


terraPen

BRAND PLAYBOOK

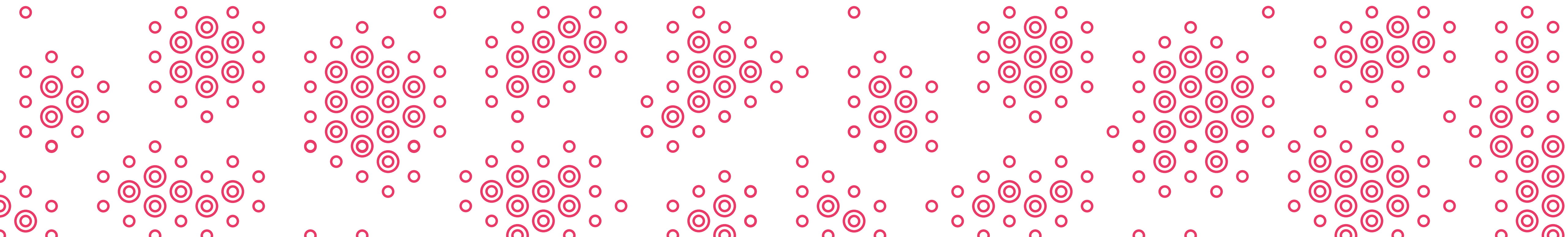
The background of the entire image is a repeating pattern of pink concentric circles and dots. The pattern is dense and covers the entire area, with the text overlaid on the left side.

a tool for computational artists  
that is easy to set up and use  
out of the box.

terraPen's mission is to make large  
format artwork easy to produce  
from a reliable quality product,  
supported through an open  
source community.

terraPen's name is a subtle nod to turtle graphics part of the original logo programming language, designed to introduce people to coding and the origins of computational art.

the link between terrapins and turtle  
graphics runs throughout the brand, from  
the logo's aesthetics and animation through  
to the product's naming conventions.



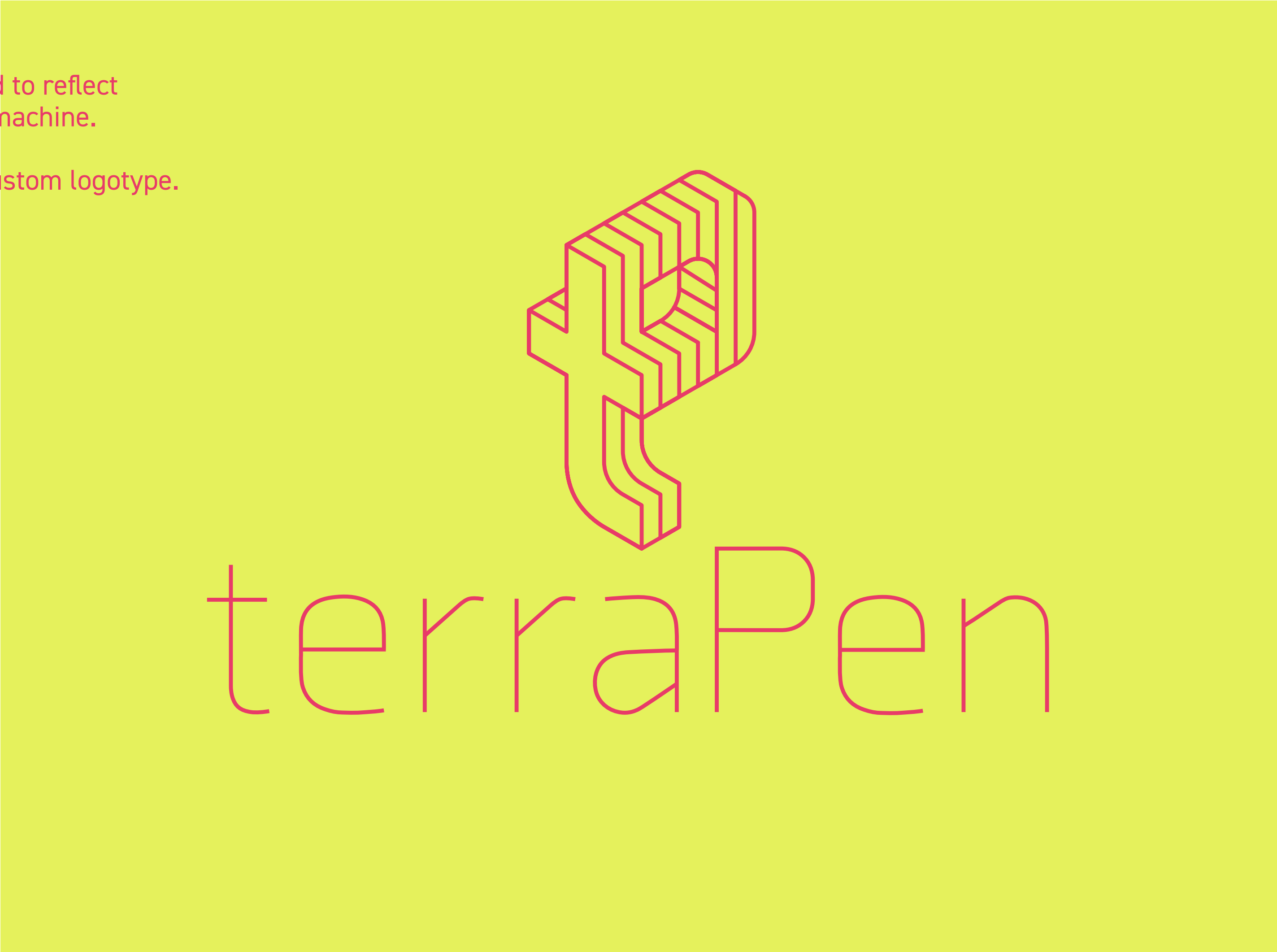


this provides us with not only a strong visual aesthetic to hang off, but it also connects with the nostalgia of the community in which we are communicating to.

