



Sao Paulo

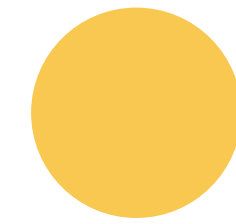
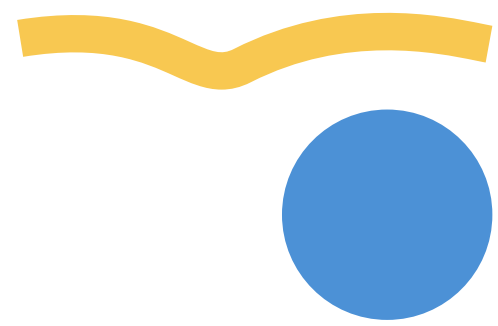
Civic Web portal
Citizen's App

The Process



Moodboard & Keywords

The essence of São Paulo



To better understand the city for which the product is to be designed, I read about São Paulo and went through the images available on the internet. Being one of the most popular cities of Brazil, São Paulo has a very vibrant culture. There is a mixture of people from all around the world here.

The city attracts a large number of tourists because of its artistic freedom (the graffiti culture) and museums.

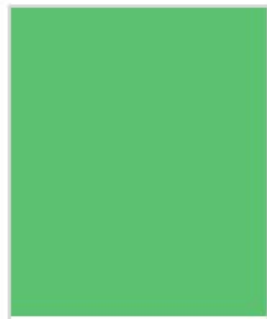




VIBRANT



Mariner



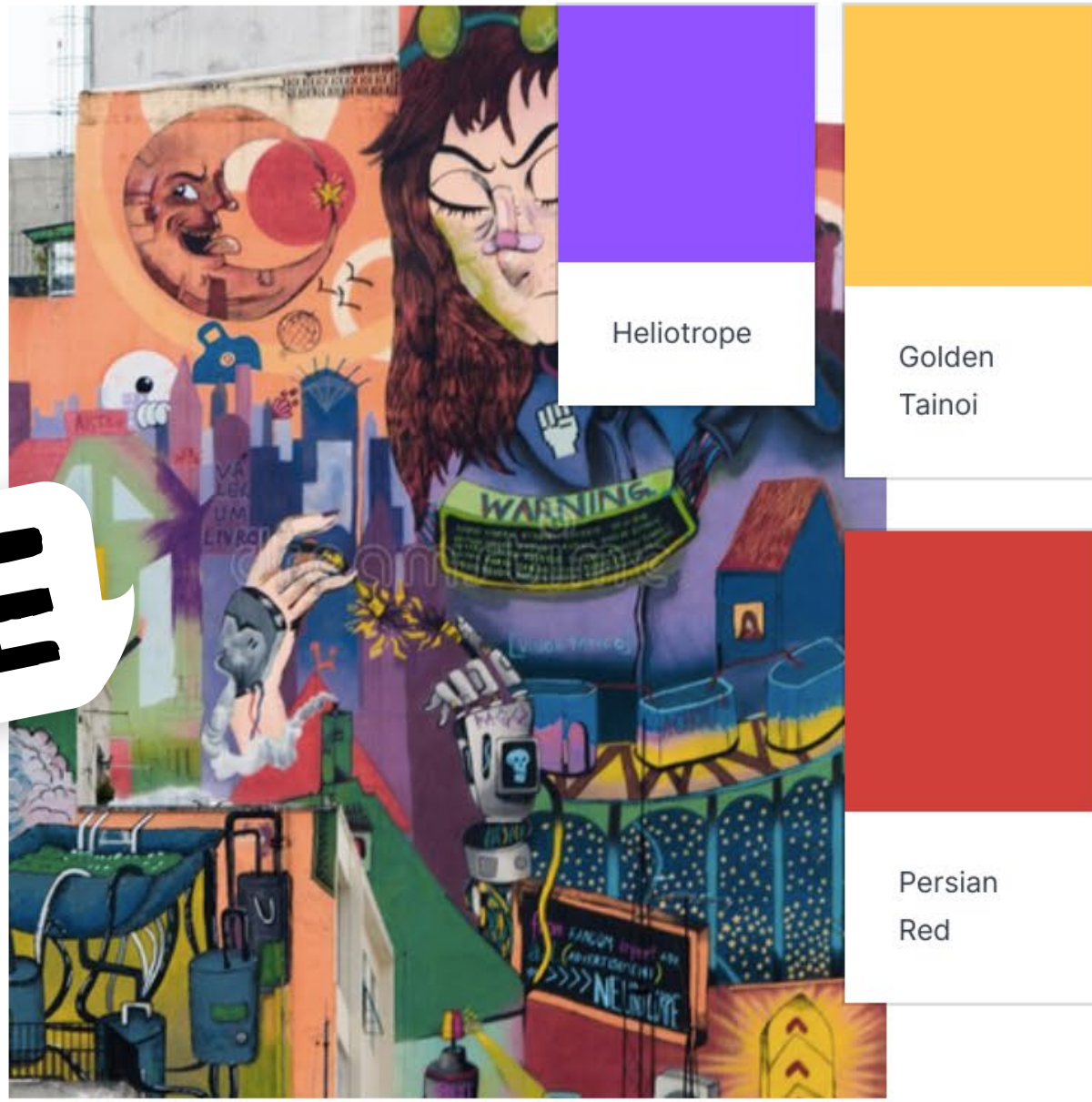
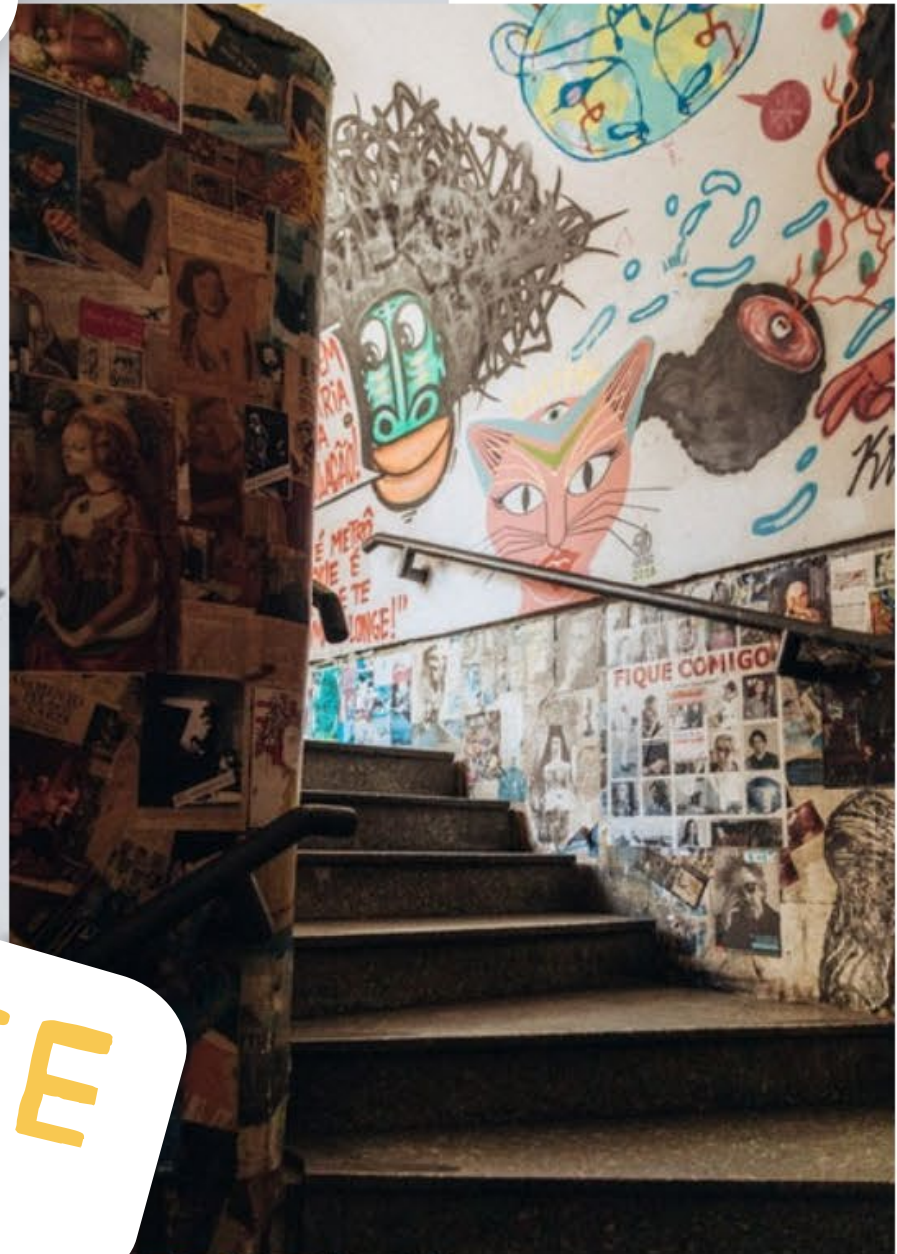
Emerald



