

FLUENCE



Conceito da Marca

Levar acessibilidade para as pessoas surdas e conscientizar da importância da língua de sinais. Um ambiente plural e acessível com curso de libras, atendimento com terapeutas e espaço para workshop

PALAVRAS CHAVE
Inclusiva, alegre e acolhedora

Cores

Cores com tons modernos,
alegres e harmônicos entre si.



Tons de azul escuro:
profissionalismo +
segurança + confiança +

Tons de azul claro:
saúde + tranquilidade +
harmonia + bem estar

Tipografia

A família tipográfica escolhida para o conjunto da identidade visual da marca foi a Rumiko

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Tipografia

A tipografia escolhida traz:

- ✓ Modernidade
- ✓ Empatia
- ✓ Personalidade
- ✓ Amigável
- ✓ Leveza

fluence

Tipografia

Como fonte de apoio
foi escolhida a Playlist

aBcDEfGHIJKLM

nOPQRStuvwXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

Símbolo

De fácil associação e reconhecimento,
o símbolo da marca tem como conceito
uma fusão entre...



Alegria
Bem estar
saúde

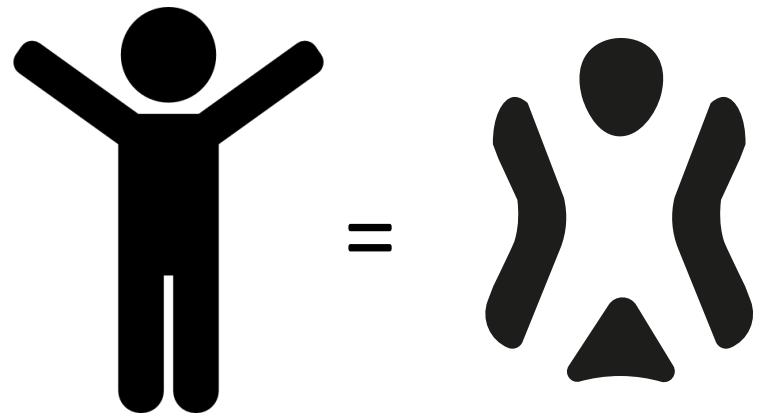
+



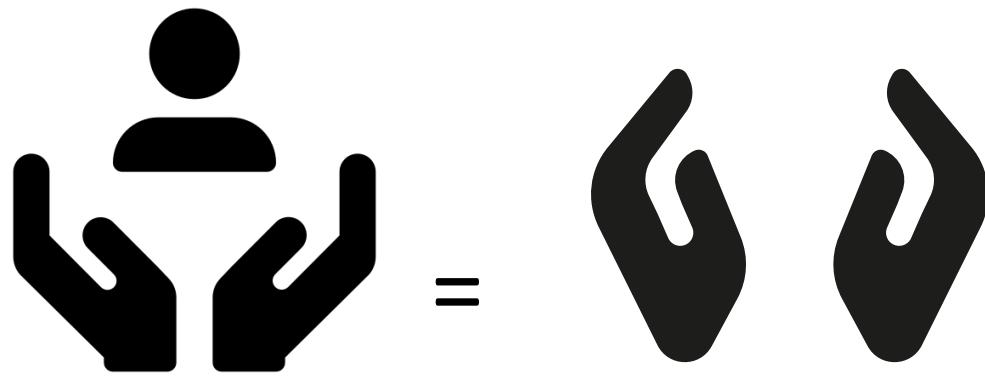
Cuidado
Amparo
Acolhimento
Libras



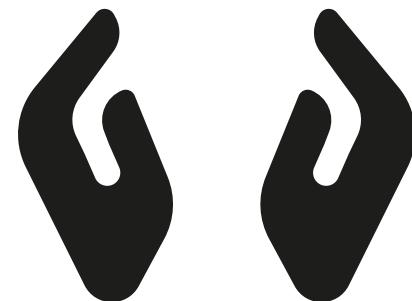
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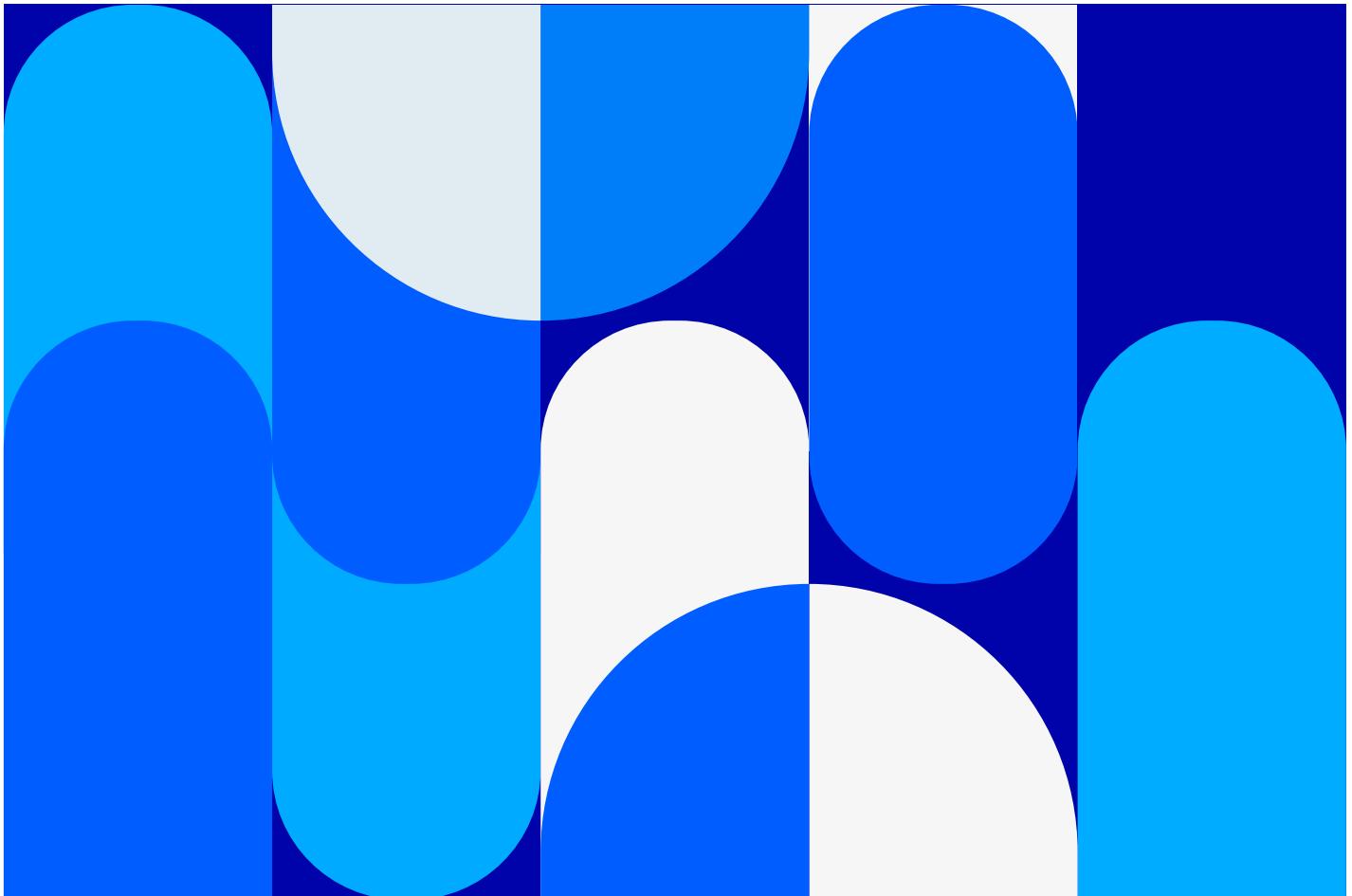


