



# TERRAVIVA

COMPETITIONS





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① THE INITIAL SITUATION

# Terra Viva Competitions



old logo

'unprofessional' look & feel

# TERRAVIVA COMPETITIONS

does not match 'architecture'

not that 'simple'

intention was 'sustainability' and 'individuality', but ignores 'professional', 'luxury', 'simplicity'

not really 'timeless'

font does not match style of symbol

② THE GOOD & THE BAD

## ② The core values

  
**SUSTAINABILITY**  
 green, earthy

  
**INNOVATION**  
 yellow/blue/light

  
**CREATIVITY**  
 yellow/orange/pink saturated

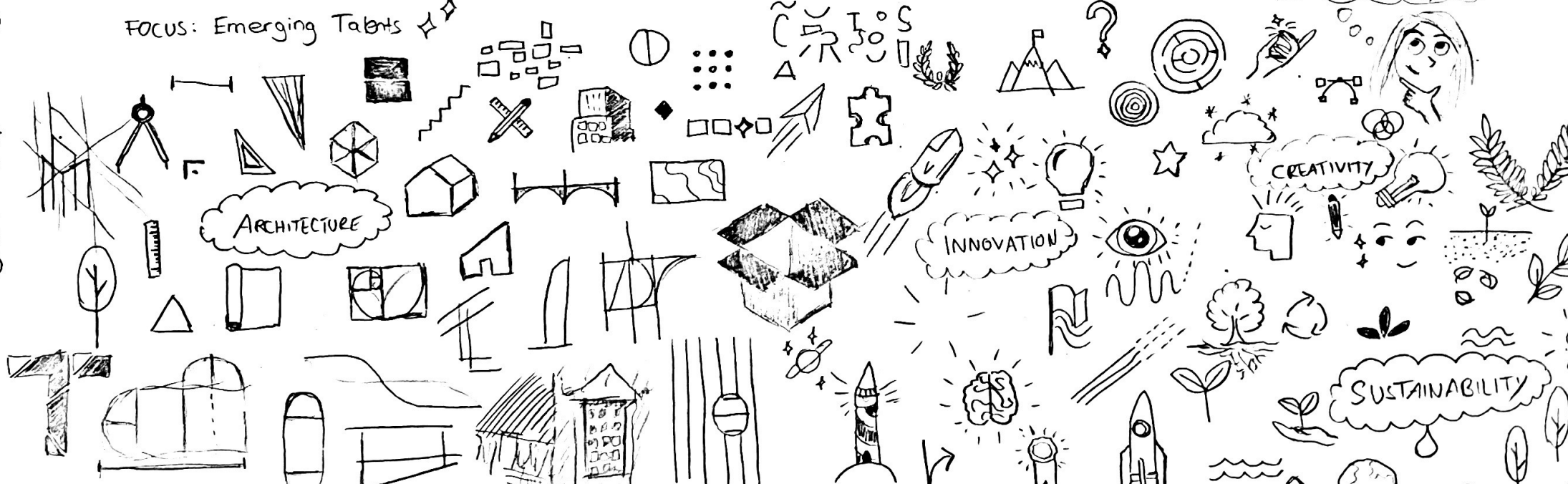
FOCUS: Emerging Tablets

## ⚠ NOT TO DO:

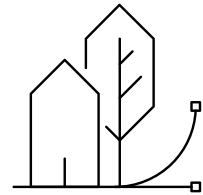
- Classic → but timeless
- Conservative → but 'down to earth'
- Exclusive → but luxurious/high end
- Formal → but honest
- Stark → but simple
- Sophisticated → but adventurous

 **FIRST THOUGHTS**

- + sharp edges
- + straight lines with outdoorsy outbreaks
- + better precise than playful
- + colors: earthy tones but with an eye-catcher
- + maybe mathematical principles + curvy font



③ SYMBOL BRAINSTORM



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FONT

### TREND SANS ONE

THE QUICK BROWN FOX JUMPS OVER  
THE LAZY DOG

### Libre Franklin

The quick brown fox jumps over the lazy dog  
The quick brown fox jumps over the lazy dog  
The quick brown fox jumps over the lazy dog

