



terraviva

Logo Competition

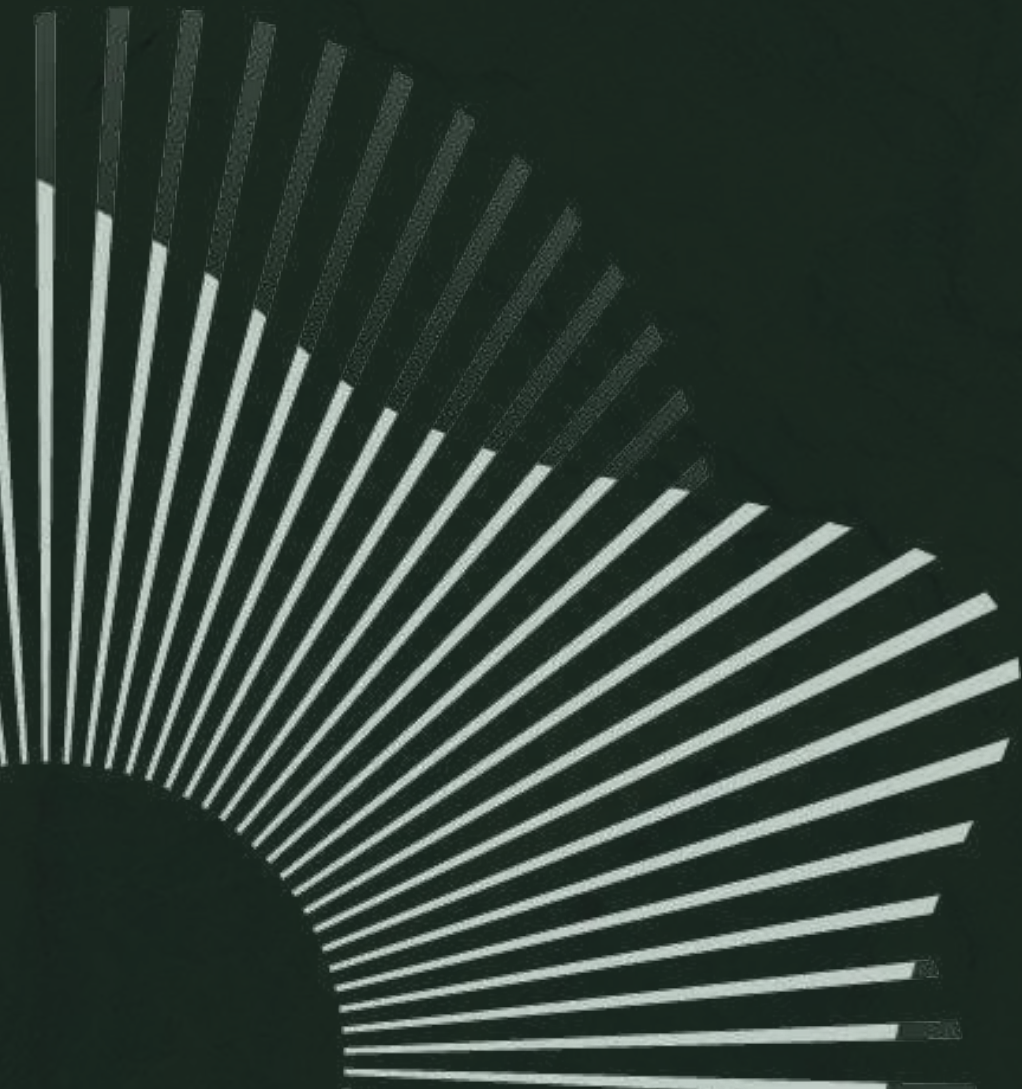


Registration Number 50317
TERRAVIVA LOGO COMPETITION

I like to understand architecture as the combination between the creative and the technical. A blank space where reason and creativity give shape to an innovative and functional constructive idea.

