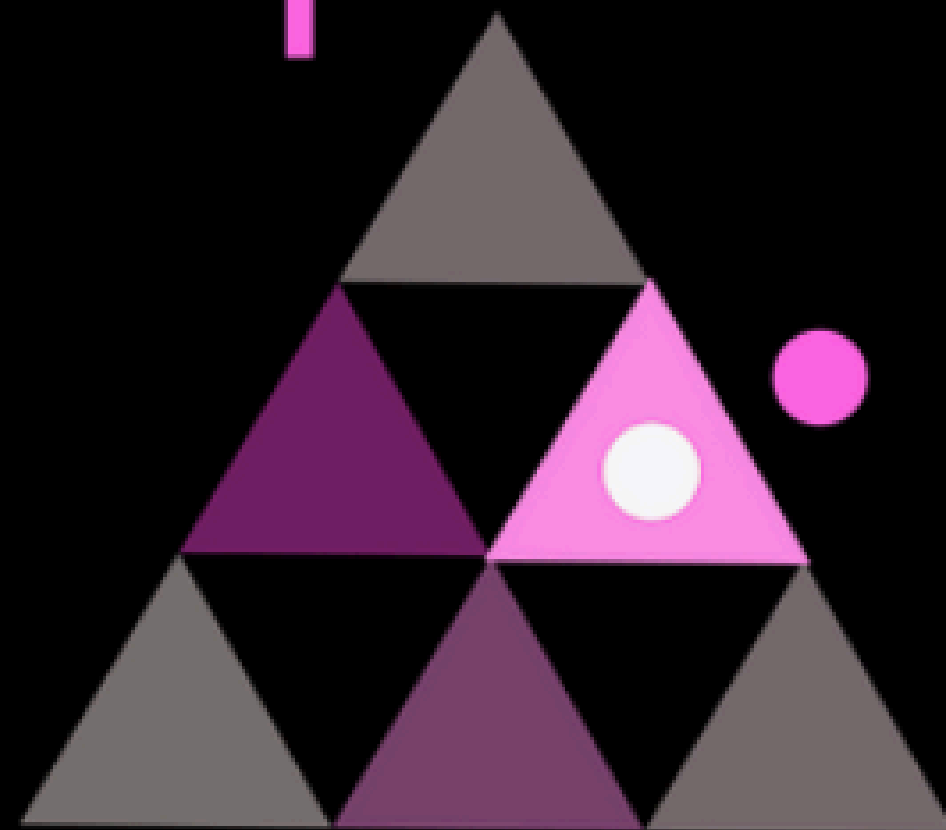
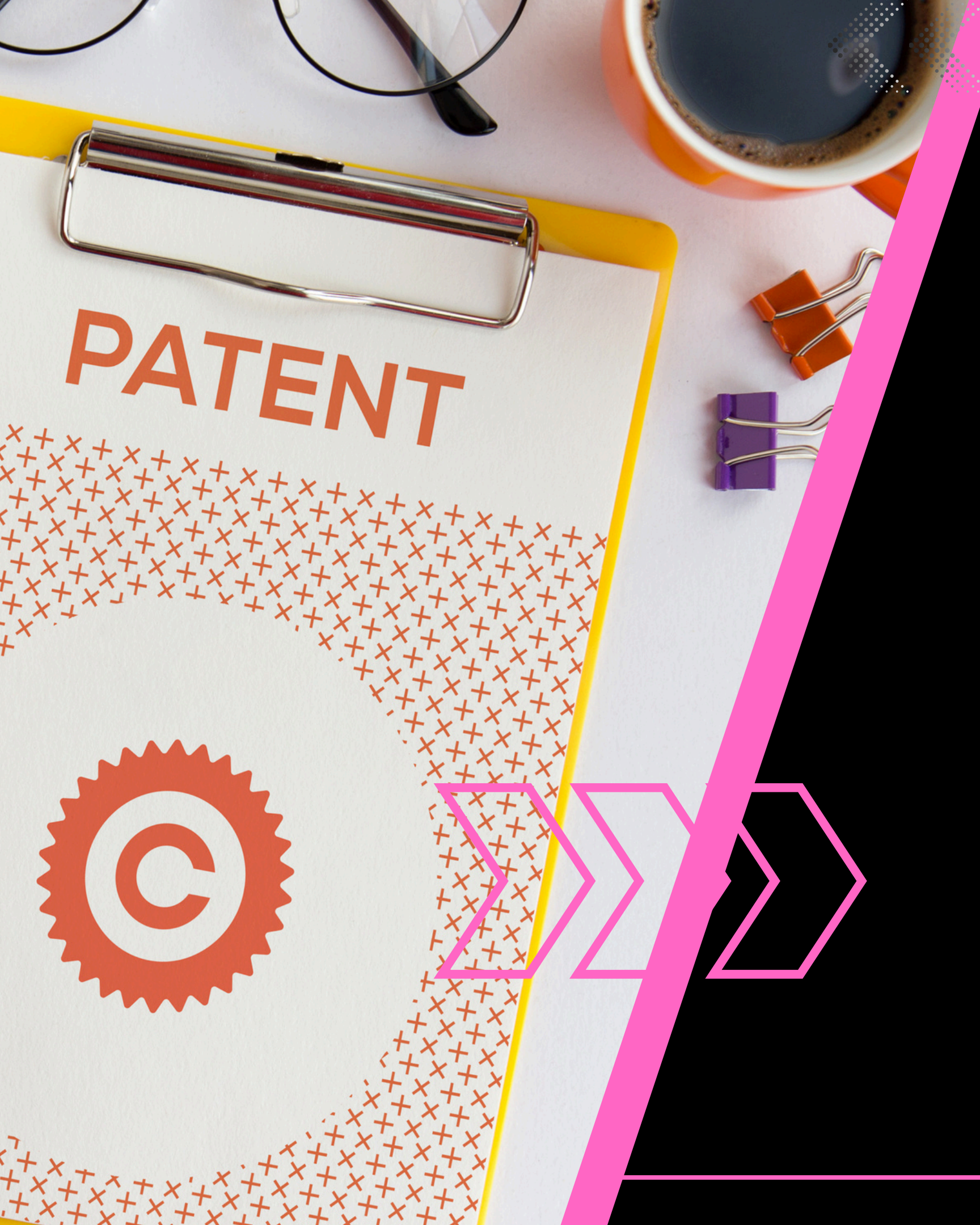


