



MANUALE TECNICO DELLA SEGNALETICA

- ALLEGATO AL PIANO DI MARKETING INTEGRATO TURISTICO
DELLA PROVINCIA DI FERMO



PROVINCIA DI
FERMO



FERMANO
LEADERSCARL
Agenzia di Sviluppo

1

TOTEM

SEGNALETICA 1° livello

- grafica
 - dimensioni
 - scheda tecnica struttura
 - scheda tecnica grafica
-

2

SEGNALE VERTICALE

SEGNALETICA 3° livello

- grafica
 - dimensioni
 - scheda tecnica struttura
 - scheda tecnica grafica
-

3

LEGGIO

SEGNALETICA 3° livello

- grafica
 - dimensioni
 - scheda tecnica struttura
 - scheda tecnica grafica
-

4

FONT

5

PANTONE COLOR

6

PITTOGRAMMI

SEGNALETICA GAL FERMANO
1° LIVELLO

TOTEM



SERVIGLIANO



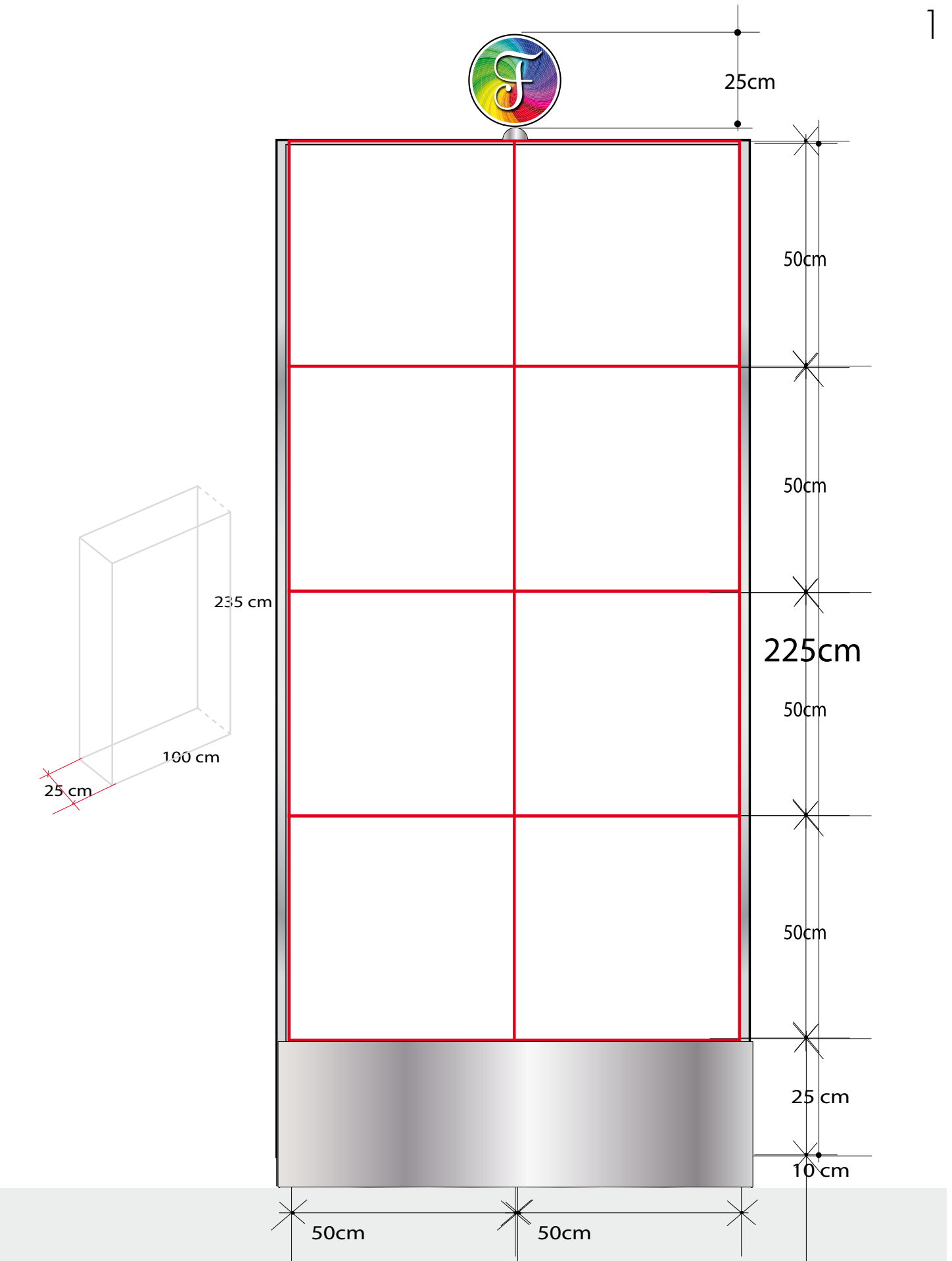
PALAZZO DEL COMUNE, *Adorazione dei Magi*



TOTEM

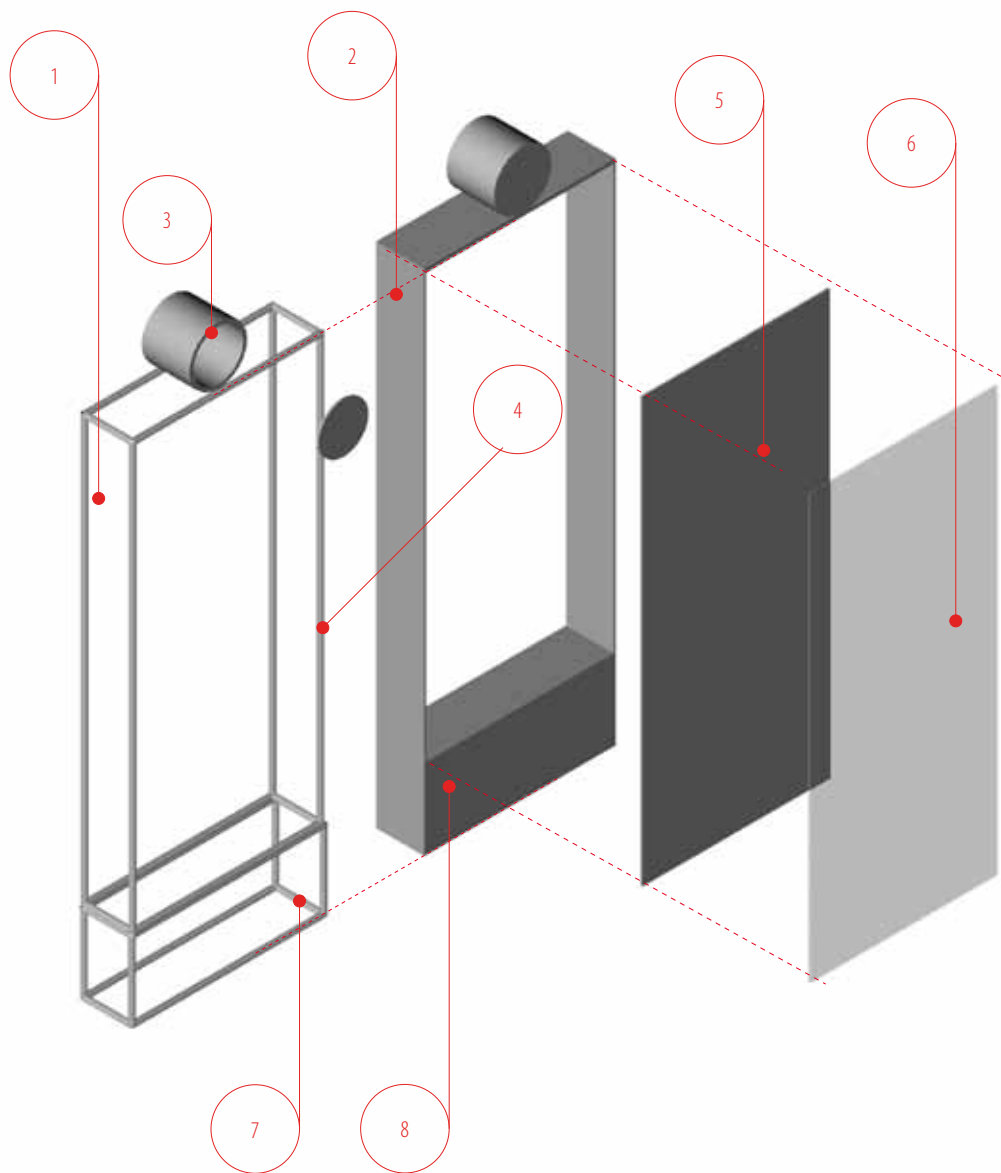
DIMENSIONI

1



TOTEM

SCHEDA TECNICA



| | |
|---|----------------------------------|
| 1 | struttura sostegno |
| 2 | rivestimento laterale struttura |
| 3 | logo pittogramma |
| 4 | struttura acciaio moduli grafica |
| 5 | pannelli grafica |
| 6 | policarbonato trasparente |
| 7 | basamento |
| 8 | spazio aggiuntivo |

