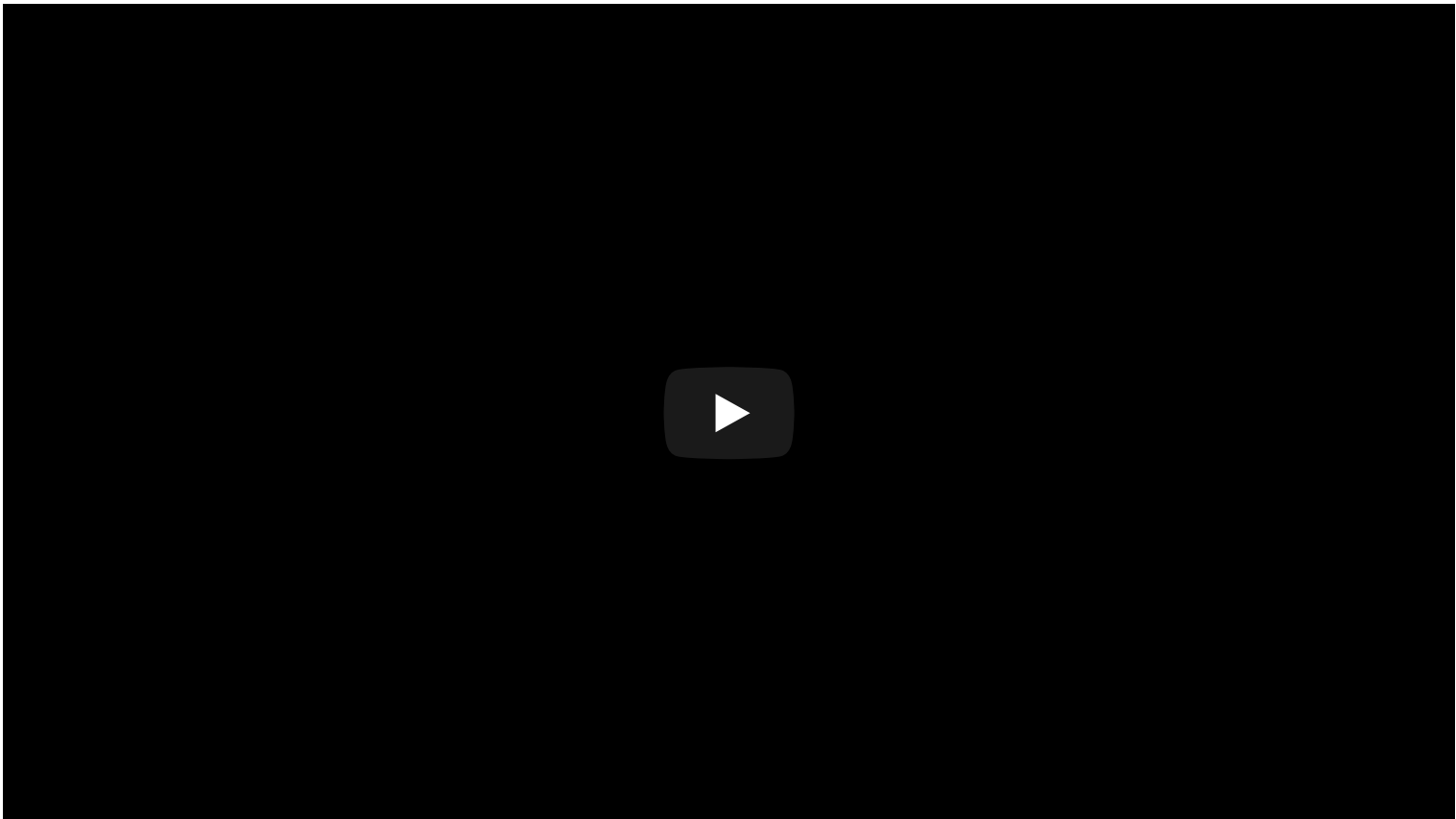




Rio Carnaval
Multiple Owners ▾



PT

**REVERBERAR PRO BRASIL E PRO MUNDO
A MAGIA CRIATIVA QUE SE ESPALHA NO CARNAVAL.**



Selminha Sorriso, Milton Cunha e tantos outros que nos inspiram. A nova marca Rio Carnaval representa a comunidade do samba. A força coletiva, a energia contagiante, a capacidade de transformar o ordinário em extraordinário. A bandeira representa a alma das escolas de samba. E sua evolução na avenida, nas mãos da porta bandeira, com movimentos fluidos e ritmados foi nossa grande inspiração.

EN

TO REVERBERATE TO BRASIL AND THE WORLD

THE CREATIVE MAGIC THAT SPREADS DURING CARNIVAL.

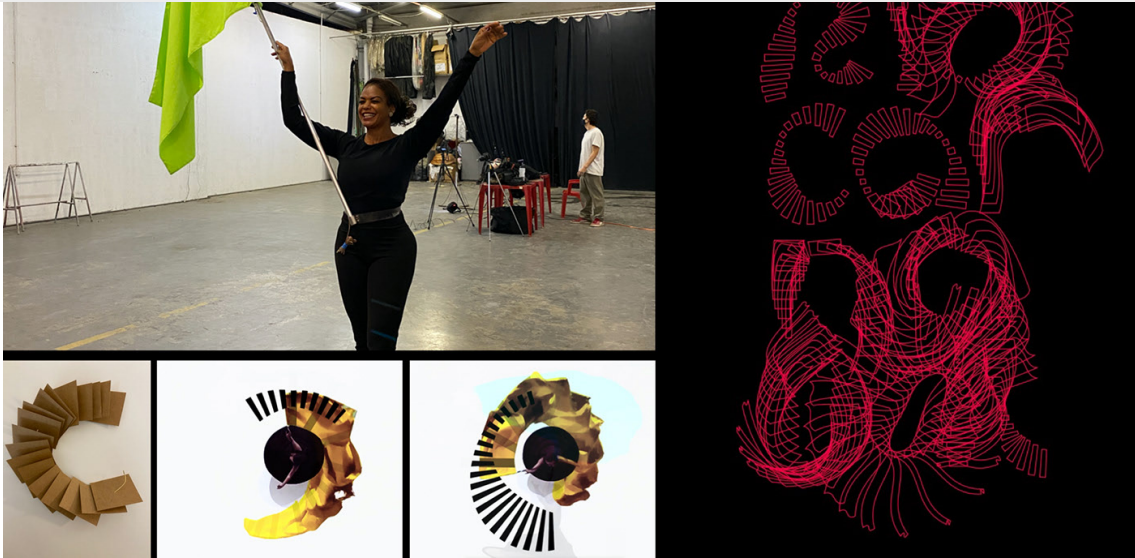
Over 7k people were involved. Professionals and lovers of Rio's Carnival, outstanding samba personalities that inspire us. The new Rio Carnaval brand represents samba's community. The power of the collective, the infectious energy, the ability to transform the ordinary in extraordinary. The flag represents the soul of the samba schools, and our great inspiration was its evolution on the avenue, in the hands of the flag bearer, with fluid and rhythmic movements.

**O símbolo maior do Carnaval:
A bandeira do samba**



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CARNAVAL RIO
CARNAVAL RIO
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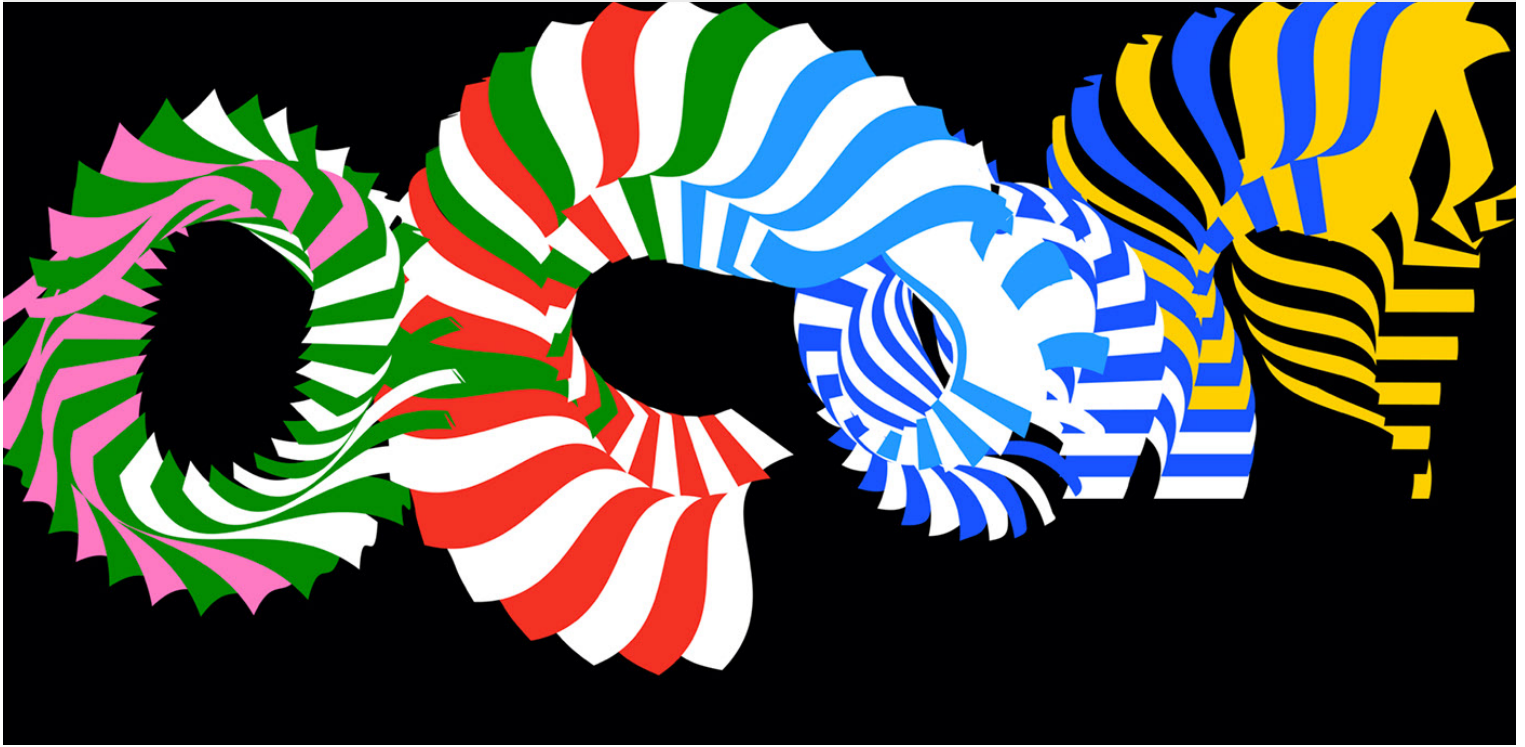
car
na
val
RIO

