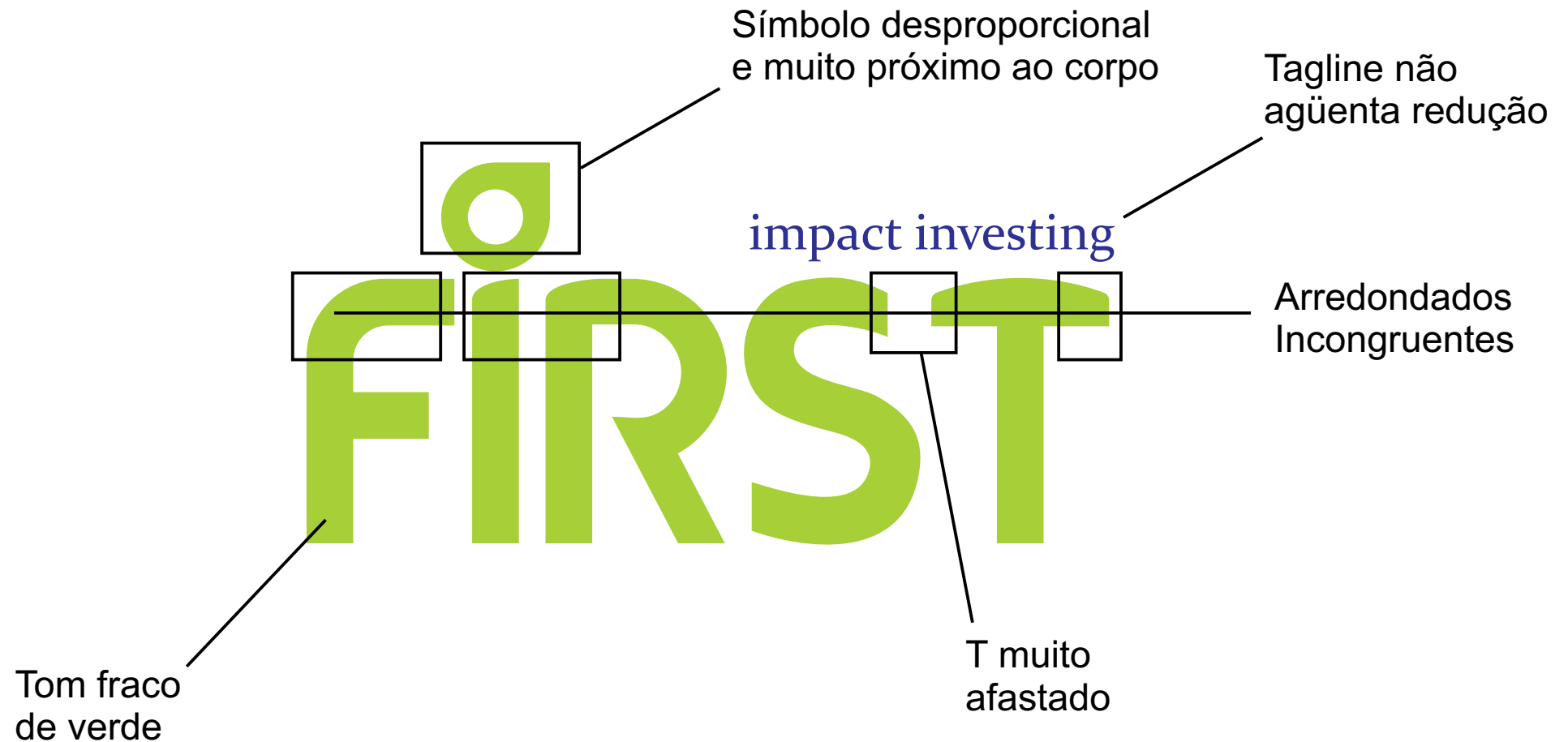


PROPOSTA DE REDESENHO DA MARCA  
**FIRST IMPACT INVESTING**

# Observações sobre o desenho da marca existente



Nova marca



**FIRST**  
IMPACT INVESTING

# Comparativo da marca atual com a nova proposta



**FIRST**  
impact investing



**FIRST**  
IMPACT INVESTING

## Elementos isolados da nova marca



Símbolo

FIRST

Tipo

IMPACT INVESTING

Tagline

# Cores

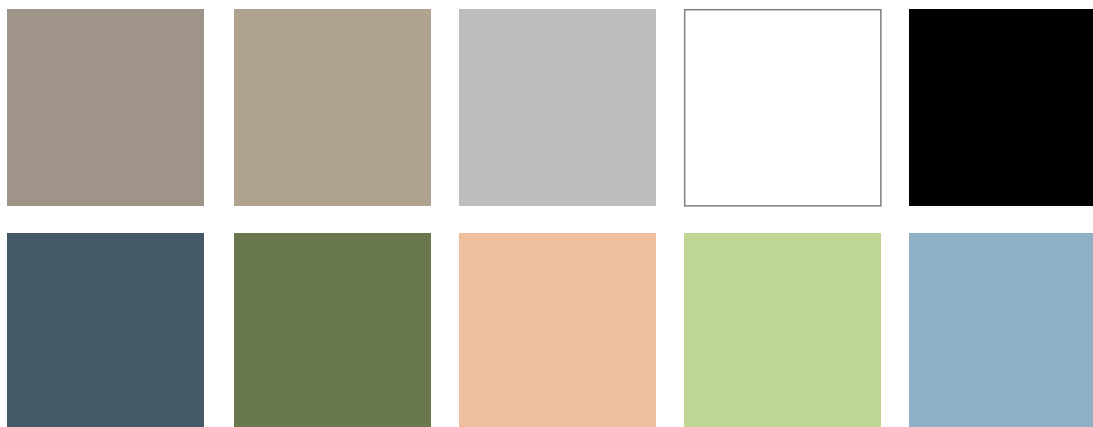
## Primárias



## Opcionais



## Complementares



Variações de cor

FIRST

FIRST

FIRST

FIRST

FIRST

FIRST

FIRST FIRST FIRST

Variações de cor (cont.)



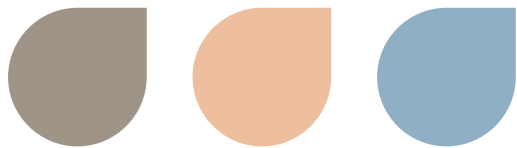
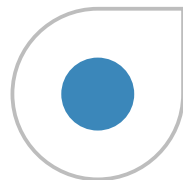
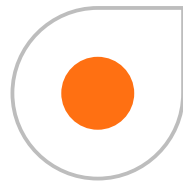
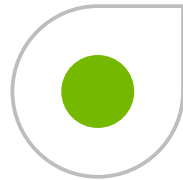


