

Brand Guidelines
For
Terra Nova[®] and Wild Country[®]
Brands



Overview of Company

Terra Nova Equipment Ltd was formed in 1993 following the de-merger of Wild Country Ltd, when Wild Country's tent division and its extremities accessories business became Terra Nova Equipment Ltd. The Terra Nova® brand was established and tents previously sold under the Wild Country® name were marketed as Terra Nova. Terra Nova Equipment later acquired the rights to use the name 'Wild County' on tents and the company developed a second range of tents.

Brands

Terra Nova



Wild Country



Extremities



Branding Hierarchy

Company logo (for use in communication regarding the company)



Terra Nova®

Overview of brand

The Terra Nova brand has continued the commitment to innovation and quality established by Wild Country Ltd. Our aim in whatever we do is to be 'Best in Class' and we have developed an enviable reputation worldwide for the reliability and technical expertise of our award winning designs. Our heritage is in mountain tents which are still a regular sight on Everest and at the Poles, where they face some of the most demanding conditions. The new millennium saw development shift to lightweight tents. Terra Nova launched the first sub 1kg tent in 2004 with a Guinness World Record to mark the achievement. Terra Nova lightweight tents are now an equally familiar sight at mountain marathons. Lightweight rucksacks, sleeping bags and trekking poles have since been added to the range.

Terra Nova is a premium, technical brand where every component is researched and specified.

This is the most frequently used correct way to show the Terra Nova logo.



How to use the logo

Colour version

For use on light backgrounds



For use on dark backgrounds (*white lettering*)



Colour

Pantone 300 Blue
Pantone 123 Yellow
Black

CMYK 100/30/0/0 Blue
CMYK 0/20/100/0 Yellow
CMYK 0/0/0/100 Black

Single colour version

Black



Silver
Pantone 877
CMYK 0/0/0/40 Black



White



How to use the logo, continued

For use where a rectangular logo is required

Colour Version



Brand Elements

Clear space

To ensure clarity of the logo, an exclusion zone should exist around the logo. This is determined by the height of the T in TERRA NOVA.



No images or typography should exist in the exclusion zone. If placing the logo on a background image, it should be located in a clear part of the image to ensure maximum clarity.

How to use the logo, continued

How not to use the logo



Do not place all text above the mountain logo.



Do not place all text below the mountain logo.



Do not put a box around the logo.



Do not put any colour around the black box.



Do not make the box or the text any colour other than black (or white if using on a dark background).



Do not use the logo at an angle.



Do not use effects such as a drop shadow behind the logo.



Do not put the text in italics.



Do not use lowercase letters for the text.



Do not use the logo at a different angle to the lettering

Typography

Corporate Fonts

These are the fonts that have been selected to use when writing text and headings for the Terra Nova brand. It is important to note that these are different to the font that is used in the logo (see lower down this page).

The primary fonts selected are Helvetica Neue light/regular/ultra light and the secondary font is Arial.

Helvetica Neue light is a font that is included with the apple operating system but not provided by Microsoft on Windows PCs.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Tone

Technical (but understandable).

Words such as cheap, bargain etc that devalue this premium brand should not be used when writing about Terra Nova products.

Please also refer to the **Guide for Proper Use of Terra Nova Equipment's Trade Marks** when writing copy which includes the Terra Nova brand.

Terra Nova logo font

The words TERRA NOVA that appear in the logo use the following font:
Advert Regular

Wild Country®

Overview of Brand

The Wild Country brand is designed by the same team who design Terra Nova products, which means its range benefits from the trickle down technology and the same attention to detail. Designed for people seeking the perfect combination of reliability, simplicity of use and great value and used by everyone from first time or occasional campers to more experienced outdoor enthusiasts. Products are made to the highest standards, tents are guaranteed waterproof and packed full of the features you would normally expect to find on more expensive models.

This is the most frequently used correct way to show the Wild Country logo.



How to use the logo

Colour version

On light backgrounds



On dark backgrounds (*white lettering*)



Colour

Pantone 185 Red
Pantone 123 Yellow
Black

CMYK 5/100/100/0 Red
CMYK 0/20/100/0 Yellow
CMYK 0/0/0/100 Black

Single colour version

Black



White



Non Graduated Colour Version

For use on materials where a graduated print is not feasible



Single colour version

Black



White



For use where a rectangular logo is required

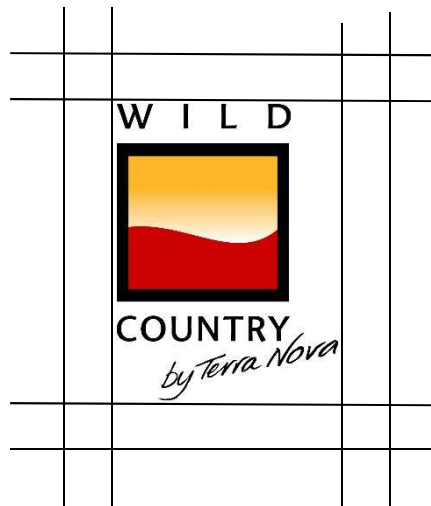
Colour Version



Brand Elements

Clear space

To ensure clarity of the logo, an exclusion zone should exist around the logo. This is determined by the height of the 'W' in the words WILD COUNTRY.



No images or typography should exist in the exclusion zone. If placing the logo on a background image, it should be located in a clear part of the image to ensure maximum clarity.

How not to use the logo



Do not place all text above the logo box.



Do not place all text below box.



Do not put a box around the logo.



Do not put any colour around the black box.



Do not make the box or the text any colour other than black (or white if using on dark background).



Do not use the logo at an angle.



Do not use effects such as a drop shadow behind the logo.



Do not put the text in italics.



Do not use lowercase letters for the text.



Do not use the wave logo only without the words Wild Country by Terra Nova (in certain circumstances this may be allowed but you must seek permission from the marketing department to do this).



Do not use the logo at a different angle to the lettering

Typography

Corporate Fonts

These are the fonts that have been selected to use when writing text and headings for the Wild Country brand. It is important to note that these are different to the font that is used in the logo (see lower down this page).

The primary fonts selected are Helvetica Neue light/regular/ultra light and the secondary font is Arial.

Helvetica Neue light is a font that is included with the apple operating system but not provided by Microsoft on Windows PCs.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Tone

The Wild Country brand is friendly and appeals to a wide range of outdoor enthusiasts; from first time or occasional campers to more experienced outdoor enthusiasts. Care should be taken to explain technicalities to avoid confusing or alienating customers by assuming they understand the technical jargon.

Please also refer to the **Guide for Proper Use of Terra Nova Equipment's Trade Marks** when writing copy which includes the Wild Country brand.

Wild Country logo font

The words WILD COUNTRY that appear in the logo use the following font:

Advert Regular