

**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.

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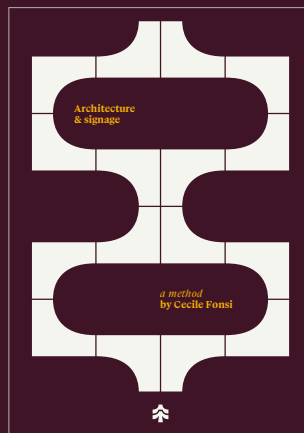
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**TERRA VIVA**

**Let's be creative to scale possibilities**

**TERRAVIVA**



**TERRA VIVA**

a new brand identity for **TERRA VIVA**

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## A bold new identity to take TerraViva further

With this brand identity carried by a meaningful graphic symbol, TerraViva embraces the idea of being a reliable and accessible platform that drives innovative practices in the fields of design and architecture.

Strong in character, this brand identity gives TerraViva a bold yet warm and welcoming tone of voice to confidently affirm its commitment. Shapes, colours and fonts are striking and lively, giving TerraViva a distinctly contemporary feel and making it easily recognisable.

The identity is playful but very structured, making TerraViva approachable while asserting its professionalism. The resilient and versatile visual system subtly balances between geometric and sensitive forms, “technical” and “natural” repertoires. Frameworks are sharp and precise but always softened by friendly and unconventional details.



# 01 Brand identity

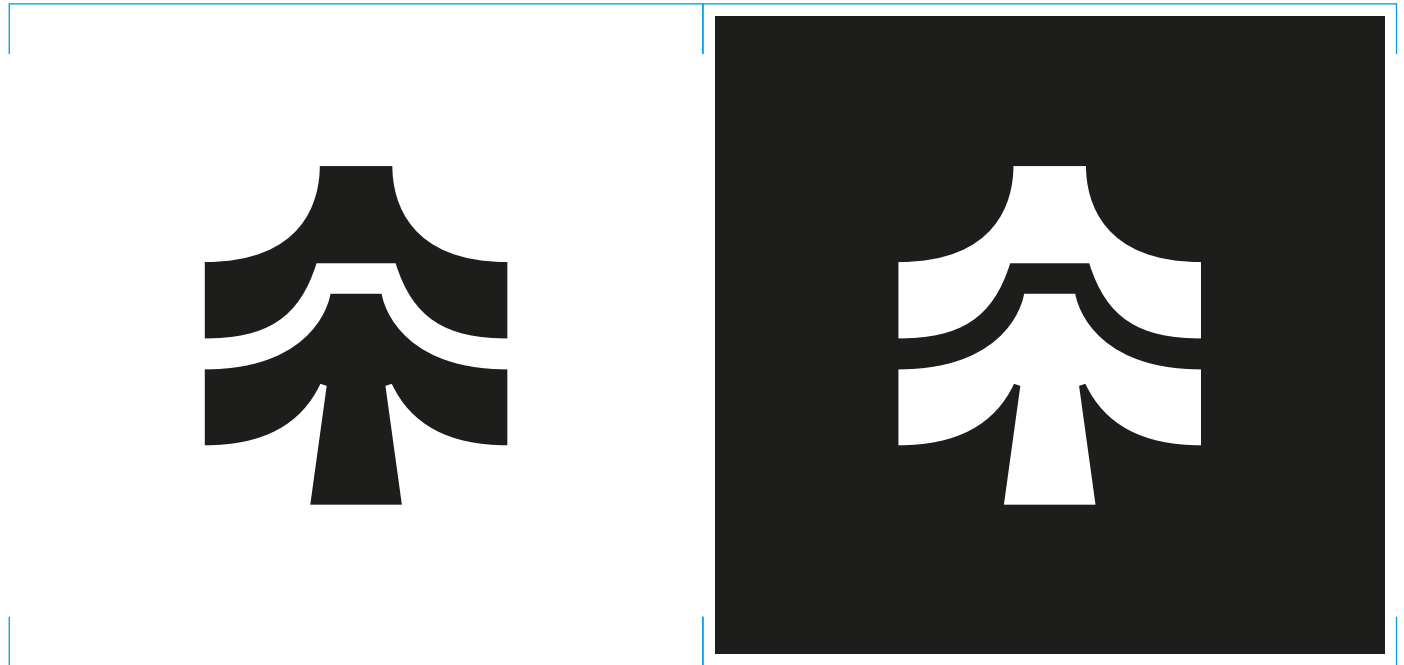
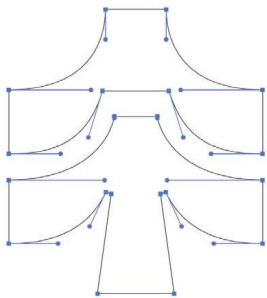
01.1

## A polysemous symbol that opens up perspectives

The visual identity centres around a logomark that can embrace various interpretations, making it a rich, inclusive and cross-cultural symbol.

