

TerraViva Logo

**GRAPHIC
COMPETITION**

n° 51529

TABLE *of* content



*click to go directly to the chapter
of your choice



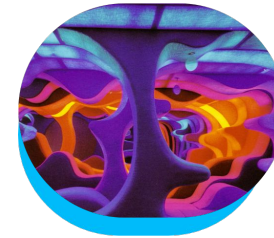
BOLD



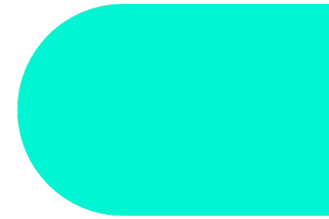
MODULARITY



DYNAMIC



FUN

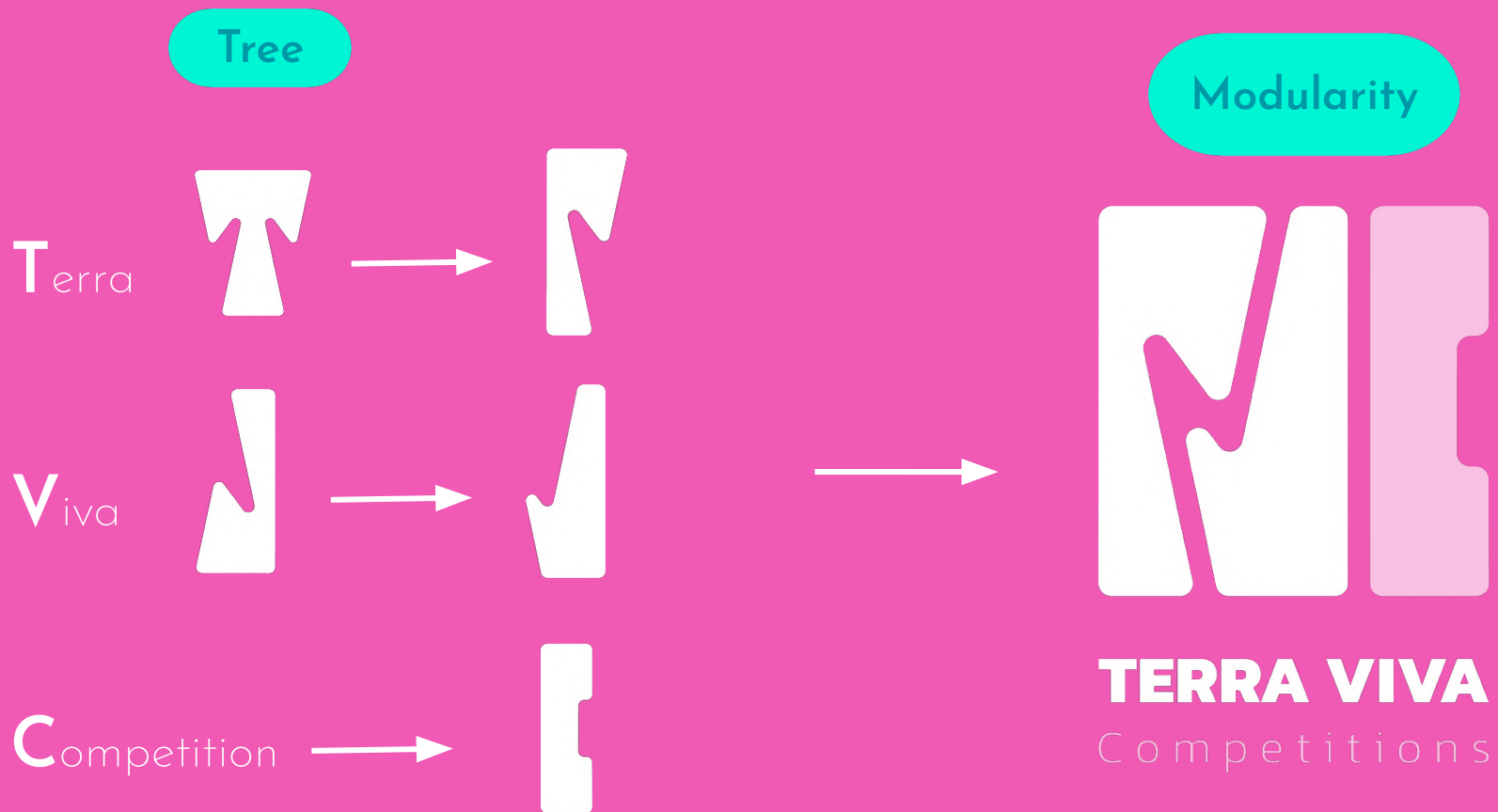


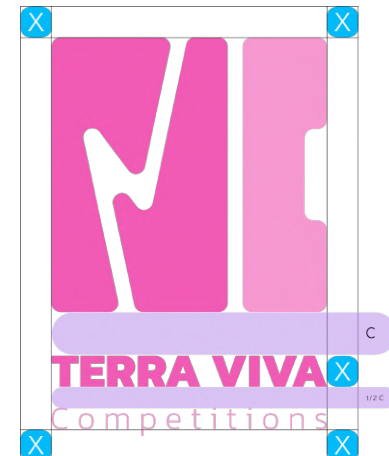
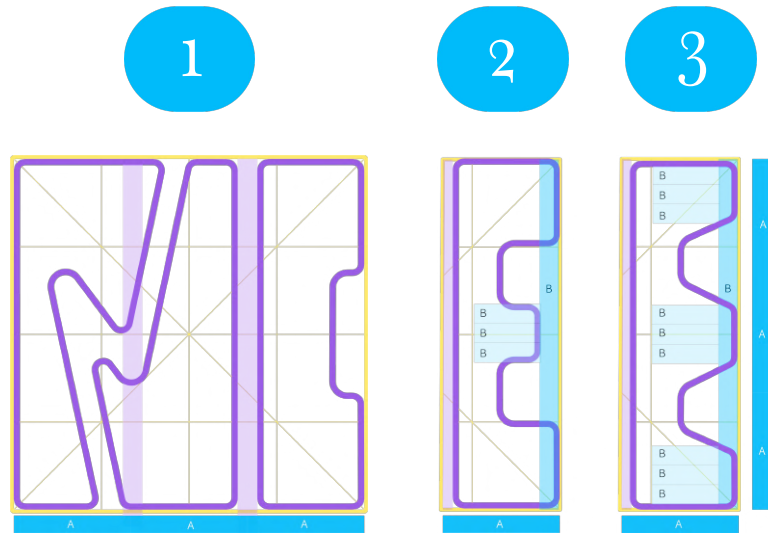
ENVIRONMENT



After reading the brief and conducting thorough research into TerraViva's competitors, we have developed a compelling understanding of the possibilities to which we could aspire. Through the moodboard and the keyword analysis, we successfully aligned the concepts and colors that we had envisioned

Storytelling holds great significance for us. This is why we chose to symbolize our connection with nature through a tree, a concept easily relatable to the public. We've designed a model symbol for our logo: each element is akin, fitting together like a set of building blocks, offering limitless possibilities







The result is a **dynamic** logo in which the last letter is interchangeable, making the logo versatile and suitable for various occasions. Furthermore, the square construction of the symbol makes it very versatile and balanced, allowing for its use both alone and alongside text

KANIT

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W Z

a b c d e f g h i j k l m n
