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• Concept

L + + Tech

• 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

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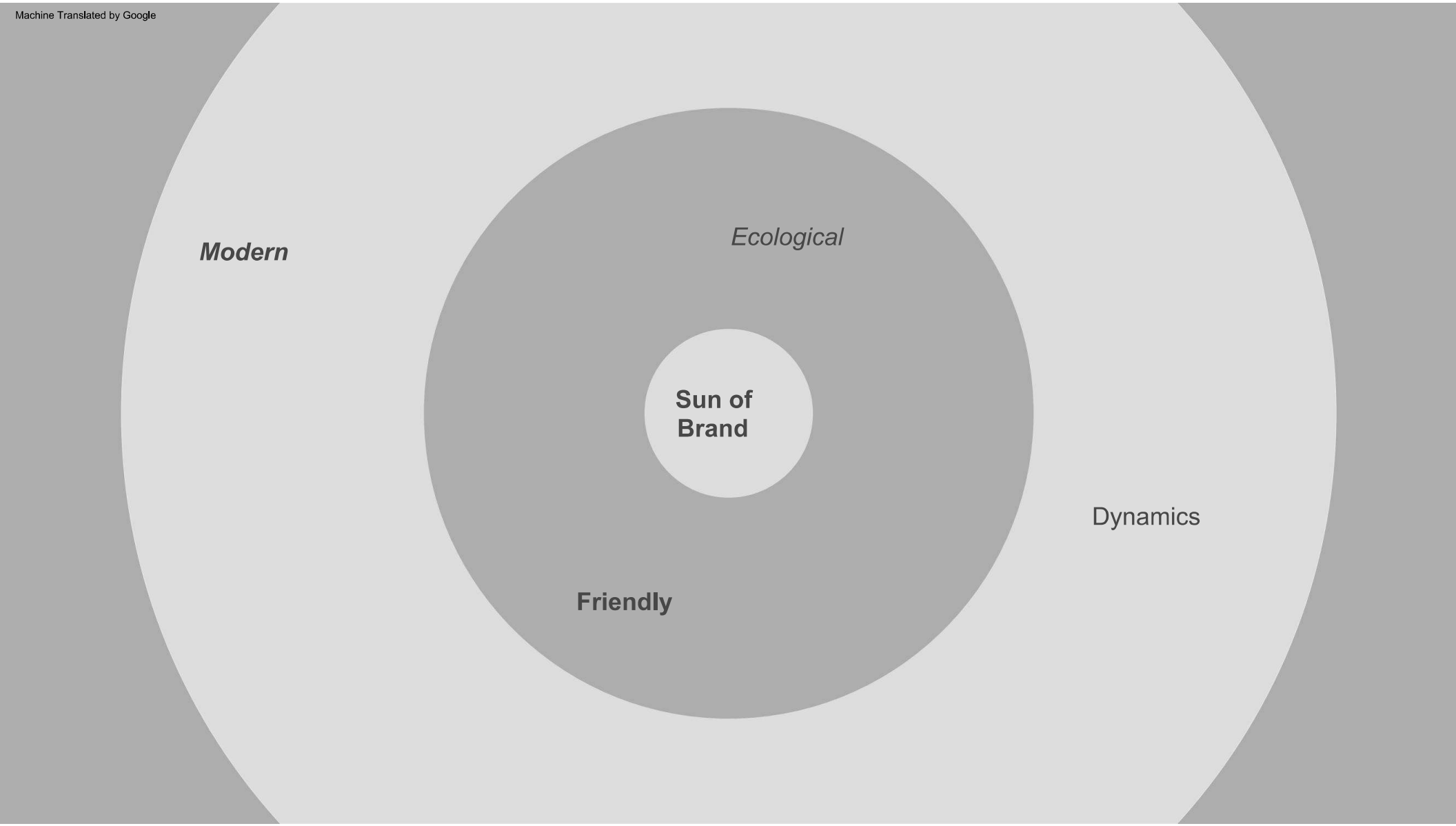

