



TERRA / PRESS & MEDIA · EDITORIAL REVIEW COPY

The Terra visual system: distinctive, restrained, consistent

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Terra's approved corporate design direction uses a recognisable red device and dark wordmark, restrained editorial typography, high-contrast text, generous whitespace and authentic contextual photography. The visual system is intended to serve investors, partners, recruits and end users without fragmenting into separate corporate identities.

Brand assets should be supplied from a controlled master file. Never manually redraw the Terra symbol, substitute a generic logo, distort its proportion or remove trademark markers from master artwork without approval.

The Brand World demo catalogues these principles and distinguishes source artwork actually embedded in the website from assets that still require a verified, approved master and publication rights.

EDITORIAL CONTROL / Working visual-brand standard pending final approved asset pack.

Source context: Terra internal project direction and approved website blueprint. Publication, factual attachments and legal review require management sign-off.