

Valerio Caglio
Graphic & Visual Communication Designer

2025

EN

Portfolio



Hey, I'm Valerio.

Graphic & Visual Communication Designer with a background in Communication Design (2023) and Interior Design (2021) at the Politecnico di Milano. I work on the planning and management of communication in structured contexts, combining strategy, content, and design with a goal-oriented approach focused on consistency and implementability.

I currently work at Seraplastic, where I have a cross-functional role across the entire communication area. I manage complex, multi-channel projects involving branding, digital content, editorial materials, web, and visual communication, coordinating multiple touchpoints in parallel and collaborating with both internal and external stakeholders. In my role, I oversee the entire communication process: from defining positioning, to designing all visual assets, through to operational implementation and channel coordination. I focus on building coherent and scalable communication systems, with particular attention to organization and prioritization, supported by strong project management skills, even in high-pressure environments.

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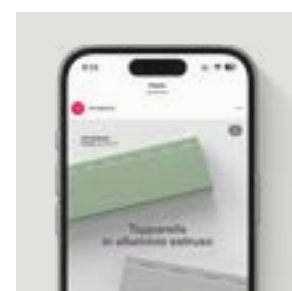
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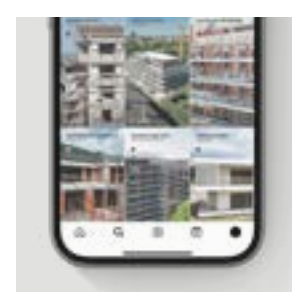


Photo & video

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UX/UI

05-18

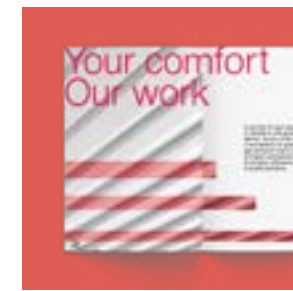
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Citea Outdoor

19-33

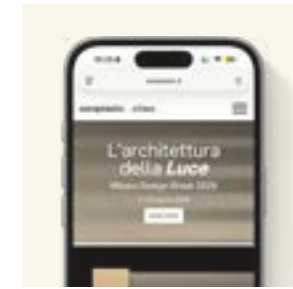
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Seraplastic

34-41

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Serbloc

55-65

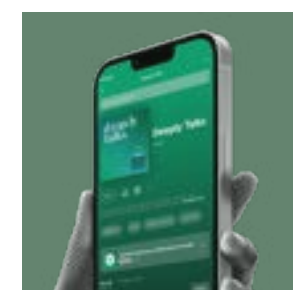
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Valore D

66-71

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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.

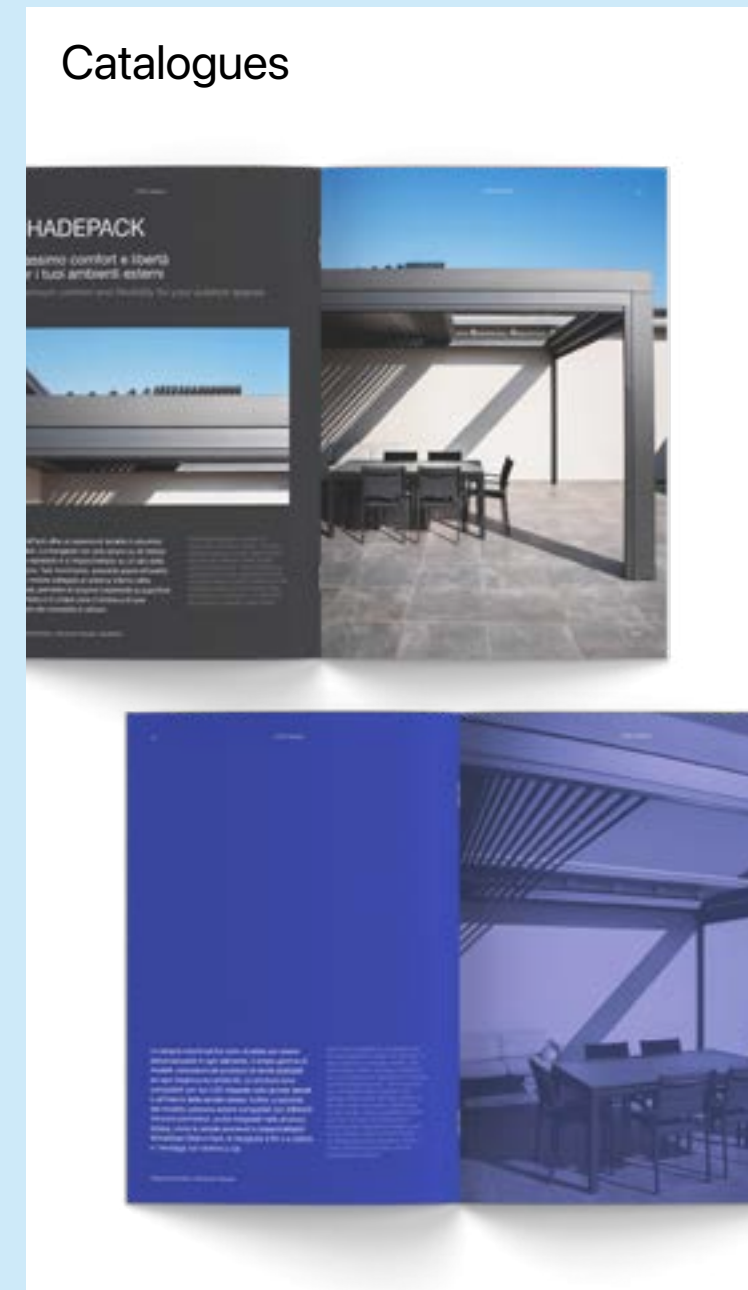
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SOFTWARE

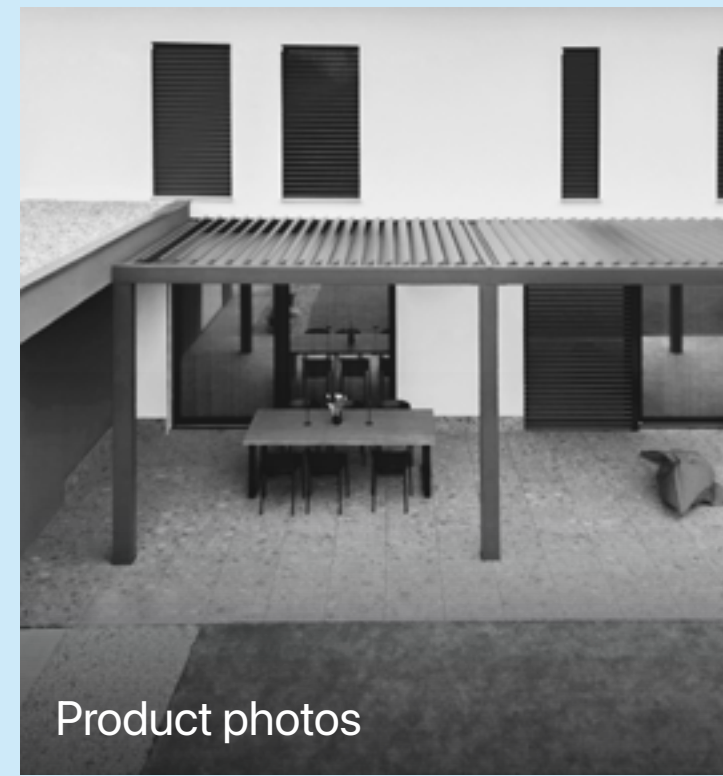
Adobe InDesign	Editorial product design and development
Adobe Illustrator	Social Media content design and development
Adobe Photoshop	Photo retouching of product images and banners
Adobe Lightroom	Product photo editing
Figma	ADV campaign Landing page prototyping
Wordpress	ADV campaign Landing page implementation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



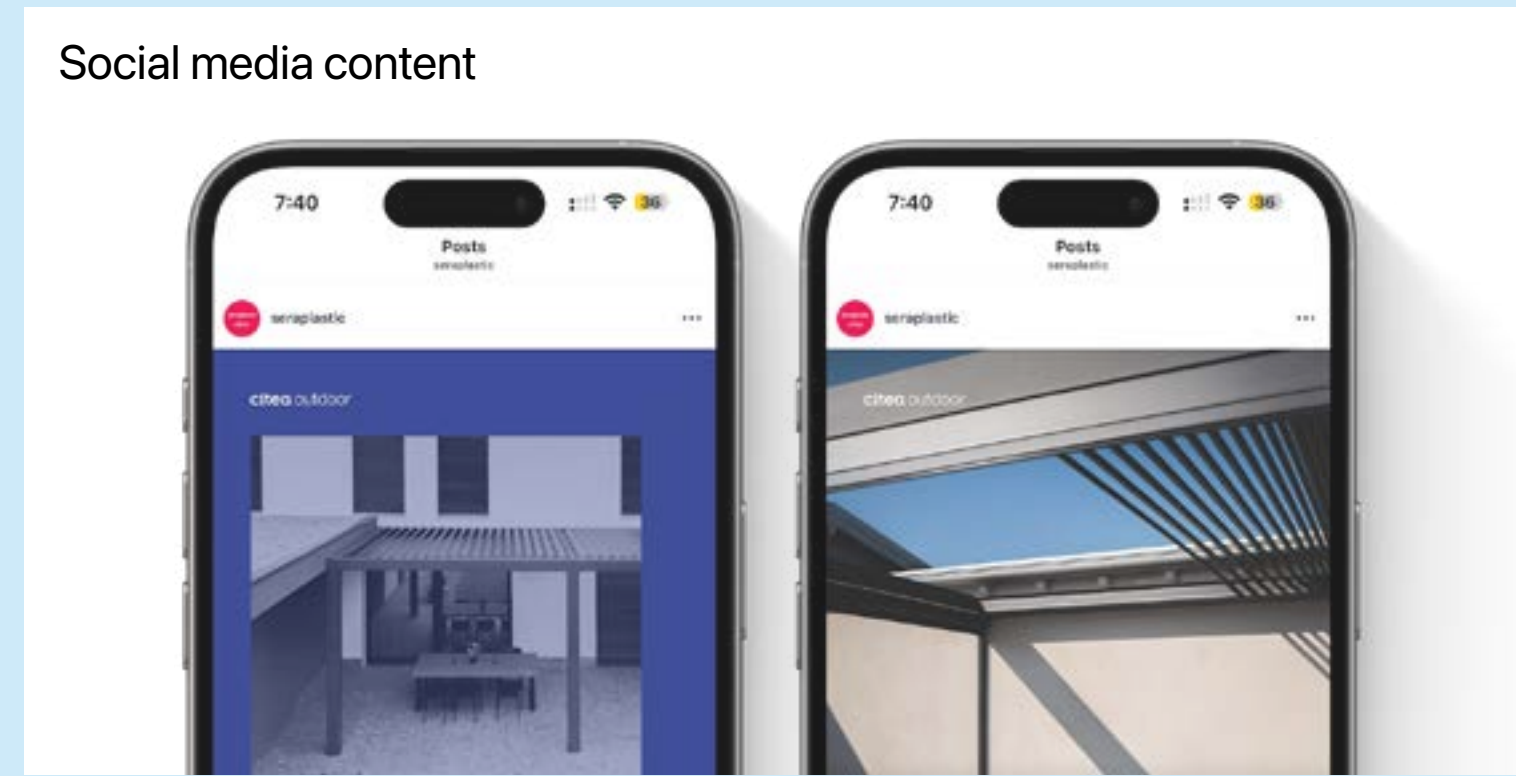
Rollup



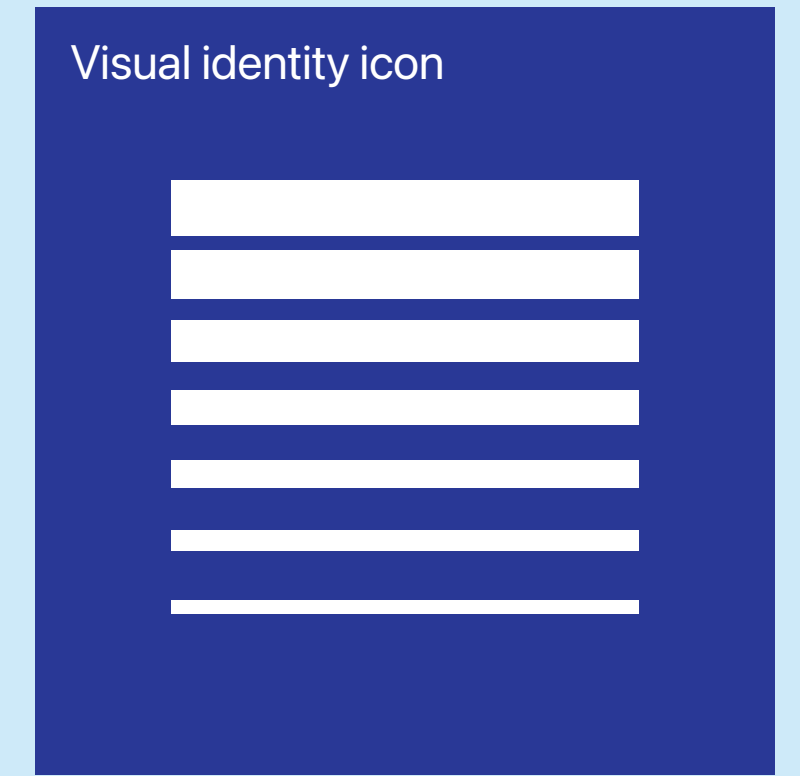
Catalogues



Product photos



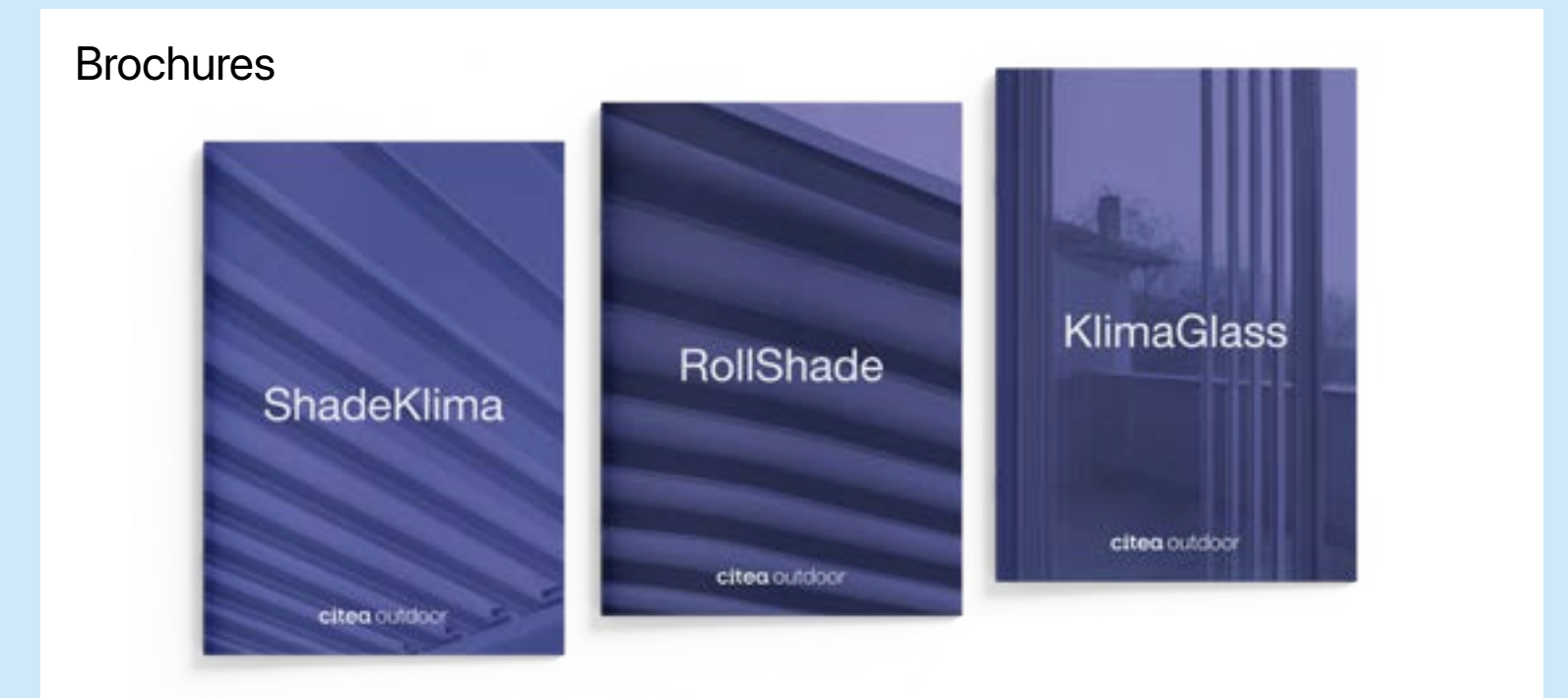
Social media content



Visual identity icon



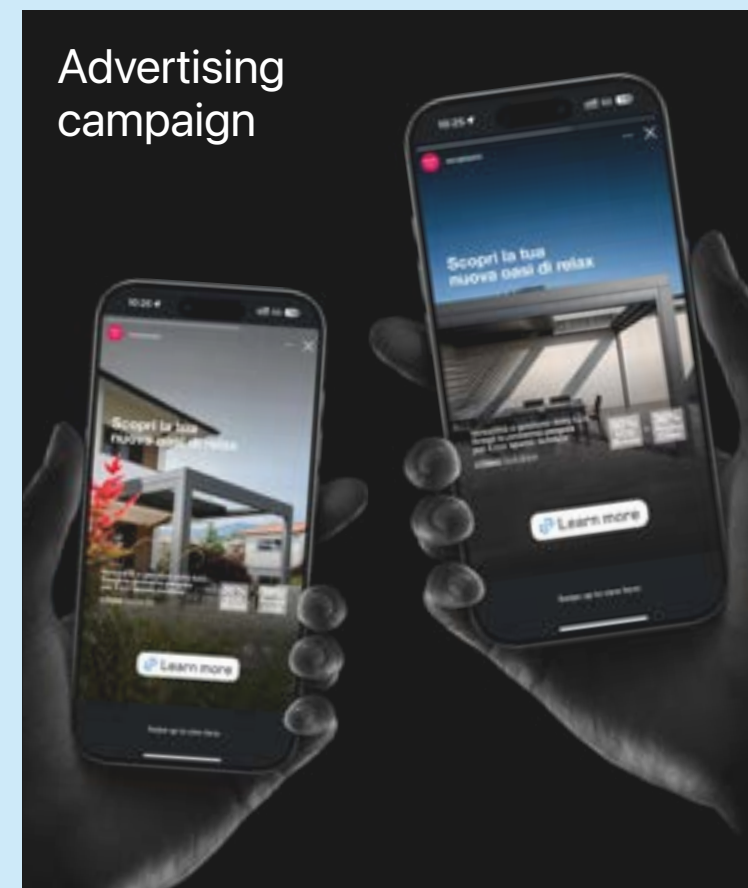
Logotype



Brochures



PowerPoint Slides template



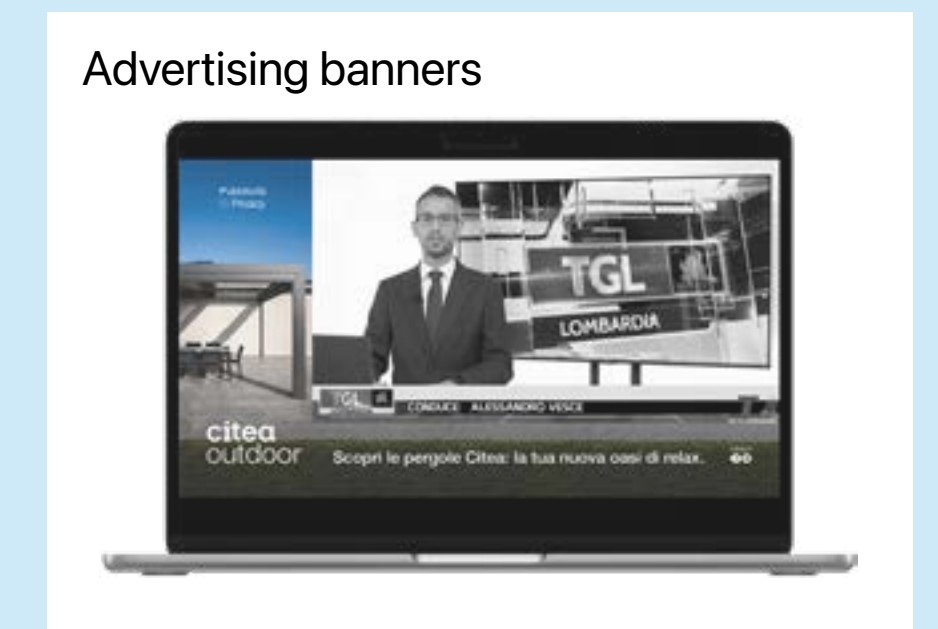
Advertising campaign



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 shading structures for outdoor spaces. The relaunch of the entire product line required a significant communication effort, involving all the company's main touchpoints, with the goal of building a strong, recognizable, and consistent visual identity.

The project began with the redesign of the Citea logo, accompanied by the creation of a specific logotype for the Outdoor line. From there, an integrated communication strategy was developed, covering both print and digital media. Technical and promotional product catalogs were created, along with brochures for the two flagship items, ShadeKlima and RollShade. Social media content was designed for the launch, as well as visuals for the advertising campaign dedicated to the pergolas and bioclimatic structures range. Supporting the online communication, a dedicated landing page was also developed to showcase the new products and the promotions linked to the launch phase.

A deep blue color serves as the visual thread throughout the entire project, chosen as the dominant shade to evoke the clear sky and natural environment in which Citea Outdoor structures

are placed. This tone is consistently applied across printed materials such as catalogs and brochures, as well as digital content, ensuring continuity and coherence in the brand's visual storytelling.

The print communication is organized into three main types of materials: a comprehensive technical catalog with detailed descriptions of all models, an institutional brochure presenting the product line, and two leaflets dedicated to the best-selling products. The entire layout follows a precise and modular graphic language: blue pages introduce the product families, dark grey pages focus on individual structures, and white pages are reserved for technical data sheets.

The development of editorial content was carefully managed at every stage, from designing the index and layout to selecting fonts and colors, producing photographic content, and editing and inserting texts. Every element was meticulously crafted, both in its descriptive and technical components, to ensure a clear, functional reading experience that aligns perfectly with the brand's identity.





Technical catalogue



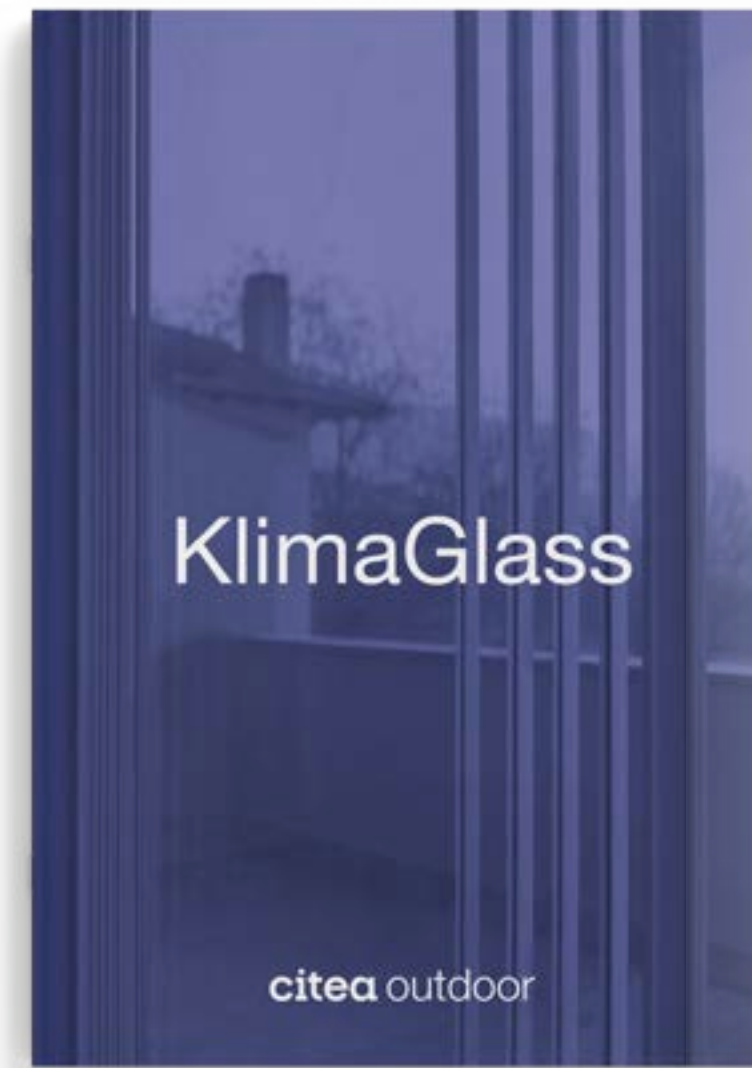
Citea Outdoor line brochure



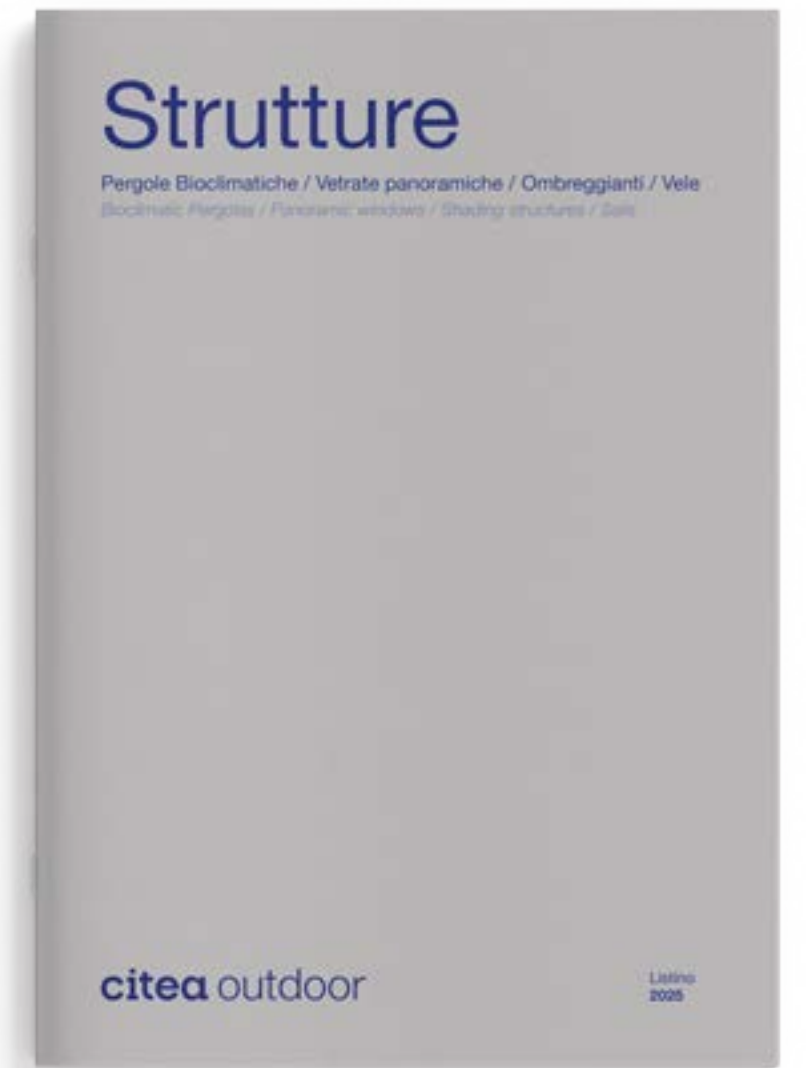
ShadeKlima foldable brochure



RollShade foldable brochure



KlimaGlass foldable brochure



Pricelist

KlimaCover € 16.360,00*

Klima360 € 14.640,00*

ShadeSmart € 7.200,00*

RollShade € 11.120,00*

Le pergole bioclimatiche sono studiate per essere personalizzate in ogni elemento. L'ampio gamma di modelli, dotazioni ed accessori le rende adatte ad ogni esigenza ed ambiente. La struttura sono componibili con luci LED integrate nella grande telaio e all'interno della tavola stessa. Tavole, a seconda del modello, possono essere compatibili con ottimali sistemi per il riscaldamento, acqua integrata nella struttura stessa, come il sistema innovativo e rivoluzionario KlimaGlass Side a Pack, a Frangivento e Side a Cabina e il Veranda con sistema a 20.



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

ShadeKlima

Modello	Caratteristiche	Prezzo	Accessori
SK10	ShadeKlima Classic, con pannello di luce	22	.63
SK20	ShadeKlima Classic, con pannello di luce	23	.64
SK30	ShadeKlima Classic, con pannello di luce	23	.64
SK40	ShadeKlima Classic, con pannello di luce	24	.65
SK00	ShadeKlima Classic, con pannello di luce	25	.66
SK60	ShadeKlima Classic, con pannello di luce	25	.66

Accessori compatibili
Componenti optional



Pergolende

Pergolas

Una finestra sul cielo, per la massima fruibilità degli spazi esterni

A window to the sky, enabling full enjoyment of outdoor spaces.

Il prodotto

Caratteristiche

Chiusura

Supporti piante

Colori

Struttura autoportante

Self supporting structure

SR10

Configurazioni

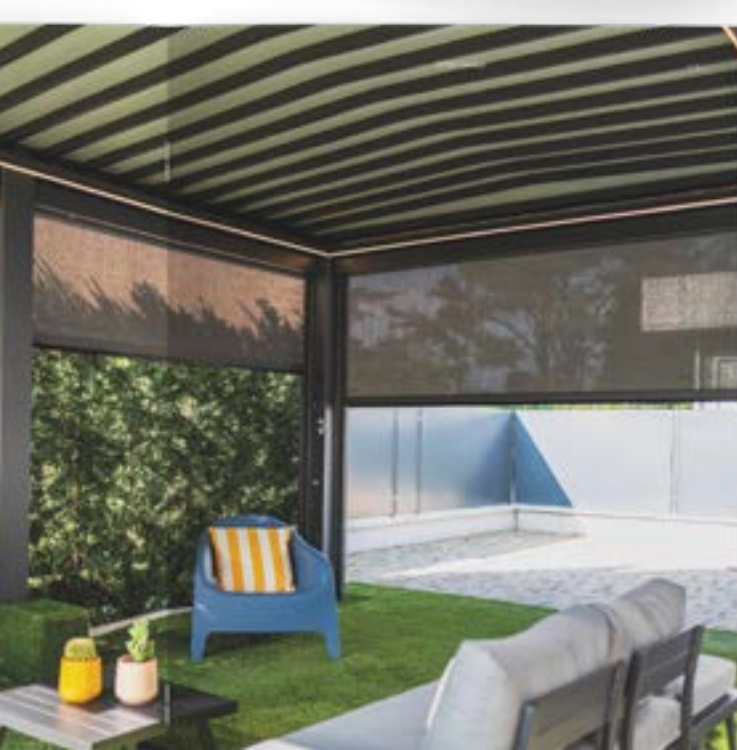


Indice codici prodotto

Product code index

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SP20	ShadePack Pro	48
SP30	ShadePack Pro	49
SP40	ShadePack Pro	50
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SK20	ShadeKlima	64
SK30	ShadeKlima	65
SK40	ShadeKlima	66
SK00	ShadeKlima	66
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SK20	ShadeKlima Light	76
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SK40	ShadeKlima Light	78
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Modello	Caratteristiche	Prezzo
SM10	ShadeSmart	103
SM20	ShadeSmart	104
SM30	ShadeSmart	105
RH10	RollShade	119
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Colori e tessuti

Color and fabrics

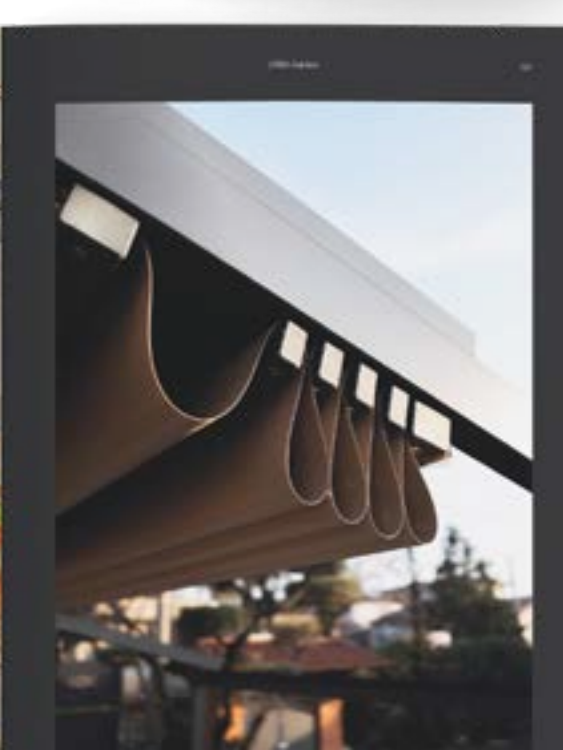
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Colori e tessuti

Color and fabrics

Colori e tessuti

Color and fabrics



ShadeKlima SK10

ShadeKlima Classic, con pannello di luce

Modello	Caratteristiche	Prezzo
SK10	ShadeKlima Classic, con pannello di luce	22

ShadeKlima SK20

ShadeKlima Classic, con pannello di luce

Modello	Caratteristiche	Prezzo
SK20	ShadeKlima Classic, con pannello di luce	23

ShadeKlima € 12.260,00*

Il prodotto
 Il sistema ShadeKlima è un sistema di ombreggiamento innovativo che permette di creare spazi esterni confortevoli e protetti dal sole. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Caratteristiche
 - Lamelle in PVC
 - Struttura in alluminio anodizzato
 - Regolabile in 30 posizioni
 - Resistente a urti e graffi

Configurazioni
 - ShadeKlima Standard
 - ShadeKlima con tavolo
 - ShadeKlima con sedili
 - ShadeKlima con tavolino

ShadeKlima Light € 10.000,00*

Il prodotto
 Il sistema ShadeKlima Light è un sistema di ombreggiamento innovativo che permette di creare spazi esterni confortevoli e protetti dal sole. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Caratteristiche
 - Lamelle in PVC
 - Struttura in alluminio anodizzato
 - Regolabile in 30 posizioni
 - Resistente a urti e graffi

Configurazioni
 - ShadeKlima Light Standard
 - ShadeKlima Light con tavolo
 - ShadeKlima Light con sedili
 - ShadeKlima Light con tavolino



Struttura autoportante € 10.000,00*

Il prodotto
 La struttura autoportante è un sistema di ombreggiamento innovativo che permette di creare spazi esterni confortevoli e protetti dal sole. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Caratteristiche
 - Lamelle in PVC
 - Struttura in alluminio anodizzato
 - Regolabile in 30 posizioni
 - Resistente a urti e graffi

Configurazioni
 - Struttura autoportante Standard
 - Struttura autoportante con tavolo
 - Struttura autoportante con sedili
 - Struttura autoportante con tavolino

Sostenibilità sinonimo di innovazione
Sustainability means innovation

La sostenibilità di un prodotto non si misura solo nelle sue caratteristiche tecniche, ma anche nel suo impatto ambientale e sociale. Il sistema ShadeKlima è progettato per essere sostenibile e innovativo, utilizzando materiali di alta qualità e processi di produzione a basso impatto ambientale.

Il sistema ShadeKlima è progettato per essere sostenibile e innovativo, utilizzando materiali di alta qualità e processi di produzione a basso impatto ambientale. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato.

