

Brand guidelines



TERRADOTTA

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Brand overview



TERRADOTTA

Brand Overview

Terra Dotta's Global Engagement Platform serves more than 700 customers, facilitating cross-cultural experiences for students, faculty, and staff in 85+ countries. Each year, the platform enhances the journey for more than one million travelers and virtual participants.

Our vision

Transforming the future through global connections today.

Our mission

Develop innovative solutions that delight and empower international educators by expanding their global impact, fostering life-changing cultural exchanges, and preparing students to flourish in a global community.

The logo



TERRADOTTA



T E R R A D O T T A

The logo

Official company name

The company is officially organized in the state of North Carolina as **Terra Dotta, LLC**. When referring to Terra Dotta in written materials, the first instance shall be spelled Terra Dotta, LLC., and subsequent usage may be spelled Terra Dotta.

Logo usage

The Terra Dotta logo consists of the three-color “T3” logo mark and the stylized Terra Dotta logotype. The “T3” mark represents connection and movement through its geometric form, while the logotype provides clarity and balance.

Together, these elements create a unified, recognizable mark that ensures consistent brand representation across all applications.

The primary identity layout is horizontal. When space is restricted, the centered, stacked logo signature version may be used.



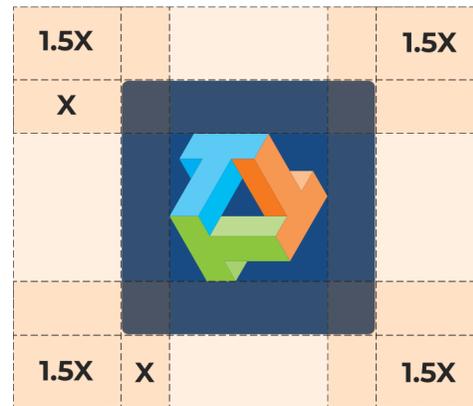
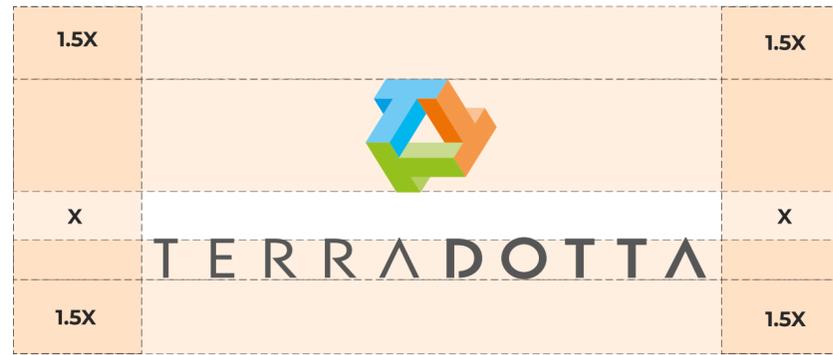
Architecture

To maintain clarity and visual impact, the Terra Dotta logo must always be surrounded by adequate clear space. This space ensures the logo remains unobstructed by other elements and preserves its legibility and prominence in all applications.

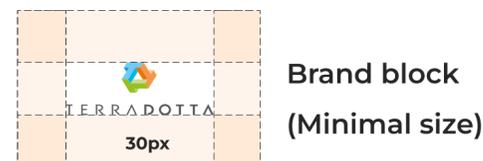
The minimum clear space of 1.5X should always be applied. Maximize clear space whenever possible.

In rare cases, the outline logo may be used the outline logo, mostly for print materials that we need a single color (e.g. swag)

In exceptional circumstances, smaller sizes for print may be necessary (e.g., on merch). The logo should never be reproduced below its minimum size to ensure readability and brand recognition. Maintaining the minimum size guarantees that both the “T3” logo mark and the Terra Dotta logotype remain clear across all formats.



Minimum size
The minimum size of the brand block is 30px on screen, or 0.31 in (7.93 mm) in print.



Don't do
The minimum size of the brand block is 30px on screen, or 0.31 in (7.93 mm) in print.



Tagline

Set in the typeface Montserrat regular, the corporate tagline may appear below the logo signature. When space is more vertical, and a larger logo mark (relative to the logotype) is desired, one of the large logo versions may be used.

Versions B and C are best when the logo will be reproduced at a very small size.

