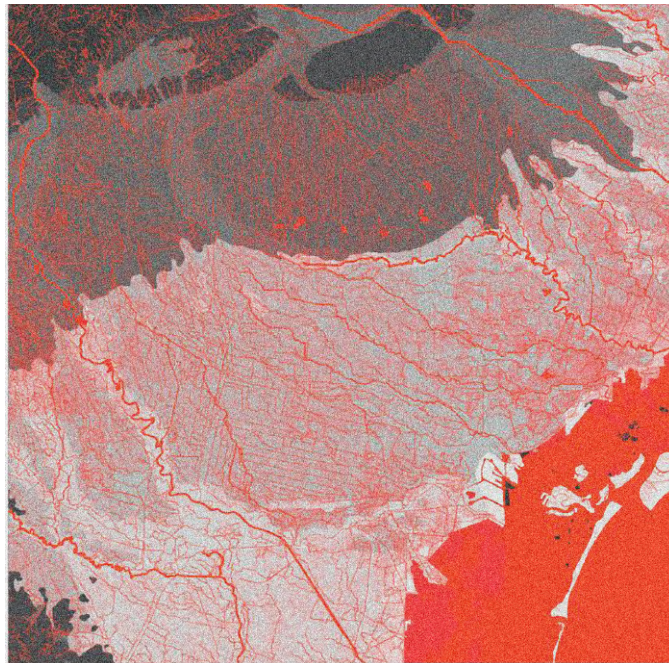
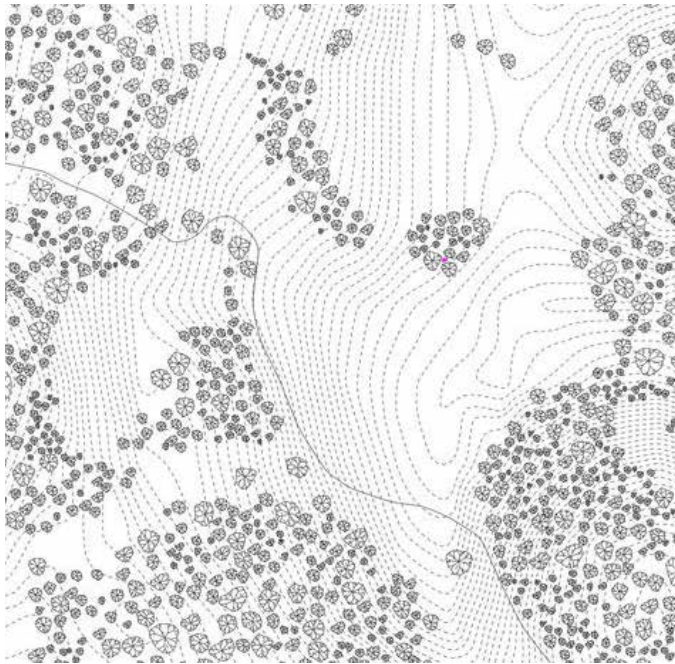


TERRAVIVA

LOGO

DESIGN

PROPOSAL



ABSTRACT



The Terra is alive (Viva) with fauna and flora. It is also literally alive with the forces of orogenesis shaping it and the grand geological movements that stir it. Yet, "Terra" is also the realm of our ideas, alive because we humans experience and inhabit it with our thoughts.

"To inhabit a place with an idea" - the proposed logo aims to evoke this primitive condition of dwelling, a time when humans were inherently compelled to live in harmony with nature.

Recent discoveries reveal primitive symbols in various cave paintings, repeating consistently across distant locations. While these symbols may lack the impact of the stunning Lascaux paintings, they are of undeniable interest as many believe they form an early communication system, a primordial common symbolic apparatus where the cave, a natural shelter, served as the center for organization and social planning.

Starting from this inspiration, it's been created a symbol, a pictogram, encapsulating various meanings: nature, creativity, harmonious coexistence with our surroundings, planning, gesture, and humanity.

