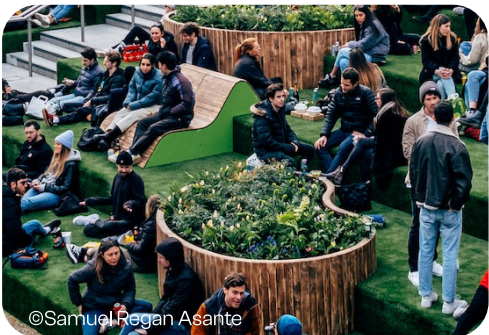


TerraViva

brand restyle

Spaces and paths
for colorful ideas

Moodboard





TerraViva

Keywords:

Urban areas

Sustainability

Green oriented

Multidisciplinary

People

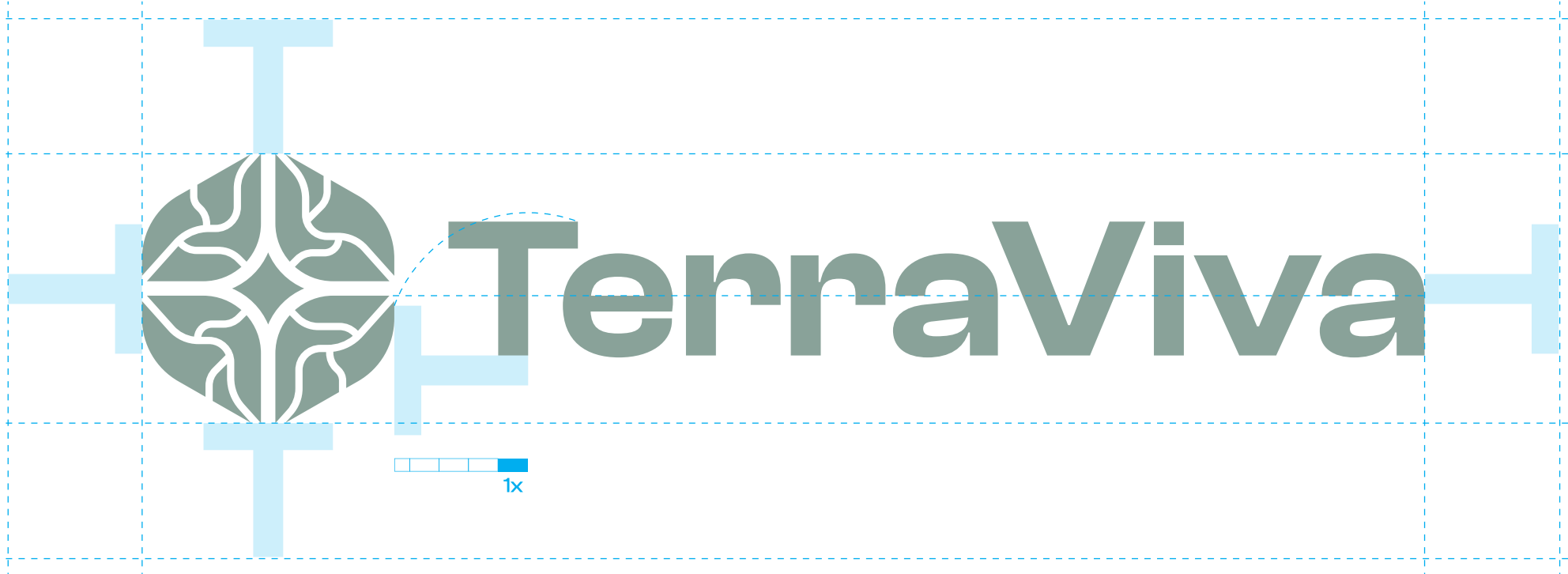
Contemporary

International

Youthful Tone of voice

Dynamic

Logo clear space



Logo variations

Secondary logo



usage: This logo integrates the word "competitions". It is more compact and it should be used when the primary logo doesn't fit in the space or when the payoff is needed.

Submark logo



usage: This is a submark logo: it's designed to be used for gadgets, t-shirts, etc.. It gives more space to the symbol, so it's more catchy and graphic. It also has a vertical development, that allows to fit it into spaces where the previous versions couldn't.

