



CONCEPT

TerraViva can be a name with diverse meanings. However, the Latin origins of these words shed light on the core principles of the platform and set the stage for the visual identity that is about to be introduced.

It represents a **"living land"** - one that is alive, dynamic, and constantly in motion. It embodies transformation and growth, where a rich tapestry of flora and fauna coexists with our human endeavors, shaping the very essence of this living land, including cities, urban areas, residential zones, public spaces, infrastructure...

It's a constantly changing land, guided by our hands, with the aspiration to build a more sustainable, resilient, and safer future for everyone.

The identity about to be introduced is closely intertwined with the concept of **"living land"** - an imaginative and abstract space, resembling this land, where a process of creation is set in motion by the collaborative efforts of architects and designers who choose to participate. It serves as a communal laboratory for experimentation, birthing cities, squares, waterfronts, and various architectural endeavors.

This analogy, depicted in a figurative sense, **paints a picture of an abstract world, whether viewed from above or from the front, but fundamentally symbolizes the collective work of a community, hand**

in hand, much like an "urban mycelium." Together, the aspiration is to contribute towards a better world, championing the cause of United Nations SDG 11.

This concept is designed to convey innovation, fun, yet professionalism, with a positive and dynamic energy accessible to all those willing to create a new world. And TerraViva serves as the space and an open community where this can happen.

THE LIVING LAND

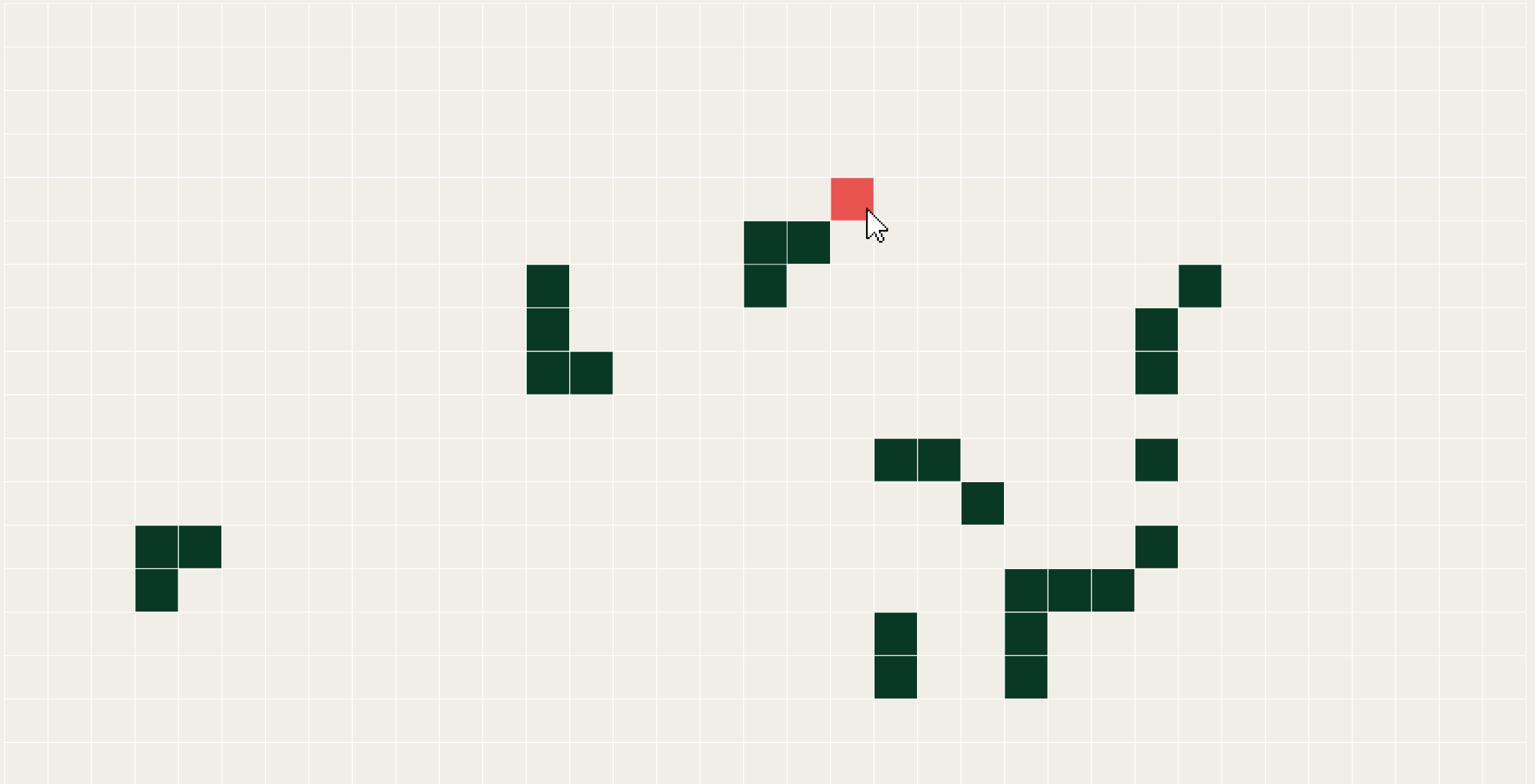
THE "URBAN MYCELIUM"

