



AULA 2

BRANDING & IDENTIDADE VISUAL

MÓDULO 4

auditoria de marca

TIMELINE

LOGO

IDV

PLAYERS

auditoria de marca

TIMELINE

LOGO

IDV

PLAYERS



auditoria de marca

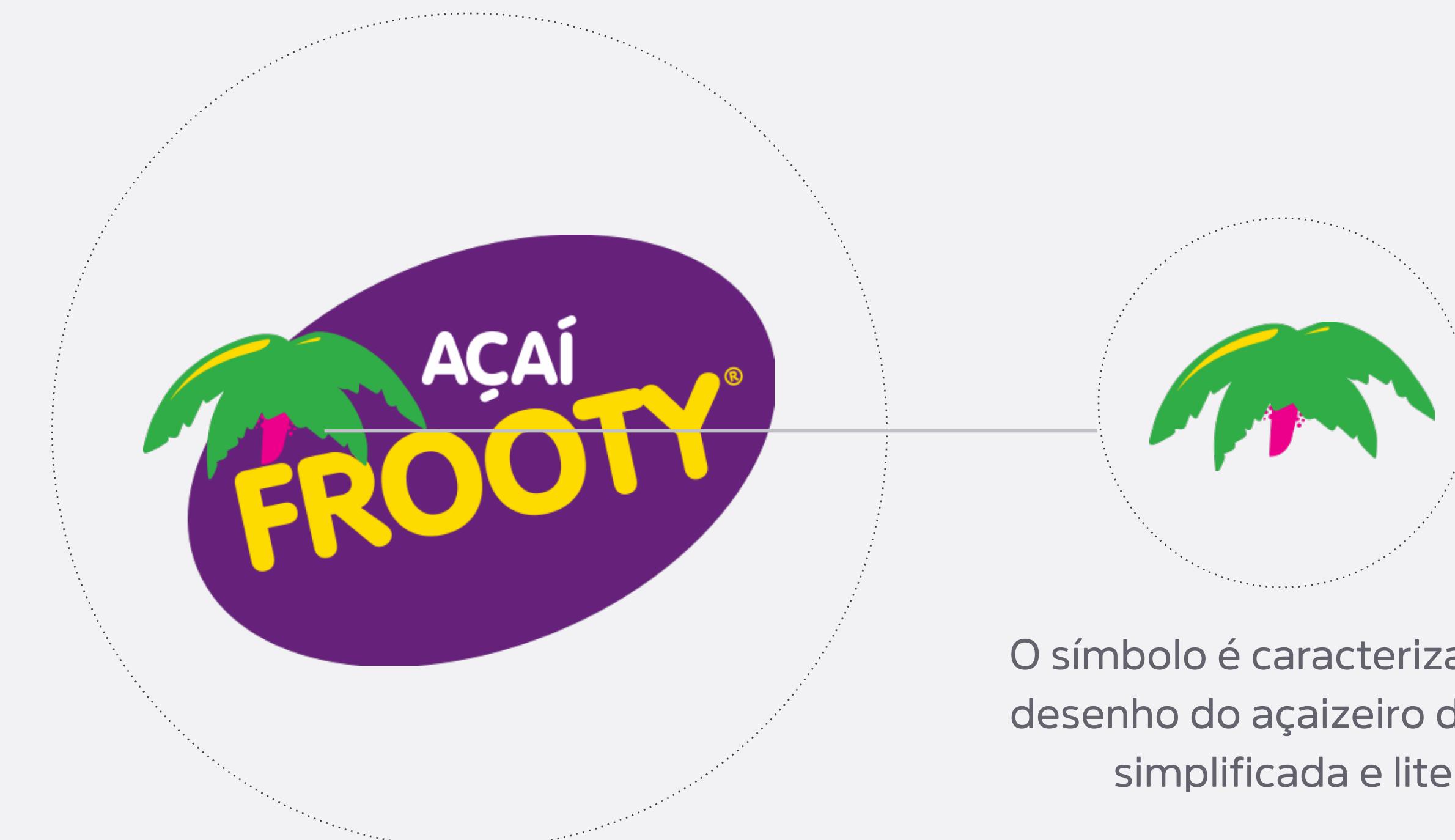
TIMELINE

LOGO

IDV

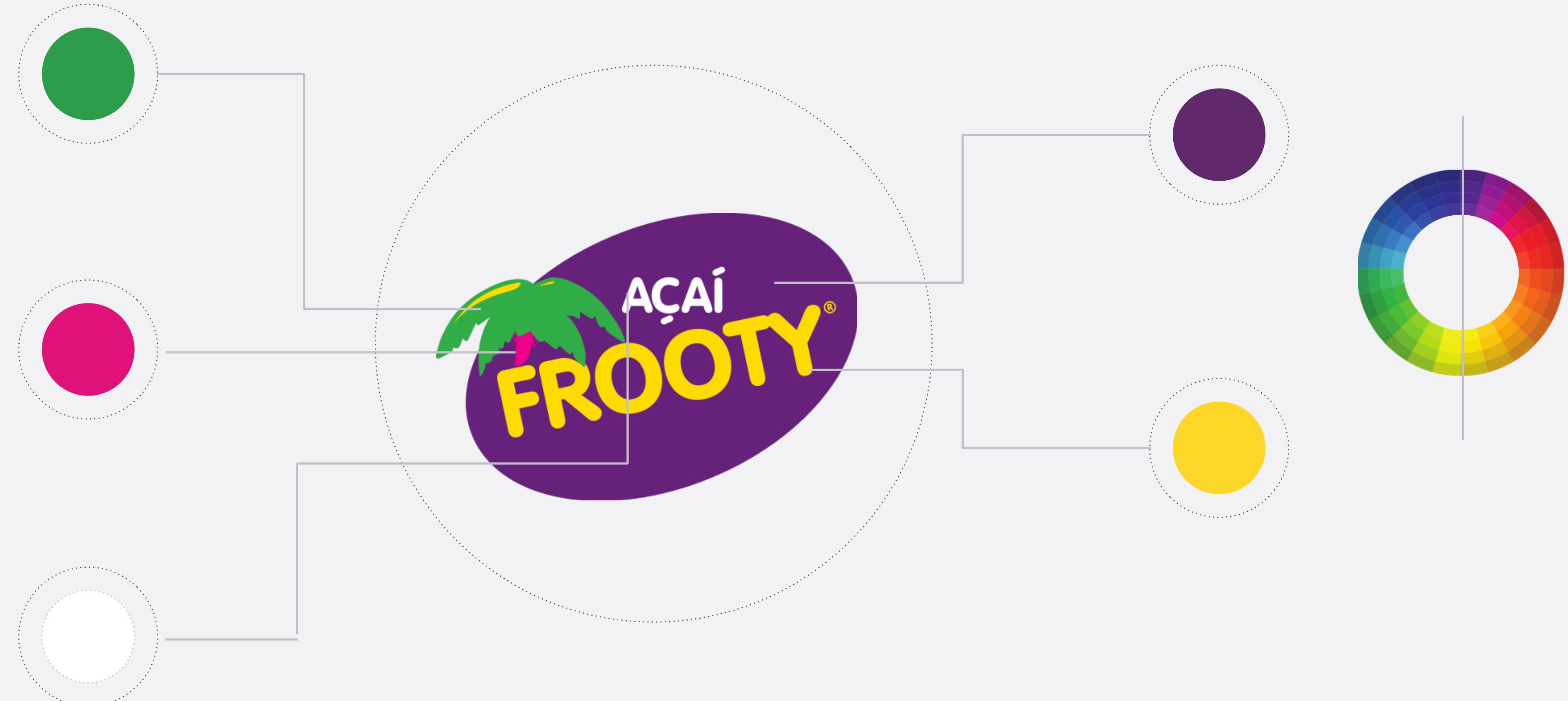
PLAYERS

símbolo



O símbolo é caracterizado pelo desenho do açaizeiro de forma simplificada e literal.

