

15 years is a period that can represent a cycle and a transformation on different aspects.

In INEX, this it will not be different.


2001 - 2016



15
YEARS


Since our foundation we understand that there are in the market and in the people the best information and inspirations to manage a prosperous business. This has always justified the complement of our name: **MARKETING**. Representing the understanding that it is from the market that our projects are idealized, always valuing the peculiarities of each business with which we become involved.



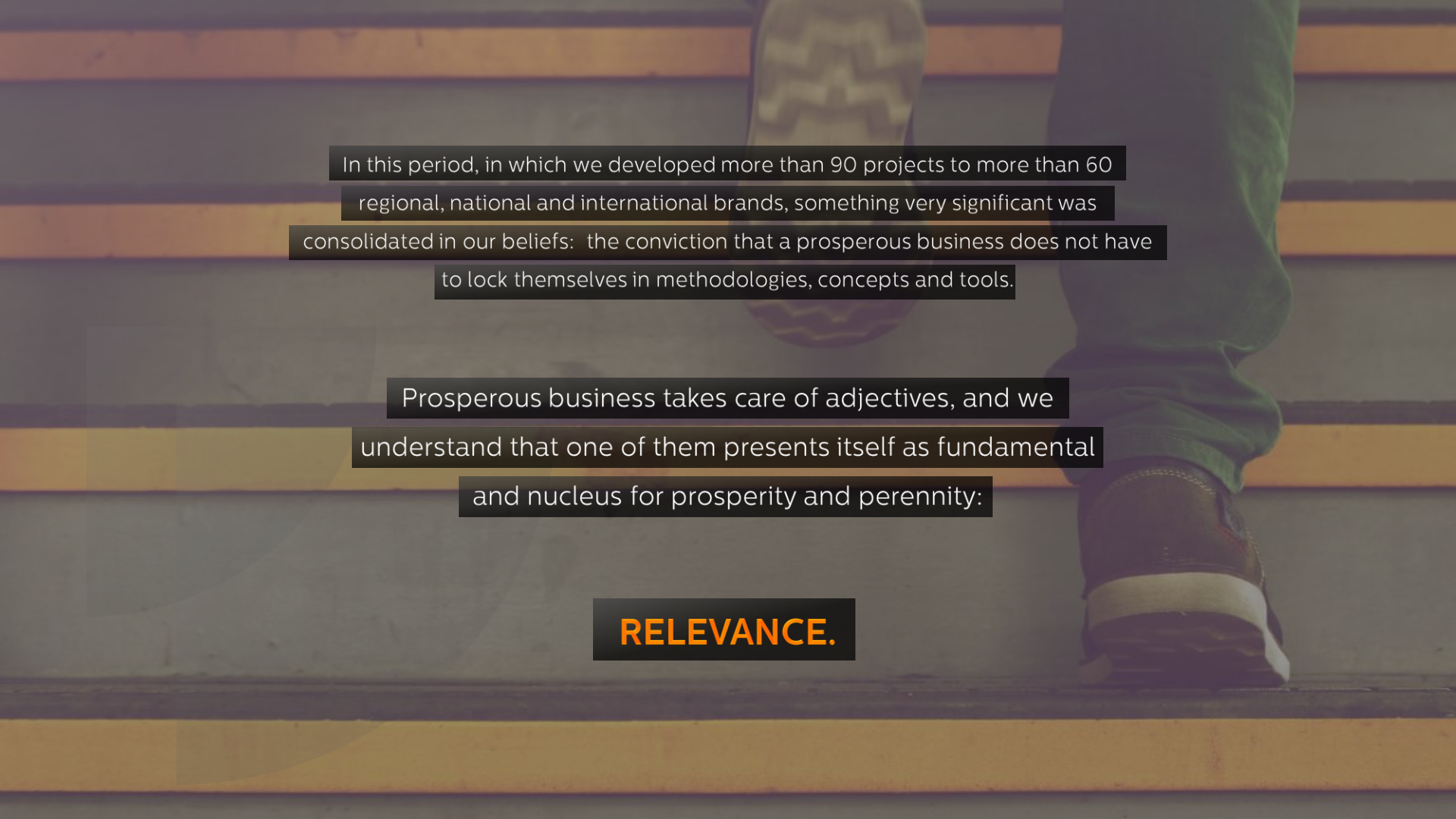


Fact so outstanding that also presents itself the origin of our name: **INEX**, a fusion of **IN**ternal environment with **EX**ternal environment that each business or idea presents as context to search its evolution.

