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2007

BANANAS **BeTO**

A T A C A D I S T A D I S T R I B U I D O R

MANUAL DA MARCA

SIMBOLOGIA

Não conseguiríamos trabalhar nesse caso sem a representação da fruta em si, a banana. Optamos por nesse caso usar um ícone moderno, trabalhado em cores e sombras, sendo disposto em 2 unidades, o que já remete diretamente a pronuncia correta do nome **BANANAS**, não sendo uma para ter a leitura no singular, nem mais que duas, para remeter na cabeça do consumidor a penca ou cacho.

Usamos também a letra B em duplicidade, mas nesse caso para enfatizar as iniciais do nome, de forma que se entrelacem, como uma digitando, sendo a essencia da marca.

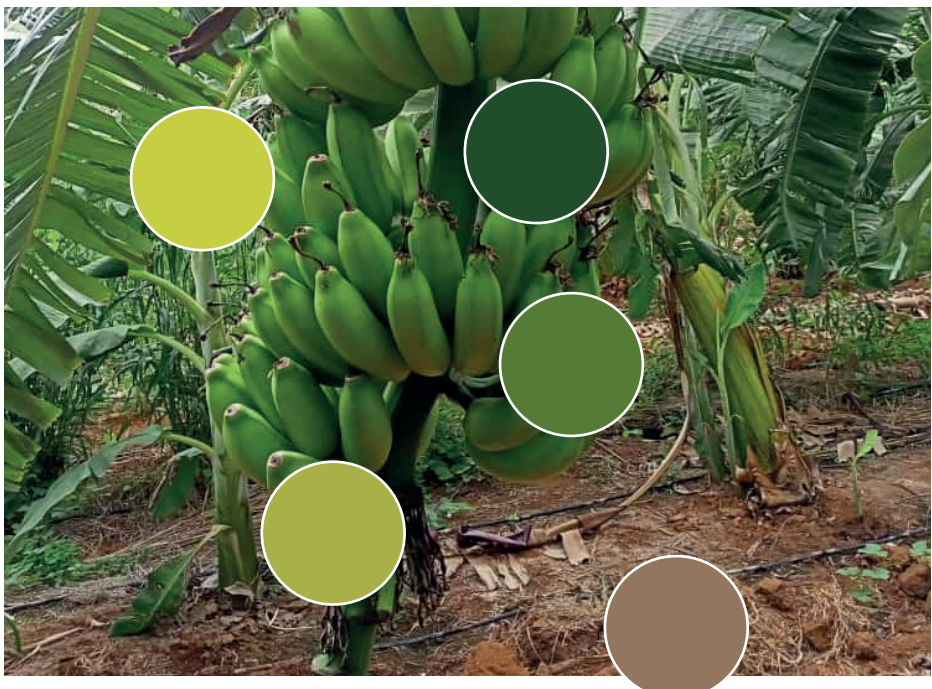
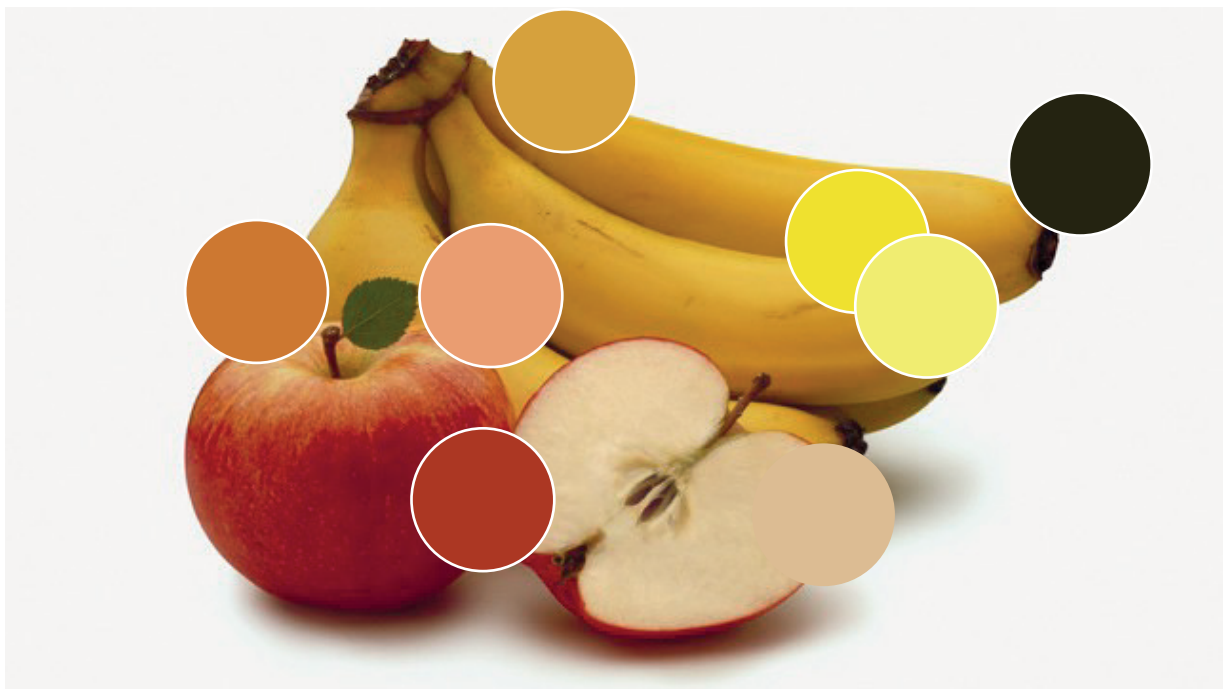
Temos ainda duas informações adicionais como assinatura, uma que explica o nicho específico de atendimento e outra que trás uma validação de experiência.