Reminiscent of the emblematic tree of the original identity, the symbol continues to present environmental issues as one of TerraViva's biggest concerns. But because sustainability goes way beyond being "green", the new symbol is more abstract and geometric to open up its meaning. It takes the form of a double arrow pointing the way: upwards, suggesting growth, enhancement, innovation, and inviting us to question what will come next. But its shape could also suggest the perspective of a landscape or the framework of a bridge, establishing a direct link with the realm of architecture.

Set in a simple but sensitive drawing, the symbol features distinctive quirky curves that give it a one-of-a-kind friendly look—far from the coldness of rigorous geometric shapes. Yet, its square proportions, bold lines and expanded terminals give it a certain robustness, making it a highly effective graphic sign.



## A custom lettering to embrace the brand's ambition

TerraViva's logo aims to be versatile, consistent and distinctive.

A custom lettering was drawn to embrace the singularity of TerraViva and elevate its "branding". Indeed, the letters' drawing resonates with the shape of the symbol (ink traps, specific curves of the leg of the *R*, proportions). These shared unique features ensure the consistency of the logo and enable the symbol and the lettering to live together as well as separately.

Besides being a nod to modular building systems, the choice of a monospaced lettering makes it easy to arrange the word in different ways (see 01.3). Full uppercase was chosen to strengthen the visual power of the wordmark and simplify its global shape. This conveys a sense of immediacy, while enhancing the logo's legibility.

# TERRAVIVA

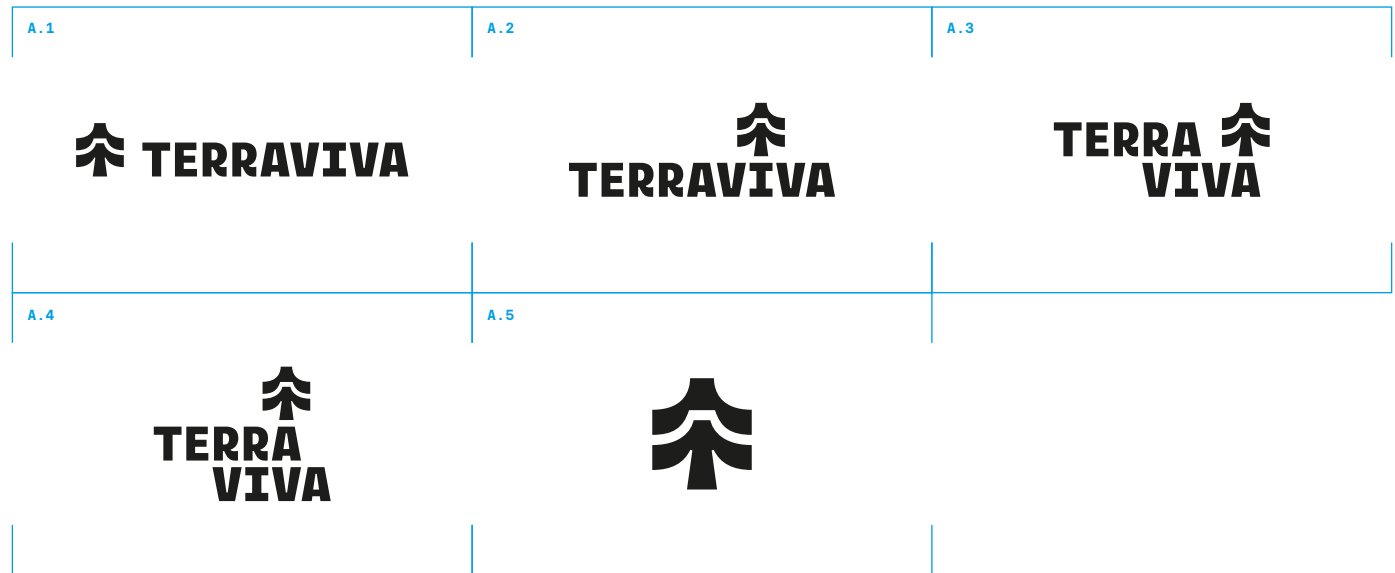
# TERRAVIVA



## A versatile and scalable brand identity

- A. The monospaced lettering can be arranged in multiple ways to give different versions of the logo. Thus, TerraViva's logo adapts to any shape, from horizontal (A.1) to square (A.4), making it easy to use and scalable. The symbol alone (A.5) is used when the size at which the logo is applied makes the lettering difficult to read, or when the brand's name is not necessary. Depending on the composition, the symbol and lettering can also live on their own (see 04. Examples of use).
- B. Sub-logos use Basier Square typeface in Medium weight to compose the additional text.
- C. Regardless of the logo version, the protection zone corresponds to a rotating space matching the width of the letter *l* (for the symbol alone version, use half of the icon's width). The protection zone ensures the integrity and legibility of the logo. No other graphic or typographic element may enter this zone.

