

Πτυχιακή / Διπλωματική εργασία

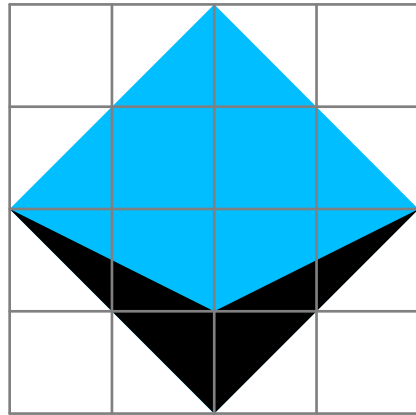
Σχεδιασμός εταιρικής ταυτότητας, πολυμεσικής εφαρμογής και διαφημιστικής καμπάνιας για την εταιρεία Virtuo Couriers.

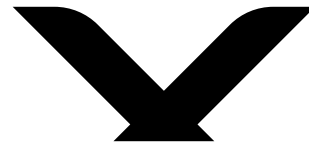
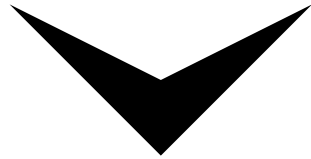
Μελέτη / Σχεδιασμός:
Νικόλαος Παναγιώτογλου / ΑΜ: 13035

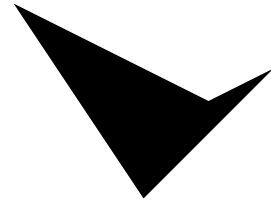
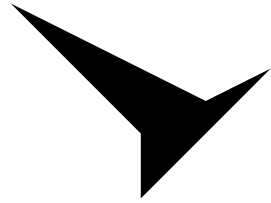
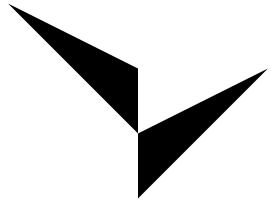
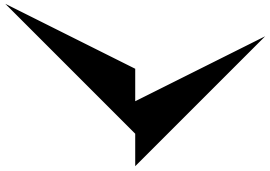
Επιβλέπων καθηγητής:
Δρ. Ρωσσέτος Μετζητάκος

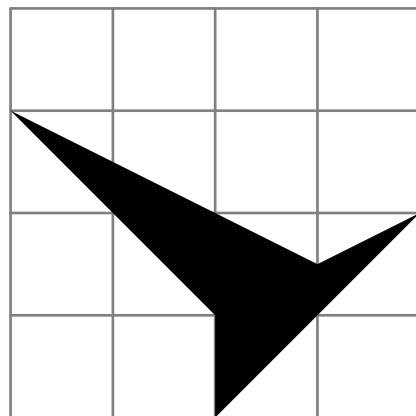
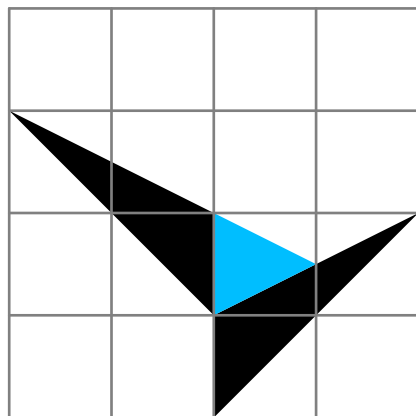
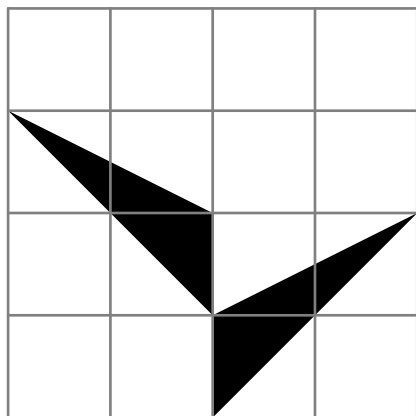
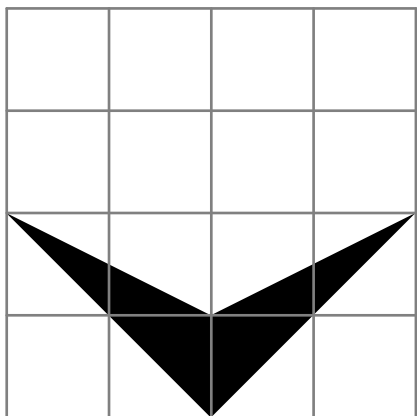
14 Ιουλίου 2022

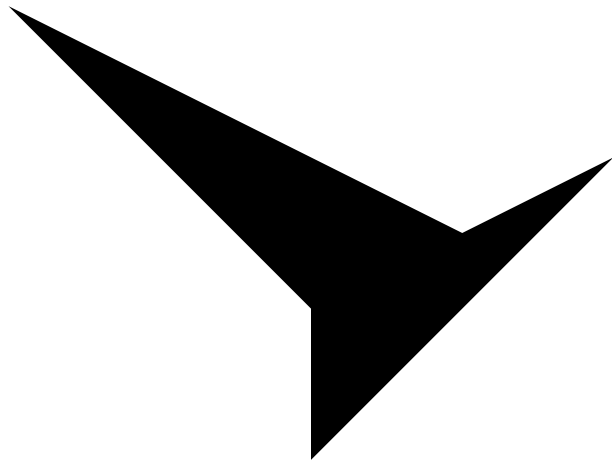
Σήμα και Λογότυπος

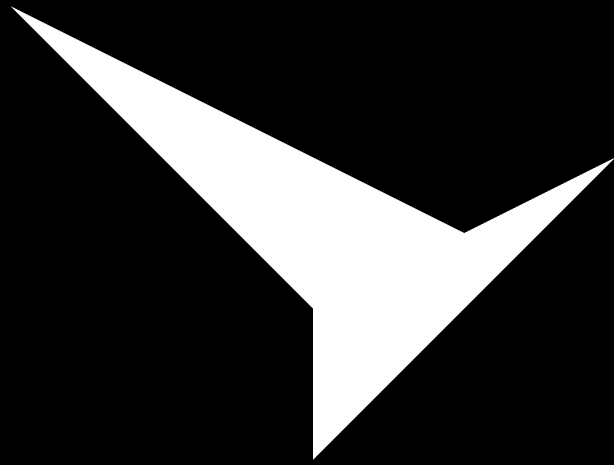












DIN

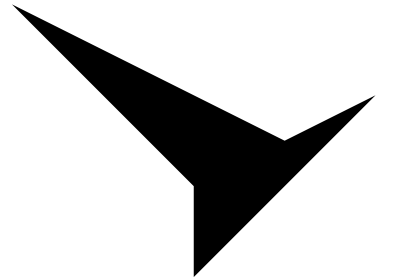
M O N T S E R R A T

CONDENSED

VIRTUO
COURIERS

VIRTUO
C O U R I E R S

VIRTUO
COURIERS



VIRTUO
COURIERS

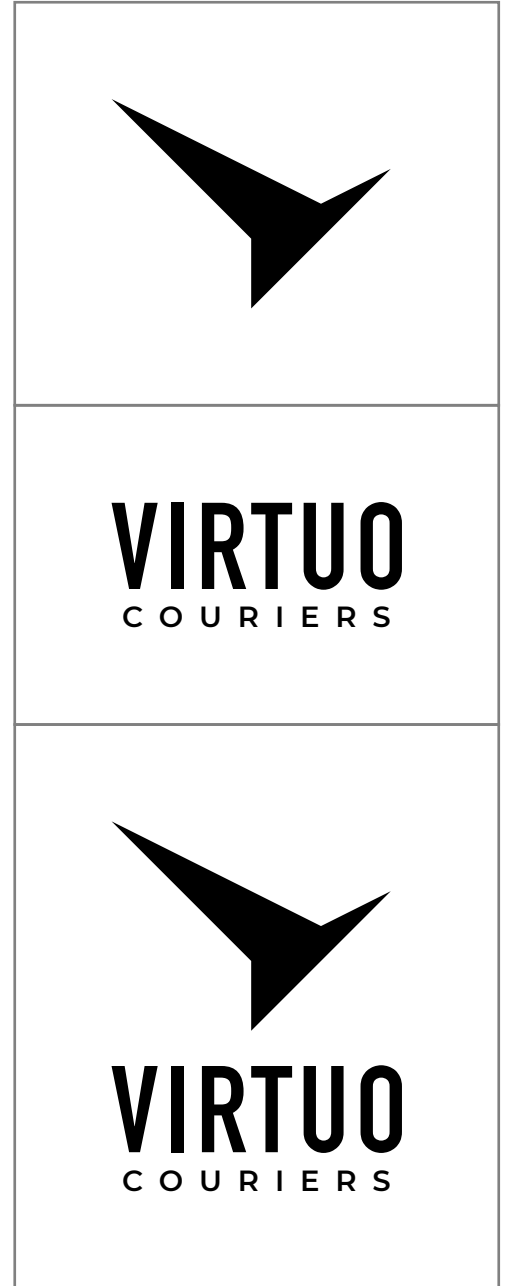
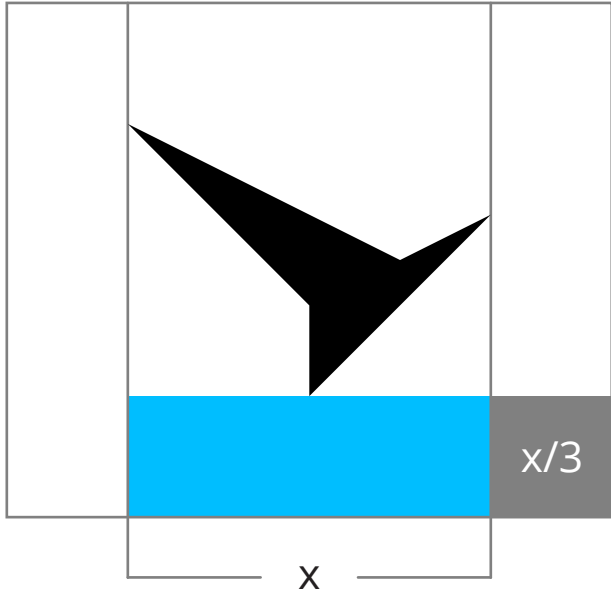


