



A single supplier for everything you need

# Brochure Portfolio

VERSATILE  
MARKETING &  
DESIGN STUDIO  
/ TURIN\*

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# About

# Services

## Our idea of business

Create economic value for the customer through solid communication that guarantees a fast return on investment. High standards of professionalism, integrity. Establishment of close working relationships. We listen to the customer to develop a strategic plan that is in line with the market rules of the reference sector. A different way of thinking, inside and outside the box.

## Collaborate to create

We collaborate with several design studios and freelancers to offer a multi-disciplinary solution. Our team applies its vast experience to plan the strategies that will best enable our clients to achieve clear and solid long-term goals.

## One for all, all for one

To implement a profitable and organized communication strategy, it is necessary to supervise all phases of the communication process. Having a single supplier who is able to follow all these aspects, in a dynamic market, is a competitive advantage over your competitors. You can reduce costs having a global overview, strategic optimization, integrated solutions and higher performances.

## A different way of thinking, inside and outside the box.

**MULTI-DISCIPLINARY OFFER TO MEET ALL CUSTOMER COMMUNICATION NEEDS. WE COLLABORATE TO PROVIDE NEW AND WINNING SOLUTIONS.**

## Tools

### *Best technologies for best results*

Adobe Illustration, Adobe Indesign, Adobe Photoshop, Adobe After Effect, Maxon Cinema 4D, Figma, Adobe Premiere Pro, Analytics, Mybusiness, PHP, HTML5, CSS, MySQL, WordPress, Shopify, Woocommerce, Magento, Microsoft Business Central, Procreate, Google marketing platform, AutoCAD, Adsense, Adwords, AWS, Ableton live...

## One supplier for everything what you need

In order to implement a profitable and organized communication strategy, it is necessary to supervise over all phases of the communication process. Having a consultant who is able to follow all these aspects, in today's dynamic market, is a competitive advantage over your competitors.

Reduced costs, global overview, strategic optimization, integrated solutions, better performance, competitive advantage.

# MACRO Services

- ① Graphics and Identity
- ② Digital marketing and positioning
- ③ Products and packaging
- ④ Exhibitions and installation
- ⑤ Websites and Digital experiences
- ⑥ Advertising and communications
- ⑦ Data visualizations, Typefaces and print
- ⑧ Media, Drone, Sound and Graphic motion



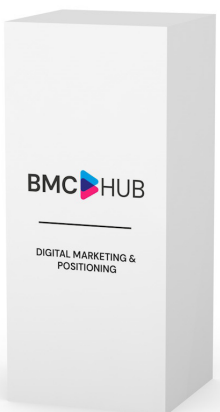
## ① Graphics & Identity

The brand message communicated by a company's logo, design schemes, characters and other visual symbols used in internal and external messages.



## ② Digital marketing & positioning

Use of digital channels to market products and services in order to reach consumers. This type of marketing involves the use of websites, mobile devices, social media, search engines, DEM and other similar channels.



## ③ Products & packaging

The creation of the exterior of a product. That includes choices in material and 3D/2D form as well as graphics, colors and fonts that are used on wrapping any kind of container.



## ④ Exhibitions & installation

It is an integrative, multidisciplinary process that often combines architecture, interior design, graphic design, experience and interaction design and other disciplines.



## ⑤ Websites & Digital experiences

Interactions between a person and an organization, either B2B or B2C, made possible via digital technologies. Design and software development of strategic digital webplatforms.



## ⑥ Advertising & communications

Promoting a company and its products or services through paid channels. We support your business to initiating, managing, and implementing paid marketing communications.



## ⑦ Data visualizations, Typefaces & print

Translating information into a visual digital or print context, such as a map or graph, to make data easier for the human brain to understand and pull insights from.



## ⑧ Media, Drone, Sound & Graphic motion

Creation of media content such as videos, photos and 2D / 3D graphic animations. Aerial shooting certified with European / British A1 / A3 license



# Projects

An overview of our work.

WE HELP  
YOUR BUSINESS  
GROW

Design is intelligence made visible



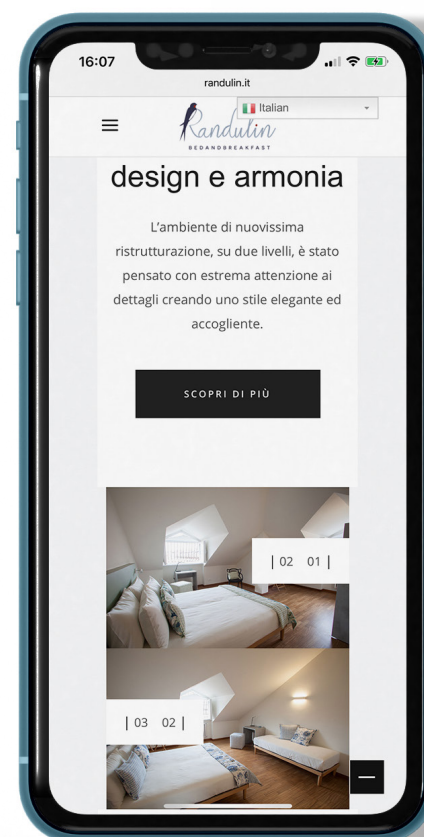
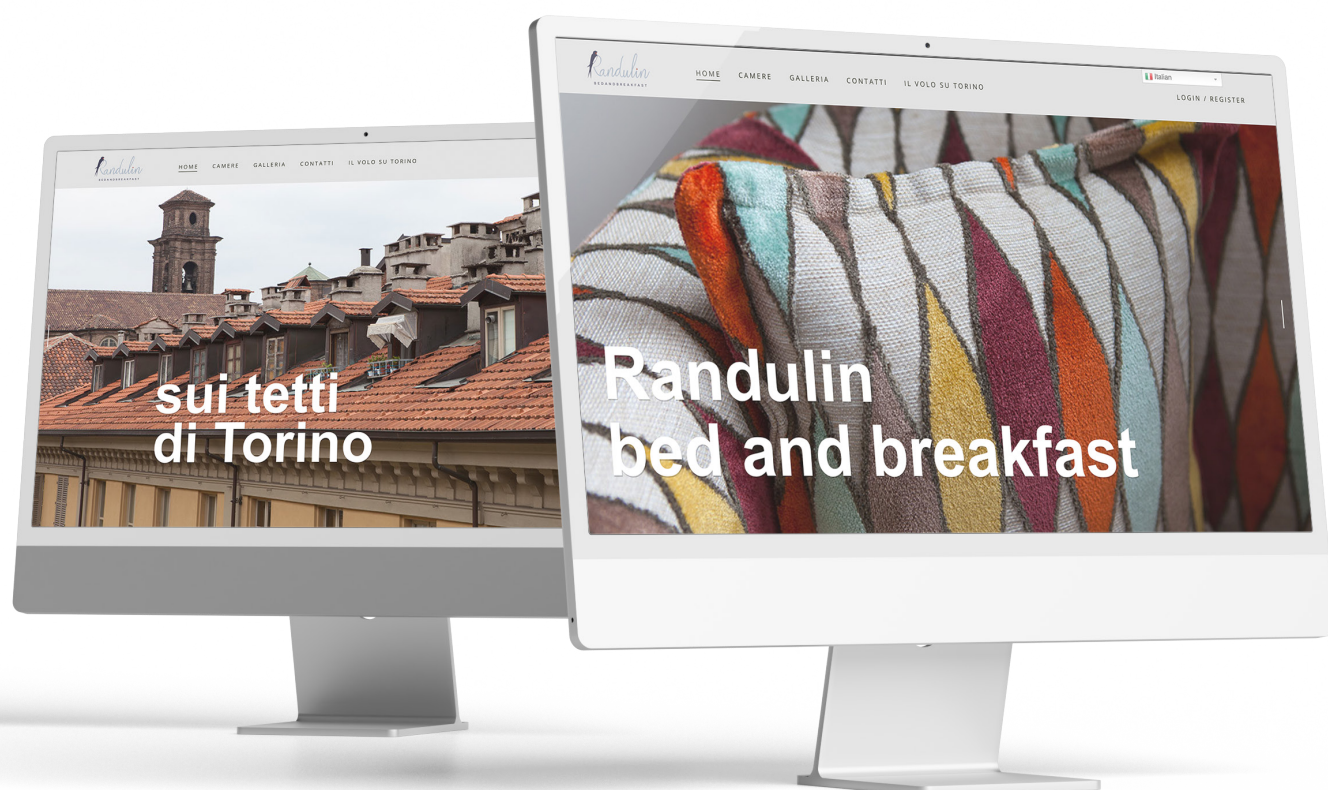


## *Randulin B&B*

We accompanied the client in the creation of a complete digital identity. We succeeded in combining his requests by directing him to a path and services that would allow him a quick and solid return on the investments made in the medium term.