RollShade € 11.120,00*

Il prodotto
 Il sistema RollShade è un sistema di ombreggiamento innovativo che permette di creare spazi esterni confortevoli e protetti dal sole. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Caratteristiche
 - Lamelle in PVC
 - Struttura in alluminio anodizzato
 - Regolabile in 30 posizioni
 - Resistente a urti e graffi

Configurazioni
 - RollShade Standard
 - RollShade con tavolo
 - RollShade con sedili
 - RollShade con tavolino

RollShade Vitale € 5.660,00*

Il prodotto
 Il sistema RollShade Vitale è un sistema di ombreggiamento innovativo che permette di creare spazi esterni confortevoli e protetti dal sole. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Caratteristiche
 - Lamelle in PVC
 - Struttura in alluminio anodizzato
 - Regolabile in 30 posizioni
 - Resistente a urti e graffi

Configurazioni
 - RollShade Vitale Standard
 - RollShade Vitale con tavolo
 - RollShade Vitale con sedili
 - RollShade Vitale con tavolino

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 serie KimaGlass nasce per chi vuole spazi esterni eleganti e confortevoli. È composta da una struttura in alluminio anodizzato e da vetrate in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Opzioni sistema
 System options

Il sistema ShadeKlima è progettato per essere flessibile e adattabile a diverse esigenze. È possibile scegliere tra diverse configurazioni di lamelle e strutture per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Opzioni impacchettamento
 Packaging options

Il sistema ShadeKlima è progettato per essere facile da installare e da mantenere. È possibile scegliere tra diverse opzioni di impacchettamento per facilitare l'installazione e la manutenzione. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

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

Il sistema ShadePack Pro è un sistema di ombreggiamento innovativo che permette di creare spazi esterni confortevoli e protetti dal sole. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Caratteristiche
 - Lamelle in PVC
 - Struttura in alluminio anodizzato
 - Regolabile in 30 posizioni
 - Resistente a urti e graffi

Configurazioni
 - ShadePack Pro Standard
 - ShadePack Pro con tavolo
 - ShadePack Pro con sedili
 - ShadePack Pro con tavolino

KimaGlass Slide € 2.750,00*

Il prodotto
 Il sistema KimaGlass Slide è un sistema di ombreggiamento innovativo che permette di creare spazi esterni confortevoli e protetti dal sole. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

Caratteristiche
 - Lamelle in PVC
 - Struttura in alluminio anodizzato
 - Regolabile in 30 posizioni
 - Resistente a urti e graffi

Configurazioni
 - KimaGlass Slide Standard
 - KimaGlass Slide con tavolo
 - KimaGlass Slide con sedili
 - KimaGlass Slide con tavolino

KimaGlass Pack € 4.000,00*

Il prodotto
 Il sistema KimaGlass Pack è un sistema di ombreggiamento innovativo che permette di creare spazi esterni confortevoli e protetti dal sole. È composto da una struttura in alluminio anodizzato e da lamelle in PVC che possono essere regolate in diverse posizioni per ottenere il livello di ombreggiamento desiderato. Il sistema è installato su un tetto a 140° per offrire un'ampia copertura e protezione.

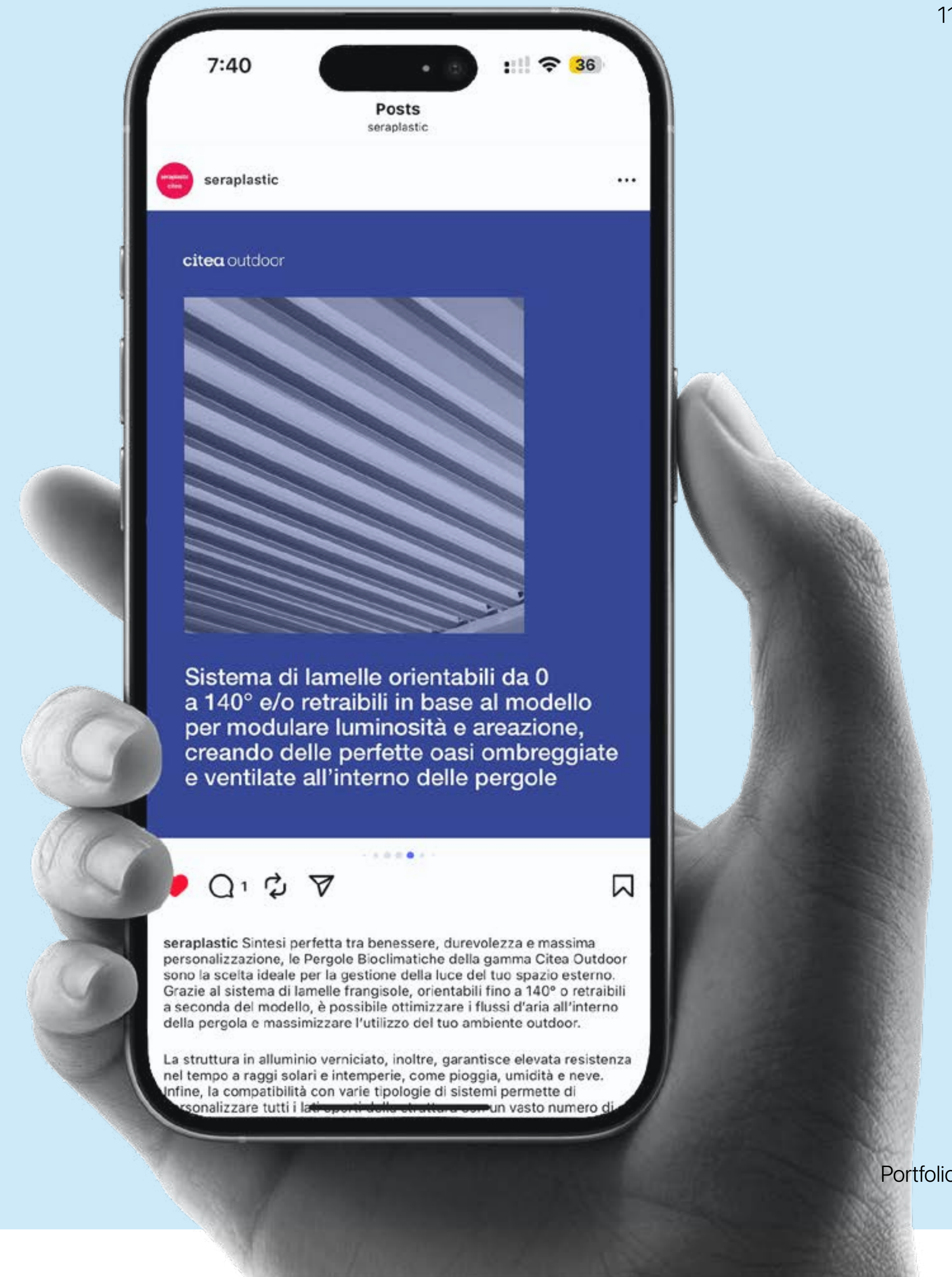
Caratteristiche
 - Lamelle in PVC
 - Struttura in alluminio anodizzato
 - Regolabile in 30 posizioni
 - Resistente a urti e graffi

Configurazioni
 - KimaGlass Pack Standard
 - KimaGlass Pack con tavolo
 - KimaGlass Pack con sedili
 - KimaGlass Pack con tavolino

The social content dedicated to the Citea Outdoor line on Seraplastic's profiles highlights the features of each product range.

The social media content dedicated to the Citea Outdoor line, published on Seraplastic's [Instagram](#), [Facebook](#) and [LinkedIn](#) pages, maintains visual and stylistic consistency with the brand's printed materials. Colors, fonts, and graphic language closely follow the identity established for the catalogs, creating a seamless narrative between offline and online communication. The posts showcase the entire range of structures in the catalog, such as pergolas, bioclimatic solutions, and shading sails, alongside focused insights on individual products, including the ShadeKlima model.

The design of the social content was carefully managed at every stage, from defining the visual concept to graphic development, and writing all the accompanying texts. This thorough and detailed work aims to strengthen the brand's digital presence and highlight each product through clear, coherent, and recognizable communication.





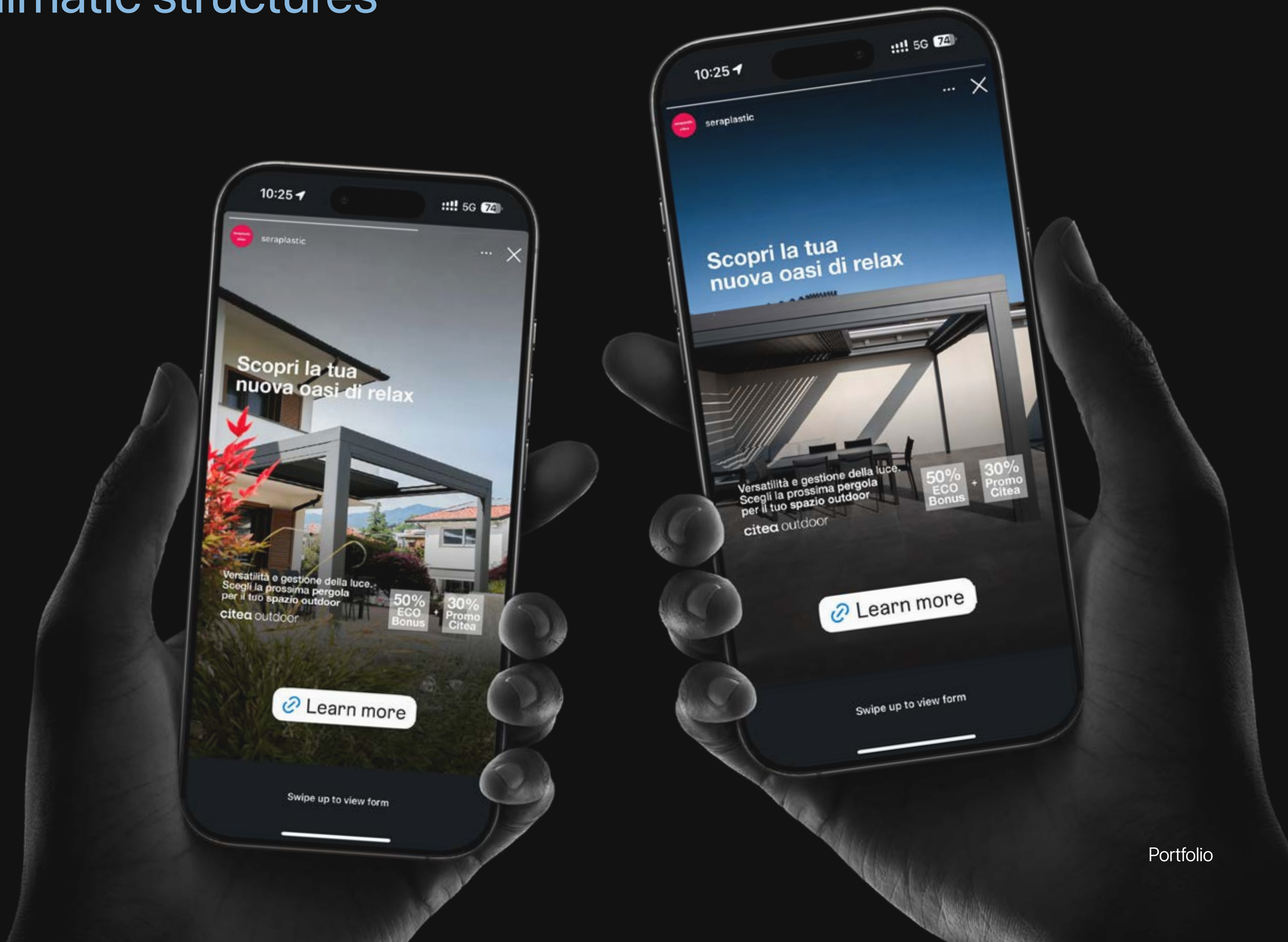
"Discover your new oasis of relaxation": the social campaign dedicated to pergolas and bioclimatic structures for the launch of Citea Outdoor.

Alongside the launch of the Citea Outdoor line on Seraplastic's official channels, a social campaign titled "Discover your new oasis of relaxation" was created and rolled out across Facebook, Instagram, and Google Ads. Unlike communications targeted at professionals, this campaign is aimed at a B2C audience, with the goal of directly engaging end customers interested in installing a pergola or shading structure in their outdoor space.

For social media, the work involved the complete visual design of the campaign, with graphics carefully crafted to showcase the product clearly, aspirationally, and in line with the brand's visual identity. Each visual was paired with tailored copy, designed to speak directly and effectively to the private consumer audience.

Supporting the promotional campaign is a combined offer that merges the 50% ECO Bonus tax deduction for solar shading systems with an additional 30% discount offered by the company.

All social content links to a landing page dedicated hosted on the official website, where users can explore the technical features of the products and review all details of the current promotion. This campaign was an opportunity to combine visual storytelling, promotional strategy, and customer focus, helping to strengthen the brand's visibility in the consumer market.





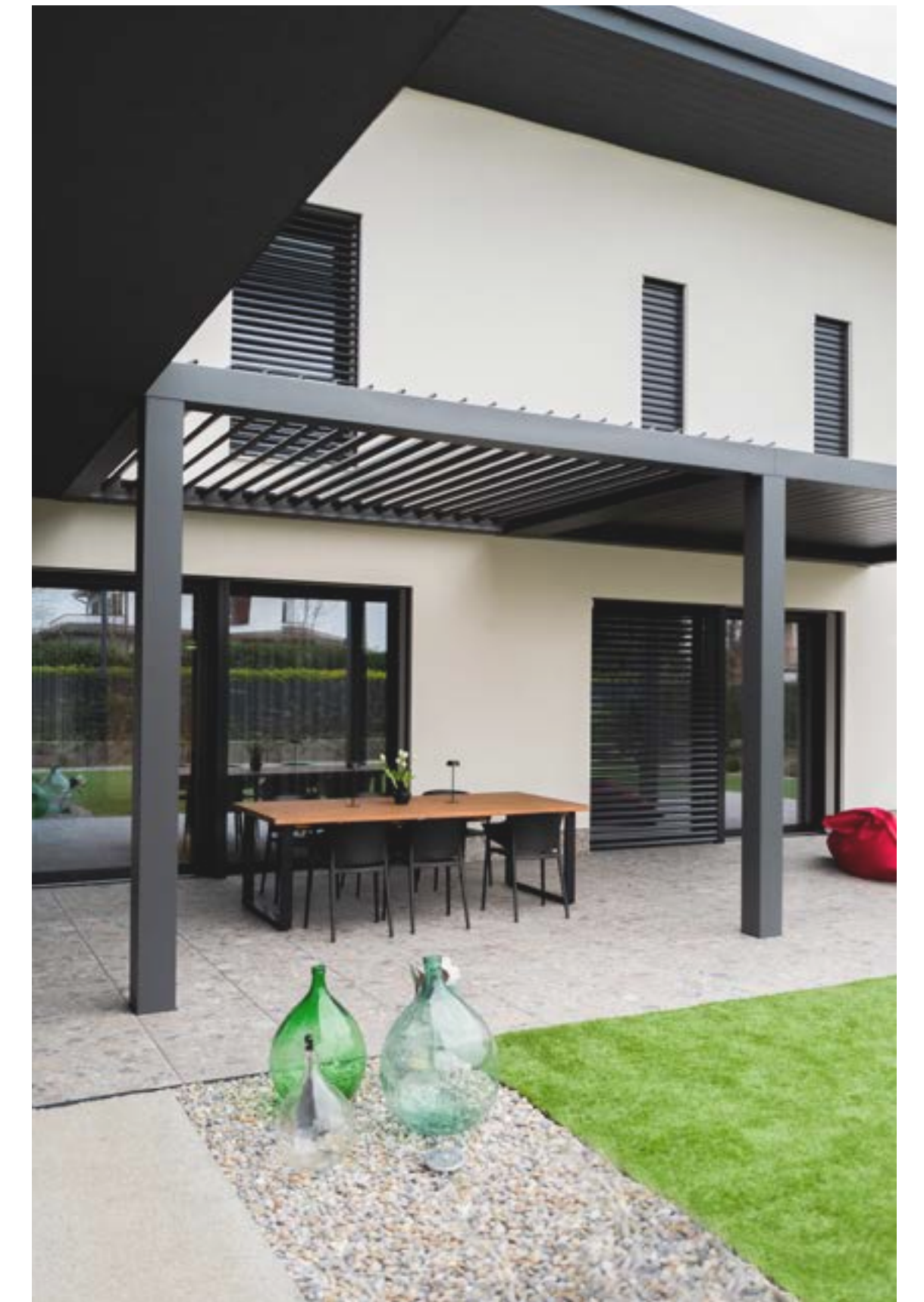
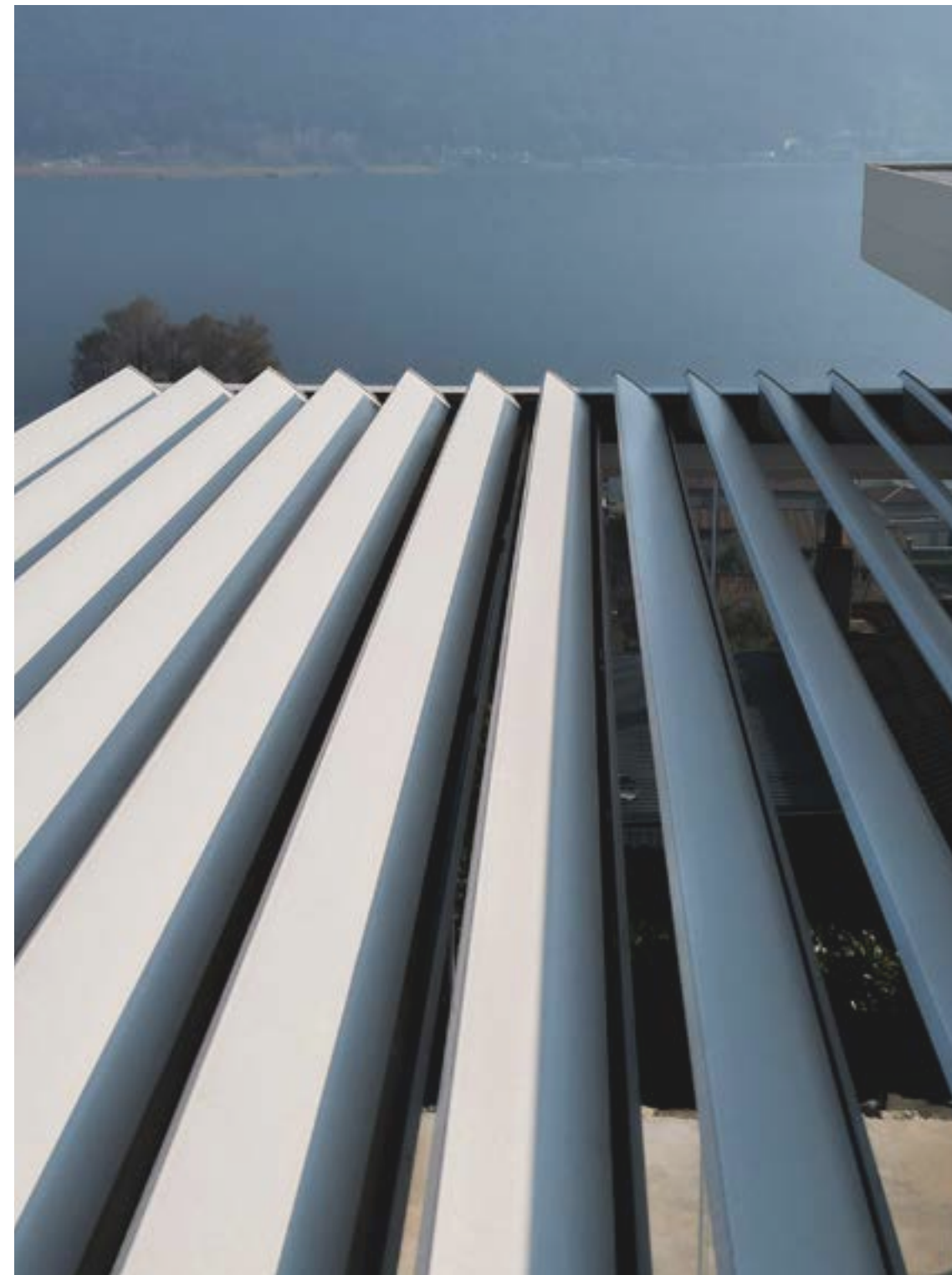


The photographic documentation of Citea Outdoor products highlights the benefits of installing a shading structure in outdoor spaces, focusing on details, colors, materials, and the ability to control light in the environment.

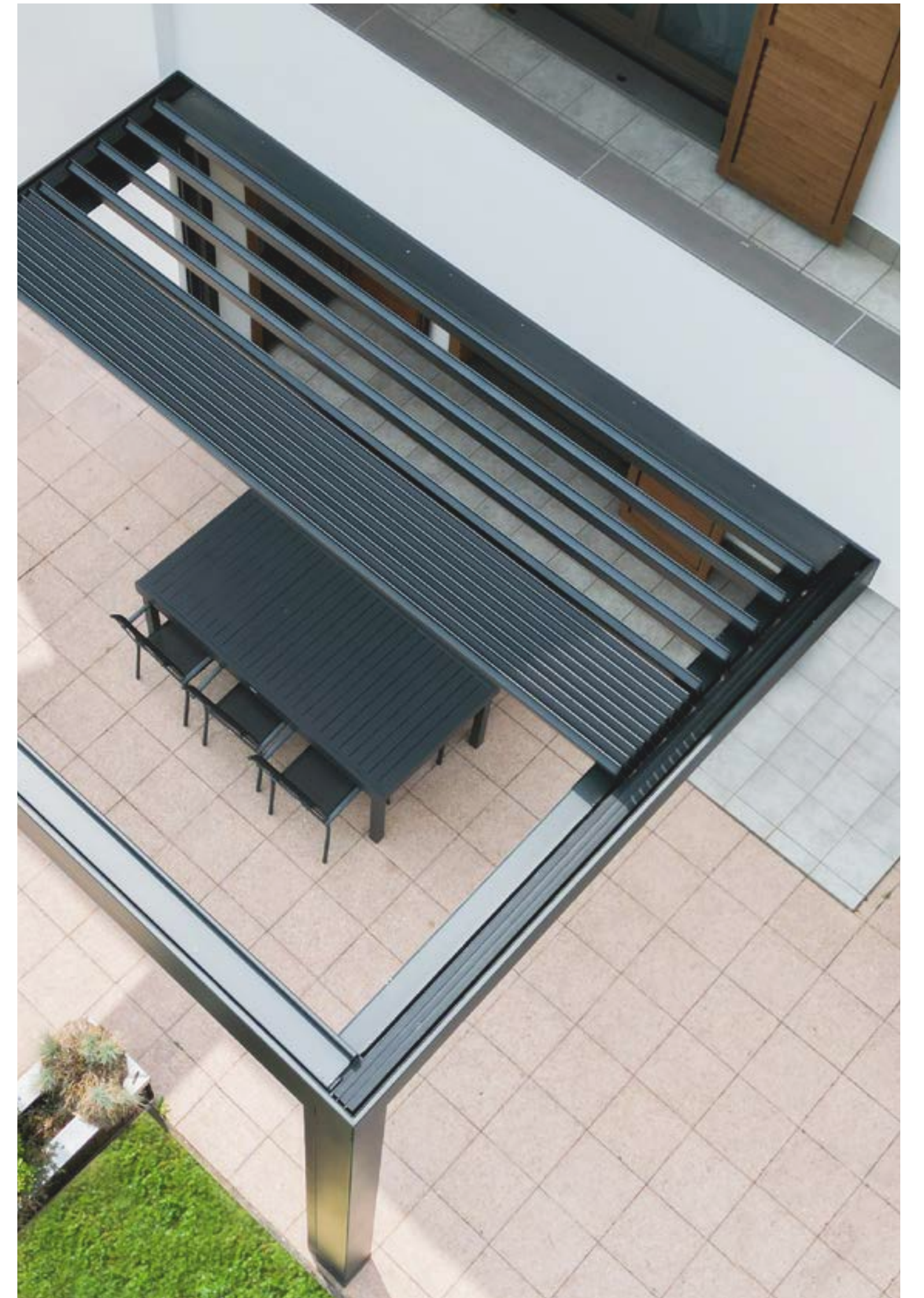
The entire photographic archive of the Citea Outdoor structures was created in the spring of 2025, with the aim of building a complete visual database to support the dealer network and the development of all digital and print content related to the new product line. The photoshoot involved all the structures in the catalog, documented through a combination of aerial shots and close-up images, designed to deliver a clear, immersive visual narrative consistent with the brand's identity.

The photographs were taken using a DJI Mini 3 Pro drone to provide panoramic views and contextualize the structures in the outdoor space, and a Leica Q camera to capture the technical and material details of the products.

Each shot was carefully post-processed using professional software such as Lightroom and Photoshop, aiming to achieve high-quality images versatile for both online and offline use. The final output was also optimized for large formats, such as roll-ups or display materials requested by dealers, always ensuring visual consistency and high-level color accuracy.







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

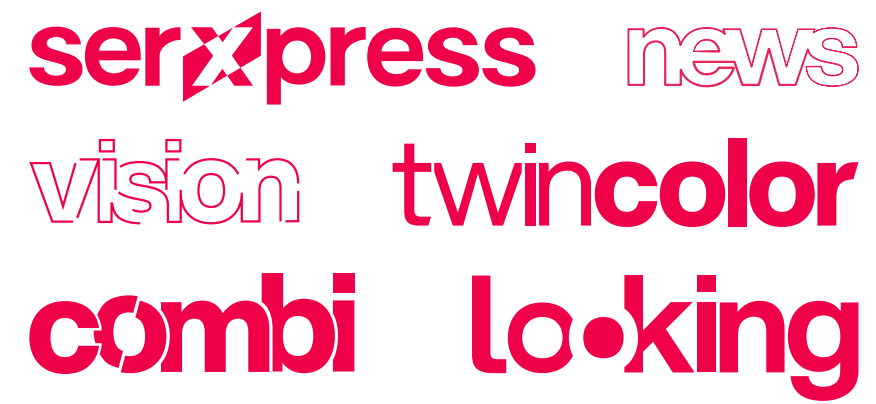


Planner

Foldable brochures



Product and service logos

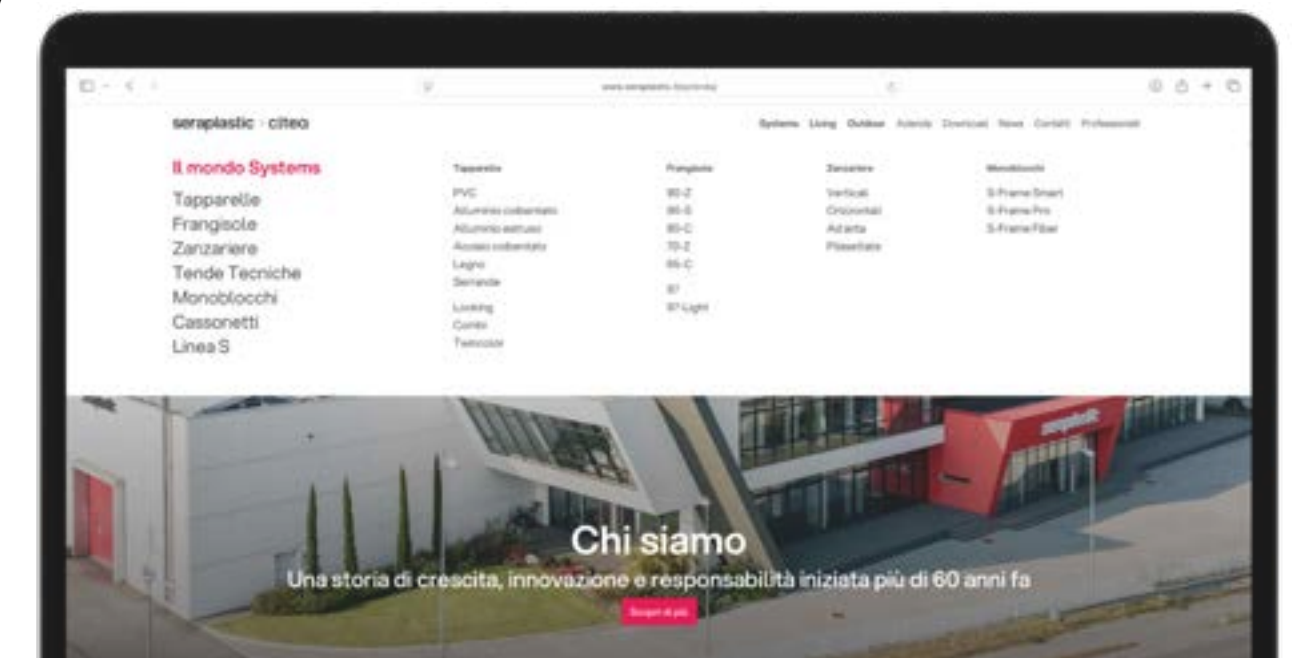


Calendars



seraplastic

Company website



Catalogues



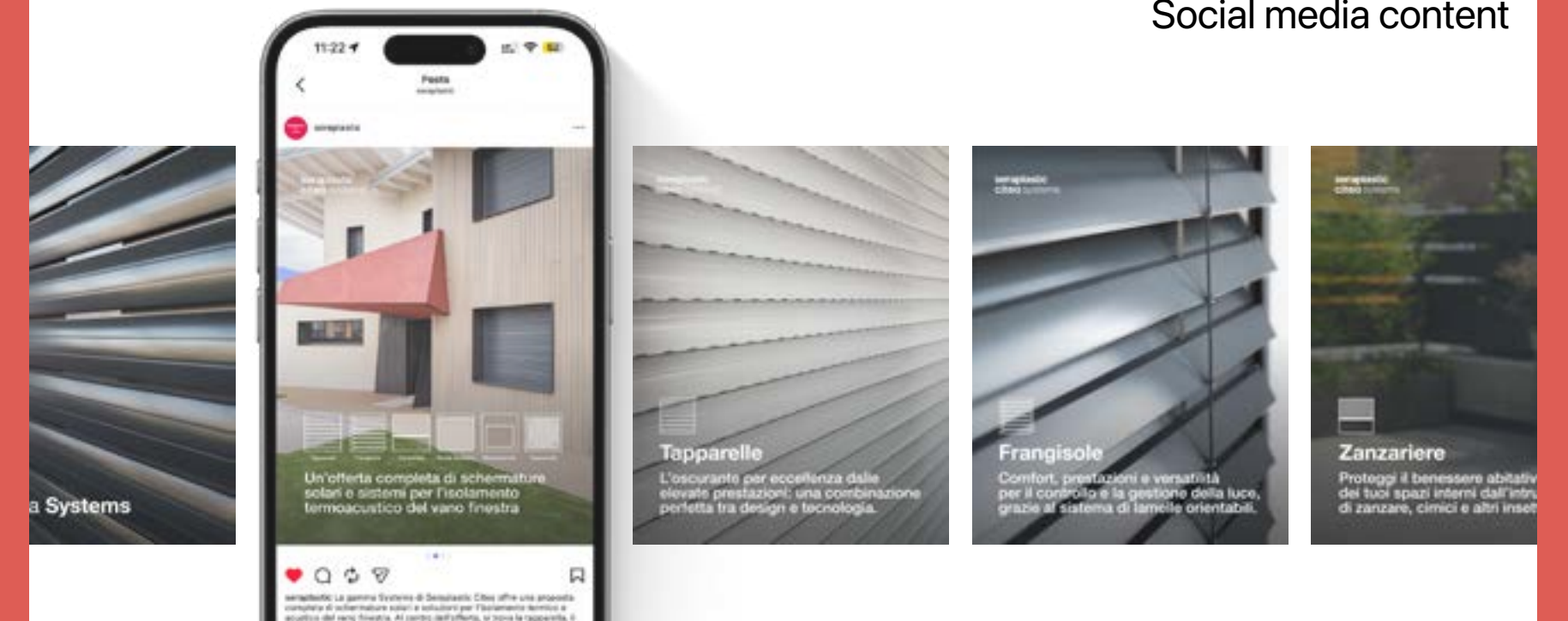
Sideline advertising



Newspaper advertisements



Social media content



The complete management of communication for Seraplastic, a leading company for over 60 years in the sector of shading, filtering, and thermal insulation systems for window openings and for indoor and outdoor environments.

R 239
G 1
B 64

#EF014A

R 49
G 51
B 51

#313333

R 235
G 235
B 235

#EBEBEB

Developing an effective communication plan for a company like Seraplastic, active for over sixty years, with three production sites, more than one hundred employees, and nearly two hundred products in the catalog, is an activity as challenging as it is stimulating. A journey that began almost two years ago and is still ongoing, with the goal of building, step by step, a coherent, recognizable communication system capable of enhancing every aspect of the company.

The first step was the development of the new corporate website, conceived as a true digital business card: extensive, complete, complex, and exhaustive. The site presents in detail the entire range of products, services, and company activities, and is constantly updated to reflect internal developments. At this stage, the new institutional claim "Il tuo comfort, al centro del nostro lavoro" (Your comfort, at the center of our work) was also defined, summarizing the company's mission and vision, later translated into the international version of the first bilingual catalog published in summer 2025 as "Your comfort. Our work."

Starting from this core, a coherent visual identity was built for all corporate communication, extended to catalogs, product brochures, and company profiles, the latter realized for the first time in 2024 and now in its second updated edition. The coordinated image was progressively integrated into every tool: from technical catalogs to promotional brochures, to informational leaflets for key products.

In parallel, a product iconography system was developed, creating dedicated logos for the most requested lines while maintaining graphic consistency with the Seraplastic identity. Since autumn 2024, products such as Looking, Combi, and Twincolor, among the best-selling roller

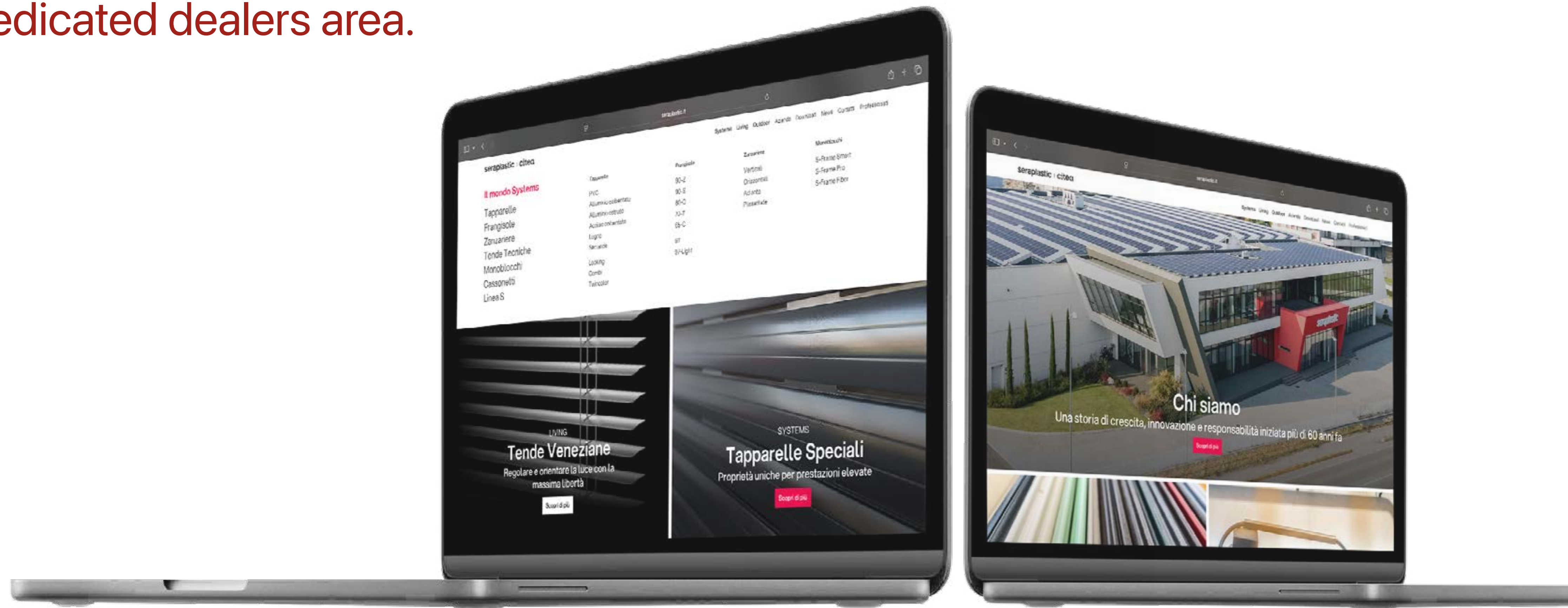
shutters, have been equipped with distinctive logos unified in typographic style and color palette, helping to strengthen their recognizability within the catalog.