o p q r s t u v w z

1 2 3 4 5 6 7 8 9 0

JOSEFIN

Aa

A B C D E F G H I J K
L M N O P Q R S T U
V W Z

a b c d e f g h i j k l m
n o p q r s t u v w z

1 2 3 4 5 6 7 8 9 0

BASKERVILLE

Aa

A B C D E F G H I J K
L M N O P Q R S T U
V W Z

a b c d e f g h i j k l m n
o p q r s t u v w z

1 2 3 4 5 6 7 8 9 0

Font & colors



After careful font selection to ensure consistency and convey the essence of our logo, we have chosen three main fonts: **Kanit**, **Josephin**, and **Baskerville**.

Kanit: We have selected this sans-serif font for our logo. Its clear legibility and clean design make it ideal for communicating information clearly and efficiently. It has been used in its various variants.

Josefin: A sans-serif font chosen for titles and main texts that require a touch of elegance. Its clarity and cleanliness make it ideal for conveying information clearly and professionally.

Baskerville: This serif font is a revival of Jacob's interpretation of Baskerville's typeface. Jacob's Baskerville is unique in that the roman style closely resembles Baskerville's typefaces, while the italic style is closer to Didot's typefaces. Baskerville was designed by ANRT students in 2017. Its cleanliness and legibility make it ideal for conveying clear information and ensuring a good reading experience. We have used it in all our textual materials, including reports, brochures, and our website.

