

VISUAL IDENTITY AND BRAND TOOLKIT

TERRA VIVA

**“ CREATING A VISUAL IDENTITY AND BRAND
TOOLKIT BASED UPON A CLEARLY DEFINED
SET OF BRAND VALUES. THE TOOLKIT WILL
SUPPORT AND ENABLE THE COMMUNICATION
OF THESE VALUES, BOTH INDIVIDUALLY
AND AS A WHOLE.”**

CONCEPT SUMMARY:

In creating a concept for the visual identity of Terra Viva, we aim to communicate the multi-faceted values and principles of the brand in a way that is simple to understand and implement. By breaking the attributes of the brand into its component parts, we create a flexible toolkit for communications of all types.

Key attributes of the concept include:

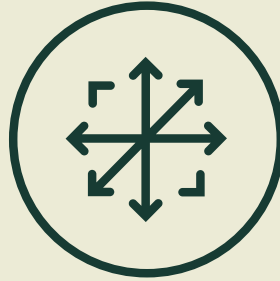
- **Personality** - friendly, fun yet informed
- **Communicating values** - a flexible toolkit
- **Visual clarity** - cutting through the noise to deliver an impactful message

ICONOGRAPHY:

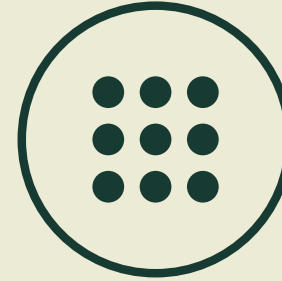
The use of images and symbols to represent ideas and values.



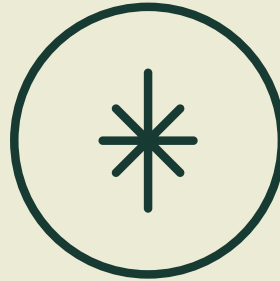
SUSTAINABILITY



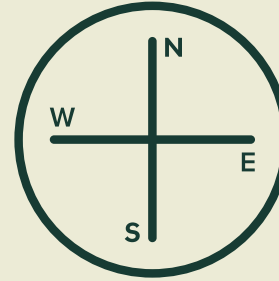
INNOVATION



COMMUNITY



CREATIVITY



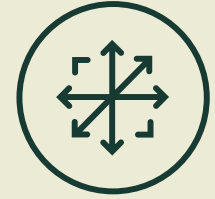
INTERNATIONALITY

THE BRAND MARK:

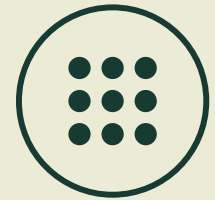
Representing the brand story as a whole.



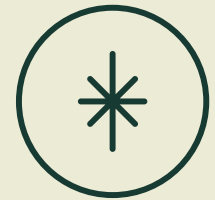
SUSTAINABILITY



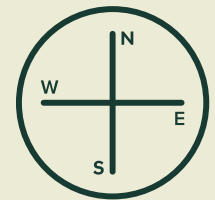
INNOVATION



COMMUNITY



CREATIVITY



INTERNATIONALITY

TYPOGRAPHY:

Adding the human touch to a structured typeface.

TERRA VIVA



TERRA VIVA

THE VISUAL IDENTITY:

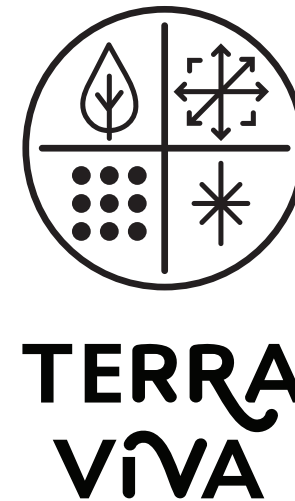
Combining personality and symbols to tell a visual story.



TERRA VIVA

VISUAL IDENTITY - VARIATIONS:

Adaptable for use in differing contexts.



COLOUR PALETTE:

A natural base palette with an energetic highlight.

BASE PALETTE

NATURAL 1:

CMYK: 25, 20, 35, 0
RGB: 193, 189, 167
HEX: c1bda7

NATURAL 2:

CMYK: 15, 11, 24, 0
RGB: 216, 213, 193
HEX: d8d5c1

NATURAL 3:

CMYK: 7, 5, 16, 0
RGB: 235, 233, 213
HEX: ebe9d5

GREEN 1:

CMYK: 82, 53, 69, 55
RGB: 29, 60, 52
HEX: 1d3c34

GREEN 2:

CMYK: 71, 44, 58, 23
RGB: 76, 104, 96
HEX: 4c6860

GREEN 3:

CMYK: 50, 34, 40, 3
RGB: 134, 147, 144
HEX: 869390

HIGHLIGHT

YELLOW

CMYK: 12, 21, 97, 0
RGB: 229, 192, 41
HEX: e5c029

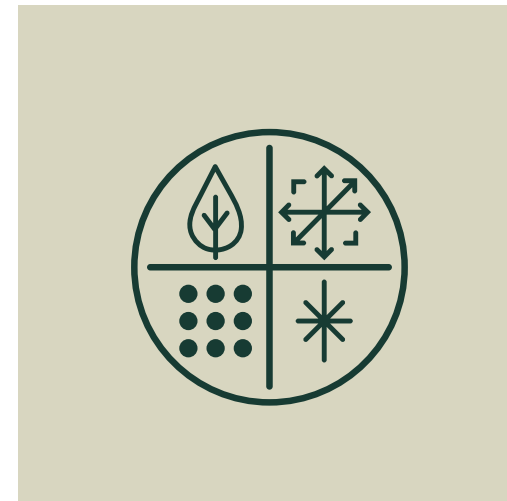
BRAND MARK COLOUR USAGE:



BASE: GREEN 1
LOGO: NATURAL 2



BASE: GREEN 2
LOGO: NATURAL 3



BASE: NATURAL 2
LOGO: GREEN 1

BRAND FONTS:

HEADING FONT: PROXIMA NOVA, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUBHEADING FONT: PROXIMA NOVA, SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTE / STANDOUT FONT: HARMAN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Font: Roboto, Regular

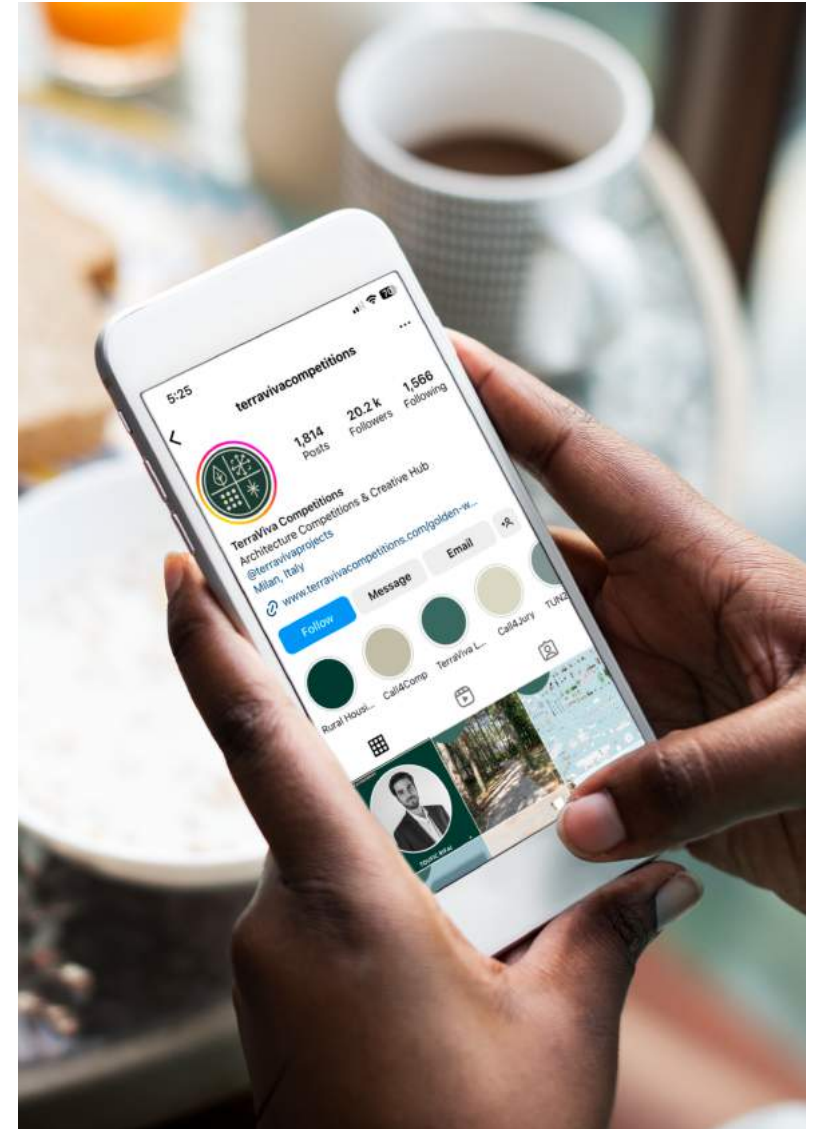
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USAGE EXAMPLES:

Combining brand mark, typography and colour.



MOCKUPS:







TERRA VIVA



TERRA VIVA

OUR VALUES



SUSTAINABILITY

Through our platform we promote the best architecture competitions, making them accessible to every designer in the world, boosting innovative practices focused on environmental, economic and social sustainability.



INNOVATION

Terra Viva's initiatives vary significantly in scope, size, location and program. However, they all share the common goal of rethinking the creative act of architectural design with a fresh and contemporary approach.



COMMUNITY

Open to architects, planners, designers and creatives from all over the world, our competitions are able to adapt to many different contexts: from architecture to urban planning, from landscape design to adaptive reuse ...



CREATIVITY

Our competitions provide a unique opportunity to explore new ideas and to push the boundaries of the profession, inspiring the brightest talents from the architecture field towards the most relevant design subjects.



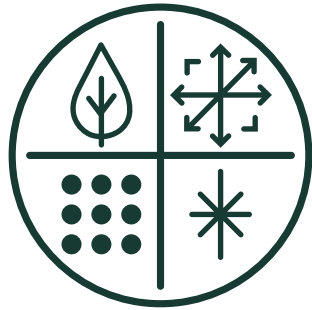
INTERNATIONALITY

TerraViva relies on an amazing global network composed by the most renowned architecture firms, which constantly support us in the development of each competition and in the evaluation of the submitted projects.





STRAPLINE:



TERRA VIVA
CREATIVITY + COMMUNITY