



**TerraViva
Logo Competition**

Submission:

Registration Code: 50376

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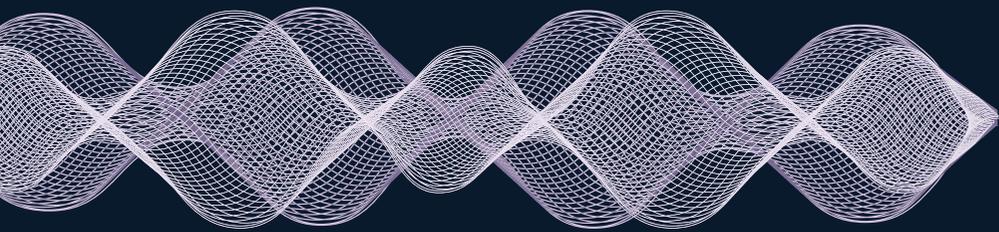
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**We stand
on the shore,
gazing out
to all the
possibilities
yet to be.**



Brand Idea

**Bound by our
earthly heights,
we hear our own
strength in the
reverberation
of waves.**



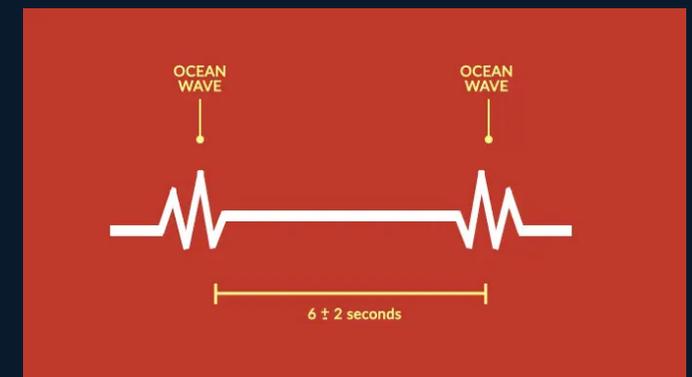
Meaning

The Earth's Hum

As if singing quietly to herself, the Earth emits a gentle hum.

A comforting, constant sound that unites the world in its rhythmic cycle. What was once thought to be mysterious sounds, we now know the hum is due to a phenomenon known as "microseisms". These microseisms are low-frequency, long-period seismic waves that reverberate through the planet's crust, caused by waves constantly crashing into land mass.

The vibration of the Earth's hum occurs at a range of 2.9 and 4.5 Mhz placing it about 10,000 times lower than humans are capable of hearing.



IMG Credit: <https://earthhow.com/earth-hum/>

Brand Purpose

To create the capacity for extraordinary, regenerative design to flourish.



Meaning

We do this by

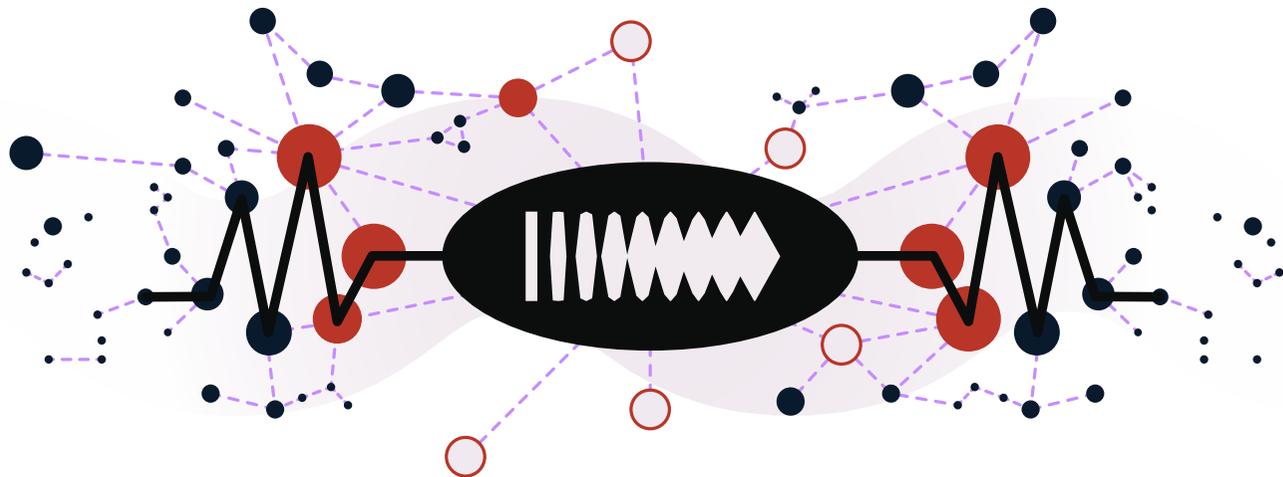
Optimistically thinking about how our positive choices impact generations to come.

