Francesco Costantino - Cowo Studio

Logo Design & Visual Identity TerraViva

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Analysis and new concept

The study started with the analysis of the current logo, focusing on its concept and value.

The first research phase focused on the relevant themes, and by observing competitors, a corporate and simple visual was noted. In today's context, sustainability is one of the most recurring themes, and the risk would have been to appear uninnovative. However, the challenge was to breathe new life into a well-identified concept, loyal to a more or less extensive community.

After careful consideration, the choice fell on a geometric shape influenced by modern architecture decisive, iconic, flexible, and contemporary. It can be reproduced on any medium without changing its appearance, ensuring a distinct identity.

The desire to address a broader audience required a direct and clear language to represent not only a concept but also a lifestyle, to embrace as soon as possible.

All of this is accompanied by typography that provides continuity to the forms, hence the preference for a single font family with effective recognition.

In conclusion, the color selection allowed to structur two palettes: the primary palette consists of energetic and serious tones, such as yellow and black, creating a chromatic contrast that captures the observer's attention and signals an alert towards natural and sustainable dynamics. The secondary palette, on the other hand, features more natural tones yet simultaneously intense and vibrant, reinforcing the coordinated image and conveying the right sensations to the content.

A versatile and practical concept, where geometries and colors intertwine to convey a current and timeless message!

Global
Cool
Professional
Heartfelt
Bendy
Direct

Logo Construction

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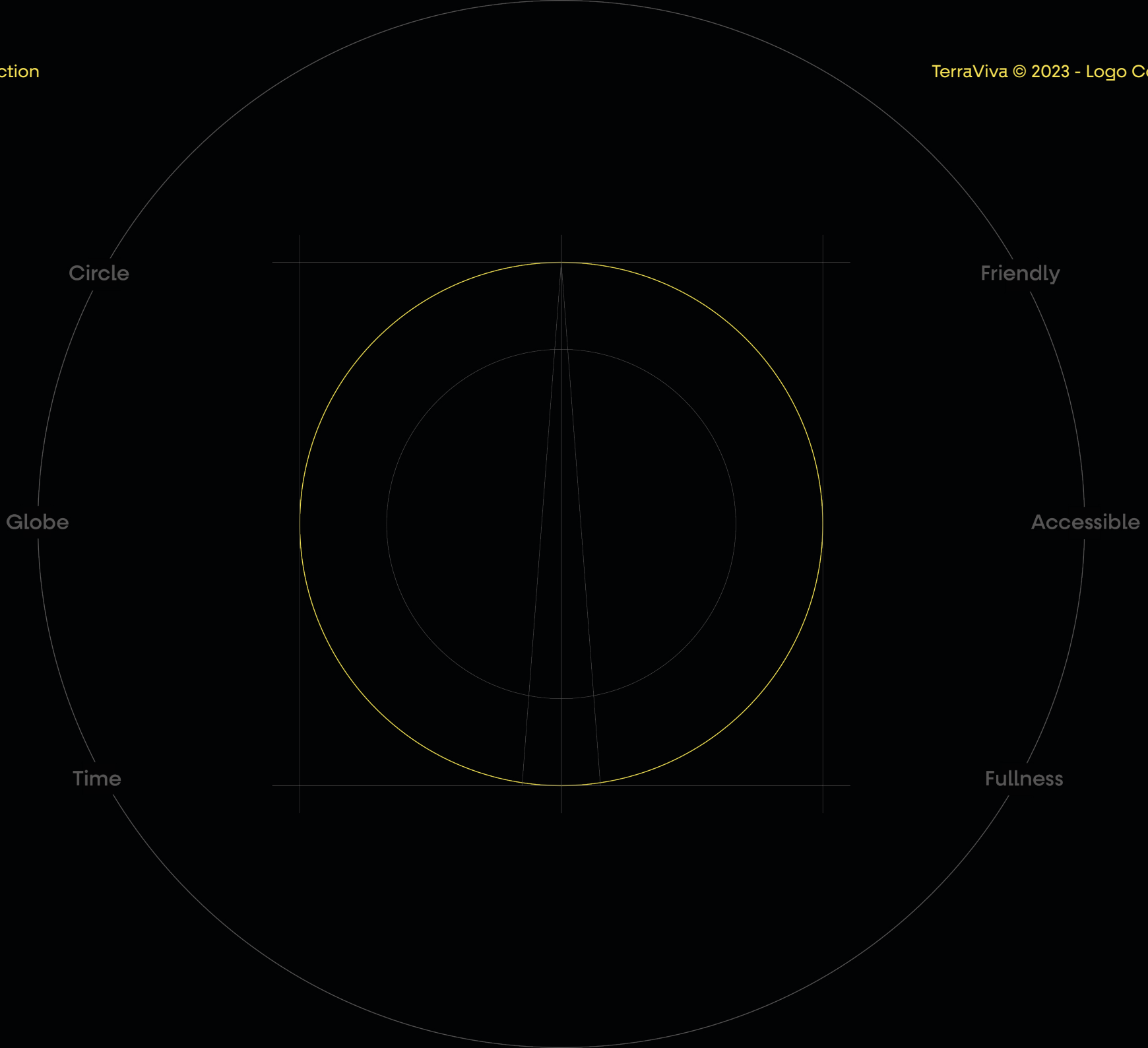

