

**We are
building
resilience.**

CONCEPT

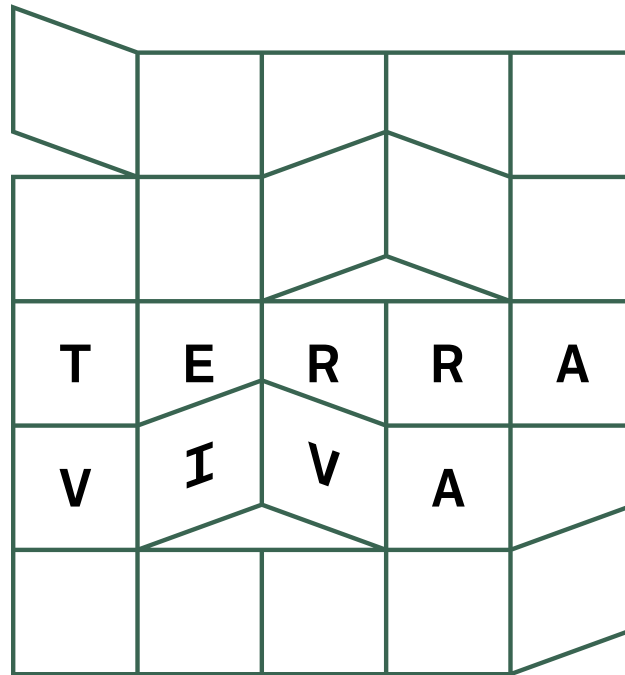
TerraViva is a digital platform dedicated to the organisation of architecture competitions focusing on urban regeneration through its 5 main values: sustainability, innovation, creativity, community and internationality.

Relying on values and the program of TerraViva, the main symbol harmonious grid unit is based on the primeval – Terra (from Latin Terra; the planet itself), precisely its graphic representation through meridians and parallels. Moving parts of the grid system have brought Terra “back to life”. Therefore, the main sign symbolizes the work of the community gathered around the platform as it develops new projects step by step just like a seed planted into the earth (terra).

The incorporation of the logotype directly into the “living earth (terra viva)” provides further verbal expression of what TerraViva is all about. Throughout all visual identity elements, the grid form effectively follows the modularity function. Consequently, it is able to be used in a broad range of applications as well as be open-minded about new future practices.



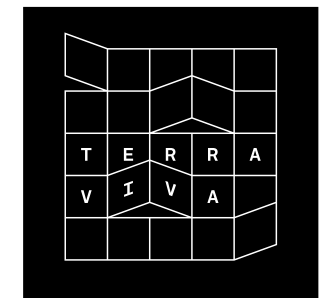
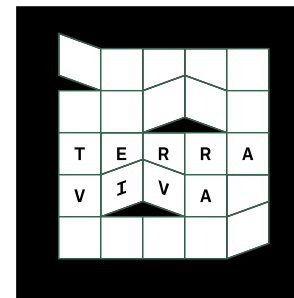
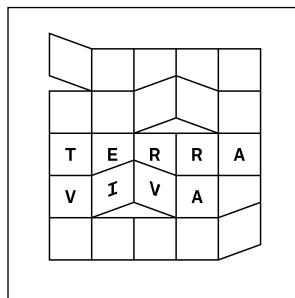
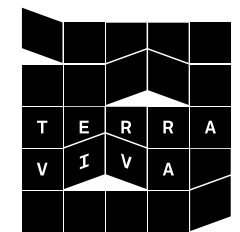
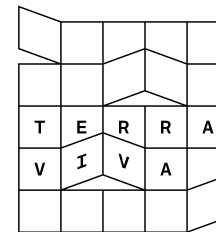
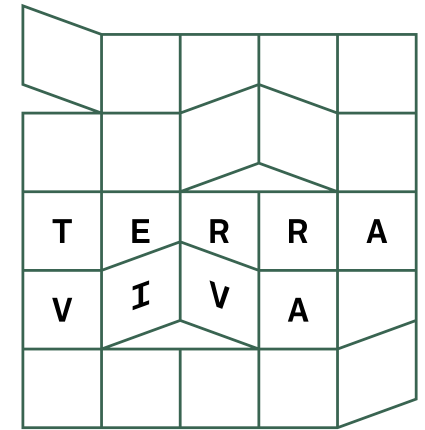
LOGO



