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Job naming and brand identity for COMPARALE, a new search engine platform that compares mortgages and credits around banks in México. The challenge COMPARALE connects to its audience through an experience driven by colors and typography had to reflect the authentic and reliable way they make this happen, so that the brand could establish a true and desirable relationship with its public.

The outcome with a typeface design that evokes friendship and strength, the wordmark and identity is built of a layered system of graphic elements that can be applied in many different ways, creating a vivid and exciting communication.