TOTEM

DIMENSIONI SCRITTE

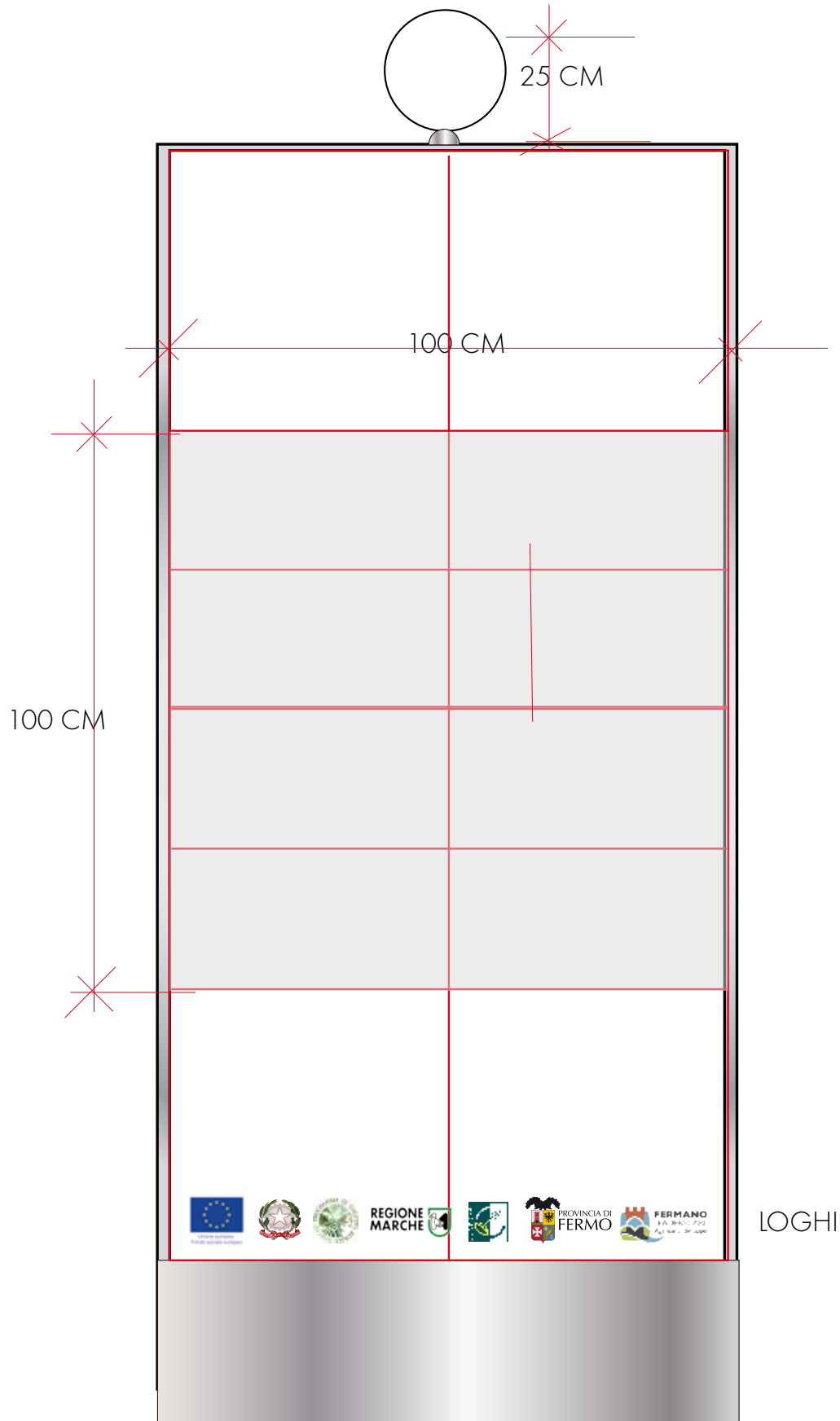
1



TOTEM

FOTO DIMENSIONI

1



PANNELLO VERTICALE - 3 MODULI

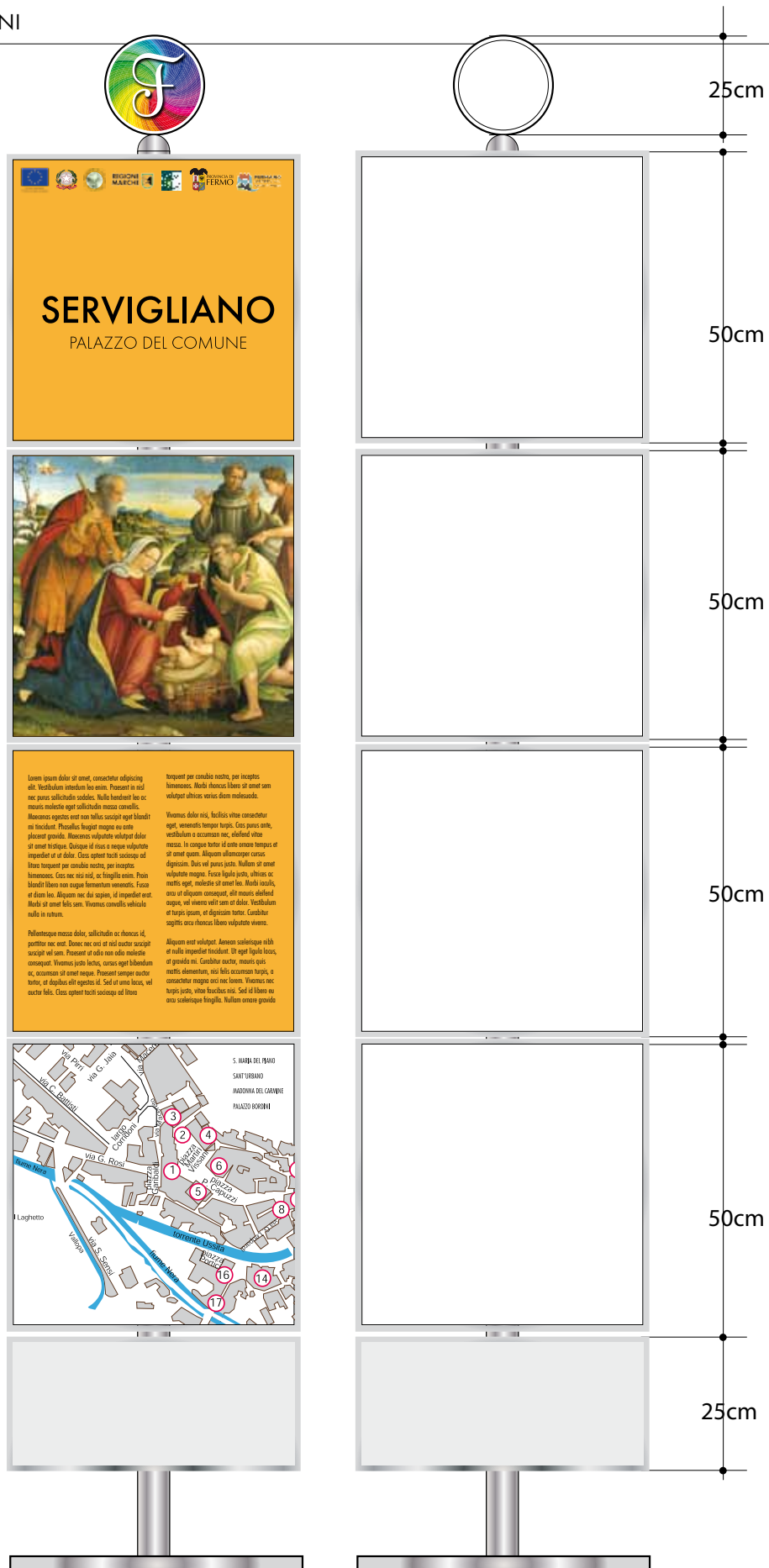
GRAFICA E DIMENSIONI



PANNELLO VERTICALE - 4 MODULI

GRAFICA - DIMENSIONI

2



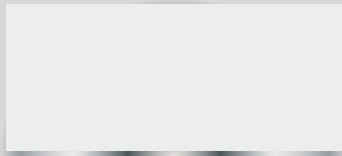
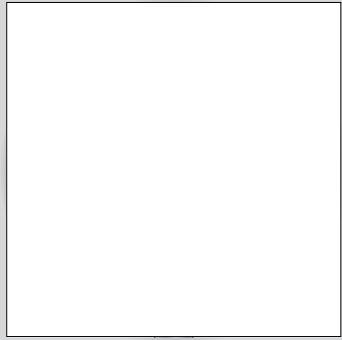
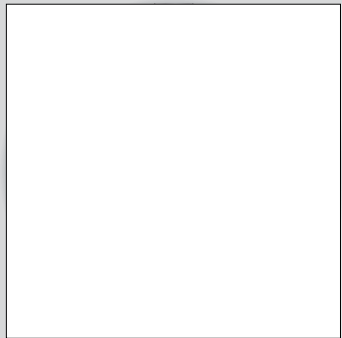
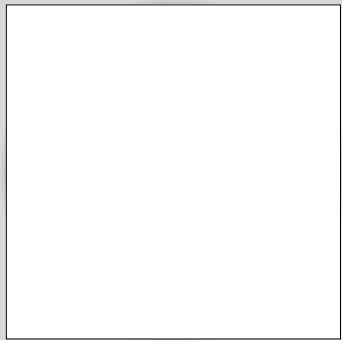
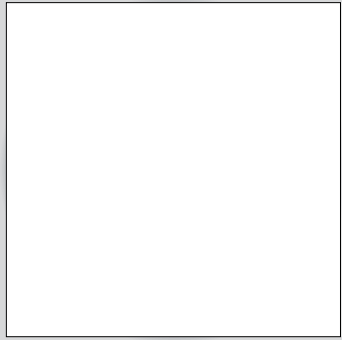
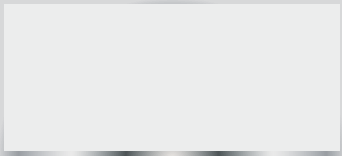
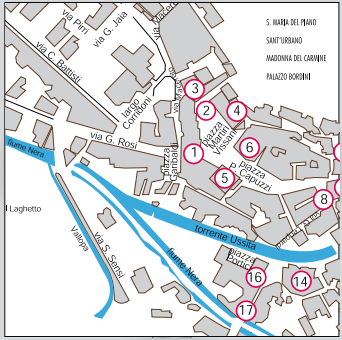
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet. Praesent in nisl nec purus sollicitudin sodales. Nulla hendrerit leo ac mauris molestie eget sollicitudin massa convallis. Maecenas eget non felis suscipit eget blandit mi tristique. Praesent frugit magna ac ante placerat gravida. Maecenas vulputate vulputat dolor sit amet tristique. Quisque id risus a neque vulputate suspendit sit sit dolor. Class aptent tacit sociosque val litora torquent per conubia nostra, per inceptos himenaeos. Cas nec nisi nisl, ac fringilla enim. Proin blandit libero non augue fermentum venenatis. Fusce et diam leo. Aliquam nec dui nunc, id imperdiet ante. Morbi sit amet felis sem. Vivamus convallis vehicula nulla in rutrum.

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torquent per conubia nostra, per inceptos himenaeos. Morbi rhoncus libero sit amet sem vulputat ultrices varius diam molestiae.

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Aliquam erat vulputat. Amenen scelerisque nibh et nulla imperdiet tristique. Ut eget ligula laoreet, et gravida ris. Conditur auctor, mauris quis metus elementum, nisi felis accumsan turpis, a consectetur magna nec nec laoreet. Vivamus nec turpis justo, vitae fructus nisl. Sed et libero ne orci scelerisque fringilla. Nullam ante gravida



25cm

50cm

50cm

50cm

50cm

25cm



| | |
|---|---|
| | |
