A large, 3D-rendered version of the 'INTERRA' logo in a vibrant teal color. The letters are thick and have a slight shadow, giving them a three-dimensional appearance. They are mounted on a light gray wall. To the left of the wall, a portion of a window with a wooden frame is visible, showing a blurred outdoor scene.

**'INTERRA**  
**Logo Guidelines**

# INTERRA Logo

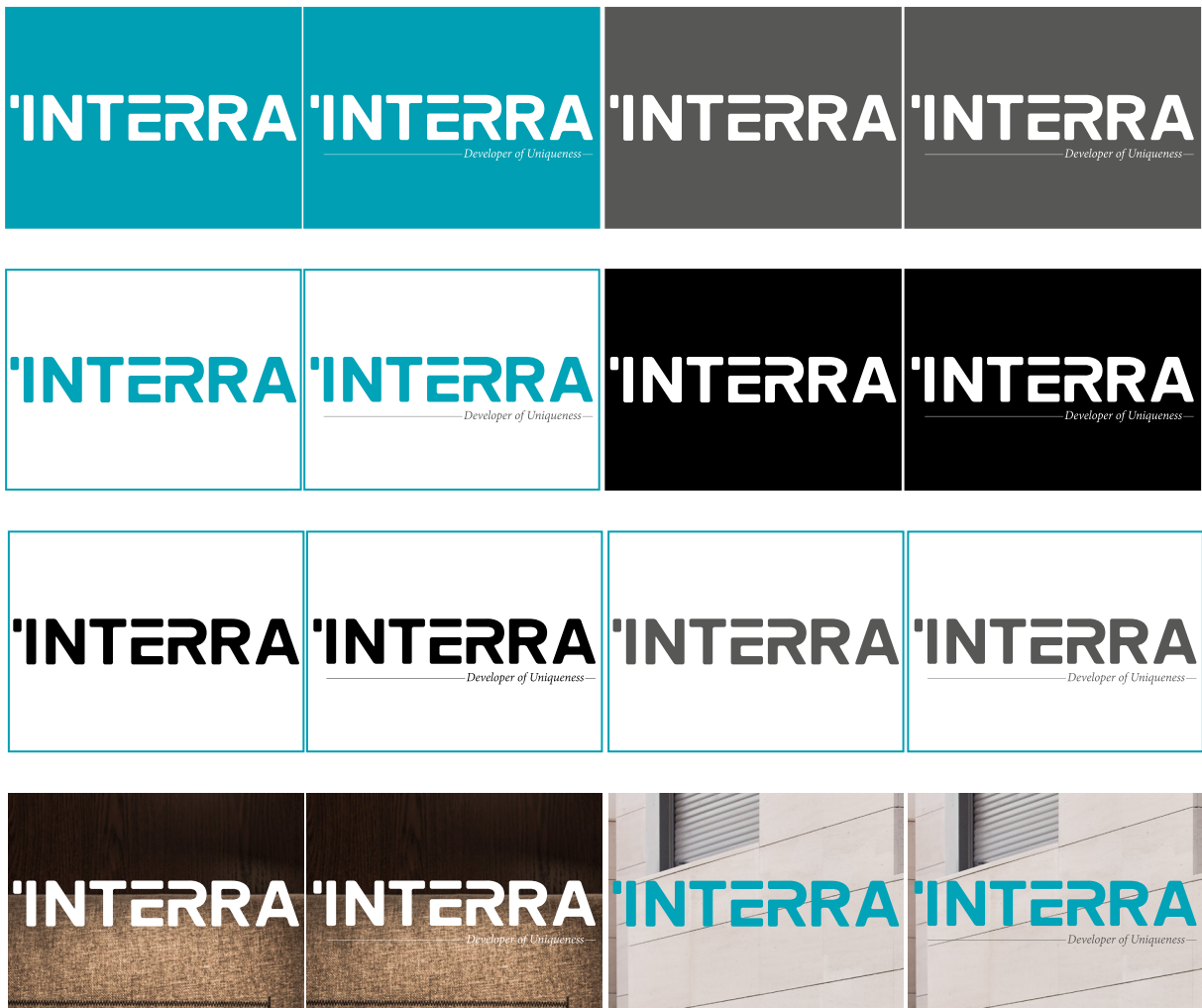
Interra logo is designed with the logotype and applied by making minimal changes on it, such as changing the line of the letter E.



\* The version of the INTERRA logo with the slogan can only be used when the K value is between 10 and 30%.

If the K value is more than 30%, the version of the INTERRA logo without slogans should be used..

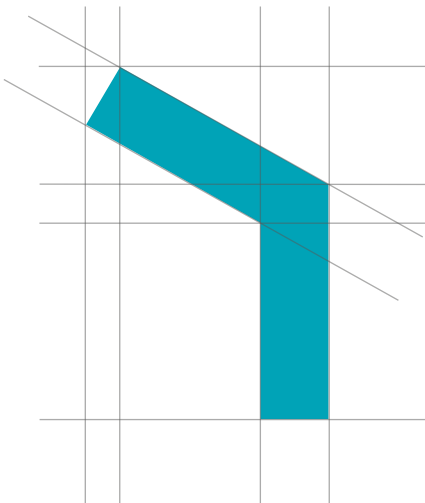
The correct usage of the INTERRA Logo on different backgrounds is as follows.



# INTERRA Icon and Misuse

INTERRA Icon should never be changed or deformed for any reason. Adequate safety space should always be left around the INTERRA icon and should not be placed as punctuation at the end of sentences, etc., but should always be at the beginning of a word/sentence.

Find below the correct and incorrect usage.



