



JOHN & HACKMANN CO.®

“Look at usual
things with
unusual eyes.”

– Vico Magistretti

< >

=

ESCOPO > J&H PROCESS

Details

01. Imersão e pesquisa

DESCOBERTA

02. Cenários

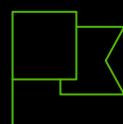
DESCOBERTA

03. Visions

DESENVOLVIMENTO

04. Moodboard

DESENVOLVIMENTO



05. Geração de ideias

DESENVOLVIMENTO

06. Execução

DESENVOLVIMENTO

07. Apresentação I Marca

ENTREGA



DESAFIO

A Urban é uma marca inspirada na **energia brasileira** e que acompanha seus clientes ao longo do seu dia para garantir que não faltam momentos de alegria e felicidade.

Porém, os últimos anos foram desafiadores: mudanças globais, pandemia e novas formas de consumo.

Com isso a Urban viu a necessidade de se reinventar. Agora com um rebranding completo, muito **otimismo, alegria** e **irreverência brasileira**.

ESTRATÉGIA

Após a análise de mercado, concorrência, tipo de consumidor final e lojistas, a Urban agora passa a se chamar Vertz.

Uma nova possibilidade de se reconectar com o público alvo. Agora com **cores marcantes**, com muita alegria, acompanhando as tendências nacionais, se reconectando e criando novas memórias.

Uma marca cuja presença é marcante e inesquecível. Traduzimos esse DNA em um posicionamento que convida as pessoas a experimentarem a **própria originalidade**.

< >

=

Concept > Brain

Word Map

< >

=



0.1

Pilares conceituais
da marca

Jovem

Manifeste a sua
melhor versão.

Vibrante

Atitude para ir cada vez mais longe.



Irreverente

Ouse ser quem
você quiser.



0.2

Sistema de cores
Cromia principal
e complementar

< >

=

Cores principais

Dark Green

RGB 15 50 58
HEX 0f323a
CMYK 90 64 57 55

Harmonia.
Modernidade.

O verde carrega muitos significados por si só. Esperança, harmonia, **confiança** e **credibilidade** são alguns exemplos. Quando associado à cores mais vibrantes ele cumpre o papel de trazer maturidade à identidade. Seguimos com o Dark Green em peças **institucionais** e mais corporativas.

White

Amplitude.
Verdade.

A cor branca trata de honestidade, verdade e pureza. Além disso, representa o início, a vontade de começar algo novo. Uma cor que trás um respiro visual e harmoniza perfeitamente com qualquer cor.

RGB 15 50 58
HEX 0f323a
CMYK 90 64 57 55

< >

=

Cores complementares

RGB 66 229 206
HEX 42e5ce
CMYK 56 0 31 0

RGB 241 90 97
HEX f15a61
CMYK 0 80 55 0

RGB 60 72 152
HEX 3c4898
CMYK 90 84 4 0

Entusiasmo.
Jovialidade.

A combinação desses três tons como paleta secundária trás o dinamismo e o **frescor** que buscamos para essa **nova fase da marca**. Uma paleta colorida, que conversa com o público alvo, alegre, divertida, e que usadas de forma coesa aguça os sentidos visuais.

0.4

Sistema tipográfico
títulos, subtítulos e
textos em geral

Agrandir Variable

Regular
Thin
Light
Medium
Bold

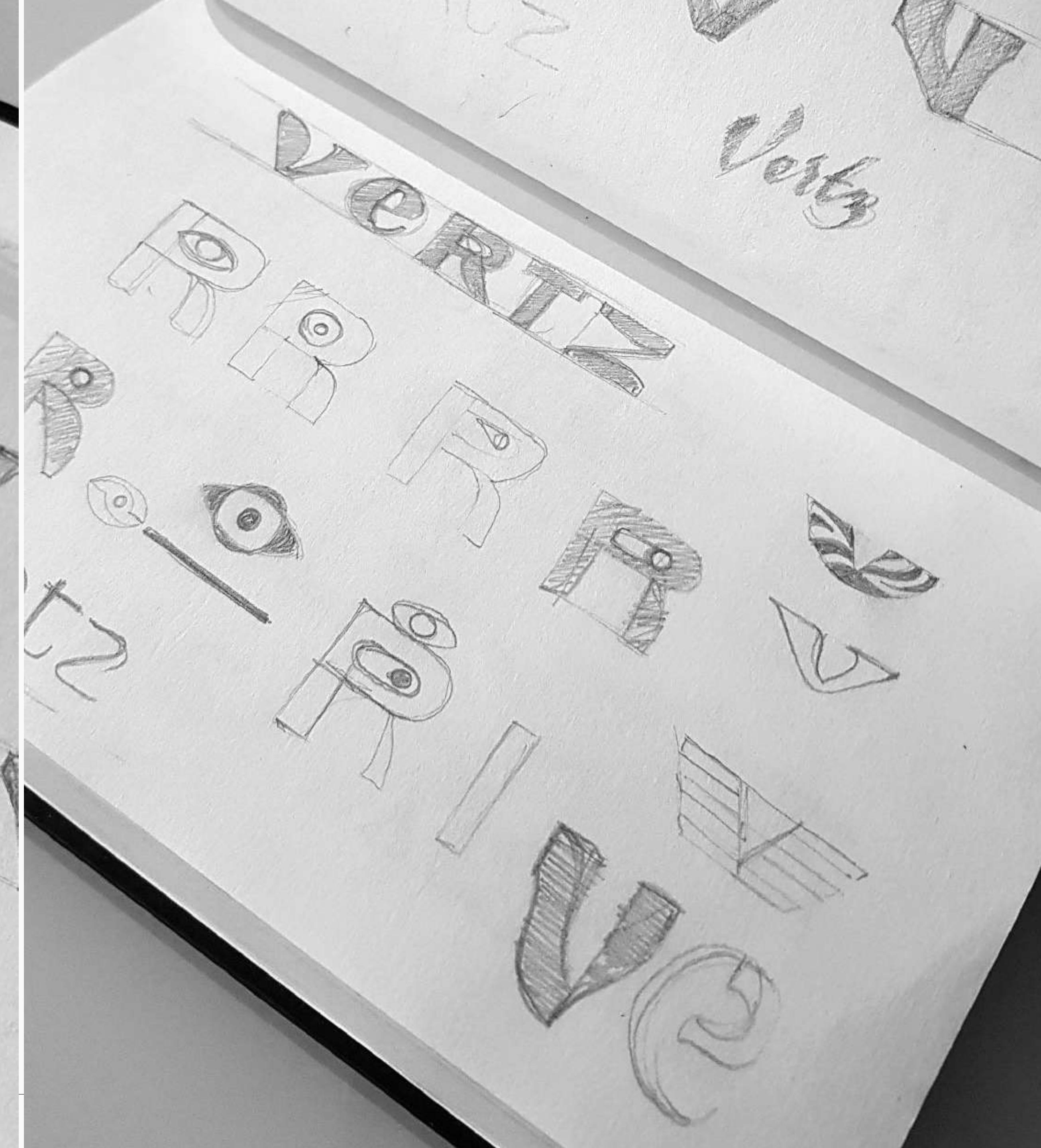
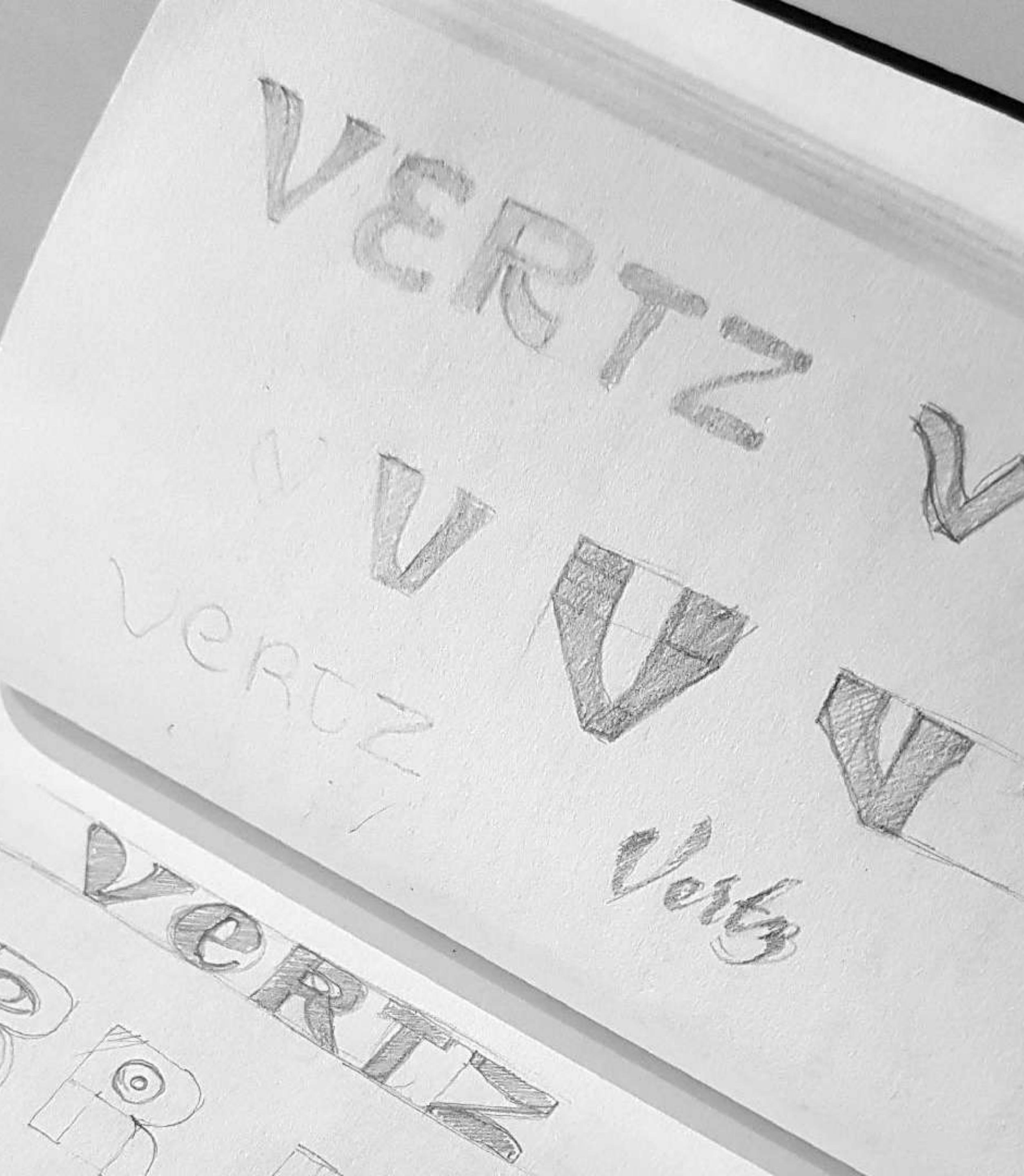
Wide Regular
Wide Thin
Wide Light
Wide Medium
Wide Bold

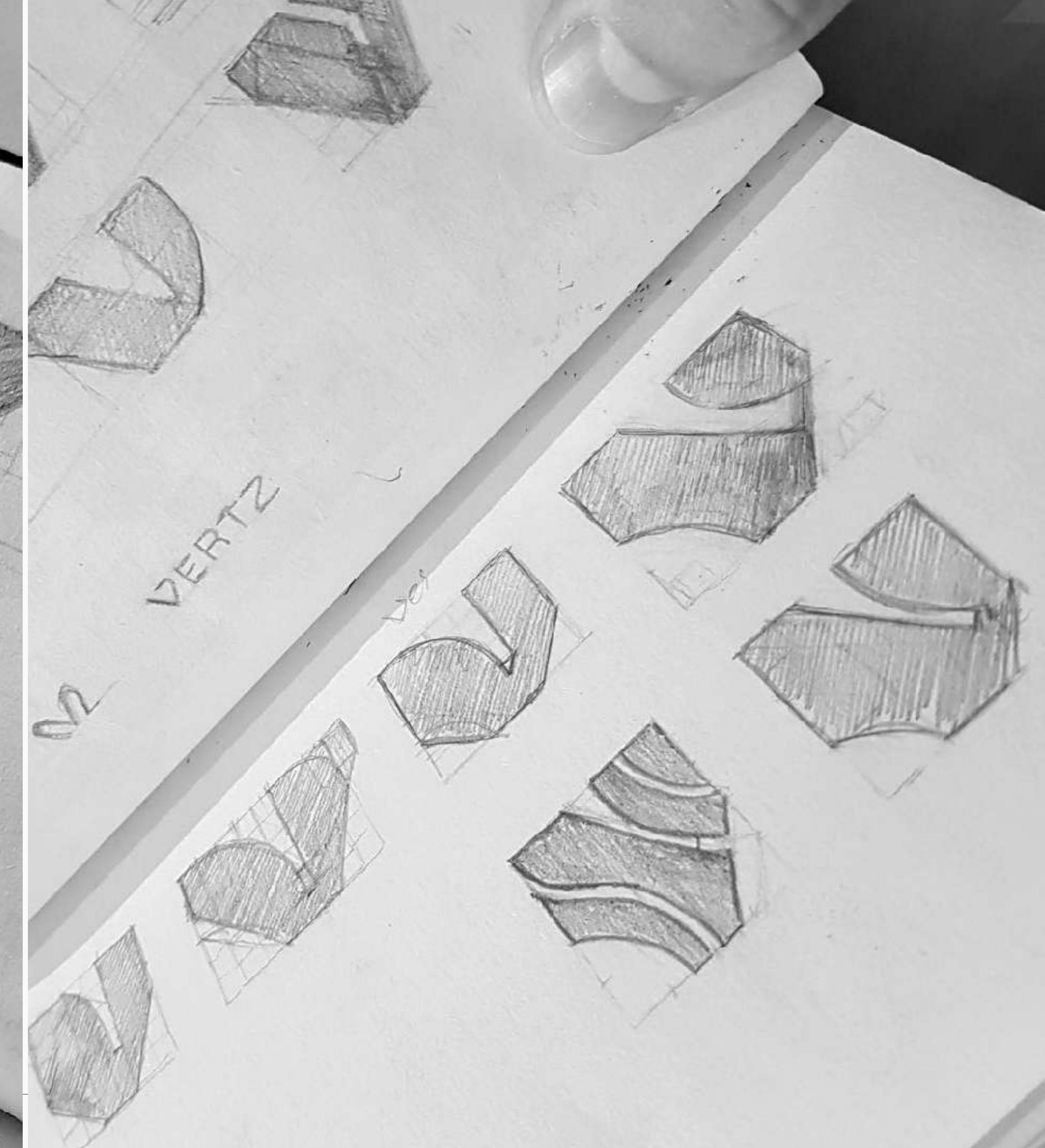
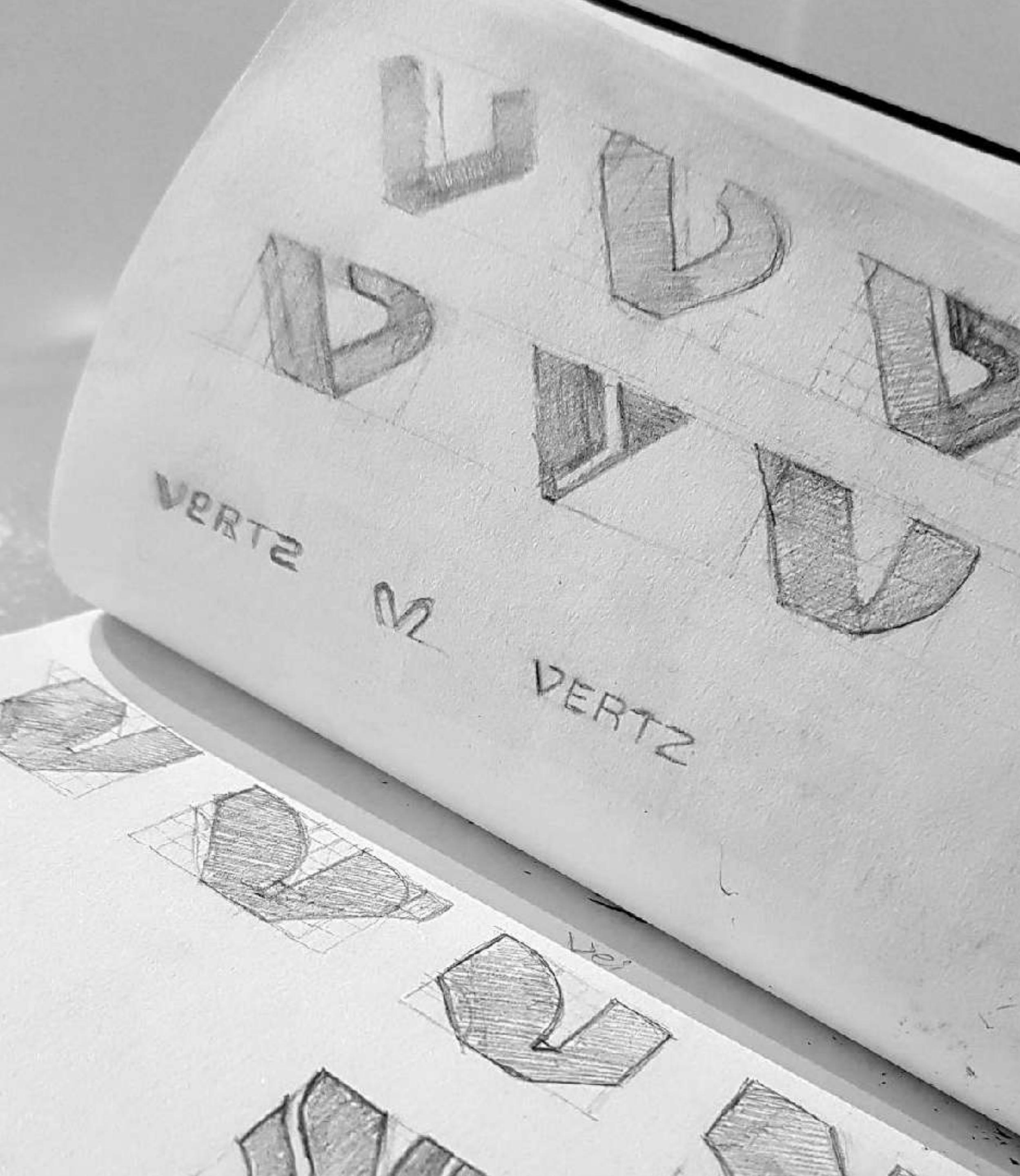
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

!@#\$%<“>[;]
&*...