The brand narrative then extended to official social channels, where the company shares its projects, products, and training activities, also documenting participation in trade fairs and new solution presentations. Every content is carefully curated in every detail, from texts to visuals, to the production of original photographic and video materials, also used in the "News" section of the website to strengthen corporate communication.

The new corporate claim has also been conveyed through more traditional advertising channels, such as print media and mass media, with ads in nationally circulated newspapers including Corriere della Sera, and with advertising banners at the sidelines of the Atalanta Bergamo stadium. On the occasion of the sponsorship of the first team for the 2024-2025 football season, the Seraplastic brand accompanied all home Serie A matches, offering significant visibility within the Italian sports panorama.

Finally, to further strengthen corporate identity, a revision and update of existing communication materials has been initiated, including email signatures, company vehicle graphics, and document folders. A visual coordination activity designed to bring order, uniformity, and coherence to all physical and digital supports, making Seraplastic's communication solid and recognizable both inside and outside the company.

seraplastic.it represents the most comprehensive resource for both B2B and B2C clients: a complete overview of products and the company, updates on activities and events, downloadable company materials, and a dedicated dealers area.



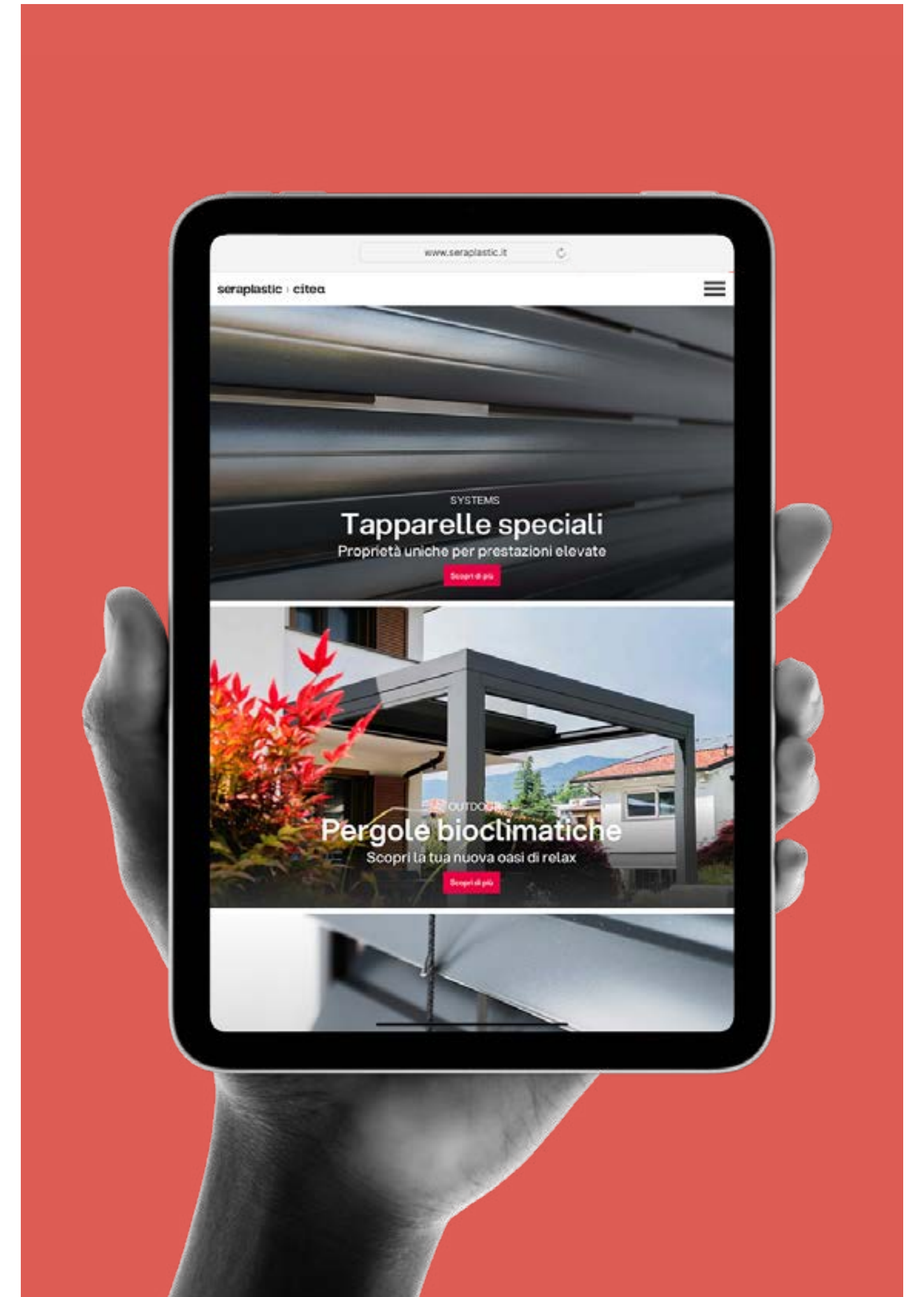
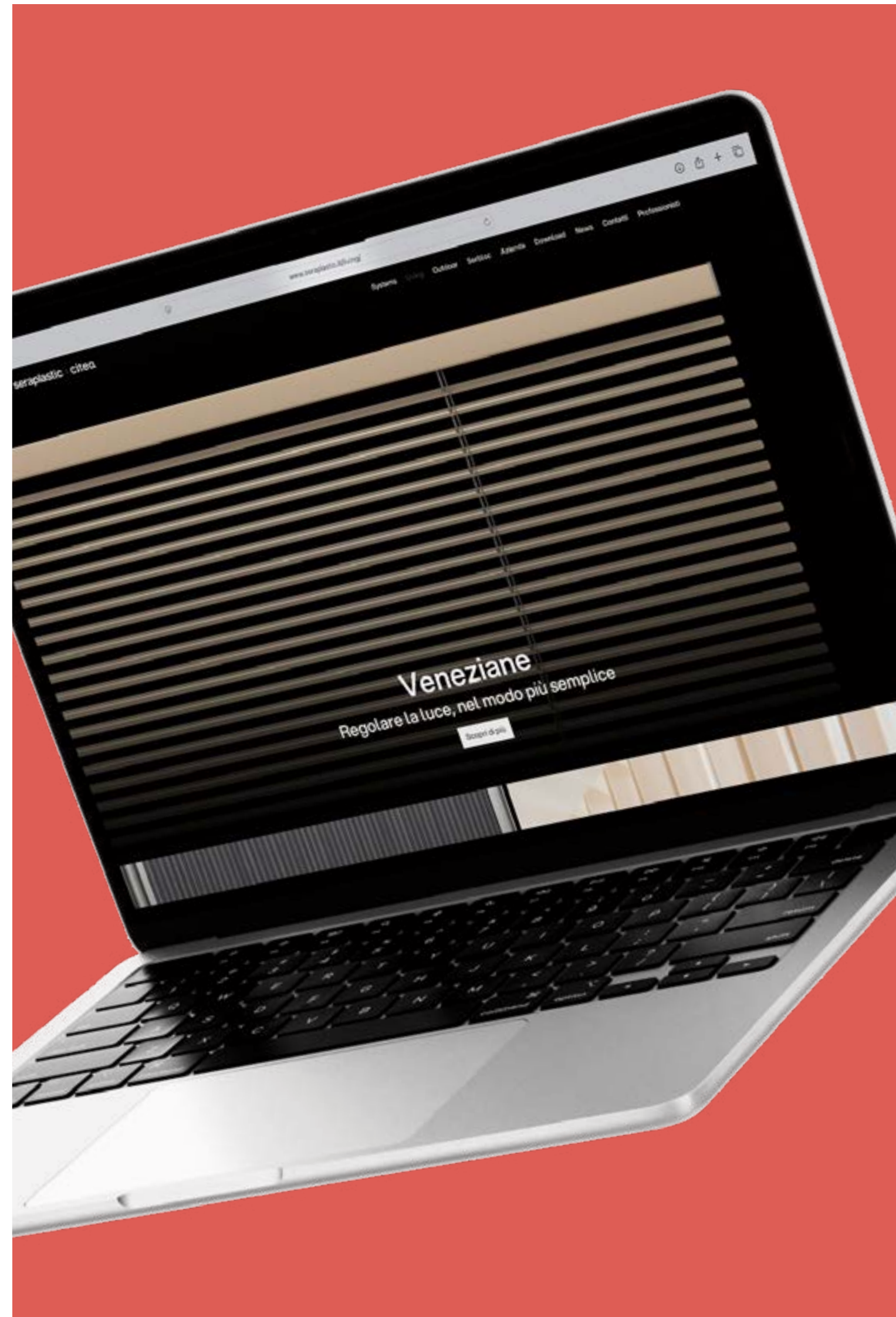
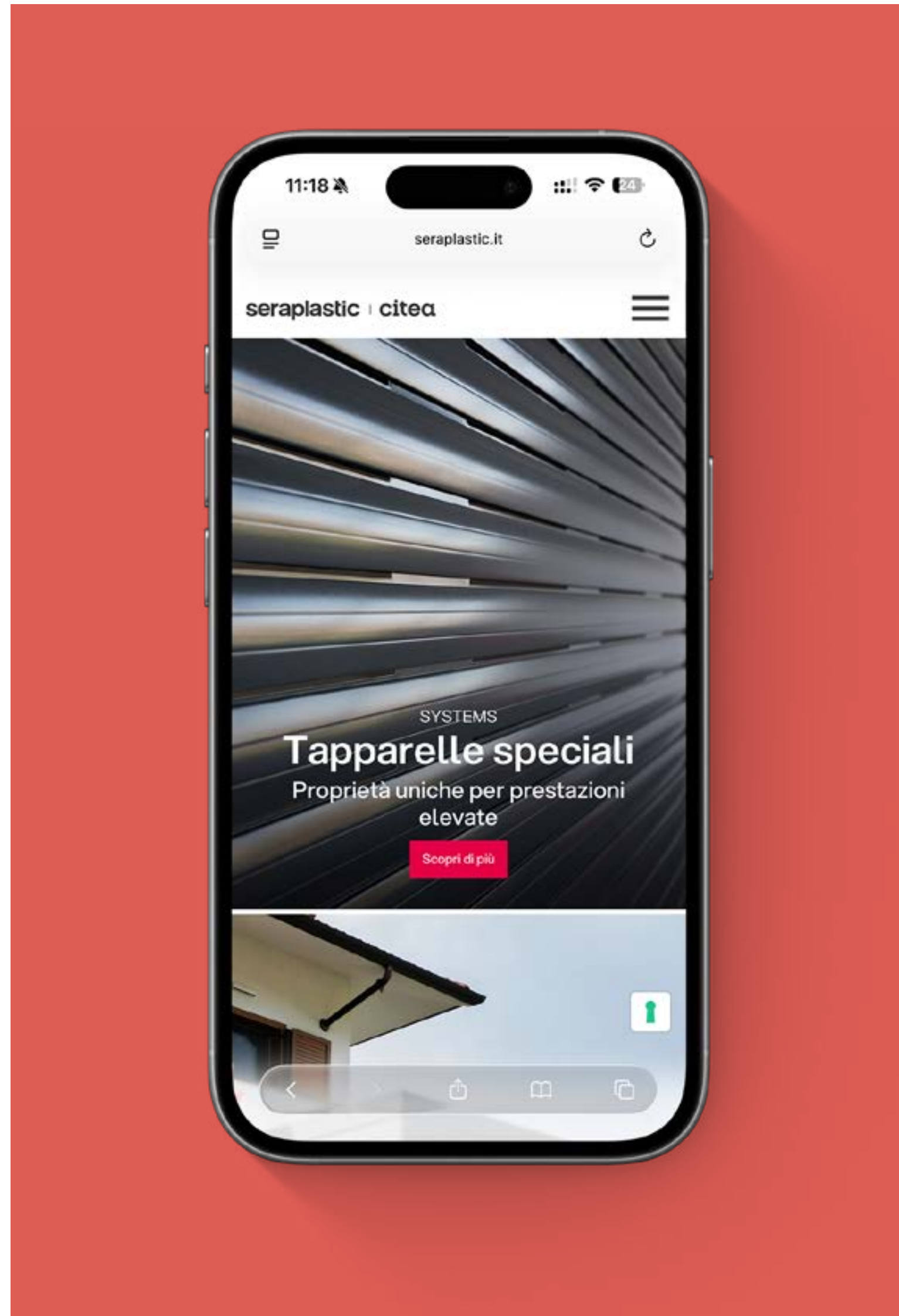
A point of reference for retailers, industry designers, and end customers.

seraplastic.it website serves as the main reference point for clients, professionals, and business partners, offering complete access to all information about products, services, and company activities. In addition to a detailed presentation of the product range and the production reality, the site includes a section dedicated to downloading all technical materials, which are constantly updated.

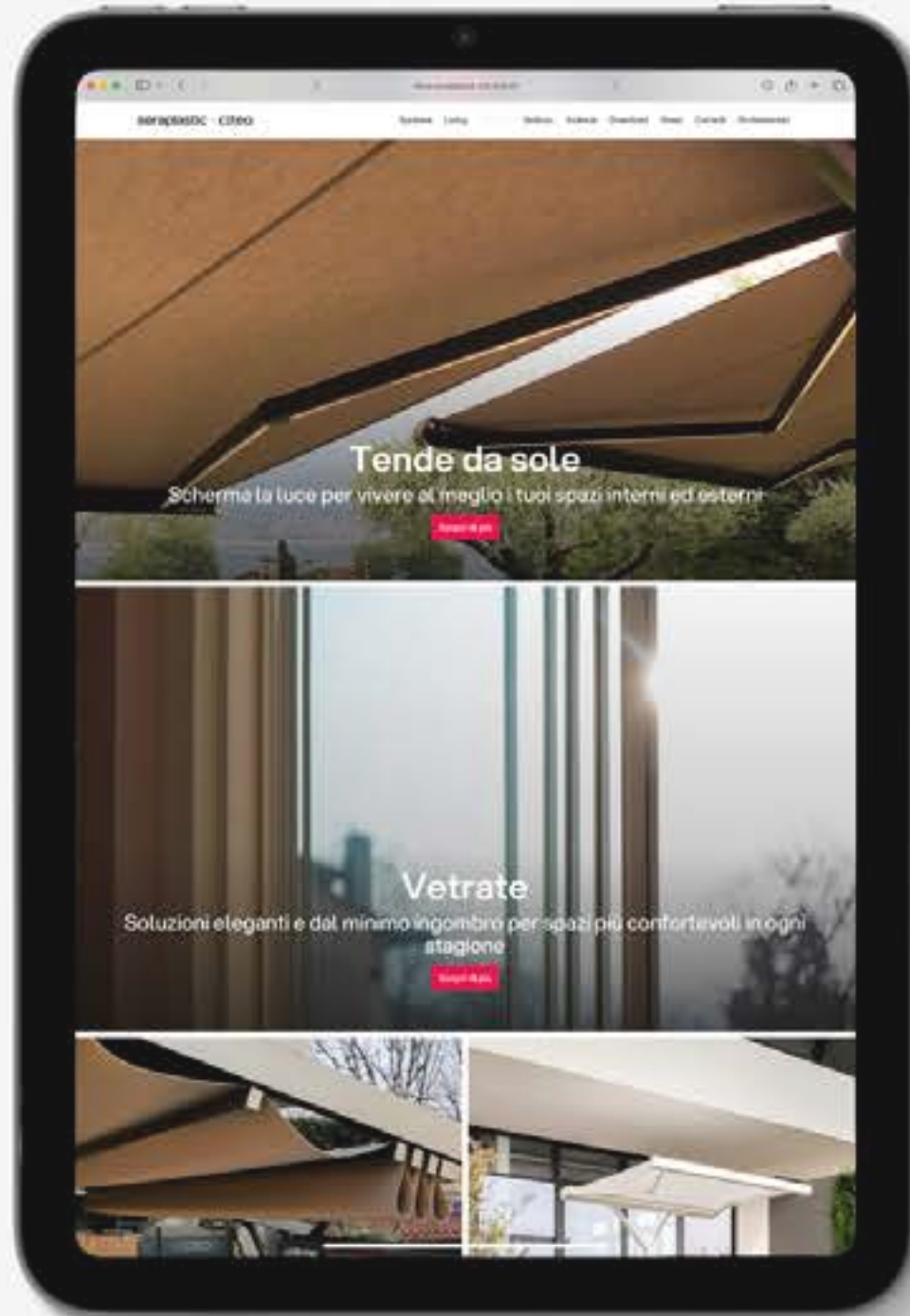
Three areas enrich the institutional storytelling of the Seraplastic world. The "News" section, regularly updated, documents training activities, participation in trade fairs, and all relevant company news. The "Serbloc" section is dedicated to the service developed for architects, designers, and construction companies, providing a comprehensive overview of the integrated window system management. Finally, the "Professionals" section addresses designers and dealers directly, offering dedicated services such as training activities, support for showroom product setups, and tailored logistics solutions. Within this area, there is also a protected access zone where partners can download all technical documentation.

The development of the site was managed from the structure of the sitemap to the definition of content hierarchy, from the selection of photographic content to the choice of fonts, color palette, and tone of voice. Special attention was given to the writing of texts, aiming to combine technical clarity with stylistic consistency. The site was also designed responsively, to ensure a smooth browsing experience on smartphones, tablets, and desktops.

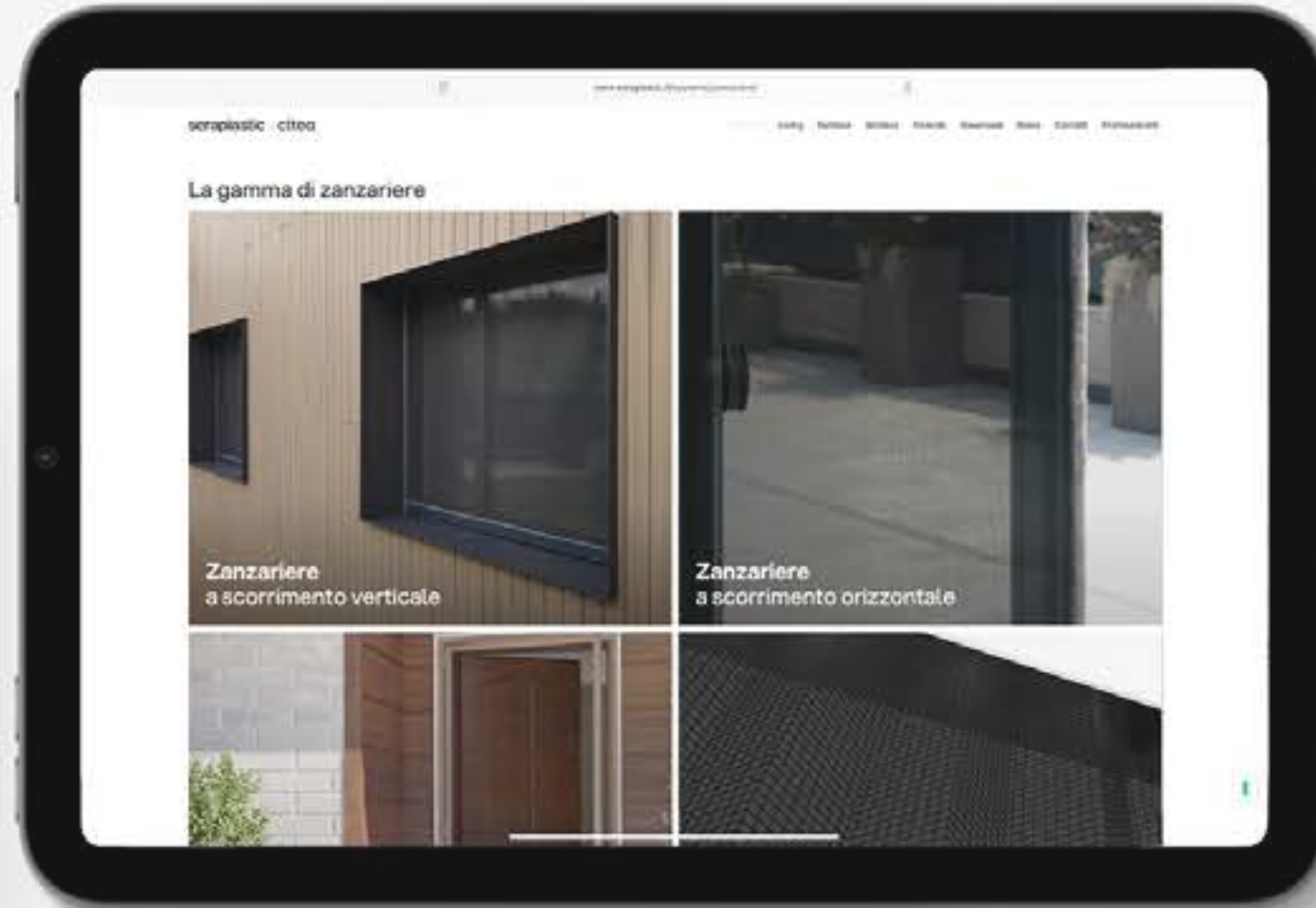




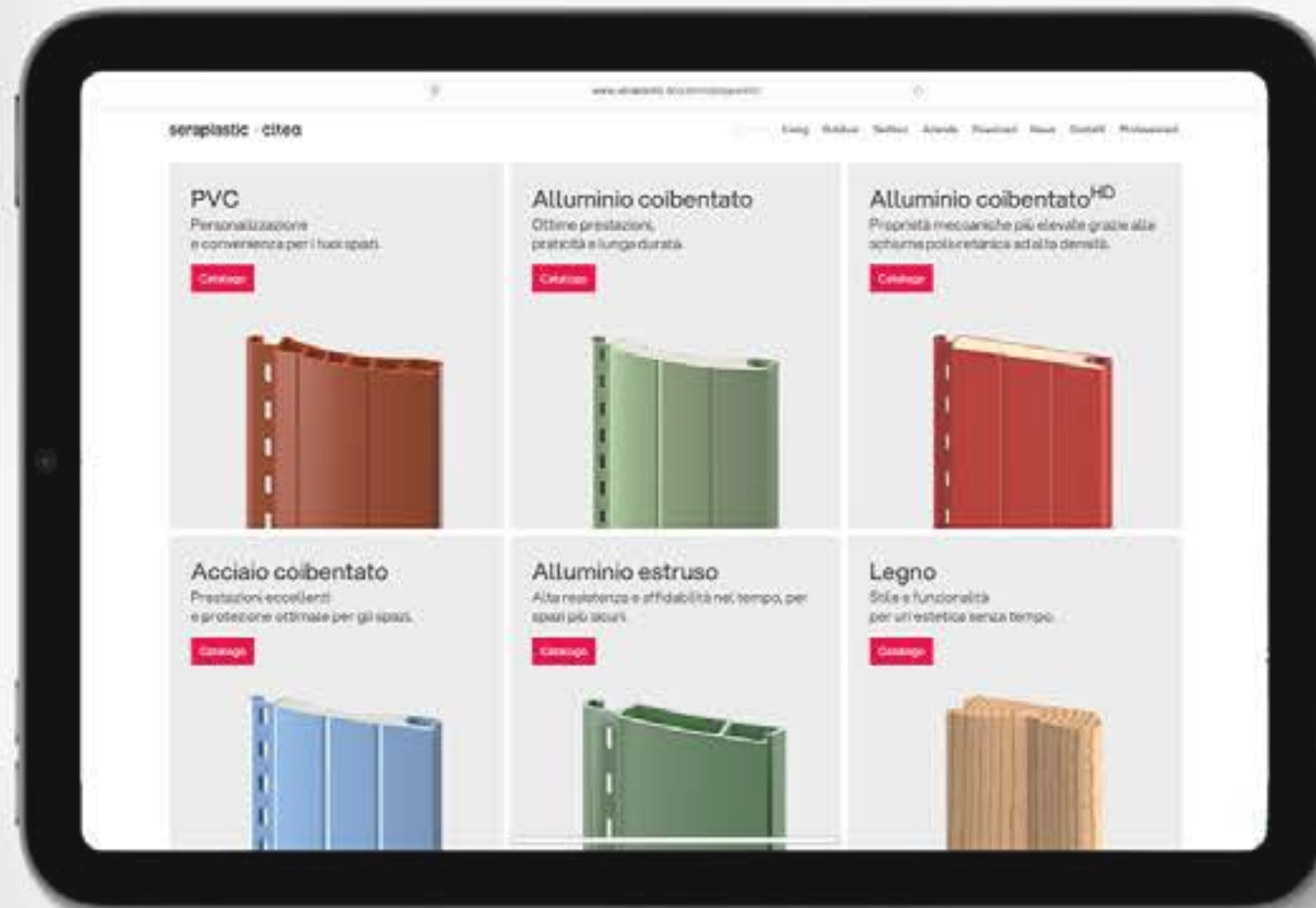
Seraplastic



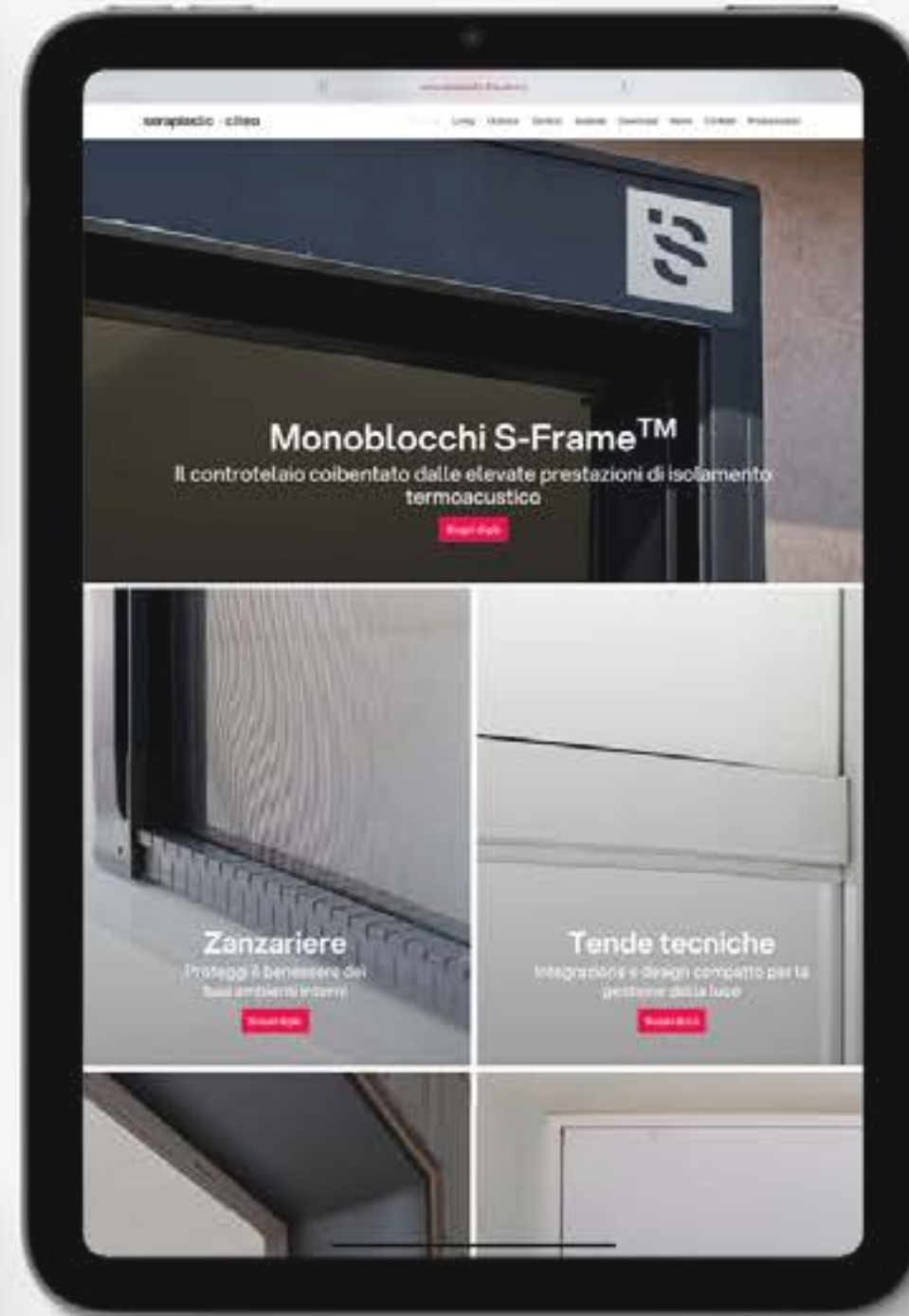
Shutters



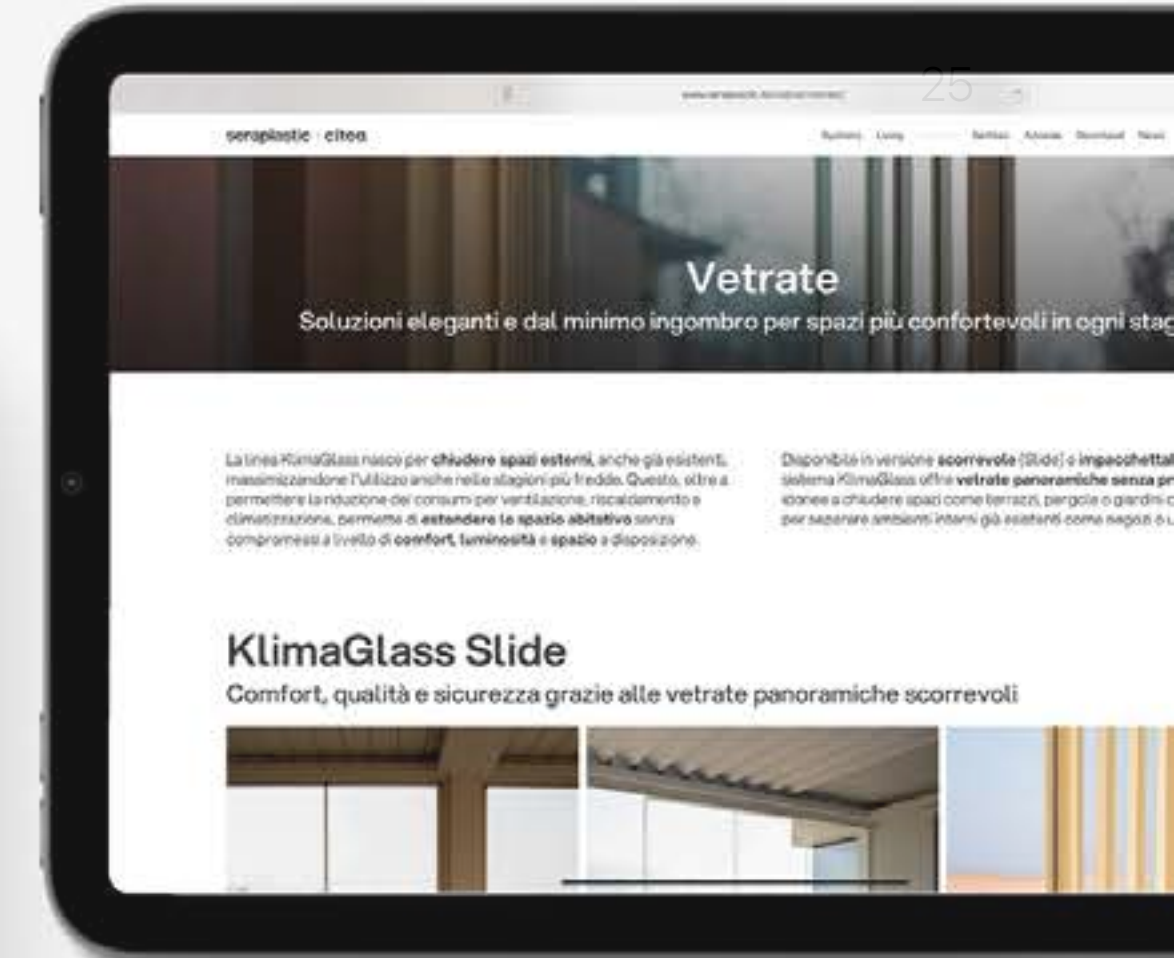
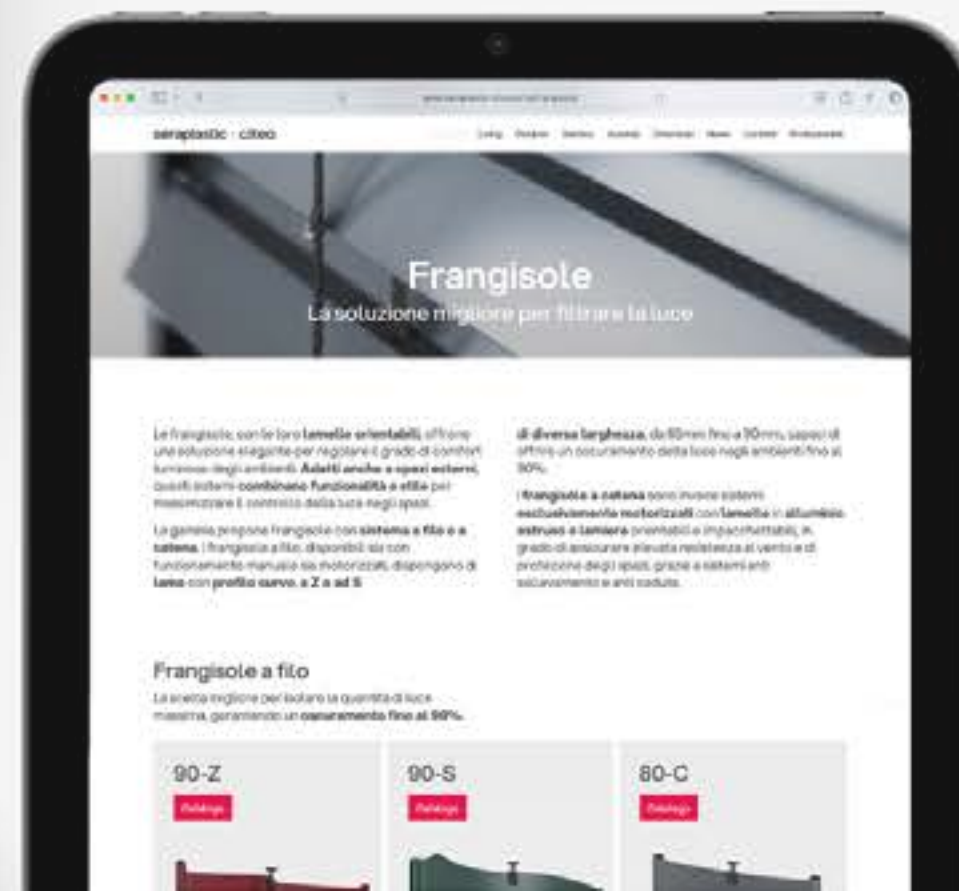
Bioclimatic Pergolas



