

TRANEMO

VISUAL IDENTITY

GUIDELINES

2.2

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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:

**EUROPES' 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:

**IN A SUSTAINABLE WAY 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 colours, however this should be avoided to the furthers possible extent.
- The appearance of the logotype is solid and proportions between the logotype and tag line 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.

TRANEMO
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1.3 TAG LINE

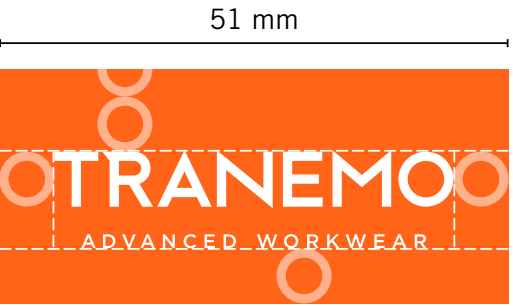
The logotype shall be used in combination with the tag line created for the **Tranemo brand**. To ensure that size and distance from the logotype is preserved, the tag line may never be written manually. Minimum size for the logotype with the tag line is a width of 30 mm.

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 tag line from the logotype equals half the O, as shown below.

1.5 LOGOTYPE POSITIONING

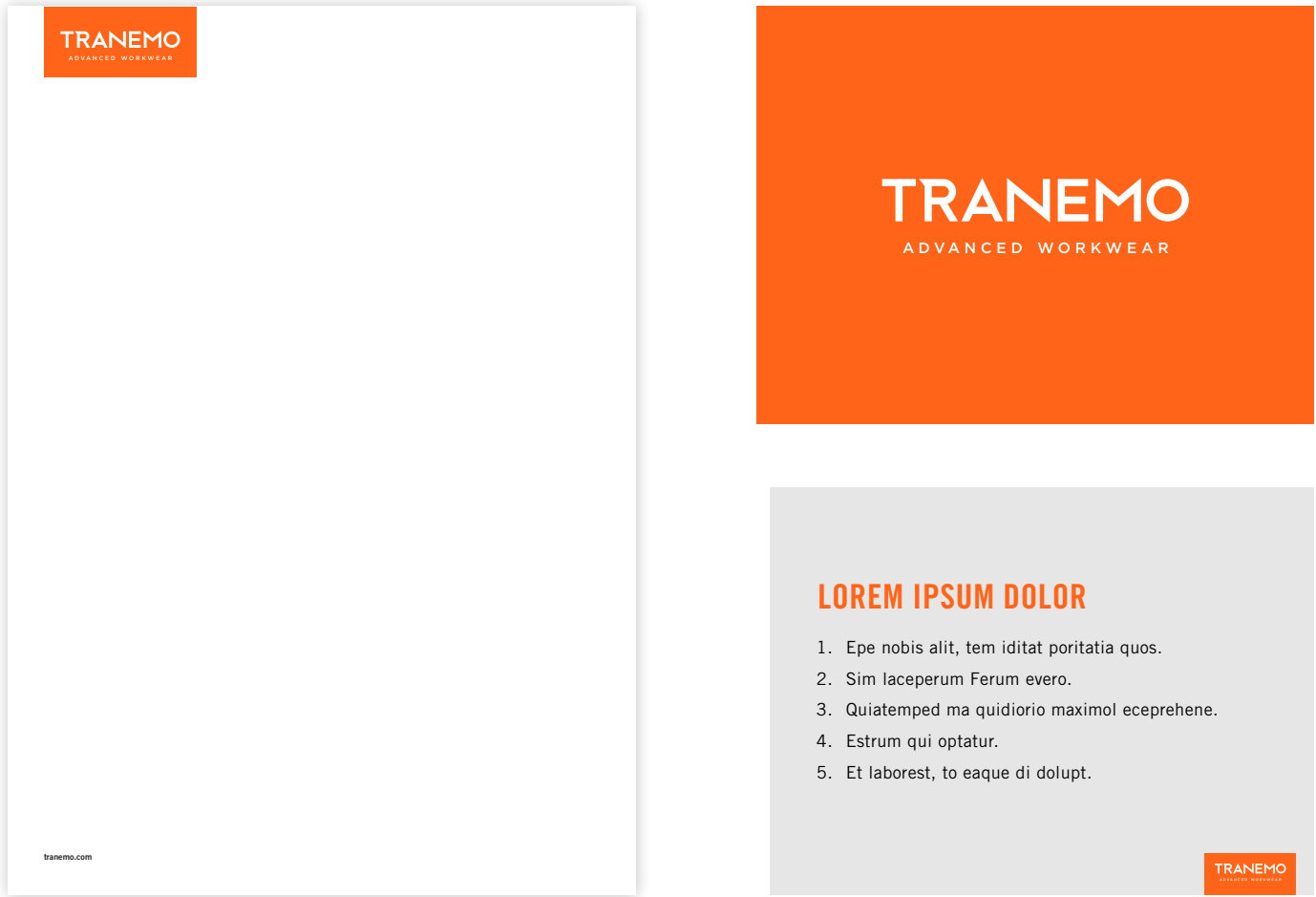
When the logotype is used in a box, the box shall be placed with the bleed either in the top or bottom of the document, as shown below. The distance from the document edge to the logo should be at least one and a half “O”. Recommended minimum size for A4 is 51 mm.



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.



