TerraViva LOGO Competition

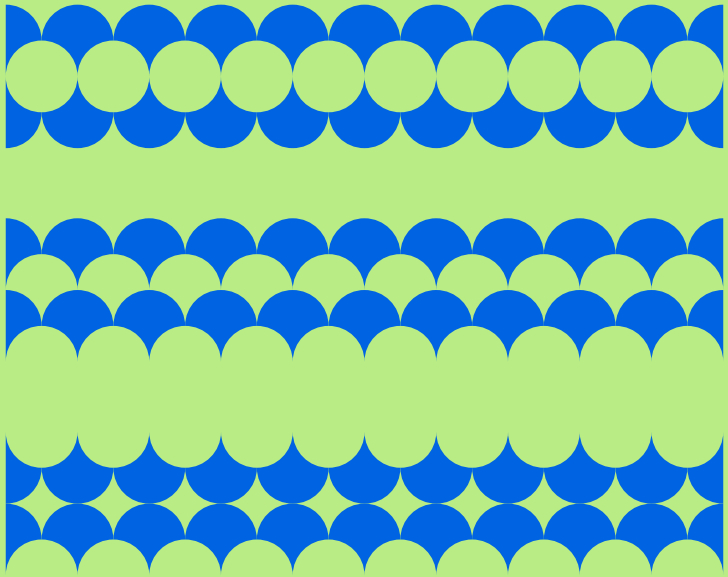
Concept

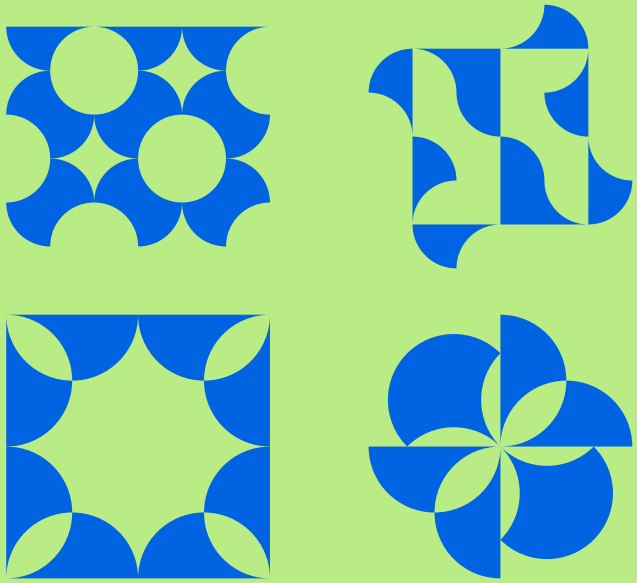
The creation of the **TerraViva identity** started with the ambition to represent and encapsulate all the **values** of the startup through the union of the simplest possible shapes and colors, achieved by a long process of **minimizing** the ideas gathered along the creative path. The final result is a mark with **geometric** yet **organic** shapes that can be modulated through infinite combinations, paired with a logotype characterized by a **modern** font that reflects all the characteristics of the project, all enhanced by a **dynamic** and **consistent** color palette.

Pictograms

The journey begins here, with the identification of the modular shape through the superimposition of a square and two circles. So simple, yet so interesting! The main characteristics of the shape are its versatility and reproducibility, both fundamental qualities for the development of the project.

The shape generates a wide variety of patter and combinations.





TERRA

The main purpose of the generated shape is to represent in a **schematic** and **symbolic** manner the two words that make up the name ‘TerraViva’, but also to represent the company’s two main fields of expertise: **architecture**, through the **geometricity** of the shape; and contact with **nature**, described by the **rounded** shapes and sinuous lines created through the patterns.

The result is two pictograms, consisting of the basic form repeated four times. The first pictogram represents the **Earth (Terra)** through the **circular** shape, the second represents **Life (Viva)** through the shape of a **spark**. Both figures can be identified in the empty space left in the centre of each pictogram.

VIVA

The Logo

Mark

The mark is composed of the union of the two pictograms, representing the whole TerraViva identity.

TERRAVIVA

Logotype

The choice of font for the logotype fell on ‘Miracle Fairway’. This font incorporates the characteristics of the brand, such as well-defined geometric shapes and sinuous, organic lines. It is also a very modern and fresh font, in line with the company’s desire to aim at a young, dynamic target group.

