

Valerio Caglio
Graphic & Visual Communication Designer

2025

EN

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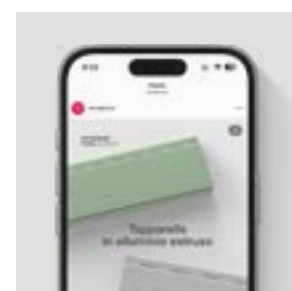
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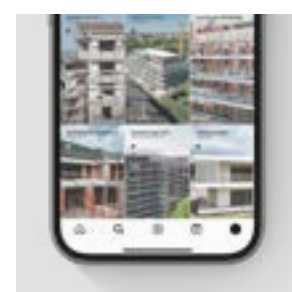
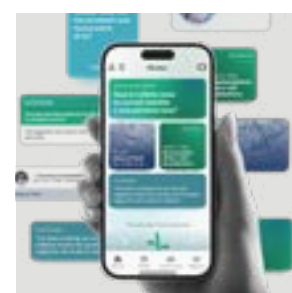


Photo & video

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UX/UI

04-12

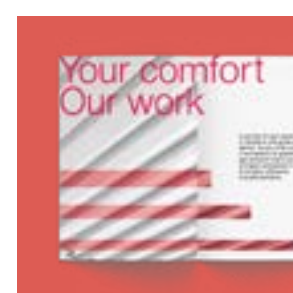
clicca e scopri il progetto su
www.valeriocaglio.it/progetti/citeaoutdoor



Citea Outdoor

13-20

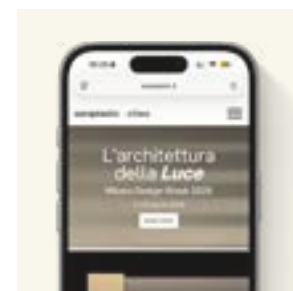
clicca e scopri il progetto su
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Seraplastic

21-25

scopri il progetto su
www.valeriocaglio.it



Fuorisalalone

26-31

clicca e scopri il progetto su
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Serbloc

32-36

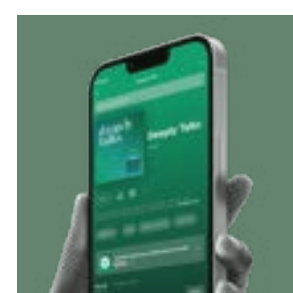
clicca e scopri il progetto su
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Valore D

37-39

clicca e scopri il progetto su
www.valeriocaglio.it/progetti/deeply



Deeply

Citea Outdoor

OBJECTIVE

Revitalize the outdoor product range of Seraplastic Citea by highlighting the features of a premium product. Build a compelling communication strategy that can effectively present the world of pergolas to a high-spending target audience.

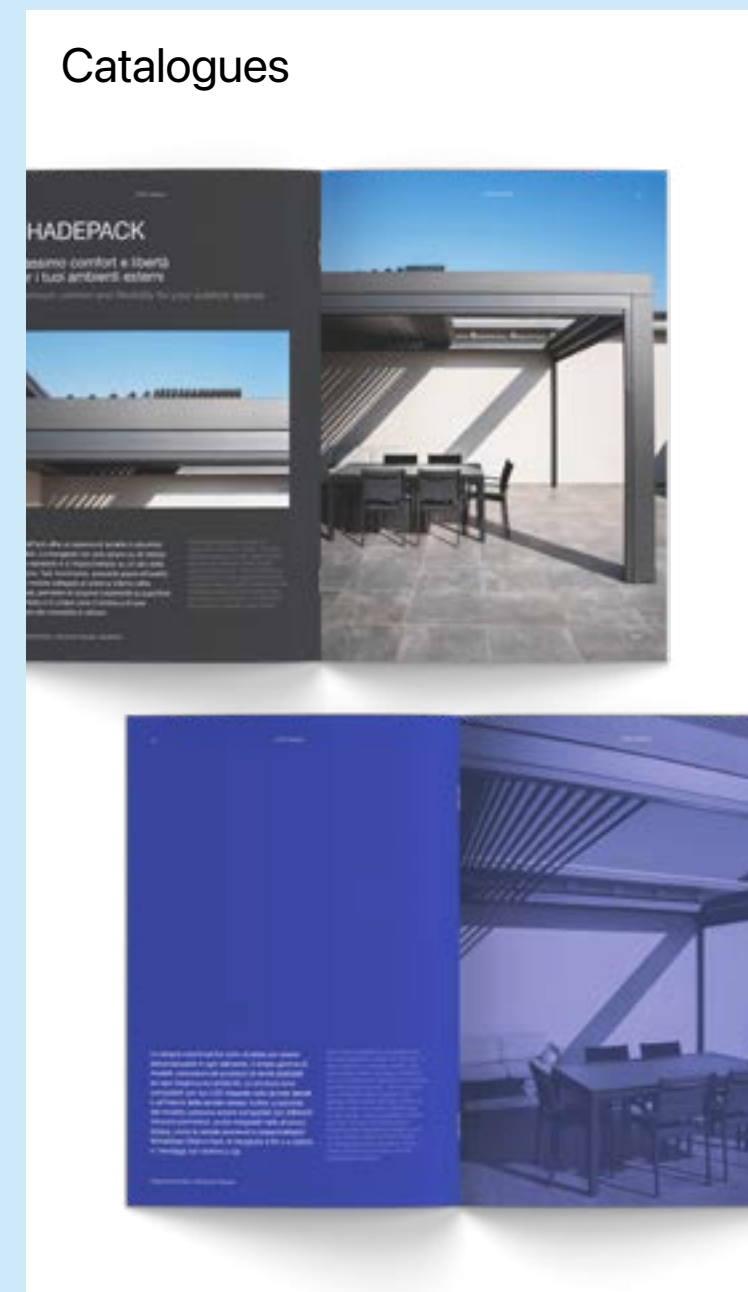
click and discover the project on
www.valeriocaglio.it/progetti/citeaoutdoor

SOFTWARE

| | |
|-------------------|--|
| Adobe InDesign | Editorial product design and development |
| Adobe Illustrator | Social Media content design and development |
| Adobe Photoshop | Photo retouching of product images and banners |
| Adobe Lightroom | Product photo editing |
| Figma | ADV campaign Landing page prototyping |
| Wordpress | ADV campaign Landing page implementation |
| Elementor | ADV campaign Landing page implementation |



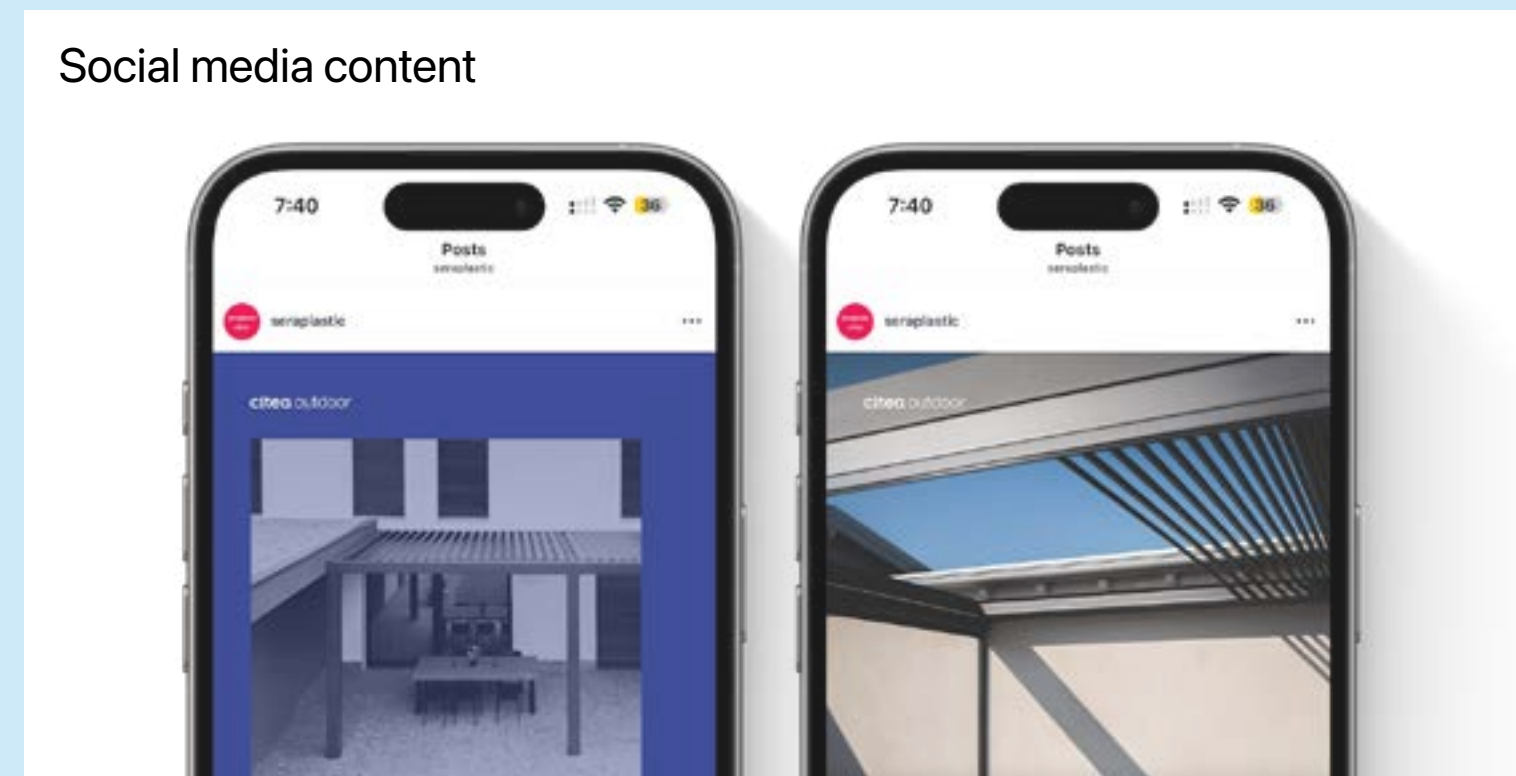
Rollup



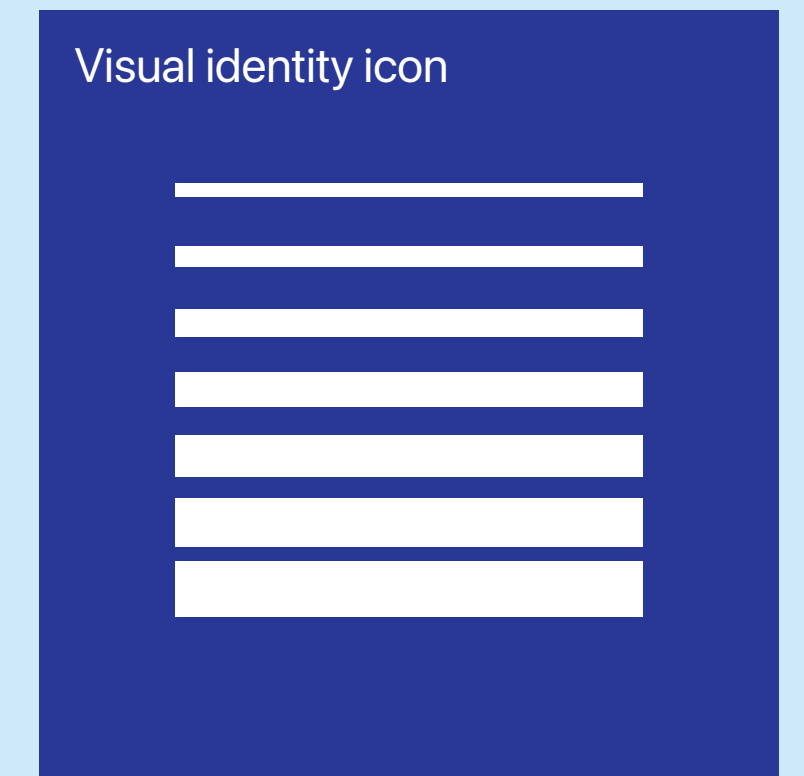
Catalogues



Product photos



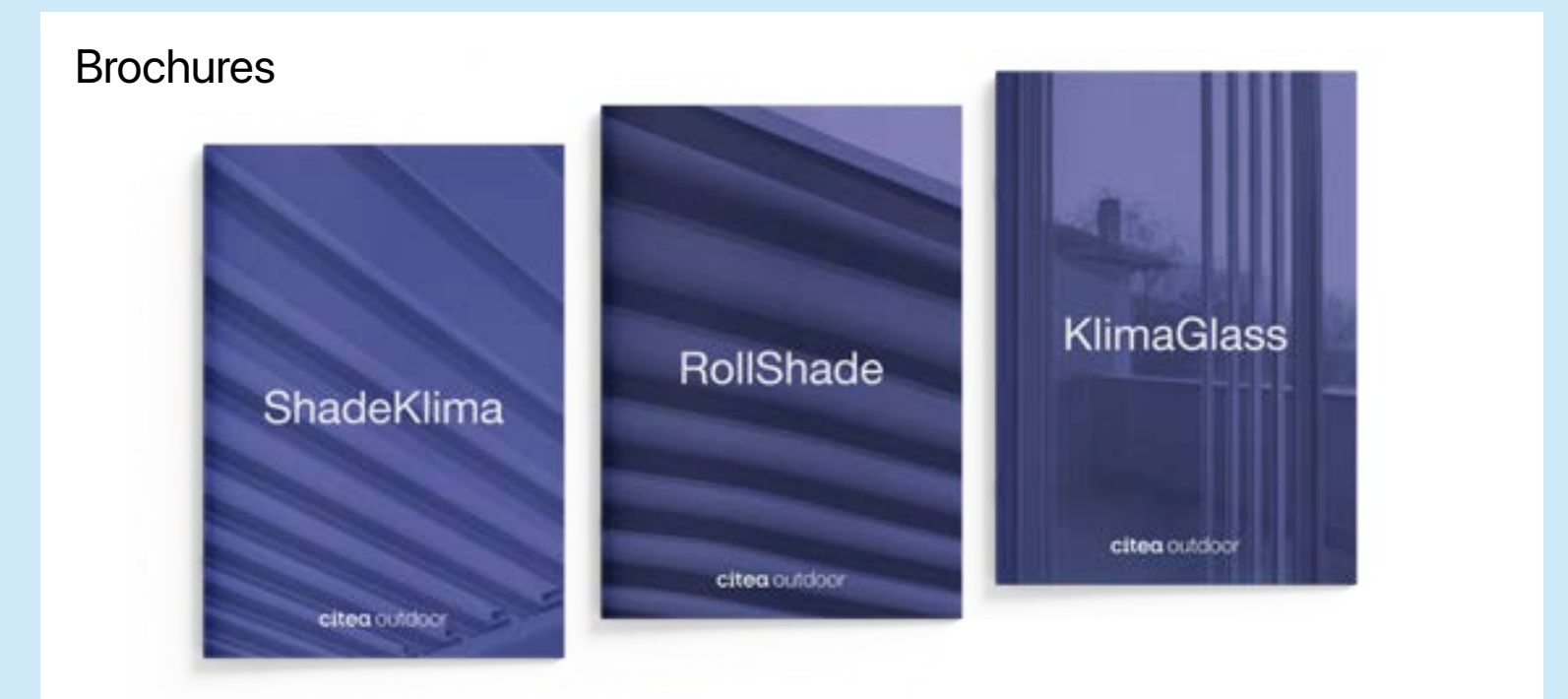
Social media content



Visual identity icon



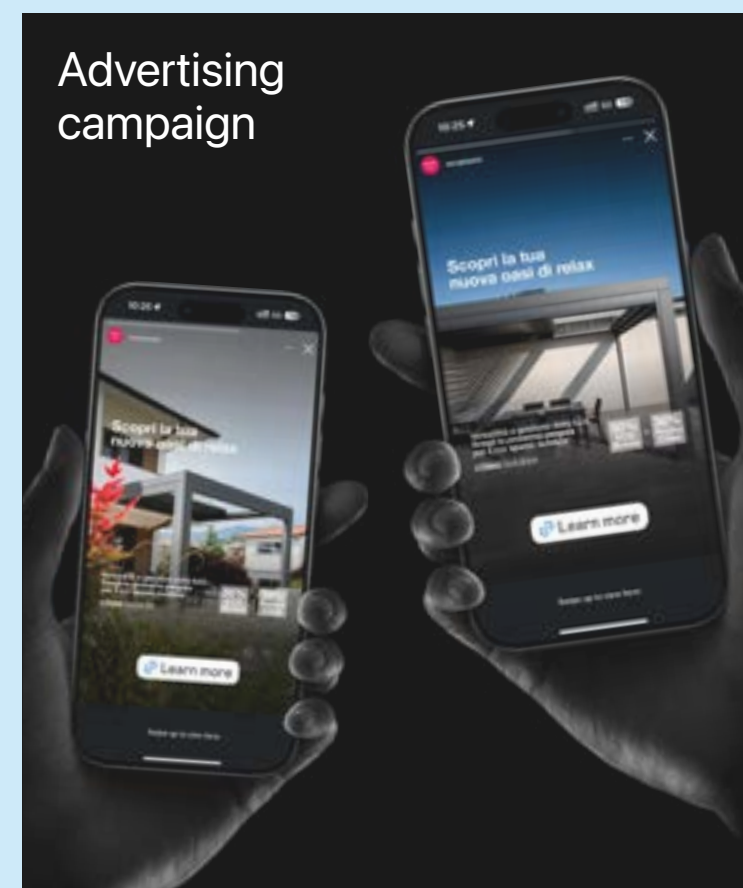
Logotype



Brochures



PowerPoint Slides template



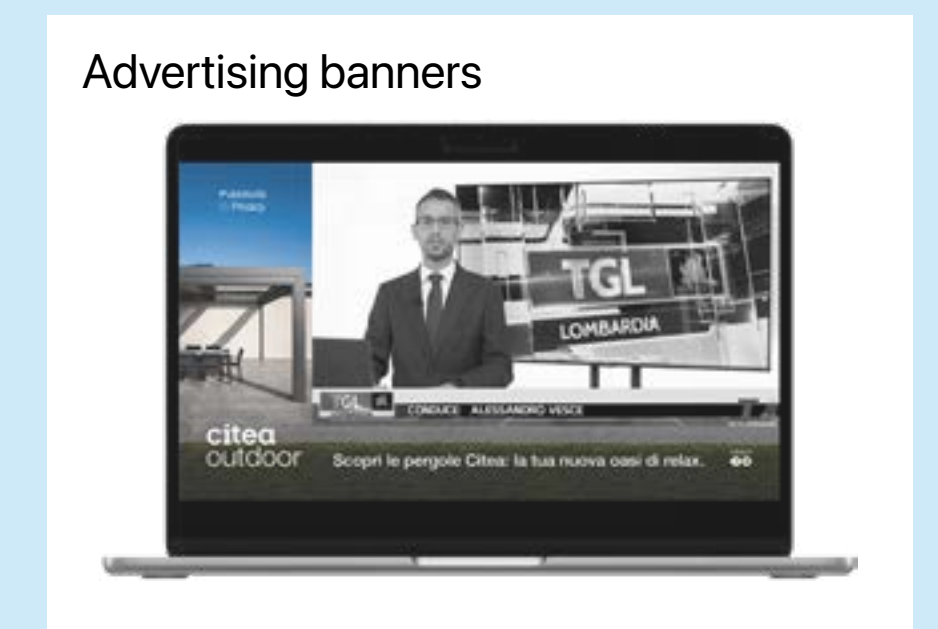
Advertising campaign



Landing page



Outdoor labels



Advertising banners

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



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.

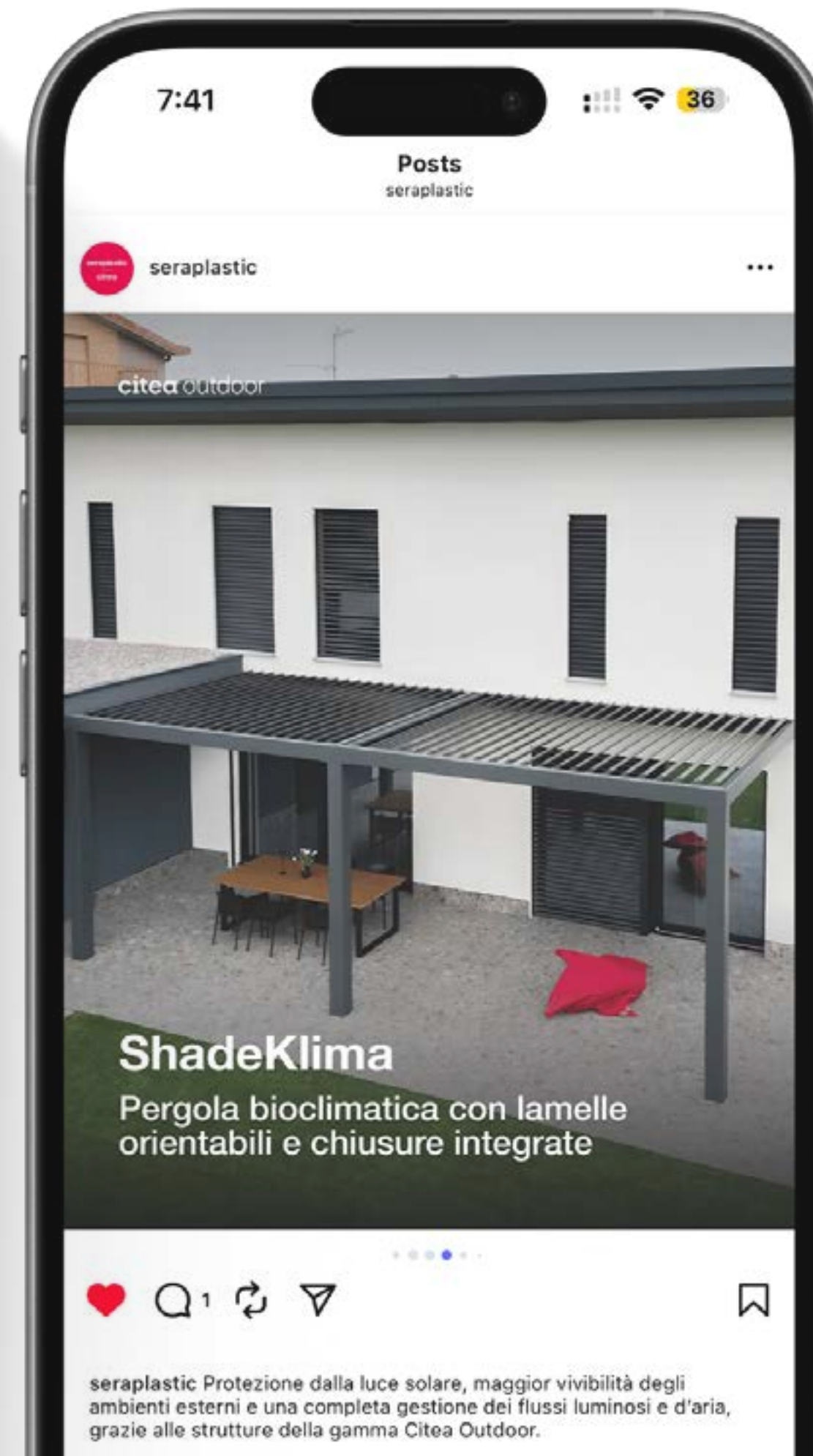
The unifying element of the project is a deep blue, chosen as the dominant color to evoke the natural environment in which Citea Outdoor structures are placed. This shade is consistently applied across both printed materials and digital content, ensuring visual coherence and continuity for the brand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

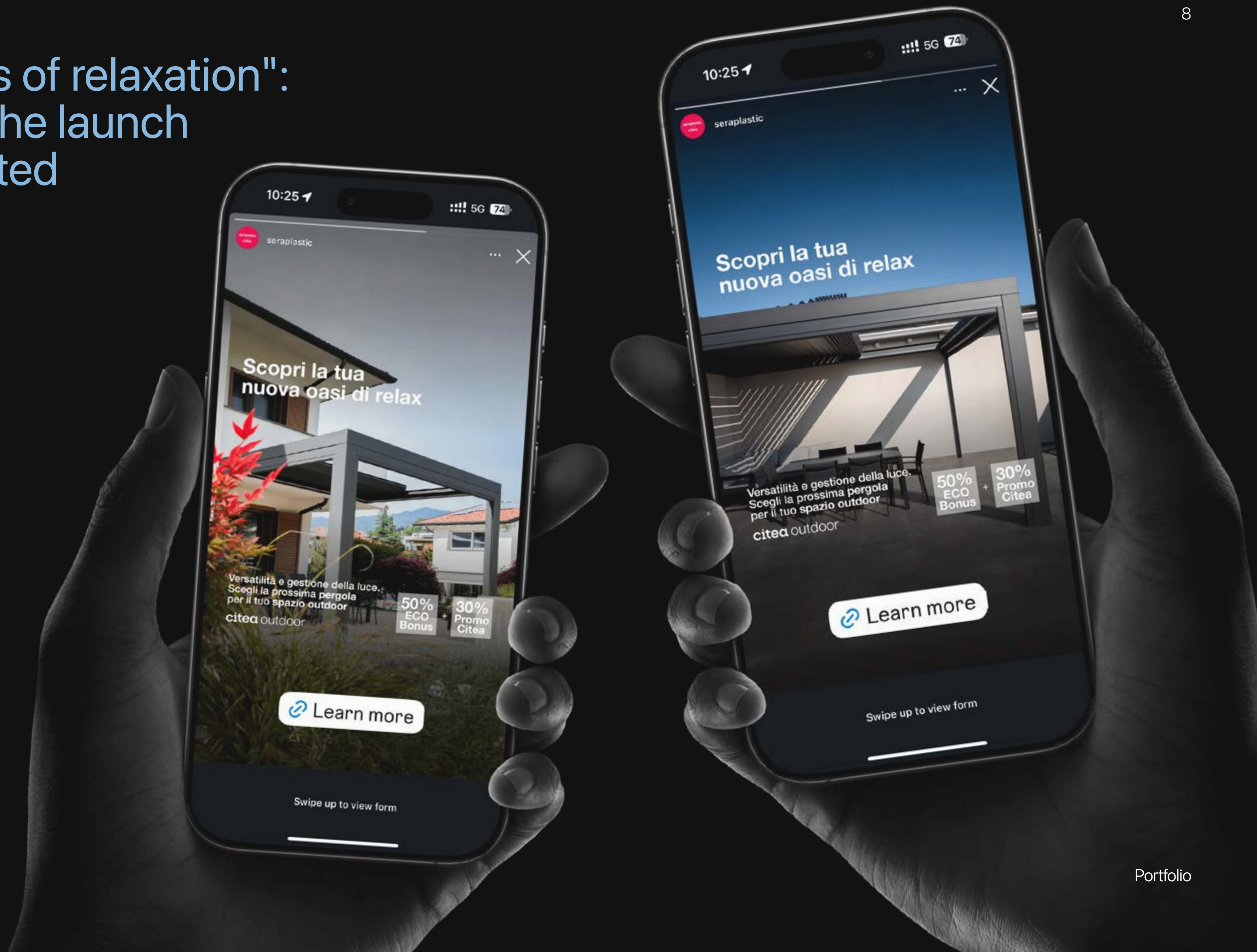
Posts showcase the full range of catalogued structures, complemented by targeted insights on individual products. The development of social content was managed at every stage, from initial planning to the writing of all accompanying text.



