

# Terraviva Logo Competition

logo & brand identity redesign



registration nr. 49967

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# Branding Concept



# Branding Concept

## Brief

Terraviva is an architecture competition organizer brand for architects, planners and designers that showcases innovative ideas, provides inspiration, creates professional community, shares reference and research of sustainable architecture practices to tackle future environmental urban issues.

### Logo requirements

It should be easily reproducible, simple, intuitive, adaptable, recognizable, scalable, versatile and positive.

### Identity requirements

It should be built around a story, have strong visual impact, reflect passion for design and architecture and commit to sustainability.

### Values

creativity  
innovative  
sustainability  
community  
internationality

## Target Audience

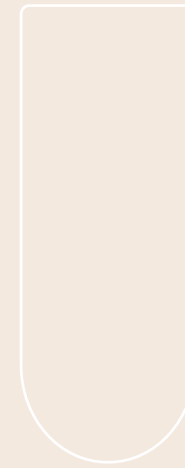
Young professionals who enjoy aesthetics, but functionality is equally important for them. They appreciate designs with strong visual impact that leave place for imagination and playfulness. They prefer simple, minimalistic and timeless designs with strong story telling and focus on sustainability.

## Concept

The brand concept focuses on the idea that Terraviva Competitions is so much more than a platform for competitions and knowledge sharing. By leading innovative architecture practices centered on environmental and social sustainability, inspiring and showcasing young talented architects and designers **Terraviva Competitions indeed shapes the future of living.**

## Visual Keywords

timeless, dynamic, professional





# Identity

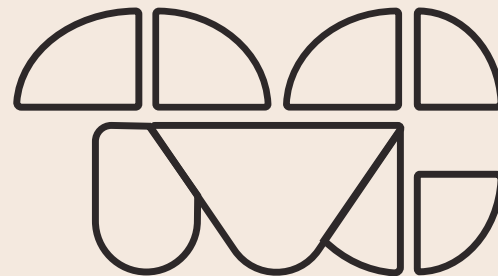


## Primary Logo

The minimalistic TVC icon is made of simple shapes that symbolizes architecture. You can imagine how the building blocks come together dynamically one by one to form the letters. The shapes have soft, curved edges which are reflected in the typeface of the wordmark as well.

The lower case, rounded typeface creates a friendly and approachable vibe to the logo. It is important for young professionals to feel encouraged to enter the competitions and become part of the Terraviva community. The serifs of the typeface give a professional look, but it is far from being an old school typeface. If you have a closer look, you can discover the youthful and playful personality of its serifs.

The combination of the icon and the wordmark establishes a timeless, dynamic, professional and innovative, yet approachable look for the brand.



**terraviva**  
competitions

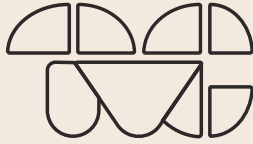
# Logo Variations

The icon and wordmark can be used separately or without the second line of text (competitions). The primary logo lockup is horizontal, but the icon and wordmark provide the flexibility to be vertically stacked as well.

The logo is not just versatile and scalable but, because it consist of outlines it is adaptable in any colours and can be embossed on any surfaces (glass, wood, concrete, leather, craft paper etc.) as well. The icon is simple, intuitive and recognizable on its own.



Logo lockup without the second line of the wordmark. It is perfect for smaller scale digital or print materials.



The icon is recognizable on its own, it is scalable and easily applicable in the smallest formats e.g. on instagram.



When the logo lockup stacked vertically, it has a rectangular shape.



Vertical logo lockup without the second line of the wordmark.

## Typography

The brand identity consists of three typefaces. The primary typeface is *Fraunces*, a serif font which is used in the wordmark of the logo as well. The secondary typeface is a contemporary sans serif, *Halcom Variable*. The third typeface is a geometrical display font, which was designed exclusively for Terraviva Competitions.

