

Valerio Caglio
Communication Designer

2025

EN

Portfolio

click and discover the project on
www.valeriocaglio.it/citeaoutdoor

■ 03-11

Citea Outdoor

click and discover the project on
www.valeriocaglio.it/serbloc

■ 12-17

Serbloc

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■ 18-24

Seraplastic

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■ 25-29

Valore D

click and discover the project on
www.valeriocaglio.it/deeply

■ 30-32

Deeply

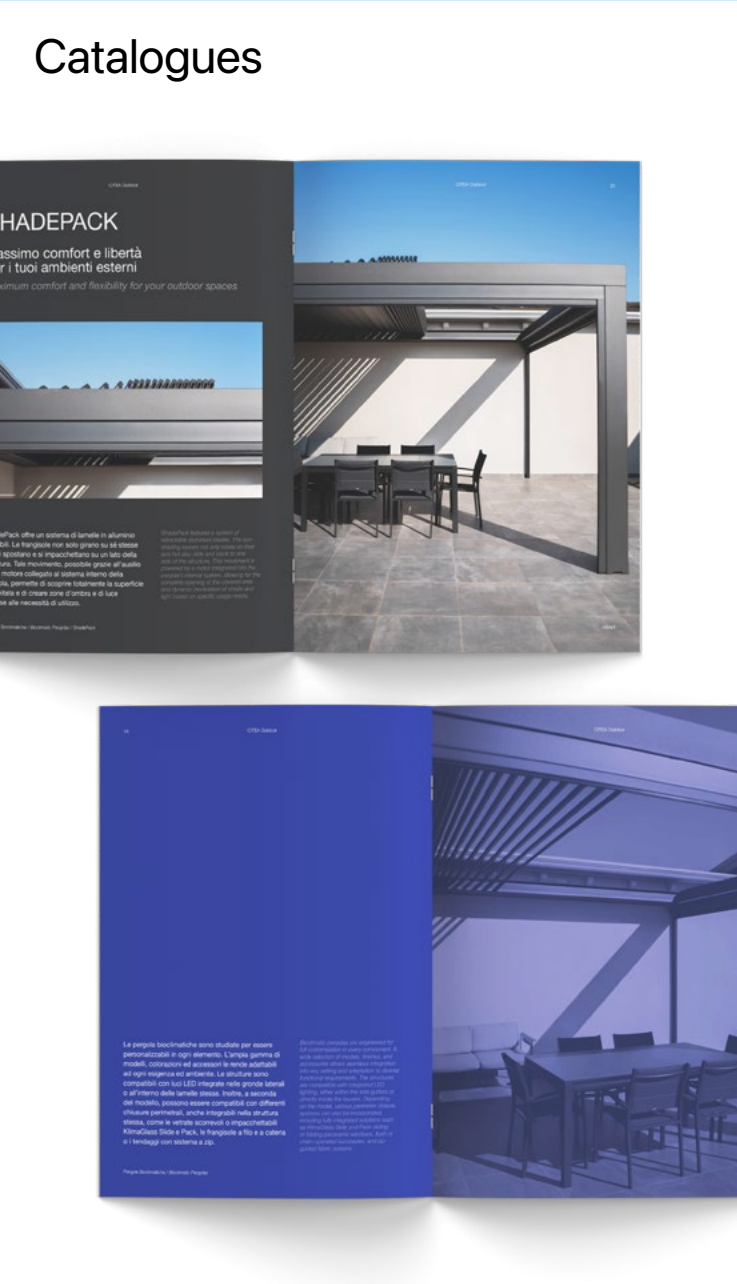
Citea

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Outdoor



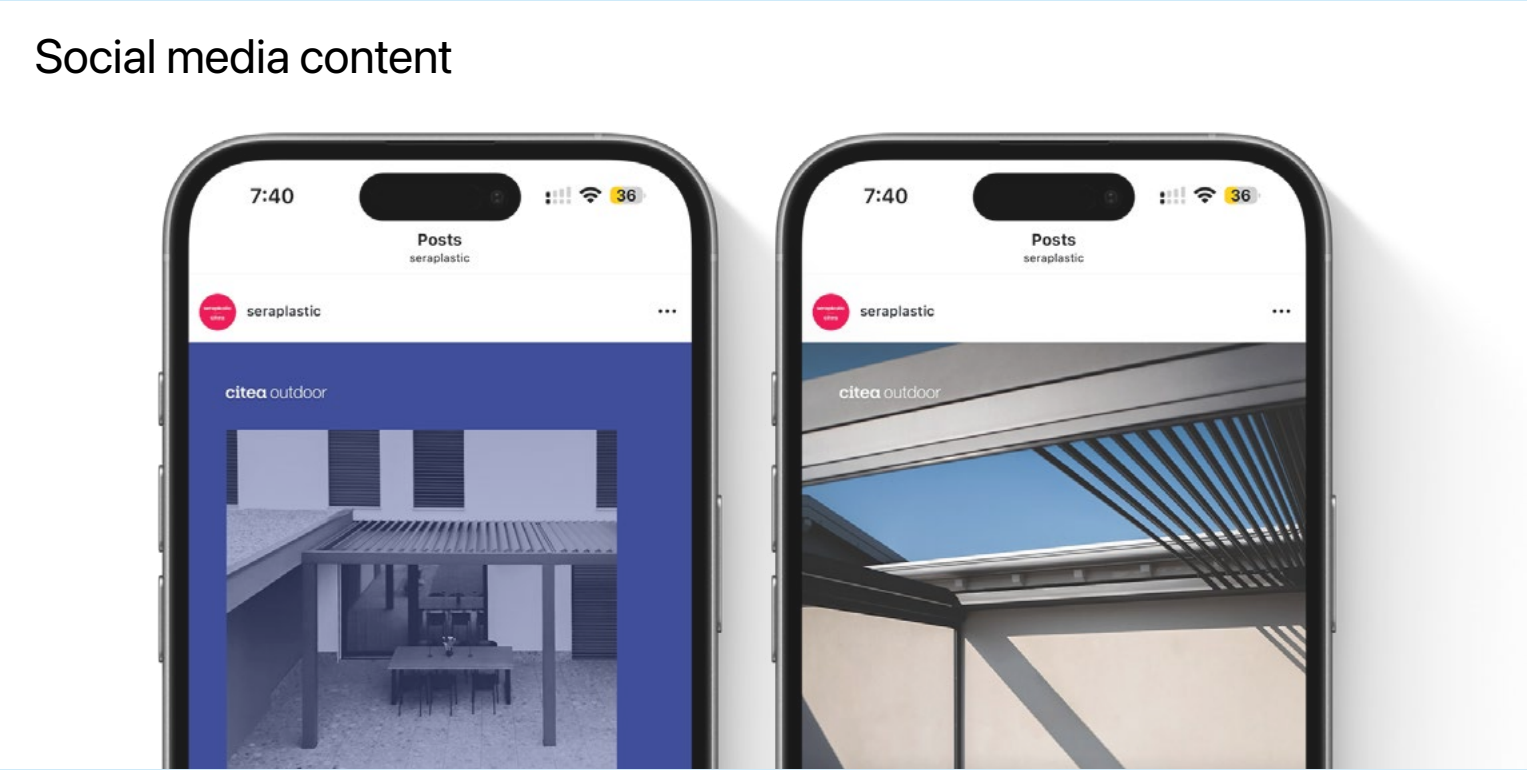
Rollup



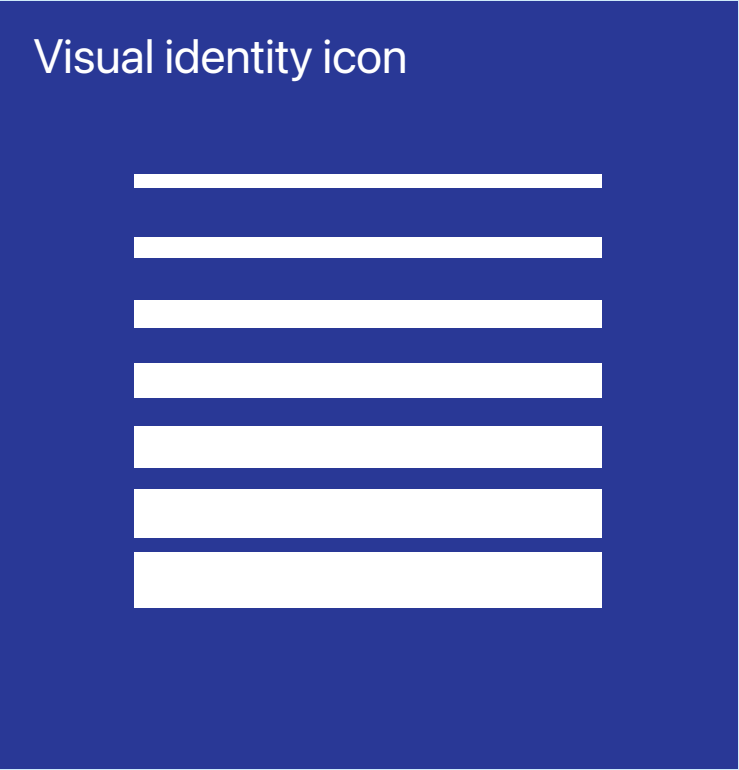
Catalogues



Product photos



Social media content



Visual identity icon



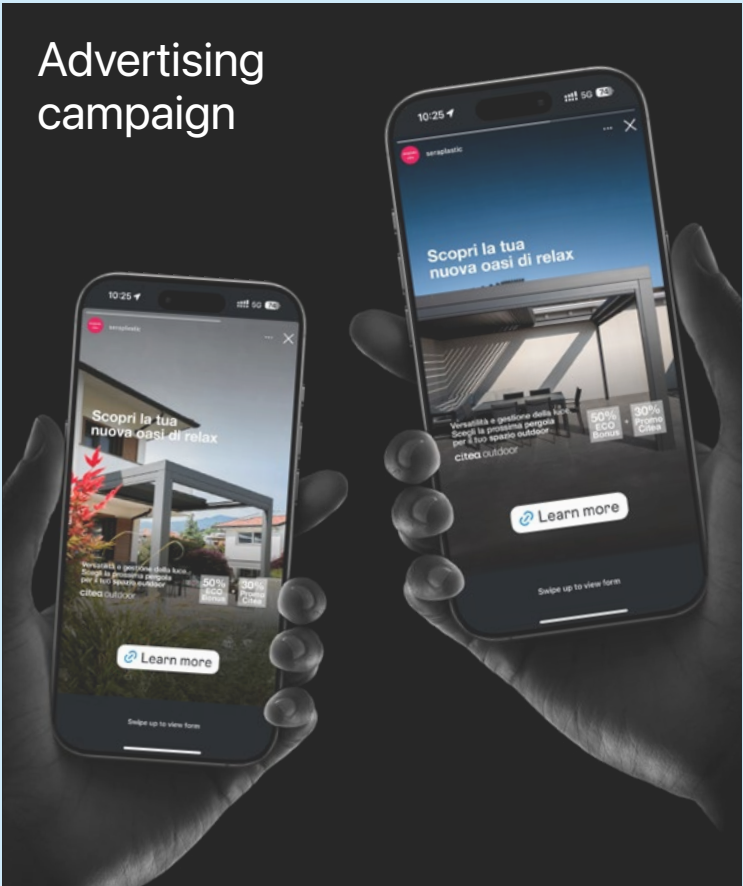
Logotype



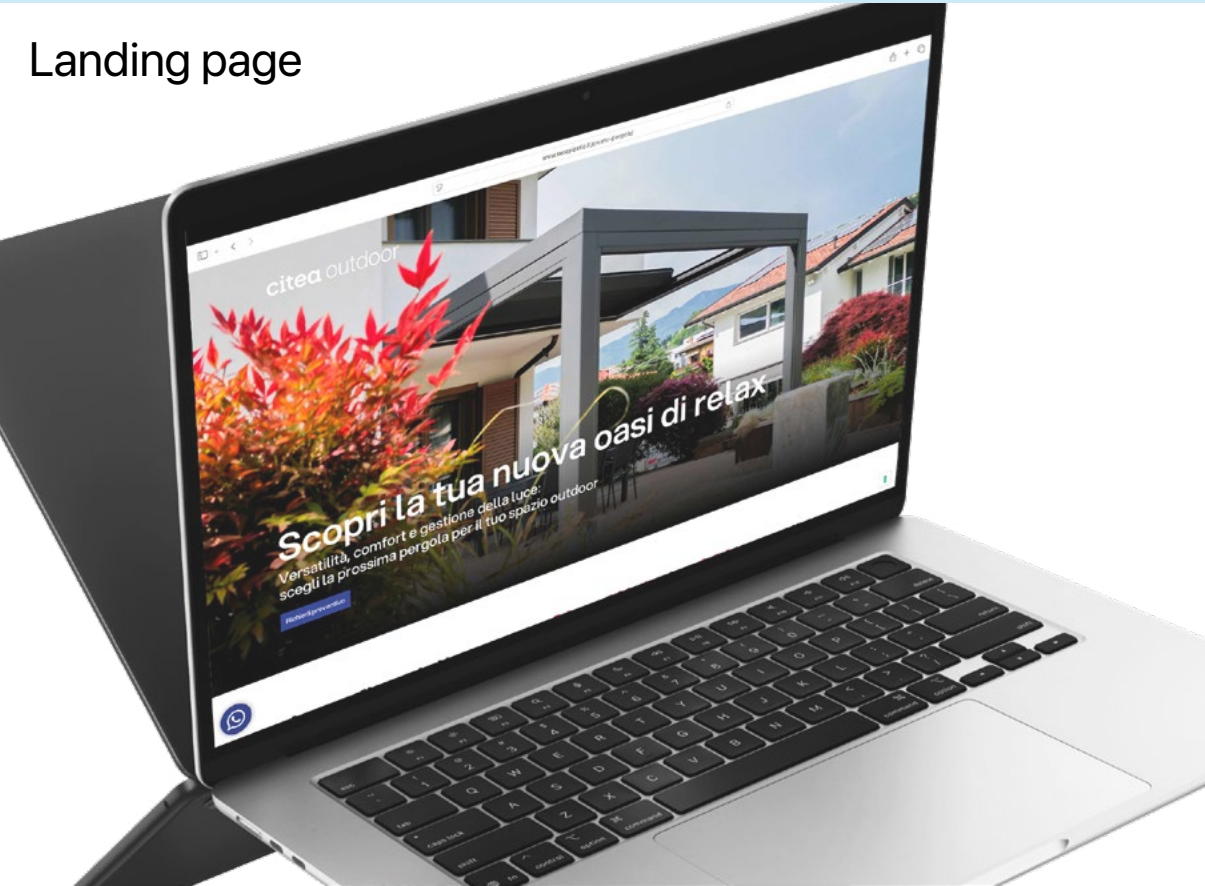
Brochures



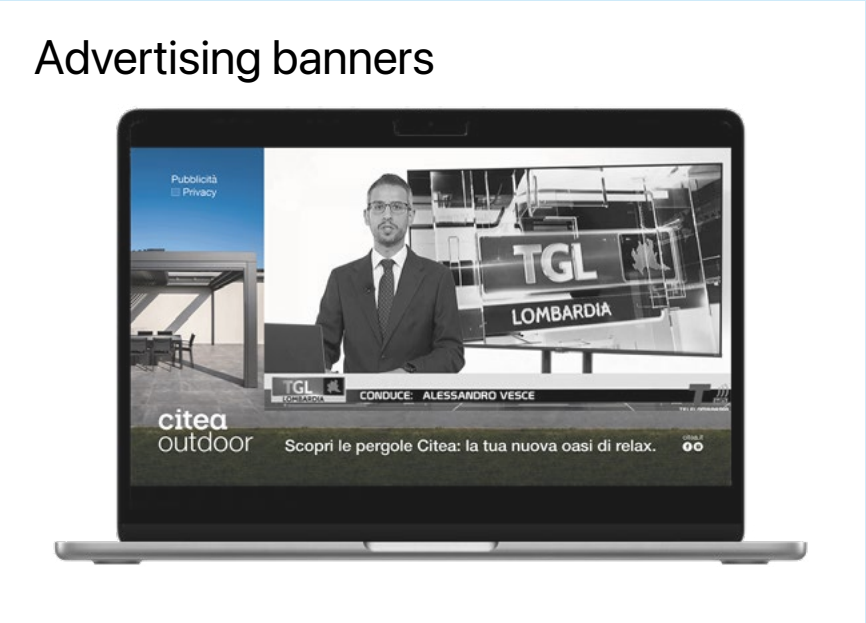
PowerPoint Slides template



Advertising campaign



Landing page



Advertising banners



Outdoor labels

A new story for Citea Outdoor, Seraplastic's brand dedicated to shading systems for outdoor spaces.

www.seraplastic.it/promo-pergola

citea outdoor

Scopri la tua nuova oasi di relax

Versatilità, comfort e gestione della luce:
scegli la prossima pergola per il tuo spazio outdoor

[Richiedi preventivo](#)

Approfitta dello sconto Citea Web del 30% e ordina la tua prossima pergola

ShadeKlima

Configurazione standard¹
~~12.260,00€~~
8.580,00€
Sconto Citea Web 30%

ShadeKlima Light

Configurazione standard²
~~10.000,00€~~
7.000,00€
Sconto Citea Web 30%

Citea Outdoor is Seraplastic's new brand dedicated to outdoor shading structures. Launching the full product line required a comprehensive communication effort aimed at building a strong, recognizable, and coherent visual identity.

Technical catalogues were created for the products, along with brochures for the three flagship items, ShadeKlima, RollShade, and KlimaGlass, social media content for the launch, and all visuals for the advertising campaign. To support online communication, a landing page was developed focusing on products and promotional offers for the launch phase.

The unifying element of the project is a deep blue, chosen as the dominant color to evoke the natural environment in which Citea Outdoor structures are placed. This shade is consistently applied across both printed materials and digital content, ensuring visual coherence and continuity for the brand story.

The layout of all editorial content follows a precise and modular graphic language: blue pages introduce product families, dark gray pages focus on individual structures, and white pages are reserved for technical datasheets.

The social content dedicated to Citea Outdoor line highlights the features of each product range.

Citea Outdoor social media content, published on Seraplastic's Instagram, Facebook and LinkedIn pages, maintains visual and stylistic consistency with other brand's materials. Colors, fonts, and graphics faithfully reflect the identity established for the catalogues, creating a cohesive narrative across offline and online channels.

