

vitamin[®]

Our logo explorations center around the tone of stability, sophistication and capability and position Terra Search as experts in human capital in the real estate business. Terra is about more than being “headhunters” and filling empty seats. Terra is about understanding operational growth strategy and consulting a company on what the path is from where they are to where they want/need to be. Terra places value on the platform and talent versus valuing the collection of assets.

OPTION 1



This mark combines the complexity of seeing things from many angles with the structural forms found in real estate.

The mark is complex yet simple. It allows the viewer to perceive it from many angles depending on one's perspective. It is also simple enough to work well at a small scale.





#ff8b0d

#e57600

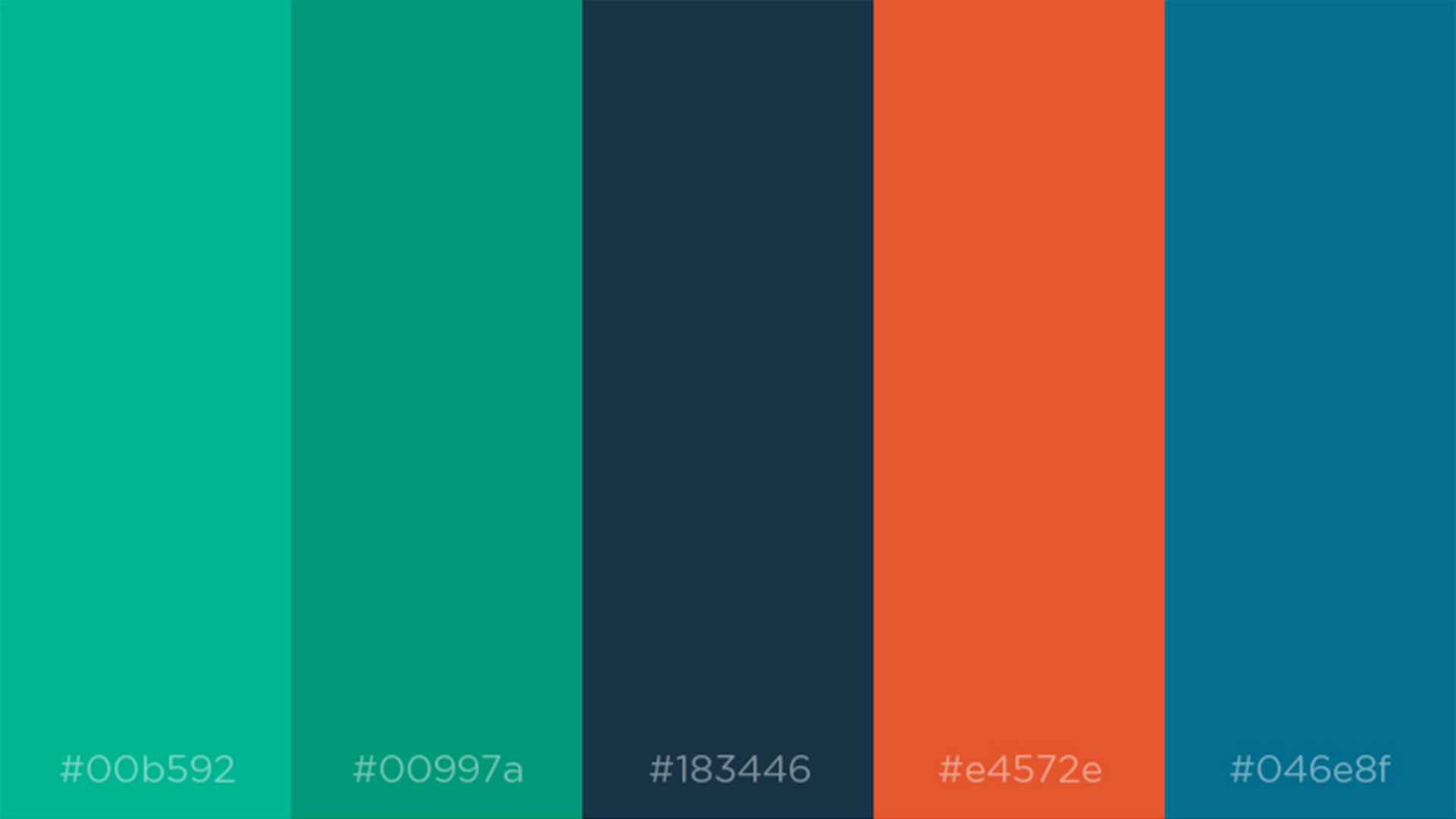
#586f7c

#44355b

#221e22

Energy, Excitement, Prosperity, Warmth, Playfulness, Change.





#00b592

#00997a

#183446

#e4572e

#046e8f

Youth, Growth, Wealth, Harmony, Tranquility, New Beginnings.





#14bdeb

#009bc6

#182825

#f46036

#586f7c

Trust, Wisdom, Loyalty, Sophistication, Respectability.

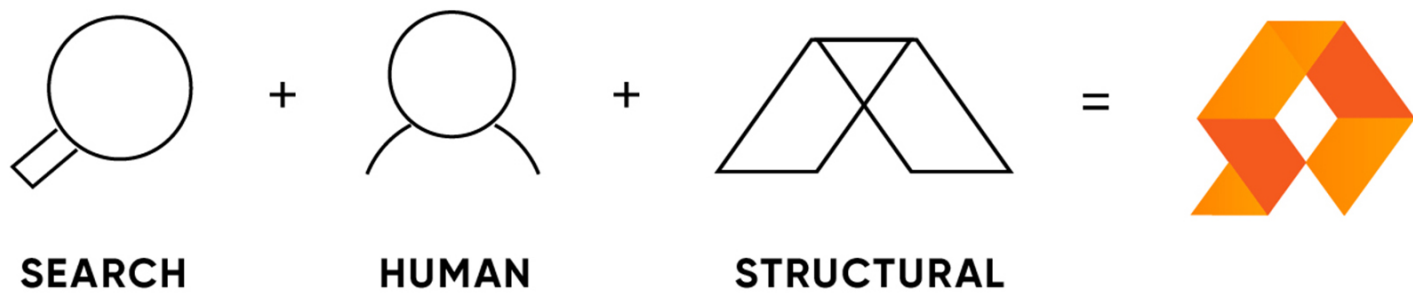
OPTION 2







OPTION 3



This mark combines Humans, Search and Real Estate. The mark could be seen as a structural magnifying glass as well as the abstraction of a human portrait. Its demensions add complexity while its simple design allows it to work well at small scales.







