

THE STORY OF A LINE

Terraviva logo proposal

BRIEF keywords

GREEN SOUL

SMART CITIES

ENVIRONMENTAL AWARENESS

TACTICAL URBANISM

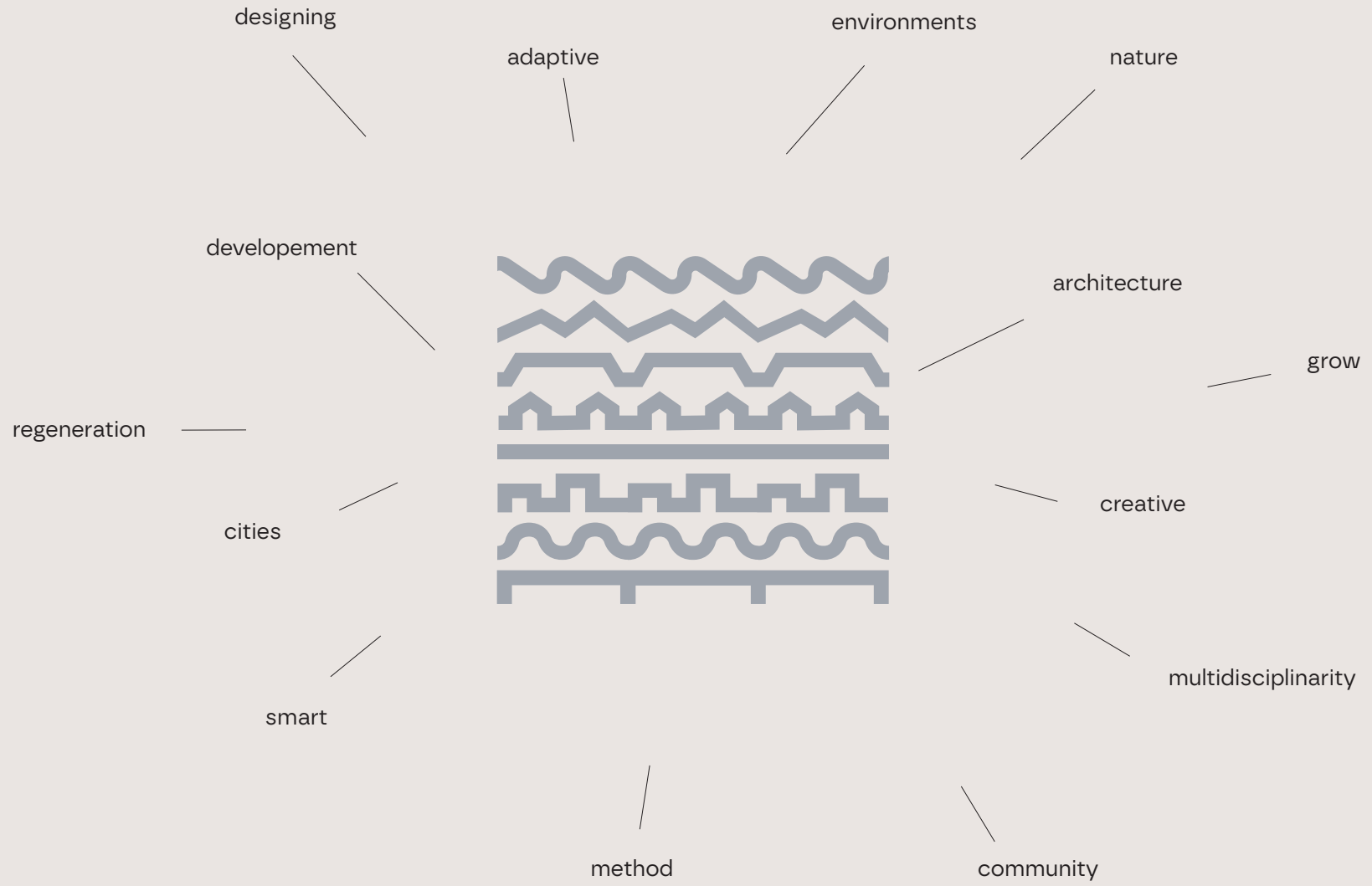
URBAN REGENERATION

ADAPTIVE REUSE

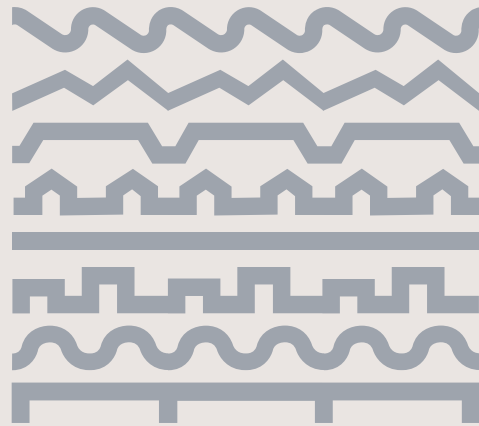
SMART DISTRICTS

PUBLIC SPACE

VISUAL concepts



# LOGO constructions



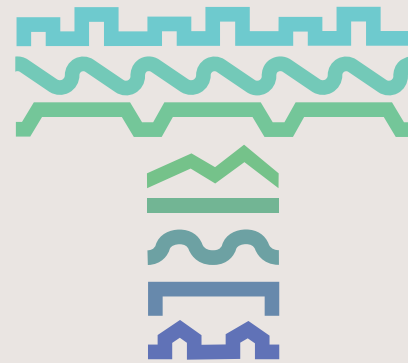
