



**Zerosete
Design**

IT PRESENTS

- **Brand Project**

Leaftix

This is **Leaftix** 's Branding Start - an agritech from Canada, with the aim of bring modern technologies to the cultivation field (from small to large producers) and also provide relevant macro information to other interested parties (banks, insurance companies and the like) on the situation of Brazilian national production, establishing businesses in Brazil and abroad world.

A company that always seeks modernity from its brand to its product, always valuing clear communication appropriate to the reality of the consumer/user (beginner or advanced).

In general, we design a brand and interface project for the website, based on Ui/Ux, the in order to improve the brand experience and usability of these artifacts.



Eric Frantto - Head Designer
Zerosete Design

- Concept

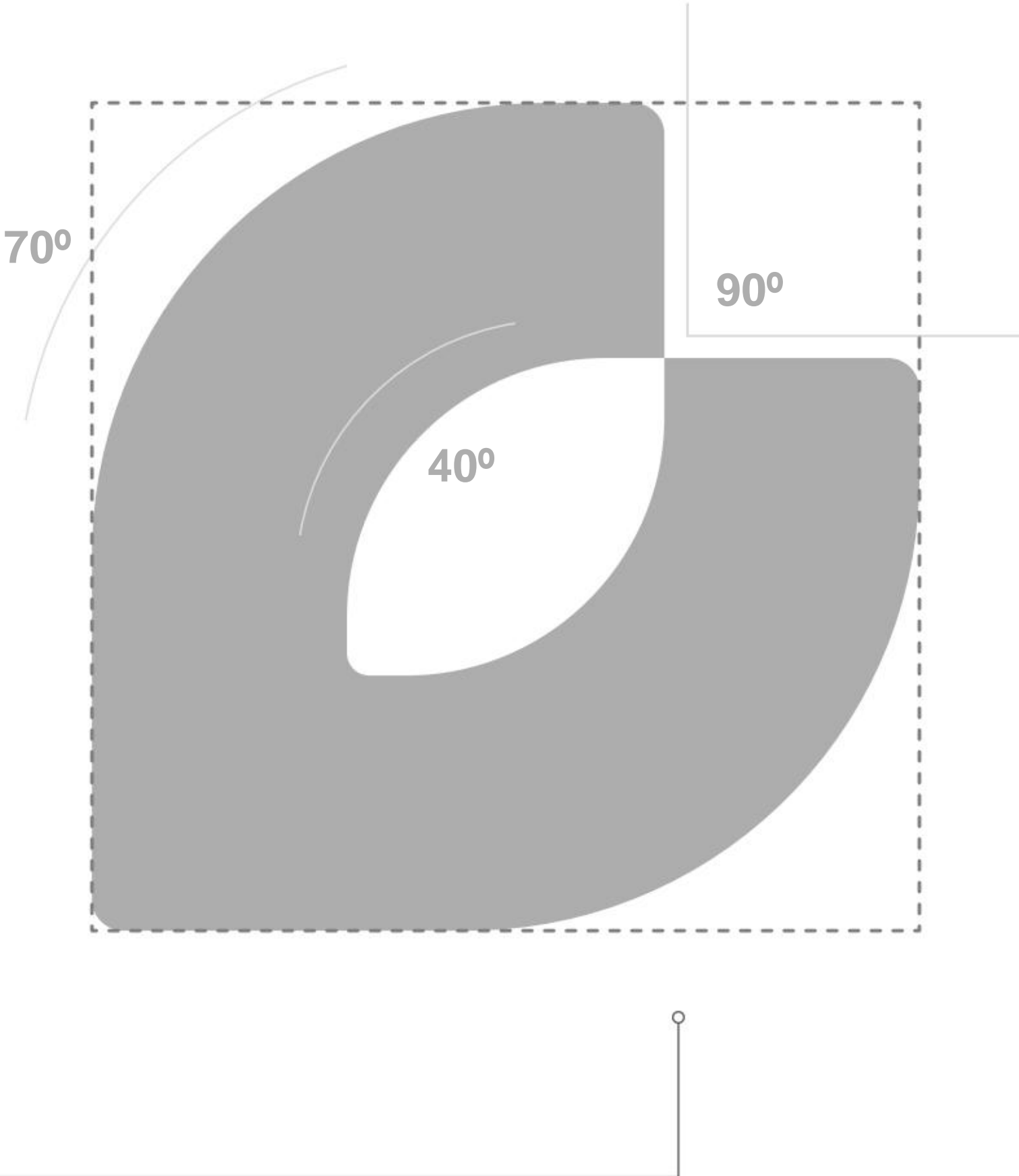
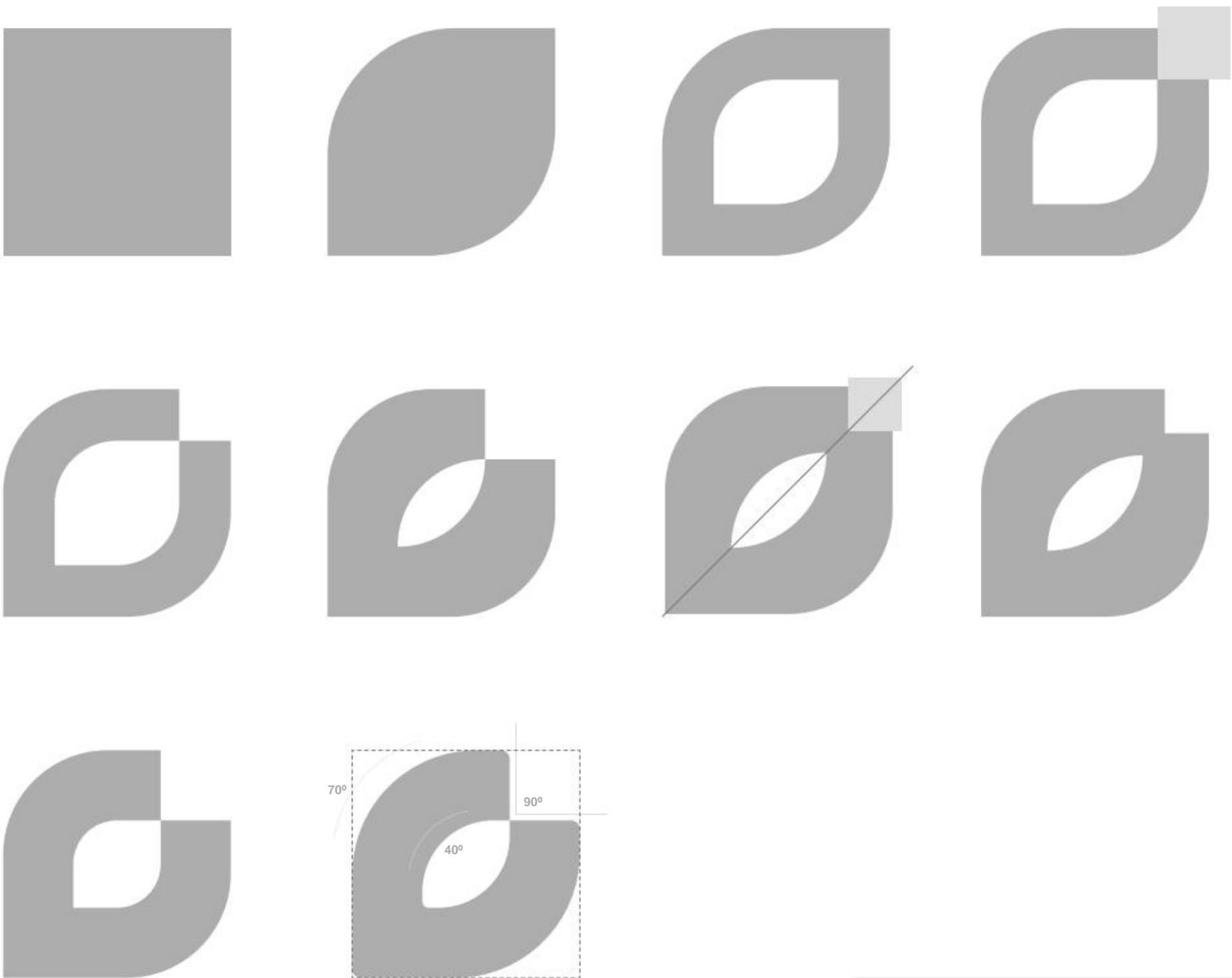


- Initial L
- Representation of a **sheet** • Digital / Tech Environment
- Colors that refer to the niche of acting

Fluidity, lightness, technology, friendliness, modernity, solution, digital, imposing