TERRAVIVA is a clear reflection of this duality. A platform created to attract talent, to give life to great design proposals. Architects, urban planners and designers from all over the world show us their skills with the purpose of giving free rein to their imagination. With the intention of showing us the world from another perspective.

That is why TERRAVIVA is one of the best scenarios to expose great constructive ideas. A creative space open to anyone who wants to collaborate in the design of a more sustainable world.



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ANIMATION

TERRAVIVA IS SUSTAINABILITY.
IS DESIGN AND ARCHITECTURE.
IS TALENT AND INNOVATION.
TERRAVIVA IS NATURE.
IS MADNESS WITH SENSE.
IS CREATIVITY IN ORDER.



INSPIRATION

The main source of inspiration is *nature*. The wood, the waves in the water, the flowers, the contour lines...

Elements that define TERRAVIVA's indispensable commitment for the planet: sustainability.



DESIGN



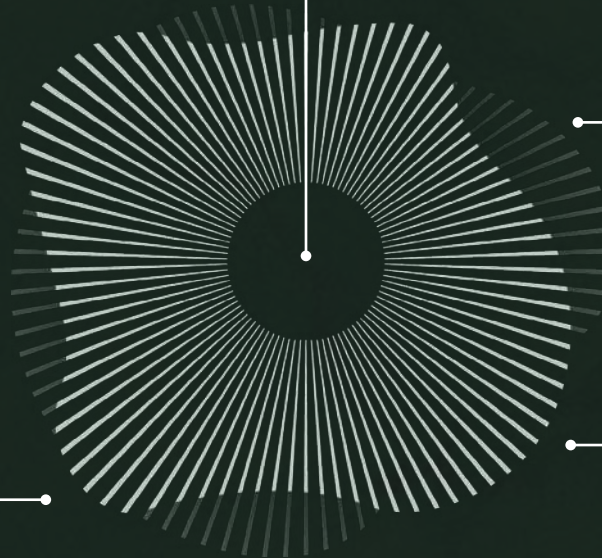
The proposal stems from TERRAVIVA's original shape: **the circle**. The curved and organic shapes are related to nature, a key element in this design project.



The two areas represent the duality of architecture: **creativity + technique**



The linear sequence defines the **plurality** and **internationality** of TERRAVIVA. It represents each of the people who make up the company.



Dynamic logo, constantly changing. Current trend for movement and animation

DESIGN SKILLS

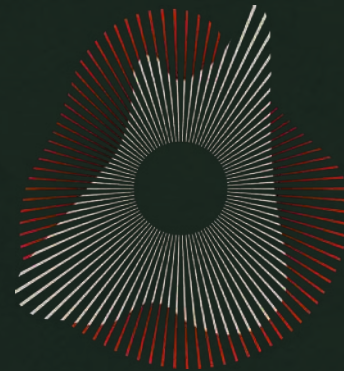
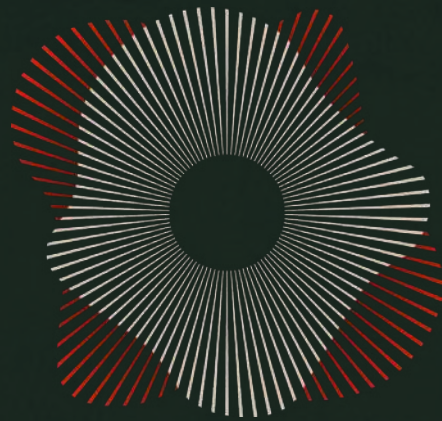
The proximity principle of Gestalt Theory + Optical illusion: superimposition of objects through color (darker = behind)

DESIGN

The concept proposes a **dynamic logo**, a corporate image with movement. This format represents a contemporary, adaptable and constantly updated identity. As in its architectural projects, originality and innovation are rewarded:

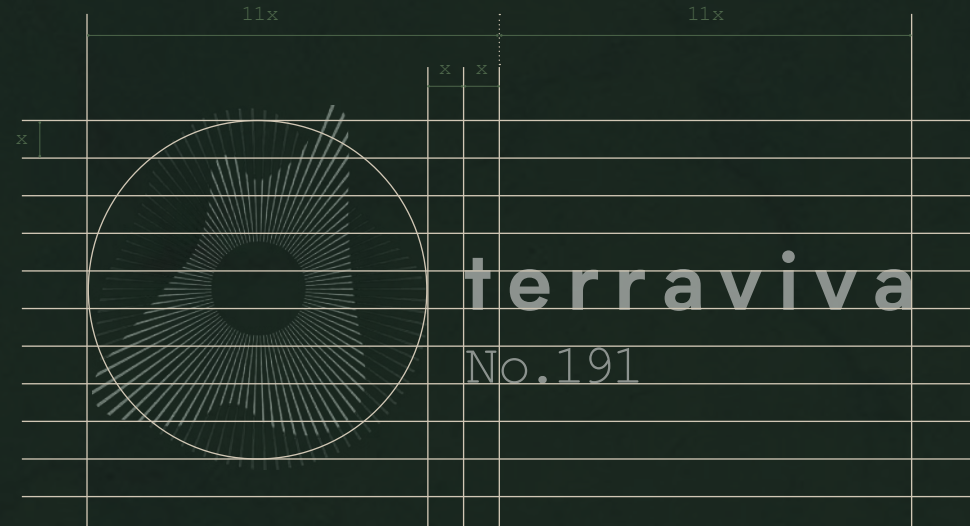
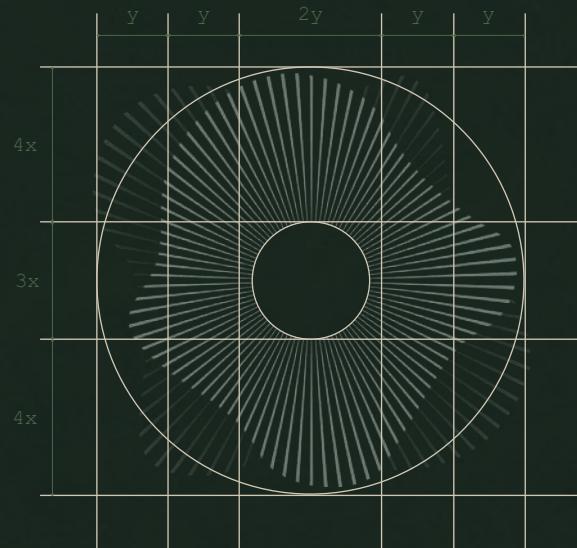
At TERRAVIVA no two are alike.

