

# BRAND GUIDELINES

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Logo	Vertical	3
	Horizontal	5
	Minimum clear space	7
	Acceptable / unacceptable use	8
	Social Media	9
	Logo with Business Areas	10

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Colours	Corporate colours for print and digital use	12
	Primary colours / Tampnet	13
	Secondary Colours / Business Areas	14

---

Typography	Overview	15
	Usage	16
	Layout	17

---

Business Areas	Overview	18
	Icons and colours	19

---

Pictures	Corporate profile	21
	Services	22
	Business Areas	23

---

Graphic Elements	Business icons & grid	24
	Digital Services	25
	Wind Energy	26
	Maritime	27
	Oil & Gas	28
	Carrier	29
	Semicircle	30
	Tampnet DRIVE	31

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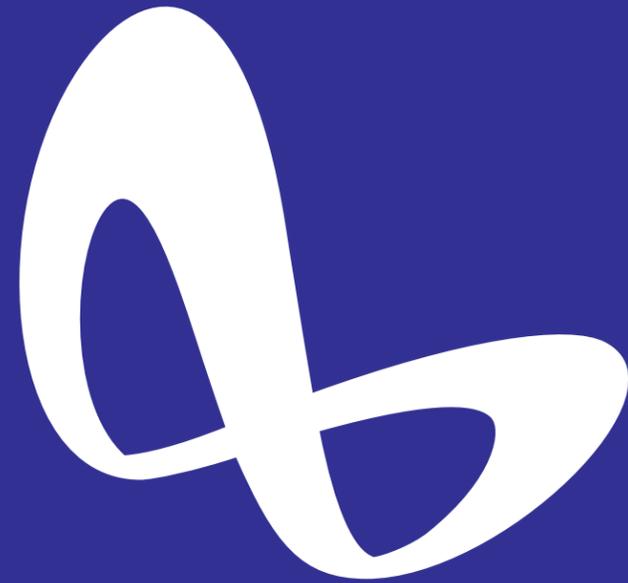
Signature	Raising the Standard	32
	We're here	34

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Corporate	Business Card	36
	E-mail Signature	37
	Tampnet Next	38



tampnet



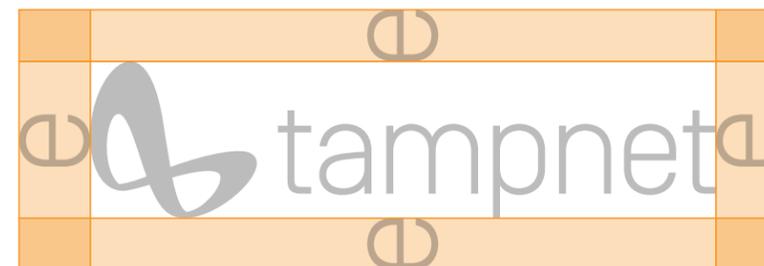
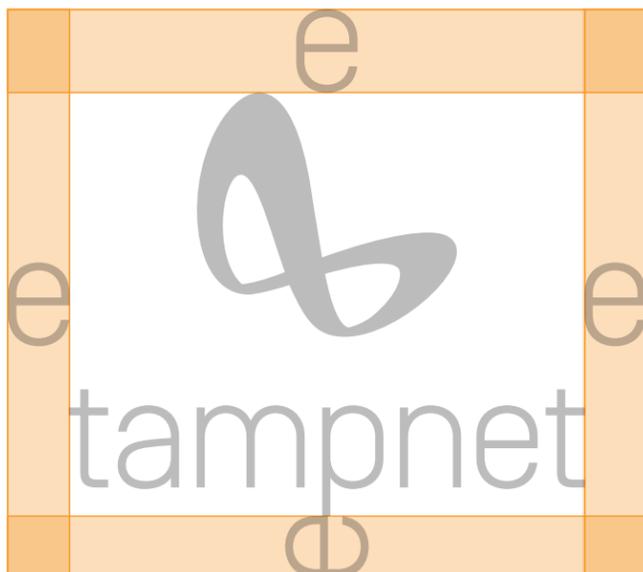
tampnet





Tampnet has a vertical and a horizontal logo. The latter has been the most commonly used through the re-branding and is the preferred one of the two - except for Social Media. On Social Media the vertical logo should be used.

The colour of the logo depends on the background in which the logo is placed. Sufficient contrast is crucial for legibility.



Min. size horizontal

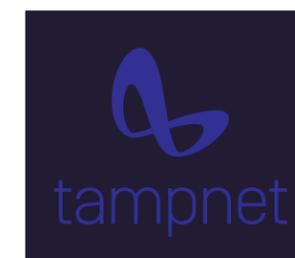
Min. size vertical



Accepted colours and shapes

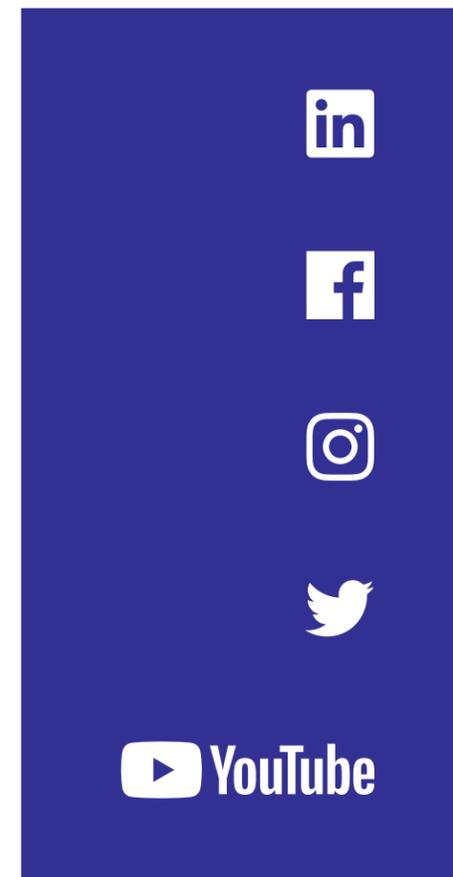
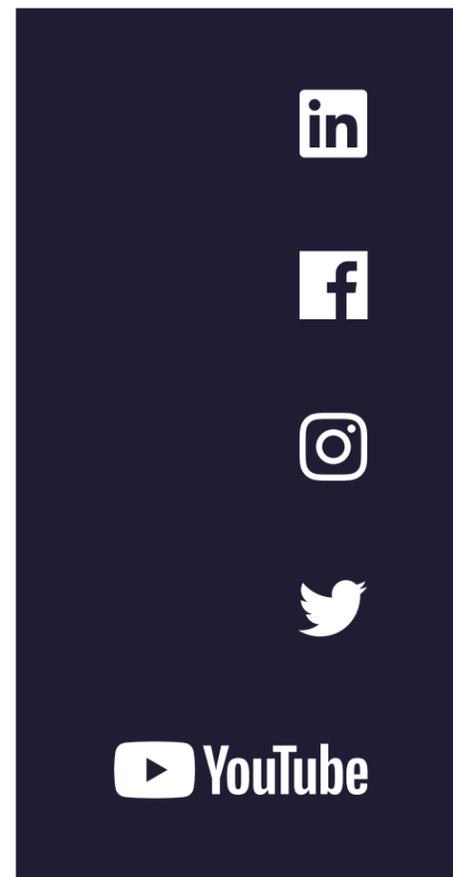


Unaccepted colours and shapes

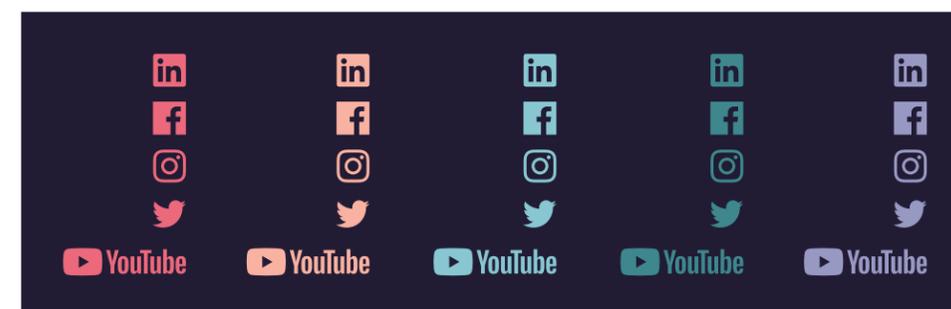


On Social Media the vertical logo in a purple square should be used.

