

Tonidigrigio is a structured team of professionals that efficiently designs and manages integrated communication projects aiming at generating value and disclosing new opportunities.

A communication system is not only a mix of instruments, but it also concerns the capability of making these instruments work in synergy, following a single, shared strategy.

#### INTEGRATED COMMUNICATION FOR BUSINESS

We follow a methodology consolidated in more than ten years of experience, which allows to share a journey aimed at the definition of the company's value. This value, transformed in topics of communication, isolates a number of key points representing the bricks at the foundations of the information architecture. This architecture reflects in the creation of a clear message and a consistent identity. A company's communication defines the company's identity.

#### INTEGRATED COMMUNICATION FOR CULTURAL PROJECTS

To work for cultural projects means to reflect on the context in which we are operating, and its actors. For this reason, we try to read the territory and understand the people who have been offering content and projects for a long time. A cultural system must give value to all strategic assets, and must create the conditions to allow the efficient work of the operators. Communication builds an imagery.

#### INTEGRATED COMMUNICATION OF PRODUCTS AND SERVICES

Products and services place themselves in a competitive market where the difference is made by how the target audience perceives them. Following this premise, it is essential to understand the company's focalization, namely the market segment where to efficiently position the product or the service. Communication is positioning.

#### INTEGRATED COMMUNICATION FOR WELFARE AND HUMAN RESOURCES

People are at the center of every single process. From this premise, we build communication systems where the human resources are at the core of the company's values. This way, we can activate an efficient internal communication process, elevate the quality of the working life and set the basis to communicate these values to the market. Communication is human.

#### INTEGRATED COMMUNICATION FOR THE ACADEMIC WORLD

Training is an essential asset for a company or an organization that wants to grow and boost its own intellectual heritage. We have been investing in the academic world for many years now, looking at it as a growth experience and a way to use our competencies to facilitate the dialogue between students and institutions. Communication is growth.

BEYOND YACHTING EXPERIENCE



The will to give back to the sailing experience authentic values and content that went beyond the current styles and trends in the yachting sector led Cantiere delle Marche to the imagination and the realization of Explorer boats out of time, interpreters of the sailing idea, its history and conquests.

If we look at the philosophic roots of metaphysics, we will find expressed the necessity to go beyond the limits of tangible experience to get to more authentic concepts, gaining a wider and more unconditional vision.

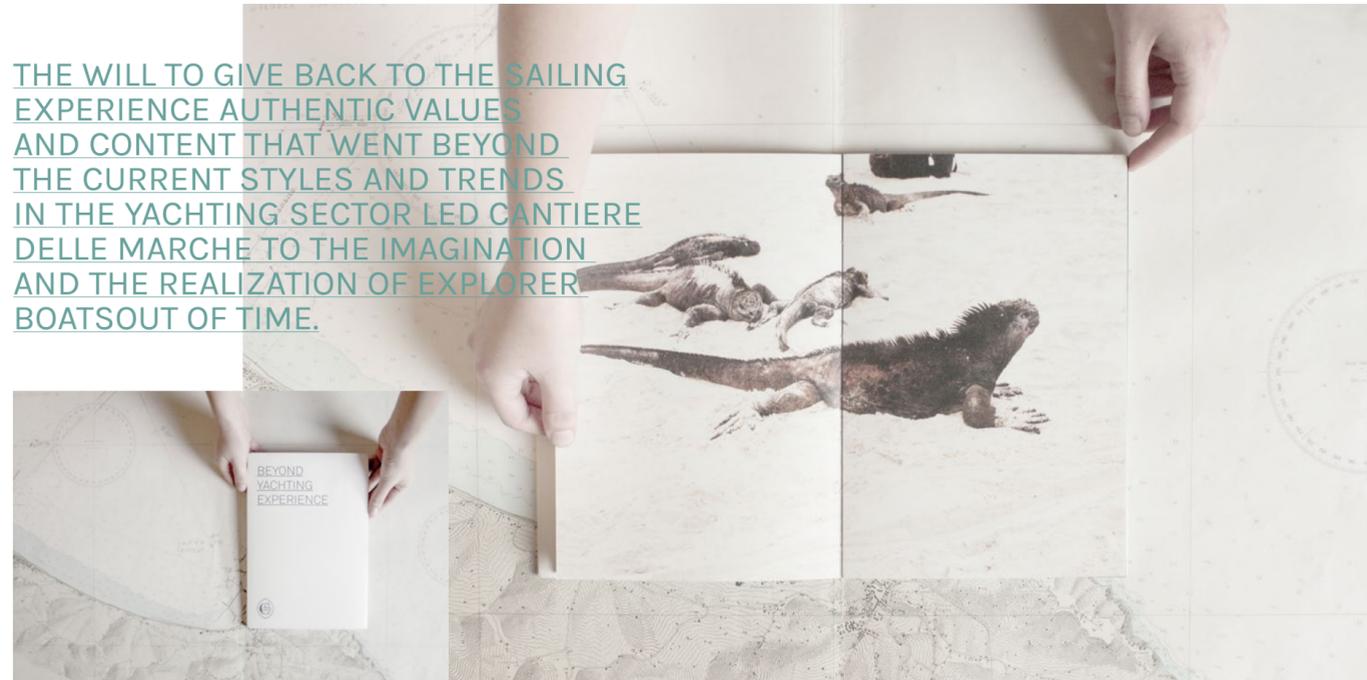
In art, painters like De Chirico and Chagall adopted a peculiar poetics, able to universally speak to the audience, breaking the preconceptions on materials and on a single point of view. The boats Nauta Air and Darwin Class are captu-

