



AULA 3

BRANDING & IDENTIDADE VISUAL

MÓDULO 5



// criação identidade visual

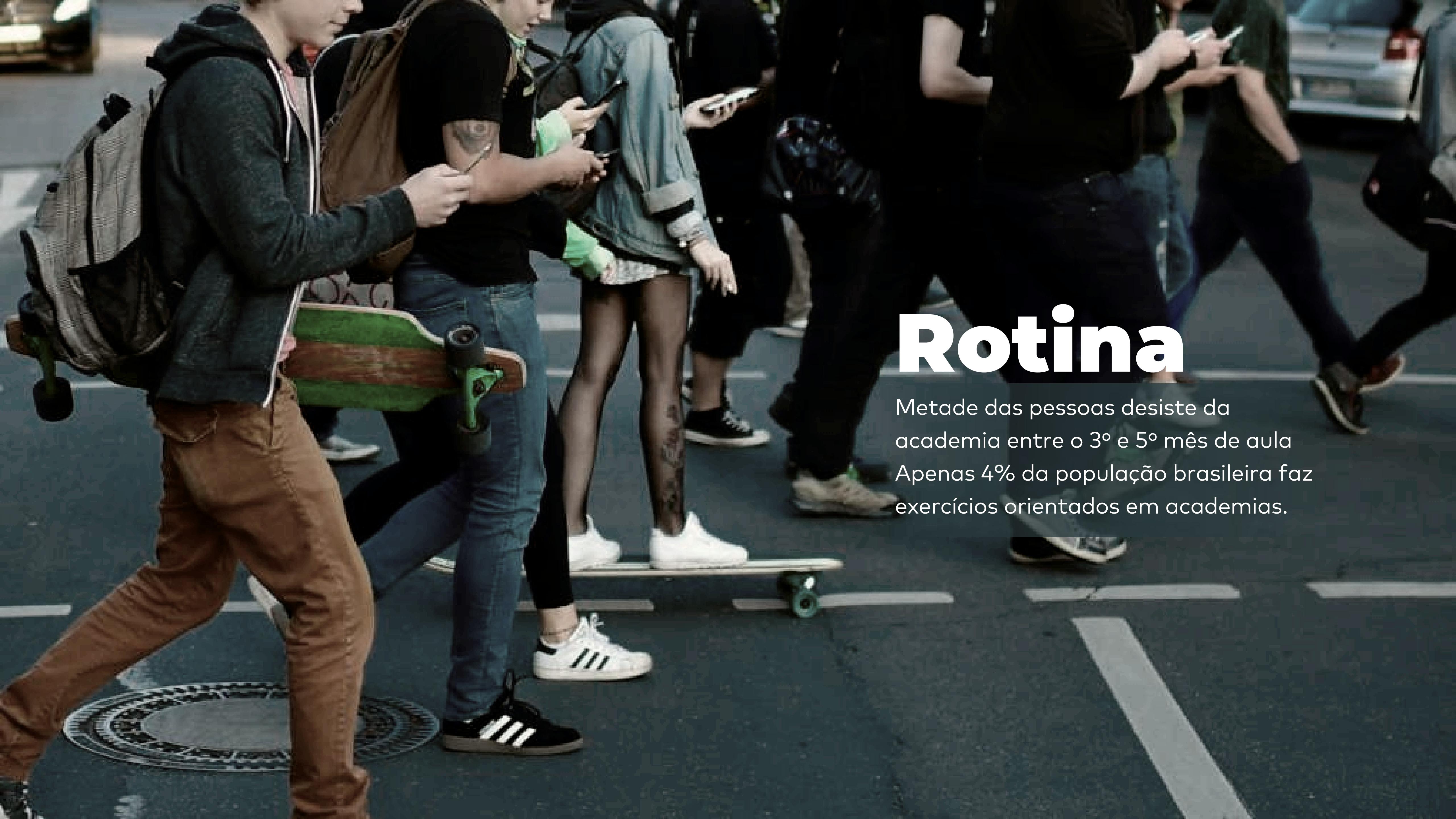
Aplicativo Hunter Fit

DEZEMBRO / 2017



Quer treinar? Dê um Hunter!

// **Hunter Fit** tem como objetivo conectar pessoas que querem mas não conseguem treinar a instrutores através de um aplicativo, que impulsiona essa experiência em melhorar seu estilo de vida, com aulas individuais ou em grupos, de maneira fácil e prática.



Rotina

Metade das pessoas desiste da academia entre o 3º e 5º mês de aula
Apenas 4% da população brasileira faz exercícios orientados em academias.



Para 62% dos millenials
e 61% da geração x,
o que se come influencia
no que somos.

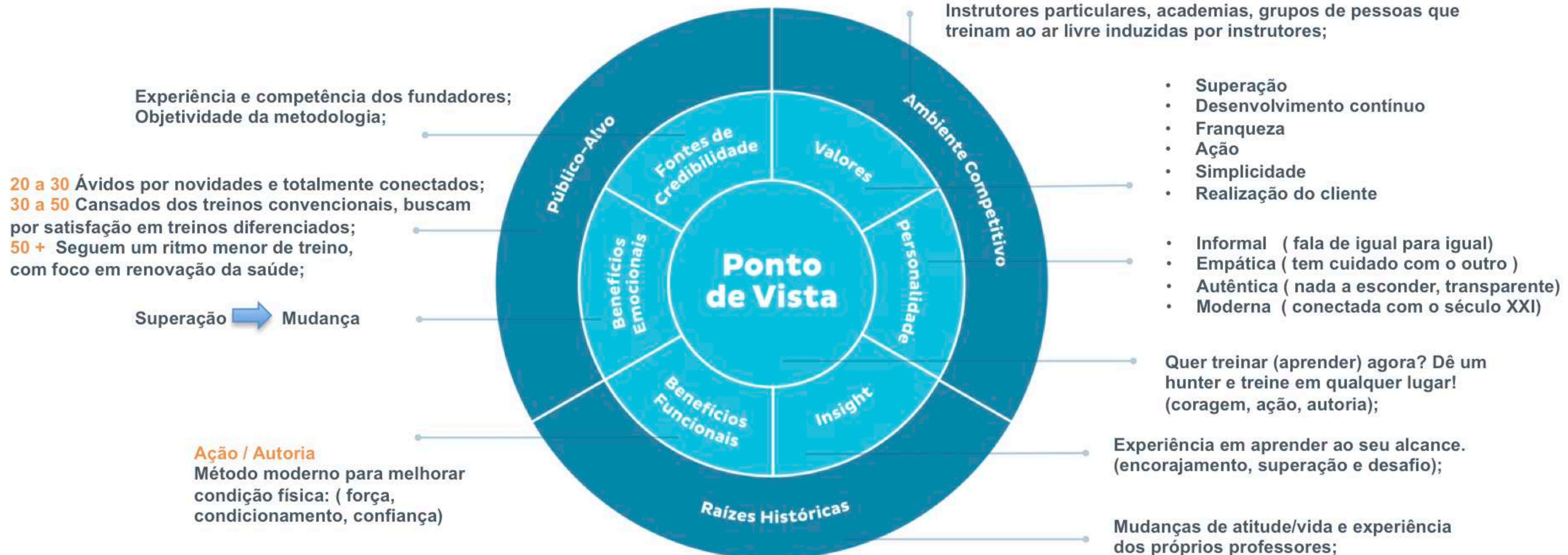
Saudabilidade

66% dos homens e 65%
das mulheres acham
que é importante
manter a forma física.

Gameficação

Entre os aplicativos com mais de 10 milhões de downloads, 40% são games.

HUNTER•FIT
encontre seu atleta aqui



PONTO DE VISTA

uma claridade de propósito que une, inspira e catalisa o poder e o potencial

- Elementos comunicáveis
- Elementos estratégicos

_insights principais

**Para quem
faz sentido?**

Transparência

Ser pioneiro

Funcional

Moderno

Necessário

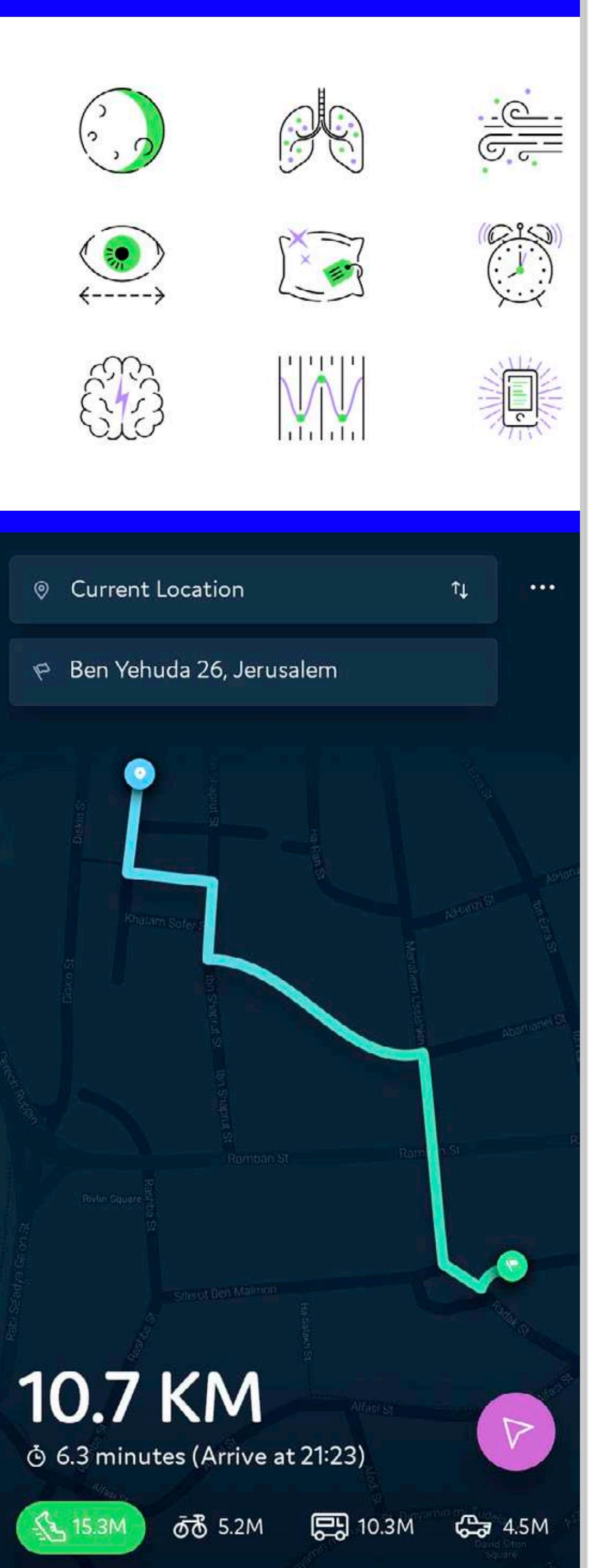
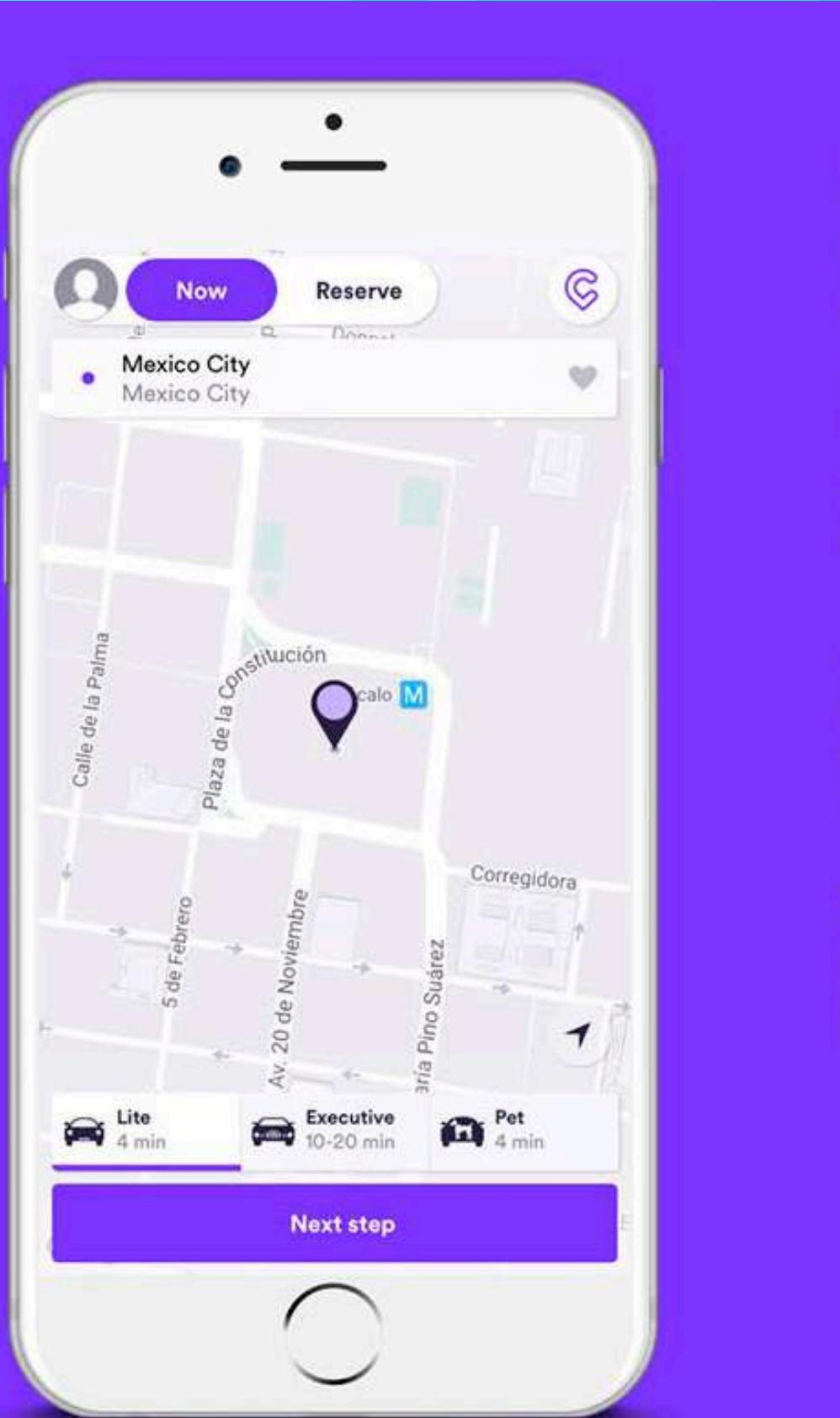
proposta de valor

Hunter Fit surgiu para suprir a necessidade do público que não frequenta academia ou não é um frequentador assíduo por conta de falta de tempo, ou possui interesse em conhecer e aprender modalidade de luta, através de uma maneira mais informal, com uma atenção mais especial no local de sua preferência.

Para o instrutor é a experiência de encontrar essas pessoas e preencher as lacunas de sua agenda pessoal com aulas particulares, aumentando sua renda com o aplicativo.



