



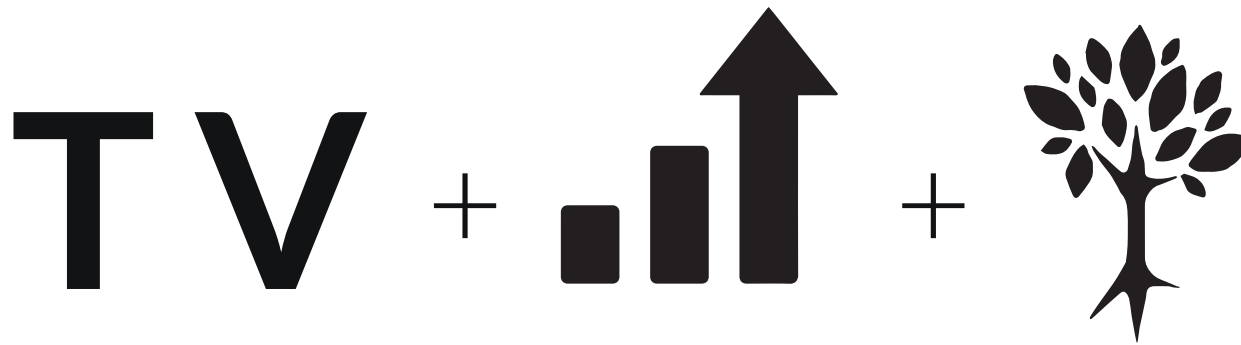
TerraViva **LOGO** Rebrand

WHO IS TERRAVIVA?

TerraViva is based on promoting **architectural competitions** based on value premises, such as **Environmental and Social Sustainability**, which support and strengthen the company's structure.

There is thus a **poetic duality** between the robust nature of technical projects (*architecture*) and the creative, sensitive and environmental side of those who take part (*values*).

It was on these initial premises that guided us in the construction of the identity..

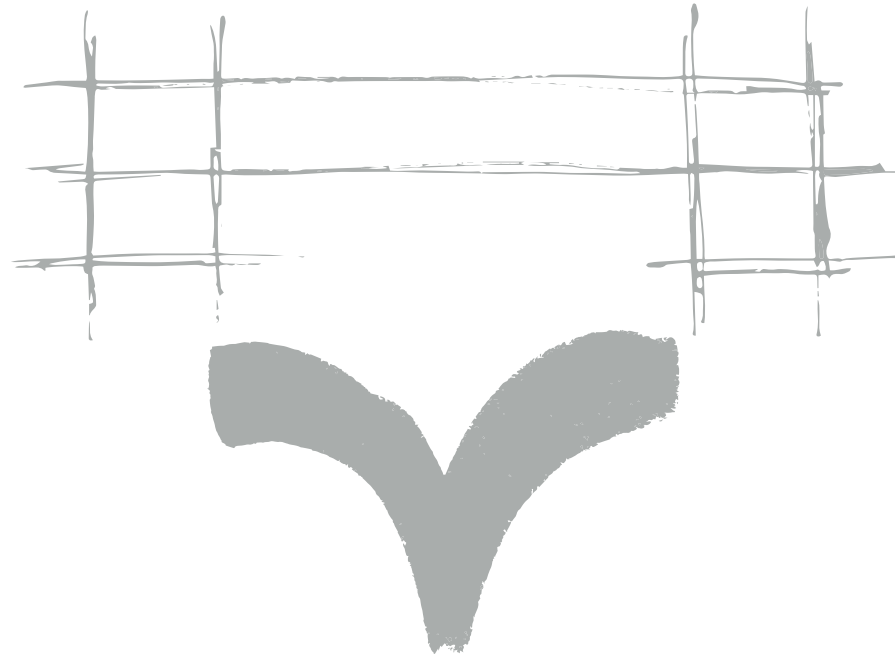


TerraViva initials

Growth

Actual logo

TerraViva LOGO Concept



TerraViva LOGO Not yet



TerraViva LOGO Logomark solution

TERRAVIVA

plants opportunities
for young creatives
to *grow* and *flourish*
with cities

who
what
for who
why



TREE
(T+V)

Sustainability
and grow



START

Gives you
opportunities



ARQUI
TECTURE

Structure and
“feet on
the ground”



CREATI
VITY

Humanism/ Growth
and “think out
of the box”