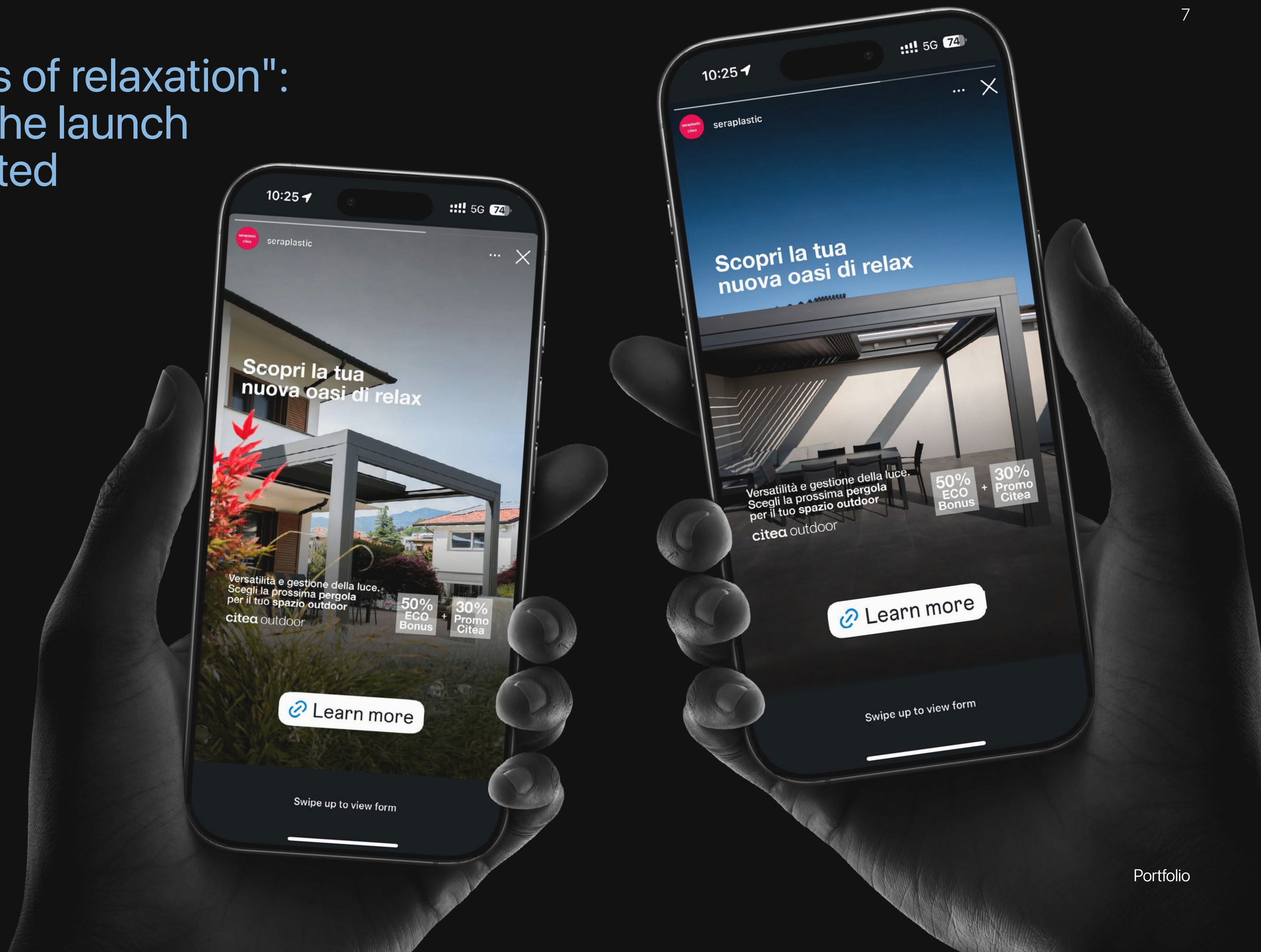
Posts showcase the full range of catalogued structures, complemented by targeted insights on individual products. The development of social content was managed at every stage, from initial planning to the writing of all accompanying text.



"Discover your new oasis of relaxation": the social campaign for the launch of Citea Outdoor, dedicated to bioclimatic pergolas

In parallel with the launch of the Citea Outdoor line on Seraplastic's official channels, a social campaign titled "Discover Your New Oasis of Relaxation" was conceived and executed, running on Facebook, Instagram, and Google Ads. Unlike communications targeting professional audiences, this campaign is aimed at a B2C audience, with the goal of directly engaging end customers.

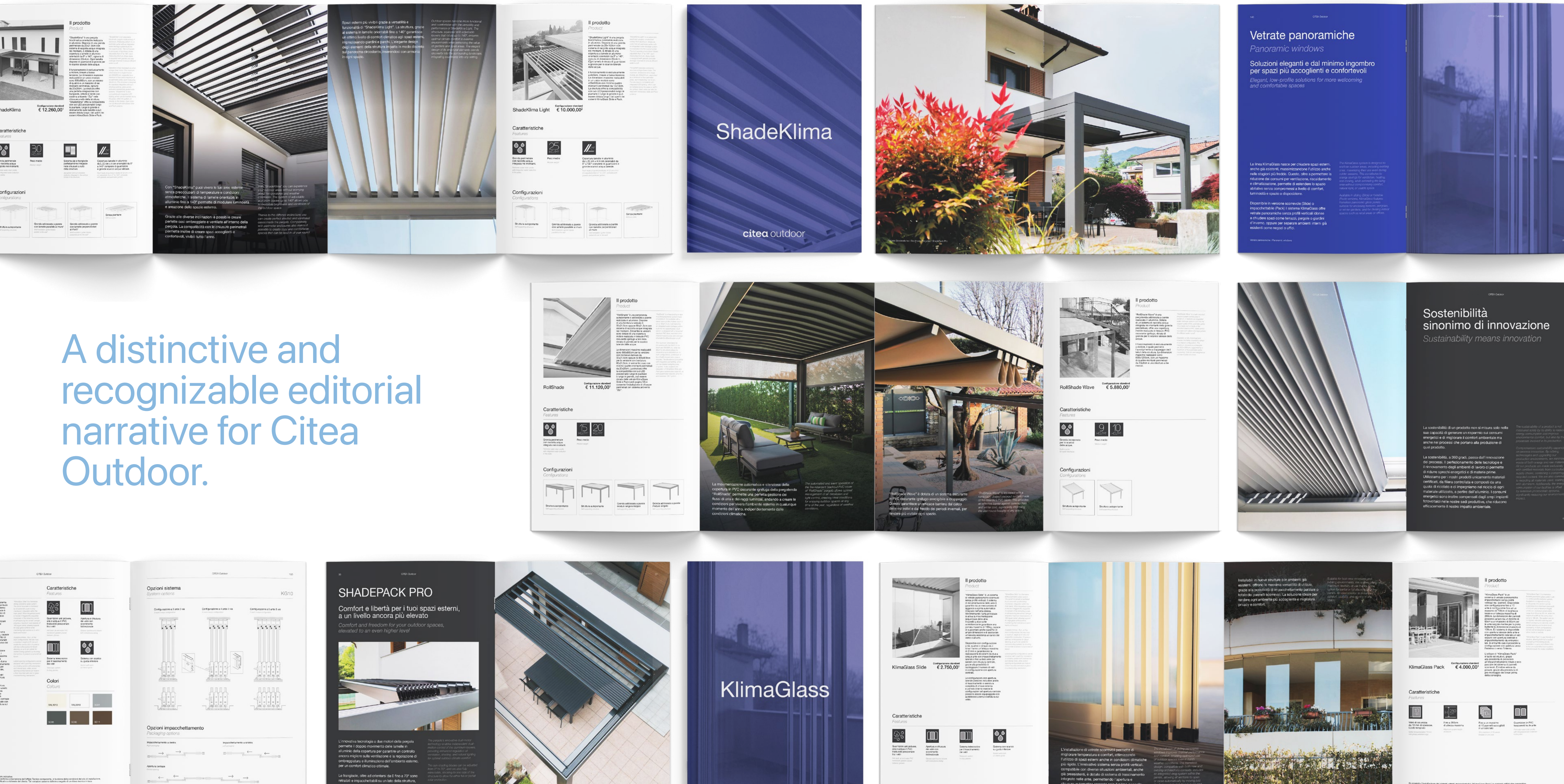
All social content links to a [dedicated landing page](#) on the official website, where users can explore the products' technical features and view all details of the ongoing promotion. The campaign also provided an opportunity to strengthen the brand's visibility within the consumer market.

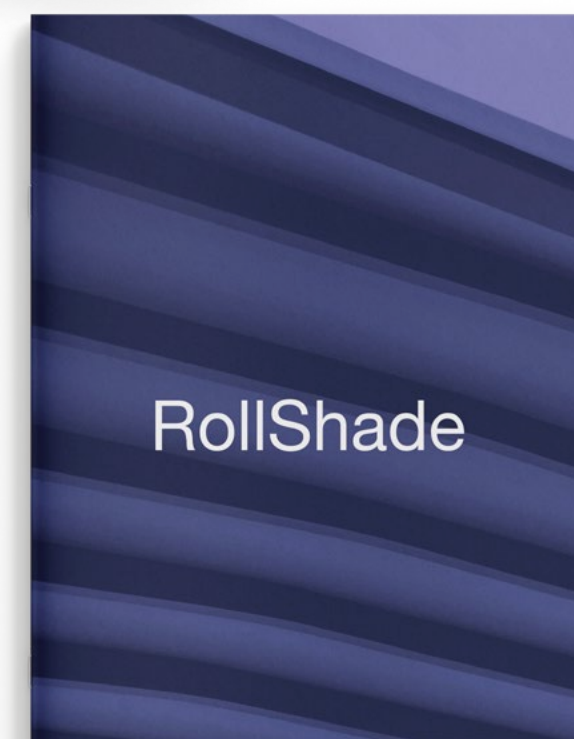
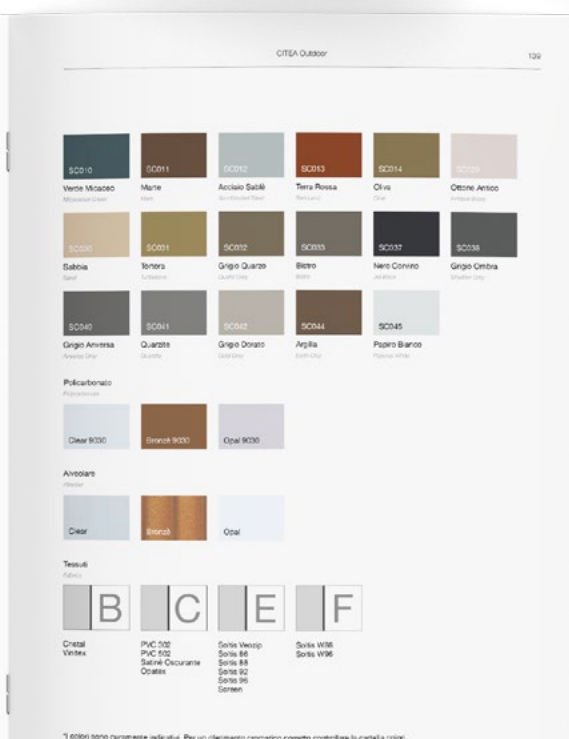
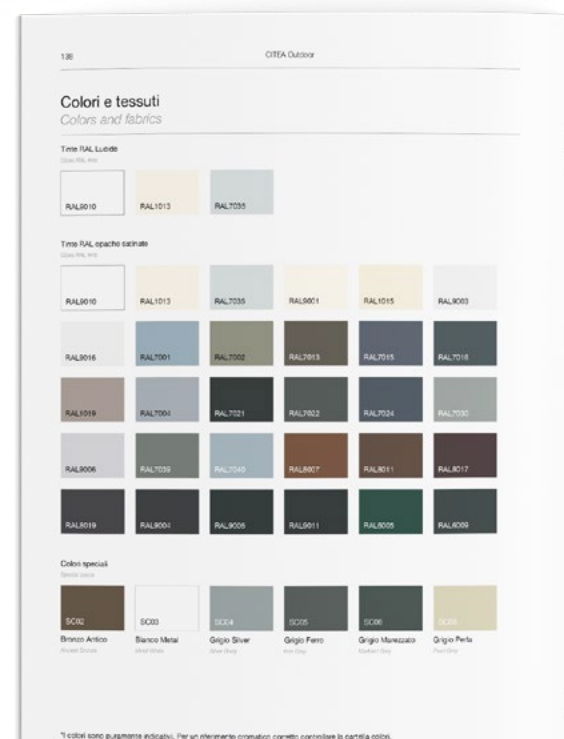
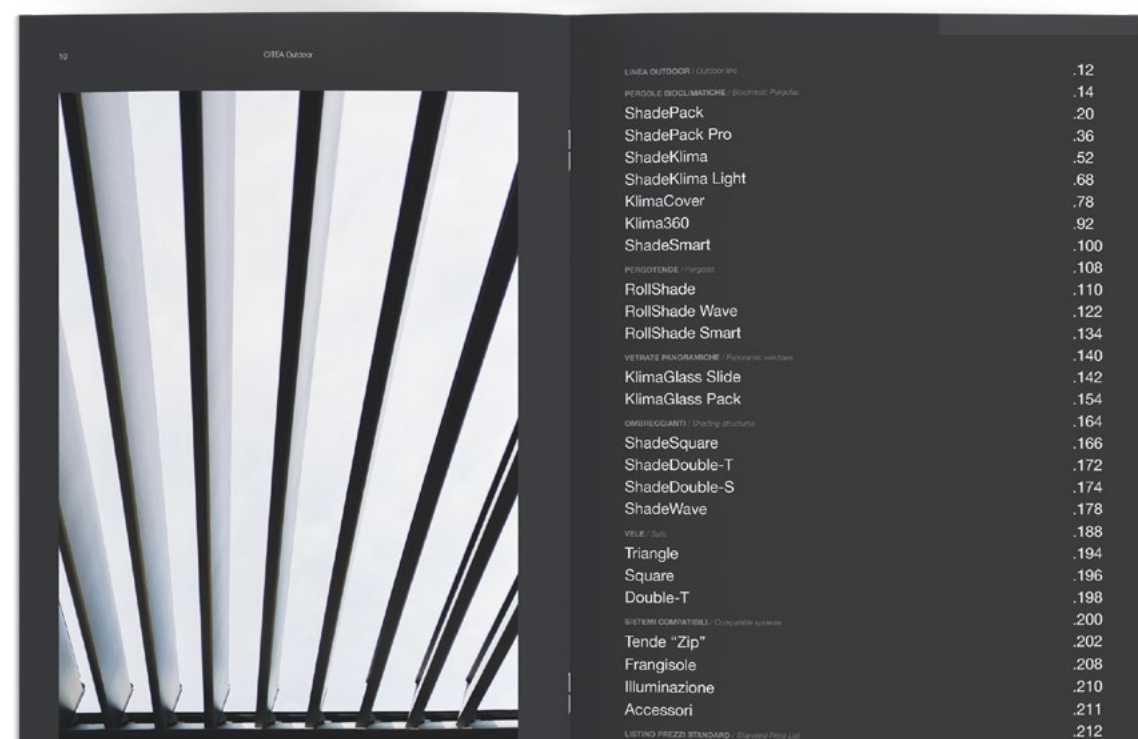
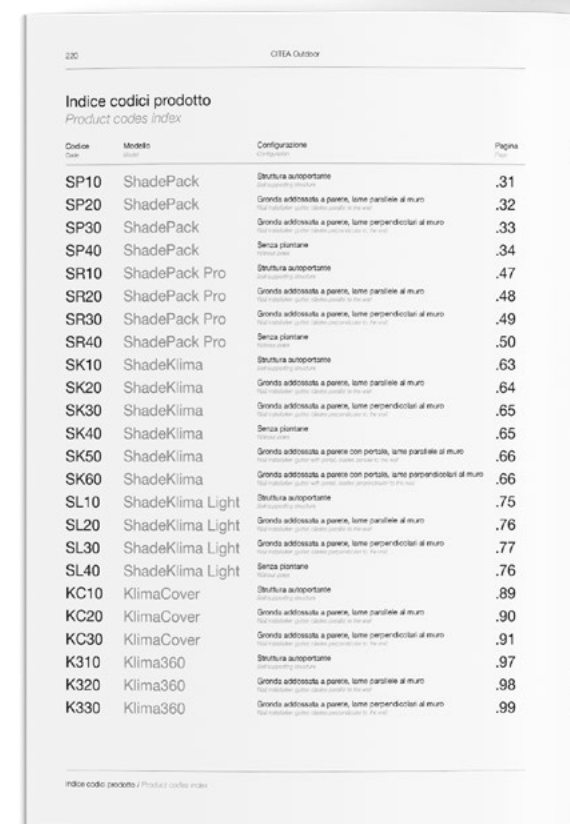
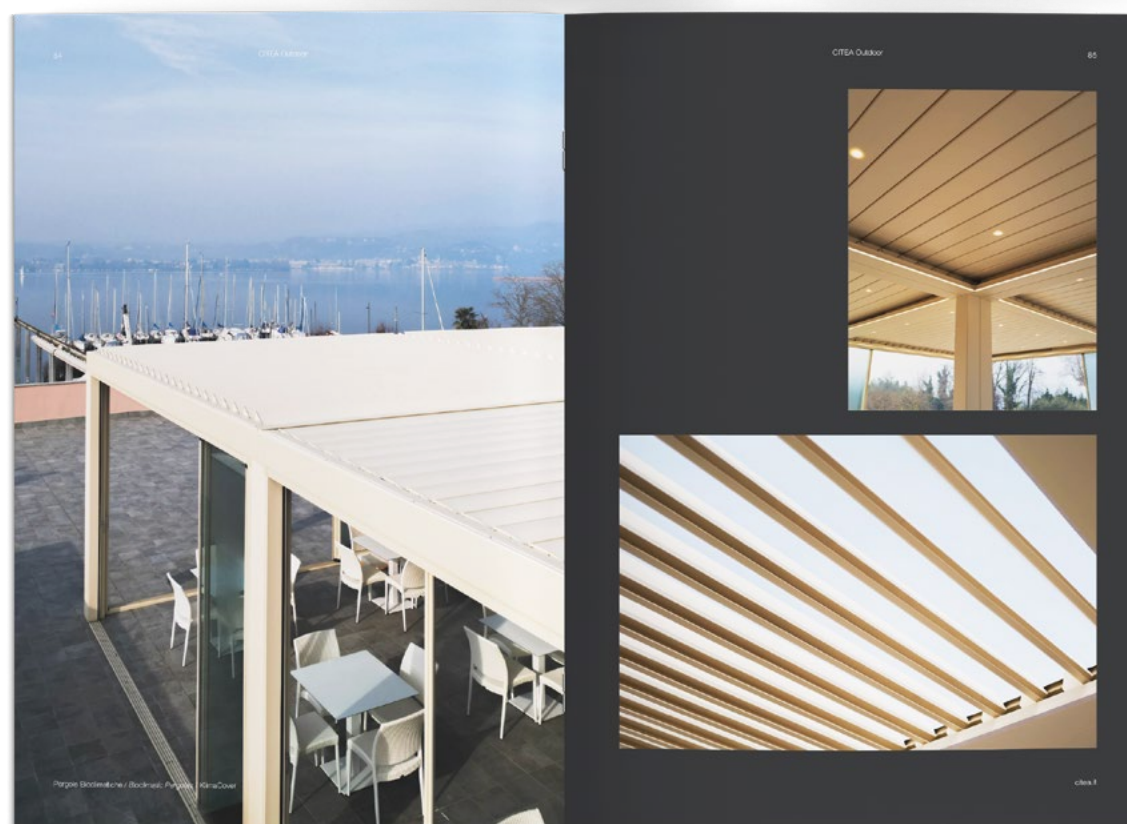
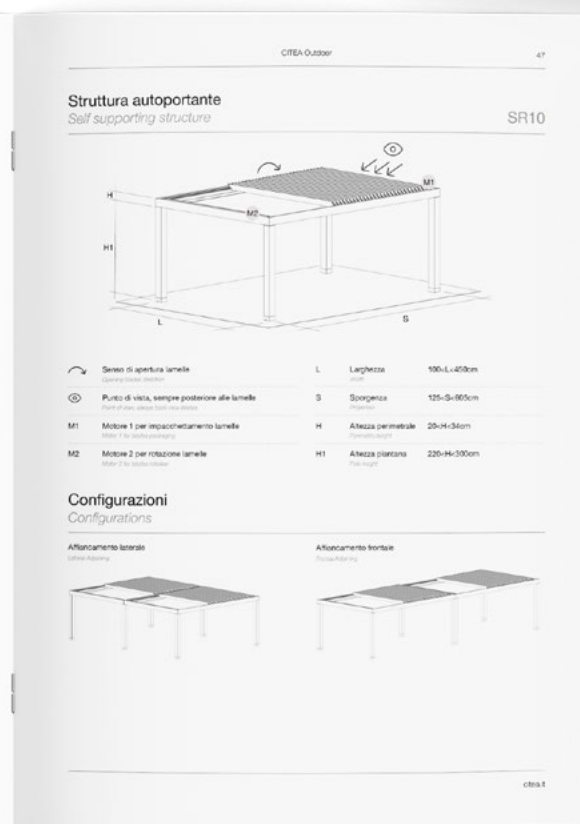
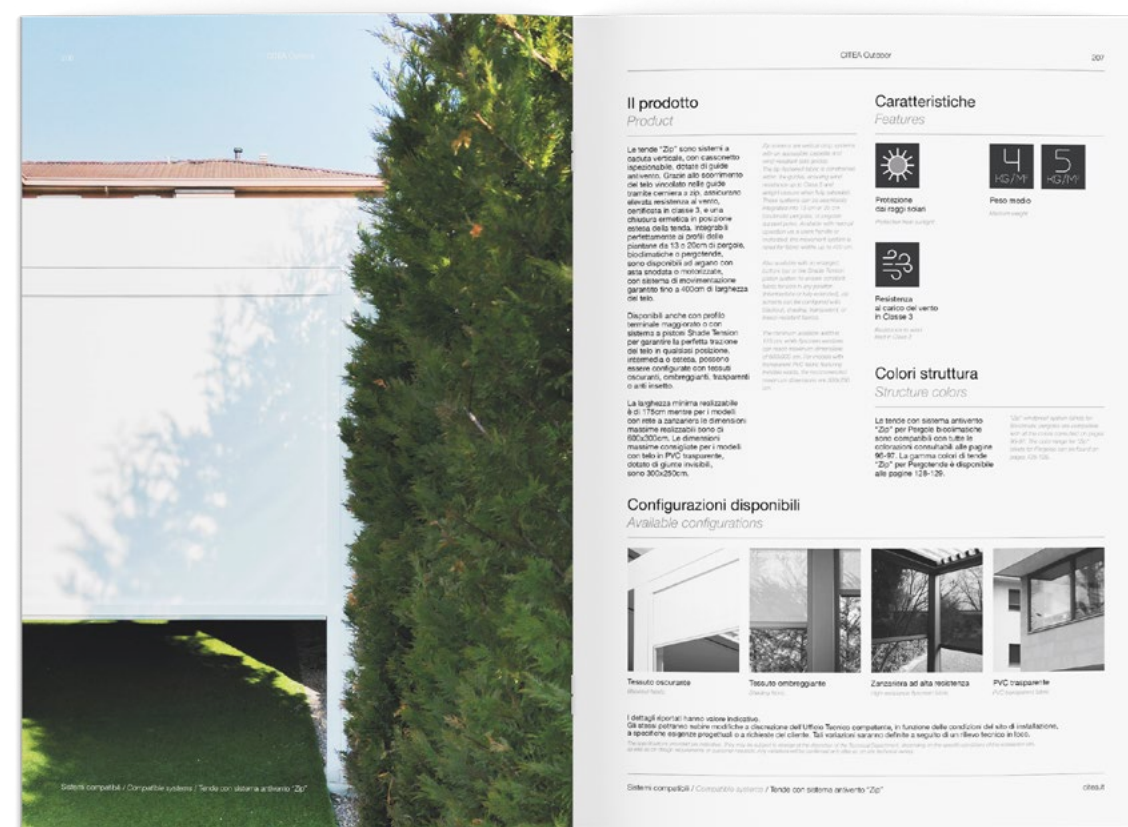


