



CYNDA MEDIA LAB
Creativity for the Post-Digital Age

FOR IMMEDIATE RELEASE

Contact: C.J. Yeh
Email: cyeh@cyndamedia.com
Contact: 917.776.3533

A First Look at the Identity Design for Tera, the Revolutionary Cloud Memory System for Android Phones

NYC-based creative branding agency Cynda Media Lab has just released the brand identity design for Tera, the first Cloud Memory Extension (CME) created for mobile operating systems. Produced by Taiwanese firm HB Mobile, Tera will allow users to access 1 TB of cloud server space on their Android phones. More importantly, this 1 TB of space is not just for data storage; it actually behaves like a seamless extension of the phone's local memory, which is usually only 32 or 64 GB. HB Mobile is ready to move this groundbreaking technology into invite-only beta testing in Q4, 2016.

Tera's brand system centers around a new typeface, T1, and a colorful array of Life Event Icons, both designed by Cynda Media Lab for HB Mobile. Inspired by the youthful culture of emojis, these icons depict significant moments or things in people's lives. The combination of Tera's logo mark and the Life Event Icons is a metaphor for the way in which Tera stores people's memories and important files securely in the cloud. As a whole, Tera's flexible identity system reflects the spirit of the brand archetype, the Explorer—somebody who lives life to the fullest by constantly experiencing new things and keeping those memories forever.

C.J. Yeh and Christie Shin crafted Tera's brand concept, strategy, and visual system. Both are internationally renowned designers and professors at the Fashion Institute of Technology (FIT) in New York City. Yeh describes the Life Event Icons as illustrating "the mosaic of life. Each memorable moment in life is like a beautiful tile, and Tera is like a treasure box which keeps people's memories safe."

"Branding is definitely a labor of love," says HB Mobile Chairman Ben Jai. "The design team at Cynda Media Lab presented several beautiful design systems which made our selection process very difficult. At the end, the brand strategy they helped us develop anchored our decisions for this new identity."

Cynda Media Lab's design has garnered international acclaim in recent years. Earlier this year, Cynda Media Lab's rebrand of iconic American teddy bear manufacturer GUND received one of the most coveted awards in the graphic design industry, the 57th Annual Design Award from Communication Arts. For more information about Tera's brand identity, the complete brand book and identity guide is available for download in the Media Kit section of Tera's official website: <http://tera.mobi>