LOGO the main logo design



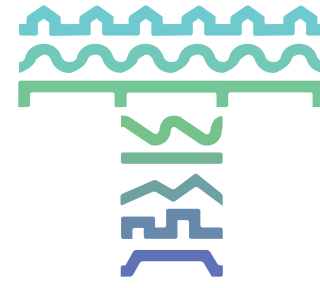
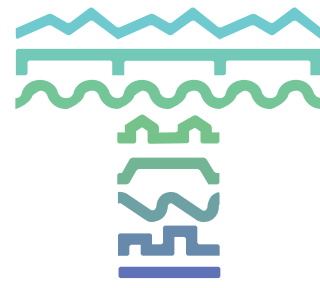
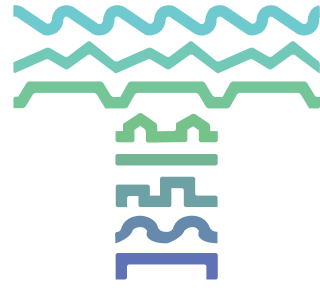
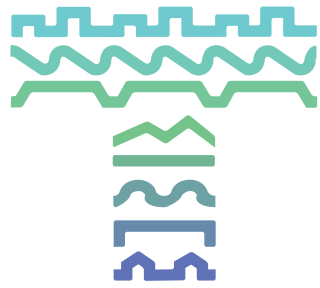
**Terraviva**<sup>®</sup>



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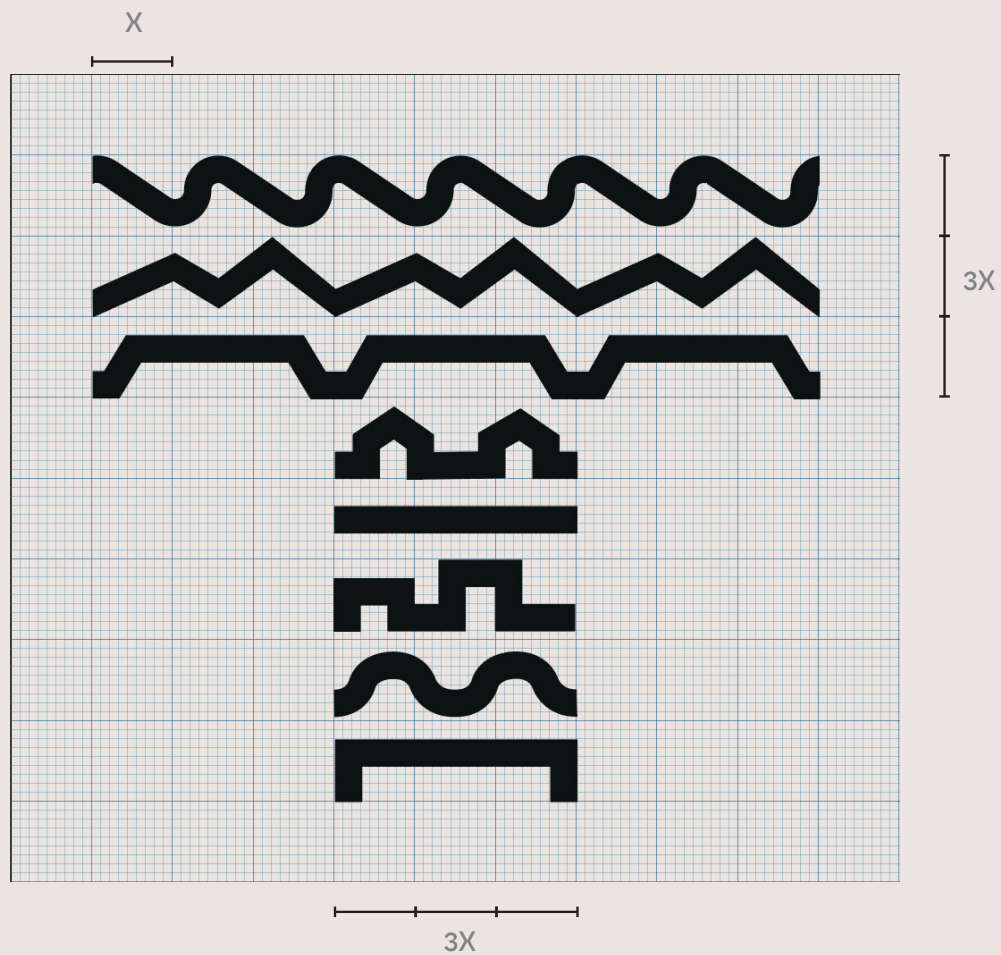
DYNAMIC logos



