

HBMOBILE



**TERA**  
BRAND IDENTITY &  
STYLE GUIDE



tera

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## ABOUT HB MOBILE

Hope Bay Technologies, Inc. provides cloud computing solutions to businesses and individuals worldwide, including front-end and back-end software and hardware; storage, data center, power, and energy management applications; and other cloud services. The company's products include ArkEase, a cloud storage solution designed for enterprises for file syncing and sharing, security control, data protection, and cloud backup; ArkFlex, a network storage server designed for mid- or large-sized enterprises to provide high-volume data storage, local backup, and remote backup; ArkVoice, a voice recording solution for office and mobile employees; and ArkExpress, a cloud storage gateway solution. It offers recording and storing solutions in the cloud; cloud file services to sync personal data and exchange data with others, including file synchronization among multiple devices, internal and external file sharing within enterprises, enterprise-class management function, and speedy access to local storage; big data storage solutions; and enterprise data storage solutions.

HB Mobile Inc. was founded in January 2016 as a division of Hope Bay Technologies, which focused solely on developing cloud storage solutions for mobile devices. HB Mobile's first product, Tera, is an extensive and seamless mobile memory system for smartphones running the Android system.

## BRAND PROFILE

## CORPORATE MISSION

### HB Mobile: Preserving Every Precious Second

In the 1990s, world-renowned computer scientist Larry Tesler led his team at Apple to develop the Apple Newton, the grandfather of the iPad. While working at Apple, Tesler coined the famous Law of Conservation of Complexity: "Every application has an inherent amount of irreducible complexity. The only question is: Who will have to deal with it—the user, the application developer, or the platform developer?"

HB Mobile was founded to provide solutions for the contemporary digital lifestyle. The Law of Conservation of Complexity is the core philosophy that informs every decision made at HB Mobile to help smartphone users do more and worry less. Enriching your digital lifestyle with exquisite simplicity is our mission.

"Whose time is more important to the success of your business? For mass market software, unless you have a sustainable monopoly position, the customer's time has to be more important to you than your own."

– Larry Tesler



## HB MOBILE MISSION STATEMENT

The minimum amount of complexity an entire software system must have to achieve its goals is like energy. It is never lost; it can only be moved around. HB Mobile believes mobile memory system design is decision-making and problem solving. It is our job to deal with the complexity so that the community we serve can spend every precious second enjoying their lives rather than managing their digital assets.



## HB MOBILE BRAND PROMISE

### **Genuine**

We're sincere, trustworthy, and reliable.

### **Innovation**

We believe in finding better ways to accomplish things in a manner that no one has used before.

### **Easy-to-use**

We build delightful experiences that provide outstanding value to our users.

### **Available**

We are responsive and open to the communities we serve.

### **Excellence**

At HB Mobile, good enough is not good enough.



## TERA BRAND POSITIONING STATEMENT

For multitasking smartphone users who enjoy active lifestyles, Tera is the next-generation mobile memory system that provides seamless integration of cloud storage onto your smart devices. Choosing Tera is taking comfort in knowing that all of your data is always safe. It is accessible anywhere, and you'll never run out of space for what is important and meaningful to you. With Tera, you can honor the past, celebrate the present, and embrace the future.



## TERA BRAND CHARACTER

### *Optimism*

We have a passionate view of life and the things that really matter.

### *Individuality*

We respect and value qualities and characteristics that distinguish one person from another.

### *Exploration*

We believe life is an exciting process of never-ending discovery and growth.

### *Imagination*

We celebrate mankind's ability to form creative ideas and be innovative.

### *Colorfulness*

We promote an active lifestyle and encourage others to be spontaneous and explore new experiences.



## BRAND IDENTITY DESIGN STATEMENT

The primary goal of Tera's identity design is to visually communicate the key consumer benefit: with Tera's Cloud Memory Extension (CME), your mobile phone will truly become a device capable of recording every adventure in your life, big or small. The flexible nature of this identity system is designed to reflect the diversity of the community of global smartphone users. The core concept is to have a dynamic visual framework that celebrates life, individuality, and freedom.