red in all their grandness, out of the water to highlight their shapes and materials. The chosen scenarios design the limits of the navigable seas, in Salar De Uyuni, Bolivia.

Through a Leica M3 lenses, the camera used by photographers like Cartier Bresson to capture their travels, have been portrayed places only reachable with steel vessels, able to resist the strength of natural phenomenons and to dialogue with them.

The visual rhetoric metaphorically suspends the CdM Explorer between the fascination of the environment and the nautical idea. Cantiere delle Marche goes beyond the yachting limits, delivering boats that exceed the limits of their users' imagination.

THE WILL TO GIVE BACK TO THE SAILING EXPERIENCE AUTHENTIC VALUES AND CONTENT THAT WENT BEYOND THE CURRENT STYLES AND TRENDS IN THE YACHTING SECTOR LED CANTIERE DELLE MARCHE TO THE IMAGINATION AND THE REALIZATION OF EXPLORER BOATS OUT OF TIME.



Cover + Galapagos photo



Introduction



CDM workers' craftsmanship contributes to the vessel's quality



Photo of Nauta Air vessel

THE EXPLORER MADE FLEXIBLE

**FLEXPLORER**  
the explorer made flexible

A vessel to double Cape Horn. A vessel to hold a business meeting on, anchored in Saint Tropez. A vessel to travel to remote bays and through the hardest conditions.

When Cantiere delle Marche designed the Flexplorer, what they had in mind was a versatile yacht able to satisfy the needs of different clients united by the desire to do more with a single vessel. Shipowners are refining their needs beyond the concept of style, design and comfort. What they long for, is the possibility to live exclusive experiences maintaining their lifestyle and expectations. The Explorer is a boat made to endure the hardest conditions and to take the crew to the most unexpected places.

Cantiere delle Marche studied both identities and designed a yacht that combined both attitudes. A 40m, steel and aluminum vessel that perfectly embodies the fast-moving vision of the shipyard. They took the Explorer, and made it flexible. We designed two videos, mirroring the double identity of the Flexplorer.

The first one describes and shows the values and technical characteristics of the vessel, highlighting its mechanics and general arrangements. The second one conveys the attitude and the expectations of the clients, their lifestyle and desires. From the dream of exploration to the real travel possibility. The chosen payoff represents the evolution of the Explorer concept towards a more flexible yacht, designed to satisfy the different needs of different clients.

Flexplorer video



00:25



00:35



00:50



01:05



01:30



01:55



02:50

Lifestyle Flexplorer video



00:15



00:30



00:45



01:10



01:25



01:35



02:00



Vasco Buonpensiere  
Sales & Marketing director

You chose focalization as a strategic asset. What did it bring to your company?