# INTERRA Colors

The basic usage color of the INTERRA logo is turquoise. It should definitely be stated as such or the colors labeled in the manual should be taken into account. INTERRA logo should not be used in any color other than turquoise, white, black and anthracite specified in the logo guidelines.

## Turquoise

Pantone : 7710C

C : 77  
M : 13  
Y : 27  
K : 0

R : 0  
G : 163  
B : 183

#00A3B7

## Anthracite

Pantone : Cool Grey 11 C

C : 0  
M : 0  
Y : 0  
K : 80

R : 87  
G : 87  
B : 86

#575756



\*The usage rates of INTERRA colors in design studies should be similar.

# INTERRA Corporate Font

INTERRA's corporate typeface is the Gotham Font Family.

## Gotham Light

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ  
abcçdefgğĥijklmnoöprsştuüvyz  
1234567890

## *Gotham Light Italic*

*ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ  
abcçdefgğĥijklmnoöprsştuüvyz  
1234567890*

## Gotham Book

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ  
abcçdefgğĥijklmnoöprsştuüvyz  
1234567890

## *Gotham Book Italic*

*ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ  
abcçdefgğĥijklmnoöprsştuüvyz  
1234567890*

## Gotham Medium

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ  
abcçdefgğĥijklmnoöprsştuüvyz  
1234567890

## *Gotham Medium Italic*

*ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ  
abcçdefgğĥijklmnoöprsştuüvyz  
1234567890*

## Gotham Bold

ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ  
abcçdefgğĥijklmnoöprsştuüvyz  
1234567890

## *Gotham Bold Italic*

*ABCÇDEFGĞĤIJKLMNOÖPRSŞTUÜVYZ  
abcçdefgğĥijklmnoöprsştuüvyz  
1234567890*

# Usage of INTERRA Logo on Different Grounds

The correct usage of Interra Logo on different backgrounds is as follows.

What the color of the Interra logo should be depends on the color value of the ground it will be on. The logo should contrast with the background color in order to increase its legibility.

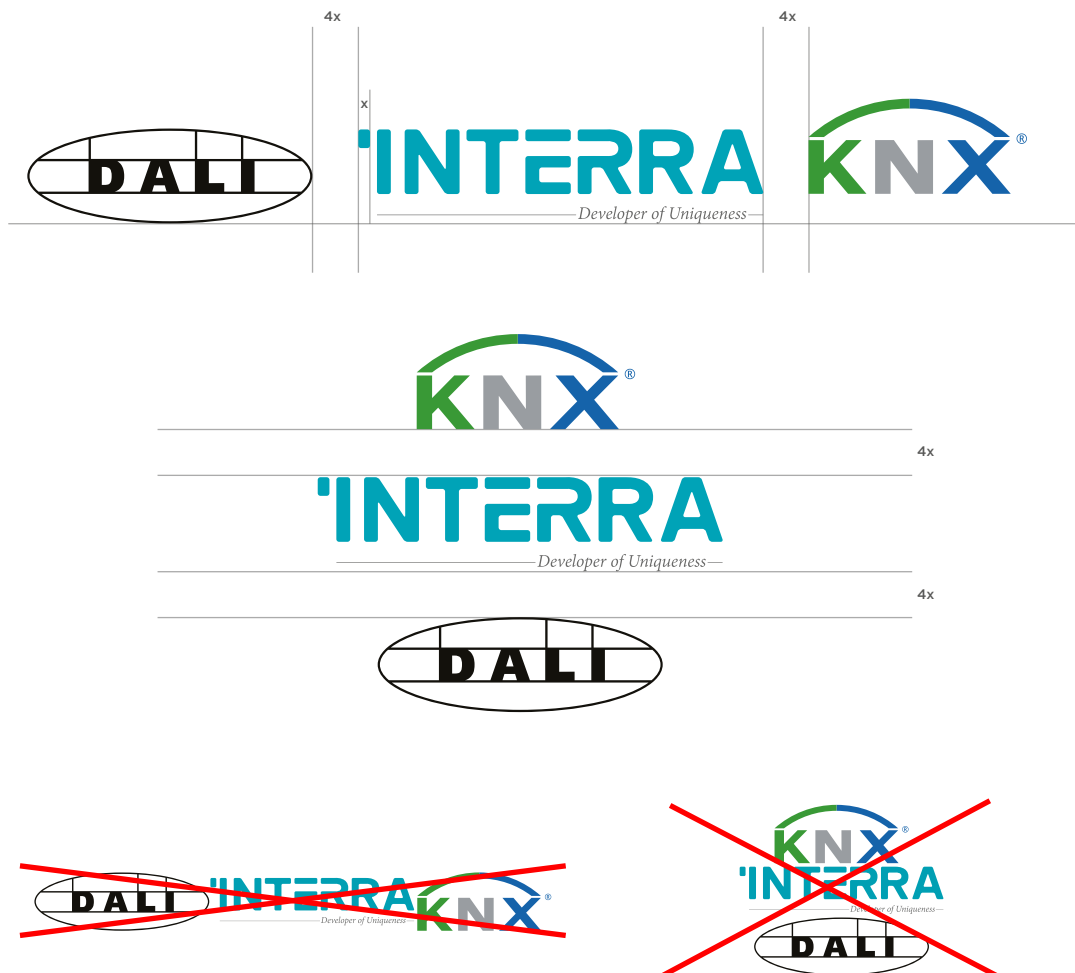


The examples below show that the INTERRA Logo lacks contrast and loses legibility on a complex background. The correct and incorrect uses of the INTERRA Logo on a complex background are as follows.



## Usage of INTERRA Logo with Different Logos

The correct usage of INTERRA logo together with the logos of the partners is as follows.



# Misuse of INTERRA Logo

INTERRA logo should never be changed or deformed for any reason.





**'INTERRA**  
—Developer of Uniqueness—

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**'INTERRA**