

TRANEMO

VISUAL IDENTITY

GUIDELINES

2.1

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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 deliver 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 improved flame and heat protection than what the market could offer. 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:

**EUROPE'S' LEADING INHERENT
FLAME RETARDANT WORKWEAR BRAND.**

MISSION

Our mission is bold and powerful. It's our reason to be:

**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:

INNOVATIVE RELIABLE 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 an Tranemo orange background, but can also be applied on an image. The logotype can be applied on backgrounds in other colors, however this should be avoided to the furthest possible extent.
- 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.

A large orange rectangle containing the Tranemo logo in white. The word "TRANEMO" is in a large, bold, sans-serif font. Below it, the words "ADVANCED WORKWEAR" are in a smaller, all-caps, sans-serif font with wide letter spacing.

TRANEMO
ADVANCED WORKWEAR

TRANEMO
ADVANCED WORKWEAR

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.



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30 mm
TRANEMO
ADVANCED WORKWEAR



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”.

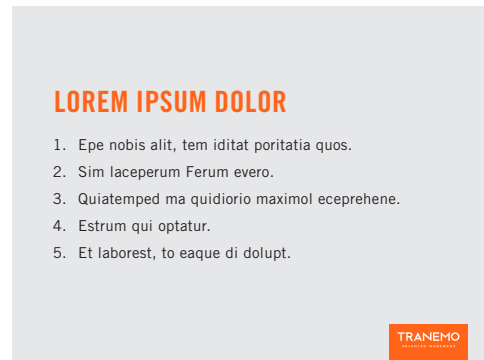
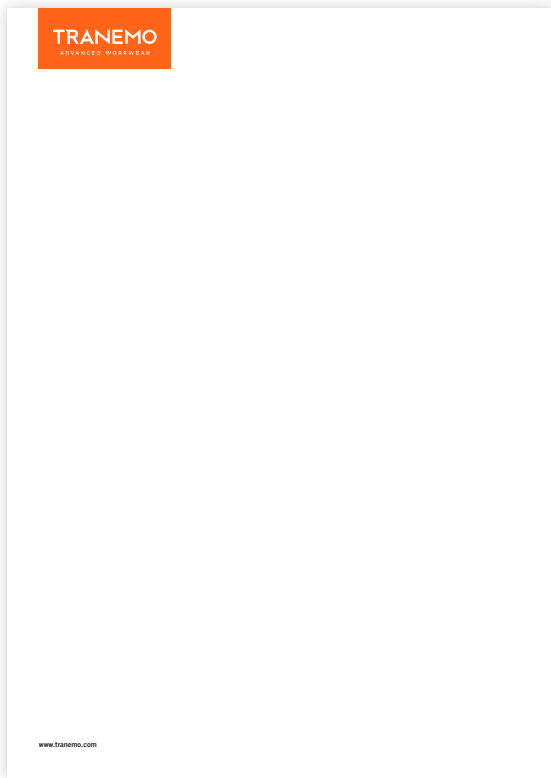
Recommended minimum size for A4 is 51 mm.



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 faerce rceps, vatius vocaste morenata iaed abulegeri supiciorunt, quam in it? Vivimili ima, quod prei posum la rei por auc tesciam in vehem nes aus ire ad deitam veltro confet uanquem consimo eo, comdia teresci speru min Etrunum aductum.



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

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

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LOREM IPSUM DOLOR

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

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www.tranemo.com

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 visibility, one of our three product areas. It stands for attention, energy and optimism.

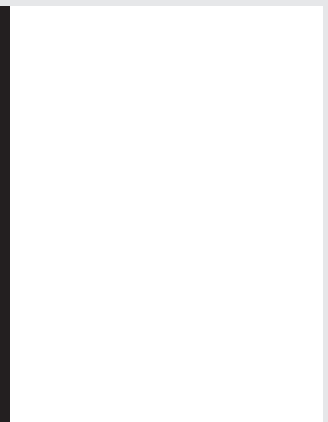
Blue shows our blue collar heritage. It represents trust, knowledge and reliability – ever so important in our business.



