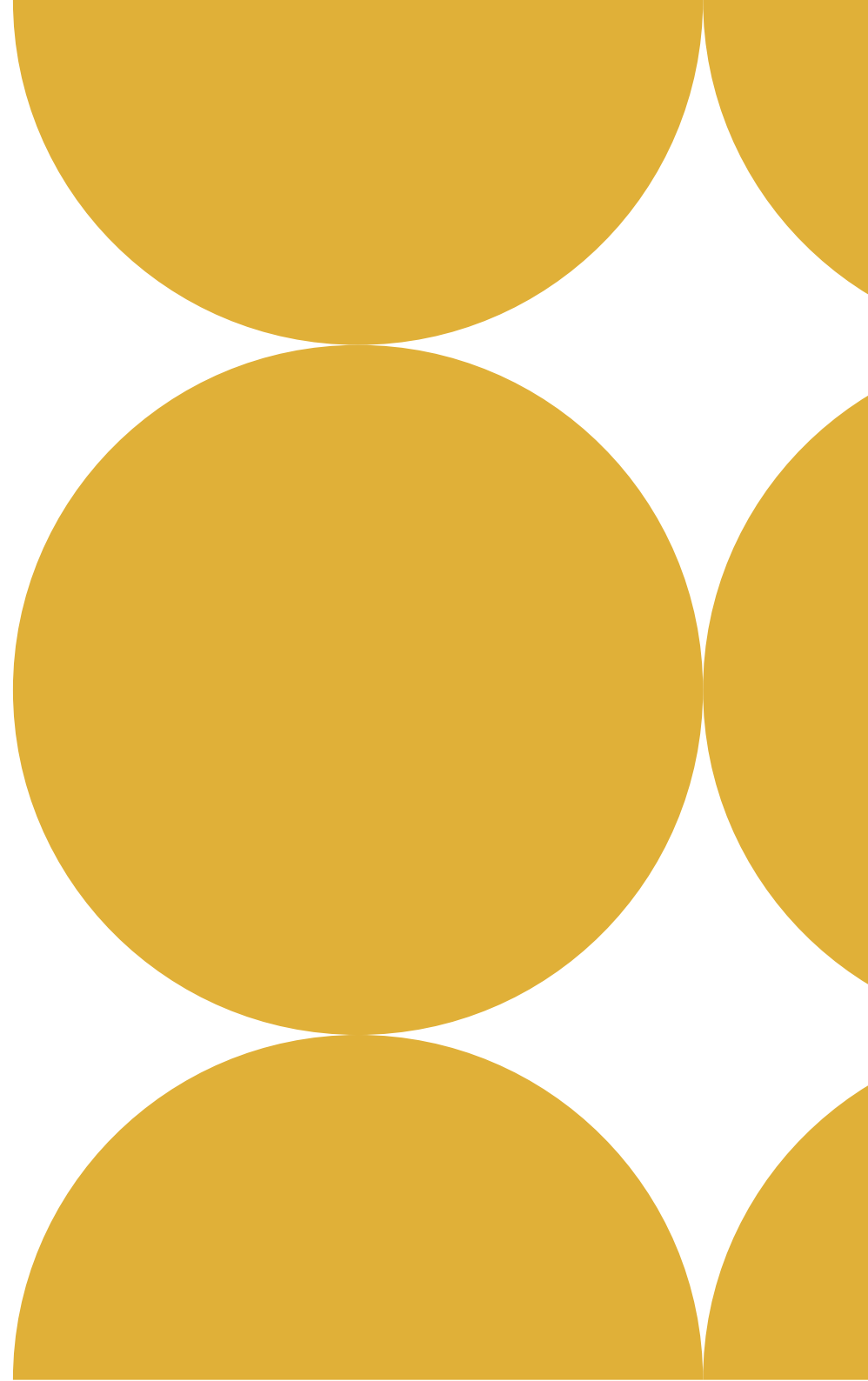


Brand Guidelines 2023

TerraViva
Competitions



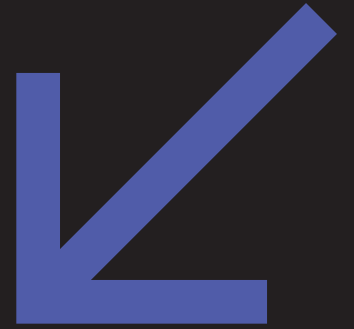
About TerraViva

Unlike outdated standard tender procedures limited to a local reach, TerraViva competitions are fully run through our digital Platform, allowing partners to share their architecture challenges with the best international designers

Born under the guidance of the Californian architecture critic Richard Ingersoll, TerraViva started its journey as a didactic department at Politecnico di Milano, evolving in 2022 into a startup currently accelerated by B4i – Bocconi for Innovation.

