# TerraViva Brand Concept

## Summary

## LOGO

The logo reflects TerraViva's commitment to eco-friendly architectural design. This commitment to sustainability and environmental consciousness is at the core of TerraViva's ethos and is evident in the logo's design, which seeks to convey this message to the world.

# terraviva

## PICTOGRAM

Pictogram is composed by four icons that symbolize the fundamental elements of the brand. The first icon depicts nature, with a stylized silhouette of a tree, emphasizing the importance of the harmonious integration of the natural environment into architectural designs.

The second icon represents a roof cover, a symbol of protection and security, underscoring the importance of functional architecture. The third icon symbolizes the community, with human figure reaching out his hands, highlighting the social responsibility of architects in creating

inclusive and welcoming spaces.
Finally, the fourth icon is a showcase, representing the exhibition and display of innovative architectural projects, emphasizing transparency and visibility of TerraViva's work.

NATURE

ROOF COVER

COMMUNITY

SHOWCASE

## LOGO & PICTOGRAM

This logo and its pictogram have been designed with maximum versatility in mind. Both the logo and individual pictogram can be used in a variety of contexts, both online and offline.

This versatility has been a crucial aspect of the creative process, ensuring that the logo can represent TerraViva effectively wherever it is needed.

The clearance area has been calculated taking the lowercase letter 'e' as a reference.
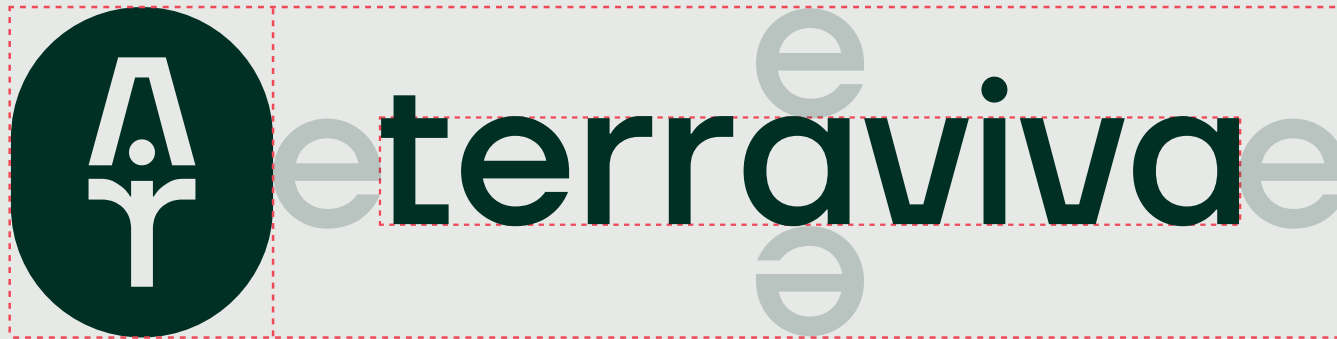
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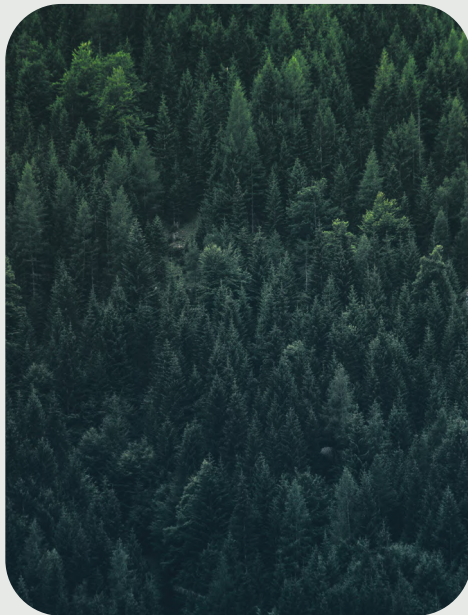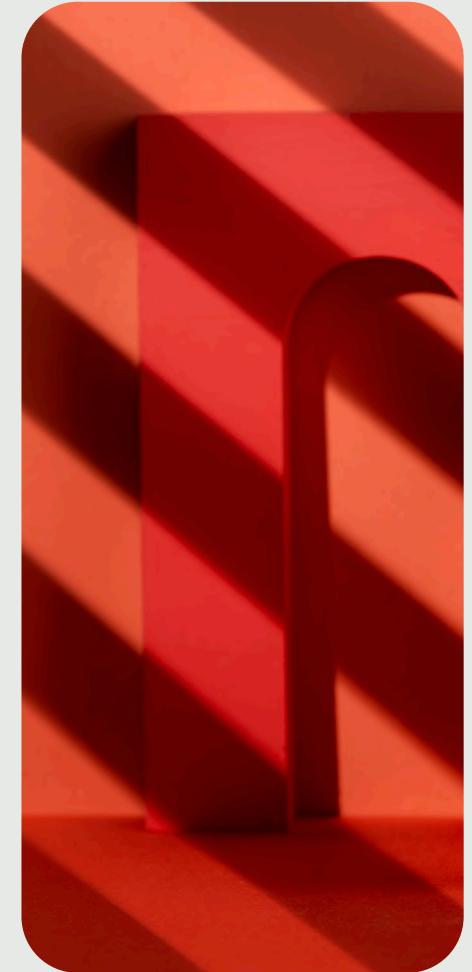TERRAVIVA COMPETITIONS