The campaign landing page aims to showcase the product and guide new leads.

The landing page linked to the campaign content, dedicated to pergolas and bioclimatic structures and hosted on seraplastic.it, serves three main purposes: to clearly present current promotions and the models they apply to, to describe the key features of the products, and to guide potential new customers to a contact form for requesting technical and commercial information.

The page was built using Elementor for WordPress and integrates a form connected to Mailchimp, designed to activate an automated lead management system. Once the form is submitted, the system automatically sends a confirmation email to the contact and simultaneously forwards all necessary information to the technical-commercial team to initiate the quotation process.



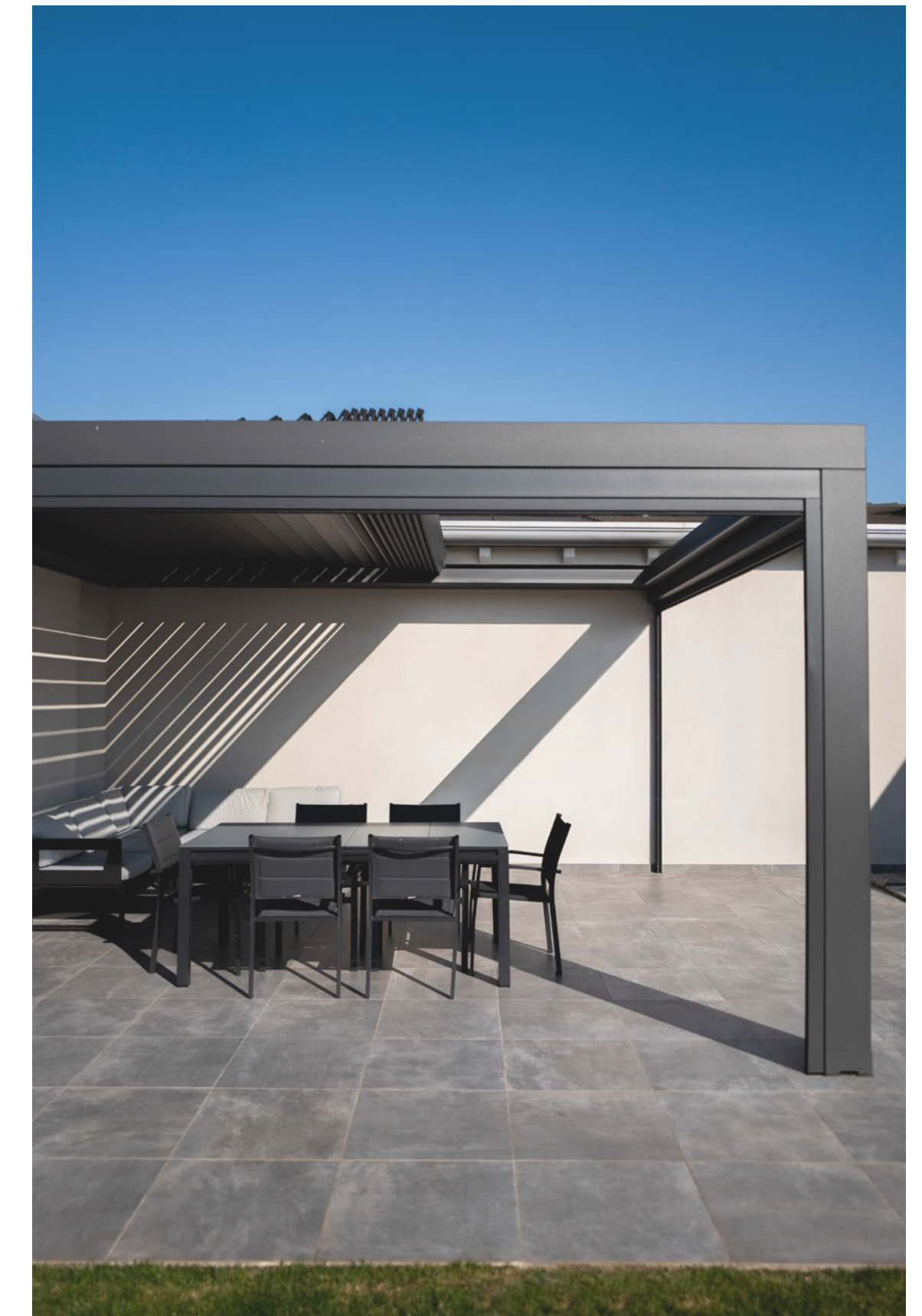
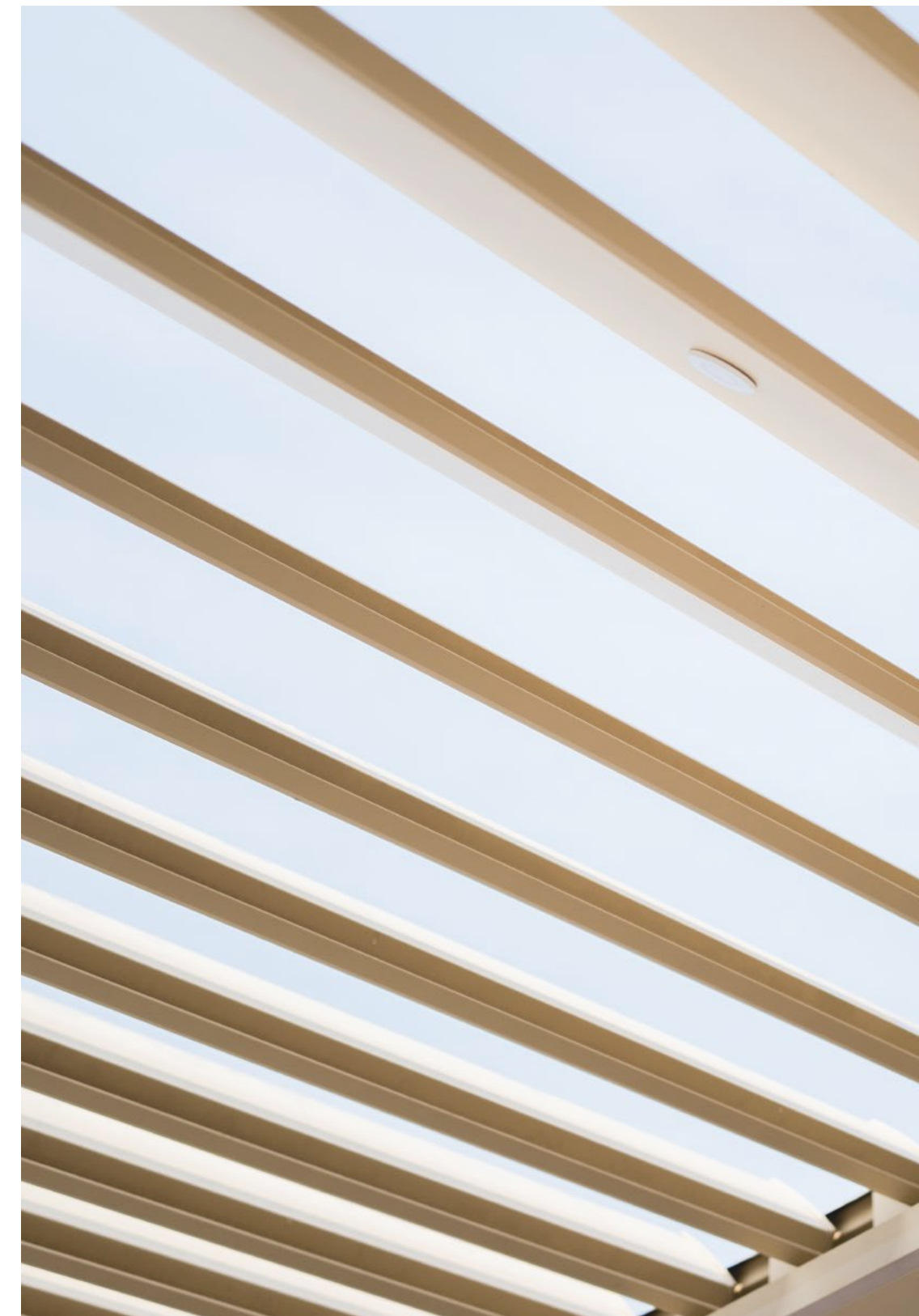
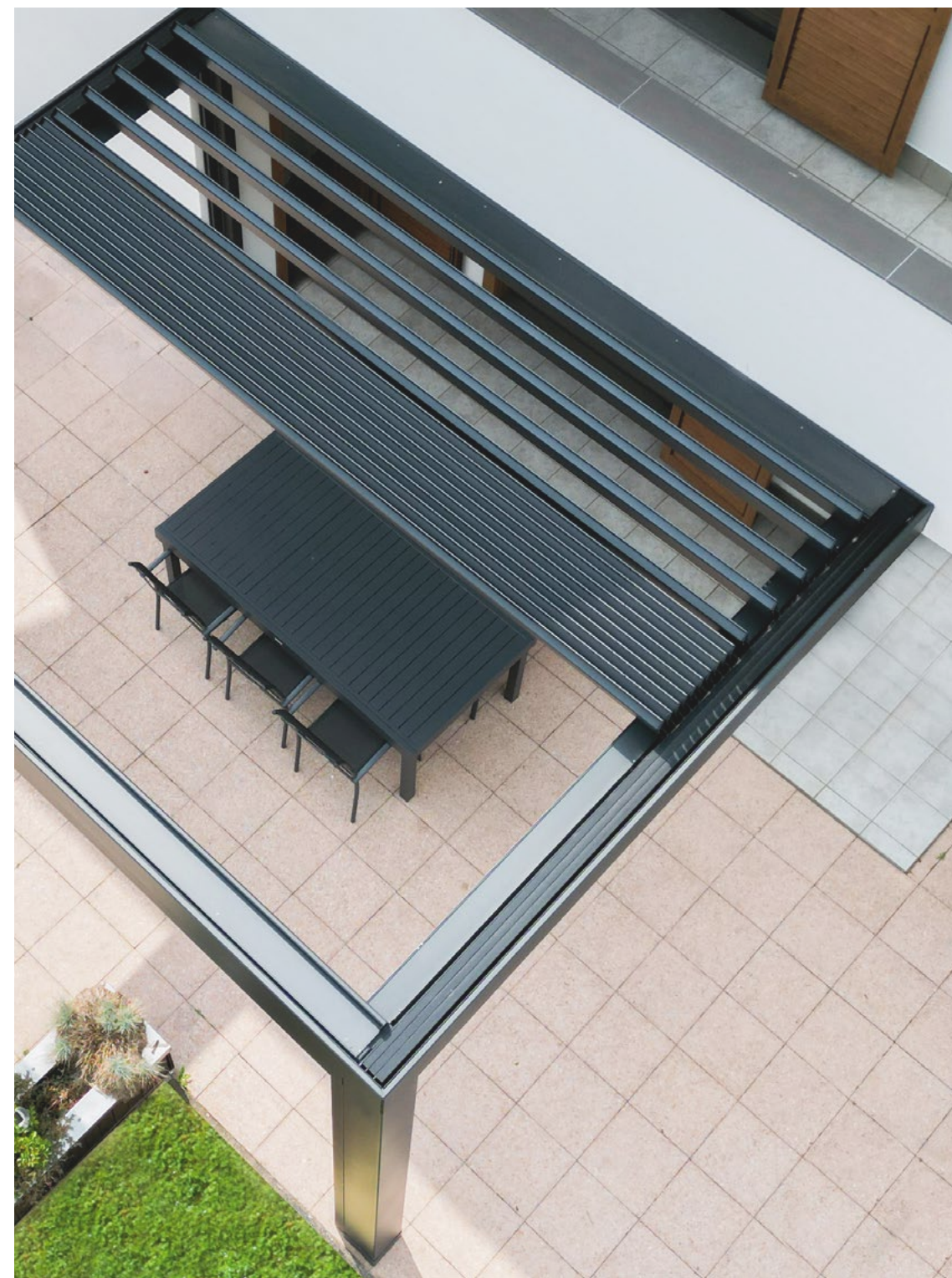


The photographic documentation of Citea Outdoor products highlights the benefits of installing a shading structure in outdoor spaces, focusing on details, colors, materials, and the ability to control light in the environment.

The entire Citea Outdoor photographic archive was created to establish a comprehensive visual database to support the dealer network. The shoot covered all catalogued structures, documented through a combination of aerial shots and detailed close-ups.

Photography was carried out using a DJI Mini 3 Pro drone to capture panoramic views and contextualize the structures within outdoor settings, and a Leica Q camera to highlight the technical details of the products.

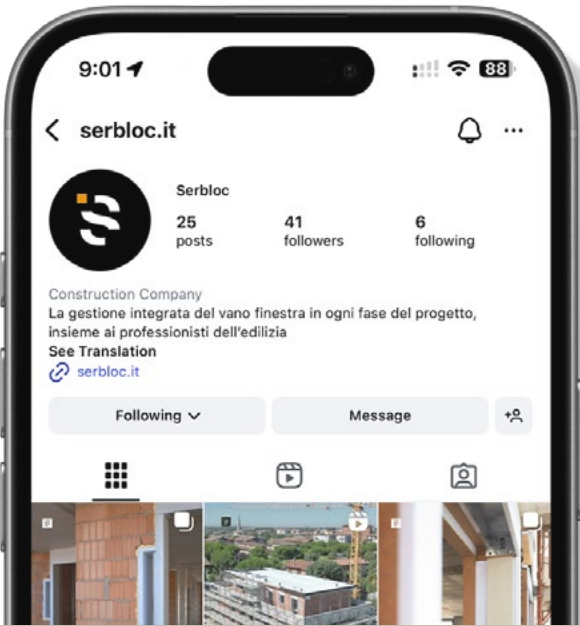
Each image was carefully post-processed to achieve high-quality results suitable for both online and offline use. The final output was also optimized for large-format applications, such as roll-ups and exhibition materials.