This is the living land. This is the "urban mycelium" - a space where the sense of community and shared commitment to building a better world take shape.

This abstract grid-shaped space, an analogy to the living land, is a highly abstracted visual concept, an idealization of a creative space for TerraViva's community to use in constructing a better world. It could be plants, cities, facades... It's as if it were a game.

Shapes will come to life through the hands of the passionate design and architecture community. With every square filled, a new form is born. Multiple forms can emerge, as if they are spreading across this abstract terrain - a branching of ideas, hand-drawn, resembling an urban mycelium and serving as a metaphor for collective action. It's an infinite space where all of us can take part and contribute to building a better world and more sustainable cities for everyone.

A contemporary space for all to create that can be fun.





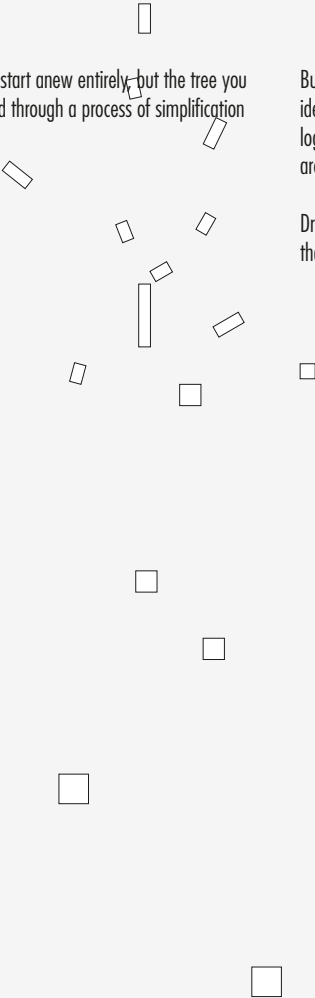
BRAND HEADLINES

These are just a few examples of brand headlines that can captivate the community's interest. Each of these phrases embodies TerraViva, the mission, and the global influence.

**HAND IN HAND, WE WILL SHAPE A BETTER WORLD.
THE COMMUNITY YOU MUST BE PART OF.
DESIGN YOUR WAY TO A GREENER FUTURE.
BETTER BUILD TOGETHER.
THE LIVING LAND - LET'S DRAFT.**

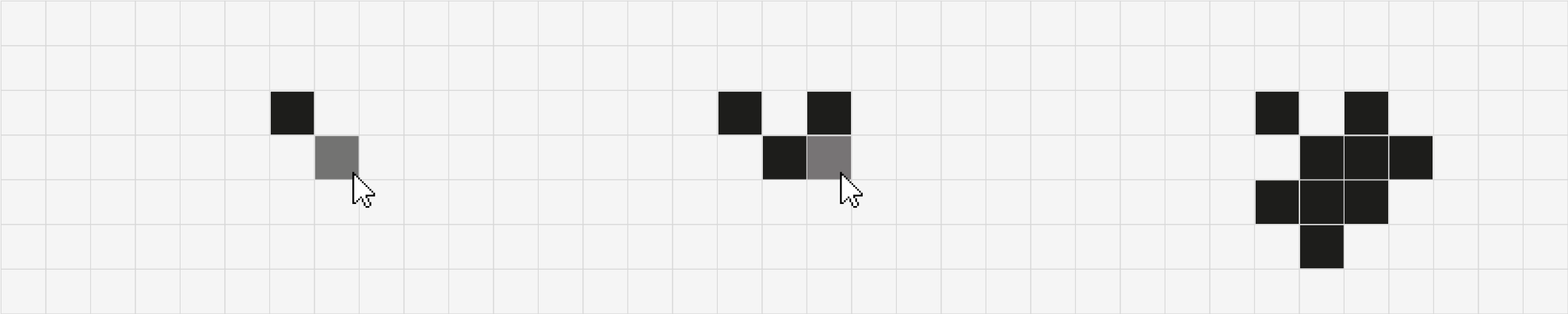
LOGO STRATEGY

The past leaves us with some marks. We can start anew entirely, but the tree you carry, one that you 'love,' can be reinterpreted through a process of simplification and abstraction.