0.5

Processo Criativo
Estudos manuais
e digitais

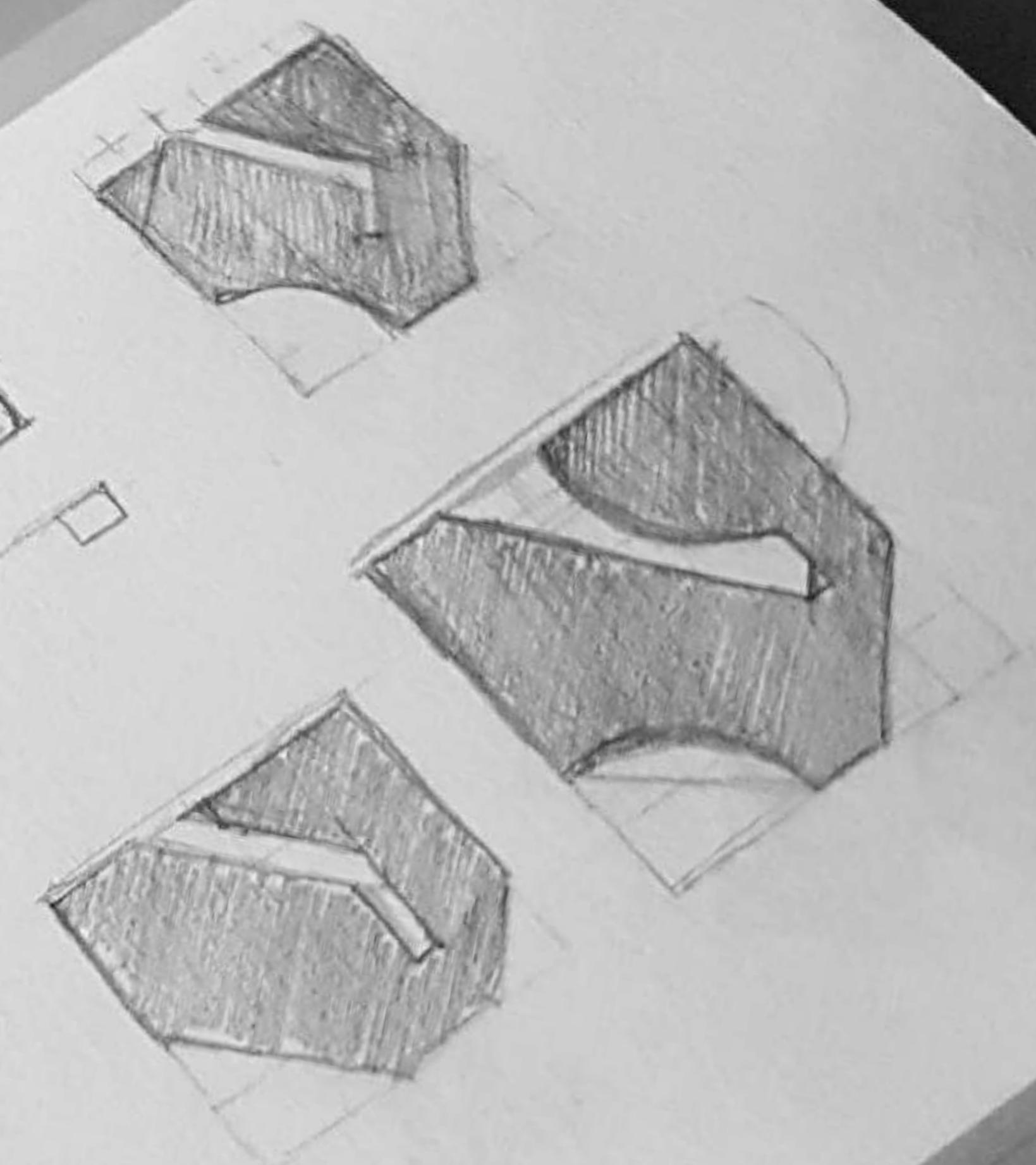


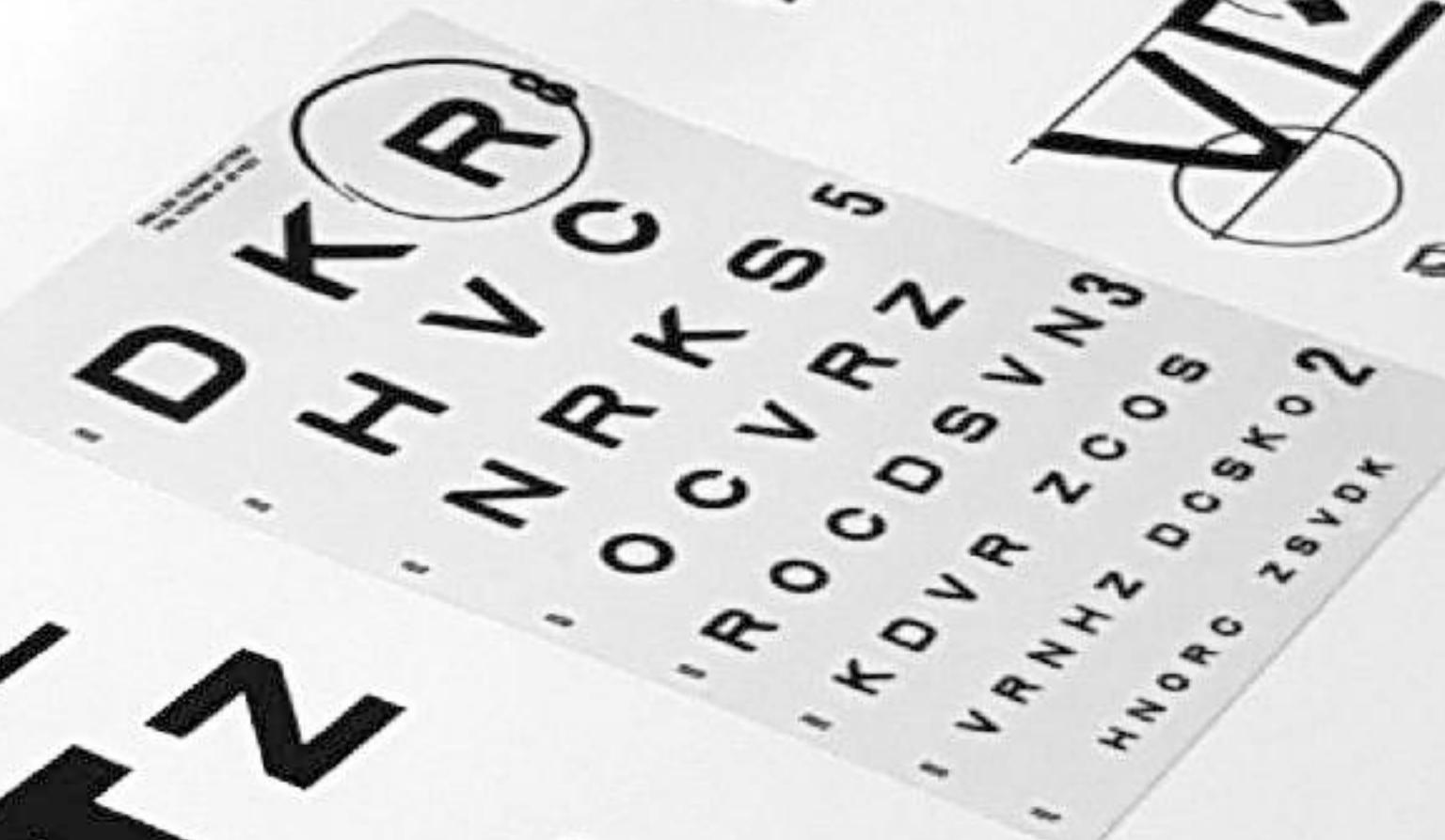


ADERTE

A technical sketch of a mechanical assembly. The base is a stepped rectangular block. A central vertical component is mounted on it, featuring a slot and a rectangular cutout. A top component is positioned above the central one, with a circular hole and a slot. Lines labeled 'DET' point to the top component and the central vertical component. The sketch is done in a pencil-like style on a grid background.

A pencil sketch of a decorative border design. The border consists of a series of stylized, blocky letters and shapes. From left to right, the sequence is: a small hexagon, a large hexagon containing a smaller hexagon, a large square containing a smaller square, a large circle containing a smaller circle, a large rectangle containing a smaller rectangle, and a large triangle containing a smaller triangle. The letters are outlined and filled with cross-hatching. Below the border, the word 'DESSERT' is written in a cursive, handwritten style. Above the border, the letters 'D', 'A', and 'B' are written in a similar cursive style.



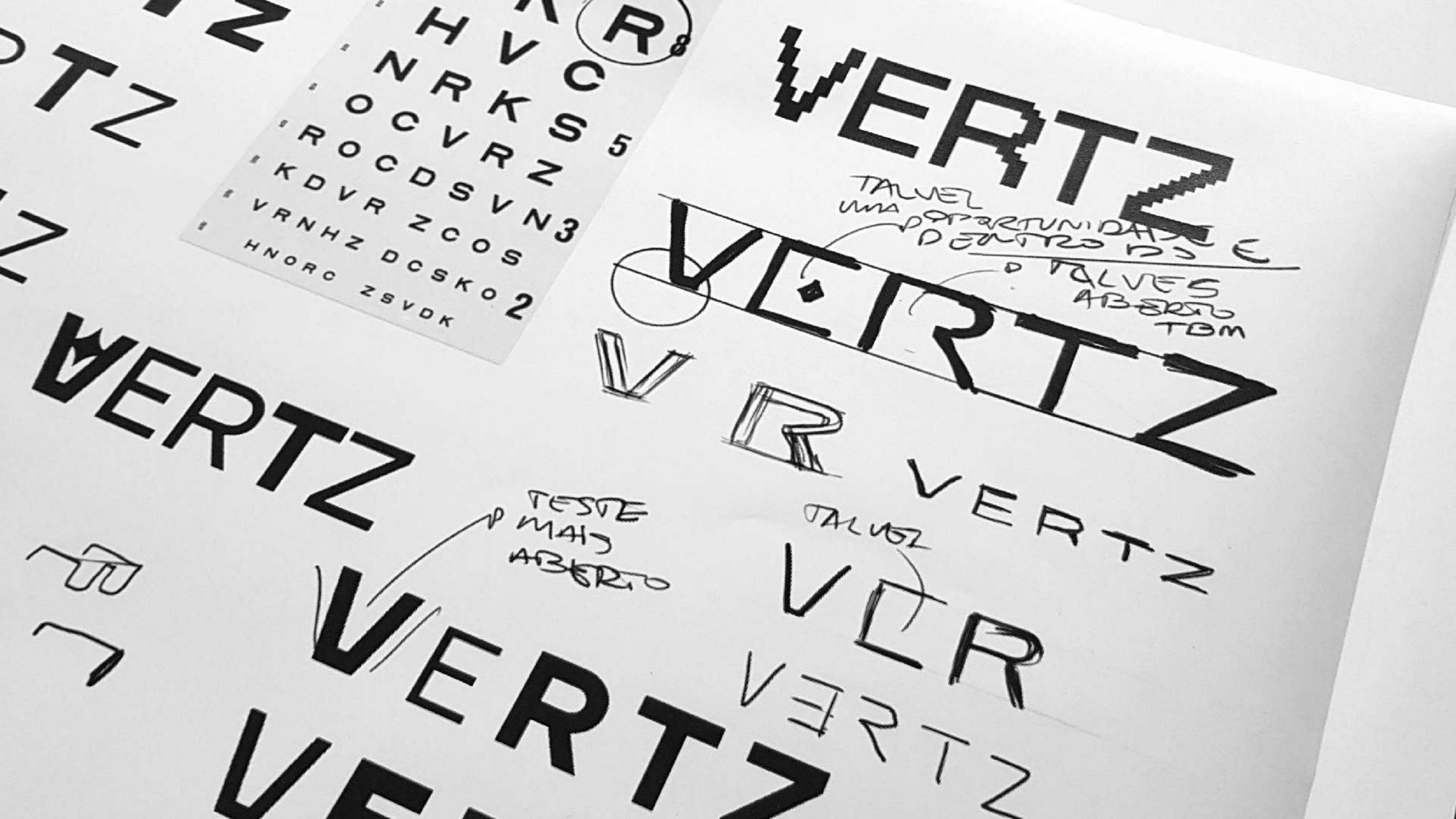


TESTE
MAG

VERTZ vertz

A close-up photograph of a document page. In the center, there is a large, bold, black 'R' enclosed within a thick black circle. Below the circle, the letters 'DK' are printed in a large, bold, black font. To the right of 'DK', the letters 'VC' are also printed in a large, bold, black font. In the bottom right corner, the letters 'S5' are printed in a large, bold, black font. On the far left, there is a small vertical text block containing the following text:

ANSWER LINE
1800 222 0000



VERTZ vertz
VERTZ vert



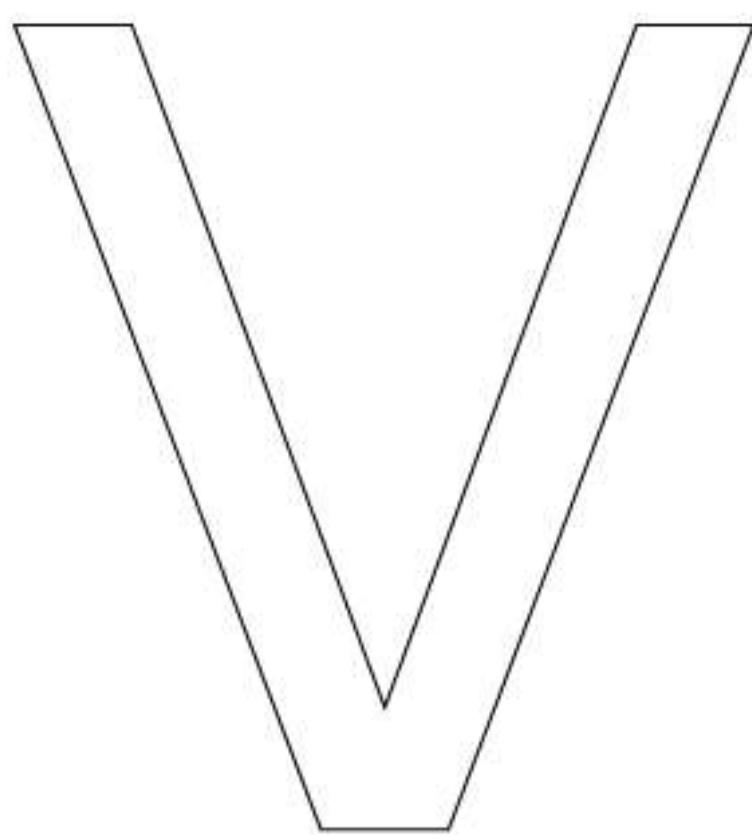
0.6

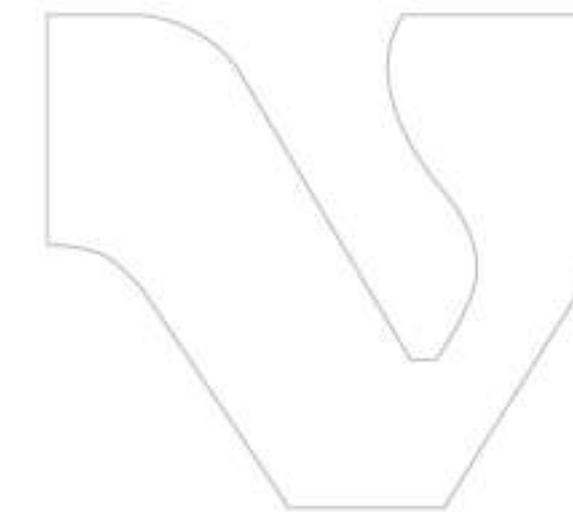
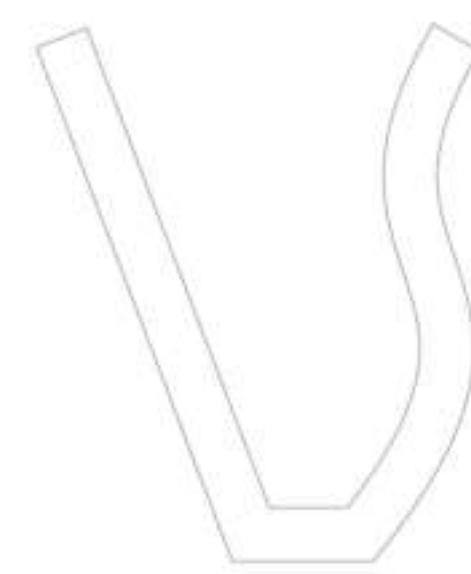
Processo criativo
Construção do
Símbolo e Logotipo

