

The background of the entire page is a black field filled with a complex, organic, and symmetrical pattern of bright blue and cyan wavy lines. These lines create a sense of depth and movement, resembling a topographical map or a microscopic view of a liquid crystal. The pattern is centered and radiates outwards, with the most intense blue colors concentrated in the middle.

blu

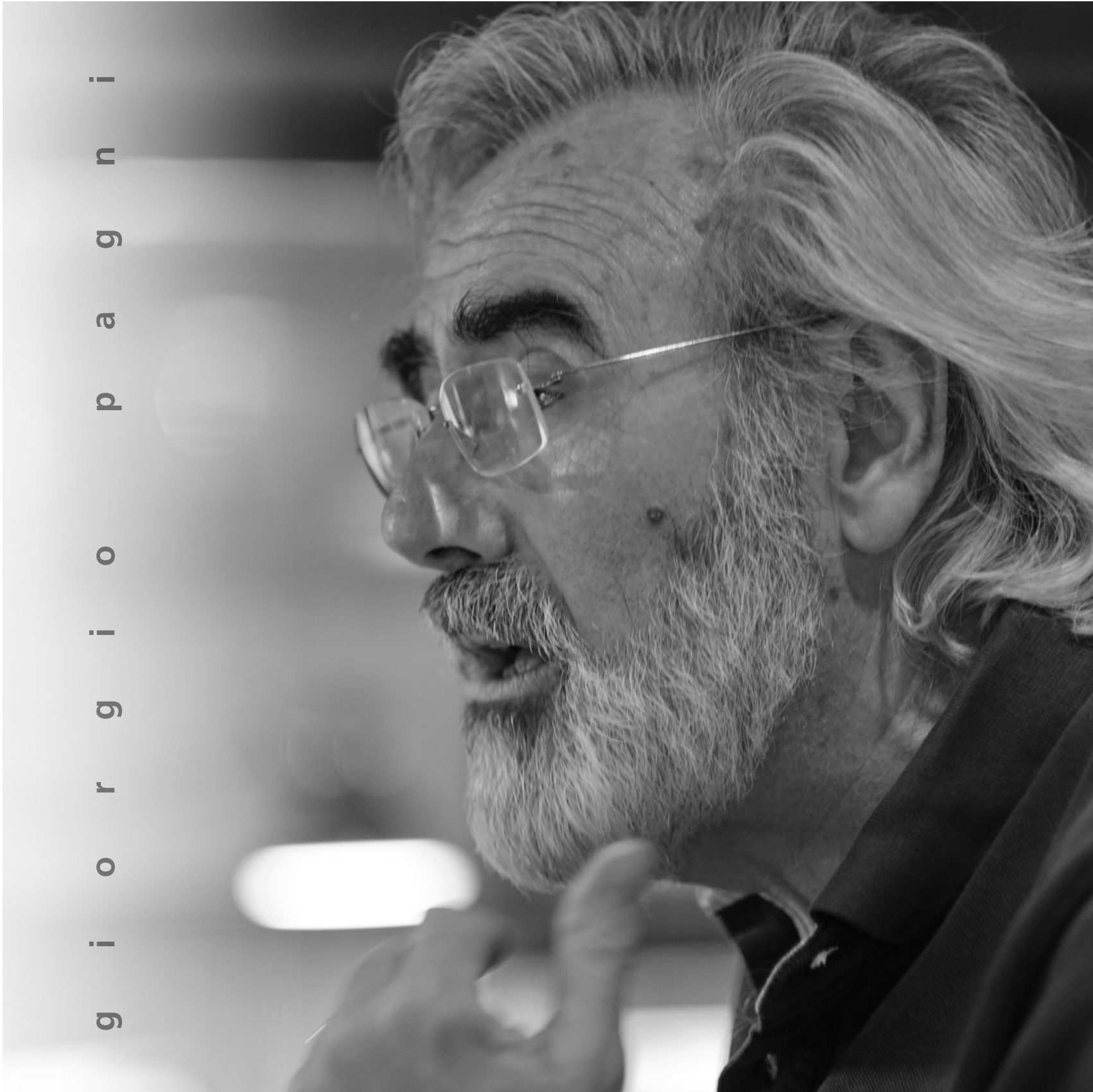
g r a p h i c d e s i g n

brochures & catalogues / editorial design / logotypes & corporate identity / packaging / advertising / illustration

A B O U T U S

“Let me not to the marriage of true minds Admit impediments.” It is easy to be romantic when your name is William Shakespeare. Perhaps a little less so when you share your working life with your partner. And yet, as a married couple, we achieved a successful enterprise thanks to our passion for design, the arts, drawing and photography.

After having graduated from the prestigious Brera Academy and SPD-Scuola Politecnica di Design in Milan, we undertook our projects and then opened **Blu**, our graphic studio, in 1993.



g i o r g i o p a g n i



m o n i c a c i t r o

Being acute listeners and observers, we clearly identify our clients’ needs, taking an active, strategic role with our ideas, suggestions and our long-established expertise. We can contribute to the development of a project and individual brands alike, with custom-tailored brochures, catalogues, packaging, logotypes and editorial products.