By instilling ideas of hope and encouraging the most profound of dreaming, we change the direction of the future.

By challenging architects and designers to overcome real examples of threats faced by all life, we foster a ripple of knowledge and lived experience.

Encouraging designers to push the boundaries, learn new skills and leave lasting positive impacts on their communities, projects and selves.

To unite bold ideas that advocate for positive change through design.



Unite bold ideas

We each have a part to play in solving the big problems. As a community we unite bold ideas to inspire and ignite passion.

Advocating for positive change

We champion innovation and creativity through the lens of positive change. We advocate for sustainable outcomes.

Design

We have our heart and soul in design. This is our tool of choice for generating positive outcomes.

Competitions

Our sustainability focused competitions create change and instill knowledge - this is our superpower. We regenerate communities through creating opportunities to learn and apply real life knowledge - this goes on to form an bank of learning for participants future projects.

**Standing on the
shore we sense
the rhythmic
resonance of life
as we breathe in
unison with the
Earth herself.**

Poetic storytelling

Tone of voice is the foundation of TerraViva's personality. Through evocative language TerraViva inspires the biggest ideas and draws forth the most compelling of design outcomes.

Tone of voice traits

Poetic

We paint pictures with words to encourage the most inspiring of design. Our language is universal as we talk with romance in our soul.

Empathetic

Leading from the heart, we reach out with love, understanding and touch the hearts of those entering our competitions.

Bold honesty

We make courageous choices in the words we choose, to speak bold truths. We don't have the luxury of playing it safe and we stand behind what we say.

Brand Values



We face towards the possible

Sustainability

Our competitions boost knowledge and learning through challenges aimed at all designers. Through this we focus on environmental, economic and social sustainability concepts.



We create problems for bright ideas

Innovation

We ask designers to rethink the act of design to go beyond a normal reflex response and challenge themselves. Through this we reach a deeper level of ideation regeneration.



We rise to the beauty of flow state design

Creativity

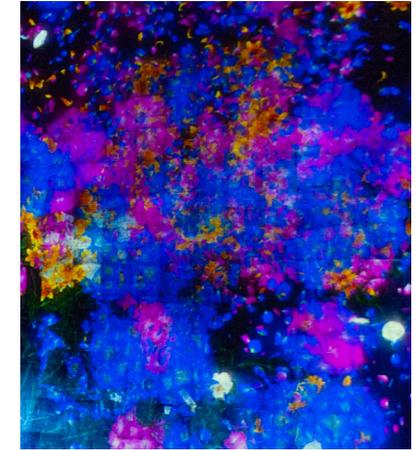
We develop opportunities for the brightest of minds to come in contact with things that are new. Pushing the boundaries of what's possible in a safe environment leads to new thinking.



We reach for authentic interactions

Community

Our invitation is forever open to all creatives. We know the people we engage with are users of the places we create leading to authentic outcomes based in their own lived experience.



We hum together as a global unit

Internationality

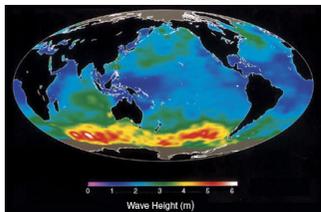
Borderless, we are united by the connections of a shared love of design and solving the Earth's biggest problems. We share this planet and have the capacity to improve the lives of all beings.

Brand Logo



Brand marque - the Earth's hum

The pulse of microseisms that make up the Earth's hum and unites us all.



Brand marque - waves

The reverberation of waves upon the shore progressing forward, reflecting backwards.



Brand marque - Terra Viva

The shape of the brand lettering reflected in the logo forms via abstraction.



Brand marque - final form

Together these elements create a beautiful and timeless marque.

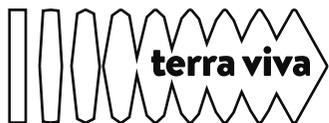


Brand Logo



Word marque - construction

The word-marque take pride of place at the peak of the rhythmic resonance. Making it positioned with clarity and integrated with style.



