

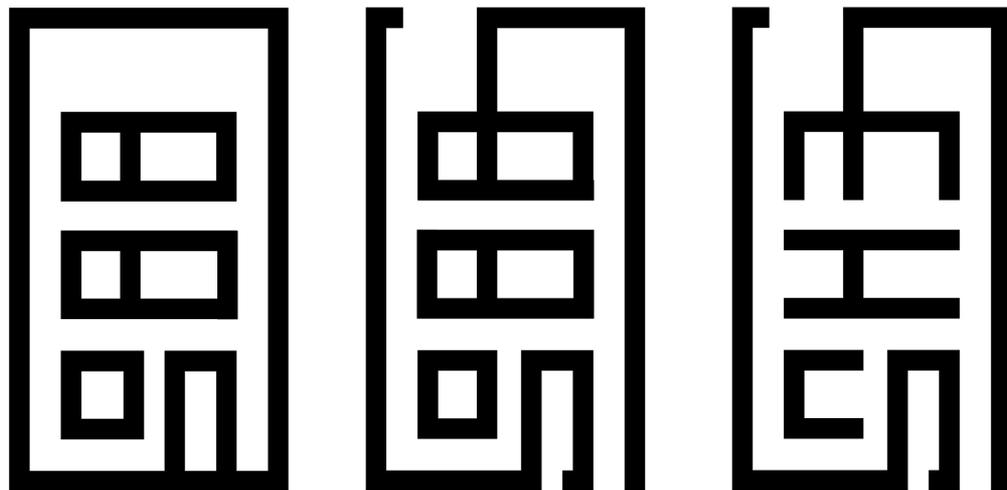
EH5

## Processo criativo

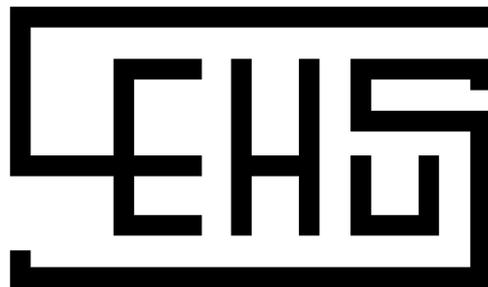
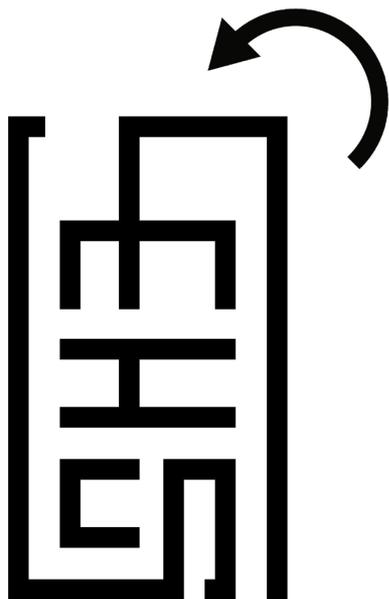
A identidade visual que criamos para esse projeto tem como base referências que absorvemos com a nossa visita ao prédio do CEHUS e também o que lemos sobre o mesmo. Um ponto realmente importante para o resultado do logotipo foram as plantas baixas que analisamos e que nos impulsionaram a produzirmos um trabalho mais geométrico. Portanto, as letras criam uma representação fictícia dos espaços do prédio multidisciplinar.



