**Briefing Logo Creation**

* **Name:** leiabehappy
* **Area of activity:** fine and personalized stationery
* **About the company:** selling custom calendars on the cover, montly dividers and lay out of daily pages because people like to organize themselves in different ways. Resale of some accessories like mask tapes, creation and production of the appointment book.
* **Target consumers:** Corporate, liberal professionals and students of different ages of the most different ages. I want to create both cute and adult strands.
* **Details:** Experience in making notebooks and craft blocks for more than 20 years. Now my focus is to learn how to create in Adobe Illustrator so that my art can be reprinted, assembled and thus gain agility. Today, there are only a few sites working exclusively with this product, which enables a wide variety of prints that appeal to and benefit different consumers. With so many screens in contact with our eyes, TV, mobile phone and computer, paper and pen will never be replaced. And the appreciation for this type of non-mass organization grows in the USA, Europe and Brazil as well.
* **Creative style:** I think and I like something in emblem shape, seal shield or stamp. How to mark, neutralize due to two fronts: fluffy and adult. After all, all good ideas were born with a paper and a pen. Nowadays, organizing the planned means more leisure time.
* **Inspirational sites, search result:**

<https://www.vipapier.com/collections/papelaria>

<https://www.volarepaper.com.br/>

<https://www.boutiquedcaroline.com.br/>

<http://www.gettoworkbook.com/>

<https://www.enjoyprint.com.br/>

<https://shop.meandmybigideas.com/>