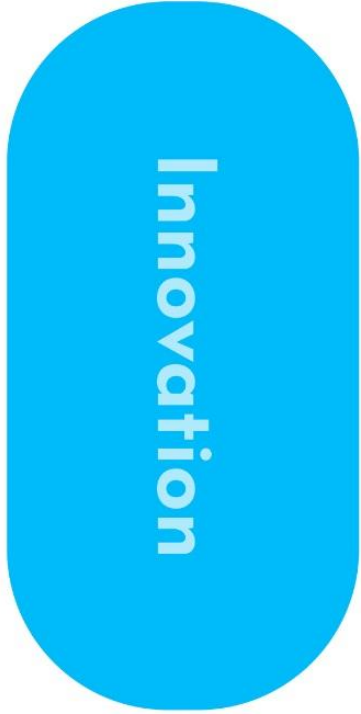
The choice of these three fonts was guided by our mission to communicate professionally and youthfully. Additionally, we have maintained consistency in font size, spacing, and color to ensure a uniform appearance across all our materials

Open font license
(You can use them in your products & projects -
print or digital, commercial or otherwise)

KANIT
Aa

JOSEFIN
Aa

BASKERVILLE
Aa



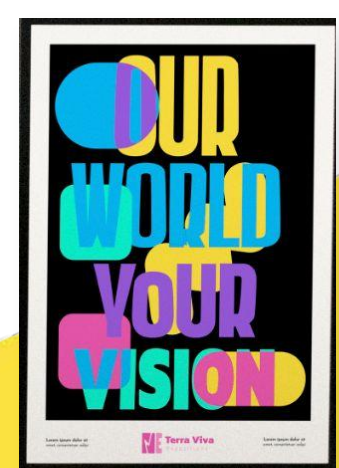
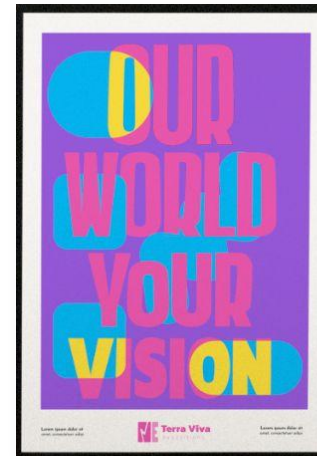
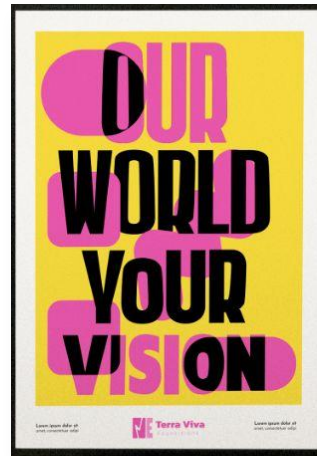
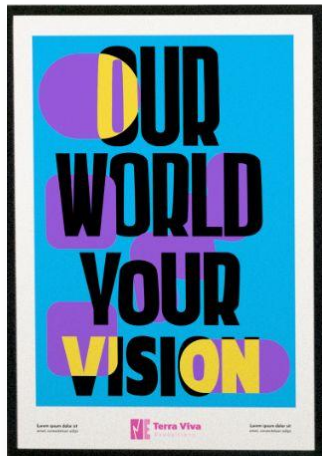
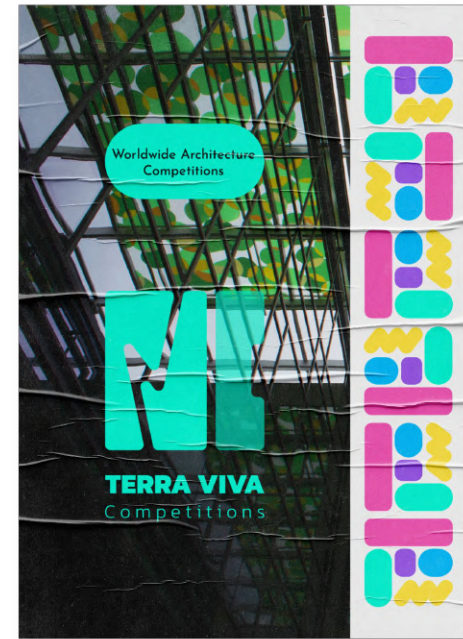
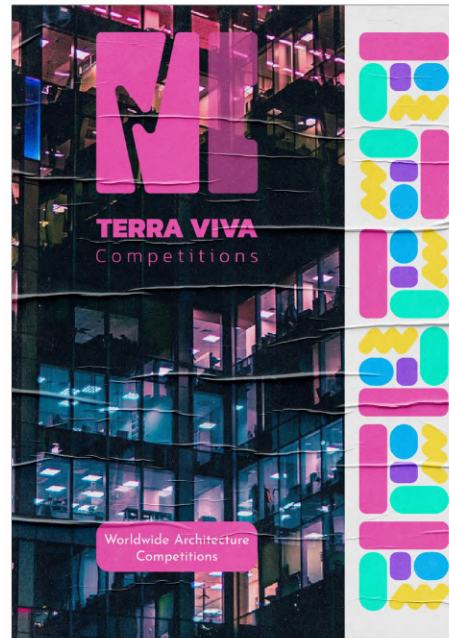
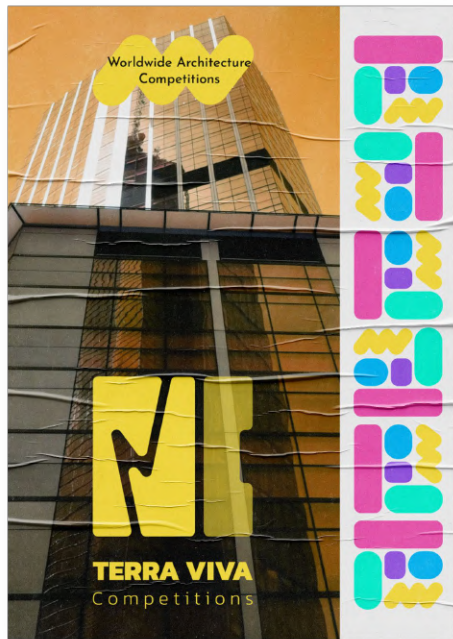
OUR WORLD YOUR VISION







