

REDEFINING BRAND DESIGN

# DESIGNING AND MANAGING YOUR CORPORATE BRAND

Improve the design of your company and products

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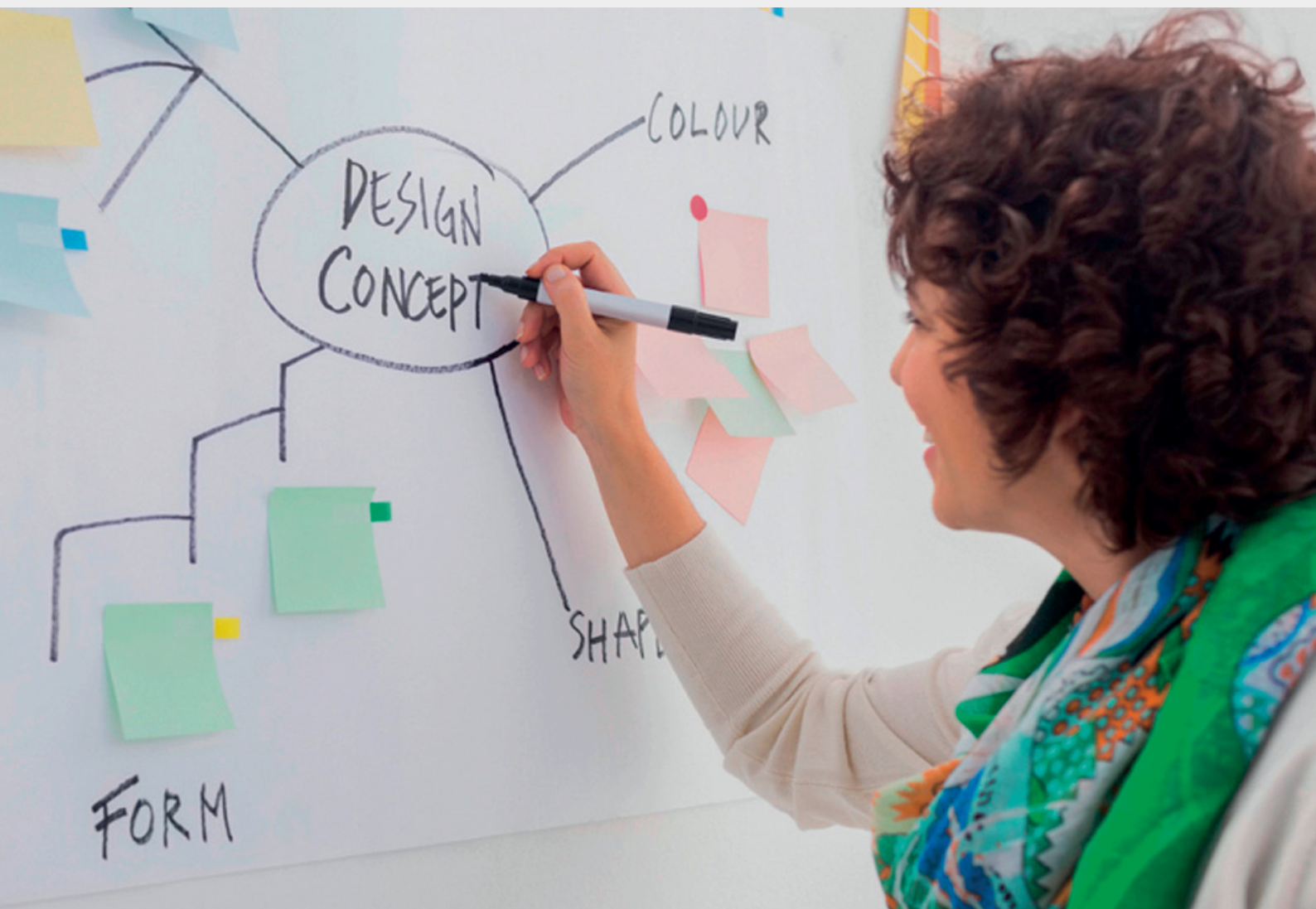
## Unique in the Canton of Ticino CH

A unique concept for the Ticino's market that is also arousing interest in the nearby Lombardia, Italy.