Submark logo v.2

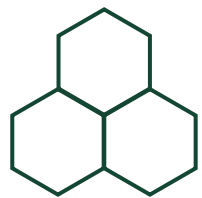
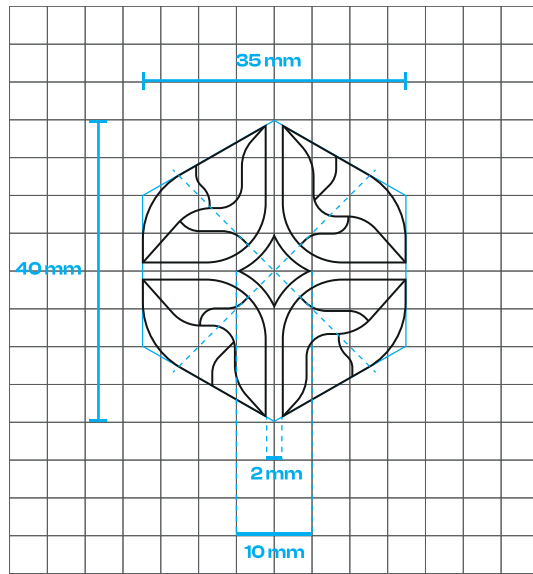


usage: This is a variation for the submark logo, it should be used when the payoff is needed.

Logo negatives

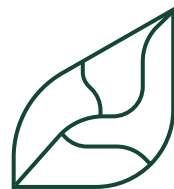


Symbol construction



Hexagon
COOPERATION
MOLTITUDE

+



Leaf
SUSTAINABILITY
NATURE

+



Aerial view
URBAN AREAS
MAP

+



Negative space
CROSSROAD

+



Rhomboid shape
CREATIVITY
IDEA

Rebranding goals

Be unique and **stand out** from competitors

Communicate an **international, multidisciplinary and creative** reality

Reflect the values of the platform, that is focused on **sustainable** and **green solutions** for improving urban realities

Youthful but **professional** Tone Of Voice

Concept

I asked myself **when a territory is alive**, in what ways the pulse of the heart of a place manifests itself. How can it be represented with a visual language? The shape that a territory has represents its path through history and matter (physical space) and, like the living beings that live in it, never ceases to change.

Design

With this graphic proposal the aim is to evoke the spirit of **renewal** and **community** of the urban territories: **each place is unique** and characterized by a heterogeneous **moltitude of elements**.

Taking visual inspiration from the **aerial view** of the architecture *masterplans*, I designed a logo that connects the dots between **territory, moltitude and sustainability**. With rational and fluid geometric shapes that recall **elements of nature**, symbolic **urban and conceptual elements**, and a colorful identity for a **fresh tone of voice**.

I wanted to create a logo that immediately tells the designers, artists, architects and your stakeholders, **your commitment in making the territories alive**, in visualizing the progressive **definition of the shared areas**, and facilitating the building of **new urban and social realities**.

Colors

The color palette is **warm and funky**, I chose vibrant high saturated colors to bring a sensation of **spring**, when everything is new, the earth renovates life, and there's a variety of colors and perfumes.

These colors reinforce TerraViva's values and gives a fresh energy to the identity and each one can be used to identify different areas of interest, like:

■ Green and nature ■ Requalification ■ School and culture ■ Shared areas ■ Urban space

Colors

PMS
3435C
CMYK
C=88%, M=44%, Y=77%, K=52%
RGB
R=20, G=70, B=51
HEX
#144633

**Queen
of trees**

PMS
7732C
CMYK
C=91%, M=26%, Y=93%, K=13%
RGB
R=0, G=120, B=62
HEX
#00783E

**Brunch at
the park**

PMS
218C
CMYK
C=6%, M=70%, Y=0%, K=0%
RGB
R=235, G=107, B=175
HEX
#EB6BAF

**Posh
Flamingo**

PMS
1505C
CMYK
C=0%, M=68%, Y=100%, K=0%
RGB
R=255, G=106, B=0
HEX
#FF6A00

**Inside a
piñata**

PMS
382C
CMYK
C=32%, M=0%, Y=100%, K=0%
RGB
R=195, G=213, B=0
HEX
#C3D500

**Limey
pesto**

Typography

Clash Grotesk Display is a family of sans serif fonts which has neo-grotesk style. This font is a mix of technical refinements that result in superior design proportions, an iconic aesthetic and an expanded range of uses: tame enough to be used in corporate identity works, while remaining exciting for editorial projects. Clash Display has a companion family recommended for smaller-sized text which is Clash Grotesk; this font pairing appears balanced and gives a contemporary and fresh looking to the identity of the brand.