Word marque - typography

Brandon Grotesque forms the base type face for the word marque. This typeface offers bold clarity with gentle curves to create a striking form.

terra viva

Word marque - style

Lowercase allows for an approachable, friendly brand word marque. Utilising two words also encourages clarity of language

terra viva ✓
terraviva ✗

Word marque - details

Both the word and brand marque share details to create harmony. A combination of sharp angles supported by softer corners.

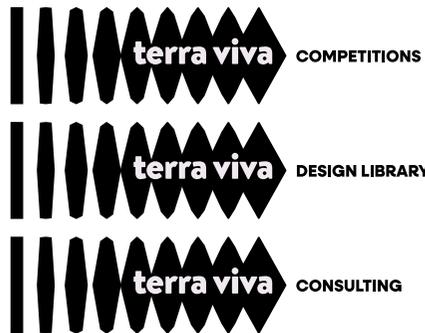


Brand Logo

Expansion

Competitions are Terra Viva's base, but where to in the future?

This logo forms a solid base for expansion to take place. Whether it's a focus on consulting or launching a design library of all the incredible knowledge that's been shared globally.



Collaborations

Working well alone is one part, however partnering with other businesses that are challenging the way the world designs could be a future focus. We share the space with our collaborators - on an even playing field. There is no ego, just shared successes.



Alternate lockup

The primary logo looks great in a horizontal lock up, however sometimes Terra Viva may need an alternate. For all vertical or square requirements, the below logo should be used. This logo forms a shorthand link to the Terra Viva primary brand.



Brand Logo - Usage

Incorrect usage

From time to time you may question whether you've used the Terra Viva logo correctly. This is great, you should be questioning if things look correct.

As a guide, here are some absolute no-nos for the logo.



✗ Never stretch



✗ Never squash



✗ No unofficial colours



✗ No gradients



✗ Never partially on image



✗ Never on an angle



✗ Never change the spacing



✗ Never crowd with logo/text



✗ Never without contrast

Correct usage - space

The Terra Viva logo should always appear with clarity and clear space for it to breathe.

The area within the dotted line is just for Terra Viva, no one can take up our space.



Correct usage - size

To ensure the legibility of the Terra Viva logo, the minimal size of the primary logo is 25mm (2.5cm).

For anything smaller, use the alternate lockup - minimum 10mm (1cm)



25mm



10mm

Brand Palette

Palette inspiration

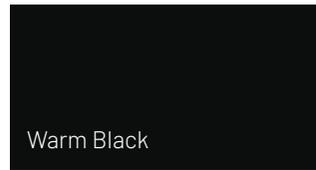
The Terra Viva colour palette is derived from the earth itself, both the visible and invisible.

The earthy, natural tones take a mature and sophisticated look at traditional Earth colours without being overtly obvious.

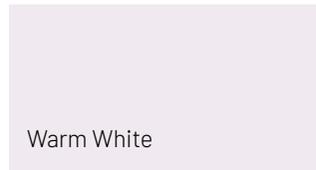
The earthy tones are then supported by a touch of ultra violet to connect with both the seen and unseen waves and forces that connect all life.



