



**PORTFOLIO 2026**

*Federici*

# ALESSIO about me

**Communicating through images. Creating value with thoughtful design choices: this is my goal!**

From crafting visual branding, actively engaging in the entire process, to designing graphic materials that align with established brand identities. The key is ensuring visual continuity with the values being conveyed. And this is where I have fun!

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**fram**



Brand identity for a seafood restaurant chain

Developed within the marketing team, in collaboration with an external agency.  
Role: visual identity development and application across touchpoints.

# concept

FRAM was developed with the aim of creating a visual identity for a seafood restaurant that moves away from the most common visual codes of the sector.

The project draws inspiration from the narrative and adventurous imagery of Melville's novels, developing a visual language based on decontextualization and paradox.



# visual direction

## BULLET POINTS

- . Anti-cliché seafood identity
- . Narrative-driven visuals
- . Decontextualized imagery
- . Surreal tone of voice



# identity

The logotype is designed to be simple and recognizable, adapting to different formats and contexts.

FRAM

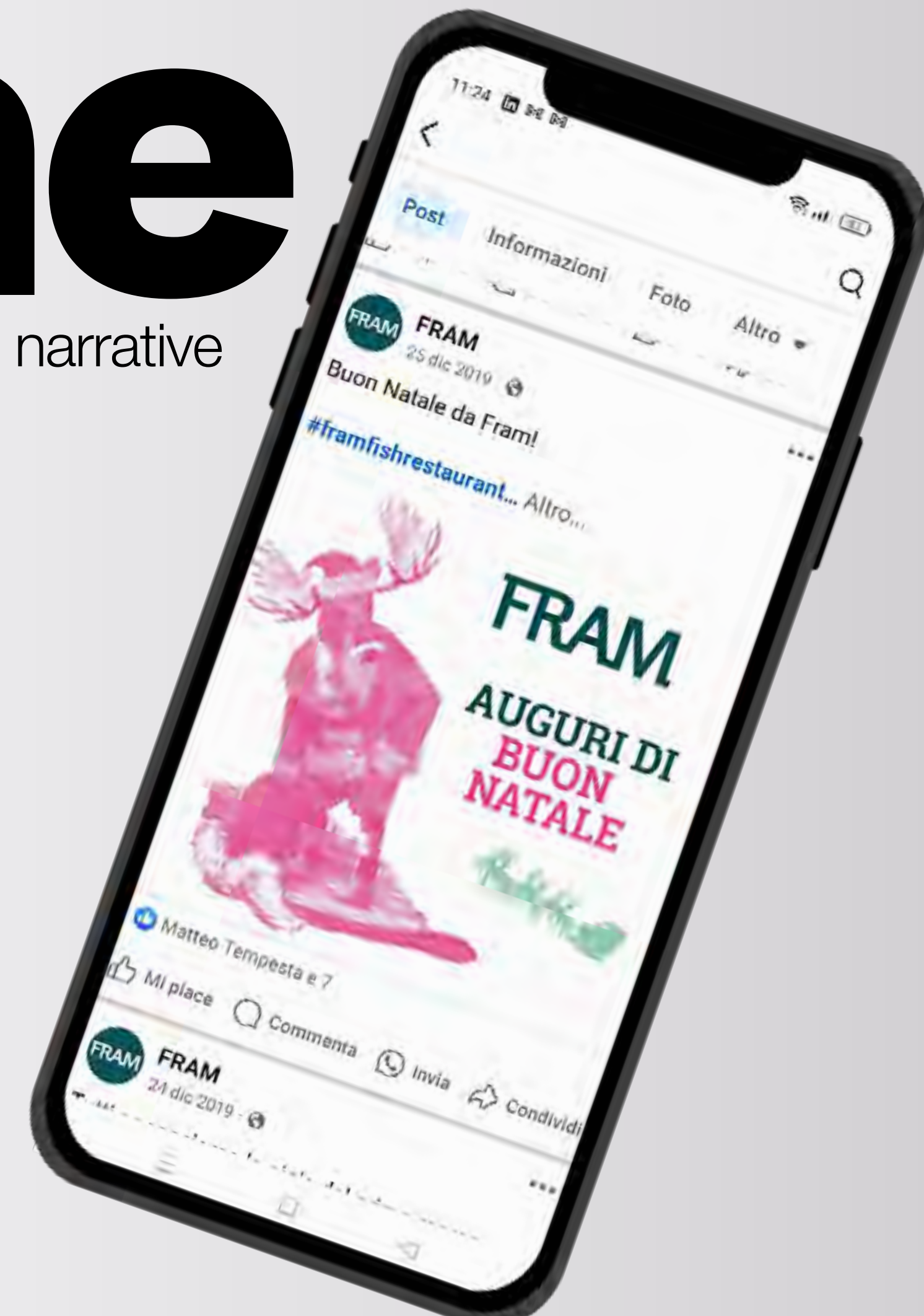
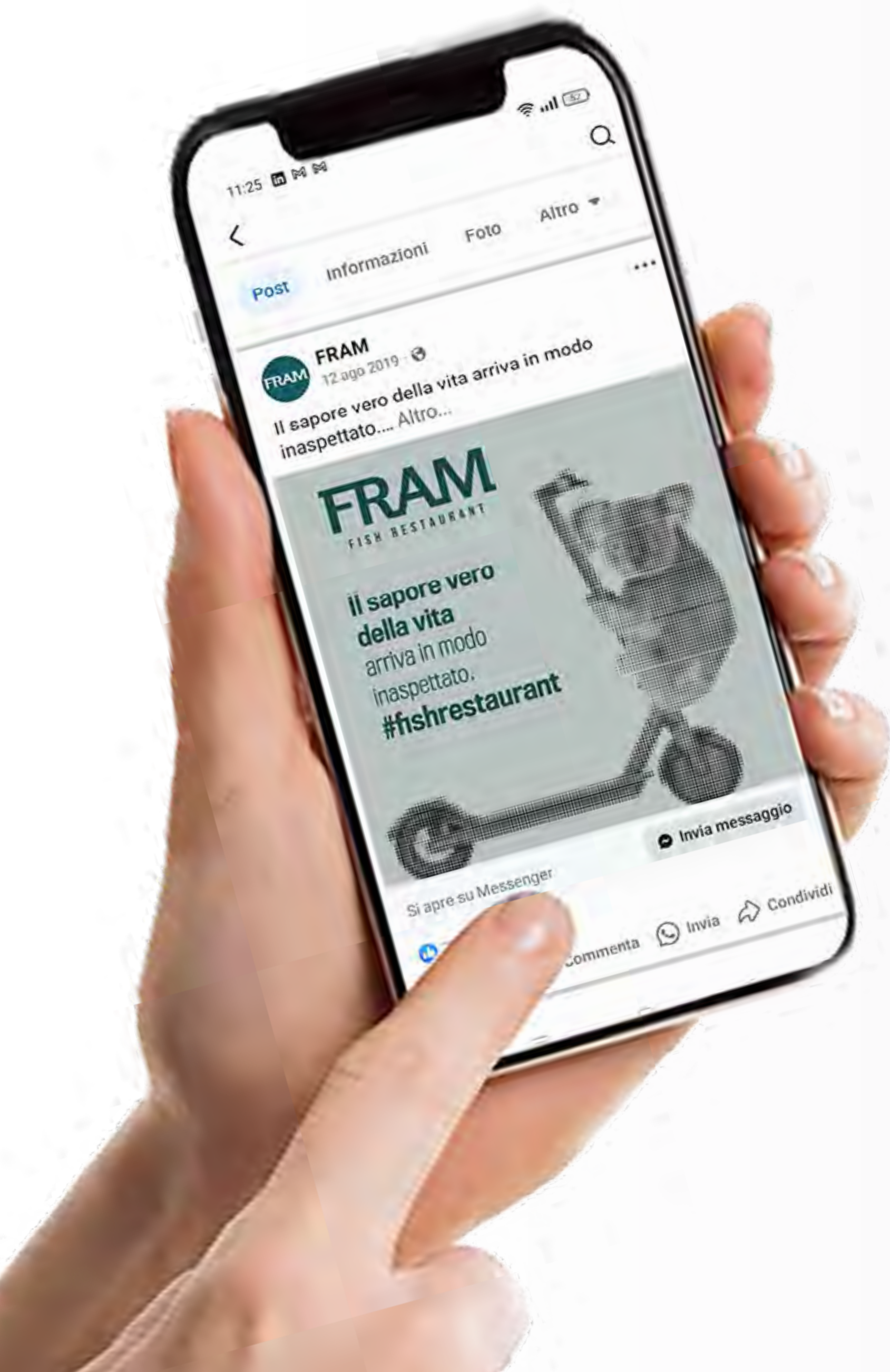