When we started, the market had just collapsed, and we understood that we needed to find an existing demand to match with an answer. It wasn't anymore the time of bringing to the market whatever kind of boat, and we really thought it was the time to give a precise answer to a precise demand. So when we decided about that, we went straight into a very specific kind of yacht which was, at that stage of the market, just at the beginning of its history, so we decided to focus into the explorer vessels market, to give a very precise answer to what was left of the market.

How do you think the Explorer sector will evolve?

We have very clear ideas about that. We speak to explorer clients on a daily basis, and we think that the next future is gonna be about the real content of the explorer vessels: that means long range, capability of crossing oceans without any issue as far as water is concerned. However, I think that it's gonna be a dramatic change in terms of design. The market is slowly shifting from an explorer as a mocking of commercial vessels, to a market which is asking for vessels capable to do explorer yacht things but with a more contemporary and updated design. I think we are going to witness, in the next years, a change also in the terms which are gonna be used to design this kind of vessels. At the moment we've anticipated this with a kind of vessels which we called *flexplorer*, the vessel which expresses both the explorer attitude and the white yacht attitude together, and we are gonna come out with another catalogue of new designs. So the explorer vessels are gonna be about content and not about the old explorer-like design.

How did you come up with the name and the project Flexplorer?

Flexplorer starts from a real evolution of a specific client who was the owner of a Darwin class. As I was saying, the market is changing, the way of using the boats is changing, the design attitude about the client

is changing and the Flexplorer is, in the Darwin sense, really the result of the evolution of the design and the content behind an explorer vessel. Today the market is basically made of clients between 45 and 65 years old very sporty, very interested in health and fitness; they're more prone towards a sporty and simple lifestyle where content wins over other things, and they need to be at ease both in a situation like the Norwegian Fjords, or Alaska or Cape Horn, but also Saint Tropez and Portofino. Flexplorer is a name that means evolution and takes all the explorer characteristics to a new level, so that its design and its technical solutions are gonna make it the perfect boat in front of the Voile Rouge in Saint Tropez, the perfect boat in Ushuaia waiting for the perfect weather window to double Cape Horn. The reason why we called it Flexplorer is clear: it's a flexibility we have given to the old concept of explorer vessels and how we got there it's even clearer. We matched a few clients. The first was an Australian client who wanted to visit all the best spots around the world, but he lives in Monaco and spends half of the year in Cote d'Azur, so we wanted him to be able to bring himself, his kids and friends searching around the world, and at the same time to be at ease with his friends or business partners in southern France or west Liguria and Capri. After we met him, we met another client who was 52 years old who wanted a boat simply able to bring him around the world both in the most glamorous places and in the most isolated bays and parts of the Ocean. At the end, one of our clients, owner of the older Darwin class vessels, decided to change his boat for very specific needs which were already those changes we made for the new flexible kind of explorer vessels. This goes together with the first question: the Flexplorer is really an evolution of the explorer vessels in design and concept. A lot of its features, like the A frame crane for examples, and the infinity decks - on the same deck you have two sides of the same world, a more commercial heavy duty part, which is the A frame crane and the infinity deck which is the most glamorous and posh kind of design feature your can have on a vessel today.

Will the Flexplorer create a new market segment?

Yes, definitely. the target we have is that in a few years from now, whoever is gonna build that kind of boat is gonna say "I built a flexplorer vessel". Definitely we can already see presenting from the bigger names to the smaller kids on the blocks that we have already set a new trend, just because once you see that boat, you read the answers to a lot of questions that - if you work in my industry - you've already been asked many times. We were the first ones able to translate these answers into design, and we've already been copied, a lot of shipyards have gone the same way afterwards, so probably yes. Our dream is that the new segment is gonna be called *flexplorer sector*.



Mario Pedol  
Architect

What does designing a yacht mean to you?

First of all, it means to pay attention, and to highlight the relationship between the inside and outside. The extraordinary, unique characteristic of life onboard of a yacht is the possibility to dive in the surrounding nature. From this assumption, the necessity of dragging inside the outside world through wide glass surfaces, and of designing architectures that allow the harmonic interchange of outside and inside spaces. A boat is not a barrier between nature and the people onboard. On the contrary, a yacht should give a myriad of possibilities to enjoy the sea.