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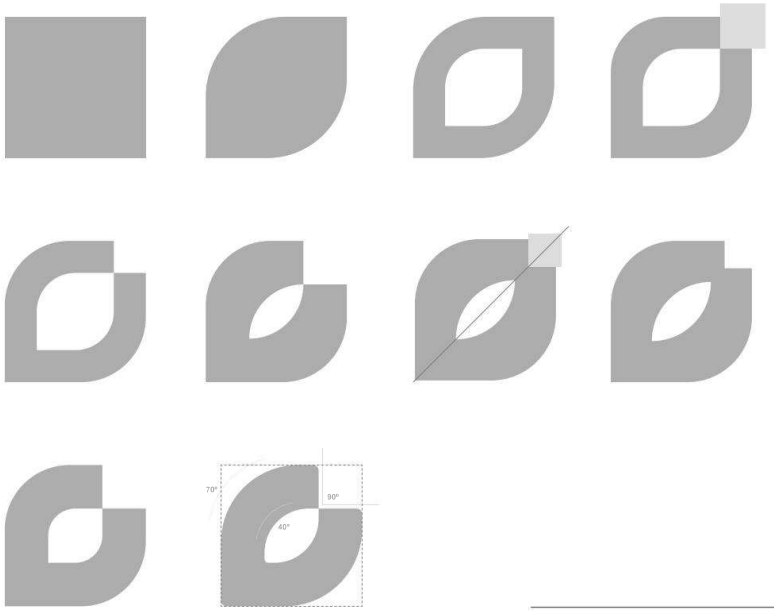
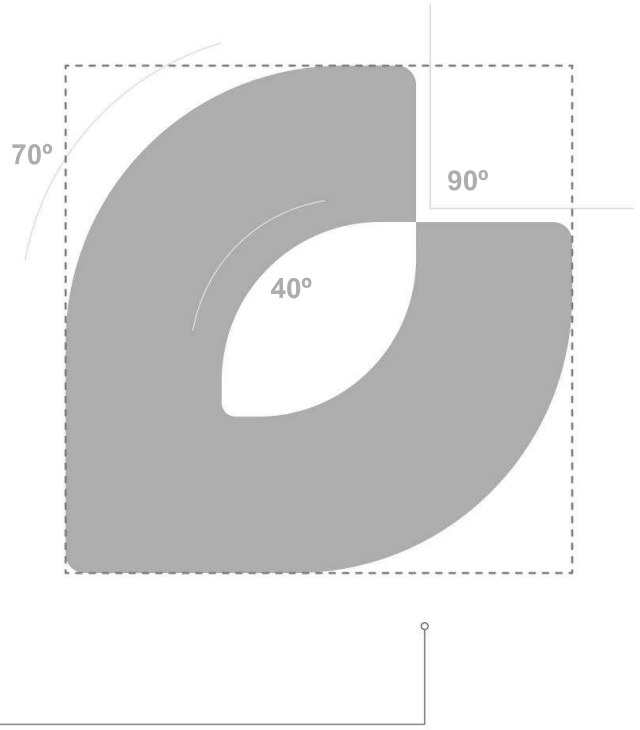
• Isotype structure





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• 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.

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• Typography • Tone of voice