Referências estéticas

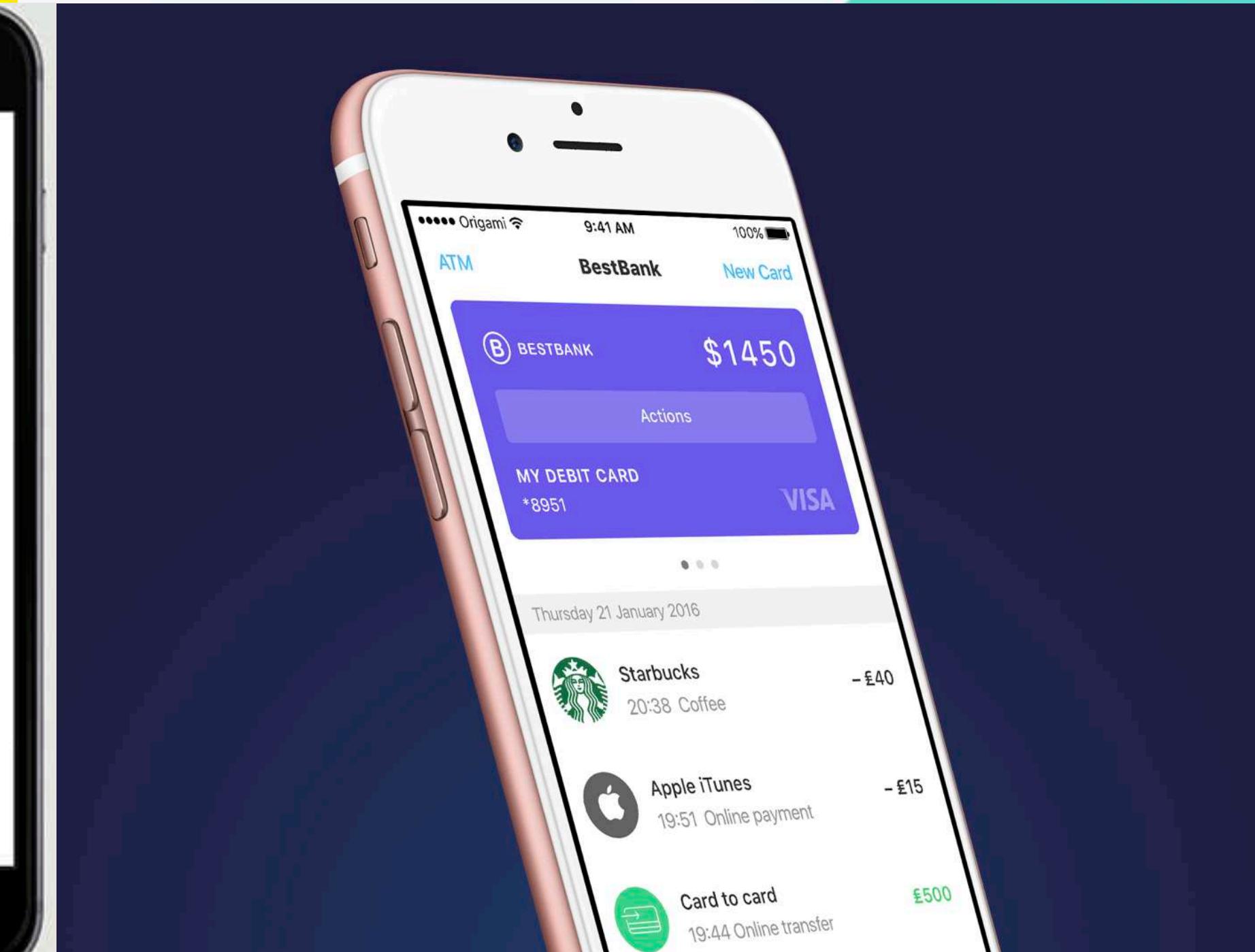
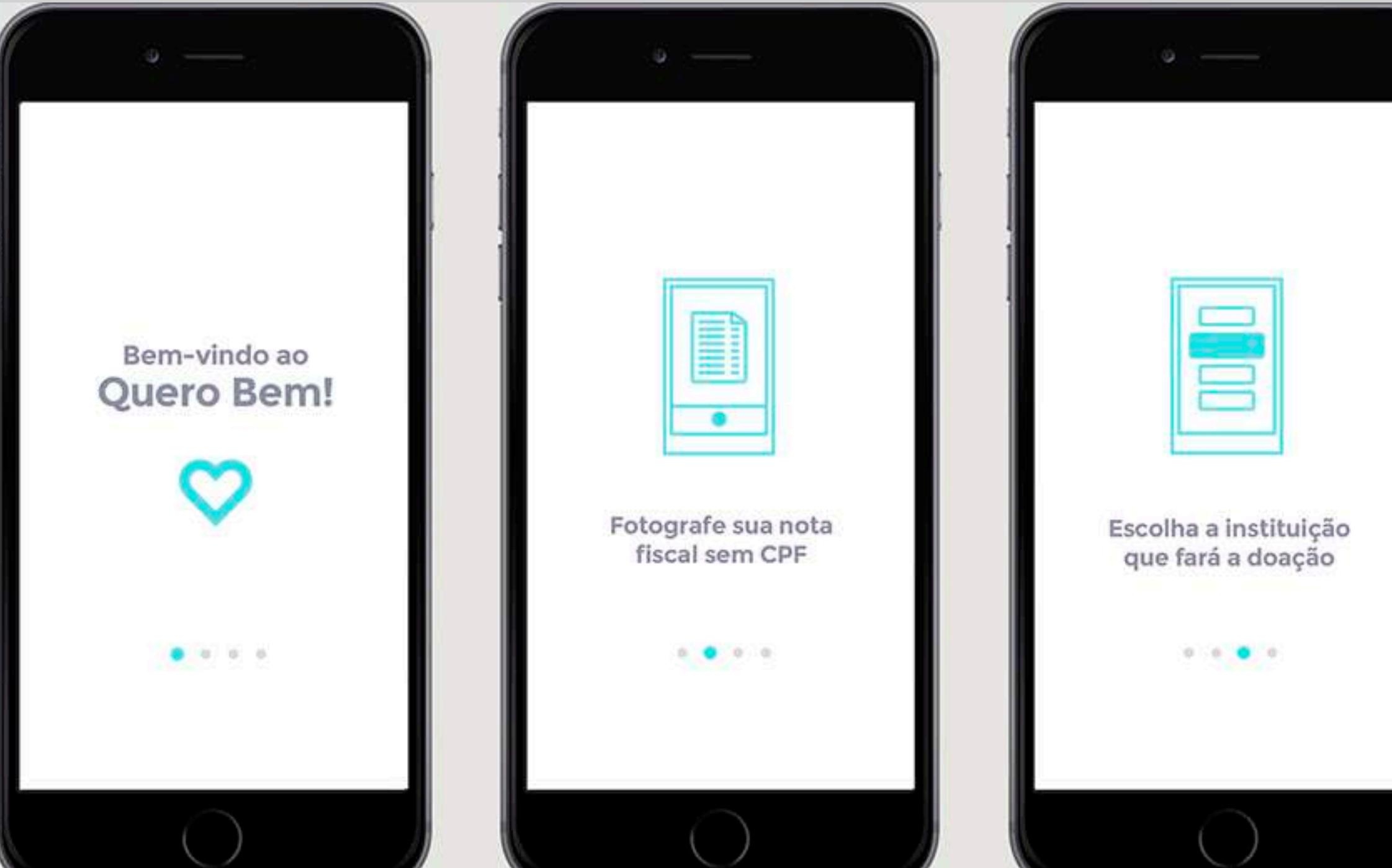
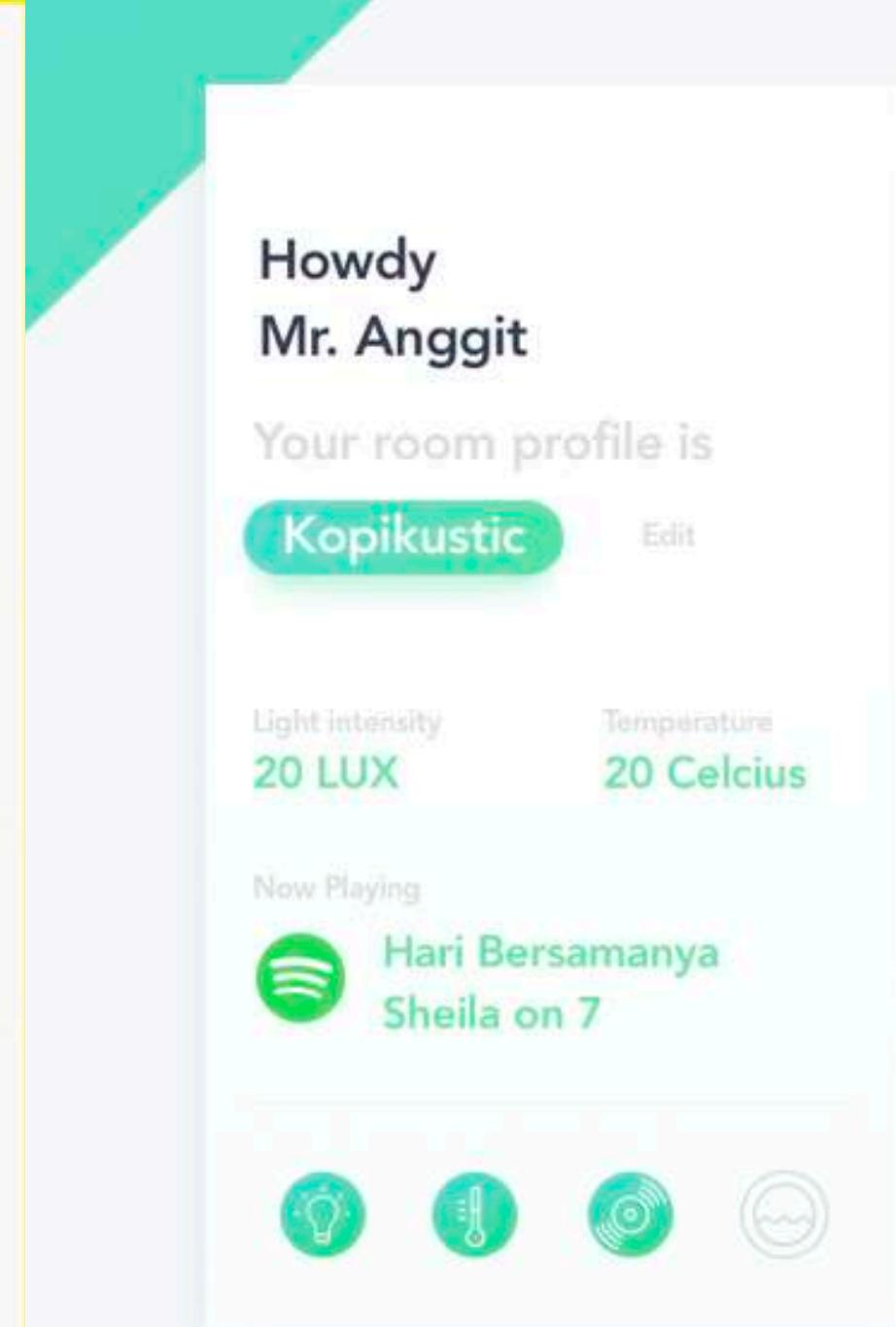
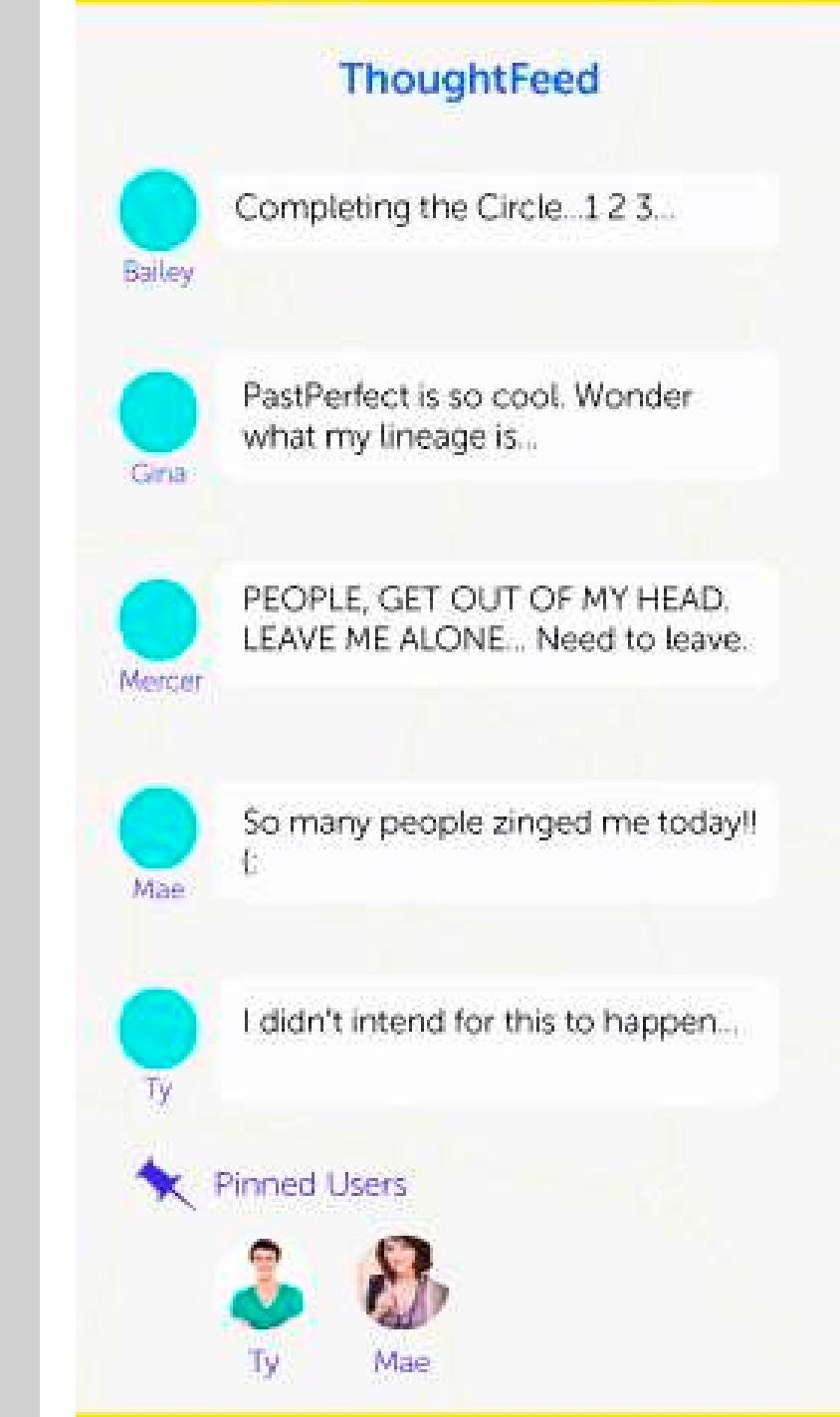
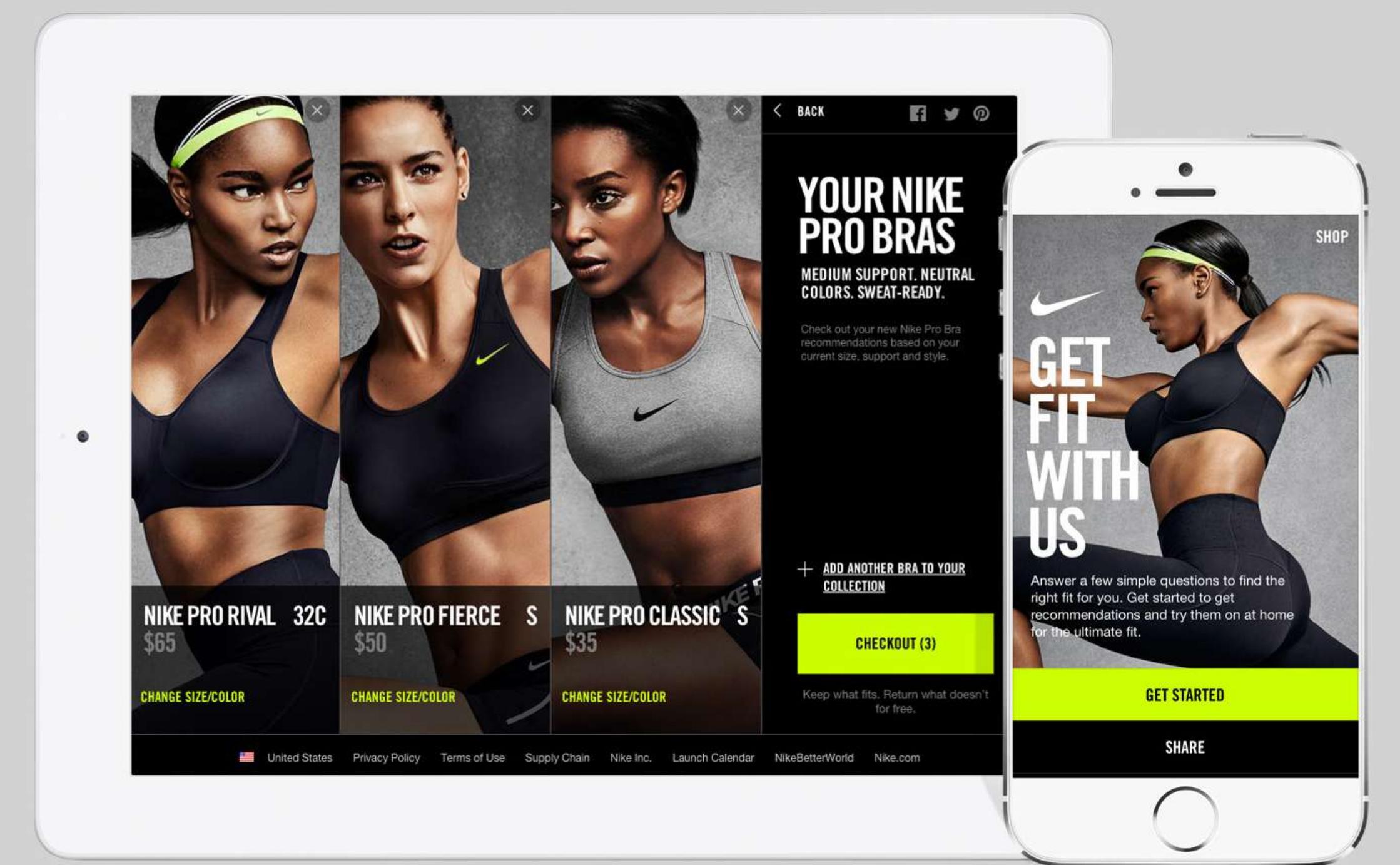




