

# BRAND MANUAL

OF A UNIFIED VISUAL STYLE



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# THE COMPOSITE MATERIAL OF THE FUTURE

We have developed products made of composite wood which, we believe, is the material of the future, especially due to the following reasons:

## European quality, high resistance

Composite wood retains the best qualities of wood and eliminates its main problems. Quality is key for us. That is why we manufacture our products in the Czech Republic under the American Strandex licence.

## No painting and no maintenance

Just wash our composite wood decking with a power-washer and it will look new again, even after years of use. No sanding, waxing or oiling.

## Warranty for up to 25 years

We guarantee our products for up to 25 years. Unlike decking made of other materials, ours require minimal maintenance, which means significant savings not only in costs but also in time.

## Non-slip surface, no wooden splinters

Our decking is safe for the whole family and pets. It does not create splinters and does not slip.

## Ecology, without PVC

We consistently support sustainable forest management. All our products are eco-friendly and 100% recyclable.

## Made in the Czech Republic, installed by experts

Forget about cheap WPC hollowed profiles from hobbymarkets. Our network of certified partners can provide everything from design to customer service.

Our product offer includes decking, fences, building cladding and installations in public spaces.



# OUR MISSION AND BRAND

Our mission is to create unique individual solutions for our customers in their homes.  
All thanks to our composite material of the future.

As a result, this means that we bring MORE JOY AND LESS CARE to all our customers.  
Which is also the main slogan of the Terafest brand.



# I AM TERAFEST

AND I BRING MORE JOY TO YOUR LIFE



## I AM EASY TO MAINTAIN AND SAVE YOUR TIME

Just wash me with a power-washer once a year.



## I AM SAFE

I am not slippery and do not form splinters.



## MY VALUE IN TIME

You get me with a guarantee of up to 25 years.



## THEY WILL MAKE ME EXACTLY ACCORDING TO YOUR NEEDS

Choose me in the colour, width and length which suits you.



## I WILL BE INSTALLED BY PROFESSIONALS

I only work with certified and reliable installers.



## I LOVE NATURE

I am eco-friendly and 100% recyclable.



# WHY A UNIFIED VISUAL STYLE?

The attention of our customers is bombarded with a growing number of ads. They see thousands of them in a single day, from posters and TV ads to the internet adverts. And then you have dozens more headlines and paid links in search engines and news servers. The customer today is overwhelmed with information and easily loses focus. It is called the ad blindness.

The only way to overcome the ad blindness is to constantly seek to learn, evaluate and learn how to target our clients. Every completed and incomplete enquiry can teach us how to be simpler, more accurate and consequently more efficient throughout our customer experience. That is why mutual cooperation with all partners is very important to us. The information they have will allow us to continuously improve the way we present the Terafest brand. From communication, through the services offered, to warranty and post-warranty service. In this TERAFEST Unified Visual Style Manual you will find all the information on how to present the TERAFEST brand on company printed materials, in showrooms and other communication channels.

Only a unified presentation of the TERAFEST brand will ensure that our customers not only notice it, but also remember it.



# 1. LOGOTYPE

## 1.1. EXPLICATION



This TERAFFEST Unified Visual Style Manual contains the rules for the use of the TERAFFEST logo.

The TERAFFEST logo has 2 parts - the symbol and the text part. The symbol, consisting of a circle with cut-outs, carries a hint of the TERAFFEST products. The text part reads TERAFFEST. The symbol and text part have a clearly defined shape, colours and size ratio between them and cannot be altered in any way beyond the options given in this manual.



# 1. LOGOTYPE

## 1.2. THE PRIMARY OPTION

The primary logo option is the TERAFFEST logo on a dark background. The text part is in white and the symbol in a distinctive turquoise colour.

1. When using the TERAFFEST LOGO, the option with the product claim is preferred.
2. If it is not possible or appropriate to use the logo with the claim, we use the variant without the claim.
3. To support the association of the TERAFFEST brand with the previous brand or manufacturer's name, this logo can be used with additional text BY WOODPLASTIC. This option is used for business purposes only and it may not be used for promotional purposes.
4. If the logo with the symbol cannot be used, we only use the text part of the logo. These are the following cases only:
  - a) Small logo size, where the logo with the symbol would be smaller than the minimum size allowed.
  - b) Requirement for a one-colour logo design.
5. The logo with the symbol at the end is used only for large screen presentation or in showrooms.