| | <p>S. MARIA DEL PIANO</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum interdum leo enim. Praesent in nisl nec purus sollicitudin sodales. Nulla hendrerit leo ac moris molestie eget sollicitudin massa convallis. Maecenas egetis enim non tellus suscipit eget blandit mi tristique. Phasellus hendrerit magna eu ante placerat gravida. Maecenas vulputate vulputate dolor sit amet tristique. Quisque id risus e neque vulputate imperdiet et ut dolor. Class optent taciti sociosq ad litora tristique per conubia noche, per incipit hincenas. Curs nec nisi nisl, ac fringilla enim. Prae blandit libero non augue fermentum venenatis. Fusa et diam leo. Aliquam nec du sapien, id imperdiet enim. Mochi sit amet felis sem. Vivamus convelis vehicula nulla in rutrum.</p> <p>Pellentesque massa dolor, sollicitudin ac rhoncus id, partitur nec enim. Donec nec nisi et nisl auctor suscipit suscipi vel sem. Praesent ut odio non odio molestie consequat. Vivamus justo lectus, cursus eget bibendum ac, accumsan sit amet neque. Praesent semper auctor tortor, et dapibus ante egestas id. Sed ut ante laore, vel auctor felis. Class optent taciti sociosq ad litora.</p> |
| <p>S. MARIA DEL PIANO</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum interdum leo enim. Praesent in nisl nec purus sollicitudin sodales. Nulla hendrerit leo ac moris molestie eget sollicitudin massa convallis. Maecenas egetis enim non tellus suscipit eget blandit mi tristique. Phasellus hendrerit magna eu ante placerat gravida. Maecenas vulputate vulputate dolor sit amet tristique. Quisque id risus e neque vulputate imperdiet et ut dolor. Class optent taciti sociosq ad litora tristique per conubia noche, per incipit hincenas. Curs nec nisi nisl, ac fringilla enim. Prae blandit libero non augue fermentum venenatis. Fusa et diam leo. Aliquam nec du sapien, id imperdiet enim. Mochi sit amet felis sem. Vivamus convelis vehicula nulla in rutrum.</p> <p>Pellentesque massa dolor, sollicitudin ac rhoncus id, partitur nec enim. Donec nec nisi et nisl auctor suscipit suscipi vel sem. Praesent ut odio non odio molestie consequat. Vivamus justo lectus, cursus eget bibendum ac, accumsan sit amet neque. Praesent semper auctor tortor, et dapibus ante egestas id. Sed ut ante laore, vel auctor felis. Class optent taciti sociosq ad litora.</p> | |
| | |

