

/01

The idea is to metaphorically represent a system of environments that can be modified and moved to create new and different environments, reusing and readapting something that already exists, just like the heart of TerraViva, focused on urban and social sustainability through adaptive reuse, urban regeneration, environmental awareness, tactical urbanism, and smart districts.

Starting from the letters T and V of TerraViva, I created a symbol that could resemble a plant in an architectural project. The letter V intentionally leans upwards in relation to the letter T to highlight the sense of growth in terms of talents, ideas, and environments. The symbol becomes unbalanced to personify innovation and unconventionality through innovative methods seen with fresh eyes.

TERRAVIVA

TerraViva, written in the Obvia Regular font, balances the symbol. It is simple, clean, and easily reproducible in small sizes, giving a professional character to the logo.

Both the symbol and the wordmark can be used separately in combination with the institutional colors for advertising and social communication purposes.

/02

LOGO



A9F2C6



141D27

Obvia Regular



A9F2C6



CDD6E0

Obvia Regular



A9F2C6 F3F9FF



141D27 A9F2C6



141D27 A9F2C6



A9F2C6 141D27

TERRAVIVA

141D27 F3F9FF

TERRAVIVA

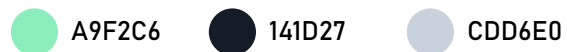
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TERRAVIVA

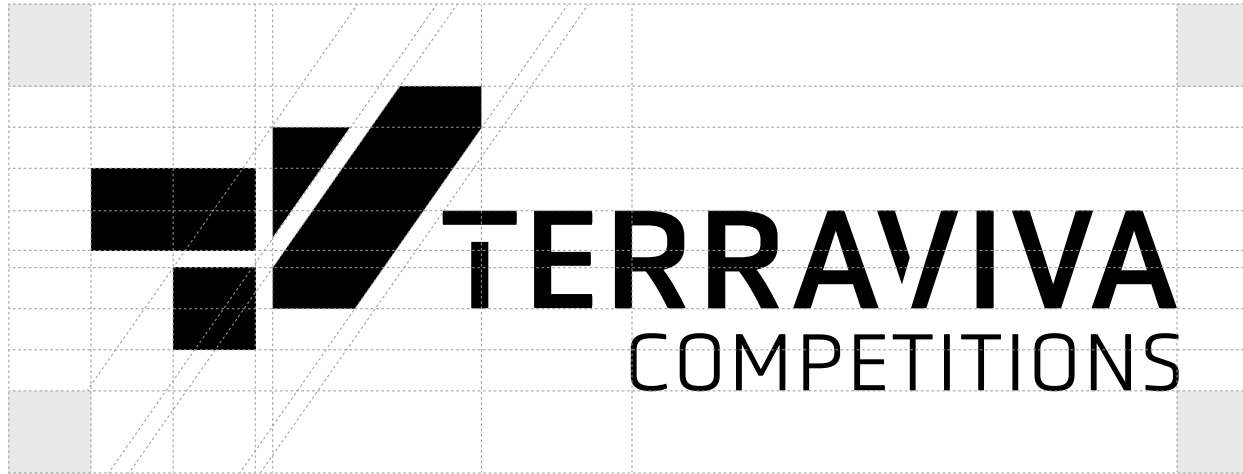
141D27 A9F2C6

TERRAVIVA

A9F2C6 141D27



Obvia Regular
Alfabet Light



90 mm



60 mm



30 mm

/03

The chosen typeface for TerraViva is Obvia by Marconi Lima for Typefolio. This typeface is a clean and modern Sans Serif, scalable for use in the wordmark and on social media posts. It is legible at all sizes, making it perfect for various branding solutions, and is commonly used for headlines and large titles.

The secondary font is Alfabet, designed by Mateusz Machalski for MACHALSKI, and it is used for general brand copy, body text, and descriptions.

T Y P O G R A P H Y

Obvia Regular

AaBbCc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

0123456789

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Obvia Light

AaBbCc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

0123456789

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Alfabet Light

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The fresh and youthful tone is achieved through the use of traditional colors that can evoke the natural and urban environment, adding a touch of liveliness. This is how green and yellow become more vibrant colors.

