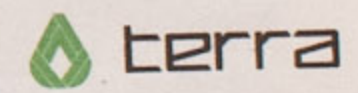


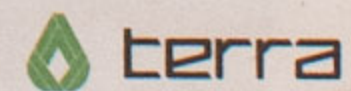
are able to provide you with the highest quality skateboards made from recycled materials, while ultimately reducing our carbon footprint of harmful environmental waste.





TERRA IS EVERYWHERE.

Humanity is at its highest level of achievement and at Terra we are pushing the limits further every day with our eco-conscious products. With the manufacturing of non-ecofriendly products, there comes the creation of harmful fumes that damage our lungs as well as our beloved atmosphere. At Terra, our products have successfully expanded throughout the world and have created a lifestyle that embraces a new realm of green manufacturing. In all our designs, we have accomplished the highest level of modern sophistication in our products, but what cost to our environment, you may ask? We notice the destructive effects caused by other non-ecofriendly companies more and more every day and as a result, we strive to produce only the highest quality products while simultaneously minimizing our environmental waste through the use of recycled plastics and scrap wood. Through our alternative concepts and modern creations, we are able to provide you with the highest quality skateboards made from recycled materials, while ultimately reducing our carbon footprint of harmful environmental waste.











# *OUR STORY//*

We are everyday people who love to get away from the technology-driven society that we are apart of. Like many others, we enjoy being able to balance our everyday lives with a dose of reality. Our understanding of how we can create a better world and our mission to ensure that it happens simply comes down to the fact that we at Terra are people who care for the environment and all that's in it. Our passion for the environment and our love of skating allows us to bring together a lifestyle that has the potential to establish a healthier world.

We have all been there before, every skateboard we snap, has a destiny...the trash. With concerns for deforestation, we have united to change this habit and create a lifestyle that will allow us to use and re-use our natural resources. We hope through this action we will be able to create awareness for the conservation of our natural resources and the wildlife that inhabits it.

Terra is a skateboard and lifestyle brand dedicated to creating skateboard decks from scrap wood and plastics.



# *OUR NAME//*

The skateboards we ride, the clothes we decide to throw on, and the wonders we see while doing all this are Terra. Terra comes from the Latin word Earth/land. Our name is our home.





# OUR SYMBOL//

The Terra symbol reflects on our idea of giving and conserving our planet. Our native ancestors were prime examples of people who would only take what was needed, at the same time they would put back what was taken away. Our icon is an interpretation of two hands cupping and forming a leaf; a sign of life.





# *WORD MARK//*

In order to show our future and evolving vision,  
a sans-serif typeface has been designed for the  
Terra brand.



**terra**



# *SYMBOL & WORD MARK//*

The Terra brand is better communicated when using both the symbol and word mark. When using both, there should be a minimum of one "t" gap in between symbol, word mark, and surroundings.

The size relationship between symbol and word mark are based on a 2:1 ratio of baseline and x-height

The Terra symbol can be used left justified and center justified to the word mark. A fourth variation is used center justified and flushed to the Terra leaf.