# PRIMARY LOGO

The primary logo has been designed to reflect the pen drawing capabilities of the machine.

It consists of the logo mark and a custom logotype.

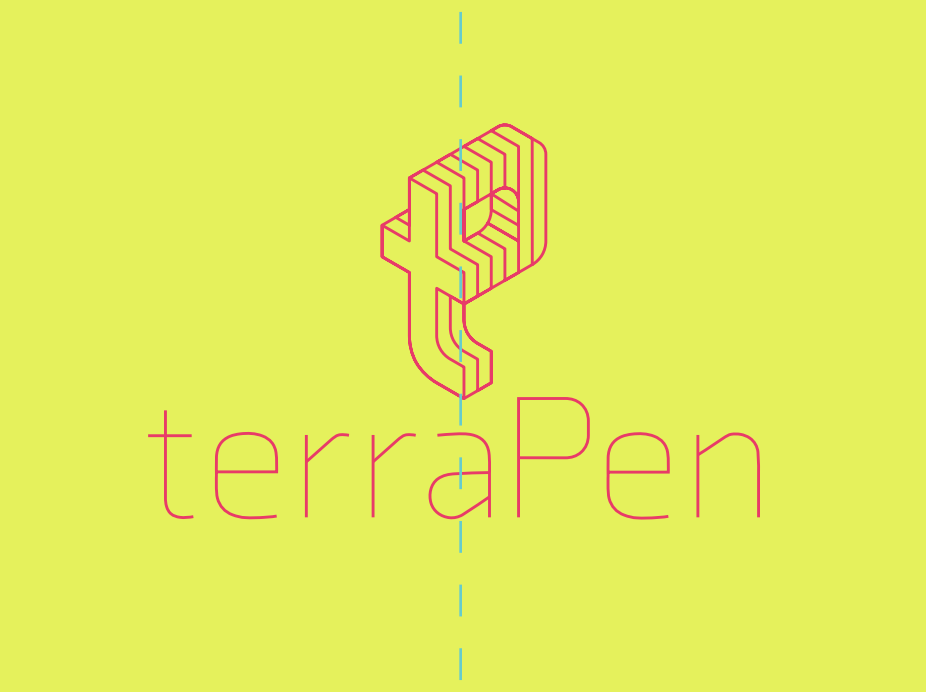
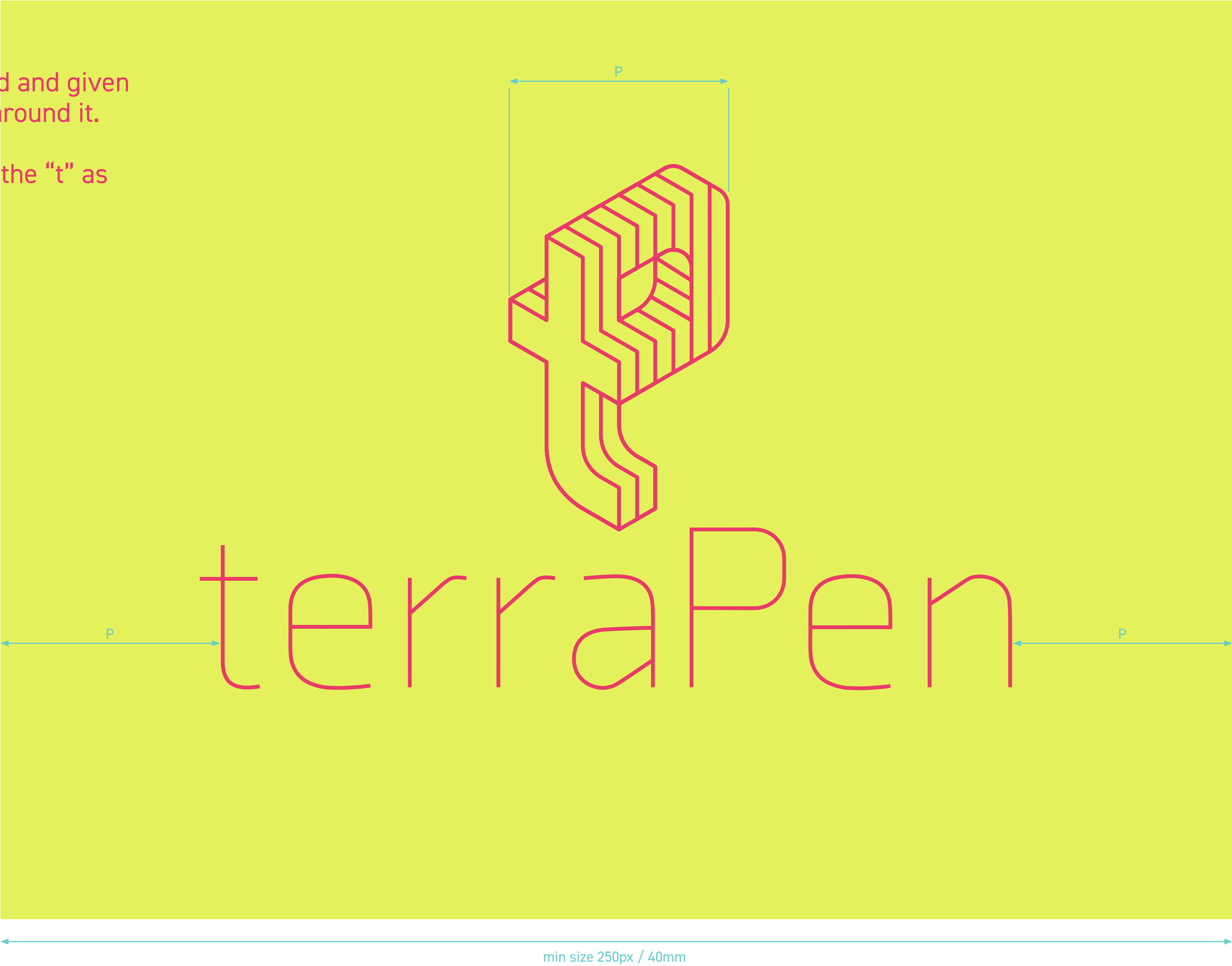


# USAGE

The primary logo should be centered and given the appropriate amount of spacing around it.