Our creative team is always on the lookout for new, inspiring and challenging ideas, where we can show our mettle.

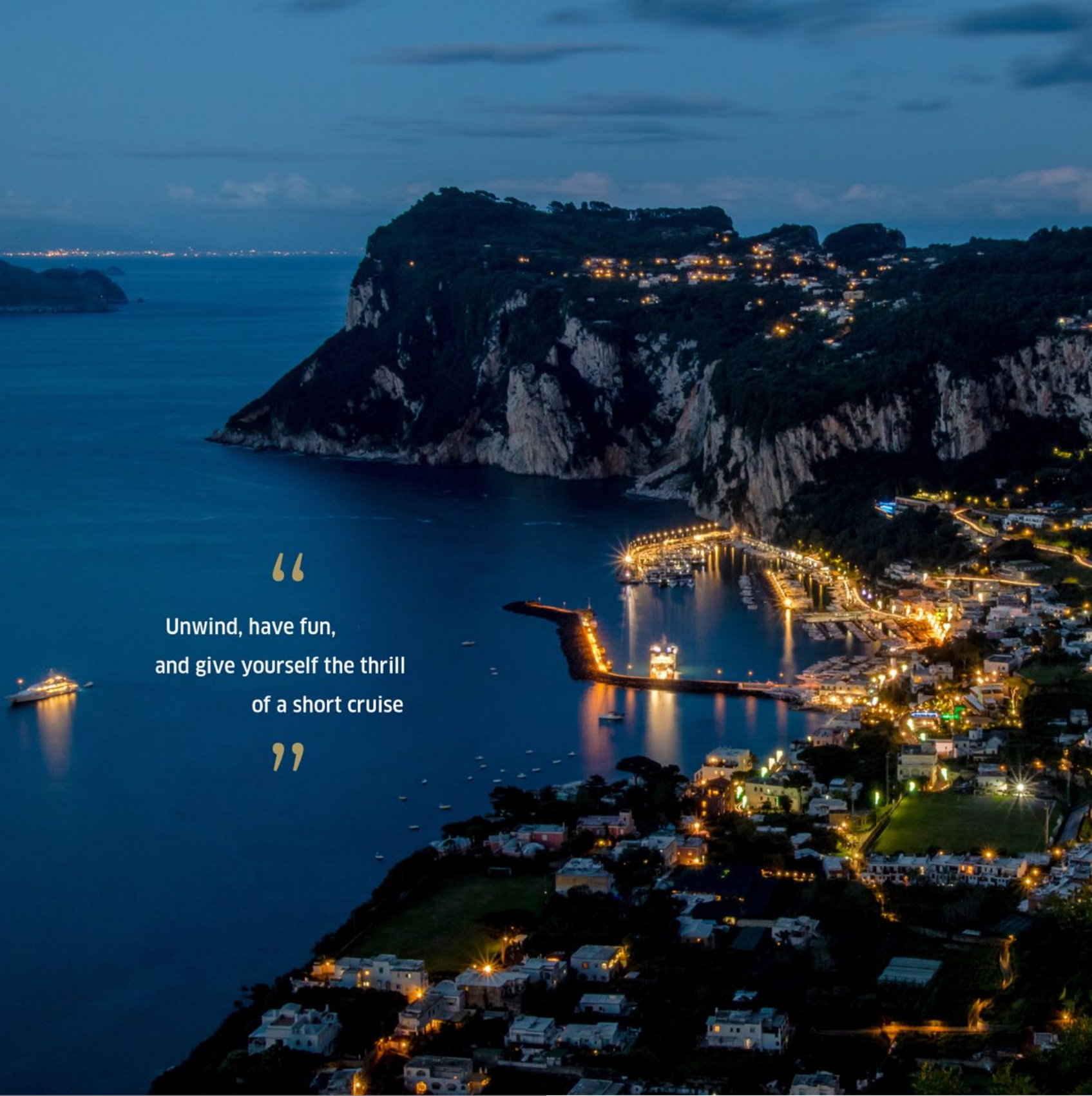


Creating an impact that leads to riveting emotions, renewed interests and boundless curiosity.

A brochure must enchant and amaze, tell a story and leave room to imagination. Gripping texts, where breath-taking images and harmonious colours blend and give rise to a superlative balance.

BROCHURES





“

Unwind, have fun,
and give yourself the thrill
of a short cruise

”

“
Impeccable service,
logistical support,
Itinerary planner
and customised solutions
”

Extensive knowledge of the area combined with expertise and a professional crew mean that at Capri on Board, nothing is left to chance. Our flexible contracts meet the needs of the most discerning travellers, offering a vast array of mini cruises and boat excursions on board luxury yachts, “door to door” transfers and yacht charter. A special wedding will be truly memorable aboard one of our yachts, along with other sensational, personalised luxury experiences. In addition to this, we organise photo shoots and events, floating platforms and fireworks for private parties, as well as land and sea services for films, TV series and commercials. All permits and authorisations will be taken care of, letting you enjoy Italy in a luxury, elegant fashion.