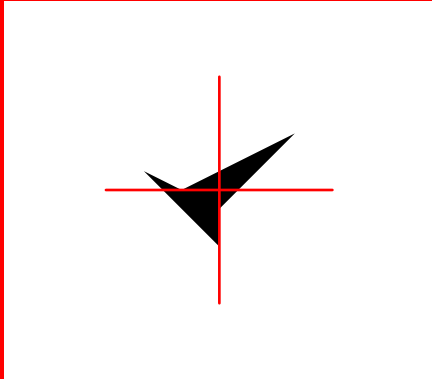
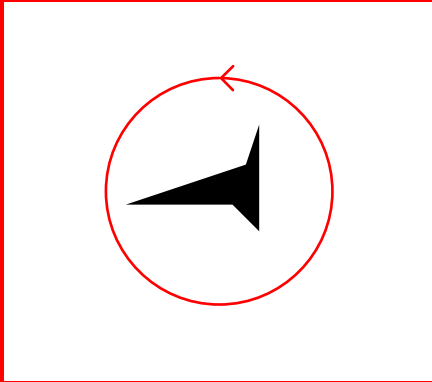
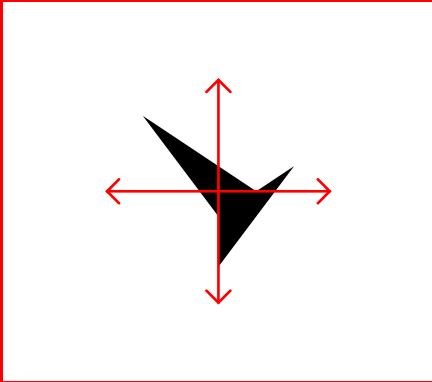
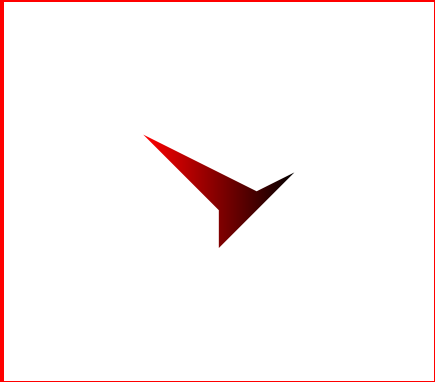
VIRTUO
COURIERS



VIRTUO







Χρώμα

CMYK: 0/70/100/0
RGB: 255/100/0
HEX: #FF6400

CMYK: 0/30/100/0
RGB: 255/190/0
HEX: #FFBE00

Τυπογραφία

Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa

R

Open Sans

Aa

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω

Titles need to be bold

Regular for black text

Semibold
white text

EXTRAAA BOLD ITALIC

Εταιρική ταυτότητα



VIRTUO
COURIERS

Βερανζέρου 24, Αθήνα, 12824
+30 210 1632 128
www.virtuocouriers.com

VIRTUO
COURIERS



Βερανζέρου 24, Αθήνα, 12824
+30 210 1632 128
www.virtuocouriers.com

ΚΩΝΣΤΑΝΤΙΝΟΣ
ΠΟΡΤΟΛΕΜΟΝΑΚΗΣ

ΔΙΕΥΘΥΝΤΗΣ ΠΩΛΗΣΕΩΝ

+30 695 1632 128
kostasportolemonakis@virtuo.com

VIRTUO
COURIERS

Βερανζέρου 24,
Αθήνα, 12824

VIRTUO
COURIERS

Βερανζέρου 24,
Αθήνα, 12824

VIRTUO
COURIERS

Βερανζέρου 24,
Αθήνα, 12824



VIRTUO
COURIERS



BRAND ***MANUAL***



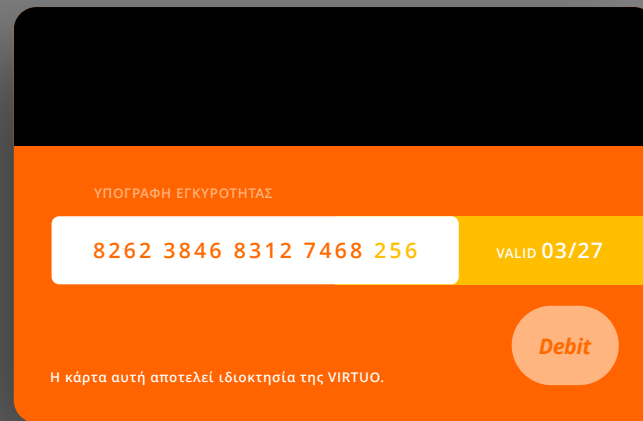
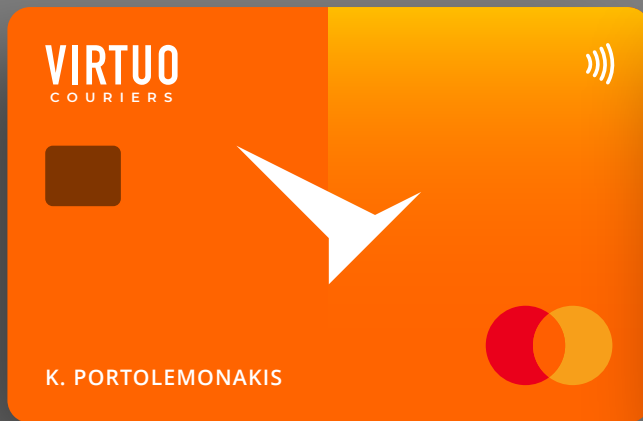
VIRTUO
COURIERS

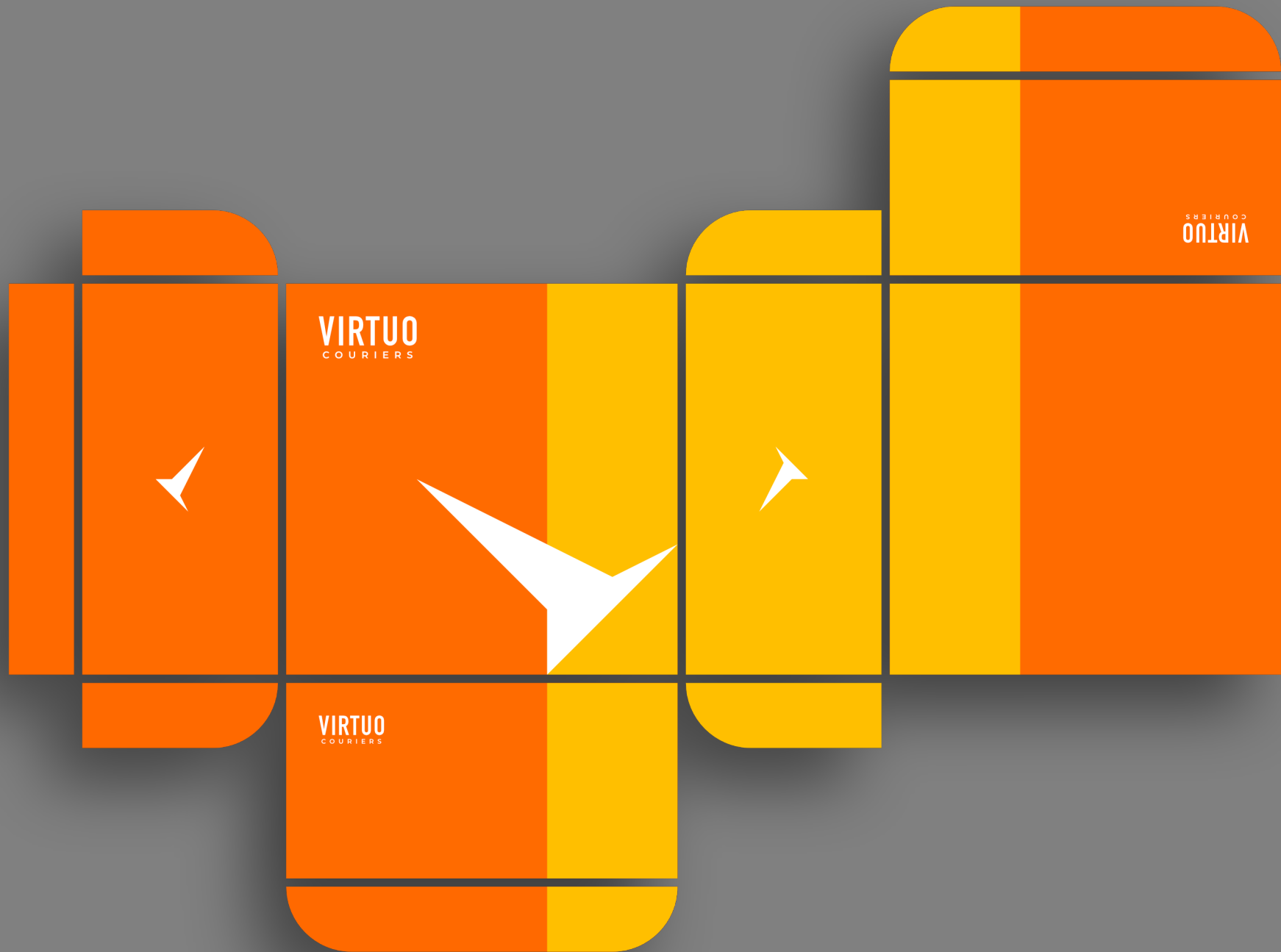
VIRTUO
COURIERS



Βερανζέρου 24,
Αθήνα, 12824
+30 210 16 32 128
www.virtuocouriers.com







VIRTUO
COURIERS



VIRTUO
COURIERS

VIRTUO
COURIERS

Διαφημιστική καμπάνια

VIRTUO
COURIERS



**ΟΧΙ
ΤΟ ΚΟΥΡΙΕΡ
ΠΟΥ ΠΕΡΙΜΕΝΕΙΣ**

virtuocouriers.com

VIRTUO
COURIERS



ΚΑΤΕΒΑΣΕ ΤΟ APP



VIRTUO
COURIERS

virtuocouriers.com

 **πλαισιο**

**ΤΩΡΑ
ΤΟ ΠΛΑΙΣΙΟ
ΕΡΧΕΤΑΙ ΜΕ 'ΜΑΣ**



#BetYouAreCurious

VIRTUO
COURIERS

virtuocouriers.com

ΚΩΤΣΟΒΟΛΟΣ

**ΤΩΡΑ
Ο ΚΩΤΣΟΒΟΛΟΣ
ΕΡΧΕΤΑΙ ΜΕ 'ΜΑΣ**



#BetYouAreCurious

VIRTUO
COURIERS

virtuocouriers.com



**ΤΩΡΑ
ΤΟ ΙΚΕΑ
ΕΡΧΕΤΑΙ ΜΕ 'ΜΑΣ**



#BetYouAreCurious

VIRTUO
COURIERS

virtuocouriers.com

skroutz

**ΤΩΡΑ
ΤΟ SKROUTZ
ΕΡΧΕΤΑΙ ΜΕ 'ΜΑΣ**



#BetYouAreCurious

VIRTUO
COURIERS

virtuocouriers.com

 **πλαισιο**

**ΤΩΡΑ
ΤΟ ΠΛΑΙΣΙΟ
ΕΡΧΕΤΑΙ ΜΕ 'ΜΑΣ**



#bet_you're_curious

VIRTUO
COURIERS

virtuocouriers.com

ΚΩΤΣΟΒΟΛΟΣ

ΤΩΡΑ
Ο ΚΩΤΣΟΒΟΛΟΣ
ΕΡΧΕΤΑΙ ΜΕ 'ΜΑΣ



#bet_you're_curious

VIRTUO
COURIERS

virtuocouriers.com



ΤΩΡΑ
ΤΟ ΙΚΕΑ
ΕΡΧΕΤΑΙ ΜΕ ΜΑΣ



#bet_you're_curious

VIRTUO
COURIERS

virtuocouriers.com

skroutz

ΤΩΡΑ
ΤΟ SKROUTZ
ΕΡΧΕΤΑΙ ΜΕ 'ΜΑΣ



#bet_you're_curious

VIRTUO
COURIERS

ΟΧΙ ΤΟ ΚΟΥΡΙΕΡ ΠΟΥ ΠΕΡΙΜΕΝΕΙΣ



VIRTUO
COURIERS



#BetYouAreCurious



20:32



Virtuocouriers
Sponsored



**ΜΟΛΙΣ ΒΡΗΚΕΣ
ΔΟΥΛΕΙΑ**



Learn More



ΑΝΩ ΠΑΤΗΣΙΑ - Αχαρνών 18

ΑΜΠΕΛΟΚΗΠΟΙ - Πανόρμου 25

ΟΜΟΝΟΙΑ - Βερανζέρου 24

ΠΕΤΡΑΛΩΝΑ - Αλκμήνης 5

Είμαστε η VIRTUO και
προσφέρουμε υπηρεσίες
κούριερ στην Ελλάδα και
στο εξωτερικό.

