

# TERRAVIVA

brand book

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- minimum dimensions
- official typography
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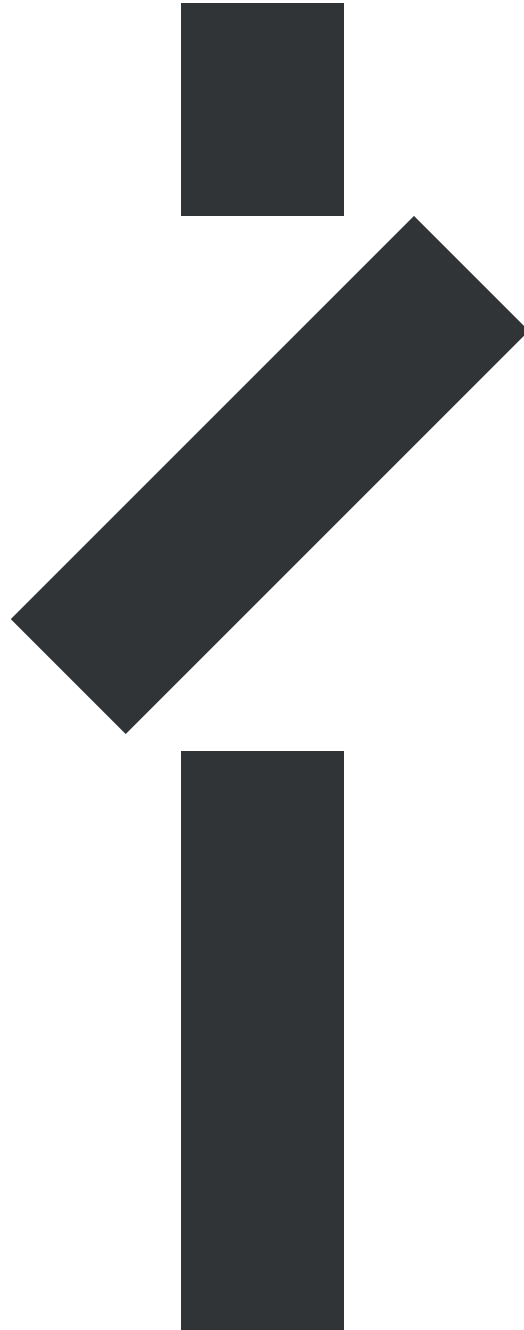
misuse of  
the logo

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logo application

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presentation

# 01

## presentation

TERRAVIVA

### brief

The exhilarating challenge of crafting the logo for the innovative startup TerraViva commenced with a meticulous briefing process. Embarking on this design journey, we were guided by a comprehensive set of insights provided by the TerraViva founding team. This detailed briefing delved into the company's roots and values, outlining its vision, mission, and the distinctive qualities that set them apart in the business landscape.

### development

As the design concept took shape, the development phase unfolded seamlessly. Iterative discussions and feedback loops with the TerraViva team played a important role in refining the logo. Each iteration brought us closer to a visual identity that not only encapsulated the company's values but also resonated with its intended audience.

# 02

usage rules  
logo



TerraViva is a startup that focuses on managing competitions that give the opportunity to new architects and designers to explore new paths. Given this, this new logo emerged in a sense of **freedom, of deconstruction**. In the sense of giving opportunity to new ideas, **new concepts**.

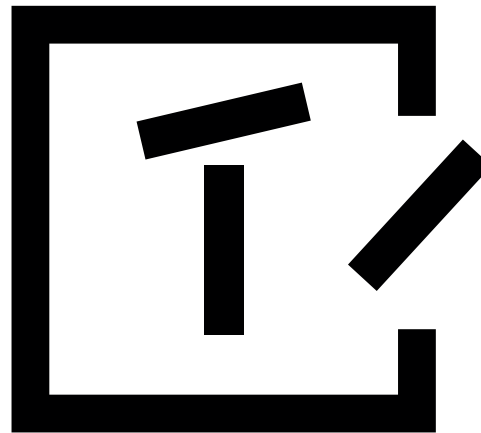
Our logo aims to present a more abstract but at the same time professional solution.

