



SOGeS

YOUR FUTURE

The story of the new company logo

RENEW

"... the corporate image"

7 BUSINESS UNITS

"... SOGES' areas of intervention "

HUMAN BEING

*"...its value and its growth at the center of every
SOGES' daily action"*

These are the three pillars on which is based the creation process of the new SOGES' logo.

SEMANTICS

SYNTAX

CUSTOM

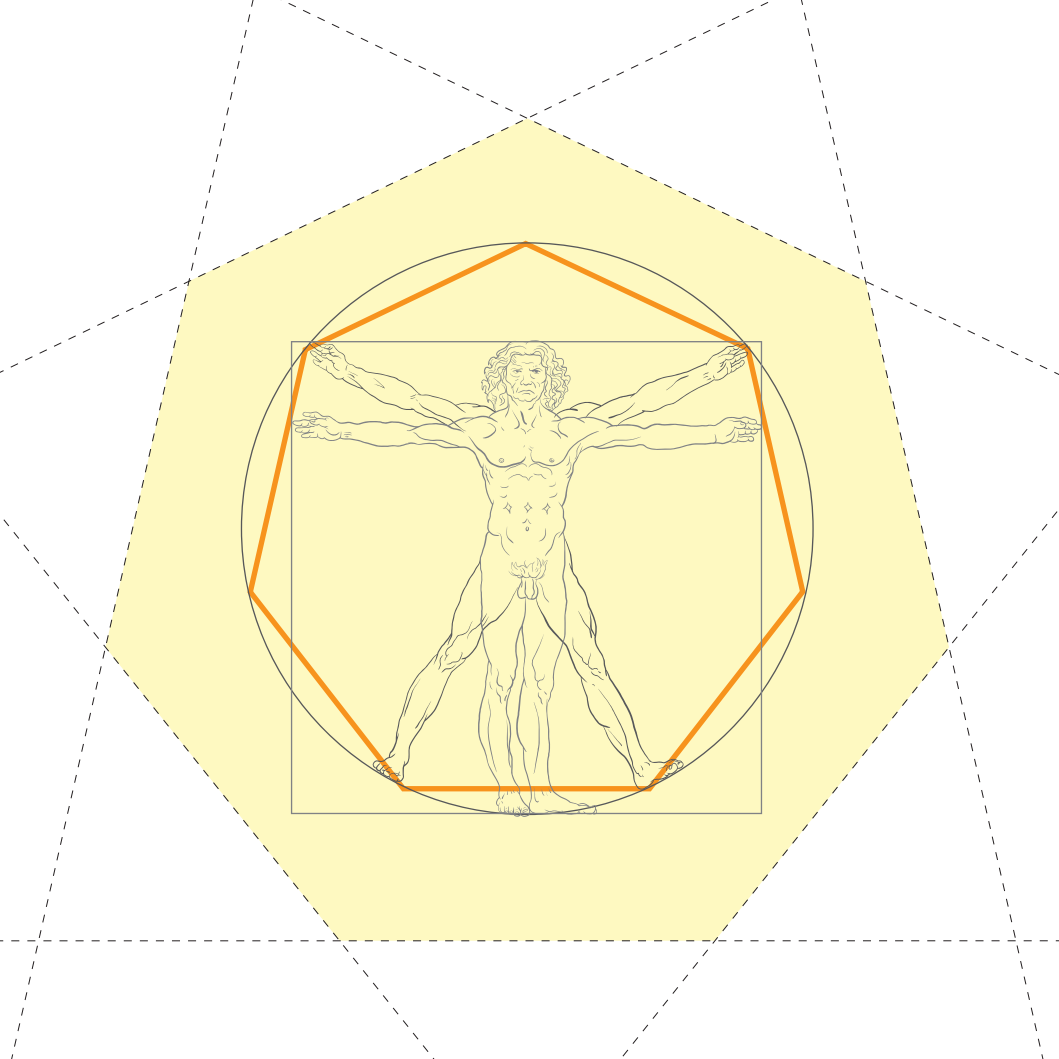
Through these planning steps we have translated into visual language the key points that emerged from the analysis, coming to get a **simple, easy to remember, versatile and appropriate** logo.

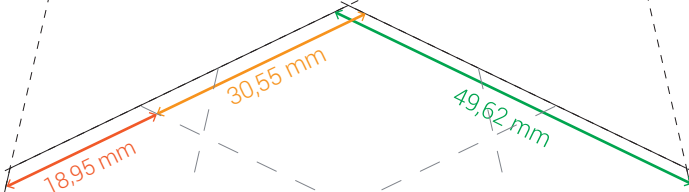
Established
that the human being is
the center of every **SOGES'** action,
we developed the concept starting from one of
the most famous representations of the human being: *the
Vitruvian Man*.

