
RO
SA
CANAL
DO ROSA

ONE PERSPECTIVE. MANY STORIES.

Video production in the Czech Republic.
Events, interviews and documentaries.

Specie Designer Creative Studio

Brands made to be desired.

Real stories.
A perspective that connects.

Projects for institutions, events and people. From filming to editing, each story finds its own rhythm.



Brno and its memory.

An interview with Aleš Svoboda about Brno's water reservoirs.

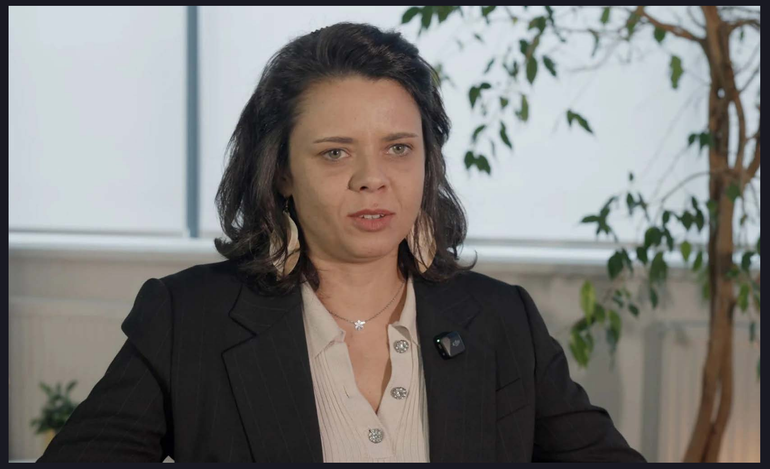
WATCH PROJECT



Brasil Fest Brno 2026.

Official highlights from Brno's festival of Brazilian culture.

WATCH PROJECT



Dona da Minha História.

Ludmila, between the laboratory and the stage. A series for the Brazilian Embassy in Prague.

WATCH PROJECT

One perspective brings us closer. Many stories connect us.

Video production for brands, institutions and people. Filming and editing for each client's platforms, with the purpose, format and deliverables defined for the project.

Events and culture

An encounter becomes a story people can return to.

Interviews and portraits

Listening, framing and editing for people with something to share.

Documentaries and memory

People, places and events gain context and continuity.

Stories that travel.

The work reaches audiences through clients' own platforms. Canal do Rosa is one of the places where these productions can be seen.

Brasil Fest Brno

Brazilian Embassy in Prague

Embassy of the Czech Republic in Brazil

ViBrasil Samba Show, Prague

The channel as a showcase

41K subscribers / 184 videos / 3.4 million views

YouTube, 29 October 2026: 3,419,236 cumulative views. Subscribers rounded. These are channel figures, not combined client reach or guaranteed results.

A Brazilian perspective. Video production in Czechia.

ROSA

Prague, Brno and other cities across the Czech Republic. Projects connect cultures, document encounters and help institutions and people share their stories.



BRASIL FEST / 2024

RO
SA

The name becomes a meeting point.

RO/SA brings the name into a compact block. The weight of the letters and their internal spaces help it retain its presence from avatar to poster.

The four corners recall the act of framing. The space between them lets the scene breathe. Name, proportion and framing work together to create the signature.



CANAL DO ROSA

Um olhar. Muitas histórias.

ROSA

THE BRAND MAKES ROOM FOR THE STORY.

The symbol creates recognition.
The headline introduces the story.
The photograph brings it to life.

One primary brand.
Many ways to tell a story.



CANAL
DO ROSA

RO/SA and pink identify the video production business across proposals, the portfolio, crew wear and commercial contact.

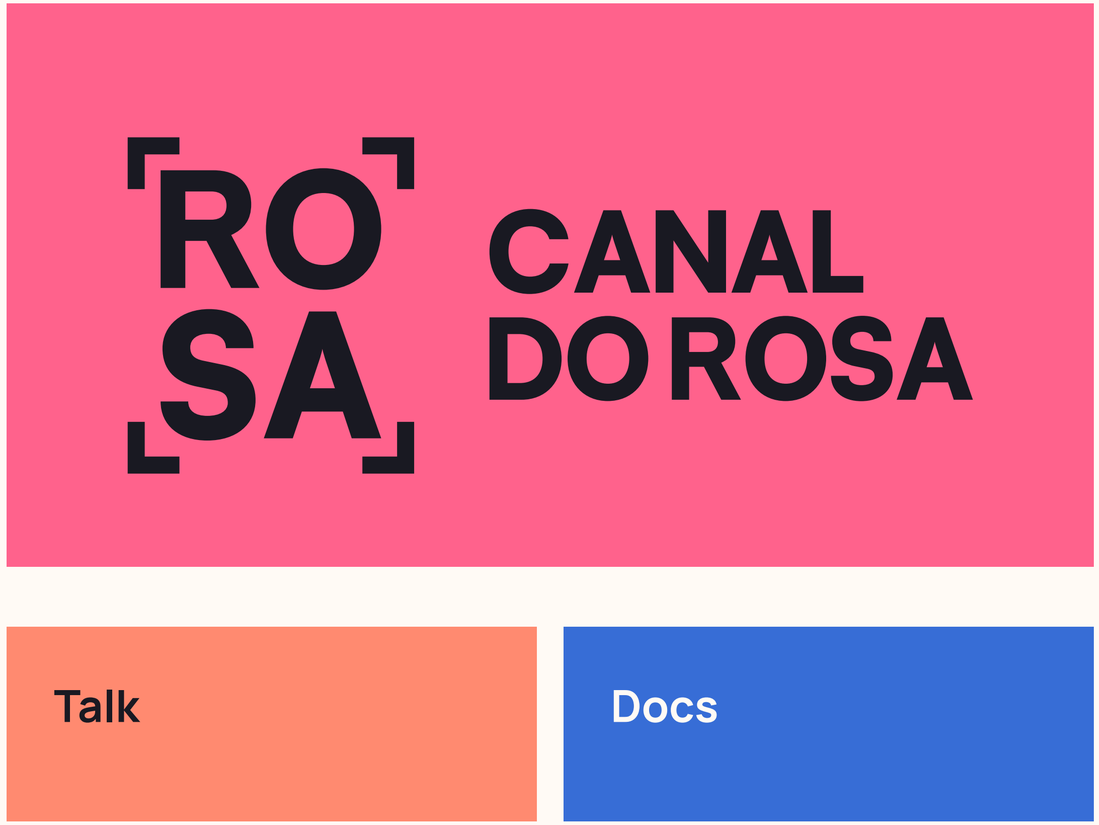
Optional editorial categories

Talk and Docs remain optional editorial categories for the channel. Coral and blue can organise conversations and documentaries without dividing clients into separate brands.

