



This presentation aims to guide the reader through the entire process of designing a new logo for TerraViva. Slide by slide, in an increasing climax, the visual identity of the brand will be built.

The resulting proposal comes from a careful study of the initial brief. Insights and suggestions, and not least, a preliminary and intense phase of visual experimentation. This allowed excluding different solutions, bringing out the one most appropriate to represent the brand's identity by responding to its needs.

The TerraViva naming is very strong and evocative. Reasoning about lettering and typography is always useful and a good starting point when designing a logo, as it allows for instant brand recognition.

Logically, using the initials T and V would seem to be a good solution. However, since TV is short for TeleVision, this arrangement would be misleading.

Therefore, a "natural change of perspective" became necessary, becoming the "spark" for the development of the project proposal.

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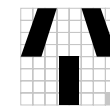
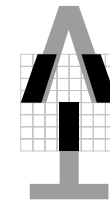
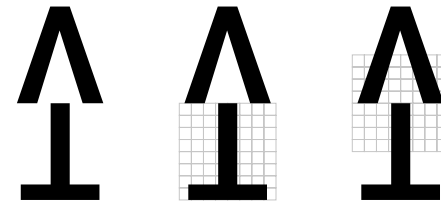
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The pictogram of the logo created for TerraViva is the meeting of the two words that form the Company's name: the final design was obtained by reversing the letter T(erra) and the letter V(iva).

TerraViva

Terraviva

Terraviva



■ = x

From this union takes shape the tree, a symbol that we wanted to keep from the original logo – simplifying and modernizing it – as it recalls the idea of nature and growth.



The chosen font is Suisse Int'l in its Semibold (for the wordmark and as institutional font) and Book (as institutional font) weights. Suisse Int'l is part of the Suisse Typeface family, designed and developed by Swiss Typefaces.

**Why was it chosen?**

Visually and aesthetically, it was chosen because it is a grotesque Sans Serif font with square punctuation. This makes it a font capable of communicating seriousness, but also modernity, dynamism and innovation. Content-wise it was chosen for its extreme completeness in terms of glyphs and alphabets included (Latin, Cyrillic in both weights and Arabic only in the Semibold version). On the economic aspect, it was chosen for its quality/price ratio and its excellent and all-inclusive license.

**License specifications**

**Webfonts included**

With the same license you can use the font both in print and on the web.

**Free updates**

If the font receives an update, you may use the new version free of charge.

**All glyphs in one file**

Each font contains all the glyphs that were designed for it.

**Unlimited usage**

License is valid for each media type. With a standard license you have the right to use the font everywhere.

**Up to 10 workstations**

The standard license gives the right to install the font on up to 10 computers (CPUs).

**Fonts forever**

The license doesn't expire, it is valid for lifetime.

Book  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq Rr  
 Ss Tt Uu Vv Ww Xx Yy Zz  
 &,;:;!/?/()%"#@'\_-\$  
 1234567890

Tt Vv

TerraViva

Book Italic  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq Rr  
 Ss Tt Uu Vv Ww Xx Yy Zz  
 &,;:;!/?/()%"#@'\_-\$  
 1234567890

Tt Vv

TerraViva

Semibold  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq Rr  
 Ss Tt Uu Vv Ww Xx Yy Zz  
 &,;:;!/?/()%"#@'\_-\$  
 1234567890

Tt Vv

TerraViva

Semibold Italic  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq Rr  
 Ss Tt Uu Vv Ww Xx Yy Zz  
 &,;:;!/?/()%"#@'\_-\$  
 1234567890