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



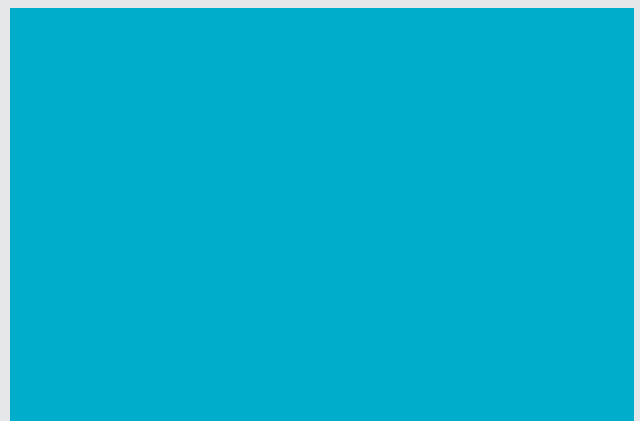
BLACK



WHITE



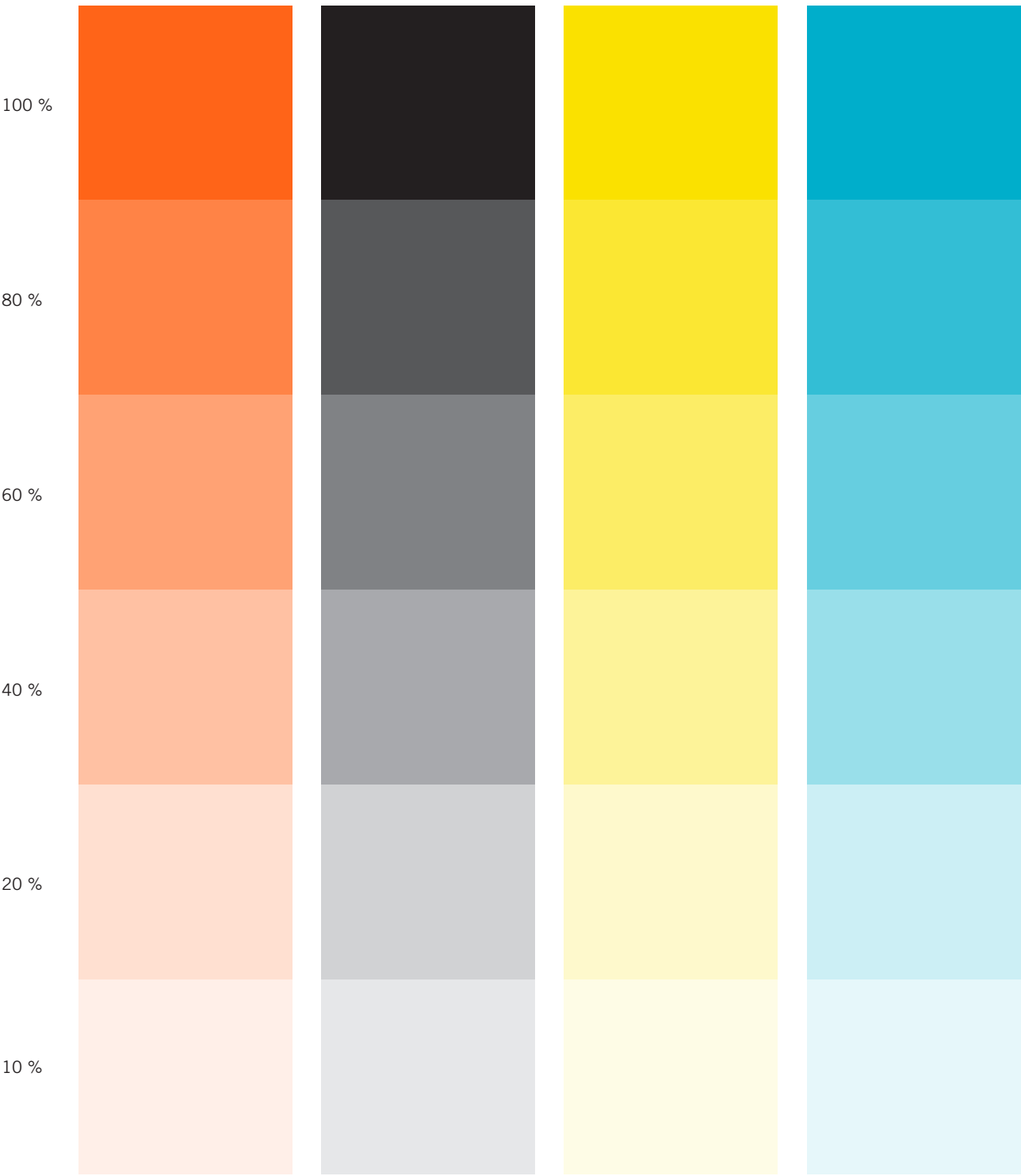
YELLOW
Pantone Pantone Yellow C, Pantone Yellow U
CMYK: 0, 0, 100, 0
RGB: 250, 225, 0



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 consistently 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 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 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 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 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 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 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 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 1 2 3 4 5 6 7 8 9

For office use and when access 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

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 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
1 2 3 4 5 6 7 8 9 0

ARIAL REGULAR

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 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
1 2 3 4 5 6 7 8 9 0

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. Agnatorit, 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?

NB:

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

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

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%.