The Social Media pictorams should be set in Tampnet Purple on white background, and white on any other background.



When communicating from a business area the background should be dark purple with the business area colour applied to the Social Media icons as shown.





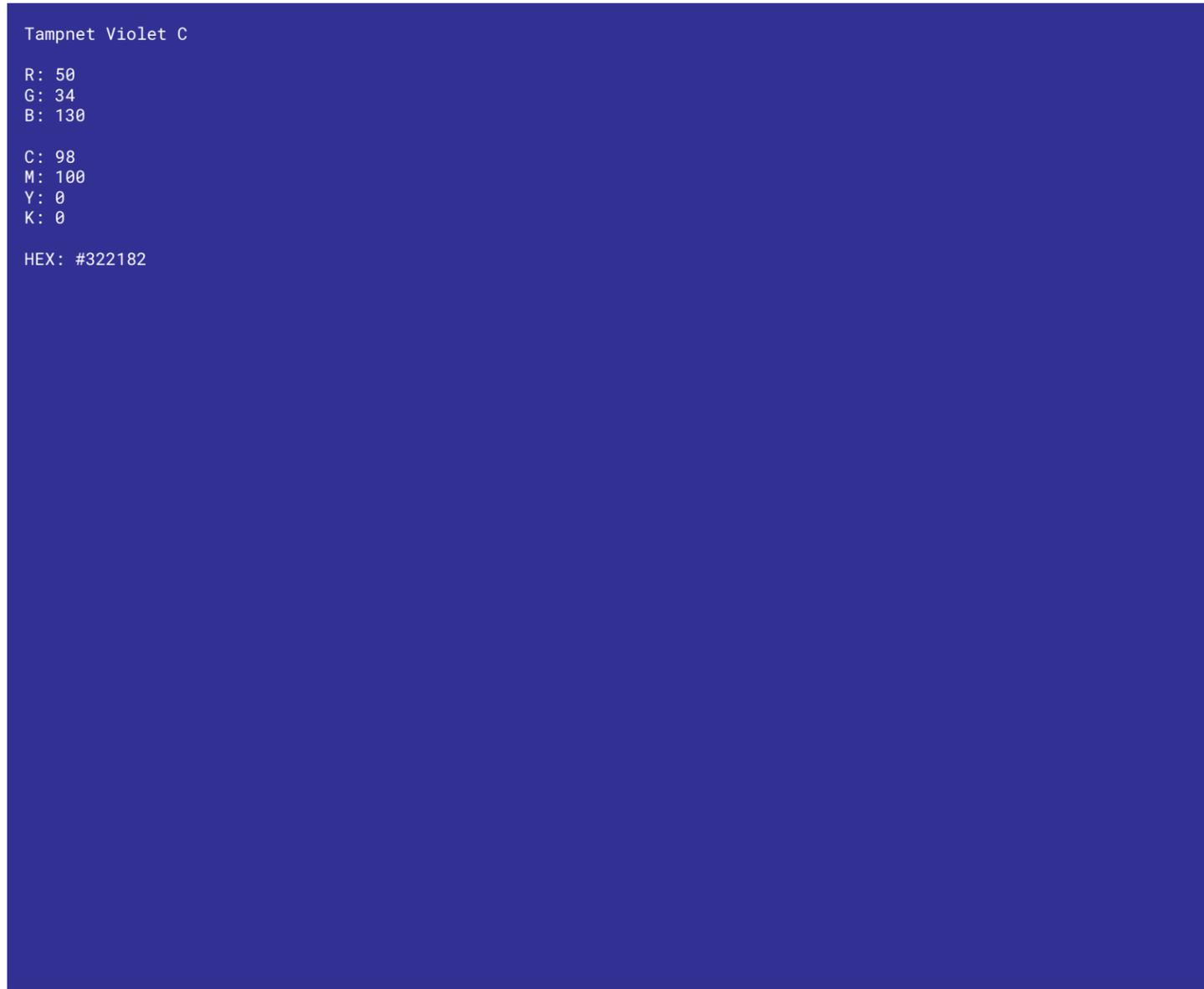
 tampnet | digital services  
.....

