

Brandbook

Brand Style Guideline.

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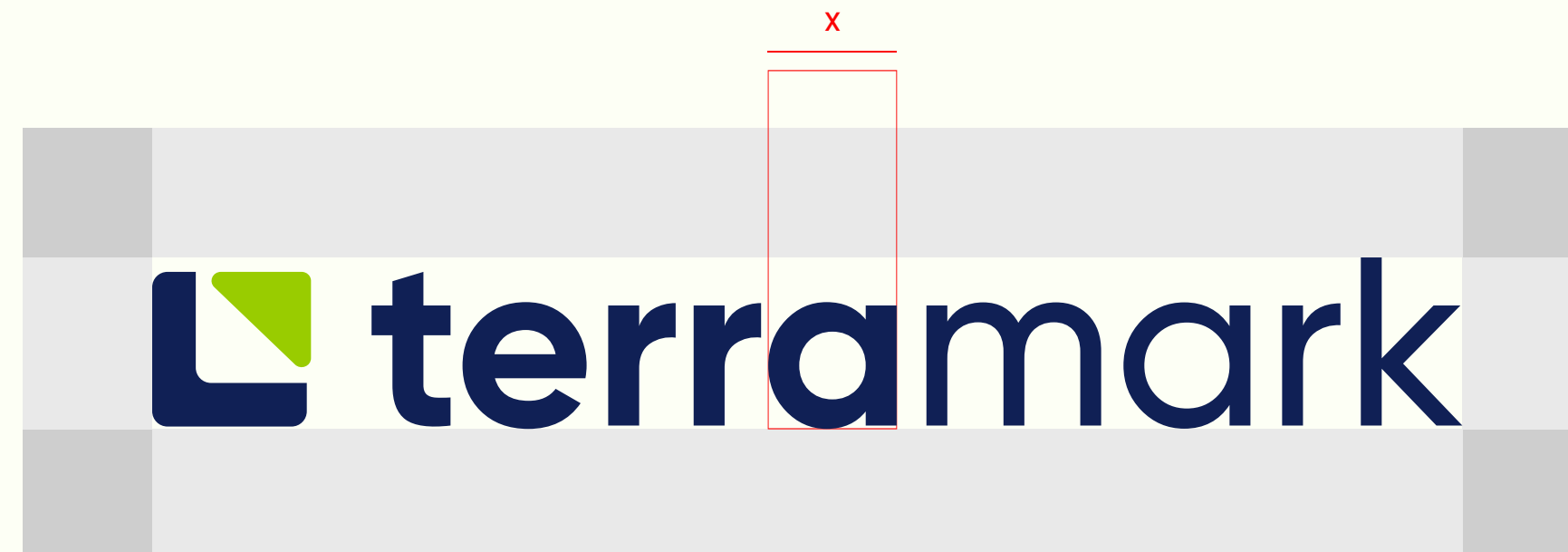
Imagery Moodboard

Imagery Moodboards are to evoke the intended mood or style of your brand. They serve as an inspirational tool to help kick off and guide the brand design process.