1.7 INCORRECT LOGOTYPE USE

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

Do not use the white logo on backgrounds 20% black or lighter or the black logo on backgrounds 80% black or darker



Do not replace the colours



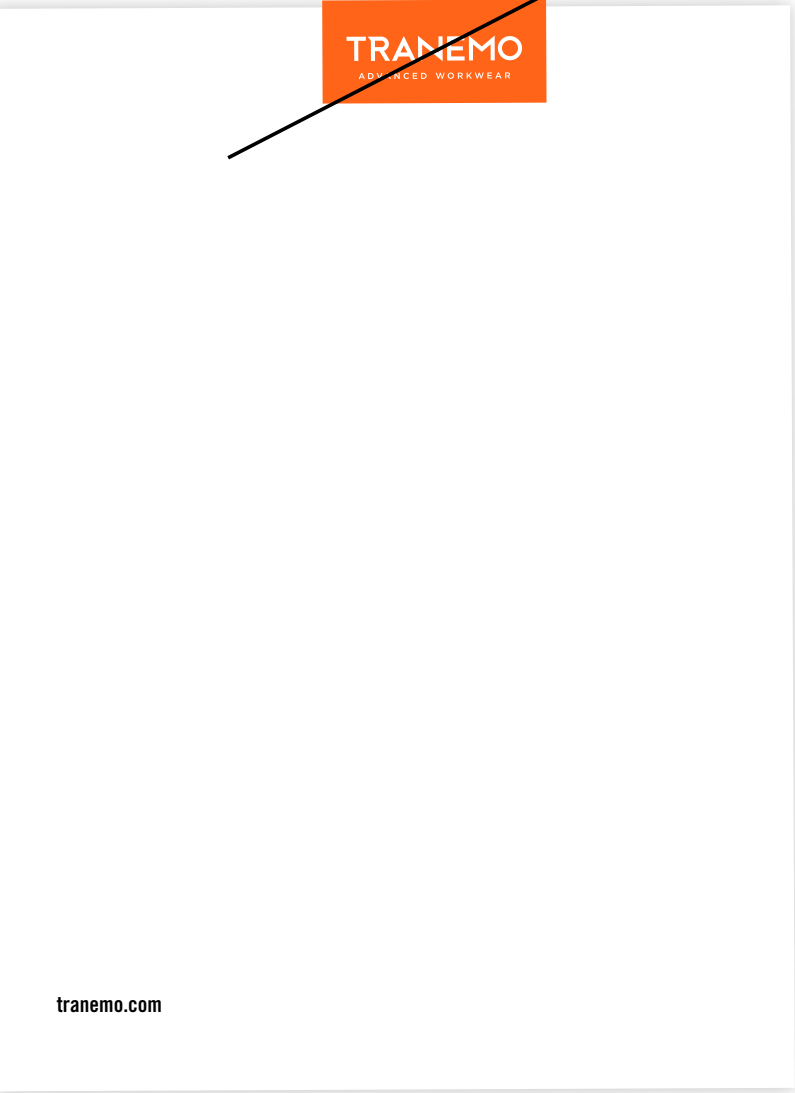
Do not stretch or skew



Do not revise proportions of logo elements



Do not place the logo in an orange box without bleed, see p. 11



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 colour of innovation and new ideas – an important part of our core values.

Yellow is the colour of high visibility. It stands for attention, energy and optimism.

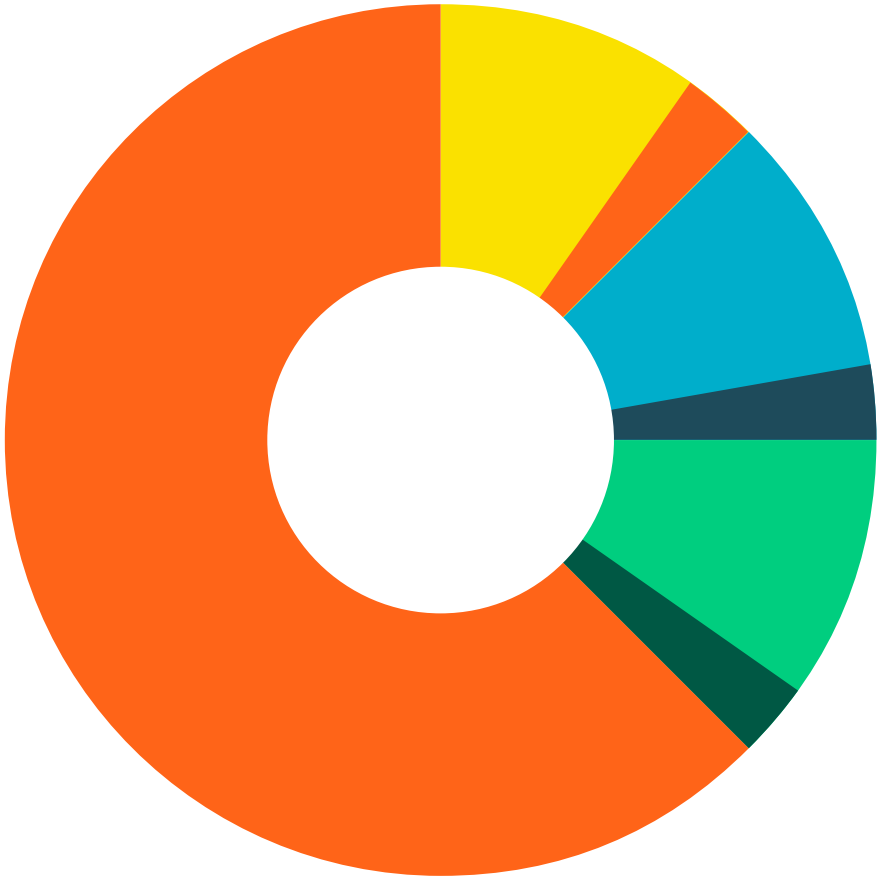
Blue represents social sustainability, trust, knowledge and reliability – ever so important in our business.

Green represents environmental sustainability.