< >

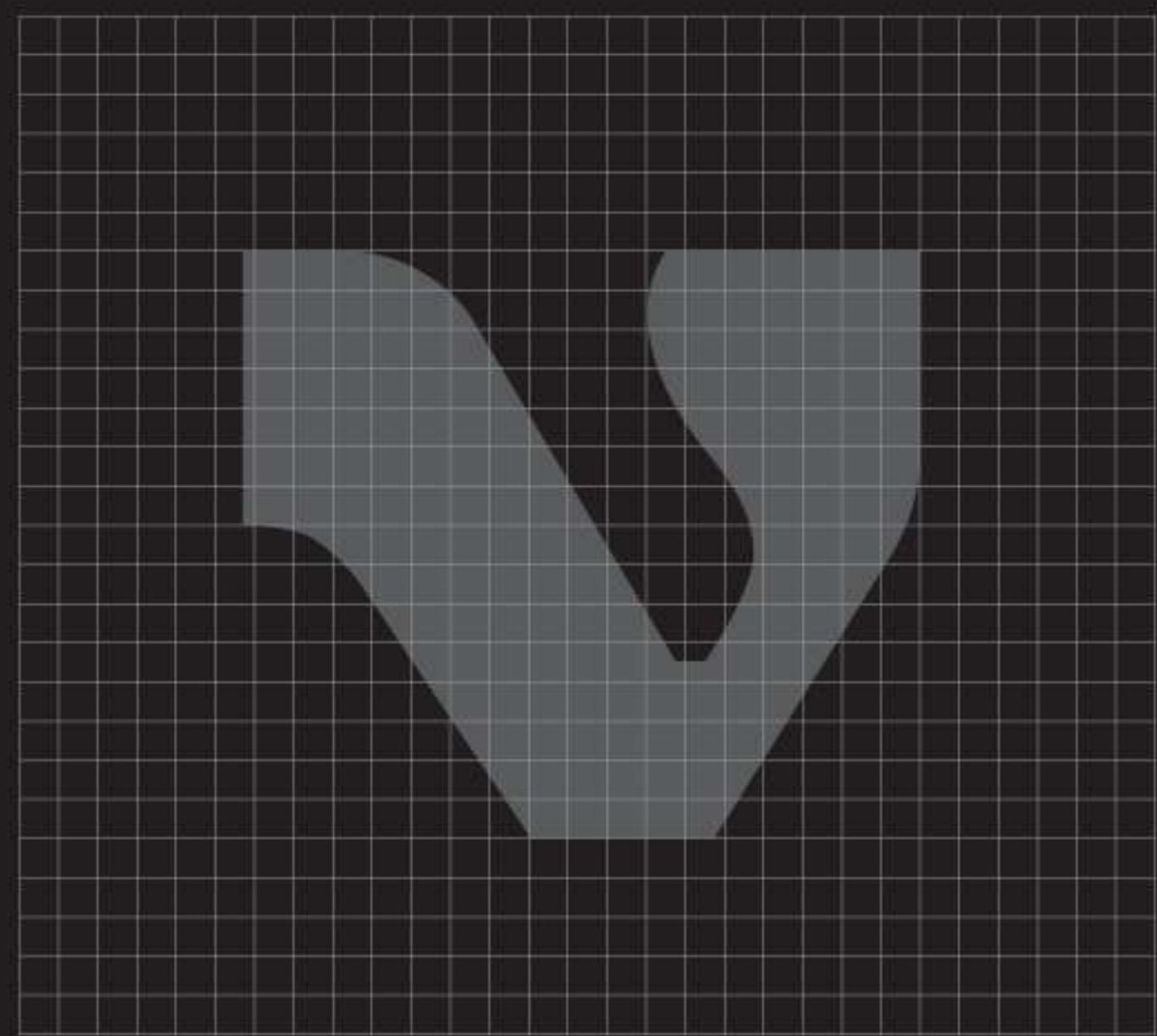
=

Símbolo





N









v

v

v

v

v

v



< >

=

Logotipo

< >

=



VERTIZ

VERTZ



VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

VERTZ

0.6

Assinatura de marca
Versões

< >

=

Assinatura principal

VERTZ
E Y E W E A R

VERTZ
E Y E W E A R

< >

=

Assinatura secundária

VERTZ
E Y E W E A R

VERTZ
E Y E W E A R