/04

COLOUR PALETTE

Celadon

RGB
143, 241, 191

CMYK
45, 0, 38, 0

HEX A9F2C6

Celadon is muted and understated and combines the tranquility and serenity of blue with the sense of growth and renewal of green.

Chartreuse

RGB
209, 255, 0

CMYK
29, 0, 100, 0

HEX D1FF00

Chartreuse is a vivid color that combines the vitality of green with the energy and optimism of yellow. It is thus associated with healing, good health, and a healthy lifestyle.

Rich Black

RGB
20, 29, 39

CMYK
92, 76, 54, 72

HEX 141D27

Cadet Gray

RGB
139, 151, 158

CMYK
48, 31, 30, 9

HEX 8B979E

Gray is a mixture of black and white. It is timeless and versatile, is used to create a contemporary and sophisticated feel.

French Gray

RGB
205, 214, 224

CMYK
23, 12, 9, 0

HEX CDD6E0

Alice Blue

RGB
243, 249, 255

CMYK
5, 1, 0, 0

HEX F3F9FF

White

RGB
255, 255, 255

CMYK
0, 0, 0, 0

HEX FFFFFFFF

/05

MOCK-UPS

SOCIAL MEDIA







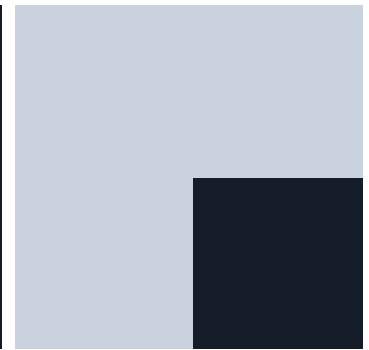
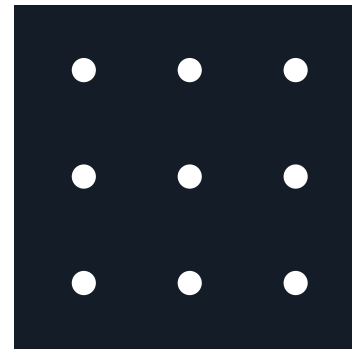
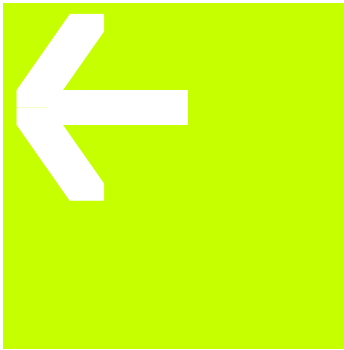
TerraViva S.r.l.
Via Vellazze 109
20131 Milano MI

+39 333 12 34 567
info@terravivacompetitions.com
terravivacompetitions.com



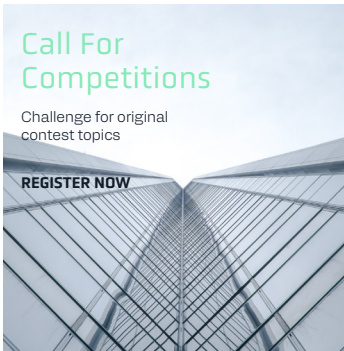
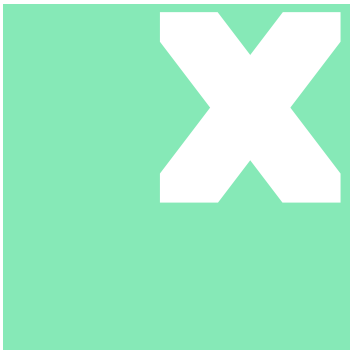
The Golden Sand Waterfront