trompolean



guia de marca



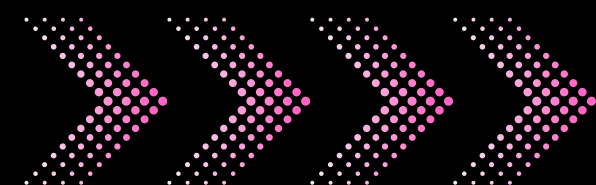
INPI

Nº do Processo: 932923135

Marca: Trampolean



INSPIRAÇÃO



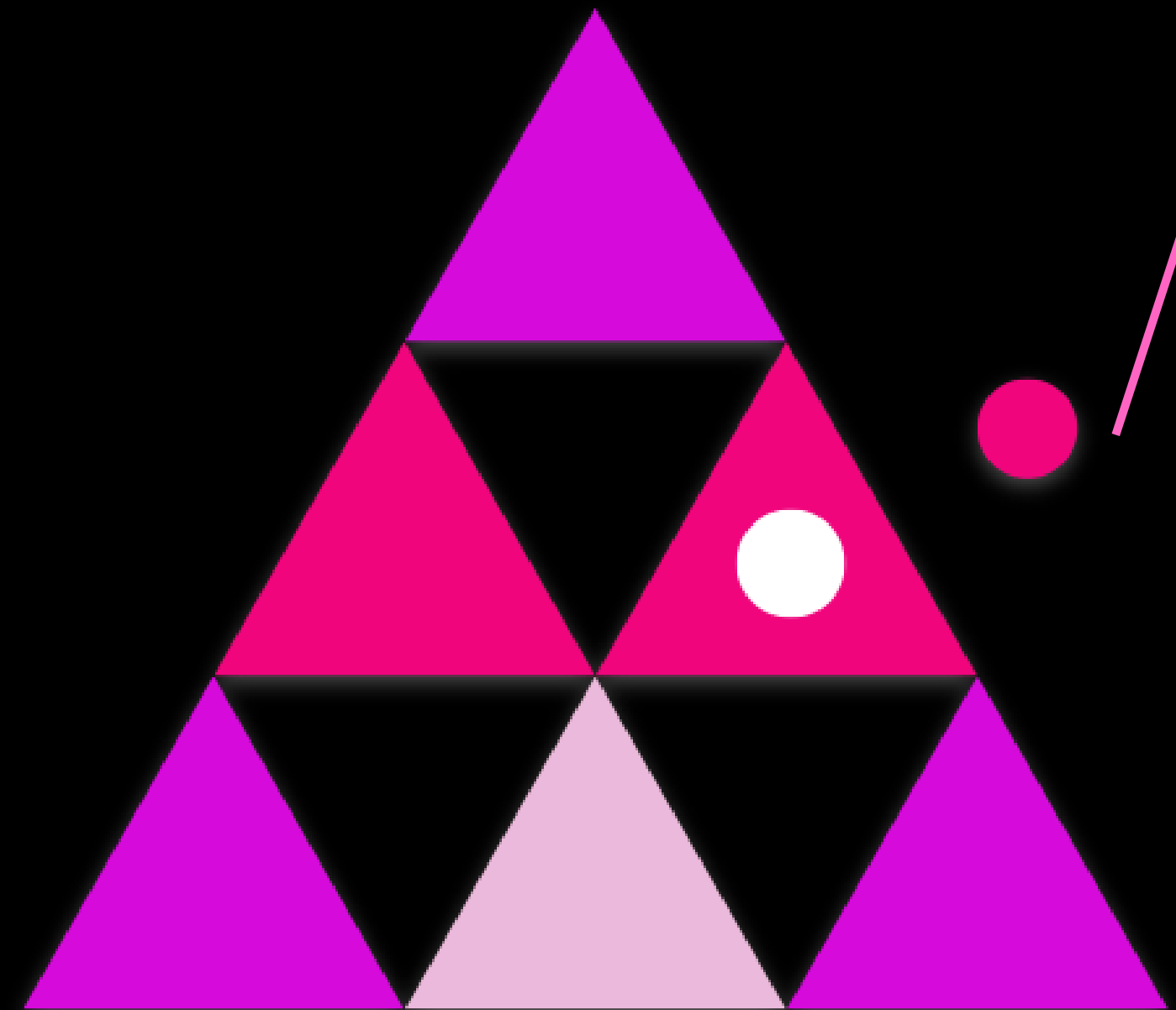
O NOME

trampo | lean

Foi uma forma criativa que encontramos ao unir duas palavras:

TRAMPO (expressão coloquial para se referir a TRABALHO)

LEAN (traduzida como "enxuto" - forma de economizar, esforços, tempo e dinheiro).



A LOGO

Anterior: o laranja da criatividade

trampolinean



Mudamos para magenta

trampolinean



Anterior **2020**

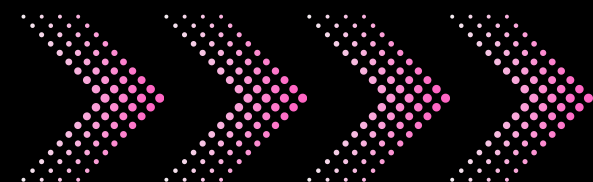
A tonalidade laranja acalorada mostrou o movimento e a espontaneidade digital durante a Pandemia. O significado das cores estava associado a energia, inovação e velocidade.

