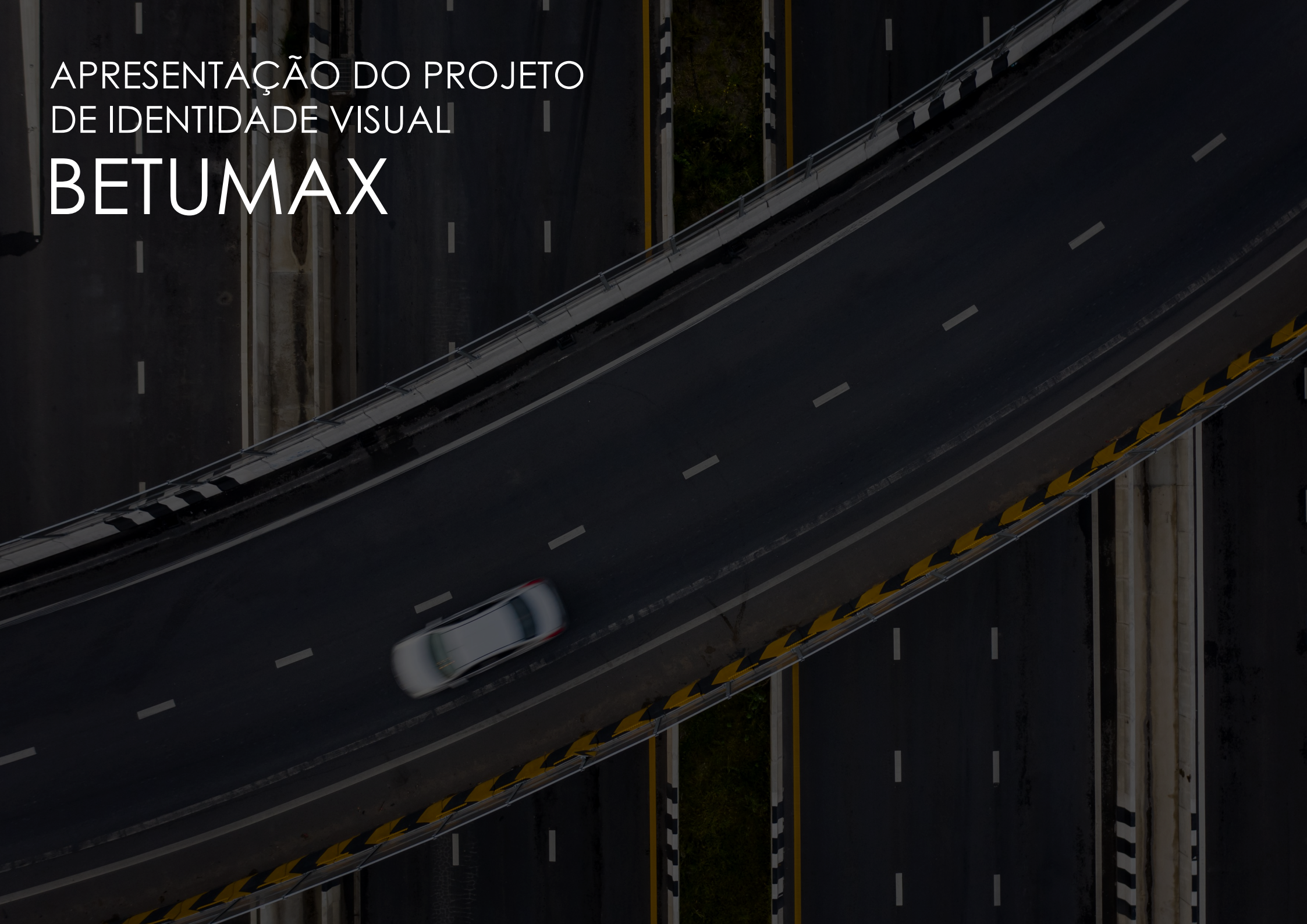



APRESENTAÇÃO DO PROJETO
DE IDENTIDADE VISUAL

BETUMAX



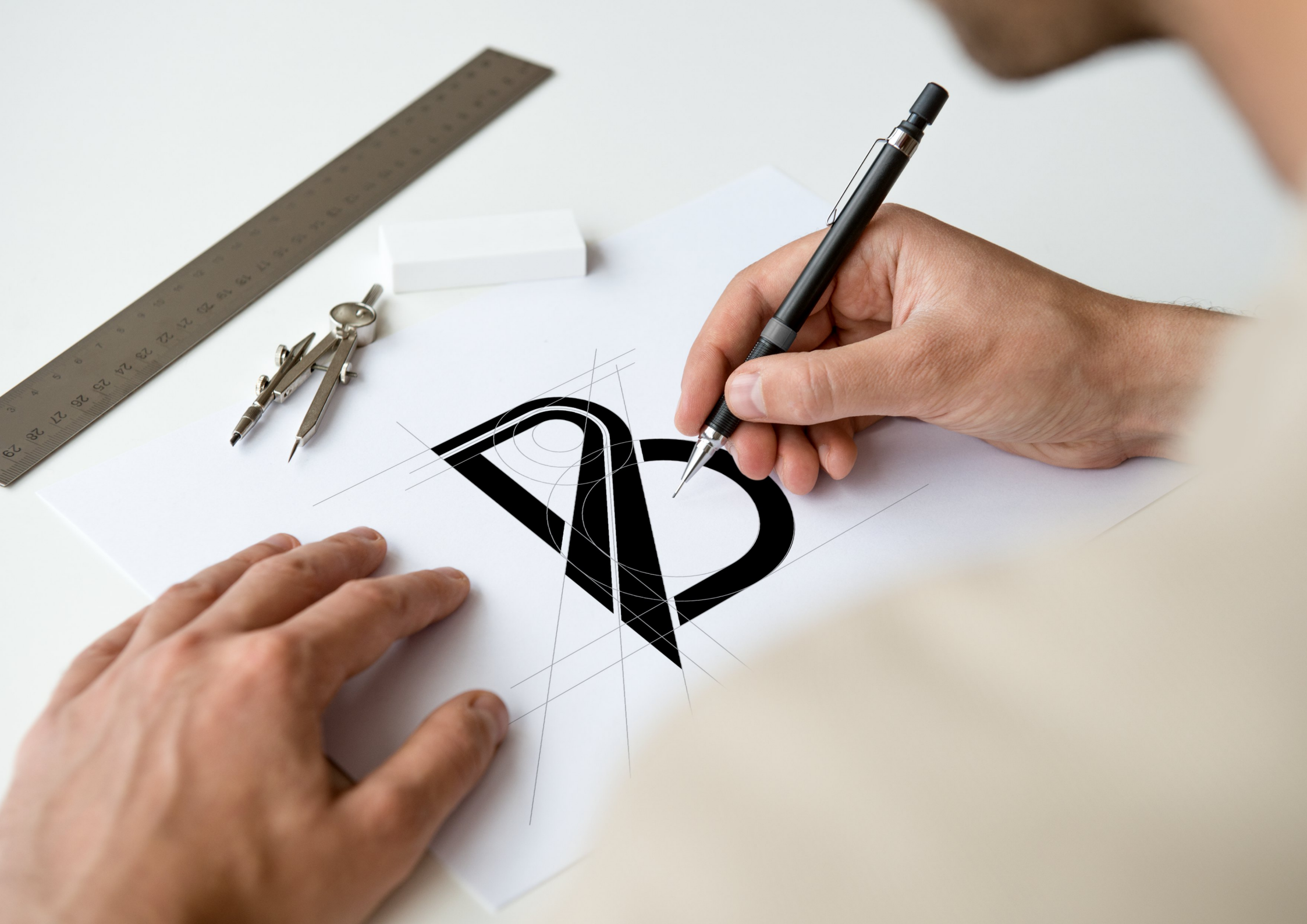
A dark, atmospheric landscape with a road leading towards mountains at dusk or dawn. The scene is dimly lit, with a faint orange glow on the horizon. The road is a two-lane asphalt road with a dashed center line, leading the eye towards the horizon. The surrounding terrain is flat and appears to be a field or plain, with some sparse vegetation. In the distance, a range of mountains is visible against the dark sky. The overall mood is somber and contemplative.

O DNA DA MARCA

An aerial, high-angle view of a multi-lane highway with traffic. The road is divided by a central metal guardrail. On the left side, there are trees and a grassy area. On the right side, there is a grassy field. The sky is overcast. The text is centered over the highway.

COMPROMISSO
QUALIDADE
INOVAÇÃO
CONFIANÇA
EXCELÊNCIA

O SÍMBOLO





TRAÇO EM
REFERÊNCIA
A PISTA
DE VEÍCULOS /
ASFALTO.



LETRA "B"
EM REFERÊNCIA
AO NOME
DA EMPRESA.