The center is defined by the edge of the “t” as indicated in diagram b.

PRIMARY LOGO



PRIMARY LOGO

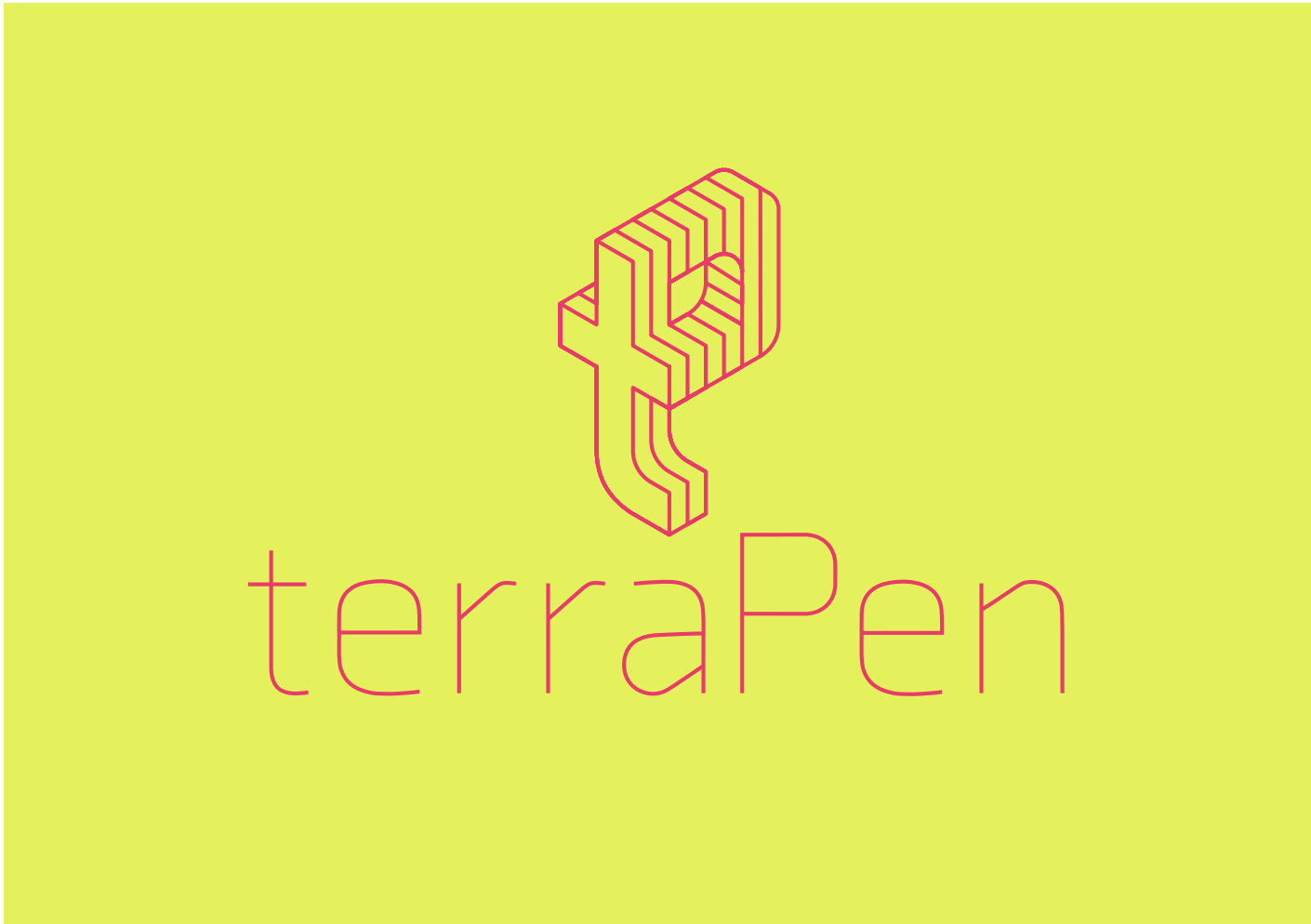


# VARIATIONS

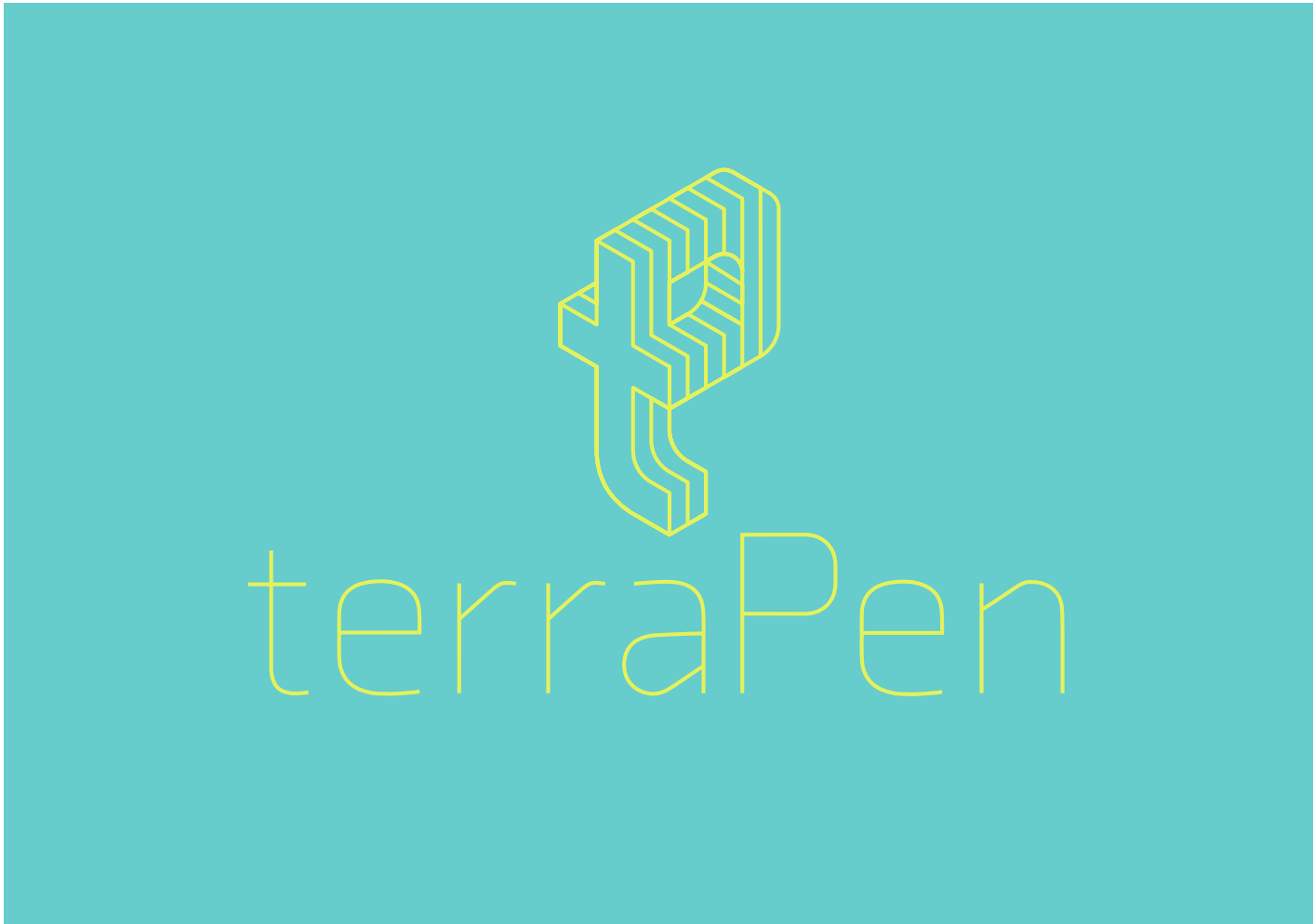
The primary logo comes in 4 colour variations.

These variations allow for flexibility and reflect the wide range of materials and media the machine is capable of working with.