## Área de respiro da marca

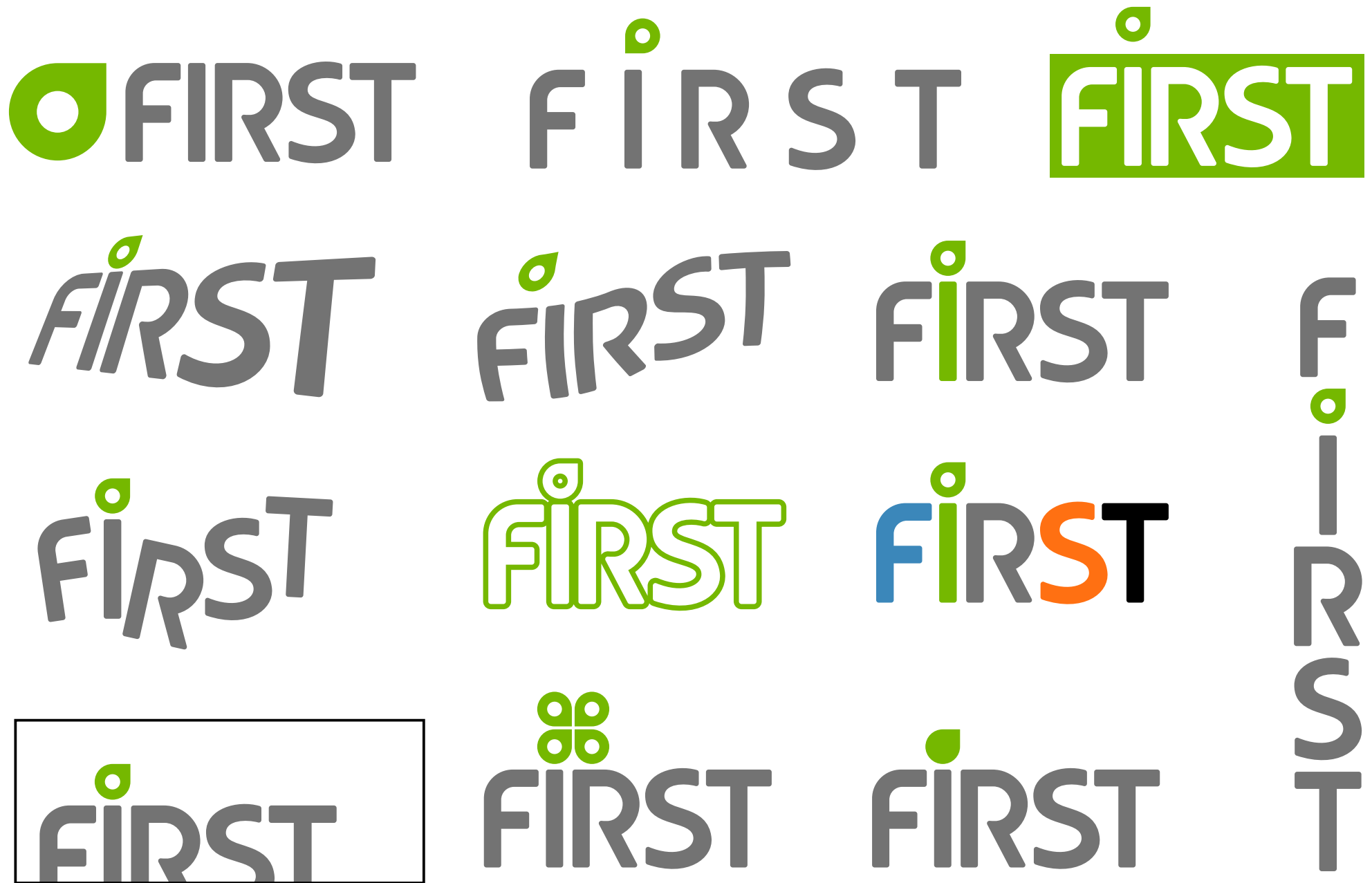


A moldura invisível deve ser,  
no mínimo, da espessura do pingo

# Elementos adicionais decorativos



O que **NÃO** deve ser feito com a marca



O que pode ser feito com a marca



FIRST



FIRST  
IMPACT INVESTING

FIRST IMPACT INVESTING

FIRST

oooooooooooo

ESTUDO ANTERIOR DA MARCA  
**FIRST IMPACT INVESTING**

Ajustes sobre o desenho da marca existente

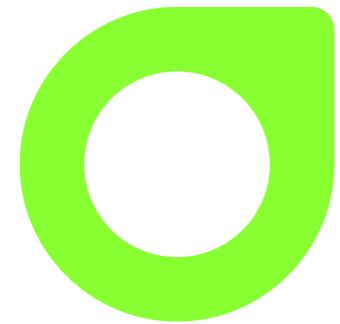
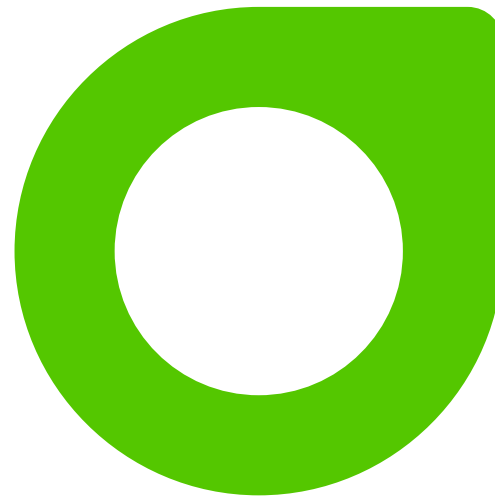
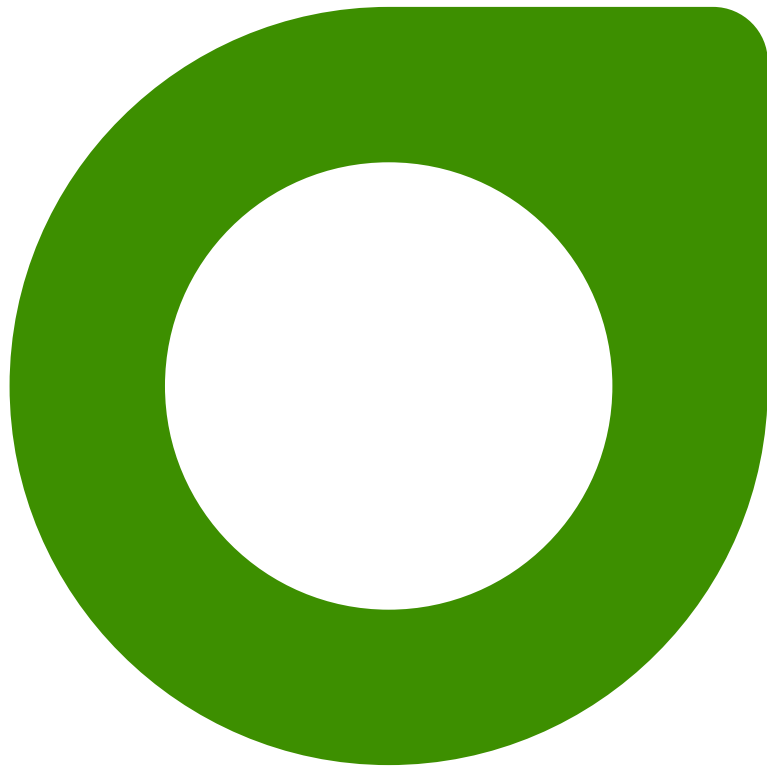


# Comparativo entre a marca atual e a ajustada

**FIRST** impact investing

**FIRST**  
IMPACT INVESTING

# Símbolo isolado e tonalidades





# Opções de cor



Nova proposta de marca (1)

**First**  
**IMPACT INVESTING**

# Opções para nova proposta de marca (1)

1

**First**  
**IMPACT INVESTING**

2

**First**  
**IMPACT INVESTING**

**First**



Nova proposta de marca (2)



## Opções para nova proposta de marca (2)



Nova proposta de marca (3)



## Opções para nova proposta de marca (3)



# Outlines e guias

FIRST  
↓  
FIRST

FIRST

FIRST

FIRST



OBRIGADO

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