A dark, atmospheric landscape featuring a road that recedes into the distance towards a range of mountains under a twilight sky. The scene is dimly lit, with a subtle orange and yellow glow on the horizon. The text 'TIPOGRAFIA E COR' is overlaid in the center in a clean, white, sans-serif font.

TIPOGRAFIA E COR

abc

BAHNSCHRIFT

CONSISTÊNCIA // CONFIABILIDADE

Ab

PRETO

(ASFALTO)

NEUTRALIDADE

SERIEDADE

COMPETÊNCIA



CONFIANÇA
AGILIDADE
PRESTATIVIDADE

(FAIXAS)

AMARELO

A dark, low-angle photograph of a large vehicle's wheels on a road. The wheels are large and metallic, with visible suspension components. The road surface is dark and textured. The text "A MARCA" is overlaid in the center in a white, sans-serif font.

A MARCA





BETUMAX
SOLUÇÃO EM ASFALTO



BETUMAX
SOLUÇÃO EM ASFALTO



An aerial, top-down view of a multi-lane highway interchange. The road surface is dark asphalt with white dashed lane markings. A single white car is visible, driving on one of the lanes. The highway is bordered by concrete barriers with black and white checkered patterns. The overall lighting is dim, suggesting dusk or dawn. The word "OBRIGADO" is centered in the image in a white, sans-serif font.

OBRIGADO