The client's first request was, "I would like a logo that is elegant, refined but at the same time stylish and contemporary. A very welcoming identity."

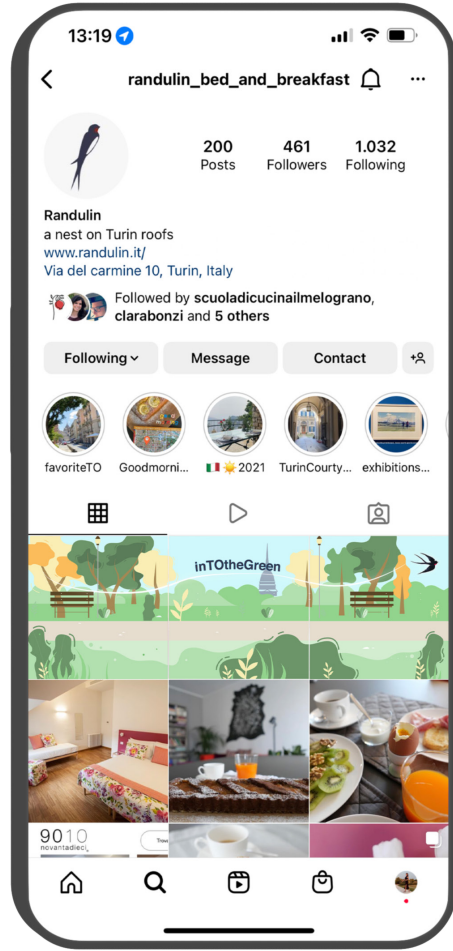
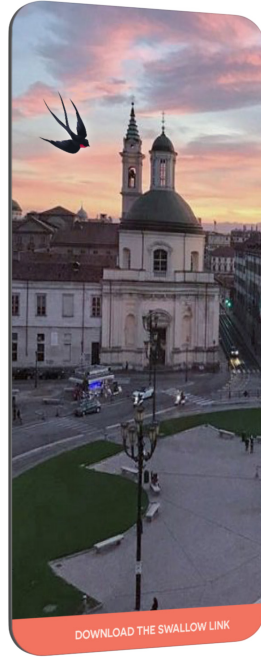
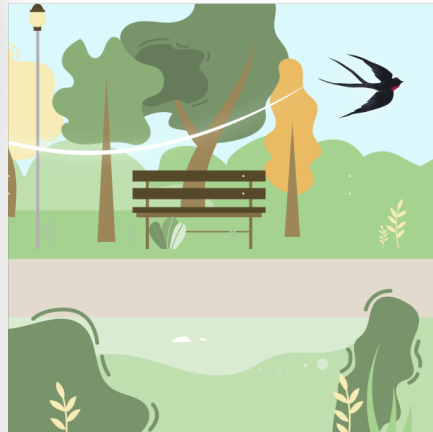




## Results

The customer was able to obtain a competitive advantage over the competitors. We have implemented the communication work carried out with digital marketing by studying advertising campaigns aimed at target customers. In this way the ROI was fast and the subsequent earnings were invested in the internalization of the brand. Randulin was able to count on a single supplier for all graphic, typographic, digital and marketing communicative identity. In this way the work followed a common thread towards a predetermined goal together with the customer: punctuality, precision and design. By clicking on the following link you can follow the Randulin Bed & Breakfast on Instagram and learn about the new hotel news.











# *LMM Logistics S.p.A* *Logistica*

LMM Logistics S.P.A. is a leading company in the logistics sector for the Retail, Large Distribution, Food & Beverage, Textile and Automotive sectors. From the very beginning their desire to have a dynamic website with a nice articles section emerged in order to highlight the awards received. In fact, LMM Logistics is 35th in the world for speed of growth.

## Results

We accompanied the client in the development of the website. We were able to combine his requests by directing him towards a well-structured product that fully satisfied his needs.

The company had an obsolete and incomplete website; thanks to our help you will be able to communicate with your customers with a defined and current online image.

