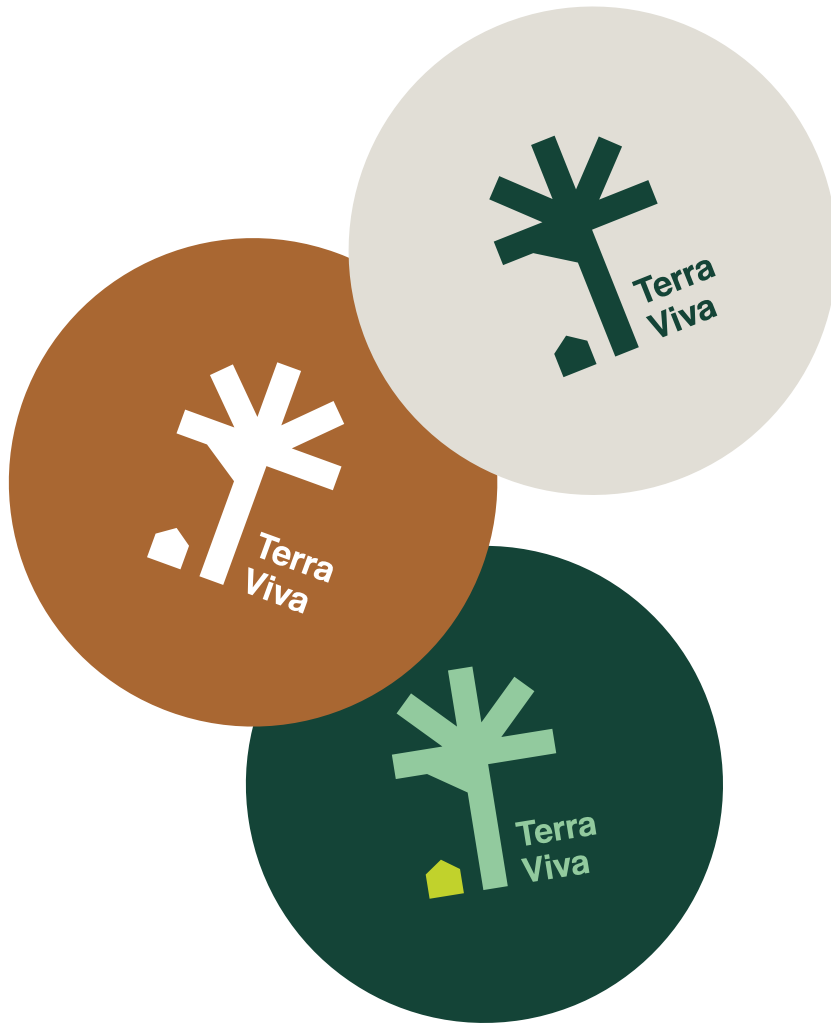




Terra  
Viva



## Terra Viva Logo

*The Blend of Elegance  
and Modern Timelessness*

The Terra Viva logo has been thoughtfully designed to embody not only elegance, modernity, lightness, and timelessness but also the equally important qualities of accessibility, casualness, and friendliness.



## Elegance

The clean lines and minimalist design project an understated elegance. This speaks to the dedication to delivering refined services and/or contests that are sophisticated while remaining approachable.

## Modernity

The contemporary styling of both the house and tree elements signifies the brand's forward-thinking approach. The logo committed to staying current with the latest trends and technologies in sustainable living.

## Accessibility

The inviting nature of the logo is a testament to the commitment to accessibility. It aims to make sustainable architectural concepts accessible to everyone, inclusive and accommodating.

## Lightness

The logo exudes lightness through its uncluttered and open composition. This reflects the belief in reflecting environments that feel effortless, relaxed, and free from unnecessary complications.

## Timelessness

Timelessness remains at the core of the brand identity, ensuring that the design choices are enduring and able to stand the test of time.

