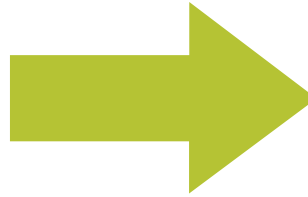




Identity Ideals



Meaning
Sustainability
Vision **Differentiation** *Value*
Commitment
Authenticity

Corporate Identity is the visual and verbal expression of a company. Identity supports, expresses, communicates, synthesizes and visualizes the brand. Regardless the nature of a company, there are certain ideals that characterize the best Corporate Identities. The Identity for this company was designed to be: *Memorable Recognizable Specific and Universal.*

Research Analysis



Visual research: Sugar-related companies around the world. Observation of common shapes, motifs, fonts and color. Learn the visual language of the sugar industry and how it is applied to the marks.



Organic shapes and agricultural motifs tend to be predominant.

Common Colors: Black, Green, Yellow, Blue, Orange, Brown.