




BRAND PACKAGE

LOGO

Combination Logo Samples

LOGO SAMPLES

<i>FIRST SAMPLE</i>	<i>SECOND SAMPLE</i>	<i>THIRD SAMPLE</i>
		

FINAL LOGO



TYPOGRAPHY

Castellar regular with size 17.24pt

COLOR PALETTE



MOOD BOARD



BRAND STATIONERY

APP ICON



BUSINESS CARD

FRONT



BACK



BRAND STATIONERY

LETTER HEAD



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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.