TRANEMO
VISUAL IDENTITY
GUIDELINES
1.2

TRANEMO
ADVANCED WORKWEAR

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THE TRANEMO STORY

Tranemo is a third generation family business. The company was founded in 1934 and has extensive experience in developing textiles and delivering workwear for Europe's heavy industry. In connection with a serious workplace accident in the mid 00's, we decided to develop a new type of advanced workwear with inherent flame and heat protection lasting the entire life of the garment. The aim was to prevent future similar accidents. The journey we started has changed us, our mission and our vision. We are now focused entirely on advanced workwear and to become best in Europe at flame retardant. **All for a safer workplace.**

OUR BRAND PLATFORM

VISION

Our overall goal is clear, to become:

EUROPES' LEADING INHERENT FLAME RETARDANT WORKWEAR BRAND.

MISSION

Our mission is bold and powerful. We strive for a world with:

ZERO SERIOUS FLAME AND HEAT RELATED INJURIES.

BUSINESS IDEA

By constantly deliver on our business idea we will achieve our vision and mission:

WE DEVELOP AND SUPPLY ADVANCED WORKWEAR. THROUGH EXPERTISE AND INNOVATION WE CREATE SAFER WORKPLACES.

CORE VALUES

At the heart of our organization, you will find three core values pushing us forward on our mission. They are the embodiment of who we are:

RELIABLE INNOVATIVE EXPERTS.

OUR VISUAL IDENTITY

The visual expression of a brand is one of the most important methods of communicating with the public in general and the target groups in particular. With this in mind, being consistent across all types of marketing and communication material is vital, as this helps build both long and short-term brand recognition.

For this reason, it is of great importance that all material produced follows the same basic rules in terms of typography, use of colour, types of images applied etc. To help you apply quality and consistency when creating marketing communication material, we have created these visual identity guidelines.

1

LOGOTYPE

1.1 LOGOTYPE

The brand logotype is our most important symbol, the graphic expression of the brand itself. Therefore, it must be treated with respect to maintain the desired communicative values of the brand. On the following pages are a few important rules to take into account when applying the logotype in various contexts.

1.2 RULES

- The logotype exists in two colour versions only, white and black.
- Our primary logo is white. It shall, as far as possible, be applied on a Tranemo orange background, but can also be applied on an image. The logotype can be applied on backgrounds in other colors, but Tranemo orange is preferred.
- When the logotype is used in an orange box, the box shall be placed with bleed either in the top or bottom of the document, see 1.5.
- The appearance of the logotype is solid and proportions between the logotype and tagline must not be altered or distorted.
- The logotype may not be provided with any supplements in form of symbols, other logos or other graphic shapes than shown in this manual.

DARK BACKGROUND

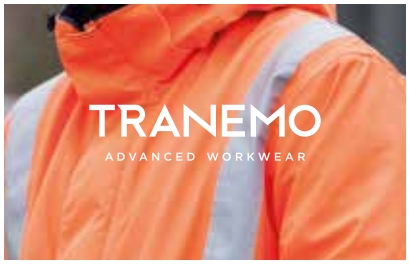
TRANEMO
ADVANCED WORKWEAR

LIGHT BACKGROUND

TRANEMO
ADVANCED WORKWEAR

APPLIED ON A COMPLETE ORANGE BACKGROUND

APPLIED ON IMAGE



ORANGE BOX PLACED WITH BLEED

1.3 TAGLINE

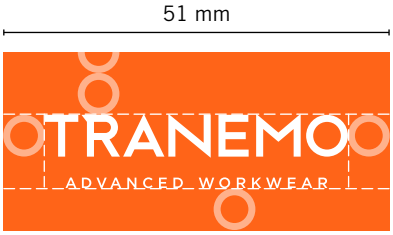
The logotype shall be used in combination with the tagline created for the Tranemo brand. To ensure that size and distance from the logotype is preserved, the tagline may never be written manually. Minimum size for the logotype with the tagline is a width of 30 mm.