INVITING



DIVERSE



Heliotrope



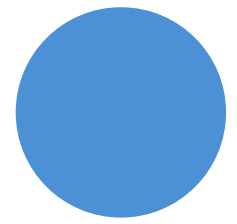
Golden Tainoi



Persian Red

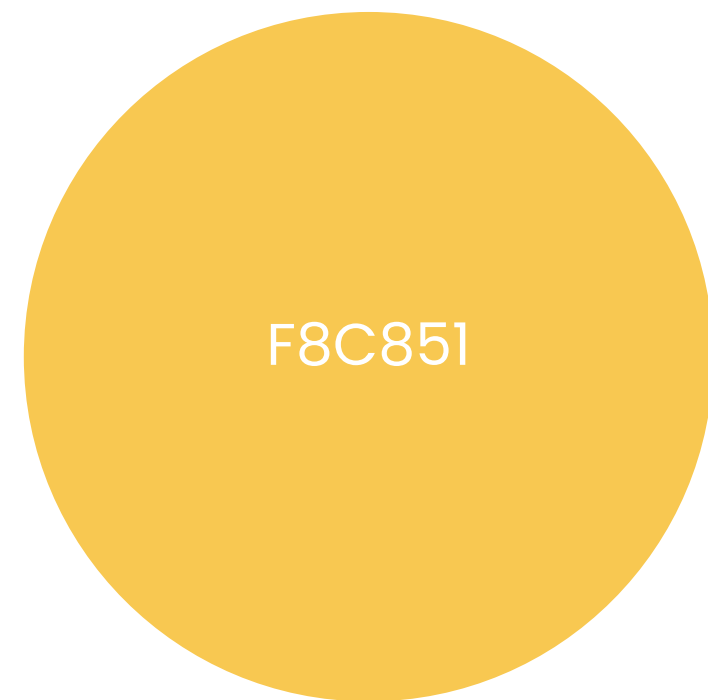
FREE



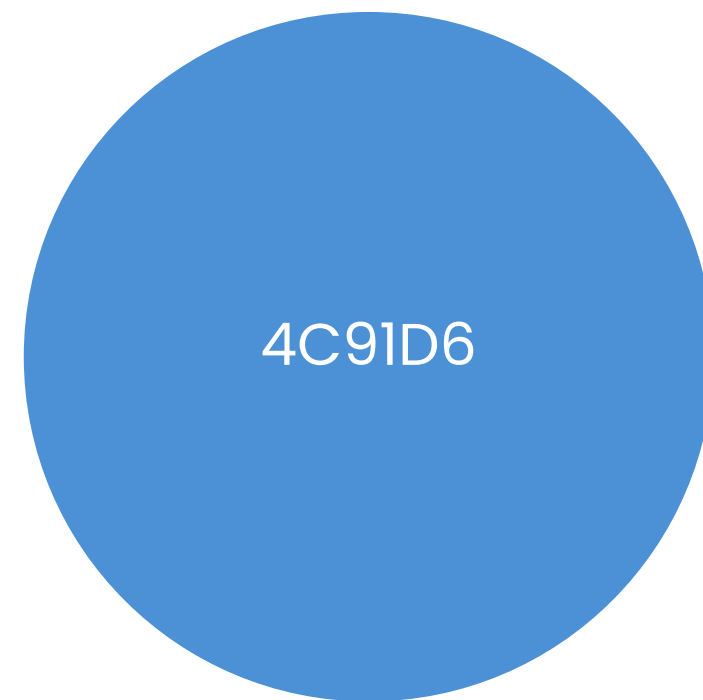


The Colours

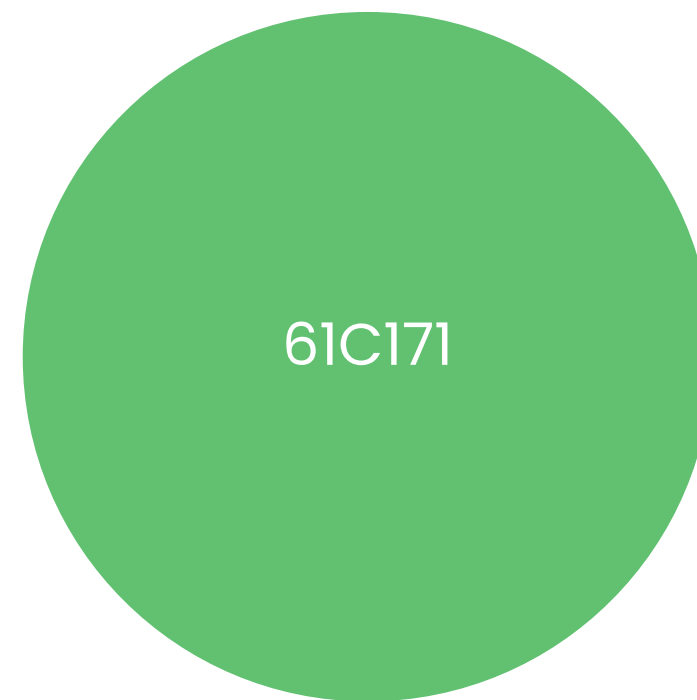
Palette inspired by the city's moodboard. The palette is