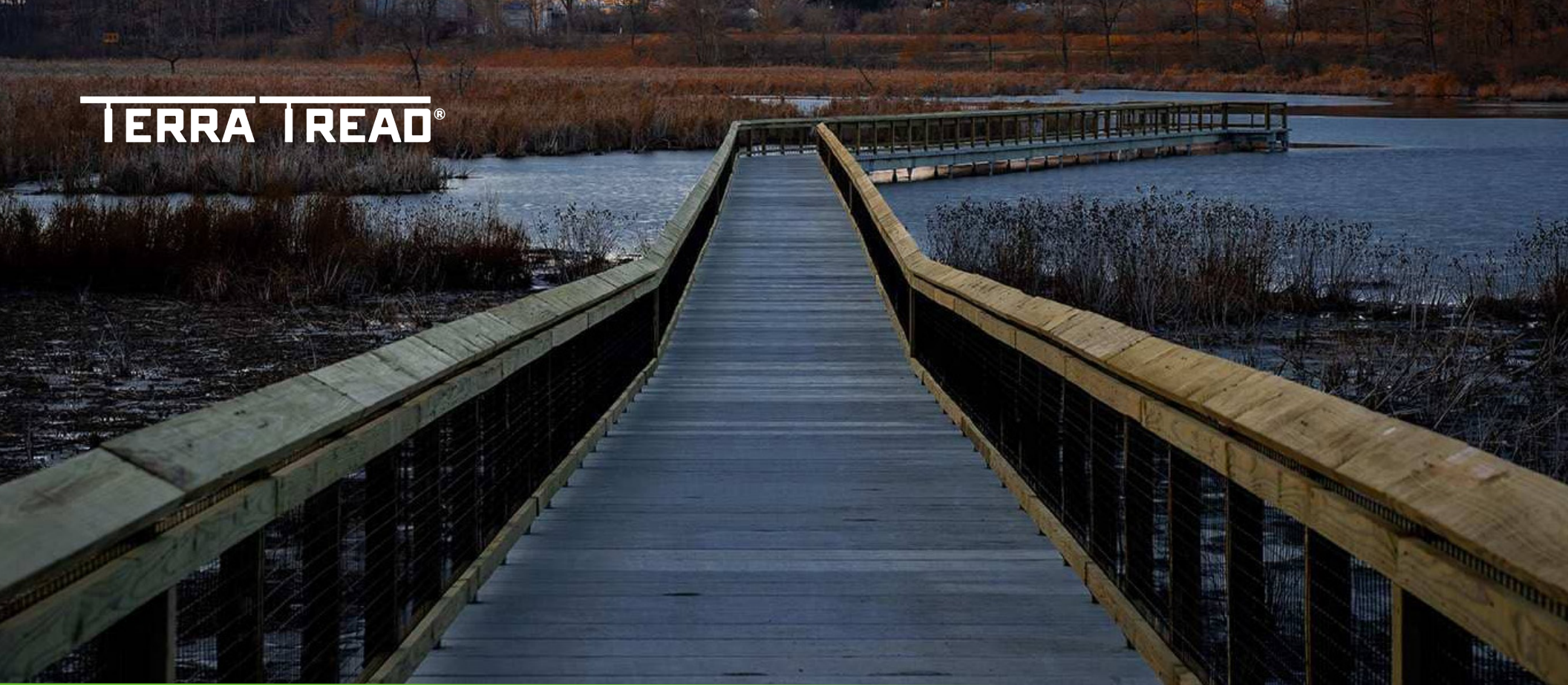




TERRA TREAD®

Brand Guidelines

Grounded in **trust.**

Built to **last.**

Brand Mission



At TerraTread, our mission is to design and deliver durable, sustainable, and aesthetically refined concrete boardwalk and wall panel solutions that enhance public spaces, landscapes, and infrastructure. We are committed to combining engineering excellence with environmental responsibility, ensuring every product we create stands the test of time while contributing to safer, stronger, and more beautiful communities.