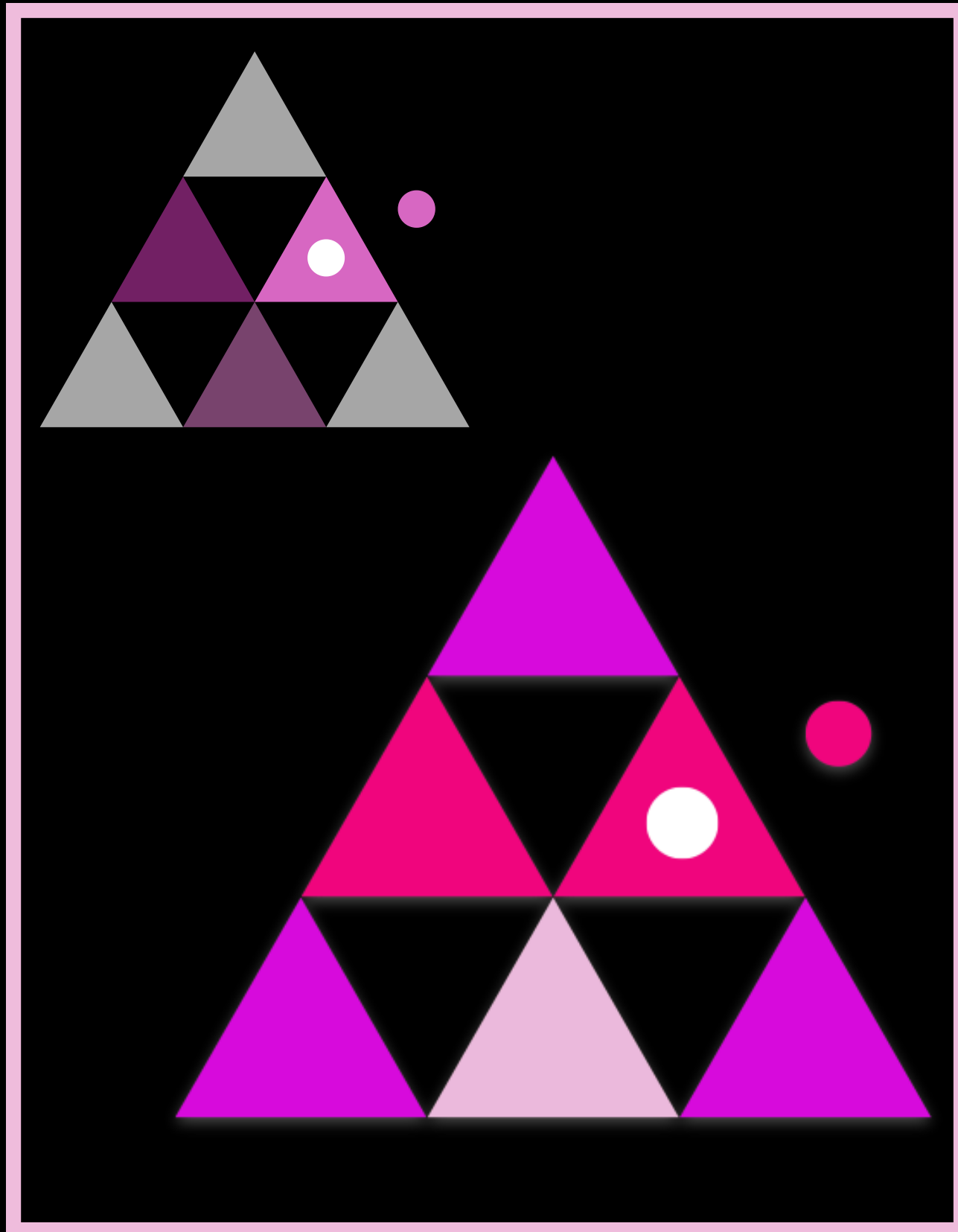
Mudamos para ***magenta*** **2024**

A IA nos deixou ainda mais humanos. Magenta é frequentemente associada à transformação e à mudança, enquanto o rosa pode representar empatia e cuidado. Juntas, essas cores indicam que a Trampolinean é uma empresa dinâmica e humana, focada em proporcionar mudanças positivas.

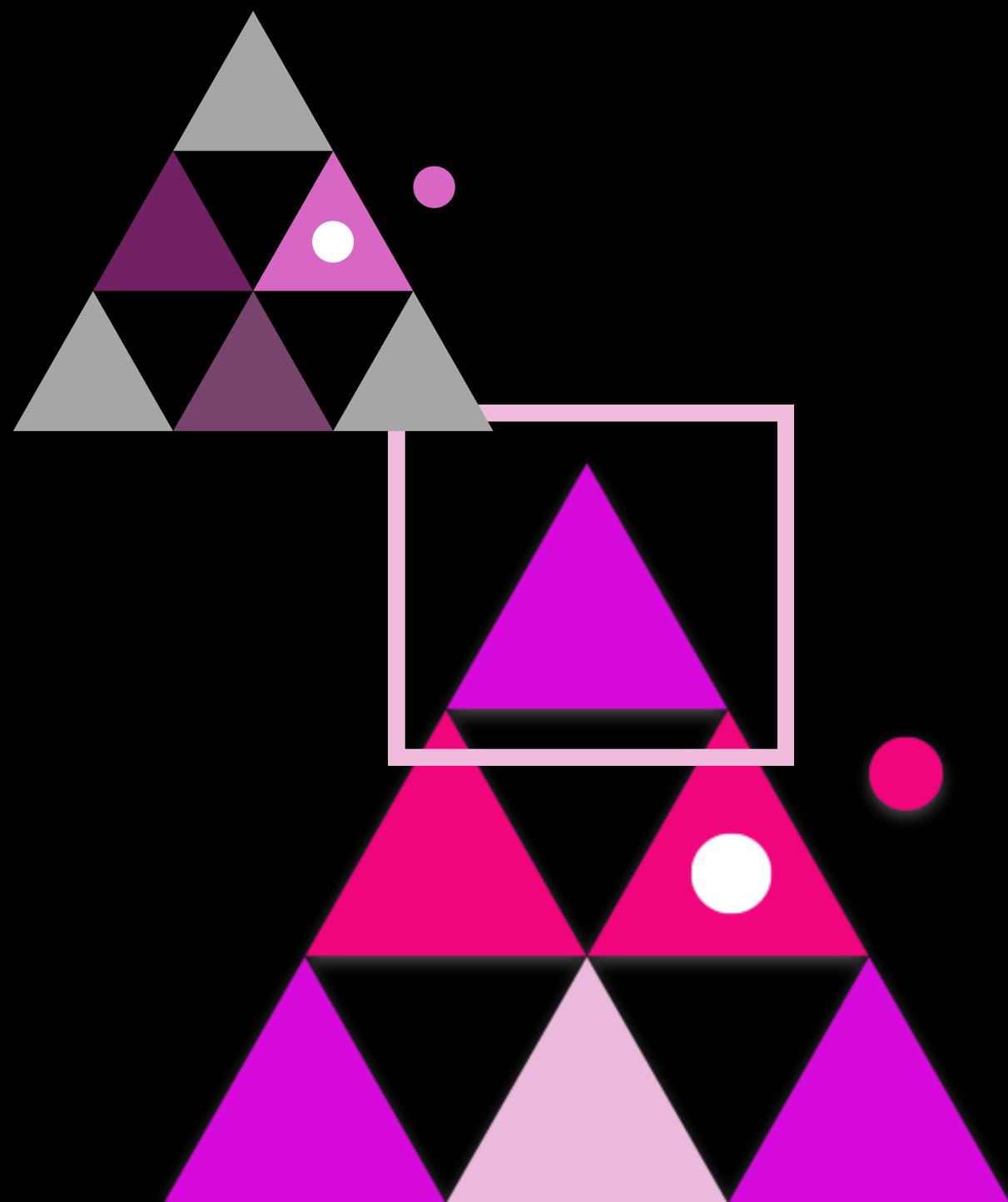


PLANO DE CONSTRUÇÃO

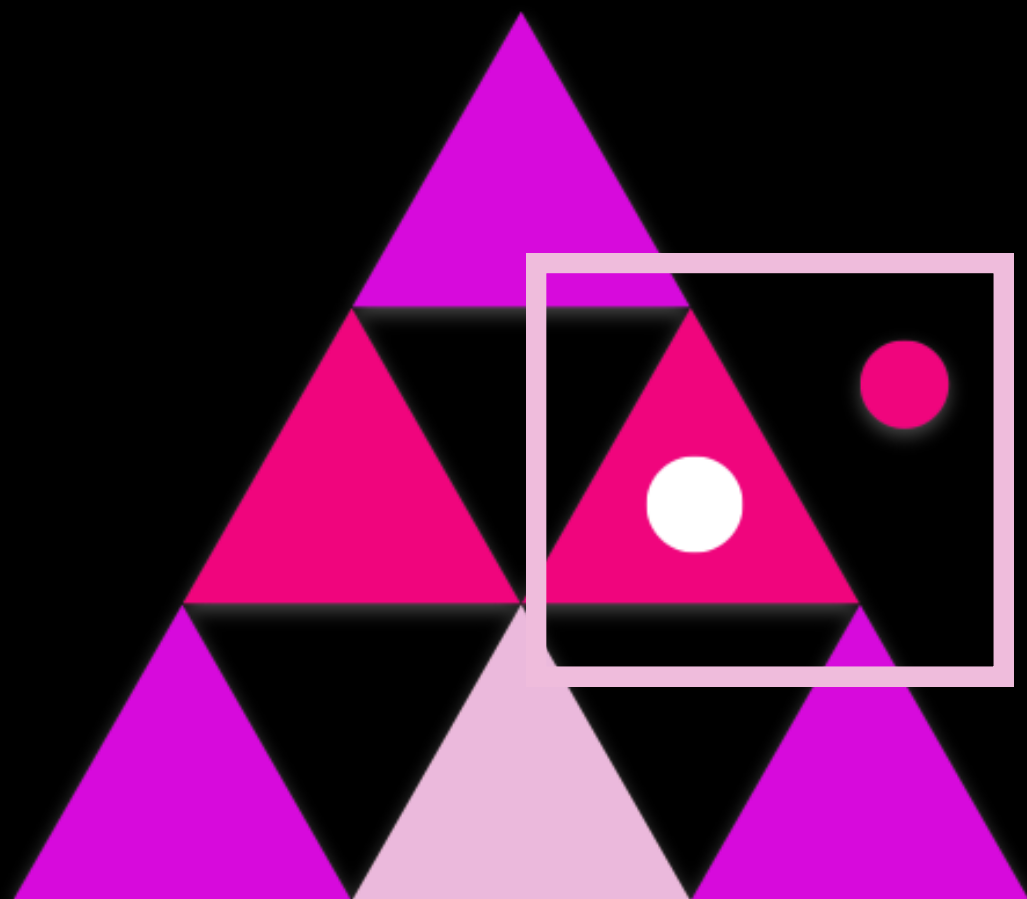
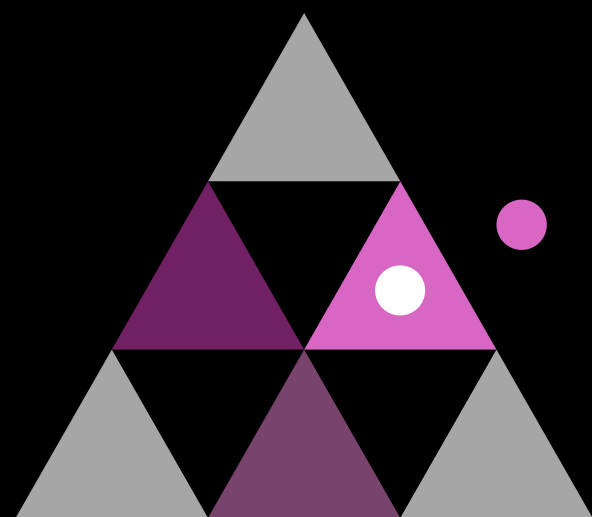




