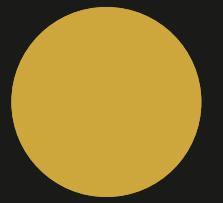


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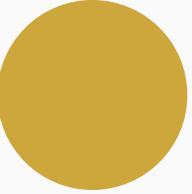


BRIEF I



# Kingsman





# Kingsman

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Sério

Intemporal

Gravata

Luxo

Roupa

Lancelot

Confiança

Clássico

Tradição

Classe

Elegância

Fato

História

Rei Arthur

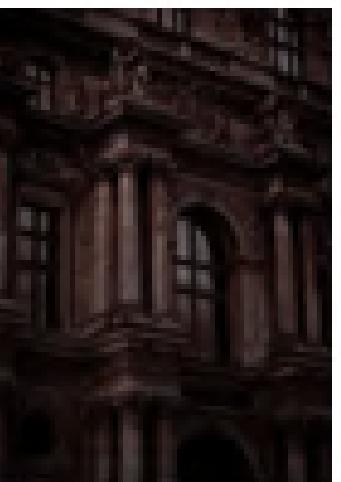
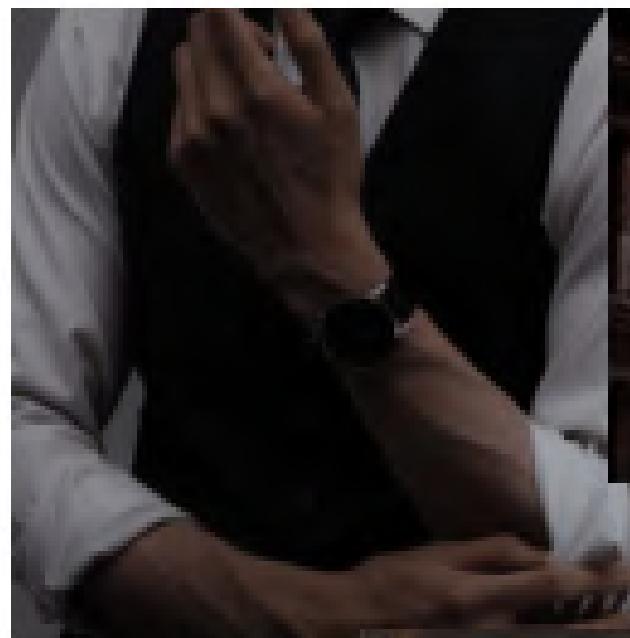
Honesto

Brasão

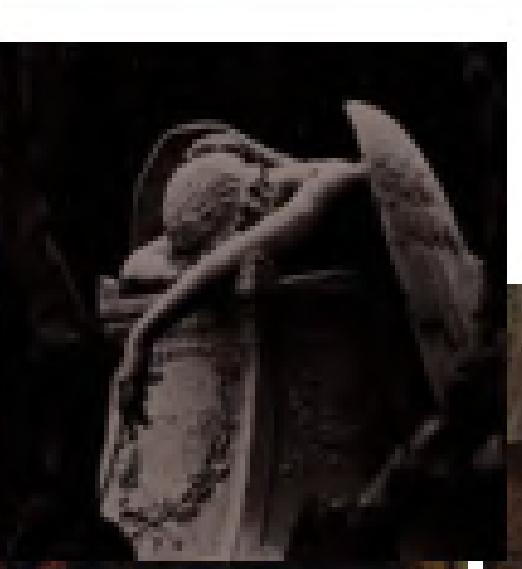
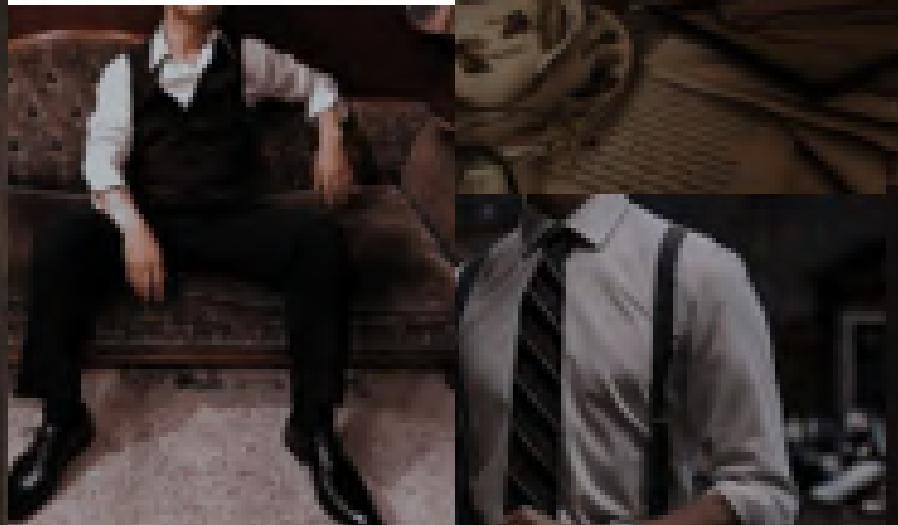
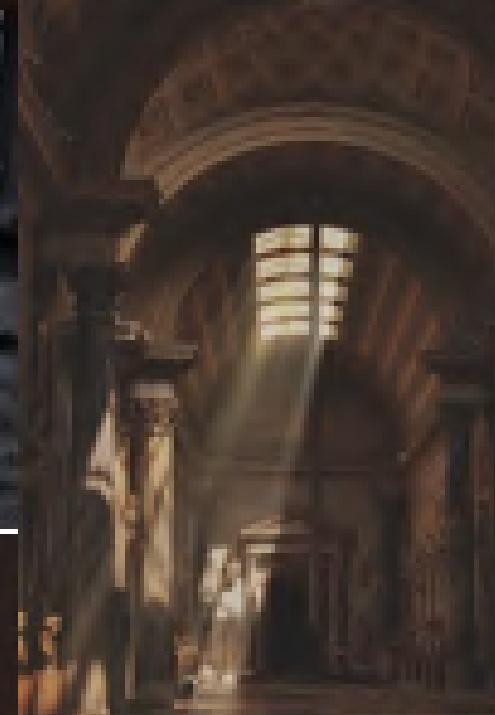
Chapéu

Homem

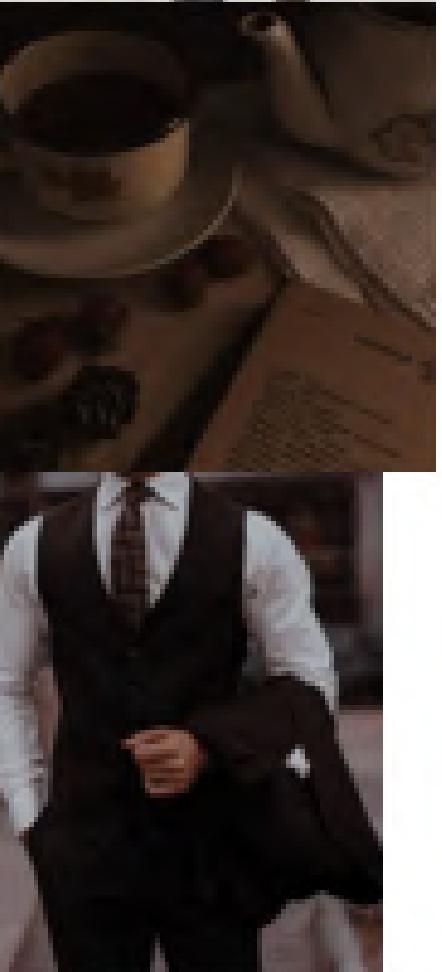
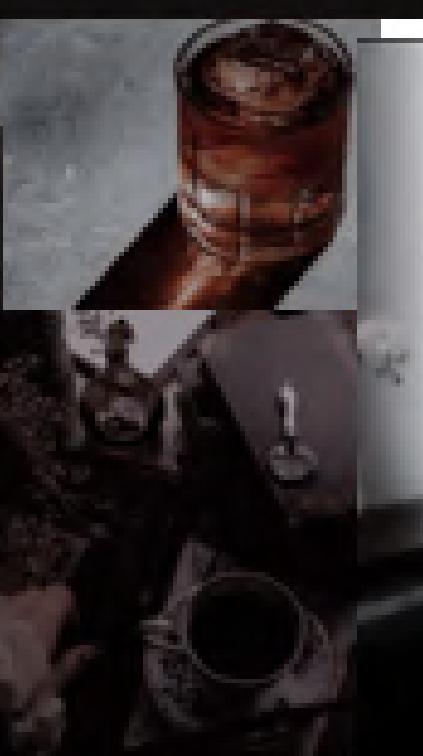
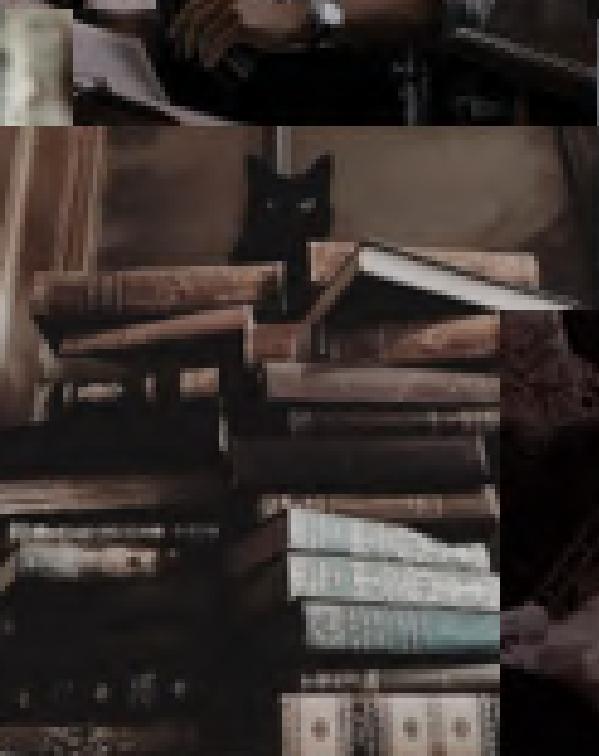
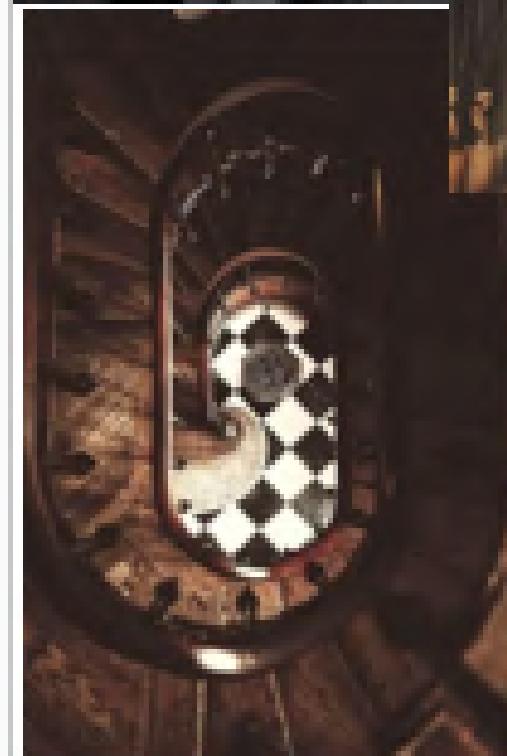
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VERSACE

