



CBF - Confederação Brasileira de Futebol

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As originais de Paulo 1958. Foto: CBF

NÃO SE TRATA DE MUDAR UM ESCUDO, SE TRATA DA PAIXÃO, HISTÓRIA E AFETO DO POVO BRASILEIRO.

Desafio: A imagem da CBF precisava ser revitalizada, em todos os sentidos. Além disso, sua Marca estava desconectada da sociedade e do seu público, especialmente de uma geração mais nova, que divide cada vez mais sua atenção com outros esportes e outras atividades. Era necessário um trabalho profundo e comprometido, com foco em reconquistar a confiança de seus stakeholders.

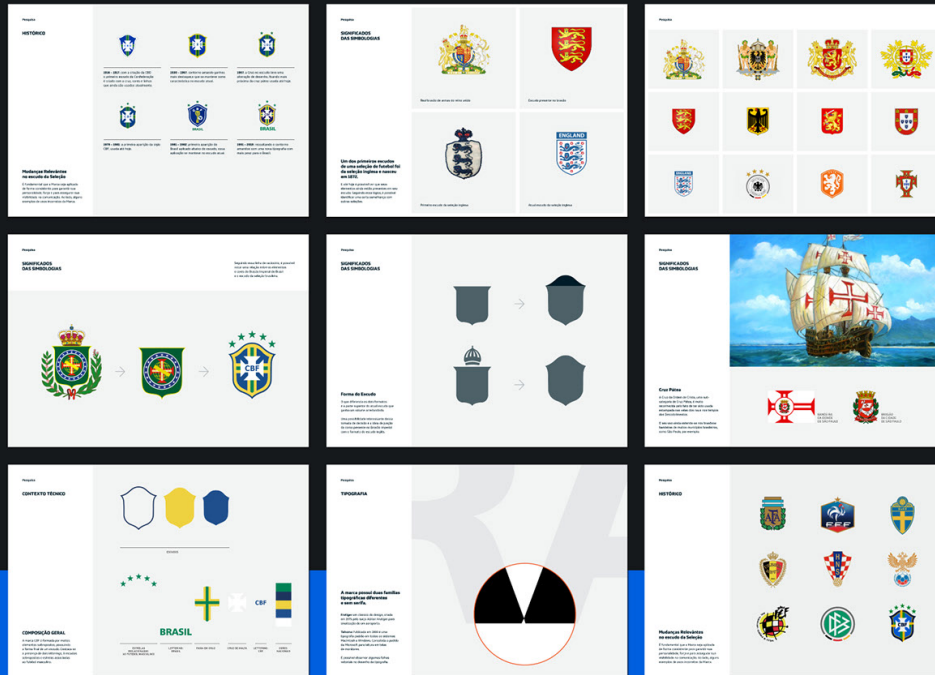
Criação: Com o propósito de fazer do futebol a nossa melhor brasilidade, a CBF assume o compromisso de construir um ativo social, ampliando ações existentes e mapeando novas formas de tangibilizar o seu impacto no mundo. As cores ganham mais força e intensidade, trazendo mais modernidade para a Marca nos meios digitais. A tipografia é composta por duas fontes, ambas desenvolvidas por brasileiros, o que reforça a nossa melhor brasilidade. Na tagline, uma frase que sintetiza o que é o nosso futebol: joga bola. Somos convidativos e inclusivos, é o que usamos para identificar quem tem o talento no campo, o craque. Ao mesmo tempo, conecta a CBF ao novo momento com mais proatividade.

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PROPÓSITO

**FAZER DO FUTEBOL
A NOSSA MELHOR
BRASILIDADE.**



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PROMETO

Prometo Regular

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molupta turendam, cus aut aut
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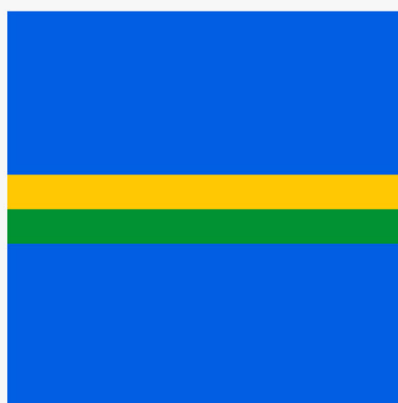
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Noka Black

PRA FRENTE, BRASIL



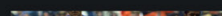
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JOGA BOLA