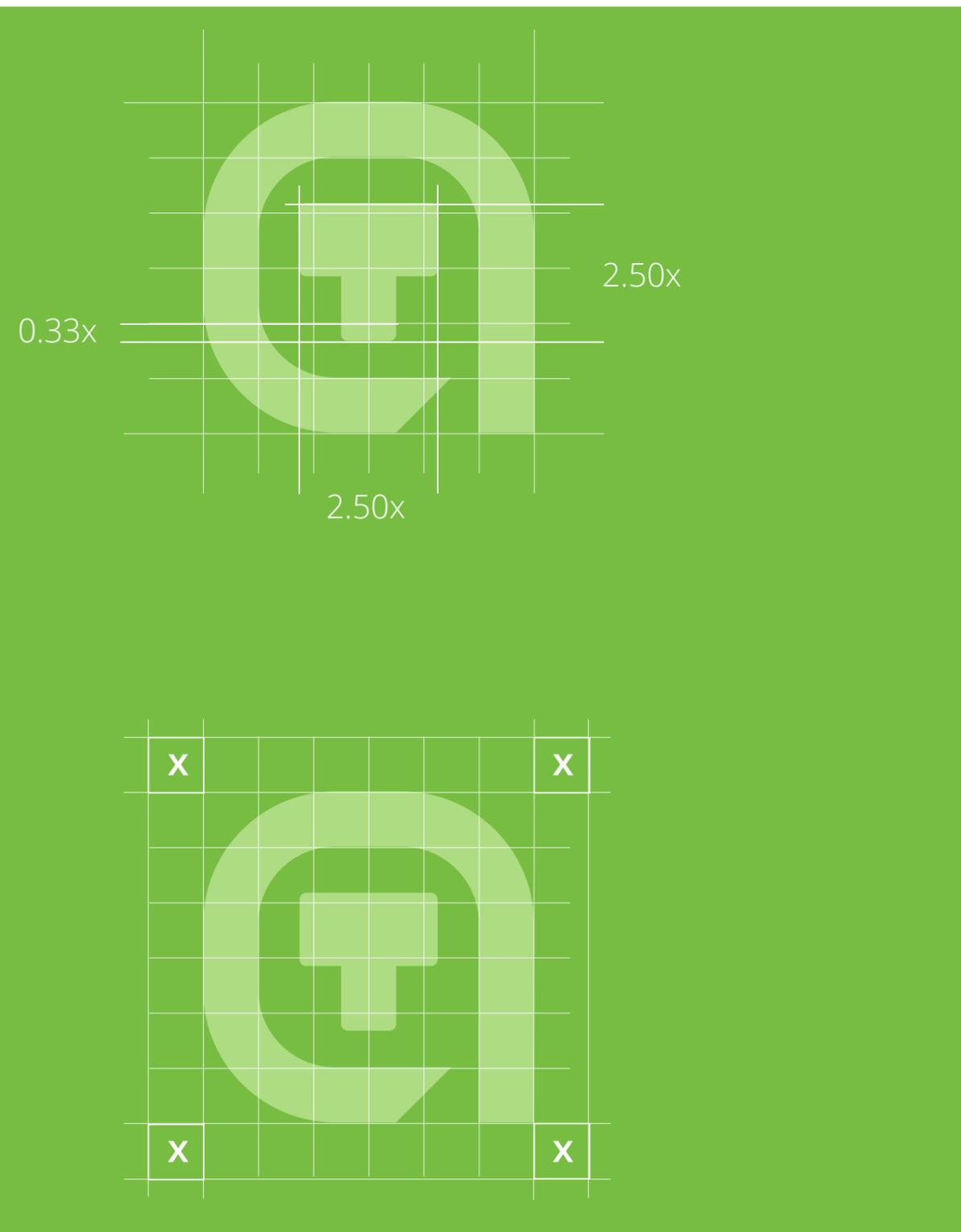
## TERA WORDMARK

The Tera Wordmark is one of the brand's most important assets and must be used consistently in the proper, approved forms at all times. The Tera Wordmark should be used for three main purposes:

1. As an official representation of the brand
2. To close a piece of communication  
*i.e., the back of a data sheet or brochure, or the end of an animation*
3. By third parties, under license only  
*i.e., partner communications, co-marketing, sponsorships, etc.*

The circle within the "a" in the Wordmark can be replaced with the Tera Life Event Icons for special occasions. However, the "T" symbol used in the Tera Iconic Logo should never be used in the Tera Wordmark.

*Minimum size*



## TERA ICONIC LOGO

The Tera Iconic Logo should be used as an introduction of the brand rather than as a signature to close a communication. For instance, on a multi-page document the Tera Iconic Logo may go on the cover, but the Tera Wordmark should be used for the back cover. Similarly, the Tera Iconic Logo can be used on the launch screen of the app, but the Tera Wordmark should be used for the credits screen.