Powered by Terra Dotta

For applications that are powered by Terra Dotta, the Powered by Terra Dotta may be used.



The leader in travel, study abroad, and international student management solutions



Incorrect logo usage

					
Don't change colors	Don't use too small size	Don't use gradients	Don't outline the logo	Don't add effects	Don't rotate
					
Don't add/remove elements	Don't change elements	Don't change the order	Don't crop the logo	Don't use transparency	Don't change spacing
					
Don't stretch	Don't change font	Don't change proportions	Don't use in sentence	Don't change alignment	Don't use blur
					
Don't add a border	Don't overlap with elements	Don't use without safe area	Don't use low contrast	Don't use without the mark	Don't use on gradients

Color palette



TERRADOTTA

Color palette

The Terra Dotta main colors are orange, blue, green, and gray. As the core of our brand identity, they should be used whenever possible to ensure instant brand recognition.

Terra Dotta Blue

RGB: R:0 G:172 B:236
HSL: H:196 S:100 L:46
HEX: #00ACEC
CMYK: C:100% M:0% Y:0% K:0%
Pantone: Process Blue

Terra Dotta Green

RGB: R:159 G:197 B:77
HSL: H:79 S:51 L:54
HEX: #9FC54D
CMYK: C:50% M:0% Y:100% K:0%
Pantone: 368

Terra Dotta Orange

RGB: R:217 G:120 B:45
HSL: H:21 S:100 L:60
HEX: #D9782D
CMYK: C:0% M:65% Y:100% K:0%
Pantone: 158

Terra Dotta Dark Blue

RGB: R:24 G:76 B:132
HSL: H:211 S:69 L:31
HEX: #184C84
CMYK: C:82% M:43% Y:0% K: 48%
Pantone: 647 C

Terra Dotta Gray

RGB: R:89 G:89 B:91
HSL: H:220 S:2 L:35
HEX: #59595B
CMYK: C:0% M:0% Y:0% K:80%
Pantone: Cool Gray 11

Logomark color tint formula

This formula defines the approved tint values for the logomark to ensure accurate and consistent color reproduction.

100% #00ACEC	100% #9FC54D	100% #D9782D
75% #40C1F1	75% #B7D37A	75% #F79A59
55% #73D1F5	55% #CADF9D	55% #F9B585

Secondary color palette

The secondary color palette complements the primary colors and should be used wherever complementary colors are required for marketing and promotional materials.

Terra Dotta Baby Blue

RGB: R:240 G:246 B:255
 HSL: H:216 S:100 L:97
 HEX: #F0F6FF
 CMYK: C:6% M:4% Y:0% K:0%
 Pantone: 656 C

Terra Dotta Baby Green

RGB: R:250 G:255 B:243
 HSL: H:85 S:100 L:98
 HEX: #FAFFF3
 CMYK: C:2% M:0% Y:5% K:0%
 Pantone: 7496 C

Terra Dotta Baby Orange

RGB: R:255 G:241 B:231
 HSL: H:21 S:100 L:60
 HEX: #FFF1E7
 CMYK: C:0% M:5% Y:9% K:0%
 Pantone: 7604 C

Terra Dotta Baby Purple

RGB: R:252 G:243 B:255
 HSL: H:285 S:100 L:98
 HEX: #FCF3FF
 CMYK: C:1% M:5% Y:0% K:0%
 Pantone: 663 C

Terra Dotta Red

RGB: R:205 G:53 B:41
 HSL: H:4 S:86 L:53
 HEX: #CD3529
 CMYK: C:0% M:95% Y:100% K:0%
 Pantone: 1795

Terra Dotta Purple

RGB: R:113 G:65 B:148
 HSL: H:283 S:42 L:42
 HEX: #714194
 CMYK: C:60% M:90% Y:0% K:0%
 Pantone: 259

Terra Dotta Teal

RGB: R:36 G:155 B:149
 HSL: H:177 S:99 L:31
 HEX: #019C93
 CMYK: C:0% M:65% Y:100% K:0%
 Pantone: 326

Terra Dotta Gold 1

RGB: R:254 G:202 B:12
 HSL: H:48 S:99 L:52
 HEX: #FECA0C
 CMYK: C:0% M:20% Y:95% K:0%
 Pantone: 123 C

Terra Dotta Gold 2

RGB: R:252 G:184 B:20
 HSL: H:45 S:97 L:53
 HEX: #FCB814
 CMYK: C:0% M:27% Y:92% K:0%
 Pantone: 7408 C

Color palette usage guidelines

Primary colors

Terra Dotta Blue, Green, Orange, Dark Blue, and Gray are the core brand colors and should be used as the foundation of all brand communications. These colors should dominate layouts, especially in headers, key messages, navigation elements, and primary callouts, as seen across web pages, social tiles, and marketing materials.

