



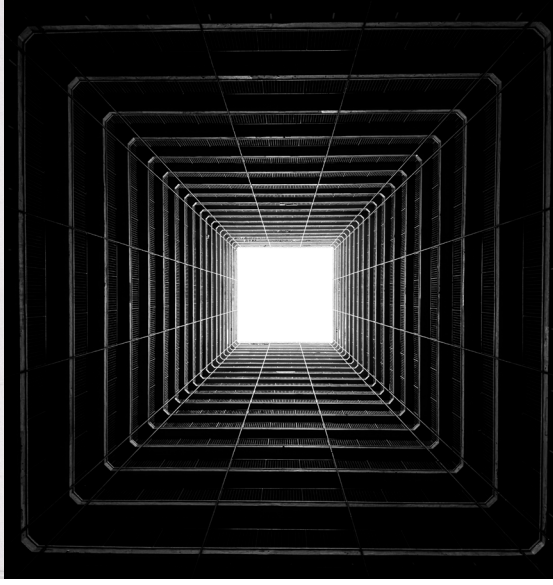
TerraViva

TerraViva
Call for original graphic proposals

*In the invisible are hidden volumes, lines,
proportions, balances, materials, lights
that await only the skill of the
architect to get out.*

Fabrizio Caramagna







Geometry is the basis of everything. Every building, house, construction and architecture is based on basic geometric shapes and achieves perfect stability thanks to them. From this concept, TerraViva's identity is based on essential shapes: the circle, the square and the triangle. To these is added a fourth shape that symbolizes a leaf: a sign that architecture becomes an integral part of nature and the world in its respect and protection.

sustainability,
environment, nature

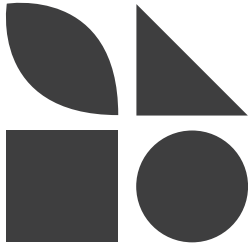


route, direction,
proportion

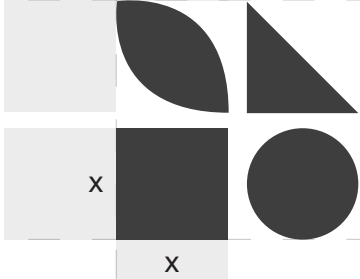


foundation, Earth

harmony,
completeness, globe

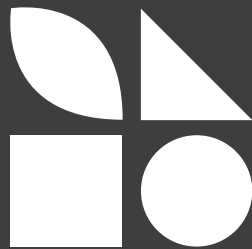


TerraViva



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Architecture
Competitions &
Creative Hub



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sustainability



creativity



architecture and urbanism



internationality



Dark grey

#3c3c3b

RGB 60,90,59

CMYK 0,0,0,90

Pure white

#ffffff

RGB 255,255,255

CMYK 0,0,0,0

Light beige

#fef4e3

RGB 254,244,227

CMYK 1,5,14,0

The color palette is simple and minimal, it gives elegance and professionalism to TerraViva's brand identity. It is designed to characterize the brand's more formal and institutional contents and materials, while for the most irreverent and creative communication, bright color tones can be added to the traditional palette (as in the previous illustrations).

Primary font
Headline and emphasis

Oceanside Typewriter

A B C D E F G H I J K L M N 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 o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % & / () _ +

Secondary font
Body Text

Archivio light

A B C D E F G H I J K L M N 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 o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % & / () _ +

For the typography, an original and distinctive font was chosen as the primary font, which imitates the writing of the typewriter. It gives an artisanal and artistic feature to the brand and it creates a harmonious contrast with the perfection of the geometric shapes. The secondary font, on the other hand, is a cleaner, sans serif font and it gives professionalism, solidity and clarity to the brand identity.



Terraviva
Architecture
Competition
& Creative Hub

Notebook
Architecture
Competition &
Creative Hub

invitation
postal card
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& Creative Hub

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Terraviva

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sustainability
for us is a key value

terraviva

creativity
for us is a key value

terraviva

urban regeneration
for us is a key value

terraviva

internationality
for us is a key value



TerraViva



Reimagine your world

DISCOVER OUR COMPETITIONS