The visual language extends into physical spaces, contributing to the creation of an immersive experience.

in-store

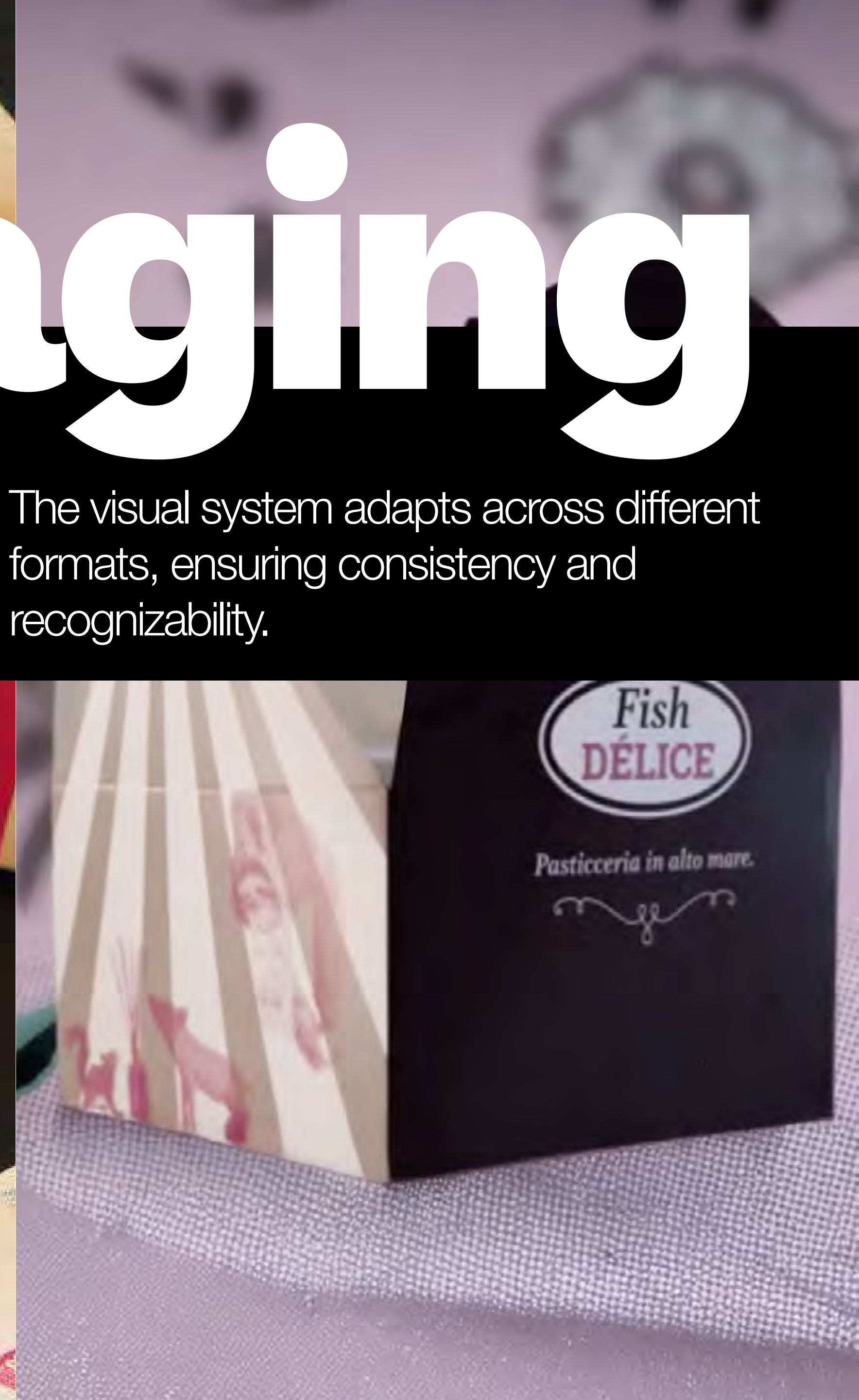
# on-line

Digital communication preserves the brand's narrative and surreal tone.



# packaging

The visual system adapts across different formats, ensuring consistency and recognizability.



