

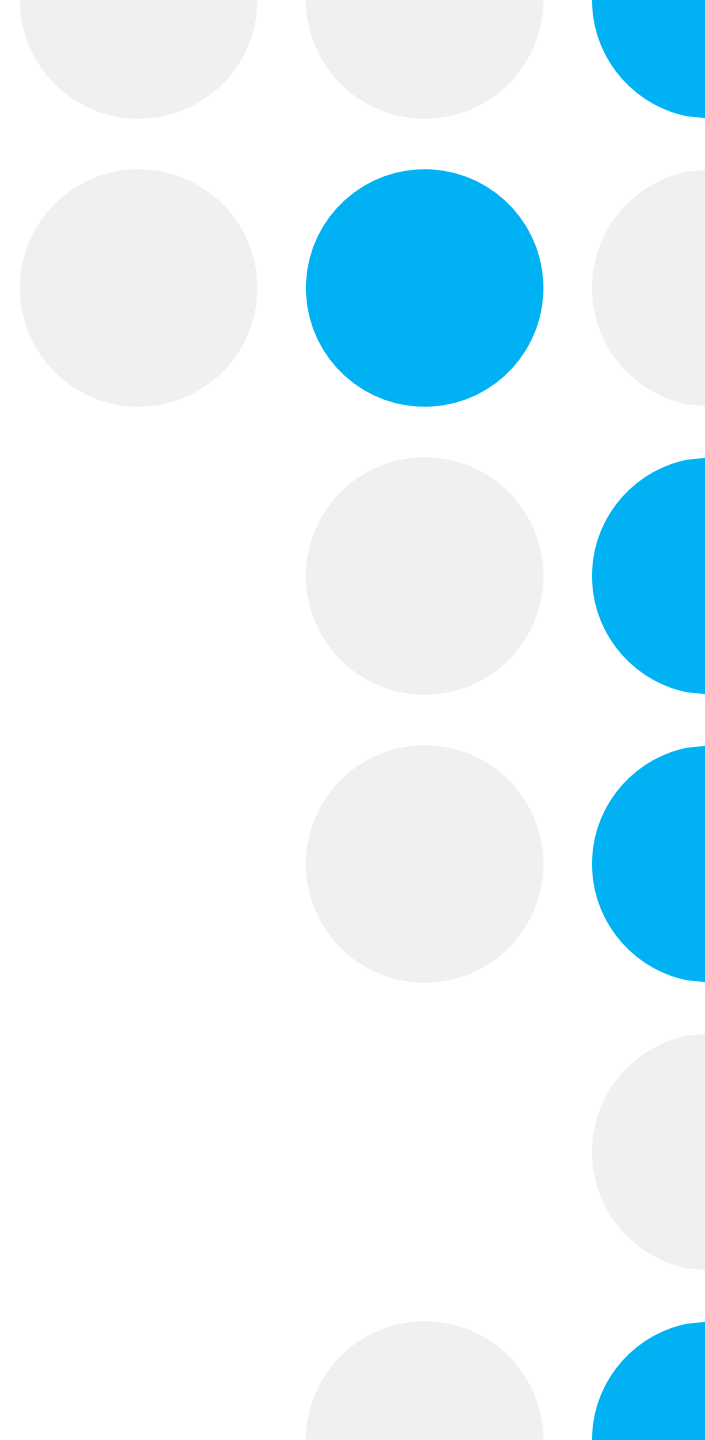


LOGO

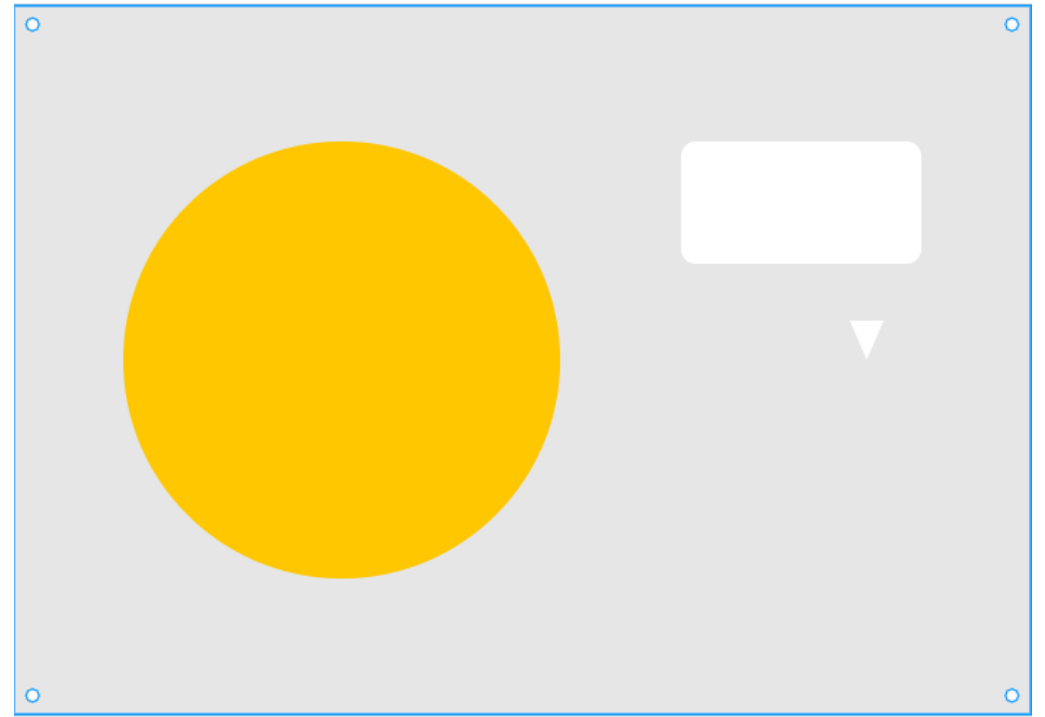
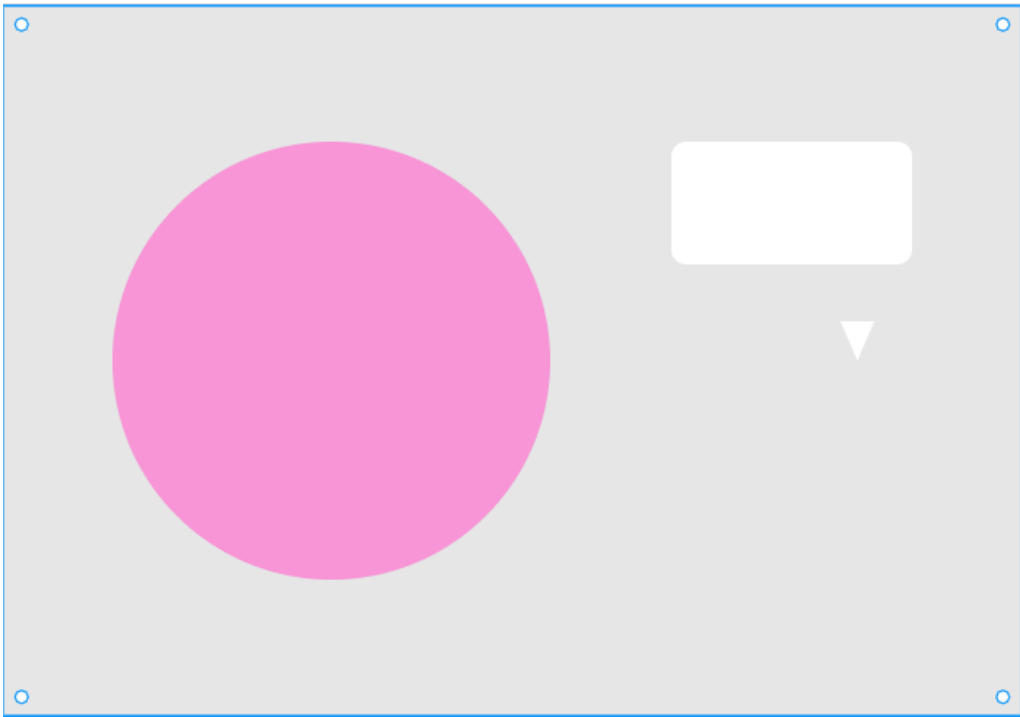
Grupo 3:

Ana Laura Marques, Cristian Firmino,
Guilherme Augusto, Kauan Martins,
Nathalia Gonçalves, Thiago Barros e
Vitor Carvalho.

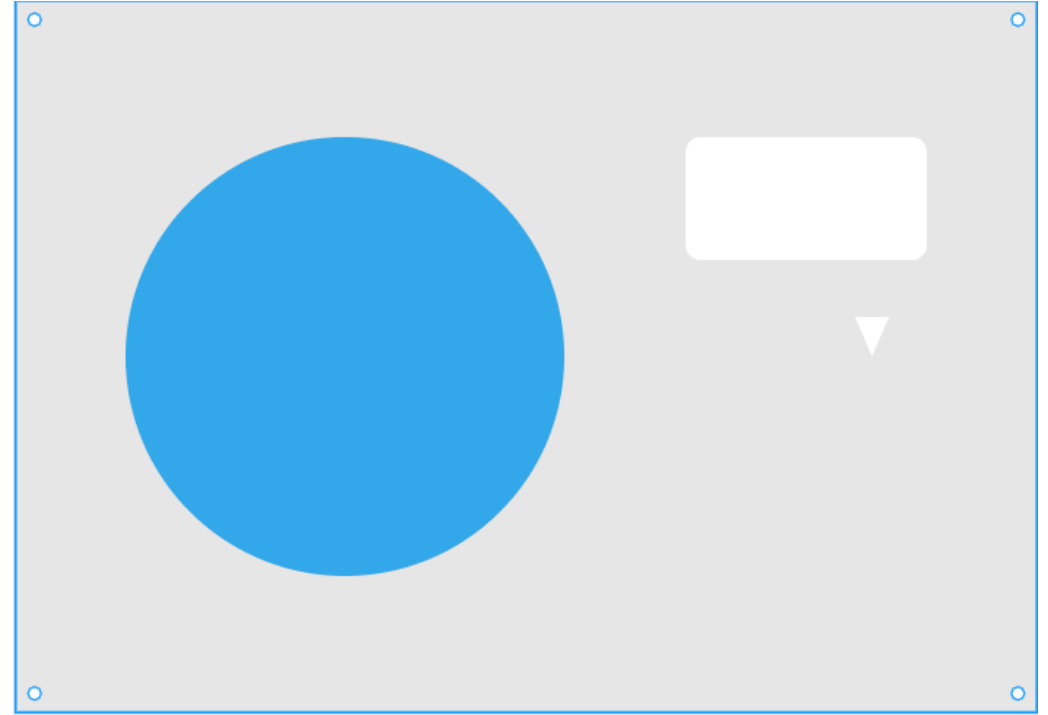
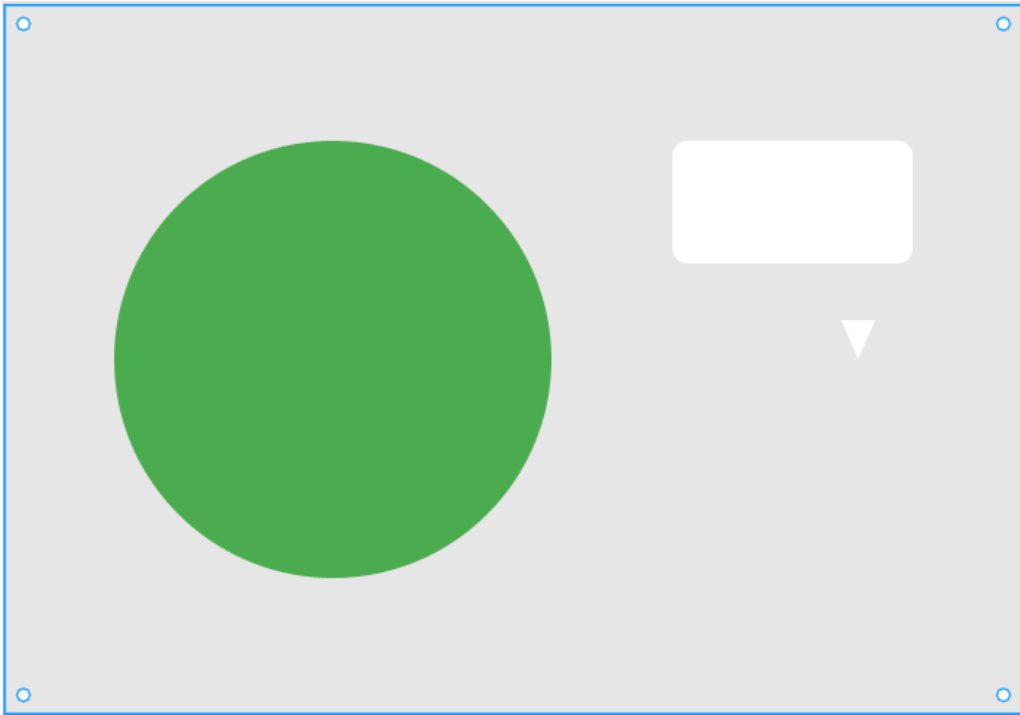
FORMAS DO LOGOTIPO