 tampnet | wind energy  
^

 tampnet | maritime  
~

 tampnet | oil & gas  
v

 tampnet | carrier  
x

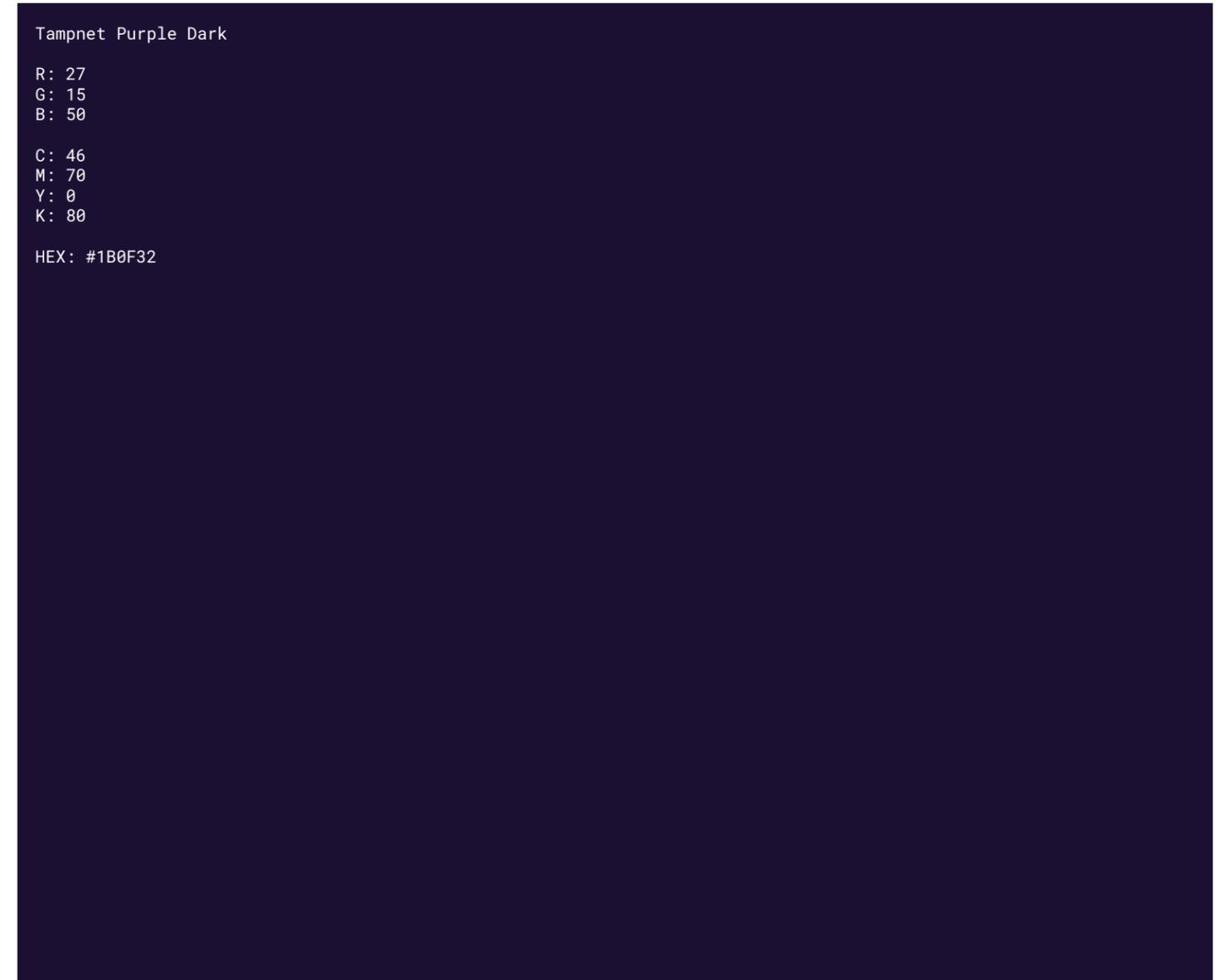


Tampnet Violet C

R: 50  
G: 34  
B: 130

C: 98  
M: 100  
Y: 0  
K: 0

HEX: #322182

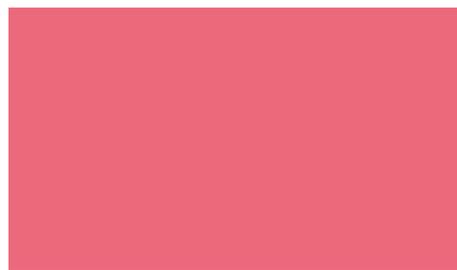


Tampnet Purple Dark

R: 27  
G: 15  
B: 50

C: 46  
M: 70  
Y: 0  
K: 80

HEX: #1B0F32



Digital Services

R: 231  
G: 107  
B: 124

C: 0  
M: 54  
Y: 46  
K: 9

HEX: #E76B7C



Wind Energy

R: 249  
G: 178  
B: 162

C: 0  
M: 29  
Y: 35  
K: 2

HEX: #F9B2A2



Maritime

R: 135  
G: 211  
B: 226

C: 44  
M: 0  
Y: 10  
K: 0

HEX: #87D3E2



Oil & Gas

R: 53  
G: 129  
B: 137

C: 100  
M: 0  
Y: 32  
K: 24

HEX: #008A96



Carrier

R: 175  
G: 160  
B: 201

C: 13  
M: 20  
Y: 0  
K: 21

HEX: #AFA0C9



Tampnet Metro Orange

R: 241  
G: 148  
B: 43

C: 0  
M: 39  
Y: 82  
K: 5

HEX: #f1942b

The corporate colours are used in the Tampnet logo and should be the most prominent colours in all Tampnet communications.



Tampnet Violet C	R: 50 G: 34 B: 130
	C: 98 M: 100 Y: 0 K: 0
Pantone: Violet C	HEX: #322182

80%	R: 90 G: 77 B: 155
	C: 42 M: 50 Y: 0 K: 39
	HEX: #5A4D9B

60%	R: 132 G: 121 B: 180
	C: 27 M: 33 Y: 0 K: 29
	HEX: #8479B4

40%	R: 173 G: 166 B: 205
	C: 16 M: 19 Y: 0 K: 20
	HEX: #ADA6CD

20%	R: 214 G: 210 B: 230
	C: 7 M: 9 Y: 0 K: 10
	HEX: #D6D2E6



Tampnet Dark Purple	R: 27 G: 15 B: 50
	C: 46 M: 70 Y: 0 K: 80
Pantone: 20-0135 TPM Violet Femme	HEX: #1B0F32

80%	R: 72 G: 64 B: 90
	C: 20 M: 31 Y: 0 K: 465
	HEX: #483E5A

60%	R: 118 G: 111 B: 132
	C: 11 M: 16 Y: 0 K: 48
	HEX: #766F84

40%	R: 164 G: 159 B: 173
	C: 6 M: 8 Y: 0 K: 32
	HEX: #A39FAD

20%	R: 209 G: 207 B: 214
	C: 2 M: 3 Y: 0 K: 16
	HEX: #D1CFD6

Tampnet Metro Orange can be used sparingly to highlight key messages. Blocks or bands of the orange colour may be used to add visual impact to illustrations for example Tampnet Pop Metros on coverage maps



Tampnet Metro Orange	R: 241 G: 148 B: 43
	C: 0 M: 39 Y: 82 K: 5
Pantone: 715 XGC	HEX: #f1942b

80%	R: 243 G: 169 B: 85
	C: 0 M: 30 Y: 65 K: 5
	HEX: #F3A955

60%	R: 246 G: 190 B: 127
	C: 0 M: 23 Y: 48 K: 4
	HEX: #F6BE7F

40%	R: 249 G: 212 B: 170
	C: 0 M: 15 Y: 32 K: 2
	HEX: #F9D4AA

20%	R: 252 G: 233 B: 212
	C: 0 M: 8 Y: 16 K: 1
	HEX: #FCE9D4

The corporate colour palette is complemented by the Business Area colours and is to be applied when communicating from said Business Area.

<p>Digital Services</p> <p>R: 231 G: 107 B: 124</p> <p>C: 0 M: 54 Y: 46 K: 9</p> <p>Pantone: 198 U HEX: #E76B7C</p>	<p>80%</p> <p>R: 235 G: 136 B: 150</p> <p>C: 0 M: 42 Y: 36 K: 9</p> <p>HEX: #EB8896</p>	<p>60%</p> <p>R: 240 G: 166 B: 176</p> <p>C: 0 M: 31 Y: 27 K: 6</p> <p>HEX: #F0A6B0</p>	<p>40%</p> <p>R: 245 G: 195 B: 202</p> <p>C: 0 M: 20 Y: 18 K: 4</p> <p>HEX: #F5C3CA</p>	<p>20%</p> <p>R: 250 G: 225 B: 228</p> <p>C: 0 M: 10 Y: 9 K: 2</p> <p>HEX: #FAE1E4</p>
<p>Wind Energy</p> <p>R: 249 G: 178 B: 162</p> <p>C: 0 M: 29 Y: 35 K: 2</p> <p>Pantone: 487 U HEX: #F9B2A2</p>	<p>80%</p> <p>R: 250 G: 193 B: 180</p> <p>C: 0 M: 23 Y: 28 K: 2</p> <p>HEX: #FAC1B4</p>	<p>60%</p> <p>R: 251 G: 208 B: 199</p> <p>C: 0 M: 12 Y: 12 K: 0</p> <p>HEX: #FBD0C7</p>	<p>40%</p> <p>R: 252 G: 224 B: 217</p> <p>C: 0 M: 11 Y: 14 K: 1</p> <p>HEX: #FDE0D7</p>	<p>20%</p> <p>R: 253 G: 239 B: 236</p> <p>C: 0 M: 6 Y: 7 K: 1</p> <p>HEX: #FDEFEC</p>
<p>Maritime</p> <p>R: 135 G: 211 B: 226</p> <p>C: 44 M: 0 Y: 10 K: 0</p> <p>Pantone: 310 HEX: #87D3E2</p>	<p>80%</p> <p>R: 159 G: 219 B: 231</p> <p>C: 31 M: 0 Y: 9 K: 0</p> <p>HEX: #9FDBE7</p>	<p>60%</p> <p>R: 183 G: 228 B: 237</p> <p>C: 23 M: 4 Y: 0 K: 7</p> <p>HEX: #B7E4ED</p>	<p>40%</p> <p>R: 207 G: 237 B: 243</p> <p>C: 15 M: 2 Y: 0 K: 5</p> <p>HEX: #D4E8EB</p>	<p>20%</p> <p>R: 231 G: 246 B: 249</p> <p>C: 7 M: 1 Y: 0 K: 2</p> <p>HEX: #E7F6F9</p>
<p>Oil &amp; Gas</p> <p>R: 53 G: 129 B: 137</p> <p>C: 100 M: 0 Y: 32 K: 24</p> <p>Pantone: 7714 HEX: #008A96</p>	<p>80%</p> <p>R: 50 G: 161 B: 171</p> <p>HEX: #32A1AB</p>	<p>60%</p> <p>R: 102 G: 184 B: 192</p> <p>HEX: #66B8C0</p>	<p>40%</p> <p>R: 153 G: 208 B: 213</p> <p>HEX: #99D0D5</p>	<p>20%</p> <p>R: 204 G: 231 B: 234</p> <p>HEX: #CCE7EA</p>
<p>Carrier</p> <p>R: 175 G: 160 B: 201</p> <p>C: 13 M: 20 Y: 0 K: 21</p> <p>Pantone: 2099 HEX: #AFA0C9</p>	<p>80%</p> <p>R: 191 G: 179 B: 211</p> <p>C: 9 M: 15 Y: 0 K: 17</p> <p>HEX: #BFB3D3</p>	<p>60%</p> <p>R: 207 G: 198 B: 222</p> <p>C: 7 M: 11 Y: 0 K: 13</p> <p>HEX: #CFC6DE</p>	<p>40%</p> <p>R: 223 G: 217 B: 233</p> <p>C: 4 M: 7 Y: 0 K: 9</p> <p>HEX: #DFD9E9</p>	<p>20%</p> <p>R: 239 G: 236 B: 244</p> <p>C: 2 M: 3 Y: 0 K: 4</p> <p>HEX: #EFECF4</p>

