

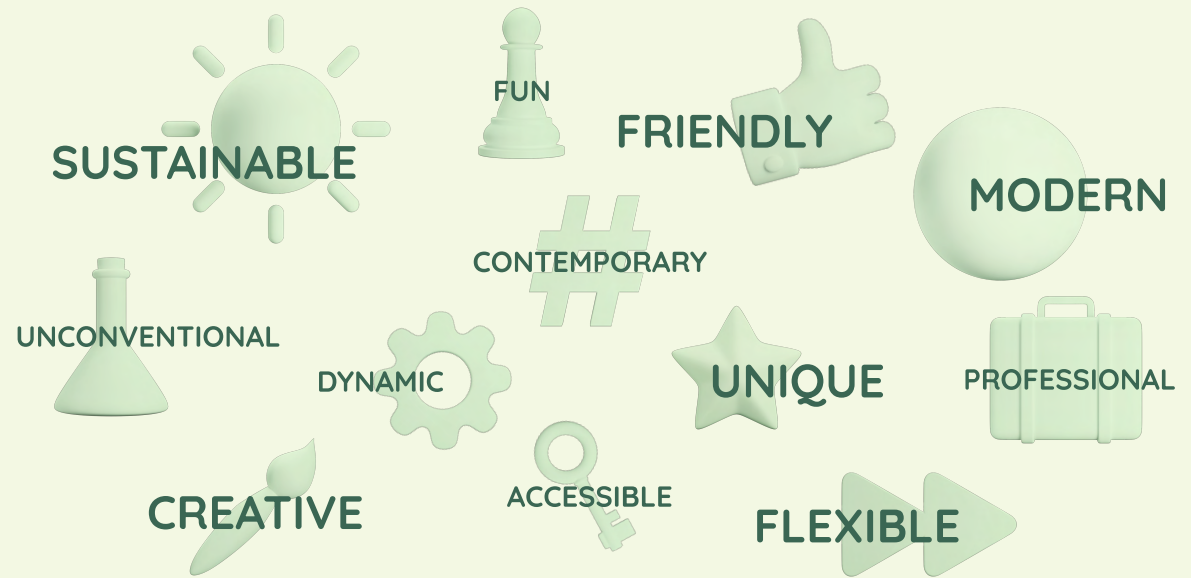


# terraviva

Inspire, Elevate, Unify.

Brand guidelines

## Brief and Tone of Voice



TerraViva is a dedicated stage for organizing **global Architecture Competitions**. It ensures to bind designers around the world and provides them a platform to explore their **creativity** beyond the blueprints.

The aim is to create a distinct, enjoyable, and emblematic **logo and brand identity** to give it a new fresh look. An identity that touches all the **core essence** of TerraViva.

Human



Architecture



Life



Nature



Payoff

“Inspire, Elevate, Unify.”

TerraViva is

**To Inspires:** It ignites the spark of creativity with enthusiasm

**To Elevate:** Bring these ideas to the world

**To Unify:** Connect architects and designers, and have a sustainable approach in new creations and making a statement.



terraviva

## Logo explanation



The letter “**T**” from TerraViva is a **visual embodiment** of the initial serving as a **main element** to the logo mark.

+



The “**V**” from TerraViva in the logo mark is a **key component** to the brand identity.