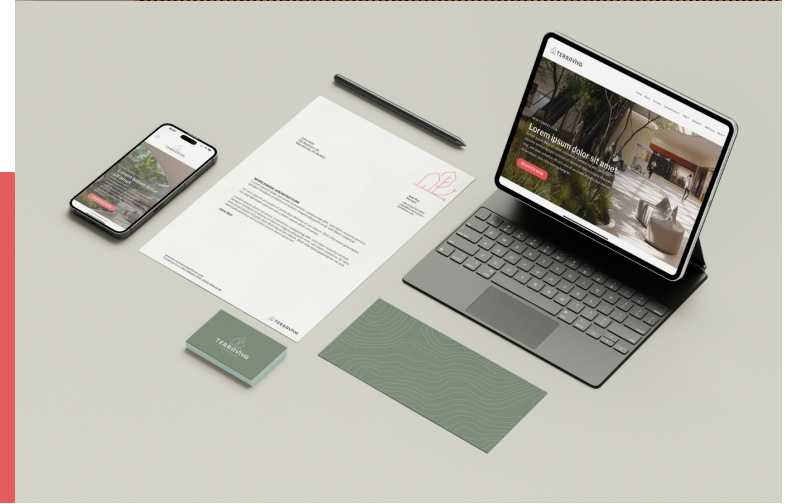
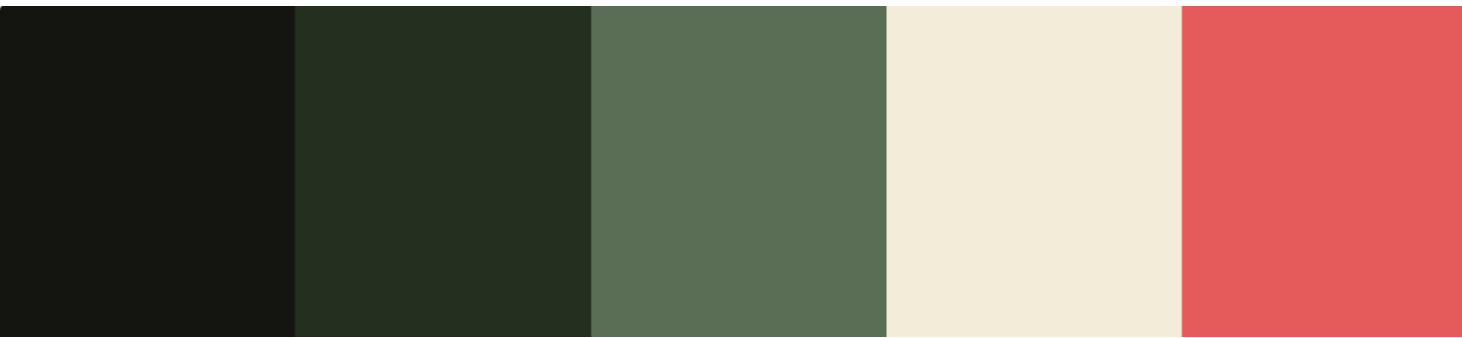
#141410