Fonts

Miracle Fairway

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Font chosen for the logo and applicable for headlines and large texts. fresh, dynamic and youthful, suitable for web communication but also for print.

license on: https://din-studio.com/product/miracle-fairway/

Ariata Display

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

A display font that matches well with the brand identity, suitable for smaller and longer texts, despite its simplicity it manages to retain the recognisable forms of the brand.

license on: https://www.fonts.com/font/monotype/ariata

Colour palette

As well as the shapes, the colours were chosen to best represent TerraViva's values and characteristics. Blue is a colour that conveys intelligence, professionalism and precision, appropriate for a smartup that deals with architecture.

Primary
Bright Blue

#0063E2

RGB: 0, 99, 226

CMYK: 85, 63, 0, 0

Secondary
Baby Blue

#C7E4FF

RGB: 199, 228, 255

CMYK: 25, 4, 0, 0

Green, on the other hand, was obviously chosen to represent the green side of the project, and coupled with blue it recalls the colours of the Earth. The choice of these colours is also due to their freshness and adaptability to the social network and web environments.

Primary
Lime Green

#B9EC84

RGB: 185, 236, 132

CMYK: 34, 0, 72, 0

Secondary
Deep Green

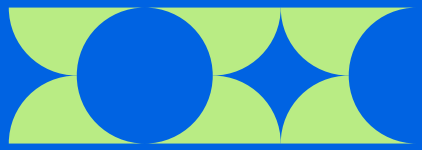
#184C23

RGB: 24, 76, 35

CMYK: 89, 42, 100, 47

Composition & Variatons

Horizontal mark & logo



Vertical mark & logo

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featured projects

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Cool housing

Mike Sullivan
Cool judge

COOL
HOUSING

competition
results!

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TERRA VIVA
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Mike Sullivan
Cool judge

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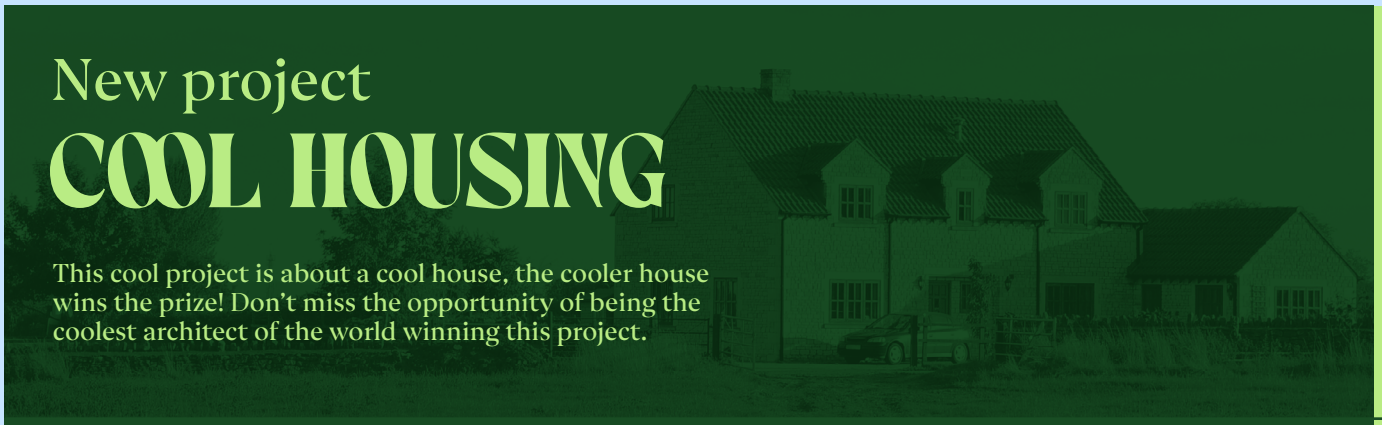
TERRAVIVA IS A PLATFORM DEDICATED TO THE ORGANISATION OF INTERNATIONAL ARCHITECTURE COMPETITIONS

TerraViva connects the most talented architects around the world with partners and stakeholders looking for high quality projects to rehabilitate a building, to redesign an urban plot or even to transform a whole district.