VARIATIONS OF THE PRIMARY LOGO

Stationery & minimal size

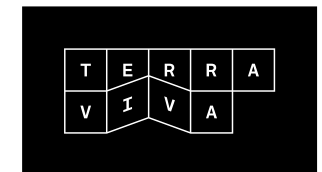
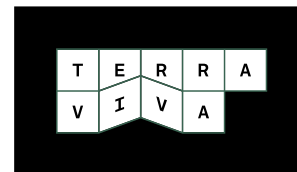
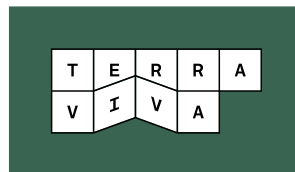
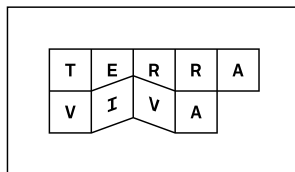
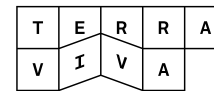
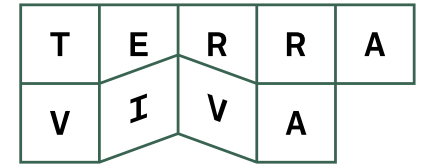
Exclusion zones



VARIATIONS OF THE SECONDARY LOGO

Stationery & minimal size

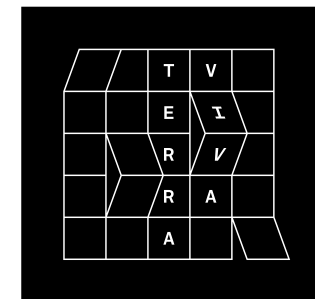
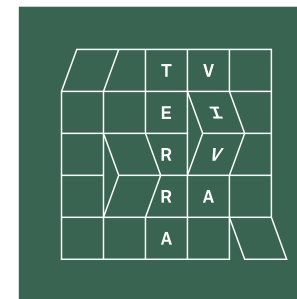
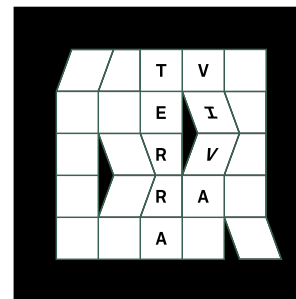
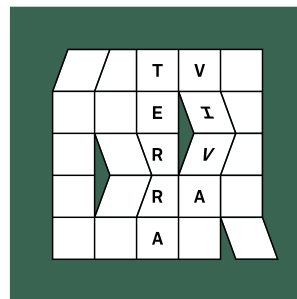
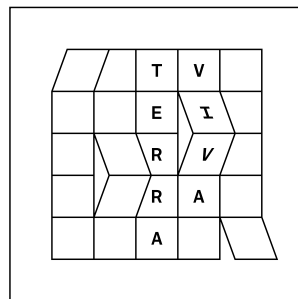
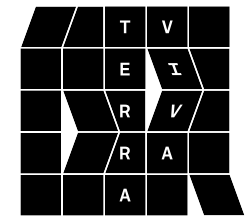
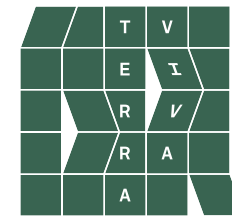
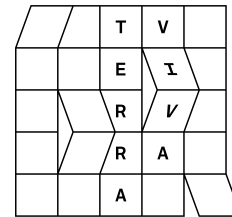
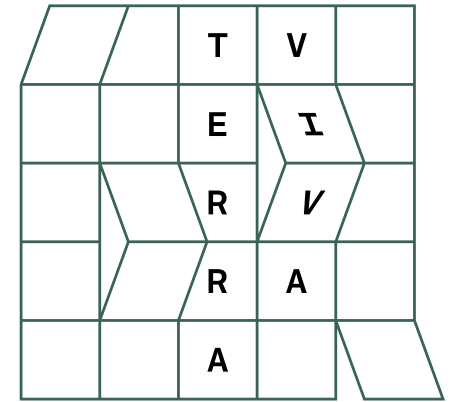
Exclusion zones