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Curno's store  
in the mall



Legnano's store  
in a commercial street

# scaling

# parco gole del nera

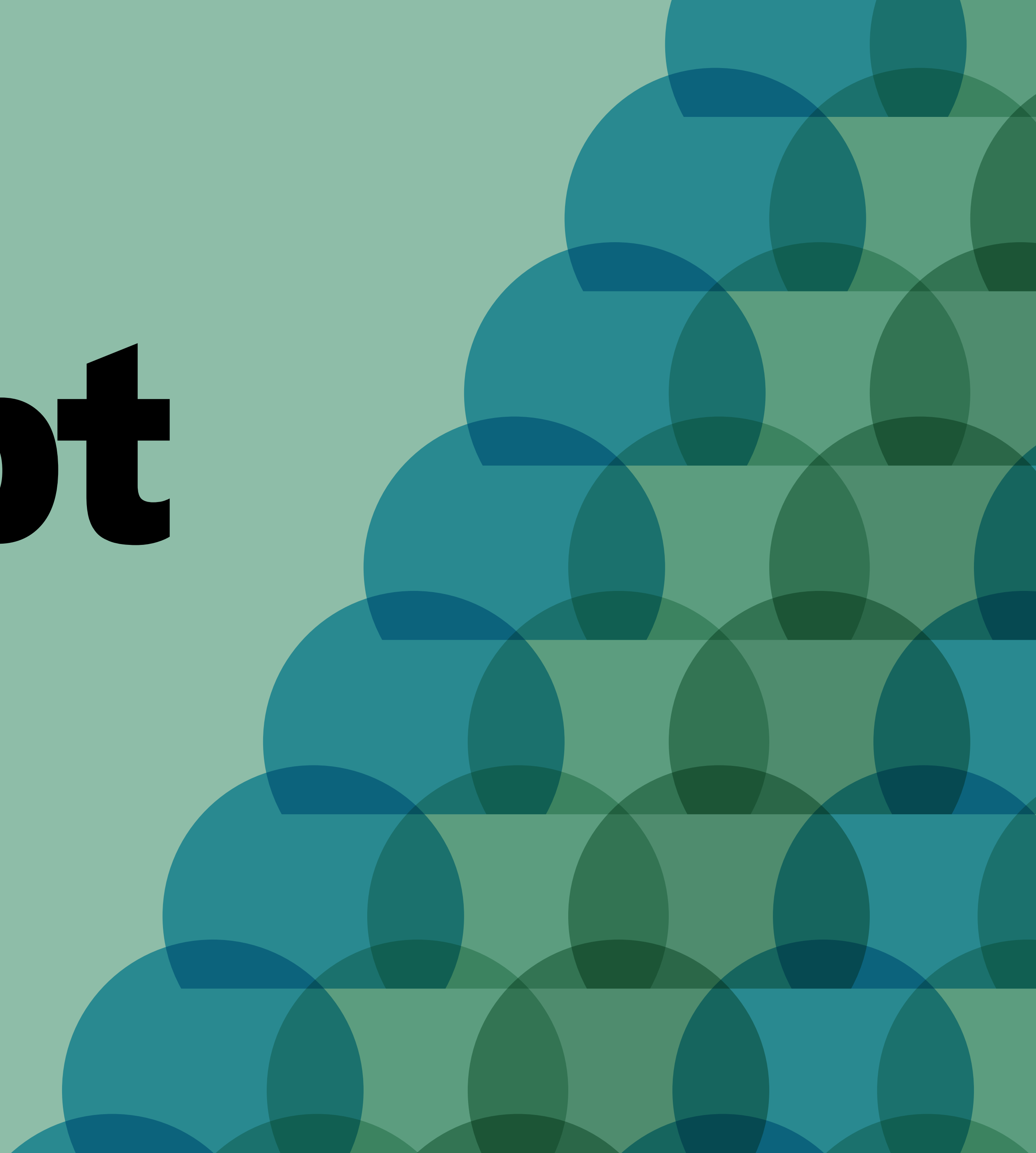


Visual identity for a territorial brand

Project developed for an institutional tourism association.  
Role: visual identity design and development.

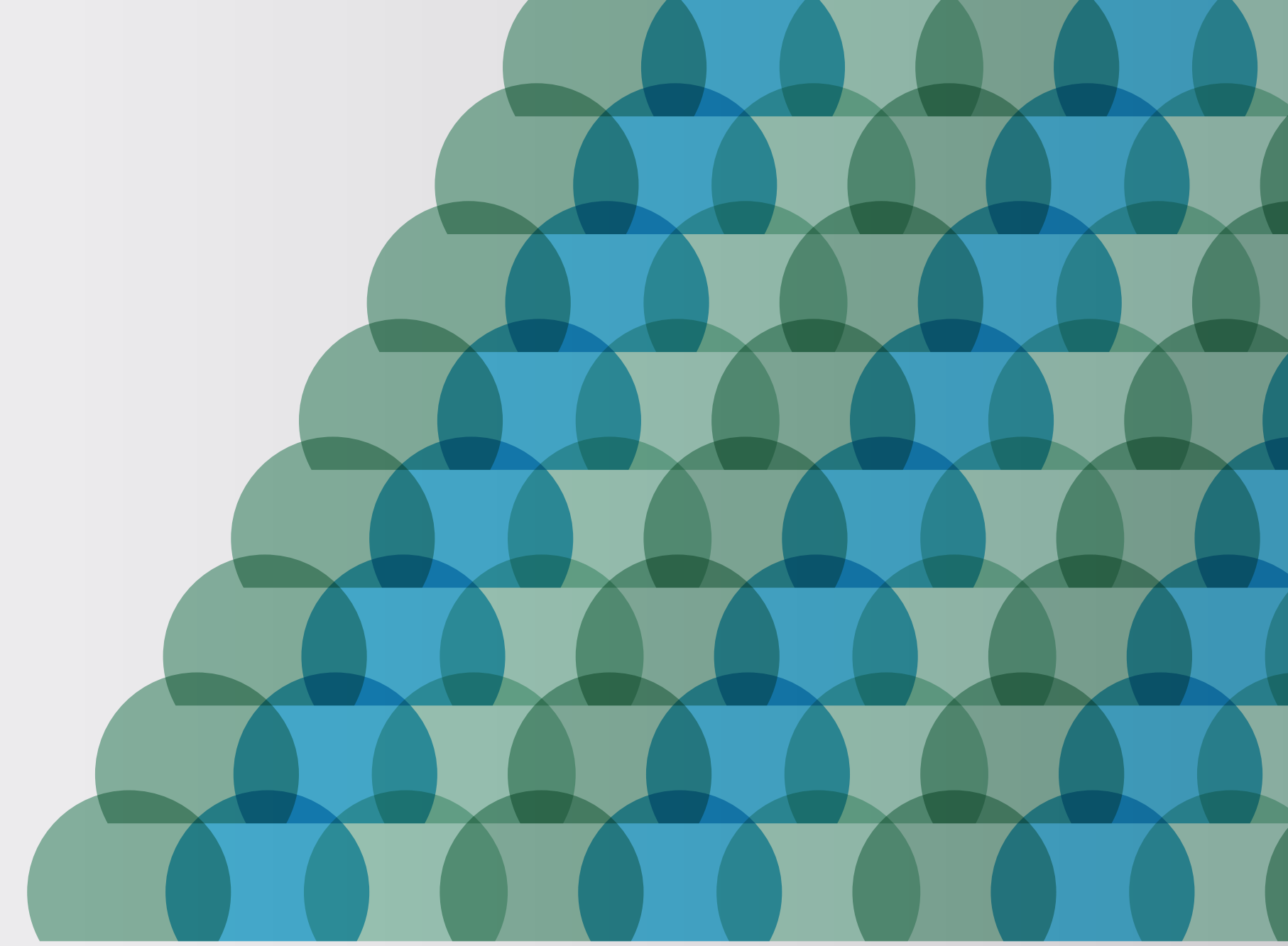
# concept

Gole del Nera is a visual identity project developed to represent a territory through its natural, cultural, and social elements. The goal is to build a visual language capable of telling the story of the place in an authentic and contemporary way.



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# visual direction



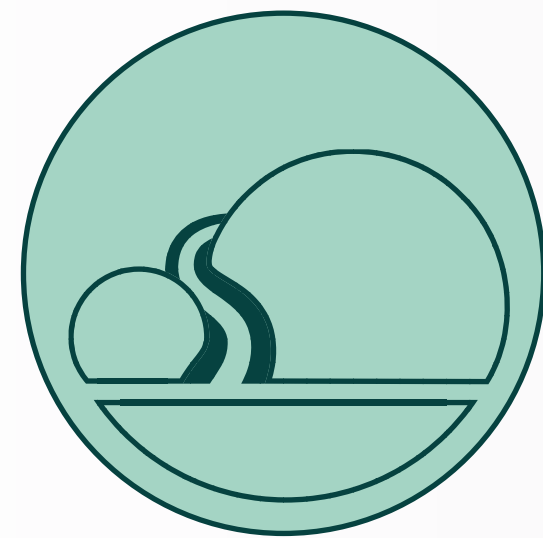
## BULLET POINTS

- . Territory-driven identity
- . Fluid visual language
- . Connection between nature and community
- . Contemporary interpretation of local culture



# visual system

The visual system is built on fluid elements that recall the movement of the river, translating this concept into a coherent and adaptable graphic structure.



# identity

The identity is designed to be recognizable and flexible, maintaining visual consistency across different formats and applications.



