

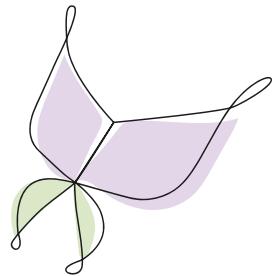
Vanessa Felix

MANUAL DE IDENTIDADE VISUAL

O MIV (Manual de Identidade Visual) define as diretrizes para o uso correto dos elementos visuais da marca, entre eles, o logotipo, as cores, as tipografias e os padrões gráficos. Ele garante a consistência da comunicação visual em todos os materiais, fortalecendo a identidade da marca e facilitando o seu reconhecimento.



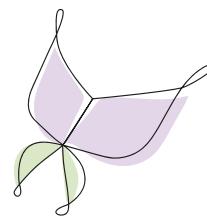
O Logotipo



Vanessa Felix



Versão vertical



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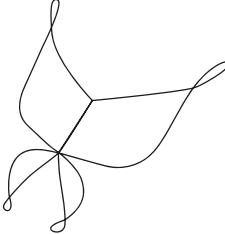


Versões (negativa / positiva)

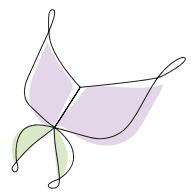


Uso e variações (Redução máxima)



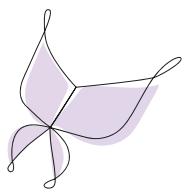
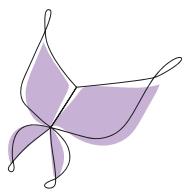
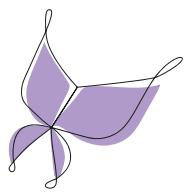
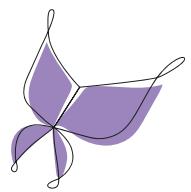
$X/2$		
X		
$X/2$		

$X/2$		
X	<i>Vanessa Felix</i>	
$X/2$		

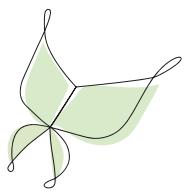
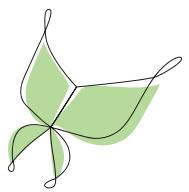
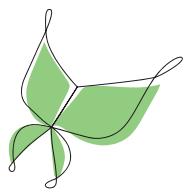
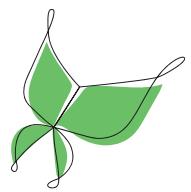


As Cores

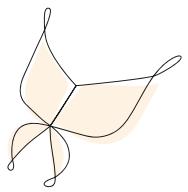
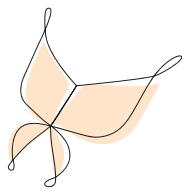
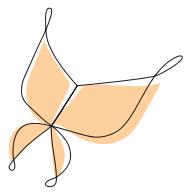
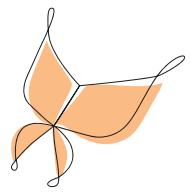




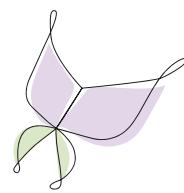
VIOLETA PASTEL/LILÁS = C: 10 / M: 15 / Y: 00 / K: 00
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VERDE PASTEL = C: 15 / M: 00 / Y: 25 / K: 00
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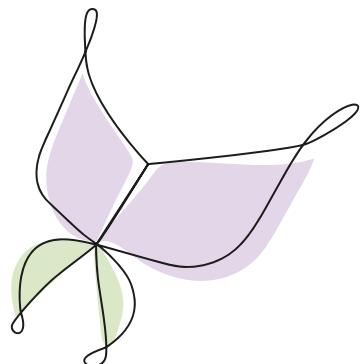


AREIA = C: 00 / M: 05 / Y: 10 / K: 00
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O Simbolo

