



PRONTOS PA MELCAR?

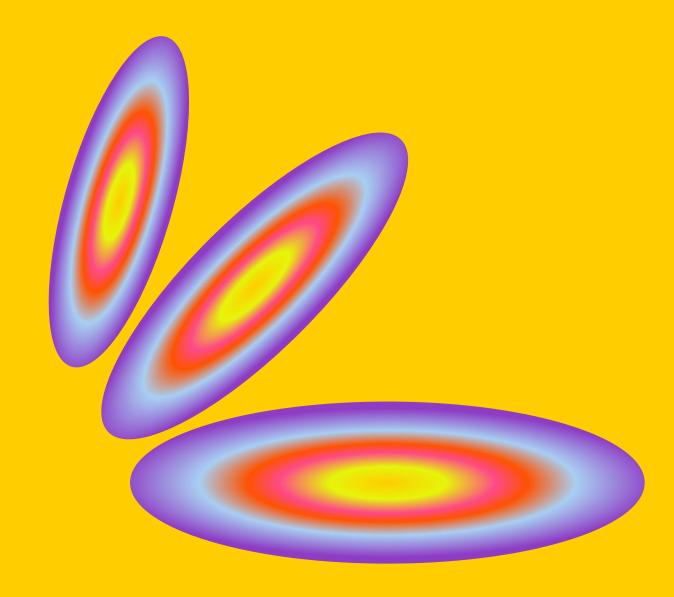












AGÊNCIA DE

CONUNICA

CAO CRIATIVA &
INOVADORA

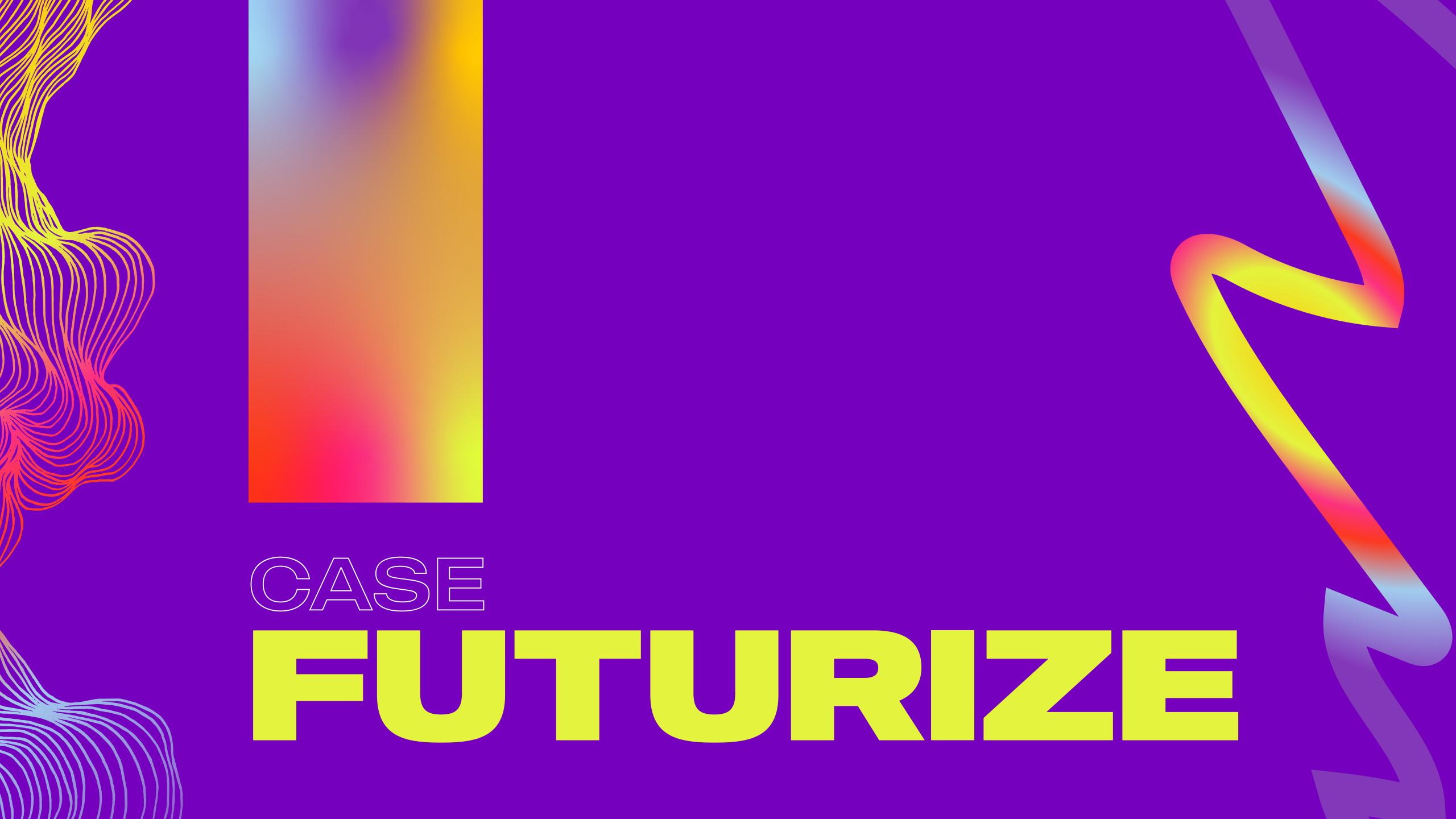




PRODUÇÃO, CONTEUDO & PERFORMANCE









DESAFIO

A marca da empresa estava envelhecida e não refletia a alta tecnologia empregada nos produtos. Por isso, era necessário criar uma nova marca que transmitisse essa mensagem, sem perder o orgulho da história da empresa.







Desenvolvemos uma marca nova, mais moderna, especializada e humana, ressignificando as cores já utilizadas e ampliando a paleta de cores para abranger todos os produtos da empresa.

A nova marca foi pensada para funcionar bem tanto no digital quanto no físico, desde as redes sociais até as feiras em que o cliente participa.





DEPOIS ANTES

Tipografia primária Amil typeface



caixa alta

ABCDEFGHIJKLMNOPQRSTUVXYZ

caixa baixa

abcdefghijklmnopqrstuvxyz

números e símbolos

0123456789,.;/~()&%\$?!









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BRANDING MOCK.UP VOL. 4.0

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by in next team.

in I get some?

many variations of passages of Lorem Ipsum available, but the majority have suffered in some form, by injected humour, or randomised words which don't look even slightly e. If you are going to use a passage of Lorem Ipsum.

psum is not simply random text.

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