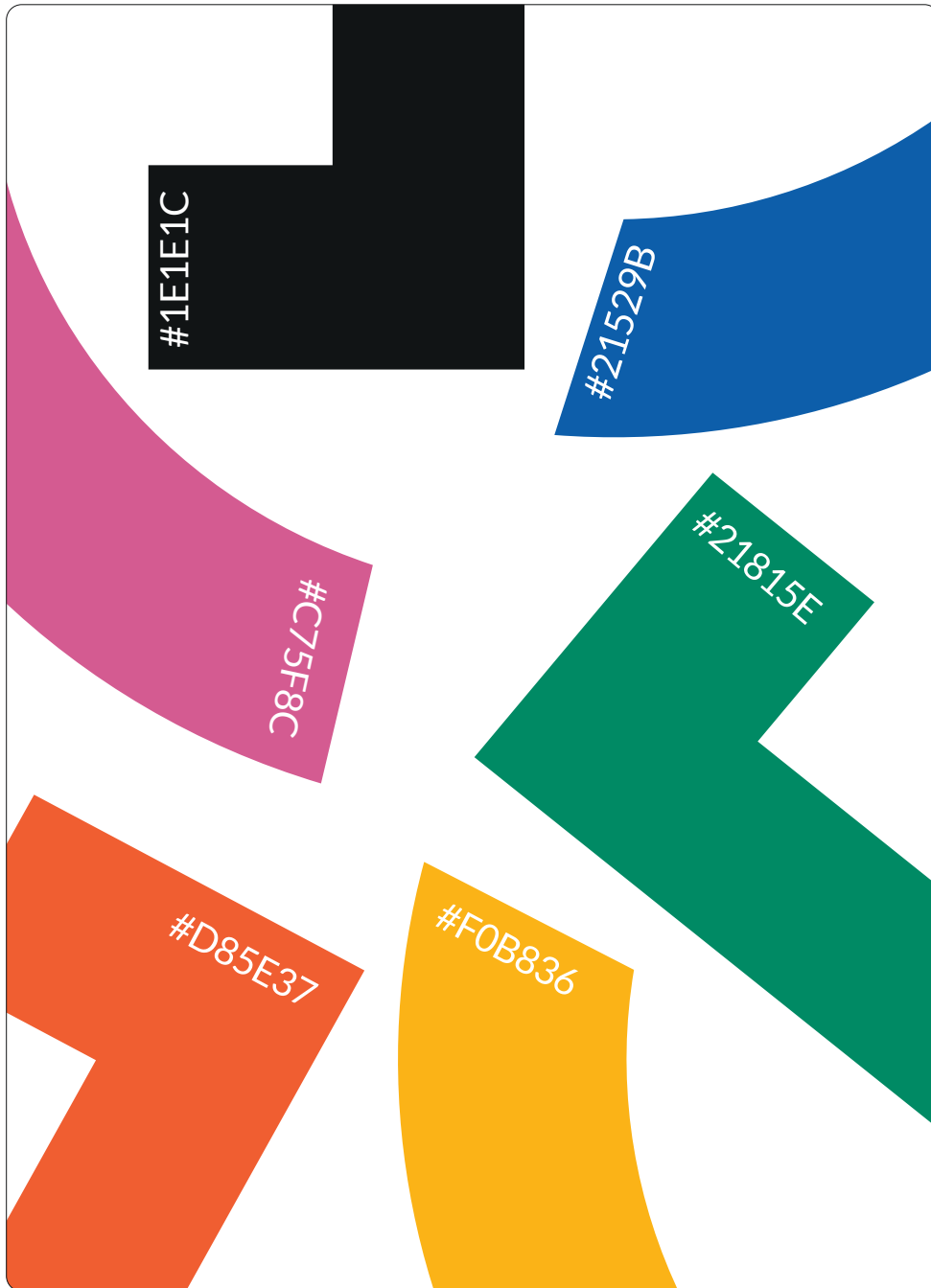
TerraViva LOGO Explanation



TerraViva LOGO Final Solution



TerraViva LOGO Final solution and variations



Lato

humanist
sans-serif typeface

Thin Light Regular **Bold** **Black**



TERRAVIVA
competitions



TERRAVIVA
competitions



TerraViva LOGO Black & White version



TERRAVIVA

competitions

TerraViva LOGO Application



TERRAVIVA
competitions

PLANT Cities

terravivacompetitions.com

TerraViva **LOGO** Application



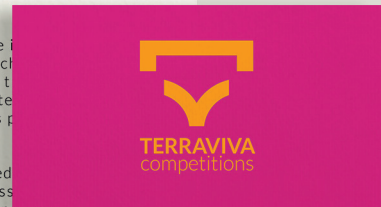
1. Connection between "Terra" and "Viva": At first glance, the elements of the logo reveal an allusion to the initials of the name "TerraViva". The combination of the initials "T" and "V" are not only represented in the name, but symbolize the intersection between "Earth" and "Viva". This connection reflects the interconnectedness between architecture and people around the world. It has the feeling of collectivity, where architecture becomes a link between cities, representing the idea of a common space that unites and welcomes everyone.

