

**proposta A**

# Príncipe Real



histórico



eclético



verde

**feito de pessoas**

A photograph of two young women standing on a city street. They are both smiling and laughing. The woman on the left has long brown hair and is wearing a black crop top and blue jeans. The woman on the right is wearing a black wide-brimmed hat and a black sequined crop top. The background shows a blurred city street with buildings.

cumplicidade

gettyimages®  
Westend61



# autêntico

gettyimages®  
njekaterina



gettyimages®  
Uwe Krejci

A photograph of a young couple lying on their backs on a grassy field. They are both wearing red clown noses. The man on the left is wearing a dark t-shirt and has his eyes closed. The woman on the right is wearing a light-colored jacket over a pink top and also has her eyes closed. The word "informal" is overlaid in large white letters across the center of the image.

informal

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um bairro  
que quer ser

# mais sustentável



gettyimages  
Halfpoint Images

# mais dinâmico



# mais unido



**mais  
real**



**logotipo**

**Príncipe + Real**

# Príncipe + Real

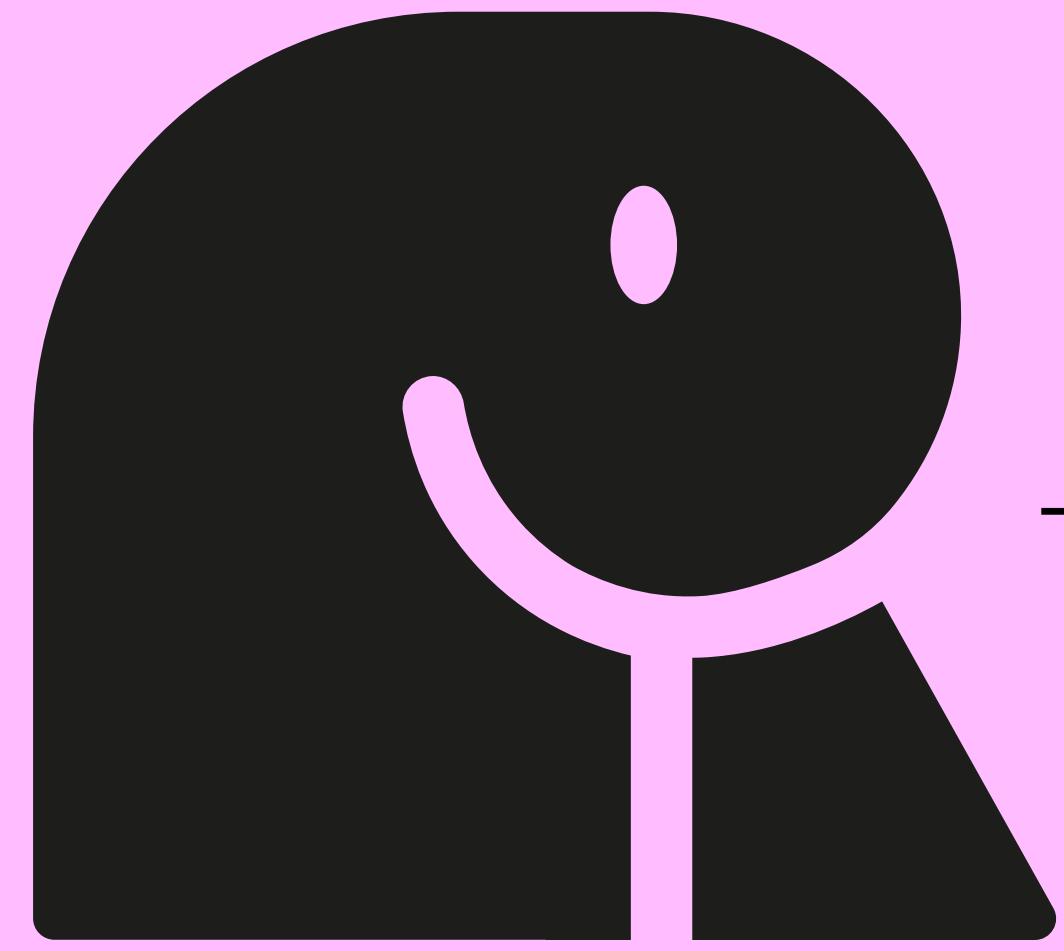
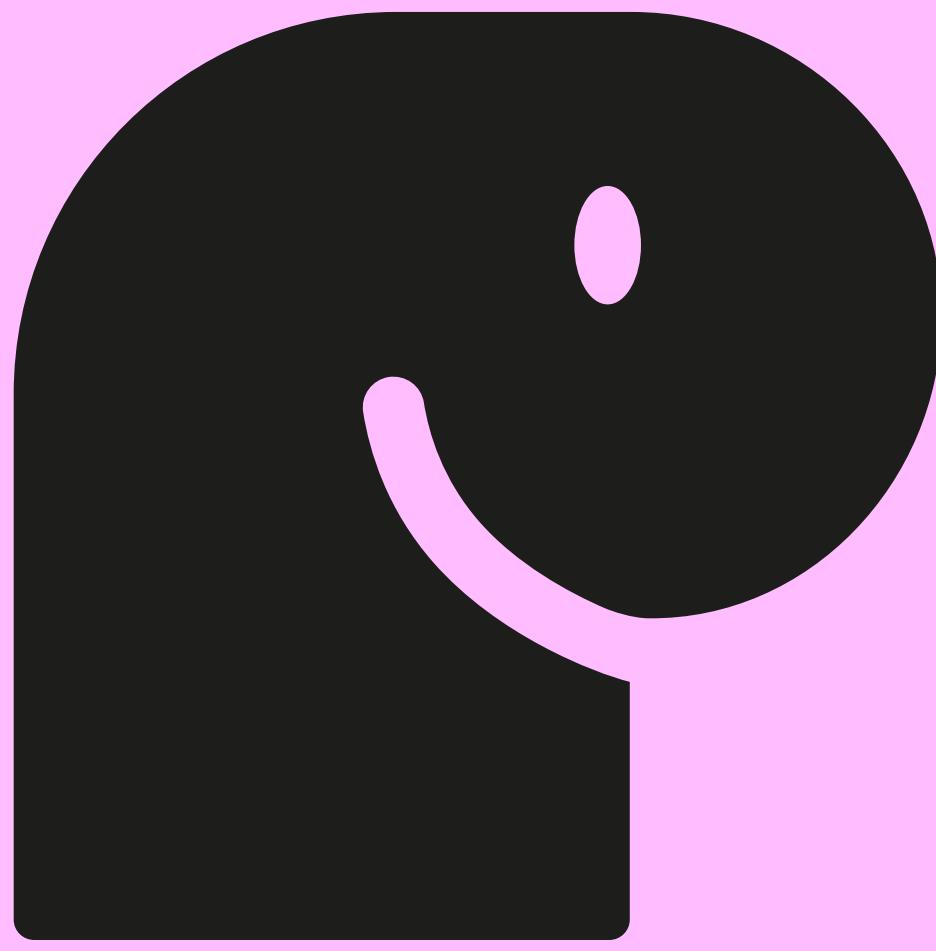
vai ganhar vida

