

51333

TERRAVIVA

**LOGO
COMPETITION**



First thoughts



Within my proposal, I have chosen to **preserve the iconic tree** as a symbol of growth and rejuvenation. This decision did not emerge in isolation; rather, it was nurtured by a profound reflection on the significance of the previous logo, which prominently featured a tree. The symbolism in the previous logo became the fertile soil from which my creative process sprouted.

It was evident that this symbolism was deeply intertwined with Terraviva Competition's **identity**, a root from which its unique character grew. Therefore, I made a deliberate and inspired choice to continue this legacy by conserving this symbolic tree in my design.

GENESIS

It is essential to note that I have introduced a profound transformation, the tree now undergoes a remarkable metamorphosis.

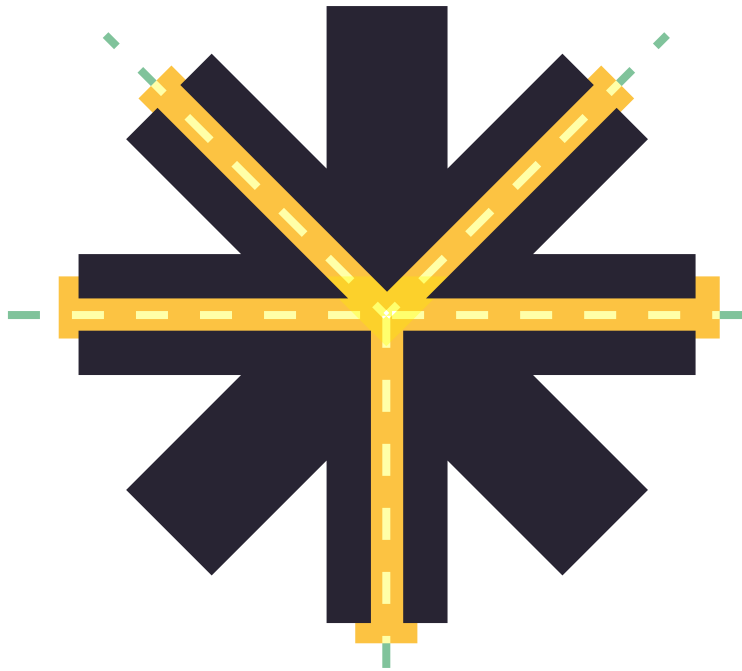
I chose to represent the tree in its view from above, stylizing it to become an **asteric**, recalling in a certain way an architectural plan view.

In addition to this, I wanted the **letters T and V** to be present so that the monogram TerraViva is also present in the logo. I wanted the link between the logo and the name of TerraViva to remain inseparable.





The logo is therefore generated by the **overlap and intersection** of these figures that reveal a unique and recognizable shape. The same shapes that make up the asterisk are now stylized T's and V's. This intricate design serves as a symbol of the global reach of Terraviva Competition and reflects its primary mission to support innovation in the fields of architecture and urban planning while also somehow remembering the shapes.





TERRAVIVA
c o m p e t i t i o n s



The LOGO

Curiously, the letters T and V that give life to the logo take the form of converging arrows. This design element beautifully symbolizes the **multidisciplinary nature of your mission and the synergy of different ideas that converge towards a shared goal**. It is the embodiment of your commitment to promoting dialogues on urban and architectural issues through innovative and unconventional competitions.

The logo's design is a testament to the principles of simplicity and impact. It is meticulously crafted to be instantly recognizable, whether in grandeur or miniature, ensuring a resounding visual presence across all platforms.

Moreover, it boasts remarkable versatility, capable of being artfully combined to create captivating textures, offering **endless creative possibilities**.

The logo proposal is more than just a design; it encapsulates the very essence of Terraviva Competition. This emblem represents the global vision, multidisciplinary, and the unifying mission at the heart of your vibrant community of designers who ardently share your commitment to sustainability in architecture.

The proposal has been designed to capture the essence of Terraviva Competition and represent your mission. This design embodies your global vision, multidisciplinary, and unity of purpose within the community of designers who share your values of sustainability in architecture.

This has also determined the palette of the logo that develop in shades of green to symbolize sustainability and collaboration. An orange tone instead recalls the spark, the idea that can generate a great change.