Referências de interface

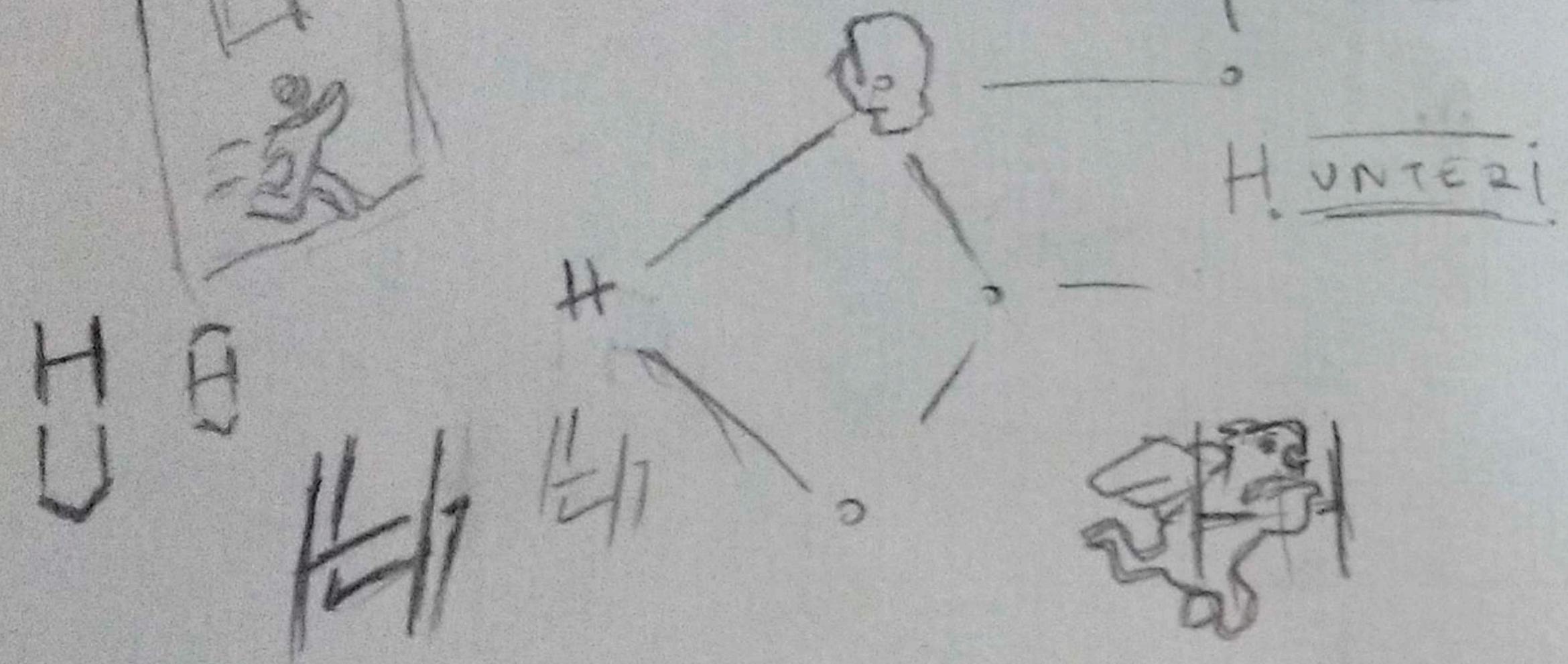
The image displays four screenshots of mobile applications arranged in a grid. Each screenshot includes a small icon at the top representing the app.

- Instagram (Top Left):** Shows a post by user "mikedekkercom" featuring a photograph of waves. The post has 57 views. The interface includes a camera icon, a search icon, and a profile icon at the bottom.
- Airbnb (Top Middle):** Shows the search interface with the placeholder "Where to?". Below it, "Nearby" sections are listed for "east village" (1 guest), "Hamilton" (1 guest), and "New York" (1 guest). The bottom navigation bar includes a search icon, a message icon, a cart icon, and a profile icon.
- Apple Music (Top Right):** Shows the "For You" feed for Wednesday, June 15. It features "Recently Played" tracks by Elton John and Taylor Swift, and "Wednesday's Playlists" titled "The sound of right now". The bottom navigation bar includes a library icon, a heart icon, a browse icon, a radio icon, and a search icon.
- The Ringer (Bottom Right):** Shows a news article titled "The Ringer in The Ringer" by "The Ringer" (June 4, 9 min read). The article features a black and white photo of Muhammad Ali in a boxing ring. The bottom navigation bar includes a home icon, a search icon, a list icon, a bell icon, and a profile icon.



_direcionais de criação

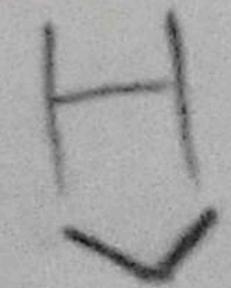
- **Marca precisa ser dinâmica e responsiva**
- **Relação mais próxima entre aluno e professor**
- **Conexões improváveis**
- **Start-up contemporânea, se identifica com Uber, Netflix e Nubank.**



CAÇA - PERSEGUICÃO DE UM ANIMAL A OUTRO

HUNTING & POACHING

01 | ROXO + VERDE
Foto PB RECORTADA



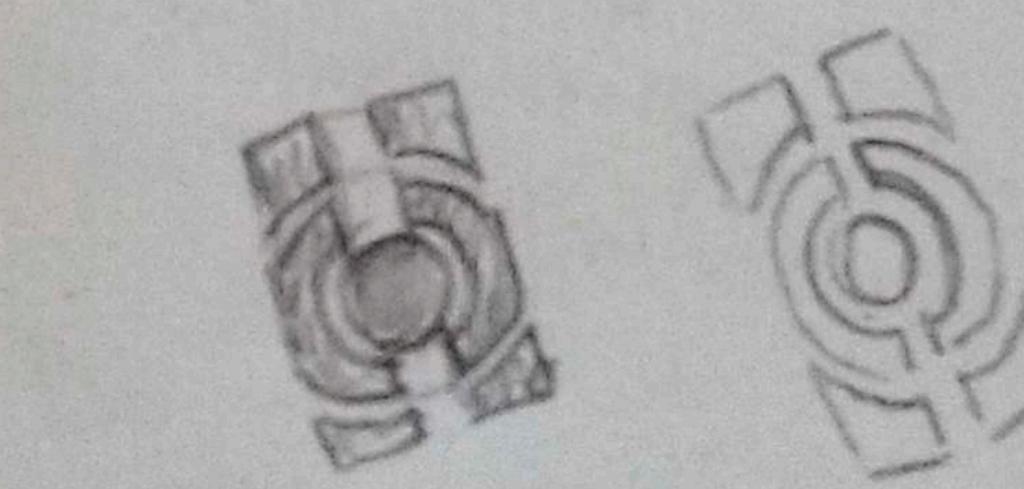
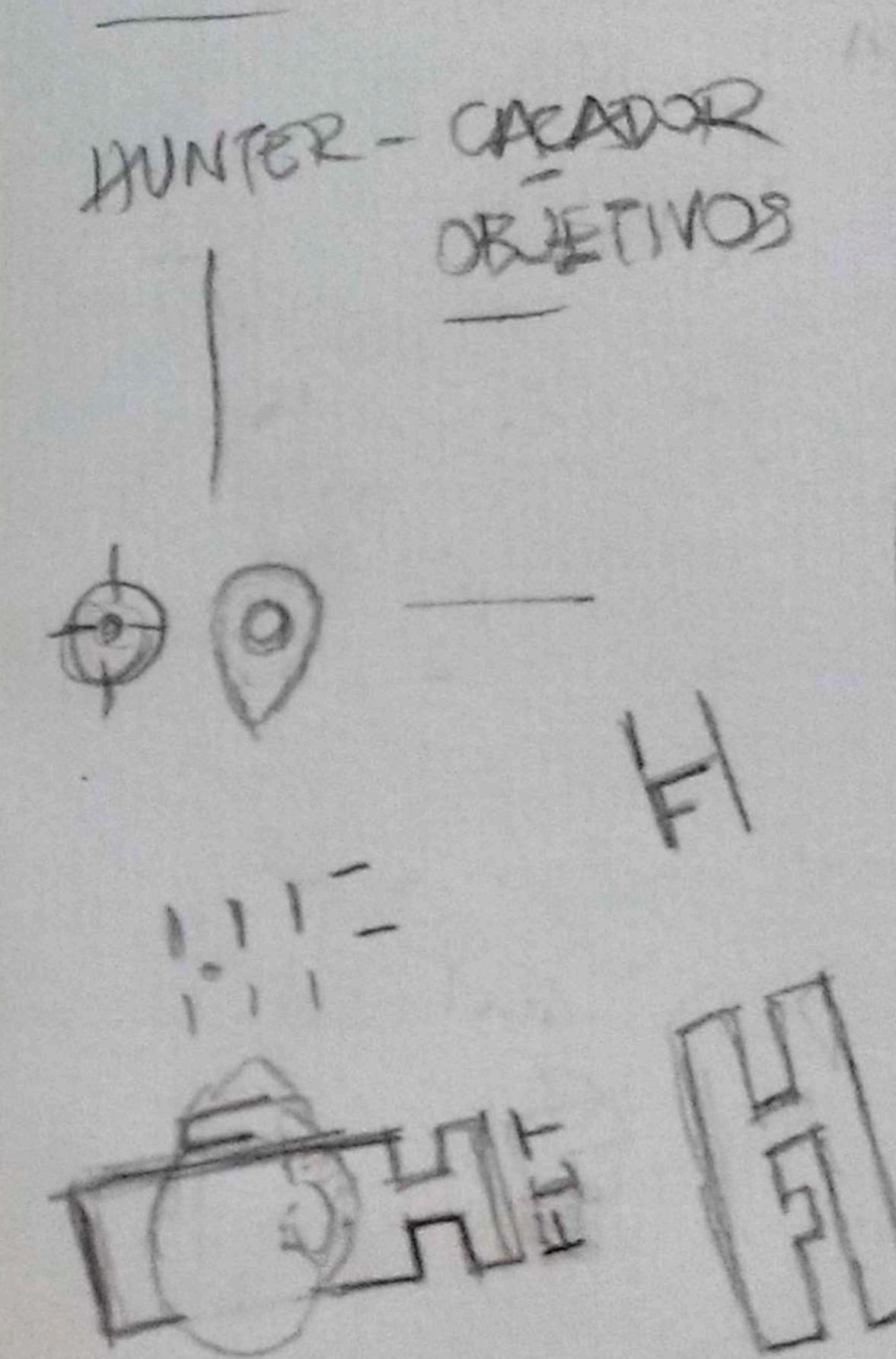
GRIFO?
ÁGUIA + LEÃO
↓
VISÃO CAÇA
↓
WAGAI
ZHEZ
FORÇA

