



DIGITAL PRODUCT DESIGN

CURSO ONLINE
COORDENADO POR
THIAGO BARCELOS

MÓDULO 16

Marca e identidade visual

Design de Identidade da Marca

**Alina Wheeler,
2008**



O QUE É
MARCA?

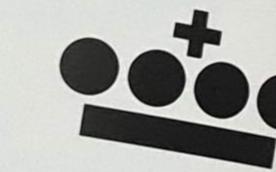
e, em certo grau, competem com todas as

duzido em formato menor do que um grão de ervilha.

dio e TV



Aérea



Ted



W

**É como uma
organização é
percebida pelas
pessoas.**

INTANGÍVEL

"O design desempenha um papel essencial na criação e construção de marcas. Ele diferencia e incorpora os elementos intangíveis – emoção, contexto e essência, que mais importam para os consumidores."

Moira Cullen, Diretora de Design – Coca-Cola

BRANDING

Brand
Brandr
To burn

"



**IDENTIDADE
VISUAL**

**É sobre os aspectos
visuais e tangíveis
que representam
uma marca.**



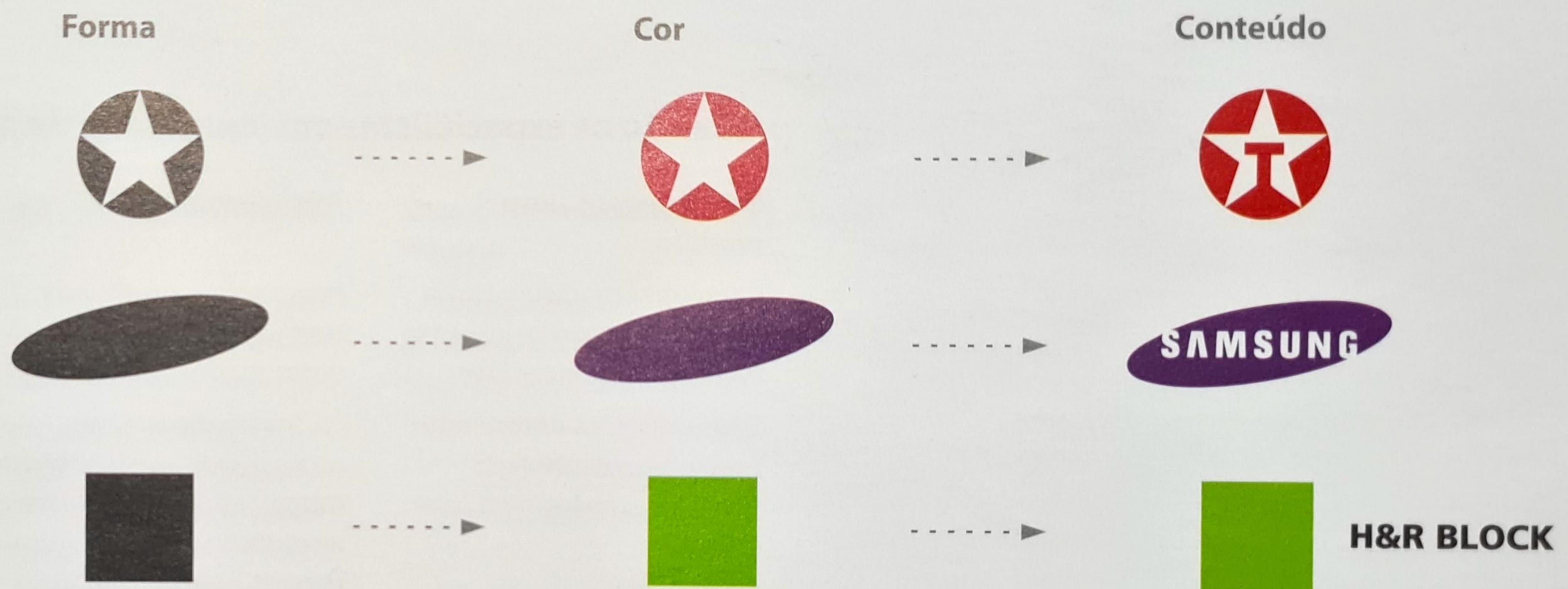
**"Um logotipo é o ponto de
entrada da marca."**

Milton Glaser, Designer

**PORQUE ISSO
FUNCIONA?**

O cérebro leva mais tempo para processar a linguagem, assim o conteúdo vem em terceiro lugar, depois da forma e da cor.

A sequência da cognição



**Por que isso é
importante para
UI designers?**

**"A imagem e a percepção
ajudam a criar valor; sem
uma imagem, não existe
percepção."**

Scott M. Davis, Brand Asset Management

Pontos de contato



**TIPOS DE
MARCA**

**LOGOTIPO
MONOGRAMA
MARCAS PICTÓRICAS
MARCAS ABSTRATAS
EMBLEMAS**

Alina Wheeler, Design de identidade da marca

LOGOTIPO

Logotipo

Kubota



CTW

Mobil

OSL The "OSL" logo consists of the letters "OSL" in a bold, black, sans-serif font. To the right of "SL" is a small red icon of an airplane in flight.

DELL TM

BRAUN

Food source:
Bonita Albertson Design
Kubota: Pentagram
IBM: Paul Rand
truth:
Crispin Porter + Bogusky
Children's Television Workshop:
Milton Glaser
Mobil:
Chermayeff & Geismar
Oslo Airport: Mollerup Design Lab
Dell:
Siegel & Gale
Braun:
Wolfgang Schmittel redesign
Tazo: Sandstrom Design

Logotipo

SAMSUNG

Telefonia TV E AV Eletrodomésticos Informática Loja Online

Explore Promoções Suporte Business Minha Conta

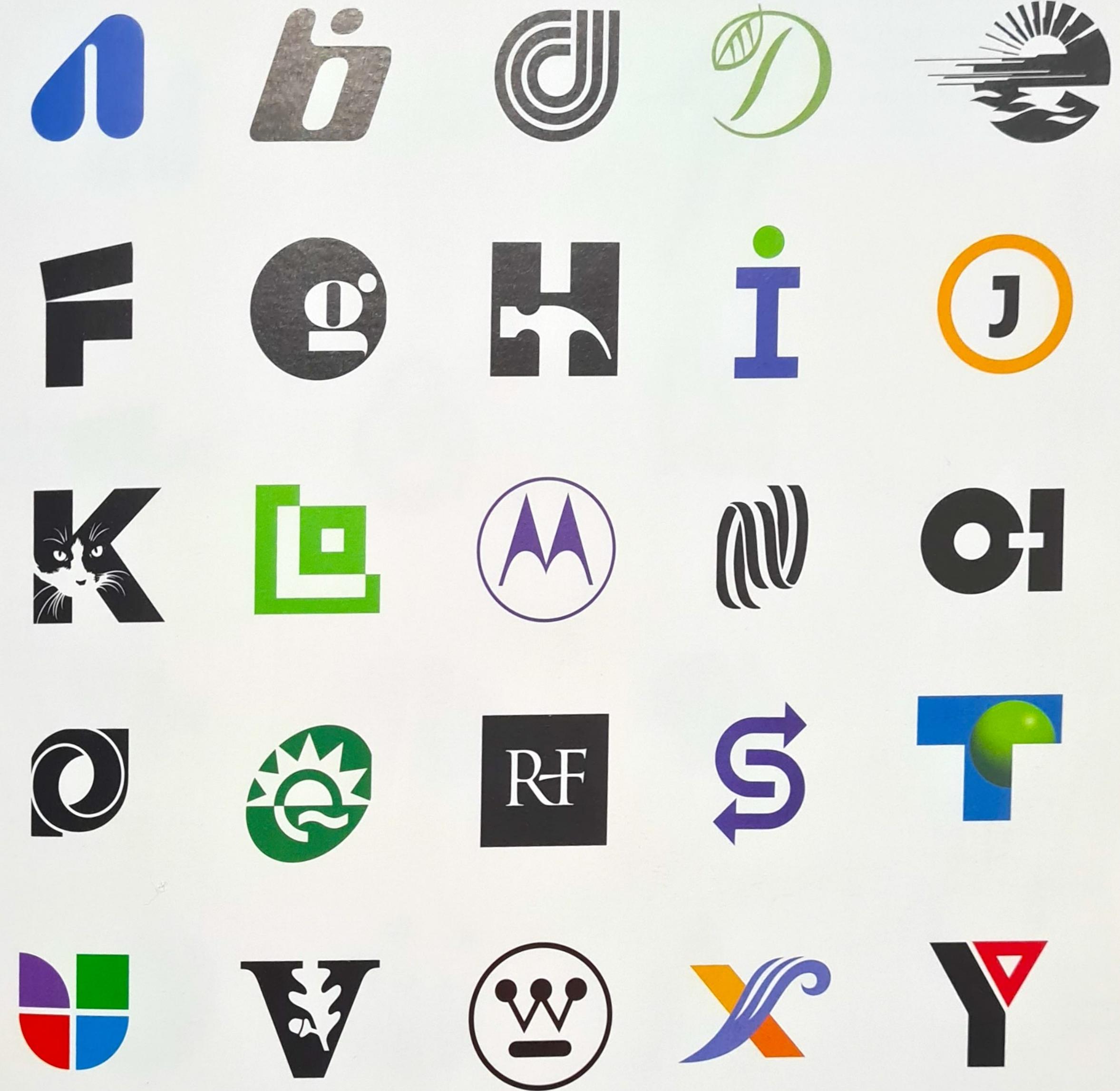
A collection of Samsung Galaxy S20 FE smartphones in various colors (purple, red, orange, blue, white) are displayed, some showing the front camera and others showing the screen with different images.

[Saiba Mais](#) [Pré-registro](#)

< >

MONOGRAMA

Monograma



Monogramma

WIRELESS BUSINESS PREPAID TV BANKING INTERNET



Plans ▾

Phones & devices ▾

Deals ▾

Coverage ▾

Why T-Mobile ▾

Find a store

Contact & support ▾

Cart

Search

My account ▾

T-Mobile has merged with Sprint! [Find out what this means for you >](#)



iPhone 12 Pro

Hello 5G.

Get two iPhone 12 Pro devices and 2 lines of unlimited 5G data for \$100/month via monthly bill credits. [See this deal.](#)

MARCAS

PICTÓRICAS

Marcas pictóricas



Nesta página, da esquerda para a direita:

CIGNA: Landor Associates

Greyhound USA:
Raymond Loewy

British Telecom:
Wolff Olins

Lacoste: Robert George

March of Dimes:
Pentagram

Merrill Lynch: King-Casey

Flab Bat 25/ uma divisão do
Exército da Suíça: Alleman
Almquist + Jones

NBC: Chermayeff & Geismar

PBS: Chermayeff & Geismar

Tusk: Milton Glaser

Marcas pictóricas



[MENU](#) [REWARDS](#) [GIFT CARDS](#)

[Find a store](#)

[Sign in](#)

[Join now](#)

Menu / Chocolate Chip Cookie

Chocolate Chip Cookie

This scrumptious, satisfying cookie love will uplift your day—sweet chocolate chips embedded in a thick, chewy goodness of our favorite dough make this an absolute must-have.

① Select a store to view availability



Nutrition Information

Serving Size 80 g

Calories 360

Calories from Fat 160

% Daily Value *

Total Fat 18 g

23%

Saturated Fat 11 g

55%

Trans Fat 0.5 g

Cholesterol 60 mg

20%

Sodium 220 mg

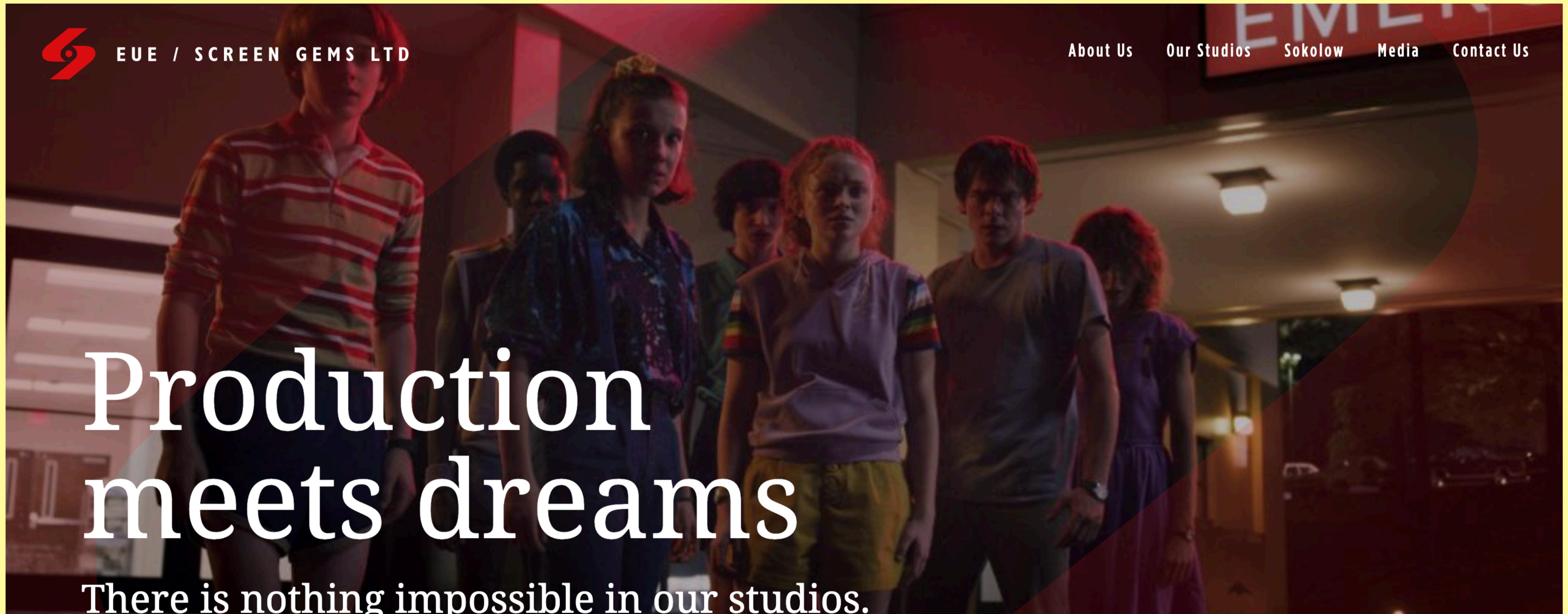
10%

**MARCAS
ABSTRATAS OU
SÍMBOLICAS**

Marcas abstratas ou simbólicas



Marcas abstratas ou simbólicas

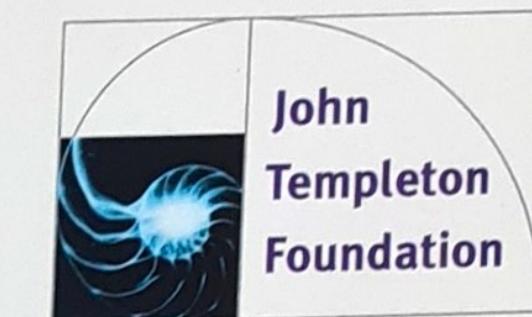
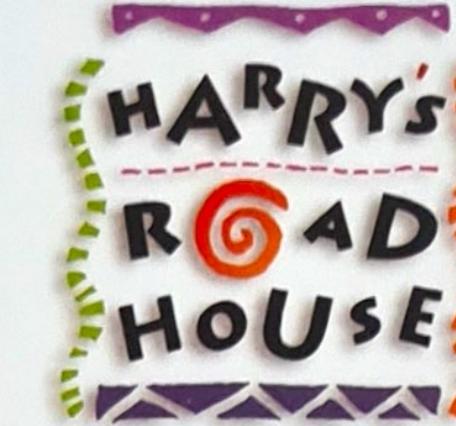


Production meets dreams

There is nothing impossible in our studios.

EMBLEMA

EMBLEMA



Harry's Road House:
Anthony D'Agostino

Itza Pizza:
Warkulwiz Design Associates

333 Belrose Bar & Grill:
Anne Pagliarulo

Columbus Salame:
Pentagram

Zao Noodle Bar:
Cronan

Bella Cucina:
Louise Fili Ltd.



EMBLEMA

Modelos e Preços Soluções e Serviços Descubra Recall Condições Especiais

THE M8
BMW M8 GRAN COUPÉ COMPETITION

BMW

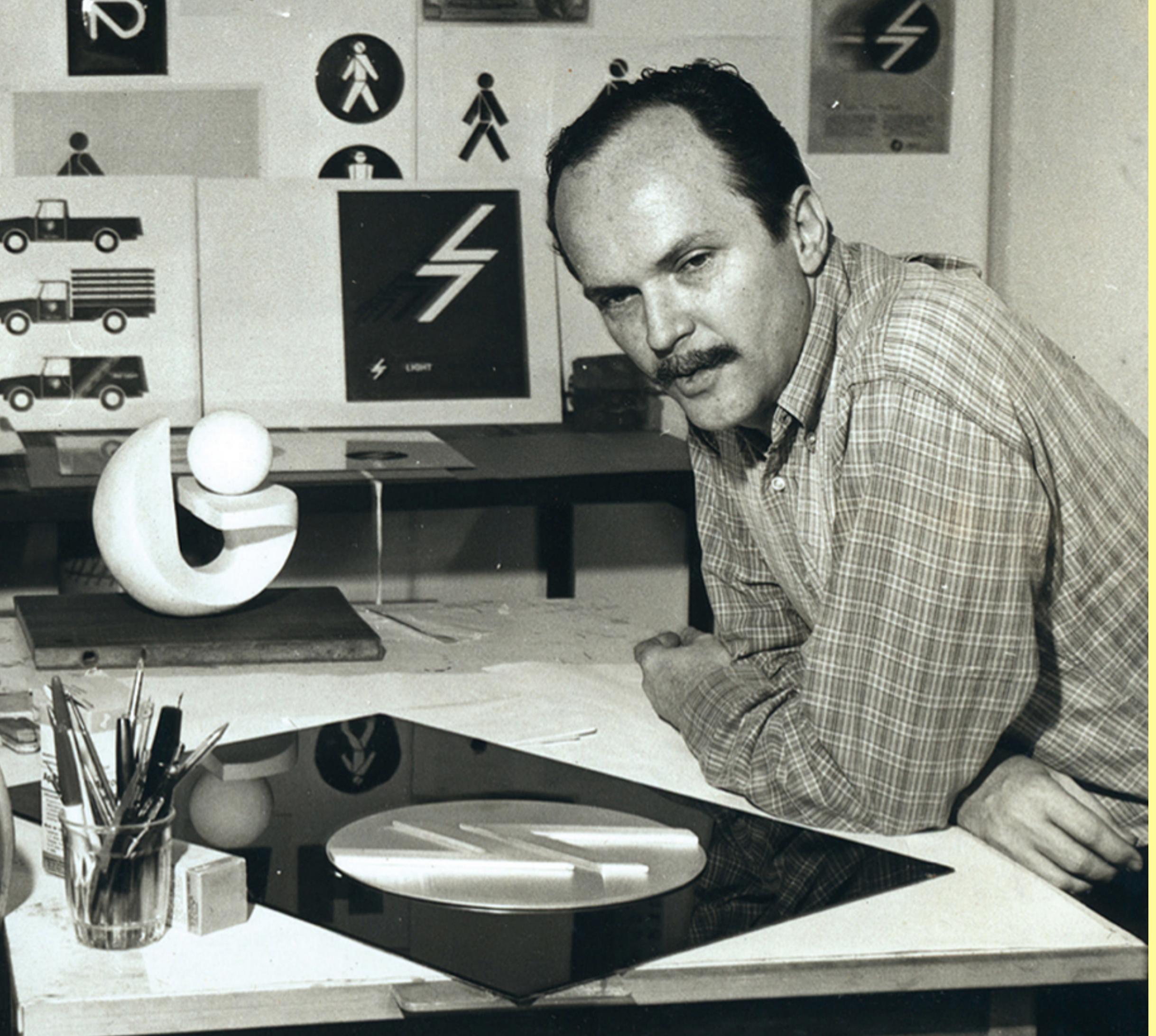


Emblema



Pictograma

REFERÊNCIA DE DESIGN NO BRASIL



Aluísio Magalhães



Alexandre Wollner



Aluísio Magalhães



Banco Mercantil do Brasil
Aloisio Magalhães



Quarto Centenário do Rio de Janeiro
Aloisio Magalhães



Furnas
PVDI



Instituto Brasileiro de Capital
Luiz Sérgio Coelho



TV 2 Cultura
João Carlos Cauduro, Ludovico
Antonio Martino



Light
PVDI



Banco do Estado de Minas Gerais
Pinto Ziraldo



Metal 2 Indústria M
João Carlos Cauduro



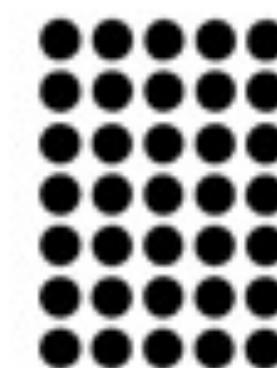
Camargo Campos
João Carlos Cauduro, Ludovico
Antonio Martino



Banco Andrade Arnaud
DPZ



Agroquímica Rafard
PVDI



Secretaria de Educação
do Estado da Guanabara
Aristo Ribeiro



Eucatex
Alexandre Wollner



Elevadores Atlas
Alexandre Wollner



Marca Metal Leve
Alexandre Wollner



COFAP
Alexandre Wollner



Promax Lubrificantes
Alexandre Wollner



Albert Einstein Hospital
Alexandre Wollner



Fiação Indiana
Alexandre Wollner



Moinho Santista
Alexandre Wollner



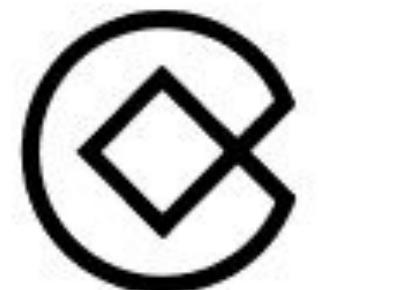
Equipesca
Alexandre Wollner



Projeto
Alexandre Wollner



Panam Propaganda
Alexandre Wollner



Compesca
Alexandre Wollner



Sardinhas Coqueiro
Alexandre Wollner



Norbraslite Comércio e Importação
Alexandre Wollner



Centro de Turismo Nava Lindóia
Alexandre Wollner

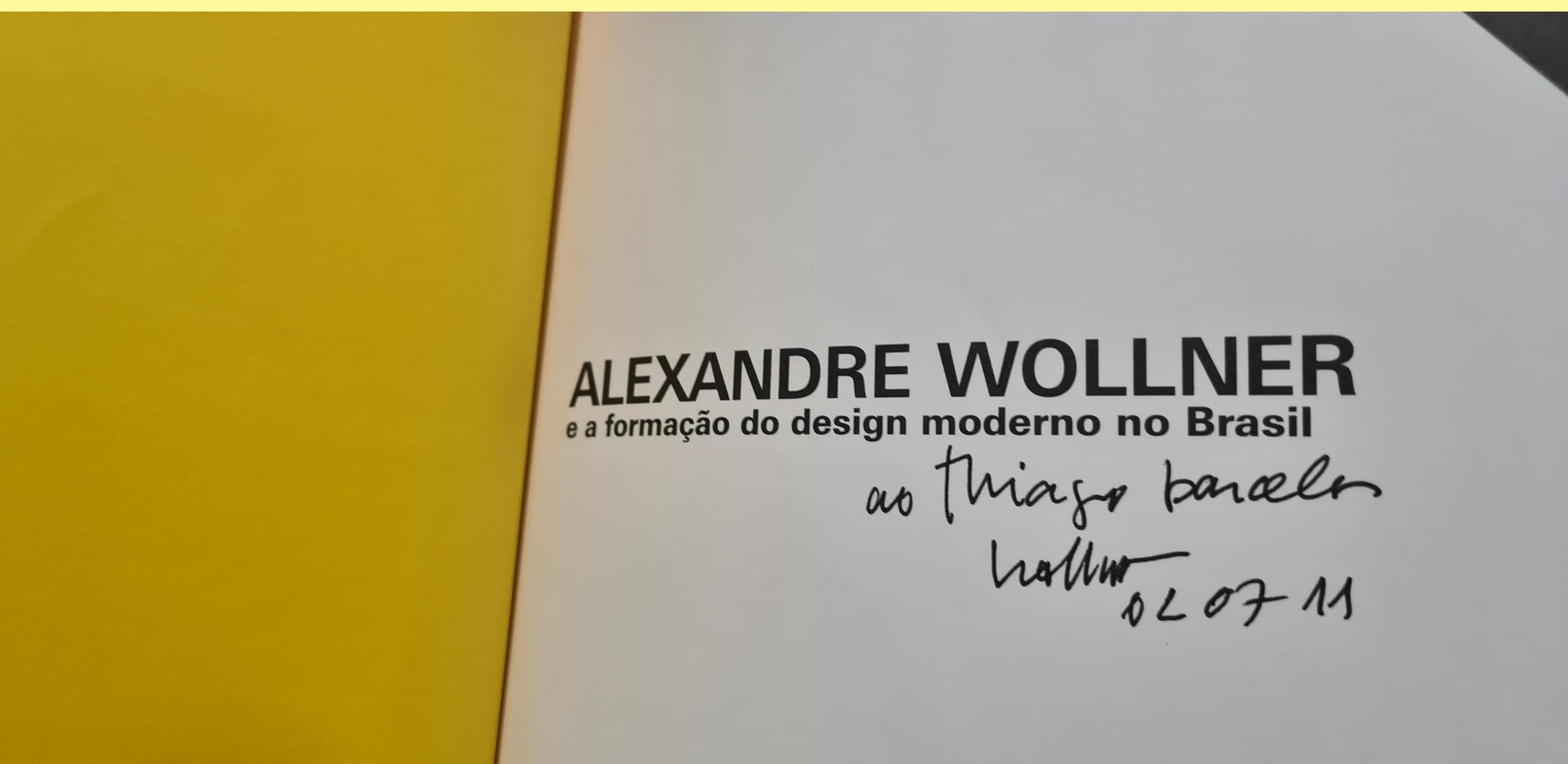


Válvulas Hydra
Alexandre Wollner



Alexandre Wollner

2011



**Como as marcas
se comportam
na web?**

"As experiências interativas exigem pensamento não-linear, interfaces convidativas e inteligência criativa."

Stella Gassaway, Visionária e Diretora de Criação

EXEMPLO

MANUAIS DE MARCA

GUÍAS DE ESTILO

STYLE GUIDE

"A aderência às diretrizes (da marca) precisa ser, sem dúvidas, uma prioridade que vem de cima para baixo."