Pink for the brand. Colour for the content.

Pink gives the primary brand presence and unity. Typography organises information; the frame recalls the choice of a point of view. The real experience of each project stays at the centre.

Talk and Docs remain optional editorial categories for the channel. Coral and blue can organise conversations and documentaries without dividing clients into separate brands.



Guava pink

#FF628C

Coral / editorial accent

#FF8A70

Blue / editorial accent

#376DD6

Paper #FFFAF5

Ink #191922

Olive #C4D4A6

Czechia in five tones.

Colour connects the brand to its setting. Façades, rooftops, sky, light and shadow echo the editorial palette.



Guava pink

#FF628C

Façades / Prague

Paul Korecky / CC BY-SA 2.0

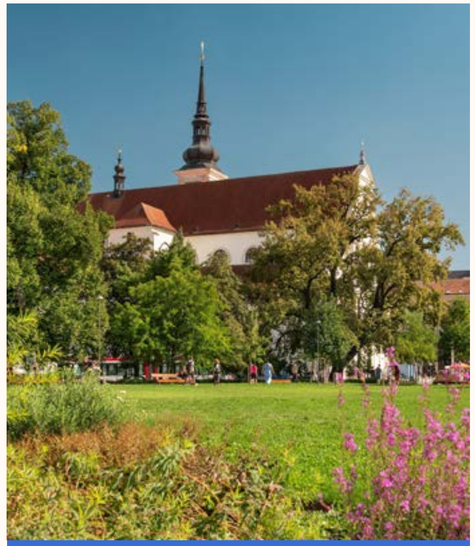


Coral

#FF8A70

Rooftops / Prague

Tiia Monto / CC BY-SA 4.0



Blue

#376DD6

Sky / Brno

Jorge Franganillo / CC BY 4.0

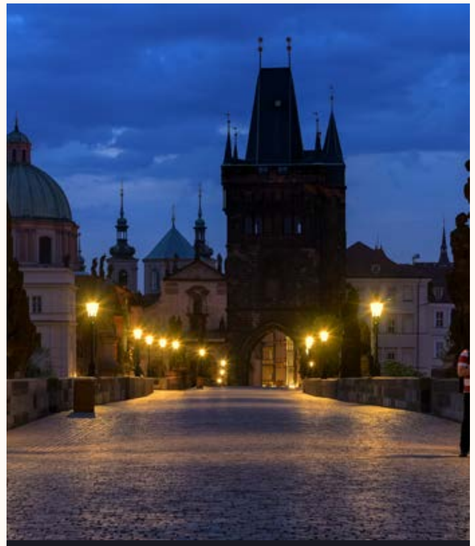


Paper

#FFFAF5

Light / Prague

Harshil Mehta / CC BY-SA 4.0



Ink

#191922

Shadows / Prague

Jorge Franganillo / CC BY 2.0

Visual relationships, not literal colour samples. Real photographs; framing adapted.

BRASIL FEST 2024.

CANAL
DO ROSA



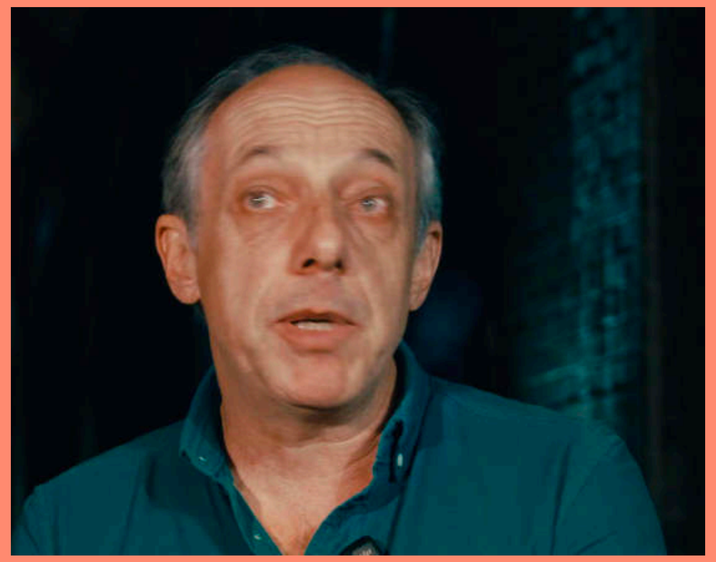
Quadro do Canal do Rosa / Brasil Fest 2024

CULTURA BRASILEIRA EM BRNO

youtube.com/@canaldorosacz

BRNO POR ALEŠ SVOBODA.

TALK



Quadro do Canal do Rosa / episódio sobre Brno

CONVERSAS / PATRIMÔNIO E CIDADE

youtube.com/@canaldorosacz

AUSTERLITZ. A BATALHA. A LENDA.

DOCS



© Projekt Austerlitz / quadro do Canal do Rosa

HISTÓRIA / DOCUMENTÁRIO

youtube.com/@canaldorosacz

ROSA

BRASIL FEST 2024.

CANAL
DO ROSA



Quadro do Canal do Rosa / Brasil Fest 2024

CULTURA BRASILEIRA EM BRNO

youtube.com/@canaldorosacz

ROSA

AUSTERLITZ. A BATALHA. A LENDA.

DOCS



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HISTÓRIA / DOCUMENTÁRIO

youtube.com/@canaldorosacz

Dona da Minha História

ORIGINAL SERIES / CLIENT ARCHIVE

Ludmila. Between the laboratory and the stage.



AUSTERLITZ. A BATALHA. A LENDA.