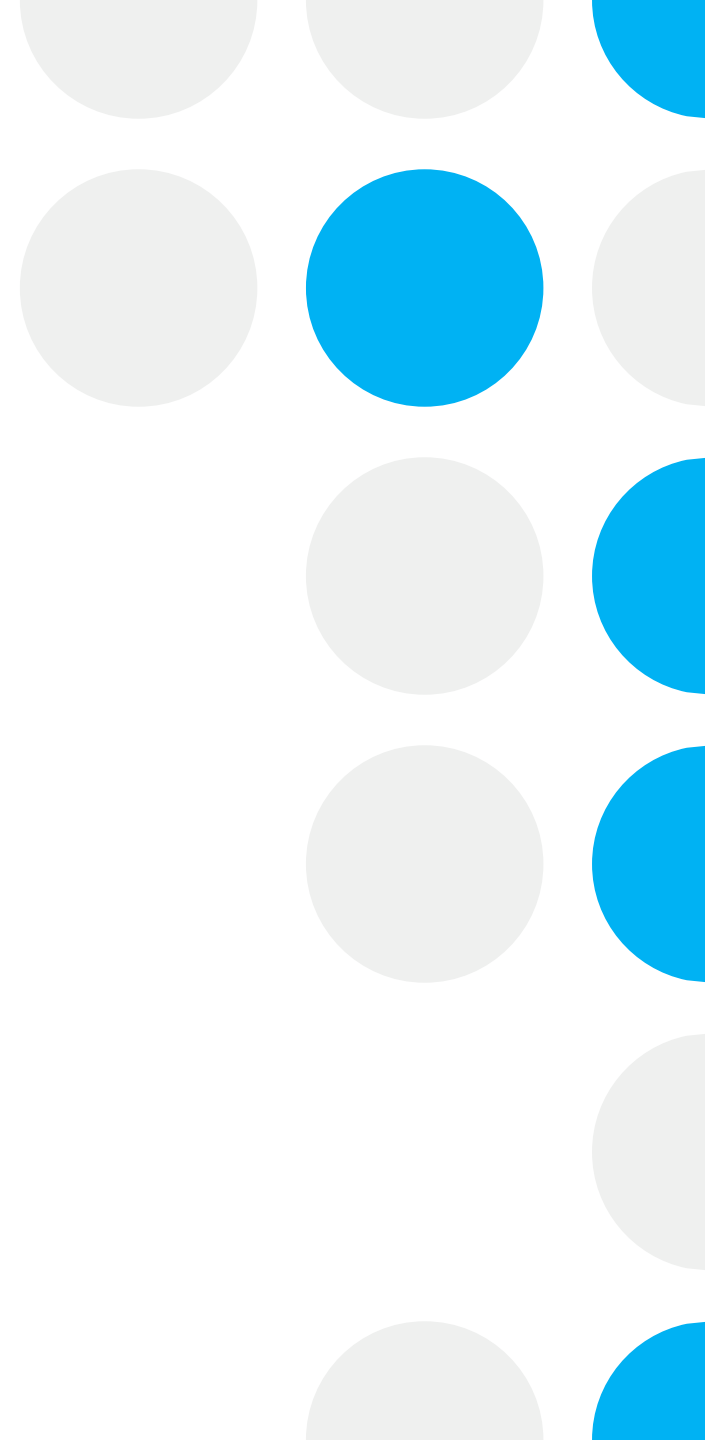
Formas



Formas

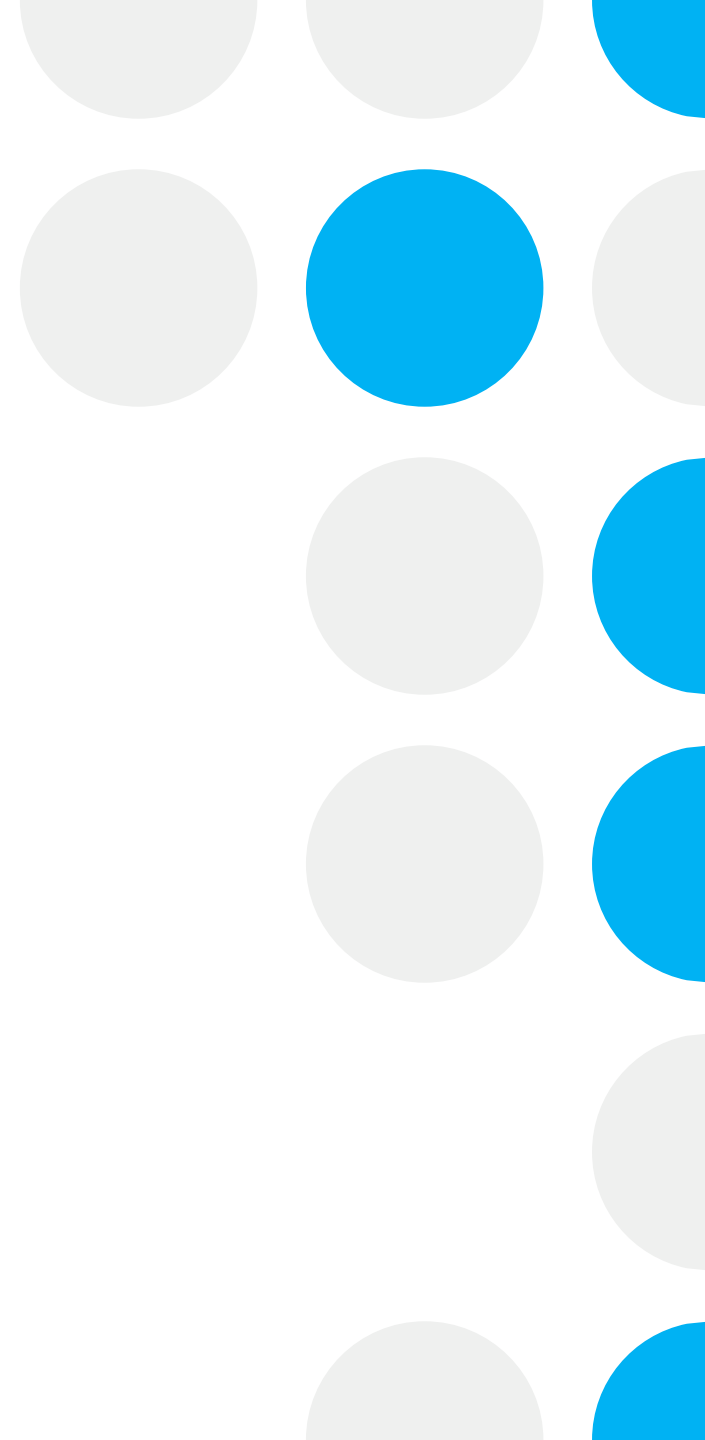


ESCOLHA DO NOME



NOMES COGITADOS

- EDU4FUN
 - INCENTIVA
 - FINDER
 - EDUCONECT
 - HEXABIT
 - EDUKA
-



NOME ESCOLHIDO

Definição de
INCENTIVA:

Entusiasma,
estimula, promove,
punge, acoroçoa,
anima, encoraja,
incita.