PANNELLO VERTICALE - 4 MODULI

STRUTTURA PANNELLO

2



luogo



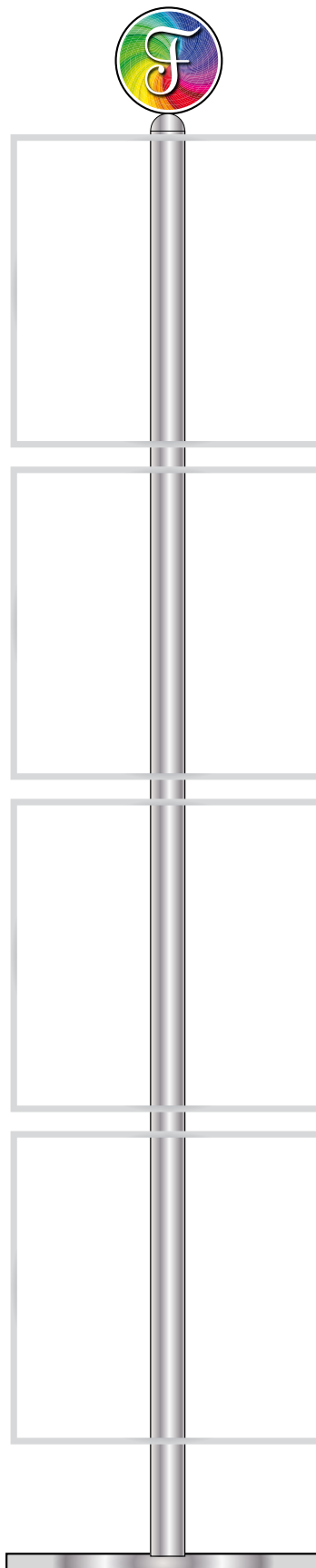
foto



testo



piantina



PANNELLO VERTICALE - 4 MODULI

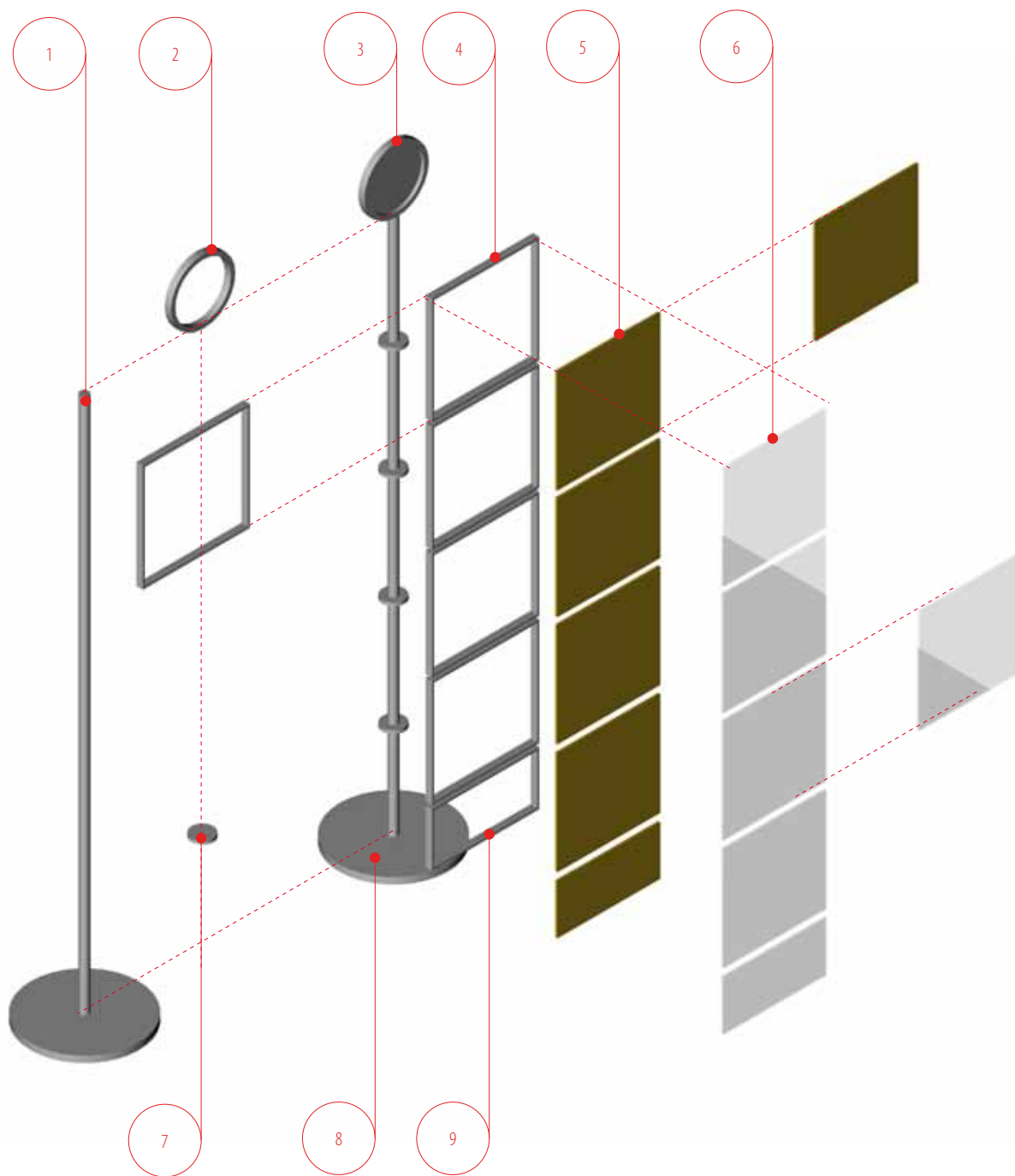
SPECIFICHE MATERIALI



PANNELLO VERTICALE - 4 MODULI

SCHEDA TECNICA

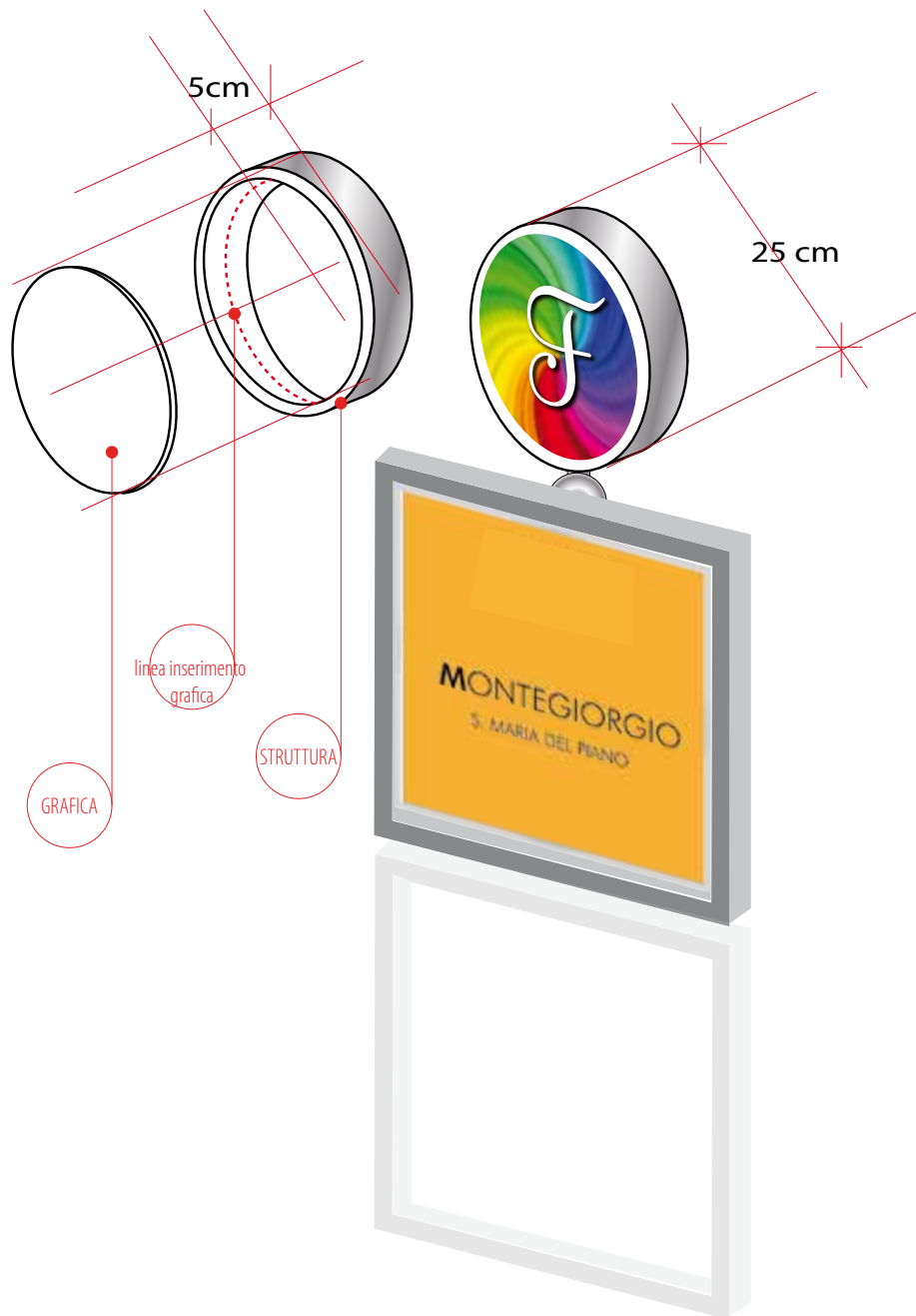
2



| | |
|---|----------------------------------|
| 1 | asta sostegno |
| 2 | anello sostegno logo pittogramma |
| 3 | logo pittogramma |
| 4 | struttura acciaio moduli grafica |
| 5 | pannelli grafica |
| 6 | policarbonato trasparente |
| 7 | tondini distanziatori |
| 8 | basamento |
| 9 | spazio sponsor metà modulo |

