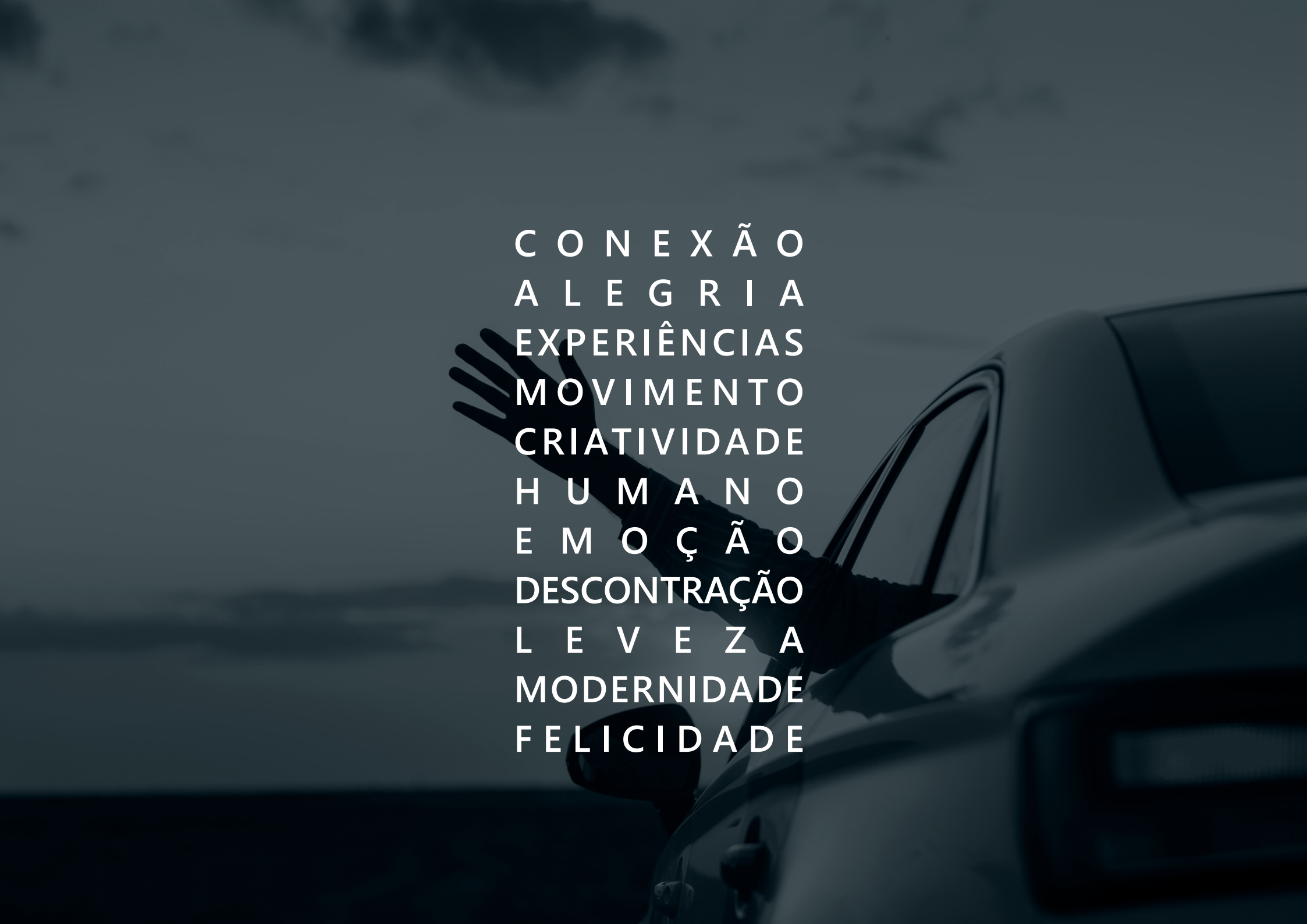


APRESENTAÇÃO DO PROJETO
DE IDENTIDADE VISUAL
NEXXO
EXPERIÊNCIAS





**O DNA
DA MARCA**

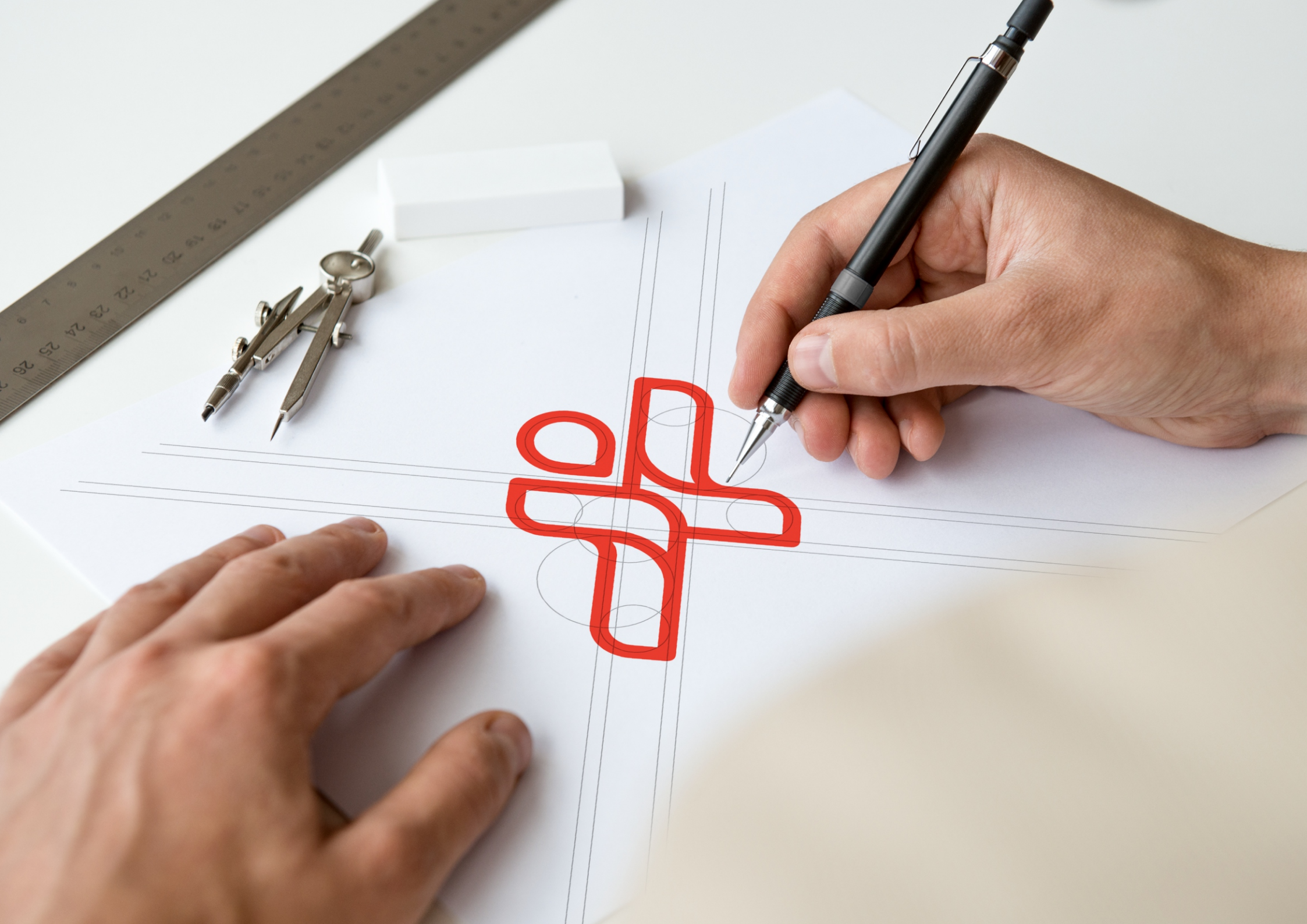
A dark, moody photograph of a car's side profile, with a hand reaching out from the window. The image is overlaid with a list of words in white, uppercase letters.

C O N E X Ã O
A L E G R I A
E X P E R I Ê N C I A S
M O V I M E N T O
C R I A T I V I D A D E
H U M A N O
E M O Ç Ã O
D E S C O N T R A Ç Ã O
L E V E Z A
M O D E R N I D A D E
F E L I C I D A D E

O SÍMBOLO







NEXXO. UM PONTO DE ENCONTRO DE MÚLTIPLOS DESTINOS PARA PROPORCIONAR EXPERIÊNCIAS.



LETRA "X"
EM REFERÊNCIA
AO NOME
DA EMPRESA



SÍMBOLO DE
LOCALIZAÇÃO
EM REFERÊNCIA
AO "PONTO DE
ENCONTRO"