Architecture Competition
€ 12.000 IN PRIZES
DEADLINE 09.02.2024



La Cascina Circolare

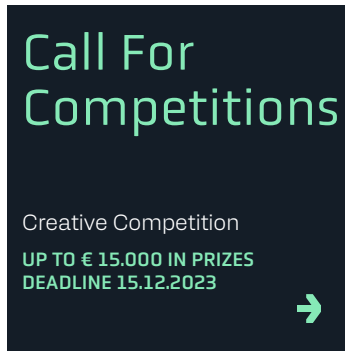
FEATURED PROJECT



Call For Competitions

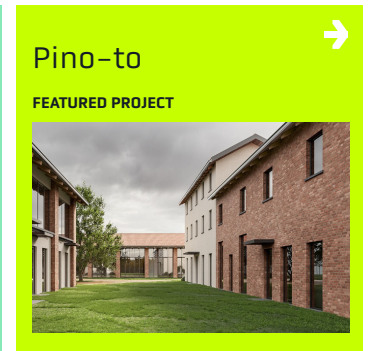
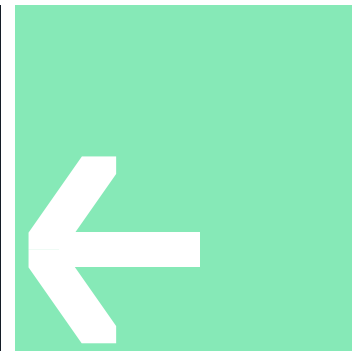
Challenge for original contest topics

REGISTER NOW



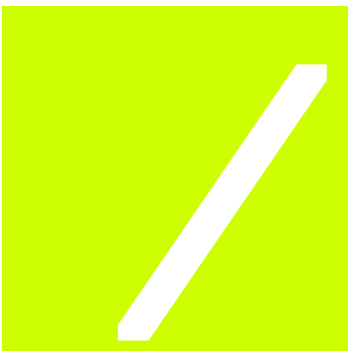
Call For Competitions

Creative Competition
UP TO € 15.000 IN PRIZES
DEADLINE 15.12.2023



Pino-to

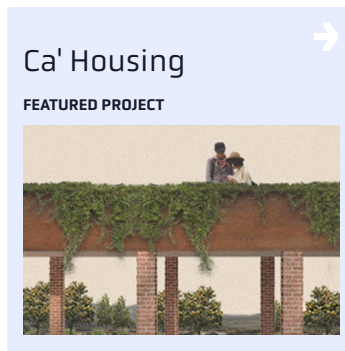
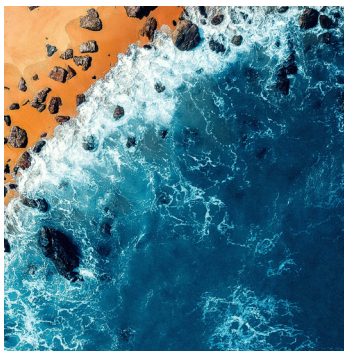
FEATURED PROJECT