A concept that concretely helps, freelancers, craftsmen and small to medium-sized businesses to improve the print and digital corporate image with multiple advantages, benefits and discounts in the long terms.

**Make your company growing**

[Download >> Example of a new brand identity](#)



## REDEFINING BRAND DESIGN

Design, implementation and management

Carrara Communication, design and visual communication agency, our international experience allows us to create a valuable brand with winning design and communication strategies. A team of a creative director, graphic designers, web designer, IT specialist and web developers who aspire to the same result, long-term customer satisfaction.

We make a free consultation to organize a work schedule in order to design, implement and manage in the long term your corporate brand with design and communication strategies and to understand your requirements and needs.

### Our working methodology for the design and management of your brand.

#### Analysis

- Print and digital corporate brand.
- Brainstorming with the client in order to improve design and communication of your company.
- Project Management.

#### Strategy

- After the analysis with the client we define the creative process and we plan a timetable.
- Design and communication strategy.

#### Design

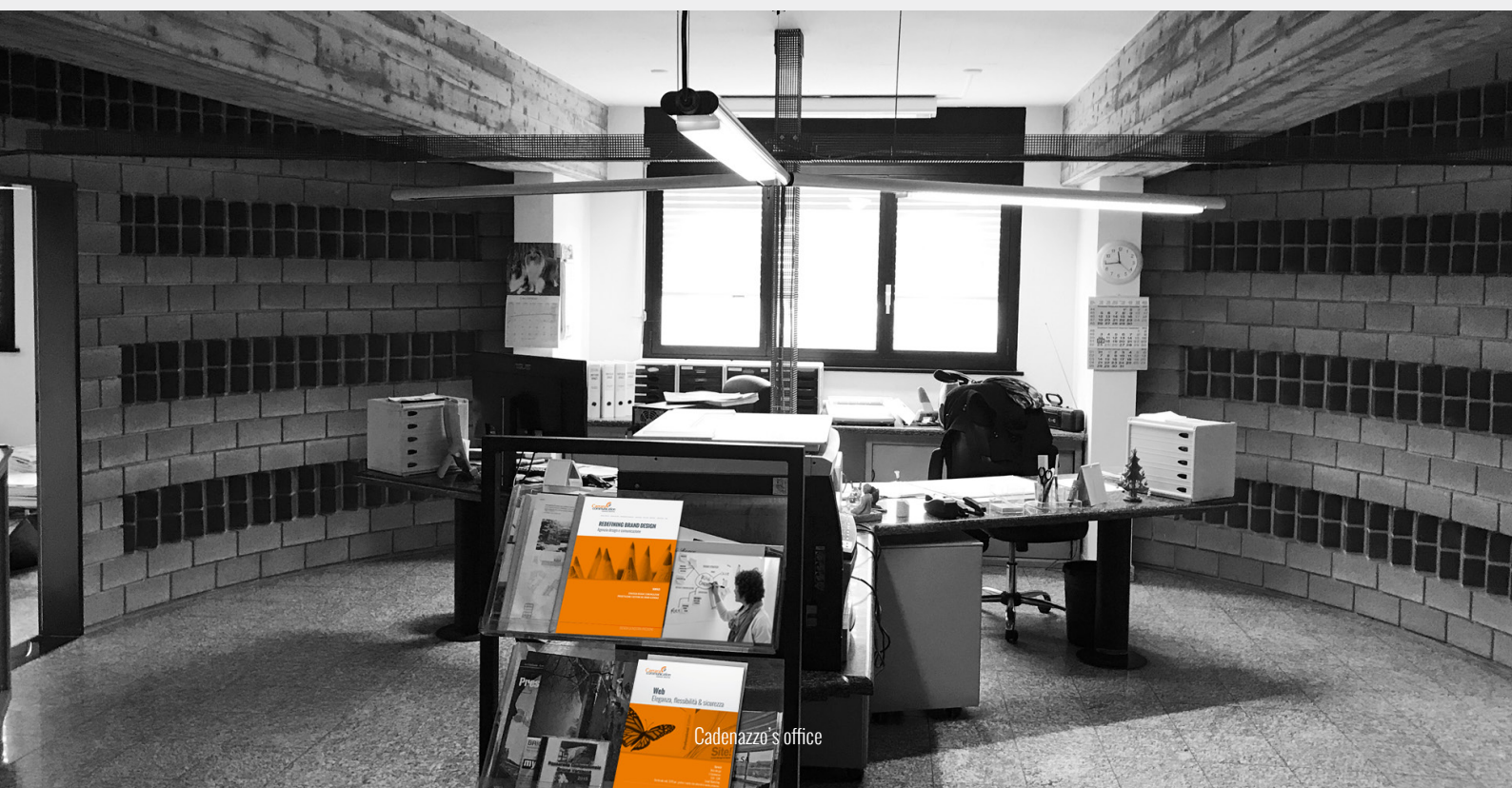
- Graphic design.
- Development initial concepts
- Evaluation with the client.
- Final choice
- Modification