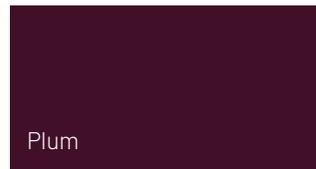
Primary palette



C74 M67 Y65 K84
R12 G13 B14
PMS XXXX
HEX 0C0D0E



C4 M7 Y2 K0
R240 G234 B240
PMS XXXX
HEX F0EAF0

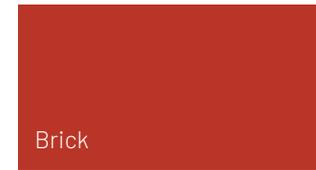


C53 M90 Y54 K64
R66 G15 B40
PMS XXXX
HEX 420F28



C92 M78 Y52 K66
R10 G26 B45
PMS XXXX
HEX 0A1A2D

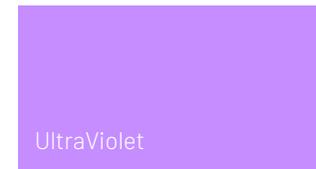
Secondary palette



C19 M92 Y98 K9
R185 G53 B39
PMS XXXX
HEX B93527



C70 M50 Y23 K2
R91 G117 B152
PMS XXXX
HEX 5B7598

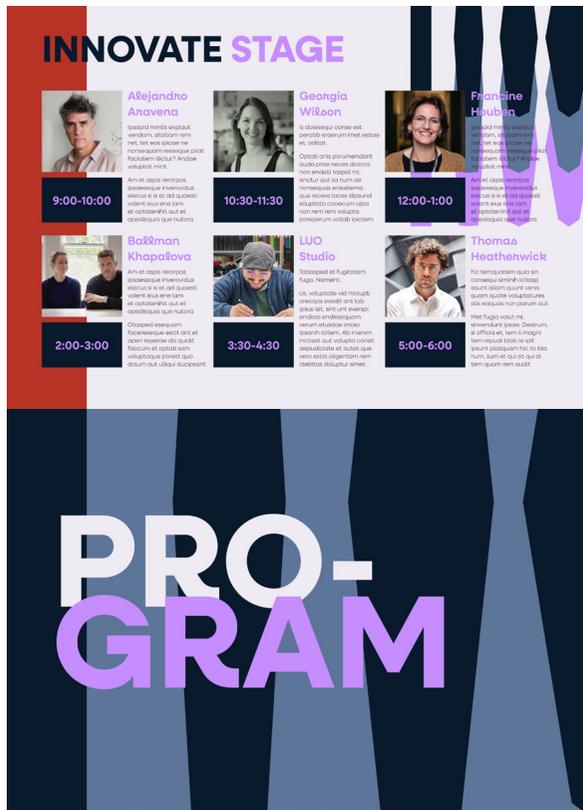


C32 M46 Y0 K0
R197 G141 B255
PMS XXXX
HEX C58DFF

Brand Palette

Colour combinations

The Terra Viva palette is restrained but that doesn't mean it needs to be boring. The colours are powerful when combined in the right ways. Use these guides as a pathway to creating beautiful designs.



Brand Typefaces - Web and Desktop

Neulis Neue

Our headline and body copy font is Neulis Neue. This contemporary sans serif typeface reflects modern, friendly strength while allowing for legibility and a touch of personality through rhythmic curves. Large or small, block text of single lines - this font has a weight for all uses.

Neulis Cursive

We also have Neulis Cursive to inject a little personality when needed. However, just like sweets, Neulis Cursive is a sometimes font and not to be use everyday. For sepcial occasions only.

Preferred usage

Titles

Neulis Neue, Light - 20pt

Headings

Neulis Neue, Regular - 14pt

All other text paragraphs
and body document text

Neulis Neue, Light - 11pt

Neulis Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Neulis Cursive - Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