Simplon Regular

Abc

79 pt

Alphabet

abcdefghijklmnopqrstuvwxyæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
01234567891?&():.;;,

18 pt

Logofont  
Business areas  
Names  
Headlines  
Web bodytext

For digital and print

Simplon Bold

Abc

79 pt

Alphabet

**abcdefghijklmnopqrstuvwxyæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
01234567891?&():.;;,**

18 pt

Simplon MONO

Regular

Abc

79 pt

Alphabet

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
01234567891?&[]:.;,

18 pt

Numbers  
Decorative

For digital and print

Simplon MONO

Bold

Abc

79 pt

Alphabet

**abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
01234567891?&[]:.;,**

18 pt

Kontrapunkt Miki

Regular

Abc

79 pt

Alphabet

abcdefghijklmnopqrstuvwxyæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
01234567891?&():.;;,

18 pt

Whitepaper bodytext  
Quotes

For digital and print

Kontrapunkt Miki

Ekstra Bold

Abc

79 pt

Alphabet

**abcdefghijklmnopqrstuvwxyæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
01234567891?&():.;;,**

18 pt

Whitepaper headline  
Whitepaper underheadline

Calibri Regular

Abc

79 pt

Alphabet

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
01234567891?&():;,

18 pt

The web-safe typeface ensures the visual language of any presentation.

For e-mail signature, powerpoints and wherever the corporate typaces is either missing or not installed.

Calibri Bold

Abc

79 pt

Alphabet

**abcdefghijklmnopqrstuvwxyzæøå**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**01234567891?&():;,**

18 pt

Simplon Regular  
**Simplon Bold**

For digital and print

Header  
Ingress

Simplon

Bold

Alphabet

Abc

abcdefghijklmnopqrstuvwxyzaeøå  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZÆØÅ  
01234567891?&[::;,

31 pt (All caps)

15 pt

Bodytext

Simplon

Regular

Alphabet

Abc

abcdefghijklmnopqrstuvwxyzaeøå  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZÆØÅ  
01234567891?&[::;,

8 pt



# THE LARGEST OFFSHORE HIGH CAPACITY COMMUNICATION NETWORK IN THE WORLD

## Fibre Solutions, Managed Services, Capacity Services

Tampnet International Carrier is all about connectivity, capacity, speed and milliseconds - data transfer with minimum delay - without compromising quality and reliability.

Our unique network routes pass through eight selected countries, connecting 30 vital data centres in 12 European and American cities. This high-speed network between Norway and Europe is what makes us unique. We access Europe through two different routes to Great Britain, as well as routes via Stockholm and Denmark. Thus, we can always choose the fastest route for our customers.

Tampnet International Carrier originated from the offshore network that Tampnet has developed over the years. The very stringent availability, quality and security requirements of communication offshore have been incorporated into the International Carrier business.

## Dark Fibre & Spectrum

Tampnet owns and operates its own fibre infrastructure. Dark Fibre is highly scalable, enabling access to additional capacity fast, as needed.

## Wavelength - Optical Capacity

Our dedicated Long-Haul Wavelengths network connects over 30 data centres in 12 cities with rapid turn up times and competitive pricing.

## Internet/IP Transit

The Tampnet IP Transit solution offers an effective 'one-stop shop', directly connecting you from your data centre to the Internet Exchanges of Europe.

## Cloud Connect

Tampnet offers connectivity through a secure and private Ethernet connection to multiple cloud environments over a single port. Speeds from 100Mbps to 10Gbps and full end to end.

RULE: NO SYMMETRY  
Text should aligne left and right.

The Tampnet logo creates the foundation for the layout and grid. The logo-size defines the spacing for headlines and bodytext and should always be taken into consideration when setting up a new document.

Along with the grid, the logo also defines the size of the business area watermark/logo in the bottom left corner of the layout. Depending on the layout the business area logo may be half the size of the Tampnet logo in width.

Headlines: min. 15 pt  
Ingress : max. 15 pt  
Bodytekst: min. 8 pt



# START YOUR DIGITAL TRANSFORMATION WITH US

digital services

**With our subsea fibre optic network and 4G LTE coverage, Tampnet has a brilliant infrastructure that enables digitalization of offshore operations within oil & gas, maritime and wind energy.**

Once you are online with us we can offer a world of opportunities:

## The Connected Worker

In Tampnet we focus on connecting offshore workers so that they can get access to real-time data, optimize planning and easier collaborate across installations.

## Internet of Things (IoT)

With coverage from Tampnet, you can gain operational intelligence. The possibilities are endless: Do anything from collecting data with sensors and maximizing productivity, to tracking your fleet through a cloud based dashboard and monitoring equipment locations.

## Security

We always focus on security, protecting our customers from cyber-threats, so that the offshore digitalization can be executed without problems or set-backs.

Through our cooperation with Darktrace, we can now offer the Darktrace Cyber AI Platform. Cyber AI is a self-learning cyber security technology that, like the human immune system, learns 'on the job'. This means making billions of probability-based calculations in light of evolving evidence.

This ability enables Cyber AI to uncover rare and previously unseen patterns in information, across an organization's digital systems. By detecting subtle deviations from the organization's "pattern of life", it can distinguish friend from foe - and highlight true cyber threats that would otherwise go unnoticed.

digital services



wind energy



maritime



oil & gas



carrier



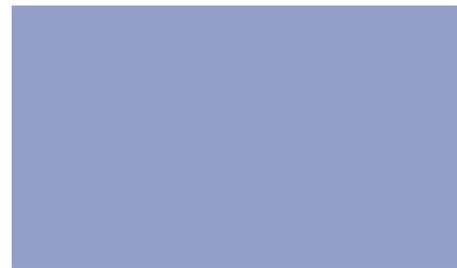
sky / cloud						digital services 
sunset / surface						wind energy 
ocean						maritime 
deep ocean / seabed						oil & gas 
foundation						carrier 

Profile Picture Overlay

Tampnet profile pictures

The Tampnet profile pictures should have a darker filter added to them to make sure the business area colours have sufficient contrasting colours to make them stand out and make it more legible.

