



MERCADO DO FRANGO

BRANDING DESIGN



BRIEFING

Transmitir qualidade e conforto à feirantes, donas e donos de casa, cozinheiros, solteiros, casados.

O logo deve ser moderno, popular e único.



R: 207
G: 0
B: 0
#CF0000

C: 12%
M: 100%
Y: 100%
K: 4%



R: 255
G: 190
B: 15
#FFB60F

C: 0%
M: 37%
Y: 99%
K: 0%



R: 0
G: 0
B: 0
#000000

C: 75%
M: 68%
Y: 67%
K: 90%



GOTHAM FAMILY

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

ULTRA

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

BOOK

Obrigado