

TERRAVIVA — logo competition

Key Words

An international stage
Sustainability
Green Values
Multidisciplinary approach

Brand Traits

Contemporary
Unconventional
Fun
Accessible
Innovative
Youth
Dynamic

Terraviva logo now

An international stage

Sustainability

Green Values

Multidisciplinary approach

Contemporary

Unconventional

Fun

Accessible

Innovative

Youth

Dynamic

What does Terraviva logo miss?

An international stage

Sustainability

Green Values

Multidisciplinary approach

Architecture and Design

Competitions

Contemporary

Unconventional

Fun

Accessible

Innovative

Youth

Dynamic

Adaptive

Visual References

Roots / International competitions / city maps



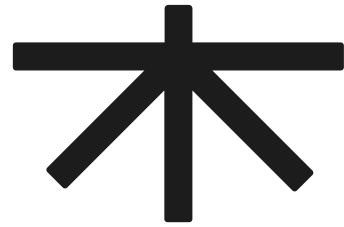
Present naming

Terraviva Competitions

Naming Proposal

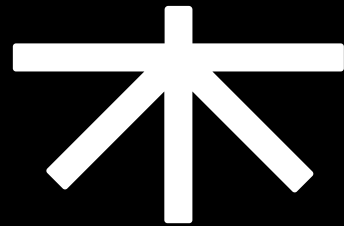
Terraviva **International** Competitions

Logo Horizontal Version



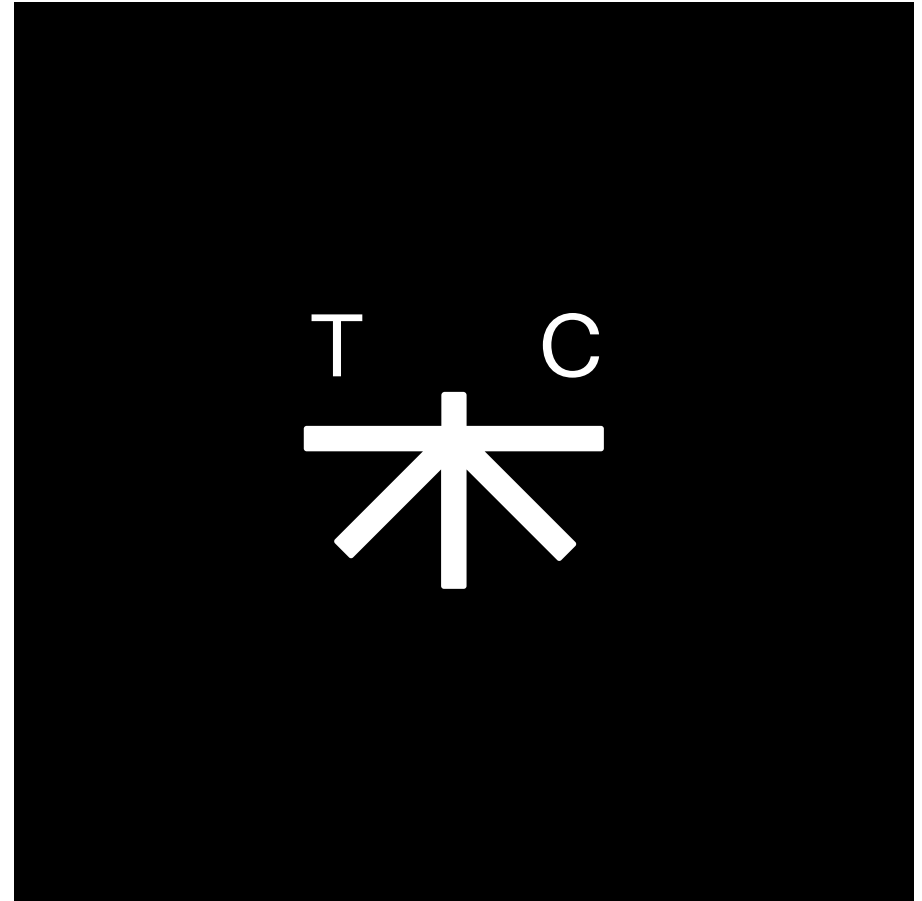
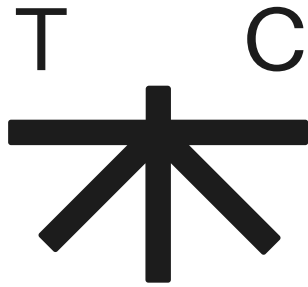
Terraviva
International
Competitions

Logo Horizontal Version



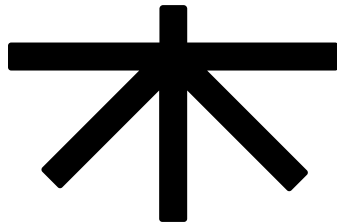
Terraviva
International
Competitions

Logo Square Version

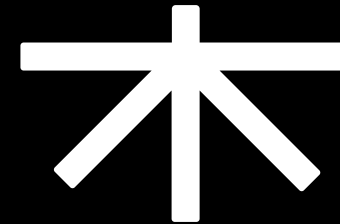


Logo Square Version

Terraviva
International
Competitions



Terraviva
International
Competitions



Typography

Diatype, Dinamo Foundry

M **200** **J** **R** **S**

**PORRUNTIBUS, QUAT. EBIS EARIT
PERUM VELIQUI DOLOR MINUST,
VOLO MOD EUM HILITI DIONSE
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Typography