Nauta Air class  
M/Y Narvalo

What is the story behind the naming Nauta Air?

We had to indicate a range of metal, displacement hull marine vessels with a light, contemporary shape. From here the naming - Nauta Air - to homage its visive lightness realized on a chassis, off-road like, naval platform.

RED BALANCE SHEET



Only chromatically!  
Again this year we had the occasion of translating in a graphic form facts and figures of the Università Politecnica delle Marche: the perfect occasion to work with the brilliant minds of our territory. One hundred and thirty pages telling facts and figures of the University through infographics and extracts.



Erasmus students map



Cover (silver offset + UV silkprint on red cardboard)



Introduction by the President Sauro Longhi



Number of graduate students by faculty

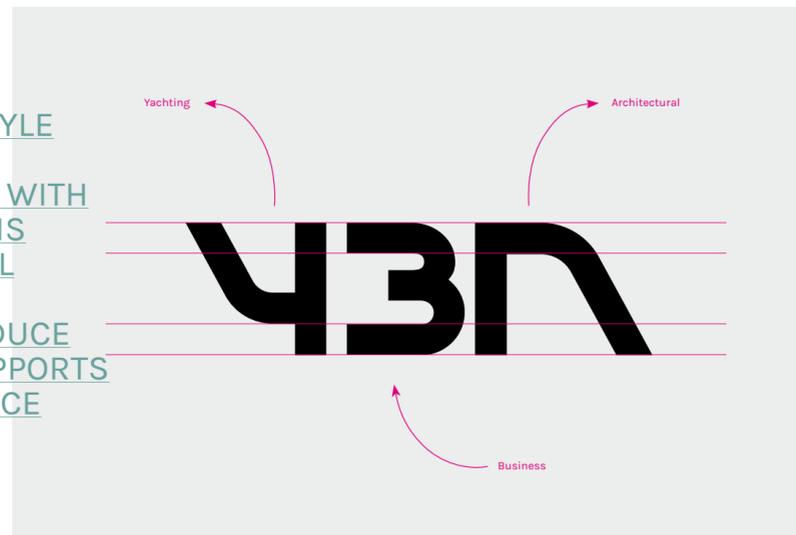
IDENTITY & COMMUNICATION TOOLS

VIDEOWORKS

Videoworks has been operating in the luxury sector for twenty-five years. Today, the company is well positioned thanks to a solid identity that interacts with the most important dealers in the nautical, business and architectural sectors. The study of a modular typography, pivoting on the logo, was necessary to equip the company with its unique alphabet used to create a personal,

unmistakable language. This language can be declined in accordance to the sector of interest, thus allowing an international communication that goes beyond language borders and cultural differences, just like the company does when it creates new technological infrastructures for its clients.

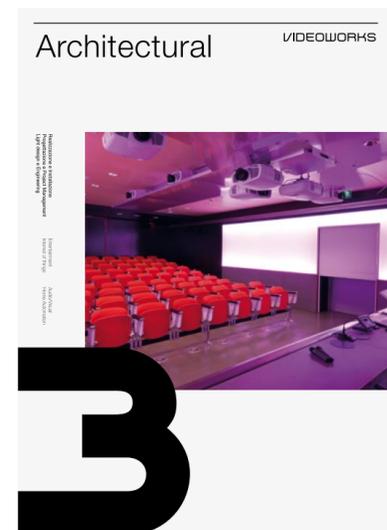
VIDEOWORKS' COMMUNICATION STYLE FOR TECHNOLOGY APPLIED TO THE LUXURY WORLD, MUST BE ALIGNED WITH THE SERVICES THEY OFFER. FOR THIS REASON, BOTH THE TECHNOLOGICAL INFRASTRUCTURE OF THE WEBSITE AND THE MATERIALS USED TO PRODUCE THE PRINTED COMMUNICATION SUPPORTS ARE STUDIED TO MAKE THE AUDIENCE UNDERSTAND THE COMPANY'S POSITIONING.



Product sectors logo construction



Yachting brochure cover



Business brochure cover



Architectural brochure cover



Sara Stimilli  
Communication & Marketing Director

What is the link between technology and emotions? How do they interact?