Additional gradient filter with Tampnet Dark Purple may be added on top for legibility depending on the situation at hand. [1]



[1]

R: 6  
G: 13  
B: 43

R: 148  
G: 159  
B: 201

C: 57  
M: 43  
Y: 10  
K: 69

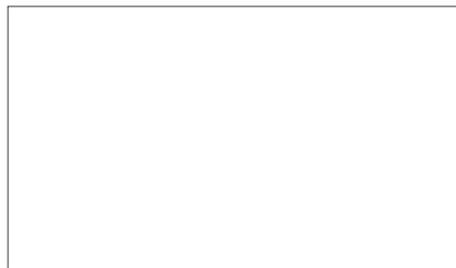
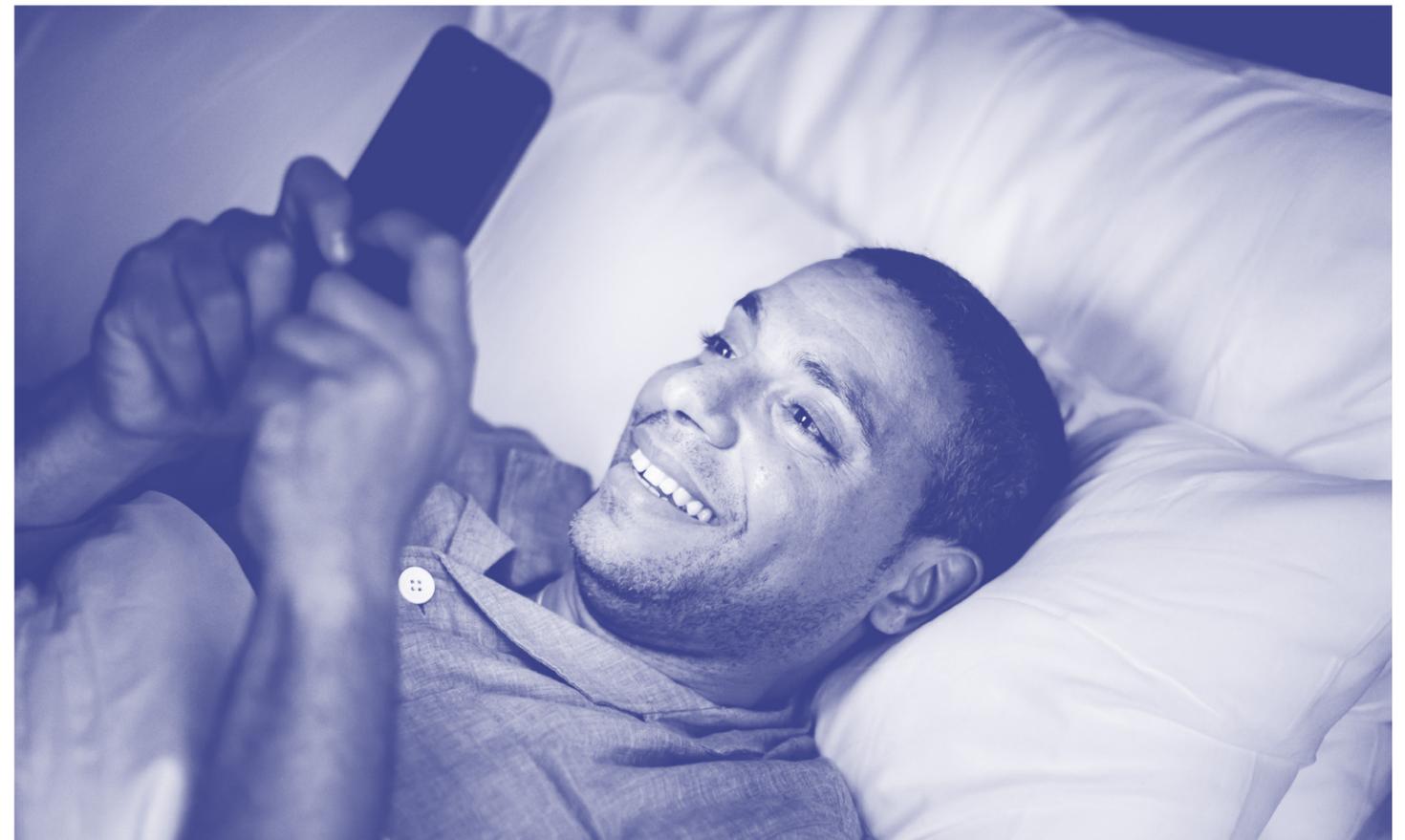
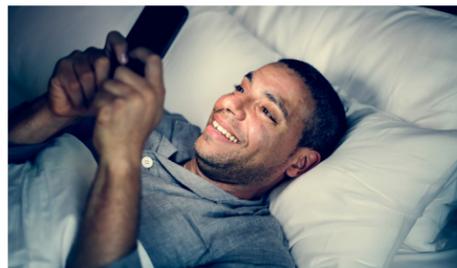
C: 32  
M: 22  
Y: 0  
K: 1

HEX: #060D2B

HEX: #949FC9

Service Picture Overlay

Service pictures should consist of a gradient going from Tampnet Violet C to white.



Tampnet Violet C

R: 50  
G: 34  
B: 130

C: 98  
M: 100  
Y: 0  
K: 0

HEX: #322182

White

R: 255  
G: 255  
B: 255

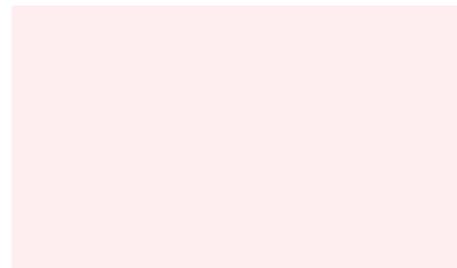
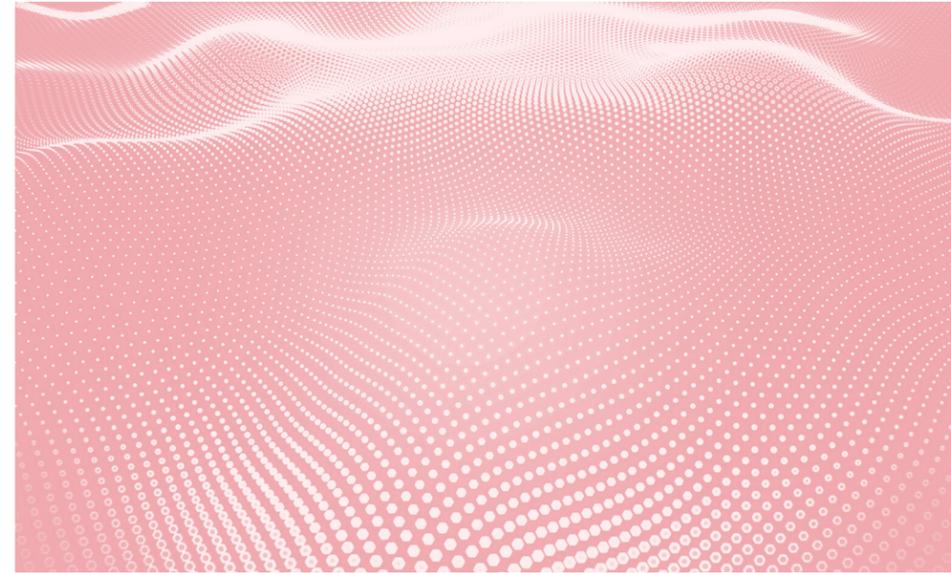
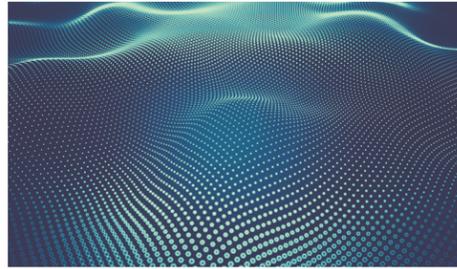
C: 0  
M: 0  
Y: 0  
K: 0

HEX: #ffffff

Business Area Picture Overlay

Business Areas

Filter on business area-pictures can easily be too dark, so in order to avoid too much darkness, make sure to apply the business area colour and combine it with a very light (almost white) edition of said colour.