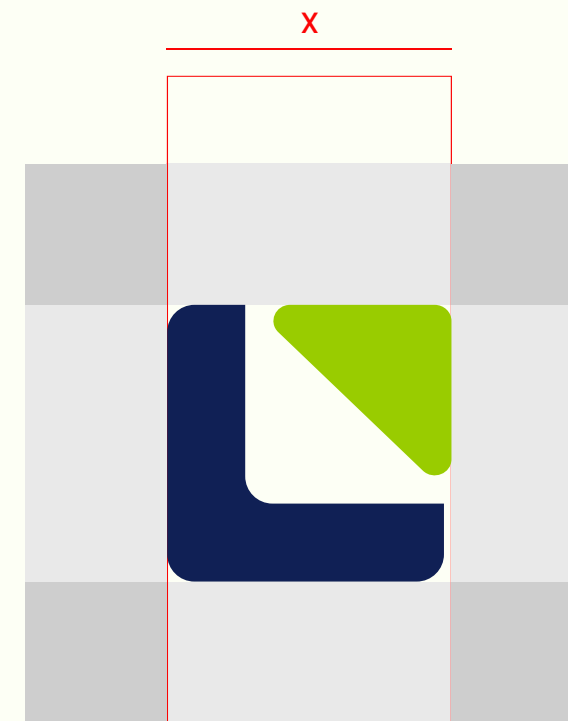
ClearSpace

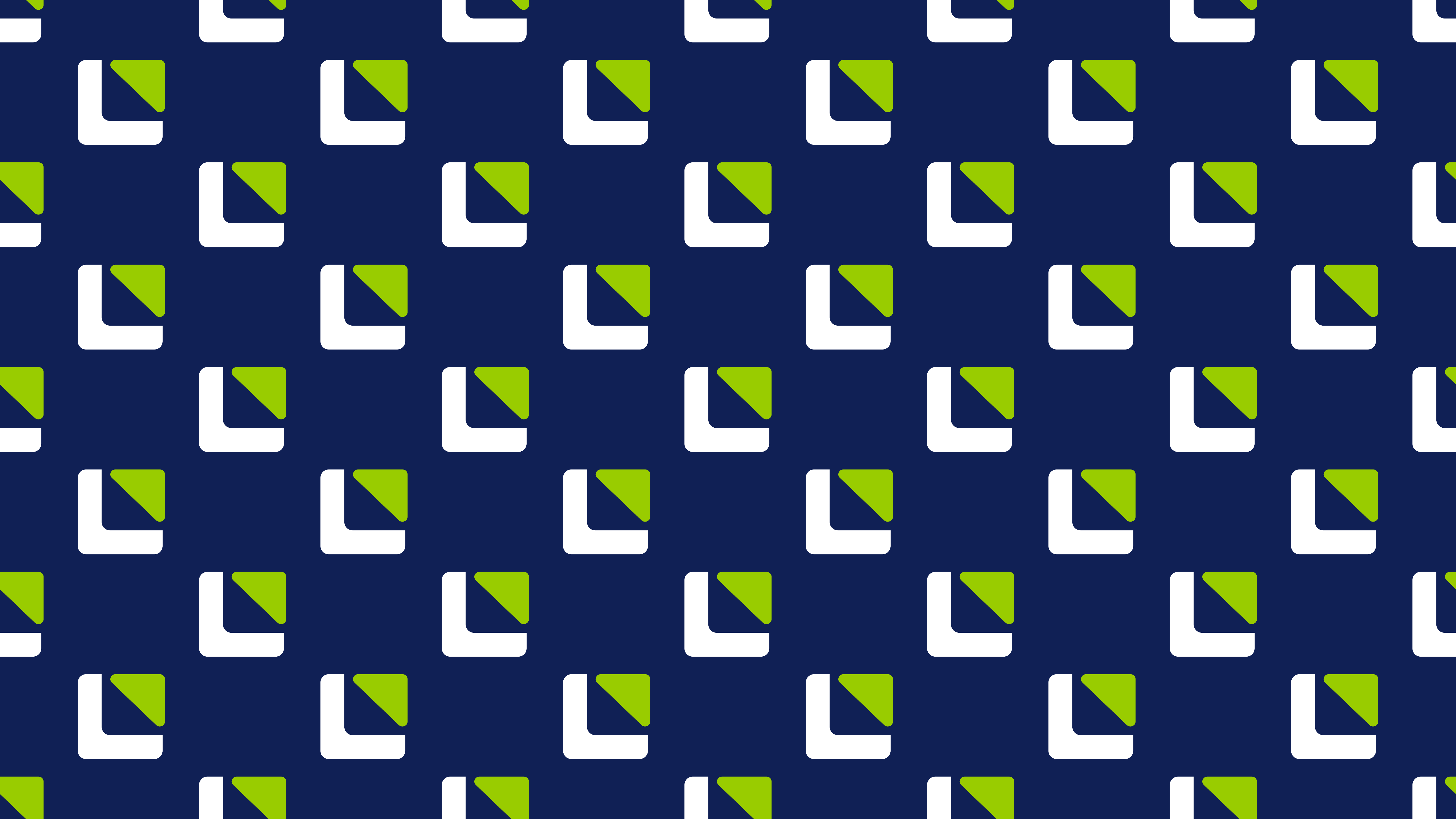
Clearspace is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clearspace is to ensure that a logo maximizes visibility and impact.



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Logomark

A logomark is mostly composed of a single symbol or picture. A great medium for communicating your brand identity is a picture. The logomark's chosen image's color and form can both serve to highlight the brand's individuality.



Wordmark

A wordmark is a brand name with a distinctive design. The precise typeface, color, and spacing of letters. The color and form can both serve to highlight the brand's individuality.

terramark

Presentations on Backgrounds

These backgrounds for Logos are helpful. Check to see whether you can utilize these backgrounds. Use just this kind of contrast for the background of your logo.

The Terramark logo, consisting of a stylized 'T' icon followed by the word 'terramark' in a lowercase sans-serif font, is centered on a solid dark blue rectangular background.

 terramark

The Terramark logo, consisting of a stylized 'T' icon followed by the word 'terramark' in a lowercase sans-serif font, is centered on a solid lime green rectangular background.

 terramark

Monochromatic logo

Monochromatic (or mono) is a color scheme based on only one, single color tint. It uses only variations (shades) of a single hue, made by altering the saturation and brightness of the base color.

