

TERRAIN

BRANDING EXERCISE FOR TERRAIN PROJECTS MELBOURNE IN THE LEAD UP TO THE OPENING OF
THEIR NEW FITZROY-BASED BOOKSHOP.



INITIAL DESIGN PHASE

LOGO EXPERIMENTS AND PRINT TESTS TO FLESH OUT THE OVERALL IDENTITY FOR TERRAIN.

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hello@terrain.earth

Located at 37.8136° S 144.9631° E

TERRAIN PROJECTS IS AN INITIATIVE THAT CREATES PLAYFUL PHYSICAL AND DIGITAL SPACES TO REMIND HUMANS THAT THEY ARE EMBEDDED IN A MORE-THAN-HUMAN WORLD.

BOOKSHOP
CO-WORKING
MICRO GALLERY
WORKSHOPS

The worldview of human-nature separation that has saturated society is the underlying cause of Earth's ecological crisis. This undermines the longevity of technological solutions as they exist within an unsustainable foundation of separation. TERRAIN Projects function to bridge this misalignment through incubating playful social spaces and collaborative projects with ideas across diverse disciplines and knowledge systems. Simultaneously, TERRAIN Projects reinforce the transformative reconciliatory effect interdisciplinary arts can have on humannature relatedness in civic life.

THE WORLDVIEW OF HUMAN-NATURE SEPARATION HAS SATURATED SOCIETY. THIS UNDERLYING CAUSE OF THE CRISIS UNDERMINES THE LONGEVITY OF TECHNICAL SOLUTIONS AS THEY EXIST WITHIN AN UNSUSTAINABLE FOUNDATION OF SEPARATION.

TERRAIN PROJECTS FUNCTION TO BRIDGE THIS MISALIGNMENT THROUGH INCUBATING PLAYFUL SOCIAL SPACES AND COLLABORATIVE PROJECTS WITH IDEAS ACROSS DIVERSE DISCIPLINES AND KNOWLEDGE SYSTEMS. TERRAIN PROJECTS REINFORCE THE TRANSFORMATIVE RECONCILIATORY EFFECT INTERDISCIPLINARY ARTS CAN HAVE ON HUMANNATURE RELATEDNESS IN CIVIC LIFE.