not too loud so that it feels warm and welcoming enough. At the same time it maintains the happy and friendly factor of Sao Paulo.



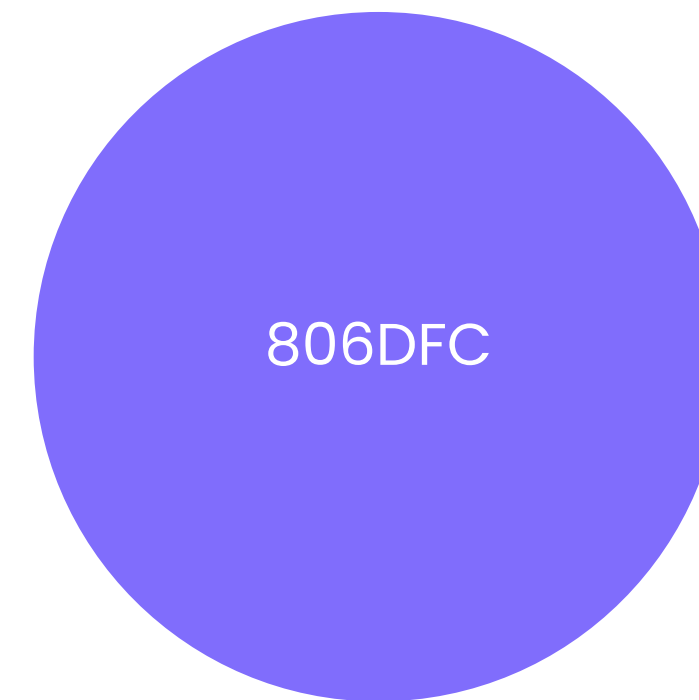
Golden Tainoi



Celestial Blue



Emerald

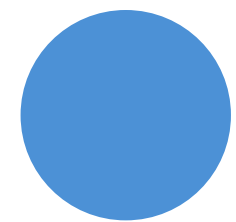


Heliotrope



Naming

The city says hello to you!



