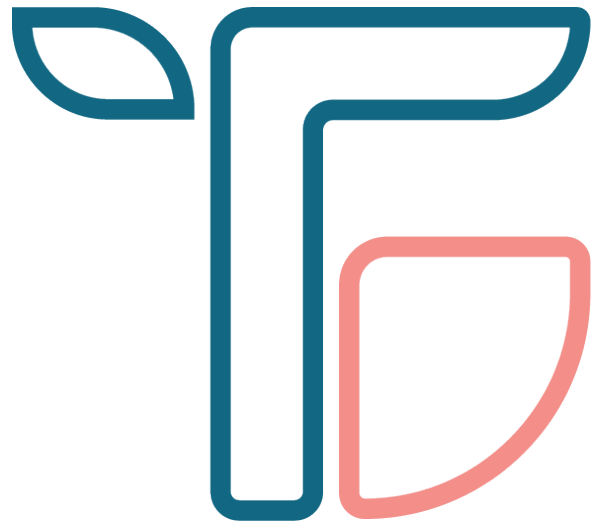


The background is a solid teal color. In the top-left corner, there is a partial light blue circular arc. In the bottom-right corner, there are several light blue geometric shapes: a leaf-like shape, a rounded square, and a smaller rounded square nested inside it.

Brand guidelines



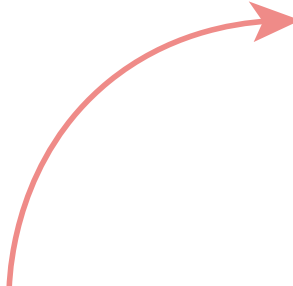
terra
viva

The logo

The new brand identity of TerraViva represents **renewal, sustainability,** and **creativity,** still keeping the familiarity of the tree that is currently part of the logo.

