

# Logo Guide

**BUILDING AWARENESS** As a TANDBERG partner you represent us in your respective markets. To make sure that TANDBERG is recognized and the logo is used consistently worldwide, we have put together logo guidelines to help you when planning and executing your sales and marketing activities.

If you have questions that are not covered in these guidelines, please contact your local TANDBERG Marketing contact.

The word "TANDBERG" is displayed in a bold, uppercase, sans-serif font. It is centered within a white rectangular area defined by a thin grey crosshair consisting of a vertical line on the left, a vertical line on the right, and a horizontal line above and below the text.

## 1 . **TANDBERG COMPANY NAME**

The company name is TANDBERG. This name must be used in all general communication.

**USE OF CAPS IN TEXT** TANDBERG is always written with caps in headings and body text to make the company name stand out and at the same time differentiate us from other Tandberg companies (see below).

**OTHER TANDBERG COMPANIES** Tandberg Television, Tandberg Data and Tandberg Storage are companies that share the Tandberg name. These companies have no other connection with TANDBERG.

## 2 . **TANDBERG LOGO**

The TANDBERG logo is used to represent TANDBERG and its products. Any use of the logo by third parties, including co-branding initiatives with authorized partners and alliance partners, must be authorized by the local TANDBERG Marketing Manager in charge of the relationship with the third party.

**RECONSTRUCTION OF THE TANDBERG LOGO** The TANDBERG logo is especially designed for TANDBERG and the font does not exist in any font library. Therefore, do not attempt to reconstruct the TANDBERG logo.

**ORIENTATION OF THE LOGO** In all marketing communication the logo must be used horizontally.

**TANDBERG NAME IN TEXT** The TANDBERG logo cannot be used in headlines and copy. TANDBERG must be spelled out.

**ONLINE LOGO USAGE** When used in online media, please link the TANDBERG logo to the TANDBERG website: [www.tandberg.net](http://www.tandberg.net)

**LOGO FILES** Please refer to our web site for logo files in high and low resolution and vector format: [http://www.tandberg.net/press\\_room/tandberg\\_logo.jsp](http://www.tandberg.net/press_room/tandberg_logo.jsp)

## 3 . **LOGO COLORS**

The logo must appear in black or dark grey. The logo must never appear in orange or any other highlighting color.

On a picture or in a dark background, the logo may be white. When using the logo on a picture the background must be solid enough so that the logo stands out clearly. The same amount of protective area around the logo applies (see 4).

# TANDBERG

The TANDBERG logo is custom made. Therefore, do not attempt to reconstruct it using font libraries.

---

## TANDBERG

Dark Grey  
R120 / G121 / B125  
C0 / M0 / Y0 / K56  
PMS 424



White logo on a picture. Remember the protected area (see 4).

---

4 . **PROTECTED AREA**

Text and graphics must not appear too close to the TANDBERG logo. The protected area surrounding the logo is equivalent to the height of the word TANDBERG. The logo must always appear in its entirety.

5 . **MOVING LOGO**

The logo cannot be distorted when put in motion. When animating the logo, e.g. in computer based presentations or videos, the logo must be displayed in one piece. Do not reveal it letter-by-letter. If you are using animation, use a fast and crisp build-up.

6 . **USE OF 3D LOGOS**

In print the logo is always two-dimensional. The use of three-dimensional logo is allowed in special circumstances, such as three-dimensional computer simulations and signage.

7 . **GUIDELINES FOR JOINT ADVERTISING AND OTHER ACTIVITIES**

**WHEN TWO OR MORE COMPANIES APPEAR AS EQUAL PARTNERS** In advertising in which TANDBERG and one or several companies appear as equal partner, for example, to launch a new product or promotion, the advertising does not follow any particular company's guidelines. All of the logos must be the same size (by surface area). If individual companies' products appear, they must be given equal exposure or importance.

**WHEN TANDBERG APPEARS IN ANOTHER COMPANY'S MARKETING** If the TANDBERG company logo appears in another company's advertising, it must follow the rules defined for use of the TANDBERG logo in this document. It must be large enough to be clearly visible. The preferred usage of the TANDBERG logo is black or dark grey on a plain, light background. If this is not possible, and the background is solid enough, the white version may be used.



The protected area surrounding the logo equals the height of the word TANDBERG

**TANDBERG PHOTOGRAPHY**

**PLEASE REFER TO OUR WEBSITE FOR PRODUCT AND IN-USE PHOTOGRAPHY IN HIGH AND LOW RESOLUTION:**

**[HTTP://WWW.TANDBERG.NET/PRESS \\_ ROOM/PHOTO \\_ GALLERY.JSP](http://www.tandberg.net/press_room/photo_gallery.jsp)**

**THE PHOTOGRAPHY LOCATED HERE CAN BE USED FOR YOUR OWN AND JOINT MARKETING PURPOSES.**