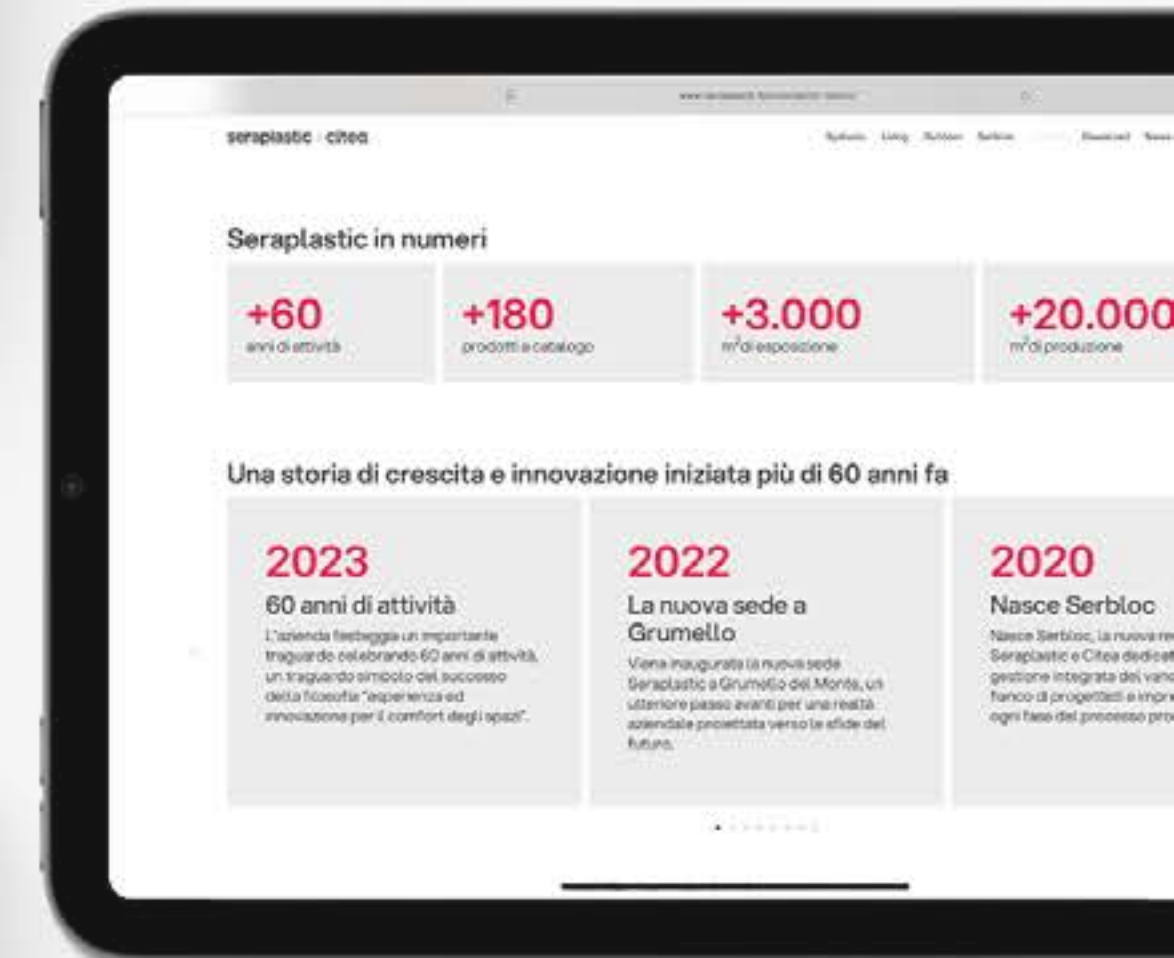
Sunshades



Dealers area



Monoblocks



Company profile

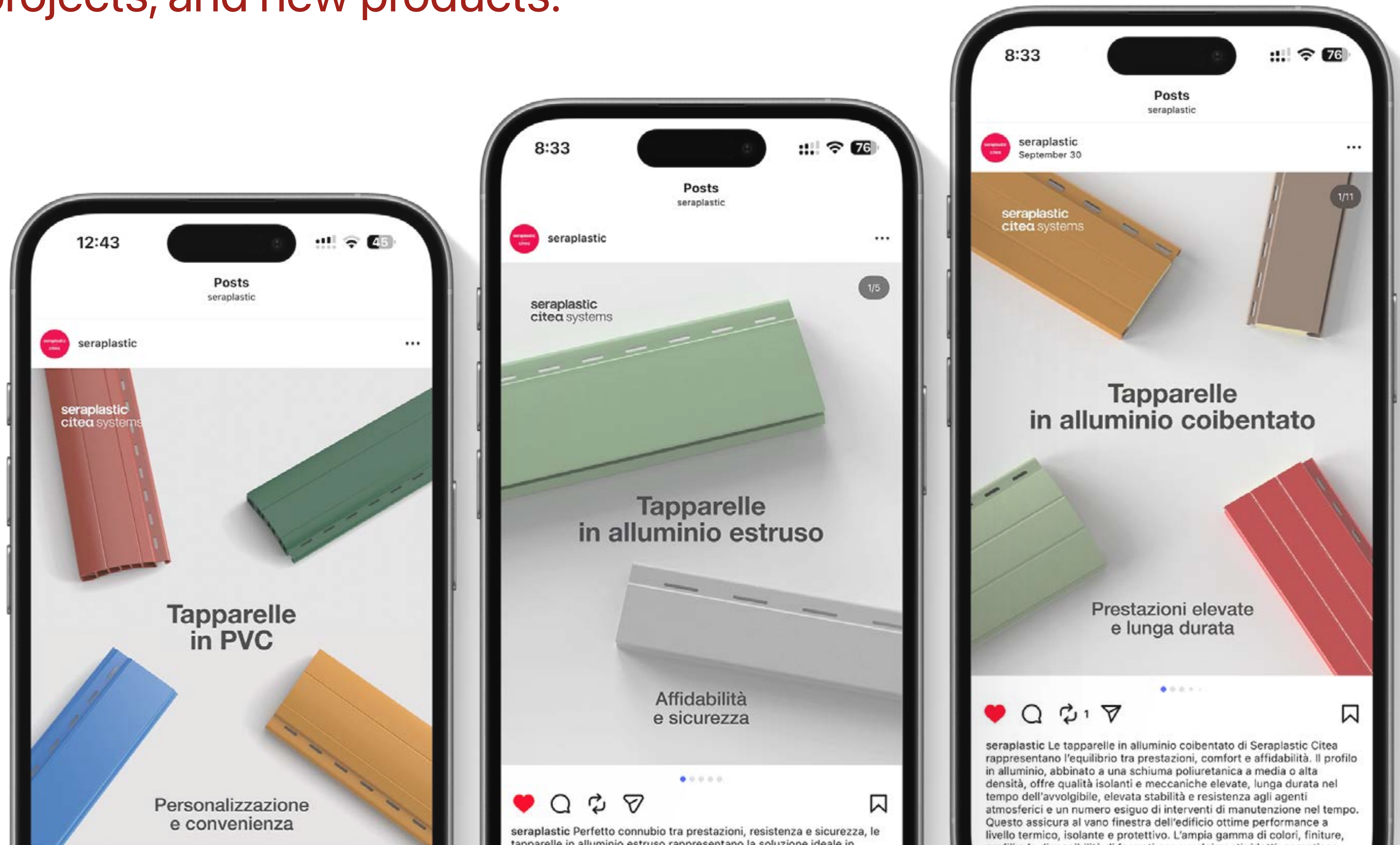


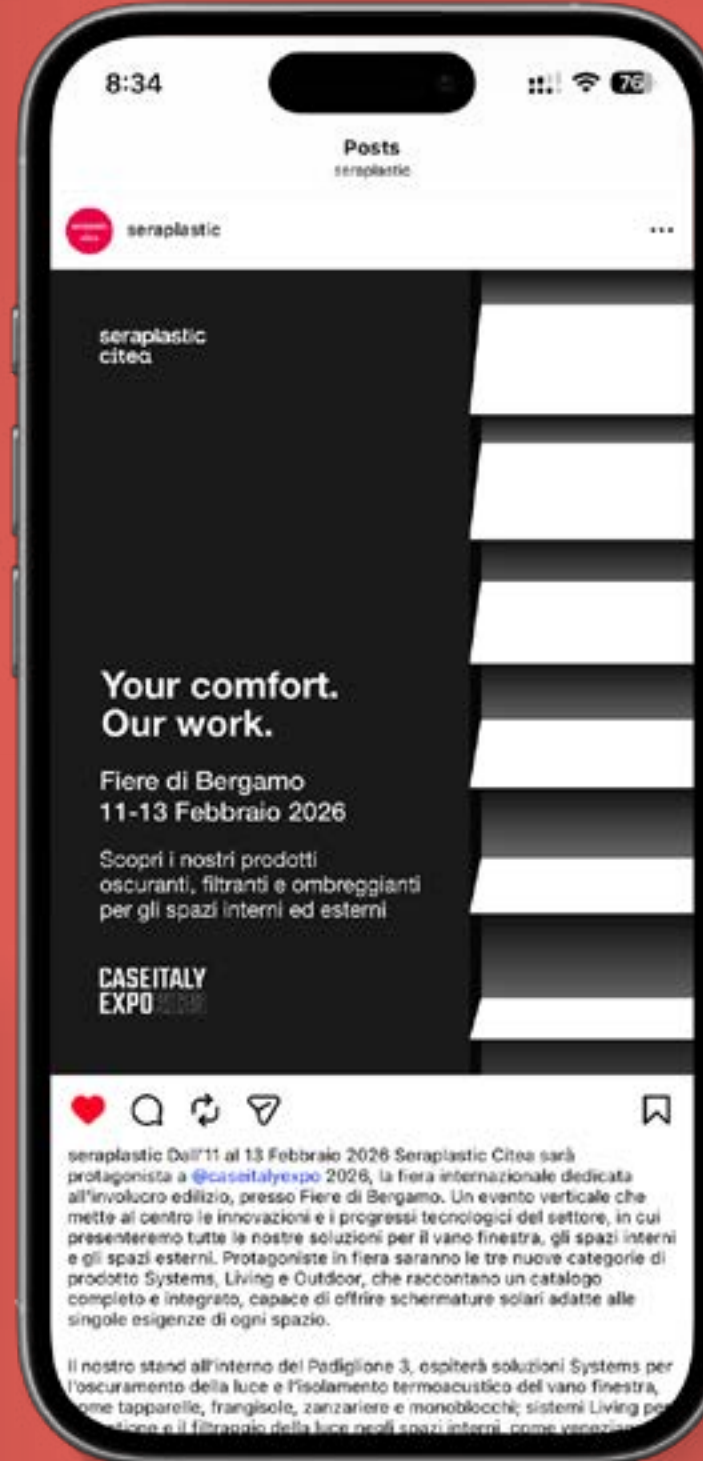
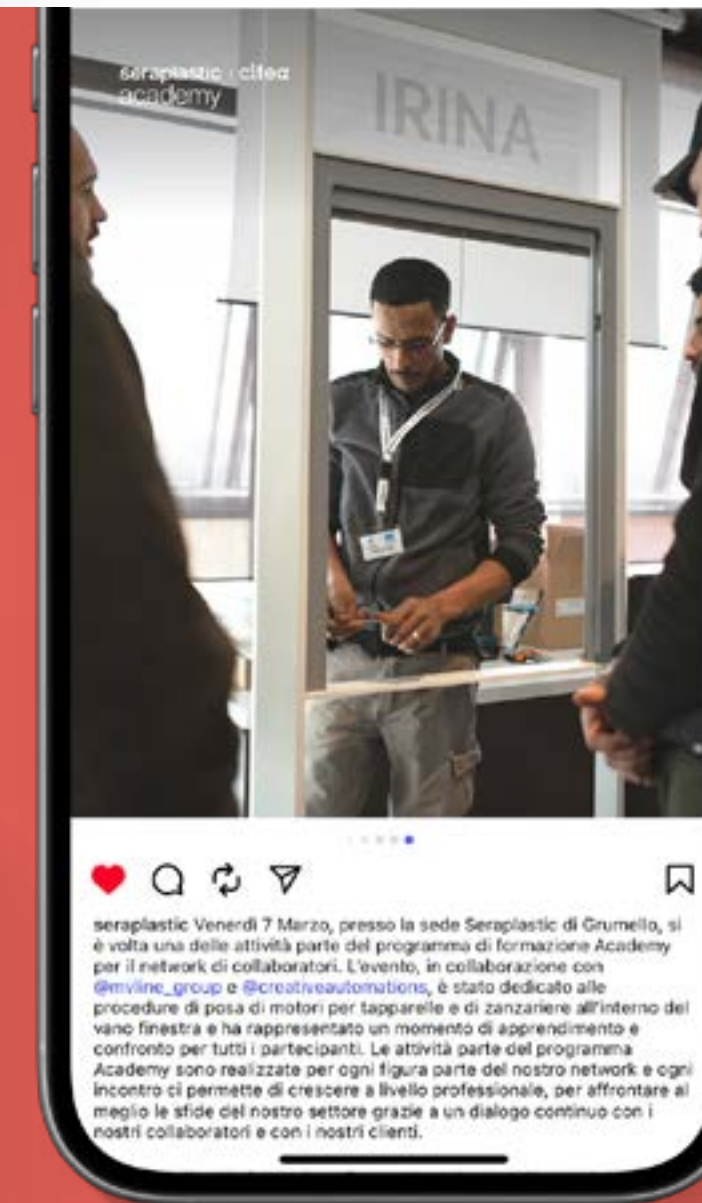
The social media pages tell the company story from every angle, offering a complete window into the world of Seraplastic: training activities, events, completed projects, and new products.

The storytelling of Seraplastic on the official social media channels, [Instagram](#), [Facebook](#) and [LinkedIn](#), is developed along three parallel narrative lines: institutional, project-based, and production-focused. This structure allows for a complete and coherent communication of the wide range of services and products offered by the company.

The institutional line is dedicated to the company's participation in trade fairs, industry events, and training activities. In particular, it tells the story of the Academy program, which involves Seraplastic's network of collaborators through technical meetings, updates, and professional training sessions. The project-based line documents the construction sites and projects in which the company is involved, both as a product supplier and as an operational partner for installation. Through photographs and videos, architectural contexts and technical specifications of the installed products are highlighted. The production-focused line is dedicated to showcasing the entire Seraplastic catalog: shutters, sunshades, awnings, Venetian blinds, outdoor structures, monoblocks, and flyscreens. Each product is presented to highlight its functions, applications, and benefits.

Valerio Caglio

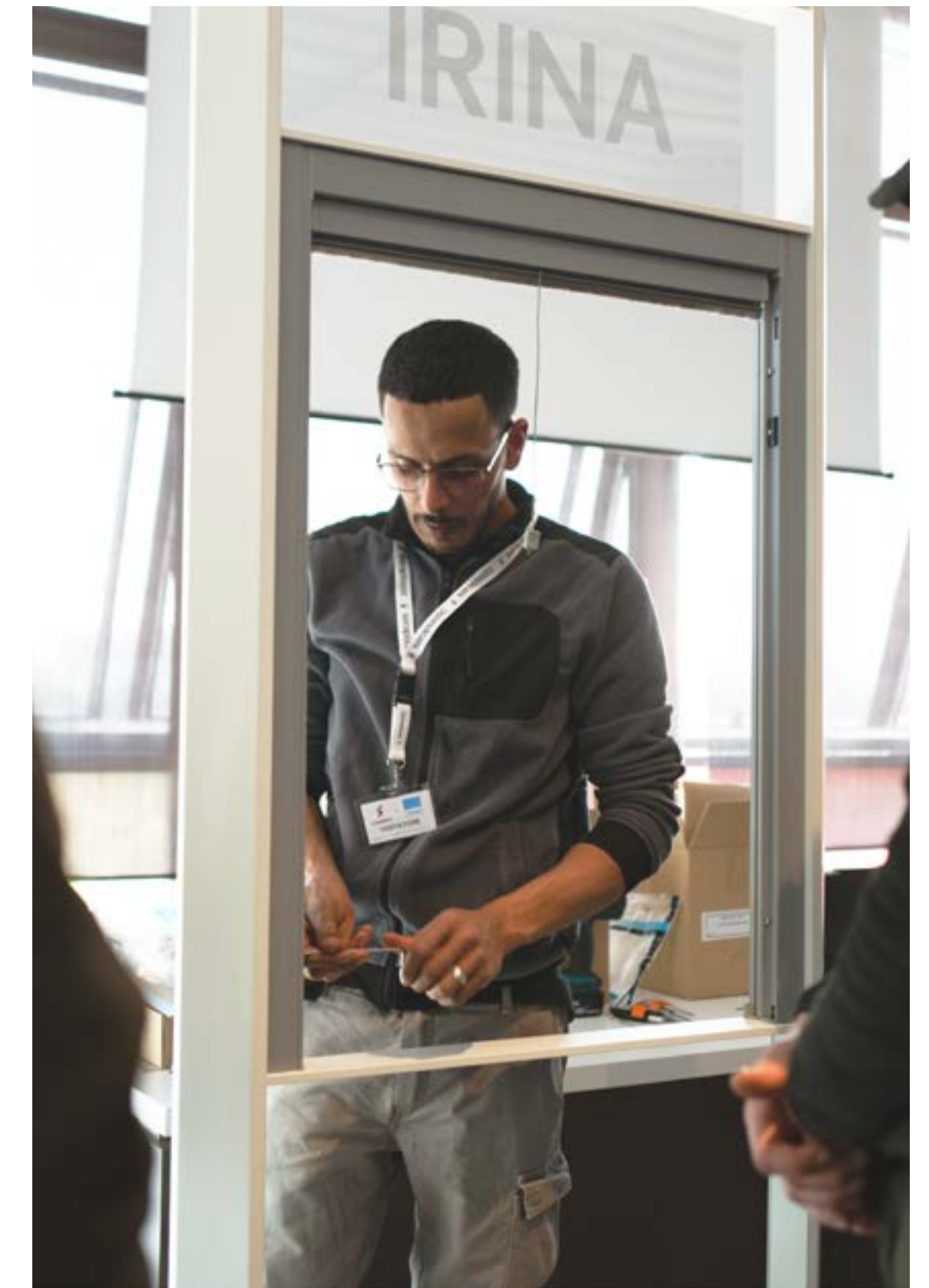




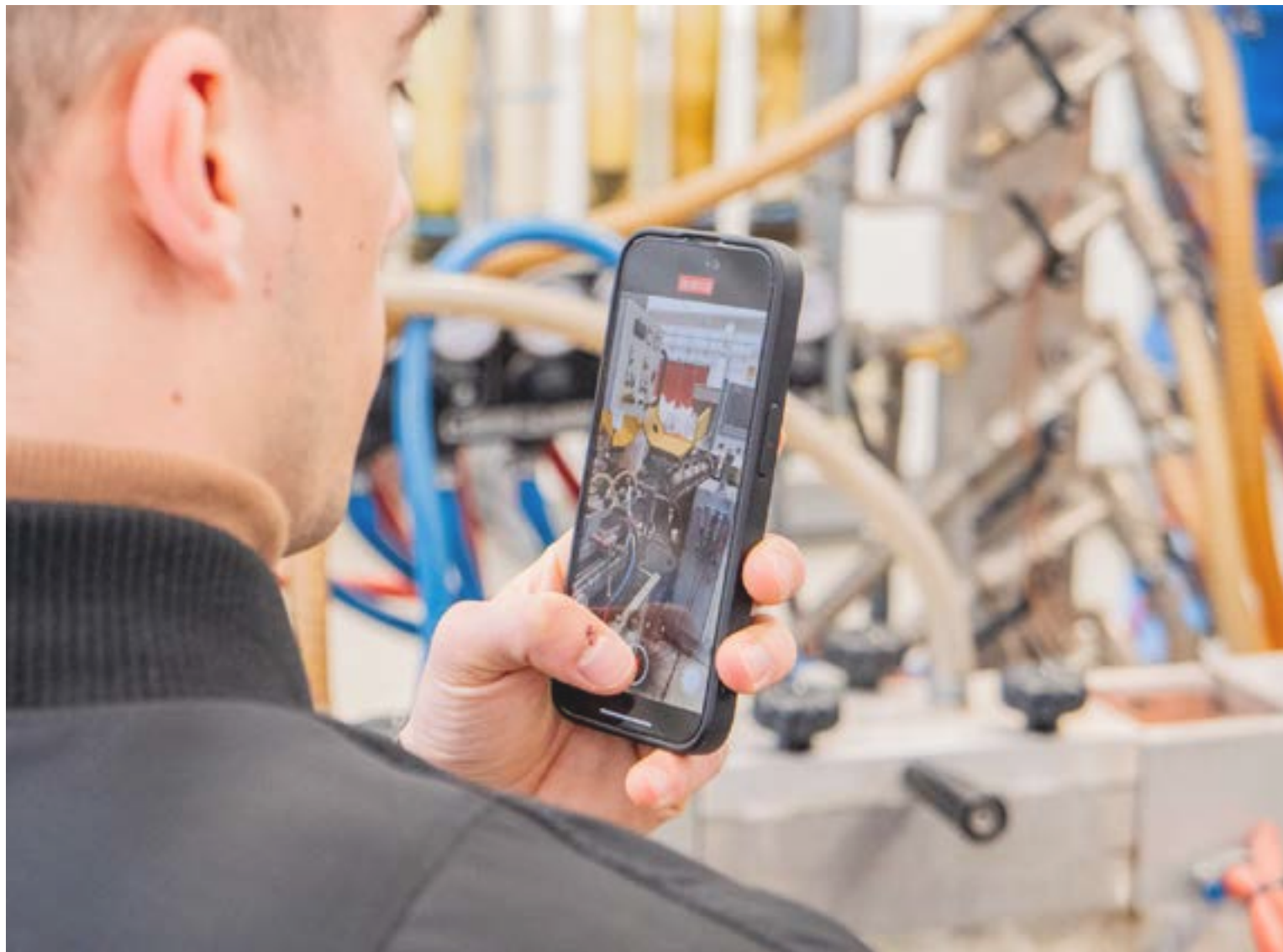
Every event, fair, and training activity held by Seraplastic at its Bergamo and Turin locations is documented with photographs and videos to be shared on the company's communication channels.

The training activities and trade fairs organized by Seraplastic or in which the company participates are promptly documented to be shared through official channels, both on social media (via posts and stories) and in the "News" section of [seraplastic.it website](http://seraplastic.it). The photographs, taken with a personal Leica camera, are an integral part of the brand's institutional storytelling.

Besides providing a visual record of the events, they help build a coherent and recognizable narrative on social media as well, highlighting the company's active presence in the industry and strengthening its reputation among partners, clients, and professionals.







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 catalogs had as its main objective the standardization of the style and visual storytelling of all editorial content, ensuring coherence and recognizability within Seraplastic's communication. The design and production of catalogs, brochures, flyers, and company profiles allowed for addressing different narrative and functional needs, while simultaneously defining common visual elements capable of distinguishing each piece, yet keeping it an integral part of the corporate identity.

The variety of formats and diversity of communication objectives enabled a complete rethinking of the institutional narrative, leading to the development of new editorial tools for the company. Among these are Seraplastic's first company profile since its founding and a series of materials previously absent but essential to improve the effectiveness of sales processes and facilitate communication with the end customer.

All materials were designed to be clear, immediate, and easily accessible, highlighting the strengths of the company's offering: a broad and high-quality product range, and precise, reliable, and timely technical and commercial service.

Valerio Caglio



Company profile

Shutters catalog



Small catalog of aluminum and PVC boxes



Portfolio



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.

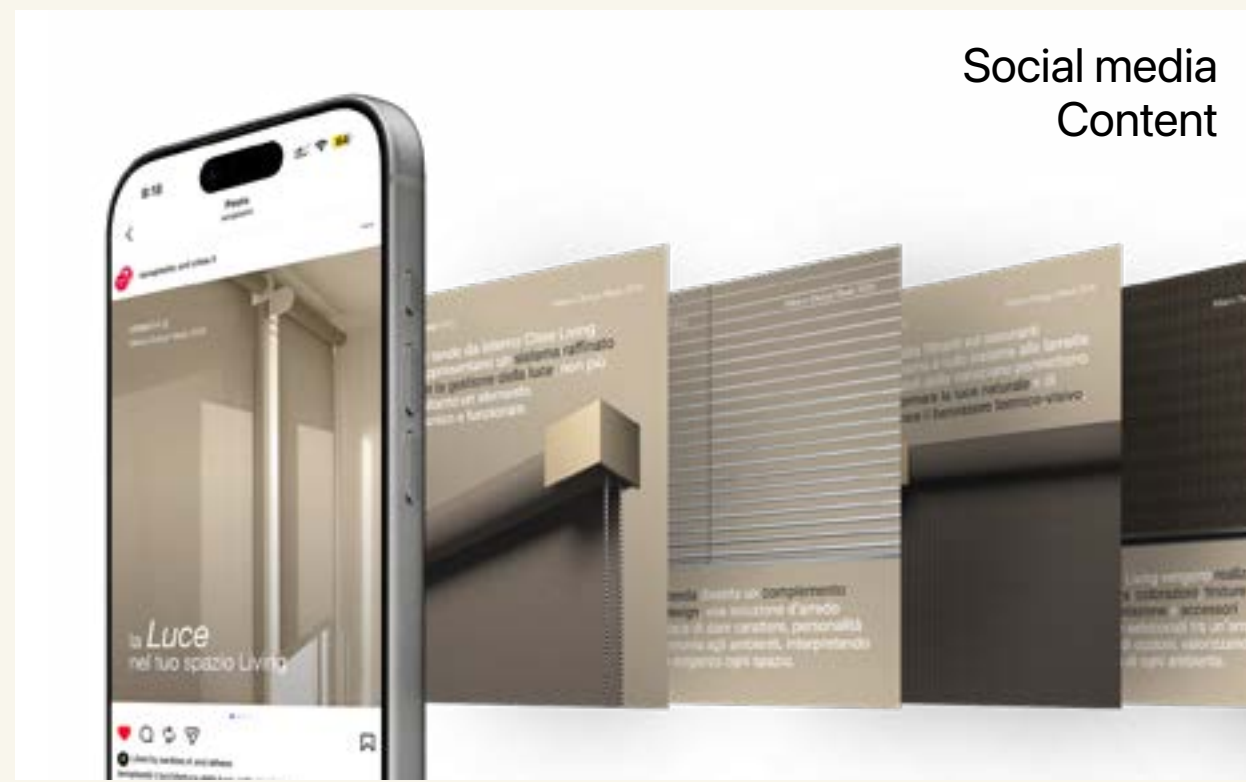
click and discover the project on
www.valeriocaglio.it

SOFTWARE

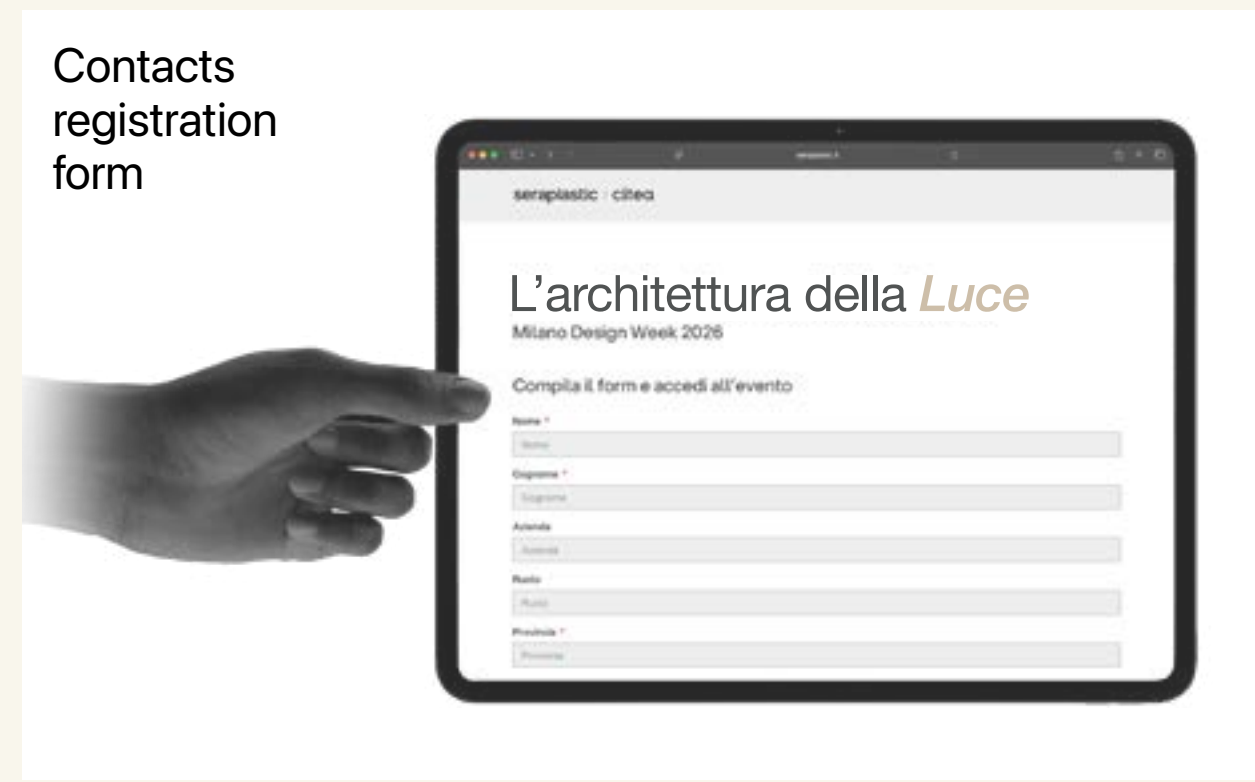
Adobe InDesign	Event brochure design and development
Adobe Illustrator	Social Media content design and development
Adobe Photoshop	Event photos retouching
Adobe Lightroom	Event photos editing
Figma	Prototyping Event Landing Page
Wordpress	Implementation of Event Landing Page
Elementor	Implementation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



