

IDENTIDADE VISUAL TEPHRA

 Genesys® Prime

CONCEITO



SIGNIFICADO

TEPHRA É UMA ROCHA FORMADA PELAS CINZAS ENCONTRADAS NA SUPERFÍCIE VULCÂNICA.

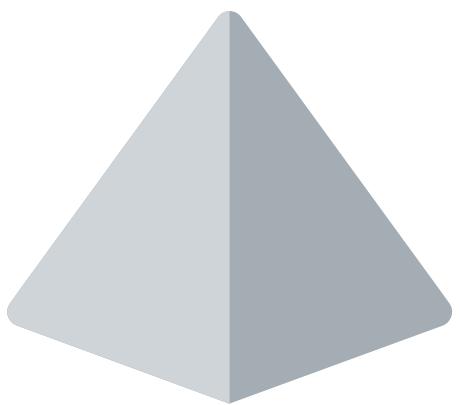
PREMISSA

- O TEPHRA
- MÓDULOS
- GESTALT
- TECNOLOGIA
- ARQUITETURA DE MARCA

CONCEITO

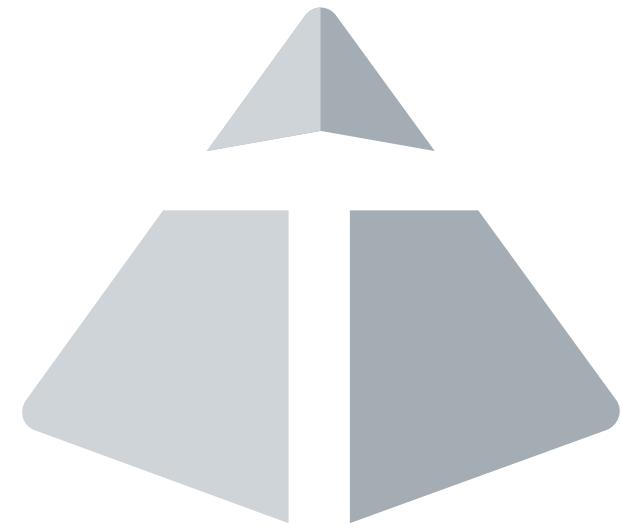


REFERÊNCIA



FORMA DO VULCÃO
ISOMÉTRICA

$$+ \text{T} =$$



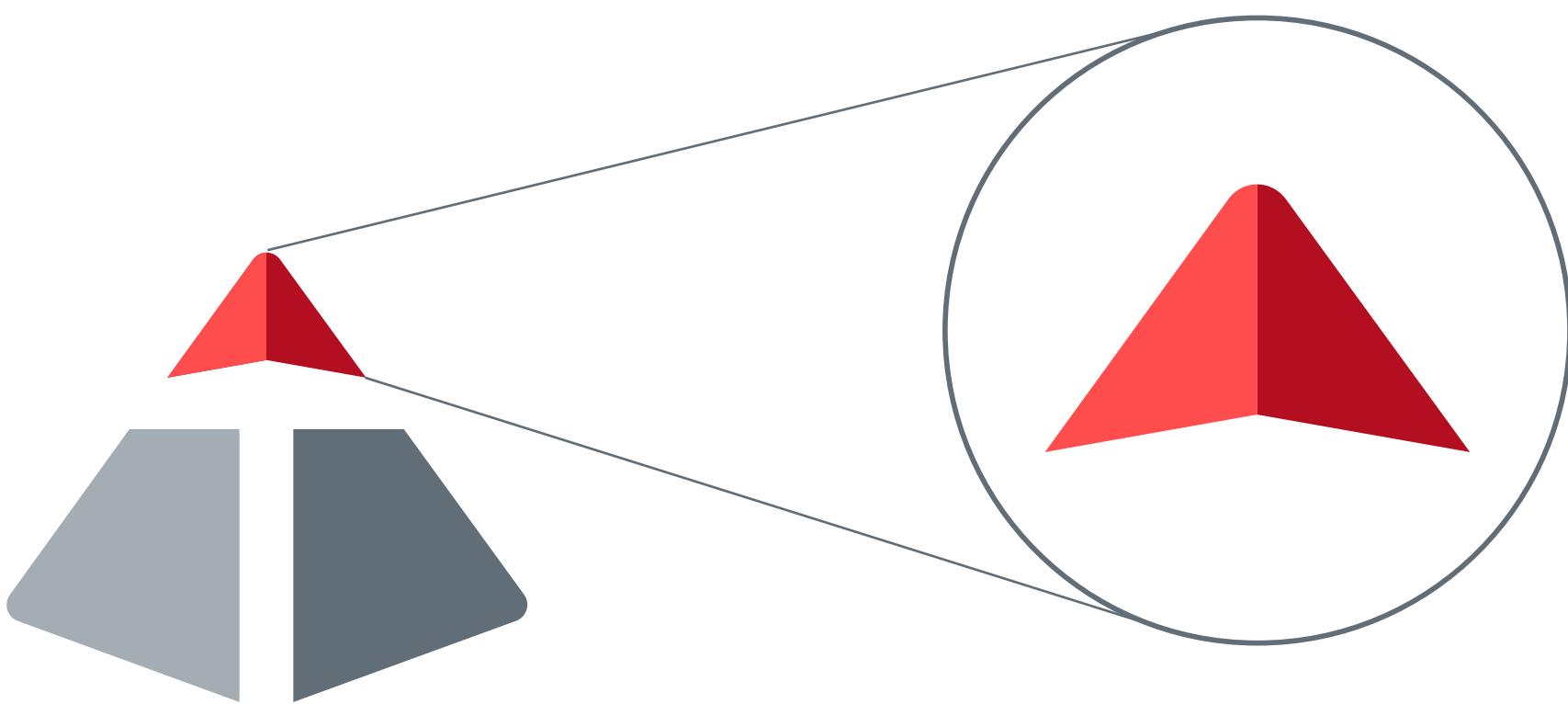
INICIAL
DO TEPHRA

RESULTADO

CONCEITO

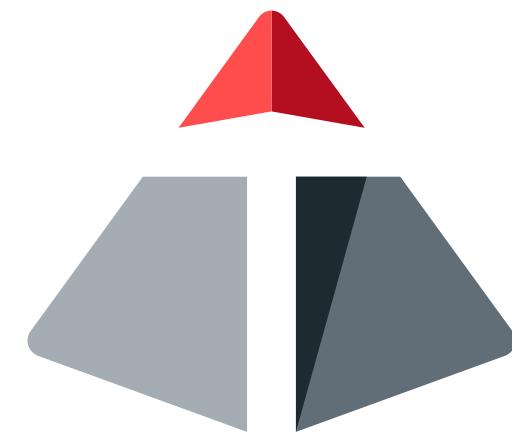


REFERÊNCIA



MARCA

O TOPO DO SÍMBOLO GRÁFICO
REPRESENTA O **TEPHRA**.