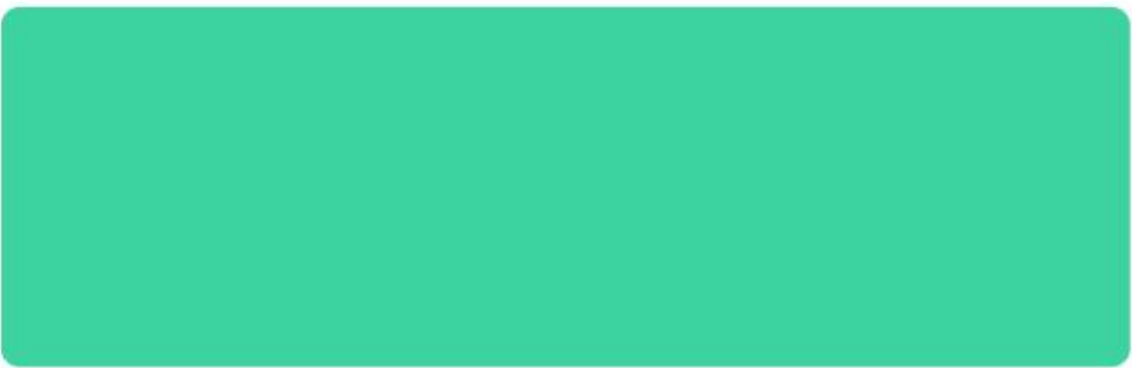


• Isotype structure



• Colors • color palette

MAIN



#3DD3A1



#54EA54



#474747



are admitted
color variations in
the range of the main colors,
using adjustments to
the Hue, Brightness and
Saturation of these main colors.

Leaftix

- Typography • Tone of voice

Main - Lato Black

ABCDEFGHIJK
LMNOPQRS
TUVWXYZ

a B C D E F G H I J
K L M N O p Q
R S t U v w x y z

Secondary - Lato Regular

ABCDEFGHIJK
LMNOPQRS
TUVWXYZ

a B C D E F G H I J
K L M N O p Q
R S t U v w x y z

Leaftix

The curves presented in the brand's isotype (symbol) connect directly with the curves of its Type (typography/font), creating even more dynamism in the project as a whole.



- Structure of the Imagetype / Graphic Mark



A

70 H (height)



$B = A / 1.618$

43.3H



$C = B / 5$

8.66H



- Imagotype • Graphic Brand (official)