saola

Sao
City

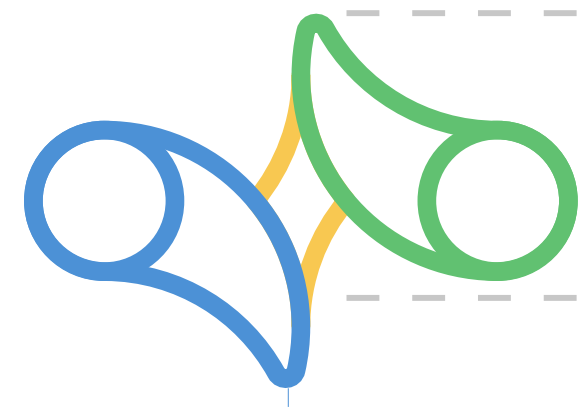
+

Olá
Hello

Symbol

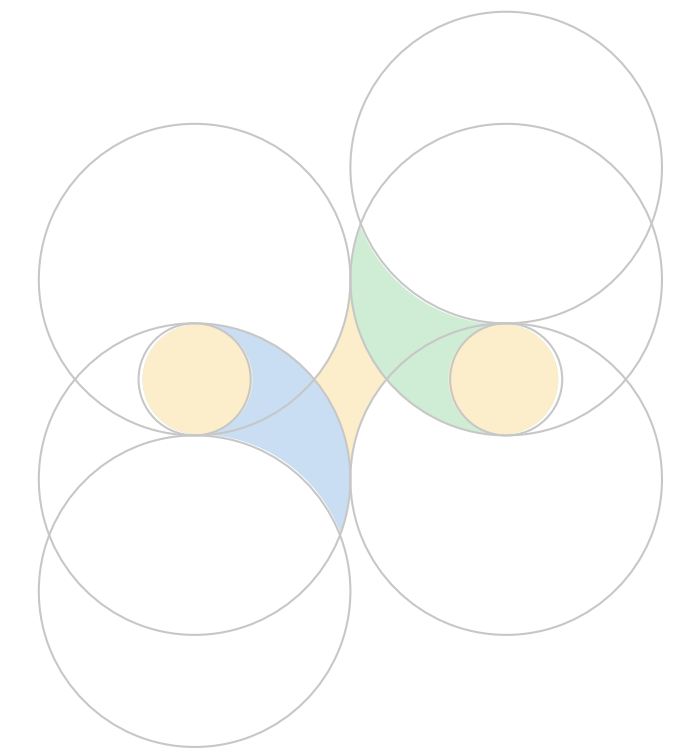
Taking inspiration from the flag of Sao Paulo. The aim is to show unity, but at the same time it's important to capture the essence of the city's artistic expression and the freedom that it has.

EXPLORATIONS
AT THE END OF
THIS PROJECT!



Rounding the edges to make it approachable

Star at the center (from the flag)



Depicting unity, diversity, & artistic freedom through the flow and joining of these forms.

The construction

Logo Typeface

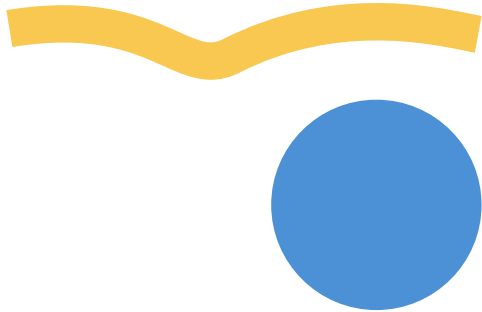
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A contemporary sans serif typeface with an added touch of serifs to make it more playful



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Citizen's App



The idea is to design an app for all the citizens of Sao Paulo. This shall also be relevant for all the visiting tourists which would provide them with a better experience in this city. The playful, free and inviting branding has been incorporated in the app to bring synergy to the product and to make it all come together as one entity.

[Click to view the app](#)

[Click to view the web portal](#)



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Thank you!