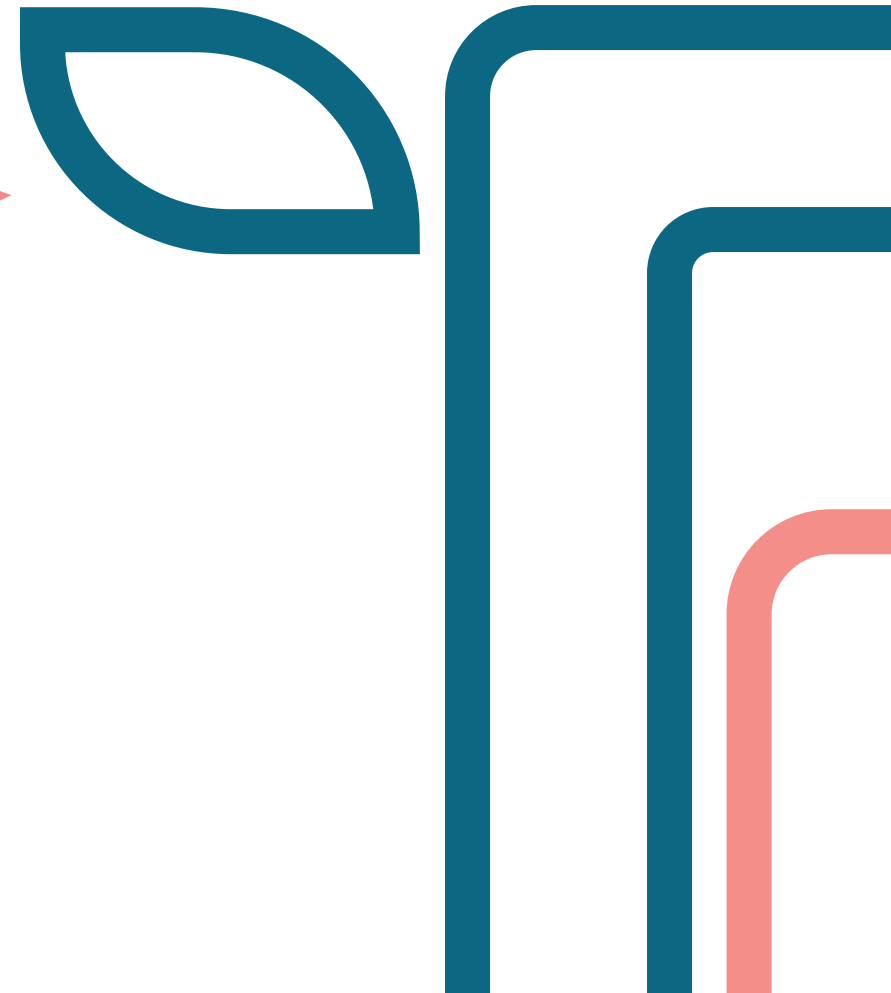


Colours emphasize two letters: **T** and **V**. They show a colourful border which recalls the **top view of a house plan**.

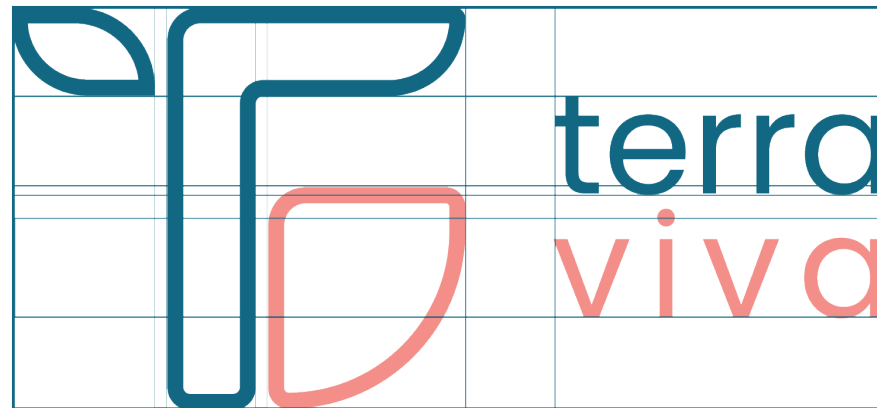


The left side of the upper stem of letter T is detached and with rounded edges to represent a **leaf**.

Furthermore, all parts of the logo are meant to **recall a young and fresh style** specifically addressed to young architects, who are the reference target of your competitions.



Logo construction



Clearspace



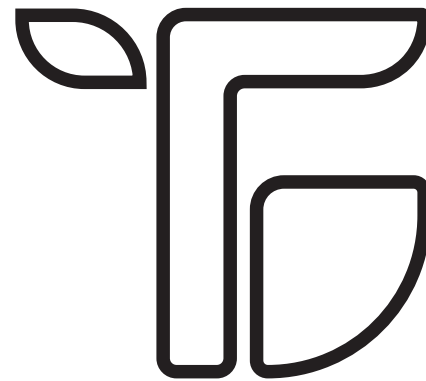
Ore pe ommolupta
veritas apedit enia
voluptatiora none-
ste eos cus dolute
occatem laciunti-
bus acid estestrum
autem qui cume



Ore pe ommolupta
veritas apedit enia
voluptatiora none-
ste eos cus dolute
occatem laciunti-
bus acid estestrum
autem qui cume