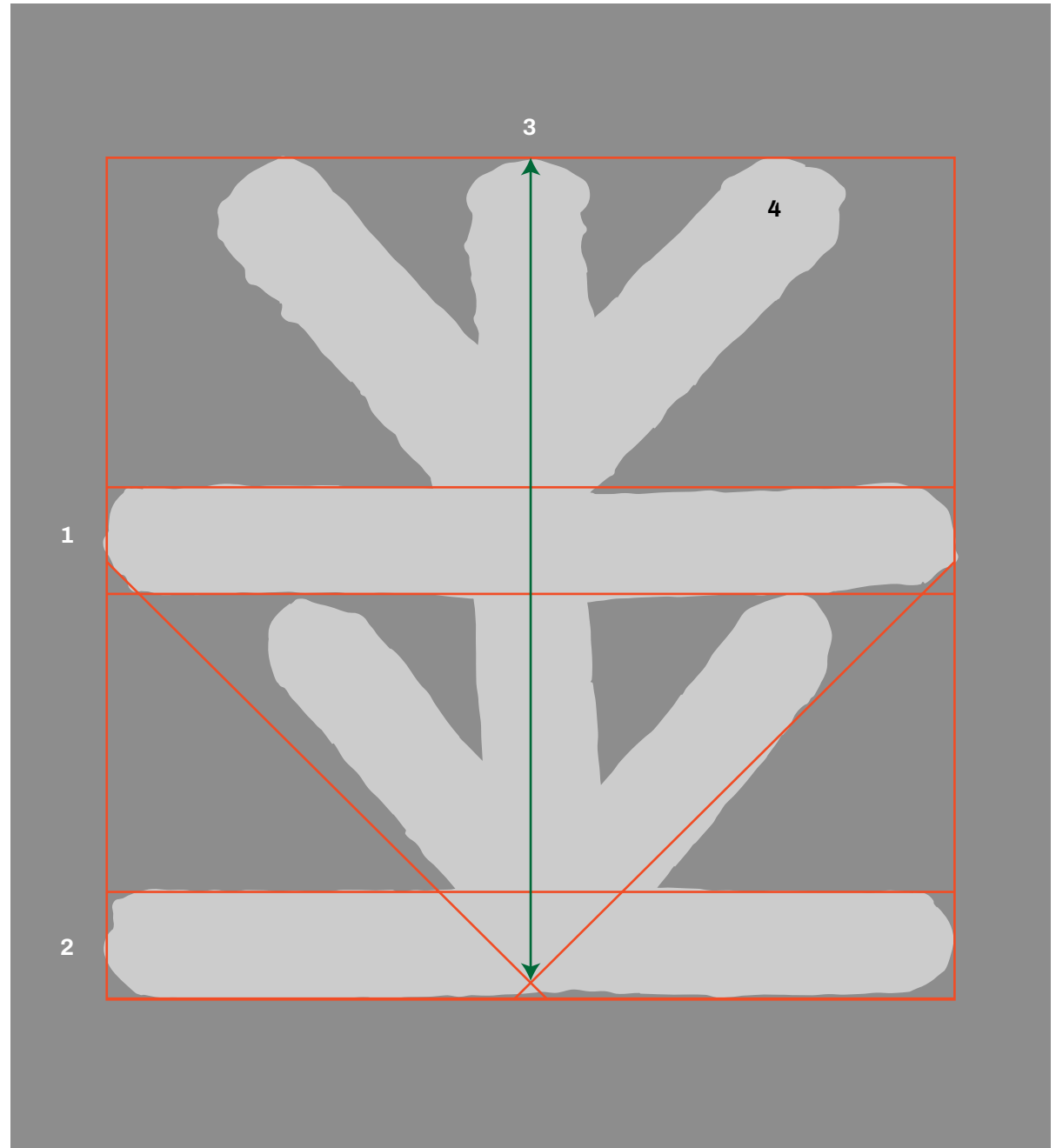
Refer to page 4 for a detailed explanation of the proposed symbol.



THE PICTOGRAM / SYMBOL

The logo has been designed to convey various meanings.

