



Brief



BRIEF

- + DESARROLLAR LA IDENTIDAD DE UNA MARCA QUE MEJORA LA SALUD MENTAL DE NIÑOS Y ADOLESCENTES EN MÉXICO
- + UNA FUNDACIÓN QUE CREA CONCIENCIA DE LA SALUD MENTAL, INCREMENTA LA DISPONIBILIDAD DE ESPECIALISTAS Y BRINDA LOS SERVICIOS DE SALUD CONDUCTUAL A PACIENTES/CUIDADORES
- + UNA CLÍNICA CON SERVICIOS DE ALTA CALIDAD DE ESTÁNDARES INTERNACIONALES
- + DIRIGIDA A ESCUELAS, JÓVENES, SUS CUIDADORES, POTENCIALES MÉDICOS ESPECIALISTAS Y DONADORES

Contexto



Características

PROFESIONAL

SERIO

TRANSPARENTE

ESTRUCTURA

INSTITUCIONAL

ORDENADO

ESTABLE

TIPOGRAFÍA LIMPIA

CERCANA

SUAVE

PACÍFICA

PALETA DE COLOR

Human

Reconozco la complejidad del ser humano, sus sentimientos, desenvolvimiento y desarrollo. Soy cálida, cercana y empática.



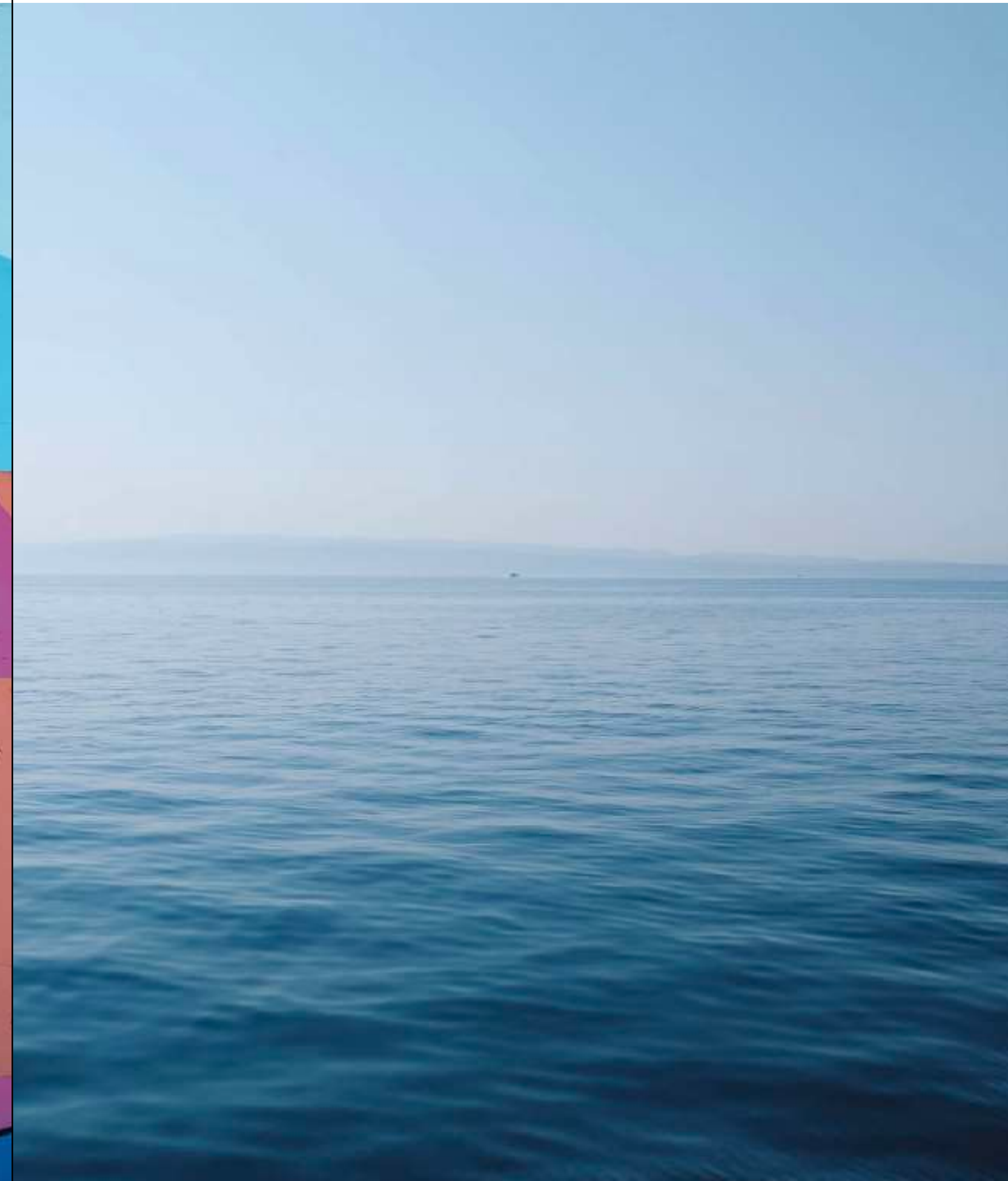
Nurture

Promovemos y buscamos el bienestar mental de niños, jóvenes y sus familias. Somos guía.



Peaceful

Reflejamos un estado de paz y tranquilidad. De conocimiento y constante aprendizaje.



Reto



Más que una marca, Humind es un concepto de Salud Mental que habla con diferentes propósitos y en diferentes foros.

Su identidad por lo tanto, debe tener el balance adecuado entre la sobriedad de una institución como la calidez y cercanía de quién se puede comunicar con niños, adolescentes y sus familiares.

Propuesta



GINTO NORD

An open, healing and
caring environment.

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HUMIND

Por la forma de la letras, que son cuadradas, necesitábamos un balance entre una marca cercana pero que también diera ese contexto de institución, credibilidad. Reto encontrar una tipografía que tuviera ciertos elementos que dieran seriedad y a la vez calidez.