Description

Sometimes, non-traditional methods of using logos, such as laser engraving, embroidery, 3D printing, and textile printing, are employed. These goods all make use of unique equipment that can't handle standard coloured files. Monochrome formats are useful in this situation.



Color Palette

A color palette is the full range of colors that a brand sets as their identity. A color palette provides depth to brand.



#102055



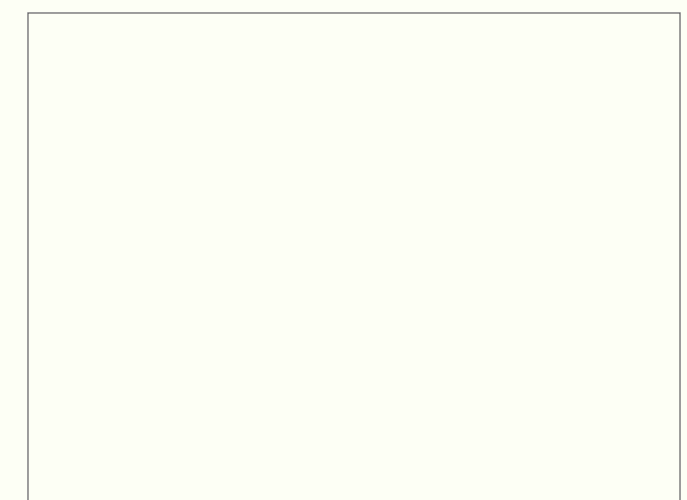
#99CC00



#08A0D2



#15B091



#FDFFF5

Logo Sizing

These are suggestions for logo sizing. The smallest size for each type of screen is visible. Make sure your logo does not shrink to the smallest size.



