



APRESENTAÇÃO DO PROJETO
DE IDENTIDADE VISUAL

SHOPPING DO PAISAGISMO

O DNA DA MARCA

PRATICIDADE
UNIÃO
INOVAÇÃO
PERSONALIZAÇÃO
INTEGRAÇÃO
EQUILÍBRIO
SOFISTICAÇÃO

A close-up photograph of a green leaf, showing a dense network of veins. The veins are arranged in a radial pattern, with a central midrib and numerous secondary veins branching out. The color is a vibrant, slightly yellowish-green. The text 'A MARCA' is centered in the middle of the image in a white, sans-serif font.

A MARCA



SHOPPING
DO PAISAGISMO



SHOPPING
DO PAISAGISMO



EL

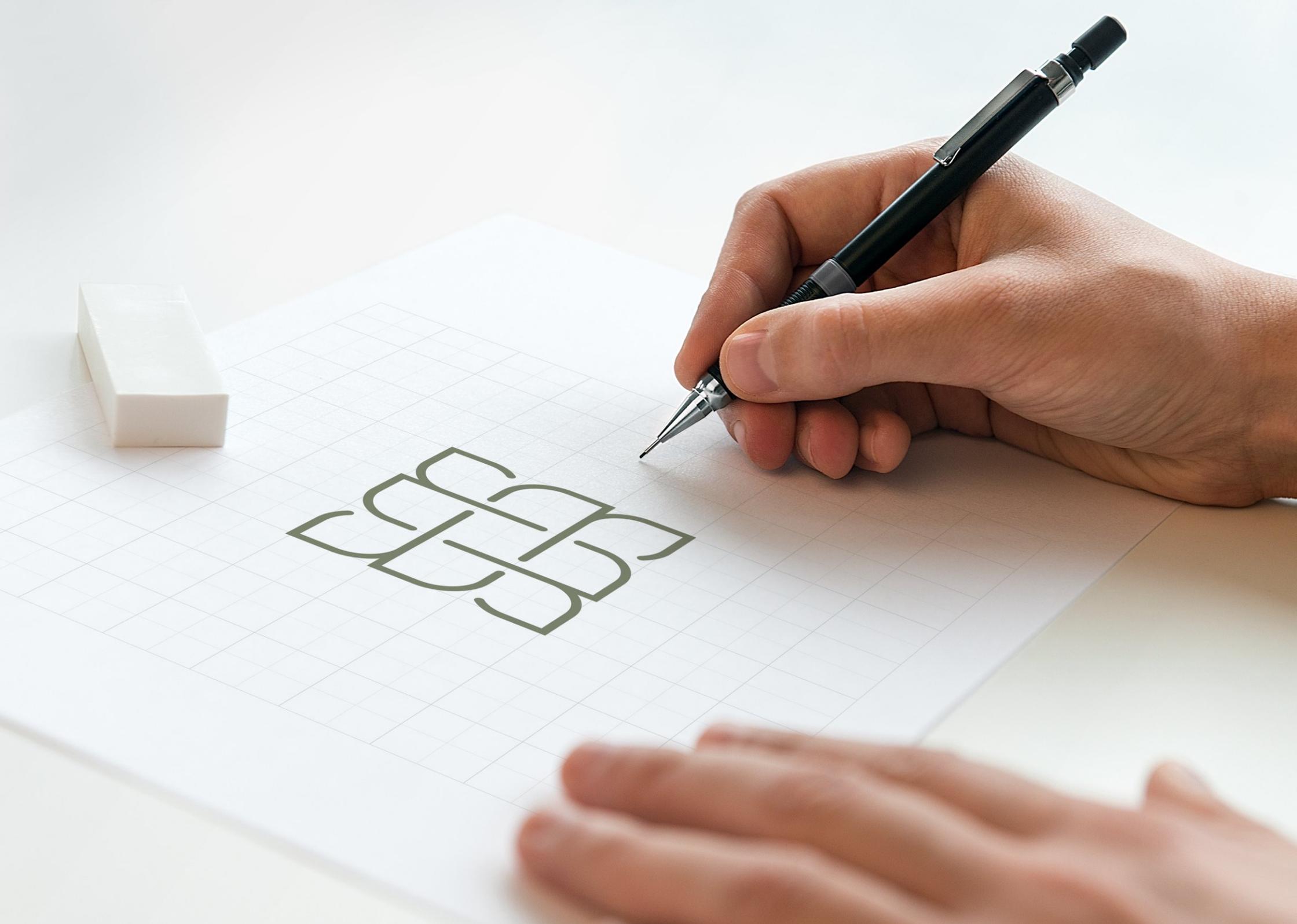
SHOPPING
DO PAISAGISMO

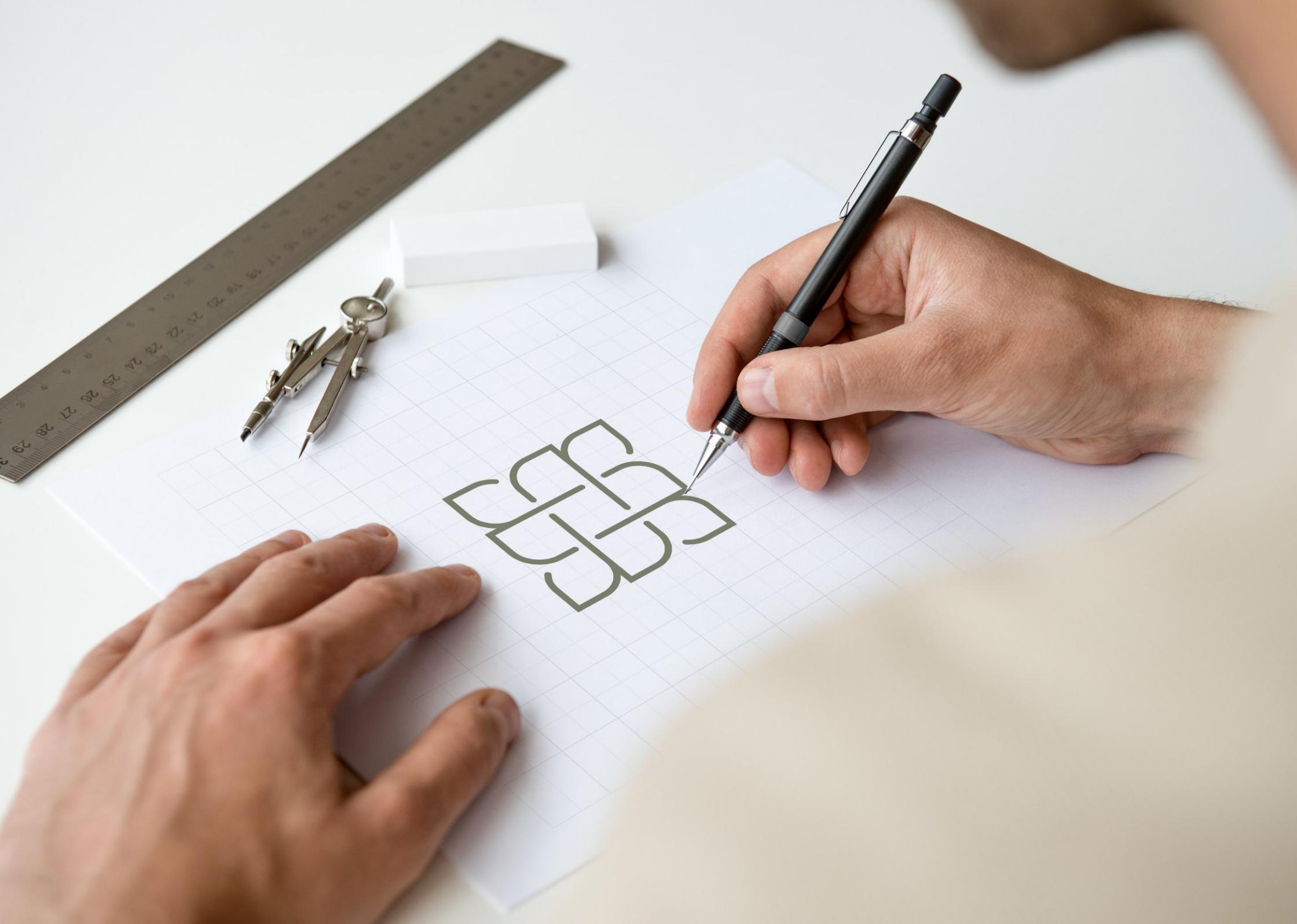