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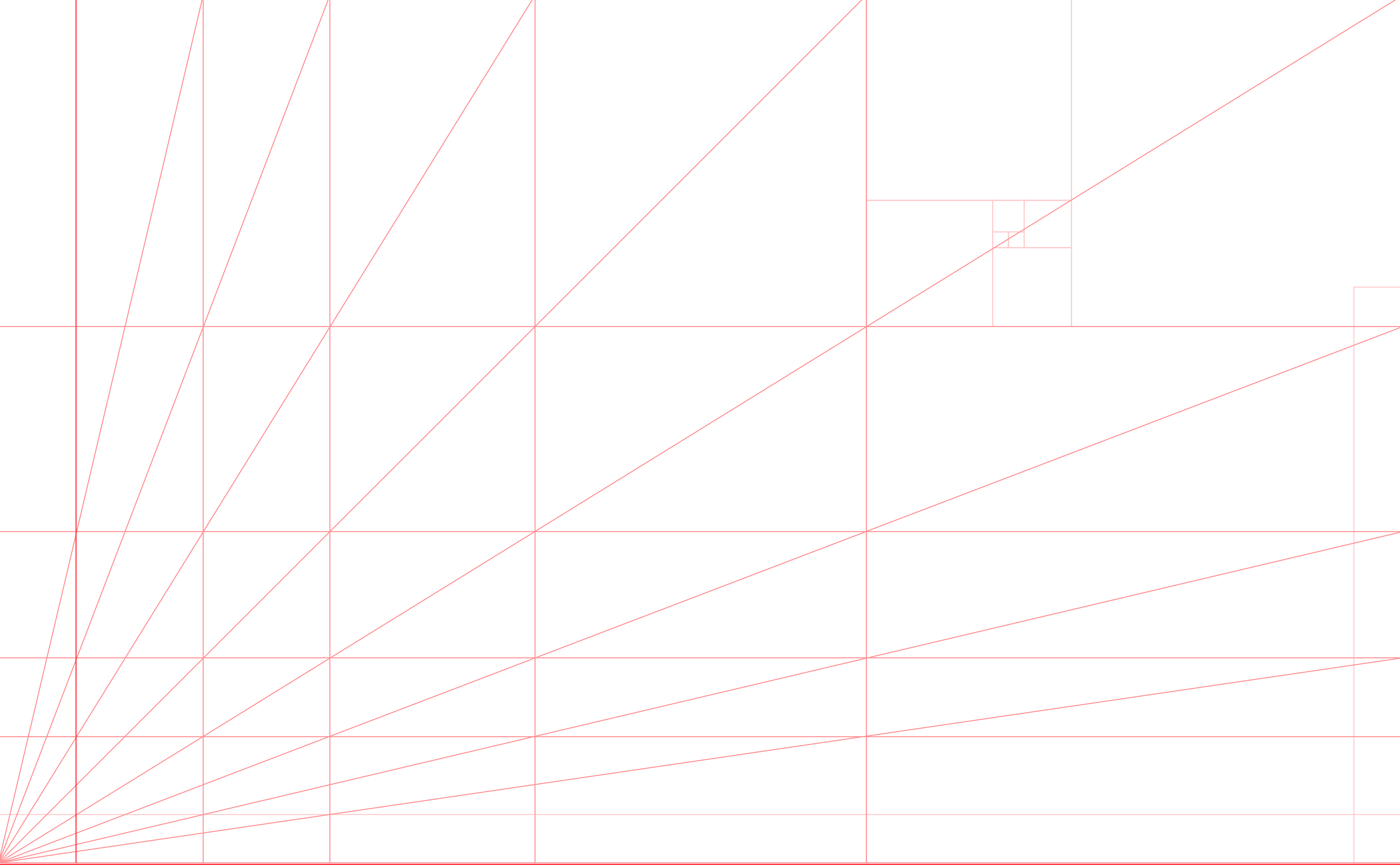
Después en la barra de la H se hizo un ajuste, curveando para darle un carácter optimista y de acompañamiento.

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Como ultimo detalle se redondearon las puntas de la M y N para hacerlo más cálido, cercano y humano.



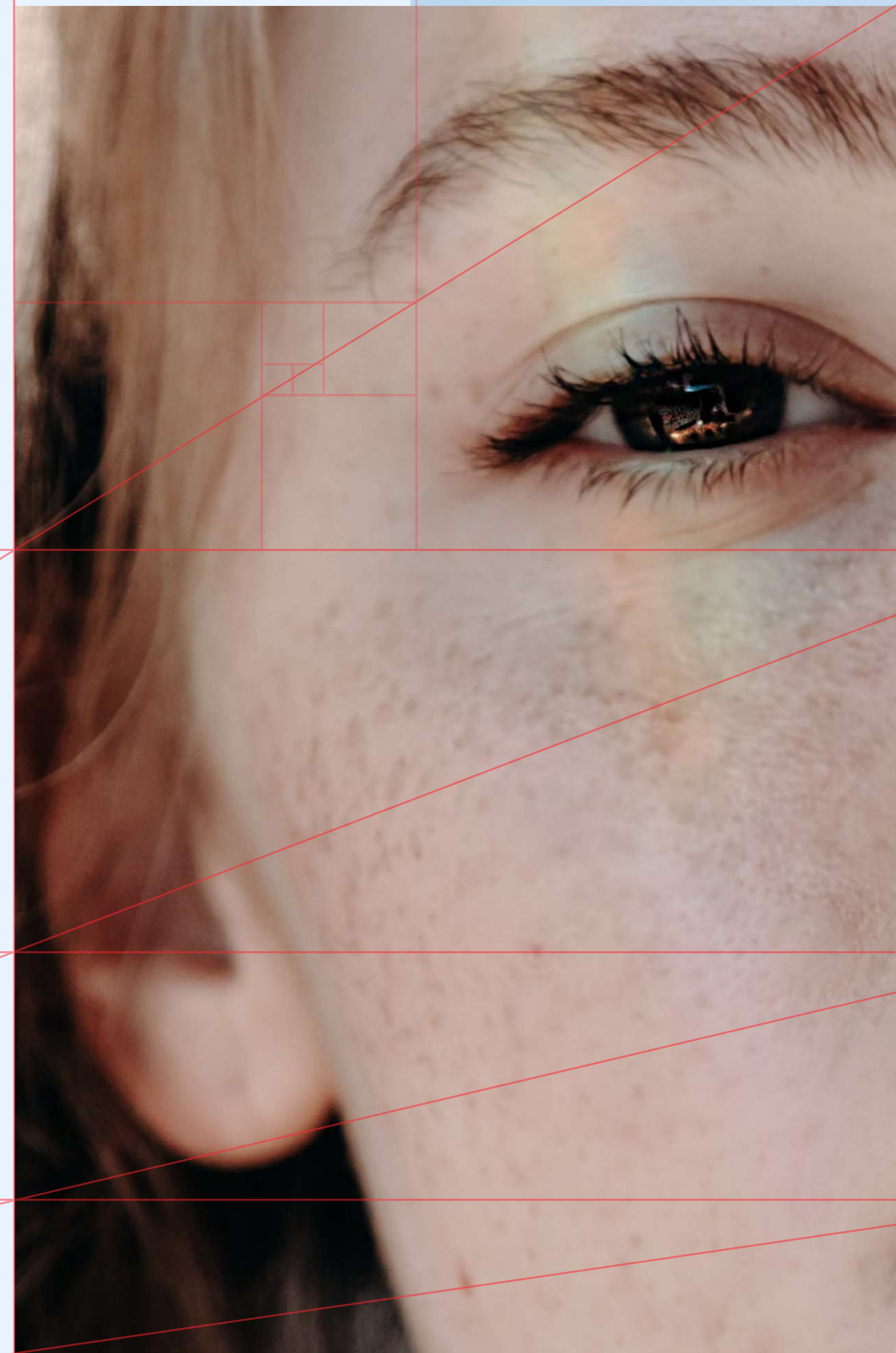
Nos inspiramos en una paleta de color guiada por escenarios naturales.
El cielo, el océano, bosque y materiales naturales como madera.



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healing and caring
environment.