Tt Vv

TerraViva

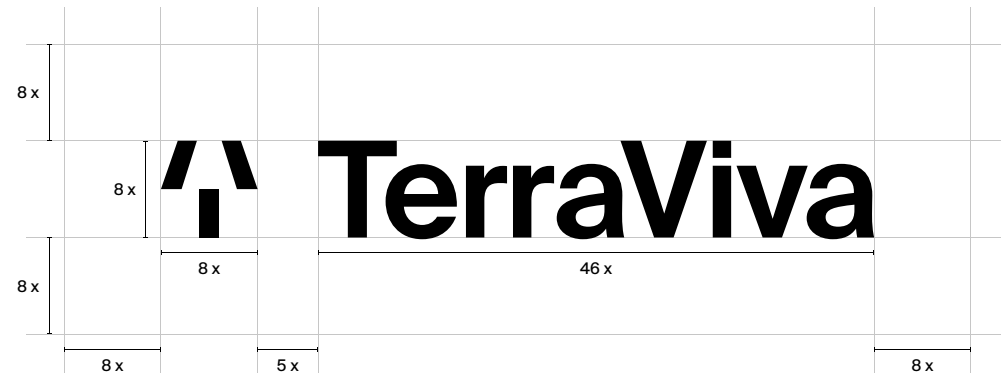
12 pt

60 pt

36 pt

The main logo is formed from the union of the pictorial mark and the wordmark (from which the pictorial mark was generated).  
As we will see further on the slides, both can be used individually or even joined by the word “Competitions”, but this is the main logo, which can visually and textually communicate the Company and its values.

The logo consists of a stylized pictorial mark on the left, which is a square with a diagonal line from the top-left to the bottom-right, and a vertical line on the right side. To the right of this mark is the word "TerraViva" in a bold, sans-serif font, with a capital 'V'.



Pictorial mark



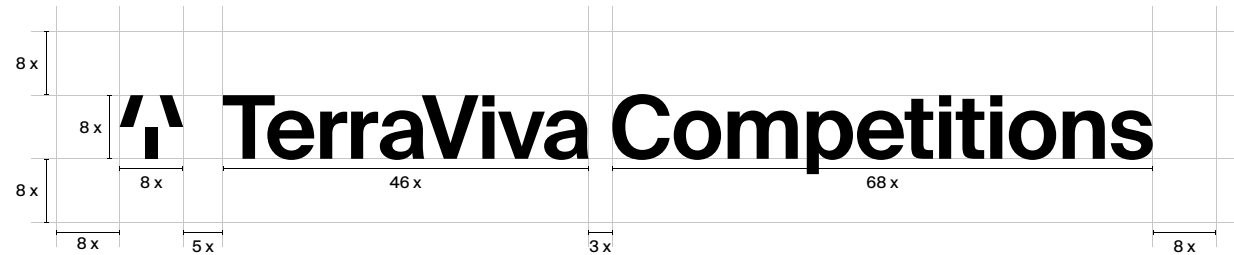
Wordmark

TerraViva

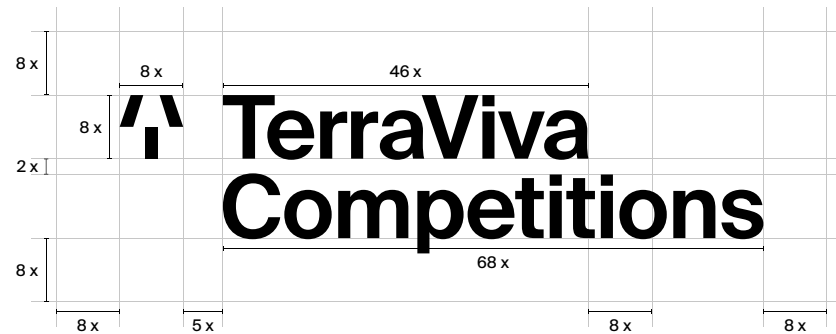
Main logo

 TerraViva

Alternative logo version 1



Alternative logo version 2





HEX #C45E39 RGB 196, 94, 57 CMYK 18, 71, 80, 7

Pictorial mark



Wordmark

TerraViva

Main logo

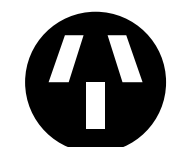
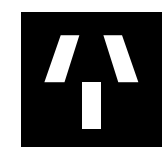
 TerraViva

Alternative logo version 1

 TerraViva Competitions

Alternative logo version 2

 TerraViva  
Competitions



↕ TerraViva

length  
7,5 cm

length  
212,6 px

↕ TerraViva

length  
5 cm

length  
141,7 px

↕ TerraViva

length  
2,5 cm

length  
70,8 px

↕ TerraViva

length  
1 cm

length  
28,4 px






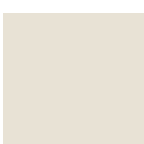
The main color, seen in the previous slides, is joined by five other colors, to create TerraViva's identity palette.

All six colors in the palette were chosen from Le Corbusier's *Architectural Polychromy*, conceived and created by the iconic and pioneering architect between the years 1931 and 1959. In this way, the color choice is also symbolically linked to the world of architecture.

From a selection of 63 shades that can be combined with each other, we have identified 6 hues that can be used extensively for dynamic and complex communication.

