



T E R R A D O T T A

IDENTITY GUIDELINES

These Branding Guidelines for Terra Dotta have been designed to assist you in maintaining a professional and consistent image. Through the consistent application of these guidelines, we can cultivate our customers' confidence and build strong name recognition in the industry.



T E R R A D O T T A

Official Company Name

The company is officially organized in the state of North Carolina as Terra Dotta, LLC. When referring to Terra Dotta in written materials, the first instance shall be spelled Terra Dotta, LLC. and subsequent usage may be spelled Terra Dotta.

Terra Dotta, LLC

Logo Usage

The Terra Dotta Logo consists of the three-color “T³” logomark and the stylized Terra Dotta logotype.

The primary identity is the centered, stacked logo signature. Please note that the space between the logomark and the logotype is 1.5 times the height of the logotype.



T E R R A D O T T A

When space is restricted to tight horizontal layouts, a horizontal logo version may be used.



T E R R A D O T T A

All logo files are available for download at www.terradotta.com/brand-assets



TERRADOTTA

Logo Usage (continued)

When space is more vertical, and a larger logo mark (relative to the logotype) is desired, one of the large logo version may be used.

Version C is best in cases where the logo will be reproduced very small.



TERRADOTTA

A



TERRADOTTA

B



TERRADOTTA

C

When the logo is to be reproduced within a round shape, use the “for circle” version of the logo—the relationship between the mark and the logotype has been optimized to be used within a round shape. See page 3 for placement within the circle.



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T E R R A D O T T A

Tagline

Set in the typeface Gotham Book, the corporate tagline may appear below the logo signature. Depending on the space around it may be set in one, two or three lines.



T E R R A D O T T A

The leader in travel, study abroad, and international student management solutions



T E R R A D O T T A

The leader in travel, study abroad, and international student management solutions

Powered by Terra Dotta

For applications that are powered by Terra Dotta, the Powered by Terra Dotta may be used.



[POWERED BY]

T E R R A D O T T A

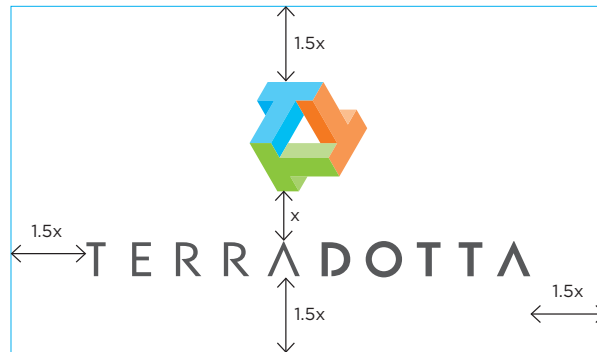


TERRADOTTA

Clear Space

The logo must have sufficient clear or “white” space around it.

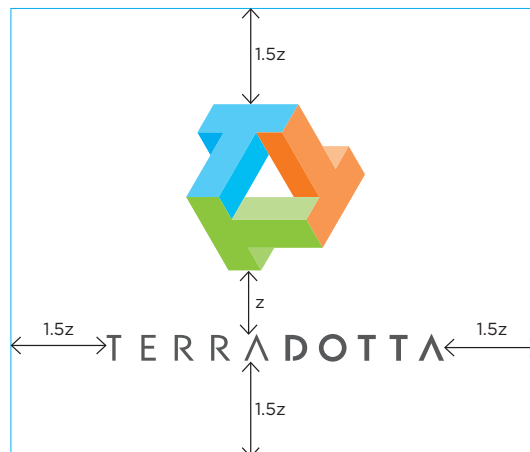
The primary logo signature should be scaled so that the clear space around it exceeds the space between the symbol and the logotype.



