

mmG

CONCEPT + DESIGN









We are a creative agency focused on branding and design.  
We create and renew brands.

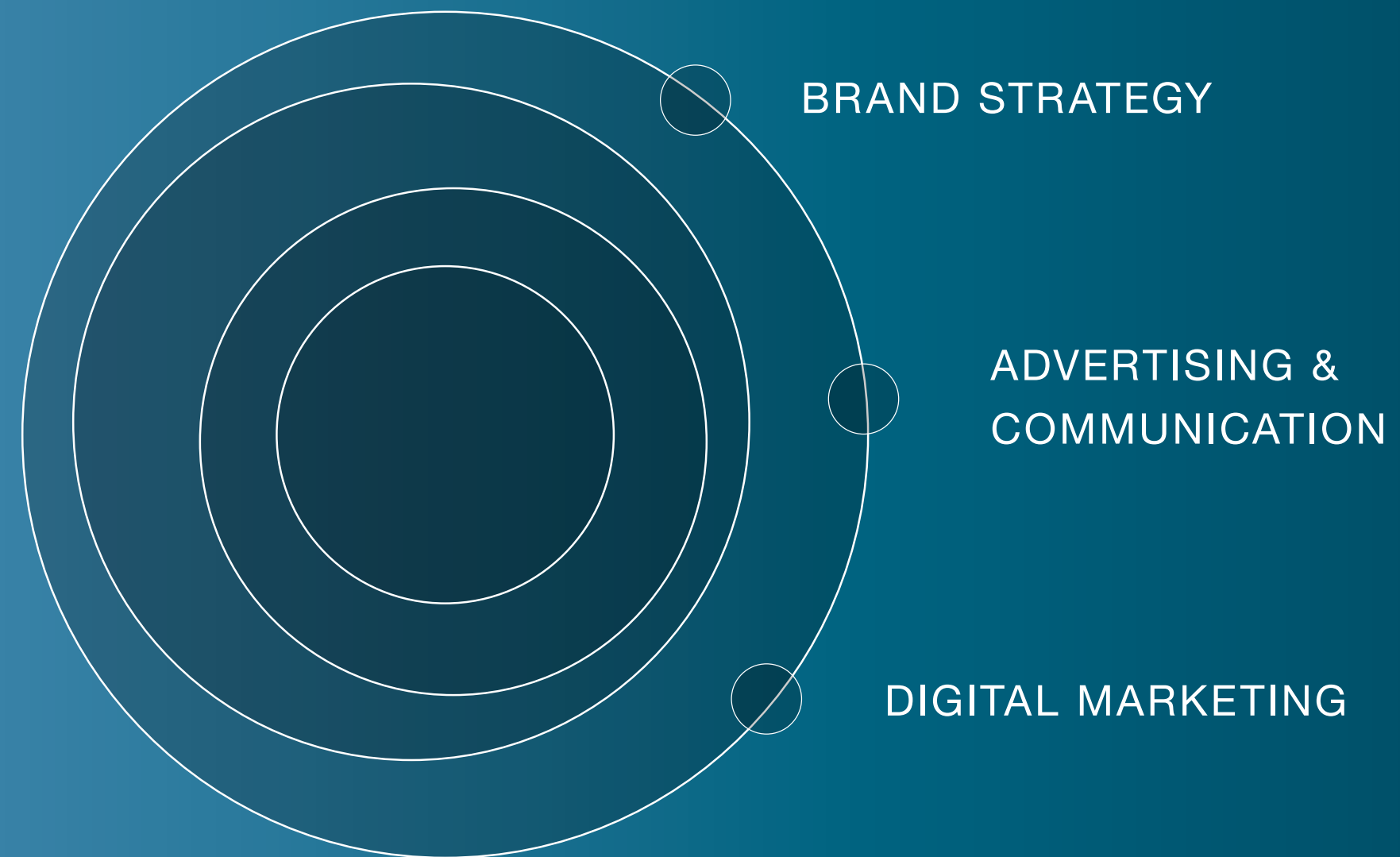
**MMG has been created and run by designers.**

We work for clients who value creative and practical ideas.

We demonstrate our expertise through our work rather than talking, because design is a craft for us.  
We design, visualize and define brands in a way that help companies differentiate themselves from the competition.  
Our projects range from product design, brand identity and strategy, brand experience and branded environments to digital activation, omni-channel design, web services and advertising.  
We are agile and designer-driven. We partner with our clients to create brands that are meaningful and iconic.  
We believe in quality because it is the only thing that stands the test of time.

The operative side of the company comprises 20 people  
who work in the creative and IT departments and when needed  
we can count on our network of professionals to help.

We offer a full creative service, from insights and strategy to distinct design concepts,  
for all industries, formats and channels.





## **BRAND STRATEGY**

We apply collaborative methodologies to deliver brand strategies and experiences across all touch-points.

Brand platform  
Brand architecture  
Brand personality  
Product portfolio  
Naming  
Innovation workshops

Innovation themes  
Innovation blueprints  
Service and experience design  
Product innovation tools  
Customer experience toolbox  
Experiential Marketing



# ADVERTISING & COMMUNICATION

We bring brands to life through thoughtful crafted brand identities and experiences.

Communication Analysis and Strategy  
Concept and Storytelling  
Visual identity  
Brand Book  
Brand Guidelines  
Graphic design  
ADV  
Art direction

Photo and Video production  
Stand and Retail design  
Product design  
Packaging design  
Events  
UX and UI design  
Social Media Management  
Social Media Engagement

Motion design  
Web Design  
e-Commerce  
CGI  
Virtual Reality Platform  
Promotions  
In-store events  
Retail Communication



## **DIGITAL MARKETING**

In order to face the challenges of globalisation and digitalisation of world markets, we need to develop competence, efficiency and creativity. We guide our clients step by step from the creation and management of internet sites to positioning in web search engines, with projects developed and elaborated according to the specific needs of individual markets as well as the continuing evolution of the web, thereby guaranteeing professionalism and experience.

Web Marketing Management

SEM

SEO

Social Adv

Digital Planning

Programmatic Advertising

Advanced Web Analytics

PR Online

Brand Protection

Gestione Google Tag Manager

Google Data Studio Report

Research and Statistics



# AWARDS

**IF Design Award** – Berlin, Germany  
Packaging Design  
Client: BTicino

**Red Dot Design Award** – Essen, Germany  
Print Communication - Web & Multimedia  
Client: Whirlpool Europe

**Red Dot Design Award** – Essen, Germany  
Print Communication  
Client: MissoniHome and Richard Ginori

**ADI Design Index** – Milan, Italy  
Selected Project Compasso d'oro - Interaction Design  
Client: Legrand \ BTicino

**Core 77 Design Awards** – New York, New York, USA  
Second prize Ex Aequo - Exhibition Communication  
Client: 3M

**ADI Design Index** – Milan, Italy  
Selected Project Compasso d'oro - Exhibition Communication  
Client: 3M

**Fedrigoni Top Application Award** – Triennale Milano, Italy  
Second prize - Catalogue Design  
Client: MissoniHome

**ADA American Design Award** – San Diego, California, USA  
First prize - Best Catalogue  
Client: Missoni

**ADA American Design Award** – San Diego, California, USA  
First prize - Best Catalogue  
Client: Whirlpool Europe

**ADA American Design Award** – San Diego, California, USA  
First prize - Best Brochure Design  
Client: Piazzasempione

**Novartis Communication Award** – Basel, Switzerland  
Communicationn for Leading Program  
Client: Novartis Oncology region Europe

**ADA American Design Award** – San Diego, California, USA  
First prize - Best Catalogue  
Client: MissoniHome

**Novartis Communication Award** – Basel, Switzerland  
Best Website  
Client: Novartis Oncology region Europe

**Ideobain** – Paris, France  
Prix Coup de Coeur - Industrial Design Best Product  
Client: Antonio Frattini

**ADA American Design Award** – San Diego, California, USA  
Second prize - Catalogue Design  
Client: MissoniHome



SOME OF OUR CLIENTS

3M  
ALONPI CACHEMIRE  
BASF  
BOSSI CASA  
BTICINO  
BORETTI  
CAMPARI  
CPC INOX  
CURALEAF  
DEUTSCHE TELEKOM  
ELICA  
ENERGY-UP  
FAZZINI  
GESSI

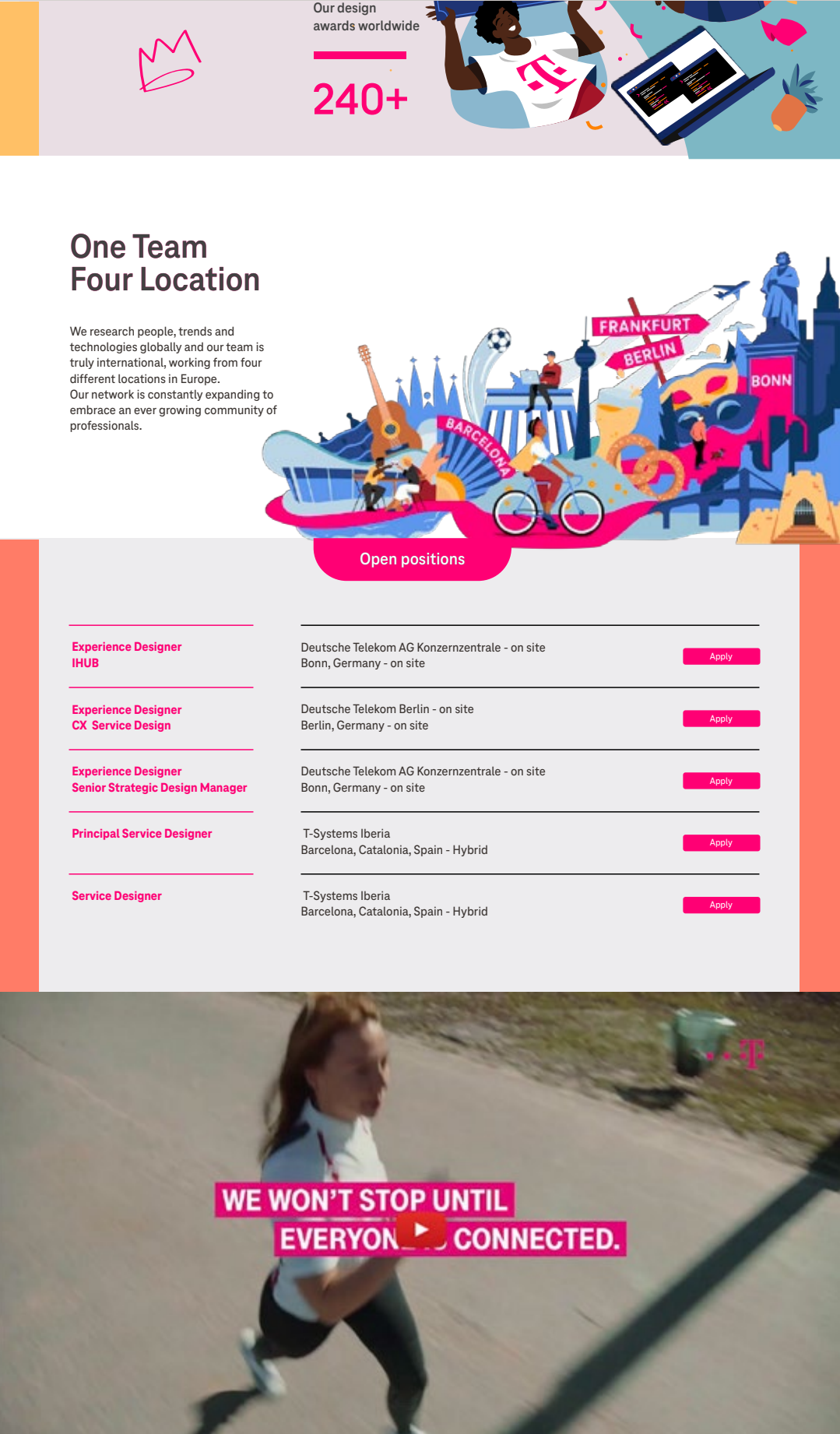
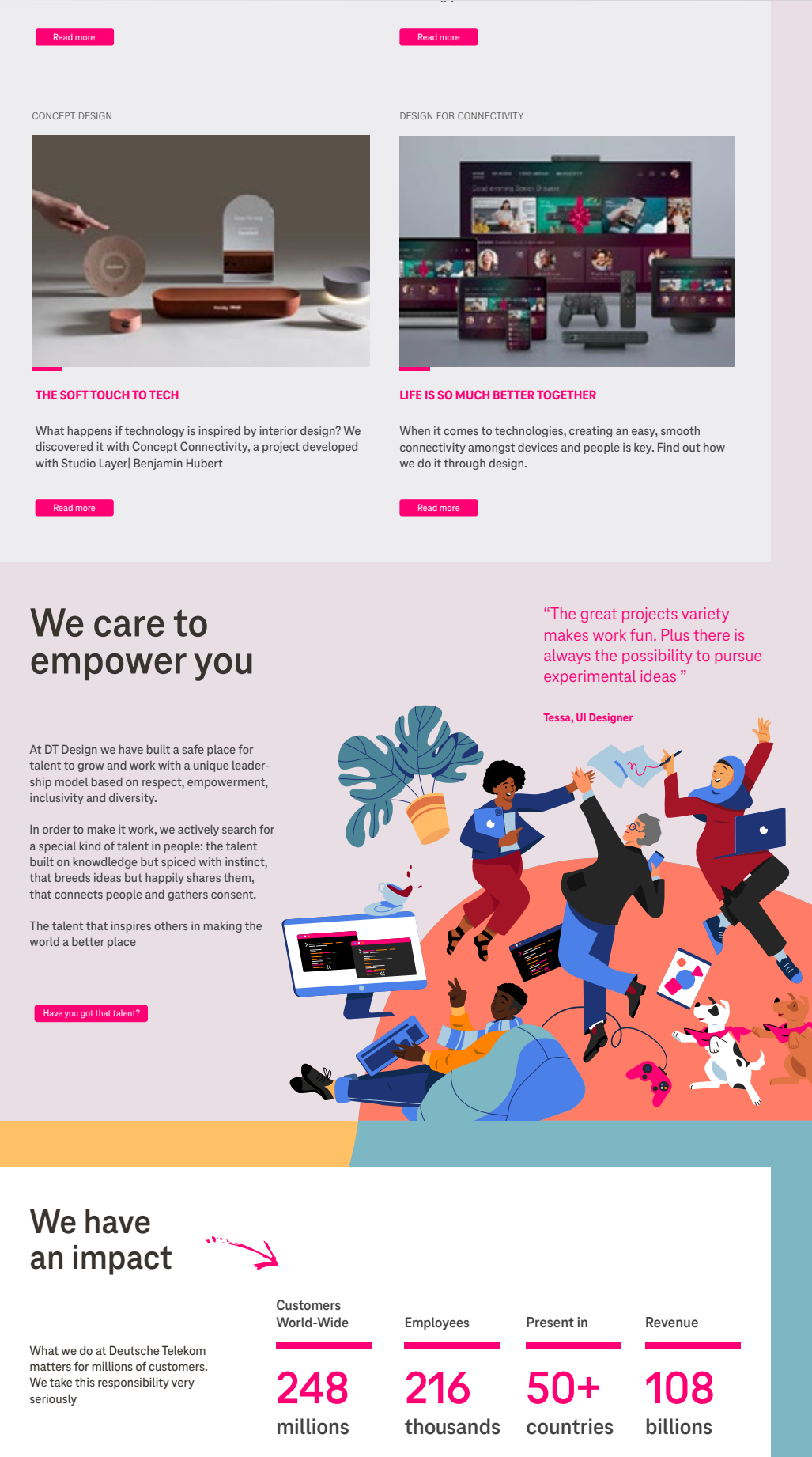
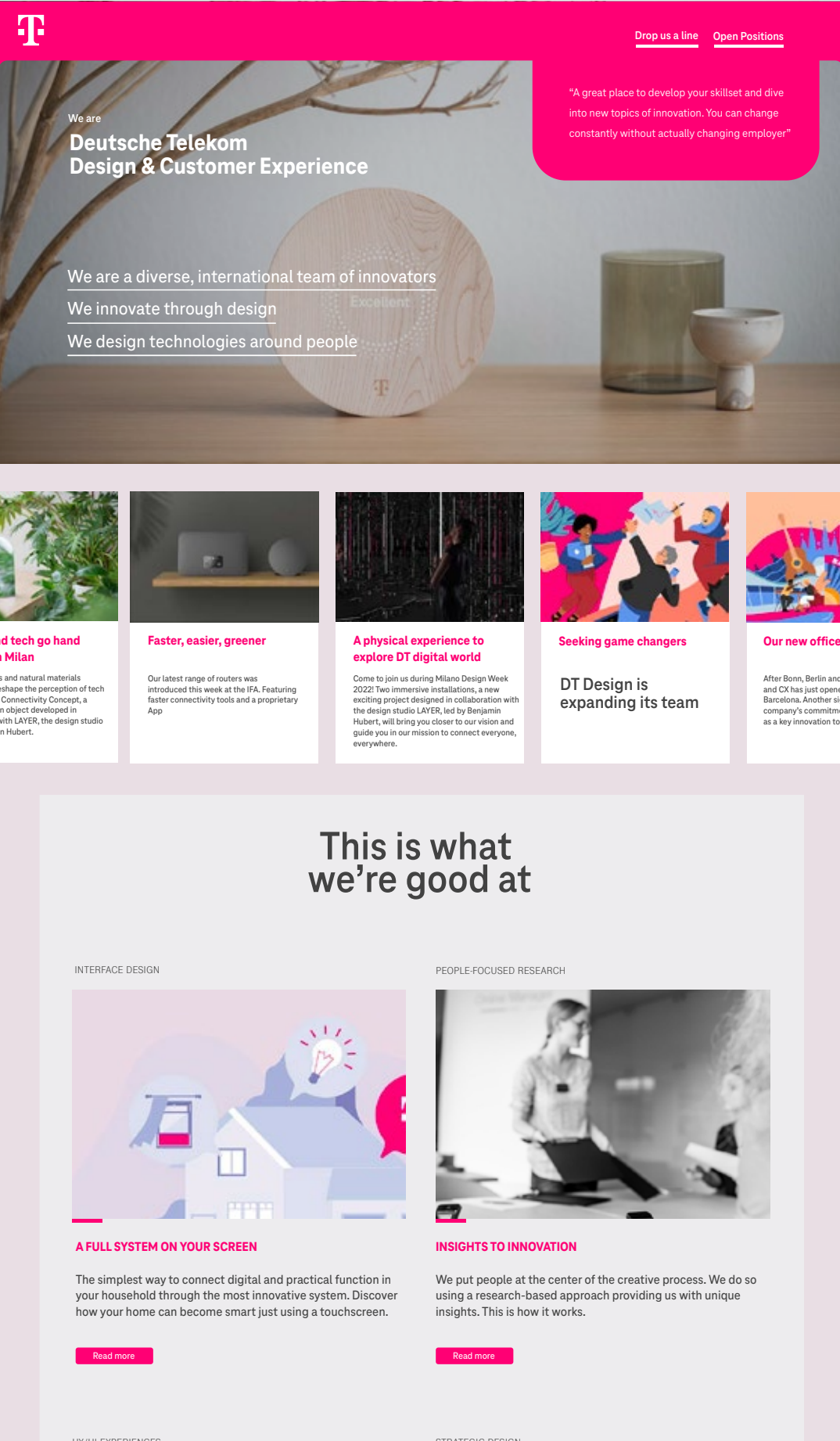
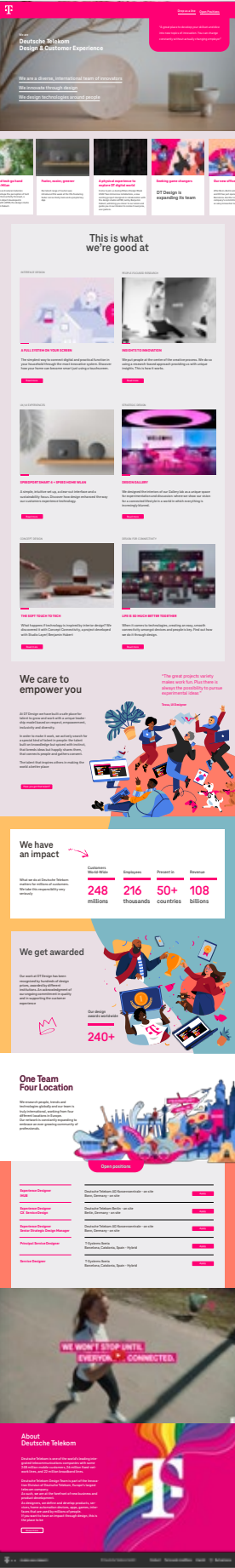
GIORGETTI  
IL LOFT  
INDESIT  
IRCA  
KITCHENAID EUROPE  
KENZO HOME COLLECTION K3  
KOH-I-NOOR  
LA PERLA HOME COLLECTION  
LAVAZZA  
LEGRAND  
LOROPIANA  
MARTHA O' NEILL  
MAGA - MUSEO DI ARTE MODERNA  
MERLONI PROGETTI

MISSONI  
MISSONI HOME  
MONTIS  
NOVARTIS  
PIAZZA SEMPIONE  
PLANHOTEL  
POST-IT  
PUMA  
ROSSI DI ALBIZZATE  
SASSICAIA - MEREGALLI  
SCOTCH-BRITE  
SIRMAX  
WHIRLPOOL EUROPE  
ZEPTER INTERNATIONAL











We are  
**Deutsche Telekom**  
**Design & Customer Experience**

design.telekom.com

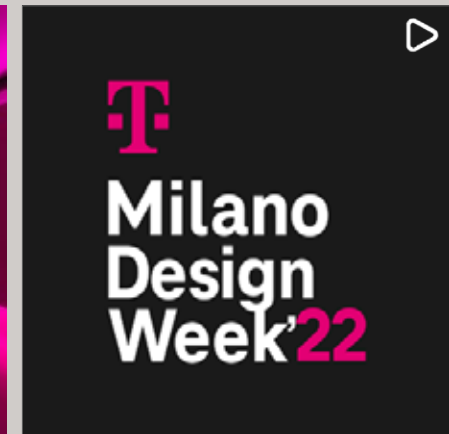
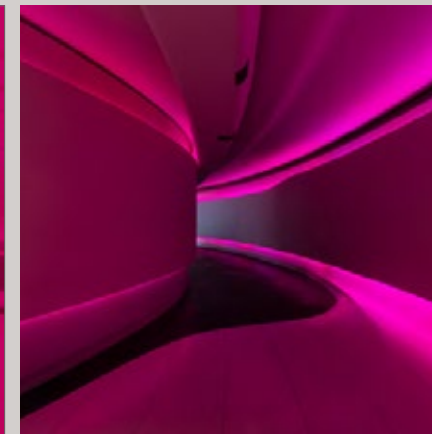
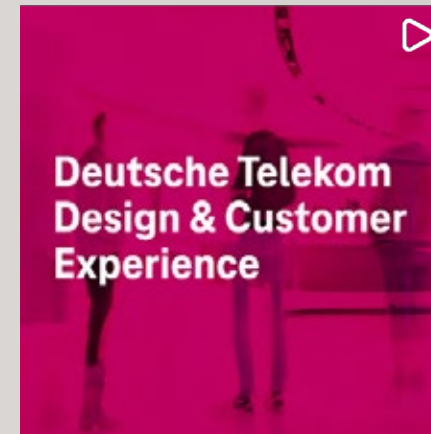
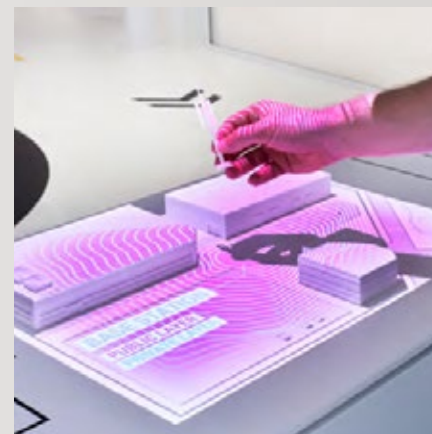
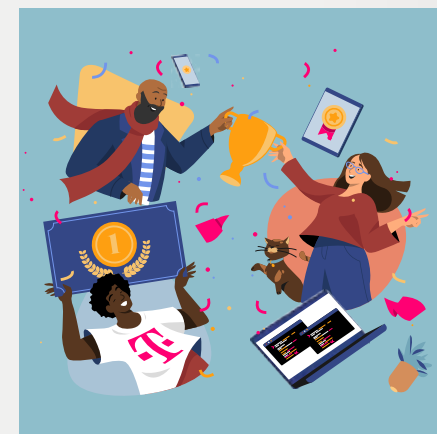
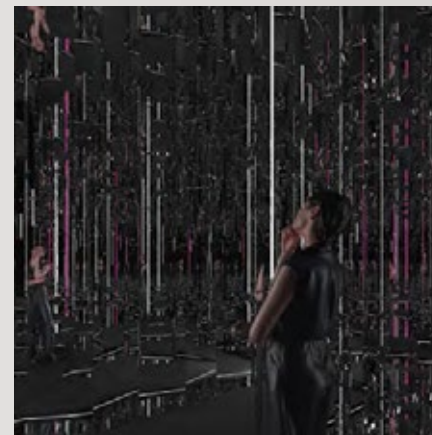
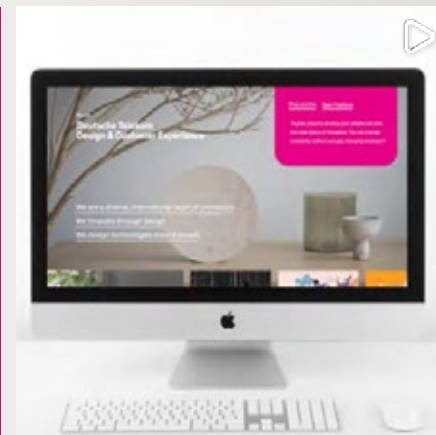
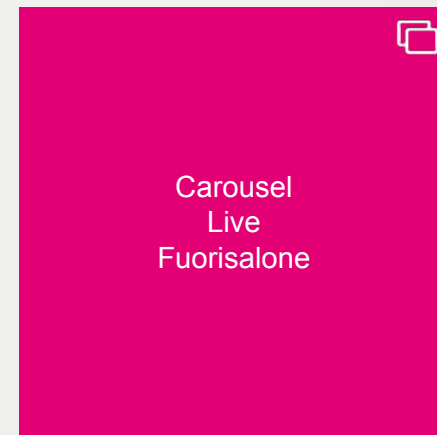
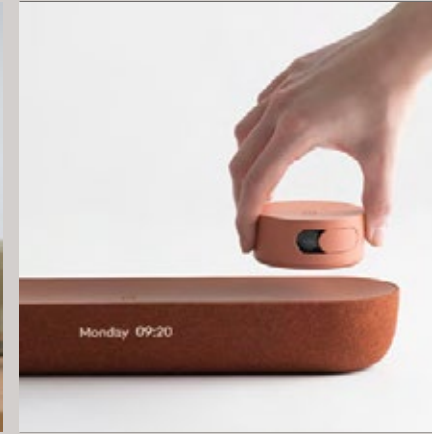
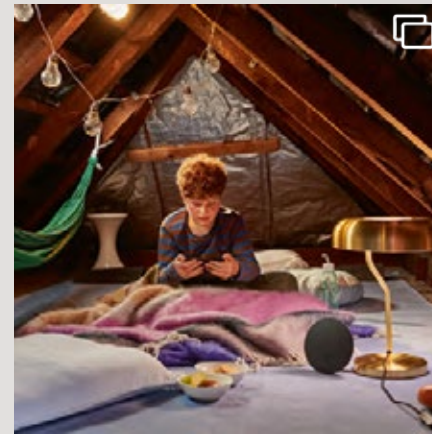
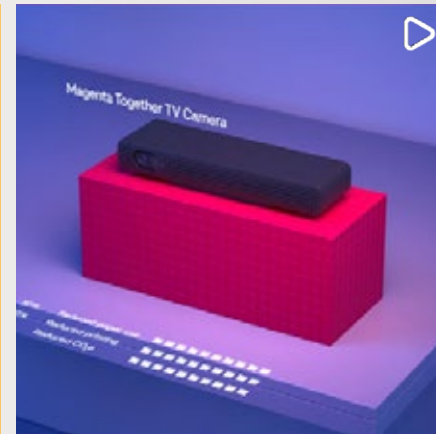
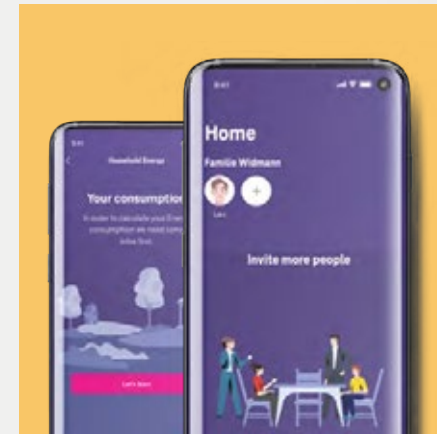


## FRACTAL

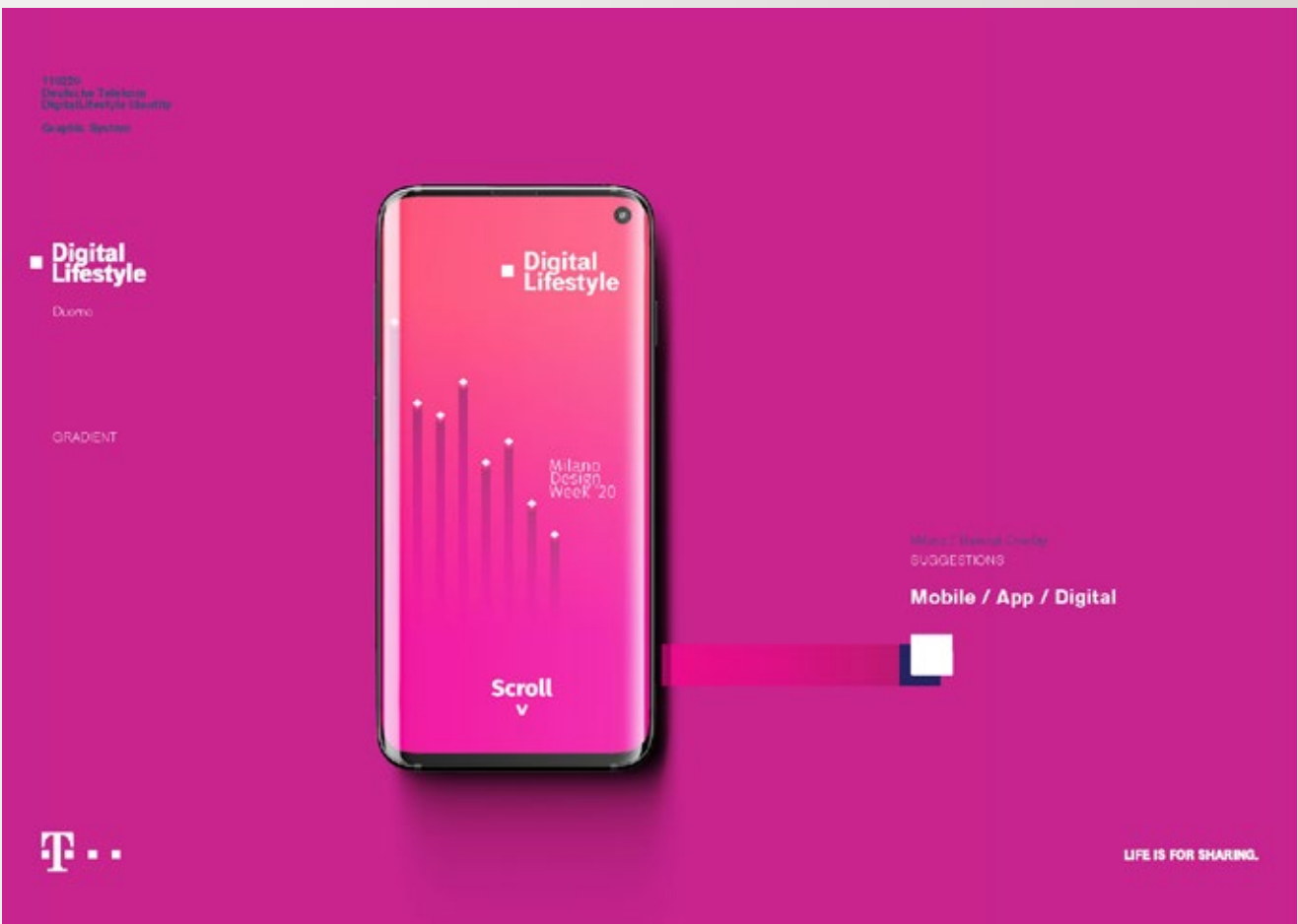
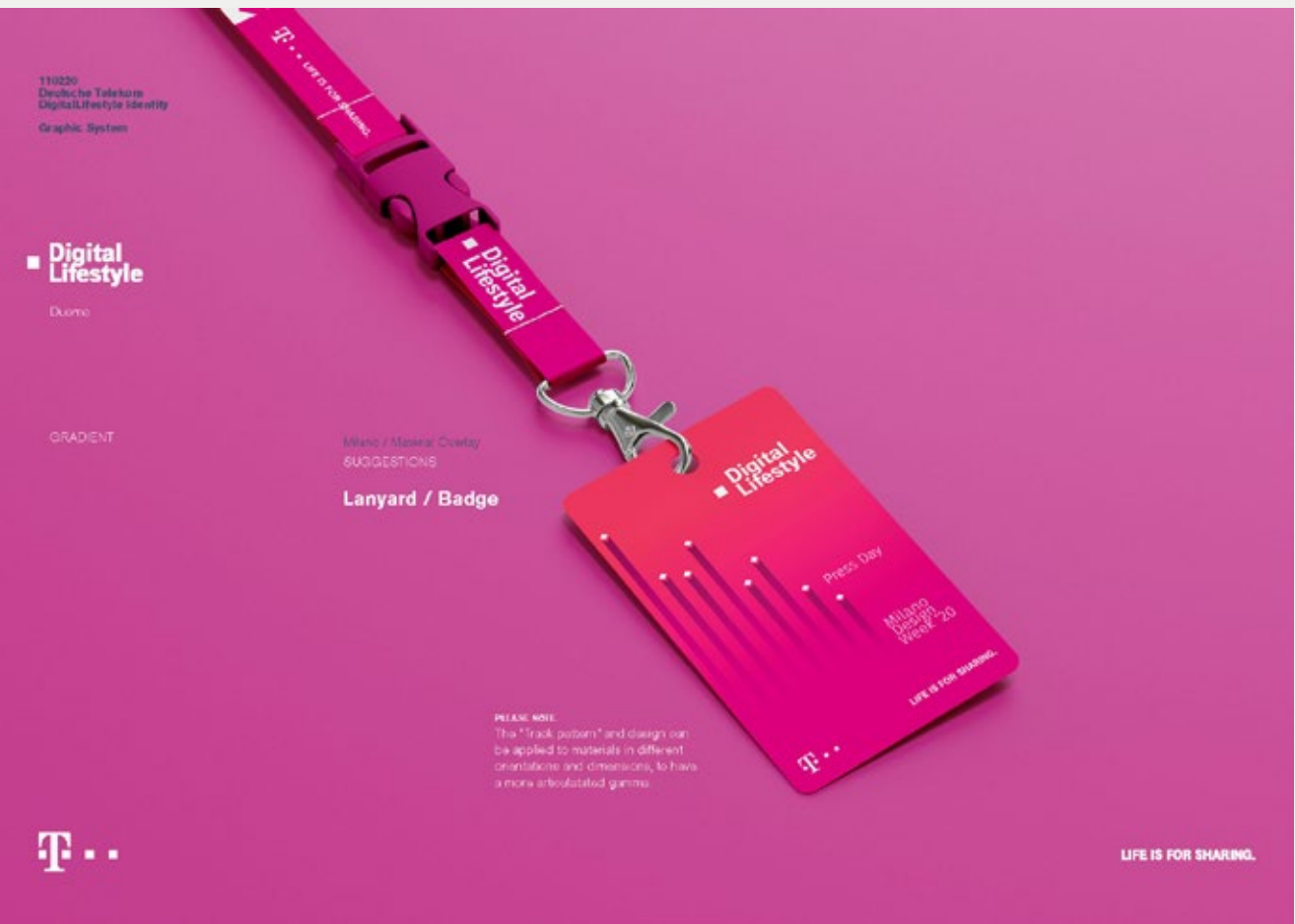
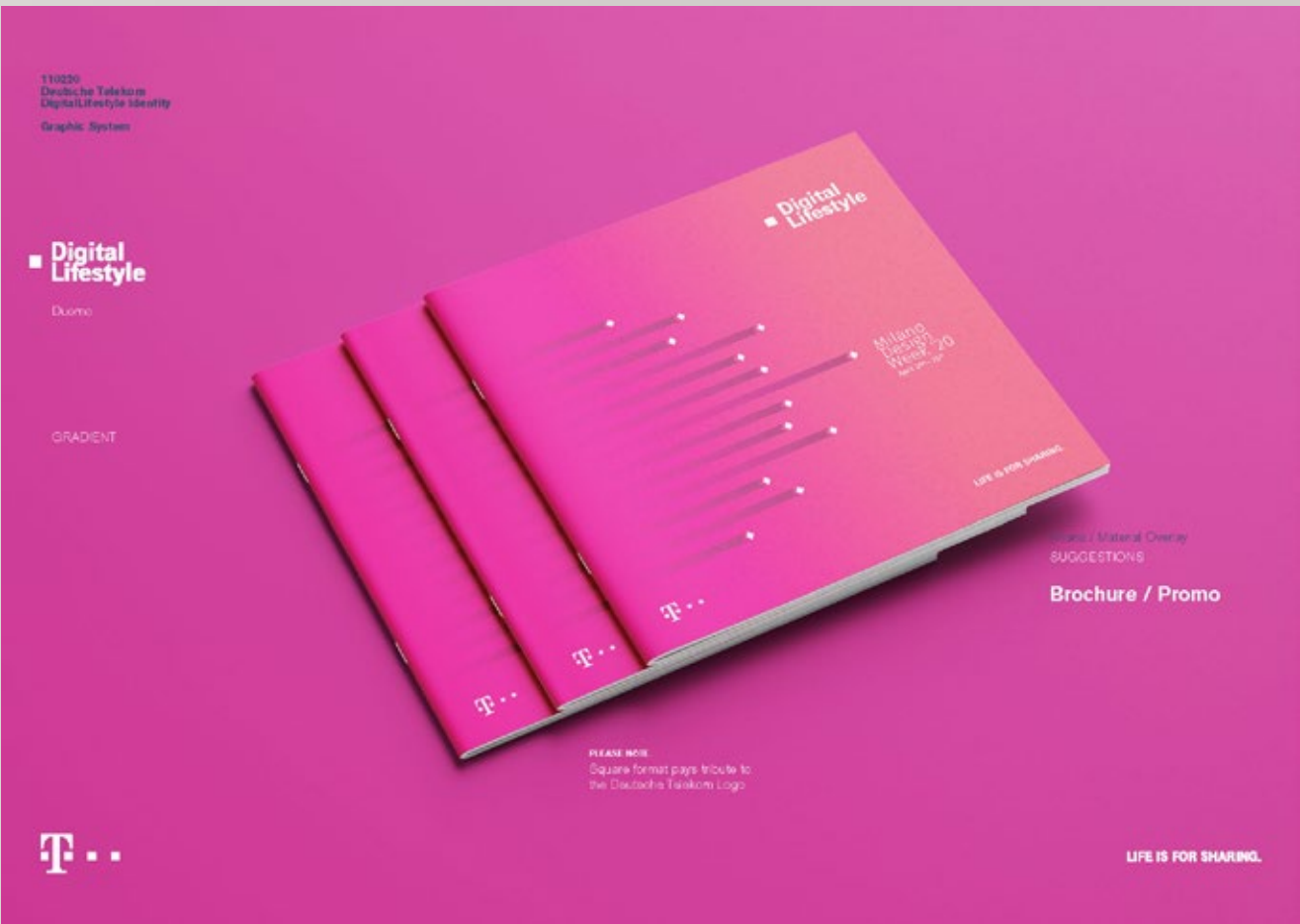
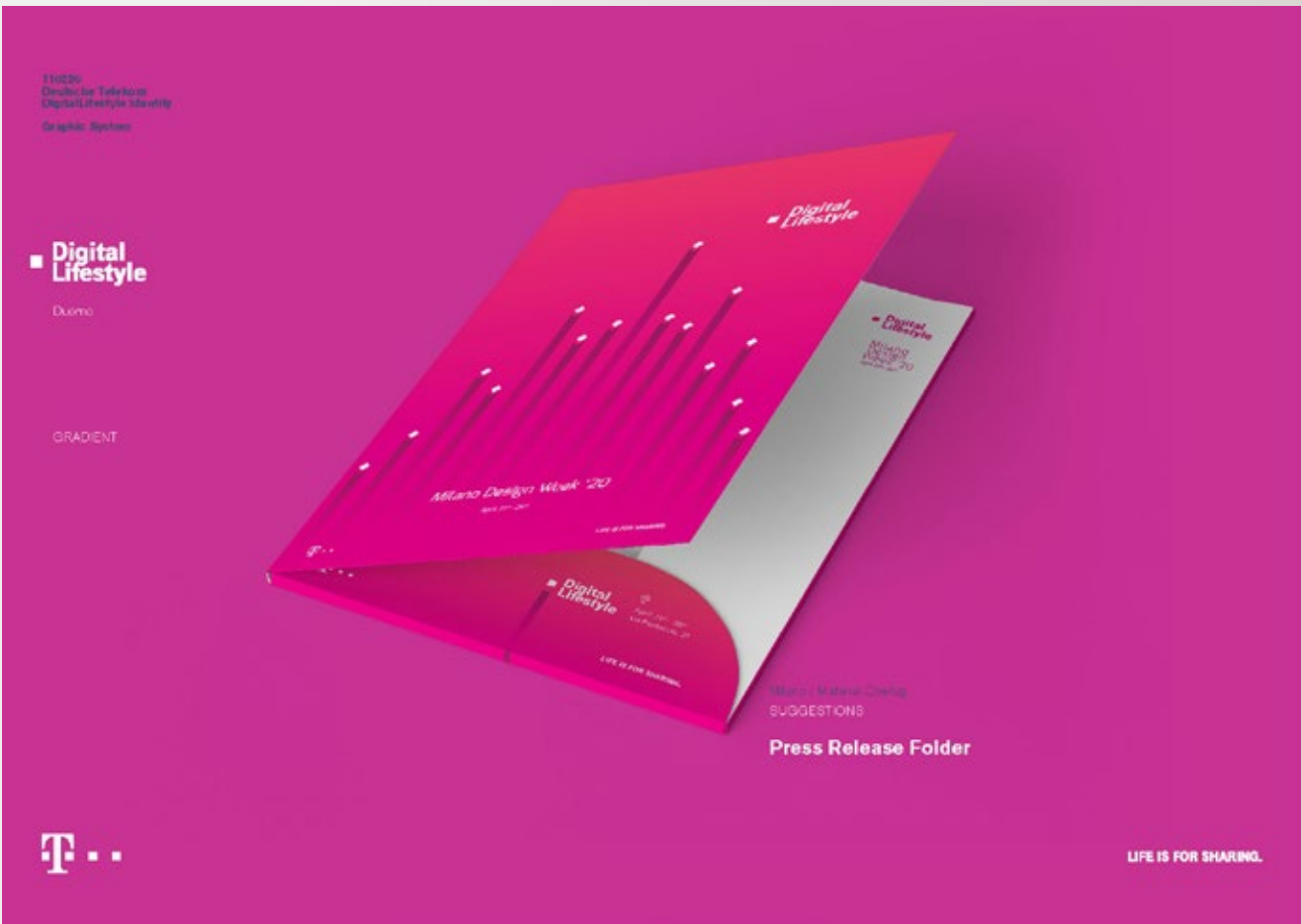
SOCIAL MEDIA AND COMMUNICATION MATERIALS