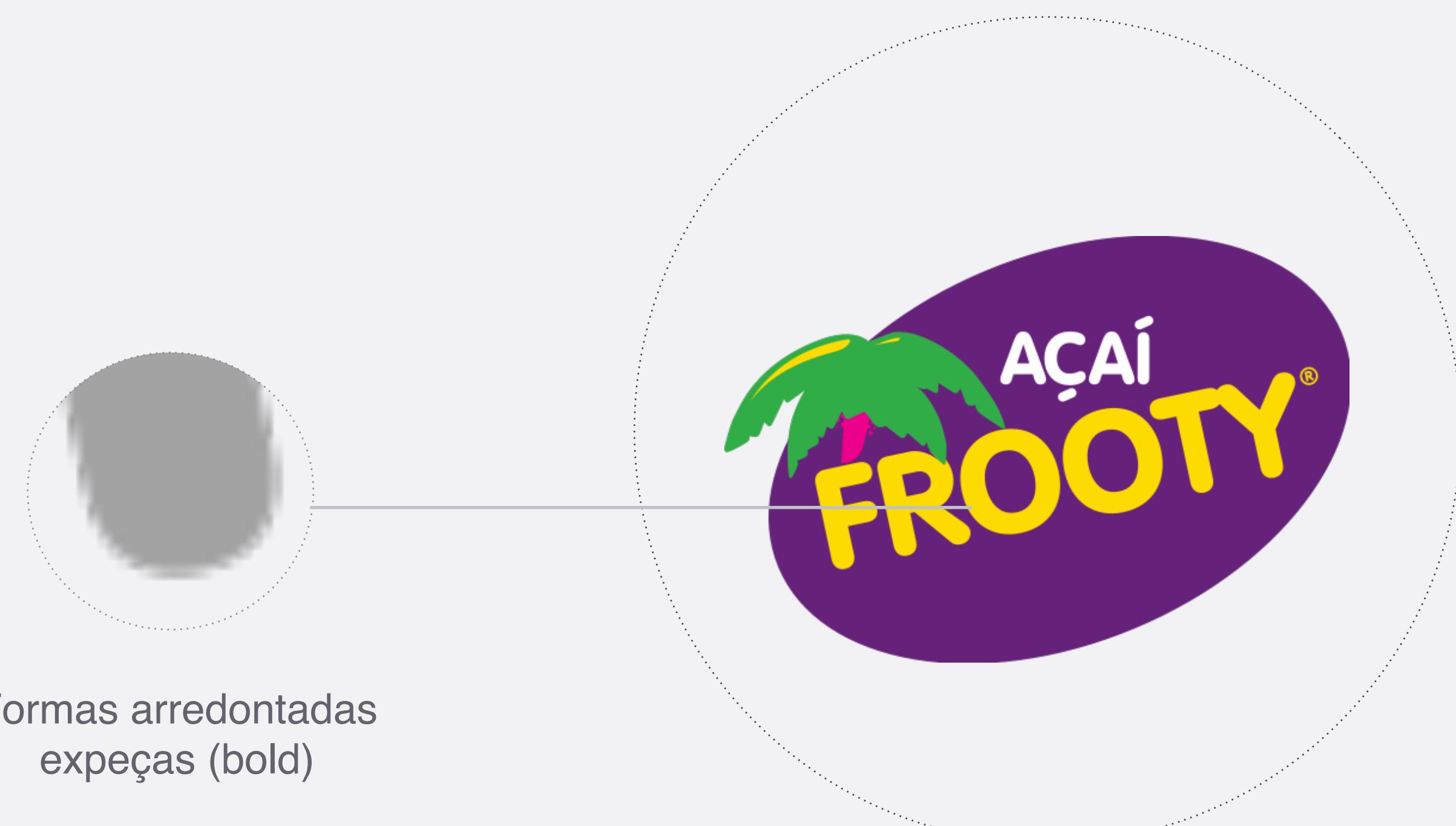
cores



formas



tipo



auditoria de marca

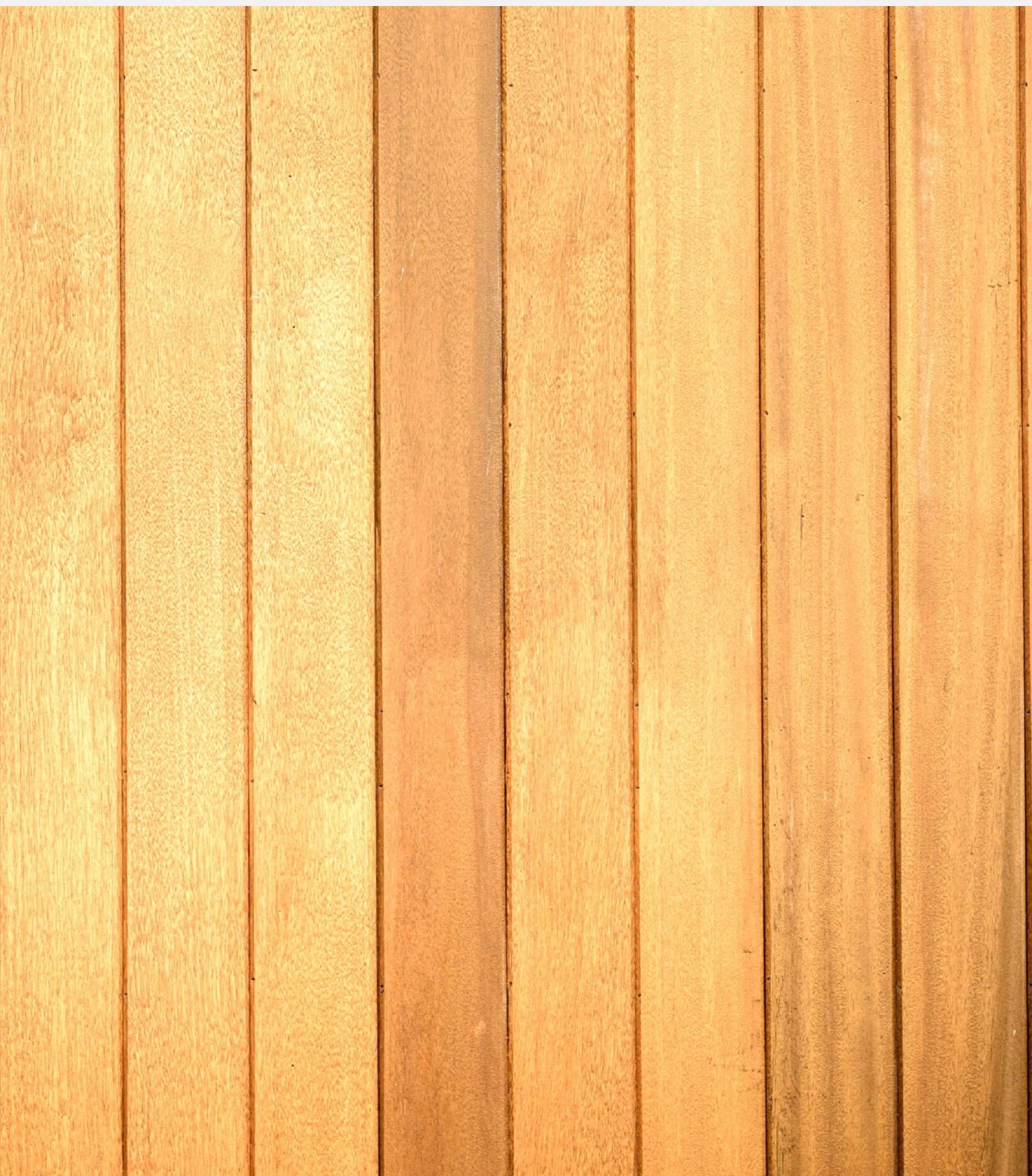
TIMELINE

LOGO

IDV

PLAYERS

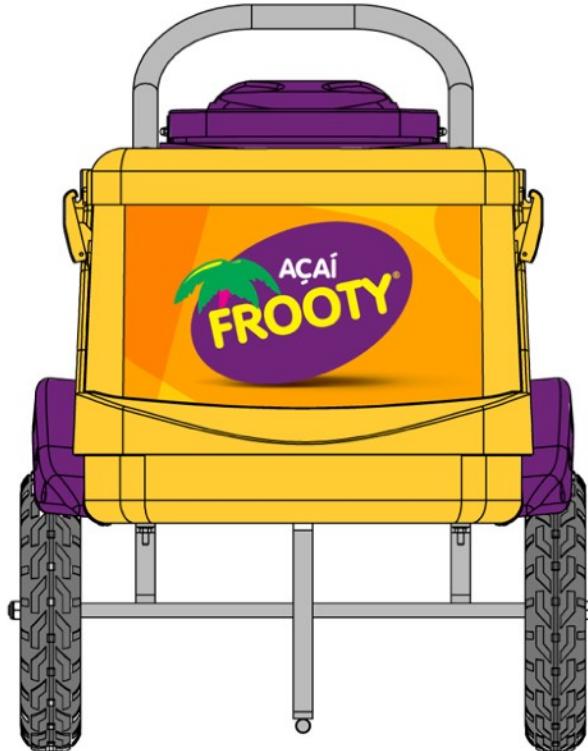
texturas



comunicação



ponto de venda