02 | GRADIENT COM OUTLINE FONTS

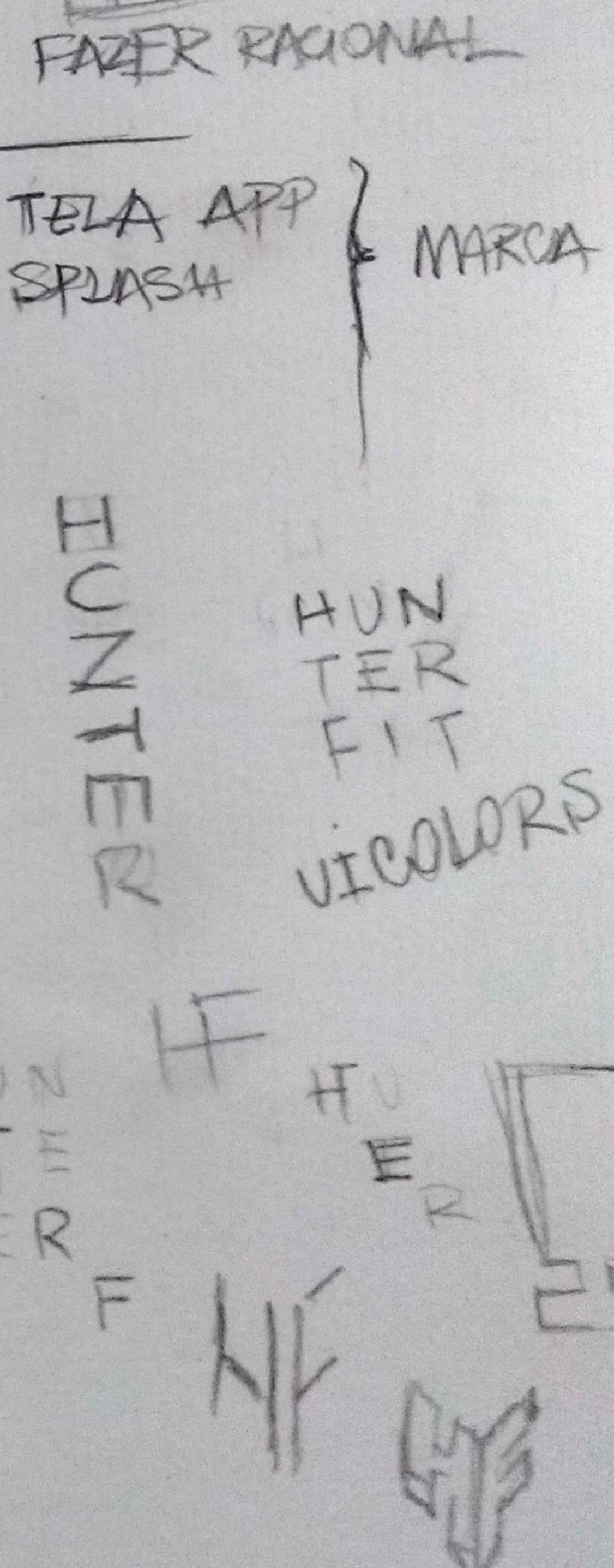
03 | FONTS OR BOXES? + FOTOS PB

DIVISÃO CAIXAS

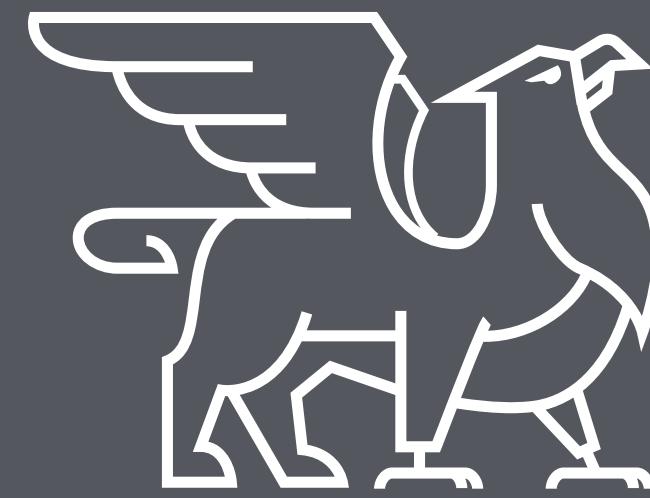
04 |



HUNTERFIT
(ITAU CO)



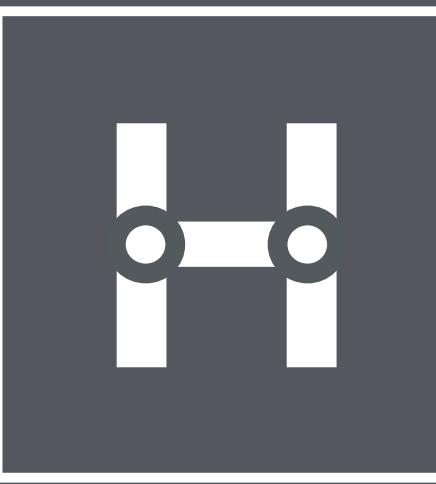
HUNTER



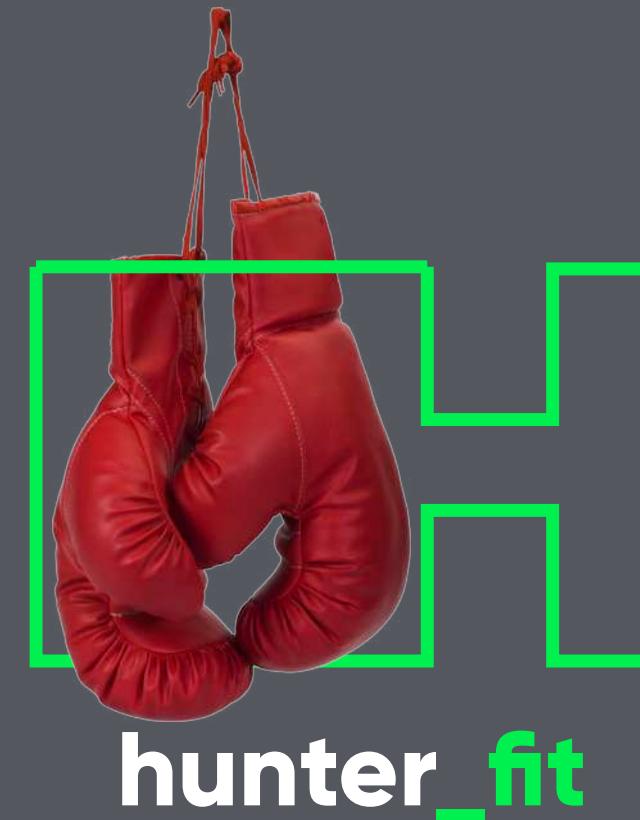
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HUNTER

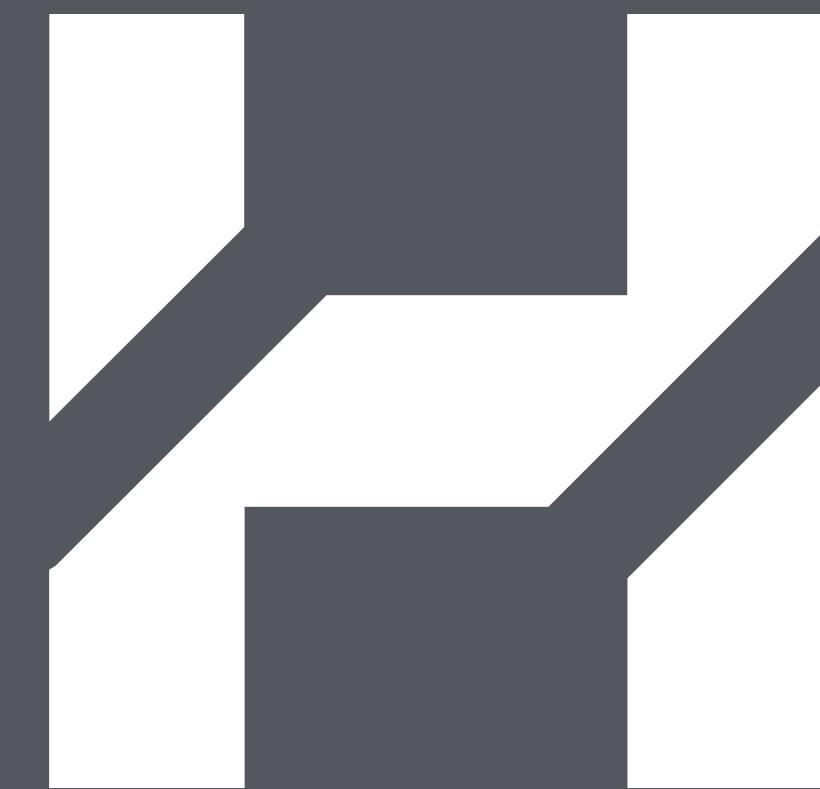


HunterFit



HUNTER>FIT





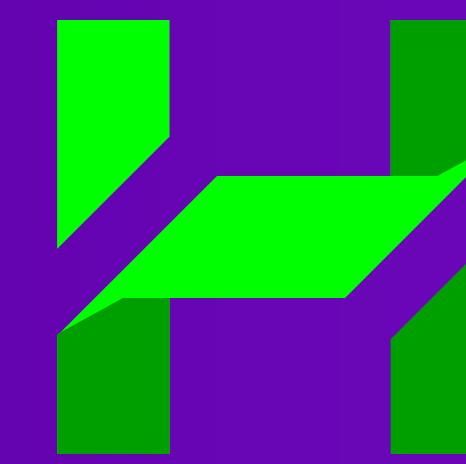
	1	2	3	4	5	6	7	8
1								
2								
3								
4								
5								
6								
7								
8								



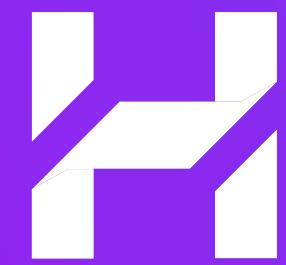
// conceito

OBJETIVO

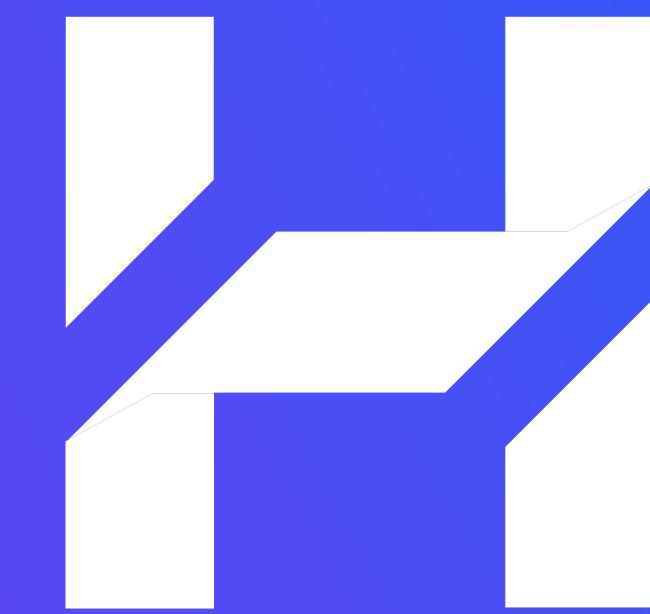
Esse caminho foca na ajuda do **HUNTER FIT**
para alcançar seu objetivo, indicando
e te ajudando no caminho.



HUNTER_FIT

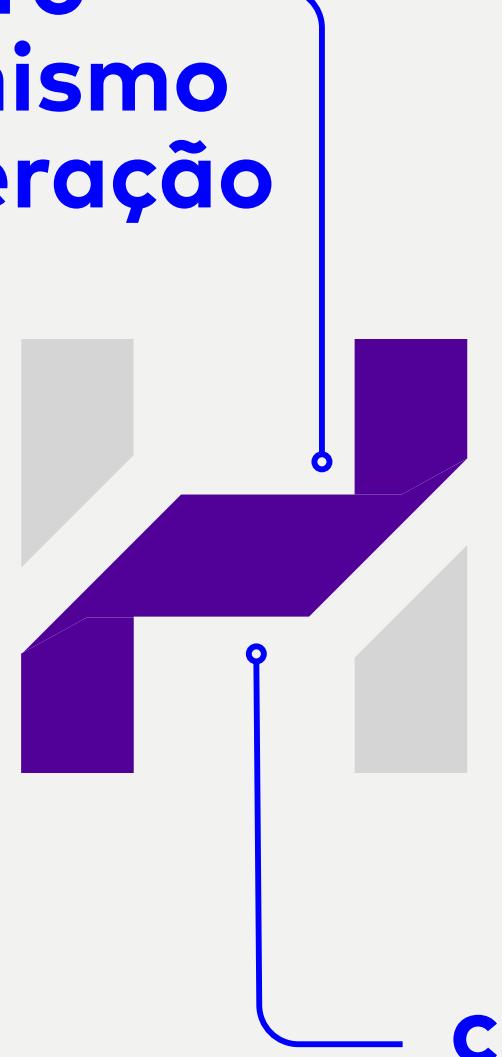


Hunter_Fit é um
jeito simples e
rápido de conectar
você com um
instrutor de boxe
perto da sua casa,
escola, trabalho, etc