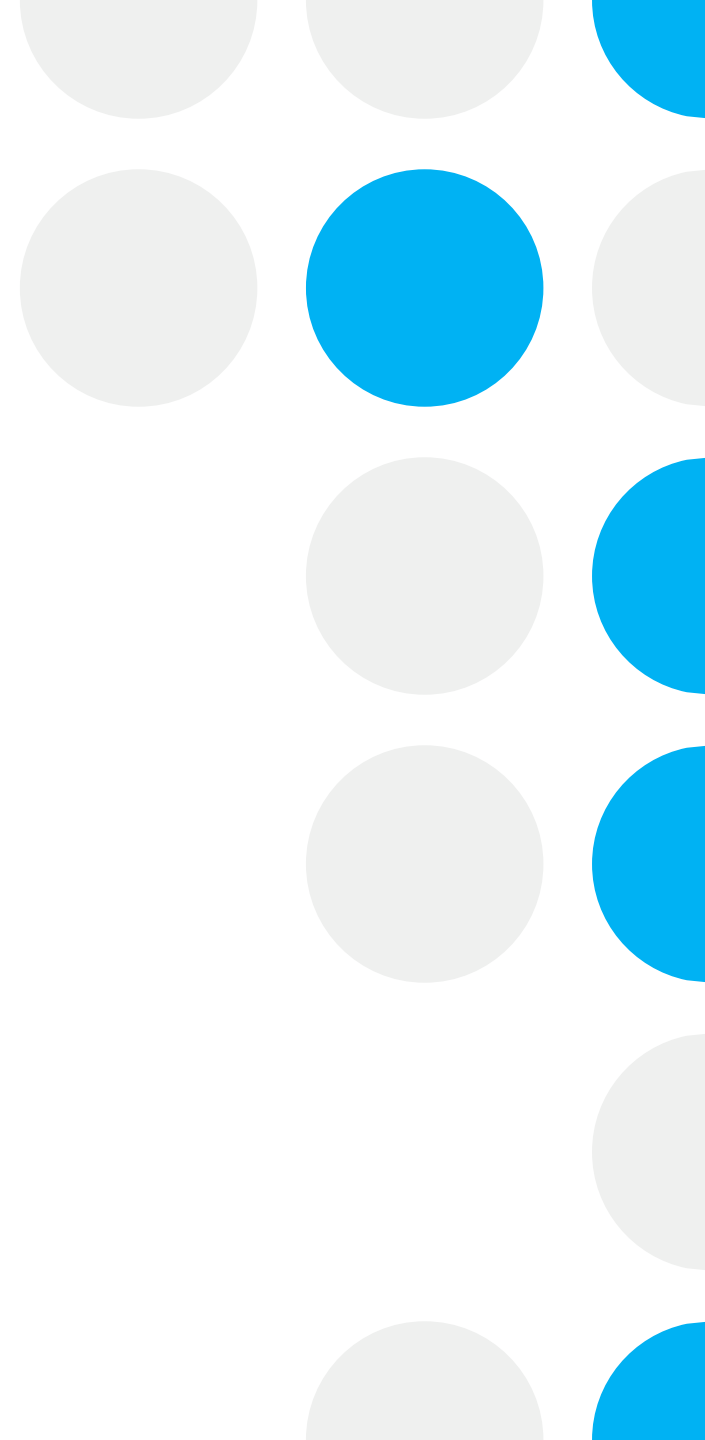
Estudos do Logotipo





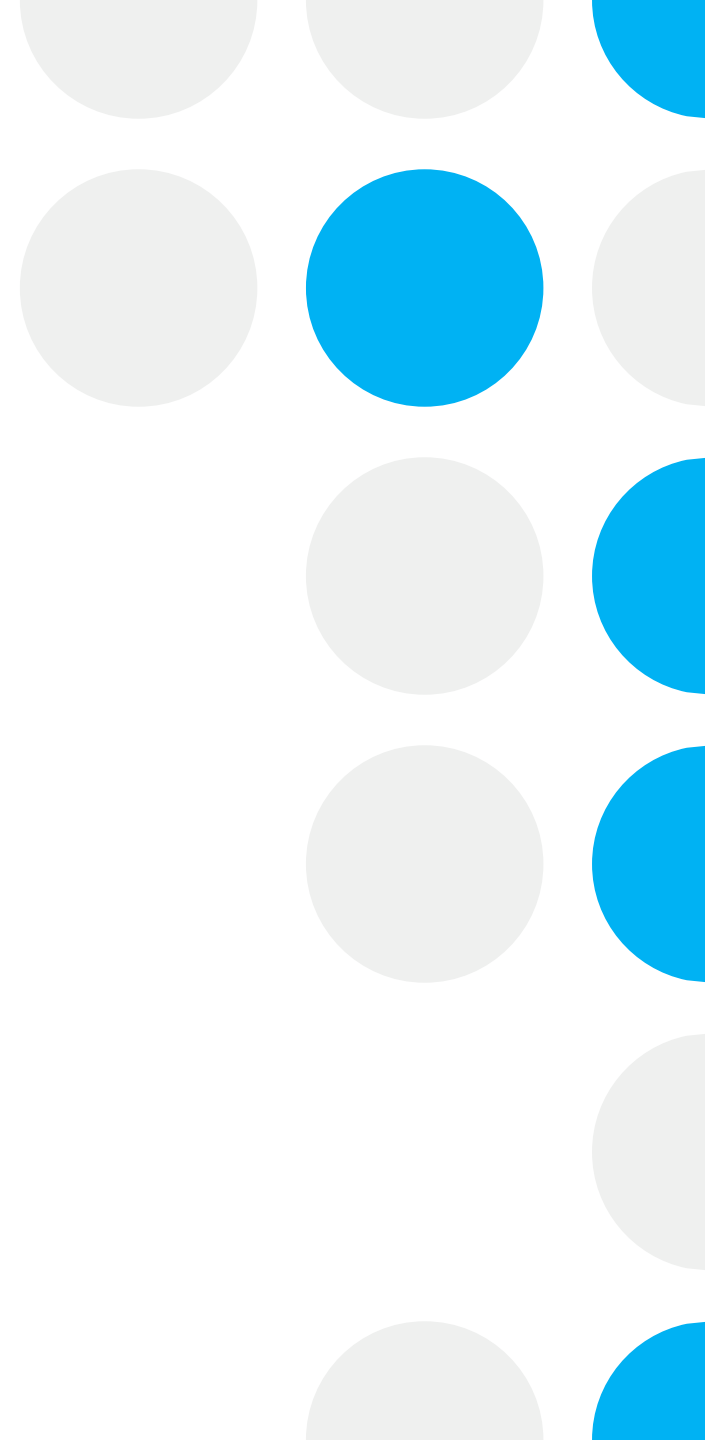


LOGO TIPO FINAL





TIPOGRAFIA



TW Cen MT (N-I)