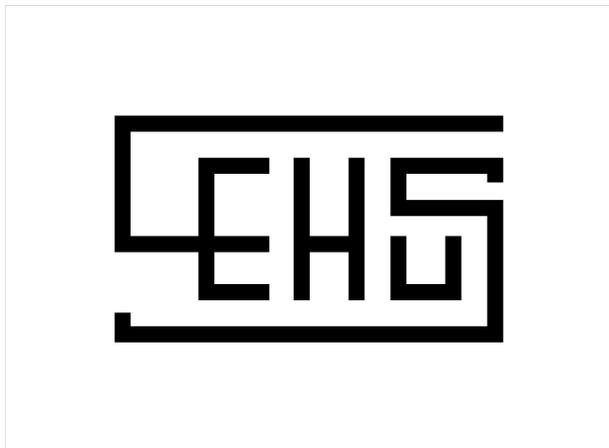
## Conceito



Conceito



## Marca prioritária



Positivo



Negativo

## Atividade-fim



CENTRO DE PÓS-GRADUAÇÃO  
E PESQUISAS EM CIÊNCIAS  
HUMANAS, SOCIAIS, SOCIAIS  
APLICADAS, ARTES E LINGUAGEM

## Redução máxima

### Impresso //

Redução máxima da marca:  
1cm de largura



1cm



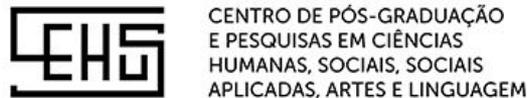
3,5m x 1,02cm

### Digital //

Redução máxima da marca:  
60px de largura

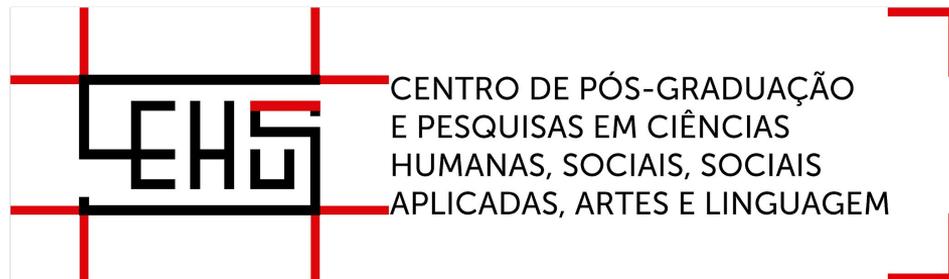
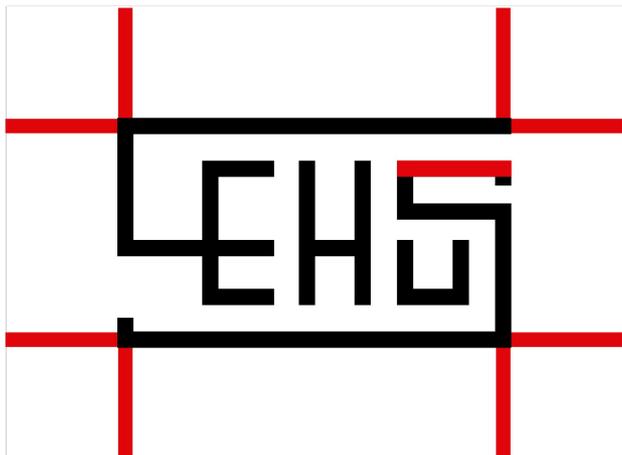