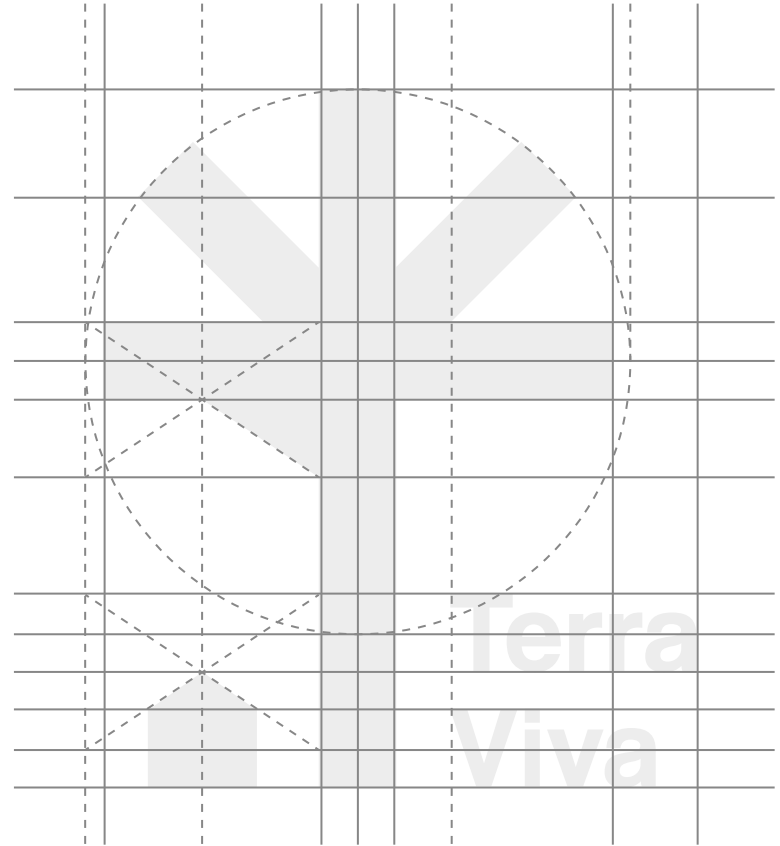
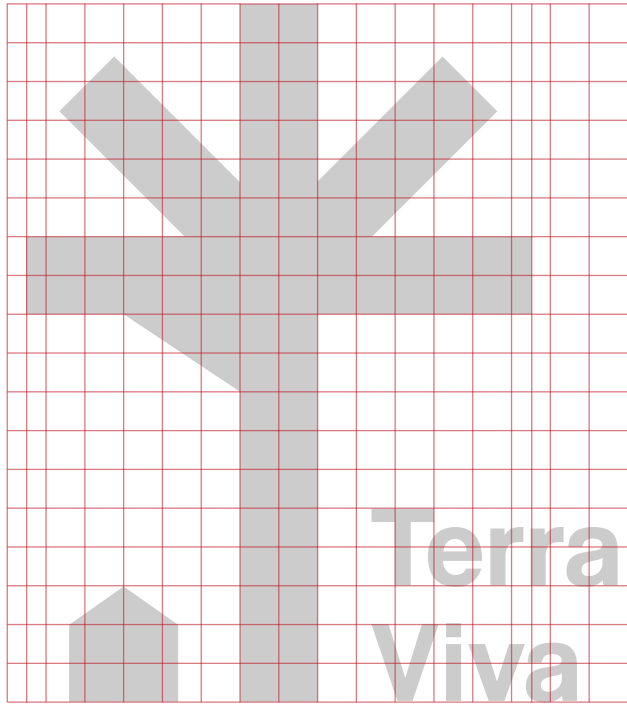
## Casualness

The logo's relaxed and unfussy design speaks to a sense of casualness. The aim is that the customers feel at ease interacting with the brand, knowing that sustainability and comfort can coexist harmoniously.



Incorporating a house and tree into the logo symbolizes the harmonious coexistence of human living spaces and the natural world – a central theme in the mission of sustainable living. The careful balance of these elements encapsulates the commitment to creating competitions with environments that are accessible, casual, friendly, and eco-conscious.

The logo serves as a visual representation of this promise, embodying the dedication to making socially and ecologically sustainability not only stylish but also welcoming, approachable and necessary, using this as a call for the Architectural and Design communities and “addressing urban regeneration in a creative and innovative way”.









RGB  
20-68-55  
CMYK  
88-45-71-54

**#144437**



RGB  
146-202-158  
CMYK  
49-0-48-0

**#92CA9E**



RGB  
168-103-50  
CMYK  
26-60-84-19

**#A86732**



RGB  
193-210-44  
CMYK  
33-0-92-0

**#C1D22C**



RGB  
225-222-214  
CMYK  
14-11-16-0

**#E1DED6**

# Coolvetica

Typodermic Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789









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Thank you.