Με βάση μας την Αθήνα
ικανοποιούμε κάθε σας
ανάγκη για παραφορά
και παράδοση πακέτων.
Ειδικεύση μας η ευκολία
και ευχαρίστησή σας.

VIRTUO
COURIERS

Βερανζέρου 24,
Αθήνα, 12824
+30 210 16 32 123
www.virtuocouriers.com

ΟΧΙ
ΤΟ ΚΟΥΡΙΕΡ
ΠΟΥ ΠΕΡΙΜΕΝΕΙΣ

VIRTUO
COURIERS

Επισκέψου τώρα και απόλαυσε
τις υπηρεσίες μας σε ένα από τα
τέσσερα καταστήματά μας σε όλη
την Αθήνα. Σε περιμένουμε!



Ή ΚΑΤΕΒΑΣΕ ΤΟ APP!



ΑΘΗΝΑ

VIRTUO
COURIERS

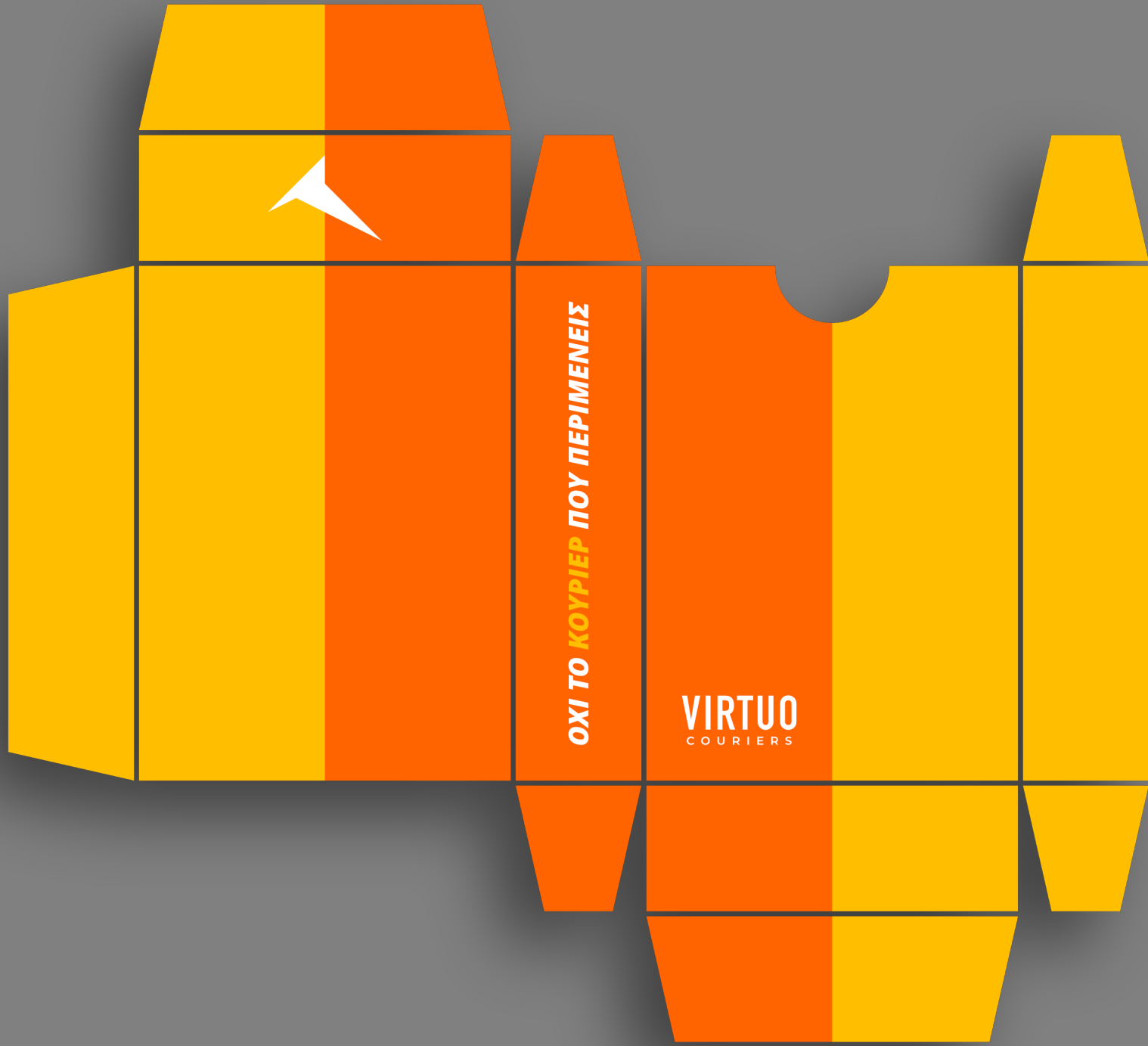
**ΟΧΙ ΤΟ ΚΟΥΡΙΕΡ
ΠΟΥ ΠΕΡΙΜΕΝΕΙΣ**

ΚΑΤΕΒΑΣΕ ΤΟ APP



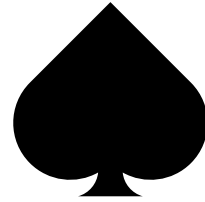
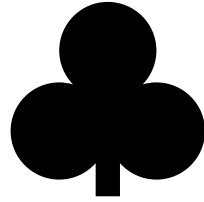
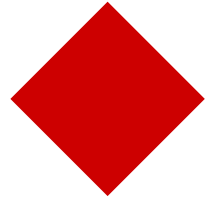
ΟΧΙ ΤΟ ΚΟΥΡΙΕΡ ΠΟΥ ΠΕΡΙΜΕΝΕΙΣ

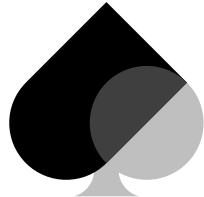
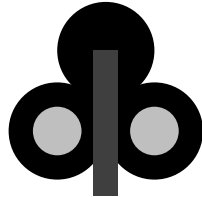
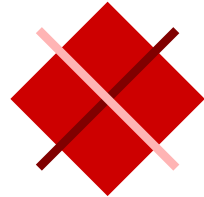


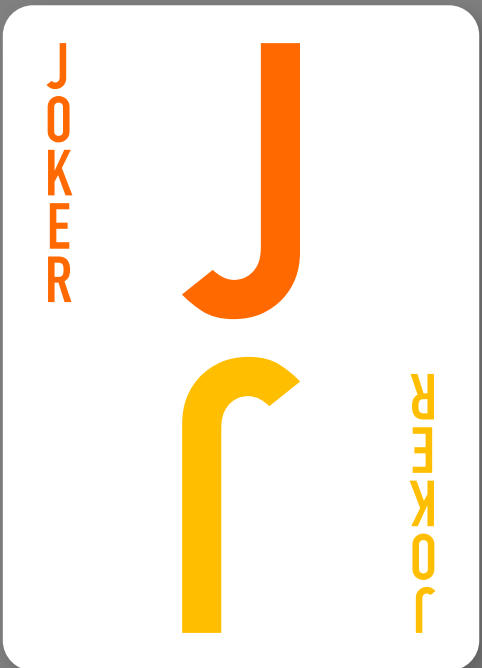
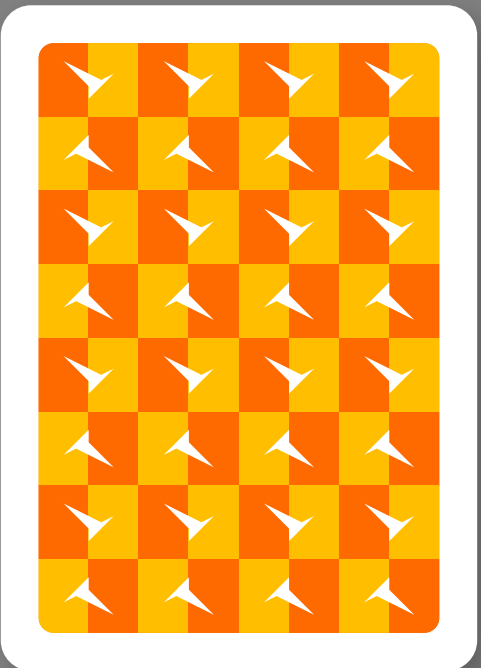


