

Terraviva competitions

LOGO REDESIGN

SEE FROM ABOVE

The bird's-eye perspective, often referred to as observing from above, plays a pivotal role in the fields of urban planning, urban revitalization, and the development of projects with a strong emphasis on sustainability and urban resilience.

Within the context of Terraviva competitions, this perspective holds a central position as it embodies the capability to gain profound insights into the issues at hand, offering a comprehensive and **strategic overview** of the challenges and opportunities that lie ahead.

This bird's-eye view serves as a crucial element in **connecting** professionals engaged in Terraviva endeavors on a global scale. It stands as a fundamental prerequisite for professionals hailing from diverse disciplines who partake in such competitions.

The analysis from an elevated vantage point provides a holistic vision of the terrain, including the

layout of services, green spaces, infrastructure, and the **distribution of demographics.**

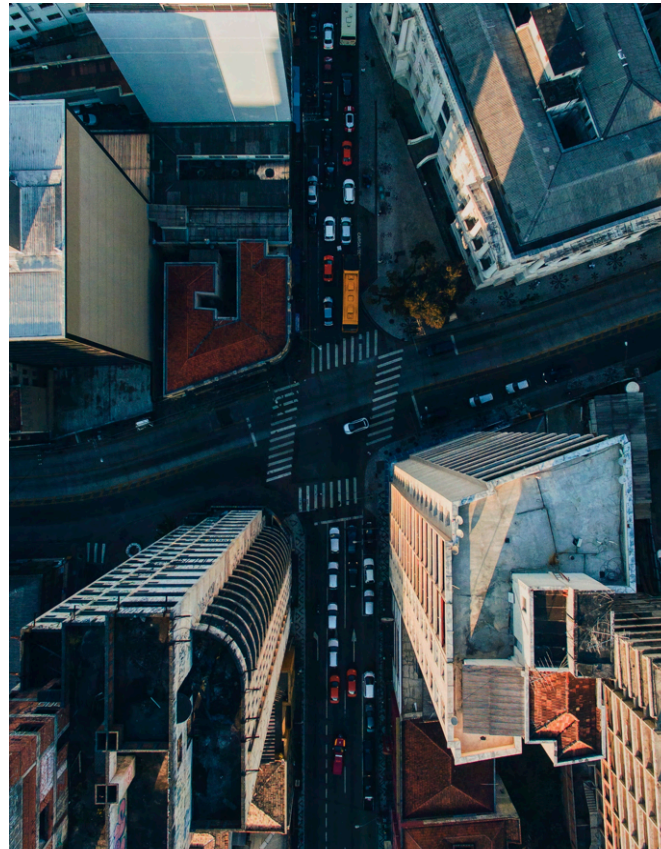
This approach is vital for **pinpointing** areas of significance and potential within cities, while simultaneously addressing the **needs of communities** by fostering the creation of **accessible** and **sustainable** spaces.

In summary, the act of 'seeing from above' is the **essential** component of informed urban design that is geared towards a future characterized by sustainability and **resilience.**

- Sustainable environment
- Look at the population
- Overview
- Urban Resilience
- Community
- Internationality

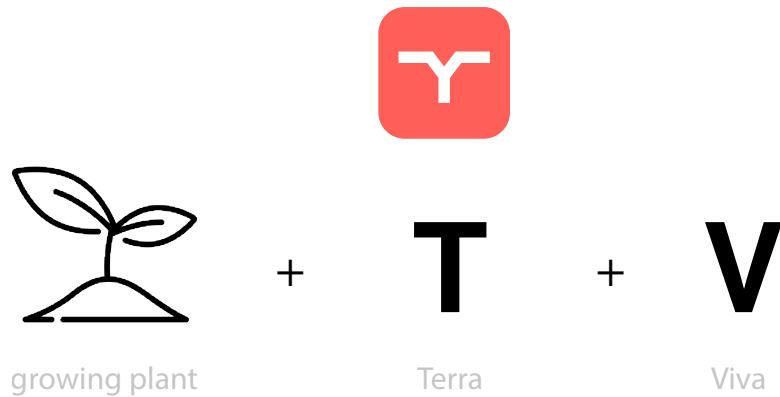
Moodboard

"Seeing from above" is a fundamental perspective for urban planning and the creation of human-centered cities, promoting sustainability and resilience. Furthermore, it brings together professionals from various disciplines into a shared vision of urban development.