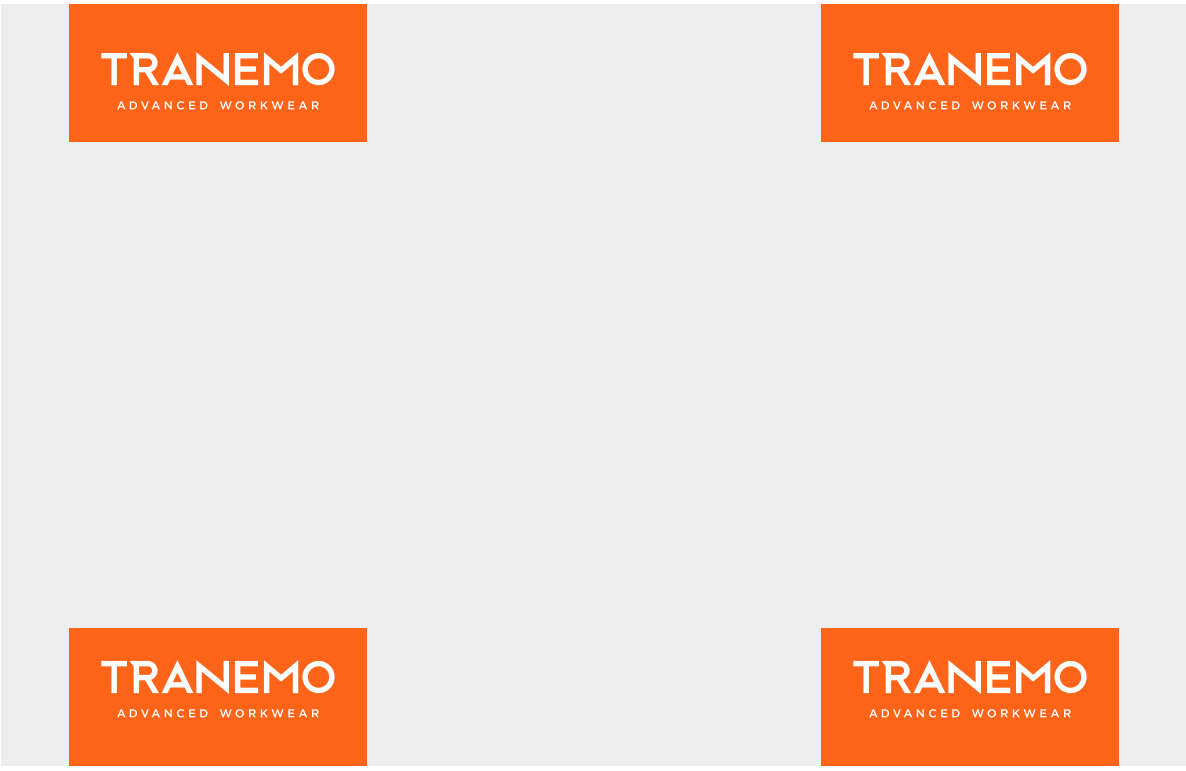
1.4 FREE SPACE

To ensure good visibility of the logotype, it must be surrounded by a minimum free space. The size of the free space equals the size of the letter O in the used size of the logotype, as shown below. The distance of the tagline from the logotype equals half the O, as shown below.

1.5 LOGOTYPE POSITIONING

When the logotype is used in a box, the box shall be placed with the bleed either in the top or bottom of the document, as shown below. The distance from the document edge to the logo should be at least one and a half “O”. Recommended minimum size for A4 is 51 mm.

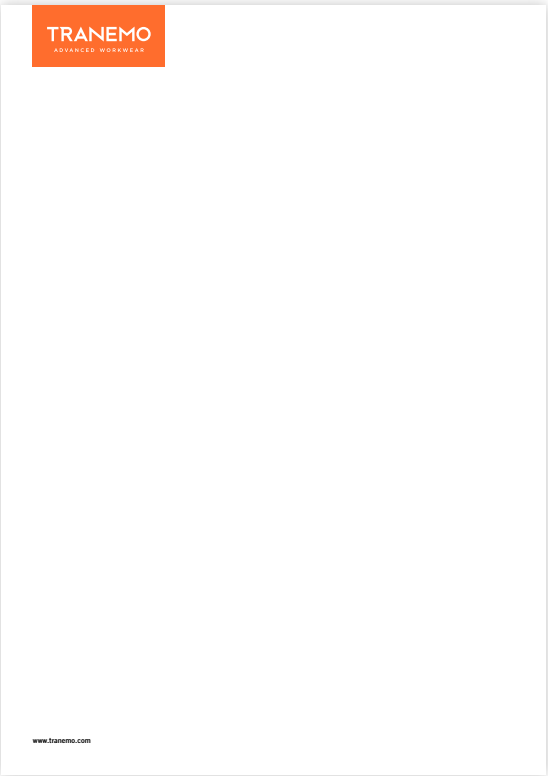




1.6 LOGOTYPE POSITIONING EXAMPLES

Below are a few examples of how the logotype can be used in different situations.

To make sure the logotype remains clearly visible an image shall be visually calm when used as a background.



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1.5 INCORRECT LOGOTYPE POSITIONING

Below are a few examples of how the logotype
can not be used in different situations.

Do not stretch or skew

Do not revise proportions of elements within the logo

Do not replace the colors.

Do not reserve the white logo on backgrounds 20% black or lighter.

Do not reserve the black logo on backgrounds 80% black or darker.

EXPERTS IN FLAME RETARDANT WORKWEAR

Cupio pris, maio, clum de fuemus faerce rceps,vatius vocaste morenata iaed abulegeri su.

Cupio pris, maio, clum de fuemus facerce rceps, vatius vocaste morenata iaed abulegeri supiciorunt, quam in it? Vivirmili ima, quod prei posum ia rei por auc tesciam in velvem nes aus ine ad deatam vastro confirt uamquem consimo eo, constia teresci speru-rnin Etrunum adductum.

Cupio pris, maio, clum de fuemus facerce rceps, vatius vocaste morenata iaed abulegeri supiciorunt, quam in it? Vivirmili ima.