DOCS



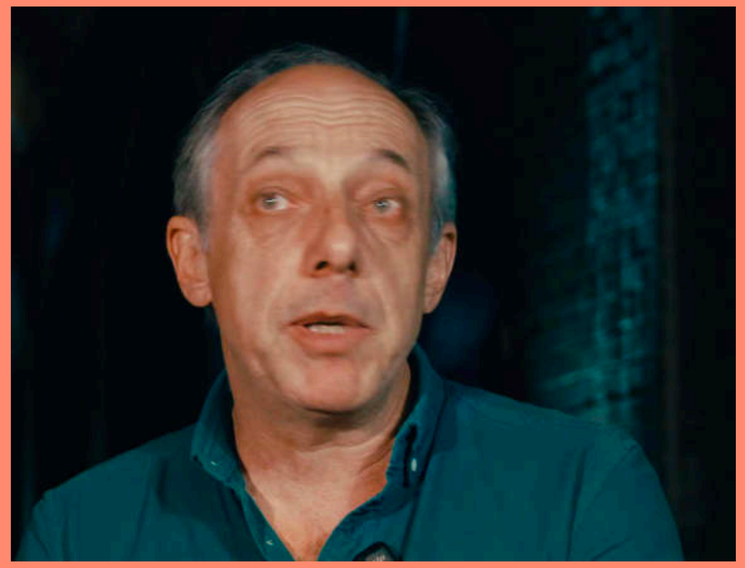
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HISTÓRIA / DOCUMENTÁRIO

CANAL DO ROSA / UM OLHAR. MUITAS HISTÓRIAS.

BRNO POR ALEŠ SVOBODA.

TALK



Quadro do Canal do Rosa / episódio sobre Brno

CONVERSAS / PATRIMÔNIO E CIDADE

CANAL DO ROSA / UM OLHAR. MUITAS HISTÓRIAS.

ROSA

HISTORY GAINS CONTEXT.

DOCS

HISTORY AND DOCUMENTARIES

DOCS

AUSTERLITZ.
THE BATTLE.
THE LEGEND.



© Projekt Austerlitz / still from Canal do Rosa

BRASIL FEST 2024.

CANAL DO ROSA



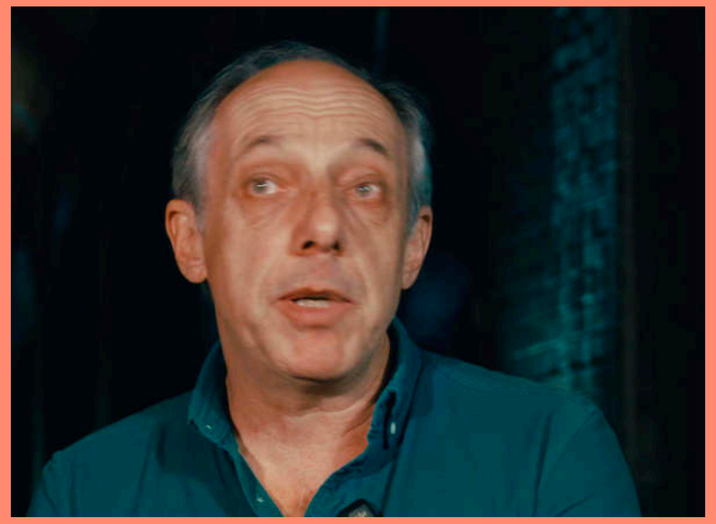
Quadro do Canal do Rosa / Brasil Fest 2024

CULTURA BRASILEIRA EM BRNO

@canaldorosacz

BRNO POR ALEŠ SVOBODA.

TALK



Quadro do Canal do Rosa / episódio sobre Brno

CONVERSAS / PATRIMÔNIO E CIDADE

@canaldorosacz

AUSTERLITZ. A BATALHA. A LENDA.

DOCS



© Projekt Austerlitz / quadro do Canal do Rosa

HISTÓRIA / DOCUMENTÁRIO

@canaldorosacz

TALK

BRNO WITH ALEŠ SVOBODA.

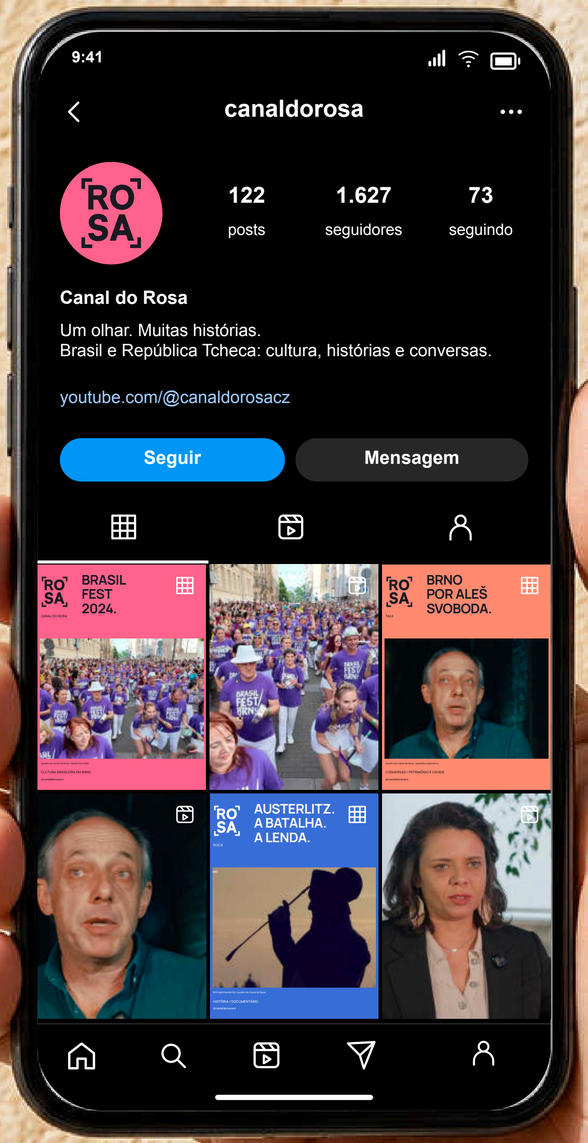
CONVERSATIONS / HERITAGE AND CITY



Conversation starts here.