The six colors refer to and recall the four elements: fire (orange vif and le jaune vif), earth (ombre naturelle 59), air (ouatremer moyen and blanc ivoire) and water (bleu outremer).

This connection to the natural elements makes it possible to avoid the use of the color green, which has become overused when trying to communicate green values and sustainability.

color	Le Corbusier's code and name	HEX	RGB			CMYK										
	4320S orange vif	#C45E39	R	196	C	18	G	94	M	71	B	57	Y	80	K	7
	4320R ombre naturelle 59	#46423E	R	70	C	61	G	66	M	55	B	62	Y	56	K	57
	4320W le jaune vif	#F2BB1E	R	242	C	5	G	187	M	28	B	30	Y	91	K	0
	32021 ouatremer moyen	#8EAAC8	R	142	C	50	G	170	M	26	B	200	Y	12	K	1
	4320K bleu outremer 59	#3958A3	R	58	C	86	G	88	M	67	B	163	Y	1	K	0
	4320B blanc ivoire	#E9E3D6	R	233	C	11	G	227	M	10	B	214	Y	18	K	0

The simplicity in TerraViva's pictorial mark gives it a mutable character and expresses the concept of architecture as an exercise in metamorphosis.

The symbol, through rotation or even multiplication, can become a forest [A], or arrows [B], or sprouts [C].

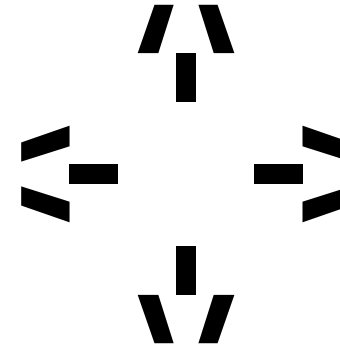
This characteristic of being multiform allows for the creation of its own identity language in brand communication.

In the next slides we show the different development potential of the pictorial mark designed.

[A]  
trees,  
forest



[B]  
arrows,  
directions



[C]  
sprouts



The versatility of the pictorial mark makes it possible to create a structured communication system according to the various activities related to TerraViva.

In the area of communications expressed on social media (Instagram as the main social media) we have identified 5 main categories:

- 01 TerraViva's generic communication
- 02 Competition
- 03 Jury
- 04 Exhibition
- 05 Workshop

For each category we have associated a double symbol composed of the modified main one (rotating it 90, 180 or 270 degrees) which has its own meaning in relation to the category to which it belongs. Also clarifying the type of communication is the use of the palette that allows the 5 hue's combinations displayed here.

**01 General communication**

Symbol



Meaning

**Trees**  
Community – Progress

Palette



**02 Competition**

Symbol



Meaning

**Sprouts**  
Growth – Reap

Palette



**03 Jury**

Symbol



Meaning

**Arrows**  
Decision – Different Opinions

Palette



**04 Exhibition**

Symbol



Meaning

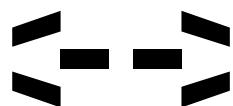
**Links**  
Confluence – Network

Palette



**05 Workshop**

Symbol



Meaning

**Openness**  
Experiment – Expand

Palette



This is an example of the template for Instagram posts where there is an evolution of the pictorial mark into the symbol decided, in this case, for the Competition category.

The example shown is a slideshow to demonstrate the difference in structure in the sequence.

In the next slide we put an overview to show how this visual language can be developed for all defined categories.

The Instagram example also highlights how the use of a color filter on photos makes social communication more consistent with the new logo.

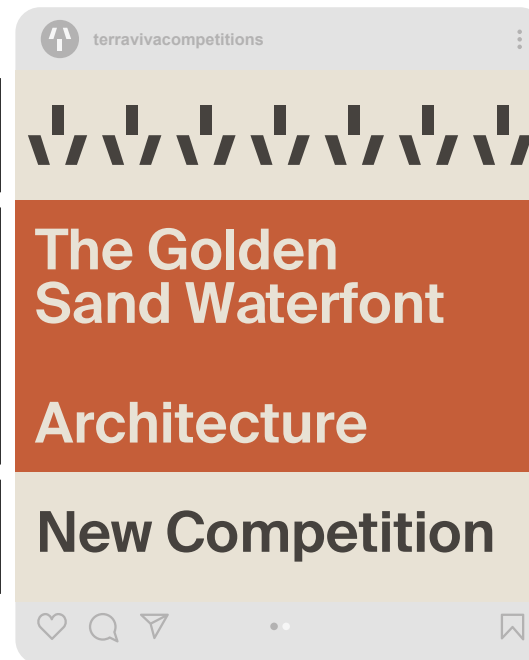
**Cover**  
It can be used as a cover (first slide) when there is an Instagram Carousel or as a single post