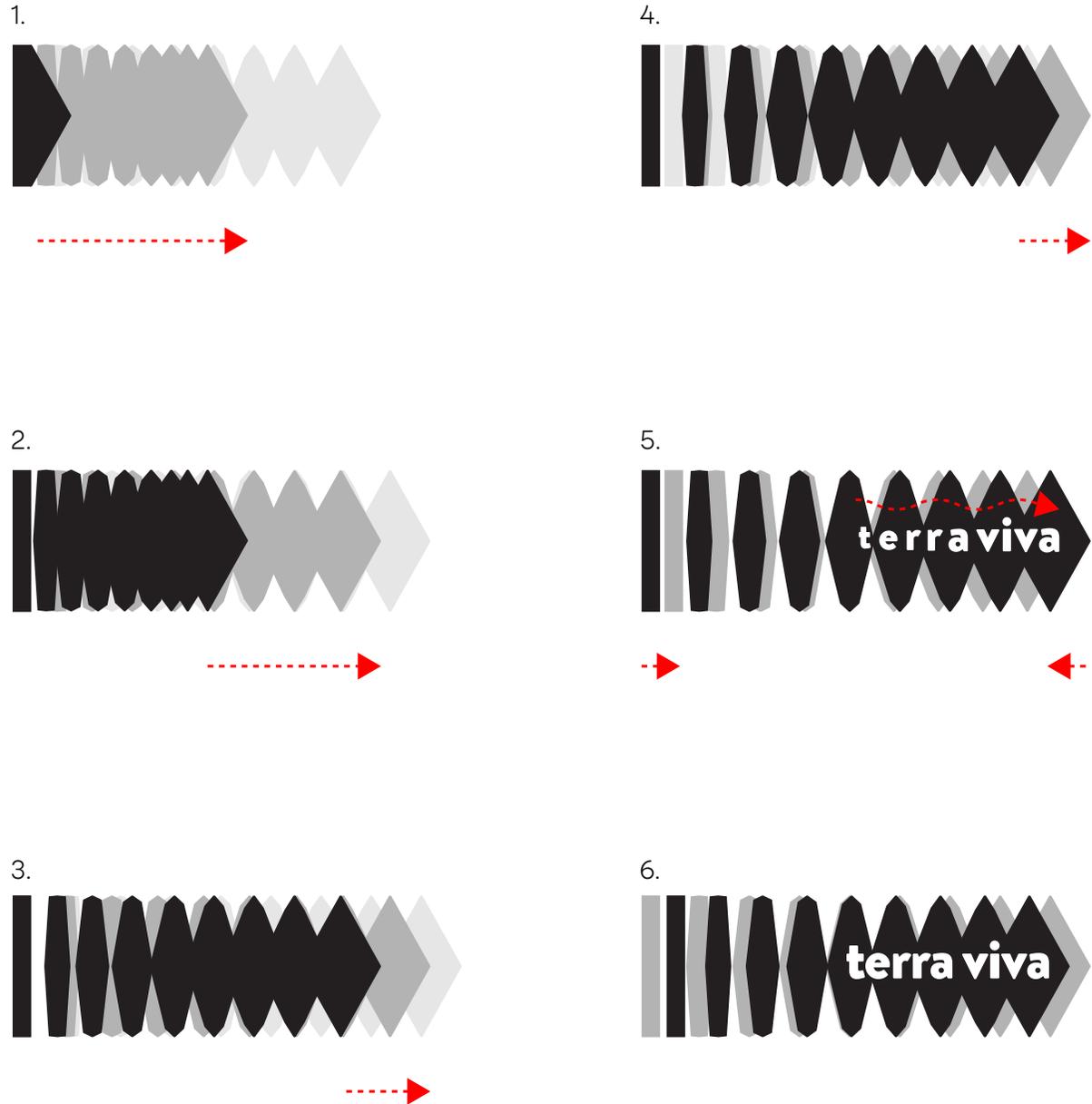
Brand in Motion

Digital environments

Terra Viva has the potential to increase the personality and power of the brand through movement. Motion allows an additional layer to the brand and can convey different meanings. This sample demonstrates the simple opportunity of adding movement to create meaning.

Animation process

1. Logo appears on screen as first block element and begins to expand outward to the right
2. Logo continues to expand with elements compressed and overlapping
3. Logo expansion begins to slow as it reaches closer to the apex
4. Logo stretches beyond the apex
5. Logo begins contracting on the left and right edge back towards the centre as the Terra Viva text begins to grow from the right mimicking a sound wave
6. The animation is complete



Brand Photography

Colour grading

Terra Viva seeks to improve and this doesn't stop we looking inhouse. The images we use can reflect our brand in the subtlest of ways.

Through colour grading stock photography, Terra Viva has the capacity to create something new from sources commonly used by others.

Original image



Colour graded image



Colour grading process

1. Adjust Curves to increase contrast

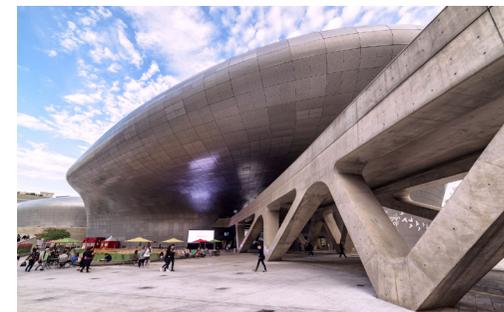
2. Adjust Colour Balance:

- Shadows -2 magenta; +2 blue
- Midtone +2 red; -5 magenta; -4 yellow
- Highlights +13 red; +2 magenta; +16 blue