INSTAGRAM / PROFILE AND CONTENT

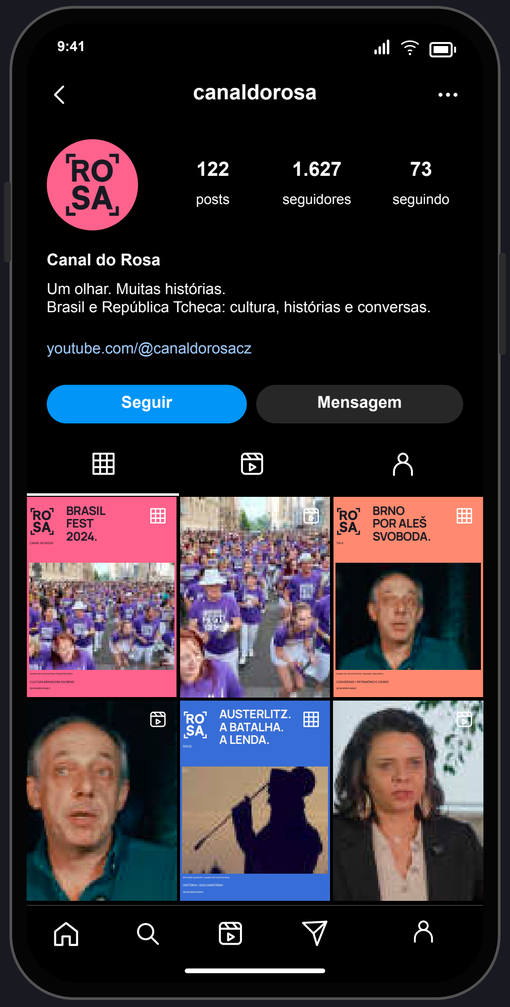
VISIT @canaldorosa



ONE BRAND. DIFFERENT WAYS TO DISCOVER IT.



YOUTUBE



INSTAGRAM



SPOTIFY / CONCEPT

THUMBNAILS DESIGNED FOR THE FEED

ROSA

BRASIL FEST.

2024

BRNO / REPÚBLICA TCHECA



ROSA CANAL DO ROSA Talk

A CIDADE E A SUA MEMÓRIA.

UMA CONVERSA COM ALEŠ SVOBODA



ROSA CANAL DO ROSA Docs

AUSTERLITZ.

A BATALHA QUE MUDOU A HISTÓRIA



Imagem: © Projekt Austerlitz

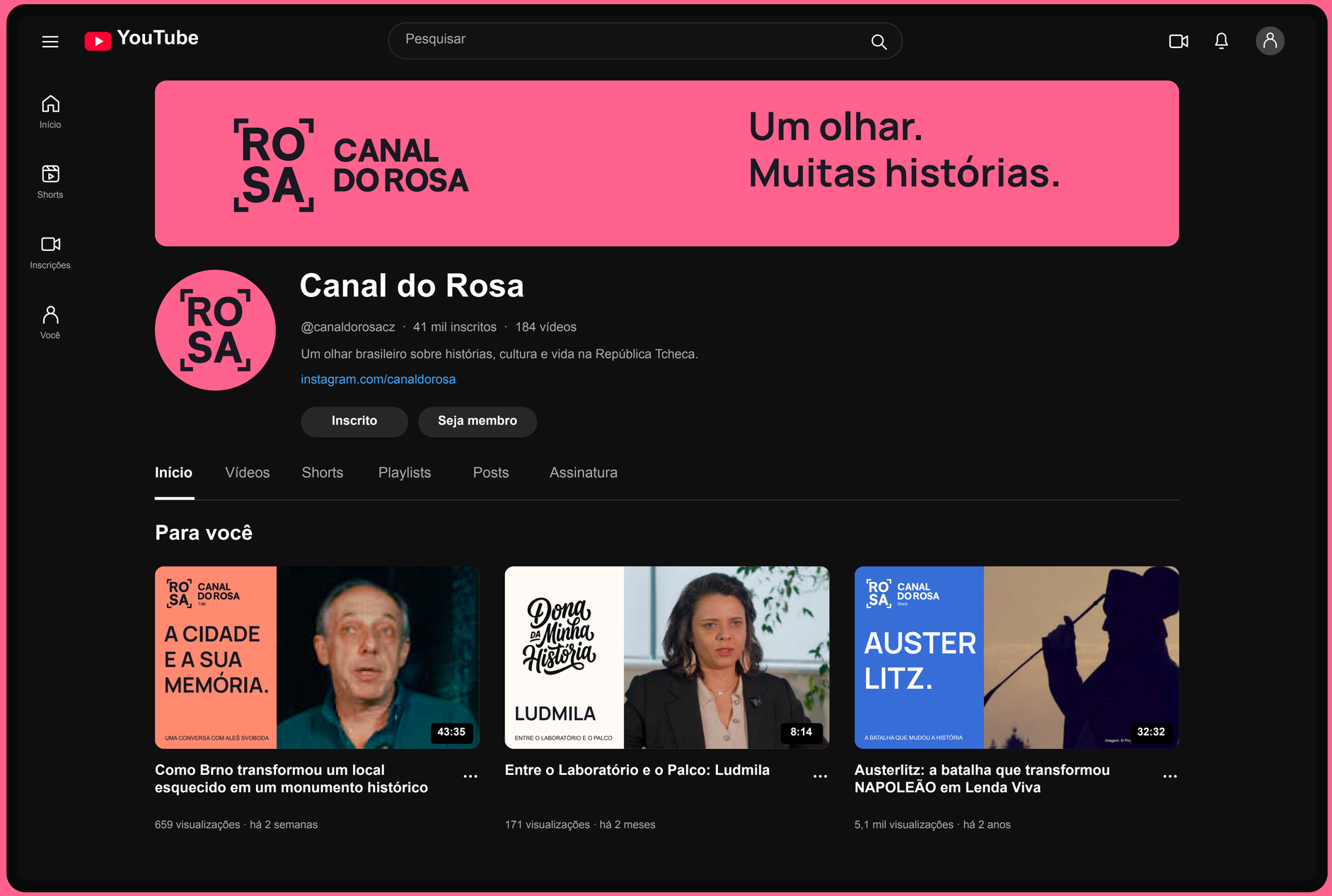
Recognition starts before you press play.