# LMM Logistics











## ***Cogefa S.p.A*** ***Costruzioni Generali***

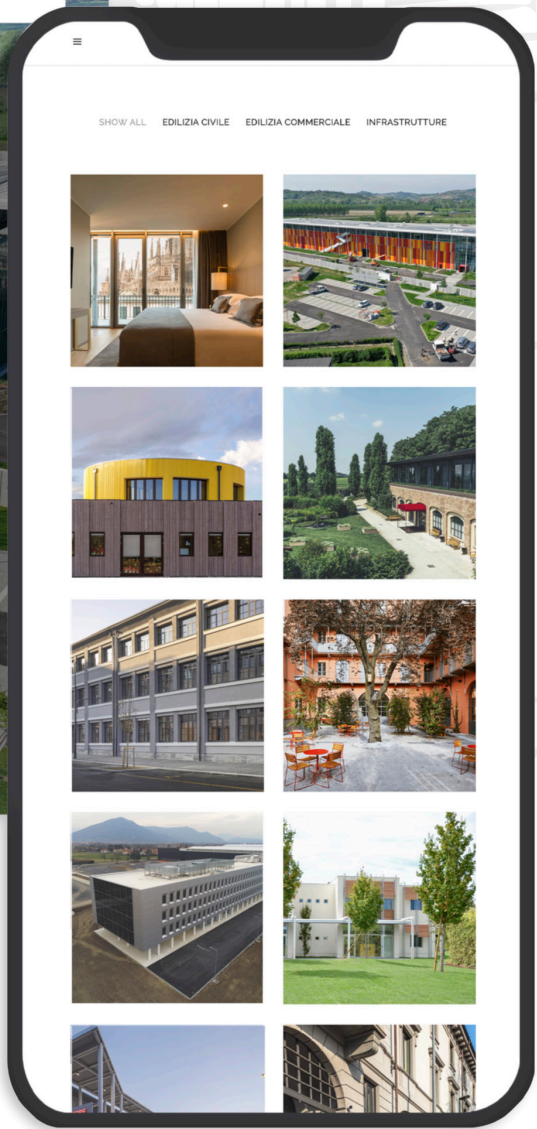
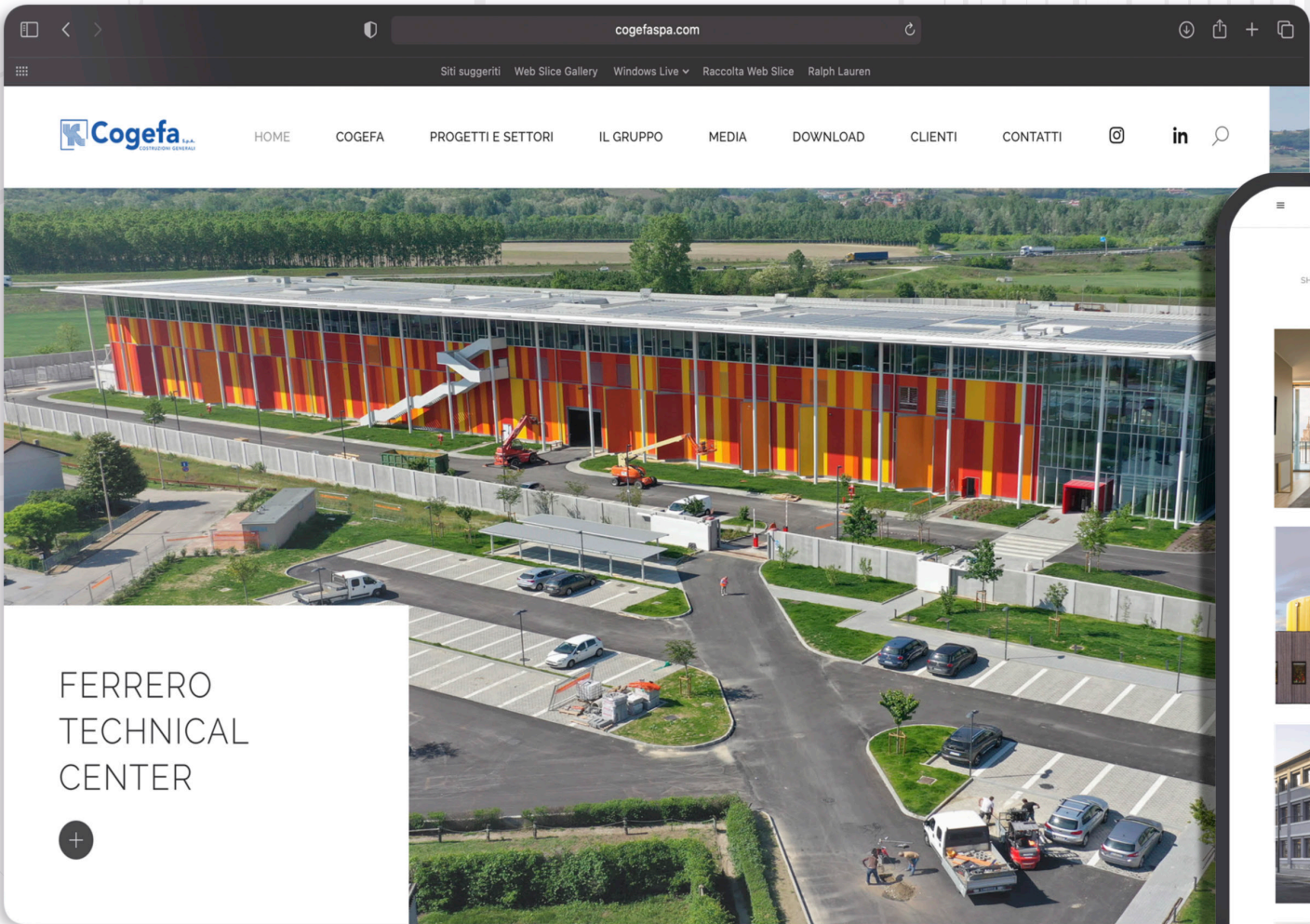
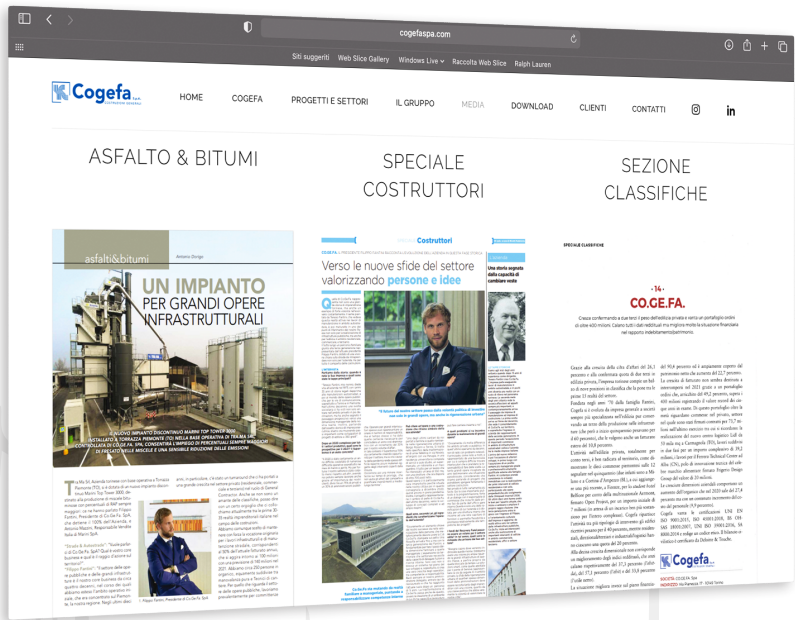
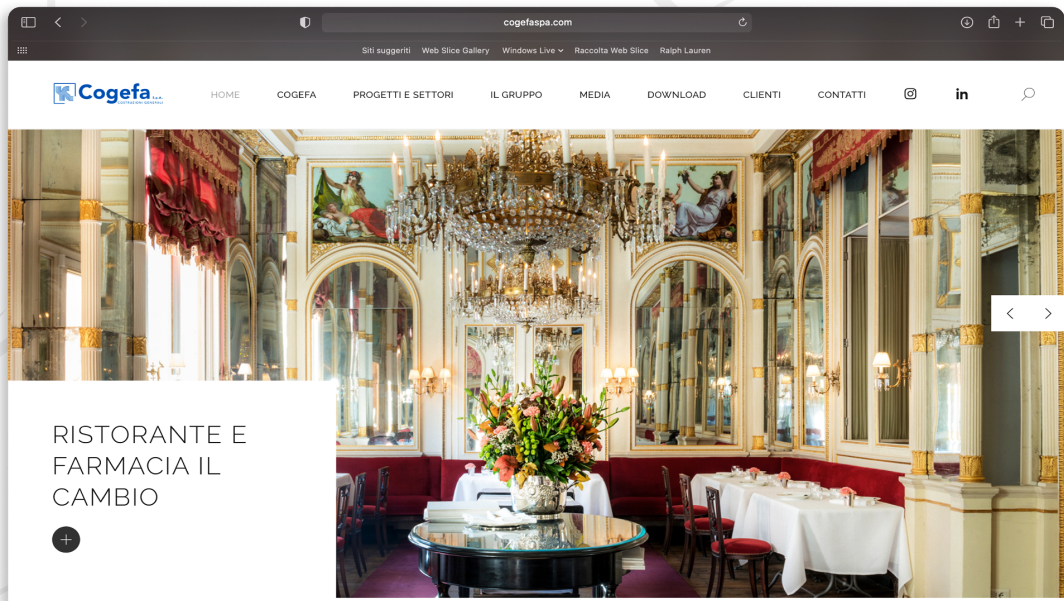
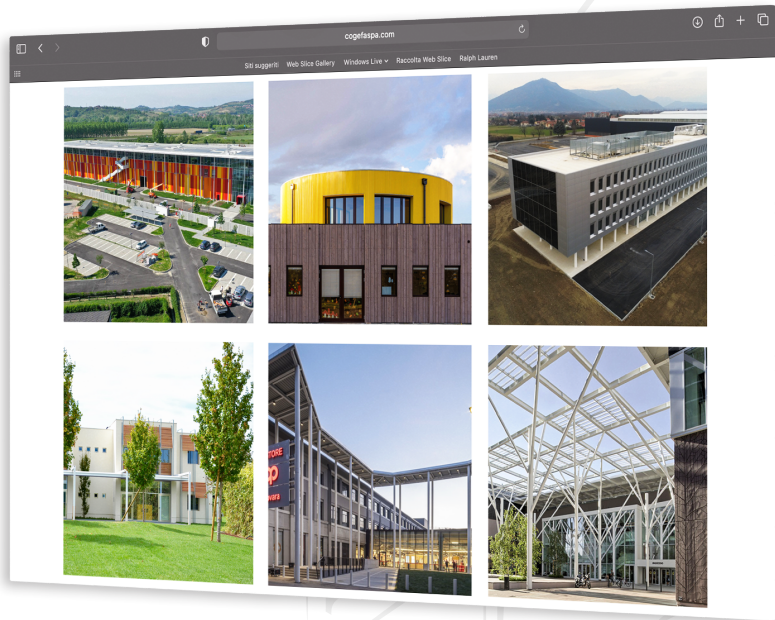
Cogefa S.P.A. leading company in the construction sector, was satisfied with the work performed. Many changes have been made, but they have directed the customer towards a clear digital identity in step with the times. Several sections have been inserted such as: interviews, brochures, customer area, projects and the website has also been linked with their company ERP.