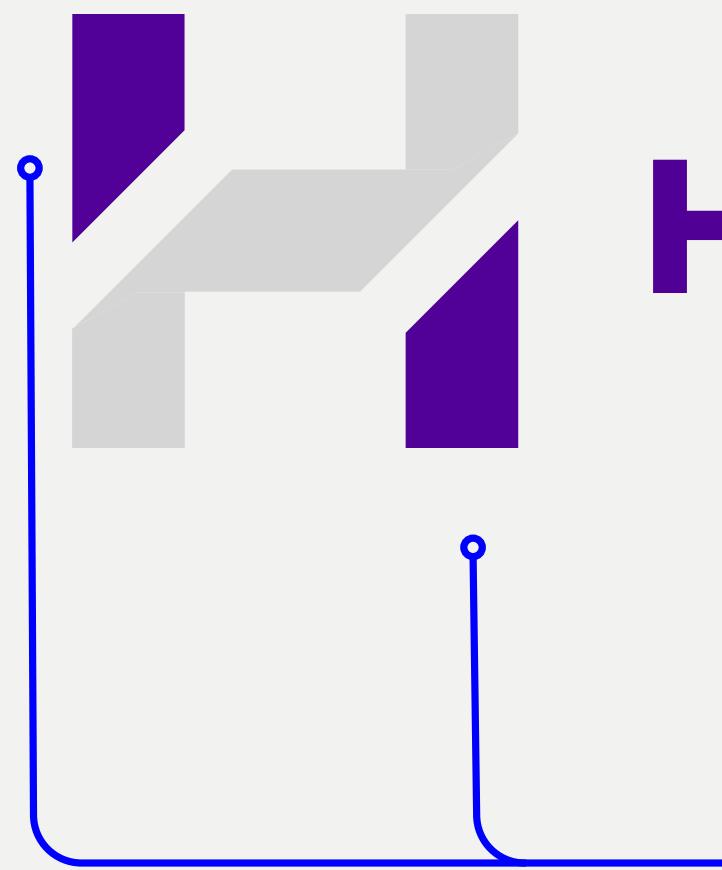


**subindo
futuro
otimismo
superação**



HUNTER_FIT

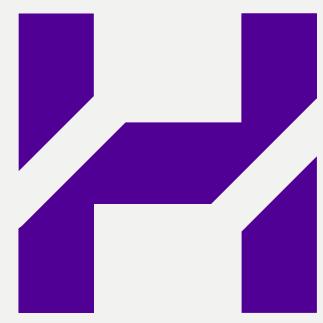
**caminho
no mapa
direção**



HUNTER_FIT

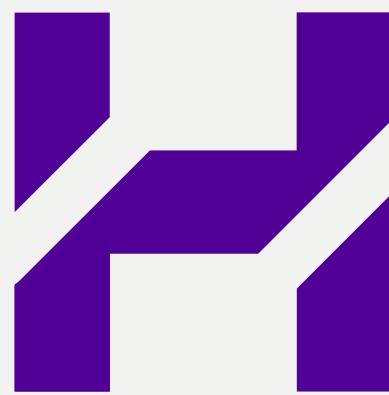
**conexão entre
professor e aluno**

**conexão
encaixe**



HUNTER_FIT

versão
flag

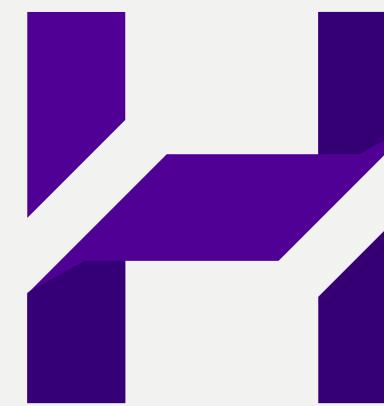


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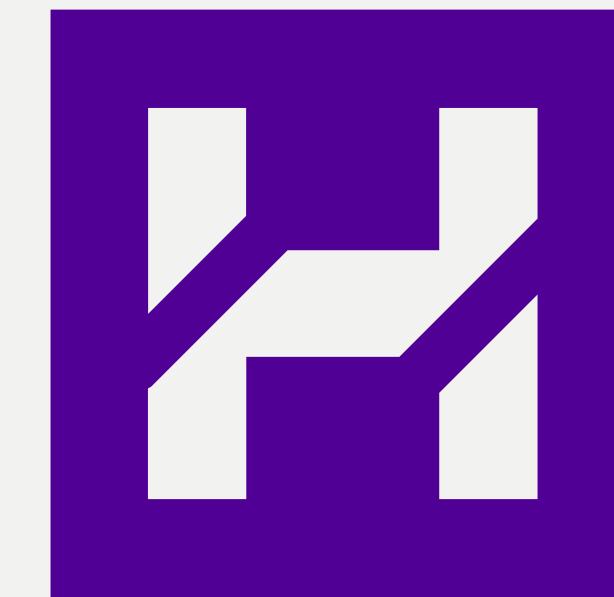
versão
vertical

HUNTER_FIT

versão
preferencial

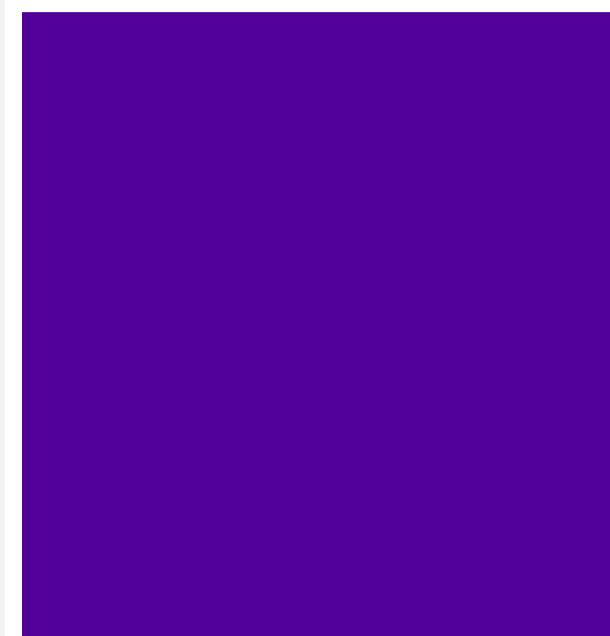


versão
fold

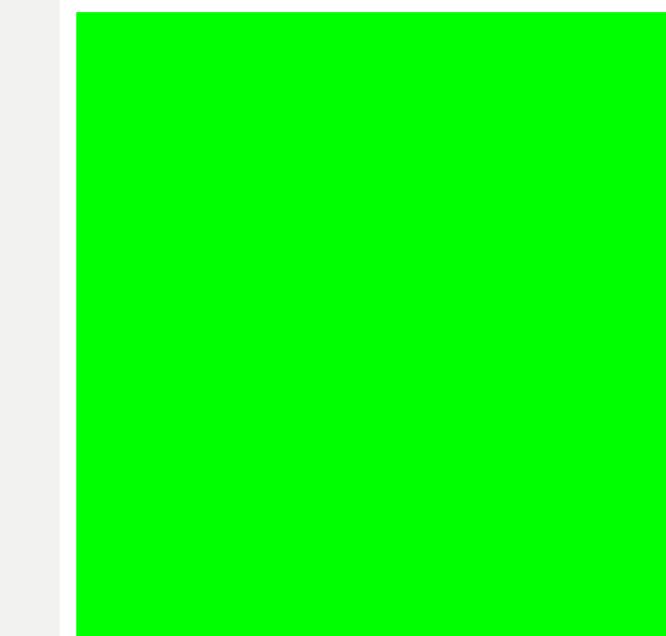


selo com versão
invertida

**criatividade •
nobreza •
ambição •
estabilidade
e energia •**

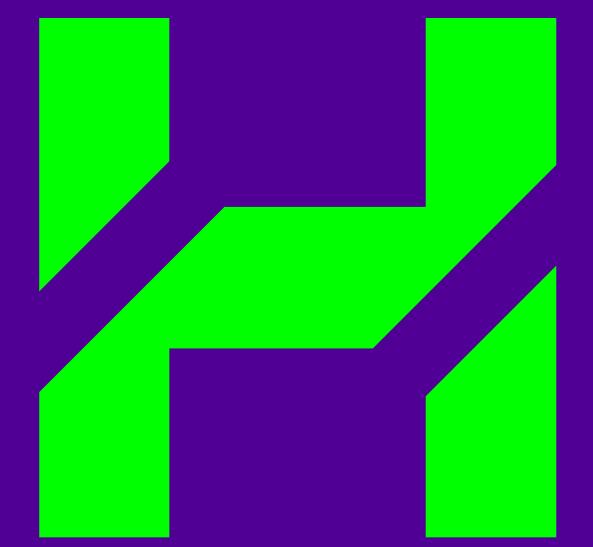
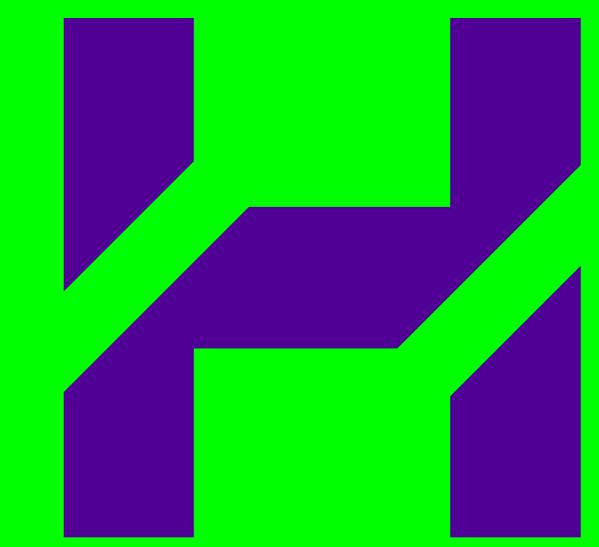
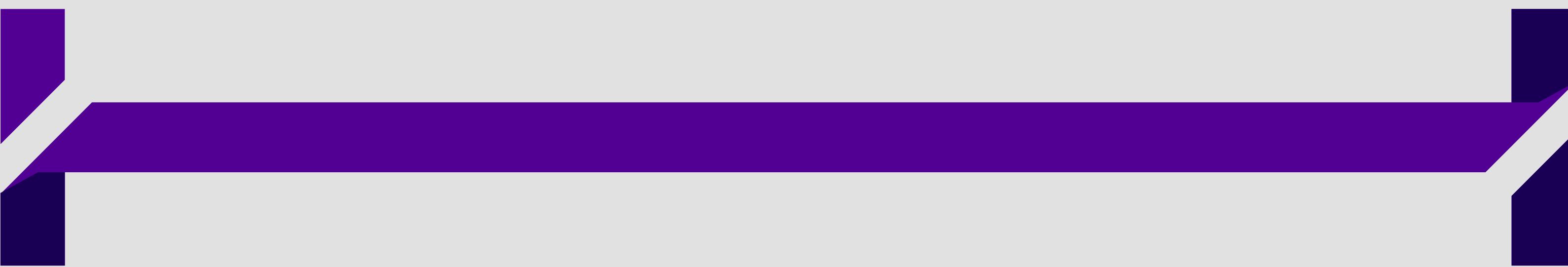


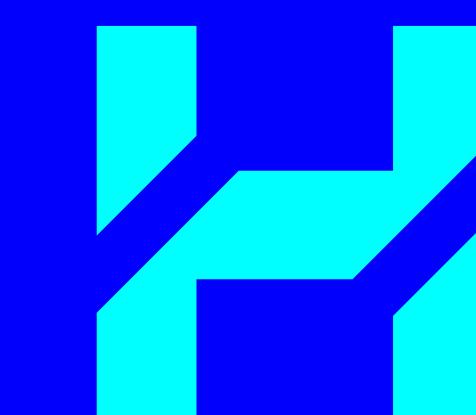
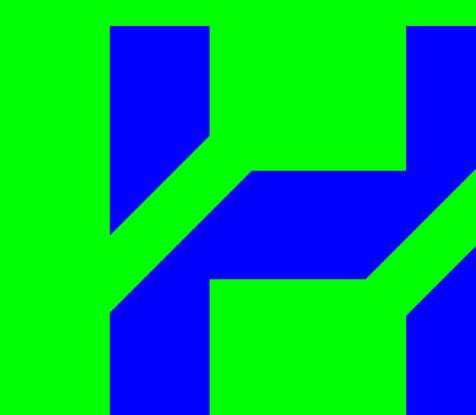
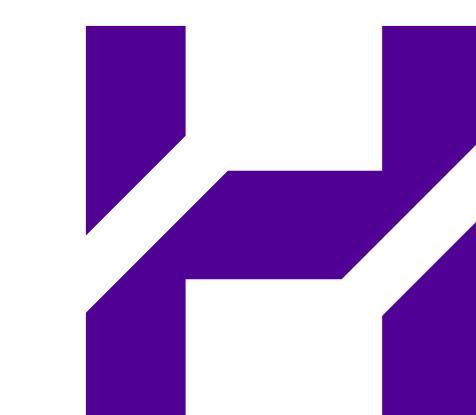
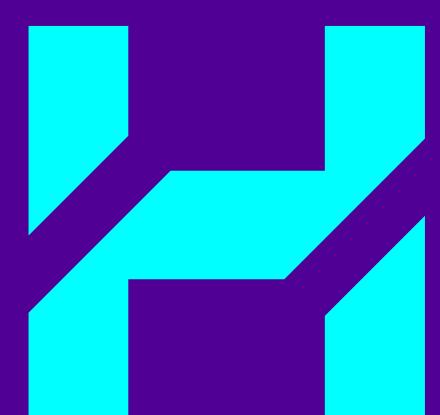
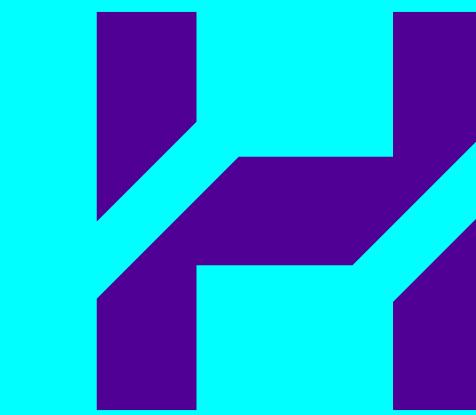
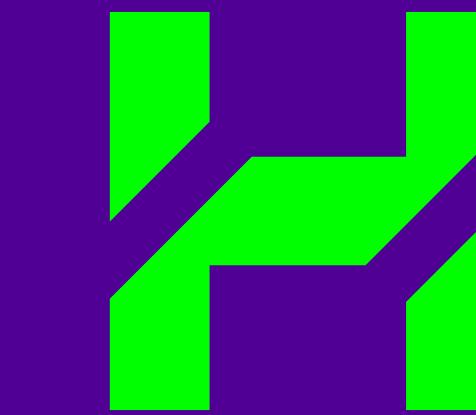
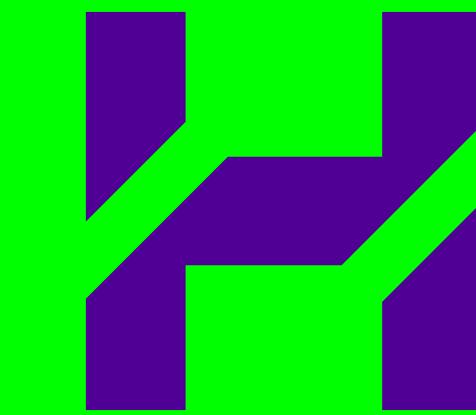
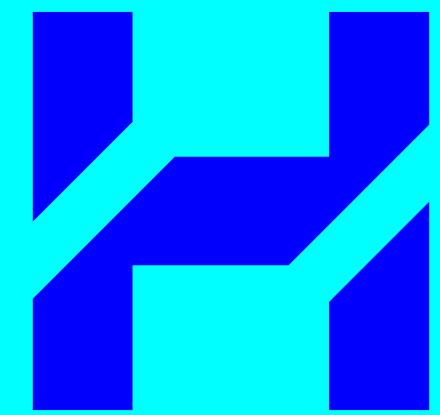
Roxo Hunter
460095