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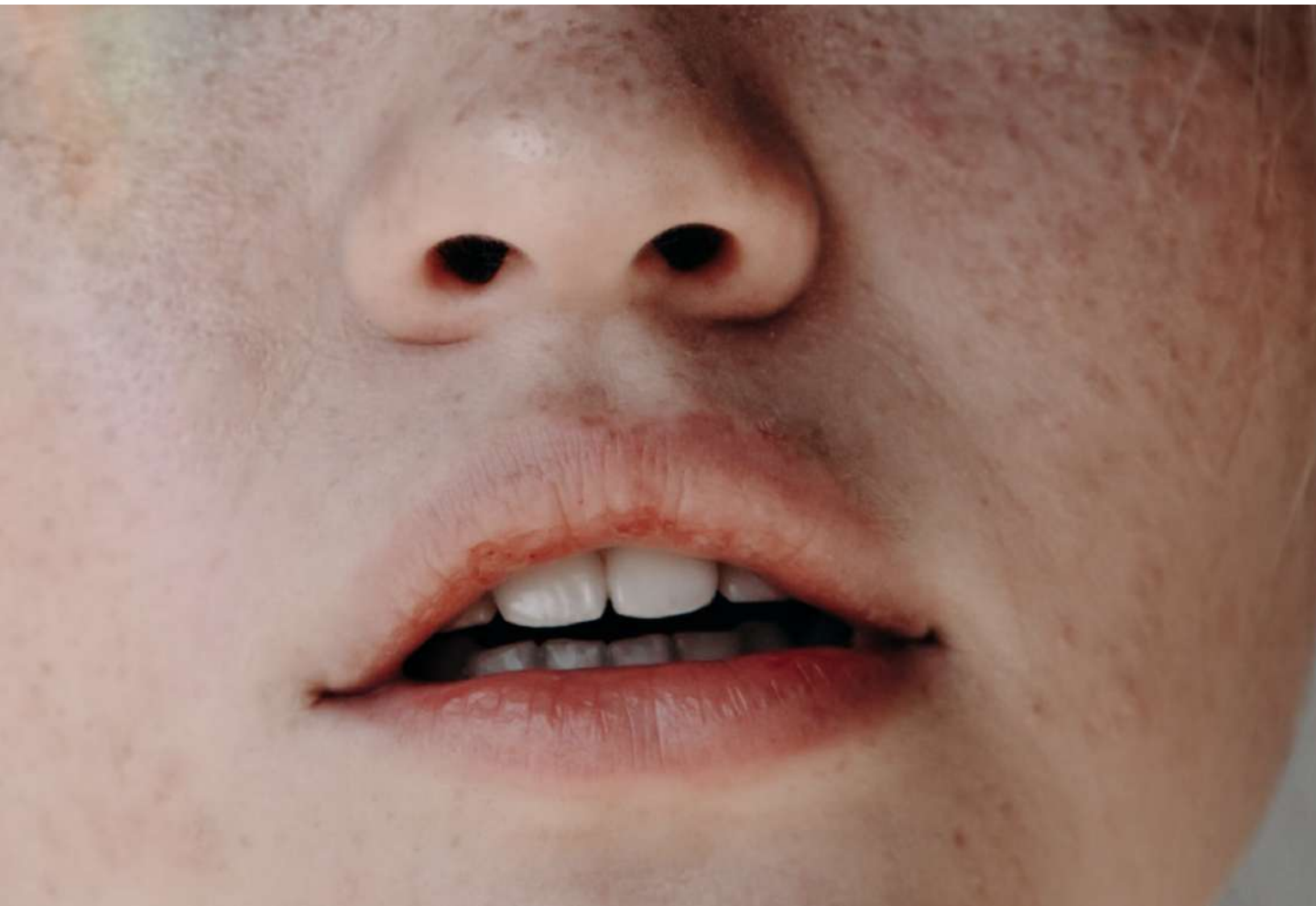
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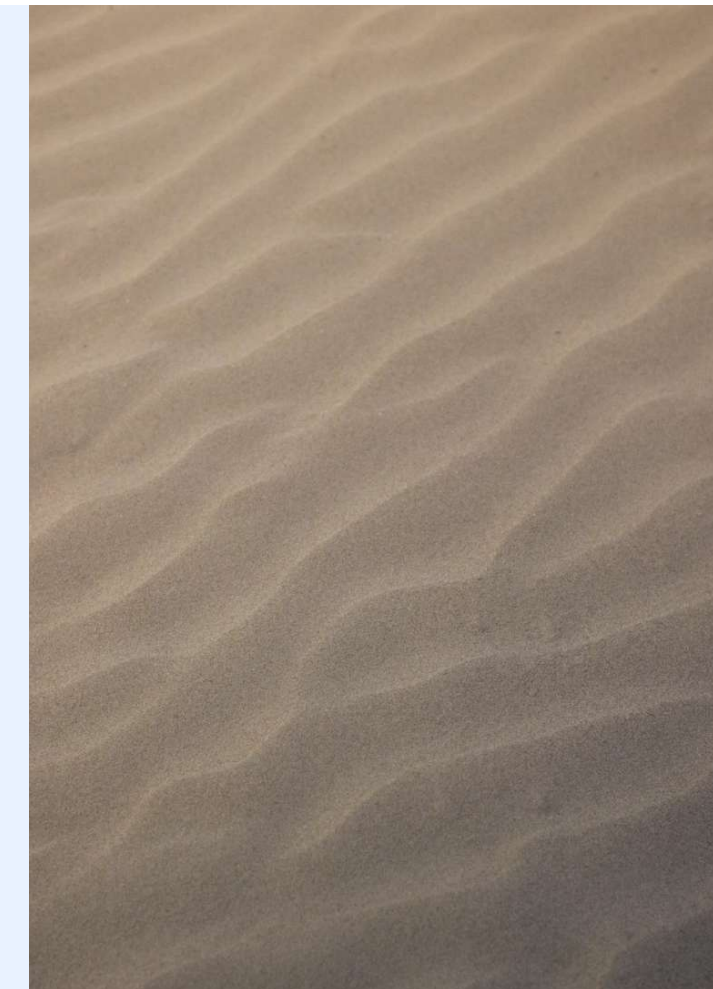


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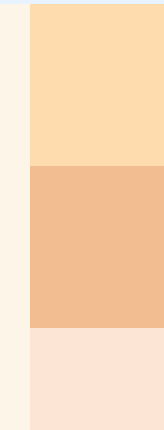
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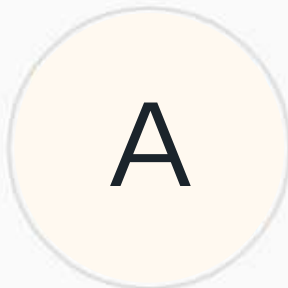


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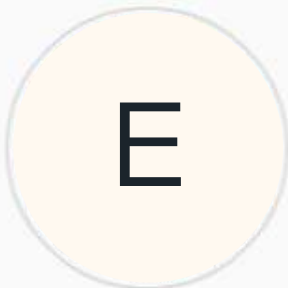
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Talleres



Expertos

POSTS IGTV TAGGED

70% of children and adolescents who experience mental health problems have not had appropriate interventions at a sufficiently early age.

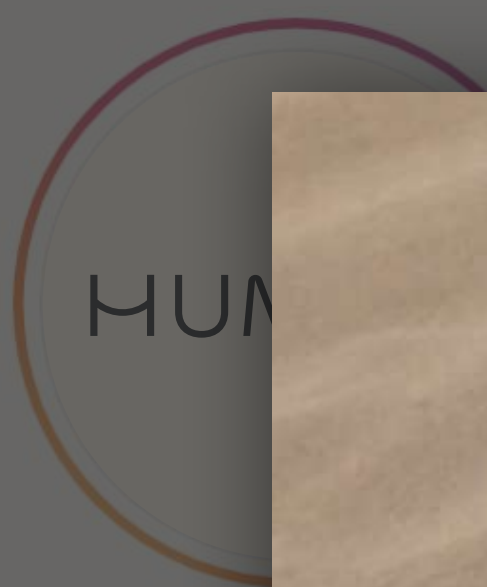
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Here, for you

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50% of mental health problems are established by age 14 and 75% by age 24

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s familiares,

If you or someone you
know has a mental illness,
there are ways to get help.

