

Tentou - Design Manual



The following contains guidelines for use of the logo, layout, use of color, and other elements.
Please read this design manual before using the logo.

To get started, please install the font
”Source Sans Pro”

How to install the font :

- 1: In the FONTS folder, double-click on the file ”SourceSansPro-Regular.otf”
- 2: Click on “Install” (Windows) or “Install font” (Mac).

“Source Sans Pro” is recommended to be the standard font used for all printed publications, letters, folders, books, etc. If you run into problems or have questions, please contact:

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ1234567890
abcdefghijklmnopqrstuvwxyzæøå -.,?=(/ & % ¤ # " ' @ * +

} Source Sans Pro Reg.
} Brødtekst

SOURCE SANS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ1234567890
abcdefghijklmnopqrstuvwxyzæøå -.,?=(/ & % ¤ # " ' @ * +

} Source Sans Pro Bold.
} Overskrifter

“*Neque porro quisquam est qui dolorem ipsum quia dolor sit amet,
consectetur, adipisci velit*”

-Source Sans Pro - Extralight

LOGO AND MARGIN GUIDELINES:

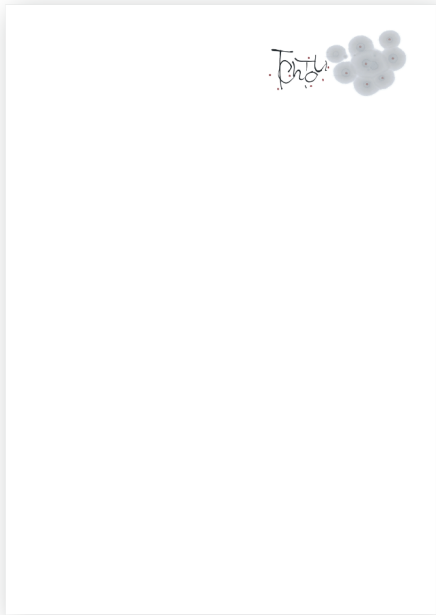
The blue frame around the logo defines the distance from the edge of the document when positioning the logo.



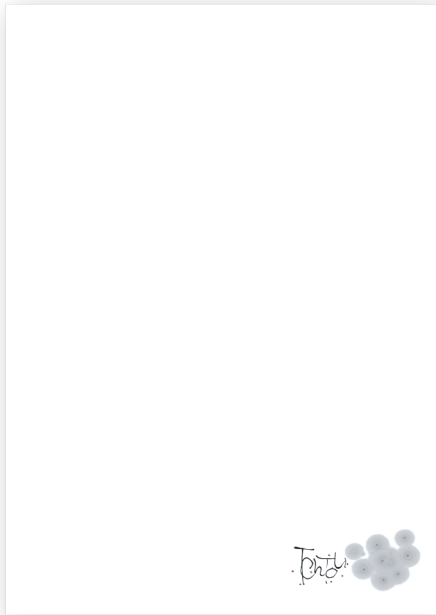
LAYOUT WITH THE LOGO:

The logo should always be right-justified and positioned either at the top or bottom. For full-page photos and illustrations, the logo should be positioned to the right center as illustrated in