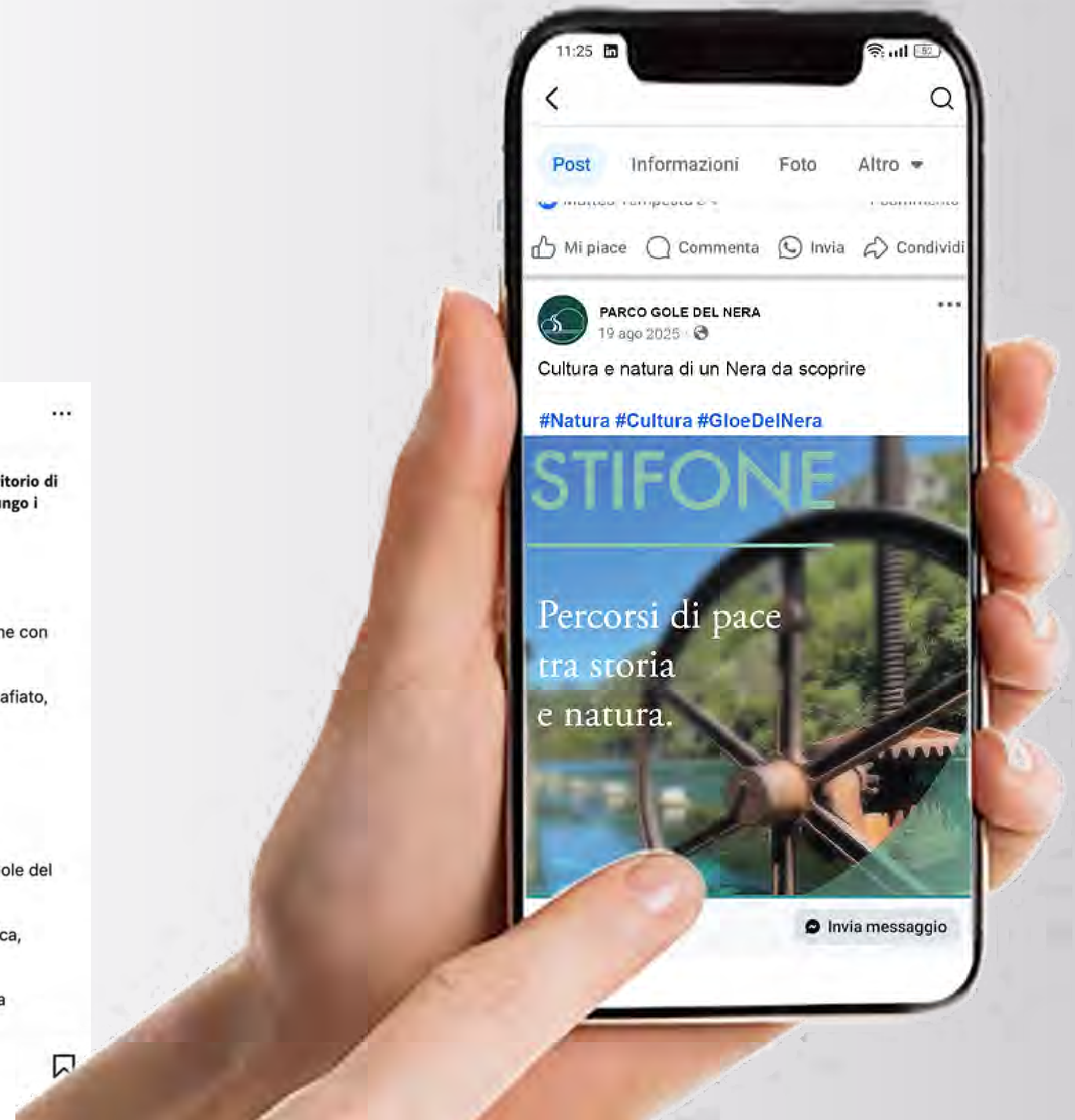
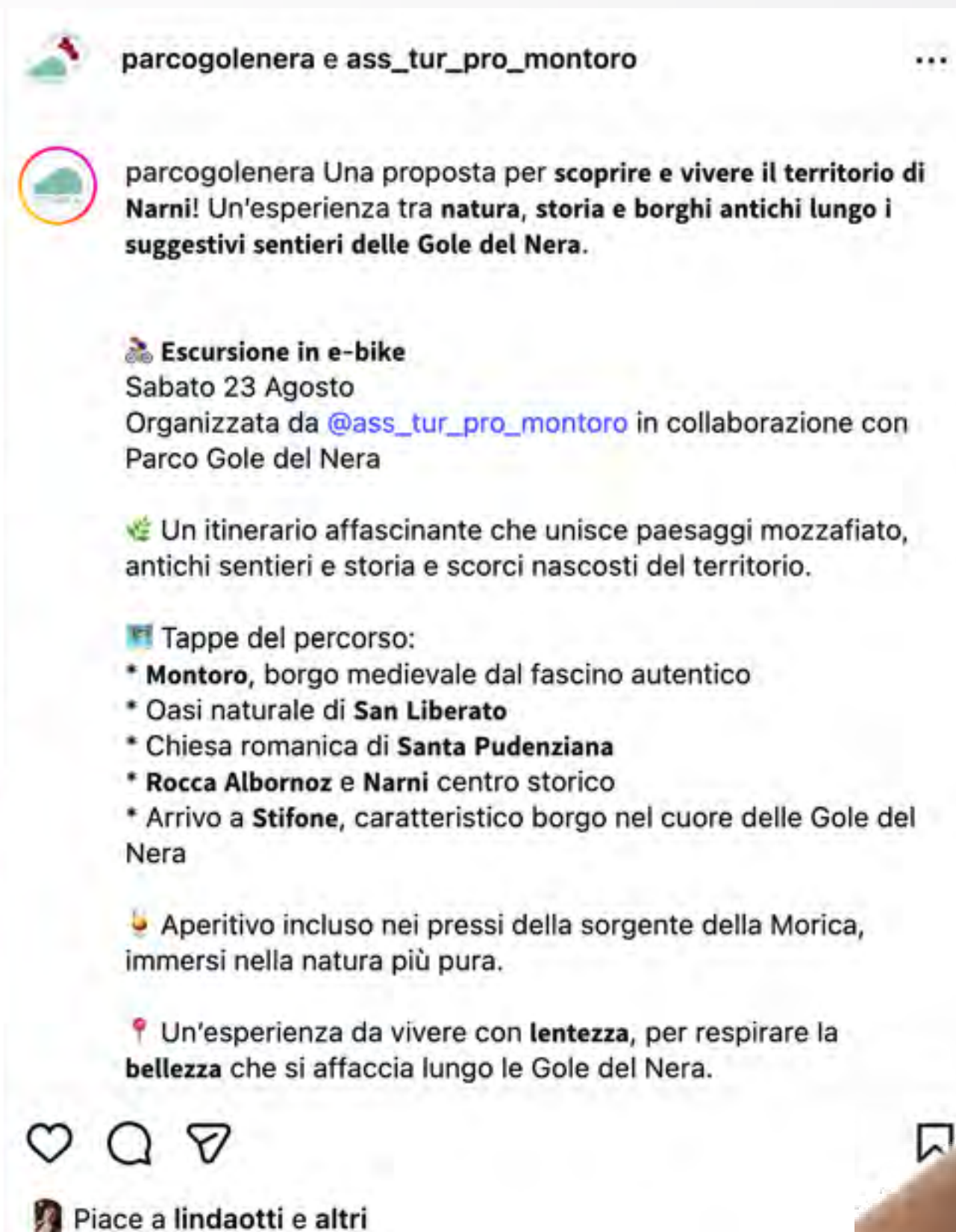