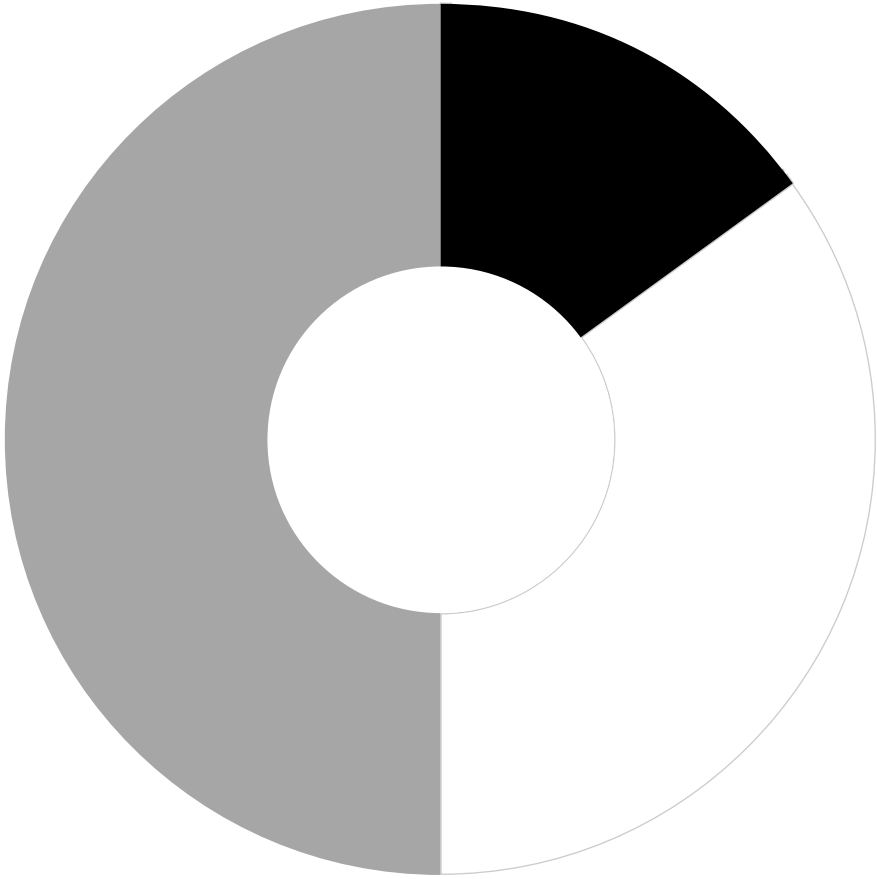
<div>ORANGE</div> <div>Pantone 165 C</div> <div>Pantone 021 U</div> <div>CMYK: 0, 65, 100, 0</div> <div>RGB: 255, 100, 24</div>	<div>YELLOW</div> <div>Pantone Yellow C</div> <div>Pantone Yellow U</div> <div>CMYK: 0, 0, 100, 0</div> <div>RGB: 250, 225, 0</div>	<div>BLUE</div> <div>Pantone 3125 C</div> <div>Pantone 3125 U</div> <div>CMYK: 85, 0, 25, 0</div> <div>RGB: 0, 174, 203</div>	<div>GREEN</div> <div>Pantone 7479 C</div> <div>Pantone 7479 U</div> <div>CMYK: 70, 0, 65, 0</div> <div>RGB: 0, 206, 127</div>
		<div>DARK BLUE</div> <div>Pantone 7477 C</div> <div>Pantone 7477 U</div> <div>CMYK: 90, 60, 45, 30</div> <div>RGB: 30, 75, 91</div>	<div>DARK GREEN</div> <div>Pantone 7729 C</div> <div>Pantone 7729 U</div> <div>CMYK: 95, 40, 70, 35</div> <div>RGB: 0, 88, 68</div>
	<div>DARK GREY</div> <div>K: 80</div> <div>RGB: 87, 87, 87</div>	<div>GREY</div> <div>K: 35</div> <div>RGB: 189, 189, 189</div>	<div>LIGHT GREY</div> <div>K: 10</div> <div>RGB: 237, 237, 237</div>

2.2 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.



More orange than yellow, blue and green



More light than dark

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.

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

N.B. Headlines and subheadings are always set in CAPITAL LETTERS, with spacing +20

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

Headlines and texts are by default left aligned. Centred texts should be avoided unless left alignment is not possible.

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

HEADLINE

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

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

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

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 ntisqui 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?

N.B.
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.

Trade Gothic Bold
Condensed No.20
Size: 21/28 pt
Spacing: +20

3.4 TEXT ON IMAGES

When placing text on top of an image the first option should always be to choose a clear and uncluttered image in order to create good readability. When that is not possible you should use a semi-transparent black rectangle behind the text in order to increase the readability.

The rectangle should be set to black with 60% opacity. No other colour should be used as this alters the perception of the colour (i.e. the Tranemo Orange will turn more brick orange when applied with some transparency on top of an image. It's important that we safeguard our brand colours).

Make sure you allow for enough clear space between the text and the edge of the rectangle. The visual impression should rather be airy than tight.

N.B. When there is a need for black plate replacement when printing language versions of, e.g., catalogues, you can use a 100% opaque white rectangle when placing text on top of an image.



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EXPERTS IN
FLAME RETARDANT
WORKWEAR.

4

E-MAIL & STATIONARY

4.1 E-MAIL 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.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: 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.com pumasikkerhedssko.dk

E-MAIL BANNER



**EXPERTS IN FLAME
RETARDANT WORKWEAR.**

A+A

Meet us at A+A 17-20 October
Düsseldorf, Germany

4.2 STATIONARY

Our stationary design is 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.

