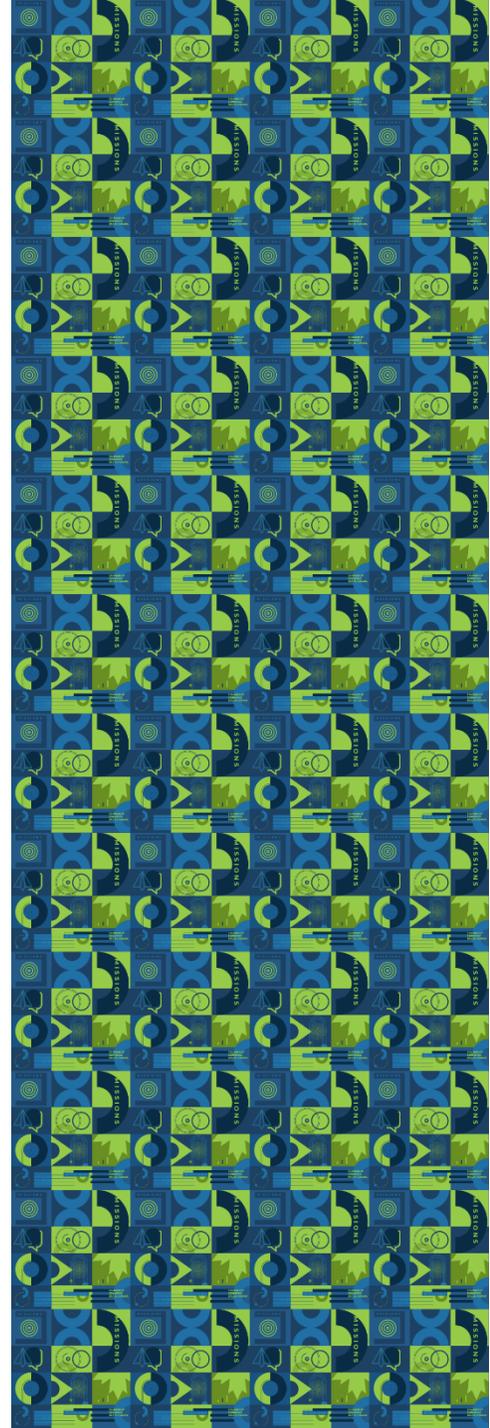


Identidade visual

Brazilian Home & Design



Logotipo

Com o propósito semelhante ao da ABIMAD, nosso logotipo deve refletir uma abordagem mais institucional. Isso se distingue de uma empresa produtora de móveis, onde elementos como madeira ou mobília seriam pertinentes. Para evitar ambiguidades, optamos por excluir tais elementos visuais.

Buscando incorporar um aspecto nacional no design, escolhemos um verde pastel que evoca não apenas a identidade brasileira, mas também comunica valores de sustentabilidade e responsabilidade ambiental, alinhados com os princípios ESG (Environmental, Social, and Governance).

Dado que o espaço é uma exposição, nosso objetivo é criar um ambiente acolhedor, remanescente de um lar, onde os visitantes possam se sentir confortáveis enquanto exploram uma variedade de móveis em ambientes cuidadosamente decorados. O ícone do logotipo integra elementos arquitetônicos, como janelas e portas, e combina as iniciais de 'Brazilian Home and Design', representando a fusão da hospitalidade brasileira com a inovação no design.



Logotipo

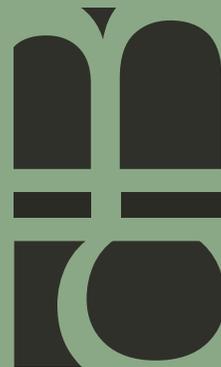
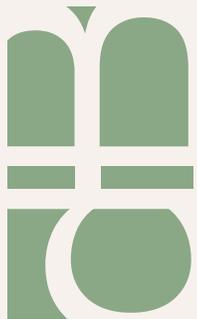
O objetivo foi criar um ícone que refletisse os elementos de uma casa e inconscientemente a percepção das iniciais **B**razilian **H**ome e **D**esign.

Além disso que fosse minimalista, conceitual e moderno.



B H d

Aplicações em outras cores:



Logotipo – Aplicações



Template – Material de vendas

PRESENTATION TITLE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Armínio Calonga
 March, 25th



TITLE LOREM IPSUM

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- Topic 01**
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- Topic 03**
 Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.