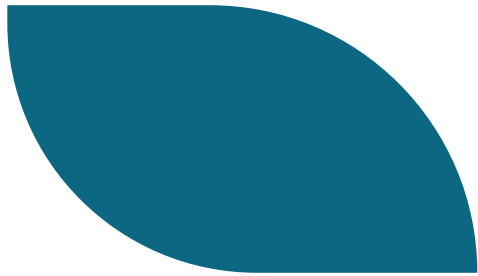


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viva



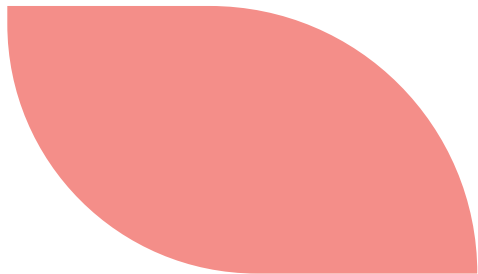
terra
viva

Color palettes



C 89
M 45
Y 32
K 17

#006683



C 0
M 55
Y 36
K 0

#f2908d

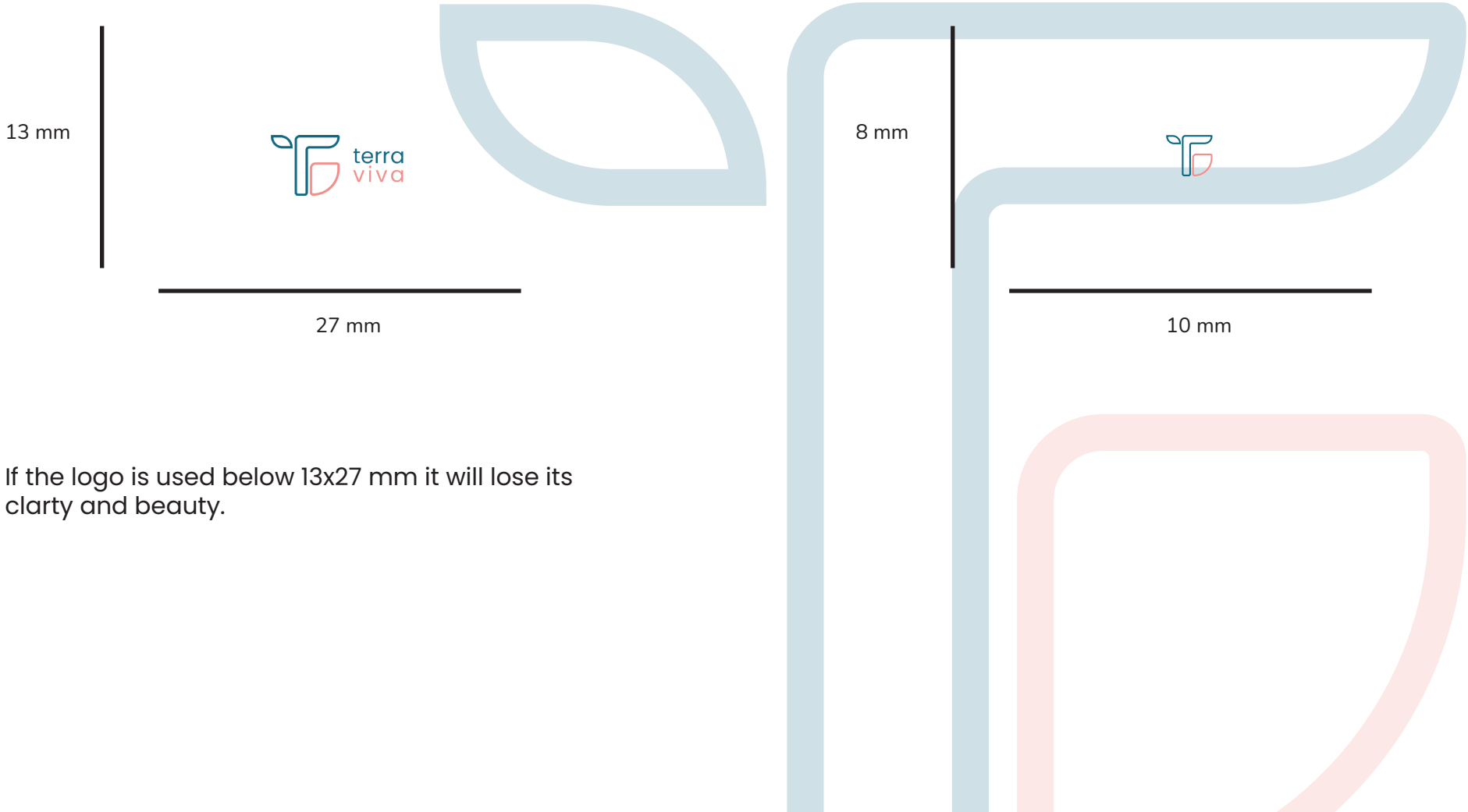
Typography

Typeface: Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Xx Zz

0 1 2 3 4 5 6 7 8 9

Size



If the logo is used below 13x27 mm it will lose its clarity and beauty.

