BRAND PACKAGE

Combination Logo Samples

LOGO SAMPLES

FIRST SAMPLE	SECOND SAMPLE	THIRD SAMPLE
terra FERT	TERRAFERT	TERRAFERT

FINAL LOGO

TERRAFERT

TYPOGRAPHY

Castellar regular with size 17.24pt

COLOR PALETTE
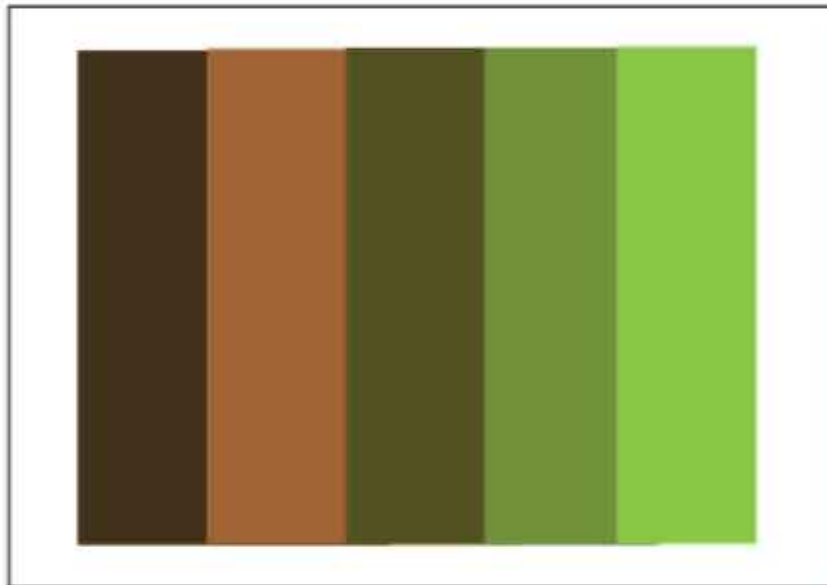
MOOD BOARD

BRAND STATIONERY

APP ICON

BUSINESS CARD

FRONT

www.terrafert.com

BACK

+92 42 1234567
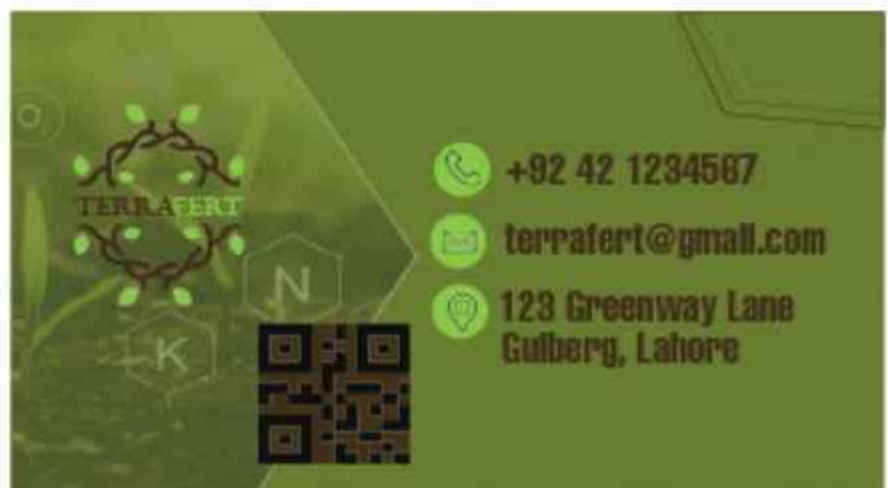
terrafert@gmall.com

123 Greenway Lane
Gulberg, Lahore

BRAND STATIONERY

LETTER HEAD

TERRA FERT

+92 42 1234567

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123 Greenway Lane
Gulberg, Lahore

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STATIONERY MOCKUPS

DO AND DON'T

Do's:

1. Typography:
 - Use specified fonts and maintain consistent sizes/styles.

2. Color Palette:
 - Only use the provided colors.

3. Theme Consistency:
 - Ensure all materials follow the established theme.

4. High-Quality Graphics:
 - Use high-resolution images and vector graphics.

5. Clean Layouts:
 - Utilize ample white space and consistent alignment/spacing.

6. Brand Messaging:
 - Include slogans/taglines appropriately and align with brand values.

Don'ts:

1. Unspecified Colors:
 - Avoid using colors outside the provided palette.

2. Inconsistent Typography:
 - Do not use unauthorized fonts or inconsistent text sizes/styles.

3. Off-Theme Designs:
 - Avoid designs that deviate from the established theme.

4. Low-Quality Graphics:
 - Do not use low-resolution or mismatched graphics.

5. Cluttered Layouts:
 - Avoid overcrowding and misaligned elements.

6. Irrelevant Content:
 - Do not include messages/imagery that misrepresent the brand.

By adhering to these guidelines, all TerraFert designs will remain consistent, professional, and true to the brand's identity.