

Terra mate.

STYLE GUIDE

COMPILED BY CREATIVE CANARY

# NOTICE

Welcome to the Terra Mare Style Guide. This document is essential for ensuring our brand elements, including logos, artworks, and other branding materials, are used appropriately. Our brand reflects our identity and values; thus, it's vital to adhere to the following guidelines to maintain its integrity.

Prior written consent is required for the use of any branding elements. Unauthorised reproduction, alteration, or use of these elements is strictly forbidden and may lead to legal consequences. These guidelines are in place to ensure our brand is represented consistently and professionally across all mediums.

Should you wish to create new designs incorporating Terra Mare's branding, please submit these to our Head Office for approval. Include detailed information about the design and its intended use to facilitate the review process.

Submissions and requests for consent to use brand elements should be sent to [info@bdeg.au](mailto:info@bdeg.au). Our team will review your proposal and respond as promptly as possible.

By following these guidelines, you help ensure the Terra Mare brand is portrayed in a unified and professional manner. For any questions or further clarification, please contact our brand management team.

We appreciate your cooperation in upholding the quality and integrity of our brand.

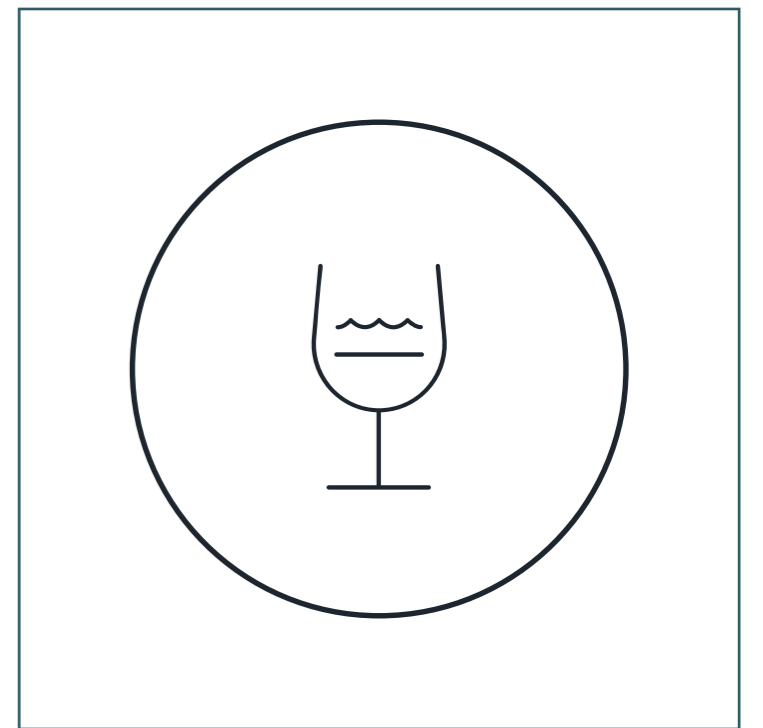
Terra mate.

Terra mate.

Terra mate.

Terra mate.