We are living in the digital era, where emotions and technology are necessarily connected. It is sufficient to think about how Facebook, Instagram and other social media are used, to understand that they are designed to answer our need for connections. It must be clear, however, that the digital world can't and shouldn't take the place of human relationships, since only social life gives us purposes. New technologies should be regarded just as another means of communication, which should be used to make ourselves known and to know others faster and in a easier way. Videoworks, even it operates in the system integrations market, recognized the potential of the emotions-technology connection, and developed a software able to map emotions and tell us what we are feeling based on external stimulus.

Smart applications revolutionized how we imagine objects and spaces. What is the hardest aspect to communicate internationally?

I believe that generally speaking, not only internationally, the real challenge is to make the listener understand what we are talking about, without them actually living the experience. When talking about new technology, the internet of things, apps, etc., it is important to immediately and clearly convey what they are for and why they could improve our lives and comfort.

Towards what trends is the domotics applied to the nautical sector going?

During the past 6 years at Videoworks, and after having spent a long time in the nautical world, experiencing life onboard and knowing a significant number of shipowners, I can affirm that the most important characteristics of a domotic system, the required ones, are affidability and simplicity of use. Around that, it is possible to create a lot of top services - form the purest sound to tailor-made lighting - all aiming at creating smart areas where to comfortably relax onboard.

THE IDENTITY OF A PLACE



Top view of "La Mole"

La Mole is an historical building that hosted international music festivals and art exhibitions over the years. The Museo Tattile Statale Omero is located inside the building, along with a number of offices of the city administration and a nautical club. The identity of a place is formed in the imagination of the people who live it, and is a reflection of their backgrounds; each element then combines to create the idea of the whole.

This communication has the duty to investigate the place in depth, in its guise as both physical and mental place, to be interpreted and described. La Mole's capacity to take multiple forms, relating to both the urban and the socio-cultural context of the city forces us to keep to the side-li-

nes, giving it an identity that generates the desire in people to make that place their own.

Considering that the former Lazzaretto is known by the city administration and the population as Mole, we confirm the willing to use a naming coming from this denomination, affirming the intention of developing a cultural space of crucial importance for the city. We propose the use of the Italian article La (the) to highlight the peculiarity of the entity Mole and strengthen the name from the phonetic point of view. Without adjectives, links and assonances, La Mole affirms the solidity of its identity and has no need for more specifications to gain importance and credibility.

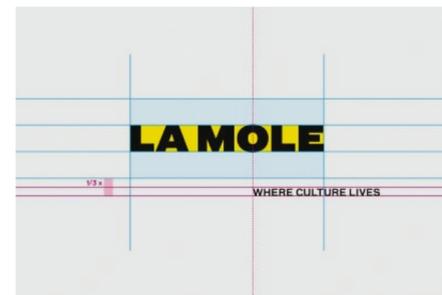
MÒLE [MÒ LE]

1 - SOLID MASS OF GREAT DIMENSIONS;  
PROPER NAME OF SOME MASSIVE  
AND IMPRESSIVE BUILDINGS.

2 - THE BASE UNIT IN THE INTERNATIONAL  
SYSTEM OF UNITS FOR THE AMOUNT  
OF PURE SUBSTANCE THAT CONTAINS  
THE SAME NUMBER OF ELEMENTARY ENTITIES.

**LA MOLE**

WHERE CULTURE LIVES



Logo construction

LA MOLE

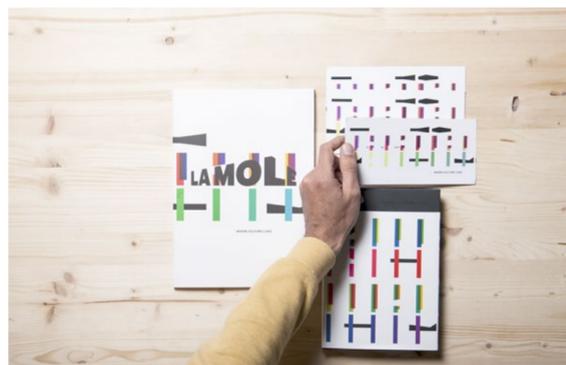
LA MOLE

LA MOLE

Logo



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ADI DESIGN INDEX 2017



Book - Where culture lives



First level communication



Paolo Marasca  
Alderman for culture

"What we were certain we had, was an extraordinary place. We asked what desire was truly inhabiting it, and we sat down to listen without having the conceit of knowing what was best for it."

