

TERRE A MER

brand guidelines

2020

V1.0

APPROVED LOGO USAGE

The logo should be on a clean background and may be in any of the logo colours, white, teal, gold, silver, grey or black. Logo must always be legible and have some space around it to avoid looking 'cluttered'

LOGO COLOURS



Our original logo is used throughout our existing material though the orchid graphic may need to be left out if it does not fit within the layout due to spatial constraints.

TERRE A MER



Terre a Mer wordmark may be used stand alone in any of the logo colours.

TERRE A MER

Terre a Mer wordmark with Hair repair experts text may be used alone in any of the logo colours.

TERRE A MER
HAIR REPAIR EXPERTS

Hair repair experts shield may be used with or without the Terre a Mer text. The shield may be any of the logo colours or incorporate nature graphics for the shield.



HAIR REPAIR
EXPERTS SHEILD



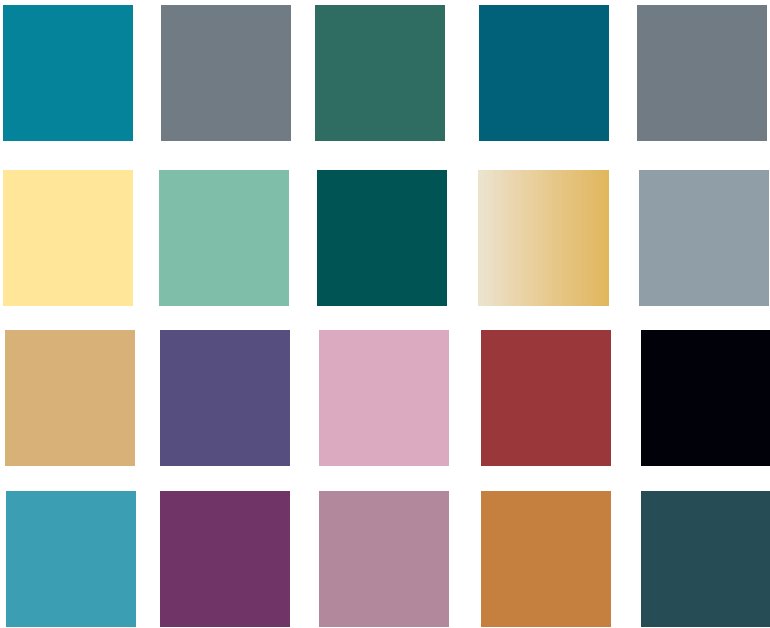
BRAND
COLOURS

Terre a Mer's colour palette is made up from natural tones inspired by nature. The tones are muted as this lends itself to a more classic look.

LOGO COLOURS



OUR
COLOUR
PALETTE



BRAND FONTS

myriad pro

MYRIAD

PRO LIGHT

VERLAG

optima

Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.



Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor incididunt.



Terre a Mer uses modern sans serif fonts to communicate a modern but timeless feel. All fonts used should be understated and classic in their appearance.

This easy to read websafe font can be used for body in online text or very small text. This is a classic websafe font which has a modern look. It may also be used for bold headlines. We generally use the light version of the font though regular may be used for readability in some instances. Myriad Pro has a large family of fonts which can be used in various applications.

BOLD, LIGHT, BOOK, Verlag is a nicely spaced font with a modern but timeless appeal. Looks good in all caps or for small body text. can be used along with other fonts in both headlines and body copy.

The text of our Terre a Mer logo is based on the Optima font. Optima is a sans serif font which retains a classic appearance due to swelling at the ends of the letters. Can be used on printed materials for headings and as body text. Note the optima question mark (?) should NOT be used as it is not easy to read visually appealing.

TRACKING

When displaying text we must always keep the lines spaced out so that the text is easy to read and does not look cramped. See example of correct and incorrect.

KERNING

When using a fine font such as Myriad Pro Light we space out the letters in the words for visual appeal such as in headlines and in our logo. This is to make the text look more legible and visually appealing. A heading in Helvetica Bold would benefit from close kerning in order to improve its appearance.



IMAGE STYLING

Terre a Mer imagery must follow the nature, beautiful hair, hair science themes.

Graphics and photos we use always must always look well designed and polished.

Any models and setting depicted must be fresh and wholesome in their style. No overly done make up, no long artificial nails. .

Any stock imagey must not be imagery which has been used by competitors or commonly by others.

Retouching or photo shop must be well done without 'looking edited' or choppy.

Images should alwaays consider nature theme and or a nature focused colour pallete.