ALTERNATIVE VERSION OF THE PRIMARY LOGO

Stationery & minimal size

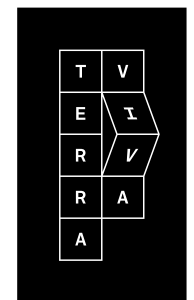
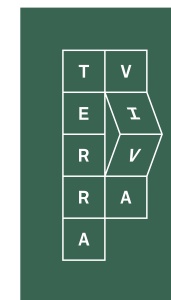
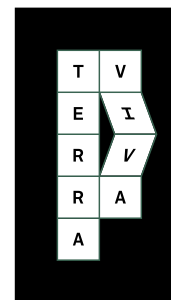
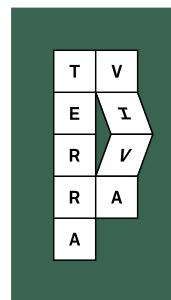
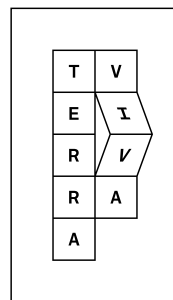
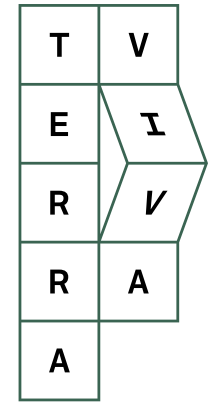
Exclusion zones



VARIATIONS OF THE SECONDARY LOGO

Stationery & minimal size

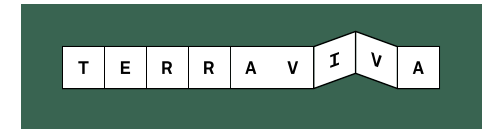
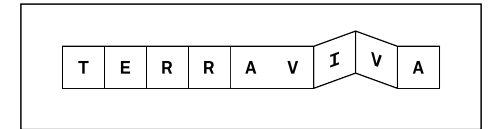
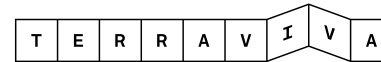
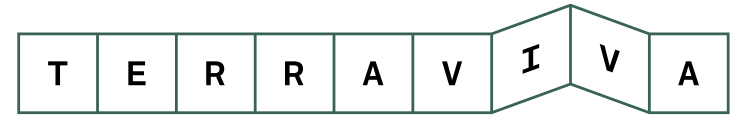
Exclusion zones



VARIATIONS OF THE TERTIARY LOGO

Stationery & minimal size

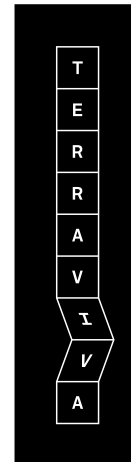
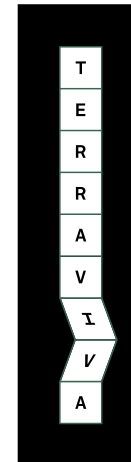
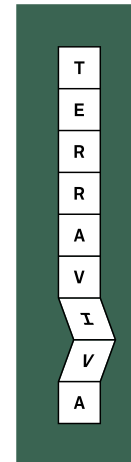
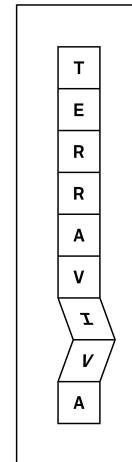
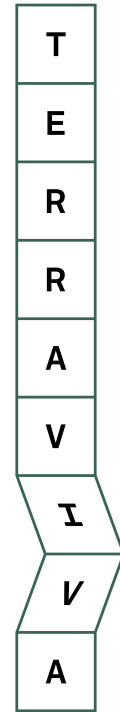
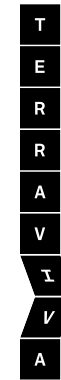
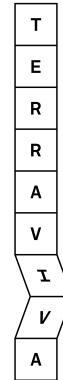
Exclusion zones



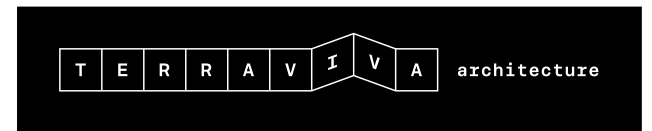
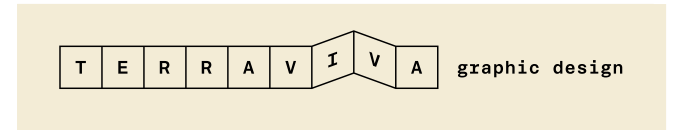
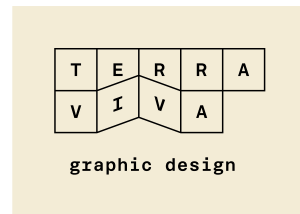
ALTERNATIVE VERSION OF THE TERTIARY LOGO