Aplicações

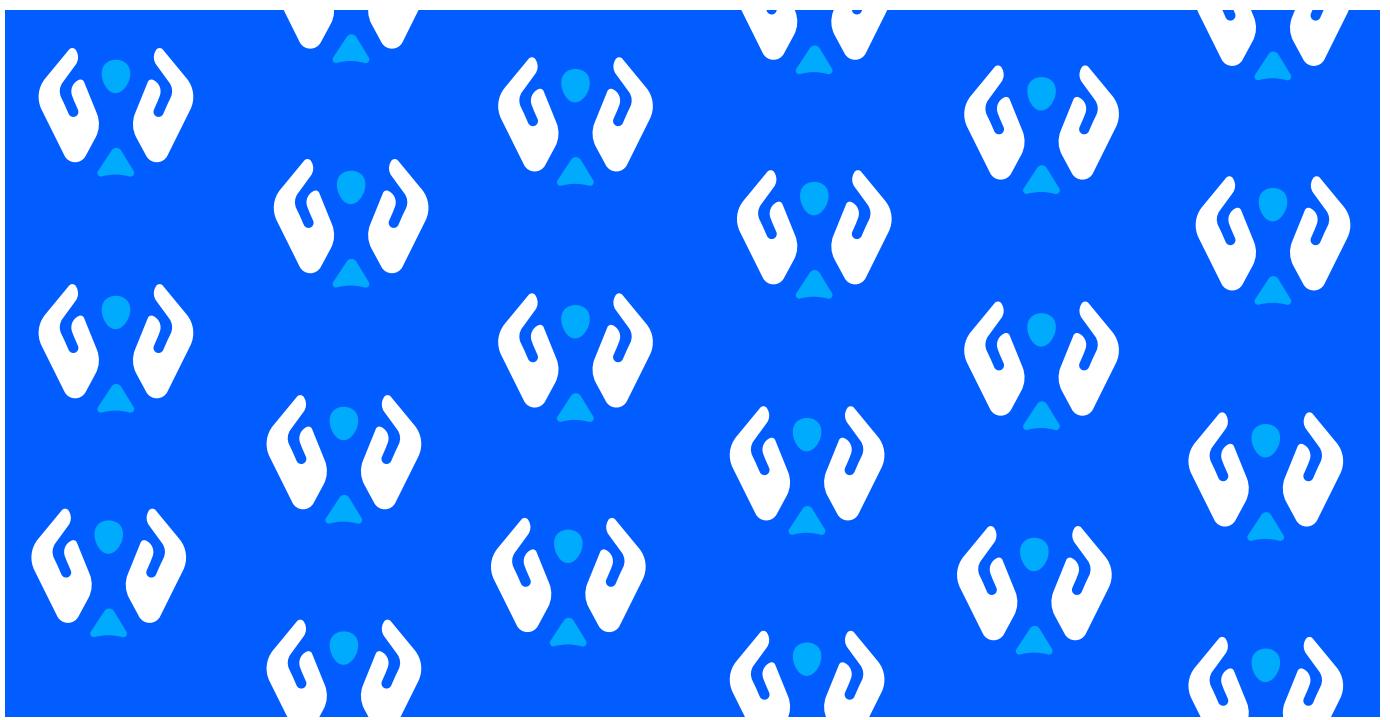
As representações a seguir mostram como a marca se comporta em aplicações na vertical e horizontal.