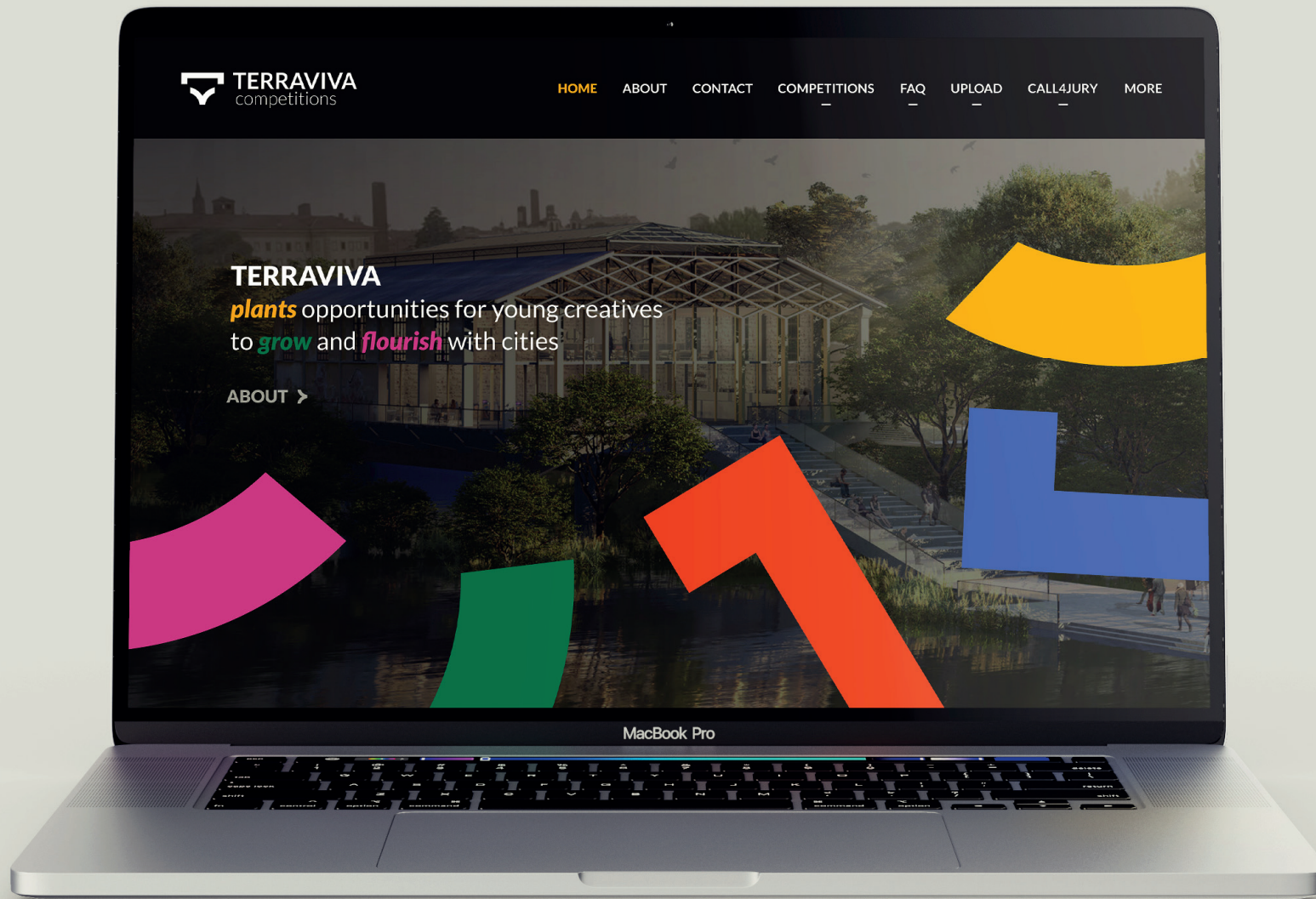
2. Sustainability and Nature: There is a subtle and implicit presence of a tree in the composition, referring to sustainability, an essential pillar of TerraViva. This reference to nature conveys the green soul value, that is, the importance of urban environments that promote safety, accessibility, and quality of life (planned urban architecture).

3. Reference to a "START": When rotating the logo, the representation of a "START" emerges, symbolizing the opportunities offered to TerraViva participants. This interpretation highlights the beginning and impetus given to the young participants, providing them with the starting point for their careers in architecture.

