



BRAND IDENTITY & DESIGN

Be bold,
Stand out from the crowd,
Unleash your brand identity,
With our Uk & Italian design professionals,
Outshine the competition.



limeonline

digital brand identity

"Innovation is not a destination,
but an ongoing journey to perfection"

"L'innovazione non è una meta,
ma è un viaggio continuo verso la perfezione"

Have you ever stood in a crowd in a busy high street and realised how many diverse identities are surrounding you.. and wondered how can I make myself be seen in such differing barrage of languages and forms? We have...

I still remember the experience on one Summer evening whilst waiting for my train at rush hour at London Victoria Station. To this very day it is has visually fascinated me this complex but yet diverse form of communication, interpretable in so many different manners.

We are very passionate about our work and, thanks to our nearly 18 years of active service, we take great pride and joy in creatively accompanying our clients to reach an optimal coordinated bespoke brand identity. We stand out, helping our partners to evolve continuously according to the modern day business world trends whether it being in Italy or the United Kingdom.

Ti è mai capitato di stare tra la folla, in una strada trafficata, e di accorgerti di quante identità diverse ti circondano? Ti chiedi come potresti distinguerti in mezzo a questa esplosione di linguaggi e forme. Tutti abbiamo provato questa sensazione, vero?

Ricordo ancora una sera d'estate mentre aspettavo il mio treno all'ora di punta alla stazione di Victoria, a Londra.

Ancora oggi mi affascina visivamente questa forma così complessa di comunicazione ma allo stesso tempo diversa, interpretabile in così tanti modi.

Ci appassiona molto il nostro lavoro e, grazie ai nostri quasi 18 anni di attività, siamo orgogliosi e felici di accompagnare in modo creativo i nostri clienti per raggiungere un'eccellente brand identity personalizzata e coordinata. Ci distinguiamo dalla massa, aiutando i nostri partner ad evolversi continuamente secondo i moderni trend mondiali di business, sia in Italia che nel Regno Unito.



OUR SUPER-HUMAN POWERS ...
I NOSTRI SUPER POTERI ...

Our British and Italian professionals are a team of experienced people set out to make the future happen..
The result is a team of superheroes where each individual taps into his or her unique skill set to propel the project forward.
Our strengths are:

I nostri professionisti britannici e italiani sono una squadra di persone esperte che hanno deciso di far accadere il futuro.
Il risultato è un team di supereroi in cui ogni individuo attinge al proprio unico talento per portare avanti il progetto.
I nostri punti di forza sono:



CREATIVITY,
PASSION,
EXPERIENCE,
DESIGN,
AVAILABILITY

...



CREATIVITÀ,
PASSIONE,
ESPERIENZA,
DESIGN,
DISPONIBILITÀ

...

CONSULTANCY SERVICES

SERVIZIO DI CONSULENZA

BRAND MANAGEMENT

- MARKET RESEARCH & ANALYSIS
- BENCHMARKING
- BRAND REPUTATION
- USP STRATEGIES
- CUSTOMER SURVEYS
- MEDIA PLANNING
- ADVERTISING CAMPAIGNS
- PUBLIC RELATIONS

ONLINE MARKETING

- SEARCH ENGINE MARKETING
- SEARCH ENGINE OPTIMIZATION
- PAY PER CLICK MARKETING
- CONTENT MARKETING
- AUTOMATED MARKETING SW
- AFFILIATE MARKETING
- VIRAL MARKETING
- LEAD GENERATION

PROJECT MANAGEMENT

- CONTENT GENERATION
- CONTENT MANAGEMENT
- MEDIA COORDINATOR

ABL

BTL

BRAND IDENTITY

- NAMING
- PAYOFF
- LOGO DESIGN
- CORPORATE IDENTITY
- ART DIRECTION

MULTIMEDIA & WEB

- C.M.S WEBSITES
- ECOMMERCE
- MOBILE APPS
- VIDEO & PHOTO STORY-TELLING
- SOCIAL MEDIA PIMING
- WEBHOSTING
- TELEFONIA
- CONNETTIVITA'
- SICUREZZA

GRAPHIC DESIGN

- BROCHURES & CATALOGUES
- BUSINESS PACK
- STAND DESIGN
- MERCHANDISE

It is great to have one single point of contact who understands exactly what you need. And that's what we have been doing for nearly 18 years.