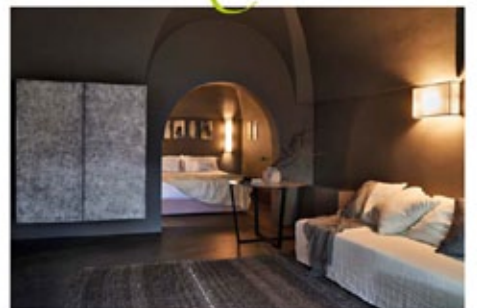
ABOUT US

Preparing for a trip: can you think of anything more exciting? The magic of uncovering new places, new destinations, raring to go and discover towering mountains, azure waters and sandy beaches. The earth is replete with fabulous, beguiling places waiting to be discovered and admired: telling their story with captivating images and texts is the essence of an infinite allure.

BROCHURES
/
TRAVEL



Elegant and
exclusive



- 20 luxury suites
- Hermis Luxury Amenities
- Bar & Restaurant Themis
- Lounge sitting room
- Bedding set menu
- Outdoor swimming pool
- Beauty treatments
- In the Giardino Pantescio
- Wine estate “Coste Ghirlanda”
- Restaurant Coste Ghirlanda
- Complimentary transfer from/to the Airport
- Unique Pantelleria Experiences

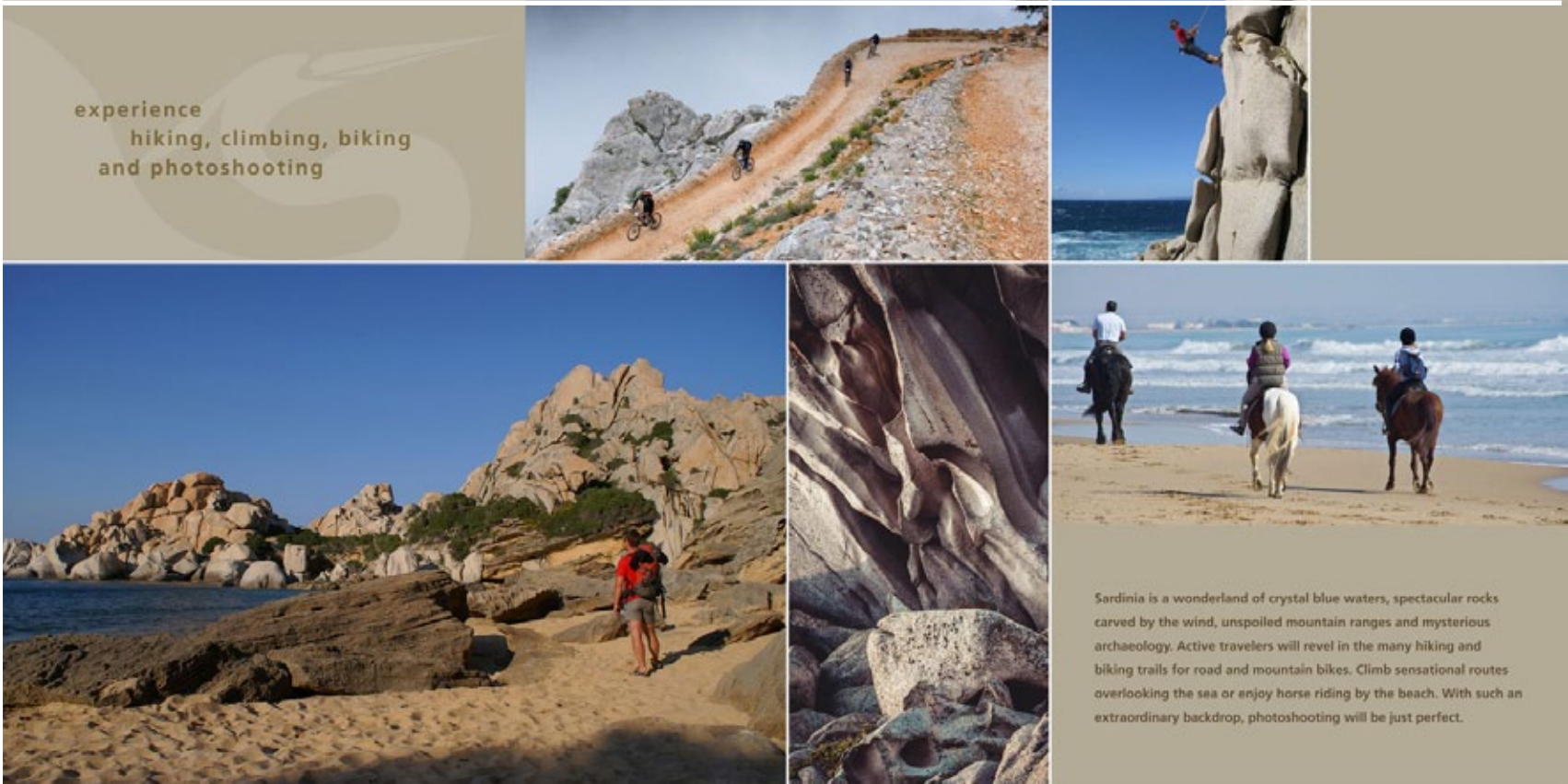


“Impressive charm and fascination in all seasons”

