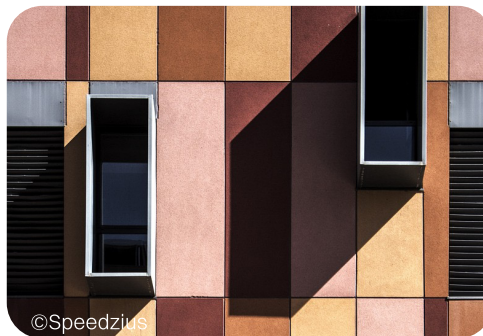
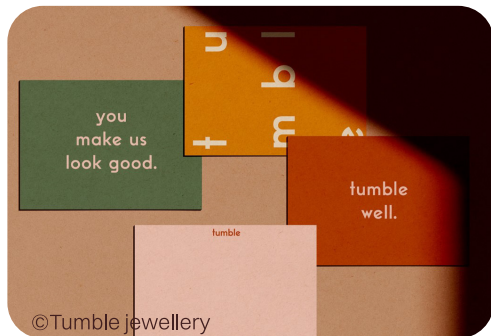


# TerraViva

## brand restyle

Modules as bricks  
for a new identity

# Moodboard





## Keywords:

Modules

Architecture

Sustainability

Multidisciplinary

Contemporary

International

Professional

# Logo clear space



# Logo variations

## Secondary logo



**usage:** This variation integrates the word "competitions". It should be used when the payoff is needed.

## Submark logo



**usage:** This is a submark logo: it is more compact and it should fit into spaces where the previous versions couldn't. Its usage is recommended both for institutional material and also for gadgets, t-shirts, etc.. when the lettering and payoff is needed.

## Logomark

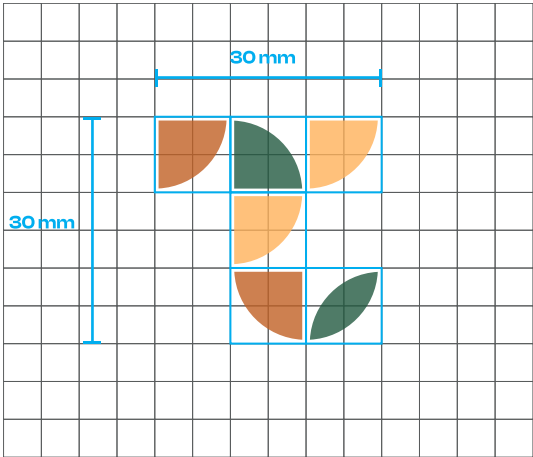


**usage:** This is a logo mark, in other words the logo symbol used by itself. It's a less formal version to be used for gadgets as stickers or small sized prints and in general when the previous variations doesn't fit in the space.

# Logo negatives



# Symbol construction



# Rebranding goals

**Contemporary  
and professional**  
Tone Of Voice

A new timeless  
**identity**

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



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



# Concept

---

I wanted to create a logo focused on architecture's aesthetic and able to communicate an immediate impression of what TerraViva is. A new image based on the essential core values of the platform and that could be self-explanatory.

## Design

The symbol is composed of six modules that form the letter T, evoking the **architecture's action** of building and shaping things. The modules are assembled in an irregular but harmonious composition, representing a sense of **change, creativity and dynamism**.

One of the modules has **the shape of a leaf**, which is positioned **at the base** of the letter T and is **pointing up**, as a reinforcement of the **core and distinctive value of TerraViva: a sustainable view for the future of the cities**.

The white space between these elements suggest **openness**, and also the distinction of **different urban areas**. The modules themselves give a sense of the **multitude of disciplines** that meets into TerraViva's projects. I chose a sans serif Font, simple and linear, to convey a sense of modernity and clarity.

This logo is a natural choice for **animation**, as its dynamic structure inherently evokes motion. Its modular design allows for seamless transformations, as individual components can **rotate, shift, and recombine** into a variety of captivating new forms and return to the original one.

The final impression is a professional and contemporary identity that tells about TerraViva without words.

## Colors

The warm colors, such as the brownish terracotta, the dark green, and light cream, evoke **naturalness and sustainability**, which are central values in contemporary architecture and that TerraViva embraces as well.