Tw Cen MT (Normal-Italic)

Tw Cen MT

Tw Cen MT (Normal-Italic)

INCENTIVA

FUTURA BK

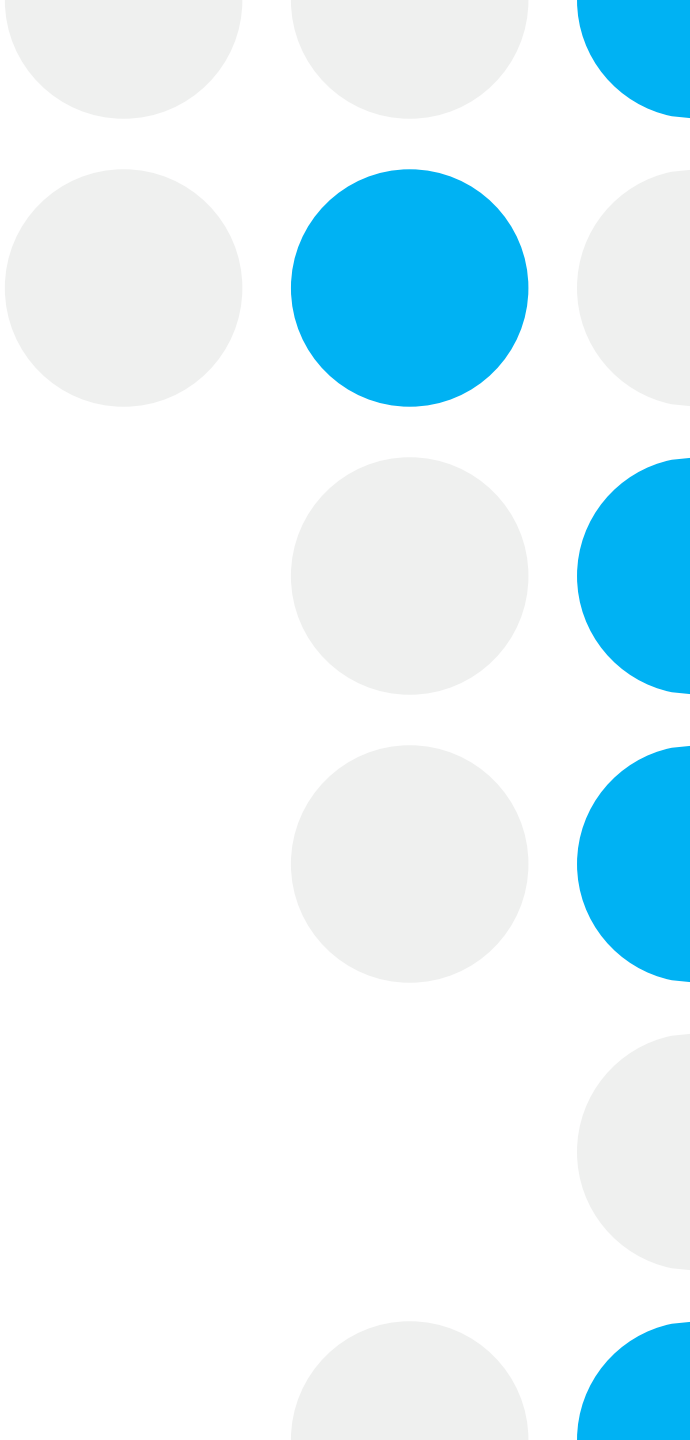
Futura Bk BT (Book, Normal)