auditoria de marca

TIMELINE

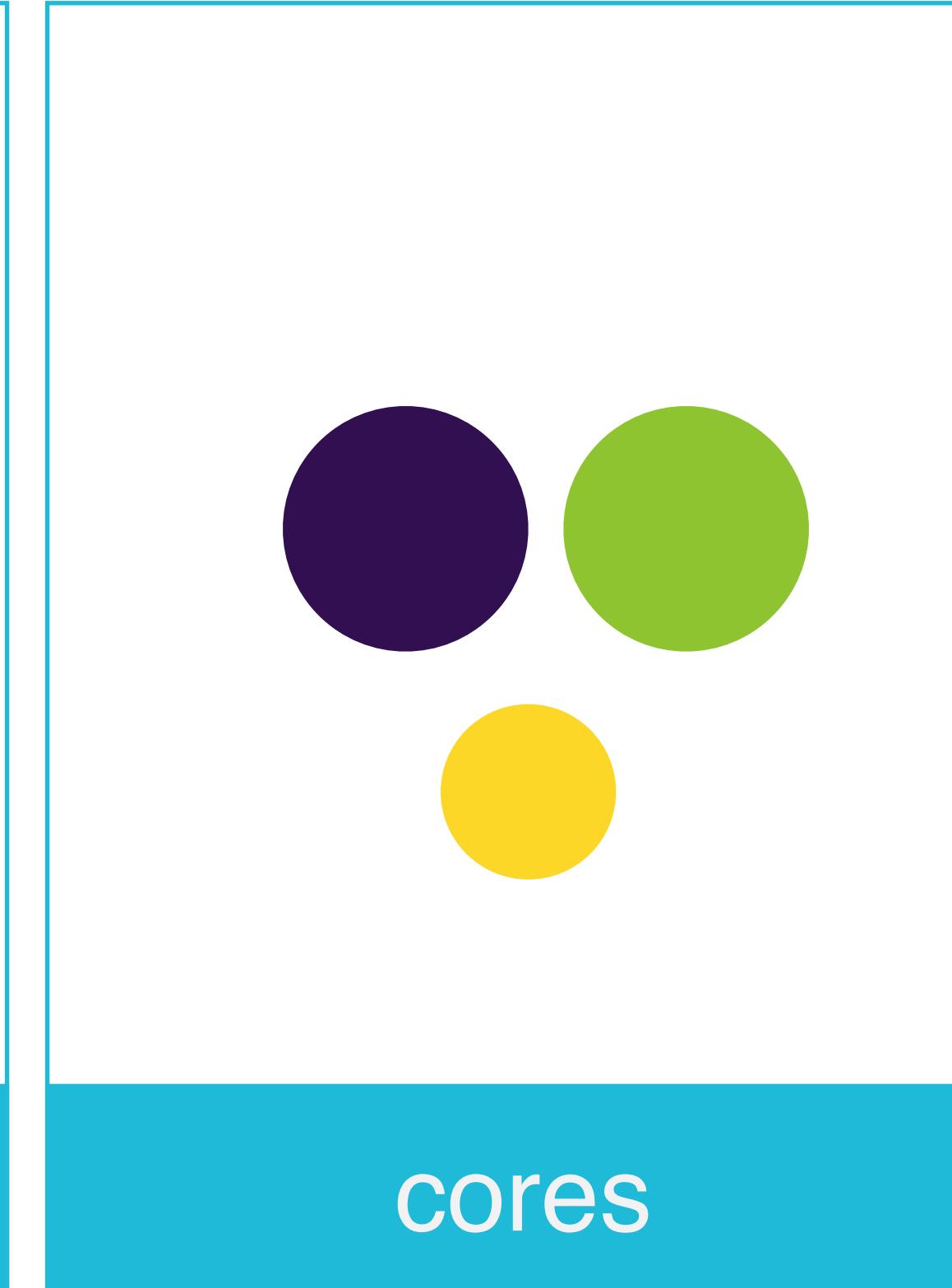
LOGO

IDV

PLAYERS



logo



cores



comunicação

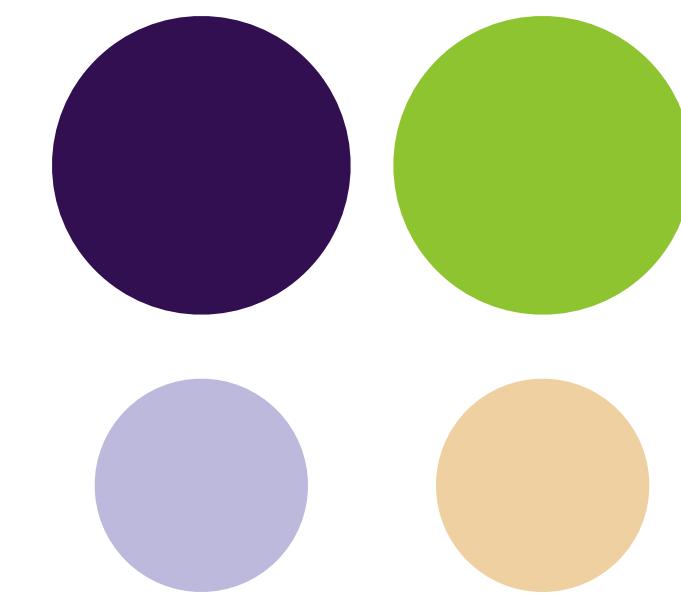


embalagem



split açaí

logo



cores



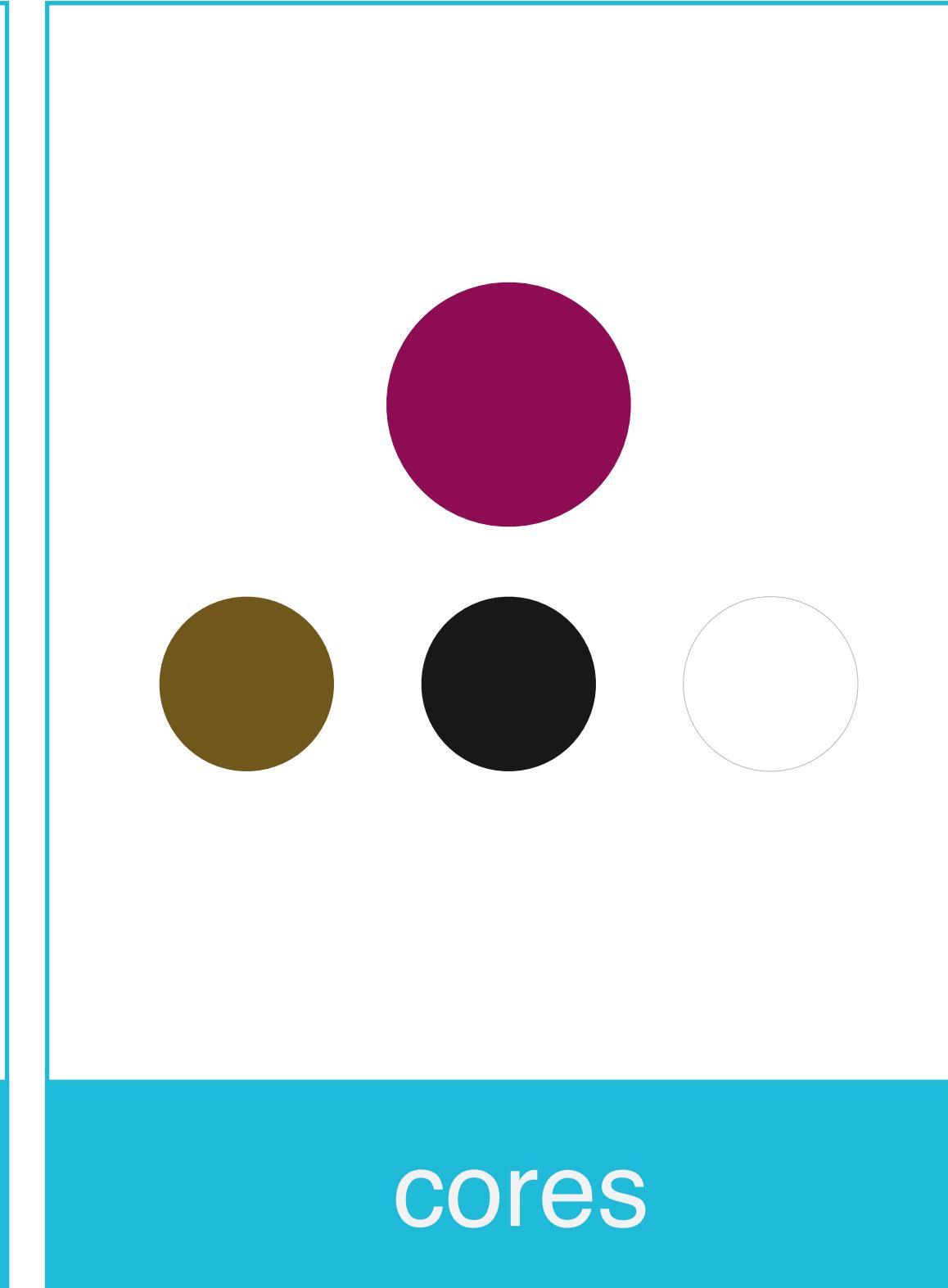
comunicação



