

**TERRAVIVA**

*from architects to the world*



# TERRAVIVA CONCEPT

TerraViva is a startup that works with architects and designers from all over the world, organizing Architecture Competitions focusing on environmental and social sustainability. This new logo combines the values of TerraViva putting together a house, that represents Architecture, and a leaf or tree (it's up to your imagination), that stands for sustainability.

It's simple and elegant, and most importantly, it sends the right message.

TerraViva uses Architecture Competitions to improve the world and the new takeaway: "from architects to the world", represents that in a simple and effective way. When it comes to the new colour palette, a dark and light green were chosen to evidence nature and sustainability, and to keep the elegance and professionalism, a dark purple and lilac were the selected option. The font used in the logo was Fira Sans, a sans serif, legible and approachable font that represents the brand perfectly. Another font was used for the applications: Source Serif Variable, which is an elegant and fresh font.

This logo intends to boil down the values of TerraViva, by combining a professional and elegant look with sustainable goals. This makes the brand as attractive as possible for talents that will participate in future projects, contributing for a more sustainable world.



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TERRAVIVA COMPETITIONS

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Worldwide Architecture  
Competitions





18:52

terravivaprojects

413 Publicações  
8781 Seguidores



Terraviva Projects  
Architecture Competitions & Creative Hubs  
@TerravivaCompetitions  
Milan, Italy  
Ver tradução

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18:51

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1757 Publicações  
19,7 m Seguidores



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for Architecture  
Challenges:  
a platform  
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# Worldwide Architecture Competitions



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Projects Evaluation  
in partnership  
with the best  
international  
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The **LOGO**



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*The LOGO Variations*



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The **LOGO Variations** | Colour



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The **LOGO Variations** | Colour



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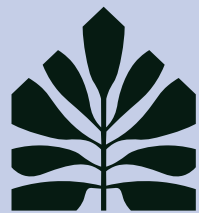
## The **LOGO Variations** | Colour



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# The Colour Palette

## CMYK

C=80 M=58 Y=75 K=78

## RGB

R=5 G=36 B=26

## Pantone

179 c

## CMYK

C=80 M=68 Y=40 K=35

## RGB

R=61 G=66 B=90

## Pantone

179 c

## CMYK

C=20 M=14 Y=0 K=1

## RGB

R=209 G=214 B=236

## Pantone

179 c

## CMYK

C=20 M=0 Y=30 K=0

## RGB

R=216 G=232 B=197

## Pantone

179 c



# The *Typography*

**Aa** **FIRA SANS MEDIUM**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

*Aa* *Fira Sans Light Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

**Aa** **Source Serif Variable Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