PRIMARY LOGO

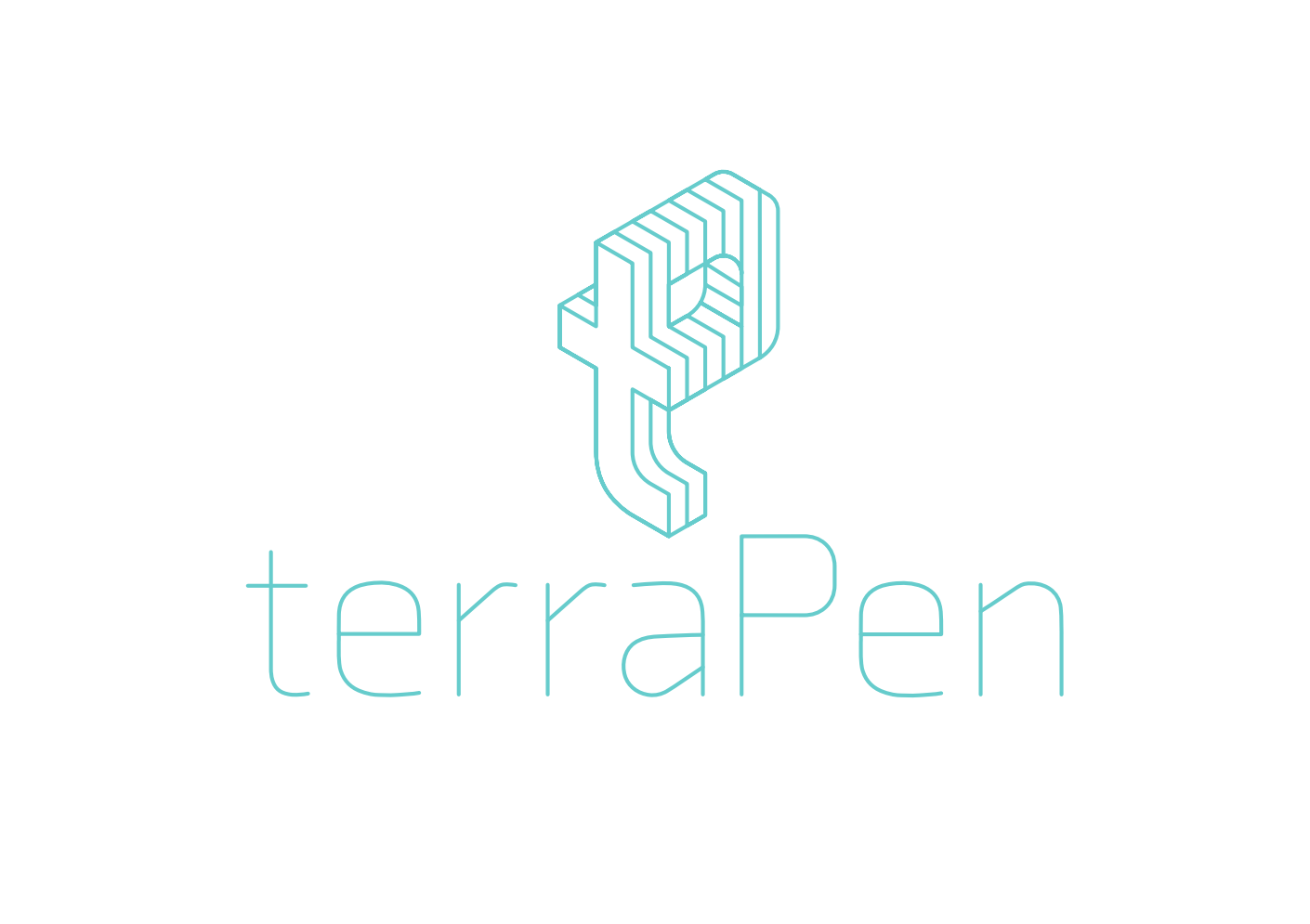


coral / lime

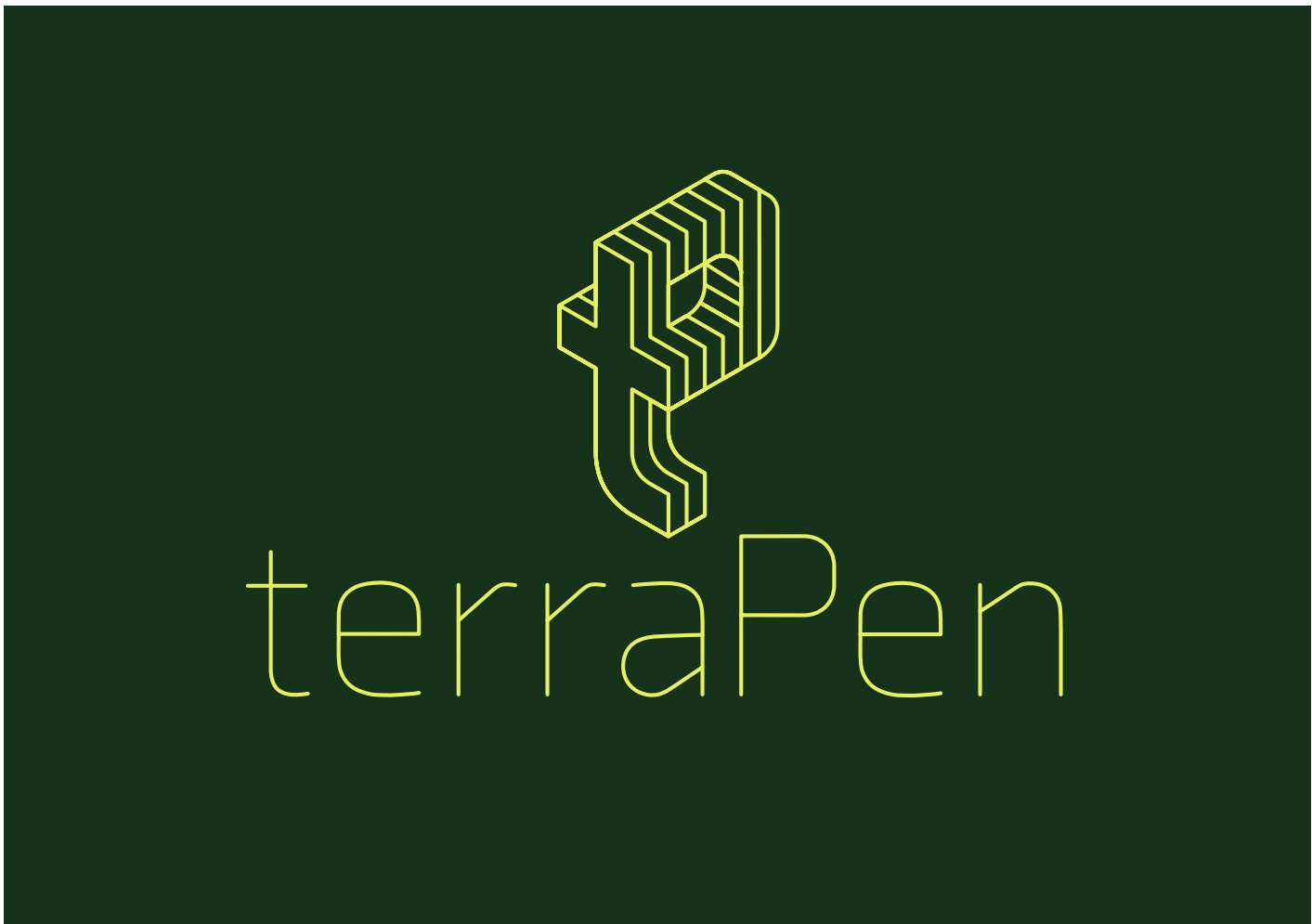