**Uma marca viva
feita para sambar.**



[Clique aqui para interagir com a marca](#)
[Click here to interact with the brand](#)

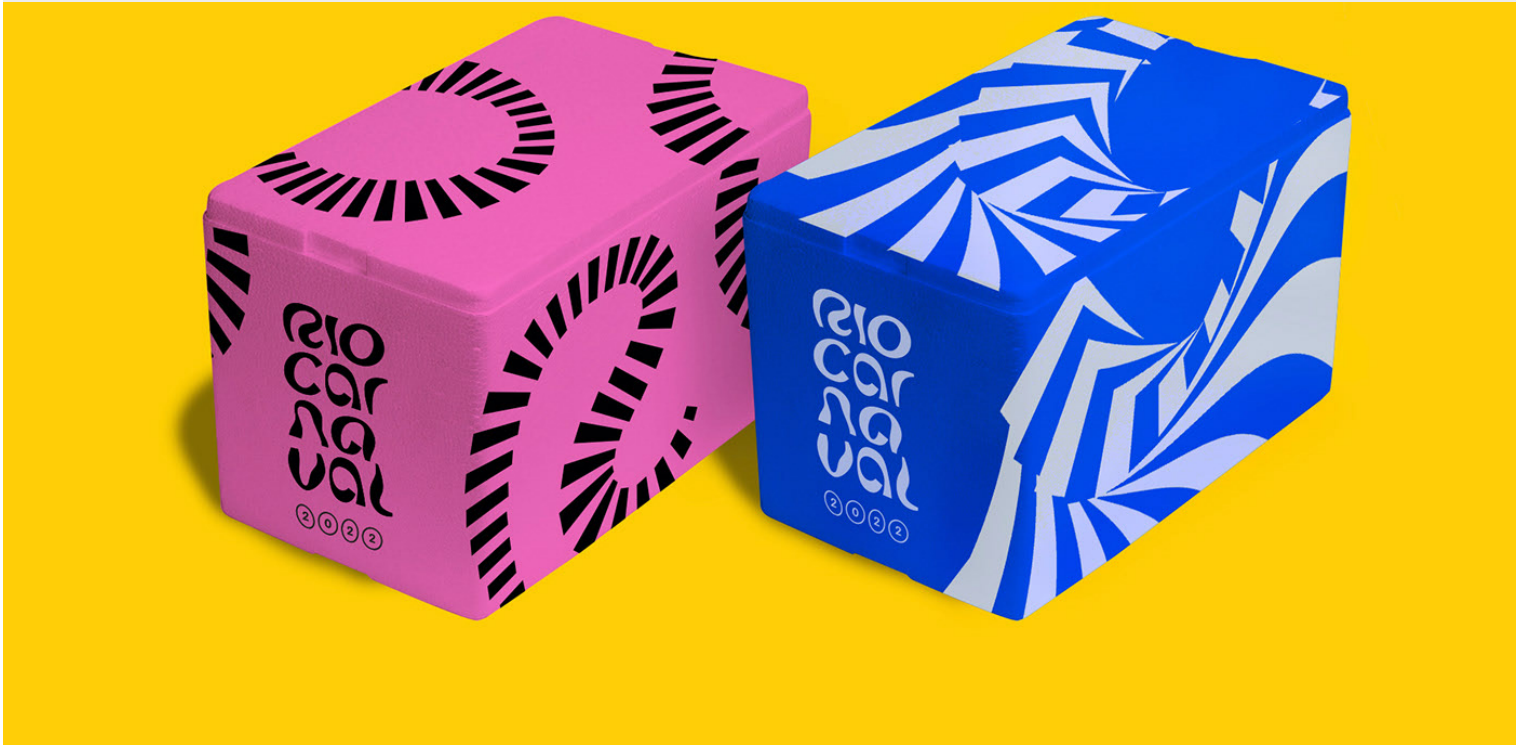
















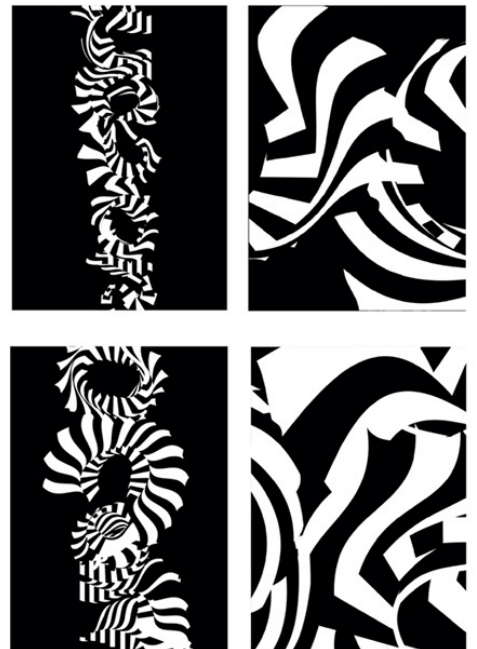
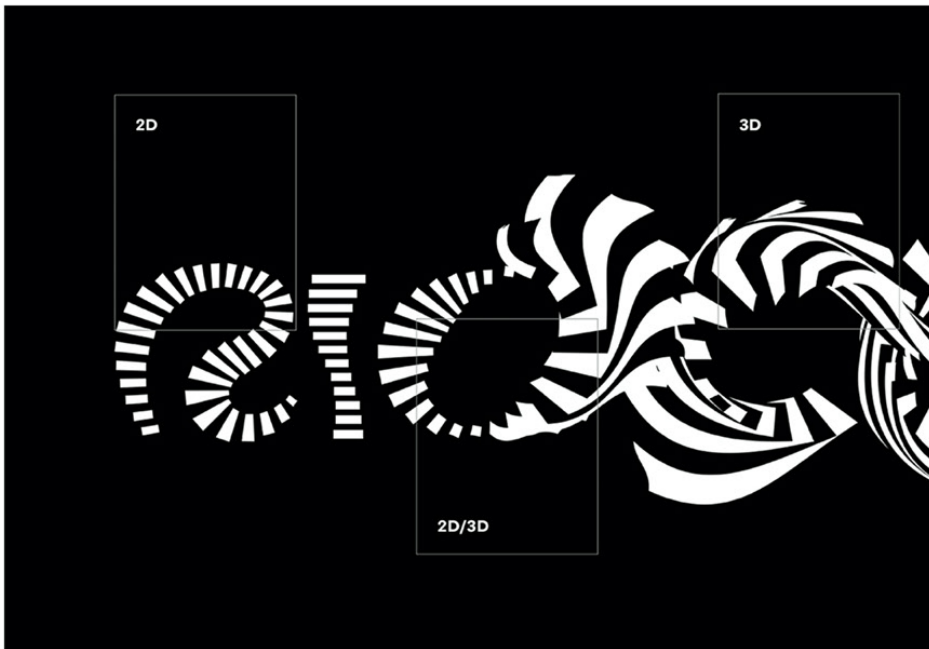
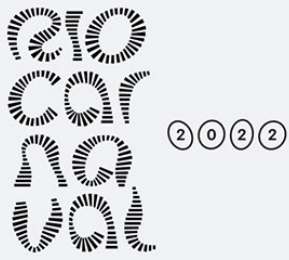




Uma marca expressiva e funcional.

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Uma marca que vira linguagem para representar todas as Escolas.