Mockup -
Posters



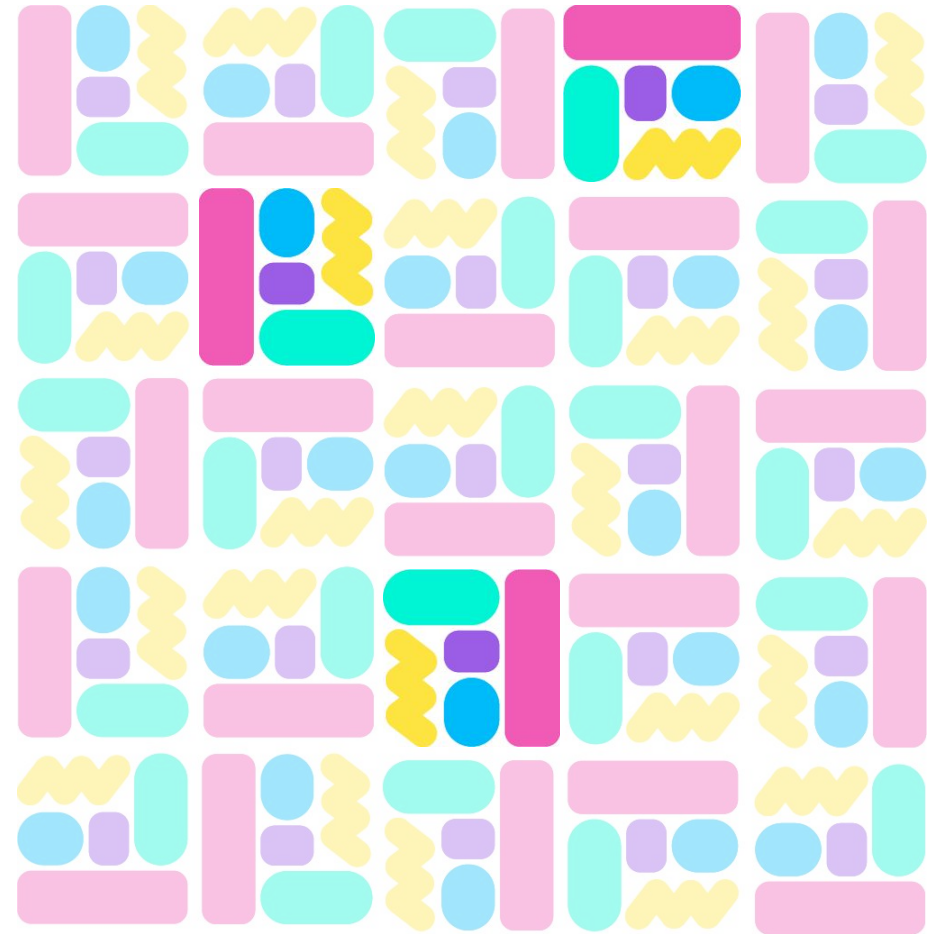
The pattern extends over a square surface, but it can be customized to fit various dimensions and applications.