**Slide**  
It can also be posted independently as a memo of an already communicated information

Narrative label with serially repeated category symbol

Primary communication on category identity color

Subarea of the category

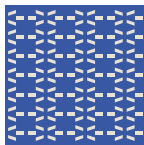
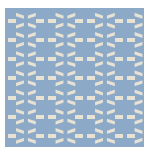
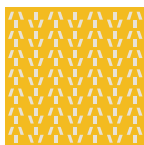
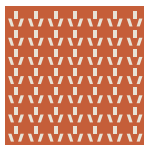


Narrative label with category symbol and memo of the object of communication

Secondary communication (possibly deepened in caption)

Cross-reference to site/link in bio

00 Use of pattern as communication divider



01 Generic communication

[A] [B] Slideshow  
[C] Single post

[A] **What's going on at TerraViva**  
A quick recap  
Graphic Competitions  
**TerraViva LOGO**  
New Competitions coming up in a few days

[B] **Give Away a TerraViva Competition**  
Gift Card  
Valid to participate in one of our competitions  
PRICE: 69 €  
ENDS IN 7 days

[C] **We're now 20.000**  
Thank you!

02 Competition

[A] Single post  
[B] [C] Slideshow

[A] **Early Registration Open**  
15% Discount Code: ABC15GSW  
The Golden Sand Waterfont

[B] **Challenge for original contest topics**  
Guide  
05/ IS THERE A SUBMISSION FEE?  
No, participation is free and it's not necessary to register to the call to submit a proposal.  
06/ WHAT IS THE PRIZE MONEY?  
Up to 15.000 €

[C] **1st Prize Rural House**  
Ciò per amor  
Corrado Kay Hwa Severino  
Luca Quadro  
Jacopo Laccia  
Giorgio Mariottoni (Taiwan - Italy)  
Ciò per Amor is about caring for the past in the present. We thought of Caschina Loissano as an opportunity to research contemporary living practices...

03 Jury

[A] [B] Slideshow

[A] **Join TerraViva Jury Panel!**  
Call4Jury  
Submit application at September 16th 2023  
To stay updated on future calls and opportunities, we encourage you to subscribe to our newsletter

[B] **Nome Cognome**  
Jury Member Title Competition  
Jury Member Title Competition  
Jury Member Architect with a studio in Milan  
"Quote"

04 Exhibition

[A] Slideshow

[A] **Metafisica dello Spazio**  
Exhibition  
WHAT Press Conference  
WHEN 07.04.2022  
From 18:00  
WHERE Viale XI Febbraio, Pavia

