

# THREE CONCEPTS FOR BOLOGNA

# THREE CONCEPTS FOR BOLOGNA

The agency's designers were invited to create a new city brand for Bologna, capital of Italy's Emilia Romagna.

The result was three very different positions for the city. But see for yourself.

Bologna: Discover. Enjoy. Live.

# Bologna, a 360-degree experience





## The Logo

The dynamic arches are reference to the many aspects of urban life and the unmistakable architecture of the city.

## The slogan

"Discover. Enjoy. Live." describes the concept of the personal "life experience" as a way to discover the city step by step.



Comune di Bologna  
Piazza Maggiore, 6 - 40124 Bologna



Mario Rossi  
Urban Center Bologna  
c/o Salaborsa  
Piazza del Nettuno 3  
40124 Bologna  
T +39 (0) 051 219 4855  
F +39 (0) 051 219 4855  
mario.rossi@urbancenterbologna.it

Urban Center Bologna  
c/o Salaborsa  
Piazza del Nettuno 3  
40124 Bologna  
T +39 (0) 051 219 4855  
F +39 (0) 051 219 4855  
info@urbancenterbologna.it  
PIVA 02367731207 | C.F. 91228470372



pagine 2/3 Bologna

## UN'ESPERIENZA A 360 GRADI.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos sit et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est.

Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

- 1 Bergren
- 2 Sanctus est
- 3 Remipsum
- 4 Scingelit
- 5 Invidunt
- 6 Voluptua
- 7 Dolores
- 8 Rebum
- 9 Gubergren
- 10 Takimata
- 11 Sanctus
- 12 Lorem
- 13 Consetetur
- 14 Sadipscing
- 15 Nonumy



BOLOGNA:  
ME



Learn, discover, enjoy, live  
and share culture, music  
and art in the heart of  
the city of Bologna

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



# BOLOGNA JAZZ FESTIVAL

DISCOVER. ENJOY. LIVE



BOLOGNA JAZZ FESTIVAL  
VII edizione  
26 ottobre - 27 novembre  
nei teatri e jazz club a  
Bologna e Ferrara

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



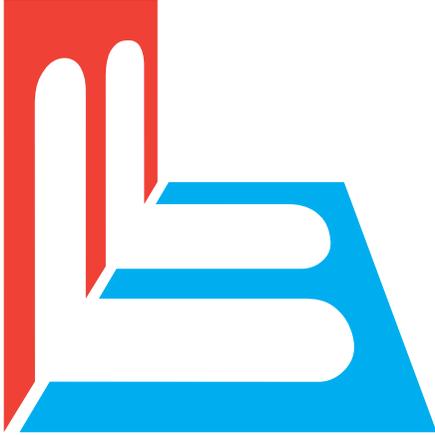
# BOLOGNA: OLTRE LA CITTÀ.

DISCOVER. ENJOY. LIVE

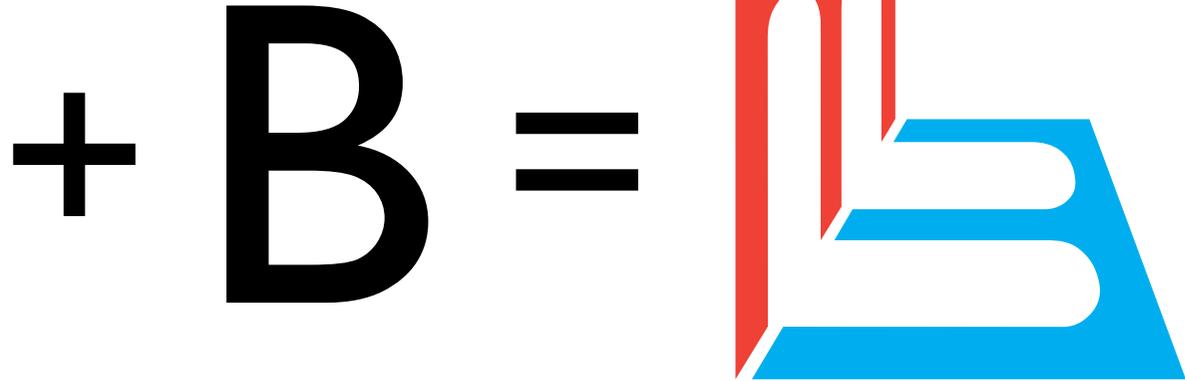


Go Bologna

# Bologna, a city in motion

Go   
Bologna



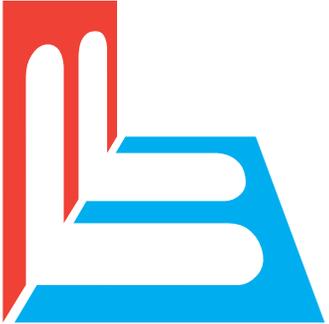


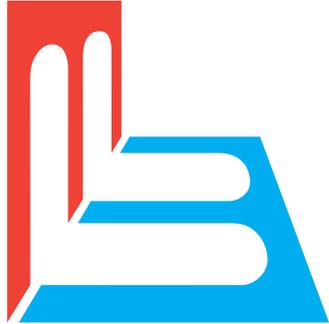
### The Logo

When the sun shines through the arcades so typical of Bologna, it creates horizontal arches as shadows that you can read as the letter B. Thus, the architecture and light of Bologna once more form the visual identity of the city.

### The Slogan

“Go Bologna” is a call to all - come to see, study or work. “Go Bologna” also says to residents, Bologna is moving ahead! Think and create the city of today and tomorrow.

Go   
Болонья

Go   
博洛尼亚





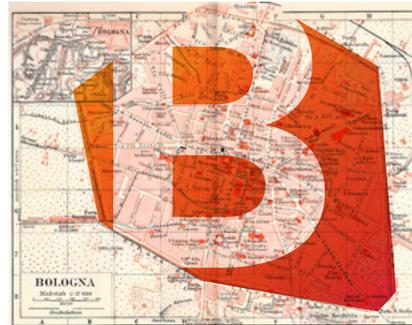
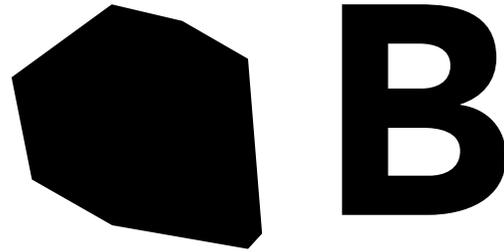
Bologna: siamo aperti

# Bologna, an open city



**BOLOGNA**  
**SIAMO**  
**APERTI**





## The Logo

The silhouette of the historical city walls gives the logo its outline. In combination with the letter "B" (for Bologna) it opens up to become a multi-dimensional symbol for the past, present and possible future of the city.

## The Slogan

The openness with which the city welcomes visitors, students, teachers and many influences from around the world, in two words: "Siamo aperti" (we're open). A message with a playful wink – open for business, open museums, open to a sense of humour.









# BELLISSIMA



**BOLOGNA**  
SIAMO  
APERTI

UFFICIO TURISTICO  
DI BOLOGNA

Via Rizzoli, 7 - Bologna

Tel. +39 51 2193111

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

# Further References: Urban Brand Communication



**ondesign – visual identity**

Cremon 11

20457 Hamburg

Executive Management:

Olav Jünke

Francalma Nieddu

Tel.: +49 (0) 40 / 36 09 26-0

[info@ondesign.de](mailto:info@ondesign.de)

[www.ondesign.de](http://www.ondesign.de)

# What can we do for you?