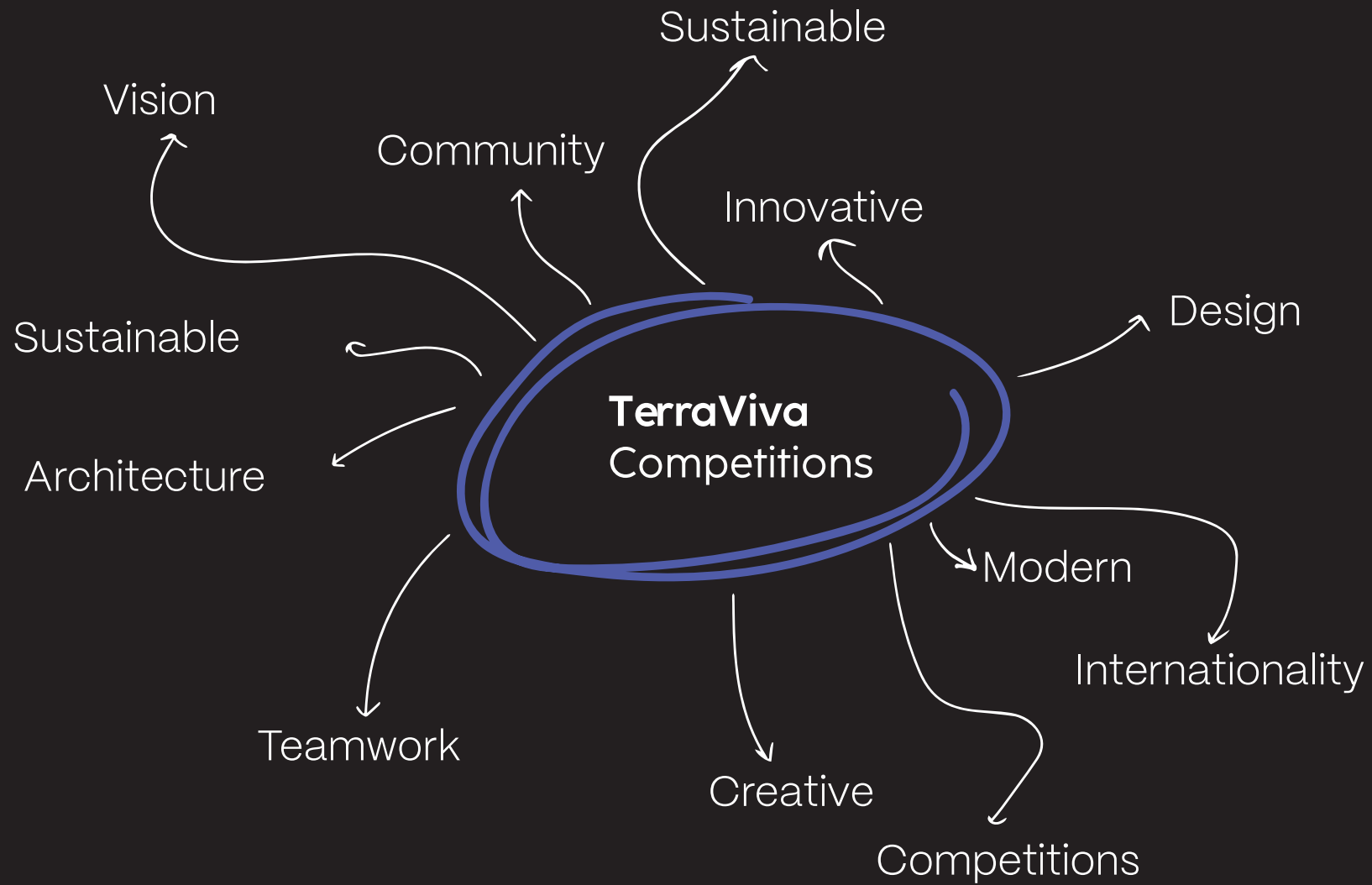


01



Logotype

Mindmap



Logo Idea Inspirations

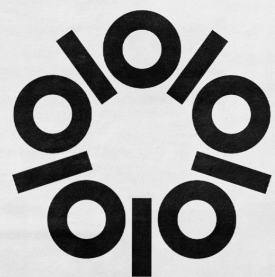
TerraViva is a platform for architectural and design competitions. Having a good team is a great opportunity for attending in a competition. Overall, the logo shows people gathering around as a team.