LOGOS - ICON



font 1

**TERRA MARE: MAIN**

RichardsonScript | Weight: Regular | Sentence Case

<https://www.myfonts.com/collections/richardson-script-font-sarid-ezra>

FONT 2

**CALL-TO-ACTIONS**

Museo | Weight: 700 / 500 | UPPERCASE

<https://fonts.adobe.com/fonts/museo>

FONT 3

**SUB/PRE HEADING**

Bicyclette | Weight: Regular | UPPERCASE

<https://fonts.adobe.com/fonts/bicyclette>

Body 1

**BODY COPY**

Public Sans | Pulications/Web

<https://fonts.google.com/specimen/Public+Sans>

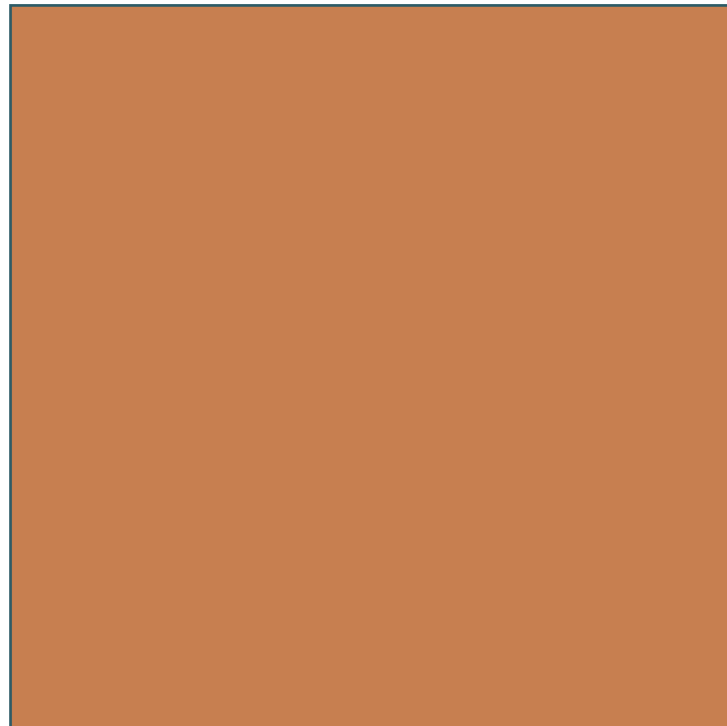
Body Alt

**BODY ALT**

Verdana | Alternate

When Public Sans is unavailable | Default font

# COLOURS



## TERRACOTTA

**C** 18      **R** 198  
**M** 55      **G** 126  
**Y** 75      **B** 79  
**K** 5      **#** c67e4f



## TEAL WATERS

**C** 60      **R** 45  
**M** 15      **G** 90  
**Y** 20      **B** 101  
**K** 60      **#** 2d5a65



## GREY SKIES

**C** 30      **R** 118  
**M** 15      **G** 113  
**Y** 10      **B** 144  
**K** 40      **#** 768590



## DEEP SEA BLACK

**C** 25      **R** 30  
**M** 5      **G** 40  
**Y** 0      **B** 49  
**K** 95      **#** 1e2831

# UNIFORMS

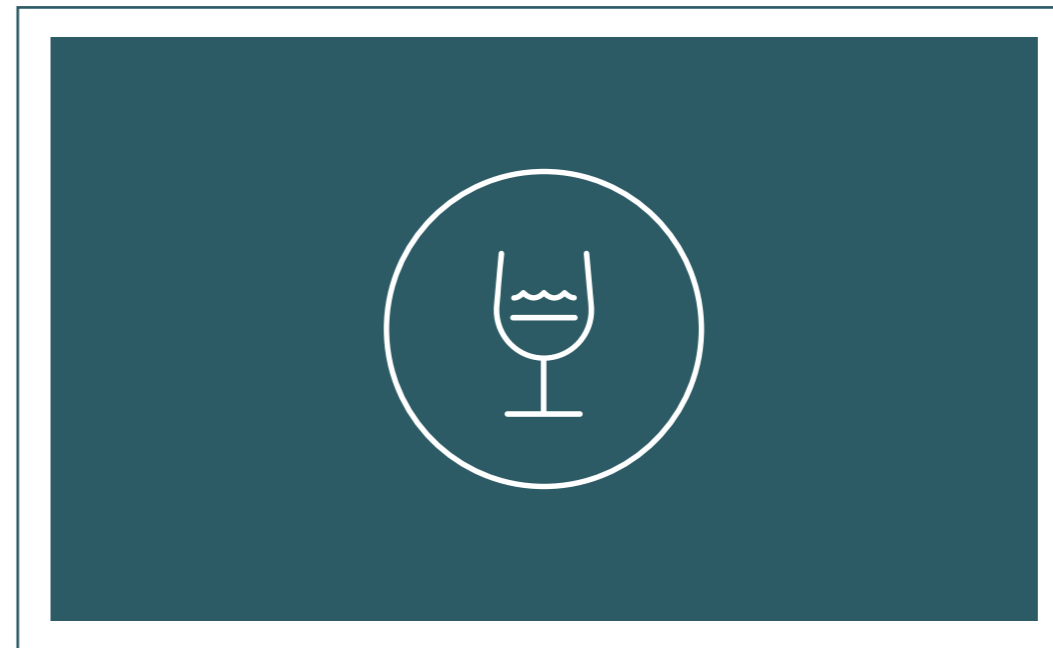


*Terramare.*

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EMPLOYEE TITLE

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# CONTACT

Should you need particular files or have questions about using the Terra Mare branding, please reach out.

## **Creative Canary**

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