4.3 CHOICE OF PAPER

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

Business cards: Mohawk Superfine ultra white, 270 g

Letter: Scandia 2000 white, 100 g

Envelopes: Scandia 2000 white

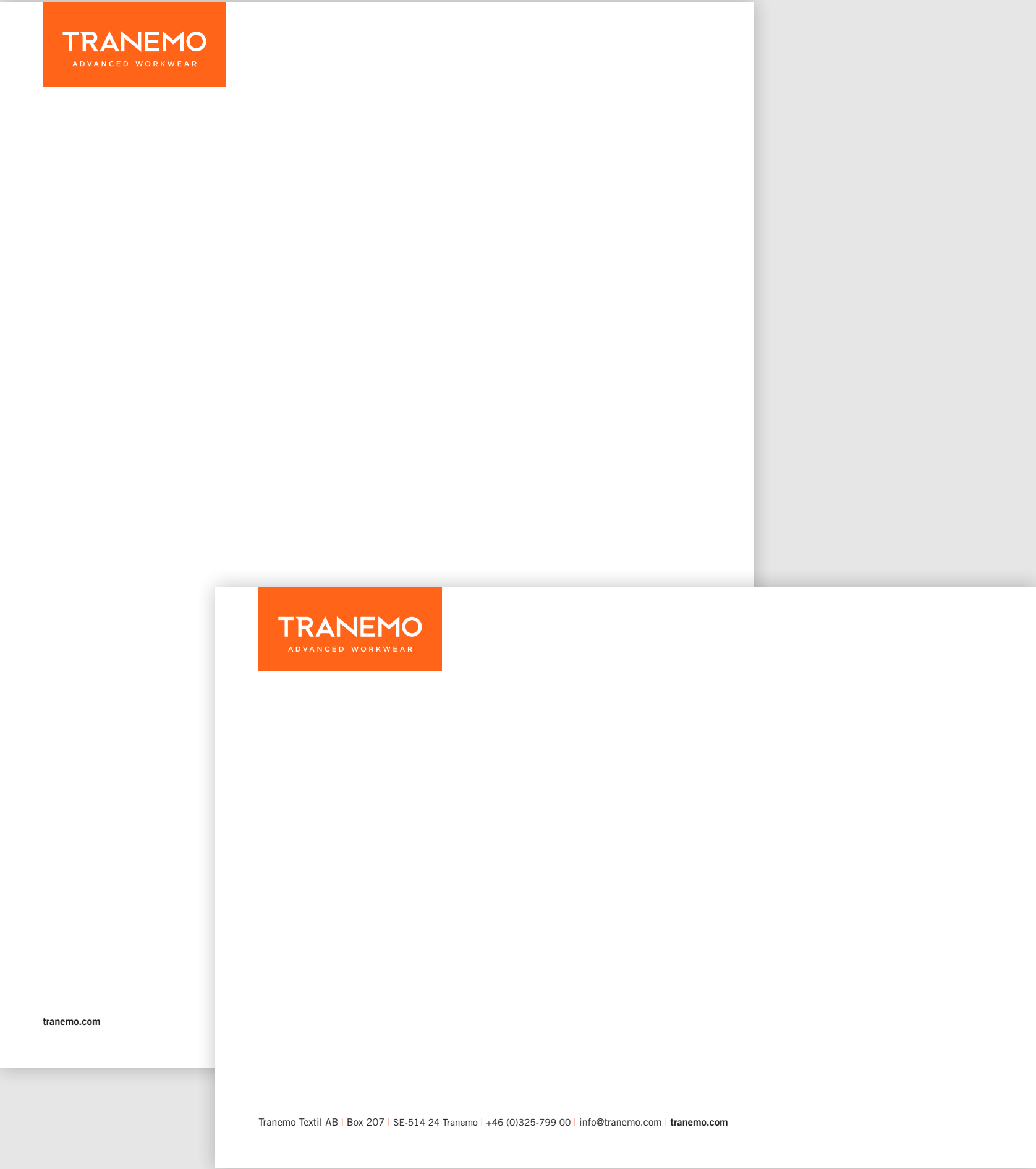
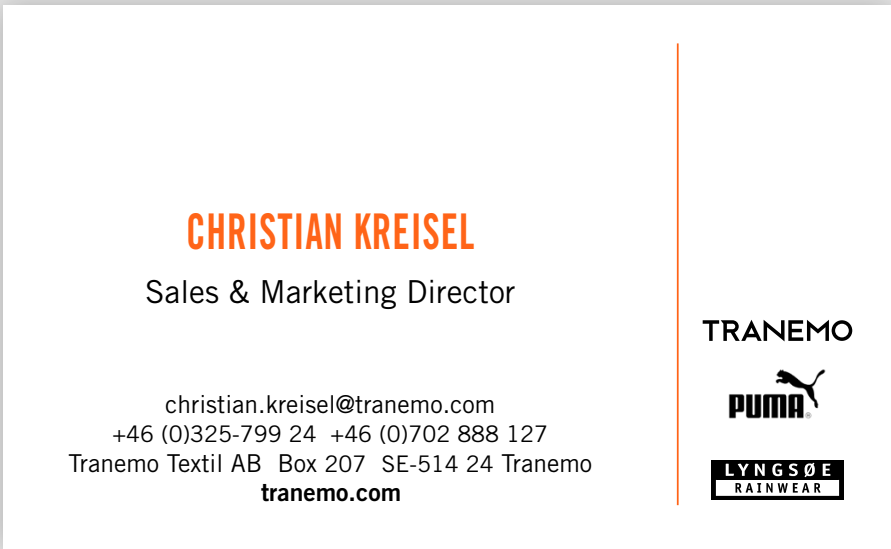
BUSINESS CARD FRONT