digitalization

R: 232  
G: 108  
B: 116

R: 255  
G: 238  
B: 239

C: 4  
M: 72  
Y: 43  
K: 0

C: 0  
M: 8  
Y: 3  
K: 0

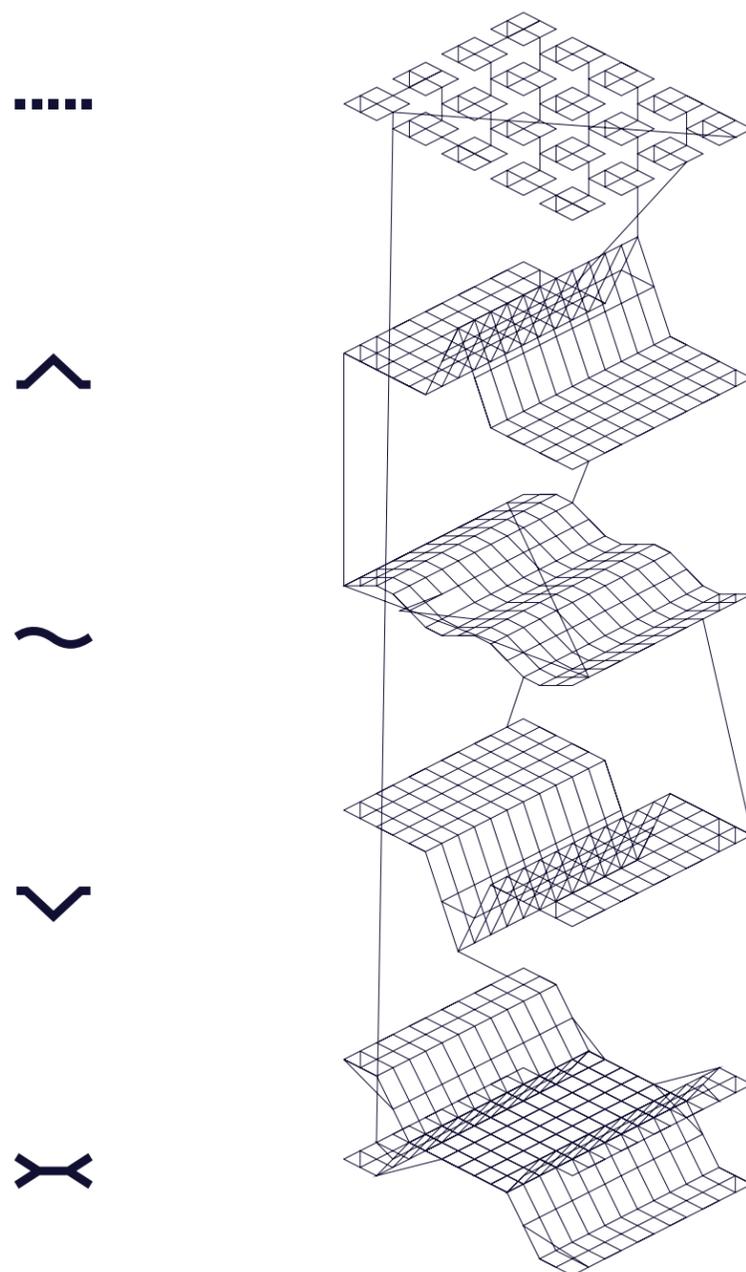
HEX: #E86C74

HEX: #ffeeef

Tampnet profile grid

When depicting Tampnet as a unit, the grid should be connected.

Each of the business areas has its own grid that represents the business area by itself.



digital services



wind energy



maritime



oil & gas



carrier



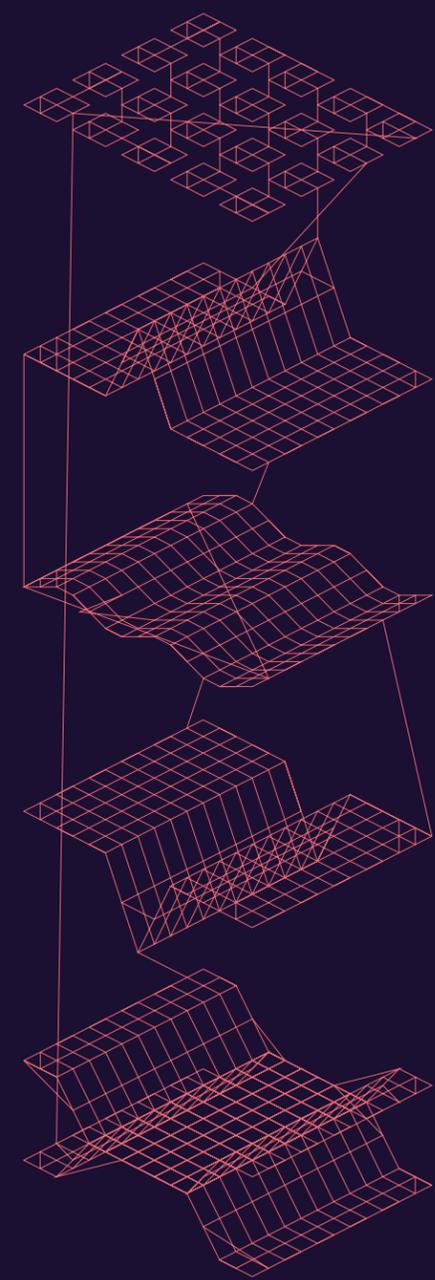
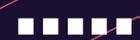
When depicting a business area as a stand-alone extension of Tampnet, the grid should be unconnected.

Each of the business areas has its own grid that represents the business area by itself.

The grid is to be used as a subtle background element and is not to appear as the sole representation of the business area in itself.



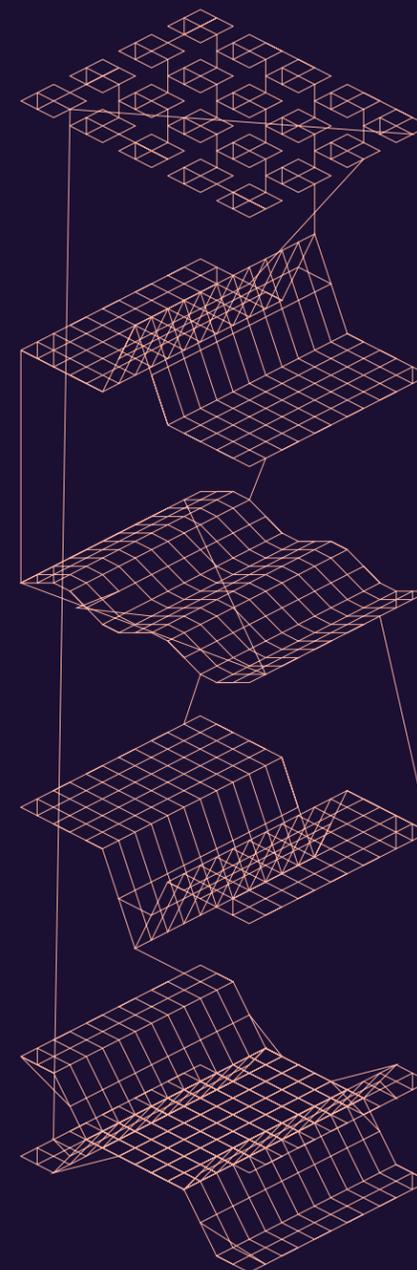
digital services



When depicting a business area as a stand-alone extension of Tampnet, the grid should be unconnected.

Each of the business areas has it's own grid that represents the business area by itself.

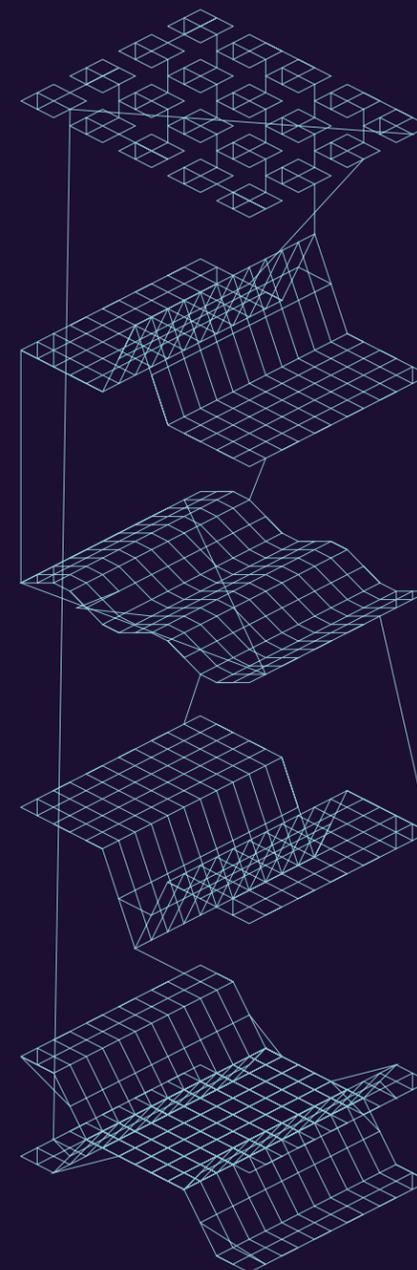
The grid is to be used as a subtle background element and is not to appear as the sole representation of the business area in itself.