0.7

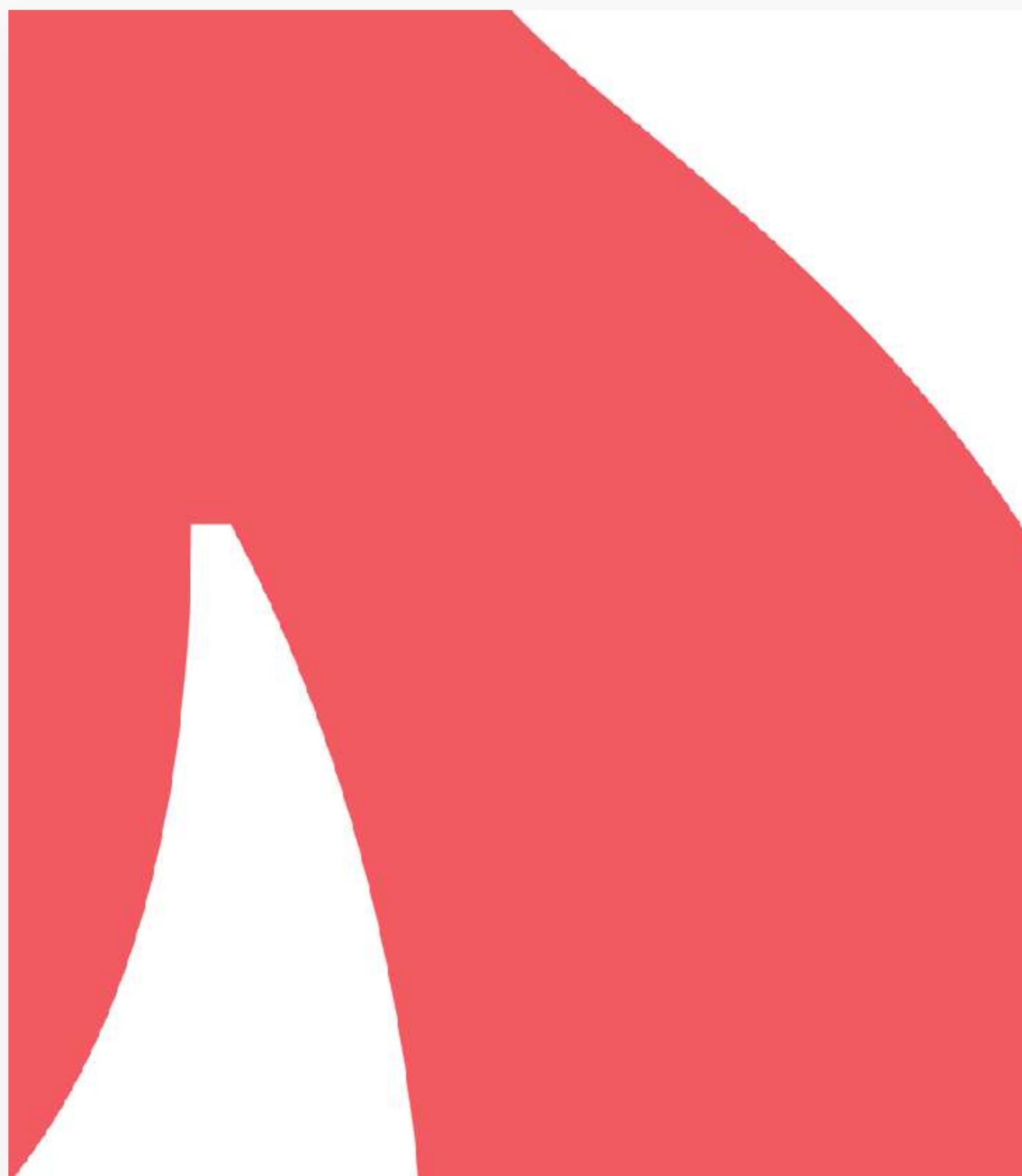
Grafismos de apoio
e patterns



VERTZ

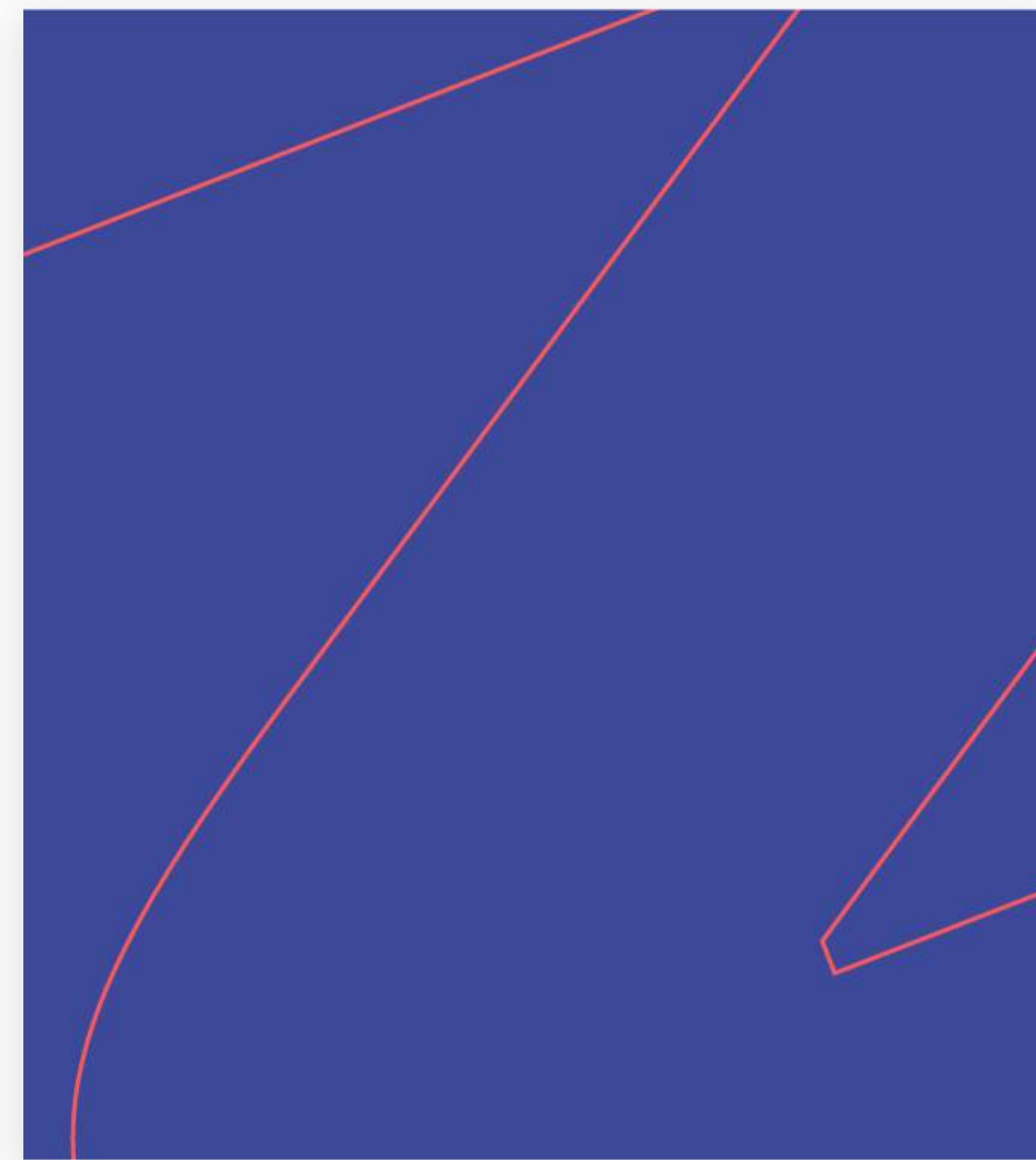
< >

=

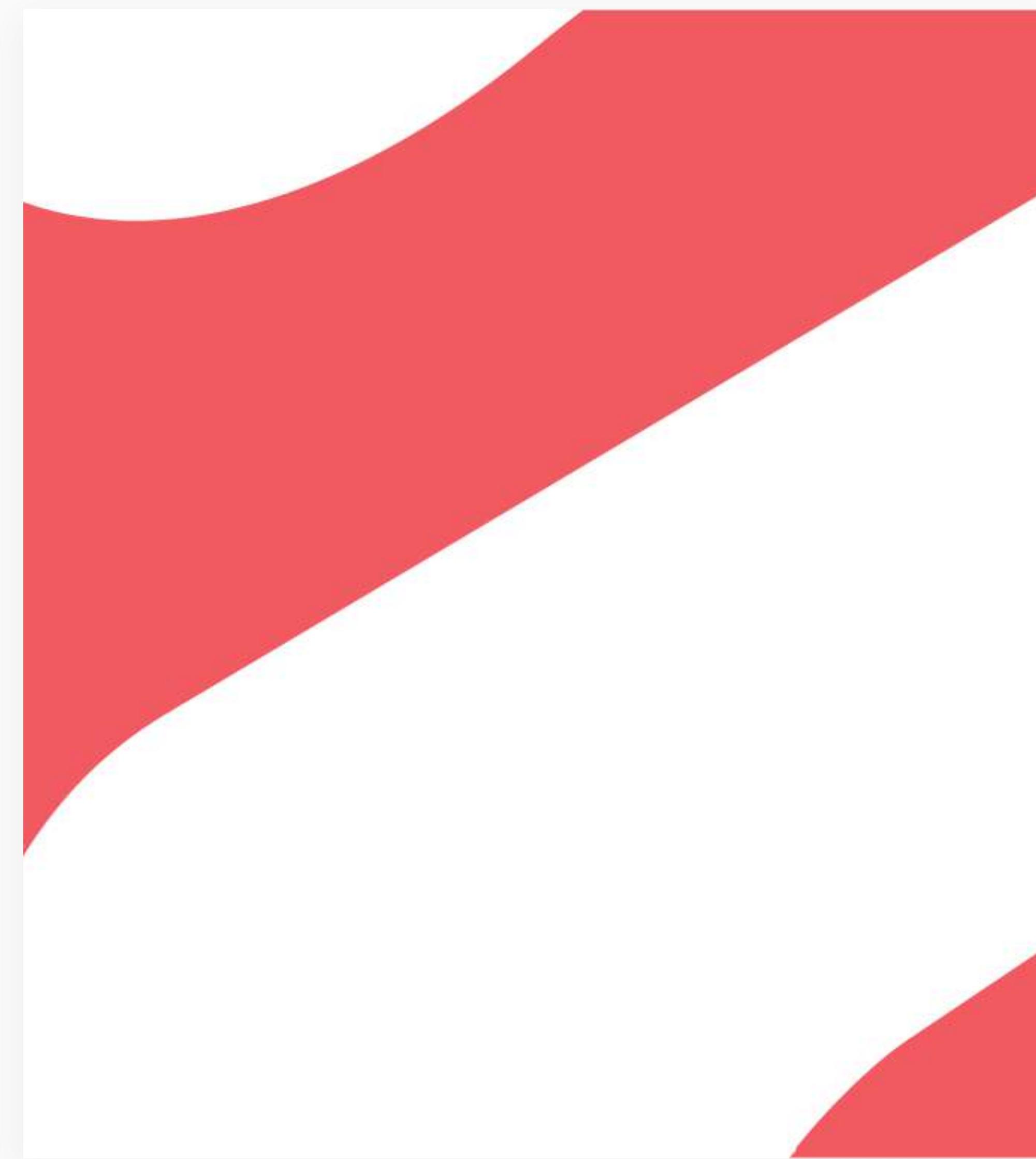


< >

≡



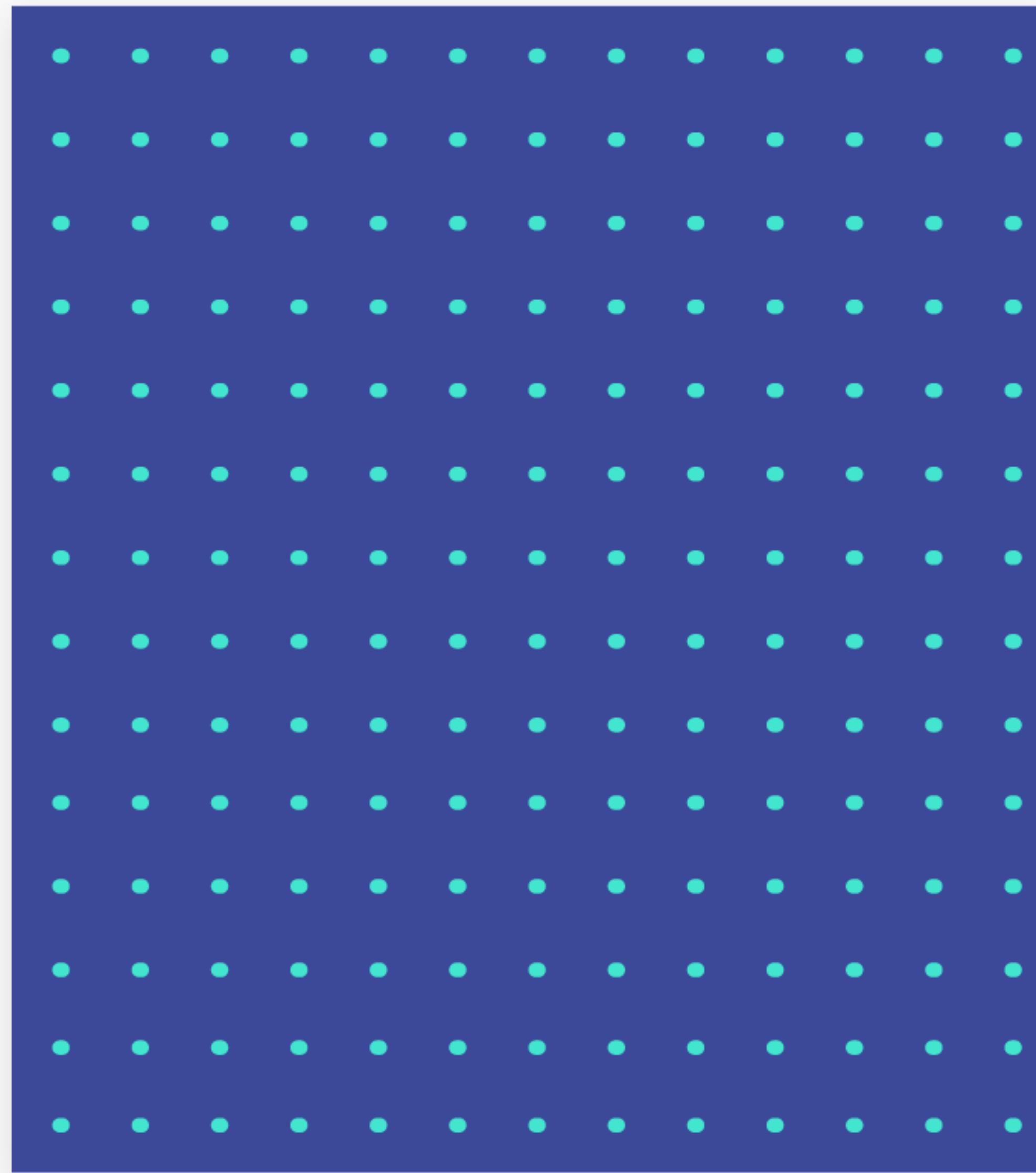
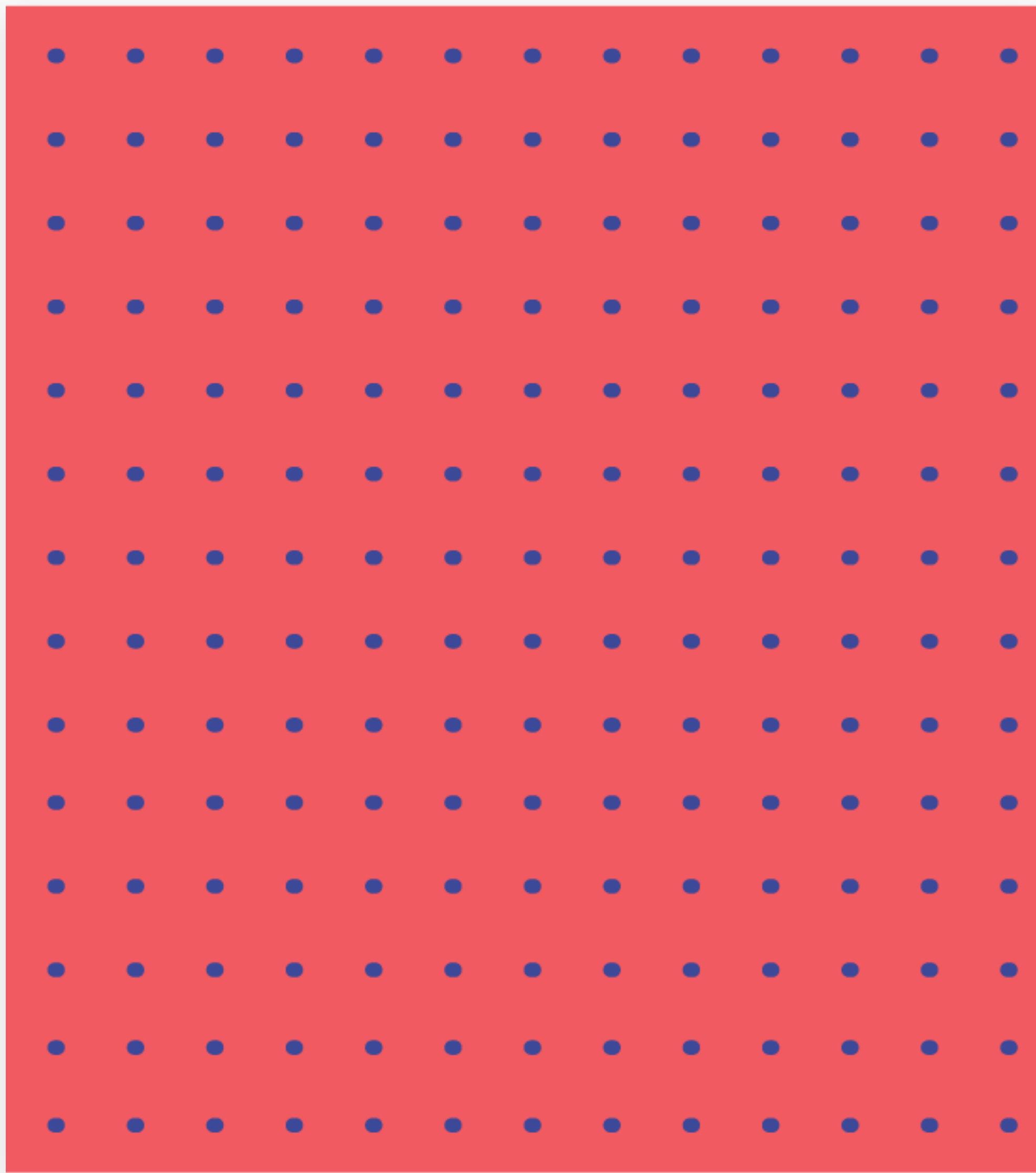
< >



=

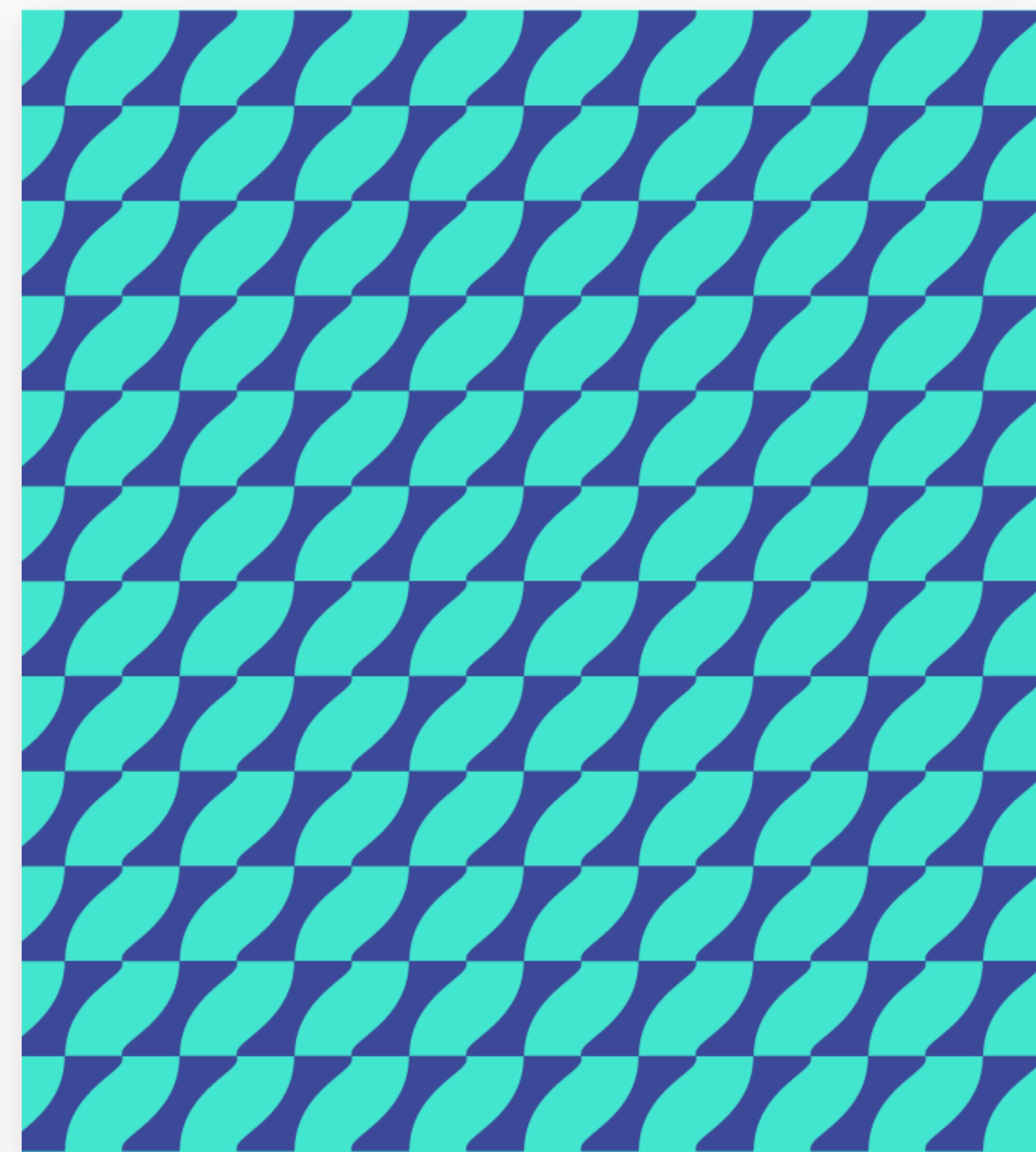
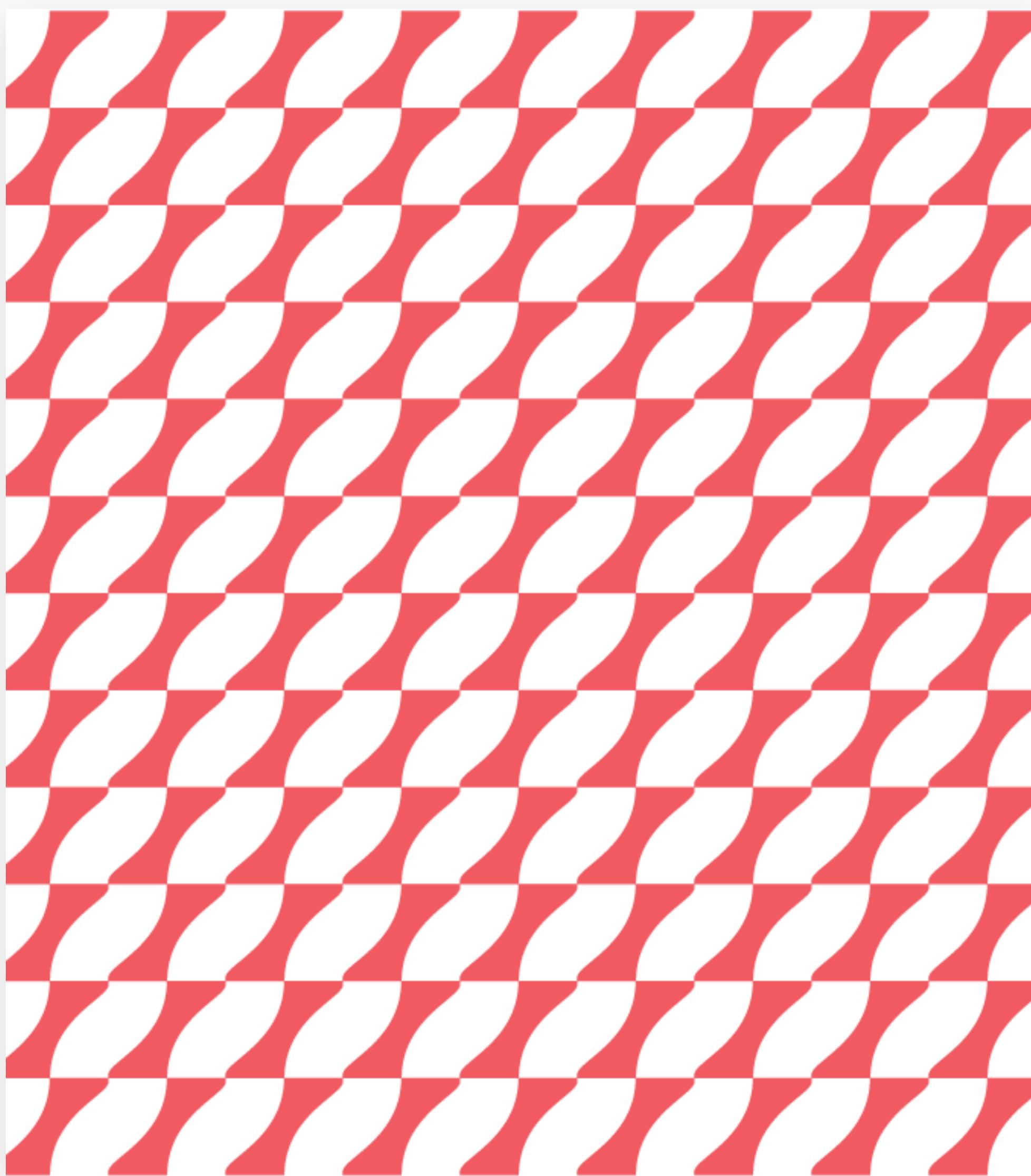
< >