BUSINESS CARD BACK



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



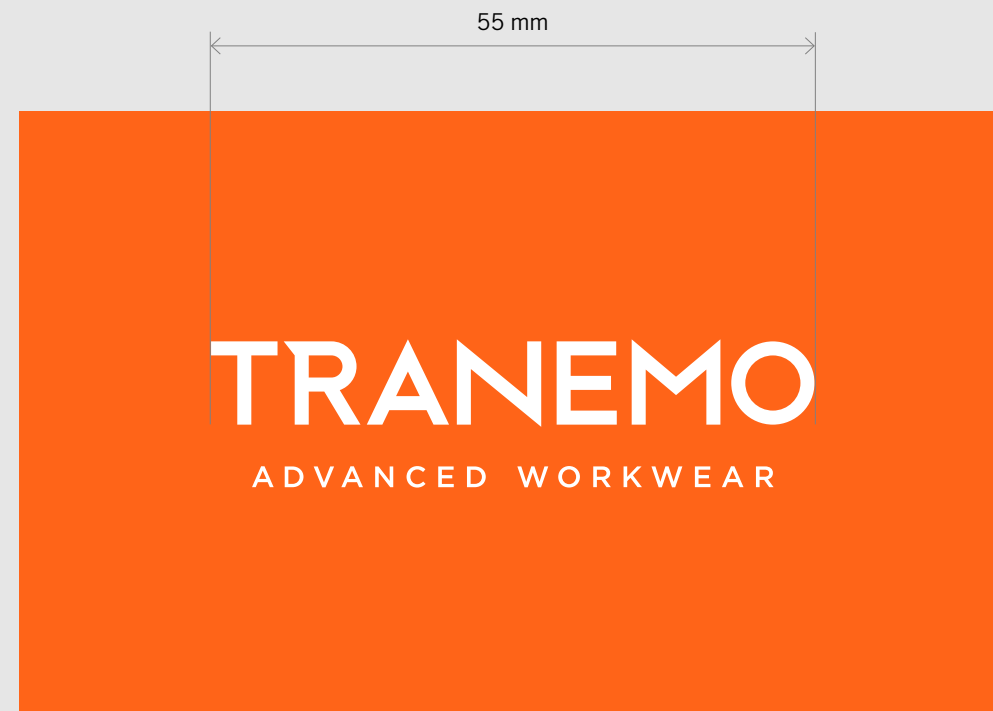
4.4 POSITIONING & MEASUREMENTS

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 centred 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 centred 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

NAME SURNAME

— Title

name.surname@tranemo.com
Tel: +46 (0)325-799 00 | Mob: +46 (0)325-799 00
Tranemo Textil AB | Box 207 | SE-514 24 Tranemo
tranemo.com

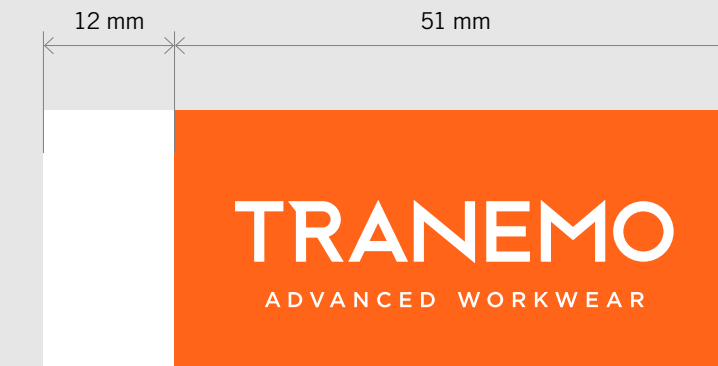
22 mm

24 mm

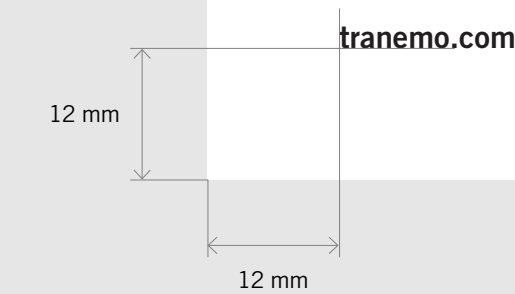
4 mm

LETTER

A4



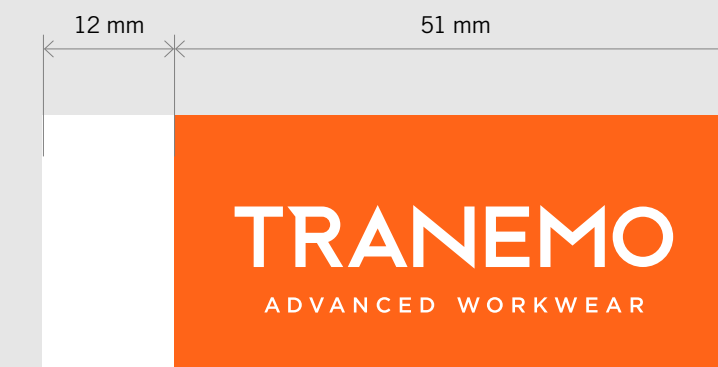
The back of the letter is printed in
Pantone 021 U.



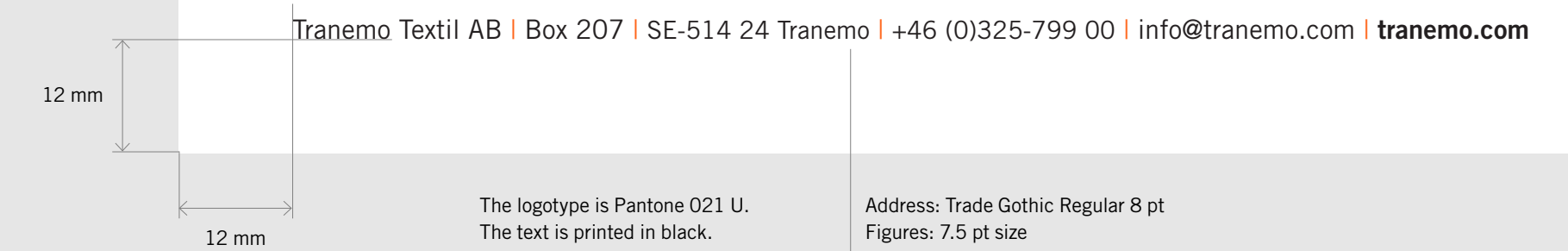
Web address: Trade Gothic Bold No. 2
The text is printed in black.
The logotype is Pantone 021 U.