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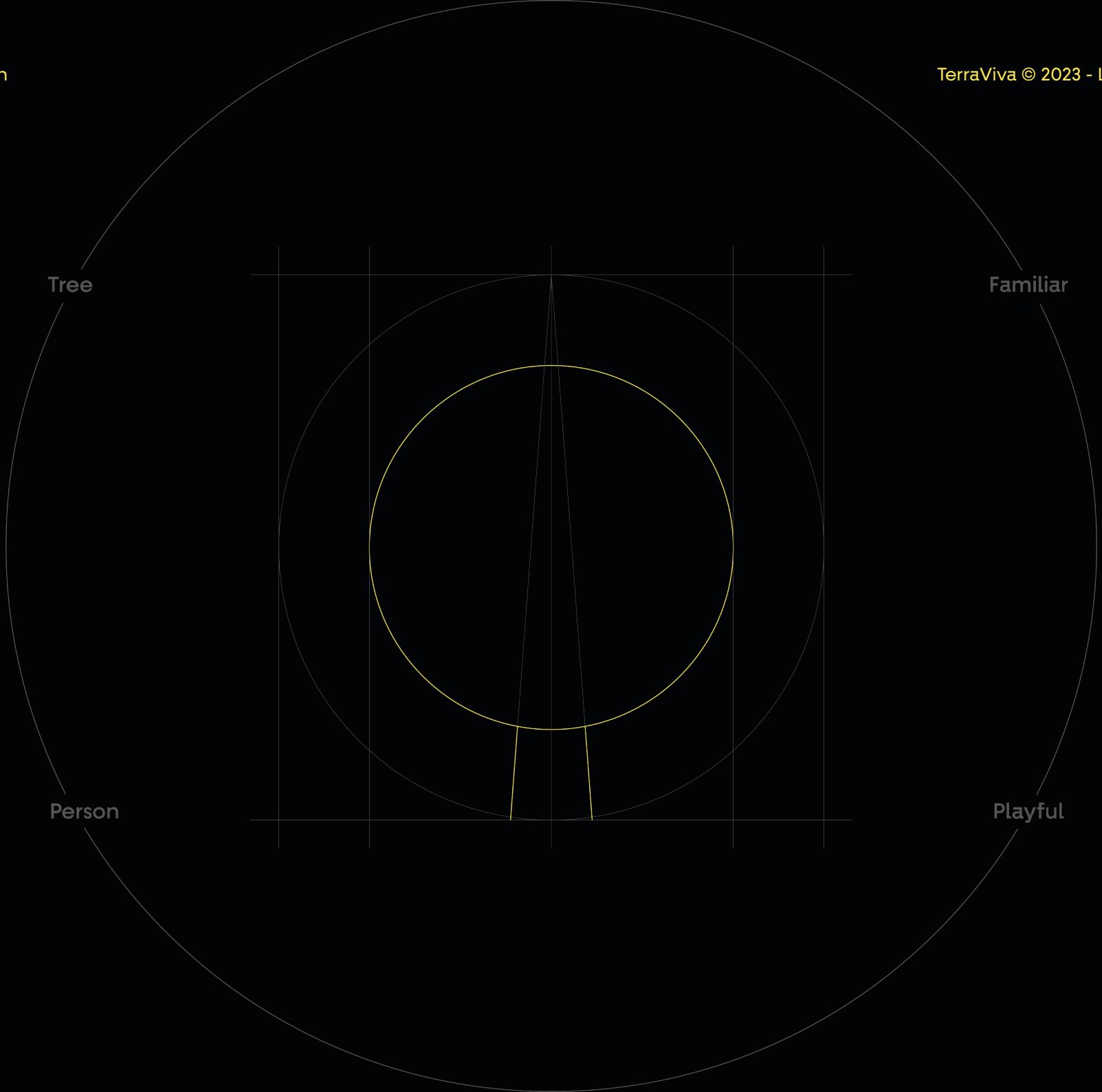