### A. LOGO MAIN VERSIONS



### B. SUB-LOGO EXAMPLES

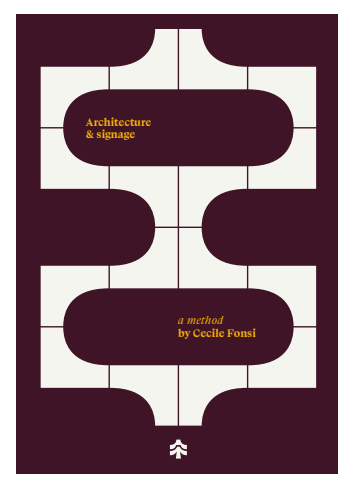
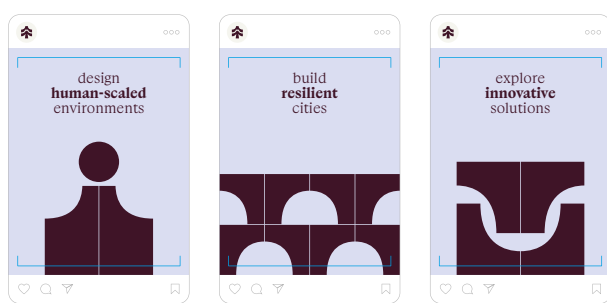
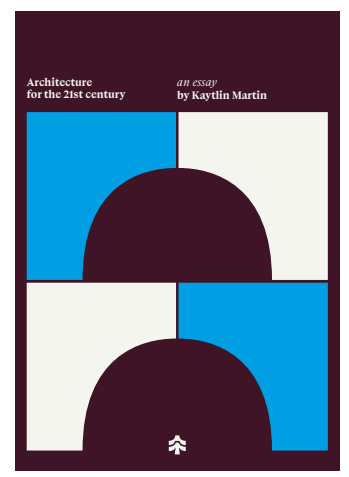
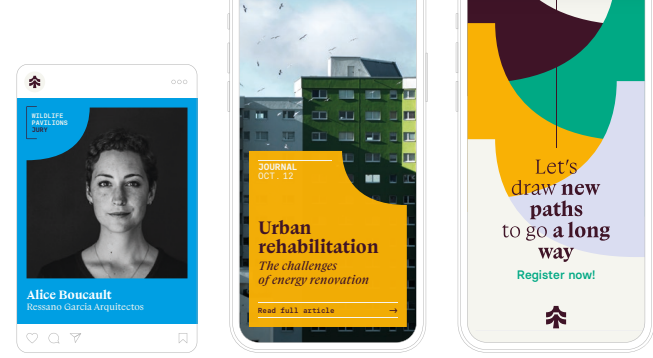
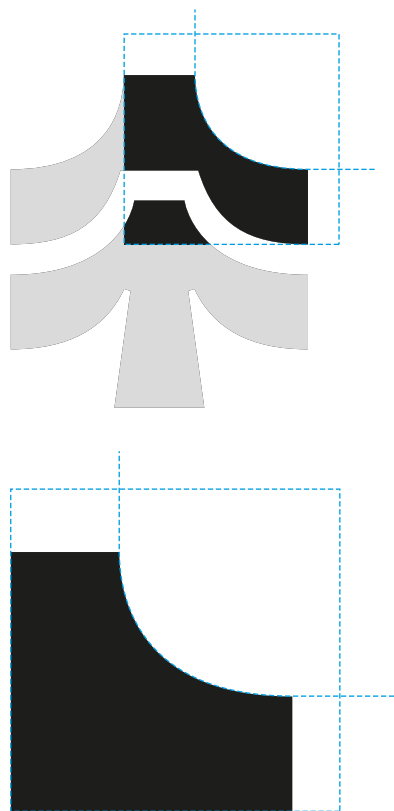


### C. PROTECTING ZONE



# A playful **graphic system** that brings TerraViva's identity to another level

The characteristic curves of the symbol—which can already be seen in the design of the lettering's *R*—give the TerraViva signature module its unique shape. Communication media play on this module; it is treated as a solid, used on its own or as a motif. In addition, fine lines structure the compositions and organise the information, completing the graphic system.



01.5

A **tone of voice** that celebrates togetherness

TerraViva's voice is filled with positivity and inclusiveness. It encourages exploration, cooperation, innovation; it pushes for self and collective enhancement, making TerraViva attractive for those who want to change things and be part of a global drive towards a more sustainable future.