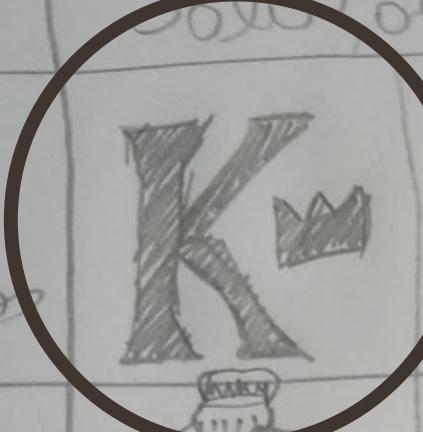
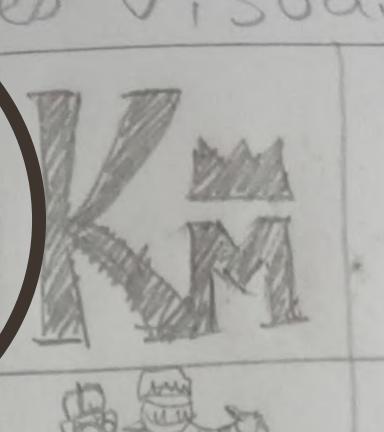
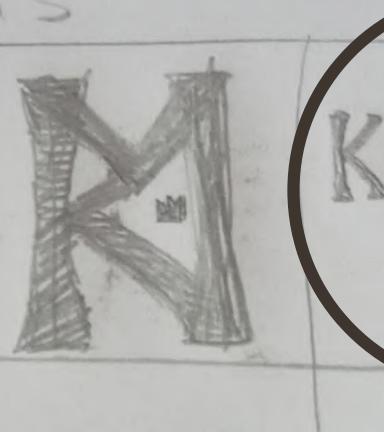
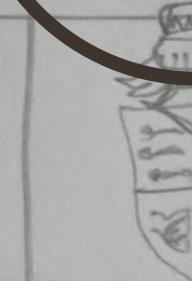
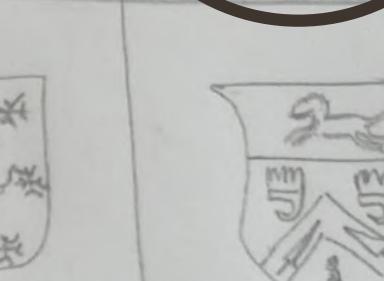
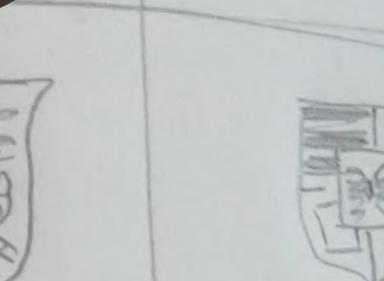
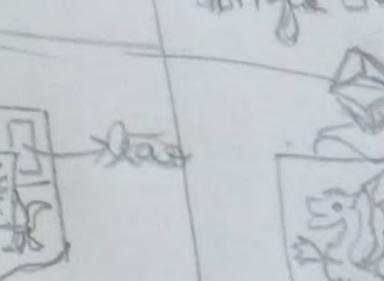
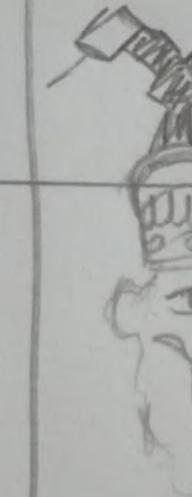
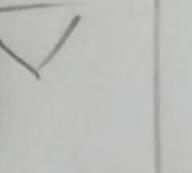
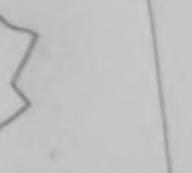
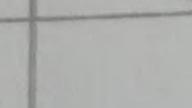
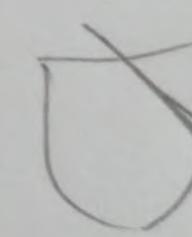
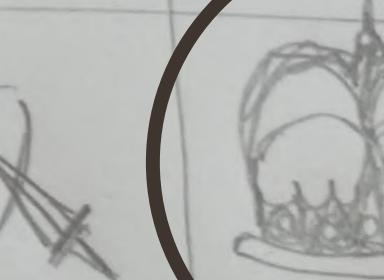
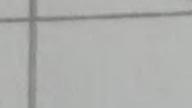
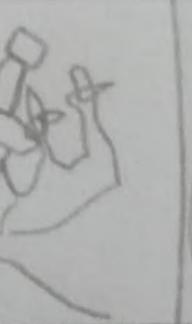
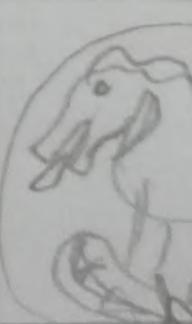
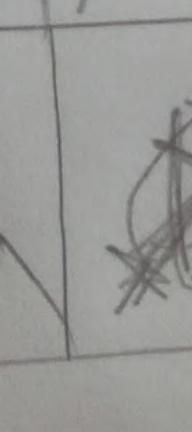
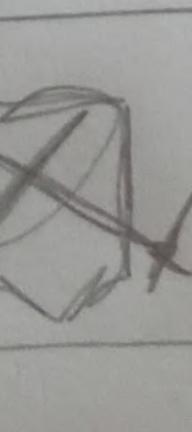
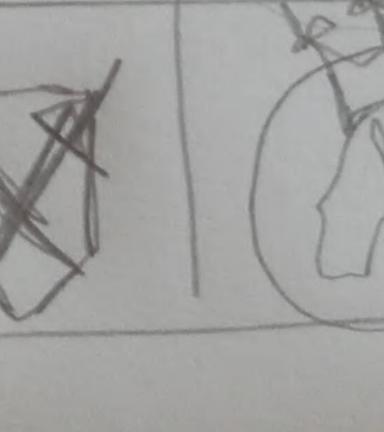
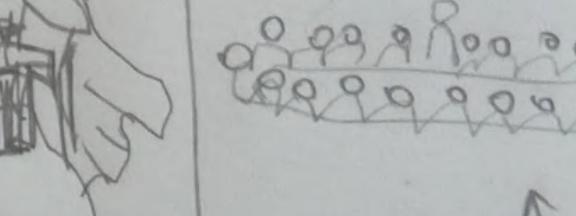


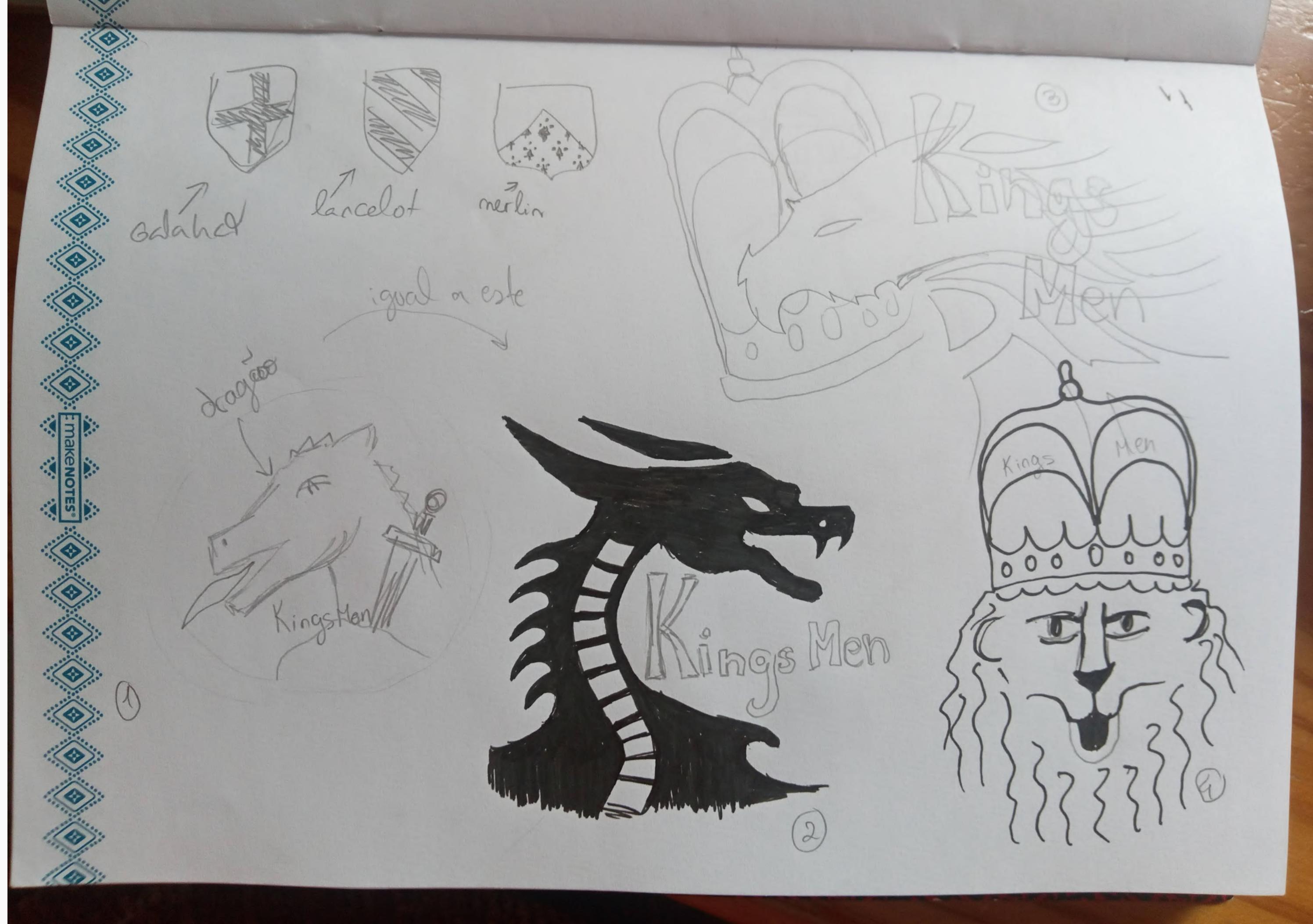
CANALI



# **Processo criativo**

Elementos	Soluções Visuais				
Palavra/ elementos tipográficos	K	KM	M	KingsMen	KingsMen
Brasões					
Fato					
Histórica					
Rei					

Elementos	Soluções Visuais					
Palavra/ elementos tipográficos						
Brasões						
Fato						
Histórica						
Rei						
						 → 2.º de rodada