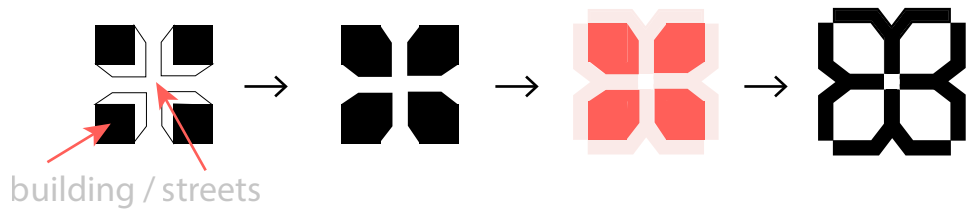


Pictogram Explanation

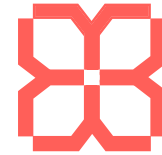
The pictogram is geometric and fits the profession of an architect perfectly. Additionally, it is compact, making it easily recognizable, legible, and universal, as the final symbol can be identified anywhere. Moreover, by taking the initial shape of the "T," it is possible to create design objects, such as benches, and the same applies to the final shape. These objects can be used outside of exhibitions or to create temporary installations within the city.



As a symbol of **sustainability** and **urban renewal**, the pictogram is created by combining four of these elements, which geometrically resemble a sprout that blends with the letter "T" of "terra" and the letter "V" of "Viva."

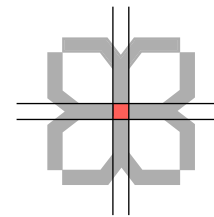


Furthermore, this pictogram alludes to the concept of "**seeing from above**" previously explained. Within the outer outline, you can identify four empty spaces that, when stylized, resemble a **floor plan**. Finally, these elements will be used subsequently as patterns to **reinforce** this concept throughout the entire visual identity of Terraviva.



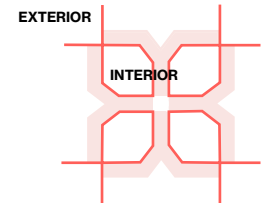
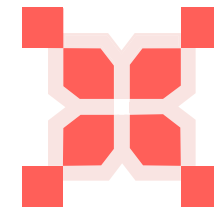
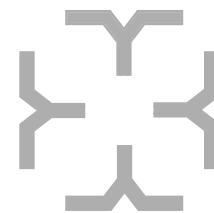
SUSTAINABILITY

In the current context, it is essential for companies to **communicate clearly** that sustainability is one of their main pillars. To this end, the pictogram will represent a **floral symbol** that symbolizes sustainability.



(GLOBAL) MEETING POINT CONNECTION NODE

Terraviva is a **global meeting point** for architects and designers who share a common goal. And, as stated in urban planning, a "**connection node**" can serve as a junction point between different networks.



If we examine all the categories in which Terraviva operates, we can divide them into two broad groups: "**INTERIOR**" (interior design, adaptive reuse) and "**EXTERIOR**" (urban planning, landscape design, adaptive reuse, public space transformation). By combining the four "T's," everything is synthesized into the final shape where **closed spaces** (interiors) and **open spaces** (exteriors) are created.

PayOff & Claim

Il payoff delves into what "Terraviva" is about.

The claim, emphasizes the company's commitment to giving a **new life to urban areas** through **design** and **planning** by all those who work and collaborate with the startup.

PayOff

TERRAVIVA
COMPETITIONS

Claim

REVIVAL THROUGH DESIGN

Logo Versions

The logo can be used in four different versions, each of which has been designed so that the typographic character is closely **related** and **consistent** with the pictogram. This allows the logo to be **independent** and **recognizable** even without the accompaniment of the pictogram, and vice versa.