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## COLOUR PALETTE

TerraViva's color palette has been carefully chosen to represent the mission and values of the brand. The main color, DARK GREEN, serves as the central element of the palette, symbolizing the connection with nature and sustainability. This darker shade of green also adds an elegant touch to the logo and the materials in which it is applied. WHITE has been selected as a complementary color because it harmonizes seamlessly with the predominant green. This shade of off-white offers a clean and elegant look, suitable for text and clear communication. DARK CYAN, the third color in the palette, has been chosen as a livelier variation of the dark green, representing the energy and vitality. This color further accentuates enthusiasm and innovation. IMPERIAL RED is a vibrant accent color intended for special details. This red symbolizes the boldness and resolute approach of TerraViva in the realization of unique architectural projects.

| | |
|---|---|
| **CMYK** | 90% 49% 76% 66% |
| **RGB** | 11 52 39 |
| **HEX** | 0B3427 |

| | |
|---|---|
| **CMYK** | 0% 0% 0% 10% |
| **RGB** | 237 237 237 |
| **HEX** | EDEDED |

| | |
|---|---|
| **CMYK** | 84% 18% 49% 3% |
| **RGB** | 54 144 139 |
| **HEX** | 36908B |

| | |
|---|---|
| **CMYK** | 0% 87% 60% 0% |
| **RGB** | 214 75 83 |
| **HEX** | D64B53 |

## TYPOGRAPHY

TT Firs Neue exemplifies TerraViva's commitment to eco-friendly architectural design. With its sharp, geometric characteristics, it conveys modernity and innovation, aligning with the architectural industry's precision standards. The exclusive use of lowercase characters promotes accessibility and approa-chability, reflecting TerraViva's mission to make sustainable architecture accessible to all. TT Firs Neue will be featured in titles, subtitles, and CTAs, ensuring a clear and impactful presentation of TerraViva's brand. TT Firs Neue is a premium paid font (*typetype.org/fonts/tt-firs-neue/*).

Plus Jakarta Sans will serve as the secondary font, primarily used for longer text passages. This dual-font strategy ensures that TerraViva's communication materials maintain a balance of both style and readability. Plus Jakarta Sans can be downloaded for free on Google Fonts.

**TT Firs Neue – SemiBold**
Title
88 px

# Lorem Ipsum dolor sit amet.

**TT Firs Neue – Medium**
Subtitle
40 px

## Lorem Ipsum dolor sit amet.

**Plus Jakarta Sans – Regular**
Text
16 px

Lorem Ipsum dolor sit amet.

