

TEARRRA  
VIVAA  
C O M P E T I T I O N

# Concept

For this competition i have made this original logo for your company taking into account everything company is trying to communicate for example the adaptability and diversification.

The difference with the current identity is substantial, because it gives a lot of space to texts and forms that play with images creating a whole with information, everything wrapped up in the choice of fonts and the color palette that recall the colors soft and natural.

There is always a base logo which can be used for more formal uses where as the others that have variable spacing in the letters can be used for more occasions, such as for advertising or communications.

Thanks to the architecture of buildings i thought of this characteristic, which is all structures are different from each other so why not create a logo that can adapt to any structure?.

The concept is based on some key words which are: versatility and scalability, creativity and essentiality, elegance and universal communication.

Therefore communication takes place in a very clean and essential way so as not to distract attention from the actual information and always be distinguished by the contrast created by the chosen colors and the diversification of the fonts.

TEARRRA  
VIVAA  
C O M P E T I T I O N

TEARRRA  
VIVAA  
C O M P E T I T I O N

TEARRRA  
VIVAA  
C O M P E T I T I O N

TEARRRA  
VIVAA  
C O M P E T I T I O N

TEARRRA  
VIVAA  
C O M P E T I T I O N

TEARRRA  
VIVAA  
C O M P E T I T I O N

# Orientation and dimensions



TERRA  
VIVA  
C O M P E T I T I O N



TER  
RA  
VI  
VA  
C  
O  
M  
P  
E  
T  
I  
T  
I  
O  
N



TERRA  
VIVA  
C O M P E T I T I O N

5cm



TERRA  
VIVA

3cm

TRV

1,5cm

## Fonts used

**Butler** (Titles and subtitles)

Abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham (Informative texts)

Abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Code Hex  
406553

Code Hex  
E87F5A

Code Hex  
F6EFD7

Code Hex  
3F3534

# TERRA

# VIVA



TERRA

VIVA

Mario Rossi  
Terraviva Manager

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

Mario Rossi  
Terraviva Manager

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Mario Rossi  
Terraviva Manager

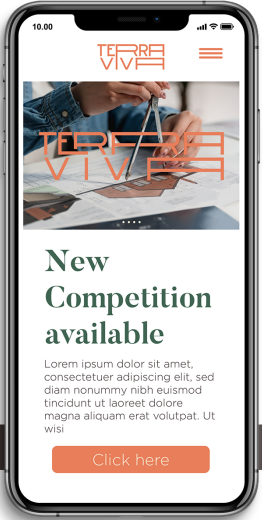
Lorem ipsum dolor sit amet, consectetur adipiscing elit