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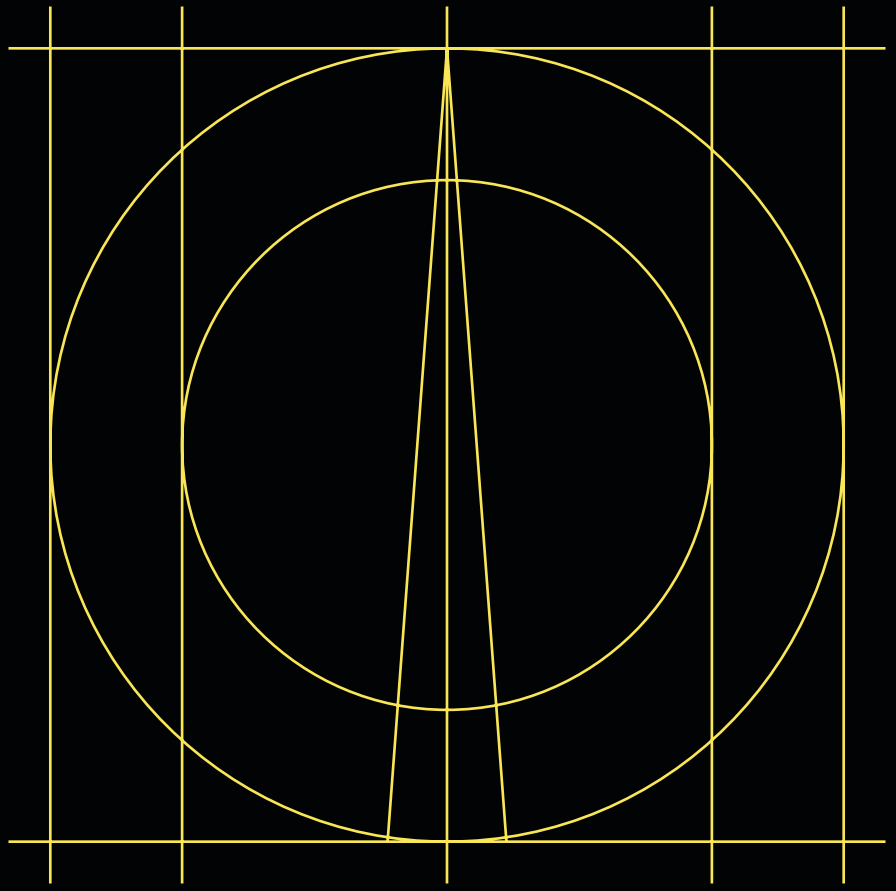