+

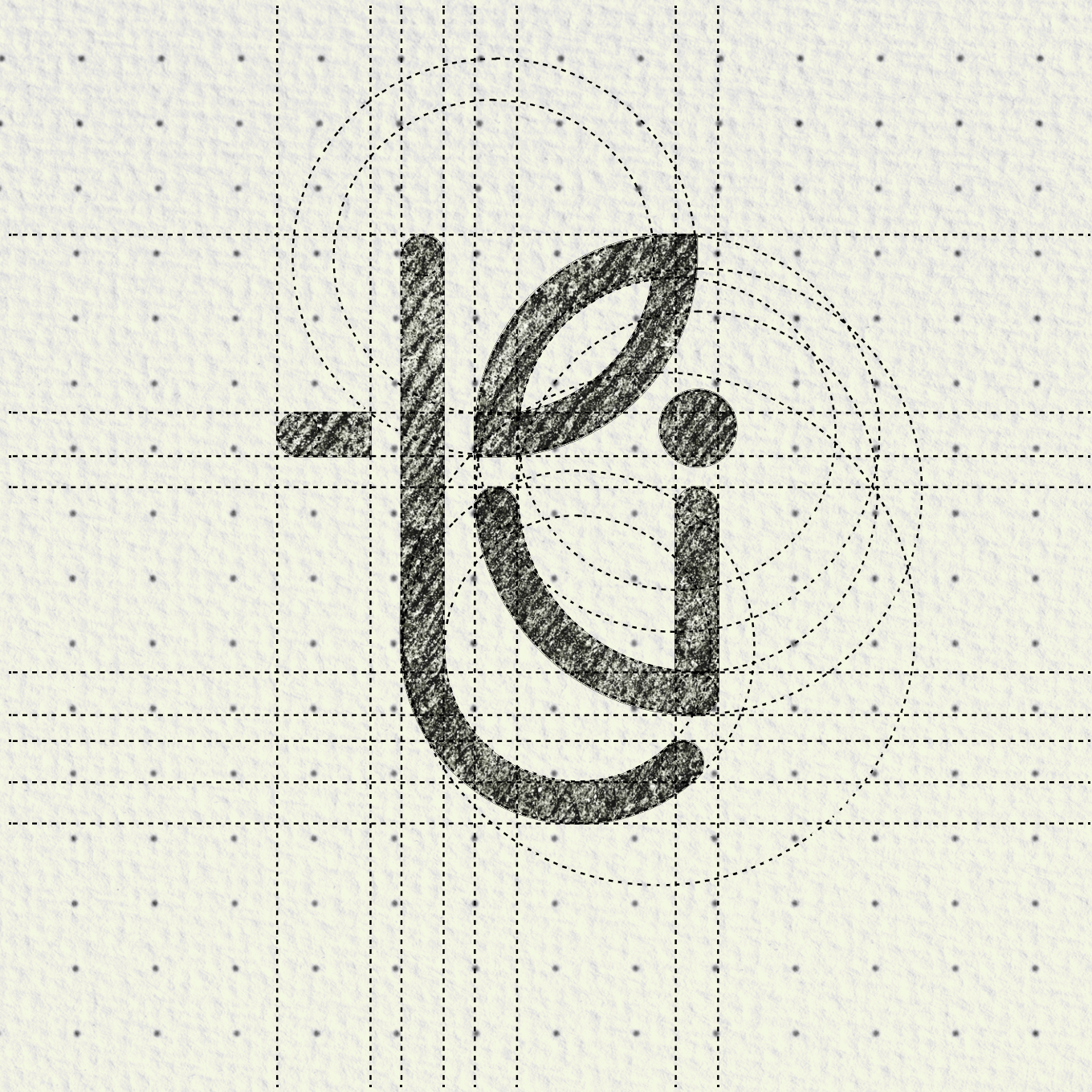


The **leaf** is a symbol that captures the **essence of nature** and TerraViva’s dedication to nurturing **sustainability** and making **positive impact on the society**.

+



The **human** symbolizes as the creator and unifier to **bridge the gap** between **nature and architecture** and in return the nature protecting and nurturing the human.



