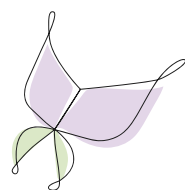


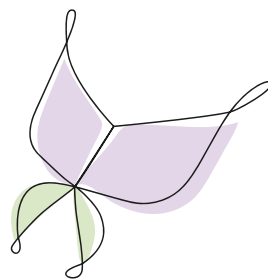
*Vanessa Felix*

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*

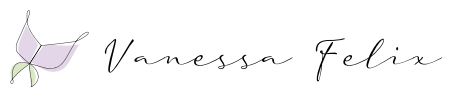


*Vanessa Felix*

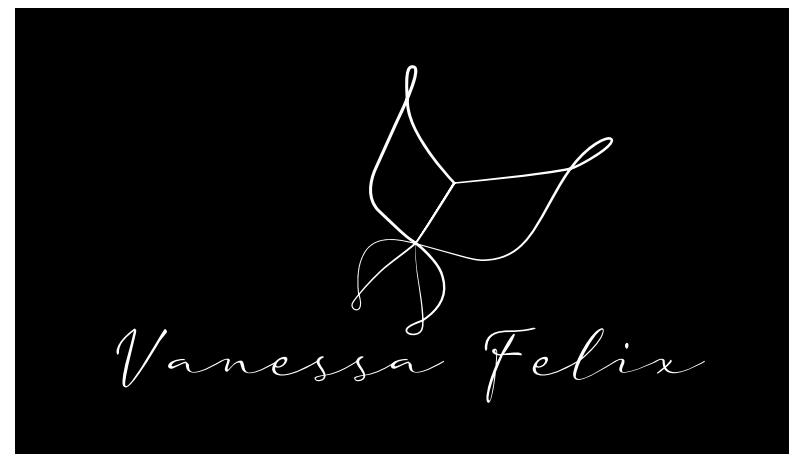


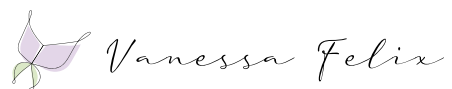
Versão vertical



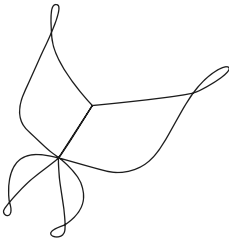


Versão horizontal

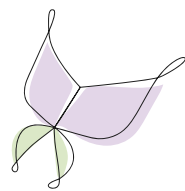




Uso e variações ( Redução máxima )

X/2		
X		
X/2		

X/2		
X	Vanessa Felix	
X/2		

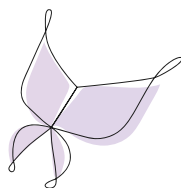
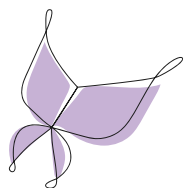
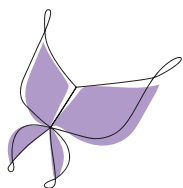
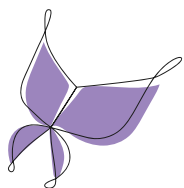


*As Cares*

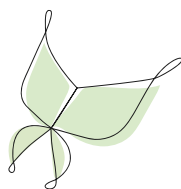
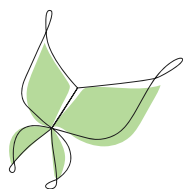
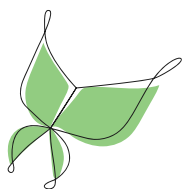




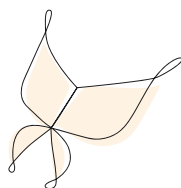
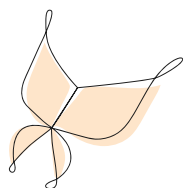
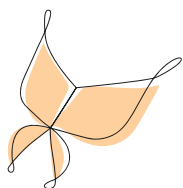
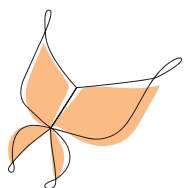




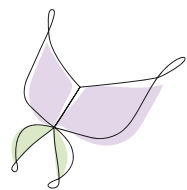
VIOLETA PASTEL/LILÁS = C: 10 / M: 15 / Y: 00 / K: 00  
#e0d5ea



VERDE PASTEL = C: 15 / M: 00 / Y: 25 / K: 00  
#d9ebcb



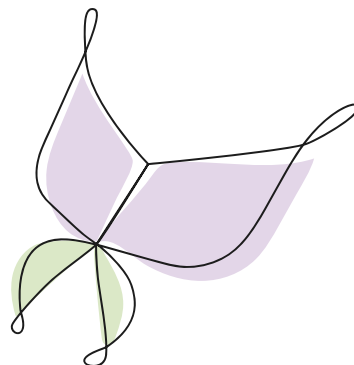
AREIA = C: 00 / M: 05 / Y: 10 / K: 00  
#fff1e2