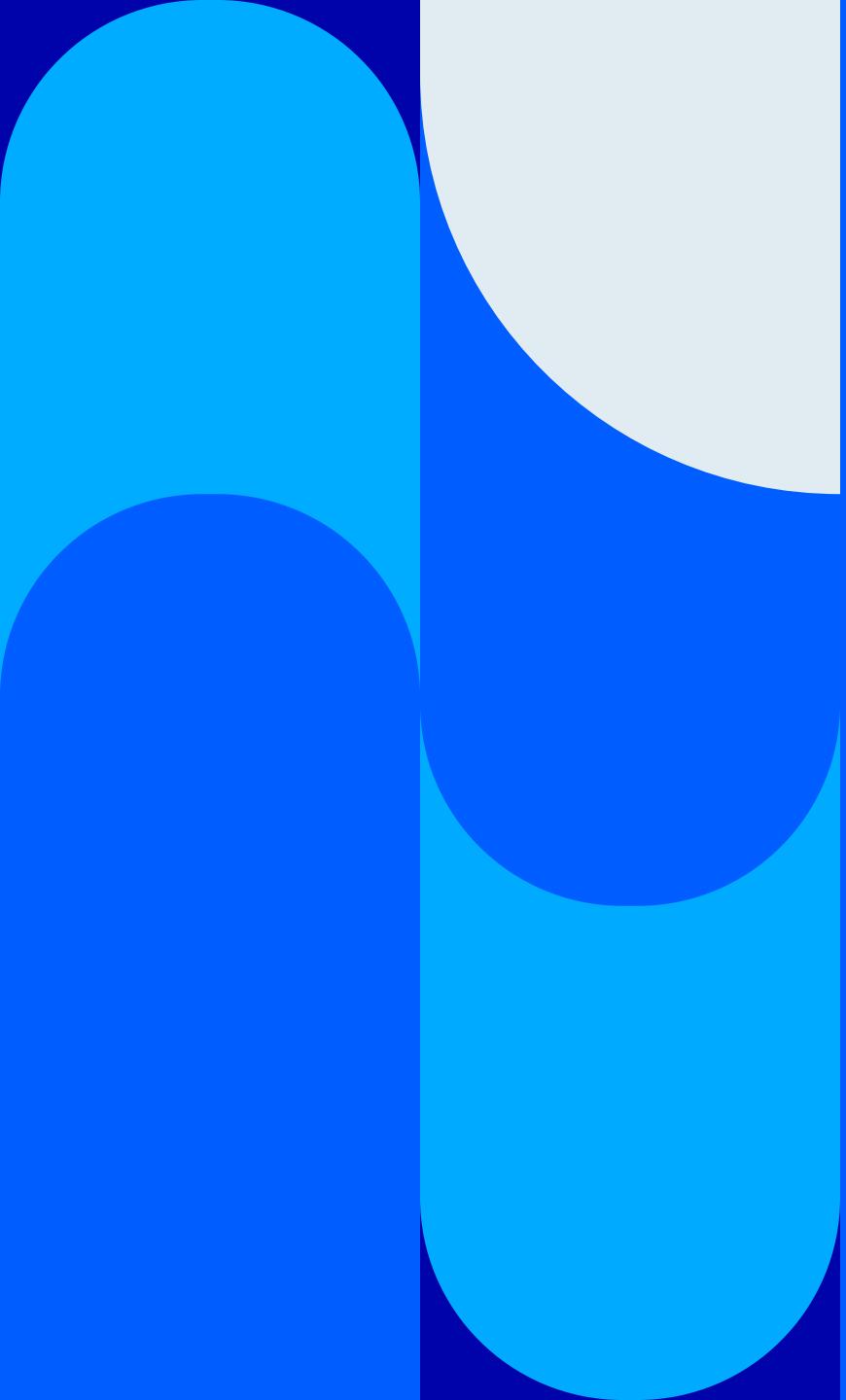


Pattern

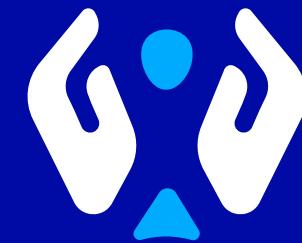


Pattern



A large, abstract graphic on the left side of the slide consists of several overlapping blue circles and ovals. The colors range from dark navy to bright cyan, creating a dynamic, fluid appearance.

fluence



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Acoplamiento





fluence





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fluence

The logo consists of the word "fluence" in a bold, blue, sans-serif font. Above the letter "f", there is a small icon composed of three white circles of increasing size from top to bottom, with a blue triangle pointing upwards between the middle and bottom circles.

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Obrigado!