lime / teal

PRIMARY LOGO



teal / white

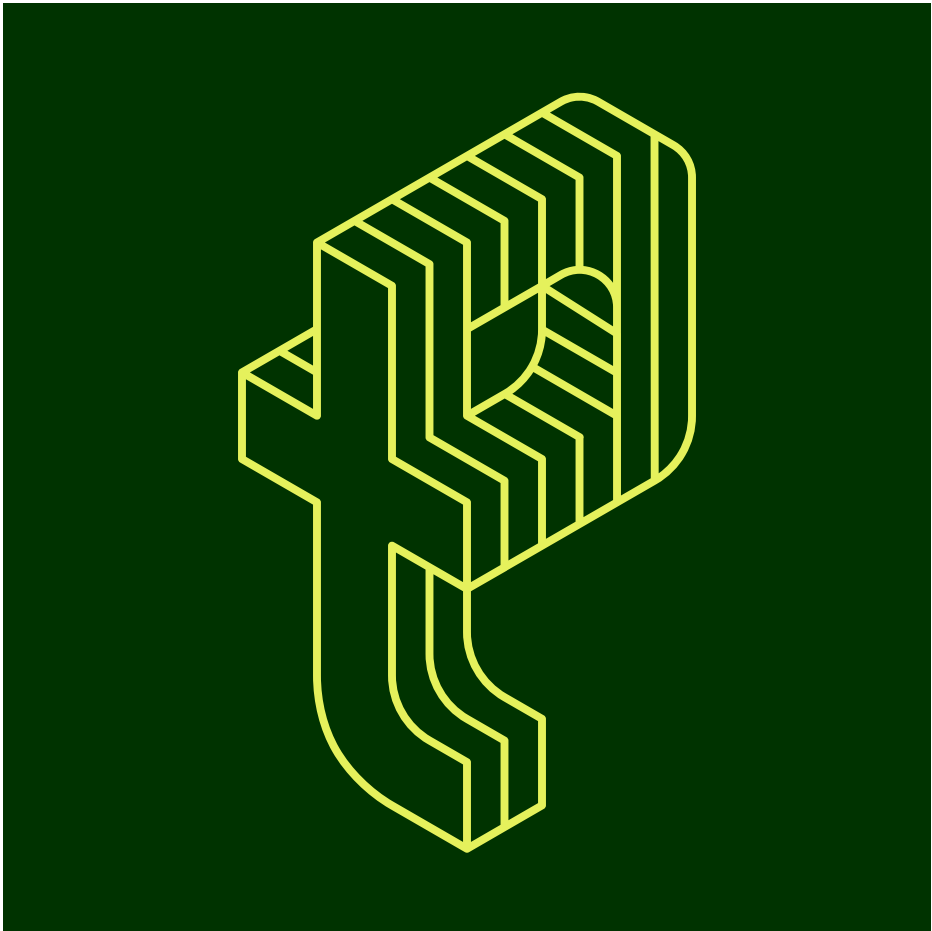