Todas essas informações compõem o logo, porém a proposta é ter liberdade para trabalha-lo desmenbrado, utilizando todas as partes como representante da marca, incluindo dessa forma uma identidade visual forte e reconhecível na cabeça do consumidor, mesmo sem o uso completo do logo, como é muito utilizado em grandes marcas, como nos exemplos abaixo:

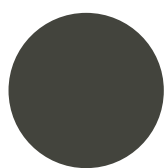
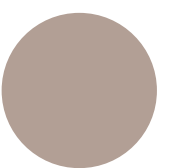
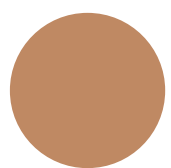
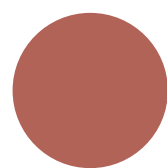
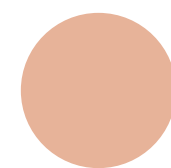

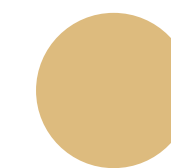
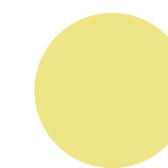

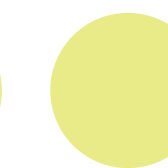
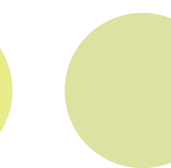
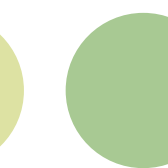
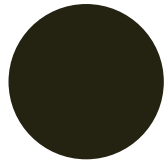
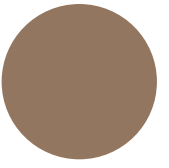
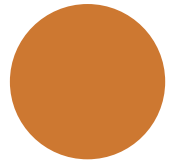
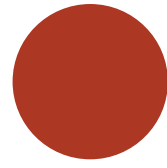
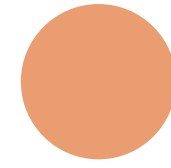
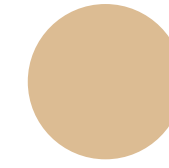
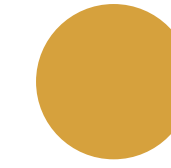
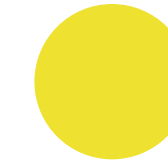
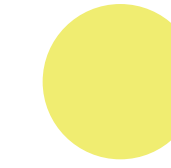
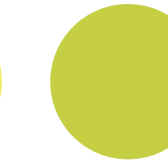
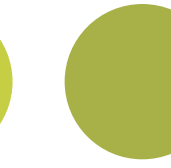
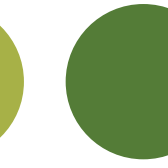
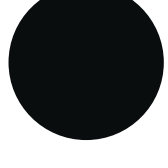
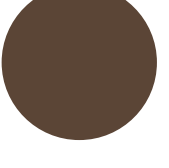
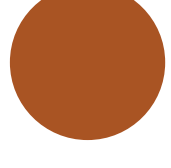
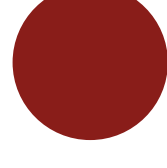
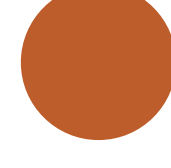
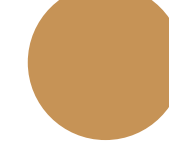








C O R E S

- A gama de cores utilizadas no identidade nasceu de dois processos:
- 1. Sendo retirada da MAÇA, que é visualizada de forma indireta no subconsciente ao termos contato com a “banana maça”.
 - 2. Do processo de amadurecimento da banana, desde o solo, até a fruta em si.



