

# DIGITAL STRATEGY E CORPORATE IDENTITY OF AUTOMOTIVE SPIN ITALIA

Milano, 20 febbraio 2020

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CORSO DI LAUREA IN INFORMATICA UMANISTICA

DIGITAL STRATEGY

IMMAGINE  
COORDINATA

SITO WEB

SOCIAL MEDIA  
STRATEGY



## COSA DIRE

Riutilizzo e  
valorizzazione delle  
risorse



## DOVE DIRLO

Touchpoint



## COME DIRLO

Rebranding

## DIGITAL STRATEGY

1

2

3

4



IMMAGINE COORDINATA

1

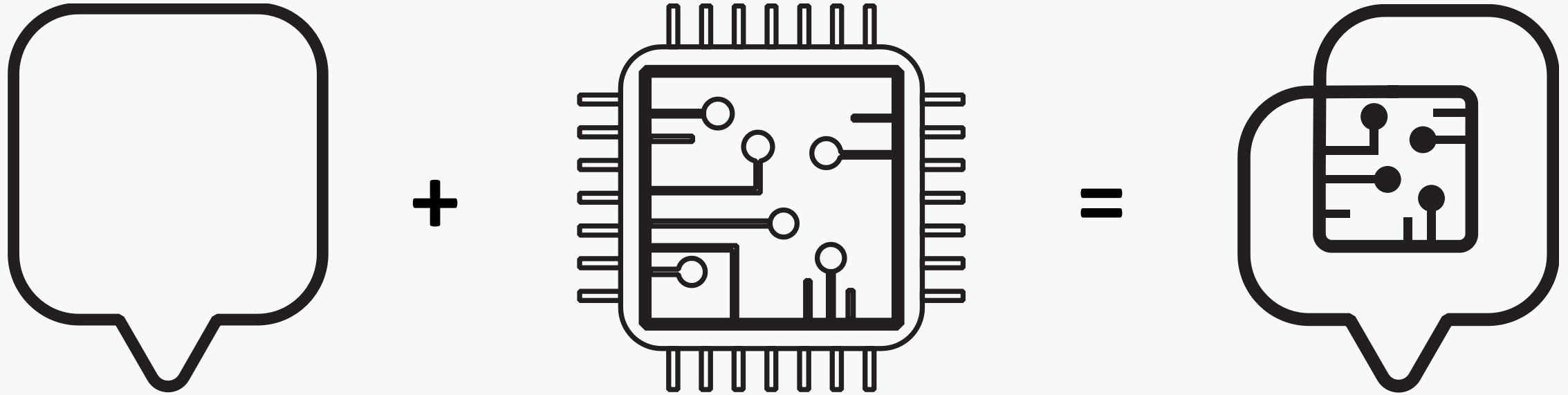
2

3

4

# 1. Analisi del marchio

# 2. Restyling



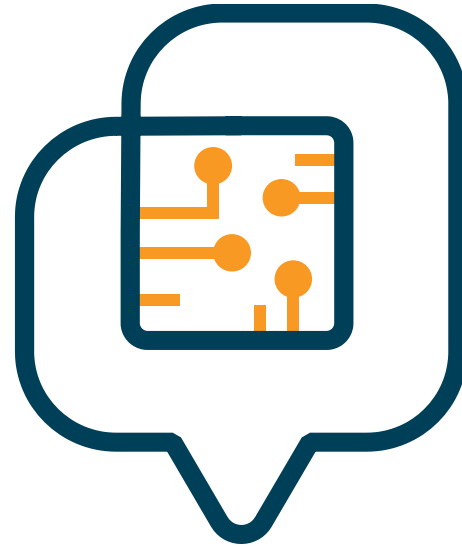
063047

F18510

FONT: advent Bd1

IMMAGINE COORDINATA

1	2	3	4
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# AUTOMOTIVE SPIN ITALIA



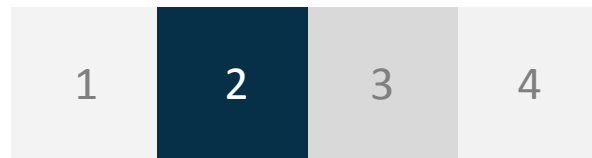
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IMMAGINE COORDINATA



# 1. Analisi del sito








ABOUT

## AUTOMOTIVE SPIN ITALIA CHARTER

- [DOWNLOAD THE AUTOMOTIVE SPIN ITALIA CHARTER](#) - 

## AUTOMOTIVE SPIN ITALIA WORKSHOPS'











### Sixteenth Automotive SPIN Italia Workshop - Centro Ricerche FIAT Orbassano (TO)- 21 February 2019

- [Workshop Program](#) 
- [A. Mitidieri - E.S.CAP.E - Electronics Software CAPability Evaluation](#) - 
- [R. Bagnara - The MISRA C Coding Rules Standard: A Key Enabler for the Development of Safety- and Security-Critical Embedded Software](#) - 
- [F. Falcini, G. Lami - PISA Model: A New Scheme for Process Assessment and Improvement](#) - 
- [M. Difino, G. Doronzo, D. Palandella - ADAS HIL for Sensor Fusion](#) - 
- [G. Costantino, I. Matteucci - TOUCAN: a proTocol tO secUre Controlled Area Network](#) - 
- [J. Olig - End-to-end Security for Connected Vehicles Architectures](#) - 

### Sixteenth Automotive SPIN Italia Workshop - Centro Ricerche FIAT Orbassano (TO)- 21 February 2019

- [Call for Contributions](#) 

### Fifteenth Automotive SPIN Italia Workshop - Centro Ricerche FIAT Orbassano (TO)- 22 February 2018

- [Workshop Program](#) 
- [J. Favaro "Automotive Hot Topics: The IEEE Software Special Issue on Automotive"](#) - 
- [G. Costantino, I. Matteucci "CANDY: haCking infotAiNment anDroid sYstems"](#) - 
- [A. Farsaci "Building Cybersecurity on Plant - Impacts on Manufacturing processes"](#) - 
- [M. Menegotto, C. Sax "Mind the Gap: Benefits and Pitfalls of Trace-Based Code Coverage for ASIL D"](#) - 
- [T. Fehlmann "Autonomous Real-Time Software & Systems Testing"](#) - 
- [M. Violante, N. Frisco "Testing in the Google car era, are we ready?"](#) - 
- [E. Leo, C. Maroni, G. Morandi, M. Pezzola "Collaborative automotive community for real time, open road friction identification and information sharing for mobile App ADAS"](#) - 
- [T. Ferrero, U. Schiara "Vehicle Information Security from an unusual perspective"](#) - 
- [P. Panaroni "Why Automotive SPICE?"](#) - 

▪ [Lauterbach](#) 

# 2. Restyling

# 1. Analisi del sito preesistente

# 2. Restyling



<http://automotive-spin.it>

SITO WEB

1

2

3

4





LIVE TWEETING



CORPORATE  
REPUTATION

SOCIAL MEDIA STRATEGY

1

2

3

4



AUTOMOTIVE SPIN  
ITALIA