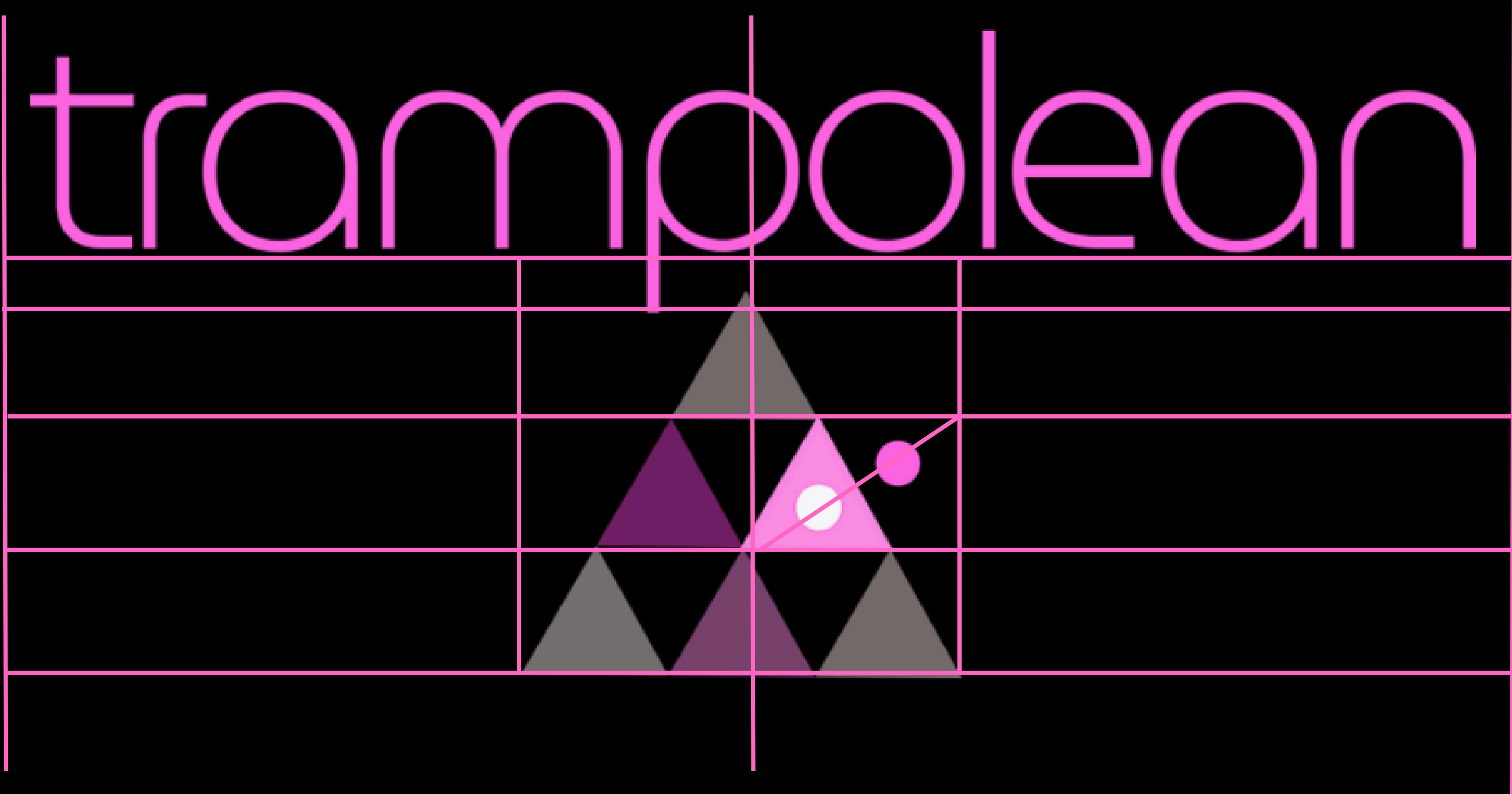
A estrutura triangular é um símbolo de estabilidade e força. Em muitas culturas, o triângulo representa o equilíbrio entre mente, corpo e espírito, sugerindo que a Trampolinean busca harmonizar esses elementos no ambiente de trabalho e na educação.