Stationery & minimal size

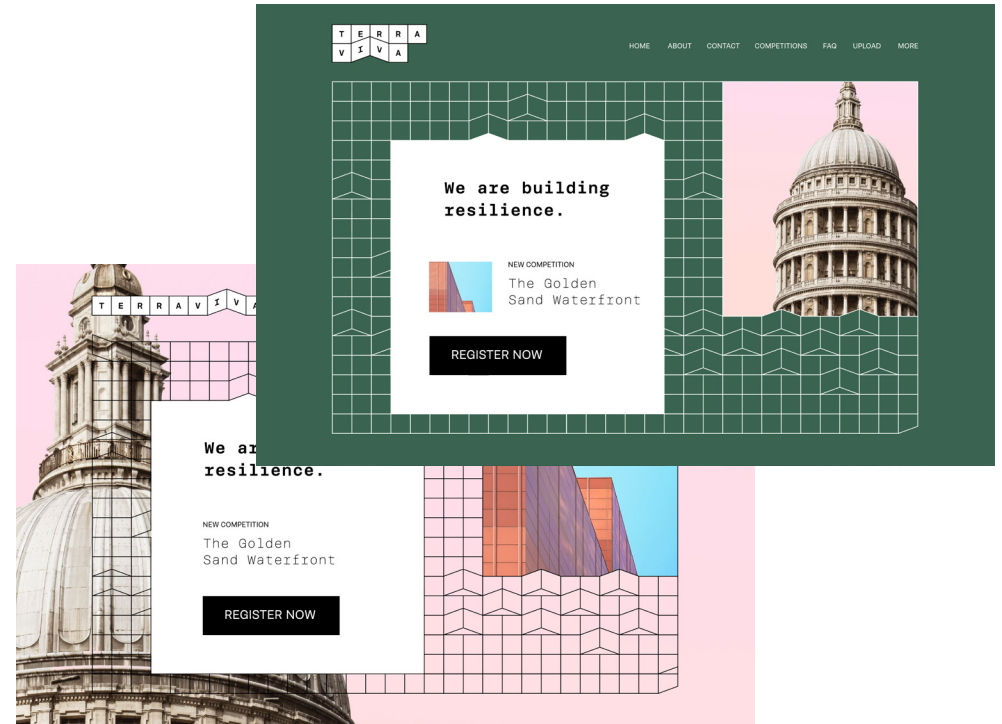
Exclusion zones



SUBCATEGORY VARIATIONS



MOCKUPS



TYPOGRAPHY SYSTEM

Geometry and uniformity of the main symbol grid as well as the fact that TerraViva is a digital platform dedicated to organisation of architecture competition, use of monospace font for primary typography seemed like a logical choice. For that purpose the font Brenner Mono in Medium (Nikola Djurek for Typotheque) was chosen. It is complemented with Brenner Sans Medium as an ideal choice for secondary typography.

Brenner Mono Medium

©Nikola Djurek, Typotheque
Used for headlines, logotype, subcategories, slogan.
Headlines can be used in uppercase or lowercase letters.

Brenner Mono Light

©Nikola Djurek, Typotheque
Used for subtitles, exhibitions and certificate of participation on Terraviva competitions.

Brenner Sans Regular

©Nikola Djurek, Typotheque
Used for body text, header & footer, additional information.

LICENSING INFORMATION:

www.typotheque.com/font-licensing-options

Title	24 pt	ABCDEFGHIJKLMNO
Brenner Mono	leading: 26 pt	PQRSTUVWXYZ
Medium		abcdefghijklmnopq rstuvwxyz 1234567890 ? " ! ' ; , . *

Subtitle	24 pt	ABCDEFGHIJKLMNO
Brenner Mono	leading: 26 pt	PQRSTUVWXYZ
Light		abcdefghijklmnopq rstuvwxyz 1234567890 ? " ! ' ; , . *

Body text	10 pt	ABCDEFGHIJKLMNO
Brenner Sans	leading: 14 pt	PQRSTUVWXYZ
Regular		abcdefghijklmnopq rstuvwxyz 1234567890 ? " ! ' ; , . *