Blake Deutsch

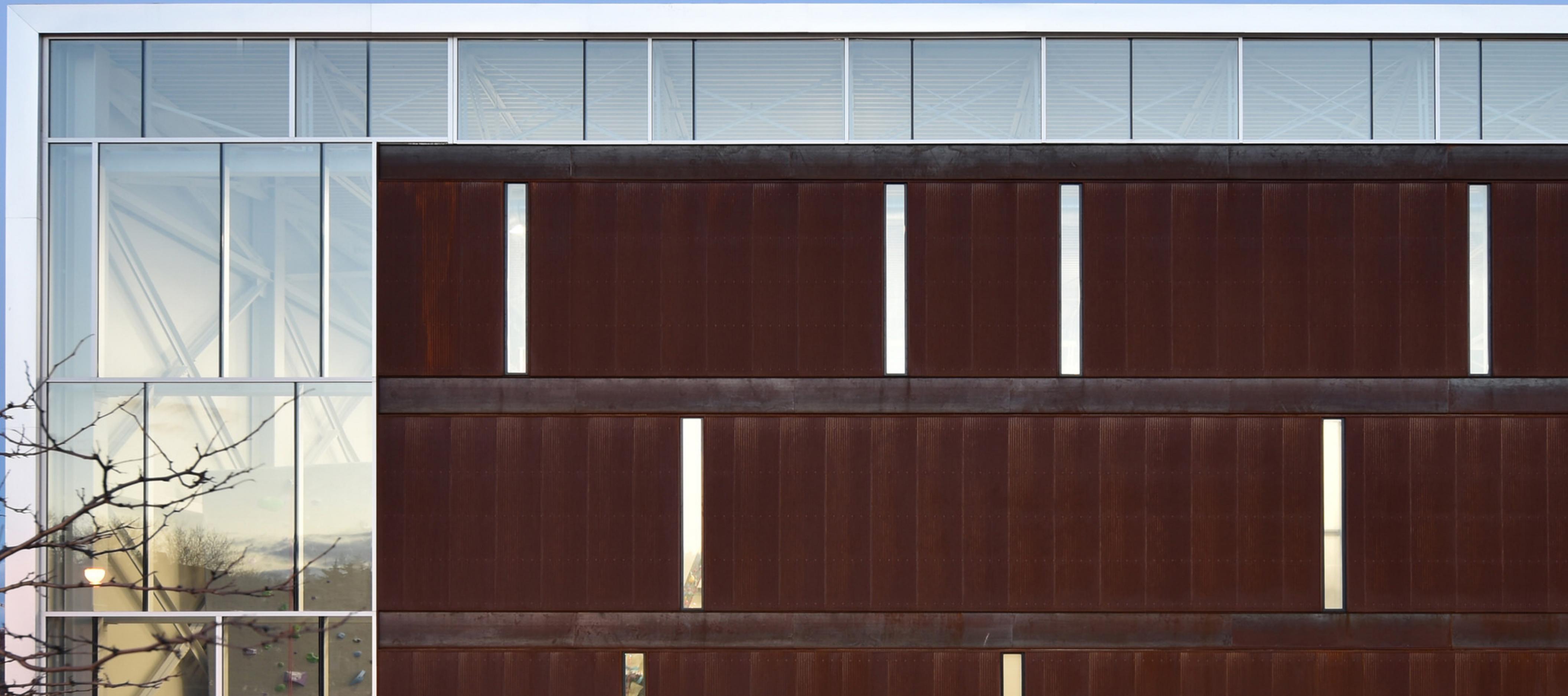
EXEMPLOS

Expressão gráfica e moodboards

**ESTÉTICA, ARTES
GRÁFICAS E
MOODBOARDS**

“Forma segue a função.”

Louis Sullivan



Estética



**ENTENDENDO
AS PESSOAS**

CONCEITO

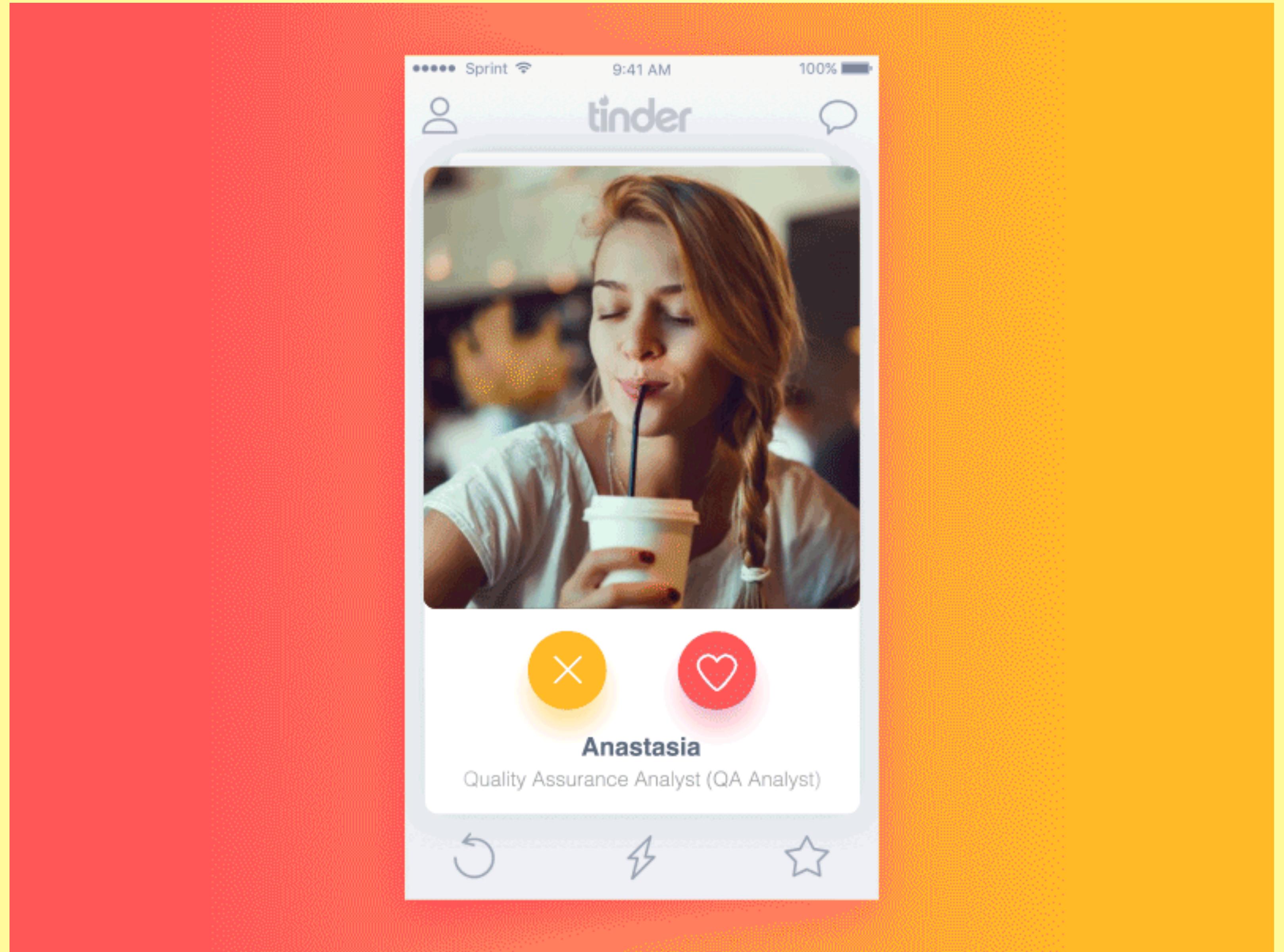
**CONCEPÇÃO
DE UMA IDEIA**

**DESIGNÉ
CONCEITO**

Conceito

"Definir um conceito pode ajudar o time a pensar em como as interações funcionarão; nas relações entre elementos de uma mesma tela, (textos, transições...) devem funcionar..."

Conceito



Conceito



Prepare-se para a Black Friday com a SumUp

Todas as maquininhas com 20% OFF: escolha a sua agora e venda muito

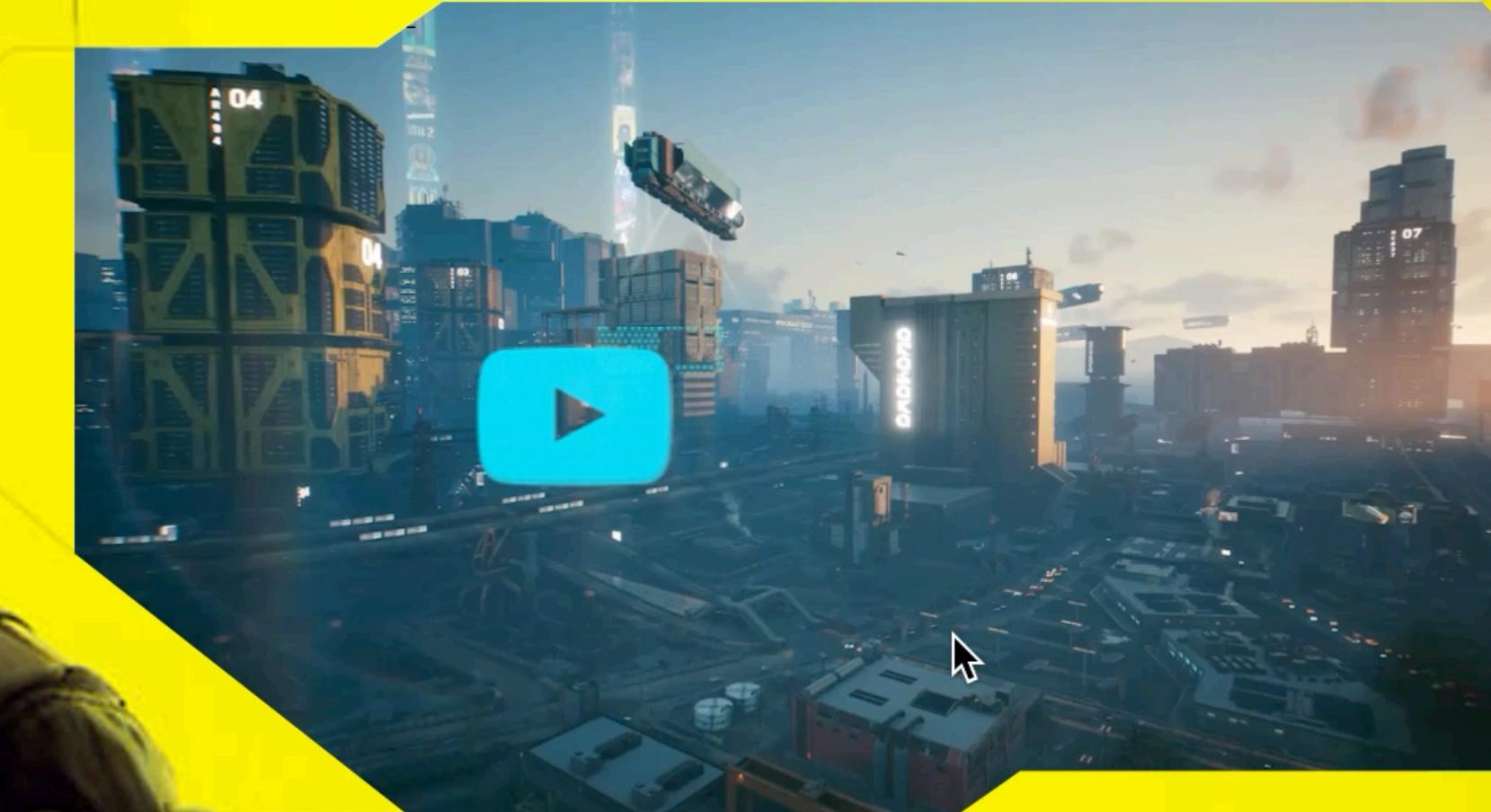
[Pedir maquininha](#)

MAMMUT® Expedition

BAIKAL



Dani Arnold  embarks on an expedition to a place so extreme,



DISPONÍVEL EM 10 DE
DEZEMBRO DE 2020

RESERVE AGORA_

R25



TAMBÉM É ÓTIMO NO XBOX SERIES X | S E PS5

CD PROJEKT®, Cyberpunk®, Cyberpunk 2077® são marcas registradas da CD PROJEKT S.A. © 2020 CD PROJEKT S.A. Todos os direitos reservados. Todos os direitos autorais e marcas registradas são de propriedade dos seus respectivos donos.

A IMAGEM
CONCEITUAL

A imagem conceitual

“...designers perceberam que a ilustração narrativa tradicional já não atendia às necessidades da época e reinventaram a comunicação gráfica para expressar a era da máquina e ideias visuais mais complexas.



-lhe sobrepor informações visto por texturas e imagens e ditas tipografia e imagens va particularmente com as tos reticulares ampliados roduzidos quando esses expositos e depois deslo processo de design en tivos e máscaras, que e então expostos com ir um negativo, que o em cores como o 23.16], o processo ção de duas cores, uir camadas volu-

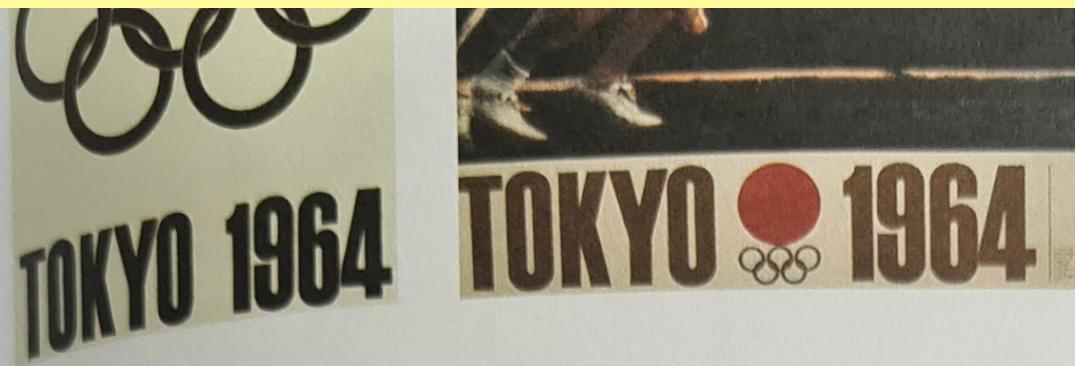
enberg" na co os primeiros ti s aspectos do

baixo, para conduzir o leitor.

**BUSCA POR
NOVAS FORMAS
DE EXPRESSÃO**

... contrastante e
rega uma cor uniforme para
O papel azul vivo que envolve
sta Brain [22.13], exemplifica
a cor intensa numa foto que a

1. 1929), especialista em es-
tude de Belas-Artes e Música
para o design gráfico após sua
obra pode ser considerada
nente sobre a forma linear
inha como meio gráfico para



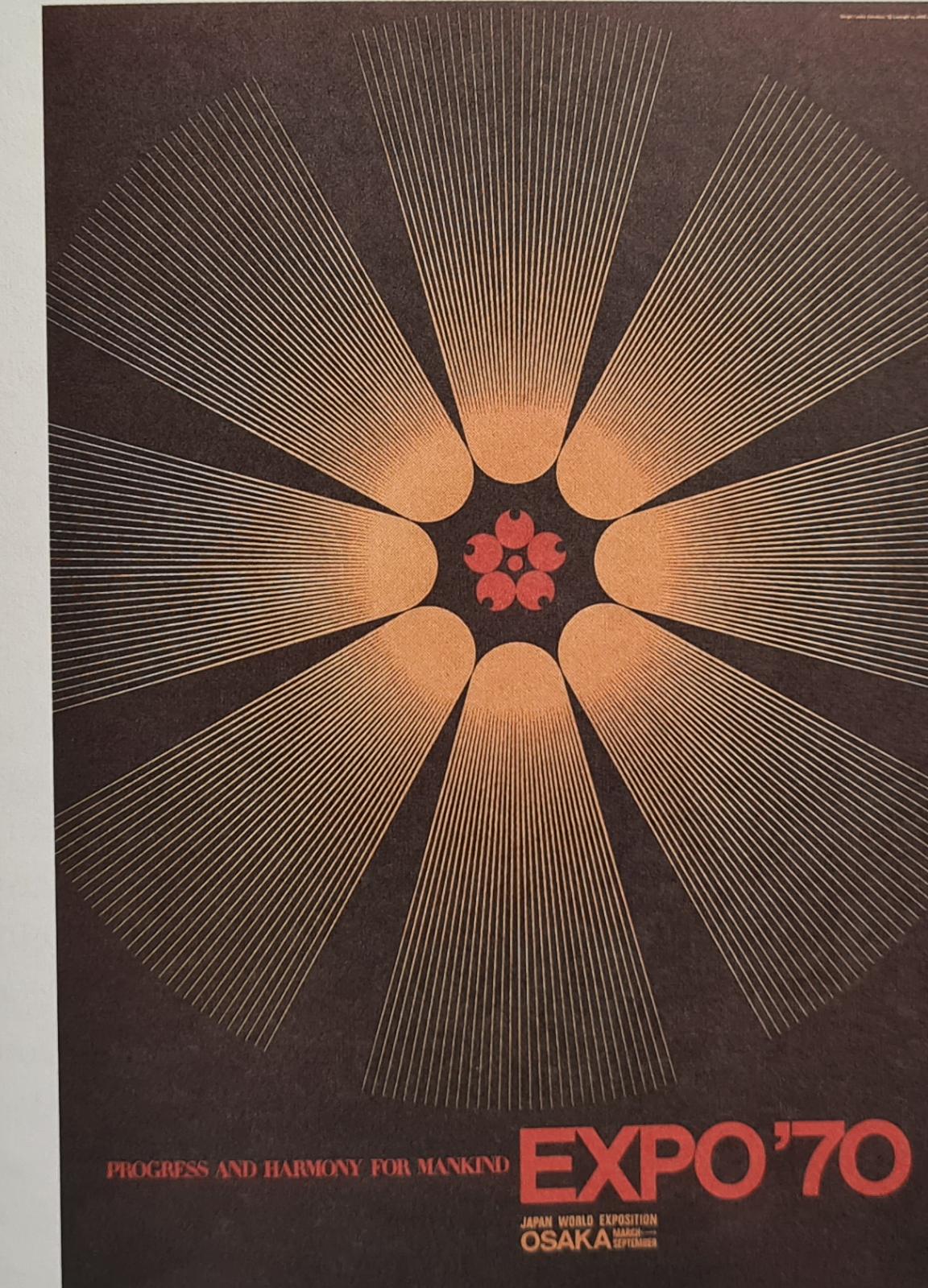
modulação espacial. Suas investigações da natureza da linha por meio de desenhos e gravuras são a fonte para seus cartazes, marcas abstratas e anúncios. A maestria técnica de seus projetos e seus resultados impressos é extraordinária. O cartaz para uma exposição parisiense de obras de doze designers gráficos

designer pluralista, explorou múltiplas direções. Dois conceitos visuais subjacentes a grande parte de sua obra são a estrutura em grid e os planos de cores vibrantes que exploram o contraste quente/frio, cores de valor próximo e faixas de cores análogas. Motivos japoneses tradicionais, incluindo paisagem [22.15], teatro Kanze No, caligrafia, máscaras e xilogravuras, são reinventados numa linguagem modernista do design. Em alguns de seus trabalhos mais originais, os planos de cor são dispostos em grid para simbolizar retratos quase abstratos e expressivos, como se vê em

22.10 Yusaku Kamekura (designer) e Osamu Hayasaki (fotógrafo), cartaz dos Jogos Olímpicos de Tóquio, 1964. Uma foto meticulosamente planejada e iluminada se torna uma expressão emblemática da corrida atlética.

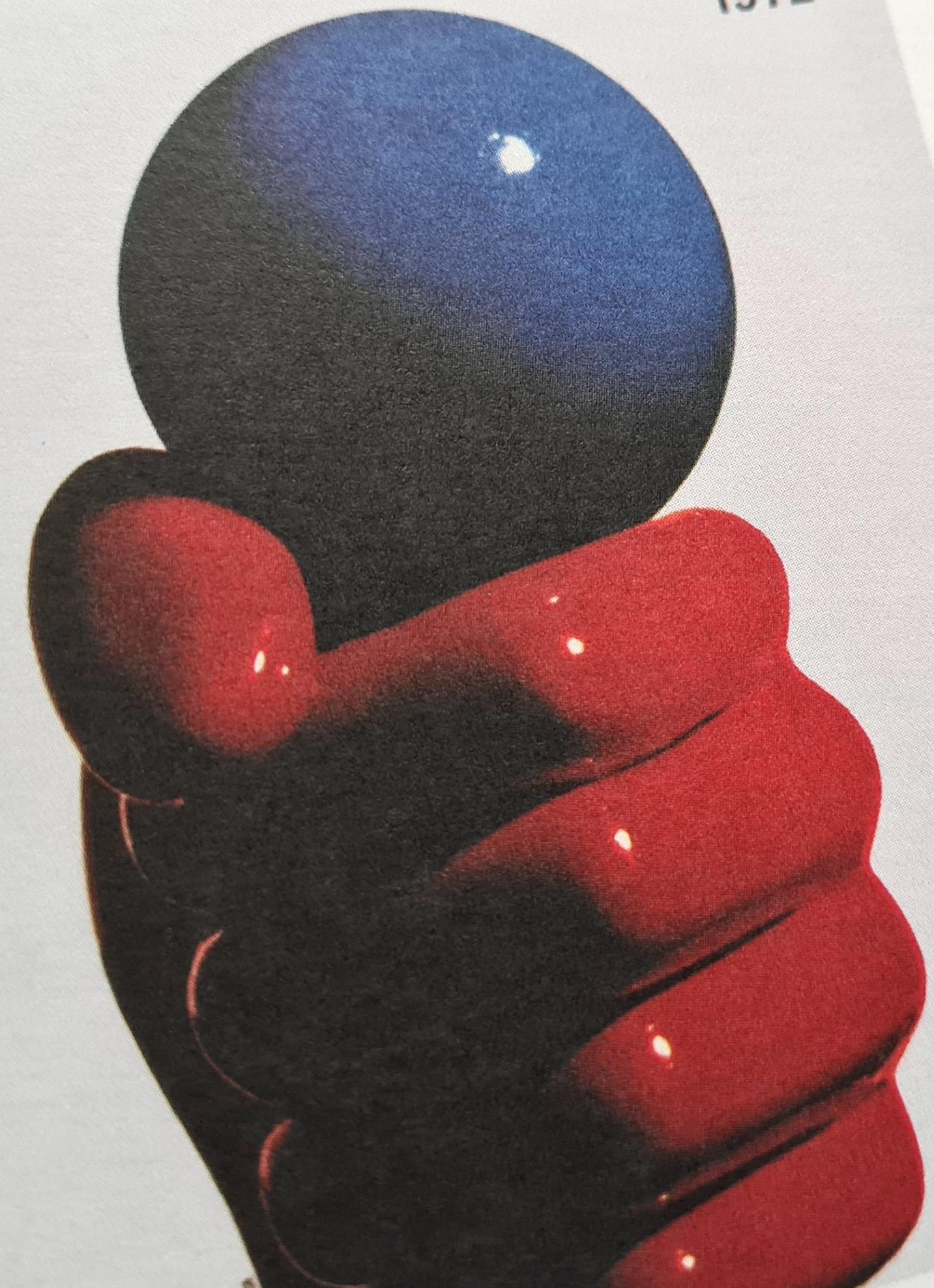
22.11 Yusaku Kamekura, cartaz da Exposição Mundial de Osaka, 1970. A imaginação dos designers japoneses é posta à prova na constante reinvenção do sol como símbolo da terra do sol nascente.

22.12 Yusaku Kamekura, cartaz para um fabricante de equipamento estereofônico, 1980. A perfeição técnica no som estereofônico é traduzida em alegres arabescos em torno de um triângulo preto linear.



PLAST

MILANO
1972



para exposição de borracha e plásticos, 1972. A mão feita de material sintético segura uma bola de plástico numa imagem inconfundível e apropriada.

via, foi quase inteiramente destruído o design gráfico, como tantas artes e culturas polonesas, praticamente extintas. Tributo monumental à resistência, o cartaz de 1972 é o resultado da mão foi o surgimento, em 1945, de uma escola polonesa de design de arte do cartaz.

Na sociedade comunista, que se instalou na Polônia após a guerra, os clientes das empresas controladas pelo Estado eram os cineastas, o Sindicato Polônio de Artes Plásticas, que fixava honorários para os artistas, após a conclusão de suas obras. A Escola de Arte de Katowice, que realizava a seleção dos artistas admitidos, era formada por um conselho de professores respondentes a um comitê político. O professor Janusz Głowacki, que era membro da gueixa, era o presidente do conselho. Ele era o principal responsável

HISTÓRIA DA ARTE

DESIGNÉ

ARTE?