150PXL



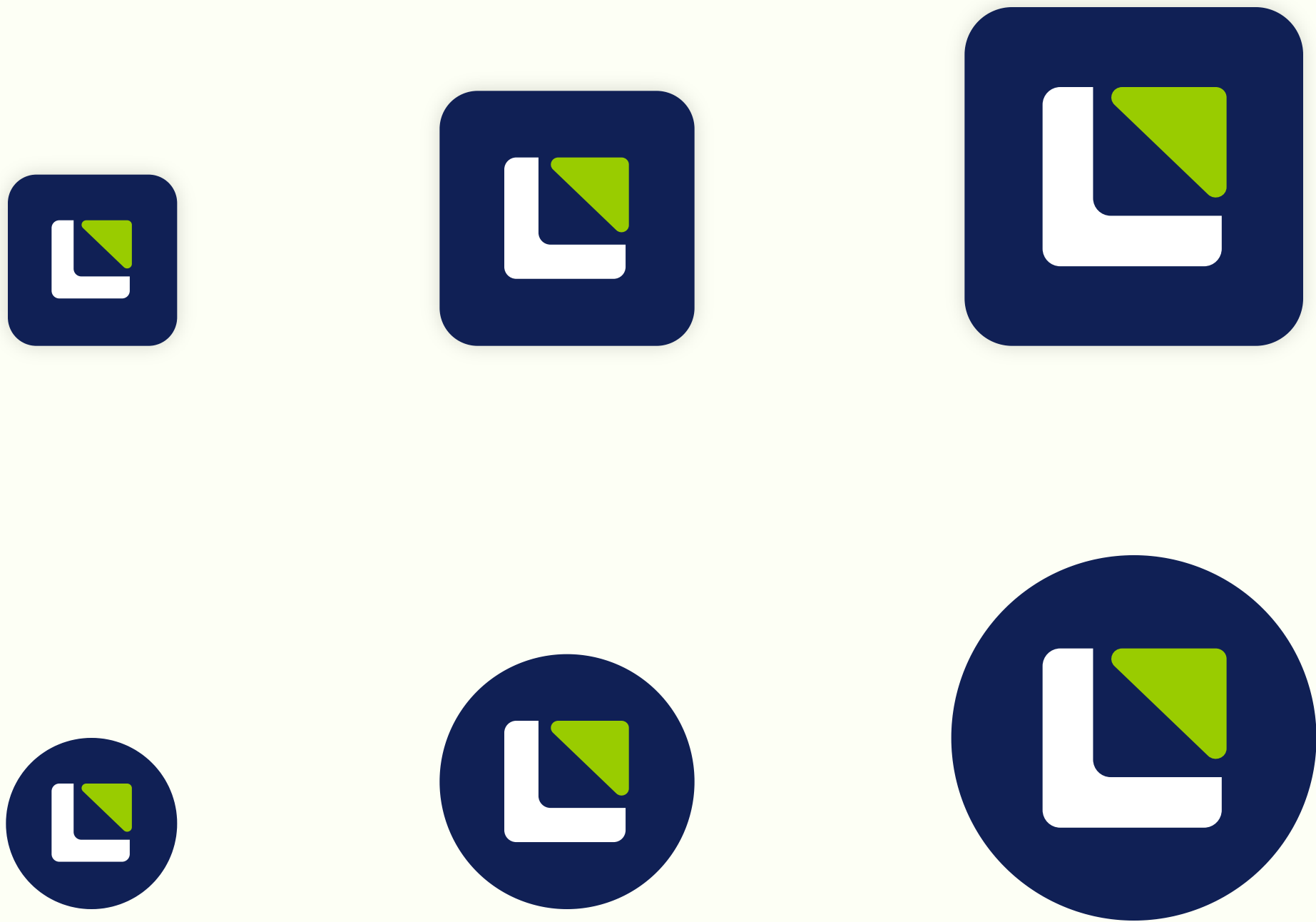
250PXL



350PXL

Icon Sizing

Icons cannot be extended or modified in size; they come in small and tinier sizes. That implies that for app icons, legibility comes first. You'll see that icons are present in sub-menus with even smaller sizes than they are on the home page.