Regarding the **character**, the choice was first determined by the fact that this could be clearly distinguishable at any size, in order to better satisfy every need. The choice therefore fell on a pair of fonts, both free to commercial use, **BEBAS REGULAR** by Ryoichi Tsunekawa for "terraviva" and **ANTONIO** by Vernon Adams for "competitions". Sans serif condensed fonts that show slender and very clear in reading.

These fonts have been slightly adapted to better match the logo with shapes and sizes and to give maximum readability. This choice therefore places logo and writing in **organic** non-contrast juxtaposition.

FONT

BEBAS REGULAR

[by Ryoichi Tsunekawa]

Antonio

[by Vernon Adams]

BLUE

282433

HEX

40 36 51

RGB

83 78 50 63

CMYK

GREEN

80C39B

HEX

128 195 155

RGB

54 0 49 0

CMYK

LIGHT GREEN

CDE1B3

HEX

205 225 179

RGB

25 0 38 0

CMYK

ORANGE

FCC342

HEX

252 195 66

RGB

0 26 81 0

CMYK





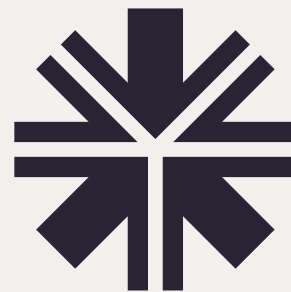
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**VERSATILITY,
CREATIVITY,
IMAGINATION.**

In Conclusion, our new logo offers a fresh and distinctive representation of Terraviva Competition, channeling your identity and mission into a symbol that strikes a harmonious balance between boldness and refinement. It is a visual embodiment of your dedication to innovation, sustainability, and multidisciplinary collaboration.





