

# TerraViva

## "The Line"

# Logo Competition Proposal

**TERRAVIVA**

**TERRA VIVA**

Logotype Variations

**TERRA VIVA** 100%

**TERRA VIVA** 75%

**TERRA VIVA** 50%

## Design Concept - The Architectural line

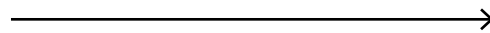
### [Terra]

"Terra" means earth, soil, ground, and land. A space and context are essential to initiate a project that provides communities and people with a place to live.

"Terra" signifies creating space for life.

# TERRAVIVA

### [Architecture]



The central visual element of the brand identity is the "line," synonymous with architecture. It embodies creativity, order, constraints, and possibilities. Similar to any architectural project, you commence with a line, and from there, you draw the next, and so forth.

### [Viva]

What animates a space is its inhabitants, the continuous ebb and flow of life. The ground embraces architecture, and architecture, in turn, shapes a space for life.

"Viva" signifies community and people.



# Animo

By ABCDinamo and  
Heavyweight Foundry

Animo Typeface is an upcoming, not yet published\*, typeface from ABCDinamo and Heavyweight foundry. It's a handsome and strong all-caps grotesque with a playful side, inspired by signs from shops and construction sites in some of the world's most fascinating cities. It combines sharp edges and soft curves while maintaining overall visual balance and stability, conveying sophisticated while crafty architectural vibes.

\*The typeface has already been used in a few other projects. I directly contacted the foundries, and they kindly granted me a trial version, ensuring that Animo Typeface can be purchased and used in actual designs prior to an agreement with them.

# TERRAVIVA

Animo  
Normal Regular - Small Caps

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890 \* @ \$

**TerraViva promotes  
community and  
environmentally driven  
projects, fostering  
creative approaches  
and new, sustainable  
visions of design.**

# Favorit

By ABCDinamo

ABC Favorit is a honest and geometric low-contrast grotesque. It has a modernist feeling softened by humorous details. Its main purpose is to set a mood without stealing the attention from the main contents and informations.

It's available in five weights with corresponding italics, as well as a few special cuts and an underlined version, Favorit Lining.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz 1234567890

Favorit  
Light


ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz 1234567890

Favorit  
Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz 1234567890

Favorit  
Medium

The “line” is the element that defines all other spaces within the layout.

Beginning with the main line generated by the logo. 

Using a horizontal line will introduce a new section that can accommodate additional information.

The TerraViva logotype serves as the reference for the layout, depending on the size and scale of the base format.

Some “breathing space” is incorporated into the layout by leaving empty sections that can be filled with colors.

Each color will signify a specific project, competition, or topic.

**TERRA VIVA**

Colors in use

# Color Palette

## Main colors (+ additional colors)

The structure of the brand identity has been designed to accommodate new colors as necessary, for instance, for new projects, competitions, events, topics, etc.

The main color palette provided serves as a reference. The only constraint to maintain consistency in the identity is to use colors with a **brightness not lower than 70%** and a **saturation not lower than 20%**.