Furthermore, the Tera Iconic Logo should never appear on the same surface or screen at the same time as the Tera Wordmark. The brand name, Tera, must appear on the same or immediately following page/screen with the Tera Iconic Logo, and the brand name should be rendered in either Tera's brand typeface, Open Sans, or another typeface that may be required, for instance, when appearing on the communications of a third party. For example, the Tera Iconic Logo may appear on the Android home screen app icon with the operating system's standard typeface, Roboto, spelling out "Tera" under the icon.

Finally, the "T" appearing within the "a" of the Iconic Logo may be replaced with any of the Tera Life Event Icons for special occasions. However, the brand name should always appear on the same surface or screen as the Iconic Logo when any of these icons replaces the standard "T" symbol.



Minimum size



## INVERTED APPLICATION

The Tera Wordmark's vector artwork for inverted applications has been carefully modified to optimize the visual communication of the brand identity on all applications. This should be used for all designs that display the Tera Wordmark on dark background colors or images. The original Tera Wordmark itself should never be inverted.



*Inverted with a single color*



*Inverted with full color*

## FAVICON

Tera's favicon is designed to provide maximum legibility at extremely small sizes. The holding shape is designed to echo the visual characteristic of the "a" in the Iconic Logo design.

This is the simplest form of Tera's brand visual identity. It could be used as a supporting design element at very small sizes.

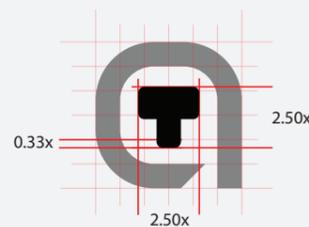
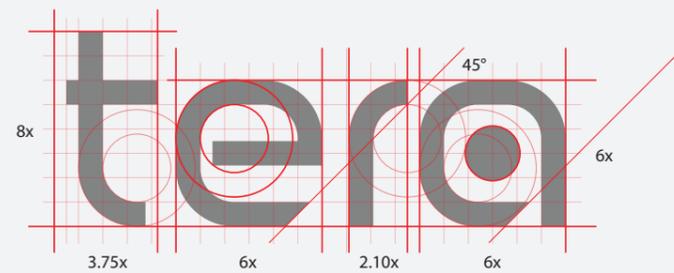


*Enlarged outline drawing*



## STRUCTURE ANALYSIS

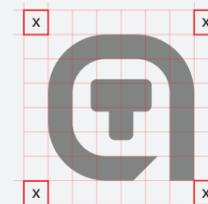
Tera's Wordmark and Iconic Logo are carefully crafted to provide the ultimate polish and refinement to Tera's brand personality. Meticulous measurements and alignments are applied to all forms and counter-forms to establish a unique design that represents the Tera brand.



## CLEAR SPACE/ MINIMUM SPACE

Clear space and minimum space refer to the area around the logo that must always remain free from other visual elements such as copy, illustration, or other graphics to ensure that Tera's Wordmark is not obscured. This space also determines the minimum distance required between the mark and the edge of the page or screen.

Tera's Iconic Graphic requires less clear space than the Wordmark; it is visually "framed" by the "a" shape, making it less vulnerable to visual distractions.





## INCORRECT USE

Do not alter the Tera logo in any way. Do not color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.