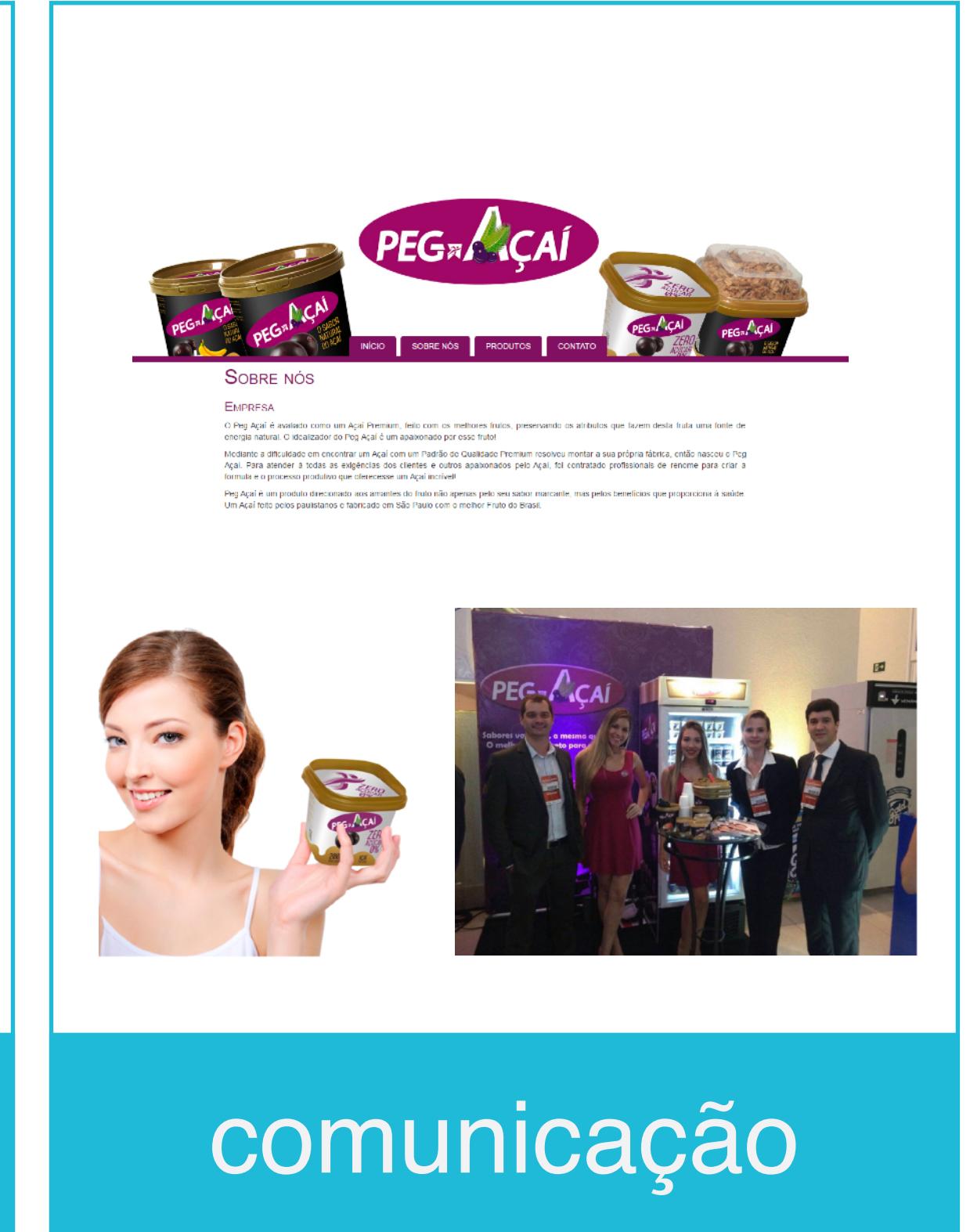
embalagem



logo



cores



comunicação



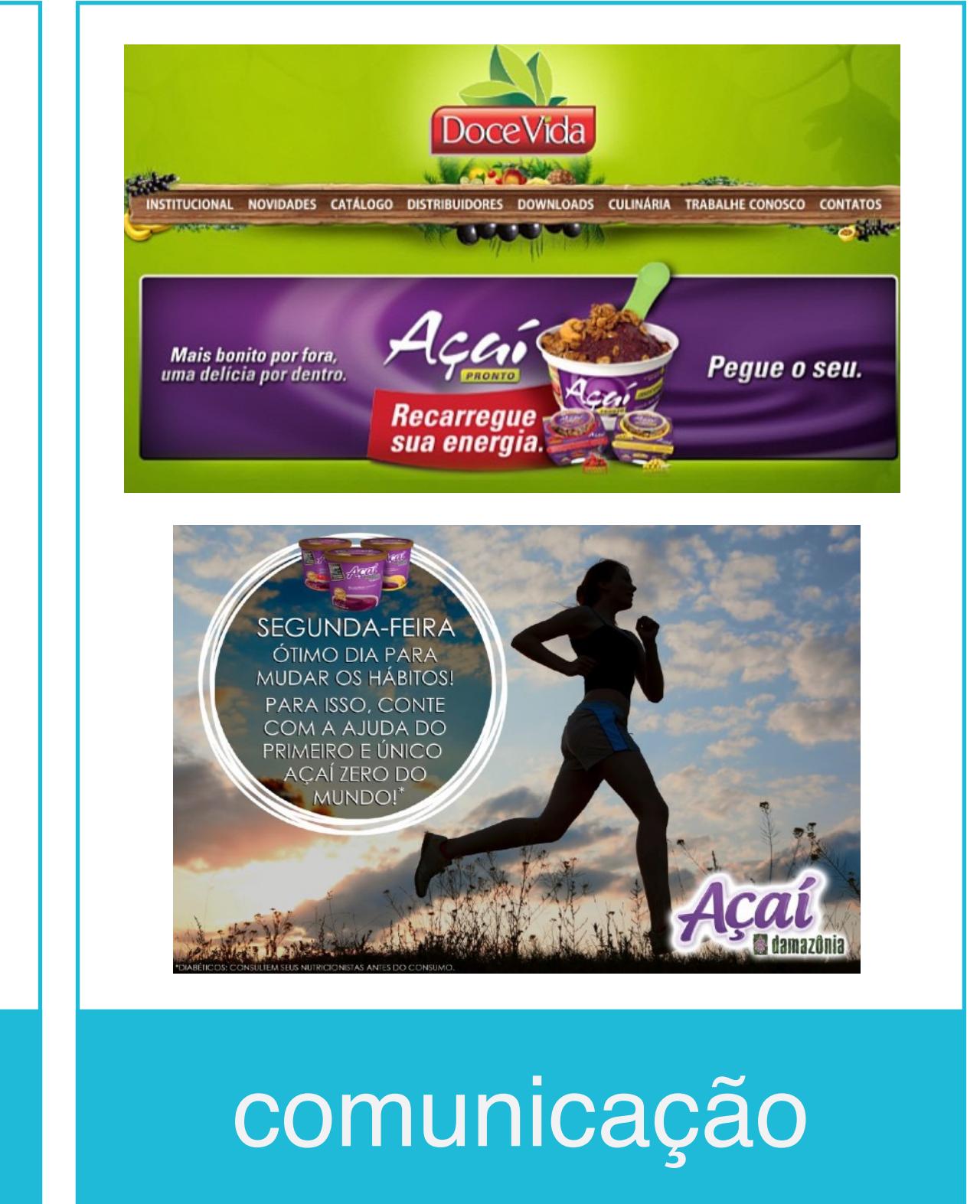
embalagem



logo



cores



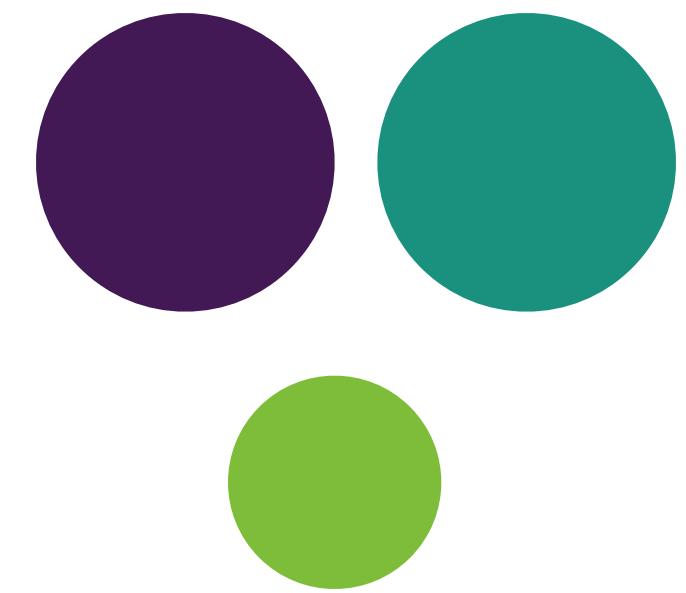
comunicação



embalagem



logo



cores