These three contrasting typefaces add distinct characteristics to the Terraviva Competitions brand:

- *Fraunces* - professional, playful, friendly
- *Halcom Variable* - innovative, minimalistic, timeless
- *Terraviva Display* - dynamic, creative, contemporary

## Fraunces Bold

*Fraunces* is a soft, rounded, classical typeface with interesting, playful serifs. Its personality comes from the combination of seriousness and playfulness.

*Fraunces* is used in the logo lockup and all primary texts.

*Fraunces* is an Open Source font and available on Google Fonts.

## Halcom Variable Regular

*Halcom Variable* is a modern sans serif typeface inspired by geometric shapes. It provides a nice contrast to the primary curvy typeface.

*Halcom Variable* is used in subheadings, body copy and in the overall website design.

*Halcom Variable* is available on Adobe Fonts.



## Terraviva Display

*Terraviva Display* typeface was created for the brand. It consists of 10 simple geometric shapes with rounded edges. The shapes never overlap, the gaps among them create a dynamic feeling, you can see how the fonts are built from the shapes which represents architecture and shaping the future.

*Terraviva Display* is a decorative typeface which is applied in the icon of the logo lockup and in one word headlines e.g. in instagram posts or on merchandise.

## Colour Palette

Primarily, the brand has a monochromatic colour palette of cream, black and white. These neutral colours establish a professional, timeless and therefore sustainable look. They rather stay in the background and let the photography of architecture, competitors and judges shine.

In addition to the main colours a secondary colour palette of happy oranges and earthy greens is introduced in warm, pastel and deep, vivid shades. These colours help to differentiate the various competition categories and act as highlighting tones in communication.

The overall colour scheme reflects sustainability and positivity.

**collaborating cream**  
HEX #f3e7df

**default black**  
HEX #000000

**default white**  
HEX #ffffff

**leading terracotta**  
HEX #e7b89c

**technical green**  
HEX #a1afa1

**resourceful green**  
HEX #5d6e5e

**creative orange**  
HEX #ee5e44

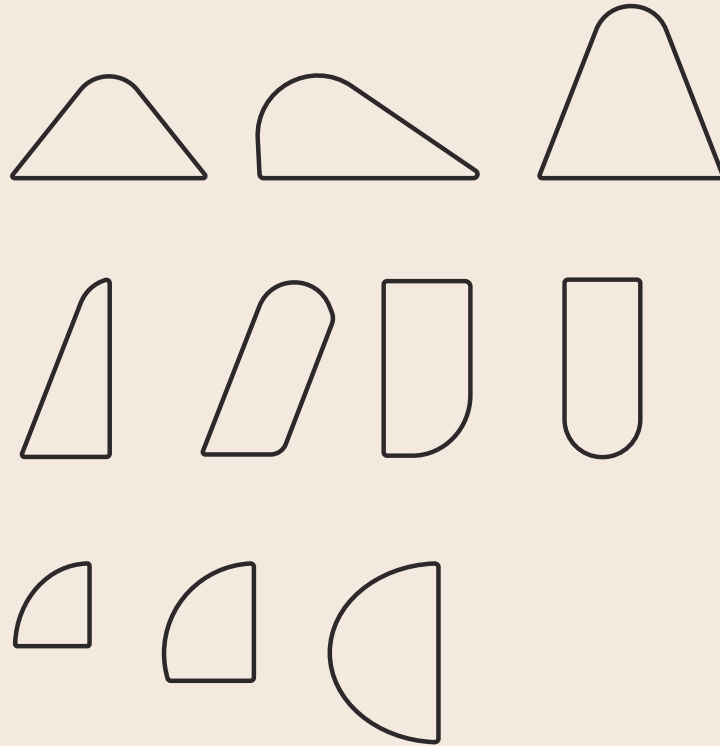
**revolutionary red**  
HEX #d8382a

## Graphical Elements

Simple geometric shapes are used in the branding as graphical elements to tell the story of Terraviva Competitions shaping the future of living.