# Fractal

Deutsche Telekom  
Design & Customer Experience









MINI SPEAKER CUSTOMIZATION DESIGN AND COMMUNICATION MATERIALS



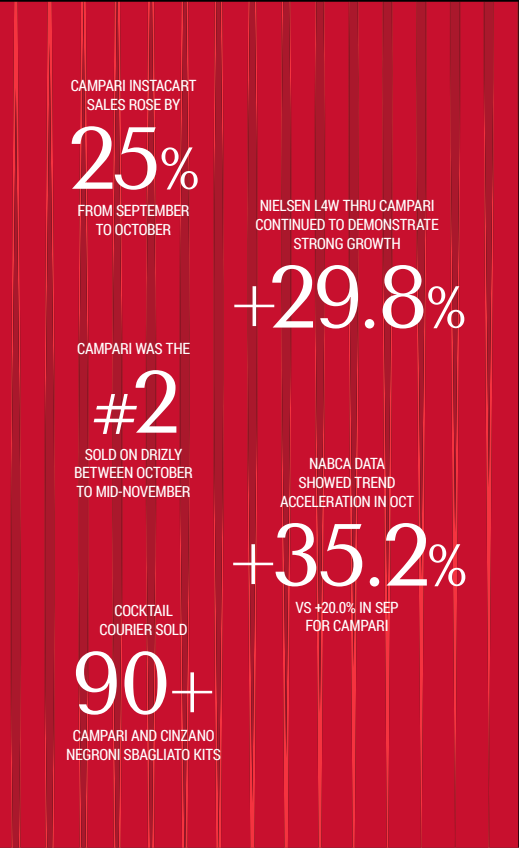


ART DIRECTION, CONCEPT DEVELOPMENT, GRAPHIC DESIGN AND SUPERVISION OF THE EVENT'S PRESENTATIONS  
CAMPARI - ESPOLÒN - WILD TURKEY

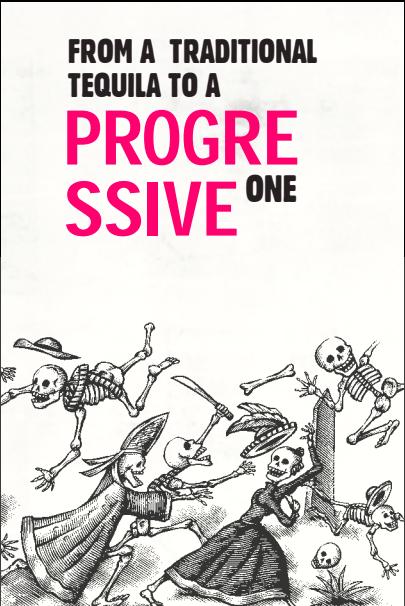
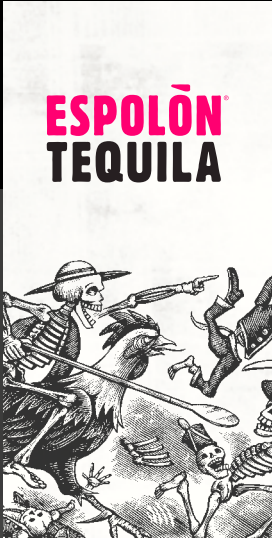




ART DIRECTION, CONCEPT DEVELOPMENT, GRAPHIC DESIGN AND SUPERVISION OF THE EVENT'S PRESENTATIONS  
CAMPARI PRESENTATION



ART DIRECTION, CONCEPT DEVELOPMENT, GRAPHIC DESIGN AND SUPERVISION OF THE EVENT'S PRESENTATIONS  
WILD TURKEY AND ESPOLÒN PRESENTATION





19.04.24  
Montis  
p. 4

Visual Identity proposal / first take

How to translate these in our visual identity

COMFORT TO CONNECT  
communicates

warmth

(cor)relation

welcoming

A new color palette  
An accurate usage of typography

the DOTS in the Logo  
Empathic tone of voice

Layout clearness  
Unobtrusive/tactfull graphic

mmg




19.04.24  
Montis  
p. 7

Visual Identity proposal / first take

How to translate these in our visual identity:

Dots as an unicum

Connect



Individuals, not singles, that contribute to the brand whole


mmg

19.04.24  
Montis  
p. 8

Visual Identity proposal / first take

How to translate these in our visual identity:

Empathic tone of voice



You,We // Montis

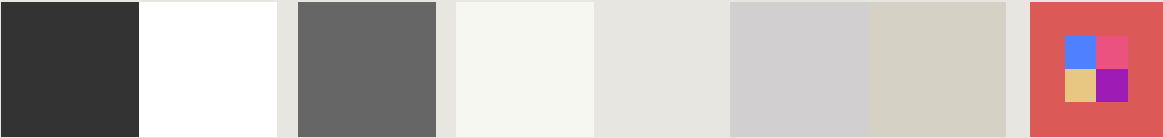
mmg

19.04.24  
Montis  
p. 5

Visual Identity proposal / first take

How to translate these in our visual identity:

New color palette



Black&White  
all usage

Text

Offwhites / Earthy Hues / Backgrounds

Hue emphasis


A warm palette, smooth tones that will not interfere with products.  
It will communicate an overall cocooning sensation.  
Highlights and accents will be given by a bright color that will be used “parsimoniously”.




mmg

19.04.24  
Montis  
p. 13

Visual Identity proposal / first take

A color to celebrate its importance





mmg

19.04.24  
Montis  
p. 6

Visual Identity proposal / first take

How to translate these in our visual identity:

Accurate typography

Serif

sans serif

Hello, I’m Stix

Hi, I’m Gilroy

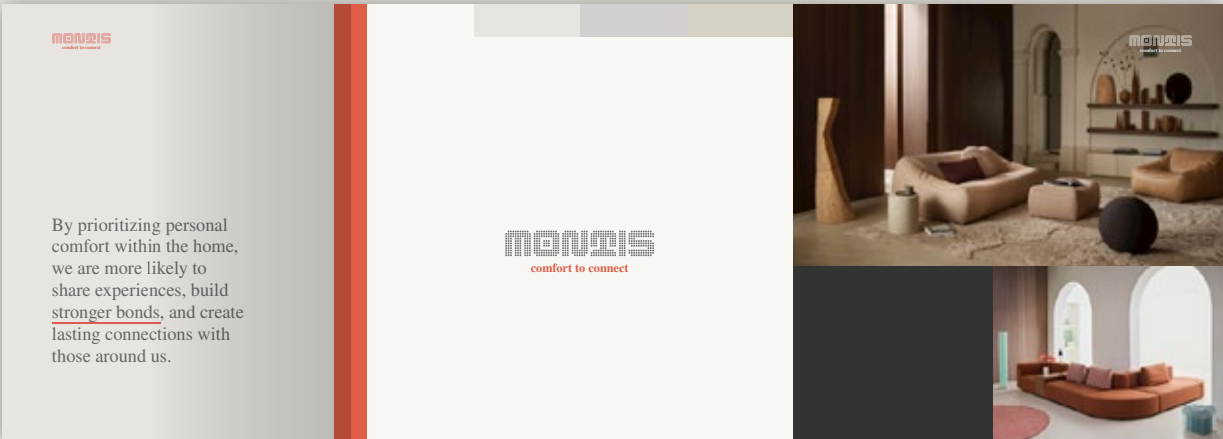
a classy yet contemporary serif font to make things pop out of the layout

a sleek sans serif font to be used in bodycopy texts.

mmg

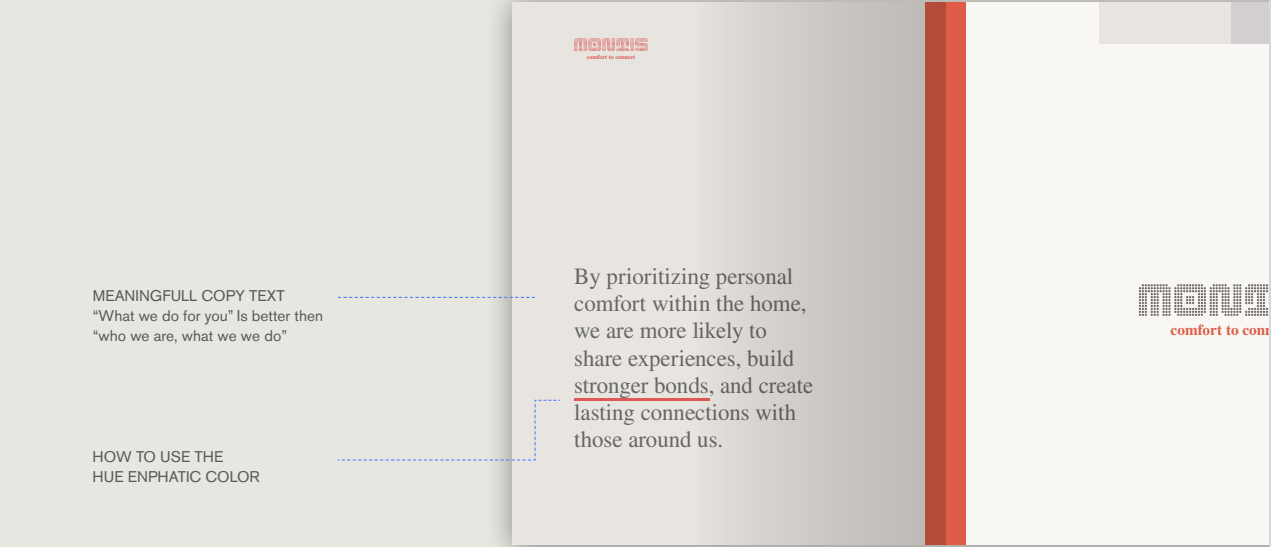
19.04.24  
Montis  
p. 14

Visual Identity proposal / first take  
**Palette, layouts, typography**  
Printed material mood suggestions  
6 pages foldable mailer



19.04.24  
Montis  
p. 15

Visual Identity proposal / first take  
**Palette, layouts, typography**  
Printed material mood suggestions  
6 pages foldable mailer



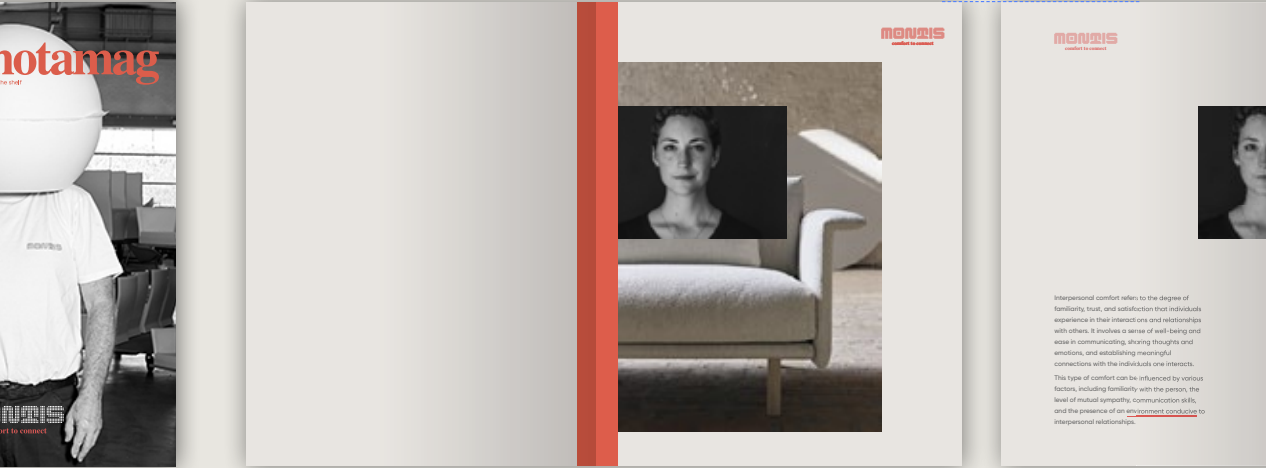
19.04.24  
Montis  
p. 17

Visual Identity proposal / first take  
**Not a Mag**  
Printed material mood suggestions  
Magazine or Magalogue



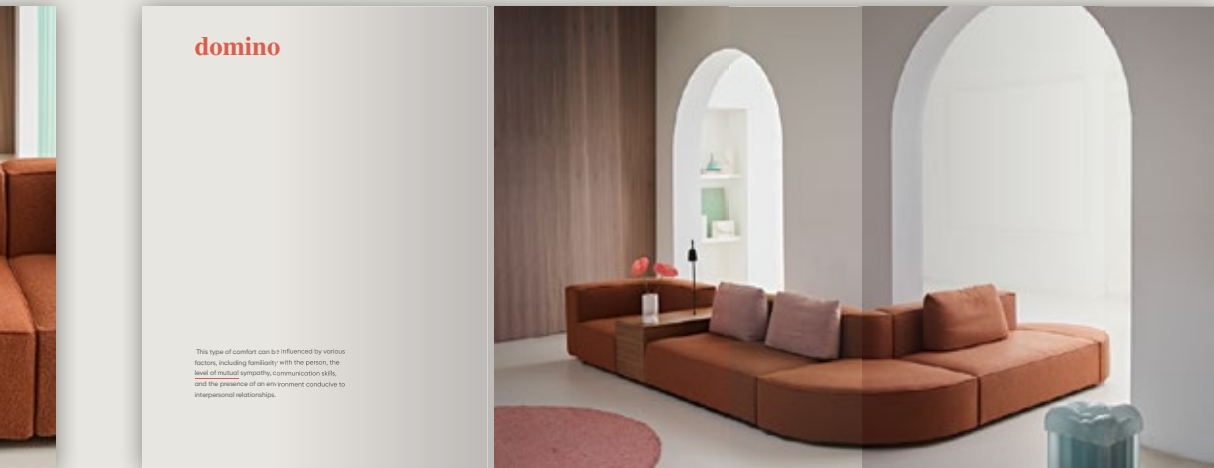
19.04.24  
Montis  
p. 18

Visual Identity proposal / first take  
**Not a Mag**  
Printed material example  
Magazine or Magalogue



19.04.24  
Montis  
p. 21

Visual Identity proposal / first take  
**Not a Mag**  
Printed material example  
Magazine or Magalogue



19.04.24  
Montis  
p. 22

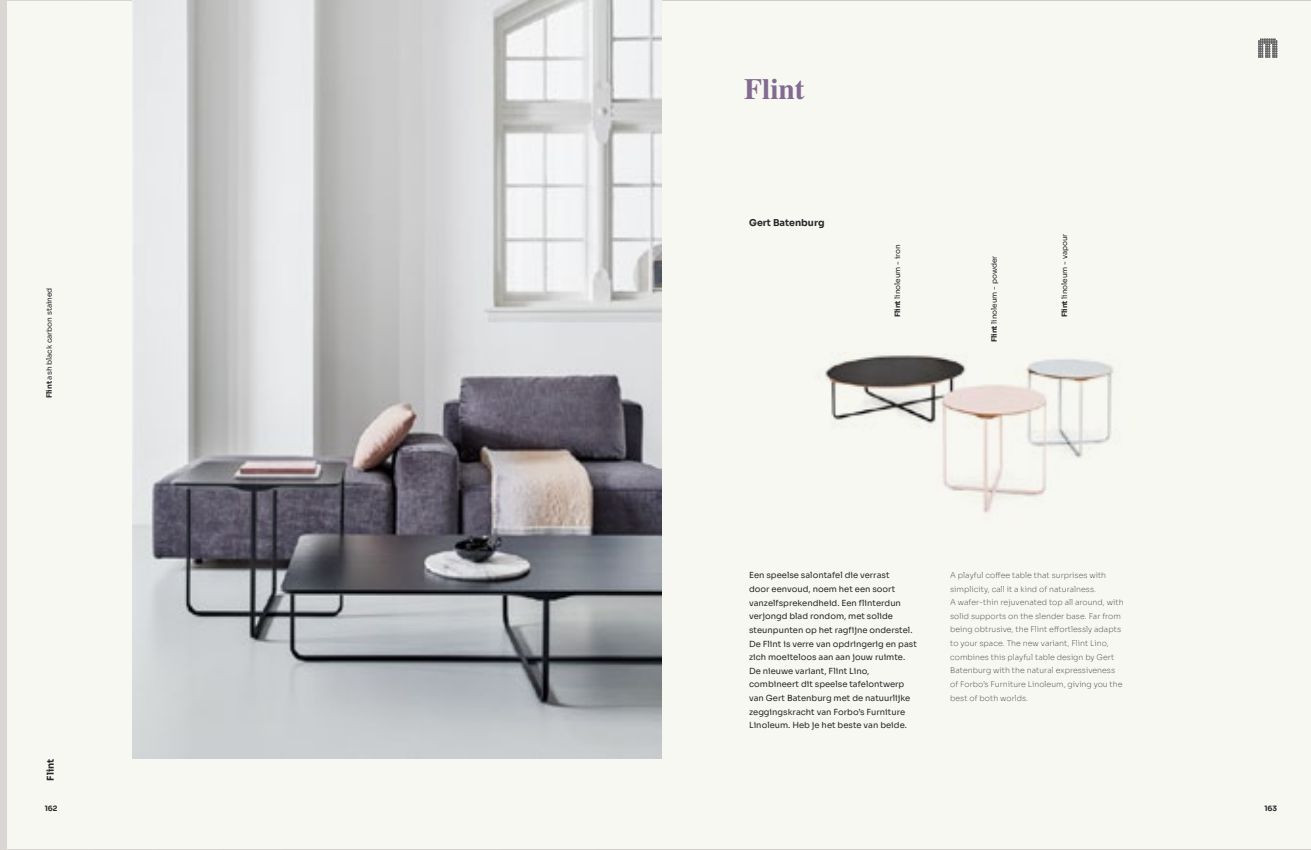
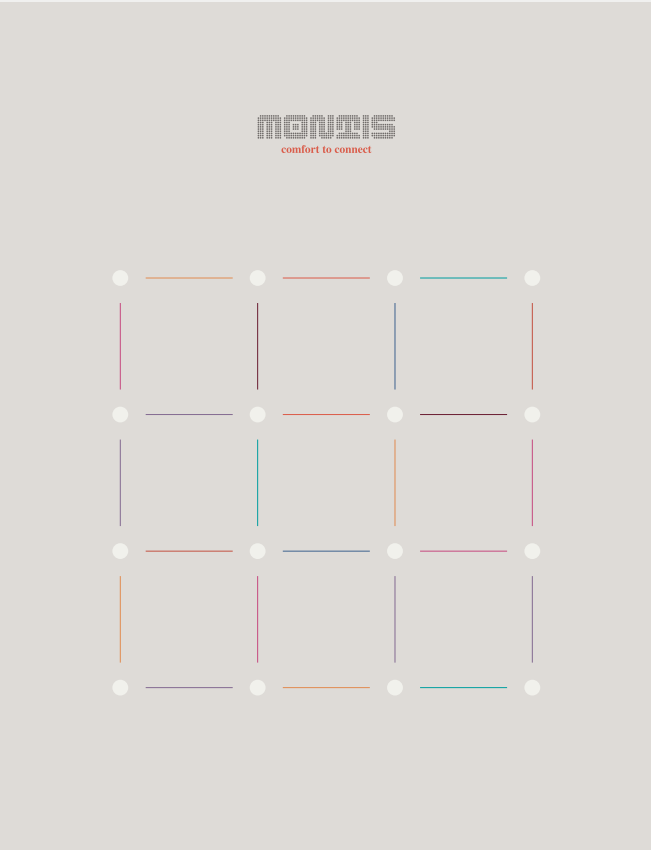
Visual Identity proposal / first take  
**Usage of colors**  
Printed material mood suggestion  
Magazine or Magalogue



Colors a printing solutions can be used to separate specific parts of a catalogue

UNOBTRUSIVE  
TYPOGRAPHY







19.04.24  
Montis  
p. 24

Visual Identity proposal / first take  
**Visual identity proposals**  
Website mood suggestion

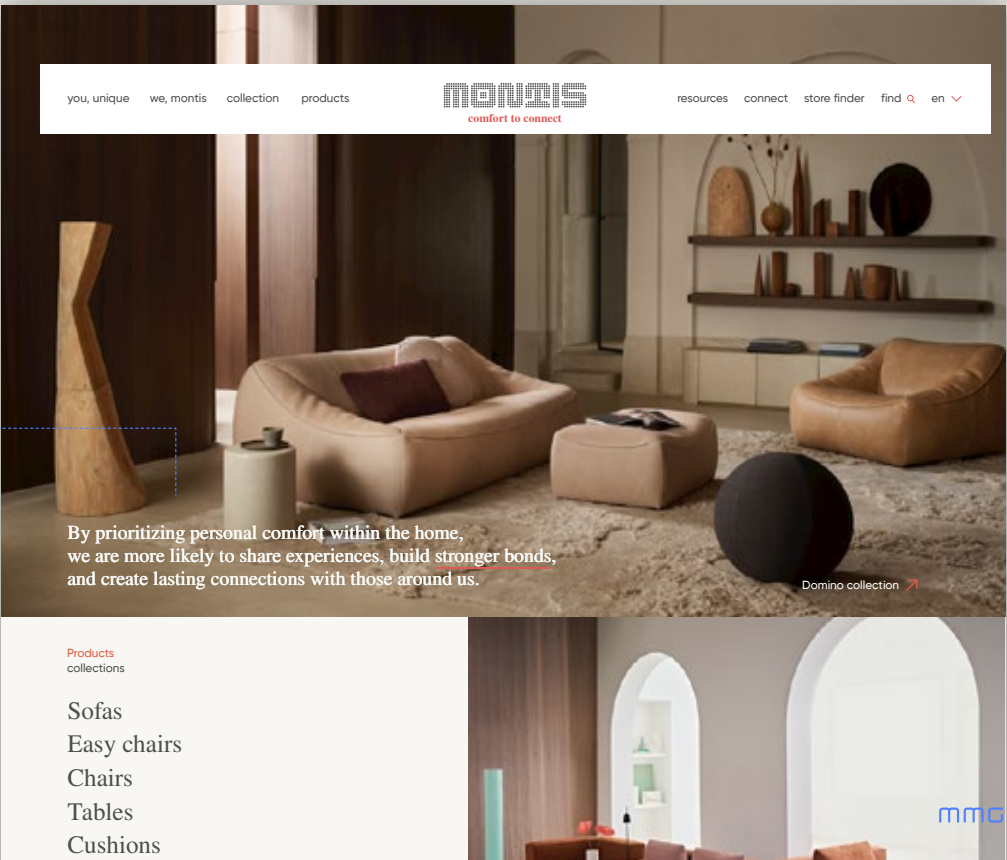


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19.04.24  
Montis  
p. 29

Visual Identity proposal / first take  
**Website**  
Website mood suggestion  
Homepage alternative

Elements can be placed  
where they serve best.

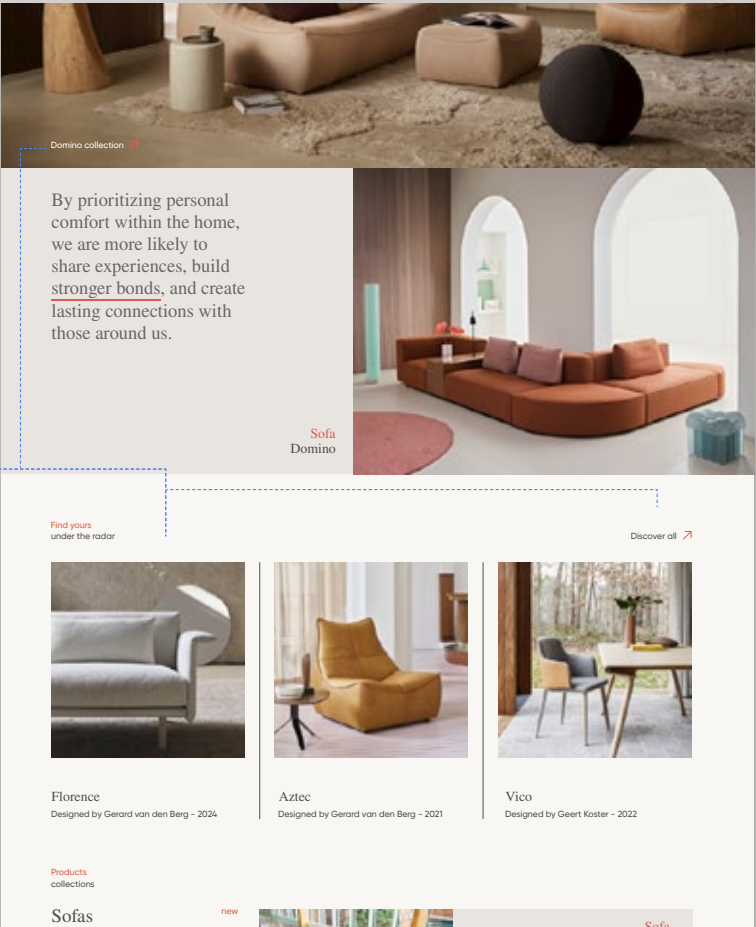


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19.04.24  
Montis  
p. 27

Visual Identity proposal / first take  
**Website**  
Website mood suggestion  
Homepage

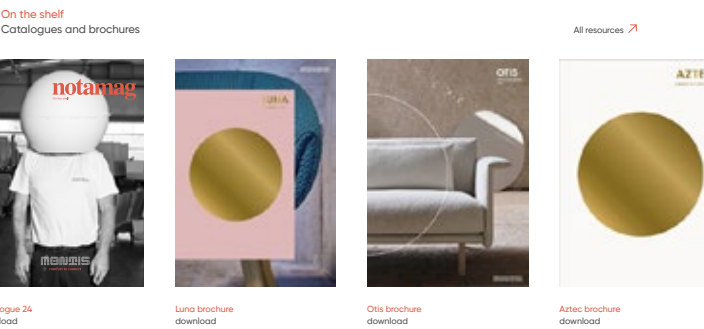
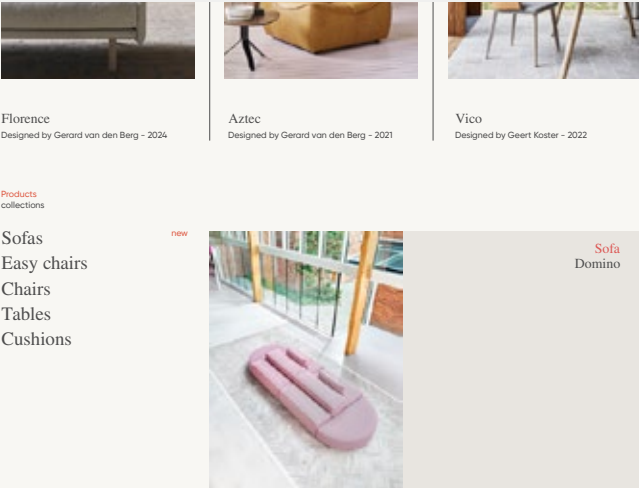
Content Organization &  
Clear Navigation



mmg

19.04.24  
Montis  
p. 28

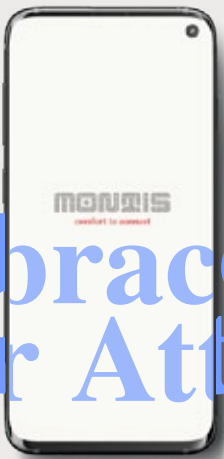
Visual Identity proposal / first take  
**Website**  
Website mood suggestion  
Homepage



mmg

19.04.24  
Montis  
p. 30

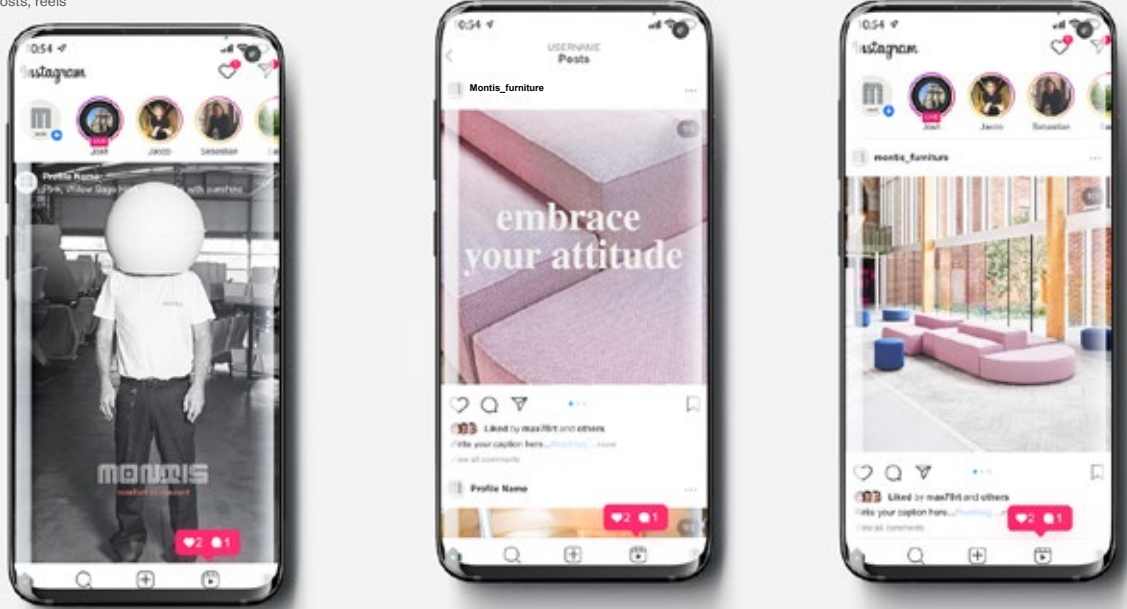
Visual Identity proposal / first take  
**Visual identity proposals**  
Instagram mood suggestion  
Feed, posts, reels



mmg

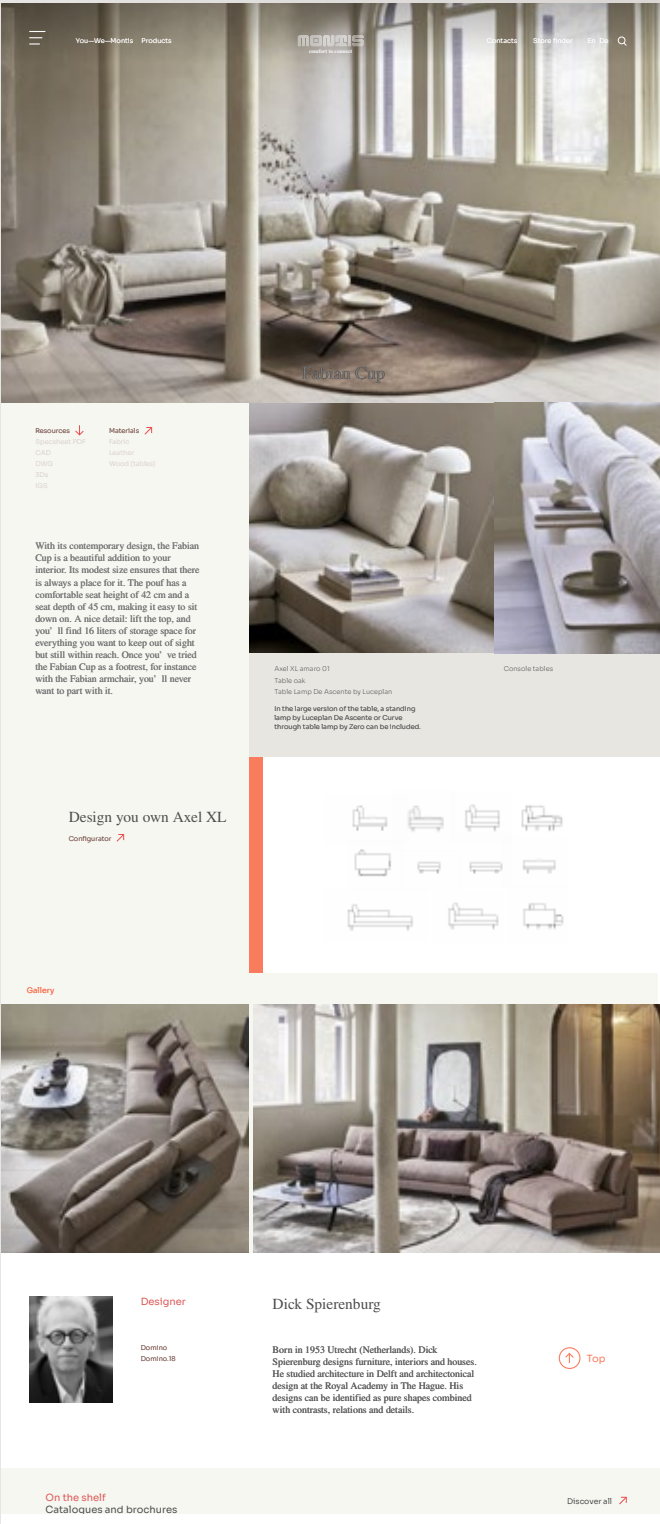
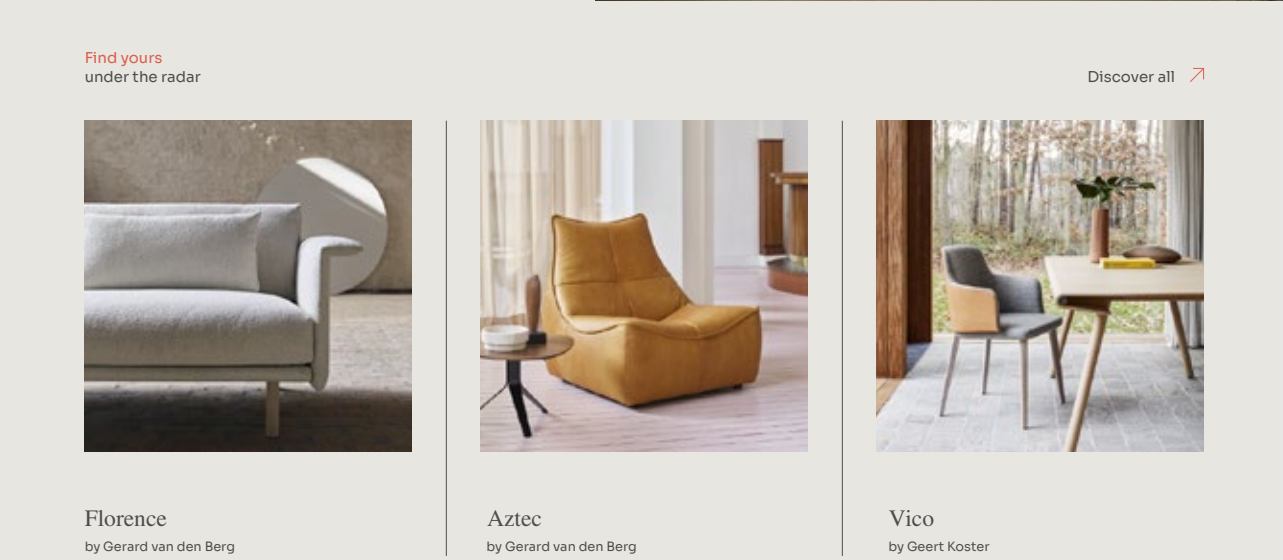
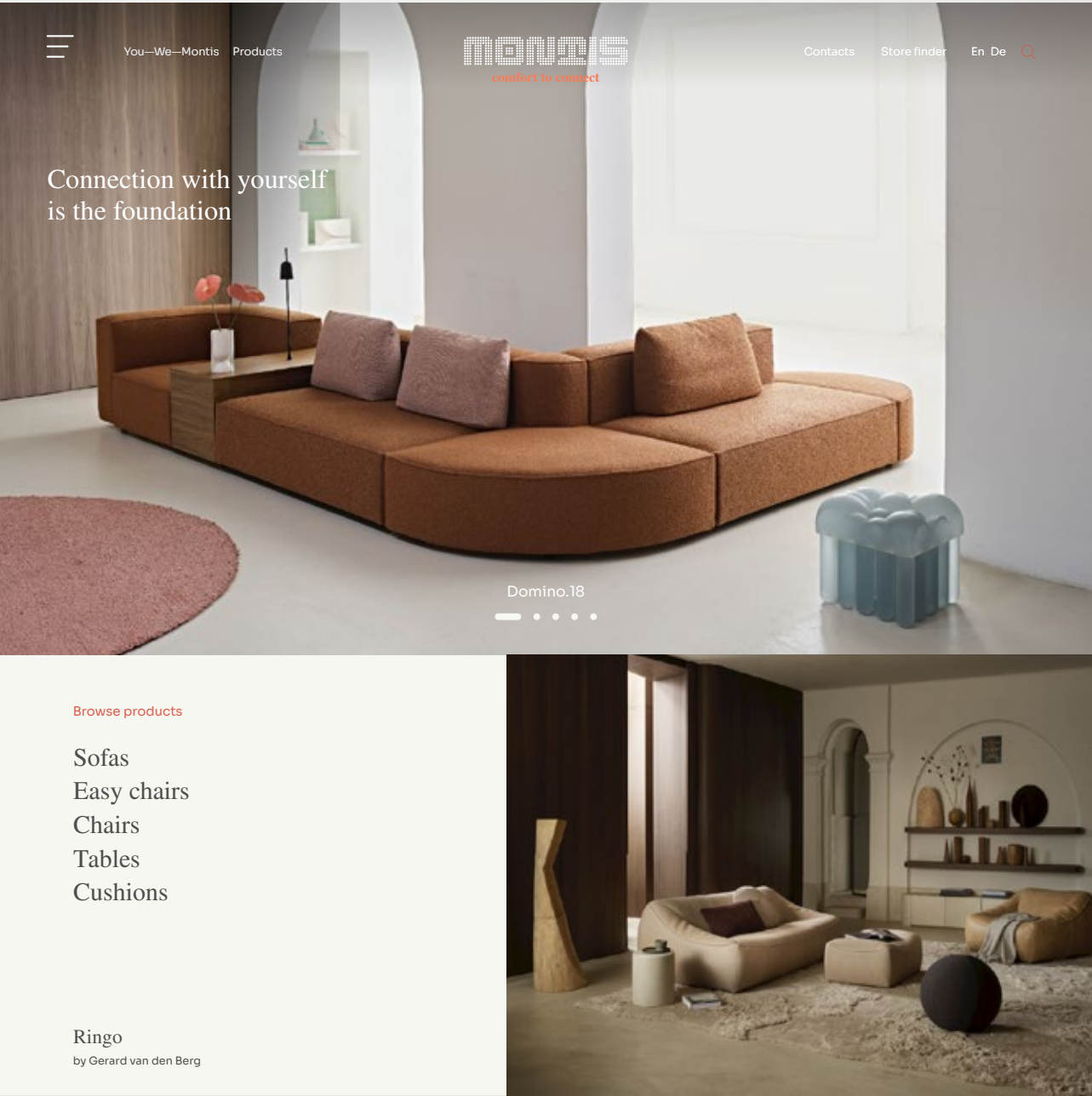
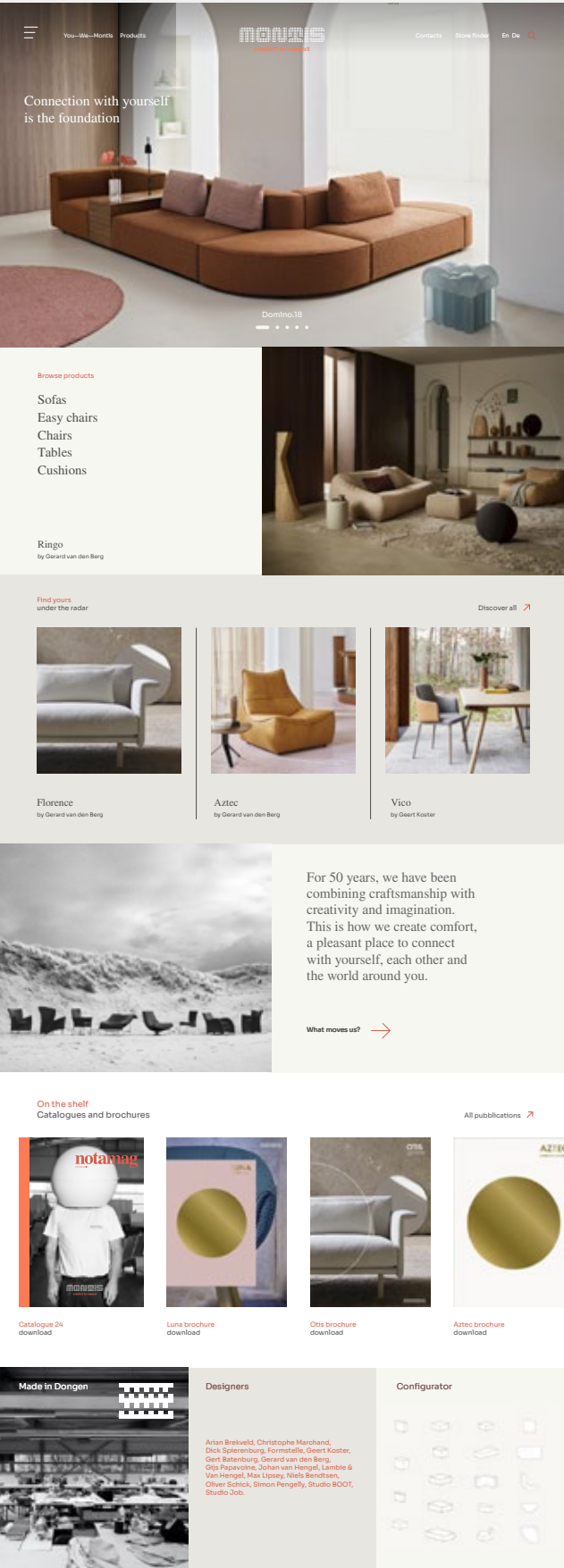
19.04.24  
Montis  
p. 34