1. Logo with the product claim



2. Logo without the claim



3. Logo with additional text



4. Logo without the symbol



5. Logo with the symbol at the end





# 1. LOGOTYPE

## 1.3. THE SECONDARY OPTION

The secondary logo option is the TERAFFEST logo on a white background. The text part is in black and the symbol in a distinctive turquoise colour. It can only be used in the cases when the primary logo option cannot be used due to legibility or light background limitations.

1. Logo with the product claim



2. Logo without the claim



3. Logo with additional text



4. Logo without the symbol



5. Logo with the symbol at the end



# 1. LOGOTYPE

## 1.4. PROTECTION ZONE



The TERAFFEST logo must comply with the minimum protection zone. Its construction is based on the height of the letter T in the text part of the logo. No text, photographs or graphic elements are allowed in the defined protection zone, except for the product slogan or additional text as shown on this page.

Logo with the product claim



Logo without the claim



Logo with additional text



Logo without the symbol



Logo with the symbol at the end



# 1. LOGOTYPE

## 1.5. MINIMUM SIZE

Every time the logo is used, attention must be paid to ensure that the individual elements of the logo are legible. That is why the minimum logo sizes for each logo variant and the form of their use are defined to ensure the legibility of all logo elements.

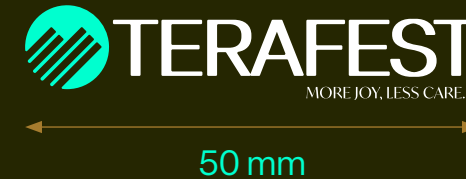
Each logo must be reproduced from digitized files. New creation or drawing of the TERAFFEST logo is not allowed.

All logo variants in a digital format are available to download from here:

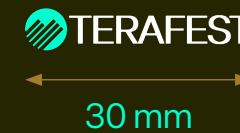
<https://www.terafest.cz/e-knihovna>

printed version

with the claim



without the claim

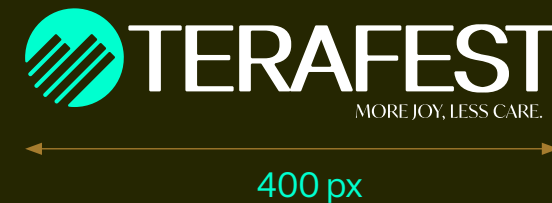


without the symbol

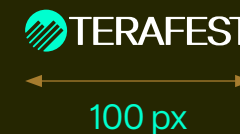


digital version

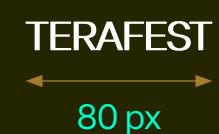
with the claim



without the claim



without the symbol



# 1. LOGOTYPE

## 1.6. COLOUR DESIGN

When using the logo in any way, make sure it is clearly legible and contrasted with the background. The colours shown here are fixed and no other colours or shades are allowed.

Each logo must be reproduced from digitized files. New creation or drawing of the TERAFFEST logo is not allowed. All logo options in a digital form are available from here: <https://www.terafest.cz/e-knihovna>



Colour of the symbol:

Turquoise

**rgb 0/255/206**

**cmyk 50/0/25/0**

**pantone 7471**

**hex #7eddd3**

Colour of the text:

White

**rgb 255/255/255**

**cmyk 0/0/0/0**

**pantone white**

**hex #fff**



Colour of the symbol:

Turquoise

**rgb 0/255/206**

**cmyk 50/0/25/0**

**pantone 7471**

**hex #7eddd3**

Colour of the text:

Black

**rgb 0/0/0**

**cmyk 0/0/0/100**

**pantone black**

**hex #000**



# 2. COLOURS

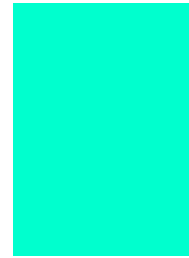
## PRIMARY AND COMPLEMENTARY COLOURS

The primary colours are used to represent the TERAFFEST logo. The turquoise colour of the symbol is used to highlight important elements and information.

Complementary colours are used in promotional materials and on the websites to create a unified visual and communication style. The colour combination is MEDITERAN, turquoise symbolizes water. The colours are carefully chosen to accentuate the TERAFFEST's brand core values and evoke a sense of pride, confidence, comfort, security and joy.

The colours shown here are fixed and no other colours or shades are allowed.