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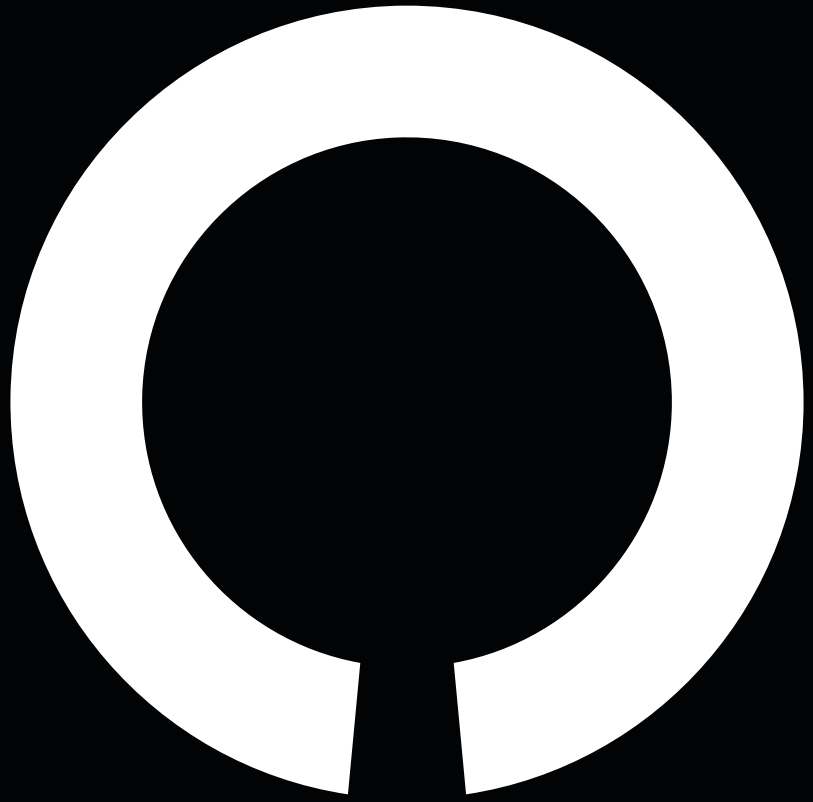
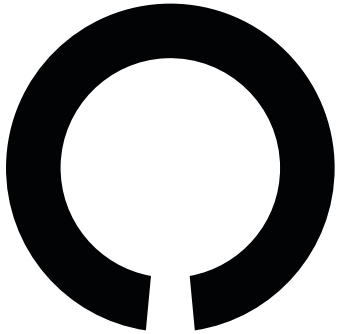


Pictogram - Variations of color



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Typography

The institutional font is Fractul, a geometric sans-serif that supports up to 76 languages. It features a unique design oriented towards display, where some traits have been adjusted to achieve a sharp and modern appearance.

The fonts are available for download with a license from the My Font library:

Fractul Font

Title	Subtitle	Text
Fractul Extra Bold	Fractul Medium	Fractul Regular
Abcdefghijklmnop qrstuvwxyzàìùè !?&%$€@	Abcdefghijklmnop qrstuvwxyzàìùè !?&%$€@	Abcdefghijklmnop qrstuvwxyzàìùè !?&%$€@

Fractul

Color Palette

Colors are of fundamental importance. The primary palette is energetic, serious, and direct, capturing the viewer's attention with the yellow-black contrast.

The secondary palette consists of neutral and vibrant tones, inspired by shades of green reminiscent of vegetation, nuances of the sea or sky, and warm tones of sand or wood.

On the side, you will find the hex, rgb, and cmyk codes for each color.