Cupio pris, maio, clum de fuemus facerce rceps, vatius vocaste morenata iaed abulegeri supiciorunt, quam in it? Vivirmili ima.

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LOREM IPSUM DOLOR

1. Epe nobis alit, tem iditat poritatia quos.
2. Sim laceperum Ferum evero.
3. Quiatemped ma quidiorio maximol eceprehene.
4. Estrum qui optatur.
5. Et laborest, to eaque di dolupt.

TRANEMO

2

COLOUR

2.1 COLOUR

A consequent use of colour is an important part of communicating our brand identity. Starting off from orange, black, white and a few defined grey tones, we add a few carefully selected secondary colours to make the design more dynamic. Consequently used, this adds to our brand identity and over time builds the desired recognition of the brand, in the customers' minds.

Orange stands for heat and signals our focus on flame retardant. It is also the color of innovation and new ideas – an important part of our core values.

Yellow is the color of high visability, one of our three product areas. It stands for attention, energy and optimism.

Blue shows our blue collar herritage. It represents trust, knowledge and reliability – ever so important in our business.

ORANGE
Pantone 165 C, Pantone 021 U
CMYK: 0, 65, 100, 0
RGB: 255, 100, 24

BLACK

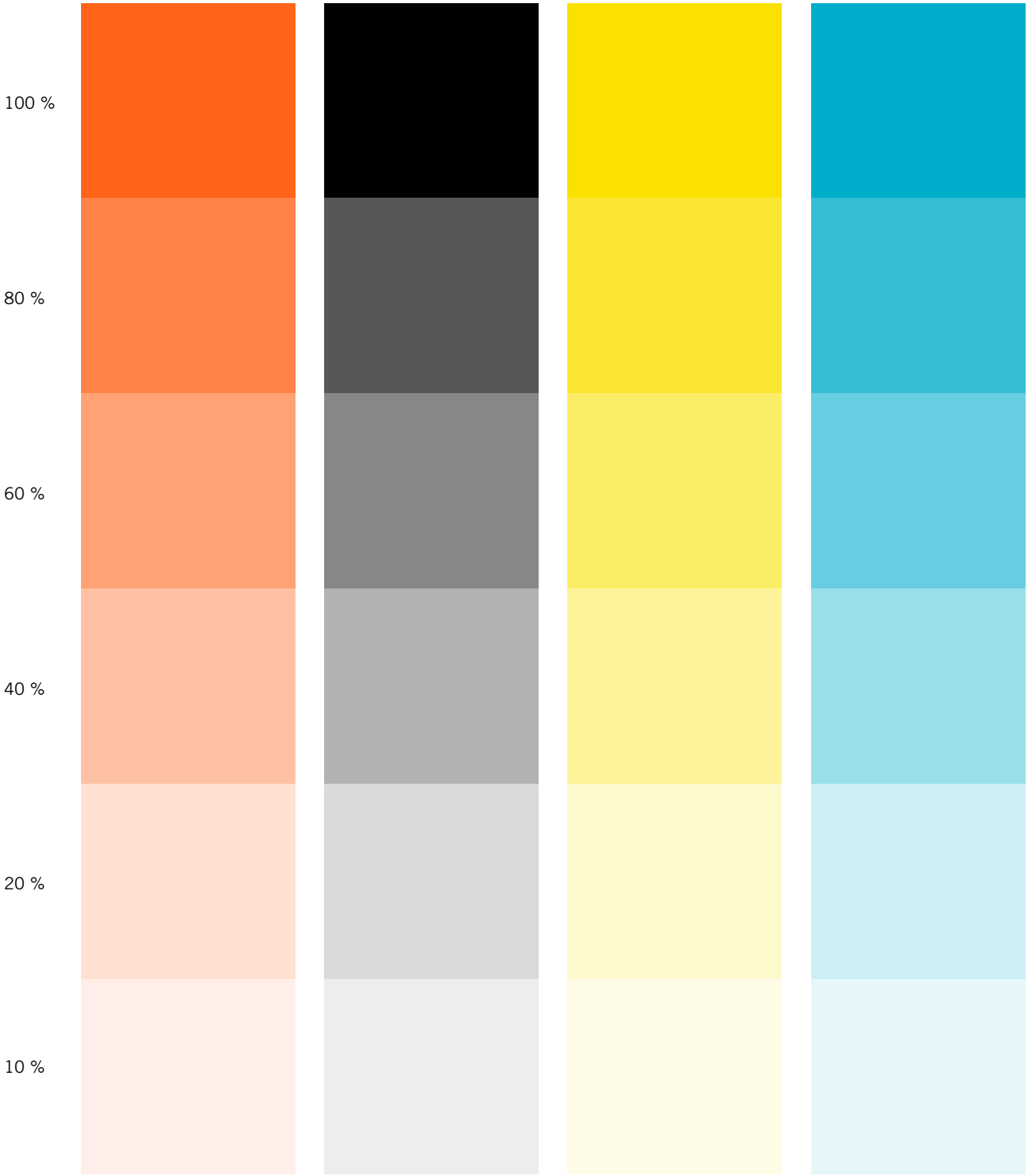
WHITE

YELLOW
Pantone Pantone Yellow C, Pantone Yellow U
CMYK: 0, 0, 100, 0
RGB: 250, 225, 0

BLUE
Pantone 3125 C, Pantone 3125 U
CMYK: 85, 0, 24, 0
RGB: 0, 174, 203

2.2 COLOUR SHADES

When there is a need for more colours, shades of the colours can be used, primarily in the tones shown below.