Turquoise



rgb 0/255/206  
cmyk 50/0/25/0  
pantone 7471  
hex #7eddd3

Black



rgb 0/0/0  
cmyk 0/0/0/100  
pantone black  
hex #000

White



rgb 255/255/255  
cmyk 0/0/0/0  
pantone white  
hex #fff

Olive



rgb 54/89/76  
cmyk 66/24/43/70  
pantone 5477  
hex #3e5d58

Brown Black



rgb 37/38/1  
cmyk 52/54/40/82  
pantone 412  
hex #382f2d

Brown Yellow

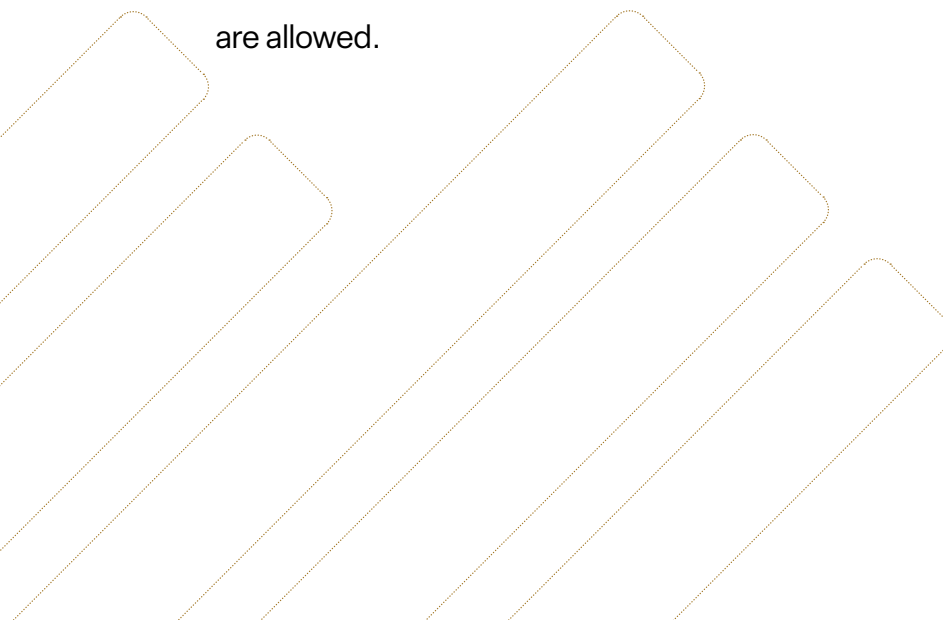


rgb 166/124/46  
cmyk 9/29/66/26  
pantone 465  
hex #b9975b

Light Brown



rgb 166/147/124  
cmyk 10/18/25/30  
pantone 7530  
hex #a39382



# 3. FONTS

## TYPOGRAPHIC PRESENTATION

### TERAFEST

Emo con esequia ne voluptatur?

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#### TYPOGRAPHIC LOGOTYPE

Any application of the single word TERAFEST must be in the form of the text part of the logotype (logo without symbol). No other version is allowed.

#### FONT FOR HEADLINES

##### FONT IvyMode – regular

Sans serif font, chosen for its original look, which gives the font and the whole communication a premium touch. It is used in materials exclusively for headlines. It is used in the basic form Regular, for text highlighting it is possible to use the form Semibold.

Link: <https://fonts.adobe.com/fonts/ivymode>

#### BASIC PARAGRAPH FONT

##### FONT ELZA – regular

The simple sans serif Elza font from Adobe perfectly complements the font used for the headline. It is used as a paragraph font; thanks to its condensed character, it is also suitable for manuals and instructions with a lot of text content. It is used in the basic form Regular. You can use italics or bold to highlight text.

Link: <https://fonts.adobe.com/fonts/elza>

#### THE SYSTEM FONT

##### FONT DM Sans

The DM Sans system font is intended for mercantile printed matter or electronic communication if the ELZA font is not available. It is used in the basic form Regular, you can use italics or bold to highlight parts of the text.

Link: <https://fonts.google.com/specimen/DM+Sans>

No other fonts are allowed in TERAFEST materials.