comunicação



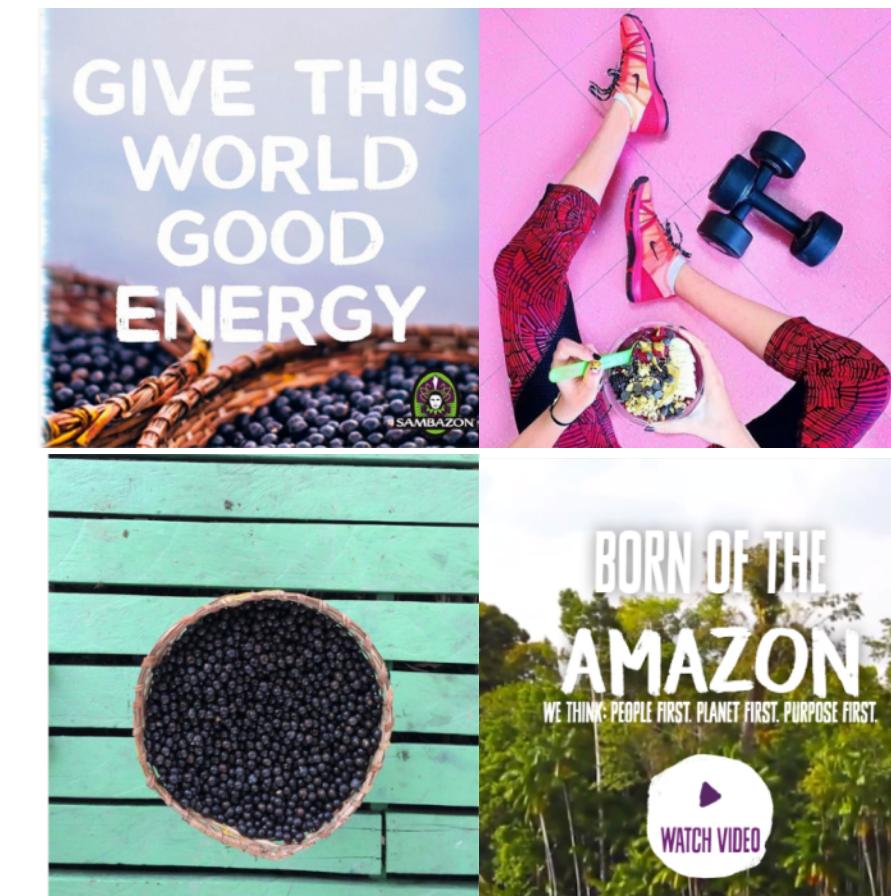
embalagem



logo



cores



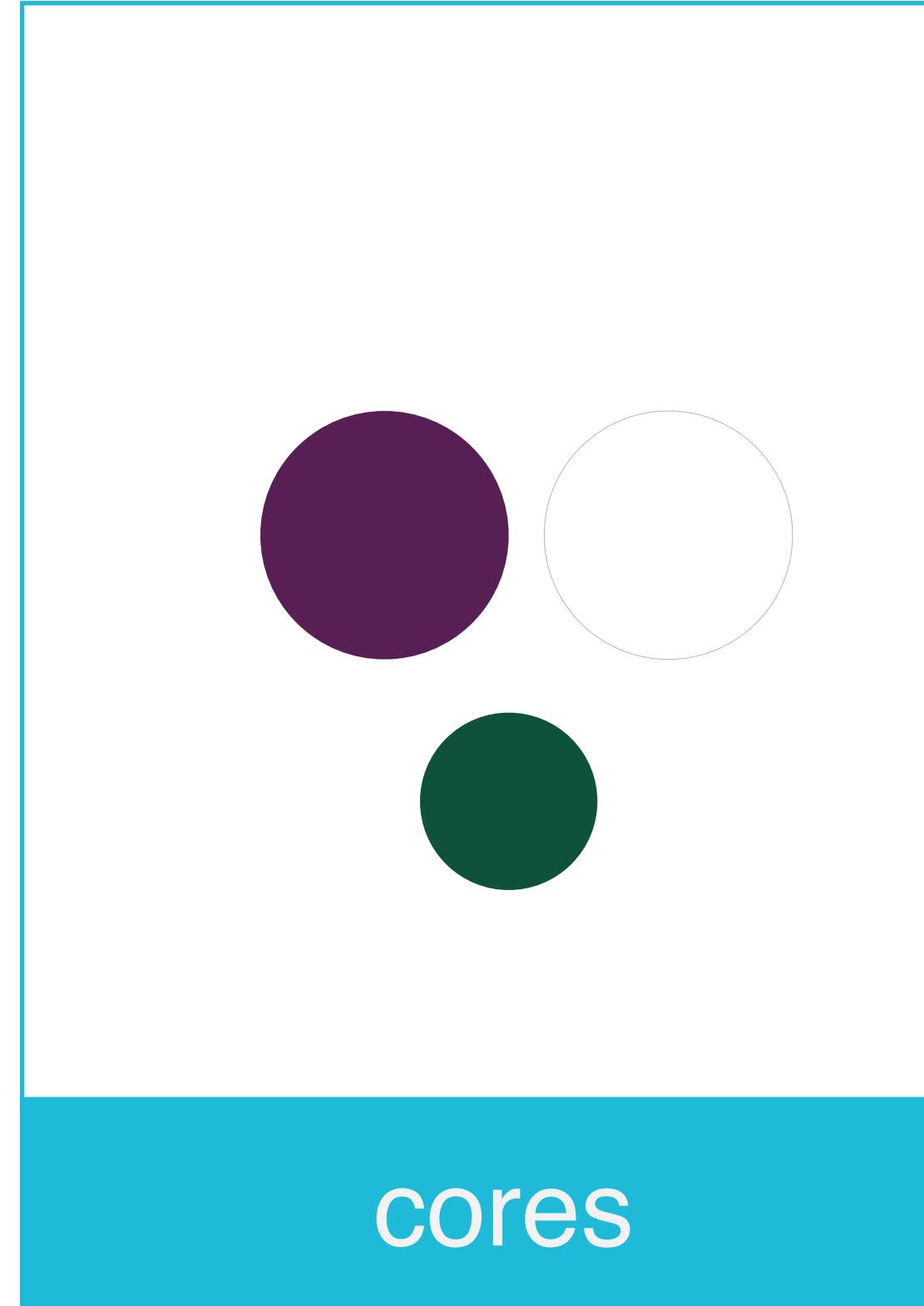
comunicação



embalagem



logo



cores



comunicação



embalagem



CASE

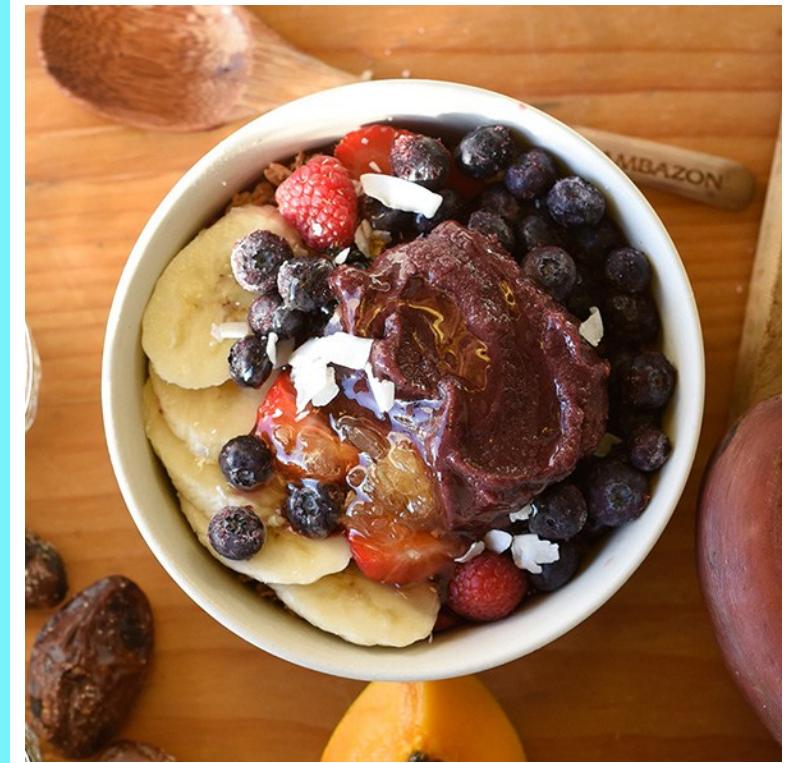