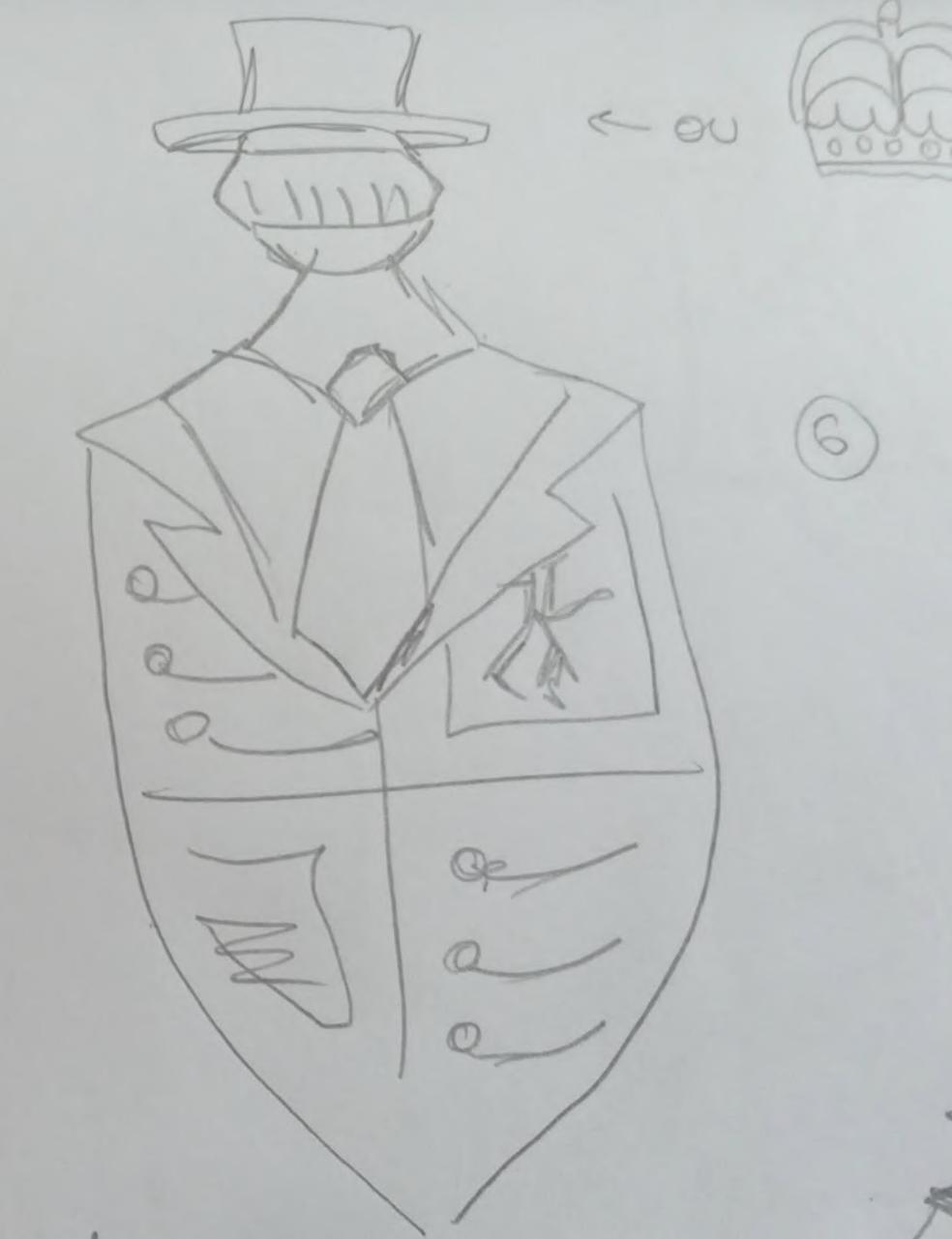




Kings Pen



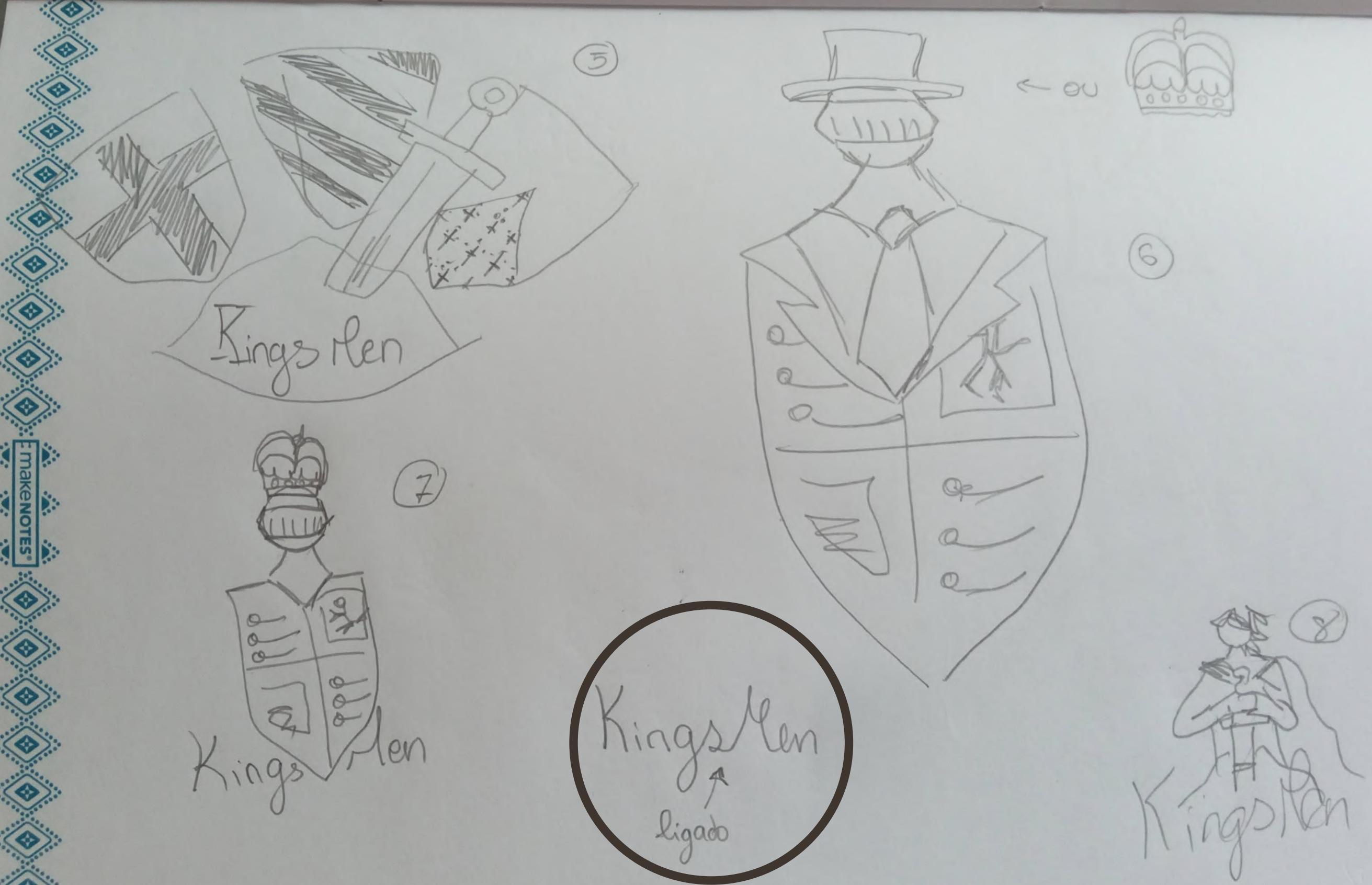
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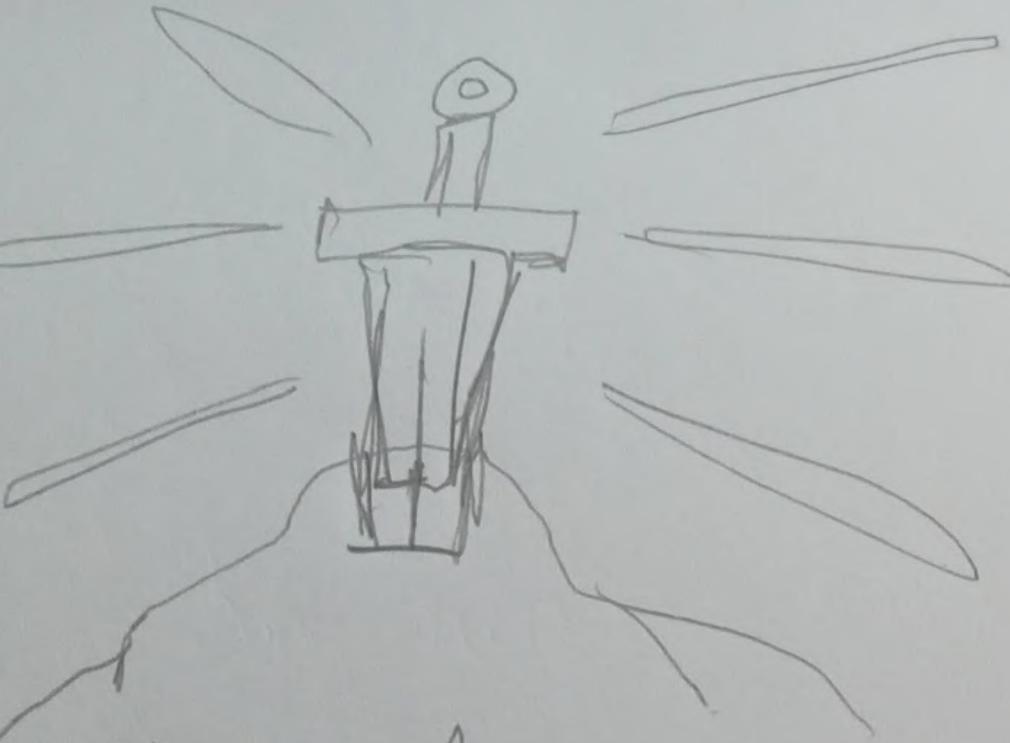