Branded canvas
Tote bags



Social media
Content



Contacts
registration
form



Location
graphics

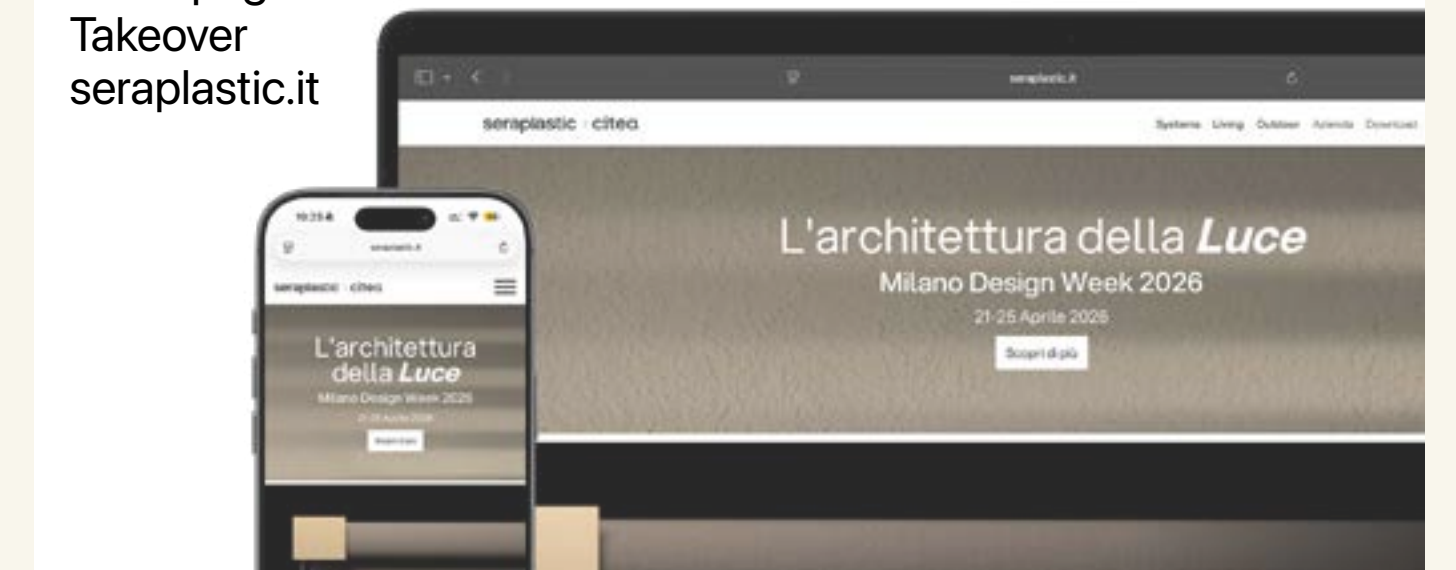
Living and Outdoor catalogues



Event logo

L'architettura della *Luce*

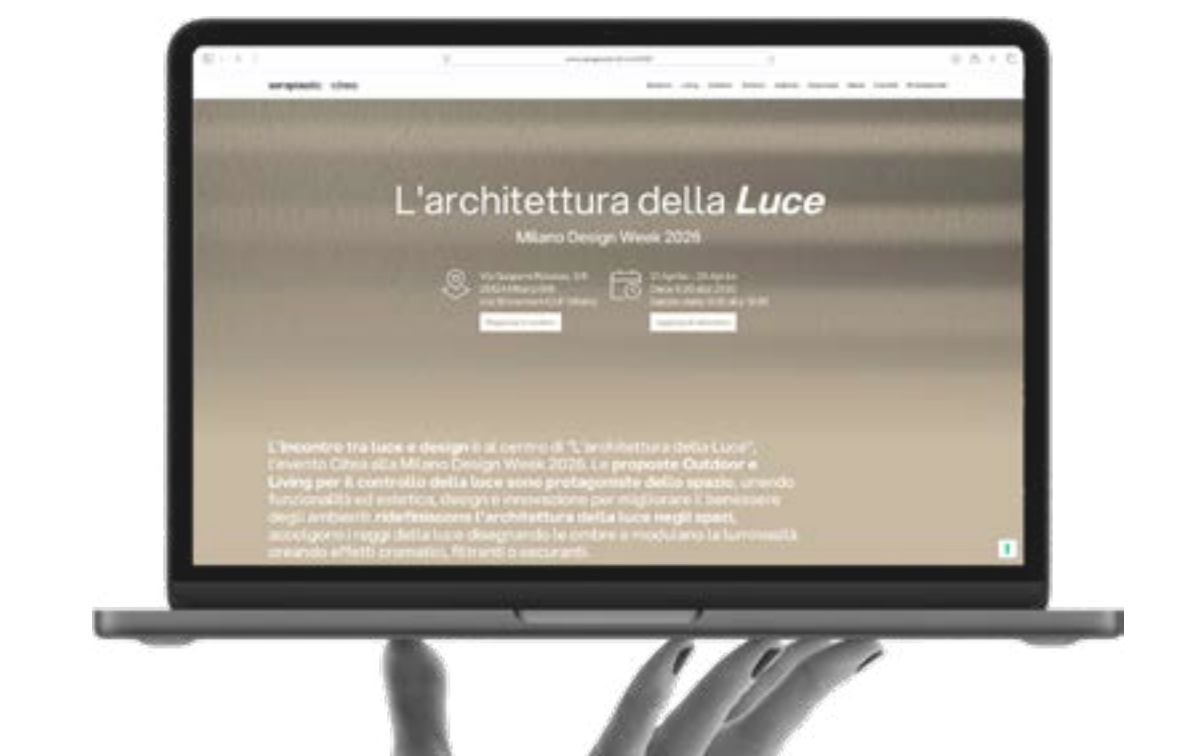
Homepage
Takeover
seraplastic.it



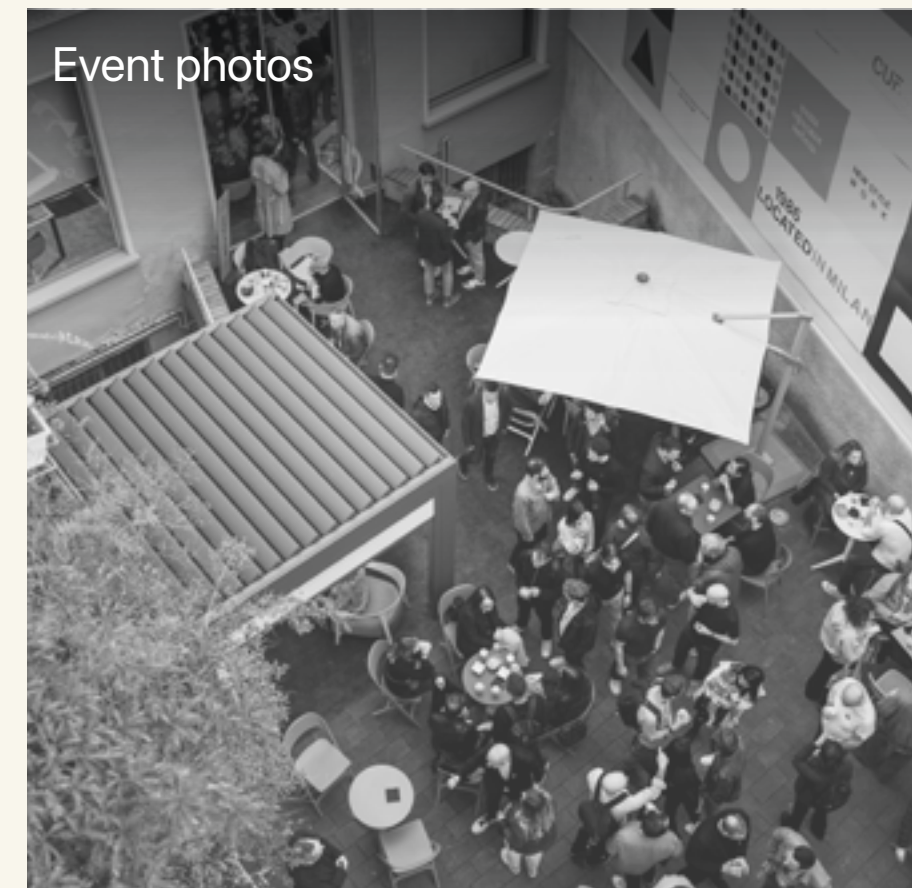
Informational totem display



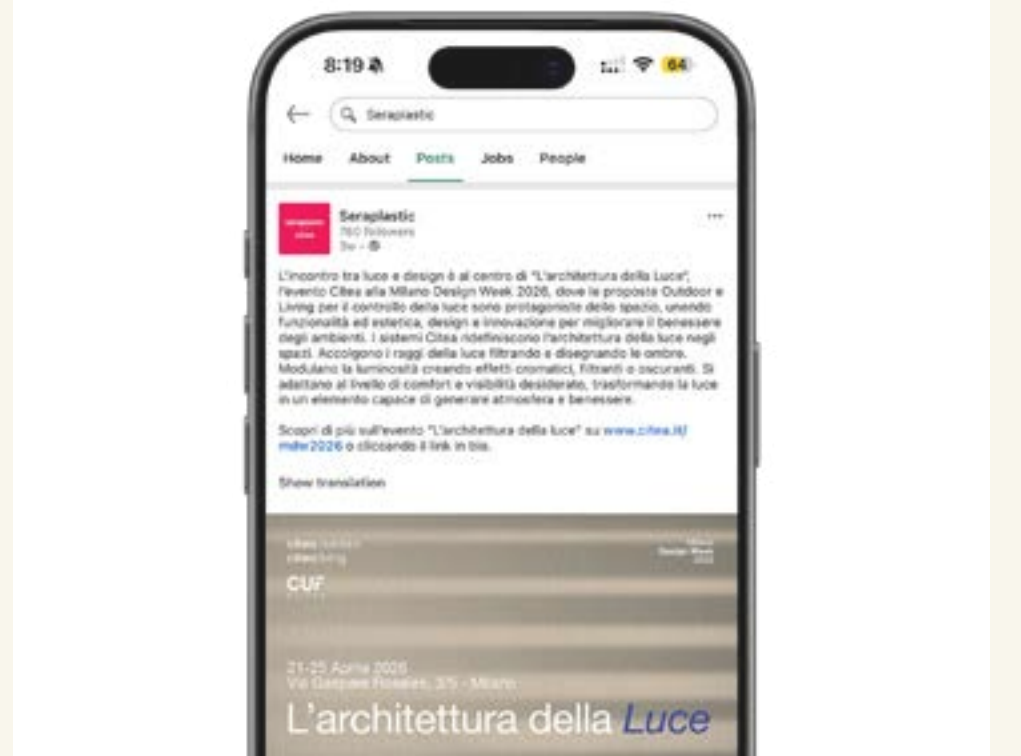
Event Landing page



Event photos

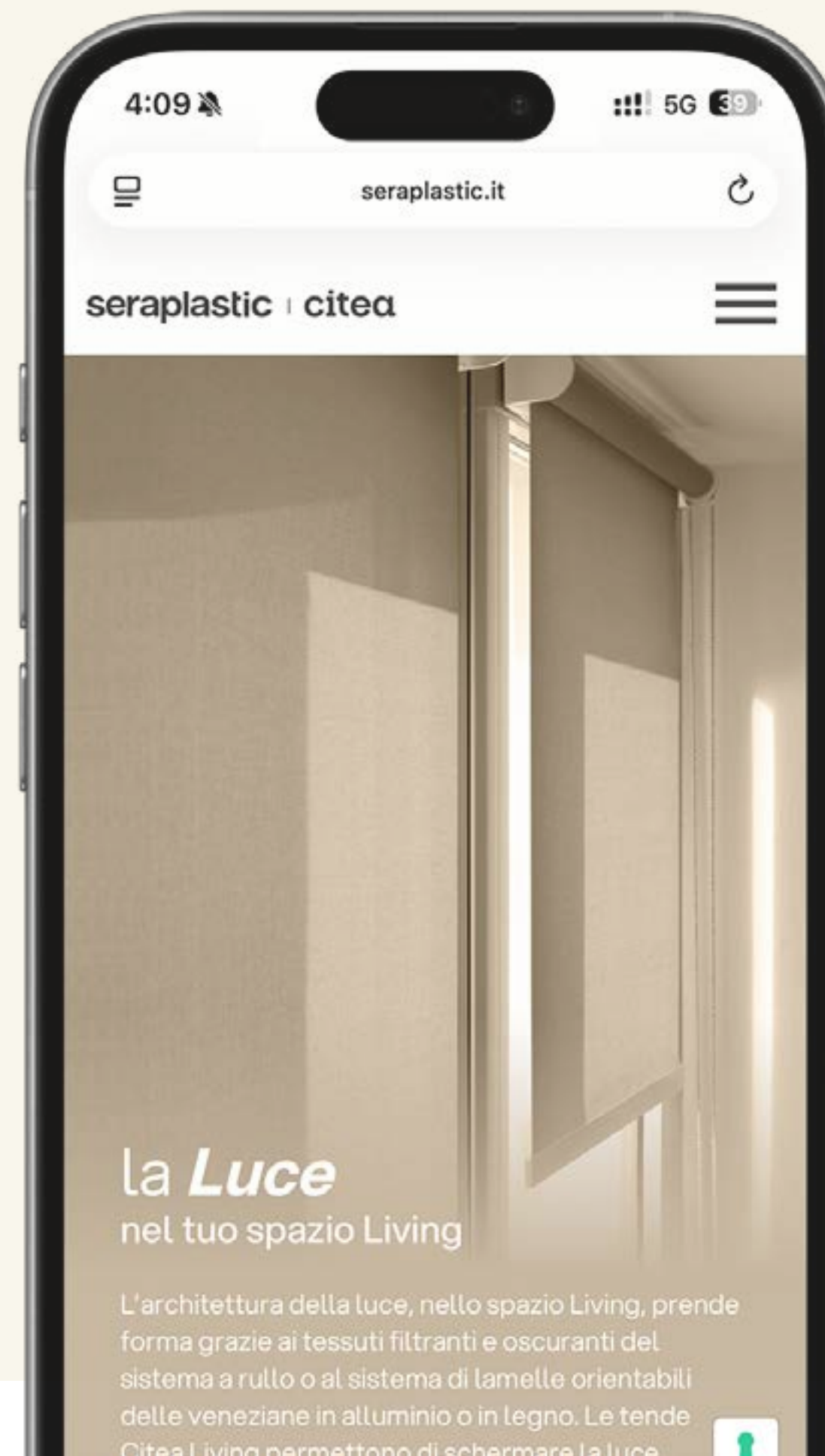


Event invitation



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.

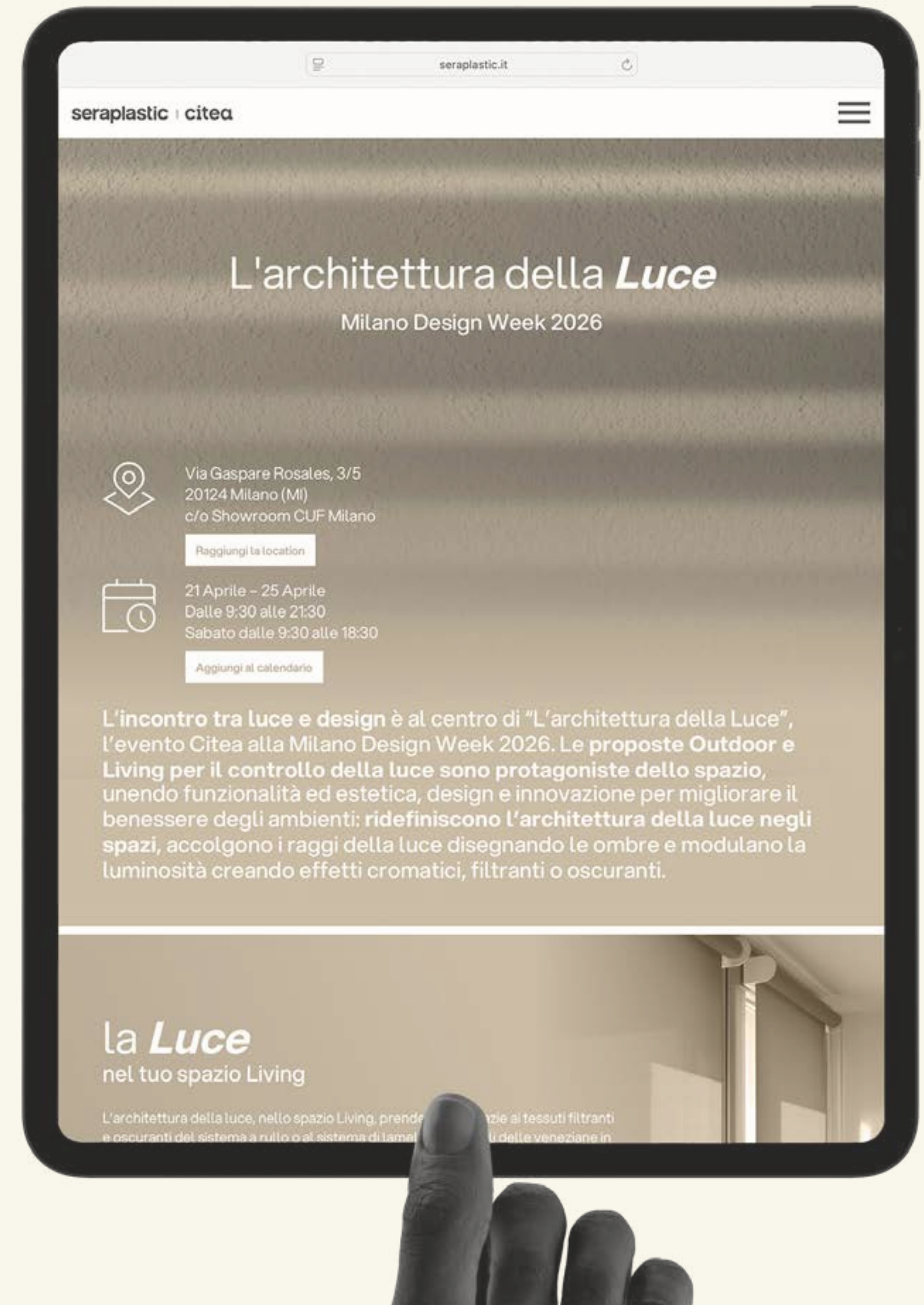
All three assets were designed in Figma and then implemented using Elementor in a responsive format. In addition, the form is integrated with Mailchimp automation software, which transfers all collected data directly to the company's CRM.

Valerio Caglio

Home Page Takeover
www.seraplastic.it Website



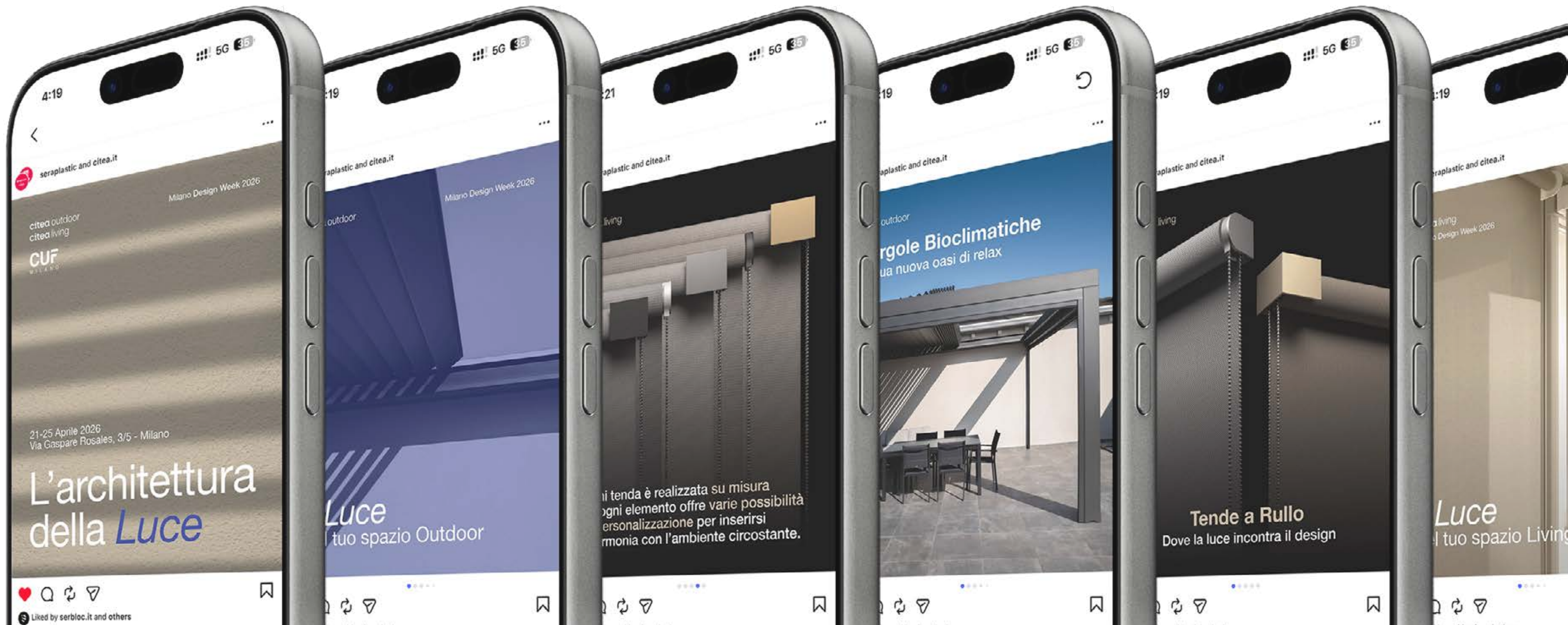
Contacts registration
Form



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.



Each graphic element within the space is designed to guide visitors along the path, from the entrance of the showroom to the large outdoor area.

Product information sheets, entrance totems, and branded giveaway materials: each element placed within the space helps highlight the products and emphasize the central theme of the event.





Valerio Caglio



Portfolio

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.

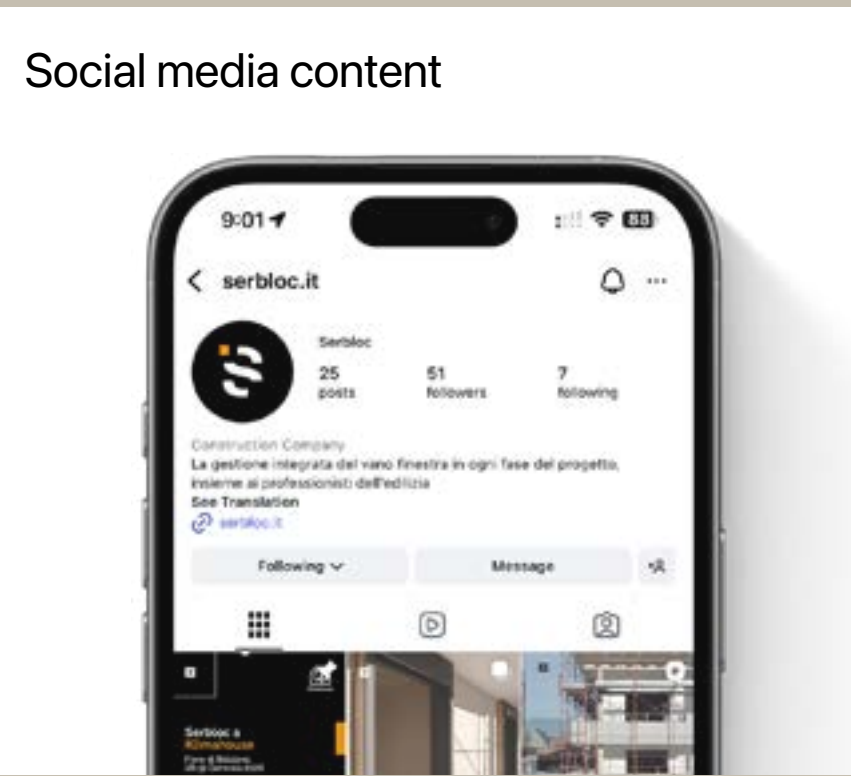
click and discover the project on
www.valeriocaglio.it/progetti/serbloc

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



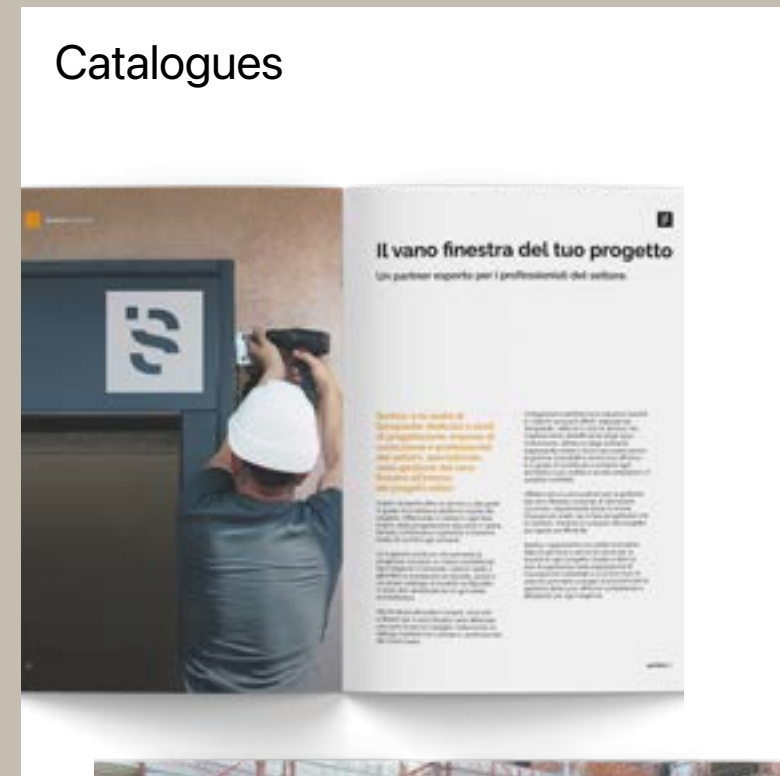
Event photographic documentation



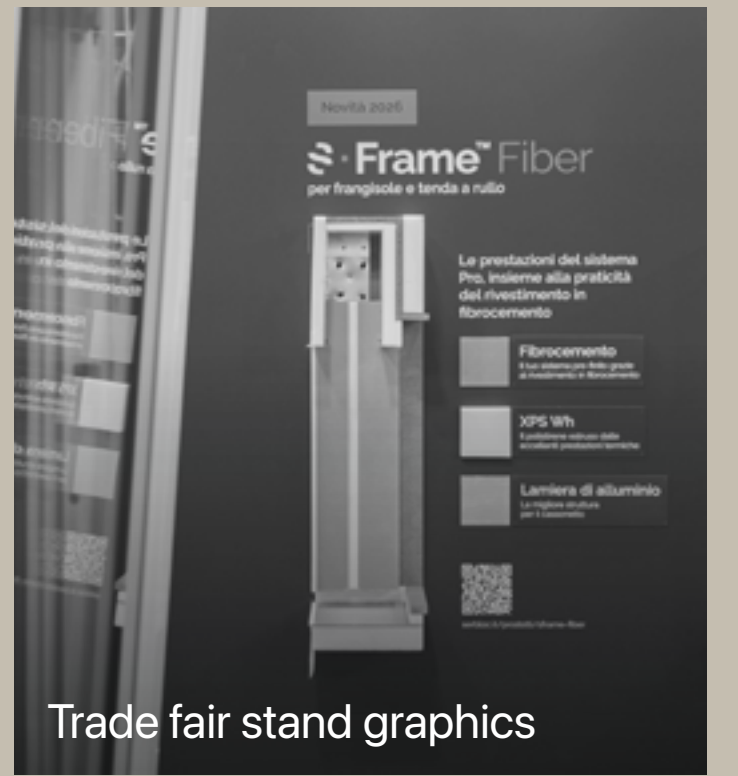
Social media content



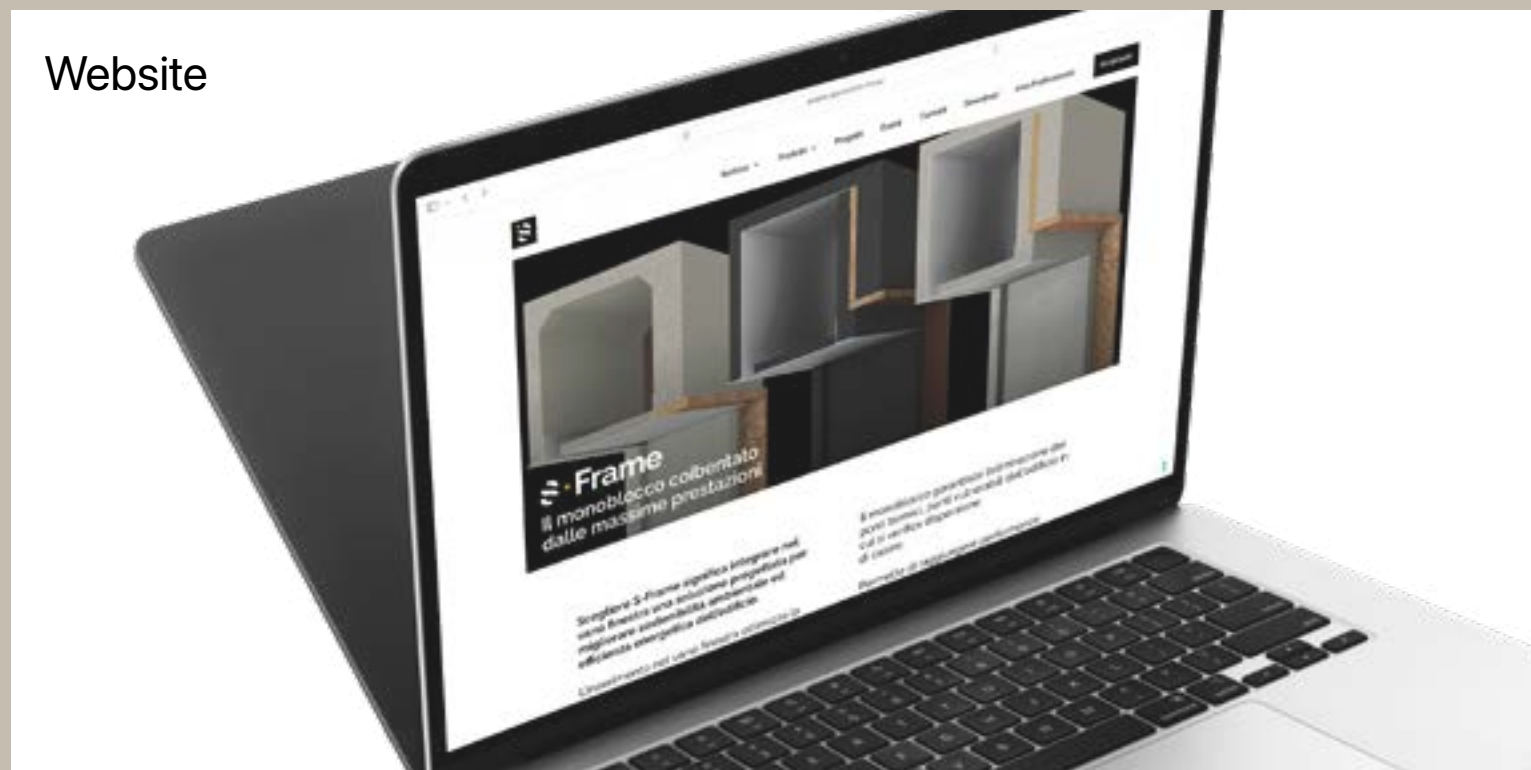
Company vehicles



Catalogues



Trade fair stand graphics



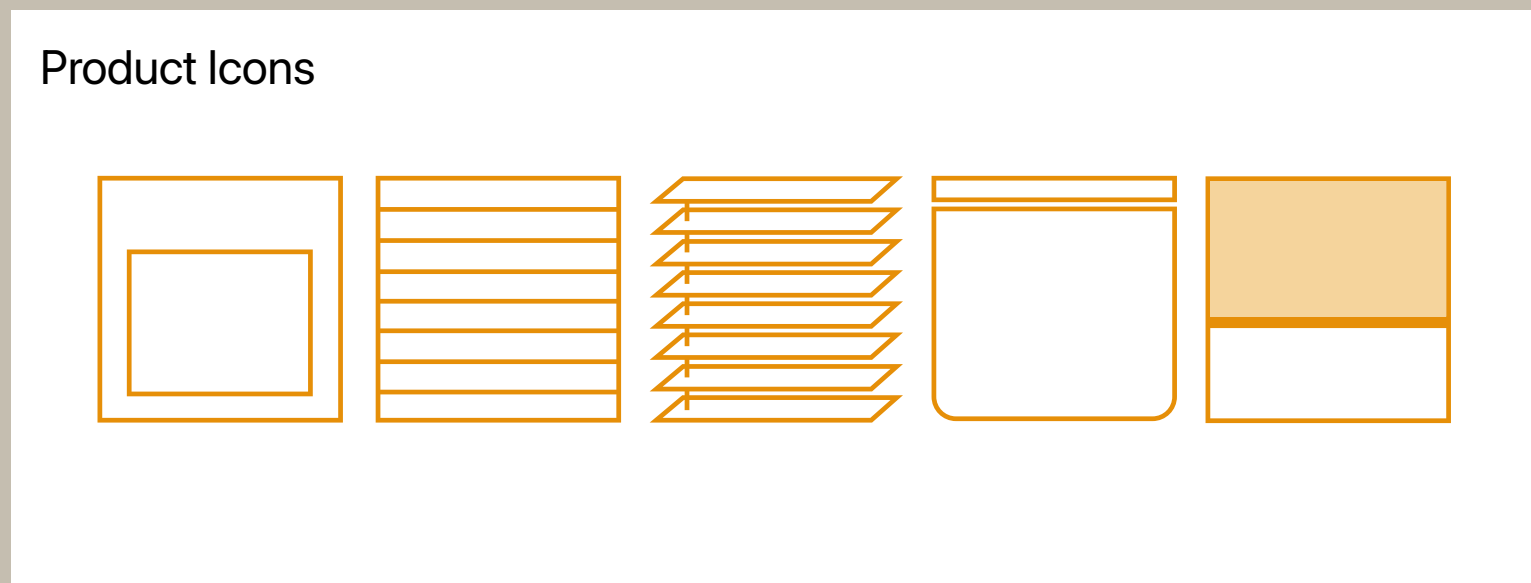
Website



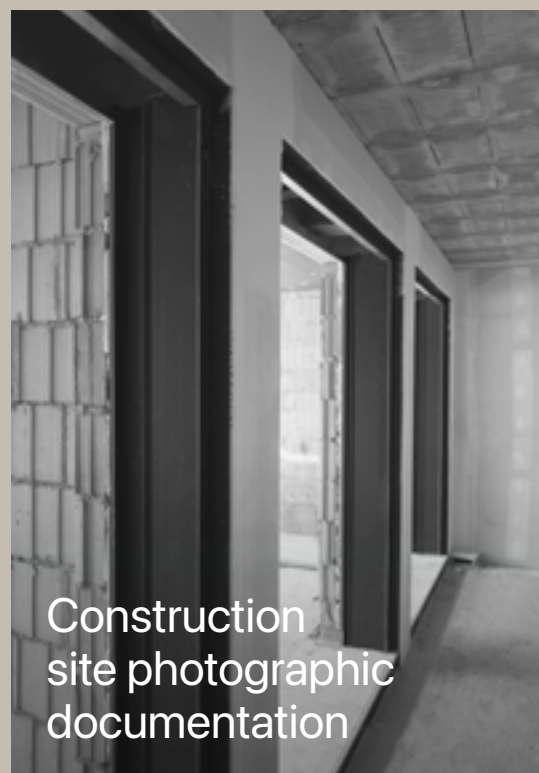
Logo



Construction site banners



Product icons



Construction site photographic documentation



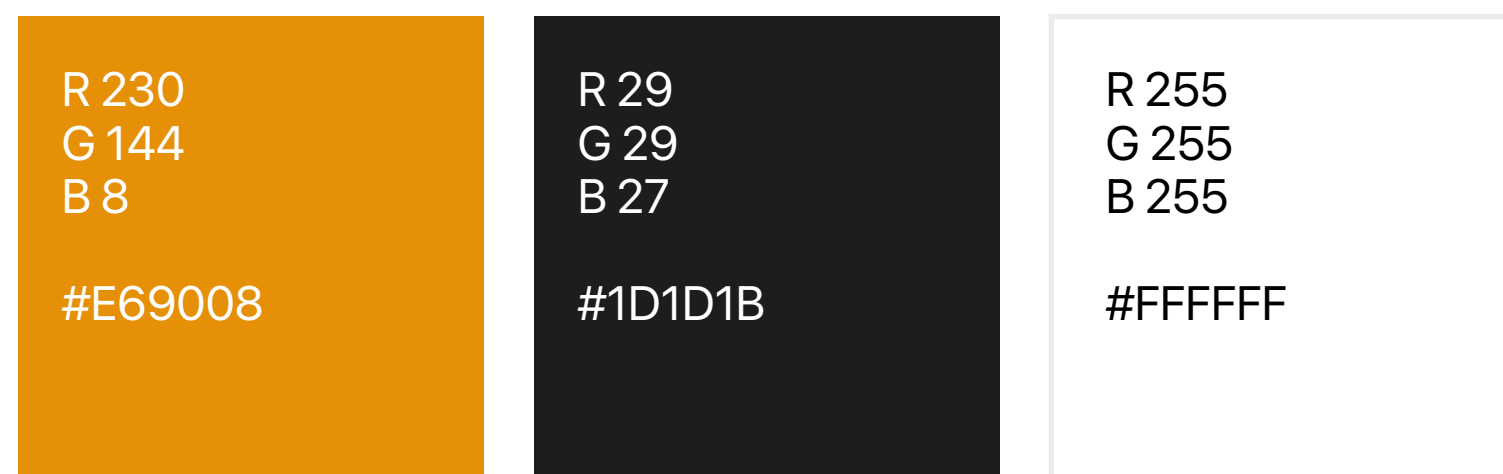
Product logos S-Frame line



Document folders



A new, more distinctive and recognizable visual identity to represent Serbloc, Seraplastic's division for integrated window opening management dedicated to construction companies and the building site environment.



In the autumn of 2024, following the significant increase in the impact of the monobloc product on the company's turnover, Seraplastic decided to strengthen its offer directed at the construction sector by developing a new entity specialized in supporting professionals in the field.

Thus, Serbloc was born, a brand created for construction companies, designers, and architects, with the goal of offering a complete and integrated management of the window opening at every stage of the project. A single partner alongside the designer, to create a coordinated technical package designed to simplify and enhance every intervention on the window opening.

The brand launch required the development of the entire communication sector, starting with the definition of the logotype, pictogram, institutional font, and color palette. These elements were accompanied by technical and commercial materials, such as catalogs and product sheets, as well as brand image applications on physical supports destined for the construction world, including document folders, vehicle screen printing, and construction site banners.

After the official presentation of the brand, a responsive website dedicated to Serbloc was

created, supported by an initial phase of digital communication through Seraplastic's official social channels.

Subsequently, the communication migrated to a proprietary account entirely dedicated to the new brand, with editorial content, videos, and photos designed to detail the values and projects of Serbloc.

In parallel, continuous documentation work was activated for all construction sites where Serbloc is involved. Each project is narrated through images and videos, aiming to highlight the key points of the collaboration and the added value of Serbloc's integrated proposal. The same approach was applied to the visual coverage of all the trade fairs in which the brand participated, including SAIE Bologna in autumn 2024 and EDIL Bergamo in spring 2025.

Consistent with the brand's visual identity, a new nomenclature was also defined for the monobloc models in the catalog. Each product logo was designed to stylistically align with Serbloc's brand image, both in shapes and colors, strengthening the connection between the new brand identity and Seraplastic's established production experience.

The focal point of Serbloc's materials is the monobloc, showcased through two types of documents: the technical catalog and the presentation brochures.

As the core element of the Serbloc offering, the monobloc also takes center stage in the brand's editorial materials. The product communication is structured on multiple levels, aiming to provide a comprehensive technical tool for professionals alongside more introductory materials designed to facilitate understanding of the entire service.

In addition to a detailed technical catalog, which illustrates all wall configurations and available product variants according to different construction types, a presentation brochure has been created to clearly highlight the advantages of the Serbloc solution. This publication emphasizes the value of the integrated service for window frame management, stressing the importance of a single point of contact throughout all project phases.

The brochure also includes brief descriptions of the main compatible elements within the Serbloc system, such as shutters, sunshades, roller blinds, and mosquito nets, as well as all models in the S-Frame monobloc range—the technological and functional heart of the entire offering.



Service Brochure



Presentation Brochure



Monobloc Brochure



Technical Catalog



S-Frame™ Fiber

Prestazioni elevate e maggiore praticità in cantiere, grazie al rivestimento in fibrocemento.

L'obiettivo di ottimizzare ulteriormente le tempistiche di lavoro in cantiere ha portato allo sviluppo di Fiber, il monoblocco pre-finito della gamma S-Frame™.