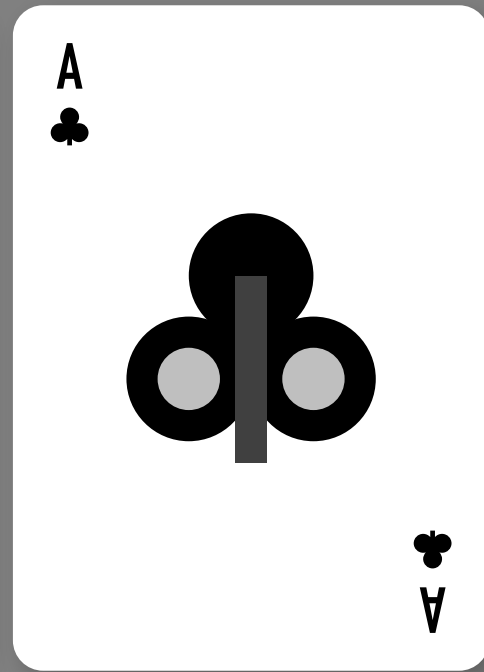
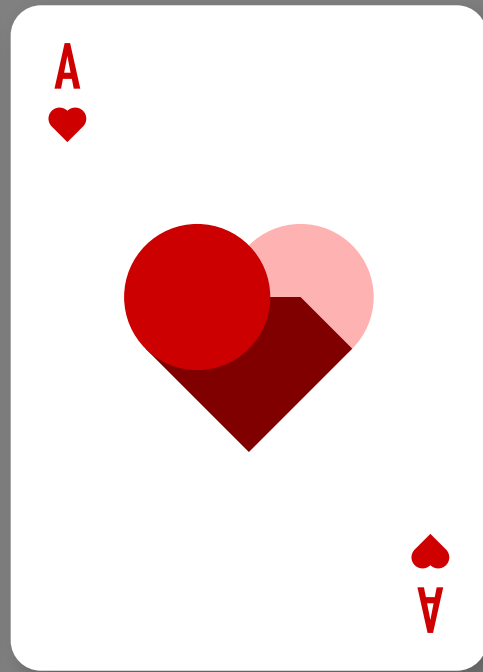
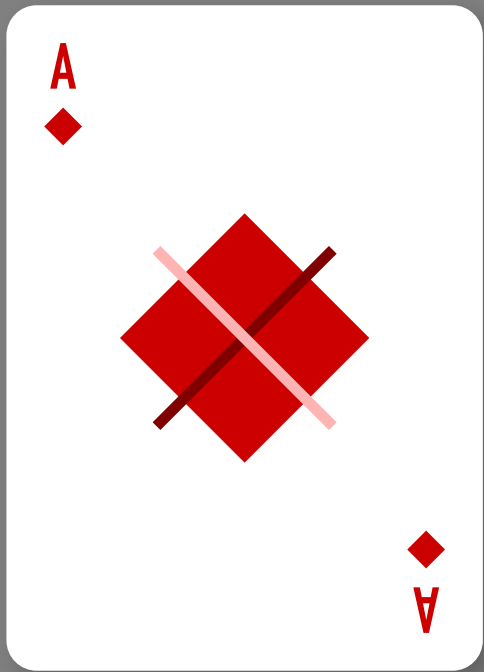
ΟΧΙ ΤΟ ΚΟΥΡΙΕΡ ΠΟΥ ΠΕΡΙΜΕΝΕΙΣ

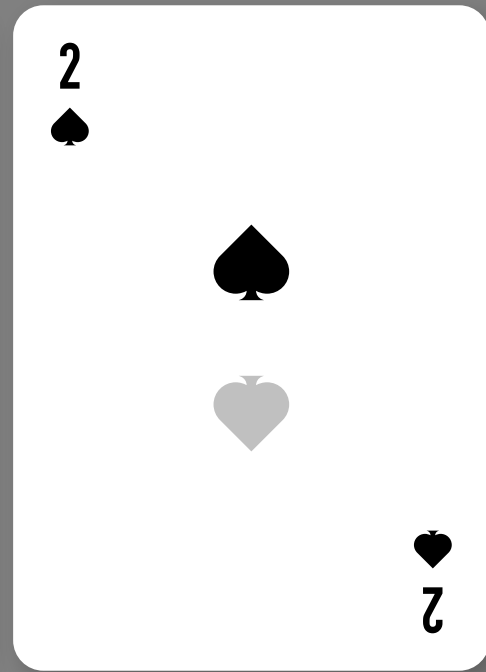
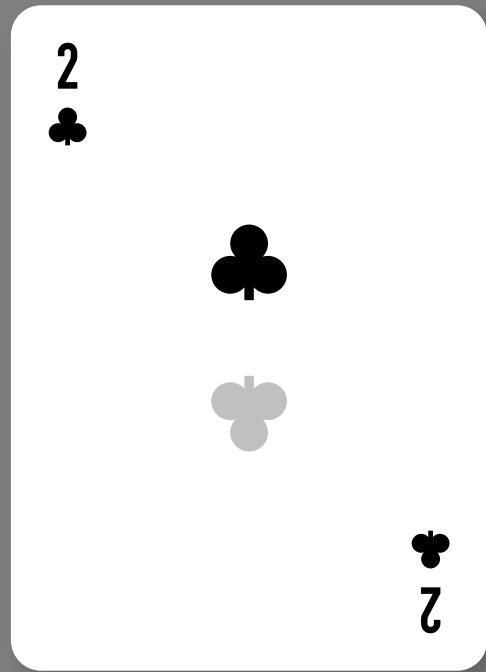
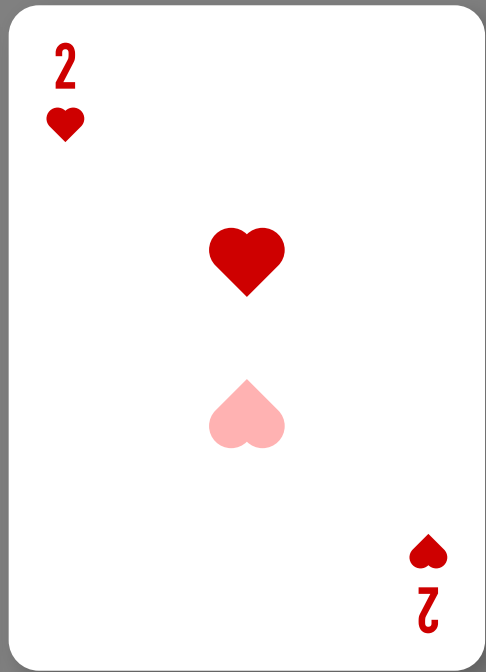
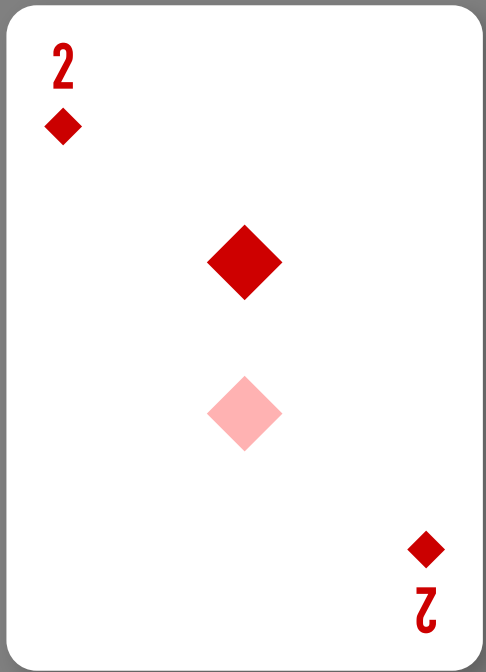
VIRTUO
COURIERS

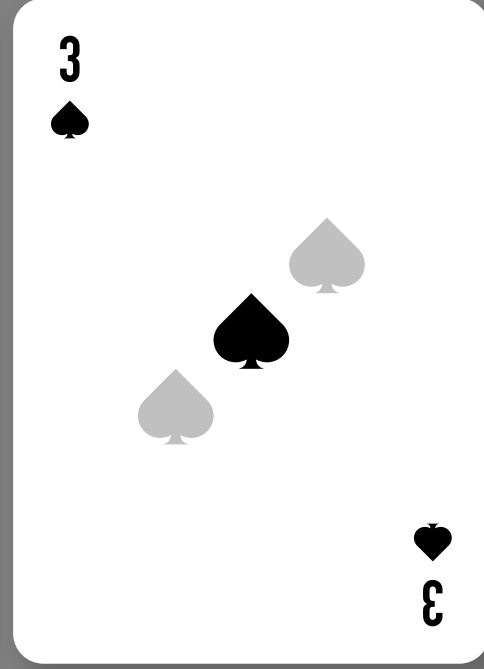
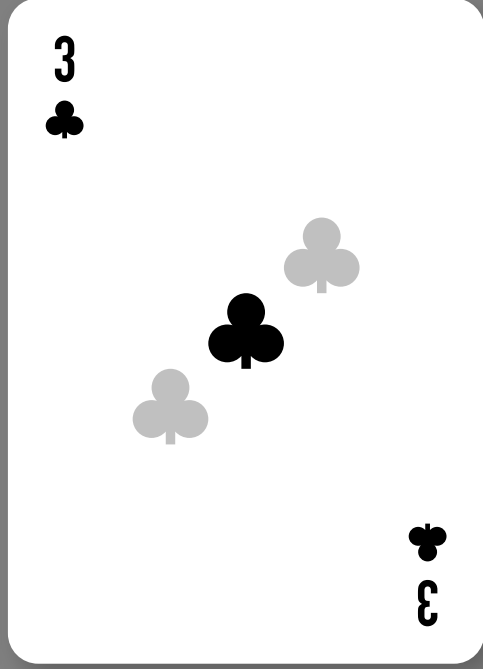
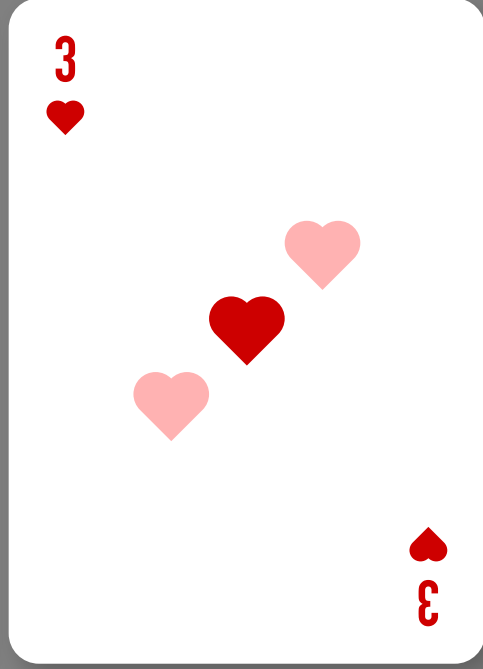
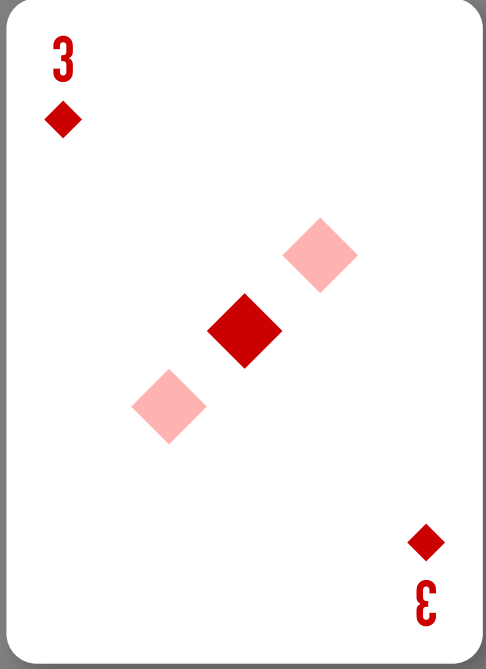