"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.

ShadeKlima
Investimento totale € 12.260,00*

Caratteristiche
 • 30 anni di garanzia
 • 100% PVC
 • 100% riciclabile
 • 100% impermeabile
 • 100% antiscivolo

Configurazioni
 • ShadeKlima
 • ShadeKlima Light
 • ShadeKlima Glass
 • ShadeKlima Pack



ShadeKlima Light
Investimento totale € 10.000,00*

Caratteristiche
 • 30 anni di garanzia
 • 100% PVC
 • 100% riciclabile
 • 100% impermeabile
 • 100% antiscivolo

Configurazioni
 • ShadeKlima
 • ShadeKlima Light
 • ShadeKlima Glass
 • ShadeKlima Pack



Vetrate panoramiche
Panoramic windows

Soluzioni eleganti e dal minimo ingombro per spazi più accoglienti e confortevoli

Elegant, low-profile solutions for more welcoming and comfortable spaces

La linea KlimaGlass nasce per chiudere spazi esterni, anche già esistenti, ricomponendone l'aspetto anche nelle stagioni più fredde. Questo, oltre a permettere la riduzione dei consumi per riscaldamento, risulta funzionale e caratterizzante, soprattutto in ambienti ad alto livello senza compromettere a nulla il comfort, l'armonia e lo spazio a disposizione.

Disponibile in versione scorrevole (KlimaG) e fissa (KlimaGlass Pack). La versione scorrevole offre vetrate panoramiche senza profili verticali, ideale a chiudere spazi come terrazzi, pergole o giardini. Il sistema, ideato per resistere a venti forti, garantisce come negli altri prodotti Citea Outdoor la massima durata e affidabilità.



A distinctive and recognizable editorial narrative for Citea Outdoor.

RollShade
Investimento totale € 11.120,00*

Caratteristiche
 • 15 anni di garanzia
 • 100% PVC
 • 100% riciclabile
 • 100% impermeabile
 • 100% antiscivolo

Configurazioni
 • RollShade
 • RollShade Glass
 • RollShade Pack



RollShade Vitale
Investimento totale € 5.660,00*

Caratteristiche
 • 15 anni di garanzia
 • 100% PVC
 • 100% riciclabile
 • 100% impermeabile
 • 100% antiscivolo

Configurazioni
 • RollShade
 • RollShade Glass
 • RollShade Pack



Sostenibilità sinonimo di innovazione
Sustainability means innovation

La sostenibilità di un prodotto non si misura solo nella sua capacità di generare un risparmio, nel consumo energetico e di migliorare i comfort abitativi, ma anche nel processo che precede alla produzione di quel prodotto.

La sostenibilità, a 360 gradi, nasce dall'innovazione del processo, il perfezionamento della tecnologia e il recupero degli scarti di lavorazione e di gestione. Il risultato è un prodotto che rispetta l'ambiente, è ecologico, efficiente e innovativo.

Caratteristiche
 • 30 anni di garanzia
 • 100% PVC
 • 100% riciclabile
 • 100% impermeabile
 • 100% antiscivolo

Colori
 • Bianco
 • Grigio
 • Nero
 • Marrone

Opzioni sistema
 • Opzione sistema
 • Opzione sistema

Opzioni imballaggio
 • Opzione imballaggio
 • Opzione imballaggio

SHADEPACK PRO
Comfort e libertà per i tuoi spazi esterni, a un livello ancora più elevato

Comfort and freedom for your outdoor spaces, elevated to an even higher level

L'innovativa tecnologia a due motori della pergola ShadePack Pro, il doppio movimento della lamina di alluminio della copertura per garantire un'ombra ancora migliore sulla ventilazione e la regolazione di temperatura e illuminazione dell'ambiente esterno, per un comfort climatico ottimale.

La Pergola, oltre ad aprirsi da 2 fino a 70° senza scricchiolare e meccanismi su un lato della struttura, è anche dotata di un sistema di irrigazione a goccia, che garantisce un'ottima manutenzione e un'ottima resa idrica.



KlimaGlass Slide
Investimento totale € 2.750,00*

Caratteristiche
 • 30 anni di garanzia
 • 100% PVC
 • 100% riciclabile
 • 100% impermeabile
 • 100% antiscivolo



KlimaGlass Pack
Investimento totale € 4.000,00*

Caratteristiche
 • 30 anni di garanzia
 • 100% PVC
 • 100% riciclabile
 • 100% impermeabile
 • 100% antiscivolo

ShadePack € 15.240,00*

ShadePack Pro € 18.000,00*

ShadeKlima € 12.260,00*

ShadeKlima Light € 10.000,00*

KlimaCover € 16.360,00*

Klima360 € 14.640,00*

ShadeSmart € 7.200,00*

RollShade € 11.120,00*

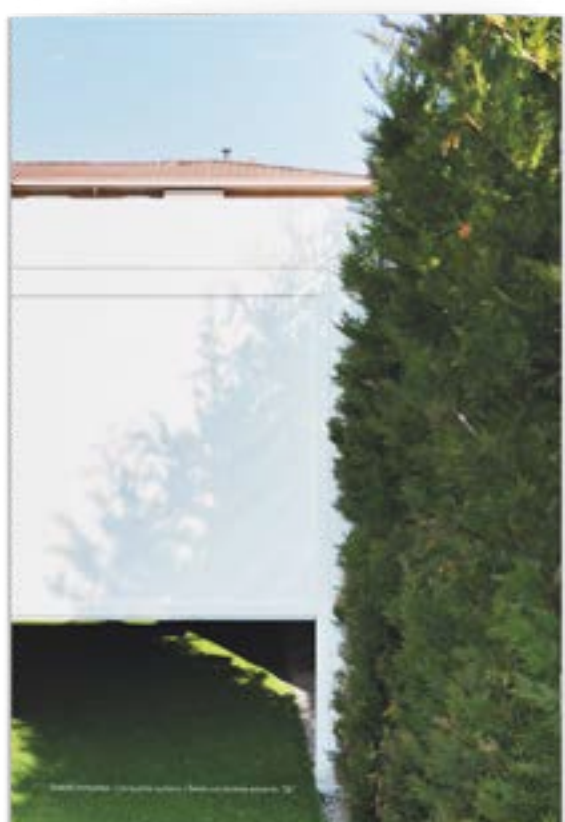
Strutture

Pergole Bioclimatiche / Vetrate panoramiche / Ombreggianti / Vele

Bioclimatic Pergolas / Panoramic Windows / Shading structures / Vails

citea outdoor

Le pergole bioclimatiche sono studiate per essere personalizzabili in ogni elemento. L'ampia gamma di modelli, orientamenti ed accessori le rende adatte ad ogni esigenza ed ambiente. Le strutture sono compatibili con led lighting integrato nella grande scelta di colori, possono essere compatibili con diverse strutture panoramiche, anche integrate nella struttura stessa, come le vetrate panoramiche e trasparenti KlimaGlass Side a Pack, in frangivento a filo e a cubata e i vetri con scottatura a zip.



Il prodotto

Caratteristiche

Colori struttura

Configurazioni disponibili

SHADEPACK

Massimo comfort e libertà per i tuoi ambienti esterni

Maximum comfort and flexibility for your outdoor spaces

Pergotende

Linea sul cielo, per la massima libertà degli spazi esterni

Linea in the sky, enabling full enjoyment of your spaces

Il prodotto

Caratteristiche

Supporti piante

Colori

Struttura autoportante

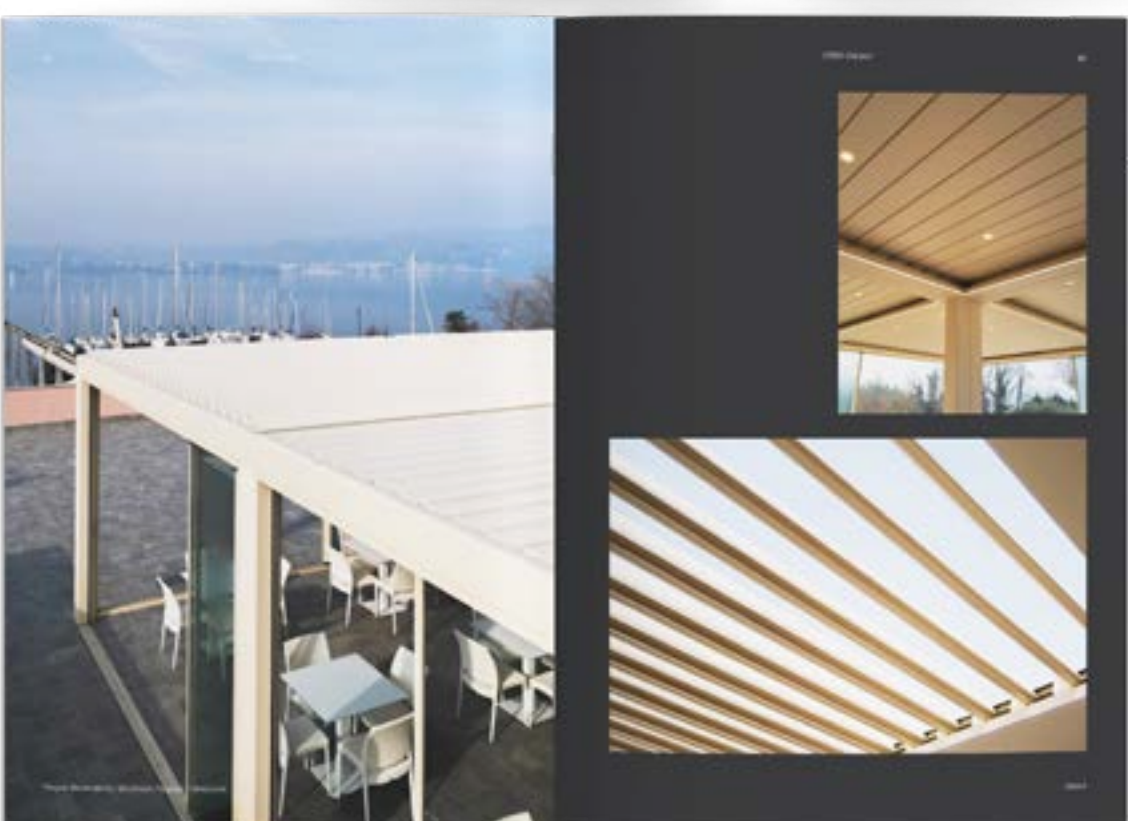
Configurazioni

Strutture

Pergole Bioclimatiche / Vetrate panoramiche / Ombreggianti / Vele

Bioclimatic Pergolas / Panoramic Windows / Shading structures / Vails

citea outdoor



Indice codici prodotto

| Modello | Descrizione | Page |
|---------|------------------|------|
| SP10 | ShadePack | 31 |
| SP20 | ShadePack | 32 |
| SP30 | ShadePack | 33 |
| SP40 | ShadePack | 34 |
| SP110 | ShadePack Pro | 47 |
| SP210 | ShadePack Pro | 48 |
| SP310 | ShadePack Pro | 49 |
| SP410 | ShadePack Pro | 50 |
| SK10 | ShadeKlima | 63 |
| SK20 | ShadeKlima | 64 |
| SK30 | ShadeKlima | 65 |
| SK40 | ShadeKlima | 66 |
| SK50 | ShadeKlima | 66 |
| SK60 | ShadeKlima | 66 |
| SL10 | ShadeKlima Light | 75 |
| SL20 | ShadeKlima Light | 76 |
| SL30 | ShadeKlima Light | 77 |
| SL40 | ShadeKlima Light | 76 |
| KC10 | KlimaCover | 89 |
| KC20 | KlimaCover | 90 |
| KC30 | KlimaCover | 91 |
| KC110 | Klima360 | 97 |
| KC210 | Klima360 | 98 |
| KC310 | Klima360 | 99 |

| Modello | Descrizione | Configurazioni |
|---------|-----------------|---|
| SM10 | ShadeSmart | Modello autoportante |
| SM20 | ShadeSmart | Modello autoportante, cubata, una parete di vetro |
| SM30 | ShadeSmart | Modello autoportante, cubata, una parete di vetro e parete di vetro |
| RH10 | RollShade | Modello autoportante a zigzag |
| RH20 | RollShade | Modello autoportante a zigzag |
| RH30 | RollShade | Modello autoportante a zigzag |
| RH40 | RollShade | Modello autoportante a zigzag |
| RH50 | RollShade | Modello autoportante a zigzag |
| RW10 | RollShade Wave | Modello autoportante a zigzag |
| RW20 | RollShade Wave | Modello autoportante a zigzag |
| RS10 | RollShade Smart | Modello autoportante a zigzag |
| RS20 | RollShade Smart | Modello autoportante a zigzag |
| KG10 | KlimaGlass Side | Modello autoportante a zigzag |
| KG20 | KlimaGlass Side | Modello autoportante a zigzag |
| SH10 | ShadeSquare | Modello autoportante a zigzag |
| SH20 | Shade Double-T | Modello autoportante a zigzag |
| SH30 | Shade Double-S | Modello autoportante a zigzag |
| SH40 | ShadeWave | Modello autoportante a zigzag |
| SH50 | ShadeWave | Modello autoportante a zigzag |
| VE10 | Triangle | Modello autoportante a zigzag |
| VE20 | Square | Modello autoportante a zigzag |
| VE30 | Double-T | Modello autoportante a zigzag |



| Modello | Page |
|------------------|------|
| ShadePack | 30 |
| ShadePack Pro | 36 |
| ShadeKlima | 62 |
| ShadeKlima Light | 68 |
| KlimaCover | 78 |
| Klima360 | 82 |
| ShadeSmart | 100 |
| RollShade | 108 |
| RollShade Wave | 110 |
| RollShade Smart | 122 |
| RollShade Smart | 134 |
| KlimaGlass Side | 142 |
| KlimaGlass Pack | 154 |
| ShadeSquare | 166 |
| ShadeDouble-T | 172 |
| ShadeDouble-S | 174 |
| ShadeWave | 178 |
| Triangle | 194 |
| Square | 196 |
| Double-T | 198 |
| Tende ZIP | 200 |
| Frangivento | 206 |
| Illuminazione | 210 |
| Accessori | 211 |
| Accessori | 212 |

Colori e tessuti

Colori per tessuti

Colori e tessuti

Colori per tessuti

RollShade

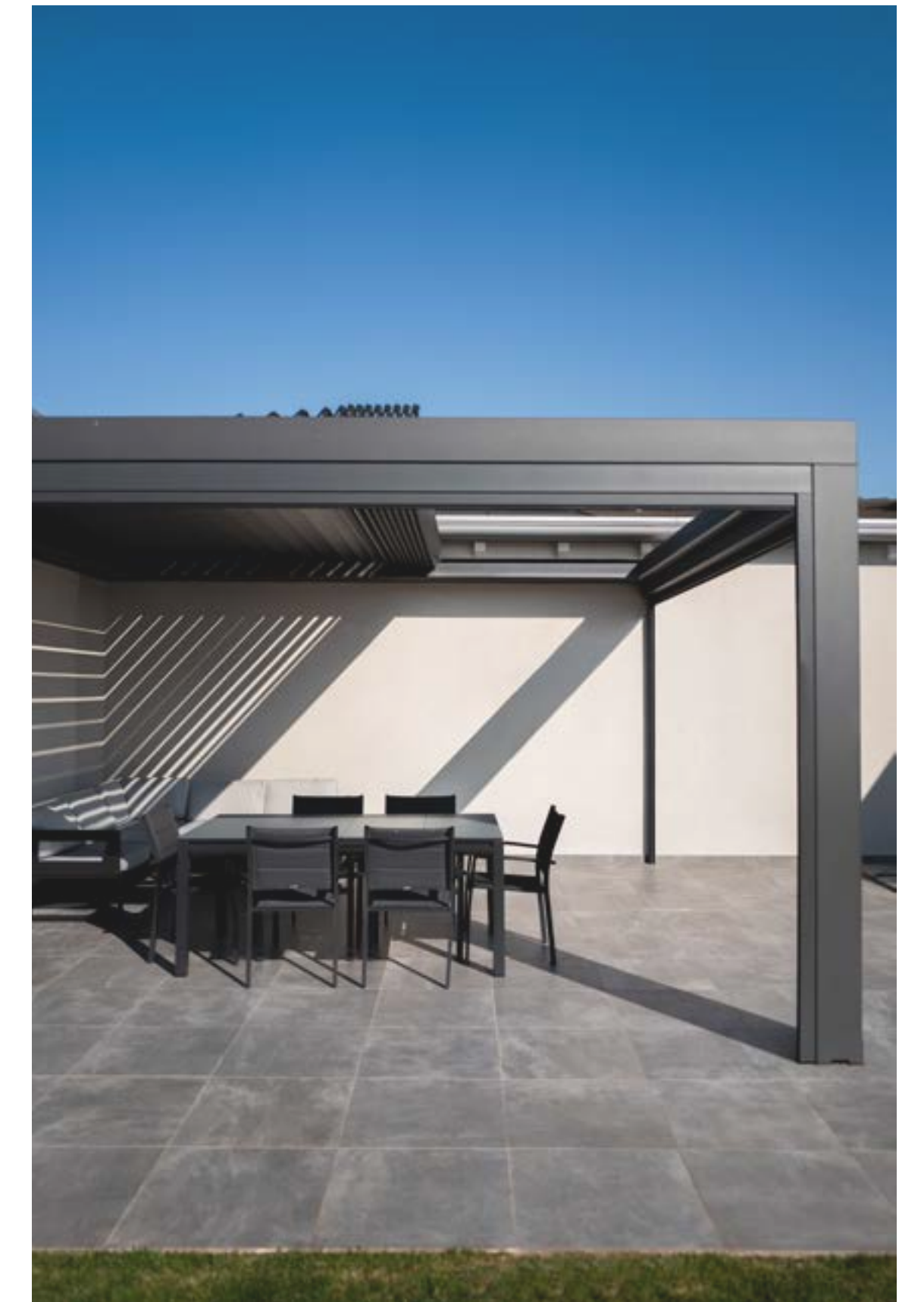
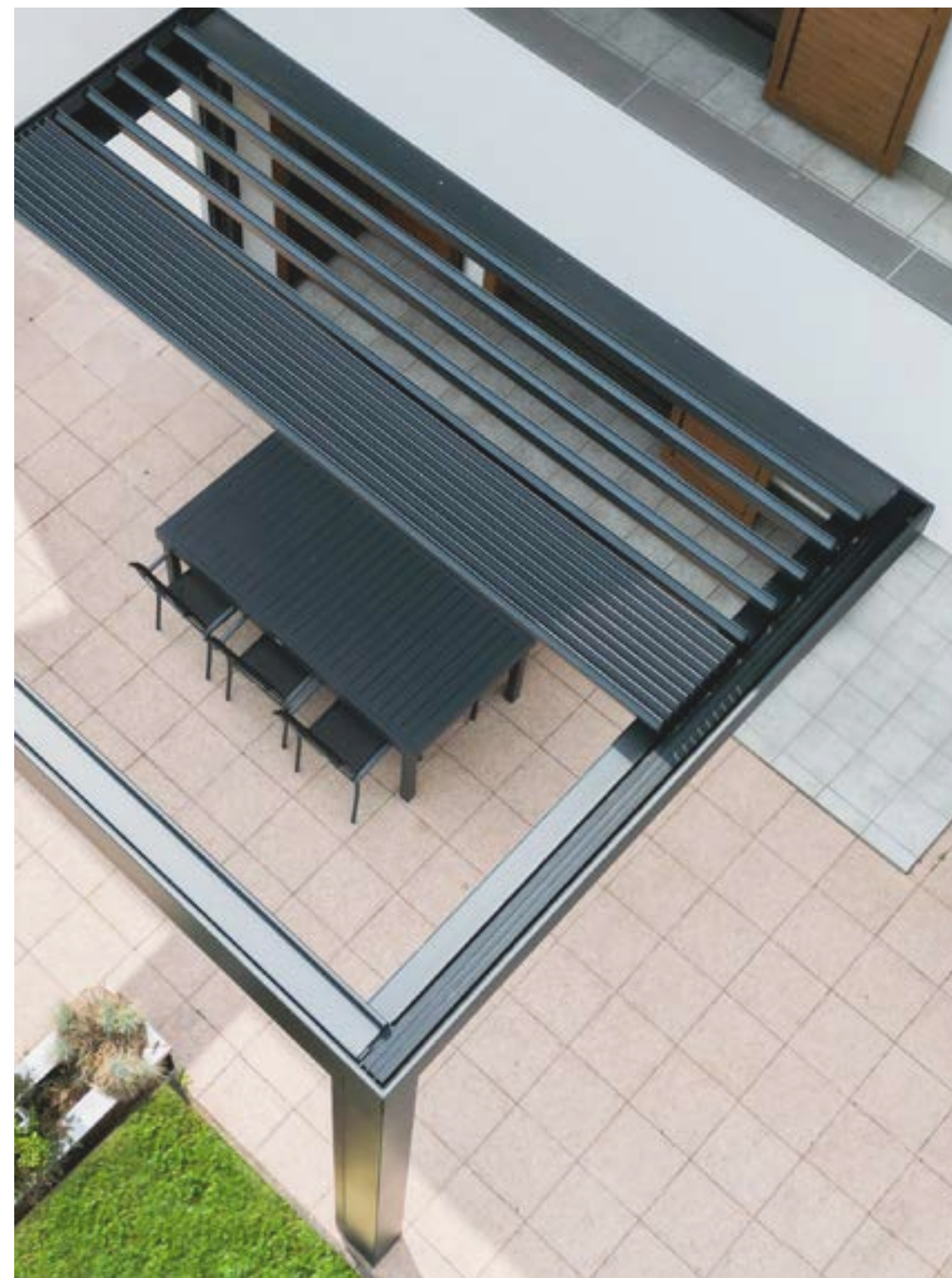


The photographic documentation of Citea Outdoor products highlights the benefits of installing a shading structure in outdoor spaces, focusing on details, colors, materials, and the ability to control light in the environment.

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.