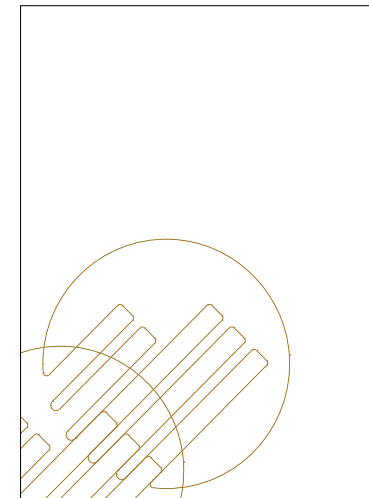
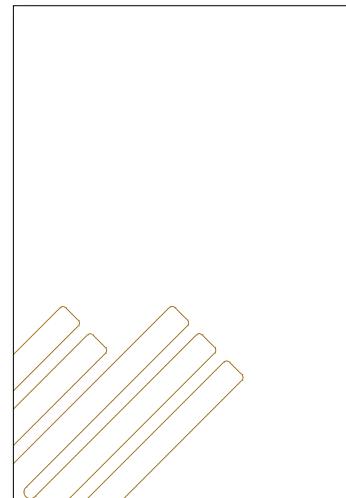
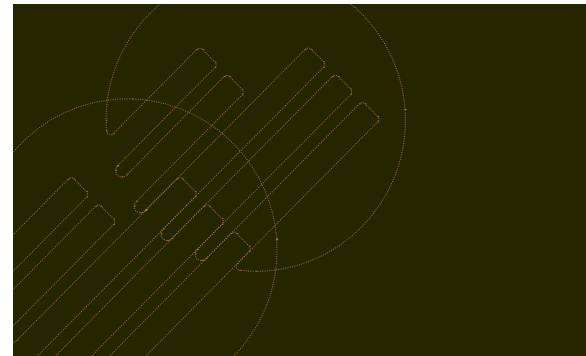


# 4. GRAPHIC ELEMENTS

## 4.1. LOGO SYMBOL

The outline of the logo symbol is used as a separate graphic element on merchandise and promotional materials. The primary colour used to represent the graphic element is BROWN YELLOW; if this colour cannot be used, then the colours Light Brown or Olive can be used. For specification, see the chapter Colours.

The outline of the logo symbol can be presented in the form of an unbroken line, or a dotted line. The outline of the symbol can be used in the background in its entirety, or just the part that extends into the background of the page. More contours can be combined and connected to each other. See examples. The text on the page may partially interfere with the symbol, but we don't use the symbol in places where a lot of text is used and the symbol would interfere with readability.



# 4. GRAPHIC ELEMENTS

## 4.2. PICTOGRAMS

For product communication and for the promotion of product benefits, we use graphic icons. The icons are used in white, black, olive or brown-black, both in photographs and on white or dark backgrounds. The choice of a particular colour must be tailored to the background on which the icon is placed, so that it is sufficiently contrasting and legible. The size of the icons is also primarily based on the legibility and clarity of the visuals.

The product icons shown here are immutable and they must not be changed in any way. All icons in a digital form are available for download from here: <https://www.terafest.cz/e-knihovna>





# 4. GRAPHIC ELEMENTS

## 4.3. THE COLOURED TRIANGLE

It is used as the main graphic element in advertising visuals colour triangle with 88% color coverage. It can be used in all complementary colors. The hypotenuse angle of the triangle is invariable – 16 degrees – and can be flipped horizontally and vertically for use from above and below. The hypotenuse can be moved vertically to allow sufficient space for the content. An exception is an online banner communication where the triangle can be used with the hypotenuse at an angle of 45 degrees.

In image communication with emphasis on emotions, the triangle is used at the bottom of the visual. In product communication emphasizing product benefits, the triangle is used at the top of the visual.

All the templates with the coloured triangle in a digital form are available to download from here:

<https://www.terafest.cz/e-knihovna>

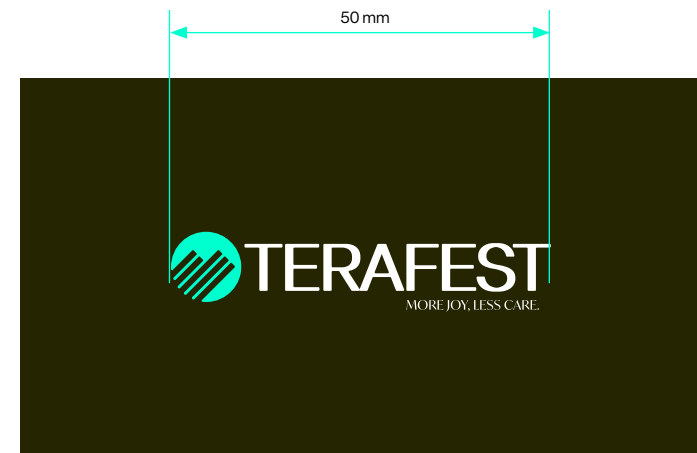
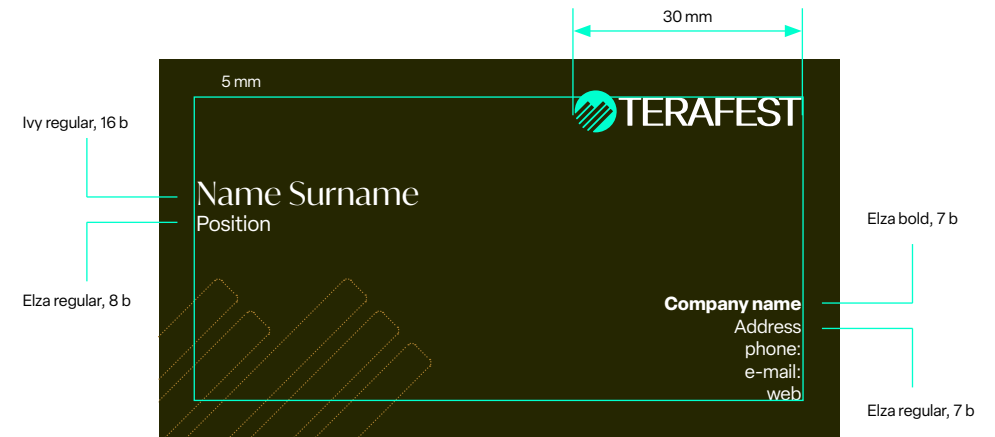




# 5. APPLICATIONS – CORPORATE PRINTED MATERIALS

## 5.2. BUSINESS CARDS

Company business cards, size 9x5 cm, double sided, material:  
350g matt coated paper, matt lamination on both sides.



# 5. APPLICATIONS – CORPORATE PRINTED MATERIALS

## 5.3. SIGNATURE IN E-MAIL

A company e-mail signature consists of two parts. A text section that contains personal and contact details of a specific person, and the graphic part, which contains the TERAFFEST logo and the address of the company.



Elza regular, 12 b, Brown Black Colour

Elza bold, 12 b, Brown Black Colour

550 × 105 px

**Name Surname**  
Position

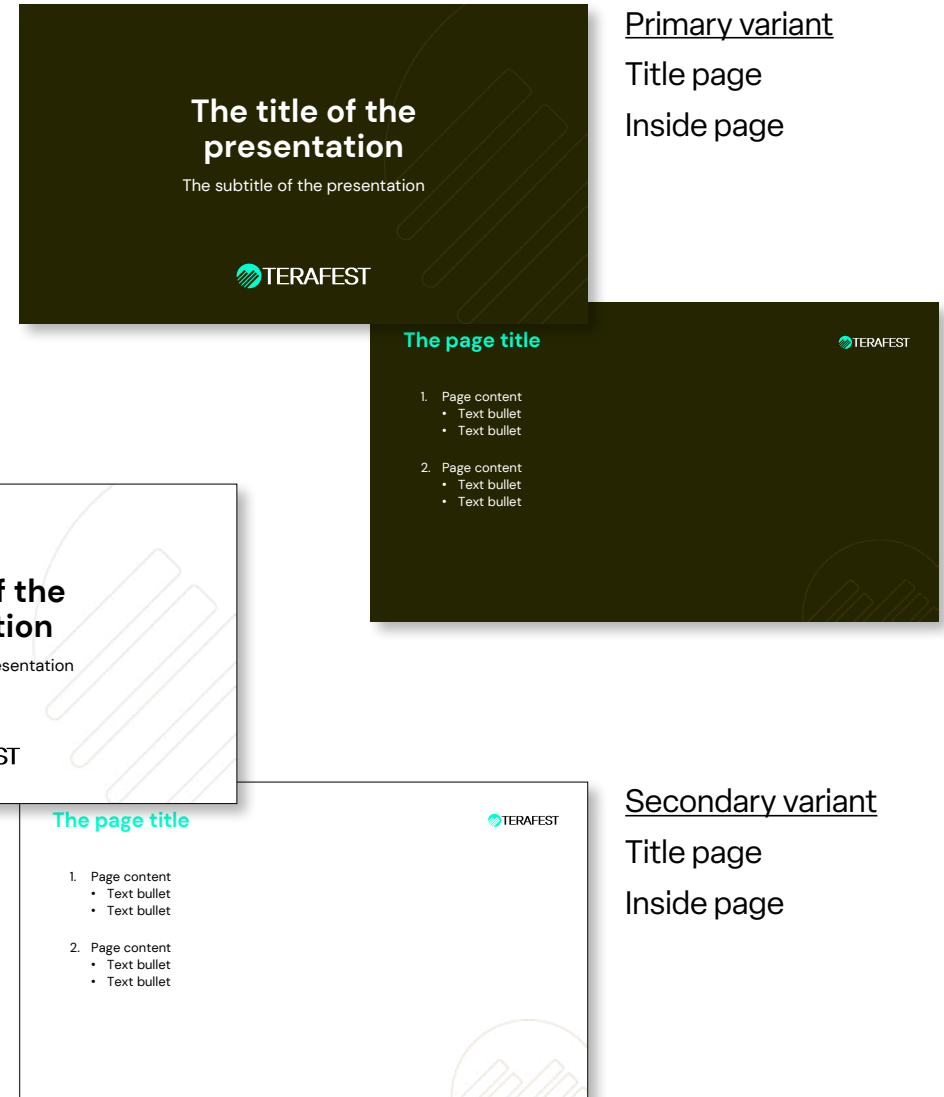
Phone: +420 000 000 000  
E-mail: email@woodplastic.eu