TRANEMO

ADVANCED WORKWEAR

**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



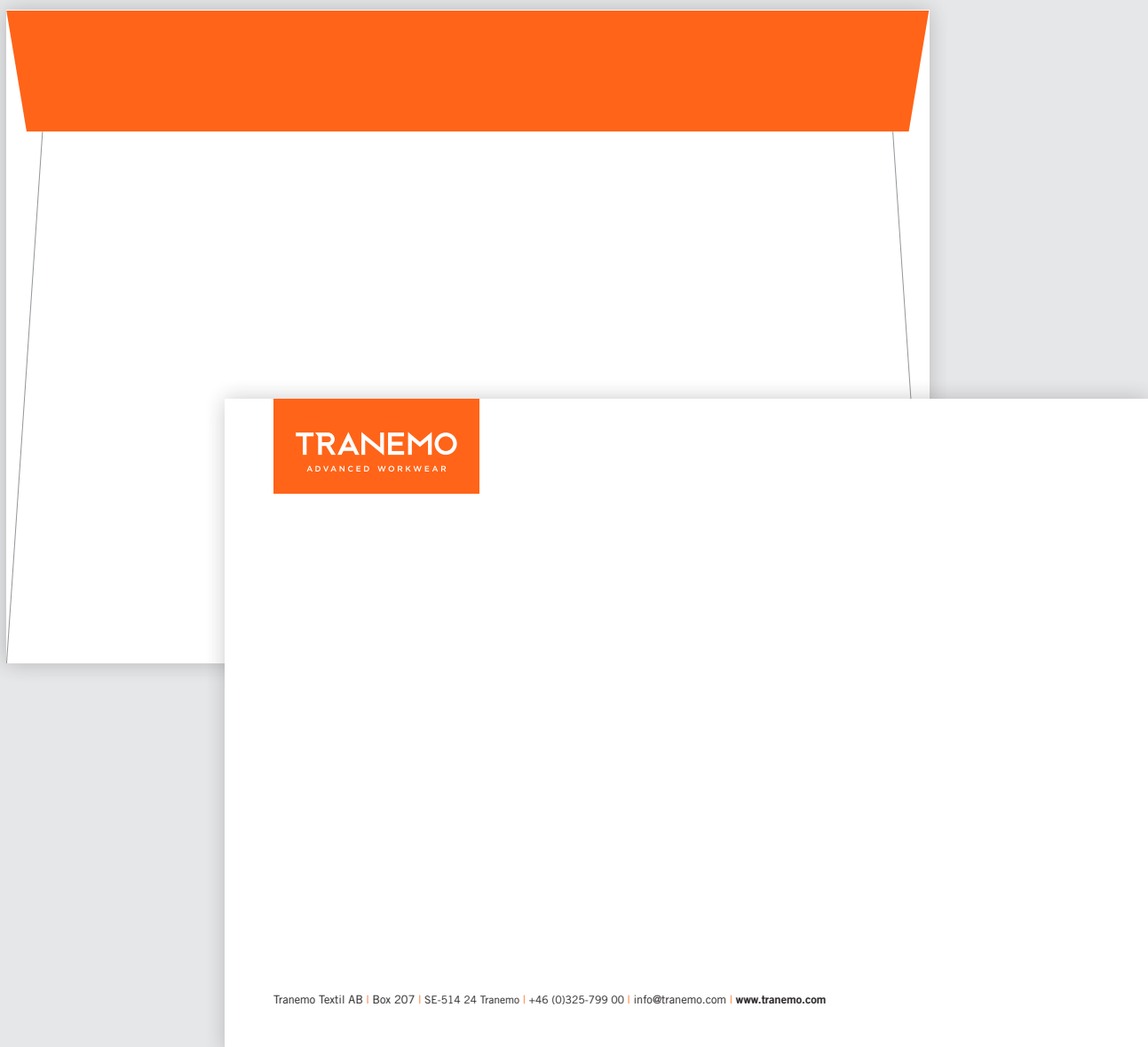
4.2 CHOICE OF PAPER

For all stationary, we use an uncoated bright white paper of high quality, such as:

Business cards: Mohawk Superfine ultrawhite, 270 g

Letter: Scandia 2000 white, 100 g

Envelopes: Scandia 2000 white



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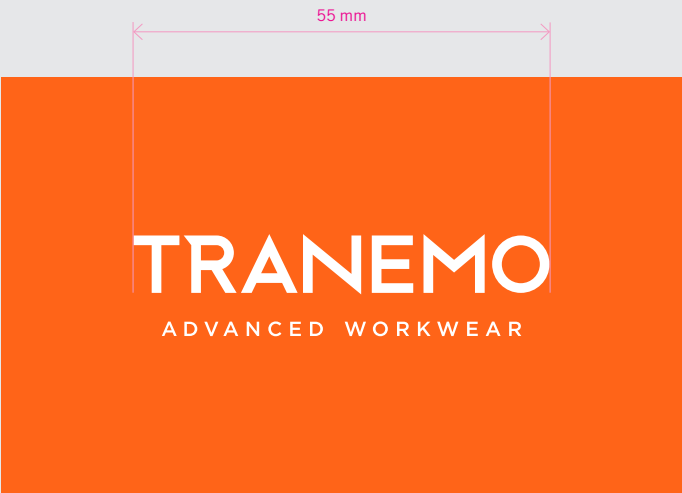
4.3 POSITIONING AND MEASUREMENTS

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 and "I" are printed in Pantone 021 U and the text is printed in black. All text centered horizontally.