Seraplastic

OBJECTIVE

Build and strengthen the communication channels of a leading company in the window shading systems sector, creating a coordinated brand image that can scale across all active touchpoints: social media channels, the corporate website, commercial and editorial materials, and offline communication.

click and discover the project on
www.valeriocaglio.it/progetti/seraplastic

SOFTWARE

Adobe InDesign

Editorial product design and development

Adobe Illustrator

Social Media content design and development
Development of brand image applications

Adobe Photoshop

Product photo retouching

Adobe Lightroom

Product photo editing

Figma

Prototyping of the website www.seraplastic.it

Wordpress

Implementation of the website www.seraplastic.it

Elementor

Implementation of the website www.seraplastic.it



Events photos

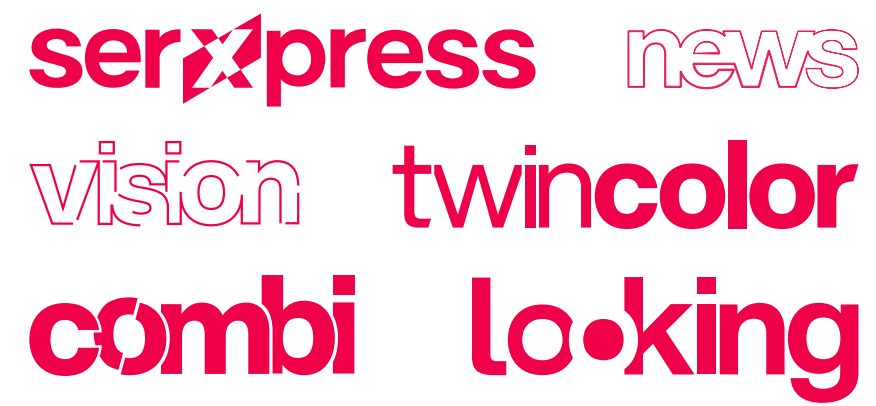


Planner

Foldable brochures



Product and service logos

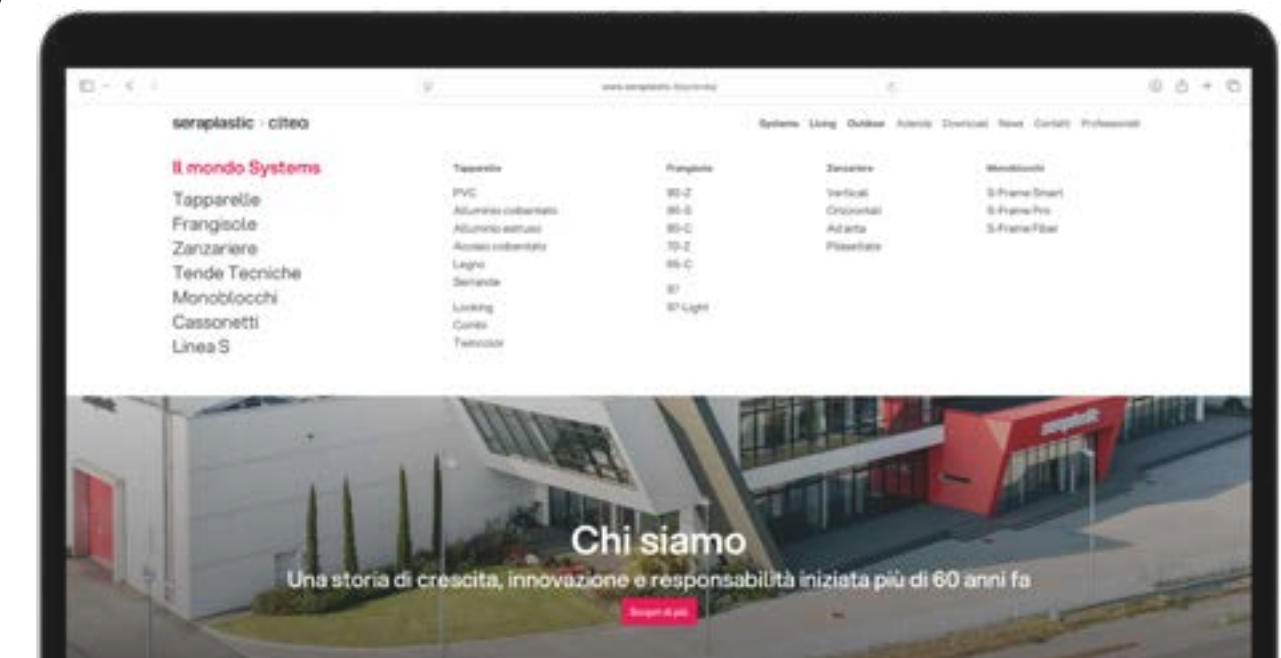


Calendars



seraplastic

Company website



Catalogues



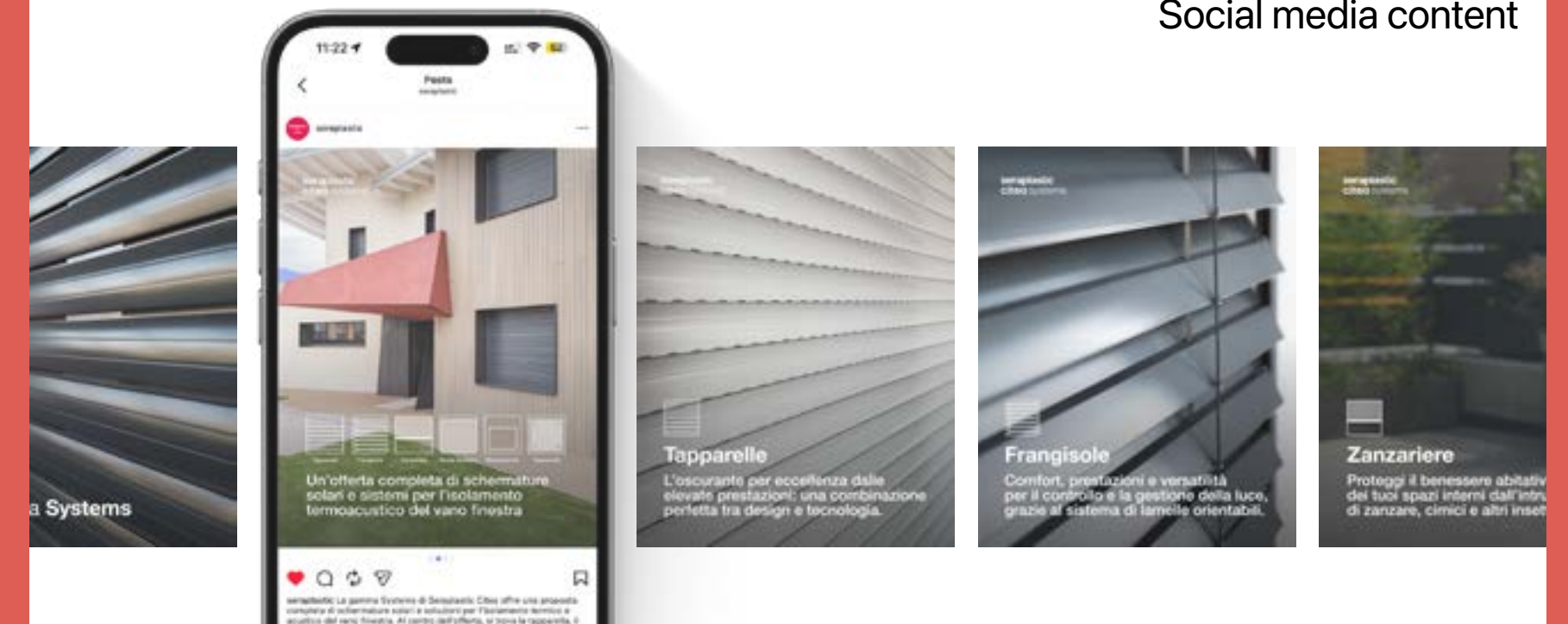
Sideline advertising



Newspaper advertisements



Social media content

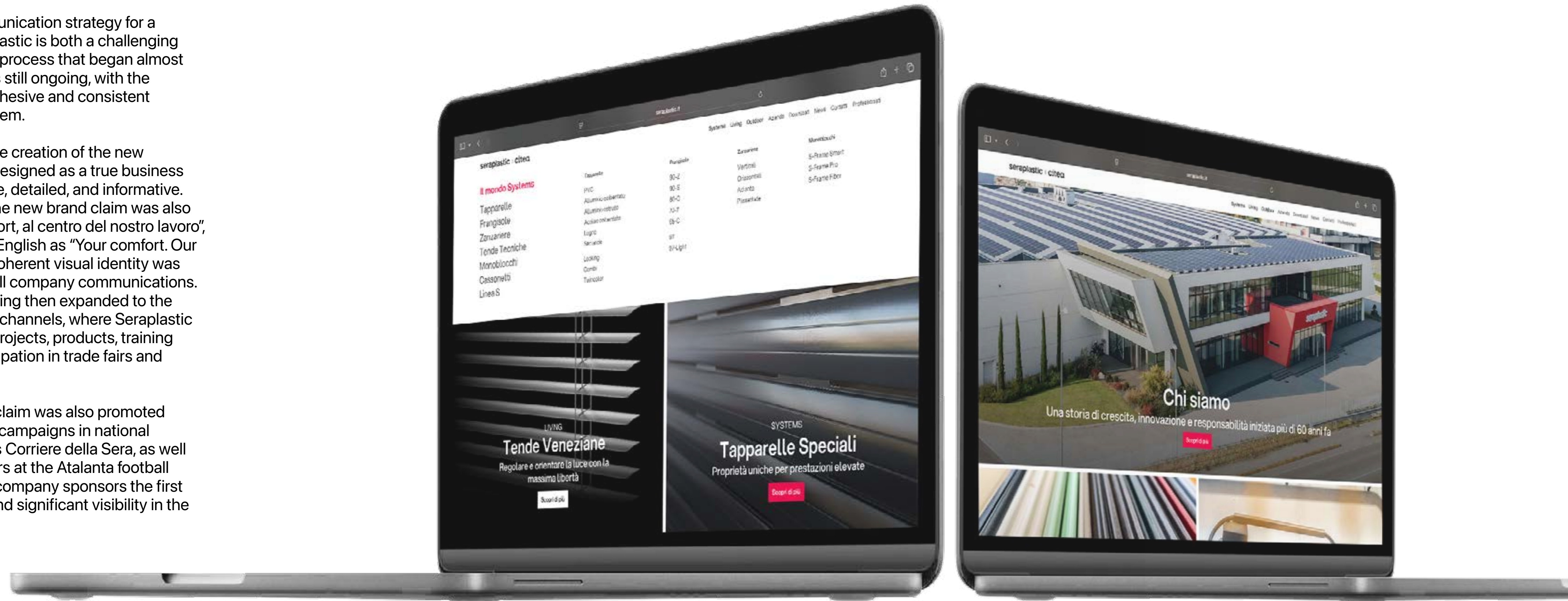


The complete management of Seraplastic communication, a leading company in the sector of shading, filtering, and thermal insulation systems for indoor and outdoor environments.

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. 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.

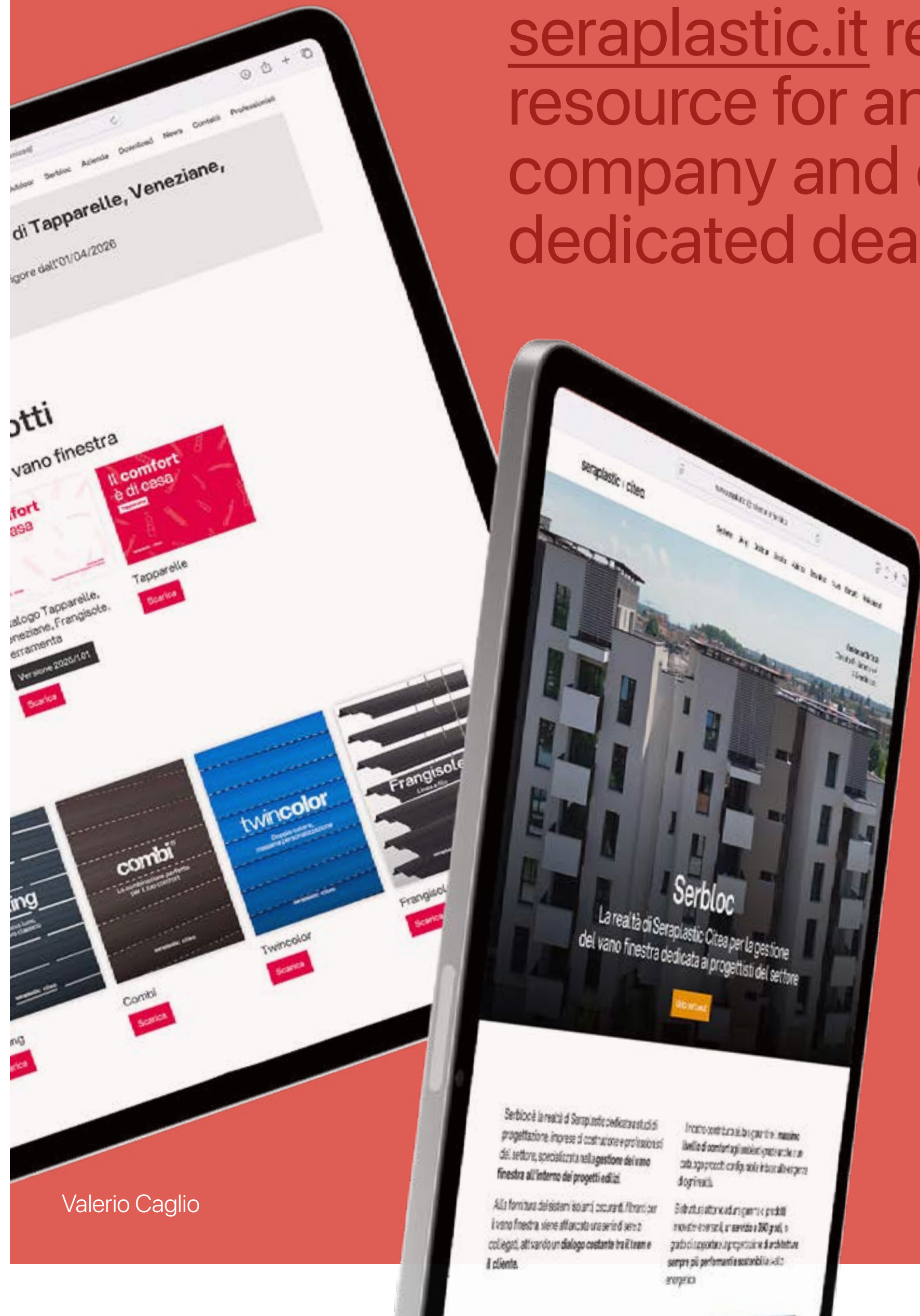
The new corporate claim was also promoted through advertising campaigns in national newspapers such as Corriere della Sera, as well as pitch-side banners at the Atalanta football stadium, where the company sponsors the first team, giving the brand significant visibility in the sports landscape.



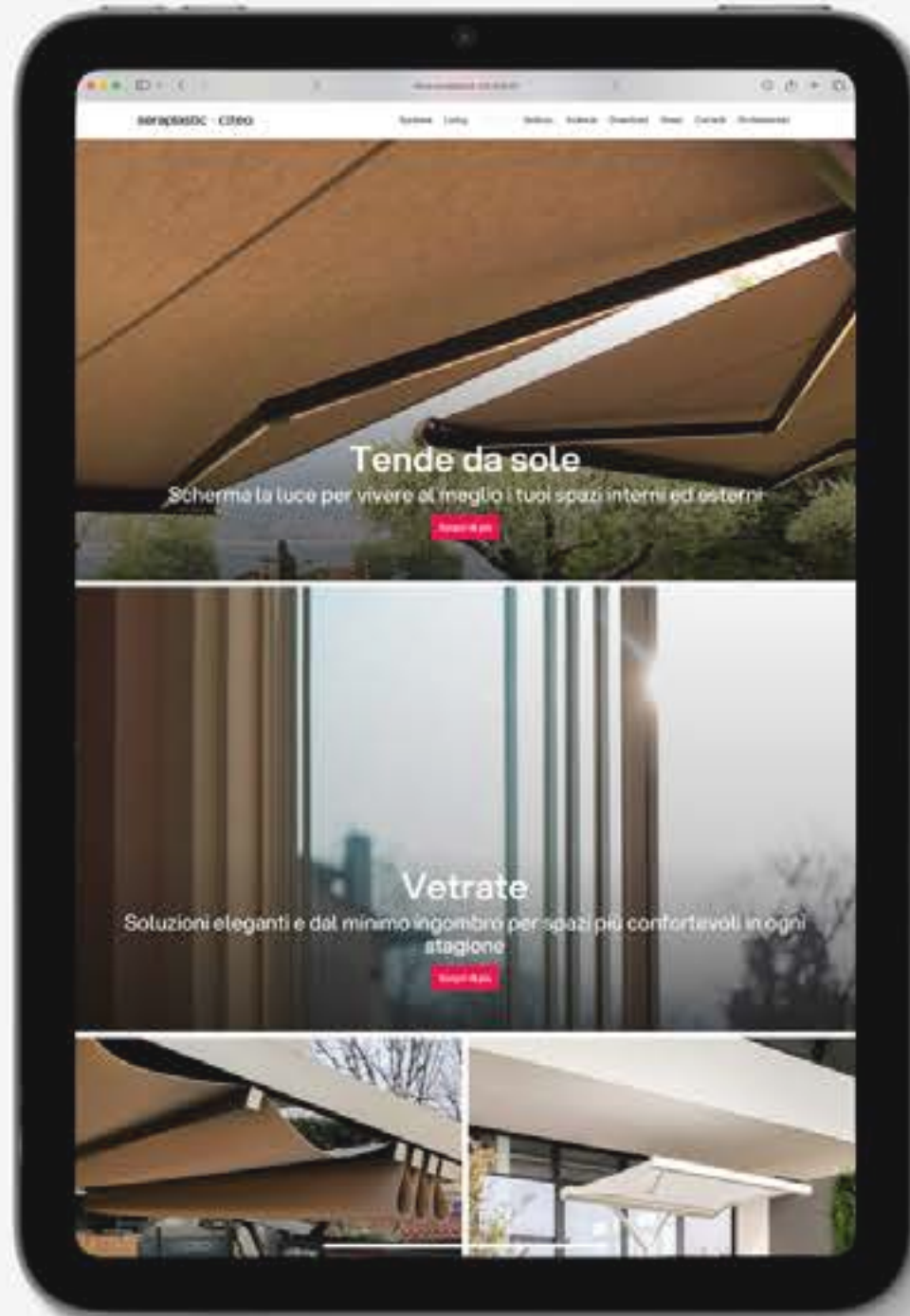
seraplastic.it represents the widest resource for any client: products, company and events areas and a dedicated dealers area.

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.

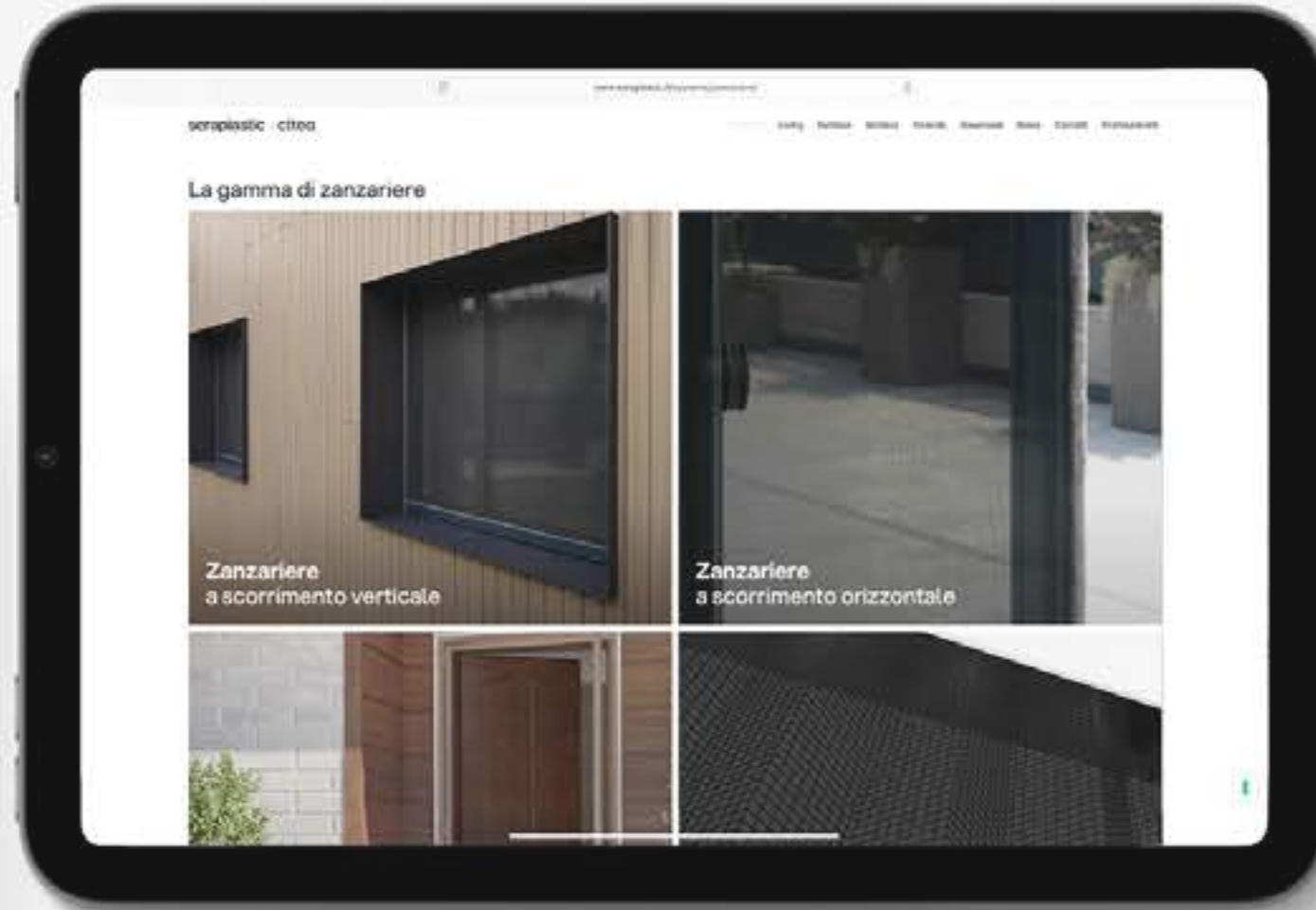
The website's development covered every phase, from structuring the site map and defining the content hierarchy to selecting photographic material, choosing fonts and color palettes, and establishing the brand's tone of voice. The site was also designed with a fully responsive layout, ensuring an optimal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