Clash Display Semibold

abcdefghijklmnopqrstuvwxy
z
0123456789!@£\$%^&

Extralight
Light
Regular
Medium
Semibold
Bold

Clash Grotesk Regular

abcdefghijklmnopqrstuvwxy
z
0123456789!@£\$%^&

Extralight
Light
Regular
Medium
Semibold
Bold

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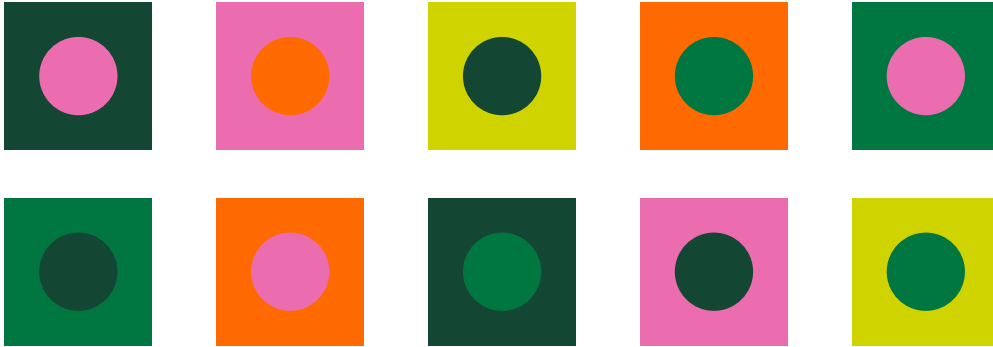
A new image: creative direction

photography



A new image: creative direction

color pairings



graphic elements



designs style

plain



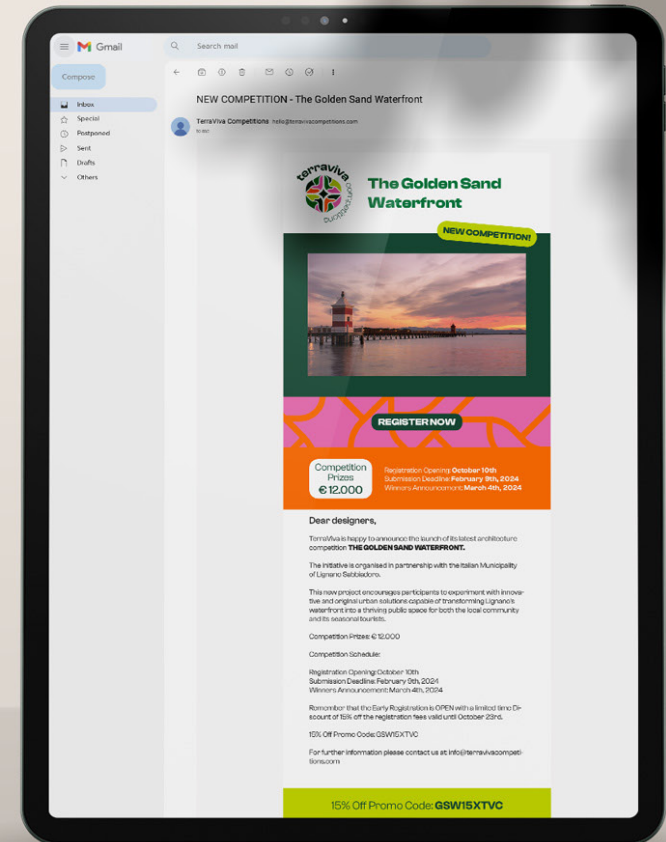
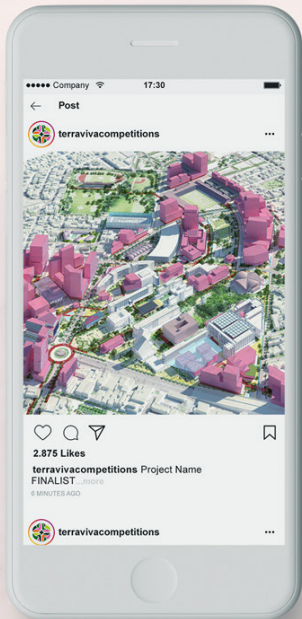
lines