# Colors

## PMS

554C

## CMYK

C=84%, M=38%, Y=77%, K=37%

## RGB

R=34, G=90, B=64

## HEX

#225A40

**Fern  
Forest**

## PMS

471C

## CMYK

C=21%, M=67%, Y=94%, K=10%

## RGB

R=188, G=97, B=35

## HEX

#BC6123

**Raw  
Terracotta**

## PMS

150C

## CMYK

C=0%, M=38%, Y=68%, K=0%

## RGB

R=255, G=178, B=88

## HEX

#FFB258

**Honey  
Mustard**

## PMS

4975C

## CMYK

C=47%, M=77%, Y=61%, K=74%

## RGB

R=65, G=31, B=31

## HEX

#411F1F

**Spicy  
Chocolate**

# Typography

**Switzer** has a neo-grotesk design and its appearance is **timeless**; it might resemble earlier typefaces, but it is a new design made for being contemporary. It gives **clarity and a professional look** to the logo. As a counterpart to support the primary font I chose **Playfair Display**, a serif font that comes from Bodoni that gives a bit of **contrast and decoration** to the identity. In regular style is **clean and objective** so it fits the logo aesthetic.

## Switzer Medium

abcdefghijklmnopqrstuvwxy  
z  
0123456789!@£\$%^&

Thin	<i>Thin Italic</i>
ExtraLight	<i>ExtraLight Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
<b>Bold</b>	<b><i>Bold Italic</i></b>
<b>ExtraBold</b>	<b><i>ExtraBold Italic</i></b>
<b>Black</b>	<b><i>Black Italic</i></b>



## Playfair display Regular

abcdefghijklmnopqrstuvwxy  
z  
0123456789!@£\$%^&

Regular
<i>Italic</i>
<b>Bold</b>
<b><i>Bold Italic</i></b>
<b>Black</b>
<b><i>Black Italic</i></b>



### LICENSE: ITF FREE FONT LICENSE (FFL)

Switzer is designed by Indian Type Foundry and distributed through the platform [www.fontshare.com](http://www.fontshare.com).  
For the full licence document please visit the page [fontshare.com/fonts/switzer](http://fontshare.com/fonts/switzer).

### LICENSE: SIL OPEN FONT LICENSE (OFL).

Playfair Display is a Google font.  
You can use them in your products & projects – print or digital, commercial or otherwise.

