



Tenging

The concept of the design is to deliver a sharp and modern design, with a crisp and modern color-palette, focusing on strong colors with the contrasting pink to emphasize some things or call attention to specific details in the text. We want the user to feel straight away that he hasn't wandered into some dusty old "computer machine" operations, but has found a partner that is ahead of the curve already and he too can let the powerful current take his business to new heights.

Download area

Logos

[Icon + Logo pack](#)

Fonts

[Montserrat](#)

[Roboto](#)

SMM backgrounds

[Twitter](#)

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Presentations & Proposals

[PPT template](#)

[Proposal template](#)

Logo

Icons



A shortened version for Apps, documents, engagement channel branding these icons can be used. Avoid cropping corners and placing on background where colors merge.

Monochrome



Monochrome logo used on dark backgrounds or if color using is not possible for any reason.

Colour



Use this as our main brand identity. It should never be reduced to cut edges of Tenging or the triangle logo and should always be uploaded or sent to partners in high resolution.

Inverted



Logo

Preferred safe area




[Download
Logo and icon pack](#)

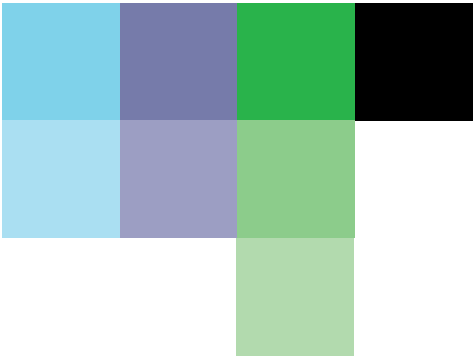
The safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign. It highly recommends to keep background in safe area clear, filled by solid color or extremely blurred.

Colors

Primary colors

					
HEX: #47C6E4	#274588	#64BE67	#4C4D4F	#ECECEC	#FFFFFF
RGB: 71-198-228	39-69-136	100-190-103	76-77-79	236-236-236	255-255-255
CMYK: 63-0-11-0	96-78-14-3	63-0-74-0	64-53-49-47	9-6-7-0	0-0-0-0

Secondary colors



Brand Typography

Montserrat

The primary Header font for the Tenging brand is **Montserrat** - a gentle, honest, hard-working sans-serif typeface that delivers straight-forward messaging with a confident, modern edge. Headlines will need to be carefully kerned.

Wide range of thicknesses used with following rule — as bigger as thinner.

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from Google font](#)

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Thin
ExtraLight
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

Brand Typography

Body text

For paragraph text, including sub-headlines
Roboto is the primary and main font - it should be used across all channels and communication methods. It is subtle but very clear and eye-catching, delivering a message of trust to our readers.



[Download](#)
[from Google font](#)

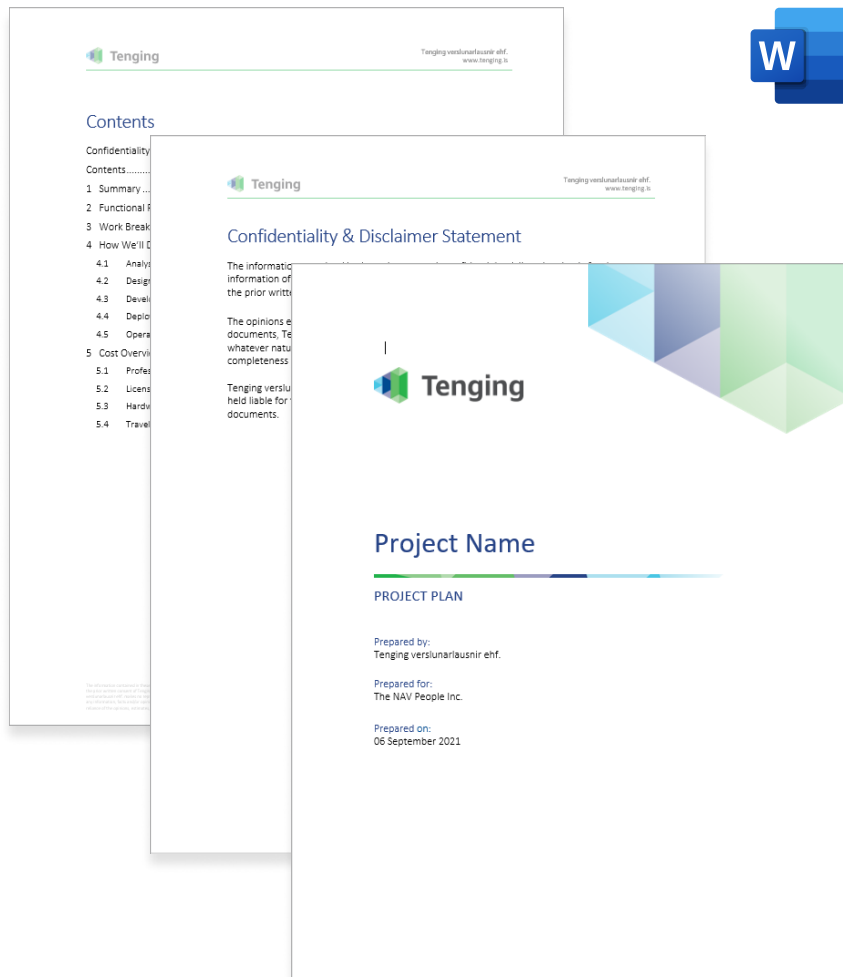
Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Presentation



 [Download
from Tenging Dashboard](#)

Proposal



 [Download
from Tenging Dashboard](#)

SMM

Templates developed for branding the company page in social networks located here



LinkedIn

[Templates available here](#)



Twitter

[Templates available here](#)



Facebook

[Templates available here](#)