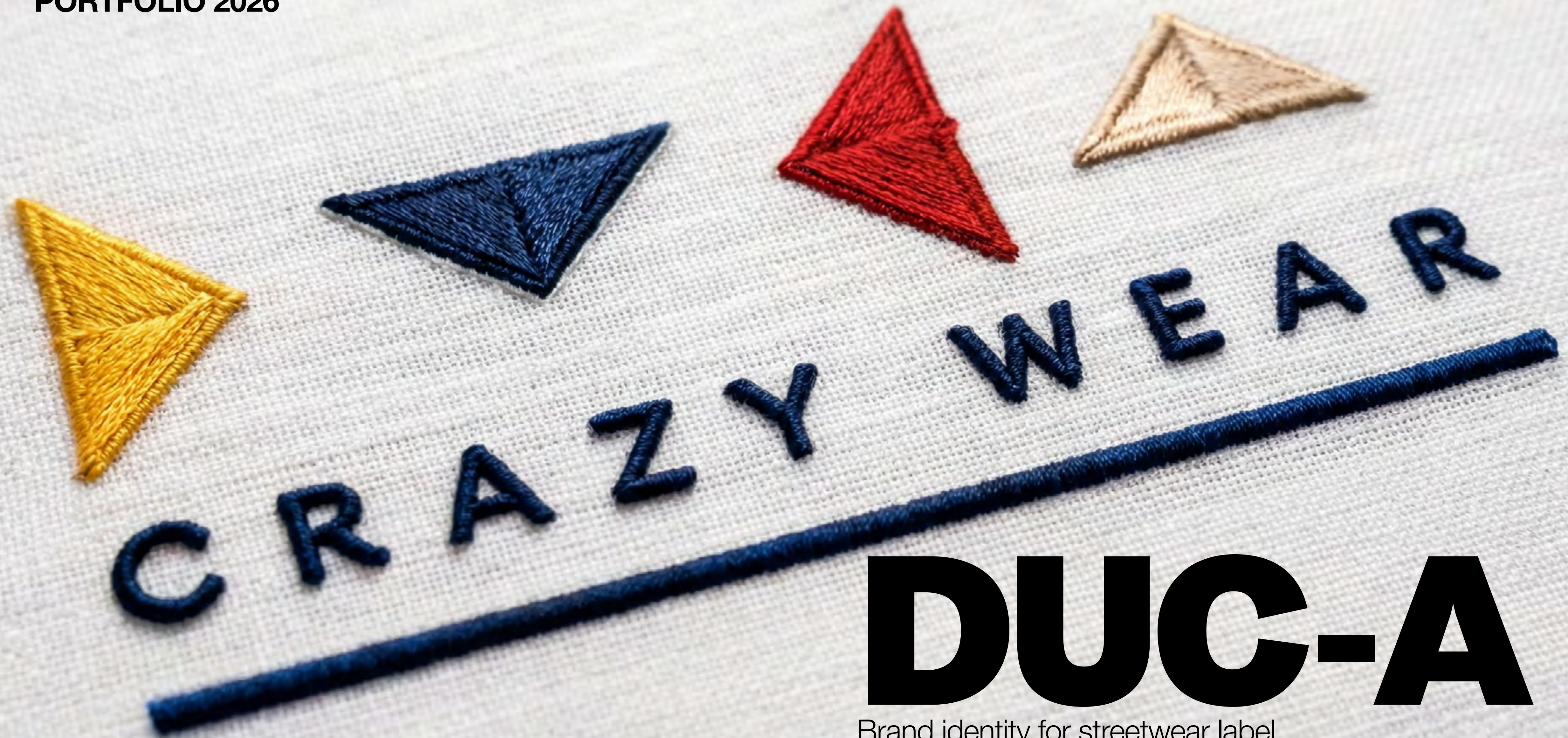
# off-line

The visual system is applied to informational materials and territorial communication, ensuring clarity and recognizability.

# on-line

Digital communication maintains the brand's visual language, ensuring continuity between online and offline touchpoints.





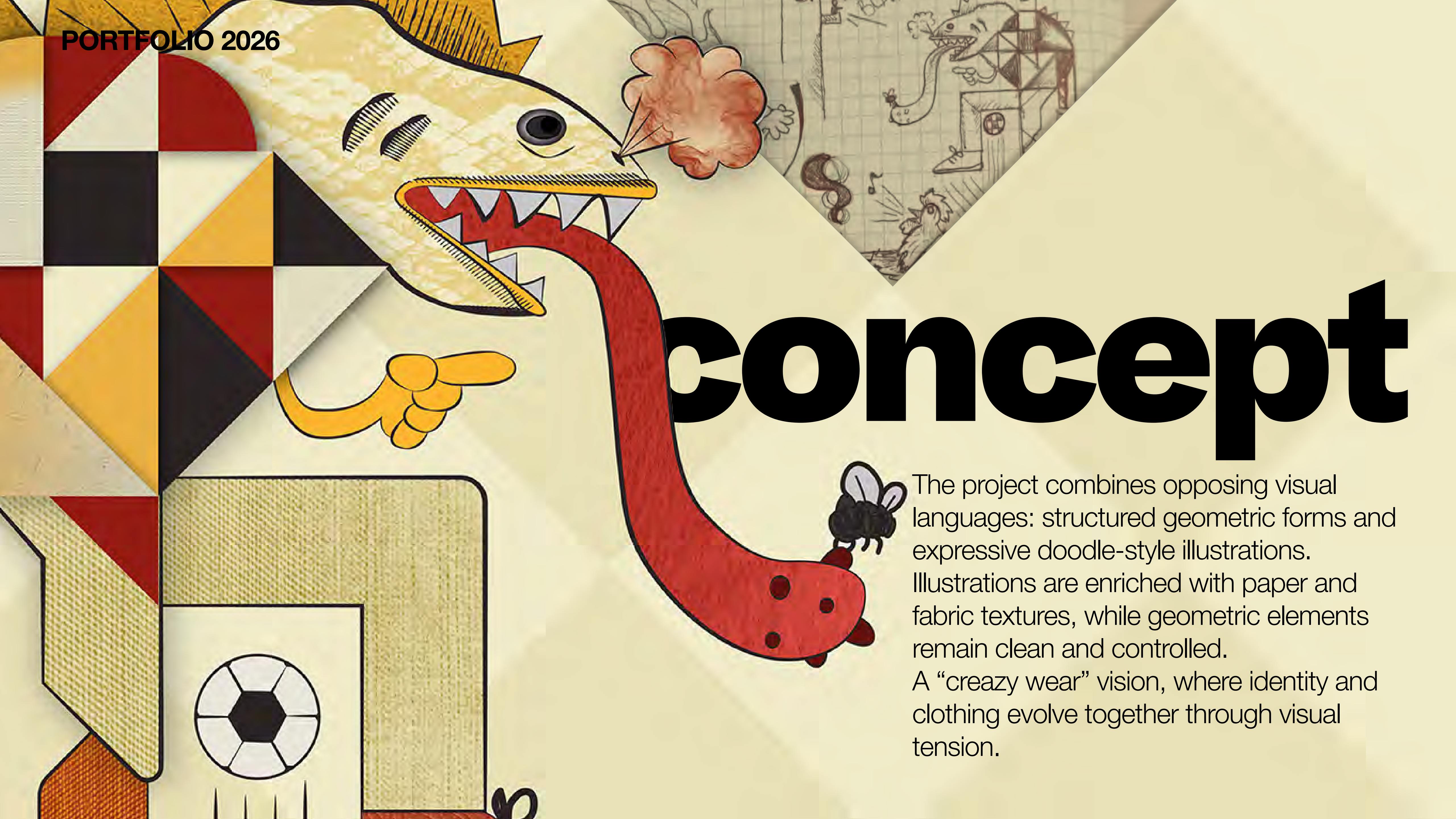
# DUC-A

Brand identity for streetwear label

A fashion identity built on contrast

Role: visual identity design and development

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# concept

The project combines opposing visual languages: structured geometric forms and expressive doodle-style illustrations. Illustrations are enriched with paper and fabric textures, while geometric elements remain clean and controlled. A “creazy wear” vision, where identity and clothing evolve together through visual tension.