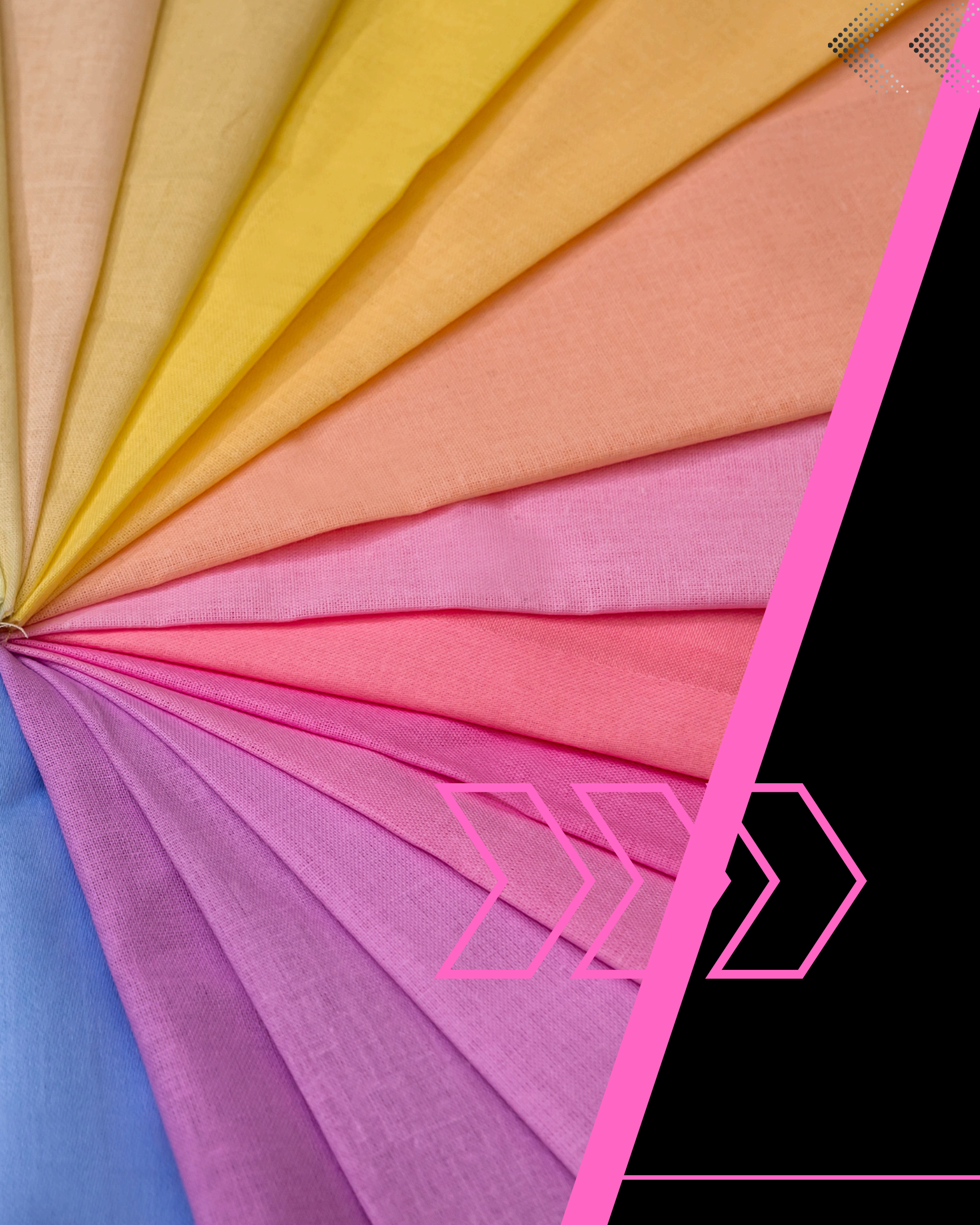


Poliarte: A utilização de formas geométricas dentro do triângulo, como pequenos triângulos menores, sugere a ideia de um sistema integrado e interconectado. Isso reflete a visão da Trampolinean de que cada parte do sistema educacional e corporativo deve funcionar de maneira coesa para alcançar o sucesso.



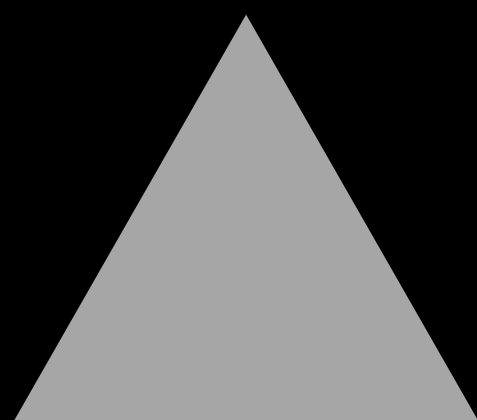
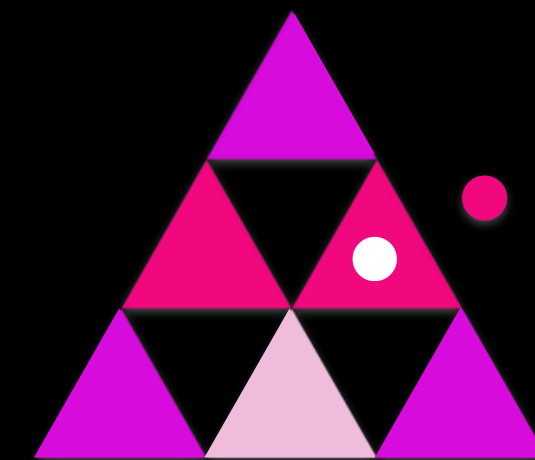
Todo mundo importa. Na Trampolinean, coordenamos transformações de impacto em ecossistemas complexos, analisando cada particularidade sem soluções de prateleira. Você imagina. Nós criamos! Somos catalisadores de saltos de ideias para ampliar a potência das pessoas e do negócio.