*O Simbolo*





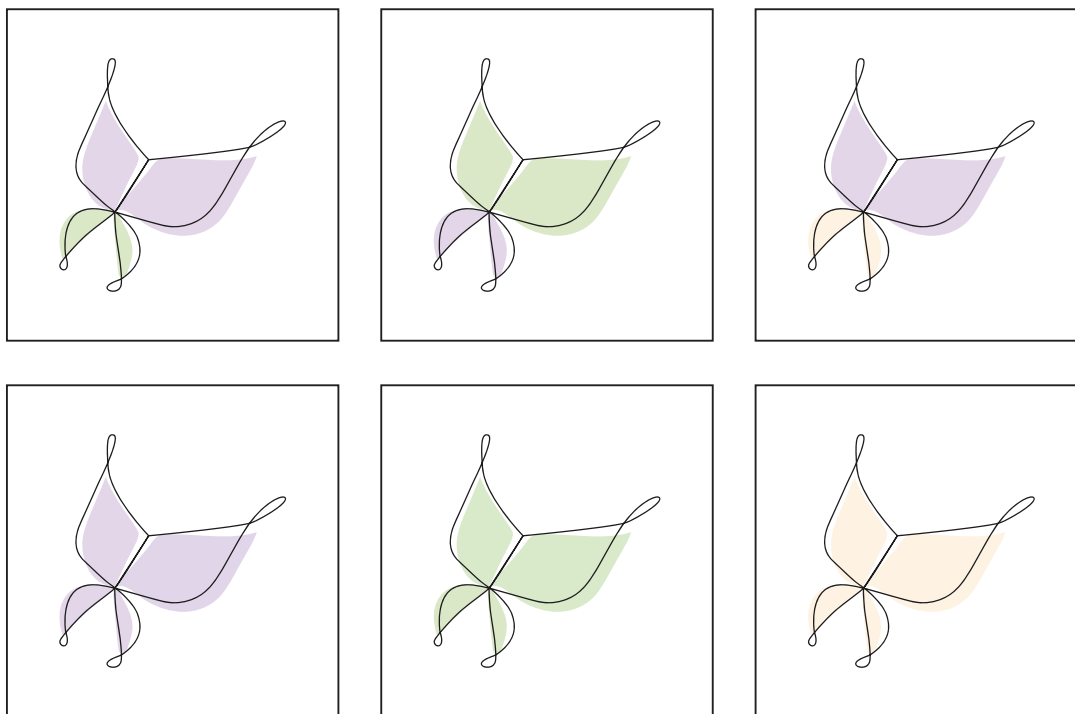


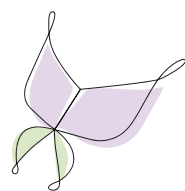
“O poder que a borboleta nos traz é oriundo do ar. É a mente e a capacidade de conhecer a mente e de mudá-la. É a arte da transformação. (...) A vida está sempre em processo de transformação. É um ciclo sem fim de autotransformação.”