Futura BT

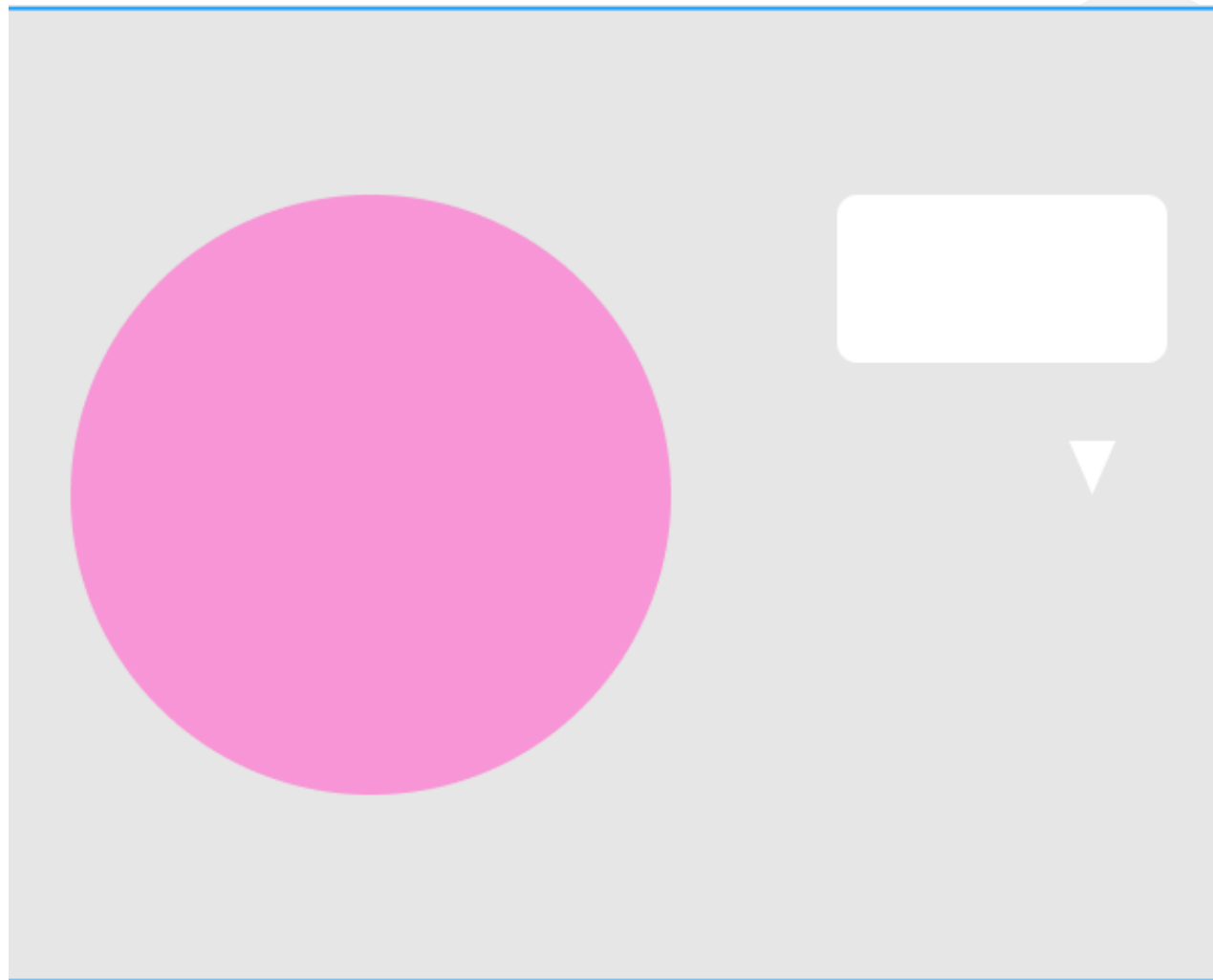
Futura Bk BT (Book, Normal)