=



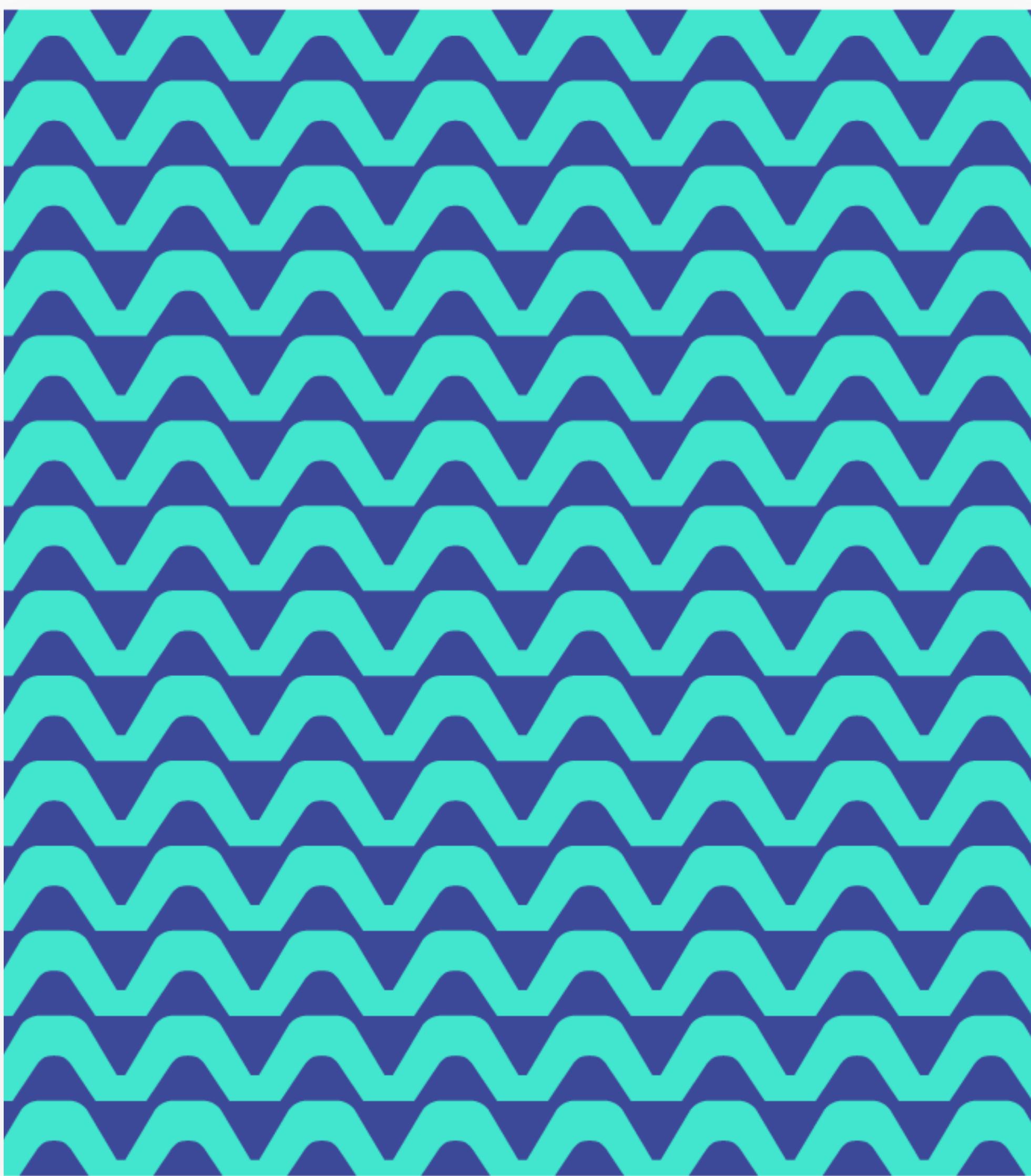
< >

=



< >

=

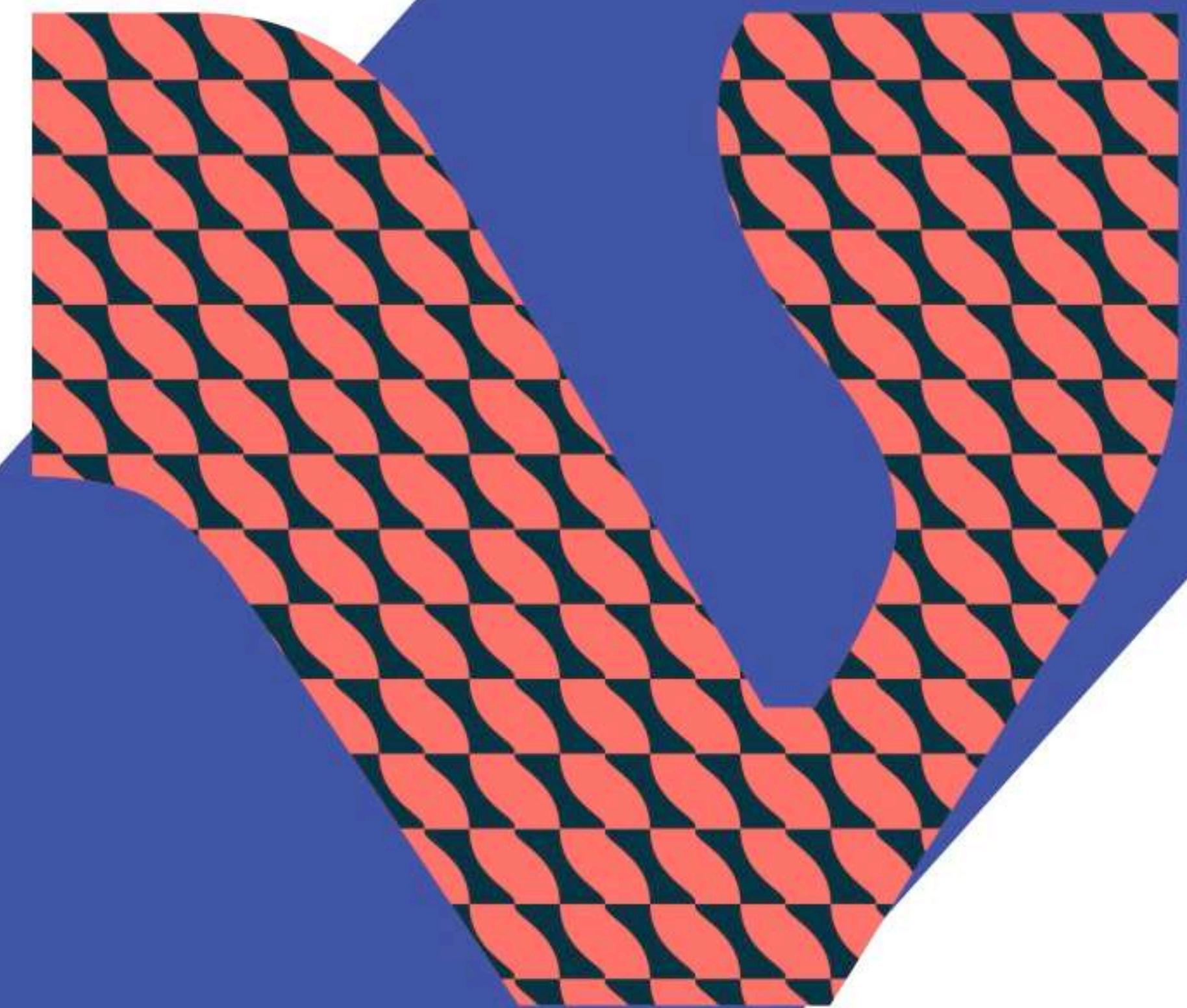


< >

=

0.7

A MARCA



Aplicações offline

0.7

Offline
Produto e
Embalagens

< >

=



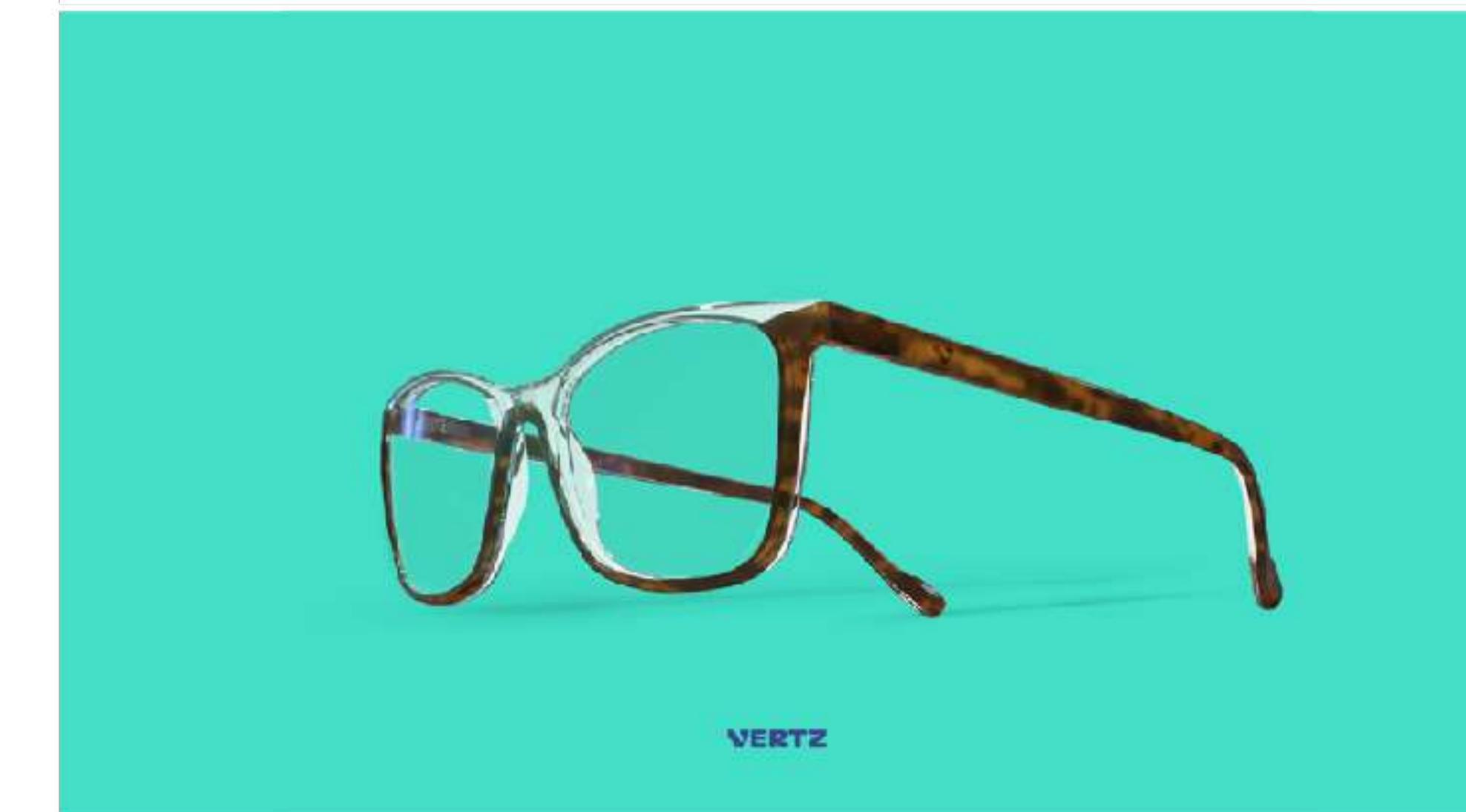
< >

=



< >

=





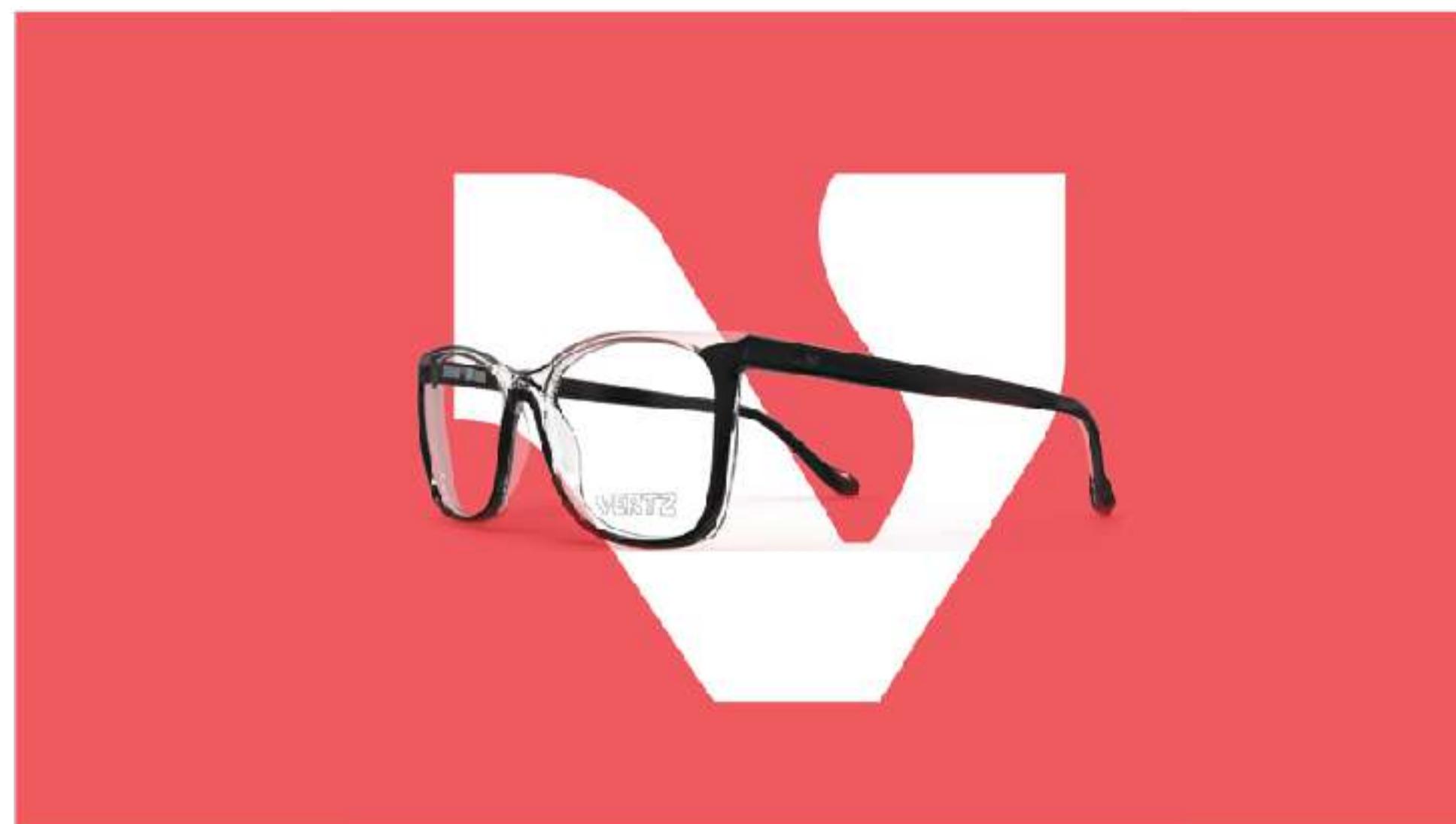
< >

=



< >

=



< >

=





< >

=



< >

=





< >

=







0.8

Offline
Papelaria
institucional

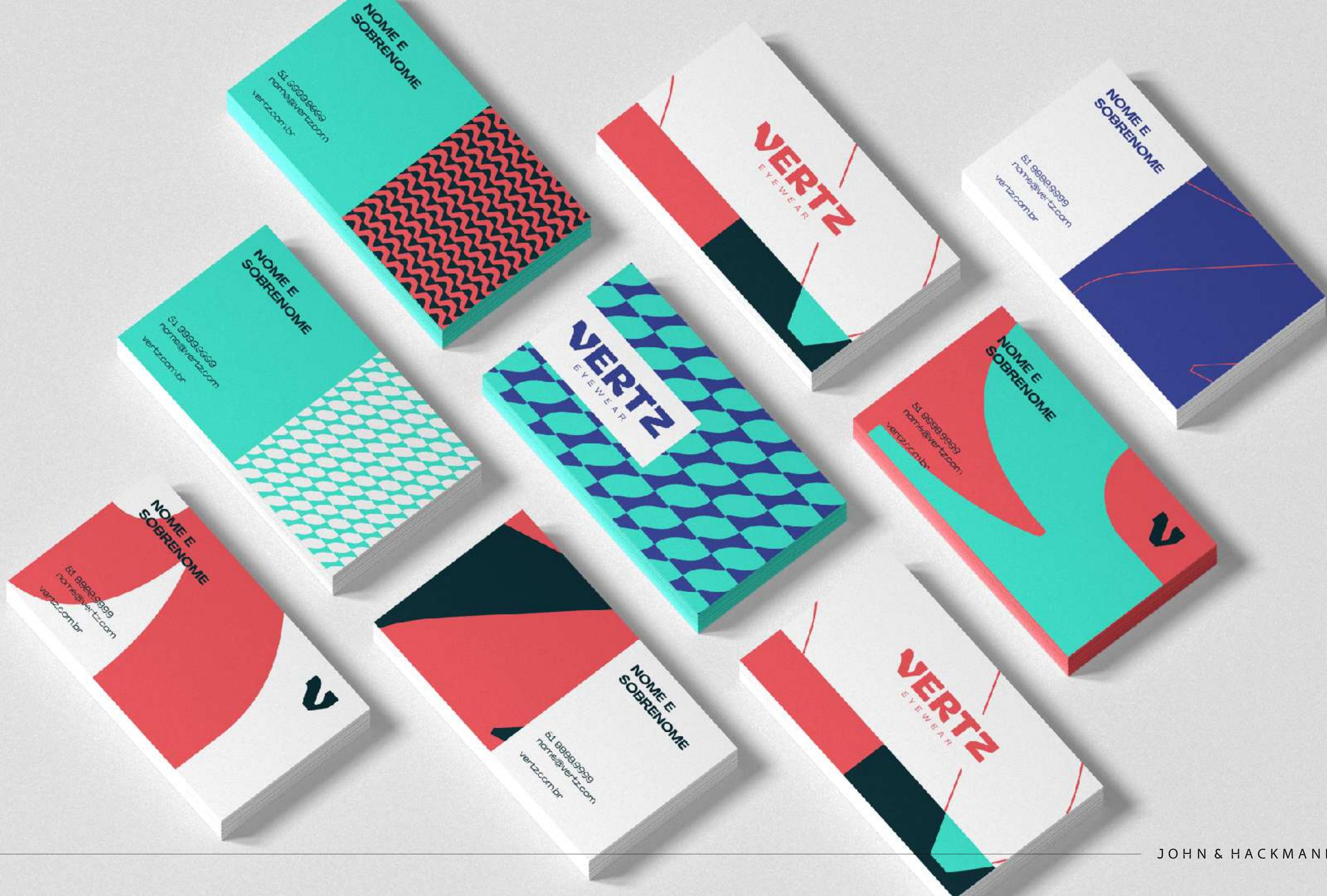
< >

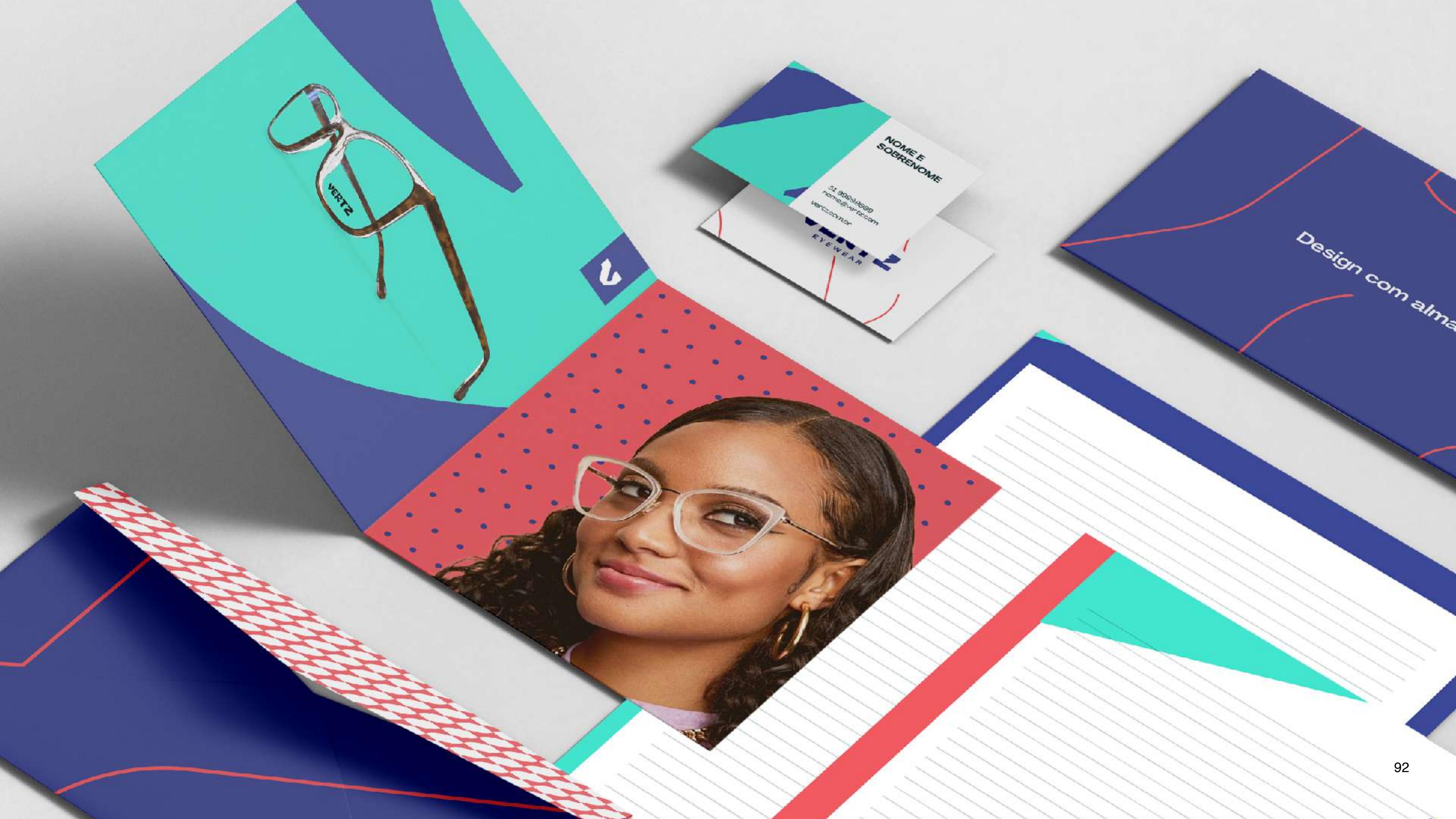
=

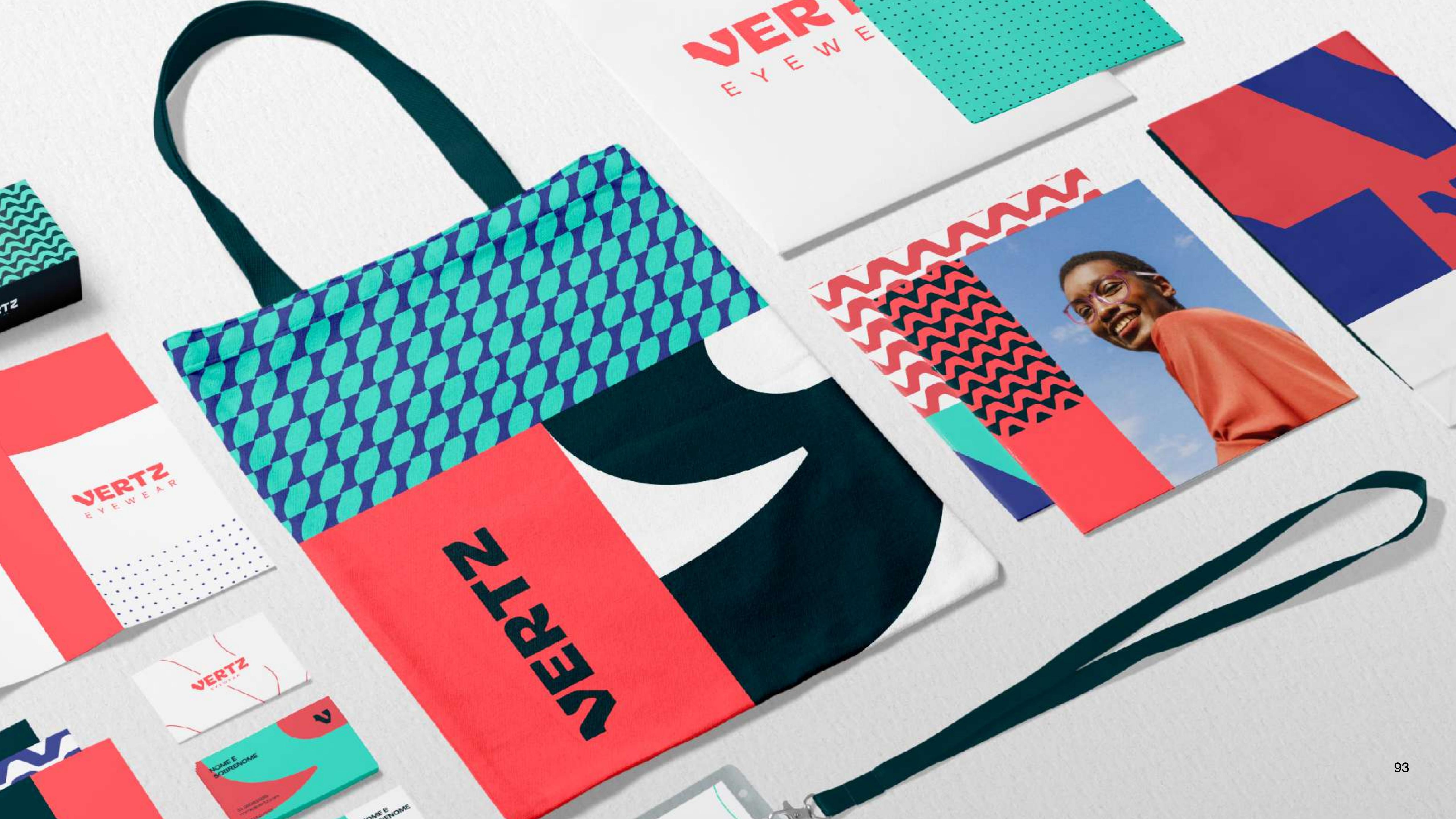


< >

||









Design com alma brasileira.

Toda a expertise da Signus agora expressa em uma marca vibrante e irreverente.

