



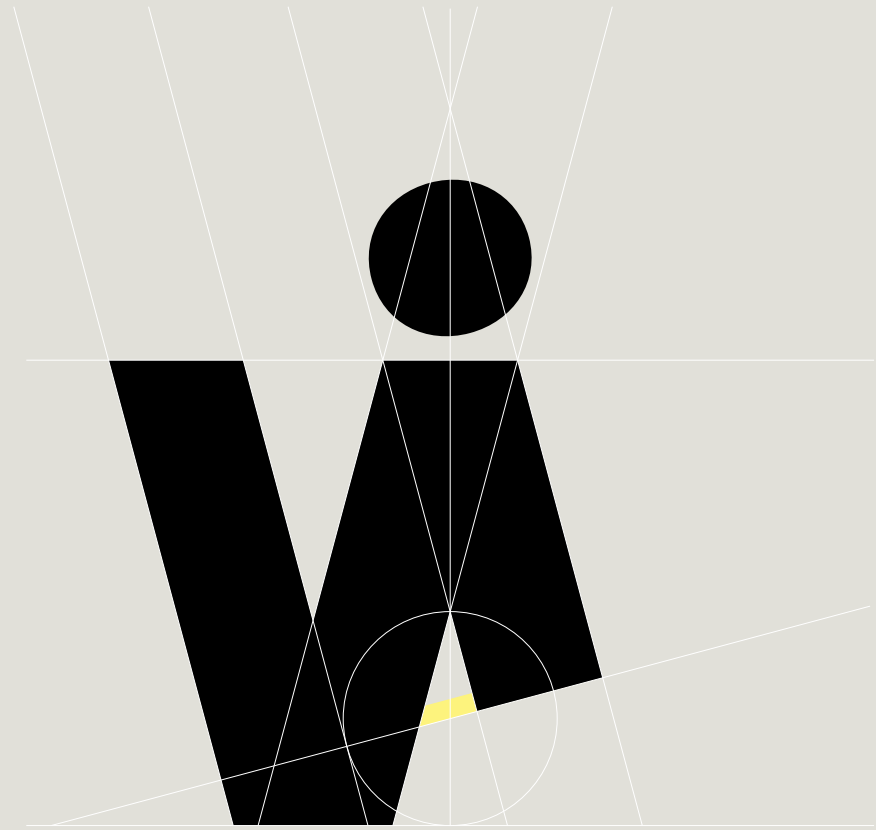
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# terra vi

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cultivating the diversity of creativity  
**terraviva** is loading  
... talents

**terra vi**  <sup>®</sup>





**terraviva** is a catalyst for creativity and new projects. In this context, the approach aims to convey dynamism, growth, and movement. With a positive character, the logo developed for Terraviva is bold, strong, and decisive. This is a distinctive and fun brand.

The symbol is constructed from the letters of the word 'viva,' which is divided into its two syllables, highlighting the idea that various parts make up the whole. The two syllables are very sonorous and distinct, but graphically they have their similarities, and it is through this that we can discover new paths. The arrangement of these syllables presents a movement of increasing rotation, highlighting the positive sense of creation.

The main colors aim to convey joy, dynamism, and simultaneously seriousness and trust. The principle established is to choose a new color each year, or every couple of years, as long as it is vibrant and light. This color will always work in conjunction with black and light gray.





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**terra**



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**winners**



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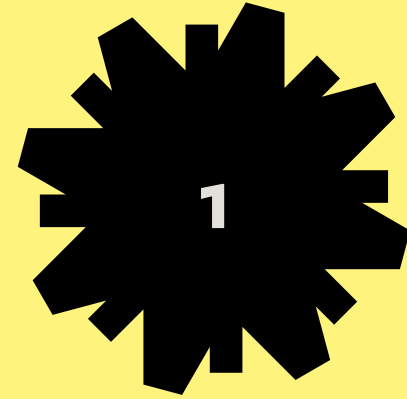
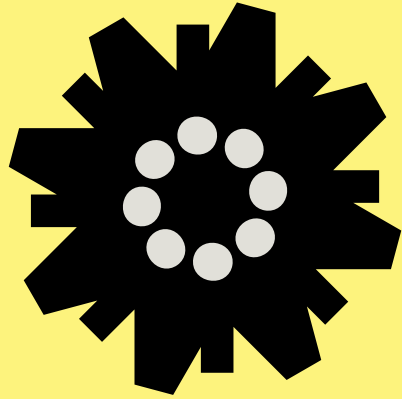