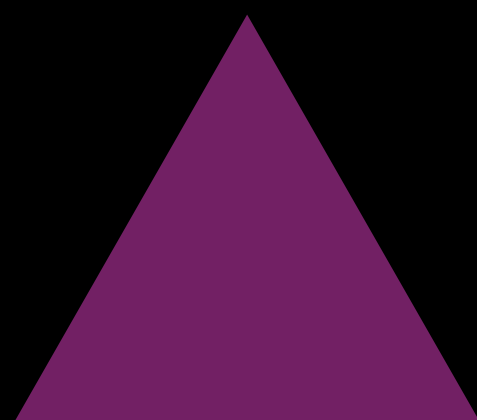


PALETA DE CORES

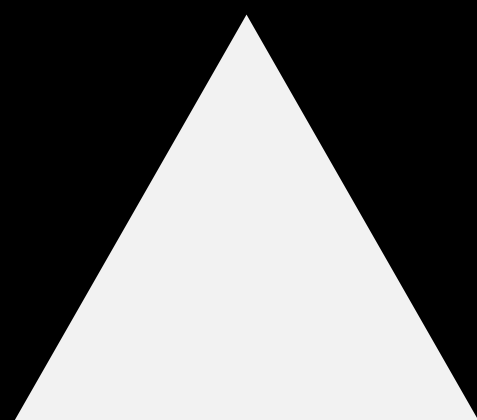
PALETA(S) DE CORES



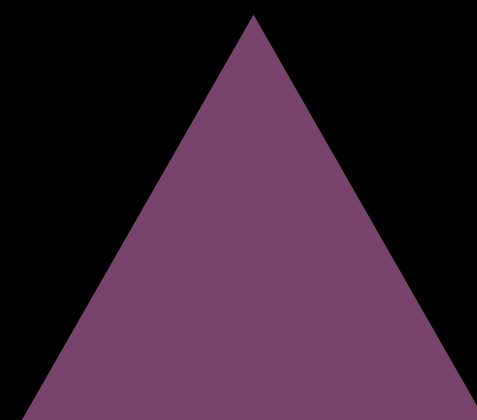
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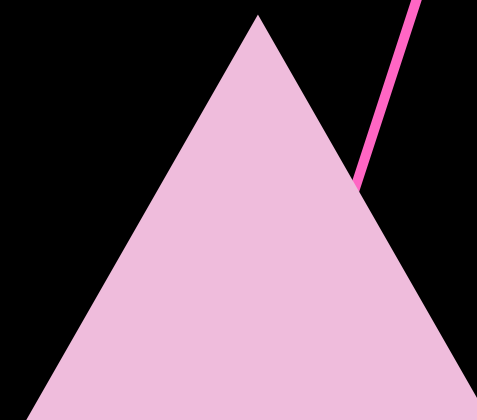
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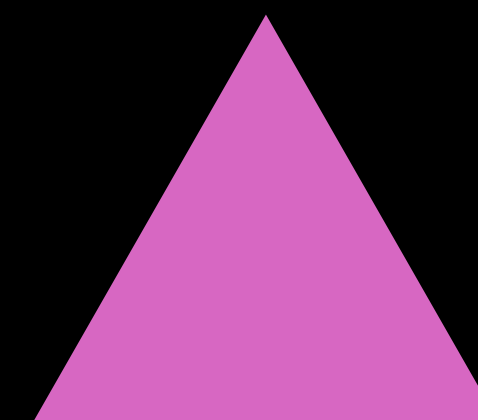
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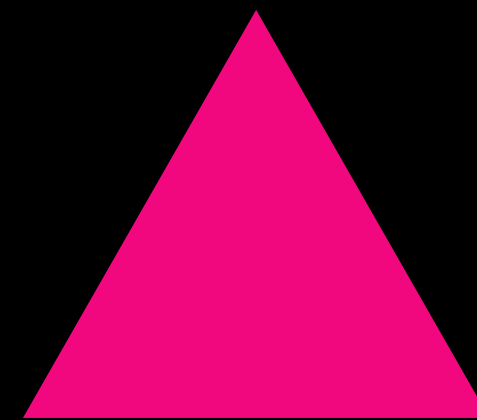
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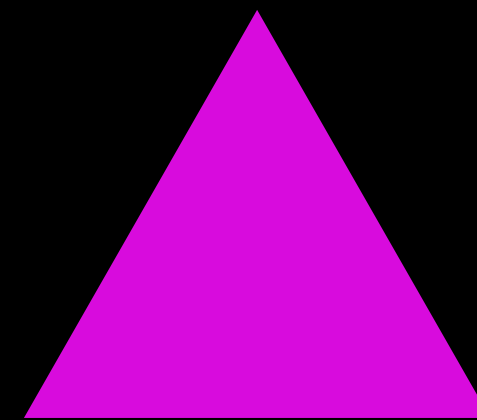
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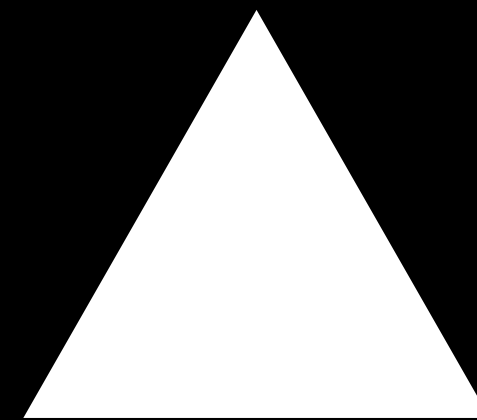
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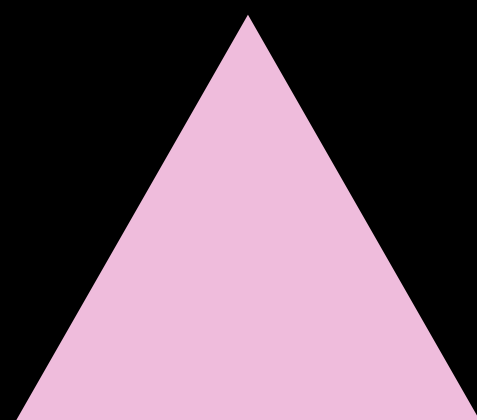
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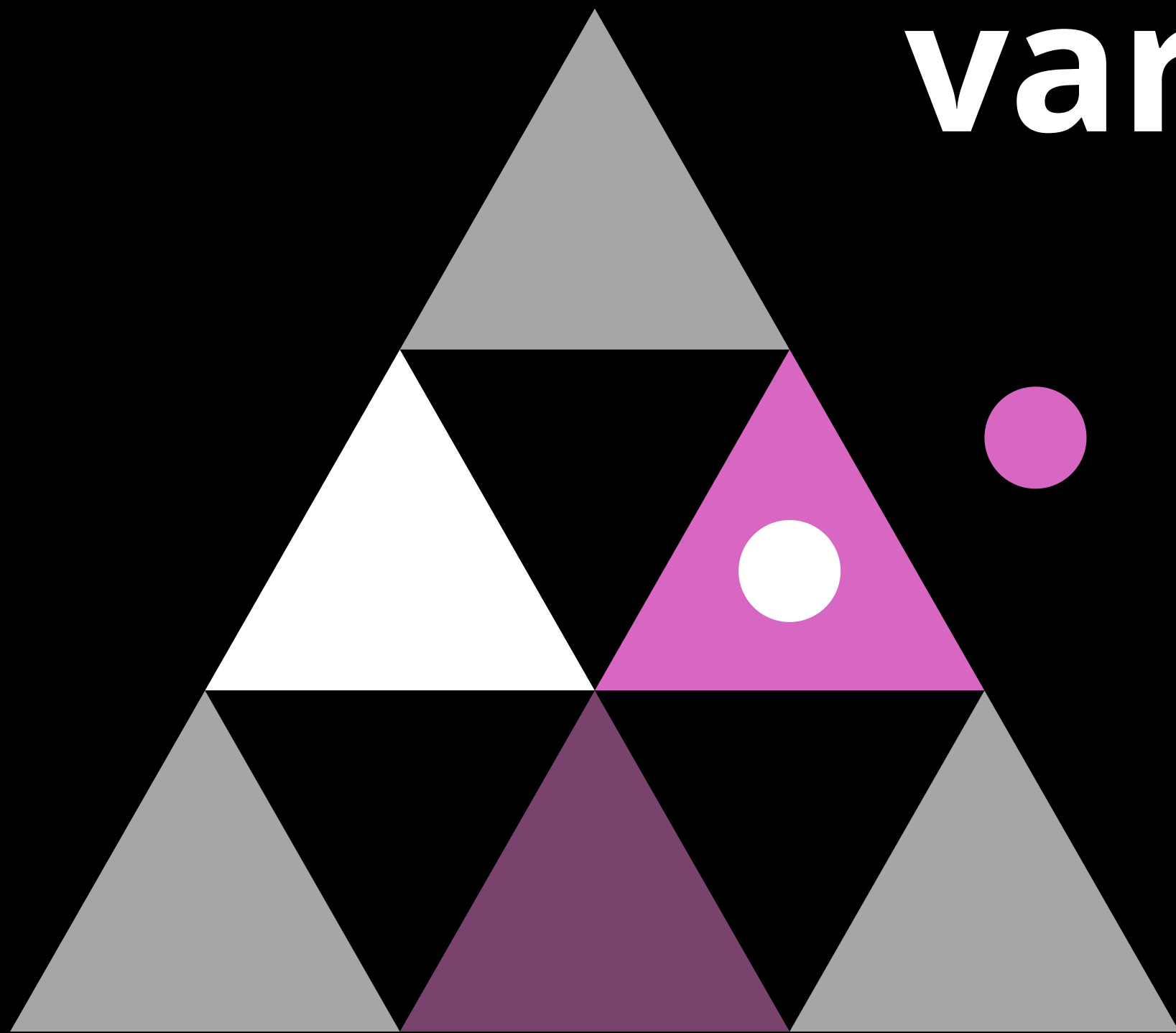