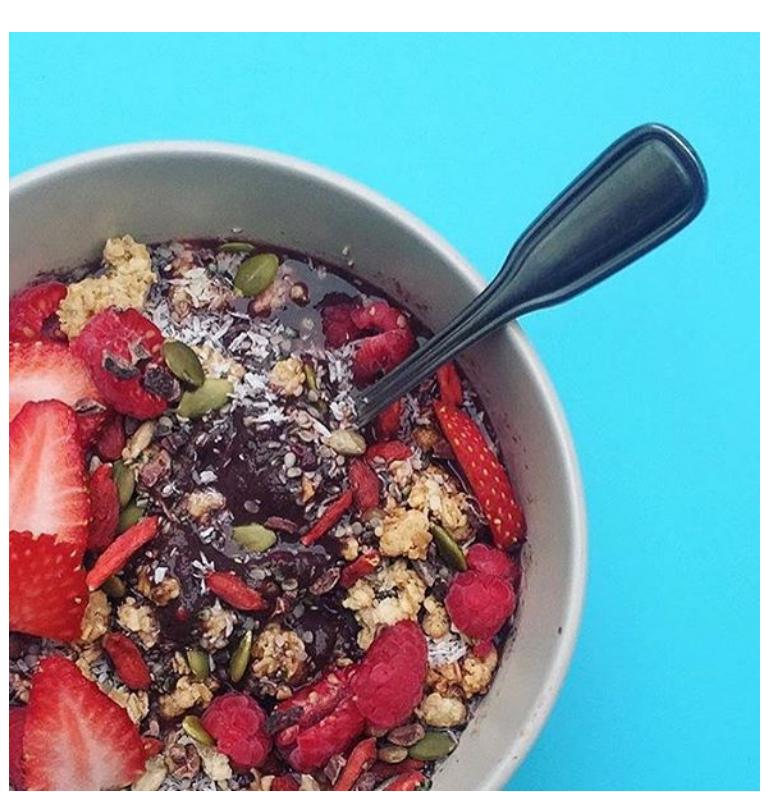




CASE



CASE





NOVA MARCA

Lettering
desenhado à mão

Movimento, emoção,
simplicidade, verdade,
personalidade.
Simplesmente sinta!

Mariane Rodrigues



Frooty

Aquarela

Es spontaneidade e
naturalidade.
Remete às texturas
