



# Brand Assets Guidelines

# Structure



Symbol

Terra

Wordmark

# Symbol

Terra's symbol is a globally recognized image, associated with universal accessibility, unity, and freedom.



# Wordmark

The Terra Wordmark is concise, distinct, and confident.  
The wordmark functions as the symbol's foundation.

# Terra

# Lock-up

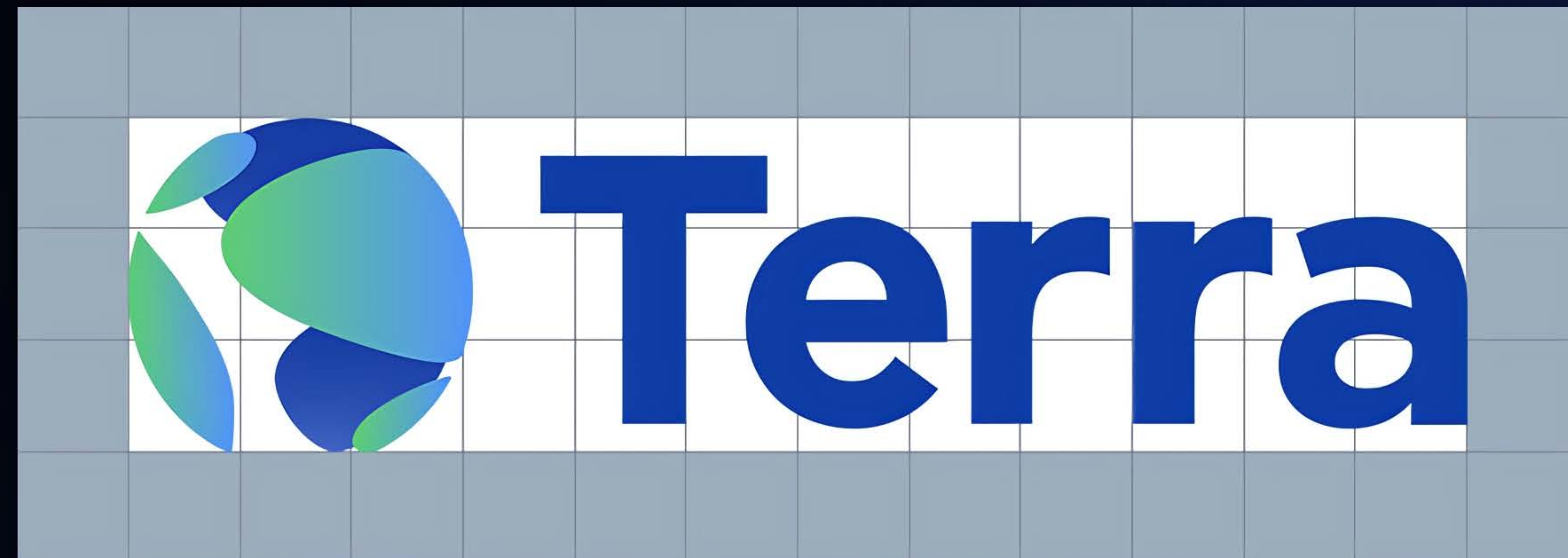
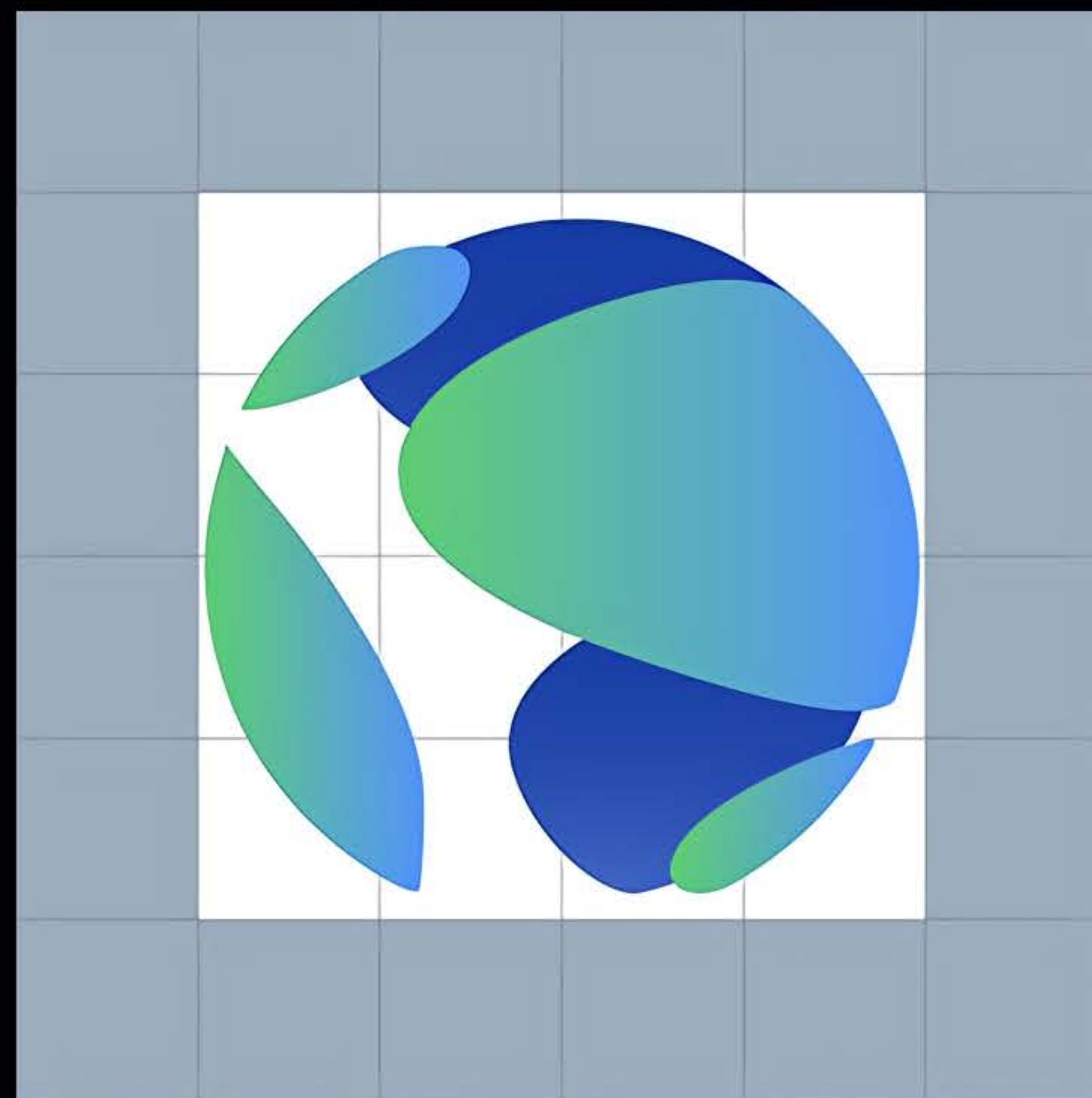
As lock-up, the symbol and the wordmark are used in tandem horizontally.



# Terra

# Exclusion Zone

There are defined parameters for the logo's clear space, the area where no graphic elements may be added. Please do NOT add graphic elements within the exclusion zone.



# Inappropriate uses

As a global representation, our logo deserves respect.  
Please don't misuse our logo or wordmark.



**THANK YOU!**