Para estudar, trabalhar ou sair com os amigos, A Vertz tem sempre um modelo perfeito esperando por você.

Conheça nosso catálogo e surpreenda-se com os nossos modelos.

Modelos que te acompanham onde você for.

VERTZ
EYEWEAR

< >

=



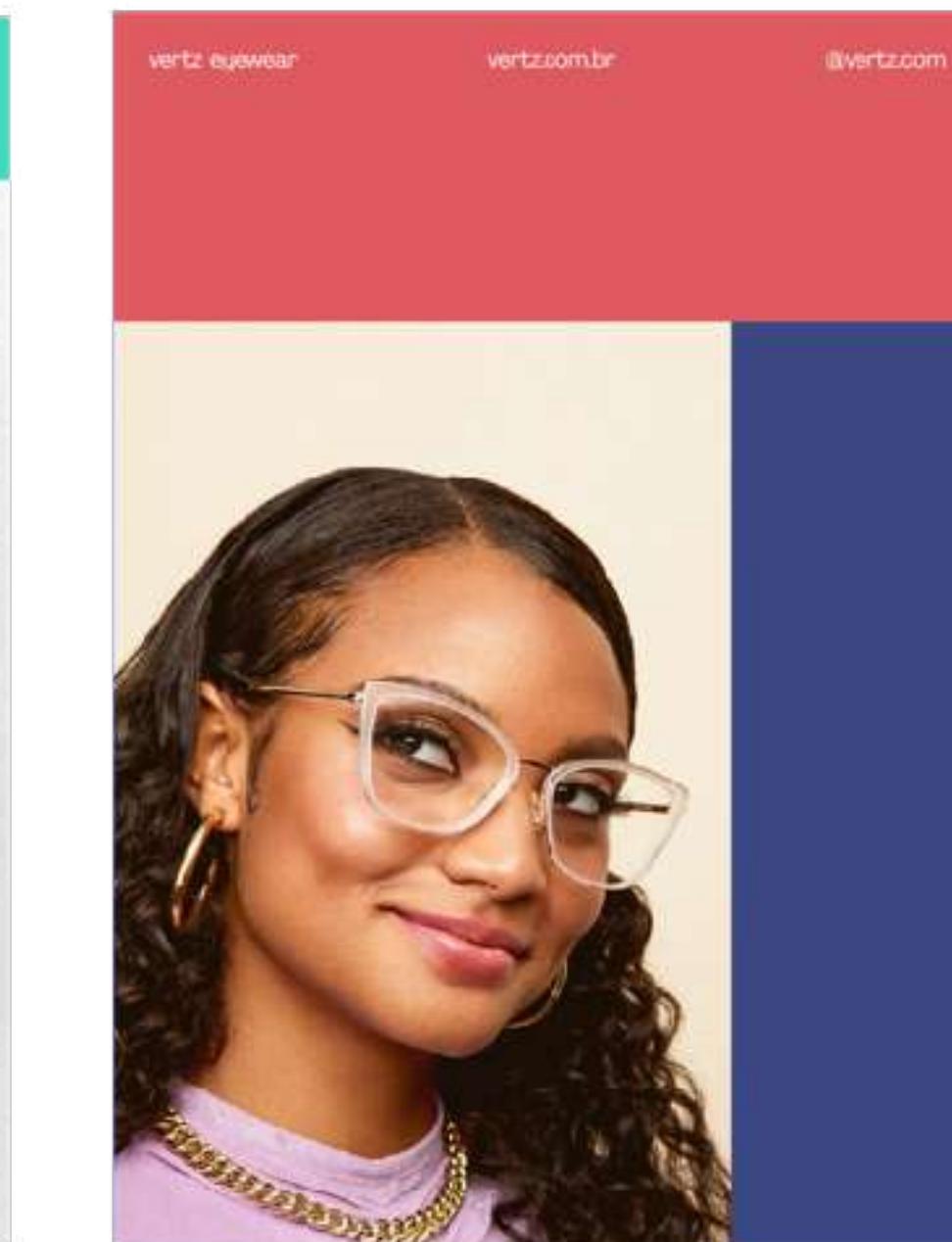
< >

=



0.9

Offline
Linha de
comunicação





VERTZ

MANIFESTE A SUA
MELHOR **VERSÃO**
COM **VERTZ!**



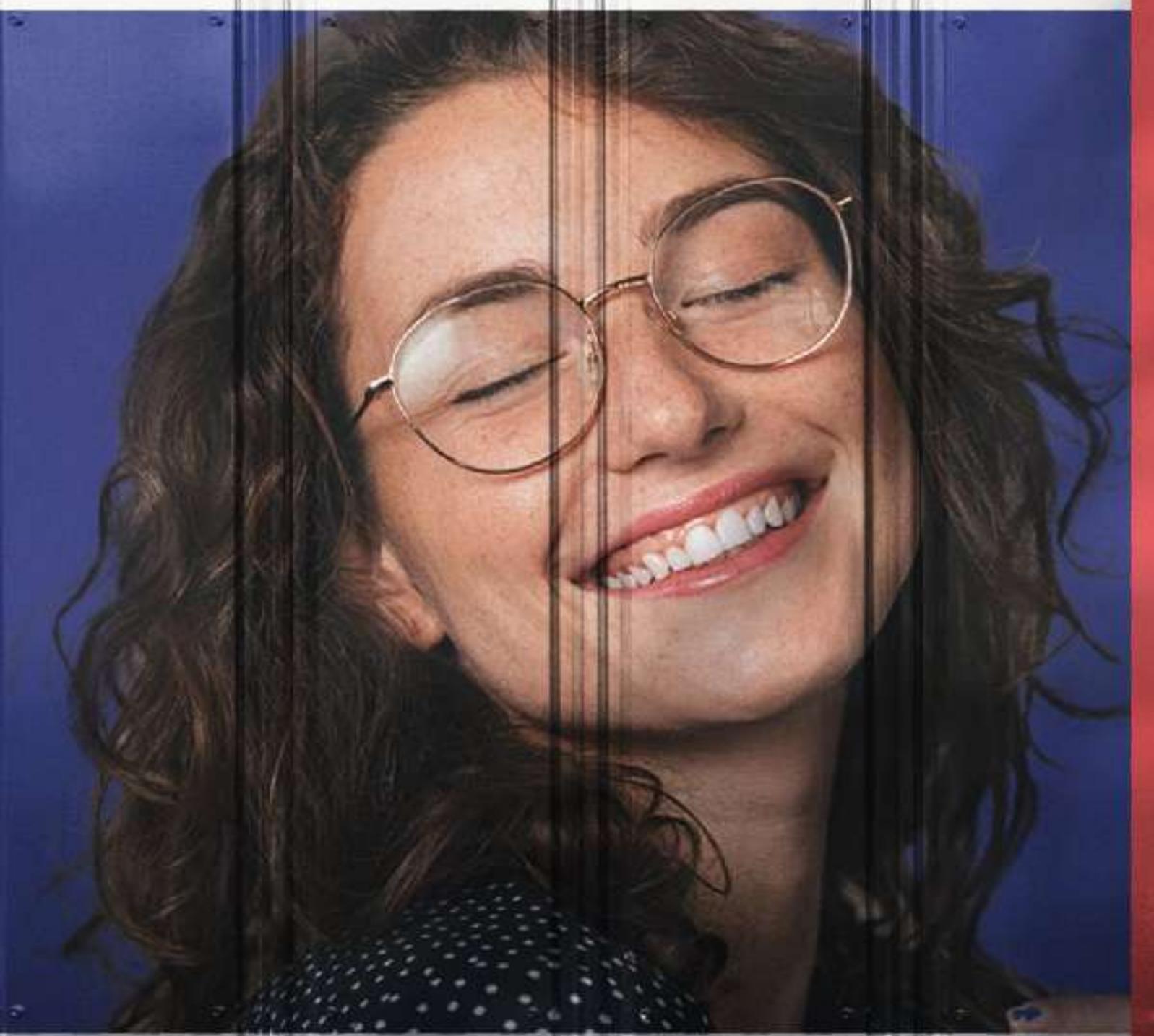
**Ouse ser quem
você quiser com
Vertz Eyewear.**

VERTZ
EYEWEAR



Manifeste
a sua melhor
versão.





**Toda a expertise
da Signus agora
expressa em uma
marca vibrante
e irreverente.**

Encontre o seu
Vertz nas melhores
ópticas do Brasil.

