

# REACHING EVERYONE IS NOT TRANSLATING. IT'S DESIGNING A LANGUAGE.

*"A focus on the deep meaning of Brand Identity as a cultural and strategic process. Simona Marzorati and Alessandra Stevanin highlight RED SPOT's approach: create languages, governing complexity and translate values into consistent systems that can adapt to different markets and cultures without losing their identities."*



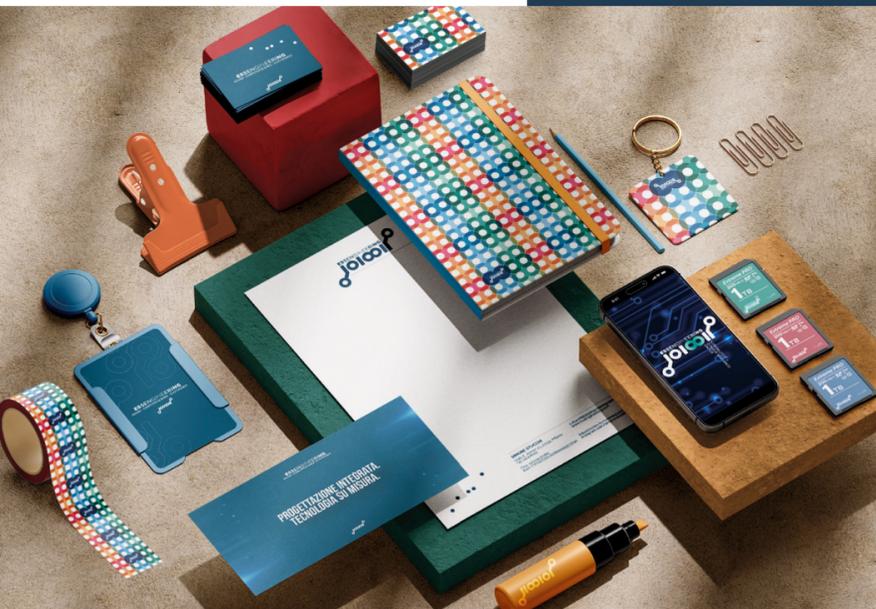
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A conversation with Alessandra and Simona, founders of RED SPOT srl.

When Simona and Alessandra talk about RED SPOT, they never use the verb "to do" in a narrow sense. They mean "building", "Interpreting", "translating". Because "identity is not just about aesthetics, it involves culture".



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"When we founded RED SPOT more than twenty-five years ago, Brand Identity was not so widespread yet," Simona explains. "We didn't talk about branding the way we do today. Talk about language, consistency and project was already a clear statement — and partly, it still is." Alessandra adds: "Even today, working on identity is often simplified and described as designing a logo, the packaging, a company profile. But this view doesn't tell the true nature of the concept. **Identity is not a graphic product; it is a complex system of signs, meanings, and relationships.**"

"Our job," Simona continues, "starts from a cultural sensitivity, from experience, and from the ability to make visible what is not: vision, values, positioning. It is a process that requires method, responsibility, and continuity." Alessandra concludes with a clear yet measured distinction: "That's why branding cannot be considered as a simple execution task. A Brand Identity project requires a managerial direction: someone who knows how to manage the image over time, coordinate different professional skills, **integrate visual and strategic languages, and lead the project in all its complexity.** This is a different role from what is commonly called a "graphic designer," especially today, when tools are accessible to everyone, but the ability to build meaning and coherence remains an uncommon skill." Simona nods. "We wanted a studio which could work on multiple levels: **content and form, strategy**

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**and visual sensibility.** We didn't want to just produce isolated things, but we wanted to build systems. This has always been our direction." From their story, a clear line emerges: RED SPOT begins where the work of marketing agencies often ends. "We don't produce numbers, we produce visions," Alessandra says. "For us, vision is what allows a brand to orient itself over time, to make consistent choices even when projects become more complex." Simona adds: "Building an identity means taking responsibility. We simplify not to reduce, but to clarify, to make things readable. That's what makes a brand recognizable and reliable." Over the years, while working with companies focused on international expansion—especially towards the United States—this vision has become even more refined. "Many Italian companies have extraordinary products," Simona observes, "but they struggle to translate their values into a language that can be understood outside the national context. It's not a quality issue, it's a cultural one." "The American market," continues Alessandra, "requires clarity,

positioning, and synthesis. Our role is to act as a bridge: helping companies speak that language without losing their identity and their history—avoiding both self-referentiality and flattening."

When the conversation turns to Italian identity, the tone changes. It becomes deeper, almost intimate. "For us, Italianità is not folklore," Alessandra says. "It's a cultural stratification that comes from far away: the Renaissance, the systems thinking, the dialogue between art, science, and society." "It's a culture of design," Simona clarifies. "And today it has finally been recognized for what it truly is, not for stereotypes. **Our work consists in translating this heritage into a contemporary, accessible, and credible language.**"

Education is another cornerstone of their journey. Simona teaches at IED, Alessandra at the International School of Comics. "Teaching is an act of giving back," Simona explains. "But it's also a way to constantly question our own work. Education is dialogue, not a one-way communication; **it is a cultural construction.**" "It's not just about teaching tools," Alessandra continues, "but about developing a critical eye—about increasing visual sensitivity through the integration of different languages, capable of figure the context through conscious interpretation. It's the same approach we bring to RED SPOT's projects."

When they speak about work, the themes of team and complexity emerge strongly. "Projects today involve more and more people," Alessandra explains. "Companies, institutions, international partners. **No complex project can be solved with a single skill.**" "Our job," Simona concludes, "is to bring this complexity to resolution. To create order, provide direction, and build a shared language. That's where experience truly makes the difference."

If RED SPOT were to be defined today, it would not simply be described as a communication studio. It would rather be a place where identity takes shape as a system of signs, values, and languages—capable of evolving over time and crossing markets and cultural contexts without losing consistency.

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