Let's  
**push limits**  
to reach  
**a better**  
**tomorrow.**

Let's  
draw **new**  
**paths**  
to go **a long**  
**way.**

Let's  
build **new**  
**solutions**  
for a more  
**sustainable**  
**future.**

Let's  
be **creative**  
to **scale**  
**possibilities.**

Let's put  
**our ideas**  
**together**  
to go  
**further.**



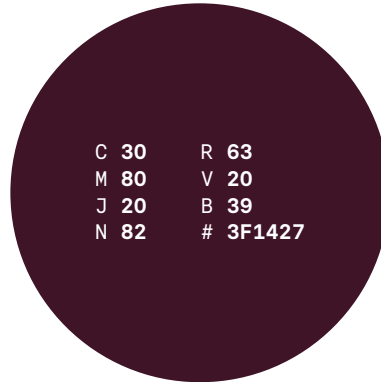
# 02 Colour palette

02.1

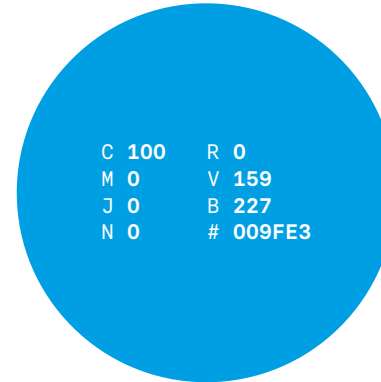
A **warm colour scheme** suitable for both screens and printing

TerraViva's colour scheme is fresh, neat and lively. The combination of Dark maroon and Cream lays a stylish and elegant foundation; vivid Cyan, Orange and Green hues add a bright and eye-catching touch.

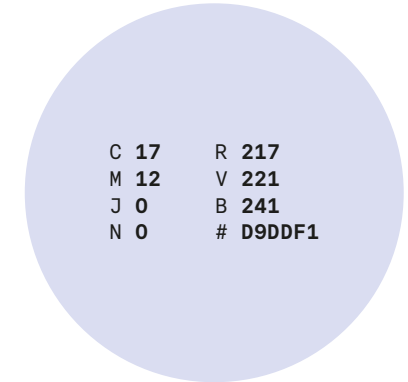
With a limited palette of six tints, the scheme is powerful and memorable. It strikes a delicate balance between a "natural" and a "technical" repertoire, tending towards either one depending on colour associations.



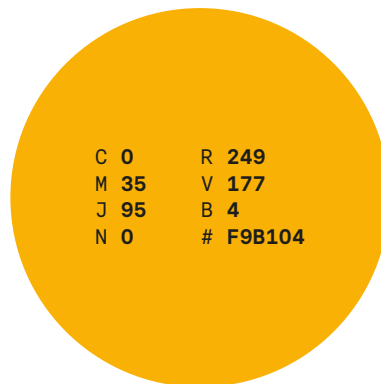
A deep and comforting **dark maroon** ensures contrast with elegance.



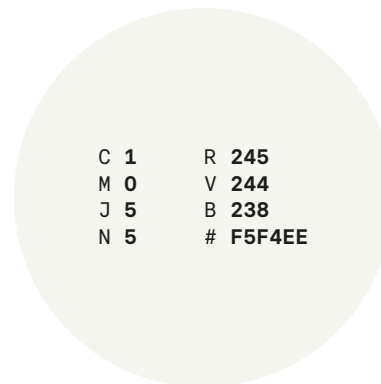
A "pure" **cyan** brings liveliness and vibrance.



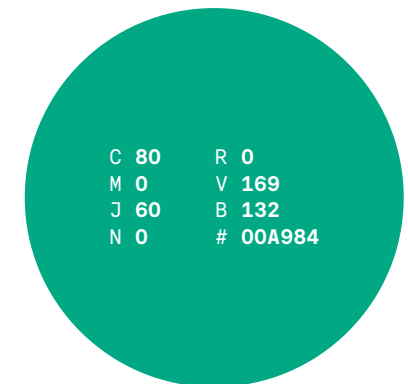
A luminous **light purple** provides softness and subtlety.



A bright, cheerful **orange** is the ray of sunshine in this colour scheme.



A slightly tinted **cream** discreetly warms up backgrounds.



A tangy **green** refreshes the palette with a contemporary twist.

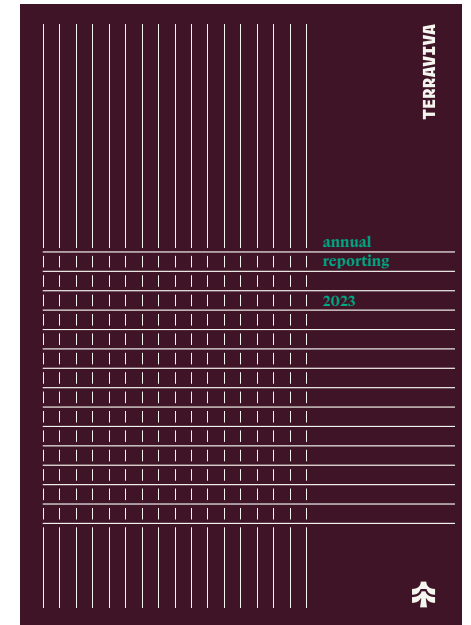
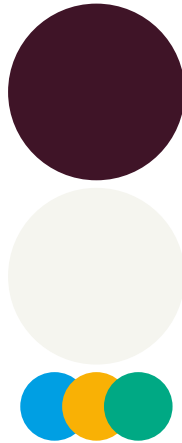


