

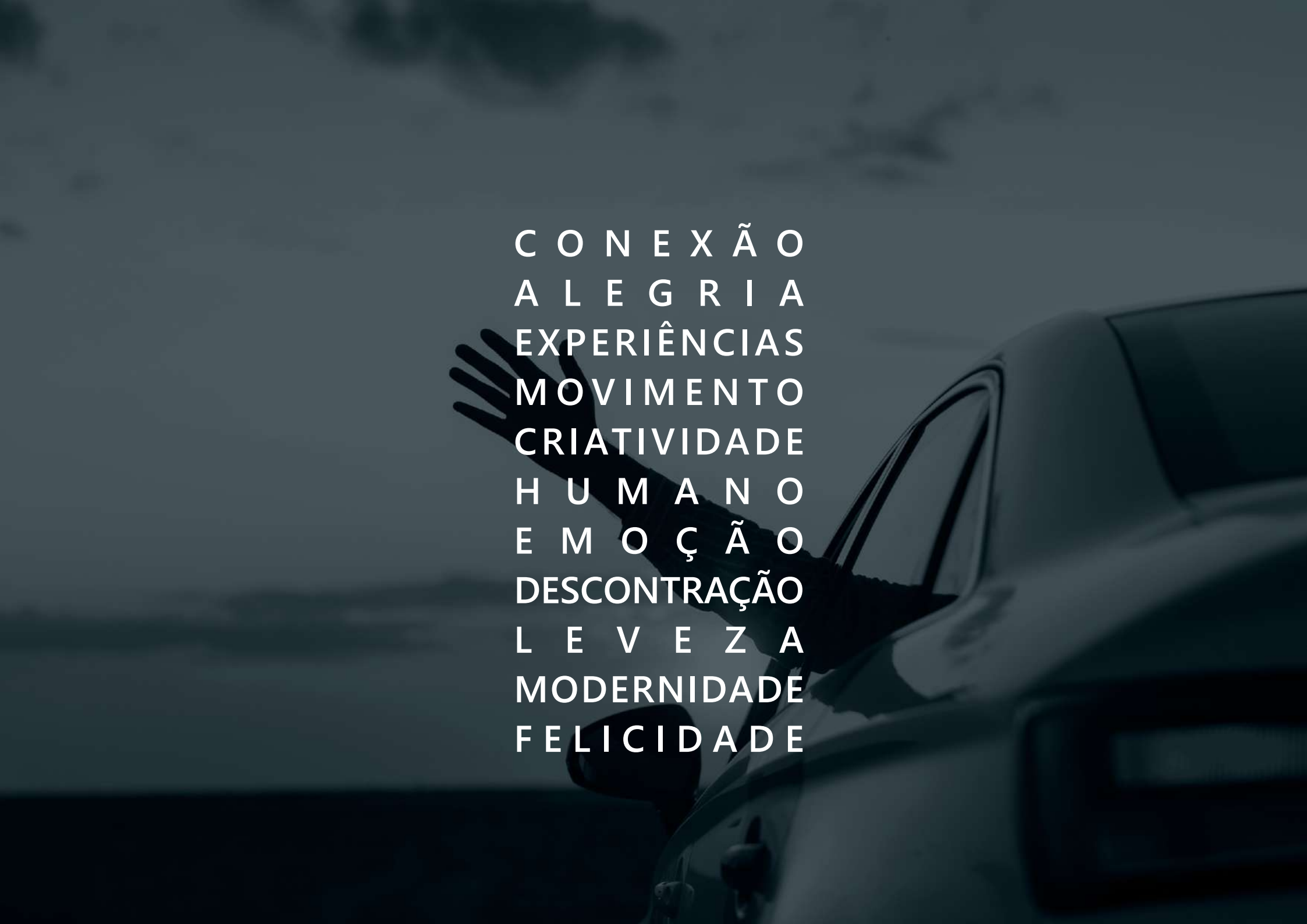
APRESENTAÇÃO DO PROJETO
DE IDENTIDADE VISUAL

NEXXO TURISMO





**O DNA
DA MARCA**

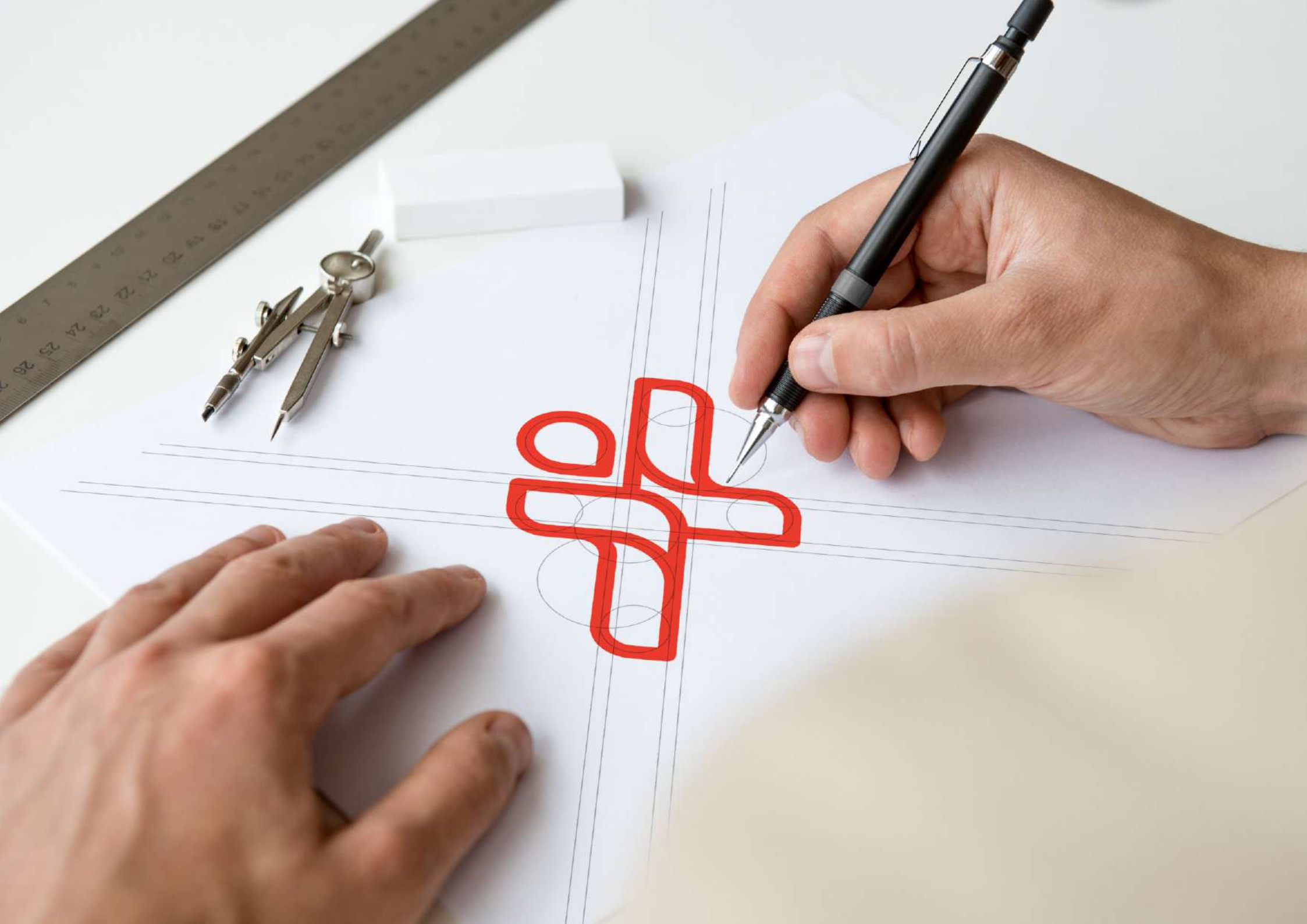
A dark, moody photograph of a car, possibly a classic convertible, with a hand reaching out from the window. The image is overlaid with a list of words in white, uppercase letters. The words are arranged in a vertical column, centered horizontally. The background is a dark, overcast sky and a blurred landscape.