### **Results**

The company had an obsolete and incomplete website; thanks to our help you will be able to communicate with your customers with a defined and current online image that reflects the company structure.







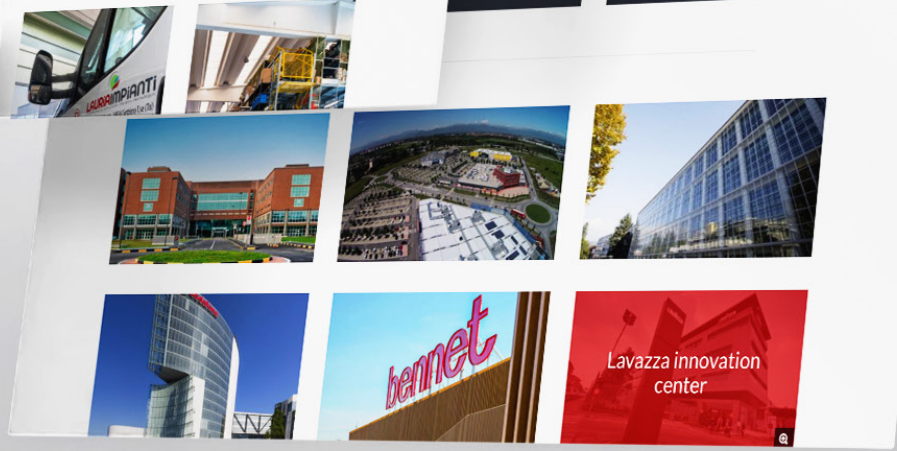
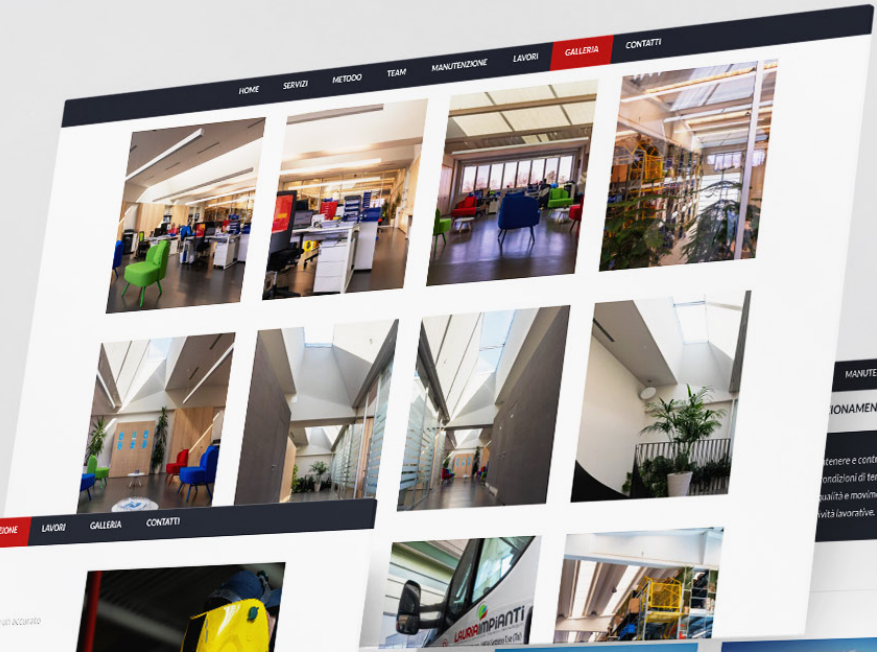
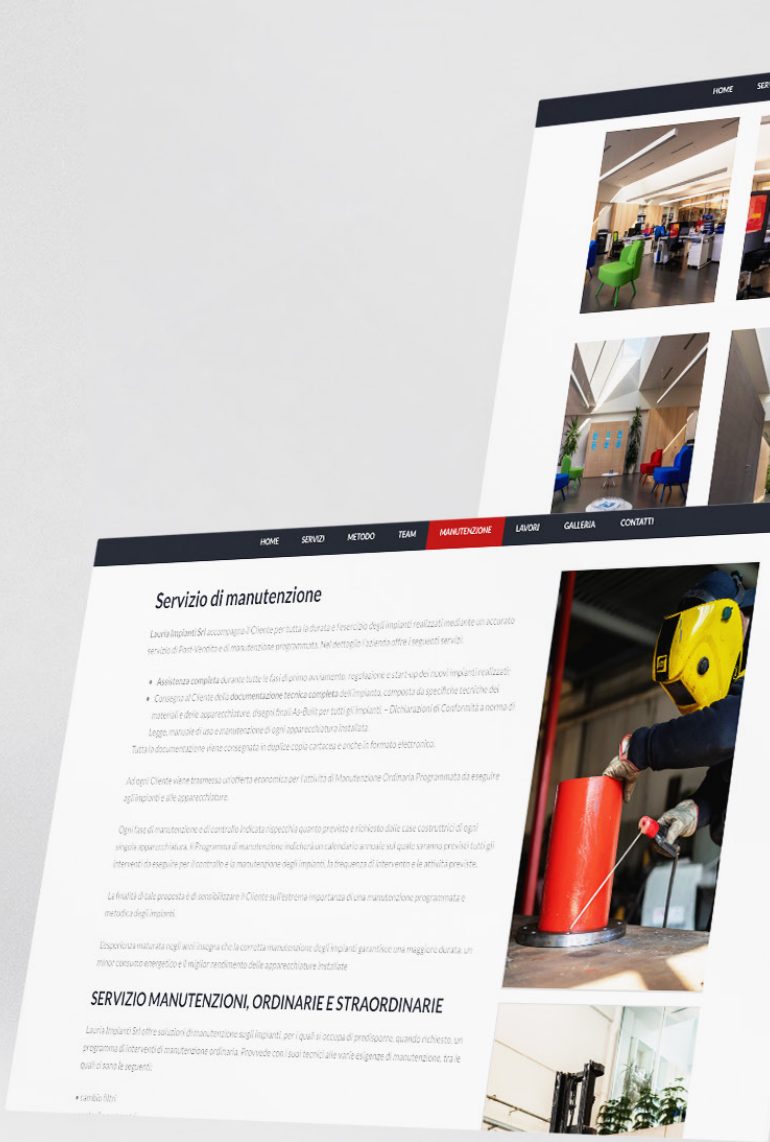




## *Lauria Impianti s.r.l*

Lauria Impianti Srl is a company that creates plant solutions dedicated to the industrial, civil and tertiary sectors. They requested the ability to communicate a purely technical image to potential customers, without using too many misleading graphics.









For three generations in the field of power transmission. Over 73 years of experience in this field.