A pattern was also created from the shapes which can be applied to fill any object or background.

The shapes and the pattern add movement to the brand which symbolizes the continuous improvements and innovations in architecture.



Ten types of shapes with rounded edges, which come from the *Terraviva Display* typeface. These shapes are flexible, they can float in the background or interact with texts and images.



This pattern can be used in multiple colour combinations to fill objects in an interesting way, like on the back of the business card.

## Image Treatment

Photography is an important part of the brand. It is treated two ways. It is either cropped into letter forms (*Terraviva Display* typeface) and shapes or they can be also combined with the graphical elements of the geometric shapes.

Combining geometric elements and photography this way makes the brand more imaginative and creative.

Images of architecture and landscapes are presented in colour, images of finalists and judges are presented in black&white.



Photography is cropped into letter forms. It is applied on the website and social media to differentiate among ongoing competitions.



Photography is cropped into geometric shapes. There are 10 different shapes to be utilized. It makes the presentation of photography dynamic and interesting both in print and digital materials.



Outlined graphical elements can be added directly on images to emphasize dynamicity and creativity.



Filled *Terraviva Display* font can be added directly on images as well. It comes especially handy when the finalists of a given competition is presented on social media, like the letter 'R' for Rural Housing.

# Roll Out







# SMART

the future of living






# RURAL HOUSING



the adaptive reuse  
of an Italian "Cascina"