Fiber porta a un altro livello uno degli aspetti chiave della linea, la praticità. Lo strato di fibrocemento presente in alcune componenti del sistema, permette un'ottimizzazione di tempi e costi, semplificando le procedure successive all'installazione del monoblocco.

Fiber combina praticità e performance del sistema S-Frame™, assicurando isolamento termoacustico ed efficienza energetica all'edificio, oltre alla compatibilità con i prodotti oscuranti e filtranti Seraplastic e Citea, come tapparelle, frangisole e tende a rullo e, su richiesta, anche zanzariere.

La versione Fire, disponibile su richiesta e certificata in classe A di resistenza al fuoco, preserva tutte le caratteristiche e le proprietà del monoblocco e rende ogni elemento resistente al fuoco, coniugando proprietà ignifughe e di isolamento dell'edificio.

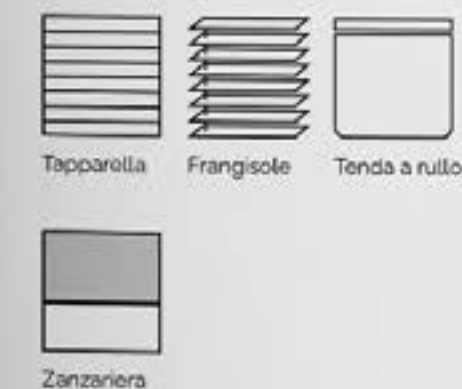
Caratteristiche del sistema

Il cassonetto è realizzato in XPS Wh come materiale isolante e legno OSB come supporto strutturale ed offre un rinforzo interno in alluminio. Le due spalle coibentate utilizzano XPS Wh per l'isolamento e legno OSB per la funzione strutturale. Il sottobancale isolato è disponibile opzionalmente, in versione a vaschetta.

La versione Fire sostituisce tutti i materiali isolanti e strutturali del sistema con una gamma di innovative materie prime ignifughe.

Il monoblocco offre una pre-finitura in fibrocemento su alcune superfici: le spalle coibentate e il cielino del cassonetto.

Prodotti Compatibili



Proprietà



*Disponibile a richiesta e sviluppata a progetto

Common graphic style, two different levels of complexity: an overview of services and technical product details.

Both catalogs created for Serbloc, the presentation catalog and the technical catalog, share a common graphic layout and an introductory section dedicated to the services offered and the advantages of the monobloc system. This first part is designed to provide a clear and accessible overview of Serbloc's integrated approach to window frame management, highlighting efficiency, reliability, and streamlined design.

The second part, specific to the technical catalog, contains all the construction details of the S-Frame product range. It fully represents all options related to different wall conditions, the variants available for each model, and specific cases that may arise during the design or execution phases.

Completing the document is the product's technical specification, a crucial element for effective communication with architects, designers, and construction companies, ensuring the correct inclusion of the monobloc within the project's technical documentation.

Indice

- Serbloc**
 - Chi siamo
 - Servizi
 - Valori
 - Sostenibilità e innovazione
 - Efficienza energetica
 - Prodotti
- Sistemi Isolanti**
 - Monoblocchi
 - La gamma S-Frame™
 - S-Frame™ Smart
 - S-Frame™ Pro
 - S-Frame™ Fiber
 - S-Frame™ Air
 - Caratteristiche e vantaggi
- Sistemi Oscuranti e Filtranti**
 - Tapparelle
 - Frangisole
 - Tende a rullo
 - Zanzariere

Un pacchetto completo per il vano finestra

Monoblocchi
Tapparelle
Frangisole
Tende a rullo
Zanzariere
VMC

Un pacchetto completo per il vano finestra, che include tutti i componenti necessari per la realizzazione di un vano finestra ad alta efficienza energetica e acustica. La gamma S-Frame™ è progettata per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità.

Monoblocchi S-Frame

La gamma S-Frame™ è progettata per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità. È composta da un unico elemento che integra tutti i componenti necessari per la realizzazione di un vano finestra ad alta efficienza energetica e acustica.

Tapparelle

Le tapparelle S-Frame™ sono progettate per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità. Sono disponibili in diverse versioni e colori, per integrarsi perfettamente con l'architettura del progetto.

Tende a rullo

Le tende a rullo S-Frame™ sono progettate per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità. Sono disponibili in diverse versioni e colori, per integrarsi perfettamente con l'architettura del progetto.

Frangisole

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Zanzariere

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La gamma S-Frame™

Un'offerta completa e versatile, capace di adattarsi a ogni necessità del progetto, assicurando ottime performance in ogni situazione.

La gamma S-Frame™ è progettata per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità. È composta da un unico elemento che integra tutti i componenti necessari per la realizzazione di un vano finestra ad alta efficienza energetica e acustica.



Dalla progettazione alla posa

Un team di specialisti pronto a offrire supporto in ogni fase del progetto.

Serbloc è un team di specialisti pronto a offrire supporto in ogni fase del progetto, dalla progettazione alla posa, dalla consegna al supporto post-installazione. Il nostro team è composto da esperti in tutti i settori dell'edilizia e dell'isolamento, con l'obiettivo di garantire la massima qualità e soddisfazione del cliente.

Rilievo

Progettazione

Assemblaggio

Consegna

Posa

Supporto

Monoblocchi

La gamma S-Frame™ è progettata per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità. È composta da un unico elemento che integra tutti i componenti necessari per la realizzazione di un vano finestra ad alta efficienza energetica e acustica.

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Edifici ed efficienza energetica

Isolamento termico al massimo e consumo energetico al minimo: il binomio perfetto per architetture più sostenibili.

La gamma S-Frame™ è progettata per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità. È composta da un unico elemento che integra tutti i componenti necessari per la realizzazione di un vano finestra ad alta efficienza energetica e acustica.

Il vano finestra del tuo progetto, dalla progettazione alla posa finale.

La gamma S-Frame™

Un'offerta completa e versatile, capace di adattarsi a ogni necessità del progetto, assicurando ottime performance in ogni situazione.



La gamma di materiali e i design degli sistemi S-Frame™ offrono la massima flessibilità del monoblocco in ogni situazione.

La gamma S-Frame™ è progettata per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità. È composta da un unico elemento che integra tutti i componenti necessari per la realizzazione di un vano finestra ad alta efficienza energetica e acustica.

Assemblaggio e posa

Il nostro team di specialisti è pronto a offrire supporto in ogni fase del progetto, dalla progettazione alla posa, dalla consegna al supporto post-installazione. Il nostro team è composto da esperti in tutti i settori dell'edilizia e dell'isolamento, con l'obiettivo di garantire la massima qualità e soddisfazione del cliente.

Un'offerta completa e versatile, per l'isolamento termoacustico di ogni progetto.

La gamma S-Frame™ è progettata per offrire la massima performance in termini di isolamento termico e acustico, oltre che di estetica e funzionalità. È composta da un unico elemento che integra tutti i componenti necessari per la realizzazione di un vano finestra ad alta efficienza energetica e acustica.

S-FRAME™ SMART

La scelta più conveniente per garantire efficienza energetica al progetto.

S-FRAME™ PRO

Massime prestazioni.

S-FRAME™ FIBER

Le prestazioni del sistema.

Un pacchetto completo per il vano finestra del progetto

Monoblocchi
Tapparelle
Frangisole
Tende a rullo
Zanzariere
VMC



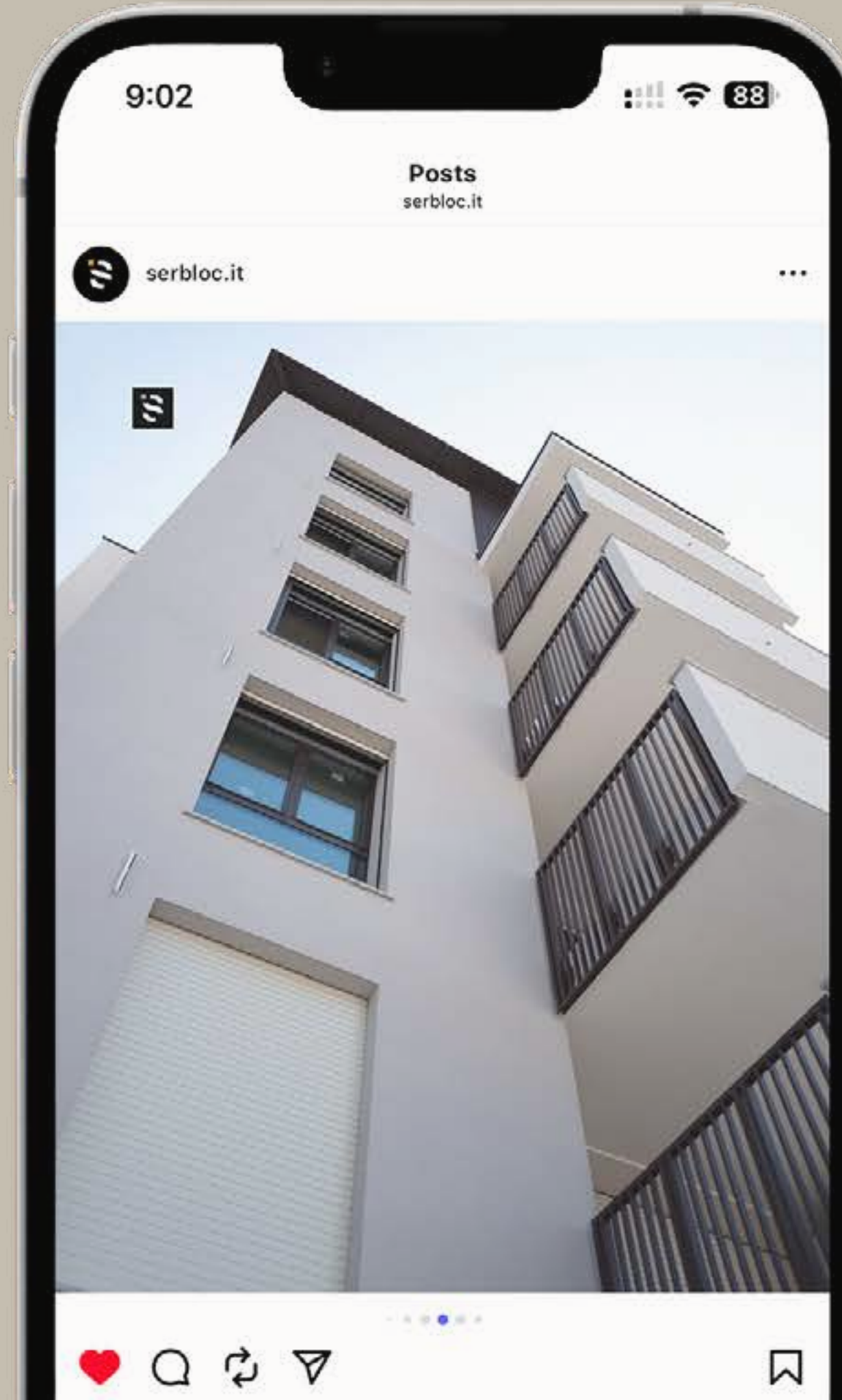
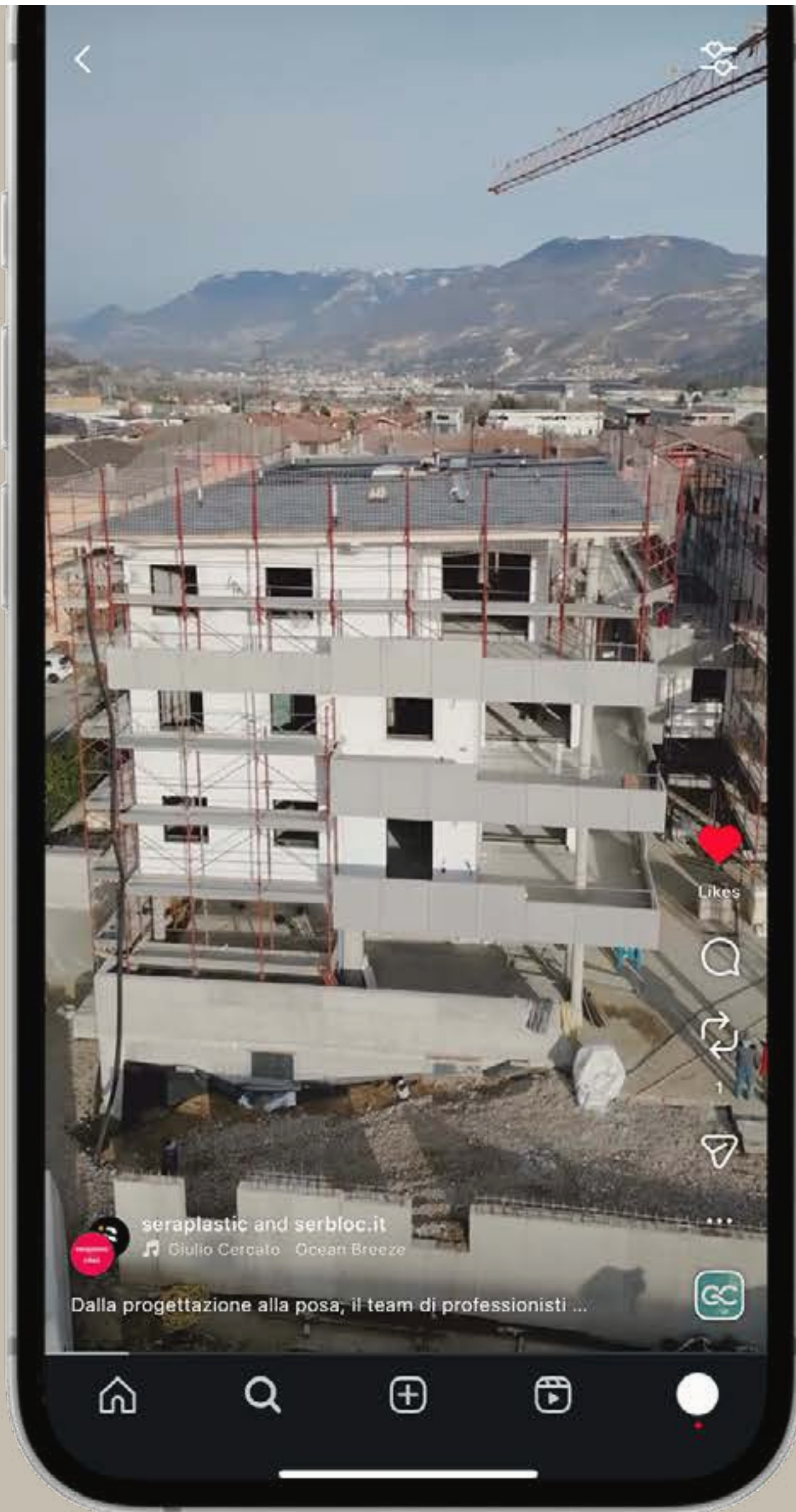
@serbloc.it offers a detailed account of all the construction sites where the company collaborates as a partner.

Serbloc Instagram profile is 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 the collaborations developed in the construction sector. It serves as a constantly evolving digital portfolio, created to showcase the companies Serbloc works with and to highlight the company's reliability.

Through the published content, Serbloc's ability to manage complex projects is emphasized, such as interventions on buildings with over 350 window units, as well as its flexibility to adapt to more specific contexts by offering customized, tailor-made solutions. A notable example is the project in Monza, where the storytelling highlighted the development of a hybrid monobloc combining two catalog models, specifically designed to meet the unique needs of the building involved.

Each project is documented with 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 both on the S-Frame monobloc product and on the Serbloc technical team's intervention on site. The result is a visually coherent and informative channel that effectively communicates the quality and versatility of Serbloc's services.



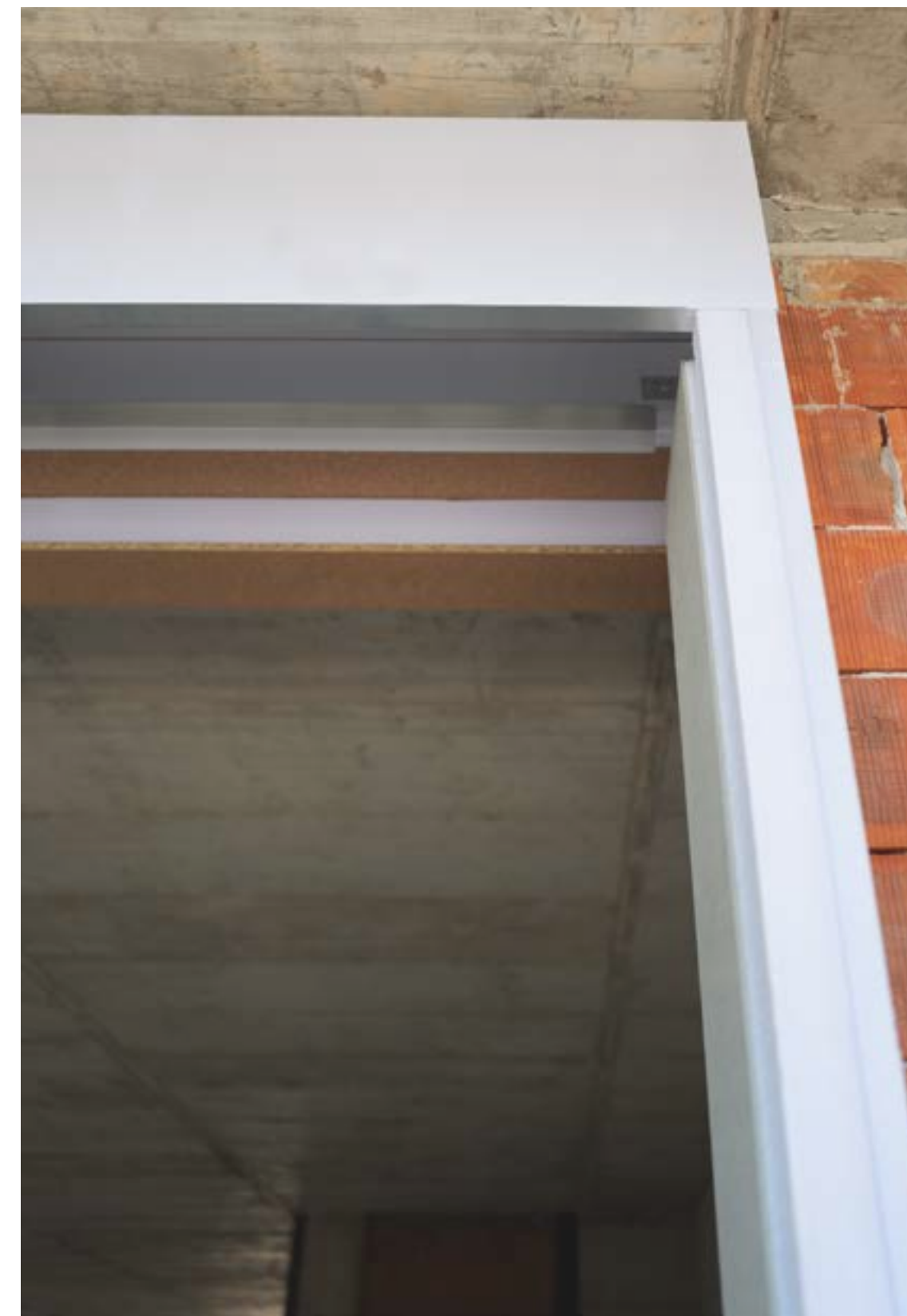


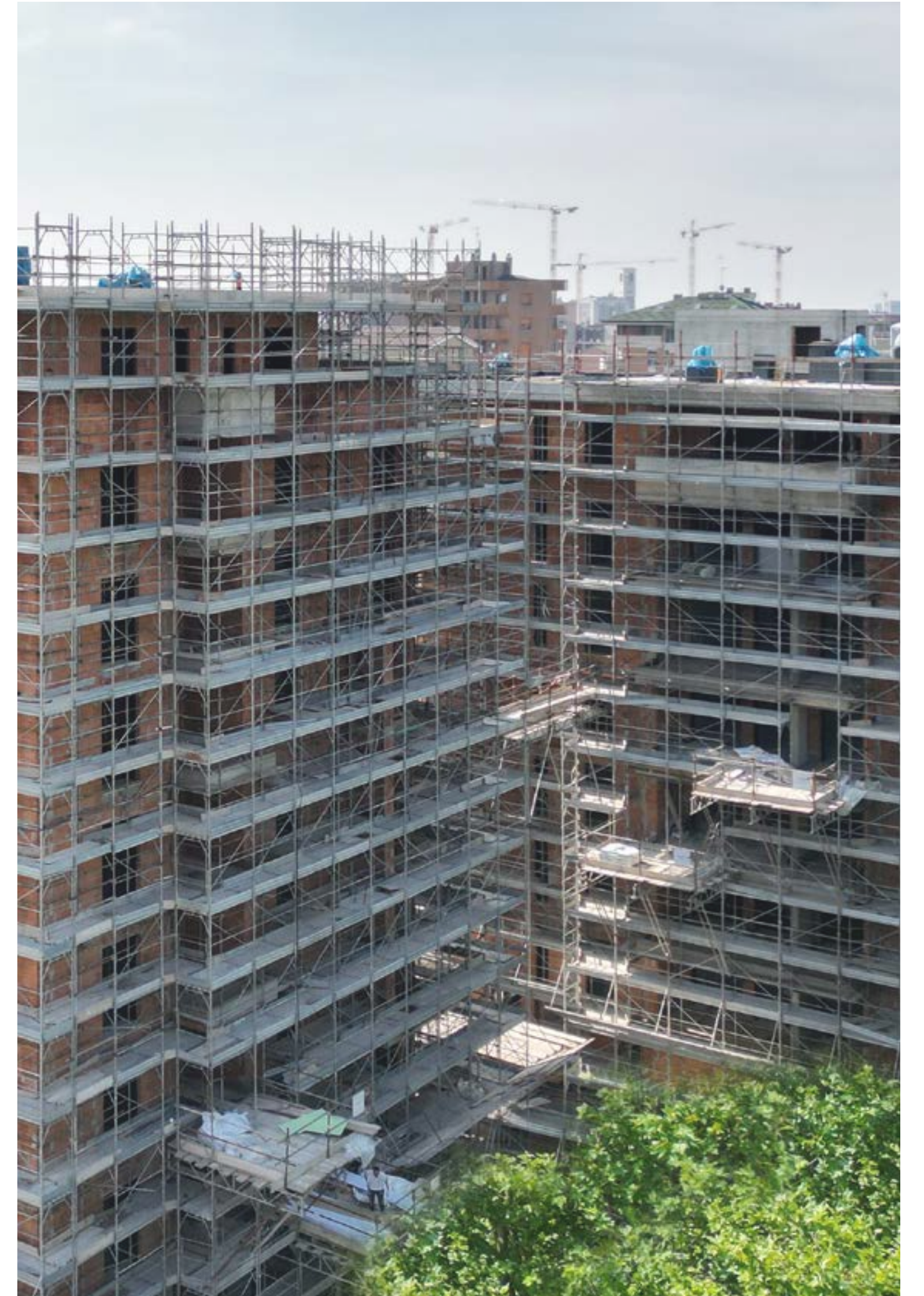
The photographic and video documentation of each project focuses on the details: every construction site is portrayed to highlight the strengths of the products and services offered by the Serbloc team.

Every Serbloc project site is documented with the aim of highlighting the technical details of the products and the architectural benefits resulting from an integrated window system management. Photographs taken with a professional camera and aerial shots captured by drone are then edited for use on social media channels and in the company's communication materials.

Aerial footage allows capturing the overall scale and complexity of the project, providing a comprehensive view of the building and its surrounding context. In contrast, ground-level photos taken inside the construction sites enable a close-up look at the technical details of the monobloc, emphasizing the technical solutions used and any customizations made for each specific project. These images allow the system to be understood directly in its real-life application by visually showing a monobloc installed on site.

This approach not only enables precise documentation of each project but also effectively communicates the real impact of the product on the building's aesthetics and functionality.





serbloc.it is the go-to reference to discover all tailor-made services for designers.



A comprehensive portal where you can view all Serbloc products and services: a complete package for the window opening and continuous support for the customer.

serbloc.it website represents the most comprehensive access point to discover Serbloc, the Seraplastic brand dedicated to the integrated management of the window opening. Designed to offer a clear and structured overview, the site is built to guide industry professionals, designers, architects, and construction companies in exploring the services, products, and benefits offered by the Serbloc system.

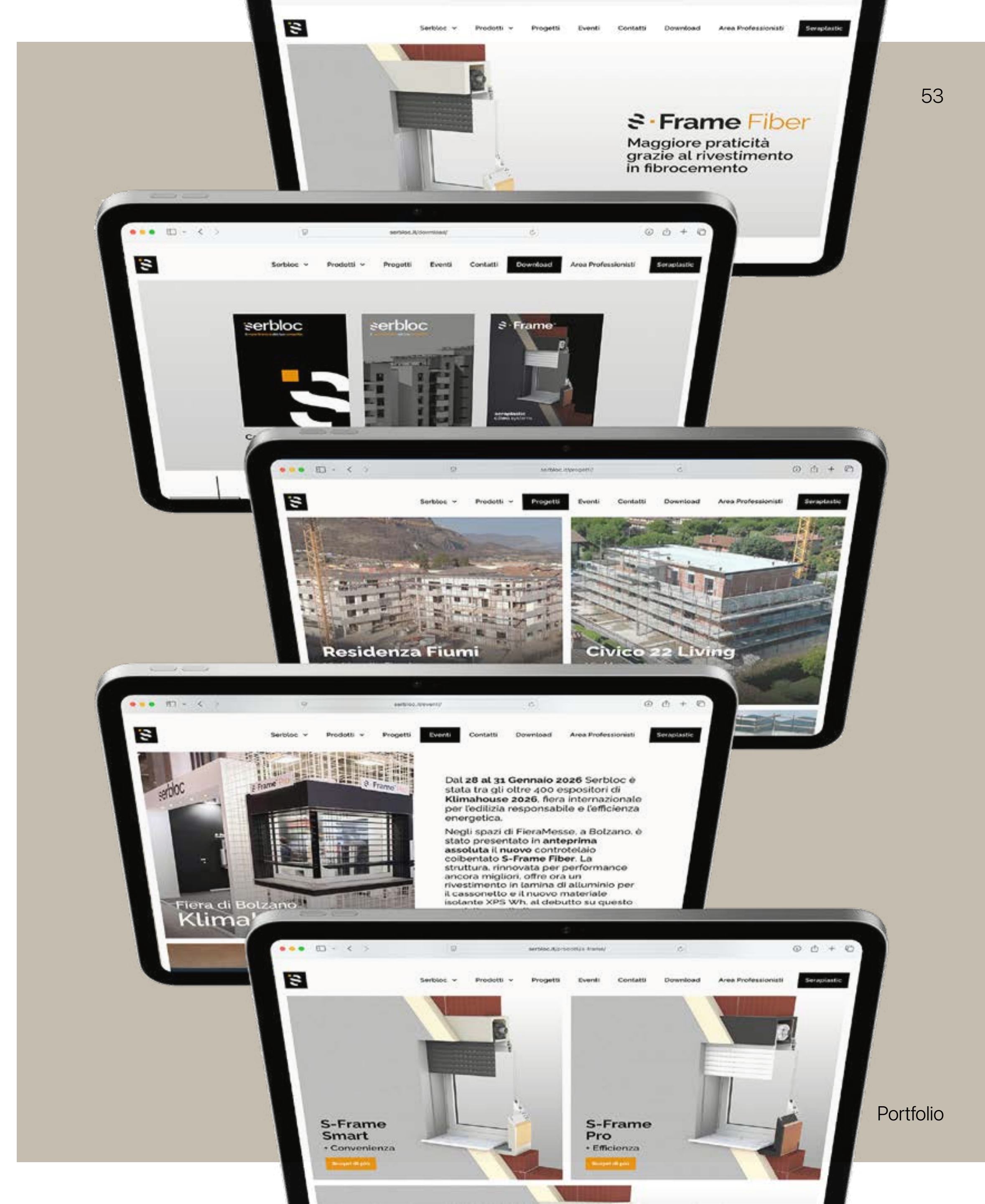
The "Serbloc" section, divided into "Company" and "Service" illustrates the brand's strengths, with particular focus on the added value of collaborating with a single interlocutor capable of providing integrated solutions for every phase of the construction site and improving building performance. The "Products" section collects detailed descriptions of all systems compatible with the Serbloc offering, each accompanied by technical information and application examples.

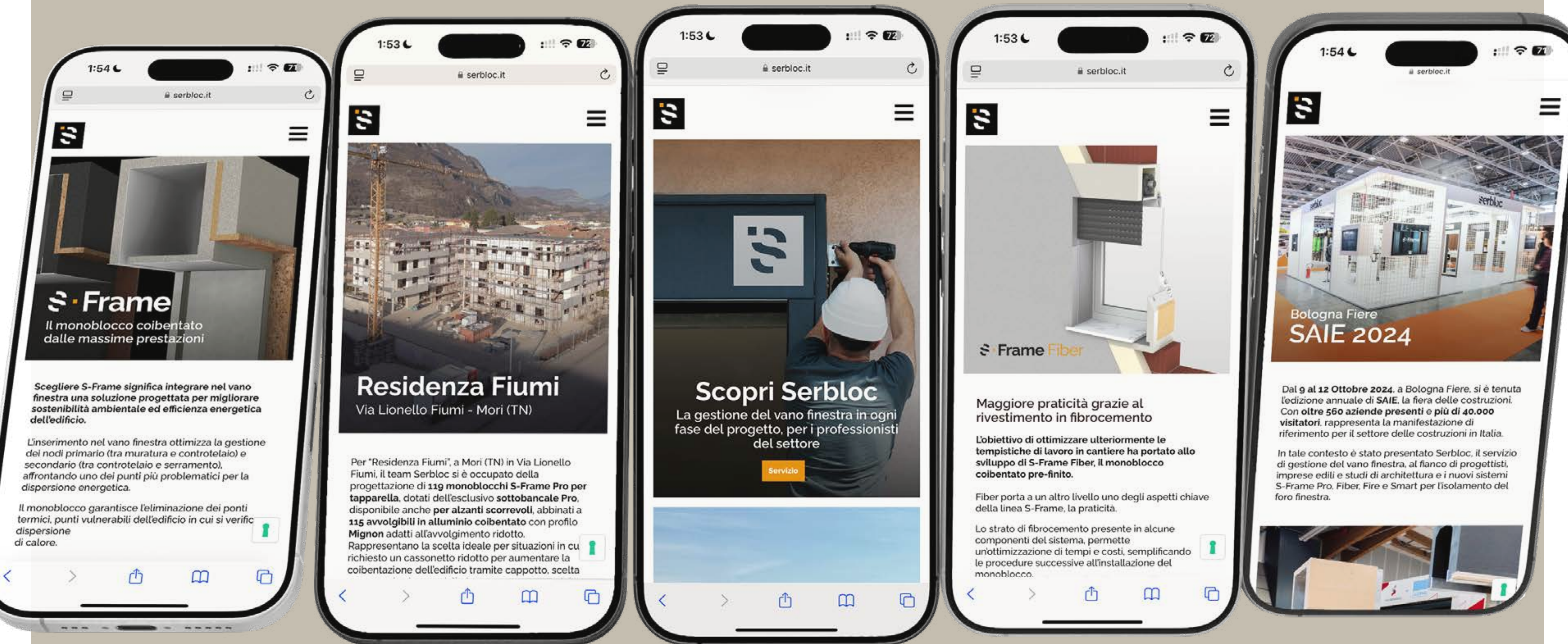
A more detailed focus is reserved for the "S-Frame" section, entirely dedicated to the

insulated monobloc, the technological core of the Serbloc system. The pages related to other compatible products, such as shutters, sunshades, awnings, and mosquito nets, provide brief introductory descriptions and, for more in-depth content, link to the corresponding pages on seraplastic.it.

The site's architecture is completed by the "Events" section, documenting Serbloc's participation in trade fairs and industry appointments; "Contacts" with company information; and "Download" where catalogs, technical materials, and company profiles can be downloaded.

The website is fully responsive, optimized for navigation on smartphones, tablets, and desktops. Every detail, from font choices to colors and photographic content, adheres to the brand's visual identity guidelines, ensuring stylistic coherence and recognizability at every level of digital communication.