## *Labet S.A.S*

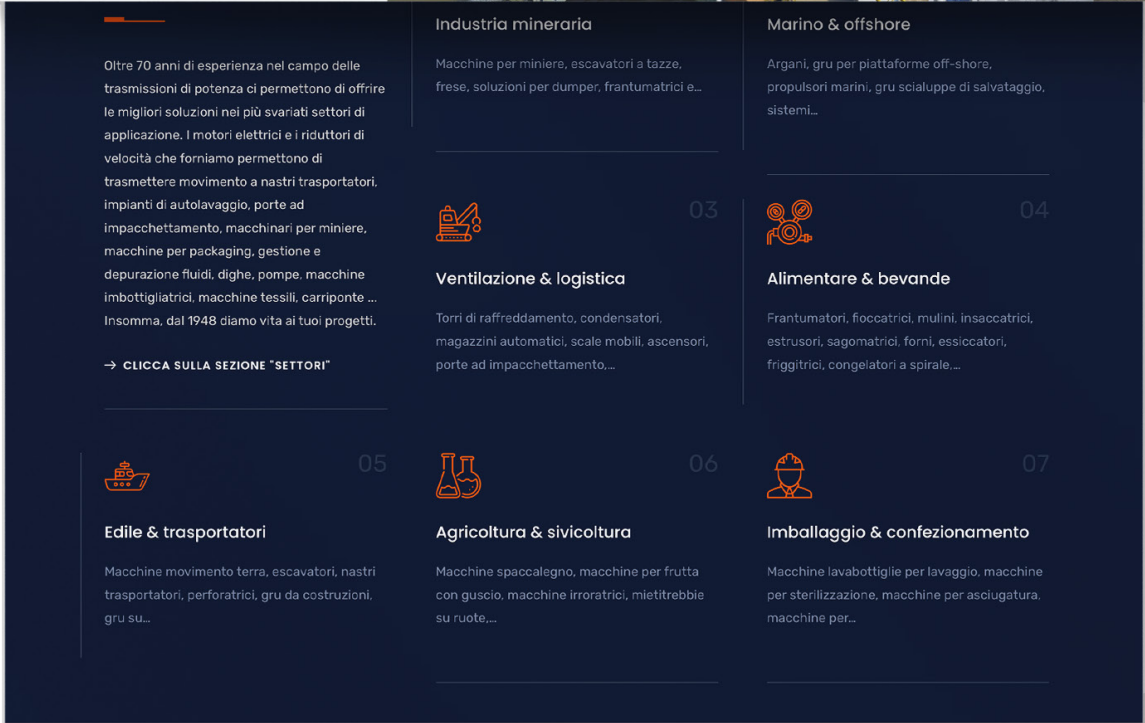
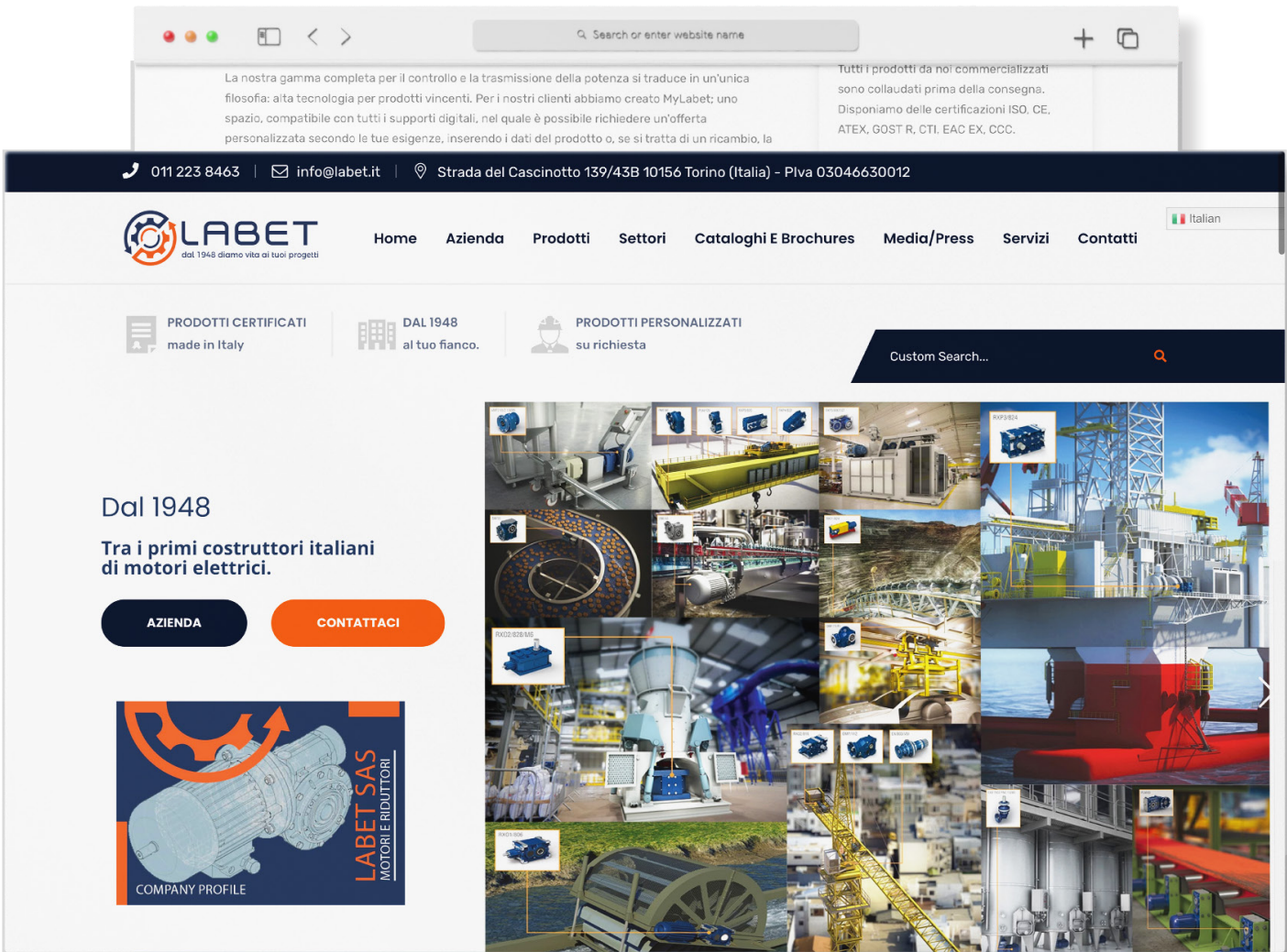
The electric motors and speed reducers they produce transmit movement to conveyor belts, car wash systems, folding doors, machinery for mines, packaging machines, fluid management and purification, dams, pumps, bottling machines, textile machines, overhead cranes ... In short, since 1948 they have brought customers' projects to life.





Results

Labet requested a 360 ° consultancy. The entire communicative and digital corporate image has been renewed. Thanks to our marketing consultancy, the company has increased its turnover and acquired new customers thanks to an organized and innovative digital strategic planning. Thanks to BMC Lab, the company has managed to compete more aggressively on the market, reaching the consumer demand curve where it was not present before. The return on the investments made was achieved in six months. In fact, the company, in addition to finding new customers, managed to reach the break-even point (BEP). BMCHUB has helped Labet find and classify 20,000 customers divided into areas of expertise and sector. The company was able to use the personal data by integrating them with direct email marketing and website visit statistics to process actions that would achieve the desired goal.