01 PRIMARY VERSION



02



05



03



06



04

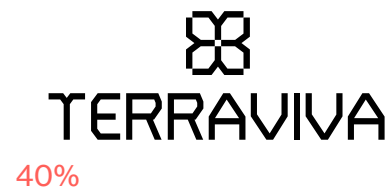
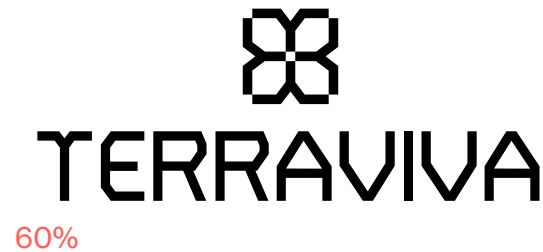
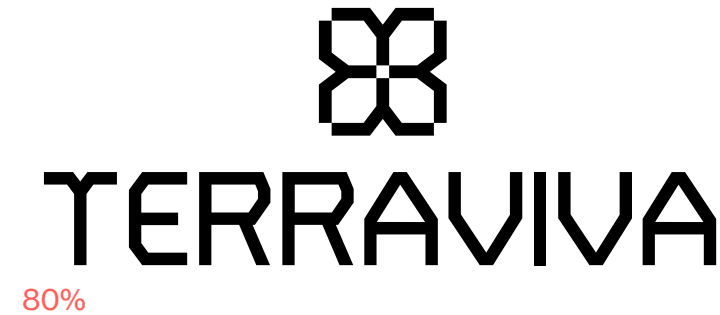
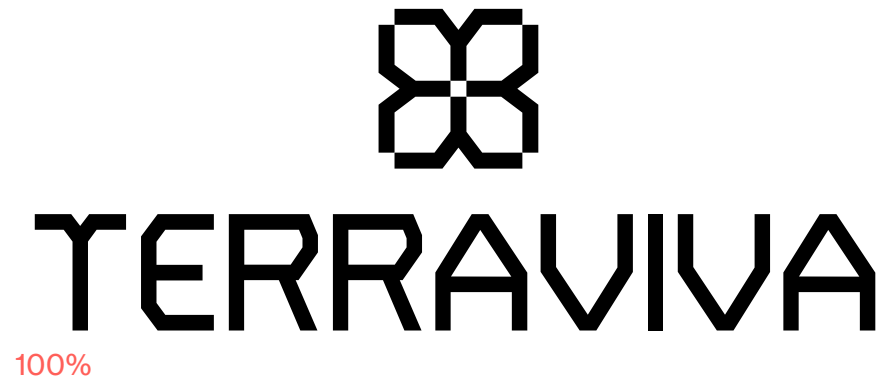


07



Scaling

The logo is **perfectly legible** even at reduced sizes, specifically down to L:2.2cm x H:0.94cm. Below this size, it is recommended to use the logo or the pictogram **individually** to ensure maximum legibility even at ultra-small dimensions. The logo with the addition of the PayOff, on the other hand, can be used with up to 60% reduction.



Type

For the logo, the "Turret Road" ExtraBold font has been selected, which is an appropriate choice for a pictogram due to its **distinctive** and **squared shapes**, perfectly aligning with Terraviva's image as an **innovative** and **modern startup**, infusing **freshness** and modernity into the brand. As a secondary typographic character, "Neue Haas Grotesk Display" Roman has been chosen,

a **contemporary font** with both squared and soft lines. This choice contributes to creating a modern and adaptable look for the company.

It's important to note that these typographic characters are **free** from copyright restrictions, ensuring freedom of use.

Turret Road

Aa

ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh
 Ii Jj Kk Ll Mm Nn Oo Pp Qq
 Rr Ss Tt Uu Vv Xx Yy Zz
 1234567890 @.%!?

Bold

Aa Bb Cc Dd Ee Ff Gg Hh
 Ii Jj Kk Ll Mm Nn Oo Pp Qq
 Rr Ss Tt Uu Vv Xx Yy Zz
 1234567890 @.%!?

Neue Haas Grotesk Display

Aa

Roman

Aa Bb Cc Dd Ee Ff Gg Hh
 Ii Jj Kk Ll Mm Nn Oo Pp Qq
 Rr Ss Tt Uu Vv Xx Yy Zz
 1234567890 @.%!?