Valore D

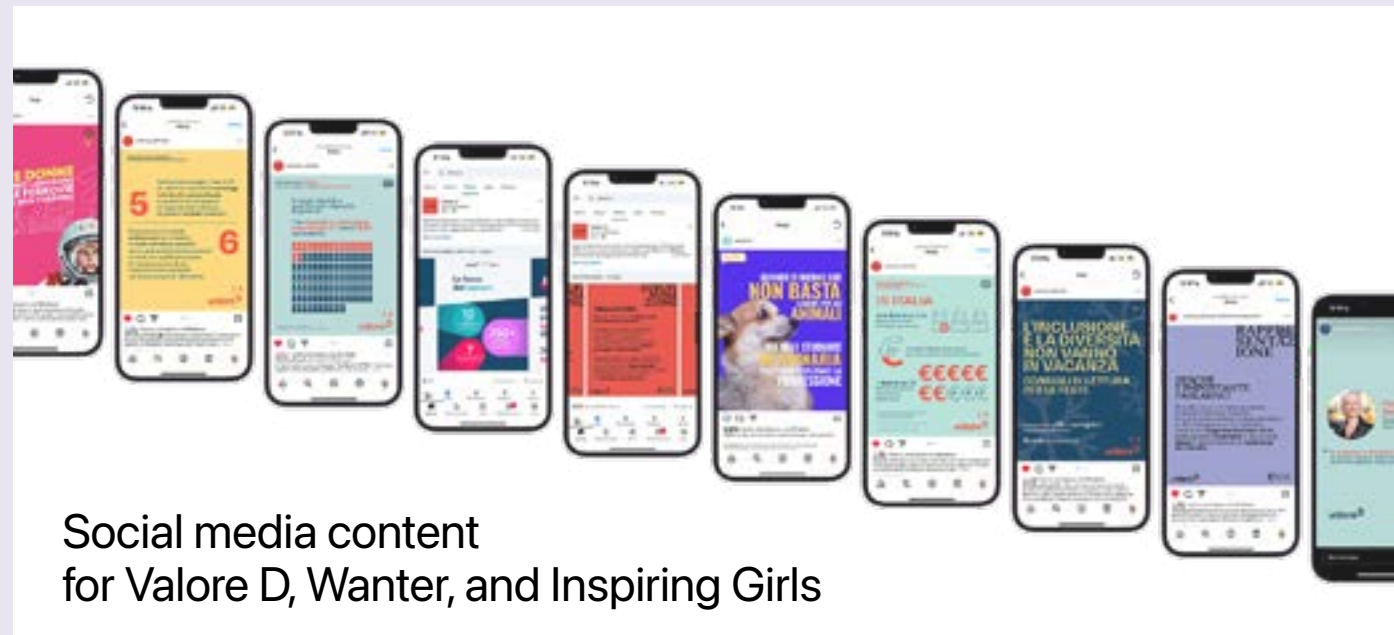
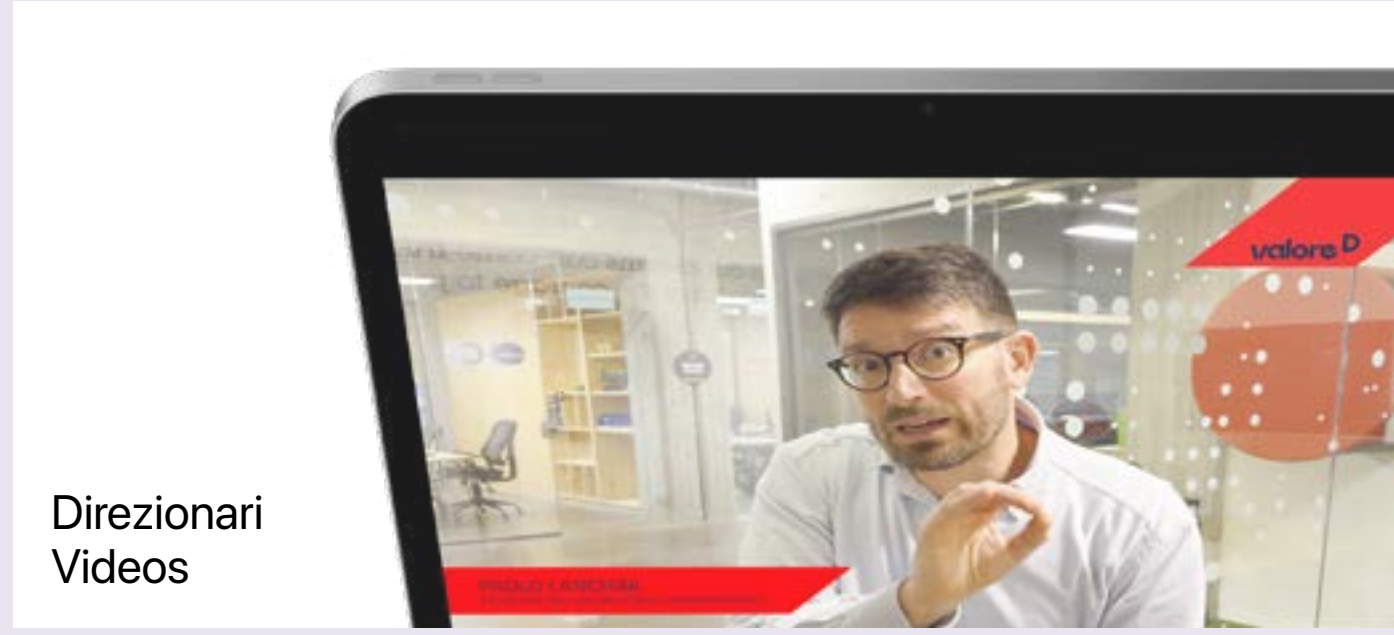
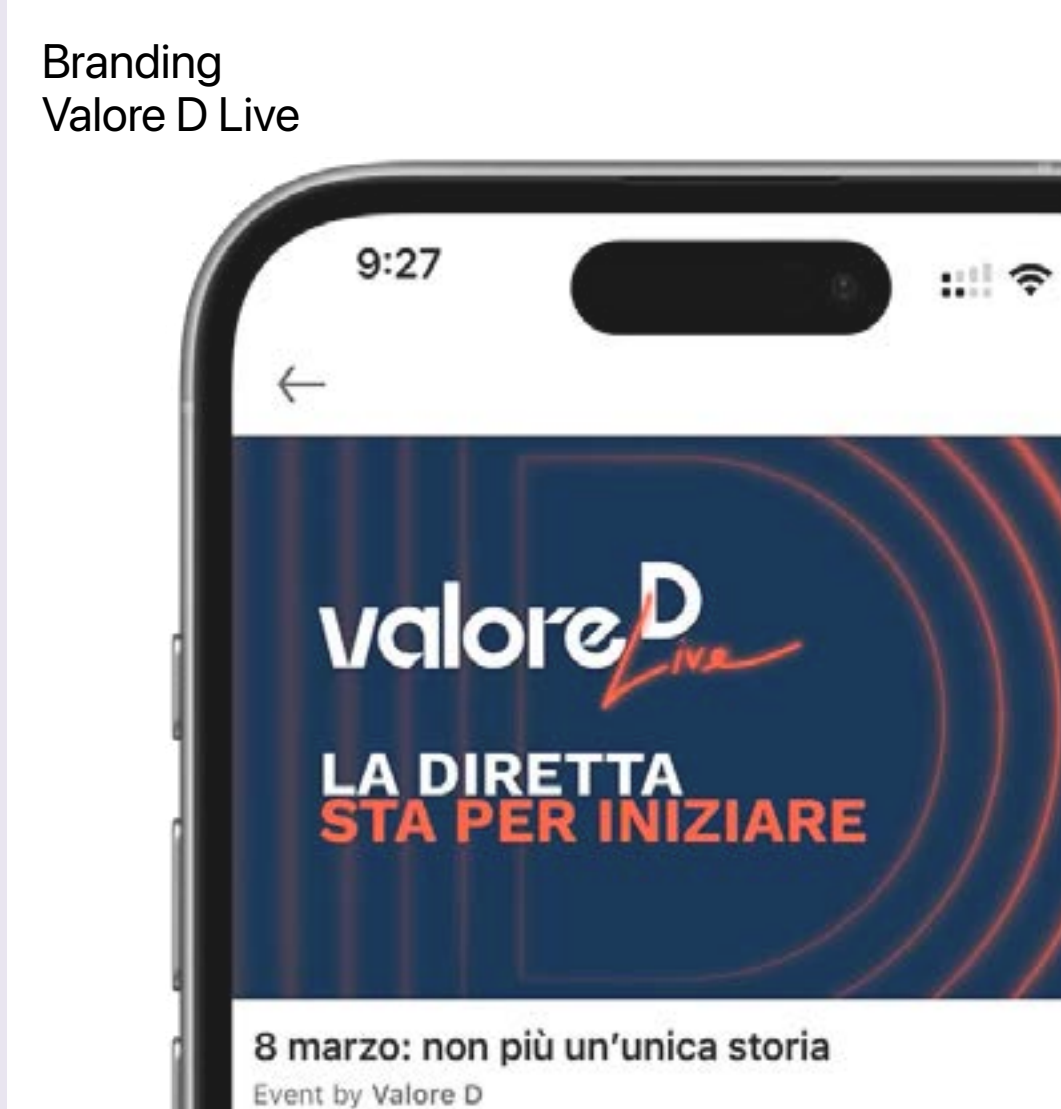
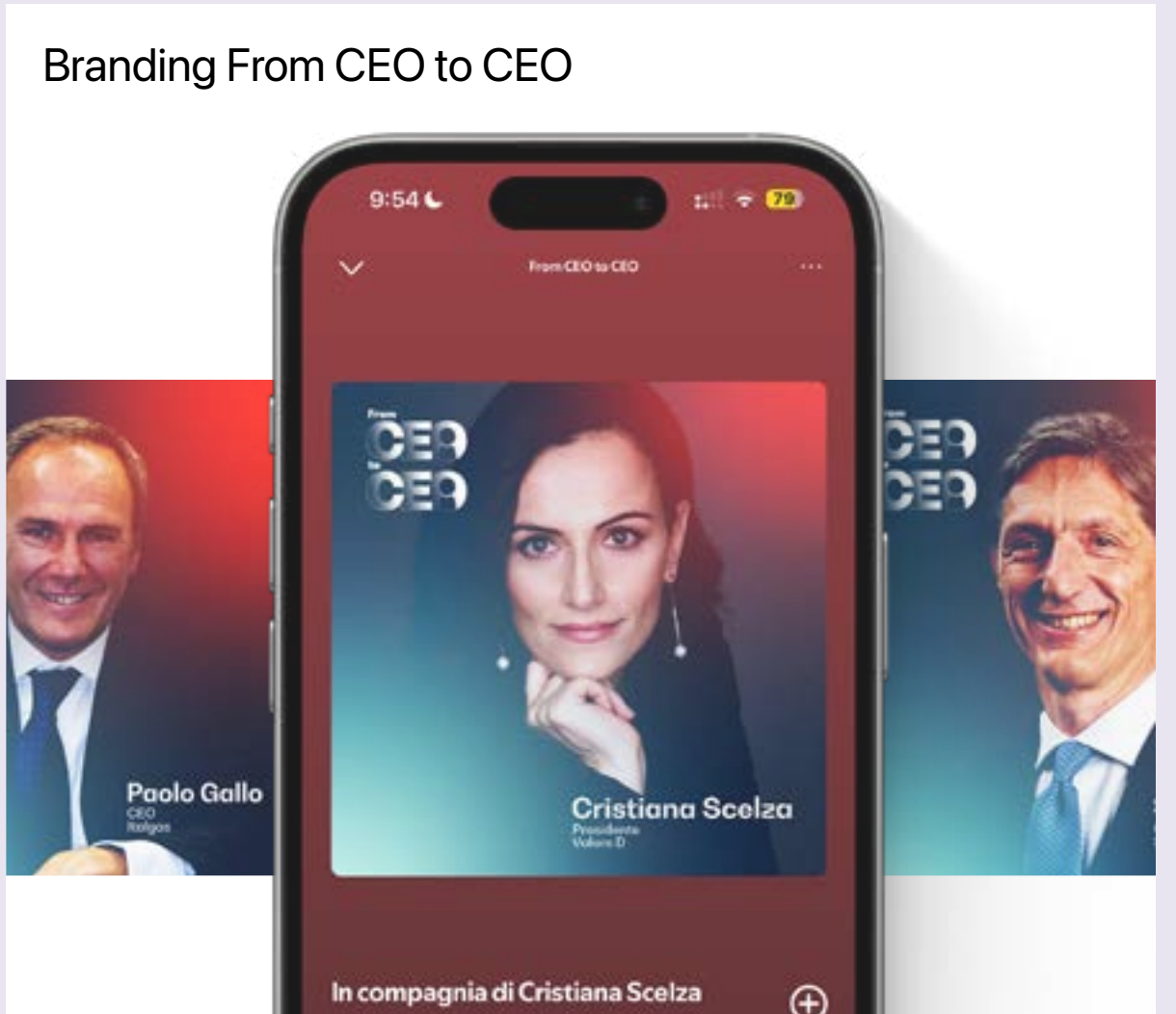
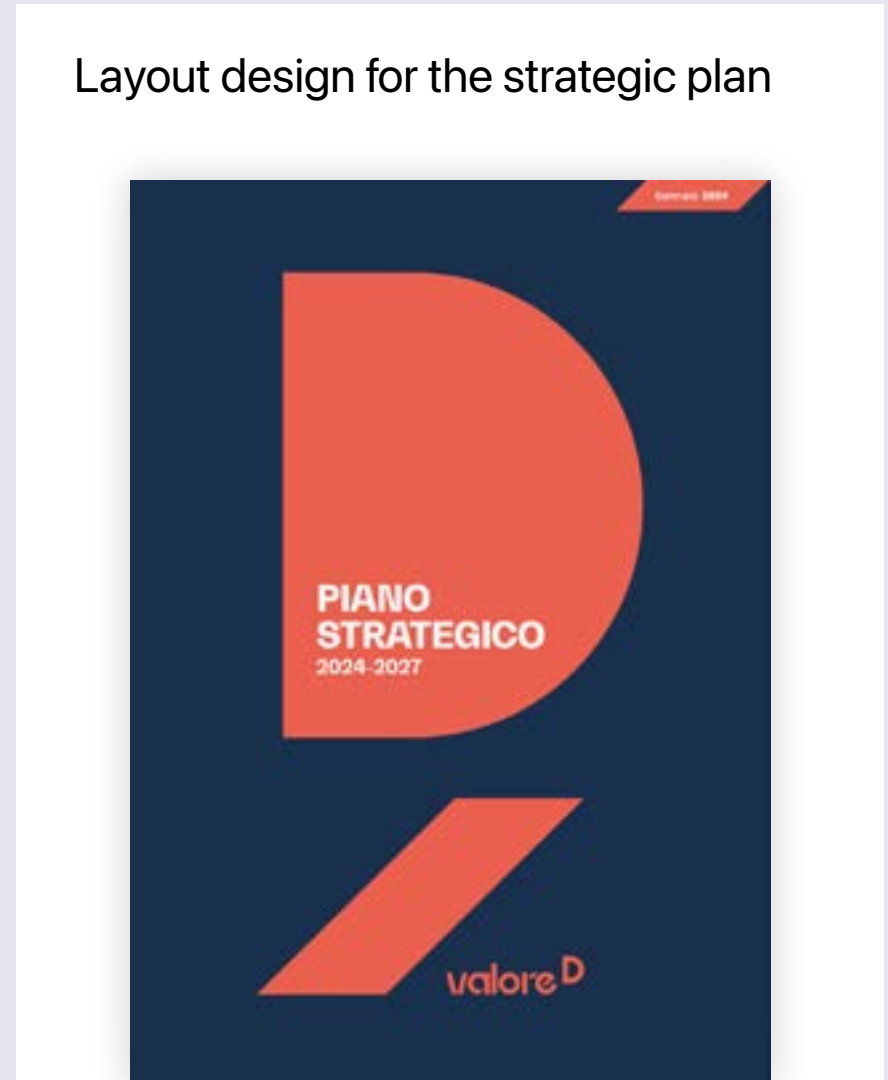
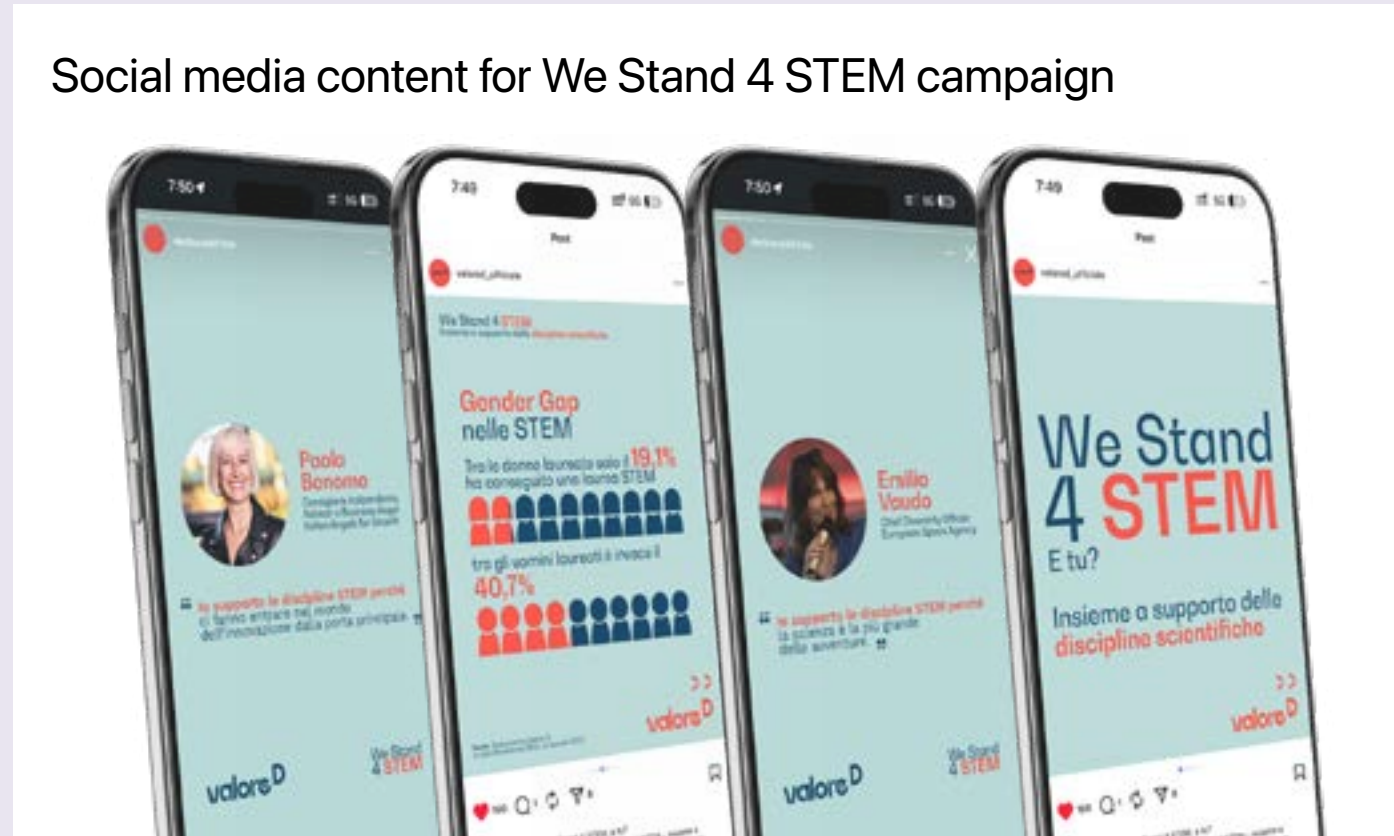
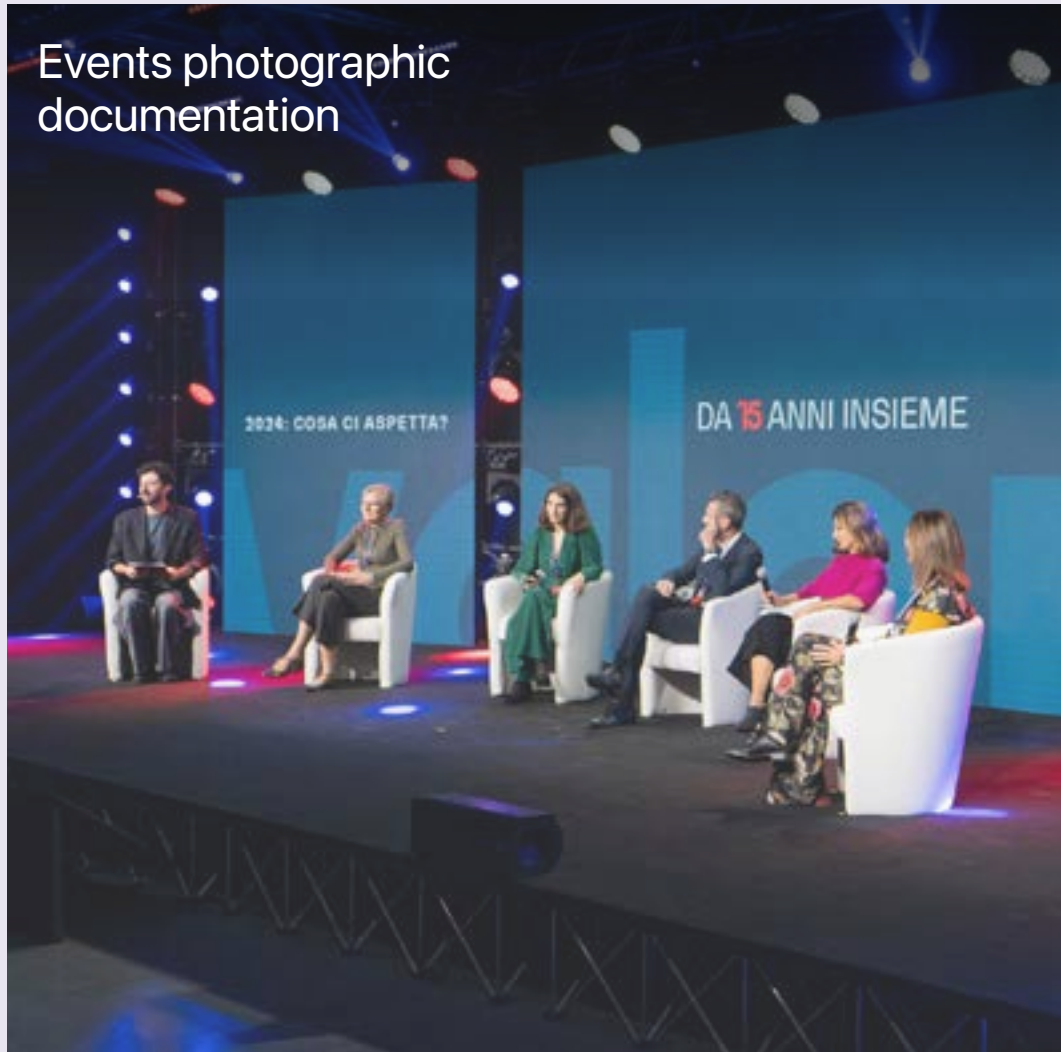
OBJECTIVE

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

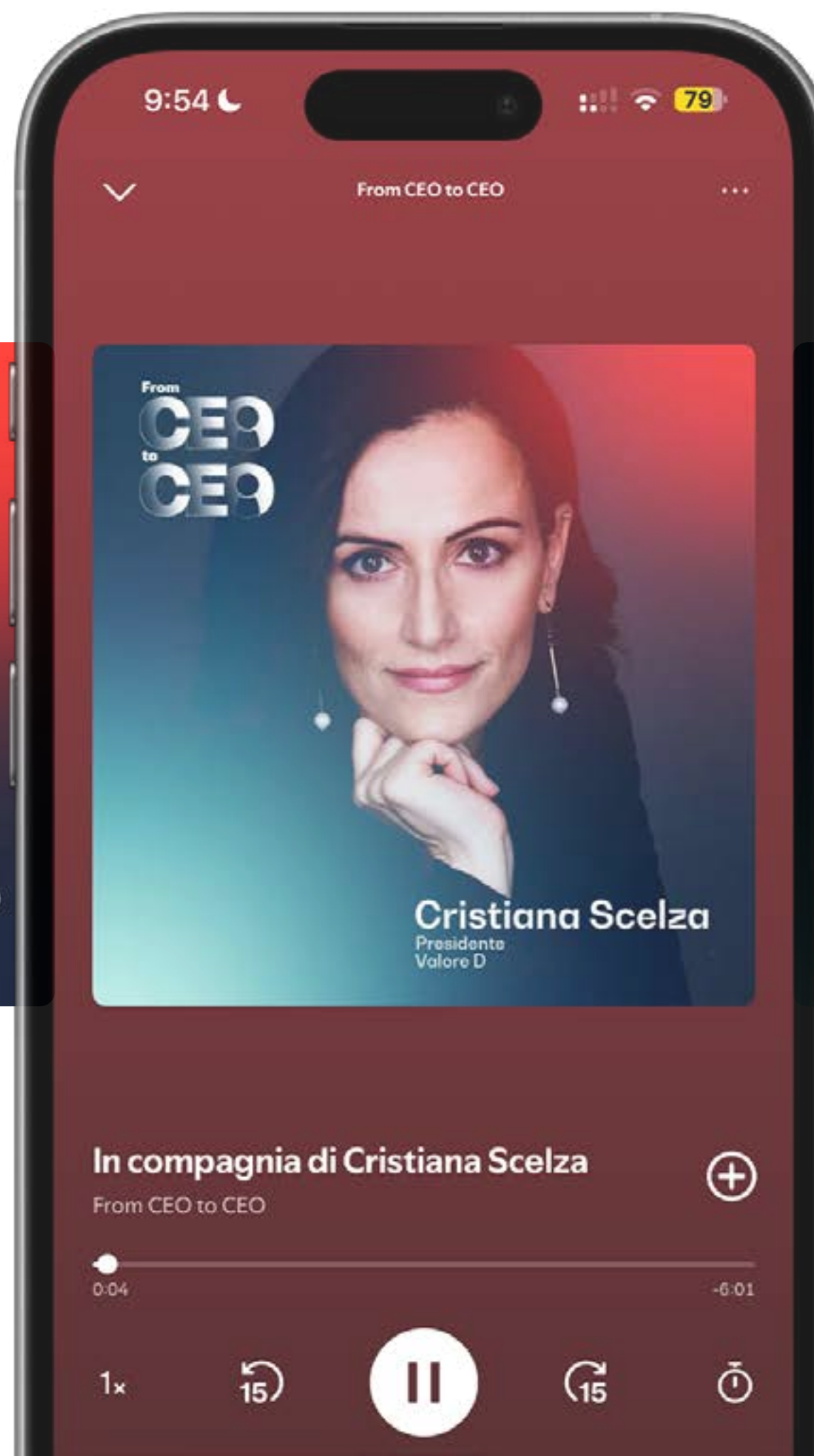
Adobe InDesign	Social media content development Strategic plan design and development
Adobe Illustrator	Development of brand identity applications
Adobe Photoshop	Event photo retouching
Adobe Lightroom	Event photo editing
Adobe Premiere Pro	Editing of "Direzionari" video footages

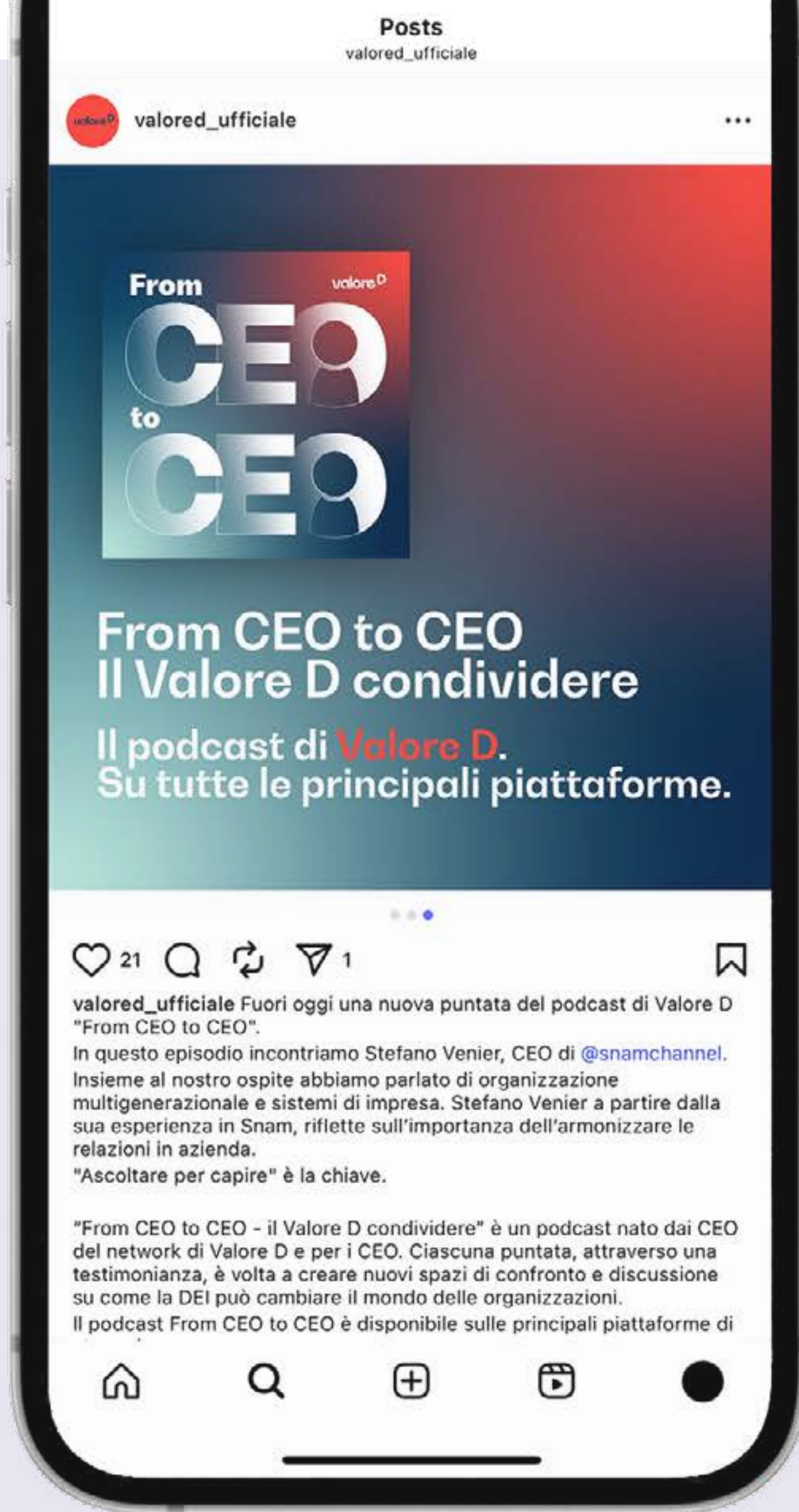
click and discover the project on
www.valeriocaglio.it/progetti/valored



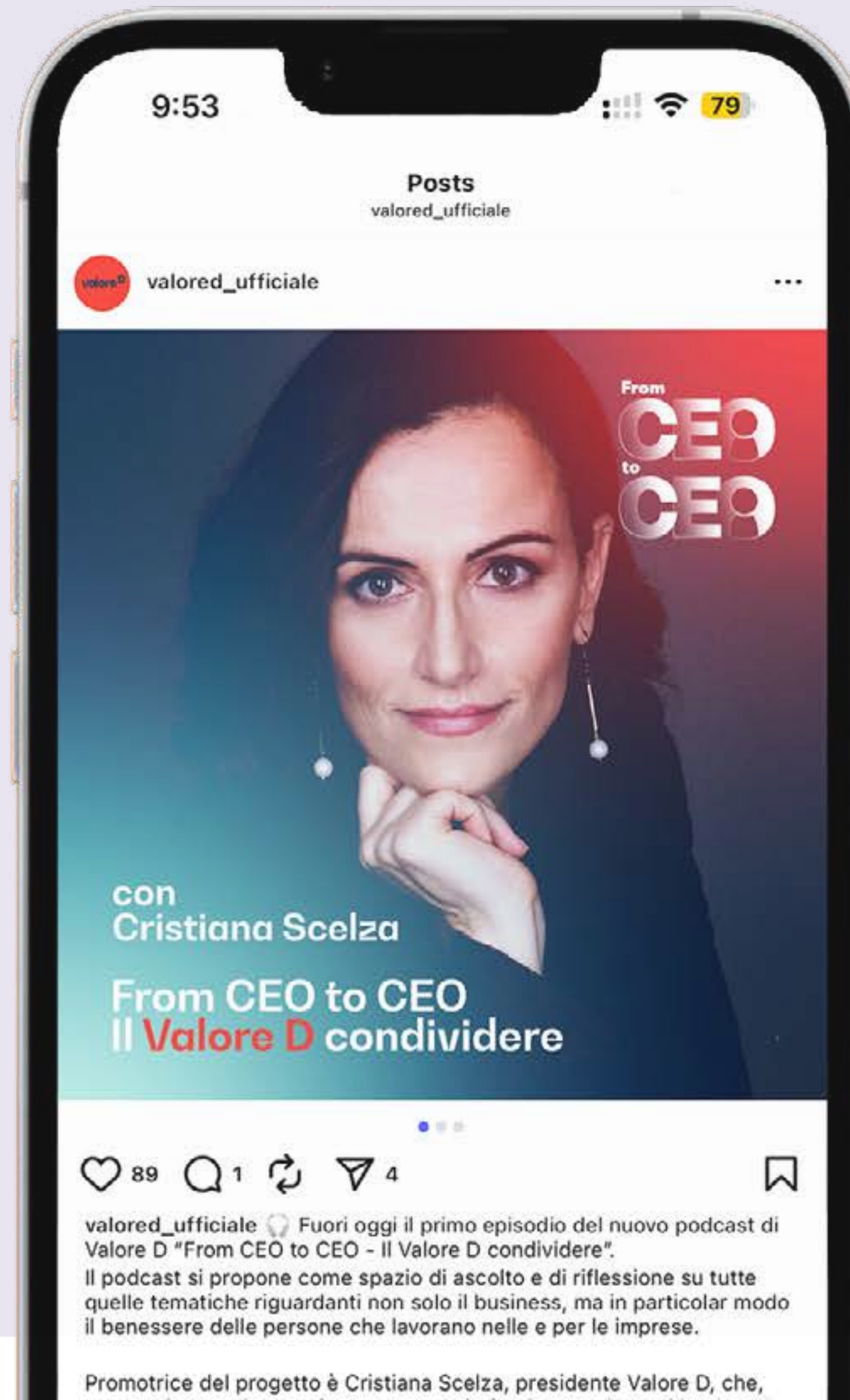
From CEO to CEO: Valore D's new podcast where voices from the community of CEOs of member companies discuss the latest news on D&I topics.

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.





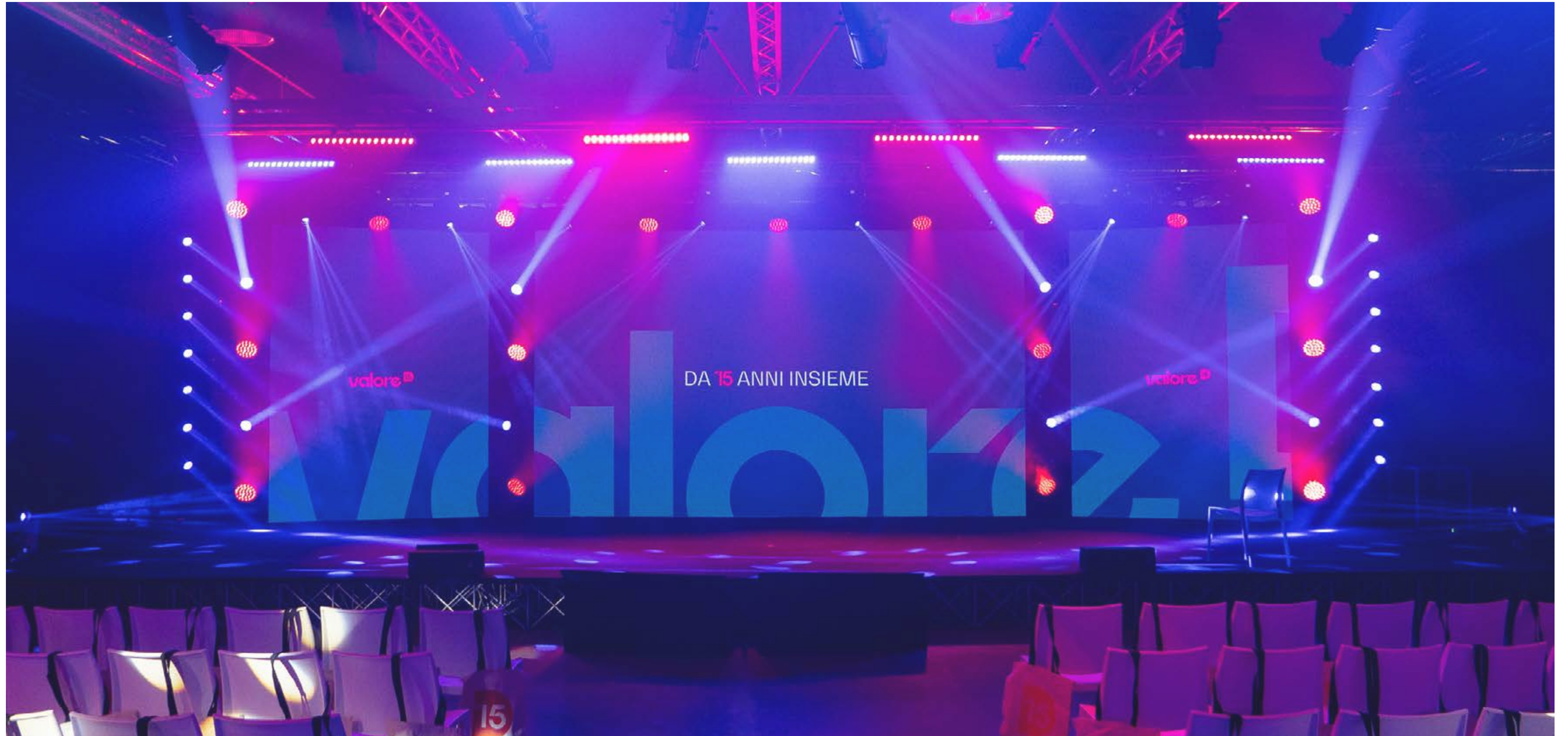
In addition to designing the logo, the entire coordinated image of the format was developed, starting from the creation of the covers for each episode of the first edition, up to the overall project cover. The work also included the development of all graphic content for feeds and stories, designed to support the launch of the episodes on social media and strengthen the visibility of the initiative.



Valore D's Calendario is the association's most important event of the year. It is a meeting moment between and with the member companies, taking place every year in November on two dates in Rome and Milan.