#242F1F

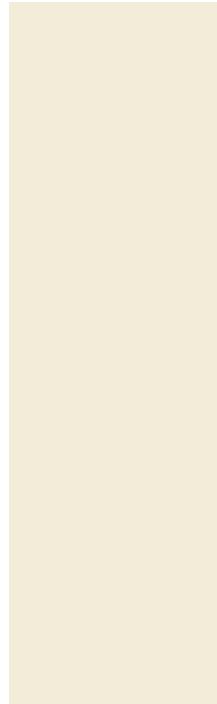
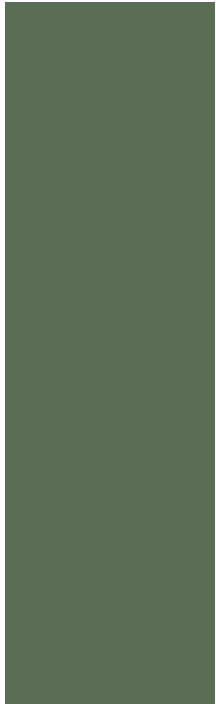
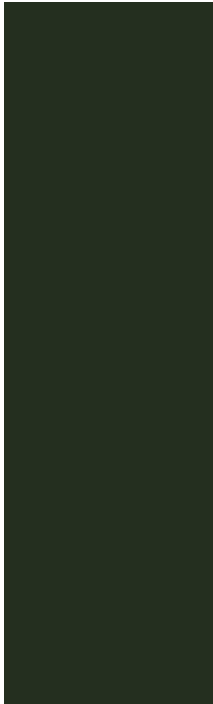
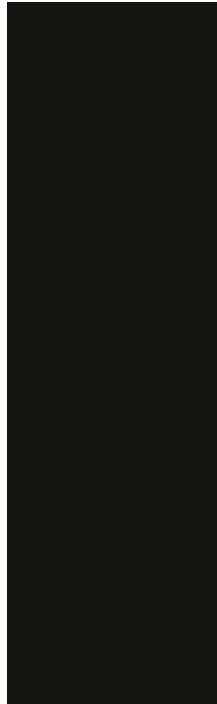
#596E54

#F2ECD8

#E55B5D



BRAND COLOR



CODES

#141410

#242F1F

#596E54

#F2ECD8

#E55B5D

RGB

20 20 16

36 47 31

89 110 84

242 236 216

229 91 93

LEVELS OF DETAIL HORIZONTAL



TERRAVIVA

LEVELS OF DETAIL VERTICAL





LEVELS OF DETAIL SYMBOL



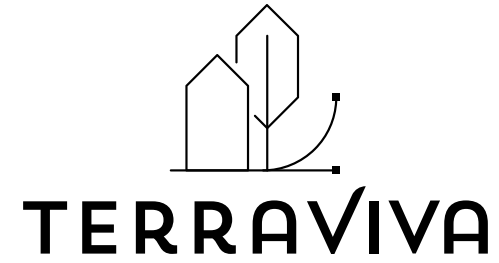
ALL VARIANTS



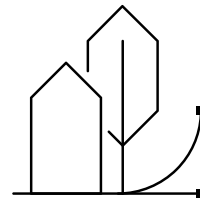
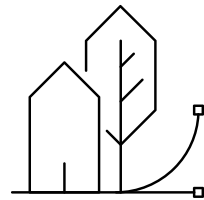
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ALL VARIANTS B/W



