

How to express?

one identity one symbol

an open economy working to create value

a country open to the world

Our key words

Global

Portugal

Concept story

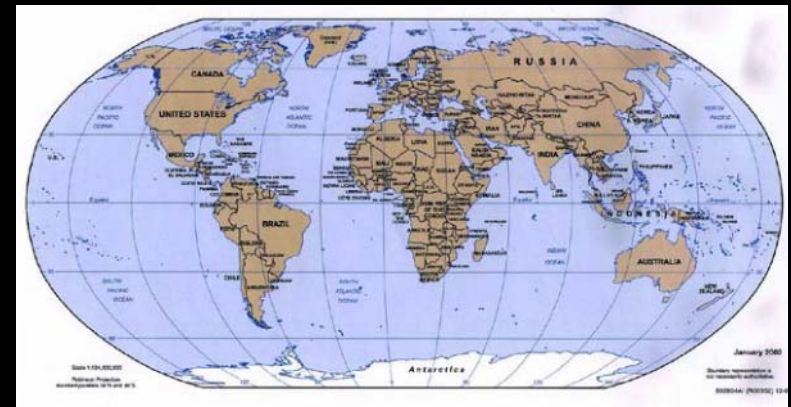
earth, globe | models and symbols throughout History

Armillary sphere

(origin: ancient Greece 255 BC and China 1 BC, a symbol of knowledge during the discoveries and, since then, part of the Portuguese flag)



Mapmaking



Concept story

Global | in the past



Reflected a concern for quantification, for geometry, and for the astronomic positioning of planet earth.