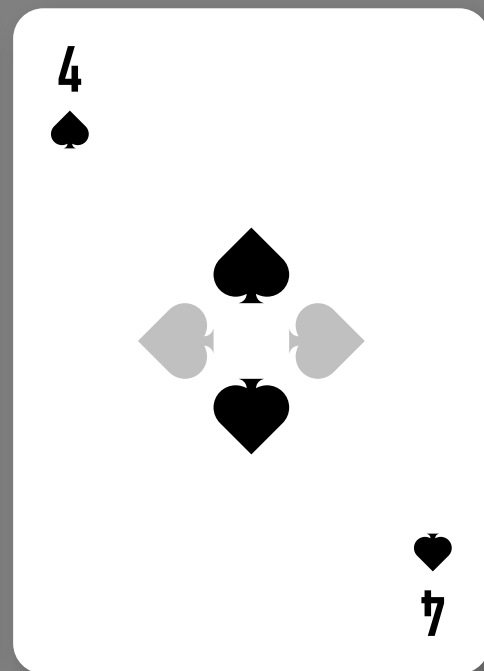
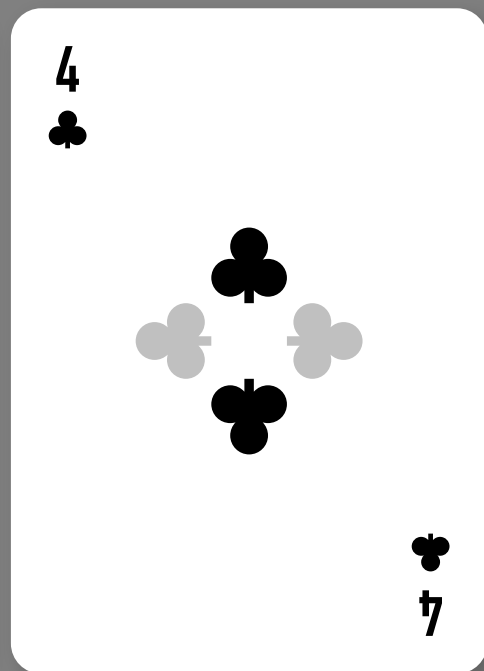
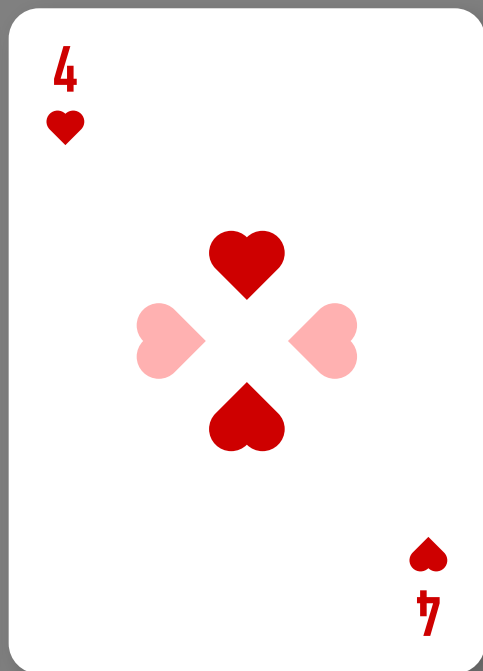
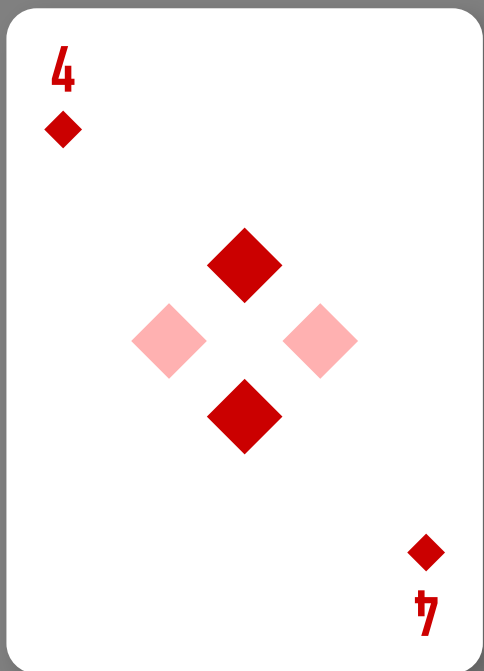


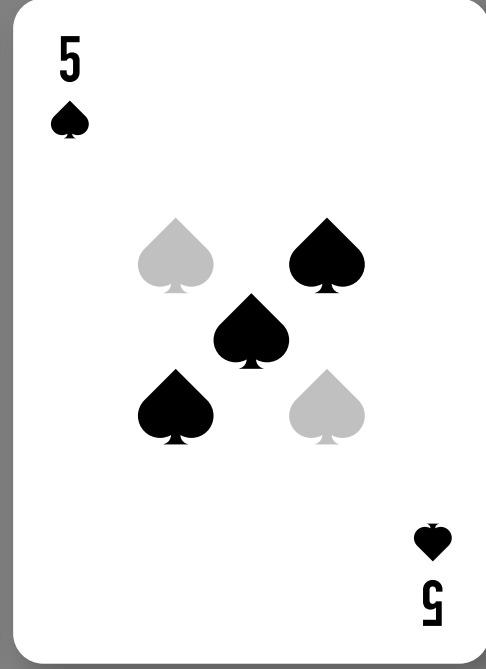
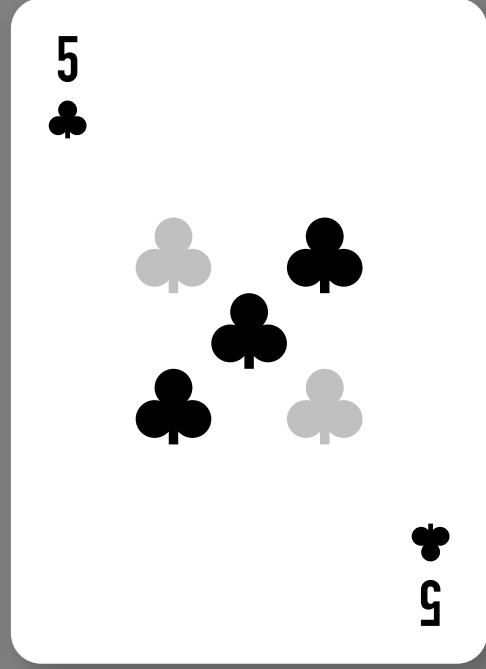
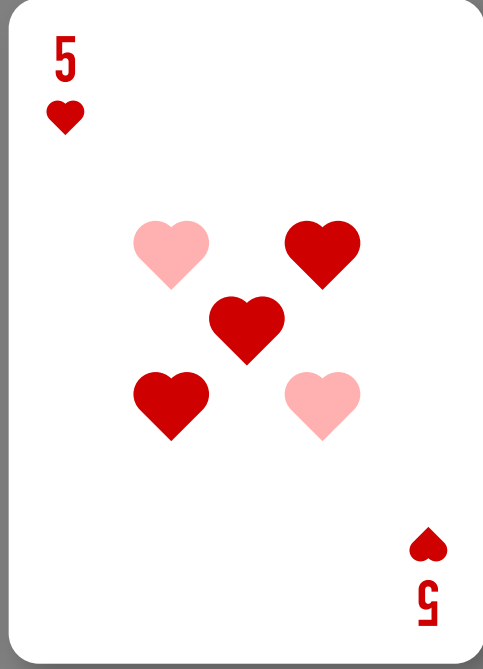
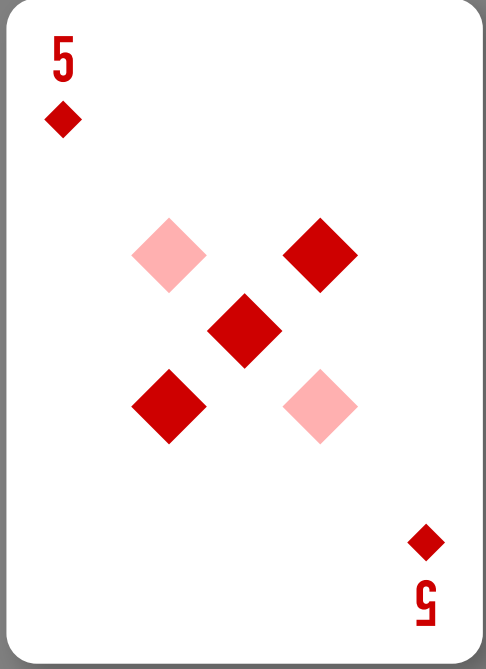