It was the year 2014 and we had (we still have) some accomplices: Fondazione Cariverona, that have been financing the renovations of the building for years; Luca Massimo Barbero, at that time a consultant for the Foundation and now advisor of the Fondazione Domus, who translated the languages of the building into content projects and then passed them on to Flavio Arensi, curator of Ecce Homo; all the many people that, working on specific projects during the years, have grown fond of an idea yet to be built - maybe without realizing it at the time. We also had the city municipality that, in the occasion of the strategic plan, revealed a sense of nostalgia for La Mole, which seemed constantly waiting for its future to be unfolded.

That was what it took for us to see it too, the future. Starting from its name and its very way of existing, moving on to the withdrawals, since not everything can be done inside La Mole. La Mole is not just a number of rooms to rent, doesn't have only one season, the warmest, the one with outside activities, stretching time, it has four seasons.

The quality of the exhibitions and festivals met the style of the building, and from this meeting more content has been generated, in a multifaceted but consistent way that now seems unstoppable.

Today, in 2018, La Mole enters a new phase. A chrysalid, or an adolescent. Strength and fragility; certainties and developing situations. We continue to listen to the walls, the spaces, the landscapes, and we continue to follow their directions, certain about one thing: thanks to the many, many artists, professionals, directors, citizens, passionate, operators, employees and workers that day by day join the process, something was born that, even willingly, cannot be undone. This is the biggest satisfaction for us administrators: to shape something that gives life.

OUR CAGE SETS YOU FREE

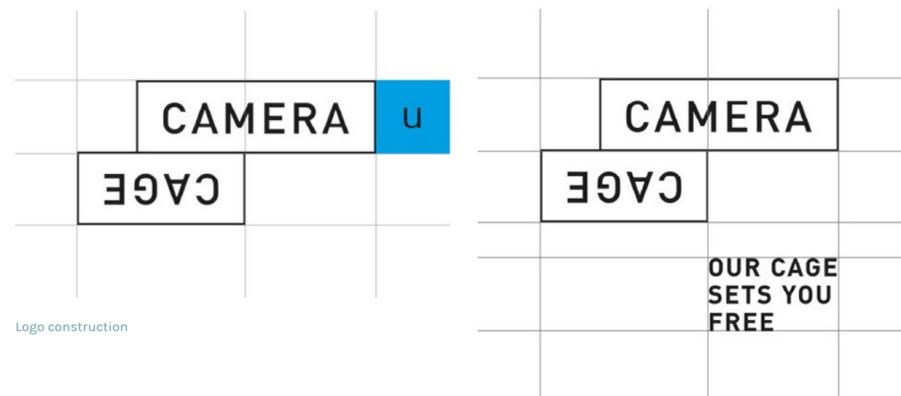


The identity of Camera Cage tries to reproduce on a formal level the distinctive characteristics of the product: modularity and flexibility. Enclosing the text inside a geometrical form serves the purpose of recalling the solid structure of the camera support, just as the naming rotation recalls all the possible configurations and movements the product allows. Through their dimensional relationships, the modules strengthen the

ideas of flexibility and customization. The payoff "our cage sets you free" was developed by the initial willing to compare the concepts of freedom and cage, creating a minimal, clear and elegant logotype. The subsequent visual develops the same concept, but opens up a new imagery of augmented reality where the camera is surrounded by grids and cages, reproducing the adaptability of the product.



Logo



Logo construction

FRAMED ON GITZO



Those who appreciate the details that normally go unnoticed, are those who capture the perfection of nature's little miracles. With this same sensibility, Gitzo creates extremely versatile photographic equipment and tripods. Gitzo products are studied to accompany the entire life of photography lovers, just like only good friends do. Gitzo wants to light up creative minds, allowing the growth of individual abilities.