Footer/Header	8 pt	ABCDEFGHIJKLMNO
Brenner Sans	leading: 11 pt	PQRSTUVWXYZ
Regular		abcdefghijklmnopq rstuvwxyz 1234567890 ? " ! ' ; , . *

**Lorem ipsum
 dolor sit
 amet**

Ut enim ad
minim veniam,
quis nostrud

Mattis rhoncus urna neque viverra justo nec. Vel quam elementum pulvinar etiam non quam lacus suspendisse faucibus. Euismod elementum nisi quis eleifend quam. Mattis enim ut tellus elementum sagittis vitae et leo. Orci eu lobortis elementum nibh. Tortor at auctor urna nunc id cursus. Non sodales neque sodales ut etiam sit amet. Suspendisse in est ante in nibh.

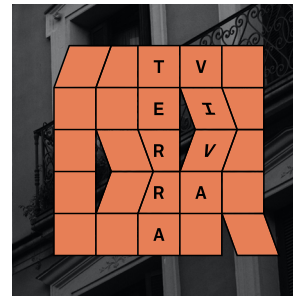
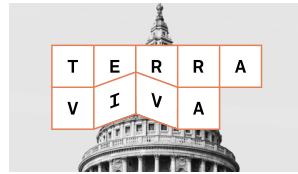
Pharetra diam sit amet nisl suscipit adipiscing bibendum est ultricies. Sit amet porttitor eget dolor. Facilisis leo vel fringilla est ullamcorper eget nulla facilisi etiam. Vitae suscipit tellus mauris a diam maecenas sed.

COLOR SYSTEM

Colour palette is inspired with colours from the environment and building materials.

Photos & colors:

It is important to use black or white logo on a simple photo in color. In the case of black and white photo background use logo in color.



<p>C 77 M 41 Y 69 K 27</p> <p>R 58 G 100 B 82</p> <p>#3a6452</p>	<p>C 4 M 5 Y 16 K 0</p> <p>R 243 G 236 B 214</p> <p>#f3ecd6</p>
<p>C 6 M 60 Y 70 K 0</p> <p>R 230 G 128 B 88</p> <p>#e68058</p>	<p>C 0 M 0 Y 0 K 0</p> <p>R 255 G 255 B 255</p> <p>#ffffff</p>
<p>C 63 M 66 Y 63 K 57</p> <p>R 61 G 51 B 50</p> <p>#3d3332</p>	<p>C 75 M 68 Y 67 K 90</p> <p>R 0 G 0 B 0</p> <p>#000000</p>

DOS & DON'TS

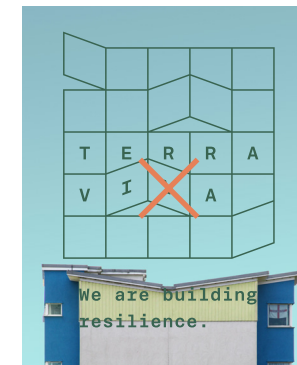
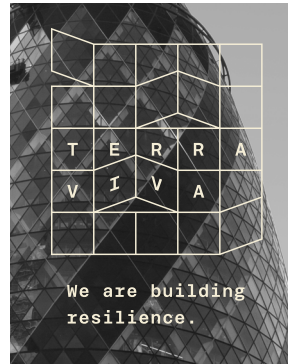
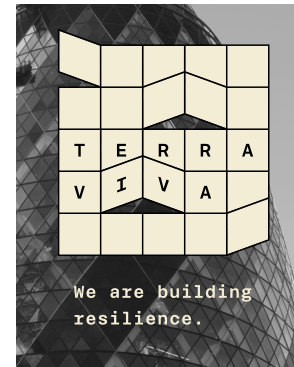
These examples on the right show correct and incorrect appearances. The same rules apply for all logo variations.

Photo black & white backgrounds:

In the case of black & white photo usage the logo should be used in appropriate color from color palette with the right contrast. It is allowed to use filled squares in colors in order to make logo more noticeable.