*DO NOT use the circle instead of the "T" in the Iconic Logo*



*DO NOT use the Iconic Logo with Wordmark*



*DO NOT use "T" without the encasing "a"*



*DO NOT change the logo colors*



*DO NOT apply filter to the logo*



*DO NOT use "T" in Wordmark*



*DO NOT skew or alter the proportions*



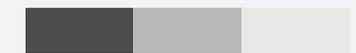
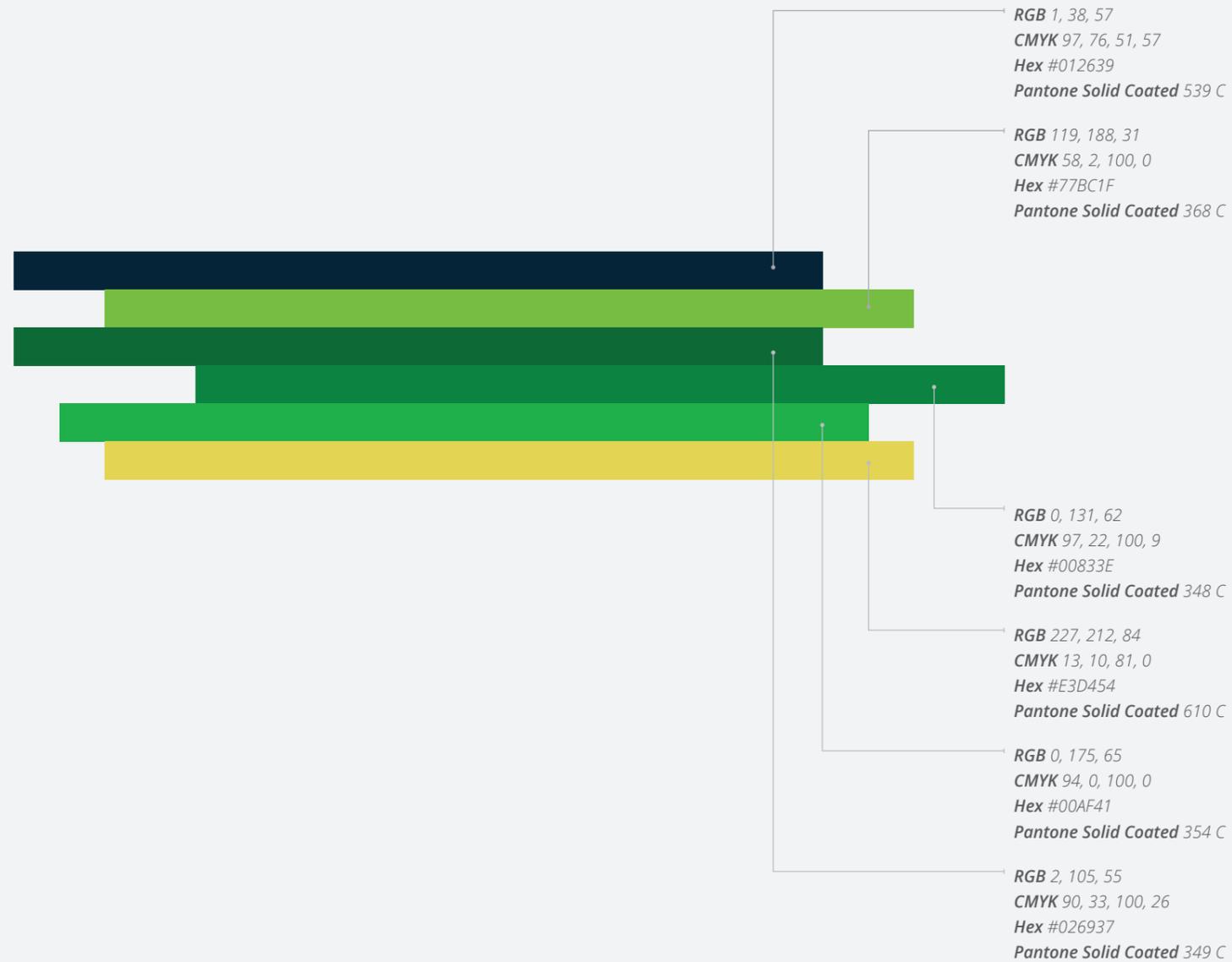
*DO NOT rotate the logo*



## BRAND COLORS

Pantone Solid Coated 539 C is Tera's Key Color and replaces black as the darkest color in all of Tera's color productions, from print to screen. This color softens contrast while providing a richer feel than dark gray or black, which are typically used for this purpose.

Five shades of green have been carefully chosen to provide a cohesive yet nonrestrictive color experience. Pantone Solid Coated 368 C replaces the original Hope Bay green, while Pantone Solid Coated 610 C, a slightly brighter version of the latter, provides a strong visual impact, particularly when combined with Tera's Key Color, Pantone 539 C.