Visual Identity proposal / first take  
**Social**  
Instagram mood suggestion  
Feed, posts, reels



mmg

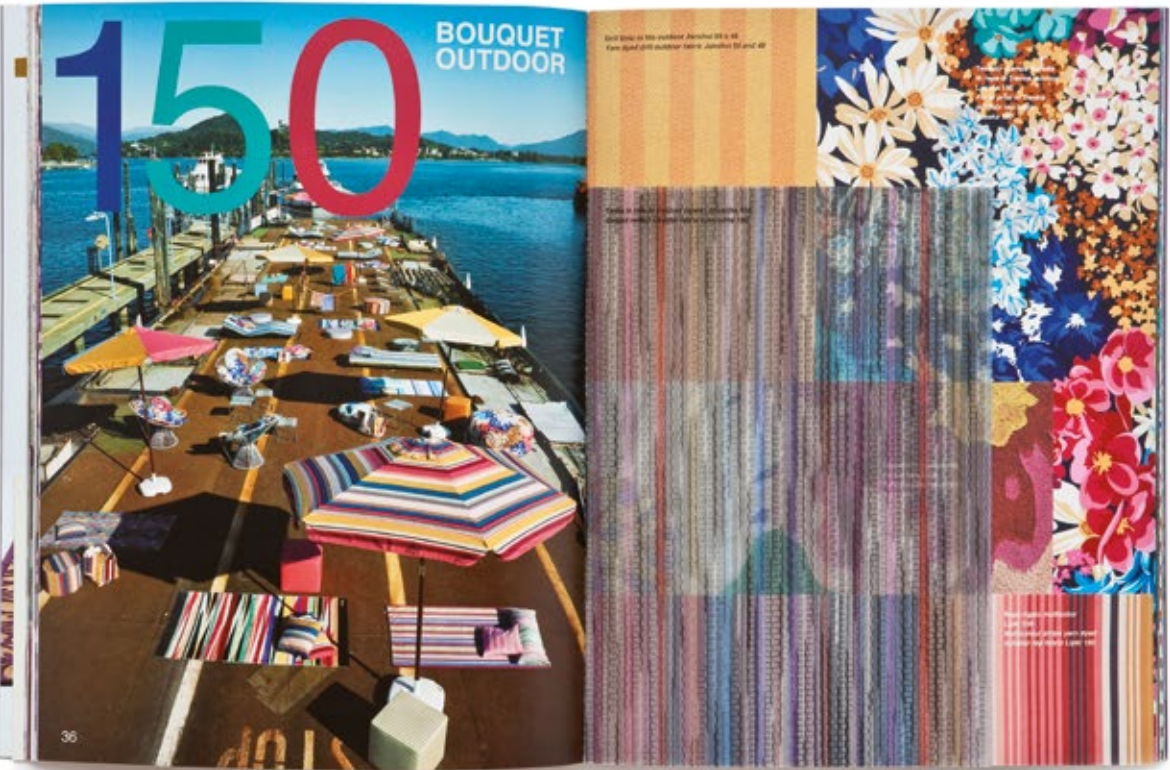






















K3 HOME COLLECTION SAISON 1

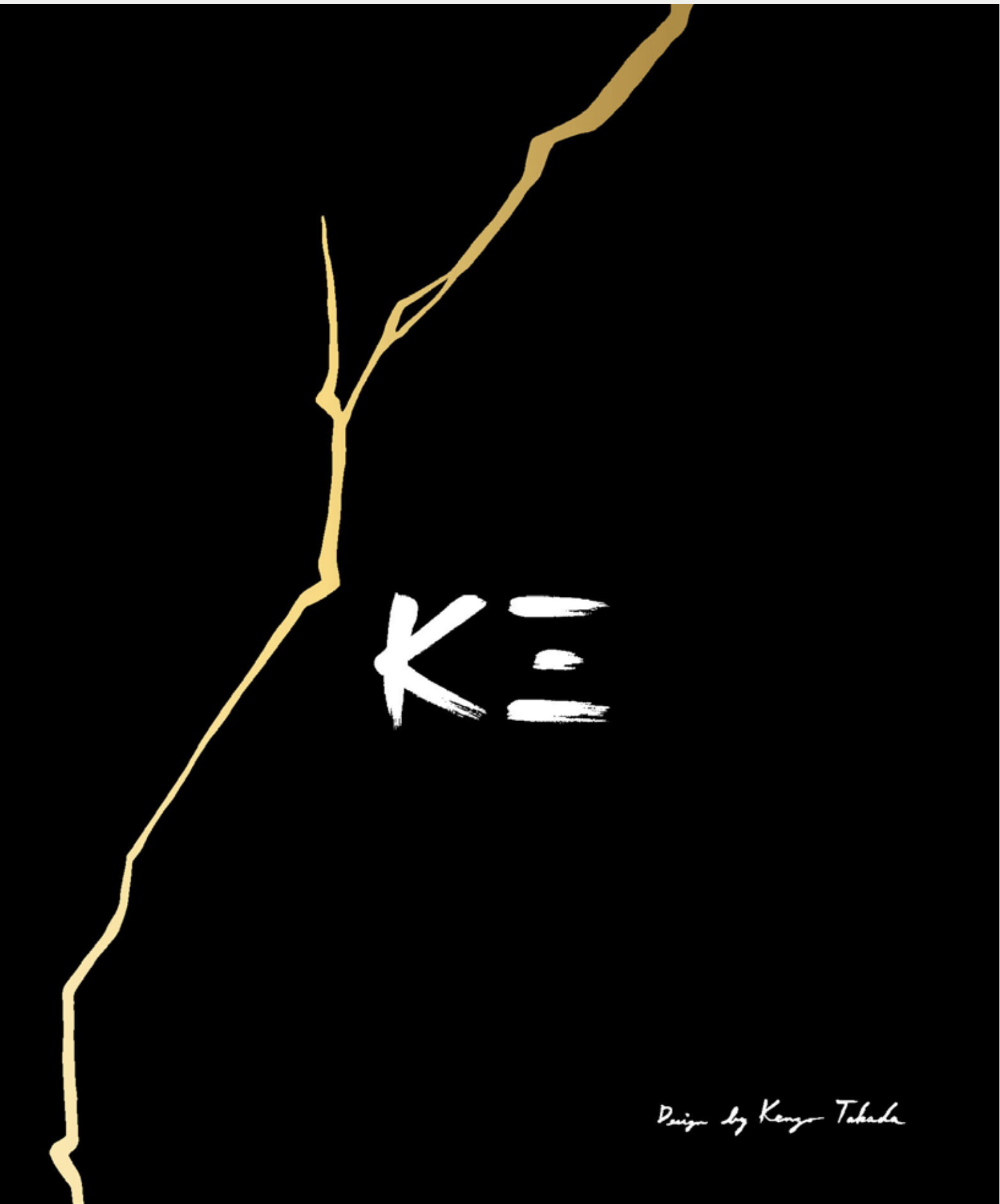
ART DIRECTION, PHOTOSHOOTING, ADV CAMPAIGN, CATALOGUE, POS MATERIALS





K3 HOME COLLECTION SAISON 2

ART DIRECTION, PHOTOSHOOTING, ADV CAMPAIGN, CATALOGUE, POS MATERIALS



**KINTSUGI**  
C'est l'art ancestral de la réparation des céramiques japonaises brisées. Elles étaient délicatement collées. Pour sublimer la soudure, de la poudre d'or y était déposée ; ainsi est né l'art du Kintsugi. Tous les objets de la collection K3 ont cette signature. En effet, chaque pièce de mobilier porte un grand Kintsugi comme un éclair transparent la matière. Au sein de chaque accessoire K3 se cache un petit Kintsugi. Les tapis intègrent également en valeur cette signature symbolique.

**KINTSUGI**  
It is the ancient art of repairing broken Japanese pottery. Each piece delicately glued, and gold dust added to enhance the welding, thus the art of kintsugi was born. All the objects of the K3 collection have this signature. Indeed, each piece of furniture has a large kintsugi, like a bolt of lightning, across the material. Within each K3 accessory a small kintsugi can be found. The rug also have this symbolic signature.



1923

SISTEMA LOGHI

Architettura

gr

rozi

rossi di albizzate

rossi di albizzate

1923 1950 1980 2023

L'evoluzione del marchio

Il logo di Rossi di Albizzate è alla base del nuovo corso del Brand, che in occasione del suo centenario si rinnova e si adatta alle nuove esigenze del mercato.

Nel logo trova ora spazio l'anno di fondazione, a sottolineare la centralità dell'heritage del Brand.

La parte tipografica è stata rivista, ripristinando l'unicità dei caratteri anni 60/70, con una forte connotazione/riconoscibilità delle lettere R, S ed E.

1923

rossi di albizzate

2024

Rossi di Albizzate

Brand Book

p. 15

1923

HERITAGE

Personalità

Milestones

Giuseppe and Felice Rossi

1923

Family upholstery business.

Giuseppe Rossi

1935

Cesena  
The Giuseppe Rossi company was born.

Transformable furniture

1939

Multifunctional furniture  
Patent initiation

Collaborations with architects

1955

Vitelli/Ammannati

1st Milan Furniture Fair

1961

Co-founders

ROFOAM

1969

Patent for cold foaming

New Showroom

1975

Milano  
Lago, Augusto  
13 shop windows

New Showroom

1976

Roma  
via Condotti

Luigi Rossi & Piero Rossi

1990

The new generation

Electa Monograph

2005

Publication

Company museum

2010

Albizzate

Creation Italia

2022

Acquisition  
LUXURY IT  
Exclusive licensee

1923

HERITAGE

Architettura

Rosso rossialbizzate

CMYK  
C24 – M100 – Y100 – K10

Stuttura

CMYK  
C24 – M100 – Y100 – K10

PALETTE

CMYK  
C14 – M100 – Y95 – K5

RDA BROWN

CMYK  
C0 – M9 – Y17 – K90

RDA MEDIUM

CMYK  
C0 – M6 – Y7 – K40

RDA WARM BACKGROUND

CMYK  
C0 – M3 – Y4 – K8

RDA WARM BACKGROUND

CMYK  
C2 – M3 – Y3 – K0

RDA GREEN

CMYK  
C85 – M30 – Y61 – K50

RDA PURPL

CMYK  
C49 – M67 – Y36 – K90

RDA BAUXITE

CMYK  
C31 – M62 – Y89 – K0

RDA PETROLIO

CMYK  
C56 – M42 – Y32 – K34

RDA SENAPE

CMYK  
C24 – M38 – Y91 – K19

1923

1.

BRAND IDENTITY / PERSONALITÀ

"Knowledge is the value that allows us to recognise the quality of a project over time"

"La conoscenza come valore, per riconoscere la qualità del progetto nel tempo"

Giuseppe Rossi  
Founder

Company Profile

p. 7

plus

Musei

Triennale, G. Vitelli, T. Ammannati

TRIENNALE MILANO - Collezione Permanente

Centre Pompidou

Centrale, G. Vitelli, T. Ammannati

CENTRE POMPIDOU - Collezione Permanente

rossi di albizzate

Anna e Carlo Bartoli

Giotto Stoppino

Matteo Thun

Claudio Salocchi

Hans Von Klier

Mario Mazzer

Ennio Arosio

Fabio di Bartolomei

Adalberto dal Lago

Gaspere Cairoli

Marcello Cuneo

Giorgio Marianelli

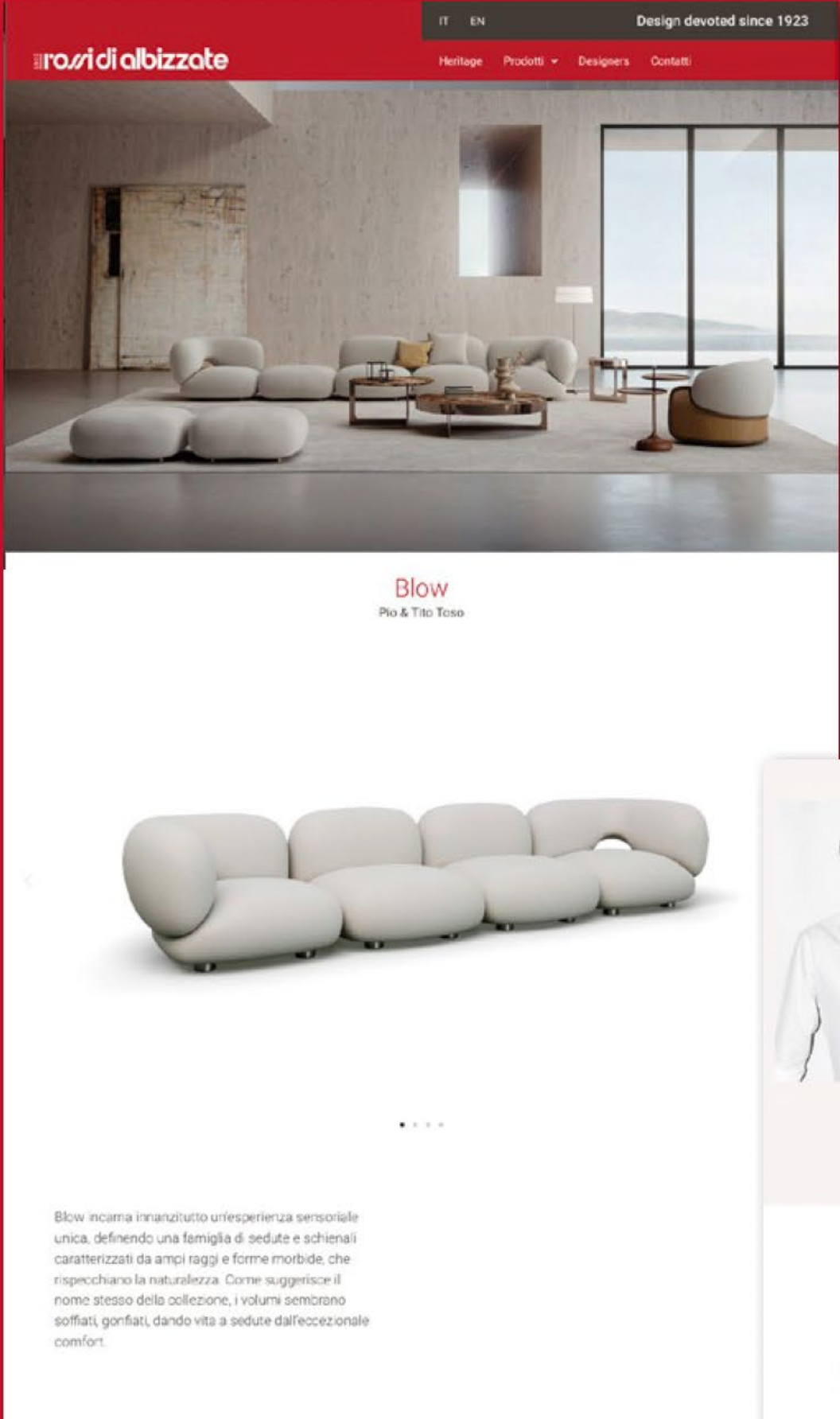
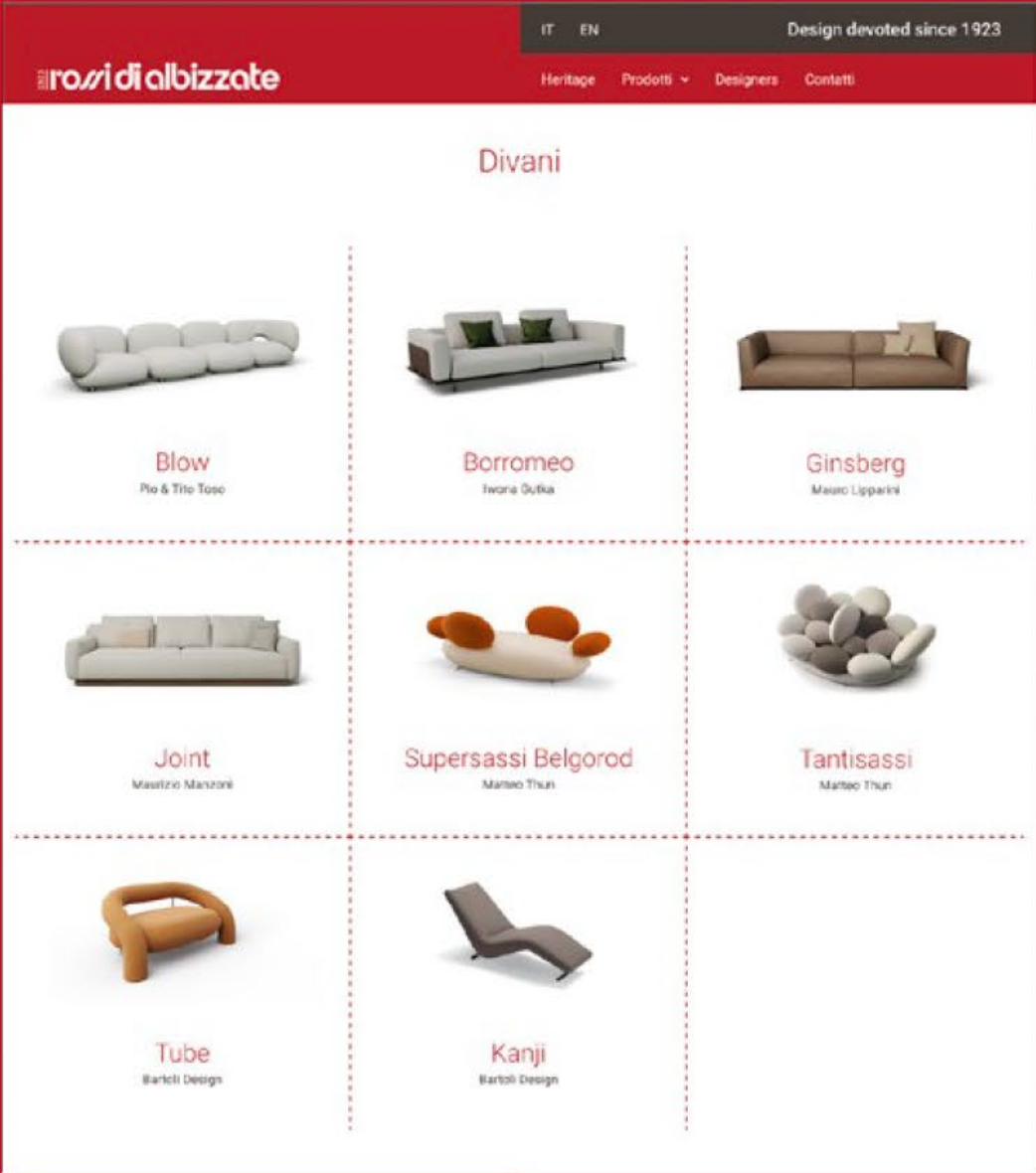
Roberto Lazzaroni

Adam D. Tihany

Pio & Tito Toso

Giampiero Vitelli









Heritage

Design devoted

By the designer's side



Designers have been the cornerstone of our success, as they have interpreted social developments and designed revolutionary products that responded, and continue to respond, to the needs of customers. Since inception, we have understood the importance of the designer's role, always seeking the most qualified and talented ones to ensure innovation and quality in our products. This synergy between entrepreneurial vision and creativity has led to decades-long partnerships that gave birth to some of the most iconic pieces in the history of Italian design.

I designer sono stati il futuro del nostro successo, hanno saputo interpretare le evoluzioni della società e creare prodotti rivoluzionari che rispondevano, e rispondono tutt'oggi, alle esigenze dei nostri clienti. Fin dalla nascita abbiamo compreso l'importanza della figura del designer, cercando i qualificati e talentati per garantire l'innovazione e la qualità dei nostri prodotti. Questa sinergia tra visione imprenditoriale e creatività ha portato a solidi durati decenni e che hanno prodotto alcuni tra i pezzi più iconici della storia del design italiano.

Carlo Bartoli  
Giovanni Stoppino  
Matteo Thun  
Claudio Salocchi  
Hans Van Vliet  
Mario Mazzari



06 Rossi di Albizzate

Corpi Meriti  
Sedili - Moduli

Tulla  
Armchair - Poltrona

Wagner  
Low Table - Tavolino



Enzo Angeli  
Fabio di Bartolomeis  
Adalberto del Lago  
Gaspero Carli  
Marcello Cusani

Giorgio Martinelli  
Roberto Lucarelli  
Adam D. Tlany  
Pio & Tito Toso  
Ammannati & Vitelli

2024 Collection 9

Tullita

Design: Ivano Gullia



Where rivers and waters meet. Inspired by the enveloping cradles of a bygone era, this armchair is meticulously crafted, with artisanal workmanship that highlights the wood of the frame and Vienna straw. Its design blends contemporary functionality with timeless aesthetics. The swiveling base provides a movement that makes it light and suitable for both home and office environments.

Dove i fiumi e le acque si incontrano. Ispirata alle culla avvolgenti di un'epoca passata, questa poltrona è curata nei minimi dettagli, con una lavorazione artigianale che valorizza il legno della struttura e la paglia di Vienna. Il suo design unisce la funzionalità contemporanea con un'estetica intramontabile. Il basamento girevole offre un movimento che la rende leggera e adatta a un ambiente domestico o di lavoro.

2024 Collection 10

BLOW

Design: Pio & Tito Toso

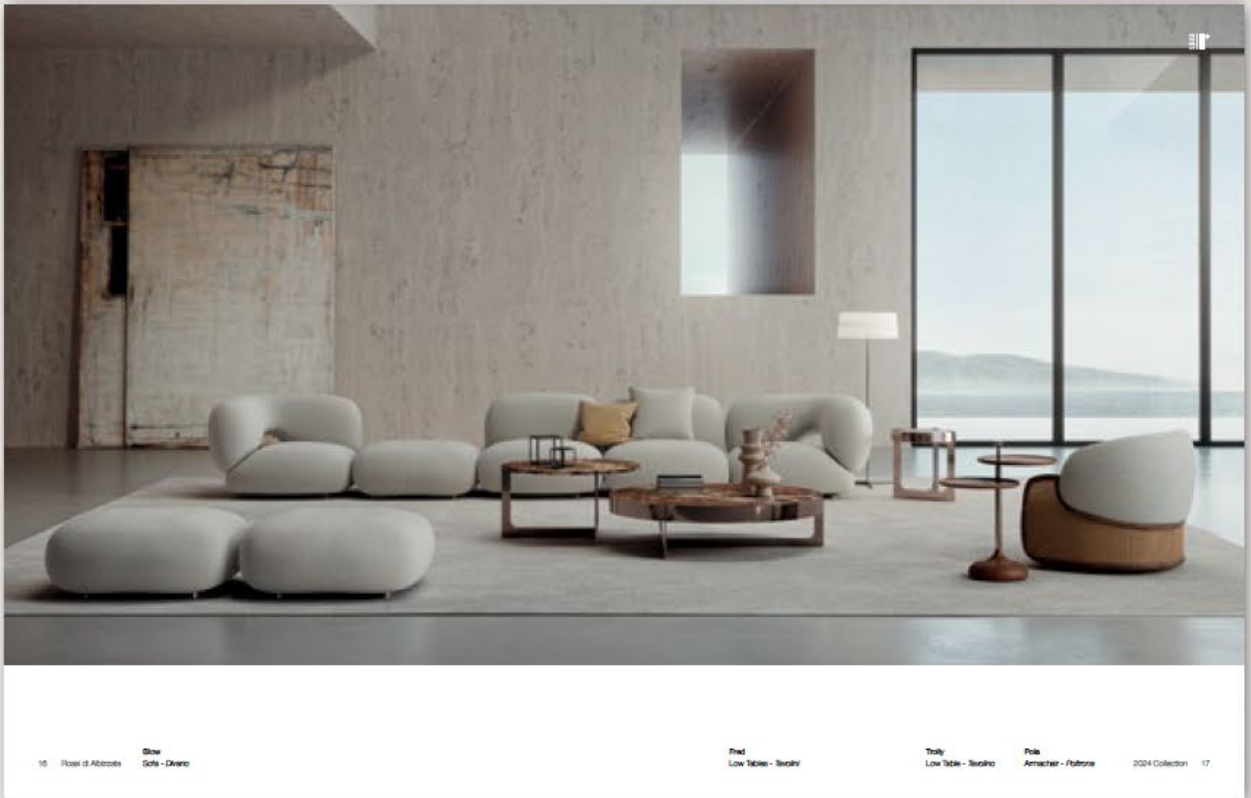


First and foremost, Blow embodies a unique sensory experience, defining a family of seats and backs characterized by large radii and soft shapes that reflect naturalness. As the name of the collection suggests, the volumes seem to be blown, inflated, resulting in exceptionally comfortable seating.

Blow incarna innanzitutto un'esperienza sensoriale unica, definendo una famiglia di sedute e schienali caratterizzati da ampi raggi e forme morbide, che ripropongono la naturalezza. Come suggerisce il nome stesso della collezione, i volumi sembrano soffiati, gonfiati, dando vita a sedute dall'eccezionale comfort.

14 Rossi di Albizzate

2024 Collection 15



16 Rossi di Albizzate

Blow  
Sofa - Divano

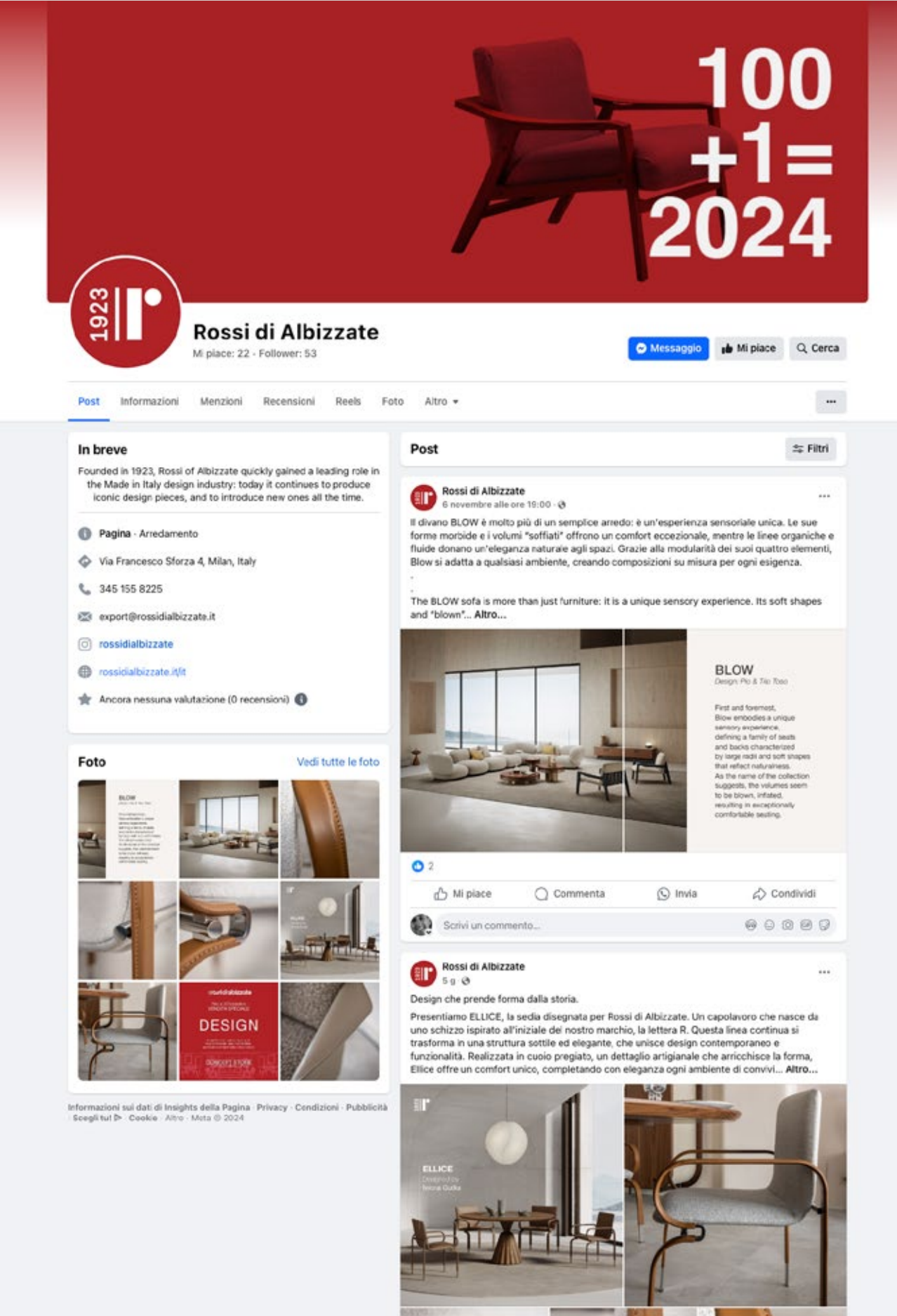
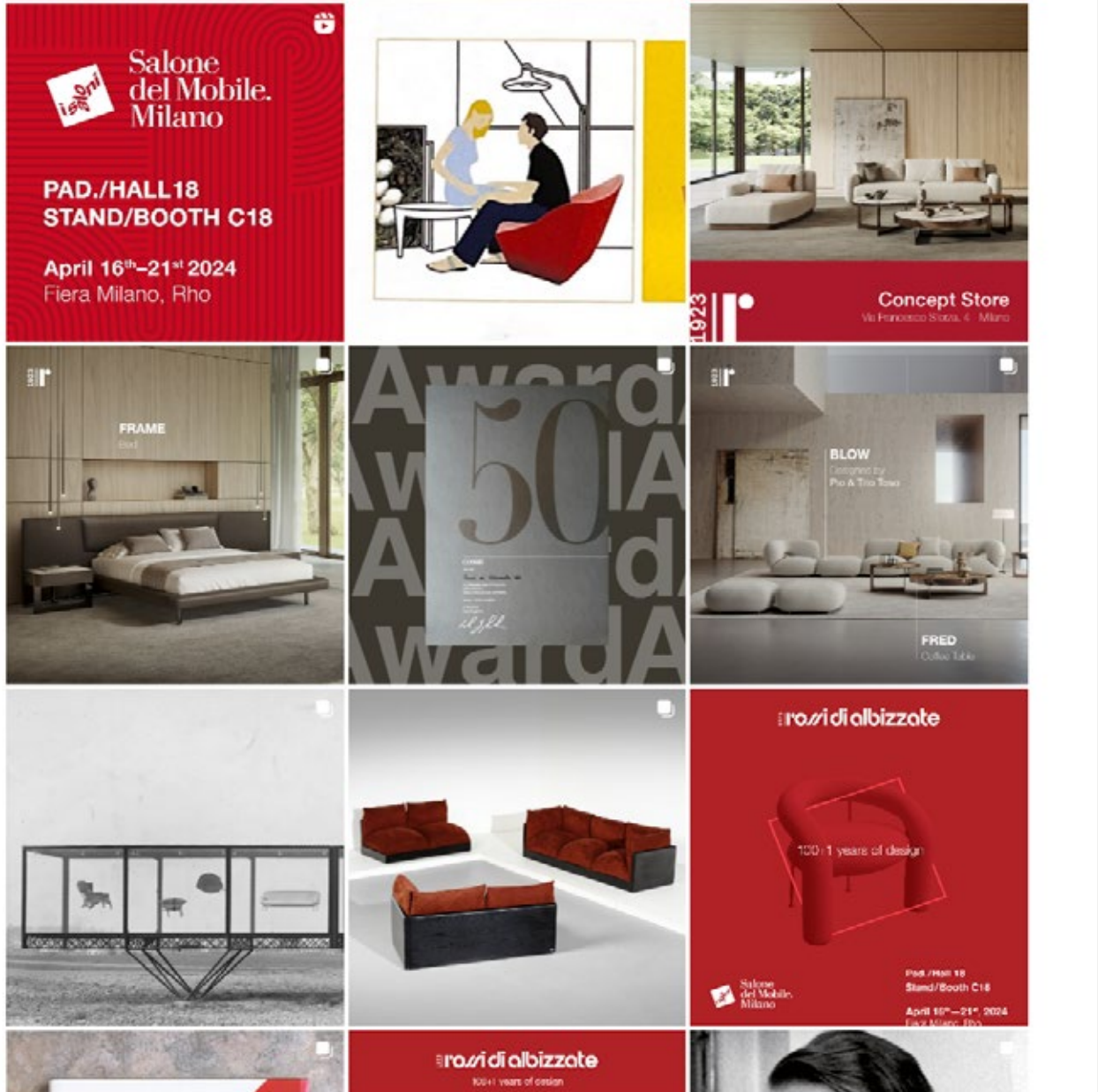
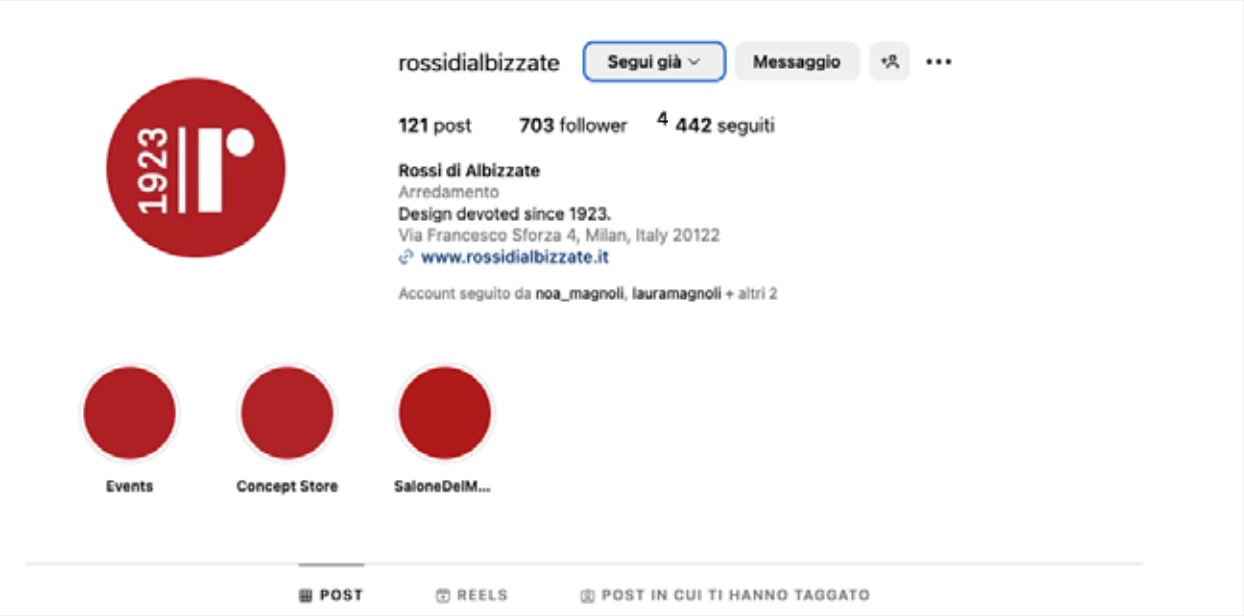
Paul  
Low Table - Tavolino

Tulla  
Low Table - Tavolino

Pola  
Armchair - Poltrona

2024 Collection 17









SEASONAL VISUAL BOOK  
FALL WINTER 2022

Men

HOMAGE  
rotation 5



OFFICIAL LOOK

FAM5932 W000  
S.jp Coat Cash Double Rain

FAL5612 P06C  
Dolce Vita Wish

MAGLIONE  
FAL5462 W058  
Puntalini Slim Wool Cash  
Flannel

OFFICIAL LOOK

FAM5932 Q04V  
S.jp Coat Cash Double Rain

FAM5014 Q04J  
Dolce Vita Harvey Cashmere

CINTURA  
FAL5000 M02E  
Latino City Pants Wool Cash  
Flannel



DIGITAL HIKER  
rotation 1

Top Image  
18 July - 22 August

Big Medium Small  
18 July - 22 August







DIGITAL HIKER  
rotation 1



OFFICIAL LOOK

FAM5927 M644  
Soft Voyager Twisted Wool  
Cover

FAM4605 208I  
Tilsman Vest Wind Stretch  
Storm

FAL5612 208F  
Dolce Vita Wish / or:  
FAL8084 208F  
Lapetto Wish

FAM5052 M644  
Jasper Two Pince Twisted  
Wool Cover Rain

SCARPE

OFFICIAL LOOK

FAM3874 208F  
Lapetto Harton Baby  
Cashmere

FAM5052 Q04K  
Jasper Two Pince Twisted  
Wool Cover Rain

FAM2053 B209  
Neusport Details Calf Suede

CINTURA



MILITARY FUNKY  
rotation 2

Top Image  
29 August - 26 September

Big Medium Small  
29 August - 26 September









COMMUNICATION STRATEGY - REBRANDING, MANIFESTO, ART DIRECTION, CONTENT DEVELOPMENT, WEBSITE, CATALOGUES, HOUSE ORGAN, SOCIAL MEDIA, EVENTS, ETC.





COMMUNICATION STRATEGY - REBRANDING, MANIFESTO, ART DIRECTION, CONTENT DEVELOPMENT, WEBSITE, CATALOGUES, HOUSE ORGAN, SOCIAL MEDIA, EVENTS, ETC.

CPC InoxCreative Proposal

SviluppoMetodo, soluzioni, applicazioni

Brand BookCPC

PayOff / Tagline che comunichi in modo incisivo.

Come procederemo

1.