Kings Pen  
↑  
ligado

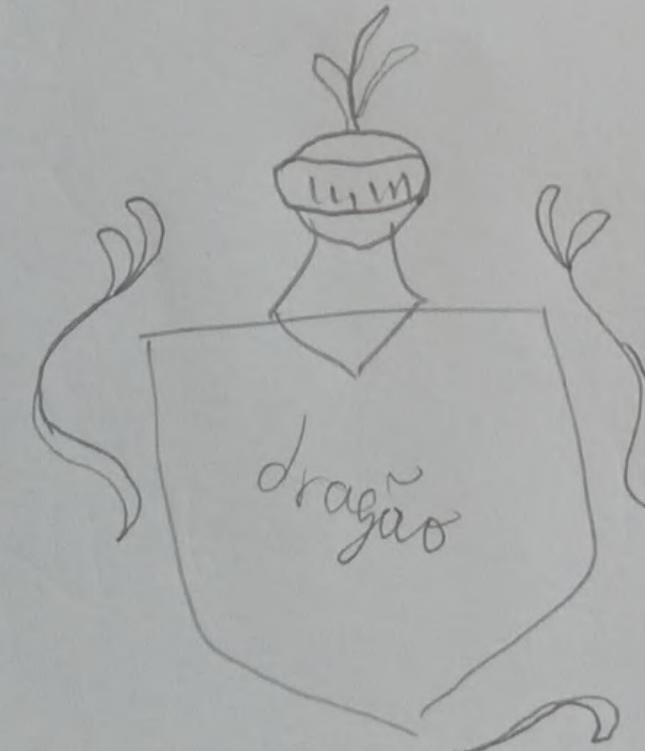


Kings Pen





Kings hen

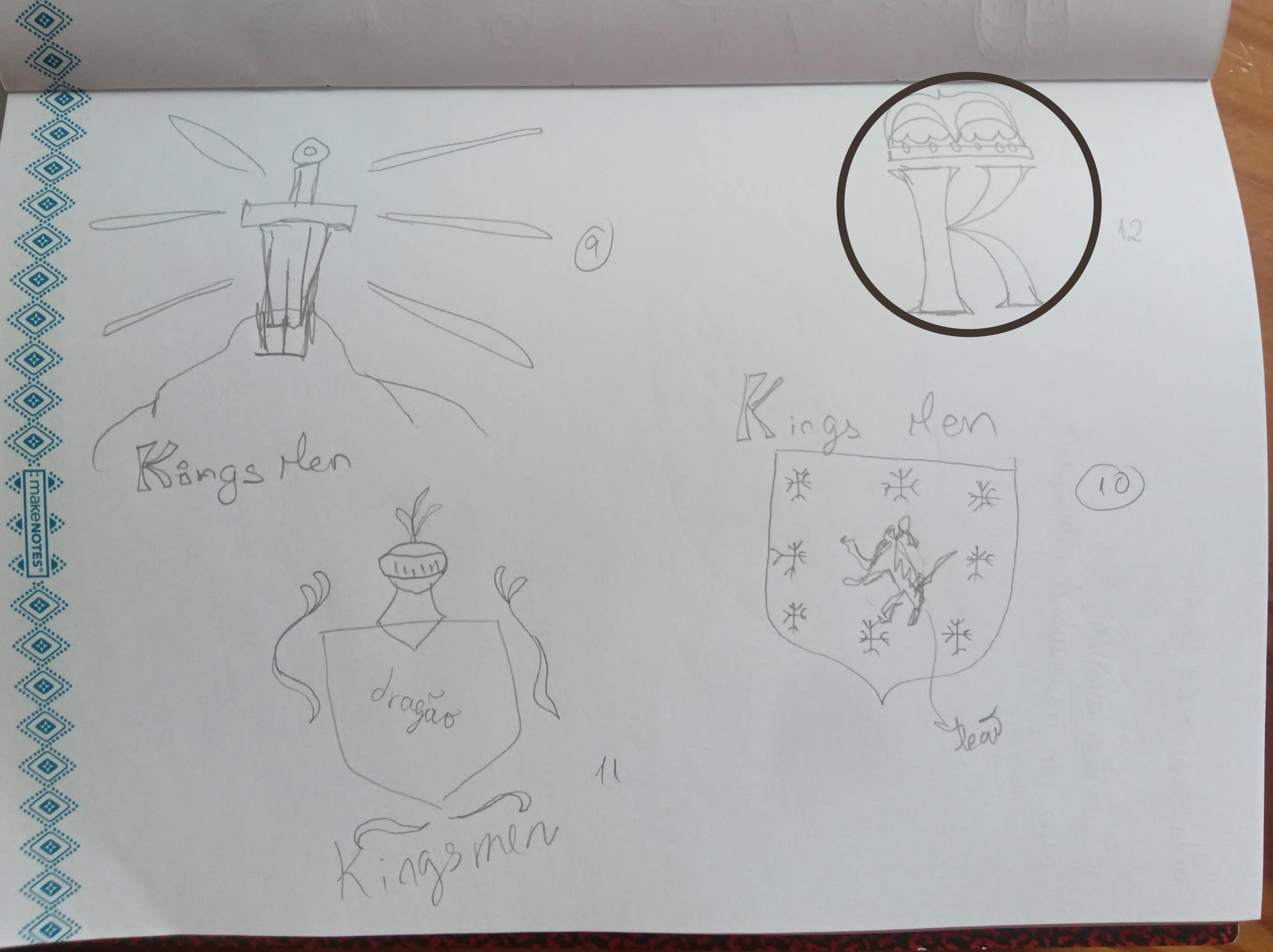


Kings men

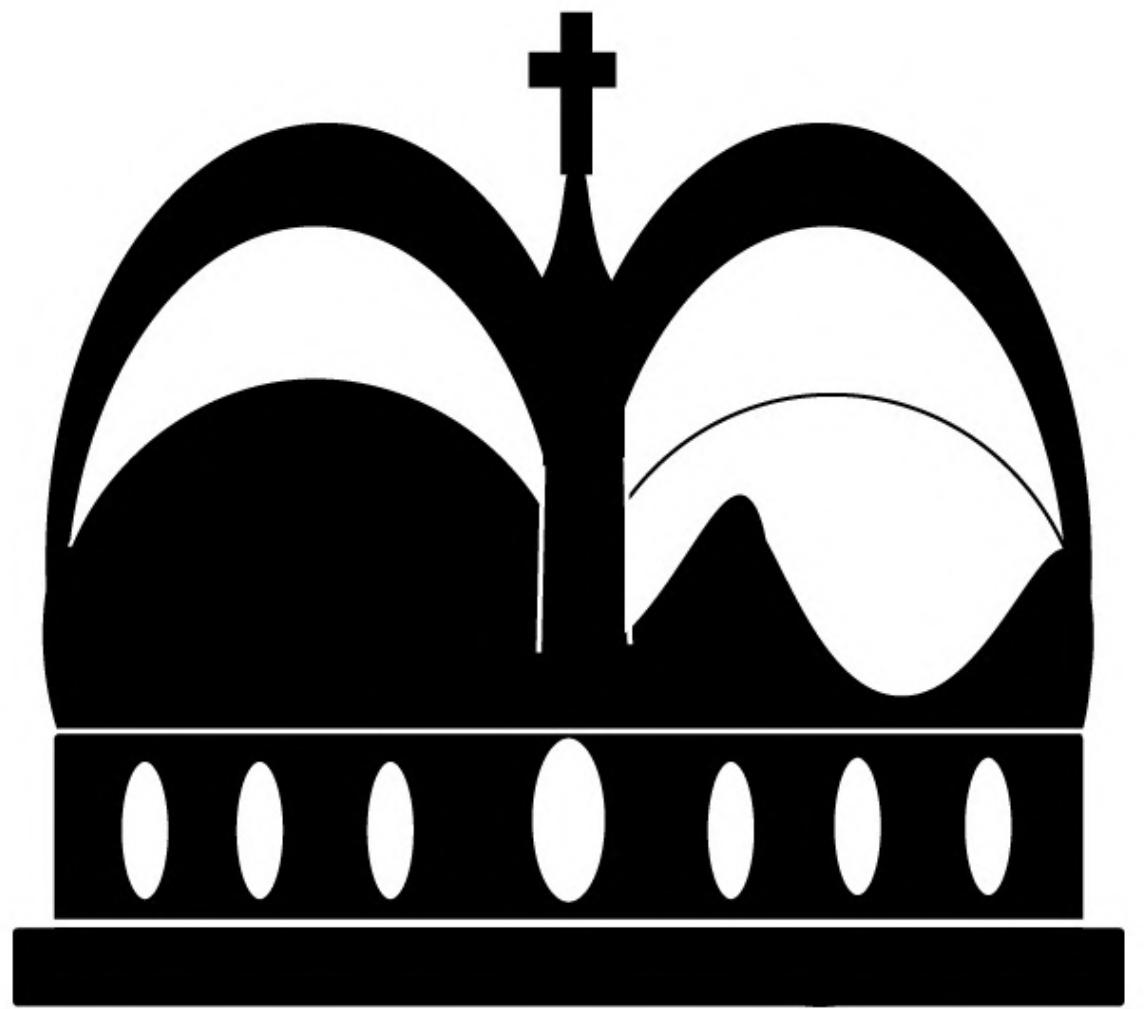


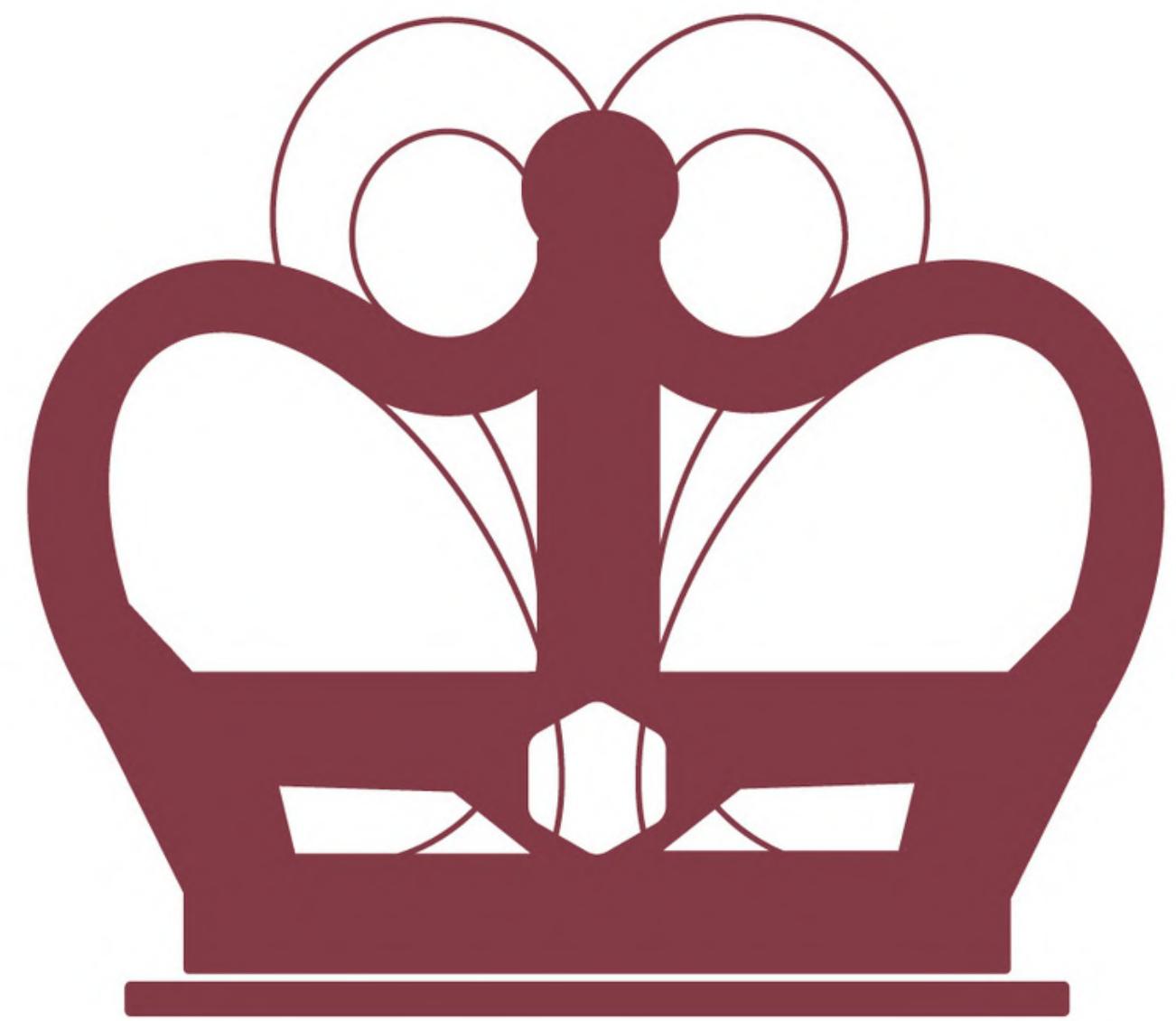
Kings hen

leaf

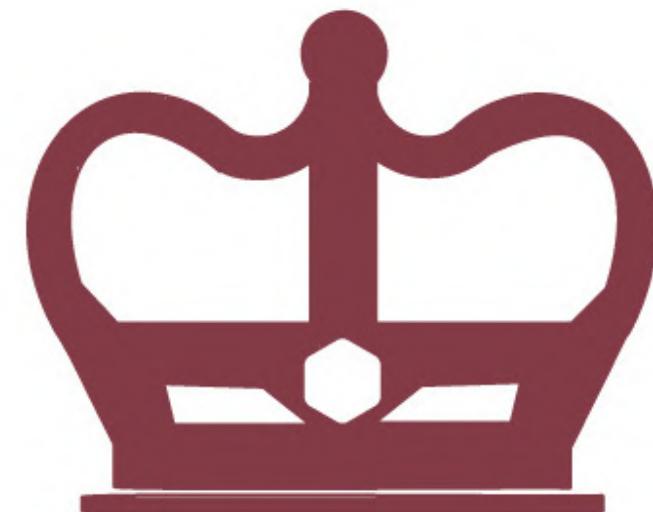


# **Esboços**





K



K

Kingsmen

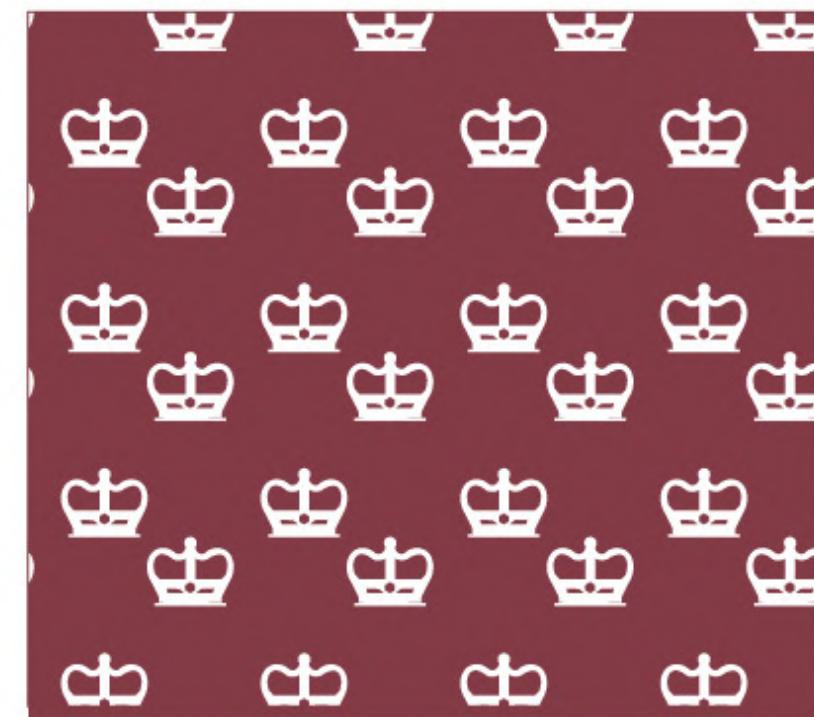