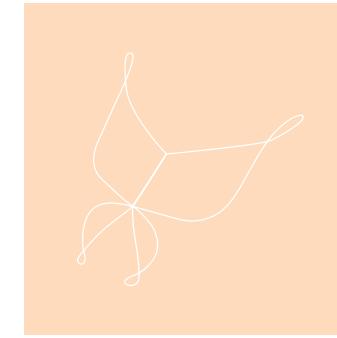
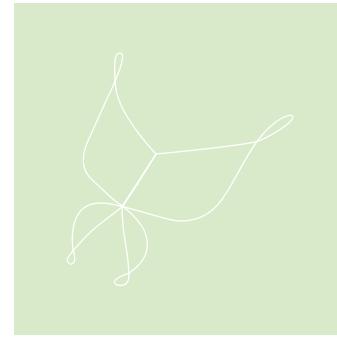
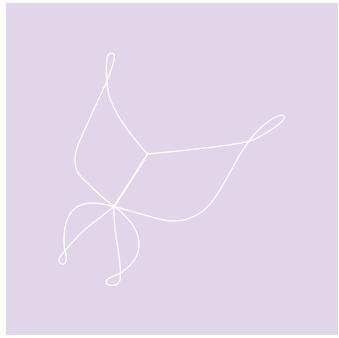
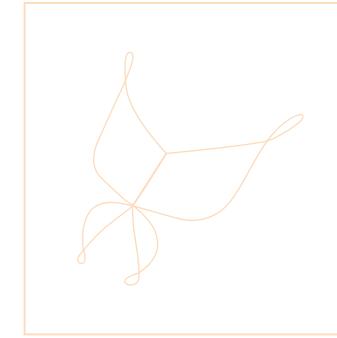
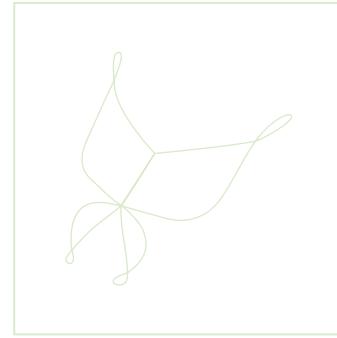
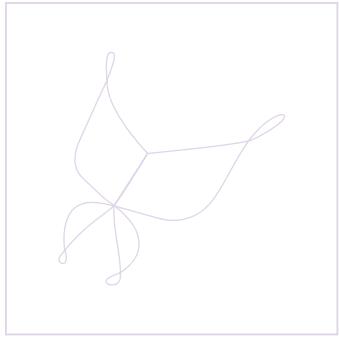


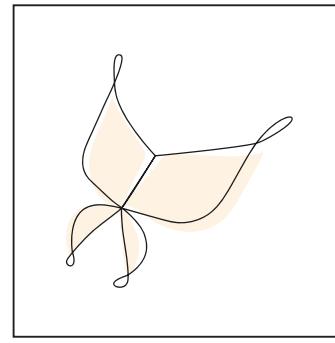
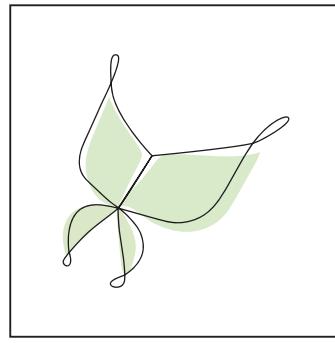
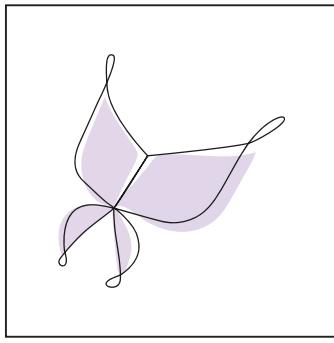
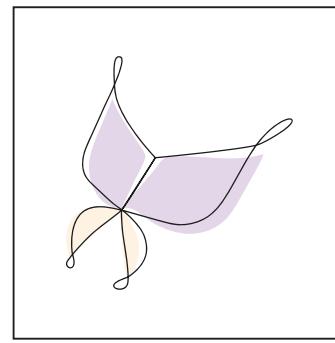
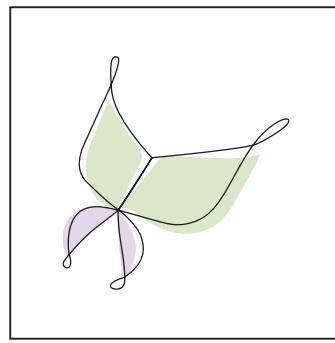
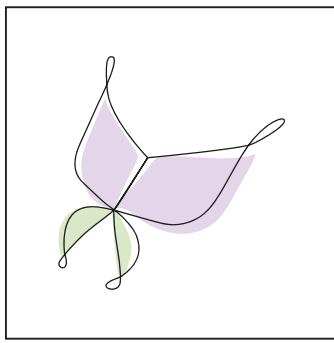