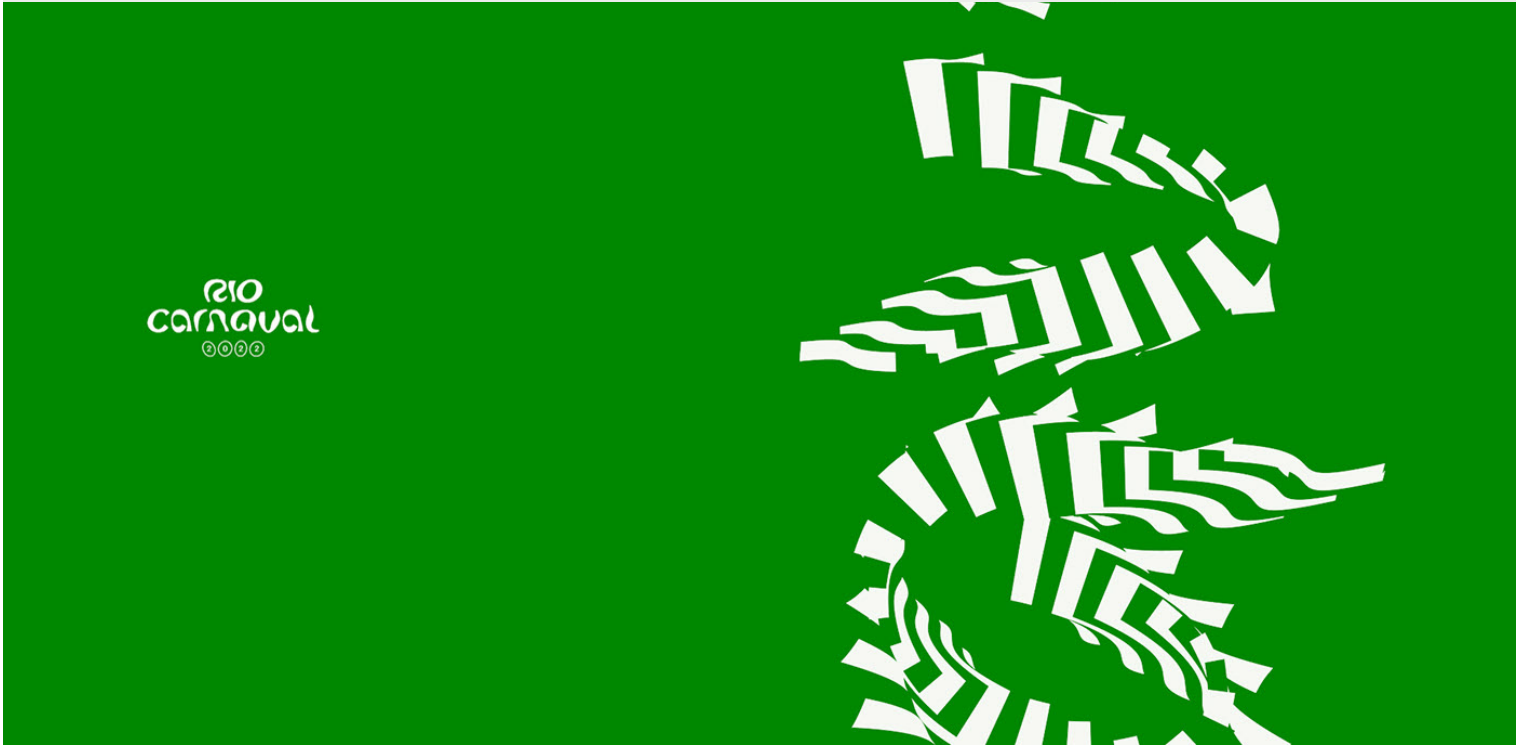
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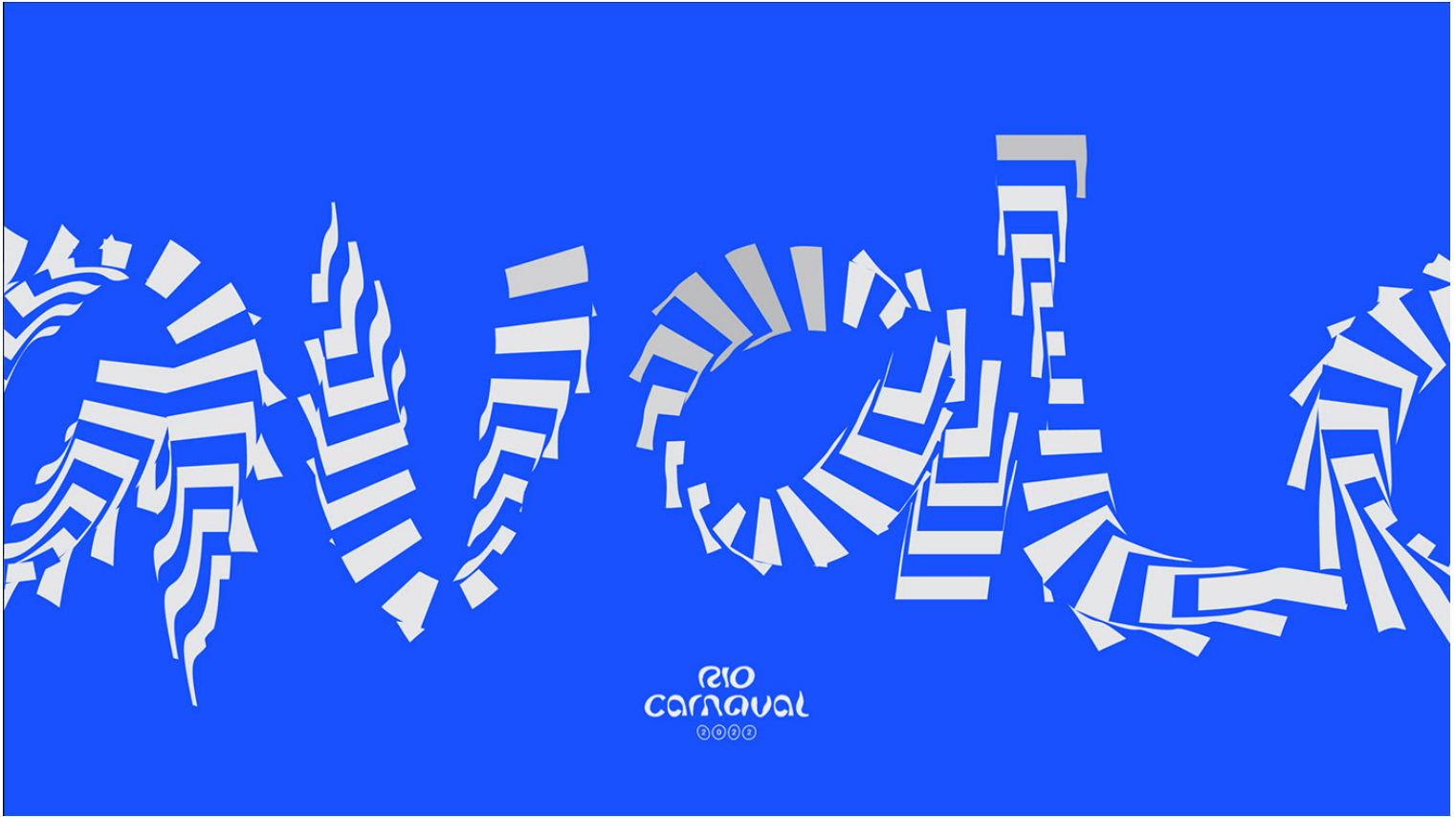
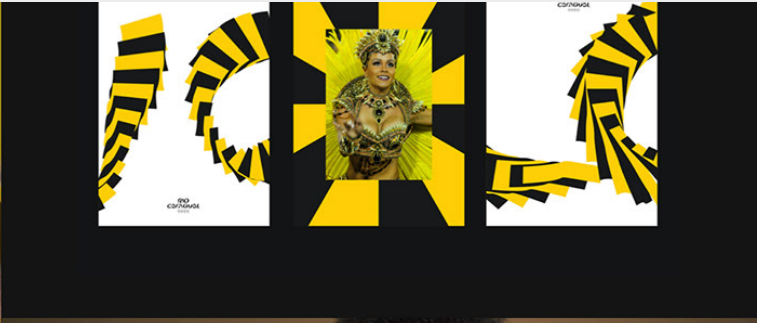














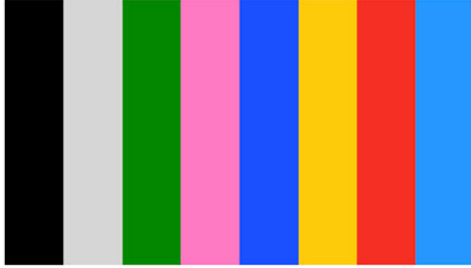


Um Carnaval inteiro feito com pouco ingredientes.

MARCA



CORES



FOTOS



FORMAS

ILUSTRAÇÃO

TIPOGRAFIA



VIRADOURO



VILA ISABEL



A background of red and white geometric shapes, including triangles and squares, arranged in a complex, star-like pattern.