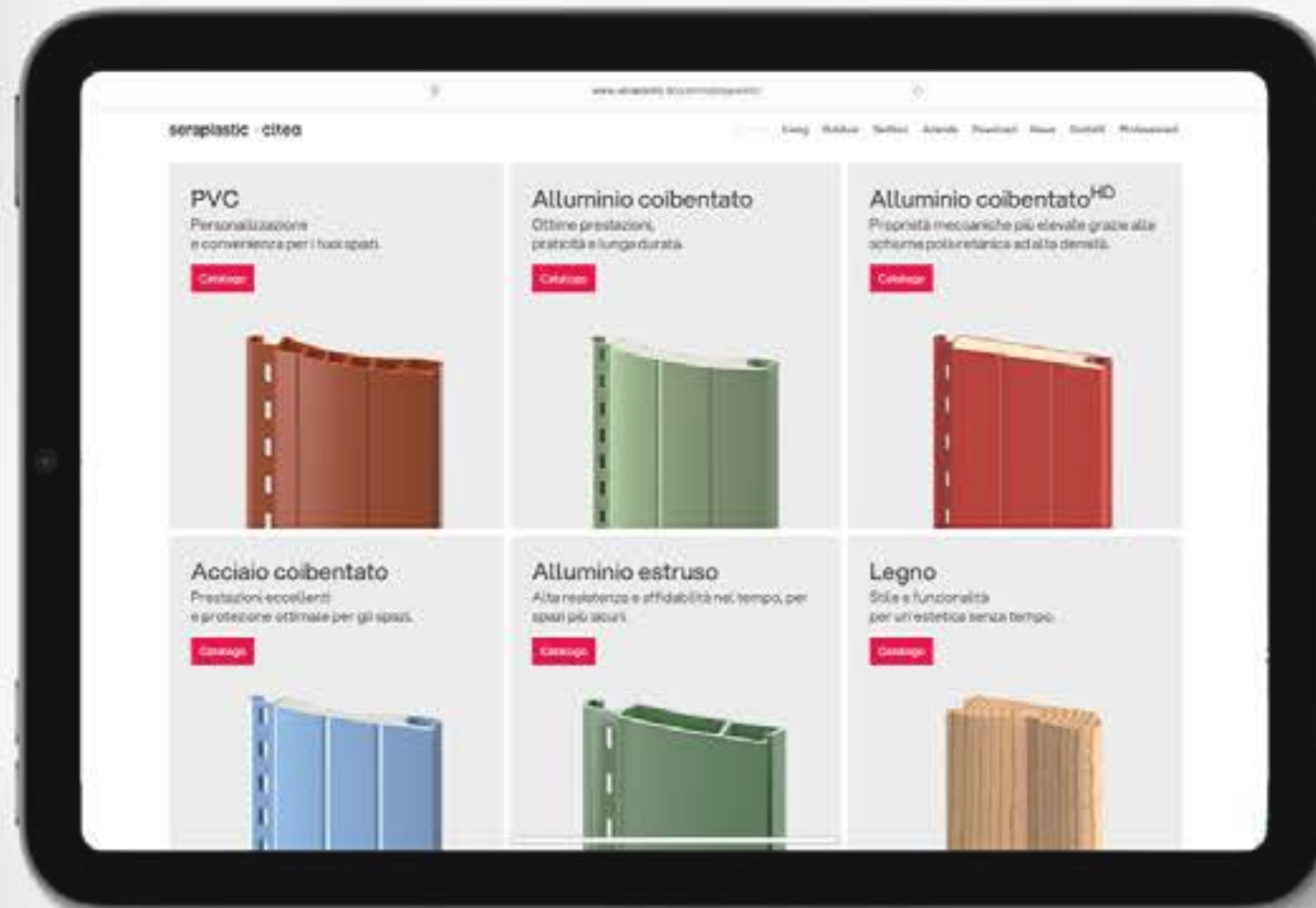
Seraplastic



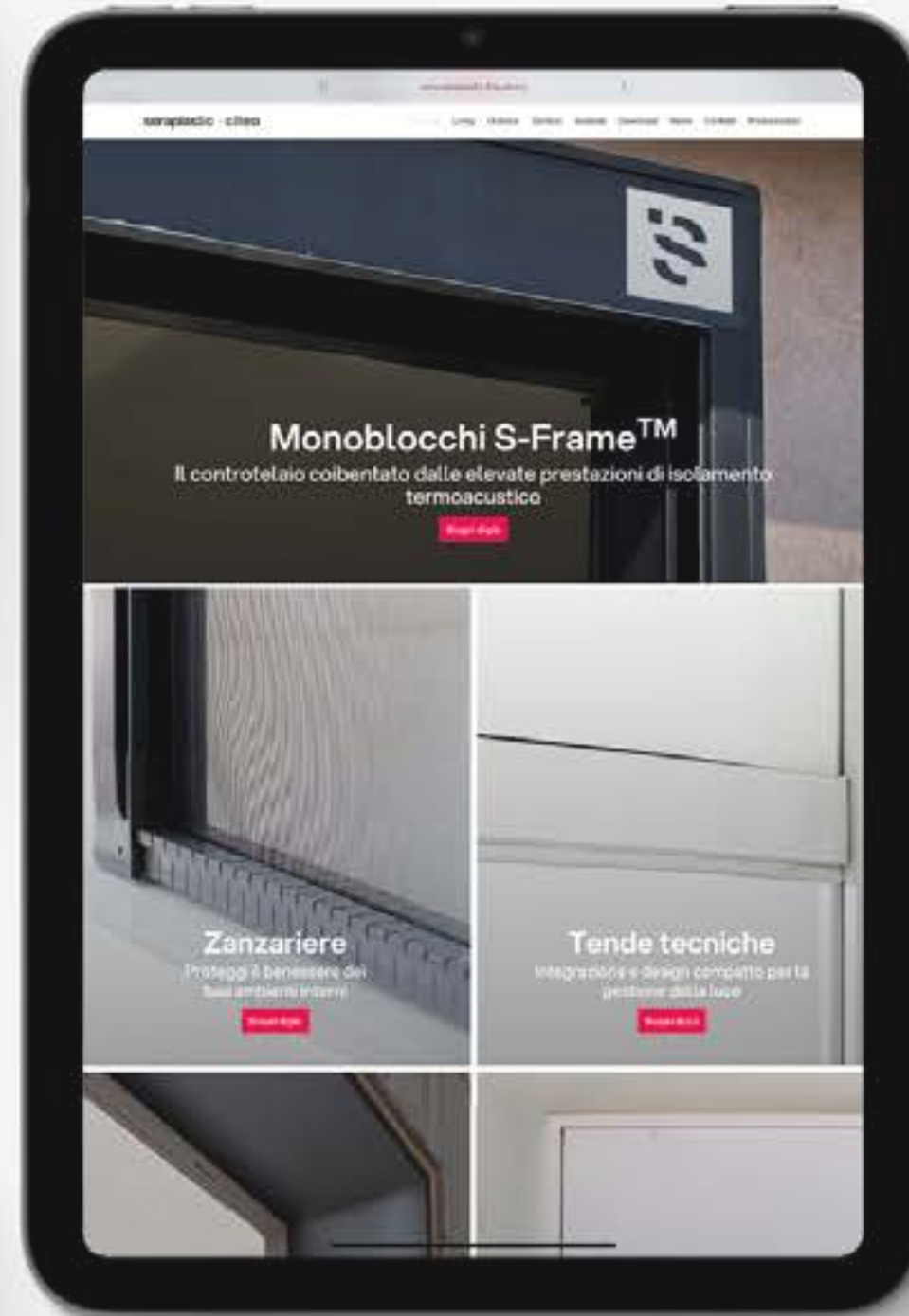
Shutters



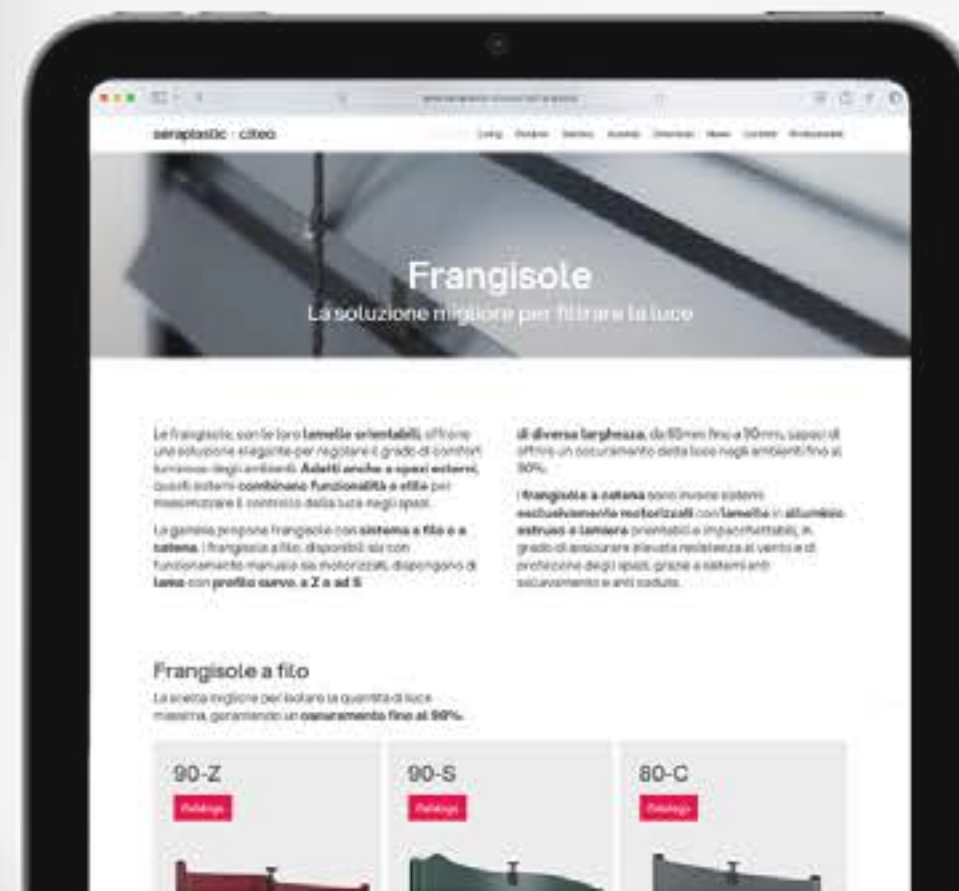
Bioclimatic Pergolas



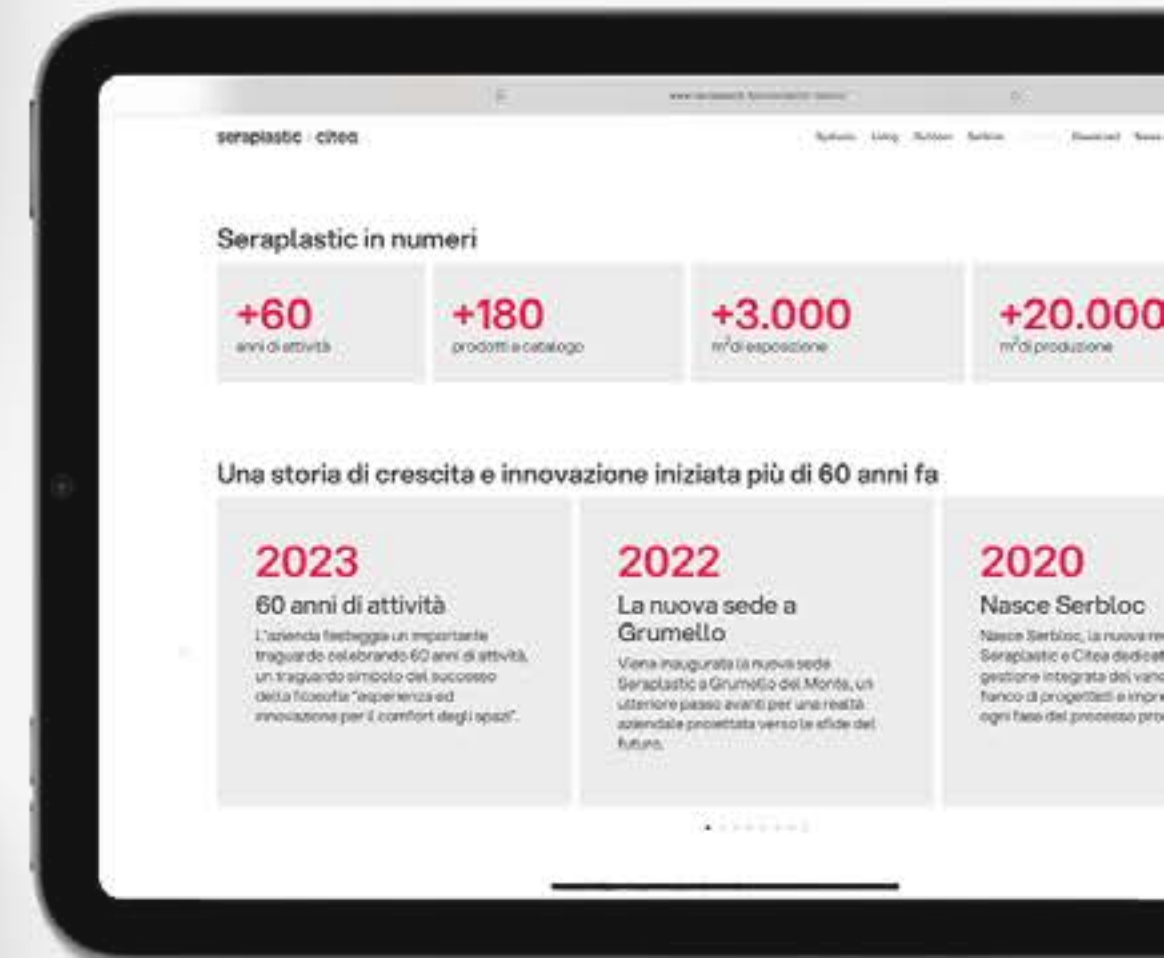
Sunshades



Dealers area



Monoblocks



Company profile

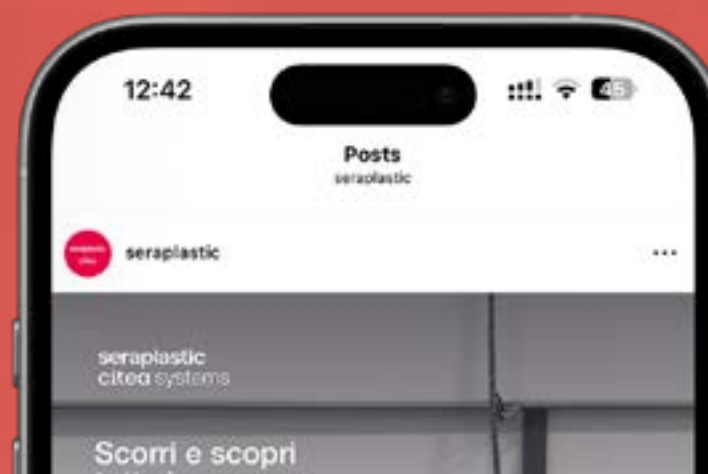
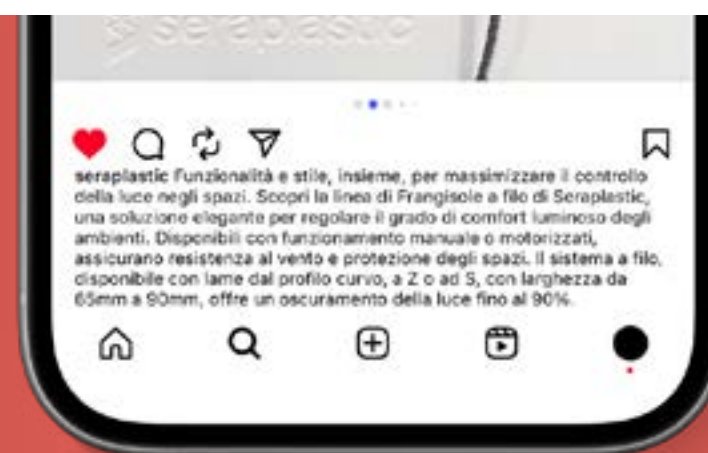


Social medias accounts tell the company reality from every angle: a complete window into the world of Seraplastic.

The 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

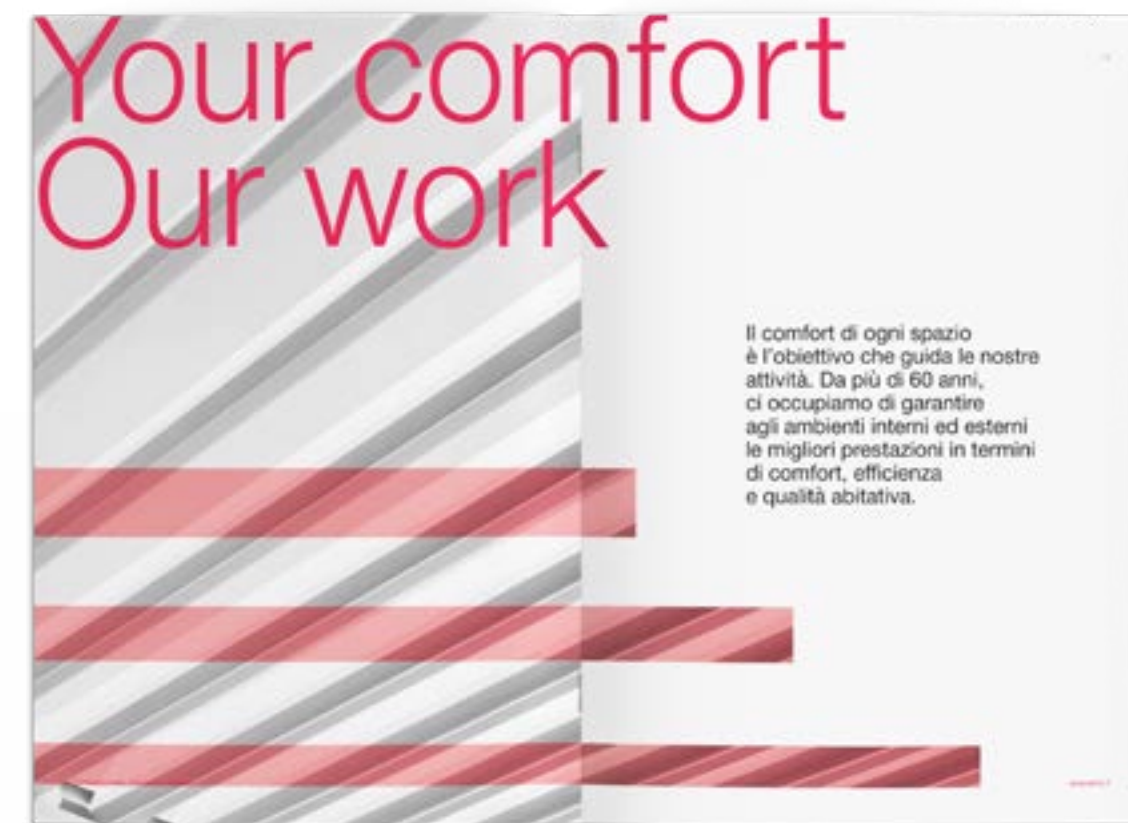
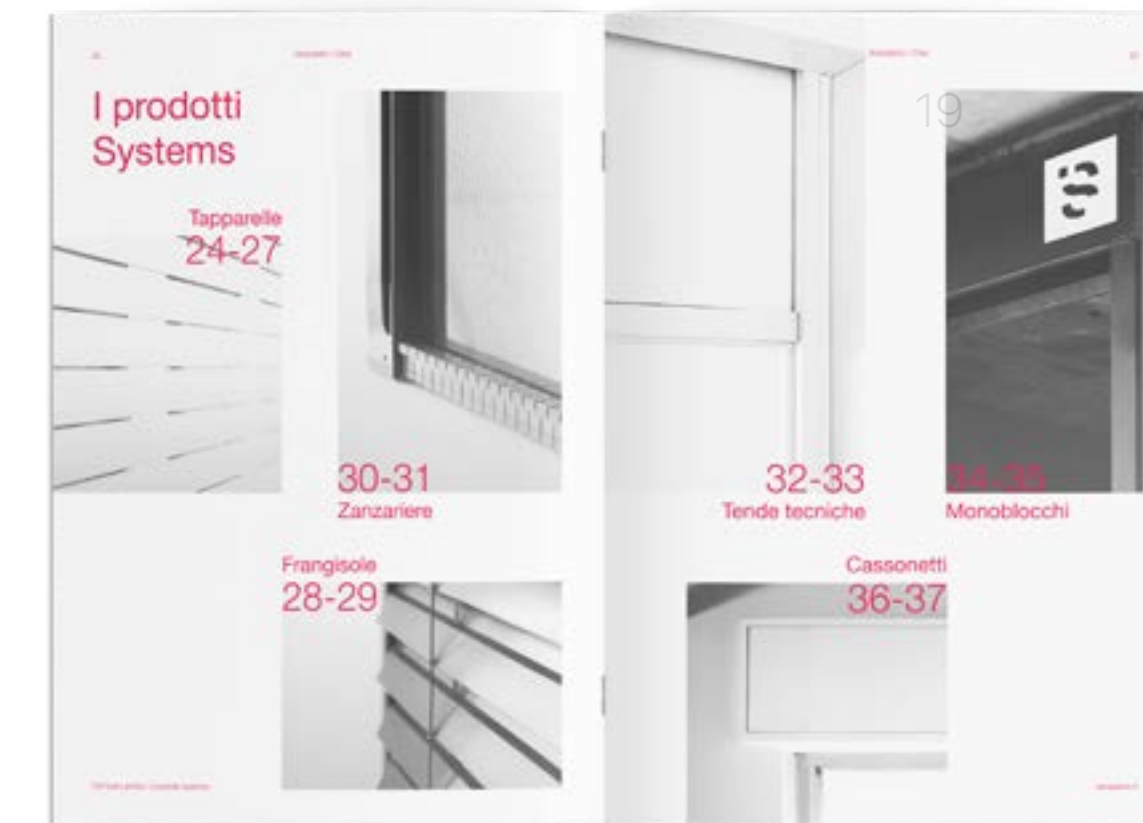


Seraplastic

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, esigned to improve the effectiveness of sales processes and facilitate communication with end customers.



Frangisole 65/80-C

Lunghezza lame: 65/80 mm
Spessore lame: 2,48 mm
Tensione lame: 4,10°
Lunghezza bar: 4000 mm
Altezza bar: 1000 mm
Montaggio: A parete
Scorrevole: A guida

Frangisole 70/90-Z

Lunghezza lame: 70/90 mm
Spessore lame: 2,48 mm
Tensione lame: 4,10°
Lunghezza bar: 4000 mm
Altezza bar: 1000/1100 mm
Montaggio: A parete
Scorrevole: A guida

Frangisole 90-S

Lunghezza lame: 90 mm
Spessore lame: 2,48 mm
Tensione lame: 4,10°
Lunghezza bar: 4000 mm
Altezza bar: 1000 mm
Montaggio: A parete
Scorrevole: A guida

Paleta colori

White
Cromatico
RAL 9001
RAL 9002
RAL 9003
RAL 9004
RAL 9005
RAL 9006
RAL 9007
RAL 9008
RAL 9009
RAL 9010
RAL 9011
RAL 9012
RAL 9013
RAL 9014
RAL 9015
RAL 9016
RAL 9017
RAL 9018
RAL 9019
RAL 9020
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RAL 9090
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RAL 9096
RAL 9097
RAL 9098
RAL 9099

Disponibile con funzionamento manuale ed a motore. Disponibile di lame con profilo barile, a 2 e a 3 di diversa lunghezza, da 65/80 fino a 90 mm, capaci di offrire un'oscuramento della luce negli ambienti fino al 90%.

Tapparelle

L'oscurante per eccellenza dalle elevate prestazioni: una combinazione perfetta tra design e tecnologia

La tapparella è il sistema oscurante più conosciuto e diffuso, capace di ottimizzare le prestazioni tecniche e contribuire al benessere degli spazi.

L'uso di materiali di alta qualità in tutta la gamma permette lunga durata e resistenza agli agenti atmosferici. La stessa ricerca di qualità, l'attenzione alle nuove tecnologie e l'esperienza accumulata negli anni permettono la qualità di soddisfare le esigenze degli spazi contemporanei, ottimizzando anche con un'installazione accattivante e un design moderno.

È disponibile un'ampia gamma di modelli, pensata per rispondere alle diverse esigenze del mercato. Gli avvolgibili si distinguono per prestazioni e materiali: tra gli PVC, alluminio colorato, alluminio anodizzato, acciaio colorato e l'innovativa londa e spazio.

Software personalizzato all'auto-orientamento

Profilo in PVC

Scorrevole in alluminio

Caratteristiche tecniche

| Misure tecniche | serie | serie speciale |
|-------------------------------|------------|----------------|
| Profilo per 1 m di altezza | 16 | 16 |
| Peso in kg | 1,50 kg | 4,70 kg |
| Lunghezza massima consigliata | 1.200 mm | 1.200 mm |
| Pressione statica | intermedia | intermedia |

Diametri di avvolgimento

| Altezza (mm) | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | 1700 | 1800 | 1900 | 2000 |
|--------------|------|------|------|------|------|------|------|------|------|------|------|
| 1000 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1200 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1300 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1400 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1500 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1600 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1700 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1800 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1900 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 2000 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Altezza

1000 mm
1100 mm
1200 mm
1300 mm
1400 mm
1500 mm
1600 mm
1700 mm
1800 mm
1900 mm
2000 mm

Paleta colori

White
RAL 9001
RAL 9002
RAL 9003
RAL 9004
RAL 9005
RAL 9006
RAL 9007
RAL 9008
RAL 9009
RAL 9010
RAL 9011
RAL 9012
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RAL 9099

Tende a rullo

Dove la luce incontra il design: funzionalità, estetica e controllo della luce su misura per il tuo spazio

Con i tendi Clear Living la luce si divide in modo intelligente: un'alternanza di design innovativo per armonizzare gli spazi con eleganza e stile. Un sistema innovativo per il controllo della luce, capace di creare ambienti personalizzati e unici.

La serie Clear Living è composta da tendi a rullo regolabili con la perfetta integrazione di tendi e barre di illuminazione alla luce e tecnologia per il controllo della luce. La capacità di creare ambienti personalizzati e unici, con un sistema innovativo per il controllo della luce, capace di creare ambienti personalizzati e unici.

Questa serie di tendi a rullo è pensata per offrire un'alternanza di design innovativo e tecnologia per il controllo della luce. La capacità di creare ambienti personalizzati e unici, con un sistema innovativo per il controllo della luce, capace di creare ambienti personalizzati e unici.

Certificazioni

Servizi e prodotti Seraplastic: qualità certificata

Da oltre 60 anni, le attività aziendali si basano sui principi fondamentali: serietà, innovazione e responsabilità. Questi valori guidano tutte le attività di sviluppo, controllo e attuazione alle quali si è sempre dato la priorità.