3. Selective Colour:

- Greens -100 cyan, magenta, black; +100 yellow
- Yellows +55 black; +100 yellow

4. Mask and increase saturation of focal point

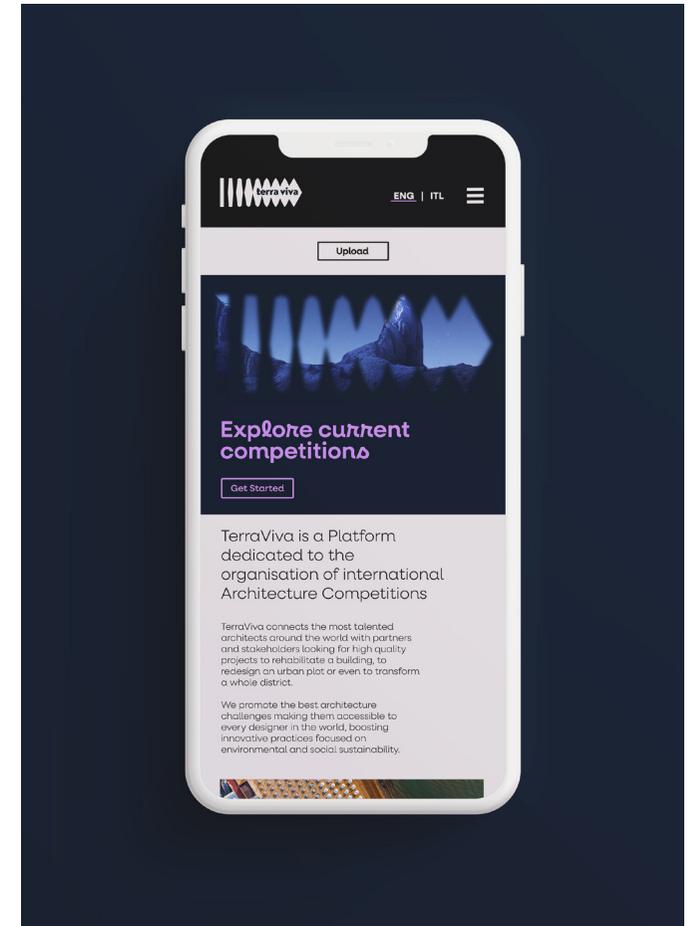
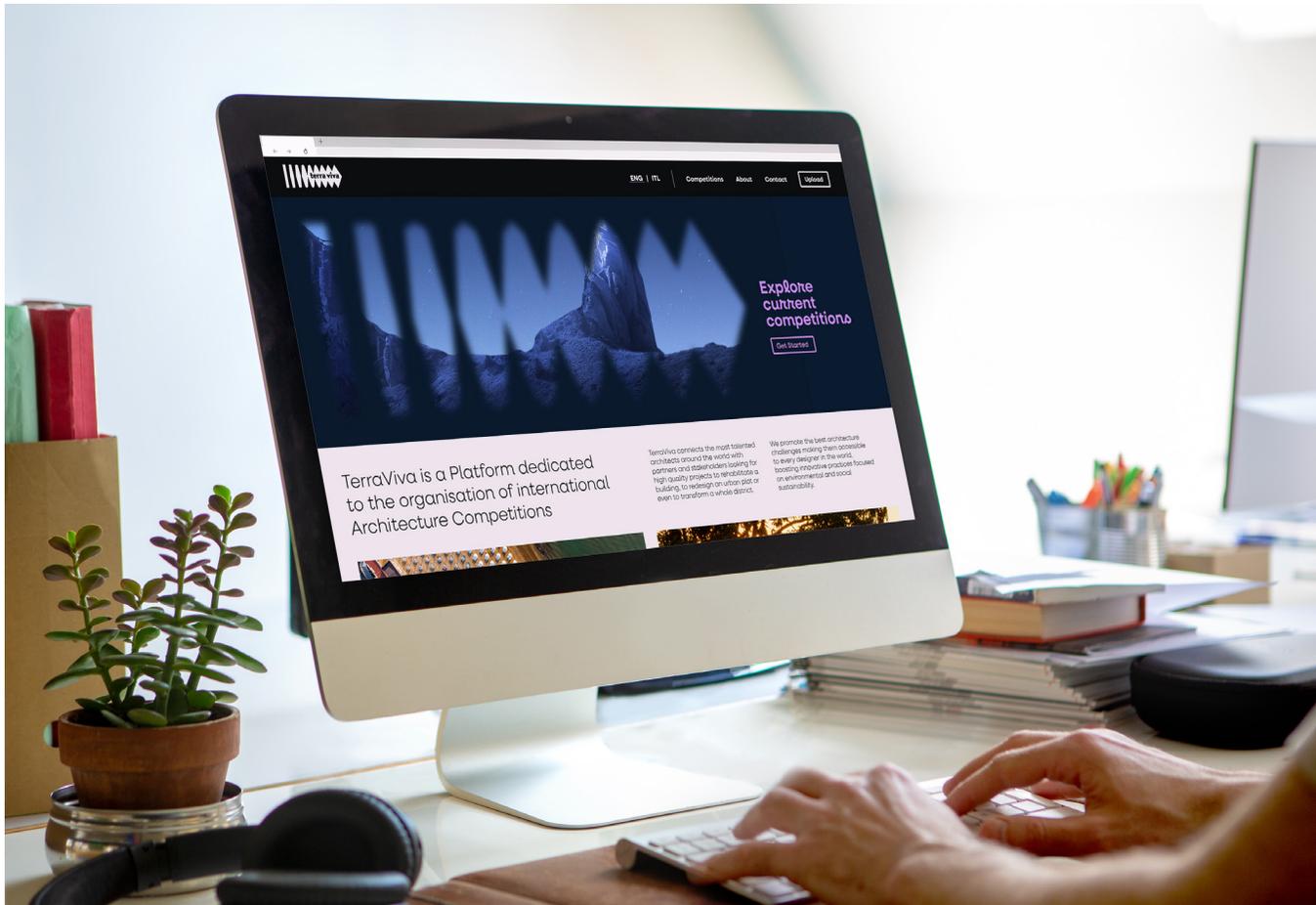