The Golden Sand Waterfront

A new "Lungomare" for Lignano Sabbiadoro

REGISTER NOW



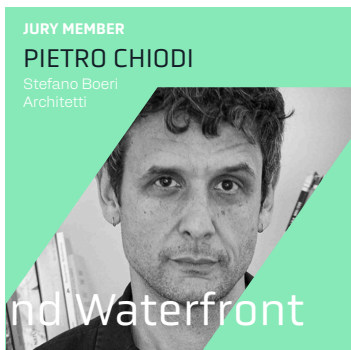
Ca' Housing

FEATURED PROJECT

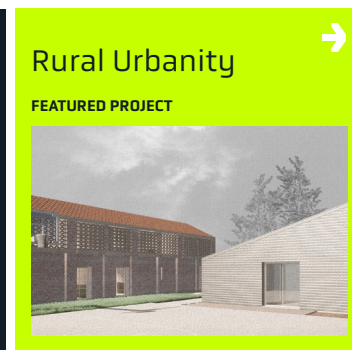


JURY MEMBER
KHADIDJA KONATE
Stipo

The Golden Sand Waterfront

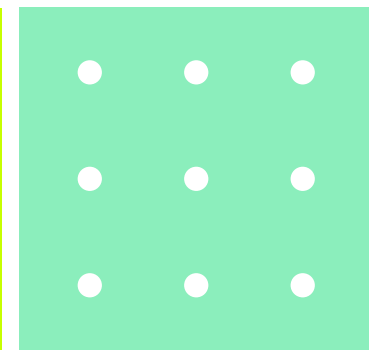


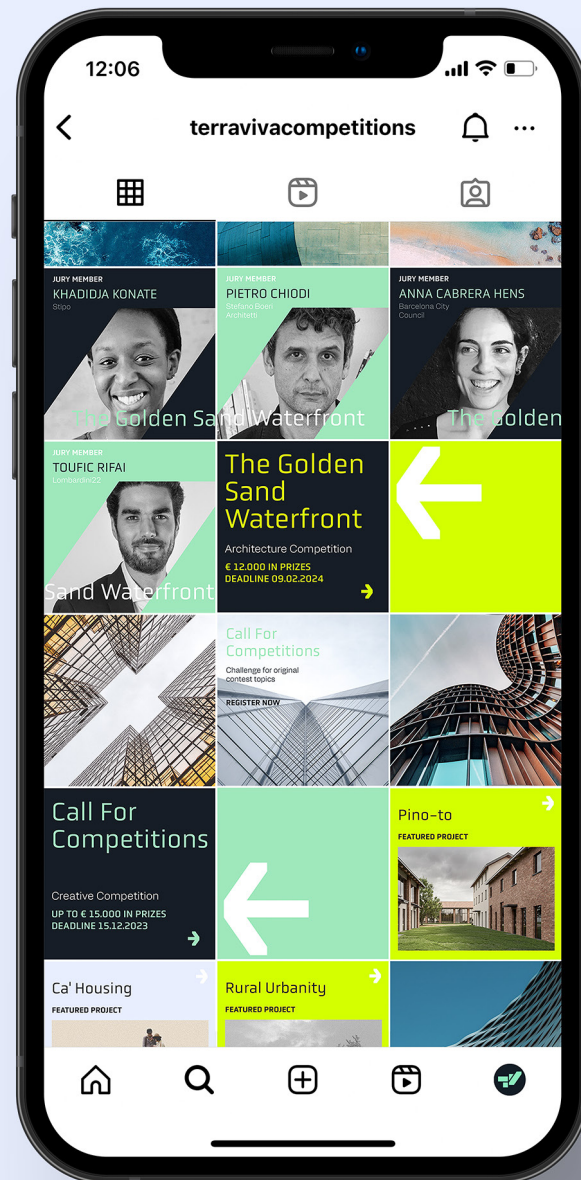
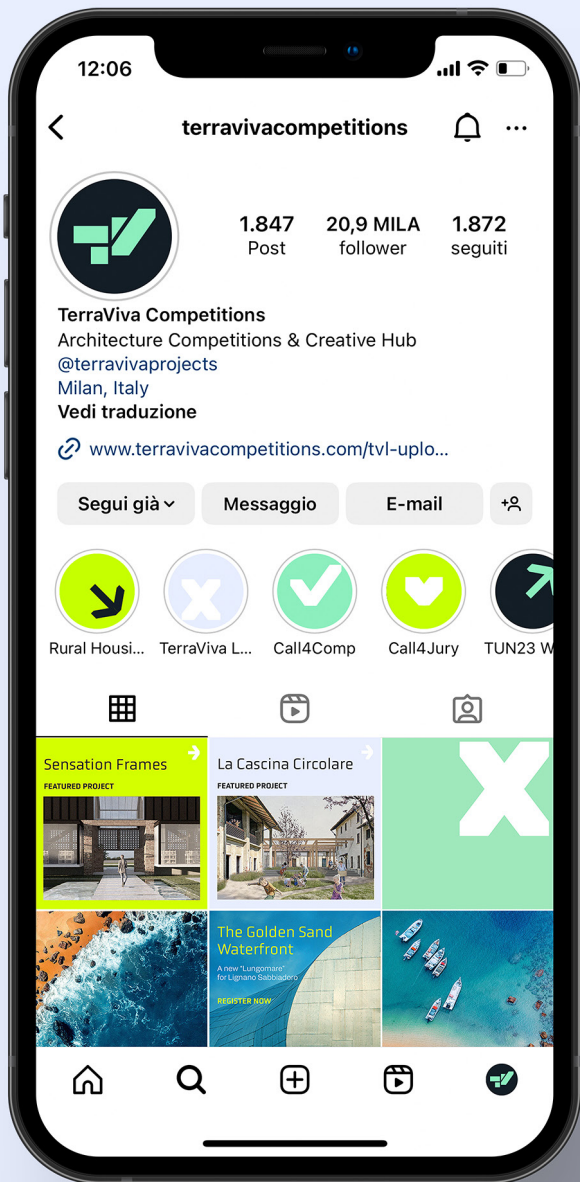
JURY MEMBER
PIETRO CHIODI
Stefano Boeri
Architetti



Rural Urbanity

FEATURED PROJECT





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