Blue and Green should be prioritized for trust, education, and informational content, while Orange is used selectively to highlight actions, emphasis areas, or moments of energy. Dark Blue and Gray serve as neutral anchors for typography, backgrounds, and structural elements.

Secondary colors

The secondary color palette is used to support and extend the primary palette. These colors may be applied in promotional materials, social content, illustrations, data visualization, and UI accents to add flexibility and visual interest.

Secondary colors should never overpower the primary palette and must always be used in balance, reinforcing—not replacing—the core brand colors.

Color balance and hierarchy

Layouts should follow a clear color hierarchy:

One primary color should lead each layout.

One secondary color may be used for support or as an accent.

Neutral colors (Dark Blue and Gray) should ground the composition and support readability.

Avoid using too many bold colors in a single layout. Clean spacing and color restraint are essential to maintain clarity and brand recognition.

Background and contrast

Always ensure sufficient contrast between text and background colors to maintain readability and accessibility.

Light background colors should be paired with dark text, while bold color blocks should use white or high-contrast typography.

Avoid placing text over busy imagery or low-contrast color combinations.

Avoid using orange with black; if a dark color is needed, use Dark Blue or Gray.

Digital and social applications

In social media and digital marketing assets, bold color blocks may be used to frame photography, highlight headlines, or create modular layouts.

Colors should be applied consistently across campaigns to reinforce brand recognition while allowing flexibility in content themes. Bold color blocks may be used to frame photography, highlight headlines, or create modular layouts in social media and campaign assets. Seasonal or event-based designs may lean more heavily on secondary colors, as long as the overall look remains cohesive and recognizable as Terra Dotta. Color usage should feel intentional, not decorative.

Incorrect usage

Do not alter brand colors, create unapproved shades, or mix colors in a way that compromises legibility or brand consistency. Avoid gradients, overlays, or effects that are not part of the approved color system. Do not sacrifice contrast or legibility for aesthetic purposes.

Do/don't color palette section

This is your quick-reference “cheat sheet” with the most important points.

Do

- Use primary brand colors as the foundation of layouts and key messages.
- Apply secondary colors to support campaigns, promotions, and accent elements.
- Maintain a clear color hierarchy with one dominant color per layout.
- Use neutral colors (Dark Blue and Gray) to support readability and structure.
- Ensure strong contrast between text and background colors.
- Apply colors consistently across digital, print, and social assets.

Don't

- Introduce unapproved colors or custom shades.
- Overuse multiple bold colors in a single layout.
- Allow secondary colors to overpower primary brand colors.
- Apply gradients, effects, or overlays outside the approved system.
- Place text on low-contrast or visually busy backgrounds.
- Alter approved color values, tints, or formulas.
- Use orange with black; if a dark color is needed, use dark blue or gray.

Typography



TERRADOTTA

Typography

Montserrat is the primary typeface used across all Terra Dotta communications. It's modern, geometric design reflects clarity, approachability, and professionalism, making it suitable for both digital and print applications.

The typeface should be used consistently to establish a clear visual hierarchy through weight, size, and spacing. Headlines should feel confident and structured, while body copy remains highly legible at smaller sizes. Proper use of Montserrat helps create a cohesive, recognizable brand voice and ensures readability across platforms, devices, and content types.

Aa

Montserrat

aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

., / ? ! " ' : ; { } [] | \ = - () * & ^ % \$ # @

Montserrat Black

Montserrat Extrabold

Montserrat Bold

Montserrat Semibold

Montserrat Medium

Montserrat Regular

Montserrat Light

Secondary typography

Serif typefaces may be used selectively to complement Montserrat in specific contexts where added warmth, personality, or visual interest is desired. This includes social media campaigns, seasonal or cultural posts, and special materials such as holiday cards or celebratory announcements.