SAL
GUEI
RO

GRA
NDE
RIO

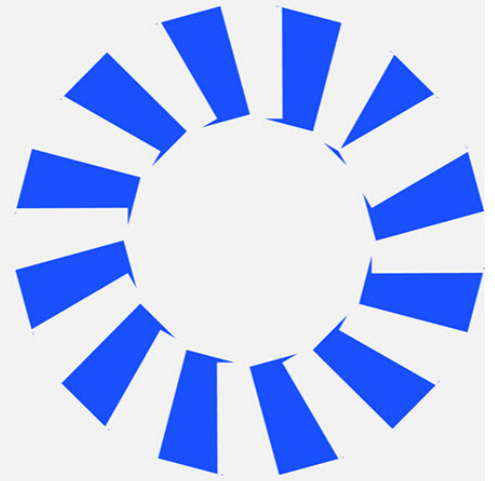
**SAO
CLE
MENTE**

**IMPE
RA
TRIZ**

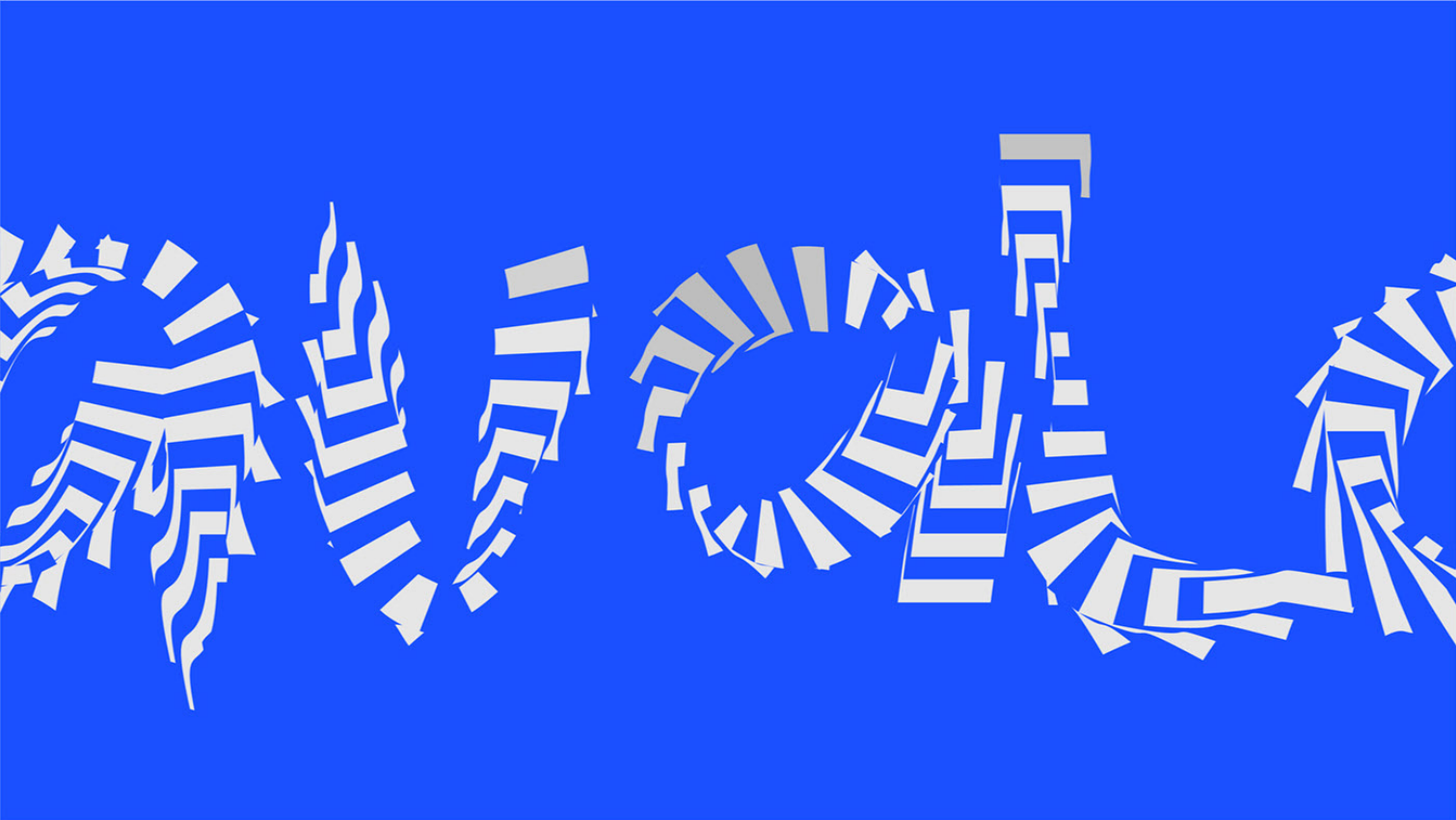
MOCIDADE

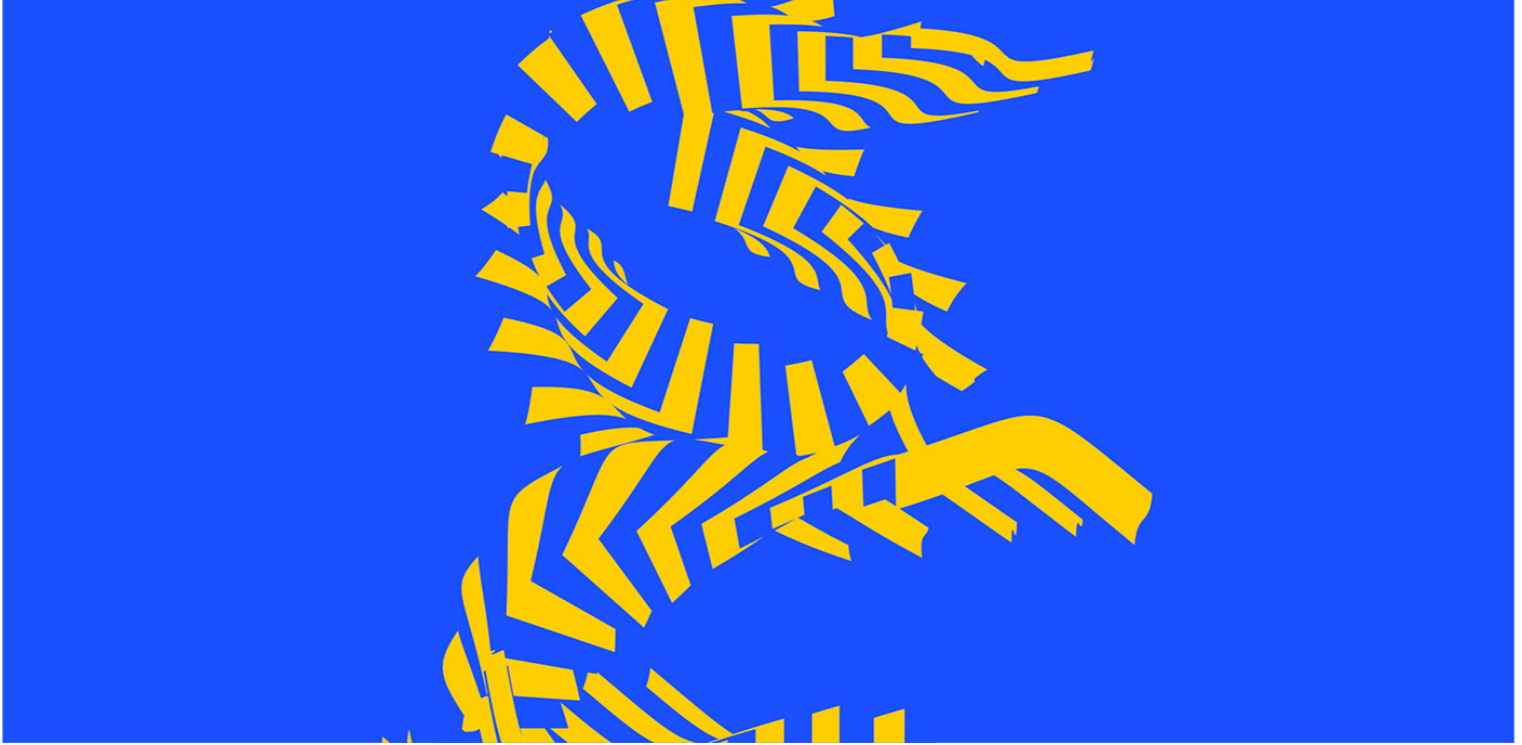


**BEIJA
FLOR**

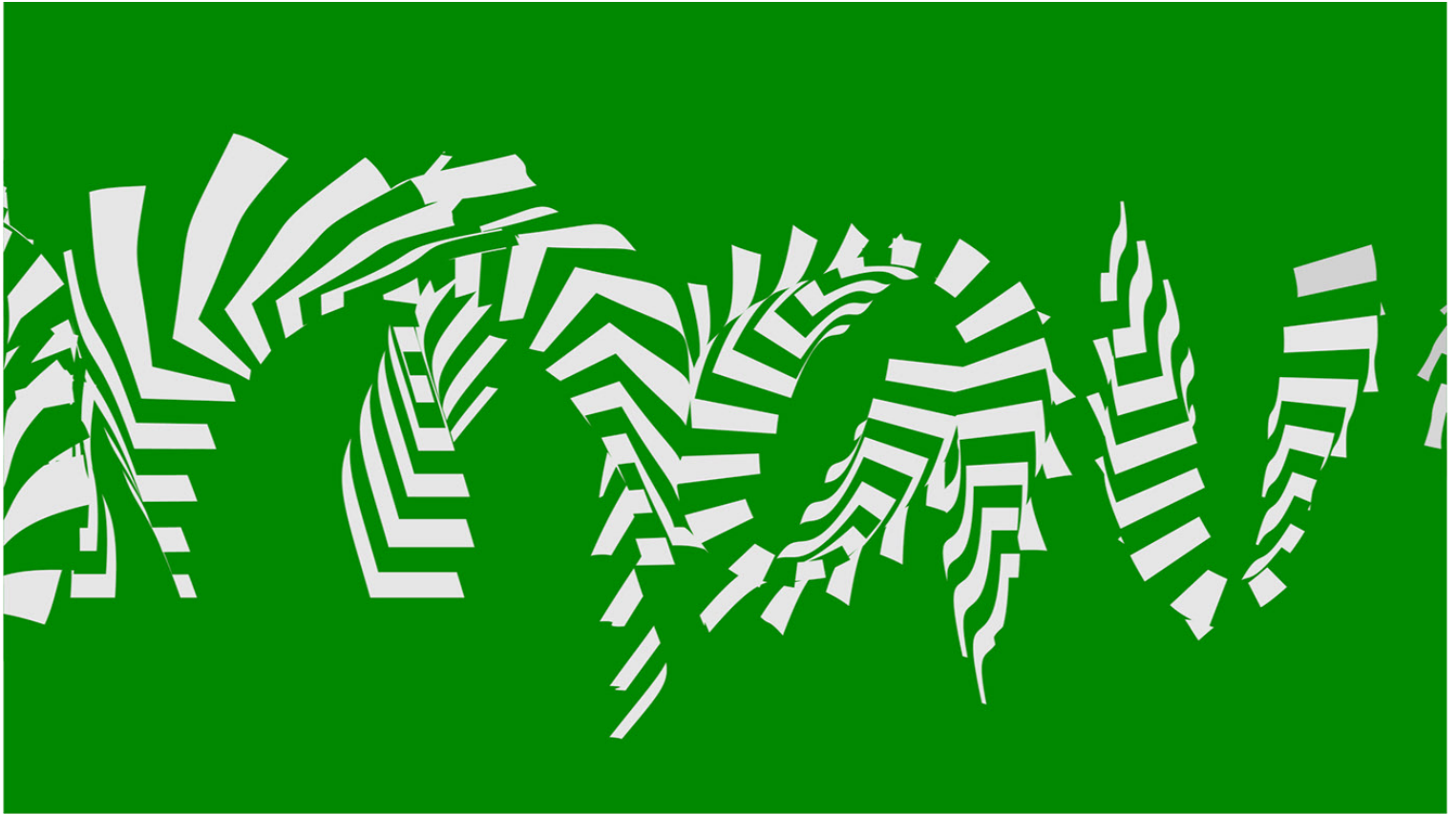


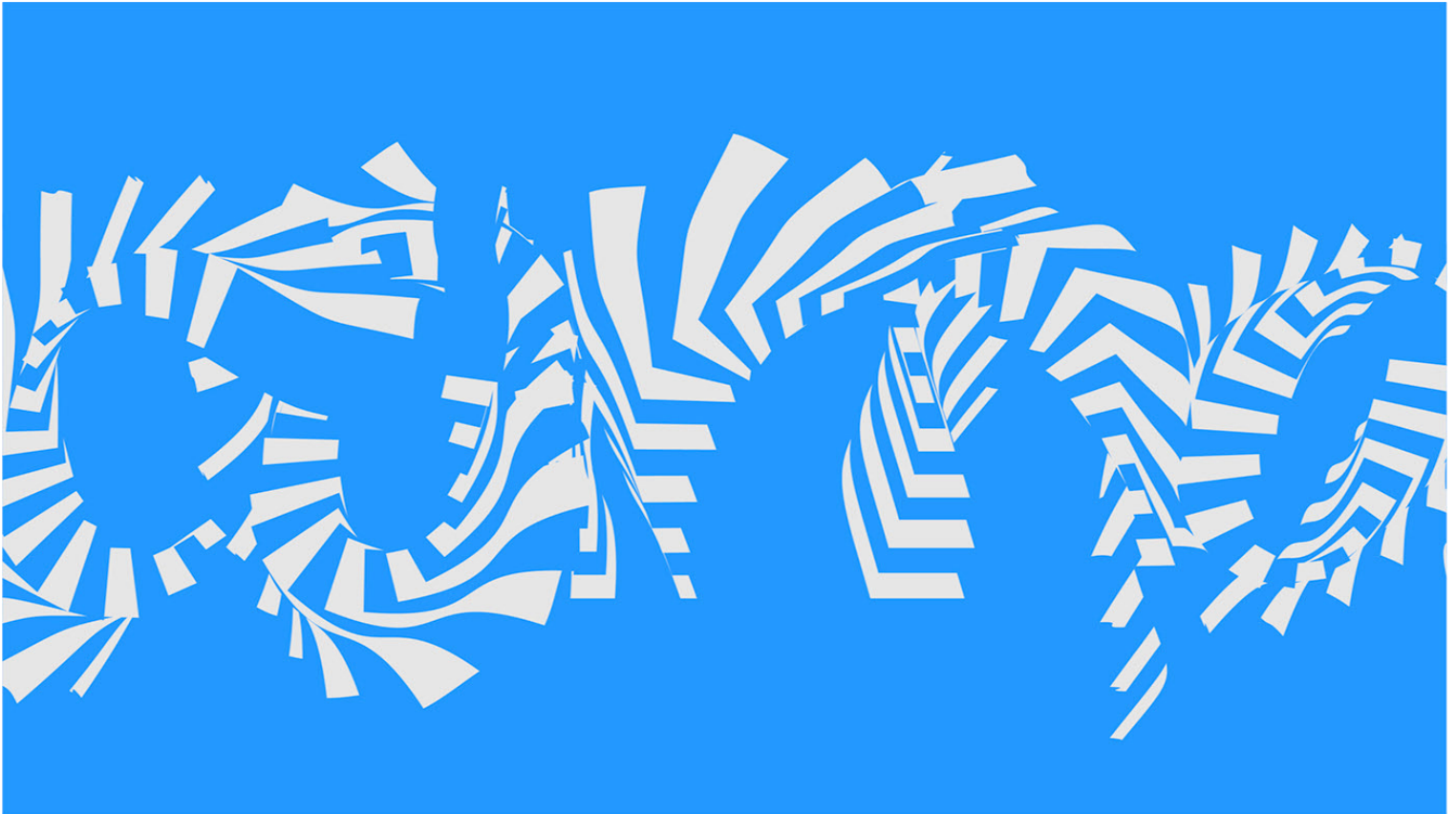








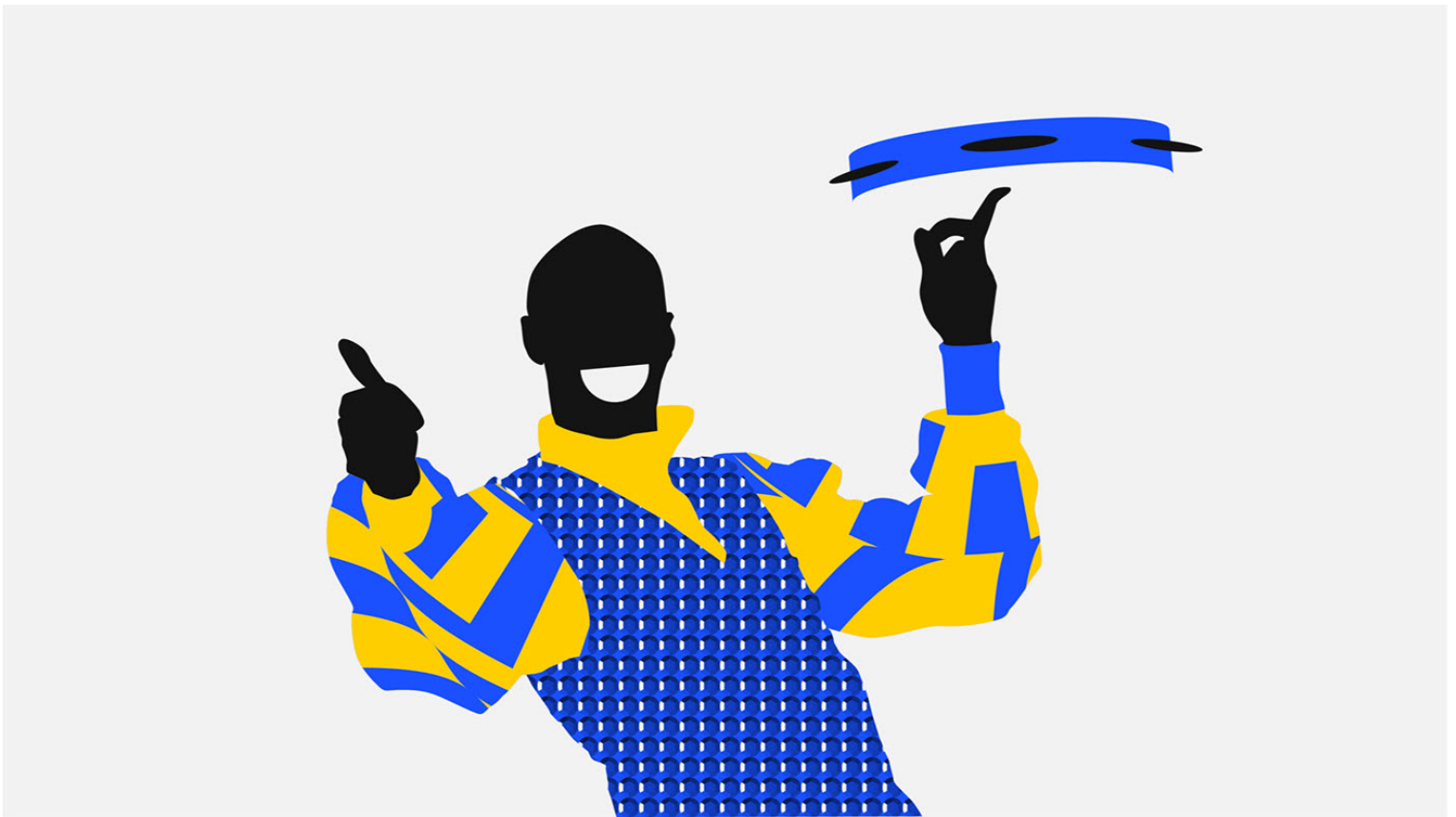










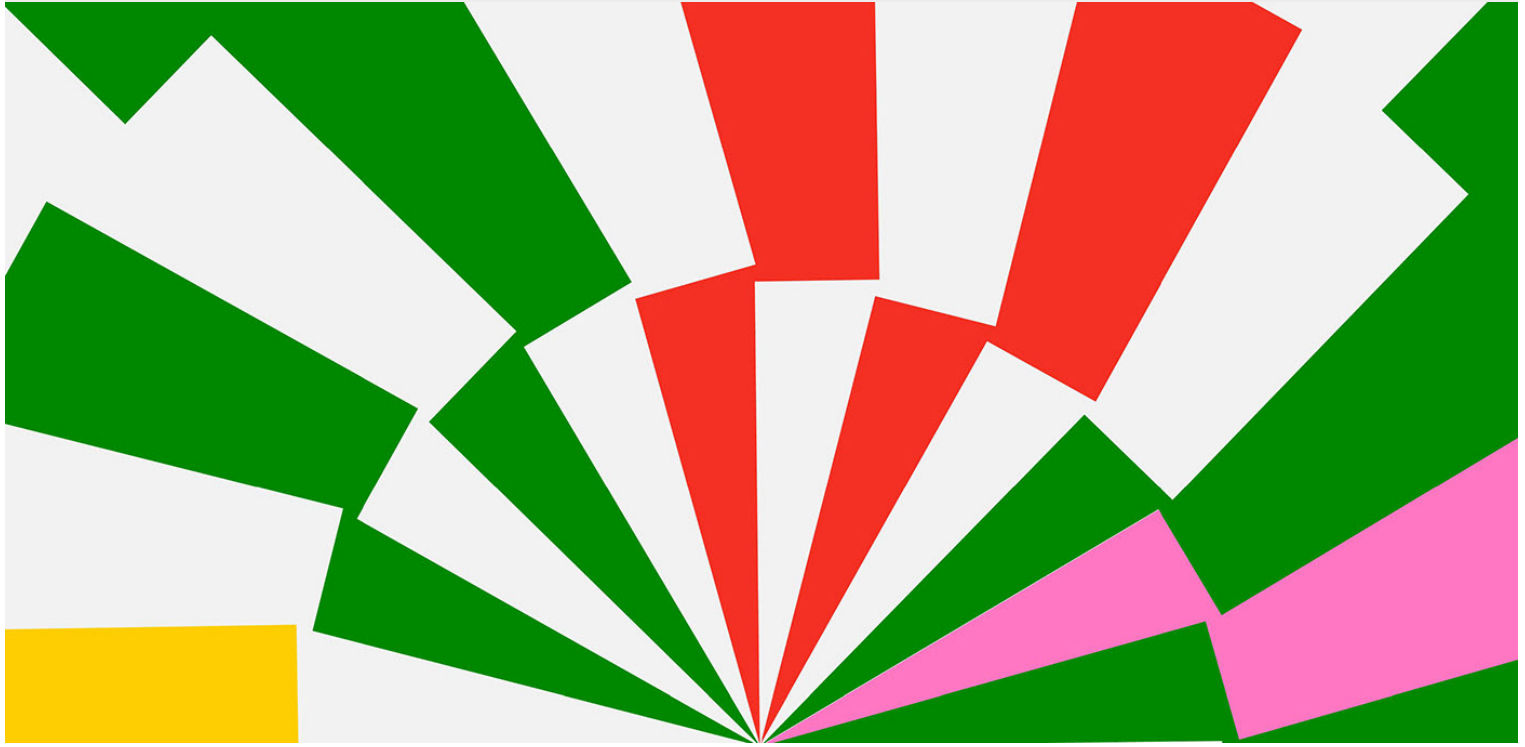








**O CARNAVAL
VENCEU
DE NOVO.**



QUINTA



POR TE LA



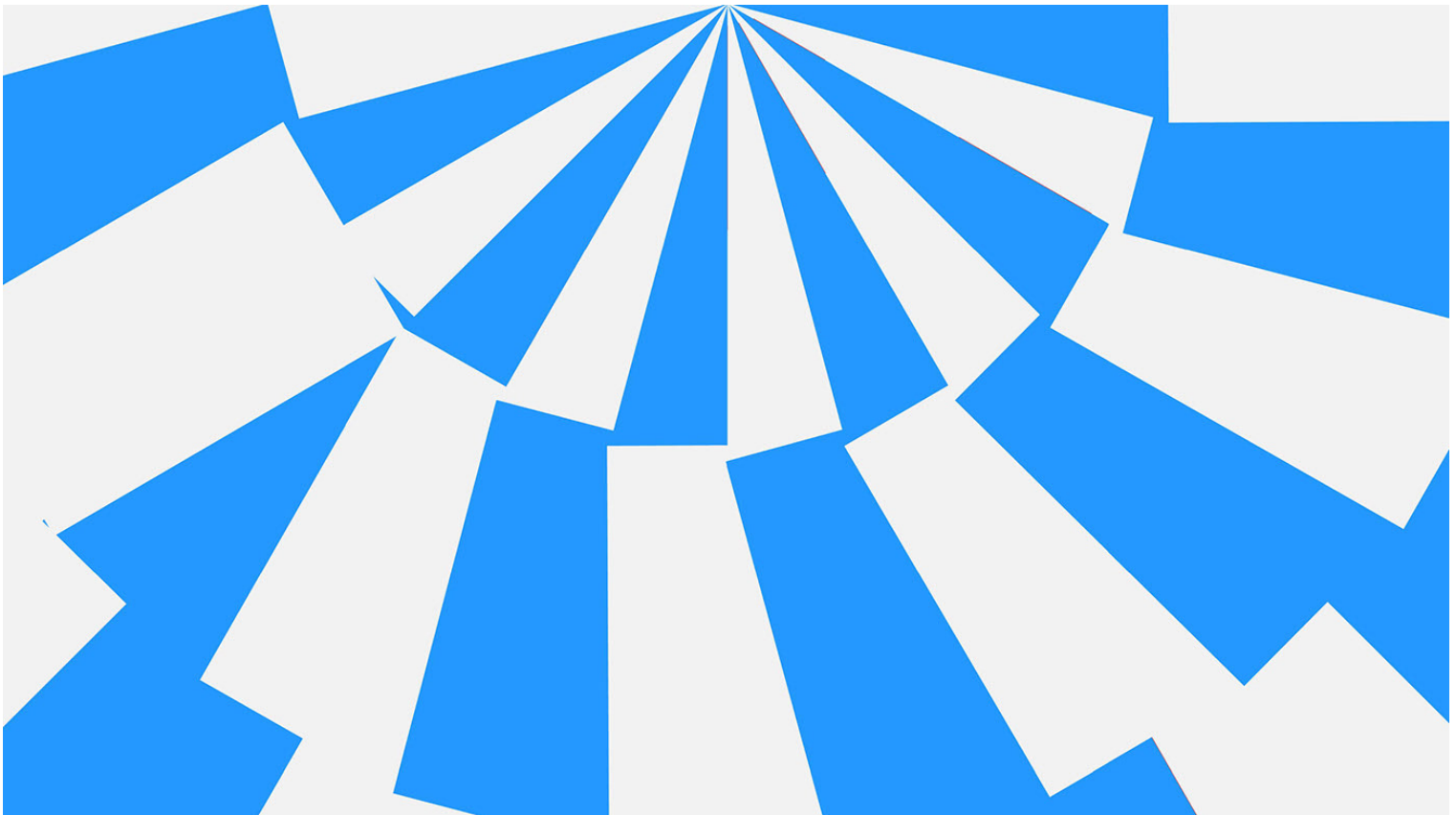
IGI OSÉ BAOBÁ