Main - Lato Black

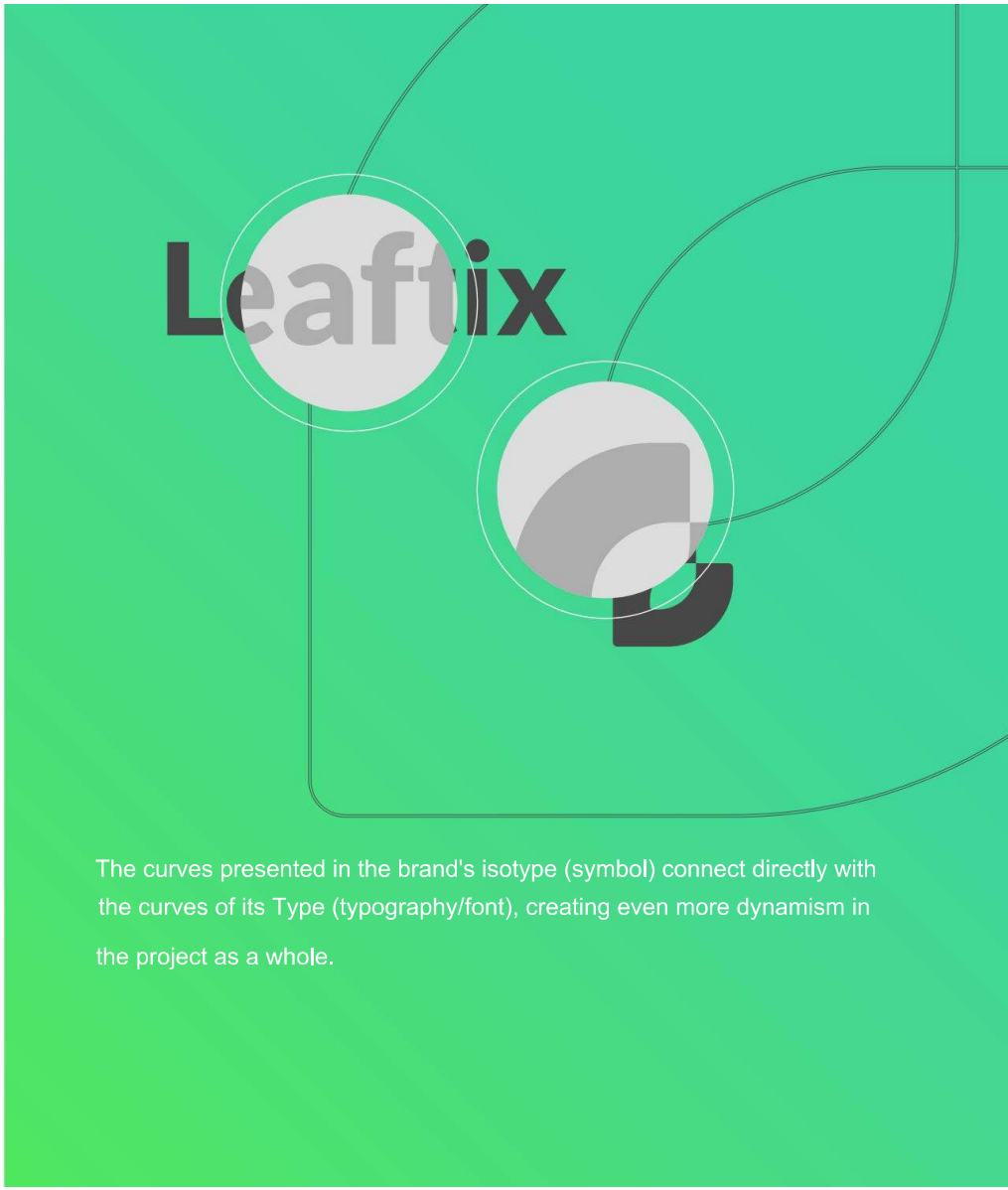
ABCDEFGHIJK
LMNOPQRS
TUVWXYZ

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



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.

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- **Structure of the Imagetype / Graphic Mark**

A

70 H (height)

B= A/1.618

43.3H

C= B/5

8.66H

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• Imagotype • Graphic Brand (official)

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- **Graphic Brand Variations (responsiveness)**

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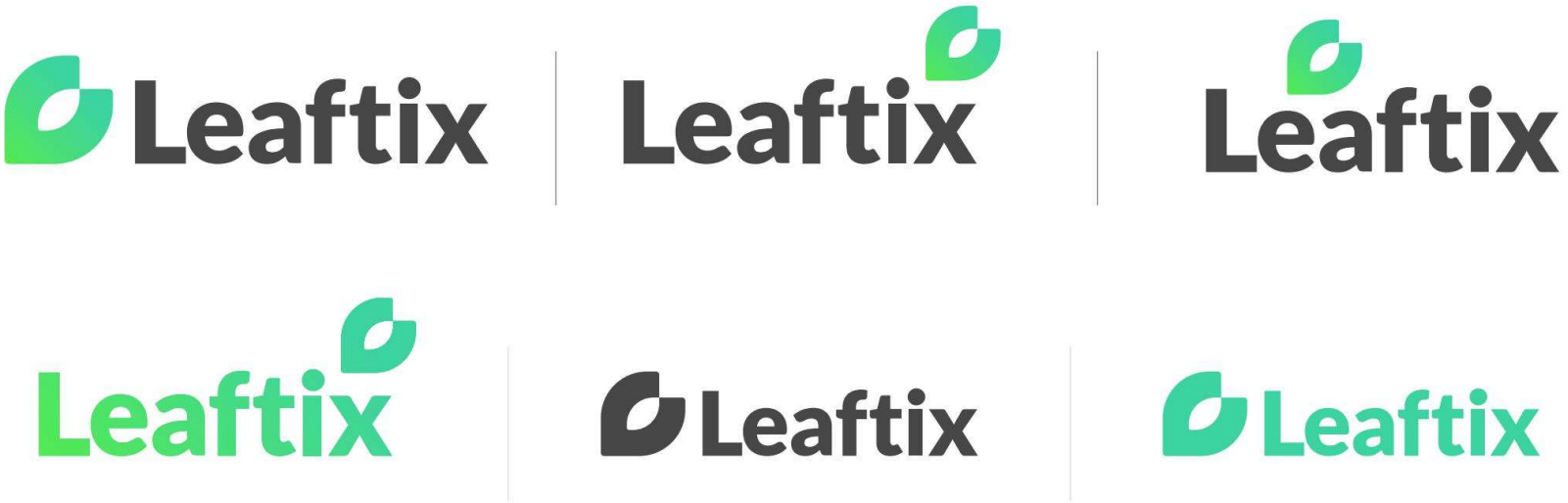
- **Graphic Brand Variations (responsiveness)**