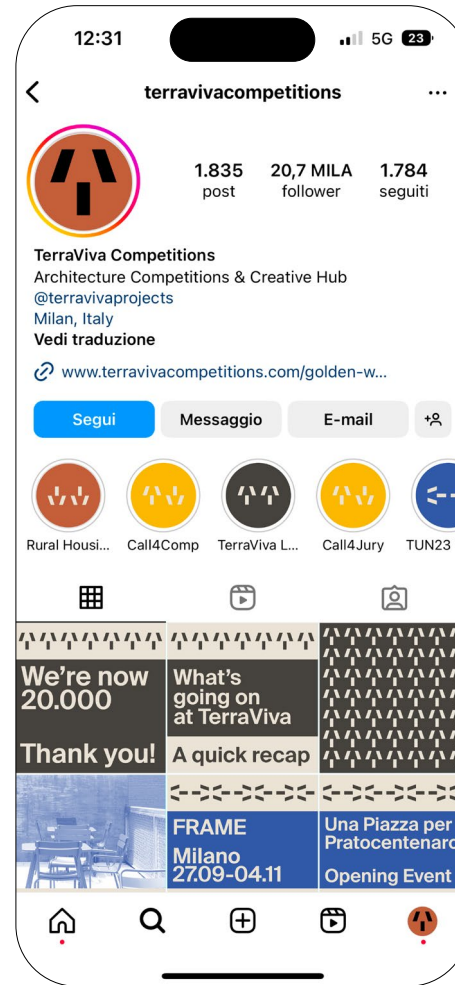
05 Workshop

[A] Single post  
[B] [C] Slideshow

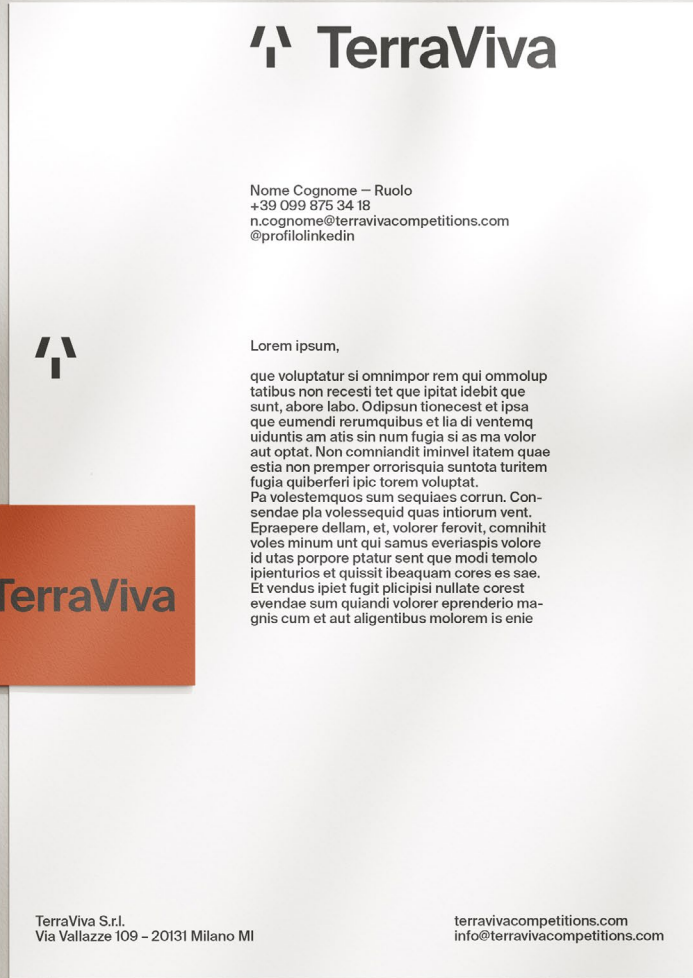
[A] **Nome Workshop**

[B] **FRAME Milano 27.09-04.11**  
Workshop  
Applications open until September 20th 2022