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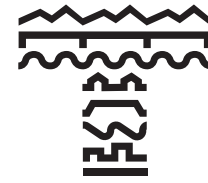
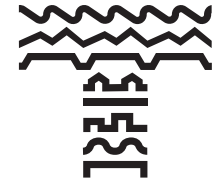
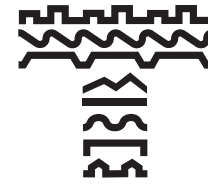


COSTRUCTION grid



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VARIATIONS black and white

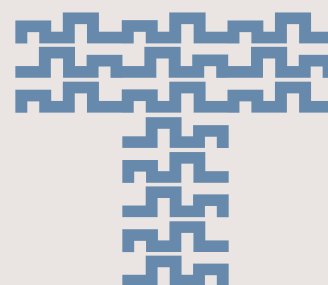
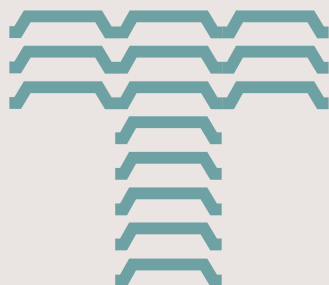
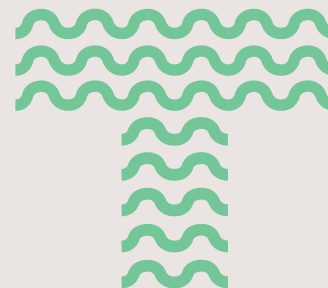
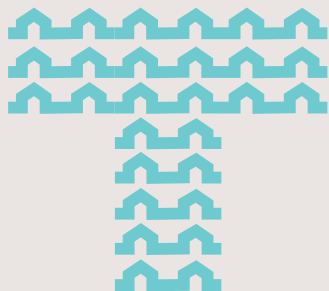


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EXTRAS thematic logos



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# Terraviva

LOGOTYPE IN **BORNA BOLD** BY ATIPO FOUNDRY

ALL TEXTS IN **BORNA REGULAR** and *italic*

*Aatipo*® is an independent digital typeface foundry and graphic design studio based in gijón (spain) established in 2009 by raúl garcía del pomar & ismael gonzález. atipo foundry's goal is to support students, graphic designers, agencies, publishers and corporations by offering both quality retail fonts and custom projects to editorial and corporate projects. atipo foundry philosophy allows customers to get one (or more) font weight for free and *the complete family can be purchased at affordable prices allowing personal or commercial use under the following license.*