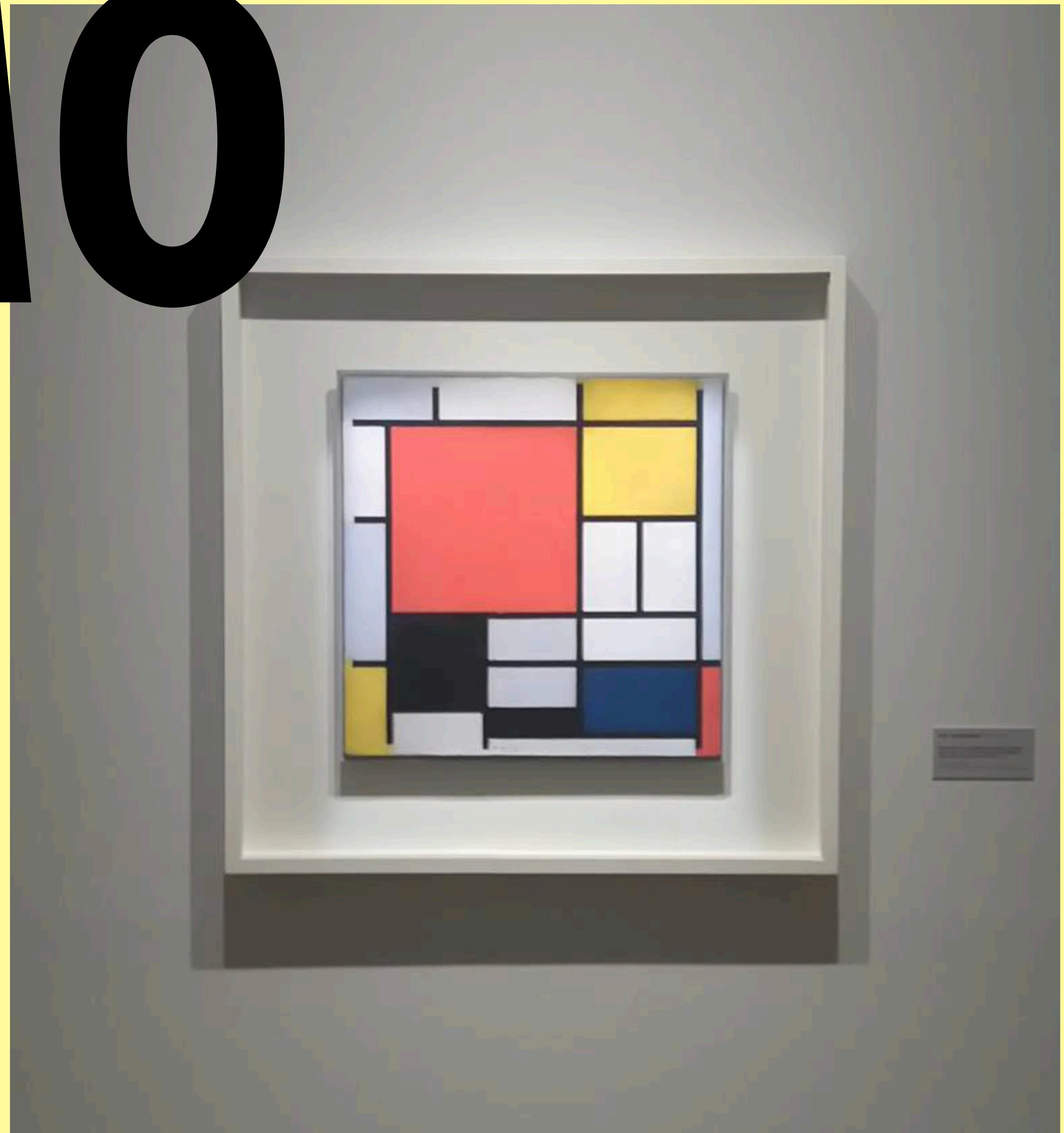
REFERÊNCIAS

MODERNISMO

1860 — 1970

CUBISMO

Mondrian



SURREALISMO

Joan Miró



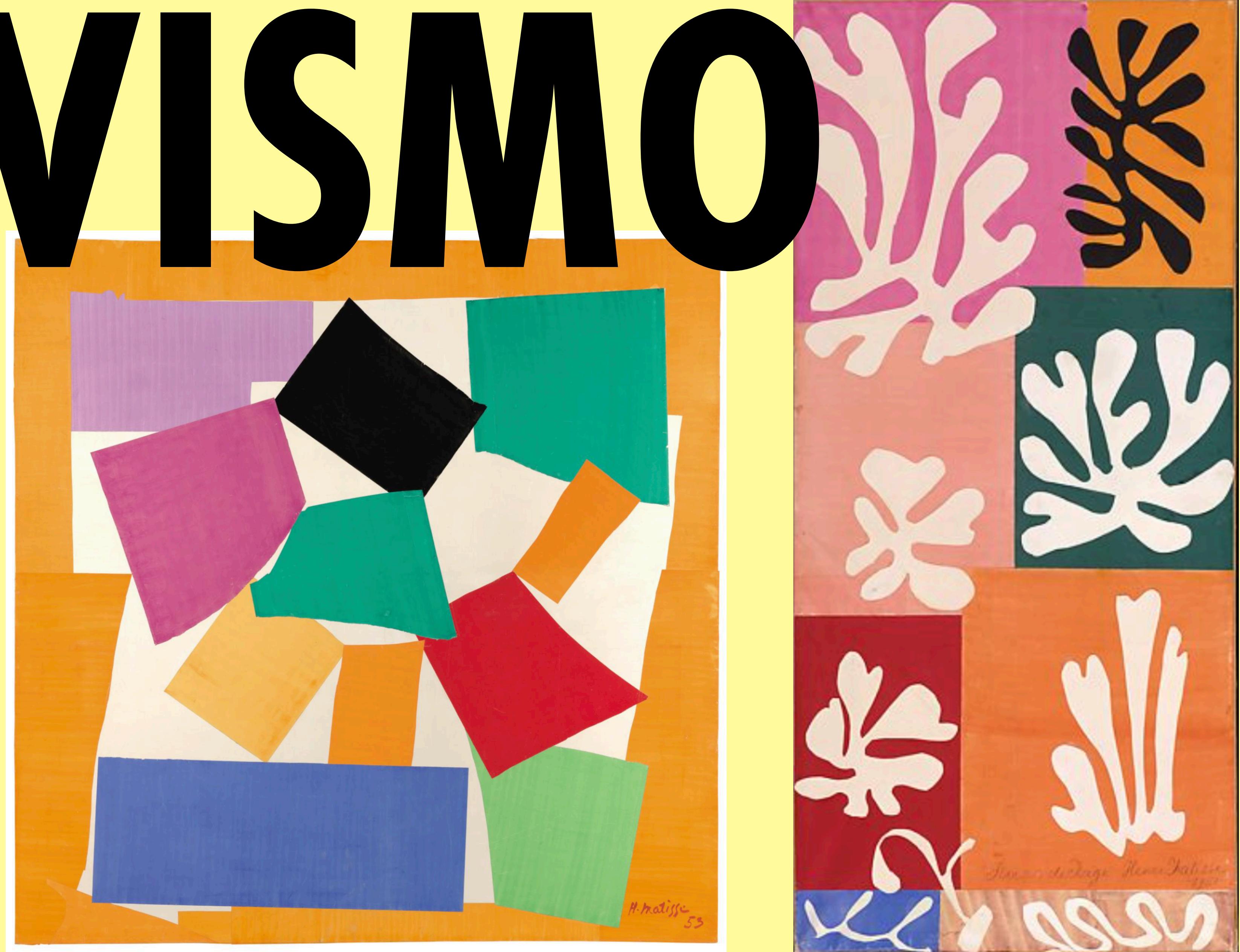
EXPRESSIONISMO

Pollock



FAUVISMO

Henri Matisse

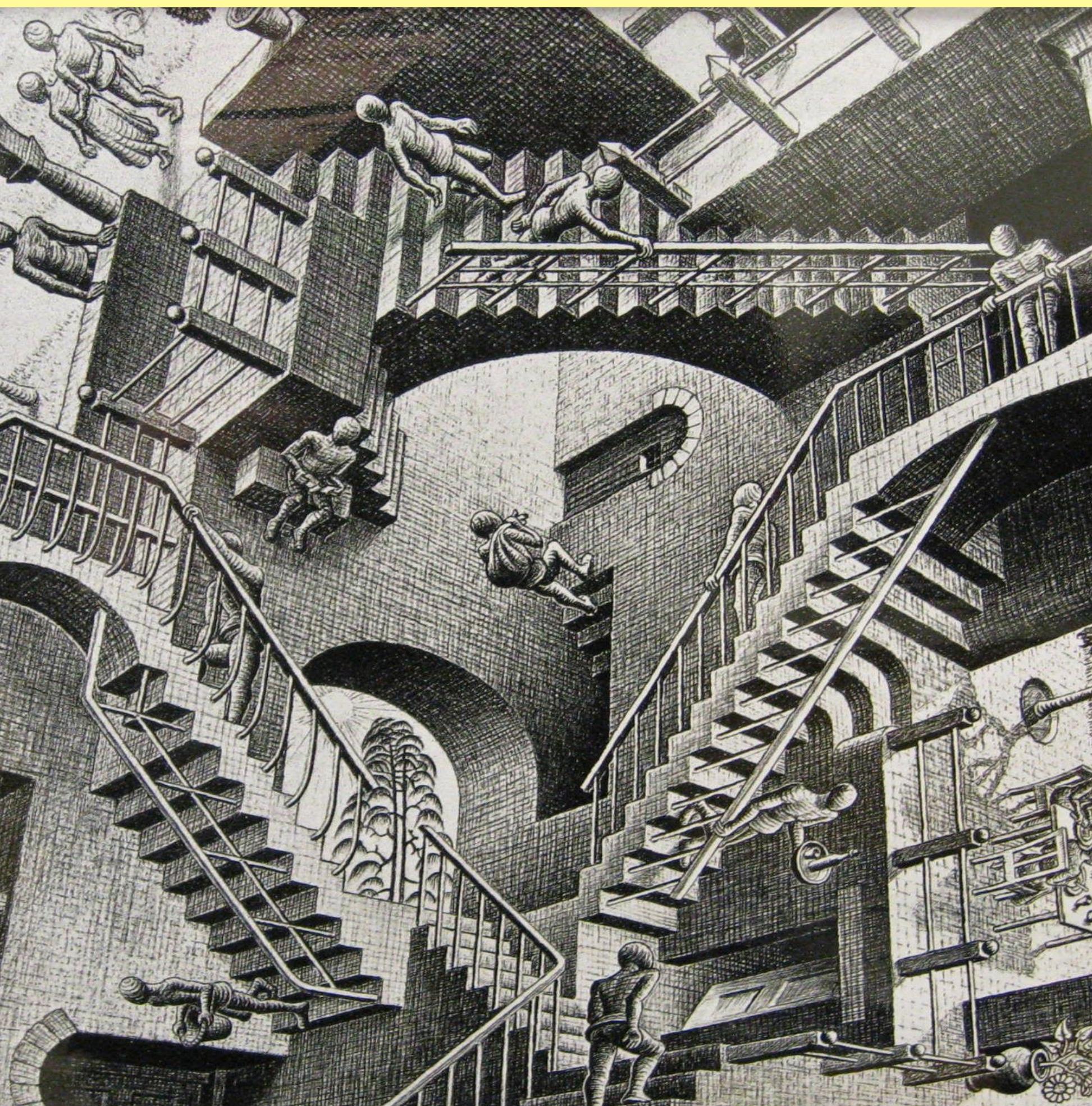
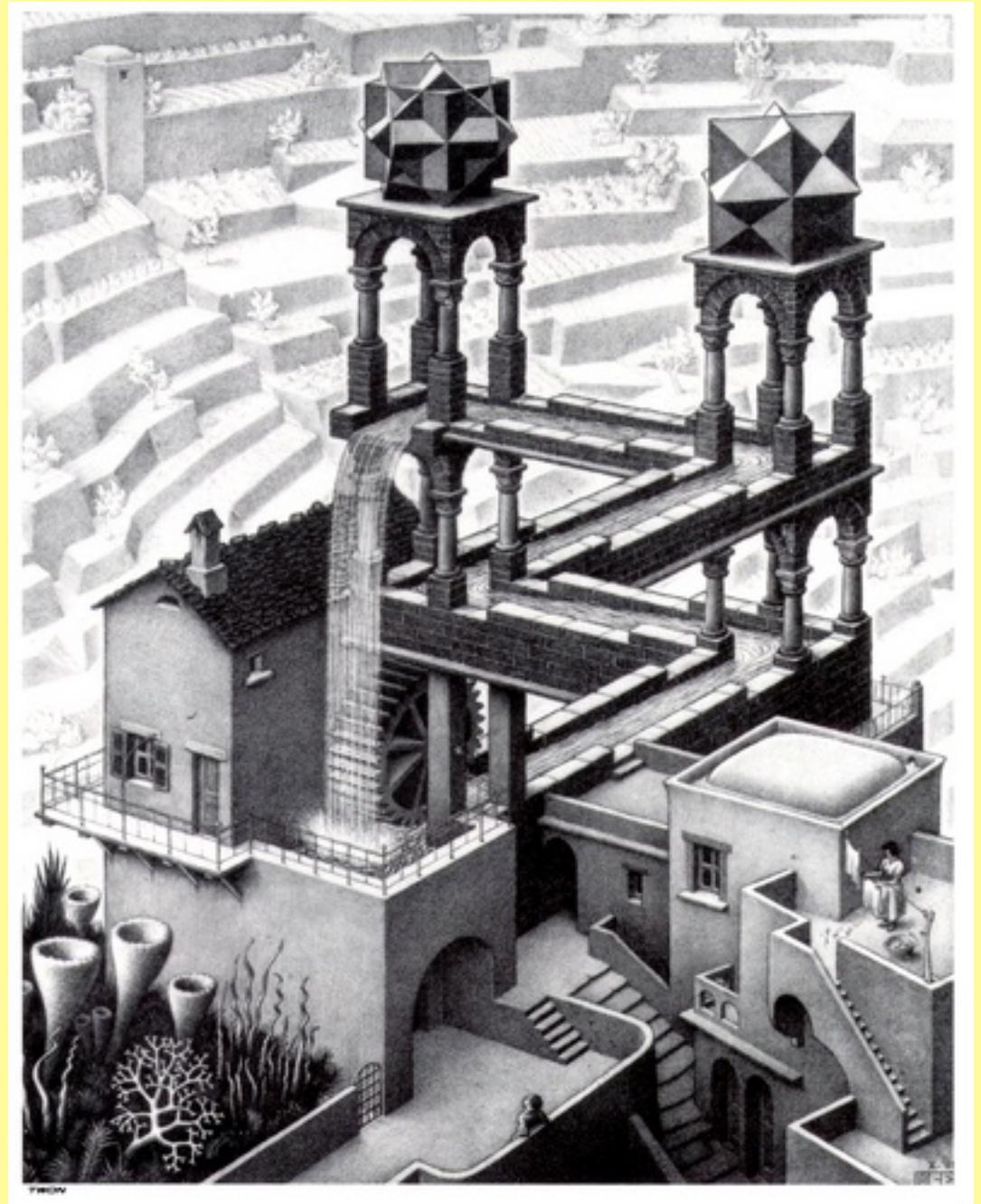