Serif typography should be used intentionally and sparingly, always supporting the primary brand system rather than replacing it. It works best for short headlines, highlights, or accent text, while Montserrat remains the primary typeface for structure, clarity, and legibility. When used correctly, serif type enhances expression and emotion without compromising consistency or readability.

Aa

Merriweather

aa Bb Cc Dd Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
 Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9
 . , / ? ! " ' : ; { } [] | \ = - () * & ^ % \$ # @

Merriweather Black

Merriweather Bold

Merriweather Regular

Merriweather Light

Typography structure

Headline styles

Headlines are used to communicate the primary message quickly and clearly. They should be bold, confident, and immediately legible on mobile screens.

Montserrat Bold or SemiBold should be used for headlines. Headline text should remain short and direct, typically limited to one or two lines.

In some case for social media que can use Black. Headlines should never feel compressed or crowded and must always maintain strong contrast against the background.

Avoid decorative treatments. Clean typography is essential to preserve clarity and brand recognition. Symbols (tildes, arrows, etc.): Generally, these should be avoided within headlines or main graphic layouts, as they can clutter the clean, structured design established for the brand. Emoji usage: Discouraged in primary graphic headlines to maintain a professional tone, but are appropriate for social media captions to reflect the "human and approachable" side of the brand.

Body text styles

Body text supports the headline by providing context or additional information. It should remain simple, readable, and unobtrusive.

Montserrat Regular or Medium should be used for body copy. Body text should be kept concise and should never compete visually with the headline.

Proper line spacing and comfortable margins are required to maintain readability, especially on small screens.

Social media typography rules

Each post should communicate one clear idea at a glance.

- Use one headline per post whenever possible.
- Limit body text to short supporting lines.
- Avoid excessive line breaks or tightly packed text.
- Maintain consistent alignment and spacing across templates.
- Typography should feel confident, approachable, and structured.

Text should never overpower photography or illustrations. It should frame the message, not dominate the layout.

Accessibility and readability

Accessibility is a core requirement across all typography usage.

- Always maintain high contrast between text and background colors.
- Avoid placing text over busy or detailed imagery.
- Ensure text remains readable without zooming on mobile devices.
- Do not rely on color alone to communicate meaning.
- Maintain sufficient spacing between lines and characters.

When in doubt, prioritize clarity over style. Readability and inclusivity are essential to maintaining a strong and accessible brand presence.

Do/don't typography section

This is your quick-reference “cheat sheet” with the most important points.

Do

- Use Montserrat consistently across all social media assets.
- Establish a clear hierarchy using weight and size (bold headlines, lighter supporting text).
- Keep headlines short, direct, and highly legible, optimized for mobile viewing.
- Use serif typography selectively for emphasis in special contexts such as holiday cards, seasonal posts, or campaign highlights.
- Use high contrast between text and background colors to ensure readability.
- Align text cleanly and use generous spacing to keep layouts structured and uncluttered.
- Limit each post to one primary message that can be understood at a glance.
- Use capitalization intentionally and consistently.

Don't

- Use fonts outside of the approved Montserrat family or the approved supporting serif typefaces.
- Overuse serif fonts or allow them to replace Montserrat as the primary typeface.
- Mix too many font weights or sizes.
- Place text over busy or low-contrast imagery.
- Overload designs with excessive copy.
- Stretch, distort, outline, or apply effects to typography.
- Use decorative or script fonts for headlines or CTAs.
- Reduce font sizes to the point where text becomes difficult to read on mobile.
- Place text over busy imagery or low-contrast backgrounds.
- Use font sizes that are too small to be read comfortably on mobile devices.
- Ignore alignment rules; keep text blocks organized and balanced.

Typography

Montserrat is the primary typeface used across all Terra Dotta communications. It's modern, geometric design reflects clarity, approachability, and professionalism, making it suitable for both digital and print applications.

The typeface should be used consistently to establish a clear visual hierarchy through weight, size, and spacing. Headlines should feel confident and structured, while body copy remains highly legible at smaller sizes. Proper use of Montserrat helps create a cohesive, recognizable brand voice and ensures readability across platforms, devices, and content types.

Aa

Montserrat

aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

., / ? ! " ' : ; { } [] | \ = - () * & ^ % \$ # @

Montserrat Black

Montserrat Extrabold

Montserrat Bold

Montserrat Semibold

Montserrat Medium

Montserrat Regular

Montserrat Light