Medium

Aa Bb Cc Dd Ee Ff Gg Hh
 Ii Jj Kk Ll Mm Nn Oo Pp Qq
 Rr Ss Tt Uu Vv Xx Yy Zz
 1234567890 @.%!?

Tone of Voice

Common Professional

Conventional Dynamic

Funny Serious

Respectful Irrelevant

Complex Intuitive

Archaic Fresh

Brand Personality

Creative

The brand personality is **creative**, **youthful**, **energetic**, and **fresh** without losing **professionalism**. This makes Terraviva attractive to those seeking innovation, professionalism, and originality. It helps the brand stand out and create a **positive image** among customers who appreciate creativity and a fresh approach in services or communication.

Knowledgeable

The brand is **well-informed**, **competent**, and **experienced** in the industry it operates in. It suggests that the company has a **deep understanding** of its sector and services, thus conveying a sense of **trust** and expertise, making it reliable, intuitive, and open to learning.

International

The brand is characterized by a broad scope and **global** presence. It suggests that the brand is open to markets and cultures from **around the world** and has a strong international presence and **resonance**.

Innovative e progressive

The brand is oriented towards seeking **new** and **creative** approaches to address human challenges and **needs**. The company and its image are at the forefront, developing innovative services and being **open to change** and evolution. Furthermore, it is **future-oriented**, embracing change and new technologies.

Sustainable

The brand is strongly committed to operating in a **responsible**, **ethical**, and **sustainable** manner. It communicates a focus on **social** and **environmental** responsibility, as well as its dedication to contributing to the long-term **well-being** of the planet and society.

Colors

The chosen color palette is **vibrant**, providing a **fresh** and **innovative** tone. The colors are carefully balanced to create visual harmony and stylistic consistency. Furthermore, this palette has been specifically designed to seamlessly integrate with TerraViva's render style, ensuring visual coherence in the company's image. It is also conceived in a **neutral way**, avoiding gender distinctions between masculine and feminine.

Red-orange

C: 0% M: 75% Y: 54% K: 0%
 R: 25 G: 108 B: 97
 #FF6C61

Green

C: 40% M: 32% Y: 91% K: 17%
 R: 151 G: 141 B: 65
 #978D41

Dark Green

C: 78% M: 53% Y: 77% K: 67%
 R: 39 G: 51 B: 37
 #273325

Cream

C: 0% M: 9% Y: 15% K: 0%
 R: 255 G: 240 B: 222
 #FFF0DE

C: 0% M: 67% Y: 43% K: 0%
 R: 255 G: 129 B: 122
 #FF817A

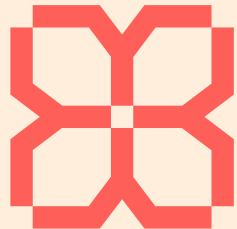
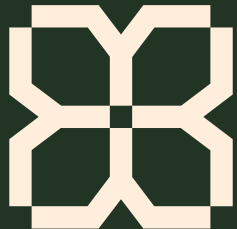
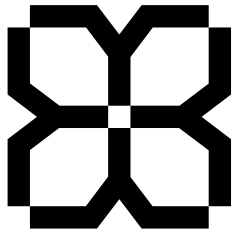
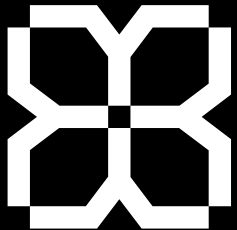
C: 35% M: 26% Y: 74% K: 9%
 R: 170 G: 162 B: 96
 #AAA260