## Play with colours to meet all needs

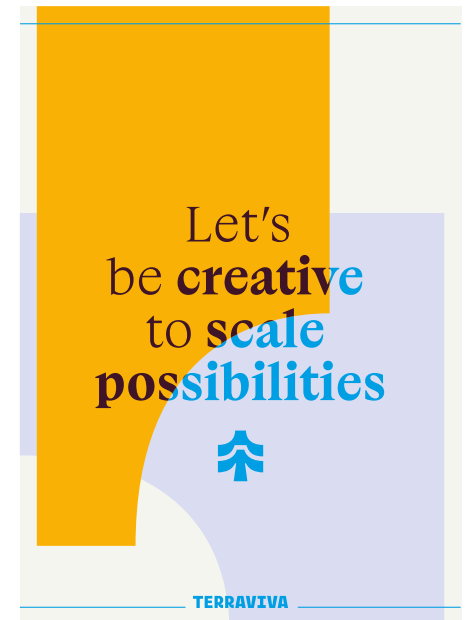
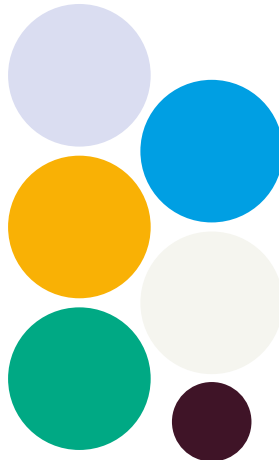
The colour palette can be interpreted in different ways depending on the desired atmosphere.

- A. For institutional communication or internal purposes, the palette can be used in an elegant and minimal way, exuding seriousness and professionalism. To reach that goal, limit the colour palette to three tones; use Dark maroon and Cream as main colors and add one vivid colour as a tonic. Use minimal and rigorous geometric patterns.
- B. In order to set a more joyful and playful atmosphere, favour bright shades, multiply the colors, play with shapes and overlays. This welcoming tone could suit social media campaigns, for instance.

### A. ELEGANT & MINIMAL



### B. JOYFUL & BRIGHT



02.3

### Colour application: ensure legibility and set up visual hierarchy

TerraViva's palette offers multiple colour combinations with great contrast. This page shows the accepted colour applications for the logo, text and graphics elements.

When black and white is required, the logo must be "pure" black (N 100%, #000) or "pure" white (CMJN 0%, #FFF): choose the one that offers the best contrast with the background colour.

On a dark maroon background, primary texts are set in cream.

Secondary texts and graphics are set in orange, cyan or green.



On a cyan background, primary texts are set in cream.

Secondary texts and graphics are set in dark maroon.



On an orange background, primary texts are set in dark maroon.

Secondary texts and graphics are set in cream.



On a light purple background, primary texts are set in dark maroon.

Secondary texts and graphics are set in cyan.



On a green background, primary texts are set in cream.

Secondary texts and graphics are set in dark maroon.



On a cream background, primary texts are set in dark maroon.

Secondary texts and graphics are set in orange, cyan or green.



# 03 Brand typefaces

03.1

**Boogy Brut**, a versatile calligraphic typeface for titling & primary texts

Boogy Brut is a versatile and robust typographic tool. With a strong temper, it perfectly combines the warmness and the sharpness of calligraphic gesture, in a resolutely contemporary way. Boogy Brut conveys elegance and vibrance to TerraViva's typographic compositions. It is used to set all primary texts and titlings.

Although the family comes with a total of 18 styles, this identity focuses on the use of the "Text" styles, corresponding to five weights plus italics. "Poster" styles White and Black can be punctually used for big size texts (see 01.5, 04.6 and 04.7 for instance) or when specific glyphs are required (drop capitals, data visualization...).

Type designers: Bureau Brut & Julien Priez  
Foundry: Bureau Brut (France)  
Release date: 2020

Prices (for Boogy Brut Family, 18 styles):  
License Small (5 users): 300 €  
License Medium (10 users): 500 €

Licensing info:  
Licenses cover Print, Web, App and ePub uses without any limitation in space, time or distribution.

Purchase link:  
<https://bureaubrut.com/en/product/boogy-brut/>

**Boogy Brut** is TerraViva's **main typeface**. With a **strong temper**, it perfectly combines the warmness and the sharpness of **calligraphic gesture**. It is used to set all **primary texts** and **titlings**.