In particolare, la serietà e la professionalità si traducono in certificazioni ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, ISO 26000:2017, ISO 50001:2018, ISO 27001:2017, ISO 22301:2017, ISO 22316:2017, ISO 22317:2017, ISO 22318:2017, ISO 22319:2017, ISO 22320:2017, ISO 22321:2017, ISO 22322:2017, ISO 22323:2017, ISO 22324:2017, ISO 22325:2017, ISO 22326:2017, ISO 22327:2017, ISO 22328:2017, ISO 22329:2017, ISO 22330:2017, ISO 22331:2017, ISO 22332:2017, ISO 22333:2017, ISO 22334:2017, ISO 22335:2017, ISO 22336:2017, ISO 22337:2017, ISO 22338:2017, ISO 22339:2017, ISO 22340:2017, ISO 22341:2017, ISO 22342:2017, ISO 22343:2017, ISO 22344:2017, ISO 22345:2017, ISO 22346:2017, ISO 22347:2017, ISO 22348:2017, ISO 22349:2017, ISO 22350:2017, ISO 22351:2017, ISO 22352:2017, ISO 22353:2017, ISO 22354:2017, ISO 22355:2017, ISO 22356:2017, ISO 22357:2017, ISO 22358:2017, ISO 22359:2017, ISO 22360:2017, ISO 22361:2017, ISO 22362:2017, ISO 22363:2017, ISO 22364:2017, ISO 22365:2017, ISO 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Fuorisalone

OBJECTIVE

Design a cross-platform communication strategy for the "Architecture of Light" event by Citea Living and Outdoor at Fuorisalone during Milan Design Week 2026, developing a visual identity consistent with the event theme: light management in indoor and outdoor environments thanks to Citea.

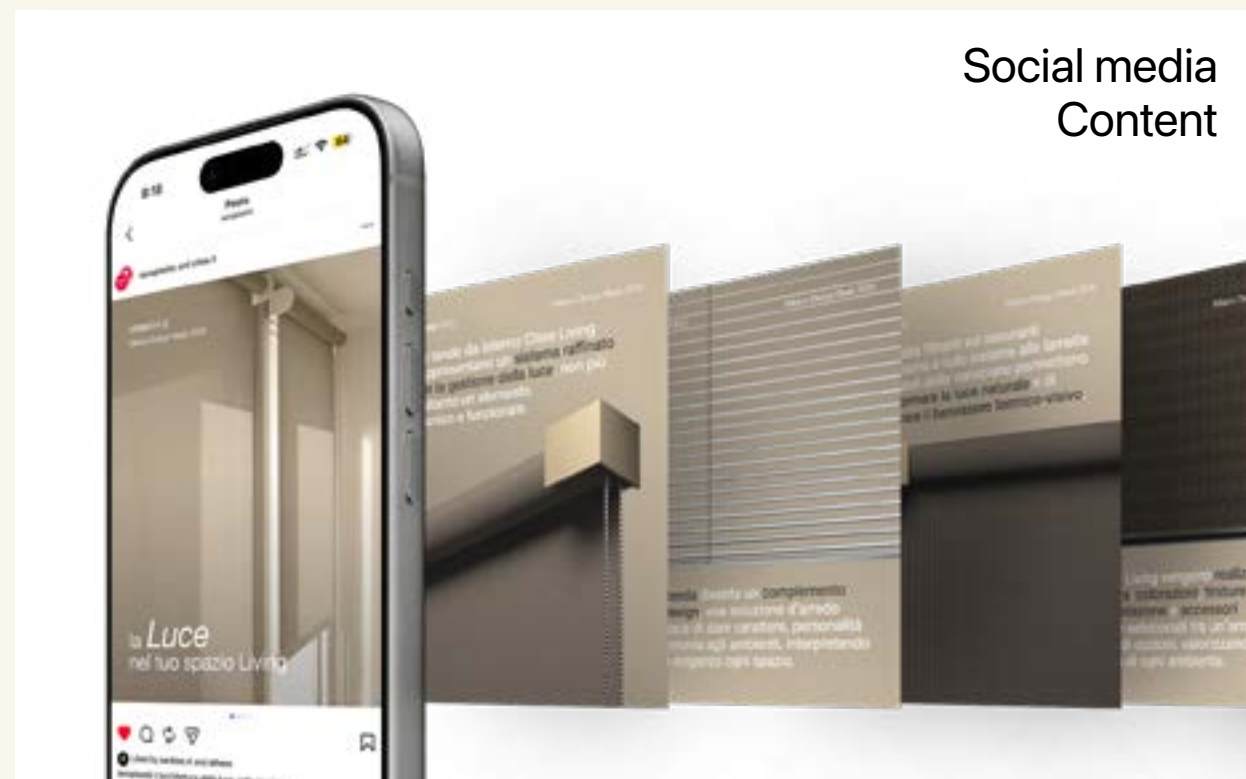
click and discover the project on
www.valeriocaglio.it

SOFTWARE

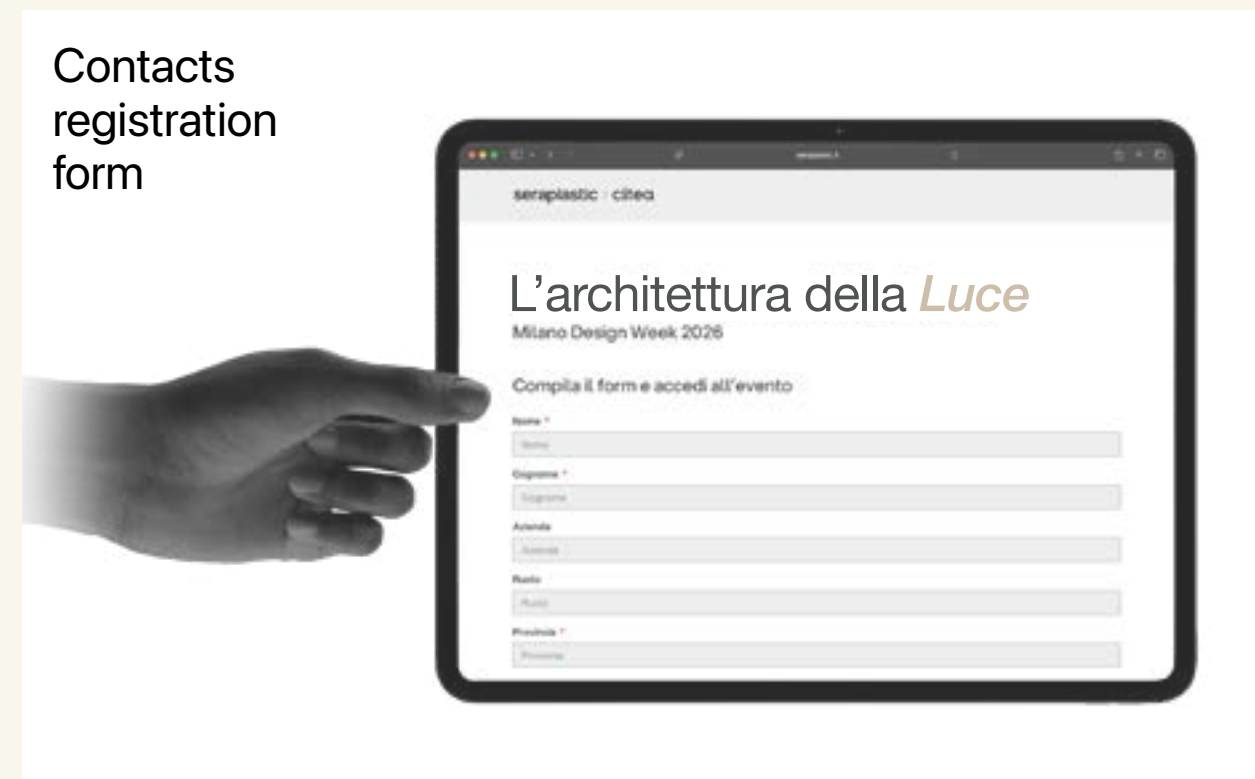
| | |
|-------------------|---|
| Adobe InDesign | Event brochure design and development |
| Adobe Illustrator | Social Media content design and development |
| Adobe Photoshop | Event photos retouching |
| Adobe Lightroom | Event photos editing |
| Figma | Prototyping Event Landing Page |
| Wordpress | Implementation of Event Landing Page |
| Elementor | Implementation of Event Landing Page |



Branded canvas
Tote bags



Social media
Content



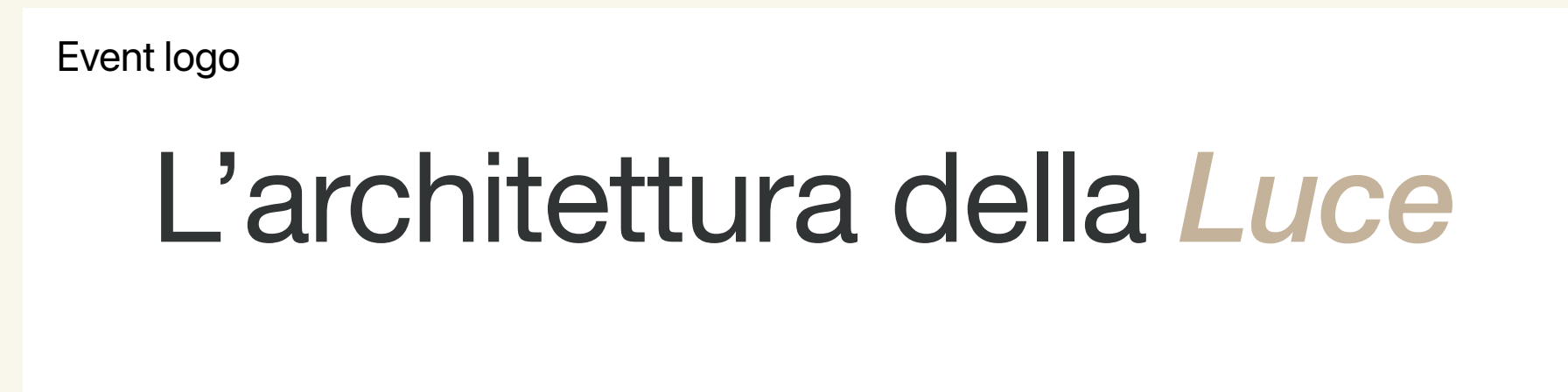
Contacts
registration
form



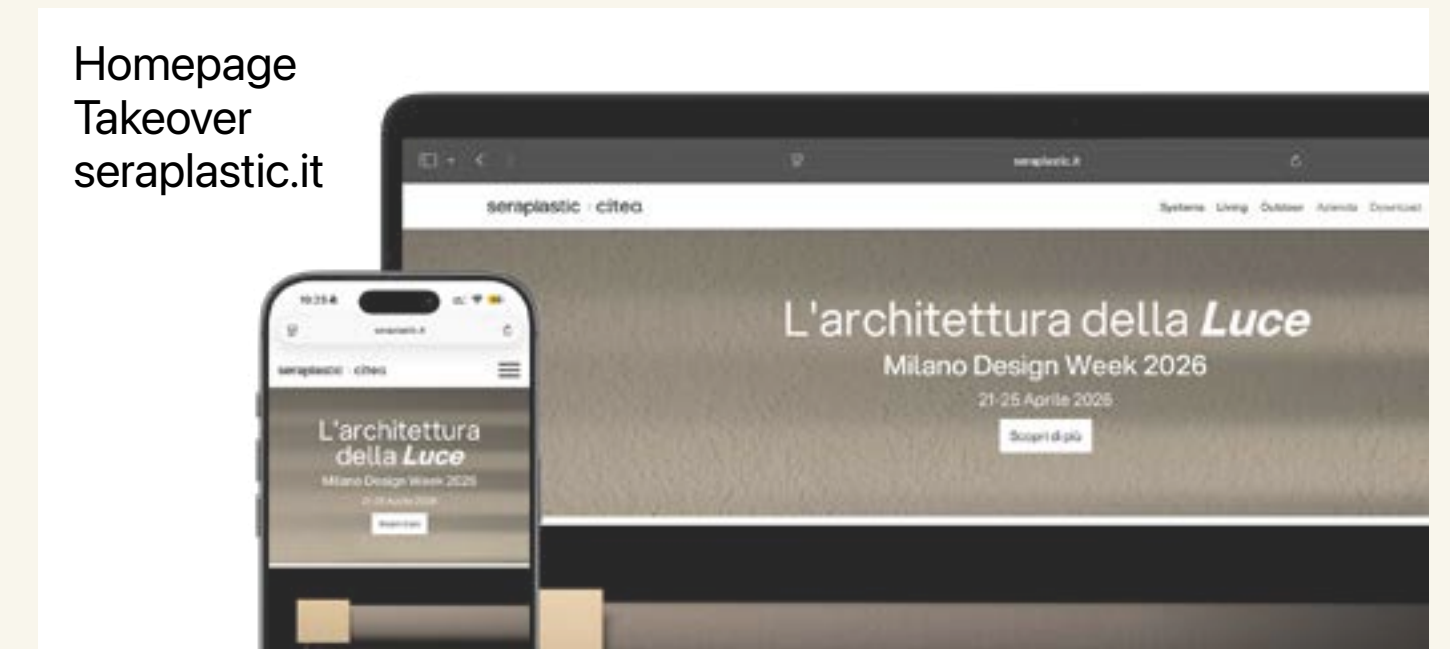
Location
graphics



Living and Outdoor catalogues



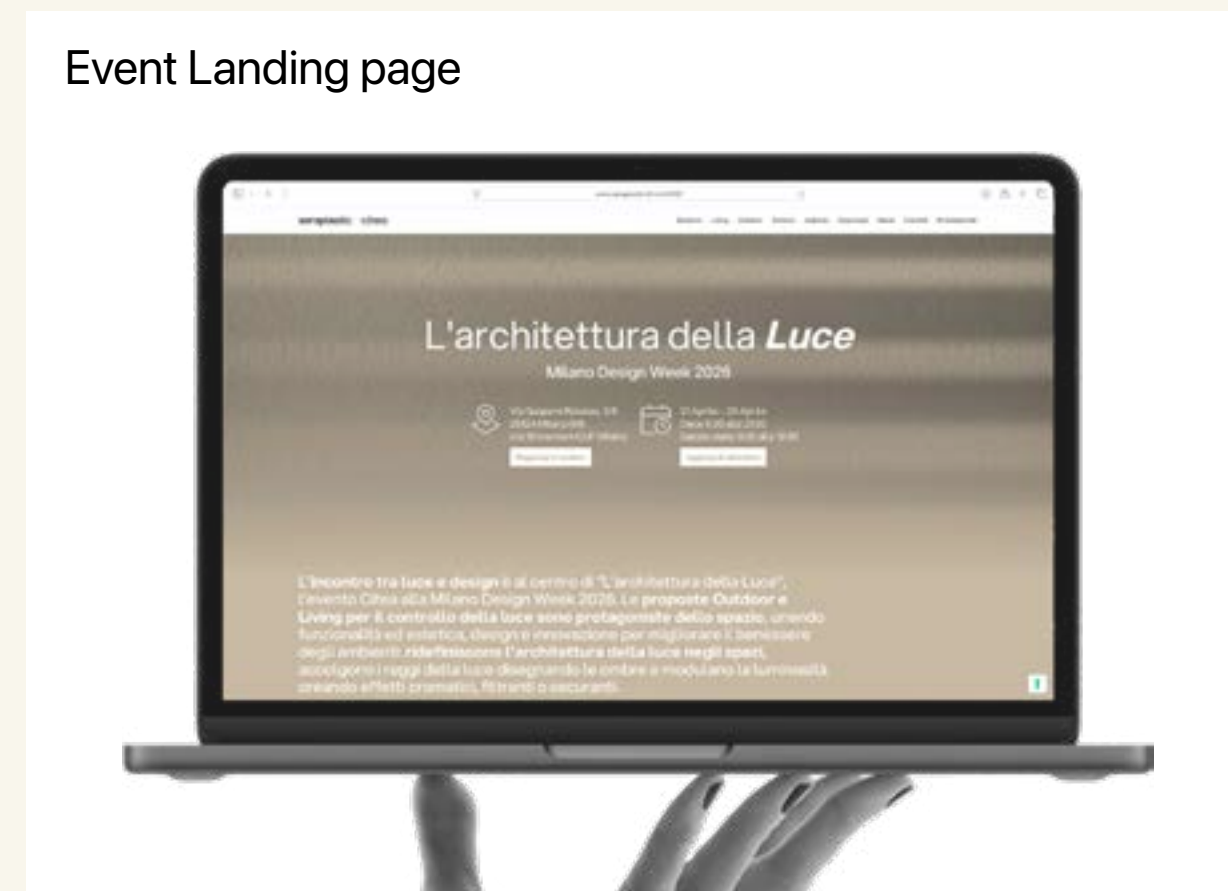
Event logo



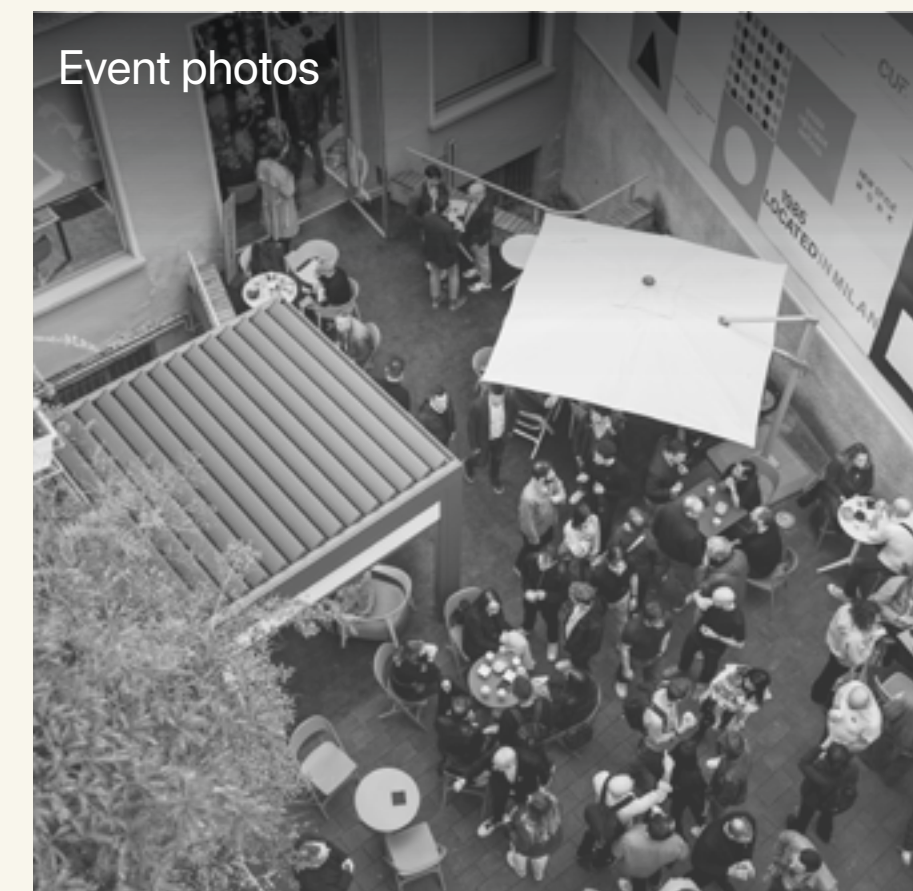
Homepage
Takeover
seraplastic.it



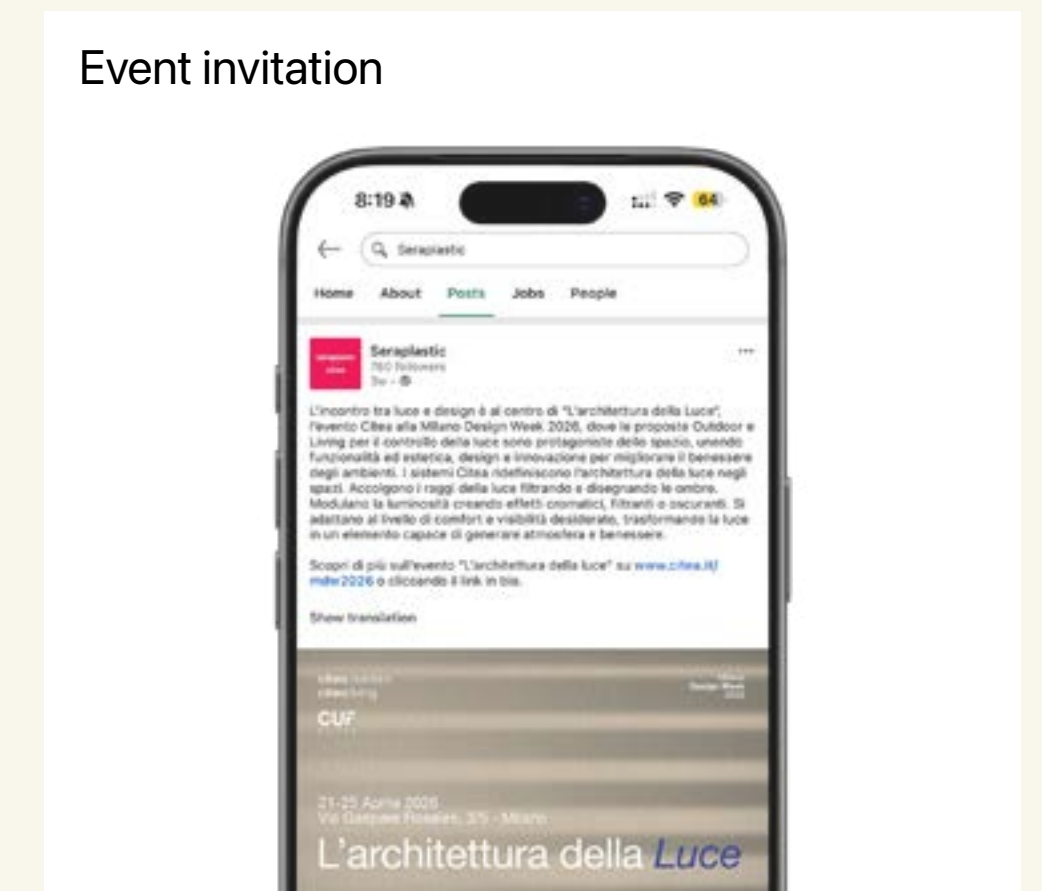
Informational totem display



Event Landing page



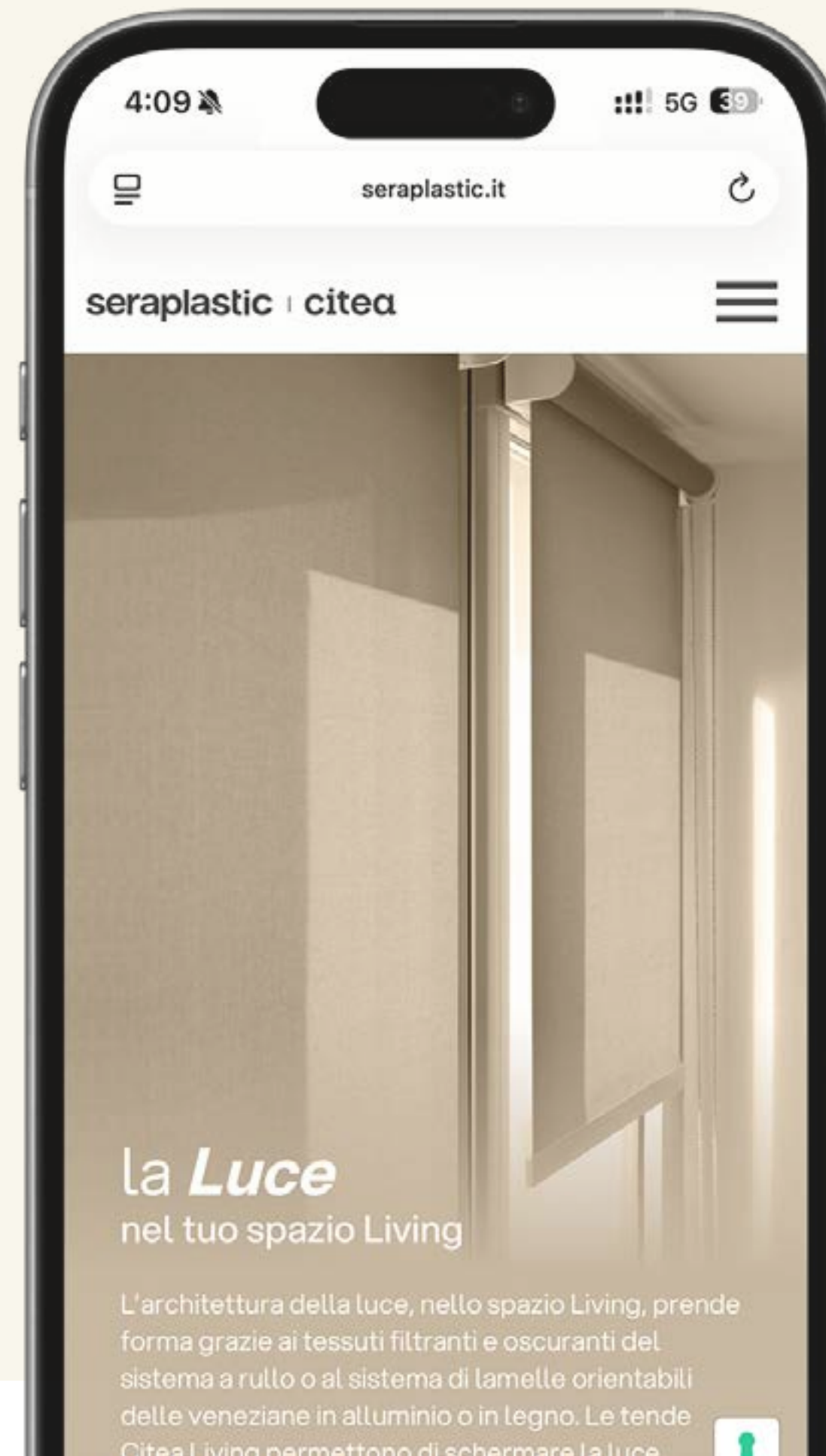
Event photos



Event invitation

The landing page presents the concept, provides all the event details, and introduces the products on display at the location, linking to the corresponding sections of the company website.