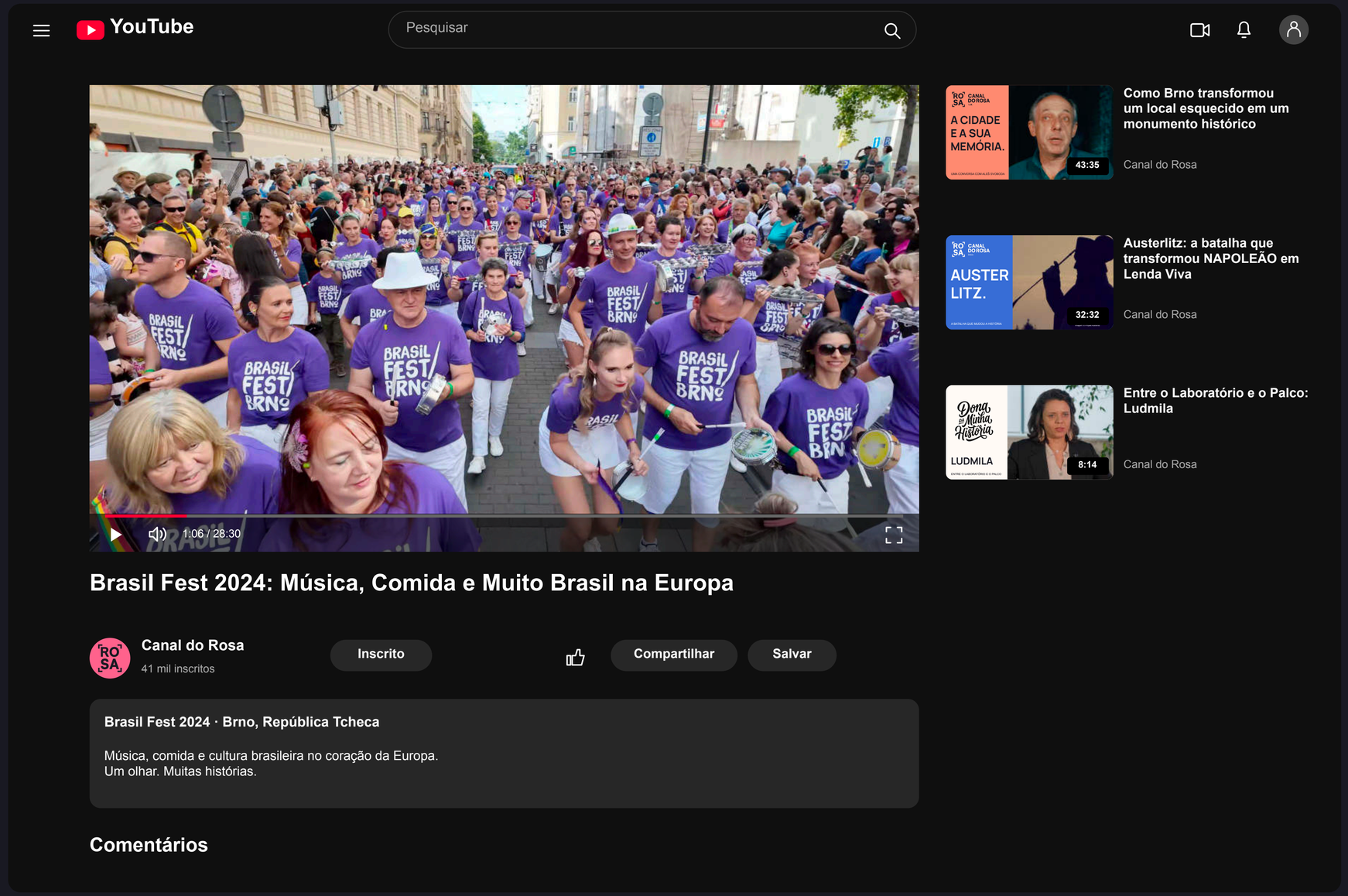
CLICKABLE THUMBNAILS / OPEN THE ORIGINAL VIDEOS

The brand, on its channel.

Banner, avatar, navigation and content, together on the channel page.

VISIT THE CHANNEL





BRASIL FEST 2024.

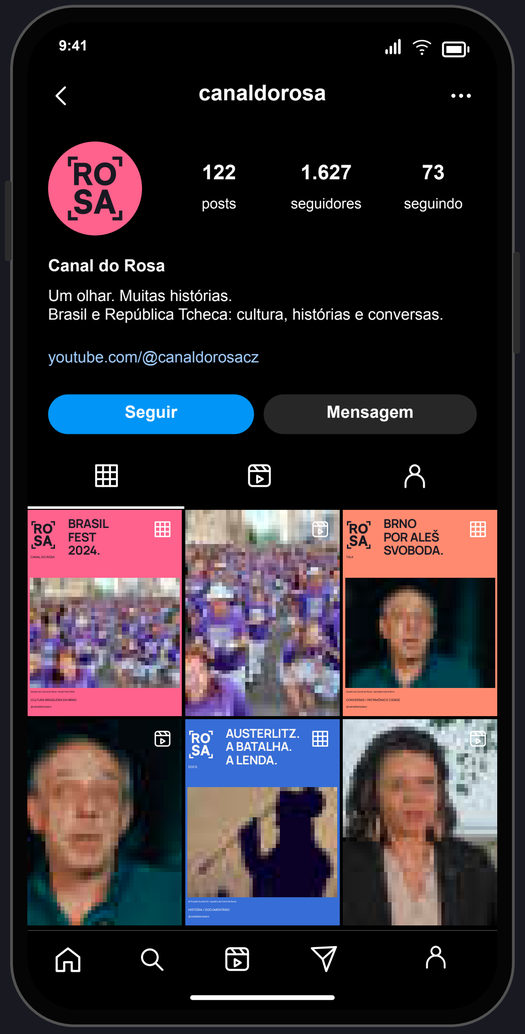
Real footage.
Channel content.
A visible identity.

WATCH THE VIDEO

From profile to conversation.

RO/SA makes it recognisable.
Photography brings us closer.
Content invites us in.

