

Get to know 2Brazil

1. What name and elements should compose the logo?

Name: 2Brazil

Slogan: Your company with a Brazilian accent

Website: <http://2brazil.rocks>

Elements: Brazil country shape, Brazilian flag colors and shape, ways, routes, connection, future, treasure, breaking new <- Not all at the same time

*All the references are attached with the submission form!!

2. How would you describe your products and services?

We are startup which offers a marketing consultancy service for those startups that wants to nationalize their mobile Apps to Brazilian market. We provide the app translation, marketing strategies to the Brazilian market, intermediate users and I.T. team, facebook page management, and monetization.

3. Why search for a new logo? What sensations and messages should be passed through this new logo?

We need a unique identity for the company, **which transmits our messange to any culture, from America to Asia.**

- **Understandable allover the world, as USA, Europe, Asia and Oceania.**
- **Communicate that we are the way to Brazil.**

We want it to be clean, flat, modern, young, cool, trustful, connected, that reminds Brazil.

4. What is the profile of your target audience?

GEOGRAPHICAL

Worldwide, USA, Asia, Europe, Oceania

DEMOGRAPHIC

Entrepreneurs between 20 and 40, CEO, CMO, Marketing directors, belonging to a startup world, educated.

PSYCHOGRAPHIC

Entrepreneurs, innovative, creative, wanting to grow and expand, decision maker.

5. You have a slogan? You want the slogan part of the logo composition?

Company: 2Brazil

Slogan: Your company with a Brazilian accent

The slogan **do not need** be part of the logo composition, but would be nice to have both options

6. Have in mind some style you want to be present in the logo?

Futuristic, simple lines, well graphic, flat, clean, modern, young, cool, trustful, connected, that reminds Brazil.

*All the references are attached with the submission form!!

6. Has any color preference?

Colorful, and Brazilian flag colors (blue, yellow, green)

7. What message and feeling you want people to have to see your logo?

Let's do it!

8. Where will use your logo?

Website, ppt presentation, letterhead, social network pages, portfolio, commercial proposal, brochures, posters, t-shirts.

9. What is the main place where the logo will be used?

The primary use is for the web, so we want horizontal logos.

10. What is the desired delivery time?

As soon as possible

11. Do you want some special service for this new logo as illustrations, cartoons or visual identity manual?

We need a refresh on our ppt presentation with the colors, fonts and style of our new logo! PLEASE, MAKE IT AWESOME!

*The old presentation is attached with the submission form!!