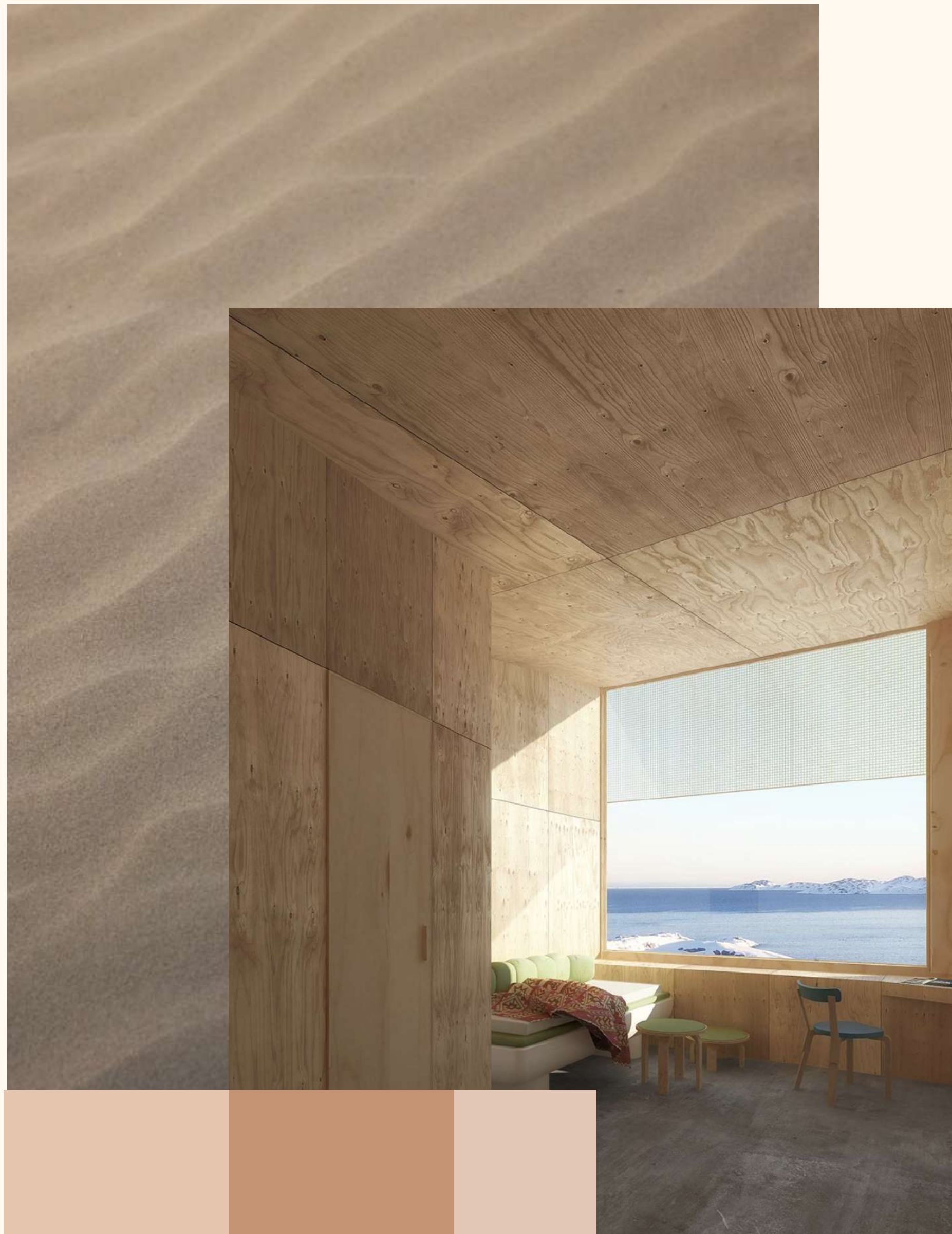
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How are you feeling today?

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Call 01 800 000 000

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Mental, behavioral, and developmental disorders begin in early childhood.

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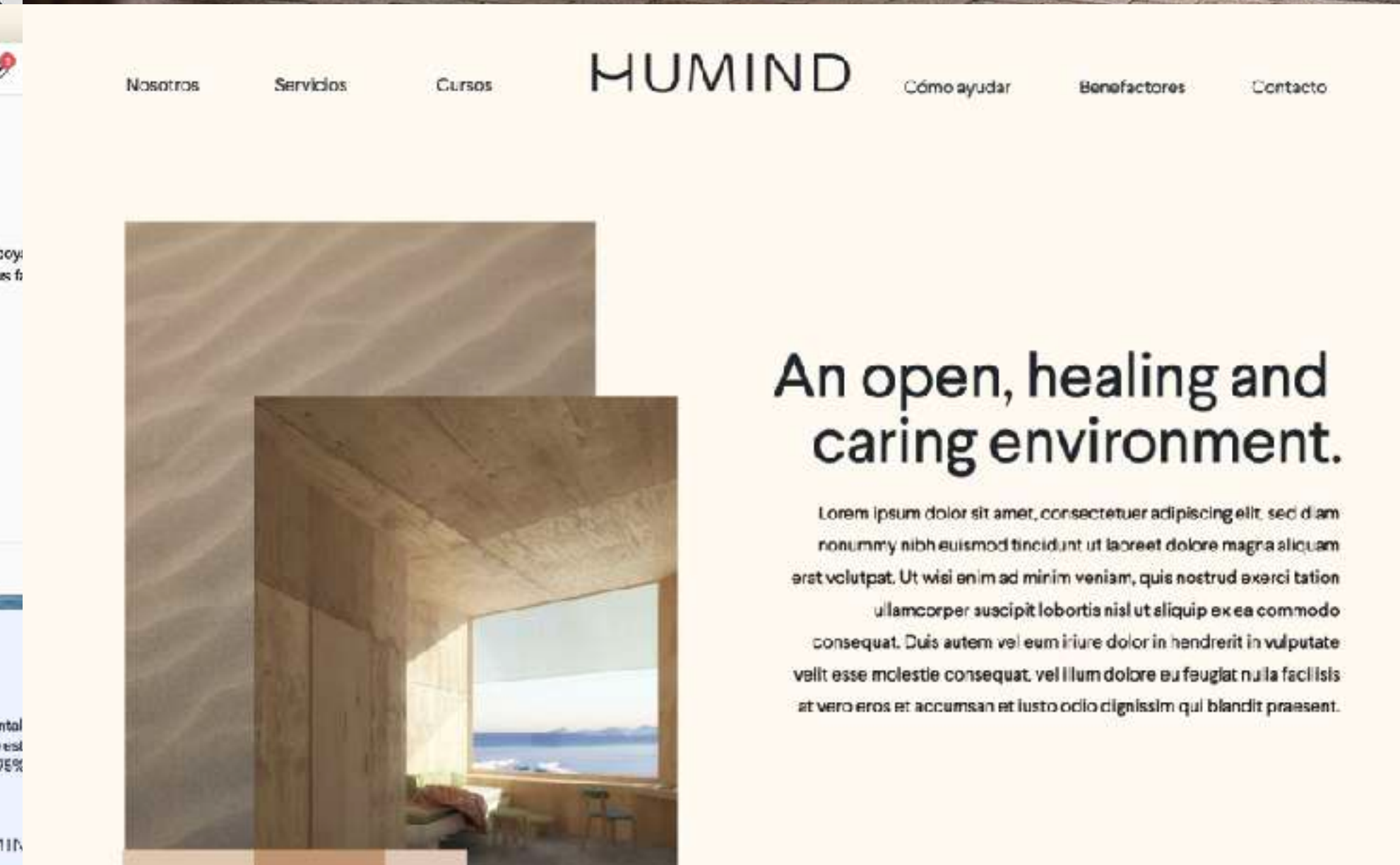
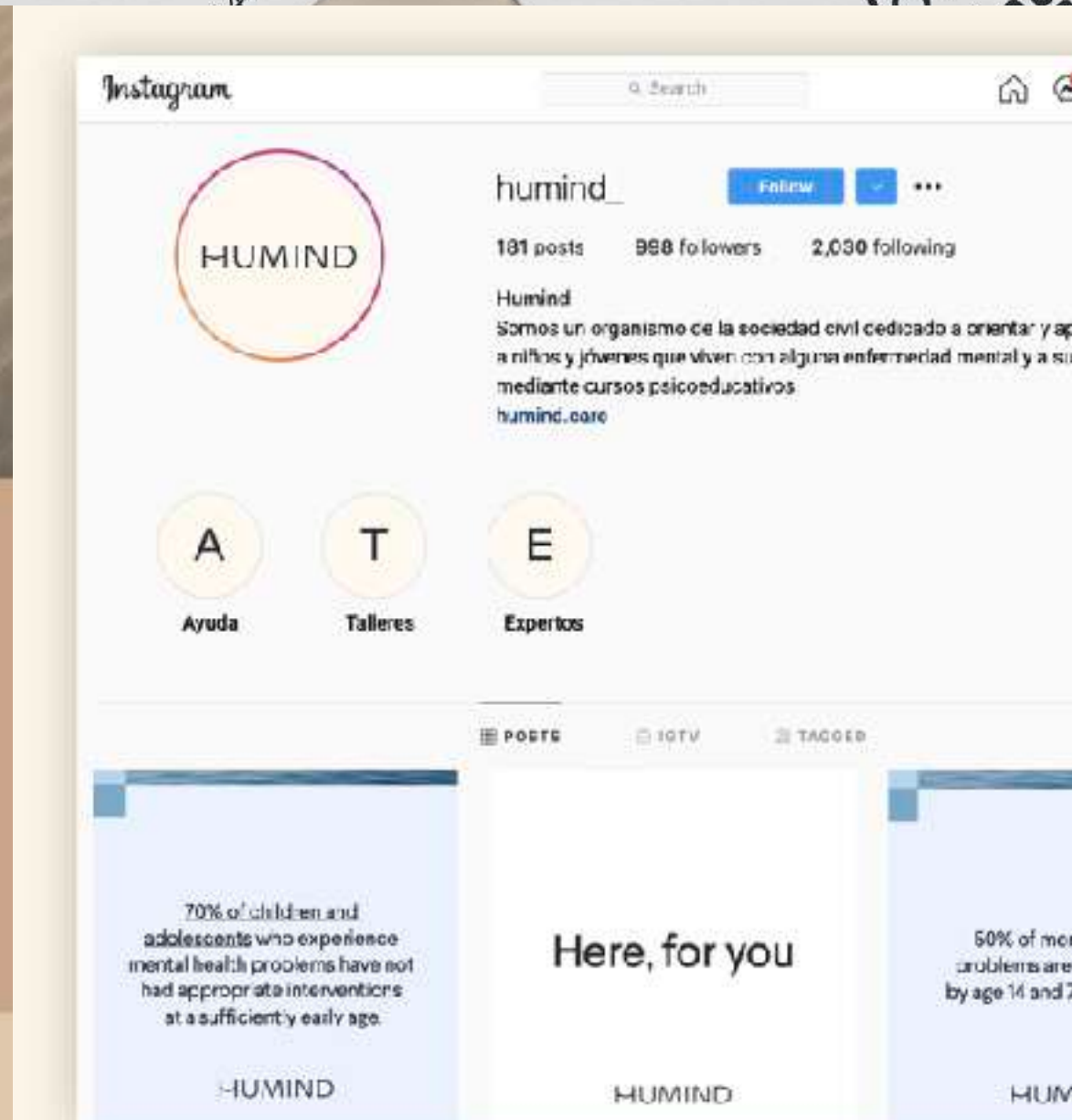
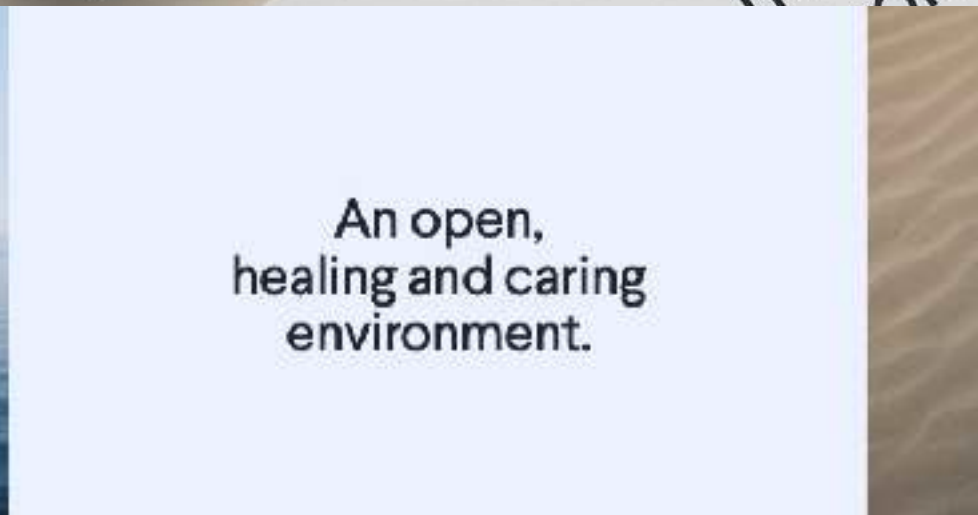
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A photograph of a modern, two-story white building with a flat roof. The word "HUMIND" is written in large, black, sans-serif capital letters across the middle of the building's facade. The building is surrounded by lush tropical landscaping, including several large palm trees in the foreground and various green shrubs and smaller trees in the courtyard. A paved walkway leads from the bottom center towards the building. To the right, a bright pink curved structure is visible. The scene is brightly lit, suggesting a sunny day.

