

APRESENTAÇÃO DO PROJETO
DE IDENTIDADE VISUAL

BETUMAX



A dark, atmospheric landscape with a road leading towards mountains at dusk or dawn. The sky is a deep, dark blue with a hint of orange near the horizon. The road is a two-lane asphalt road with white lines, leading towards a range of mountains in the distance. The foreground is a dark, grassy field with some small bushes. The overall mood is mysterious 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 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 glow on the horizon. The text 'TIPOGRAFIA E COR' is overlaid in the center in a 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 white, bold, sans-serif font in the center of the image.

A MARCA





BETUMAX
SOLUÇÃO EM ASFALTO



BETUMAX
SOLUÇÃO EM ASFALTO



An aerial, top-down view of a multi-lane highway. The road is dark asphalt with white dashed lane markings. A single white car is visible in the lower-left lane, moving towards the bottom of the frame. The highway is flanked 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