DEFINENDO HDM

raccontandola grazie a:  
CPC Brand Book e Company Profile,  
Documento Non Finanziario HDM,  
Magazine HDM, Podcast, Webcast.

BRAND BOOK CPC

DOCUMENTO NON FINANZIARIO

TAGLINE / PAYOFF

che illustrino e affermino:  
valori, fini e personalità  
di questa "anima con due cuori"  
HDM = CPC + VC

La promessa e i pillar di CPC  
(PUNTUALITÀ, RAPIDITÀ, QUALITÀ)

CPC InoxCreative Proposal

SviluppoMetodo, soluzioni, applicazioni

CPC InoxCreative Proposal

SviluppoMetodo, soluzioni, applicazioni

Come procederemo

2.

CREANDO CONNESSIONI

IDENTITÀ VISIVA

Esercizio di restyling  
e gerarchia dei loghi

Questo trattamento di restyling dei loghi\*,  
e della loro gerarchia, è utile a visualizzare  
come potrebbero essere veicolate le realtà  
della Holding.

\*L'esercizio di stile non rappresenta, in questo momento,  
una proposta progettuale.

CPC INOX

Vito Cardinali

CPC InoxCreative Proposal

SviluppoMetodo, soluzioni, applicazioni

CPC InoxCreative Proposal

SviluppoMetodo, soluzioni, applicazioni

LinkedIn

Brand Book

Company Profile

Come procederemo

2.

CREANDO CONNESSIONI

IDENTITÀ VISIVA

- ie. applicazioni -

Applicazione di una gerarchia tra i loghi  
della Holding con esempi di identità visiva  
applicata, come Brand Book, Company  
Profile e Pagina LinkedIn.

HDM

CPC INOX

Vito Cardinali

CPC InoxCreative Proposal

SviluppoMetodo, soluzioni, applicazioni

CPC InoxCreative Proposal

SviluppoLa Campagna

Come procederemo

4.

CAMPAGNA [r]YOU

Un sistema che si espande

I nuovi siti dedicati verranno  
integrati nell'ecosistema  
digitale, arricchendolo di  
contenuti e generando  
maggior traffico su tutte le  
piattaforme.

CPC InoxCreative Proposal

SviluppoLa Campagna

CPC InoxCreative Proposal

SviluppoLa Campagna

Come procederemo

3.

BRAND EQUITY

Prodotti di comunicazione interna

NON un libro aziendale, ma una brochure o  
rivista periodica come strumento utile  
a migliorare l'immagine, la brand  
reputation e l'identità del brand.

Può essere interno con l'obiettivo di  
accrescere l'identità aziendale o esterno  
rivolto ai clienti (e ai potenziali clienti) per  
informarli sui prodotti e servizi dell'azienda  
e sulle ultime novità.

CPC InoxCreative Proposal

SviluppoLa Campagna

CPC InoxCreative Proposal

SviluppoIl Manifesto

Come procederemo

5.

MANIFESTO

MERCATO E LAVORO

> Crediamo che sia meglio avere fiducia in un risultato  
ambizioso e di difficile realizzazione che tagliare un  
modesto e sicuro traguardo.

> Sosteniamo e crediamo in un mercato che rappre-  
senti la convinzione delle persone della validità di un  
prodotto o di un servizio.

> Agiamo consapevoli che qualsiasi attività svolta con  
passione e contribuisca alla costruzione dell'armonia  
globale.

CPC InoxCreative Proposal

SviluppoIl Manifesto



## BRAND POSITIONING

## Passionate Gourmet



«I believe that the passion for cooking for family and friends is a wonderful way to connect. Cooking for me means different things: doing something manual, where you have to concentrate, learning about other cultures, challenging my skills doing more and more complex stuff. Cooking is also about buying the right ingredients, selecting the best and best quality items for each recipe.»

### Brand Promise

Kitchens for cooks.

## Core Pillars



OUR  
*ingredients*

KitchenAid can help create new opportunities and experiences for the Passionate Gourmet. Share their expertise and ignite their passion. Take them to new places, introduce them to new people.

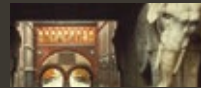
And help them make something special.



WHO?



## WHY?



WHERE?



## WHEN?



## WHAT?



## HOW?

## WHAT?

What makes something special?  
Authentic ingredients with a  
personal story.

Quality, passion, execution  
and technique.

And sharing the experience.



## HOW?

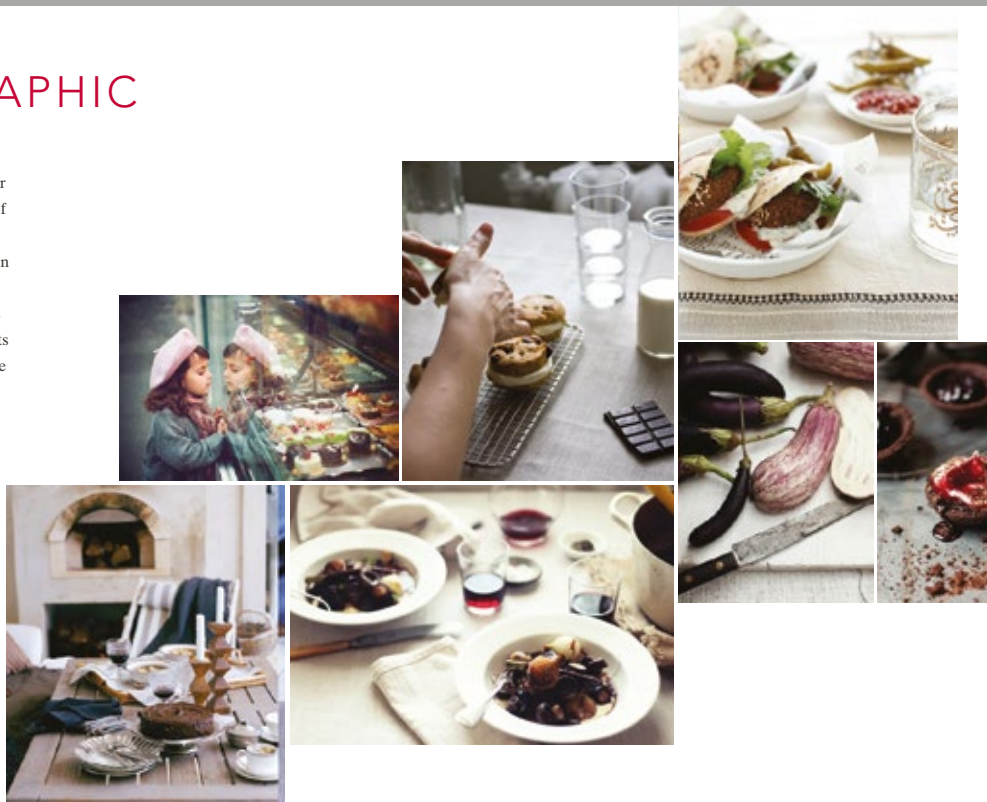
*KitchenAid* can make something special by providing consumers with the cooking methods, the new ideas, the equipment to create. By tapping into the latest foodtrends, rediscovering forgotten ingredients and recipes – Heston Blumenthal's new Dinner restaurant in the Mandarin OrientalHotel, London is a terrific example of this – and finding the rare and locally-sourced.



## PHOTOGRAPHIC *direction*

Simple, natural, always moving, never posed for. Soft, natural, warm glow of light. Always reflect the concepts of Making and Sharing. Always a human presence, but this is not necessarily achieved by showing a person. Focus equally on the human touch, products and ingredients. Shot separately to be combined together in almost infinite variations.

As timeless and elegant  
as the brand itself.



## BRINGING IT ALL *together*

Photography and text *complement each other*. Neither fight for space. But rather, the text brings disparate elements together.

Both copy and visuals are realistic, confident and natural. Understated and elegant. Both work together to make you feel you want to go there, try that, experience the moment for yourself.





EUROPEAN MARKETS MDA PRODUCT RANGE CATALOGUES  
ART DIRECTION, VIDEO AND PHOTOSHOOTING









EUROPEAN MARKETS SDA PRODUCT RANGE CATALOGUES  
ART DIRECTION, VIDEO AND PHOTOSHOOTING

Inspiring creativity in the kitchen since 1919

1893  
Best mechanical  
Die Erleichterung  
L'illumination  
Het moment  
van inzicht

1919  
The birth of a legend  
Die Geburt einer Legende  
La naissance d'une légende  
La nascita di una leggenda  
Het ontstaan van een legende

1923  
Good housekeeping  
Anzeige in der Zeitschrift  
„Good Housekeeping“  
Publicité dans Good  
Housekeeping  
Pubblicità su Good Housekeeping  
Tijdschrift Good Housekeeping

1927  
The mixer of the Stars  
Der Mixer der Stars  
Le robot des stars  
Il robot da cucina delle stelle  
De mixer van de sterren

1936  
The design expert  
Der Designexperte  
L'expert en design  
L'esperto di design  
De designexpert

1941  
Timeless design  
Zeitloses Design  
Un design  
indémoudable  
Design senza tempo  
Tijdsloos design

1984  
A world of colours  
Welt der Farben  
Un monde de couleurs  
Un mondo di colori  
Een wereld van kleuren

2012  
Mix with the best  
Mit den Besten  
mixer  
Votre meilleur allié  
Il re dell'impasto  
Mixer als de besten

2013  
Full range of appliances  
Komplette Küchenausstattung  
Gamme complète d'appareils  
électroménagers  
Una gamma completa  
di elettrodomestici  
Volledig assortiment  
apparaten

2015  
A year of big changes  
Das Jahr der großen Veränderungen  
Une année de grands changements  
Largo alle novità  
Een jaar van grote veranderingen

2018  
#1 Mixer Brand in the World.  
Weltweit die n° 1  
für Küchenmixer  
Marque de robots pâtisseries  
multifonction. n° 1 dans le monde  
Marca n°1 al mondo  
per i Robot da Cucina  
Het n°1 merk voor mixers  
wereldwijd

**KitchenAid**

Inspiring creativity in the kitchen since 1919 | Unverfälschtes Kochen – seit 1919  
Authenticité en cuisine depuis 1919 | Autenticità in cucina dal 1919 | Authentiek koken sinds 1919

ARTISAN

Enter a world of colour

Entdecken Sie die Welt der Farben | Bienvenue dans un monde de couleurs  
Entrate in un mondo pieno di colori | Betreed een wereld van kleur

**KitchenAid**



ARTISAN

**BAKING**

Backen  
Pâtisserie  
Pasticceria  
Bakken

Whatever you're creating, our iconic Stand Mixers and their extensive range of attachments and accessories will inspire you throughout your culinary journey. | Was immer Sie auch zubereiten: Unsere wegweisenden Küchenmaschinen und das umfangreiche Zubehör werden auf Ihrer kulinarischen Reise für immer neue Anregungen sorgen. | Nos robots pâtisseries multifonctions emblématiques et leur gamme étendue d'accessoires vous guideront dans tous vos voyages culinaires. | Qualsiasi cosa meditate di preparare, i nostri robot da cucina iconici e l'ampia gamma di accessori disponibile saranno un'inesauribile fonte di ispirazione per le ore trascorse in cucina. | Wat u ook creëert, onze iconische mixers/keukenrobots en het uitgebreide assortiment accessoires/toebehoren zullen u tijdens uw culinaire reis inspireren.

**KitchenAid**

**KitchenAid**

\*Availability depending on the country.  
\*Verfügbarkeit landesabhängig  
\*La disponibilité peut varier selon le pays  
\*Disponibilità in base al paese  
\*Beschikbaarheid afhankelijk van het land

 SKSM17SPSER*	 SKSM17SPSCU*	 SKSM17SPSGA	 SKSM17SPSIC	 SKSM17SPSVB	
 SKSM17SPSCA	 SKSM17SPSBK	 SKSM17SPSMS	 SKSM17SPSMY	 SKSM17SPSPT	 SKSM17SPSRJ
 SKSM17SPSOB*	 SKSM17SPSLT	 SKSM17SAIPAC*	 SKSM17SPSPJ	 SKSM17SPSAP	 SKSM17SPSBY





IL MARCHIO DI ROBOT DA CUCINA PIÙ VENDUTO AL MONDO.

Un design inconfondibile e prestazioni di altissimo livello er un robot da cucina amato ed apprezzato persino dai grandi chef. Grazie a 18 accessori opzionali, rende possibili tutte le più importanti azioni in cucina.

Scopri tutte le sue potenzialità ai mini-corsi KitchenAid.  
Info e date su [www.KitchenAid.it/MiniCorsi](http://www.KitchenAid.it/MiniCorsi)



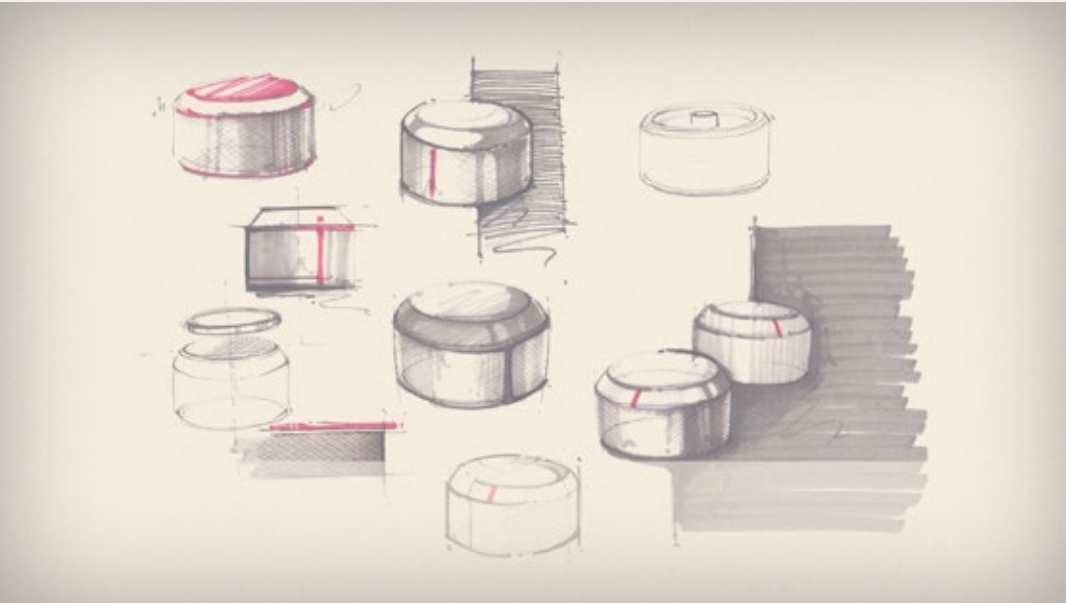
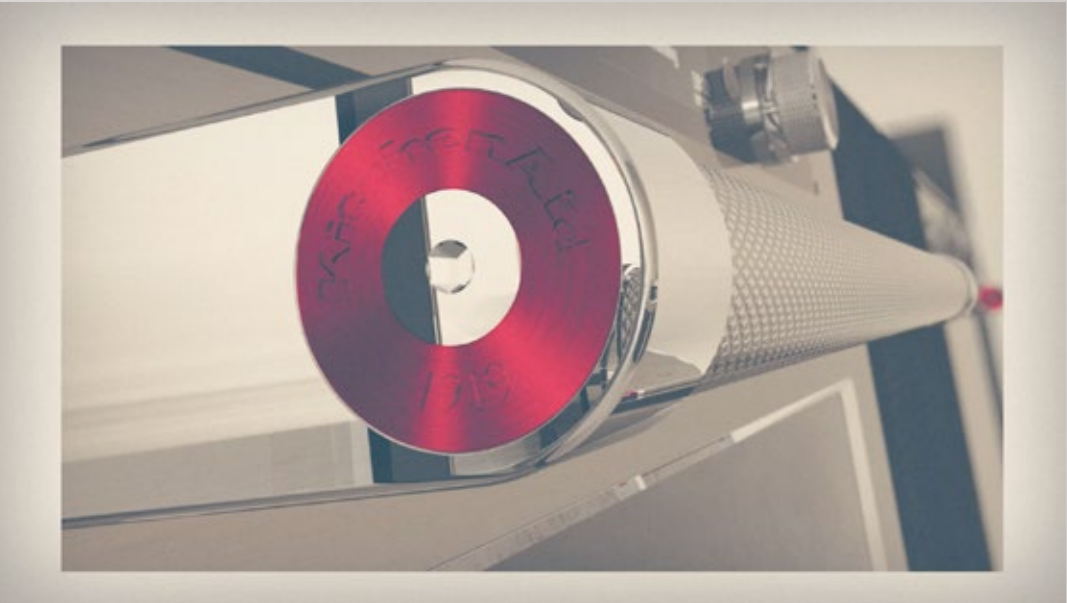
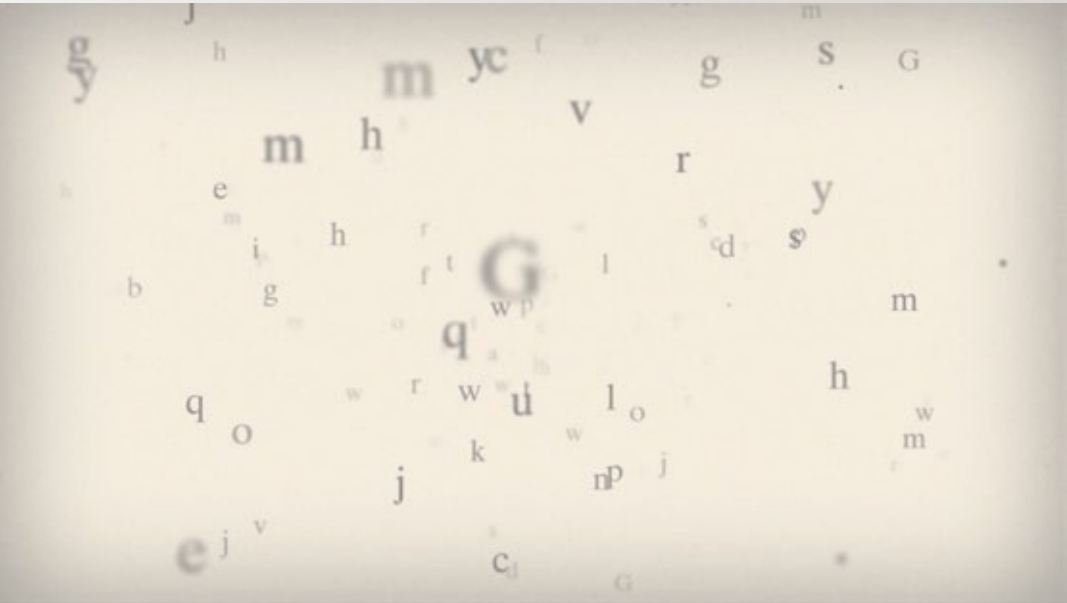
KitchenAid

[www.kitchenaid.it](http://www.kitchenaid.it)












ALONPI

personality

VALUES

ResearchCraftsmanshipQualityCreativitySustainabilityExperience

Only if you know the rules perfectly can you successfully break them. This is the secret of Alonpi, the result of top-quality production that captures attention with technical and artistic inventions capable of surprising even the most sophisticated connoisseur.

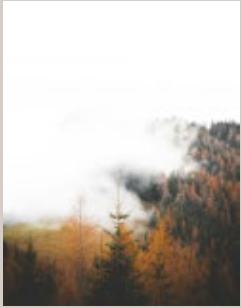


BRAND BOOK

6



personality



Sustainability

Alonpi products are conceived, designed and manufactured to last over time. The commitment to sustainability and social responsibility is evidenced by the use of various tools, from publishing of a Sustainability Report to obtaining important certifications including ISO, GOTS, RWS, OEKO-TEX and SFA.

BRAND BOOK

7

ALONPI

architecture

Logo must be used with or without the payoff only in the following color variants. Positive: either Bark Brown (Corporate Color) or black; Negative: either Cashmere White or Pure White.



ALONPIALONPIALONPIALONPI

LIFESTYLE CASHMERE

BRAND BOOK

USE OF THE BRAND

Logo can be placed onto images only if there is a neutral background.



11

ALONPI

architecture

Usage for titles, quotes, and highlights.

Times

Times

Times

Usage for body copy.

Avenir

Avenir

Avenir

Avenir

TYPOGRAPHY

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Light

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Book

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Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

BRAND BOOK

12

Arenaria Orange

Forest Green

Pure White

Cashmere White

Clay Grey

Bark Brown

COLOR PALETTE

Corporate Color

PANTONE 7533C

C: 22  
M: 78  
Y: 88  
K: 15  
R: 177  
G: 73  
B: 40  
#D44A28

C: 71  
M: 44  
Y: 62  
K: 60  
R: 50  
G: 68  
B: 58  
#32443A

C: 0  
M: 0  
Y: 0  
K: 0  
R: 255  
G: 255  
B: 255  
#FFFFFF

C: 3  
M: 4  
Y: 4  
K: 4  
R: 242  
G: 238  
B: 238  
#F2EEEE

C: 10  
M: 12  
Y: 14  
K: 13  
R: 211  
G: 204  
B: 199  
#D3CCC7

C: 51  
M: 59  
Y: 69  
K: 66  
R: 71  
G: 55  
B: 40  
#473728

ALONPI

architecture

Arenaria Orange as background with neutral tones

The art of Cashmere

A niche, artisanal Italian brand, Alonpi combines the latest trends in Cashmere technology with centuries-old Biella craftsmanship. Alonpi personalities made in Italy history, offering unique and luxurious Lifestyle Cashmere pieces that highlight the sumptuous softness and quiet elegance of the modern design. A careful selection of Cashmere throws and pillows, meticulously researched and brilliantly crafted, are matched with an uncompromising level of luxury: the perfect combination of innovation and centuries-old Biella workmanship.

Alongi, part of Achille Pirelli SpA Group located in Como, is at the forefront of Cashmere research and development, producing soft accessories for top-tier luxury brands. We combine the centuries-old expertise of the best craftsmen in all of Italy to create a unique and special offering.

EDGE 0001

ECRU 0002

GREY 0004

LIGHT GREY 0006

100% CASHMERE. BLANKETS WITH STITCHED EDGE. Extremely soft, comfortable to the touch and with a delicate texture, it is one of the most iconic styles in the Alonpi collection. Elegant and versatile, it fits into any style of bedroom decor.

Style code: 11316CHICAGO 270X200BA Composition: 100% CASHMERE

BRAND BOOK

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ALONPI

visual identity

IMAGES

Lifestyle - Set Design

Highlighting Alonpi's contemporary, exclusive, and eclectic character.

Setups and props complement the product without overwhelming it:

- Spaces should be essential, with few but iconic elements included.
- The shots should be wide, in order to give the products room to breathe.
- The color palette should be neutral, avoiding contrasting accents.
- The locations should evoke refined atmospheres without being excessive colors, finishes, materials, and lighting come together to create a sophisticated ambience of elegance and personality.



BRAND BOOK

22

ALONPI


visual identity

IMAGES

Focus on materials - Close up

The shot must highlight style, quality of materials, finishes, and craftsmanship:

- Highlight the material qualities of the product.
- Emphasize the details that express care and sophistication.



BRAND BOOK

24

ALONPI


visual identity

IMAGES

Mood

The images must complement the communication of the Alonpi lifestyle, underlining its most evocative aspects:

- Macro: details that evoke comfort, intimacy, and express beauty and sophistication, favoring natural materials with desaturated colors and tactile sensations.
- Still life: well-presented and illuminated raw materials, intact, clean, and organized with a strong graphic style.



BRAND BOOK

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ALONPI

visual identity

IMAGES

Inside Alonpi

Reportage images should tell the story of the company in a realistic and authentic way:

- Photographs of artisans while working should focus on their hand movements, their attention to details, and their knowledge of the technologies.
- Raw materials: prioritize close-up and macro shots.



BRAND BOOK

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ALONPI

visual identity

Key Visual Reference

Visual identity of the images must intuitively convey and communicate the brand values and style, highlighting the artisanality, quality, and its distinctive aspects.

Lifestyle

product images staged or worn

Focus on materials

close-ups

Mood

inspirational images

Inside Alonpi


production images

Eventi

images from fairs, presentations, exhibitions, etc.

Timeless

black and white images



BRAND BOOK

21

ALONPI


visual identity

IMAGES

Lifestyle - Worn

Focus must always be on the product:

- The model should be portrayed in natural poses to communicate warmth and encourage identification towards Alonpi products.
- The model should not wear accessories, such as jewelry or watches, and should not have nail polish. Makeup should be natural.
- Lighting and compositions should represent intimate and spontaneous contexts and actions.



BRAND BOOK

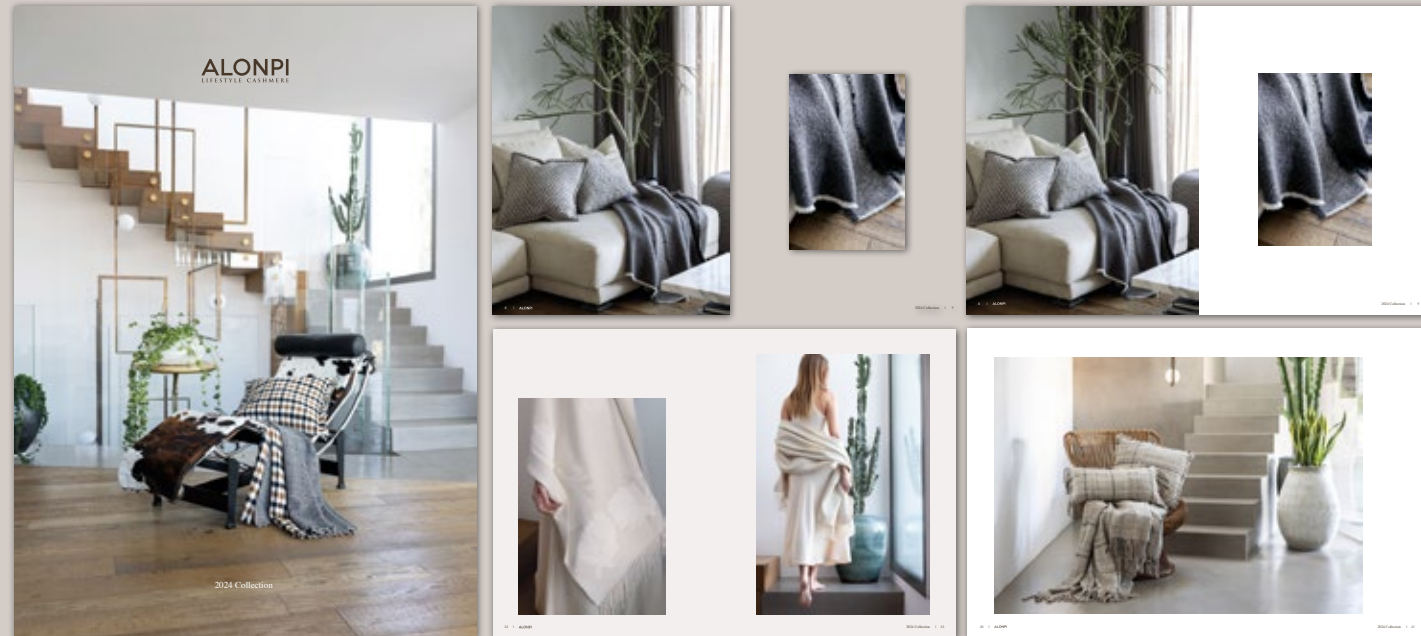
23



## ALONPI

**visual identity**

## LOOKBOOK

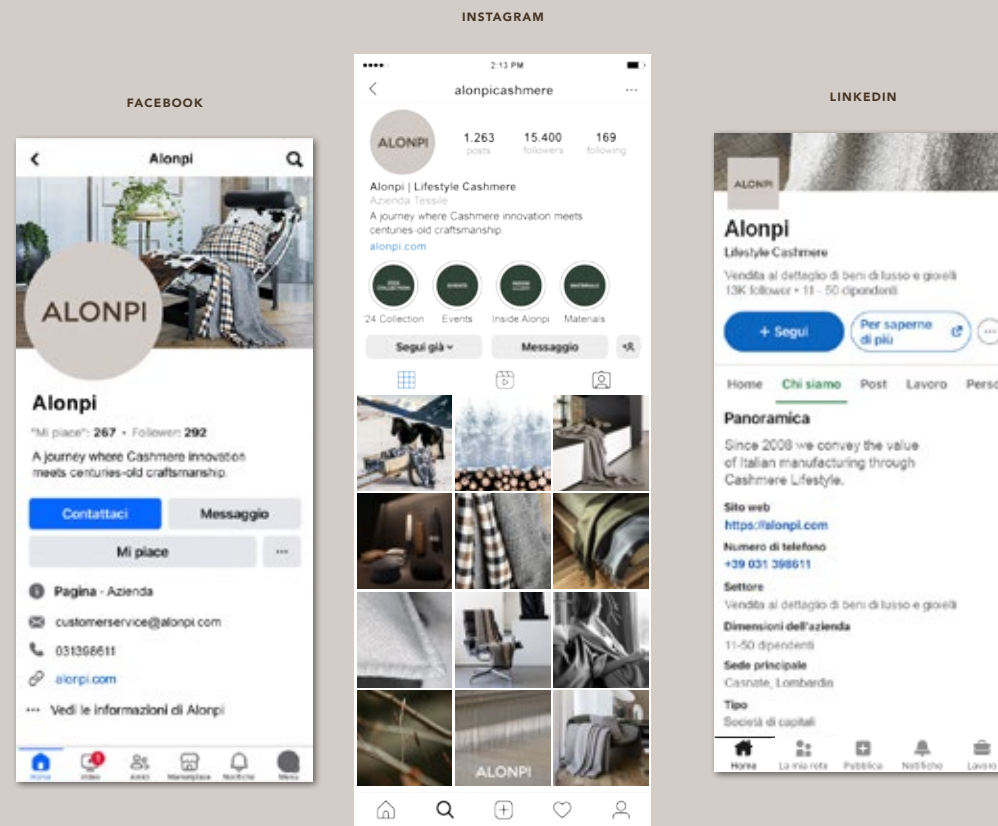


BRAND BOOK

36

## ALONPI

**visual identity**

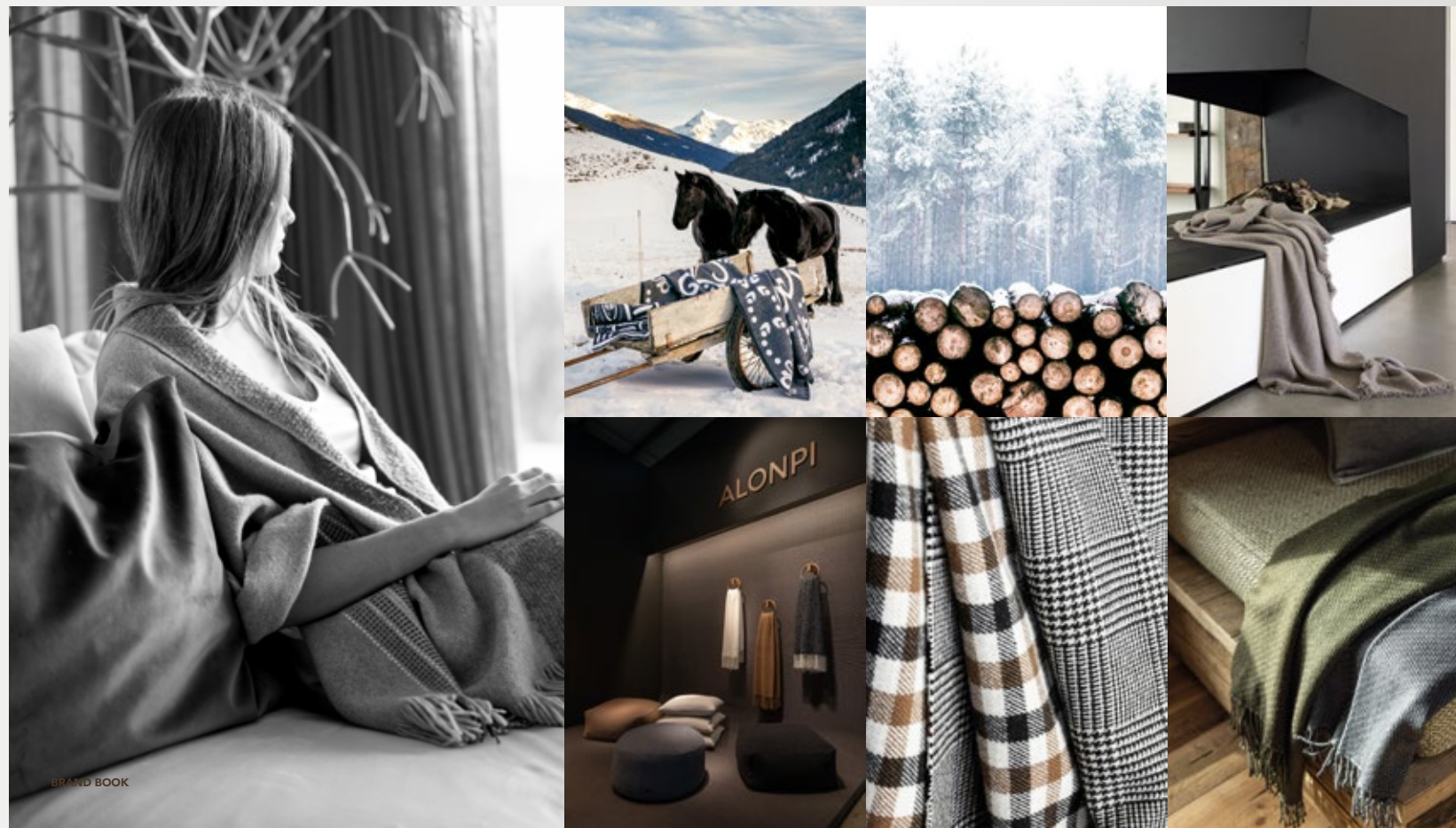


BRAND BOOK

## SOCIAL IMAGE



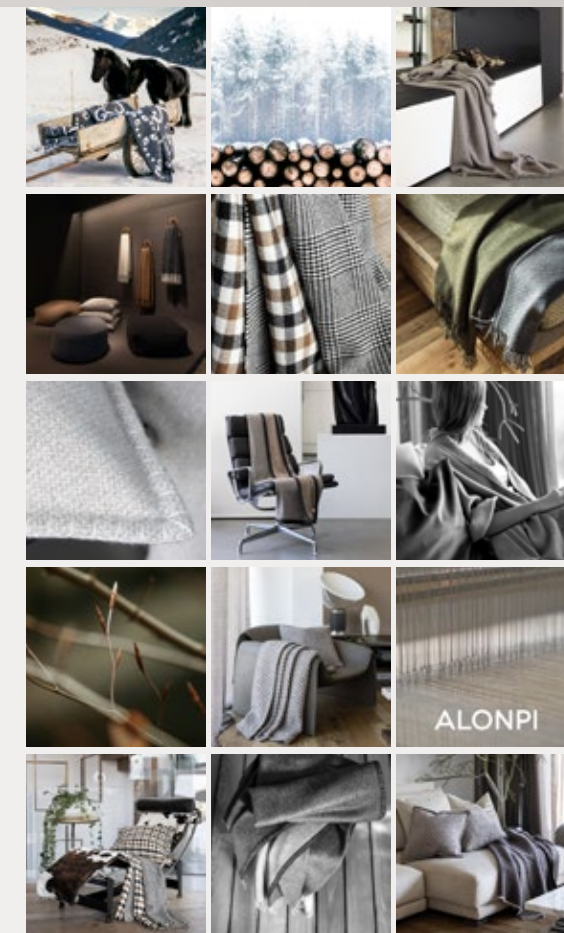
35



## BRAND BOOK

## ALONPI

**visual identity**



BRAND BOOK





Username

Username

Password

Password



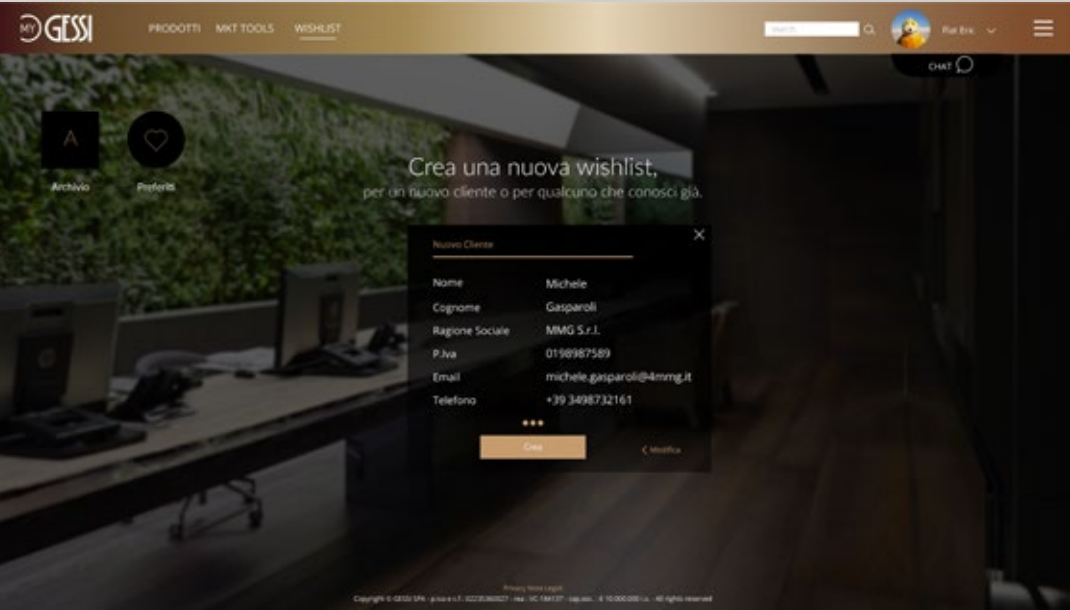
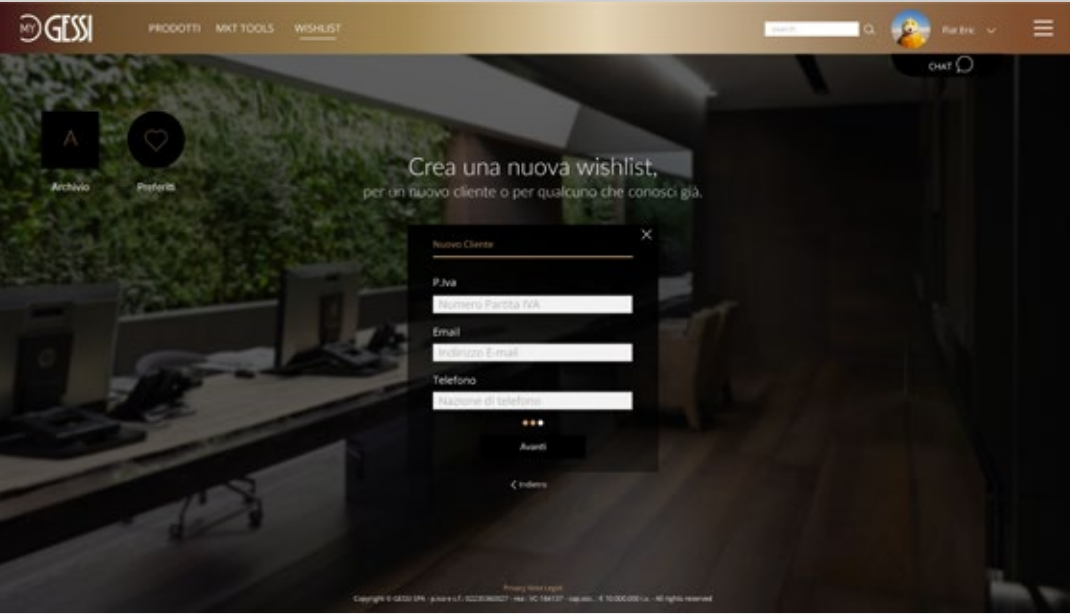
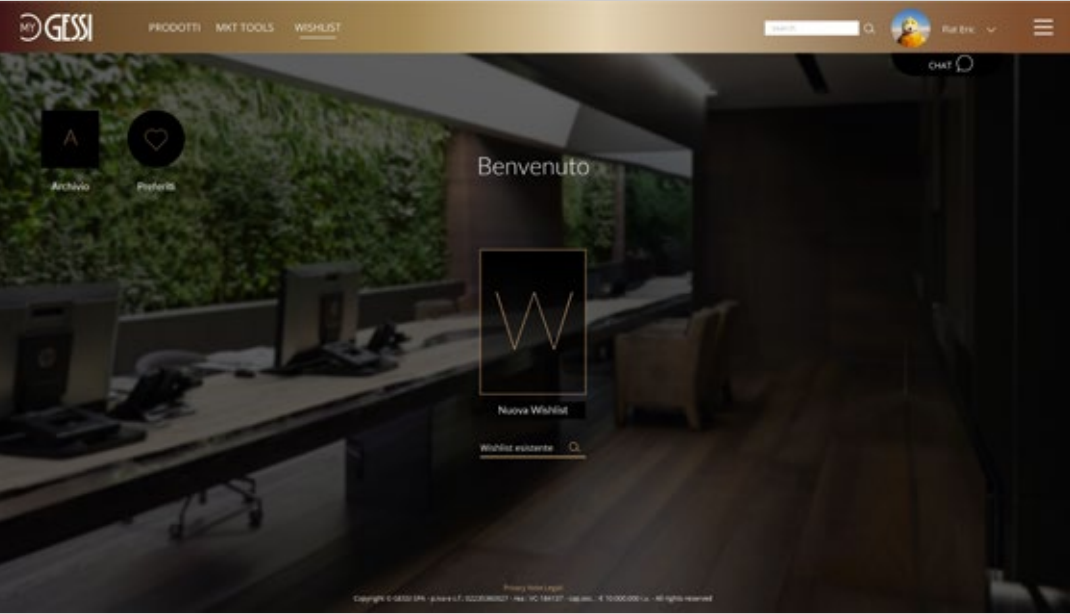
Recupera Password

☐ Ricordami

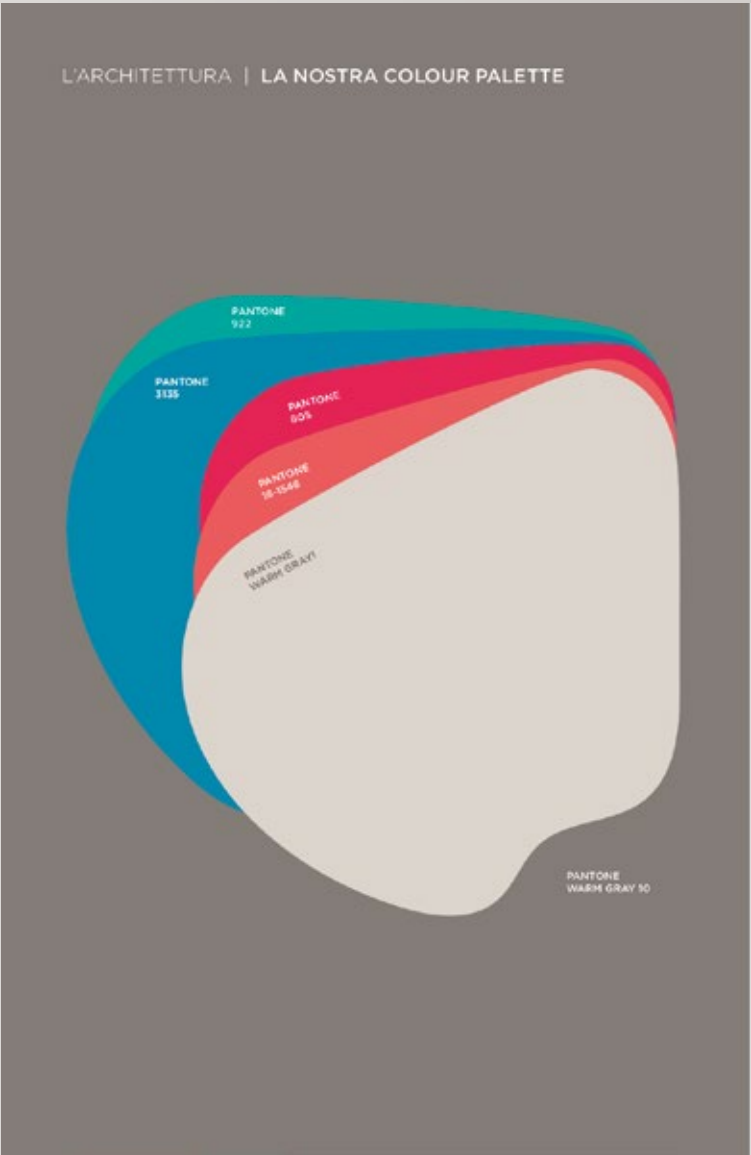
Gessi,  
my wonders of water

Log In

Registrati >







## PALETTE COLORI PRIMARIA

Nelle differenti applicazioni e materiali di brand online/offline, si prevede una palette colori "primaria", che include tonalità presenti nel marchio ed esplose in tinte più forti per permetterci di sorprendere ed osare anche con i colori.