## SARAH KYLIE

AML Architects



### RURAL HOUSING




# THE GOLDEN SAND WATERFRONT



a new "lungomare"  
for Lignano Sabbiadoro





# THE GOLDEN SAND WATERFRONT

a new "Lungomare"  
for Lignano Sabbiadoro

**SUBMISSION DEADLINES**





**RURAL HOUSING**





## COMPETITION

COMING SOON

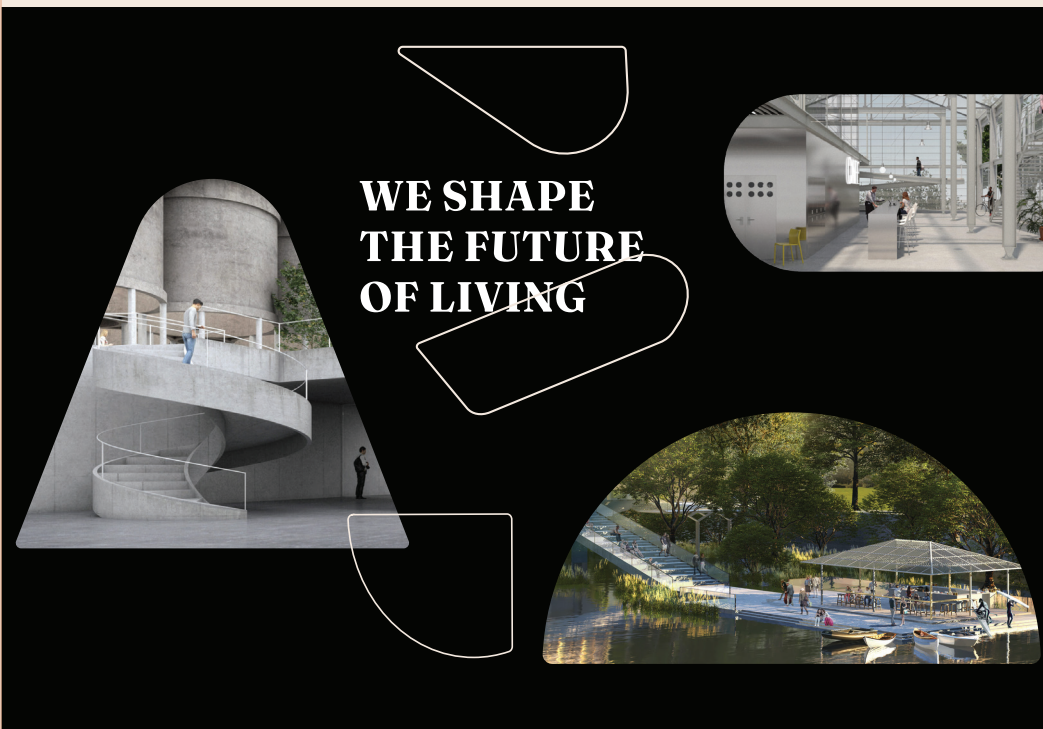


NEW COMPETITION

THE  
**GOLDEN SAND  
WATERFRONT**

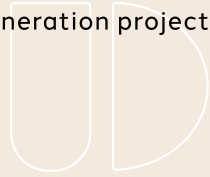
As indicated by the second word in its name  
"Sabbia d'oro" – literally "Golden Sand" – the Italian  
town of Lignano is characterised by its expansive  
shoreline featuring sandy beaches with a shiny hue...

REGISTER



## BY

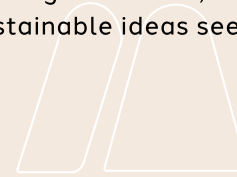
developing urban  
regeneration projects



organising architecture  
competitions



making innovative,  
sustainable ideas seen



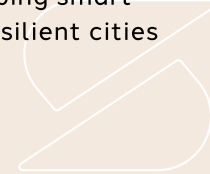
creating a platform  
for inspiration



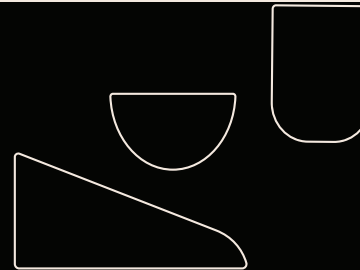
building community to  
tackle future issues



shaping smart  
& resilient cities



## LATEST COMPETITIONS



### RURAL HOUSING

The competition aims to rehabilitate the ancient rural complex "Cascina Lossano" in a creative and innovative way. The main purpose is to imagine a new residential concept surrounded by agricultural fields and nature.

**DEADLINE**  
30th September

**PRIZE**  
€13,000

REGISTER

MORE ▶



## THE GOLDEN SAND WATERFRONT

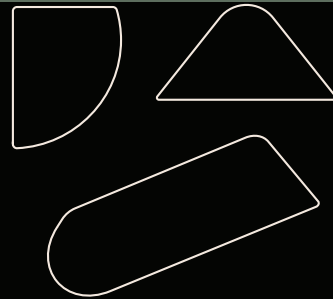
This site-specific competition encourages participants to experiment with innovative and original urban solutions capable of transforming Lignano Sabbiadoro's waterfront into a thriving public space for both the local community and its seasonal tourists.