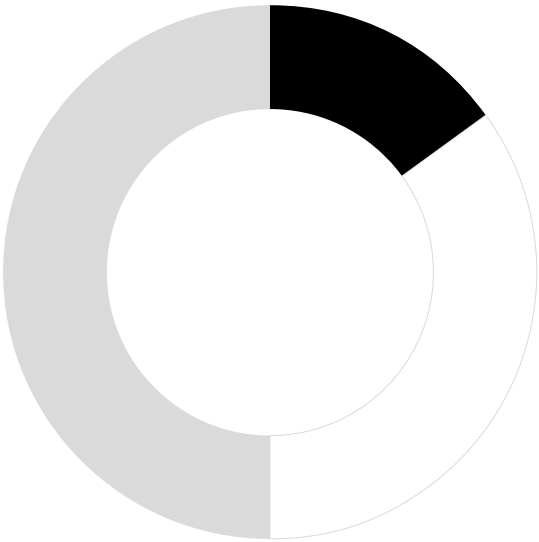
2.3 USE OF COLOUR

How our colours are used is an important aspect of the visual guidelines. It is important to have the right balance between them in order to consistantly create the Tranemo look.

FLAME RETARDANT

HIGH VISIBILITY

WORK IDENTITY



More light than dark

More orange than yellow and blue

3

TYPOGRAPHY

3.1 TYPOGRAPHY

When we talk to people, we should be clear, reliable and easily understandable. The same is true for our publications. Therefore we have chosen a typeface called Trade Gothic, a timeless and clean typeface. In brochures and other materials we use big, clear headings that are easy to read and creates recognition.

TRADE GOTHIC

ABC 123

Trade Gothic Bold Condensed No. 20

Trade Gothic Regular

Trade Gothic Oblique

Trade Gothic Bold No. 2

3.2 TYPEFACE VERSIONS

For our market communication we have chosen Trade Gothic as our primary typeface. Whenever possible it should be used for printed material, advertising and the internet. For office use or when Trade Gothic is not available, Arial can be used. Below are examples of selected versions of the typefaces.

TRADE GOTHIC BOLD CONDENSED NO. 20

Used for headlines, subheadings and other texts that need to be enhanced.
N.B. Headlines and subheadings are always set in CAPITAL LETTERS, with spacing +20

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b d e f g h i j k l m n o p q r s t u v w x y z å ä ö 1 2 3 4 5 6 7 8 9

TRADE GOTHIC REGULAR

Used for intro texts, shorter body texts, information text etc. where a less heavy version of Trade Gothic is desired.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b d e f g h i j k l m n o p q r s t u v w x y z å ä ö 1 2 3 4 5 6 7 8 9

TRADE GOTHIC OBLIQUE

Used for intro texts, shorter body texts, information text etc. where a less heavy version of Trade Gothic is desired.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b d e f g h i j k l m n o p q r s t u v w x y z å ä ö 1 2 3 4 5 6 7 8 9

TRADE GOTHIC BOLD NO.2

Used for intro texts, shorter body texts, information text etc. where a less heavy version of Trade Gothic is desired.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b d e f g h i j k l m n o p q r s t u v w x y z å ä ö 1 2 3 4 5 6 7 8 9

For office use and when acces to Trade Gothic is restricted, Arial can be used. Typical examples are E-mail signatures, Microsoft Powerpoint and Word documents, that are to be distributed externally.

ARIAL NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÅÄÖabcdefghijklmnopqrstuvwxyzåäö
1234567890

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÅÄÖabcdefghijklmnopqrstuvwxyzåäö
1234567890

3.3 USE OF TYPOGRAPHY

Colours can be used in headlines and texts to highlight and to lead the eye, it makes the design more dynamic.

Trade Gothic Bold
Condensed No. 20
Size: 38/40 pt
Spacing: +20

HEADLINE

Trade Gothic Regular
Size: 12/16 pt
Spacing: 0

Intro text is set in Trade Gothic Regular. Rero temporro coreprae voloreniant, odictem aditam ipis eos est aut antiunto quiat essitassimi, quis con parcimus

Trade Gothic Regular
Trade Gothic Oblique
Size: 9/12 pt
Spacing: 0

Body text is set in Trade Gothic Regular. Uptas et occullandus dem et vent is rerferatur sundam imus plam harum rem ea senda cuptatemodi sundit, accusa quidest empero blabo. Agnatiorit, as magnimi ntiisqui aligent, qui restrum exerfer essimod iorerum evendiorum auta ne nobitatio eos ut et. Bitem quo doloribust et eium reratem reic tessima gnissun tinvend ictur, voloriatium remquod itetur?