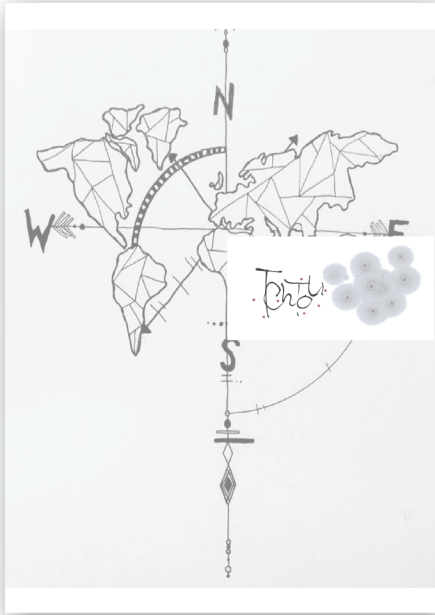
A1



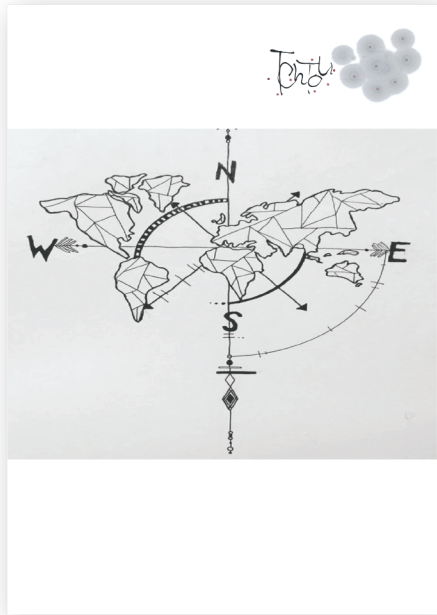
A2



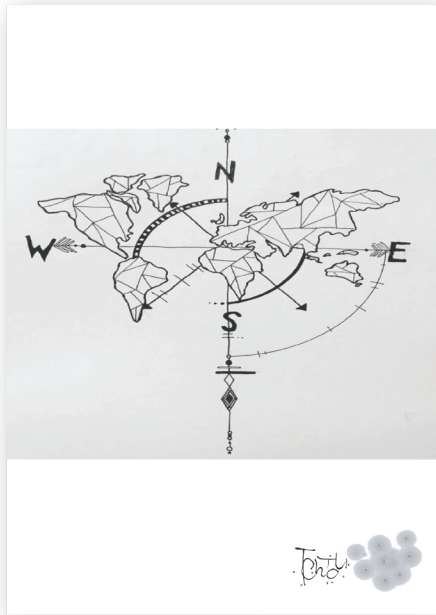
A3



A4

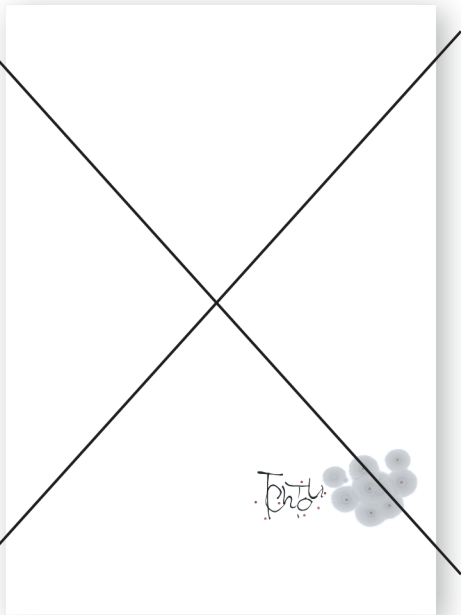


A5

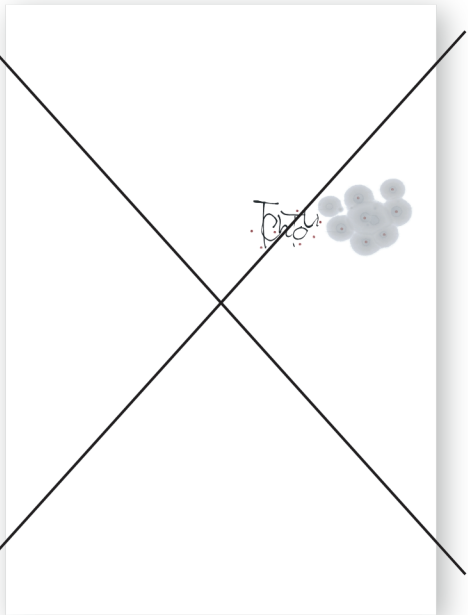


Incorrect logo layout: The logo should always be on a white background.