Concept story

earth, globe | models and symbols of today

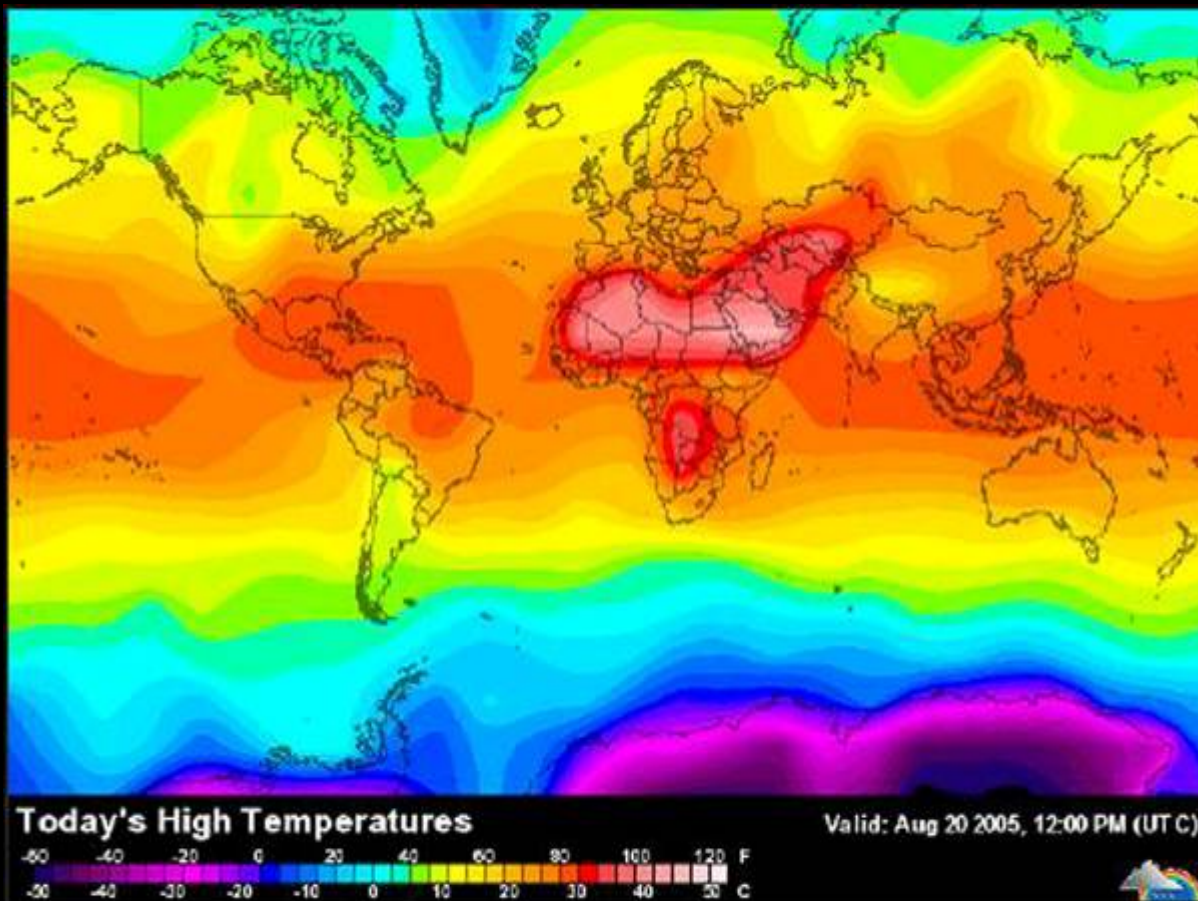
Satellite photo



Concept story

earth, globe | models and symbols of today

Graphic Showing Global Warming



Concept story

earth, globe | models and symbols of today

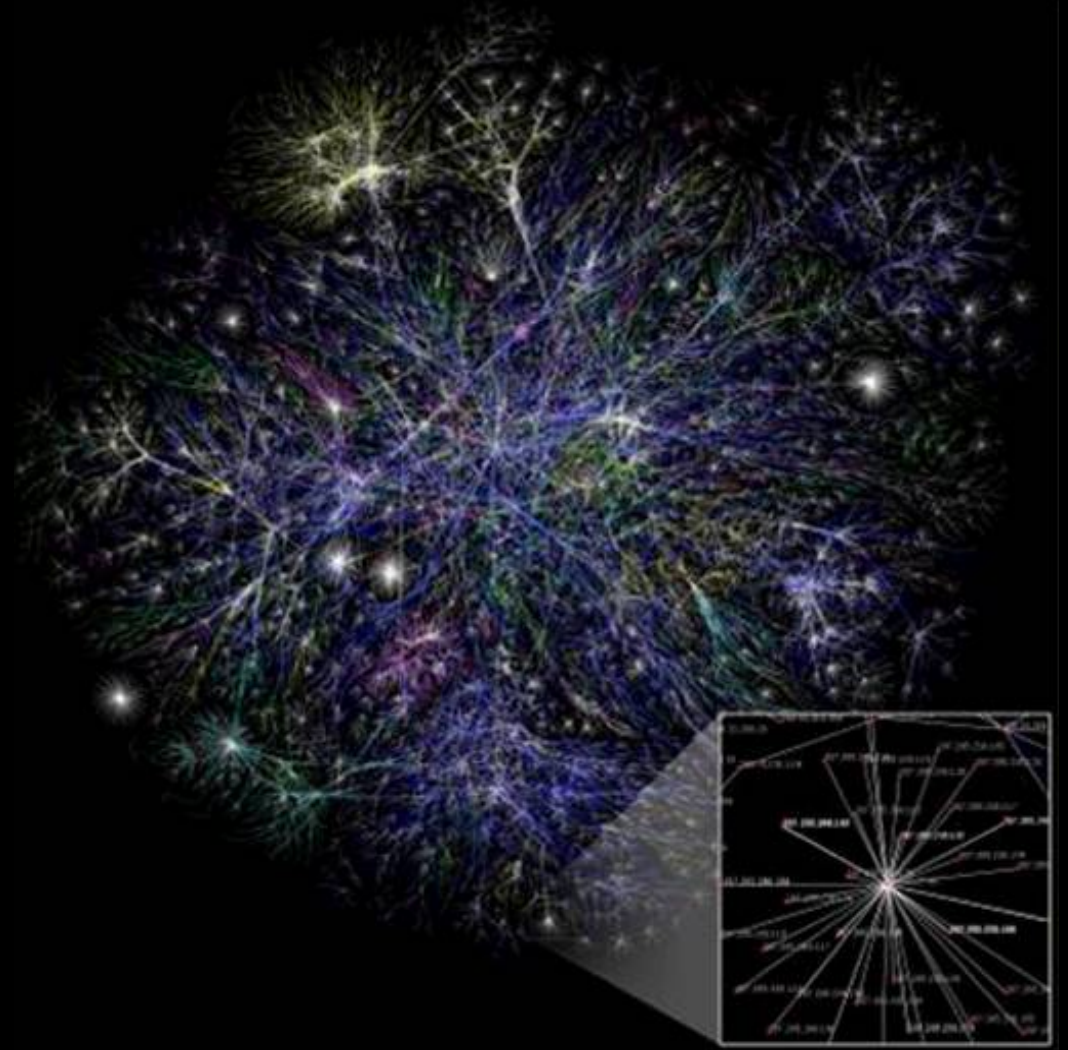
earth by night



Concept story

earth, globe | models and symbols of today

Worldwide web



Concept story

Global | today

Reflects the observation of real images and the
quantification of new connected realities

Concept story

In this sense, the current and future vision of our planet and of globalisation reflects a new form of geography:

the geography of knowledge:

The felling of trees in the Amazon region is reflected in the climate of other parts of the planet.

CO2 emissions in one place affect other remote areas of the planet.

An invention at the University of Aveiro is reflected in the work carried out at NASA.

Internet interest groups do not necessarily coincide with the relations determined by geographical proximity.

iPODS, *NIKE* trainers and photos of Cristiano Ronaldo are to be found in young people's bedrooms the world over.

Concept story

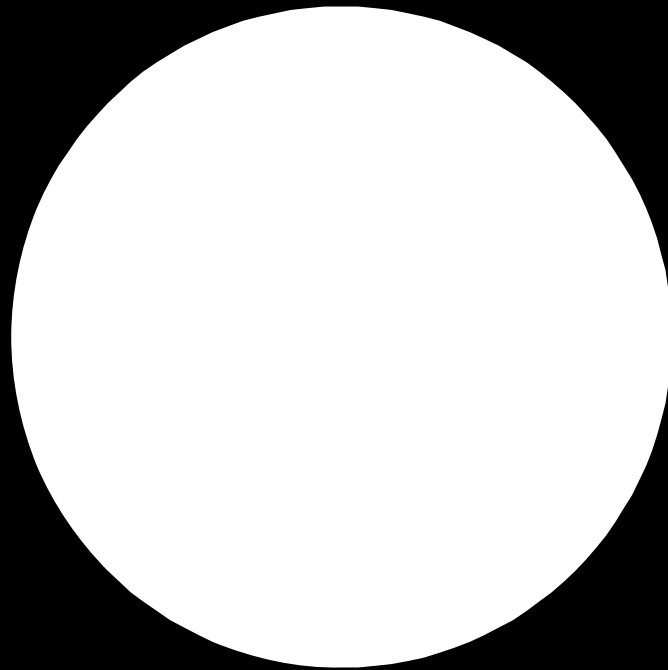
The knowledge economy, interactivity and increased leisure time gives us a new vision of what GLOBAL means.

Our current perception of the world is a long way from the Armillary Sphere, and is closer to a picture by Pollock.



