

New Bracco Group Corporate Visual Identity

Looking inside the human body has always been one of the great frontiers of medical science. This exploration is now possible thanks to the Diagnostic Imaging. The new visual identity of the Bracco Group captures both the aesthetic value of the representations of "imaging", with its "fluo" colors, almost "pop" colors, and its scientific and social value because it is effectively able to save human lives.

Headline

LIFE FROM INSIDE

Body Copy

PREFERIAMO RACCONTARVI CON IL LINGUAGGIO DELL'ARTE QUELLO CHE SAPPIAMO FARE MEGLIO: METTERE IN CONDIZIONE IL MEDICO DI GUARDARE DENTRO IL CORPO UMANO. OGNI GIORNO RICERCHIAMO E PERFEZIONIAMO TECNICHE E SOLUZIONI SEMPRE PIÙ AVANZATE PER APRIRE NUOVE STRADE NELL'IMAGING DIAGNOSTICO. AFFINCHÉ IL CAMMINO DELLA SCIENZA E DELLA PREVENZIONE NON SI FERMI MA CONTINUI A GUARDARE OLTRE.



Headline

LIFE FROM INSIDE

Body Copy

WE CHOSE TO DESCRIBE THROUGH THE LANGUAGE OF ART WHAT WE KNOW HOW TO DO BEST: ENABLING DOCTORS TO LOOK INSIDE THE HUMAN BODY. EVERY DAY WE RESEARCH AND PERFECT INCREASINGLY ADVANCED TECHNIQUES AND SOLUTIONS IN ORDER TO PAVE NEW ROADS IN DIAGNOSTIC IMAGING – TO ENSURE THE JOURNEY OF SCIENCE AND PREVENTION NEVER STOPS BUT CONTINUES TO LOOK BEYOND.