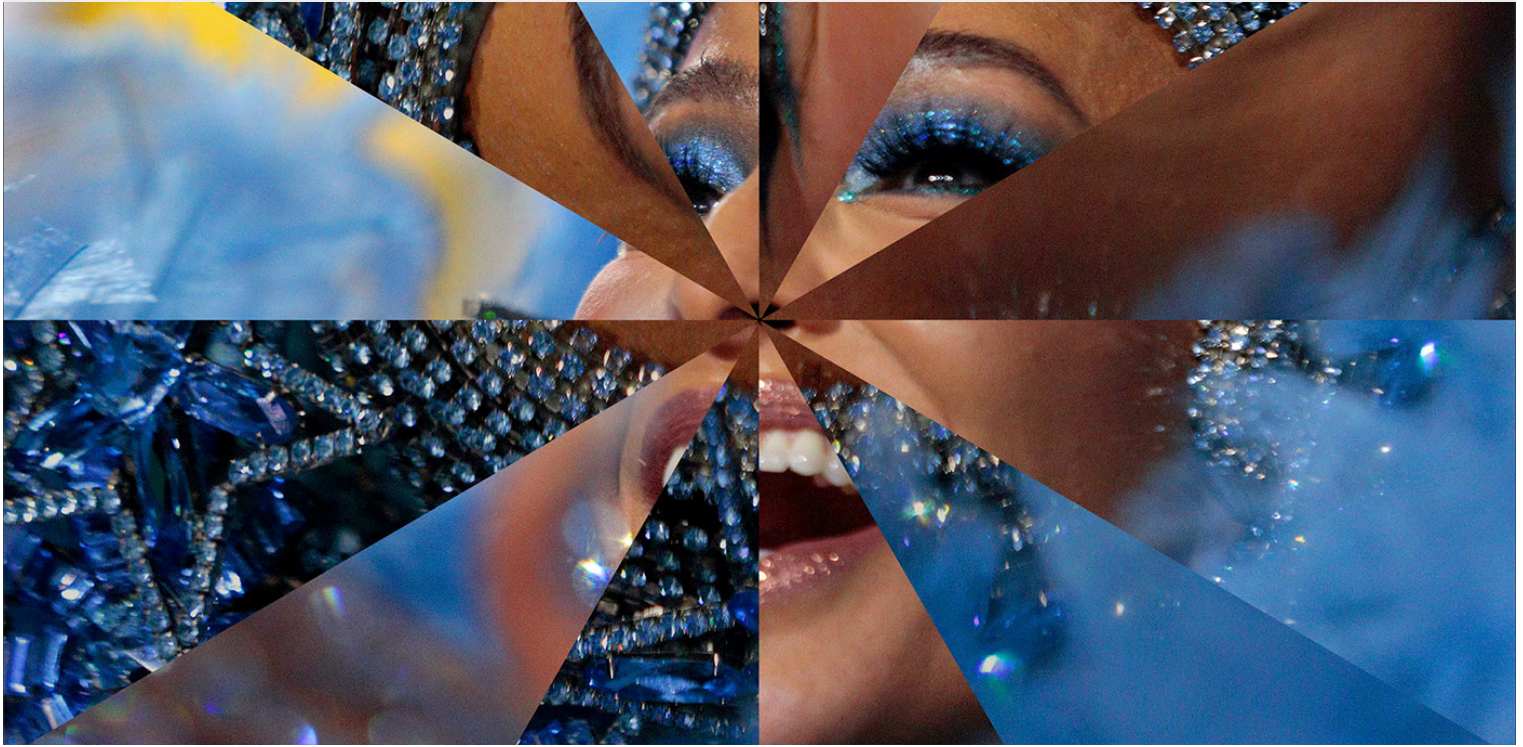




QUARTA



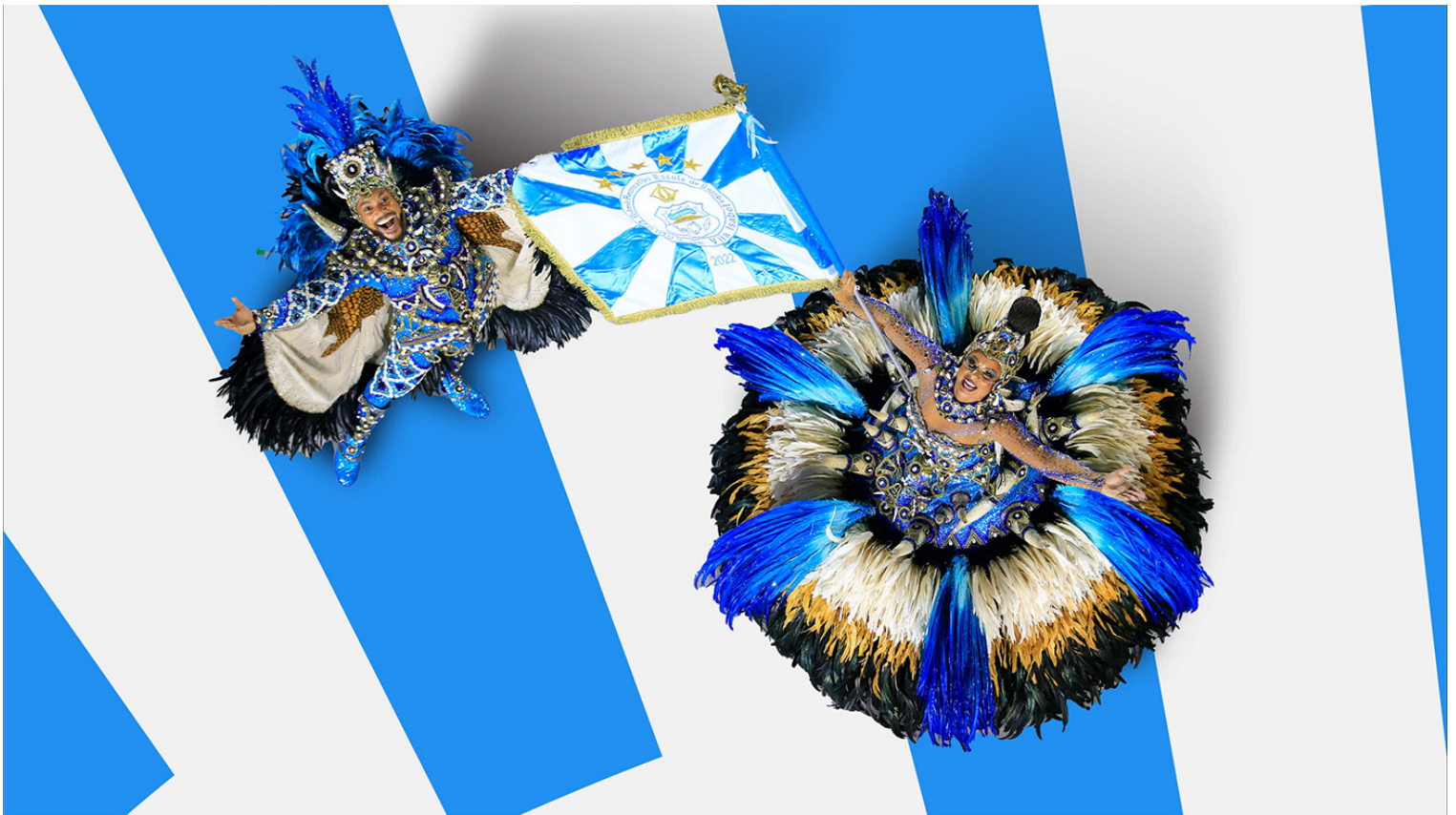
**VILA
ISA
BEL**



**CANTA
CANTA**

MINHA GENTE









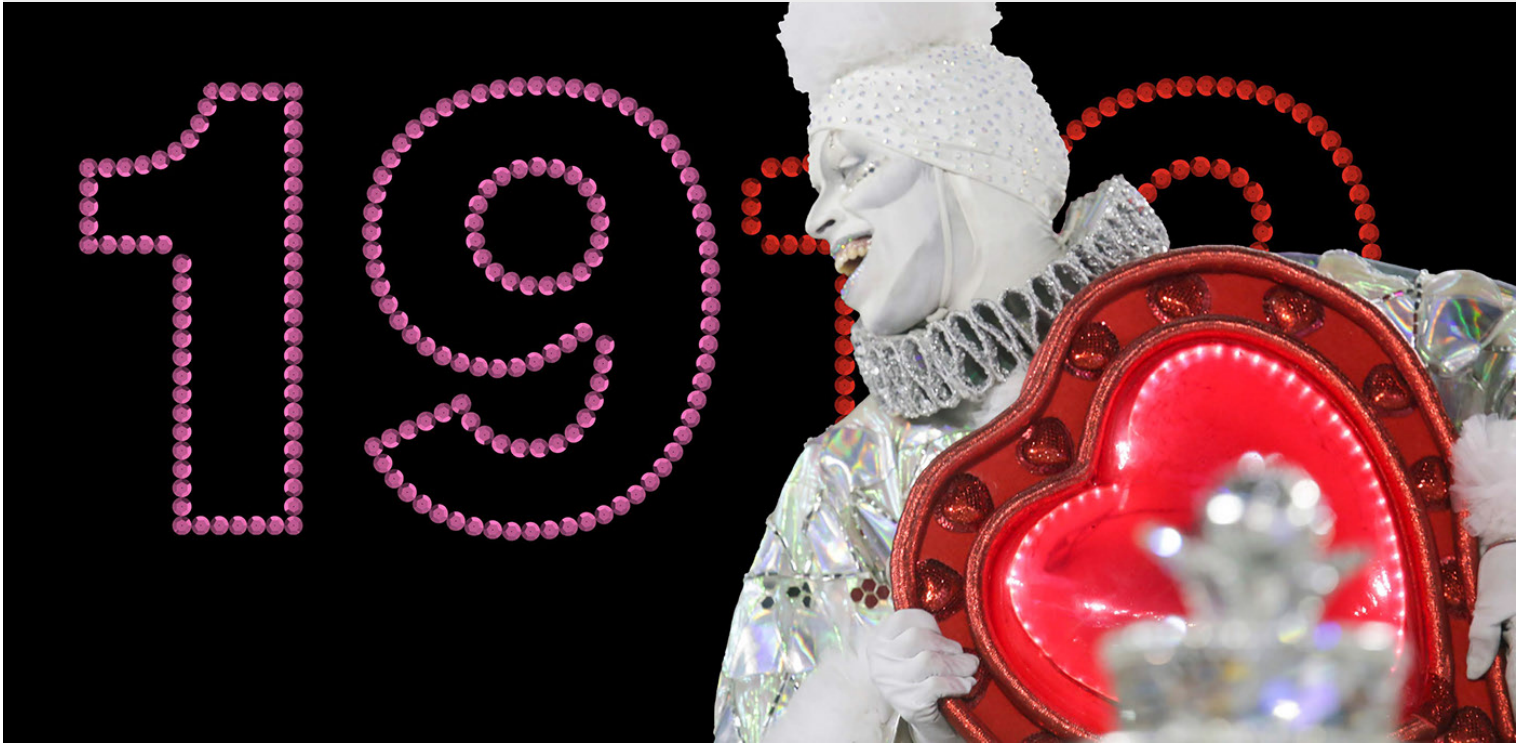


VIRA DOU RO



TRIS TEZA 1919

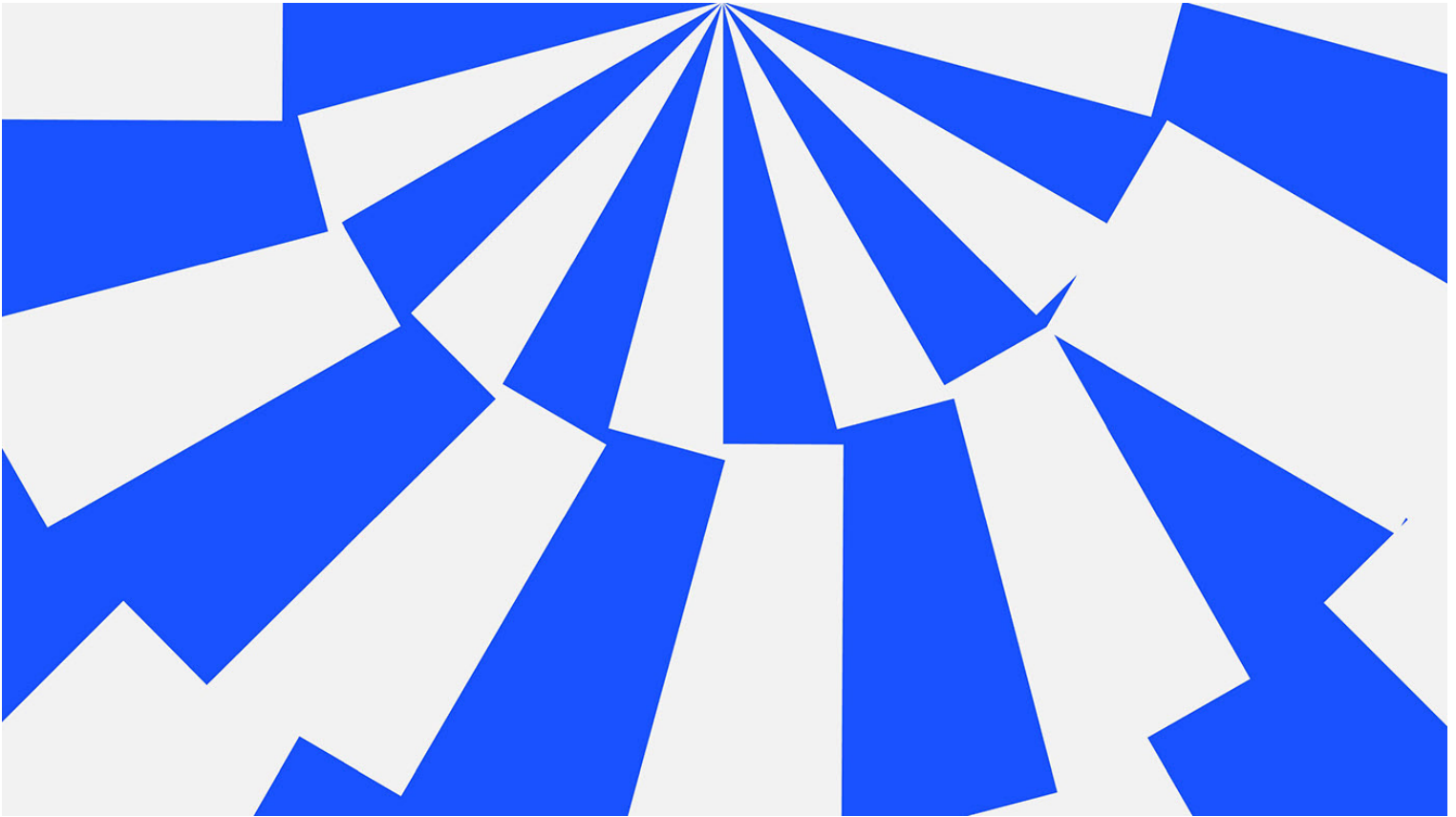


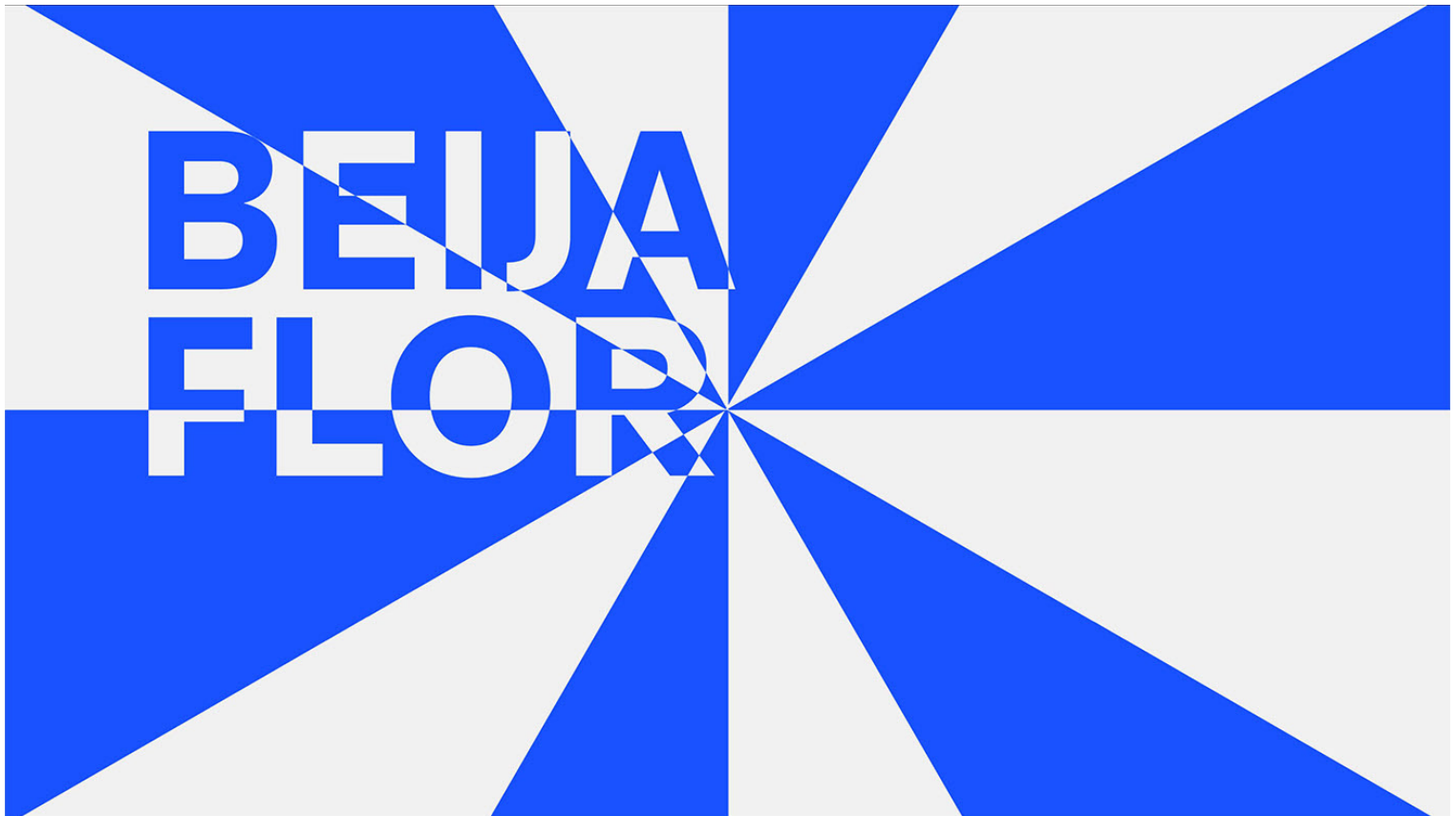


ALE
GRIA
1919











**EM
PRE
TECER**

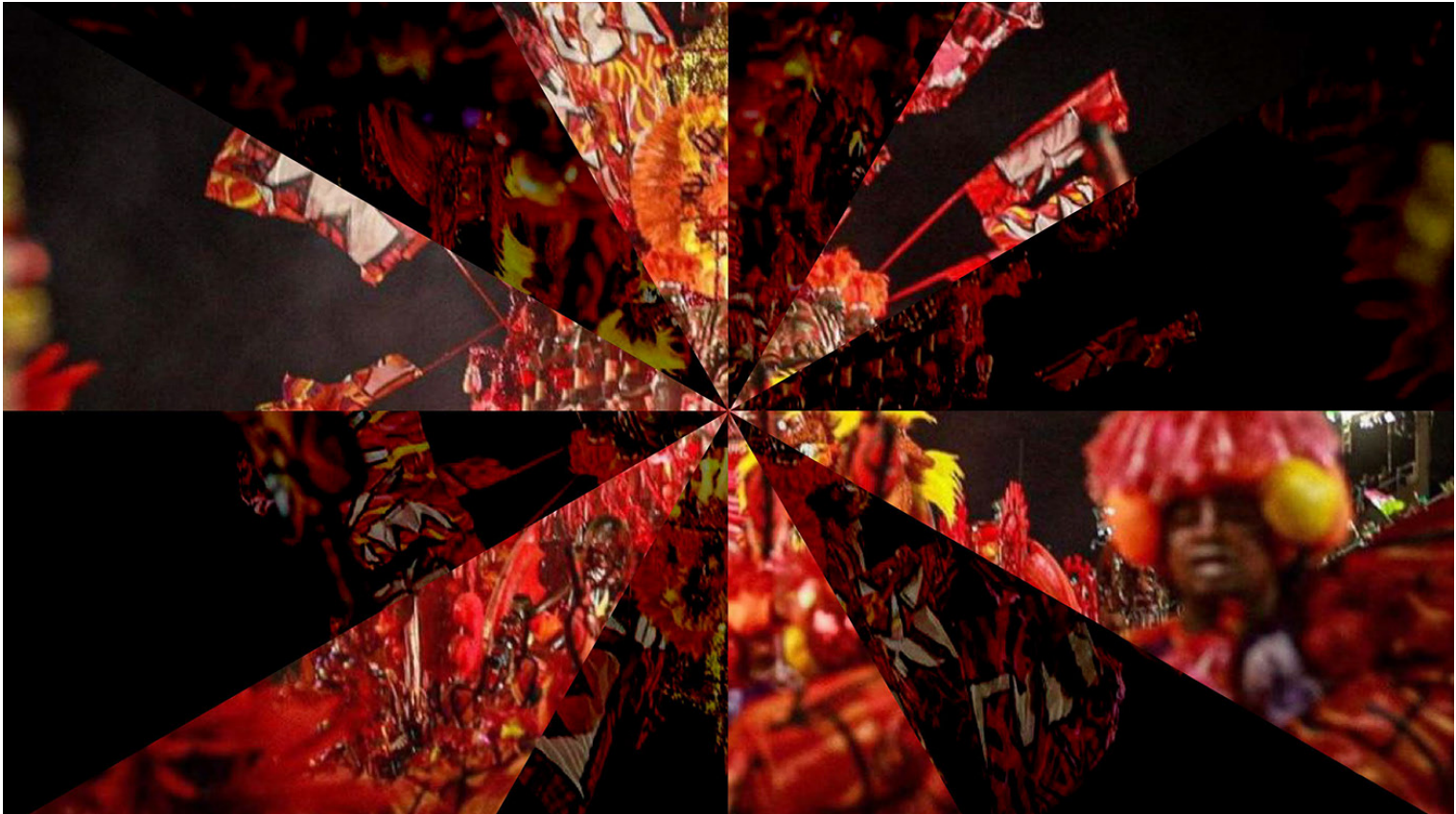




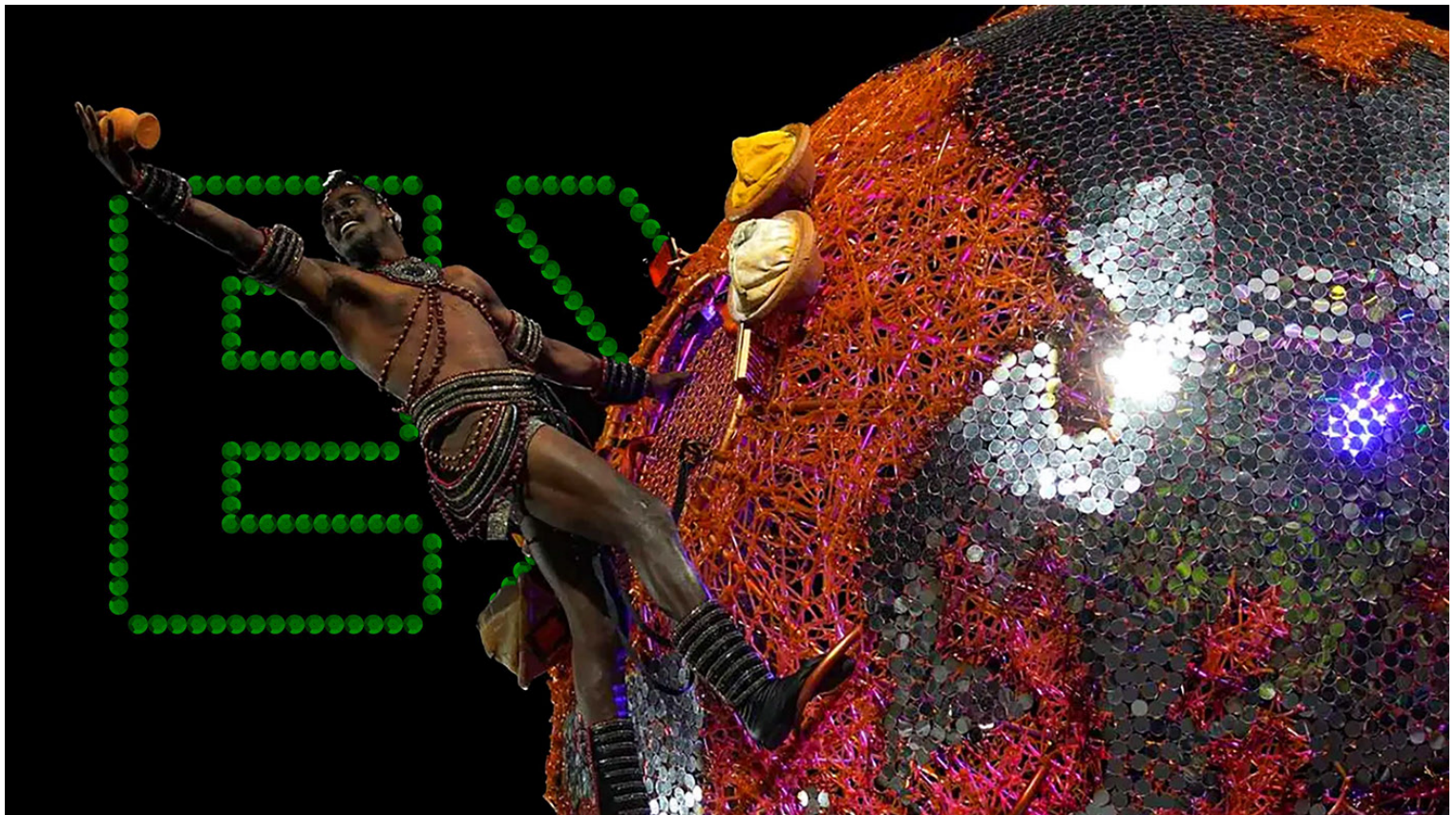








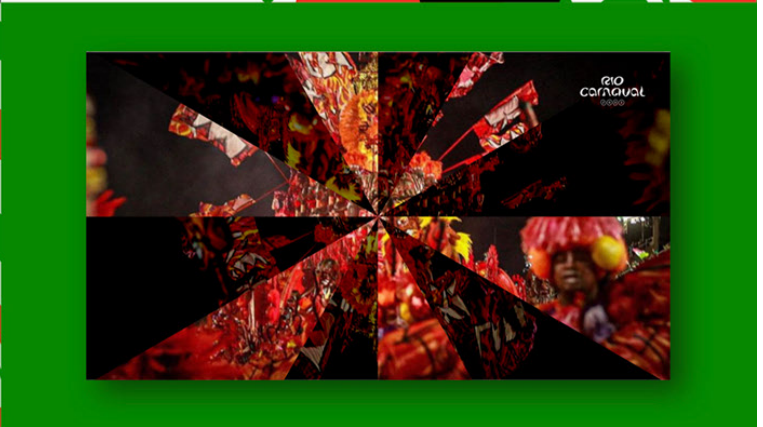
FALA MAJE TE











Rio Carnaval by Tátil

Cliente / Client --- **Liesa, Gabriel David**