ENVELOPE

C5



The flap on the envelope is printed in
Pantone 021 U.



The logotype is Pantone 021 U.
The text is printed in black.
“I” is Pantone 021 U.

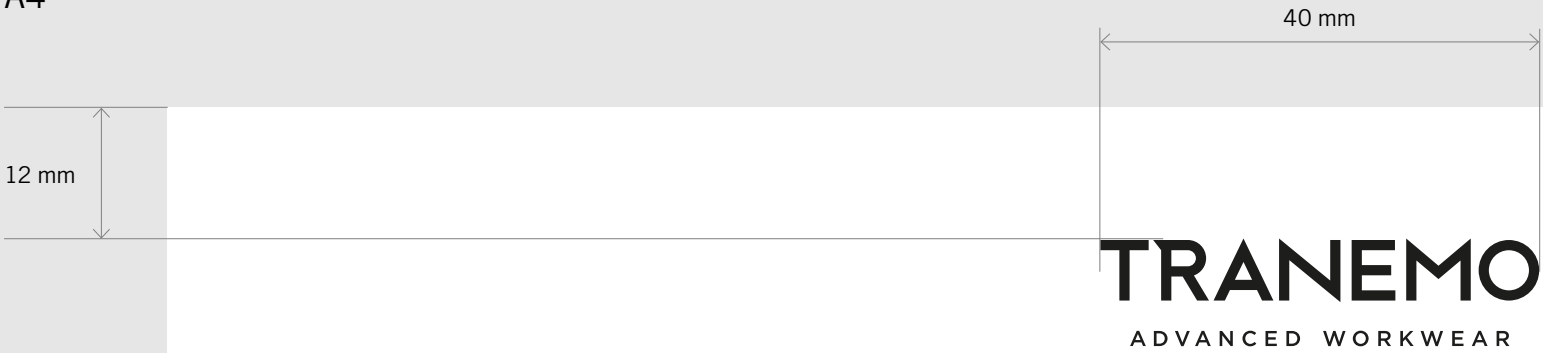
Address: Trade Gothic Regular 8 pt
Figures: 7.5 pt size
Web address: Trade Gothic Bold No. 2

4.5 ALTERNATIVELY LETTER

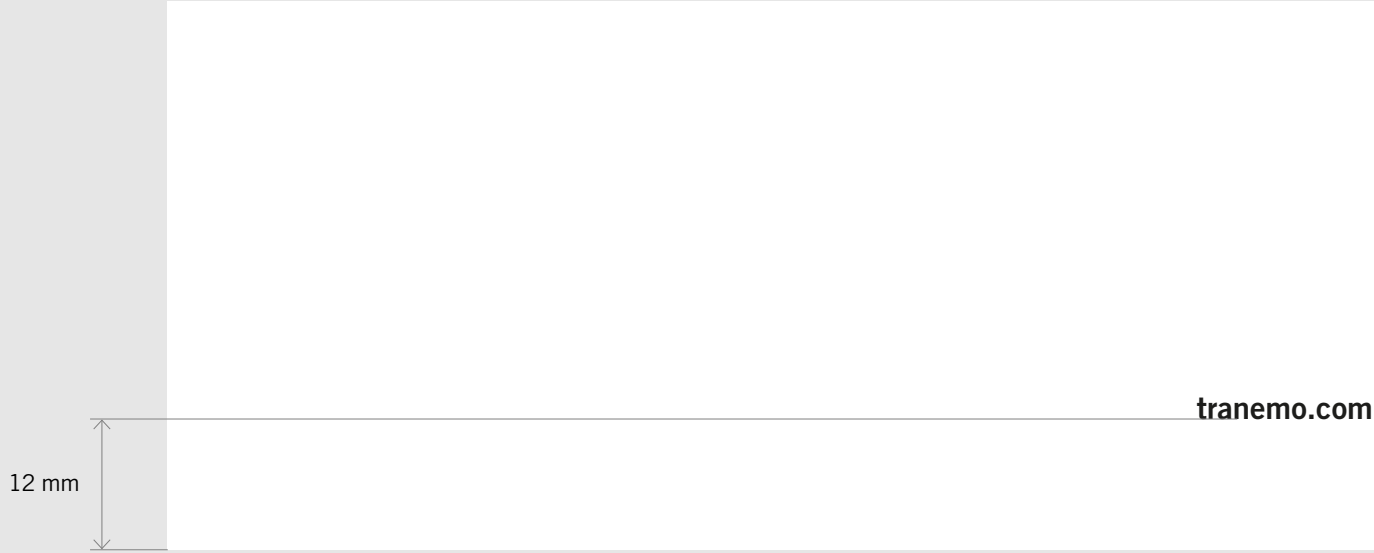
When we are not able to use the pre-printed letter, this template can be used.



LETTER
A4



The logotype is centered horizontally.



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

5

IMAGES & VIDEOS

5.1 HIERARCHY

CONCEPT & BRAND

Communicates the Tranemo brand creating a good feeling, with visionary situations the customer can relate to. It also works to inspire and spark an interest in finding out more about Tranemo.