PANNELLO VERTICALE - 4 MODULI

STRUTTURA ELEMENTO CIRCOLARE



PANNELLO VERTICALE

MODULO TITOLO

2



PANNELLO VERTICALE

MODULO TITOLO- SCHEDA TECNICA



futura medium 55 pt

SERVIGLIANO 8cm

futura light 25 pt

PALAZZO DEL COMUNE 4cm

PANNELLO VERTICALE

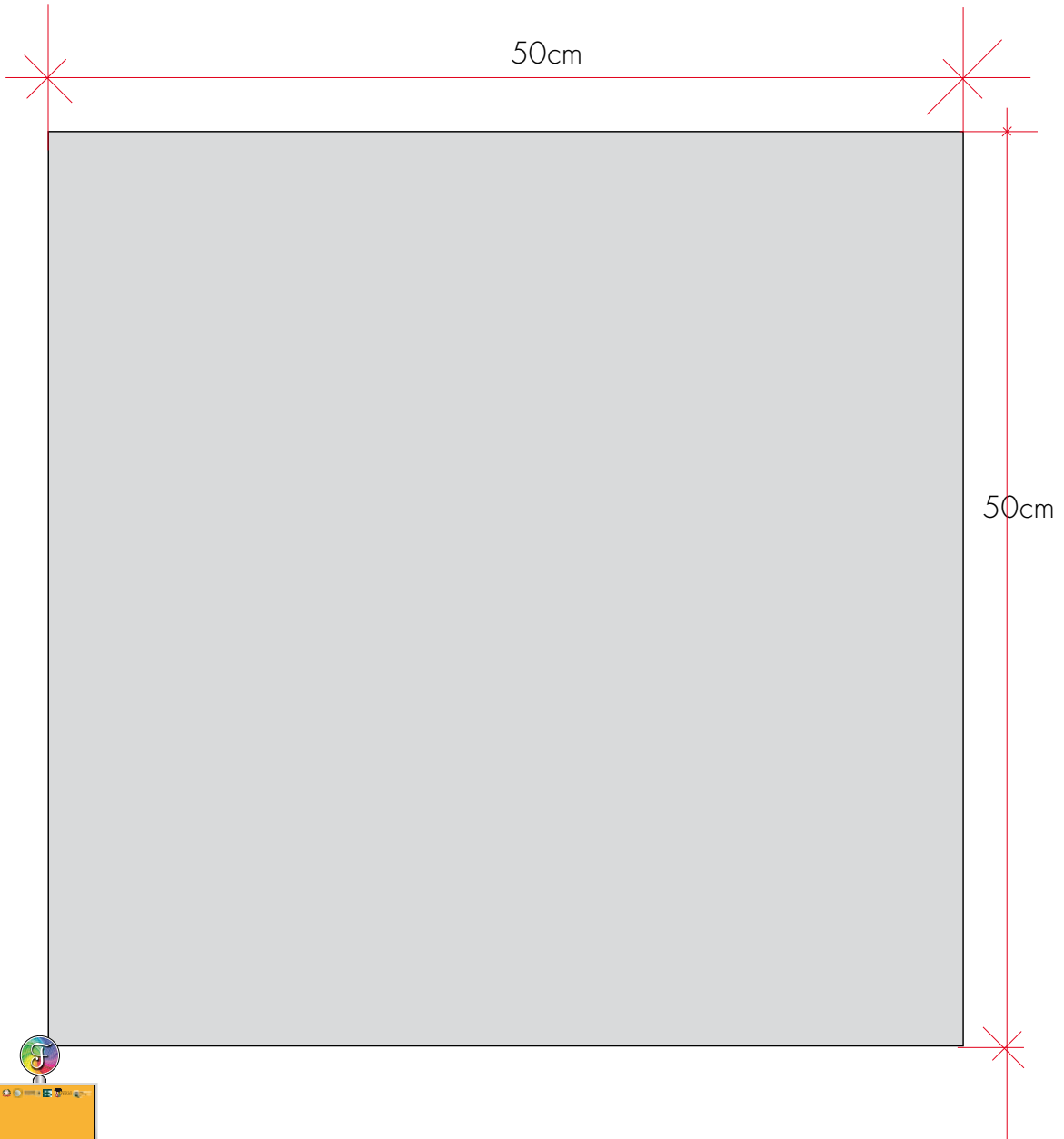
MODULO FOTO

2



PANNELLO VERTICALE

MODULO FOTO - SCHE TECNICA



SERVIGLIANO

PALAZZO DEL COMUNE, *Adorazione del Magi*



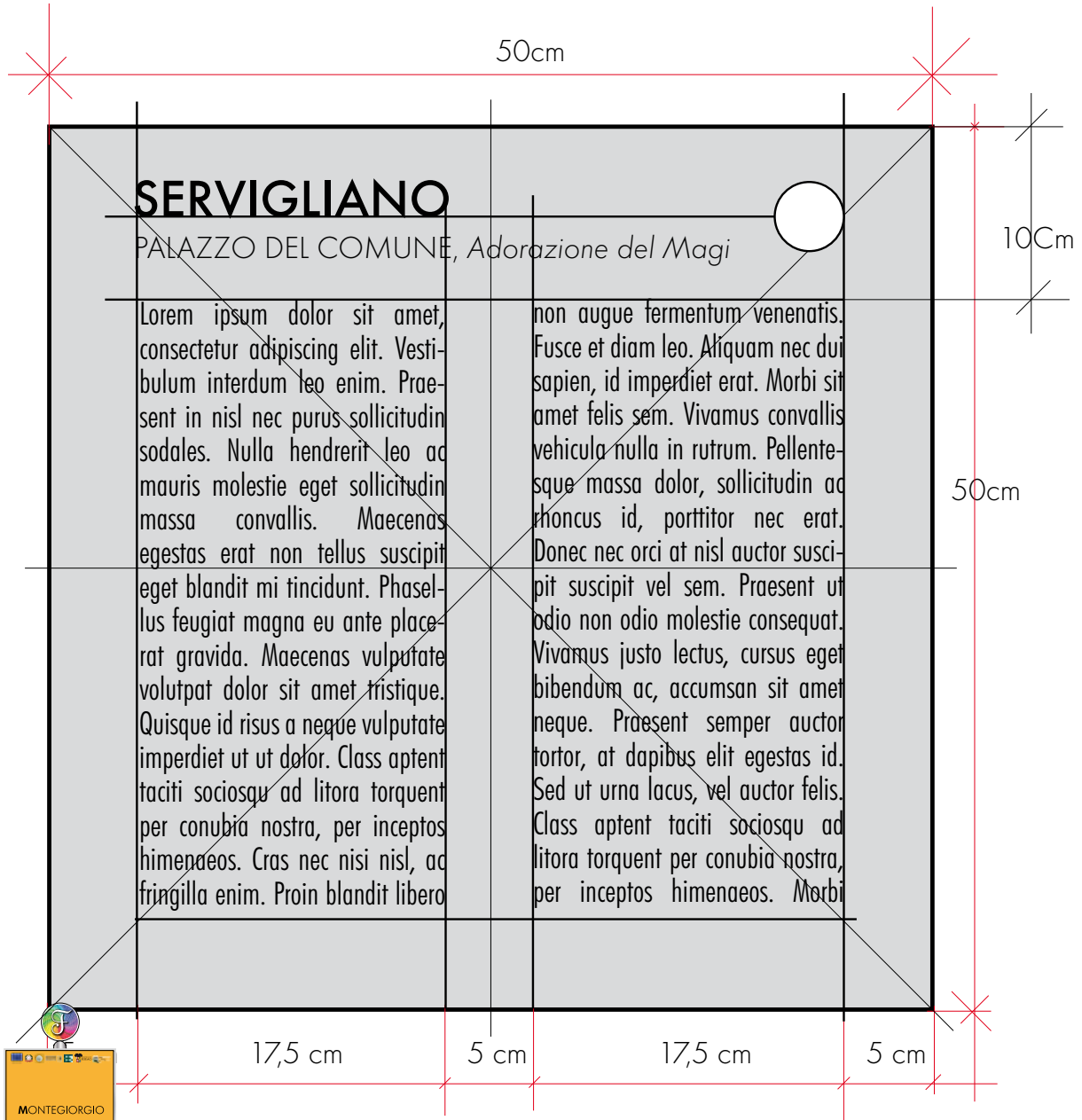
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum interdum leo enim. Praesent in nisl nec purus sollicitudin sodales. Nulla hendrerit leo ac mauris molestie eget sollicitudin massa convallis. Maecenas egestas erat non tellus suscipit eget blandit mi tincidunt. Phasellus feugiat magna eu ante placerat gravida. Maecenas vulputate volutpat dolor sit amet tristique. Quisque id risus a neque vulputate imperdiet ut ut dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Cras nec nisi nisl, ac fringilla enim. Proin blandit libero

non augue fermentum venenatis. Fusce et diam leo. Aliquam nec dui sapien, id imperdiet erat. Morbi sit amet felis sem. Vivamus convallis vehicula nulla in rutrum. Pellentesque massa dolor, sollicitudin ac rhoncus id, porttitor nec erat. Donec nec orci at nisl auctor suscipit suscipit vel sem. Praesent ut odio non odio molestie consequat. Vivamus justo lectus, cursus eget bibendum ac, accumsan sit amet neque. Praesent semper auctor tortor, at dapibus elit egestas id. Sed ut urna lacus, vel auctor felis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Morbi