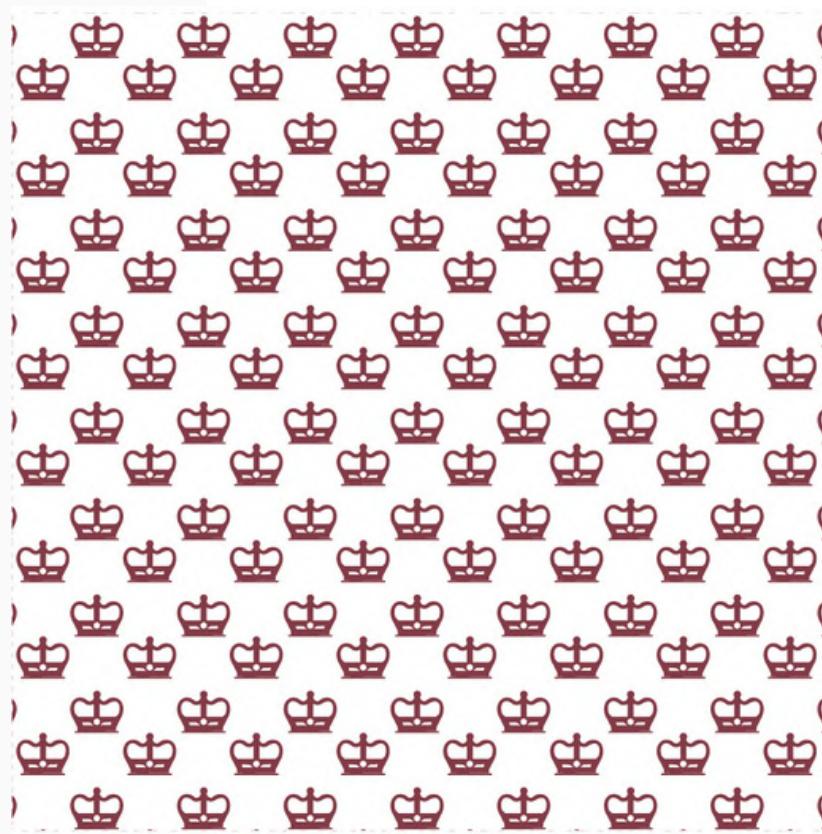
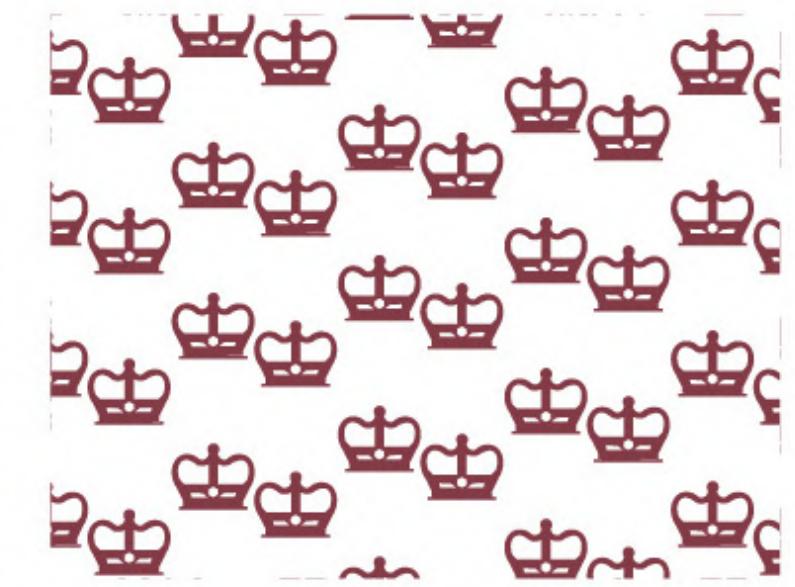
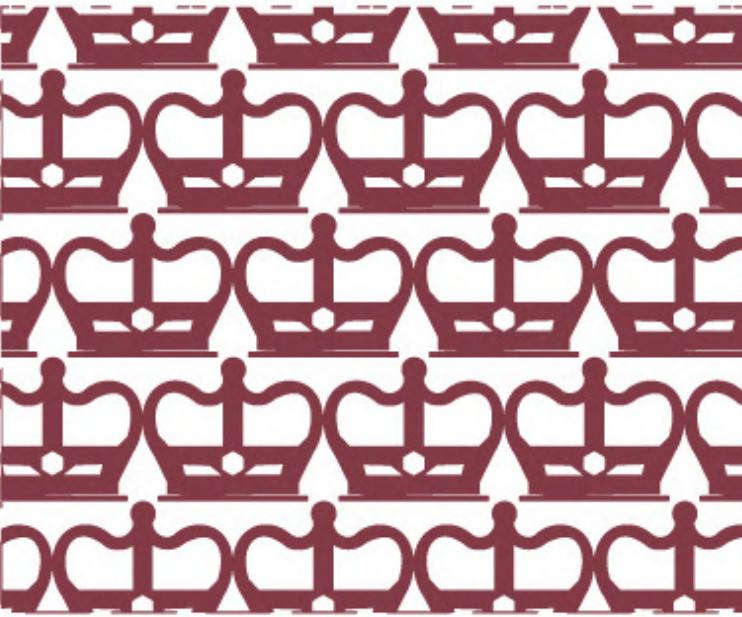
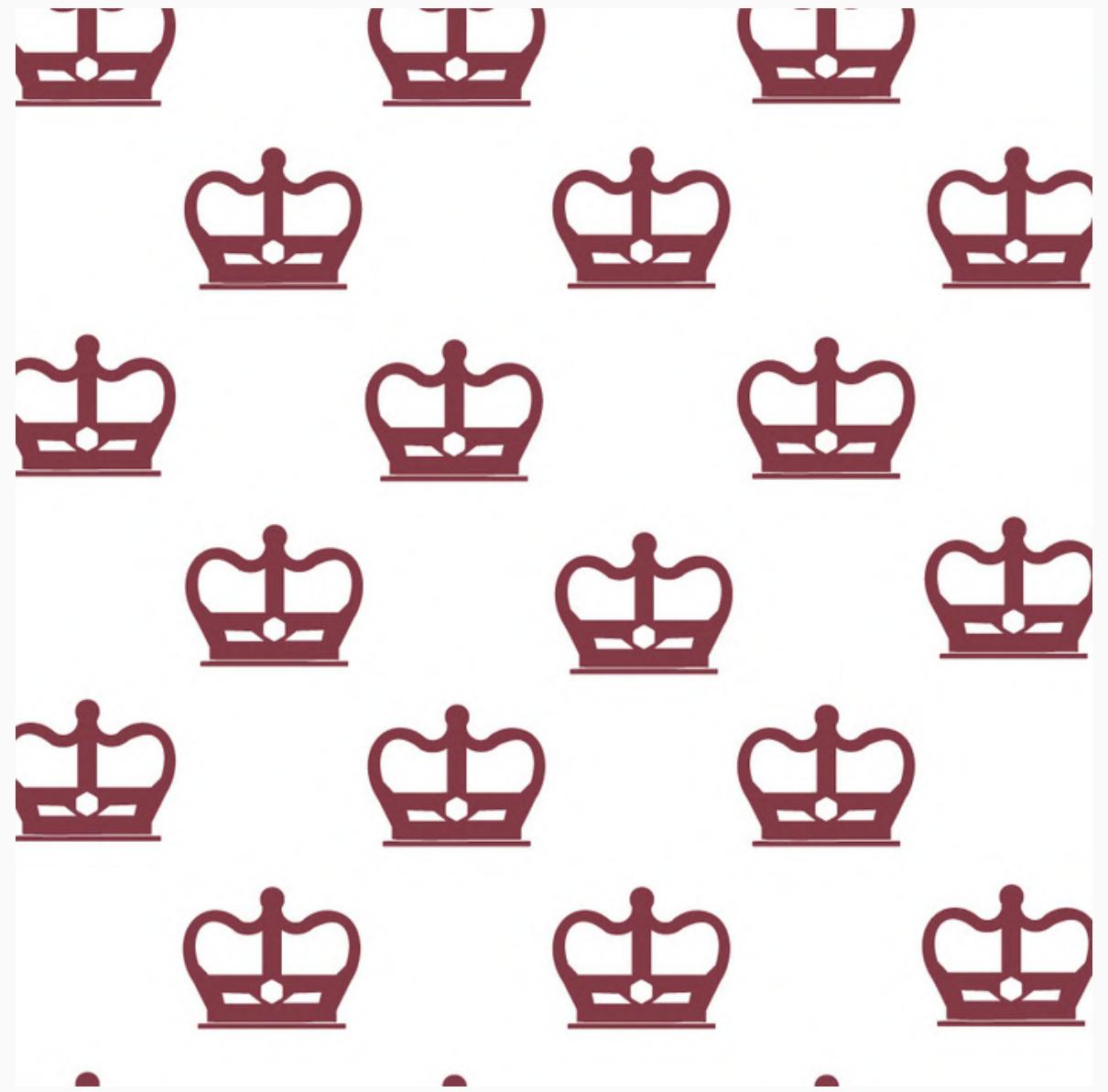
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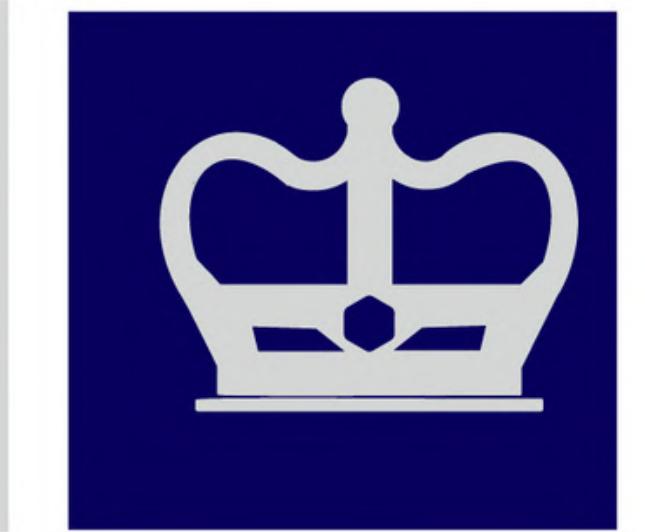
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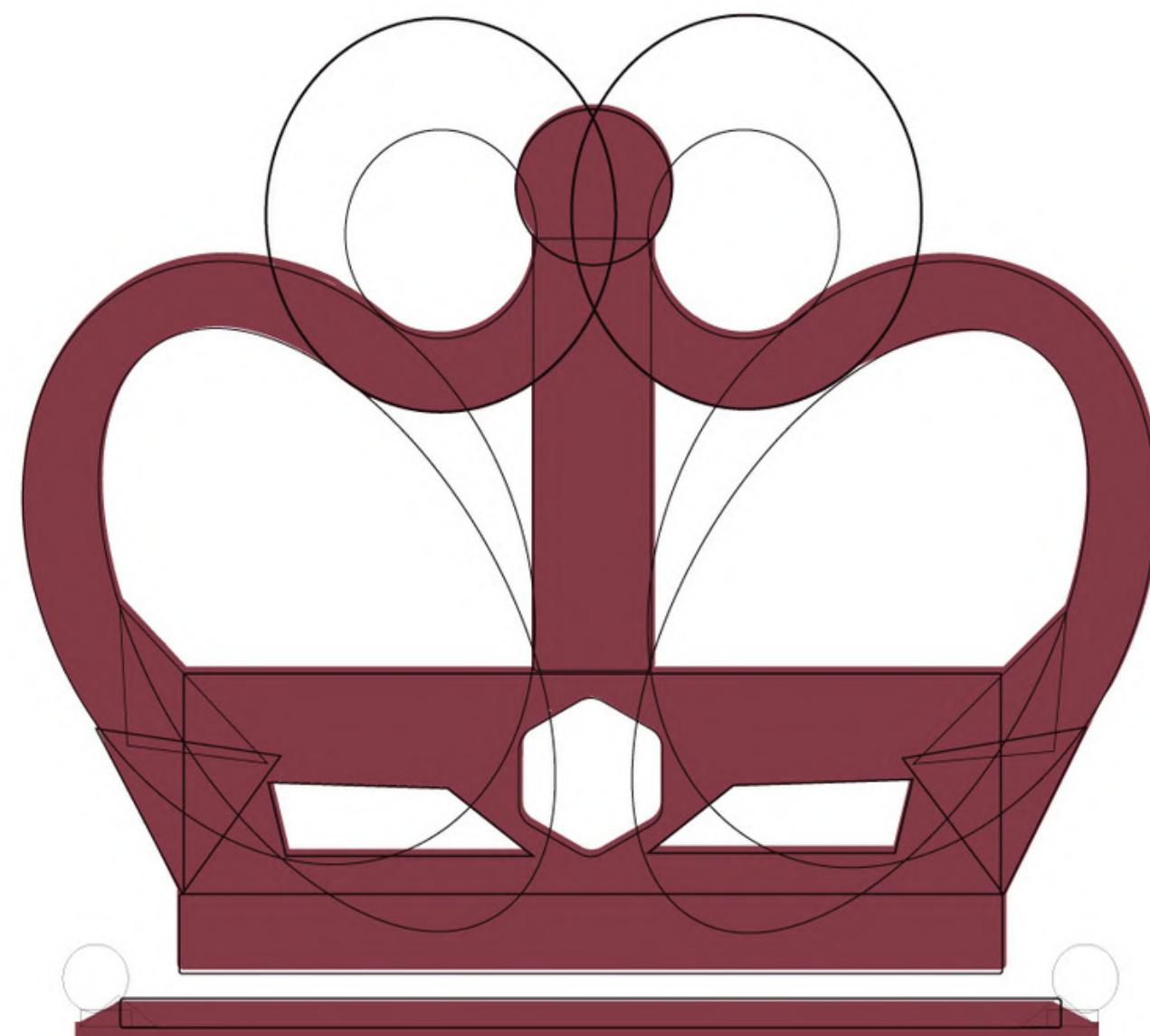