Tephra QM

CONSTRUÇÃO

TIPOGRAFIA

Aller Regular
64pt / tracking -50

Tephra

Aller Regular

01234567890
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
[\]^_`{|}~

Light

01234567890
abcdefghijklmnopqrstuvwxyz

Bold

01234567890
abcdefghijklmnopqrstuvwxyz

Display

01234567890
ABCDEFGHIJKLM NOPQRSTUVWXYZ

Flama Light
39pt

QM

Flama Light

01234567890
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
[\]^_`{|}~

Ultralight

01234567890
abcdefghijklmnopqrstuvwxyz

Book

01234567890
abcdefghijklmnopqrstuvwxyz

Medium

01234567890
abcdefghijklmnopqrstuvwxyz

Semibold

01234567890
abcdefghijklmnopqrstuvwxyz

Bold

01234567890
abcdefghijklmnopqrstuvwxyz

Extrabold

01234567890
abcdefghijklmnopqrstuvwxyz

Black

01234567890
abcdefghijklmnopqrstuvwxyz

TIPOGRAFIA

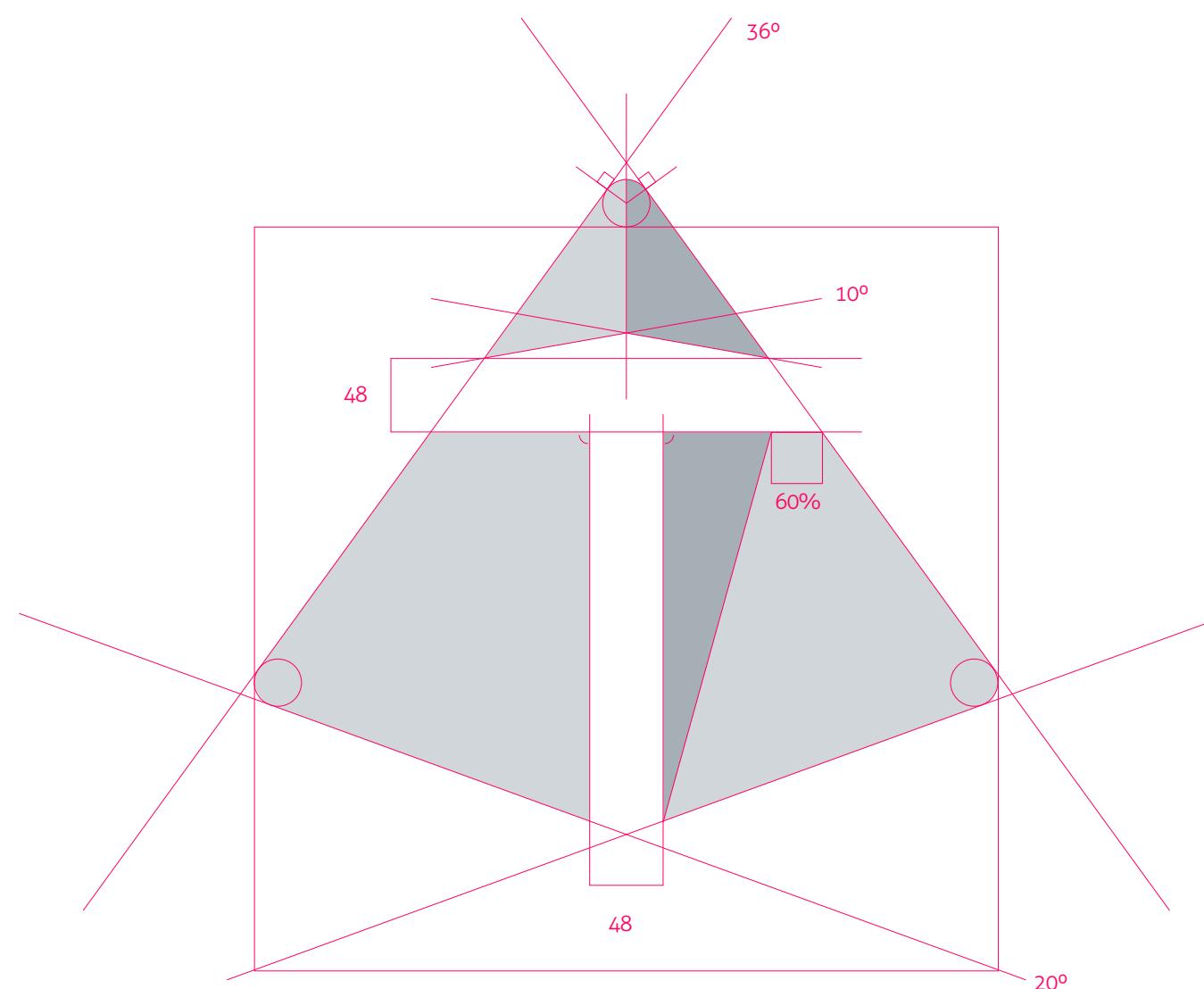


- original
- redesign

Tephra

A red arrow and eye icon track the path of a gaze across the word "Tephra". The arrow starts at the 'T' and follows the letters 'e', 'p', 'h', and 'r', ending with a final arrowhead pointing to the right.

