

## PRESS RELEASE

**The new identity of Archivi Olivetti  
projects into the future with Cappelli Identity Design**

Ivrea, Italy, Tuesday, October 29, 2024 – **Archivi Olivetti** is the new logo for the Olivetti Historical Archive Association, an institution dedicated to preserving and promoting Olivetti's cultural heritage. In collaboration with **Cappelli Identity Design**, the rebranding project introduces a new visual identity, which we unveil at the Confindustria Canavese headquarters in Ivrea, Italy at 6 p.m. today, on the day Camillo Olivetti founded "Ing. C. Olivetti and C.".

This project aims for a balance of tradition, modernity, and innovation. Developed by Cappelli Identity Design, the visual identity system uses the [Dynamic brand](#) methodology, based on the concept of **Projecting into the Future**. It combines solidity and accessibility, **reflecting Olivetti's role in technological and cultural advancement**.

**Emanuele Cappelli**, Designer and Founder of Cappelli Identity Design, explains, «The words 'Archivi' (Archives) and 'Olivetti' coexist on two levels. The first is structured, where editorial grids, formats, and typographic styles live – representing information. The second is Olivetti with its objects, representations, and colours, creating a dynamic visual system that embodies Olivetti's values. The logotype is built upon OT L22, the font we designed for Olivetti».

**Gaetano di Tondo**, President of Olivetti Historical Archive Association, remarked, «In this journey, which for over five years has been looking towards the future and new audiences while updating Olivetti's unique values, a new identity system was essential, balancing tradition, modernity, and innovation. The rebranding of Archivi Olivetti acts as a catalyst to transform ideas into reality, highlighting the importance of history, creativity, innovation, and humanity. This renaming marks the culmination of this renewal process. This projection not only preserves history but prepares it for new interpretations and applications, reflecting Olivetti's role in technological, cultural, and creative progress with a human-centric perspective. Beauty and future come together in a new chapter of the Olivetti Style. Our story of innovation continues».

**Olivetti's Legacy. A Shared Heritage.**

[Download the press kit](#), which includes press release, brand identity images and video interviews.

For further informations:

### **ASSOCIAZIONE ARCHIVIO STORICO OLIVETTI**

Founded in Ivrea in 1998 on the initiative of the Olivetti Company, in agreement with the Adriano Olivetti Foundation and with the participation of important public and private partners, the Olivetti Historical Archive Association carries out activities of collection, organisation, and preservation of documentary heritage related to the history of the Company and the personalities of the Olivetti family. The Association has always been committed to cataloguing and digitising documents, which are gradually being published on the [Archivi Digitali Olivetti](#) platform. Its specialised library, which is part of the Ivrea and Canavese Library System, also offers the possibility to consult its [catalogue](#) online, thus making access easier for scholars and researchers. The Association's activities also include collaborating on cultural projects and initiatives with private and public entities, maintaining a permanent exhibition on the Olivetti industrial project, and organising exhibitions, events, conferences, and publications aimed at promoting and deepening the understanding of Olivetti's history and values. Additionally, the Association is actively engaged in daily digital storytelling on major social media platforms and in creating multimedia thematic paths on its website, with the aim of reaching an increasingly broad, international, and multigenerational audience.

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### **CAPPELLI IDENTITY DESIGN**

Founded in 2010 in Rome by Emanuele Cappelli, this independent studio specialises in design, communication, and digital strategies through the [Dynamic brand](#) methodology. By combining strategy and design, Cappelli Identity Design delivers multidisciplinary projects on both national and international levels, as recognised by its memberships with AIGA, World Design Organization, Archivi Olivetti, and awards from the World Brand Design Society and German Design Award. With expertise in areas such as brand identity, advertising, editorial and digital design, and social media marketing, the studio offers flexible solutions to institutional and private clients, including Cinecittà, Emirates, Fondazione CRT, Fondazione TIM, Nobile Italia, Olivetti, and more. With offices in Rome, Milan, and Turin, the studio is a leading force in contemporary design, marketing, and communication. So, we *design*.

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