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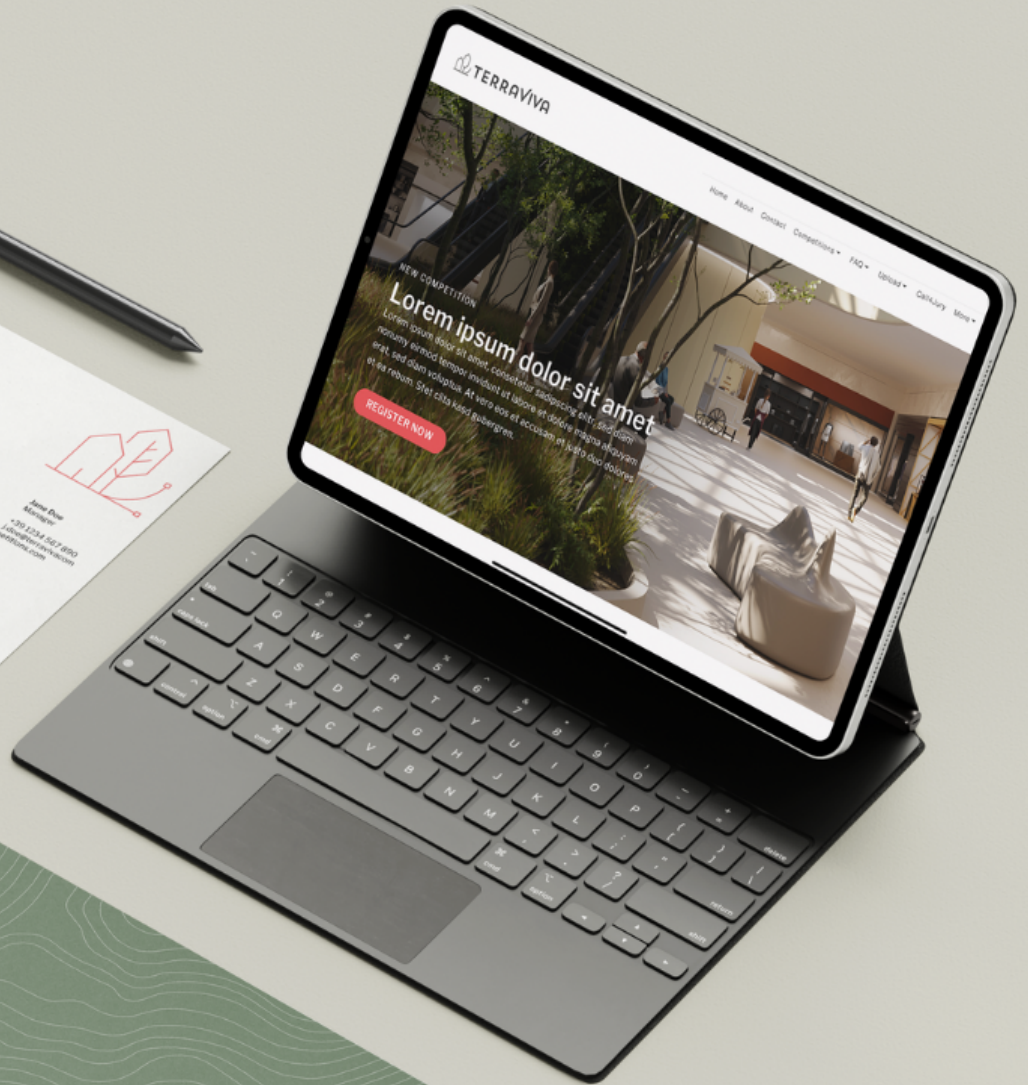
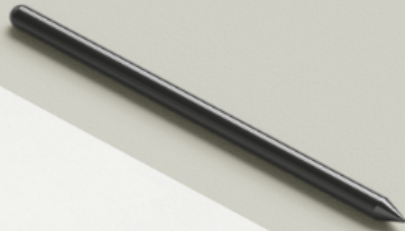
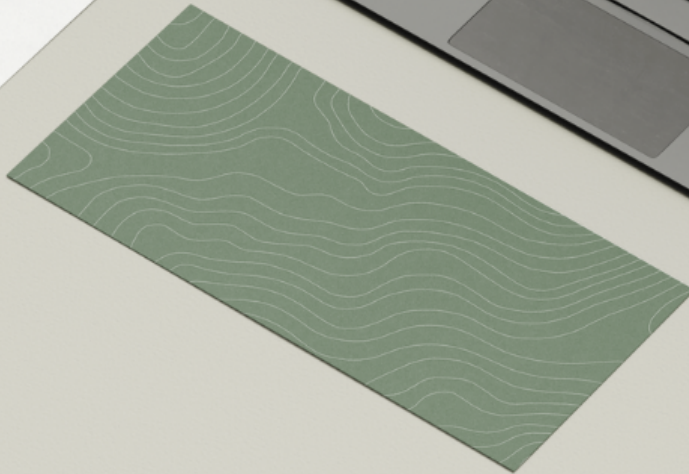
ABOUT

## **TerraViva is a Platform dedicated to the organisation of international Architecture Competitions**

TerraViva connects the most talented architects around the world with partners and stakeholders looking for high quality projects to rehabilitate a building, to redesign an urban plot or even to transform a whole district. We promote the best architecture challenges making them accessible to every designer in the world, boosting innovative practices focused on environmental and social sustainability.