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DYNAMIC LOGO CONCEPT

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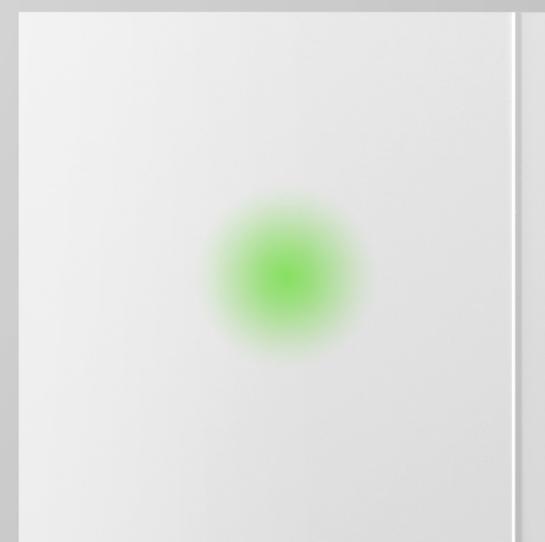
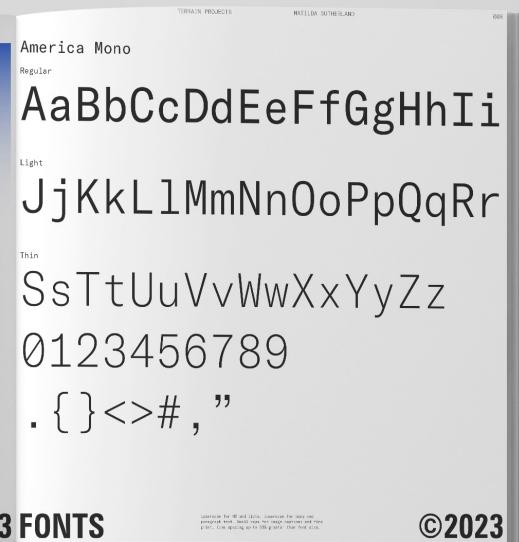
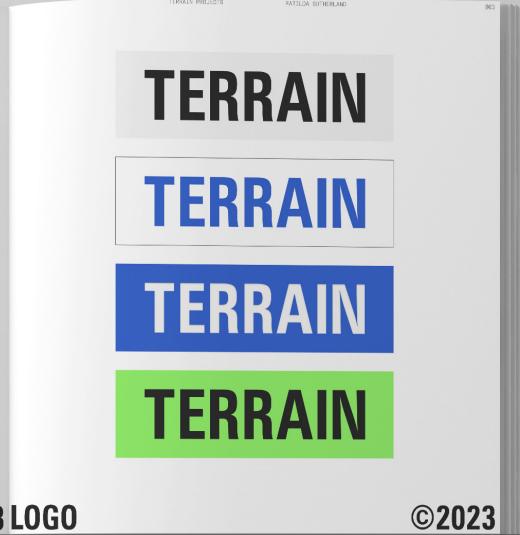
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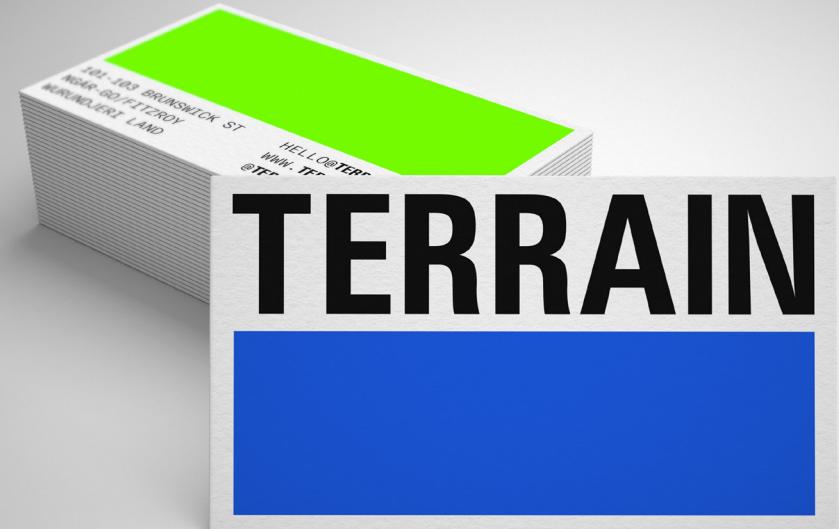
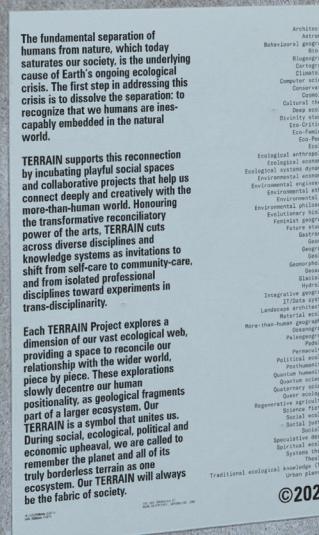
TERRAIN

FINAL LOGO DESIGN

TEXT LOGO USING THE ZURICH TYPEFACE. EACH TIME THE TERRAIN NAME IS PRINTED ON OFFICIAL TERRAIN MATERIAL, IT MUST BE SET IN ZURICH TYPE. THIS ALLOWS FOR A STRONG BRAND IDENTITY AND POINT OF DIFFERENCE FROM TRADITIONAL GRAPHICAL LOGOS.

TERRAIN





MOTION GRAPHICS

ANIMATED INSTAGRAM STORY TO ANNOUNCE THE OPENING OF THE TERRAIN BOOKSTORE

