market, and therefore economic, which is constantly evolving. In this conceptual frame I have inserted the concrete example of the province of Ogliastra and of the country of Ulassai that for their historical, territorial and cultural characteristics and the potentialities that they reveal in front of the new challenges of tourism, are an excellent example of the encounter between ancient and modern, authenticity and novelty, preservation and reproduction of culture and openness to new activities.

Not only the peculiarity of the places favors social and cultural sustainability, also the organization of hospitality is fundamental and in this regard the model of the Albergo Diffuso perfectly fits the objectives already mentioned above. The hotel is not built, uses, redeveloping, the properties already present on the territory without distorting identity and characteristics and allows those who stay there to be inserted into the social fabric of the real daily community that hosts it. In Sardinia there are several popular Alberghi Diffusi such as that of Orosei, which are quite successful in the panorama of hospitality extra hotel.

In view of all the changes that the contemporary world is going through and will go through, the rediscovery of authenticity in respect for the environment and culture passing through forms of hospitality attentive to all these new needs (as in the case of the Albergo Diffuso) could, to all intents and purposes, prove to be the solution to many issues , more or less problems, that the tourist industry is also facing because of the numerous restrictions that have been established worldwide because of the pandemic still ongoing and at the same time represent a breakthrough giving a new impetus to territories and communities that have all the characteristics necessary to offer unique and authentic experiences.

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THE USE OF MODERN TECHNOLOGIES IN CREATING
A CORPORATE IDENTITY

Использование информационных технологий
для создания фирменного стиля

Since 1950 we have slowly but surely begun to approach the era of incredible digital technology. Graphic design has changed dramatically since the advent of computers. Since 1984, with the advent of the first desktop publishing systems, personal computers have gradually replaced all analogue technical procedures for

digital systems. Computers have thus become indispensable tools, ushering in a new era of mass communication and providing access to different styles of art and digital software for new methods of creating art.

Graphic design will always exist. At the very least because it is the kind of vibrant art form that decorates everyday life everywhere. When people hold a shoebox or a gift bag in their hands, look through a magazine or a television advertisement, they realize that it is all the work of one designer or another who has made a significant contribution to the design process.

The most important part of graphic design is computer graphics. The essence of technical art is built on the culture of human sensibility, following the traditions of this culture, which in turn is given new meaning in its technical embodiment. Adobe Photoshop, Adobe Illustrator, 3D Studio MAX are part of the graphic programs that are the place where artistic ideas come to life.

Let's now talk about corporate identity and the tools used to create one. The corporate design can be divided into three main parts: color, logo and font. Each one can be viewed from two different technological standpoints: hardware and software.

Color can play a big part in how people see and remember the brand. The tools to choose the color of your liking are wide and pretty. Any graphics editor comes with the palette which contains as much as 16,777,216 color available to the user. But the hardware is not that simple. The biggest problem for corporate designers right now is the consistency of the color. This problem arises due to difference of display technologies. We usually see the colors through our phones or monitors, but each one of them differ a little bit in how they portray color. So, designers have to use the professional fine-tuned equipment to mitigate this issue. Such hardware is able to show 100 % DCI-P3 color space and allows the creator to see the true colors they are using.

When we talk about creating the logotype, many companies still prefer to use either proprietary software, to prevent leaks or hackers trying to steal corporate data, or rather old software. But smaller companies prefer outsourcing their logo creation to freelance designers without any restrictions on tools used. The most used software applications are Adobe Photoshop, Adobe Illustrator, Procreate, Gimp. They provide wide range of tools, easy to use interface and 24/7 support. The hardware options are also vast. To create a logo design, most professionals need a workstation (usually it's powerful PC), decent display and graphics tablet. But it's important to note, that apple changed design landscape when they released IPad Pro and apple pencil in 2015. They took all the tools mentioned above and put them into IPad body allowing professionals to work anywhere and anytime. It also led to the creation of Procreate – one of the most popular and beloved applications for designers.

To create a font, you don't need any additional tools. The modern systems allow any set of images to be the font. You just need to configure it and package it in the correct format. But of course, there is software that makes it easier, such as: FontArc, FontForge or PaintFont.