Building upon this visual concept, taken to the utmost level of abstraction and the idealization of a creative space, the foundational grid will originate the TerraViva logo – a simple logo, adaptable to various graphic styles yet recognizable within the architects' community.

Drawing from the narrative of the visual identity, the logo is the fundamental form that initiates the entire creation process of this urban mycelium.





terraviva

The symbol is “the new tree”, inspired by TerraViva’s past and imbued with the spirit of the ancient tree. The symbol geometrically represents a tree when viewed from the front or from above, inviting viewers to engage their imagination.

Symbol

Logotype

The ‘TerraViva’ wordmark is distinctive, self-assured, and harmonizes with the symbol. The use of lowercase letters was decided upon due to the typeface used – it creates harmony with the symbol and the other letters. Additionally, the letter ‘T’ can be challenging, as well as characters with slanted sides like ‘V’; they pose difficulties in kerning. An all-lowercase logo exudes an approachable and friendly vibe. It feels informal and easily accessible. In recent years, there has been a trend where major corporations switch from uppercase to lowercase logos when they wish to appear friendlier and more human (while retaining capital letters in written text).

Wordmark

THE LOGO

PRIMARY HORIZONTAL LOGO

This logo should be featured across the board in communication materials, serving as mark of genuineness. Ensure that the correct logo is used in every situation, and that it's consistent, legible, and identifiable.

It's highly recommend using the horizontal version of the logo as the primary choice over the vertical logo.



CLEARSPACE

The exclusion zone guarantees the logo's legibility and impact by keeping it separate from other visual elements like text and supporting graphics. This area is equivalent to the two squares that compose the logo.

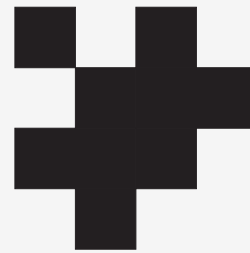
Consider this zone as the absolute minimum safe distance. In many instances, it's advisable to provide the logo with even more space for optimal visibility.



THE LOGO

SECONDARY VERTICAL LOGO

The vertical (or stacked) TerraViva logo is reserved for special uses. This version of the logo is only used when limited space prevents the use of the horizontal logo.

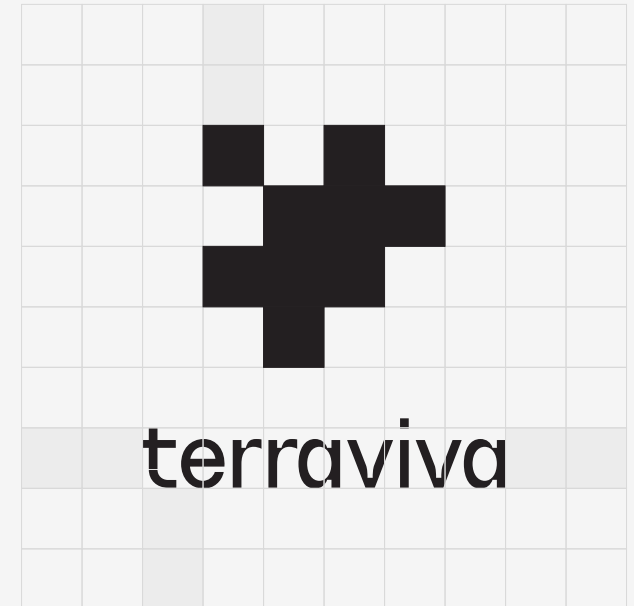


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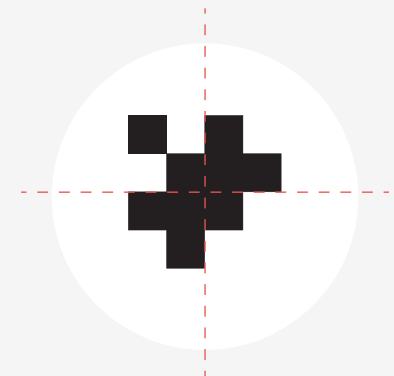
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THE SOCIAL ICON

The main social media icon showcases the TerraViva , positioned at the center of the backdrop. Ensure that the symbol's size is half the height of the masking shape, with the default shape typically being a circle. Color combinations can be considered as an option, depending on the specific goal. Visually, despite being centered, the new tree symbol appears to be positioned more to the left, creating white space in the bottom right. This detail adds an unusual and contemporary touch, breaking some design rules and standing out from other social icons.