The Calendario event represents the most important appointment of the year for member companies. It is an occasion where the association presents the entire training program and social initiatives for the upcoming year, documented using personal tools for storytelling on social media and Valore D's corporate intranet.

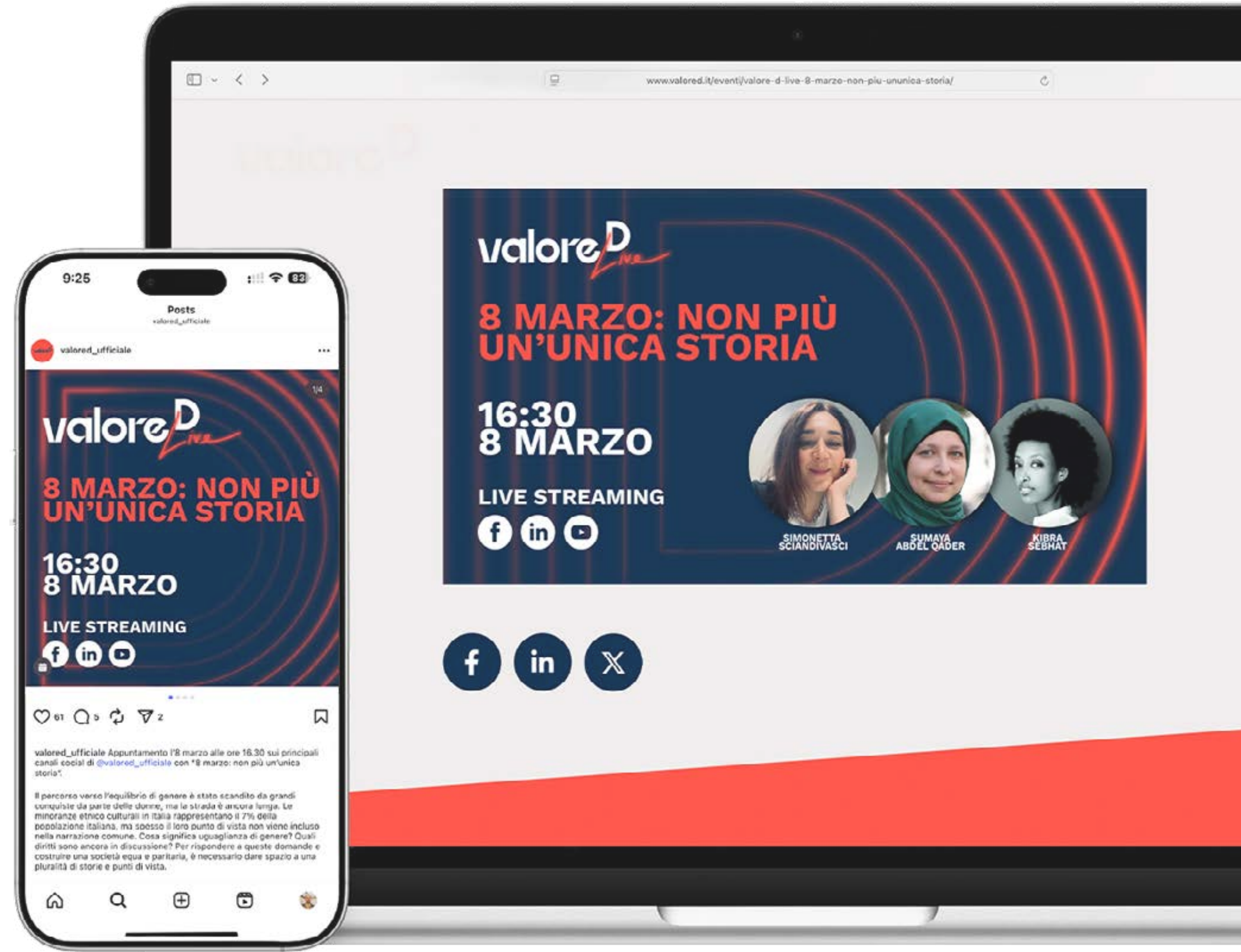


Valore D Live: the new format of free online meetings, open to everyone, dedicated to D&I topics, broadcast on the association's social media channels.

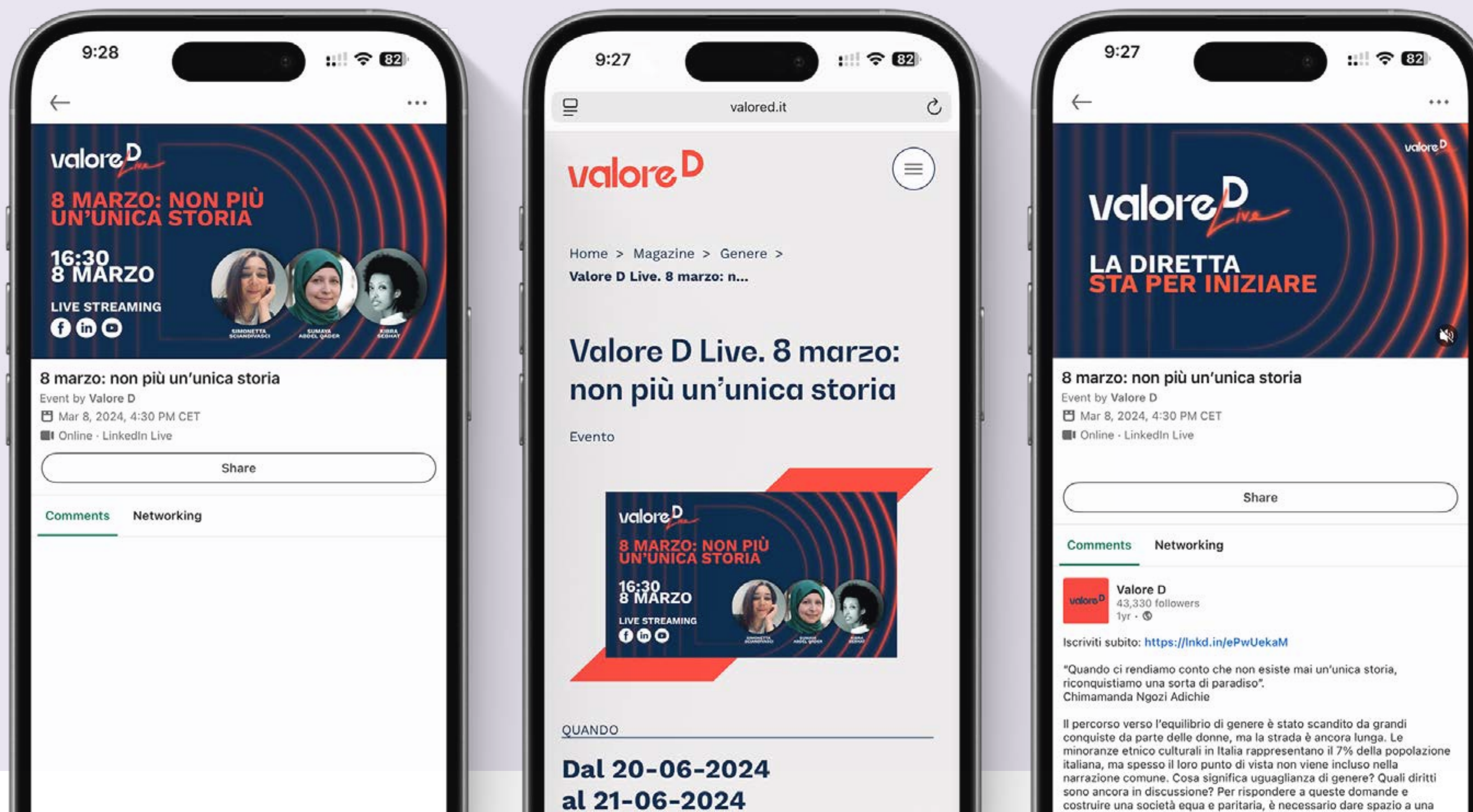
Valore D Live is the new format of free live streaming events, broadcast on the association's social media channels, Facebook, LinkedIn, and YouTube, and dedicated to diversity and inclusion topics. With an annual schedule of four meetings, the format represents the evolution of the previous Valore D Talks, introducing a renewed graphic design and a more defined digital presence.

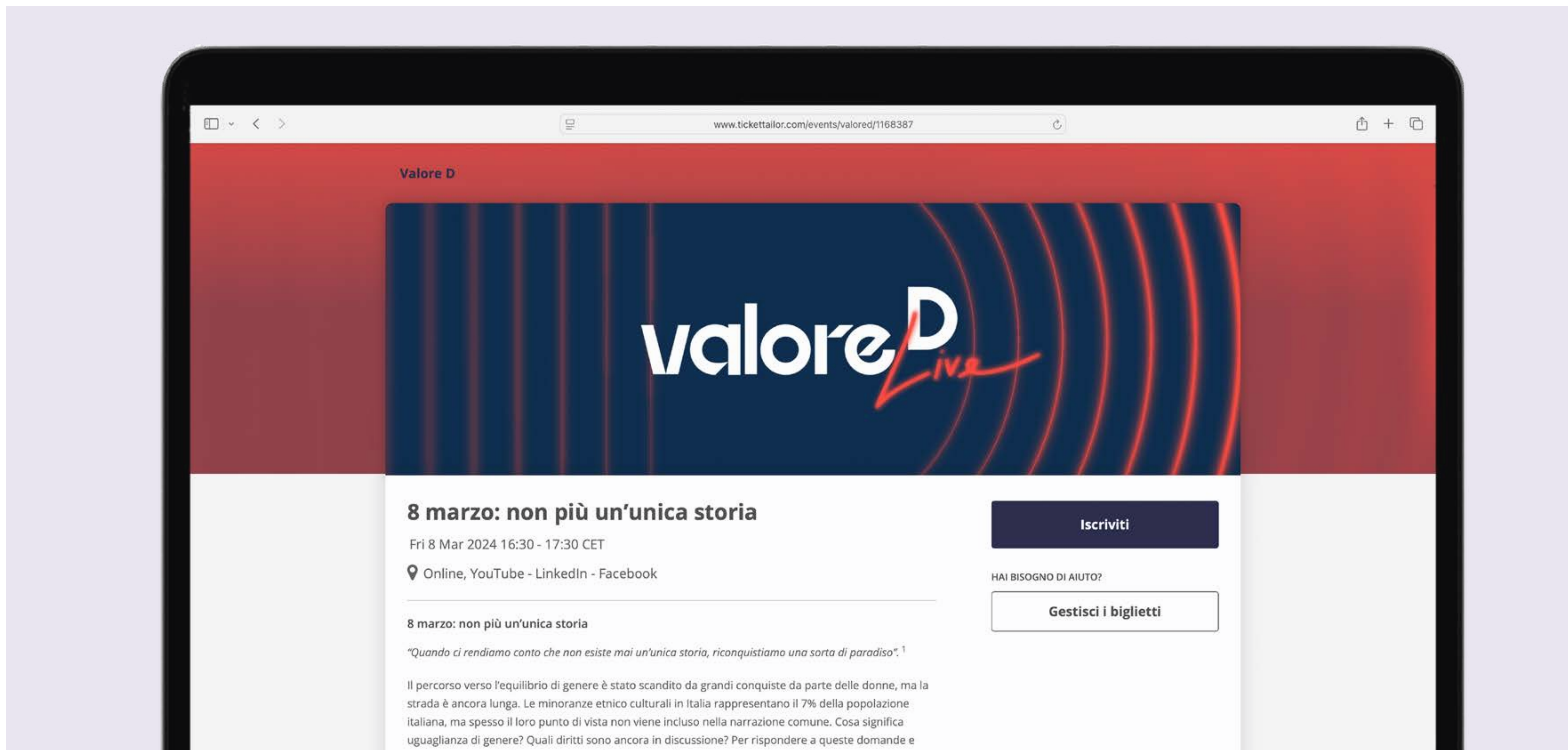
The work focused on creating a distinctive branding capable of reflecting Valore D's visual identity while introducing elements of immediate recognizability. From the logo to the graphics for social posts, from news published on the website to registration forms, and visual elements for the live streaming, every piece of content was designed to be part of a coherent and recognizable visual ecosystem.

The choice to integrate a neon effect within the logo and main graphics has become the stylistic hallmark of the format, helping to clearly differentiate Valore D Live from the association's other events, even visually.



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.





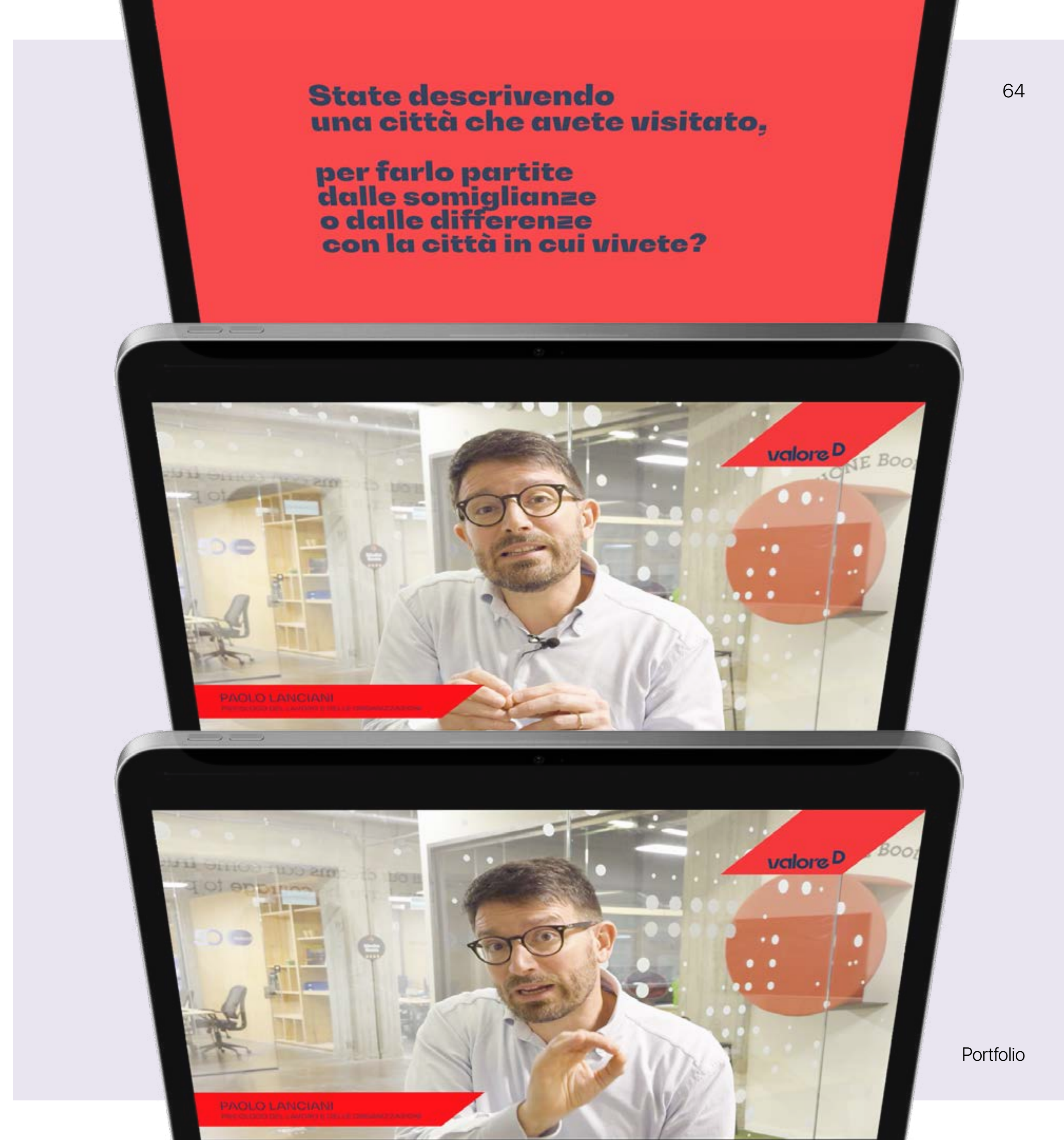
Direzionari are Valore D's latest training product: at the end of a questionnaire, a video is provided in which an expert explains the outcome of the training process.

Direzionari represent the latest product developed by Valore D's Academy team as part of the asynchronous training activities dedicated to the corporate population of member companies. The format is accessible through the proprietary platform Yunicity and consists of a series of interactive questionnaires designed to stimulate personal and conscious reflection on topics such as behavior, leadership, and individual development.

At the end of the course, the user receives one of three possible feedback profiles, each introduced and explained by Paolo Lanciani, work psychologist and scientific consultant for the project. The videos, recorded using personal filming equipment, are an integral part of the training experience and add value to the content through a direct, clear, and engaging language.

Each video begins with a provocative question, chosen to activate a process of self-analysis and guide the person in interpreting their profile. The answer provides an in-depth and personalized interpretation of the result obtained, offering useful insights also from a professional perspective.

Valerio Caglio



We Stand 4 STEM: Valore D's campaign to promote female employment in scientific and mathematical disciplines.



We Stand 4 STEM is an initiative created by Valore D on the occasion of STEM Week, with the aim of promoting the entry and enhancement of female figures within the scientific, technological, engineering, and mathematical disciplines. It is a campaign designed to give visibility to the strategic role of STEM in women's empowerment paths, through the direct involvement of professionals and prominent figures from the Italian scene.

The protagonists of the initiative actively participated in the campaign by sharing content through their own social channels, Valore D's official profiles, and a dedicated landing page on the valored.it website. Their contributions personally and inspirationally told the value of scientific subjects in women's professional journeys.

For the occasion, the initiative's logo and the entire coordinated image for digital communication were designed, including dedicated graphics for feed and stories on the association's social channels. The visual identity was developed to be consistent with Valore D's brand image, but with a distinctive touch intended to make the initiative recognizable and easily shareable in the digital landscape.

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

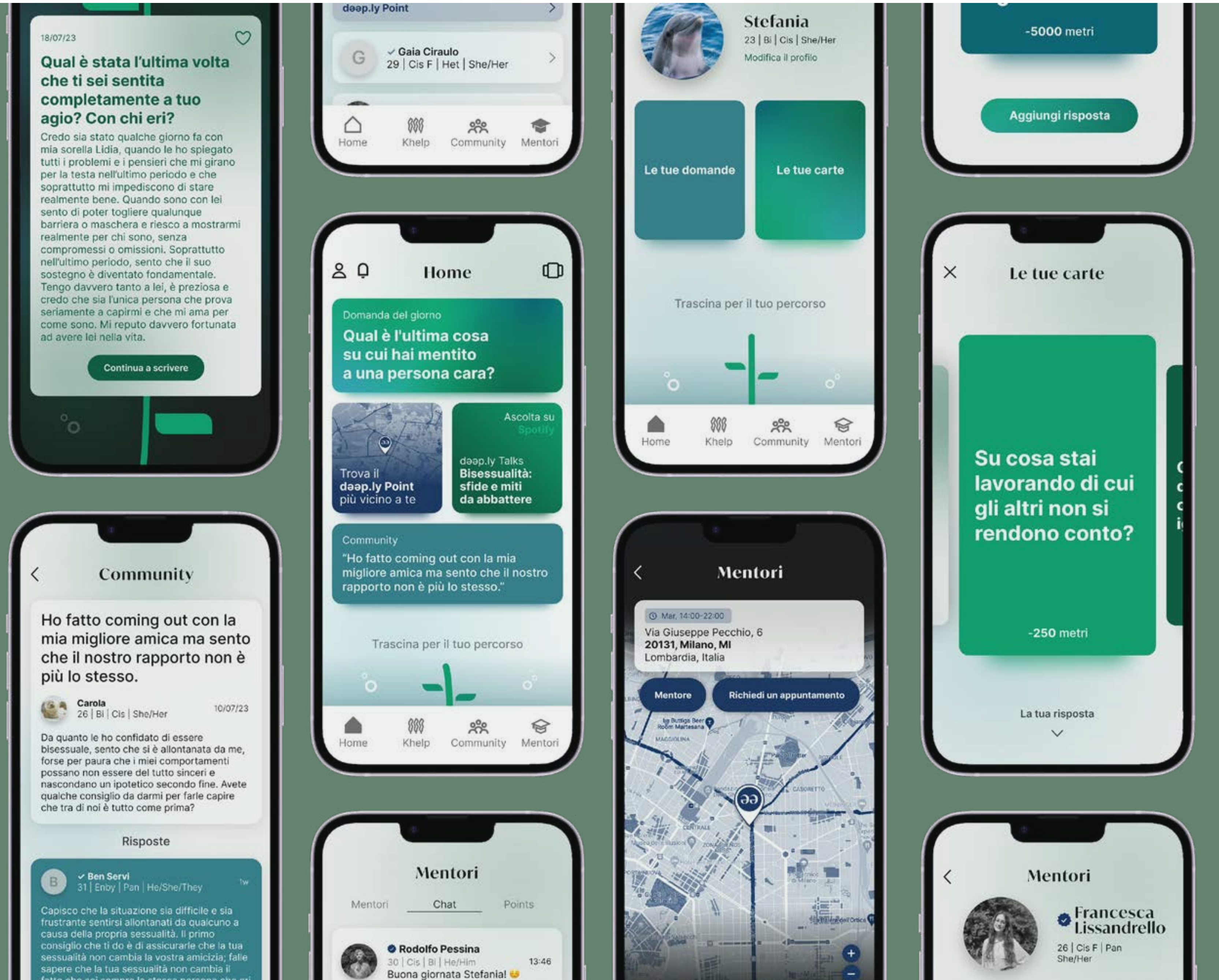
A new comfort zone where you can discover yourself, free from any kind of stereotype.

The Deep.ly platform prototype was born with the aim of creating a complete and safe ecosystem where a queer person can feel welcomed, heard, and supported along their path of understanding and awareness. A true comfort zone designed for the LGBTQIA+ community, and beyond, where every individual can find space to be themselves.

Deep.ly is hypothetically aimed at those who feel like a "fish out of water," at those who struggle to accept or understand themselves, often experiencing a sense of inadequacy when comparing themselves with their peers. Every feature of the app, the beating heart of the Deep.ly ecosystem, has been developed based on a quantitative and qualitative analysis of the real needs of the target.

Within the app, the user can activate four types of dialogue. A dialogue with themselves, thanks to daily questions offered in the form of Cards with varying intensity. A dialogue with other users in the Community section, or with experts on sexual orientation and gender identity topics in the Mentors section. Finally, a dialogue with Khelp, a conversational AI entity always active, designed to accompany the user in a personalized reflective journey, also through the content already present on the platform.

Valerio Caglio





Deeply is a prototype of an ecosystem designed to support individuals in their journey of understanding their own genders and/or sexual orientations.

The visual ecosystem of the Deep.ly prototype develops from a powerful metaphor: just as a person dives deep within themselves to understand themselves, the app likewise invites a symbolic immersion into marine environments.

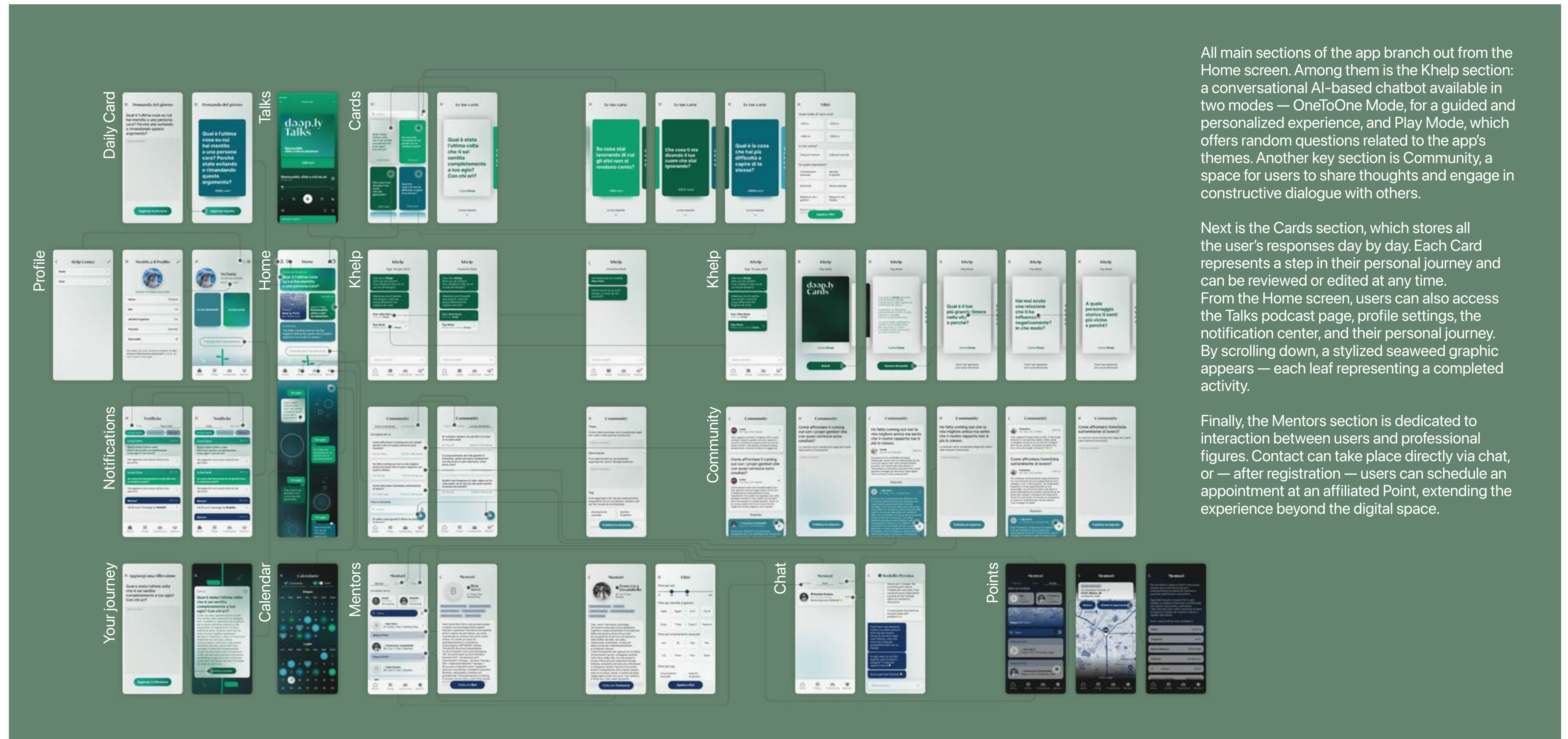
Every graphic element recalls, through shapes and colors, the ocean floor. A clear example of this is the visualization of the personal journey, represented by a stylized seaweed in which each leaf corresponds to a user's step within the application.

A central element of the experience is the Cards. While the Community, Mentors, and Khelp sections serve to interact respectively with other users, with experts from the queer community, and with an AI chatbot, the Cards represent the heart of self-analysis: daily questions that encourage reflection, whose answers are saved and can be updated over time. Each day, a new Card appears on the homepage and is collected in a personal archive. Cards are identified by a depth level, from -250 meters to -5000 meters. The greater the depth, the more complex the question is

considered to be. This system strengthens the connection between visual narrative and introspection.

Cards can be accessed either through the "Card of the Day" section or through the chatbot's two activity modes: either in Play Mode, with randomly generated questions on the app's topics, or in OneToOne Mode, where the AI agent guides the user in an ongoing dialogue, also suggesting relevant content already available on the platform.

Additional services also develop from the app: the Points, affiliated centers where, by registering and making an appointment, users can meet with Mentors; the printed Cards, to spark in-person discussions on gender and sexuality; and the Talks, online podcasts on Deep.ly's themes.

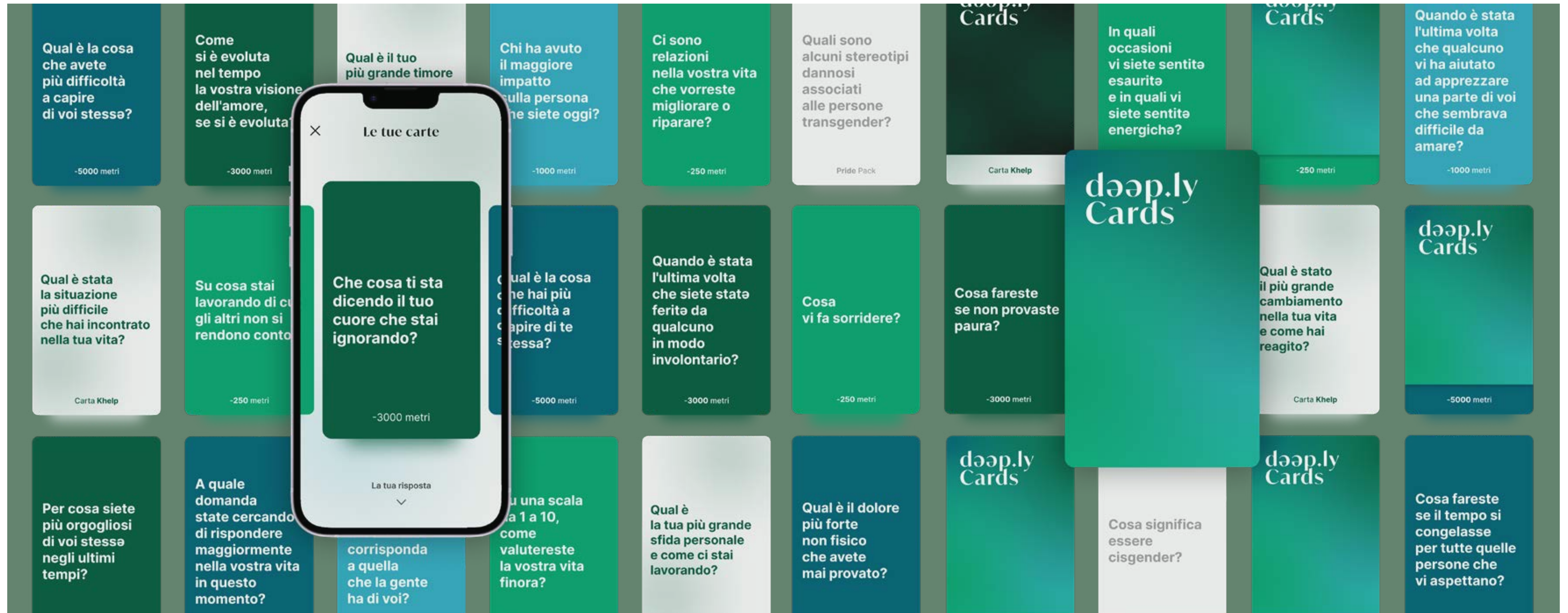


All main sections of the app branch out from the Home screen. Among them is the Khelp section: a conversational AI-based chatbot available in two modes — OneToOne Mode, for a guided and personalized experience, and Play Mode, which offers random questions related to the app's themes. Another key section is Community, a space for users to share thoughts and engage in constructive dialogue with others.

Next is the Cards section, which stores all the user's responses day by day. Each Card represents a step in their personal journey and can be reviewed 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 seaweed graphic appears — each leaf representing a completed activity.

Finally, the Mentors section is dedicated to interaction between users and professional figures. Contact can take place directly via chat, or — after registration — users can schedule an appointment at an affiliated Point, extending the experience beyond the digital space.

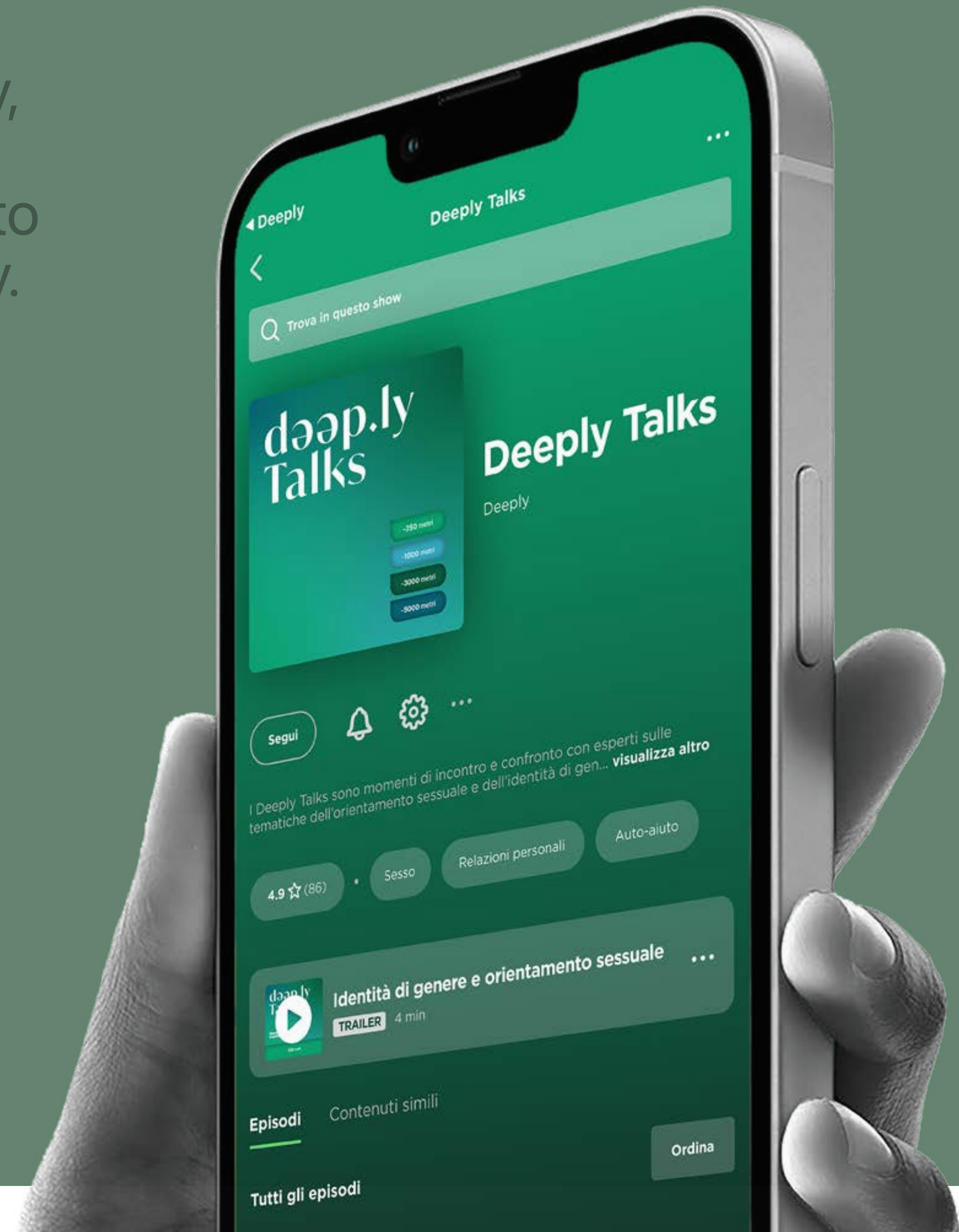
The Cards are the foundation of the Deeply ecosystem, available in two formats: digital (via app) and printed, which can be purchased online at deep.ly.



Conversations about gender and sexuality, right in your headphones: every event organized by the Deeply team is turned into a podcast available to everyone on Spotify.

Talks are a communication product within the Deep.ly ecosystem, designed to go beyond the boundaries of the platform and reach new potential users. Each episode focuses on topics related to sexuality, identity, and personal well-being, offering accessible content even for those who are not yet part of the community.

Just like the Cards, the Talks are organized into four categories, based on the depth of the topics explored, using the same symbolic scale: from -250 to -5000 meters. This structure ensures narrative and visual consistency within the Deep.ly ecosystem, offering a listening experience that gradually and mindfully guides users through the discovery of complex yet essential themes.



Valerio Caglio
Graphic & Visual Communication Designer

Thanks
for your attention!