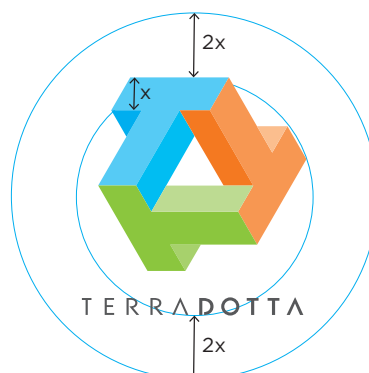
The clear space around the horizontal logo should be exceed the height of the letters in the logotype.



The large logo signature should be scaled so that the clear space around it exceeds the space between the symbol and the logotype.



When the logo is to be reproduced within a round shape, use the “for circle” version of the logo. The space between the logo and the edge of the circle should be twice the height of the crossbar of the “T” in the logomark.



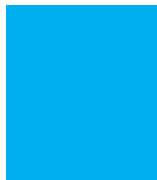


TERRADOTTA

Color Palette

Whenever possible, the Terra Dotta Signature should be reproduced in its primary palette of Terra Dotta Blue, Green, Orange and Gray.

Primary Logo Color Palette



TERRADOTTA BLUE
 100c/0m/0y/0k
 0r/172g/236b
 hex #00acec
 Pantone Process Blue



TERRADOTTA GREEN
 50c/0m/100y/0k
 159r/197g/77b
 hex #9fc54d
 Pantone 368



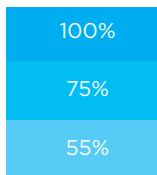
TERRADOTTA ORANGE
 0c/65m/100y/0k
 217r/120g/45b
 hex #d9782d
 Pantone 158

Primary Logotype Color Palette

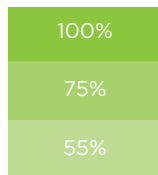


TERRADOTTA GRAY
 0c/0m/0y/80k
 89r/89g/91b
 hex #59595b
 Pantone Cool Gray 11

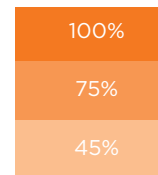
Logomark Color Tint Formula



100%	100c/0m/0y/0k
75%	75c/0m/0y/0k
55%	55c/0m/0y/0k



100%	50c/0m/100y/0k
75%	38c/0m/75y/0k
55%	28c/0m/55y/0k



100%	0c/65m/100y/0k
75%	0c/49m/75y/0k
45%	0c/29m/45y/0k



TERRADOTTA

Color Secondary Palette

The secondary color palette complements the primary colors and should be used wherever complementary colors are needed for marketing and promotional usage.

Secondary Color Palette**TERRADOTTA RED**

0c/95m/100y/0k
205r/53g/41b
hex #cd3529
Pantone 1795

**TERRADOTTA VIOLET**

60c/90m/0y/0k
113r/65g/148b
hex #714194
Pantone 259

**TERRADOTTA TEAL**

100c/10m/50y/0k
36r/155g/149b
hex #249b95
Pantone 326

**TERRADOTTA GOLD 1***

0c/20m/100y/0k
242r/202g/49b
hex #f2ca30
Pantone 116

**TERRADOTTA GOLD 2***

0c/30m/100y/0k
236r/183g/49b
hex #ecb731
Pantone 130

*Use Gold 1 as a background color. When using Gold for type, use Gold 2 which is darker and will be more legible.

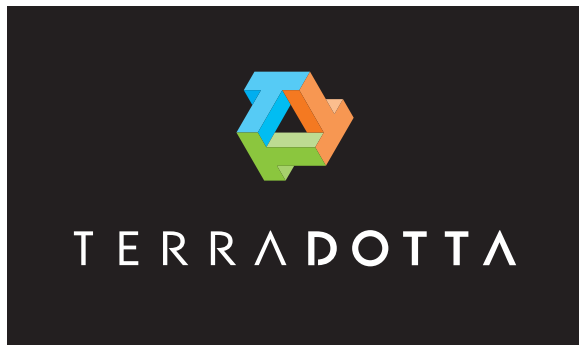


TERRADOTTA

Dark Backgrounds

When the Terra Dotta Signature is to be reproduced on a color other than white, the background color should be neutral (black or dark gray). In these cases, the logotype should reverse to white.