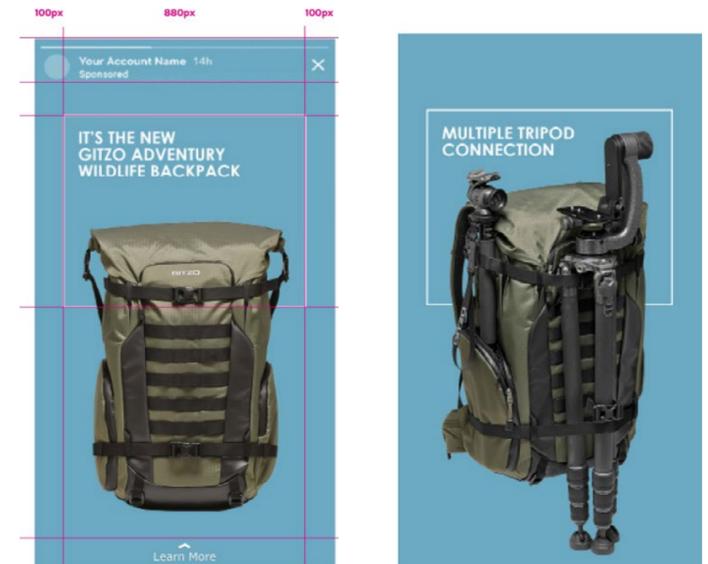
Gitzo's communication style mostly uses black and white. At the same time, however, solid colors are used for the product-related communication. Every product is associated to a single

chromatism. The graphic element that characterizes the Gitzo communication style is the format "line + claim Framed on Gitzo", which accompanies both photos and product visuals. This element is always placed in relation to the image, either channeling the attention on a specific element, either overlapping with the product.

A text block containing the product's name or the photo's exposure details is placed under the claim. This text block is aligned to the right, and must be one third in dimension of the average dimension of the claim.



Facebook post layout construction I



Instagram stories layout construction

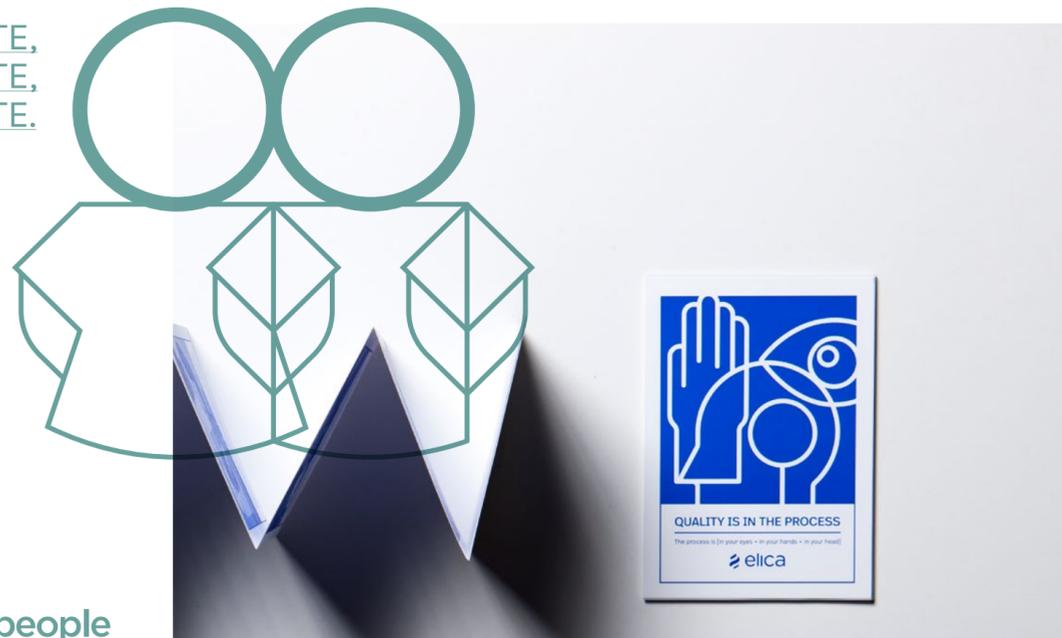


Social guideline book



Social guideline book

TO COMMUNICATE,  
TO COMMUNICATE,  
TO COMMUNICATE.