INCENTIVA

CORES

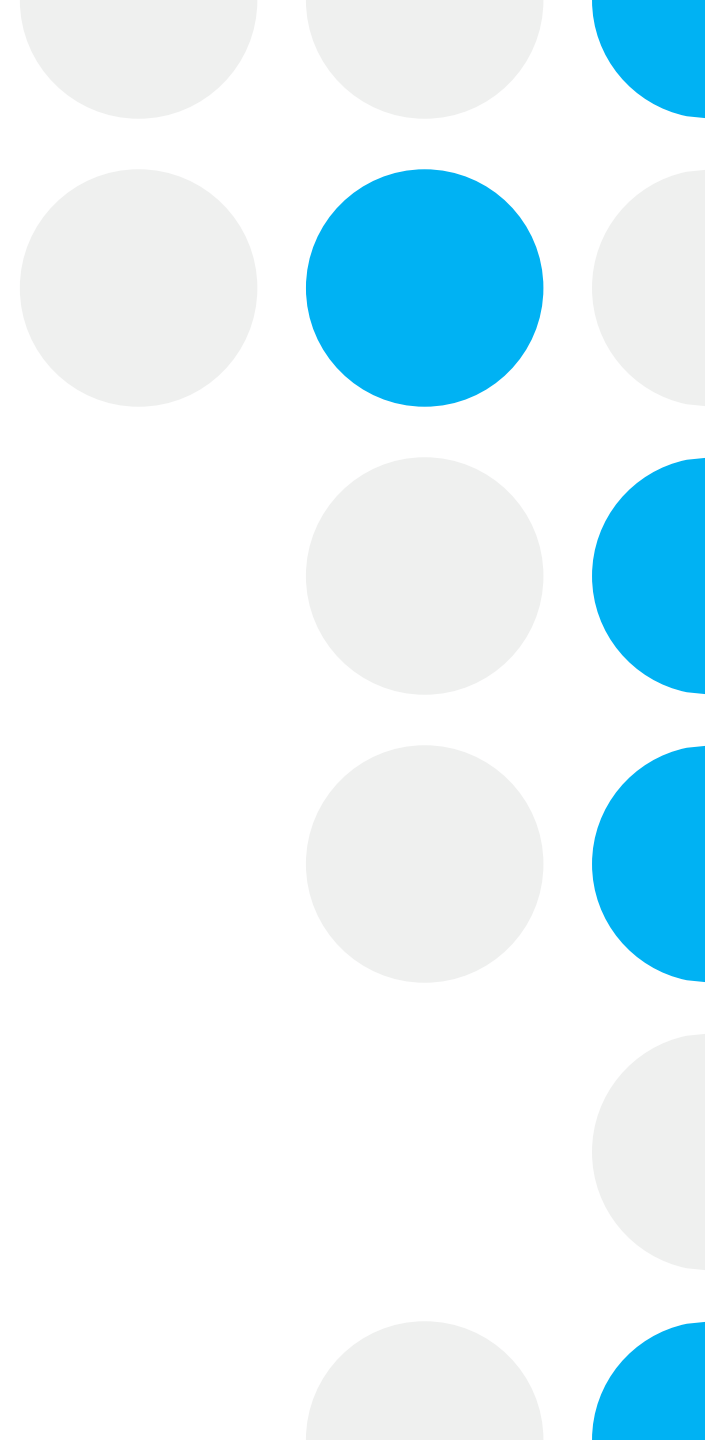


ESCOLHA DAS CORES



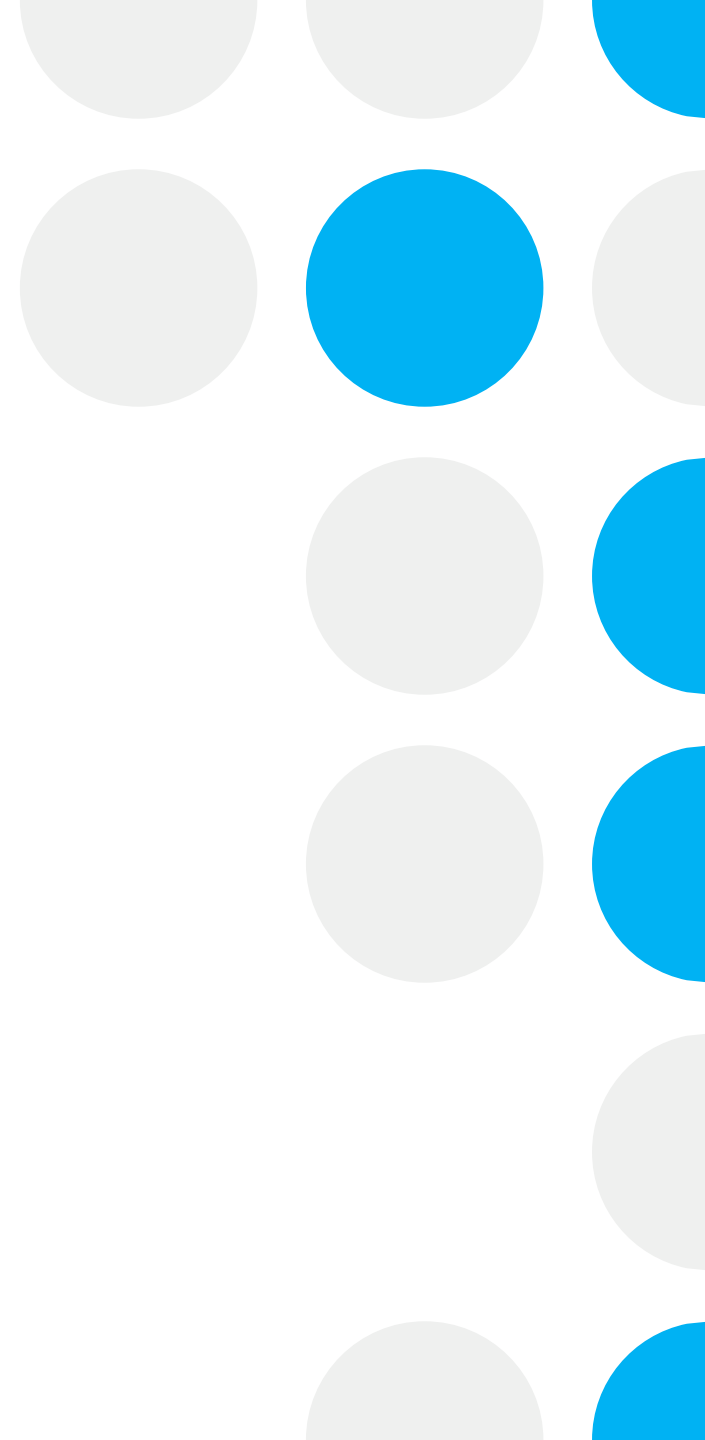
Cores

- Amarelo: estimulação do raciocínio e a criatividade.
 - Azul: transmite confiança, intelectualidade, tecnologia.
-