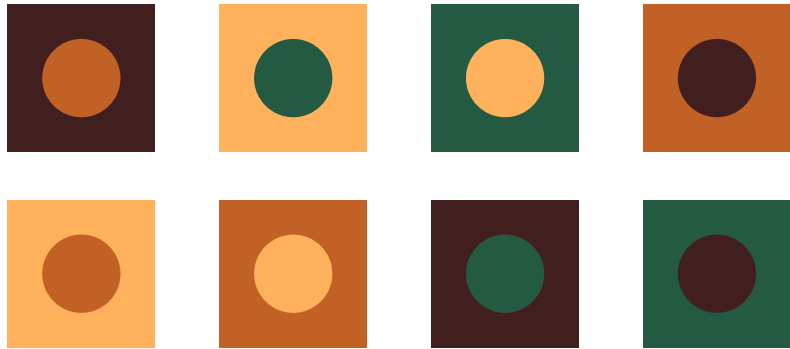
# A new image: creative direction

## photography

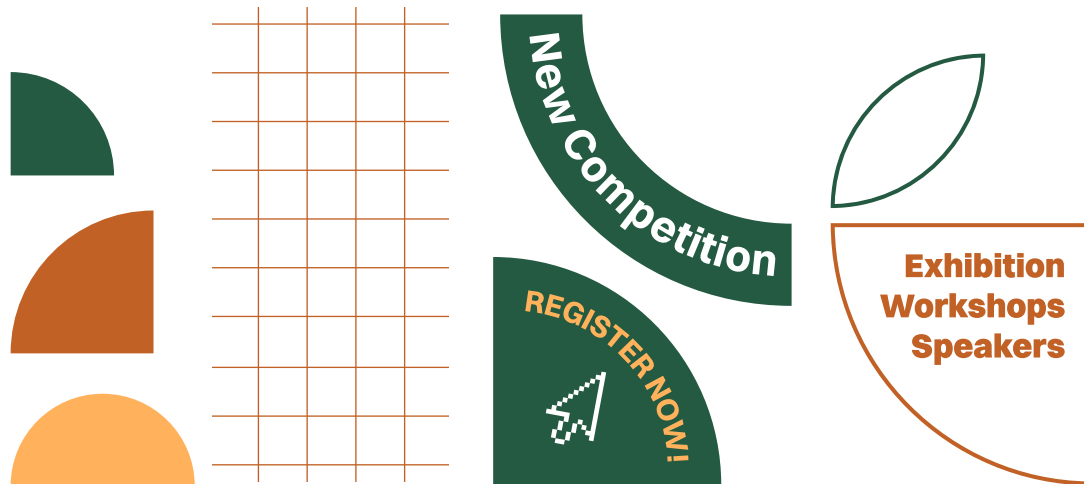


# A new image: creative direction

## color pairings



## graphic elements

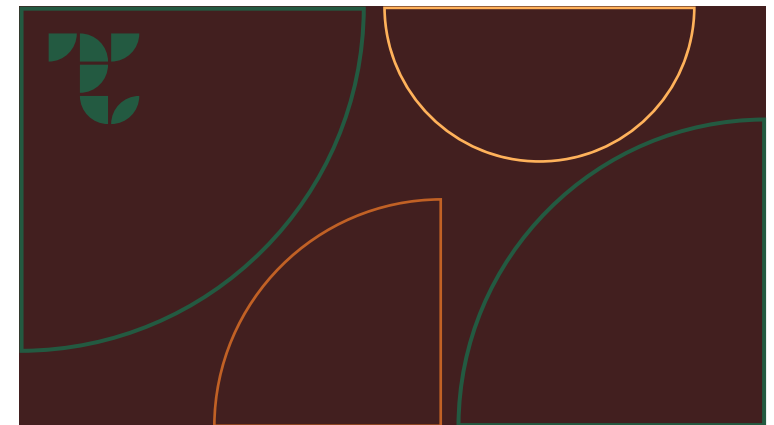


## designs style

plain



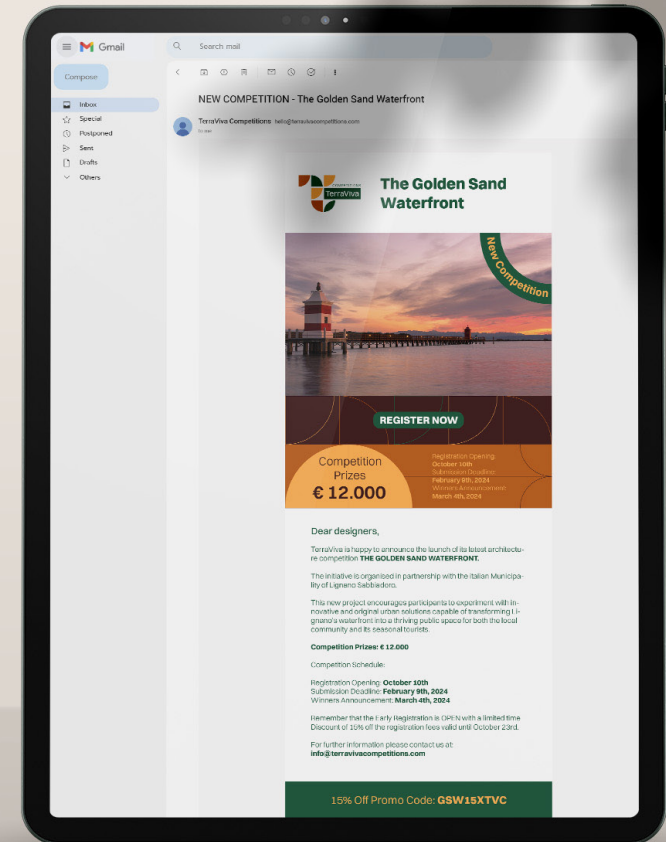
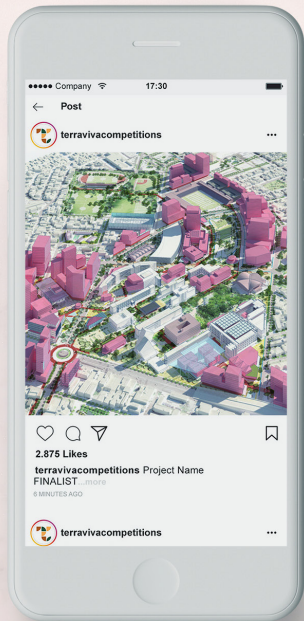
outlines