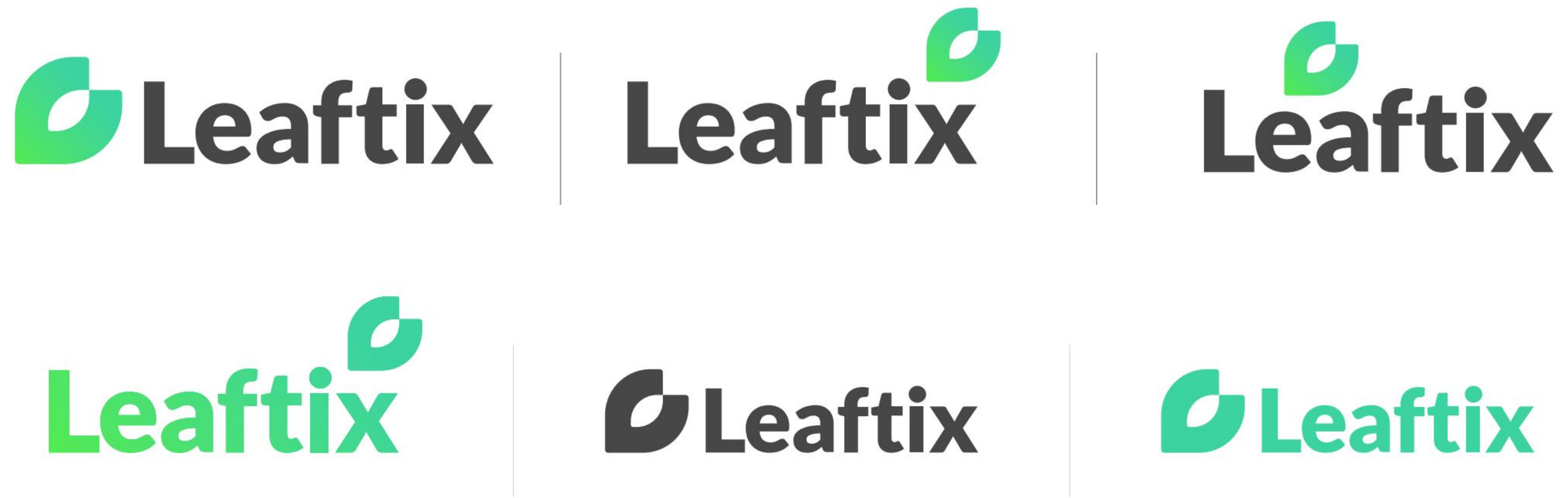


LeafTix

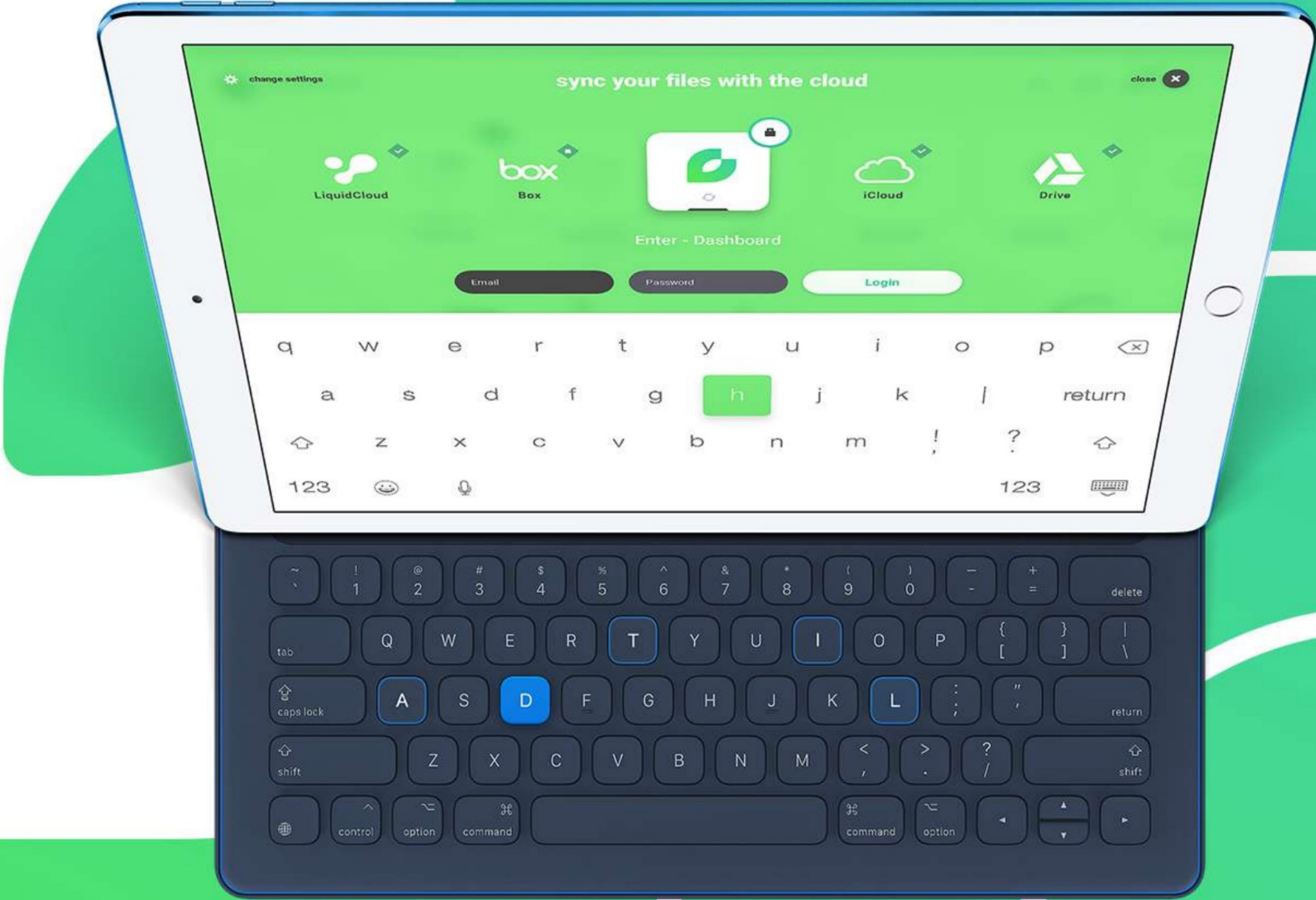
- **Graphic Brand Variations (responsiveness)**

