



GLOBAL VISIBILITY & COMMUNICATION SYSTEM

Milan, March 2017

CONTENTS



A guideline to communicate CoLibri Cover System with creativity into different POS environments, worldwide.

- > BRANDING
- > CLEAR AND IMMEDIATE MESSAGE
- > IMPACT
- > MODULARITY

Executive guidelines:

2D and 3D executions / Windows and internal POP display execution

THE MESSAGE



FOCUS TARGET

Moms with 6-13 year-old kids

BENEFIT

CoLibri protects all of your children's schoolbooks,
in any situation with a custom fitted cover)

REASON WHY

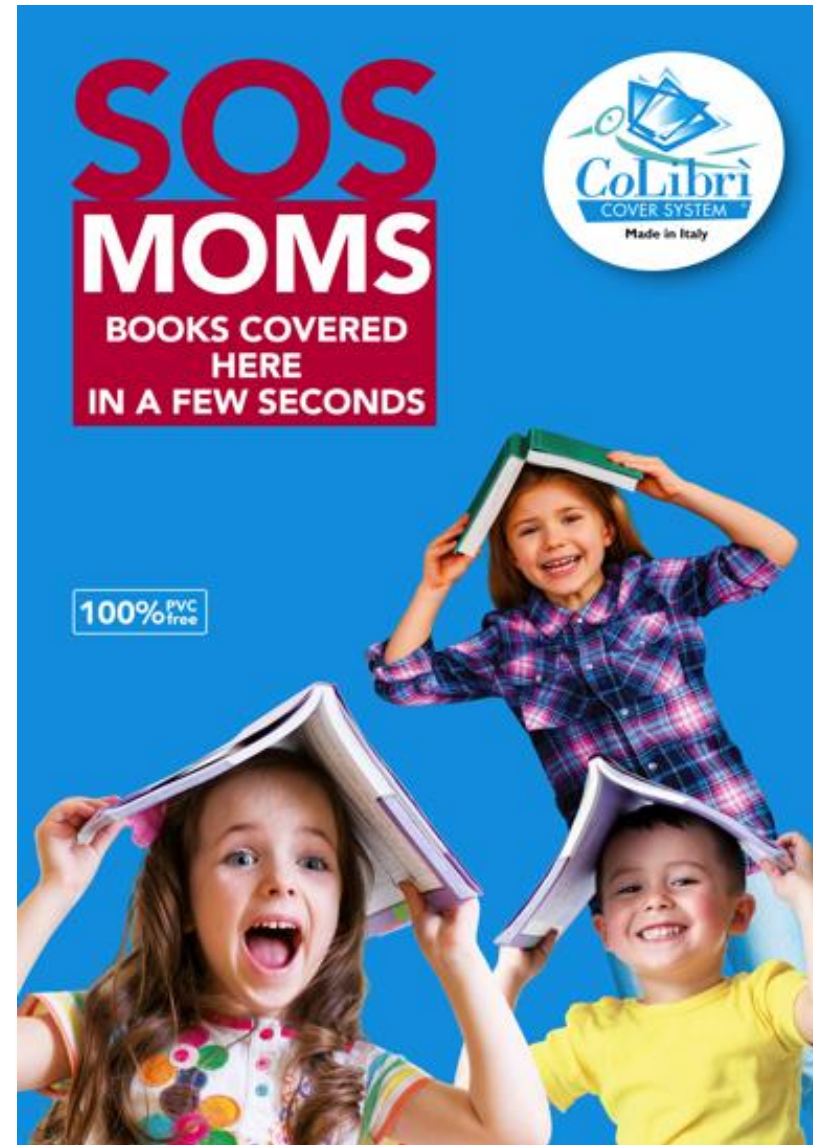
CoLibri Cover System is: easy, quick,
long-lasting and very economical. And
PVC Free – safe for your children and the environment,

SOS MOMS

The message plays with kids images in a joyful and funny school mood: an easy and playful atmosphere where books are naturally involved.

An impactful headline drives the attention on the product role, playing with the iconic communication visual.

The light blue CoLibri color code connects all the POP materials reminding the logo identity.