LIGHT + BOLD

Light  
*Light Italic*

Regular  
*Italic*

Bold  
*Bold Italic*

Book  
*Book Italic*

Medium  
*Medium Italic*

"TEXT" STYLES ► 5 WEIGHTS, ROMAN & ITALIC

Poster White  
*Poster White Italic*

Poster Black  
*Poster Black Italic*

"POSTER" STYLES ► 2 WEIGHTS, ROMAN & ITALIC

## Basier Square & Basier Square Mono, the subtle technical touch

With their high legibility, sans-serif typefaces Basier Square and Basier Square Mono complete TerraViva's typographic system, alongside Boogy Brut.

Basier Square is selected to compose running text, while Basier Square Mono—Basier Square's monospaced styles—is used for all paratext purposes. Both of them come in four weights plus italics.

The fonts' geometric structure and mechanical vibe subtly take the brand identity into a more technical territory, visually reinforcing TerraViva's connexion to the fields of design and architecture. Their light, unobtrusive design perfectly balances Boogy Brut's strong temper, enabling compositions to breathe.

Type designer: Ismael González  
Foundry: Atipo (Spain)  
Release date: 2018, 2019 (Mono)

### Prices & licensing info:

"Pay what you want" formula, starting from 10 € for desktop licence (5 workstations) and 10 € for web licence—which comes to a minimum price of 40 € for the two typefaces.

Basier Square and Basier Square Mono are respectively subfamilies of Basier and Basier Mono families. Please note that there is therefore no need to purchase the "complete" license: Square subfamilies can be selected directly in the pricing tab.

### Purchase links:

[www.atipofoundry.com/fonts/basier](http://www.atipofoundry.com/fonts/basier)  
[www.atipofoundry.com/fonts/basier-mono](http://www.atipofoundry.com/fonts/basier-mono)

**Basier Square** is a **very legible sans-serif** with a **geometric** structure that perfectly goes hand-in-hand with Boogy Brut. It is used to compose **running text**.

REGULAR + SEMIBOLD

Regular  
*Regular Italic*

Medium  
*Medium Italic*

SemiBold  
*SemiBold Italic*

Bold  
*Bold Italic*

4 WEIGHTS ▶ ROMAN & ITALIC

**Basier Square Mono** is the **monospaced version** of Basier Square. It is used for all **paratext purposes**. Depending on the composition, it can be used in **lowercase** or in **uppercase**.

REGULAR + SEMIBOLD

Regular  
*Regular Italic*

Medium  
*Medium Italic*

SemiBold  
*SemiBold Italic*

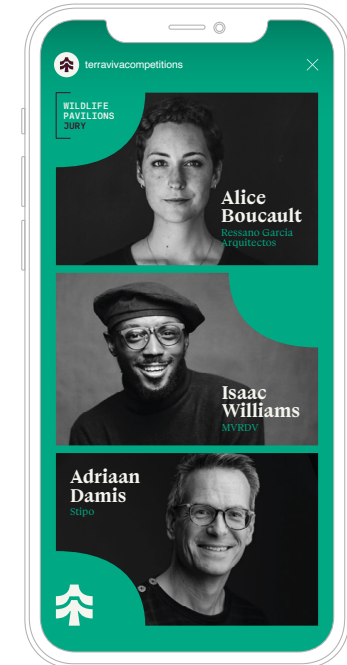
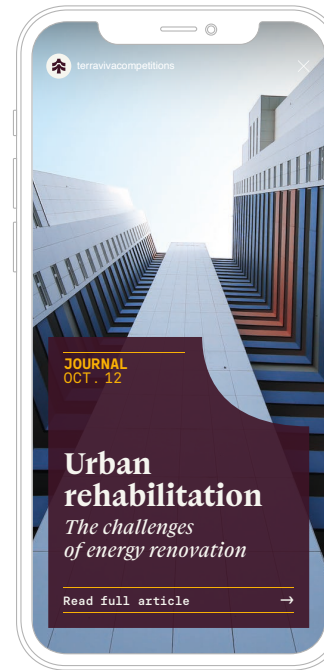
Bold  
*Bold Italic*

4 WEIGHTS ▶ ROMAN & ITALIC

# 04 Examples of use

## 04.1 BUSINESS CARDS







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**TERRAVIVA**  
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HELLO@TERRAVIVA.COM  
+39 33 81 29 67 60

MILANO,  
22 OCTOBER 2023  
ATTENTION:  
TERRAVIVA PARTNERS

**Quis nostrud exerci riure dolor  
in hendrerit ation**

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**Eugenia Bolla**  
CPO & Co-Founder, TerraViva