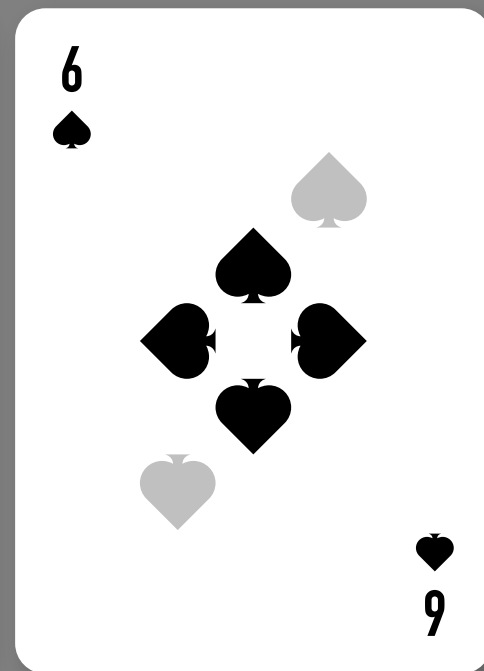
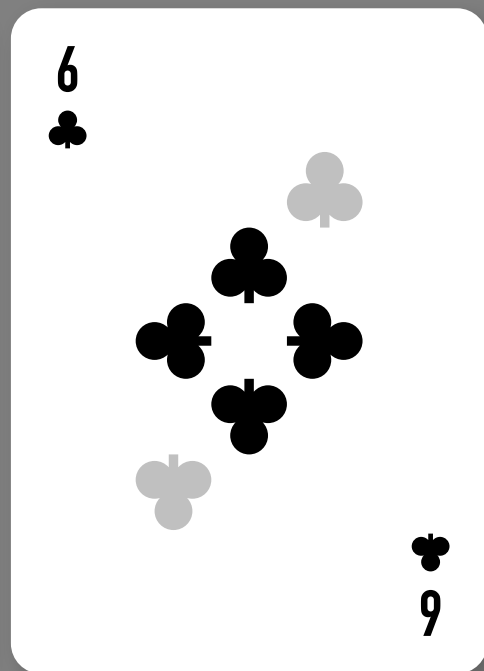
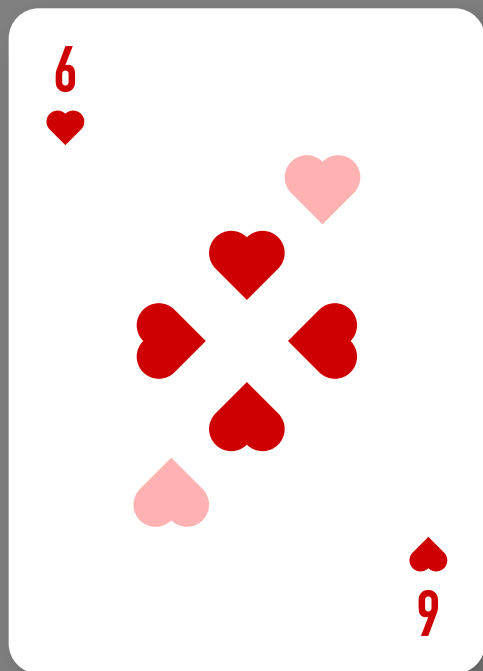
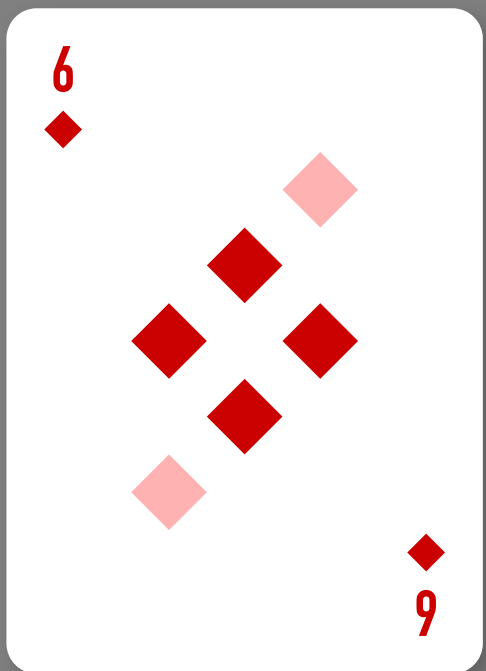


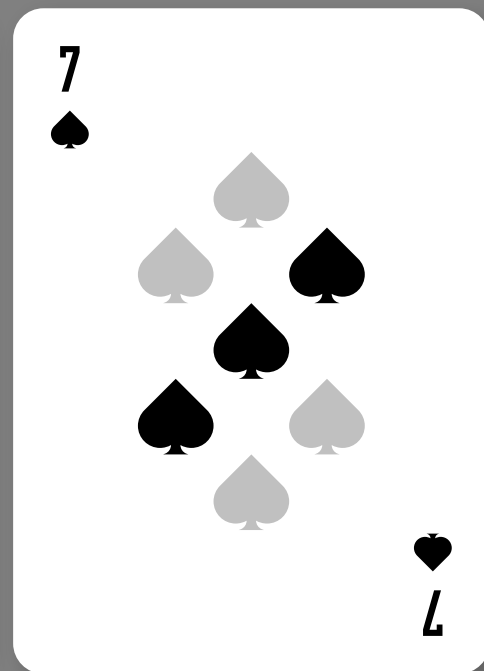
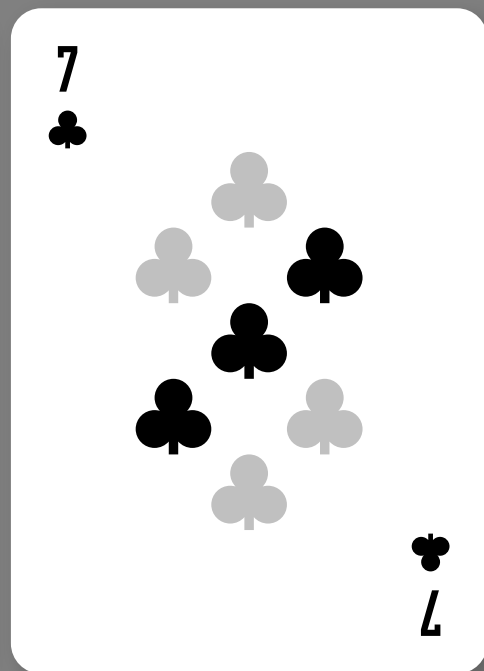
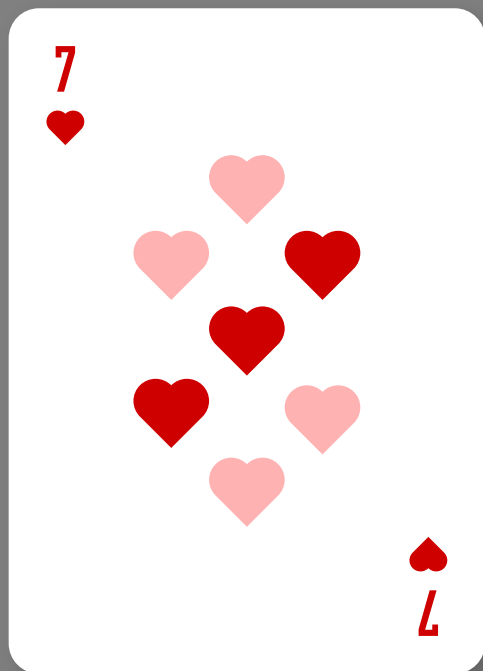
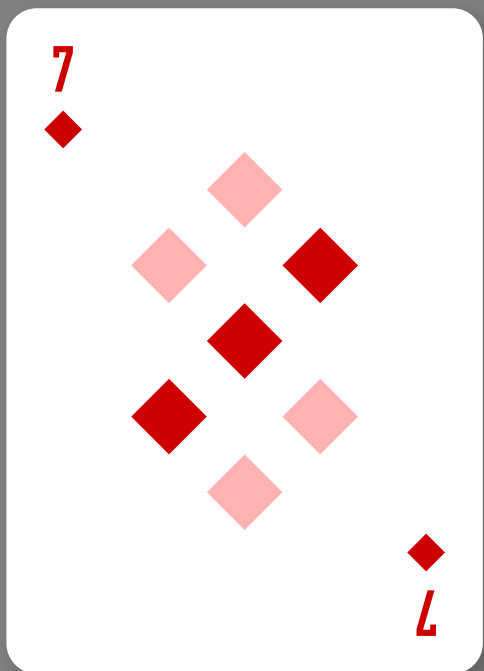


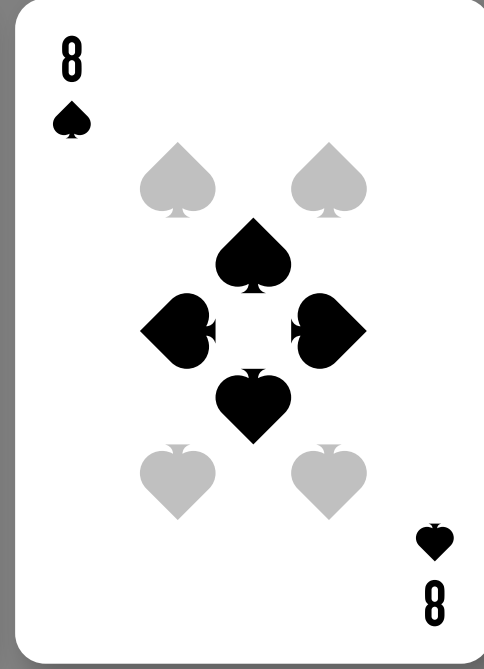
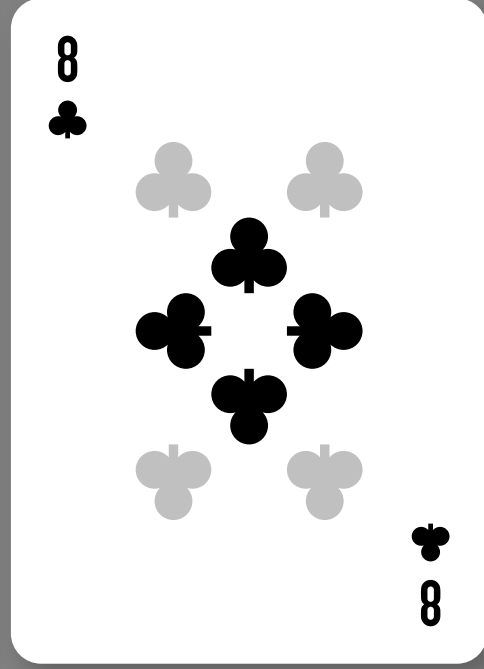
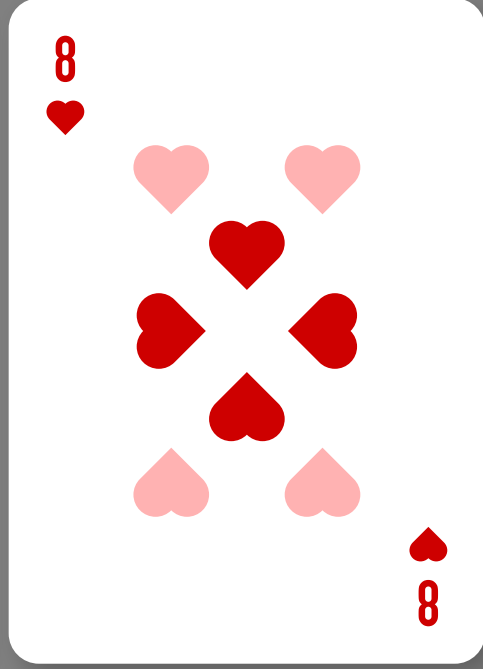
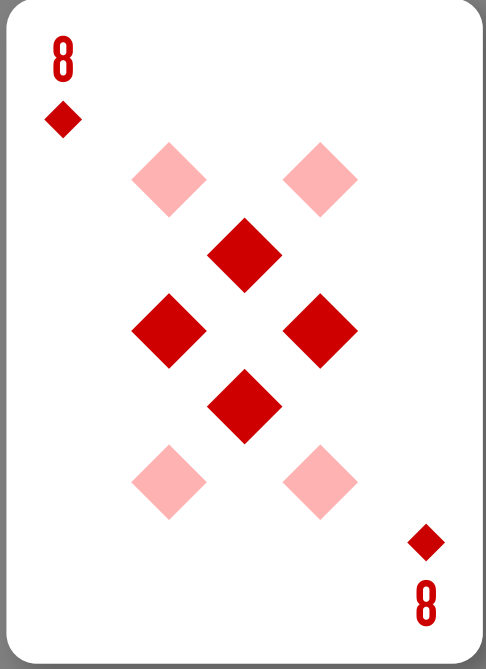