CONSTRUÇÃO

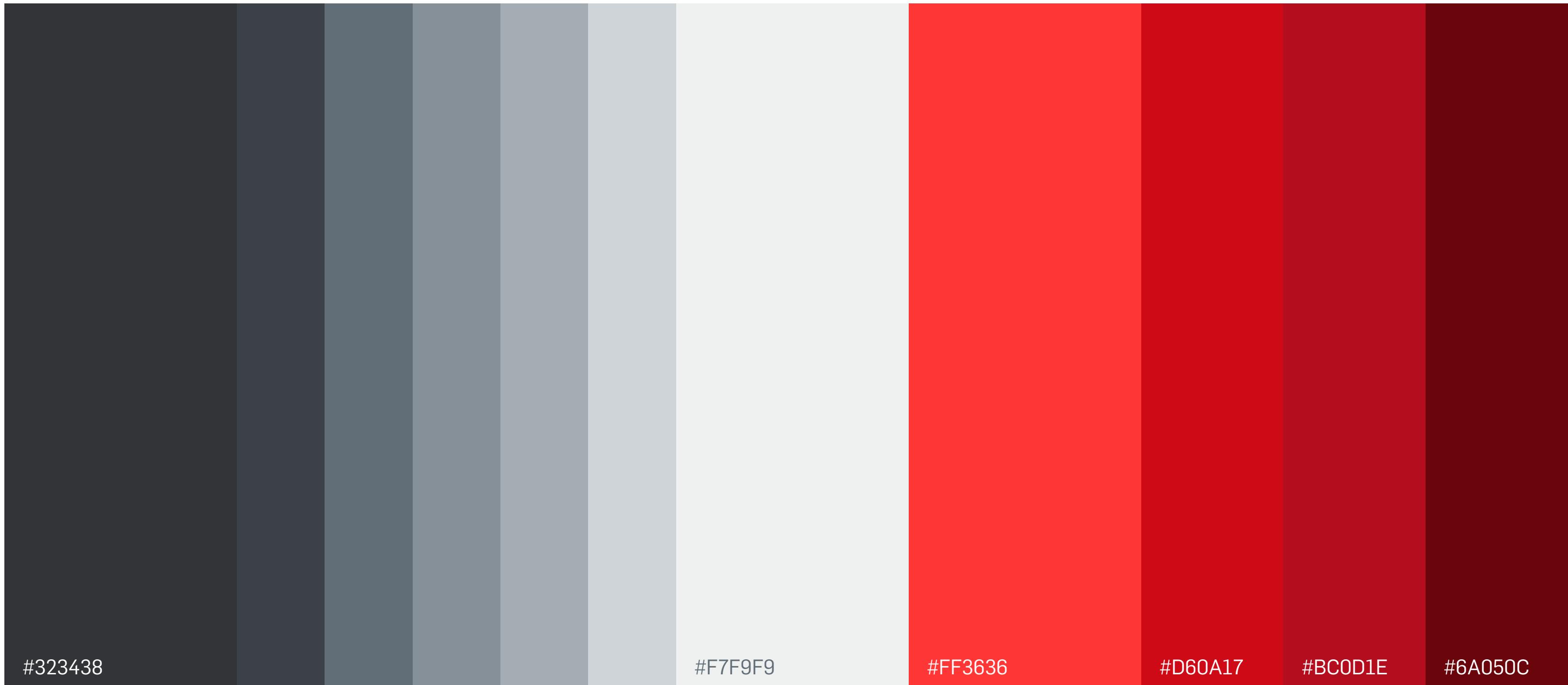


CONSTRUÇÃO

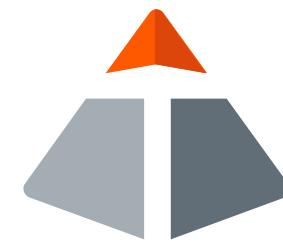
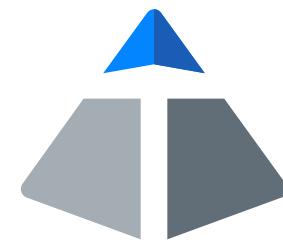
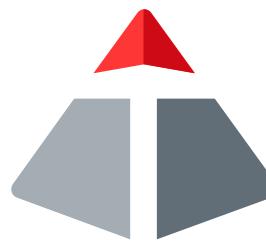


A MARCA POSSUI TRÊS VERSÕES BÁSICAS
COBRINDO AS DIVERSAS POSSIBILIDADES DE APLICAÇÃO.

CORES



CORES



O MÓDULO **TEPHRA** SE ADAPTA DE ACORDO COM
A PALETA DE CORES DA MARCA DO CLIENTE.

VARIACÕES



FAMÍLIA TEPHRA

QUALITY MONITORING



OS MÓDULOS SERÃO REPRESENTADOS PELA
CONTRAÇÃO DAS INICIAIS, FACILITANDO
A LEITURA E IDENTIFICAÇÃO RÁPIDA.