Mario Rossi  
Terraviva Manager

Lorem ipsum dolor sit amet, consectetur adipiscing elit

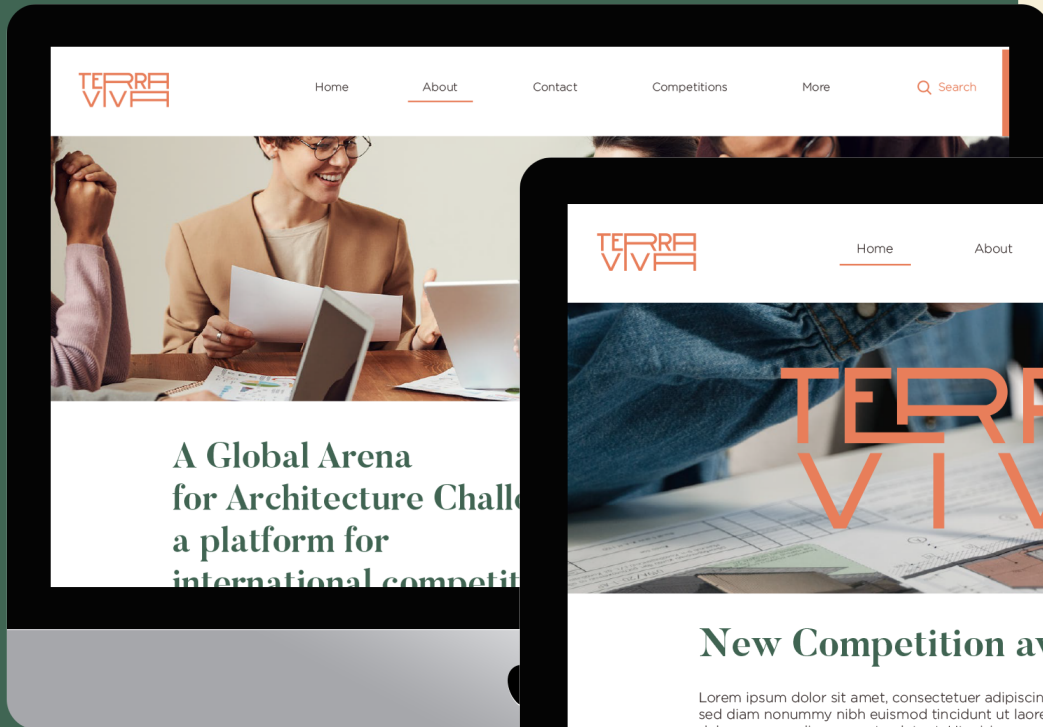
Mario Rossi  
Terraviva Manager

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

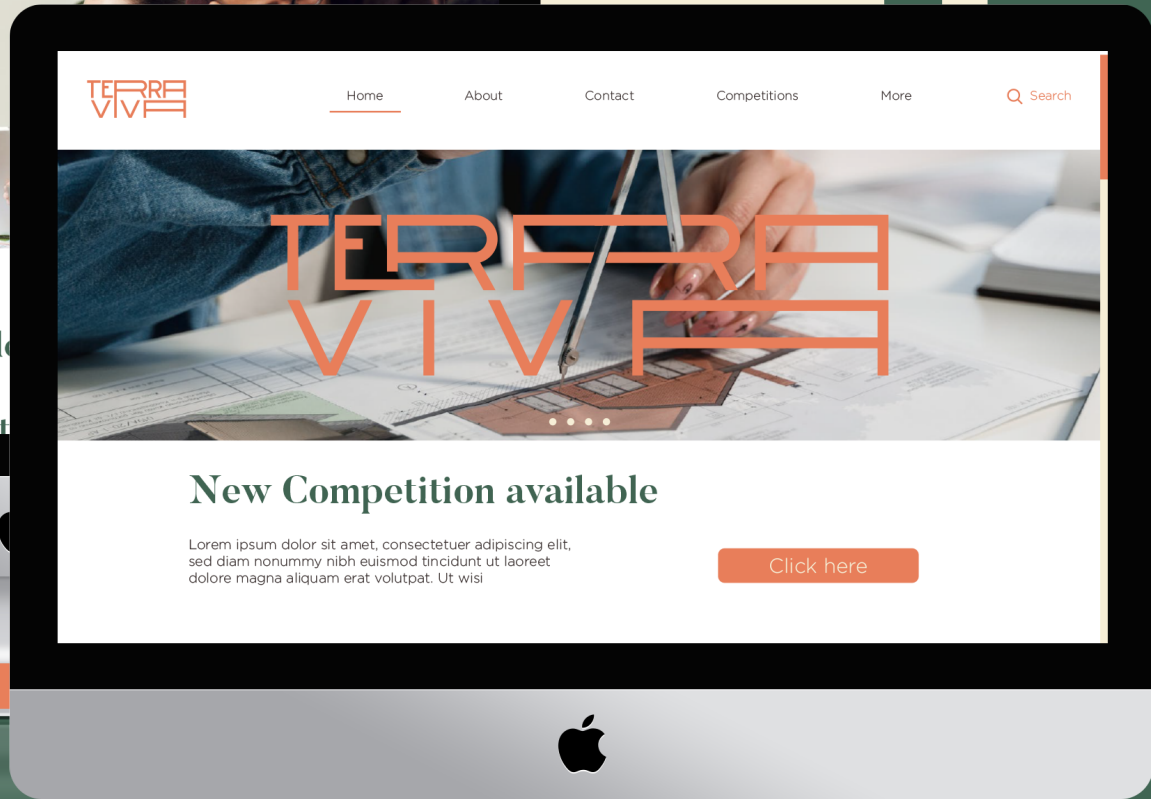




# TERRA



# FEAR



# ARRA

# FEEL THE PULSE

The  
competition  
what you  
need.