C: 67% M: 46% Y: 63% K: 45%
 R: 74 G: 84 B: 72
 #4A5448

C: 5% M: 17% Y: 23% K: 0%
 R: 239 G: 219 B: 201
 #EFD9C9

Use of Color

Terraviva



Custom icons

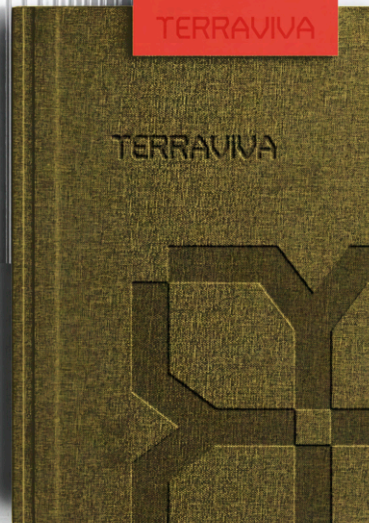
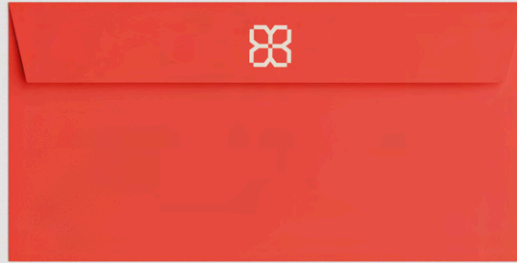
The pictograms of the two extensions of Terraviva are derived from the use of the **interior spaces** of the main logo pictogram, creating a visual connection with the Terraviva logo. On the other hand, the icons are generated through the decomposition of the main logo.