Brand Vision



Our vision is to be the leading innovator in concrete boardwalk and wall panel systems worldwide, setting the standard for quality, sustainability, and design. We strive to create solutions that enhance outdoor spaces, support resilient infrastructure, and provide lasting value for the communities and environments where people gather, explore, and connect with nature.

Primary Logo

This is our primary logo wordmark. This is used in most scenarios where it makes sense and appropriately fits. Use the primary logo on all media types including literature, website, social media, etc.



TERRA TREAD®



TERRA TREAD®

Logo Variations

These logo variations are provided to work in situations where the primary logo may not fit the format best.

Secondary Logo

Secondary logo is a slightly varied version of the primary logo adapted to work in different areas. This logo includes the logo mark and can be used at designer's discretion.



Stacked Logo

Stacked logo is meant to provide variation in use, filling up more vertical space when required. Stacked logo should be used sparingly and in necessary areas.



Logo Mark

The logo mark is the smallest version of our logo designed to work in the smallest spaces such as profile photos, website favicon, or literature corners.



Brand Palette

This is our brand palette. Do not introduce any colors outside of this palette unless approved by the design team. The use of darker colors like *Obsidian* with *Verdant Green* accent is intended to give a clean, modern look, while *Concrete Mist* pays homage to the color of our concrete boardwalks.