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Propuesta (b)

HU

Recalcar “mind” con un cambio tipográfico sutil.

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Sobresaliente “mind” con un cambio tipográfico sutil.

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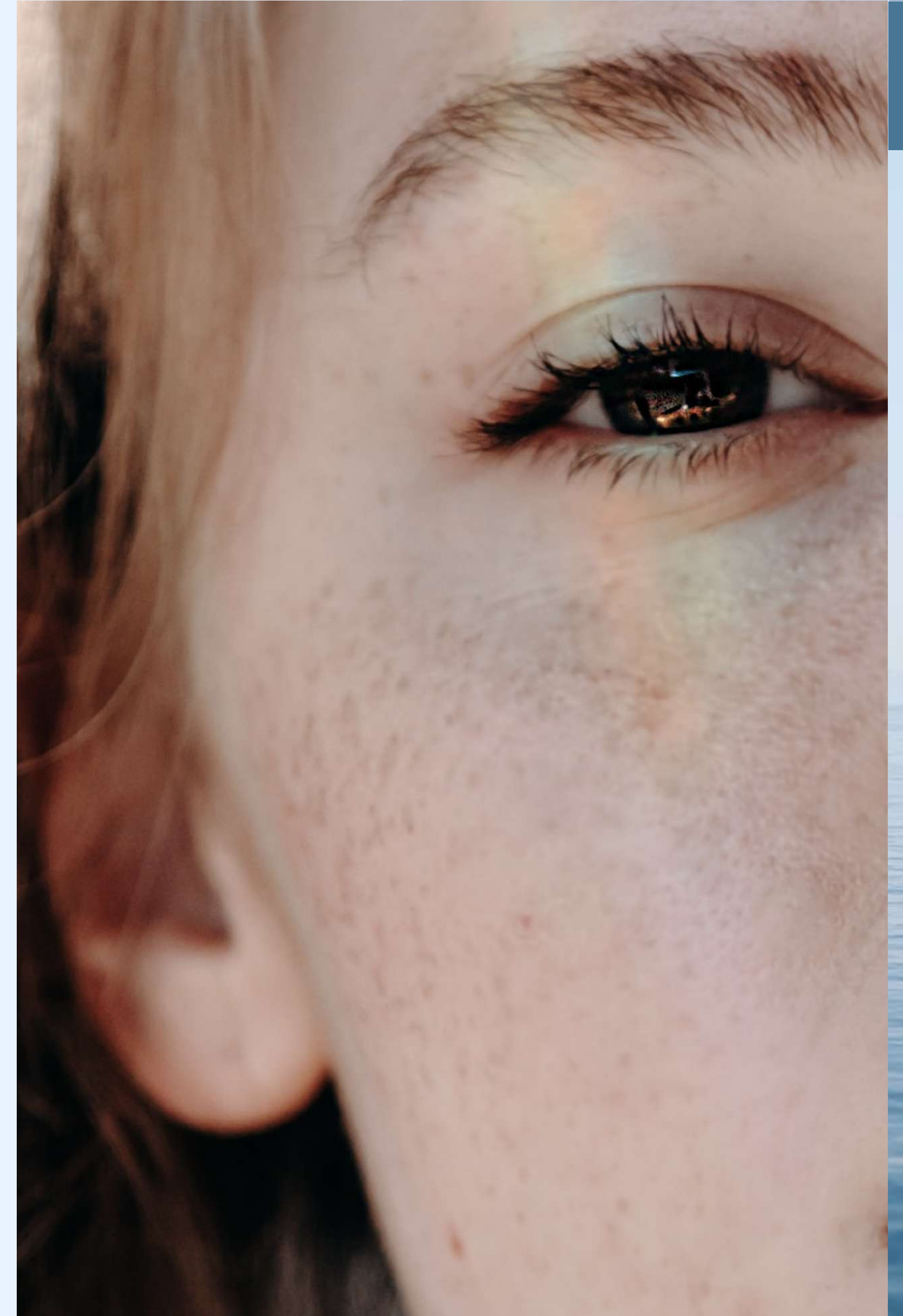
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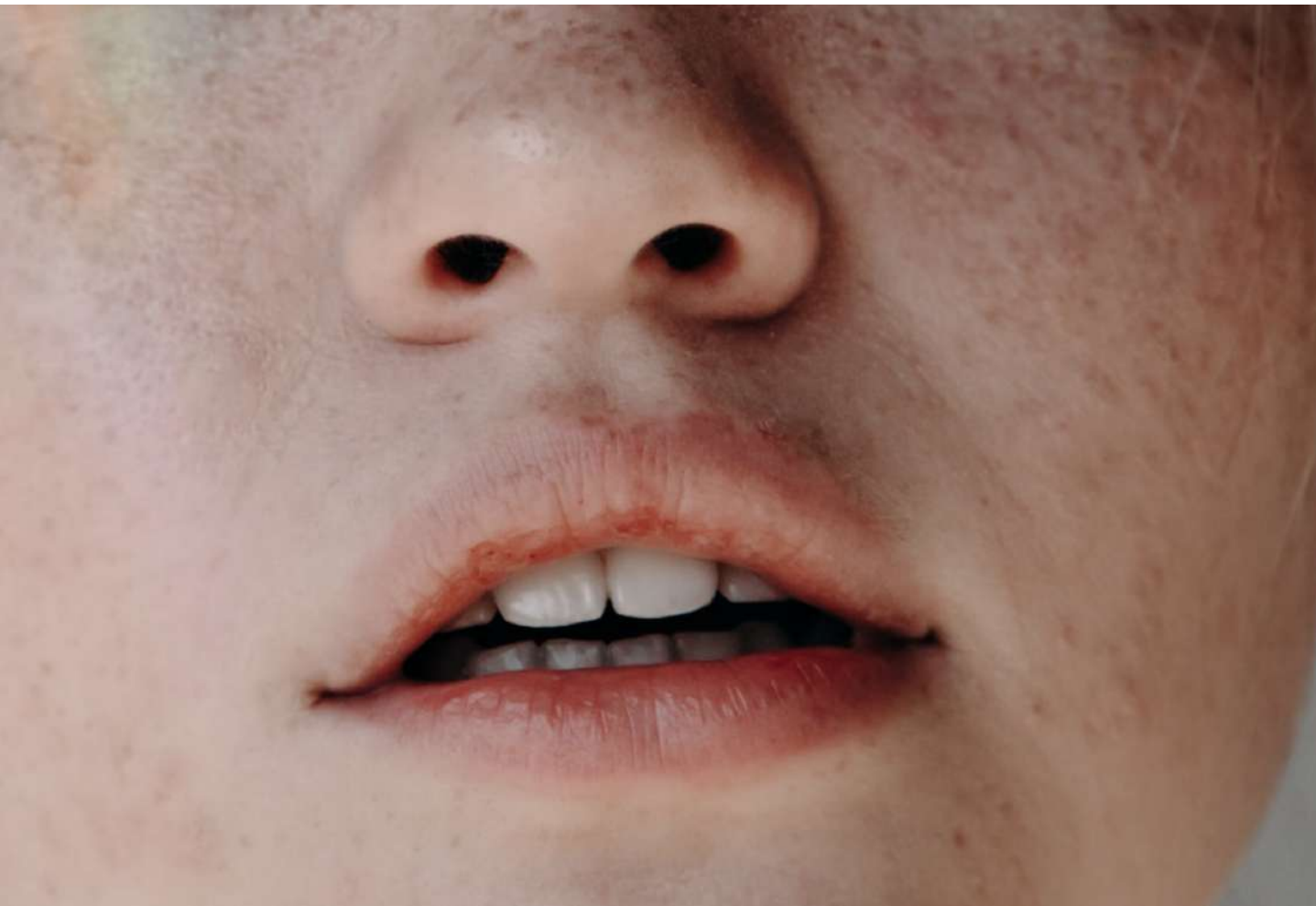
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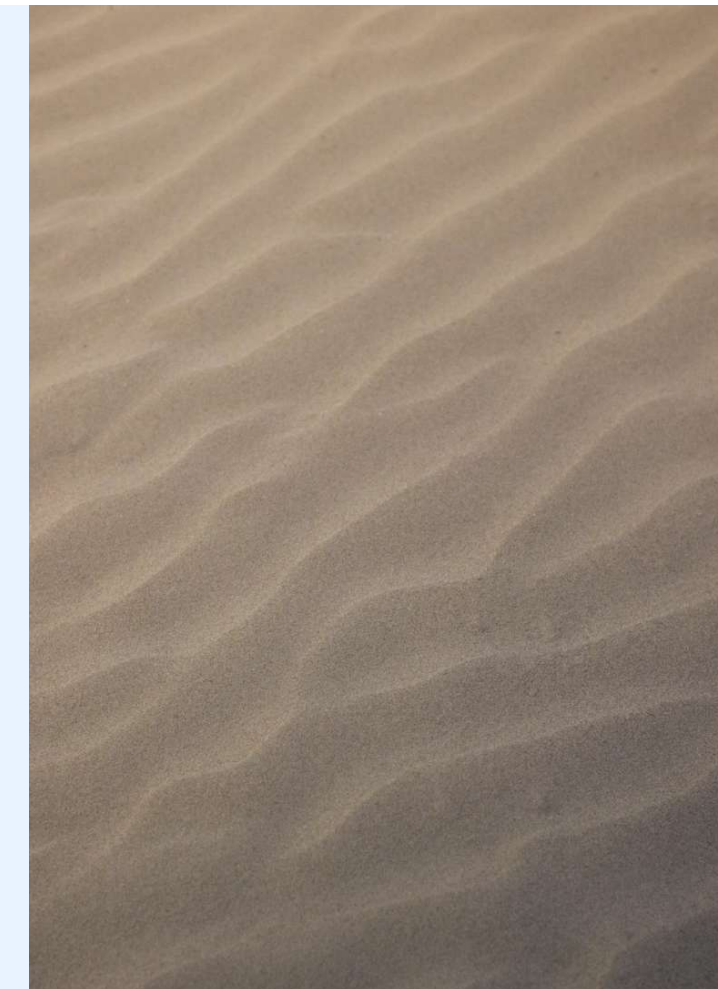