**TT Firs Neue – Medium**
CTA
24 px

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## ICONS SET & PATTERN

The TerraViva logo and its pictogram provide a versatile resource for creating a wide range of icons. These icons can be easily integrated into TerraViva's visual identity. For example, the tree symbol within the logo can be extracted to represent environmental initiatives or sustainability efforts. Its simple yet powerful design makes it an ideal choice for messages related to ecology. The roof cover icon, denoting protection and security, can be transformed into icons symbolizing safety measures or shelter. The community icon, featuring figures holding hands, is adaptable for messages of community and inclusion. The pencil symbolizing the creativity and the artistic approach. The showcase icon can be used to indicate exhibitions, presentations or contests. This flexibility allows TerraViva to maintain visual consistency while effectively communicating a variety of concepts and ideas through these elements.

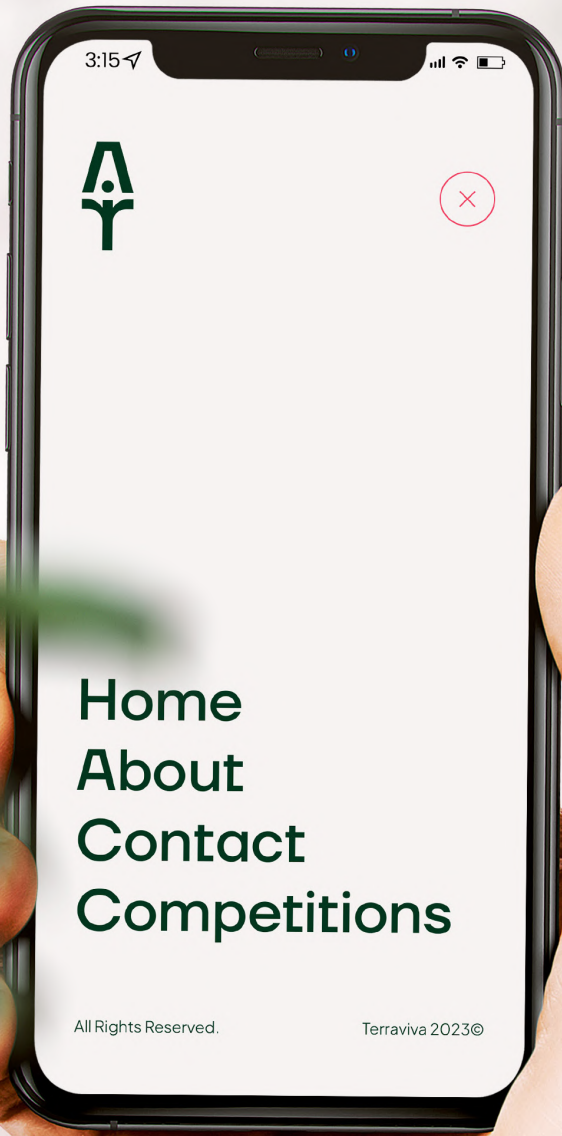TREE          LEAF          BUILDING          PERSON          PENCIL          SHOWCASE

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STAFF

Name
Second Name

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GUEST

Name
Second Name

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NEW COMPETITION

# The Golden Sand Waterfront

**12.000€ in Prizes | Deadline: February 9th**

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.

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**COMPETITIONS**

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COMPETITION

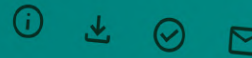# All open competitions

Past Editions →

FREE SUBMISSION

## Call For Competitions

**12.000€ in Prizes | Deadline: February 9**

With the intention of involving our super talented community of creatives, the challenge of this call is to propose new ideas for original and unprecedented architecture competitions in line with the design topics promoted by TerraViva.

GRAPHIC COMPETITION

## TerraViva Logo

**5.000€ Prizes | Deadline: November 10**

The challenge of this competition is to fully explore the values that characterise both our brand and all our initiatives, searching for that symbol...

# Thank you