Un team vincente







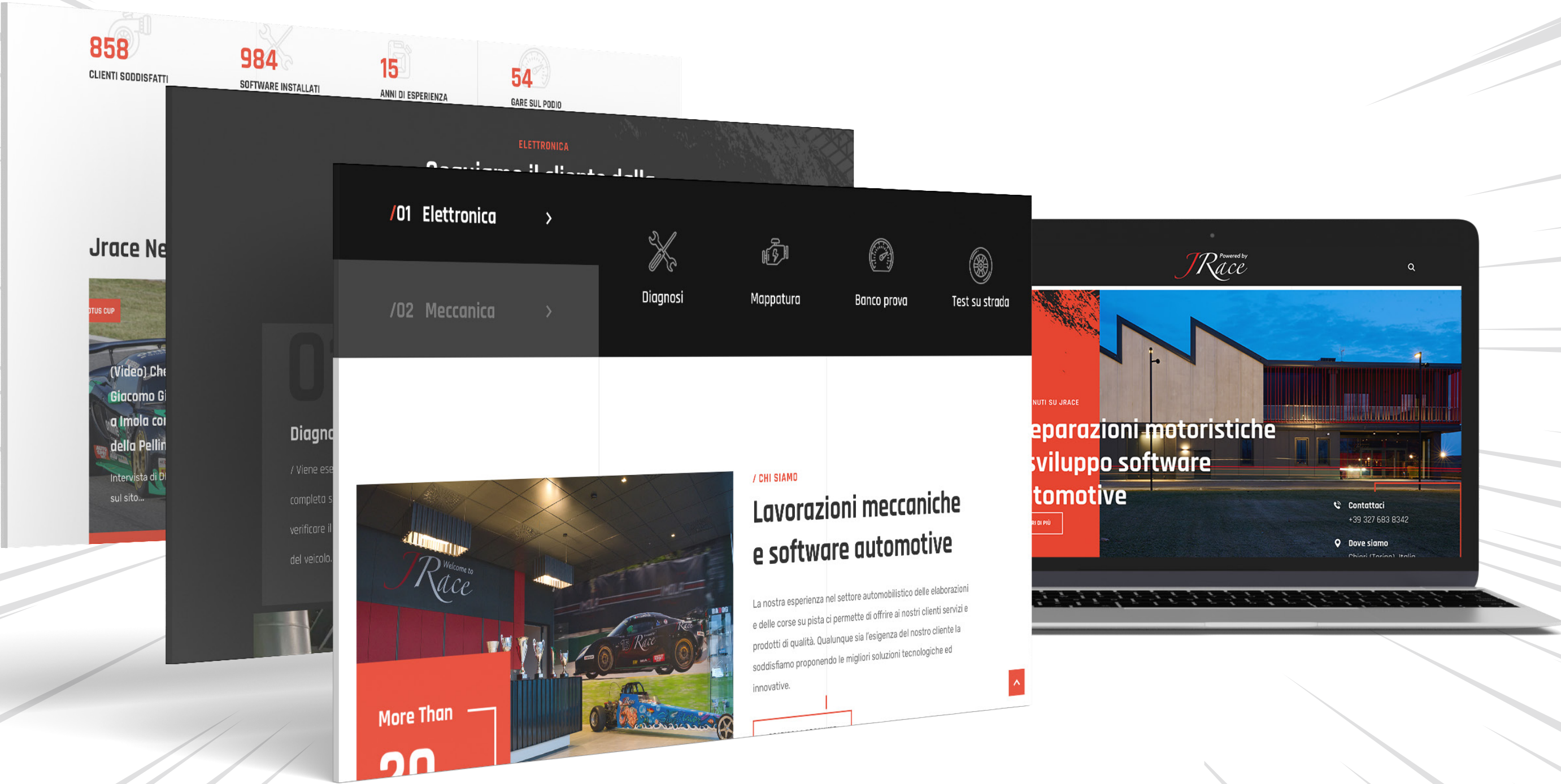


# JRace

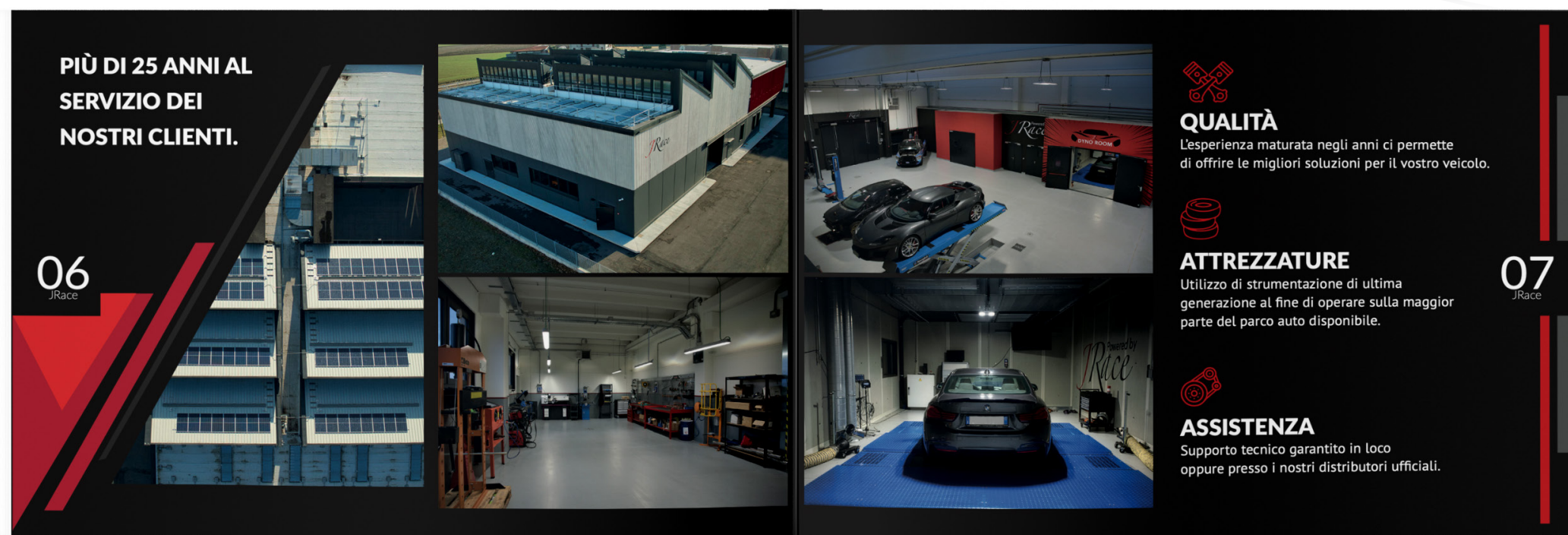
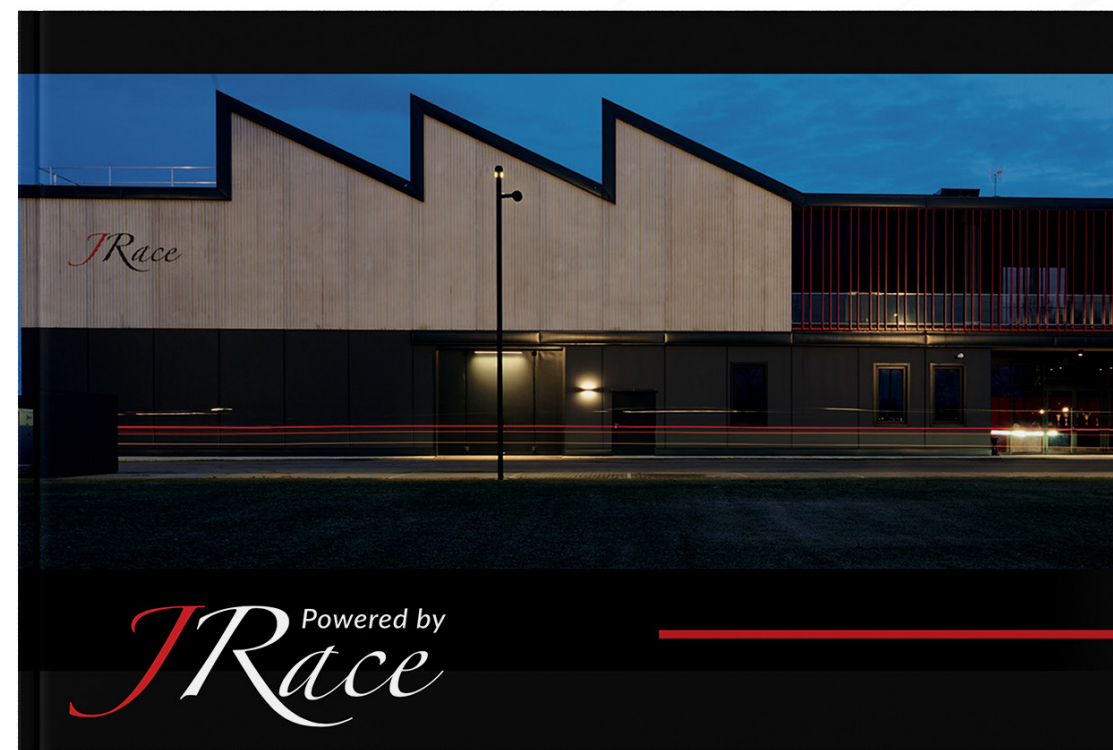
## JRace

Jrace is a company dedicated to the development of racing cars. BMCHUB has been requested to create graphics, web and print various communication media.