acrescenta

vai ganhar vida

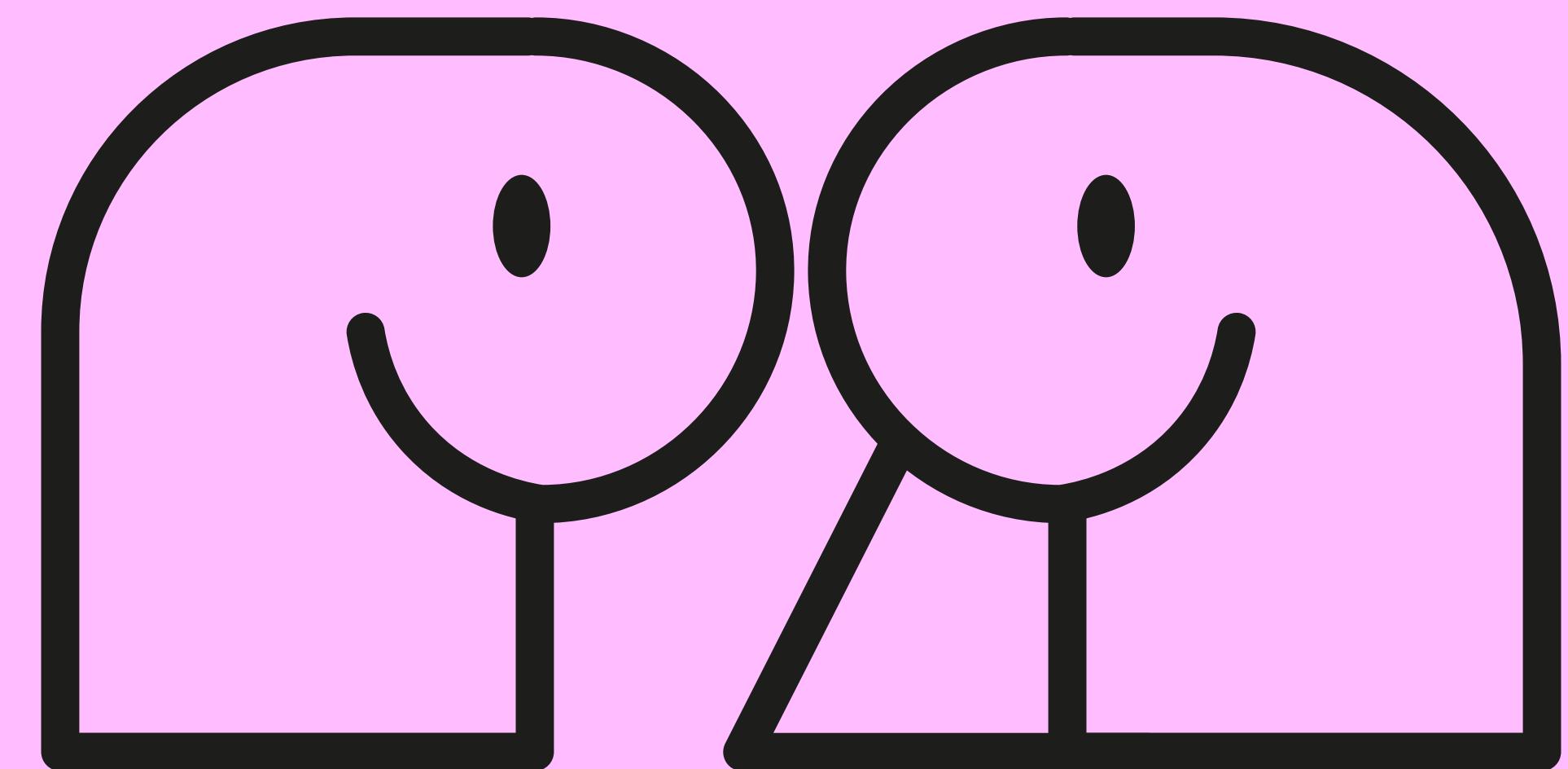
identifica o bairro

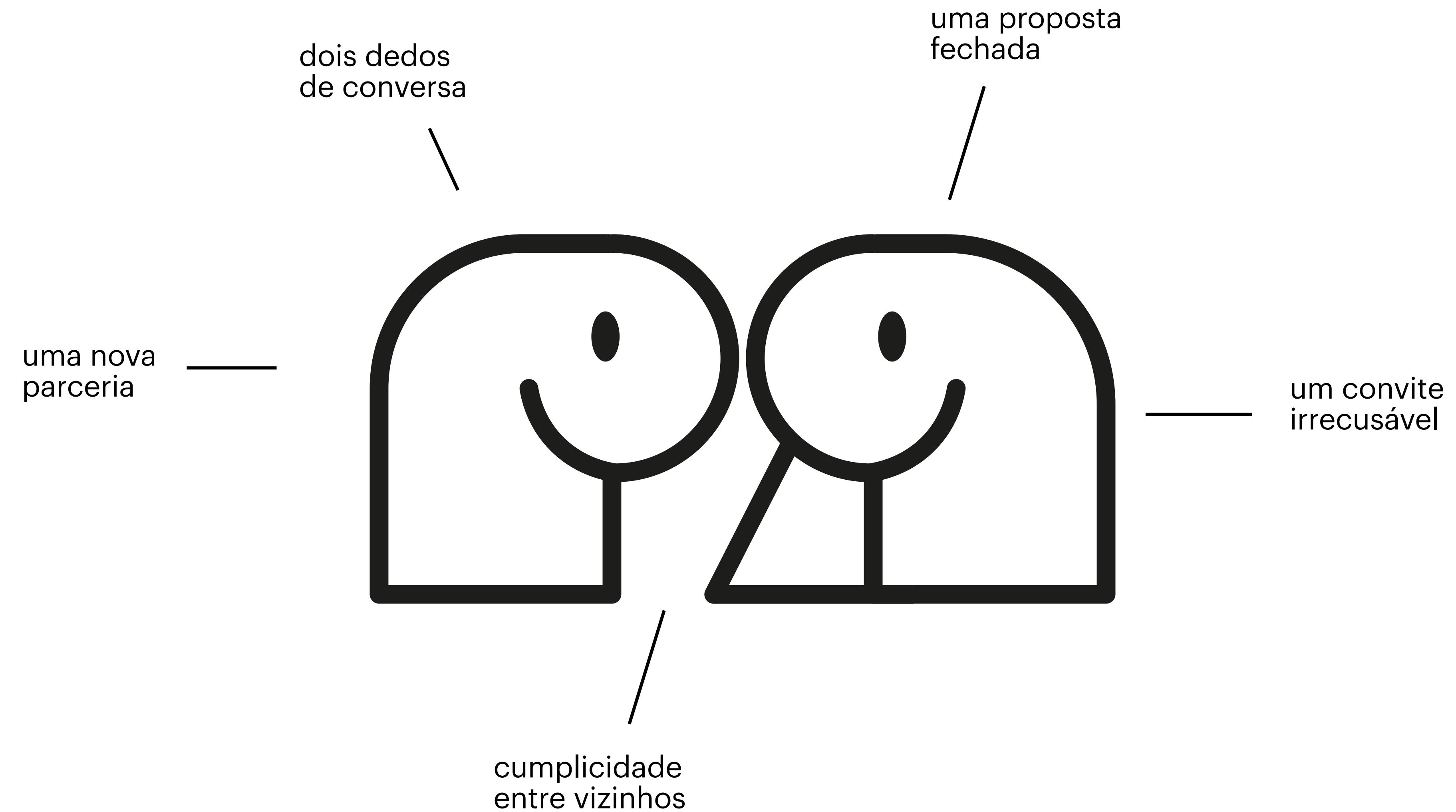