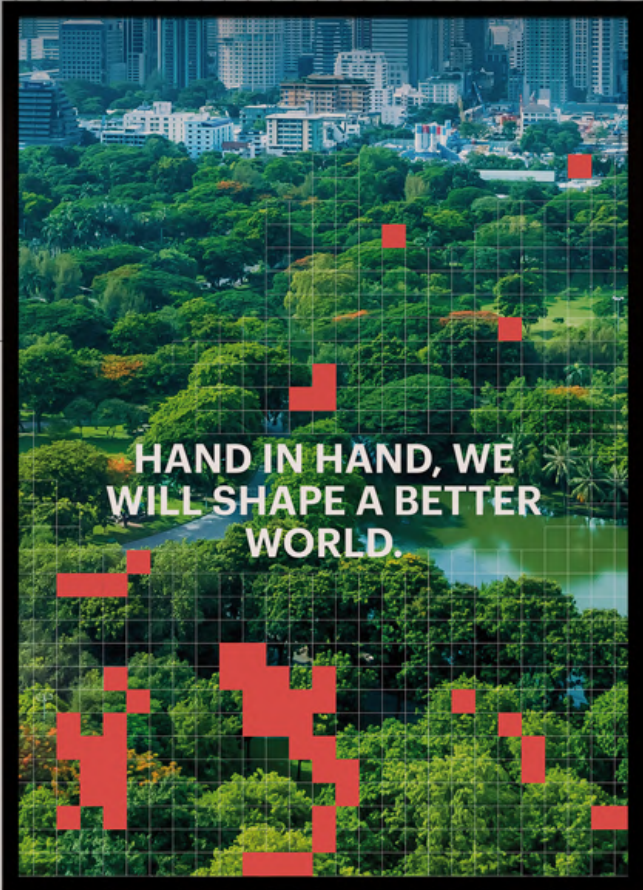
BACKGROUND APPLICATIONS

When overlaying the logo on brand colors or photography, always ensure there is ample contrast. The following examples are approved combinations. You can find more combinations following the color scheme presented in "Color combinations".



PHYSICAL APPLICATIONS

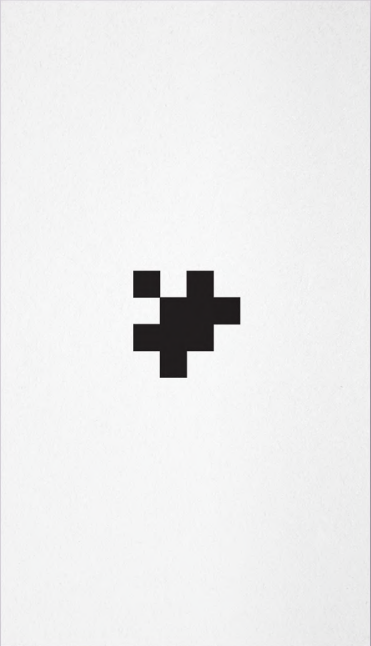
When applying the entire visual identity alongside the logo, the grid and the logo must necessarily have different colors. The symbol, as the initiator of this urban mycelium, should never be confused with other graphic elements that appear in the network.



PHYSICAL APPLICATIONS



PHYSICAL APPLICATIONS



TYPOGRAPHY

BRULIA DISPLAY

Brulia Display is more than just a font; it's a contemporary sans-serif Grotesk Font Duo that skillfully incorporates distinct variable ink traps. Drawing inspiration from brutalist architecture, this innovative sans-serif font is ideal for infusing sophistication into minimalist, geometric, type-centered designs. These special ink traps align with the overall geometry and abstraction of the project, adding a significant amount of personality to the logo as well. Beyond its typographic prowess, Brulia plays a pivotal role in enhancing the TerraViva visual identity. Its clean lines and robust personality contribute to a distinctive and elevated brand presence across various platforms, making it a versatile and impactful choice for web, print, Instagram, posters, branding, and beyond.