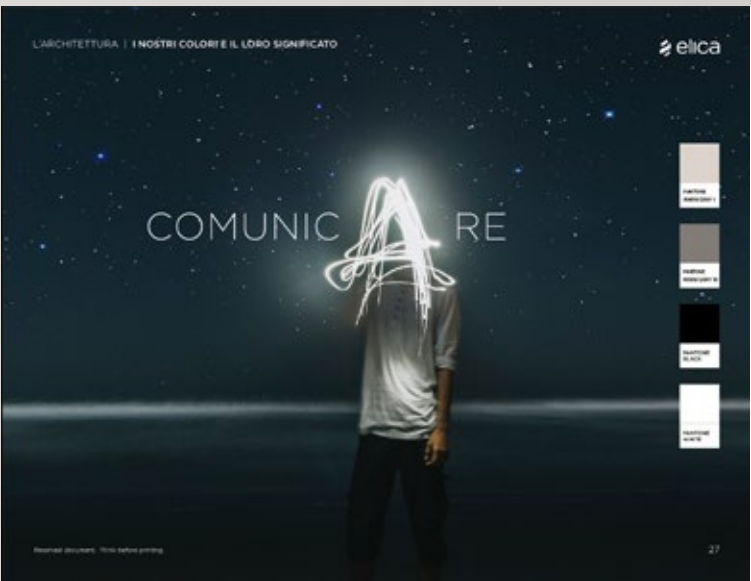
Questi colori possono essere scelti separatamente o combinati insieme a seconda dei concetti da comunicare.

**COTTURA** si suggerisce l'utilizzo di Pantone 15-1546 - Pantone 805

**ASPIRAZIONE** si suggerisce l'utilizzo di Pantone 3135 - Pantone 922



TINTE: da 100% a 20%  
STEP: 5 da 20%



 elica

 elica





# FROM CONCEPT TO DESIGN

Shaping the BTicino product experience

biticino

# INSPIRATION AND FORM

Setting trends with an expressive language



14 CONFIDENTIAL FOR INTERNAL USE ONLY

biticino | A 360° EXPERIENCE

# CASE STUDY Living Now

The power of a project depends on maintaining consistency between all integral elements.

Breaking with traditional patterns, attention to detail, and the quest to deliver essence and personality are the essential ingredients in all graphic elements.

The end result is the sum of many steps which have been carefully coordinated and developed by adapting and improving them according to contingent requirements as and when necessary.

PHOTOS  
& VIDEOS

PHYSICAL  
PRODUCT

VISUAL  
IDENTITY

PACKAGING

ADV & MARKETING  
MATERIALS

WEBSITE & SOCIAL

SAMPLES

EVENTS  
& DISPLAYS

## LIVING now.

PROGETTATA A DECOLA D'ARTE

46 CONFIDENTIAL FOR INTERNAL USE ONLY

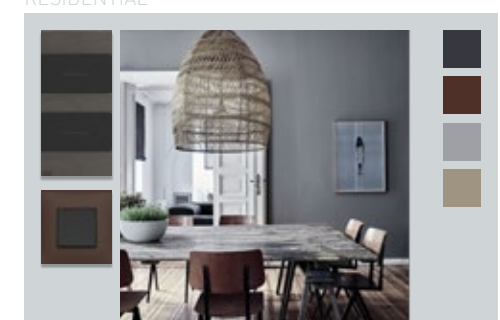
biticino | CHOOSING THE RIGHT FINISH

# SEAMLESS INTEGRATION

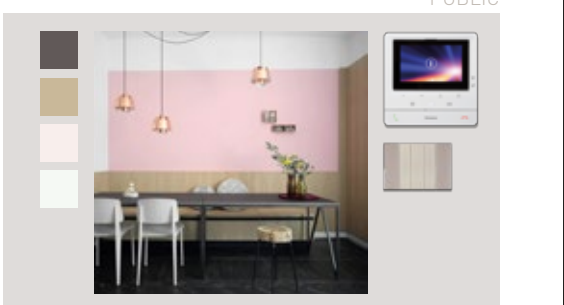
Our products harmoniously blend into their surroundings.

The colours and finishes of every item are strongly influenced by the ambience in which they are used: each product is designed to complement its surroundings rather than be a one-off statement piece. BTicino primarily favours natural tones as they lend an air of sophistication and elegance.


RESIDENTIAL



PUBLIC



COMMERCIAL



CONFIDENTIAL FOR INTERNAL USE ONLY 47

biticino | INSPIRATION AND FORM

# TIMELESSNESS AND CONSISTENCY

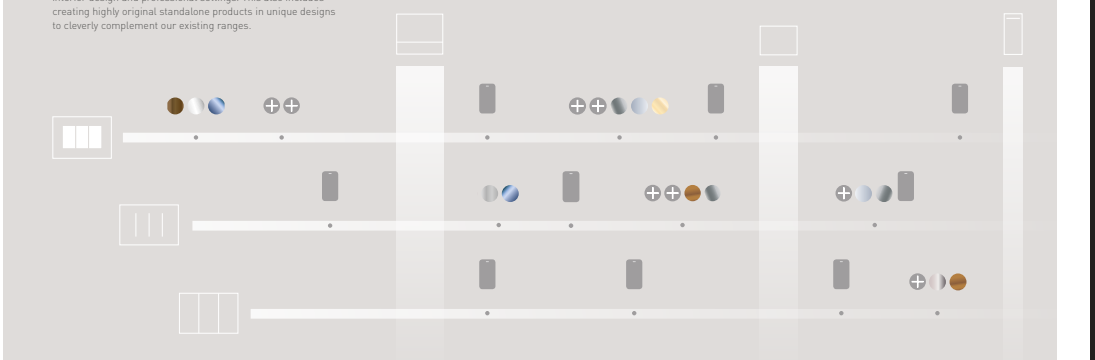
We build long-lasting platforms that are designed to stand the test of time in terms of form and functionality.

We are constantly developing and updating finishes, functions and digital technologies to keep pace with the latest trends in interior design and professional settings. This also includes creating highly original standalone products in unique designs to cleverly complement our existing ranges.

Colour and  
finish updates

Functional  
updates

Digital  
updates



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BITICINO  
RESPONSIBLE PACKAGING  
PACKAGING DESIGN





A Group Brand |  legrand

LIVING  
now®



 biticino

LIVING  
now®



## LIVING NOW ADVANCE

LOGO DESIGN, GRAPHIC SYSTEM, PACKAGING, SHOOTING AND ADV

LIVING   
now®



**b**iticino

LIVING   
now®



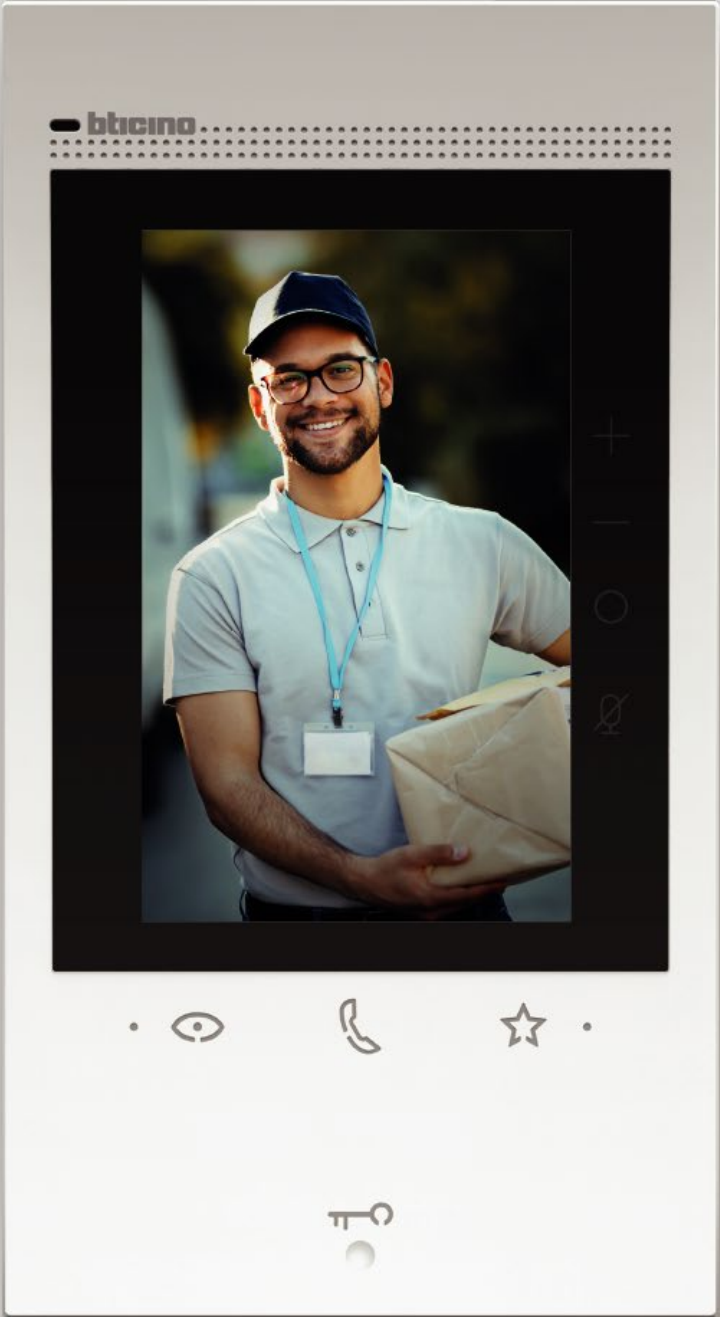




CLASSE  
300EOS

WITH  
Netatmo

bticino



Connected  
and Secure




HOME + SECURITY






Visual identity: graphic universe


CLUSTERS




LIGHTS




DOOR




SHADES




ENERGY




MUSIC




AIR



CENTRAL



...



...


Apps Thumbnails

Apps thumbnails are defined by the cluster's background and the app's icon. Legrand/Biticino logo is always present.

11

Graphic applications

SECURITY APPS CLUSTER



FULL SCREEN  
turn the device to activate full screen mode


DOOR ELIOT  
Full Screen Mode

Lorem ipsum

77

Visual identity: graphic universe

BACKGROUNDS




V\_1.0 / march 25°, 2016

Health


16

Visual identity: graphic universe


ICONS




MENU




ADD




EXIT




VALIDATE




BACK




FORWARD




PLAY




SLIDE




HOME




FIND




EDIT




SETTINGS



SMART ACTIONS



DELETE



FAVOURITES


Navigation icons

Ex et et estrum alitiore et, tem ipsa quissin t

21

Graphic applications

SECURITY APPS CLUSTER



VIDEO  
4:3

MENU  
see guidelines at page ??


BUTTON AREA  
variable H

DOOR ELIOT  
Dashboard Construction

76


Visual identity: graphic universe

NAVIGATION OVERVIEW




SPLASHPAGE  
app loading

a cosa serve caratteristiche




SETTINGS  
apps settings menu

a cosa serve caratteristiche



HOME  
apps general menu

a cosa serve caratteristiche



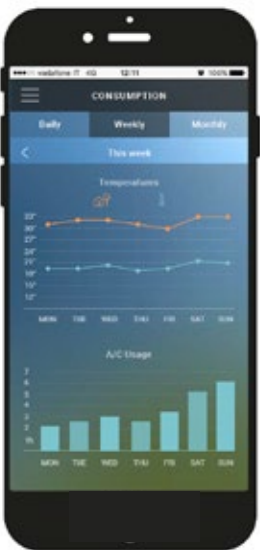
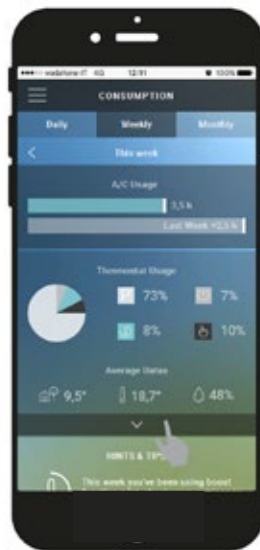
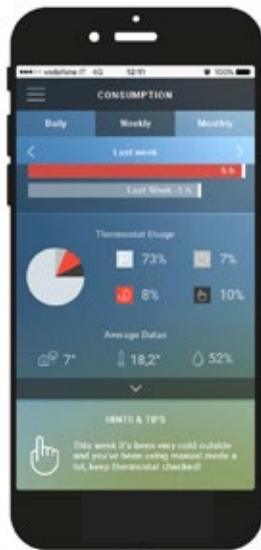
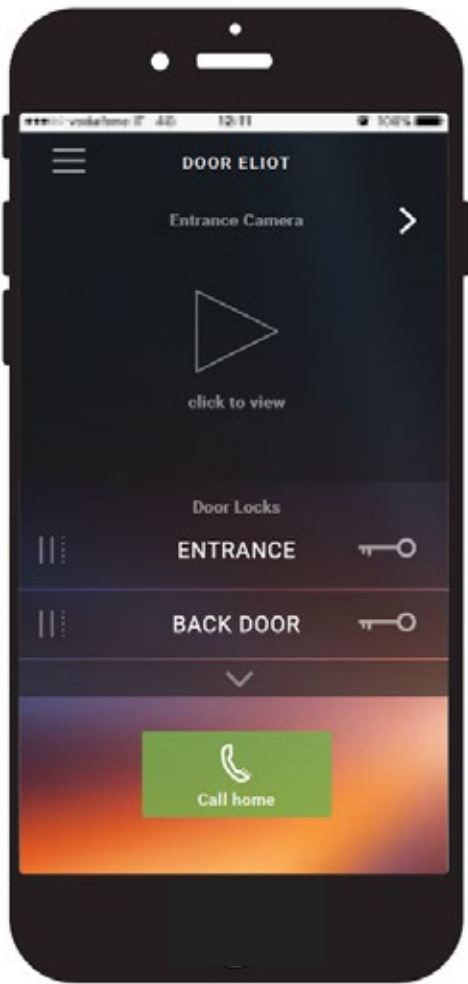
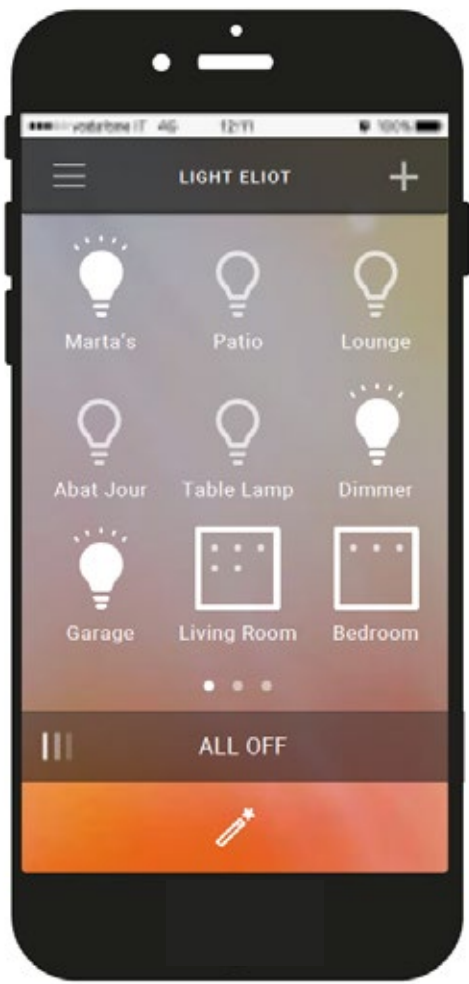
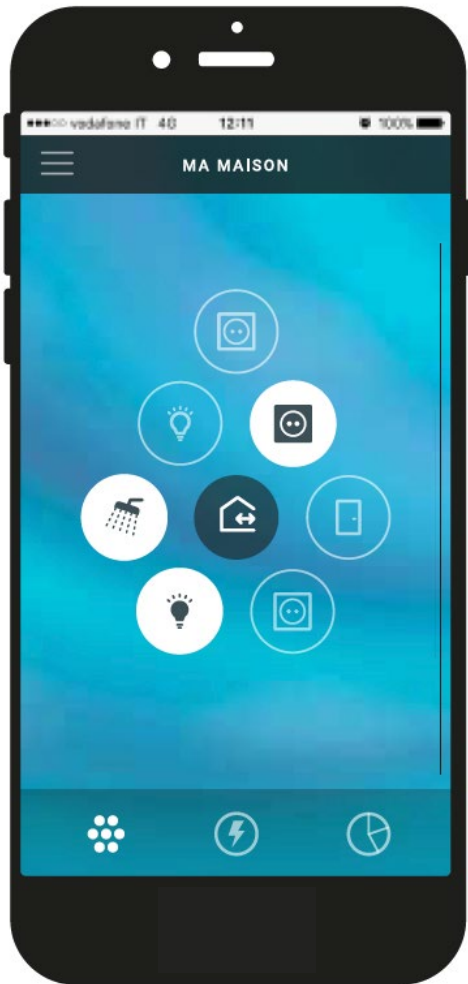
SMART ACTIONS  
cross apps menu

a cosa serve caratteristiche

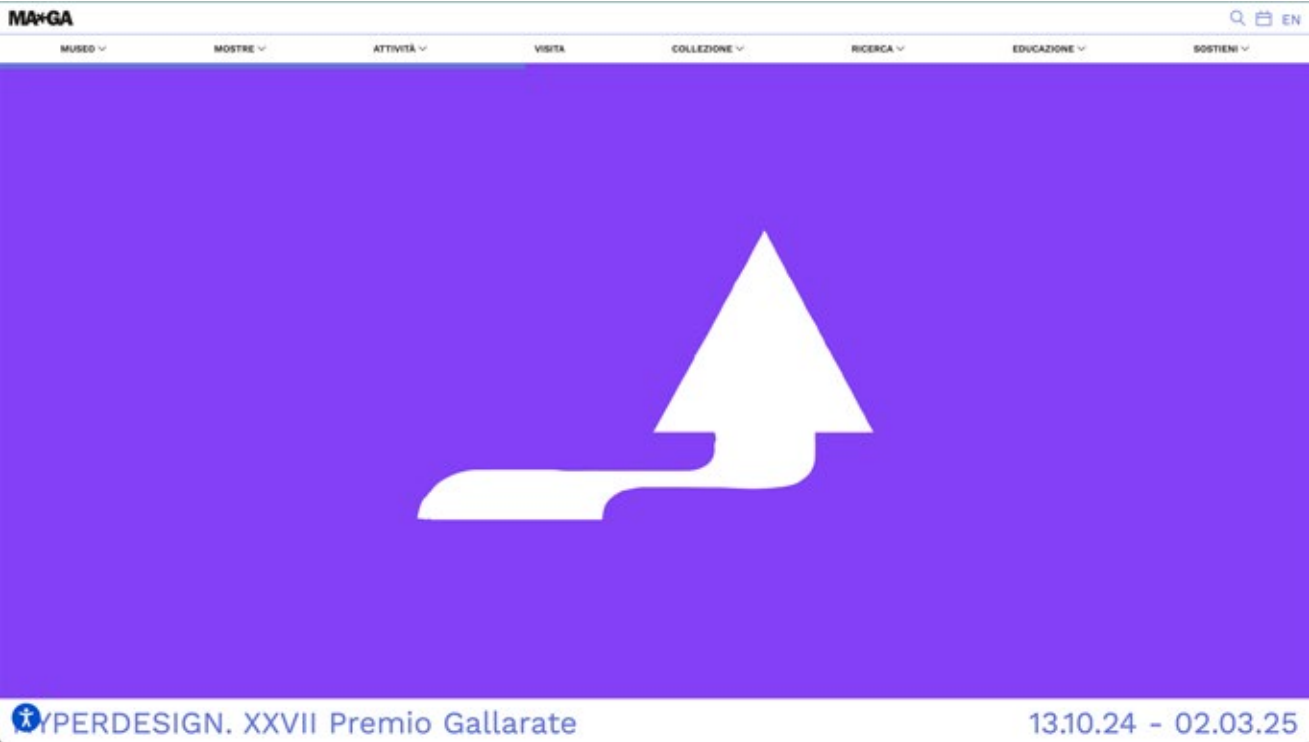
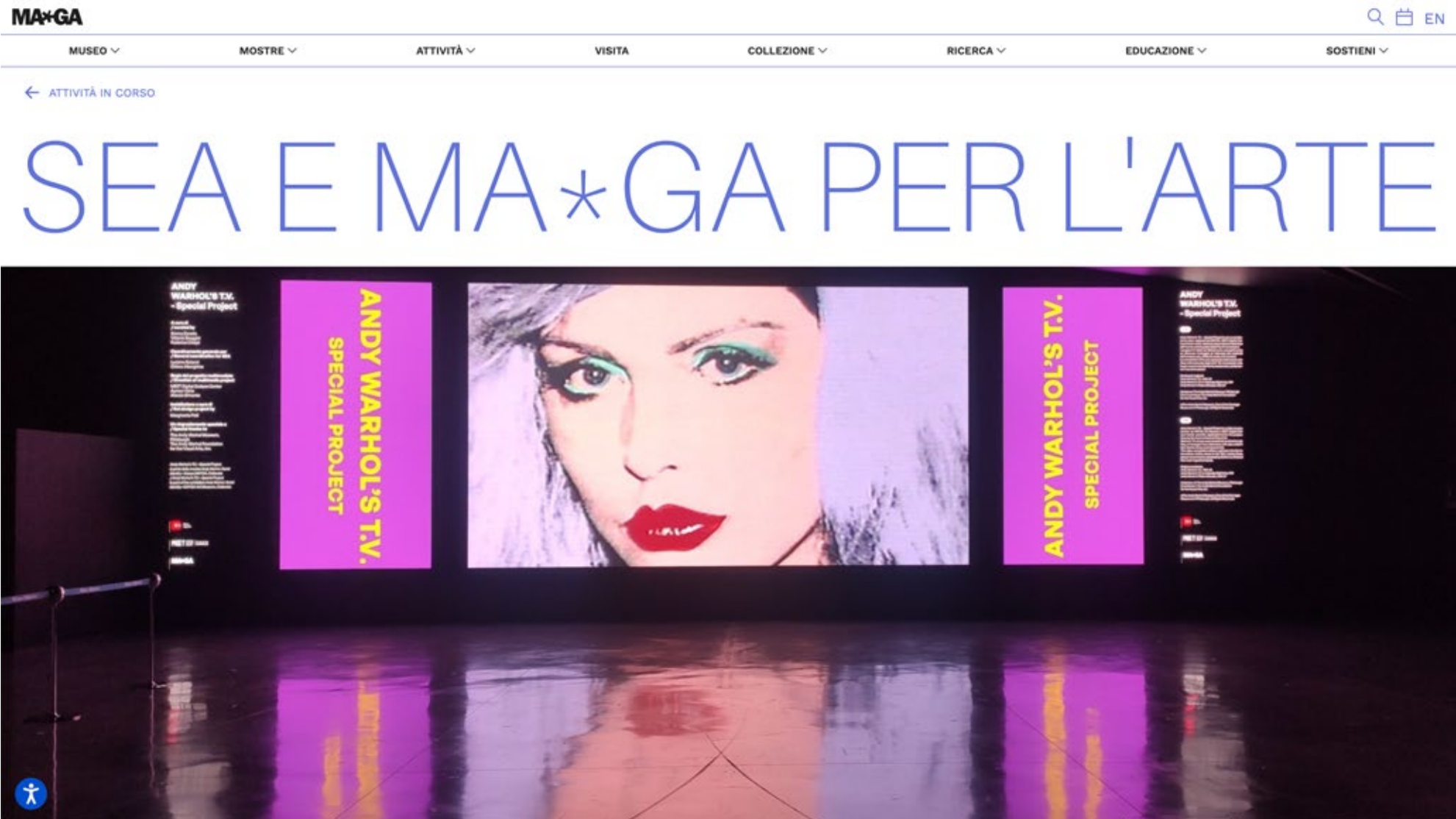
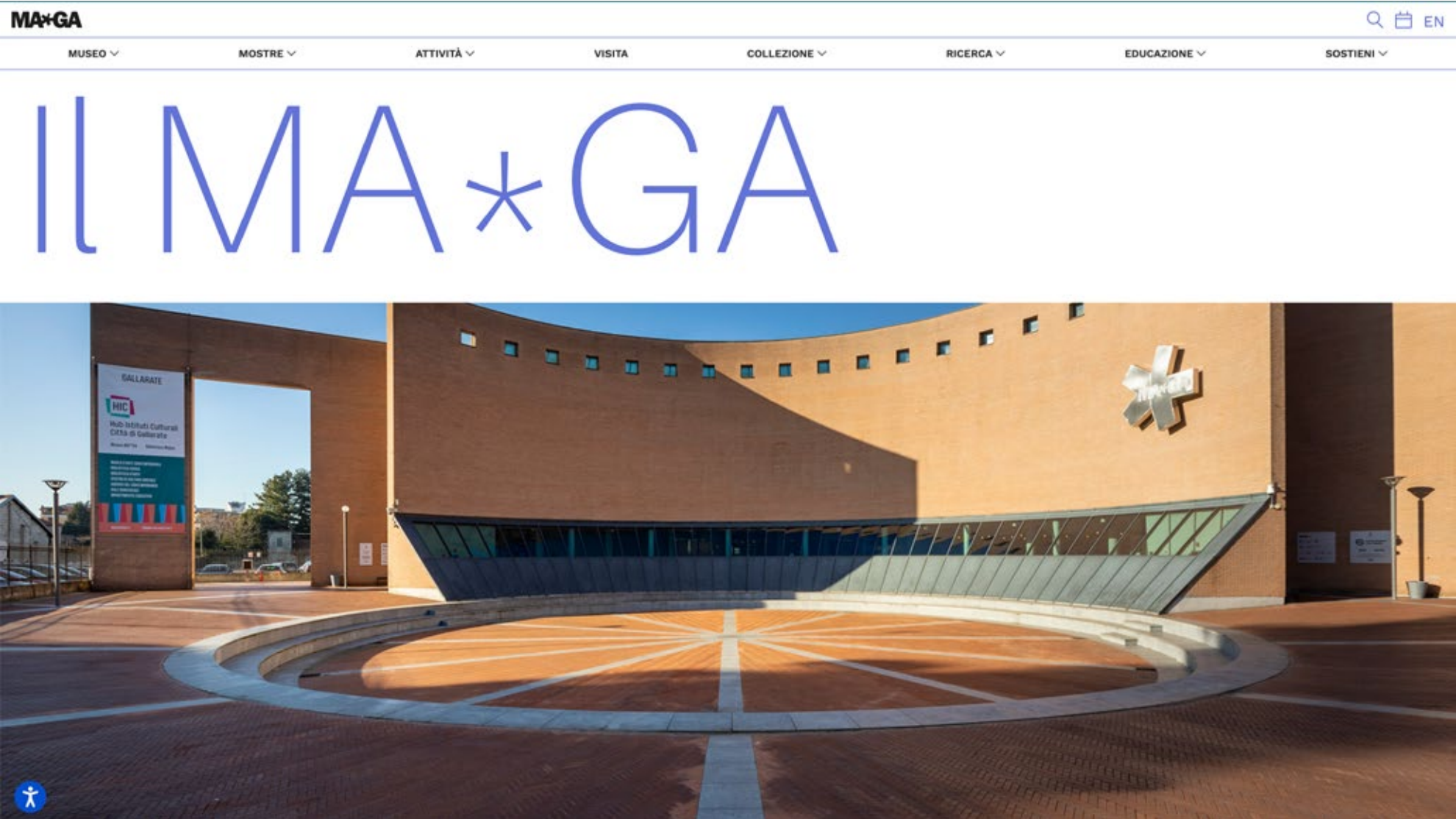
Ex et et estrum alitiore et, tem ipsa quissin tectisi aut quae reptata tustrup idebitam,

41











URBAN MINING

RIGENERAZIONI URBANE

MA\*GA

14 MAGGIO  
17 LUGLIO  
2016

CENTRO URBANO DI GALLARATE

MUSEO MA\*GA

MUSEO DEGLI STUDI PATRI

XXV PREMIO NAZIONALE ARTI VISIVE CITTÀ DI GALLARATE

OFFICINA CONTEMPORANEA

[museomaga.it](http://museomaga.it)

Soci Fondatori

Con il sostegno di

Partner istituzionali

Museo associato

KEROUAC  
BEAT  
PAINTING

MA\*GA

03.12.17 – 22.04.18

MUSEO MA\*GA  
VIA EGIDIO DE MAGRI 1  
21013 GALLARATE (VA)  
[WWW.MUSEOMAGA.IT](http://WWW.MUSEOMAGA.IT)

MARTEDÌ – VENERDÌ  
9.30 – 12.30 | 14.30 – 18.30  
SABATO E DOMENICA  
11.00 – 19.00

Con il sostegno di

Partner istituzionali

Museo associato

ABITARE  
È ESSERE  
OVUNQUE  
A CASA  
PROPRIA

OPERE E RICERCHE  
NELL'AMBIENTE URBANO  
1962-2016

UGO LA PIETRA

16 APRILE / 18 SETTEMBRE 2016

MA\*GA

MA\*GA  
via Egidio De Magri 1  
Gallarate  
[www.museomaga.it](http://www.museomaga.it)

Aeroporto di Milano Malpensa  
Terminal 1  
Area adiacente Porta di Milano  
e ViaMilano Lounge

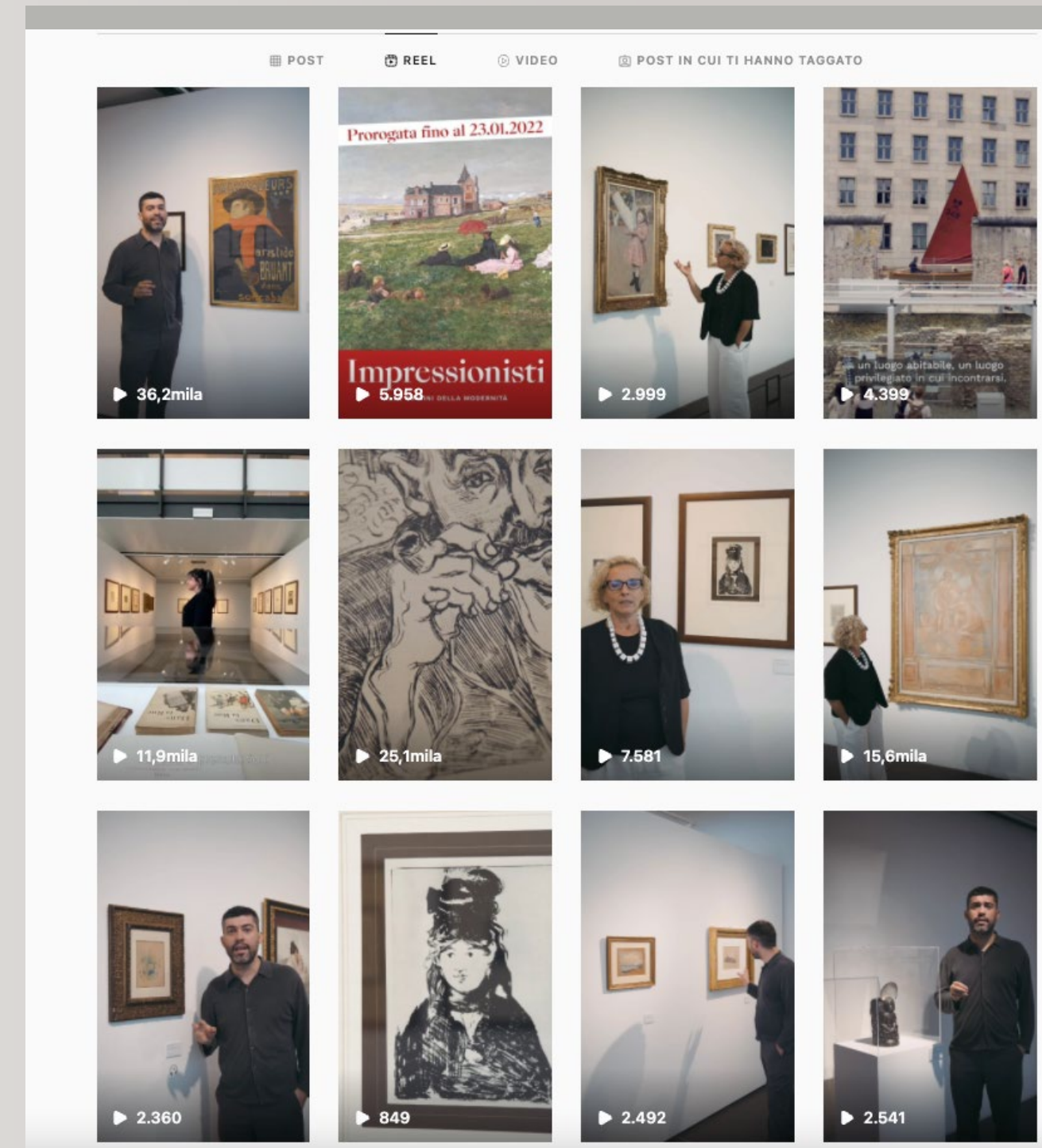
Con il sostegno di

Partner istituzionali

Museo associato



# SOCIAL MEDIA STRATEGY DESIGN AND MANAGEMENT







When I create something, I always keep this in mind: interiors will have to be in tune with the ever-changing world around us.

GIORGIO SAPORI

SOFA  
Super Roy

design  
GIORGIO SAPORI



Composizioni e misure a richiesta. Struttura metallica imbottita in gomma uretanica isolante e morbida.  
Schedali curvi sovrapposti, a due profondità differenziate per un diverso comfort di seduta.  
Il taglio in diagonale dei cuscini di seduta si accorda con la particolare forma dei cuscini degli schienali.

Compositions and sizes are available on request. Steel frames padded with resilient polyurethane foam.  
Overlapping curved backs which provide two different seating depths for better comfort.  
The diagonal cut of the seat cushions is in harmony with the shape of the back cushions.

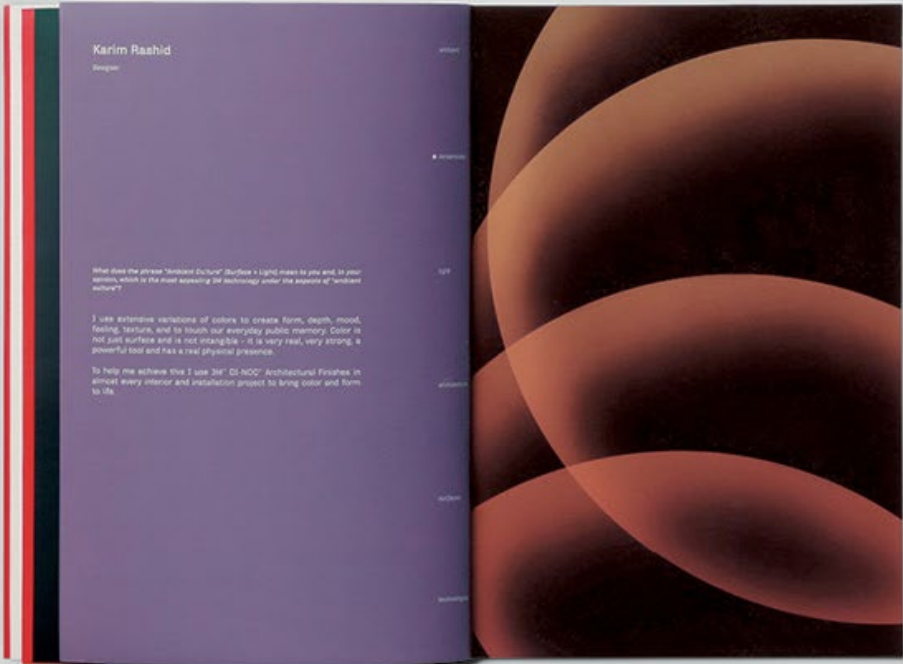


Sofo Super Roy  
Armchair - Jada  
Low table - Jada



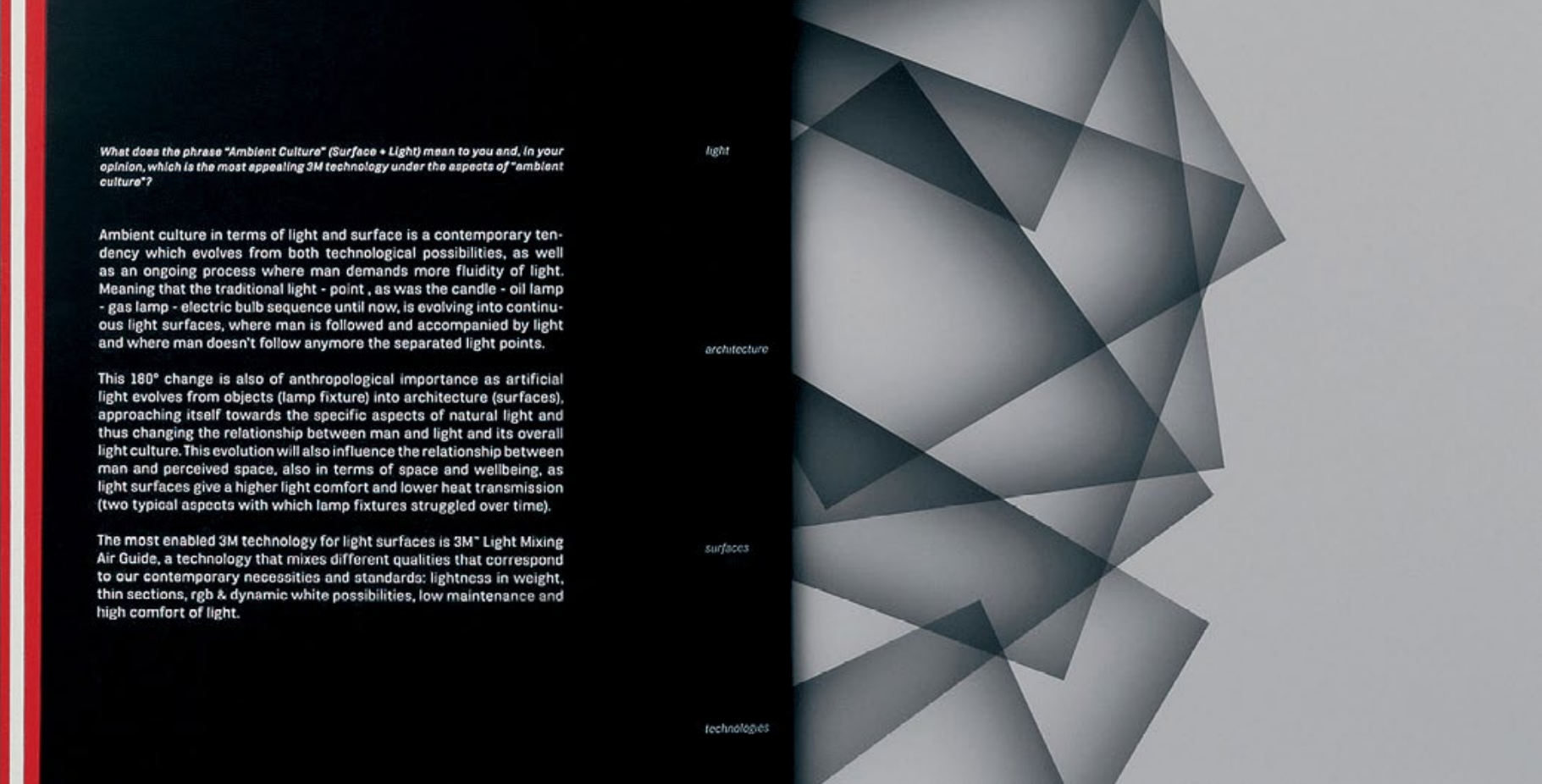






3M – a worldwide leader in innovation and new product development with top – notch products and technologies in branches ranging from healthcare to safety, from graphics to transportation and much more – showcases its solutions for the architectural and design market in an astonishing exhibition at the renowned Triennale di Milano, during the 2011 Milan Week of Design.