# Respect area





## Variation sizes



130x130 px



110x110 px



80x80 px



60x60 px



130x130 px



110x110 px



80x80 px



60x60 px



The logo can be contained in a **square** or **circular shape**



The logo can be used **without a container shape**



Minimum **web size**  
20x20 pixels



Minimum **print size**  
0.5x0.5 cm

## Logo variations



terraviva

Primary Logo



Secondary Logo

terraviva

Wordmark Logo



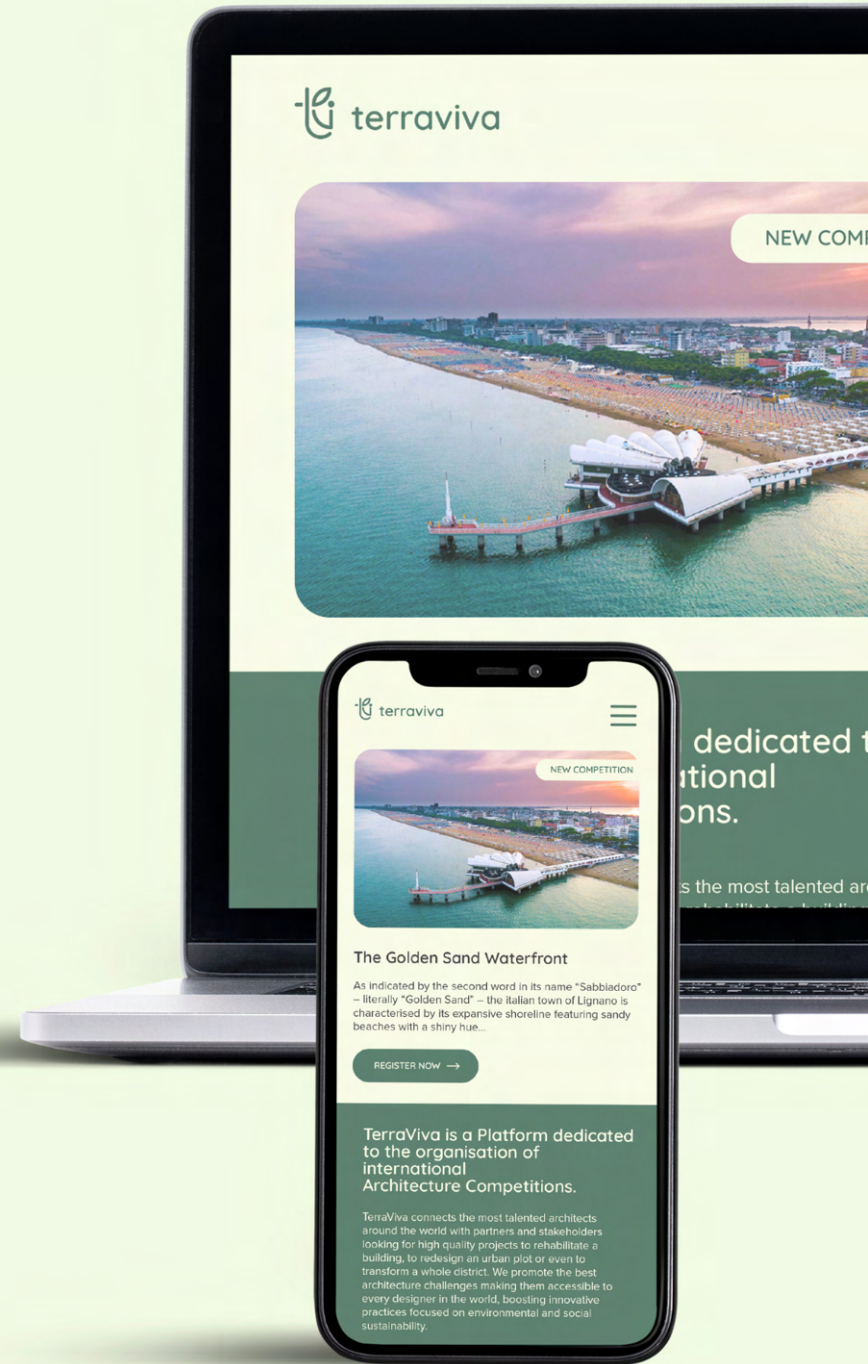
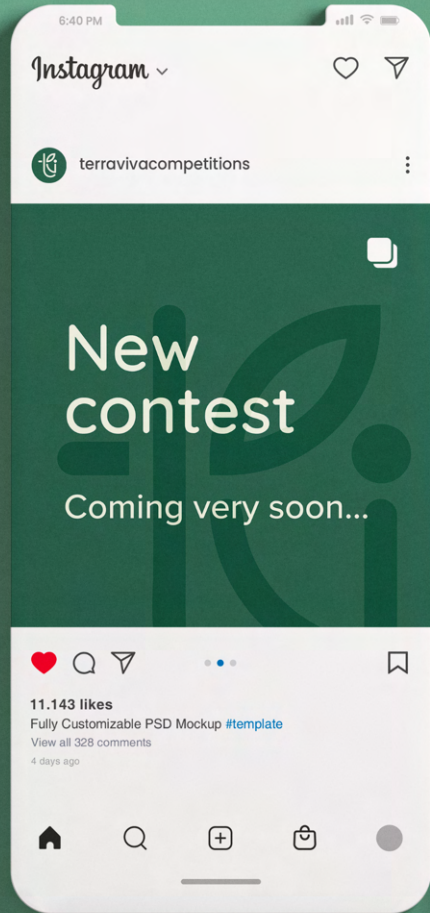
Pictorial Mark Logo



App icon



Favicon



Logo Type:  
Quicksand Semibold

terraviva

Payoff:  
Proxima Nova Medium

Inspire, Elevate, Unify.

Heading:  
Quicksand Semibold

Lorem ipsum

Subheading:  
Proxima Nova Medium

Dolor sit amet

Body text:  
Proxima Nova Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Aa

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Proxima Nova, Adobe font: The full Adobe Fonts library is cleared for both personal and commercial use.