Nullore vel ipsa expla con rationsed ellis il et asi dolupta sit laut pratem faciis aces im fugit in nonse dollaccus.

NB:
The above sizes and measurements are examples and can be adjusted if needed

EXPERTS IN FLAME RETARDANT WORKWEAR. EPE NOBIS ALIT, TEM IDITAT PORITATIA QUOS SIM LACEPERUMFERUM EVERO QUIATEM PED MA QUIDIORIO MAXIMOL ECEPREHENE.

YOU ARE WORTH DEFENDING.

NB:
When text is set in colour against a black or a very dark background, the tone of the colour can be adjusted to create higher contrast and readability. In the example to the left, the tone of the orange is set to 90%.

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EXPERTS IN FLAME RETARDANT WORKWEAR.

4

STATIONARY

4.1 STATIONARY

Our stationary design based on our basic graphic expression, using the core colours orange, black and white. The reverse side of the business card is in full orange with a high contrast to the logotype.

Letters and envelopes follow the same graphic expression as used for the business cards, as shown on the next page. There are templates for all stationery.

BUSINESS CARD FRONT

BUSINESS CARD BACK

BUSINESS CARD BACK WITH MORE THAN ONE BRAND, LOGOTYPES IN BLACK

Best regards,

Christian Kreisel
Sales & Marketing Director

TRANEMO
ADVANCED WORKWEAR

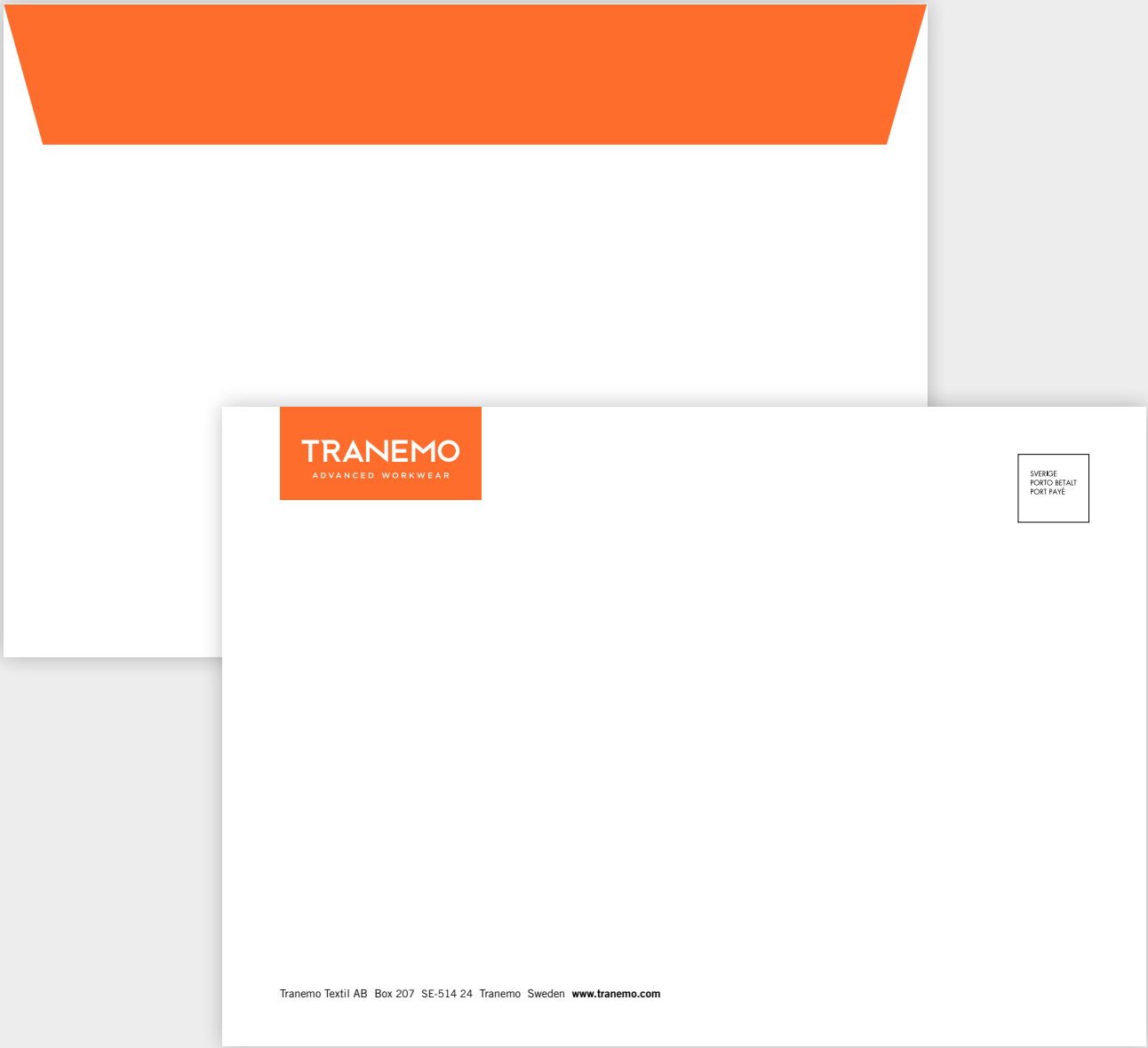
Tel +46 (0)325-799 24 +46 (0)702 888 127
Tranemo Textil AB Box 207 SE-514 24 Tranemo
www.tranemo.com