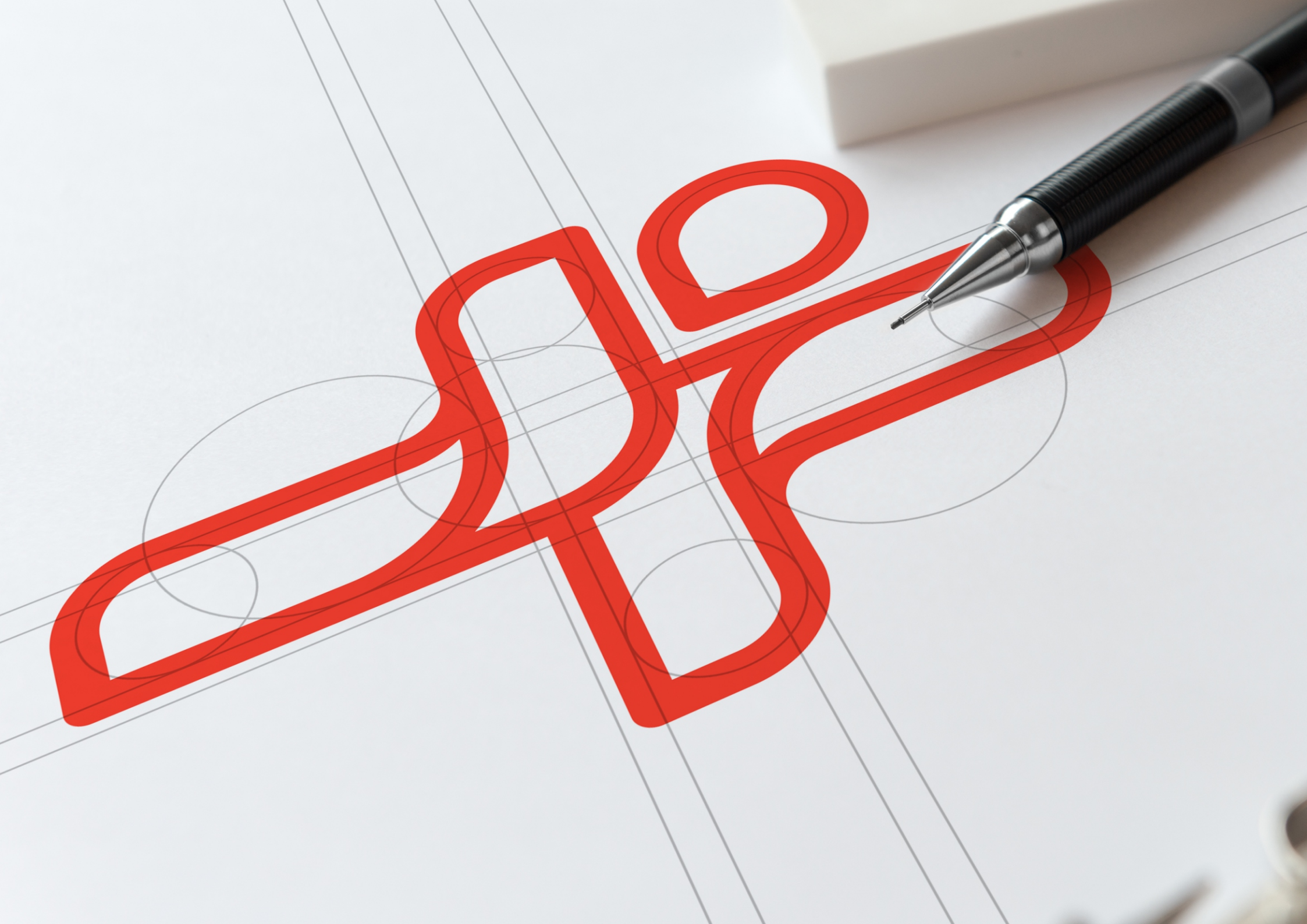


AS SETAS
EM REFERÊNCIA À
"CONEXÃO COM
MÚLTIPLAS
EXPERIÊNCIAS
DO DESTINO"



REFERÊNCIA
À FIGURA
HUMANA EM
MOVIMENTO
"EXPERIÊNCIAS"





A dark, moody photograph of a car's interior, showing a hand on the steering wheel. The image is overlaid with white text. The text is arranged in two lines: "CORES E" on the top line and "TIPOGRAFIA" on the bottom line. The font is a clean, sans-serif typeface. The background is a dark, low-key shot of a car's interior, with the steering wheel and a hand visible. The overall tone is professional and artistic.

CORES E TIPOGRAFIA

The background features a dark, moody photograph of hikers on a trail. A faint, light-colored map is overlaid on the scene, showing various geographical features and paths. The overall aesthetic is clean and modern.

FIXED BK SANS

TRANSPARÊNCIA / LEVEZA
MODERNIDADE.

Ab

Ab

AZUL

**CONFIANÇA
SEGURANÇA
DIGITAL**



**ENERGIA
VELOCIDADE
DINAMISMO**

LARANJA

A dark, monochromatic image featuring three hikers with large backpacks walking across a map of a region, likely in South America. The hikers are positioned in the upper left and center, moving towards the right. The map below them shows geographical features like rivers and city names, though they are faint and difficult to read. The overall tone is professional and adventurous.

A MARCA



N E X X O
EXPERIÊNCIAS





N E X X O
EXPERIÊNCIAS



N E X X O
EXPERIÊNCIAS



N E X X O
EXPERIÊNCIAS



N E X X O
EXPERIÊNCIAS