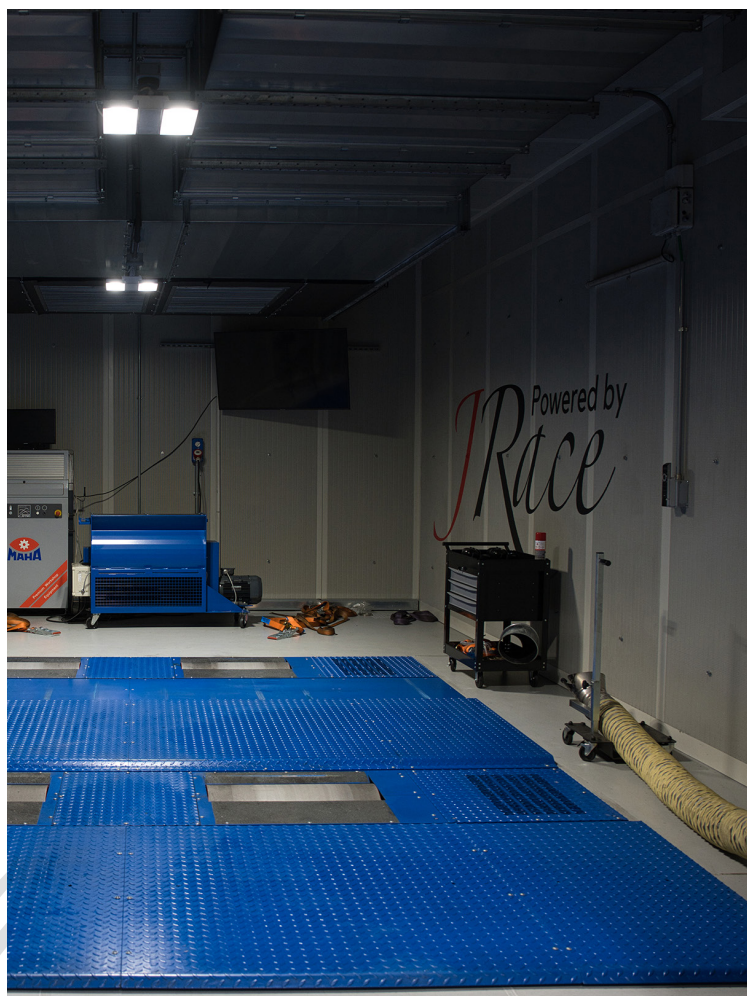






## Results

When the games get complicated BMC Lab puts its face to it. Several suppliers who were asked to post the sign centered on the company wall have given up on the challenge. It is a sign of three meters by one meter with a font of the calligraphic logo present that reaches a thickness of five centimeters. Furthermore, the wall is not smooth but in a “zig zag” shape so the positioning was complicated. It is also difficult to drill the sign and position it without a structure on the wall using only the spacers. Many gave up, we rented an aerial platform and placed the sign in mid-morning. BMC Lab followed the customer in the production of adhesives to be applied to motor vehicles and in the design of a four-meter doormat. Thanks to our suppliers we have the possibility to guarantee a fast, efficient and precise service. Nothing is left to chance.







Farm dedicated to the breeding and marketing of Suffolk sheep for grazing.

## *Cascina Arnalda*







## Results

The client requested a consultation to create their own communicative identity. Thanks to the use of FPV drones we have created a company video to present the company and the estate. Furthermore, the logo and the letterhead were created reflecting the rustic characteristics and the main business of the farm.

Thanks to our expert photographers we were able to program the website with an easy and immediate user experience in order to create a flow of visitors.









*Ronchi.*  
Azienda Agricola

## *Azienda Agricola Ronchi*

L'azienda agricola Ronchi, viene creata alla fine dell'Ottocento da Carlo Rocca, bisnonno di Giancarlo Rocca, l'attuale proprietario. Dal 1996 è Giancarlo, figlio di Alfonso Rocca, a condurre l'azienda. Giancarlo ha dato la sua impronta all'impresa di famiglia portando una nuova sensibilità ambientale nella coltivazione del vigneto per favorirne l'equilibrio naturale.





## Results

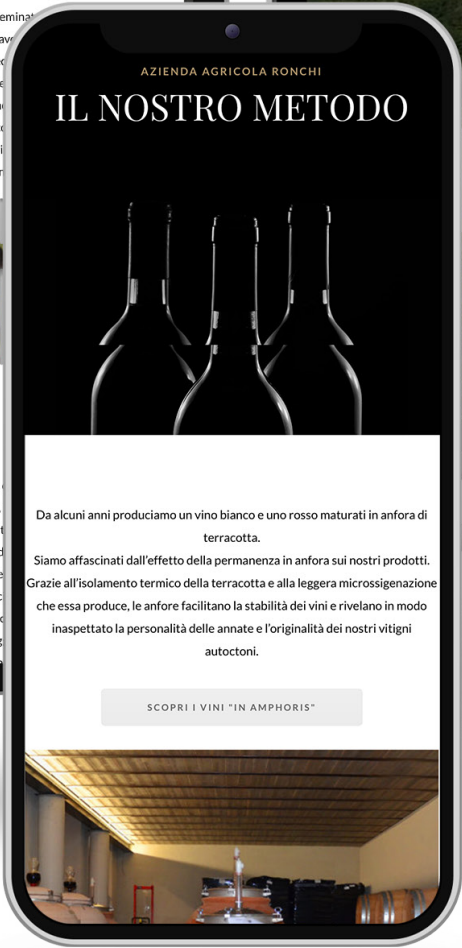
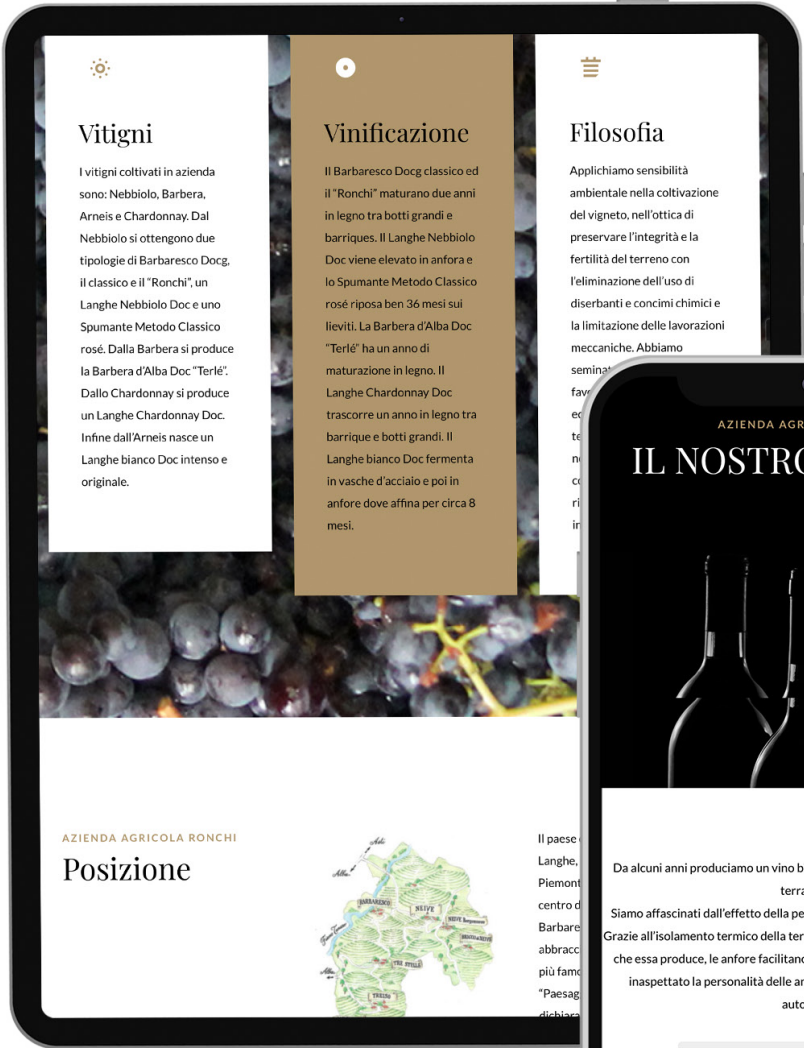
The customer relied entirely on BMC Lab in the creation of the new website. We collaborated with Studio Montaldo to create the technical data sheets relating to the wines produced which we subsequently added to the site in a dedicated section.

All the photographs on the web portal have been taken.