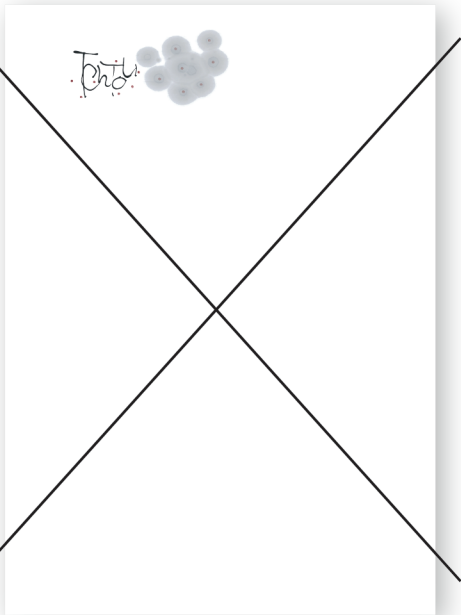
B1



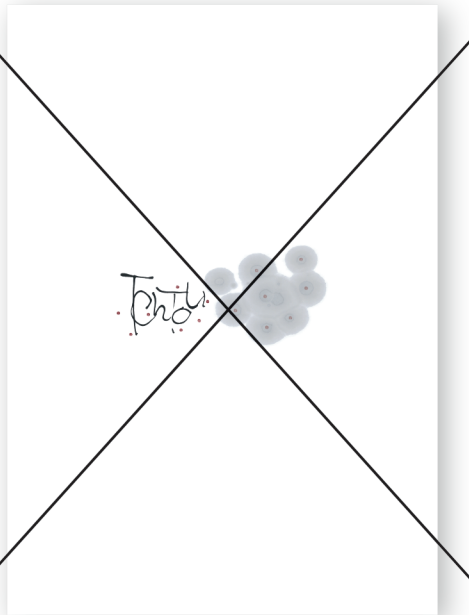
B2



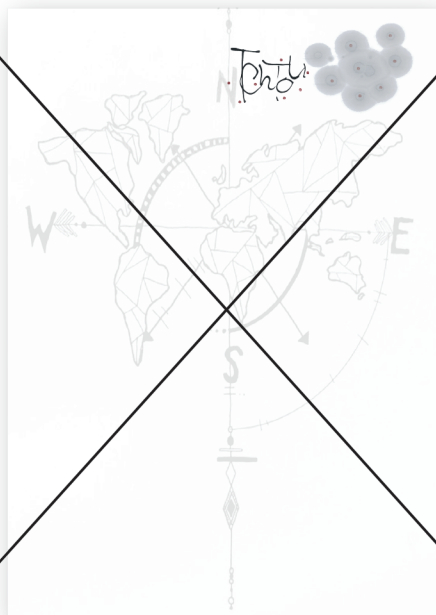
B3



B4

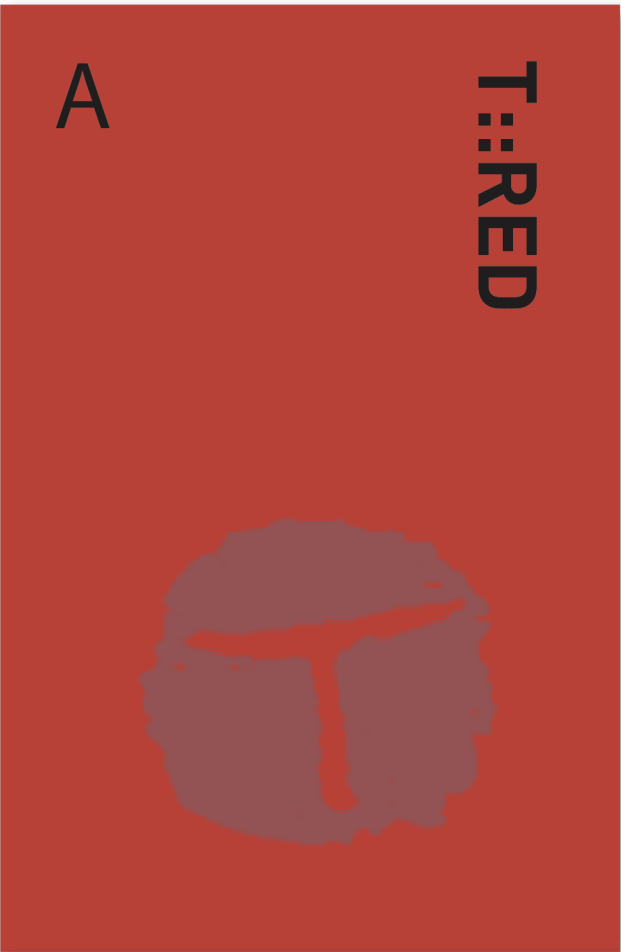


B5



COLOR PALLETTE / TONE:

A: Logo component B: Background / paper c: Graphic components and ornament D: Tentou logotype



T: RED
Cmyk: 26 ,87, 78, 21
Pantone: 7623C
Rgb: 153, 51, 51
Hex: 99, 33, 33



T: WHITE
Cmyk: 00, 00, 00, 00
Pantone: ?
Rgb: 255, 255, 255
Hex: ff, ff, ff



((T: GRAY - IN PROGRESS))
Cmyk: 00, 00, 00, 10
Pantone: Cool Gray 2
Rgb: 237, 237, 237
Hex: ED, ED, ED



T: BLACK
Cmyk: 54, 44, 47, 56
Pantone: 447 C
Rgb: 51, 51, 51
Hex: 33,33,33

LETTERHEAD AND ENVELOPES:

On envelopes, the logo should be stamped in the lower right corner (see below):



CYCLUS PAPER:

Cyclus is fine-grade paper for graphics use, composed solely of fibers from recycled paper. This means reduced use of energy and water resources, and signals your organization’s attitude in terms of the environment.. Cyclus is a complete line of paper for print, with great uniformity whether as rolls or sheets. It’s the only line of paper which can be used for all paper-based assignments for organizations using printed publications, letterhead, photocopying, envelopes, and business cards.

Cyclus offers creative possibilities in the production process, without the use of environmentally unsafe chemicals. This is the reason that Cyclus has earned all major environmental certifications, fulfilling the most stringent government recommendations. When you choose Cyclus, you are also contributing to transforming 120,000 tons of waste paper into fine-grade paper for graphics use.

Both Cyclus for Print and Offset have received the Nordic Swan, Blue Angel and, most recently, EU Flower labels.

If Cyclus is not available in your area, please use a similar environmentally friendly brand and grade of paper.

E-MAIL SIGNATURE:

Example:



Med venlig hilsen/Best regards
Søren Hermansen

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sh@energiakademiet.dk

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www.tentou.org
www.energiakademiet.dk
www.arkiv.energiinstituttet.dk
www.denpositiveforandring.dk
www.pioneerguide.com

MORE TO COME

TENTOU DESIGN MANUAL :
This version is based on Samsø Energy Academy’s design manual, which was developed by
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If you run into problems or have questions, please contact:
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