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ARCHITECTURE  
COMPETITIONS

**2024**



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

2024

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2024

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0  
CMYK 0 0 4 8  
RGB 220 221 212  
HEX DDDCD4

1  
CMYK 0 0 70 0  
RGB 220 221 212  
HEX DDDCD4

5  
CMYK 40 70 0 0  
RGB 194 79 237  
HEX C24FED

2  
CMYK 65 0 50 0  
RGB 13 214 157  
HEX 0DD69D

6  
CMYK 0 80 0 0  
RGB 238 77 155  
HEX DDDCD4

3  
CMYK 87 70 0 0  
RGB 15 70 210  
HEX 0F46D2

7  
CMYK 0 70 70 0  
RGB 255 91 59  
HEX DDDCD4

4  
CMYK 65 0 0 0  
RGB 29 188 242  
HEX 1DBC F2

8  
CMYK 0 30 70 0  
RGB 255 166 77  
HEX FFA64D

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**... talents**







Principal Font

### Basic Sans Black

**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  
0 1 2 3 4 5 6 7 8 9**

Complementar Font

### Basic Sans Regular

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  
0 1 2 3 4 5 6 7 8 9

### About Basic Sans

A family of Grotesque features with a functional, neutral and seeming clean style that looks to keep a neutral appearance on paper, but including lots of details that give it a unique personality.

Basic Sans is available in Adobe Fonts.

Basic Sans is a font designed by Daniel Hernández, from Latinotype.

[www.latinotype.com](http://www.latinotype.com)

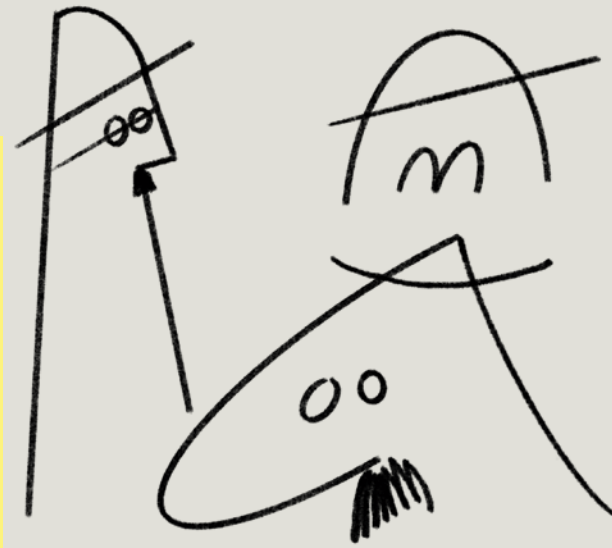
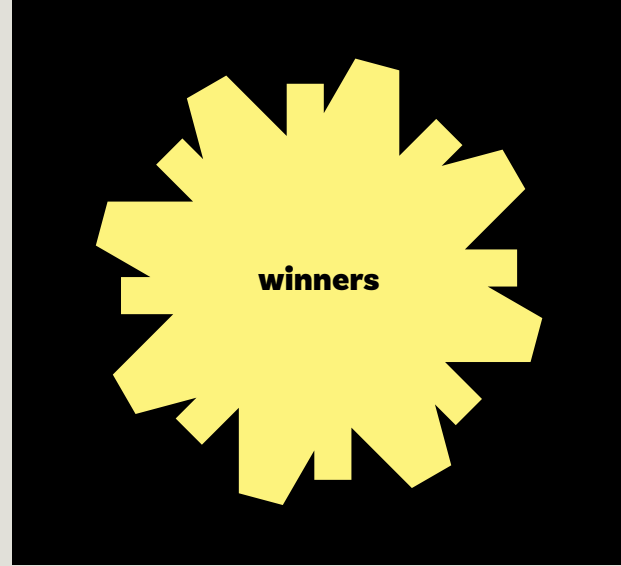
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WE CULTIVATE: – SUSTAINABILITY AND CREATIVITY

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