

Rebranding Adega Recaídas

Project

Context

Company: Adega Recaídas
Employer: Freelancer
Role: Graphic Design
Places: Street Ernesto Capitálio, 01
Montanha, São Bernardo do Campo
SP

Overview

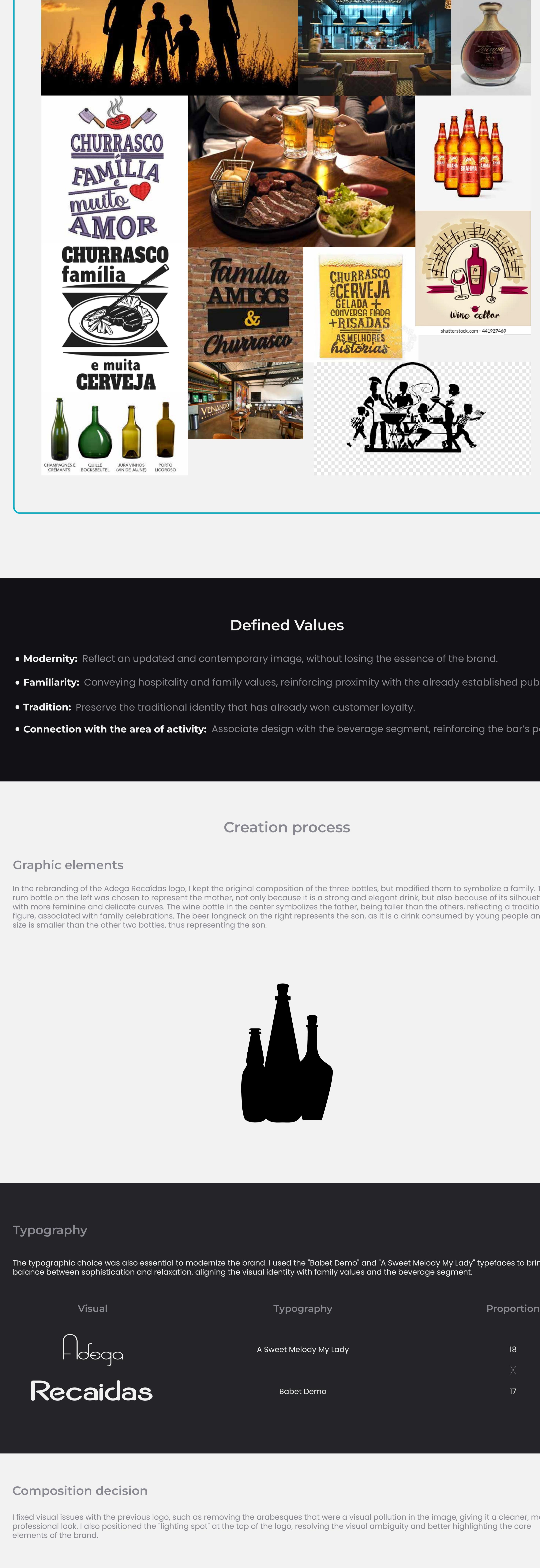
The rebranding of Adega Recaídas aims to consolidate its image among its already established audience, emphasizing modernity and family values. The new visual identity seeks to reflect the bar's commitment to quality and tradition, while projecting a contemporary image aligned with its market segment.

The Challenge

The main challenge faced in the rebranding of Adega Recaídas was to create an image that simultaneously evoked modernity and respected the traditional and family values that are deeply rooted in the brand. It was essential that the new design stand out in a highly competitive market, without losing the identity that had already earned the loyalty of customers. In addition, the logo had some design issues, such as the white ellipse that was supposed to look like a light "spot" but instead looked like a flashlight, given its position in relation to the "bottle" in the logo. Finally, the logo needed to be versatile enough to be effective across multiple platforms and marketing materials, from packaging to digital campaigns.

Visual research

Semantic panel —



Defined Values

- **Modernity:** Reflect an updated and contemporary image, without losing the essence of the brand.
- **Familiarity:** Conveying hospitality and family values, reinforcing proximity with the already established public.
- **Tradition:** Preserve the traditional identity that has already won customer loyalty.
- **Connection with the area of activity:** Associate design with the beverage segment, reinforcing the bar's positioning in the market.

Creation process

Graphic elements



Composition decision

I fixed visual issues with the previous logo, such as removing the arabesques that were a visual pollution in the image, giving it a cleaner, more professional look. I also positioned the "lighting spot" at the top of the logo, resolving the visual ambiguity and better highlighting the core elements of the brand.

Previous logo Conceptual Sketch Final Result



Application

In addition to redesigning the Adega Recaídas logo, I was asked to create a post for social media in which we applied the new visual identity. The logo was adapted to digital formats, ensuring visibility and impact in different contexts, promoting the consolidation of the Adega Recaídas brand and building customer loyalty.