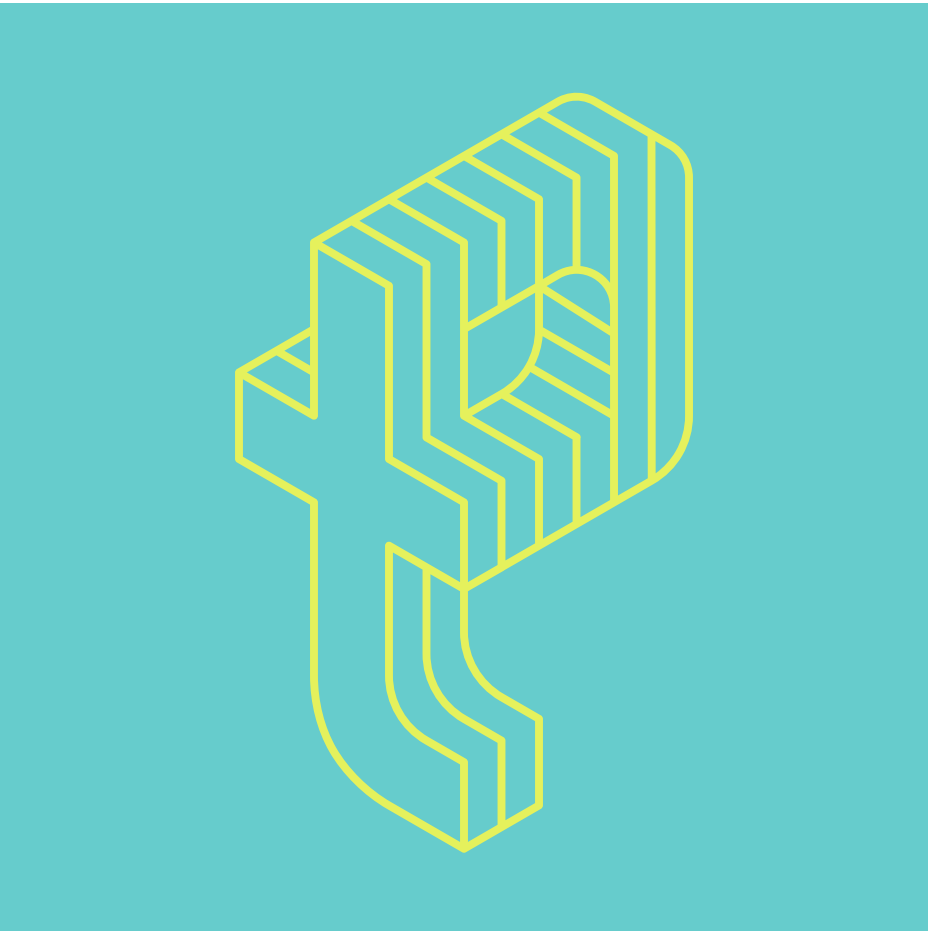
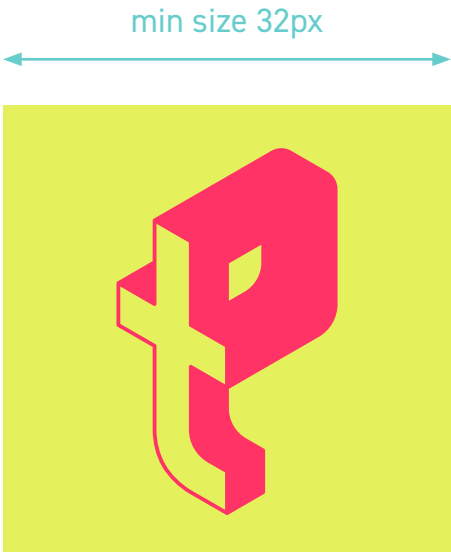
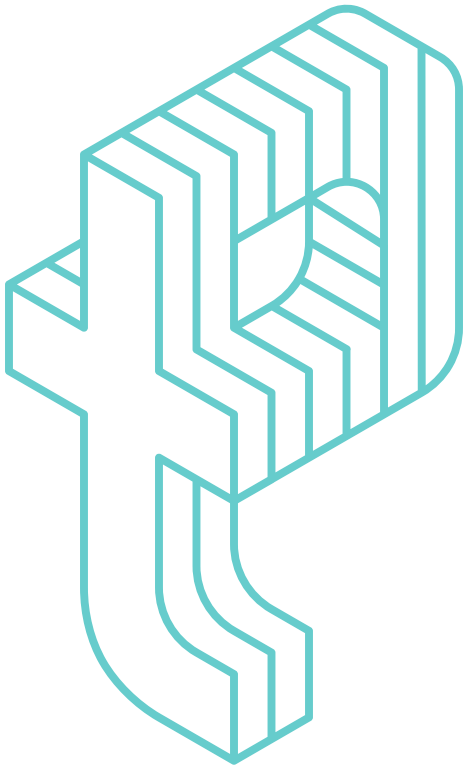