When depicting a business area as a stand-alone extension of Tampnet, the grid should be unconnected.

Each of the business areas has its own grid that represents the business area by itself.

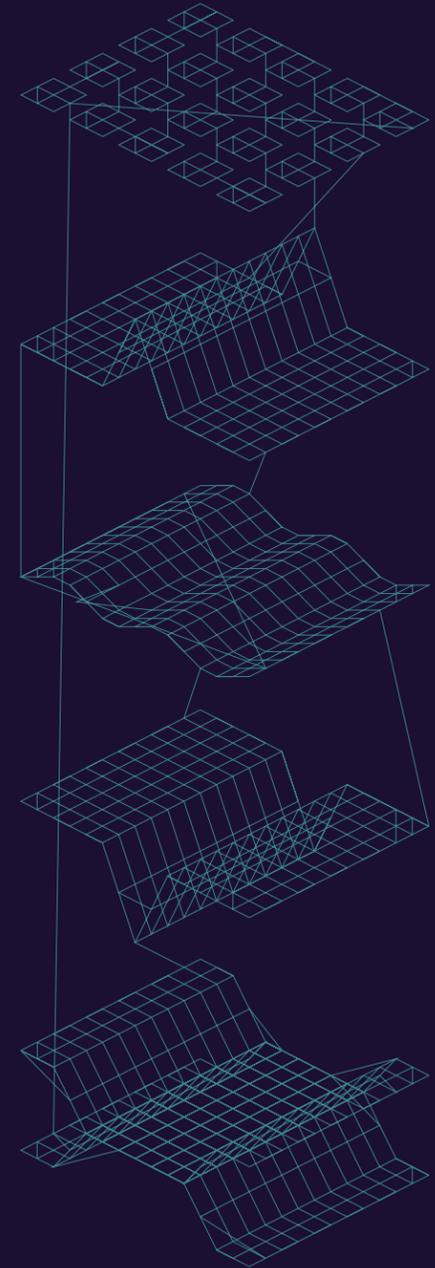
The grid is to be used as a subtle background element and is not to appear as the sole representation of the business area in itself.



When depicting a business area as a stand-alone extension of Tampnet, the grid should be unconnected.

Each of the business areas has its own grid that represents the business area by itself.

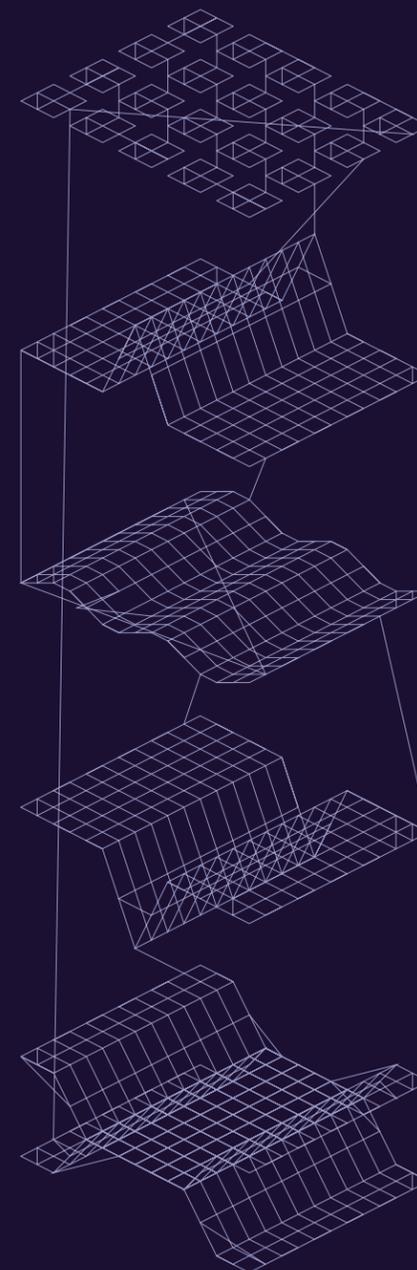
The grid is to be used as a subtle background element and is not to appear as the sole representation of the business area in itself.



When depicting a business area as a stand-alone extension of Tampnet, the grid should be unconnected.

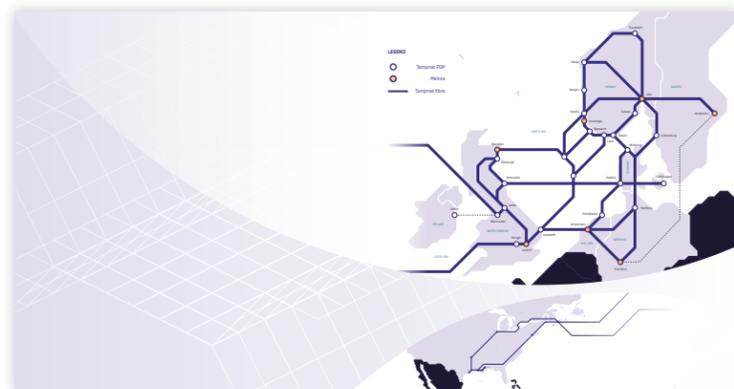
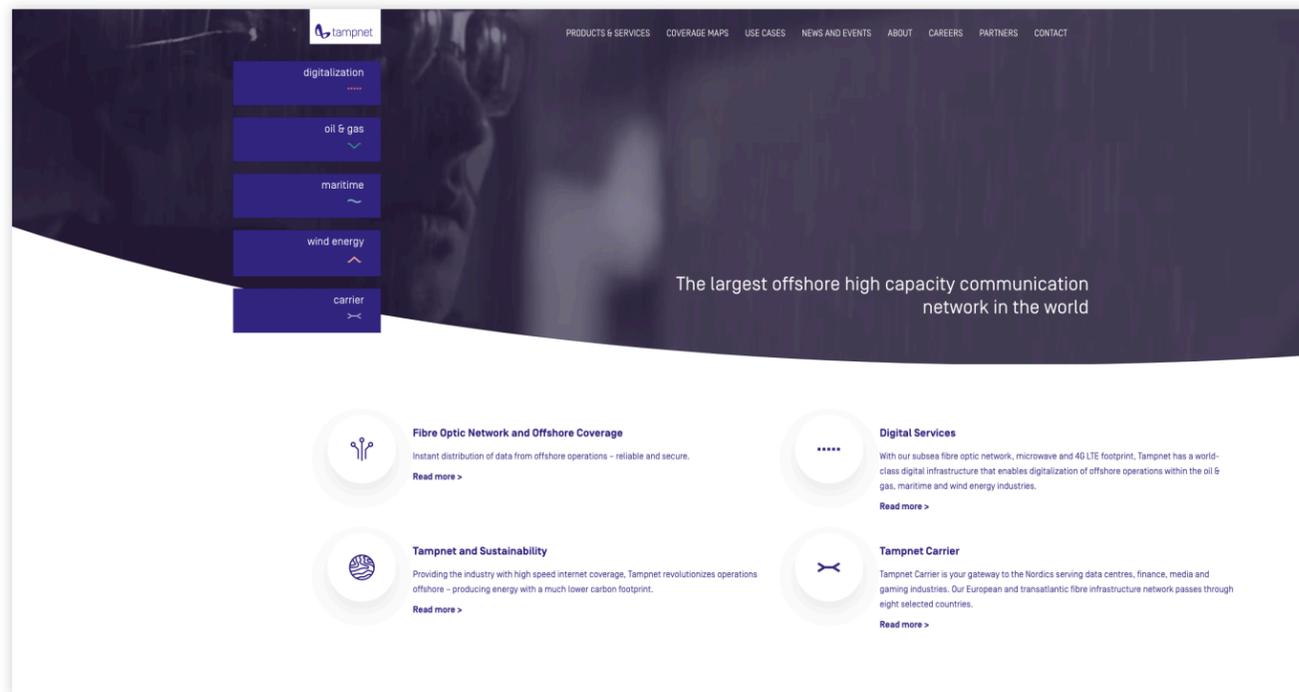
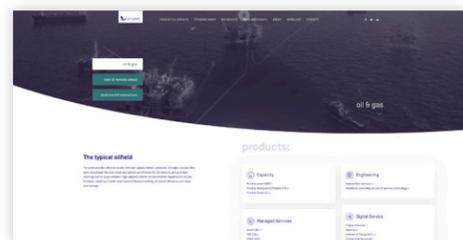
Each of the business areas has it's own grid that represents the business area by itself.