- 1.** Everything starts from a 'T' and a 'V,' the initial letters of "TerraViva".
- 2.** Starting from the initial symbol formed by the intersection of 'T' and 'V,' additional elements have been incorporated: a base representing the earth and an upper section that echoes the central motif. Collectively, these elements give the logo the appearance of something sprouting and growing from the earth, resembling a stylized flower.
- 3.** The symbol can be seen from bottom to top as a stylized flower or from top to bottom as an arrow, or two arrows pointing towards the earth. In this sense, the symbol aims to convey the idea of a creative gesture directed downwards to the earth, with the upper part of the logo also reminiscent of a spark.
- 4.** The hand-drawn style of the logo design, as if it were a note scribbled on a piece of paper, evokes the concept of a sketch—the original moment of design, the instant when an idea unfolds into a project.



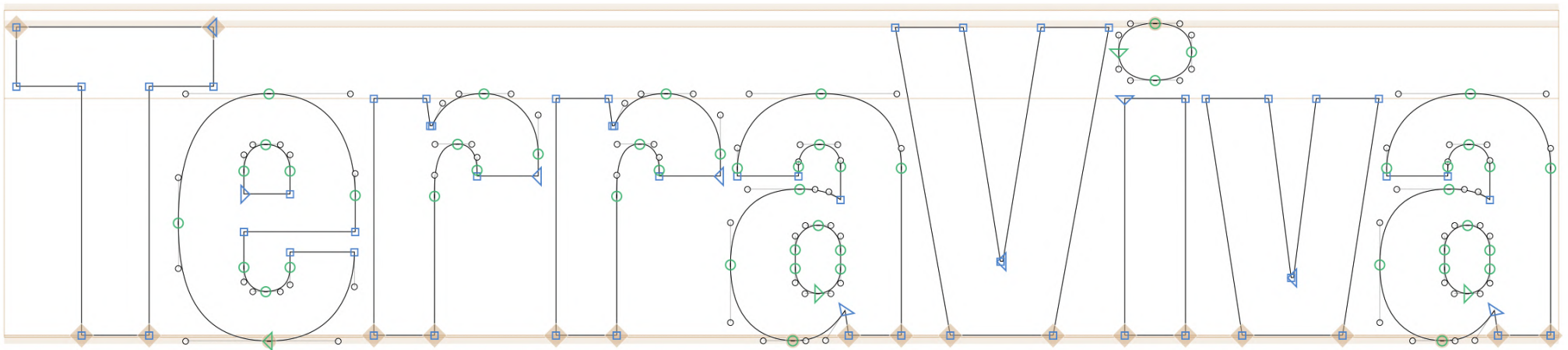
LOGOTYPE

- The logotype has been custom-designed for the project with a coordinated image perspective, taking into consideration the chosen general typography (see page 7).
- The wording “TerraViva” is spelled out in extended to maintain brand recognition elements, with the letters “T” and “V” in uppercase, in every writing context even when the logo cannot be

included to support communication (for example, in a newspaper article).

- The style of the logo, with sans-serif typefaces, aims to contrast with the “hand-drawn” nature of the logo. On some occasions, the logo and logotype can also be used separately, as seen in presentation background applications.

TerraViva



LOGO VARIATIONS

Below are some possible variations and spellings that can be used if the context requires it.



1 - VERTICAL



2 - EXTENDED WITH LABELING

TYPOGRAPHY

The chosen typeface is Archivo variable. This is a freely-licensed font family, which means it can be used free of charge. The typeface is designed for both web and print and ensures maximum readability and clarity. As mentioned, a clear font contrasts with the more 'hand-made' elements of branding. The condensed format of this typeface, allows original solutions.