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Kingsmen



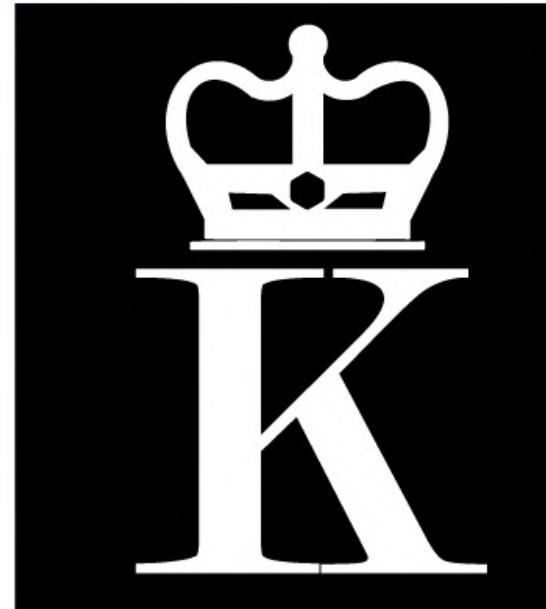
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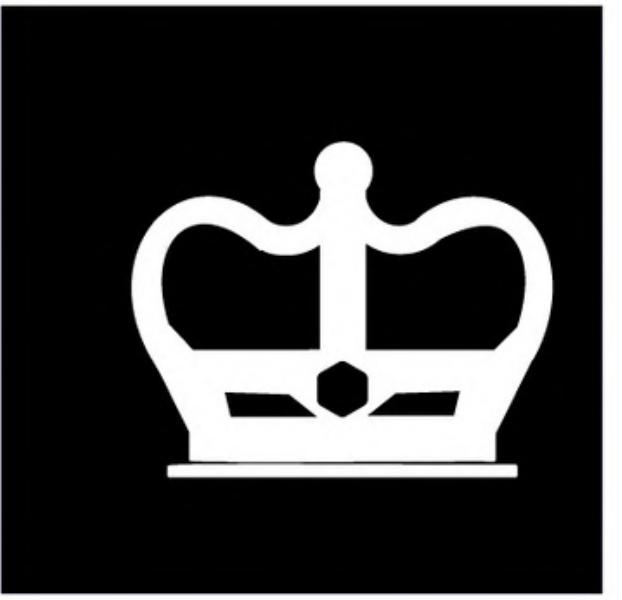


Kingsmen

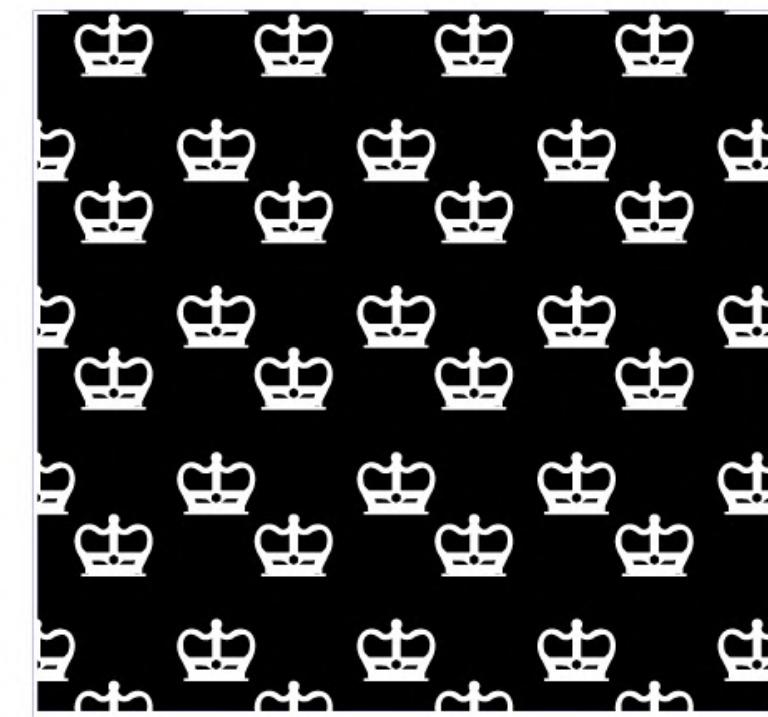
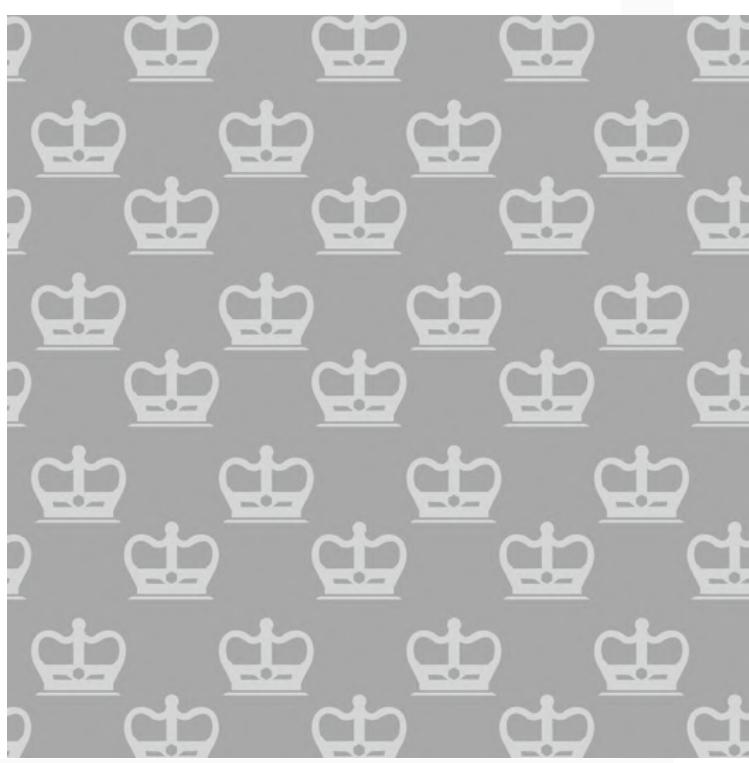
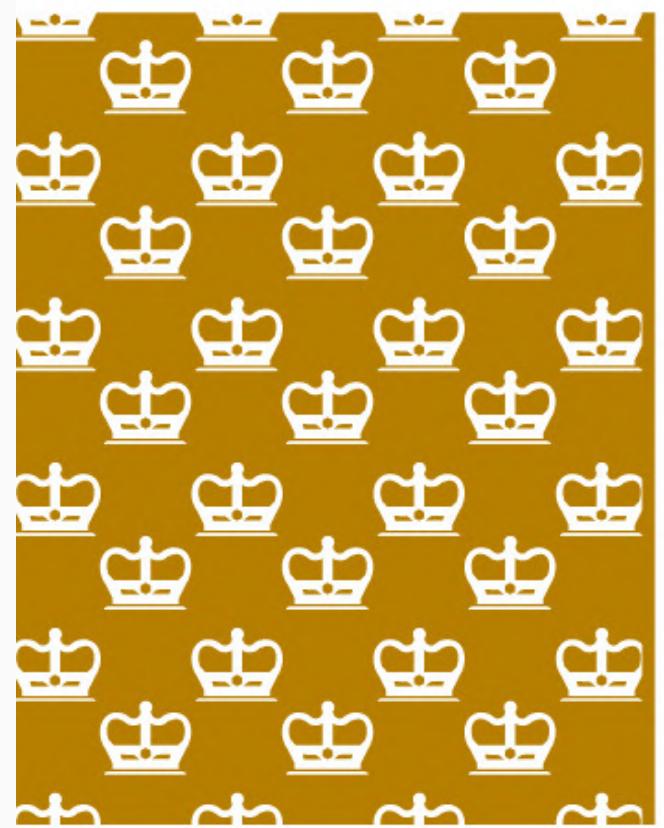
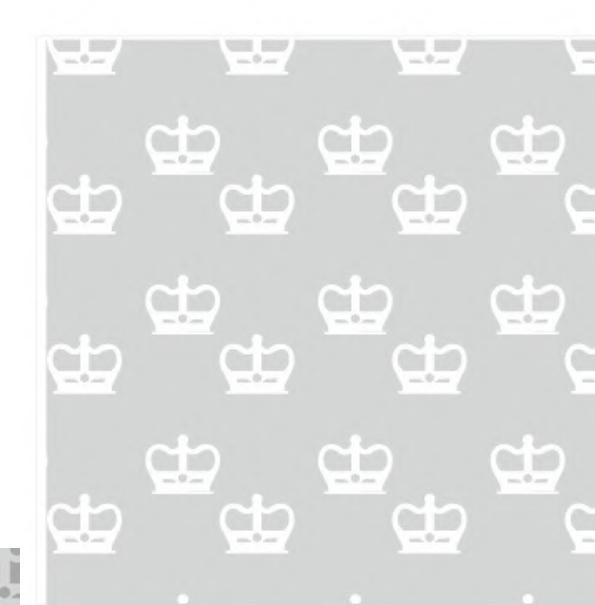
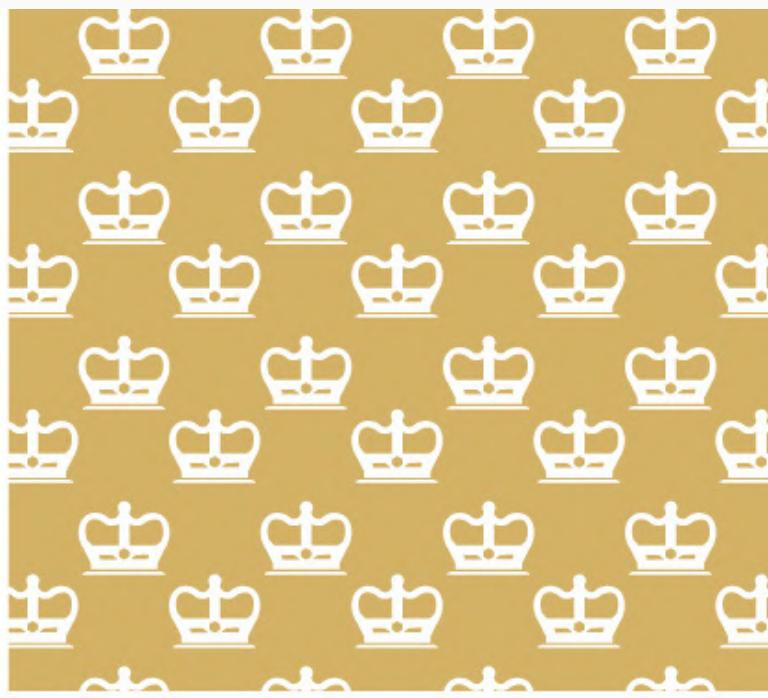
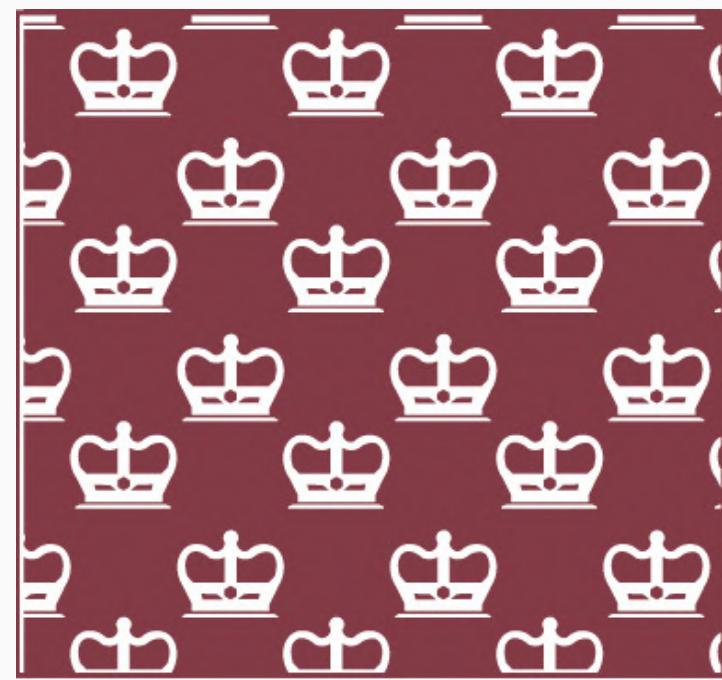