It was born in 1490 from the work of *Leonardo da Vinci*, who
graphically rendered the third step of the book "De
Architectura", in which the Roman architect Vitruvius studies and
describes the ideal proportions of the aesthetic canon of the
human figure.

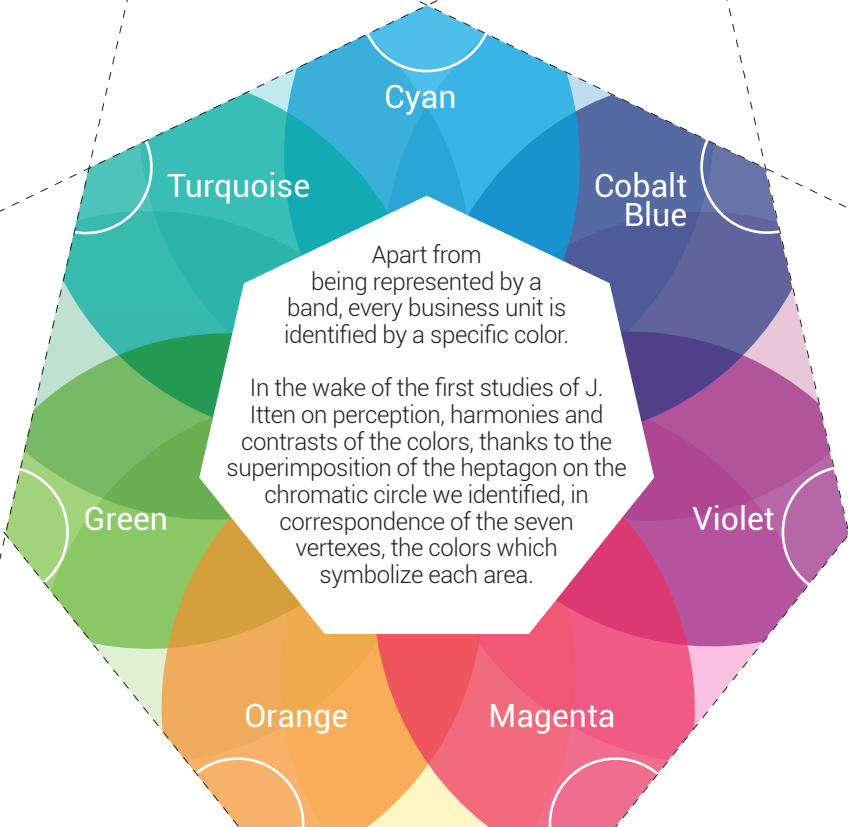
This geometric representation of man is universally interpreted as a
microcosm that encloses the Universe itself. In particular, the man of
Leonardo is inscribed in a *circle* and a *square* which are mutually in
golden ratio, but also, as discovered in 2003 by *Otto Mario Helbing*,
in a third figure: the *heptagon*.

The *heptagon* has therefore been selected as the
basis for the construction of the new logo, having
the peculiarity of represent *human being* as
the measure of all things, but also
SOGES' seven areas of intervention.





Each business unit is identified by a band that follows, in its building, the rule of **golden ratio** or **divine proportion**. This ratio translates into an approximate value of **1,618** which has been always considered the symbol par excellence of balance, beauty and harmony by poets, philosophers and artists. In this brochure you are holding in your hands, you can verify that the ratio between 49,62 mm and 30,55 mm is 1,618 so as the ratio between 30,55 and 18,95.



Cyan

Turquoise

Cobalt Blue

Apart from being represented by a band, every business unit is identified by a specific color.

In the wake of the first studies of J. Itten on perception, harmonies and contrasts of the colors, thanks to the superimposition of the heptagon on the chromatic circle we identified, in correspondence of the seven vertexes, the colors which symbolize each area.

Green

Violet

Orange

Magenta



SOGES
LOCAL DEVELOPMENT



SOGES
EUROPEAN PROJECTS



SOGES
INTERNATIONAL COOPERATION



SOGES
HUMAN RESOURCES



SOGES
BUSINESS IMPROVEMENT



SOGES
LEARNING



SOGES
FUNDING FOR TRAINING

The logo features a central white hexagon containing the text 'SOGES' and 'YOUR FUTURE'. This hexagon is surrounded by a larger, multi-colored geometric shape composed of overlapping triangles in shades of blue, green, orange, and purple. The entire design is set against a background of dashed lines forming a larger hexagonal grid.

SOGES
YOUR FUTURE