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

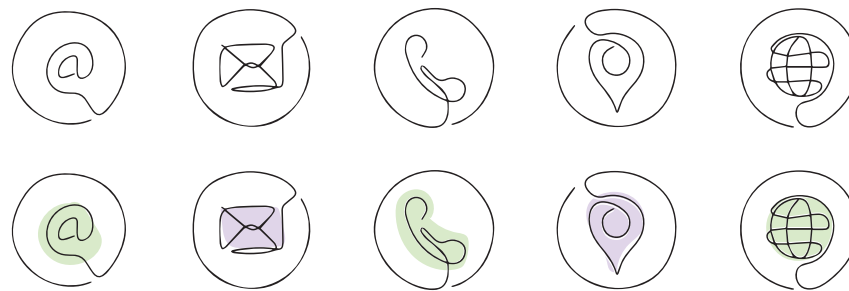


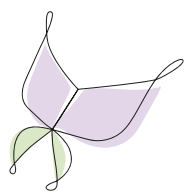






*Os Icones*





*As Fontes*







## FONTE INSTITUCIONAL

### Avenir Next

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

### *Avenir Next*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

### Avenir Next

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

### *Avenir Next*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

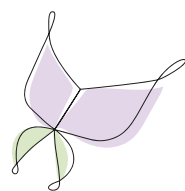
1234567890

*A Auto Signature*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*



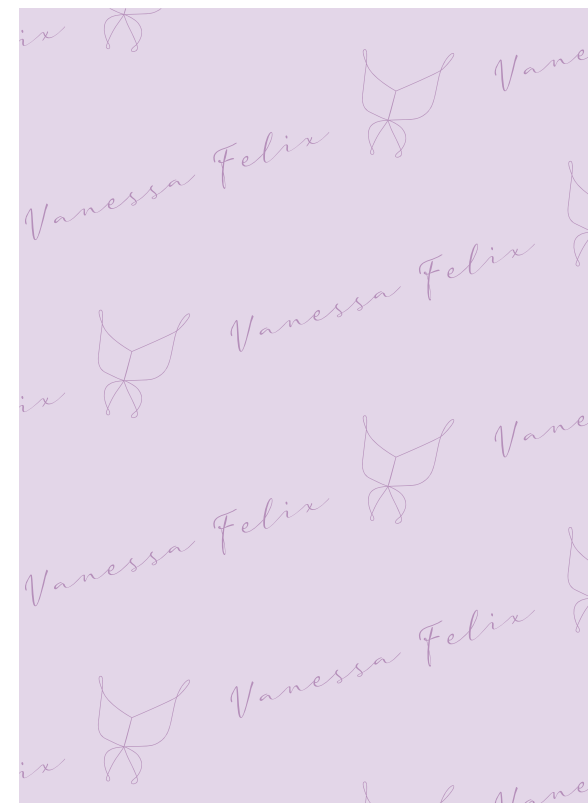
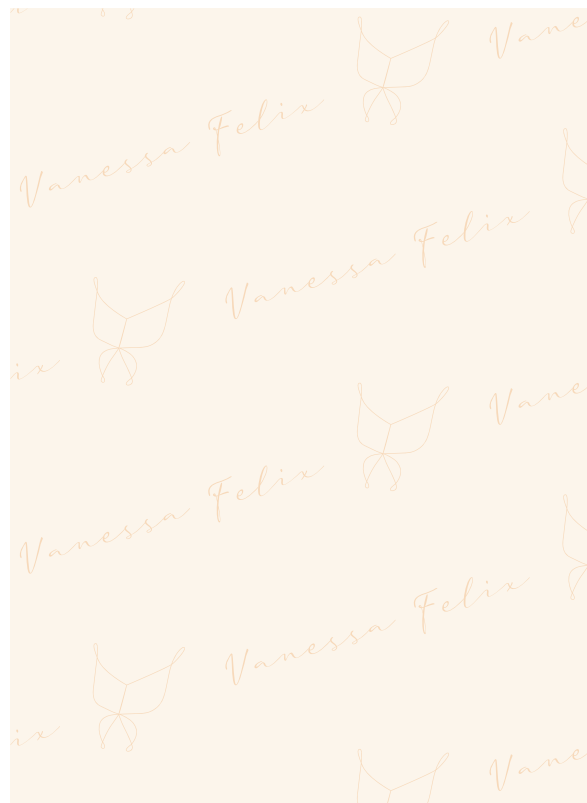
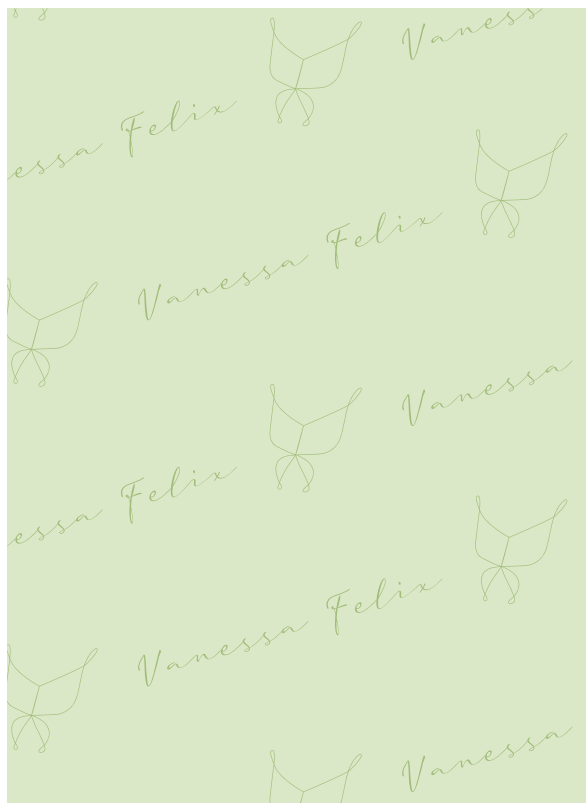
*As Texturas*