The grid is to be used as a subtle background element and is not to appear as the sole representation of the business area in itself.



For print and web

The semicircle is to be used as a means to break the strict vertical/horizontal layout and is only to be applied on occasions such as when displaying the maps and/or to create a layered background.



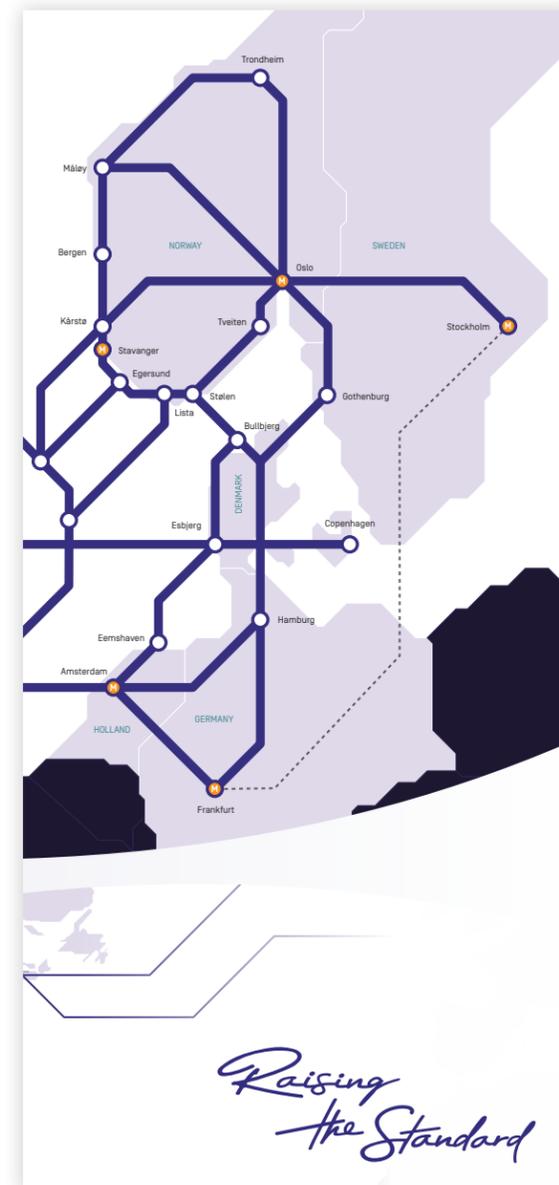
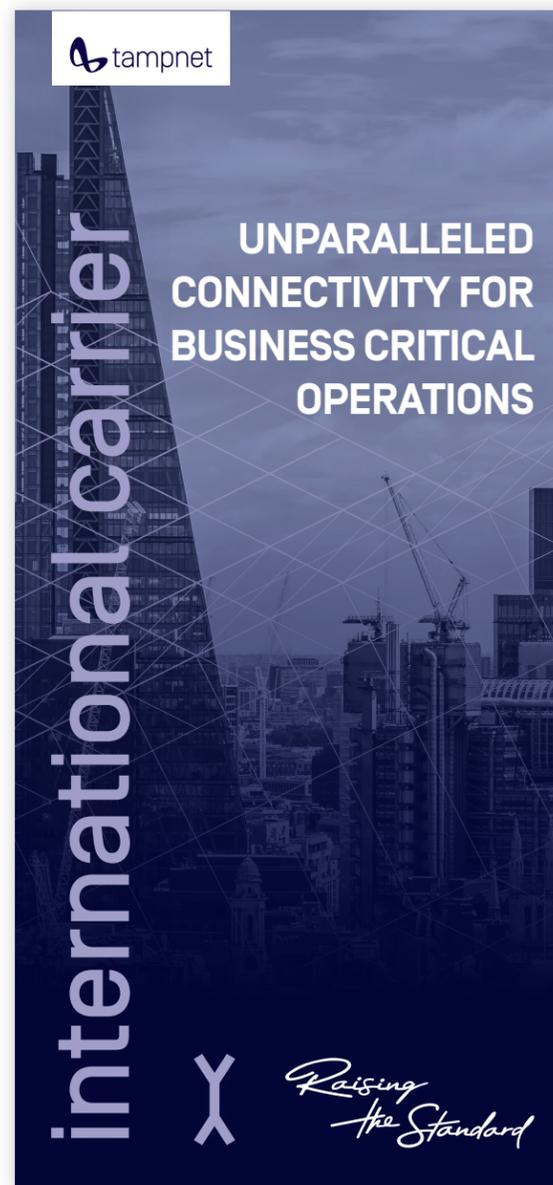
THE  
TAMPNET

WE  
DRIVE  
THE  
DR

DEDICATED  
CARING  
INTEGRITY  
INNOVATIVE  
RELIABLE

*Raising  
the Standard*

Raising the standard is the send-off/pay-off Tampnet uses to communicate it's vision. It is to be used as the last graphic element one would read in or on any publication/platform. This means, when using "Raising the standard", it should be placed so it will be the last element the eye would focus on. Preferably the bottom right corner of said publication/platform. [1]



[1]

*We're here*

"we're here" is Tampnets new signature slogan that is to be used as a means to communicate Tampnets values and hint at Tampnets presence, fast connectivity and loyalty.

When communicating Tampnets values chronologically "we're here" is to appear before "raising the standard" as shown below.

1. We are dedicated
2. We care
3. We have integrity
4. We innovate
5. We are reliable
6. We deliver unparalleled connectivity for your business' critical operations
7. We are Tampnet
8. We're here
9. Raising the standard

*We're here*





The front of the business card is white with a dark blue header bar at the top left containing the Tampnet logo. The name 'Navn Navnessen' is printed in a large, bold, dark blue font. Below the name, the title 'Marketing Manager' is centered. Contact information, including email, phone number, and address, is aligned to the right. Social media icons for LinkedIn, Facebook, Instagram, and YouTube are listed vertically on the left side.

 tampnet

**Navn  
Navnessen**

Marketing Manager

nn@tampnet.com  
+47 40 40 40 40

Hinna Park  
Stadionblokk C  
Jåttåvågveien 7  
NO-4020 Stavanger  
Norway

www.tampnet.com

     YouTube



The back of the business card is a solid dark blue color. It features a large, faint, stylized white graphic of the Tampnet logo. In the bottom right corner, the slogan 'Raising the Standard' is written in a white, elegant script font.

*Raising  
the Standard*

Best regards,

**Navn Navnessen**

Marketing Manager

+47 000 00 000

[www.tampnet.com](http://www.tampnet.com)

Hinna Park, Stadionblokk C, Jåttåvågsveien 7,

NO-4020 Stavanger, Norway



*Raising  
the Standard*

