



BRAND GRAPHIC STANDARDS & GUIDELINES

PURPOSE

A uniformly applied visual identity program is essential to building a strong brand. It helps to immediately establish recognition for **TERRA CONTRACTING (TERRA)**, expresses **TERRA'S** brand values, unique brand personality and sets **TERRA** apart from its competitors.

The logo will often be the first visual point of contact with the **TERRA** brand. This standards guide has been created to help protect and ensure the integrity and proper usage of the **TERRA** logo and brand applications. It is a structural set of guidelines intended to express **TERRA'S** brand in a clear and consistent manner.

The following outlines the framework and proper usage of this logo.

The consistent use of the elements help ensure the strength, stability and recognizability of the **TERRA** brand.

Together, the elements of the brand convey a sense of the organization's quality and increase public awareness of its mission and achievements.

The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Familiar logos are not "read" as words, but processed by the brain visually, evoking a complex set of associations much more powerful than words.

In order to protect the **TERRA** identity, please use the materials and follow the standards described in this manual.

This logo is the primary organizational identity element.

LOGO STRUCTURE

The **TERRA** logo consists of two components:

- The “**logomark**” (icon) – Abstract backhoe scoop
- The “**wordmark**” – Stylized **TERRA** type design



PRIMARY LOGO

Wherever possible, it is preferable to use the Primary Logo in most applications.



STACKED LOGO

The stacked logo is secondary. Use the stacked logo only in vertical applications.



SMALL APPLICATIONS ONLY

If logo must be sized very small, legibility can become problematic. In those instances, use one of the following designs sans the small descriptor “contracting”. **Caution:** The smaller the logo gets, more possibility of the logo dropping out or filling in.



ICON ONLY

The logomark (icon) can be featured on it's own in specific applications. For example, digital and merchandise.



CLEAR SPACE REQUIREMENTS

The **TERRA** logo should never be reproduced where it is not clearly legible. No text, images or graphics should sit within the exclusion area. The minimum exclusion area is 1/4" around each edge of the logo.



COLOR USAGE

Color is a powerful way to communicate a message and serves as an integral part of our visual identity. The color palette is composed of different levels of color. This CORE color palette is used for the **TERRA** logo and is the central expression of the brand. The **TERRA** logo may only appear in the colors shown here. No other colors or variations are allowed outside of this defined color palette.

The **TERRA** logo uses specific colors in its reproduction. Those equivalents are shown here:



BRICK

PMS Spot: 186 C

CMYK Process: C-0, M-100, Y-100, K-15

RGB Electronic: R-206, G-24, B-30



CITYSCAPE

PMS Spot: Cool Gray 10 C

CMYK Process: C-10, M-10, Y-0, K-70

RGB Electronic: R-97, G-97, B-75



Color



B&W / Grayscale



Line art



Reversed in white

LOGO FORMATS

JPG - This will be supplied either low or high resolution. These files are raster based and easily editable in Photoshop.

PNG - This format is supplied when using logo in a digital environment with a transparent background.

EPS - This format is the preferred format when using for print. These files are vector based and easily editable in Illustrator or another vector based program.

PDF - This format is universal. A majority of computer users have Acrobat Reader. PDF resolutions can be:

- “Smallest File Size” - usually used for screen viewing purposes only.
- “High Quality Print” - good quality when using for in-house or “quick print” services.
- “Press Quality” - suitable for use in four color off-set press printing.

COLOR SPACES

CMYK - Four color process inks –Cyan, Magenta, Yellow and Black– used on traditional off-set presses and modern digital printers.

RGB - Electronic color mix consisting of Red, Green, and Blue light pixels. All electronic / digital displays use the RGB color space.

PANTONE - Or PMS (Pantone Matching System), are individual inks of specific colors used in print and merchandise applications where exact color reproduction paramount.

GRAYSCALE - Or Black & White, is most commonly found in print application where a only a single color ink (usually black) is applied in solid and screened tones.

LINE ART - Used only in rare applications of a single, solid color.

FILE DIRECTORY

CMYK (print)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory. Black background behind reversed designs is for display purposes only and does not exist in the actual logo file.



TerraLogo_CMYK_Horizontal_Small_Reversed.eps



TerraLogo_CMYK_Horizontal_Small.eps



TerraLogo_CMYK_Horizontal_Small.jpg



TerraLogo_CMYK_Icon.eps



TerraLogo_CMYK_Icon.jpg



TerraLogo_CMYK_Primary_Reversed.eps



TerraLogo_CMYK_Primary.eps



TerraLogo_CMYK_Primary.jpg



TerraLogo_CMYK_Stacked_Reversed.eps



TerraLogo_CMYK_Stacked_Small_Reversed.eps



TerraLogo_CMYK_Stacked_Small.eps



TerraLogo_CMYK_Stacked_Small.jpg



TerraLogo_CMYK_Stacked.eps



TerraLogo_CMYK_Stacked.jpg

FILE DIRECTORY

RGB (digital)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory. Black background behind reversed designs is for display purposes only and does not exist in the actual logo file.



TerraLogo_RGB_Horizontal_Small_NoBggrnd.png



TerraLogo_RGB_Horizontal_Small_Reversed_NoBggrnd.png



TerraLogo_RGB_Horizontal_Small.jpg



TerraLogo_RGB_Icon_Small.jpg



TerraLogo_RGB_Icon.jpg



TerraLogo_RGB_Primary_NoBggrnd.png



TerraLogo_RGB_Primary_Reversed_NoBggrnd.png



TerraLogo_RGB_Primary.jpg



TerraLogo_RGB_Stacked_NoBggrnd.png



TerraLogo_RGB_Stacked_Reversed_NoBggrnd.png



TerraLogo_RGB_Stacked_Small_NoBggrnd.png



TerraLogo_RGB_Stacked_Small_Reversed_NoBggrnd.png



TerraLogo_RGB_Stacked_Small.jpg



TerraLogo_RGB_Stacked.jpg

FILE DIRECTORY

PANTONE (PMS - print, merchandise)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory.



TerraLogo_PMS_Horizontal_Small.eps



TerraLogo_PMS_Icon.eps



TerraLogo_PMS_Primary.eps



TerraLogo_PMS_Stacked_Small.eps



TerraLogo_PMS_Stacked.eps

GRAYSCALE (black & white print)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory.



TerraLogo_Grayscale_Horizontal_Small.eps



TerraLogo_Grayscale_Horizontal_Small.jpg



TerraLogo_RGB_Icon.jpg



TerraLogo_Grayscale_Icon.jpg



TerraLogo_Grayscale_Primary.eps



TerraLogo_Grayscale_Primary.jpg



TerraLogo_RGB_Stacked_Small.eps



TerraLogo_RGB_Stacked_Small.jpg



TerraLogo_Grayscale_Stacked.eps



TerraLogo_Grayscale_Stacked.jpg

FILE DIRECTORY

REVERSED (all white)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory. Black background behind reversed designs is for display purposes only and does not exist in the actual logo file.



TerraLogo_Reversed_Horizontal_Small.eps



TerraLogo_Reversed_Primary.eps



TerraLogo_Reversed_Stacked_Small.eps



TerraLogo_PMS_Stacked_Small.eps

LINE ART (all black)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory.



TerraLogo_Line_Horizontal_Small.eps



TerraLogo_Line_Icon.eps



TerraLogo_Line_Primary.eps



TerraLogo_Line_Stacked_Small.eps



TerraLogo_Line_Stacked.eps