# visual direction

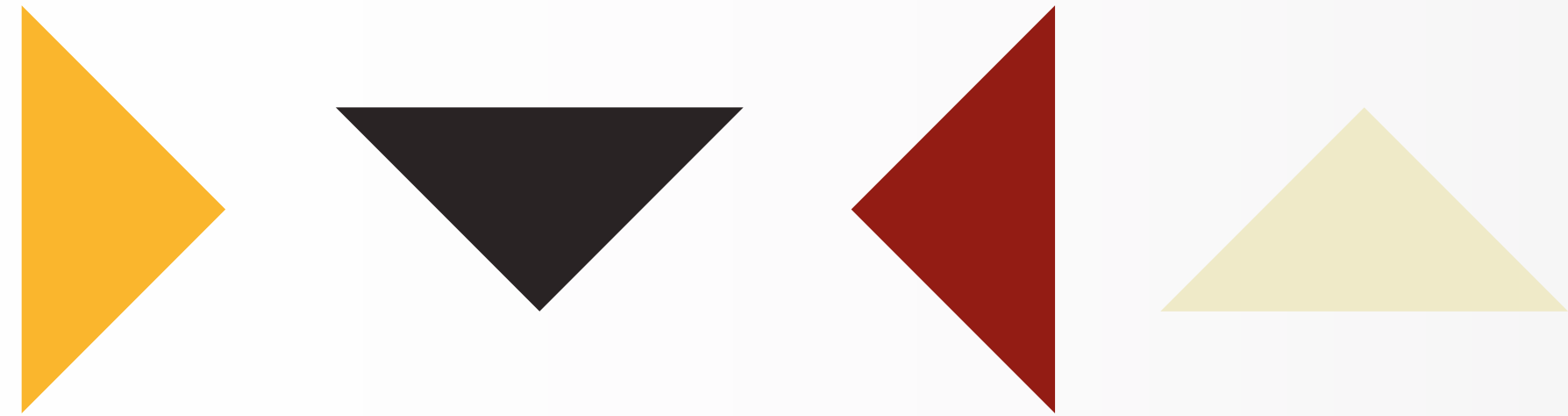
## BULLET POINTS

- . Contrast between geometry and illustration
- . Clean structures vs textured surfaces
- . Product and brand developed in parallel
- . Controlled visual tension
- . “Creazy wear” attitude



The visual system is built on the interaction between geometric structures and expressive doodle-style illustrations. A triangular module, derived from the diagonal division of a square, acts as a recurring element across the identity shaping both the logotype and the illustrated components. Geometric elements define order and structure, while illustrated elements introduce texture, irregularity and visual energy. This dual system extends beyond communication, becoming part of the product itself.

# visual system



C R A Z Y W E A R

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# identity

The identity maintains a strong and recognizable character, balancing control and expressiveness across both communication and product design.





# application

The campaign brings the identity into motion, amplifying the contrast between rigid geometric structures and expressive illustrated characters. Movement enhances the tension at the core of the project, translating the “creazy wear” attitude into a dynamic visual language.

# campaign

The campaign brings the identity into motion, amplifying the contrast between rigid geometric structures and expressive illustrated characters. This visual language extends into outdoor communication, where the brand interacts with real subjects, reinforcing the dialogue between structured design and expressive elements. Movement and static imagery work together, translating the “creazy wear” attitude into a dynamic and cohesive visual system.





# el gatt nigher



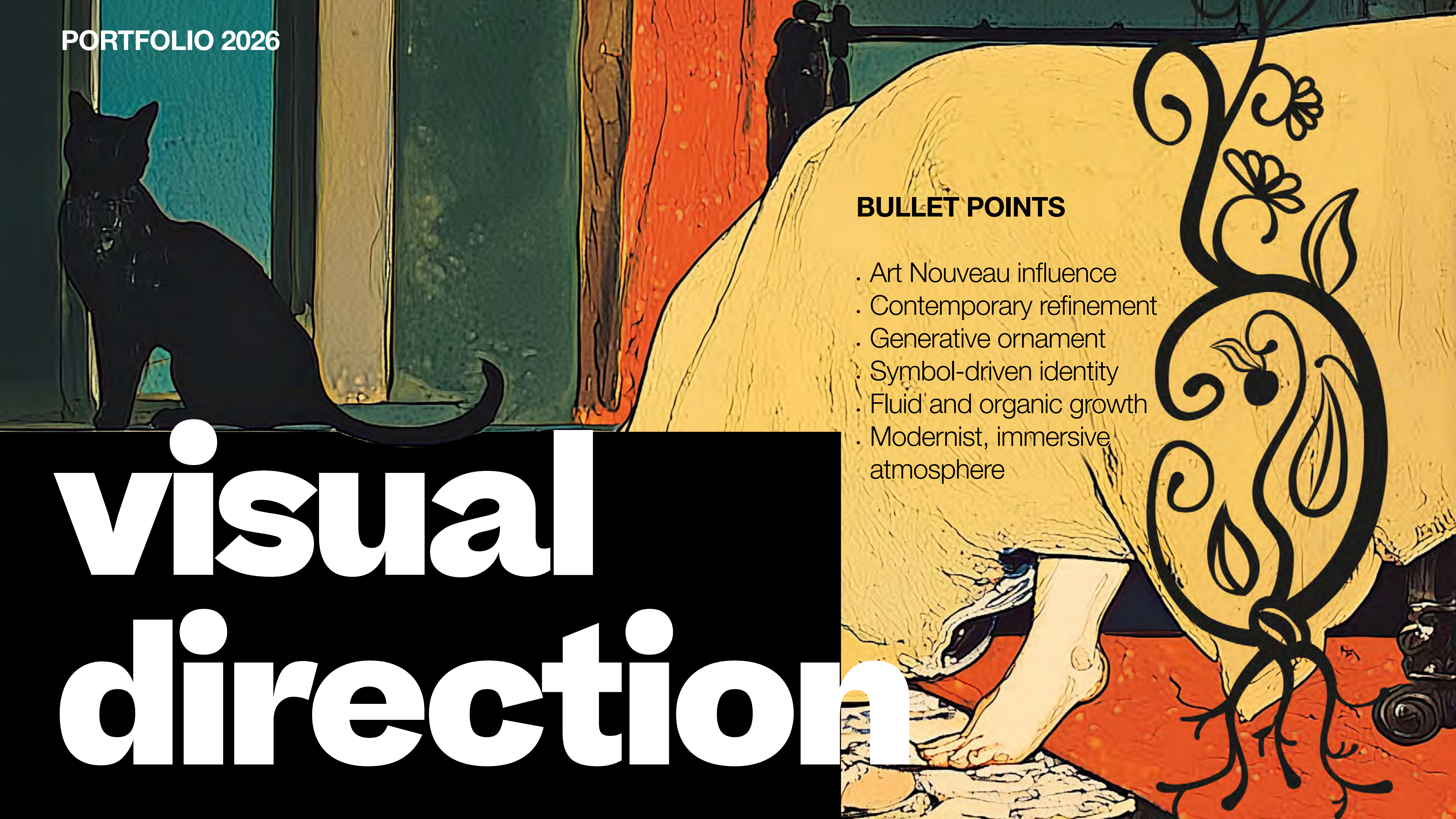
A visual identity between Art Nouveau and contemporary elegance

Role: concept, visual identity and art direction



# concept

El Gatt Nigher is a visual identity built as a dreamlike and immersive world. The project combines the fluid language of Art Nouveau with a more contemporary and controlled aesthetic, creating a refined yet mysterious visual system. Flowing lines, symbolic elements and deep black surfaces define a narrative space where elegance and ambiguity coexist.