 terramark

Typography

Our Brand has a consistent approach for the typography.

Gilroy

Aa

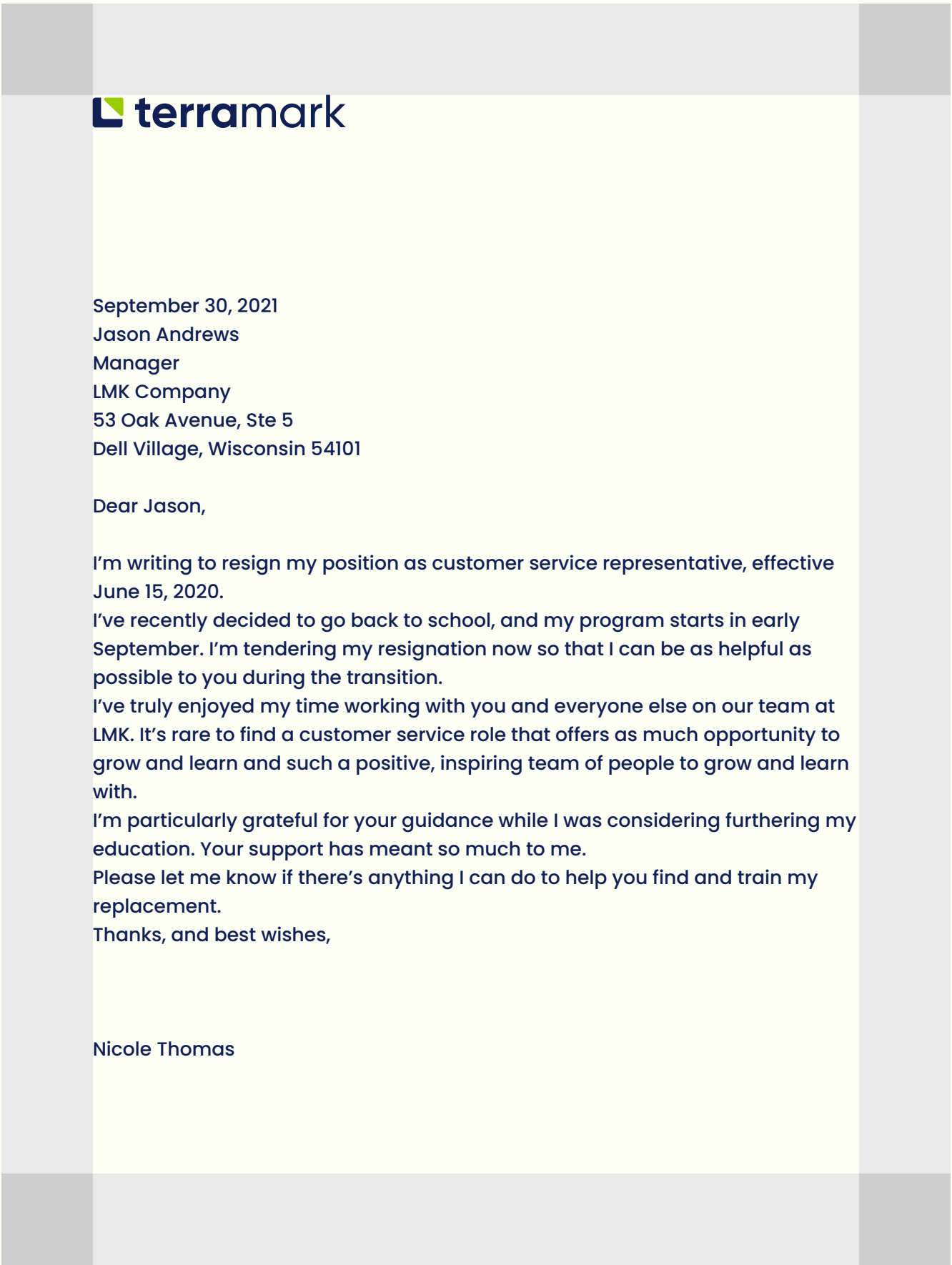
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Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Xx Yy Zz