Font: Brulia Display
Weight: Display
Source: That That Creative
Created: Apr 25, 2022

The leading should be set to be 100% – 120% and the tracking should be always 10pt (as is in the wordmark).

ABCDEF GHIJKLMNOPQRST
UVWXYZ abcdefghijklmnopq
rstuvwxyz0123456789.&?!€
{ } < > × ↑ ↗ → ↓

Ink Traps

Brulia presents a diverse range of glyphs that can be utilized as icons in combination with the visual identity for online platforms or other applications. These versatile glyphs add an extra layer of customization, allowing for seamless integration into various design elements across different digital and print mediums.

TYPOGRAPHY USE SUGGESTIONS

The Brulia Display typography used in the logo can also be employed for headlines. However, its use should always be in uppercase, in contrast to its application in the wordmark – lowercase – exclusively reserved for the logo. As a suggested pairing, the use of the Graphic font is recommended, which offers various weights and allows for a multitude of options across different formats.

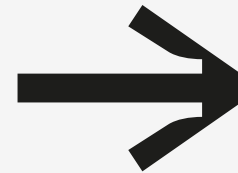
Always bear in mind that, when using the Brulia Display typography, the kerning should consistently be set to 10pt, ensuring a cohesive and balanced visual presentation.

TERRAVIVA

WORLDWIDE ARCHITECTURE COMPETITIONS

A Global Arena for Architecture Challenges: a platform for international competitions

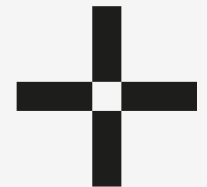
Unlike outdated standard tender procedures limited to a local reach, TerraViva competitions are fully run through our digital Platform, allowing partners to share their architecture challenges with the best international designers. Open to architects, planners and creatives from all over the world, our initiatives are able to adapt to different contexts: from architecture to urban planning, from landscape design to adaptive reuse...



(icon for arrow)



(icon for exit)



(icon for plus)

13

Competitions launched
in Europe & Latin
America

00:04:18:52

days

hrs

mins

secs

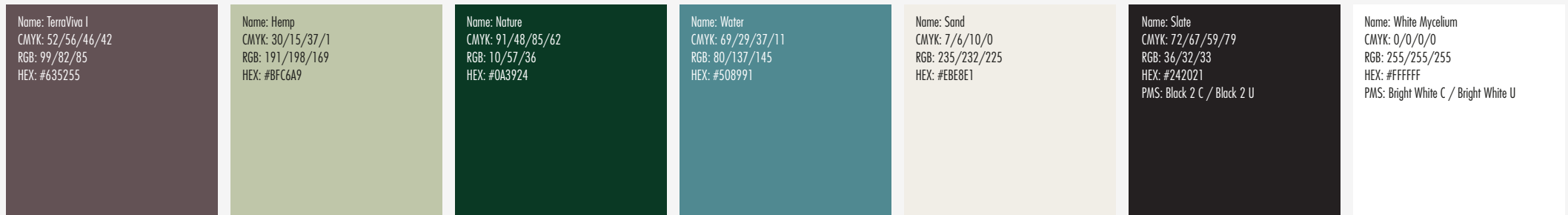
COLOR PALETTE

Derived from an aerial viewpoint, a brand color palette was thoughtfully curated to encapsulate the vibrant and ever-evolving essence of our planet, emphasizing its connection with sustainable architecture and TerraViva's "green soul".

THE PRIMARY PALETTE

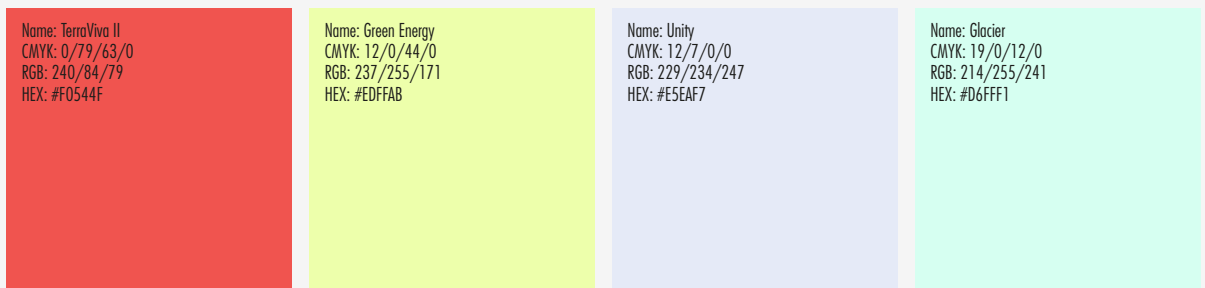
The primary palette incorporates a combination of bold natural hues: "TerraViva I" represents earth, "Hemp" stands for light green, "Nature" for dark green, and the blue color is dubbed "Water." Supporting these main colors are neutrals such as Sand, Slate, and White Mycelium.