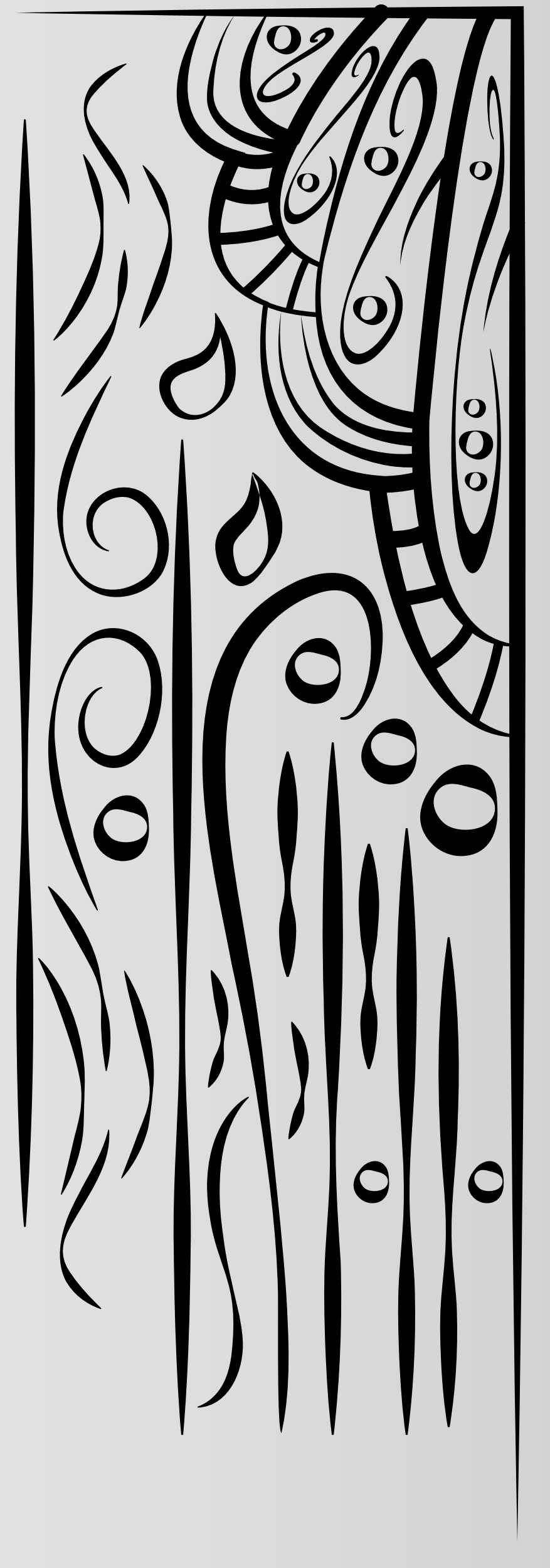
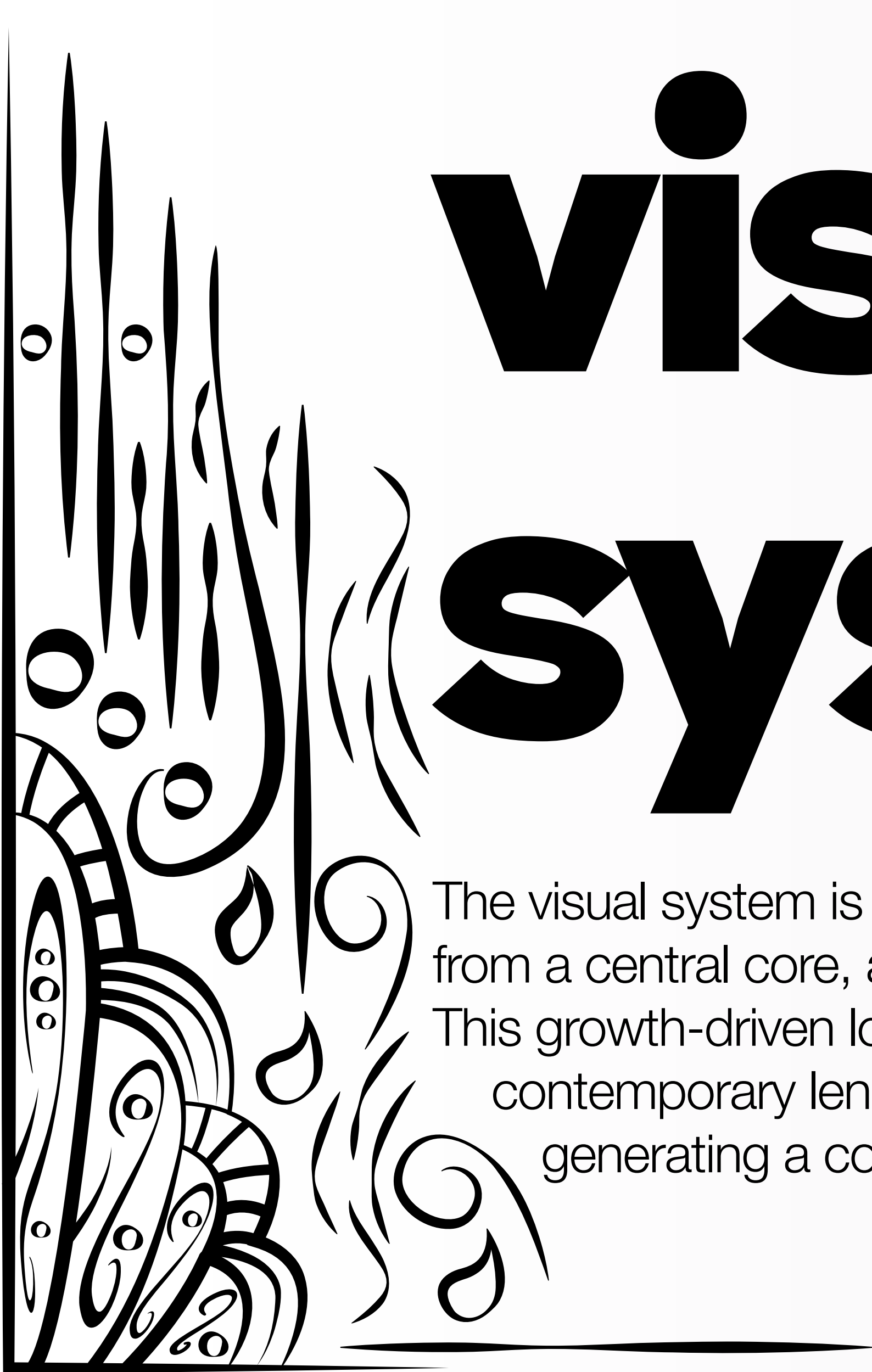
## BULLET POINTS

- . Art Nouveau influence
- . Contemporary refinement
- . Generative ornament
- . Symbol-driven identity
- . Fluid and organic growth
- . Modernist, immersive atmosphere

# visual direction

# visual system

The visual system is built on a generative approach to ornament, expanding from a central core, a seed, into a progressive pseudo-phytomorphic structure. This growth-driven logic reinterprets Art Nouveau decoration through a contemporary lens. Lines evolve as both structural and decorative elements, generating a continuous visual rhythm across the identity.