Kingsmen









Manners Maketh Man

Manners Maketh Man

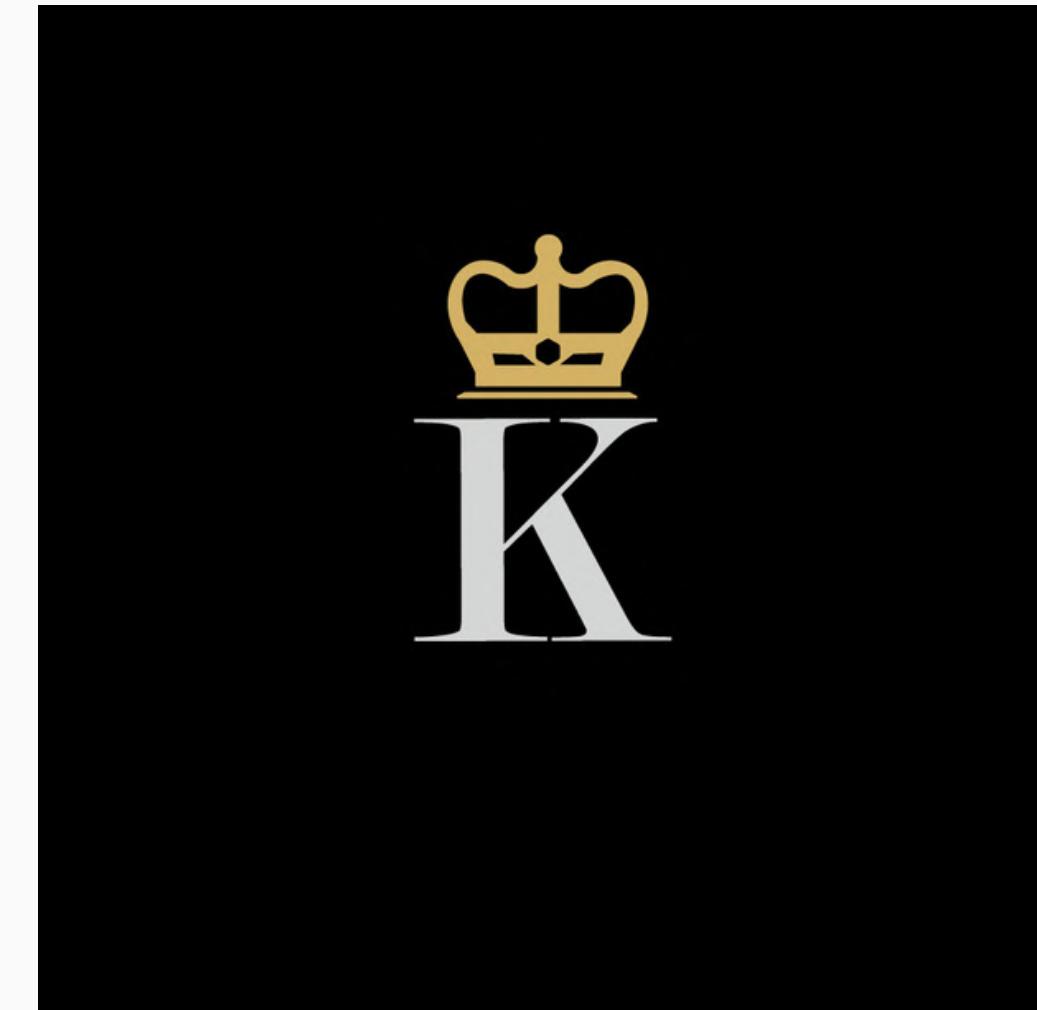
Manners Maketh Man

Manners Maketh Man



Wordmark

+



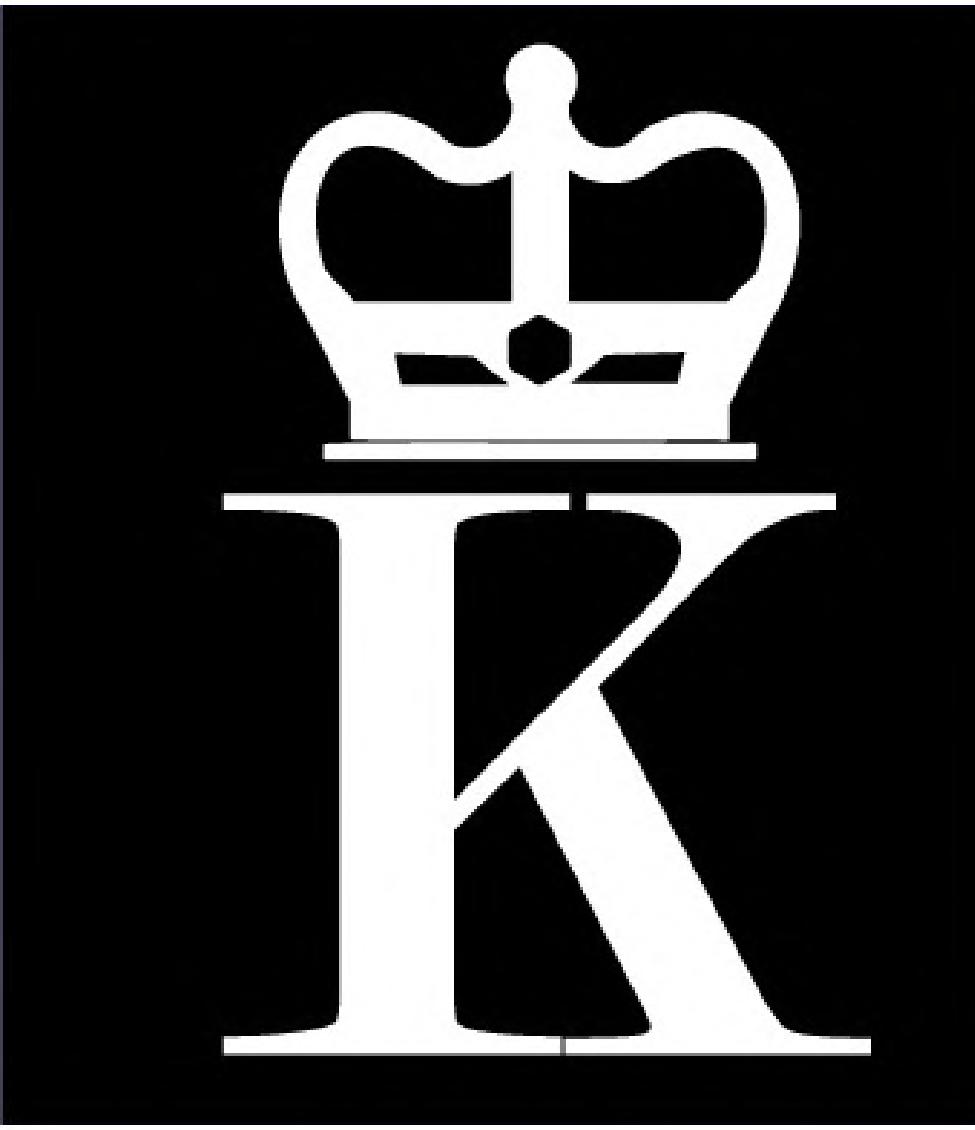
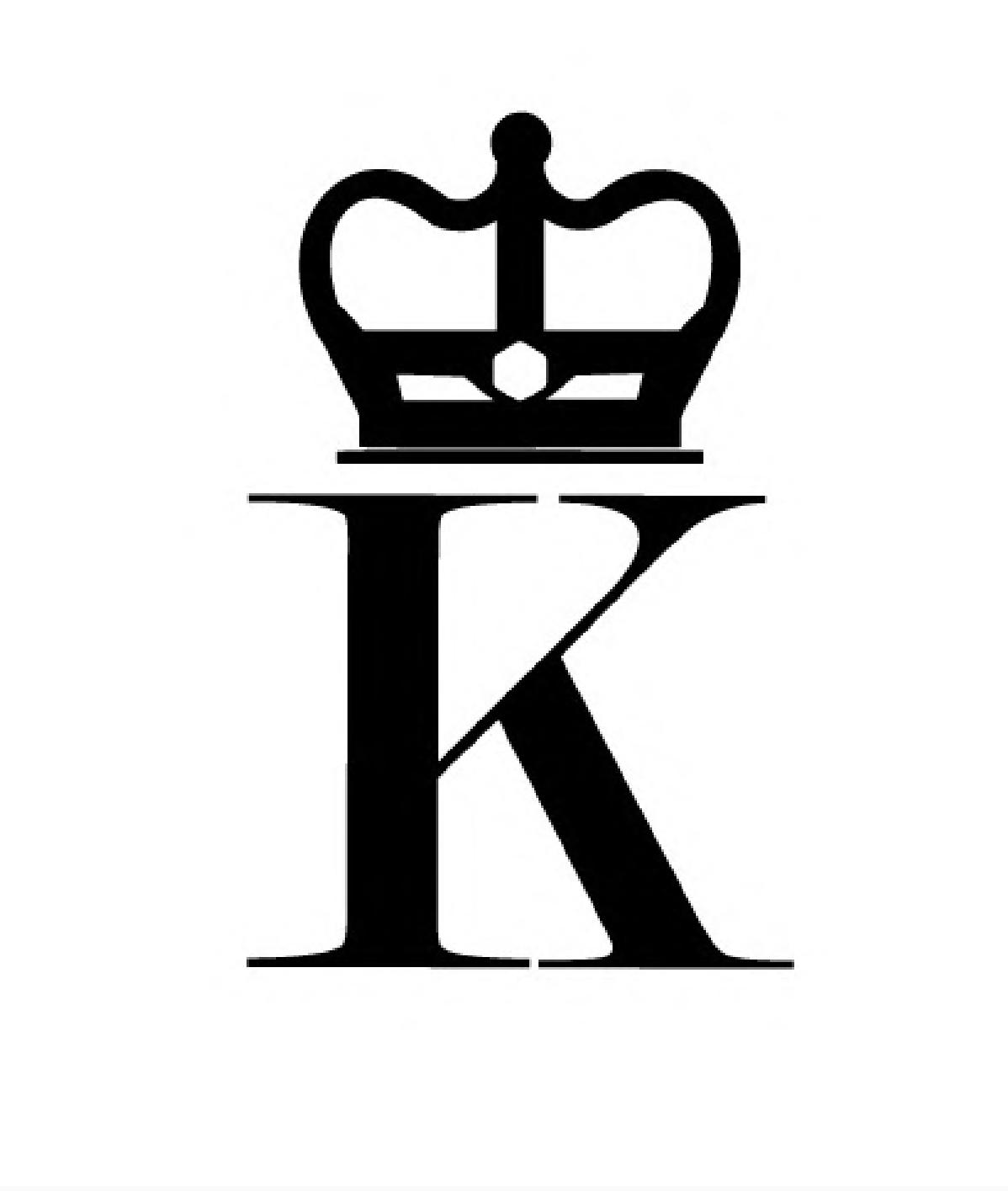
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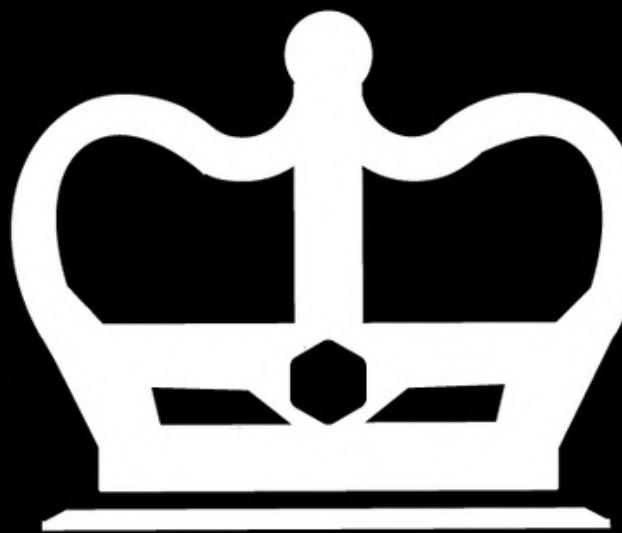