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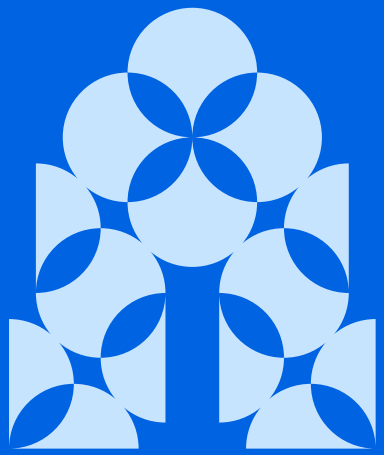
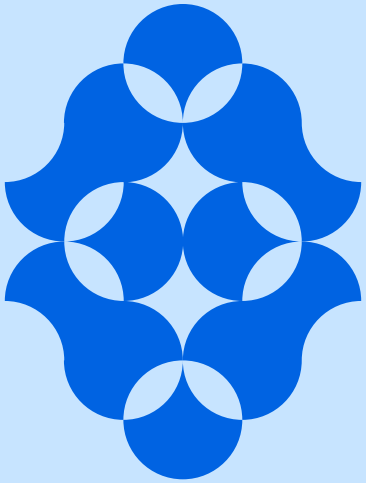
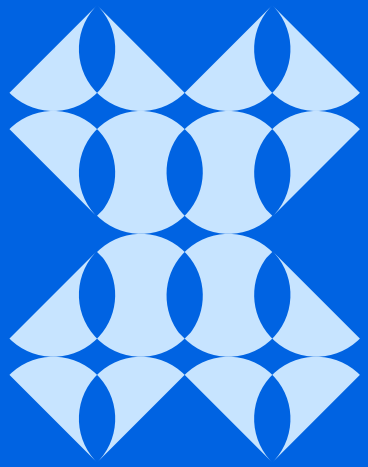


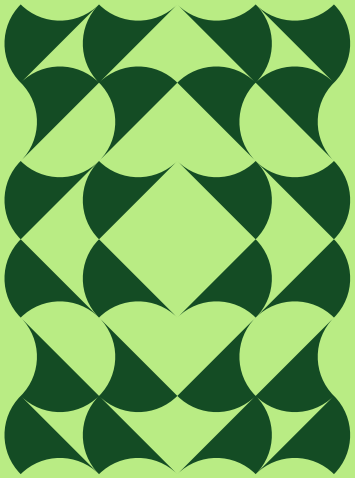
Innovation



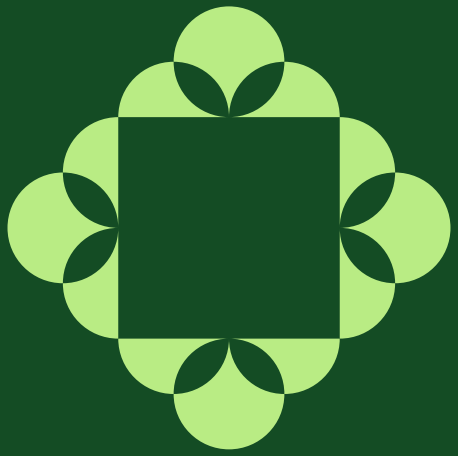
Creativity



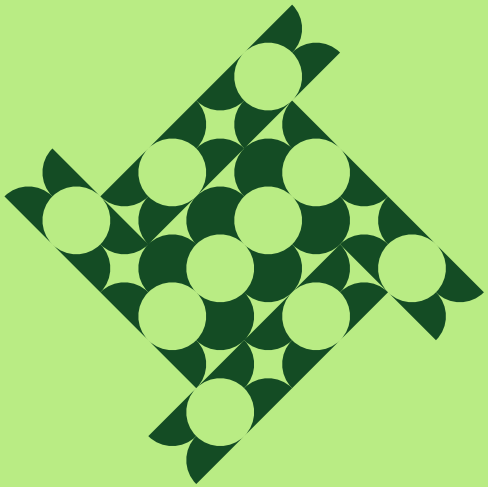
Professionality



Sustainability



Community



Internationality

TERRAVIVA

THANKS!