**P**



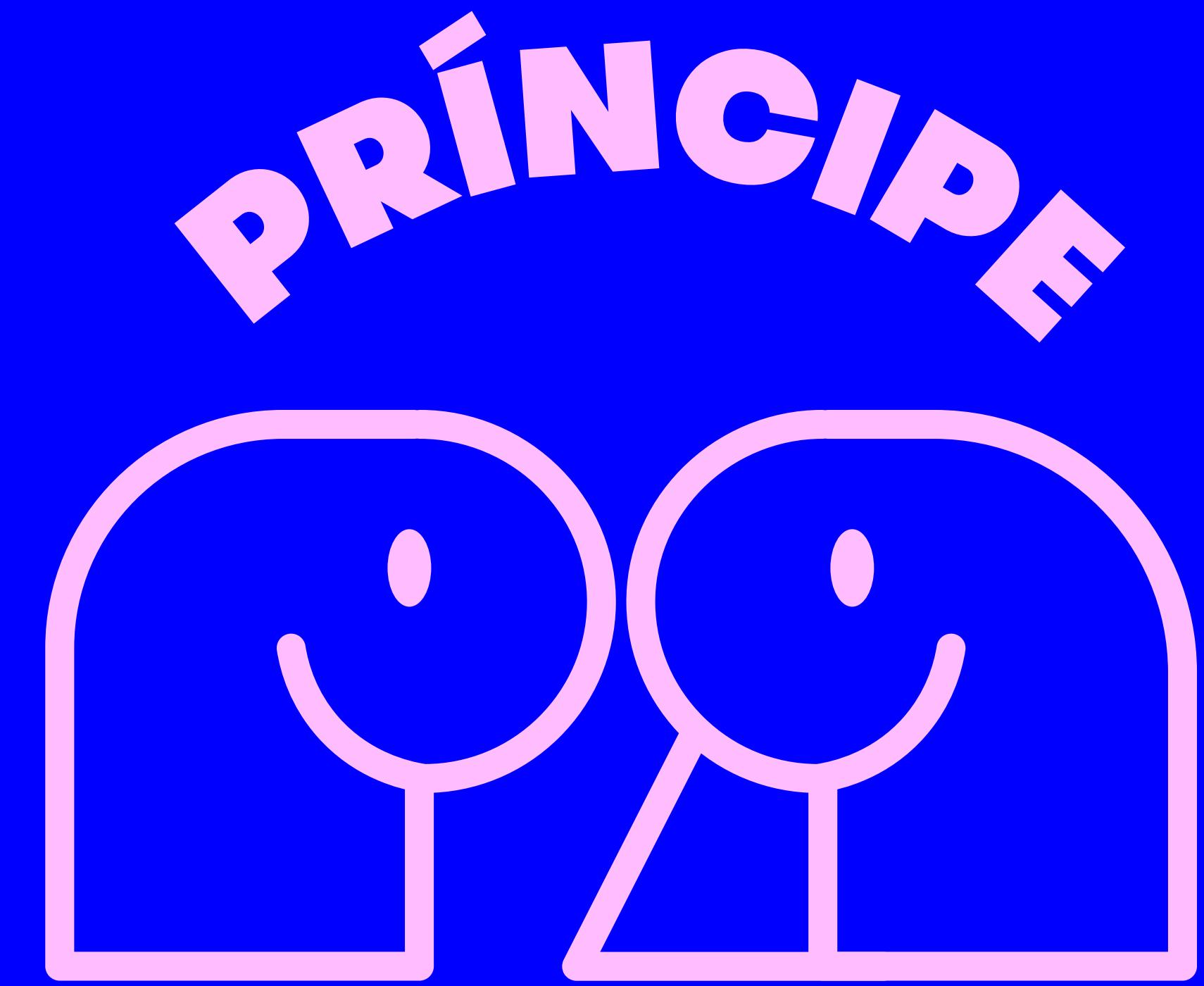
**R**

## **símbolo**





símbolo com descritivo



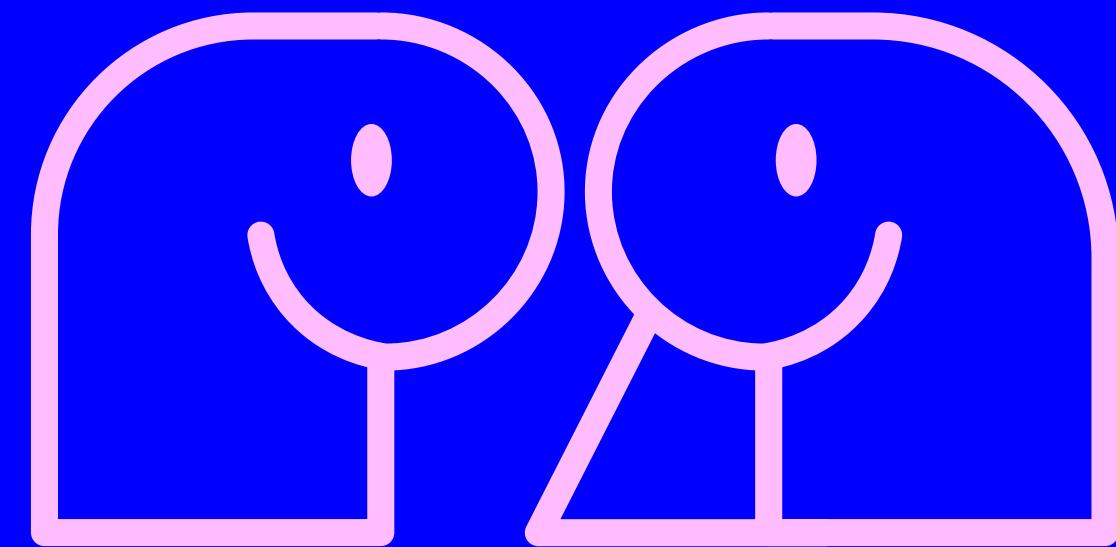
PRÍNCIPE  
