

# REBRANDING

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NATHÁLYA MENEZES & TALLYTA TRIOLO

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# Characteristics of the Brand

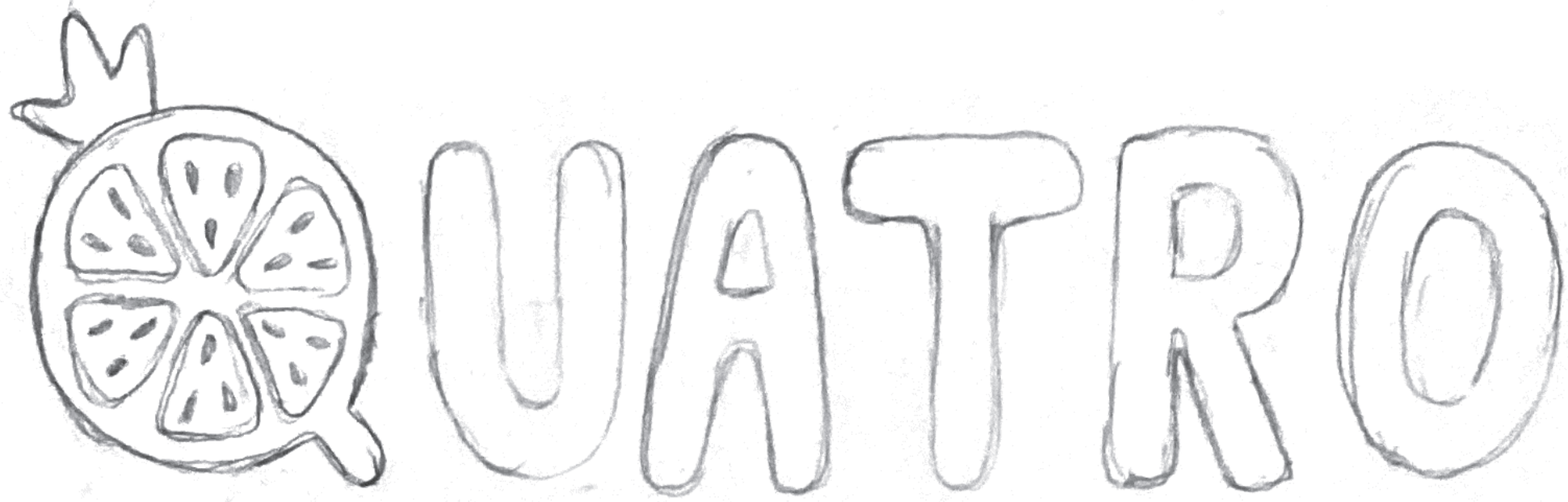
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- Fresh & Cool
- Fun & Colorful
- Natural with real fruits
- Healthy

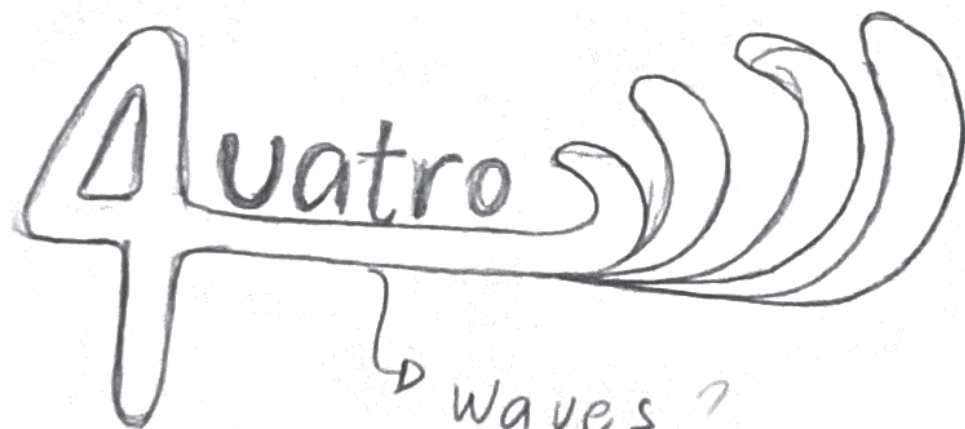




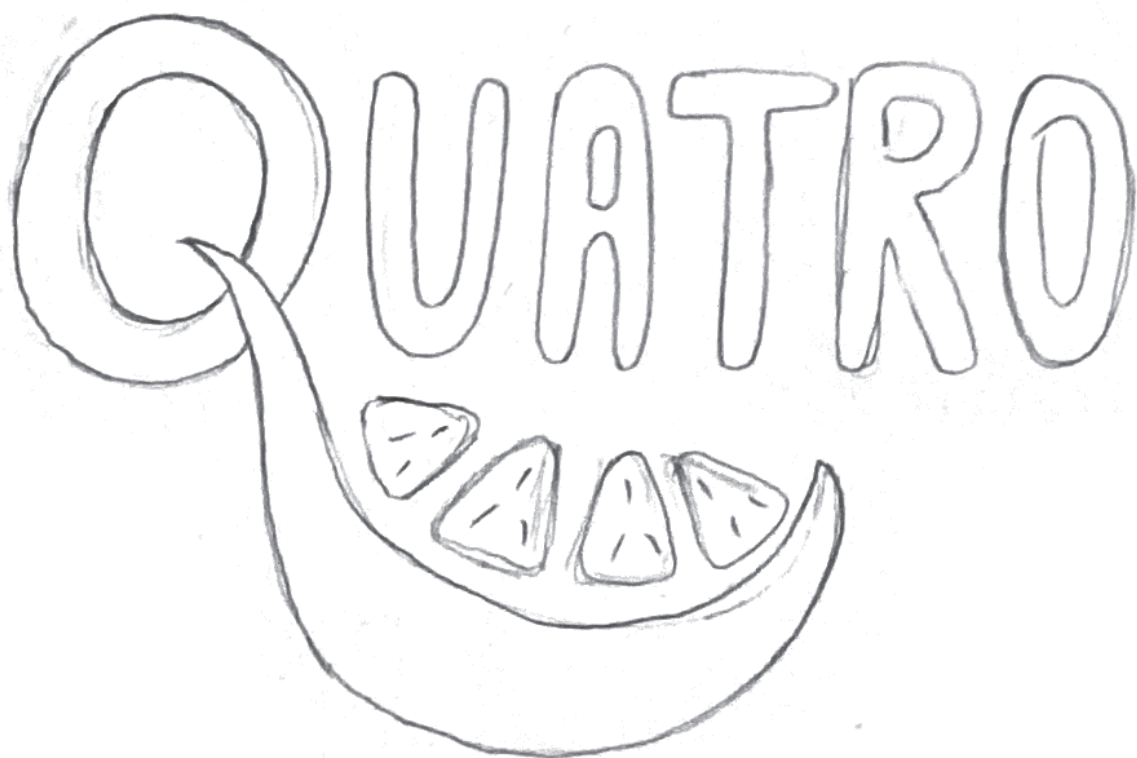
# Sketches



\*each line is one fruit color\*



Waves?



# Sketches

QUATRO  
- SPARKLING - FRUIT -

QUATRO  
- SPARKLING - WATER -

QUATRO  
- SPARKLING - WATER -

QUATRO  
- SPARKLING - WATER -  
FRUIT.

1<sup>a</sup> version



2<sup>o</sup> version





# QUATRO FRUIT

sparkling water



# QUATRO FRUIT

sparkling water