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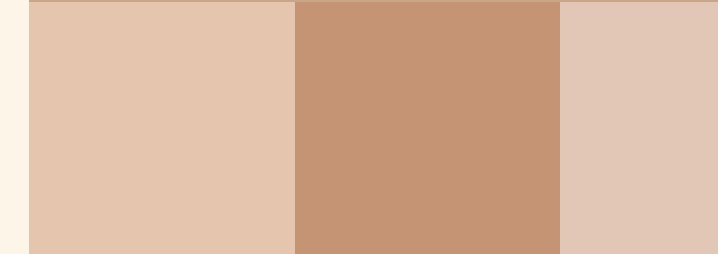
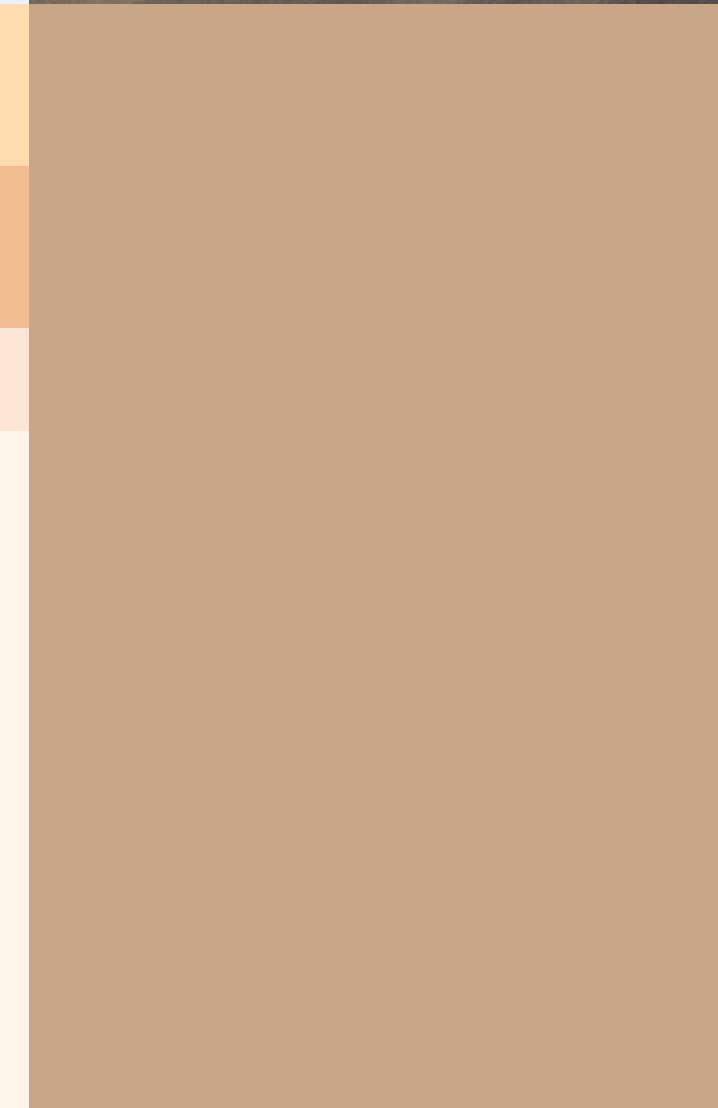
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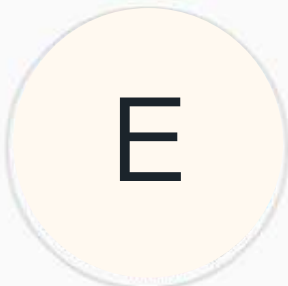
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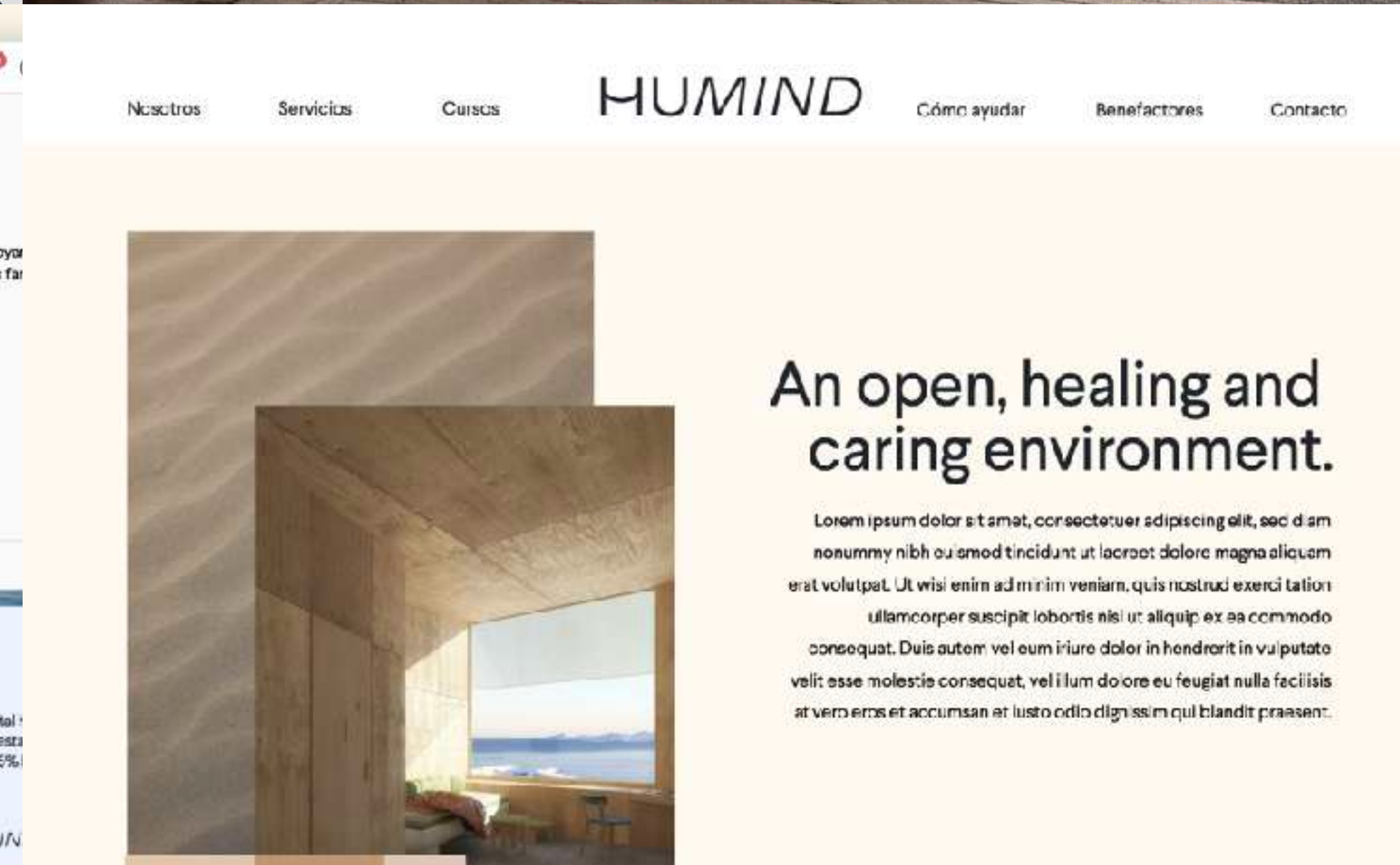