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

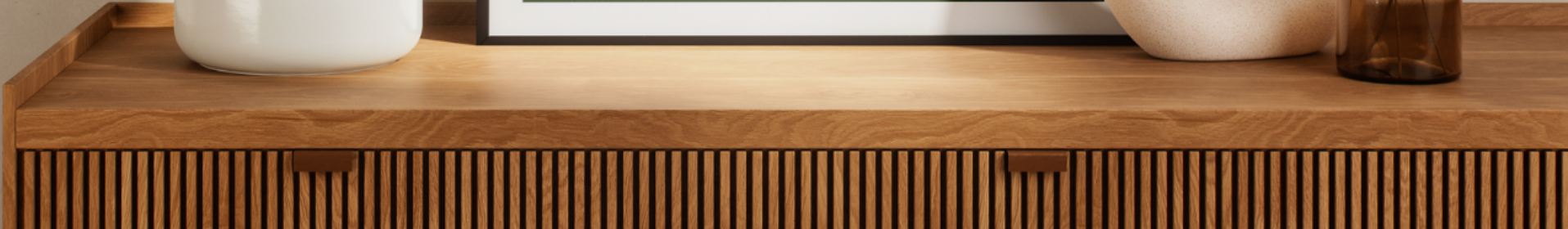






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Manager

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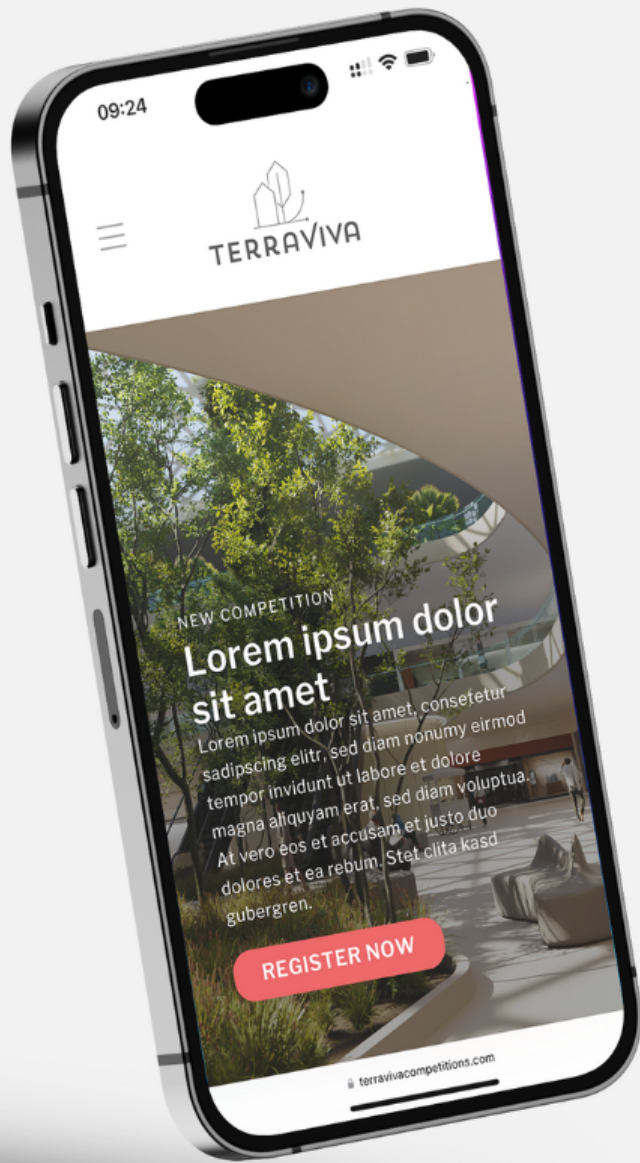