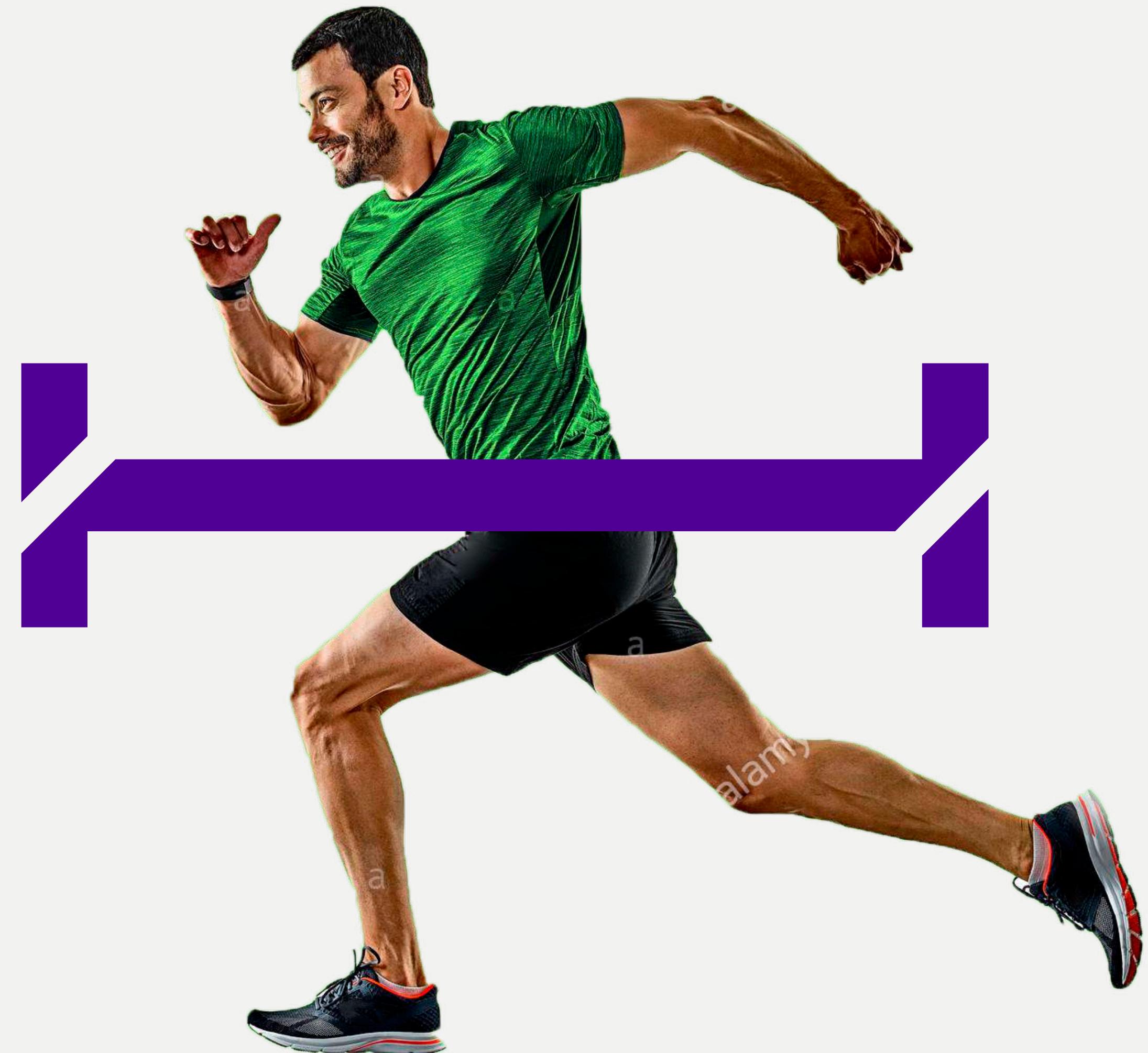
Verde Hunter
00ff38

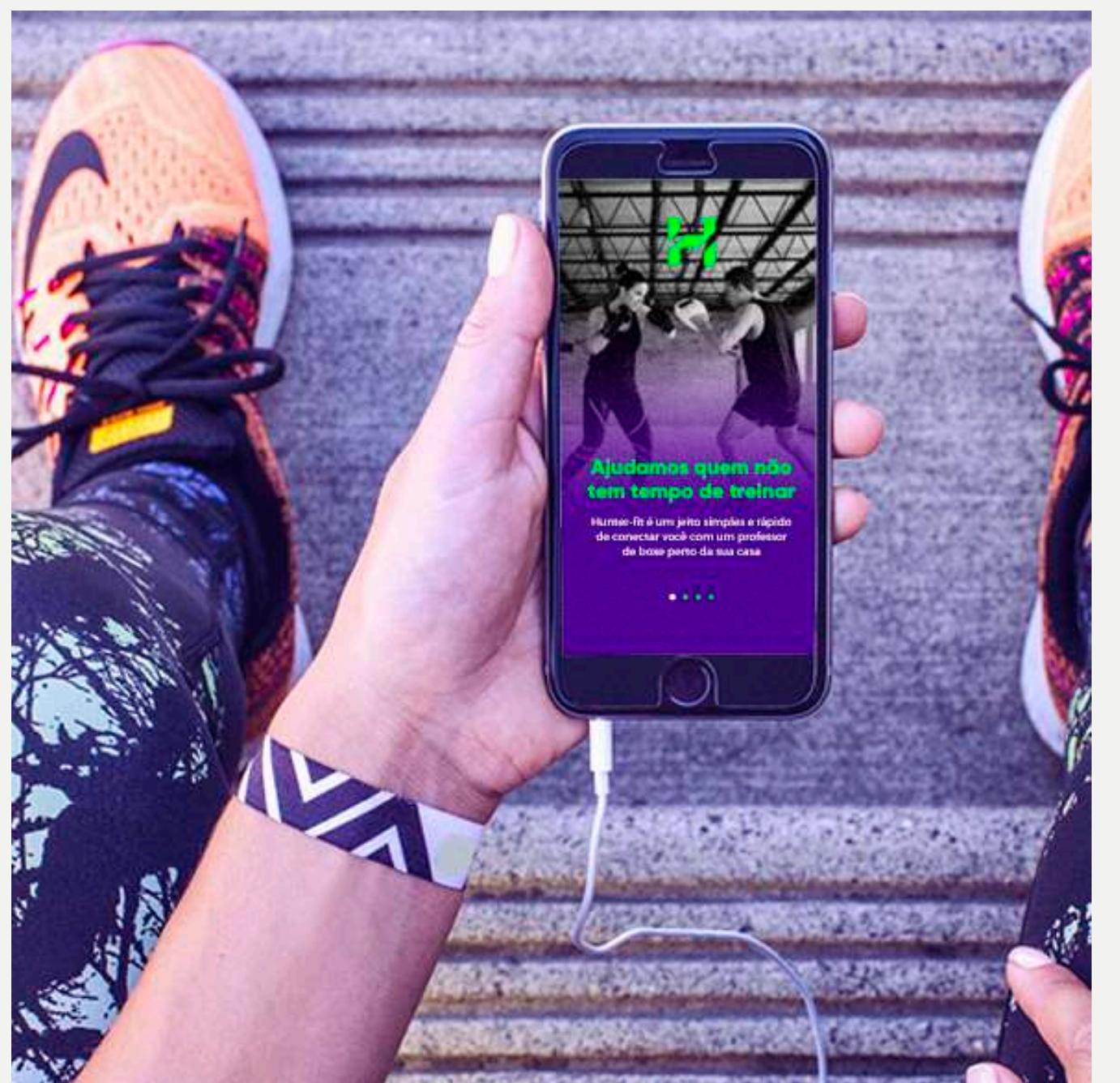
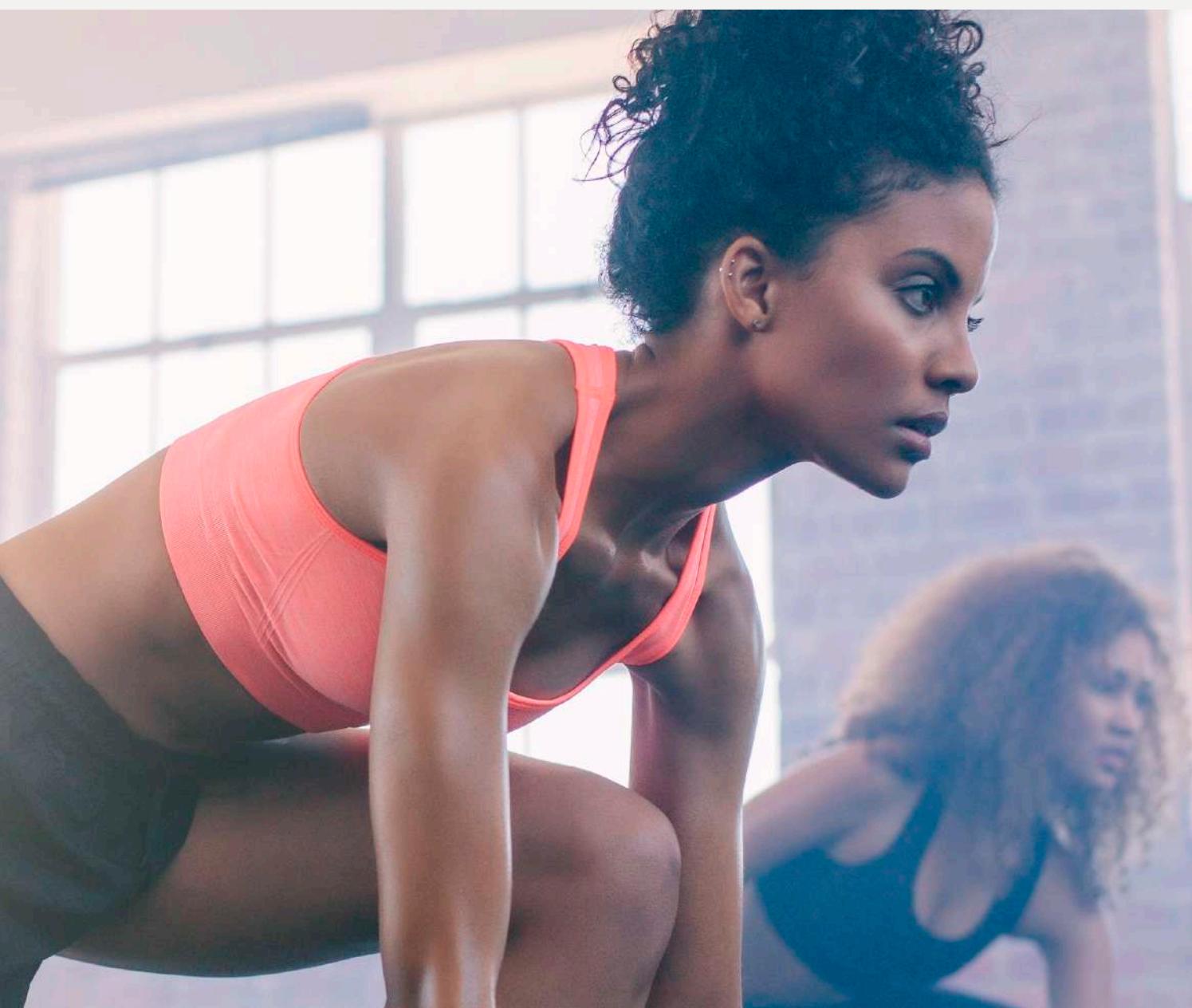
- **saúde**
- **crescimento**
- **harmonia**
- **segurança**