Palette Colori Primaria

#000000
RGB 0, 0, 0
CMYK 91, 79, 62, 97

#f9e557
RGB 249, 229, 87
CMYK 6, 4, 75, 0

#ffffff
RGB 255, 255, 255
CMYK 0, 0, 00, 0

Palette Colori Secondaria

#143a24
RGB 20, 58, 36
CMYK 88, 48, 86, 61

#0c4e7d
RGB 12, 78, 125
CMYK 97, 67, 26, 11

#443627
RGB 68, 54, 39
CMYK 53, 59, 70, 67

#389e62
RGB 56, 158, 98
CMYK 76, 12, 76, 1

#3bb1cc
RGB 59, 177, 204
CMYK 69, 7, 18, 0

#cc925d
RGB 204, 146, 93
CMYK 18, 45, 66, 6

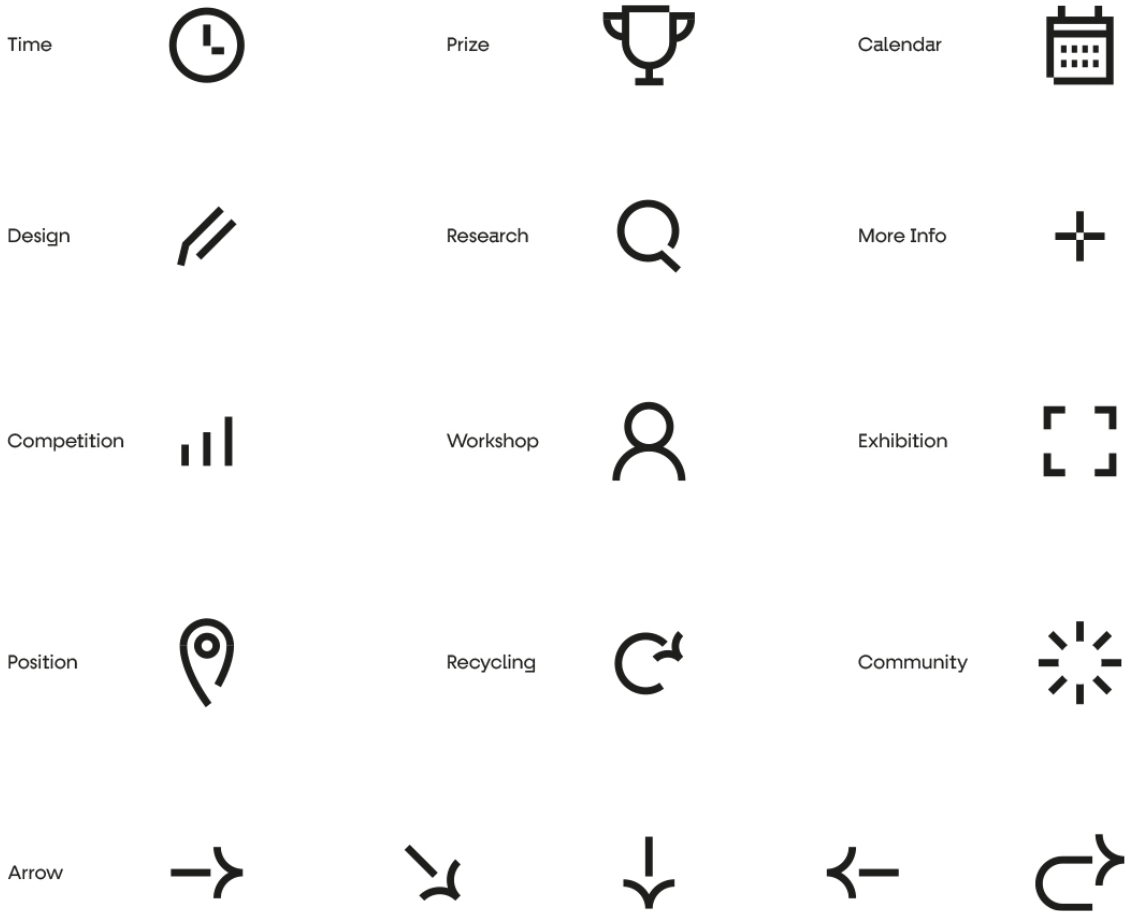
#bfd7bf
RGB 191, 215, 191
CMYK 30, 5, 30, 0

#c3e1ec
RGB 195, 225, 236
CMYK 28, 3, 7, 0

#ebd3bd
RGB 236, 211, 189
CMYK 7, 18, 26, 2

Icon Set

In addition, thought has been given to icons with clear lines and curved shapes to enrich and personalize various digital media or signage for events.