vertz.com.br

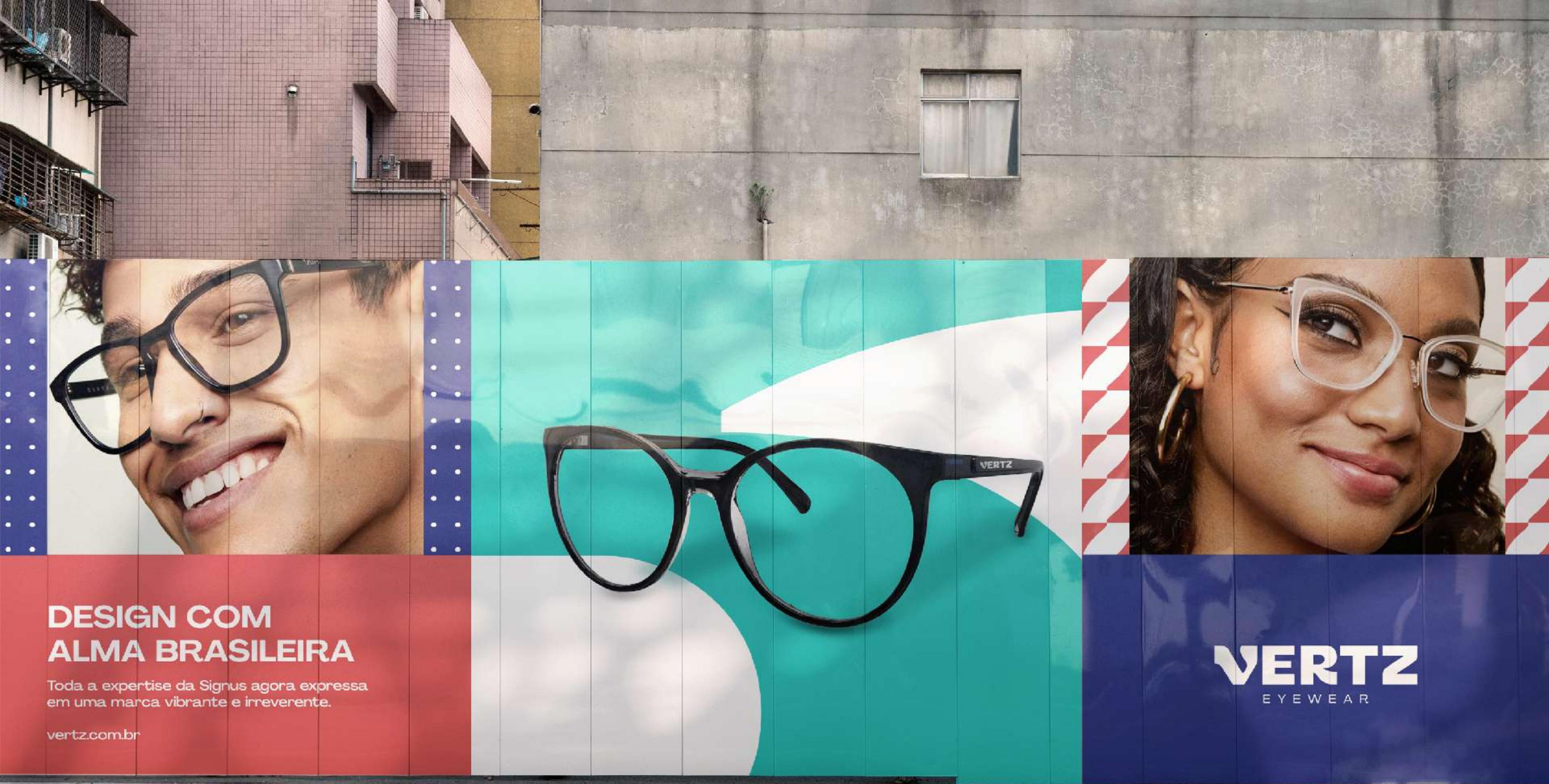


VERTZ
EYEWEAR



ouse
ser

você
mesmo



DESIGN COM ALMA BRASILEIRA

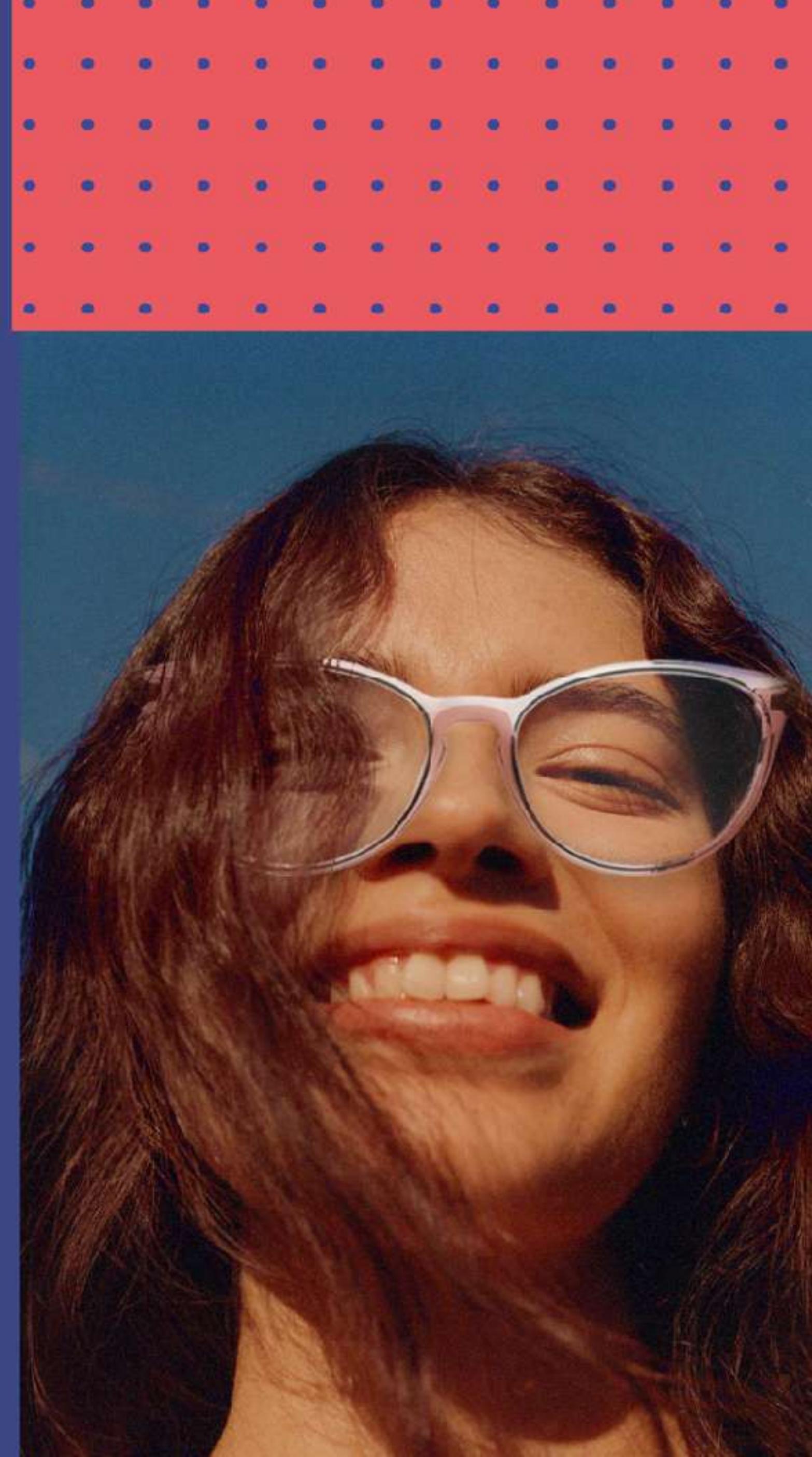
Toda a expertise da Signus agora expressa
em uma marca vibrante e irreverente.

vertz.com.br

VERTZ
E Y E W E A R



Vista-se de felicidade.



VERTZ
EYEWEAR



VERTZ
EYEWEAR

VERTZ
EYEWEAR

VERTZ
EYEWEAR



VISTA-SE DE
FELICIDADE

Descubra mais em vertz.com.br

eletromidia



10

Offline
PDV

VERTZ
E Y E W E A R

KYOTO
SIGHTS



VERTZ

EYEWEAR

< >

=





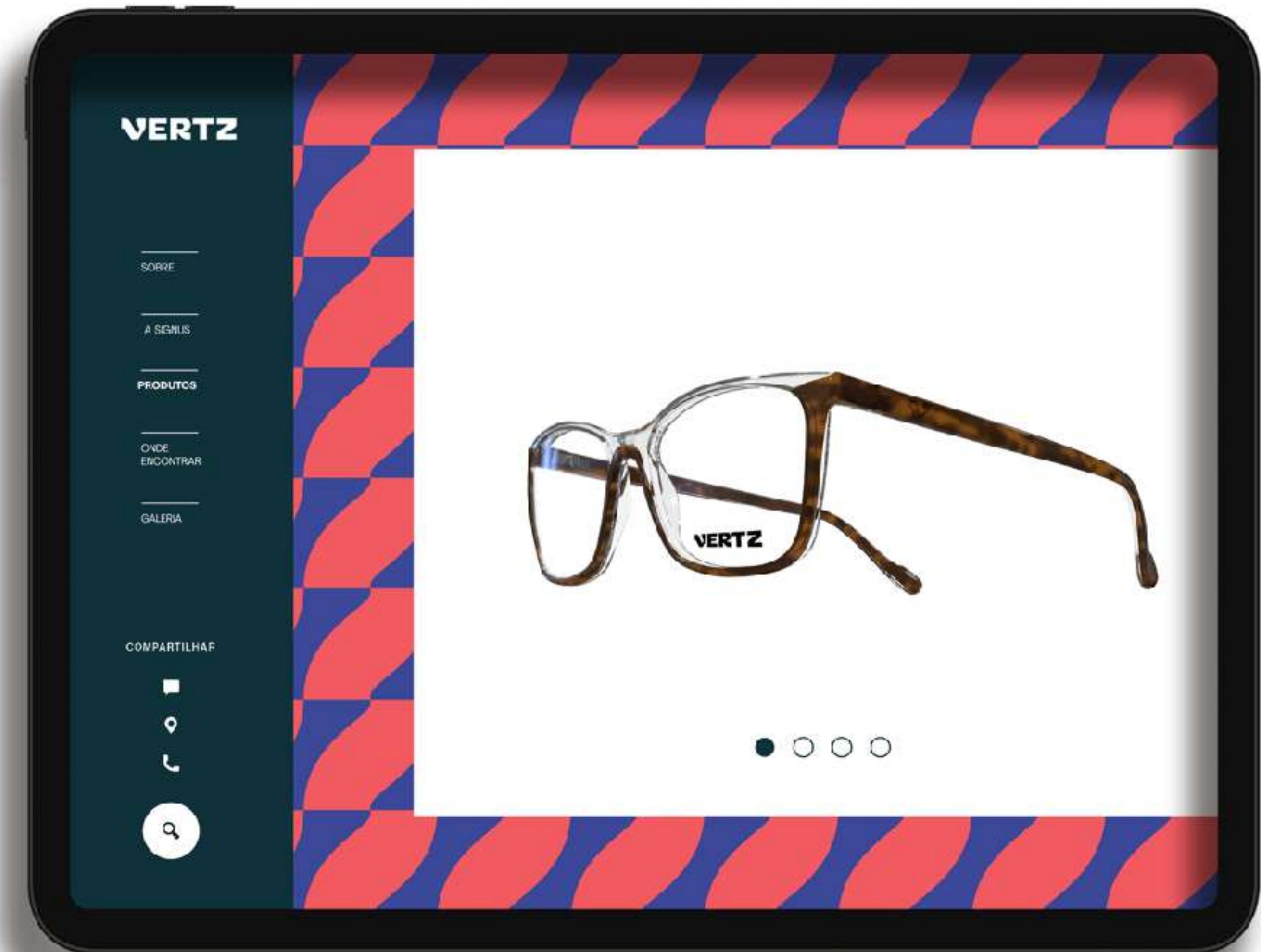
Aplicações online

11

Website Banners

< >

=







VERTZ EYEWEAR,
O DESIGN COM
ALMA BRASILEIRA

clique aqui



DESIGN COM
ALMA BRASILEIRA

VERTZ

clique aqui



Conheça nossas coleções e descubra
um modelo **perfeito** para você.

VERTZ
EYEWEAR



DESIGN
COM ALMA
BRASILEIRA

clique aqui

VERTZ EYEWEAR,
O DESIGN COM
ALMA BRASILEIRA

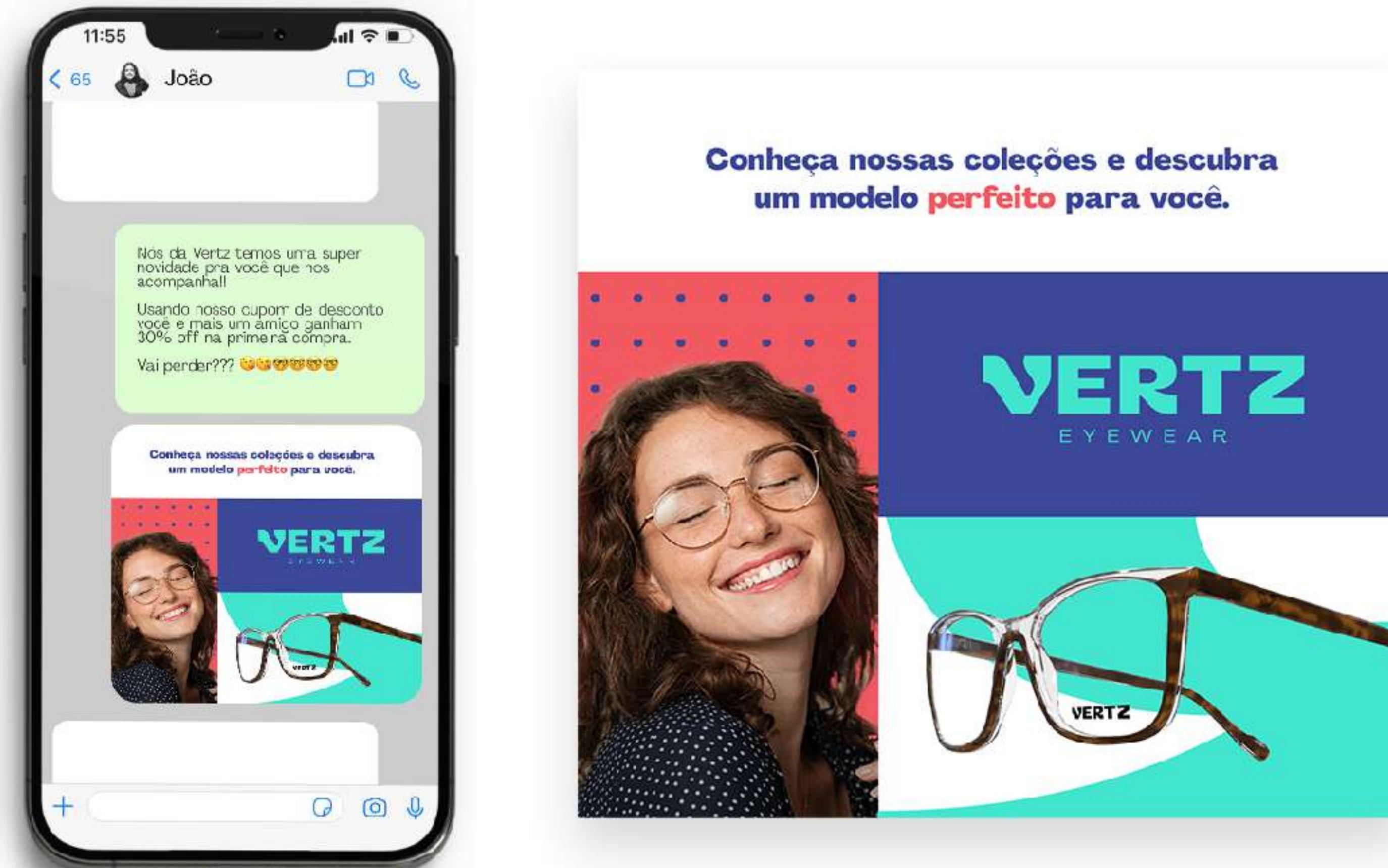
CLIQUE AQUI

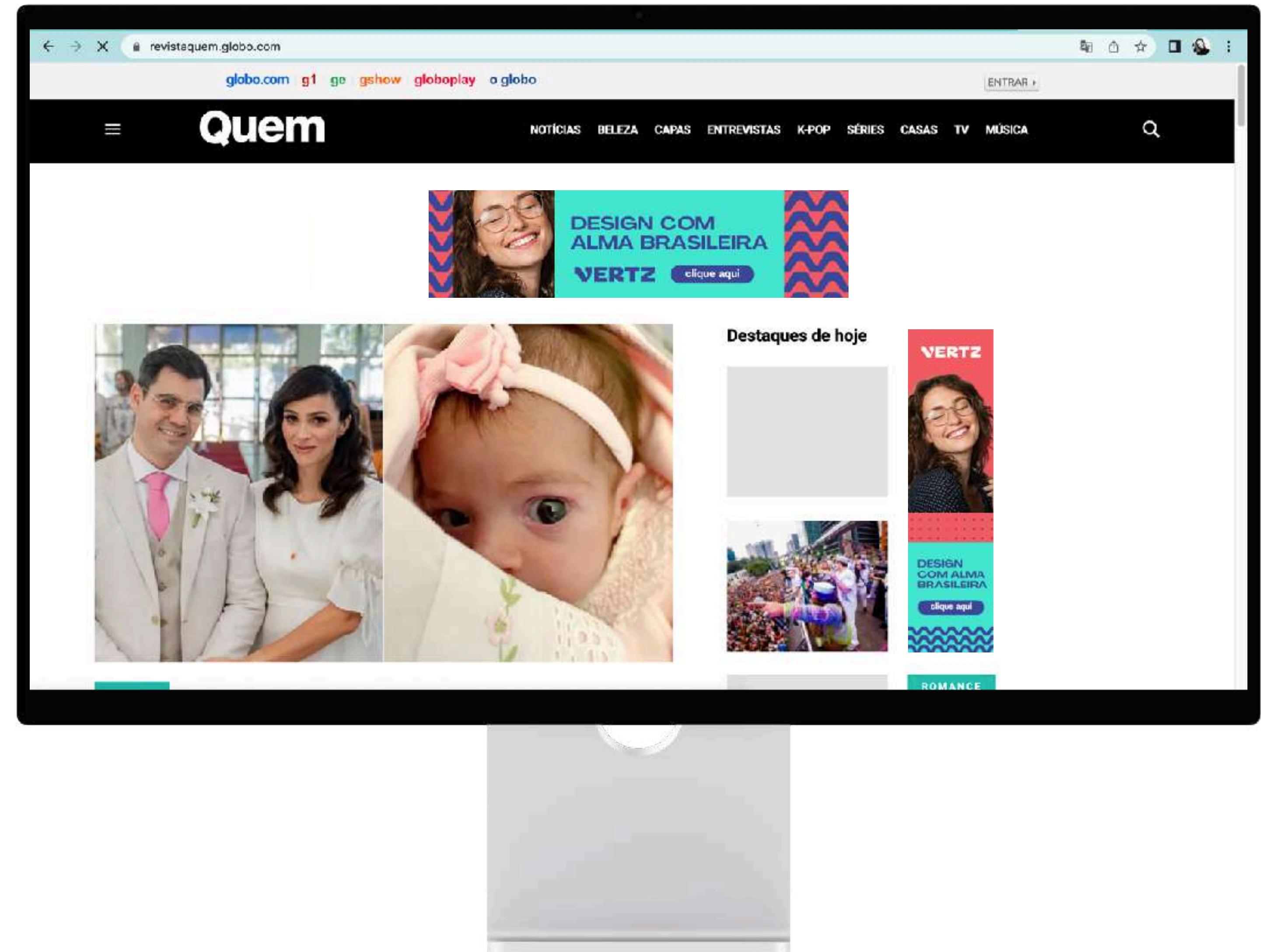
VERTZ

VERTZ EYEWEAR, DESIGN
COM ALMA BRASILEIRA!