DUSTY WHITE

HEX  
#F3F8E3

RGB  
R243, G248, B227

SOFT GREEN

HEX  
#3A6653

RGB  
R58, G102, B83

DAWN ORANGE

HEX  
#DC965A

RGB  
R220, G150, B90

MUDDY BROWN

HEX  
#44393B

RGB  
R68, G57, B59

PURE WHITE

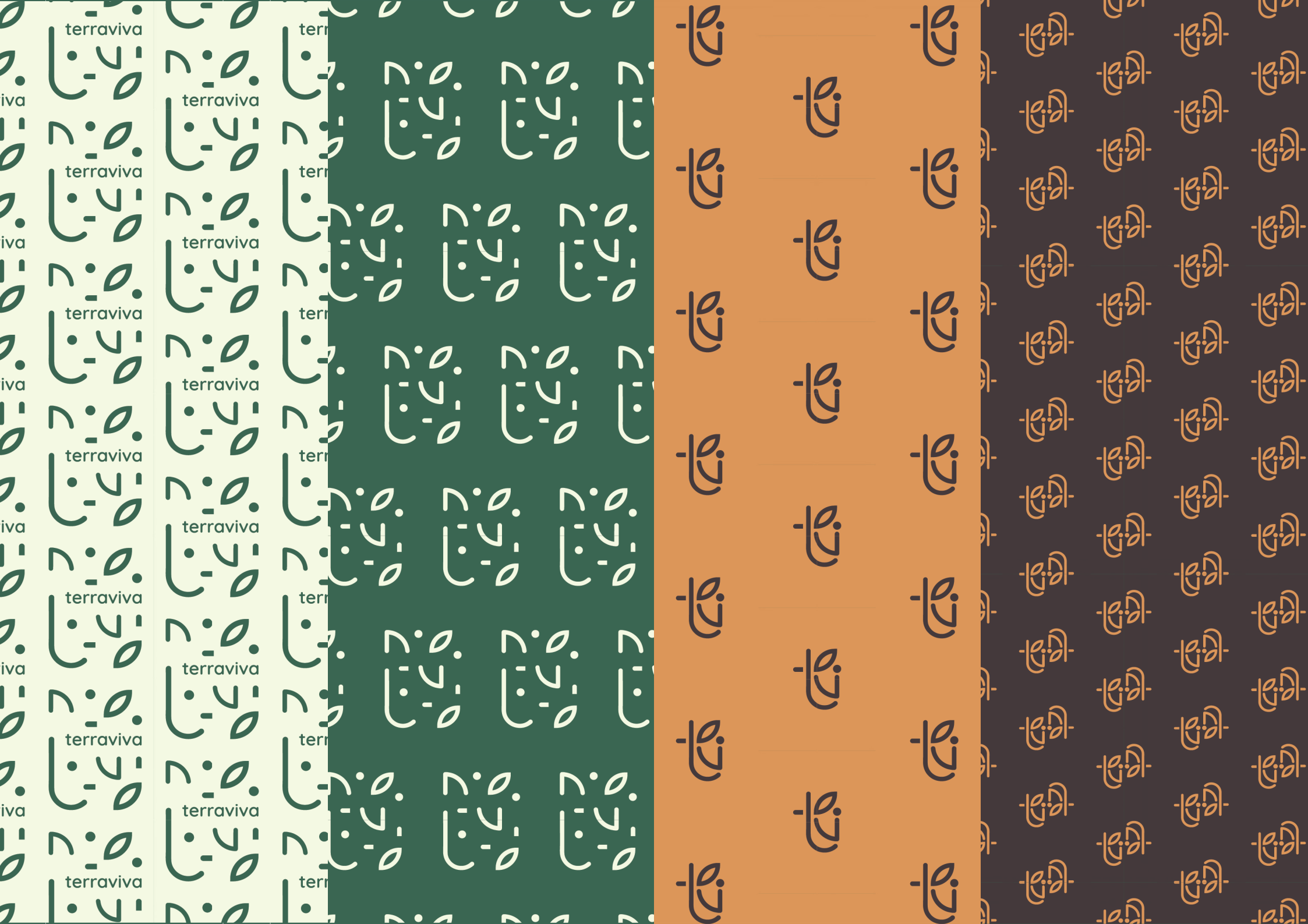
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#FFFFFF

RGB  
R255, G255, B255

RAVEN BLACK

HEX  
#231F20

RGB  
R35, G31, B32



# Colors usage

Primary Colors



Black on white



Secondary Colors



White on black



## Wrong usages



Don't **stretch** the logo unproportionally



Don't **rotate** the logo at any random angle



Don't **outline** the logo



Don't **break** the wordmark



Don't use **two colors** for the logo



Don't use colors **out from palette**



Don't use **gradient** for the logo



Don't use colors with **low contrast**