For  
information  
SCAN HERE



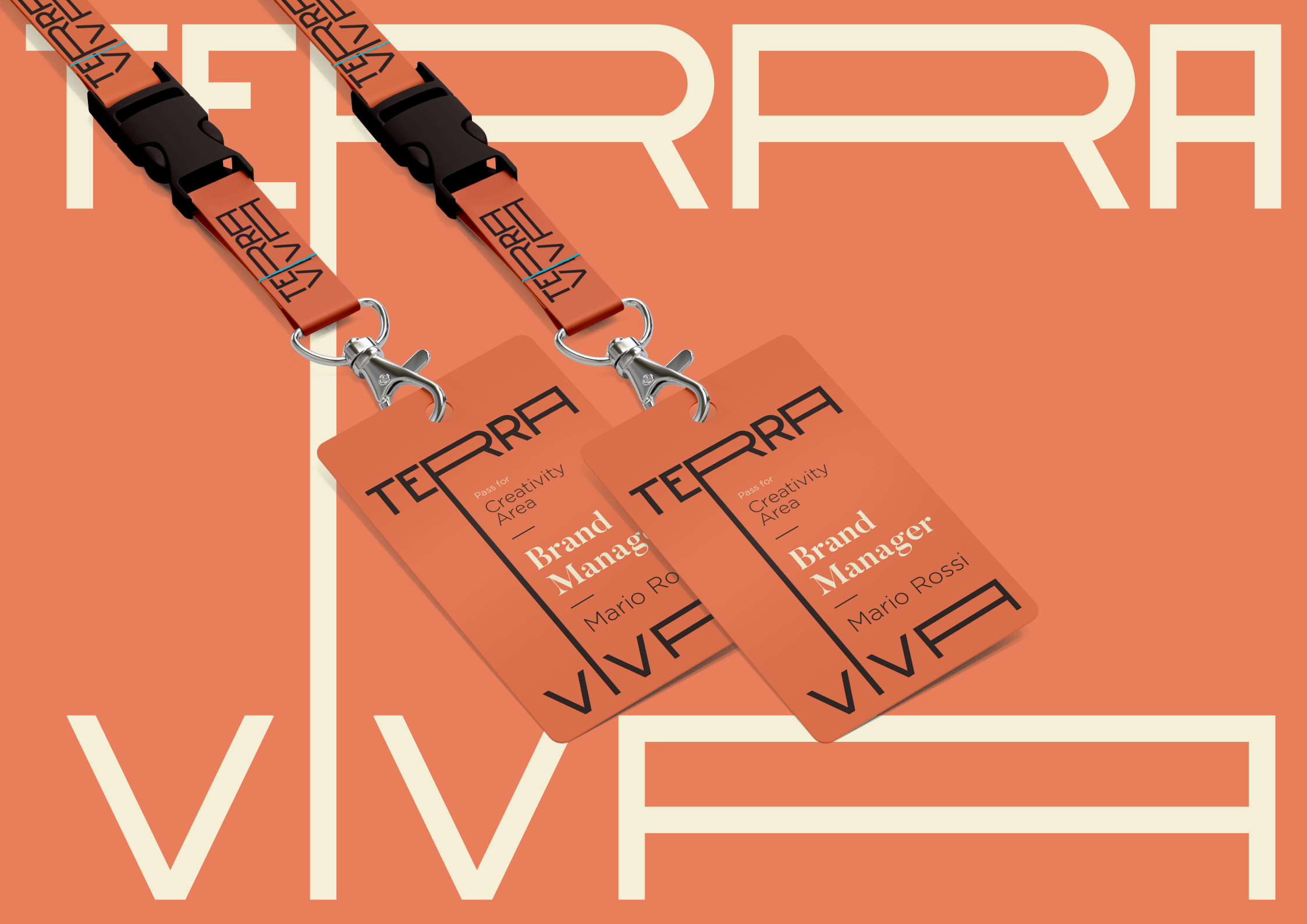
Piano/Plan

02



Creativity  
Area





TERRA

VIVA

TERRA

Pass for Creativity Area

Brand Manager

Mario Rossi

VIVA

Thanks  
for watching

TERRA  
VIVA