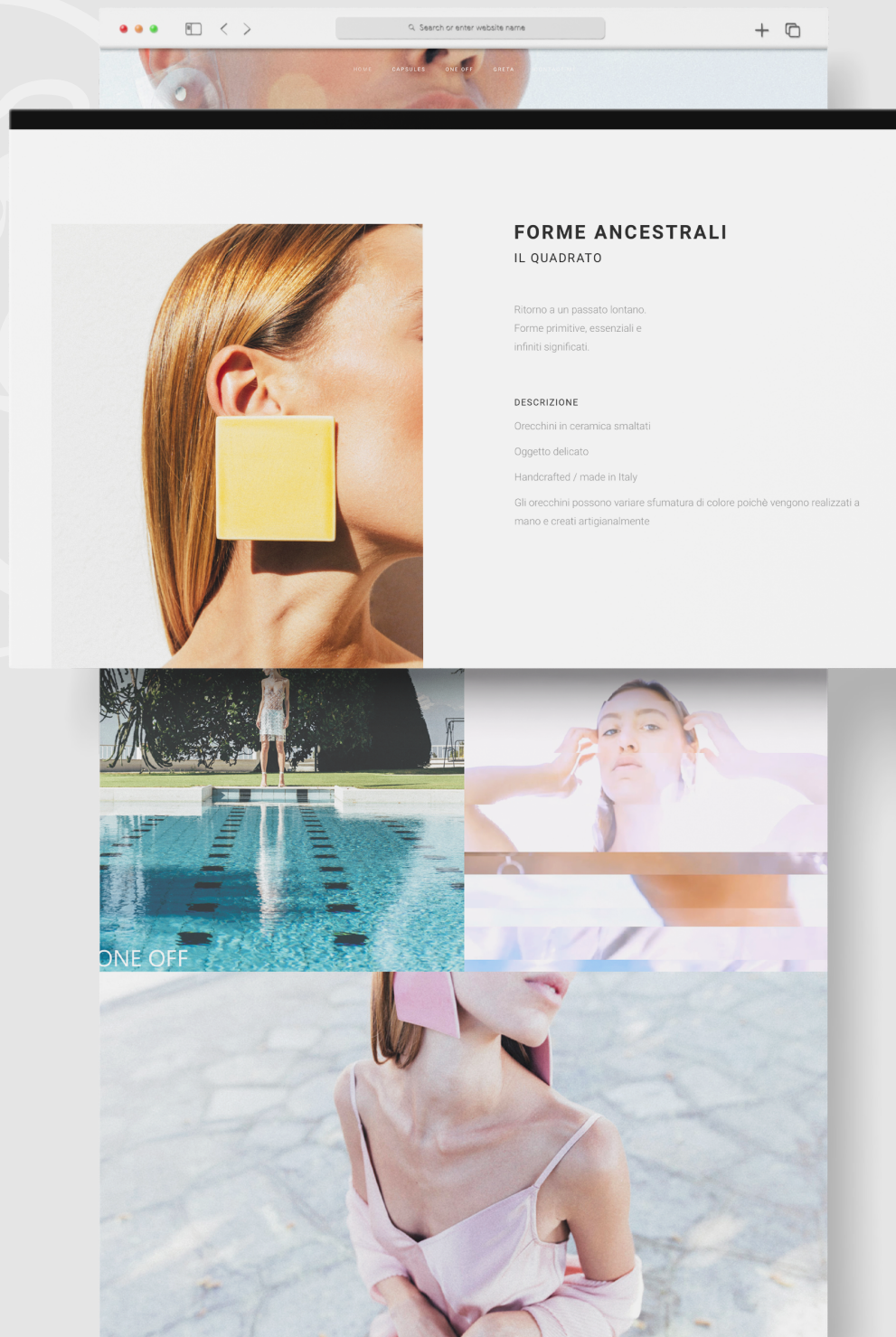
For a company, being present on the digital market is very important. This is why the Ronchi Farm has decided to rely on BMC Lab. Thanks to the correct positioning on search engines and the management of a good SEO, the company has managed to establish itself on the national and international territory by communicating the innovative production process of the products. marketed, in particular the wine in "Amphoris" vinified in amphora.





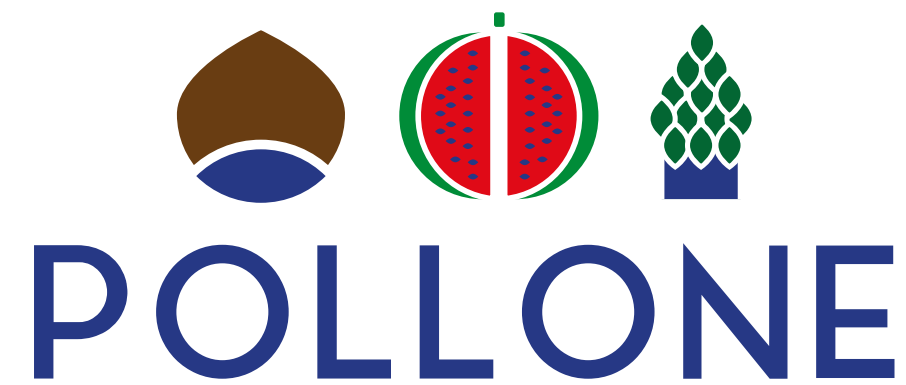






Greta Meacci is an Italian couturier, designer and stylist, her creations are treasures shaped by the mixing of retro atmospheres. Unique pieces and collectibles with a soul, an expression of its individuality and character. She currently has a company in the NFT world.

## Greta Meacci – Fashion Designer



The client was able to obtain a new identity in a sector where design is not very present. Thanks to an organized design of the logo we were able to create a pattern that was adaptable on any printed support. Thanks to our competitive printing service, the customer was able to obtain favorable prices for a progressive development of the business.





# LA FAMIGLIARE *sul Po*

Complete communication consultancy was requested from BM-CHUB. We first developed the logo by taking up the colors and the position of the association. The property required a communication that could be summarized in three words: Nature, Conviviality and Design.

The website and all media content were designed and developed in seven days. This efficient service is synonymous with precision, organization and quality. Thanks to web communication and online advertising, the restaurant has opened with a boom in requests, this demonstrates that applying a correct market strategy balanced with the customer's financial budget leads to certain and concrete results.







The proposed logo represents the connection between cultures, social relations and the sharing of ideas and knowledge in order to build a socio-innovative system. The intertwining of lines proposed in the logo represents the concatenation of social and telematic networks that create, and strengthen, a density of technological and social relations, able to favor the growth of an innovative environment that stimulates forms of participation and cooperation between social actors of the territory. These social networks are formed by strong and weak ties. We used the colors that can be found on streets and sea of Malta with a “gradient” effect. We used this chromatic effect to represent weak ties; they spread new information and ideas better because they come from diverse cultures and individuals. These bonds merge into nodes, that represent, clusters of individuals who have intense and frequent relationships with each others.

The set of these networks and nodes is supported by the territory, in the logo highlighted by the skyline of Malta, which becomes an innovative Hub. This concept is also reflected in the internal architecture of the pavilion. Inside it will be possible to find seating positions where people will be able to rest and exchange ideas surrounded by the Maltese landscape. They will unconsciously have the function of creating new bonds, which will feed the innovative hub, expressed by the structure of the ceiling, present above their heads. This interweaving also embodies the concept of blockchain; a data and information structure shared through a genesis block (Malta skyline) that regulates behavior and ensures system security. The data in a block cannot be retroactively altered without modifying all the subsequent blocks and this is represented, also in this case, by the choice of the gradient effect, a scalar function composed of several variables (vectors) concatenated between them going towards a direction defined by a rule (formula). The gradient graph is in fact an interweaving of lines. The font used for the writing Malta is “Montserrat Alternates” and we chose it because it incorporates the softness and curves of the logo, while for the claim we used the “Pt Sans” font to be clear and effective on all the coordinated image.





# BMC Membership

Join our group of enthusiasts



**Sign up for our newsletter to stay up-to-date with the latest BMCHUB news and events.**

After signing up for our newsletter at [www.bmchub.com](http://www.bmchub.com), you can apply for your bmc card by writing to **events@bmc-hub.com** and be accredited to all our events.

Are you an artist? Email us at **events@bmc-hub.com** and your work will be reviewed and posted in the dedicated section of our website.

## ***Brochure Portfolio***

### **FIND US HERE**

*From Turin to the world  
We operate all over the world thanks  
to our linguistic knowledge. There is no  
market that does not belong to us.*

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