Assim como o logo principal, podendo ser utilizadas nas suas variações de luz e sombra.

												
#4c4a40	#bca89b	#c78e60	#b76255	#eabaa0	#ddcdb5	#e3c17f	#f4e783	#f4ec9a	#f0eb87	#e5e5a8	#b4cc92	#749174
												
#2e2a18	#9f7e63	#d07624	#ae3117	#eba171	#e2c499	#dba530	#f5e00f	#f7ec69	#cfcf2c	#b0b436	#597d2c	#29512a
												
#191917	#674c39	#ad5117	#8c2013	#bf581f	#cc9752	#ce8d0a	#dec202	#f8e423	#b7b316	#8e8e21	#436127	#19301b

F O N T E S

NAUGHTY MONSTER

R A L E W A Y L I G H T

Raleway ExtraLight

Raleway Thin

Raleway Light

Raleway Regular

Raleway Medium

Raleway SemiBold

Raleway Bold

Raleway ExtraBold

Raleway Black

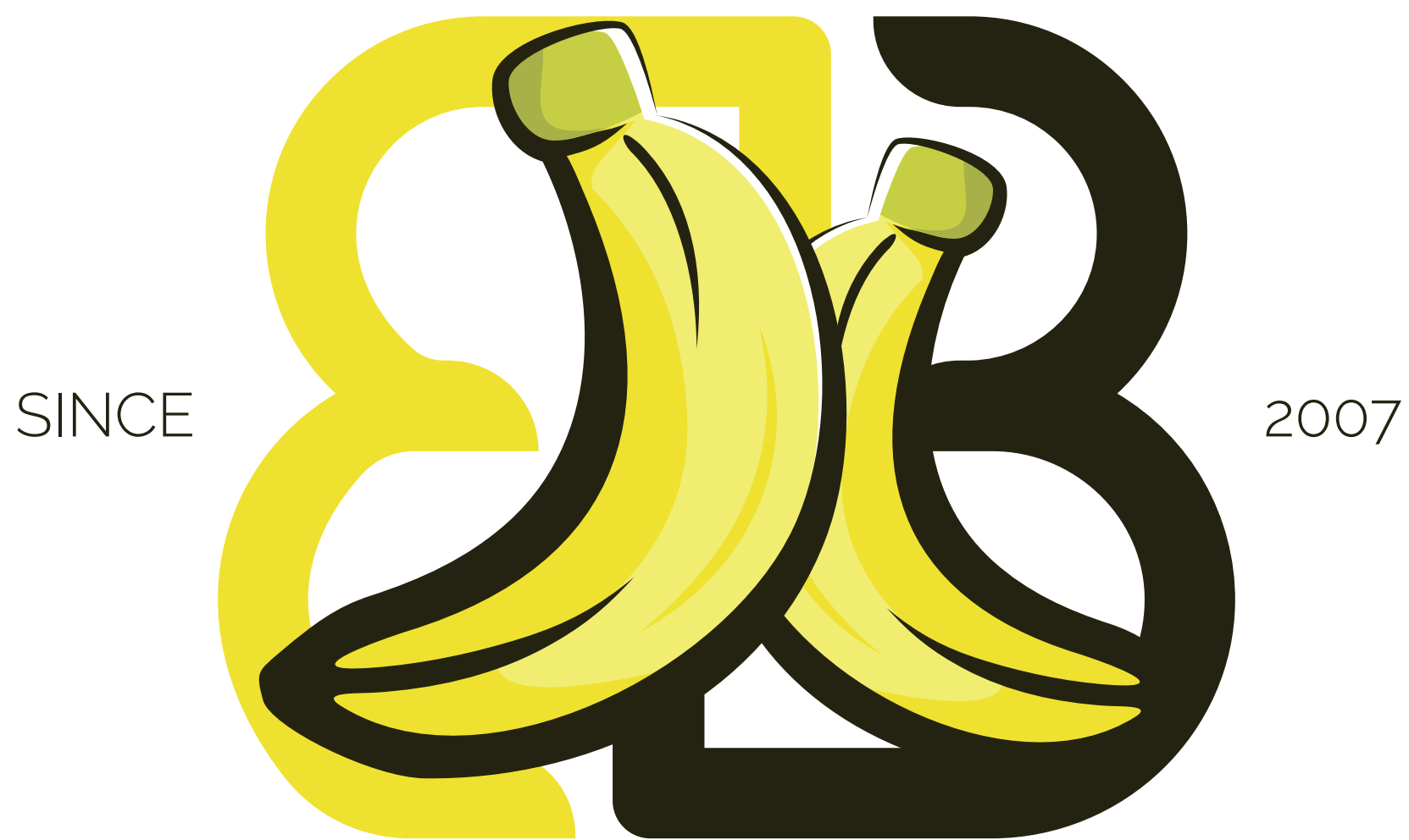
Raleway Italic



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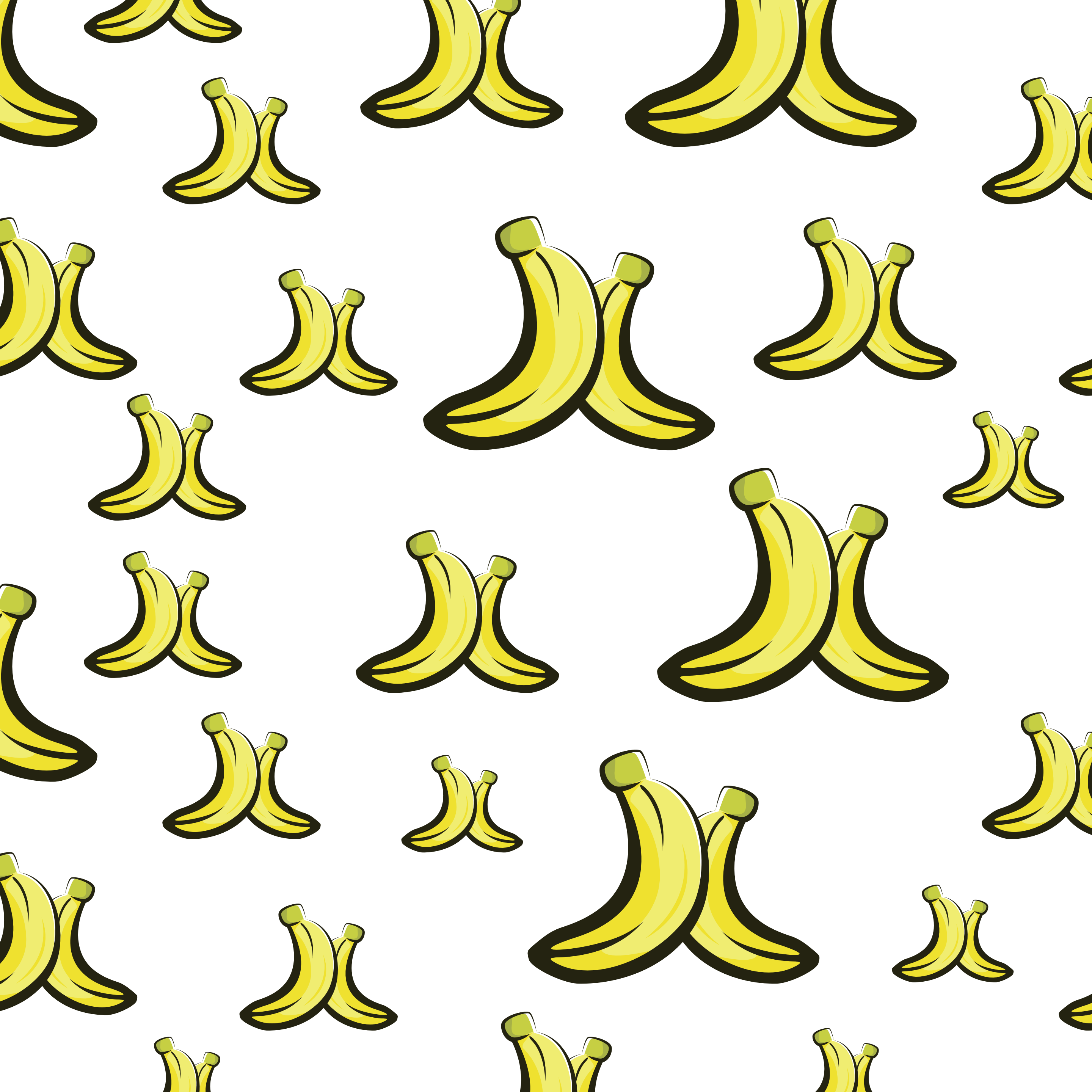




















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