



# BRAZILIAN EMBASSY

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Brand Strategy + Art Direction + Visual Identity Design + Design production

**CLIENT** The Brazilian Embassy is an important institution in Buenos Aires, owing to the large Brazilian population living in Argentina. The Embassy usually directs its own brand strategy and promotion, but in this case the Embassy contracted FORMA to help them plan and execute a number of public, cultural activities.

**CHALLENGE** Argentina is host to a large Brazilian population and the Brazilian Embassy works as an important link between the Argentine and Brazilian communities. The starting objective for this national brand was to promote, as an active intermediary, cultural and artistic exchange in different areas. The Brazilian Embassy decided to delegate the area of visual communication and development of cultural activities -- normally conducted by the Embassy itself -- to FORMA Cultural Branding. FORMA was given the task of discovering how the Embassy could attract both the residential Brazilian population and the Argentine general public, and thus strengthen cultural exchange and dialogue.

In order to achieve this objective, a number of actions were carried out. A radio program was organized, as well as a celebratory week of Brazilian cinema. Additionally, exhibitions of the work of artists Sebastian Salgado and Thereza Miranda, the engraver ("Impresiones"), were held throughout the city. FORMA also designed a yearbook for the Embassy and a catalogue of the Brazilian cultural month. Moreover, FORMA developed the cultural space for the Brazilian Embassy to allow it to visually communicate with its public on a large scale. Today, FORMA Cultural Branding continues working alongside the Embassy to further the development of the brand.



**ACTION** FORMA, together with the Embassy, planned a Brazilian cultural week to entertain the public and promote Brazilian cinema. Exhibitions of the work of famous Brazilian artists were also held around the city, and a radio program was organized. FORMA also designed a number of printed materials for the embassy containing information about the various events. FORMA continues to work with the Brazilian Embassy to further promote cultural exchange in Argentina.

**SERVICES** Brand Strategy  
Art Direction  
Visual Identity Design  
Design production