ADDITIONAL COLOR FOR UI TEAM

**Dark Gray**  
Hex #4D4D4D

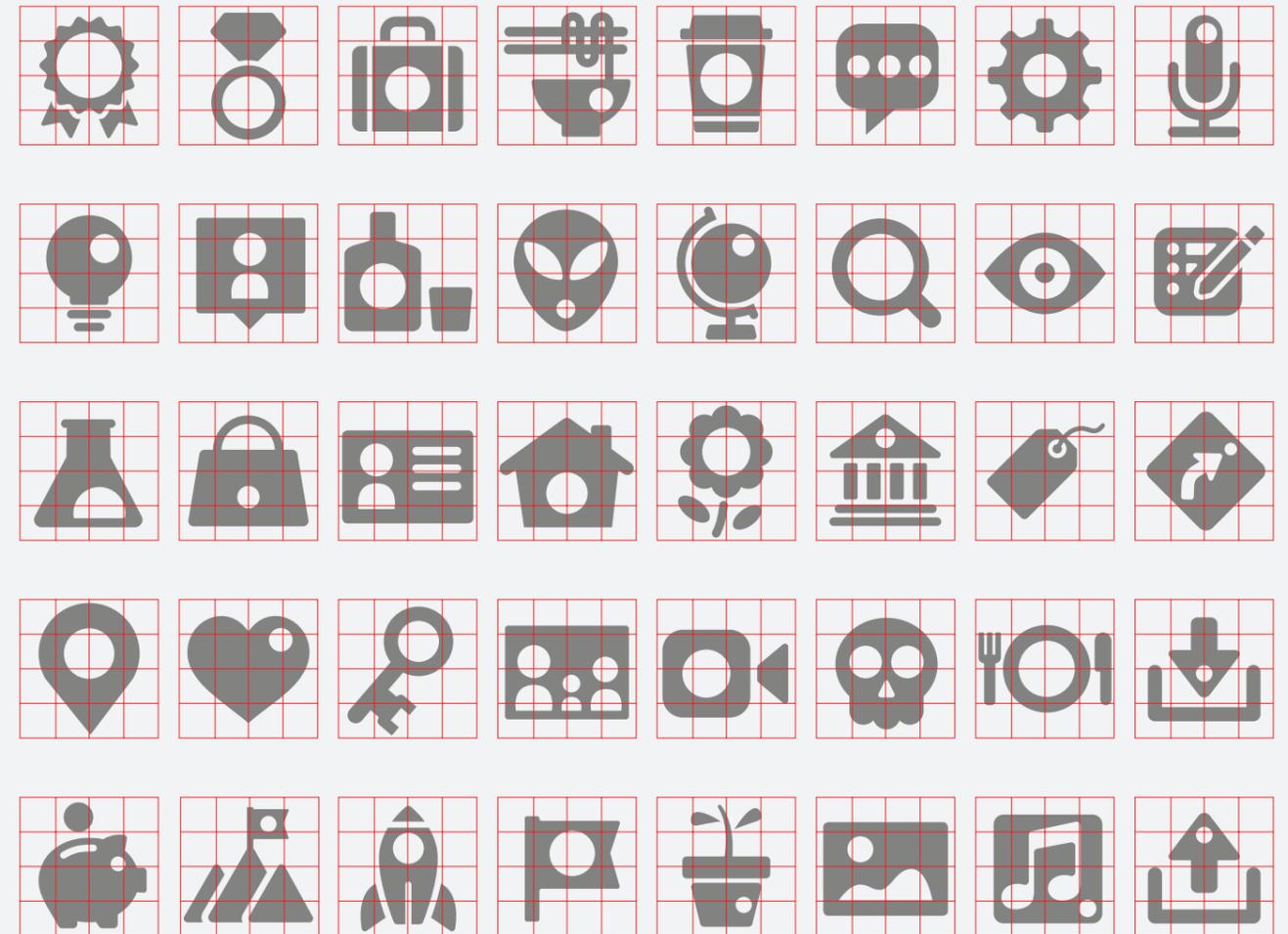
**Medium Gray**  
Hex #B9B9B9

**Light Gray**  
Hex #E6E6E6



# LIFE EVENT ICONS

Twenty-five Life Event Icons were designed for the Tera brand as a way to celebrate individuality and freedom in life. This set of icons provides distinct visual characteristics. The Life Event Icon set can be expanded as part of the brand visual language system.



40 life event icon set



## LIFE EVENT ICONS & COLORS

A separate color palette consisting of eight colors is established for Tera's Life Event Icons. This palette may be used to create accent colors for the Tera Brand Colors when necessary.