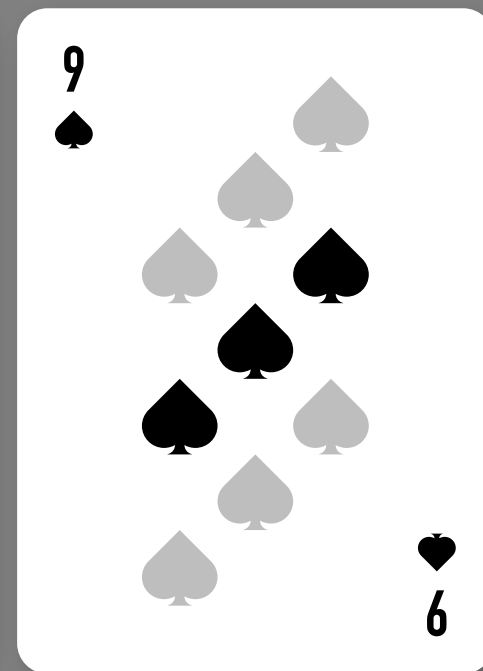
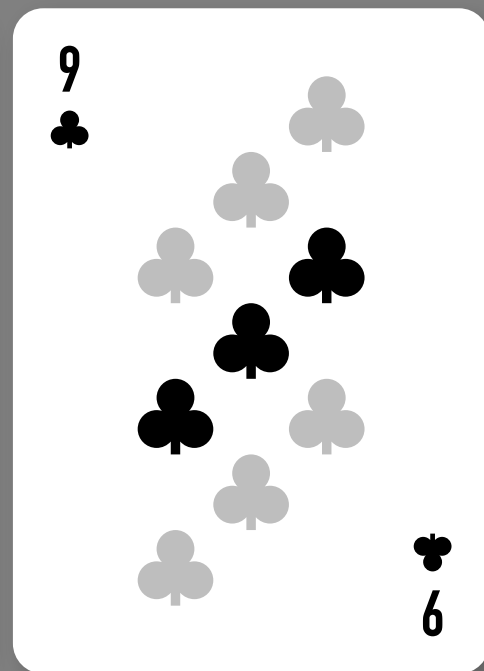
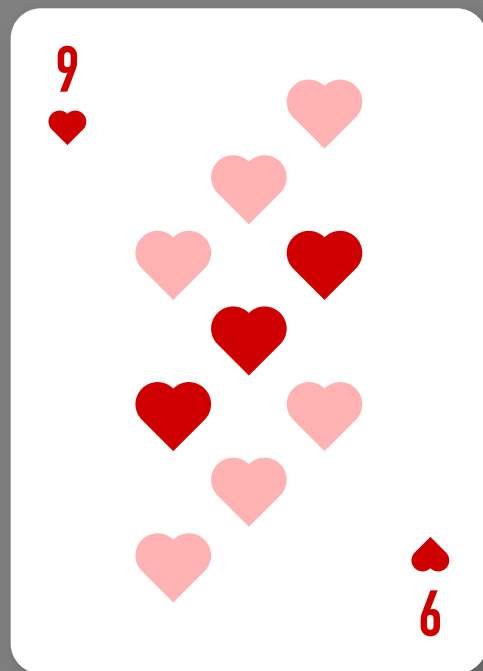
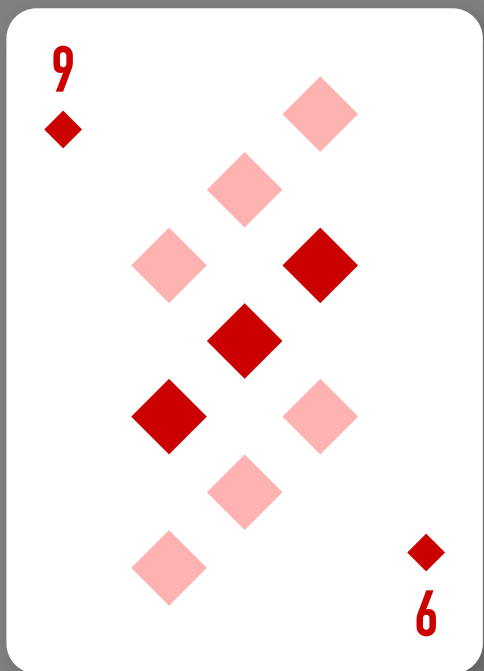


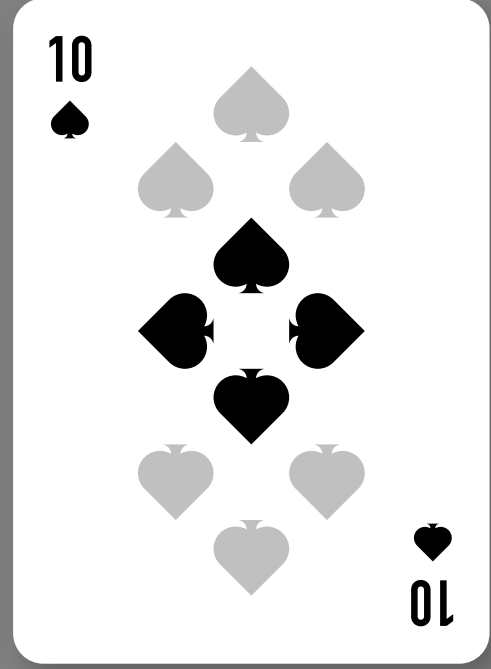
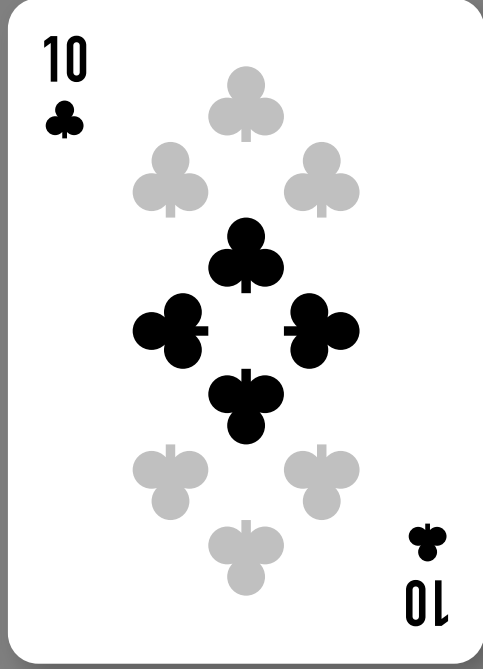
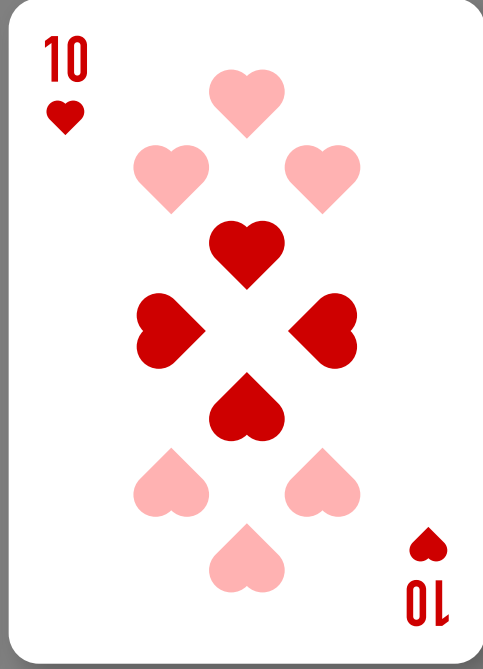
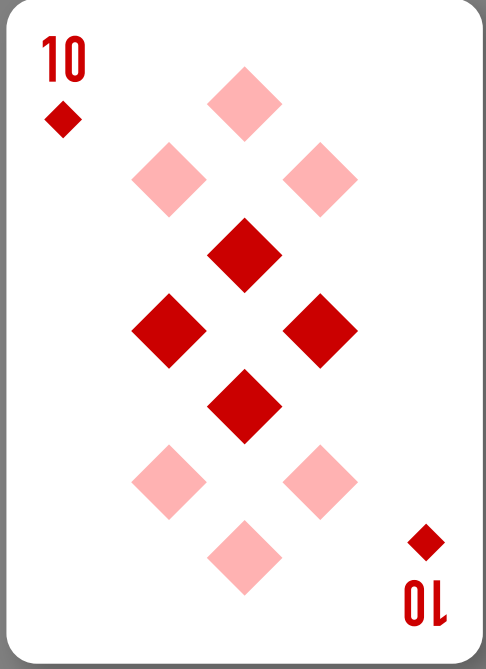