INEX

A close-up photograph of a small, vibrant green seedling with two rounded leaves emerging from a crack in a grey, textured surface, possibly concrete or stone. The background is blurred, showing more of the cracked surface and a dark, shadowed area. The overall tone is muted and industrial, with the green of the plant providing a sharp contrast.

In this 2016 we complete **15 years** embracing new meanings that we understand are fundamental and necessary to keep ourselves engaged in our central intention: to assist enterprisers, managers and professionals to develop business, ideas and abilities.



In this period, in which we developed more than 90 projects to more than 60 regional, national and international brands, something very significant was consolidated in our beliefs: the conviction that a prosperous business does not have to lock themselves in methodologies, concepts and tools.

Prosperous business takes care of adjectives, and we understand that one of them presents itself as fundamental and nucleus for prosperity and perennity:

RELEVANCE.

RELEVANCE

This period allows us to define clearly what relevance means (in our particular way) in the current business world that we live:

CONSISTÊNCIA

Relevance is to possess a clear and valuable essence.

It is to understand its role inside of an ecosystem and market.

It is to be connected with different contexts and to understand the best and the worst of humanity.

It is to have an pro-active and original stance as agent of positive changes and transformations in what it presents synergy.

It is to conquer regard being genuine and consistent in speeches and attitudes.

It is to understand the organic and impermanent nature of the markets and society, seeking constant evolution.

VADE

POSITIVIDADE

ORGÂNICO

COERÊNCIA


PERTINÊNCIA

Marking this new cycle that we begin in 2016 and what is translated not only in our beliefs as in everything that we do, **we are altering our visual identity and the complement of our name,** in search of a translation more trustworthy of the essence of what we have been practicing for some years.




2001 - 2016

2016 →

A close-up photograph of numerous water droplets of various sizes scattered across a dark, textured surface. The droplets are in sharp focus in the foreground, while those in the background are blurred. The lighting creates highlights on the top of each droplet, giving them a three-dimensional appearance. In the top right corner, there are several white, abstract shapes resembling bubbles or droplets of varying sizes.

For this, we navigate in and we are
inspired by an element that unites these
concepts in a meaningful way:

WATER



:: The human body of an adult possesses up to 65% of water in its composition. In a newborn the number is even bigger: 78%.

:: The planet Earth also is known as Planet Water. The justification for this name is due to the fact that it is covered 70,9 % of its surface by water.



The water, though presents itself in different physical states, manifests in different formats, molding the reality with which it interacts.

:: Only 3% of the water of the world is sweet. Of this total, 70% is in the form of ice or in the ground.

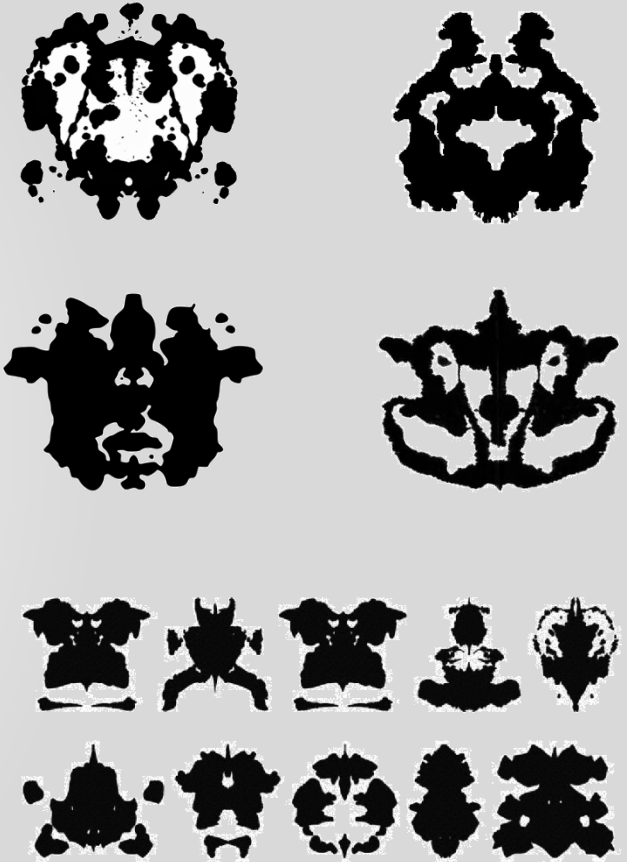
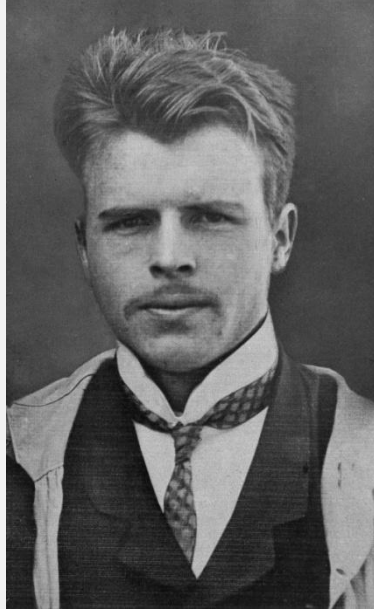
:: 12% of the fresh water of the world is in Brazil. The country is privileged by his aquiferos , which store the water in the ground.