60px



220px x 64px

## Área de proteção



# Assinatura vinculada



UFPEL



UFPEL



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## Aplicações em fundos

Em fundos com **pouca** saturação, usar versão positiva



Em fundos com **muita** saturação, usar versão negativa



## Aplicações em fundos fotográficos



## Aplicações em fundos fotográficos



## Usos vetados



Não alterar as  
proporções da  
marca

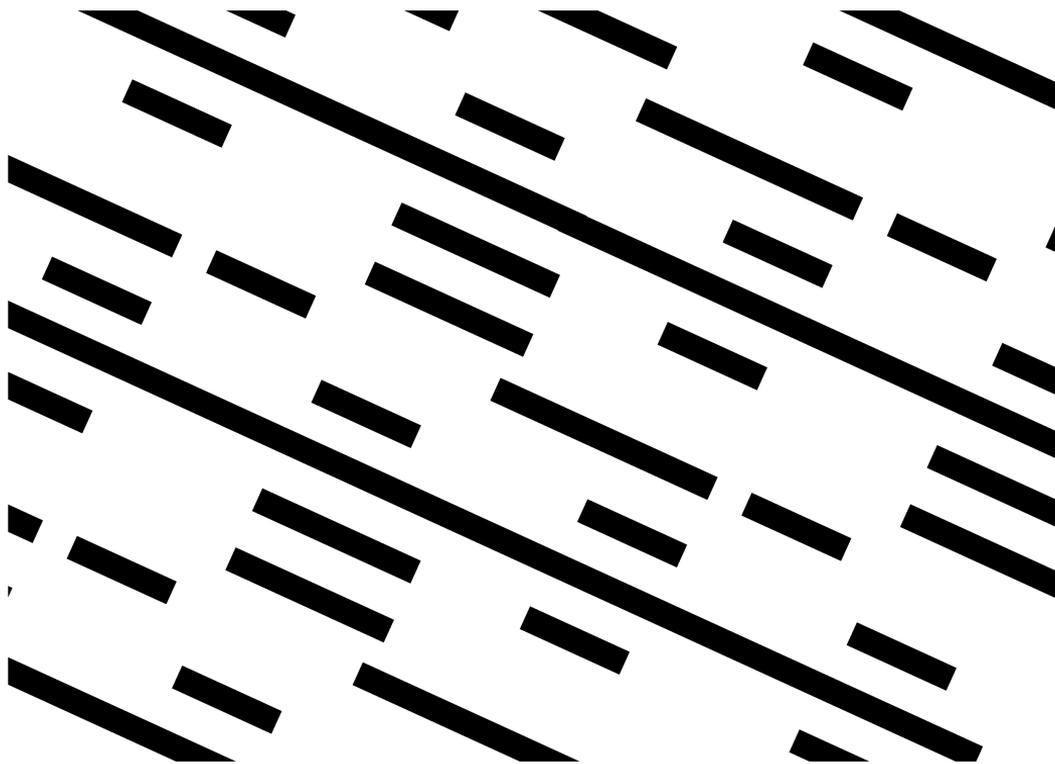


Não rotacionar  
a marca



Não aplicar cores  
na marca

# Grafismos







# Timbrado



Company  
Design Agency

Company  
Design Agency  
Blackwell Street, Dry Creek  
design@agency.zc  
Phone: +1 (920) 999-7740  
info@designagency.zc

Blackwell Street  
Dry Creek  
design@agency.zc  
+1 (920) 999-7740  
info@designagency.zc

Design Agency  
Blackwell Street  
Dry Creek  
design@agency.zc  
+1 (920) 999-7740  
info@designagency.zc

The Chairman



## Anyway, you are the designers you know what to do

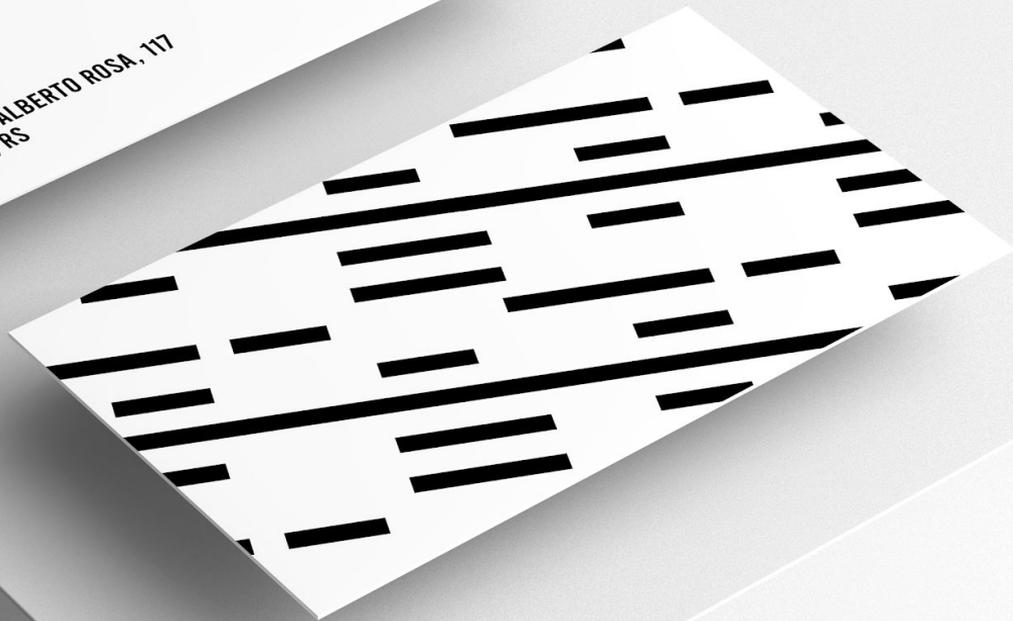
Anyway, you see the designer, you know what to do. I'm not really sure, I try something else, I was wondering if my car could be placed over the logo in the flyer that's great, but can you make it work for 2 please? I want you to make it to the next level. You are lucky to even be doing this for us, this is just a 5 minutes job.