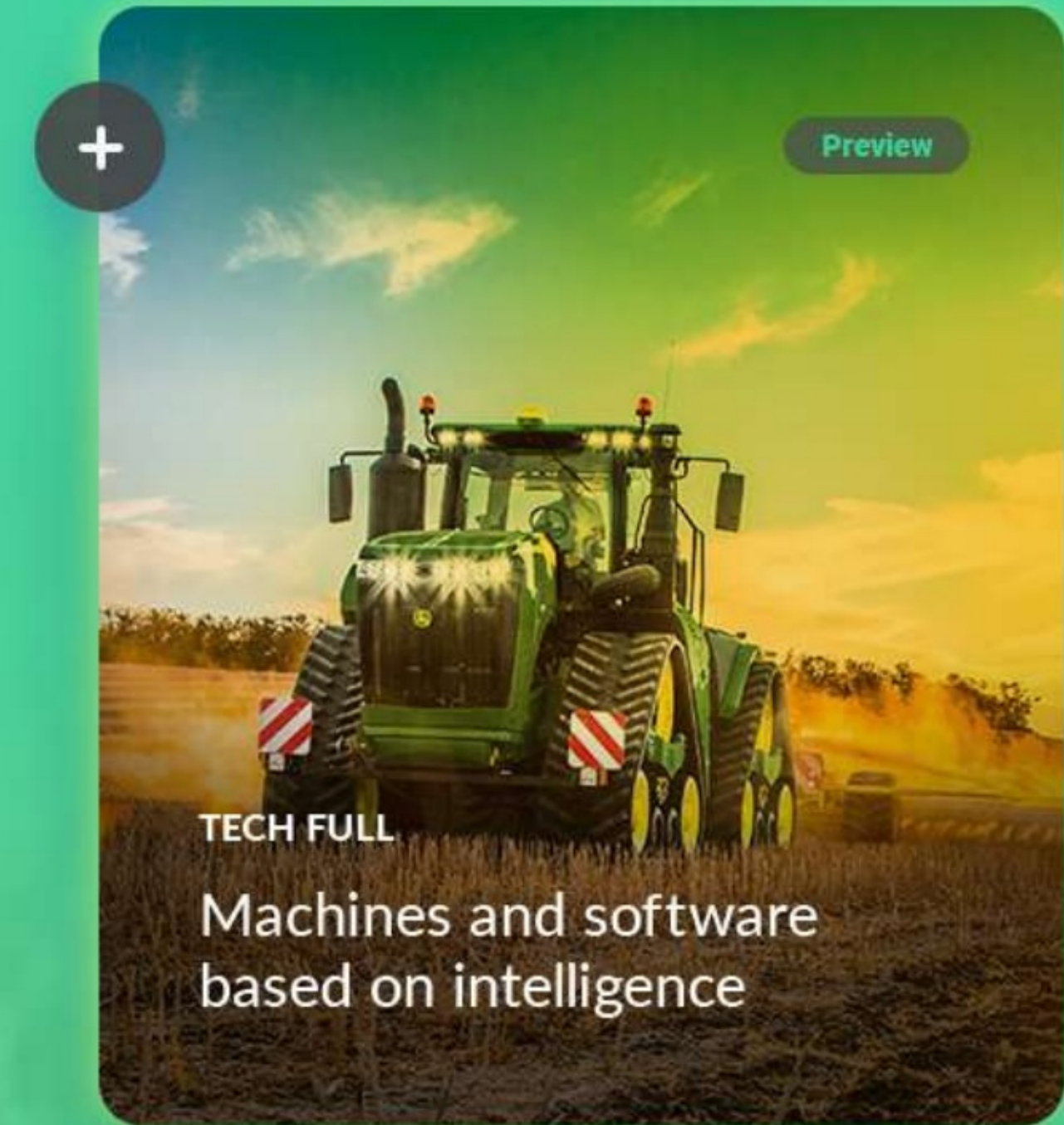


- Graphic Brand Variations (responsiveness)









TECH FULL

Machines and software
based on intelligence



[More](#)

Trust your field to those
who are in the field with
a lot of experience




It is with state-of-the-art technology that you
can achieve good results in your farm









Thanks!

-  www.facebook.com/zeroetdesign
-  www.instagram.com/zeroetdesign
-  zeroetdesign@live.com

.....

-  www.behance.net/zeroetdesign
-  www.dribbble.com/zeroetdesign

 **ericfrantto**

 **81 98543-3934**