MOUNTAINS

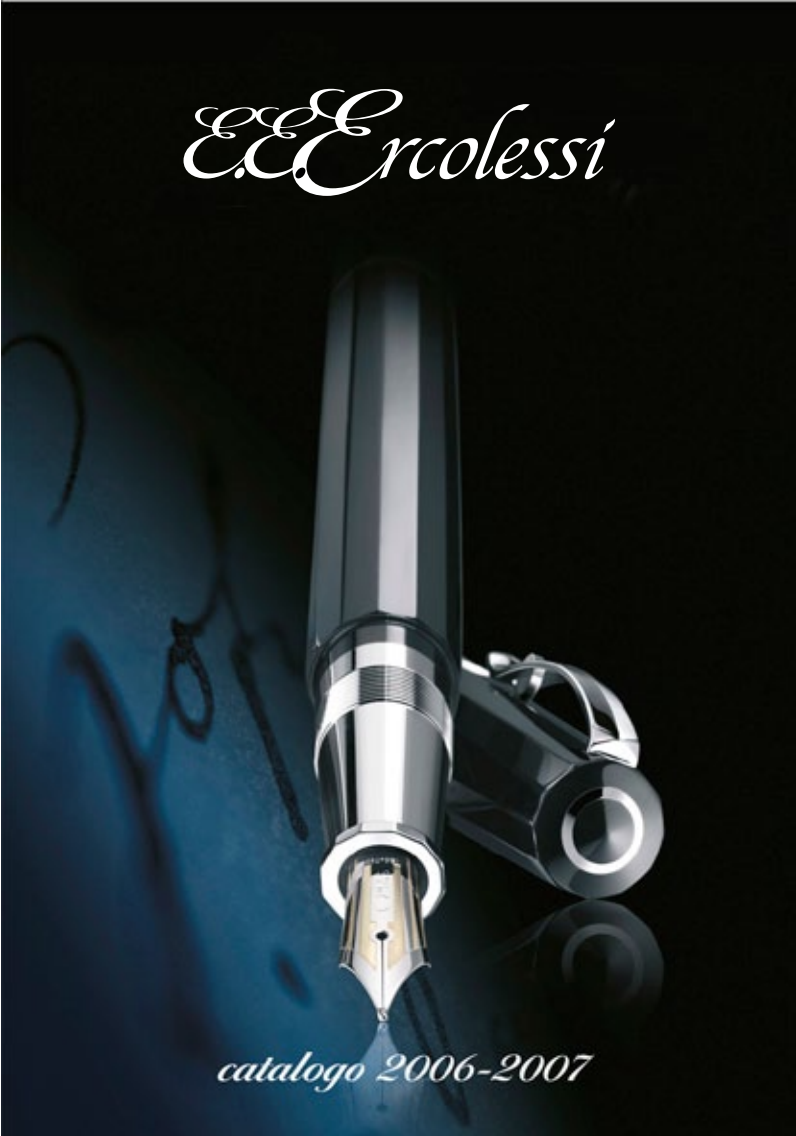


Far from tourist hotspots and urban living, the mountains provide unrivalled peace and serenity as well as adventure. Whether it is a romantic getaway, an exciting weekend or a family holiday, that special place is hiding somewhere in an idyllic mountain setting, awaiting discovery. The Italian Alps, where four languages are spoken and diverse cultures meet, are home to some of the world's most spectacular scenery. Le Corbusier saw Mont Blanc, Monte Rosa, The Cervino and the Dolomites as “the most beautiful natural architecture in the world”. In all seasons they offer excitement, impressive charm and utter fascination: white fairy-tale scenery in winter and a unique variety of activities and natural beauty in summer.



experience
hiking, climbing, biking
and photoshooting

Sardinia is a wonderland of crystal blue waters, spectacular rocks carved by the wind, unspoiled mountain ranges and mysterious archaeology. Active travelers will revel in the many hiking and biking trails for road and mountain bikes. Climb sensational routes overlooking the sea or enjoy horse riding by the beach. With such an extraordinary backdrop, photoshooting will be just perfect.



CATALOGUES



A tool that combines aesthetics and substance, where precise information is displayed in a creative, impressive fashion and technical photographs enhance the quality of the product.

A catalogue must speak for itself and be the first resource employed by sellers and buyers alike.