Landing page
dedicated to the event



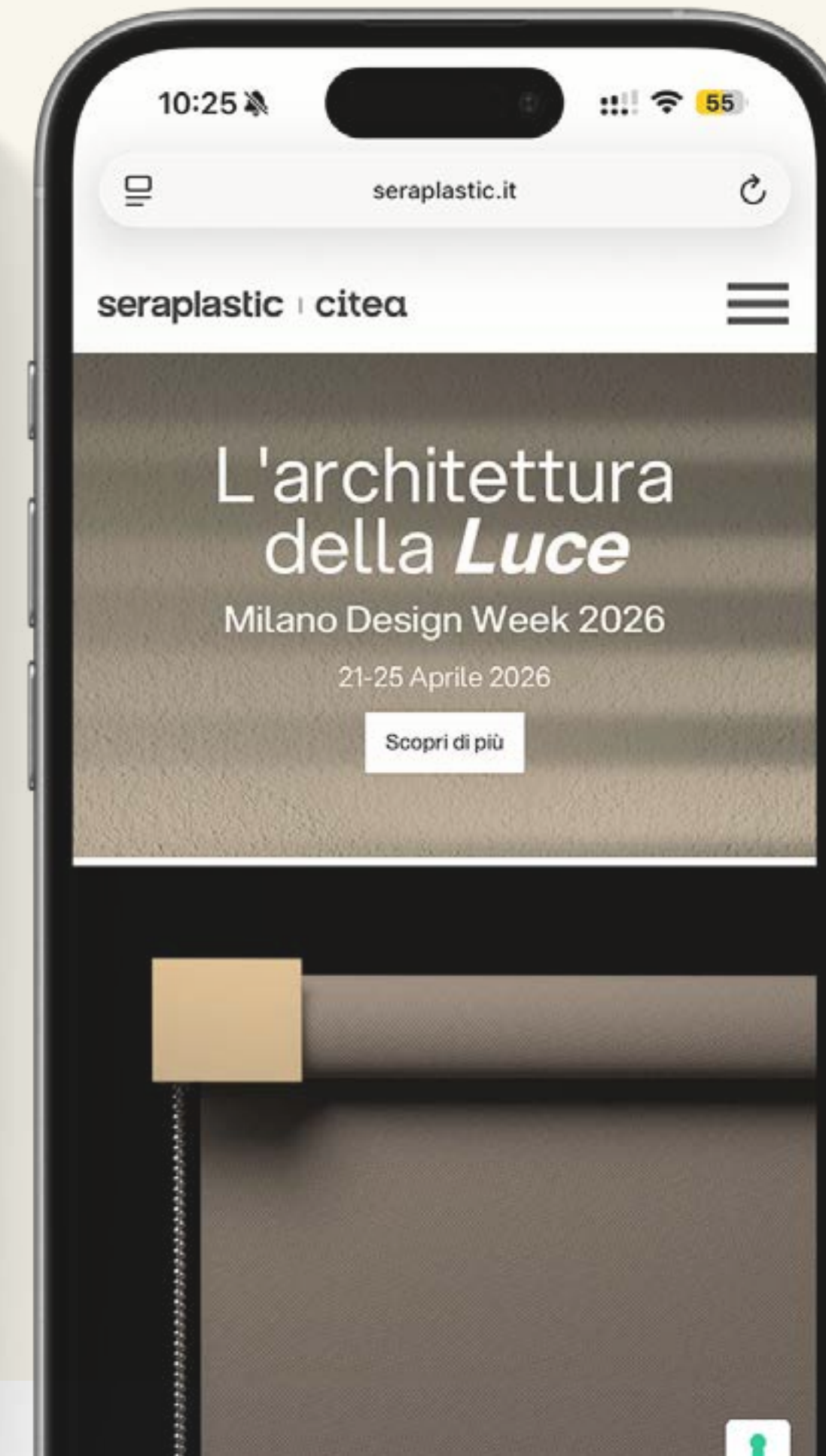
The event's online development is structured across three different touchpoints: a dedicated landing page, a homepage banner on the Seraplastic website, and a page specifically designed for event lead collection.

The landing page presents the two main focuses of the event, light management in indoor spaces and in outdoor environments, and showcases the four featured products: roller blinds, Venetian blinds, pergolas, and glass enclosures. The homepage banner, active from one month before the event until the end of Design Week, draws attention to the initiative, while the form is a dedicated page where visitors can enter their personal details upon arriving at the location.

All three assets were designed in Figma and then implemented using Elementor in a responsive format. In addition, the form is integrated with Mailchimp automation software, which transfers all collected data directly to the company's CRM.

Valerio Caglio

Home Page Takeover
www.seraplastic.it Website

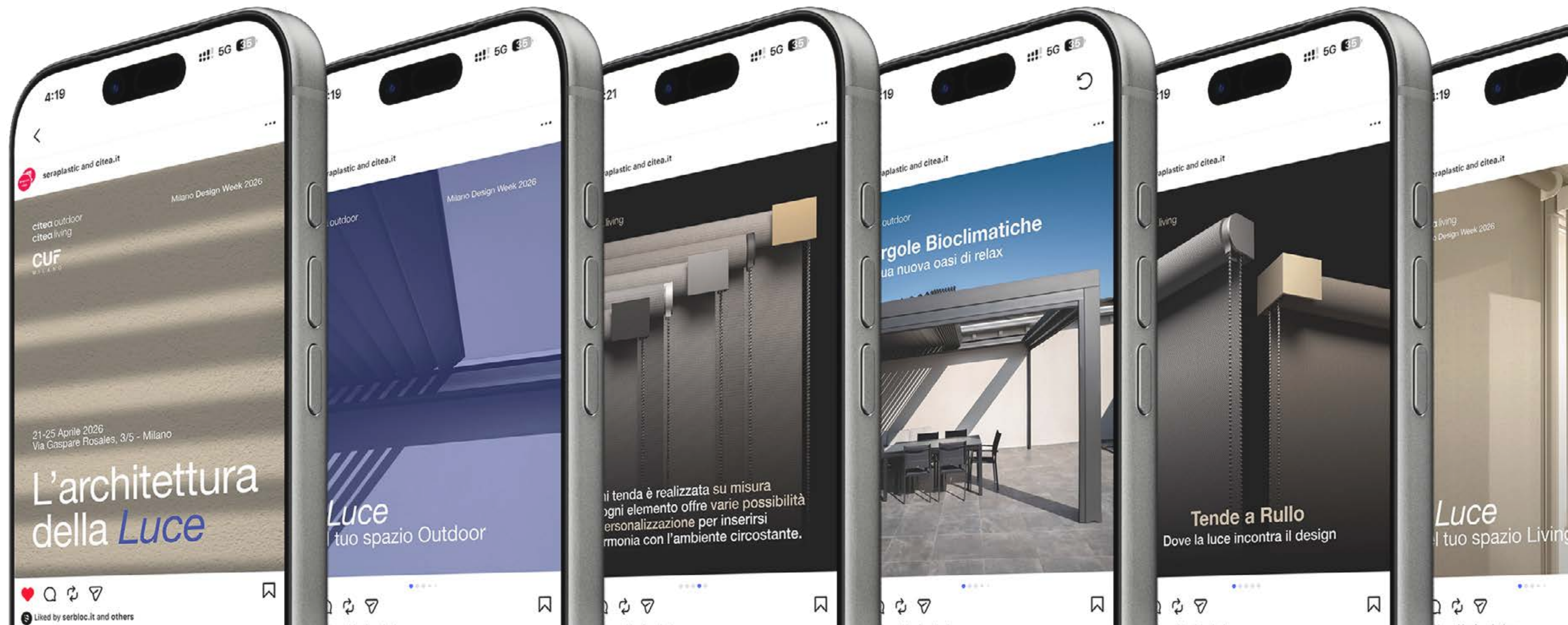


Contacts registration
Form

Social media content presents different interpretations of the concept and the various products displayed in the location.

The social media content created for the Instagram, LinkedIn, and Facebook channels @seraplastic, as well as for the Instagram account @citea.it, presents both the Living line for interiors and the Outdoor line for external spaces in their entirety. On one hand, carousel

posts are developed to highlight the key strengths of each line; on the other, individual focus products featured during Fuorisalone, such as bioclimatic pergolas, Venetian blinds, and roller blinds, are explored in detail, emphasizing the characteristics of each light management system.



The brochures of the Citea Living and Outdoor lines show visitors the products on display.

The editorial presentation materials describe the two product lines, providing an introductory overview suitable for both B2B and B2C audiences, both of which are among the visitors to the Fuorisalone exhibitions.

In particular, the brochure dedicated to the Outdoor world presents all six shading systems for outdoor light management (Pergolas, Glass Enclosures, Pergotenda systems, Shading Structures, Sails, and Awnings). Meanwhile, the brochure dedicated to the Citea Living line presents Roller Blinds and Venetian Blinds, introducing on one hand the four fabric ranges for roller blinds and, on the other hand, the five options of adjustable blades for the Venetian system.



Serbloc

OBJECTIVE

Design a multichannel visual communication strategy for the new contract service by Seraplastic Citea. Define a narrative tailored to construction companies, architects, and designers, going beyond the promotion of individual products and highlighting professional services and a wide portfolio of large-scale projects.

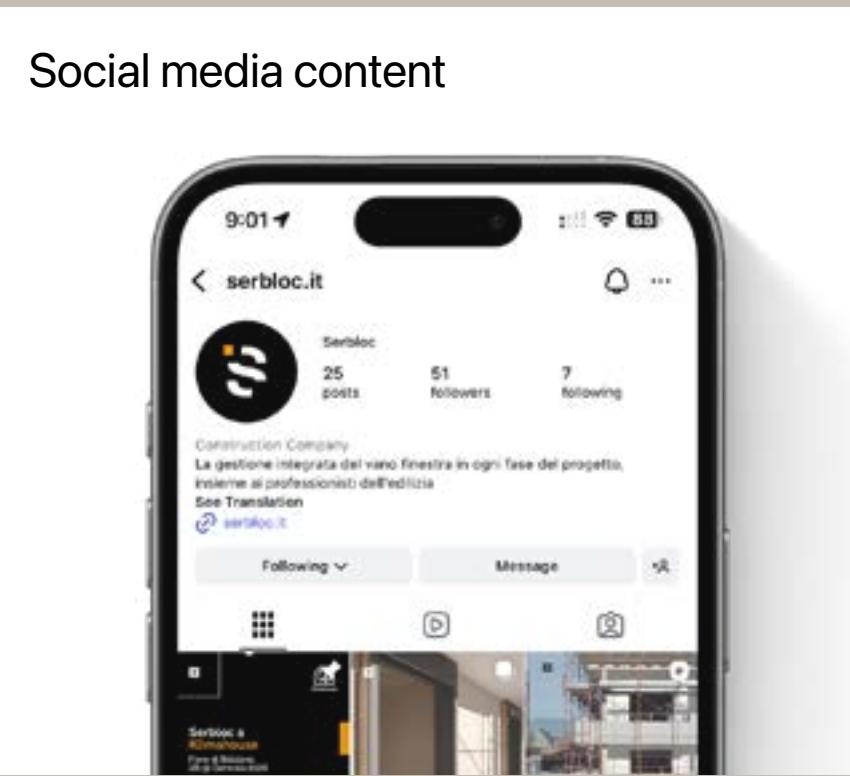
click and discover the project on
www.valeriocaglio.it/progetti/serbloc

SOFTWARE

| | |
|--------------------|---|
| Adobe InDesign | Editorial product design and development |
| Adobe Illustrator | Social media content design and development Development of brand identity applications |
| Adobe Photoshop | On-site photo retouching |
| Adobe Lightroom | On-site photo editing |
| Adobe Premiere Pro | Editing of construction site video footage |
| Figma | Website prototyping for www.serbloc.it |
| Wordpress | Website implementation for www.serbloc.it |
| Elementor | Website implementation for www.serbloc.it |