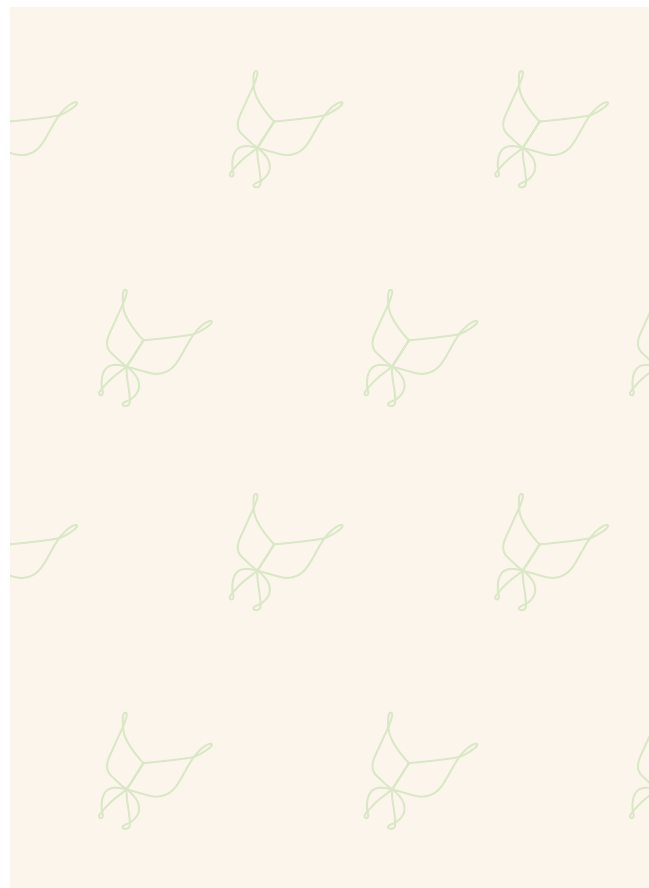


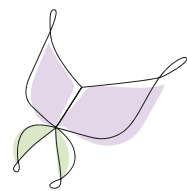






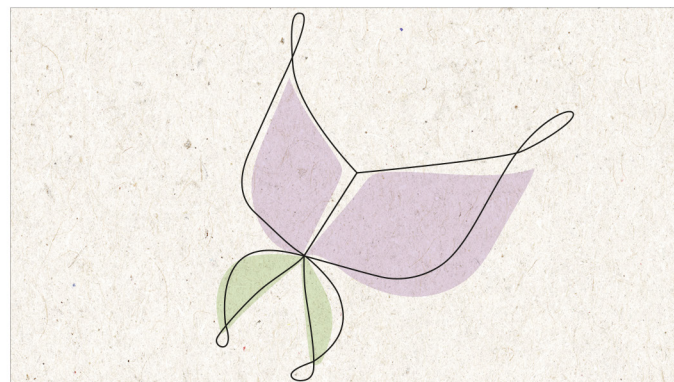






*Materials Off-Line*

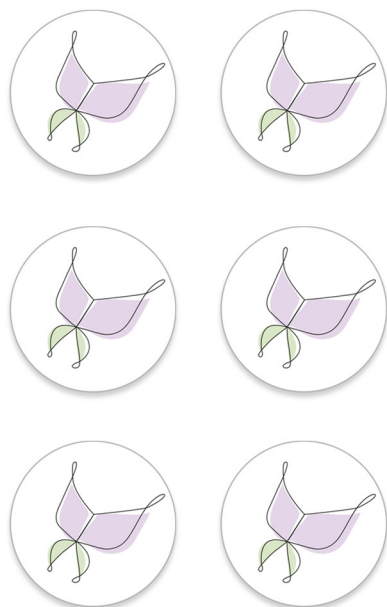


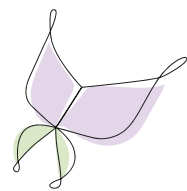












*Materials On-Line*



Vanessa Felix

PSICÓLOGA CRP 101 000



E-MAIL



AGENDAR CONSULTA

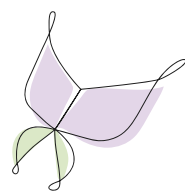


COMO CHEGAR



BLOG

Rua Mariana, 288 - sala 11 - 09 - Rio Branco - Porto Alegre/RS  
CEP 904 30-180 - Fone: (51) 99798 5607



*Imagens Conceituais*







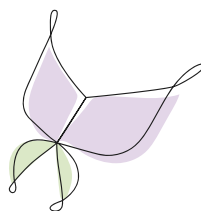












Vanessa Felix

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

© Todos os direitos reservados.