Reaching people website



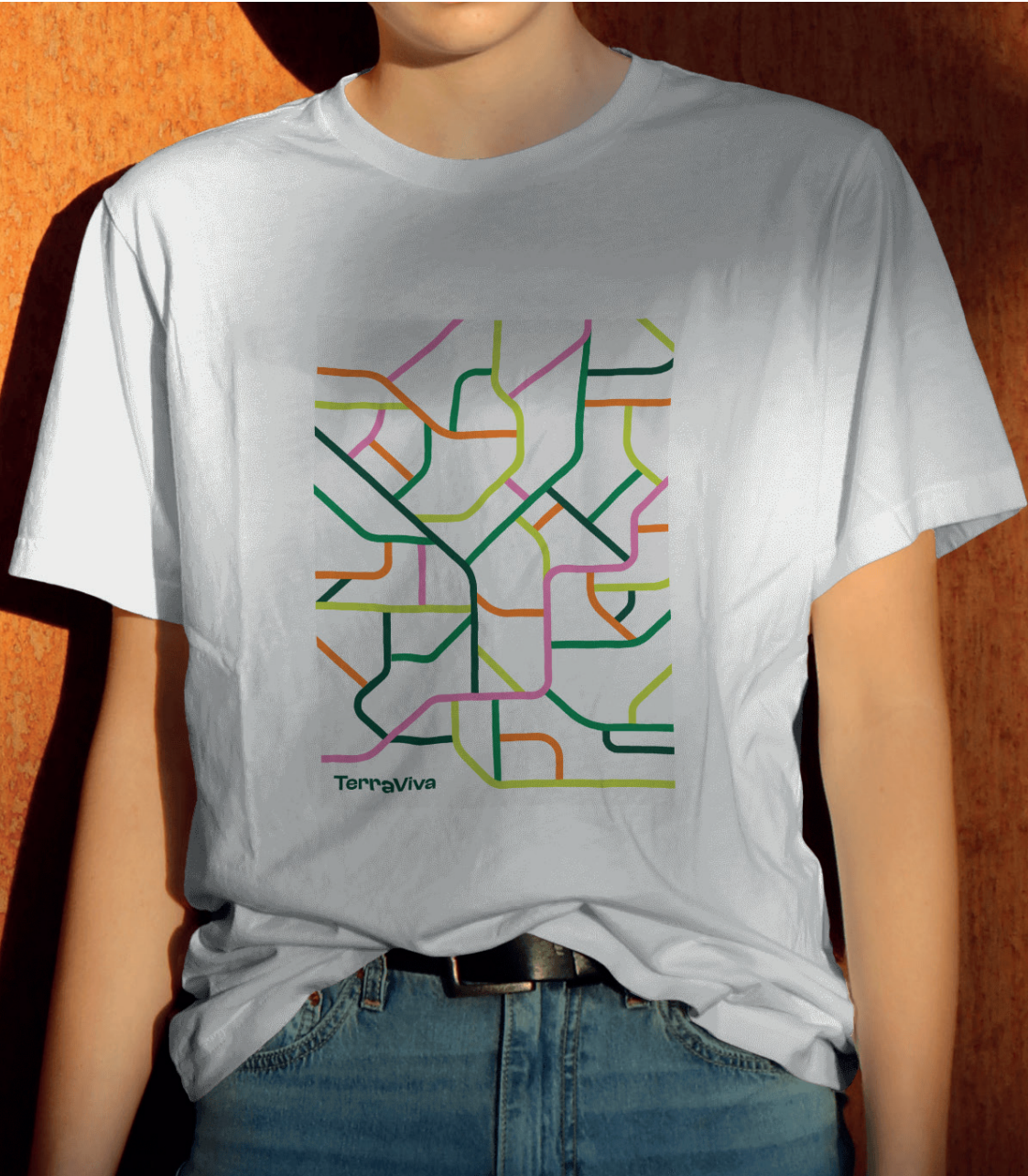
Reaching people newsletter and social media



Mockup stationery



Mockup t-shirts



Mockup water bottle and shopper



Mockup glued poster



Mockup signs and studio entry door