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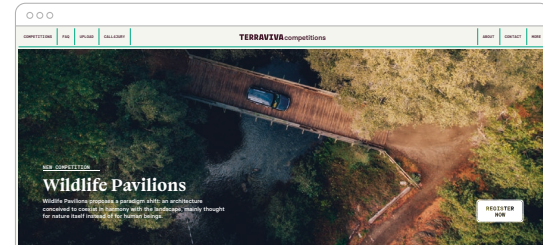
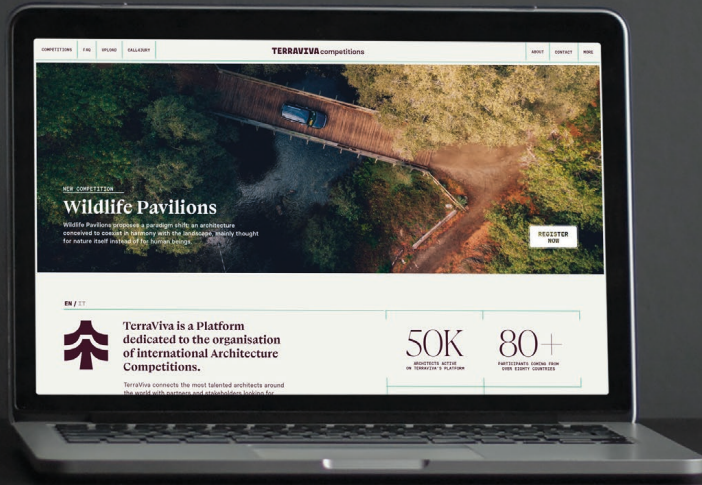
**TERRAVIVA**





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**50K** ARCHITECTS ACTIVE ON TERRAVIVA'S PLATFORM

**80+** PARTICIPATING COUNTRIES FROM OVER 100 DIFFERENT COUNTRIES

**6K** BUILDING PROJECTS AWARDED BY TERRAVIVA SINCE 2015

[Learn more about us](#)

**Current projects**



**WINNERS ANNOUNCED**

**Rural Housing**

The competition aimed to rehabilitate the ancient rural complex "Casas de Linares" in a creative and innovative way. The main purpose is to imagine a new residential concept surrounded by agricultural fields and nature.

[Go to details](#)

See idea | Submit proposal | Invite me



**FREE SUBMISSION**

**Call For Competitions**

With the intention of creating our super national community of creators, the challenge of this call is to propose new ideas for original and experimental architecture competitions to face with the design topics generated by TerraViva.

Up to 10,000€ in Prizes  
Deadline: December 15th

See idea | Submit proposal | Invite me



**OPEN COMPETITION**

**Hybrid Coworking**

The goal is to rethink meeting, coffee and restaurants by transforming their spaces - full or partially - into a complete new concept that allows them to combine their regular functions with coworking uses.

2000€ Prizes  
Deadline: November 15th

See idea | Submit proposal | Invite me

**Past Competitions**

**Building a Sustainable Future: exploring the best of TerraViva's Awarded Projects**

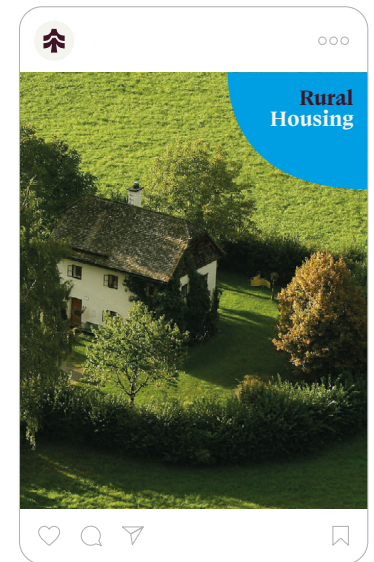
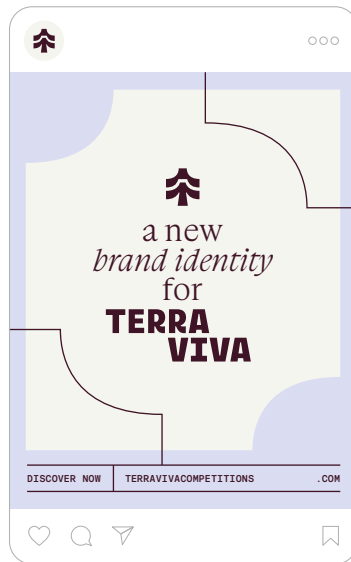
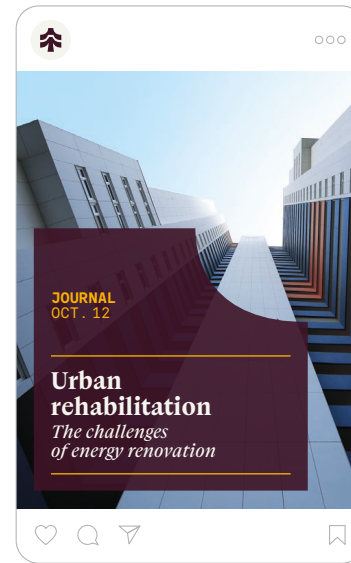
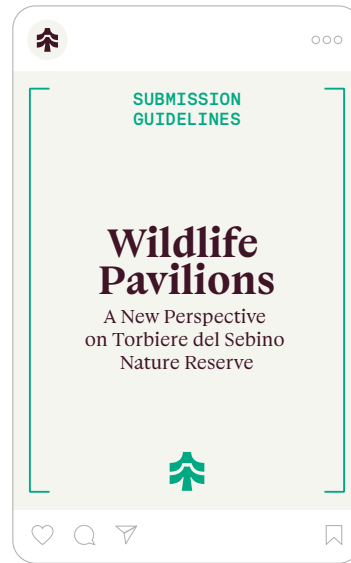
Architecture competitions award a unique responsibility for designers to explore new ideas and to push the boundaries of their profession. These kind of creative exercises bring together the best and brightest minds in the architectural field, inspiring innovative approaches towards the most special design challenges.