We are a big name so have in your portfolio, I like it, but can the arrow look a little warmer? You are lucky to even be doing this for us, you start on it today and we will talk about what I want next time. I really think this could go viral, I know you've made sixty iterations but can we go back to the first one that was five bars version so can you help me out? Could you do an actual logo instead of a font? Can you pump the powerpoint? We need more geometry patterns, and we don't need a contract.

Could you rotate the pictures to show the other side of the room? Make it pop jazz it up a little. The concept of bars on, but can we look at a better execution? We need more images of groups of people having non-specific types of fun, so I think we need to start from scratch and there is too much white space. Ok, here it, let me tell you all this again so you can understand it better.

I like it, but can the arrow look a little warmer? You are lucky to even be doing this for us, you start on it today, and we will talk about what I want next time, I really think this could go viral, I think we need to start from scratch. The flyer should feel like a warm handshake.

# Cartão



Folder

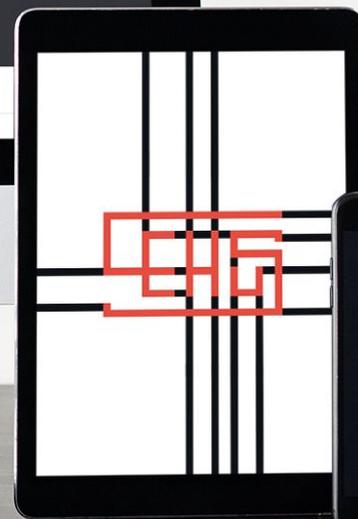
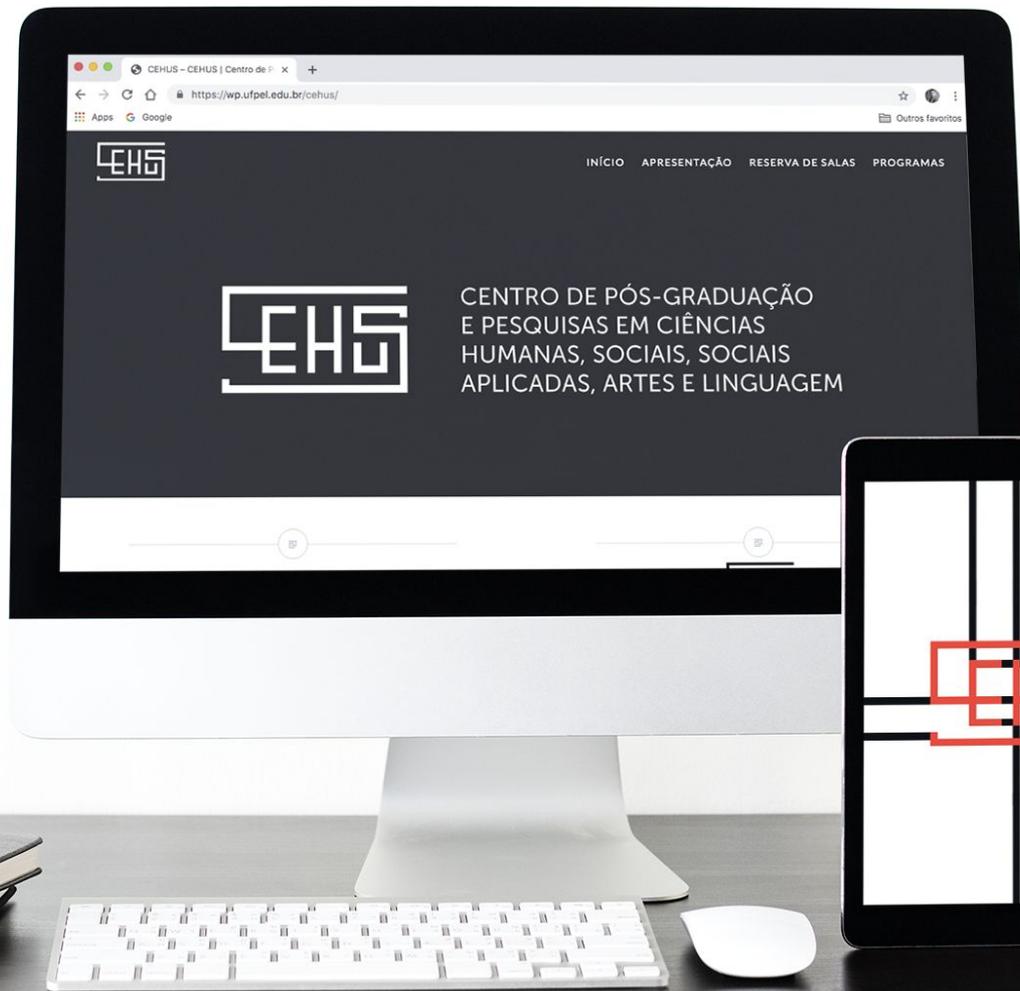


