

REBRANDING



NATHÁLYA MENEZES & TALLYTA TRIOLO

Characteristics of the Brand

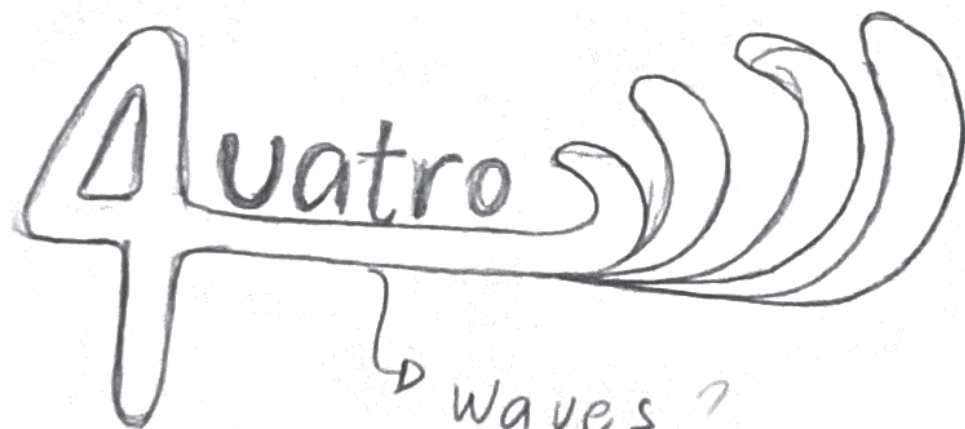
- Fresh & Cool
- Fun & Colorful
- Natural with real fruits
- Healthy



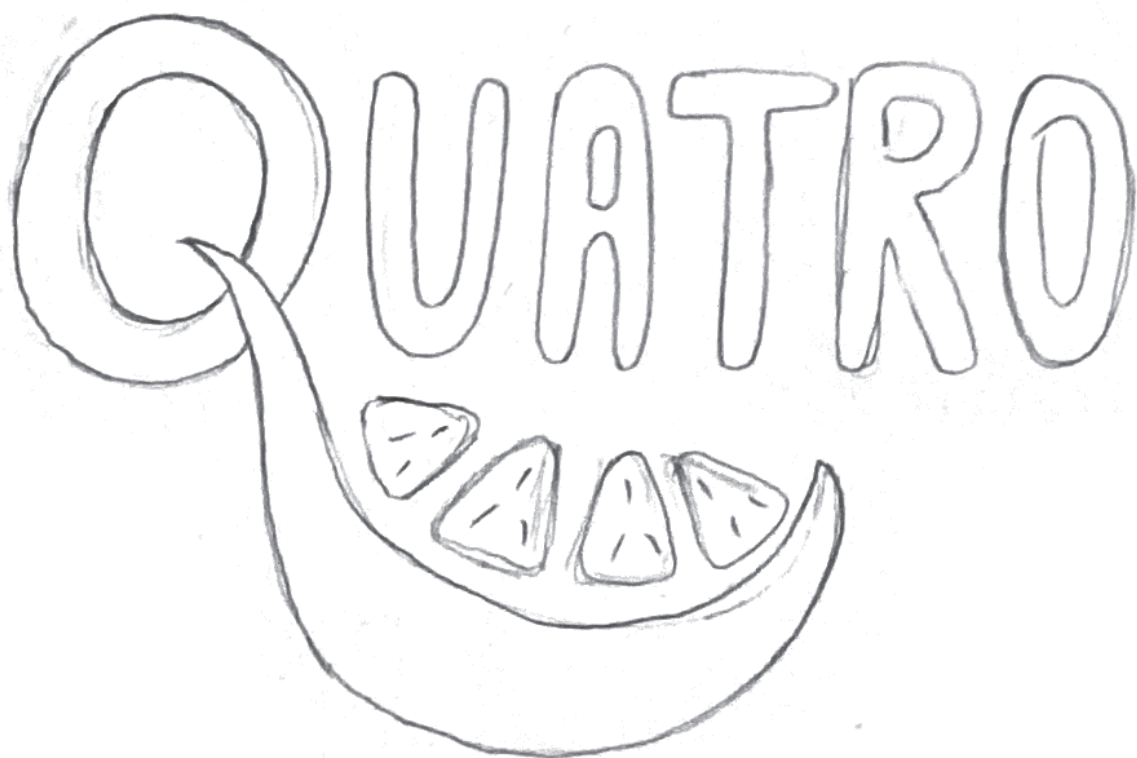
Sketches



each line is one fruit color



Waves?



Sketches

QUATRO
- SPARKLING - FRUIT -

QUATRO
- SPARKLING - WATER -

QUATRO
- SPARKLING - WATER -

QUATRO
- SPARKLING - WATER -
FRUIT.

1^a version



2^o version



Final version

The Quatro brand involves the four citrus fruits: lemon, lime, orange and grapefruit. The colors were defined according to the fruits and we opted for a more rounded font shape. Alignment and spacing make connection with the fruit icon.