ART POP

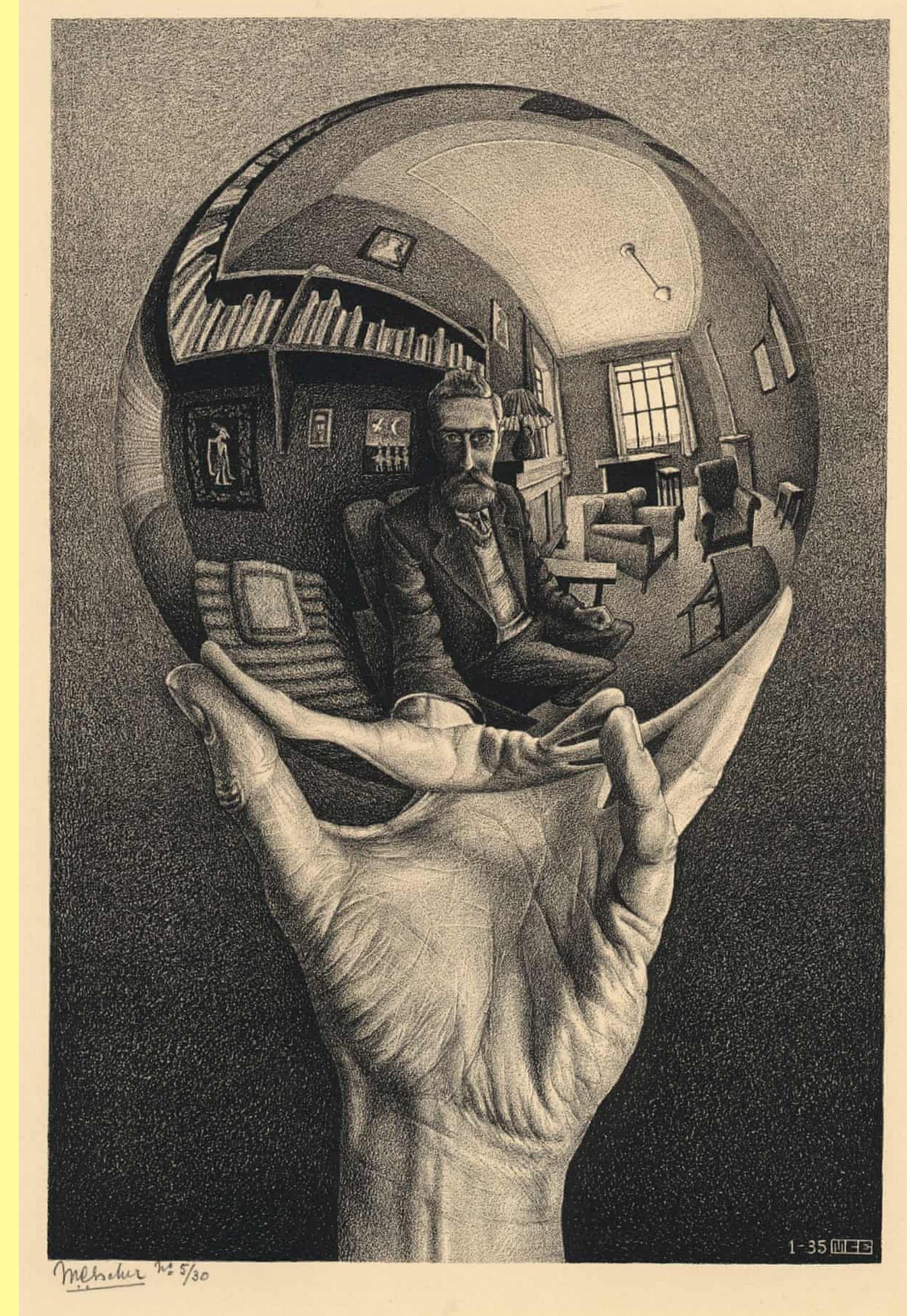


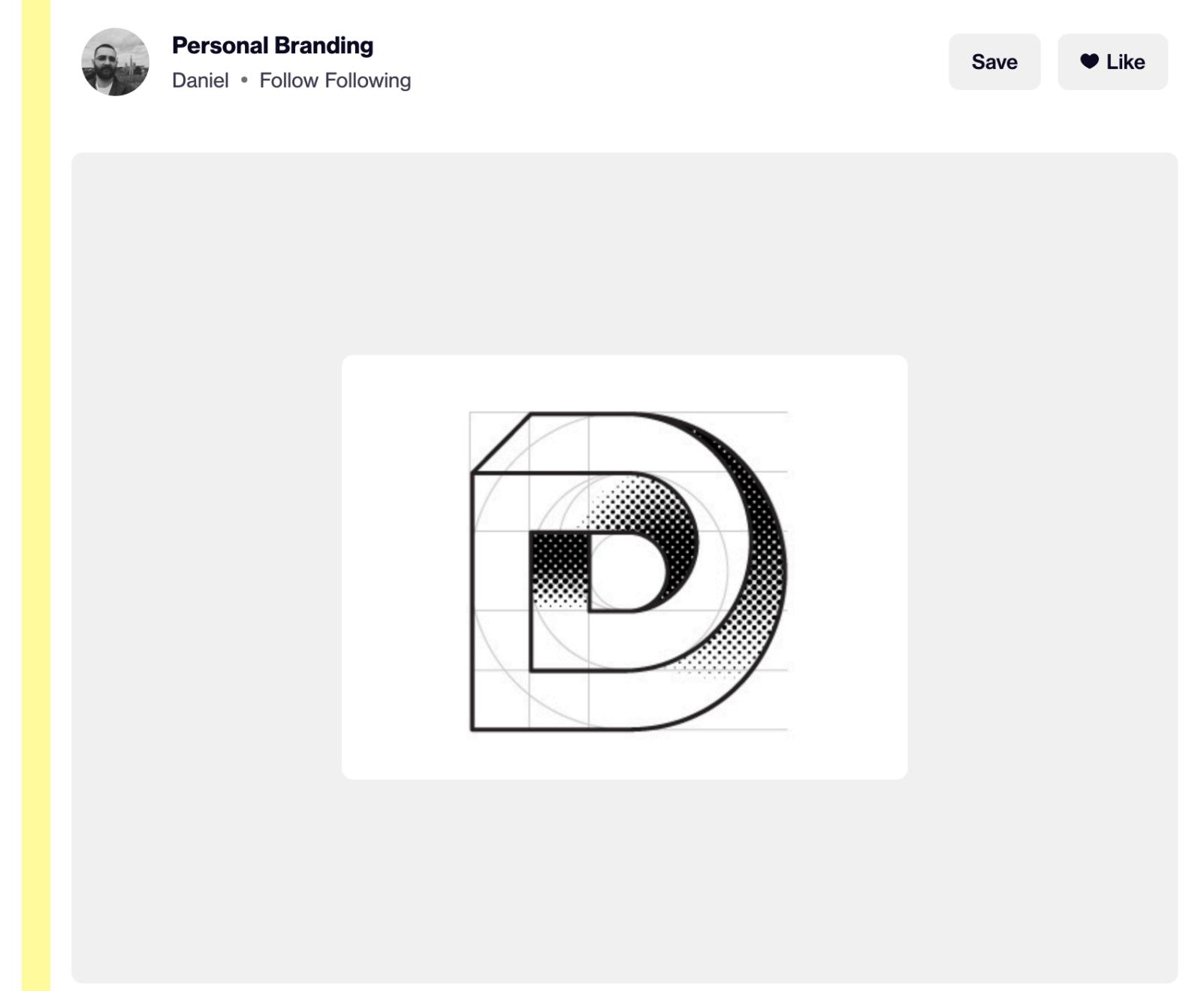
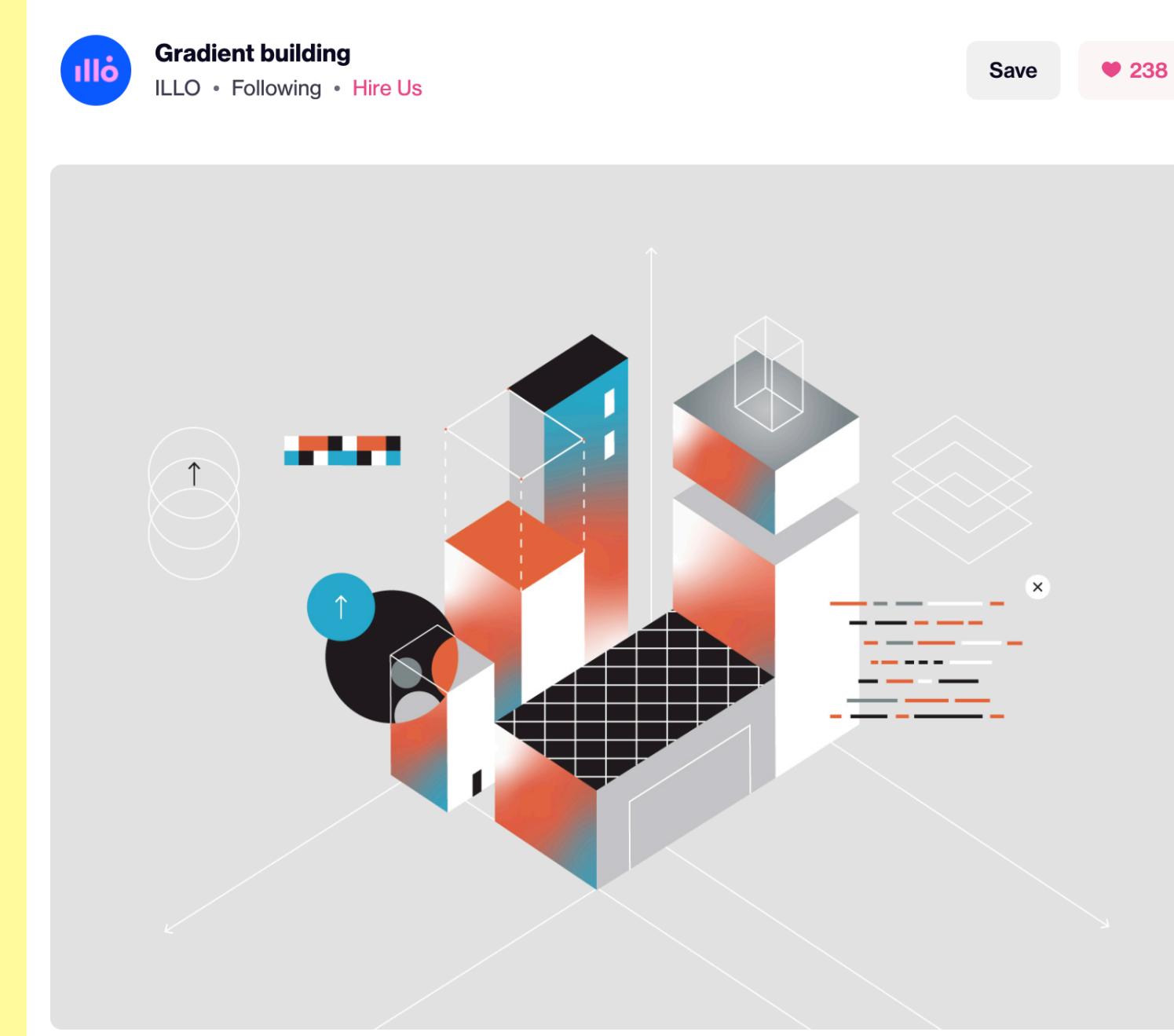
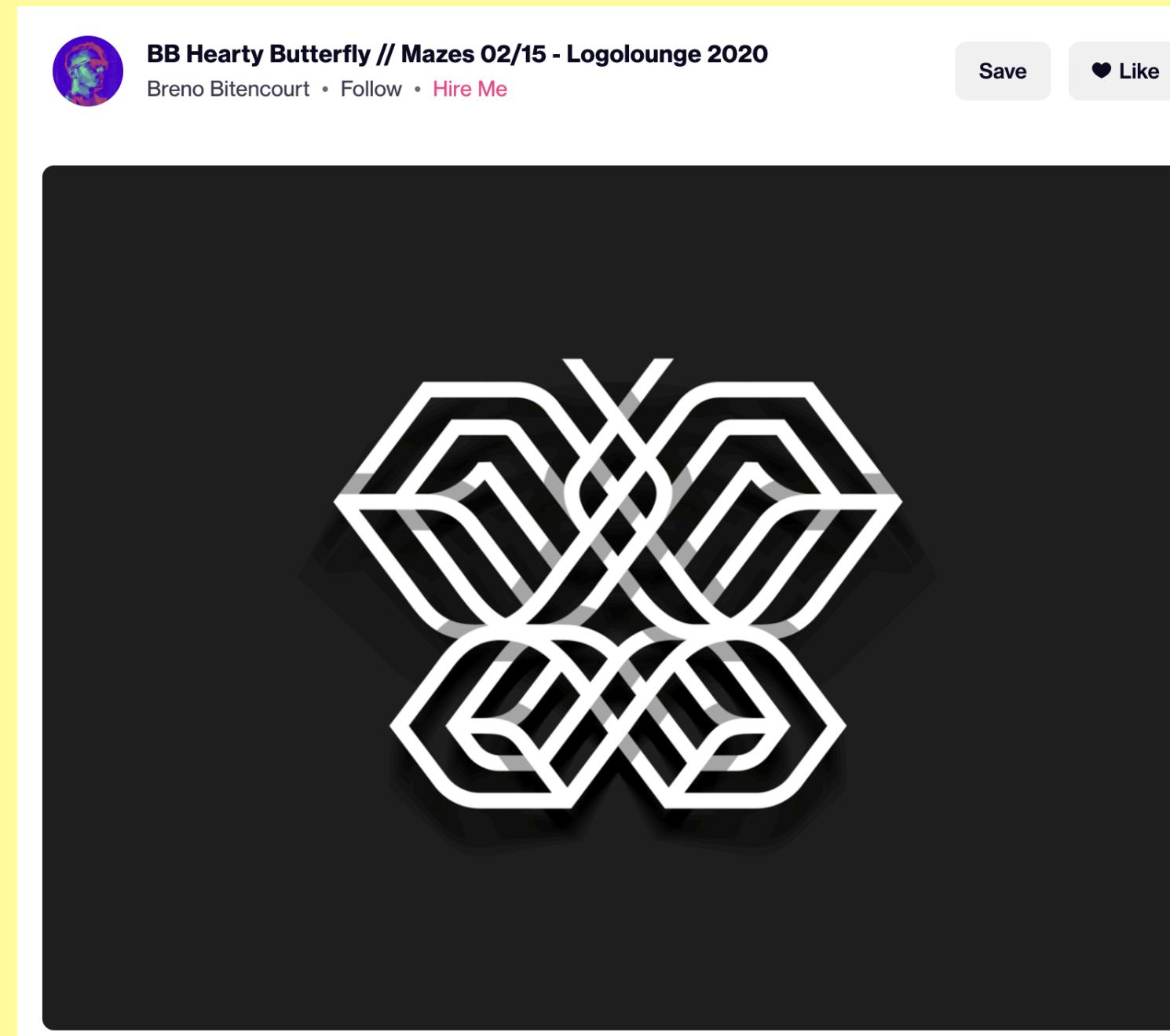
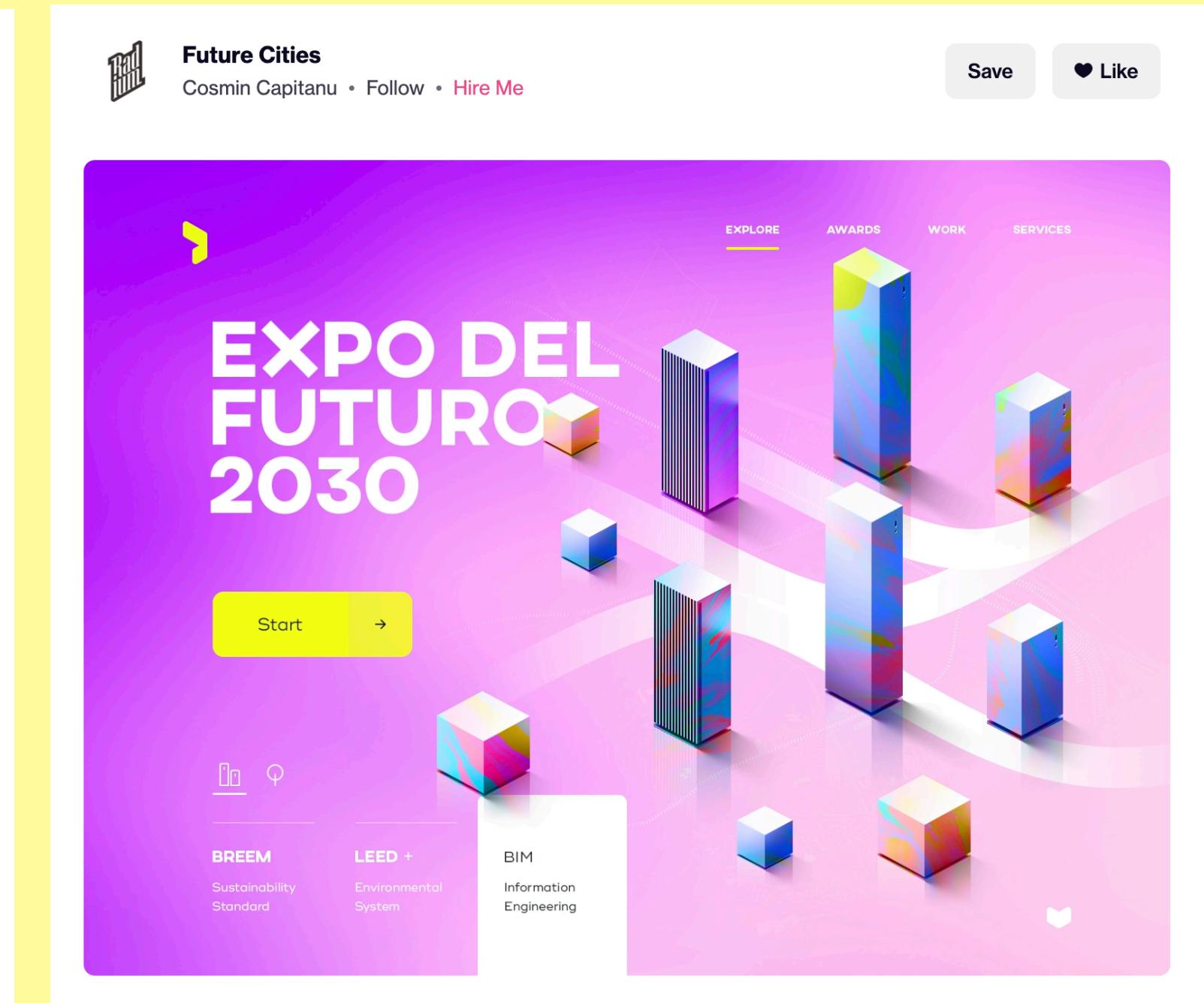
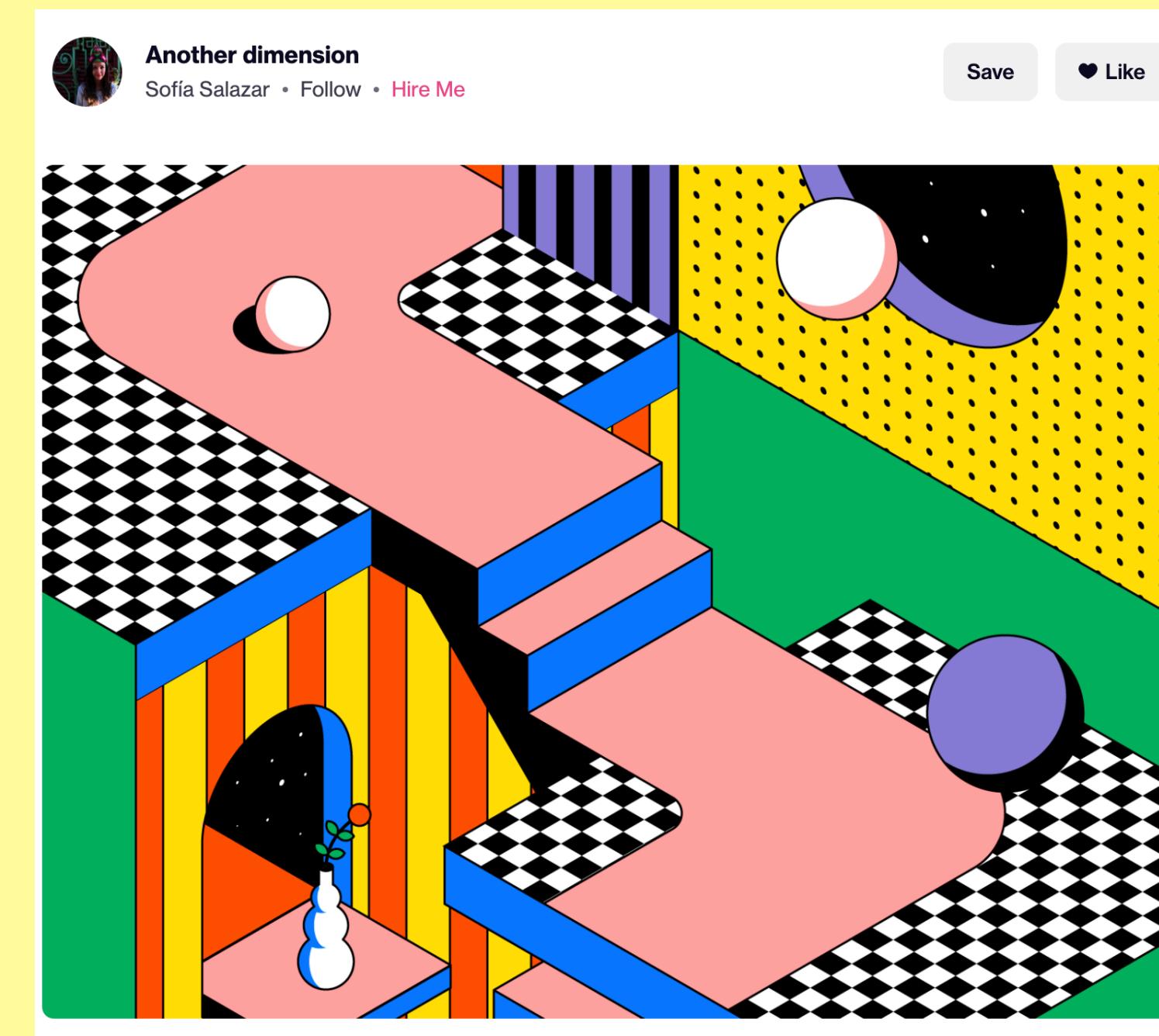
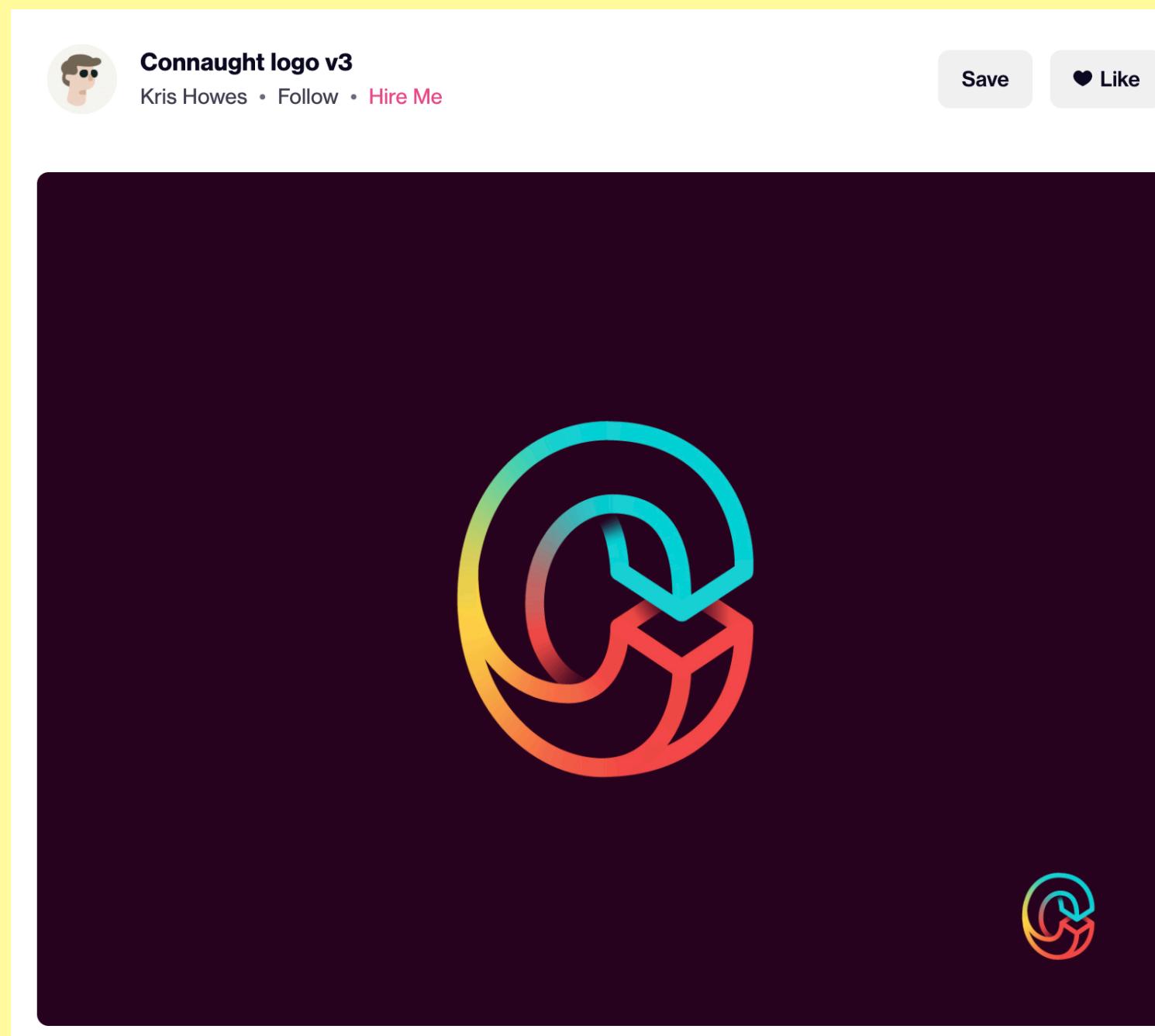
Andy Warhol