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BRASIL



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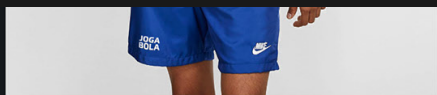
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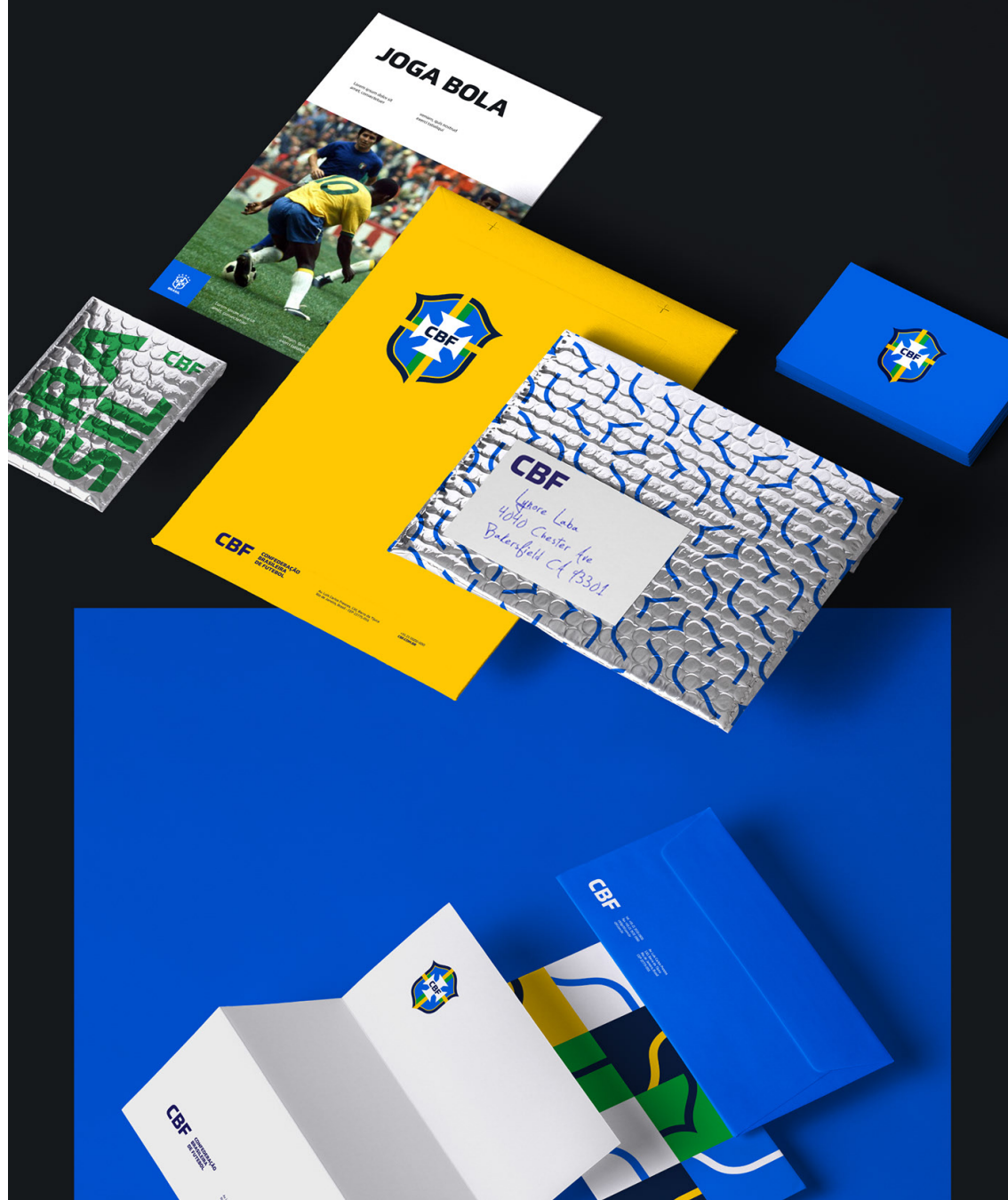
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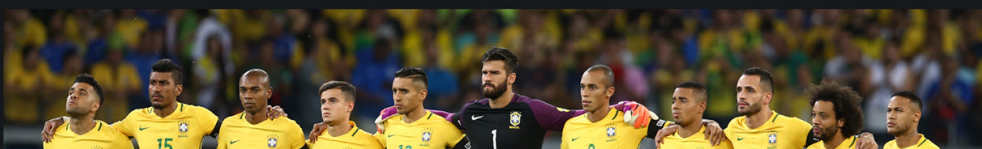
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✉ Sign Up



Andrey Andreo

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- O fio fino demais.

Queria muitíssimo gostar, mas, para mim, é impossível. Espero que eu seja minoria.



Pedro Arbeláez

24 days ago

O maior do mundo!!!

Congrats!!



Alex da Fonseca

a month ago

Apresentação sensacional. Escudo lindo, principalmente nas versões em monocromia. Infelizmente, a versão principal, pecou um pouco. Principalmente no excesso do azul. Somos por essência, canarinhos. Amarelo de forma predominante. O azul tomou para si a atenção, dificulta demais gostar da proposta de cores na versão principal. Todos os elementos, versões de cores alternativas e propostas estão incríveis.



PITU STUDIO

a month ago

Mission accomplished. It's magnificent.



Fábio B. Natali

a month ago

Apaixonante!



Marce Moya Ochoa

a month ago

Amo! Tremendo proyecto, y la presentación 10/10



Renan Alexandre

2 months ago

A apresentação ficou muito boa, os elementos utilizados, o esquema de cores, porém não consigo gostar do escudo, principalmente por conta do esquema de cores utilizado. Mesmo assim gostei bastante da apresentação, menos do escudo.

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👍 4,050 👁 20,481 💬 172

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TOOLS



CREATIVE FIELDS

Branding, Art Direction, Editorial Design

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