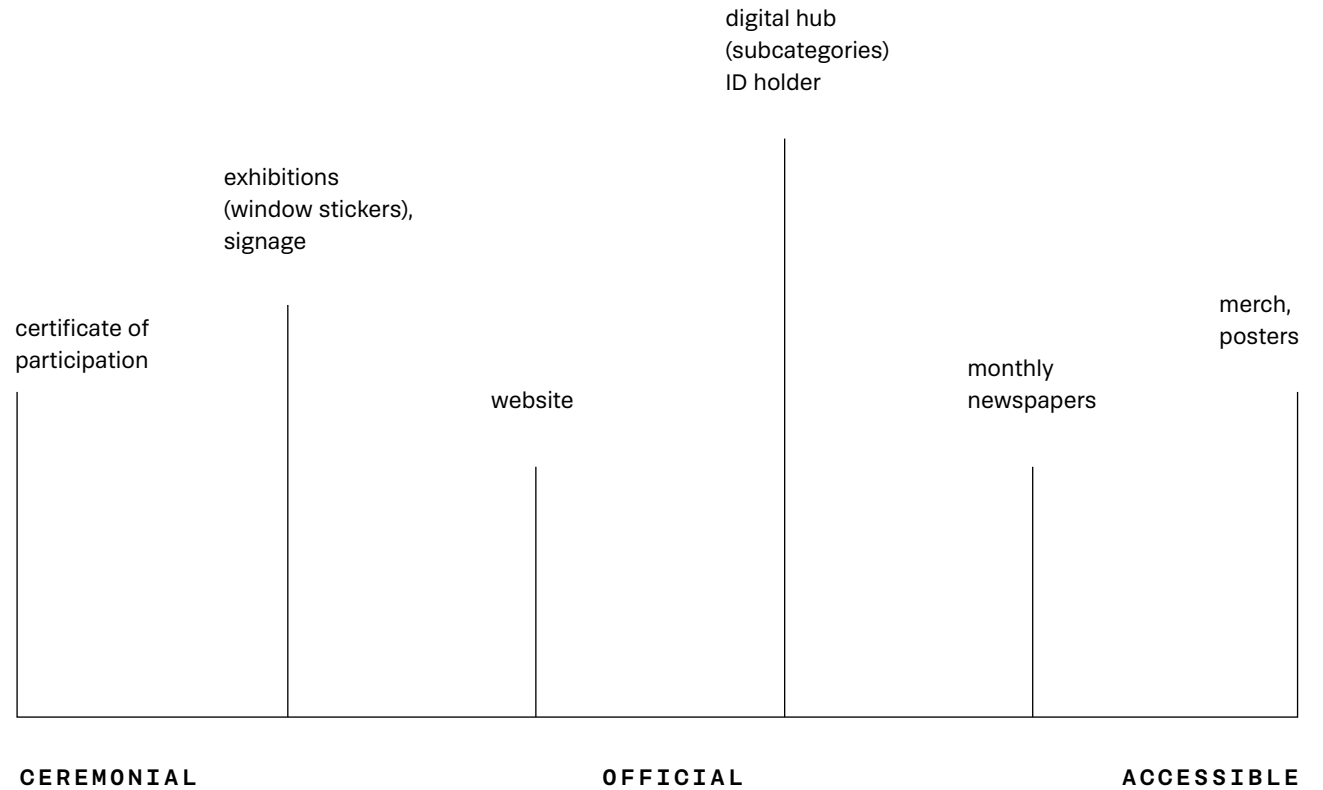
Photo color backgrounds:

When it comes to color photo usage the logo should be used in black or white depending on the photo contrast so that the logo remains visible. It is allowed to use filled squares in black & white in order to make logo more noticeable.