SHOPPING
DO PAISAGISMO

A close-up photograph of a green leaf, showing a dense network of veins. The veins are arranged in a fan-like pattern, radiating from the base towards the tip. The color is a vibrant, slightly yellowish-green. The texture of the leaf surface is visible, showing small, irregular cells.

SIMBOLOGIA







FORMATO DE **FOLHA**
EM REFERÊNCIA AOS
SERVIÇOS DE
PAISAGISMO
OFERECIDOS
PELA EMPRESA.

LETRAS 'S' E 'P'
EM REFERÊNCIA AO
NOME DA EMPRESA.



COMPOSIÇÃO
RADIAL EM
REFERÊNCIA A
UNIÃO
(PONTO DE
ENCONTRO DAS
EMPRESAS).



CONSTRUÇÃO EM
TRAMA QUADRICULADA,
COMO REFERÊNCIA AOS
SERVIÇOS DE **PISOS E**
ACABAMENTOS
OFERECIDOS
PELA EMPRESA.





TIPOGRAFIA

AaBb

METRISH

PRATICIDADE E SOFISTICAÇÃO

AaBb

A close-up photograph of a green leaf, showing a dense network of veins. The veins are arranged in a fan-like pattern, radiating from the base towards the tip. The color is a vibrant, slightly yellowish-green. The word "CORES" is centered in the middle of the image in a white, sans-serif font.

CORES

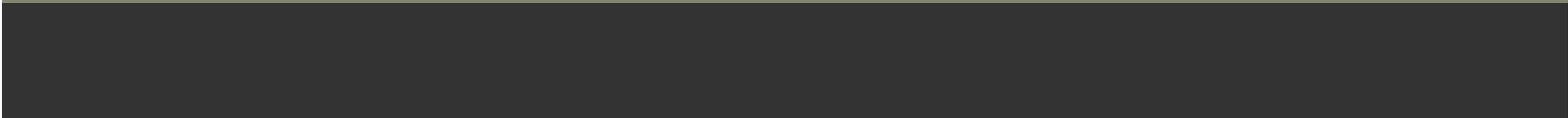
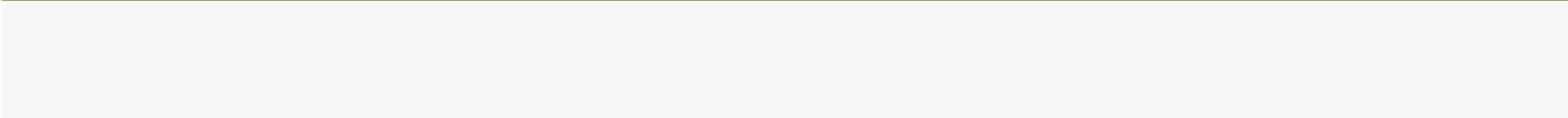
V E R D E

V E R D E



CRESCIMENTO
HARMONIA
FERTILIDADE

CRESCIMENTO
HARMONIA
FERTILIDADE





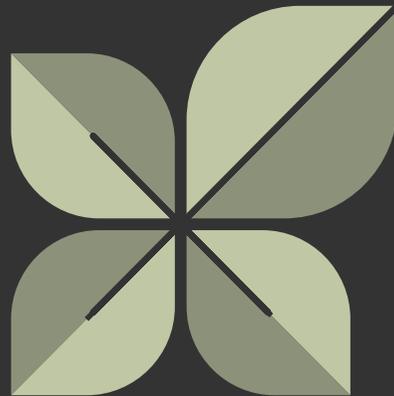
SHOPPING
DO PAISAGISMO



SHOPPING
DO PAISAGISMO



OPÇÕES ALTERNATIVAS





OBRIGADO