Surrealismo

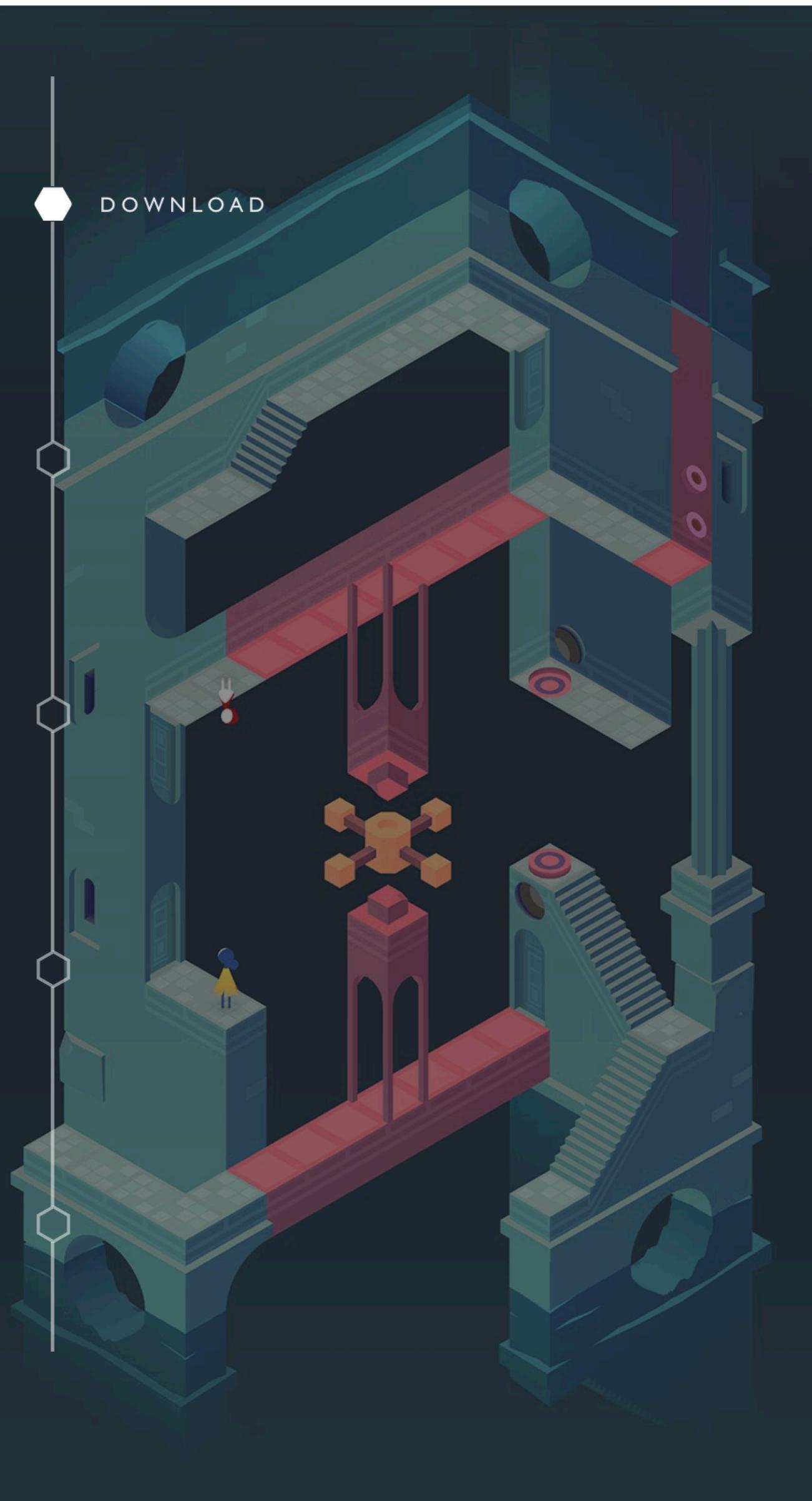


M.C. Escher



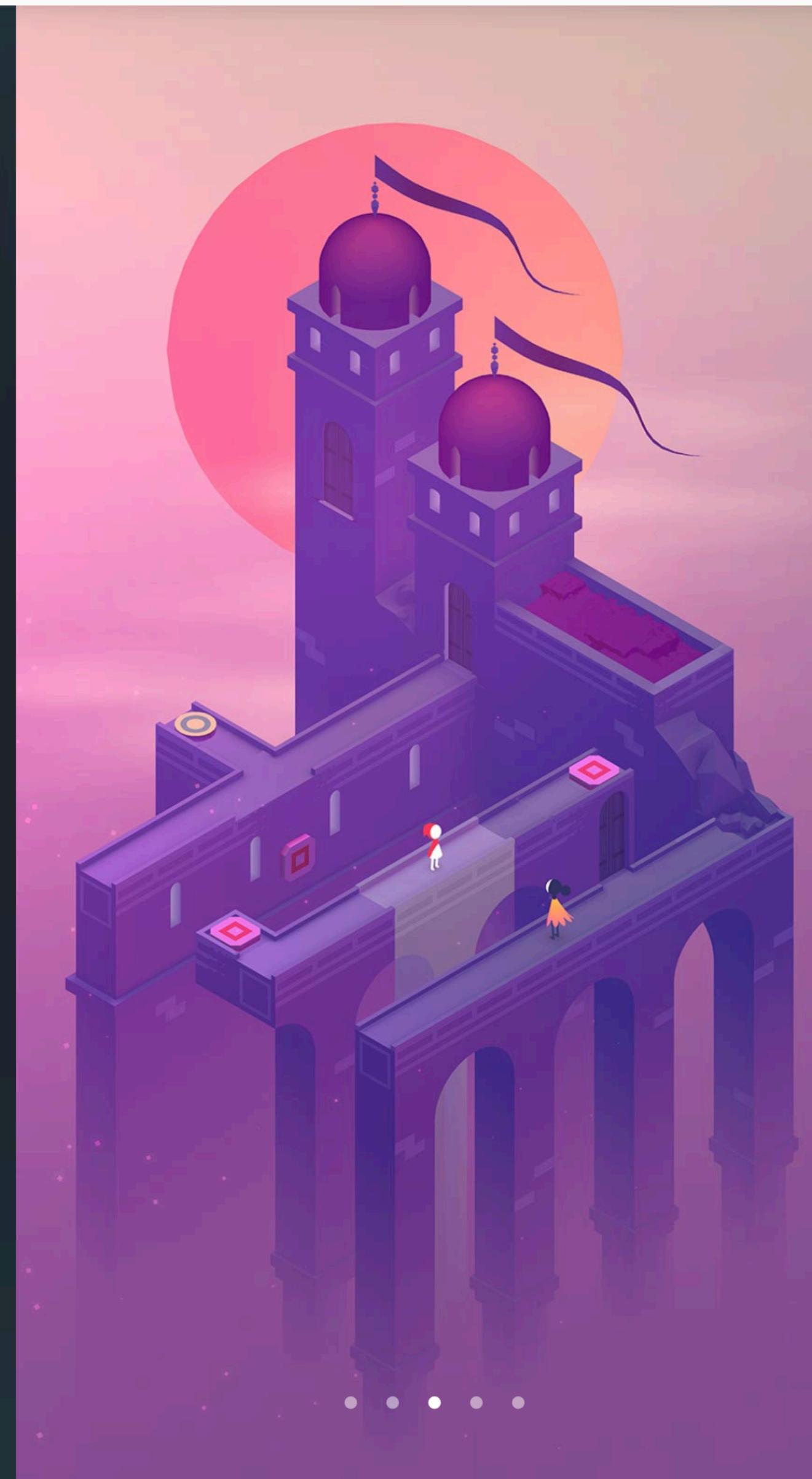


MONUMENT VALLEY II



DOWNLOAD

PRINTS & MERCH



MONUMENT VALLEY I



REPERTÓRIO

FILE

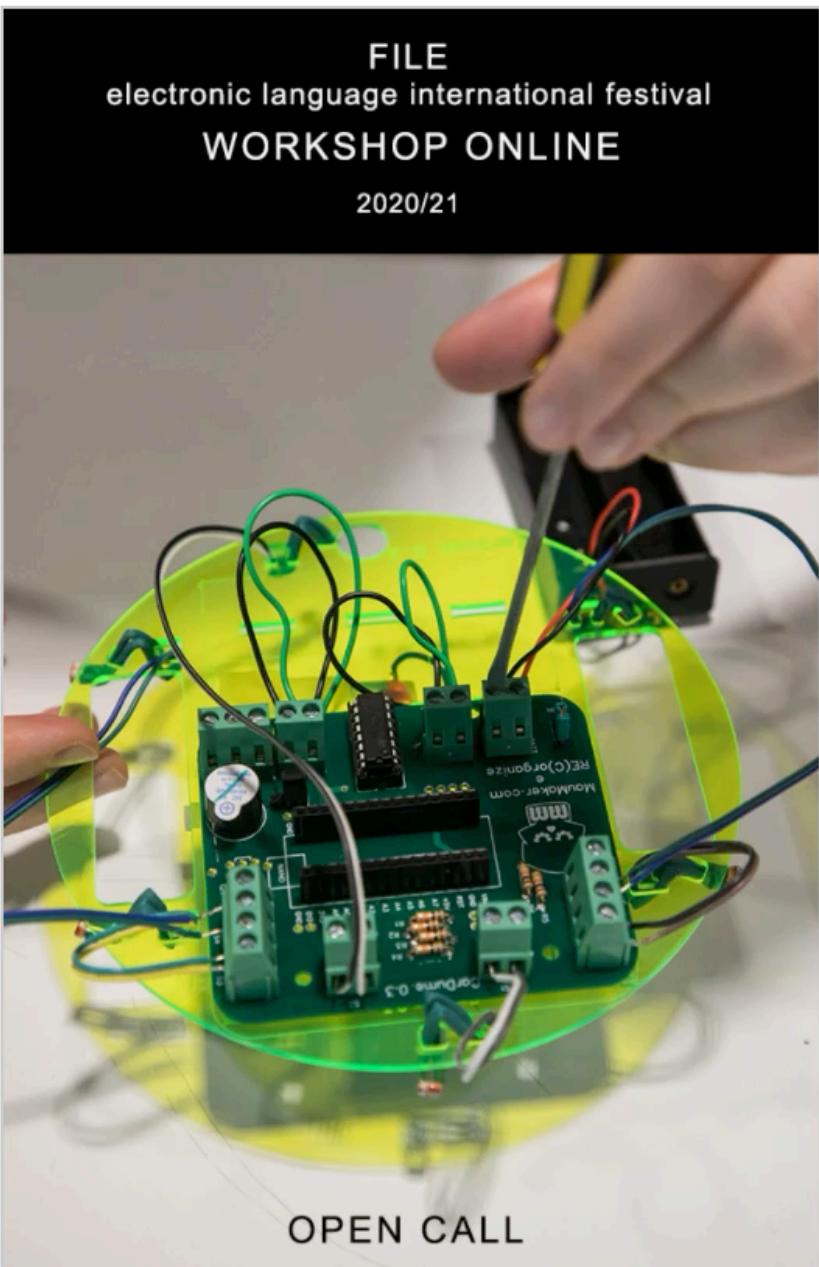
ELECTRONIC
LANGUAGE
INTERNATIONAL
FESTIVAL

home about support organization press workshop books artists newsletter

Search



português



FILE WORKSHOP ONLINE –
Open Call



FILE SAO PAULO 2019 – 20
years of FILE 20 years of art and
technology



FILE GAMES & ANIMA+ 2019 –
Sao Paulo



FILE GIFS 2019 – São Paulo



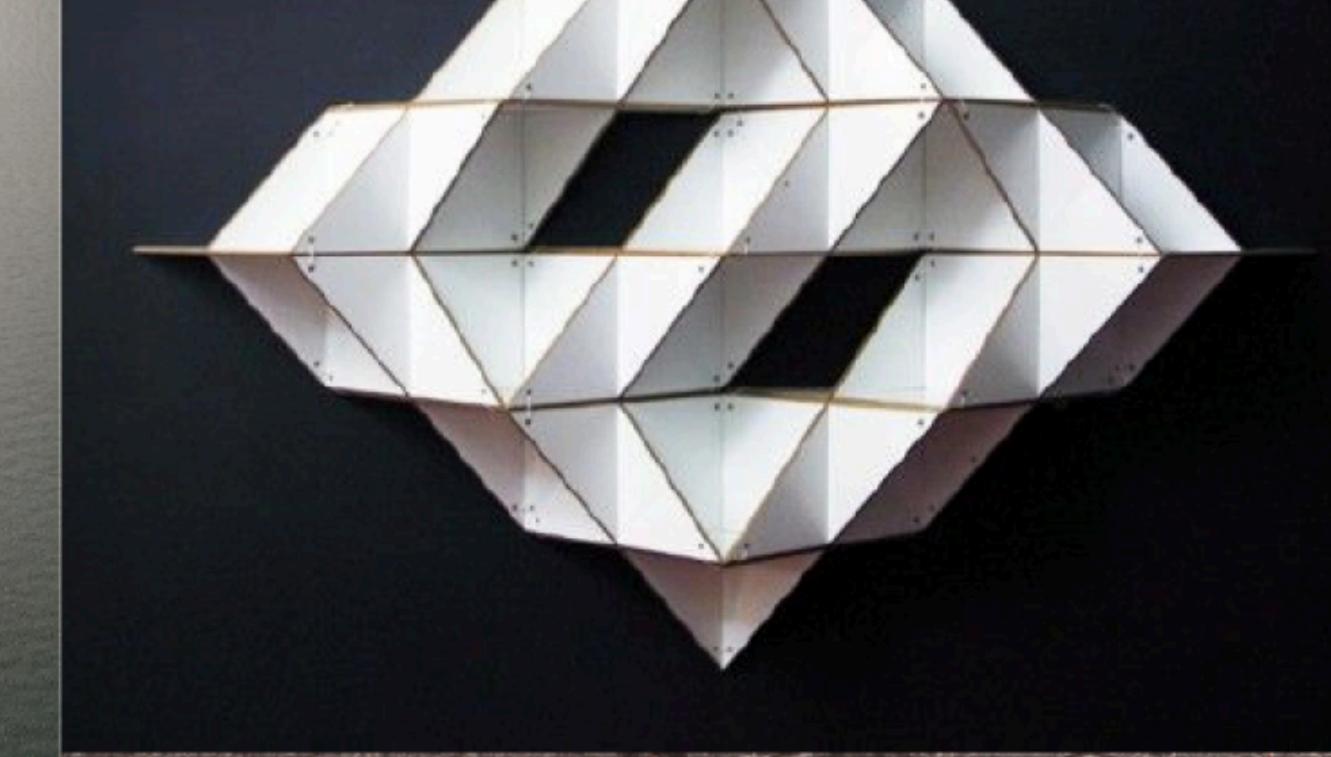
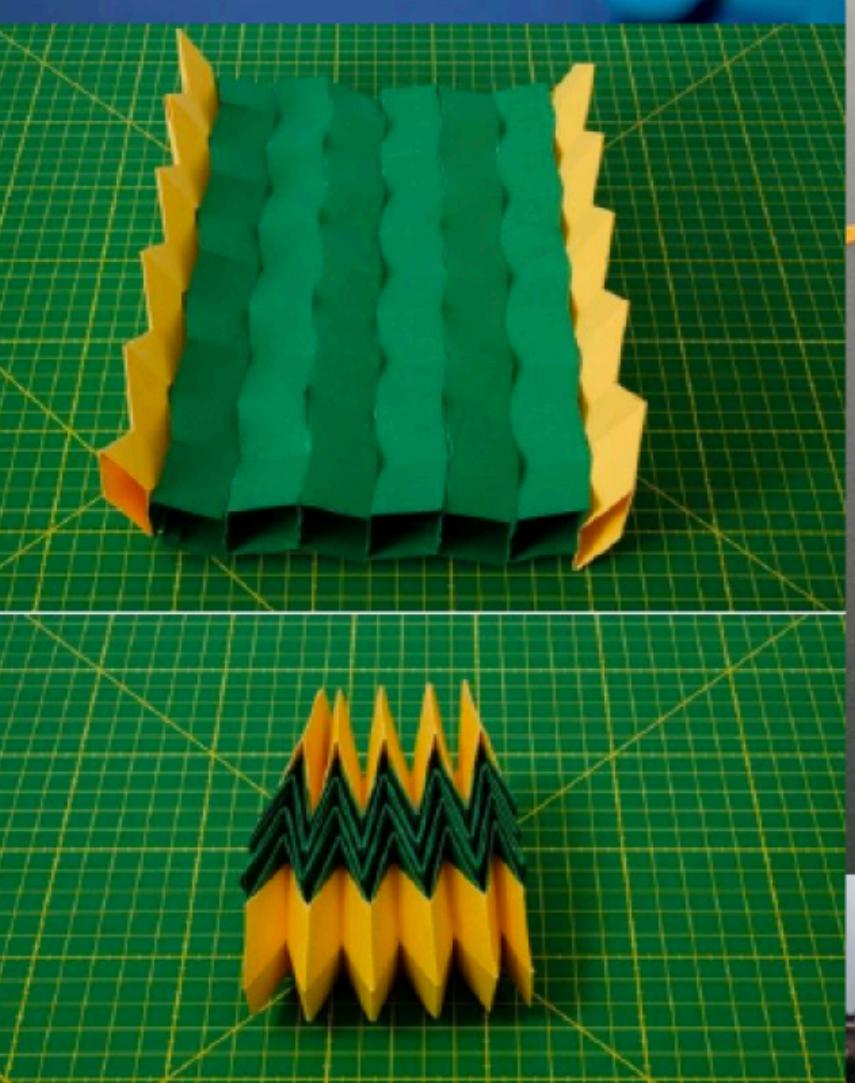
