



# *HOW A LOST SOCK CAN INSPIRE A COMPANY BRAND*

BY CLAUDIA TINNIRELLO

Inspiration for creating a new branding can be found in the weirdest places. When international best-selling author, keynote speaker, and CEO and founder of the web design company Sophisticated Cloud, Claudia Tinnirello, wanted to design her company branding she knew exactly what colours to choose.

Pink and black are the colours of Claudia's home town football club 'Palermo', which is the main city of Sicily in the south of Italy. Legend says that many years ago, after a football match, one of the player's mothers took it upon herself to wash the football kit for the entire team which was made of black shorts and black & white striped tops.

Accidentally she left a red sock in the washing machine, changing the entire team uniform to black and pink. Those became the new and official colours of Palermo Football team and the inspiration behind the colours for Sophisticated Cloud's logo.

Stereotypically speaking, pink has always been associated with being primarily a 'girly' colour, but it is not uncommon to see Sicilian boys and men of all ages proudly wearing pink shirts in Palermo as support to their beloved football team. Even customised pink cars and motorcycles can be spotted driving around the city.

The meanings behind these colours also chimed with Claudia's aspiration for her business, as she explains "my dream is to open an office in New York City in the near future, and the colour black is a cosmopolitan colour that is related to power, strength and sophistication".

Pink has always been a favourite colour of Claudia since she was a little girl, representing love, tenderness, kindness and femininity; bringing a soft and approachable touch to the brand. If you had a chance to look at Claudia's office space today you couldn't fail to miss the amount of pink gadgets and stationery around her desk. She even purchased a pink Italian espresso coffee machine to match her colour branding.

The Sophisticated Cloud brand inspires success, strength and stability, whilst at the same time being approachable and friendly.

Sophisticated Cloud is on a mission to help a million people to be heard and seen by having a robust online presence. Claudia says "technology can come across a bit scary to most of my clients". Sophisticated Cloud will give them the reassurance that everything will be taken care of and explained in a simple and easy way that even a child will understand. The same simplicity needs to be reflected on all the websites we build, one of Claudia's sayings is "If your seven-year-old child or grandmother can navigate your website, then your website is already a success!".

In just over a year since Sophisticated Cloud launched, they have now opened their first base outside of the UK with new clients already lined up in Manhattan, New York. This deeply demonstrates that inspiration and ambition can be found in the strangest of places.



# CLAUDIA TINNIRELLO



www.SophisticatedCloud.com

Claudia is an International Bestseller Author and the CEO and founder of Sophisticated Cloud Limited. She is a professional SquareSpace Web Designer, UX expert, former cookery chef and enthusiastic public Speaker.

Originally from Italy, Sicily, she has lived in England since 2005. Following her fourth redundancy at work, she decided to set up her own Web Design business which she absolutely loves.

She works with small businesses that want to build beautiful one of a kind responsive websites, that are SEO optimised and compatible on all screens and devices - desktop, tablet and mobile phones.

She is currently the President of the Toastmasters International Basingstoke Speakers Club.

Not being an English native speaker, she understands the struggles of overcoming judgements and fear of making mistakes when speaking a foreign language. She has discovered ways of becoming a better and confident public speaker by sharing her voice in many different ways, from speaking opportunities to websites, to cooking food.

Her mission is to help a million people to be heard and seen by having a robust online presence and embracing public speaking.

In her spare time, Claudia enjoys cooking and baking Italian specialities with her husband and their young children, as well as travelling back to Italy to visit the family when she can.

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