FRAMES



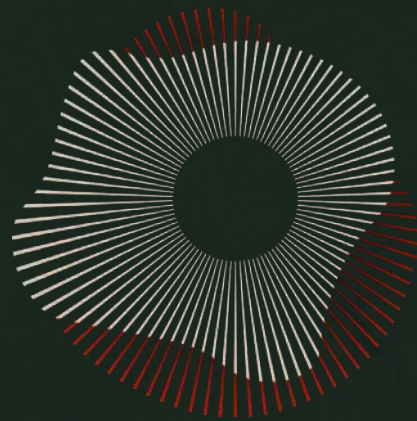
terraviva

No.004

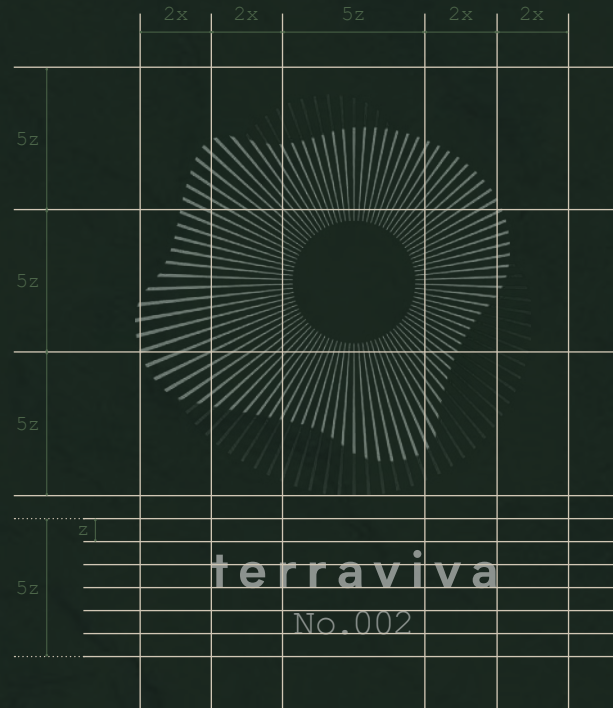


The number below the name corresponds, for example, to the number of the registered participant. It can be modified.

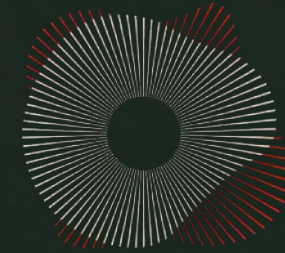
FRAMES



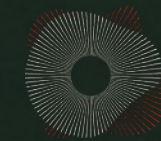
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No.225



Responsive design



terraviva 16 - 30 mm



..... 8 - 16 mm



..... < 8 mm

The number below the name corresponds, for example, to the number of the registered participant. It can be modified.

TIPOGRAPHY

Biotif

*Main typeface, BOLD.
Geometric shape, functional
and sans serif. Tracking: 200*

Application: titles

**A B C D E F G H I J K L M N Ñ
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n ñ o p
q r s t u v w x y z**

0 1 2 3 4 5 6 7 8 9

Courier New

*Secondary typeface, REGULAR.
Typewriter typeface, with serif (contrast
between typefaces).*

Application: data and brief information

A B C D E F G H I J K L M N Ñ
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

The general typeface for longer texts is Montserrat and its large typeface family.

COLOR

The choice of colors stems from the idea of **sustainability** that the brand advocates. Earthy, natural and bright colors that are obtained from nature itself.

The main corporate colors come from green, orange and white. A triad of colors that, in psychological terms, is related to natural, aromatic or cozy.

These three shades and their respective analogous colors combine to create a strong and distinctive brand communication.

A rectangular color swatch of light gray, placed over a background of light-colored wood grain.

LIGHT GRAY

#d1c7b5

R: 209
G: 199
B: 191

A rectangular color swatch of dark olive green, placed over a background of dark green leaves.

DARK OLIVE GREEN

#212d23

R: 33
G: 45
B: 35

A rectangular color swatch of coral sand, placed over a background of light brown wood grain.

CORAL SAND

#de704d

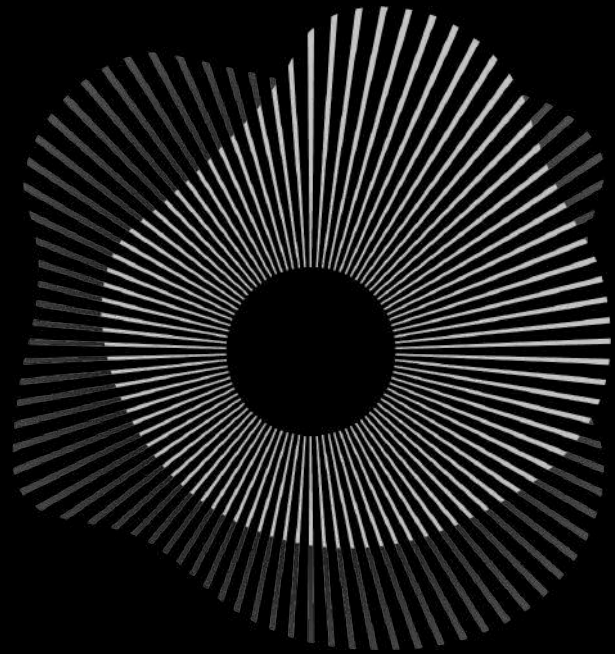
R: 222
G: 112
B: 77

A rectangular color swatch of orange red, placed over a background of a bright orange-red flower.