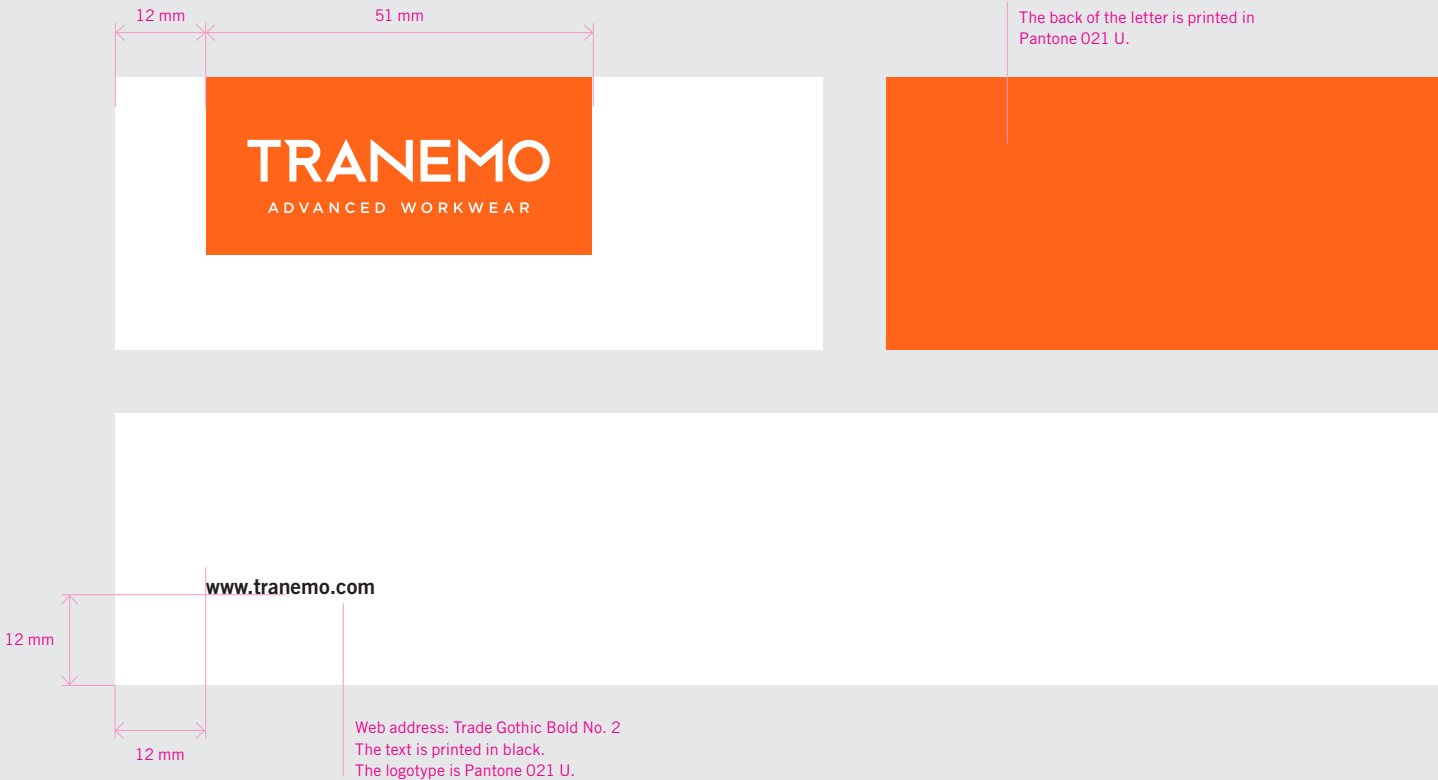
Name: Trade Gothic Bold Condensed No. 20
14 pt, +20

Title: Trade Gothic Regular 9 pt

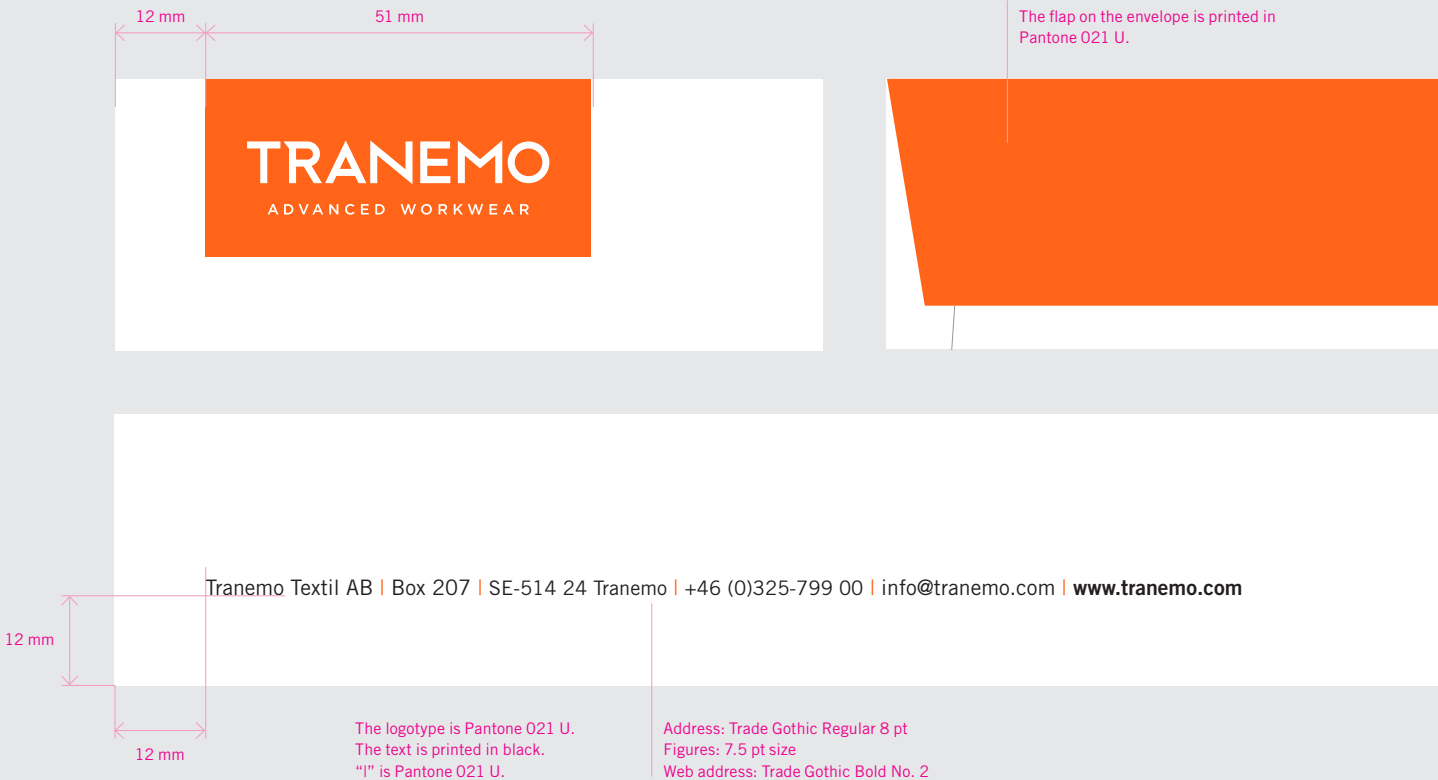
Address: Trade Gothic Regular 7/9 pt
Figures: 6.5 pt size
Web address: Trade Gothic Bold No. 2