"Infinite Innovation" is a masterfully staged installation entirely dedicated to a series of advanced, futuristic and sustainable 3M technologies for Ambient Culture in architecture and design, an exploratory trip through the world of surface finishing solutions and artificial and natural lighting, allowing for the integration of light as part of the architectural and design project as ambience solutions.



What does the phrase "Ambient Culture" (Surface + Light) mean to you and, in your opinion, which is the most appealing 3M technology under the aspects of "ambient culture"?

Ambient culture in terms of light and surface is a contemporary tendency which evolves from both technological possibilities, as well as an ongoing process where man demands more fluidity of light. Meaning that the traditional light - point , as was the candle - oil lamp - gas lamp - electric bulb sequence until now, is evolving into continuous light surfaces, where man is followed and accompanied by light and where man doesn't follow anymore the separated light points.

This 180° change is also of anthropological importance as artificial light evolves from objects (lamp fixture) into architecture (surfaces), approaching itself towards the specific aspects of natural light and thus changing the relationship between man and light and its overall light culture. This evolution will also influence the relationship between man and perceived space, also in terms of space and wellbeing, as light surfaces give a higher light comfort and lower heat transmission (two typical aspects with which lamp fixtures struggled over time).

The most enabled 3M technology for light surfaces is 3M® Light Mixing Air Guide, a technology that mixes different qualities that correspond to our contemporary necessities and standards: lightness in weight, thin sections, rgb & dynamic white possibilities, low maintenance and high comfort of light.



About 3M

A recognized global leader in research and development, 3M creates and produces thousands of innovative, unique and valuable products for dozens of diverse markets. The best-known products, solutions and brands of 3M belong to the graphics, healthcare and consumer products families, including Post-it® Notes, Scotch® Adhesives, Scotch-Bond® Spacers, Transpore® Bandages for wound and burn care and many other products. Bandages, for skin care etc. 3M technologies and products are also vital components of our computers and instruments at our disposal. They protect us with reflective fabrics and respiratory protection, allow shop windows or partition walls with decorative facades and enhance the visibility of street signs with reflective films.

In fact, 3M's core strength is applying its 41 distinct technology platforms - often in combination - to a wide array of customer needs. Its products and solutions are continuously evolving thanks to the work of thousands of internal researchers.

Since 2002, 3M has been supporting this research work with the strategic consultancy of the 3M Design Lab, contributing to the company's understanding of global markets via an integrated and 360-degree design approach to needs and solutions. The 3M Design Lab's comprehensive and holistic view on innovation and consumer demands enables the capture of different geographical, social and cultural traits of each market. This approach has brought 3M to create hundreds of new, internationally appreciated and successful technologies, products and solutions, many of which have been shortlisted or awarded with international prizes such as the Red Dot Design Award, selection for A'D Award of Design, iF Design Award, PULSE Award, Good Design Award of Chicago Athenaeum V&A Award.

The 3M Design Labs are located worldwide: Design Lab US in the 3M head Quarter in St Paul (Minnesota); Design Lab Europe in Milan (Italy); Design Lab Asia Pacific in Shanghai (China); Design Lab Japan in Tokyo.

At 3M, the research into new technologies and products also takes into consideration the big challenge of sustainability. Driven by a commitment to innovation and ethical conduct, 3M continually increases sustainability at the economic, social, and environmental levels, in order to build a strong, vital company today, and leaving a rich legacy on which future generations can build.

3M has been recognized with the 2010 Design Award for ecological sustainability, having, in the last 10 years, reduced the company's emission of carbon dioxide by 77%.

- 3M has a worldwide presence in the following markets:
- Consumer and Office
  - Display and Graphics
  - About 3M and Communications
  - Health Care
  - Industrial and Transportation
  - Safety, Security and Protection Services
- 3M at a Glance (Year-end 2008)
- Global sales: \$23 billion
  - International non-US sales: \$14.6 billion
  - R&D per cent of company's total
  - Operations in more than 65 countries
  - 3M products sold in nearly 200 countries
  - 75,000 employees globally





FIAT CRYSLER AUTOMOBILES EVENT IN TORINO  
CONCEPT, BOOTH DESIGN AND COMMUNICATION TOOLS







TAGLINE

Experiencing and suggesting Brand Pillars.

Conveying an international Italian Lifestyle through brand pillars:

- ICONIC DESIGN
- ITALIAN ORIGINS
- QUALITY
- INTERNATIONAL ITALIAN LIFESTYLE

BRAND  
PILLARS

Logo Guidance



WORDMARK LOGO + TAGLINE

BORETTI Passione in Cucina

Tagline may be used as a standing-alone element, as a lock-up with Wordmark logo.

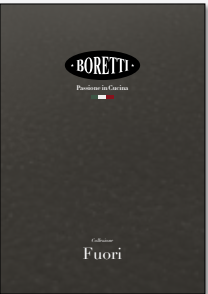
It is essential on advertising pages, representing brand on events' materials or when Wordmark Logo appears among other brands.

Font, proportions and lock-up visual guidelines should not be altered or rearranged in any matter.

Font color has to match main Wordmark logo color (black).



Marketing Materials



COVER

All pictures are to be considered as suggestions/placeholders.

PRODUCT CATALOGUES & BROCHURES



BORETTI PILLARS

Color Guidance

DOVE GRAY

print	C	0	PMS Warm Gray 3U
	M	6	
	Y	7	
	K	40	
digital	R	177	
	G	171	
	B	167	
	#	B7AA66	
web	#	B7AA66	

SAND GRAY

C	0	PMS Warm Gray 2U
M	3	
Y	4	
K	20	
R	240	
G	240	
B	239	
#	F0F0EE	

IVORY WHITE

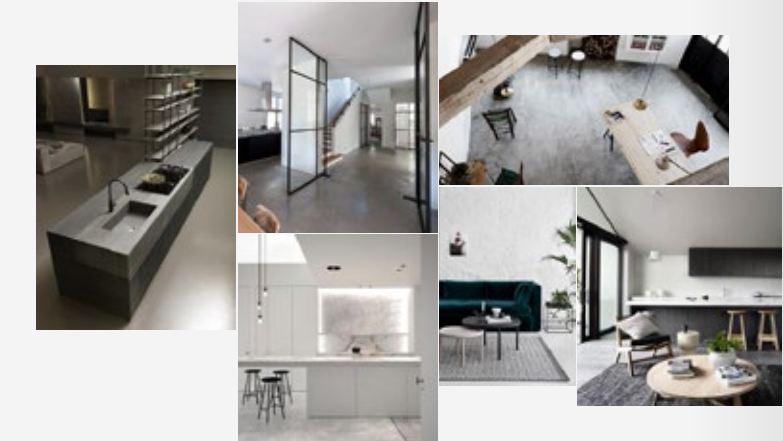
C	0	PMS Warm Gray 1U
M	0	
Y	1	
K	8	
R	240	
G	240	
B	239	
#	F0F0EE	

EXTENDED COLOR PALETTE

PRODUCTS-INSPIRED EXTENDED COLOR PALETTE 100% 70% 30% SHADES

C 35 M 10 Y 08 K 07	C 51 M 22 Y 24 K 00	C 77 M 49 Y 70 K 45	C 00 M 00 Y 00 K 80	C 22 M 13 Y 10 K 27	C 13 M 19 Y 24 K 07	C 34 M 31 Y 85 K 02	C 00 M 05 Y 17 K 80	C 40 M 55 Y 53 K 43	C 25 M 71 Y 46 K 17	C 10 M 100 Y 79 K 40
R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31	R 148 G 17 B 31
# 3c5544	# 3c5544	# 3c5544	# 3c5544	# 3c5544	# 3c5544	# 3c5544	# 3c5544	# 3c5544	# 3c5544	# 3c5544

Photography Guidance



PR PHOTO DIRECTION

Authentic lifestyle through a understated approach.

Simple, natural, never posed for.  
Soft, natural, warm glow of light.  
Slightly desaturated color treatments in order to convey a "buongusto" look.  
Real scenarios and re-created sets are sophisticated but human and cozy.  
The Italian signature is perceived through the presence of details (eg. a Moka left on the burner).

Materials and finishings does not communicate deliberate luxury, yet an understated and authentic lifestyle.  
Essentialism in styling combined with "storytelling details" and an accurate choice of finishings among materials convey "Passione in Cucina".

Photography Guidance



PRODUCT PHOTO DIRECTIONS

Close-up and key-features pictures inviting to touch and experience products.

Sophisticated, bold, attractive.

Products' close-ups aim to highlight features, shapes and finishings with clean compositions. Natural use of light and blurred white/black backgrounds are suggested.

Product's ambience pictures are intended to convey the sense of "object of desire".

Lights and shadows combine with black and gray background in order to highlight details, such as chromed parts, and other details standing out of the picture.



**BORETTI**

**BILLBOARD CAMPAIGN**

CONCEPT AND PHOTO AND VIDEO SHOOTING





# A Food Journey

**Whirlpool**  
CORPORATION

**KitchenAid**  
SERIOUS ABOUT FOOD

**Whirlpool**  
#SENSINGYOURWORLD

**Hotpoint**  
FOOD CARE CULTURE

**Indesit**  
#DOITTOGETHER

EuroCucina2018

#DOITTOGETHER

Indesit

FOOD CARE CULTURE

Hotpoint

#SENSINGYOURWORLD

Whirlpool

SERIOUS ABOUT FOOD

KitchenAid

# Food Journey

A food Journey

SERIOUS ABOUT FOOD



Con i suoi elettrodomestici di alta qualità è marchio KitchenAid, da quasi un secolo ha preso in considerazione i cibi molto seriamente, rivoluzionando il modo in cui si prepara. Non si tratta di semplici strumenti di lavoro, ma di prodotti capaci di eguagliare la creatività di chi cucina combinando tecnologia all'avanguardia, qualità artigianale e design esclusivo.

With its top-quality home appliances, the KitchenAid brand has been considering food very seriously for almost a century, revolutionizing the way it's prepared. These are not just work tools, but products that inspire creativity for passionate cooks by combining cutting-edge technology, craftsmanship and iconic design.

KitchenAid



TWELIX & ARTISAN COLLECTION

CUCINARE A CASA COME UN VERO CHEF  
Cook at home like a real chef

Molte persone che si dedicano alla cucina in casa, non solo per il piacere di cucinare, ma anche per il desiderio di esprimere la propria creatività e di creare qualcosa di unico. Per questo, la cucina deve essere un luogo in cui si possa esprimere la propria creatività e di creare qualcosa di unico. Per questo, la cucina deve essere un luogo in cui si possa esprimere la propria creatività e di creare qualcosa di unico.



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A food Journey

#DOITTOGETHER

È TEMPO DI CONDIVISIONE CON TUTTA LA FAMIGLIA. IL LAVORO DEDICATO ALL'ALIMENTAZIONE DOMESTICA: I RISULTATI SANANO IMPREVEDIBILI.

#DoitTogether è l'appassionante campagna di Indesit realizzata per stimolare la consapevolezza sullo squilibrio di genere nei lavori domestici. Secondo IOCSE, "in media, i partner femminili dedicano il doppio del tempo ai lavori di casa rispetto a quelli maschili". La campagna di comunicazione cerca di coinvolgere le persone facendole riflettere sulle possibilità di portare personalmente un cambiamento positivo nella propria vita familiare. Per questo motivo Indesit ha anche lanciato un sondaggio sul social media dove invita le persone a dare un'opinione sulla condivisione dei compiti nella propria famiglia.

#DoitTogether is an exciting campaign from Indesit that raises awareness of the gender imbalance in domestic labour. According to the OECD, "on average, female partners spend twice as much time on housework than men." The campaign seeks to start conversations and get people thinking about how they can make a positive change in their own lives. Therefore Indesit also launched a social media survey that invited everyone to assess how well their own family shares tasks.



AVARICI RICHIEDI PER IL PROGETTO DI CUCINA

AVARICI RICHIEDI PER IL PROGETTO DI CUCINA

Indesit

#SENSINGYOURWORLD

LA CASA DOMOTICA È IL PRESENTE  
HOME AUTOMATION IS HERE NOW

L'attuale tecnologia di ultima generazione Whirlpool offre performance elevate e funzioni superiori grazie alla tecnologia 5TH SENSE, per un'esperienza di utilizzo intuitiva e personalizzata. L'innovazione tecnologica ha consentito di creare prodotti intelligenti in grado di ascoltare, capire e adattarsi alle abitudini di chi li utilizza, dalle esigenze performative e dal design all'avanguardia. Il proprio risultato: interpretare i bisogni delle persone, immerse in una vita quotidiana sempre più impegnativa.

The latest generation of appliances developed by Whirlpool offer advanced performance and special intelligent functions thanks to 5TH SENSE technology: giving consumers an intuitive and personalized experience. Technological innovation has opened the road to the creation of intelligent products with cutting-edge design and top performance that are able to listen, understand and adapt to the habits of those who use them. Listening to the distinctive value of these new generation appliances. This stems from the desire to adapt to an increasingly hectic lifestyle.

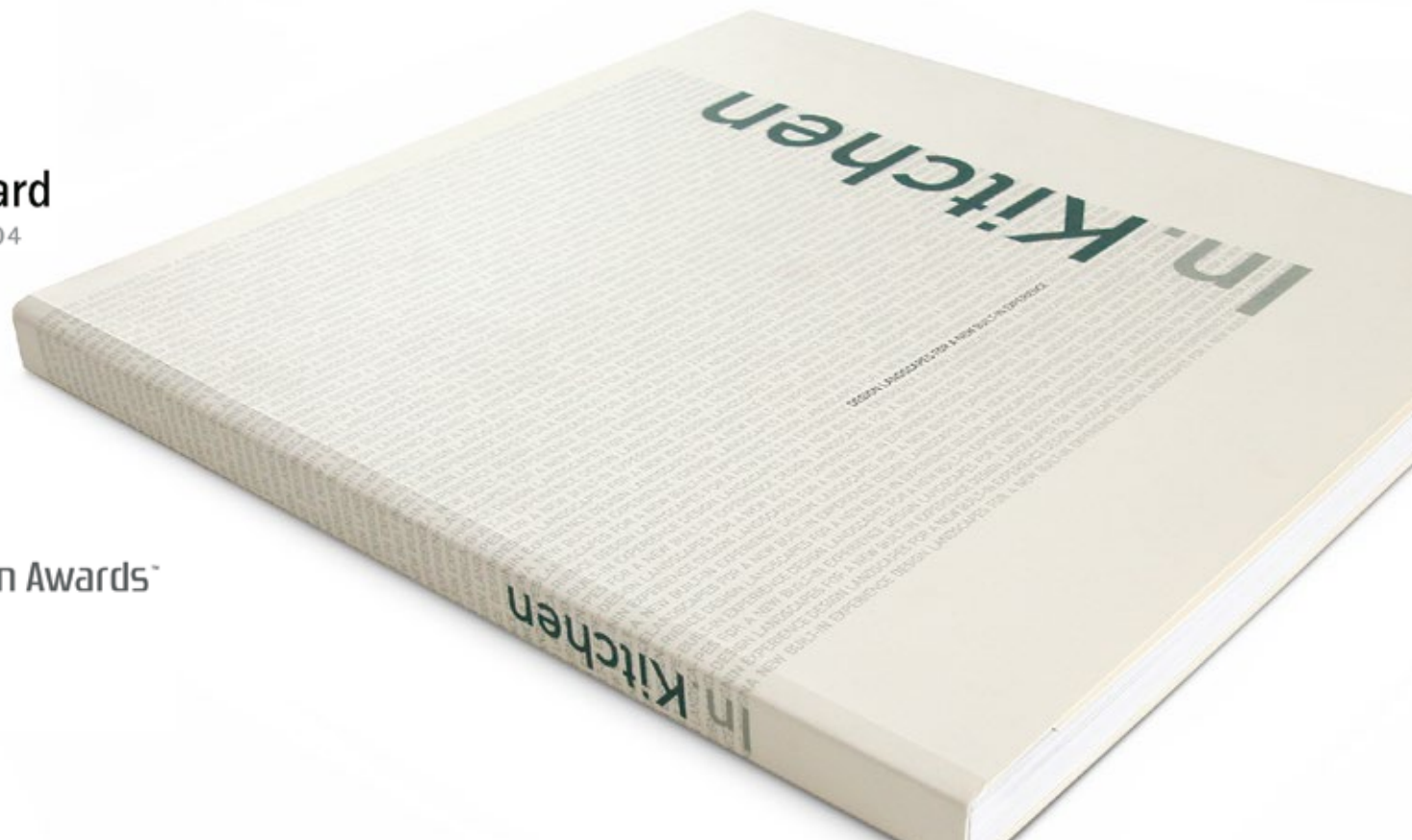


AVARICI RICHIEDI PER IL PROGETTO DI CUCINA

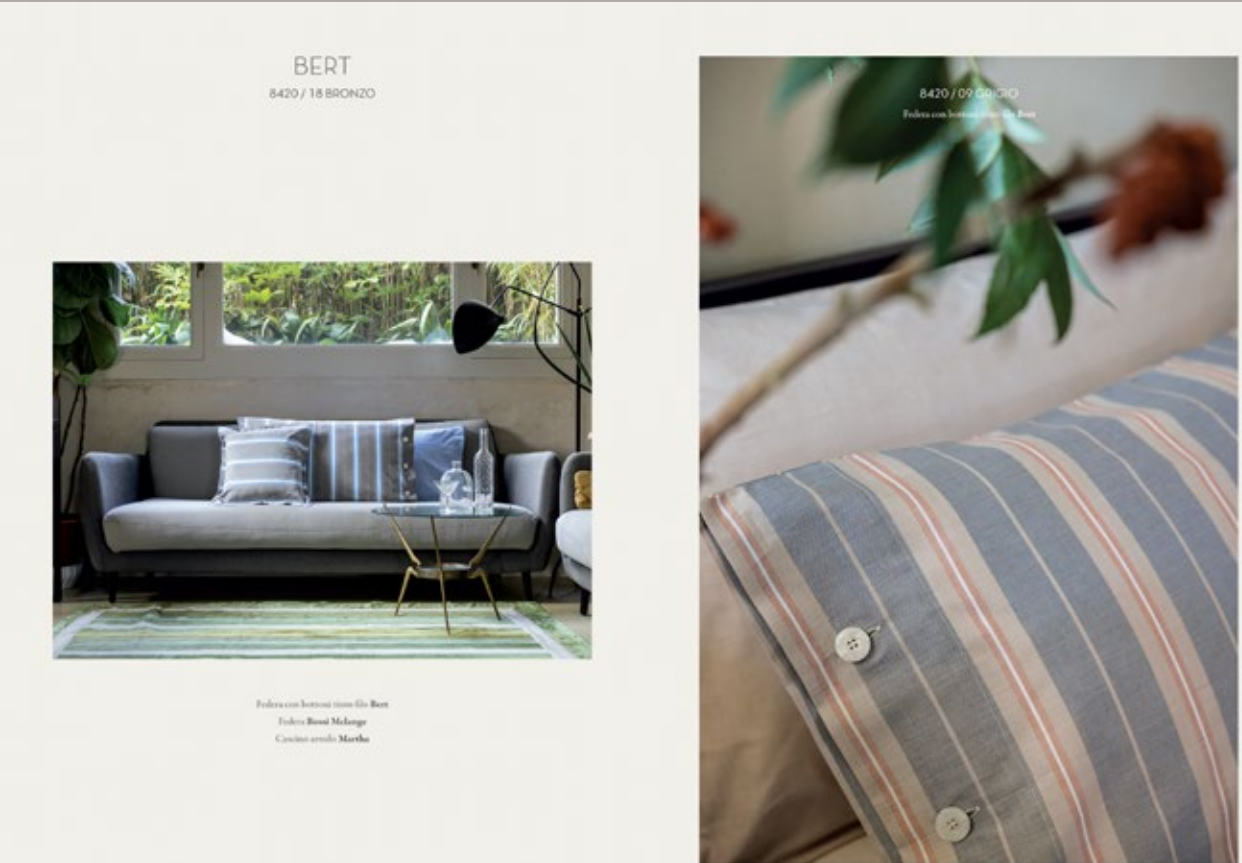
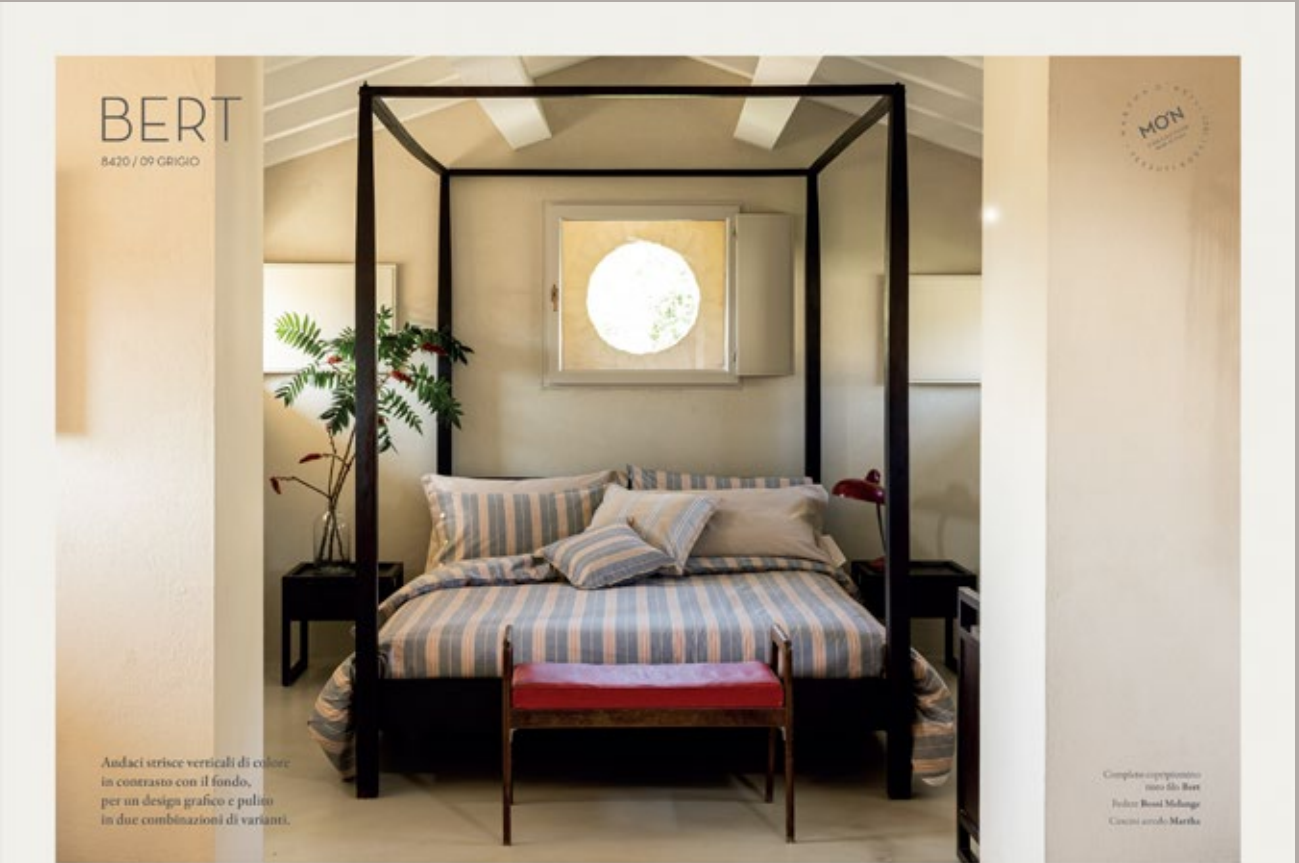
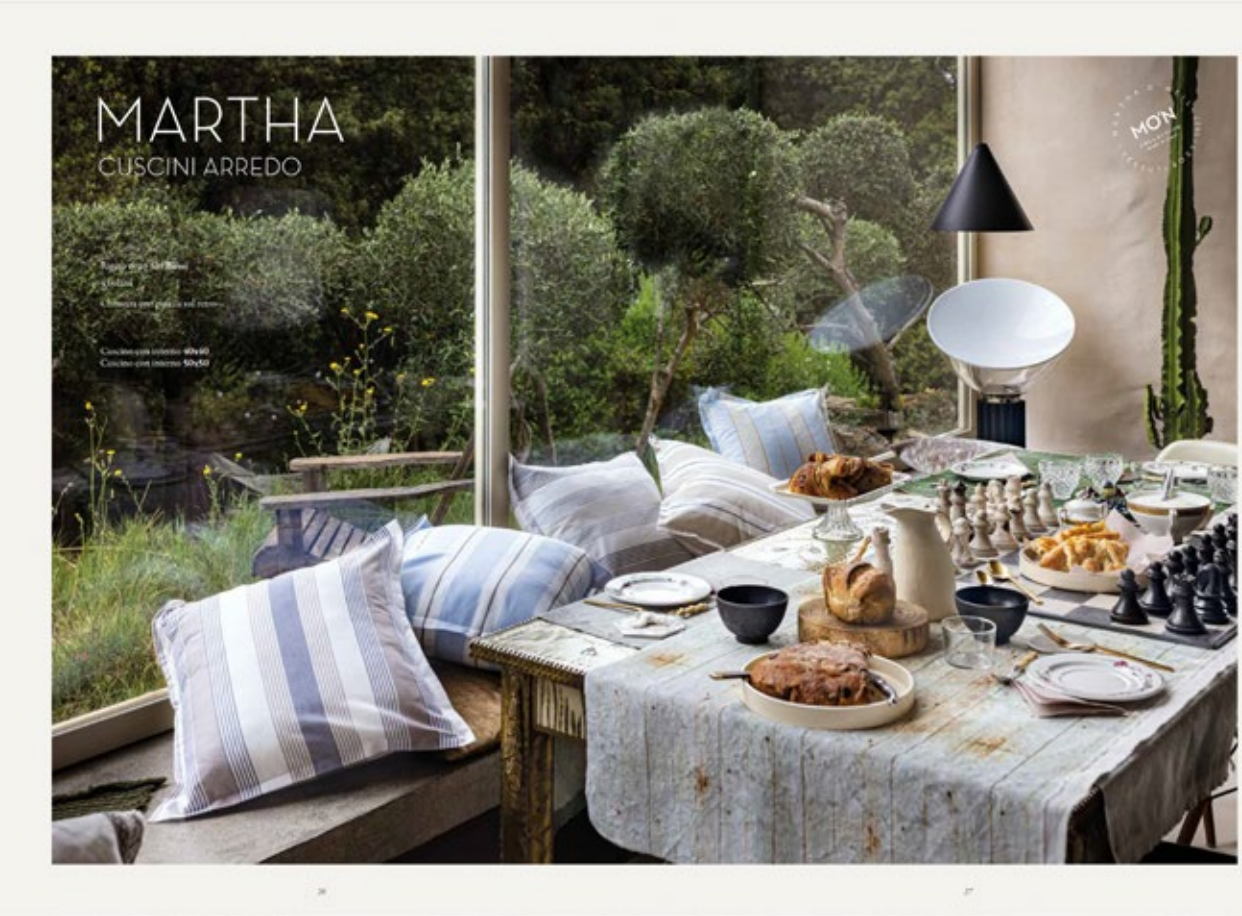


DESIGN LANDSCAPES FOR A NEW BUILT-IN EXPERIENCE

ART DIRECTION, CATALOGUE, WEBSITE, PRESENTATION EVENTS COMMUNICATION AT THE SALONE DEL MOBILE (MILAN)





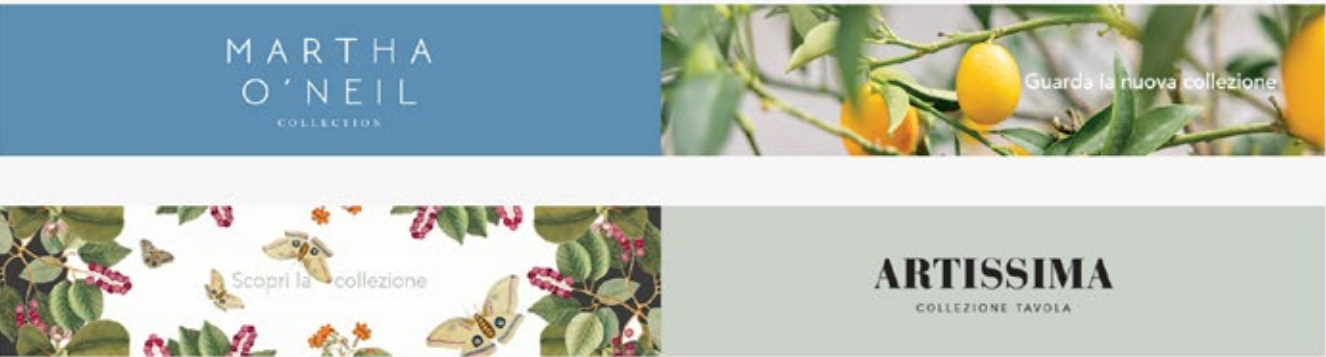






BOSSI veste il tuo letto con colori contemporanei, mescola piccole righe a grandi quadri, tesse sapientemente geometrie rigorose, ravvivando una storia totalmente italiana di tradizione e creatività.

COLLEZIONI



QUALITÀ 100% produzione italiana

**Dettagli di qualità**

La biancheria Bossi si distingue, oltre che per la qualità della materia prima impiegata, per l'accuratezza della confezione. Rispetto alle normali lenzuola, il Tessuto Bossi ha più fili al cm<sup>2</sup>, che lo rendono più ricco e piacevole al tatto e più resistente nel tempo. I nostri tessuti sono tutti tagliati a strappo e non in serie con tagliare industriali. Viene inciso la cimosa del tessuto e poi strappato in modo da seguire perfettamente il filo di trama. Si ottengono così capi che rimangono perfettamente dritti anche dopo molti lavaggi. La cultura sartoriale e l'attenzione dei particolari contribuiscono infine a definire Bossi il totally made in Italy.

**Tessuto tinto in filo**

Il tratto caratteristico dei tessuti Bossi è dato dalla tintura del filo. Ciò significa che i motivi sono ottenuti grazie alla tintura di filati tinti, anziché dalla stampa su un tessuto grezzo. In questo modo i colori sono più intensi, penetrano più a fondo e durano più a lungo, anche dopo anni di lavaggi. Inoltre i disegni sono più nitidi e identici su entrambe le facce del tessuto.

**Puro cotone pettinato**

Il cotone pettinato di linea antichissima è filato sia meccanicamente che elettricamente. Di solito il filo è composto da fibre di lunghezza differente unite in modo casuale. Grazie alla procedura di pettinatura vengono eliminate le fibre più corte ed allineate quelle restanti nella stessa direzione. Ciò consente di rendere il tessuto più morbido, aeragenero e resistente ad ogni lavaggio.

**Per Abitare**

La Biancheria per Abitare di Bossi propone lenzuola, trapunte, copripilati, copripiumini, biancheria per la tavola e tessuti alti 300 cm. Sviluppiamo e realizziamo tessuti per designer e aziende commerciali con i loro disegni esclusivi.

UNA STORIA dal 1827

**LA STORIA DI UNA ECCELLENZA ITALIANA**

La fondazione di Bossi risale al 1827 quando Luigi Mullina fonda a Mortara uno stabilimento di tessitura.

« Leggi »

**QUINTO BOSSI**

Nel 1907 l'azienda si trasforma nell'ingrosso "Società Commerciale Bossi" e l'intuito per gli affari.

« Leggi »

**SVILUPPO KNOW-HOW**

Nonostante le vicissitudini delle due guerre mondiali, l'azienda si arricchisce dei processi necessari ad...

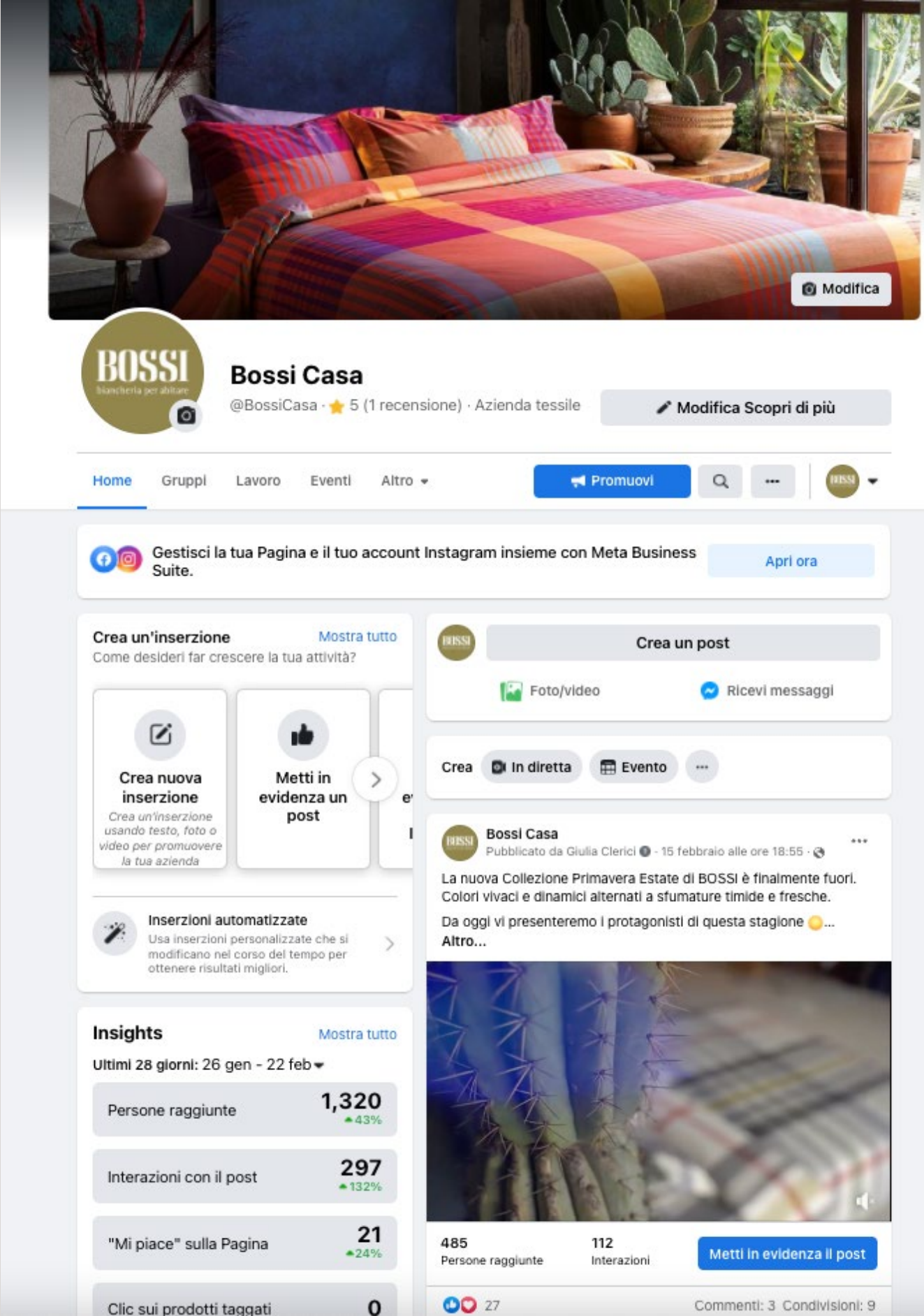
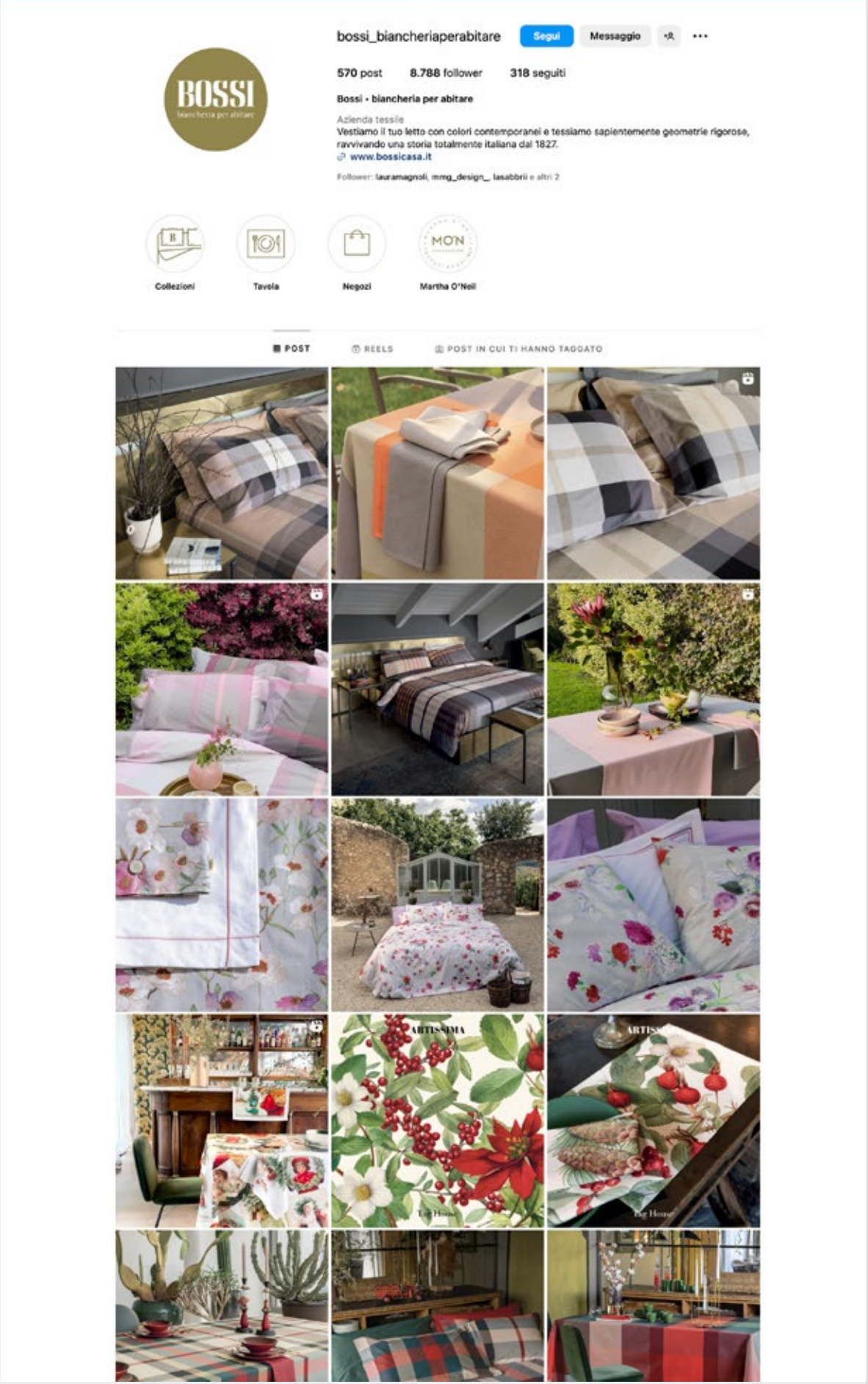
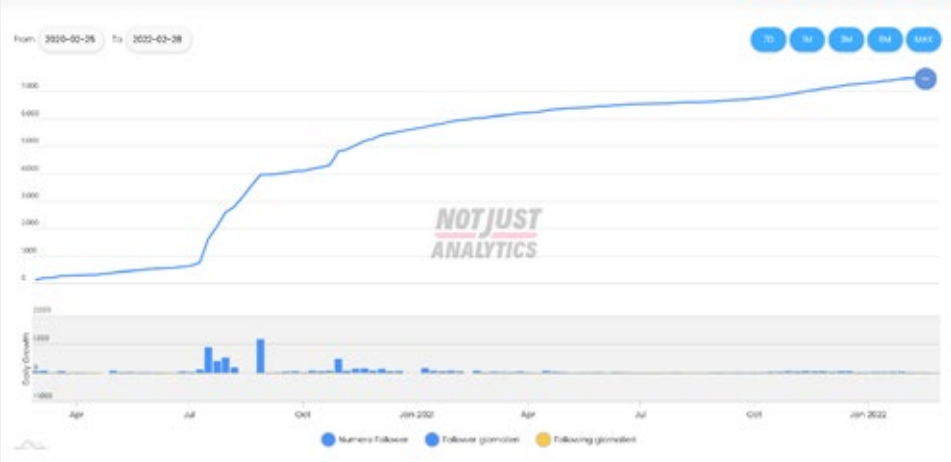
« Leggi »

**BOSSI E L'ARTE**

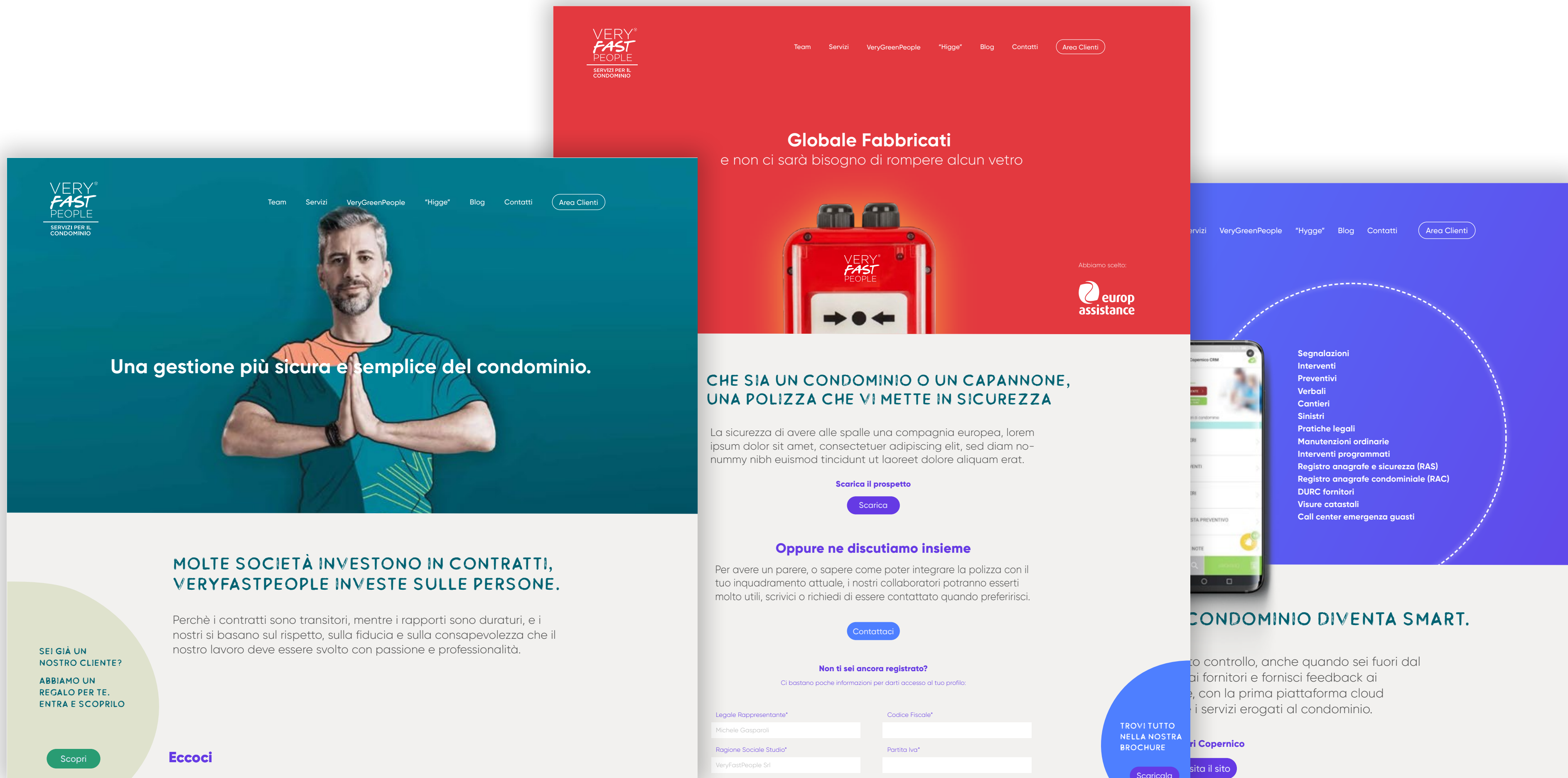
Bossi è anche un esempio rappresentativo per la storia del disegno industriale italiano. L'eccellenza...