terra



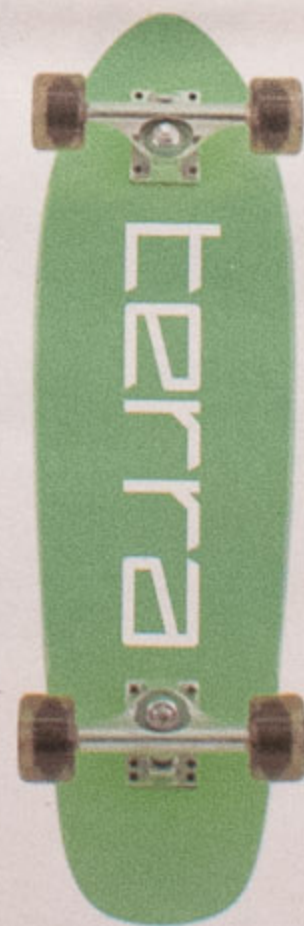
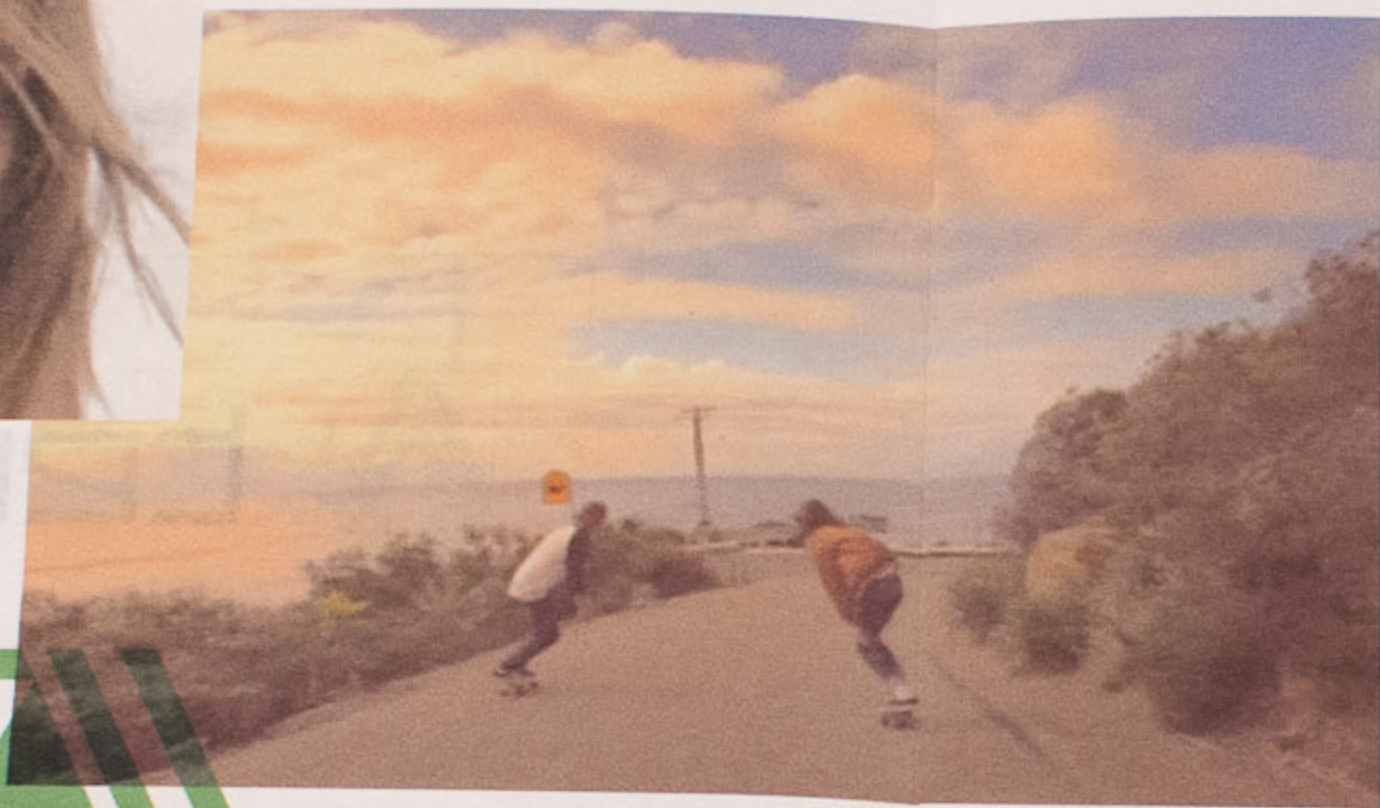
terra



terra

Minimum width size for both symbol and word mark:  
0.5 inch.