# 5. APPLICATIONS – CORPORATE PRINTED MATERIALS

## 5.4. PPT PRESENTATIONS

The primary variant of PPT presentation is with dark background. Where the dark variant cannot be used due to the inserted content, the variant of PPT presentation with white background can be used.



Primary variant

Title page

Inside page

Secondary variant

Title page

Inside page



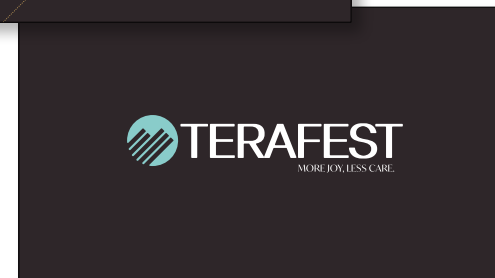
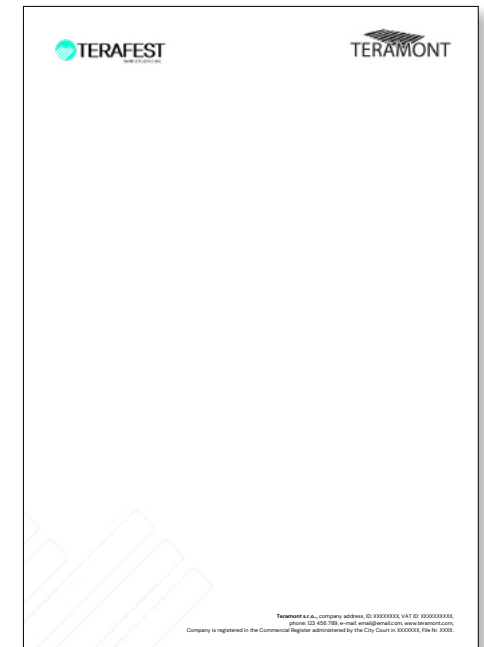
# 6. PARTNERSHIP COMMUNICATION

## 6.1. PARTNER COMPANY MATERIALS

It is possible to combine logos on partner company printed materials of the partner company with the TERAFFEST logo according to the specified templates.

The business card templates and the letterhead templates are available in digital form here:

<https://www.terafest.cz/e-knihovna>

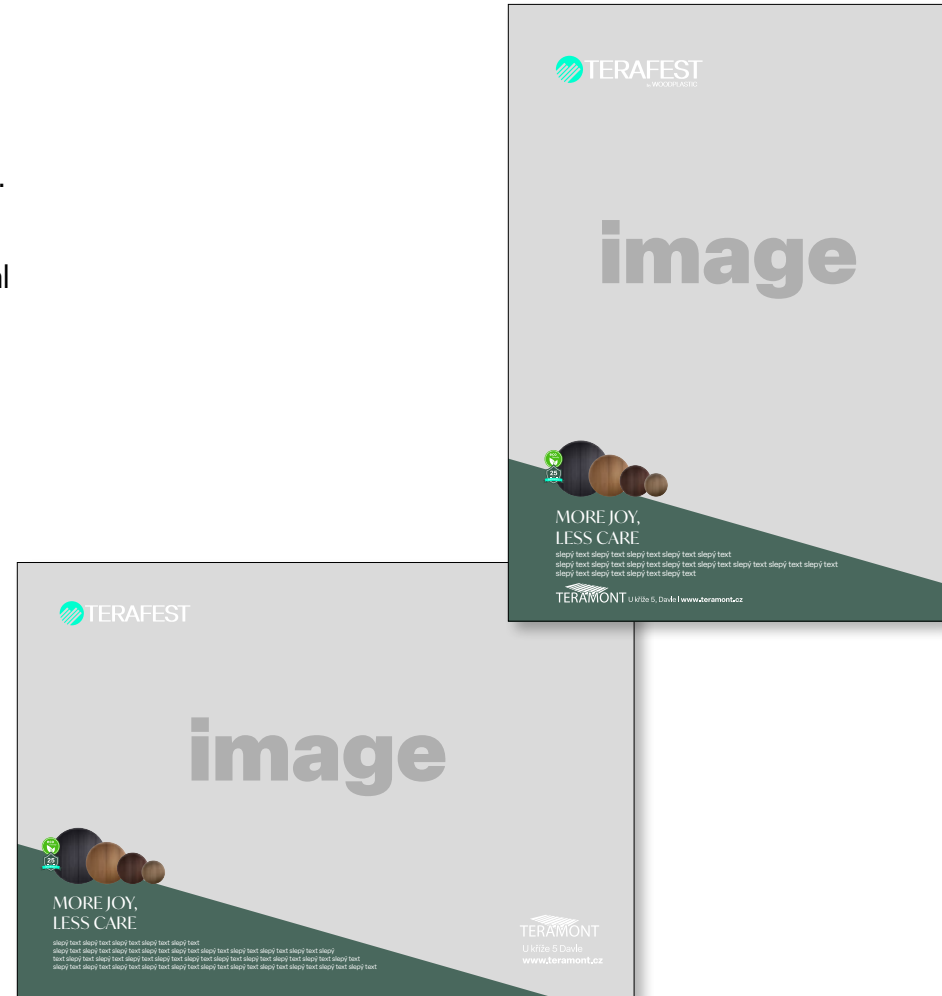


# 6. PARTNERSHIP COMMUNICATION

## 6.2. ADVERTISING, POSTERS

The partners can add their logo and contact information to the visual. The Terafest logo is always at the top of the visual and the partner adds their logo and contact information to the bottom, either to the colored triangle or to the bottom parts of the image.

All the partner communication visuals should be sent for approval to [marketing@woodplastic.eu](mailto:marketing@woodplastic.eu) before publication.



# 6. PARTNERSHIP COMMUNICATION

## 6.3. OUTDOOR NAVIGATION

In outdoor navigation, the partner logo with contact details and the direction indicator are the main elements. The Terafest logo then „signs“ the visual in the lower right part.

All the partner communication visuals should be sent for approval to [marketing@woodplastic.eu](mailto:marketing@woodplastic.eu) before publication.





# 7. SHOWROOM EQUIPMENT

## 7.1. LOGOS

### LOGO IN THE EXTERIOR

- Al sheet metal 3 mm thick
- white pearl lacquer
- RGB LED backlighting
- length 3 500 mm

### LOGO IN THE INTERIOR

- white compact - white core
- 12 mm thick
- length 1 315 mm



# 7. SHOWROOM EQUIPMENT

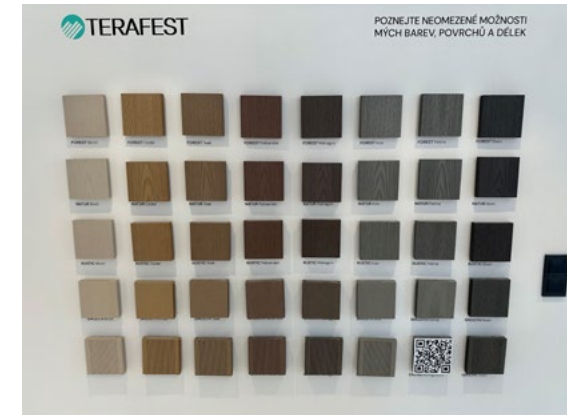
## 7.2. MANIFESTO

### MANIFESTO WALL WITH PICTOGRAMS

- cut graphics
- sticker

### MANIFESTO WALL WITH SAMPLES

- WPC Samples 137 × 137 mm
- wall anchors for magnets
- length 1 450 × height 1 000 mm