# identity

The identity is designed to be elegant and recognizable, balancing ornamental richness with visual control. The use of deep black enhances contrast and reinforces the immersive quality of the system.



The system extends across different touchpoints, maintaining coherence while allowing variation. Each application reinforces the generative logic of the identity, preserving its rhythm and visual continuity.



# application



The campaign expands the identity into a narrative dimension, where graphic elements and real subjects coexist within the same visual space. Lines and ornamental structures extend into the scene, blurring the boundary between identity and reality. The result is a cohesive and immersive visual system, where each image becomes part of the same enigmatic world.



campaign



**WATCH THE VIDEO**

<https://youtu.be/uPPj5xypjLs?si=Gn-KO5ptFMT9nKTMl>

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# attingi alla fonte

A visual reflection on misinformation

Role: concept, visual identity and art direction

Ho sentito dire che...

# concept Grifo

è una fusione tra  
leone e aquila.

Partial information leads to distortion. As details are lost, the original message changes and becomes unreliable. The project emphasizes the importance of going back to the source.

**grifo**<sup>2</sup> s. m. [lat. *grȳphus* o *grȳps* *grȳphis*, dal gr. γρύψ γρυπός]. – 1. Animale favoloso, detto più comunem. grifone. 2. In araldica, figura chimerica ordinariamente rappresentata con testa, collo, parte anteriore del corpo e ali d'aquila, parte posteriore del corpo e coda di leone, zampe anteriori con lunghi artigli, posteriori leonine, orecchie aguzze

Fonte: <https://www.treccani.it/vocabolario/grifo2/>

ATINGI ALLA FONTE!

Ho sentito dire che...

# Sirena

è un essere metà pesce  
e metà donna.

**"sirèna** (ant. serèna) s. f. [dal lat. tardo Sirena, lat. class. Siren -ēnis, gr. Σειρήν -ῆνος]. – 1. Essere favoloso della mitologia classica, rappresentato in forma di giovane donna nella parte superiore del corpo, talvolta con ali di uccello e, più tardi (dal sec. 12°), di pesce o di uccello nella parte inferiore"

Fonte: <https://www.treccani.it/vocabolario/sirena1/>

Ho sentito dire che...

# Grifo

è una fusione tra  
leone e aquila.

**grifo**<sup>2</sup> s. m. [lat. grȳphus o gryps gryphis, dal gr. γρύψ γρυπός]. – 1. Animale favoloso, detto più comunem. grifone. 2. In araldica, figura chimerica ordinariamente rappresentata con testa, collo, parte anteriore del corpo e ali d'aquila, parte posteriore del corpo e coda di leone, zampe anteriori con lunghi artigli, posteriori leonine, orecchie aguzze

Fonte: <https://www.treccani.it/vocabolario/grifo2/>

Ho sentito dire che...

# CENTAURO

è un uomo cavallo.

**centauro** s. m. (raro il f. -a o -essa) [dal lat. centaurus, gr. κένταυρος]. – 1. Figura biforme della mitologia greca (il cui nome deriva dal capostipite Centauro, figlio di Issione), partecipe della natura del cavallo (le quattro zampe e la groppa) e dell'uomo (dal bacino in su), che, secondo la leggenda, viveva sui monti della Tessaglia.

Fonte: <https://www.treccani.it/vocabolario/centauro/>

ATINGI ALLA FONTE!

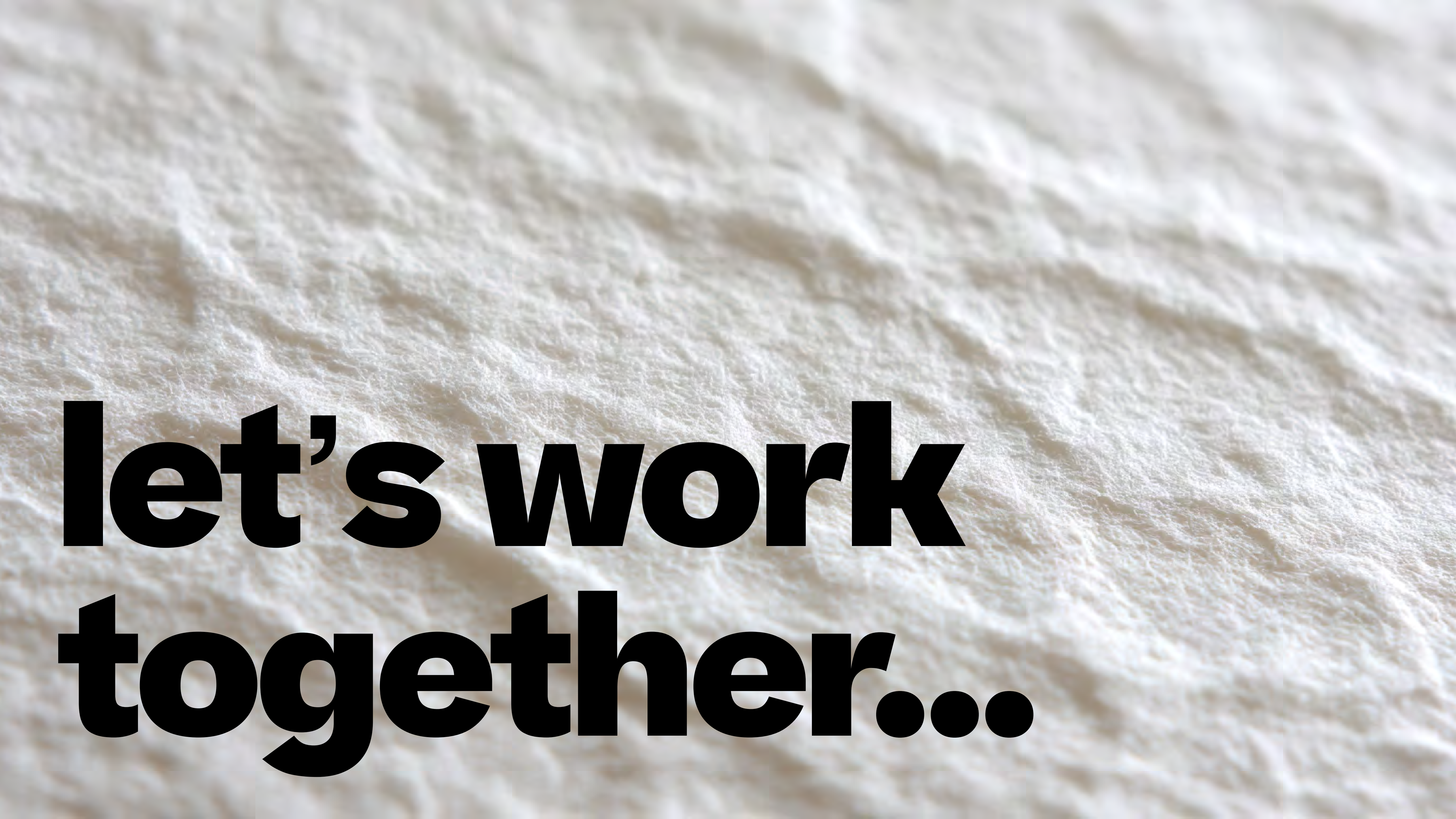
# visual series

A progressive  
transformation of the  
same message.

# social

Designed for social platforms, where  
repetition accelerates transformation and  
amplifies distortion.





**let's work  
together...**