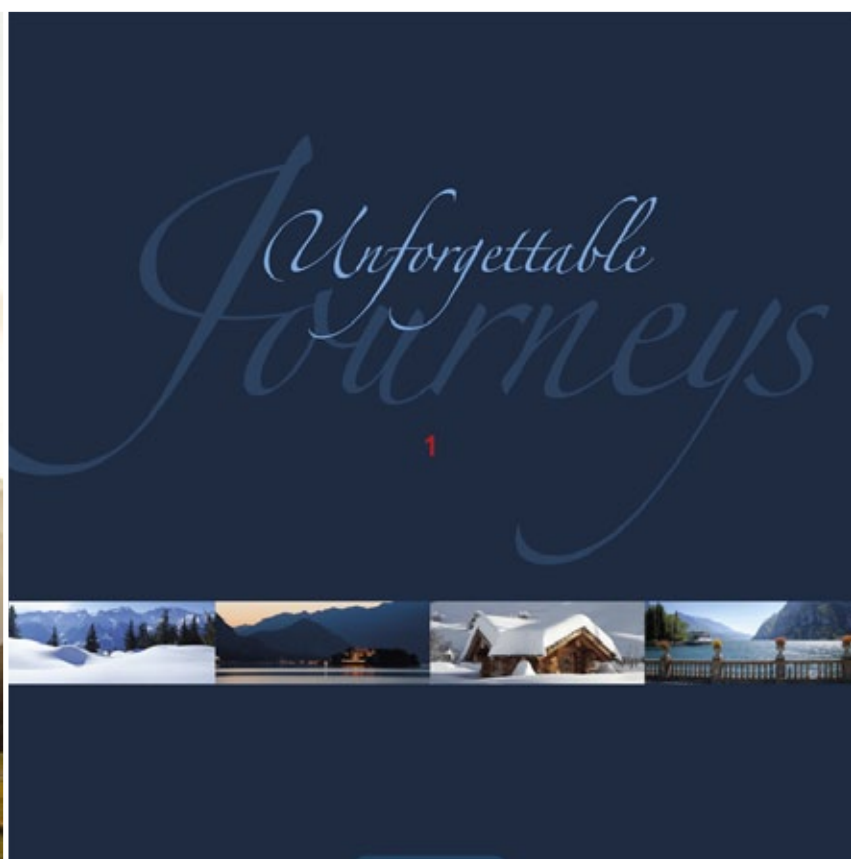




Words and images, where readability is paramount and is heightened by the choice of photos and the harmony of colours. Every magazine sets its tone and requires a diverse graphic awareness.

It is important to fashion various reading layers, as well as the main text, via contents, captions and asides: this is how readers channel their attention.





Travelling is a dream that begins before leaving.

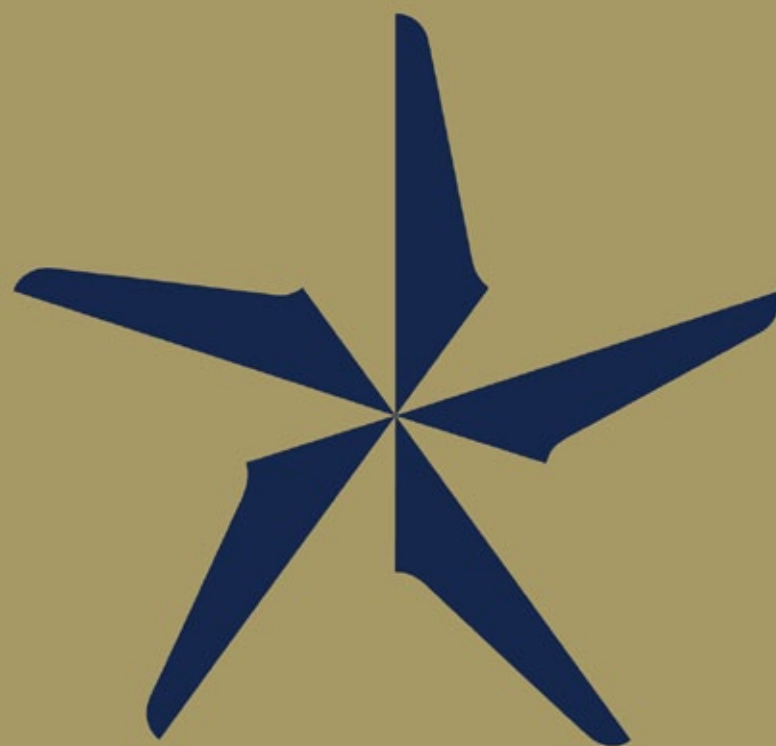
The mind wanders around places and landscapes,
paths and tastes, people and traditions;

the fascination of gripping texts combined with
images that leave a lasting mark on your heart.