Description: This graphic pattern presents an explosion of vibrant and dynamic geometric shapes that evoke the modular forms of contemporary architectural stained glass constructions, while simultaneously resembling the patterns of a mosaic. The bold use of colors contributes to making this pattern an ideal choice for projects aiming to capture attention and convey a sense of energy and modernity.

Usage: This graphic pattern has been designed to be used in all phases of communication and wayfinding. To create the pattern, we used a repeated and rotated module, allowing the creation of various variations suitable for different uses.

Style: The pattern offers a bold and contemporary interpretation of geometric shapes, thus, we have created a modern and vibrant design.

Modules/ Pattern

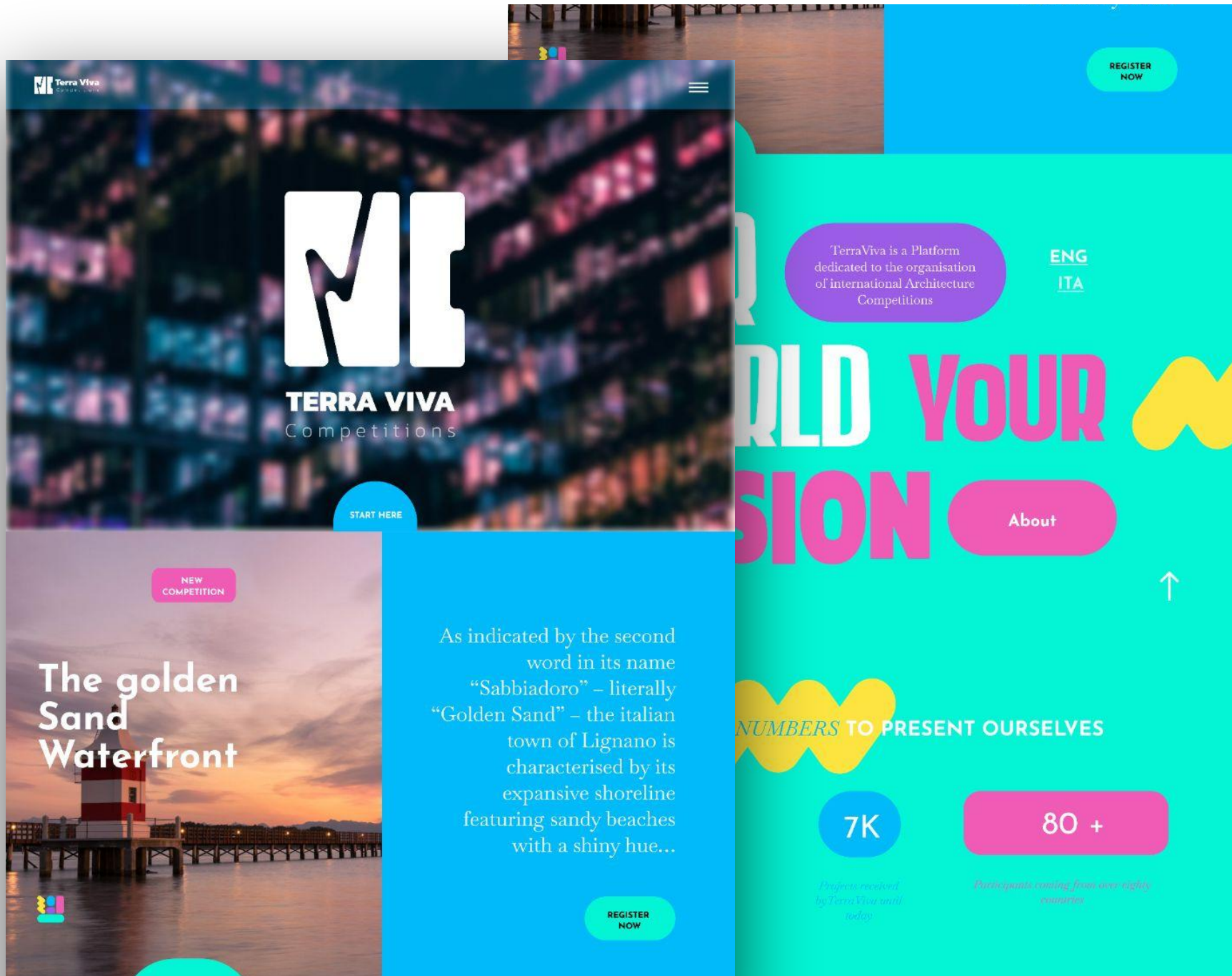


**OUR
WORLD
YOUR
VISION**

“Our World Your Vision” is a slogan that embodies the concept of a shared world, where each of us has the opportunity to contribute with their unique perspective.

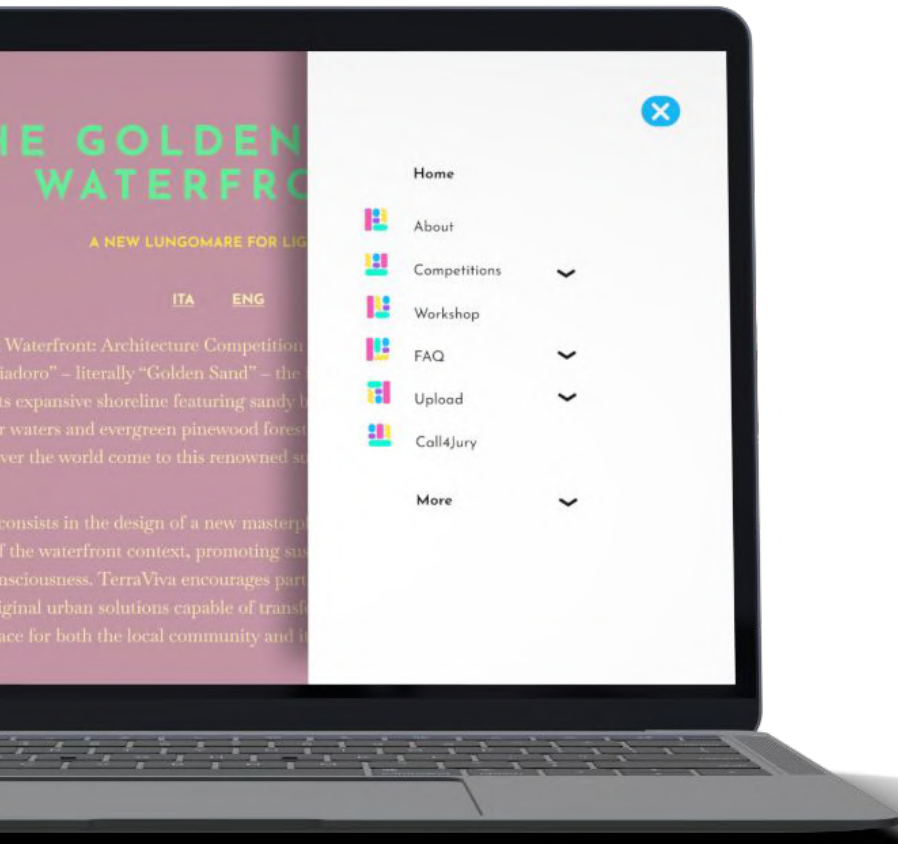
This slogan inspires us to explore our planet, discover new opportunities, and share our visions for a better future. It encourages innovation, open-mindedness, and collaboration, inviting us to explore the world and tailor it to our own vision, thereby creating a richer and more meaningful world for all.