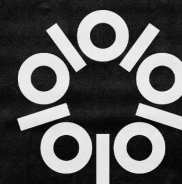
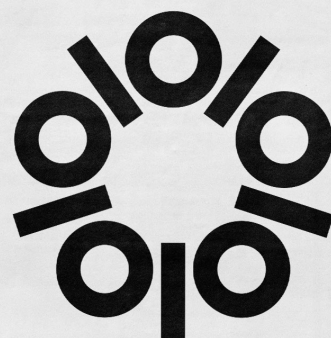
TerraViva
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competitions



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competitions

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competitions



TerraViva
competitions

Building a
Sustainable
Future.



Let's change
the way we
design.



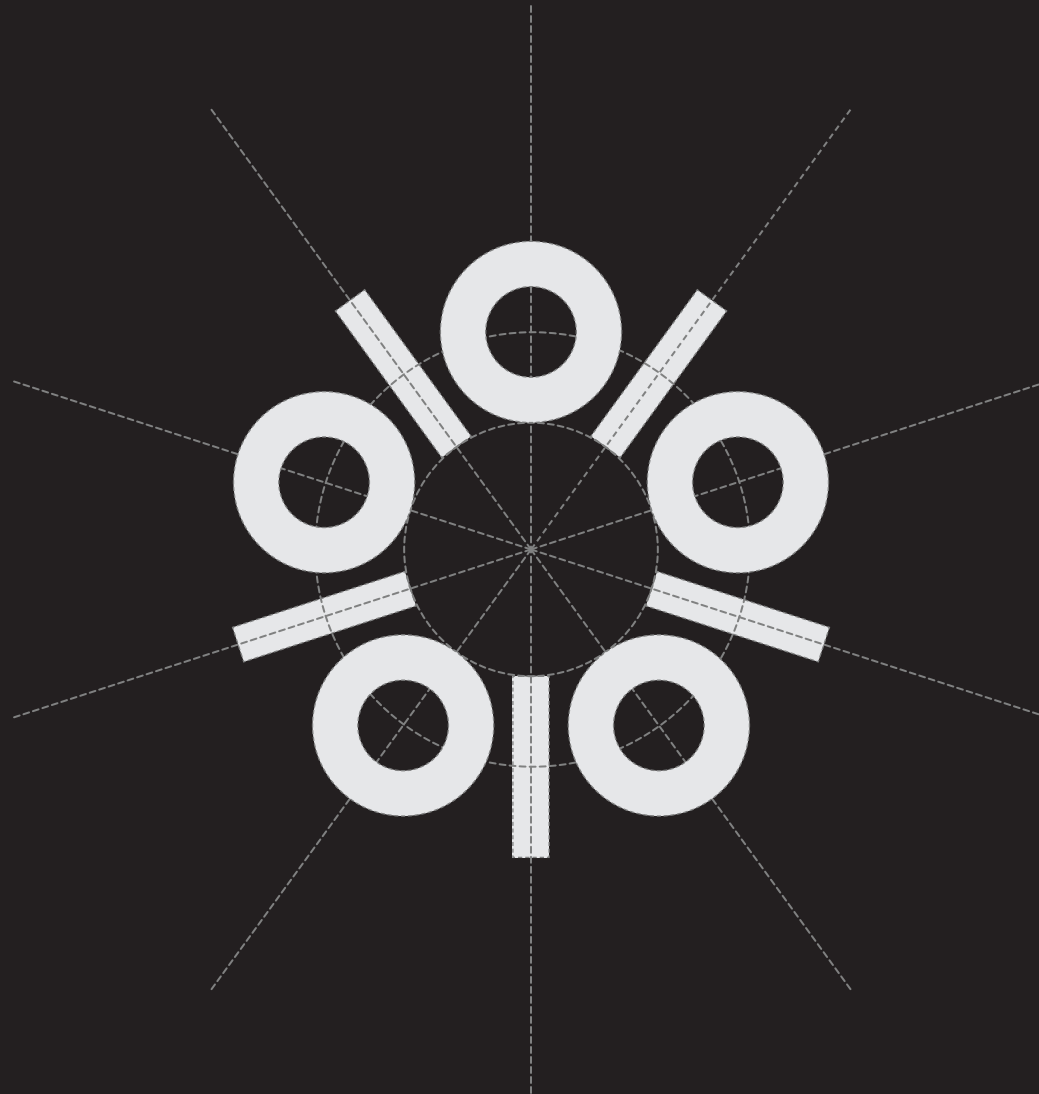
TerraViva