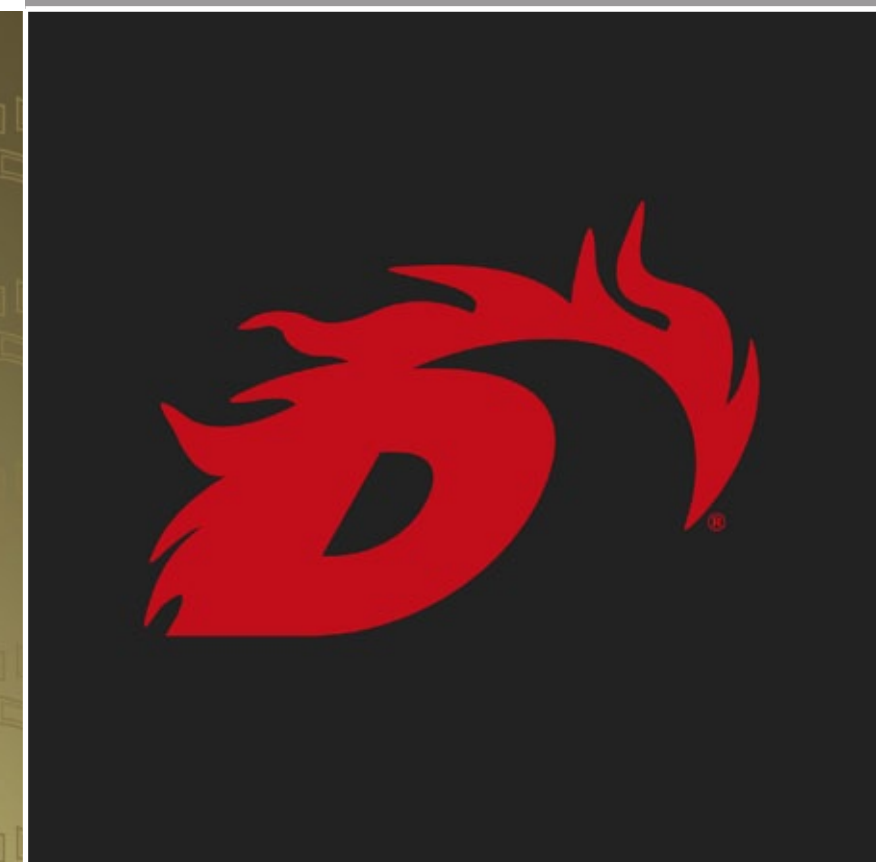
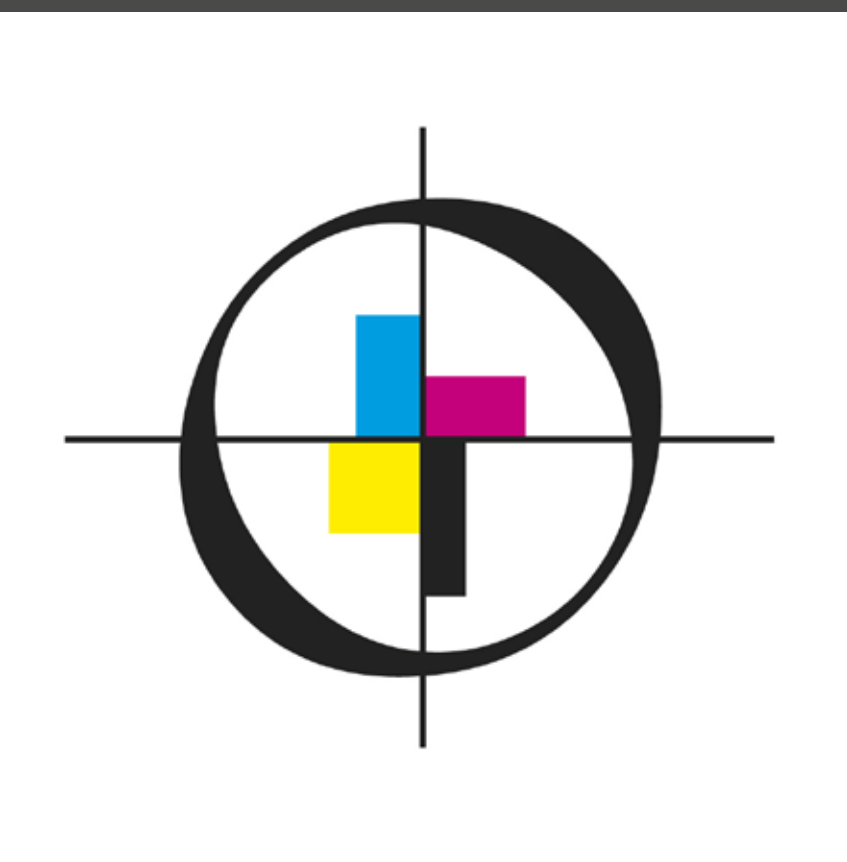
Each page is a window that opens onto the world.

A travel magazine is not easily forgotten and
is an invitation to set off and explore.

LOGOTYPES
&
CORPORATE
IDENTITY



The heart and soul of a company, it spells out its awareness thanks to a sign: a brand stands for identity, personality, shape and colour. It tells our story and graphically expresses our being unique.





PALAZZANI PROJECT

Packaging is like a dress, adding a personal touch and recognisability to a product.

Anything can be employed -- art, design, illustrations, photography, lettering. What matters most is to make a product unique and iconic.