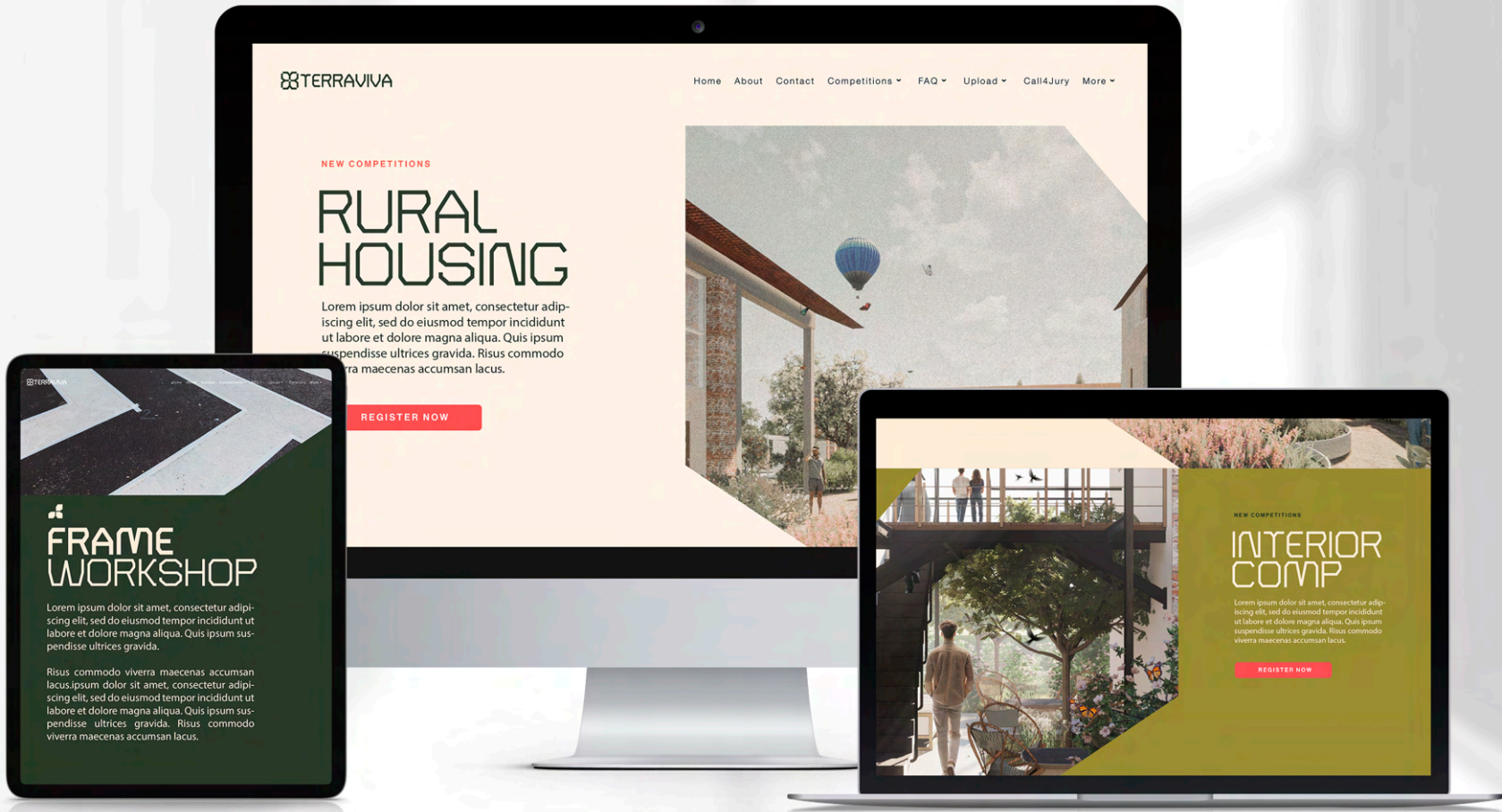


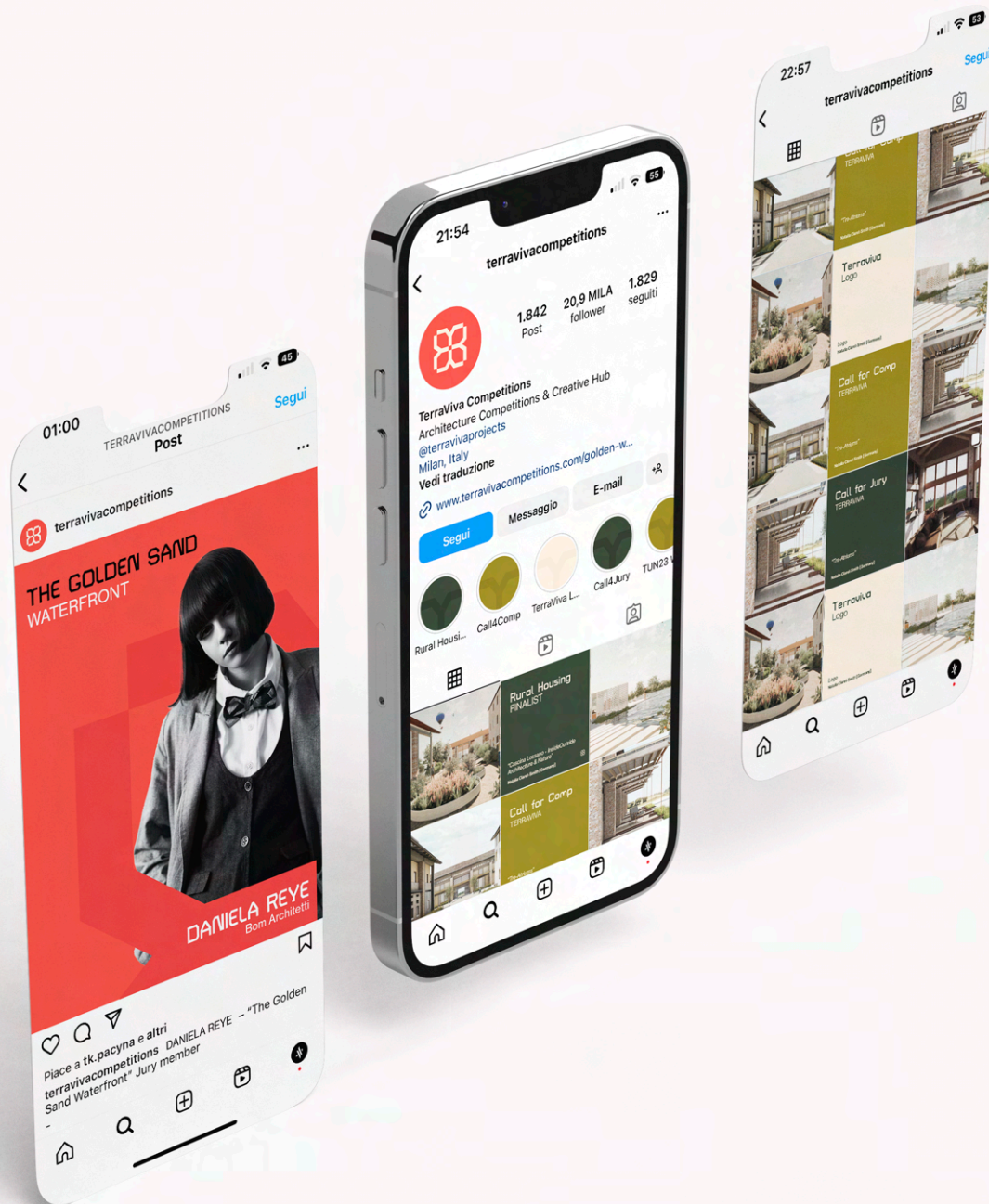
The pictogram used to represent the Terraviva Workshop extension features a distinctive characteristic: an opening in the upper left part, symbolizing the openness to **acquiring** new skills and experiences. This graphic element reflects the commitment of Terraviva Workshop to embracing new **learning** and **growth opportunities**.



