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BRIEFING

LOGO



A empresa visa promover um curso preparatório para ingressar em uma universidade, sendo assim, sua logo transmite a ideia de empenho nos estudos, ideia representada por um jovem segurando um enorme livro.

Suas formas simples e circulares transmitem uma ideia de calma e continuidade.

A logo idealiza uma inspiração à busca por conhecimento e ao desenvolvimento pessoal.



PRETO E BRANCO



BRANCO E PRETO

IDENTIDADE VISUAL

CORES

FFFFFF

255 255 255

BRANCO

Transmite a ideia de clareza, calma e exatidão. Muito relacionado ao objetivo do curso para uma faculdade de exatas.

CECECE

206 206 206

CINZA

Transmite a ideia de responsabilidade e profissionalismo.

000000

0 0 0

PRETO

Transmite a ideia de sobriedade e sofisticação

F2B138

242 177 56

AMARELO

Transmite otimismo, energia e estímulo.



VERMELHO

Transmite a ideia de dinamismo, vontade e ação.

FONTES

Optamos por usar fontes “sem serifa” por serem mais limpas e deixarem mais fácil a distinção dos caracteres, para facilitar a leitura para as pessoas com baixa visão e evitar a fadiga dos demais usuários

Regular 400 at 16px

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

Font-family: Sarala, por Andres Torres
(Fonte que irá compor a maior parte dos textos)

Regular 400 at 16px

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Font-family: Fredoka, por Hafontia

Regular 400 at 16px

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Font-family: Kit One, por Eduardo Tunni

(Fonte que passa uma ideia de escrita a mão, para textos específicos)

Escolhemos apenas os formatos regular e bold

<link>:

```
<link rel="preconnect" href="https://fonts.googleapis.com">
```

```
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
```

```
<link
```

```
href="https://fonts.googleapis.com/css2?family=Fredoka:wght@400;500&family=Kite+One&family=Sarala:wght@400;700&display=swap" rel="stylesheet">
```

@import:

```
<style>
```

```
@import
```

```
url('https://fonts.googleapis.com/css2?family=Fredoka:wght@400;500&family=Kite+One&family=Sarala:wght@400;700&display=swap');
```

```
</style>
```

CSS rules to specify families:

```
font-family: 'Fredoka', sans-serif;
```

```
font-family: 'Kite One', sans-serif;
```

```
font-family: 'Sarala', sans-serif;
```

PAGE CONCEPT

A pedido do cliente, foi imaginada uma página única com cores claras e design minimalista. O que mais importa é uma estrutura bem organizada de fácil compreensão e usabilidade instintiva.