**elica** people

For a multinational corporation like Elica Group, which counts more than 3.400 employees all over the world, has been awarded the certification Top Employers for ten years, and has been nominated Great Place to Work very often, the recruiting and Employer Branding theme is essential.

In 2013, the company decided to invest in the realization of a website with two objectives: on the one hand, to gather applications from candidates in a structured way, and on the other hand to have a work instrument for the HR team to look for, select and profiling the received applications.

The project Elica People represents the possibility to discover the company through its people and their daily activities, while at the same time representing a collaborative working instrument that allows the HR managers worldwide to research and select candidates, being able to manage the recruitment ads themselves.

An interview with Julia Sciuto, Education&Employer Branding Manager - Elica Group

Elica Group gives value to the Employer Branding activities. Could you explain what it is, and why you think it's a strategic activity?

The Employer Branding is the marketing of the people, that expresses itself through projects studied to attract people from the outside and to strengthen the presence of the employees inside of the company. We developed this area in line with the growing process of the company, making it more solid thanks to a deep confrontation with the marketing department: in fact, the brand Elica Group is communicated through the HR department. We think Employer Branding is a strategic activity because we want to attract the best talents in line with the company's culture and promote a good working environment.

How important is the communication strategy to convey the company's philosophy and to improve the organization processes?

For us, it is very important. We developed our business strategy around communication: one of the motto of the company is: to communicate, to communicate, to communicate. The very architecture of Elica HQ, with its piazza and open spaces, meeting rooms and wide windows, was designed to promote agile processes, ease bureaucracy and hierarchy from the communication point of view.

Thus, the environment is informal and dynamic, which allows us to quickly take decisions. Moreover, the company's web instruments allow us to train and inform in real time the employees worldwide.

People at Elica are encouraged to constantly grow. What does the company gain from this approach?

A very relaxed and serene working environment; fresh, young and dynamic, which allows us to work without frictions or tension. Everybody can speak their mind: interns can talk with managers, because we believe that everybody can have great ideas. From this assumption we work towards inclusion and proactive involvement of all the people at Elica.



Elica People communication kit



Massimo Pigliapoco  
and Alessandro Piccioni  
Founders & Directors of Tonidigrigio

To communicate implies to take responsibility

The communication's role in the modern era is increasingly putting people and processes at its core. To produce an effective language, means to have the possibility to extensively reflect on the company's value and positioning, with the share purpose of finding a clear focalization leverage point to authoritatively enter a specific market segment.

Professionals who work to create an integrated communication system are facilitators in a process that aims at finding characteristic and distinctive values and processes of a company's culture, and then diffusively replace them inside and outside of the company towards their stakeholders.

To communicate implies to take responsibility, because it means not only to create a language and a message used to tell the audience about the company and its products and services, but it also means to create new conversation spaces where to put the people back at the center of their roles and competences at the company's service.

In this way, we will be able to identify the correct communicative register, compose the visual and narrative rhetoric, choose the suitable channels and media and give the company the keys to their communication, in order to make it an essential item of their culture.

## TONIDIGRIGIO CREATIVE LABS

Tonidigrigio is a creative design studio focused on advertising, brand identity, web design, graphic design, marketing and communication strategy and social media based in Italy. We approach the communication process from the strategic and analytic point of view, managing and taking care of all the items that make a project successful. In our creative labs, we study each project's identity and characteristics, we highlight them, and we express them in a unique way. We would love to know you and chat about the best integrated communication strategies for your business. Get in touch with us: no charge, no strings attached.

## WE WORK WITH

Aernova, C28, Cantiere delle Marche, Civita Mostre, Colonnara, Comes, Elica, Esinplast, Extrategy, Fileni Spa, Filippetti, Fime, GMB Finance, Incontri Europei, Manfrotto Spa, Monticelli, Panatta, Rational Production, Rosapetra, Stosa Spa, T33, Videoworks, Vis Industrie

Università Politecnica delle Marche, Università degli studi di Macerata, ACCA Academy, Regione Marche, Provincia di Ancona, CIRA, Oikos Provincia di Macerata, Comune di Ancona, Comune di Jesi, La Mole Ancona, Comune Serra de' Conti, Liceo Scientifico Galilei

Interested in integrated marketing  
and communication strategies?  
Let's talk about it!



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