

# THREE CONCEPTS FOR BOLOGNA

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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.



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Go Bologna

# Bologna, a city in motion

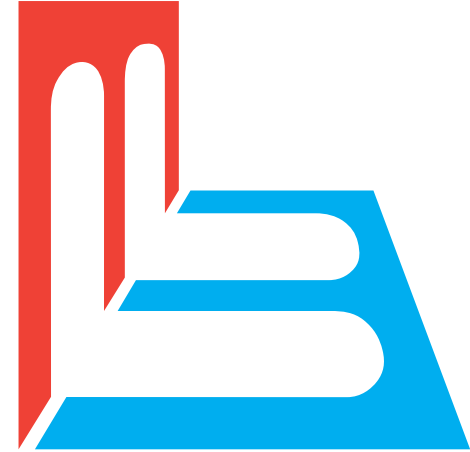
# Go Bologna







+ B =



### 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.











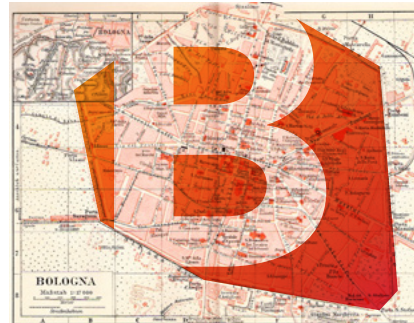
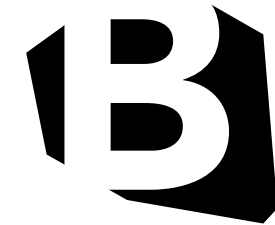
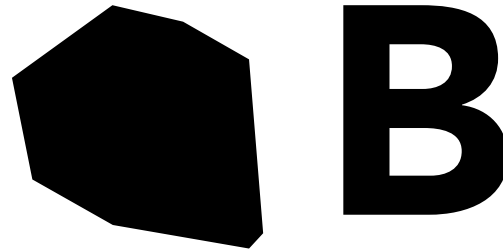


Bologna: siamo aperti

Bologna, an  
open city







## 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.

... DIAM  
APERT

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# BELLISSIMA



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# Further References: Urban Brand Communication





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# What can we do for you?