Brand Mock-ups: Digital

Versatility

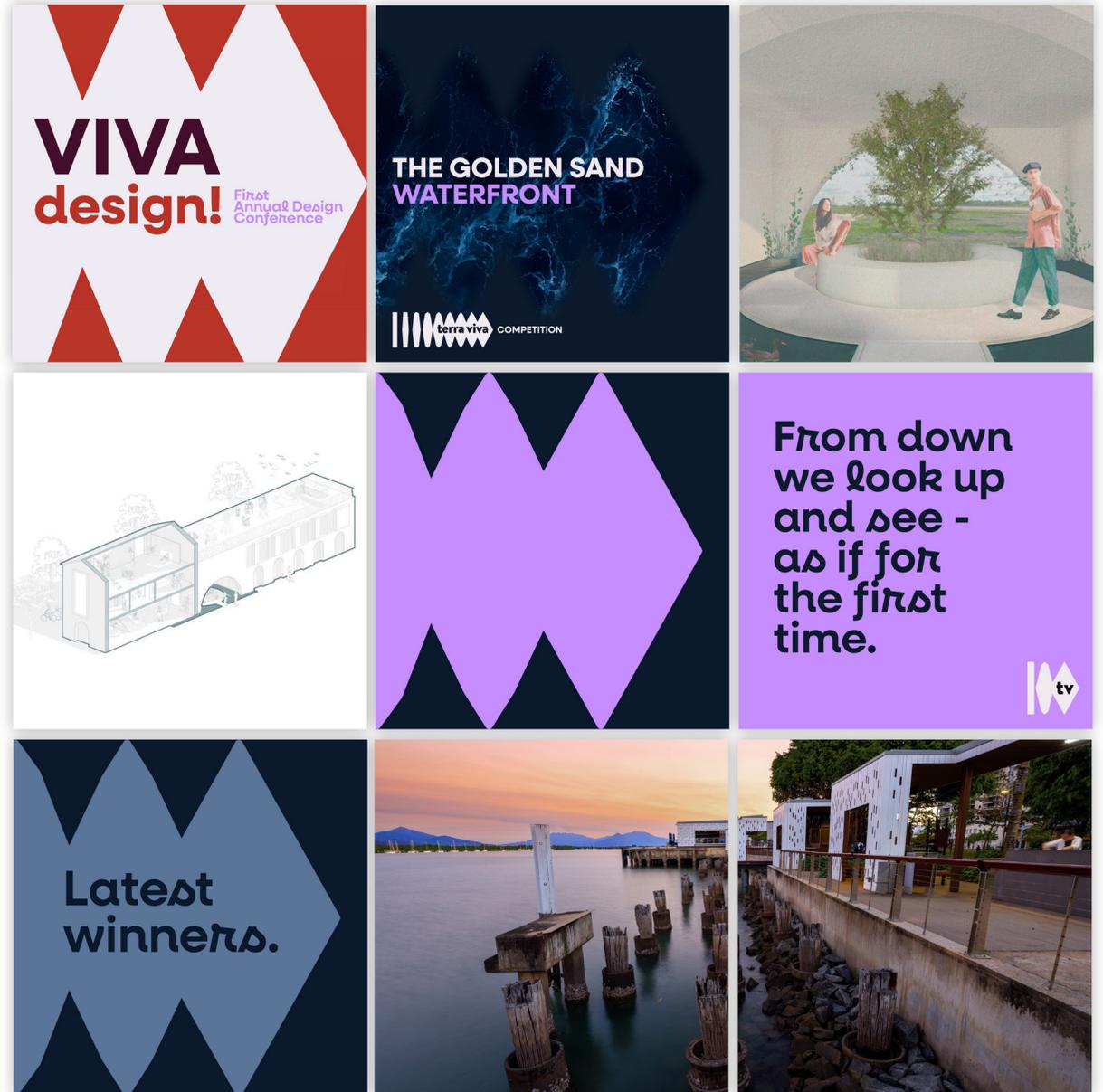
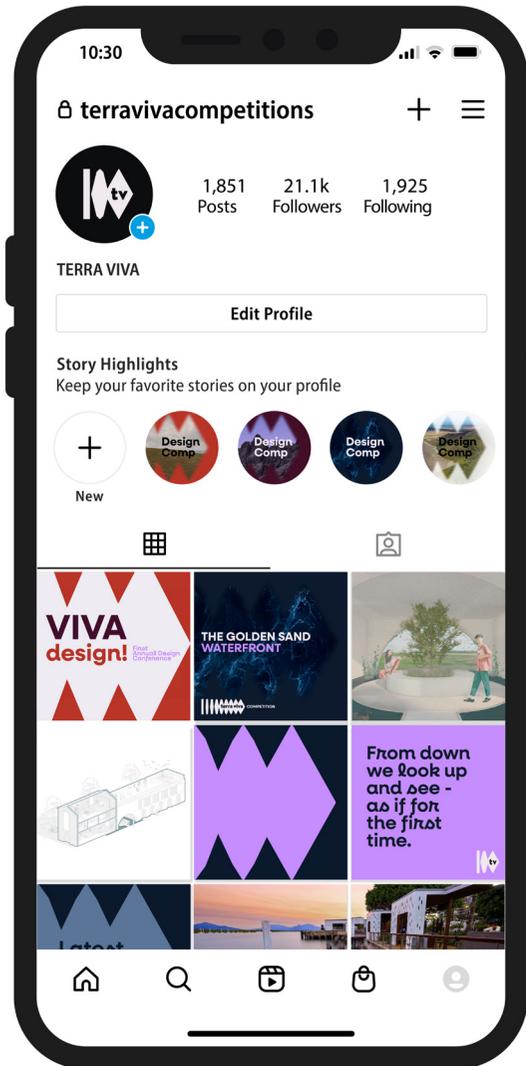
The Terra Viva brand has space to play and grow as the brand evolves. Elements allow for expansion and exploration while building a foundation of memorable moments.