PANNELLO VERTICALE

MODULO TITOLO - SCHEDA TECNICA - TESTO MAGGIORE



SERVIGLIANO

PALAZZO DEL COMUNE, *Adorazione del Magi*

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Vesti-

futura medium 25 pt

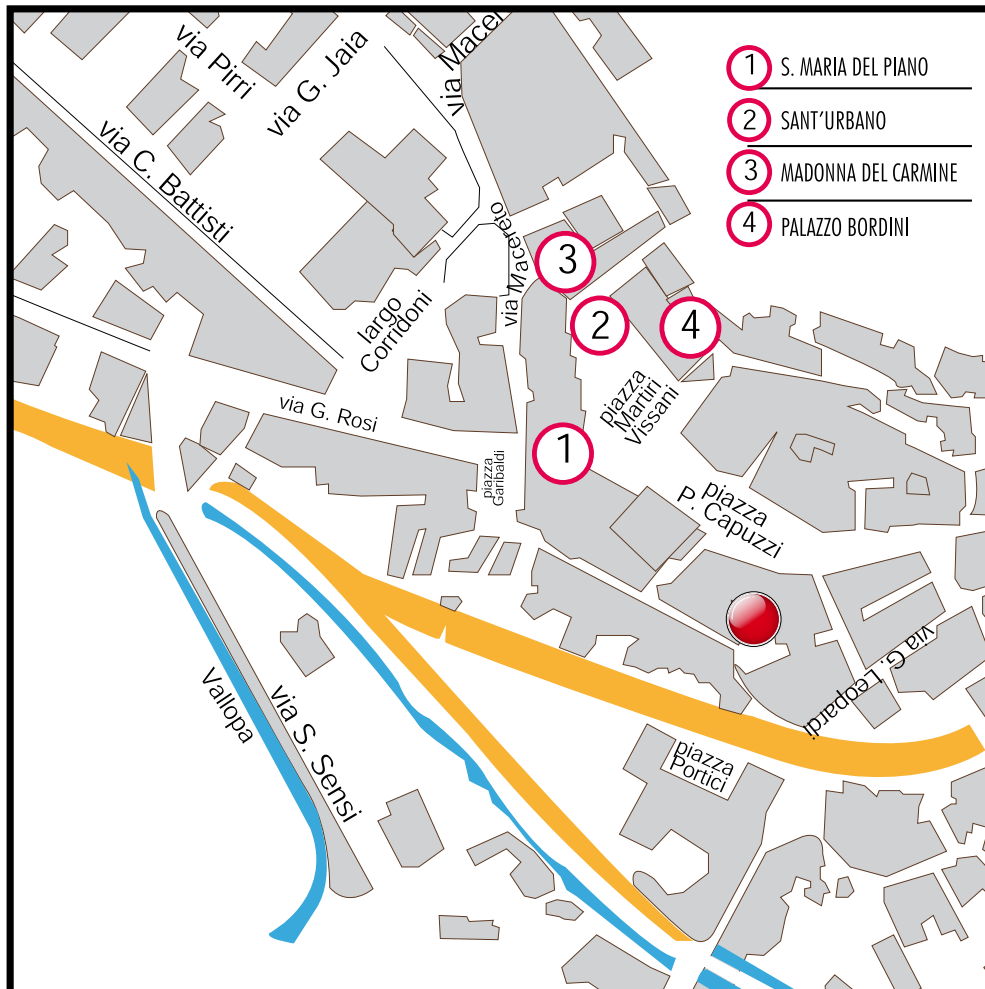
futura light 15 pt

futura light/oblique 15 pt

futura condensed 15 pt

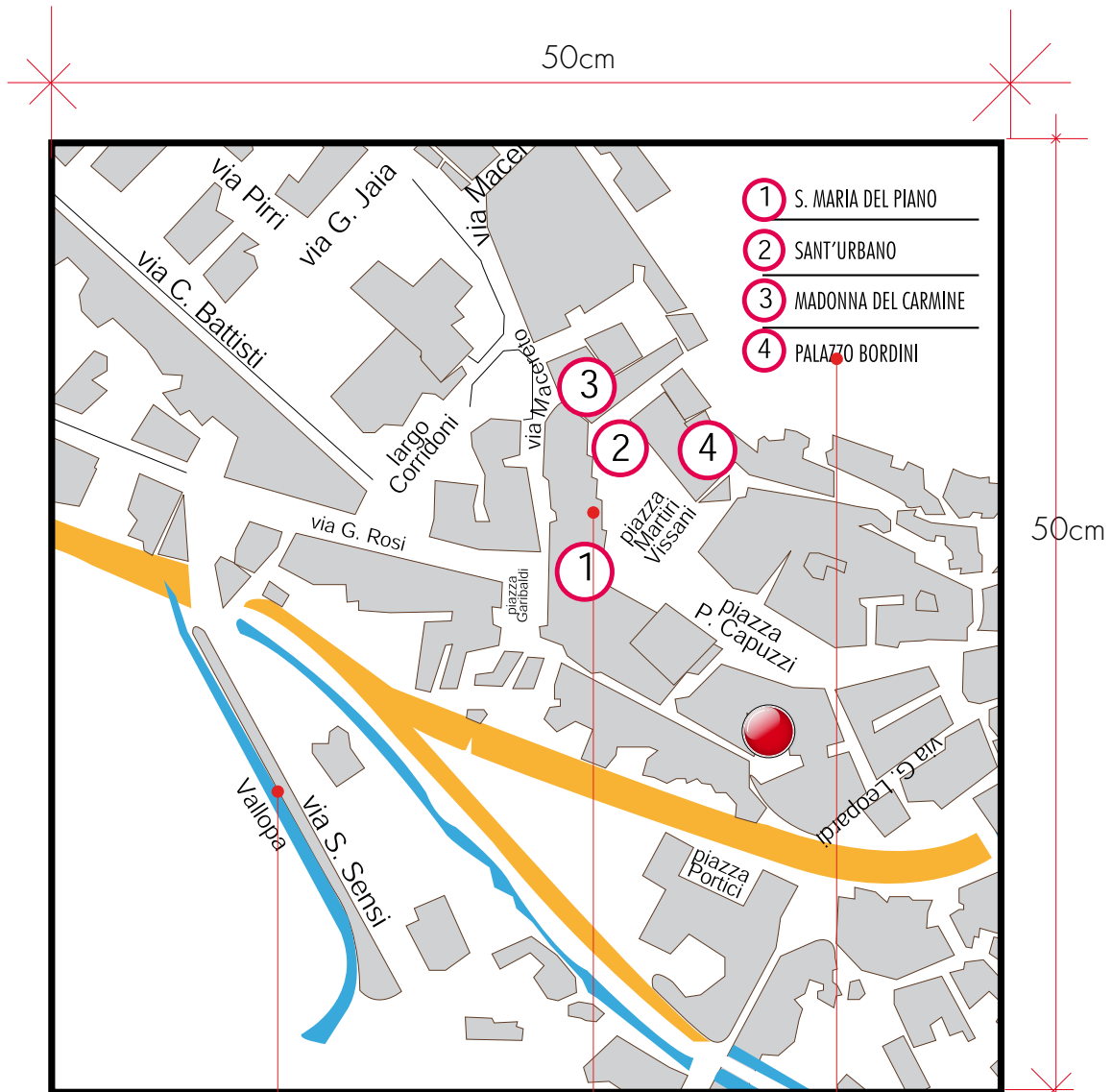
PANNELLO VERTICALE

MODULO PIANTINA



PANNELLO VERTICALE

MODULO PIANTINA - SCHEDA TECNICA



futura light 15 pt

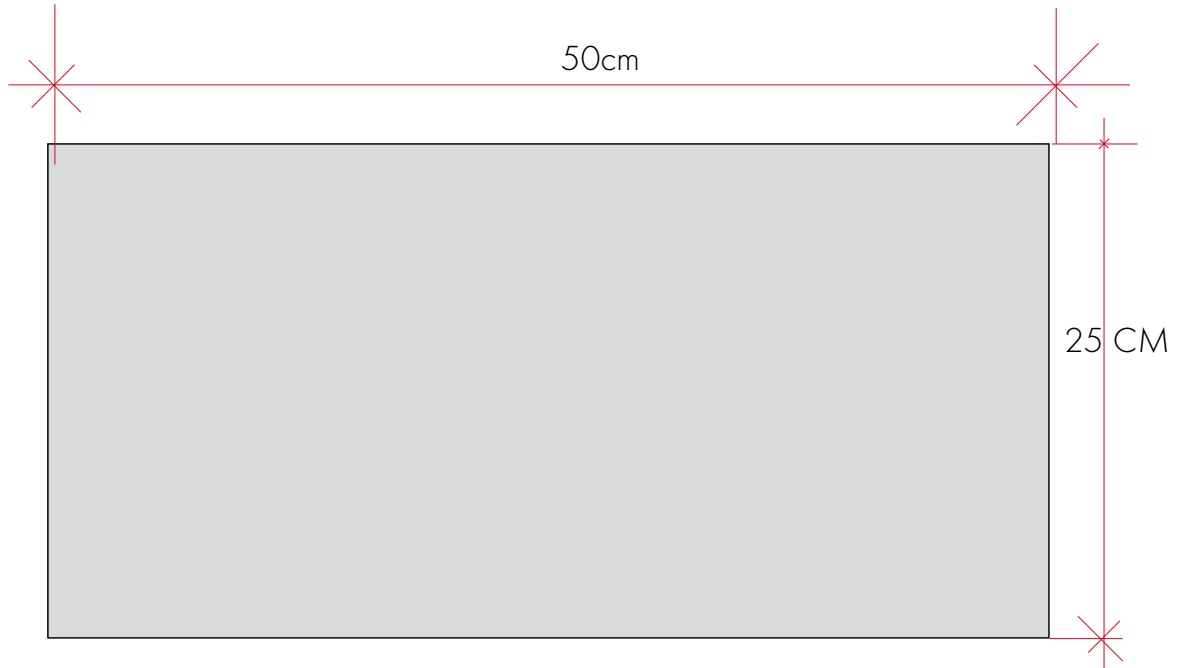
futura BOLD 25 pt

futura medium 15 pt

PANNELLO VERTICALE

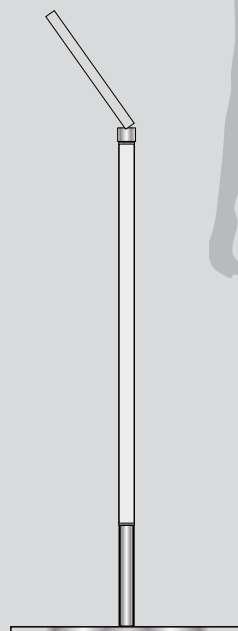
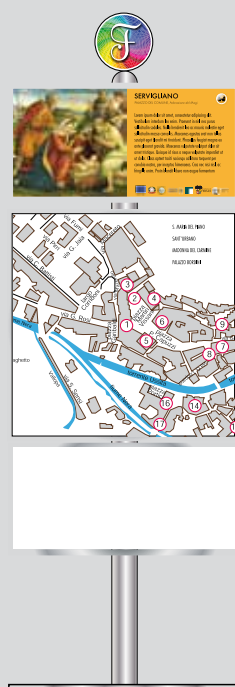
1/2 MODULO