PRODUCT

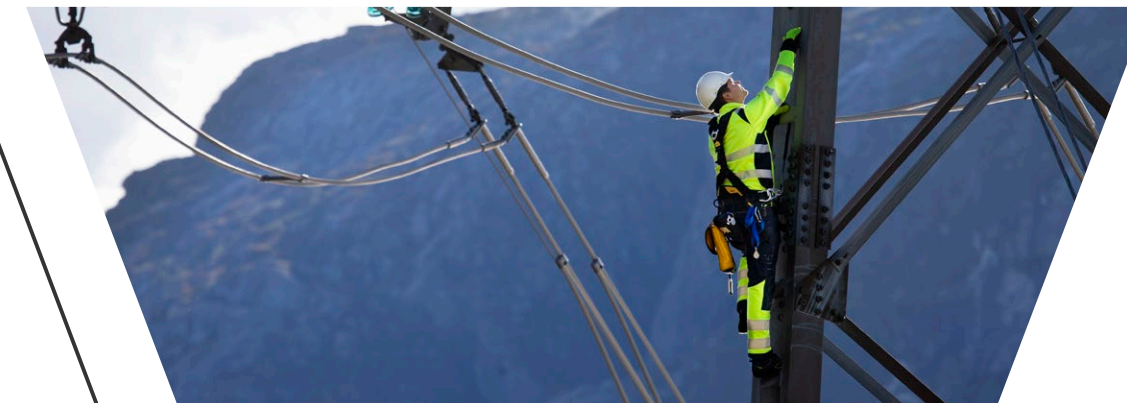
Showing our one or many of our products in a dynamic and interesting manner highlighting the specific USPs of the garment.

TECHNICAL & INSTRUCTIONAL

Detailed information about the function and design of the product, and to help solve or simplify a practical issue.

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

FIRST
CONTACT



CONCEPT & BRAND

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



PRODUCT

Showing our products in a dynamic and interesting manner.



TECHNICAL & INSTRUCTIONAL

Detailed information about the function and design of the product.

BUYING
THE PRODUCT

5.2 CONCEPT & BRAND

Positioning ourselves in our customer segments and communicating our brand look.

PHOTO



VIDEO



5.3 PRODUCT

Examples showing our products in action, studio shots, details etc.
Videos featuring one or many products highlighting the specific USPs of the garment.

PHOTO



VIDEO



5.4 TECHNICAL & INSTRUCTIONAL

Examples of technical aspects through details and close ups.
Instruction videos to inform internal and external parts and help solve or simplify a practical issue.

PHOTO



VIDEO



5.5 CLOSE UPS & INTERVIEWS

Examples capturing the feeling of a person wearing our products. To be used as storytelling, information, product launch material etc.

PHOTO



VIDEO



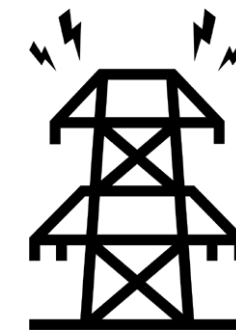
6

GRAPHIC ELEMENTS

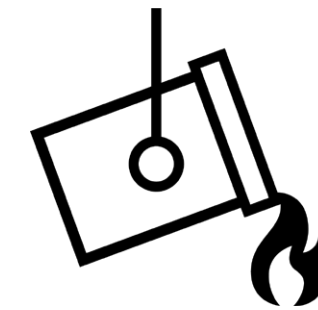
6.1 SEGMENT SYMBOLS

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.