# *SYMBOL USAGE//*

The Terra leaf has two forms when used along side photography. Both should be used carefully to maintain the appearance of the symbol.

The green Terra leaf should be used only on black and white solid backgrounds. The black and white version should be used when photography is present. Use the white with dark images and the black for light images.





# COLOR PALETTE//

The brand colors depict what we love to look at, green sceneries full of life. A black colored logotype complements and contrasts the Terra icon, allowing both to stand out visually.

Our color palette is wide ranging covering all five main spectrums with various tints and shades.



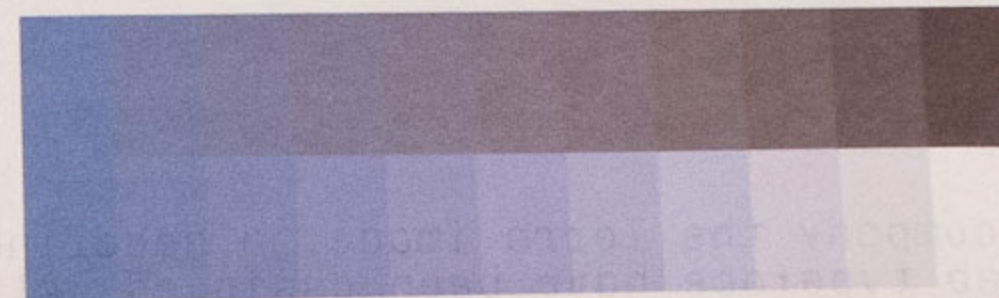
## GREEN//

C:100 M:0 Y:100 K:0  
R:0 G:153 B:9



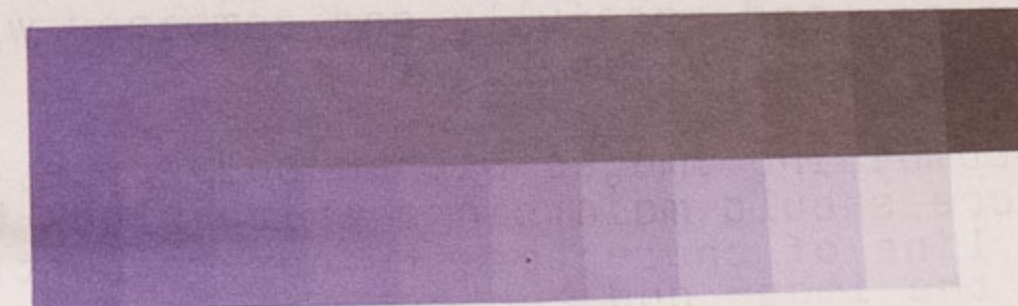
## BLUE//

C:85 M:50 Y:0 K:0  
R:28 G:98 B:176



## VIOLET//

C:75 M:88 Y:0 K:0  
R:76 G:48 B:139



## RED//

C:15 M:89 Y:66 K:10  
R:171 G:39 B:58



## ORANGE//

C:0 M:62 Y:84 K:0  
R:235 G:104 B:43



## YELLOW//

C:5 M:0 Y:85 K:0  
R:247 G:235 B:37





# BRAND TYPOGRAPHY//

To accompany the Terra image, a headline, body, and web typeface have been assigned. All three should be used carefully and combined with a variety of fitting display fonts.

When combining images with a body type, the typeface should maintain a white block behind every line of characters to ensure contrast between the image and content.