PACKAGING

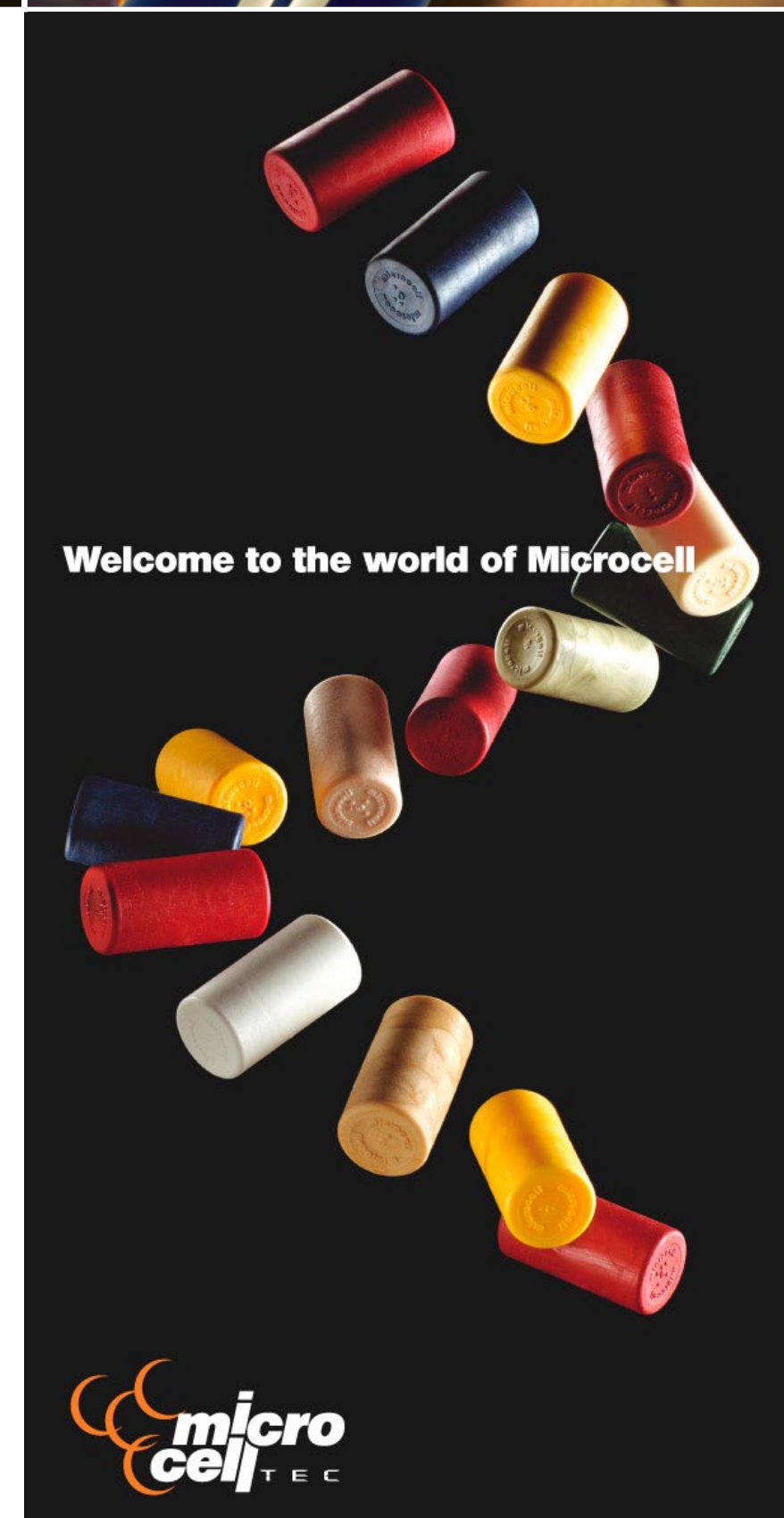




Strong, simple, coloured and creative.

Catch the viewer's attention with a few, essential elements: a clear, concise message combined with a gripping, declarative image.

Being memorable is the essence of it all.



