

Brand Book

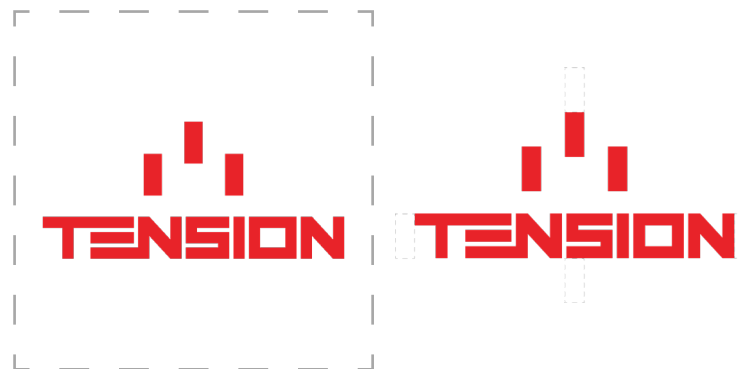
Logotype



Our visual identity is an essential part of the TENSION brand. The usage of the logo must be correct and consistent to maintain TENSION's brand strength.

The logo is the brand and, thus, the sender of all communications. The logo is red, black, or white, with or without dots. The logo may be used against any background, but primarily choose between red, black, white, and grey.

Space around the logo



The logo should always be used and placed to be visible and apparent. Therefore, there must always be a free zone around the logo.

The minimum distance that the logo must be placed from other objects changes depending on the size of the logo in use. The logo must not be placed closer to any other object or text than the size of the dots in the logo.

Colours



Primary colour
C 11, M 88, Y 79, K 1
Pantone 1788 C
Hex #d33a35



Secondary colour
C 37, M 28, Y 29, K 7
Pantone 877 C
Hex #a7a7a7



Primary colour
C 0, M 0, Y 0, K 0
Pantone
Hex #ffffff



Secondary colour
C 0, M 0, Y 0, K 100
Pantone Black 6 C
Hex #000000

The dots



Use the dots to "Tensionify" information in, e.g., information sheets, signs, flyers, on rollups, as fact boxes.

Get into the habit of using Tension red, but if necessary, adapt the color of the dots to the background for maximum contrast.

Typography

Main font: Titilium Web

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö1234567890,-_ ;?!
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö1234567890,-_ ;?!

- Titilium Web Extra Light
- Titilium Web Light
- Titilium Web Regular
- *Titilium Web Italic*
- **Titilium Web Semibold**
- **Titilium Web Bold**

Titilium Web is the typeface used both in print and on the web.

Slogan

"We one have one rule: We don't do boring"

"Where cutting edge is normal"

Core values

Excitement

We challenge the way you work and make it more fun.

Surprise

We surprise you with what you thought was impossible.

Innovation

We form your future with our creativity.

Inspiration

We share our knowledge for your digital future.

Communication

TENSION highlights its partners, projects & technical solutions (showcases). TENSION has strong focus on B2B in its external communication.

All communication takes place under the name TENSION. We avoid "graphics," "technology," & "education" to prevent confusion.

Our Language

TENSION communicates with a cheerful tone that gives a peppy feeling and shares the company's energy. As for TENSIONhuset, we write in Swedish with a B2C focus.

With its products, VITS & Onsite, TENSION technology has a B2B-oriented language in English. We highlight collaboration partners, projects, and our showcases. All communication takes place solely under the name TENSION.

Print

TENSION 



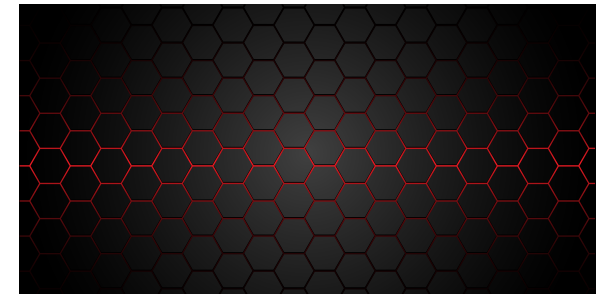
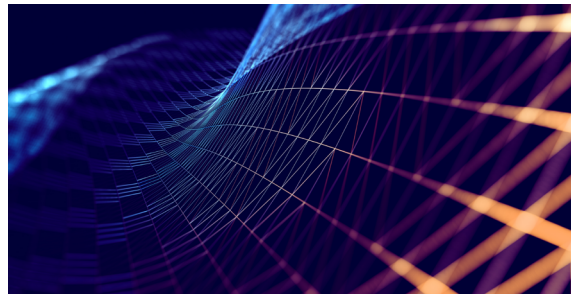
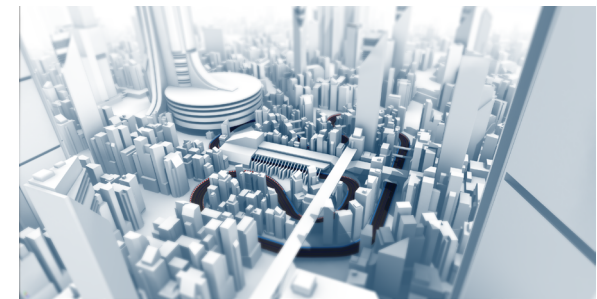
The logo can be modified to fit printing on clothing (sweaters, jackets, pants, etc.) The printed logo is red against the white, black, or gray fabric.



Illustrations

Illustrations are usually the easiest way to produce an image, communicating precisely what you want. Work with simple vector-based illustrations for maximum contrast and harmony with the TENSION logo and graphic profile.

TENSION's illustrations and graphics should help highlight the "techy" and gamified feeling we want to communicate in our external and internal communication. By using tags like "mesh," "futuristic," "technology," "cyber," "network," etc., when looking for Graphic Resources, you can find the perfect fit.



Contact Info

tension.se

info@tension.se

Tel: 023 - 298 00

Trotzgatan 29, Falun
791 72 Dalarna
SWEDEN

Social Media



facebook.com/tensiongraphics



[@tensionhuset](https://www.instagram.com/@tensionhuset)



[TENSION_graphics](https://www.linkedin.com/company/TENSION_graphics)



twitter.com/fromTension



[Tension Graphics](https://www.youtube.com/Tension_Graphics)

**For questions regarding the TENSION Brand Book,
please contact:**

Emma Tranevik, Marketing Director
TENSION group

emma@tension.se

+46(0)70 33 99 192