This primary palette can be seen as the most used and recognizable set of colors. The palette's vibrancy breathes life into our branded assets, and the strategic use of "Sand" ensures graphics remain uncluttered and visually balanced.



THE SECONDARY PALETTE

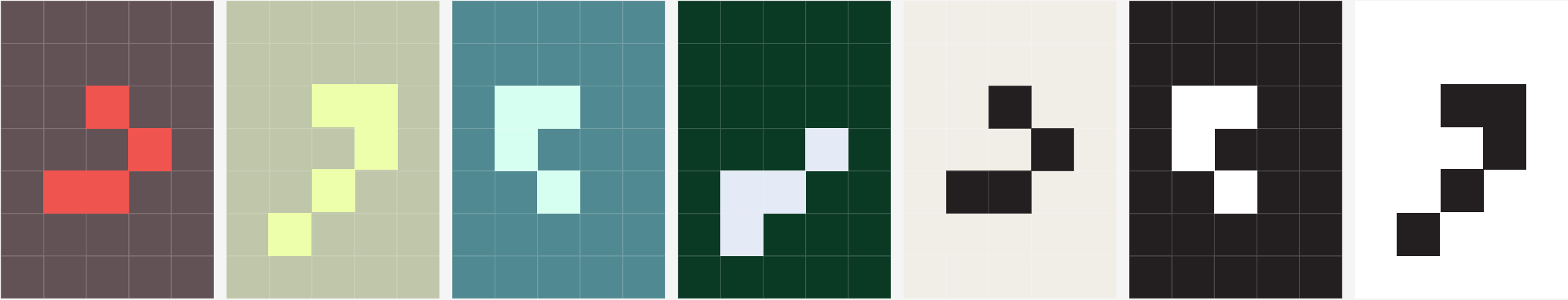
The second color palette features brighter colors that contrast with the previous ones. These are also the colors that enhance the visual identity when the drawn grid overlays another color or photograph. It's important to use these colors cautiously and in small quantities.



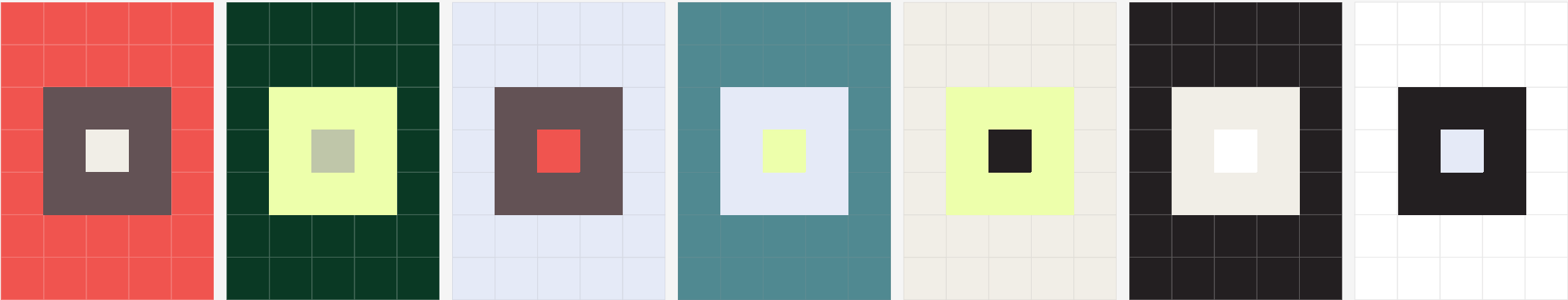
COLOR COMBINATIONS

The diagram below illustrates authorized color pairings for graphic shapes placed on solid background colors. Other combinations can be applied but always considering correct color pairings.