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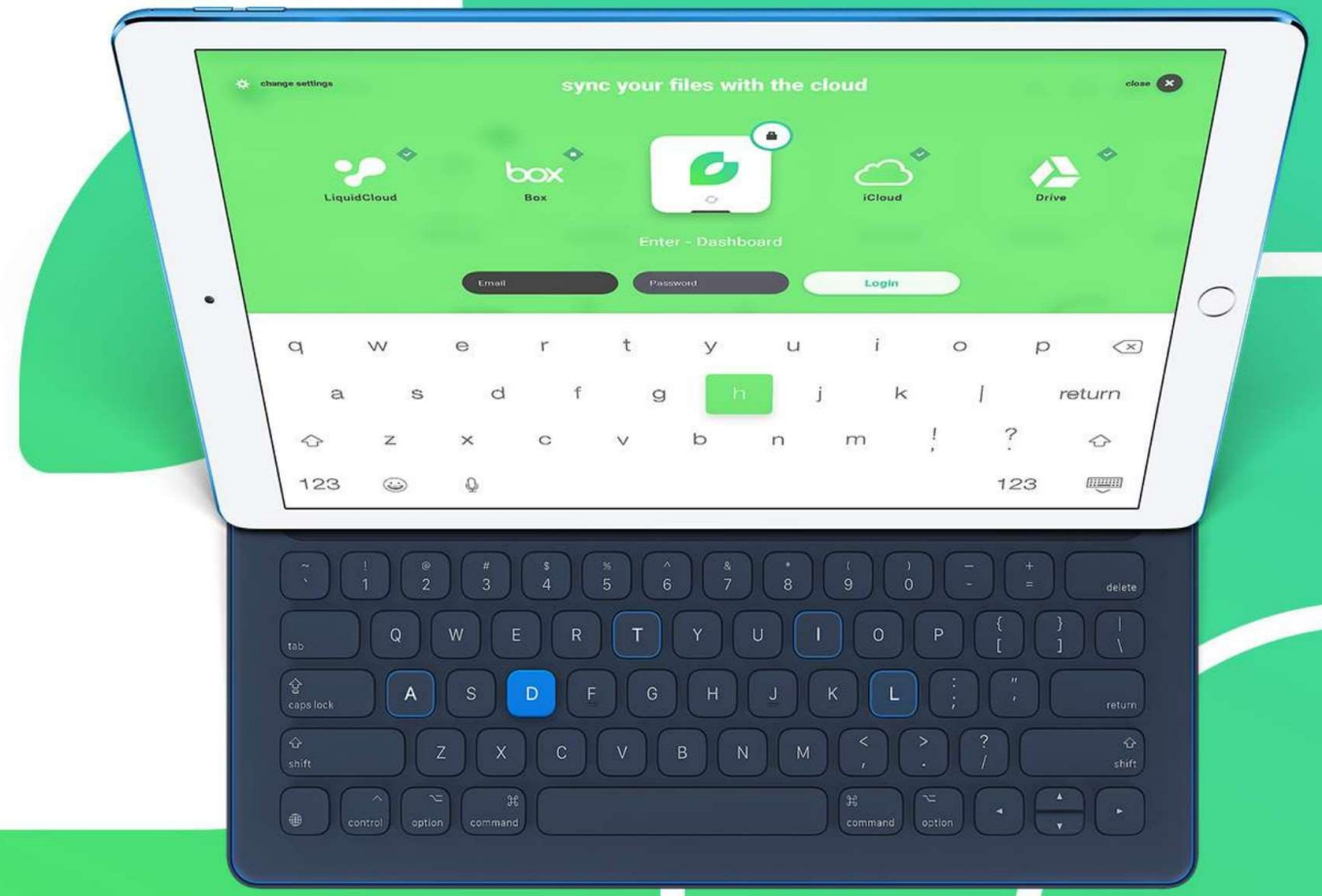