MAIS REAL

# Marca

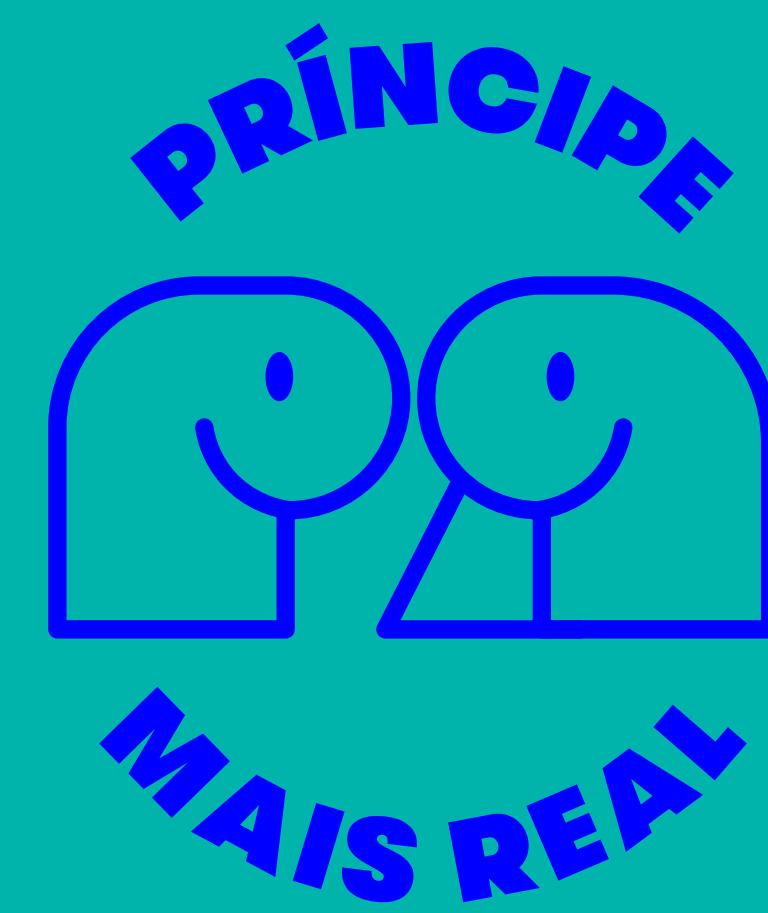
logotipo principal

# Príncipe+Real

símbolo



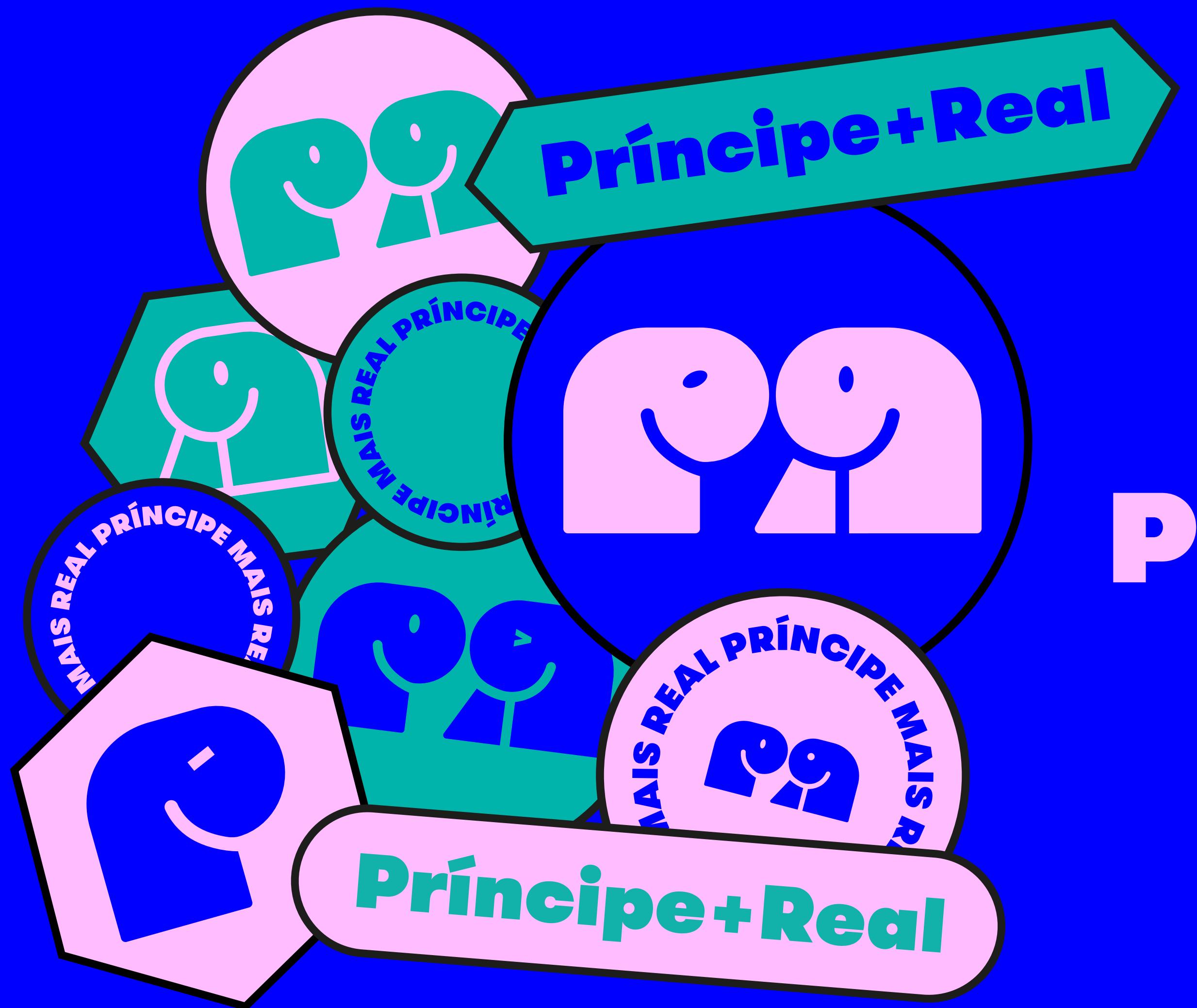