2 COLOR POSSIBLE COMBINATIONS



3 COLOR POSSIBLE COMBINATIONS



ONLINE APPLICATIONS

This is a brief example of how TerraViva's website could be transformed. More contemporary, engaging, and professional, it also boasts visual appeal through a fresh image that allows for playful interplay of shapes and colors with photography and other background hues.

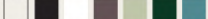
The new typography introduces potential icons for enhancing CTAs and other buttons and links. The presented visual identity also opens the door to a creative space, in line with the concept.



ONLINE APPLICATIONS DRAFT PAGE EXAMPLE


This is an example of applying the visual identity concept to a real creative space. It could be a section on the website where the community can access and transform their ideas into tangible forms, thereby contributing to the strength of the concept – a living land, the urban mycelium.

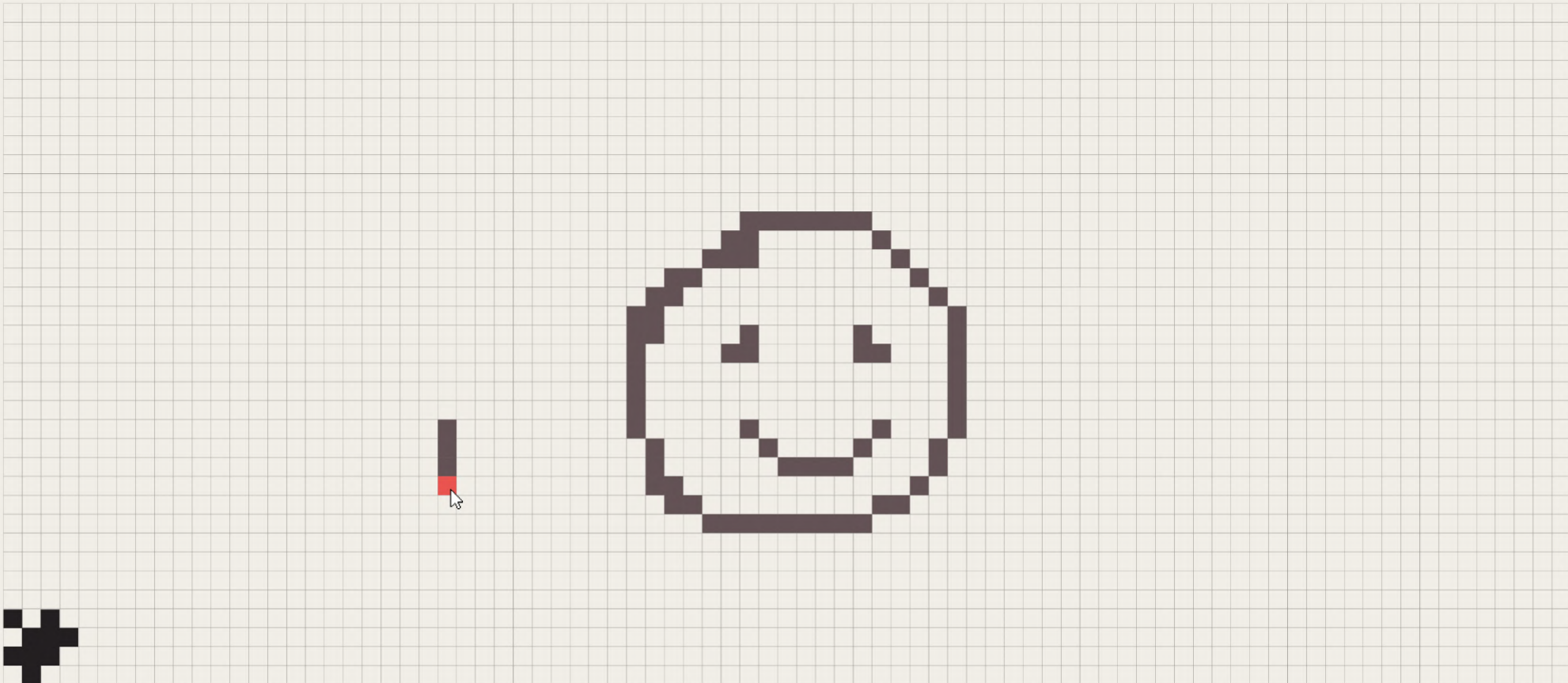
GRID SIZE 

BACKGROUND COLOR 

UPLOAD BACKGROUND

DOWNLOAD DRAFT

START OVER EXIT DRAFT 





 terraviva