#FFFFFF

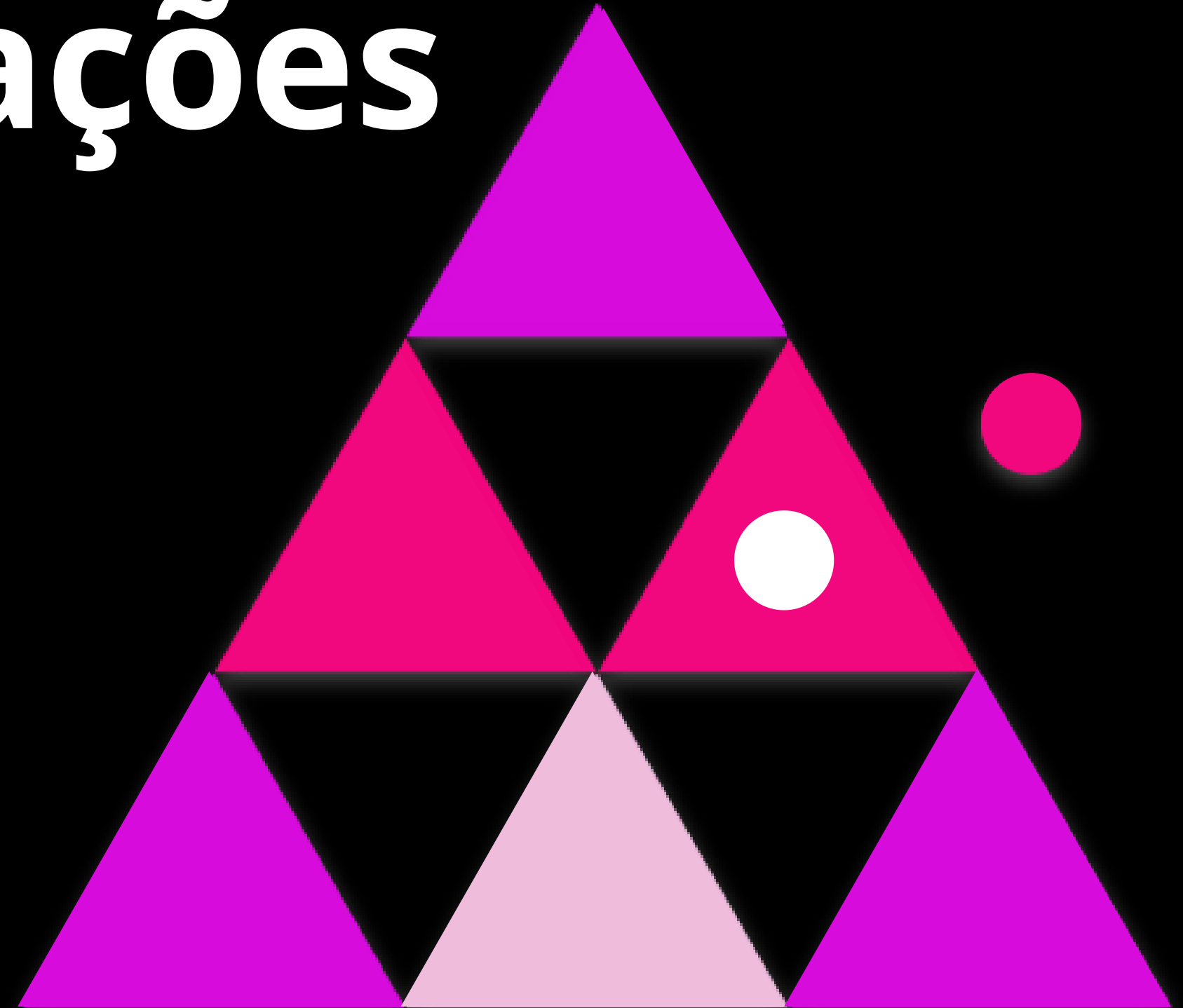


#EFBCDC

variações

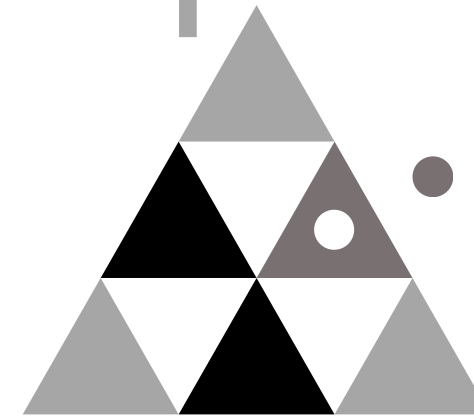


trabalho

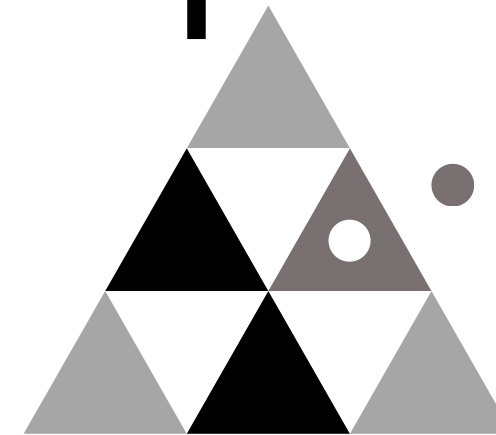


educação

trampolinean



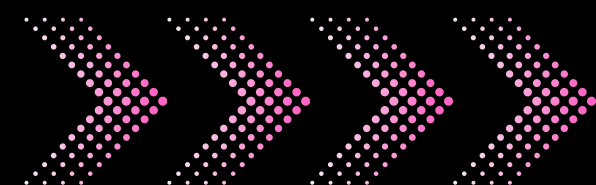
trampolinean



Bouncing Ball
CanvaOriginals



TIPOGRAFIA



Open Sans

baixar em

Google Fonts


Museomoderno
light

baixar em


Google Fonts



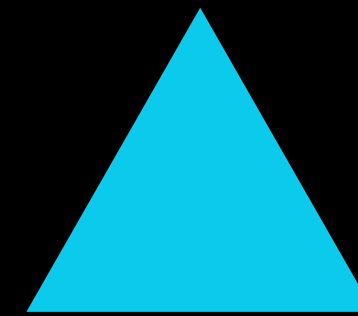
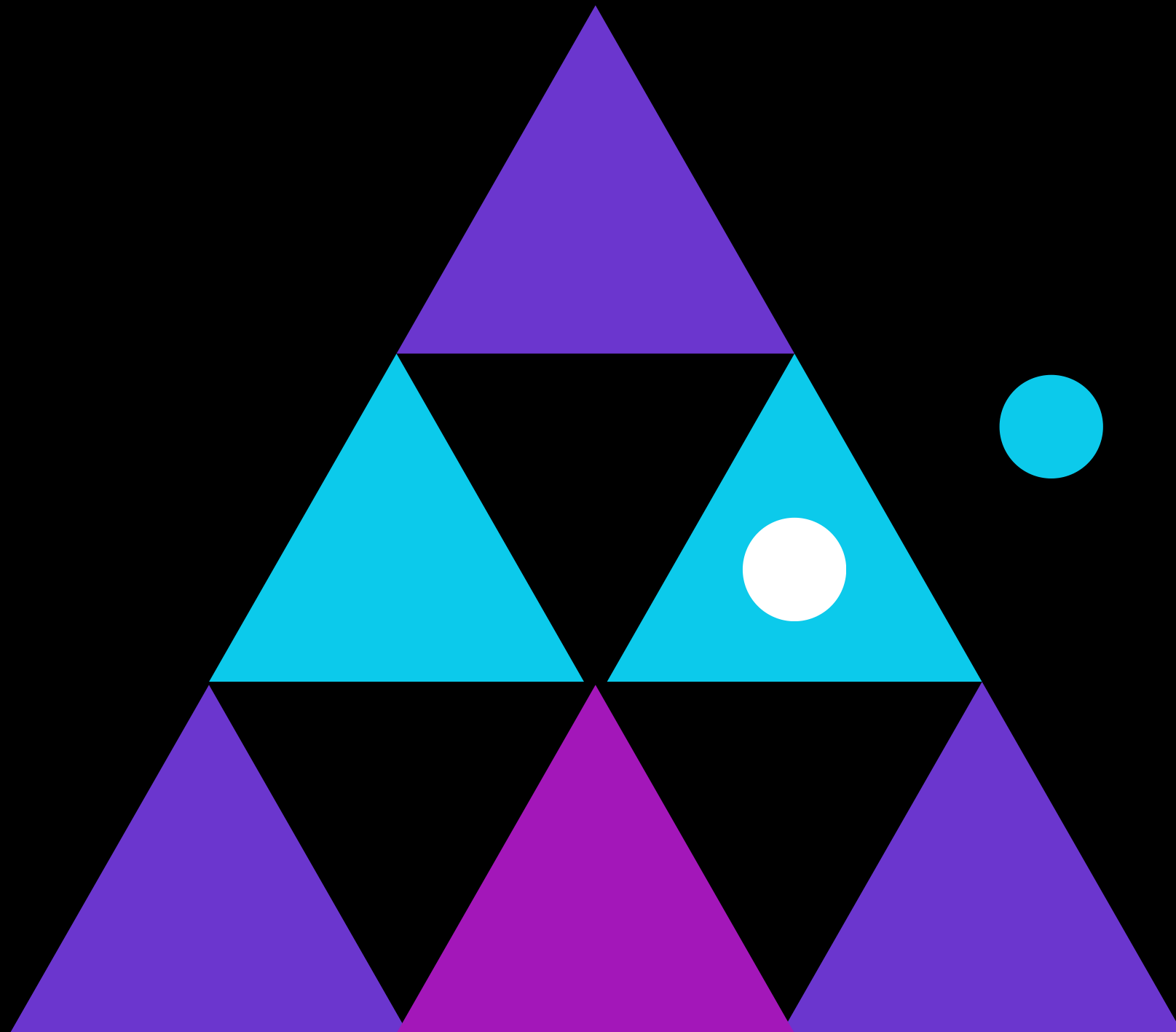
IA
GENERATIVA



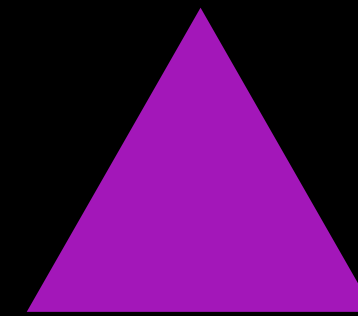
a trampolean está se tornando um verdadeiro hub de consultorias de inovação em diferentes setores da economia.

