

## Brazil Gets Its Own Logo

Contributed by Mylena Fiori  
Monday, 21 February 2005

The so-called Brazil Trademark, the new symbol which will begin to represent the country's image around the world, was developed over the course of a year by the Brazilian Tourism Institute (Embratur) as part of the Watercolor Project, which determines activities to market tourism for the next 10 years.

The new trademark, which was approved by the other Ministries, was introduced on February 18 to around 100 entrepreneurs at the headquarters of the Federation of Industries of the State of São Paulo (Fiesp) by the Ministers of Tourism, Walfrido dos Mares Guia, and of Development, Industry, and Foreign Trade, Luiz Fernando Furlan.

The presidents of Embratur, Eduardo Sanovicz, and the Brazilian Export Promotion Agency (Apex), Juan Quirós, also took part in the event.

Minister Furlan stressed that the Brazil Trademark was created to be a national symbol, not a government brand. "Our desire is to have a symbol of Brazil, apart from the official national symbols like the flag," he affirmed.

The logotype, which is wavy and multicolored, inspired in a watercolor by landscape architect Roberto Burle Marx, represents the country's cultural and natural diversity.

"It expresses cleanliness, beauty, the green that tourists see in the forests when they arrive in Brazil, the blue of the waters, the white of religious syncretism, the red and orange of the festivals and Carnival, the yellow of the beaches, the heat, and the climate," the Minister of Tourism pointed out.

Sanovicz revealed that some export sectors (coffee, furniture, fashion, jewelry, and ceramics) have already expressed interest in adopting the symbol on their products and packages.

"The trademark is meant to take root as an active element in Brazil's trade promotion," he said. In 2005 Embratur will spend US\$ 40 million to market tourism abroad, always using the Brazil Trademark.

The debut of the Brazil Trademark is set for March 11-15 at the International Tourism Fair in Berlin, Germany.

Translation: David Silberstein  
Agência Brazil