We are confident of our services, hence we shall not make the common mistakes of over-writing.

Call us now to find out more about each specific 'Consultancy Service' we offer with our British and European Designers and Consultants. We're ready and waiting to discuss your brand and digital requirements!

È bello avere un unico referente che capisca esattamente ciò di cui hai bisogno ed è quello che stiamo facendo da quasi 18 anni.

Siamo sicuri dei servizi che proponiamo quindi non commettiamo l'errore di dover scrivere testi lunghissimi per dire quanto siamo bravi.

Chiamaci ora per saperne di più su ogni specifico "servizio di consulenza" che offriamo grazie ai nostri designer e consulenti europei. Siamo pronti e in attesa di discutere del tuo brand e delle tue richieste nell'ambito digital!



let us tell your story ...
lasciaci raccontare la tua storia ...

OUR HISTORY

Analogue at birth, digital by design.

June 1974 - Present

BIRTH OF A CREATIVELY MINDED OWNER
FULL-TIME

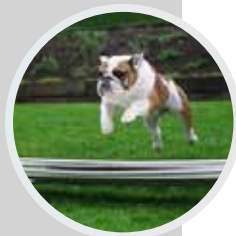
In the morning of the 12th of June, a quiet and creative 'pup' was brought to this world in the suburbs of London. Already at a later childhood age he became very curious and creative with his Lego sets and crayons and commodore 64, enjoying a Uk Upbringing till the age of 21 when he decided to experience the warmth and passion of Italy (his mother's nationality).



Jan 1998 - Jan 2001

LEARNING THE TRICKS OF THE TRADE
FULL TIME

Our growing bulldog diligently obtained his Professional Italian Graphic Design qualifications with flying colours, and was immediately snapped up as junior graphic designer for top flight studios in Brescia and Milan. Very attentive and curious he quickly learnt the tricks of the trade... jumping higher and higher over difficulties and challenges..



Jan 2001 - Present

MORE THAN 15 YEARS OF DIGITAL BRANDING
FULL TIME

Since 2001 our British bulldog has been walking side-by-side with more than a hundred clients, listening to their needs and providing bespoke answers, taking them in the right direction to reach their desired brand reputation online and offline. He likes to stay ahead of the game in digital branding.