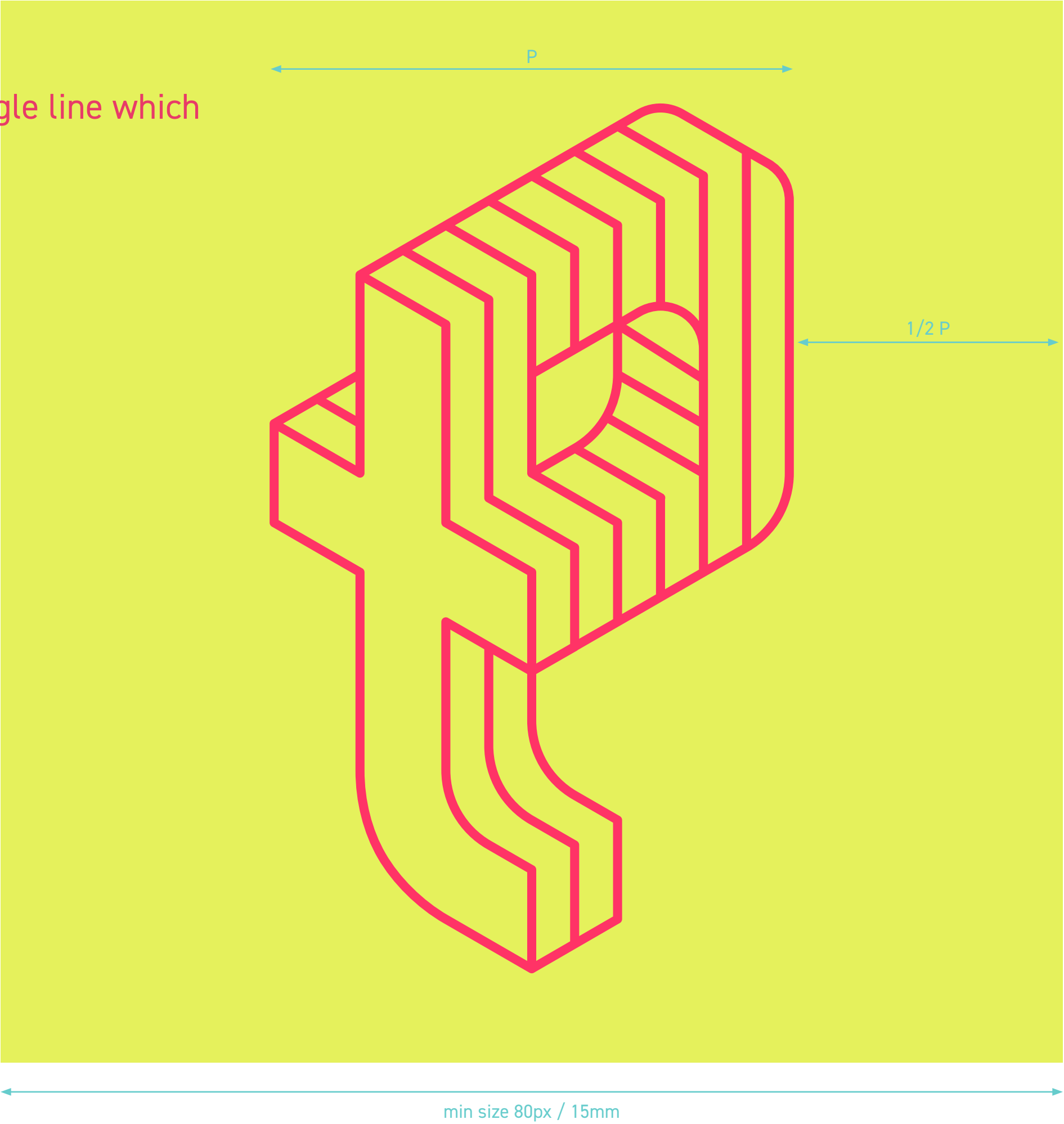
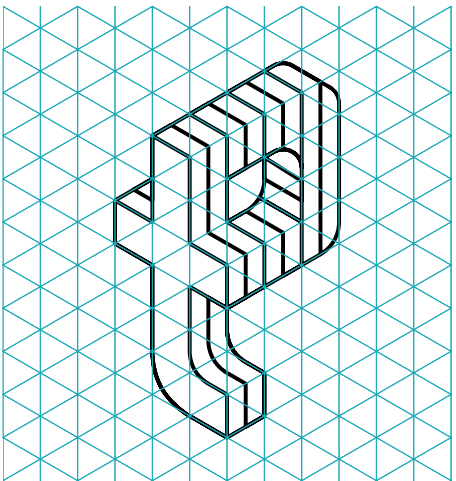