Primary Obsidian

R: 40 C: 12%
G: 42 M: 12%
B: 48 Y: 0%
K: 81%

#282A30
Pantone: 7 C

Primary Pure White

R: 255 C: 0%
G: 255 M: 0%
B: 255 Y: 0%
K: 0%

#FFFFFF
Pantone: 000 C

Secondary Concrete Mist

R: 229 C: 9%
G: 230 M: 6%
B: 230 Y: 7%
K: 0%

#E5E6E6
Pantone: 663 C

Tertiary True Black

R: 0 C: 0%
G: 0 M: 0%
B: 0 Y: 0%
K: 100%

#000000
Pantone: Black C

Tertiary Jetty

R: 79 C: 70%
G: 83 M: 61%
B: 96 Y: 46%
K: 27%

#4F5360
Pantone: 11 C

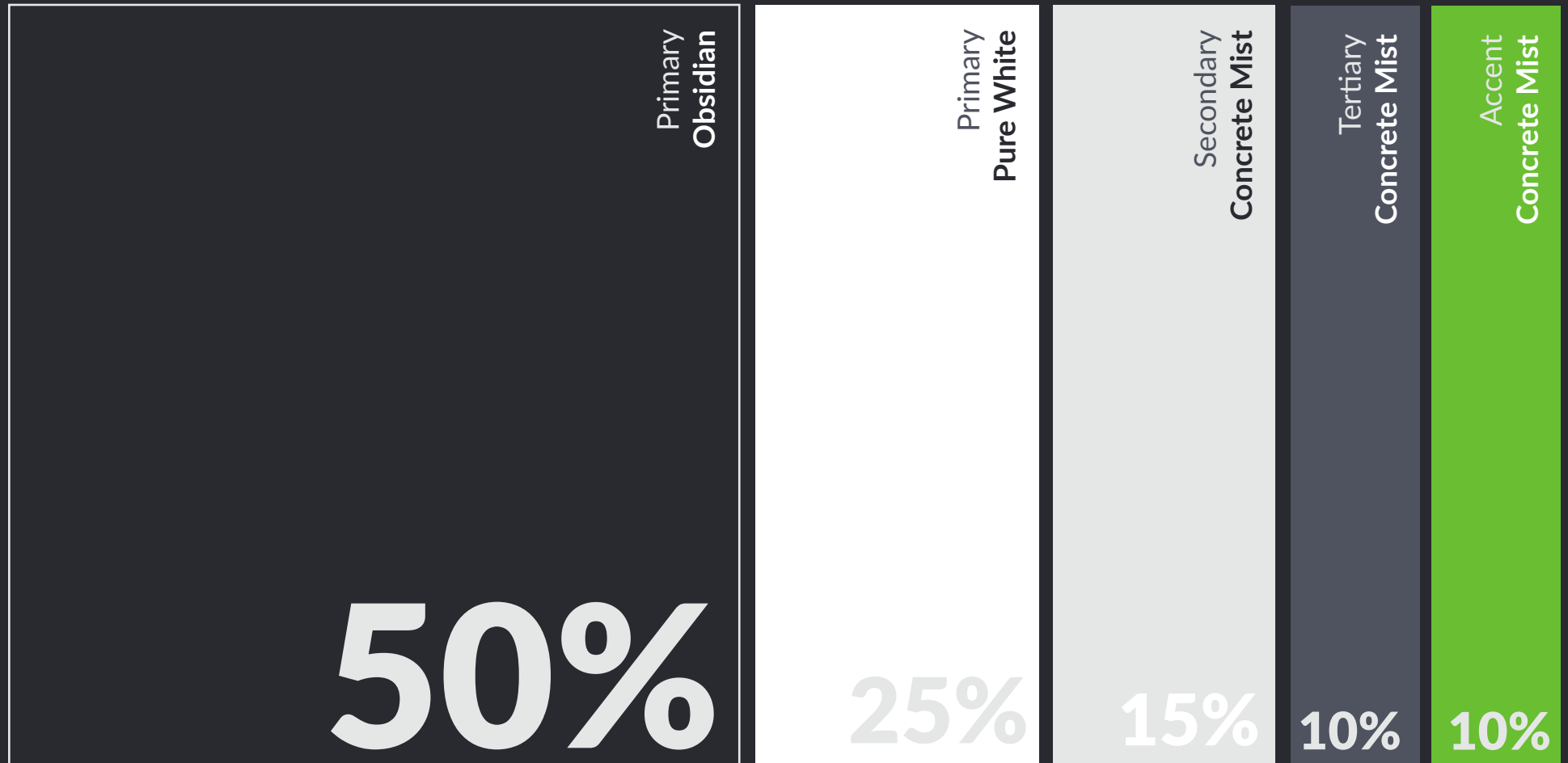
Accent Verdant Green

R: 105 C: 62%
G: 190 M: 0%
B: 50 Y: 100%
K: 0%

#69BE28
Pantone: 368 C

Palette Hierarchy

This is estimated percentage use breakdown for each color. Color usage can vary based on intended aesthetic. **Verdant Green** should be used sparingly as emphasis and contrast.



Typography

This is our typography standard. All text should be in Lato. Font weight can be adjusted on a case-by-case scenario to fit intended aesthetic. Italics may be used where necessary but sparingly.

Lato Heavy

Lato Bold

Lato Regular

TerraTread

Concrete Boardwalk Solutions

TerraTread is redefining outdoor infrastructure with our cutting-edge concrete boardwalk and bridge solutions. We address the common challenges of traditional wooden walkways, including frequent maintenance, wear, and environmental degradation, with a long-lasting, maintenance-free alternative that excels in even the harshest natural environments.

In addition to our boardwalks and bridges, we also offer durable, sustainable concrete wall panels, perfect for adding structural integrity and aesthetic appeal to parks, municipalities, golf courses, and beyond. Our top-down construction method ensures minimal disruption to ecosystems, making TerraTread the go-to choice for projects where sustainability and performance are paramount.

Choose TerraTread for innovative solutions that stand the test of time, support environmental goals, and deliver exceptional results in both walkways and wall panels, without the hassle.

Photography

This is our photography standard. All photos that are used should be clean, professional, a minimal. The subject should be the centerpiece of each shot. Photos should not be stretched, distorted, or blurred during editing.

Note: galleries typically in tile format to resemble treads, however not required.



Illustrations

This is our illustration standard. Illustrations should be made to look cartoon-like for a timeless, visually appealing aesthetic. Colors may vary based on purpose of use.

Pieces & Parts



Example Illustration