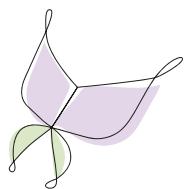
"O poder que a borboleta nos traz é oriundo do ar. É a mente e a capacidade de conhecer a mente e de mudá-la. É a arte da transformação. (...) A vida está sempre em processo de transformação. É um ciclo sem fim de autotransformação."

Fonte: *Cartas Xamânicas, a descoberta do poder através da energia dos animais* de Jameie Sams & David Carson

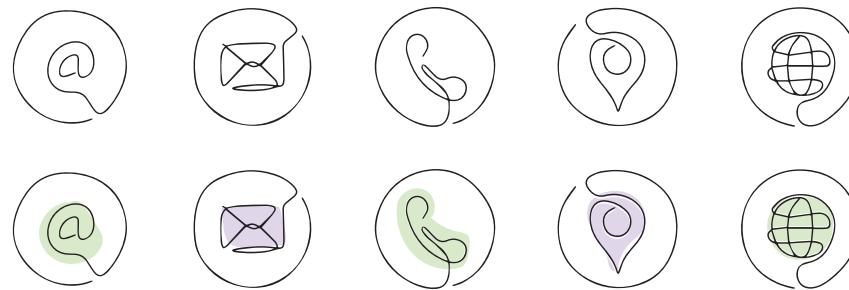
Imagen: Pinterest

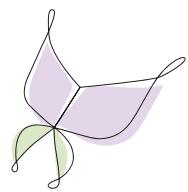






Os Icons





As Fontes



FONTE INSTITUCIONAL

Avenir Next

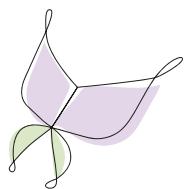
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A Auto Signature