EMAIL SIGNATURE

Text in mail: Arial Regular 10 pt
Name: Arial Bold 11 pt, Tranemo orange RGB
Title: Arial Bold 10 pt
Row height: 14 pt
Tranemo logotype, width 150 px
Phone, address: Arial Regular 9 pt, Black 50%
Web address: Arial Bold 9 pt
Row heigt: 12 pt

4.2 CHOICE OF PAPER

For all stationary, we use an uncoated bright white paper of high quality.
For most accurate printing colour use PMS 021 U, not CMYK.
Business cards: Munken Polar, 300 g. Orange side with lamination Sensation.
Letter: Scandia 2000, 100 g
Envelopes: Scandia 2000, 115 g



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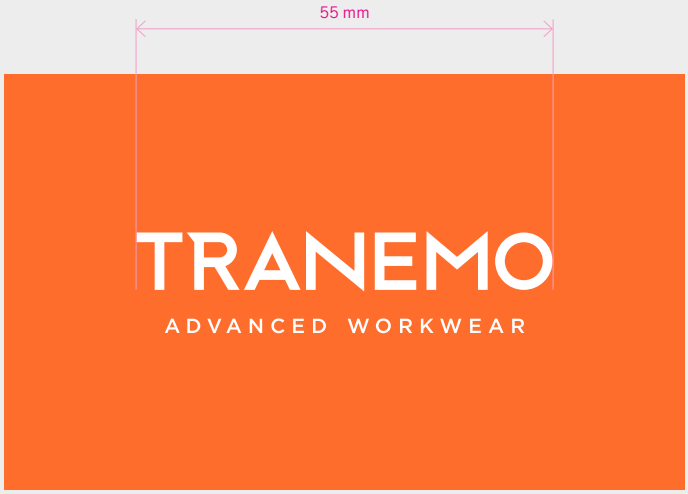
4.3 POSITIONING AND MEASUREMENTS

Below is an overview of the sizes and positioning of the elements on the stationery printed matter. For business cards, the developed templates must be used, to ensure that all cards have the same appearance.

BUSINESS CARDS
90 x 55 mm

The logotype is centered horizontally and vertically on an orange background. Pantone 021 U



The name is printed in Pantone 021 U and the text is printed in black. All text centered horizontally.

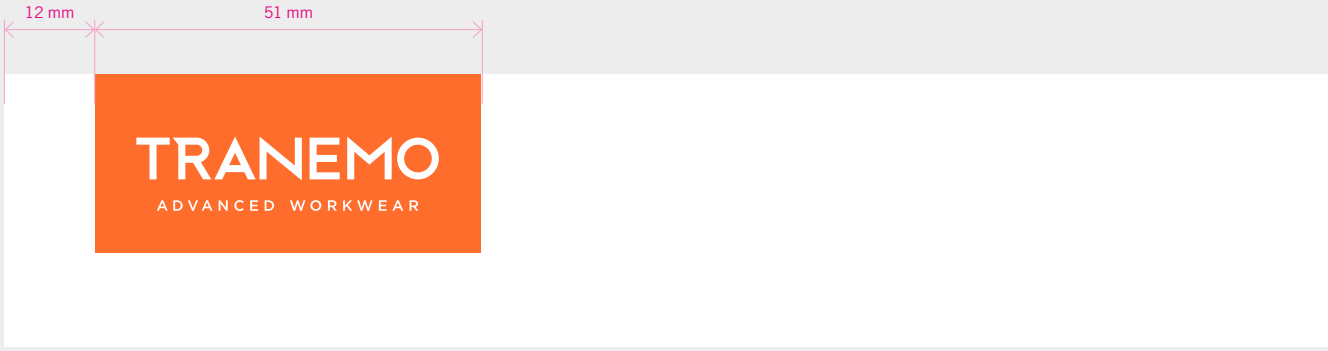
Name: Trade Gothic Bold Condensed No. 20
14 pt, +20

Title: Trade Gothic Regular 9 pt

Address: Trade Gothic Regular 7/9 pt
Figures: 6.5 pt size
One extra space between two phone numbers, company name and addressinfo.
Web address: Trade Gothic Bold No. 2