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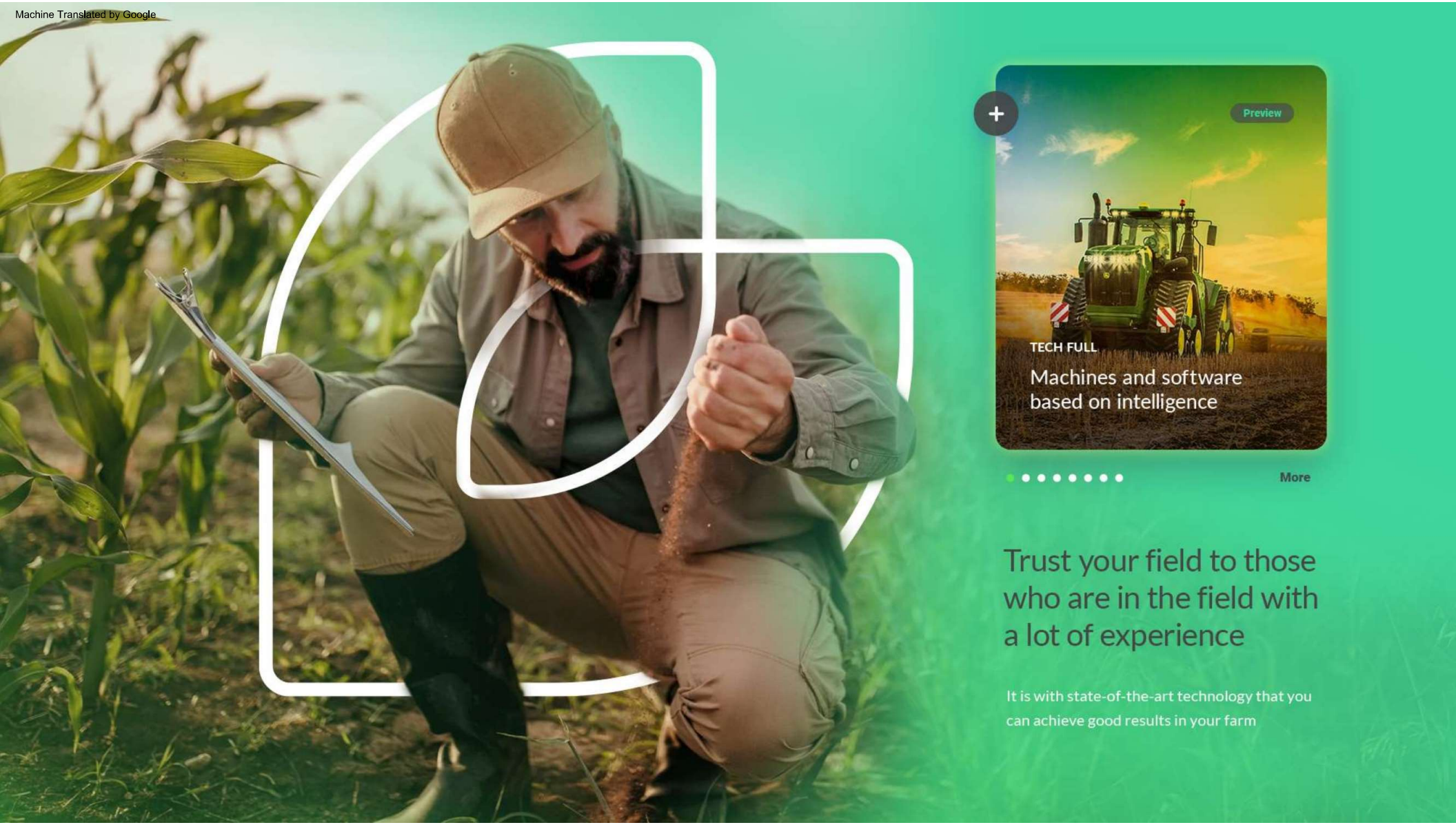