competitions

TerraViva
competitions



TerraViva
competitions

Symbol Construction

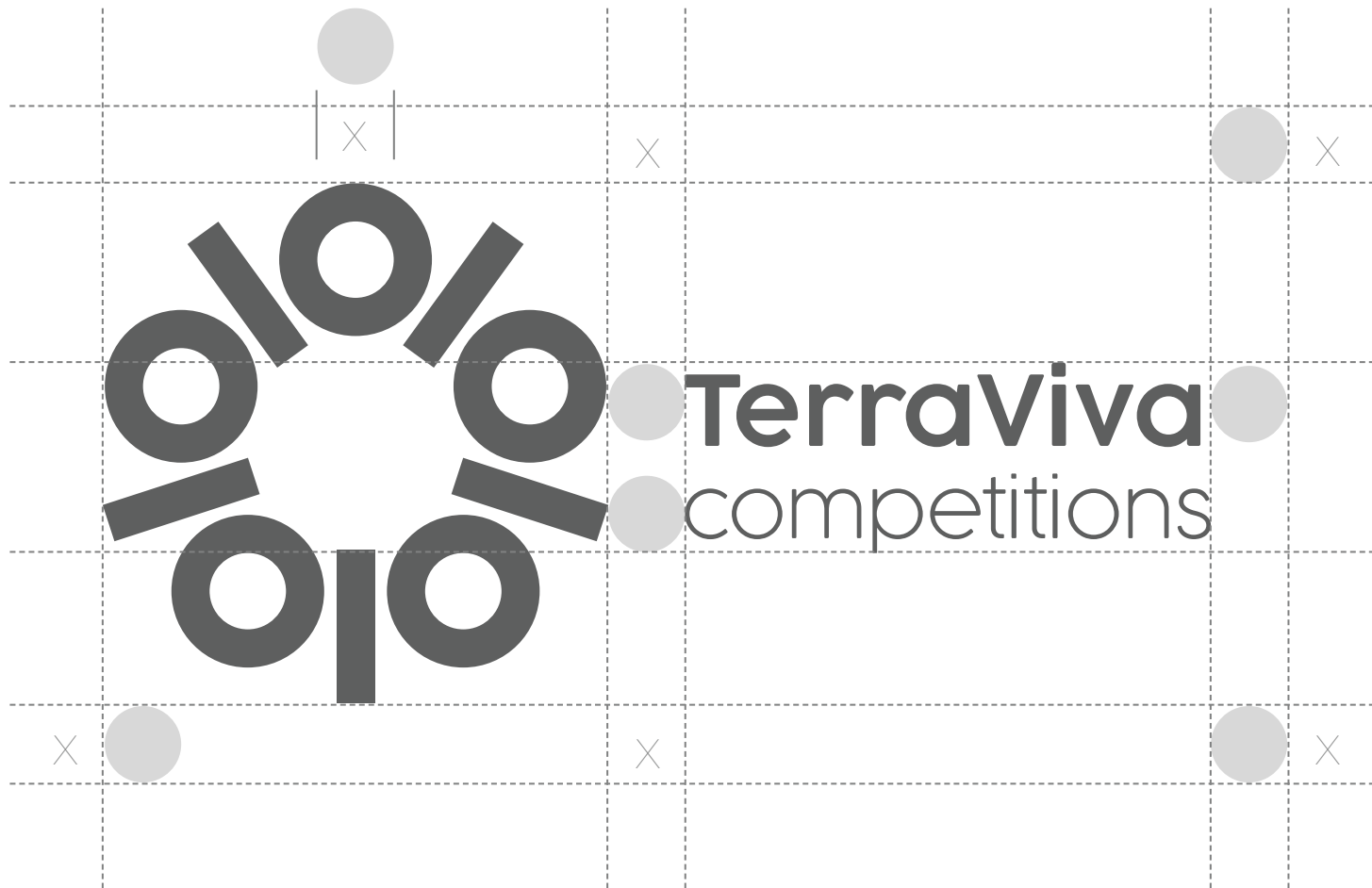


Logo Construction



Safe Zone

Safe zone is of empty area around the logo. There shouldn't be any graphics elements or text. ● acted as the measurement of the safe zone of the logo



Minimum Size

Minimum size for the "Symbol" is 40 pixel / 10 mm .
Minimum size for the "Whole Logo" is 80 pixel / 20 mm.