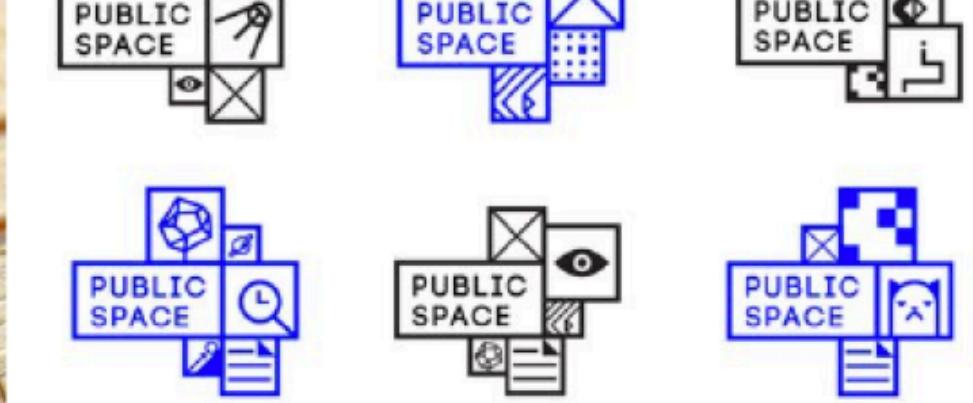
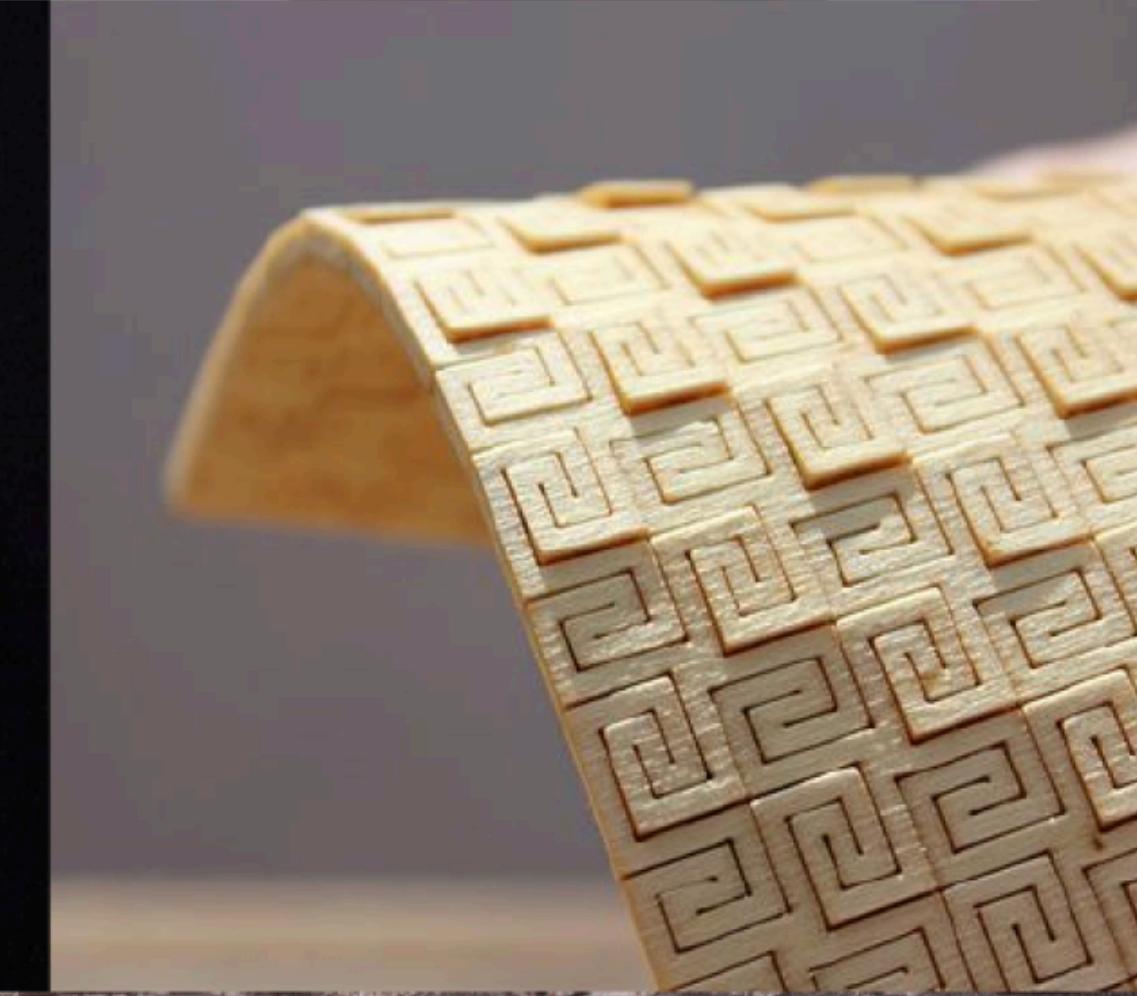
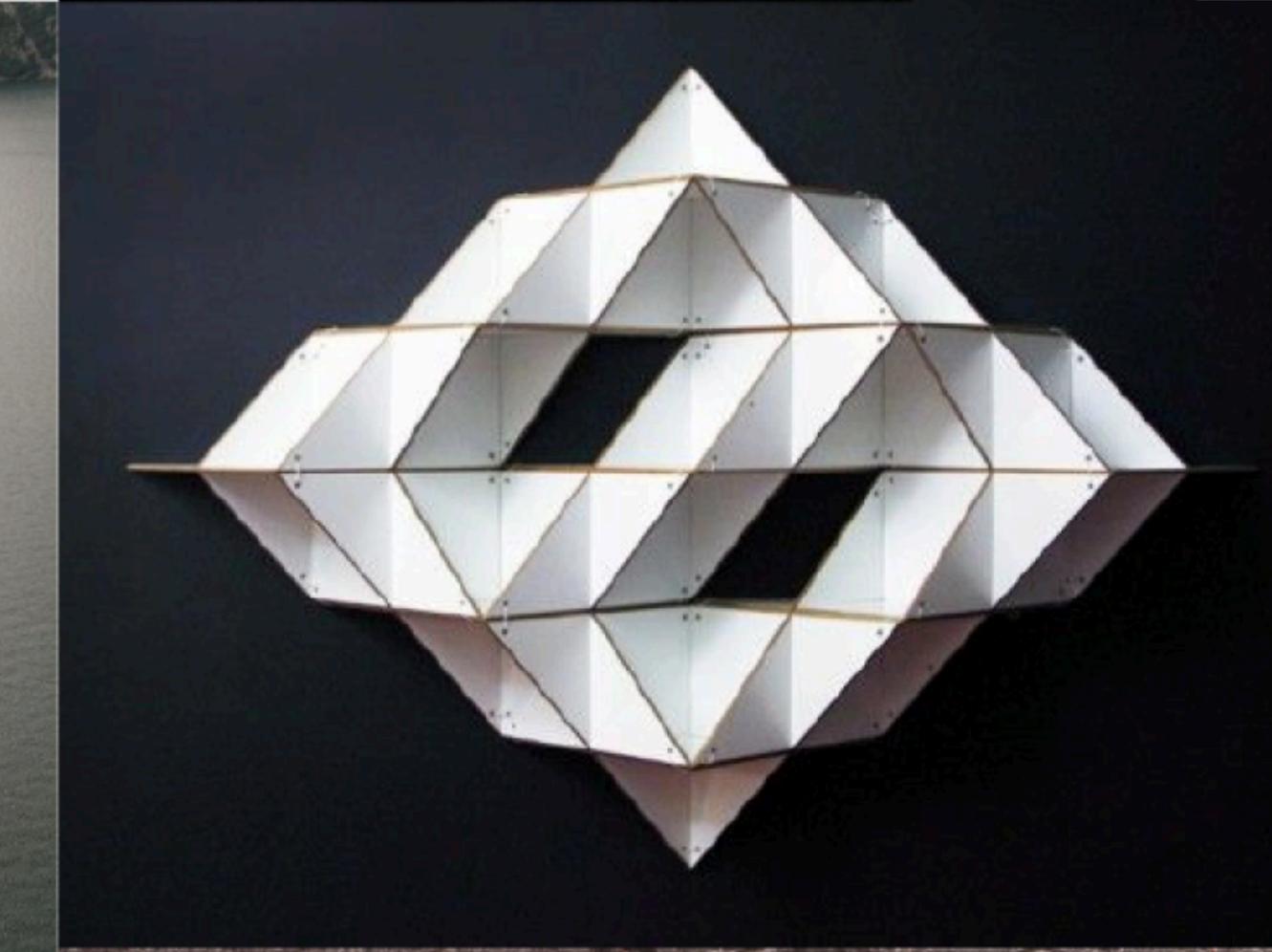
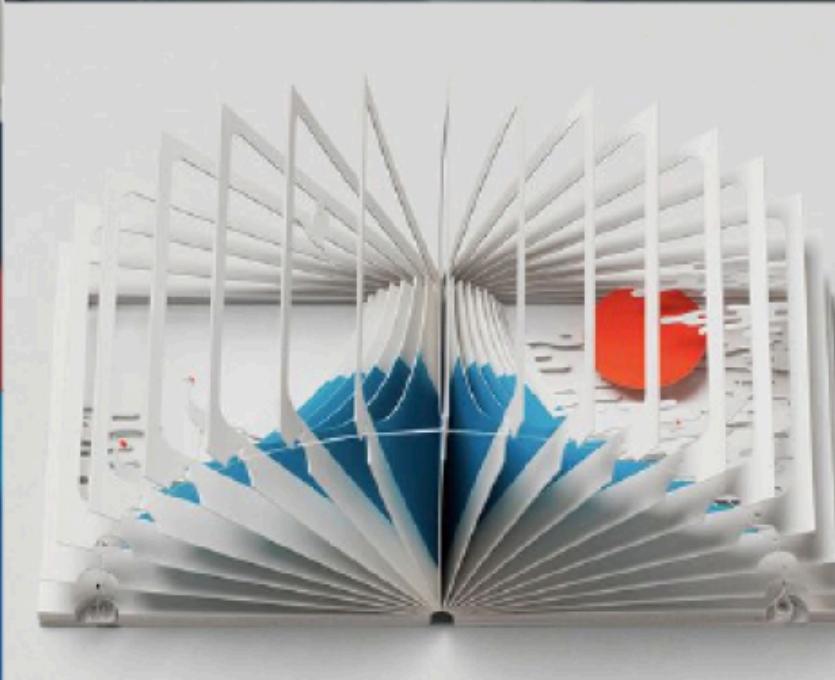
FILE LED SHOW 2019



MOOD BOARDS

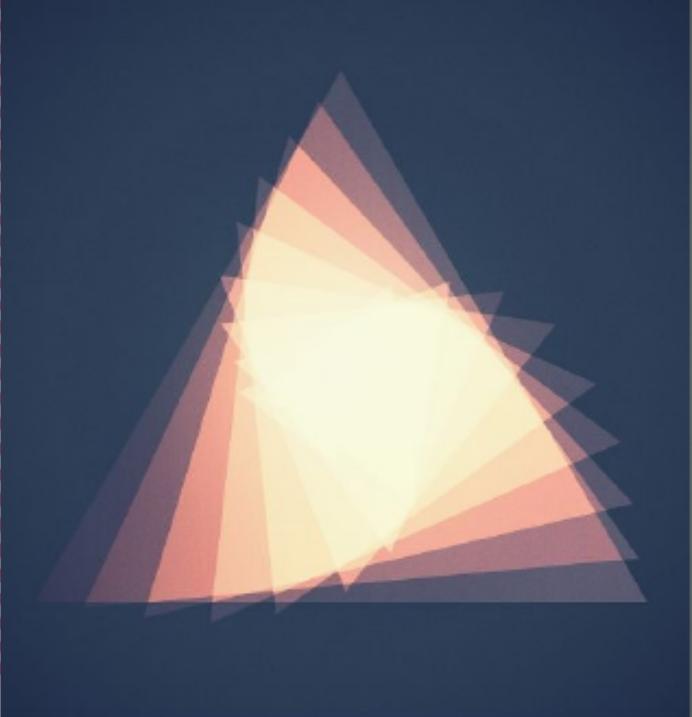
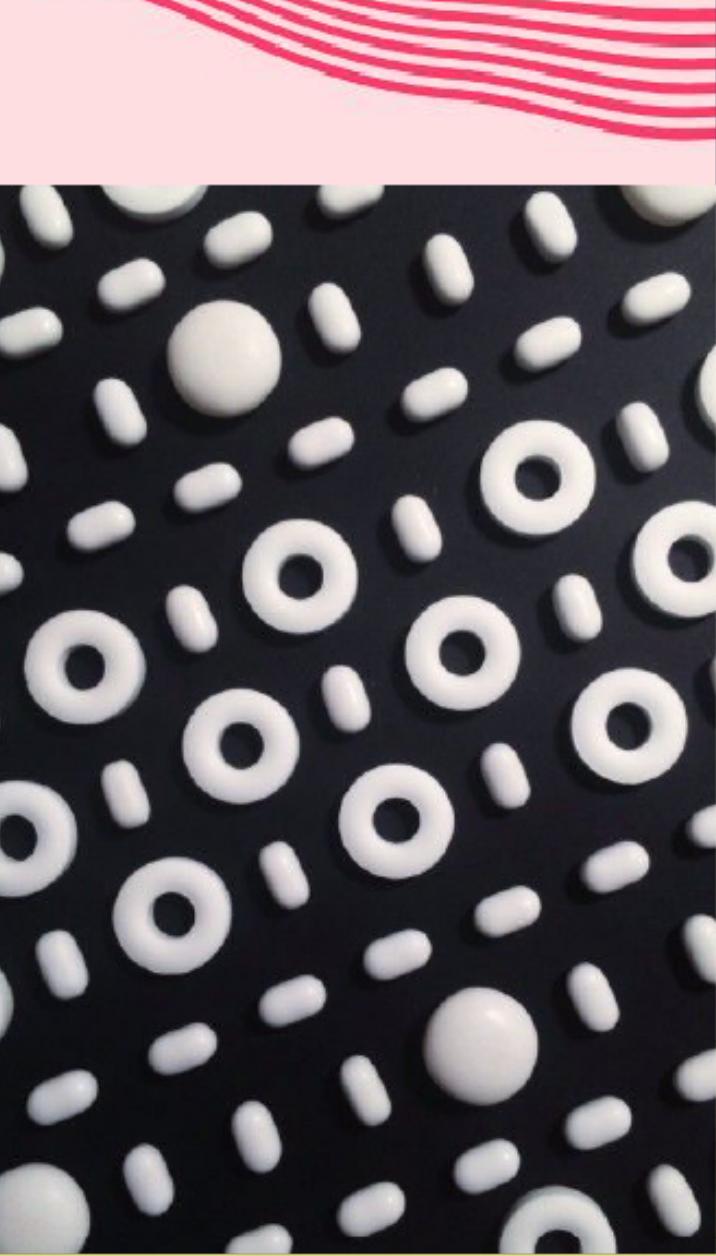
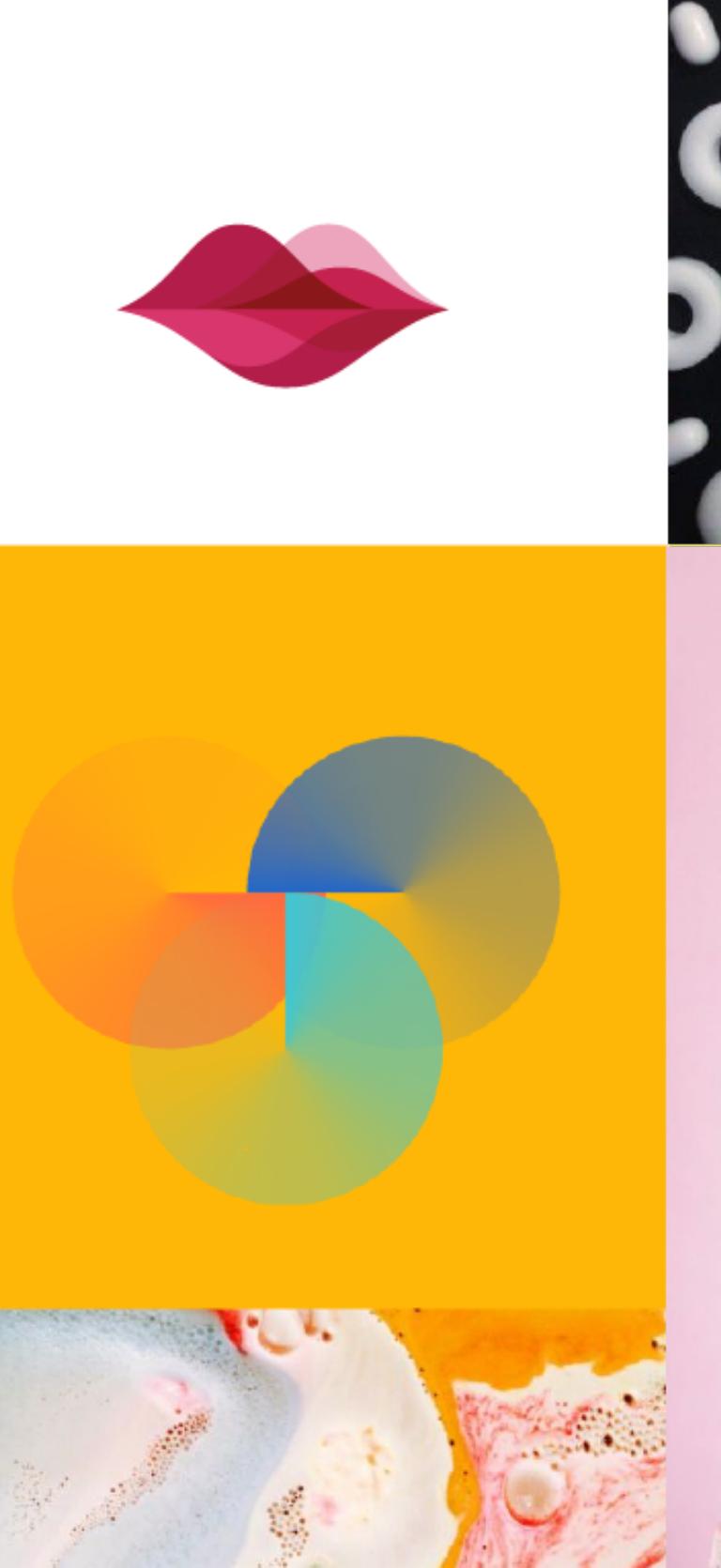
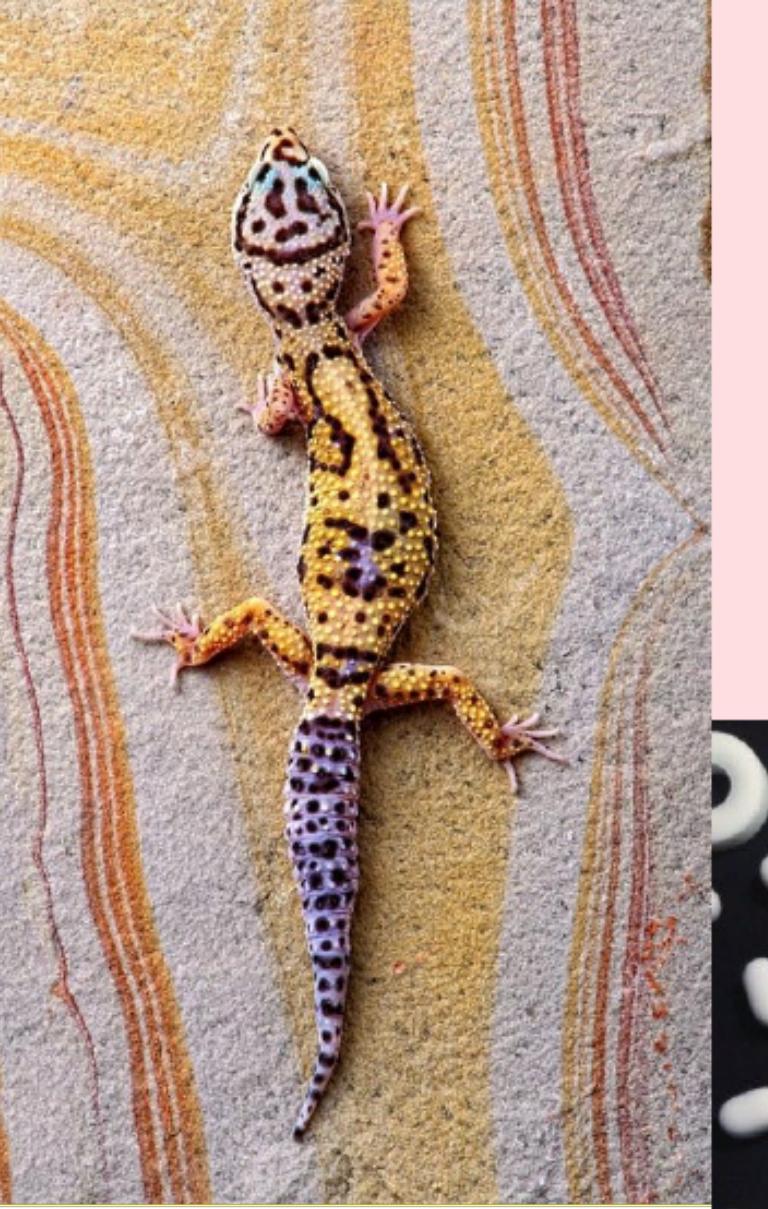
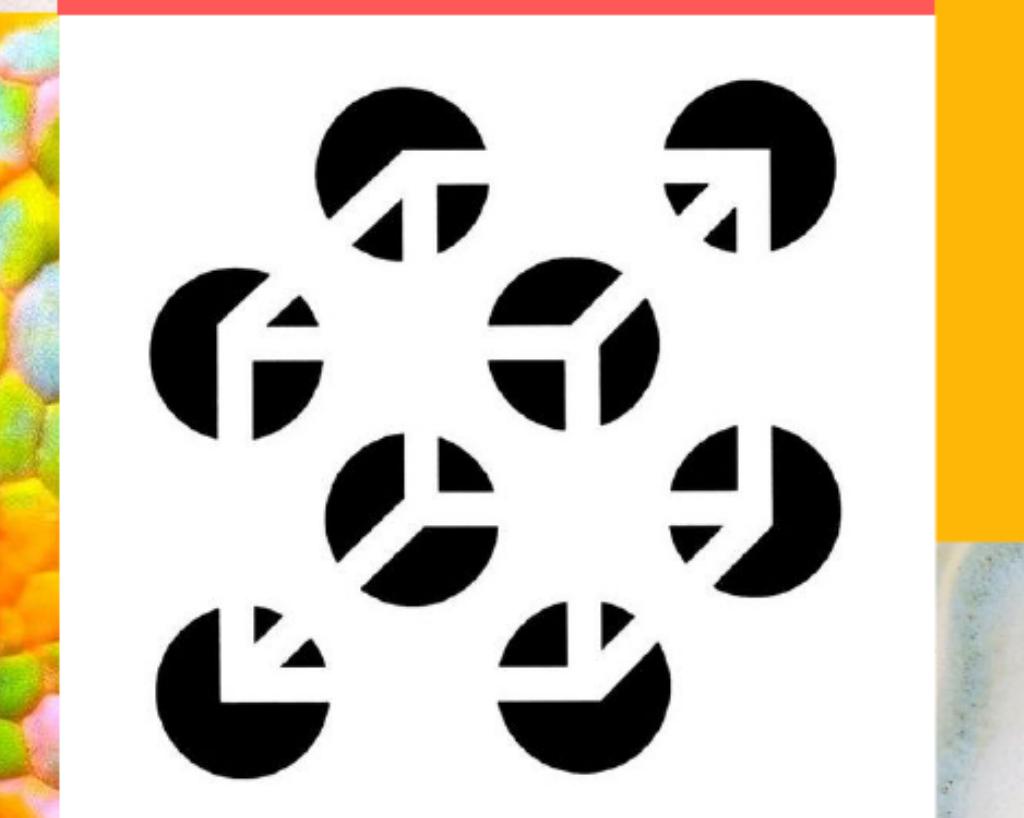
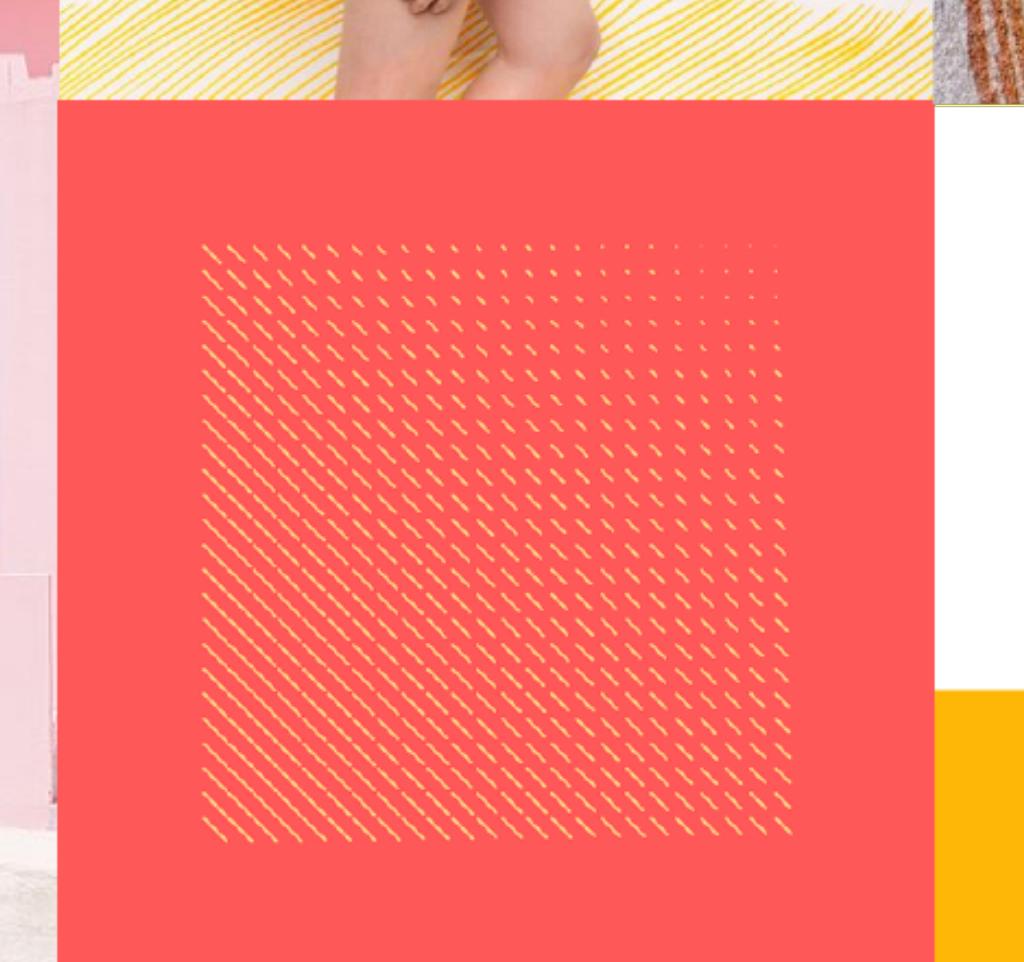
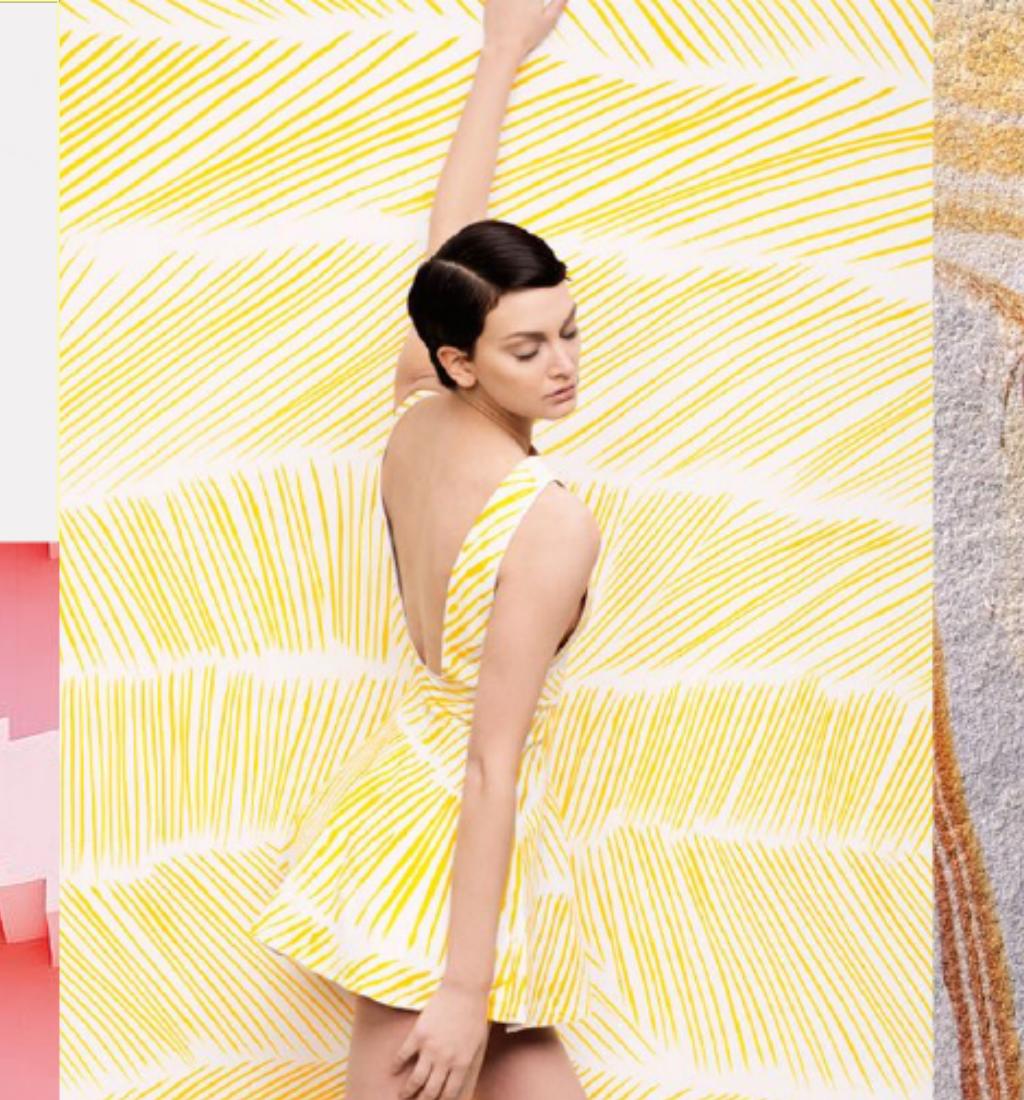
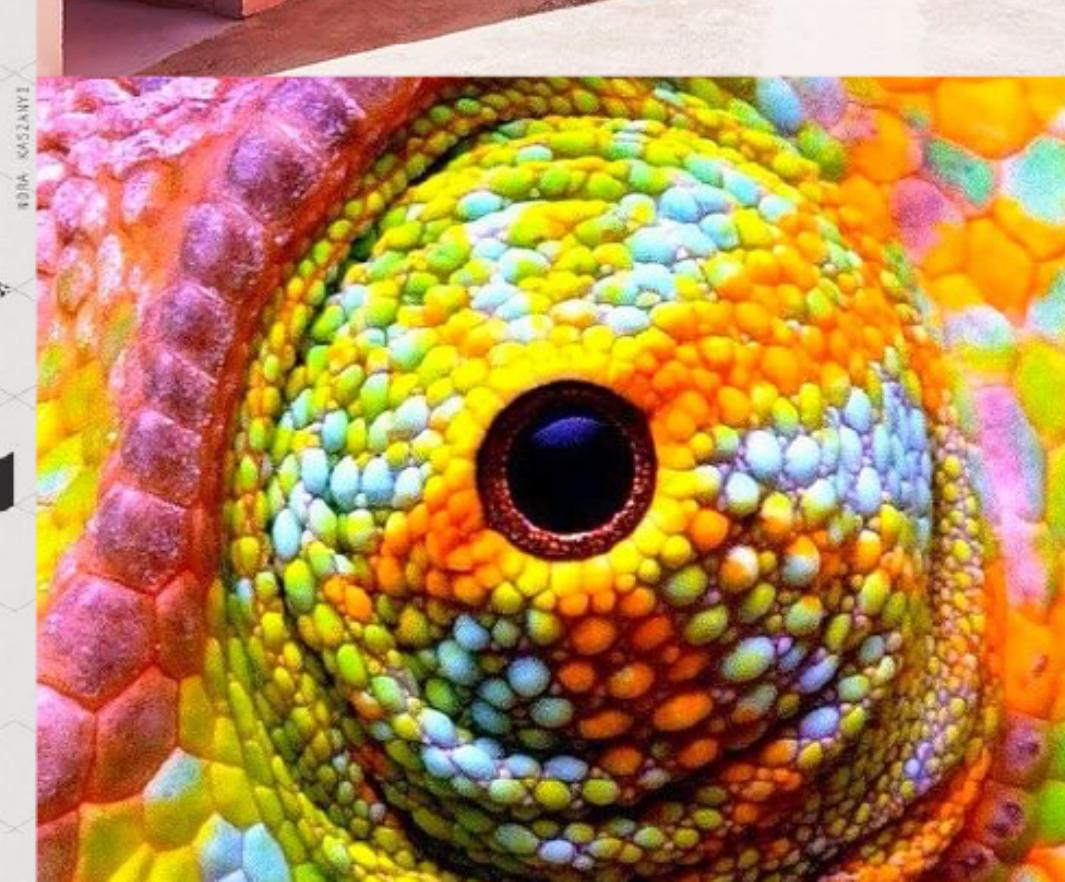
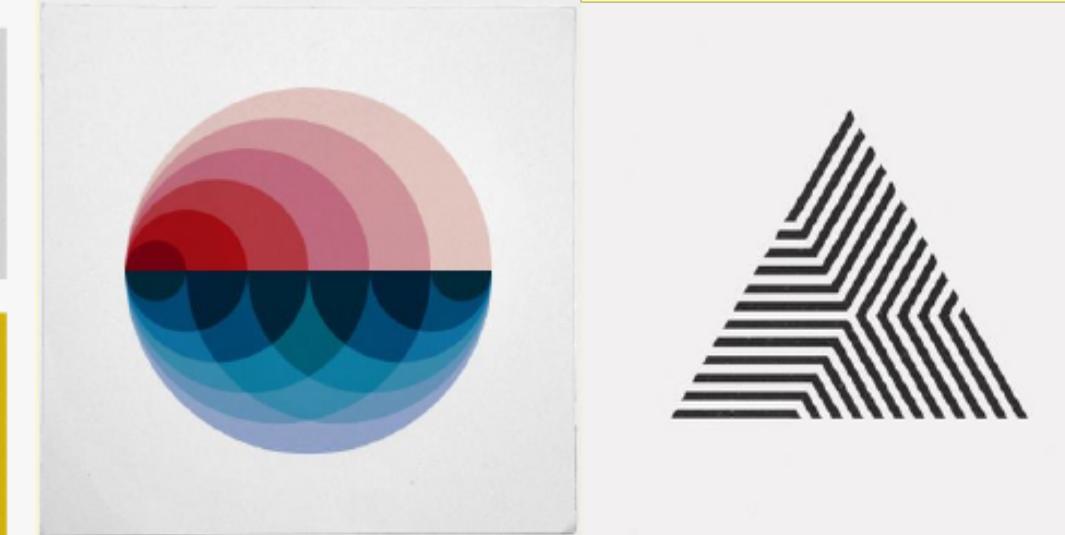
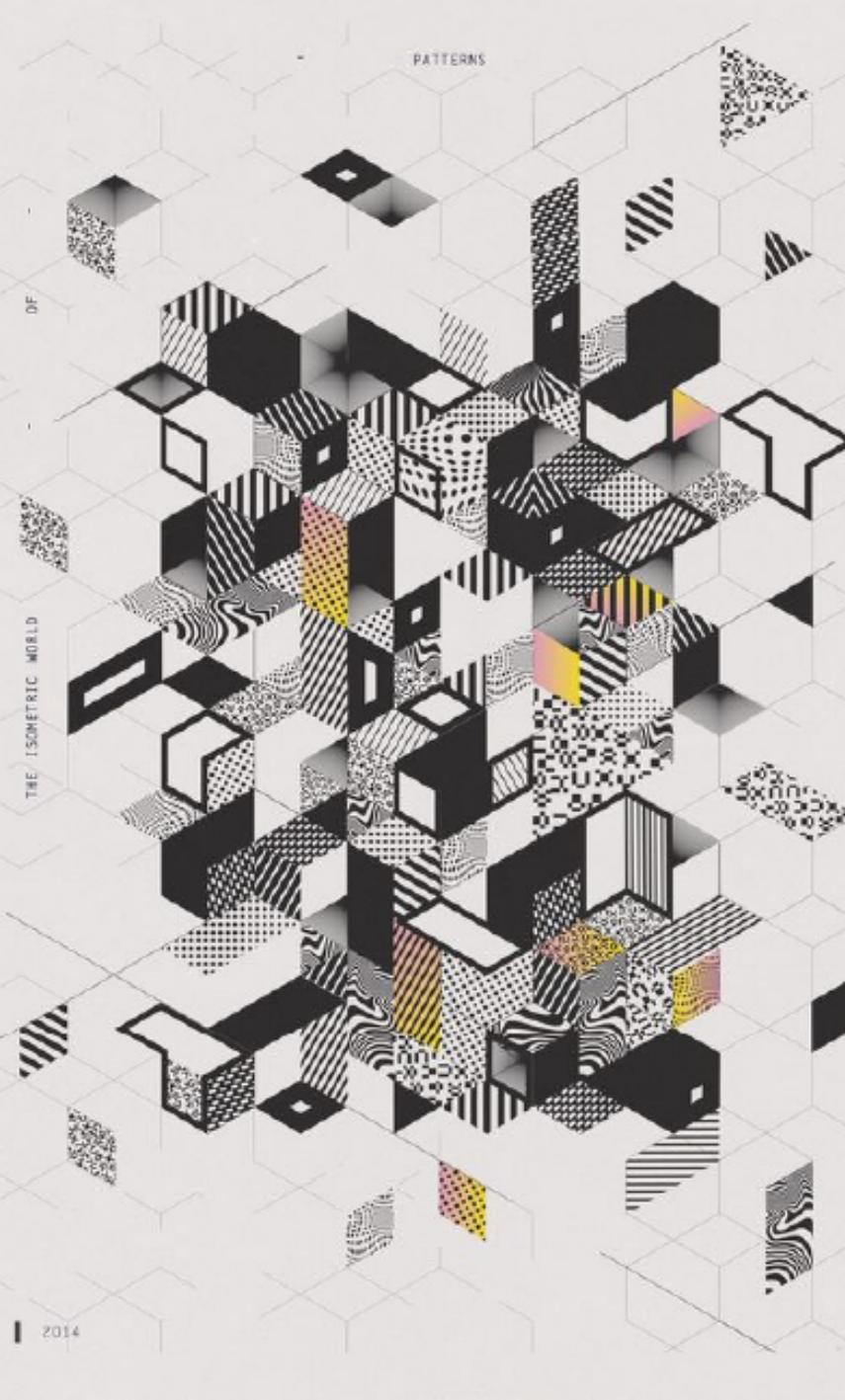
Moodboards