Logo system



Vertical



Horizontal



Not recommended logo system

✗ Avoid moving logomark



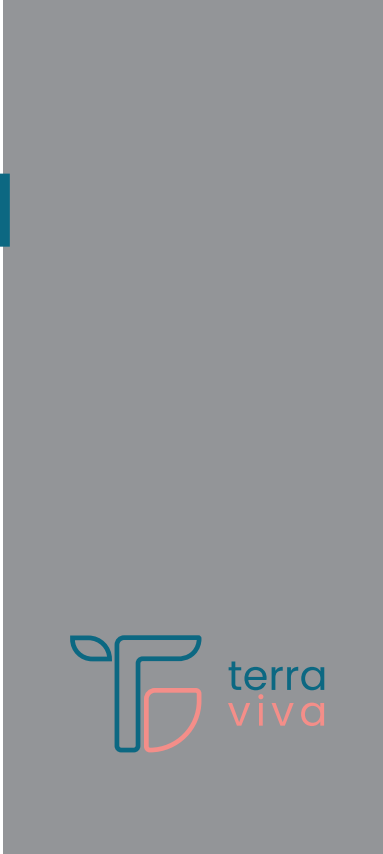
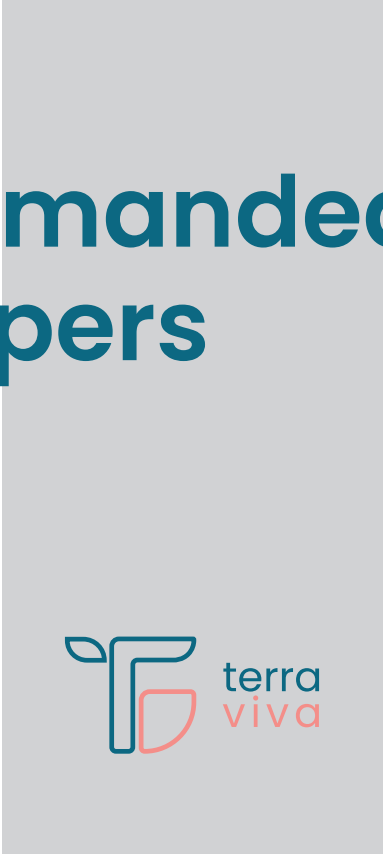
✗ Avoid skewing



✗ Avoid changing brand colors



Recommended wallpapers



Not recommended wallpapers

×



terra

×



viva

×

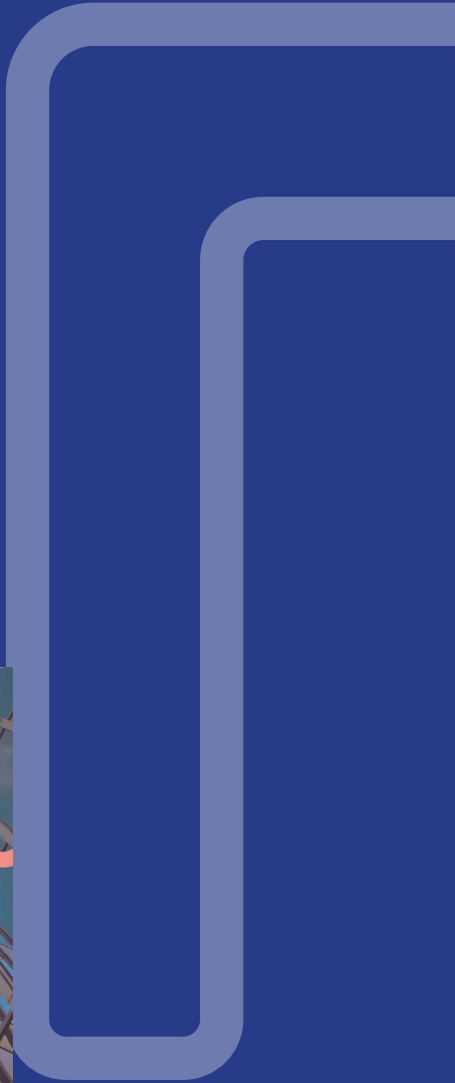


terra
viva

NEWS
NEWS
NEWS



NEW
COMPE





NEWS
NEWS
NEWS

NEW
COMPETITION