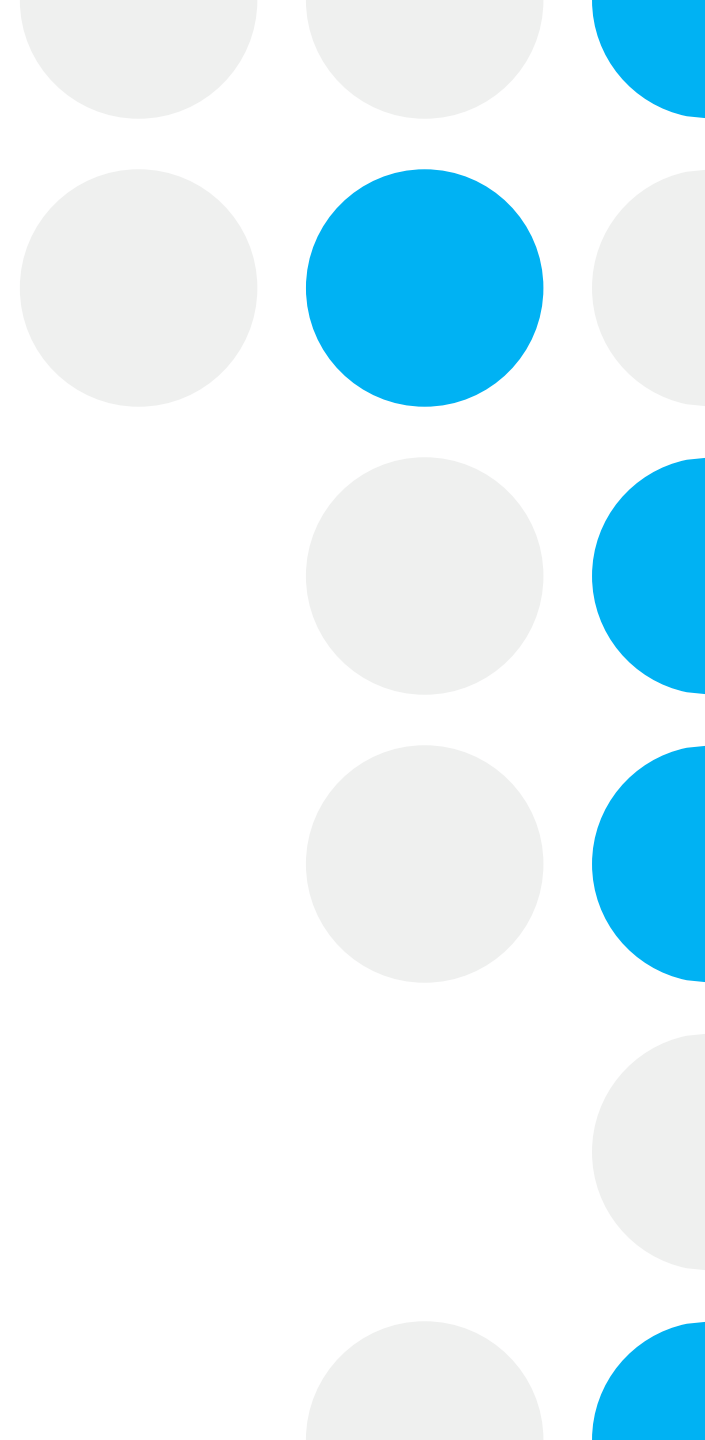


Cores

- Verde: equilíbrio, harmonia, relaxante.
 - Rosa: cortesia, relacionamento.
-



PALETA DE CORES



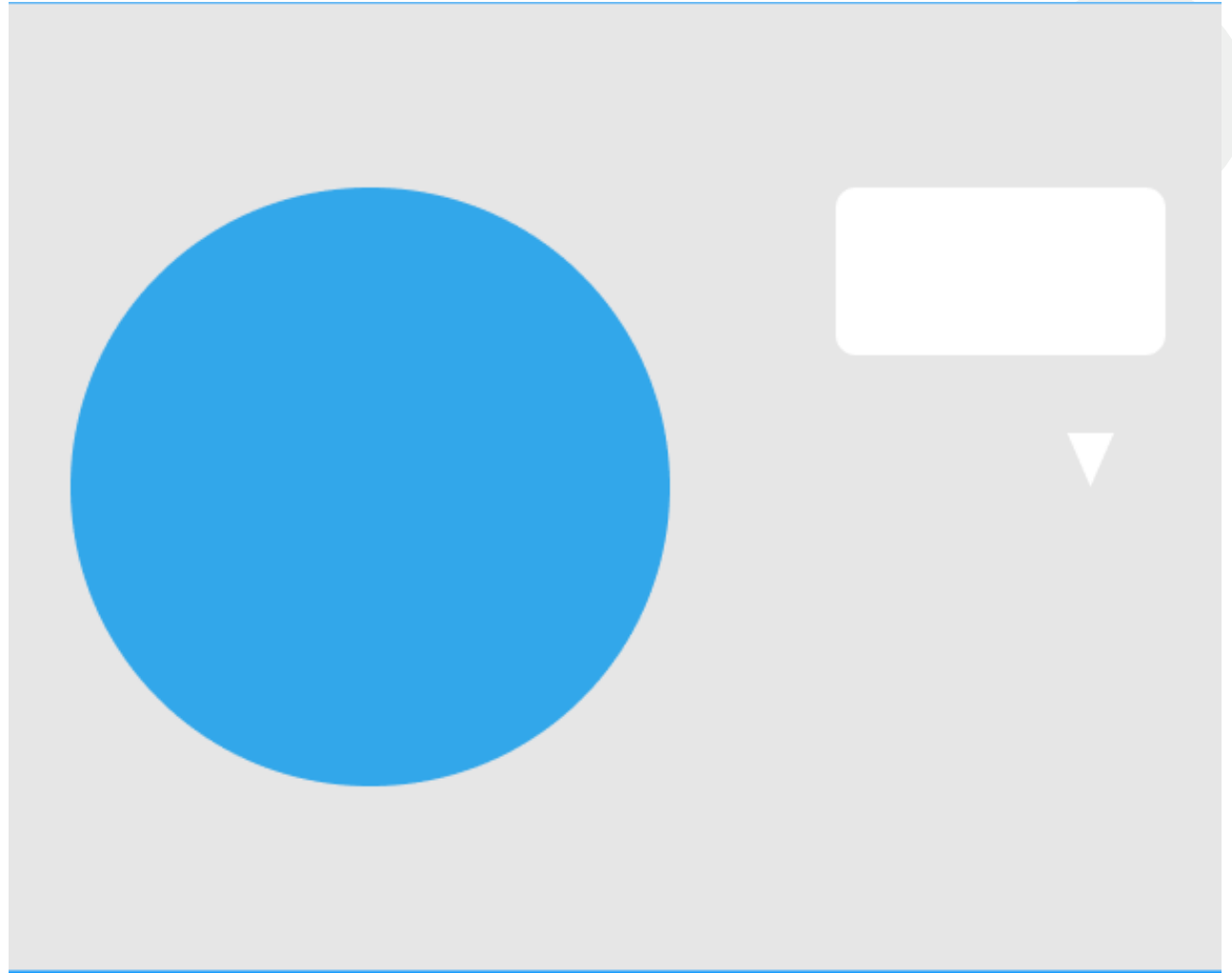
Paleta

Hexadecimal:



O AZUL

- CONFIANÇA
- COMUNIDADE
- TECNOLOGIA
- INTELECTUALIDADE
- TRANQUILIDADE



Referências



- Goethe, Theory of Colours, trans. Charles Lock Eastlake, Cambridge, Massachusetts: The M.I.T. Press, 1982.
- TIPOGRAFIAS, Guia completo para tipografias. IFMG - CAMPUS BAMBUÍ, 24 de Maio de 2022.

Disponível em:
<<https://www.bambui.ifmg.edu.br/portal/uncategorised/diferentes-tipos-de-tipografia-guia-completo-para-nao-designers>>. Acesso em: 12 de nov. de 2022.