<p><b>RGB</b> 235, 0, 41 <b>CMYK</b> 1, 100, 92, 0 <b>Hex</b> #EB0029 <b>Pantone Solid Coated</b> 185 C</p>	<p><b>RGB</b> 255, 209, 0 <b>CMYK</b> 0, 16, 100, 0 <b>Hex</b> #FFD100 <b>Pantone Solid Coated</b> 109 C</p>
<p><b>RGB</b> 238, 119, 0 <b>CMYK</b> 3, 64, 100, 0 <b>Hex</b> #EE7700 <b>Pantone Solid Coated</b> 716 C</p>	<p><b>RGB</b> 119, 188, 31 <b>CMYK</b> 58, 2, 100, 0 <b>Hex</b> #77BC1F <b>Pantone Solid Coated</b> 368 C</p>
<p><b>RGB</b> 64, 180, 229 <b>CMYK</b> 64, 10, 1, 0 <b>Hex</b> #40B4E5 <b>Pantone Solid Coated</b> 298 C</p>	<p><b>RGB</b> 140, 24, 155 <b>CMYK</b> 56, 99, 0, 0 <b>Hex</b> #8C189B <b>Pantone Solid Coated</b> 2602 C</p>
<p><b>RGB</b> 0, 51, 160 <b>CMYK</b> 100, 84, 11, 3 <b>Hex</b> #0033A0 <b>Pantone Solid Coated</b> 286 C</p>	<p><b>RGB</b> 205, 85, 153 <b>CMYK</b> 17, 81, 5, 0 <b>Hex</b> #CD5599 <b>Pantone Solid Coated</b> 674 C</p>





# LIFE EVENT ICONS & COLORS

*Life Event icon drop zone is  
defined as follows:*

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tera 



*Color usage examples:*





## BRAND TYPEFACE: T1

T1 is a new sans-serif typeface designed exclusively for HB Mobile's first product, Tera. This display typeface was inspired by Tera's wordmark, and is designed to work in harmony with Tera's Life Event Icons. It should be used as headline type for special design scenarios, and it should never be used for body text.

ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz012345  
 6789{ } [ ] < > ( ) \ / - + = \$ %  
 @ ! \* & # ? , . : ; ' " "

ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz012345  
 6789{ } [ ] < > ( ) \ / - + = \$ %  
 @ ! \* & # ? , . : ; ' " "

Brand Typeface: T1



## BRAND TYPEFACES: OPEN SANS

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. The typeface was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans is Tera's brand typeface for all western languages and is available in four different weights: light, regular, semibold and Bold. For body copy, regular and semibold should be used. In instances where special treatment is needed, the two extreme weights, light and bold, can be considered.

Open Sans est une police de caractère humaniste sans empattement conçue par Steve Matteson, Directeur de Typographie à Ascender Corp. La police est composée de formes ouvertes d'aspect neutre mais amical. Les caractères, d'une lisibilité exceptionnelle, ont été optimisés pour l'impression, le web et les interfaces mobiles. Cette version contient l'ensemble complet de 897 caractères, y compris la norme ISO Latin 1, CE latine, grecque et jeux de caractères cyrilliques.

Nous recommandons Open Sans comme la police de caractères de Tera pour toutes les langues occidentales. Pour le corps du texte, les graisses moyenne (regular) et demi-gras (semi-bold) devraient être utilisées. Dans les cas où un traitement spécial est nécessaire, les deux graisses plus extrêmes, léger (light) et gras (bold), peuvent être considérées.

*French translation*

*Open Sans Light 18pt:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789\*\$%&#@;:'"!~?9()[]{}

*Open Sans Regular 18pt:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789\*\$%&#@;:'"!~?9()[]{}

*Open Sans Semibold 18pt:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789\*\$%&#@;:'"!~?9()[]{}

*Open Sans Bold 18pt:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789\*\$%&#@;:'"!~?9()[]{}



## BRAND TYPEFACES: NOTO SANS

### 思源黑體 (NOTO SANS CJK TC)

Noto 是 Google 所開發的開源字體家族，以 Apache 許可證授權，涵蓋所有 Unicode 區塊。涵蓋漢字、假名、諺文的版本稱為“Noto Sans CJK”。

Noto 是“**No Tofu**”的簡稱。在 Windows 等系統中，無法顯示的字符變成方塊“□”，一般慣稱為“tofu”，即“豆腐”之意。因此 Noto 的開發宗旨即為消除所有無法顯示的字符，實現“no tofu”的目標。

2014 年 7 月 16 日公開了與 Adobe 等公司共同開發的涵蓋漢字版本：“Noto Sans CJK”，漢字皆依各國國家標準寫法製作。Noto 和 Roboto 都是在 Android Material Design 的設計指南中所提及的建議字體。

