

PRESS RELEASE



Third International Award for the Archivi Olivetti Dynamic brand at German Brand Award 2026

The project by Cappelli Identity Design has been honored in the category Excellence in Brand Strategy and Creation – Corporate Brand

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Rome – Ivrea, 1st July 2026 – Following the ADI Compasso d’Oro International Award and the World Brand Design Society Awards 2025, the **Archivi Olivetti Dynamic Brand** project has received its third international recognition at the **German Brand Award 2026** in the category **Excellence in Brand Strategy and Creation – Corporate Brand**.

Presented by the **German Design Council**, the award is one of the most prestigious international recognitions dedicated to branding and strategic identity design. The official award ceremony took place on **June 25, 2026**, during the *German Brand Award 2026 Awards Show* and the *German Brand Convention* at the Uber Eats Music Hall in Berlin.

The project was developed by **Cappelli Identity Design** for the **Associazione Archivio Storico Olivetti**, with the goal of creating a contemporary identity capable of preserving and projecting into the future the cultural, design, and human heritage of the Olivetti Style through the **Dynamic brand** methodology.

The **Archivi Olivetti** identity was conceived as an open, dynamic, and generative system: a visual and narrative ecosystem designed to evolve over time and engage with archives, research, culture, industry, and new generations. The brand interprets the Olivetti legacy not as static memory, but as a living and design-driven asset capable of generating new connections between design, technology, and contemporary culture. In terms of typography, it uses the **OT L22** typeface, which was designed specifically for the Archive.

“Archivi Olivetti is a dynamic identity built on the dialogue between memory and the future, between cultural heritage and the contemporary world. This award represents significant recognition for a project that interprets identity as a living, constantly evolving system.” – **Emanuele Cappelli**, Founder & Designer, Cappelli Identity Design.

“The dynamic identity of Archivi Olivetti has enabled us to communicate the complexity and contemporary relevance of the Olivetti legacy through a language that is open to new generations, accessible, and contemporary.” – **Gaetano di Tondo**, President, Associazione Archivio Storico Olivetti.

The Olivetti Archives project continues its international journey, reaffirming its status as a prime example of how identity design can serve as a cultural, relational and strategic tool.

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Note for editors

Associazione Archivio Storico Olivetti, established in Ivrea in 1998 at the initiative of Olivetti Company in collaboration with the Fondazione Adriano Olivetti and major public and private partners, carries out activities of collecting, organising and preserving the documentary heritage relating to the history of the company and the Olivetti family. The Association has always been committed to cataloguing and digitising documents, which are progressively published on the [Archivi Digitali Olivetti](#) platform. Its specialist library, which is part of the Ivrea and Canavese Library System, also allows users to consult its [catalogue](#) online, thereby facilitating access for scholars and researchers. The Association collaborates on cultural projects and initiatives with private and public entities, curates a permanent exhibition on the Olivetti industrial project and organises exhibitions, events, conferences and publications to promote and deepen knowledge of Olivetti's history and values. The Association is also engaged in daily storytelling across major social media platforms and in the development of digital projects and innovative initiatives, with the aim of reaching an ever broader, international, and multigenerational audience. In this journey, artificial intelligence has emerged as a tool that enhances contemporary forms of communication, enabling the creation of original content, including in English, and making the Olivetti story increasingly accessible, relevant, and engaging for a global audience.

Cappelli Identity Design, Founded in Rome in 2010 by Emanuele Cappelli, is an independent studio specialising in design, communication and digital strategies, using the [Dynamic brand](#) methodology. The studio creates multidisciplinary projects at national and international levels and is recognised with awards from the ADI Compasso D'Oro International Award, the World Brand Design Society, the German Design Awards and many others. Cappelli Identity Design is also a member of ADI, the World Design Organization and the Olivetti Historical Archive Association. The studio's areas of expertise include strategy and positioning, Dynamic Brand, advertising, events, exhibitions, editorial and digital design, and social media marketing. This enables the studio to flexibly meet the needs of institutional and private clients such as the Olivetti Historical Archive Association, Cinecittà, Emirates, the Adriano Olivetti Foundation, the CRT Foundation, the TIM Foundation, the Inovara Group, ITA Airways, Olivetti, Logista, Terna, TIM, Snam, Sparkle, and WAY. With offices in Rome and Turin, the studio has established itself as a leading player in the contemporary design, marketing and communications landscape. It is part of the [Mad Genius Group](#).