LETTER
A4

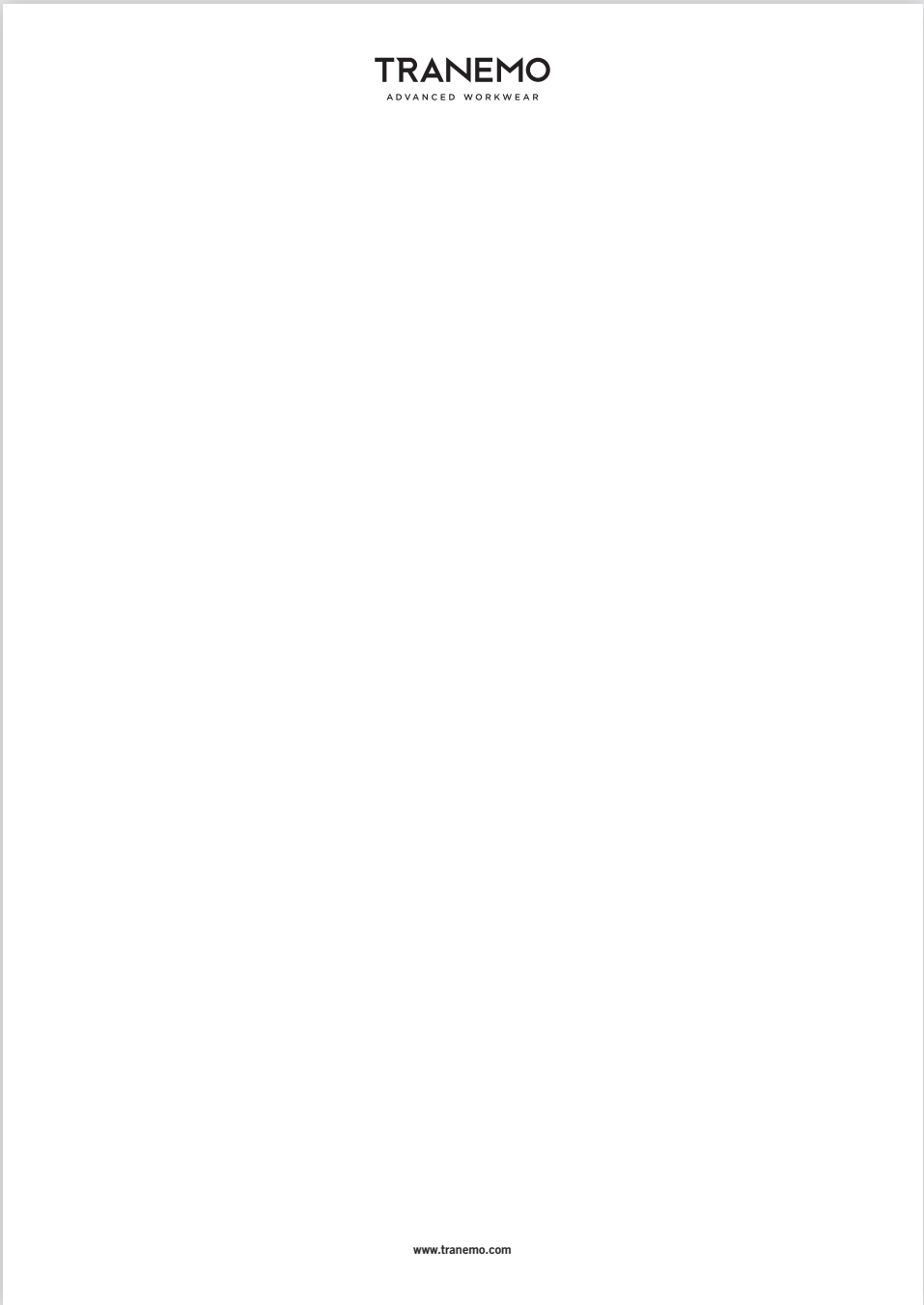


ENVELOPE
C5



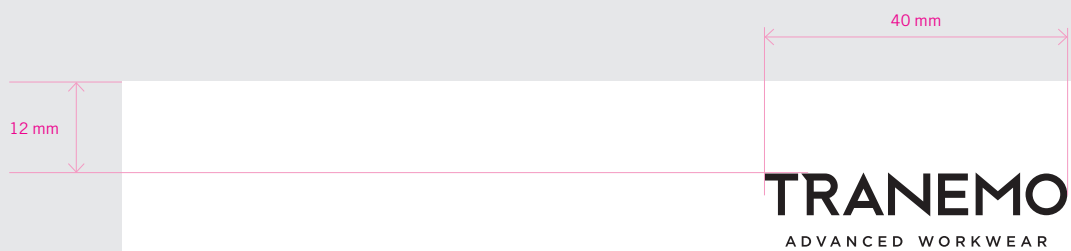
4.4 ALTERNATIVELY LETTER

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

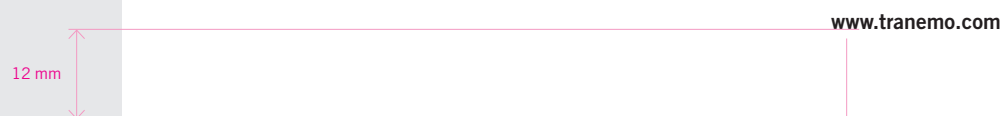


LETTER

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

E-MAIL 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 height: 12 pt

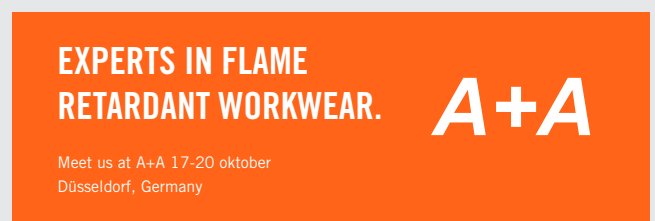
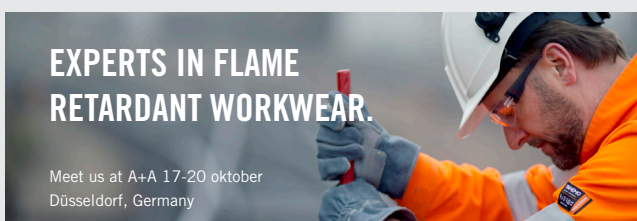
Best regards,

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 www.pumasikkerhedssko.dk

E-MAIL BANNER



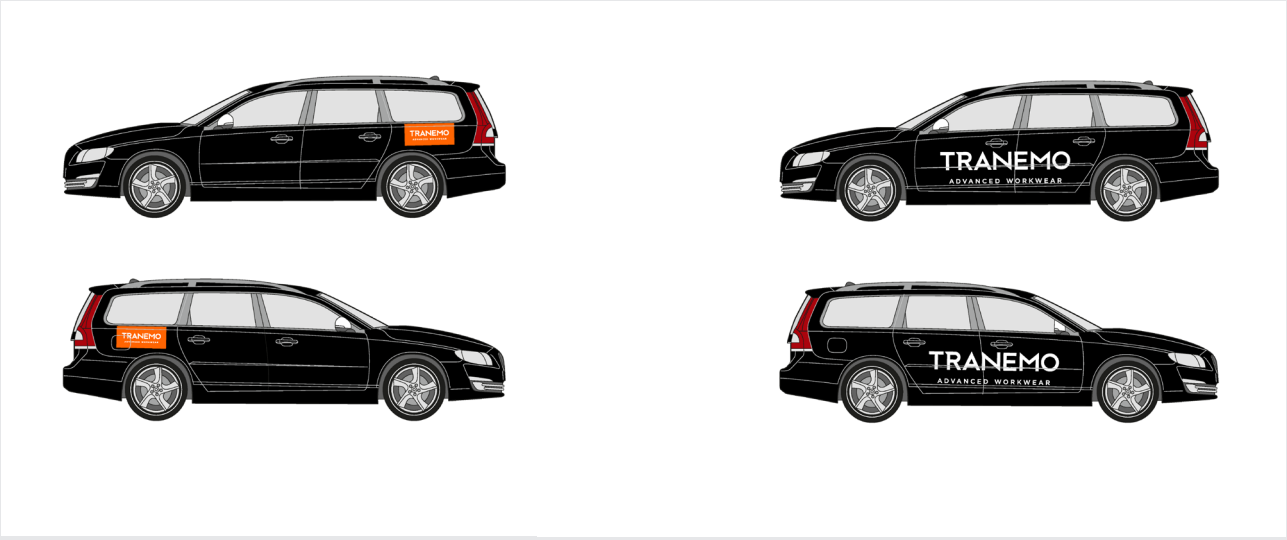
6

LABELS & TAGS

6.1 LABELS & TAGS



6.2 VEHICLES



7

IMAGES

7.1 HIERARCHY

CONCEPT IMAGES

Creating a good feeling, with visionary situations the customer can relate to.

PRODUCT IMAGES

Showing our products in a dynamic and interesting manner.

TECHNICAL IMAGES

Detailed information about the function and design of the product.

It is important to follow copyright law and use only images that Tranemo owns or have permission to use.



7.2 CONCEPT IMAGES

Examples creating a visionary situation



7.3 PRODUCT IMAGES

Examples showing our products in action, studio shots, details etc.



