

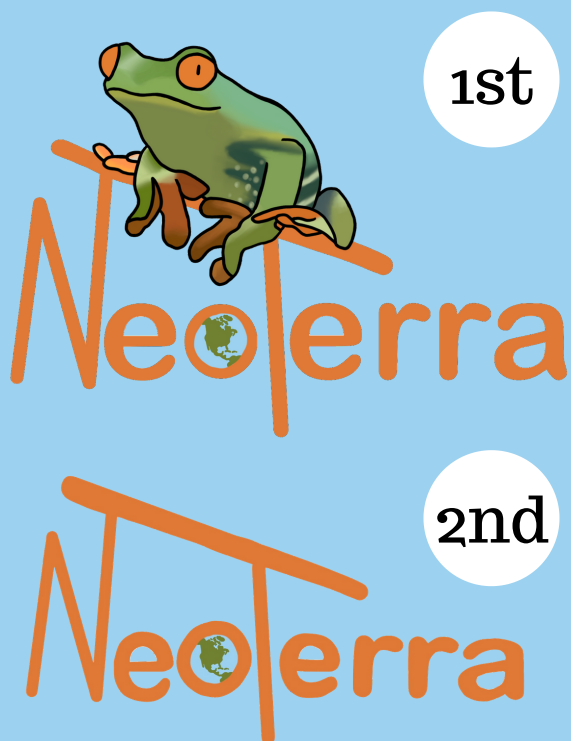


Neoterra










Company
Branding
2019-2020



Company Logo



Color Palette

	C: 0 R: 224 M: 46 G: 121 Y: 76 B: 53 K: 12		C: 10 R: 121 M: 0 G: 135 Y: 47 B: 71 K: 47		C: 35 R: 156 M: 13 G: 210 Y: 0 B: 240 K: 6
	C: 44 R: 23 M: 0 G: 77 Y: 21 B: 61 K: 70		C: 32 R: 124 M: 0 G: 182 Y: 24 B: 138 K: 29		C: 3 R: 186 M: 0 G: 192 Y: 34 B: 127 K: 25
	C: 16 R: 128 M: 0 G: 153 Y: 44 B: 85 K: 40		C: 32 R: 124 M: 0 G: 182 Y: 24 B: 138 K: 29		C: 0 R: 168 M: 49 G: 85 Y: 80 B: 33 K: 34

Our logo displays our main character, Finley, and company name in one space. Our main character is over the company title, making the logo dynamic and interactive in the first logo option. We use the second logo for more simplified and formal purposes. Both of our logos display a world graphic design in the middle of the 'o' to reinforce our concept of inspiring a new earth.

Our company chose a palette of earth tones that visually communicates our company's nature theme in a aesthetically pleasing manner. We were careful when choosing our palette, to make sure that none of our colors were too bright and overpowering. All of our colors are slightly muted, making them easy to look at and able to be used in a variety of situations. The split compliment colors form a uniform palette.

Fonts:

Verdana:

The quick brown fox jumps over the lazy dog.
1234567890

Avenir:

The quick brown fox jumps over the lazy dog.
1234567890

Verdana is NeoTerra's primary font, it is well rounded and simplistic. Our font is versatile we have been able to use it for almost every element of our company's branding.

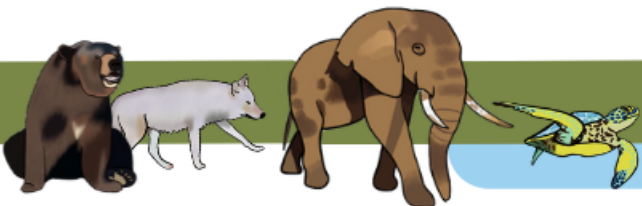
Our company also uses Avenir for its modern, clean visuals. NeoTerra mainly uses this font for formal documents.