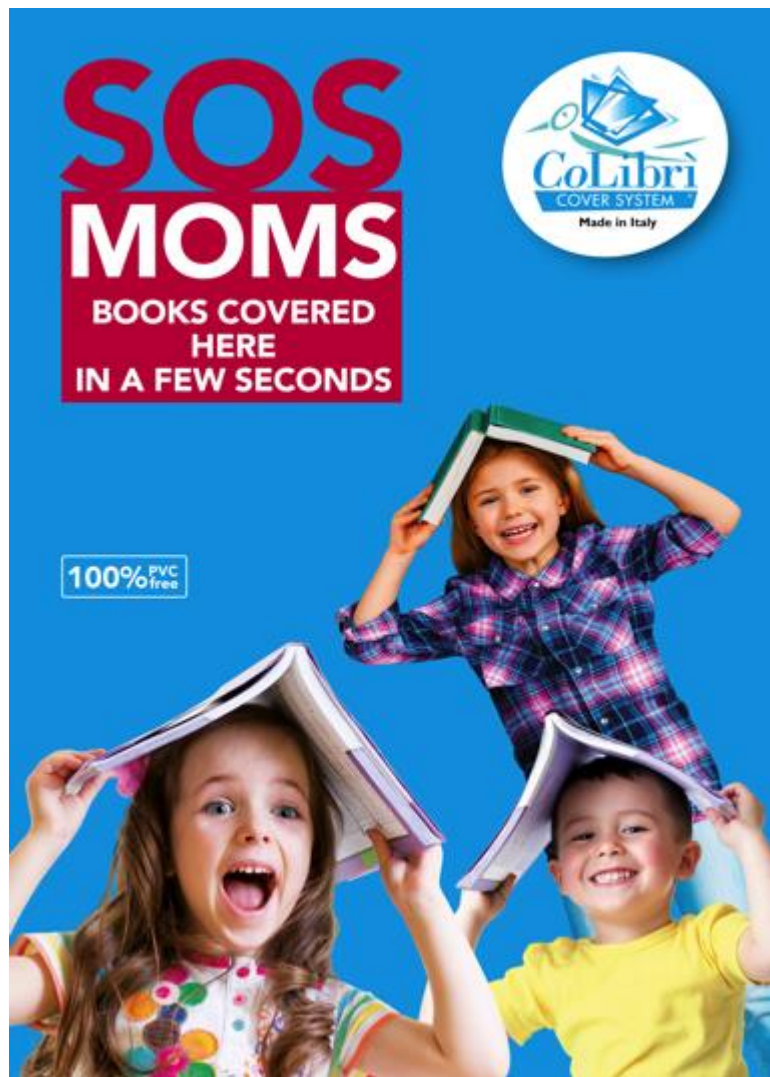


POINT OF SALES MATERIALS – SOME POSSIBLE EXECUTIONS



- POSTERS and FREE STANDING SIGNS
- DESK SIGNS and WINDOW STICKERS
- PAPER WALL
- CUBE SYSTEM
- TOTEM 3D
- ROLL-UP
- CUBIC ARCH
- FOLDABLE DESK

POSTERS and FREE STANDING SIGNS



A1
(59,4 x 84,1 cm)



A2
(42,0 x 59,4 cm)



A3
(29,7 x 42,0 cm)

DESK SIGNS and WINDOW STICKERS



A4
(21,0 x 29,7 cm)



A5
(14,9 x 21,0 cm)

PAPER WALL



300 x 200 cm
free standing
and foldable



CUBE SYSTEM



Each cube
30 x 30 x 30 cm
and foldable



TOTEM 3D



190 X 50 cm
free standing
and foldable



ROLL-UP



80 x 200 cm
free standing



CUBIC ARCH

Would add length and depth like
below

240 cm (L) x 35 cm (D) x 240 cm (H)
free standing,
modular and foldable



FOLDABLE DESK

70 x 50 cm – H. 80 cm
free standing and foldable



SOS MOMS – POINT OF SALES EXECUTIONS



- STATIONERY – INSTANT SERVICE DESK
- STATIONERY - SMALL WINDOW
- STATIONERY - BIG WINDOW
- HYPERMARKET – INSTANT SERVICE DESK
- TRADE SHOWS - DEMO KIT