2



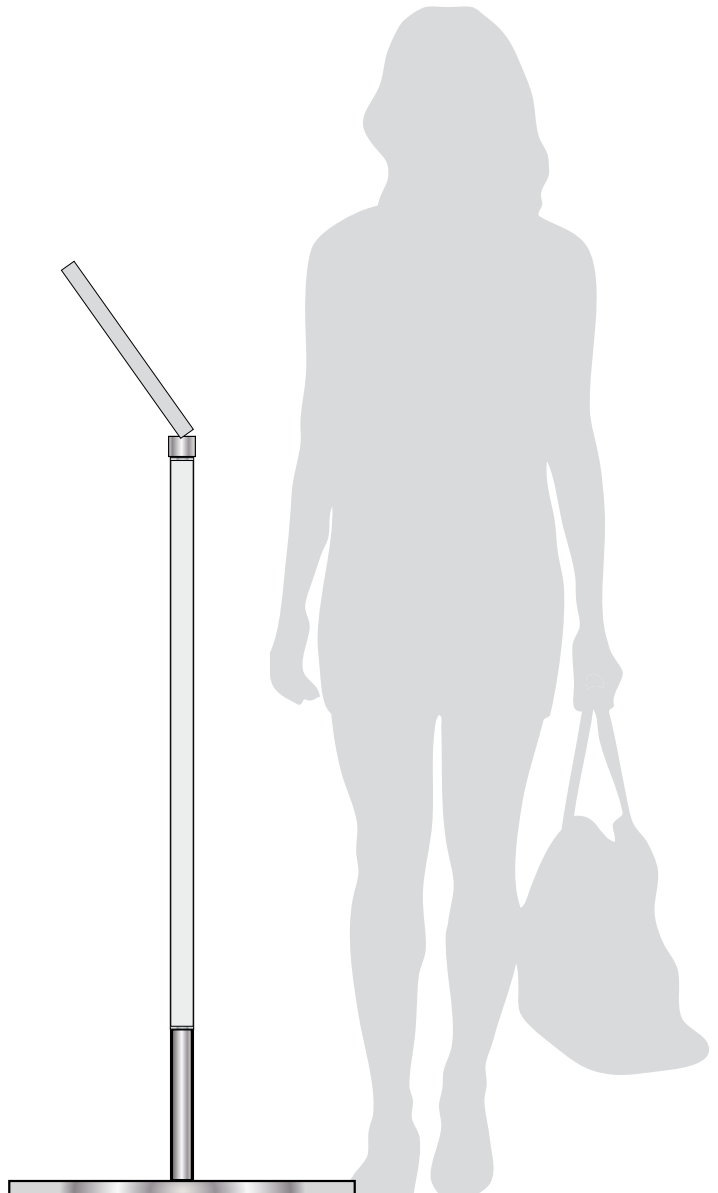
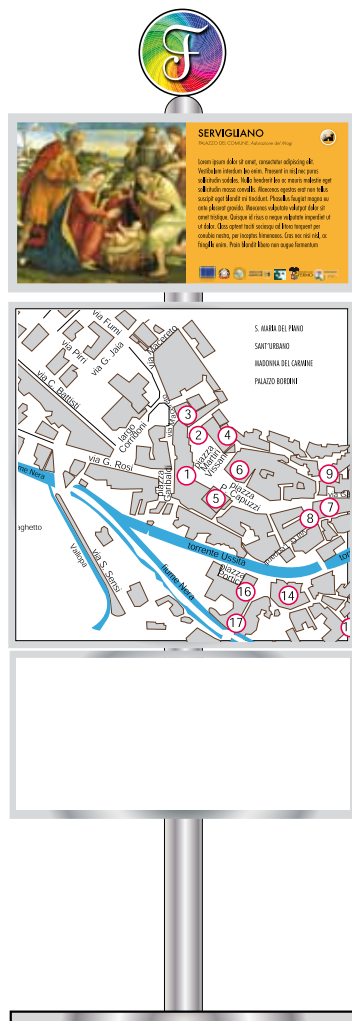
SEGNALETICA GAL FERNANO
3° LIVELLO