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"

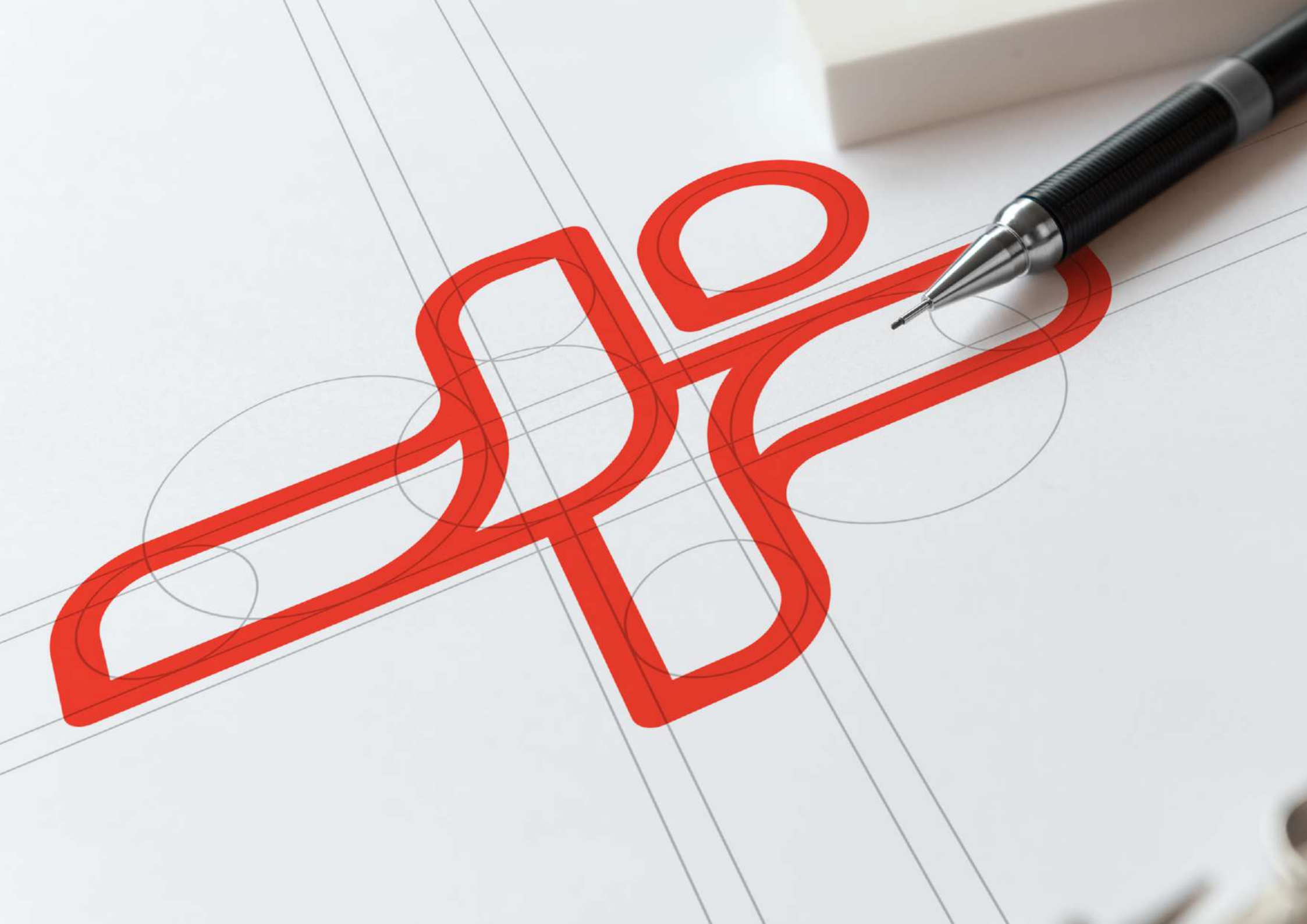


AS SETAS
EM REFERÊNCIA
AOS "MÚLTIPLOS
DESTINOS"



REFERÊNCIA
À FIGURA
HUMANA EM
MOVIMENTO
"EXPERIÊNCIAS"





A dark, moody photograph of a car, possibly a classic model, with a hand resting on the roof. The image is heavily shadowed, creating a sense of mystery and elegance. The text 'CORES E TIPOGRAFIA' is overlaid in a clean, white, sans-serif font, centered on the image.

CORES E TIPOGRAFIA

Ab

FIXED BK SANS

TRANSPARÊNCIA / LEVEZA
MODERNIDADE.

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. The hikers are positioned in the upper left and center, moving towards the right. The map below them shows various geographical features, including roads, rivers, and place names. The overall tone is somber and focused on the theme of travel and exploration.

A MARCA



N E X X O
TURISMO





NEXXO
TURISMO



NEXXO
TURISMO



NEXXO
TURISMO



NEXXO
TURISMO



NEXXO
TURISMO