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09:24



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NEW COMPETITION

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REGISTER NOW

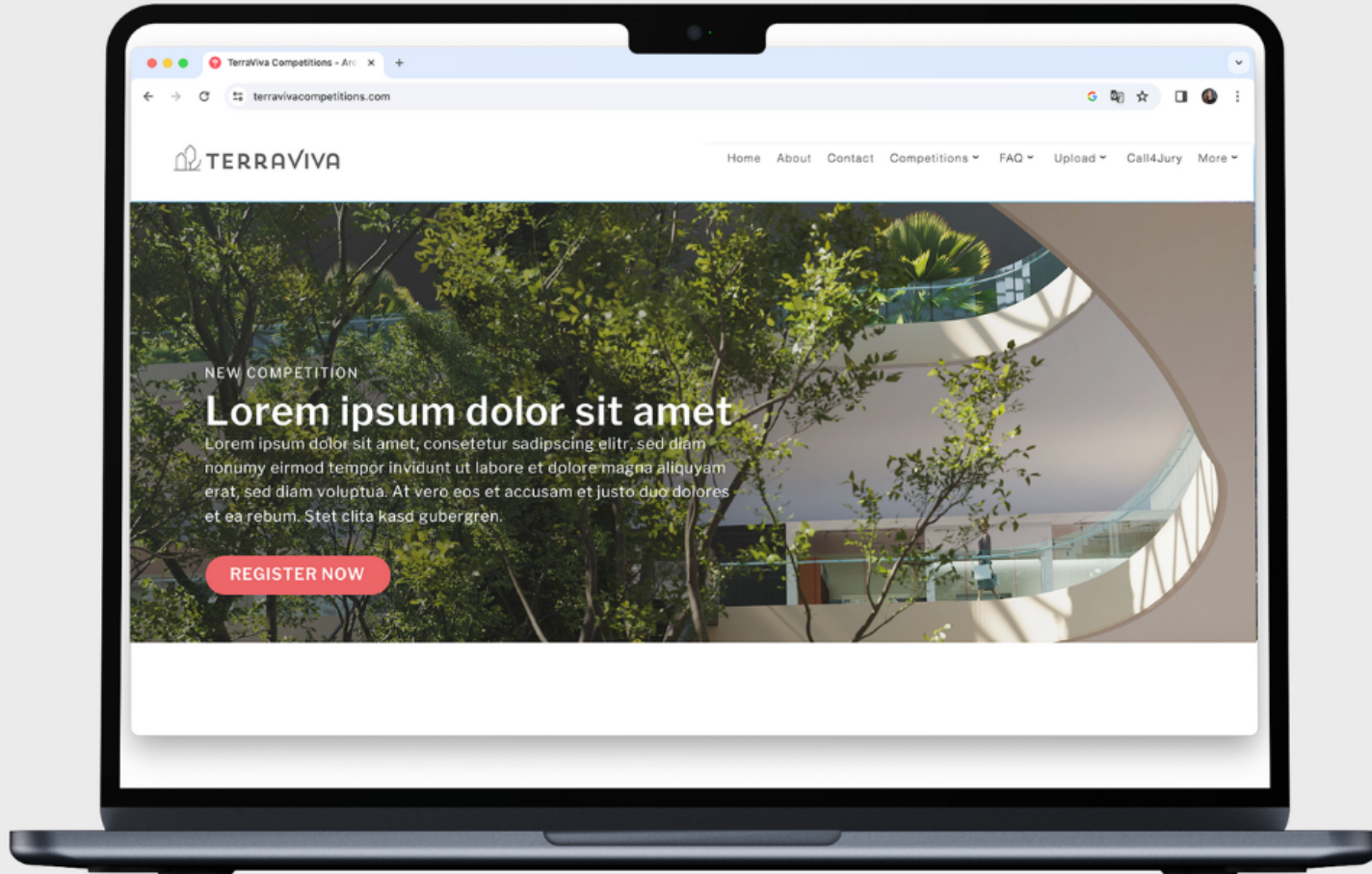
terravivacompetitions.com



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NEW COMPETITION  
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REGISTER NOW



NEW COMPETITION

# Lorem ipsum dolor sit amet

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REGISTER NOW