我們建議以思源黑體中的 Light、Regular、Bold 和 Black 設定為 Tera 的中文標準字型。在內文設計時應該以 Light 及 Regular 為主，在標題或其他特殊設計元素需要的狀況，則可以考慮 Black。

思源黑體 LIGHT: 14pt

展開你的探險  
展開你的創意  
展開你的事業  
展開你的夢想  
Tera: 展開你生命的翅膀

思源黑體 REGULAR: 14pt

展開你的探險  
展開你的創意  
展開你的事業  
展開你的夢想  
Tera: 展開你生命的翅膀

思源黑體 BOLD: 14pt

展開你的探險  
展開你的創意  
展開你的事業  
展開你的夢想  
Tera: 展開你生命的翅膀

思源黑體 BLACK: 14pt

展開你的探險  
展開你的創意  
展開你的事業  
展開你的夢想  
Tera: 展開你生命的翅膀



## BRAND TYPEFACES: NOTO SANS

### 노토 산세 (NOTO SANS CJK KR)

Noto는 유니코드 표준으로 인코딩된 모든 언어를 커버하기 위한 폰트 패밀리이다. 이 글꼴은 여러 언어나 문자를 전체적인 시각적 조화(예를 들면, 서로 맞는 높이와 획의 굵기 등)를 이루는 것을 목표로 Apache License 2.0로 배포된다. 컴퓨터에서 표시 못하는 문자가 있을 때 문자 대신에 조그만 사각형(□)이 표시되는 일이 많이 있는데 이를 흔히 “두부”(tofu)라고 부르며, 구글은 Web 상에서 이를 없애기 위해서 Noto(No Tofu) 폰트를 개발했다.

2014년 7월 16일, Adobe와 공동개발한 한국어, 일본어, 중국어(번체/간체)를 수용하는 Noto Sans CJK를 공개했다. Noto Sans CJK는 다른 Noto 폰트 패밀리나 Android에 채용된 Roboto 글꼴과 같이 사용하는 것을 생각하고 만들어졌으며 이 폰트자체의 종속구문은 개발원인 Adobe가 공개하고 있는 Source Han Sans과 동등하다.

Tera브랜드 헤드라서체로는 Noto Bold를 추천하고, 내용물은 Noto Regular를 사용하기를 추천한다.

노토 산세 LIGHT: 14pt

당신의 모험을 확장  
창의력을 확장  
당신의 경력을 확장  
당신의 꿈을 펼치기  
Tera: 당신의 인생의 날개를 확장

노토 산세 REGULAR: 14pt

당신의 모험을 확장  
창의력을 확장  
당신의 경력을 확장  
당신의 꿈을 펼치기  
Tera: 당신의 인생의 날개를 확장

노토 산세 BOLD: 14pt

당신의 모험을 확장  
창의력을 확장  
당신의 경력을 확장  
당신의 꿈을 펼치기  
Tera: 당신의 인생의 날개를 확장

노토 산세 BLACK: 14pt

당신의 모험을 확장  
창의력을 확장  
당신의 경력을 확장  
당신의 꿈을 펼치기  
Tera: 당신의 인생의 날개를 확장



## PHOTOGRAPHY USAGE

The photography uses for all communications should convey the sense of joyful optimism which is an important quality in Tera's brand personality. The three selection criteria are a natural setting, authentic emotions, and living in the moment.

### **Natural Setting**

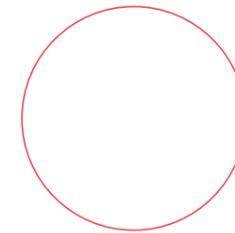
Studio lighting and a studio setting are too pretentious for the Tera brand. The ideal photograph for Tera should be an on-location shoot in a natural setting.

### **Authentic Emotions**

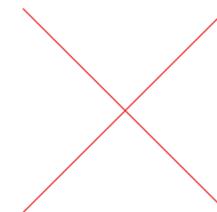
Tera's choice of photography must capture true emotions, real expressions, and a sincere happiness to which we can all relate.

### **Living In The Moment**

Candid photography is the preferred style for the Tera brand. It should be a picture captured without the creation of a posed appearance. Ideally, the subject should come across as fully immersed in the moment of their activity.



*Use the natural setting photos*



*DO NOT use the posed photos*





 ■ **CYNDA MEDIA LAB**  
■ Creativity for the Post-Digital Age

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