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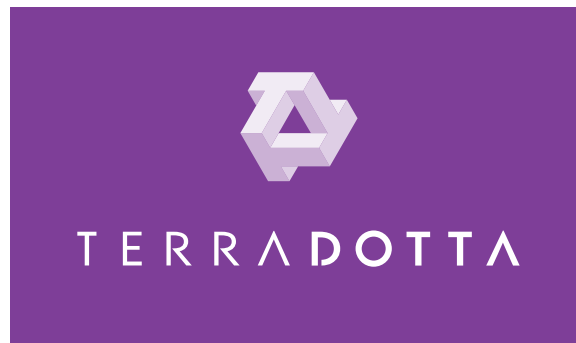
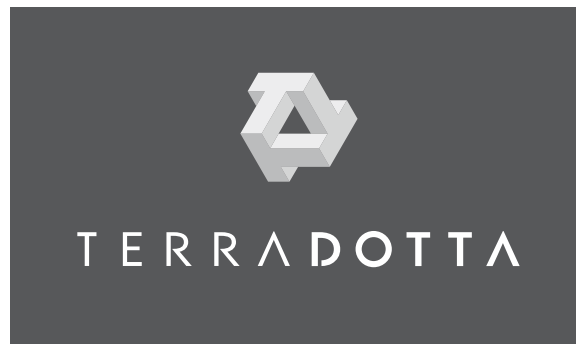


TERRADOTTA

Single Color

There are occasions when the Terra Dotta Signature will need to be reproduced in a single color.

The Terra Dotta signature may be reversed out of black or dark gray.



The Terra Dotta logo signature may be reproduced in gray.



In cases where the logo signature needs to be reproduced using line-art, use the outline logo art file.



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TERRADOTTA

Terra Dotta Colors for Different Offices

The color bar that shows the different offices (used in sell sheets, flyers, ads, etc.) is shown below. Each office is associated with one of the Terra Dotta colors. The bar is to be used as a divider between the photo banner at the top and the white space with text below.



As an alternative, the thin color bar may be used:



T E R R A D O T T A

Typography

Typography is a key component of our visual communications system.

A stylized logotype based on the type family Geometric is the foundational font used for the Terra Dotta logotype. Use of this font should be reserved for Terra Dotta Signature development and display purposes only.

For all other communications, the preferred typeface is Gotham. This simple, modern, and elegant typeface was selected for its ability to complement the Terra Dotta logo signature. The openness and geometry of its form make it highly legible. It works equally well for display type and body copy and is available in a variety of weights which can be used to maximize visual interest and flexibility. In the case of Word documents or PowerPoint presentations, Ariel may be used if Gotham is unavailable.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789



Dark Backgrounds

When the AlertTraveler Logo is to be reproduced on a color other than white, the background color should be neutral (black or dark gray). In these cases, the logotype should reverse to white.

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Horizontal

When the AlertTraveler Logo is to be reproduced on a color other than white, the background color should be neutral (black or dark gray). In these cases, the logotype should reverse to white.

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AlertTraveler

Color Palette

Whenever possible, the AlertTraveler Logo should be reproduced in its primary palette of two shades of green and gray type.

Primary Logo Color Palette



MID GREEN

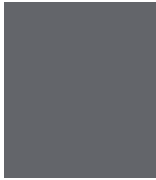
55c/3m/100y/0k
148r/186g/29b
hex #93ba1d
Pantone 376



DARK GREEN

68c/17m/100y/2k
118r/157g/75b
hex #759d4a
Pantone 369

Primary Logotype Color Palette



GRAY

61c/53m/48y/19k
100r/101g/105b
hex #646468
Pantone Cool Gray 10



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