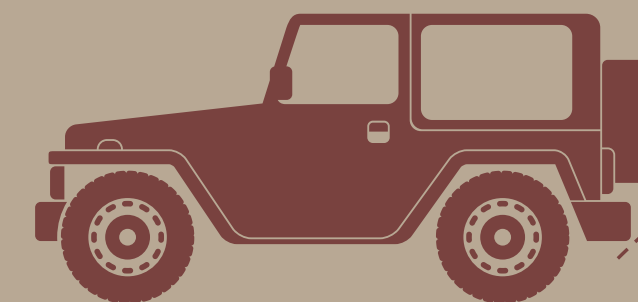




Terra Overland

Brand Guide



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- 1 **Company history**
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- 4 **Personality and tone**
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Company History

Sean, the founder of Terra Overland, was working in the city at a tech company with little excitement. He went off roading and fell in love with adventure and the outdoors. He wants to introduce this escape to others in the area.



“

Mission Statement

Terra Overland's goal is to not only provide an off-road experience, but also to educate and share their knowledge of the lifestyle with others.

”

Target Audiences

Shenandoah Valley Residents

Age Range: 25-45
Local residents looking for adventure

JMU Students

Age Range: 18-23
JMU students looking to experience learn from the adventurous lifestyle and or wanting to participate in team bonding/ team building group events

Alumni interested in adventure

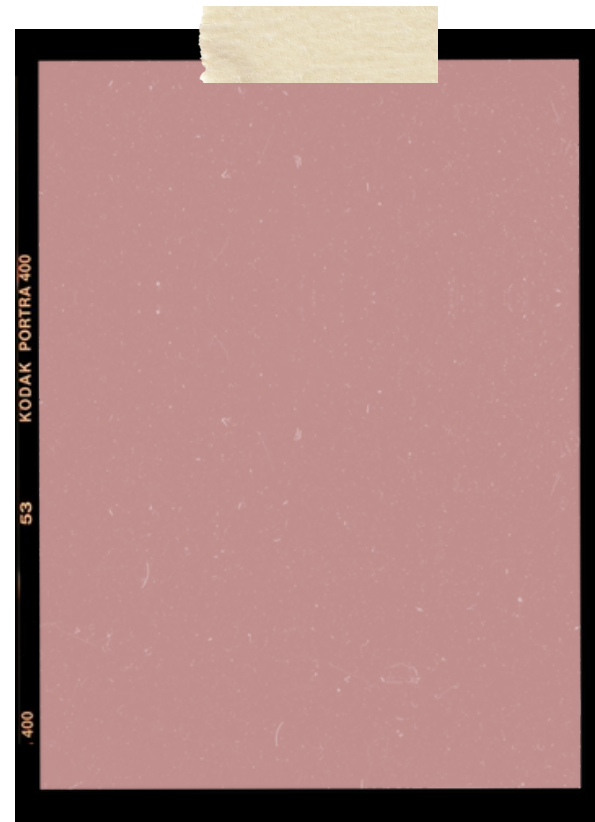
Age Range: 23+
JMU Alumni returning to the Harrisonburg area looking for a unique type of activity

Personality and Tone

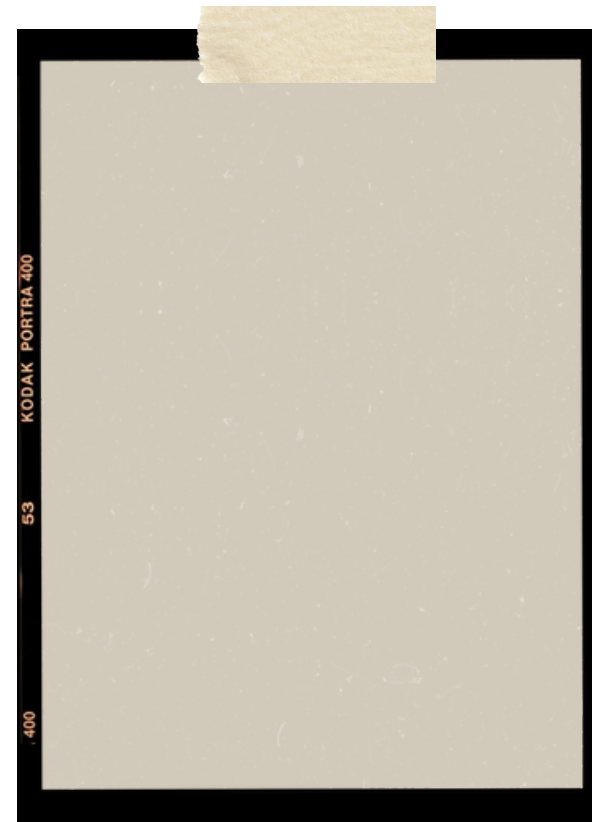


- 1 **Friendly**
- 2 **Casual**
- 3 **Open-minded**

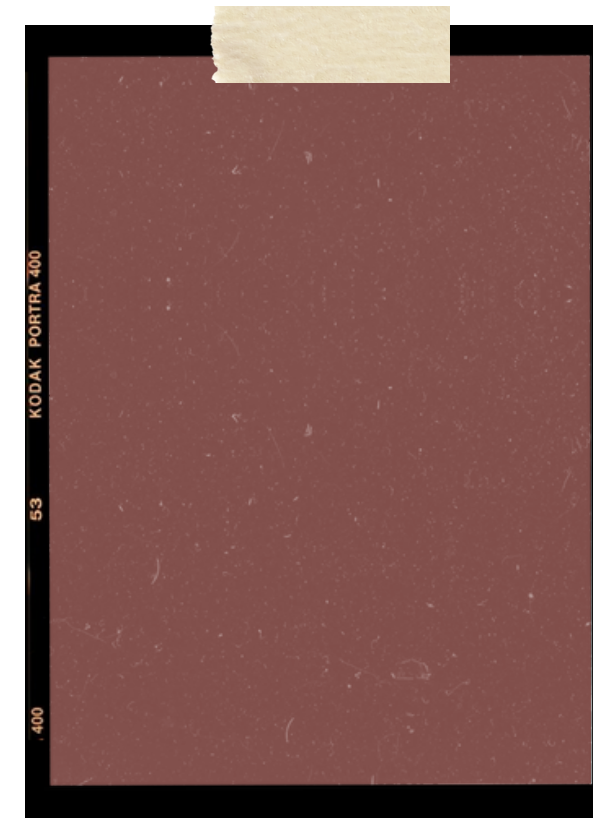
Color Palette



Hex Code
#C08E8D



Hex Code
#D1C9BA



Hex Code
#814E4A

Logo

Main Logo Features



Logo Variation



Font

Primary font

Eurostile Cond Heavy </> [Similar fonts & pairings](#)

The quick brown fox jumps over the lazy dog

Secondary fonts

Acumin Pro Regular </>

The quick brown fox jumps over the lazy dog