lime / shell green

# LOGO MARK

The logo mark is created from a single line which can be drawn by the machine.

LOGO MARK



LOGO MARK

# LOGOTYPE

The logotype has been modified to be a single line typeface which can also be drawn by the machine.

terraPen

LOGOTYPE

LOGOTYPE

# MODEL NAMES

The model names are derived from terrapin breeds.  
These three variations of the logo can be used  
depending on the available space and scaling needs.



# COLOURS

COLOURS

lime

C18 M0 Y73 K0  
R229 G241 B92  
#E5F15C

coral

C0 M87 Y37 K0  
R232 G59 B104  
#E83B68

teal

C58 M0 Y26 K0  
R102 G204 B204  
#66CCCC

shell green

C85 M53 Y86 K68  
R23 G50 B27  
#17321B

white

C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

grey

C23 M17 Y18 K1  
R204 G204 B204  
#CCCCCC

black

C100 M100 Y100 K100  
R0 G0 B0  
#000000

# COMBOS

Only two colours should be used in a single piece of communication, excluding the use of white, shell green or black for copy.

coral / lime

lime / teal

teal / white

lime / shell green

COMBOS

# TYPOGRAPHY

The weight and stroke of typography should always feel equally balanced therefore has been developed to mirror each other using ratios.

35 : 23 | H1/H2 : BODY

The ratio can be applied by either multiplying your header size by 1.52 or your body copy by 0.65.

H1

DIN2014 LIGHT - UPPERCASE

h2

Din2014 light - lowercase

Bodycopy

Din2014 Regular - Title Case

35/23



# PATTERN

Our pattern is based off the same isometric grid structure that underpins the logo mark.

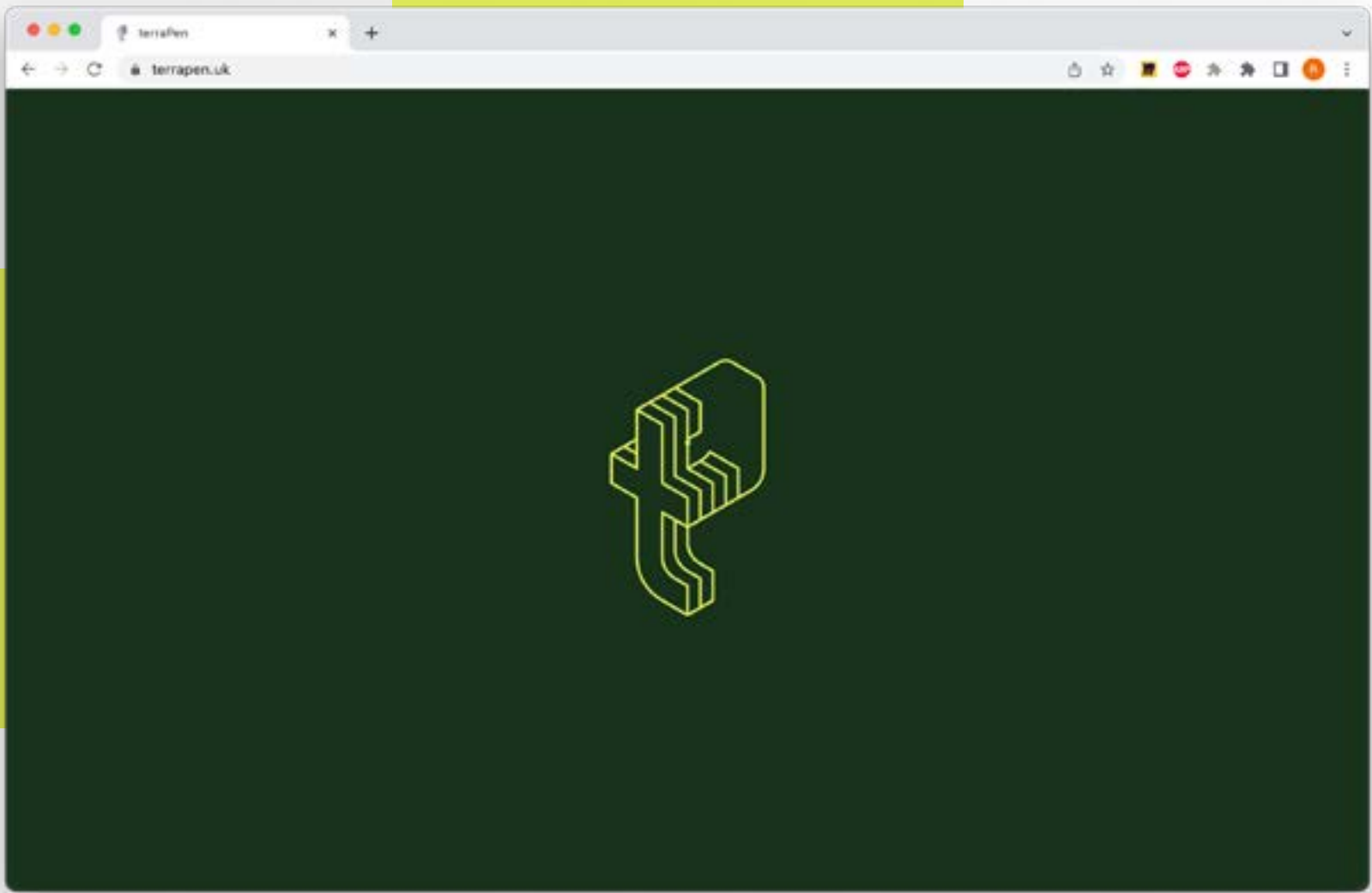
It reflects the voronoi pattern of a terrapin's shell.

You can use many shapes or just one, but the line weights should always align to the lines within your typography and logo mark.

PATTERN

PATTERN

CONTEXT



CONTEXT

CONTEXT