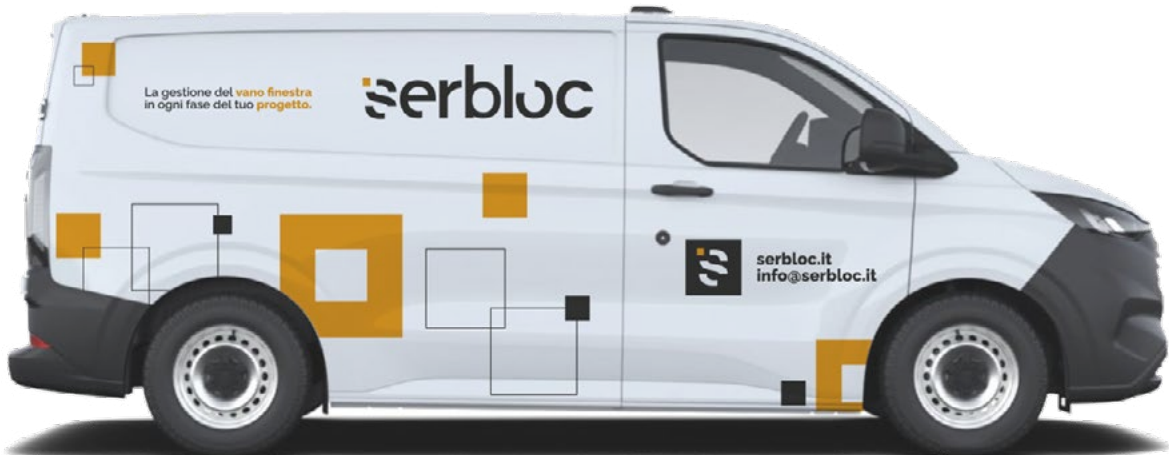
click and discover the project on
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Serbloc

Social media content



Company vehicles



S-Frame lines logos

Pro
Flexi
Smart
Fiber
Fire

S · Frame



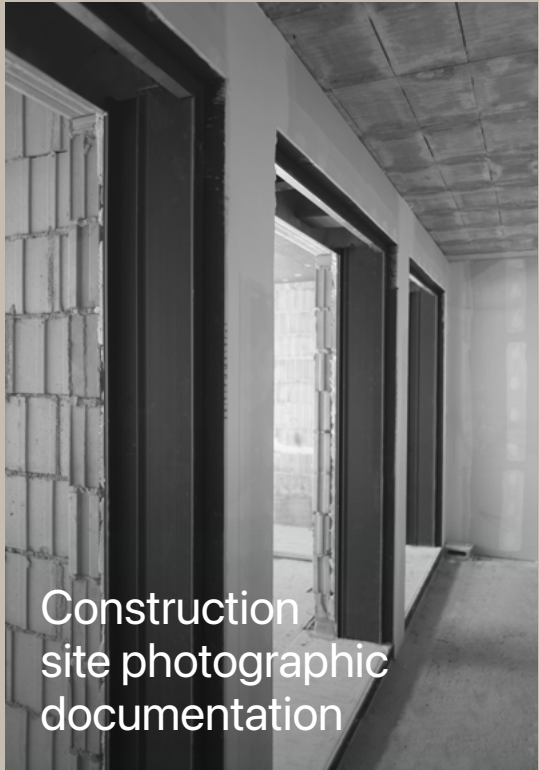
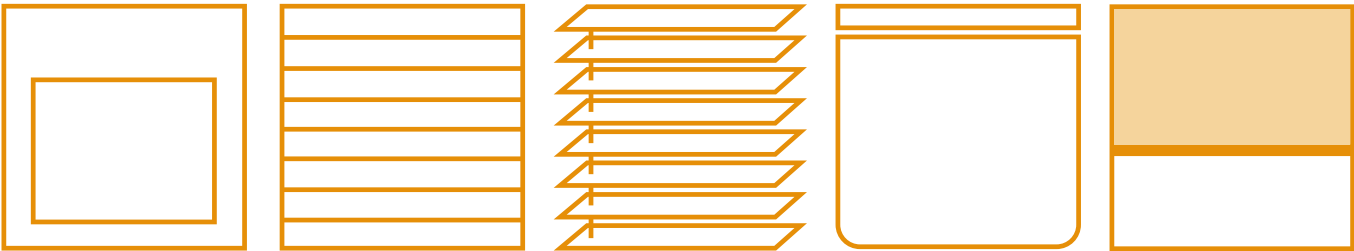
Document folders



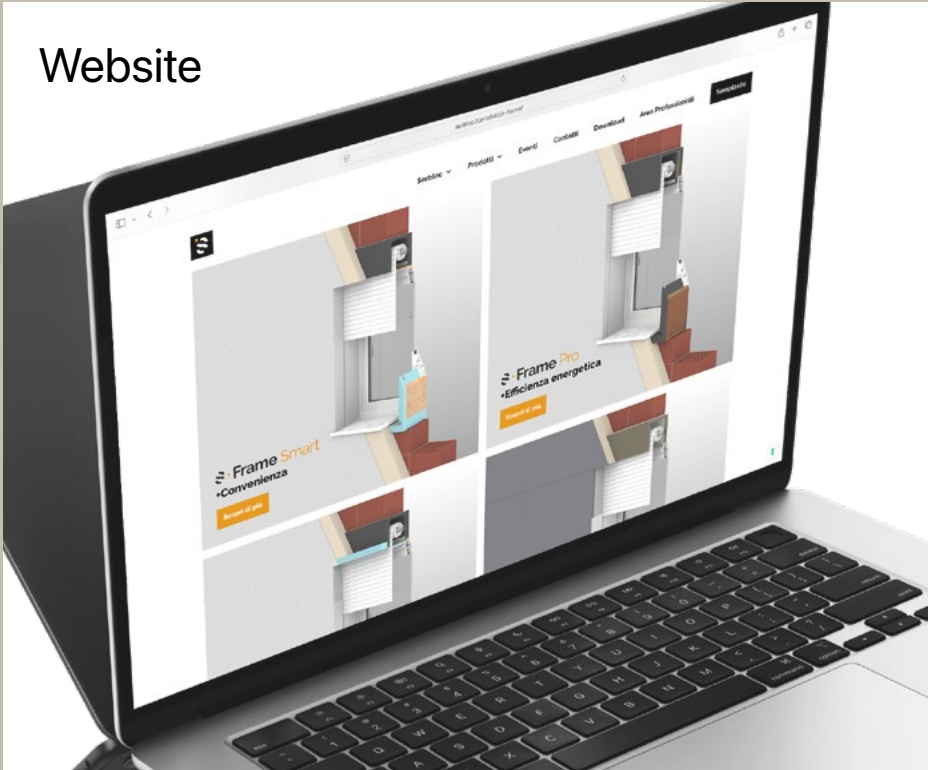
Logo

serbloc
by seraplastic | citea

Products Icon



Website



Catalogues



Construction site banners



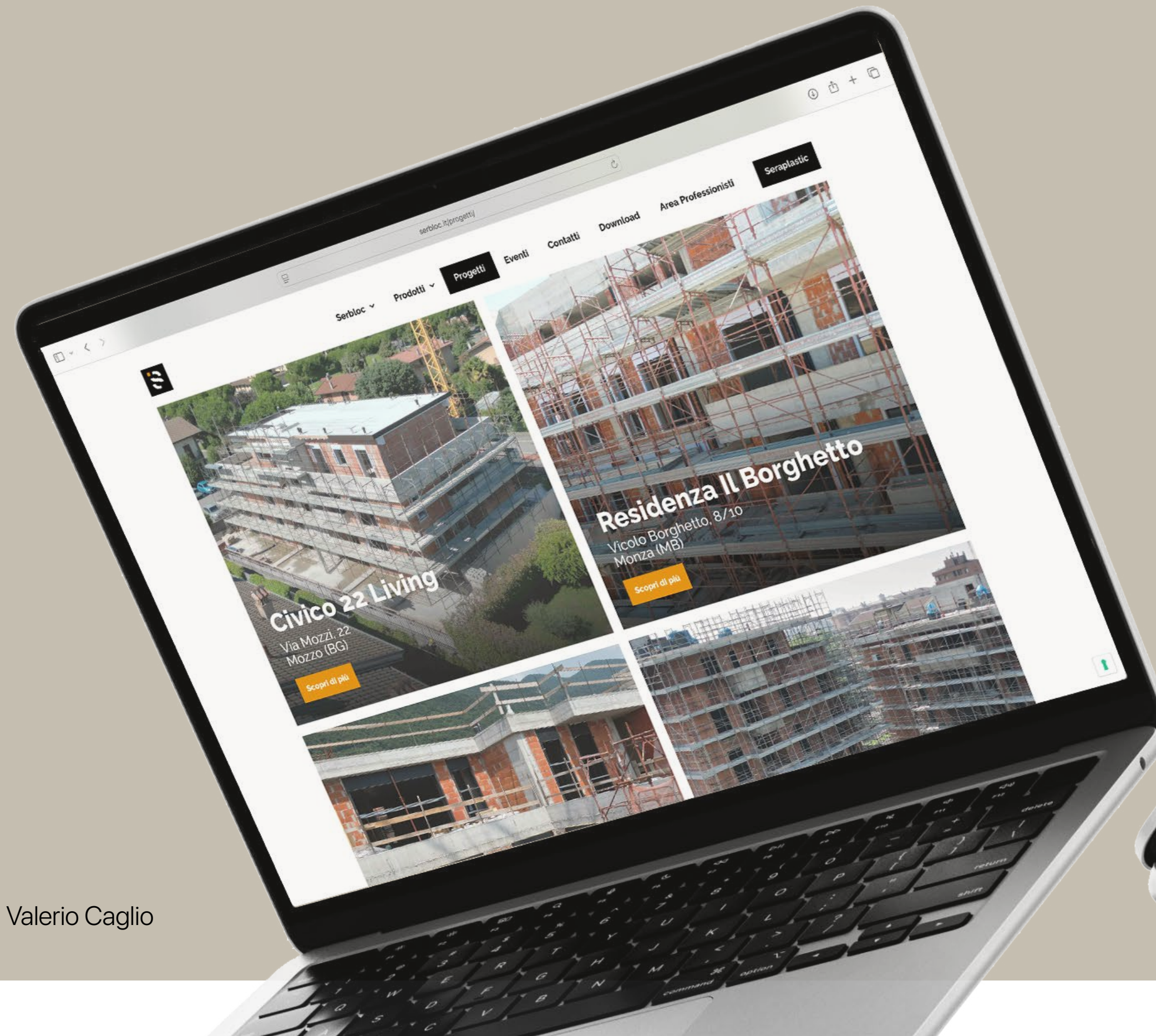
A distinctive and recognizable visual identity to represent Serbloc, the service for integrated window opening management dedicated to the building site environment.

In 2024 Seraplastic decided to strengthen its offering by launching a new brand dedicated to support building industry professionals. This led to the creation of Serbloc, a brand designed for construction companies, designers, and architects, with the goal of providing a comprehensive and integrated window system.

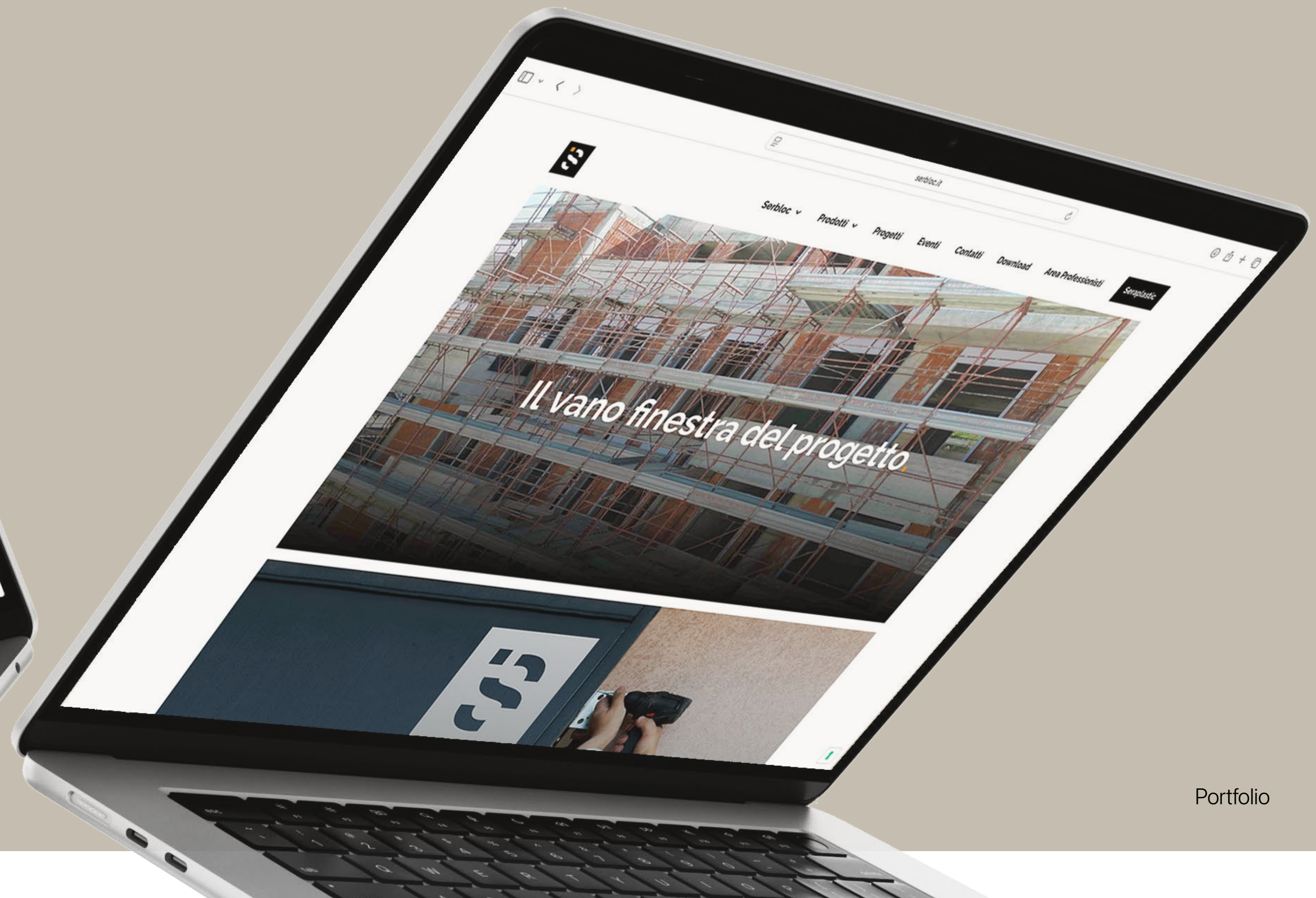
The launch required the development of the brand's entire communication strategy: brand

image and website were developed and initially promoted through Seraplastic's social media channels. Subsequently, communication moved to a dedicated proprietary account for the new brand.

In parallel, a continuous documentation process was established for all Serbloc construction sites: each project is presented through images and videos self-produced by the company.



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Portfolio

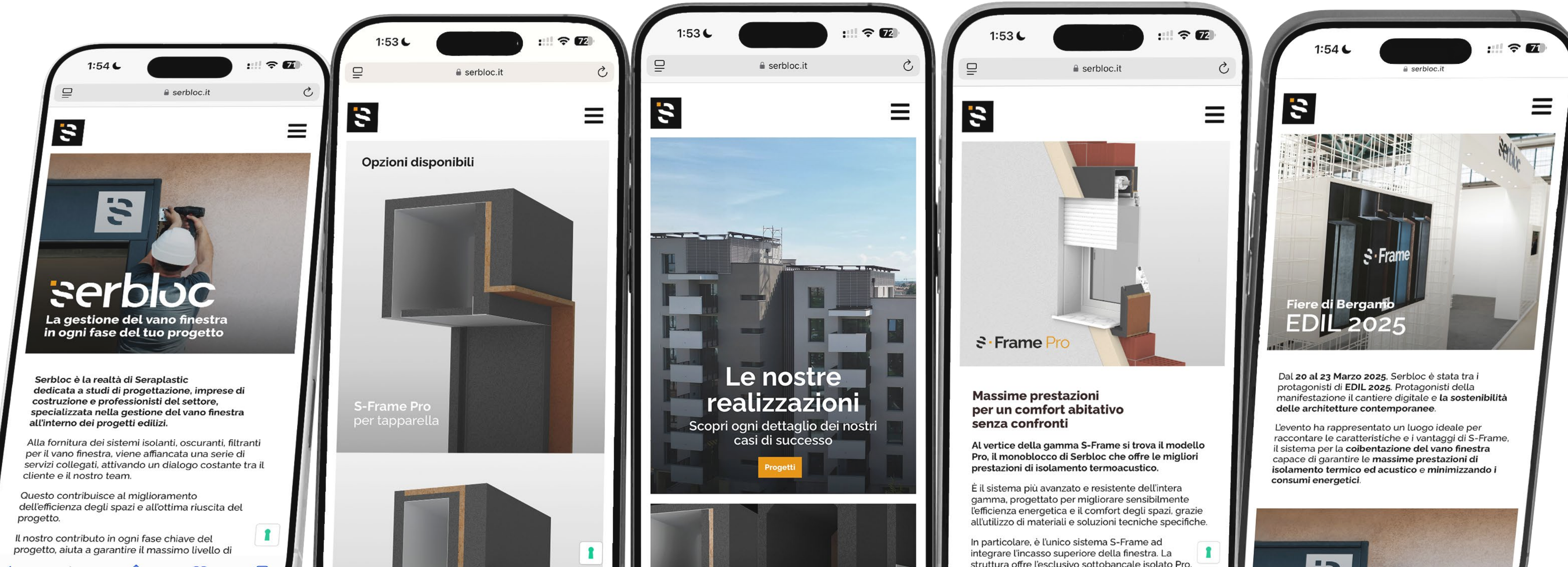
serbloc.it is the go-to reference for the client: a comprehensive portal where you can see all products and services made to measure for architects.

The website has been designed to guide industry professionals in exploring Serbloc’s services, products, and the benefits of its solutions.

The “Serbloc” section highlights the brand’s strengths, with particular focus on the added value of working with a single point of contact. The “Products” section contains detailed descriptions of all compatible systems, with a deeper focus on the “S-Frame” section, dedicated

to the insulated monoblock, the technological core of the Serbloc system. The site’s architecture is completed by the “Events”, “Contacts”, and “Download” sections, providing company information and access to resources.

The website is fully responsive, optimized for browsing on smartphones, tablets, and desktops, with every detail adhering to the brand’s visual identity guidelines.



@serbloc.it offers a detailed account of all the construction sites where the company collaborates as a partner.

Serbloc Instagram profile has been designed to provide, on one hand, a continuous and up-to-date account of all active projects, and on the other, a comprehensive overview of collaborations within the construction sector. It functions as a constantly evolving digital portfolio, highlighting both the partners Serbloc works with and the company's reliability.