STATIONERY



Totem

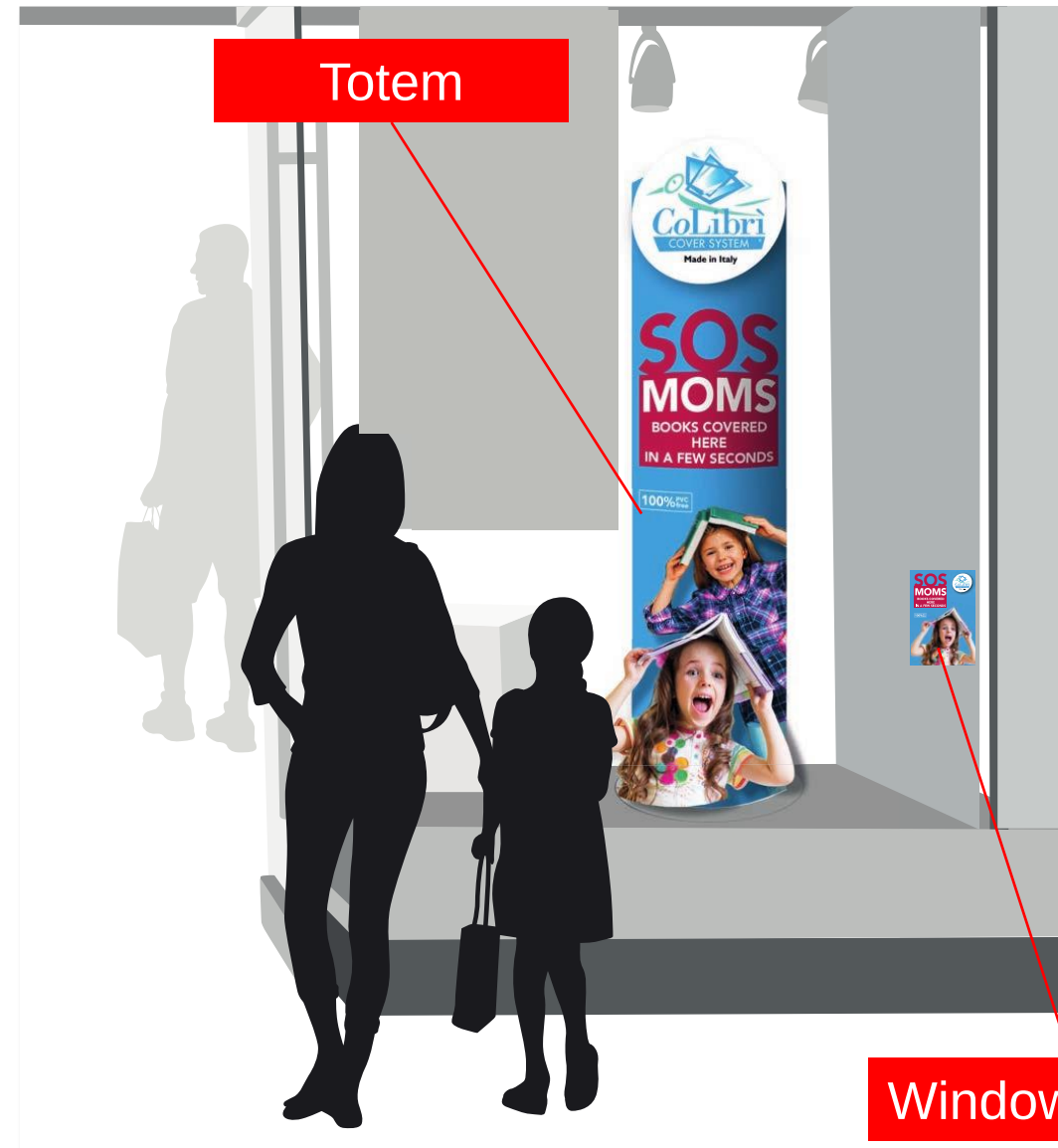
Counter Sign

IN-STORE
INSTANT
SERVICE DESK

Poster



SMALL WINDOW



BIG WINDOW

Paper wall

Totem

Cube system

Window sticker



HYPERMARKET



Free standing sign

Cubic arches

INSTANT
SERVICE DESK



Foldable desks

TRADE SHOWS



Foldable desk

Paper Wall

DEMO KIT



Roll-ups

COLIBRÌ NEW GLOBAL VISIBILITY SYSTEM



ONE BRAND, ONE PROMISE,
ONE IMPACTFUL CONCEPT



GLOBAL VISIBILITY & COMMUNICATION SYSTEM

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