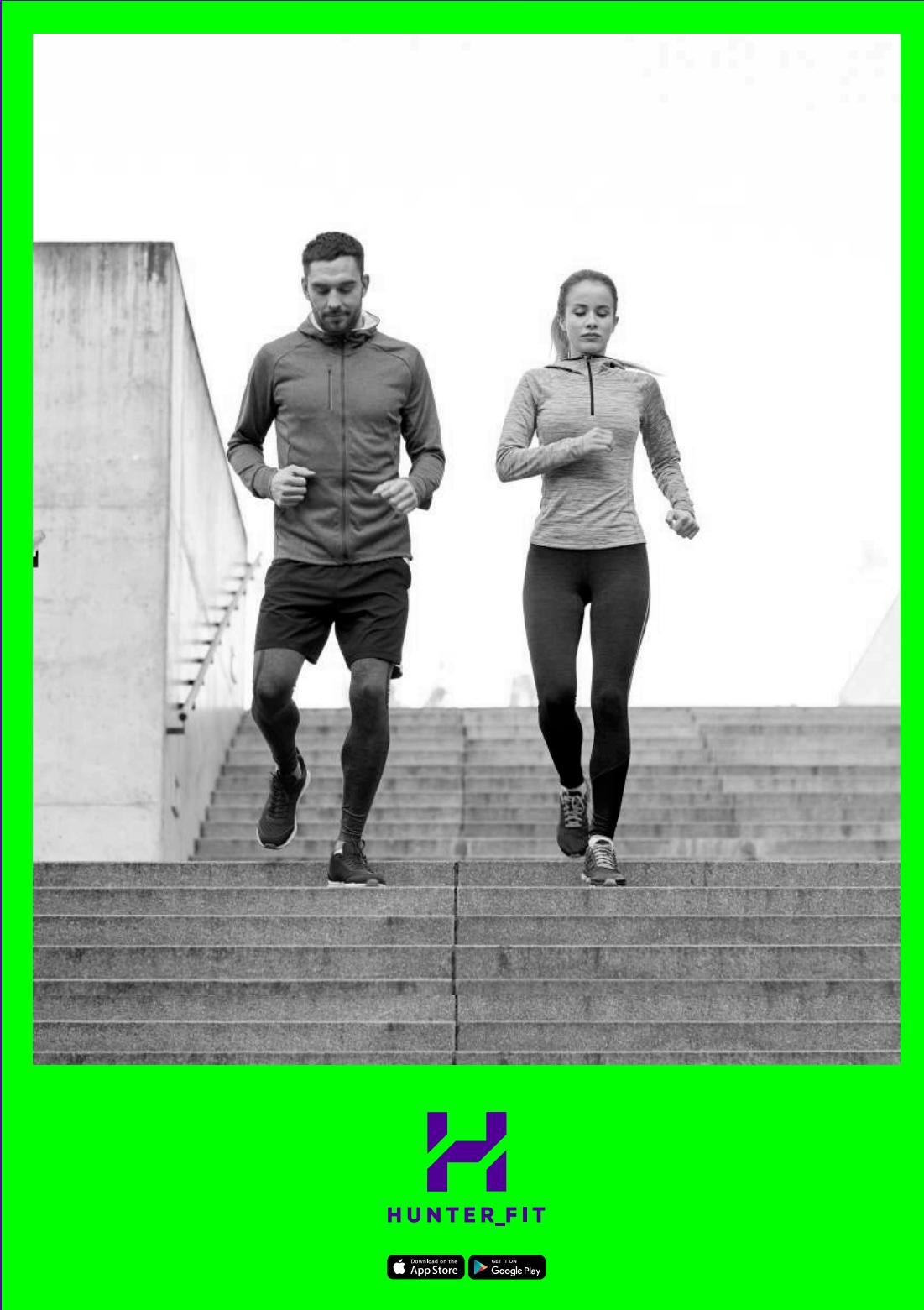




HNTR>FIT
HNTR>DANÇA
HNTR>BALLET
HNTR>BIKE
HNTR>CROSS
HNTR>FOCO



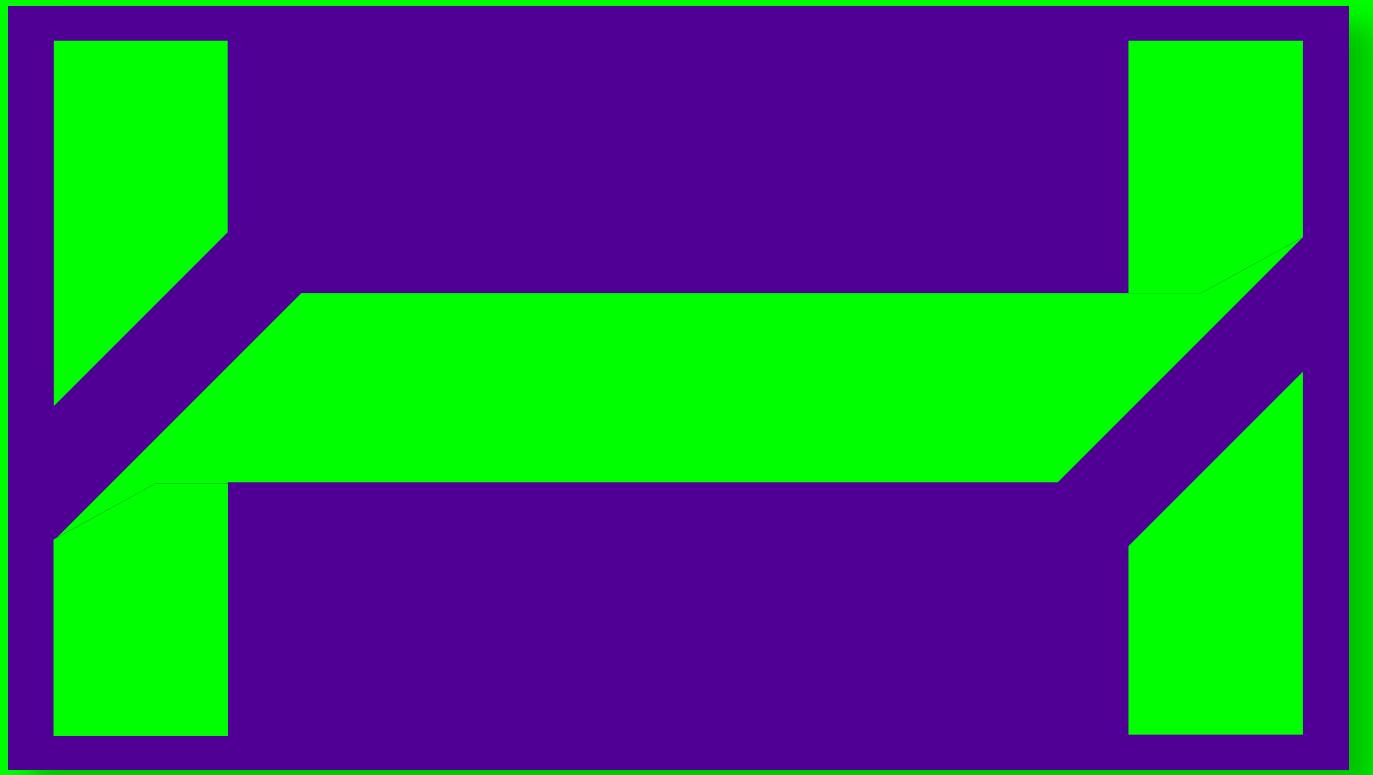


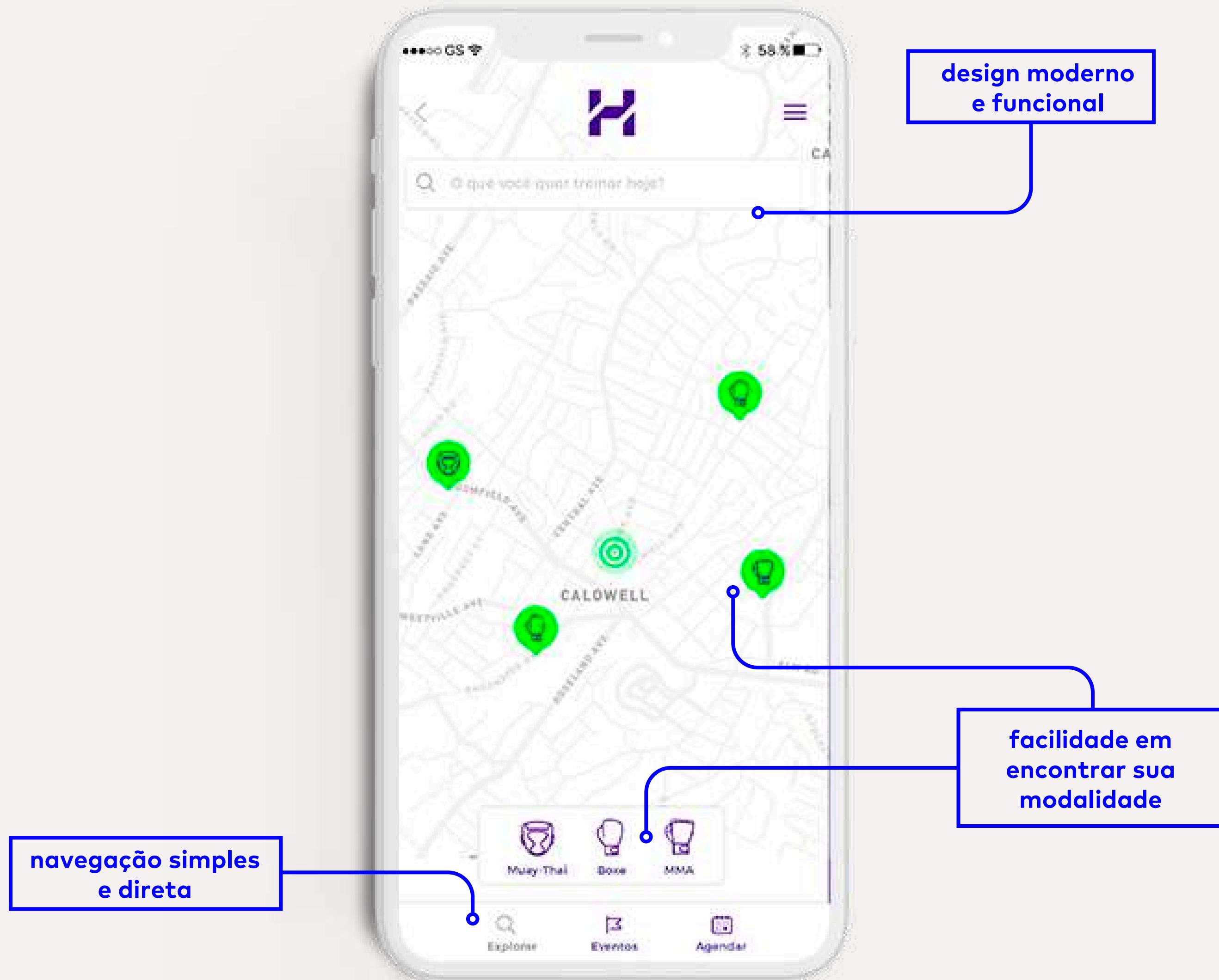


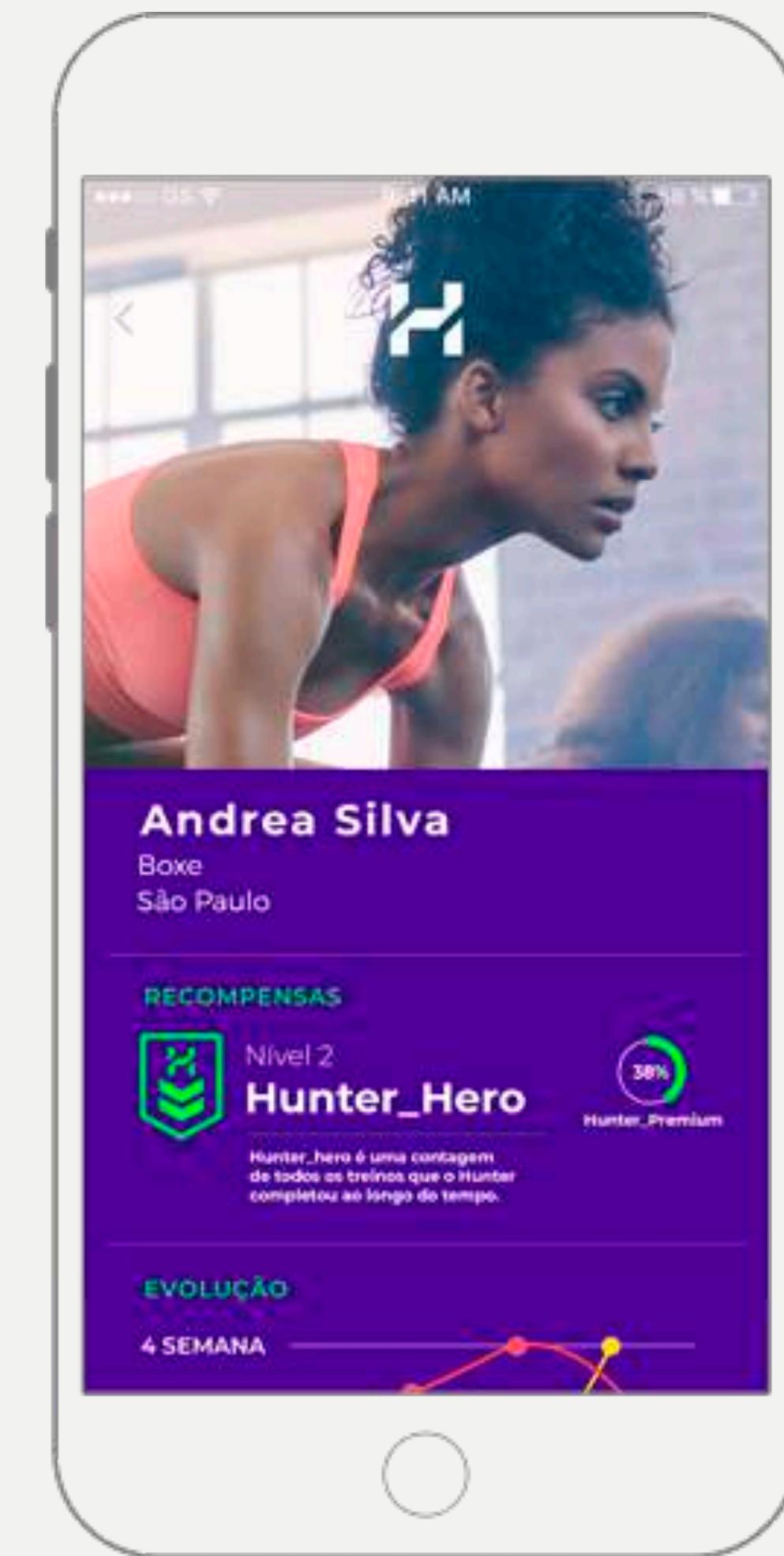
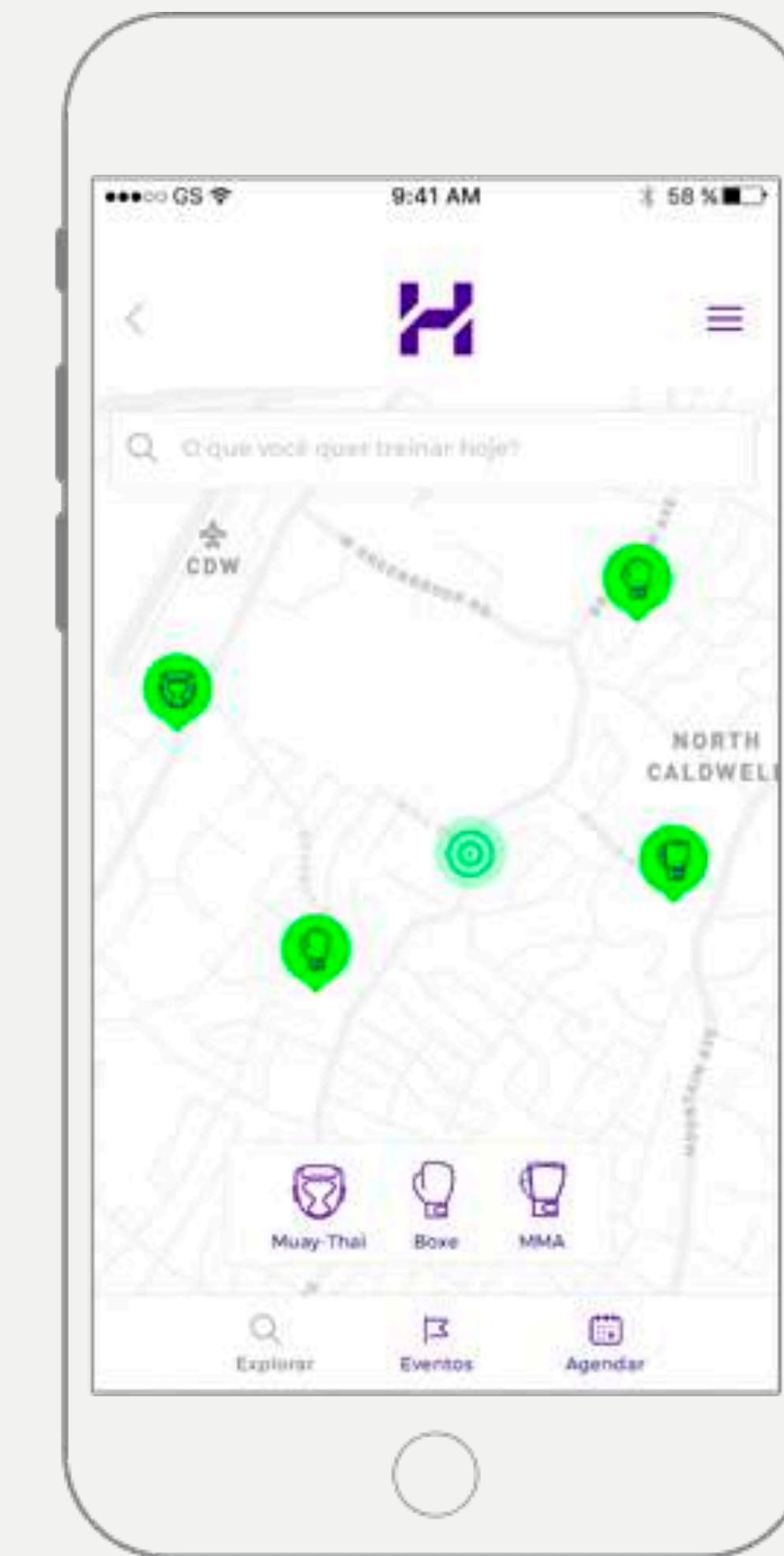
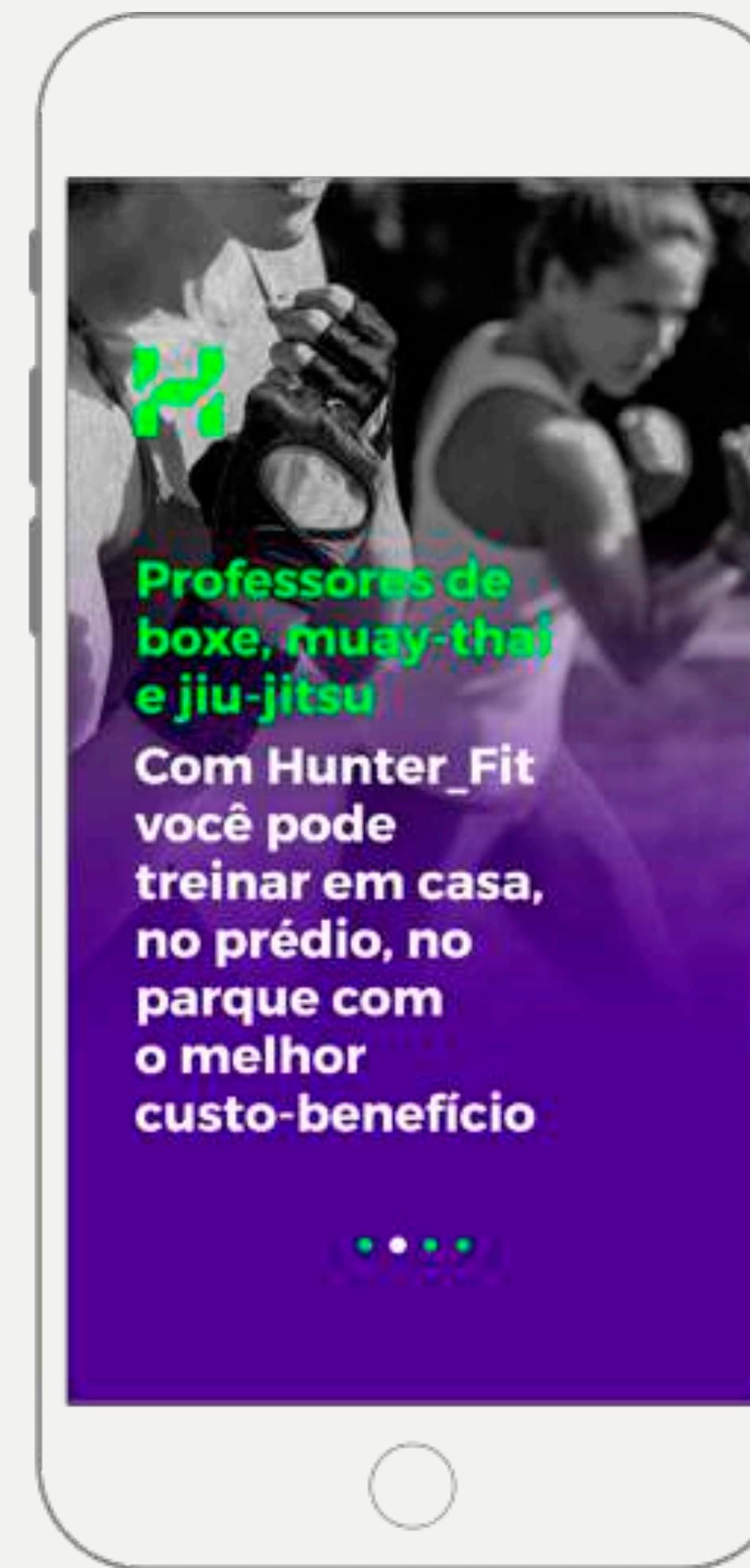