Company Letterhead



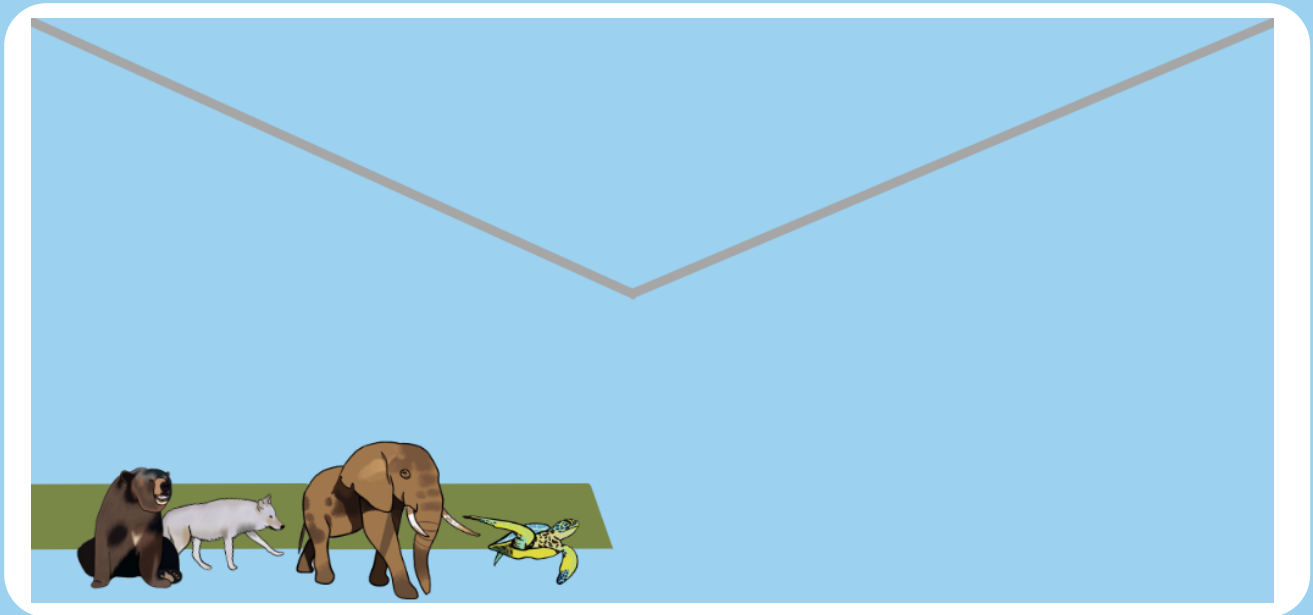
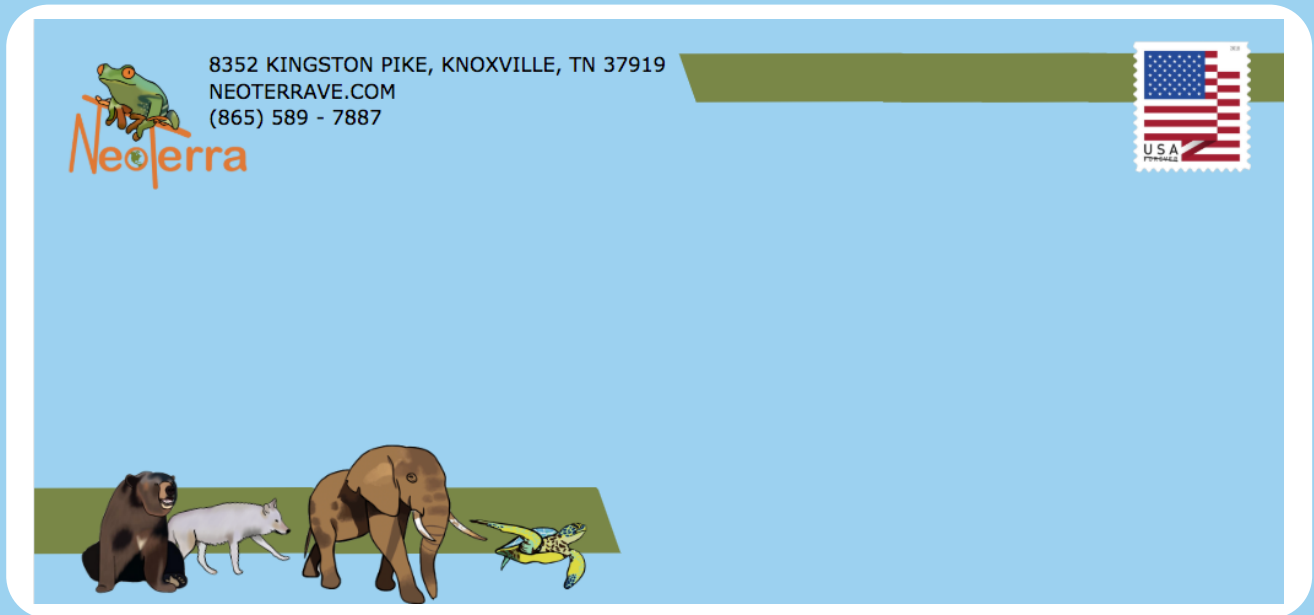
NeoTerra Company Description

Our company aspires to make a change in the world by creating a "New Earth." NeoTerra is a company with a goal of educating people on the human environmental impact through interactive entertainment. We do this with our own hand-coded video game which follows the main character, a frog, traversing different parts of the Earth while meeting fellow animals impacted by humans. By designing our characters with a cute and simplified style, we were able to make this game appealing to all age groups.



8352 KINGSTON PIKE, KNOXVILLE, TN 37919
NEOTERRAVE.COM
(865) 589 - 7887

Company Envelopes



Our company's envelope achieves a simplistic, tasteful style. NeoTerra's envelope is a middle-ground between playful and professional. By displaying our main characters in a dynamic walking formation, our envelopes attract attention and helps advertise our product in a fun manner.

Business Cards



Our company's business cards are simplistic and modern, keeping a consistent, visually appealing structure while still providing necessary information. We used our same letterhead and envelope footer design to keep our informational branding consistent and clean.

Stickers and Pin Designs



We created our own stickers and pins, at the request of many employees. Our simplistic designs display our main characters in a headshot format. We have been able to easily advertise our company by handing out our stickers and pins, which in return markets our company through word of mouth.

Employee ID's



NeoTerra's employee ID's include our logo, the employee's name, title, and company photo as well as a QR code. When scanned, this QR code leads users directly to our company's website, allowing easy and fast access for both employees and consumers. We decided to use our company's main landscape art as the background to stand out in a visually appealing manner. Our company also chose to include our main characters in the design to make the overall picture more dynamic and interactive.

NeoTerra's company ID's are attached to simple yet professional black lanyards. On these lanyards, employees are encouraged to keep a pin of their favorite animal from our game attached. This allows employees to have some freedom of expression with their ID's as well as create an easy conversation-starter. If a possible customer takes notice of their pin, the employee will then be able to explain why that character is their favorite and how they interact in our game.