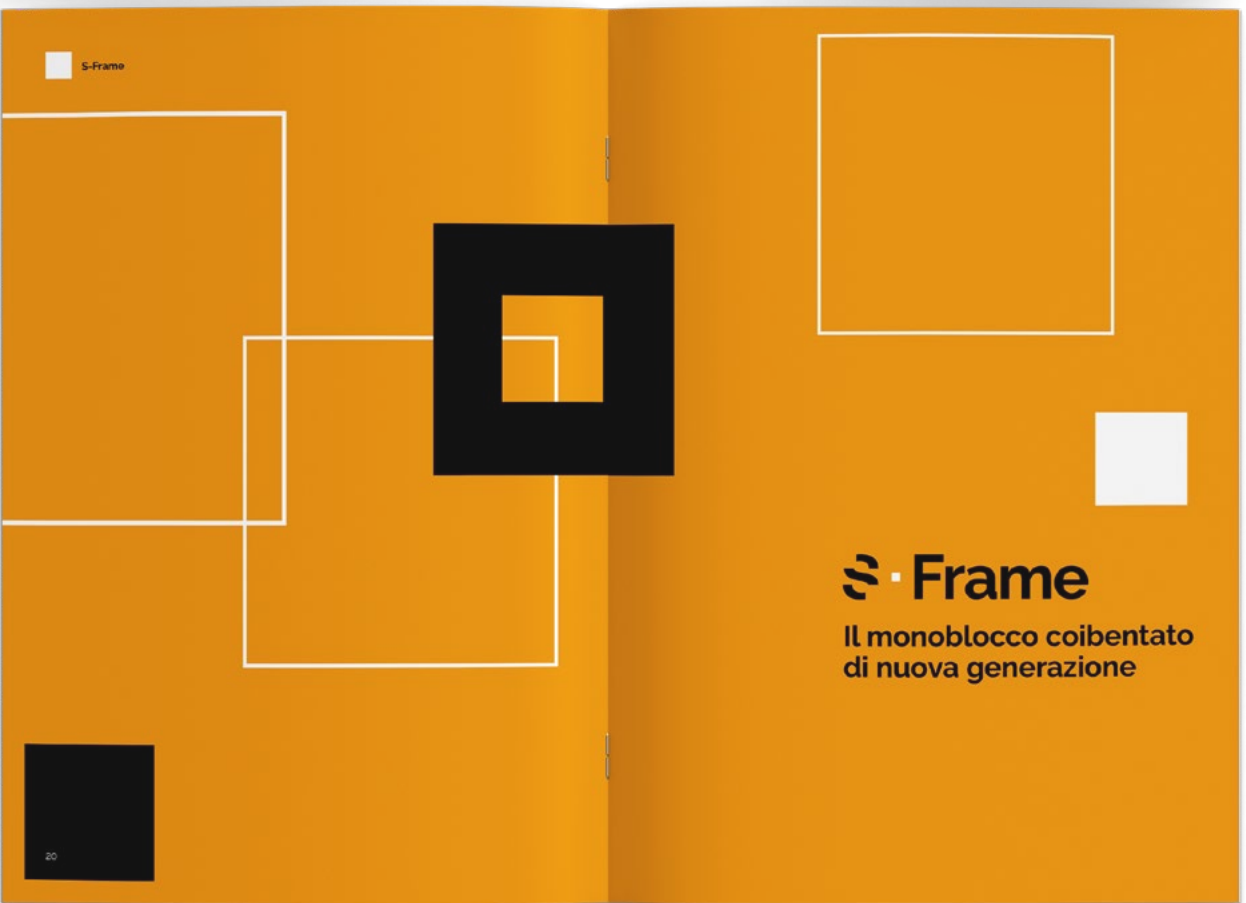
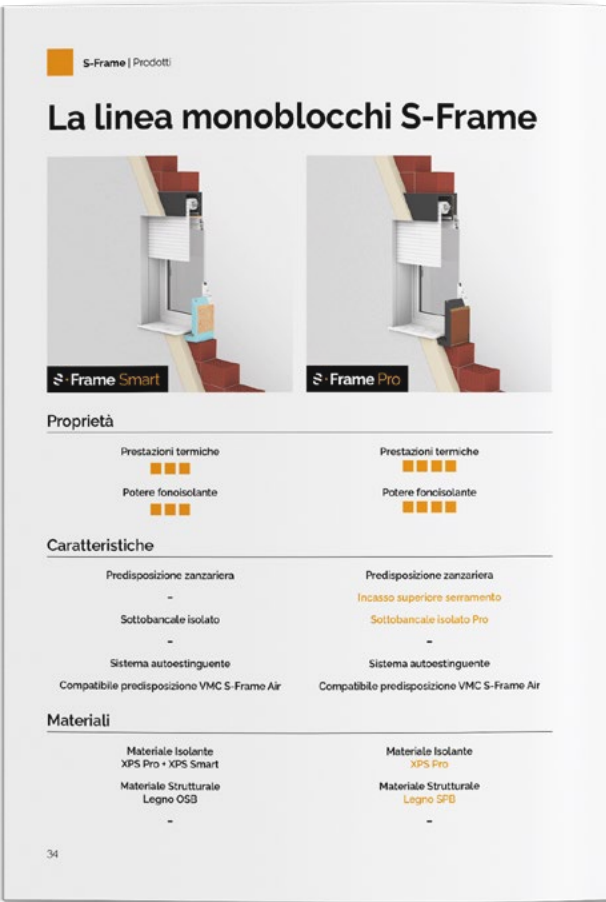
Each project is documented through a dual narrative format: a video featuring aerial and overall shots of the building, and a photo carousel that delves into the details of the work, focusing on both the products supplied and the Serbloc technical team's on-site interventions.

Nearly all content is produced in-house, using a Leica camera for photography and a drone for aerial footage.



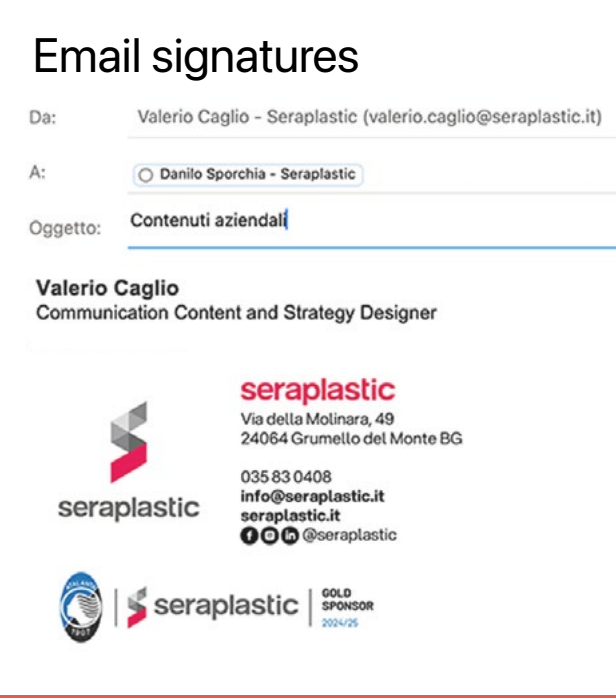
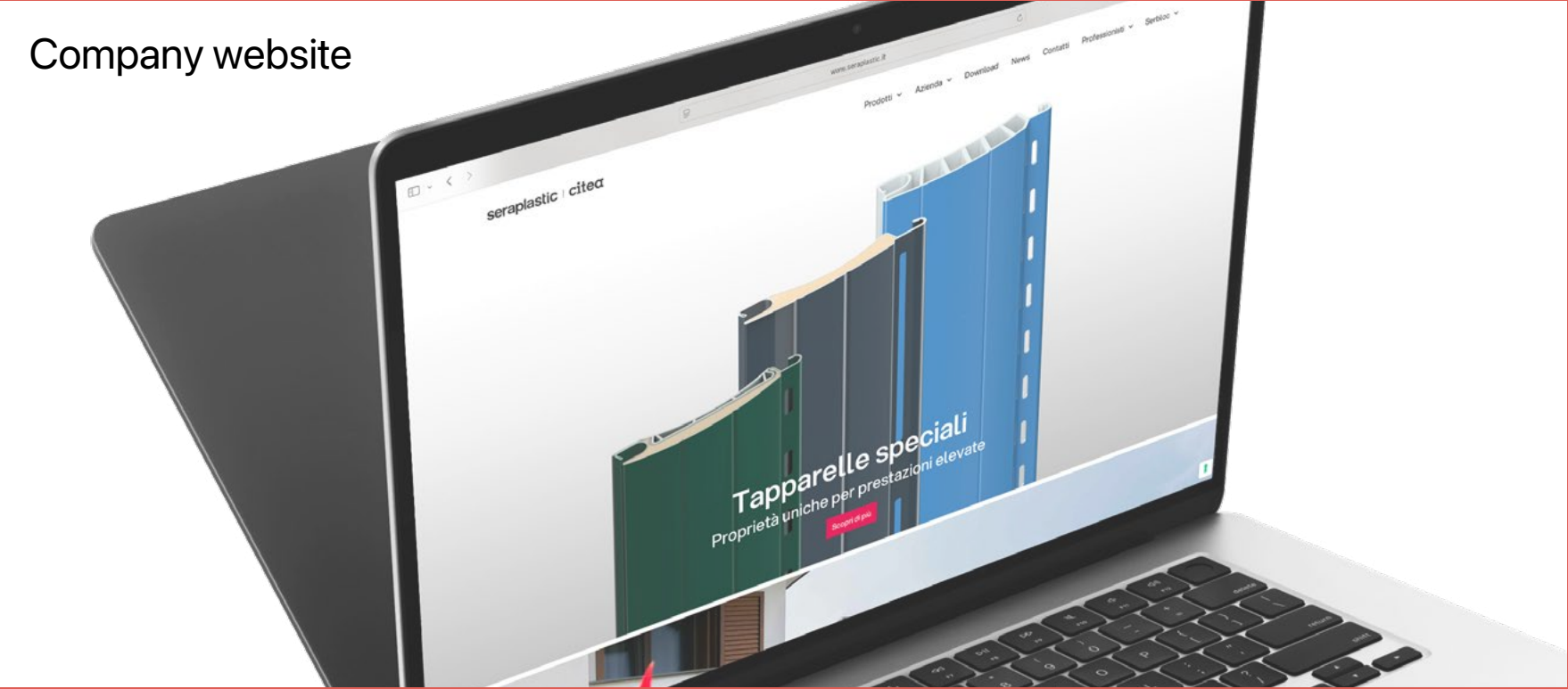
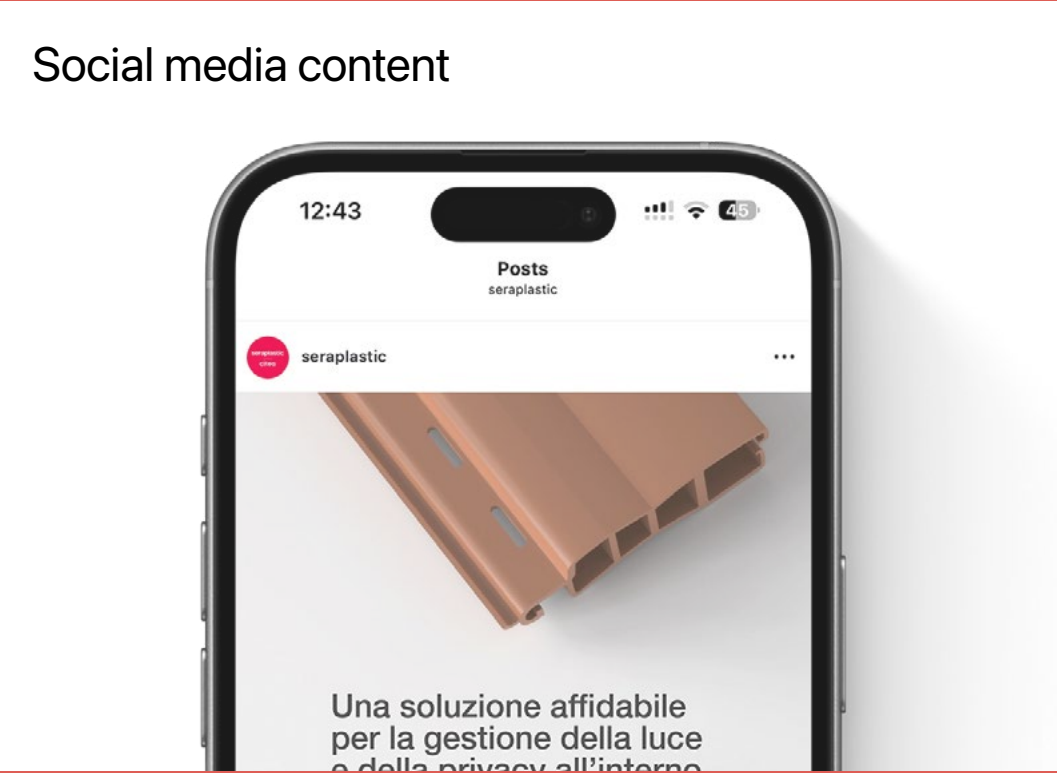
Serbloc's products and services are presented to clients through a technical catalogue and a promotional brochure.

Alongside a detailed technical catalogue, which illustrates all wall configurations and product variations available for different construction types, an introductory brochure has been created to clearly present the advantages of the Serbloc solution. The brochure also includes brief descriptions of the main components compatible with the Serbloc system, such as roller shutters, brise-soleil, roller blinds, and mosquito screens, as well as an overview of all models in the monoblock range.



Sera plastic

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www.valeriocaglio.it/seraplastic



The complete management of Seraplastic communication, a leading company in the sector of shading, filtering, and thermal insulation systems for indoor and outdoor environments.

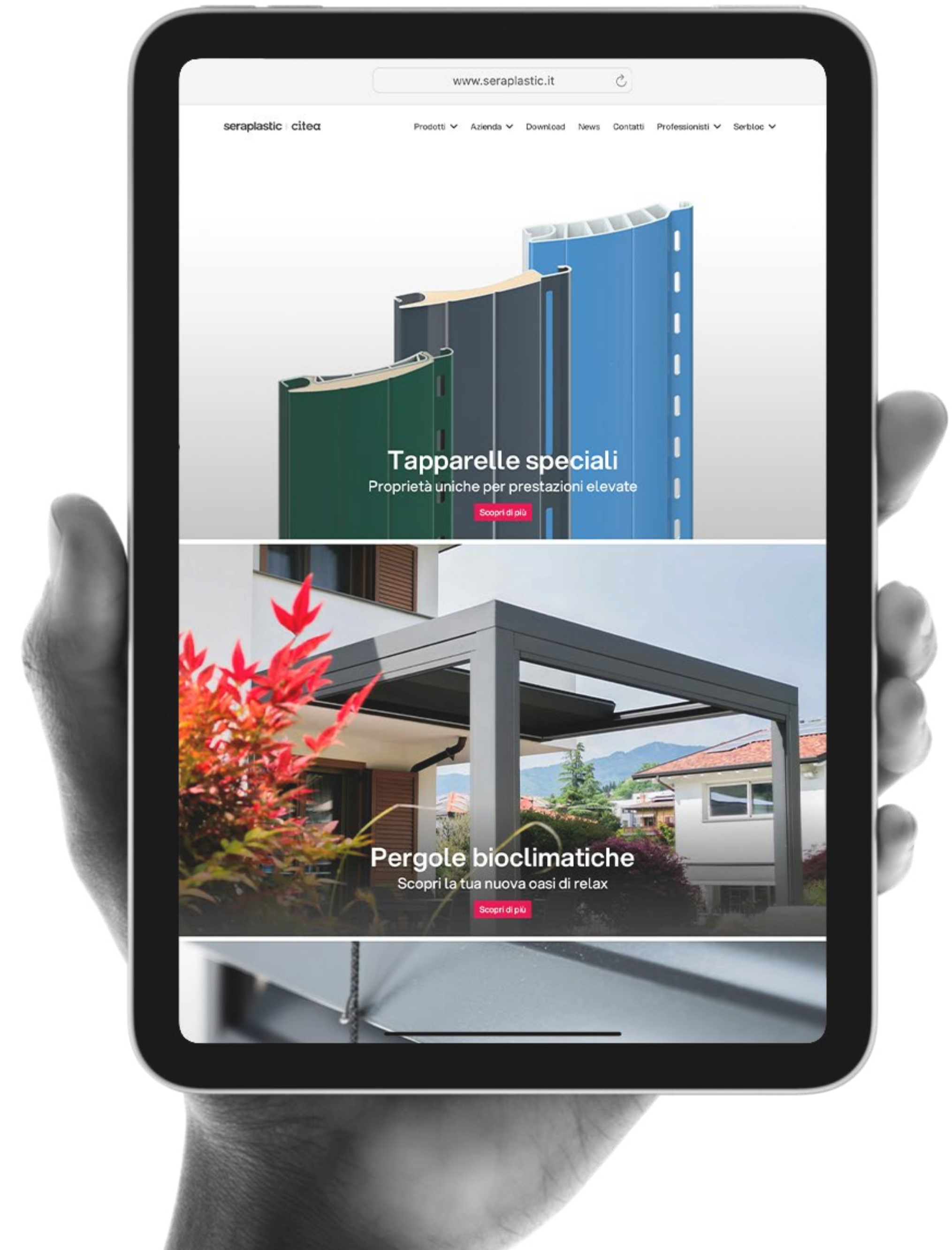
Developing a communication strategy for a company like Seraplastic is both a challenging and inspiring task, a process that began almost two years ago and is still ongoing, with the goal of creating a cohesive and consistent communication system.

The first step was the creation of the new corporate website, designed as a true business card: comprehensive, detailed, and informative. During this phase, the new brand claim was also defined, "Il tuo comfort, al centro del nostro lavoro", later translated into English as "Your comfort. Our work." From this, a coherent visual identity was developed to unify all company communications.

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The brand's storytelling then expanded to the official social media channels, where Seraplastic shares updates on projects, products, training activities, and participation in trade fairs and industry events.

The new corporate claim was also promoted through advertising campaigns in national newspapers such as Corriere della Sera, as well as pitch-side banners at the Atalanta football stadium, where the company sponsors the first team, giving the brand significant visibility in the sports landscape.

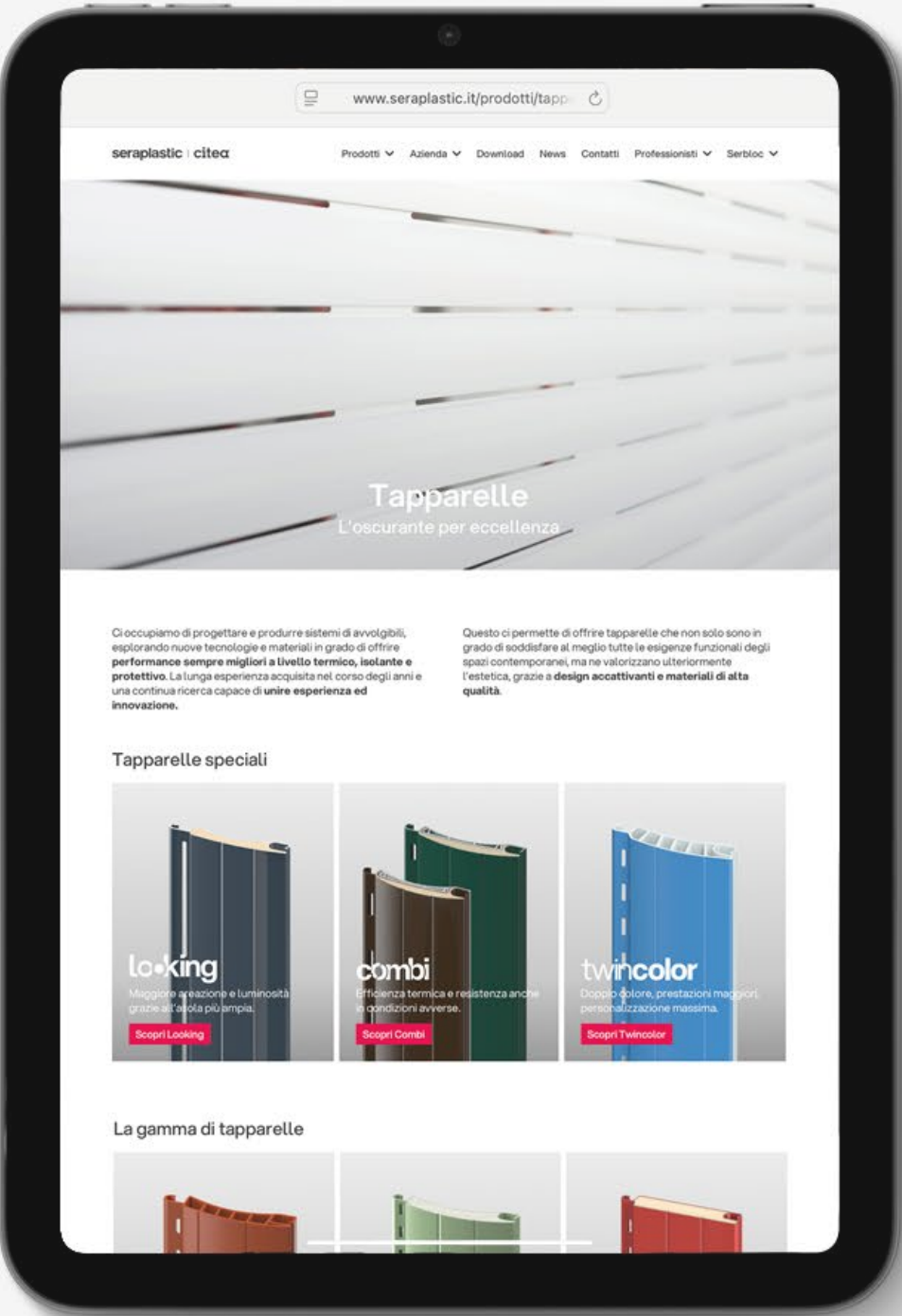


seraplastic.it represents the widest resource for any client: products, company and events areas and a dedicated dealers area.

