

# NOTHING CHANGES **IF** NOTHING CHANGES

seriously.

after all these years, it's time for a change :)

a change that will light me up, that will let go my wrinkles after hardworking.

after all these years, I am wiser, stronger... I am free.

and I can move with my little shoulder even mountains.



- we worked all these years
- developing, starting
- and moving forward many projects



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- now we have bigger plans
- we don't even fit our office
- we are much more than an NGO



The way in life is never easy and predictable. It always has its twisted moments and curved tracks, easy to get lost in. La Strada appears sequentially, if you let us, when it's the most complicated moment, and helps you to get through and move on independently and strong.



the difficult times begin



easy to get lost here



the solution



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The yellow shines with optimism and gives our identity an inner light full of hope that the world can change for the better.



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On dark background, it gives us the other kind of light.  
The light of a home, warm and full of love.



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The constrastant charcoal gray on white makes the corporate communication feel clear, straight forward and brave.



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Charcoal gray background can be used when formulating a strong affirmation. A manifesto.







**LET'S CHANGE **THAT**  
NEEDS TO CHANGE**

imago  
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