More

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

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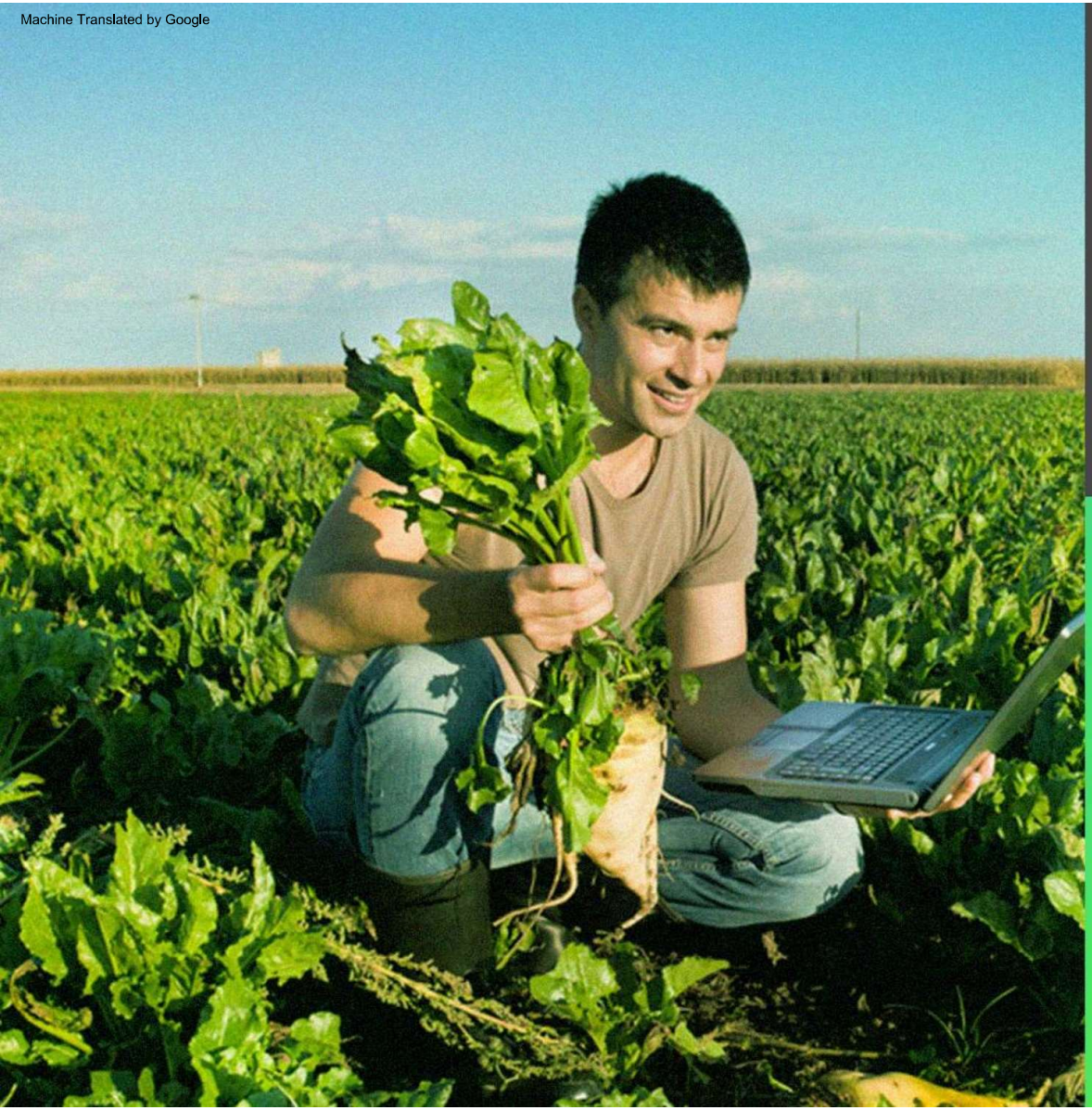

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