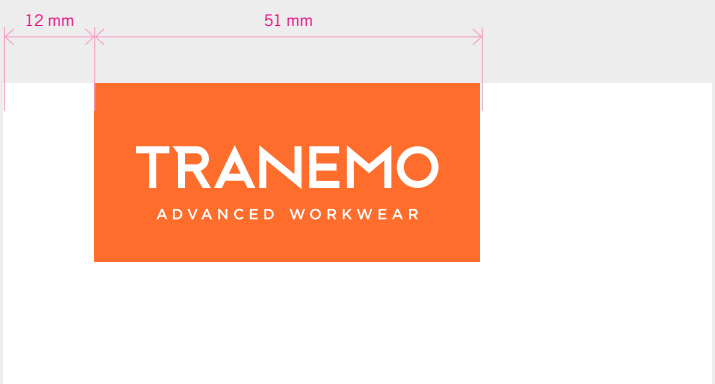
LETTER

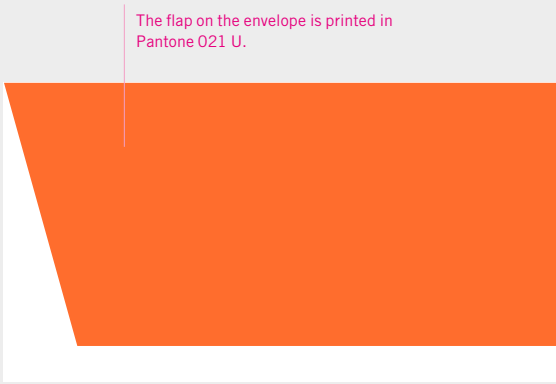
A4

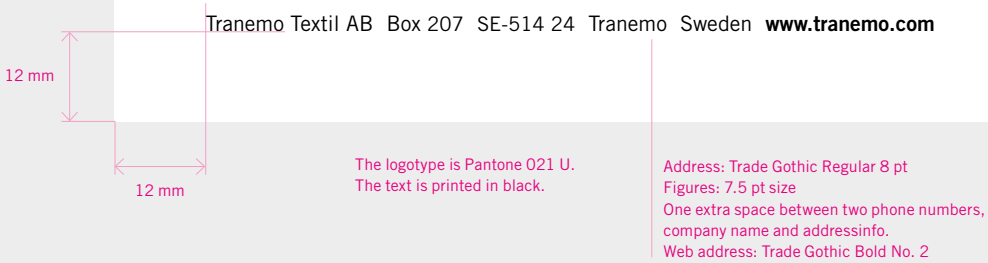


ENVELOPE

C5



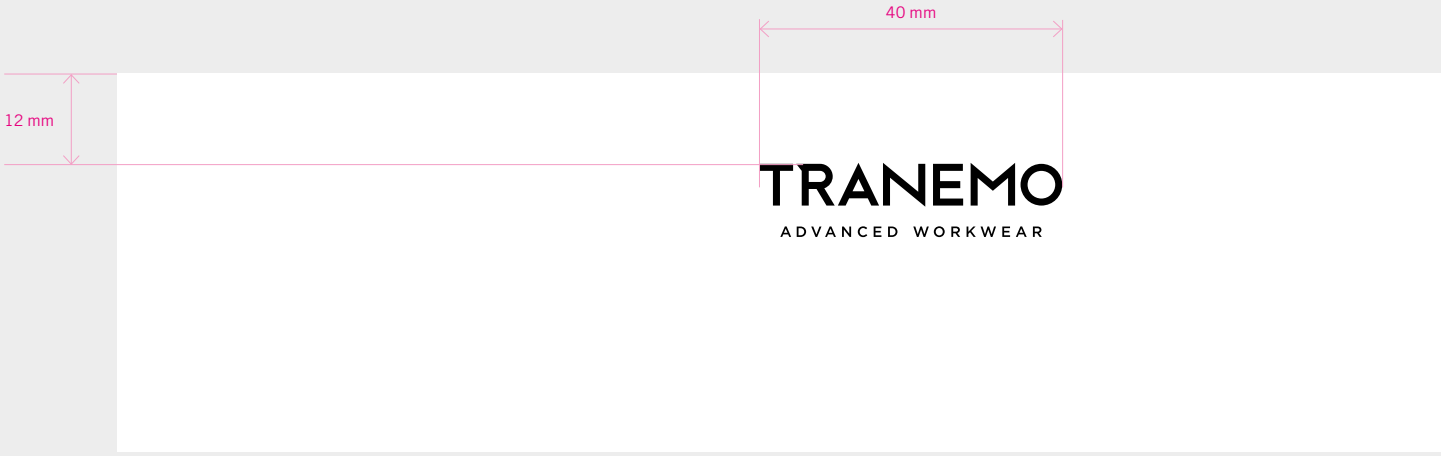




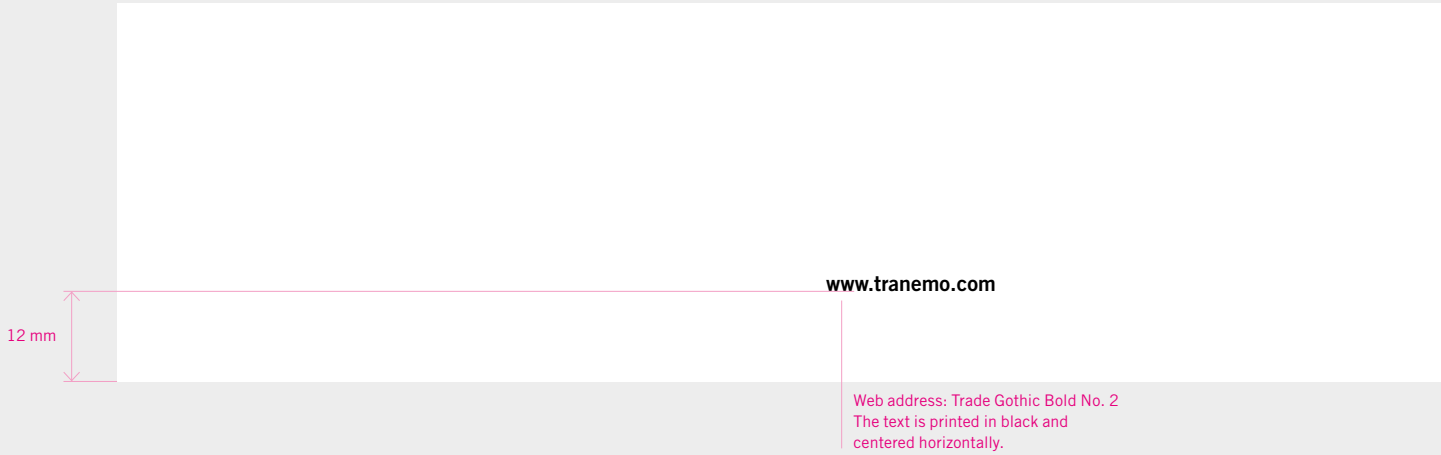
4.4 ALTERNATIVE LETTER

When we are not able to use the pre-printed letter,
this template can be used.

LETTER
A4



The logotype is centered horizontally.



Web address: Trade Gothic Bold No. 2
The text is printed in black and
centered horizontally.

5

E-POST SIGNATURE

5.1 E-POST SIGNATURE

This e-signature should be used by all Tranemo employees. The layout should follow the format below. It is allowed to use banners. Please use one banner at time.

Best regards,

Christian Kreisel
Sales & Marketing Director

TRANEMO
ADVANCED WORKWEAR

Tel +46 (0)325-799 24 +46 (0)702 888 127
Tranemo Textil AB Box 207 SE-514 24 Tranemo
www.tranemo.com

EMAIL SIGNATURE

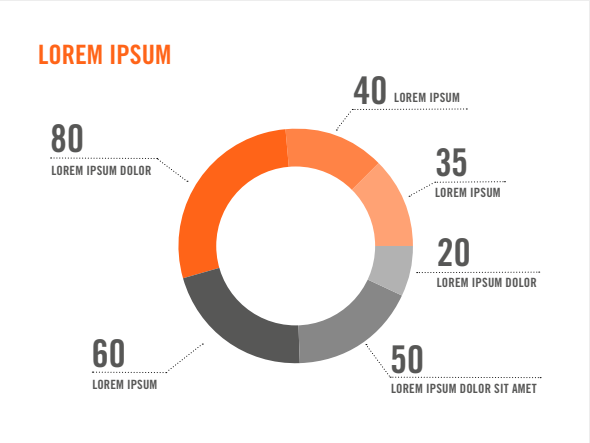
Text in mail: Arial Regular 10 pt