VISIT @canaldorosa

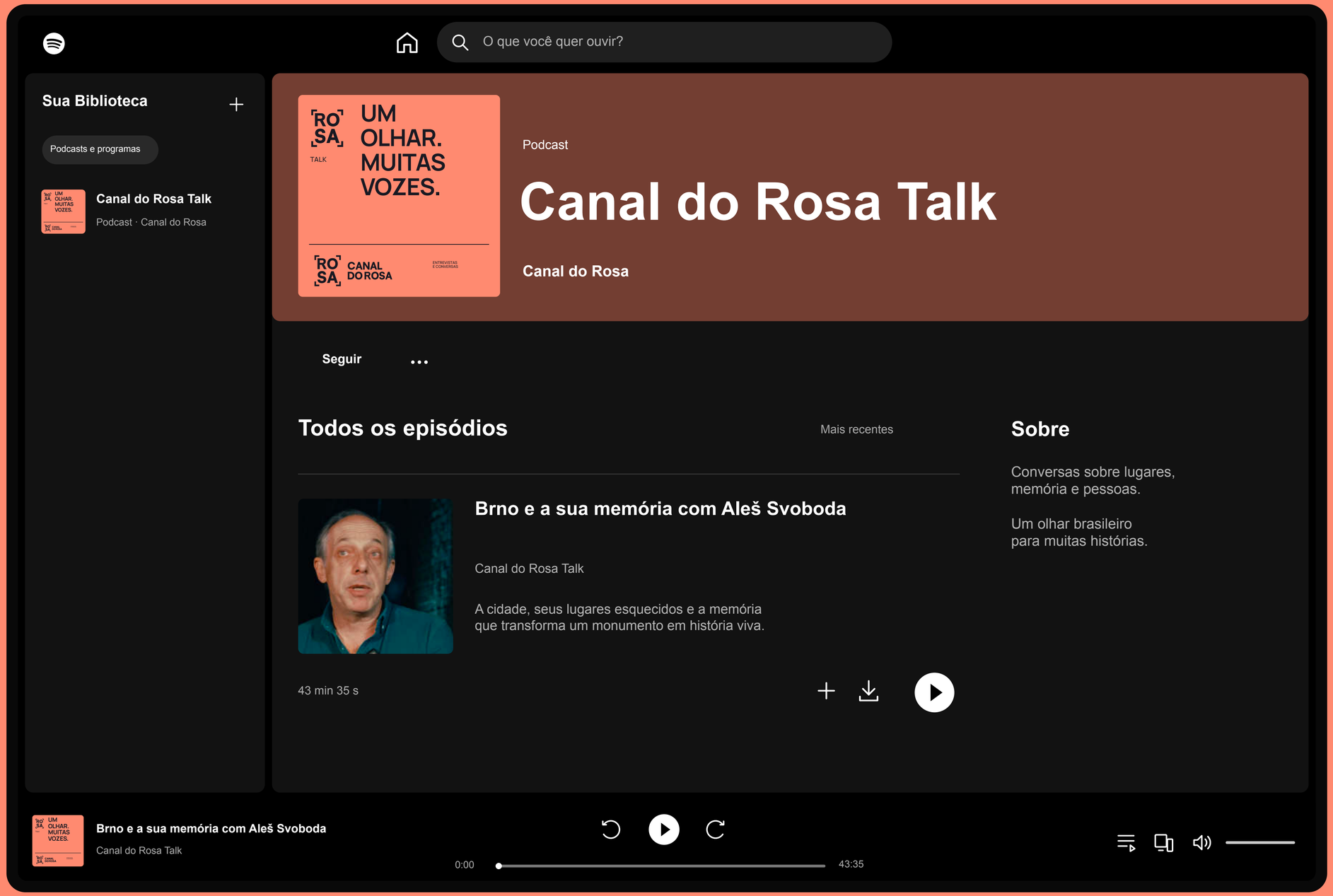




A brand you can listen to.

Talk gets cover art, a show page and a listening experience.

EXPANSION CONCEPT
NOT PUBLISHED ON THE PLATFORM



CANAL
DO ROSA
Talk

LISTEN.
TALK.
CONNECT.

SPOTIFY / PLAYER MOCKUP



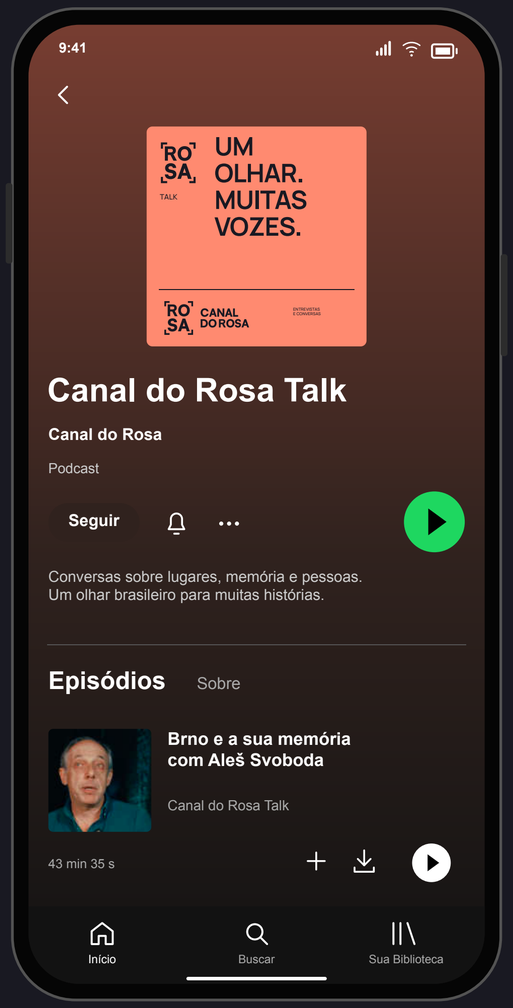
ROSA
TALK

UM OLHAR. MUITAS VOZES.

ROSA CANAL DO ROSA

ENTREVISTAS
E CONVERSAS

ONE PERSPECTIVE. MANY VOICES.





The channel is a showcase. The work goes further.

Productions can be delivered for clients to publish on their own platforms. Canal do Rosa also brings together personal projects, interviews and stories from the Czech Republic.

Talk and Docs remain optional editorial categories for the channel. Coral and blue can organise conversations and documentaries without dividing clients into separate brands.