SAIBA MAIS

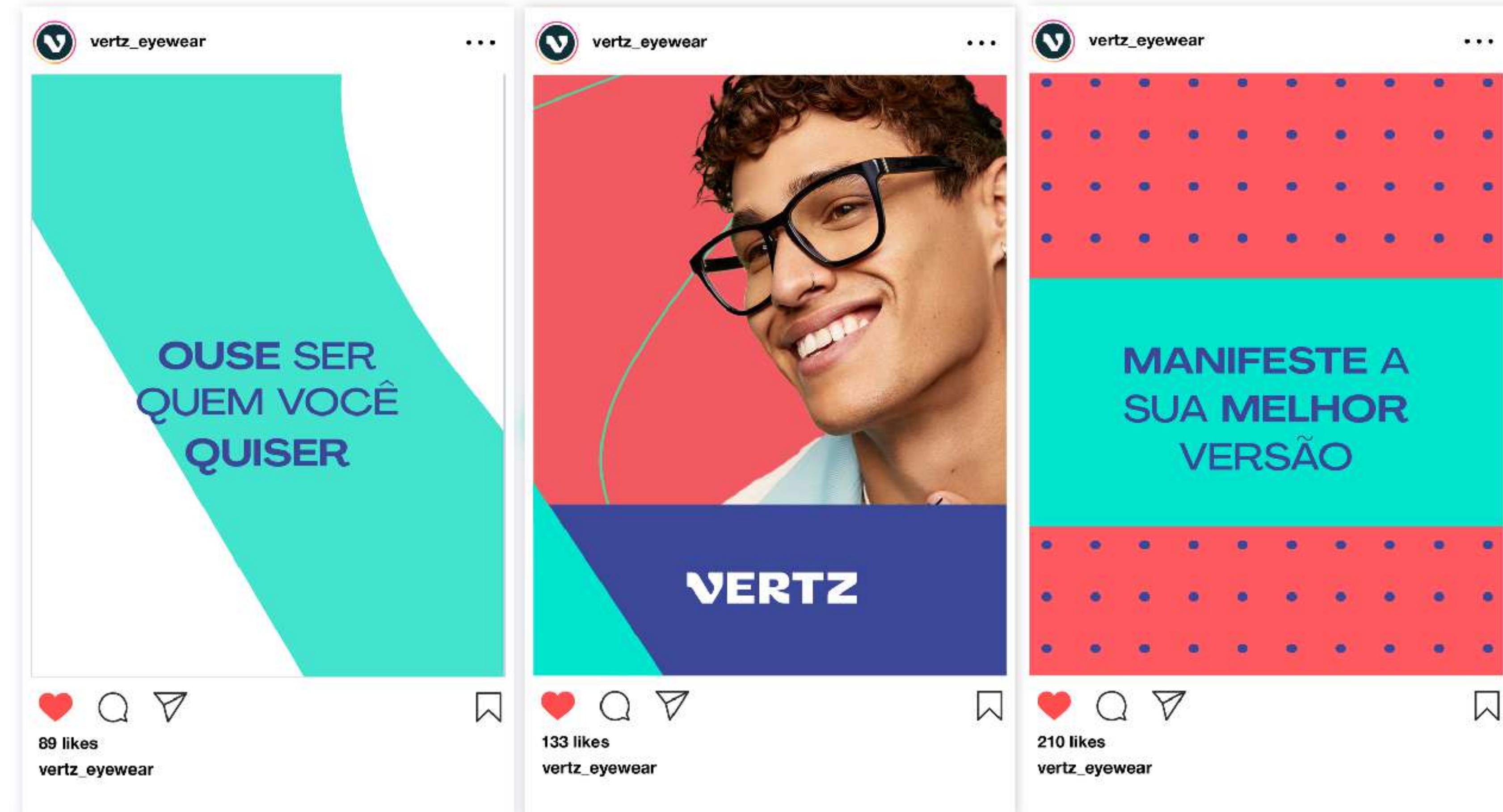
VERTZ



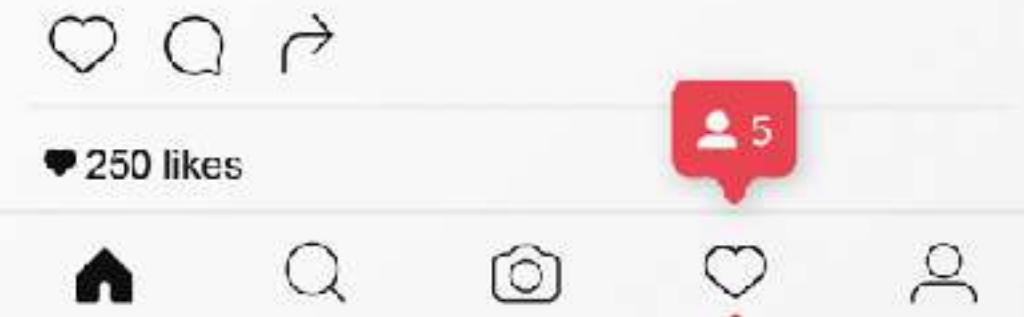


12

Instagram
Feed
Stories



gn
alma
eira



10:12 PM

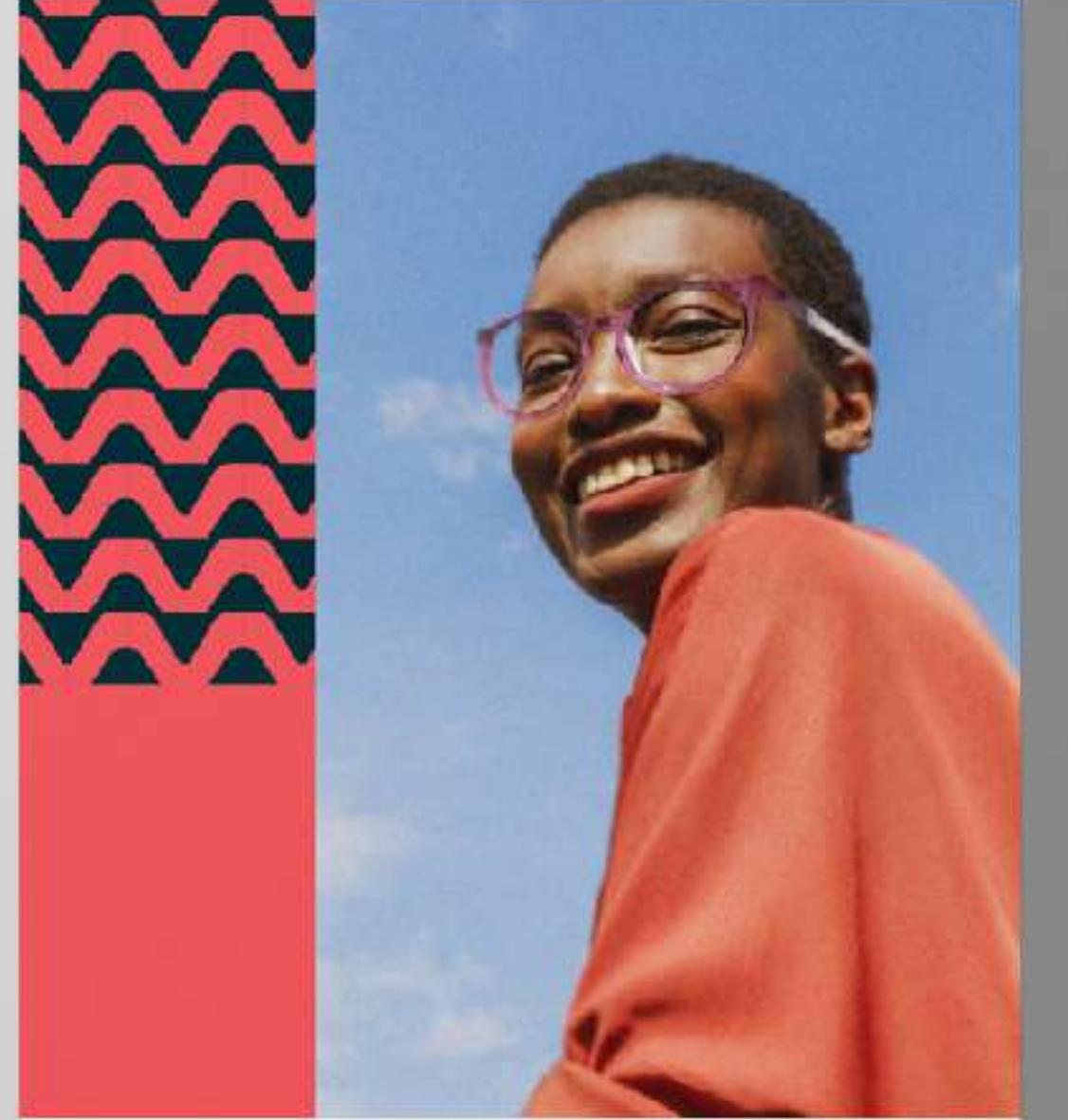
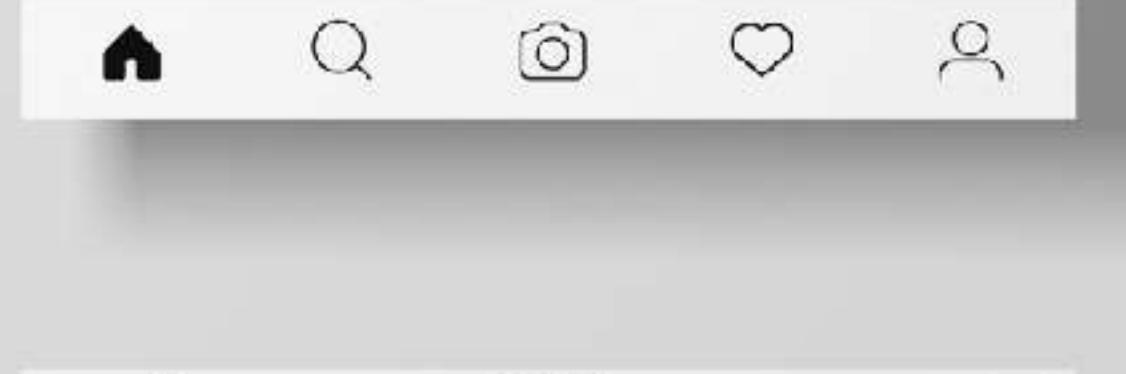
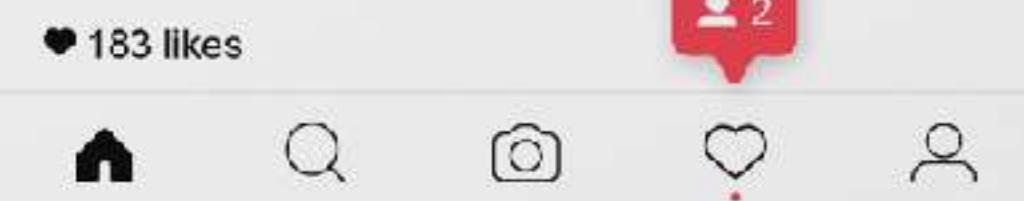
Instagram

vertz_eyewear



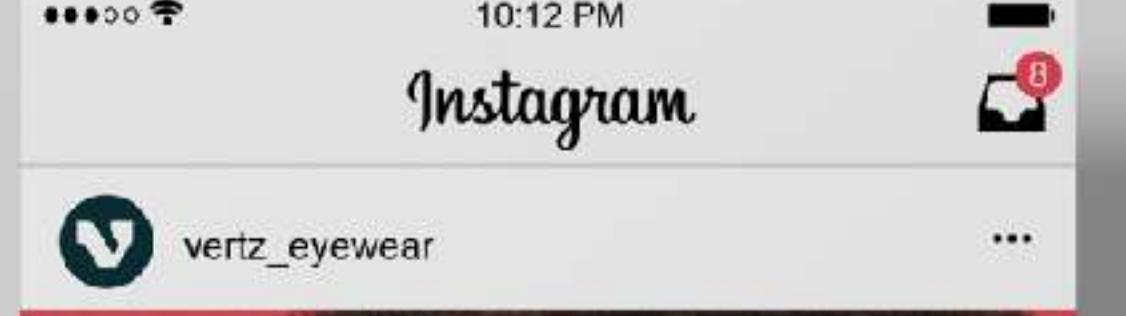
183 likes

2

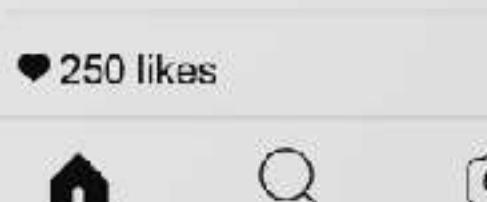
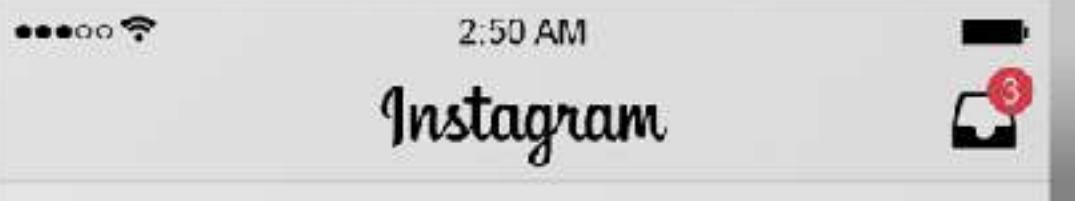
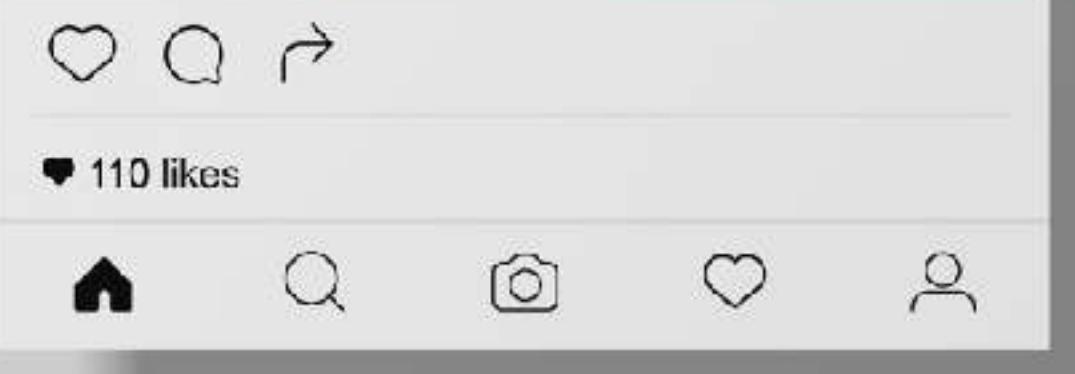


250 likes

5



Design
com alma
brasileira



10:12 PM

Instagram

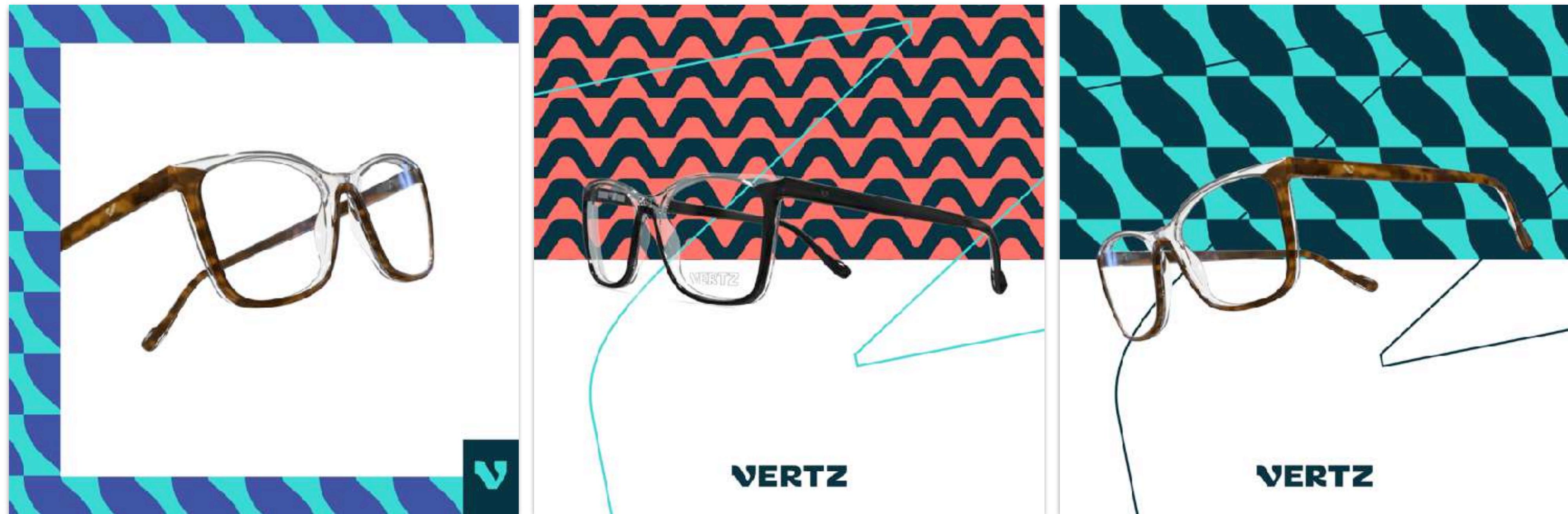
vertz_eyewear





< >

=





ATITUDE
PARA IR CADA
VEZ + LONGE



OUSE SER
QUEM VOCÊ
QUISER



8:08 AM

VERTZ



8:08 AM

J&H
welcome
to the
jungle*

Obrigado :)