This pictogram is composed of four elements facing upwards, which symbolize the **aspiration** and **ambition** to reach new levels of knowledge, experience, or creativity through exposure to exhibitions. This suggests that exhibitions are an opportunity for **growth** and **enrichment**.







@terravivacompetitions

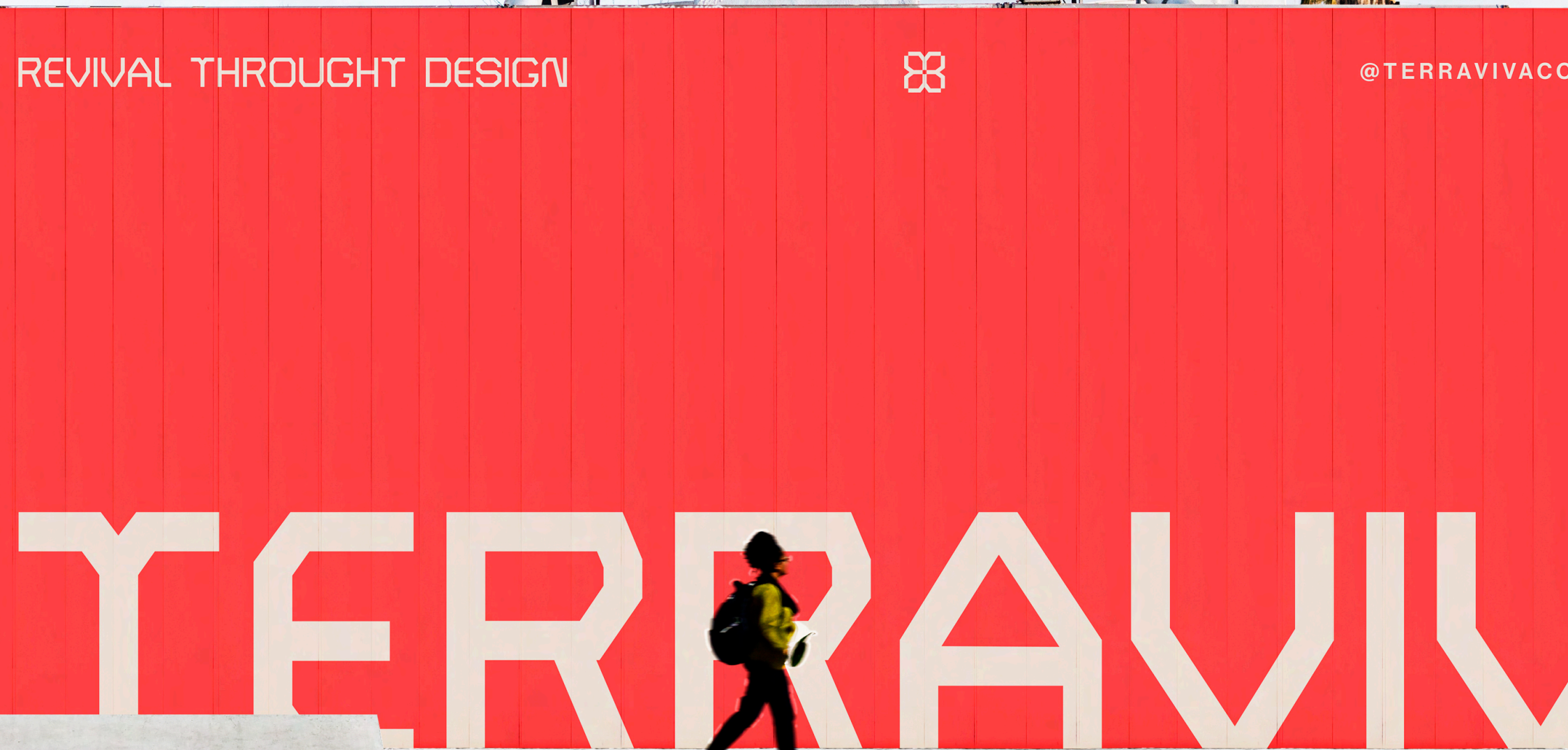


@terravivaprojects

Terraviva's Instagram profile adopts the new colors of the company, highlighting the red-orange present in the logo and using related undertones throughout the profile. Projects are organized so that each one occupies a row composed of **three consecutive posts**. In the central post, there is a colored **cover** with elements representative of the respective project. This approach allows for showcasing sketches, concepts, and layouts in the central posts, while the two side posts are intended to contain all the relevant images.

Each concept post is linked to the color associated with the **highlighted folder**. This design aims to improve **organization**, as users can **easily find** all the posts related to a particular project by looking for concept posts of the same color.

This approach promotes **cleanliness, clarity**, and a **professional image** for the profile and for Terraviva as a whole.

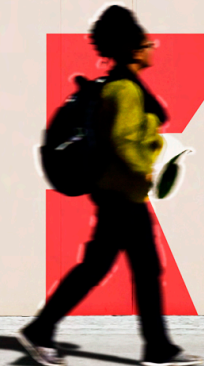


REVIVAL THROUGH DESIGN



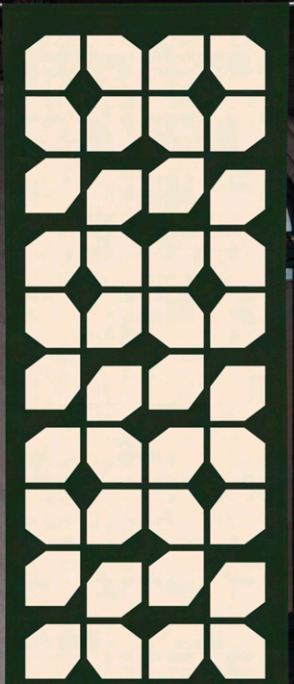
@TERRAVIVACO

TERRAVIVA




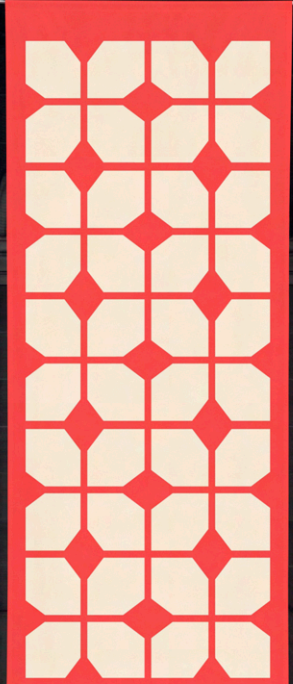
Flags Banner

Terraviva




TERRAVIVA
WORKSHOPS

 Team: Zhenzong Song, Sheng Guo, Baiyuan Fu, Yicheng Ren (China) RURAL HOUSING




TERRAVIVA
REVIVAL THROUGH DESIGN

 "Tre-Altium"
Team: Zhenzong Song, Sheng Guo, Baiyuan Fu, Yicheng Ren (China) RURAL HOUSING



TERRAVIVA
EXHIBITIONS

 Team: Zhenzong Song, Sheng Guo, Baiyuan Fu, Yicheng Ren (China) RURAL HOUSING

Applications



Terraviva



Gadget



Terraviva



Workshops Kit (or possible gadget)



* This thermos is not only an excellent sustainable solution but could also be a great idea for architects who find themselves working in very low or high temperatures throughout the year.