7.4 TECHNICAL IMAGES

Examples of technical aspects through details and close ups.



7.5 CLOSE UPS

Examples capturing the feeling of a person wearing our products.



8

VIDEO

8.1 VIDEO OVERVIEW

Video has become one of the most important media for communication. This includes brand videos, product videos, inhouse tests for presentations, interviews and content creating. Primary platform for publication is YouTube but also website, LinkedIn, Facebook, Instagram and newsletters where applicable.

BRAND VIDEOS
PRODUCT VIDEO
INSTRUCTION VIDEO
INTERVIEW / DOCUMENTARY
CONTENT

It is important to follow copyright law and use only videos that Tranemo owns or have permission to use.

8.2 BRAND VIDEO

Large scale productions to communicate the brand Tranemo and give an overview of the company. This includes all segments and our vision. It also works to inspire and spark an interest in finding out more about Tranemo.



8.3 PRODUCT VIDEO

Videos featuring one or many products highlighting the specific USPs of the garment and makes a visually intriguing video. Shorter videos 30-40 seconds act as a teaser to make leads to the website. Uptempo music and fast cuts to keep the viewers attention.



8.4 INSTRUCTION VIDEO

Instruction videos to inform internal and external parts and help solve or simplify a practical issue.



8.5 INTERVIEW / DOCUMENTARY

Filmed interviews to be viewed as a whole or in parts. This includes inhouse stories from personell and external stories at customers. To be used as storytelling, information, product launch material etc.

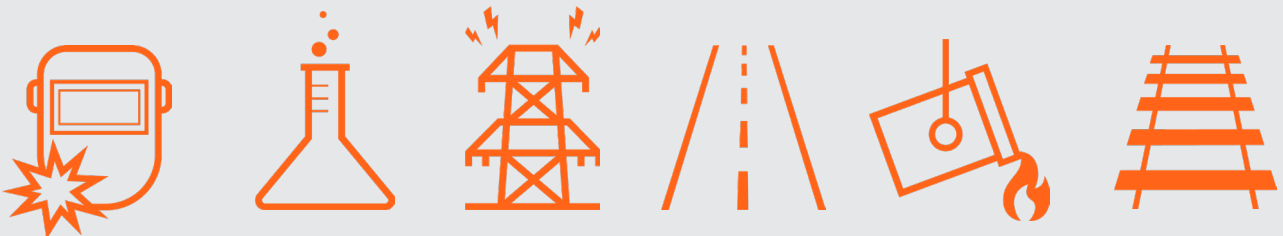
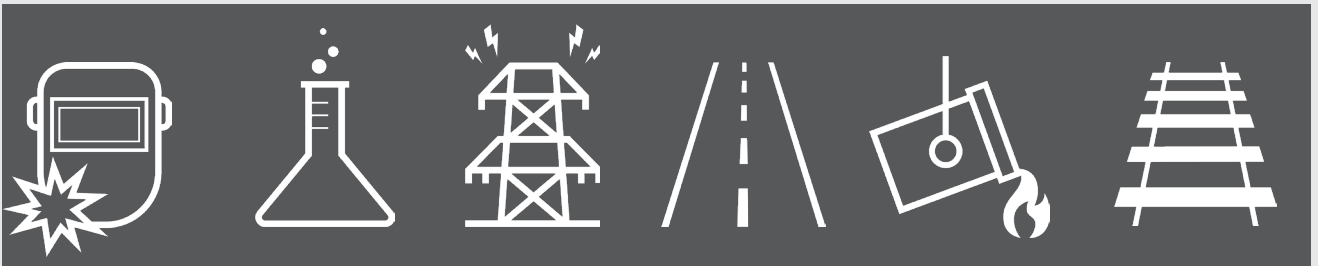
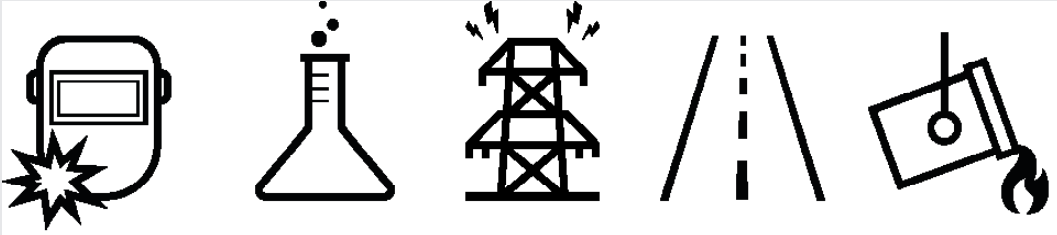


9

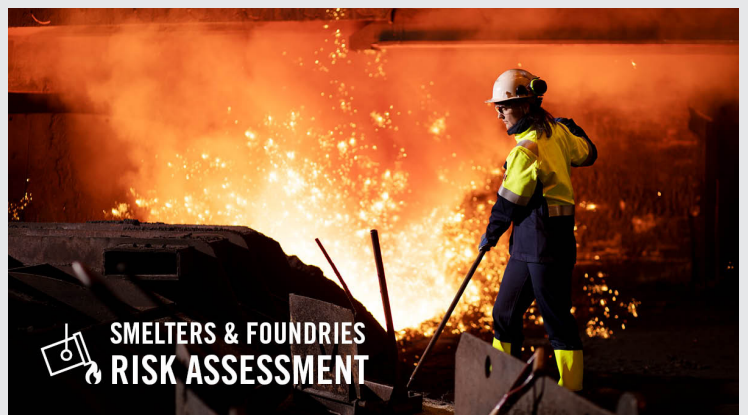
GRAPHIC ELEMENTS

9.1 SEGMENT SYMBOLS

Use symbols to graphically enhance respective segment in various areas. Symbols should be black or orange on light background, and white on dark background. Use the symbols with or without explanatory text, see examples below.