« Leggi »





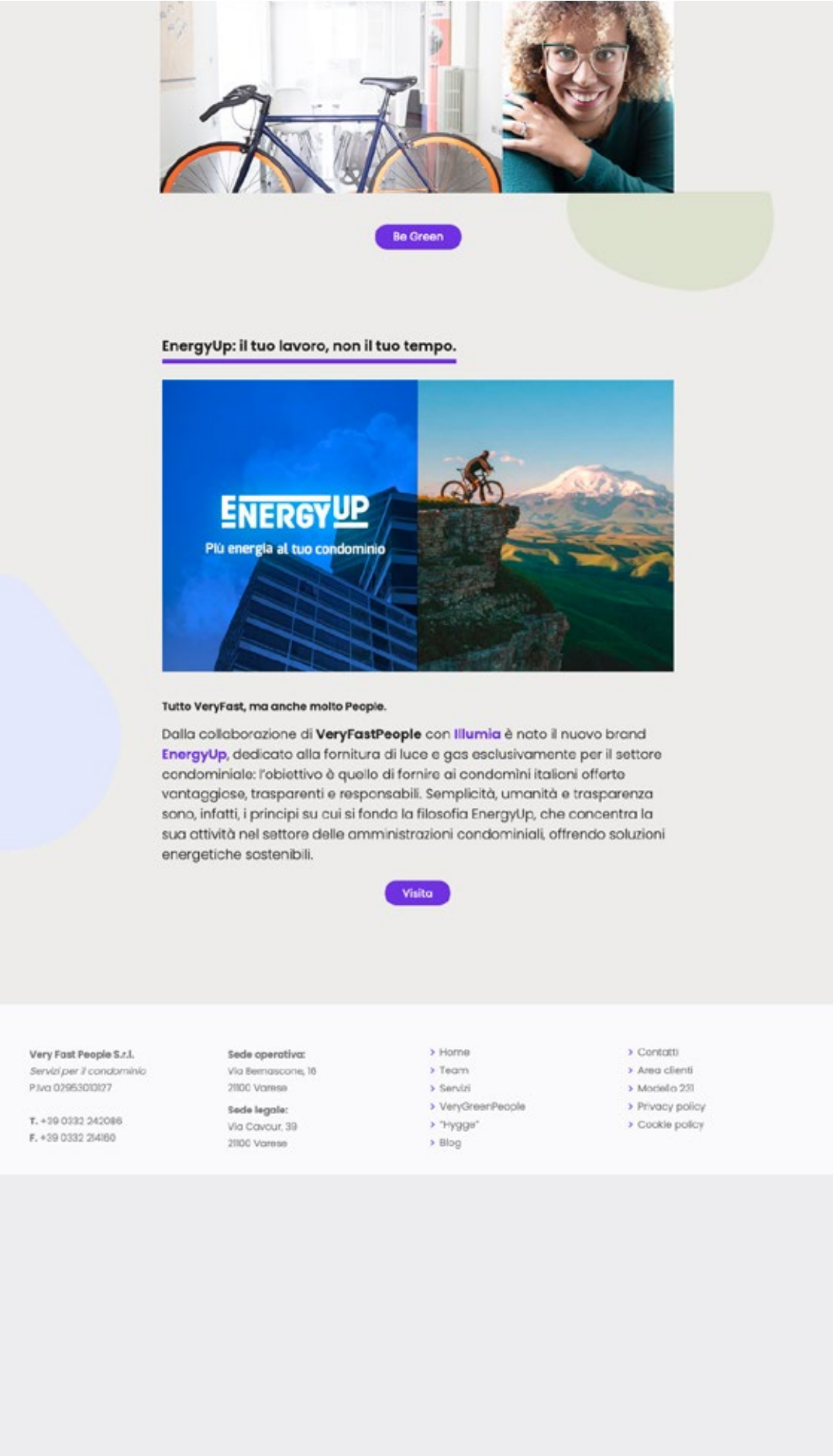
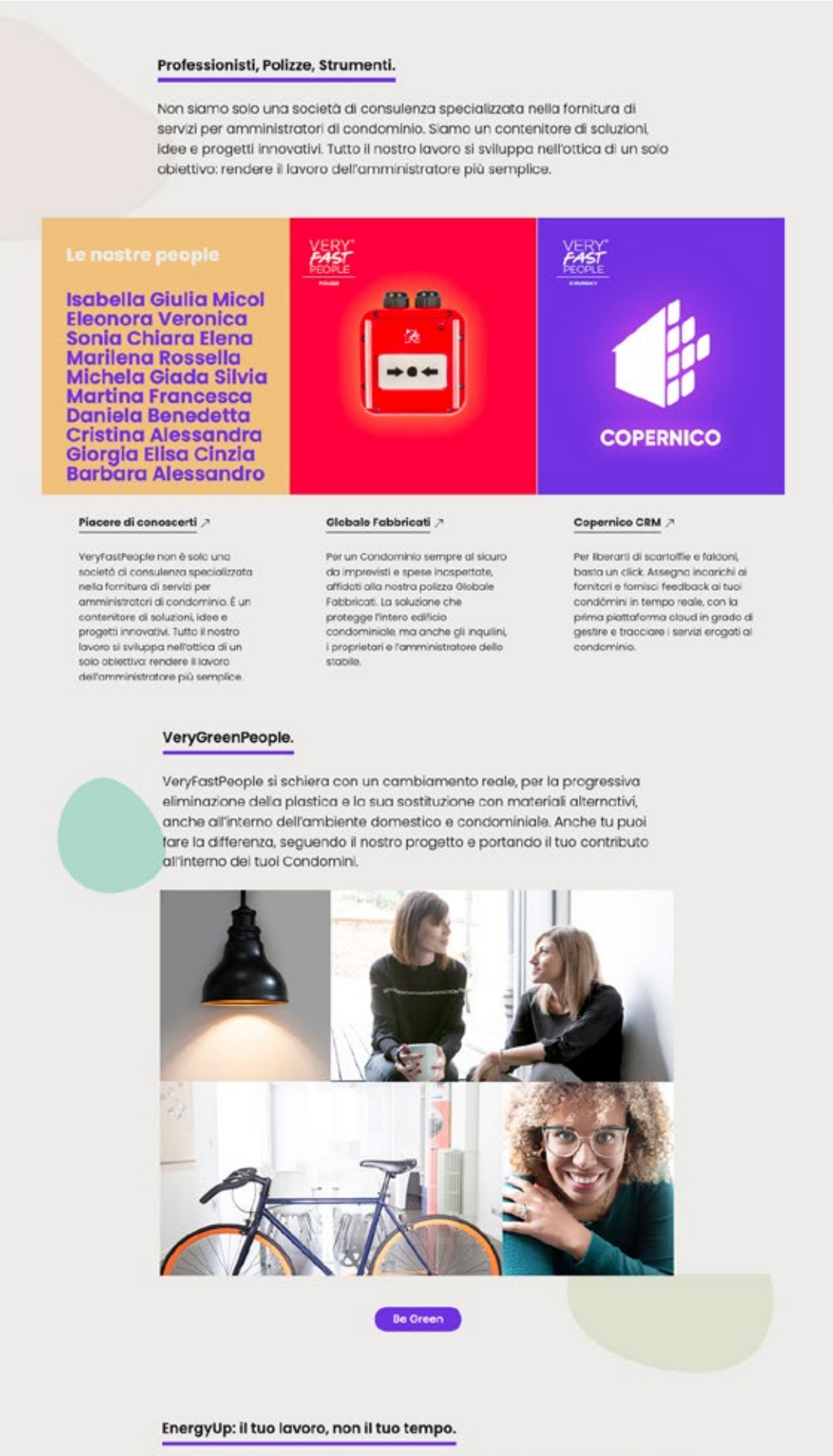






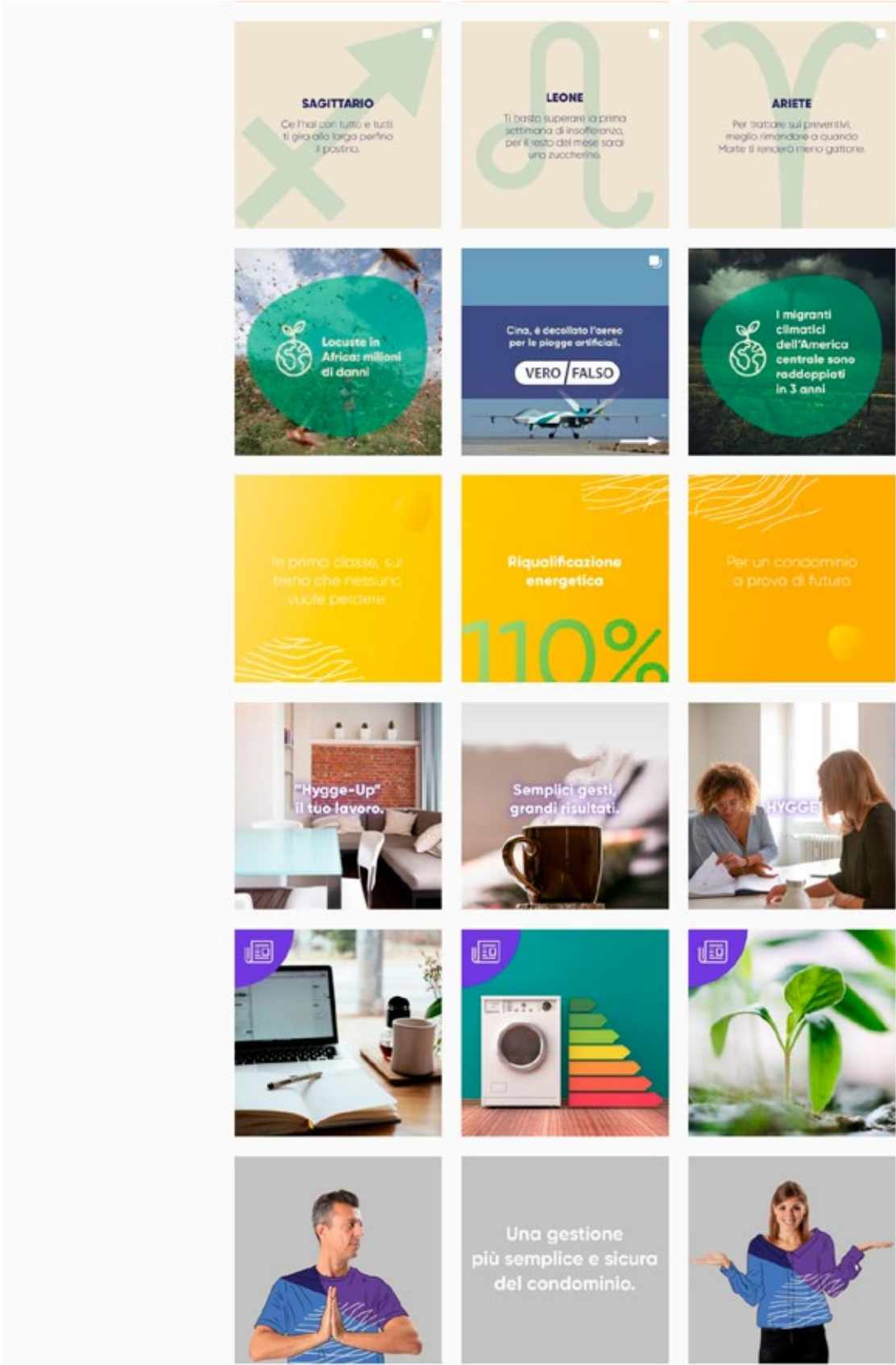
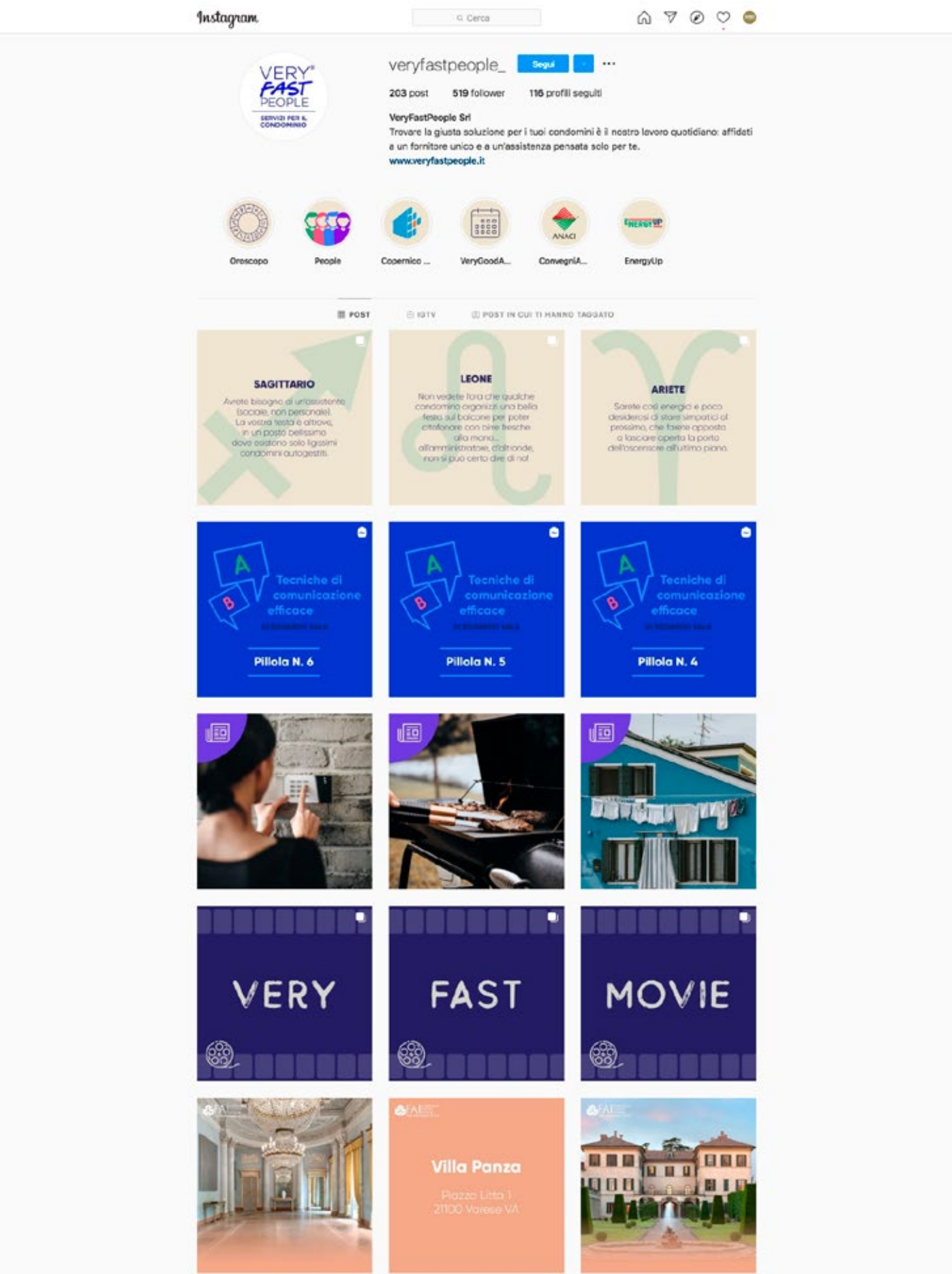
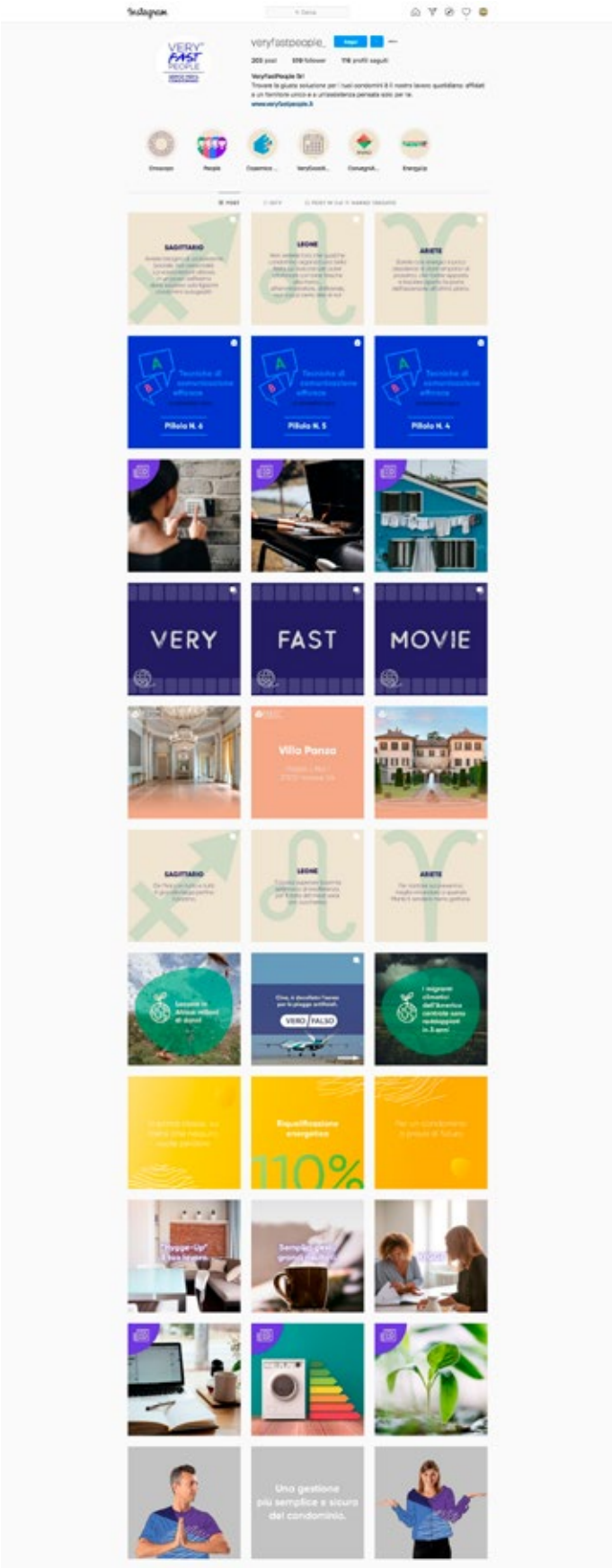
VERY FAST PEOPLE

WEB SITE + APP COPERNICO UI DESIGN AND DEVELOPMENT

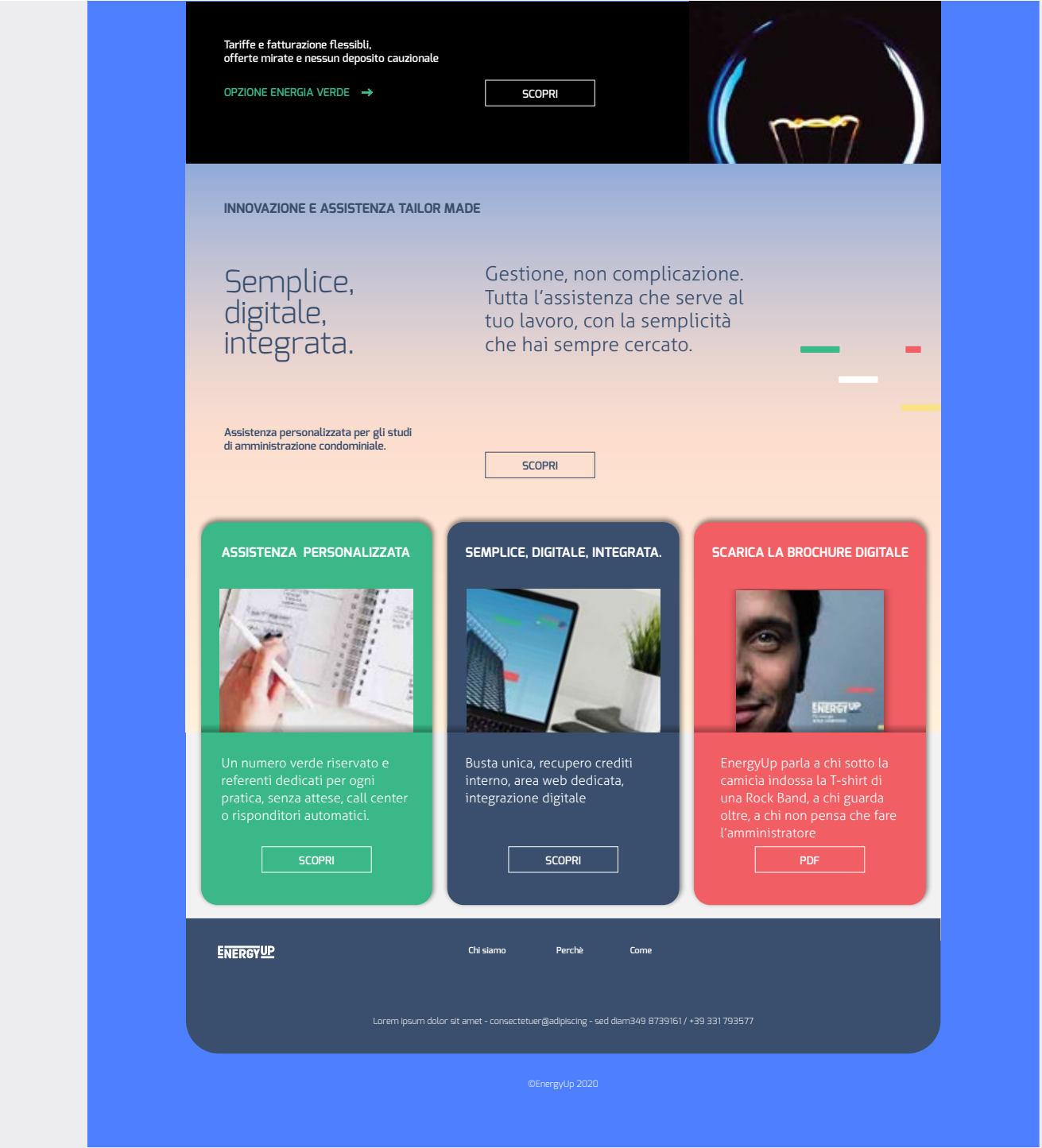
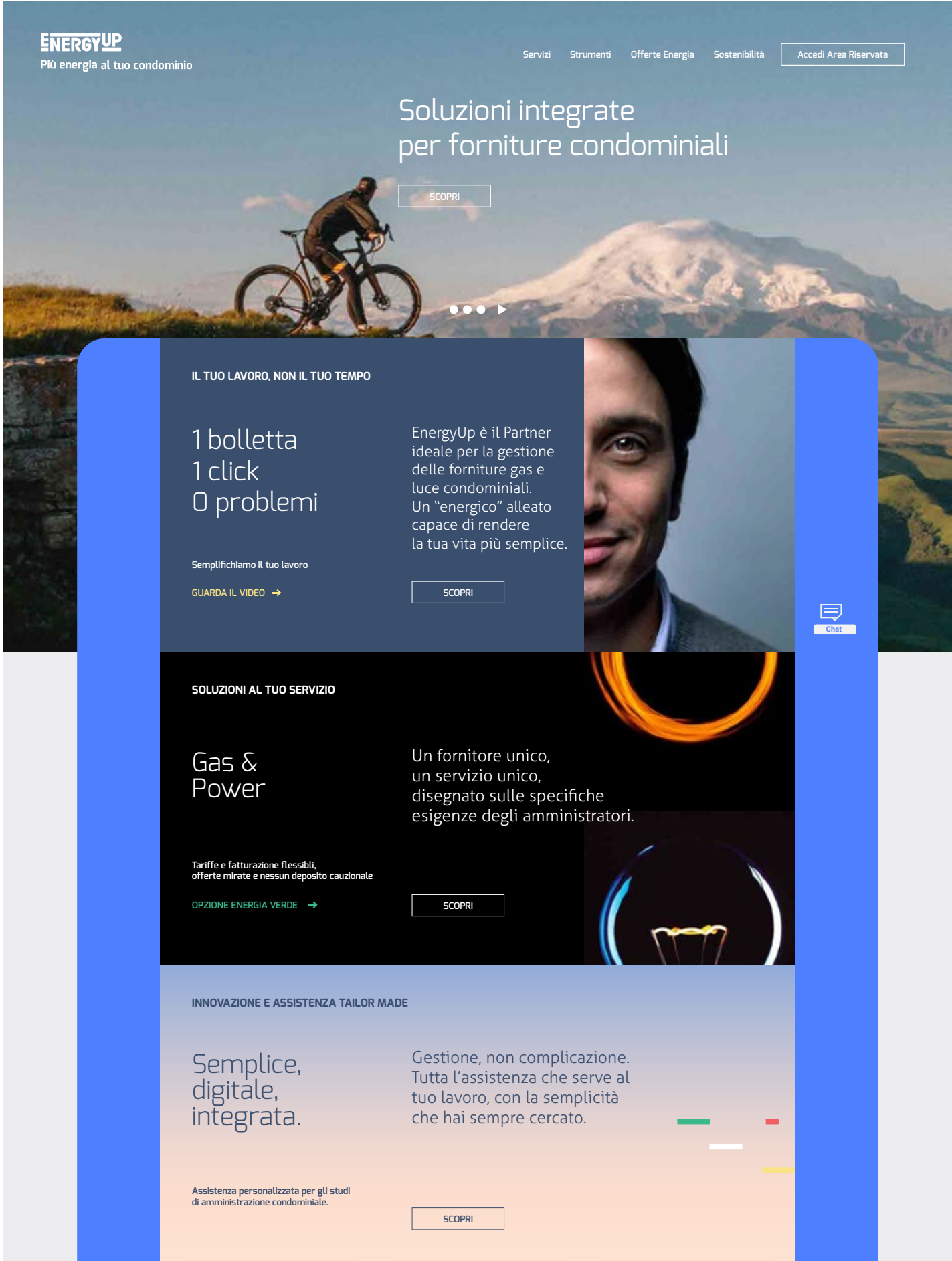
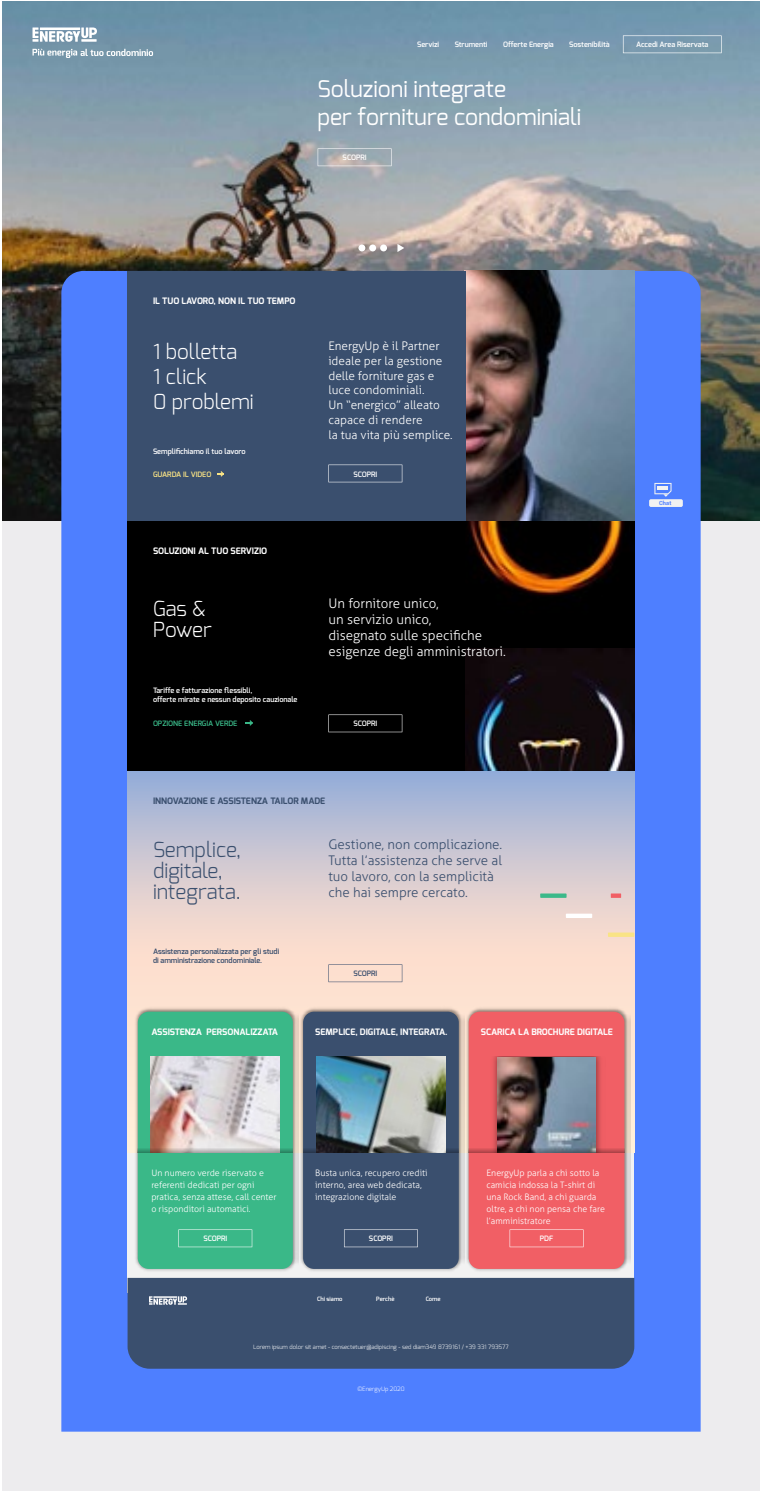