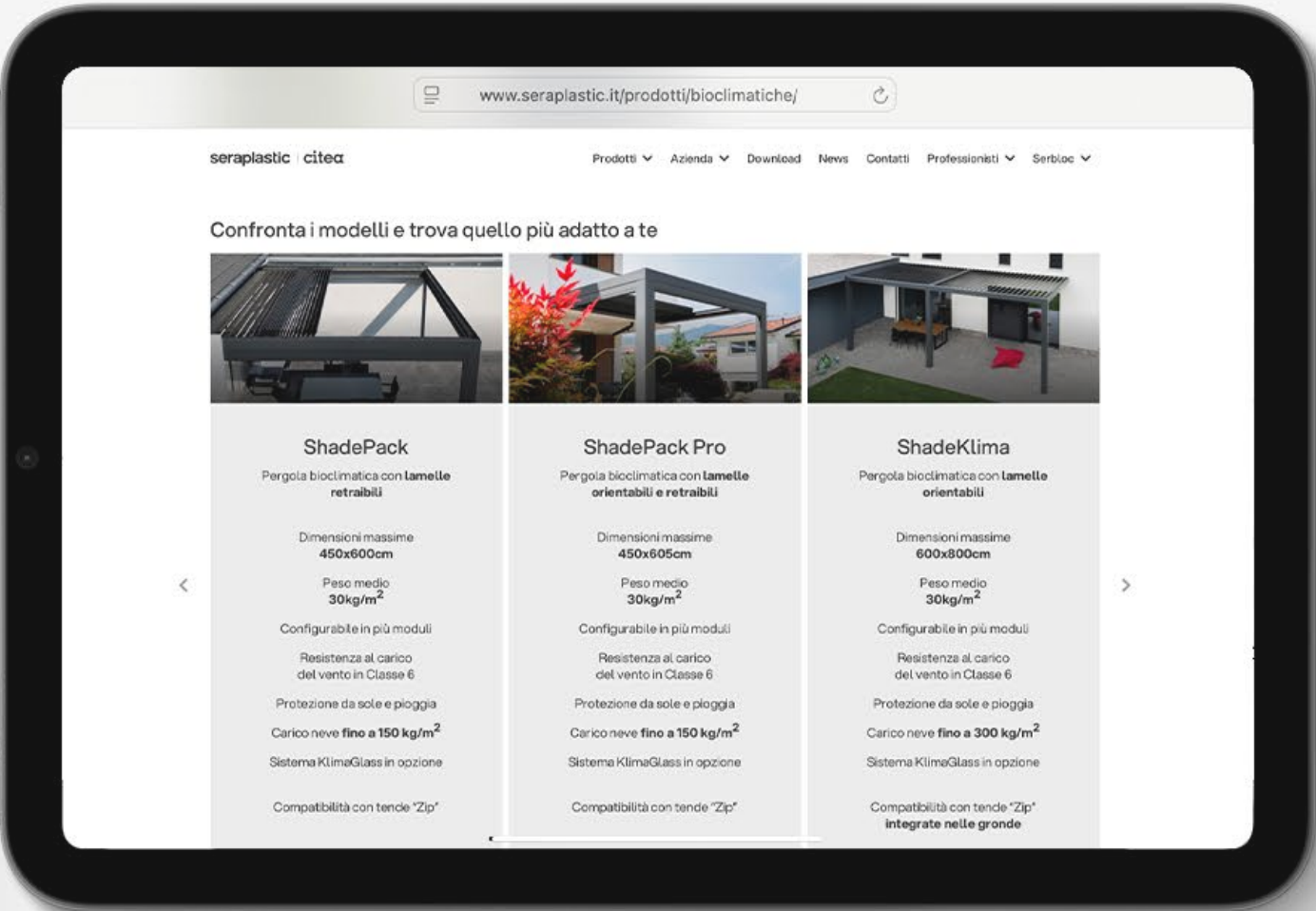
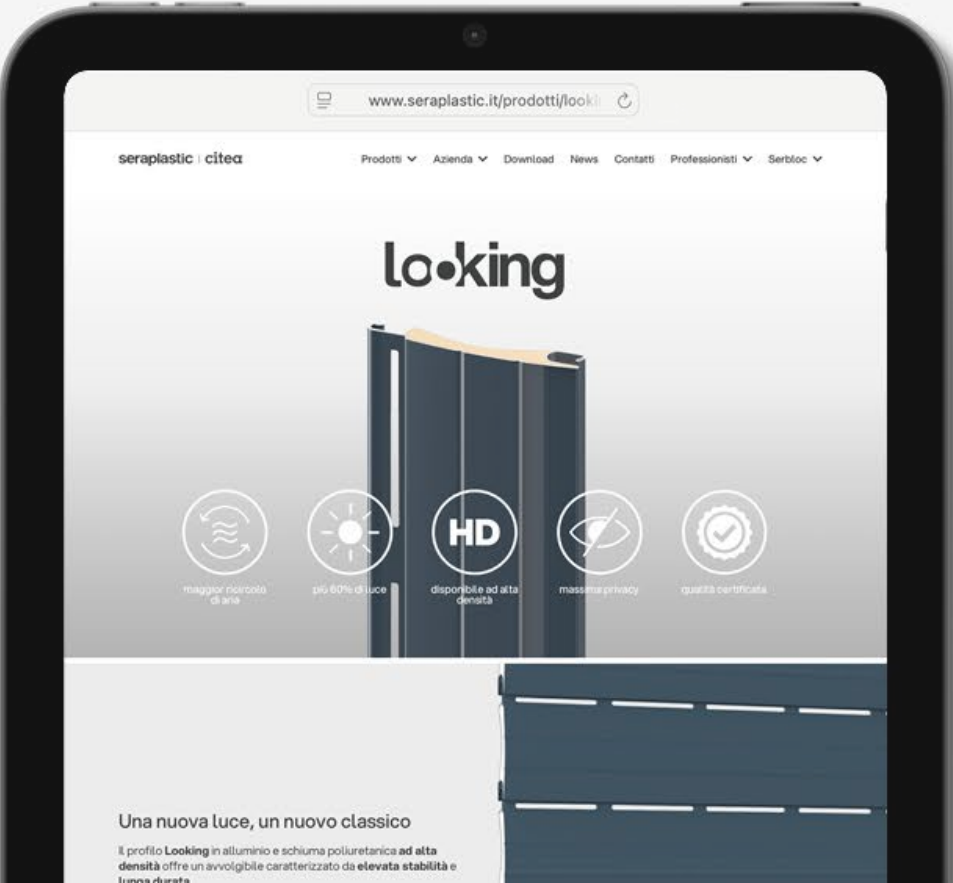
The company website offers a comprehensive overview of Seraplastic's products, activities, and services. The "Professionals" section is specifically designed for designers and retailers, showcasing all dedicated services. Within this area, a protected access zone allows users to download all technical documentation.

The website's development covered every phase, from structuring the site map and defining the content hierarchy to selecting photographic material, choosing fonts and color palettes, and establishing the brand's tone of voice. The site was also designed with a fully responsive layout, ensuring an optimal browsing experience across smartphones, tablets, and desktop devices.

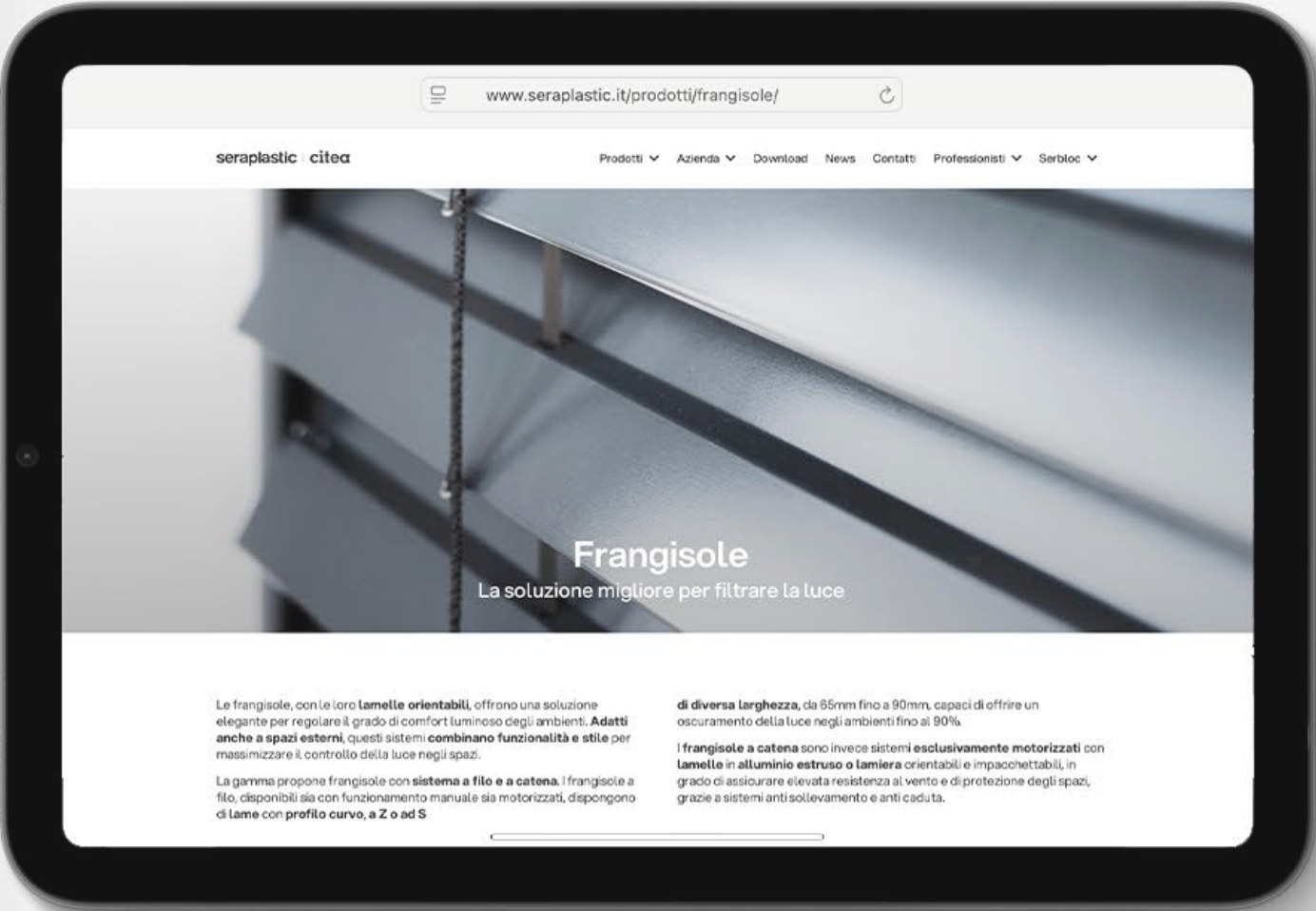
Seraplastic



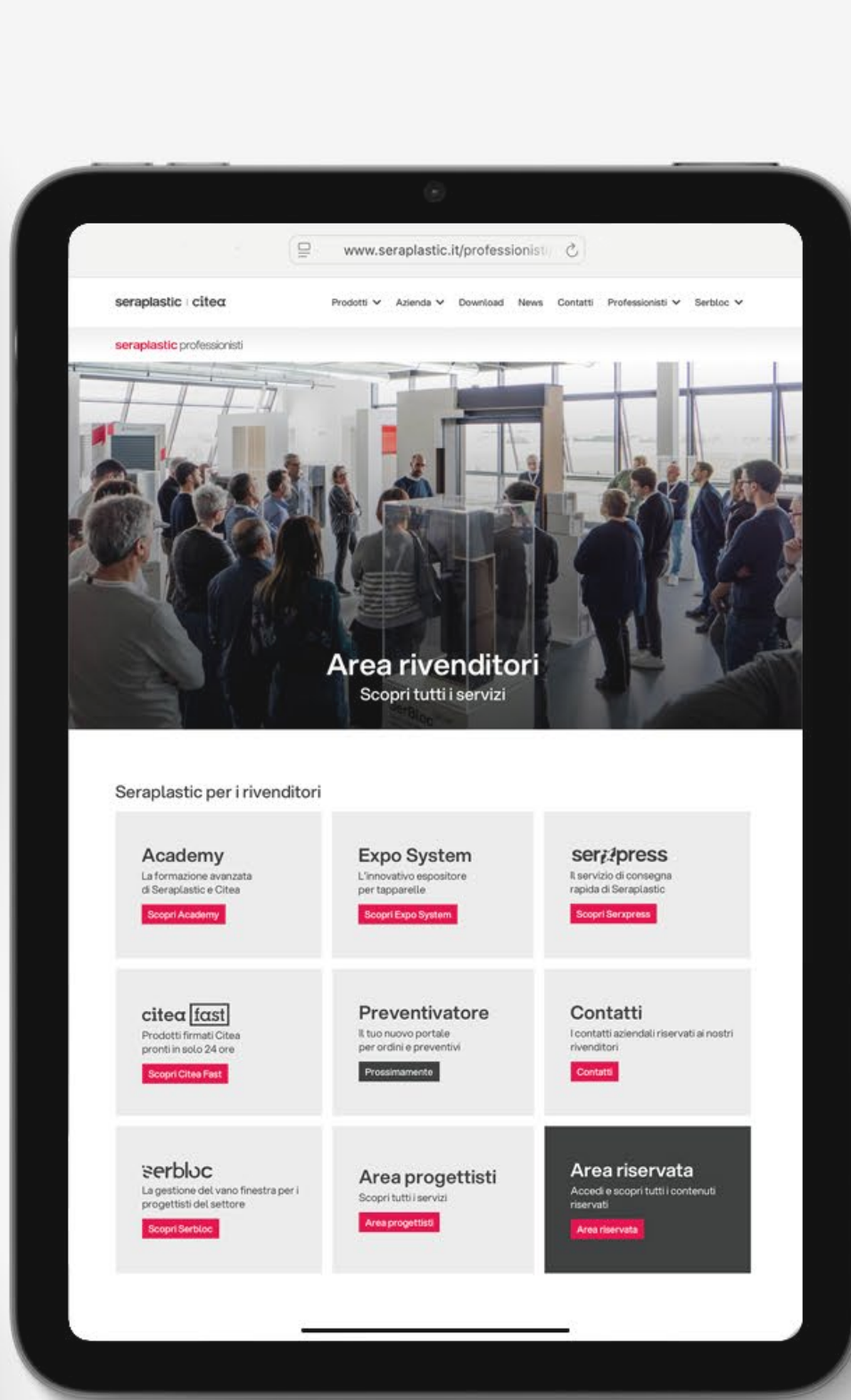
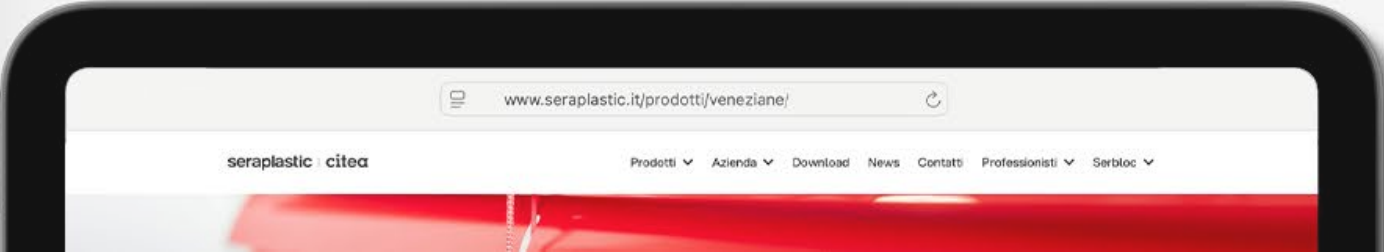
Shutters