The styling allows for harmony across platforms and collateral touch points to create a memorable and instantly recognisable brand.



Brand Mock-ups: Digital

Social Media Content



Brand Mock-ups: Print

Authenticity

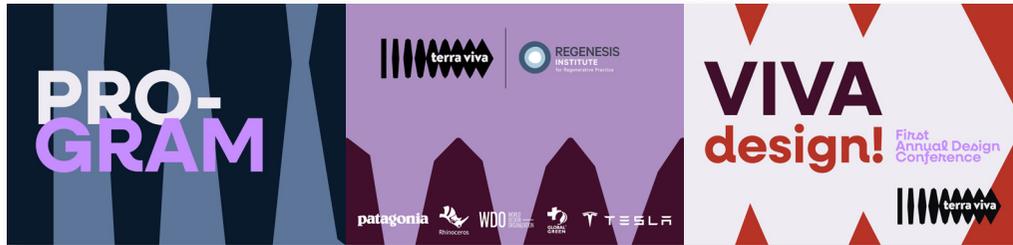
When appearing in print, the Terra Viva brand will utilise premium printing techniques such as embossing and specialty fluorescent inks as a mark of its innovative and creative values.

Whenever possible Terra Viva will preference sustainable materials and manufacturers such as recycled paper stock and biodegradable packaging.

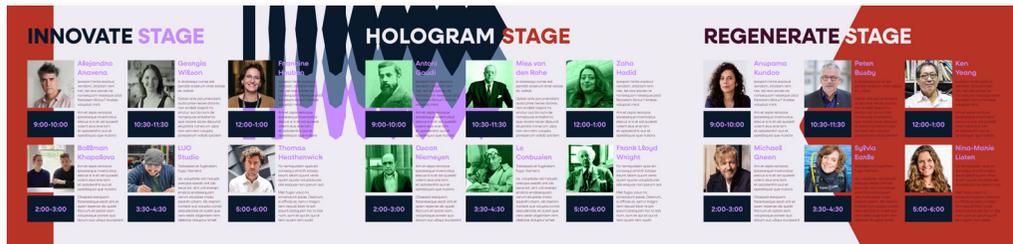


Brand Mock-ups: Print

Conference Program



Side A



Side B

Tote Bag