The image features a black background with several overlapping, semi-transparent purple geometric shapes on the left side. These shapes include triangles and quadrilaterals of various sizes and orientations, creating a layered, abstract composition. The text is positioned to the right of these shapes.

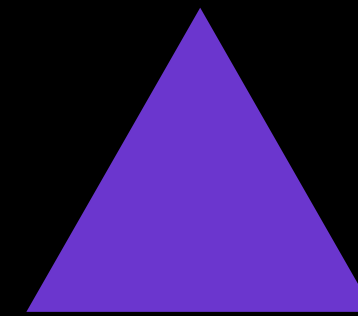
desta forma, cada vertical se
apresenta em uma cor, mantendo a
forma da logo



#0CCAEB



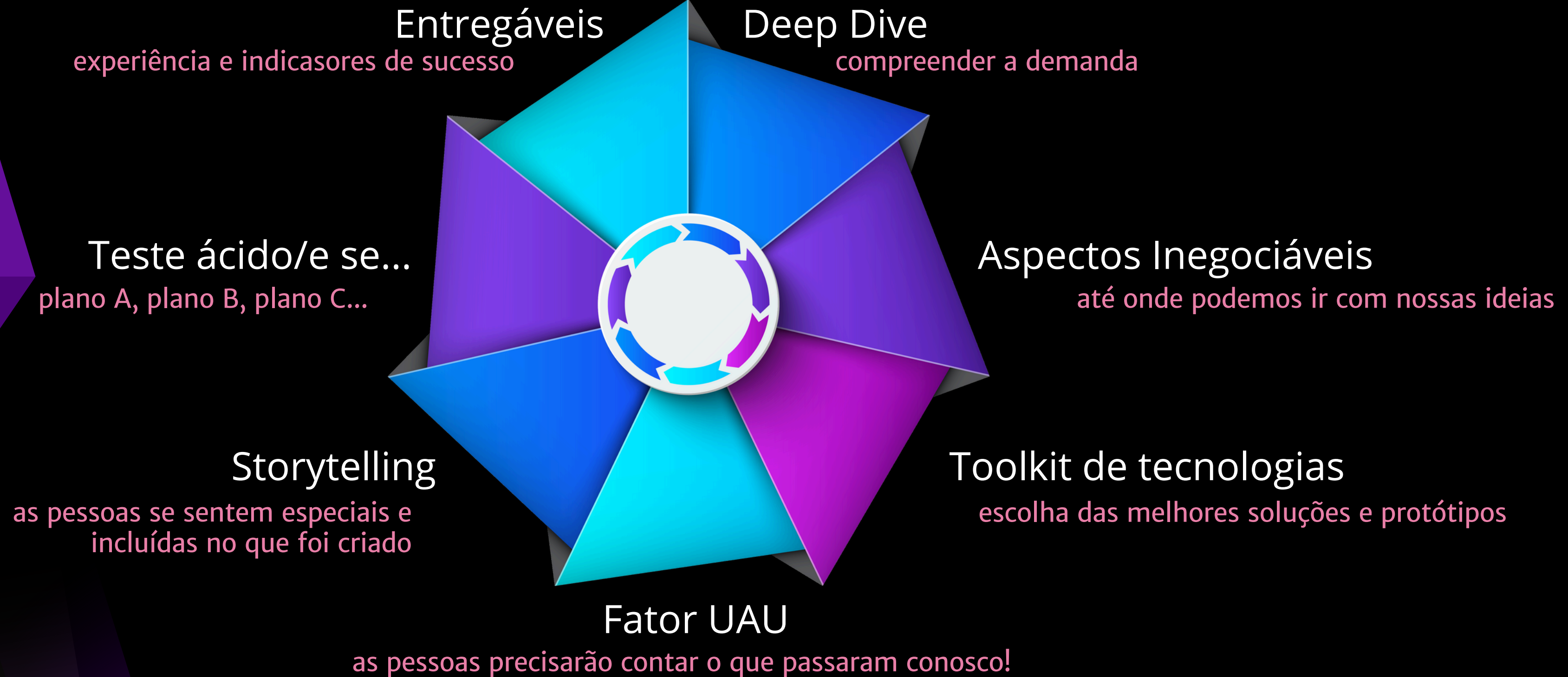
#640F9A



#6B36CE

ia generativa

NOSSA METODOLOGIA



PROJETOS PARCEIROS