👑 Kingsman

👑 Kingsmen







Kingsman

K



# **Brandscape**

# Kingsman

Manners Maketh Man



#D3B266



#D4D6D5



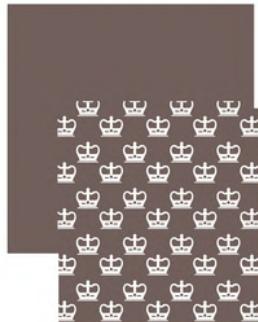
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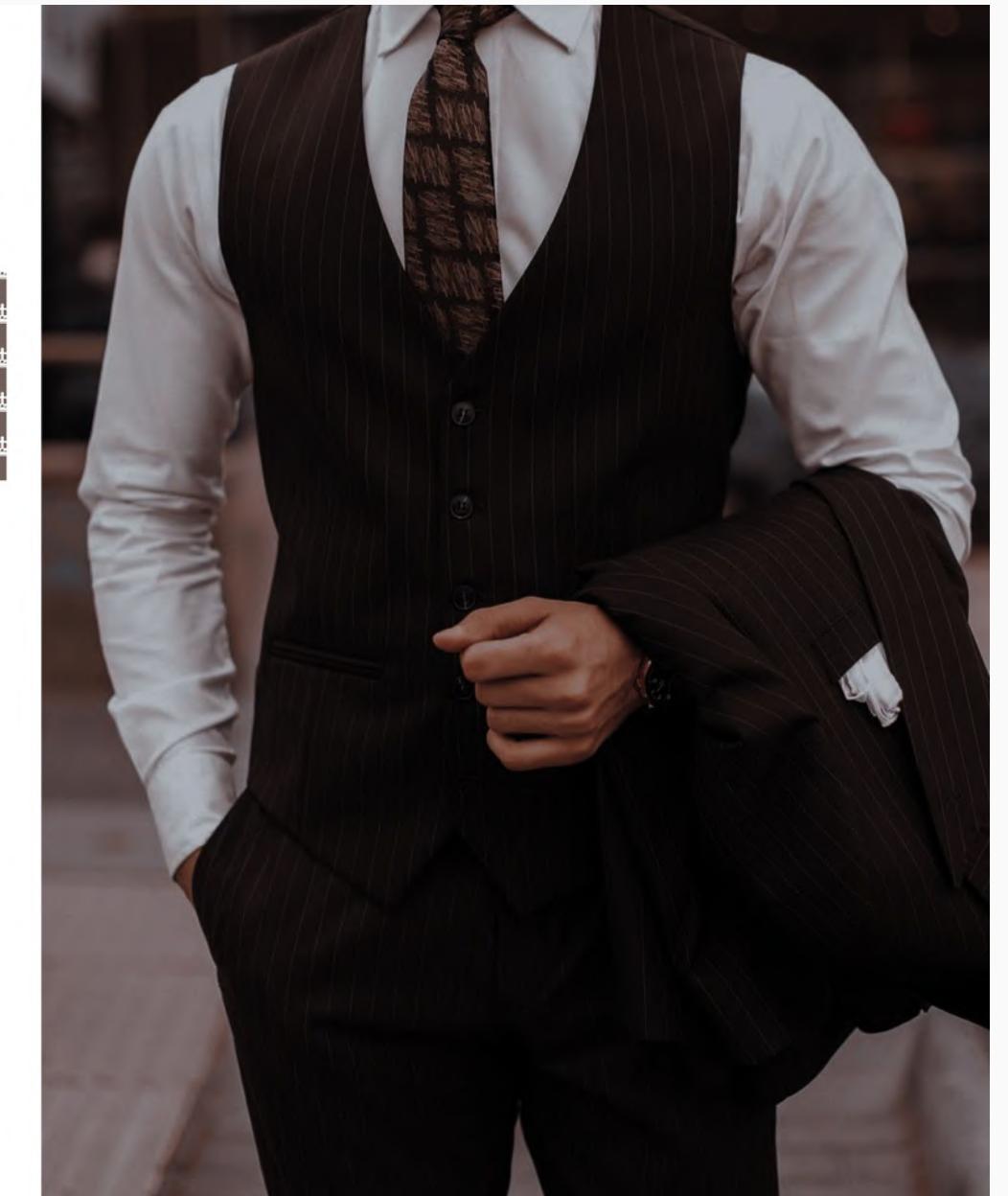
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# Mockups



Kingsman

EN



00065 00647 87543

00003

O cartão Kingsman, pessoal e intransmissível, é propriedade da Kingsman England, Lda.  
A utilização deste cartão pressupõe o conhecimento e aceitação dos termos e condições de utilização.  
Consulte os termos e condições em [www.kingsman.com/loyalty](http://www.kingsman.com/loyalty)



Kingsman  
Manners Maketh Man



# d4d6d5



#5d4f4b



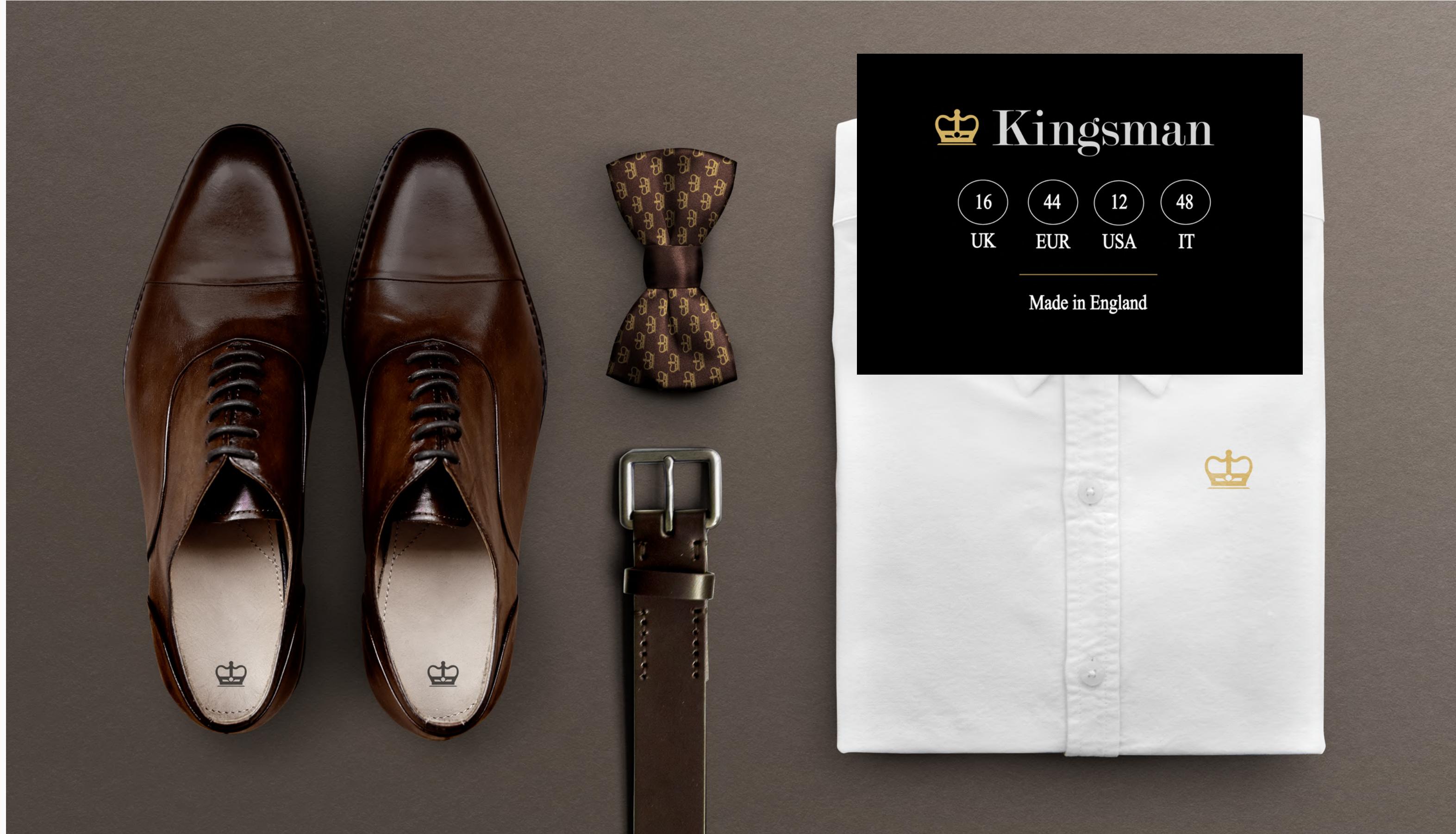


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NOMEN, MÜNCHEN 1990









👑 Kingsman

16 44 12 48  
UK EUR USA IT

Made in England









Kingsman









# **Logo Final**

 Kingsman

 Kingsman





**Fim :)**