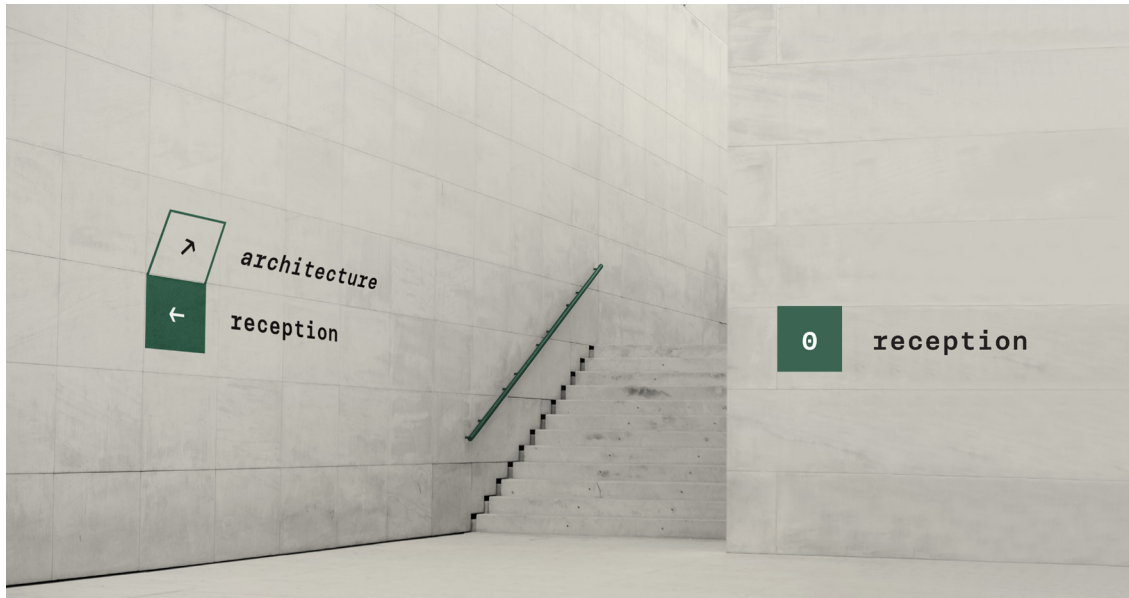


VISUAL IDENTITY SYSTEM CONCEPT

Visual identity system allows its wide ranging applicability – from official applications all the way to those more accessible and is defined by relations between the main sign and logotype just as typography system and color palette.



MOCKUPS



MOCKUPS



SLOGAN

It is possible to use logos in specific combinations with slogan. The slogan is inspired by the word "resilience". This word is part of Terraviva's mission in which is highlighted the importance of conceiving increasingly Resilient Cities.

What is resilience?

- "Resilience is not about overcoming, but becoming."
- "Building strength, moving towards the goal."
- "Resilience is an active process. You don't have resilience. You build it." - Sherri Mandell
- "Resilience is a response."

The image displays 18 different combinations of the slogan "We are building resilience." paired with various logos. The logos are arranged in a grid:

- Row 1:**
 - White box with slogan.
 - White box with slogan and a 4x4 grid logo where the top row is blank and the bottom row contains T E R R A and V I V A.
 - Dark green box with slogan and the same 4x4 grid logo.
- Row 2:**
 - White box with slogan.
 - White box with slogan and a 4x4 grid logo where the top row contains T V, the second row E I, the third row R V, and the bottom row R A.
 - Dark green box with slogan and the same 4x4 grid logo.
- Row 3:**
 - White box with slogan.
 - White box with slogan and a 2x5 grid logo where the top row contains T E R R A and the bottom row contains V I V A.
 - Dark green box with slogan and the same 2x5 grid logo.
- Row 4:**
 - White box with slogan.
 - White box with slogan and a 1x10 grid logo where the top row contains T E R R A V I V A.
 - Dark green box with slogan and the same 1x10 grid logo.

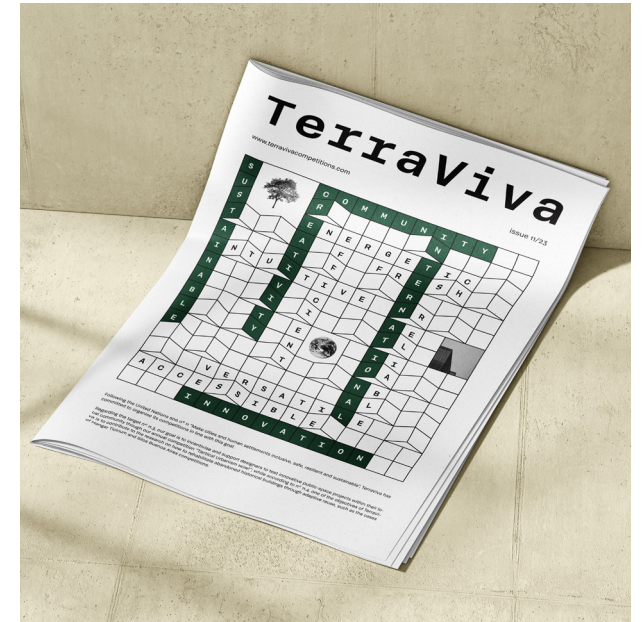
MOCKUPS



We are building resilience.

TerraViva logo competition proposal

MOCKUPS



We are building resilience.

TerraViva logo competition proposal