—— 80 px / 20mm



—— 40 px / 10mm

Color palette

Sun

HEX: F4C430
CMYK: 10, 75, 75, 1
RGB: 220, 85, 60

Lavender

HEX: 703BE7
CMYK: 80, 70, 0, 0
RGB: 85, 50, 65

Green Forest

HEX: 3F704D
CMYK: 75, 10, 75, 1
RGB: 50, 165, 100

Sea

HEX: 2D5DA1
CMYK: 80, 55, 0, 0
RGB: 70, 105, 180

Lava

HEX: D74826
CMYK: 10, 80, 75, 1
RGB: 220, 90, 60

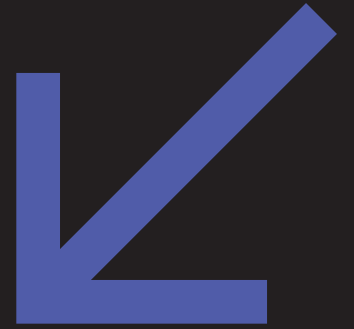
Dark

HEX: 000000
CMYK: 90, 80, 60, 100
RGB: 000

Light Bright

HEX: FFFFFFFF
CMYK: 0000
RGB: 255, 255, 255

02



Typography

Ultra Light
Heavy Italic

20 styles
including
10 uprights
plus 10
Italics.

*Designed and published by
Radomir Tinkov in 2016, the Gilroy
font family has been developed to
meet today's typographical
requirements.*

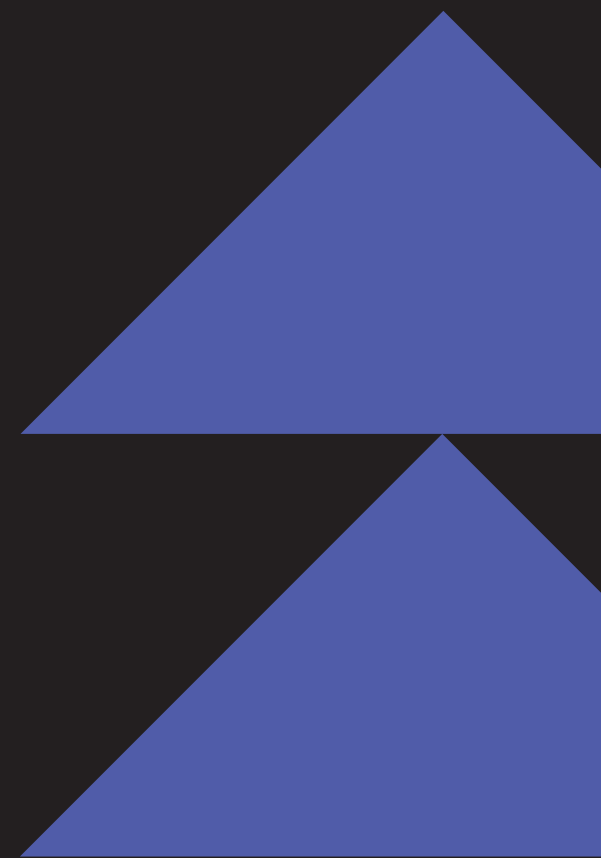
Thin
Ultralight
Book
Regular
Medium

SemiBold
Bold
ExtraBold
Black
Heavy

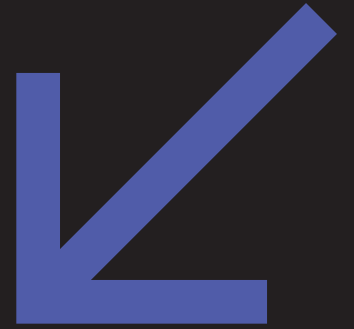
!£\$%*?<

GILROY

Designed by Radamir Tinkov



03



Visuals

Corporate style

These graphic elements are used to show TerraViva's values such as sustainability, architecture and etc.