ORANGE RED

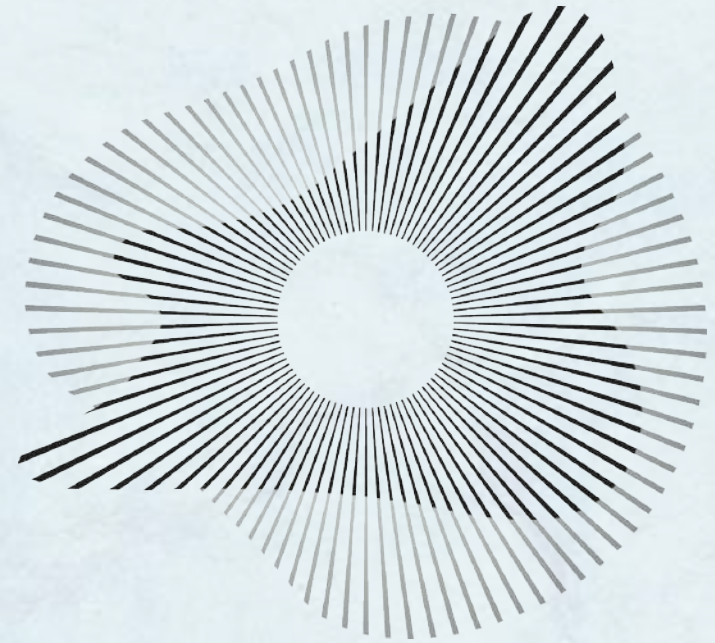
#de290a

R: 222
G: 41
B: 10



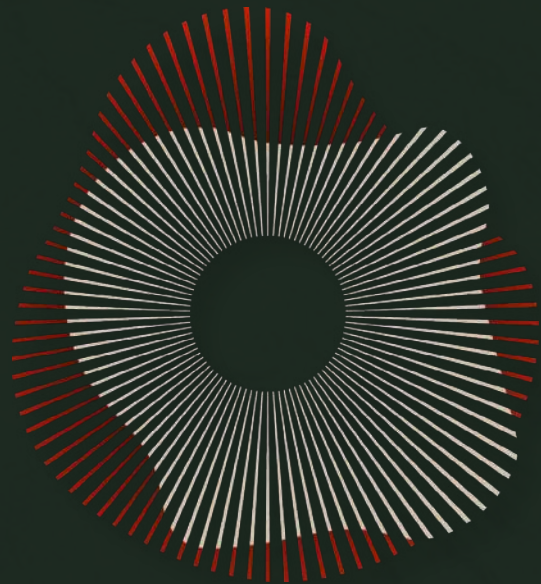
On black background:

- Primary form in white 100%
- Secondary shape in white 50%.
- Radial gradient to black (midpoint:60%)



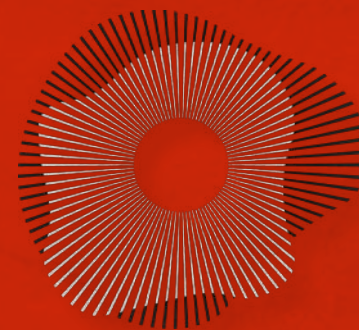
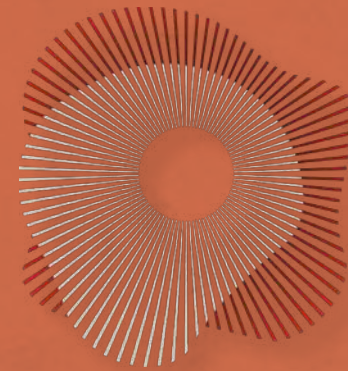
On white background:

- Primary form 100% black
- Secondary shape in black 50%.
- Radial gradient to white (midpoint:60%)



On corporate background:

- Main form in white 100%.
- Secondary shape in corporate color
- Radial gradient to black (midpoint: 60%)

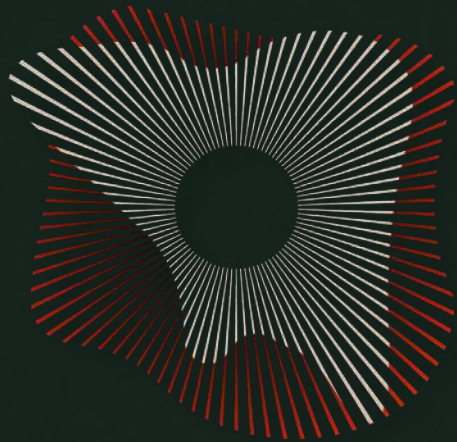


ALTERNATIVES

■ COMPETITIONS

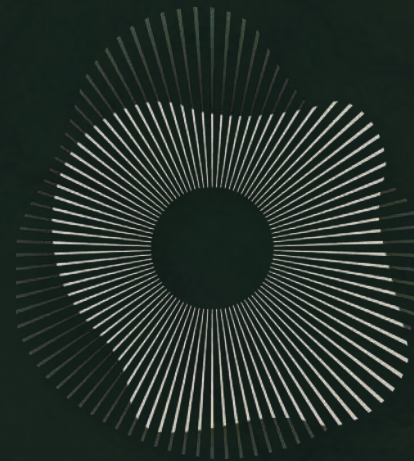
■ EXHIBITIONS

■ WORKSHOPS



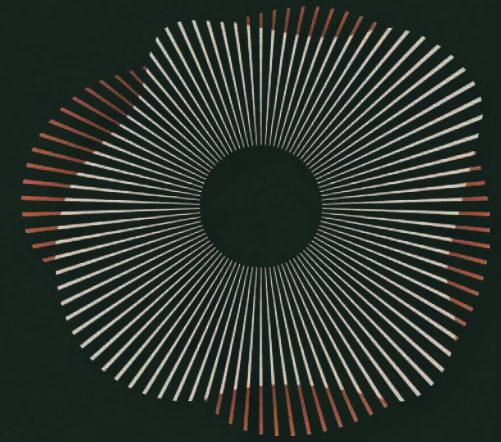
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The Golden Sand Waterfront



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Metafisica Dello Spazio



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Frame Workshop

This is an example of possible alternatives associated with the color. It can be modified.

MOCKUPS



Corporate stationery must keep the idea that the brand stands for: **no two are alike.**

The isotype is able to vary, maintaining the corporate identity in all formats.

MOCKUPS



Furniture and **signage** for corporate events and exhibitions by TERRAVIVA



MOCKUPS

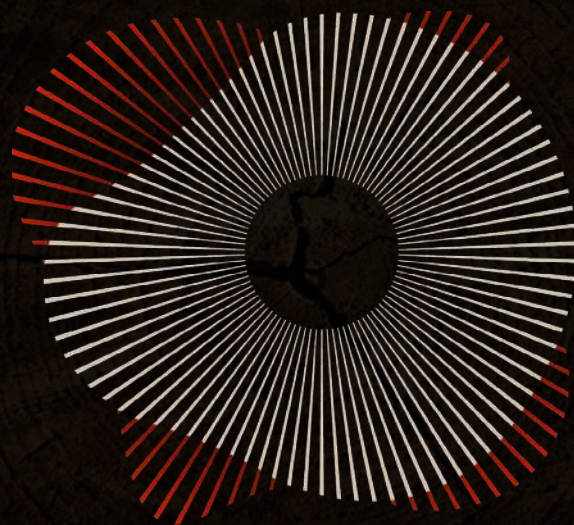


In the **digital sphere**, the brand identity is reflected in the use of corporate colors, typography and the isotype versions.



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