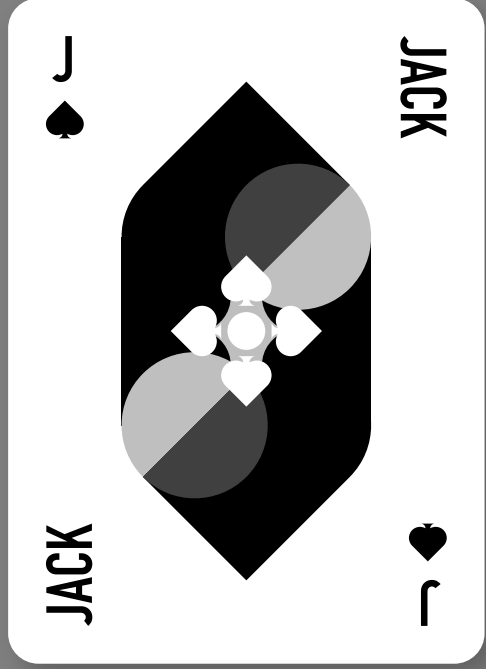
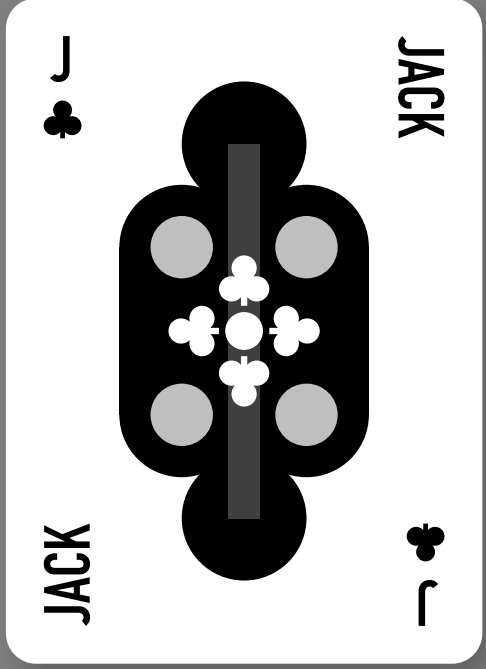
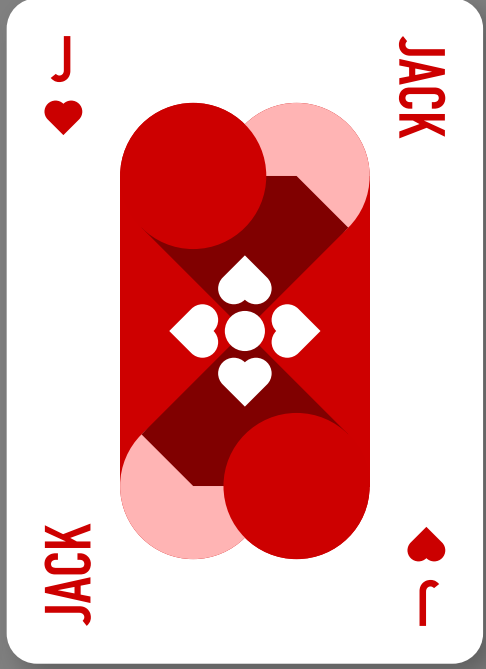
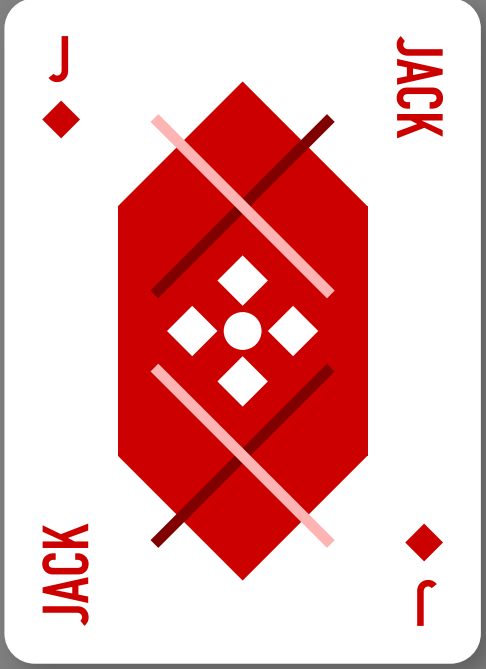


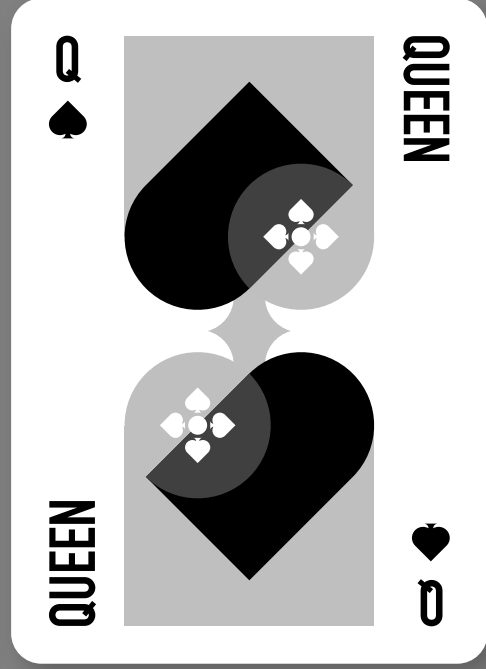
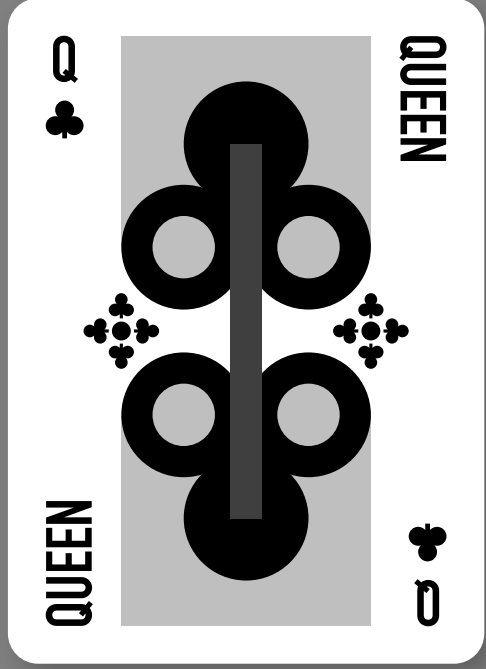
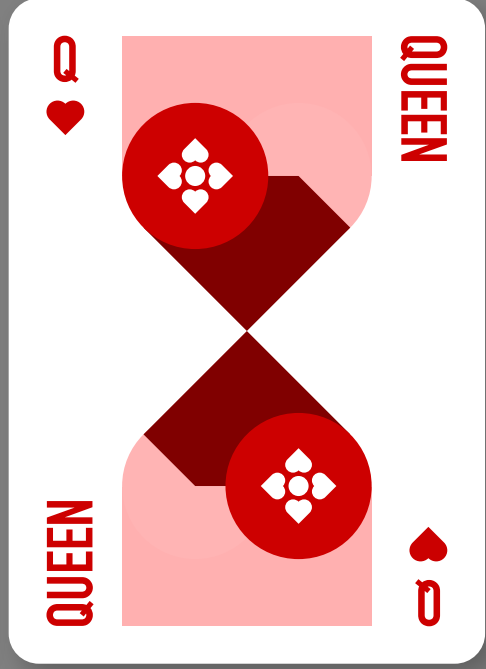
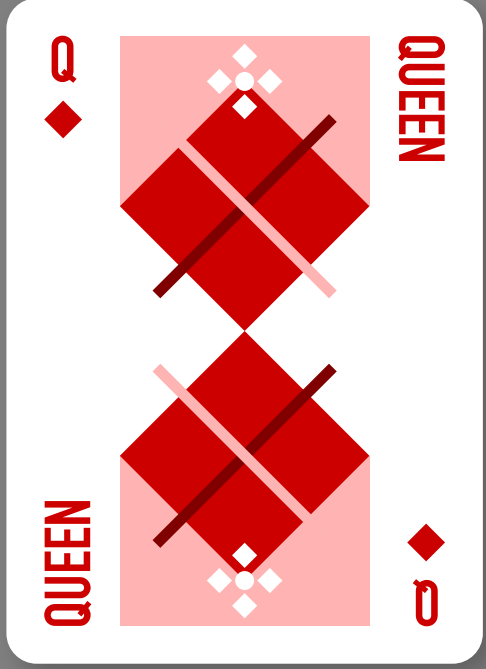


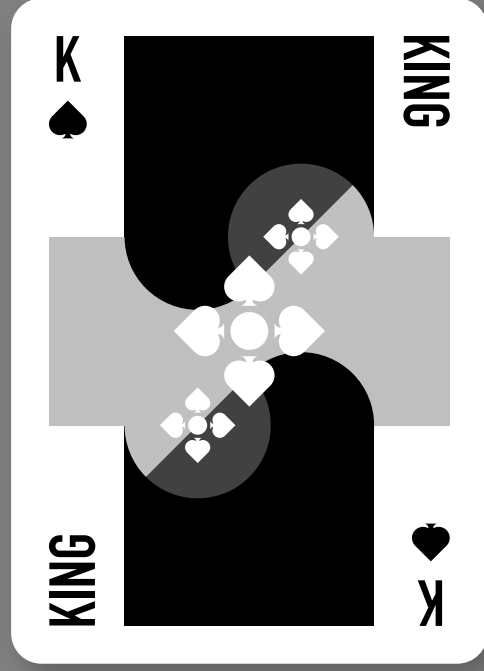
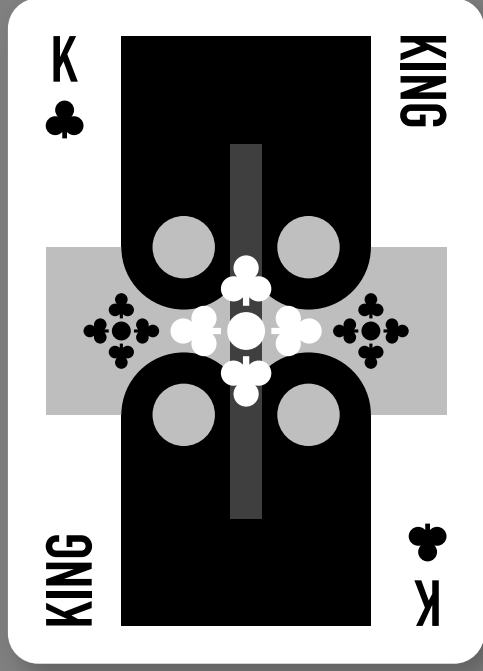
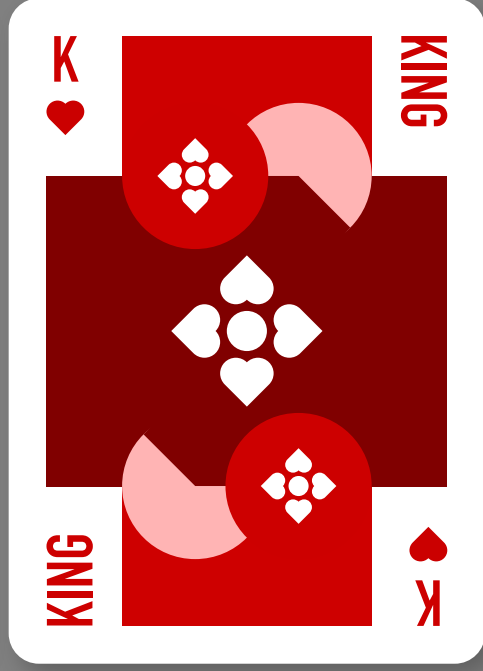
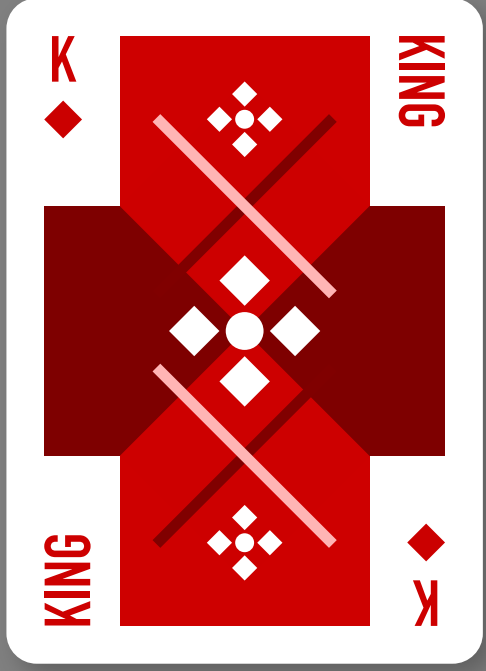












Πολυμεσική εφαρμογή



Virtuo Couriers