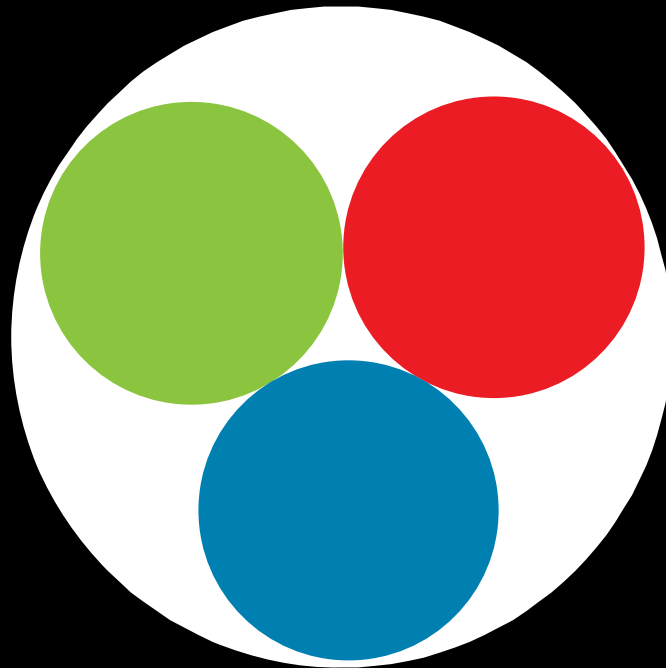
Our brand

has the circular form of the globe



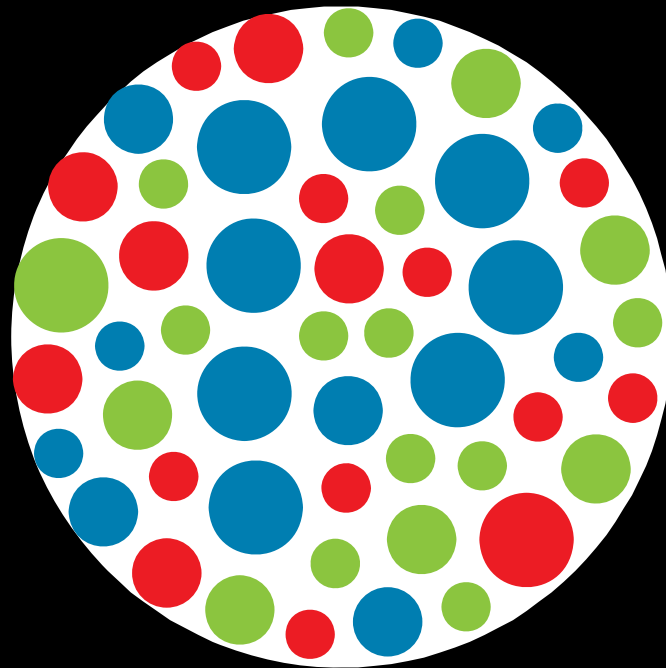
Our brand

has the colours of our flag + the blue of our sea focused culture



Our brand

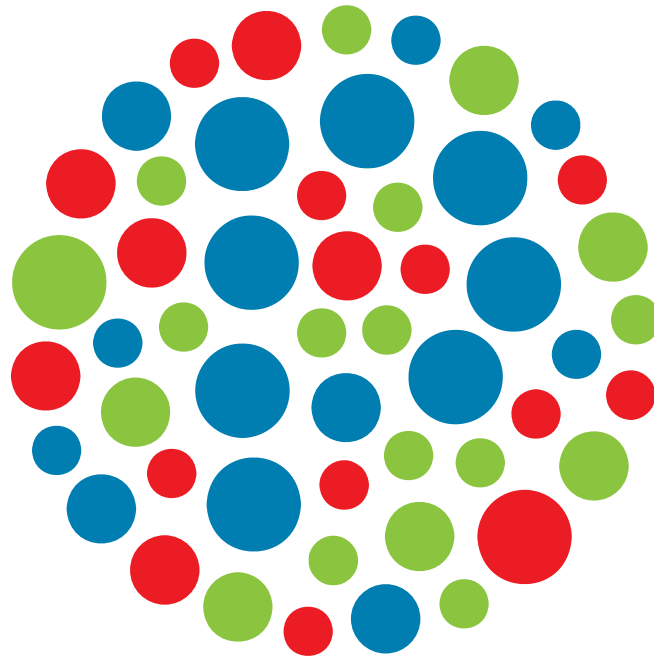
and is built organically like the new global perception of the world



Our brand

is an inspiration to us

and the promise of a great experience to you



aicep Global Portugal