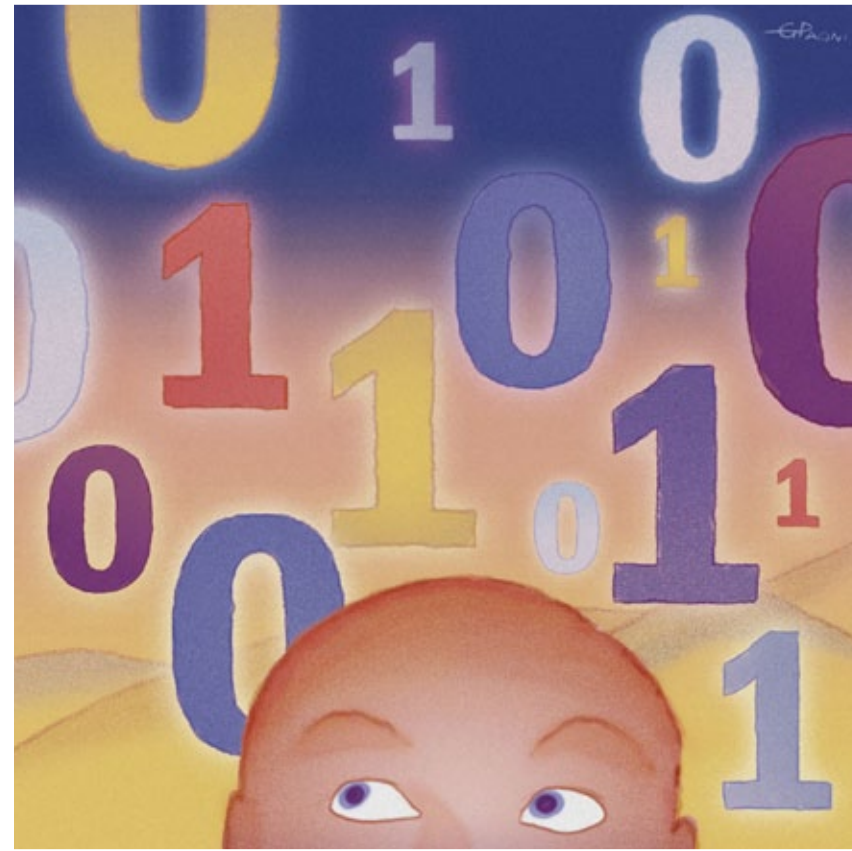
ADVERTISING

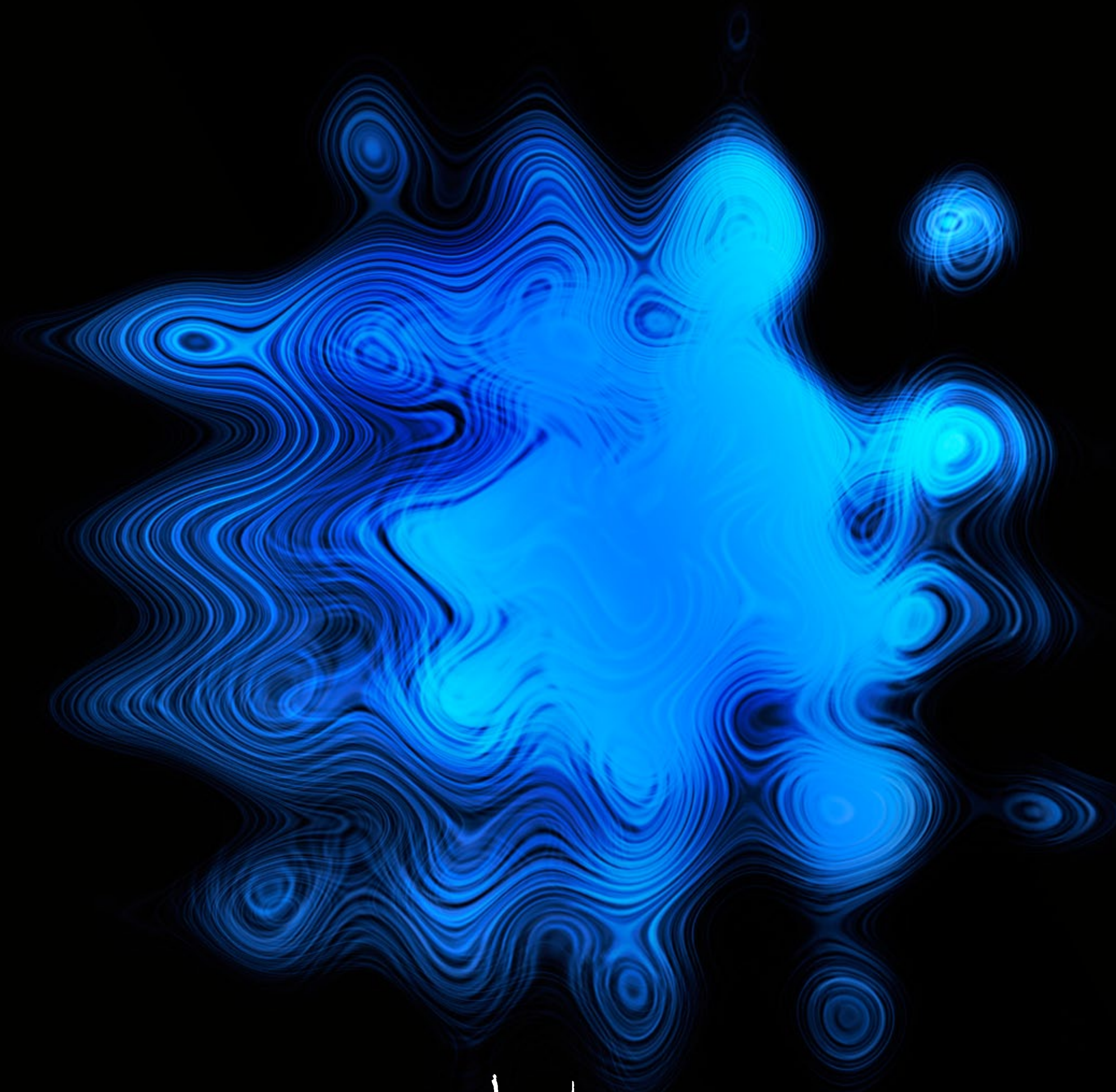


The oldest artistic creation in the world, illustration stands for the freedom to tell a story with colours and the use of imagination.



ILLUSTRATION





blu

g r a p h i c d e s i g n

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