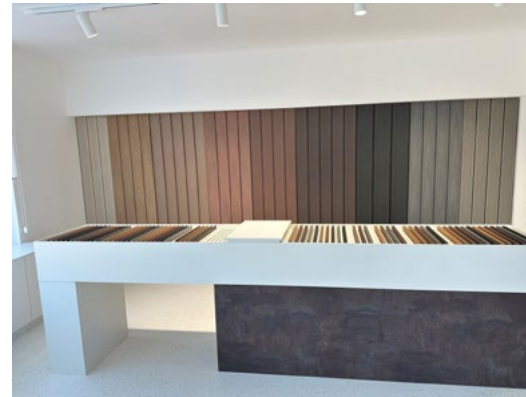


# 7. SHOWROOM EQUIPMENT

## 7.3. WALL POS

### WALL WITH TERAFAST BOARDS

- composite wood samples 137 × 2 050 mm
- anchored on clips to the wall frame



### 3D WALL WITH SAMPLES

- black dibond – composite wood samples
- length 1 390 × height 1 025 mm



# 7. SHOWROOM EQUIPMENT

## 7.4. STANDS

### TABLE WITH MANIFESTO BOARDS

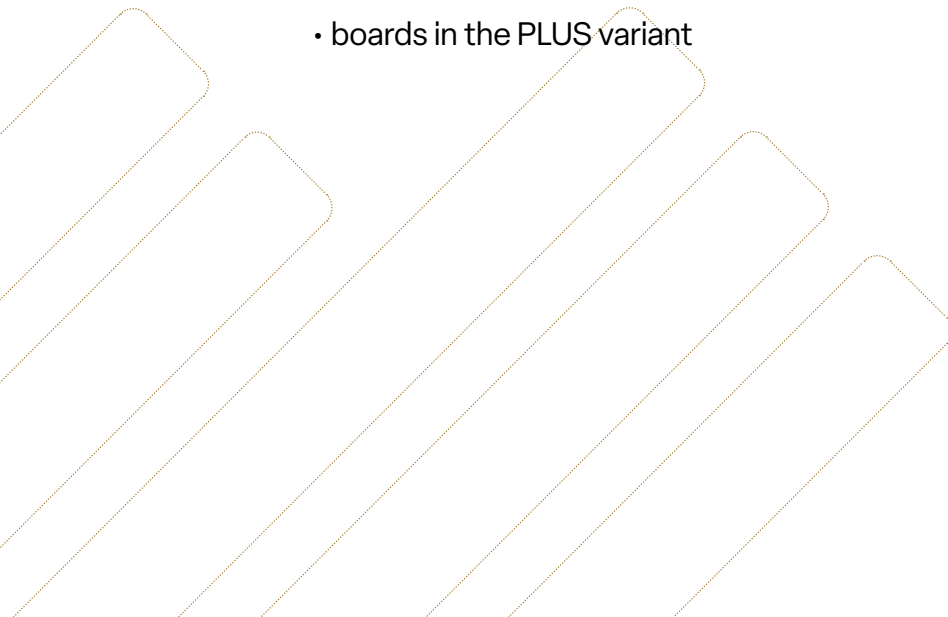
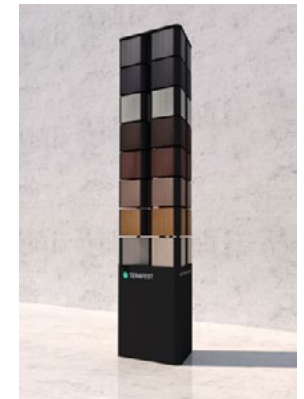
- laminated particleboard + compact
- length 3 500 mm

### ROTATING DISPLAY

- black metal sheet + dibond + composite wood samples
- height 1 790 mm
- floorplan 400 × 400 mm

### VERTICAL STAND

- 6 panels
- mix 137 Classic/140 Infnit/ 195 Max
- boards in the PLUS variant



# 7. SHOWROOM EQUIPMENT

## 7.5. SAMPLES

### Hand sample of decking boards

- 137 Classic, 195 Max
- mix of colours and surfaces

### Hand Sample of Decking Boards

- 140 Infnit
- mix of colours

### Hand Sample of Fences

- mix of colours

### Hand Sample of Claddings

- mix of colours

### Sample suitcase

- complete assortment

### Sample box

- mix of decking samples