Archivo Variable Font

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789**

Tiling / underlined
Standard extra bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

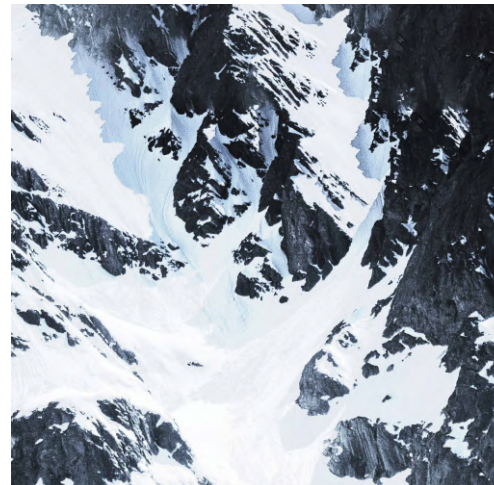
Body text
Standard regular

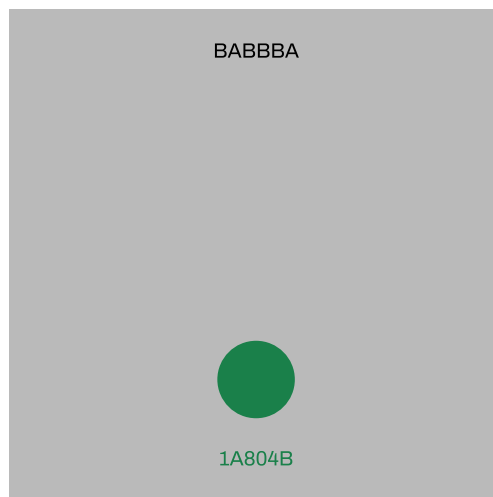
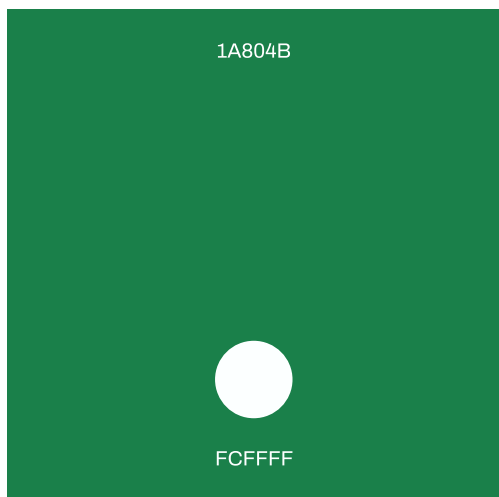
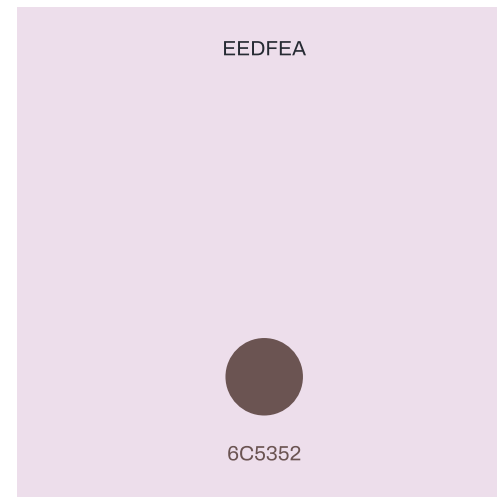
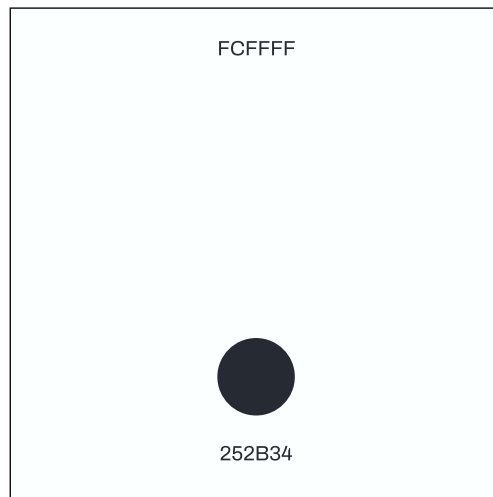
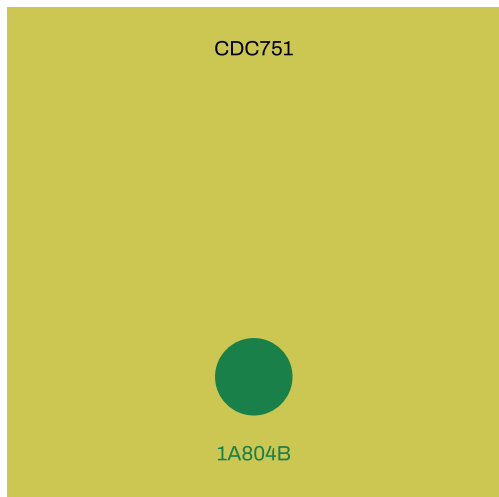
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Sub titles – labeling – specials
Standard regular – Width 65