ROSA

One perspective. Many stories.

From a conversation to the next project.

At fairs and professional events, the identity introduces the service. The QR code opens the portfolio and keeps the conversation going.

CANAL DO ROSA

Explore the projects

Portfolio QR for this presentation. Confirm the destination and test the printed code before production.

One brand. One contact.

CANAL DO ROSA

One perspective. Many stories.

Daniel Rosa
Video production

instagram.com/rosa.daniel

Explore the projects

Portfolio QR for this presentation. Confirm the destination and test the printed code before production.

A moment for coffee.

Pink brings warmth. The symbol gives an everyday object a distinctive brand presence.





CANVAS TOTE

Stories to carry.

Natural texture, clear contrast and a signature that travels beyond the screen.

One gift. Many stories.

The name and RO/SA share the same centre line for balance and immediate recognition.



A clear statement.

The symbol sits at the centre of the cap front. Pink on black, with the tactile character of embroidery.





Small signs. Big character.

RO/SA in pink, black and supporting colours. A collection for events, the crew and the community.

Small formats. Strong presence.







Round / 50 mm

Printed on matte white vinyl. The background uses the family colour; the mark remains in one contrasting colour.



Stories that stick.

For laptops, notebooks and everyday objects. The colour family becomes a collection, with RO/SA always recognisable.

AI-generated concept mockup. Production requires validation.



Just the mark. Space to breathe.

Cut vinyl applied to glass. Separate letters and corners, aligned with transfer tape. No printed background.

AI-generated concept mockup. Production requires validation.

From artwork to material.

Print + cut

Matte white vinyl. Suggested 3 mm bleed and 3 mm internal safe area. Put a closed, non-duplicated cut line on its own layer. Confirm the technical spot-colour name with the printer.

Single-colour cut vinyl

Use closed vector paths and transfer tape. Prefer the signature without the tagline on smaller pieces. Starting point: 2 mm strokes and gaps; tagline letters at least 10 mm high. Approve a cutting and adhesion test.

These dimensions are starting recommendations. Validate final size, substrate, adhesive, vinyl colour and tolerances with the supplier before production.

RO/SA on the chest.

Black T-shirt with the pink symbol. A comfortable proposal for a crew on the move.



Conceptual AI-generated mockups. Illustrative people, not members of the channel's team.



Words that stay.

ROSA and the tagline on the back. The channel's voice becomes a graphic statement.

Conceptual AI-generated mockups. Illustrative people, not members of the channel's team.

Colour for a chat.

Coral overshirt with RO/SA on the pocket. For interviews, encounters and behind the scenes.



Conceptual AI-generated mockups. Illustrative people, not members of the channel's team.



Presence in black.

Black button-up shirt with a light RO/SA chest mark. A proposal for meetings, events and production.

Conceptual AI-generated mockups. Illustrative people, not members of the channel's team.

The crew polo.

Black polo, structured collar and light RO/SA mark. A discreet presence on set and behind the scenes.



Conceptual AI-generated mockups. Illustrative people, not members of the channel's team.

Your stories.
Our camera.

Video production for events, interviews and documentaries. The message introduces the service and directs people to the website.



AI-generated outdoor advertising concept. Czech copy for the local market; not an installed campaign.

The service comes first.

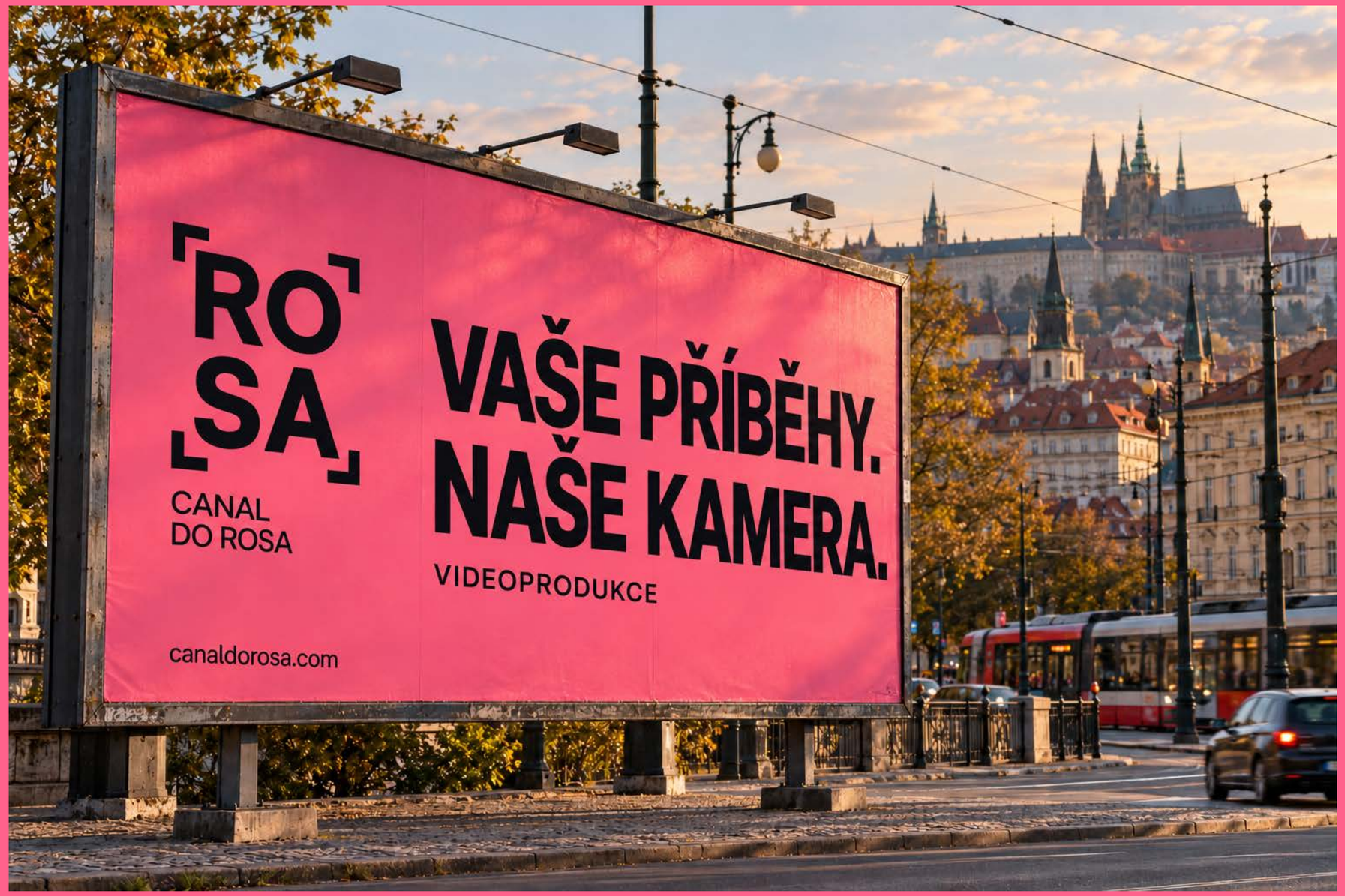
RO/SA identifies the brand. “Videoprodukce” makes the offer clear in Czech.



