

# La bella carta dal 1264.

FABRIANO presents  
new logo and new website  
Tradition, inspiration, innovation

FABRIANO is creativity, is expression, is white paper that gives space to your ideas. With more than 750 years of history, our paper is part of Italy's cultural heritage and is chosen everyday by millions of students of all ages, artists, illustrators, calligraphers, professional or amateurs, from all over the world.

Since 1971 FABRIANO has been known in Italy and abroad thanks to the **iconic logo** created by the designer **Carlo Cattaneo**: from today, **that same logo has been revived** thanks to a skilful and careful revision by Pentagram, an important international design studio with based in London, New York, Austin and Berlin.

*"The whole approach to the rebranding of Fabriano, is a delicate modernisation and refinement. A system that also organises and unites products and communications contemporising this 700 year old icon".*

Harry Pearce, Pentagram Partner

A revitalization designed to **enhance the essential elements** and **the expressiveness** of the logo, an intervention that aimed to renew without distorting: **an evolution**, not a revolution, delicate and deeply respectful of a brand that carries with it a long history but **is an expression of contemporaneity**.

FABRIANO collects a centuries-old tradition that continues today since 1264 through the production of a wide range of **high quality paper**, suitable for **every kind of technique**, that are result of **continuous product innovation**, careful choice of **raw materials** and **respect of natural resources**, because protecting the environment has always been a priority for FABRIANO.

A **such important heritage** is still today the **greatest inspiration** and it means being a **100% Italian manufacturing** with **high level of competence and know-how** who aims at top quality through a **great spirit of innovation**, with a daily commitment to guarantee **sustainability**. A reliable company that maintains a **constant dialogue with the artists**, who daily use and experiment with paper, and that stays **alongside Cultural and Educational institutions and projects**.

A **modern and significant production** reality that collects the fruit of ancient knowledge, handed down by generation after generation, and carries on that attention to obtain products that combine timeless beauty and extraordinary quality for drawing, sketch, pastel, watercolor, acrylic and oil, mixed techniques, fine art print, calligraphy, stationery business and office supplies.



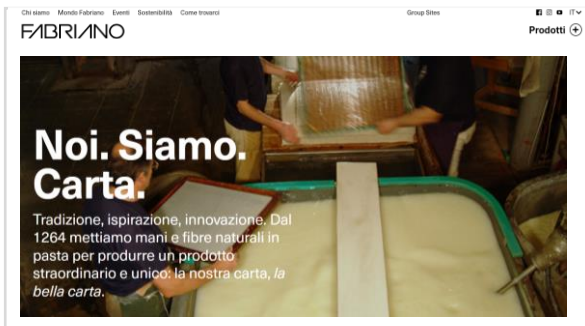
### new logo

Understanding and respecting such an iconic logotype was the starting point for Pentagram team. They gently refined the letterforms toward further clarity and elegance, all the time bearing in mind the distinctive nature of the original was its point of difference.

*We examined each and every letter form individually. Adjusting and harmonising the inter-relationships between them. Some letters changed quite significantly, some hardly at all. Collectively these elements became a new singular mark.* Harry Pearce

The intervention focused on an overall rebalancing of the lettering to allow a more expressive execution and to achieve a renewed harmony, both for the extended version and the monogram. A new logo that can be dynamic, modern, flexible and authentic.





## new website

New logo accompanies the release of the FABRIANO website which is developed as the complete story of the company reality today, through the stages of its growth and the complete range of the wide catalog of products for the fine arts, school and office, along with stationery and art printing. All the values of the company are represented: from the history of paper to the Timeless Masters who have used FABRIANO paper over the centuries, including among the others, Michelangelo Buonarroti, Giambattista Bodoni, Ludwig van Beethoven up to Gabriele D'Annunzio. With **tutorials** to try all the artistic techniques, a **section dedicated to teachers** and a **glossary** that collects all the meanings of the terms that are part of the world of paper, its processing and its technical characteristics.

The storytelling continues with the presentation of the **most important events** that FABRIANO carries out: the **Artist's Residency**, organized to host illustrators, cartoonists and calligraphers where the tradition of making paper was born, that paper which has always been a companion and precious support of their works. Together with the **Festival del Disegno**, an event imagined with the aim of bringing everyone closer to drawing, a natural universal language, an expressive form to be rediscovered not only as a playful activity for the little ones but as a tool for learning and invention. A great Festival that starts from Milan and travels during one whole month throughout Italy, including the islands.

## FABRIANO la bella carta dal 1264.

Since 1264, Fabriano has been producing paper which, in over 750 years, has met men and women who have made use of it both daily and extraordinary in the fields of art, literature, music and publishing. Michelangelo Buonarroti, Giambattista Bodoni, Ludwig van Beethoven up to Gabriele D'Annunzio, Georgia O'Keeffe together with Francis Bacon and Federico Fellini, are just some of the characters who wrote, drew, took notes, created on paper produced in Fabriano which, with over seven centuries of history, it is part of the Italian cultural heritage. The brilliant intuitions of the Fabriano artisans in the thirteenth century gave rise to three important innovations: watermarks, the use of animal gelatine and the hydraulic stack with multiple hammers that make Fabriano the cradle of paper. With 4 production plants all in Italy, more than 550 people and 3000 catalog products distributed in over 100 countries, FABRIANO remains a brand of excellence in the art of paper making for drawing, writing, painting and printmaking, the most expert paper manufacturer in the world that makes papers using all production processes: fourdrinier machine, mould-machine and hand made the only paper mill in the world that produces with all three technologies: handmade paper, machine-made paper in the round and paper on a flat table. An entirely Italian production of high quality, synonymous with competence and authenticity.

FABRIANO  

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**FABRIANO**