LEGGIO



LEGGIO

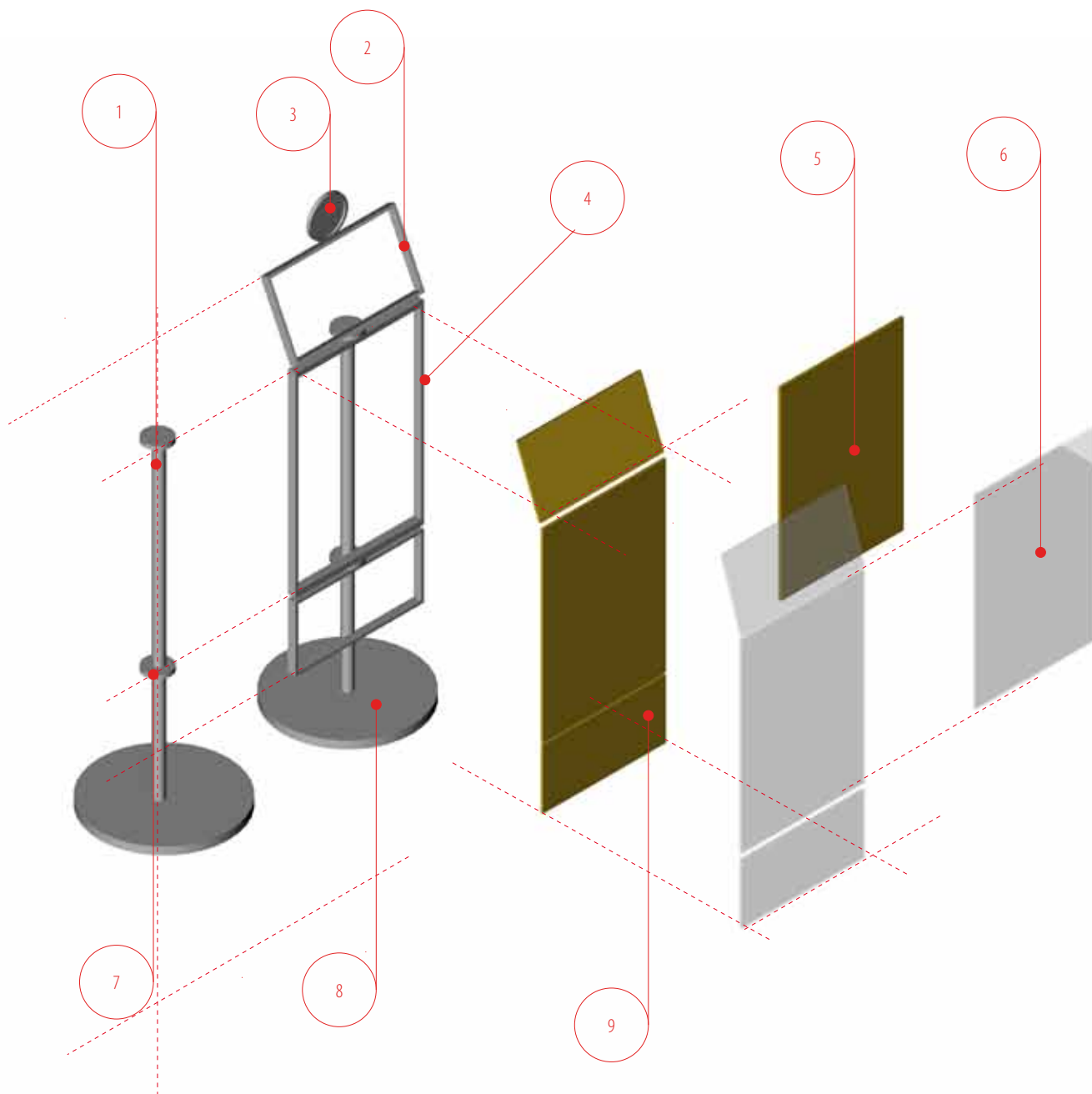
GRAFICA



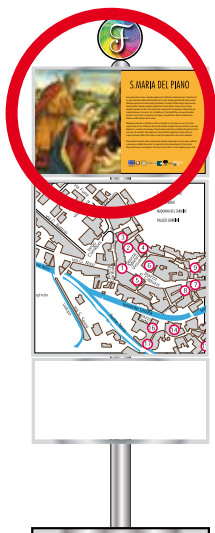
LEGGIO

SCHEDA TECNICA

3

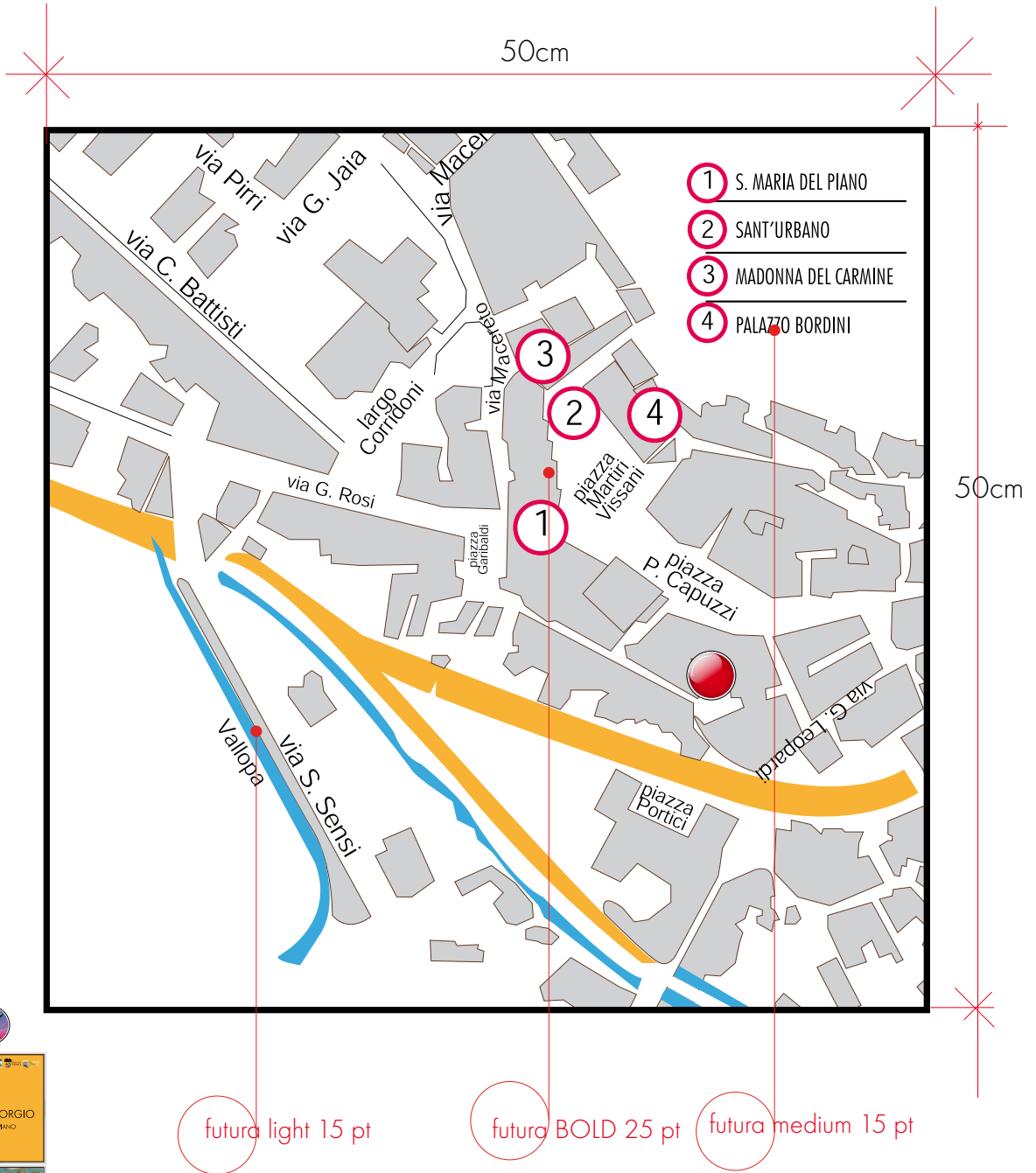


| | |
|---|----------------------------------|
| 1 | asta sostegno |
| 2 | STRUTTURA ACCIAIO INCLINATA 25° |
| 3 | logo pittogramma |
| 4 | struttura acciaio moduli grafica |
| 5 | pannelli grafica |
| 6 | policarbonato trasparente |
| 7 | tondini distanziatori |
| 8 | basamento |
| 9 | spazio metà modulo |



LEGGIO

MODULO PIANTINA - SCHEDA TECNICA



TUTTA LA SEGNALETICA

FONT

4

FUTURA MEDIUM

abcdefghijklmnopqrstuvz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA LIGHT

abcdefghijklmnopqrstuvz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA LIGHT OBLIQUE

abcdefghijklmnopqrstuvz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA LIGHT CONDENSED

abcdefghijklmnopqrstuvz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

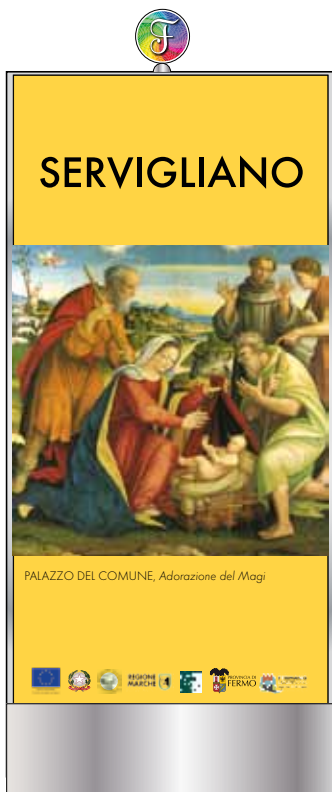
TUTTA LA SEGNALETICA

panitone COLOR

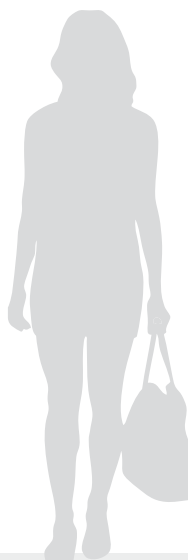
5



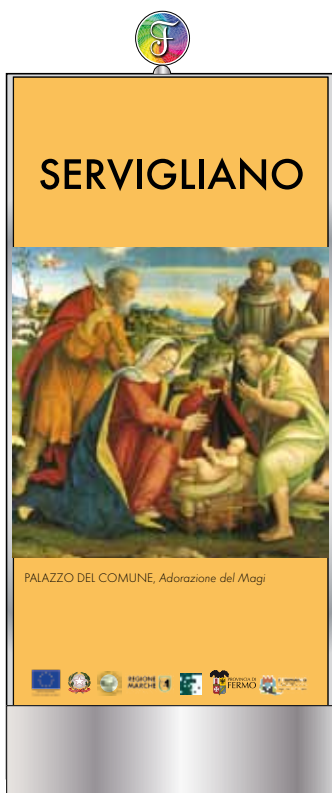
PANTONE
122 C



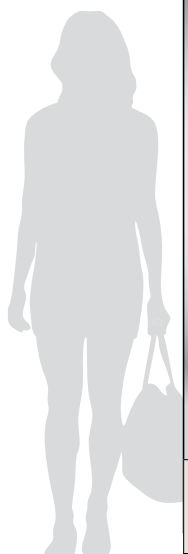
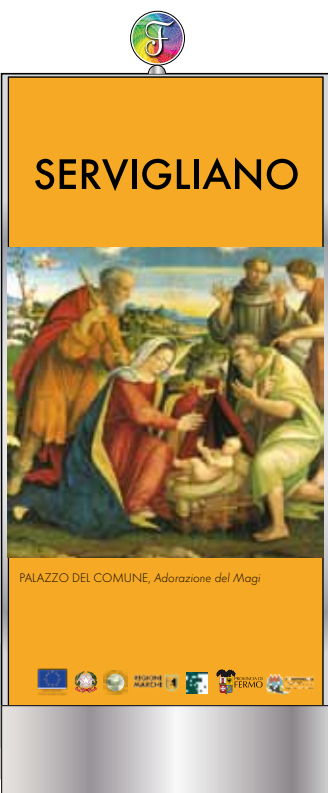
PANTONE
151 C



PANTONE
1365 C



PANTONE
1375 C



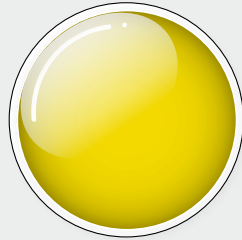
PITTOGRAMMI

6



PITTOGRAMMI

6



PITTOGRAMMI

6



PITTOGRAMMI



PITTOGRAMMI

6



PITTOGRAMMI

6



PITTOGRAMMI



PITTOGRAMMI



PITTOGRAMMI

6



PITTOGRAMMI

6



PITTOGRAMMI

6