AI-generated outdoor advertising concept. Czech copy for the local market; not an installed campaign.

One message. Clear from a distance.

Pink gives the brand presence; the video production offer gives people a reason to get in touch.



AI-generated outdoor advertising concept. Czech copy for the local market; not an installed campaign.

Production in motion.

The same commercial identity travels across the city, without dividing clients into Talk or Docs.



AI-generated outdoor advertising concept. Czech copy for the local market; not an installed campaign.

Behind the camera, Daniel Rosa.

A Brazilian living in the Czech Republic, Daniel produces videos for institutions, events and people. His work combines filming, interviews and editing, with attention to the story and the place where it unfolds.

On Canal do Rosa, he also publishes his own encounters, discoveries and stories from the region.



Real behind-the-scenes photograph supplied by Daniel. Client archive.

Personality in the letterforms.

Satoshi Black

The starting point. A customised final drawing.

The R has its own construction. Proportions, joins and spacing were adjusted for the RO/SA block and the full signature.



Always use the approved vector artwork. Retyping the name in Satoshi does not reproduce the logo.

An editorial voice.

Manrope

Aa Bb Cc 0123456789
Á É Í Ó Ú Ç Č Ď Ě Ň Ř Š Ť Ů Ž

Bold / headlines

SemiBold / subheadings

Regular / body copy

Use deliberate line breaks in headlines. Set body copy in sentence case with 130–150% leading and strong contrast. Recommended minimum body size: 16 px on screen; 9 pt in print.

The right signature for each scale.



Symbol

Avatars, watermarks and compact spaces.



Primary signature

Full name, without the tagline.



Signature with tagline

Presentations and larger formats.

Pink for the brand.
Colour for the content.







Proposals, business cards, the portfolio and crew wear use the primary brand. Coral and blue support content organisation when needed.

Room to breathe.

x = the outer length of one corner arm. Keep at least x clear around the entire mark.



Apply the clear space to the complete lockup, including the tagline. Keep type, edges, images and other logos outside it.

Scale down. Stay legible.

Measure the visible artwork, excluding margins. On screen, use the final displayed size in CSS pixels.

Optical symbol



32 px / 10 mm

Height. Use the optical version up to 64 px.

Without tagline



180 px / 40 mm

Width. Preferred for interfaces and compact spaces.

With tagline



400 px / 90 mm

Width. If the tagline loses clarity, use the version without it.

Recognisable at a glance.

Use RO/SA alone for avatars. The symbol occupies about 68% of the square's height and remains intact within a circular crop.





128 px



64 px



48 px



32 px

Upload file: 1080 × 1080 px. Always check the platform preview. No full name, tagline, shadow or extra outline.

Contrast comes first.

Light



Dark



Pink



Docs



On photography, choose a quiet area or add a solid field. Monochrome: 100% black or white. Do not simulate colours with transparency. Check CMYK and vinyl using a physical proof on the final material.

What must stay intact.



Do not stretch



Do not rotate



Do not detach corners

Avoid low contrast



Keep the proportions



Do not retype the logo

ONE PERSPECTIVE. MANY STORIES.

CANAL DO ROSA

Specie Designer Creative Studio

Brands made to be desired.

Art direction and design / Marcelo Specie

Brands made to be desired.

BRAND FOUNDATION

RO/SA E07. E10 palette. E18 revision.
Pink primary brand for video production.
Talk and Docs as editorial options.

IMAGERY AND APPLICATIONS

Real channel stills and lettering from the archive.
Interfaces recreated to explore the identity.
Gift and outdoor media scenes generated with AI.
Concepts, not manufactured or installed campaigns.

PORTFOLIO BEHANCE INSTAGRAM

CONTENT, SOURCES AND CREDITS

The real world of Canal do Rosa.

BRASIL FEST 2024

Music, food and a whole lot of Brazil in Europe
youtube.com/watch?v=6n27bFJuycI

Stills from the episode published by Canal do Rosa.

BRNO / ALEŠ SVOBODA

How Brno turned a forgotten site into a historic landmark
youtube.com/watch?v=gfBQgPXMsDs

Directed and produced by Daniel Rosa. Full credits at the source.
Its placement under Talk is a proposed editorial structure.

AUSTERLITZ

The battle that turned NAPOLEON into a living legend
youtube.com/watch?v=G8e3uldhftc

Image: © Projekt Austerlitz, as credited in the video frame.

DONA DA MINHA HISTÓRIA

Ludmila. Between the laboratory and the stage
youtube.com/watch?v=zvWY-XYVc7o

A series by the Embassy of Brazil in Prague, produced by Canal do Rosa.
Archive lettering; visual identity credited to Marcelo Specie.

METRICS: YOUTUBE @canaldorosacz · INSTAGRAM @canaldorosa · TIKTOK @canaldorosa / CHECKED 28 OCT 2026.

Stills captured in the browser for this study. Faces unchanged. Conceptual mockups do not indicate actual publication.

What story shall we tell?

To discuss a project, share the purpose, city, date and intended publishing platforms. The format, schedule and quote follow from that context.

Discuss a project

instagram.com/rosa.daniel

Explore the projects

Specie Designer Creative Studio

Brands made to be desired.