Direção Criativa / Creative Direction --- **Alice Gelli, Fred Gelli e Ricardo Bezerra**

Julia Custodio, Stephanye Parraga, Livia Perdigão, Giovana Romano

Produção interna / Production --- **Newman Nascimento, Ana Mendes, Tania Belarmino,**

Poliana Castro, Emmanuel Zanoni

Executivo de negócios / Business executives --- **Bianca Cruz, Valentina Bahiense, Felipe Aguiar, Mariana Soccodato, Giovana Assaf**

Parceiros/ Partners --- **Eduardo Mattos, Cindy Richa, Plau Design, André Burnier, Frado, Rosana Riedel Carvalho, Marlus Araújo, André Rodrigues**



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Jackson Porto Alegre

7 days ago

Eu olho para esse projeto e penso: "Eu quero ser assim quando crescer" Projeto incrível, parabéns! :)



6 days ago

LINDO DEMAIS



It amarzão ®

9 days ago

Até hoje, não vi um projeto melhor que esse! Parabéns, vocês são os melhores!



Mariana Freesz

15 days ago

eu amei esse projeto desde a primeira vez que bati o olho!



Caner Aydın

a month ago

Nice project !



Andrea Minini

a month ago

huge, perfectly done and superb identity



Natalia Chukicheva

2 months ago

wow!very cool!



Gabriel Kerber

2 months ago

Ficou espetacular! fod*#



Guilherme Barros

2 months ago

Que projeto!

















- OCEANS & SHARKS -

2 months ago

so impressive 🙌

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Rio Carnaval

Rio Carnaval After two years the biggest show on Earth is back

👍 1.3k 👁 8.6k 💬 80

Published: April 28th 2022

TOOLS



CREATIVE FIELDS



- Brazil
- Carnaval
- Carnival
- Event
- processing
- rio
- Rlo Carnaval
- Rio de Janeiro
- Samba
- Show

