



RBA DESIGN

The Branding Hub

Where Great Minds Make Great Brands Happen

A New Website, a New Identity

HOMEPAGE

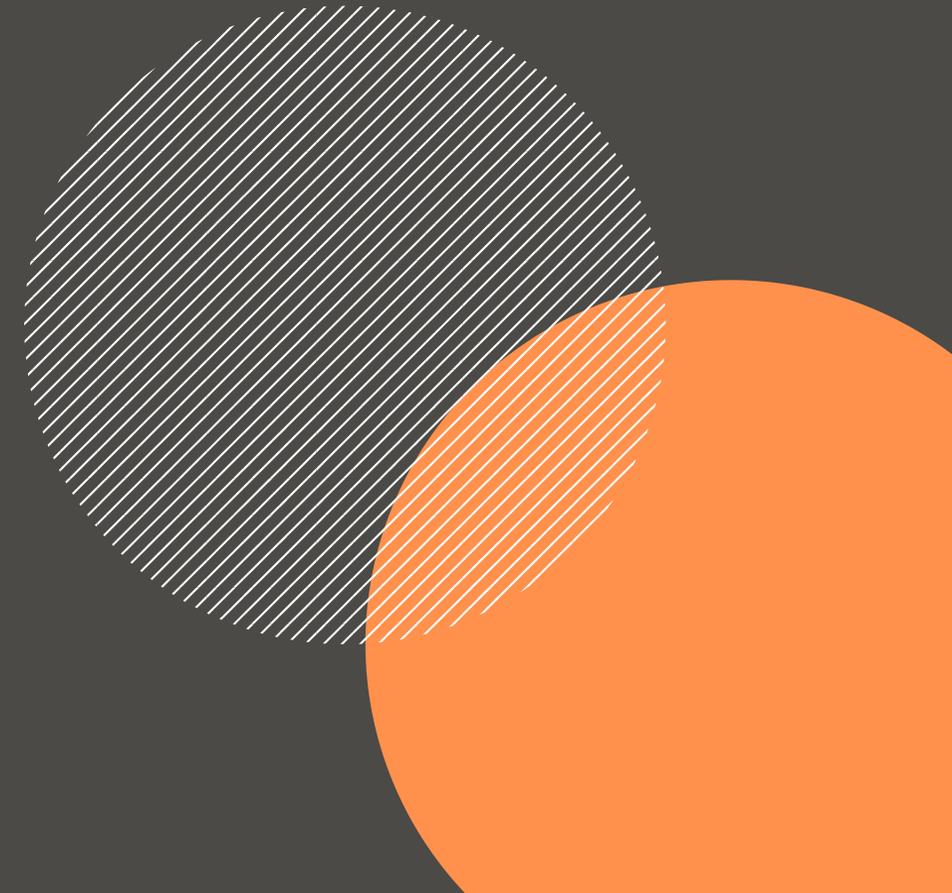
Welcome to RBA Design, where great minds make great brands happen.

We are a Milan-based hub of creatives: designers, writers, thinkers, dreamers. Most importantly, we are genuine, passionate brand lovers.

Since 1995, we have been on a mission: to capture the essence of brands around the world and translate it into powerful, meaningful, and effective visual content.

We do that with expertise, ambition, and a foolproof strategy - alongside a pinch of that all-Italian flair for all things beautiful.

Stick around to discover more about our people, our projects, and how we can work our magic with your brand.



WHO WE ARE

RBA Design is the brainchild of Fabrizio Bernasconi and Stefano Fabrucci, founders and partners since 1995.

Fabrizio's long-standing expertise and finesse in branding, design, and communication perfectly complement Stefano's exceptional knowledge of the FMCG and luxury drinks industries.

The management team also includes creative director Nicola Mincione, with nearly three decades of experience working with the most exciting and innovative food and drink brands globally.

Joining RBA Design as a partner in 2021 is Carlo Aliverti, a born storyteller who also boasts an impressive track record as a brand strategist and manager.

We are proud to be working with some of the most outstanding talent in the industry, from graphic designers to account executives and social media managers. Find out more about the professionals that make RBA Design a real creative hub.

WHAT WE DO

STRATEGY

Strategy is not just a buzzword. To us, it is a core value because it helps to determine how memorable your brand will become.

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IDENTITY

Visuals, words, symbols: we take the guesswork out of everything that makes your brand utterly unique.

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RETAIL

We help you craft meaningful, unforgettable shopping experiences by combining elements of brand design with brand architecture.

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DIGITAL

Build, strengthen, and supercharge your online presence with our web strategy, web design, and social media services.

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HOW WE DO IT

We are obsessed with doing things well - from top to bottom. "Holistic" is the name of the game when it comes to our strategy.

We plant the creative seed, nurture it with care and expertise, and watch it bloom into its fullest and most beautiful expression.

Fancy seeing our strategy in action? Explore and get inspired by a selection of some of our best works.



THANK YOU!

SARA VINCINI

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