COLOR RATIO

Starting from the colour palette inspiration provided in the brief, a project colour palette was developed. However, rather than a colour palette, here is proposed a color scheme thought to be adaptable and versatile according to context and competition. It could be interesting to use color by adopting a 'natural' ratio, leveraging the contrasting hues that characterize the earth under various conditions and latitudes.





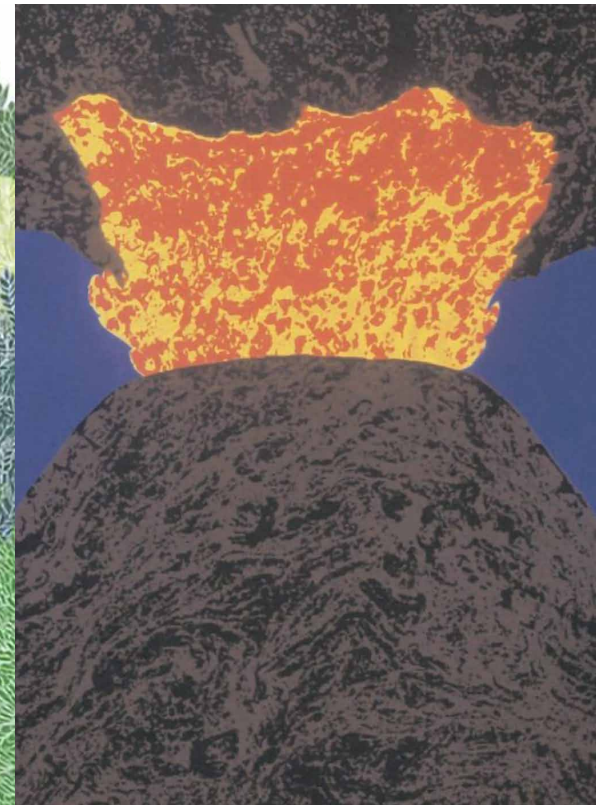
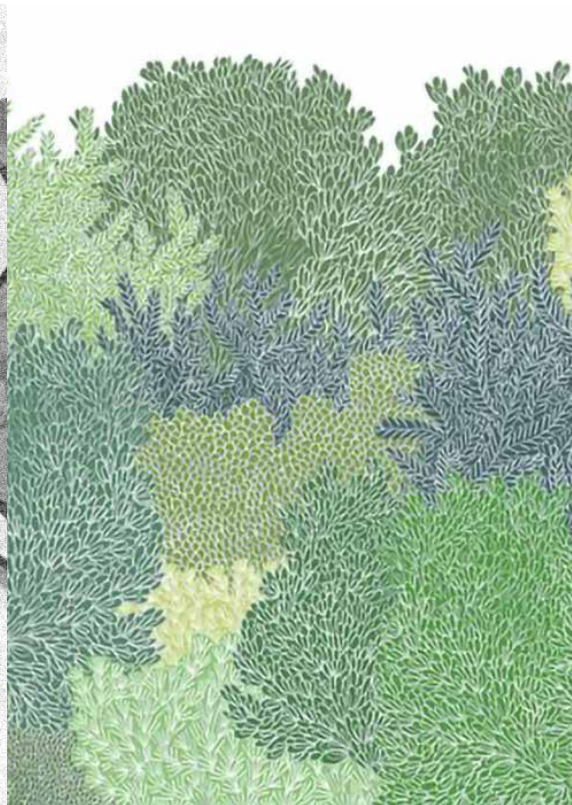
COLOR ADAPTATIONS / EXAMPLES

The logo was designed in black and white and then declined according to the colour scheme proposed.