C 43	R 176
M 65	G 105
Y 0	B 222
K 0	

# B069DE

C 8	R 227
M 47	G 153
Y 0	B 201
K 0	

# E399C9

C 25	R 186
M 27	G 181
Y 0	B 229
K 0	

# BAB5E5

C 62	R 74
M 6	G 186
Y 6	B 222
K 0	

# 4ABADE

C 51	R 128
M 0	G 204
Y 67	B 128
K 0	

# 80CC80

C 8	R 237
M 11	G 212
Y 80	B 82
K 0	

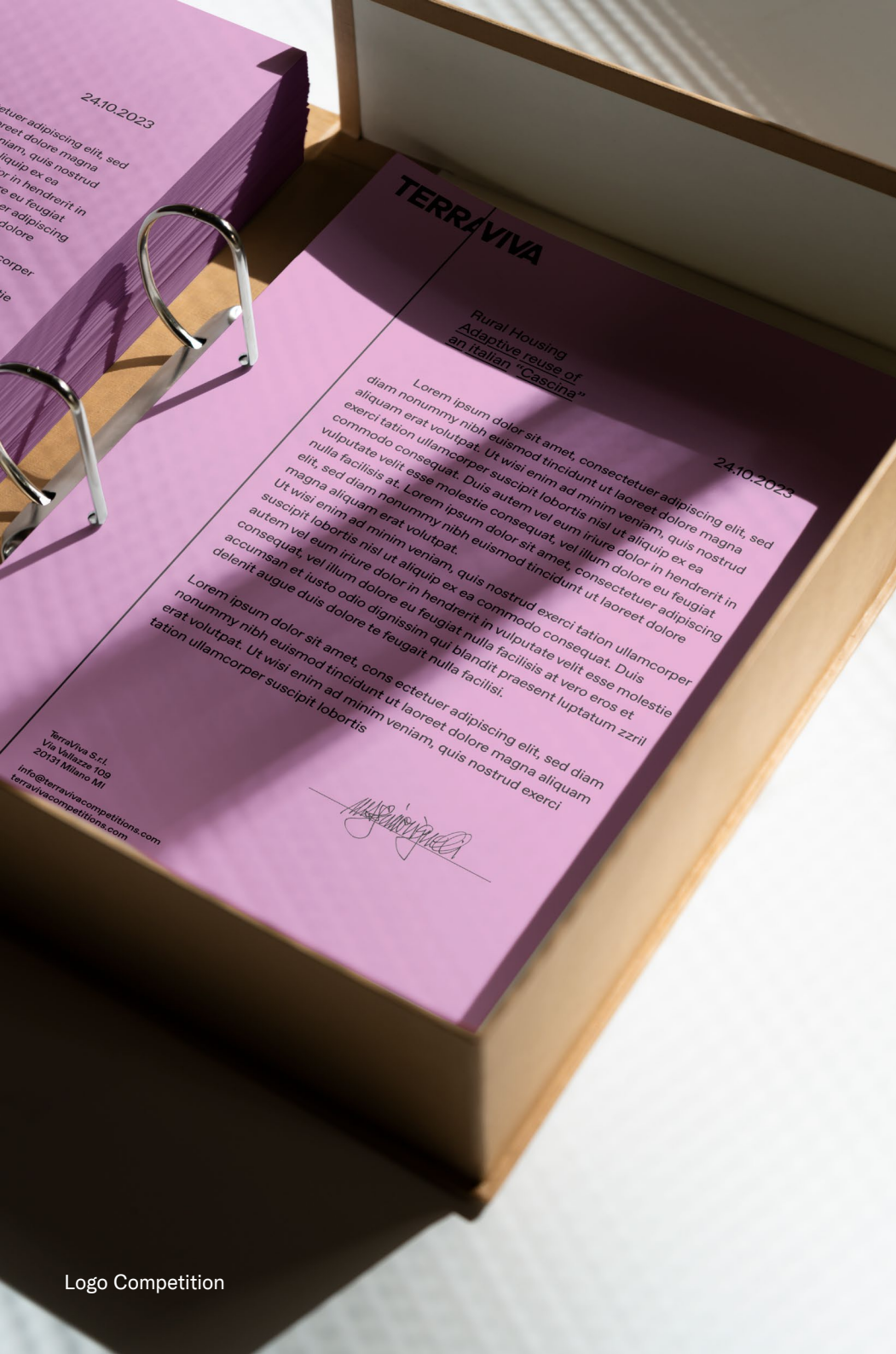
# EDD452



TerraViva  
Architecture  
Competitions

**TERRAVIVA**





24.10.2023

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# TERRAVIVA

Rural Housing  
Adaptive reuse of  
an Italian "Cascina"

24.10.2023

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20131 Milano MI  
info@terravivacompetitions.com  
terravivacompetitions.com

Project  
Competitions  
Catalogue  
2020-2023

- Wildlife Pavilions
- The Cuban Square
- Silos Buenos Aires
- TUNI 2021
- Hangar Tricornum
- The Living Museum
- TUNI 2020