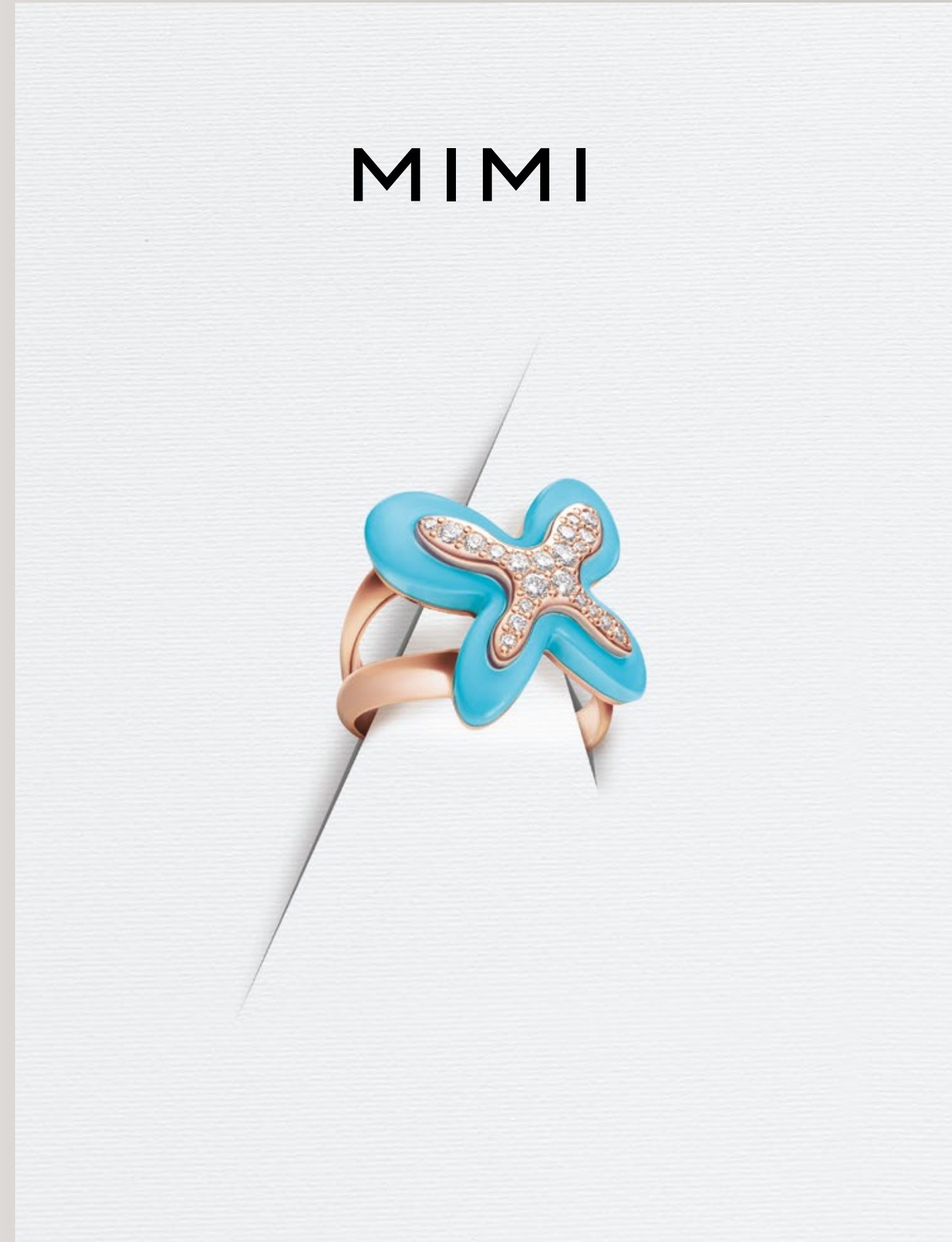
VERY FAST PEOPLE  
SOCIAL MEDIA STRATEGY DESIGN AND MANAGEMENT









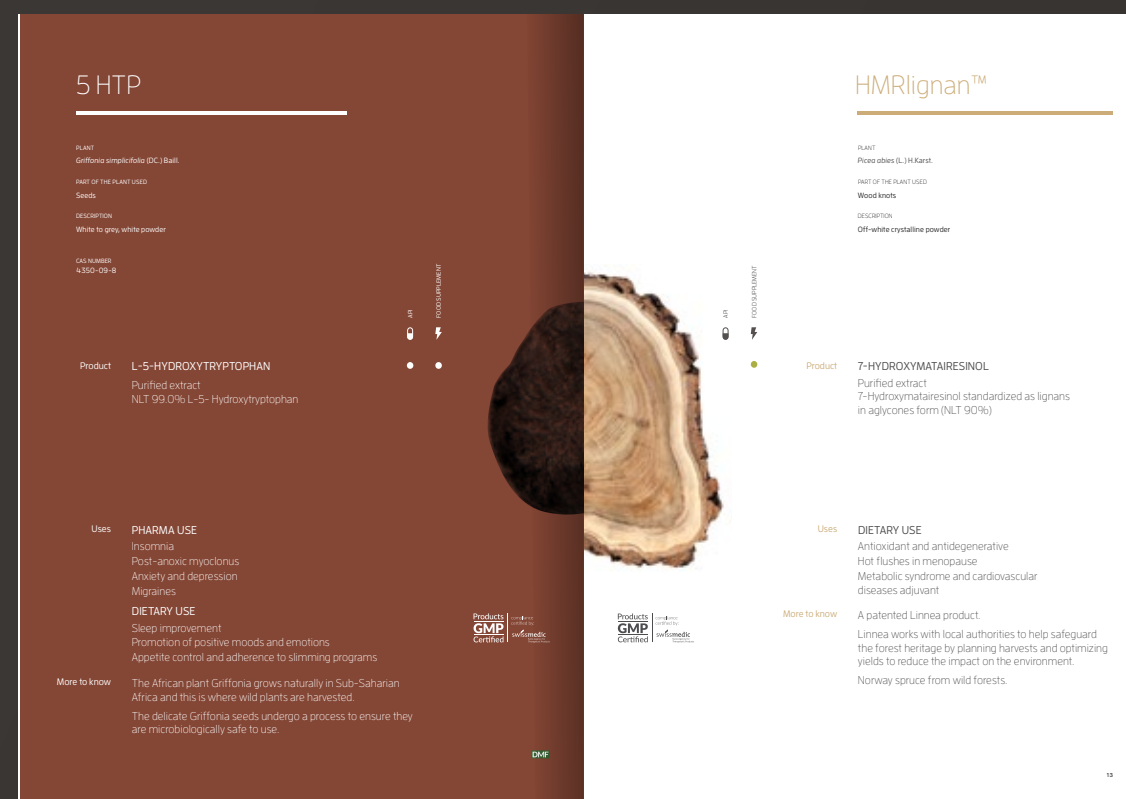




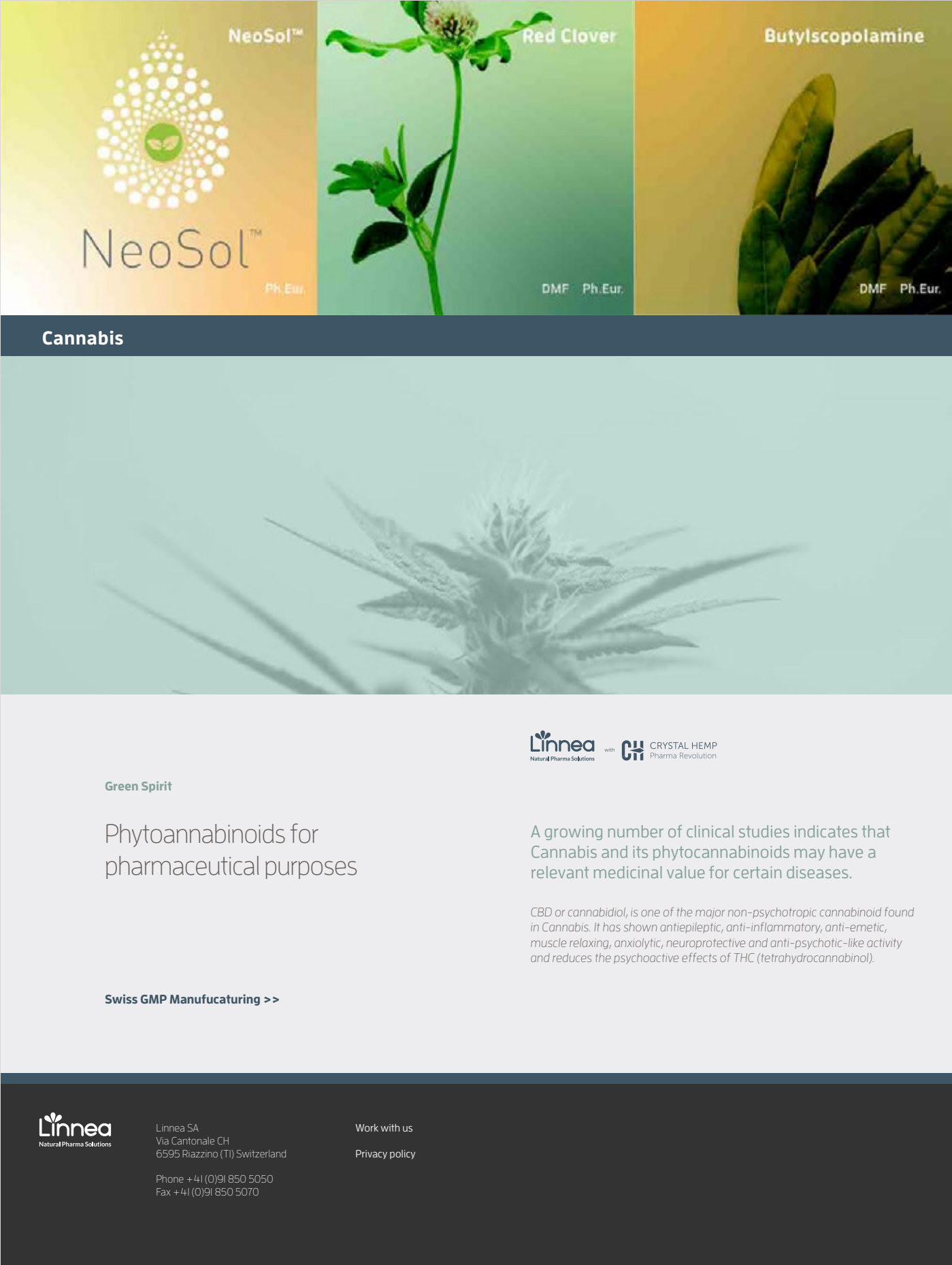
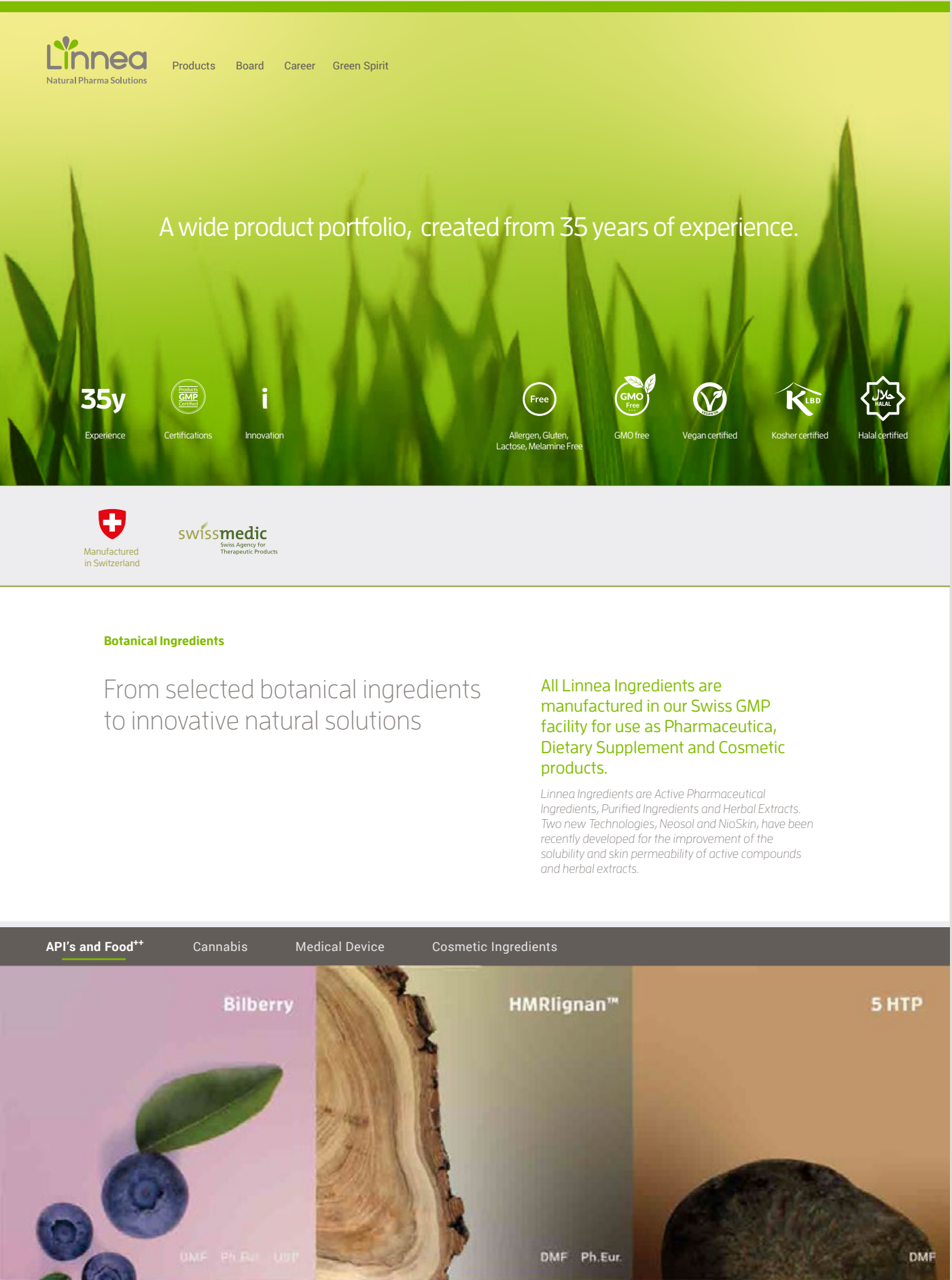


# APIs and Food Ingredients

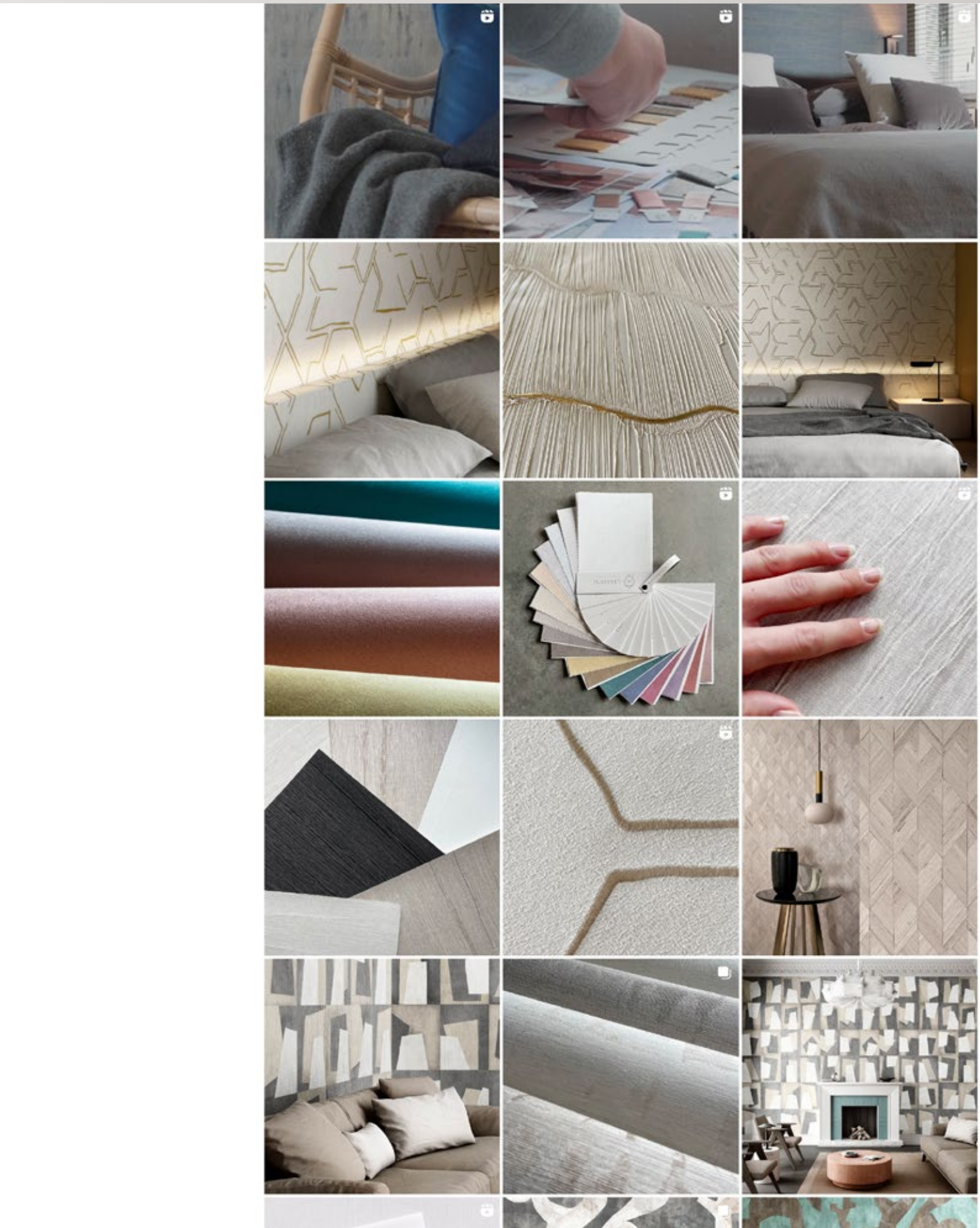
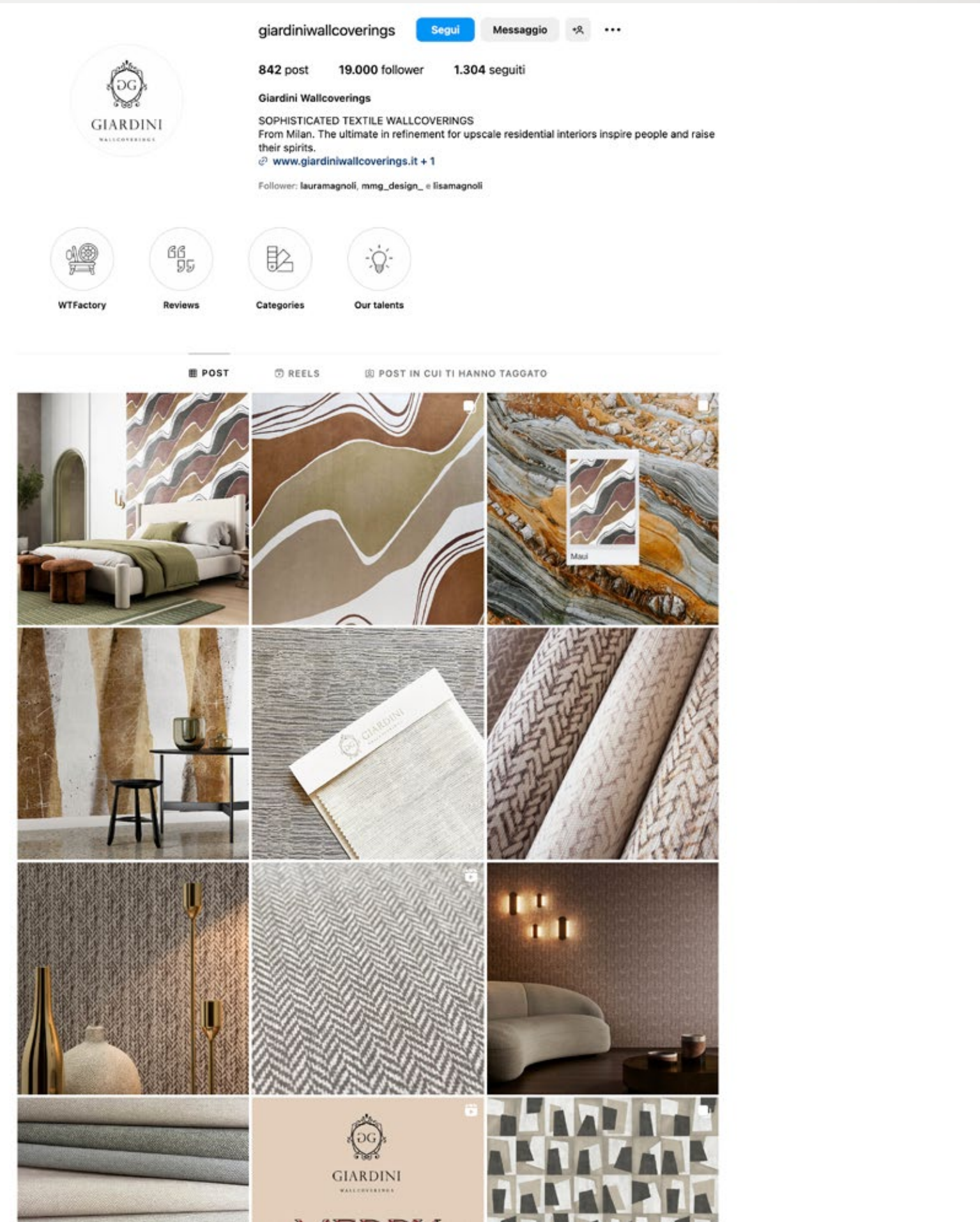
## CATALOGUE



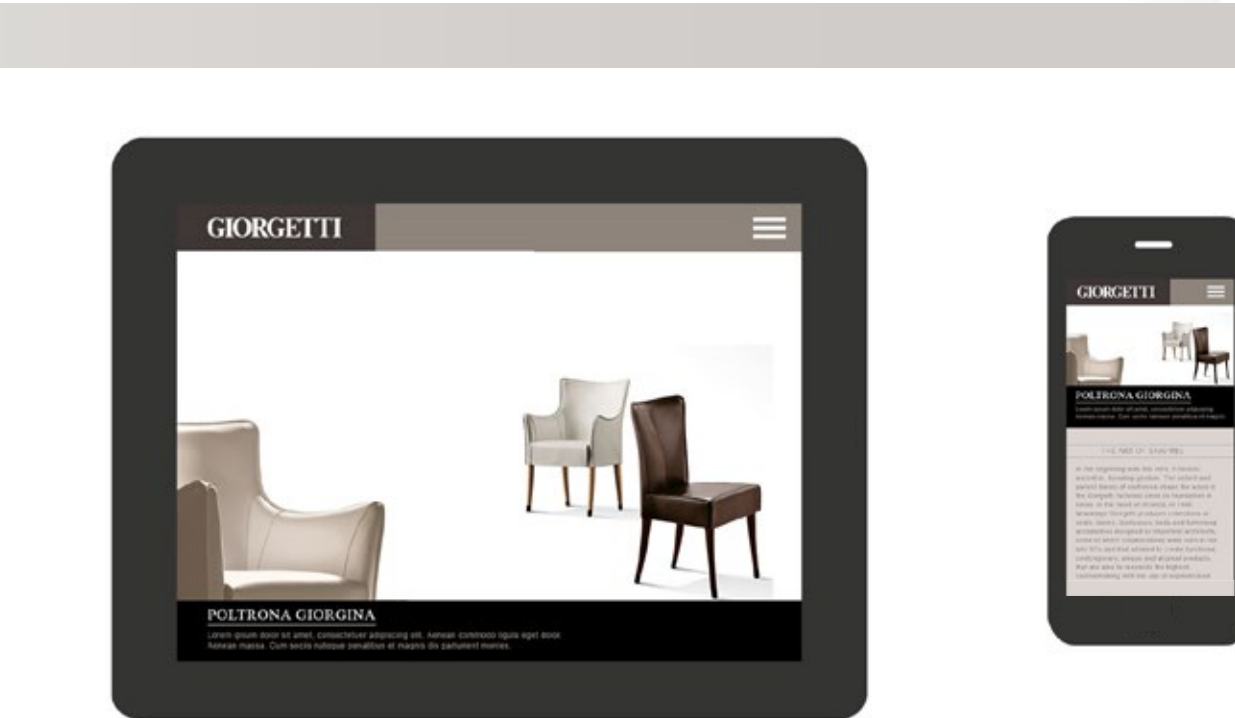
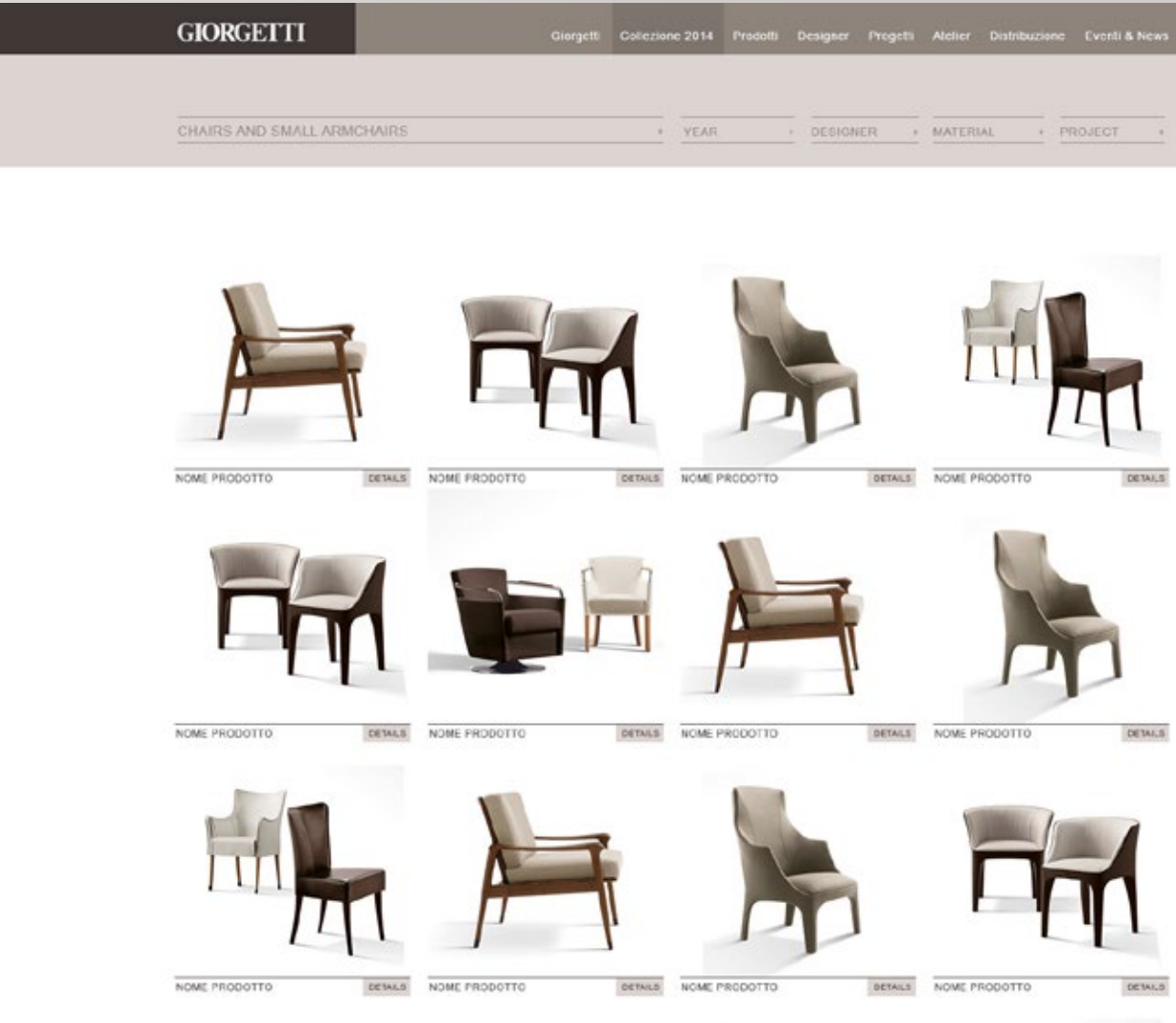
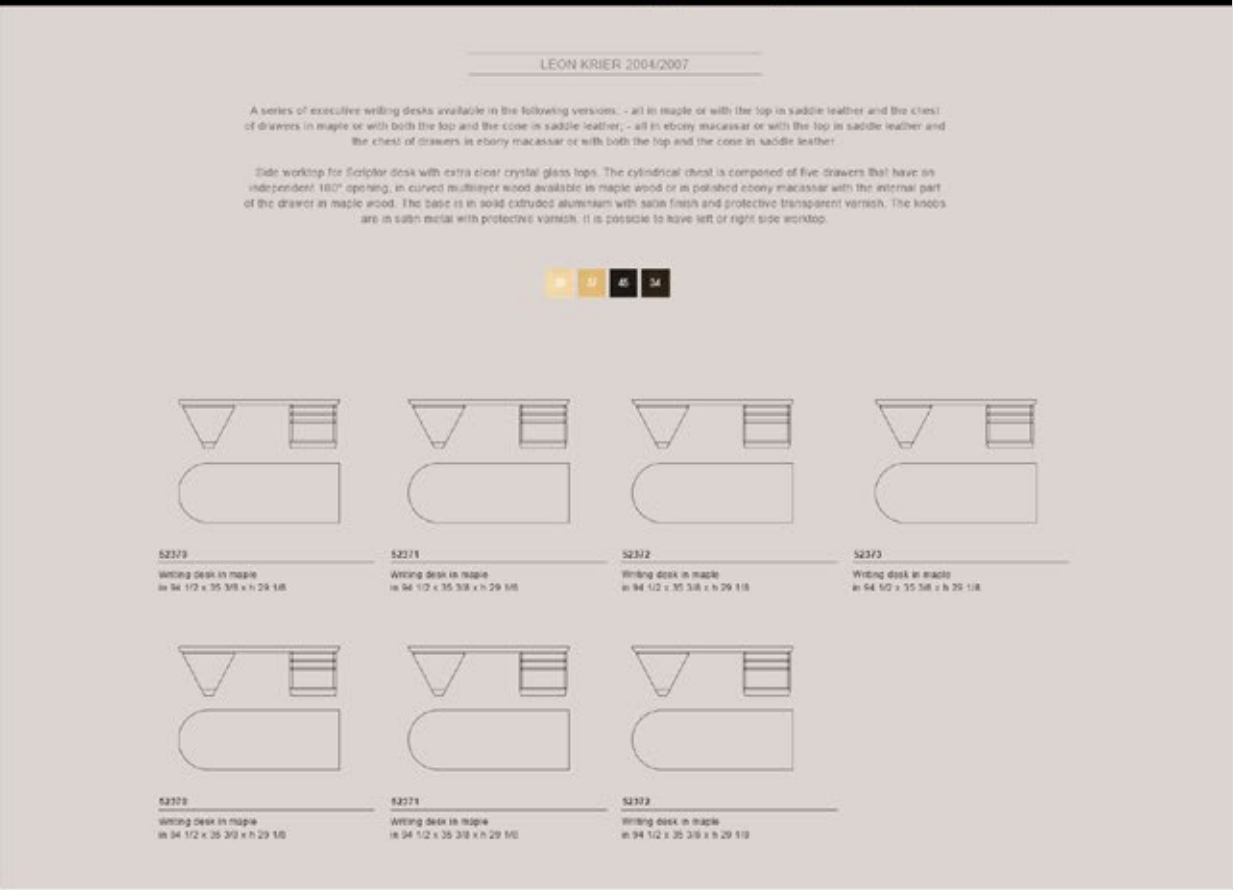
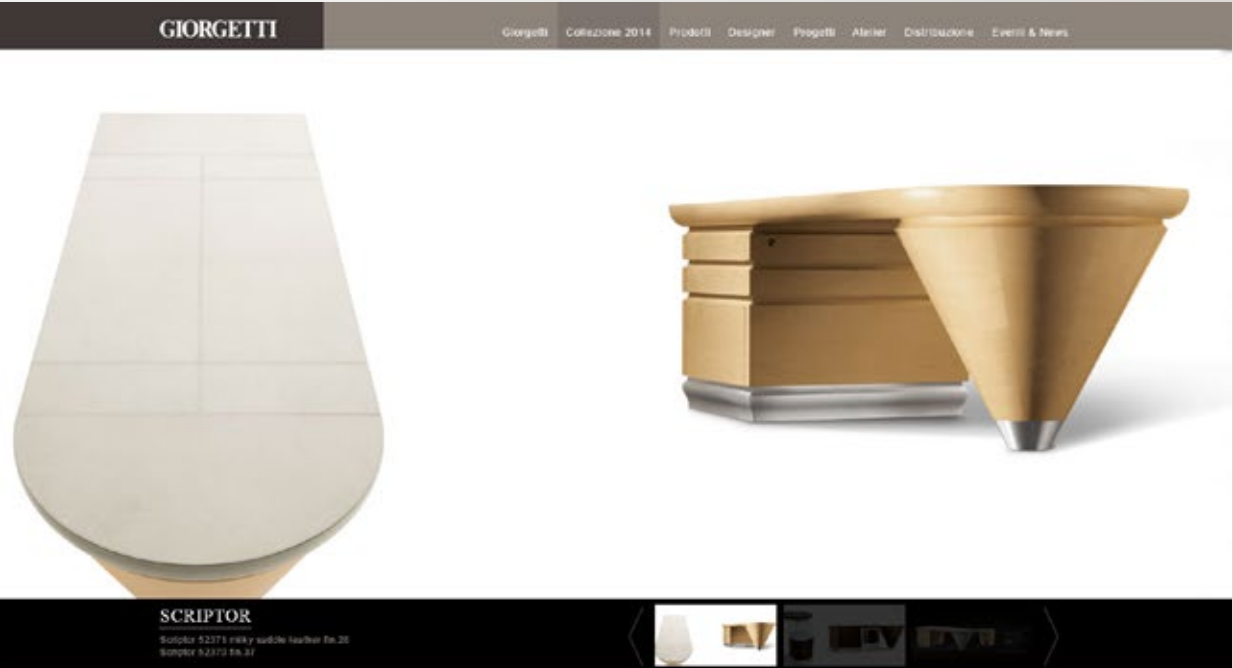
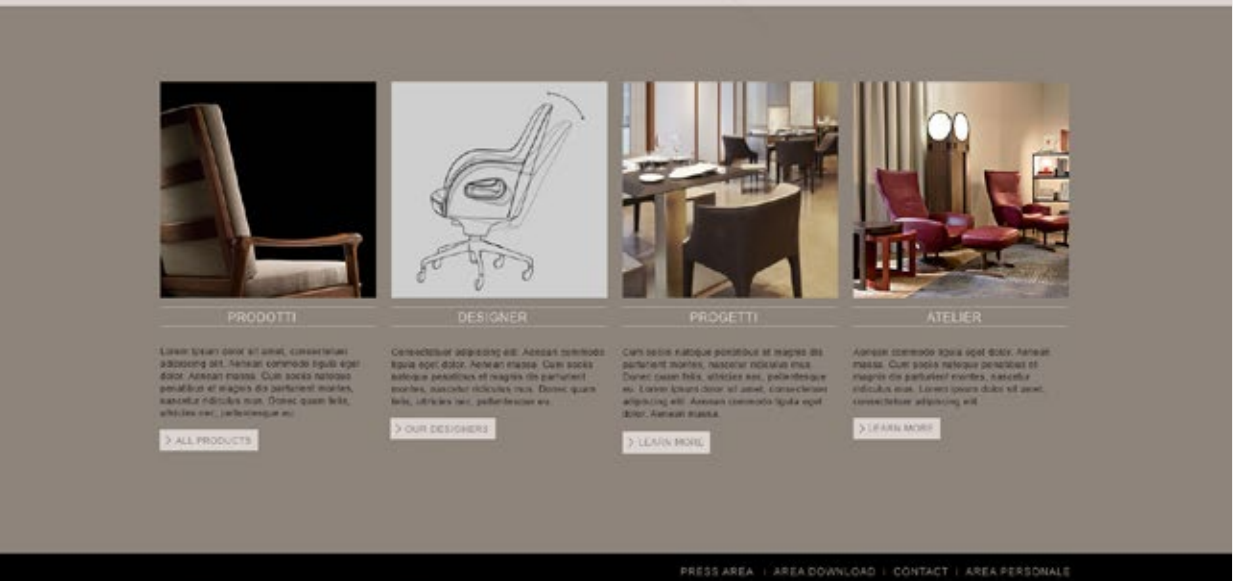
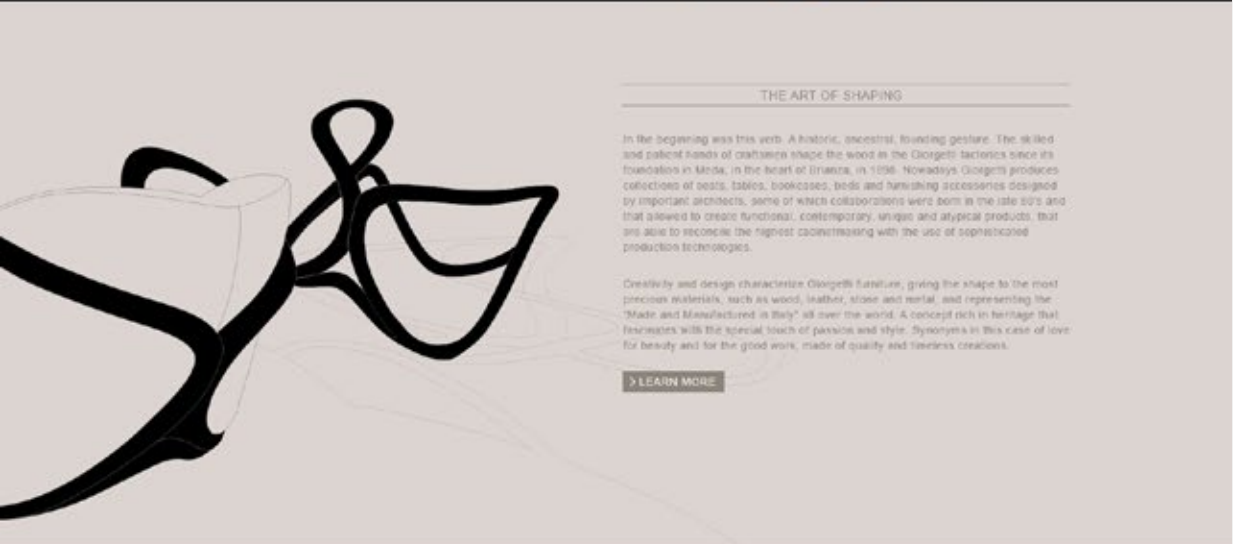
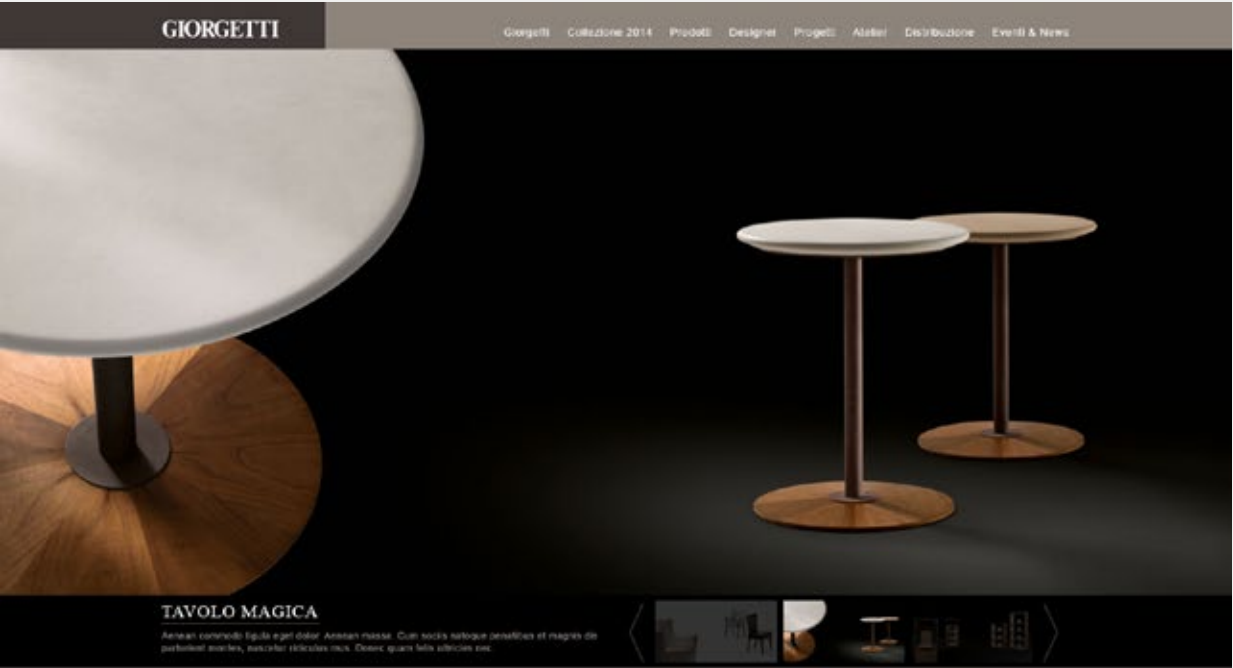




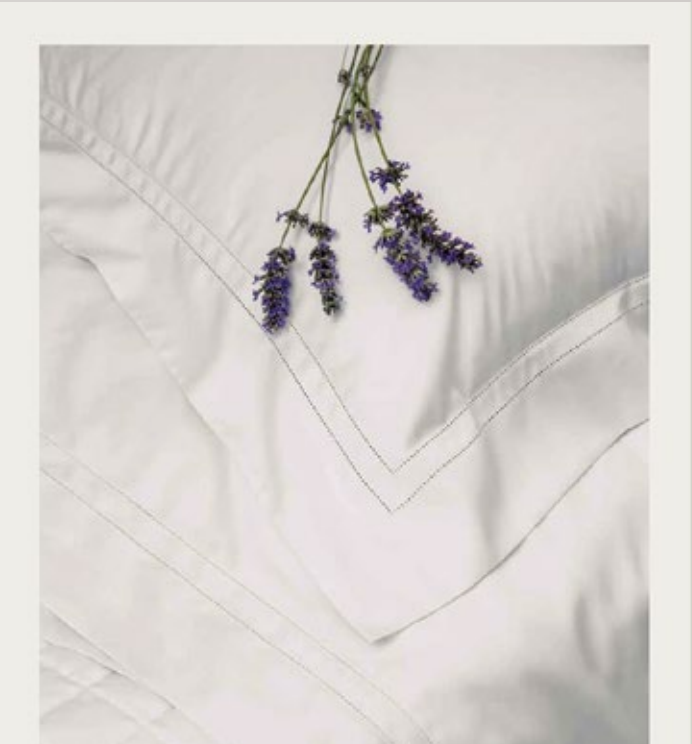














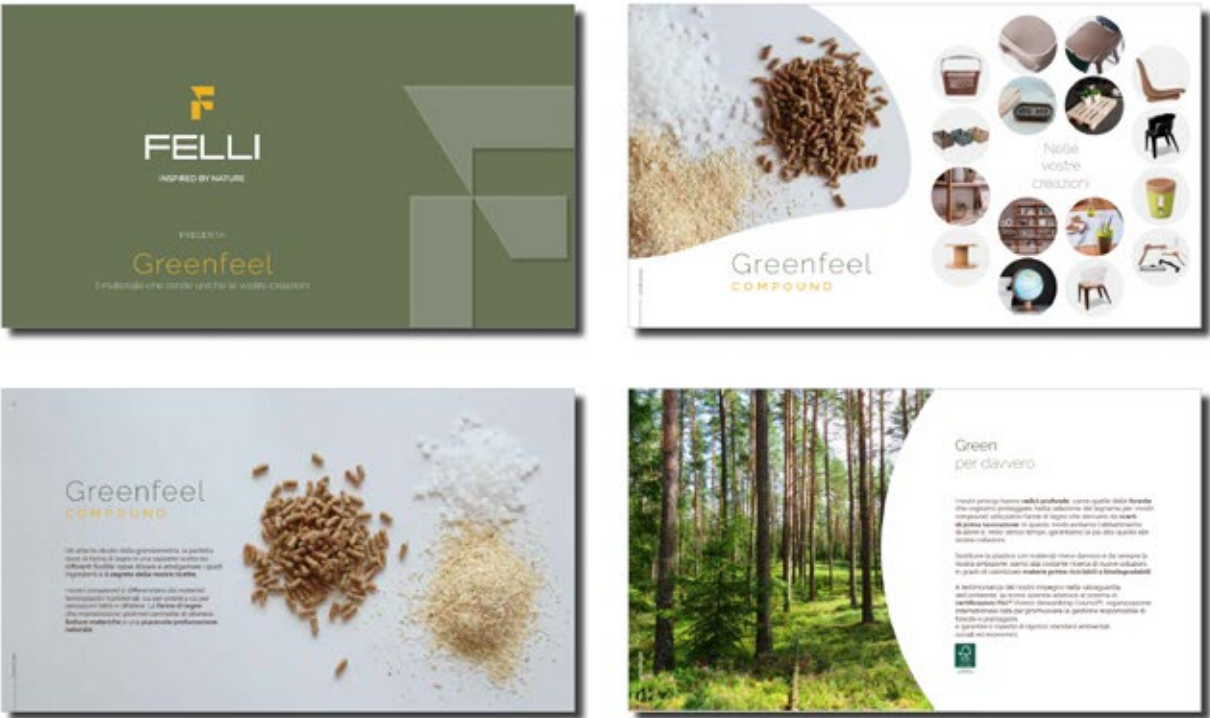




REBRANDING, LOGO DESIGN, ART DIRECTION, CONTENT DEVELOPMENT, WEBSITE, CATALOGUES, POS MATERIALS



PRESENTAZIONE COMPOUND



PALETTE CROMATICA ESTESA

Palette cromatica completa, per l'utilizzo e l'applicazione nella comunicazione visiva aziendale. Alla palette primaria si aggiungono colori meno saturi, in modo da estendere le cromie garantendo un'armonia adatta sia a supporti stampa che digitali.





Grazie