

## Beitlubavitch /visual identity

The Chabad-Lubavitch organization is present in more than 100 countries. In Rio de Janeiro, its building architectural project, includes a synagogue, school and study rooms, a restaurant, a library, and others. It is situated in the Leblon neighborhood and has a project signed by Roberto Victor Wagner, architect, who invited me to design the visual communication system, comprising identity, external and internal signage of the building, with plaques and inscriptions of tributes and gratitude.

The system has a very simple and functional way, ensuring a sober language, compatible with the institution meaning and its architecture. The graphic elements typography, diagram, modulation and color, uses as display ACM (composite aluminum) plates in silver and gold metallic colors.

The typographic system uses the classic Univers 59 typeface, in a stenciled version produced especially for use on plates provided with indirect lighting, such as the outdoor ones, with letters milled by numerical control, for the passage of light.