abcdefghijklmnopqrstuvwxyz
0123456789&%!#

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam mauris lacus, ullamcorper eget urna in, ullamcorper condimentum lacus. Cras malesuada quam quis magna ullamcorper ullamcorper. Mauris metus ante, blandit at semper efficitur, pharetra vitae metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec

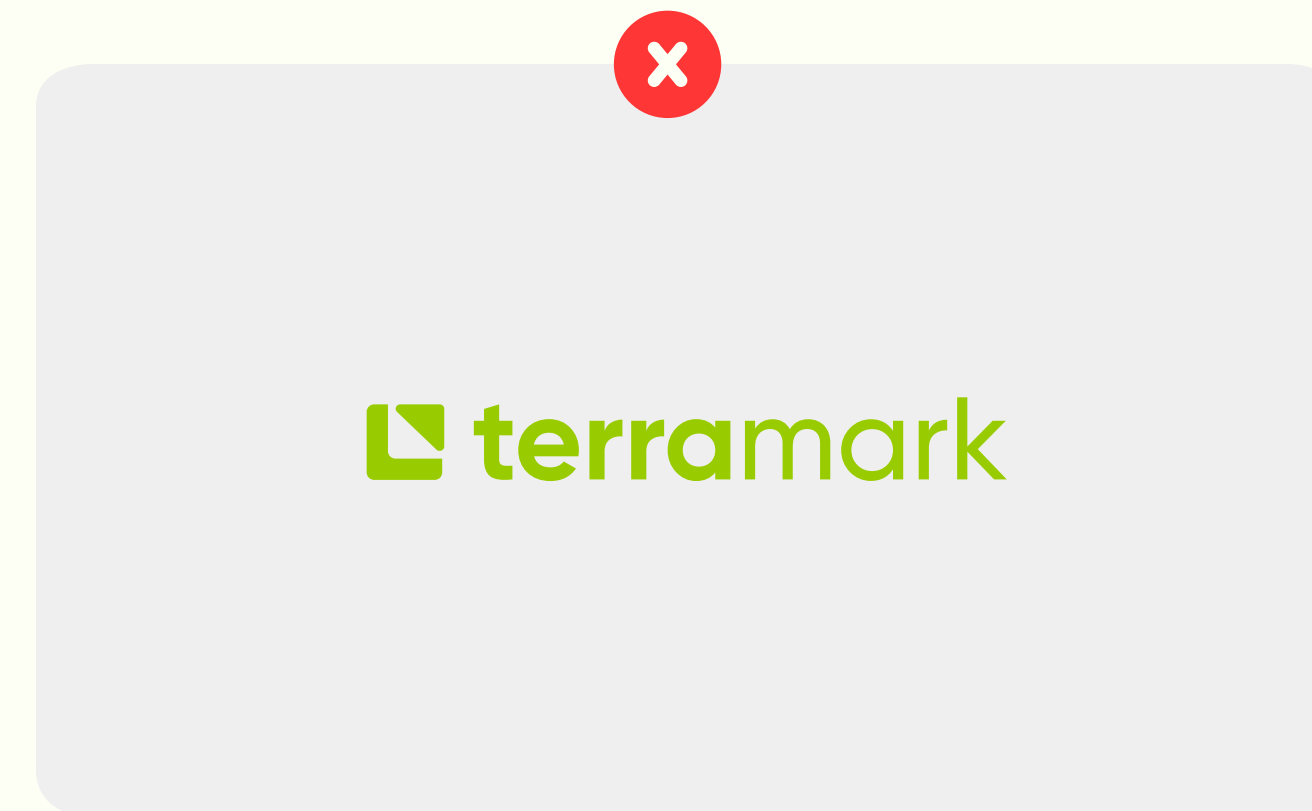
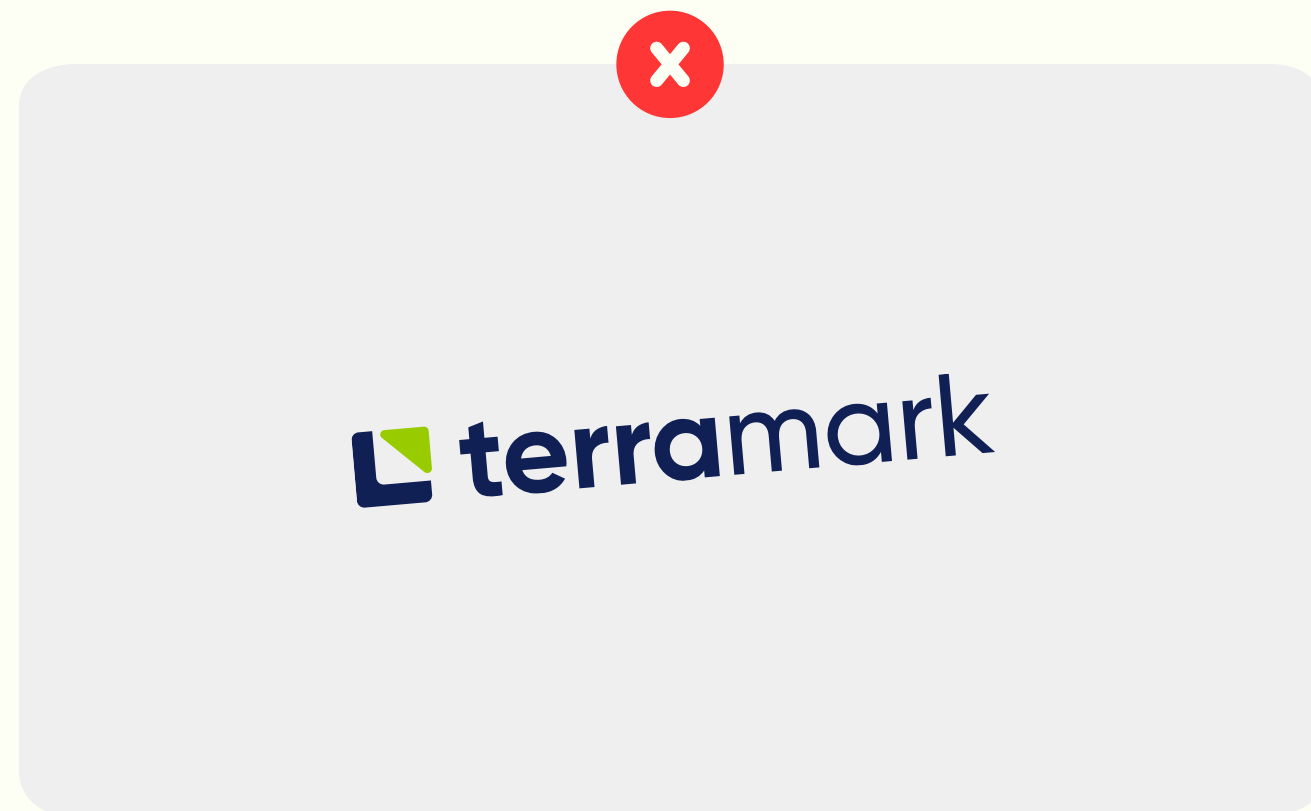
Letterhead Margin