:: There is more water in the atmosphere than in all the joined rivers of the world.





Added to this, was also sought inspiration in the work of the Hermann Rorschach (1884 - 1922), Swiss psychiatrist and Freudian psychoanalyst, who became known for the creation of the projective test known as the spot of printing ink test of Rorschach. In it, figures without clear meaning are shown so that the person can search a proper interpretation that discloses a little of their personality.





of these concepts and legacies it is born

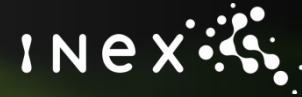
OUR NEW BRAND

intelligence,
strategy
and action



The new complement of our name also searches to translate in more faithful way what we have been developing through the years and what is so outstanding in everything we involve ourselves:

intelligence,
strategy
and action



INTELLIGENCE

TO UNDERSTAND MARKETS DYNAMIC, TO ANALYSE CONTEXTS AND TO LEARN CONSTANTLY.

INEX presents, from its market studies, analysis and constructions, an outstanding intelligence and scenery construction that allows a more assertive and clear decision making of the steps towards the business evolution.

STRATEGY

TO BUILD PATHS THAT TAKES BUSINESS AND MANAGERS UNTIL THEIR DREAMS AND POTENTIAL.

INEX possesses different methodologies and formats that stimulate the strategic creativity and that allow the construction of solid plans, contributing to the alignment and clear visualization of what it must be conducted so that the business can conquer and keep relevance in its markets.

ACTION

TO IMPLANT WITH EFFECTIVITY IDEALIZED INITIATIVES TO TAKE THE BUSINESS TO ANOTHER LEVEL.

INEX not only helps to draw strategies, action and plans for the business as well as participates actively of its implantation, contributing significantly so that the business can conquer superior results in its performances.



Our colors remain the same, representing faithfully
the sobriety, sophistication of reasoning and energy
that we look for to apply in all our products and moments of interaction.



intelligence,
strategy
and action



Our typology is exclusive and our letter 'i' looks to represent the symbol of the **infinity** that brings the conviction of incessant search for evolution (so intensely ours as of our clients) as it makes reference to a **sand glass**, showing the importance of time in this inevitable spiral process that business, ideas and professionals live.

i N e x 

Finally, our new brand gains the concept of flexibility. It does not present a single visual format, demonstrating our way of thinking and acting of adapting itself to the contexts with that in we come across. It represents the frequent and fast transformations for which the most dynamic markets pass.



INEX HAS A NEW BRAND.
WE ARE STILL HERE.
MUCH CHANGED. MUCH REMAINS THE SAME.
LET US KEEP CONNECTED.

intelligence,
strategy
and action

INEX 

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*:: Our new brand has a little bit of each one that has passed here.
Each enterprise, brand and professionals who believed in us and entrusted a great challenge to
our capacity of collaborating with his reflexion, creation, execution and consequently evolution.*

*:: The agency **nova** which understood our beliefs and our moment to make visually tangible
what we live daily.*

GRATITUDE AND LET'S GO FORWARD TOGETHER.