símbolo  
com desritivo



**Príncipe+Real**

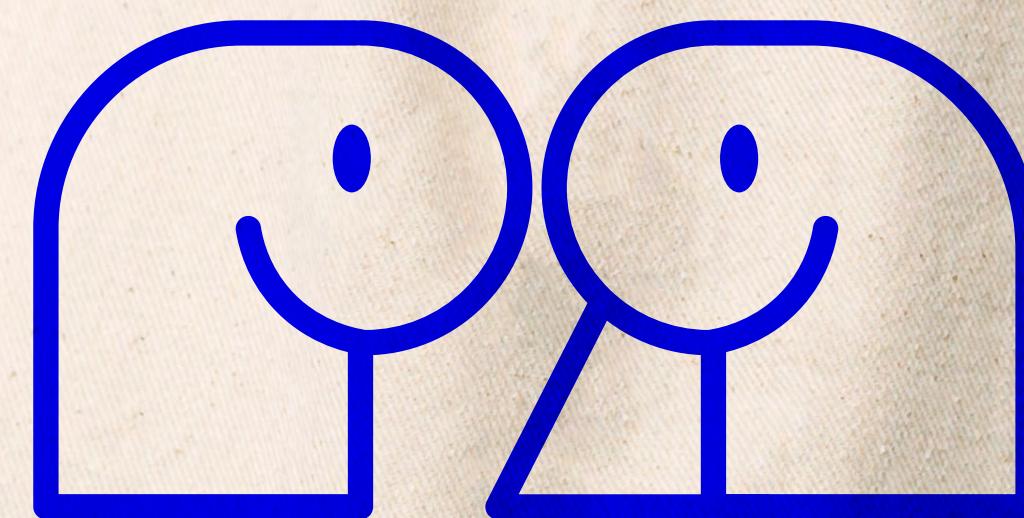
**Príncipe+Real**

universo gráfico



# Príncipe+Real

**PRÍNCIPE**



**MAIS REAL**

# Príncipe+Real



Mercado biológico



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