This is the letterhead’s “Safe Margin” at the very least. Make certain that your letterhead has 48 PXLmargins on all sides.



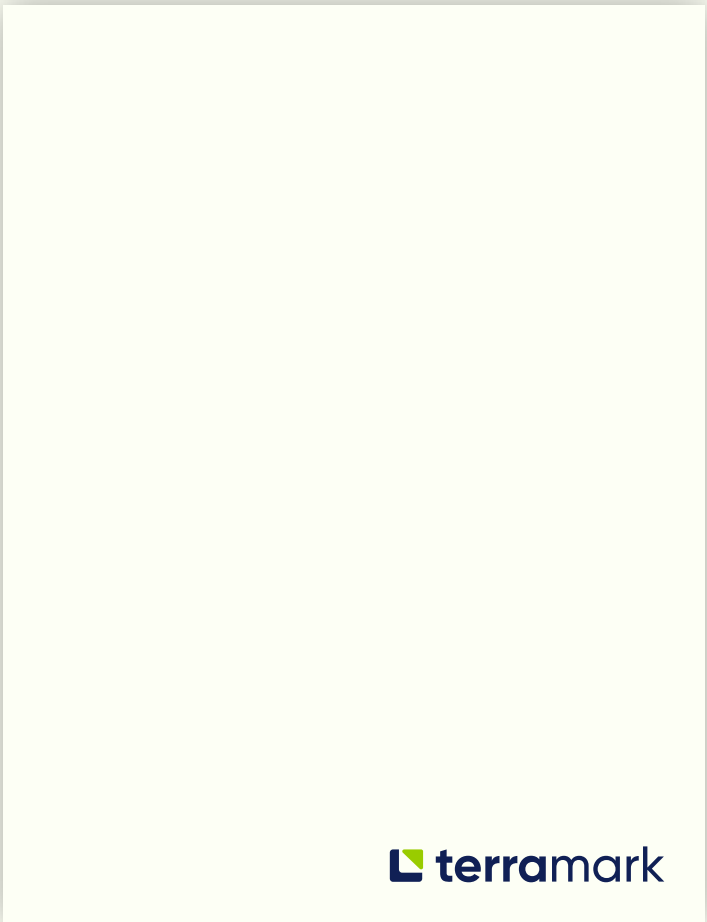
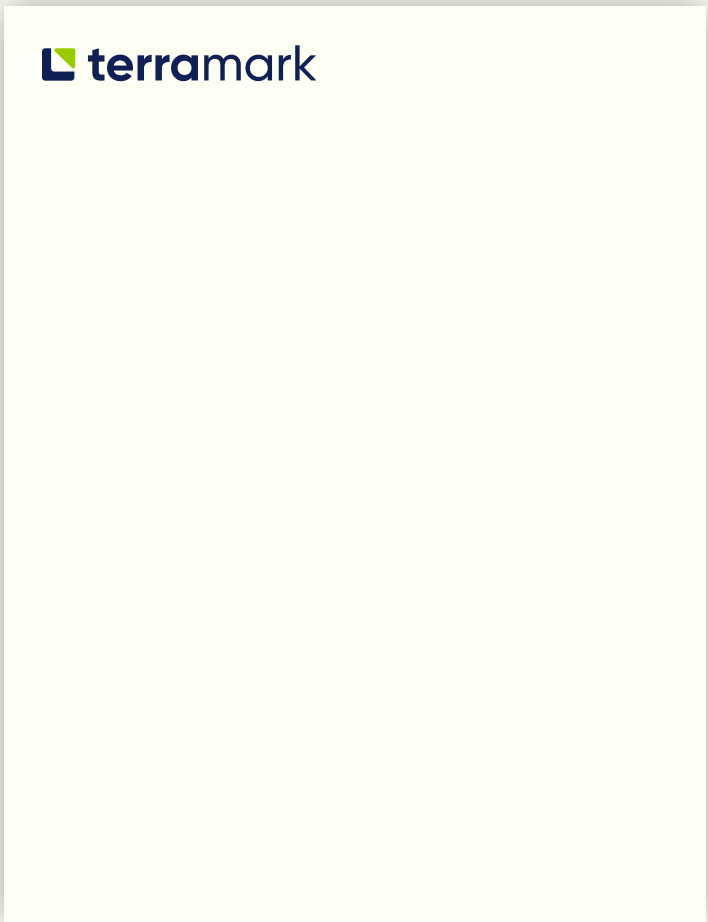
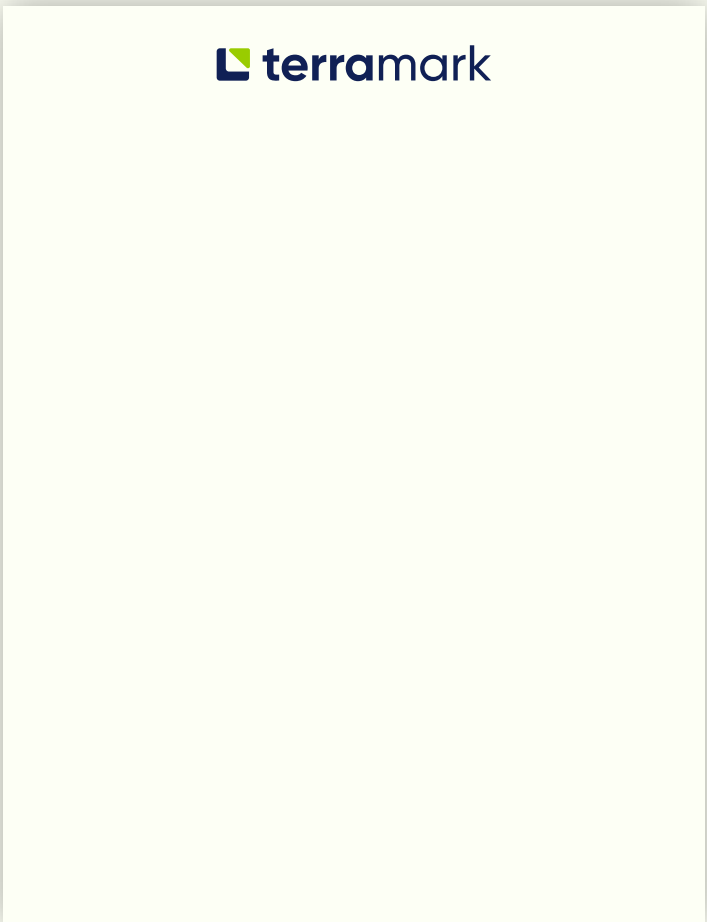
Do's & Don'ts

Never forget these improper logo usages. When applying logos on any form of material, avoid making mistakes like this.