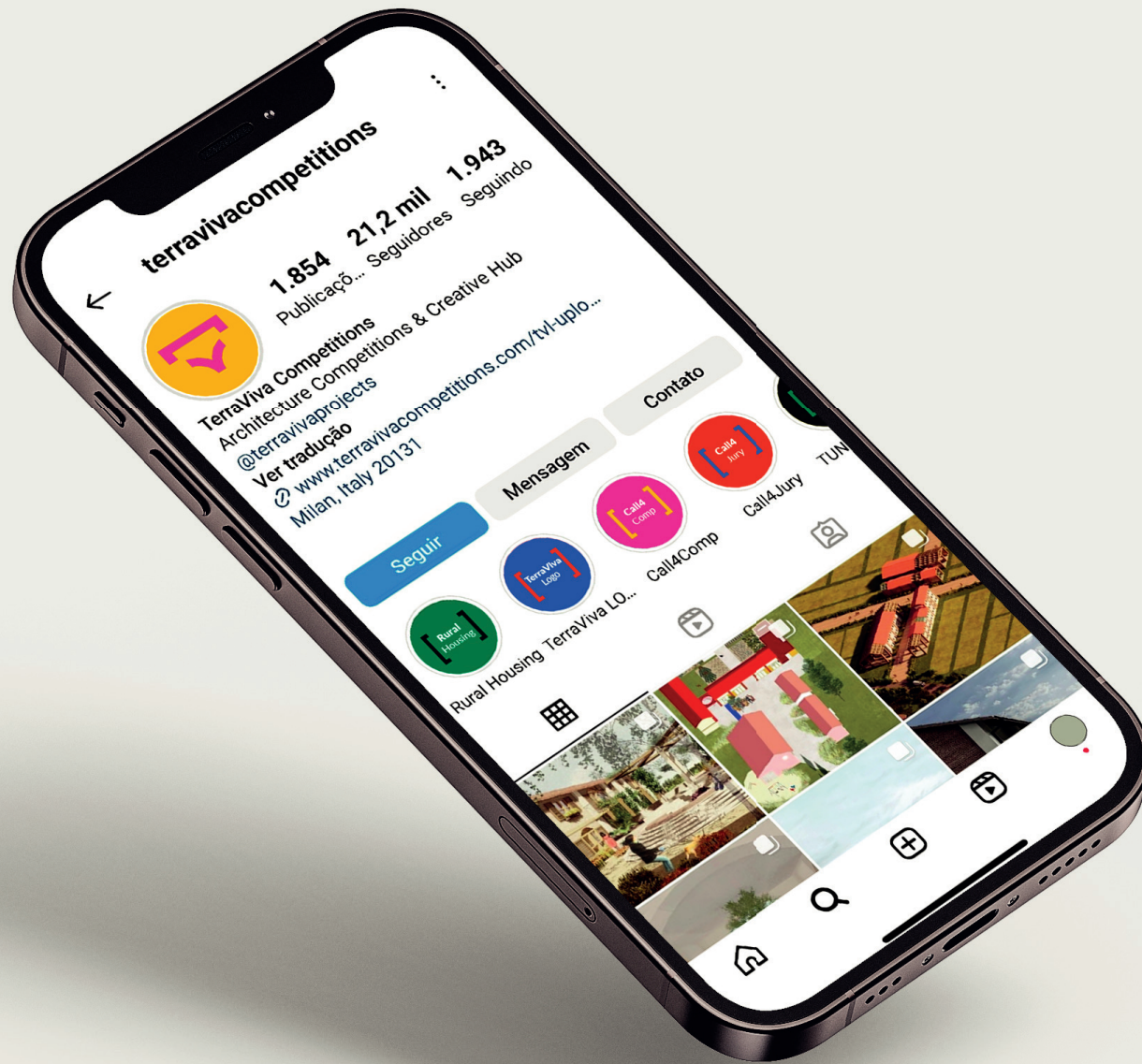
Architectural Element of Stability and Construction: Separating the logo reveals a bar, which symbolizes stability, construction and architecture. This shape represents the foundations, solidity and structure of the future, reflecting the importance of a solid foundation to build a better and more robust future, as well as representing the solidity of TerraViva's perspectives.

Architectural Element of Innovation and Creativity: The other half of the composition, a V-shaped element, symbolizes innovation and creativity, one of the vital points throughout the design process of architectural projects. This element symbolizes innovation, diversity in project design and offers a feeling of fluidity and originality, deviating from rigidity, representing TerraViva's dynamics.





TerraViva LOGO Website Concept



TerraViva LOGO Application

Thank you :)