HEADLINE

*Berthold Walbaum Book (Italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY

TSTAR Mono Round (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Std/Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

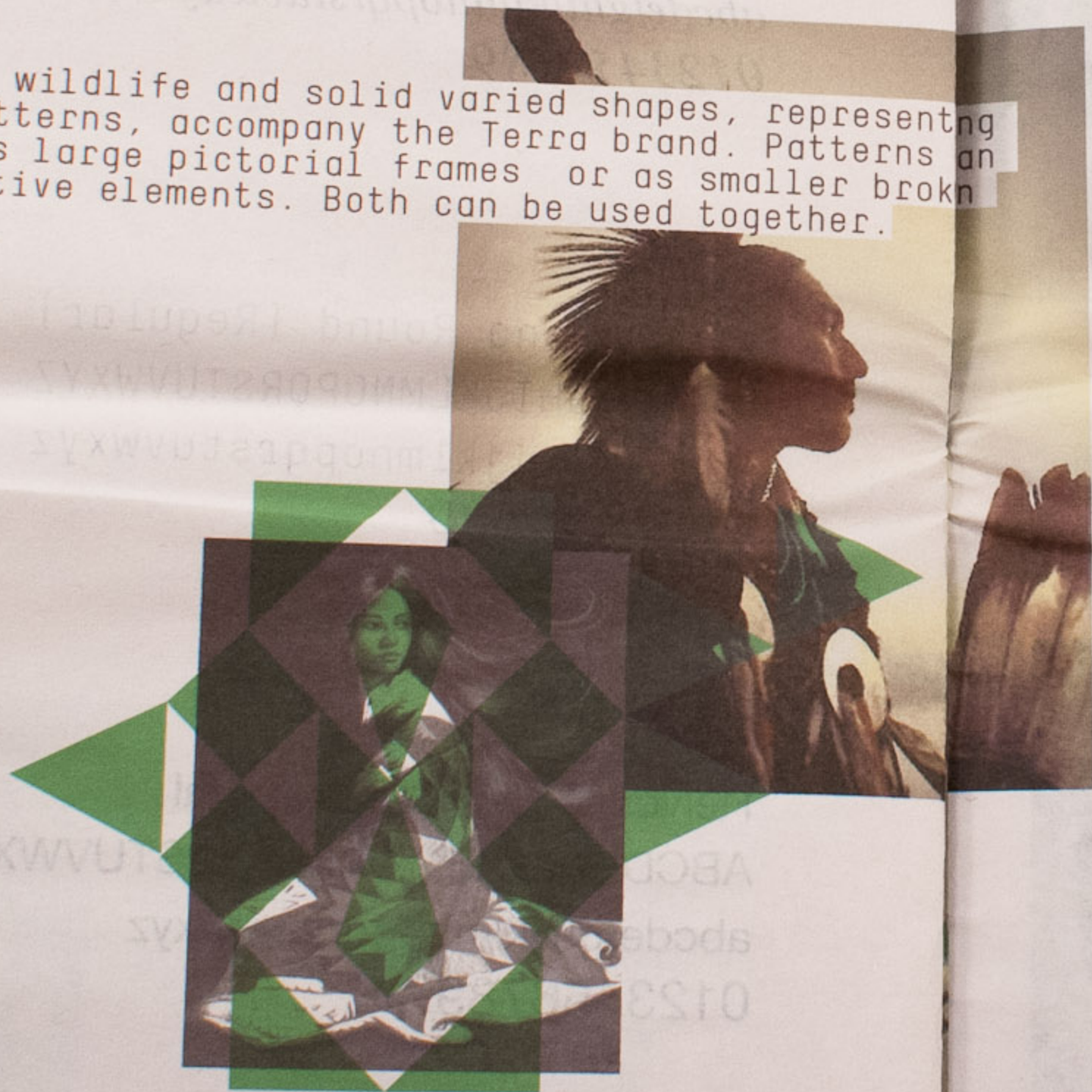
abcdefghijklmnopqrstuvwxyz

0123456789



# *SECONDARY ELEMENTS//*

Images of wildlife and solid varied shapes, representing native patterns, accompany the Terra brand. Patterns can be used as large pictorial frames or as smaller broken up decorative elements. Both can be used together.







  
**terra**  
10540 Denney Ave.  
San Diego, CA 92121  
619.9174  
619.9175  
terra.com

Francisco Martinez  
Creative Director  
562.264.5488  
francisco@terra.com