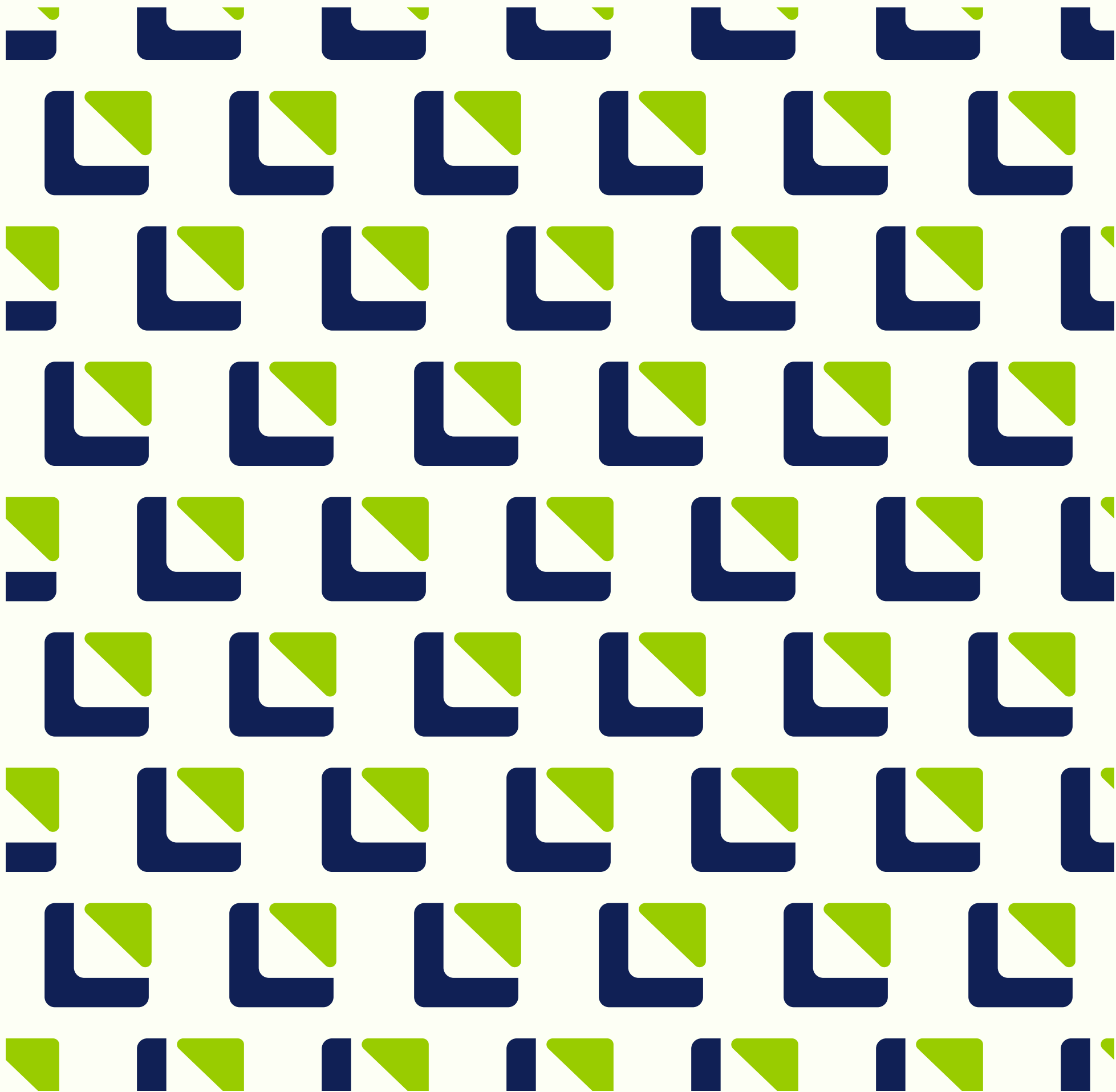
Logo Positioning

There are four different types of logo positions. Depending on the Situation, they are all suggested and appropriate. The four recommended positions of the brand logo: Top Center, Top Left, Bottom Right, and center.



Brand Pattern

One of the most fun and fascinating aspects of branding are brand patterns. They contribute significantly to the development of strong brand awareness, the depth of a brand identity, and the creation of an unforgettable brand experience. In certain cases, a trademark pattern rather than the logo itself might be more recognisable.





Thank You

Designed by: SCALEUP