



A M A R C A



A nova marca foi construída mantendo características da ideia primária. São elas:
a **cor base** (azul) e o uso de **três faixas/linhas paralelas**.

Trazemos diversos significados conceituais no uso desse elemento para construir o ícone da marca, trazendo ainda mais valor e representatividade para a mesma.



C O N C E I T O



Uso da forma que remete a lapidação da pedra Turmalina. (meio-hexágono)



Formato que remete ao telhado. Onde se instala exaustores, condensadoras, etc.



Atendimento em 3 níveis: Residências, empresas de médio porte e indústrias.



TURMALINA
M A N U T E N Ç Õ E S

The logo features a stylized blue roof graphic above the company name. The name 'TURMALINA' is in a large, bold, dark blue font, and 'M A N U T E N Ç Õ E S' is in a smaller, spaced-out, light blue font below it.



Are you busy now? I need something made on the design project. Can you try some other colors? Moreover, there are more projects lined up things with the next time.

Anyway, you are the designer, you know what to do.

I'm not really sure, try something else. I was wondering if my cat could be placed over the top in the flyer even's great, but can you make it work for 2, please? I want you to take it to the next level. You are busy to even be doing this for us this is just a 5 minutes job. We are a big name to have in your portfolio, I like it, but can the shoe look a little warmer? You are busy to even be doing this for us, yet start on it today, and we will talk about what I want next time. I really think this could go viral, I think we need to start from scratch. The shoe should feel like a warm handshake. I know you've made shiny iterations but can we go back to the first one that was the best version so can you help me out? Could you do an actual logo instead of a logo? Can you give this powerpoint? We need more geometry patterns, and we don't need a concept. Could you create the picture to show the other side of the coin? Make it pop, get it up a little. This concept is being on, but can we look at a better iteration? We need more images of groups of people having non-specific types of fun, so I think we need to start from scratch and there is too much white space.

you give this powerpoint? We need more geometry patterns, and we don't need a concept. Could you create the picture to show the other side of the coin? Make it pop, get it up a little. This concept is being on, but can we look at a better iteration? We need more images of groups of people having non-specific types of fun, so I think we need to start from scratch and there is too much white space.

OK, that's it, let me tell you all this again so you can understand it better.
 O I think we need to start from scratch.



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07 November, 2020
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ARCHIVE

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POPPINS EXTRALIGHT

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obrigado