usage rules

# 02

usage rules  
components

TERRAVVA



TERRAVVA

competitions

1. symbol

2. lettering

3. designation

# 02

## usage rules

horizontal version

vertical version

### 1. horizontal version

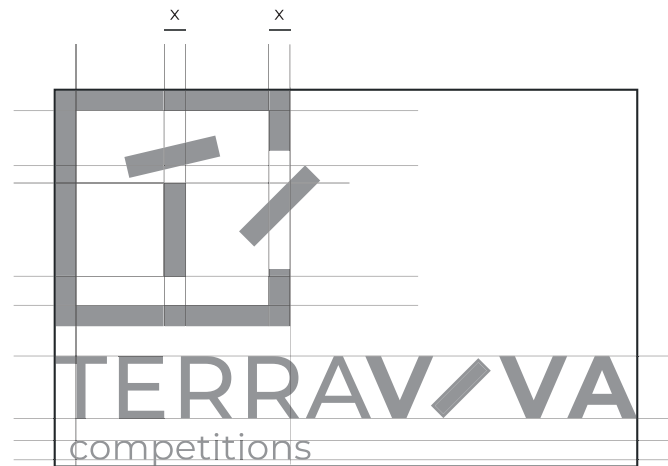


### 2. vertical version



# 02

usage rules  
construction



# 02

## usage rules

### minimum dimensions

To ensure the enduring legibility of our logo, we have defined minimum dimensions. It is crucial to refrain from resizing the logo below these specifications to preserve its visual impact. The initial representation designates a dimension tailored for paper supports, precisely 50mm.

In instances of reproduction with lower definition, it becomes imperative to opt for larger dimensions than initially indicated. When the logo is used in dimensions smaller than the recommended 55mm, it transforms into a representation solely comprised of the logo symbol. This intentional simplification enhances legibility.





# 02

## usage rules official typography

# TERRAVVA

competitions

## Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&\*?

Montserrat **Bold**  
700

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&\*?

Montserrat **Medium**  
500

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&\*?

Montserrat **Regular**  
400

# 02

usage rules  
positive and  
negative logo



1. negative logo



1. positive logo

colors

03

colors  
official color

CMYK 31 35 47 16

RGB 149 134 117

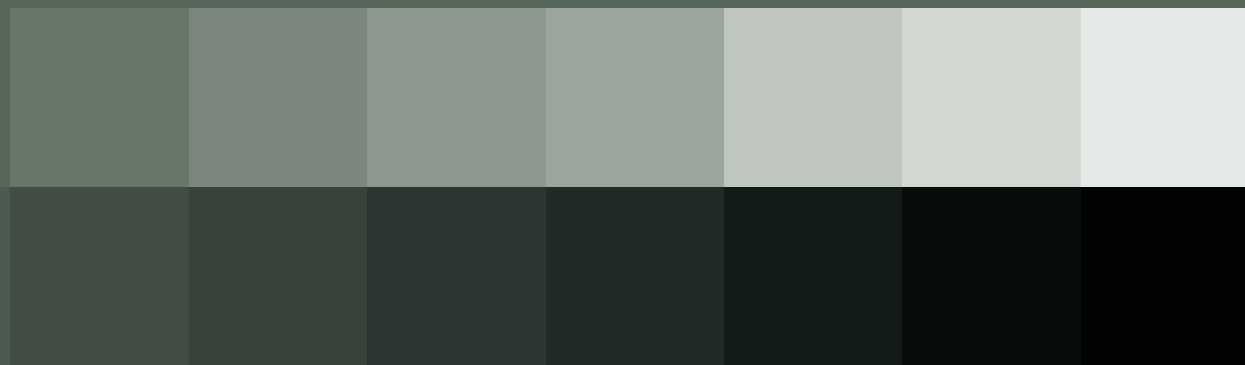
Pantone 4270C

HEX #958675

TERRAVVA



TERRAVVA  
competitions



colors

# 03

## colors

color usage  
guidelines



TERRAVVA



colors

# 03

colors

image usage  
guidelines













misuse of  
the logo

# 04

misuse of  
the logo

TERRAVIVA

1. different kerning usage



2. use of outlines



3. logo alteration



4. modification of the official typography



5. modification of the official typography



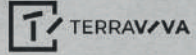


logo application

# 05

logo application





TerraViva S.R.L.  
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20131 Milano MI

terravivacompetitions.com

10.11.2023

Dear Jonh Doe

Lorem ipsum dolor sit amet  
diam nonummy nibh euismod  
magna aliquam erat volutpat  
quis nostrud exerci tation u  
aliquip ex ea commodo con  
dolor in hendrent in vulputat  
illum dolore eu feugiat nulla  
iusto odio dignissim qui bland  
augue duis dolore fe feugiat

Lorem ipsum dolor sit amet  
diam nonummy nibh euismod  
magna aliquam erat volutpat  
quis nostrud exerci tation u  
aliquip ex ea commodo cons

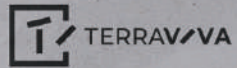
Lorem ipsum dolor sit amet  
diam nonummy nibh euismod  
magna aliquam erat volutpat

Regards

*Doe*

TerraViva S.R.L.