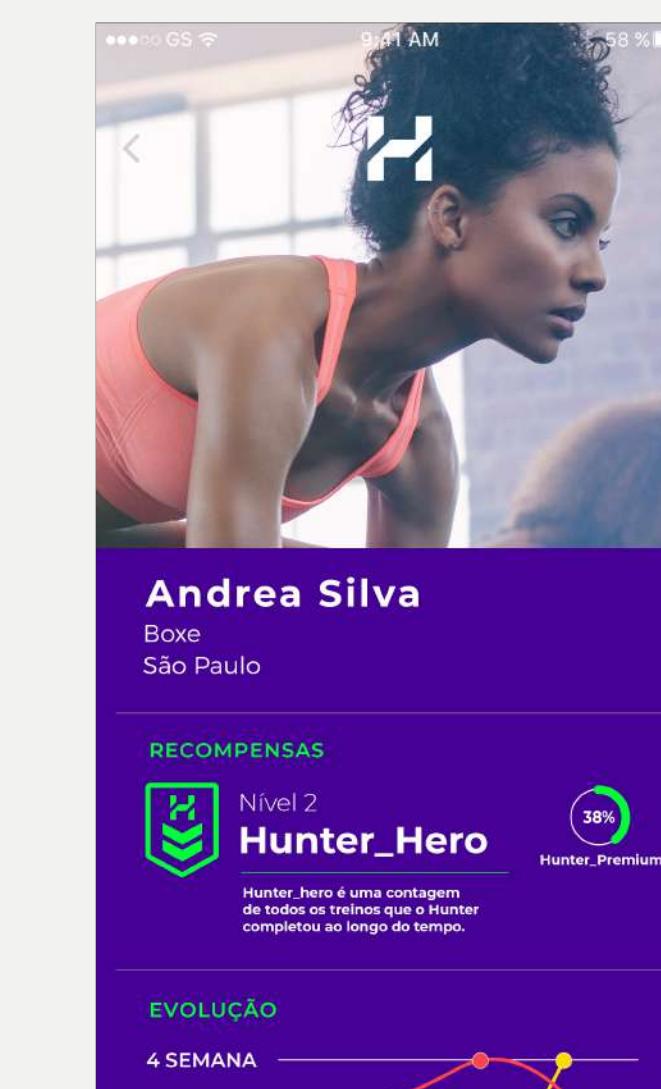
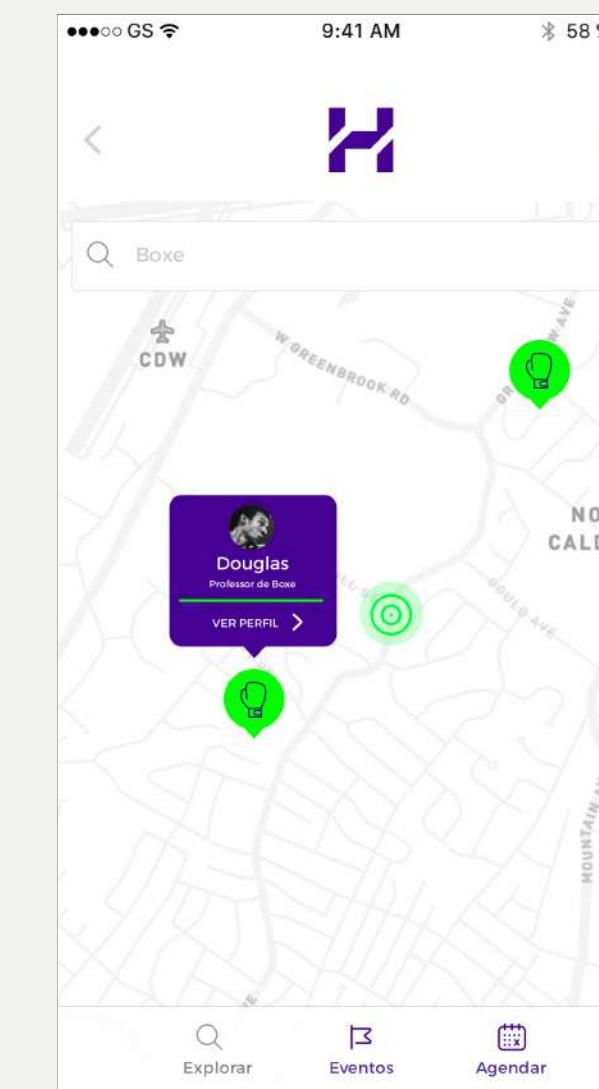
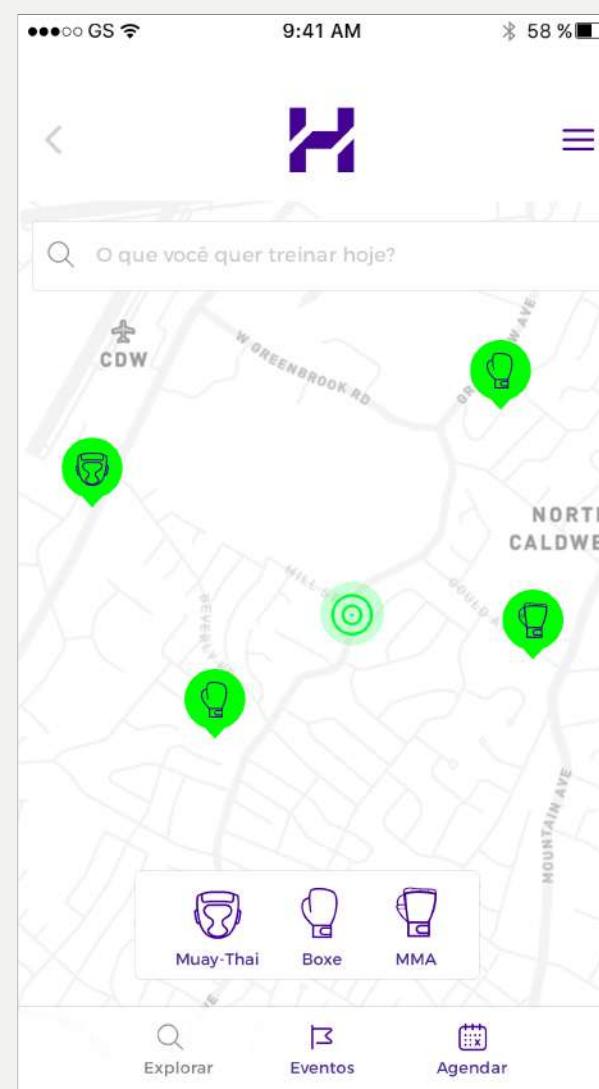
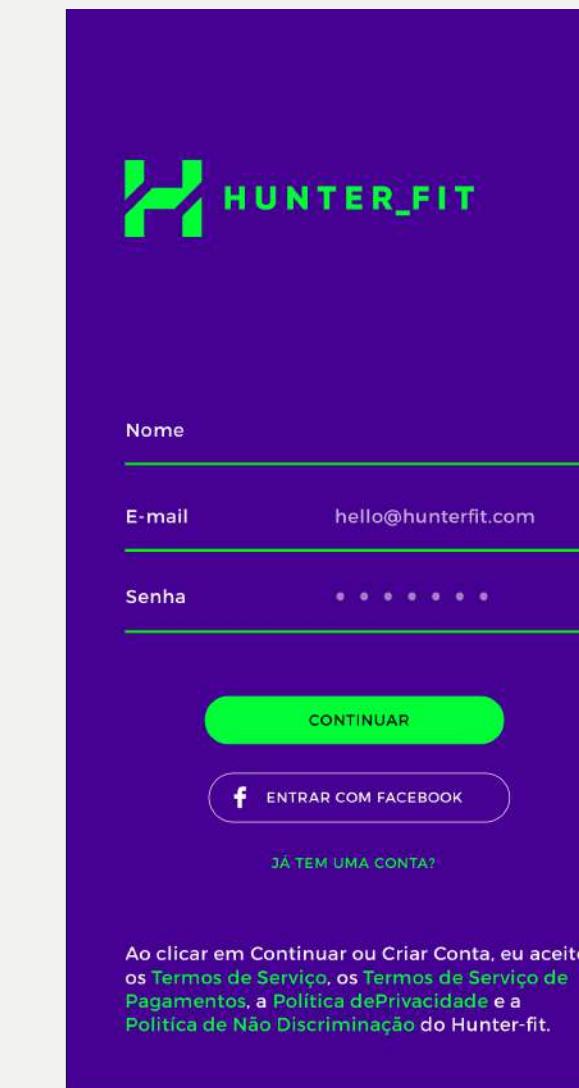
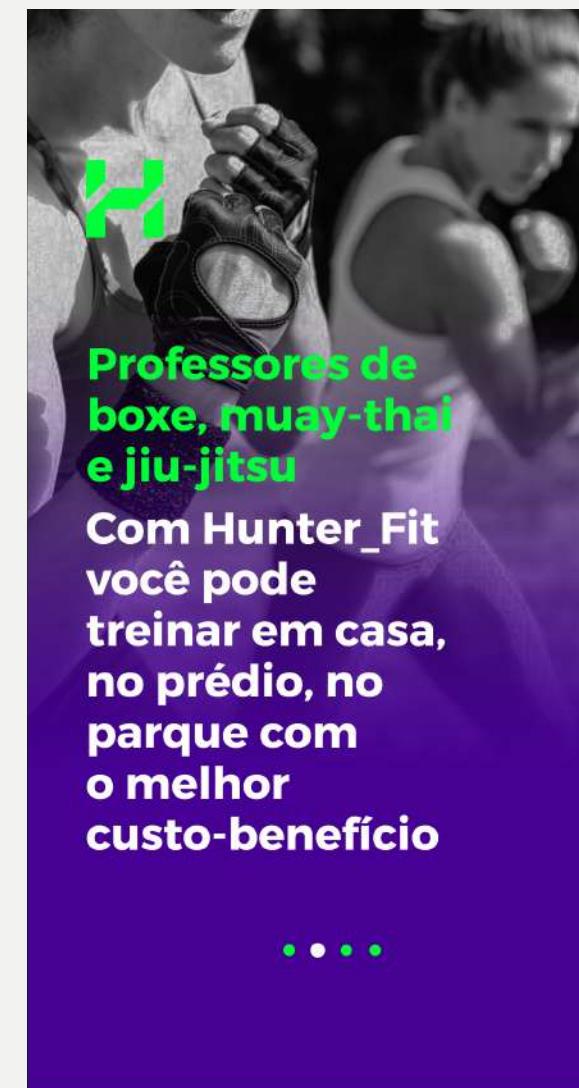
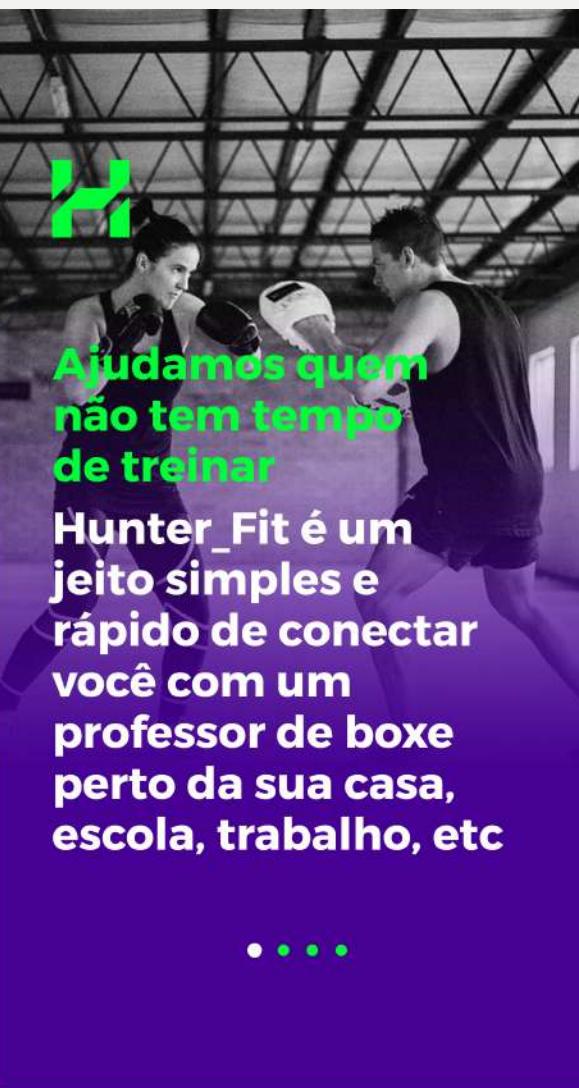
SEU
ÚNICO
LIMITE
É VOCÊ.













branding &
identidade visual

OBRIGADO