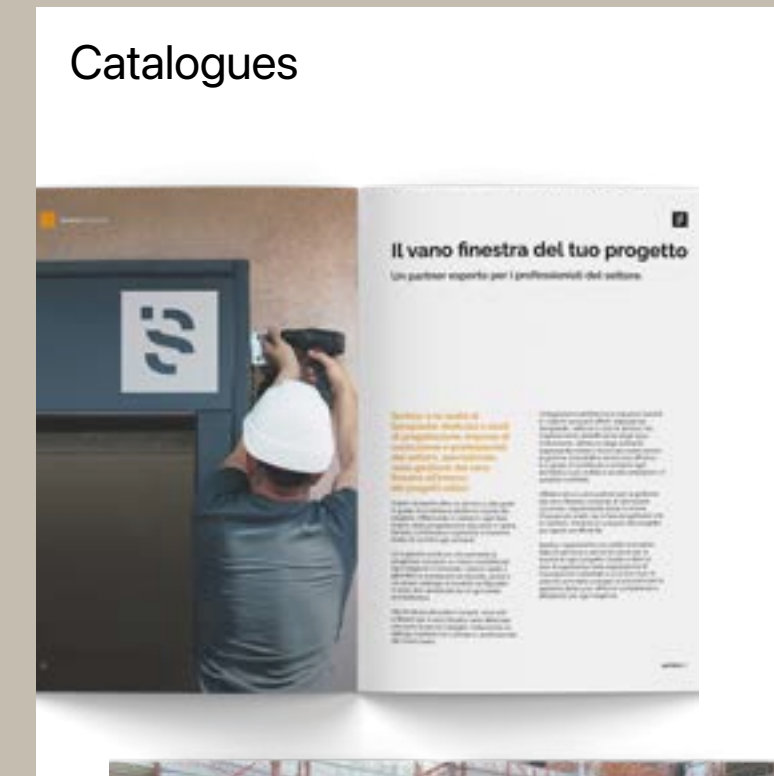
Event photographic documentation



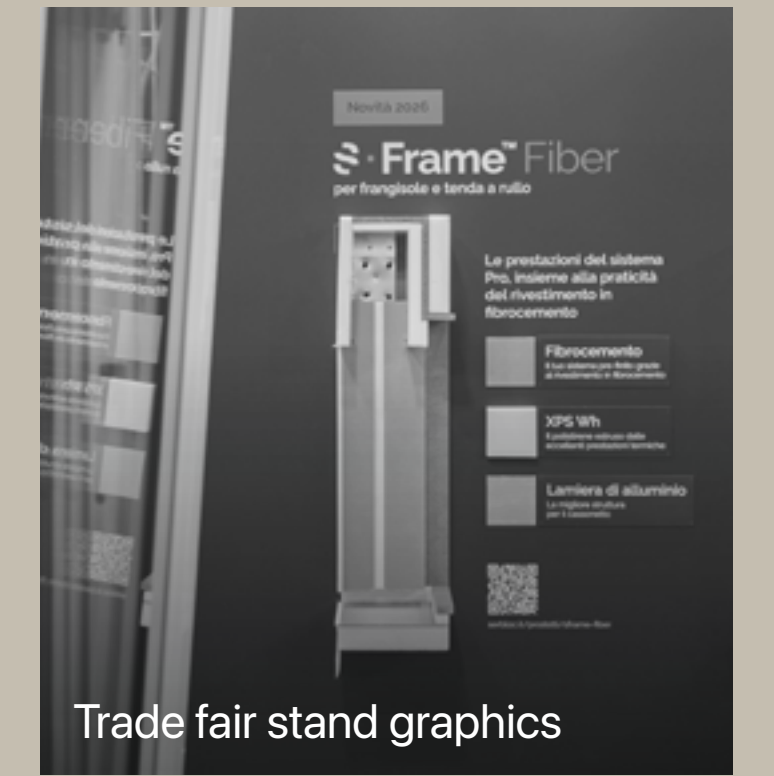
Social media content



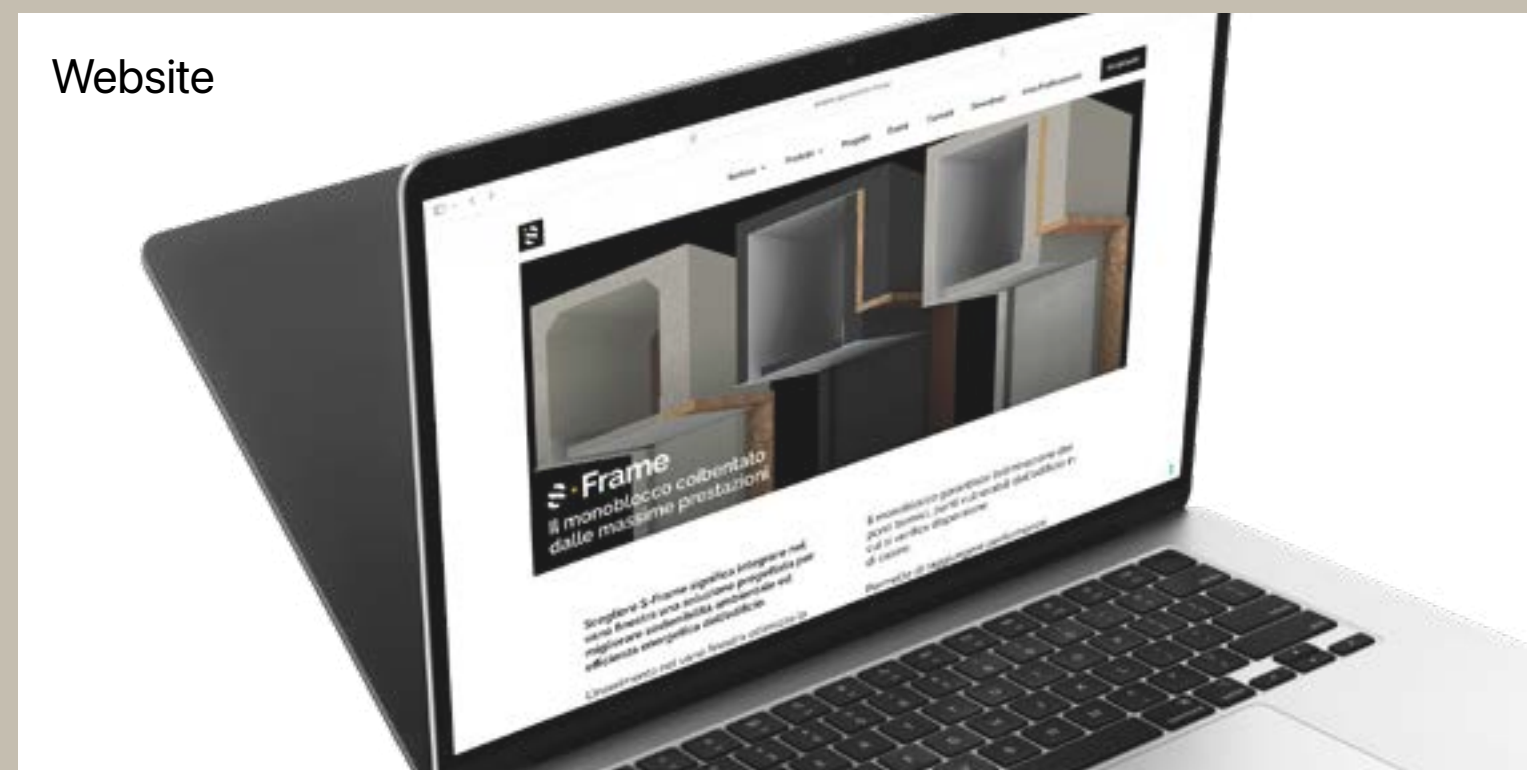
Company vehicles



Catalogues



Trade fair stand graphics



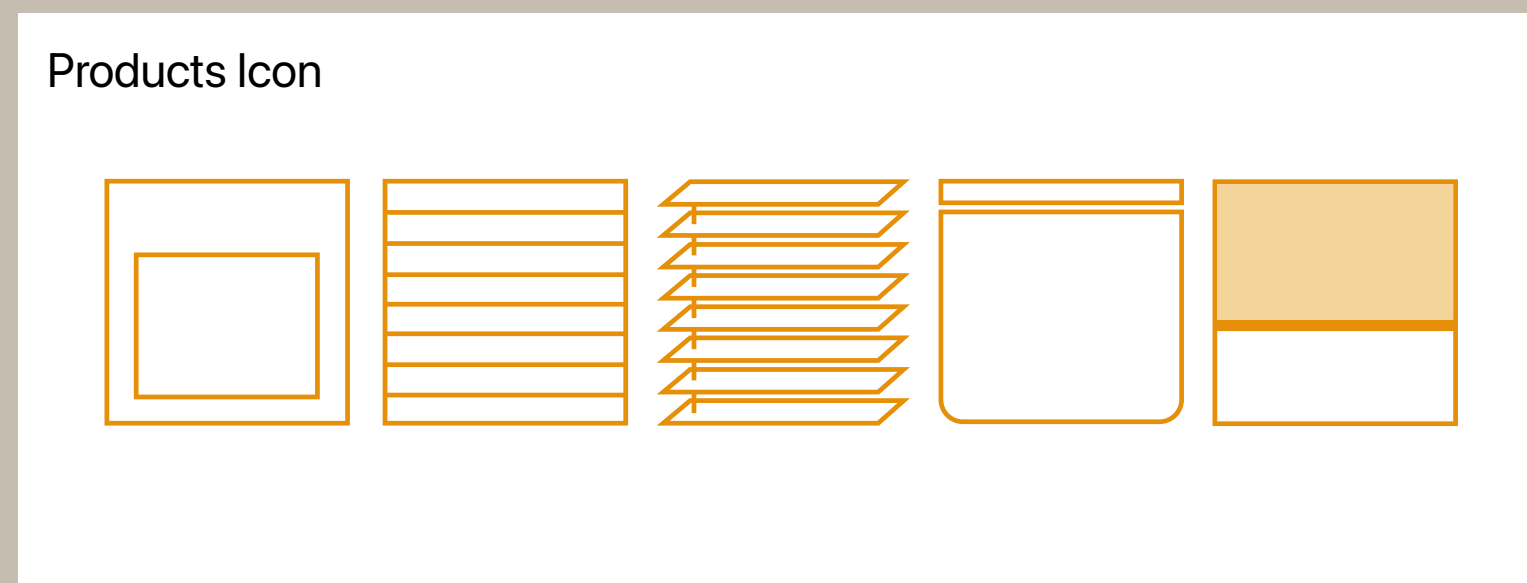
Website



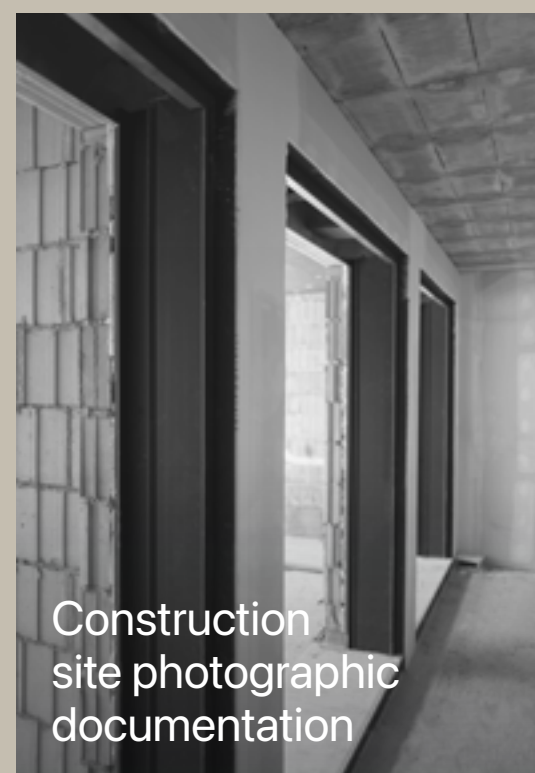
Logo



Construction site banners



Products Icon



Construction site photographic documentation



S-Frame line logos



Document folders



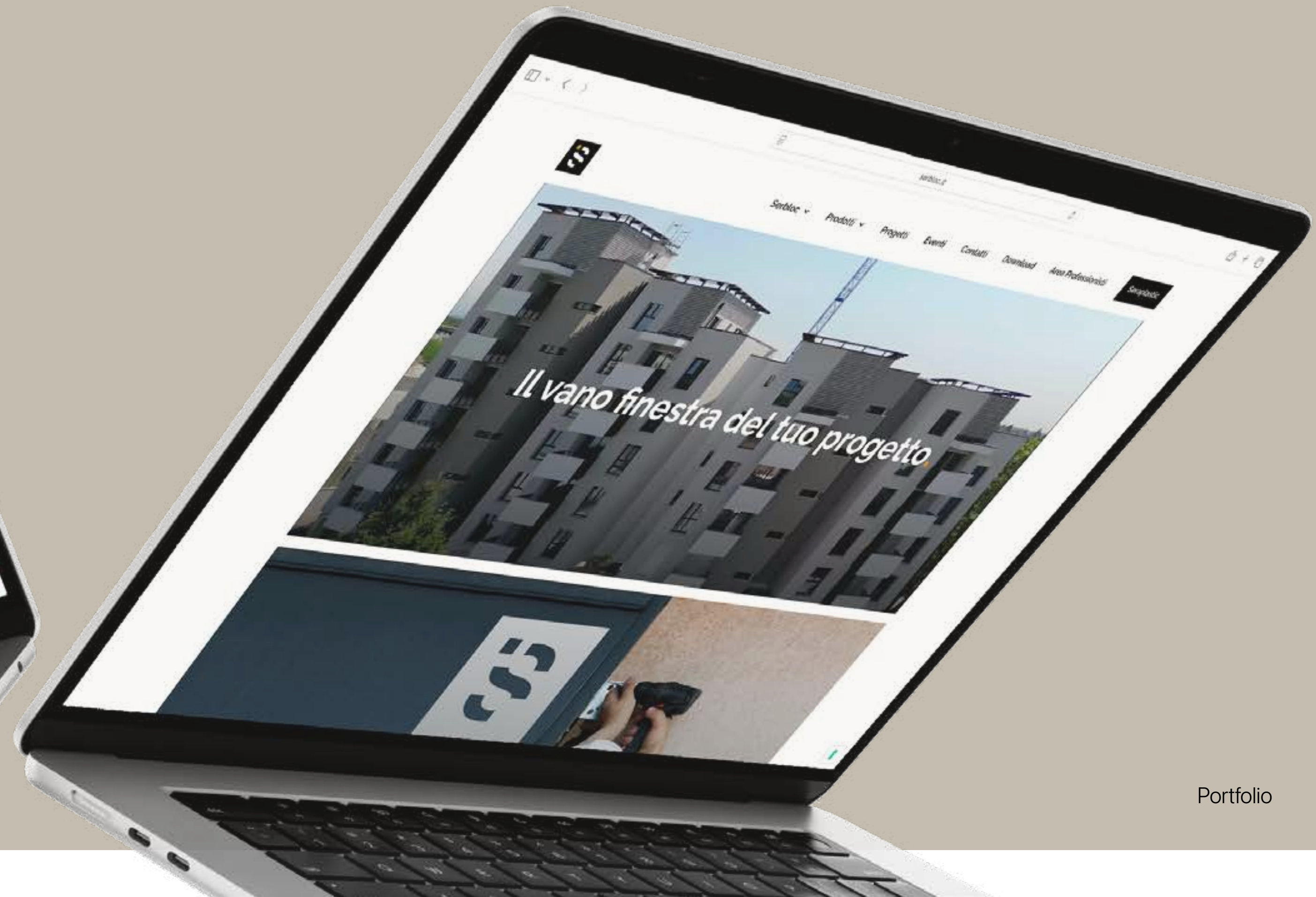
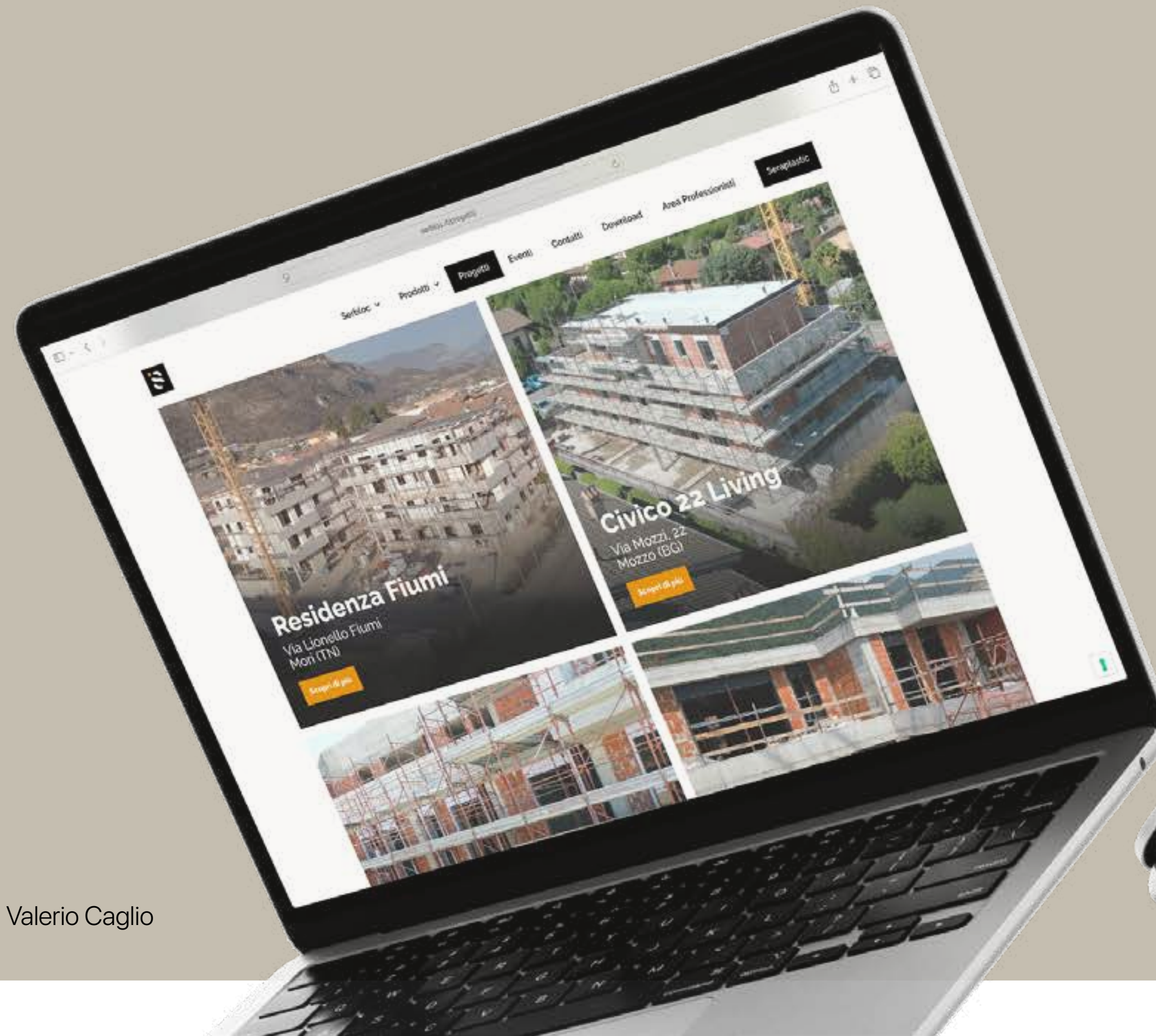
A distinctive and recognizable visual identity to represent Serbloc, the service for integrated window opening management dedicated to the building site environment.

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.



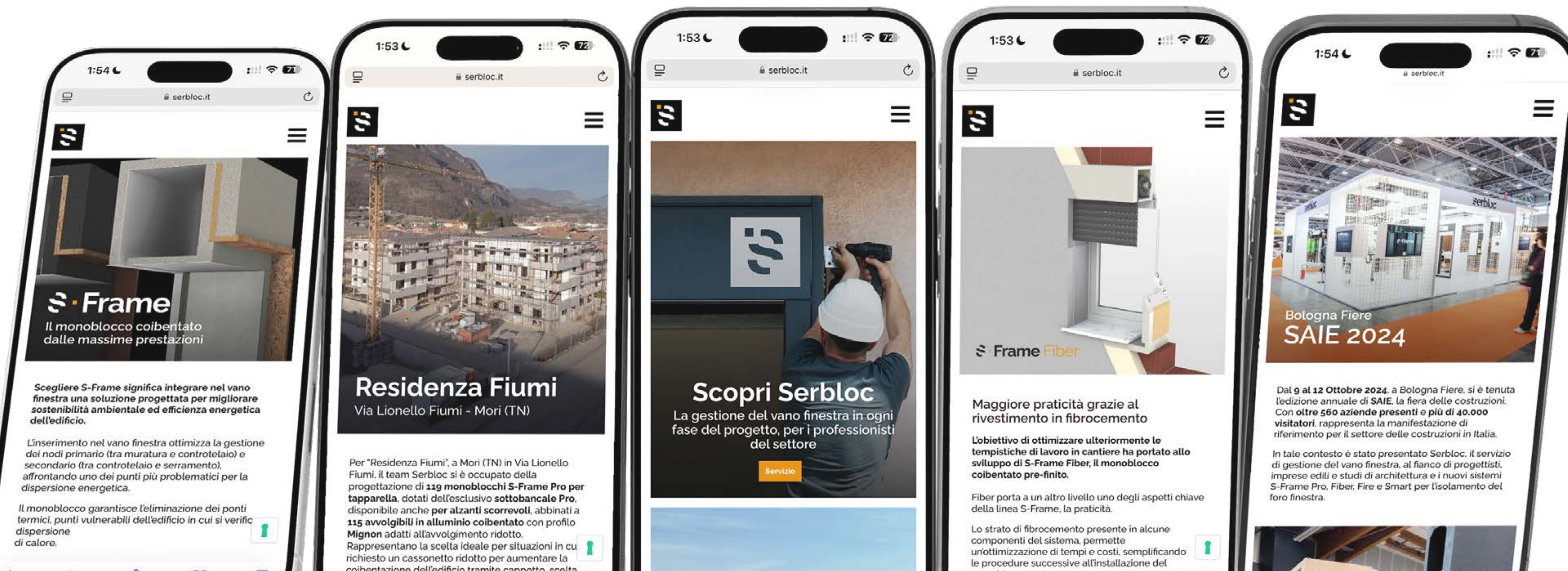
serbloc.it is the go-to reference for the client: a comprehensive portal where you can see all products and services made to measure for architects.

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.

Valerio Caglio

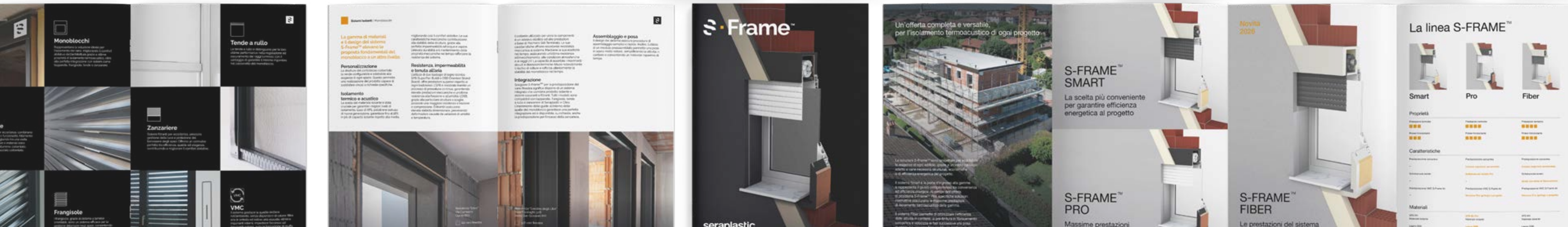


Portfolio

Serbloc's services are presented to clients through different promotional brochures.

Alongside a detailed technical catalogue, which illustrates all wall configurations and the available product variants according to different construction types, an introductory brochure has been created to clearly present the advantages of the Serbloc solution. The brochure also includes short descriptions of the main window-opening components offered with the Serbloc system: roller shutters, sun breakers, roller blinds, insect screens, and monoblock systems.

In addition to the two main documents, two short leaflets have been developed. These briefly present the Serbloc service and the S-Frame monoblock, the flagship product of Serbloc's integrated window-opening supply solution.



Valore D

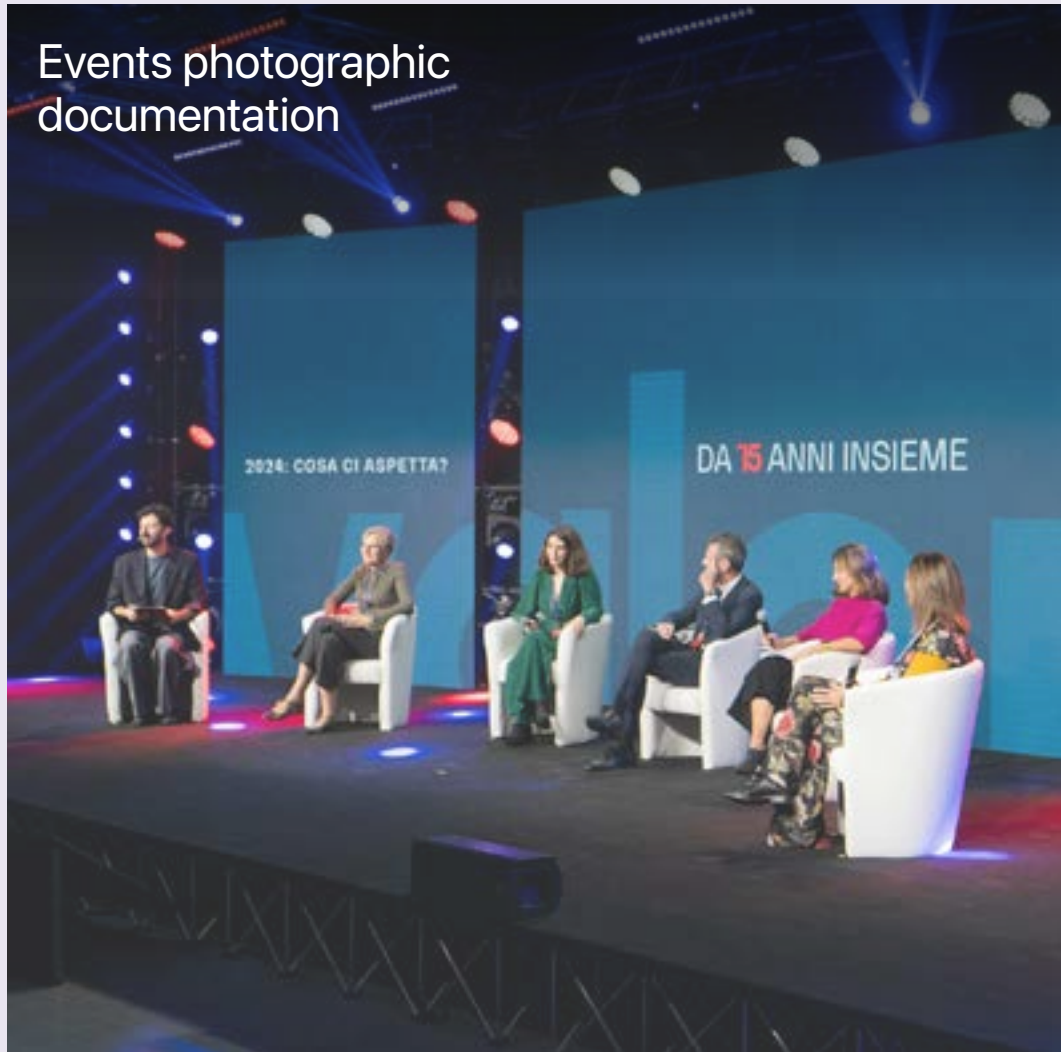
OBJECTIVE

Develop visual content consistent with the coordinated identity of the association and its owned brands Inspiring Girls and Wanter across existing touchpoints, document corporate events, and design custom graphic assets for new initiatives such as live events, podcasts, or social media campaigns.

SOFTWARE

| | |
|--------------------|---|
| Adobe InDesign | Social media content development Strategic plan design and development |
| Adobe Illustrator | Development of brand identity applications |
| Adobe Photoshop | Event photo retouching |
| Adobe Lightroom | Event photo editing |
| Adobe Premiere Pro | Editing of "Direzionari" video footages |

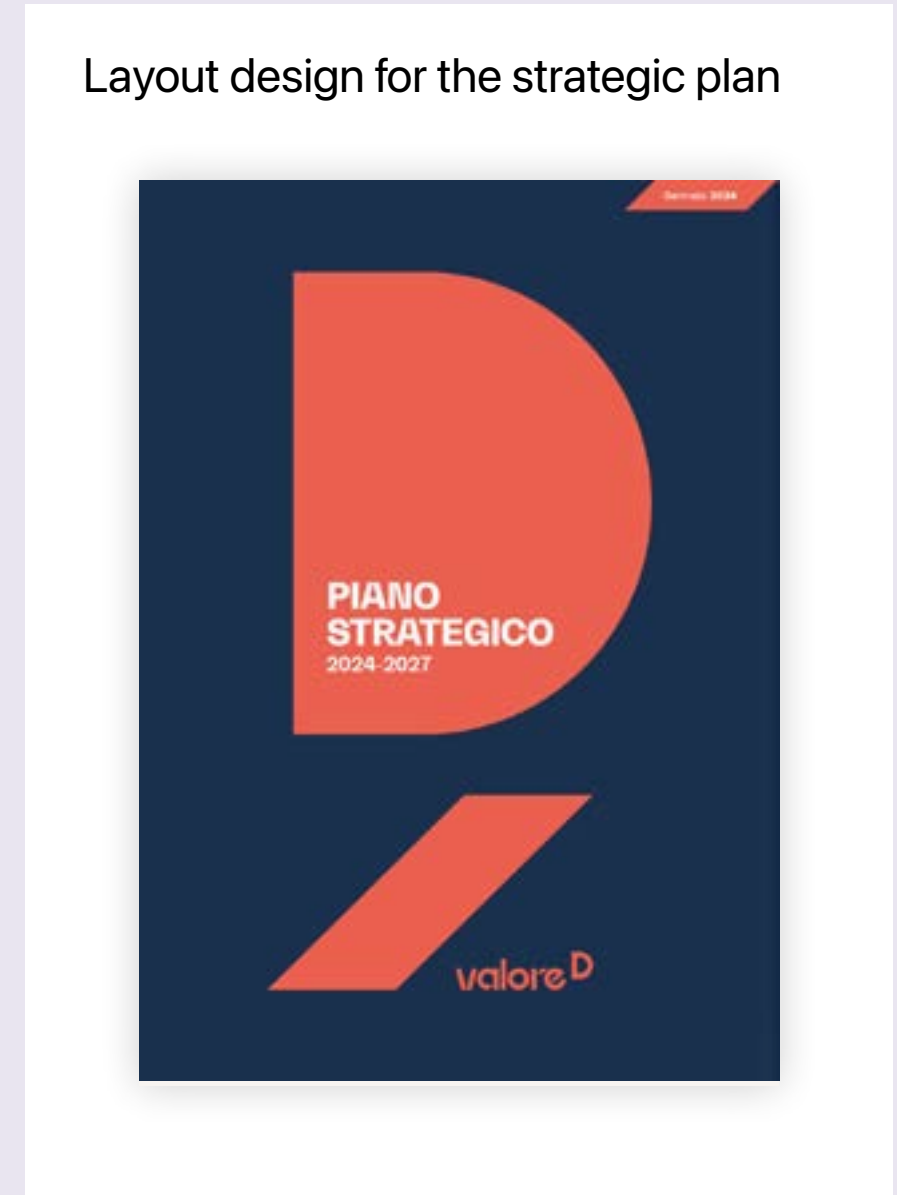
click and discover the project on
www.valeriocaglio.it/progetti/valored



