

LOGOS

Evolution

With eyes in the future and in the possible expansion of its business areas, **RICAP** Group leaves the logo with direct relation to **RICAP** Shoes and starts to concentrate more in its personality as a group with the possibility of hold several business areas.

From circle, representative figure of the womb, birth and therefore of the beginning, the image of **RICAP** Group is now represented by straight forms that, according to studies, are the forms to which the modern man is spontaneously more associated.



[1984]



[1990]



[2000]



The square, which represents the organization, manufacturing and technology, shows a **RICAP** Group more developed and aware. This geometry has a static sense when supported in one of its edges, however, as **RICAP** Group is a dynamic company, even the square confirms that by being supported in one of its vertices.

Placed on the right and above the name, the symbol with squares works as an exponent of the brand, i.e., give it an highlight for its relevant attributes.