**DEADLINE**  
9th February

**PRIZE**  
€12,000

REGISTER

MORE ▶



## JOIN THE TERRAVIVA COMMUNITY

### TO CHALLENGE YOURSELF



architects active  
on Terraviva platform

participants coming  
from more than



countries



projects received  
by Terraviva until today

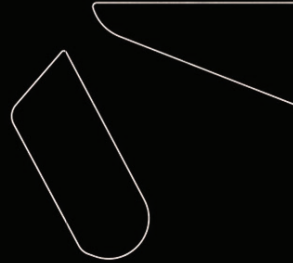
### AND BUILD A SUSTAINABLE FUTURE





**INNOVATIVE  
designs**

**SUSTAINABLE  
spaces**



@terravivacompetitions



**SMART cities**

architecture  
**COMPETITIONS**



#shapethefutureofliving



step into  
**THE RING**

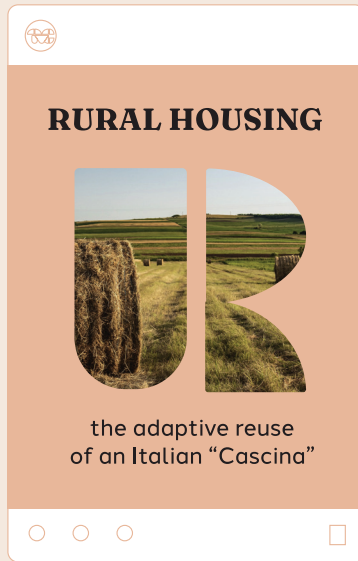
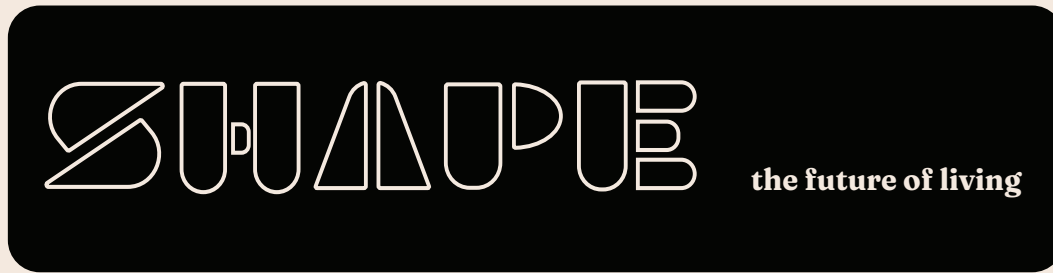
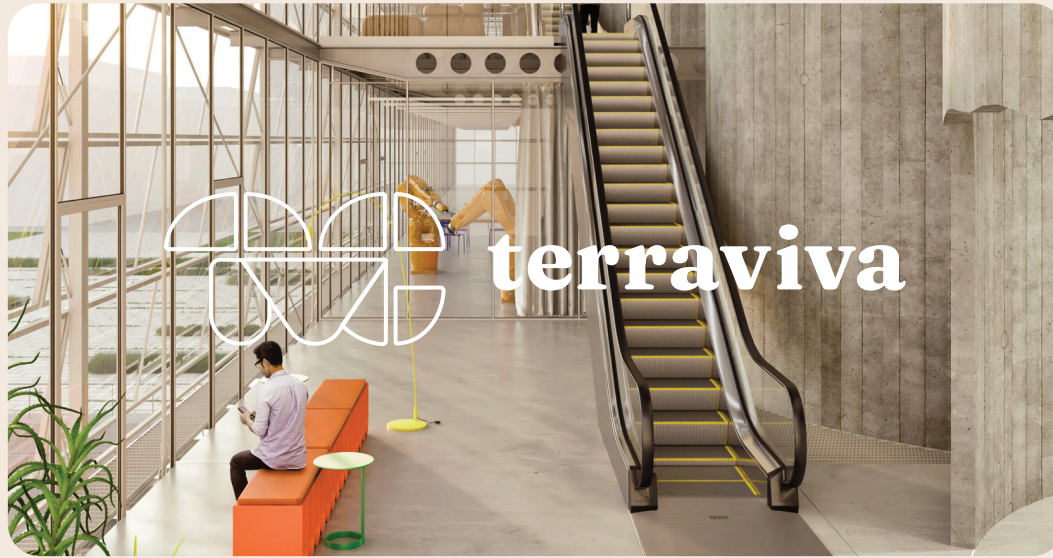
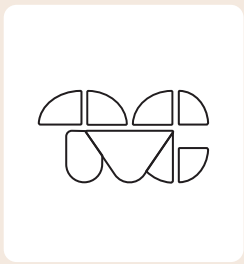
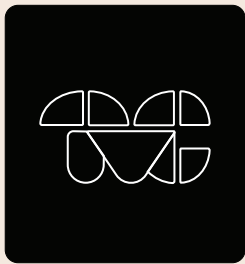
terraviva  
competitions  
.com

 **terraviva  
competitions**



# Brand Board





# Fraunces Bold

# Halcom Variable Regular

Terraviva Display