HOME BASED



CLIENT



APLICAÇÕES



Bem vinda,
Renata Brito



DASHBOARD



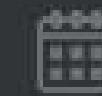
MONITORIAS



CALIBRAGENS



RELATÓRIOS



CALENDÁRIO

Formulário Passiva - Retenção

T.M.

08:01 

Nº registro de monitoria: 30017182

Atendimento realizado: 02/07/2015

Status: **Contestada/Respondida**

Percepção do cliente: Satisfeito

Percepção do atendimento: Adequado

Ambiente: Ruido

Nota anterior: 80

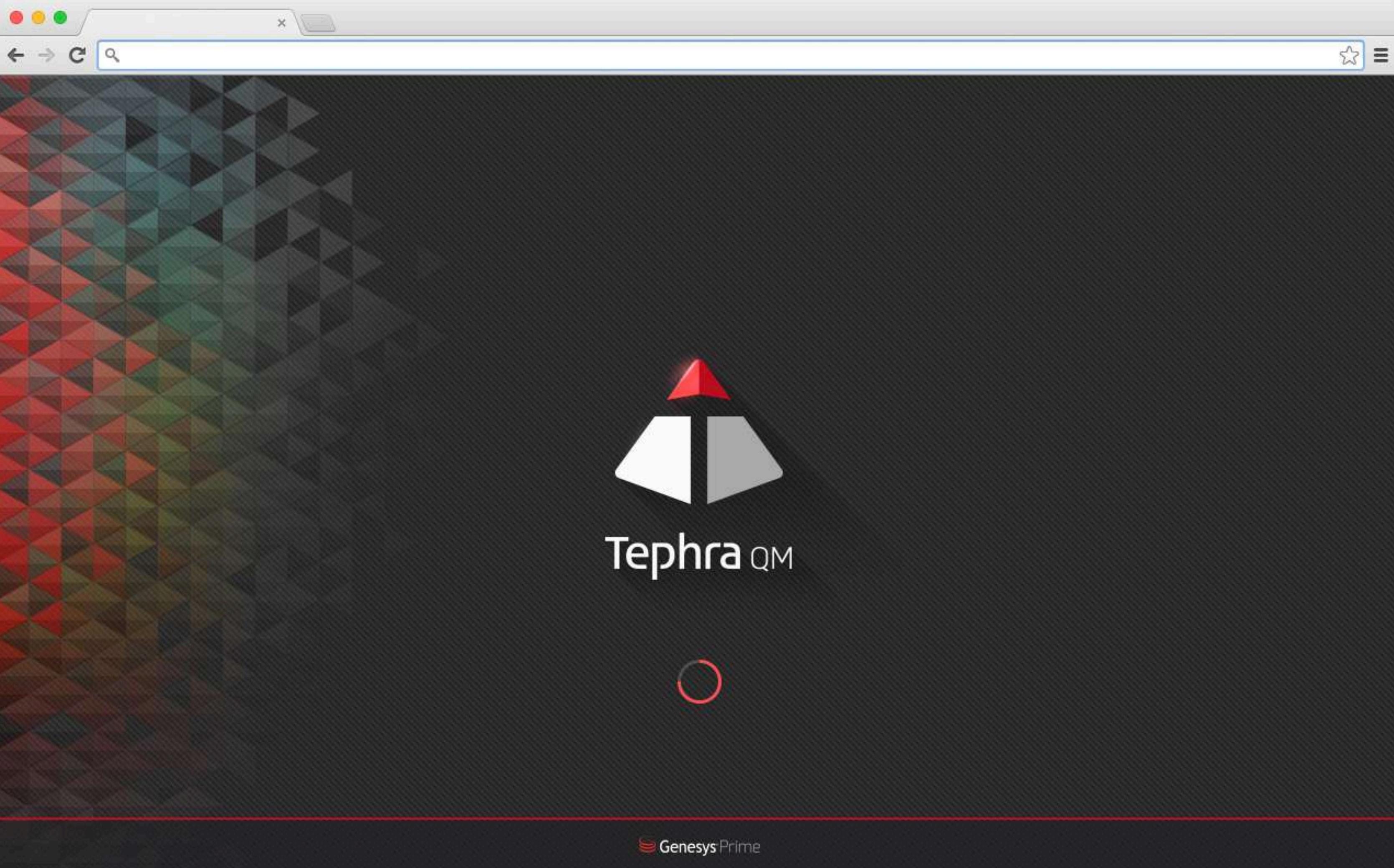
Nota anterior: 90

tela do agente

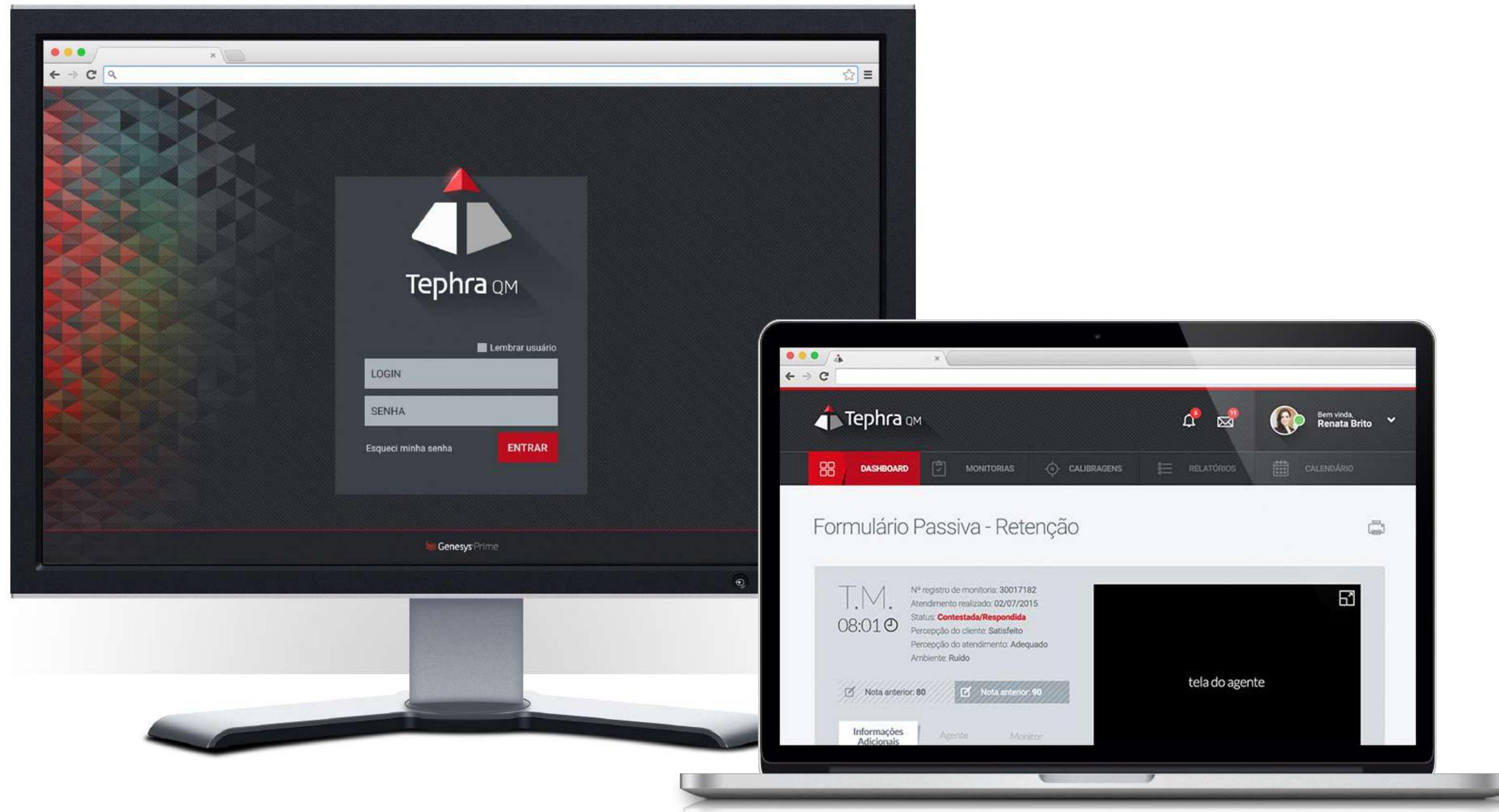
Informações
Adicionais

Agente

Monitor



APLICAÇÕES



APLICAÇÕES





Tephra QM