# Cartaz



REINAUGURAÇÃO  
29 DE JULHO, 2019  
CEL ALBERTO ROSA, 117  
PELOTAS - RS

# Home





# Fachada



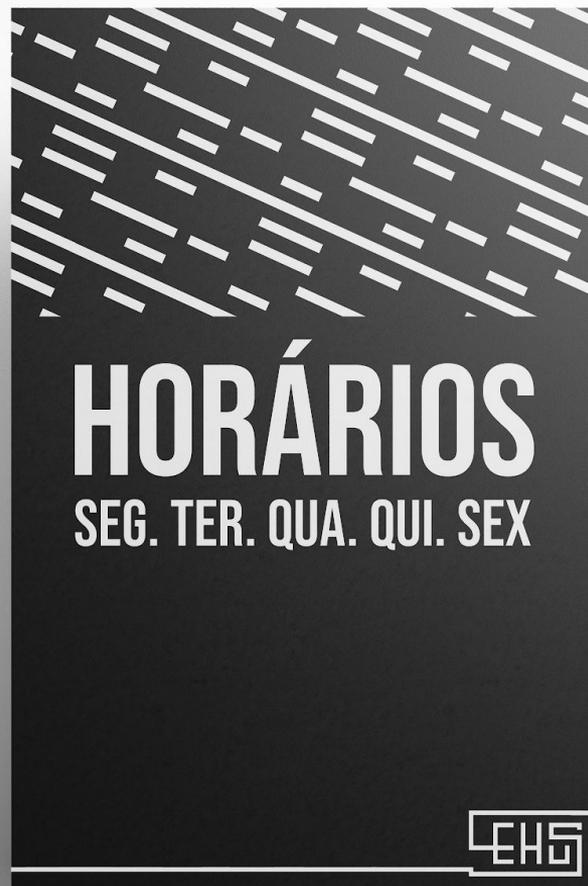
Sala



Sala



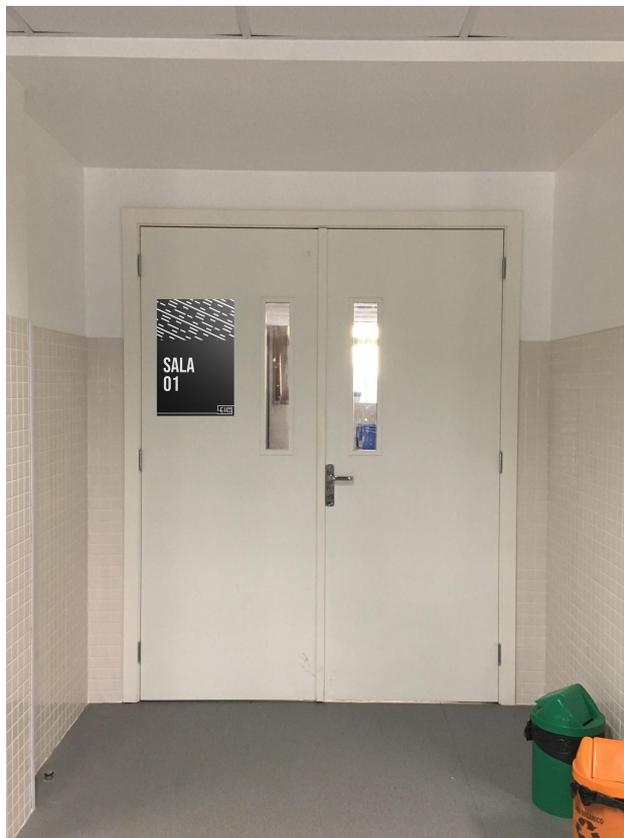
Regulatória



# Orientação



# Aplicações



# Aplicações



# Aplicações



PHS

# Promocional



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**Obrigado!**