# Reaching people website



# Reaching people newsletter and social media

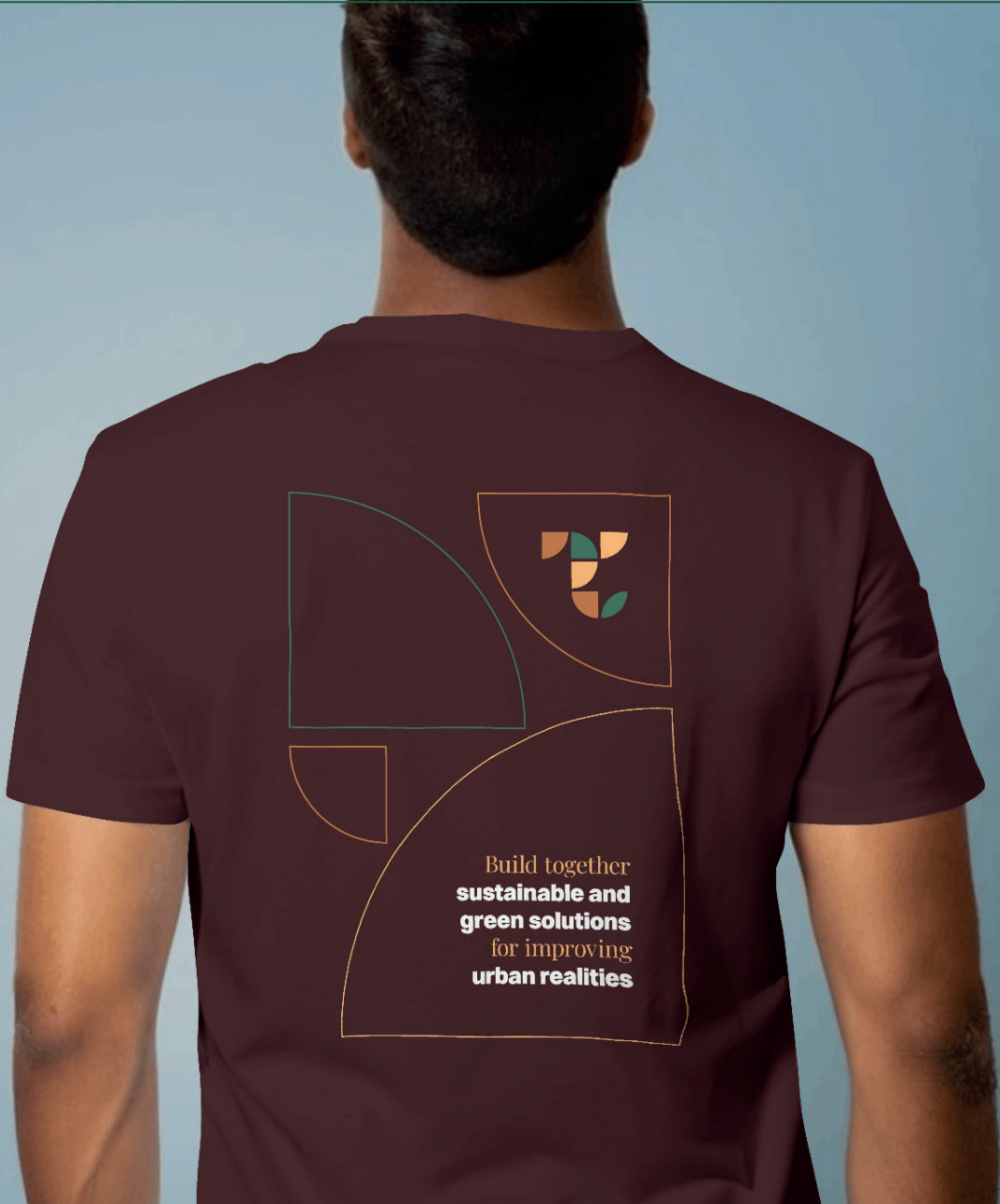


# Mockup stationery





# Mockup t-shirts



# Mockup water bottle and shopper



# Mockup glued poster



**ARCHITECTURE**  
**SUSTAINABILITY**  
**TECHNOLOGY**  
**COMMUNITY**  
**DESIGN**  
**EDUCATION**  
**ART**

**Exhibition**  
**Workshops**  
**Speakers**

*Lorem ipsum dolor sit amet, consectetur adipiscing, elit sed do eiusmod tempor incididunt labore et dolore*

15.01.24  
Mudec - Milan

**TerraViva Awards**

[terravivacompetitions.com](http://terravivacompetitions.com)  
[info@terravivacompetitions.com](mailto:info@terravivacompetitions.com)

**B** ESTUDIO 



# Mockup signs and studio entry door