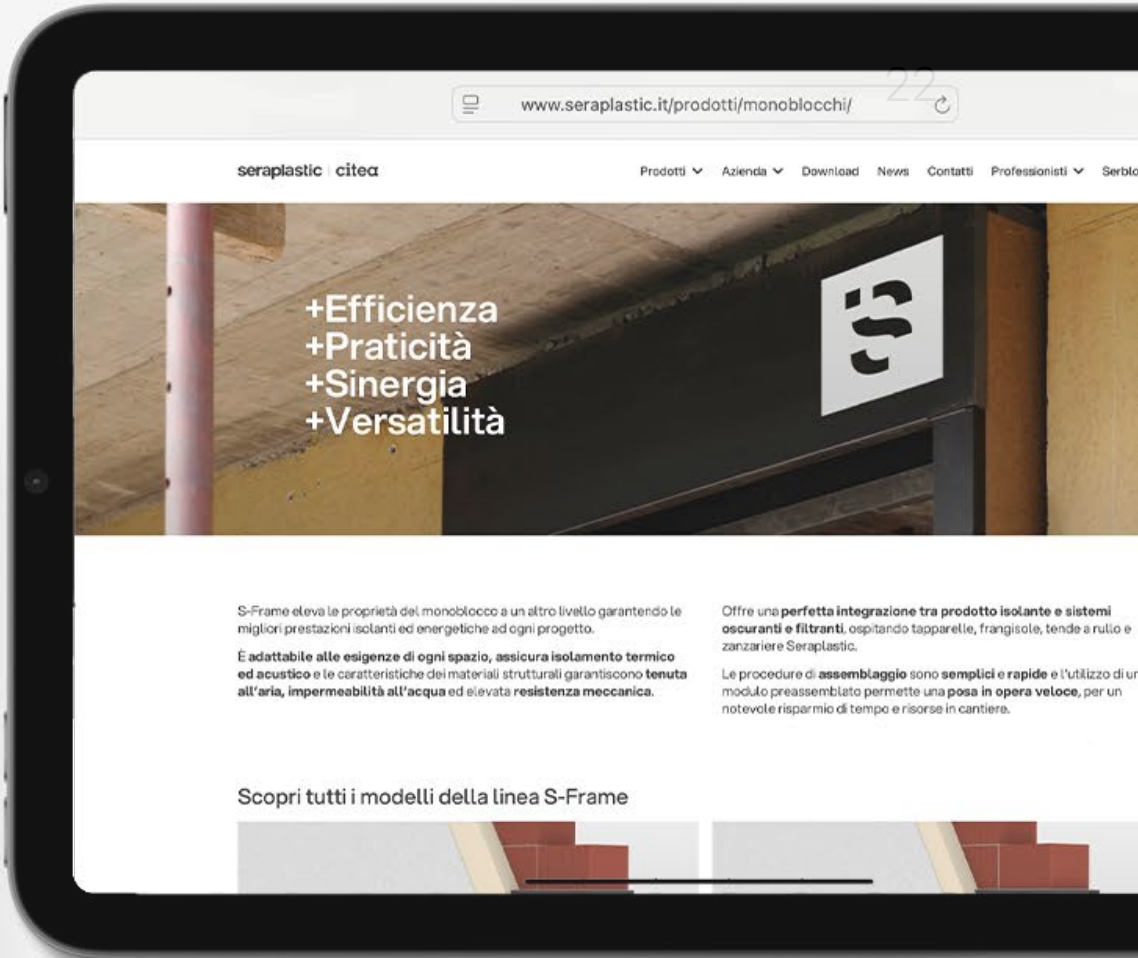
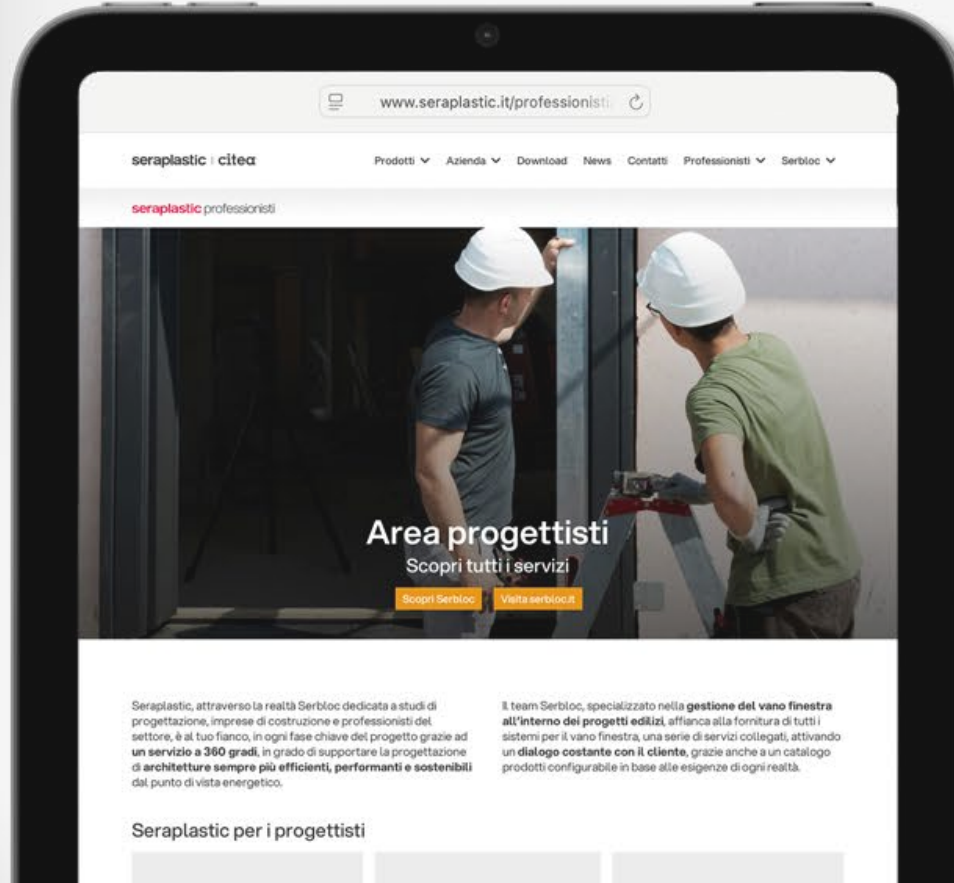
Bioclimatic Pergolas



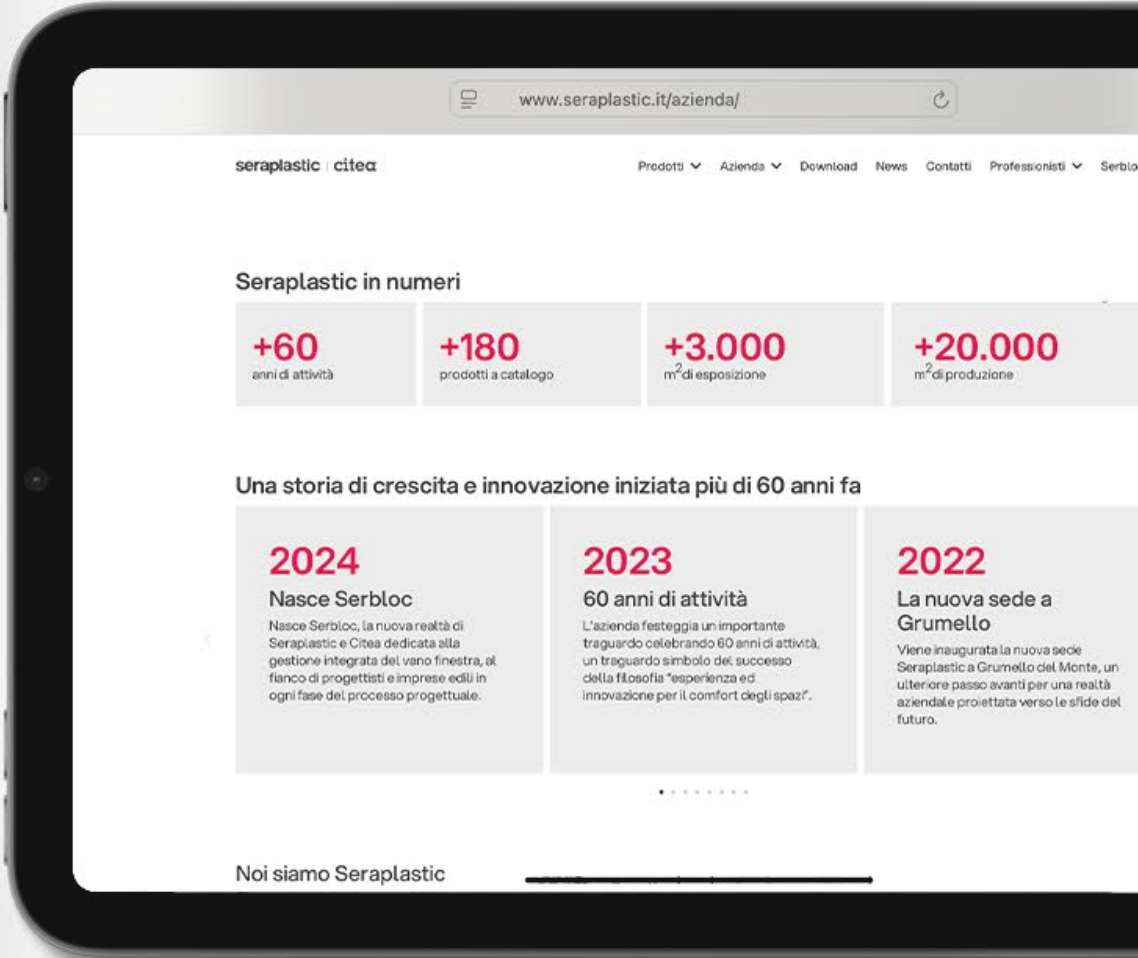
Sunshades



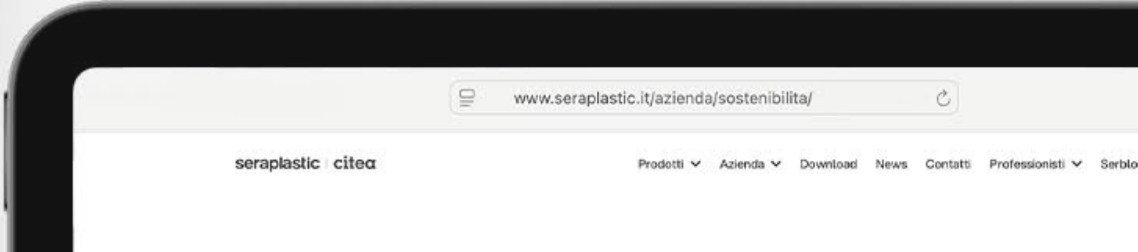
Dealers area



Monoblocks



Company profile



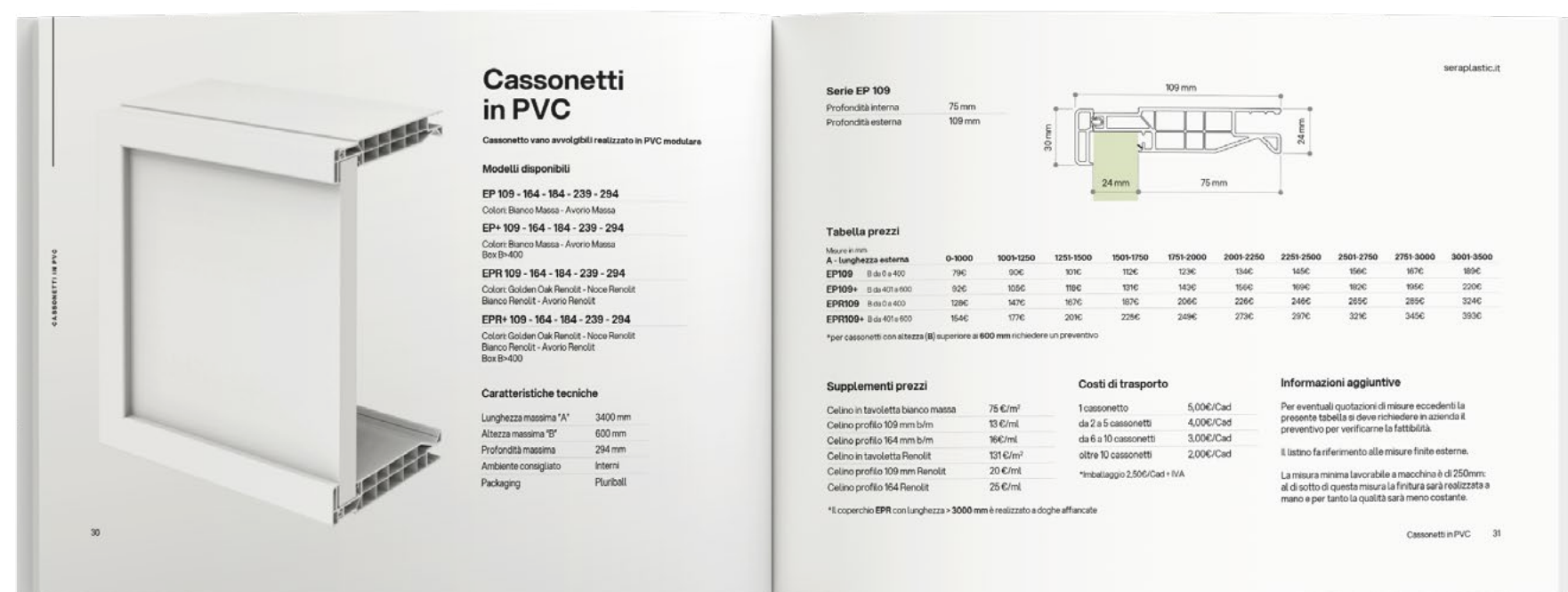
Social medias accounts tell the company reality from every angle: a complete window into the world of Seraplastic.

he storytelling of Seraplastic across its official social media channels , Instagram, Facebook e LinkedIn, unfolds along three parallel narrative lines: institutional, project-based, and production-focused.

The institutional line covers trade fairs, industry events, and corporate training activities. The project-based line documents construction sites and projects in which the company is involved, either as a supplier or as an operational partner. The production-focused line highlights and promotes products from the entire catalogue.

Trade fairs and events organized by Seraplastic, or those in which the company participates, are documented using in-house tools, allowing them to be featured both on social media and in the "News" section of seraplastic.it website

The company story continues also in all catalogs, where the presentation of each product, service, and activity is central.



The work carried out on the company catalogues aimed primarily to standardize the style and visual storytelling of all editorial content, ensuring consistency and recognizability across Seraplastic's communications.

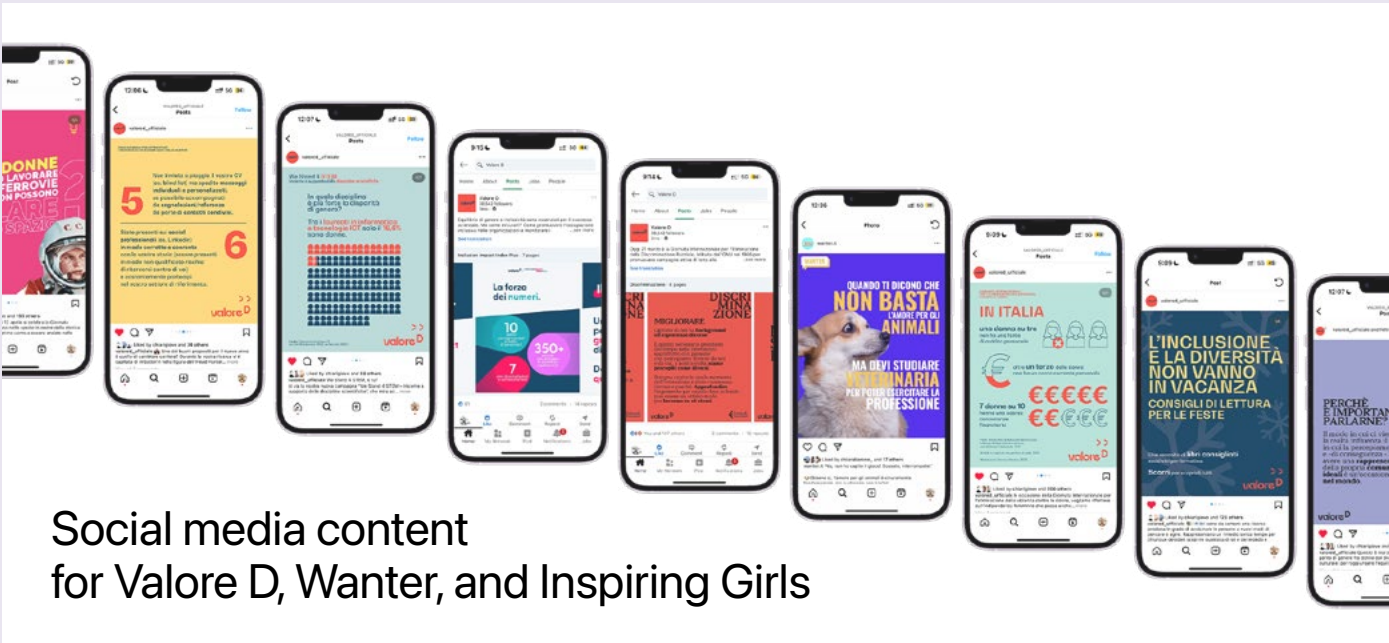
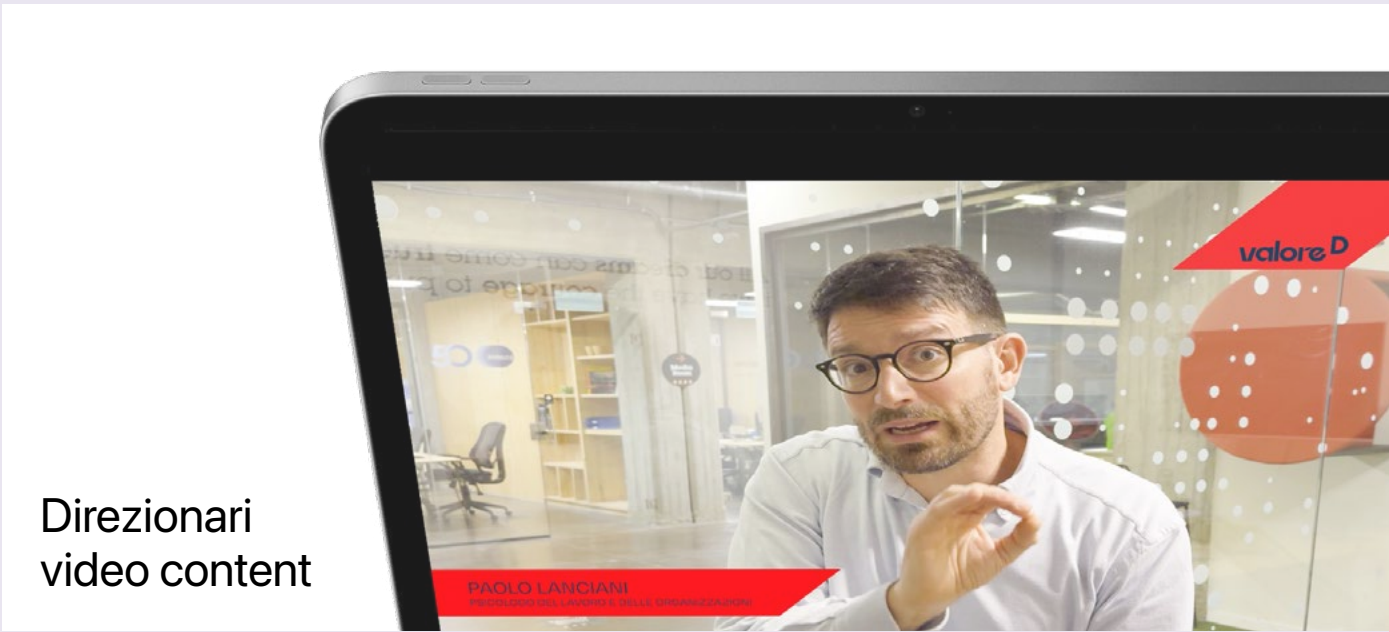
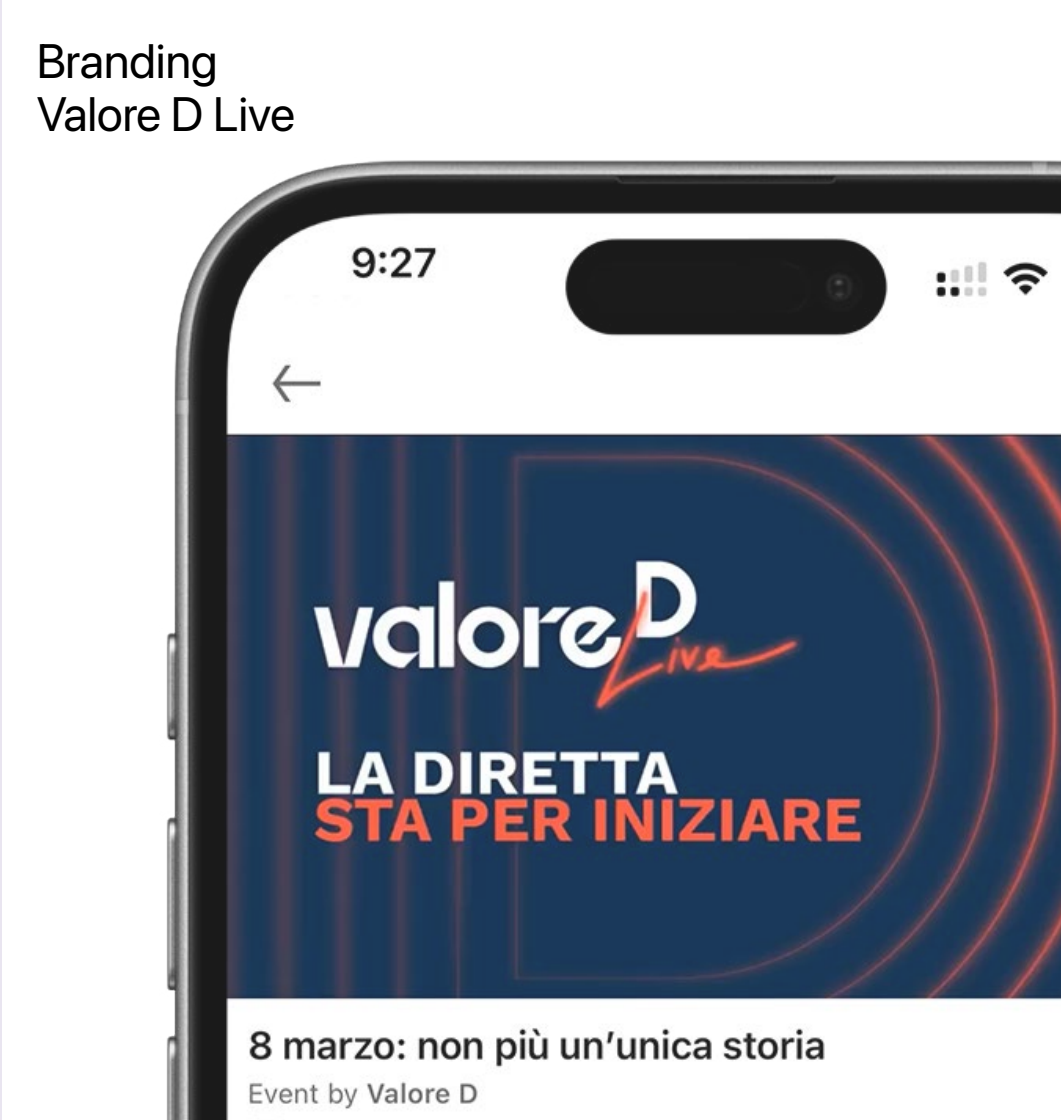


The variety of formats and diversity of communication goals made it possible to completely rethink the company's institutional narrative, leading to the development of new editorial tools for Seraplastic. Among these are the company's first-ever corporate profile since its founding, as well as a range of new materials, previously missing but essential for commercial use, designed to improve the effectiveness of sales processes and facilitate communication with end customers.