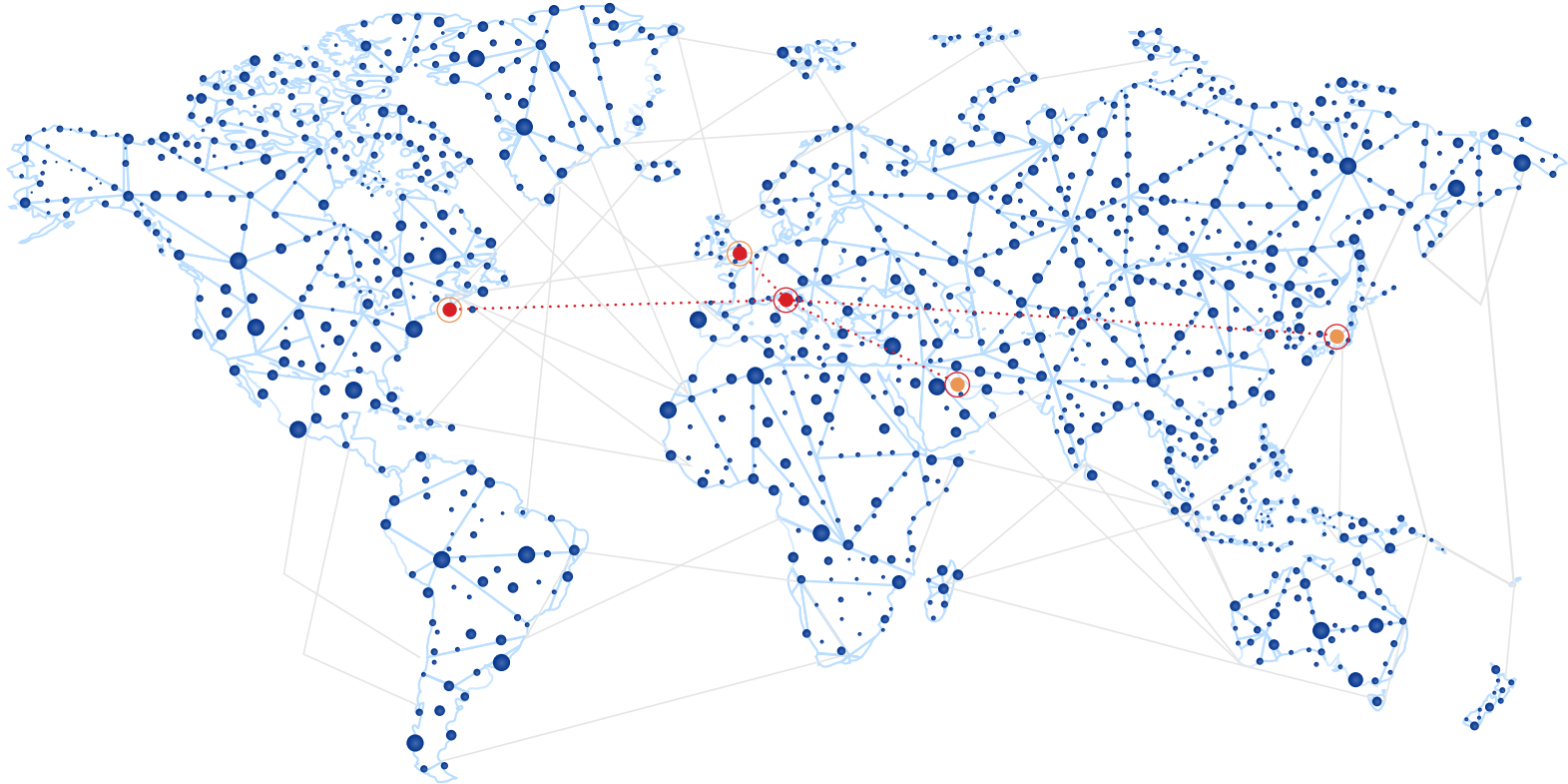


We have been honoured in these many years to have served these prestigious national and international brands, working by their sides day-by-day, month-by-month and year-by-year creating, designing and correcting their brand identity on-line and off-line.

In questi anni siamo stati onorati di aver servito questi prestigiosi marchi nazionali e internazionali, lavorando giorno per giorno, mese per mese e anno dopo anno, creando, progettando e correggendo la loro identità off-line e on-line.

Alfa Acciai	Muovo	Palazzo Monti
Comune di Brescia	Imastore	RBA-Interactive
Ermanno Preti designers	Serigrafia Sergen	Corus
Farmacia Tita	Phormalab	Progetto Media
Biancocasa	Visual Web	Silc SPA
Care of Vision	Ecolombardia 4	Agriturismo Villa Bissiniga
Ristorante Al Pozzo	Carrera-Podium	La Barbatella srl
Alpestelvio	Pantani Bikes	Deaneasy
Crankk	Esperia Australia	J-emm Bikes
Ristorante Alfrate	Scappa Bikes	Biancocasa
Bedussi	Cicli Elios	Vinati
Turco Italiana	IBS Finance	Nyfil
Aviochem	ACF	Tiintoria Tonoli
Il Fratino	Gussago Infissi	Who will be next?
Astarte	Cenpi	
Gabogas 2	Network & Knowledge	
Jardin de Lavande	D&Sign	
Mizar	Alessandri Architecture	
A&R progetti	Elima Bimbi	
Mille miglia	Scara	
Blindo-ser	ANT	
Gaviota	Consorzio Latterie Virgilio	
Inoxmacel	Architectural Projects	
Publiviva	Gruppo Stabiumi	
Garda Amaro	Personal Shoes	

INTERNATIONALIZE YOUR BRAND ...
INTERNAZIONALIZZA IL TUO MARCHIO ...



CONTACT US NOW ...
CONTATTICI ORA ...



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PROFESSIONAL PROFILE