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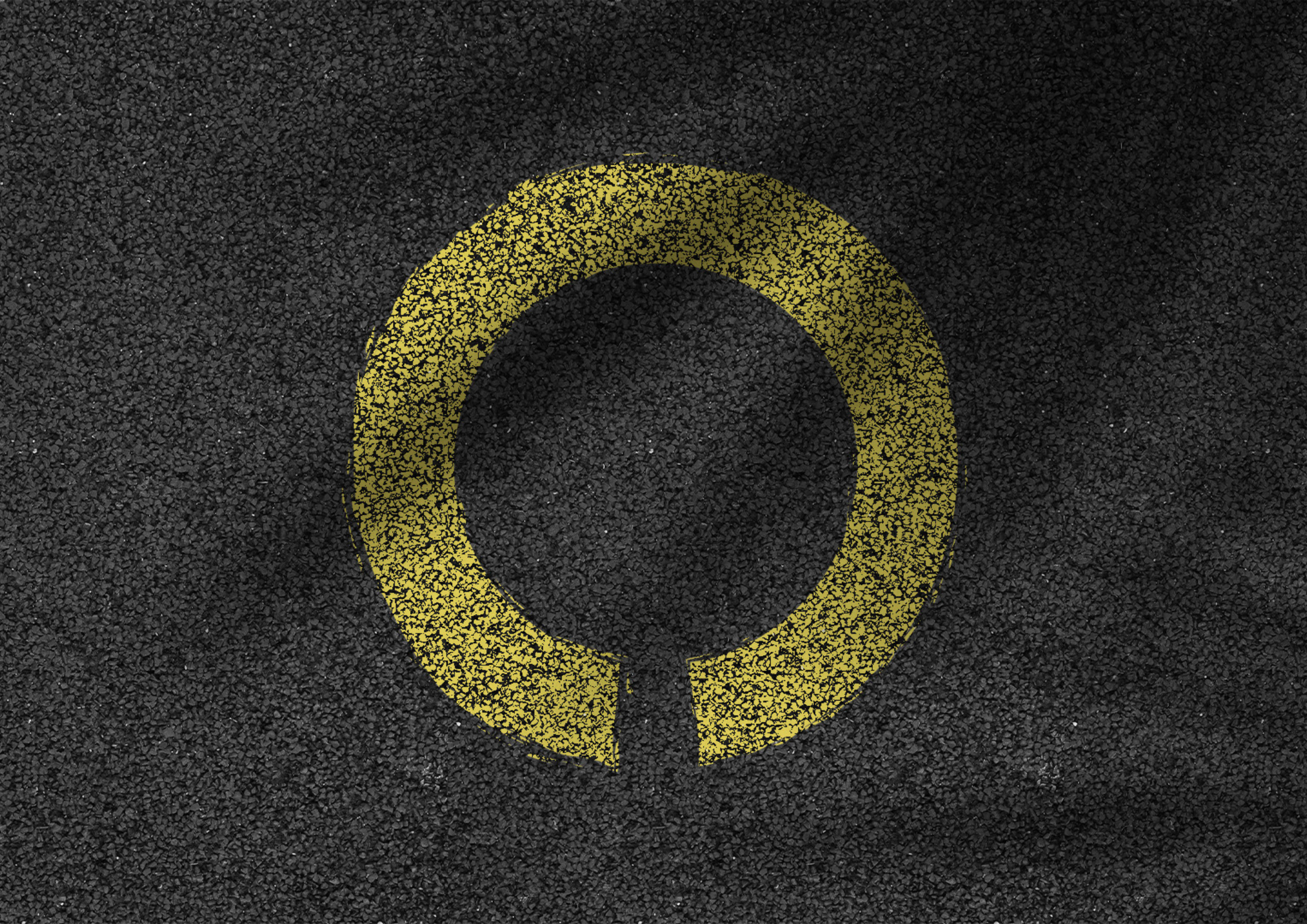

Old Logo

New Logo