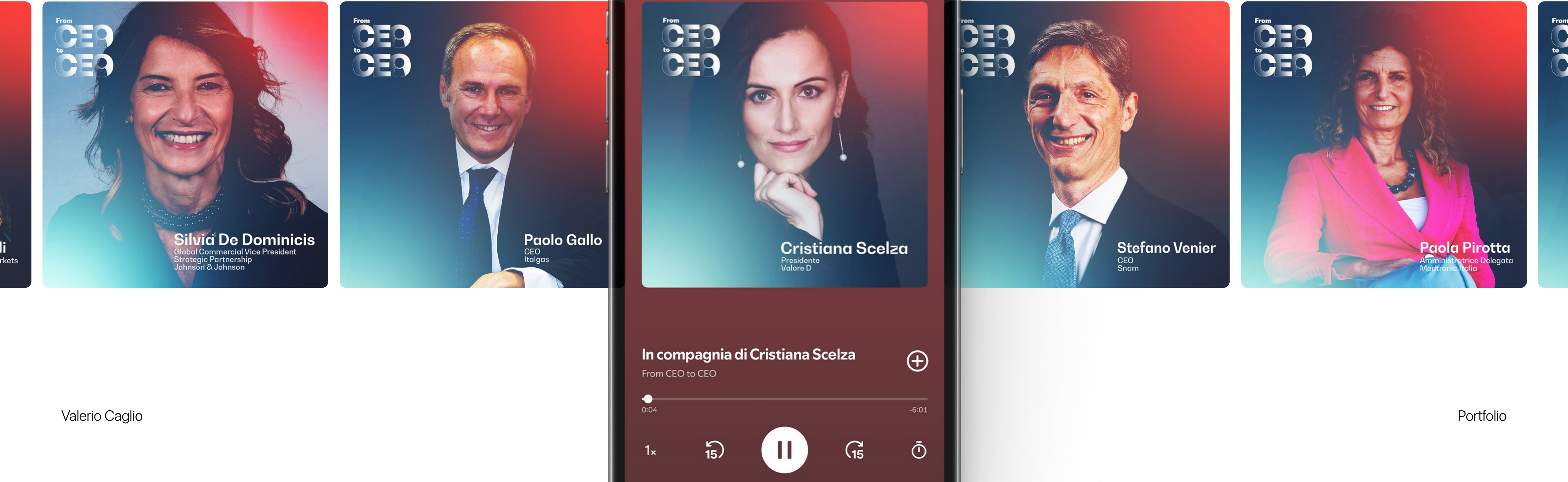
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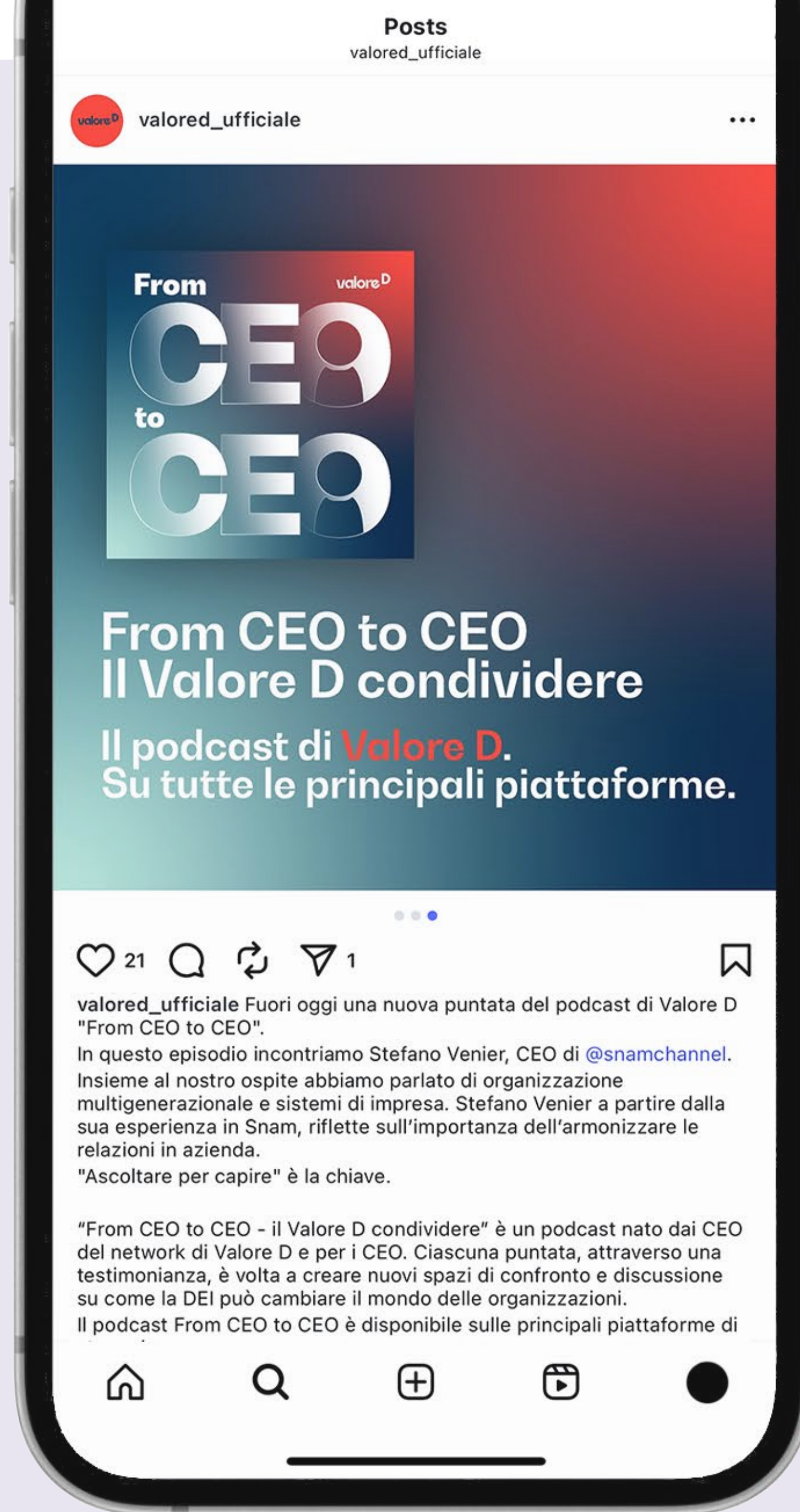
Valored



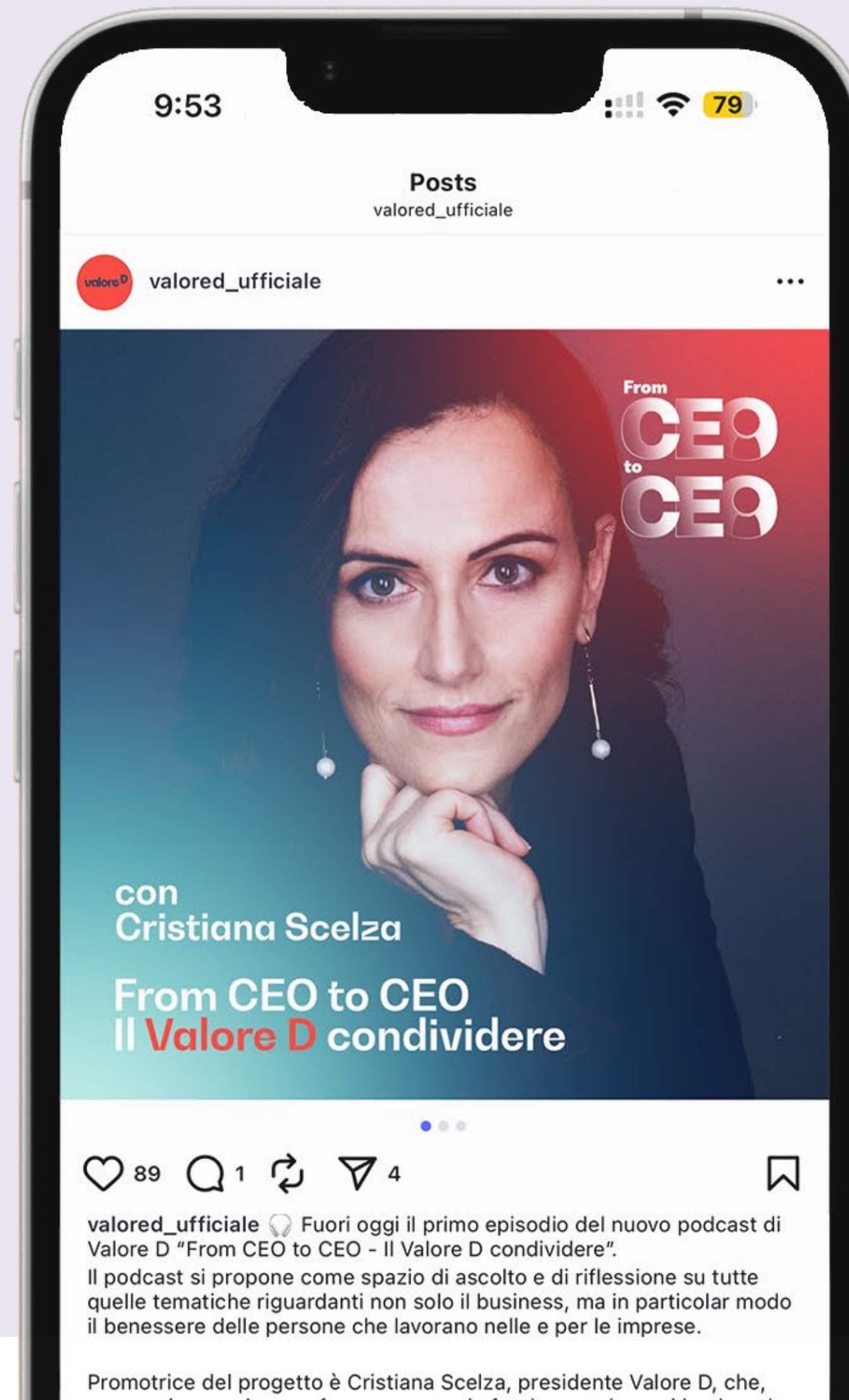
From CEO to CEO: Valore D's new podcast where voices from the community of CEOs of member companies discuss the latest news on D&I topics.

From CEO to CEO is a new initiative designed for members of the CEO Community of Valore D's member companies. It consists of short podcast episodes in which top corporate leaders discuss topics related to diversity and inclusion, using a direct language and an experiential approach.





In addition to designing the logo, the entire coordinated image of the format was developed. The work also included the development of all graphic content for feeds and stories, designed to support the launch of the episodes on social media and strengthen the visibility of the initiative.



Faithful to the colors of the association's visual identity, the style of the content developed specifically for Valore D Live draws on the neon light effect and the shapes of the company logo to be eye-catching and distinctive.

Valore D Live is the new series of free live-streaming events broadcast on the association's social media channels, Facebook, LinkedIn, and YouTube, dedicated to topics of diversity and inclusion.

The work focused on creating a distinctive brand identity that reflects Valore D's visual style while introducing immediately recognizable elements. From the logo to social media post graphics, from website news and registration forms to the visual assets used during the live broadcasts, every element was designed to be part of a cohesive and recognizable visual ecosystem, while establishing a unique stylistic identity for the format itself.

Valerio Caglio



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Deeply

Deeply

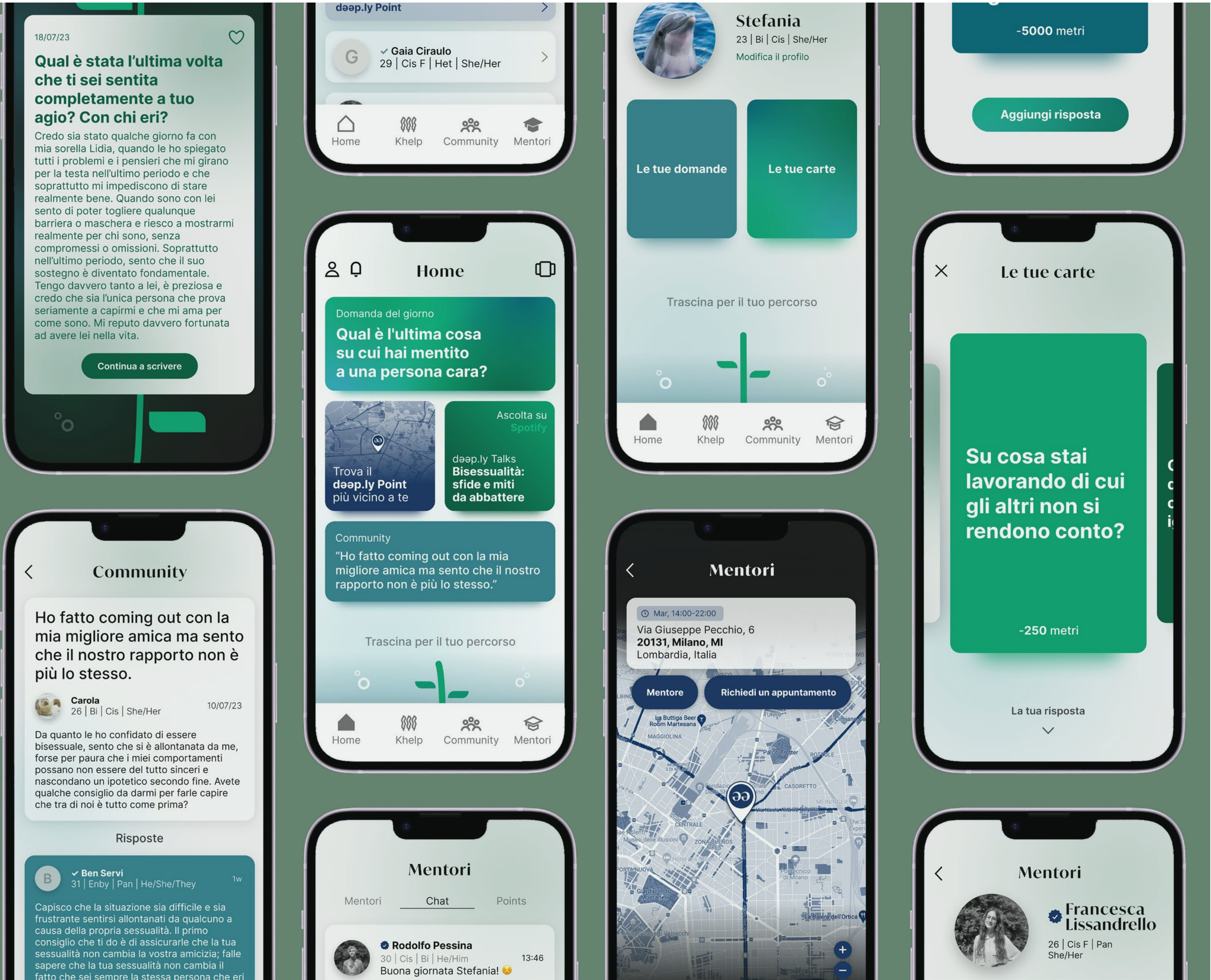
A new comfort zone where you can discover yourself, free from any kind of stereotype.

Deep.ly was created with the goal of building a complete and safe ecosystem where queer individuals can feel welcomed, heard, and supported throughout their journey of self-understanding and awareness.

Deep.ly is designed for those who struggle to accept or understand themselves, often feeling a sense of inadequacy when comparing themselves to their peers. Within the app, users can engage in four types of dialogue: a dialogue with themselves, through daily reflective questions presented as Cards; an exchange with other users in the Community section; or conversations with Mentors, professionals specializing in topics of sexual orientation and gender identity. Finally, users can interact with Khelp, a conversational AI entity always available to guide them through a personalized reflective journey, drawing on the platform's existing content.

The visual design is inspired by a powerful metaphor: just as a person dives deep within themselves, the app invites users to immerse in marine environments, every graphic element evokes the depths of the ocean.

Valerio Caglio





From the Home screen, users can access all the main sections of the app. Among these is the Khelp section, available in two modes: OneToOne Mode, for a guided and personalized journey, and Play Mode, which offers random questions related to the app's main topics. There is also the Community section, a space to share reflections and start constructive conversations with other users.

Next comes the Cards section, where all the user's answers are stored day by day. Each Card represents a piece of their personal journey and can be viewed or edited at any time. From the Home screen, users can also access the Talks podcast page, profile settings, the notification center, and their personal journey: by scrolling down, a stylized alga appears, with each leaf representing a completed activity.

Finally, the Mentors section is dedicated to interactions between users and professionals. Contact can take place via chat, or an appointment can be scheduled at an affiliated location.

Valerio Caglio
Communication Designer

2025

Thanks
for your attention!

[Portfolio](#)