Via V  
terre



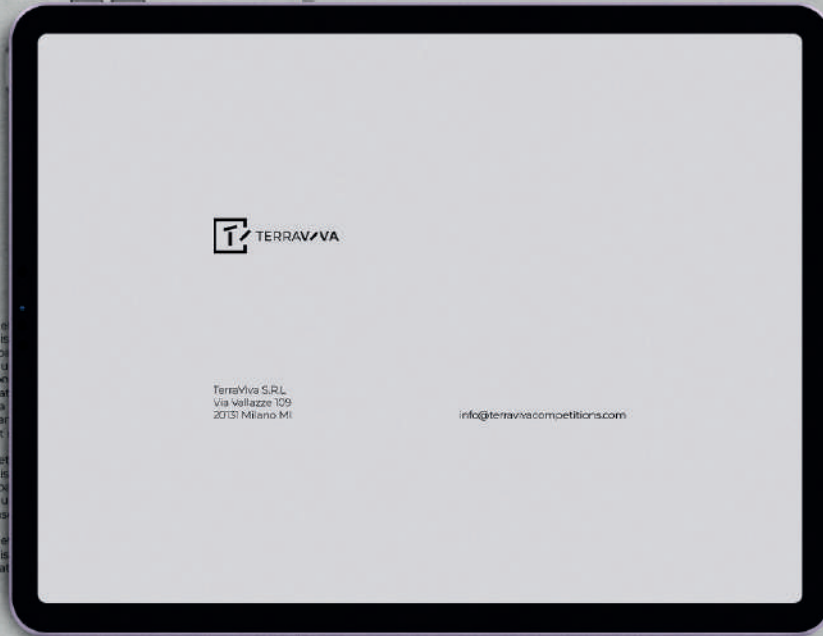
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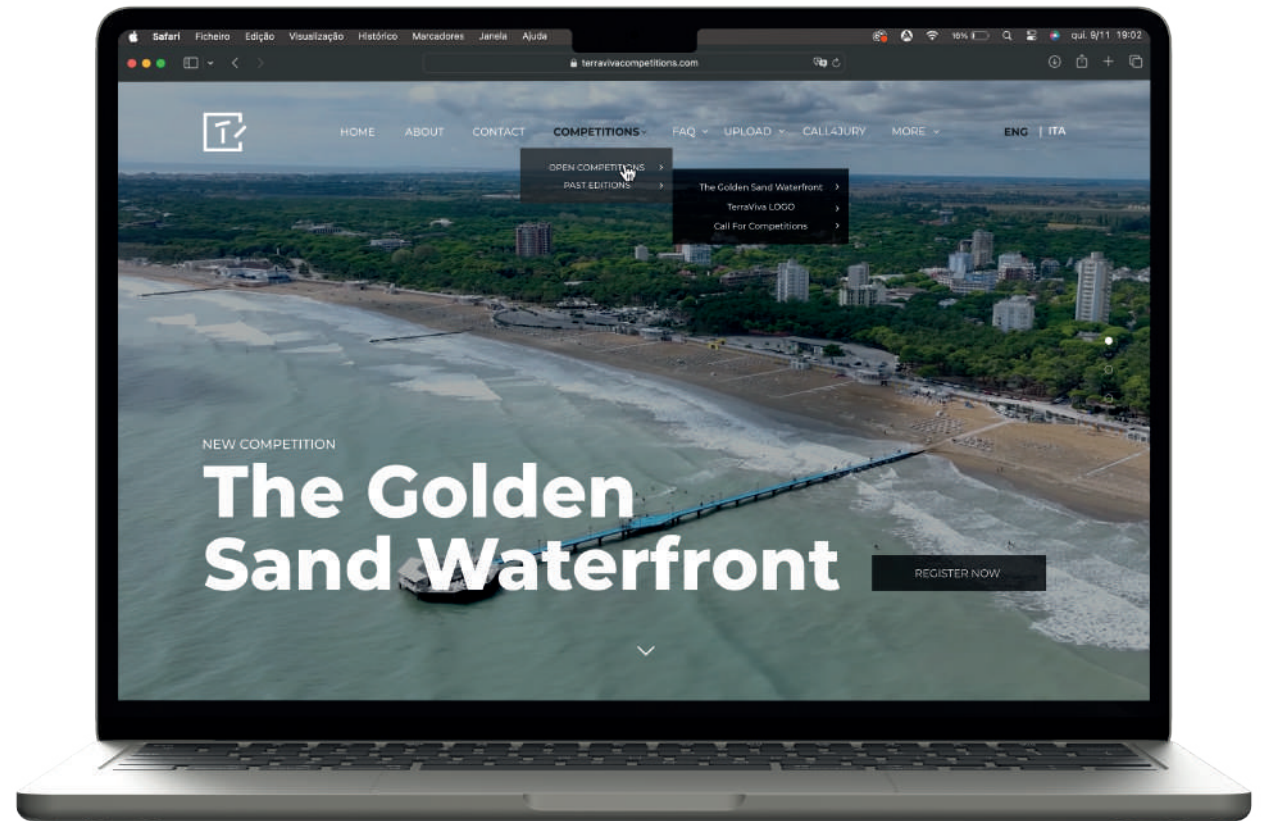


extras

TERRAVIVA

# 06

extras



1. possible adjustments to the website

# TERRAVIVA

brand book

