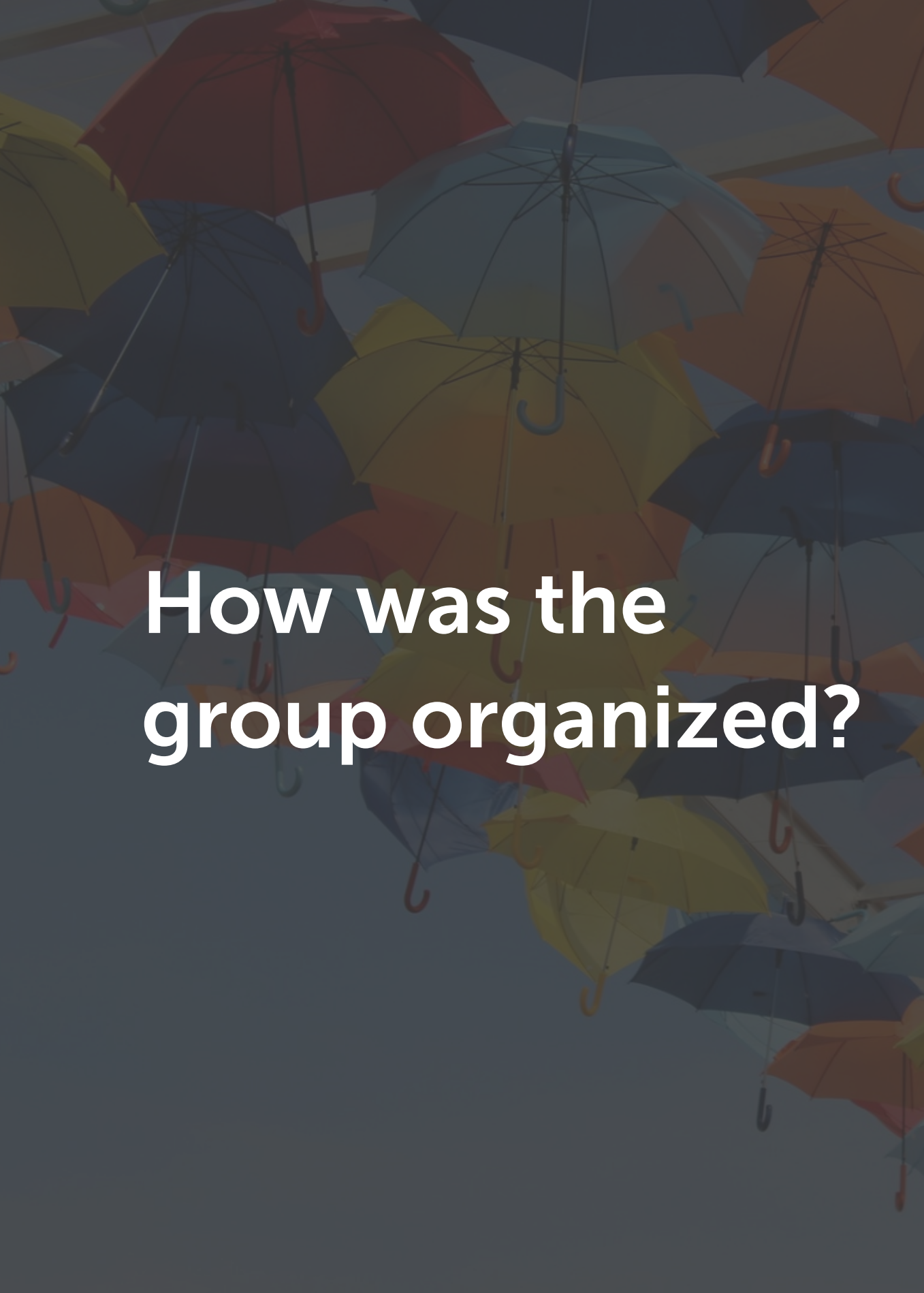


# Casa Group Brand Identity







How was the  
group organized?



# CASA GROUP

```
graph TD; A[CASA GROUP] -.- B[Casa Tradução]; A -.- C[Casa Coaching];
```

## Casa Tradução

- Translation
- Simultaneous/consecutive interpreting
- Editing and proofreading
- Transcription, among others

## Casa Coaching

- Full-time consulting and assistance to foreigners in Brazil (the topic includes several services)
- Bilingual Coaching for Brazilians

# CASA GROUP

```
graph TD; A[CASA GROUP] -.- B[Casa Tradução]; A -.- C[Casa Coaching];
```

## Casa Tradução

WE WORK WITH  
WORDS TO  
CREATE  
UNDERSTANDING

## Casa Coaching

WE WORK WITH IDEAS  
TO PROMOTE  
QUALIFICATION



It's not about **what words** or ideas are  
used to achieve a goal.



But about **how to use them** to give  
**proper** meaning.



A close-up, artistic photograph of a hand, likely a palm, with water droplets falling from it. The hand is positioned diagonally across the frame, with fingers slightly curled. Water droplets are captured in mid-air, falling from the palm and fingers, creating a sense of motion and freshness. The background is dark and blurred, emphasizing the hand and the water. The overall mood is clean, refreshing, and tactile.

**MAKE THEM PALPABLE**



An open book is shown from a top-down perspective, lying flat. The pages are a light cream color and appear slightly aged. The text 'CREATE KNOWLEDGE' is printed in a bold, white, sans-serif font across the center of the open pages. The book's spine is visible in the middle, showing the binding structure. The background is a solid, dark grey color.

**CREATE KNOWLEDGE**





**CREATE MEANING**



A long, straight asphalt road stretches from the foreground into the distance, flanked by dry, hilly terrain. The sky is a deep blue with a warm, golden glow from a low sun, creating a lens flare effect. The word "MEANING" is written in large, white, sans-serif capital letters, centered within a hand-drawn white oval that overlaps the road and the sky.

# MEANING

The reason for the existence of the  
brand, its fundamental nature.





# MEANING

At the same time, it is its  
essence and purpose.



Brand purpose



# GIVE MEANING

to words, ideas, contexts,  
behaviors.



Brand purpose



# GIVE MEANING,

both on rational  
and emotional levels.



An overlapping of experiences is  
necessary to create

**MEANING**





Which is represented by  
an easily understood symbol.



The new Casa Group brand  
stands for its own meaning.





Which is to give meaning.





**casagroup**



## Brand architecture

