



*A more natural
day-to-day lifestyle.*



Our client is and has been committed to contributing daily to a better world.

But is the public aware of these actions?

Even with an online platform dedicated exclusively to showcasing the company's actions and history, including annual sustainability reports, the brand had not yet effectively communicated these attributes to consumers.



The link below provides a more comprehensive overview of the brand's actions, objectives, and communication regarding sustainability.

<https://global.tramontina.com/en/sustainability-center>



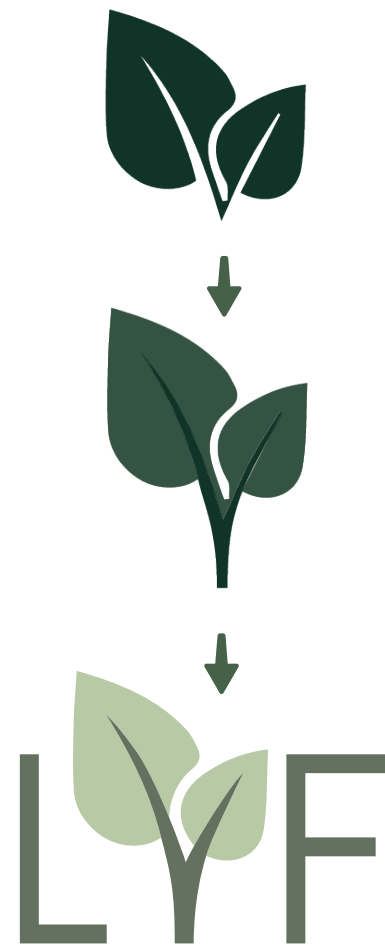
With this project, we had the opportunity to open the company's doors and show that environmental preservation is not just a statement, but a series of actions that truly make a difference.

The link below presents a corporate video summarizing some of the company's efforts to evolve responsibly.

<https://www.youtube.com/watch?v=REt0FurRTv8>

CONCEPTION

The name LYF echoes the word "leaf," symbolizing the sustainability cycle intrinsic to every component.



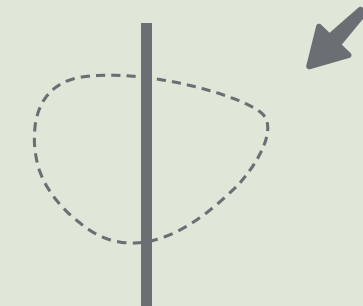
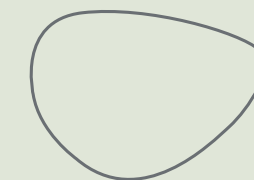
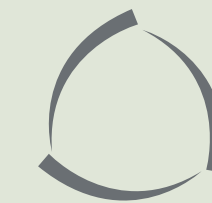
The pictograms are visual representations of the entire concept developed for the line and appear across various elements of the products.

Raw material recycling.



Gentle flow of wind as a guideline for fluid shapes.

Working with the asymmetry created by nature.

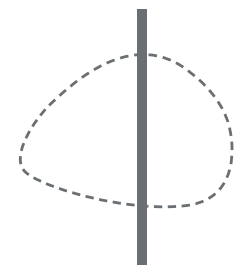


The leaf, as the ultimate representative of nature and its characteristics.

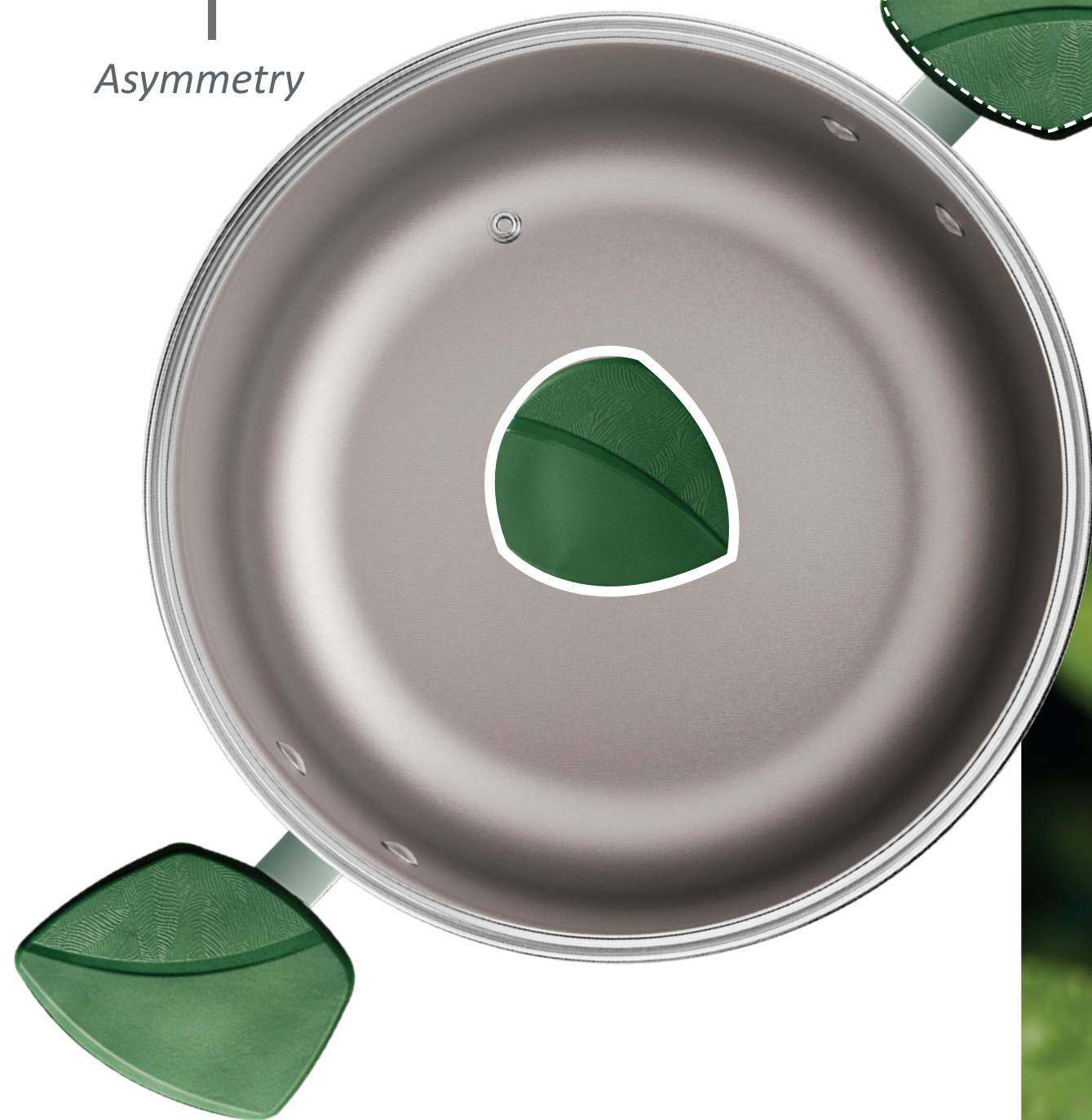


*Replication of
nature's lines.*





Asymmetry



Nature symbol.



*These lines come
together to represent
the cycle of nature.*