e cores vibrantes
das frutas.



Pinceladas de Sabor

O visual específico,
mais artístico e indulgente, traz
apetite appeal para o produto.



Mariane Rodrigues





CASE

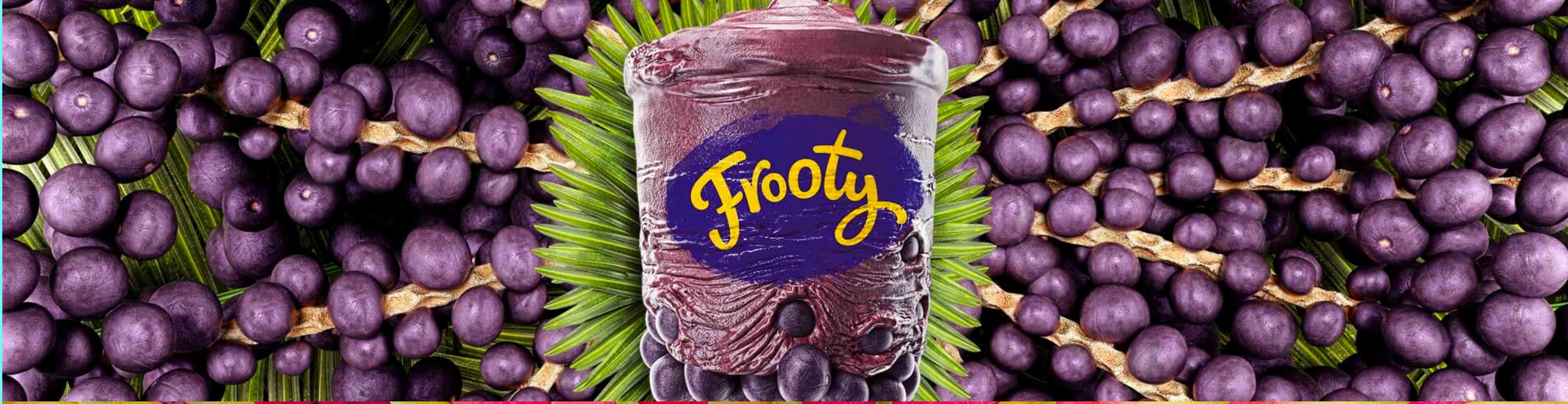


Mariane Rodrigues



PRÊMIO ABRE
DA EMBALAGEM
BRASILEIRA 2017
EMBALAGEM PREMIADA

CASE



CURADORIA DO CONHECIMENTO

✓ **Conhecer:** agências locais

Ana Couto
Touch Branding
Brand Gym
Alexandria
Sebastiany
Interbrand
Marcas com Sal
Foxi
...

branding &
identidade visual

OBRIGADA