



**POLITECNICO**  
MILANO 1863

# Branding Vignola

Branding design oriented for a public company



Teaching in-the-field





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Branding design oriented for a public company

The proposal is developed in collaboration with the ASP G. Gasparini, a public service company which provides services and manages facilities addressed to vulnerable people (elderly and disabled) and it is currently undergoing a transition to a model of public company more dynamic, attractive and innovative. This step entails a reflection on the need to renew its image towards the territorial community. Starting from this demand, the educational proposal involves students in designing a branding design oriented project that can help to change the perceived of ASP, towards a project of visual communication, moreover oriented to the 3.0 branding.

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