Name: Arial Bold 11 pt, Tranemo orange RGB
Title: Arial Bold 10 pt
Row height: 14 pt
Tranemo logotype, width 150 px
Phone, address: Arial Regular 9 pt, Black 50%
Web address: Arial Bold 9 pt
Row heigt: 12 pt

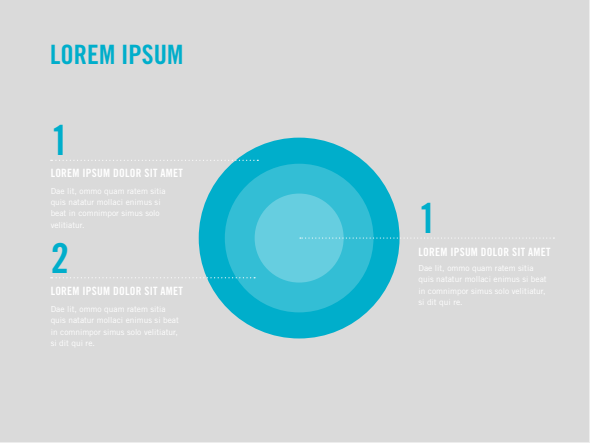
6

INSPIRATION

6.1 INSPIRATION

To give an idea of how the visual guidelines can be used, a number of inspiring layouts has been compiled on the following pages.





LOREM IPSUM DOLOR SIT AMET PARUM FUGA.

1

LOREM IPSUM DOLOR SIT AMET

Dae lit, ommo quam ratem sitia quis natatur mollaci enimus si beat in comnimpor simus solo velitiatur, si dit qui re.

2

LOREM IPSUM DOLOR SIT AMET

Dae lit, ommo quam ratem sitia quis natatur mollaci enimus si beat in comnimpor simus solo velitiatur, si dit qui re.

3

LOREM IPSUM DOLOR SIT AMET

Dae lit, ommo quam ratem sitia quis natatur mollaci enimus si beat in comnimpor simus solo velitiatur, si dit qui re.

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