

Assovini Sicilia presents its new visual identity

On the occasion of Sicilia en primeur 2020 the association of Sicilian producers launches its new logo and new corporate image as well as presents its new website which will shortly be online.

With a new dynamic and distinctive logo and new graphic and visual attributes, Assovini Sicilia is revamping its image, which today perfectly embodies all the main values it stands for.

A **strategic and creative study**, directed by Leonardo Recalcati, has been divided into several stages of research and development, redefining the **new brand identity** with the aim of better communicating the current reality of the association and its important role in the Sicilian economic system.

The new brand identity stems from the need to transfer the concept of association of quality wineries by means of a sober, fresh, modern and dynamic image in which, by necessity, Sicily should be at the center of a narrative that moves between tradition and innovation, which coexist like the faces of the same medal, souls irreparably linked without which its identity is incomplete.

This new logo is therefore expressed with a pictogram that draws inspiration from the oldest and most famous symbol of Sicily, the **Triskele**, which has *Indo-Aryan* origin and **symbolizes cyclical** and thus **eternal movement**. From the outset it was used to represent Sicily because the **regional geographical conformation** is characterized by three promontories, Pachino, Peloro and Lilibeo, and the three vertices evoke the triangle. Already widespread on the coins of ancient Greece, it appeared for the first time in Sicily on the Syracuse coinage of the third century BC, while in Roman times in the coins of Palermo the three legs are joined at the center by a gorgon whose top was decorated with many ears of corn that paid tribute to Sicily's role as a fertile and prosperous land, the ancient granary of the Roman Empire. More recently, the Triskele was adopted by the Sicilian Parliament as an integral part of its flag.

CONCEPT INSPIRATION / A+



The resulting logo, whose first inspiration is therefore the Triskele, is then combined with the 'A', the first letter of the alphabet and initial of the association name. The symbol has thus been redesigned by enhancing the key concepts that outline the identity of Assovini Sicilia: *Tradition*, since the symbol was conceived at the same time as the History of Sicily, i.e. when written testimonies began to come to us during the period of Greek colonization. However, the sign has been totally remodelled in a symbolic key of Innovation and Modernity, accentuating its bilateral Openness (inward and outward). The symbol also recalls movement, Dynamism, just as it also attests to its original meaning by recalling cyclical movement. The bunch of grapes placed in the centre of the design stands out as the focal point of the story, attracting the gaze and accompanied by the concentric movements of the surrounding features. Last but not least, the elements gathered around the bunch symbolize Aggregation, union, respectful of the varied identities, and Diversity.

The new logo is therefore dynamic, contemporary, elegant and sober and, maintaining the circularity of the elements, communicates circularity, system, a view towards the future.

The new brand identity is part of the new set of integrated communication and includes in a coherent way all aspects of the brand identity starting from the corporate identity manual, the new fonts, the website, and the institutional and communication materials.

The new look is part of the desire to reconfirm and vigorously renew the founding principles that inspire members and the connection with the territory in which they operate.

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