

Ernst & Conte press kit

Logos, copy, photos and sponsoring templates, free to use in coverage of us and by everyone we support. Our product Tessa has a press kit of its own.

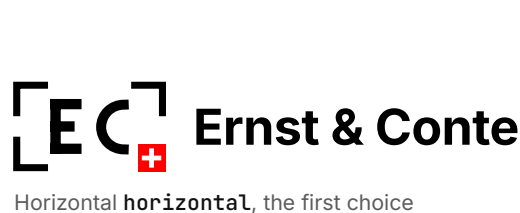
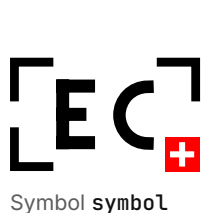
■ Contents

FOLDER	CONTENTS
1-logo	The logo in three forms, for light and dark grounds (SVG, PNG)
2-text	Company profile, facts, name and links for sponsoring (DE, EN)
3-team	Team photos, for websites and social media only
4-social	Instagram templates "Supported by": story, post, sticker
5-web	Website badge with ready-made HTML (snippet.html)
6-print	Print files as PDF and SVG, including single-colour versions

■ Which file for what

USE	FILE
Coverage of Tessa	Tessa press kit at tessa-testing.ch/press/
Article, report, press release	1-logo/ernstconte-horizontal-black.png, copy from 2-text/company-profile-en.txt
Instagram story	4-social/sponsor-story-en-*.png OR sponsor-sticker-en-*.png ON YOUR own photo
Instagram post	4-social/sponsor-post-en-*.png
Name, mention, links	2-text/sponsoring-en.txt: spelling, short description, links
Your website	Open 5-web/snippet.html: badge and code to copy
Small space	1-logo/ernstconte-symbol-*.png OR ernstconte-stacked-*.png
Banner, flyer, poster	6-print/*.pdf to the printer

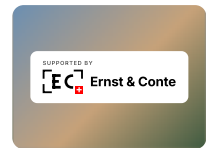
■ Three forms



■ Using the logo



Clear space: Keep as much space free around the logo as the red square is wide. The files with a ground (on-white, on-black) already include it.



Light ground: black. Dark ground: white. Busy photo: a version with a ground, or a sticker.

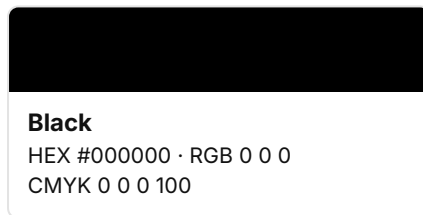
■ Minimum size

FORM	SCREEN	PRINT
Horizontal	120 px wide	30 mm wide
Stacked	80 px wide	20 mm wide
Symbol	40 px wide	12 mm wide

■ Please don't

- stretch, rotate or crop it
- recolour it; the cross stays white on red, except in single colour
- add shadows, outlines or other effects
- reset the name or use another typeface
- place it on a busy photo without a ground

■ Colours



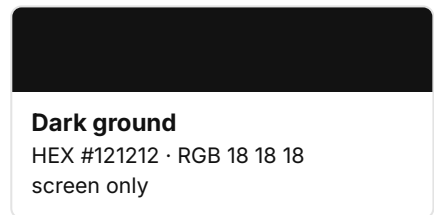
Black

HEX #000000 · RGB 0 0 0
CMYK 0 0 0 100



Red

HEX #FF0000 · RGB 255 0 0
CMYK 0 100 100 0 · Pantone 485 C



Dark ground

HEX #121212 · RGB 18 18 18
screen only

■ Print

Send the printer the PDF files from 6-print. In colour on a light ground: black, on a dark ground: white. If only one colour is possible: mono-black or mono-white, with the cross cut out. Please send us a proof before printing.

Team photos: The photos in 3-team suit websites and social media, not print. Print-quality photos will follow; until then, please ask us. Photo: Ernst & Conte.