#### Implementation

- Creative process.
- Corporate "guideline"
- Logo, web site, catalogue, electronic form...
- Modification
- Testing

#### Management

- Long term strategie
- Improving design and communication.
- Unique referent
- Monthly personalized consultancy.
- Business growth.



## PURPOSE

- Long term strategy
  - Save money
- Improving design and communication
  - Simplify creative process
  - Unique referent
- Make your company growing

## THE BRAND SUBSCRIPTION INCLUDED

- Analyse, design, development and implementation of your corporate brand print and digital collateral materials.
  - Print and digital graphic design included
- Design & communication strategy in the long terms
- Custom graphic design of your website or E-commerce
  - Use of our web management
- Discounts on all our services and products
  - A team of professionals at your side
  - Monthly consultancy

The cost of the subscription  
it is customizable and varies according to the needs and priorities of the customer

## THE SUBSCRIPTION INCLUDED CORPORATE IDENTITY

- Design/restyling of your company's logo, vector creation
  - Business card
  - Digital Letterhad
  - Layout for quote request
- Design of your corporate / product catalogue
  - construction billboards
  - PowerPoint presentation



**DESIGN** OUR PASSION

## THE SUBSCRIPTION INCLUDED PROMOTIONAL FLYER

Set up a A5 front and back flyer that can be released 4 times a year,  
like a story enhancing company's services and products,  
aimed at B2C depending on customer needs.

- Design and print of 2500 Flyer x 4



## THE SUBSCRIPTION INCLUDED CORPORATE BROCHURE

Design an attractive corporate brochure, with a modern and simple style which communicates the philosophy, services and company's products

- Different examples of custom template
  - Custome template
- Hight quality image from istockphoto



## THE SUBSCRIPTION INCLUDED COMPANY'S CORPORATE WEBSITE

- Custom graphic design
  - Intro animation
  - Languages IT/EN/DE
- Promotion section to promote your main services and products
  - Content management
    - IT project
- Use of our web management system, (SITE)
- Responsive design for mobile device adaptation



**DESIGN** OUR PASSION

## WHAT OUR CUSTOMER SAY

**“Mr. Carrara is a very professional person, always available and attentive to every detail,  
we recommend a subscription as the service is fast and in the long-term**

Stefano Piantoni- Responsabile

Ferrari segnaletica Sagl, Via Lagacci 8, 6802 Rivera

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**“The subscription allows me to manage my brand quickly and always up to date,  
with multiple advantages and benefits that I could not have had from other agencies “**

Median Ramadani - Direttore

Swissfloor Bodenbau SA, Via dei Lupi 36, 6596 Gordola

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**“A very interesting service that guarantees a rapid and continuous response,  
with high value at an interesting cost**

Gianluca Agazzi - Direttore Sales & Marketing

Adeodata S.r.l, validation for life science, Via Carducci 32, 20123 Milano



**DESIGN OUR PASSION**



## BRAND SUBSCRIPTION

MAKE YOUR COMPANY GROWING

Call us on **076 523 57 83**  
for a free consultancy

**An innovative concept**  
which allows you to save money  
and grow your company in the long-term

Design is our passion

# REDEFINING BRAND DESIGN

BRAND STRATEGY • DESIGN & VISUAL COMMUNICATION • GRAPHIC DESIGN • WEB DESIGN • PACKAGING DESIGN • INTERNET • ADVERTISING • PRINT