Moodboards são painéis semânticos. Um compilado de imagens e palavras que carregam um significado em conjunto.

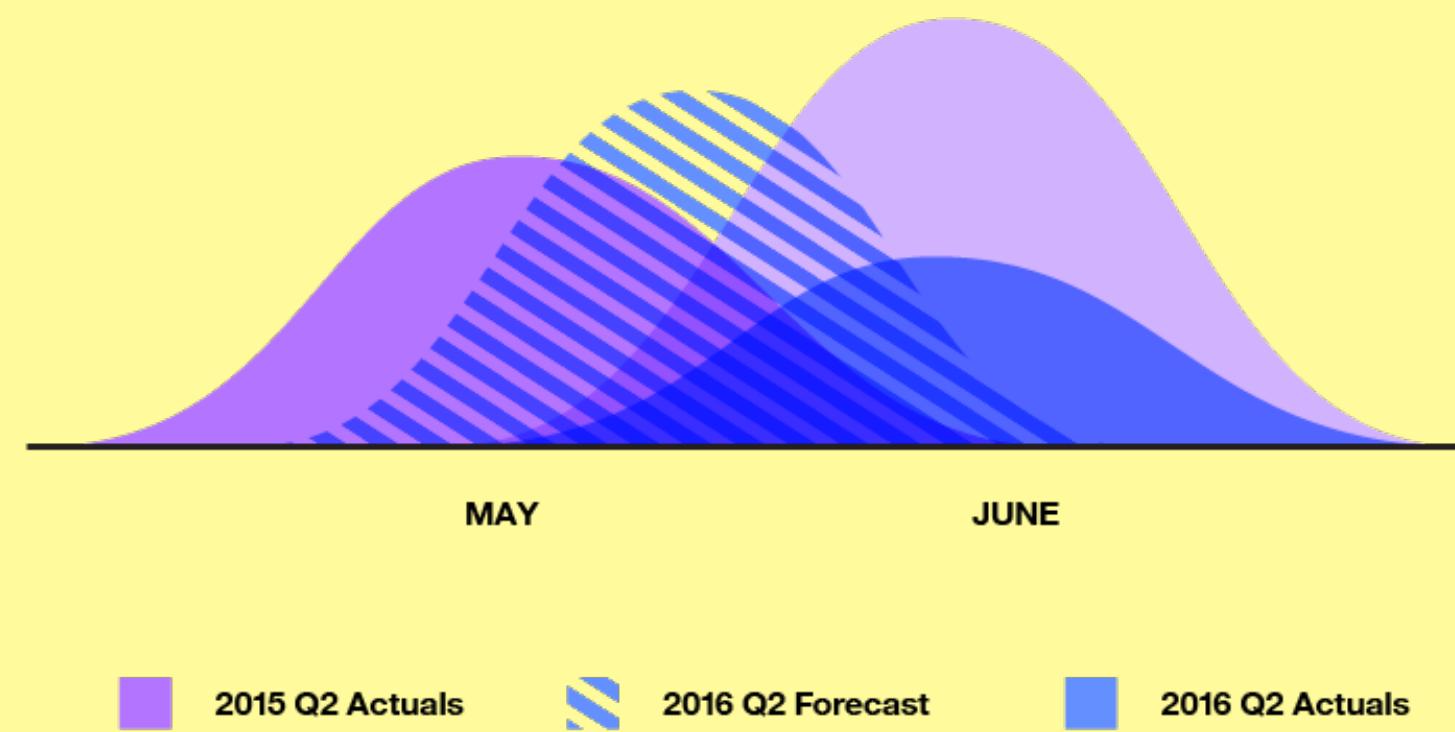


DRAFT

INSPIRACIONAL

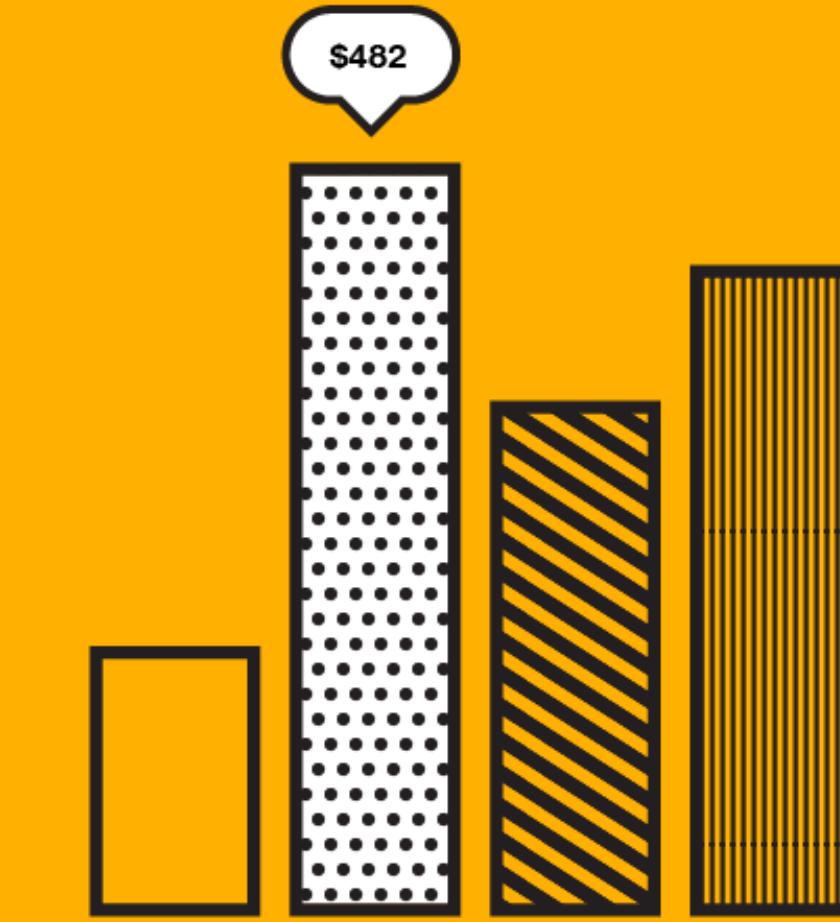


EXPLORACÕES GRÁFICAS



Marco
Senior Analyst

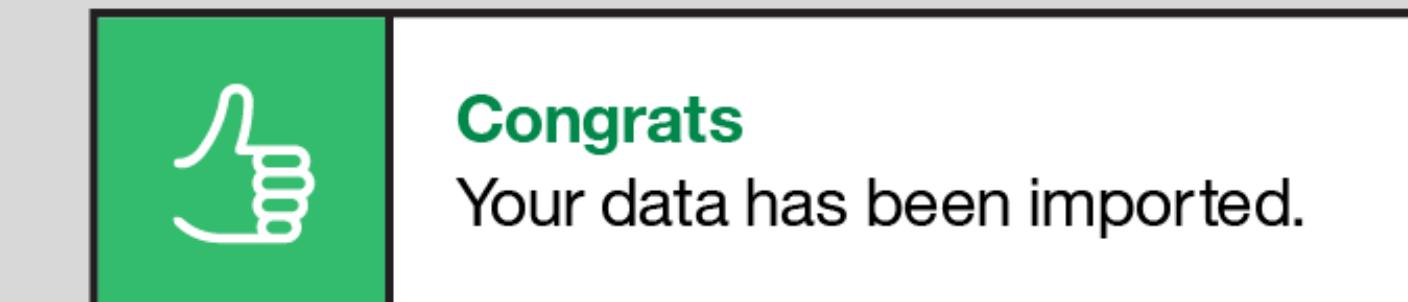
Financial Accounting for Squares

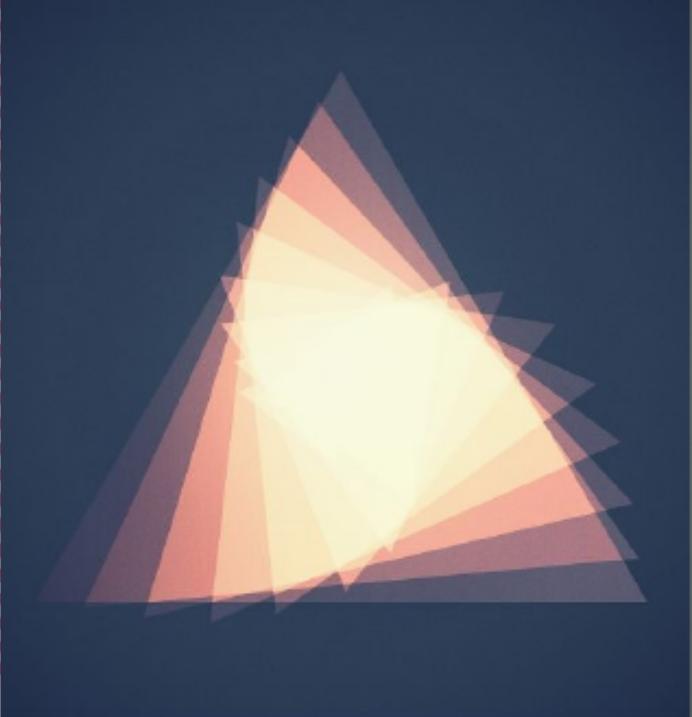
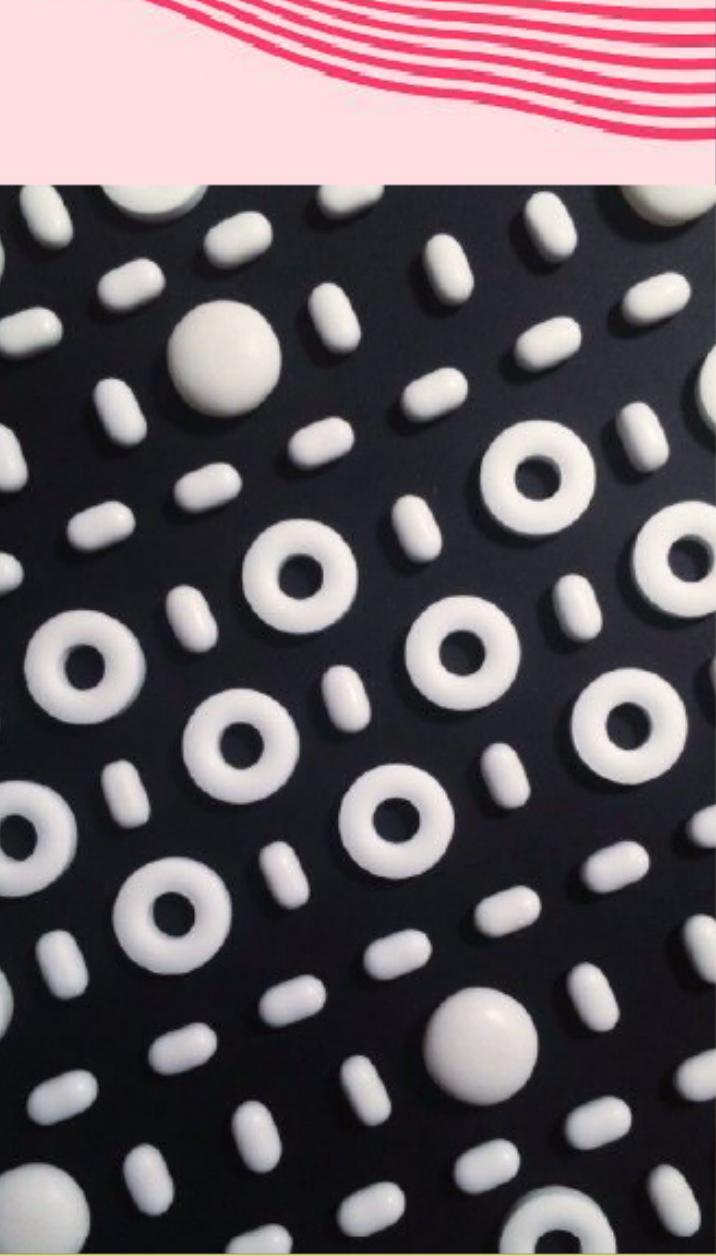
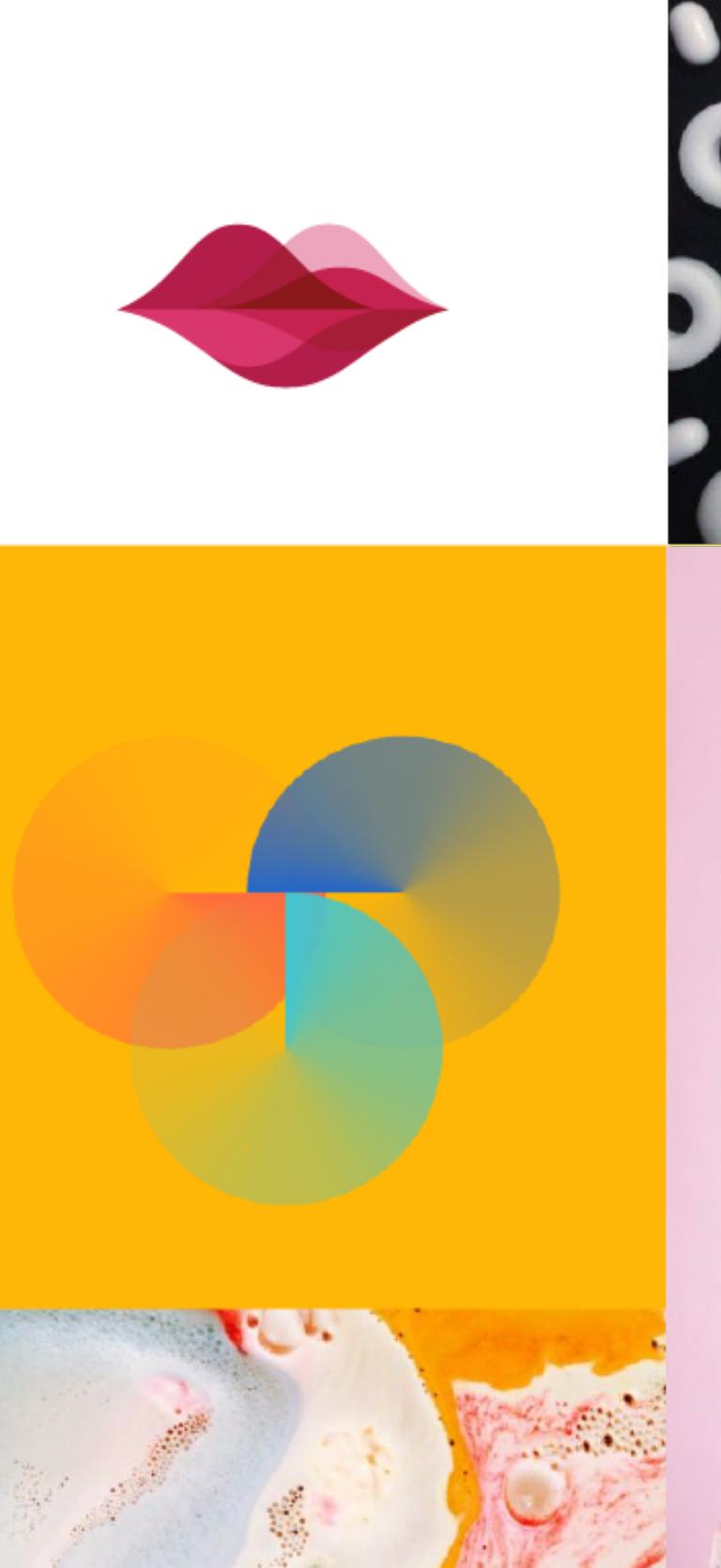
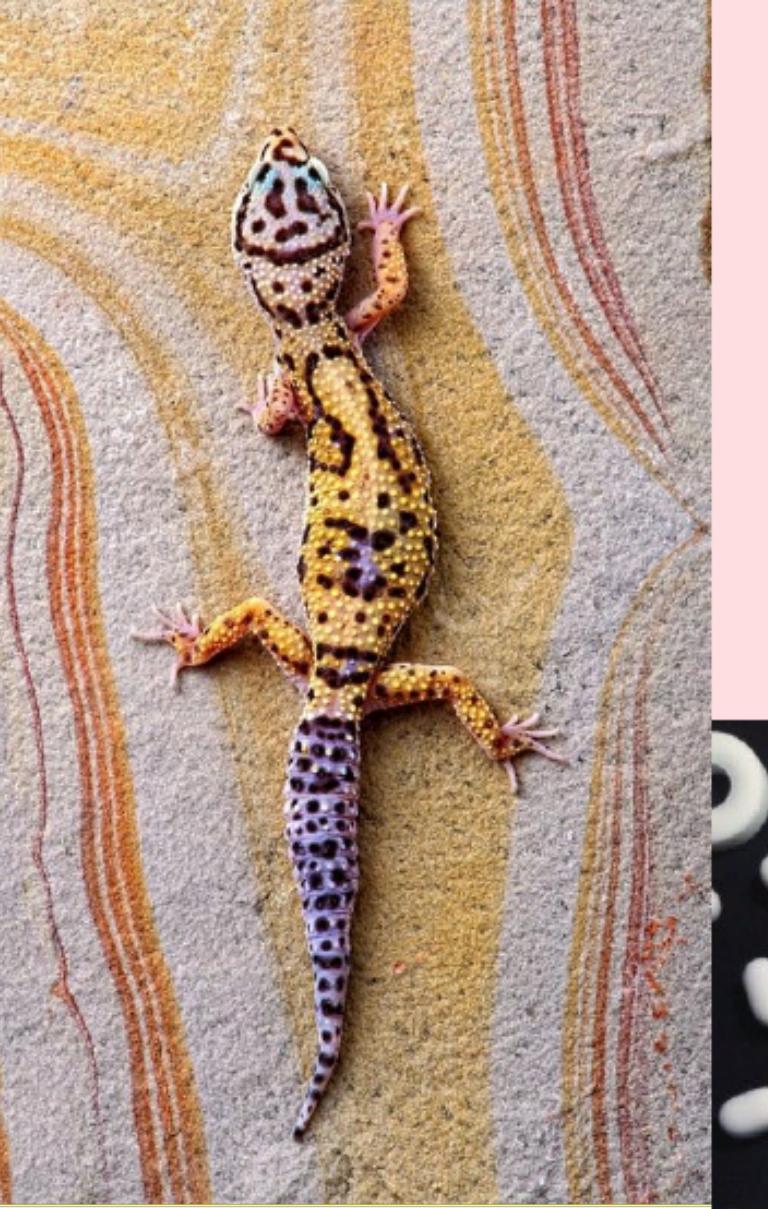
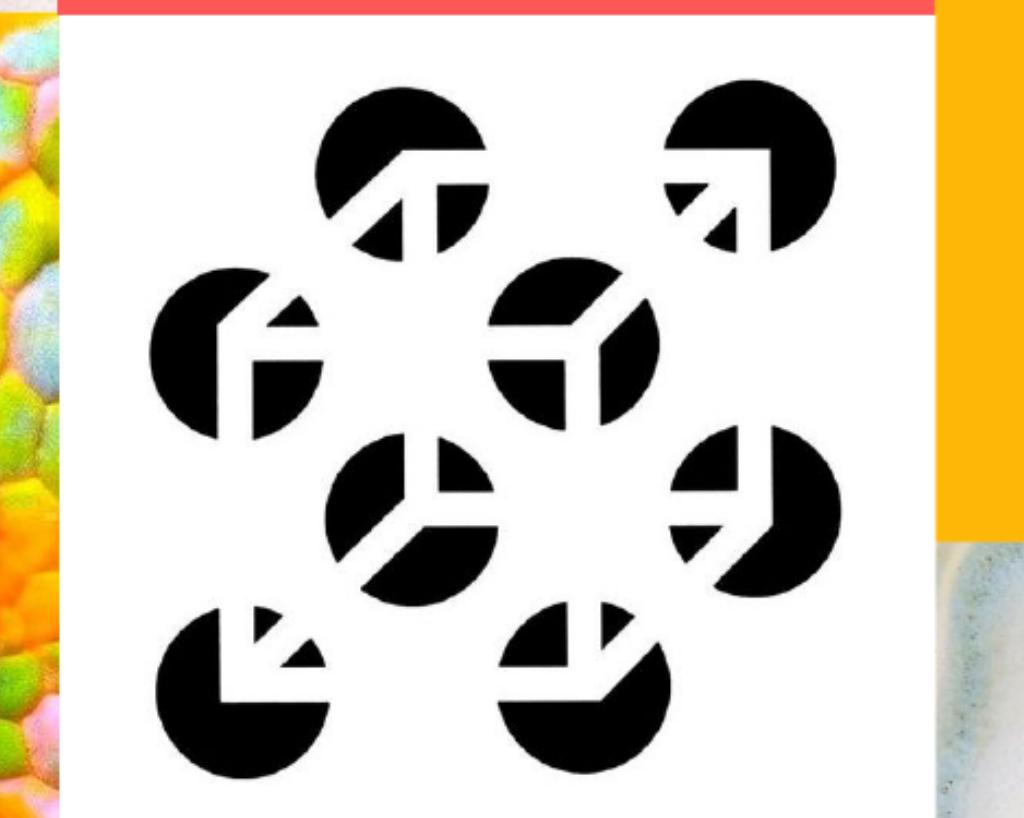
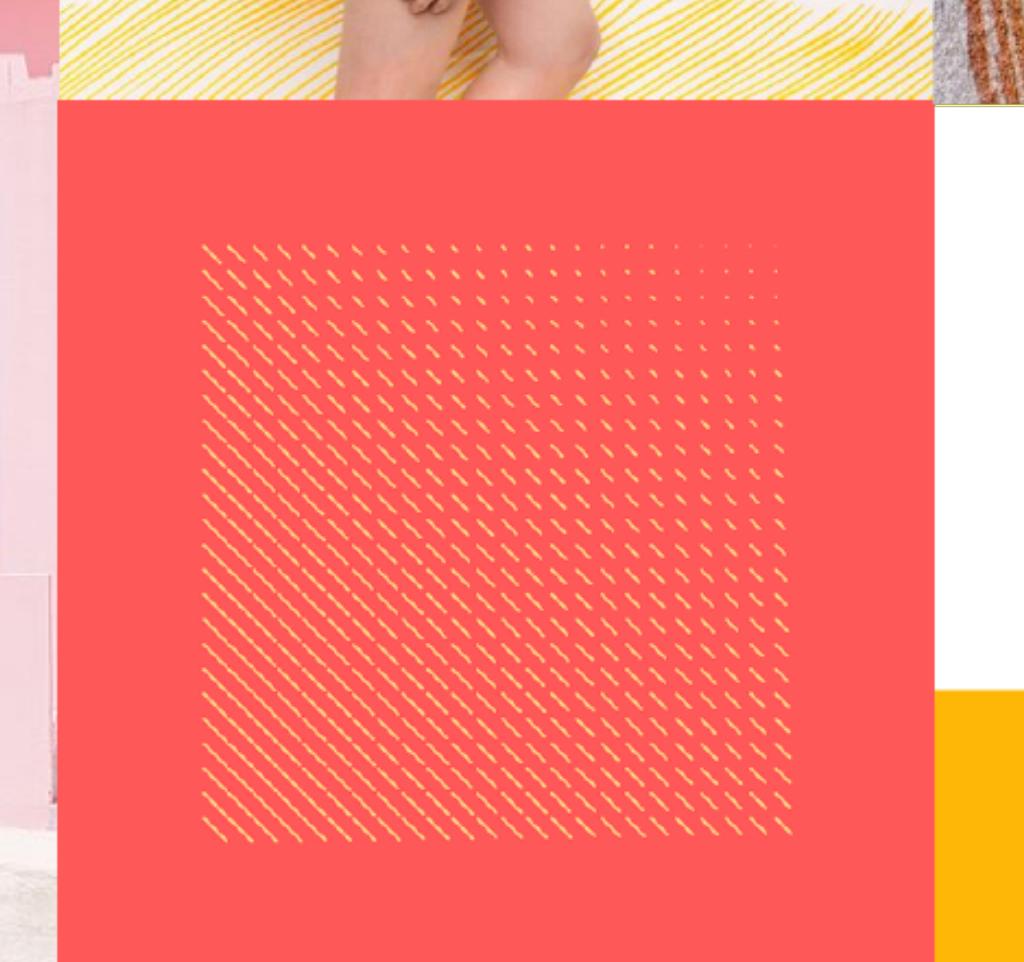
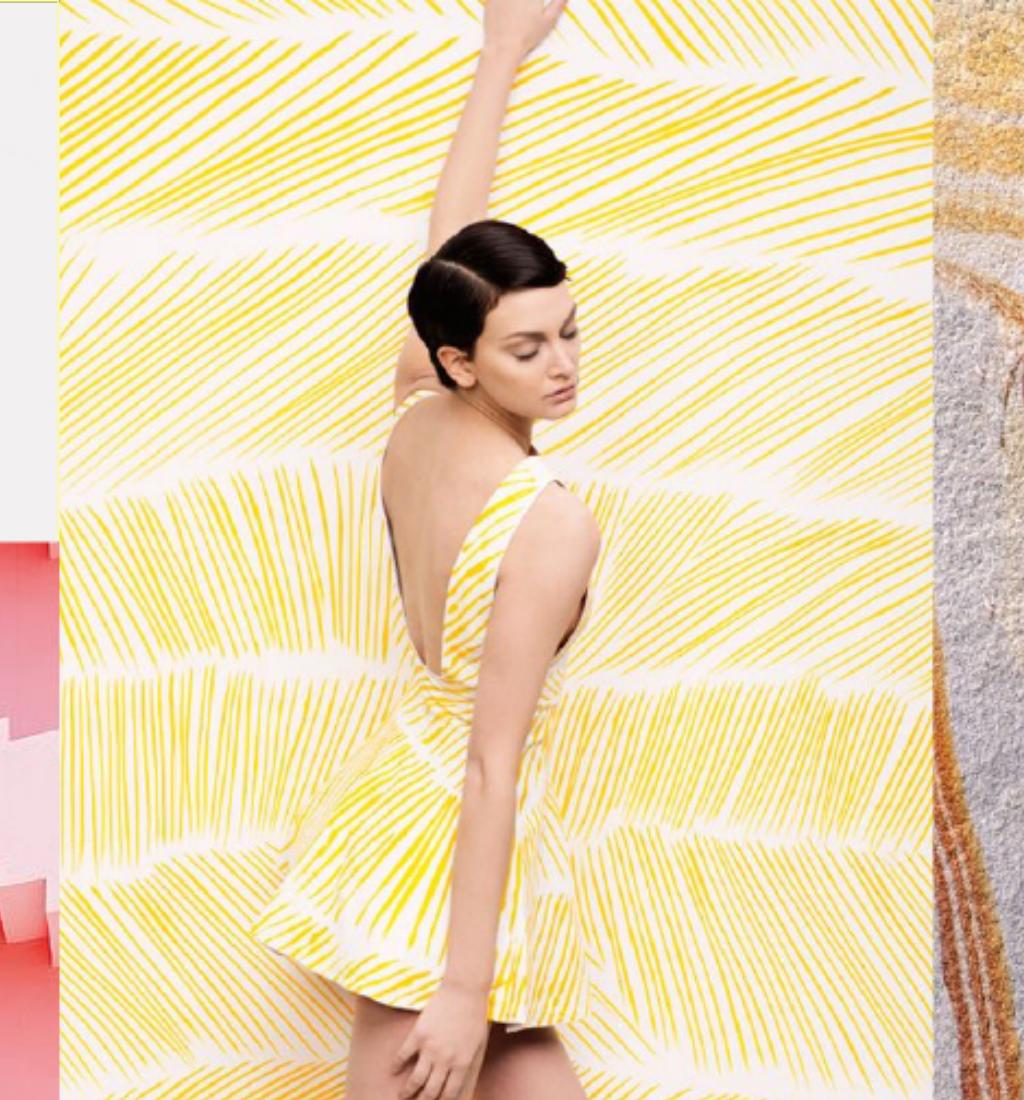
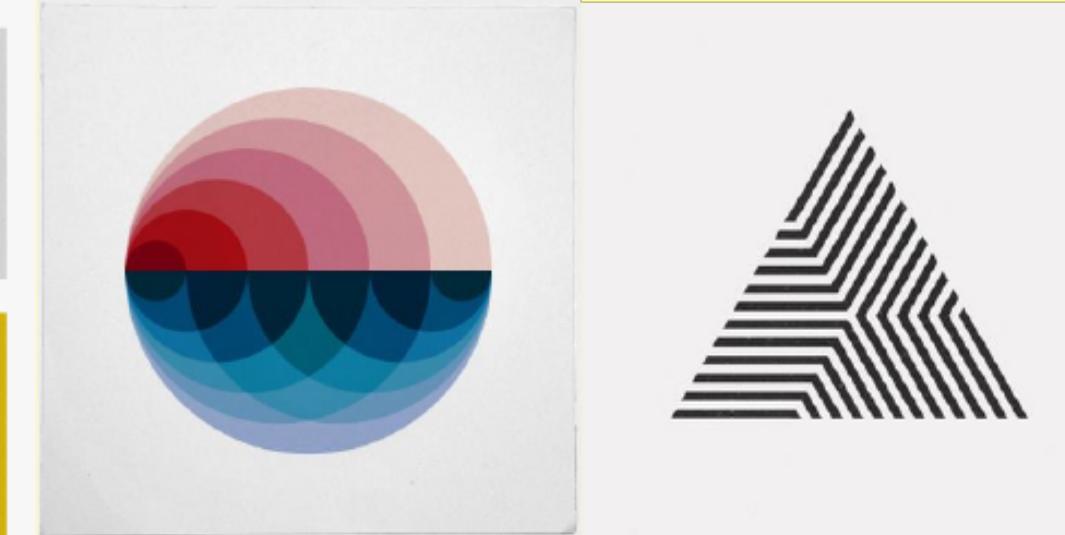
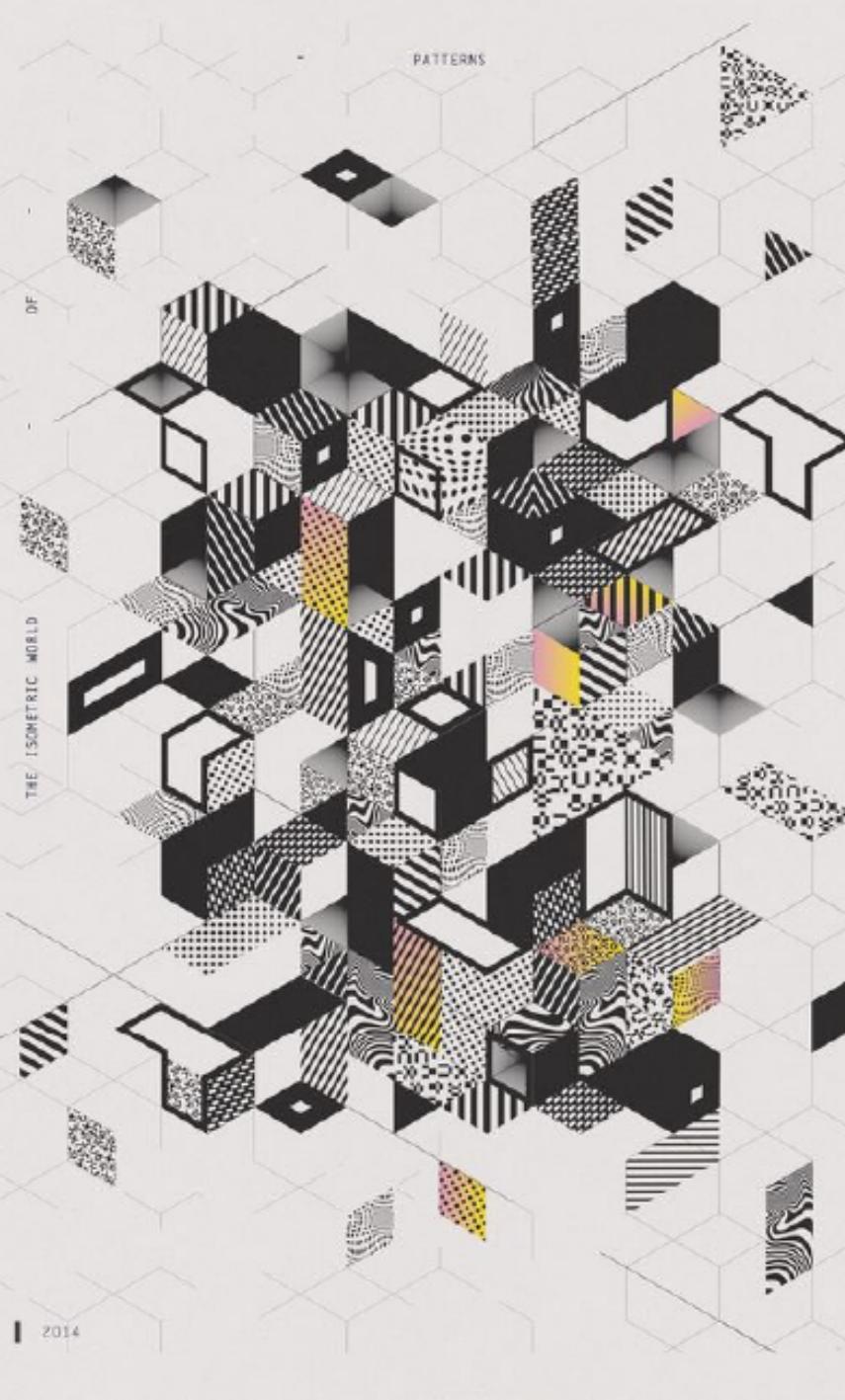
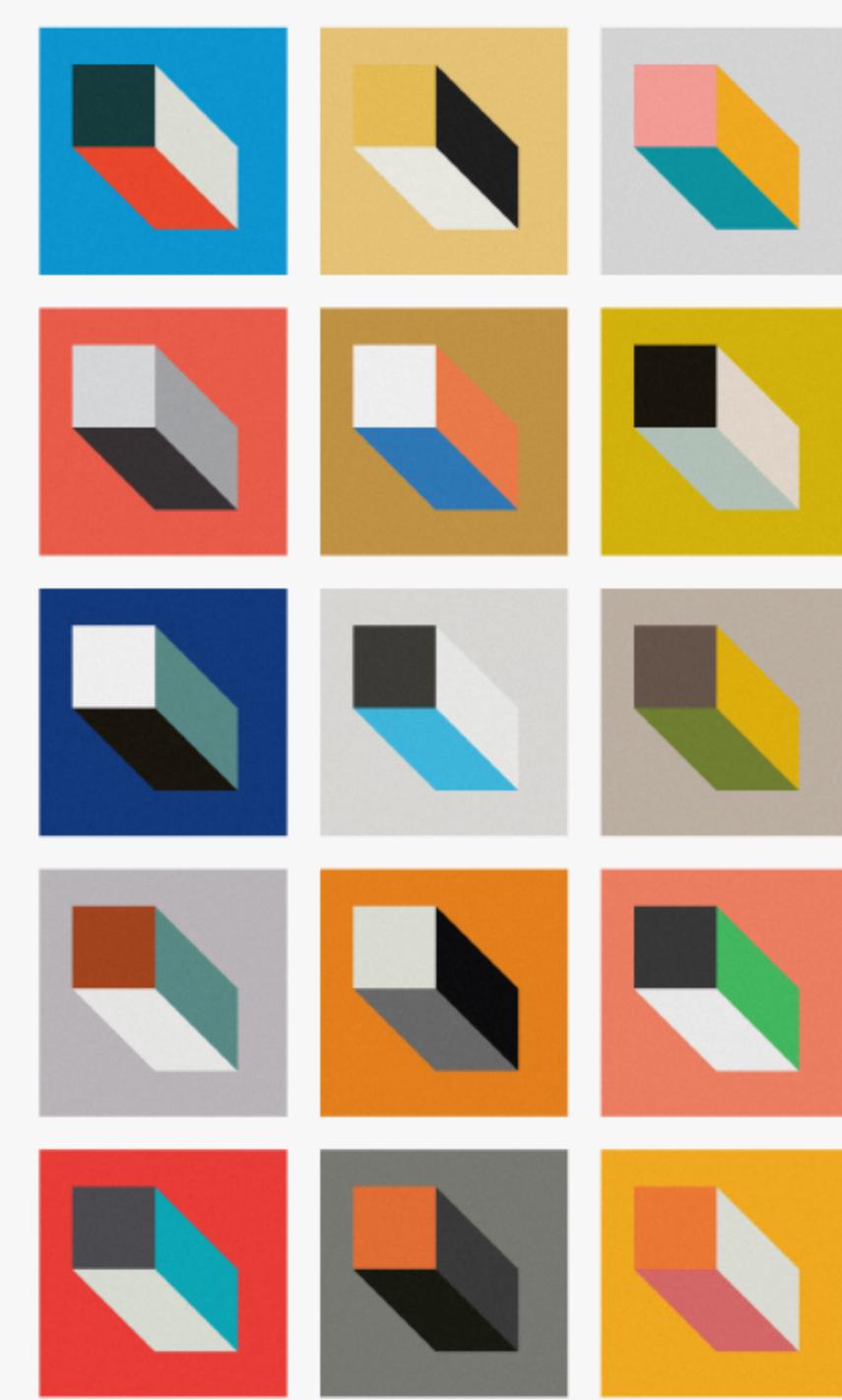


Pick a user ▾

- Annette
- Marco
- Joachim
- Martin

Sign in to your account





Moodboards

- Universo visual
- Estilo, cores, formas
- Tom de voz
- Ritmo
- Conceito



Camaleão

Camaleão

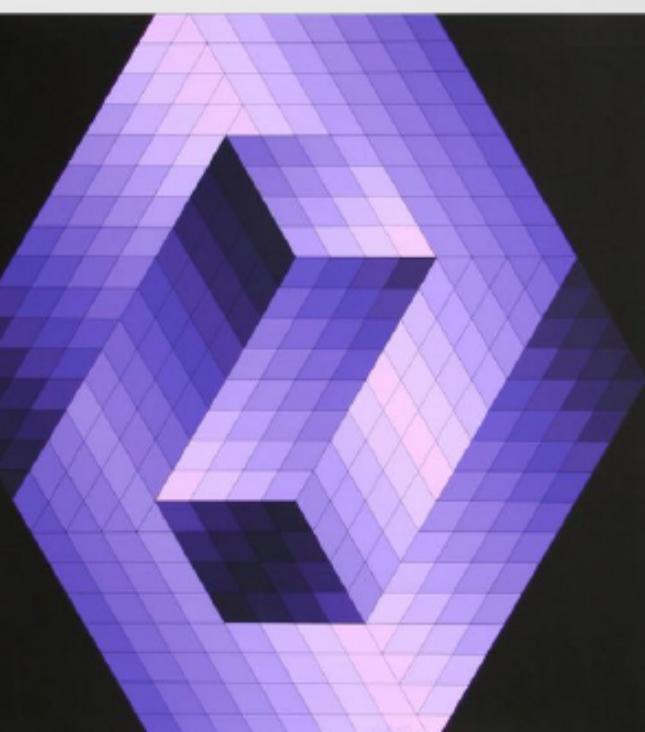
Vou mudar para me tornar o que você
precisa, quando e como você precisa.

Camaleões mudam de cor para se adaptar e se comunicar com outros de sua espécie.