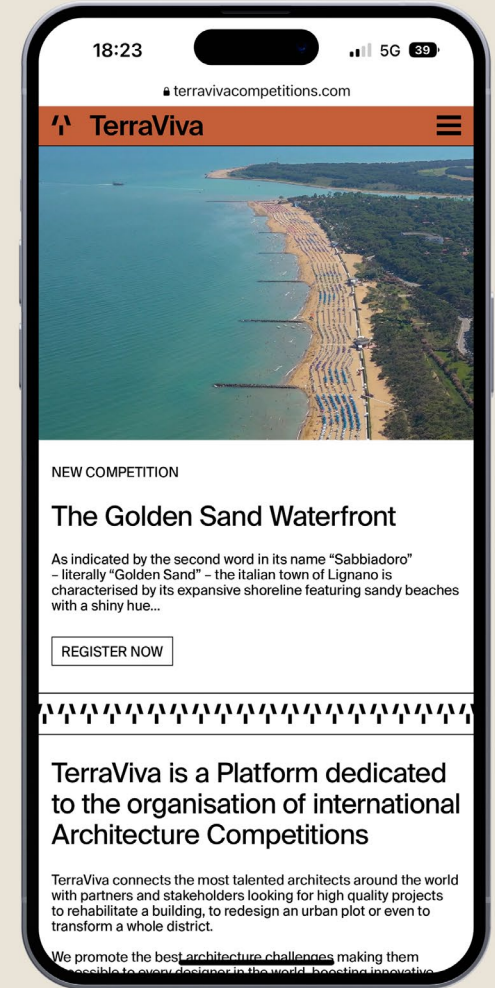
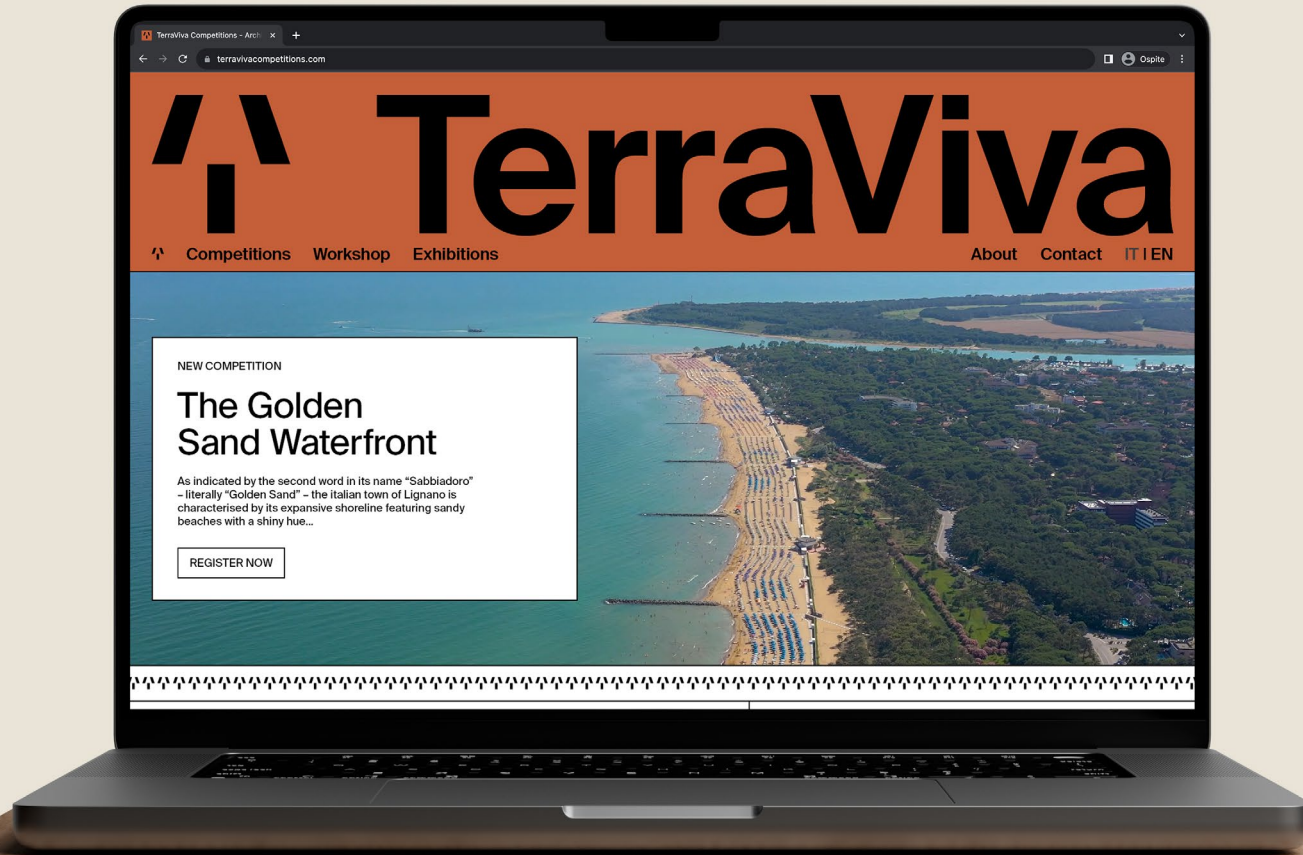
[C] **Una Piazza per PratoCentenaro**  
Opening Event  
FRAME  
WHEN 14.10.2022  
From 16:00  
WHERE Largo San Dionigi in PratoCentenaro















↑ TerraViva

A Global Arena for Architecture Challenges

New competition

# The Golden Sand Waterfront

Early Registration  
09.10-11.12.23

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.

As indicated by the second word in its name "Sabbiadoro" – literally "Golden Sand" – the Italian town of Lignano is characterised by its expansive shoreline featuring sandy beaches with a shiny hue...

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

↑ TerraViva

A Global Arena for Architecture Challenges



The Golden Sand Waterfront  
A new "lungomare" for Lignano Sabbiadoro

**Jury panel**  
Our jury members are highly qualified to carry out the evaluation of the submitted proposals thanks to their vast international experience in the world of architecture and urban design.

<b>Chairman</b> Prof. Dr. Ing. Arch. ...	<b>Member</b> Prof. Dr. ...	<b>Member</b> Prof. Dr. ...	<b>Member</b> Prof. Dr. ...
<b>Member</b> Prof. Dr. ...	<b>Member</b> Prof. Dr. ...	<b>Member</b> Prof. Dr. ...	<b>Member</b> Prof. Dr. ...



