

Terraviva

Concept and logo design

The concept of this logo takes shape from the fusion of **architecture** and **nature**.

Architecture, with its strict and precise forms, finds inspiration in the structures found in nature.

Designed using the font **Raptor V3** by Superior Type. This font features precise and geometric shapes, symbolizing **architecture**.



Designed by modifying the font **Factor A** by Interval Type. the font used for the word “viva” features an organic and dynamic design, representing **nature**.

In addition, since this font recalls the **shape of roots**, the logotype can be interpreted as if the word “terra” (recalling architecture) has its roots in the word “viva” (recalling nature).

Finally, the fact that the letters are linked together represents the **community** that TerraViva has created through its contests.

*

Raptor V3: need to purchase
Factor A: Evaluate whether the changes made allow the font not to be purchased.

Logotype
Horizontal

terraviva

Logotype + payoff
Horizontal

terraiva
COMPETITIONS

Logotype Horizontal
Black and white

terraiva

terraiva

Logotype Horizontal
Colors

terra^{viva}

terra^{viva}

terra^{viva}

terra^{viva}

terra^{viva}

terra^{viva}

Logotype
Vertical

terra
viva

Logotype + payoff
Vertical

terra
viva

COMPETITIONS

Logotype Vertical
Black and white

terra
terra

terra
terra

Logotype Vertical
Colors

terra
terra

terra
terra

terra
terra

terra
terra

terra
terra

terra
terra

Favicon



Color palette

R 49
G 174
B 118

C 74
M 00
Y 67
K 00

HEX
31AE76

R 246
G 162
B 85

C 00
M 44
Y 71
K 00

HEX
F6A255

R 200
G 149
B 195

C 24
M 49
Y 00
K 00

HEX
C895C3

R 255
G 251
B 220

C 00
M 00
Y 20
K 00

HEX
FFFBDC

Typography

Raptor

To be used for titles

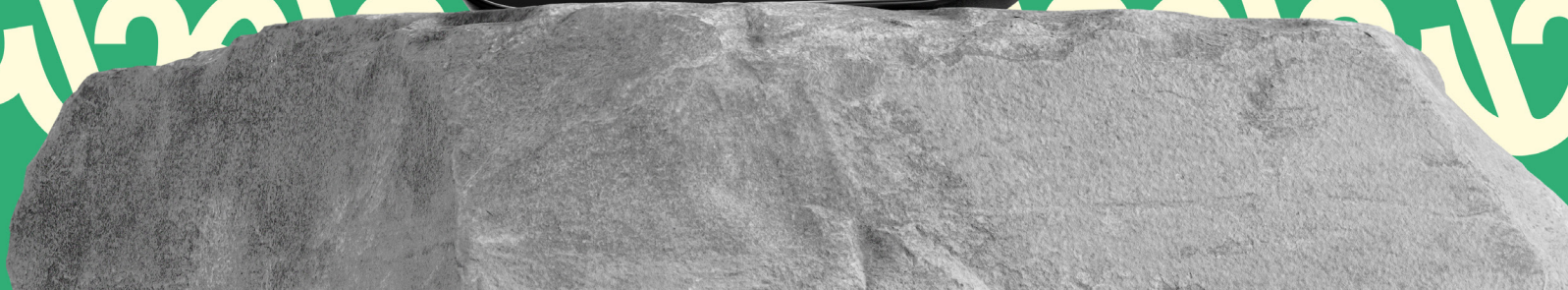
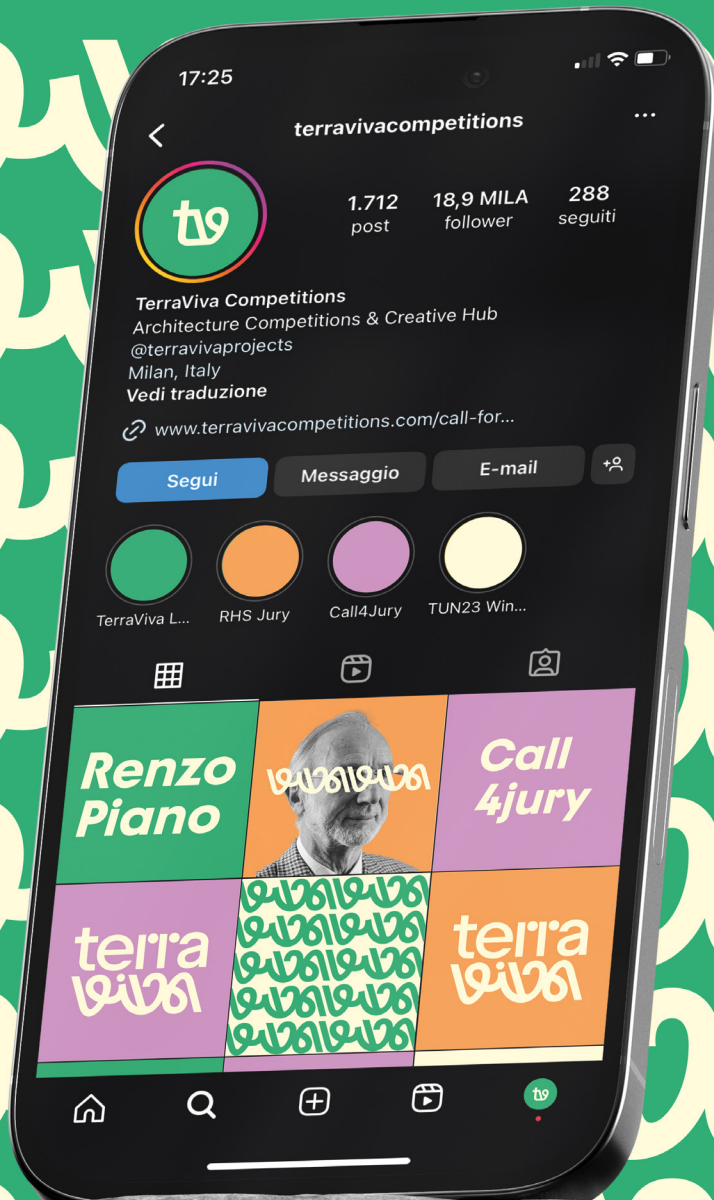
Light/*Light Slanted*
Regular/*Regular Slanted*
Medium/*Medium Slanted*
Semibold/*Semibold Slanted*
Bold/*Bold Slanted*
Black/*Black Slanted*

Inter

To be used for paragraphs

Thin/*Thin Italic*
ExtraLight/*ExtraLight Italic*
Light/*Light Italic*
Regular/*Regular Italic*
Medium/*Medium Italic*
Semibold/*Semibold Italic*
Bold/*Bold Italic*
ExtraBold/*ExtraBold Italic*
Black/*Black Italic*

Application and mockups



terraava

ABOUT

CONTACT

COMPETITIONS

CALL4JURY

Design a
greener future

↓
COVER NUMBERS





Thank you!