VISUAL APPARATUS

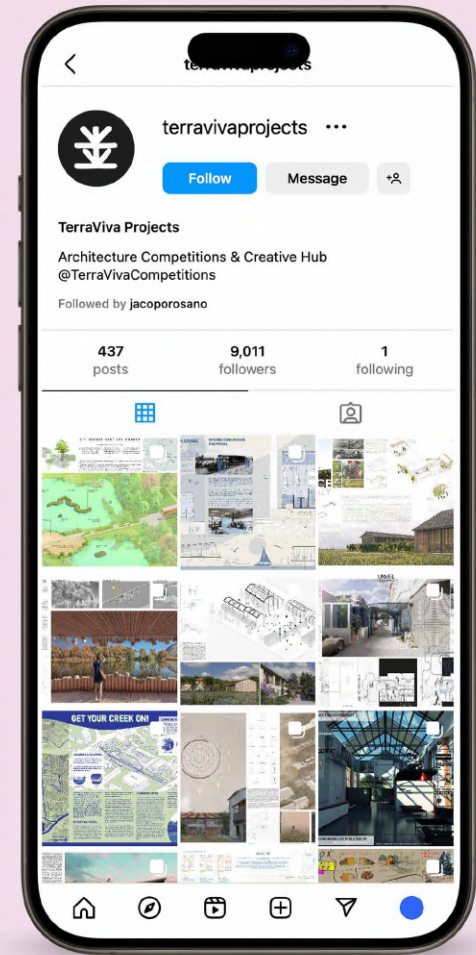
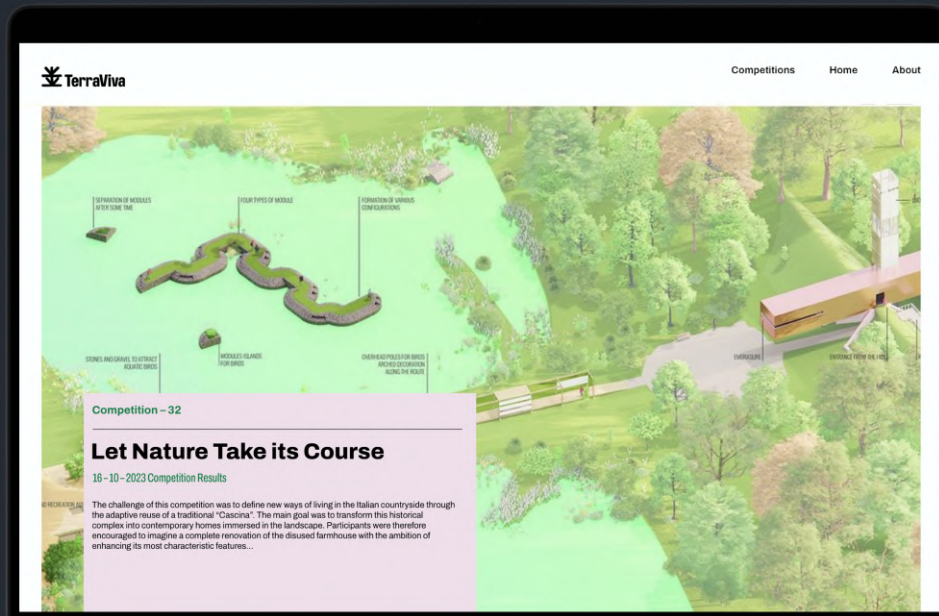
With a view to a coordinated and comprehensive visual identity, the proposed visual elements, as is partly the case in TerraViva's current communication, should evoke both the staggering force of nature and the culture of design. It should reflect attempts at anthropising the landscape, sometimes incorporating communication elements from the design proposals submitted by participants.



APPLICATIONS











TerraViva Logo Proposal
THANKYOU