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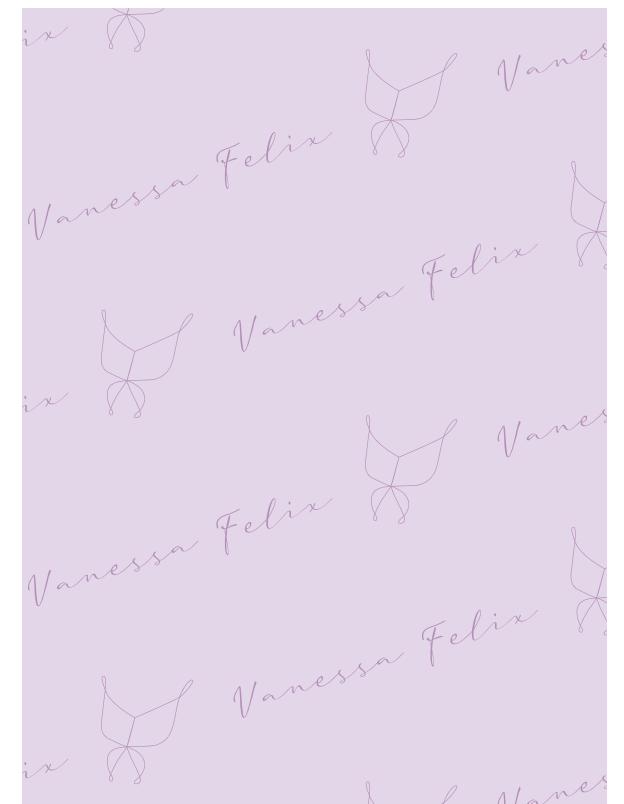
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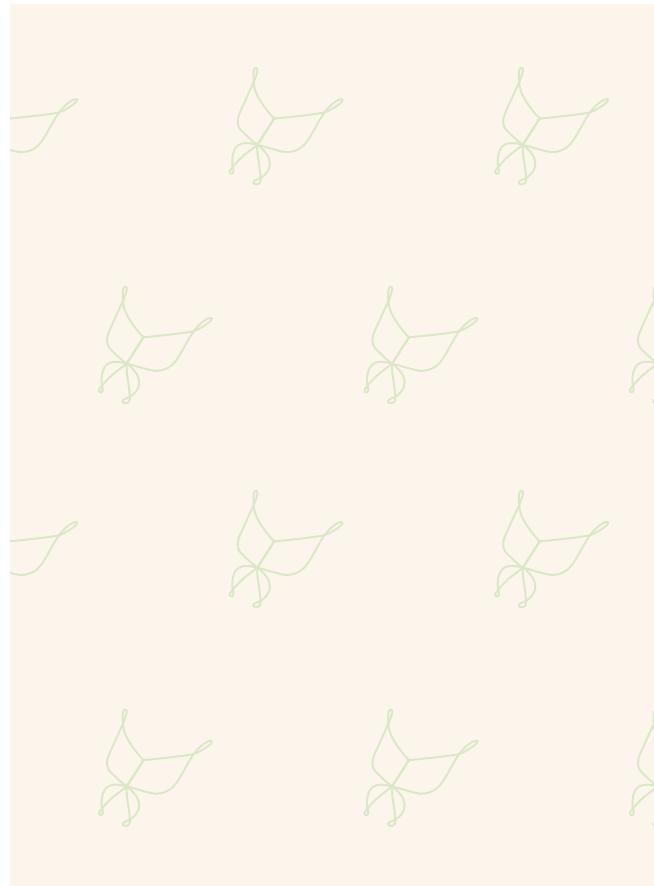
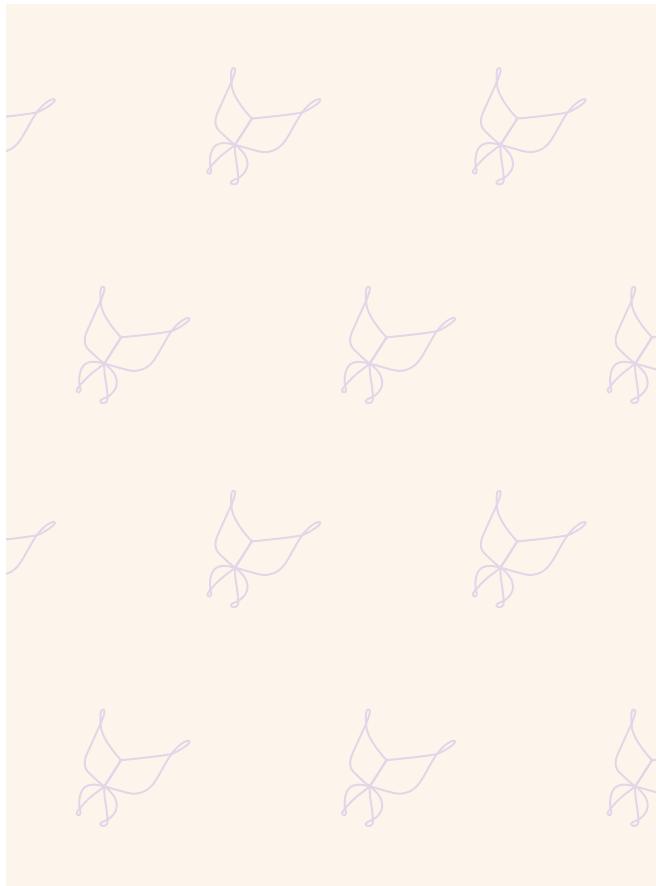