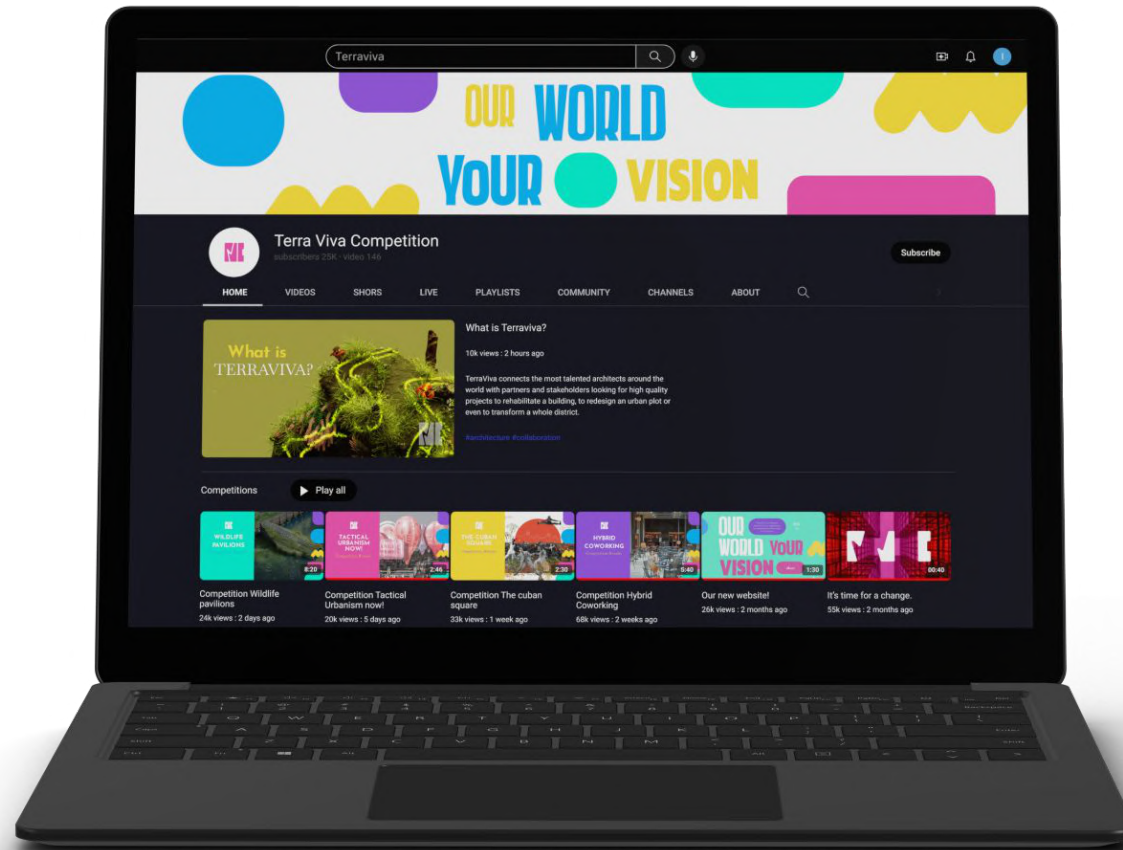




Extra - Website

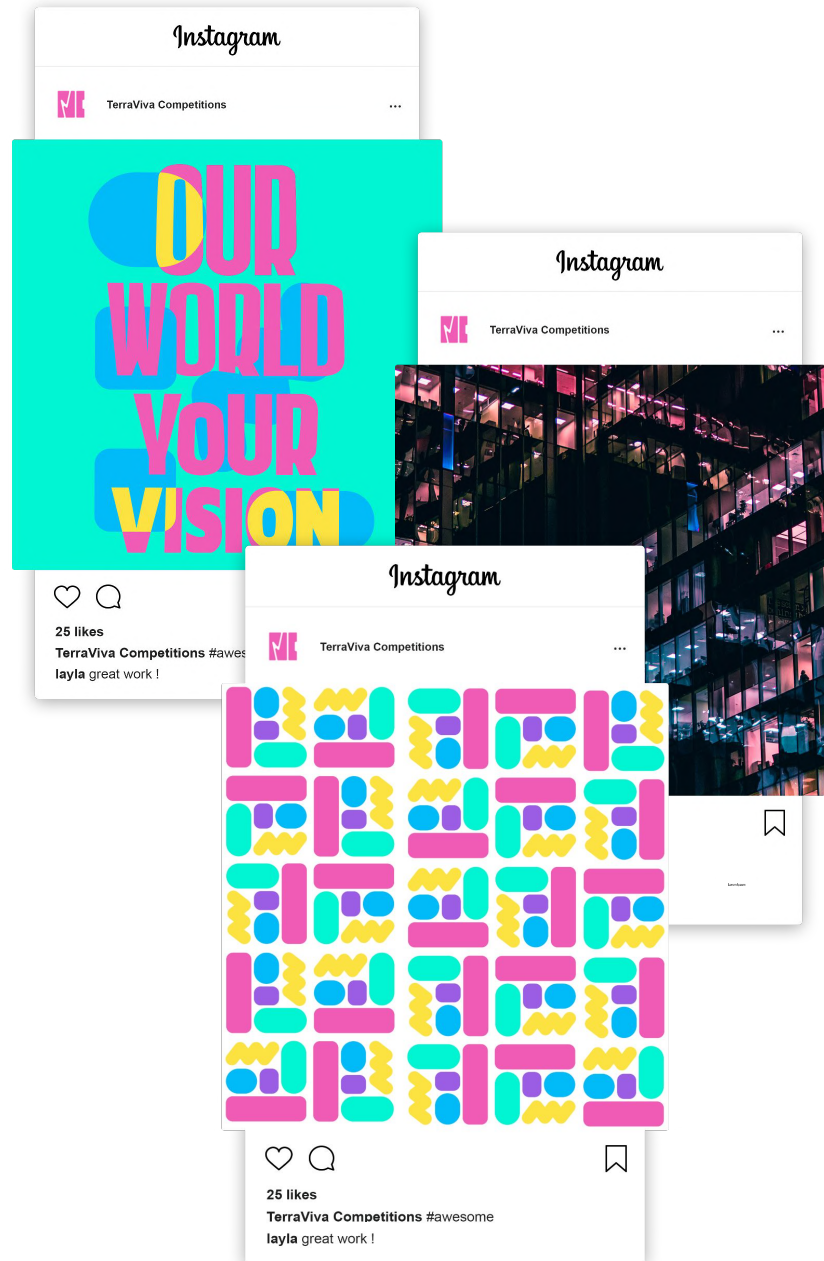
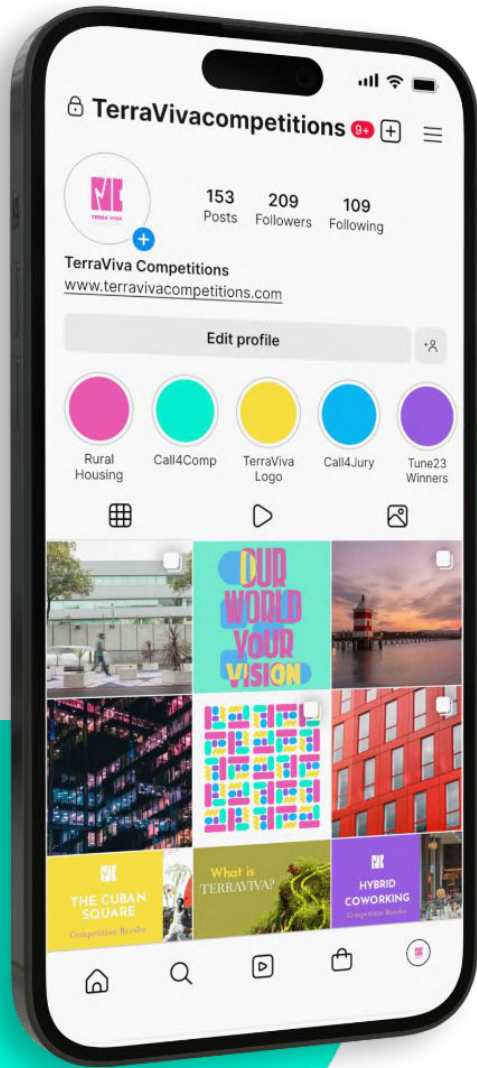
0.5

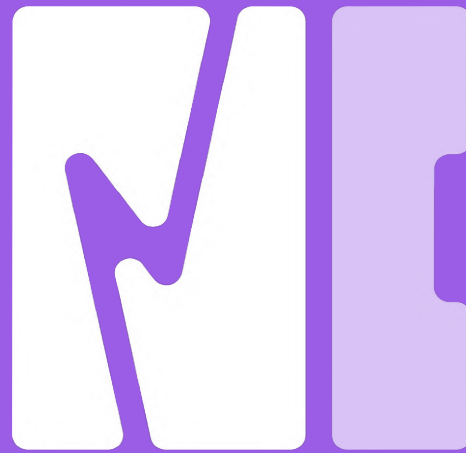




Extra - Instagram

0.5





TERRA VIVA

Competitions

n° 51529