

SÃO PAULO
CRIATIVO

The logo for "São Paulo Criativo" consists of two lines of text. The first line, "SÃO PAULO", is in a teal, sans-serif font. The second line, "CRIATIVO", is in a dark blue, bold, sans-serif font. The final letter, "O", is replaced by a stylized graphic element: a teal speech bubble with a white dot inside, a yellow pencil tip pointing downwards, and a cluster of teal dots of varying sizes to the right.

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A stylized graphic element located at the end of the word 'CRIATIVO'. It features a teal speech bubble shape with a white circle inside, a yellow and orange pen nib at the bottom left, and a trail of teal dots extending to the right.

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