Diatype, Dinamo Foundry

M J R S

200

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Color Palette

Memorable, versatile

CMYK: 0, 85, 70, 0
RGB: 255, 60, 60

CMYK: 85, 28, 65, 15
RGB: 0, 120, 100

CMYK: 15, 10, 13, 0
RGB: 220, 220, 220

CMYK: 65, 75, 53, 73
RGB: 50, 30, 40

CMYK: 30, 20, 35, 5
RGB: 185, 185, 165

Visual Language

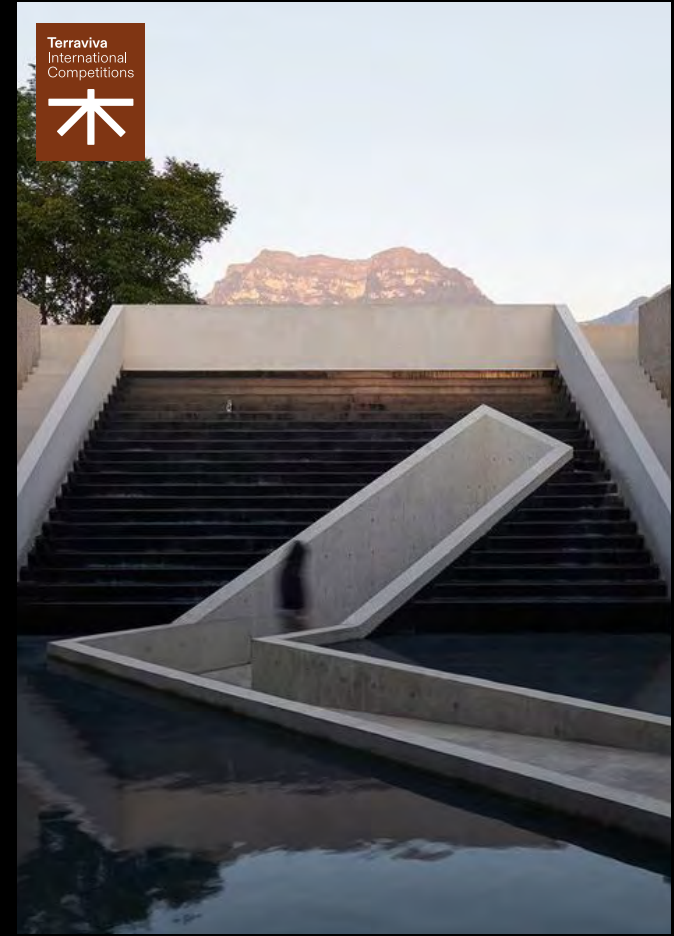
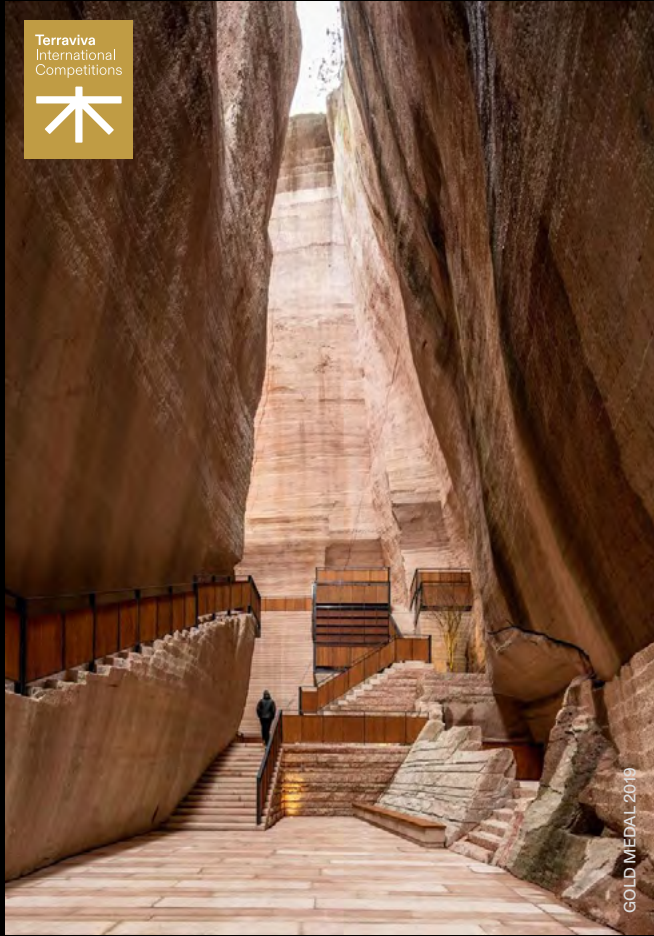


Terraviva Competitions



Logo proposal

Posters



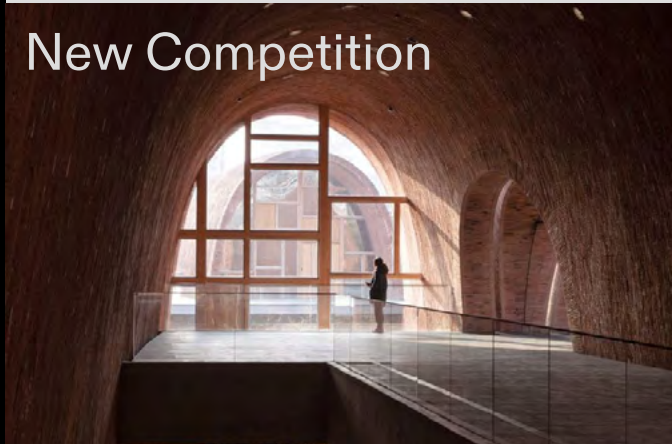
Website



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Highlights

New Competition



Rural Housing
Winners Announced



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Past Competitions

Years ▾

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Winners certificate



THANK YOU