

Valle di Blenio Sunrise Yellow

Color developed by **PANTONE**®

Mogno Marble White

Color developed by **PANTONE**®

Gandria Olive Green

Color developed by **PANTONE**®

Mendrisiotto Wine Red

Color developed by **PANTONE**®

Ticino
Chestnut Brown

Color developed by **PANTONE**®



## Valle di Blenio Sunrise Yellow

Sending out its glimmering rays to capture anyone within its presence, Valle di Blenio Sunrise Yellow draws us in with its brilliant luminosity.

Painting itself across the atmosphere, an illuminating golden yellow whose glowing arrival each morning slowly envelopes the skies of Northern Ticino, Valle di Blenio Sunrise Yellow offers the promise of sunshine as we look forward in anticipation to the start of a new day.

Reflective and radiant, Valle di Blenio Sunrise Yellow sparkles with vitality. Energizing and enriching, a friendly yellow hue evoking hope, happiness and good cheer.

A scenic jewel imbued with a natural beauty, Valle di Blenio Sunrise Yellow inspires a better sense of gratitude for the earth, helping us to feel more optimistic as we embark on our daily journey.

\_illuminating...luminous...energizing...optimistic... radiant...cheerful...hopeful...









## Mogno Marble White Color developed by PANTONE®



### Mogno Marble White

Mogno Marble White is a cool grayed white symbolic of the select marble stone native to Mogno, a village situated near the top of Val Lavizzara in Ticino's Vallemaggia district.

A natural element whose durable composition of recrystallized carbonate minerals can withstand the test of time, softly shaded Mogno Marble White silently and subtly calls attention to the marble stone integrated in alternating layers into the walls of the famous Church of San Giovanni Battista, a modern architectural masterpiece known for its brave and daring design.

A key element in the unconventional appearance of this world renown landmark, Mogno Marble White inspires a calming message of quietude and tranquility, displaying a subtle modesty that belies the invincibility of this strong and sturdy metamorphic rock.

\_cool...calming...modest...sturdy...durable... tranquil...invincible





# Gandria Olive Green Color developed by PANTONE®



#### Gandria Olive Green

Evocative of the fruitful olive as they begin their ripening cycle, Gandria Olive Green highlights the historical significance of the olive tree to this scenic and nostalgic lakeside village.

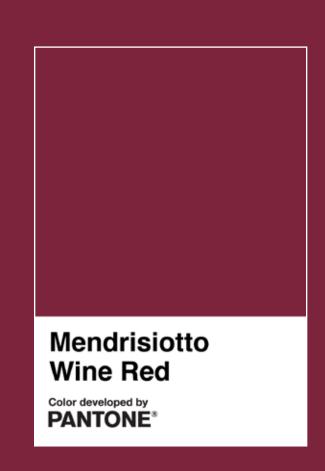
A golden green hue connected to sprouting vegetation and fertile evergreens, Gandria Olive Green conjures up thoughts of the picturesque beauty of these graceful flowering plants that dot the landscape of Gandria.

Prized for its bountiful crop and its ability to regenerate, an organic yellow green we associate with healthful eating, nutrient rich plant compounds and longevity.

\_fertile... regenerating...healthful... fruitful...sprouting... graceful...flowering









### Mendrisiotto Wine Red

Spotlighting Ticino's dedication to viticulture, Mendrisiotto Wine Red is a full-bodied red tone emblematic of the distinctive Merlot wine borne from the thin-skinned grapes grown in the vineyards in Mendriso.

Emanating an organic earthiness, the complex character of this fortified red hue embodies a satisfying richness.

Naturally robust, sumptuous and elegant Mendrisiotto Wine Red is an aromatic red hue whose tasteful appearance and cultivated presence suggests a uniquely, flavorful experience that is an exclusive signature of the innovative winemaking taking place in Ticino.

\_full-bodied...flavorful...robust...tasteful...
sumptuous...cultivated...elegant...





## Ticino Chestnut Brown

A wholesome brown with an undertone of red, Ticino Chestnut Brown celebrates the flourishing presence of the nourishing chestnut tree fruits found in the verdant chestnut forests in Ticino

Commemorating the prominent role of the chestnut in the local history of Ticino, the hearty and welcoming warmth expressed by Ticino Chestnut Brown highlights the chestnuts versatility and ability to bring communities together.

Blooming within the fresh green leaves of the chestnut trees, Ticino Chestnut Brown stimulates our senses; tempting our taste buds and drawing us in with the suggestion of its deliciously sweet, nutty flavor.

\_wholesome...hearty...warm...tempting...nutty...roasted...welcoming