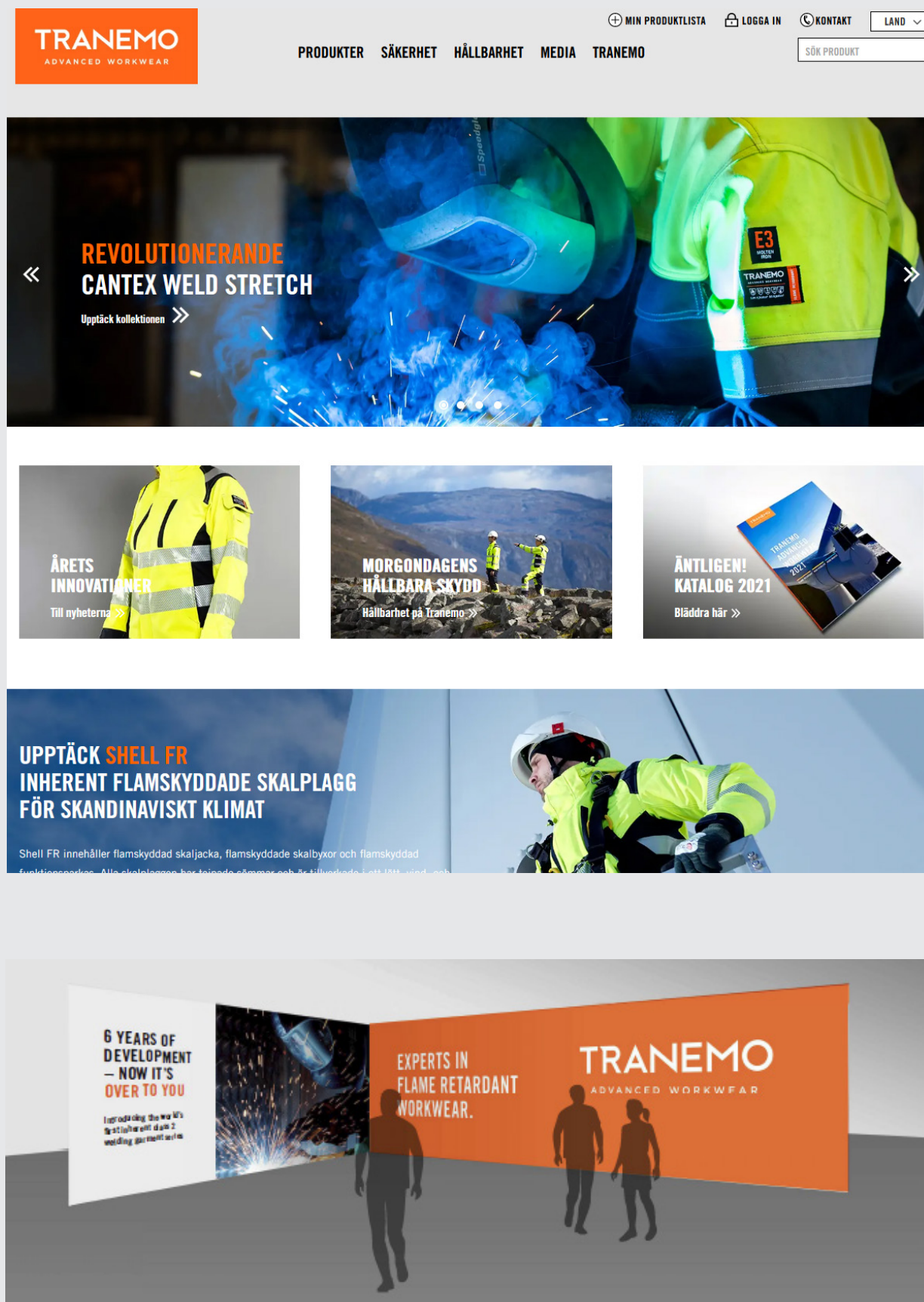
Example of use



10

EXAMPLES

10.1 EXAMPLES



FLAME RETARDANT HIGH VISIBILITY WORK IDENTITY

Piet quo es unione sequi
in maximis odio quam
quos aturiam, velle
omnis aut destrum.



Uptas et occullandus dem et vent is refferatur sundam imus plam harum rem ea sen-
da cupitatemdi sundit, accusa quidesit emporio blabo. Agnatoris, as magnius nitui sit
aligent, qui restrum exferat essimod iorerum evendibio auta ne nobilitas eo usi et.
Bilem quo doloribus et eium reatrem reic tessima gniisun timend ictur, voloziorum
remquod itetur? Nullore vel ipse expla com rationes ellis it et asi dolupta sit laut pratem
facies acim fugit in nense dollaccus.

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UNDERWEAR

LOREM IPSUM UNDERWEAR

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