**A B C D E F G H I  
J K L M N O P Q R S T V W X Y Z**

**abcdefghijklmnopqrstuvwxyz**

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

**! " \$ % & / ( ) = ? @ € © ® „ “ • — « » × ÷**

A B C D E F G H I  
J K L M N O P Q R S T V W X Y Z

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

! " \$ % & / ( ) = ? @ € © ® „ “ • — « » × ÷



COLOURS palette

**MAIN PALETTE**



PRINT

C53 M0 Y34 K0

C55 M2 Y60 K0

C60 M24 Y35 K0

C68 M56 Y0 K0

C60 M41 Y27 K74

WEB

#81C8B9

#81BF84

#73A3A5

#6671B4

#2F3842

VIDEO

R129 G200 B185

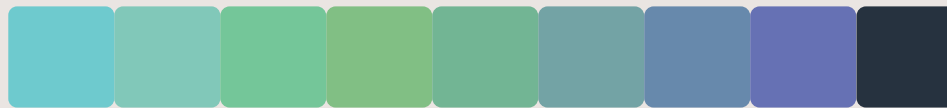
R129 G191 B132

R115 G163 B165

R102 G113 B180

R47 G56 B66

**EXTENDED PALETTE**





Terraviva®

WAVE  
SHE  
SHE

Et quid qui ut eate seriore  
icaescabor aut voluptur, evenis  
erum tarro elecus vel minisequos  
oniscui acilimis mntiosum, aut  
uressem rendi custo et lorem  
ipsum.

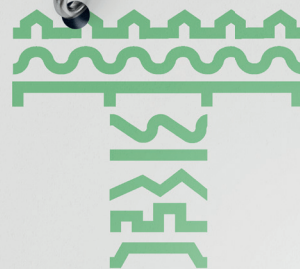
GROWING  
ARCHITECTURE  
SHAPES

MOCKUPS



**Terra<sup>®</sup>  
viva**

**NOME**  
**COGNOME**  
GROWING  
ARCHITECTURE  
SHAPES





# MOCKUPS



VISUALS



WORKSHOP  
GREEN SOUL



GROWING  
ARCHITECTURE  
SHAPES

**Terraviva®**

This poster features a green-tinted aerial view of a modern building with lush greenery on its terraces. The text 'WORKSHOP GREEN SOUL' is centered in the upper half. A stylized white logo is positioned in the lower right, and the text 'GROWING ARCHITECTURE SHAPES' and the 'Terraviva' logo are at the bottom.



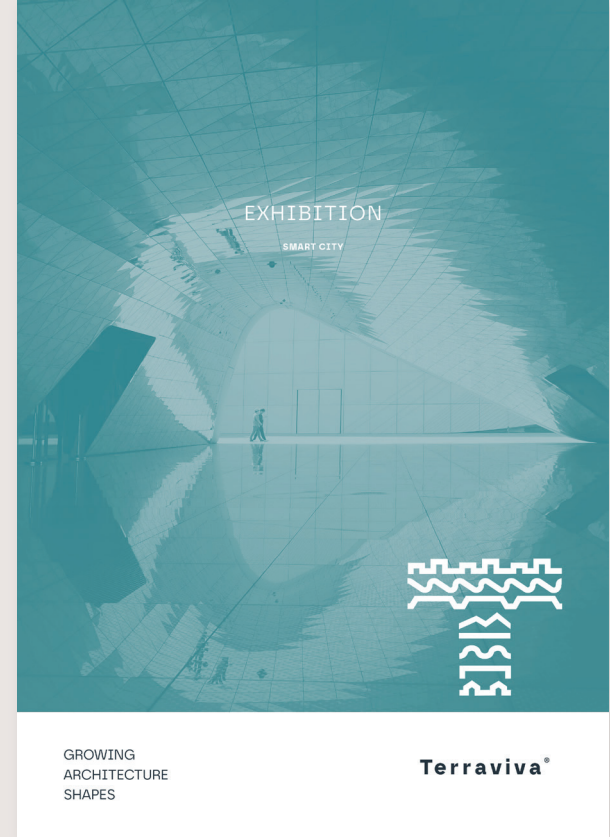
CONTEST  
CALL FOR ENTRIES




GROWING  
ARCHITECTURE  
SHAPES

**Terraviva®**

This poster shows a blue-tinted interior view of a large, modern architectural space with a high, vaulted ceiling and many people walking. The text 'CONTEST CALL FOR ENTRIES' is centered in the upper half. A stylized white logo is positioned in the lower right, and the text 'GROWING ARCHITECTURE SHAPES' and the 'Terraviva' logo are at the bottom.



EXHIBITION  
SMART CITY



GROWING  
ARCHITECTURE  
SHAPES

**Terraviva®**

This poster displays a teal-tinted interior view of a large, modern architectural space with a high, vaulted ceiling and a person walking. The text 'EXHIBITION SMART CITY' is centered in the upper half. A stylized white logo is positioned in the lower right, and the text 'GROWING ARCHITECTURE SHAPES' and the 'Terraviva' logo are at the bottom.



GROWING  
ARCHITECTURE  
SHAPES



THANK YOU