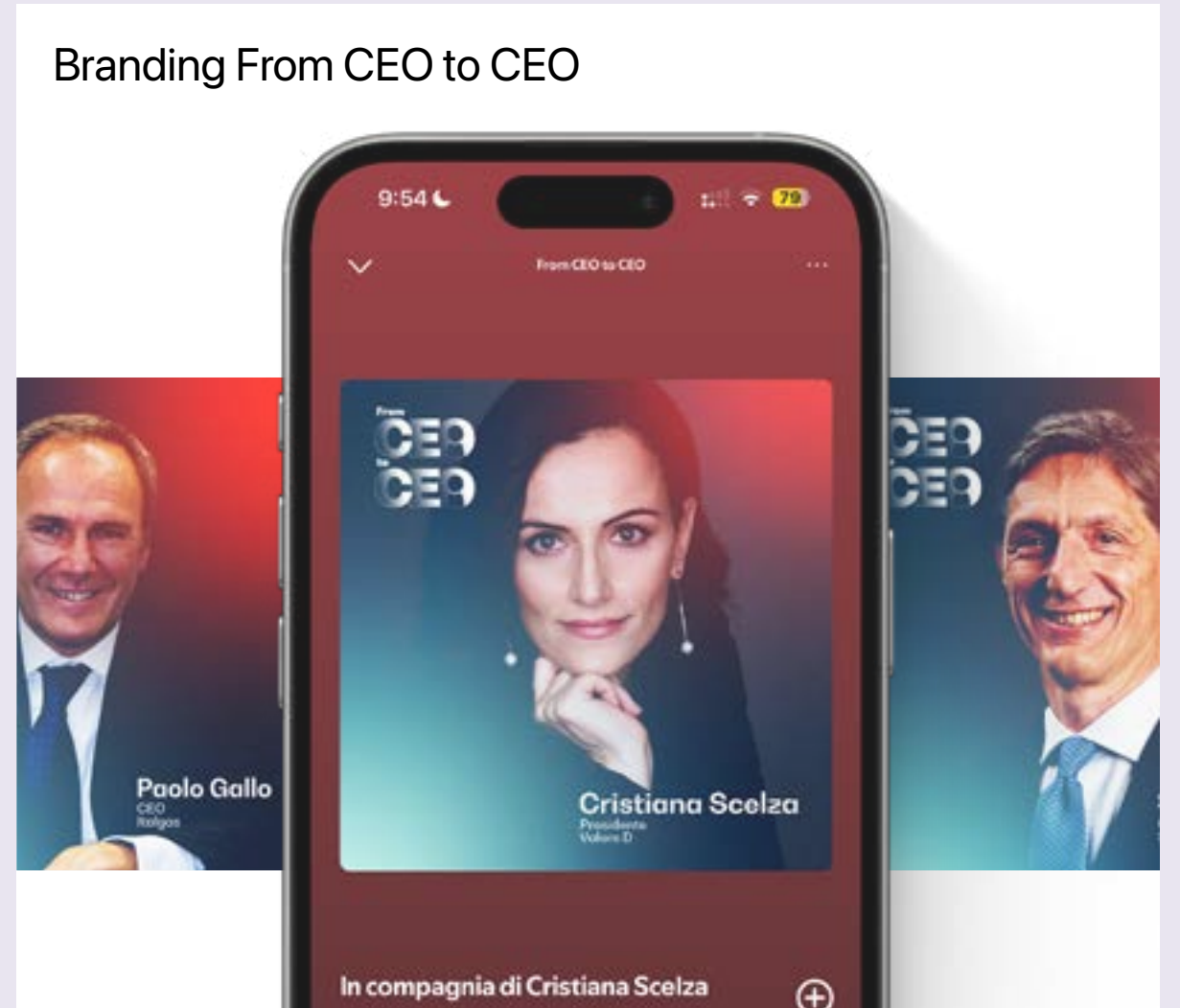
Events photographic documentation



Social media visual design for We Stand 4 STEM campaign



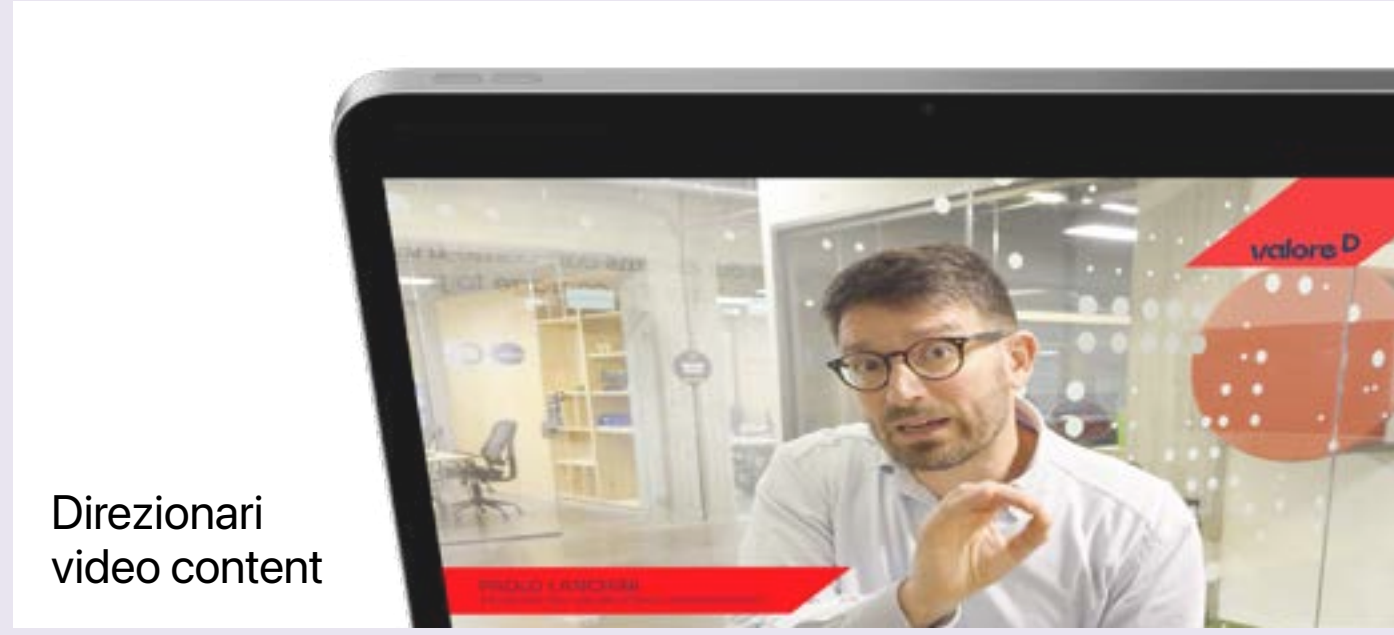
Layout design for the strategic plan



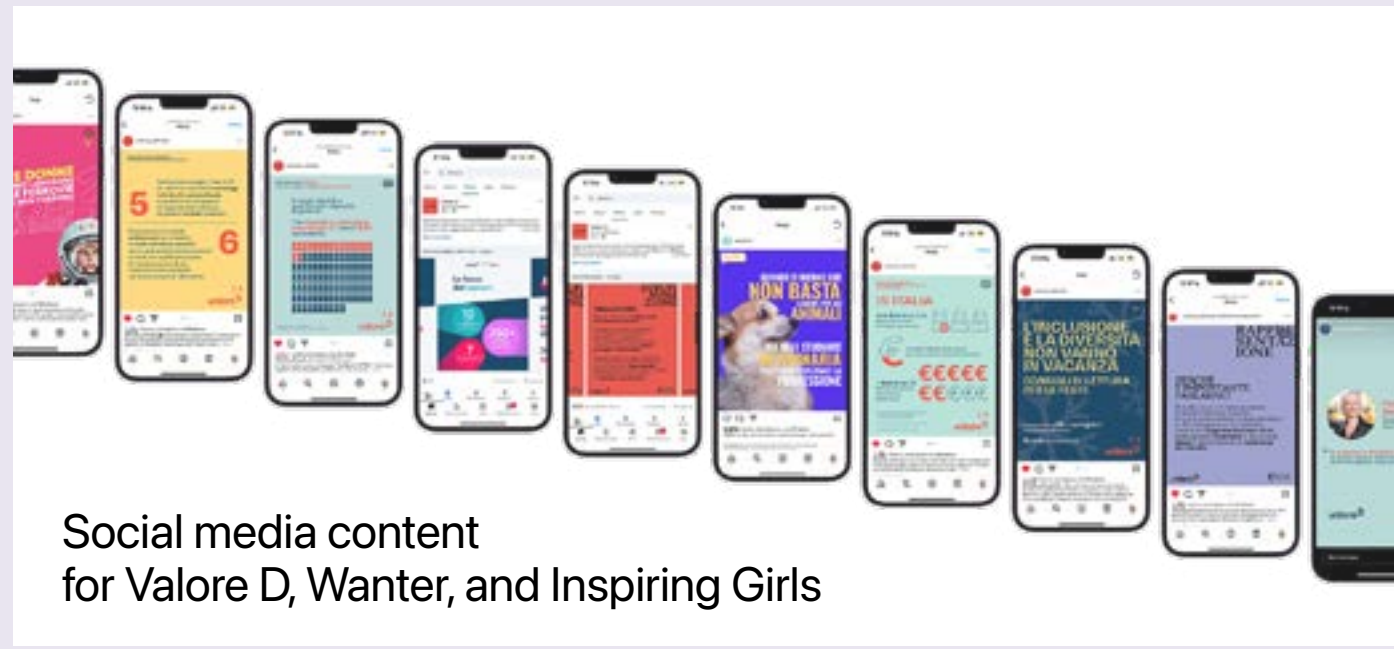
Branding From CEO to CEO



Branding Valore D Live



Direzionari video content



Social media content for Valore D, Wanter, and Inspiring Girls



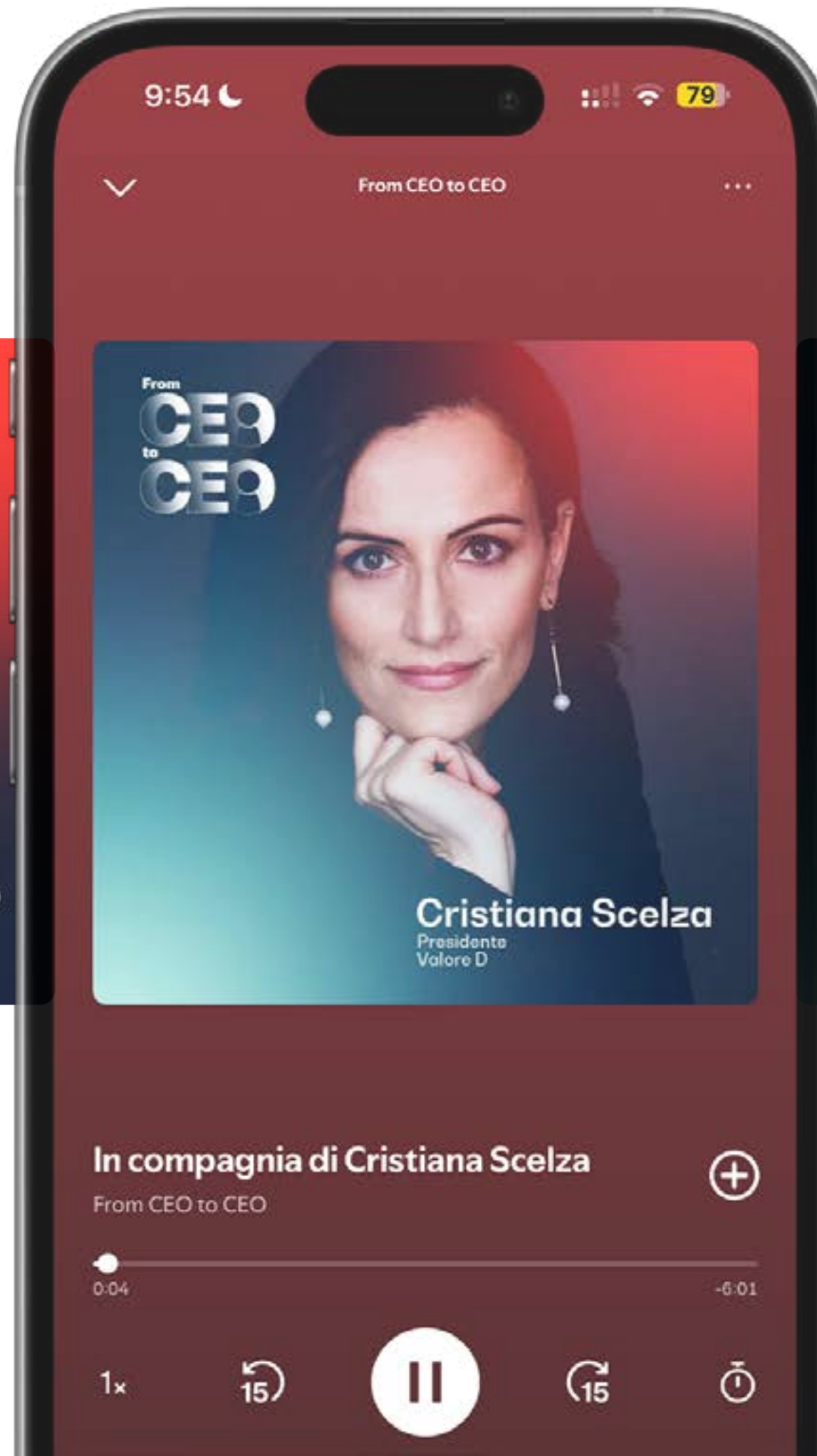
Logo design for Obiettivo PMI

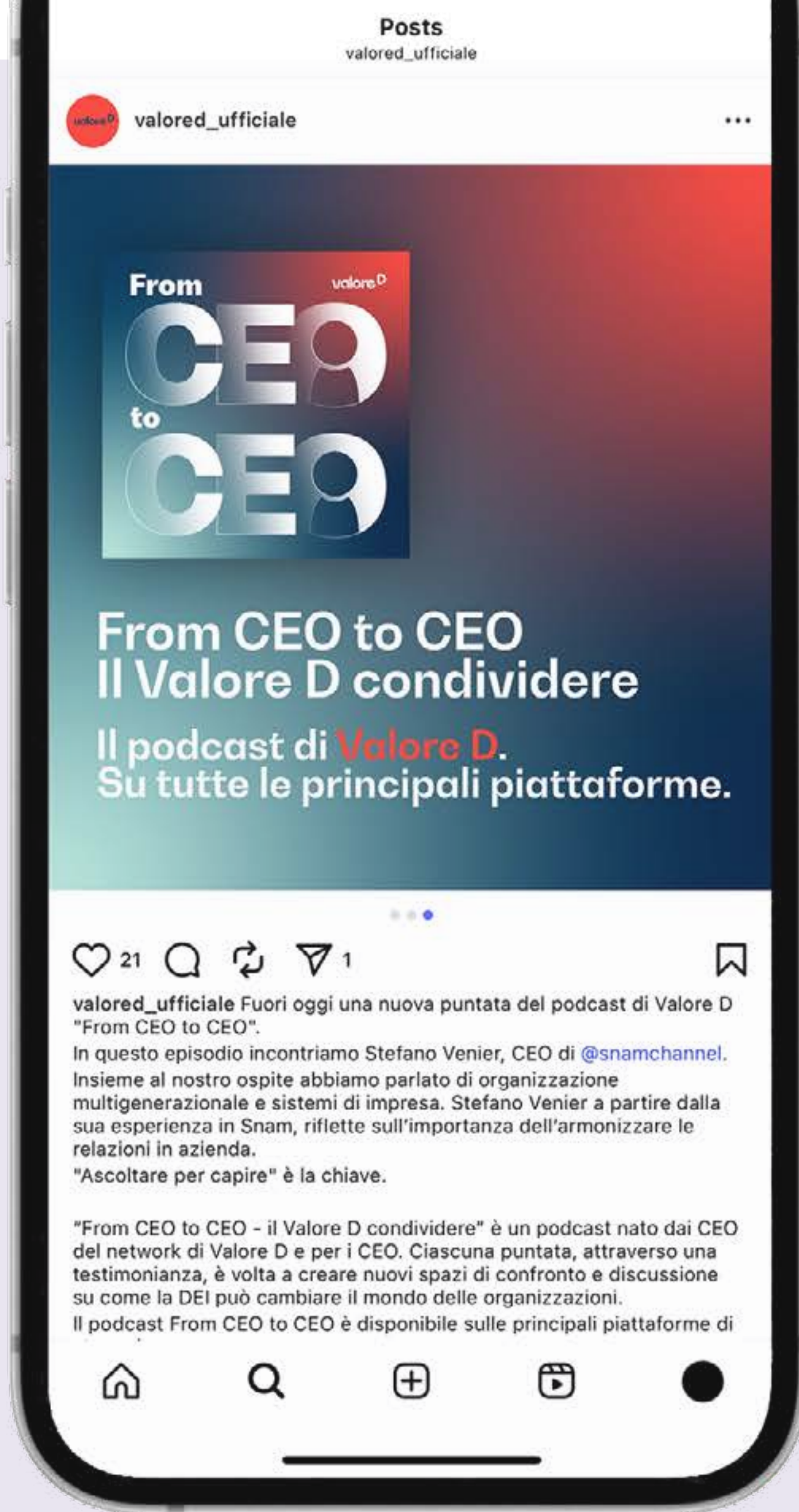


Collaboration in developing texts for the new valored.it website

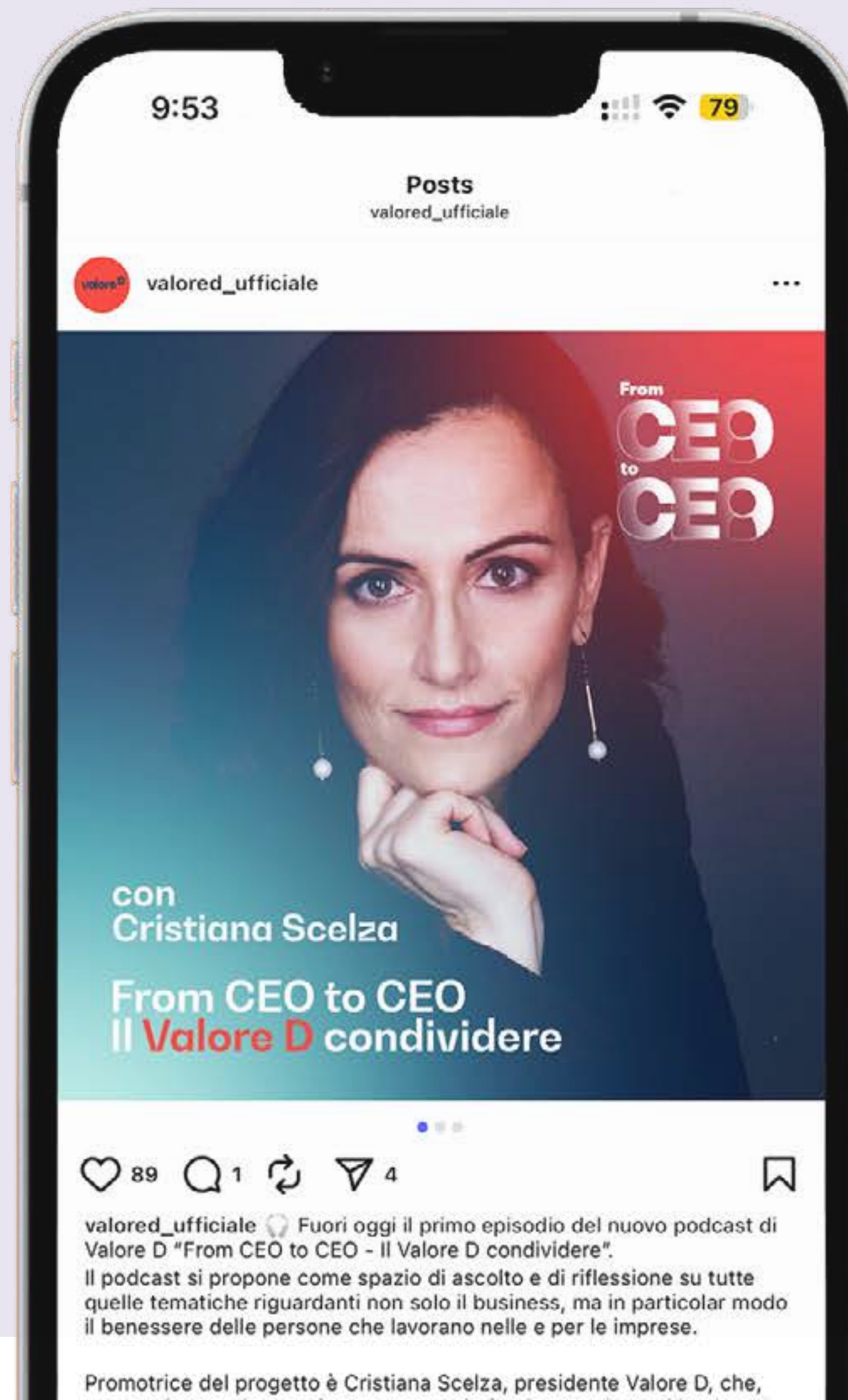
From CEO to CEO: Valore D's new podcast where voices from the community of CEOs of member companies discuss the latest news on D&I topics.

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



Deeply

OBJECTIVE

Develop an online platform for mobile devices that can serve as a safe space for LGBTQIA+ individuals who do not have reference figures or environments where they can explore their sexual orientation or gender identity: a secure environment for a personal journey of self-understanding.

SOFTWARE

Figma

Mobile application prototyping for deep.ly

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

Deeply

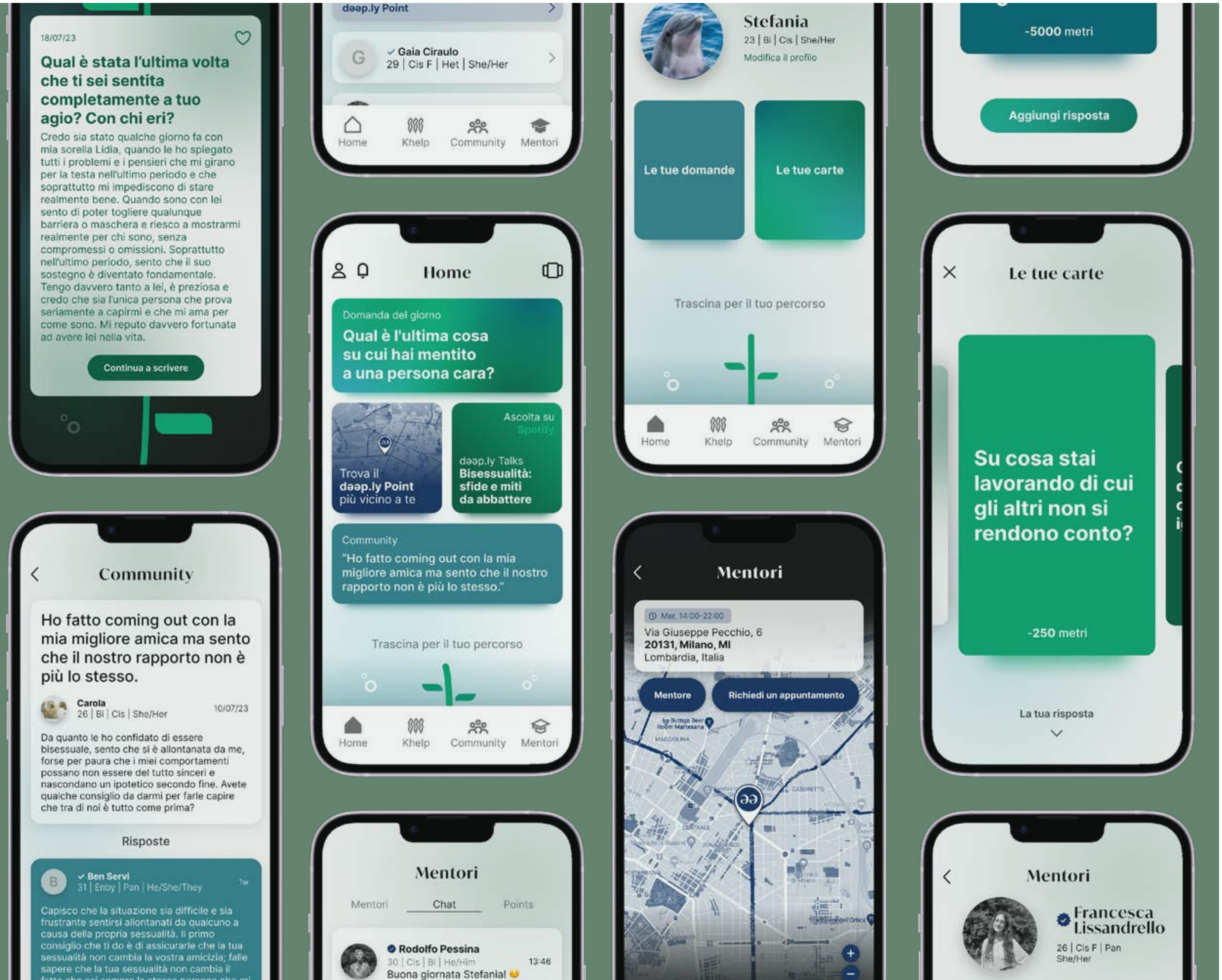
A new comfort zone where you can discover yourself, free from any kind of stereotype.

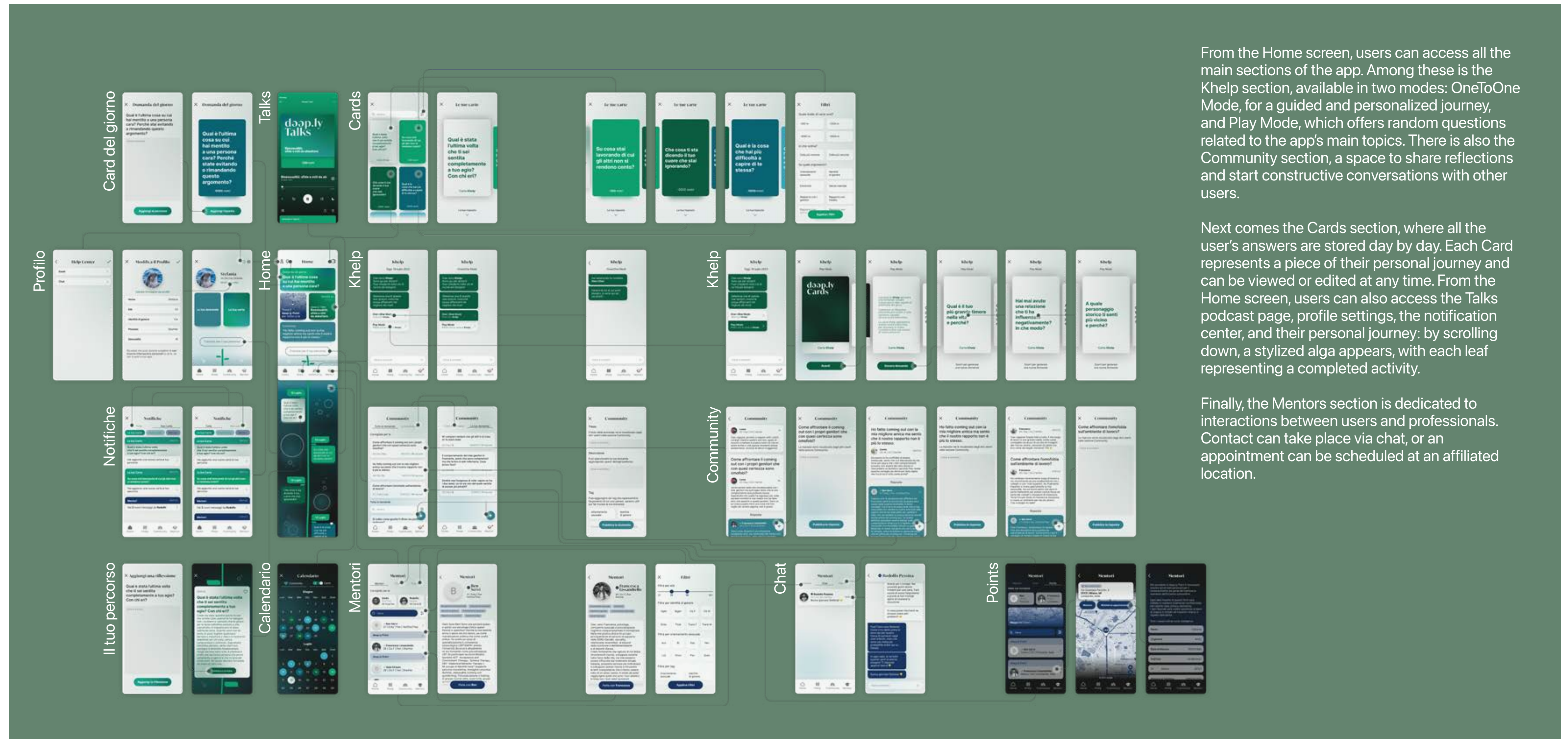
Deep.ly was created with the goal of building a complete and safe ecosystem where queer individuals can feel welcomed, heard, and supported throughout their journey of self-understanding and awareness.

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



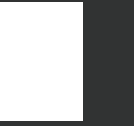


From the Home screen, users can access all the main sections of the app. Among these is the Khelp section, available in two modes: OneToOne Mode, for a guided and personalized journey, and Play Mode, which offers random questions related to the app's main topics. There is also the Community section,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

click and download the Portfolio long version both in Italian or English
www.valeriocaglio.it/download



Thanks
for your attention!