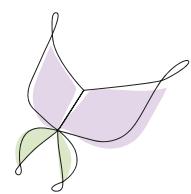
As Texturas



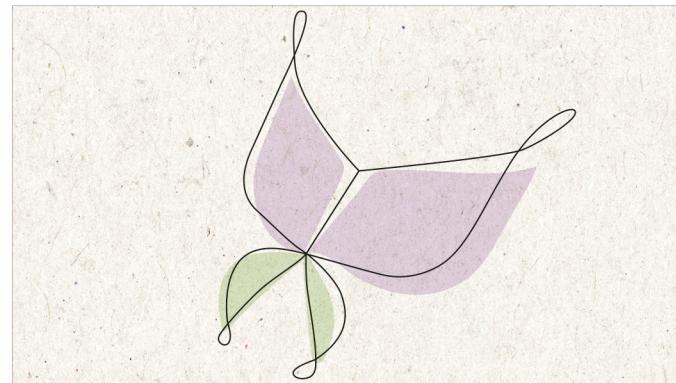








Materiais Off-Line

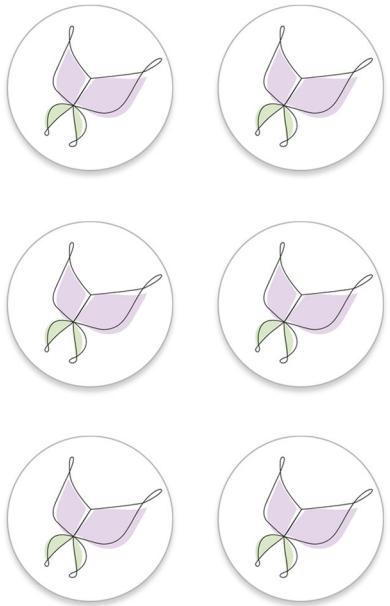


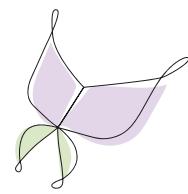


 *Vanessa Felix*

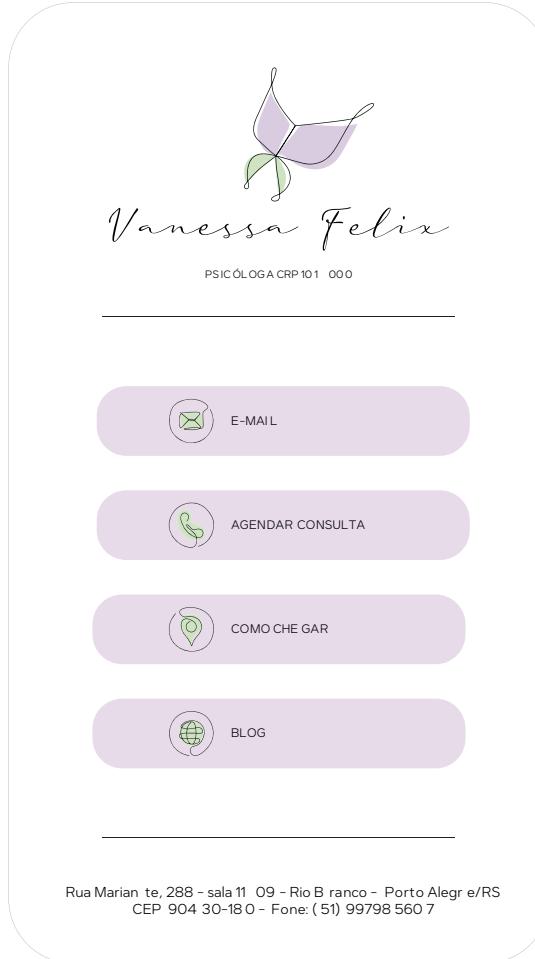
Rua Mariante, 288 - sala 1109 - Rio Branco - Porto Alegre/RS
CEP 90430-180 - Fone: (51) 99798 5607

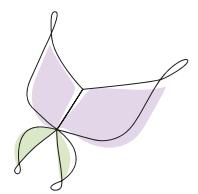






Materiais On-Line





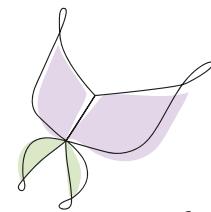
Imagens Conceituais











Vanessa Felix

Desenvolvido por Christine Sassen, Publicitária (PUCRS), Diretora de Arte e Criação.

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