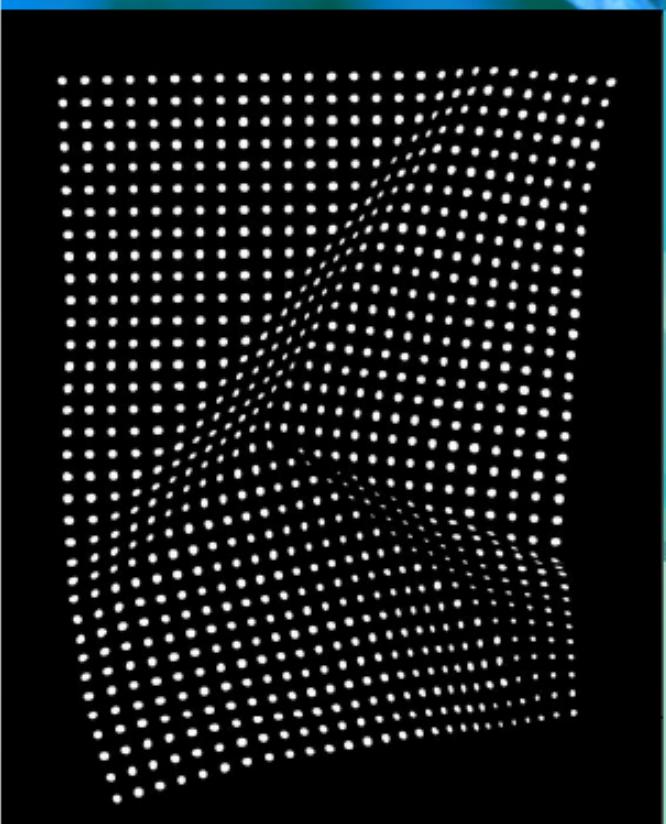
Dinâmico



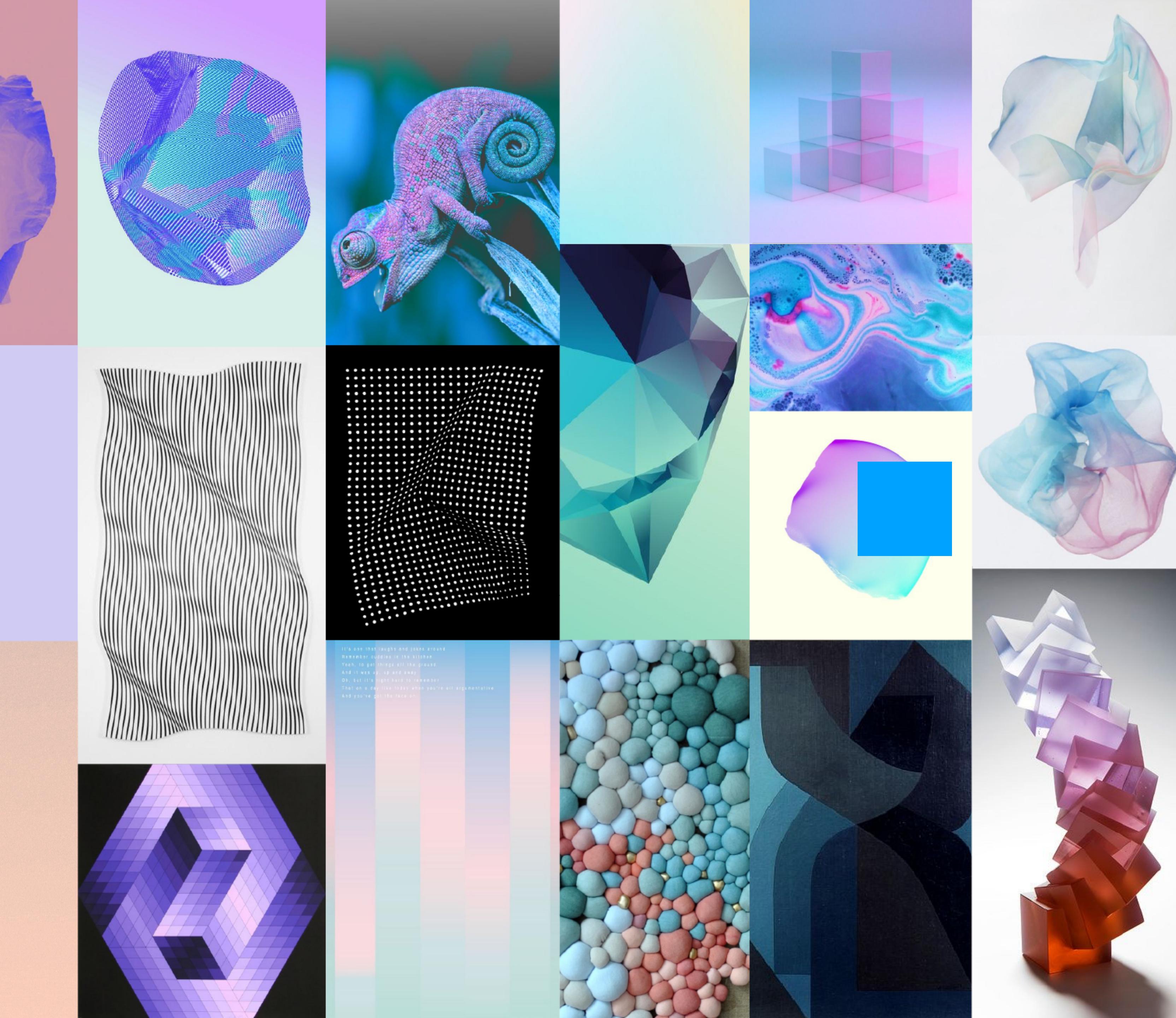
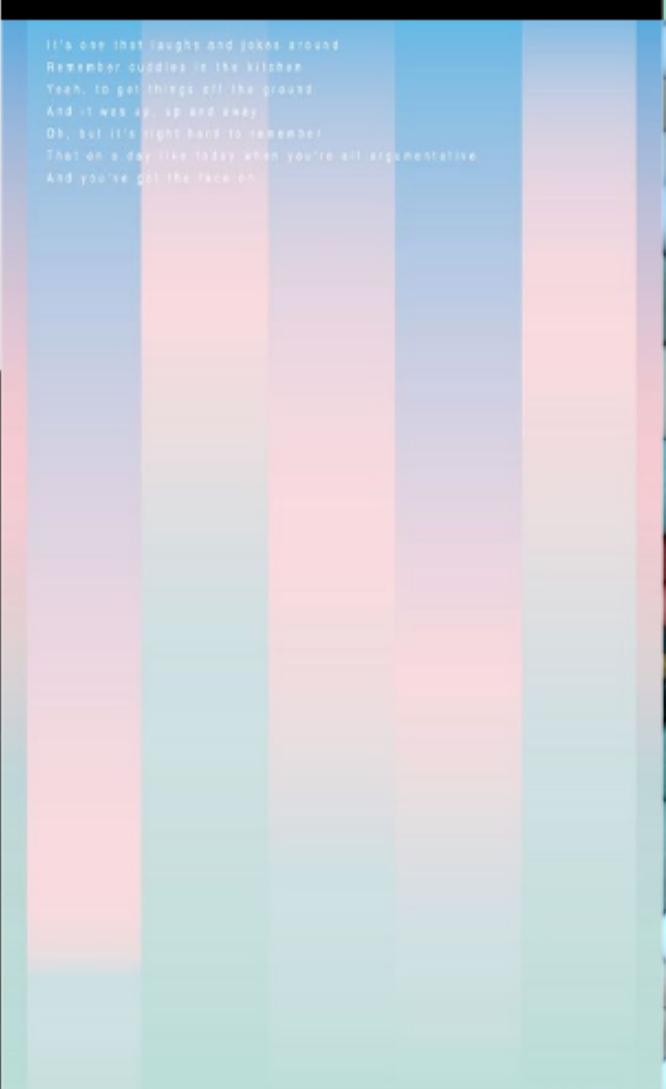
Fluido

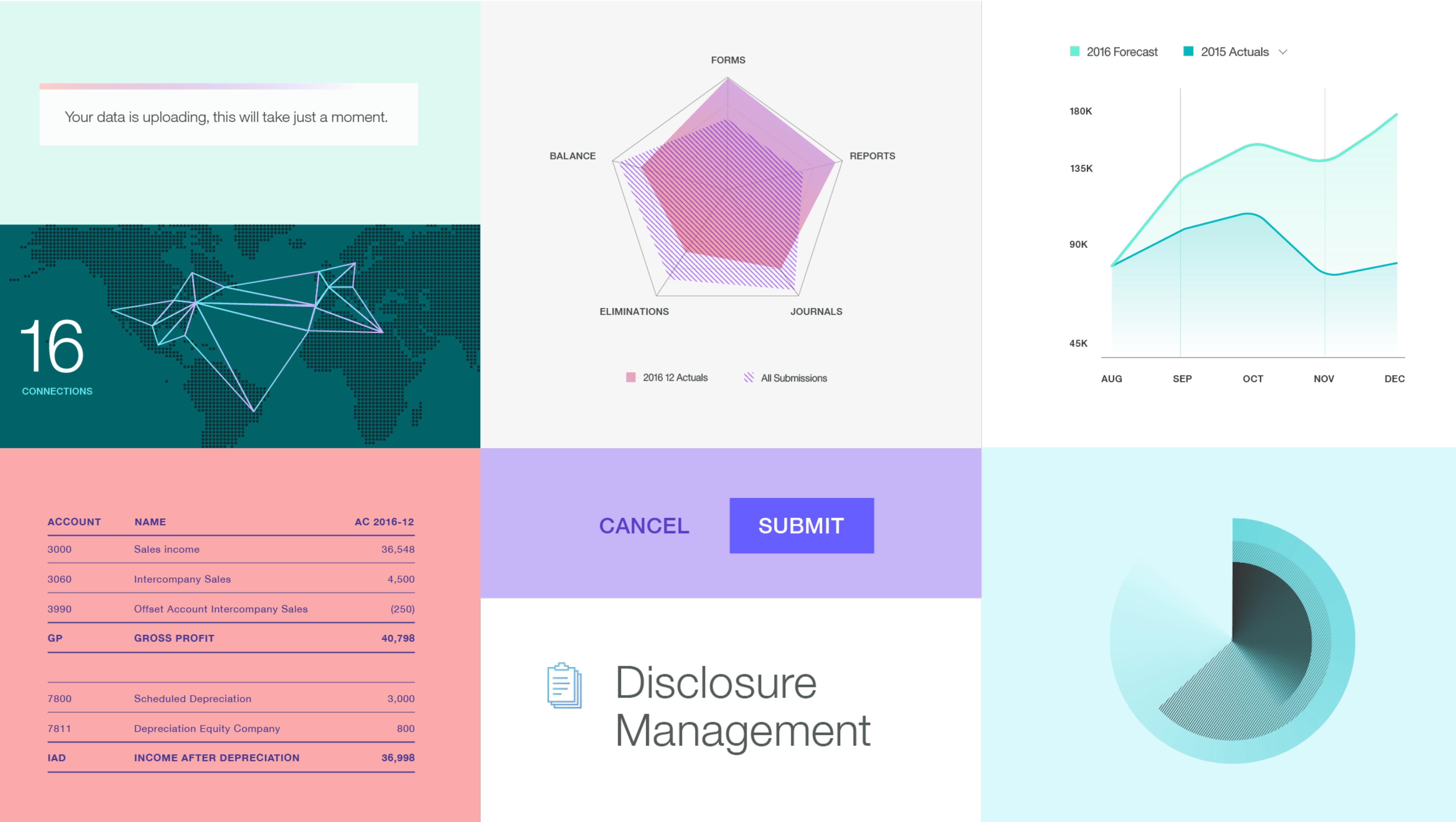


Luminescente



Lapidado







UPDATE

Today, your team has 12 items due.
You need to sign off on 3 items.
And 1 new member has joined the team.

PROJECTS TASKS OVERVIEW

Filter by Most recent

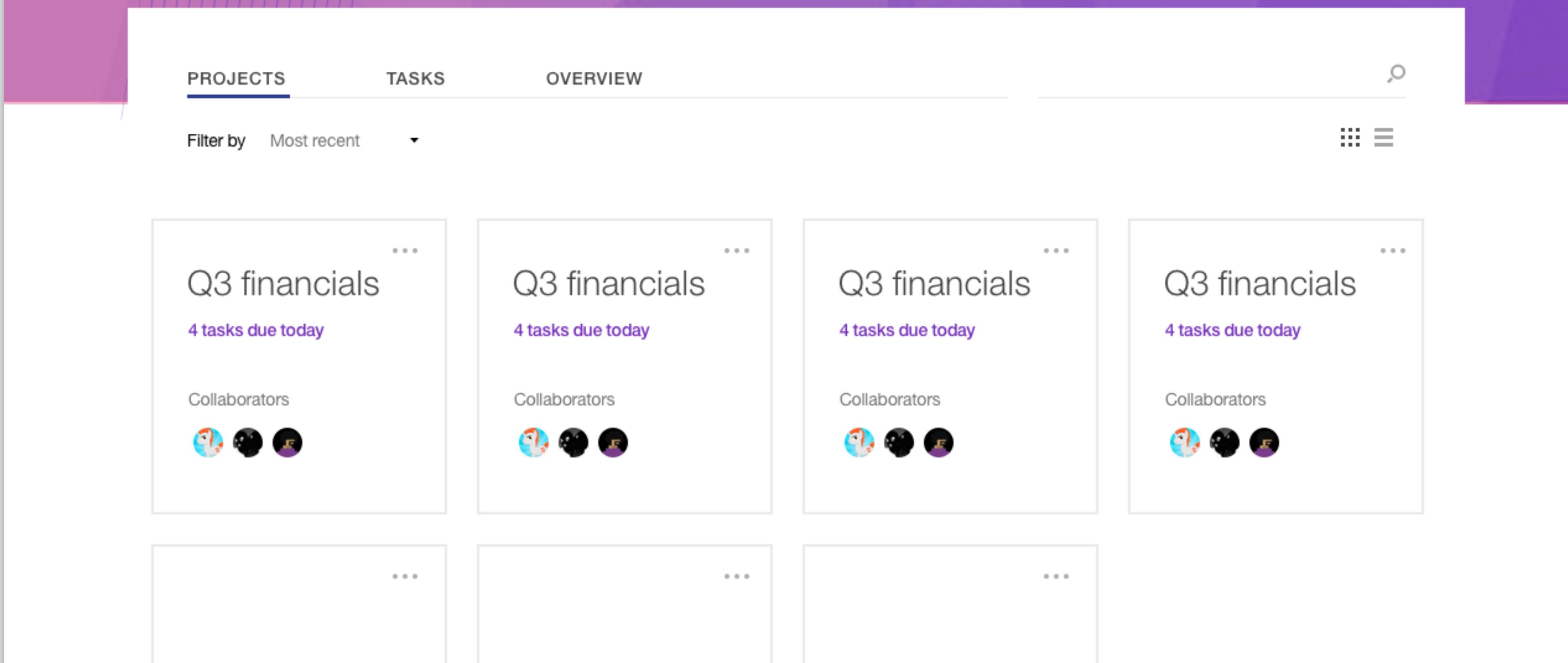
Q3 financials ...
4 tasks due today
Collaborators


Q3 financials ...
4 tasks due today
Collaborators


Q3 financials ...
4 tasks due today
Collaborators


Q3 financials ...
4 tasks due today
Collaborators


...



[Back to Projects](#)

Designer Test Template (MP3)

Owned by Jessica Jones

Modified on Dec 14, 2015



Summary

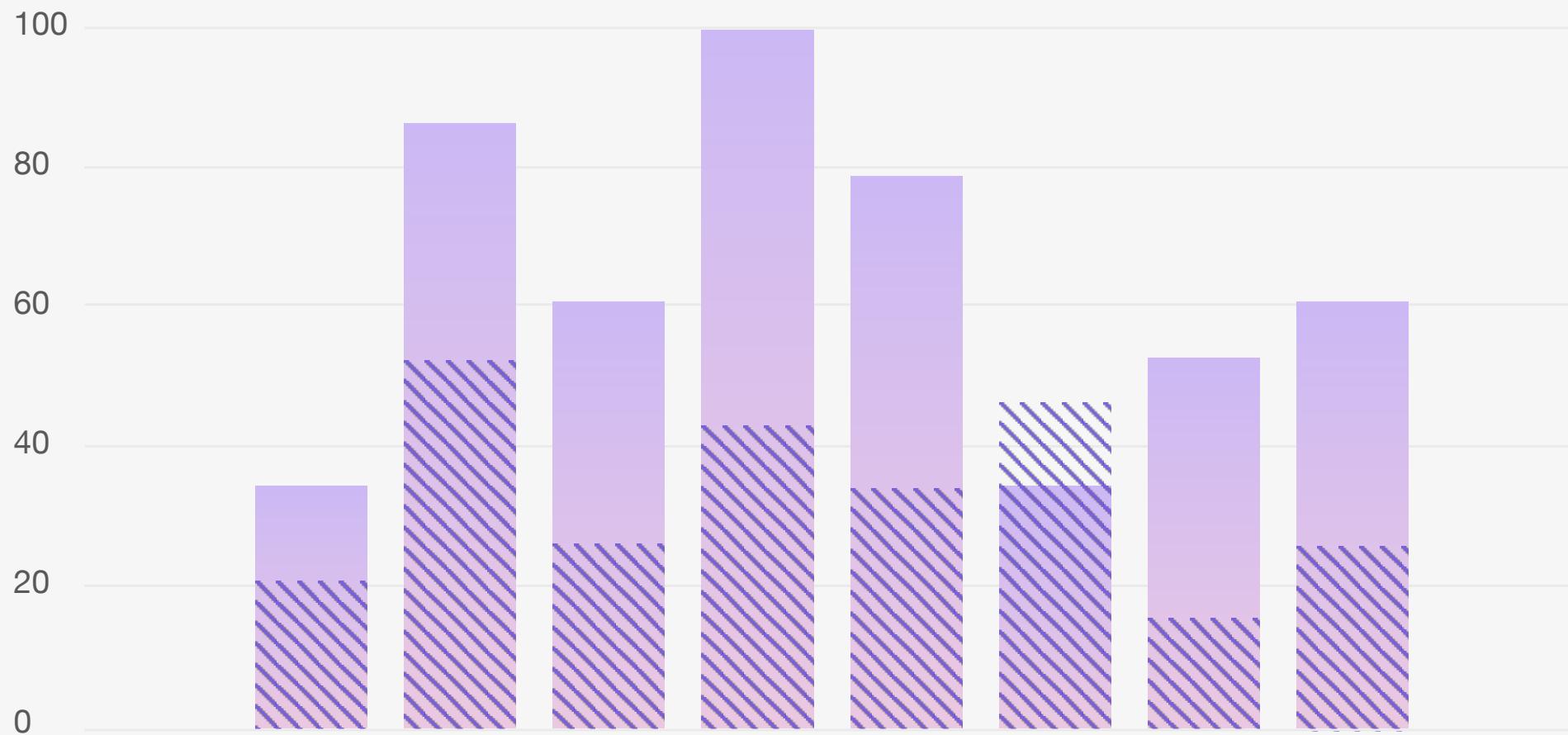
Product Analysis

Individual Product

Plan by Product

Gross Margin by Region

Time 2016 ▾ Products All ▾ Regions All ▾ Version Current ▾ Gross Margins % ▾



#	A	B	C	D	E	F	G	H
1	Account name	2,465	2,465	2,465				
2	Account name	2,465	2,465	2,465				
3	Account name	2,465	2,465	2,465				
4	Account name	2,465	2,465	2,465				
5	Account name	2,465	2,465	2,465				
6	Account name	2,465	2,465	2,465				
7	Account name	2,465	2,465	2,465				
8	Account name	2,465	2,465	2,465				

Q3 financials

4 tasks due today



COMMENTS

TIMELINE



Upcoming Training

Andrew Wilson

Hi Team, I'd like to suggest we postpone sales training until next quarter to help cut costs.

#2017plan #tooexpensive

18 seconds ago

Reply

View comments

12



Upcoming Training

Andrew Wilson

Hi Team, I'd like to suggest we postpone sales training until next quarter to help cut costs.

#2017plan #tooexpensive

18 seconds ago

Reply

View comments

12



Upcoming Training

Andrew Wilson

Hi Team, I'd like to suggest we postpone sales training until next quarter to help cut costs.

#2017plan #tooexpensive

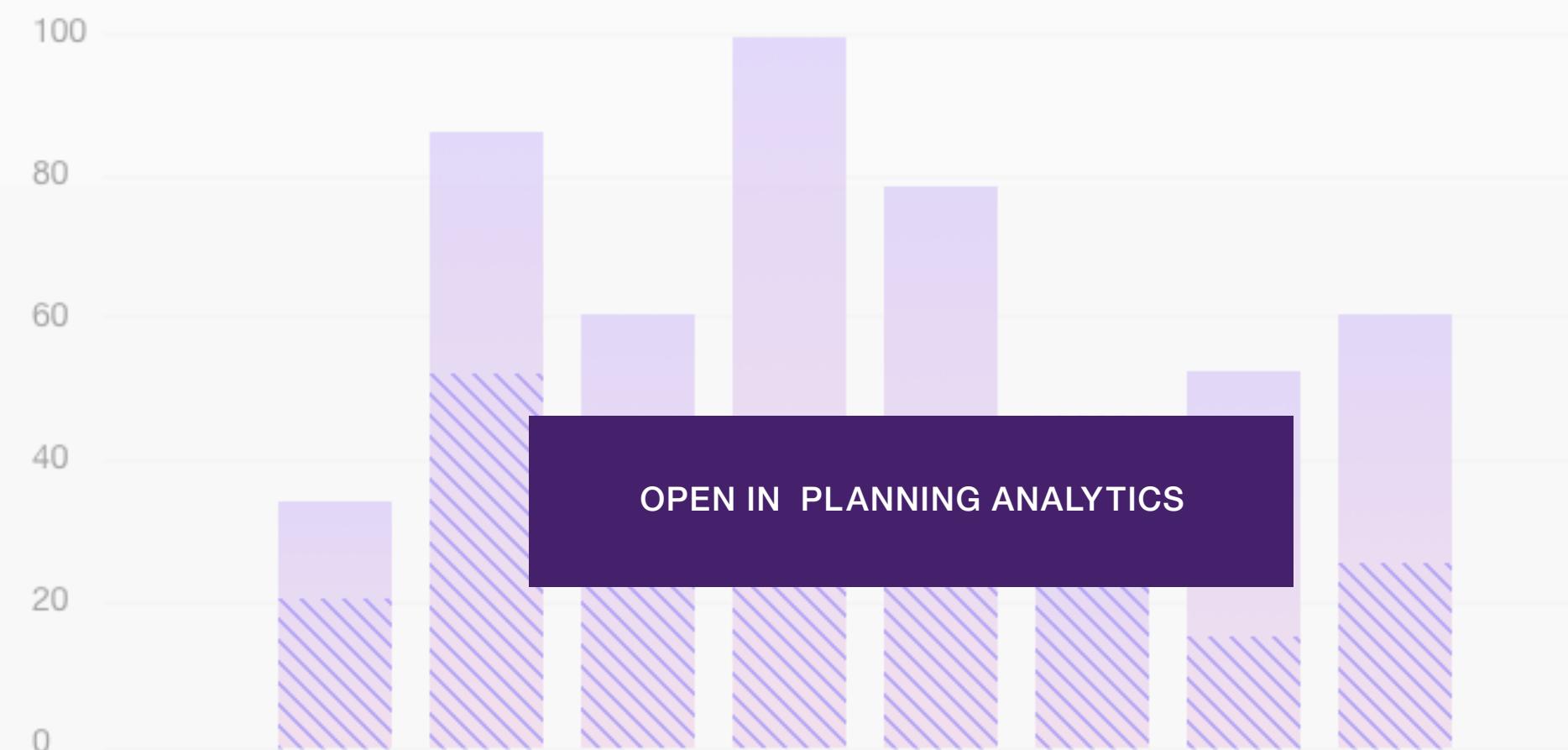
18 seconds ago

Write a comment



Gross Margin by Region

Time 2016 ▾ Products All ▾ Regions All ▾ Version Current ▾ Gross Margins % ▾



	A	B	C	D	E	F	G
1	Account name	2,465	2,465	2,465			
2	Account name	2,465	2,465	2,465			
3	Account name	2,465	2,465	2,465			
4	Account name	2,465	2,465	2,465			
5	Account name	2,465	2,465	2,465			
6	Account name	2,465	2,465	2,465			
7	Account name	2,465	2,465	2,465			
8	Account name	2,465	2,465	2,465			

Projects

ALL PROJECTS

INDIVIDUAL

SHARED

ARCHIVED

+ NEW PROJECT

Search



• Modeler ...

NEW

Designer Test Template (MP3)

Owned by Jessica Jones
Modified on Dec 14, 2015

• Owner ...

NEW

Profitability Analysis

Owned by me
Modified on Dec 14, 2015

• Contributor ...

Profitability Analysis

Owned by Bob Ross
Modified on Dec 14, 2015

• Viewer ...

Quota management

Owned by Jessica Jones
Modified on Dec 14, 2015

• Viewer ...

ARCHIVED

Predictive modeling for net sales

Owned by Glen Gerry
Modified on Dec 14, 2015

• Owner ...

Testing on fiscal income for products

Owned by me
Modified on Dec 14, 2015

• Viewer ...

ARCHIVED

Predictive modeling for net sales



Populate

ALL REPORTED MISSING +

Search

BS - Balance Sheet

Reported

Updated 3/7/2017 by Administrator

R - Profit and Loss Statement

Reported

Updated 3/7/2017 by Administrator

S300 - Equity Specifications

Missing

Updated 3/7/2017 by Administrator

S380 - Goodwill

Not Applicable

Updated 3/7/2017 by Administrator

R - Profit and Loss Statement

Reported

Updated 3/7/2017 by Administrator

S300 - Equity Specifications

Missing

Updated 3/7/2017 by Administrator

S380 - Goodwill

Not Applicable

R - Profit and Loss Statement

Account	Name	AC 2015-12
3000	Sales income	
3060	Intercompany sales	
3990	Offset account intercompany sales	
7800	Operating Expenses	
GP	INCOME BEFORE DEPRECIATION	0
7800	Scheduled depreciation	
7811	Depreciation equity companies	
8010	Income Part Associates	
IAD	INCOME AFTER DEPRECIATION	0
8010	Dividends Group	
8025	Dividends from shares in joint ventures	
8290	Offset Accounts intercompany interests	
8010	Dividends Group	
8025	Dividends from shares in joint ventures	
8290	Offset Accounts intercompany interests	

Ferramentas

- Pinterest
- Canva
- Invision Boards
- Figma
- Miro / Mural

Pinterest

- Orgânico
- Diverso
- Adaptável
- Plural
- Maleável

Página inicial • Hoje Seguindo Pesquisar Todos os Pins ▾

The screenshot shows a grid of Pinterest pins. The pins include:

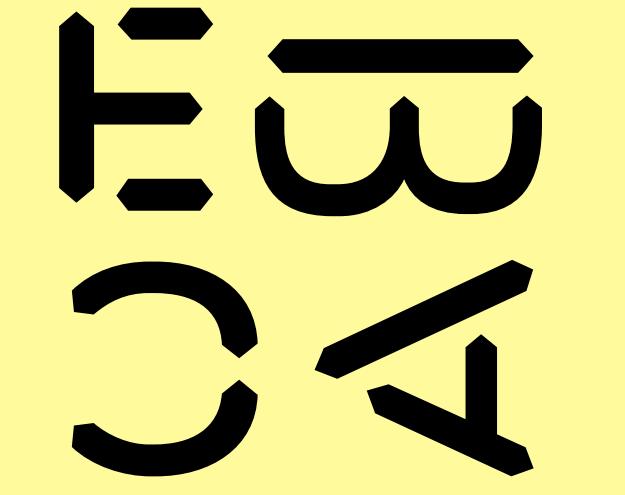
- A pin titled "Blue Beauty – Wonderful Artworks By Marie-Florentine..." featuring abstract blue and white patterns.
- A pin titled "Resort 2015 · Miss Moss" showing four models wearing colorful, geometrically patterned dresses.
- A pin titled "Cartazes para Fito Paez no Brasil" showing a graphic poster for Fito Paez in Brazil.
- A pin titled "RhythmOne" showing a person in a colorful outfit.
- A pin titled "Acoustafoam. Supplier of..." showing a stack of colorful acoustic foam panels.
- A pin titled "selman hoşgor" showing a person in a colorful outfit.
- A pin titled "FABRICS - cloud9" showing a colorful abstract fabric design.
- A pin titled "even on a Budget" showing a colorful abstract pattern.
- A pin titled "Mirella Bee Pattern Pollinating Visionist and Designer" showing abstract patterns.
- A pin titled "P&P SCHOLARSHIP - winners" showing a colorful abstract pattern.
- A pin titled "THE ART DRESS" showing a model in a colorful dress.
- A pin titled "Rhythmic" showing a colorful abstract pattern.
- A pin titled "even on a Budget" showing a colorful abstract pattern.

Processo

- Moodboard inspiracional
- Referências e explorações gráficas
- Aplicação ao layout (wireframes)

Recapitulando

- Associar forma, função e estética para conectar profundamente com as pessoas
- Importância da história da arte na parte conceitual do trabalho de design
- Design é conceito
- Referências e repertório
- Moodboards para estabelecer um direcionamento estético
- Ferramentas



escola
britânica
de artes
criativas