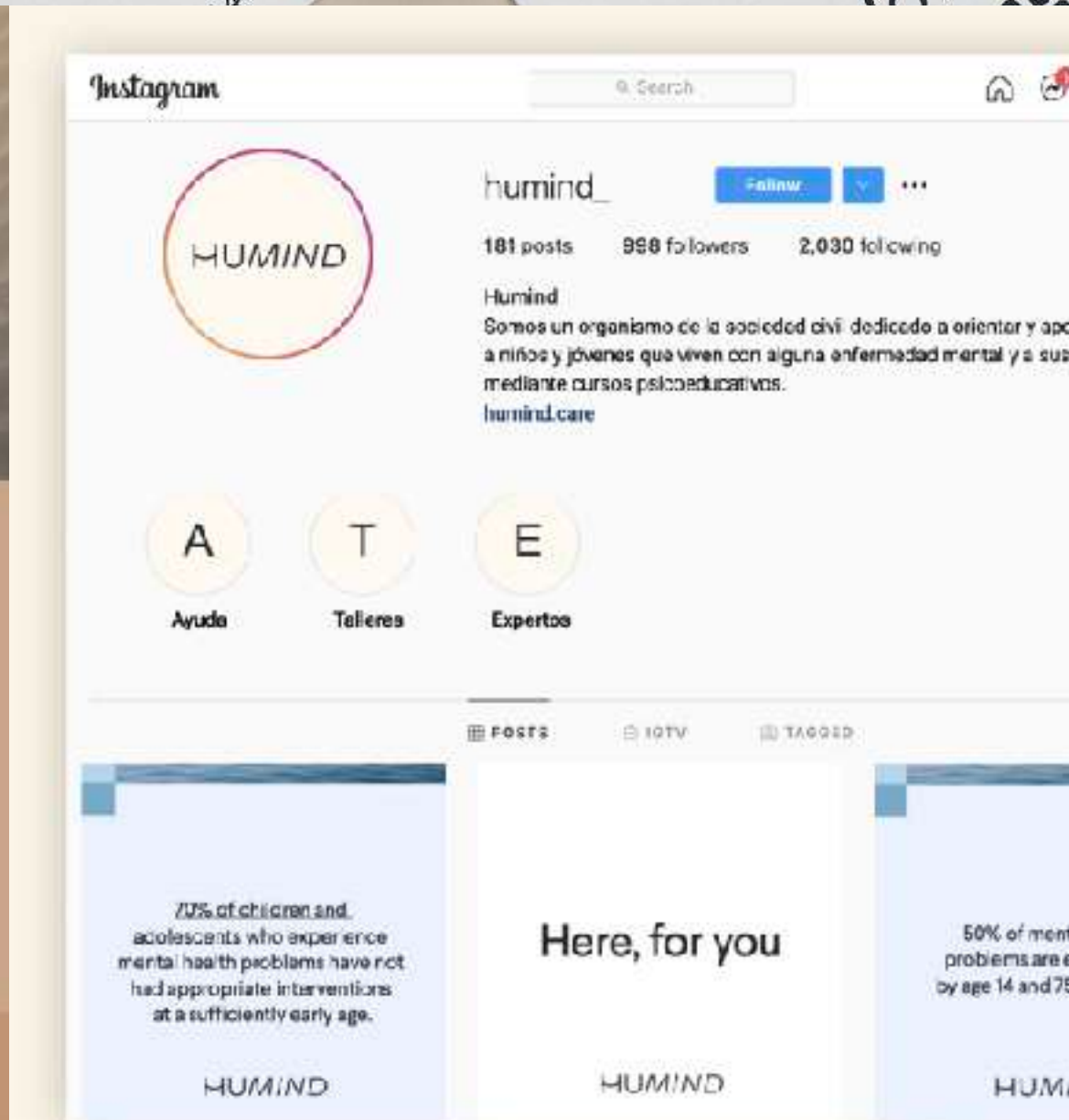
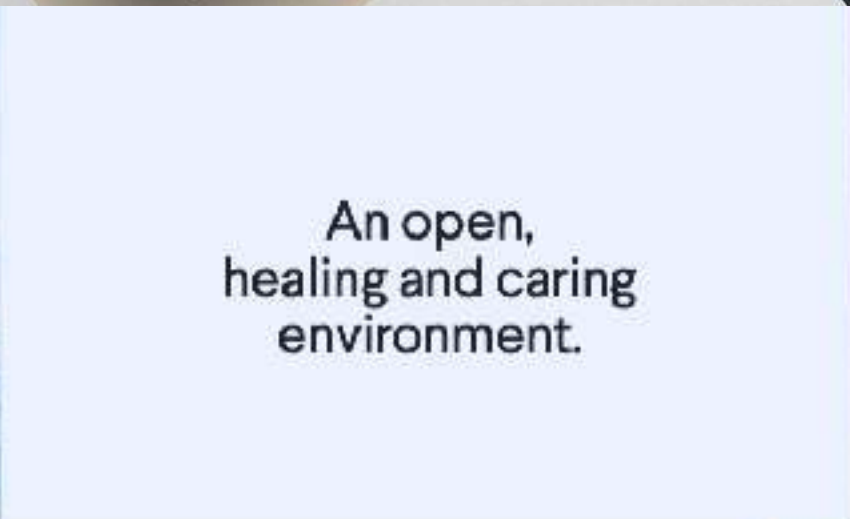
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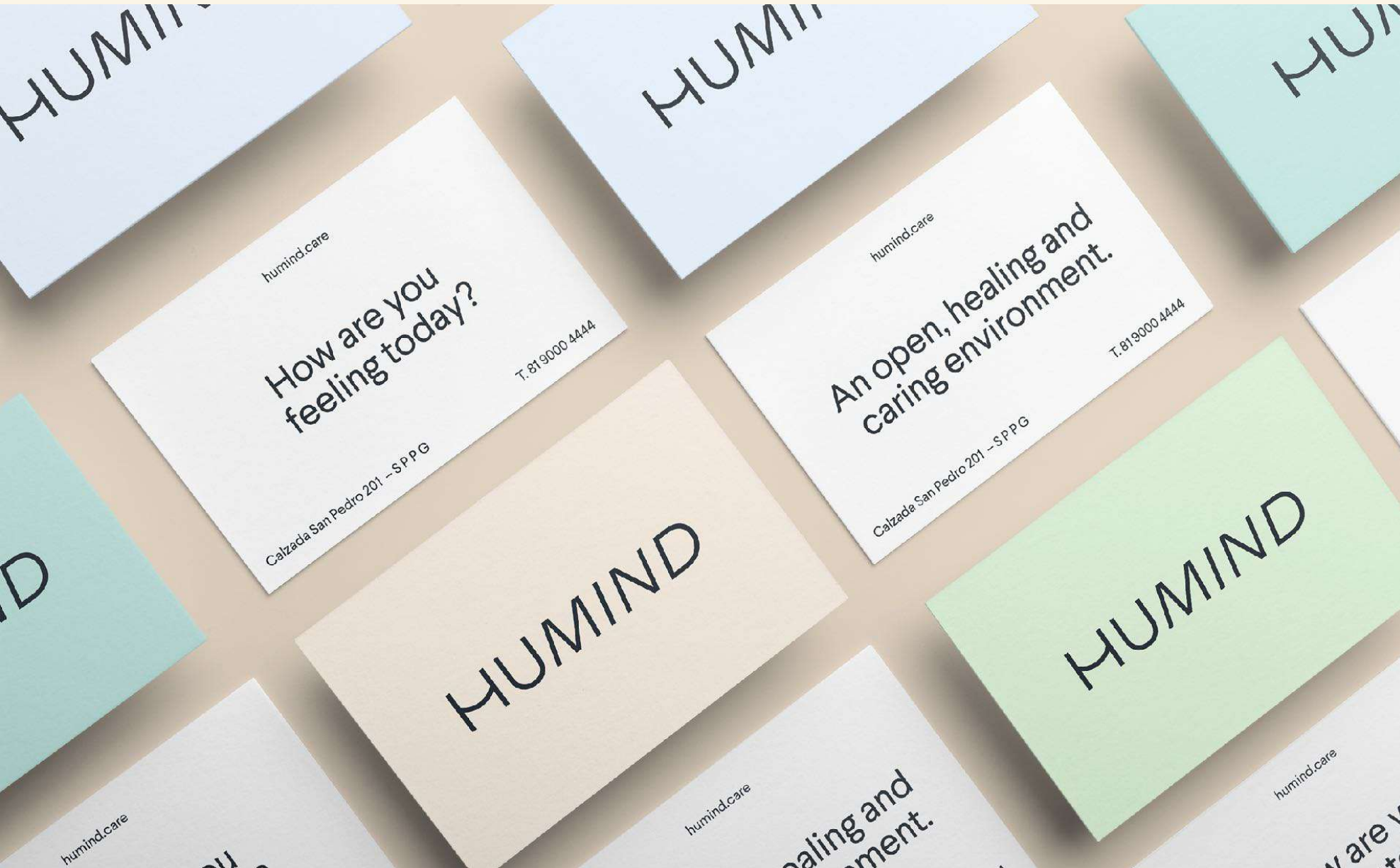


Resumen

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