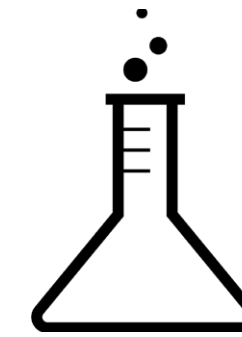
ELECTRICITY & ENERGY



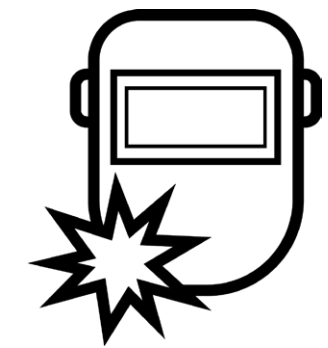
SMELTERS & FOUNDRIES



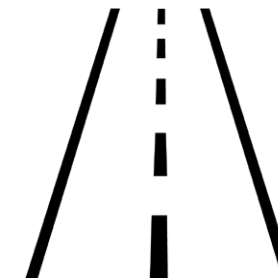
CHEMICAL & PETROCHEMICAL



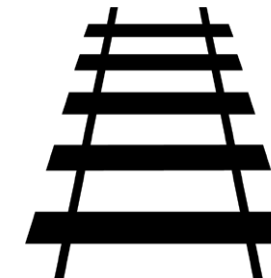
WELDING



TRAFFIC



RAILWAY

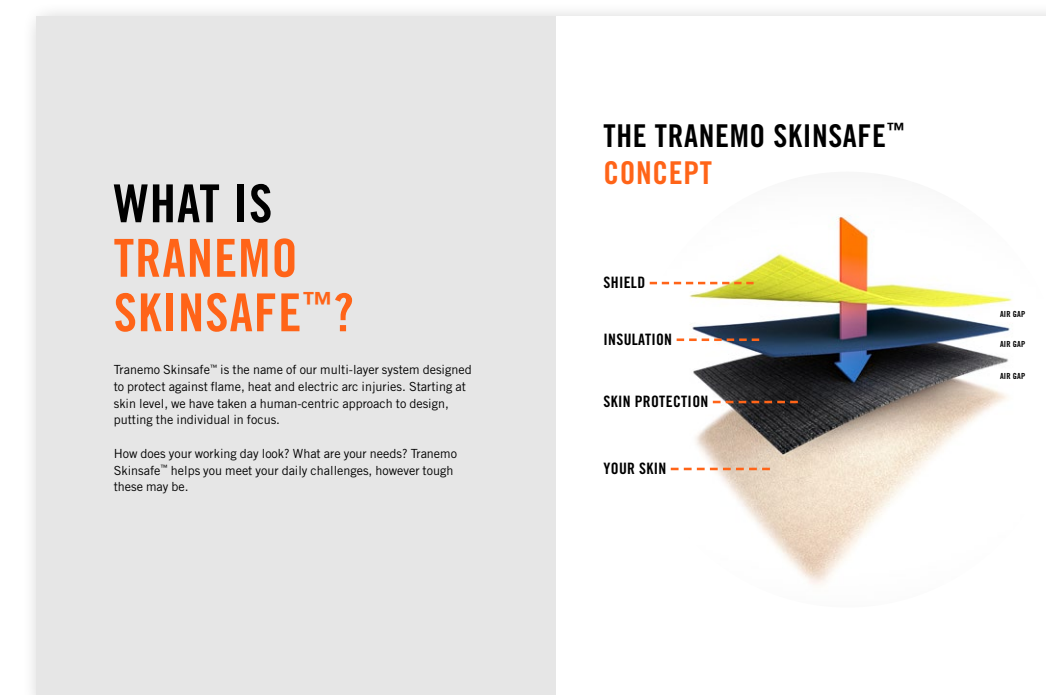
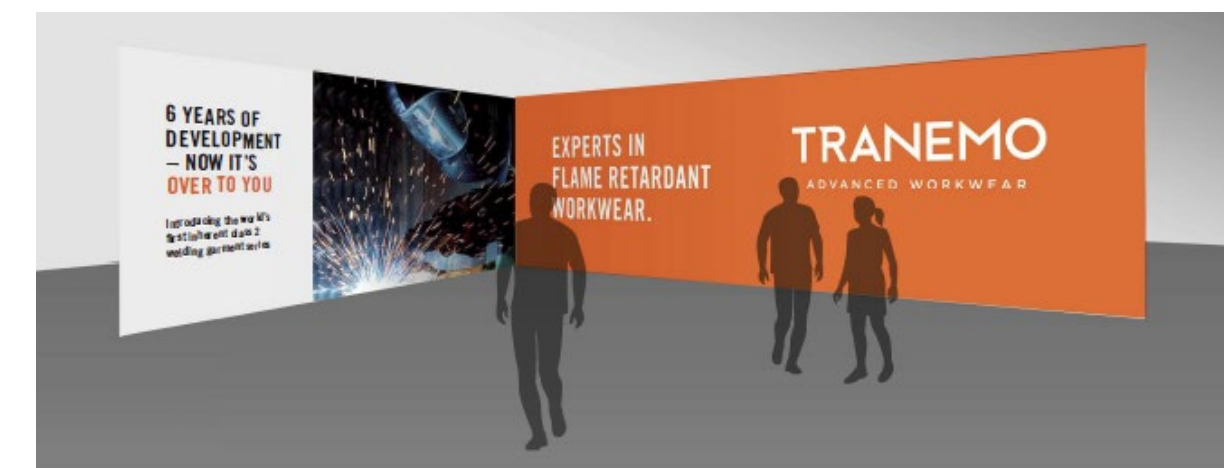
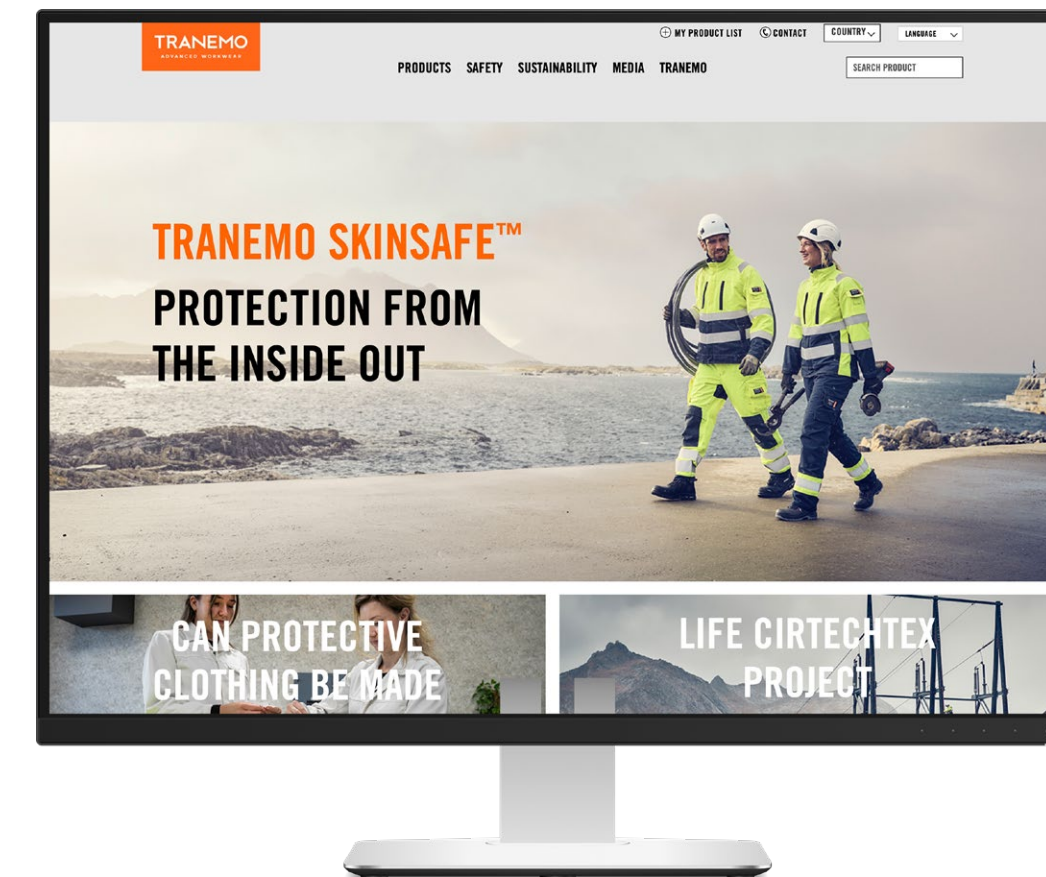


EXAMPLES:



7 EXAMPLES

7.1 EXAMPLES



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ADVANCED WORKWEAR