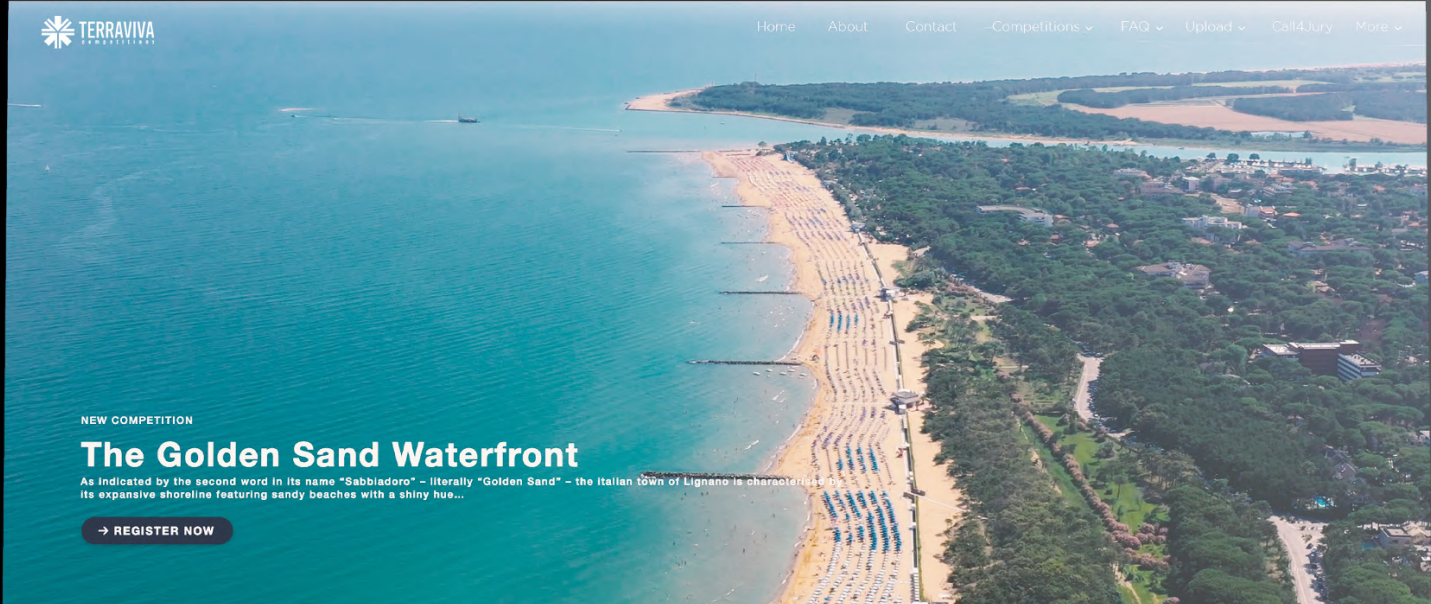
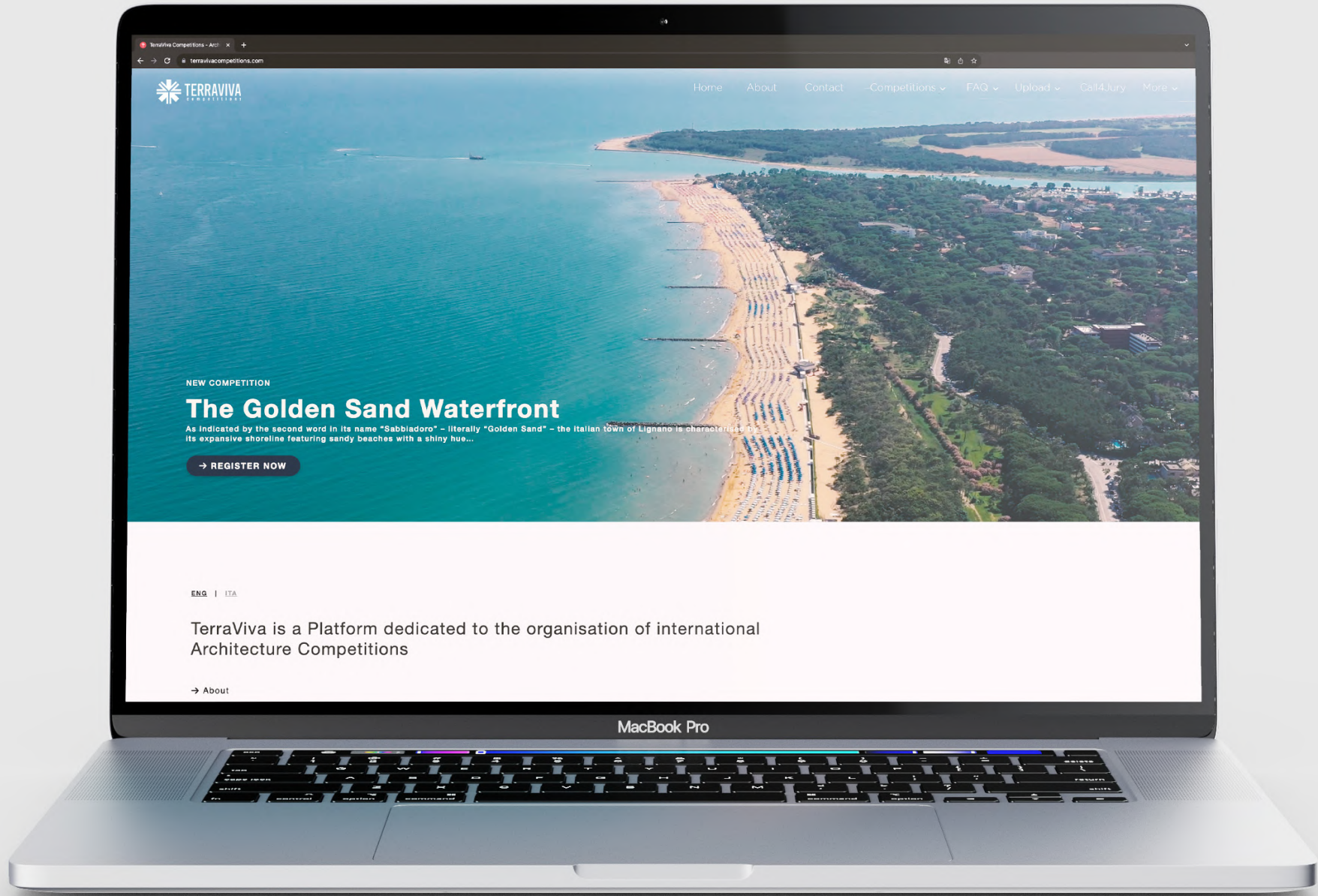
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NEW COMPETITION

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TerraViva is a Platform dedicated to the organisation of international Architecture Competitions

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Thank you for your attention.

