

LOGO HISTORY

RUGGENTI e BLASONATE

... STATICITY

RUGGENTI e BLASONATE



AUTO DI LUSO

The Ruggenti e Blasonate logo has a dual meaning in its construction.

THE TEMPLE

It depicts the emblem of the Rolls-Royce grille, while also recalling the temples of Magna Graecia, the area where Ruggenti e Blasonate's headquarters are located.

THE SUN

It represents the sportiness of the Mercedes SL front end, but also the rising sun of Southern Italy, the area where Ruggenti e Blasonate is based.

THE WINGS

They symbolize the sporty elegance of Aston Martin's outstretched wings and, at the same time, the Aquila Legionis, the war standard of the Roman legions in Paestum. Paestum was an ancient resort area for Roman patricians and is the location of the Ruggenti e Blasonate headquarters.

THE FIVE STARS

They represent the luxury, quality, and excellence of the services offered by Ruggenti e Blasonate.

...DYNAMISM



CAPTURE THE ESSENCE OF THE MESSAGE AND TRANSFORM IT INTO A DYNAMIC NARRATIVE

Here's a more direct analysis of what you'll perceive by looking at the Ruggenti e Blasonate logo, making the explanation captivating and professional, as if it were part of a marketing presentation.



THE SOUL OF AN ADVERTISEMENT

Ruggenti e Blasonate is born of commitment and professionalism; nothing is accidental. This design, which animates the cover of a matchbox or a small advertising brochure, is not just an image, but a true marketing message, an ode to Italian passion and engineering. It represents the vision of "Ruggenti e Blasonate Automobili Speciali Eboli," a name that tells a story in itself.

THE BRAND'S HIDDEN MESSAGE

RUGGENTI e BLASONATE

The name is a clever combination of contrasts. "Roaring" (Ruggenti) evokes pure power, the roar of the engine, and unbridled speed.

"Noble (Blasonate)" adds a touch of nobility and prestige, suggesting that these cars are not only fast, but also of high lineage. The brand thus promises an experience that combines extreme performance and Exclusive Luxury.



AN ANIMATION THAT COMES TO LIFE

The illustration is a conceptual animation that communicates an idea of strength and creativity

THE ROLE OF THE CAR

The yellow sports car, reminiscent of the legendary Ferrari 250 GT Spyder California, is the centerpiece of the scene. This is no coincidence: it is a symbol of elegance, style, and speed typical of Italian design from the 1950s and 1960s.

HUMAN KINEMATIC FORCE

Human figures, resembling spirits or kinetic energy, emerge from the car and seem to propel it forward. This image captures the essence of the brand: the car doesn't move on its own, but is the result of an inner force, passion, and human engineering. It's an energy that transforms from pure mechanical power into tangible creativity, waving an emblem that declares its identity: Ruggenti e Blasonate.

THE POWER AND MAJESTY OF THE LION

The figure of the Lion, emerging from the darkness as if pulling the car, symbolizes strength, courage, and leadership.

THE BRAND

Ruggenti e Blasonate suggests that these cars are not the result of simple brute power, but of intelligence, mastery and meticulous craftsmanship in their restoration and sale to the demanding customer.

IN SUMMARY

The design creates an aura of allure and mystery. It transforms a simple vehicle into a soulful artistic creation, demonstrating that true automotive excellence comes from the perfect fusion of machine power and human passion.

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