# TERRAVIVA









HOME

COMPETITIONS

UPLOAD

CALL4JURY

CONTACT

# TERRAVIVA

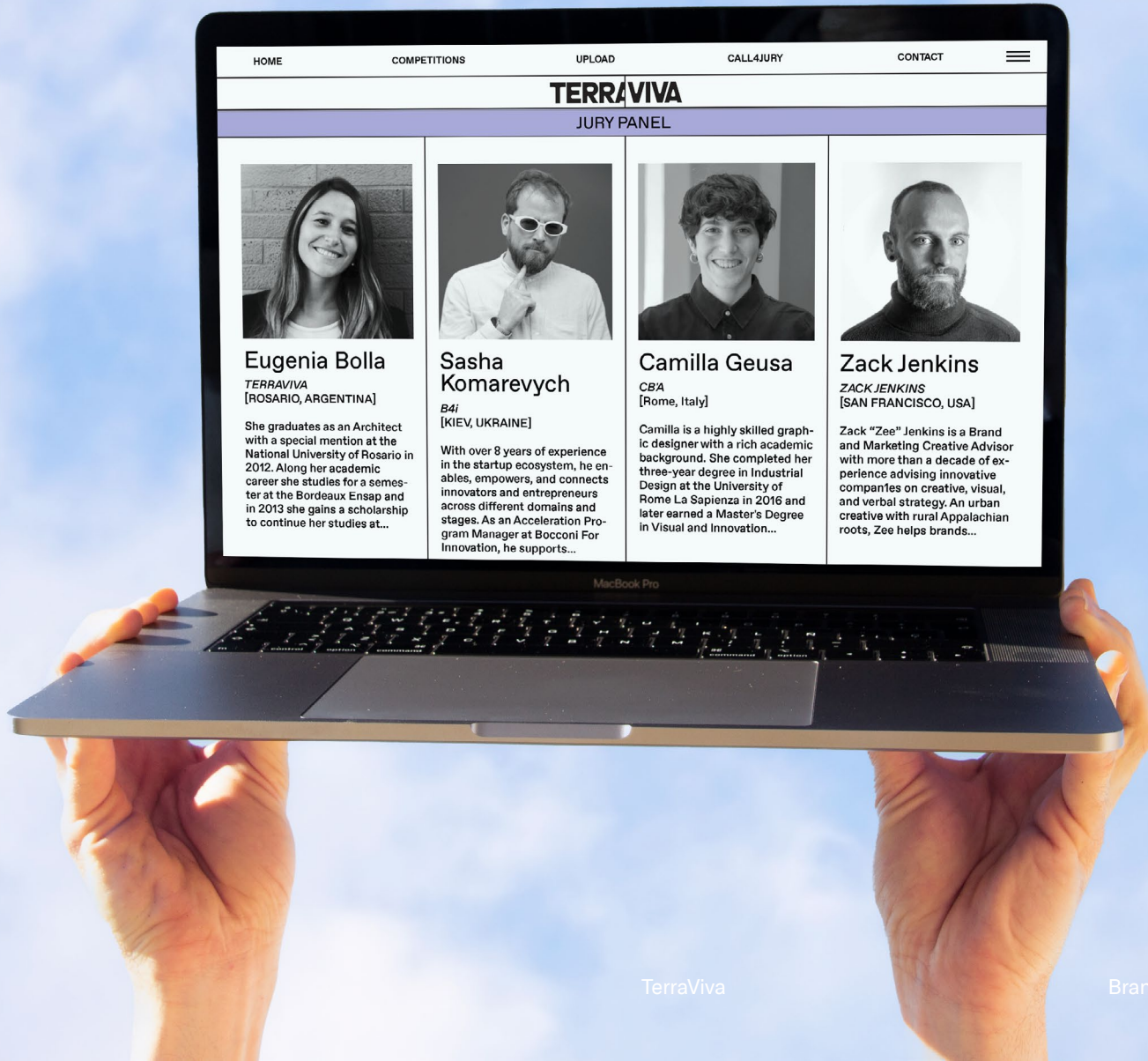
NEW COMPETITION

## Rural Housing

→10.000€ Prizes | Deadline: September 22<sup>nd</sup>

The competition aims to rehabilitate the ancient rural complex "Cascina Lossano" in a creative and innovative way. The main purpose is to imagine a new residential concept surrounded by agricultural fields and nature.





HOME    COMPETITIONS    UPLOAD    CALL4JURY    CONTACT

# TERRAVIVA

## JURY PANEL

**Eugenia Bolla**  
TERRAVIVA  
[ROSARIO, ARGENTINA]

She graduates as an Architect with a special mention at the National University of Rosario in 2012. Along her academic career she studies for a semester at the Bordeaux Ensap and in 2013 she gains a scholarship to continue her studies at...

**Sasha Komarevych**  
B4i  
[KIEV, UKRAINE]

With over 8 years of experience in the startup ecosystem, he enables, empowers, and connects innovators and entrepreneurs across different domains and stages. As an Acceleration Program Manager at Bocconi For Innovation, he supports...

**Camilla Geusa**  
CBA  
[Rome, Italy]

Camilla is a highly skilled graphic designer with a rich academic background. She completed her three-year degree in Industrial Design at the University of Rome La Sapienza in 2016 and later earned a Master's Degree in Visual and Innovation...

**Zack Jenkins**  
ZACK JENKINS  
[SAN FRANCISCO, USA]

Zack "Zee" Jenkins is a Brand and Marketing Creative Advisor with more than a decade of experience advising innovative companies on creative, visual, and verbal strategy. An urban creative with rural Appalachian roots, Zee helps brands...

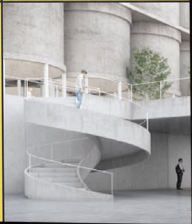


# TERRAVIVA

terravivacompetitions.com

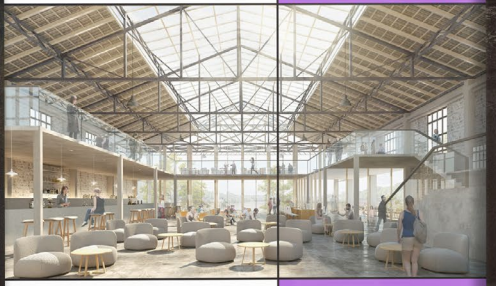


TerraViva promotes communities and environment driven projects



Hybrid  
Coworking  
-> OPEN COMPETITION

terravivacompetitions.com



# TERRAVIVA





Logo Competition



TerraViva

Brand Identity Proposal



ARCHITECTURE  
COMPETITION  
OPEN CALL

Rural Housing  
Adaptive reuse of  
an italian "Cascina"



**TERRAVIVA**





Logo Competition



TerraViva

Brand Identity Proposal



OVERALL MURALS  
SINCE 2010

TerraViva is a Platform  
dedicated to the organisation  
of international Architecture  
Competitions

Visit  
[terravivacompetitions.com](http://terravivacompetitions.com)

designboom

POLITECNICO  
MILANO 1863

B4i  
BOCCONI FOR  
INNOVATION

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dedicated to th  
of internationa  
Competitions

TERRAVIVA





Logo Competition



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Brand Identity Proposal