TerraViva wishes to stimulate its community of architects to answer the questions set forth here with strategic vision, highlighting the importance of connecting culture, cities with sustainable human social and economic practices.

Dealing with topics such as architectural heritage, low-impact construction, adaptive reuse and smart districts, TerraViva organizes the most stimulating competitions awarding urban regeneration in a creative and innovative way.

- Hybrid coworking →
- Wildlife Pavilions →
- The Cuban Square →
- Silos Buenos Aires →
- Hangar Ticino →
- The Living Museum →
- Tactical Urbanism →





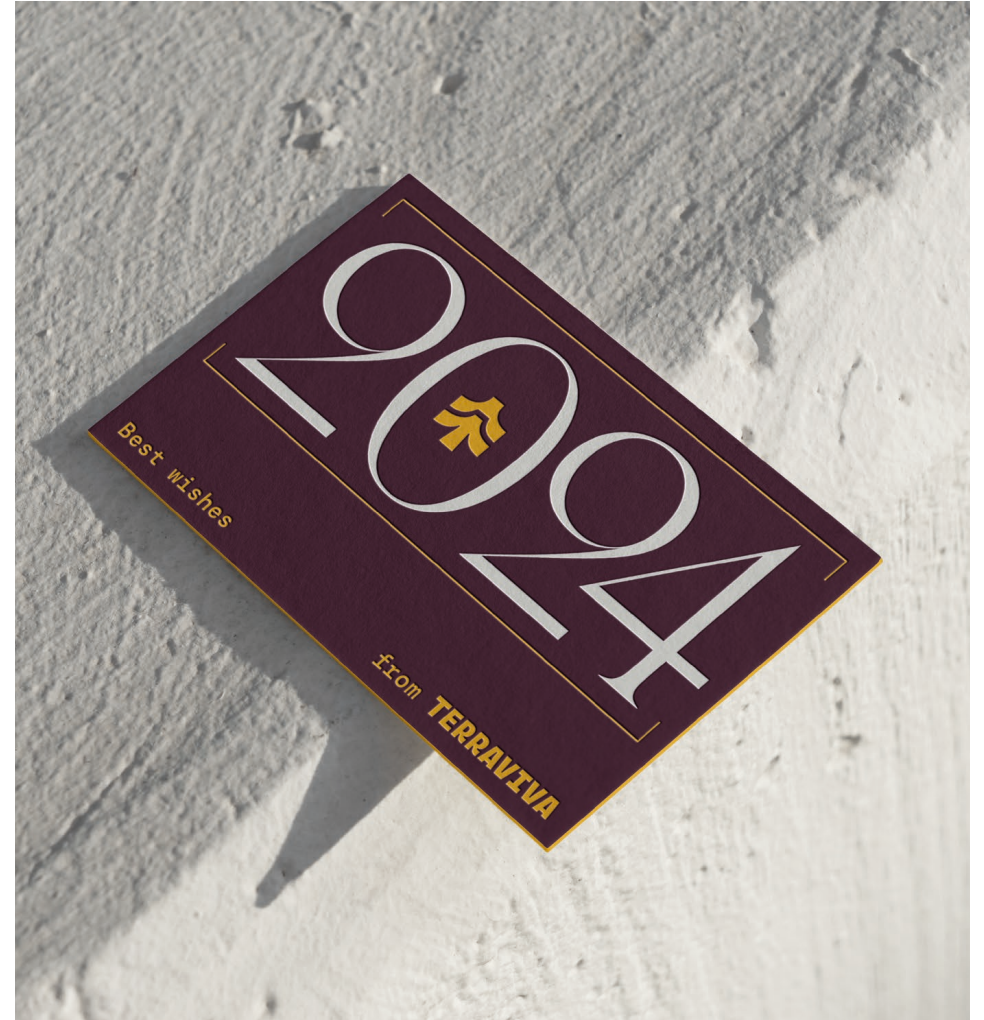






IMAGE CREDITS:

P.1-20

P.2,7,16,18,19,20

P.3,13

P.14

P.19

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