



HANSEN
PROTECTION



BRAND GUIDELINES

2026

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OUR MISSION

01

02

Some jobs are so extreme they seem impossible until someone does them. Hansen Protection exists for those moments.

Forged in Norway's brutal conditions, our gear provides permanent protection when the stakes are highest. Safety in your job is your right and expectation, but we go further: combining certified innovation, rapid deployment, and sustainable rental to protect people in places where failure isn't an option. Our unmatched solutions are engineered like performance wear and proven as the highest quality personal protective kit.

For crews and operators who take on the impossible Hansen Protection stands behind you all, every step of the way. Built to perform and always on your side.



Our Mission

From the extremes. For the exceptional.

**PROTECTION FOR WHEN
THERE'S NO ROOM FOR ERROR.**



OUR BRAND PILLARS

LEGACY

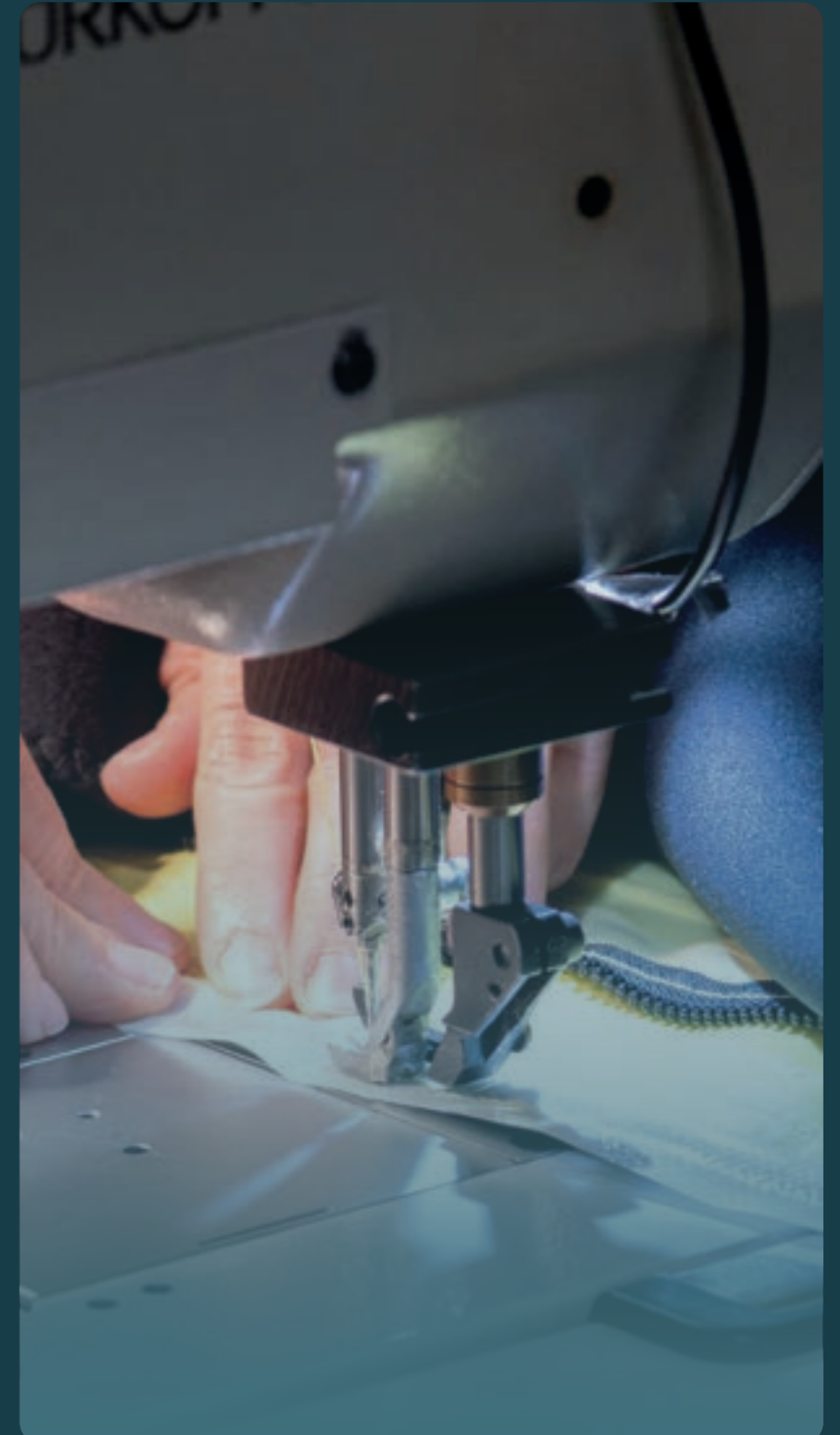
1877 Norwegian seamanship,
refined for today's frontline.

PROTECTION

Built for cold, wind and chaos,
when the margin for error is zero.

PRECISION

Scandinavian fit and freedom to move,
so crews can do their job,
not fight their gear.



LOGO

01
02
03

“H” - HELIPAD SYMBOL

The “H” is inspired by the international helipad marking.

It stands for: **Human & Hansen**

SAFETY VEST

It represents **visibility, responsibility,** and **care for human life.**

THREE-PROMISES-SEGMENTS

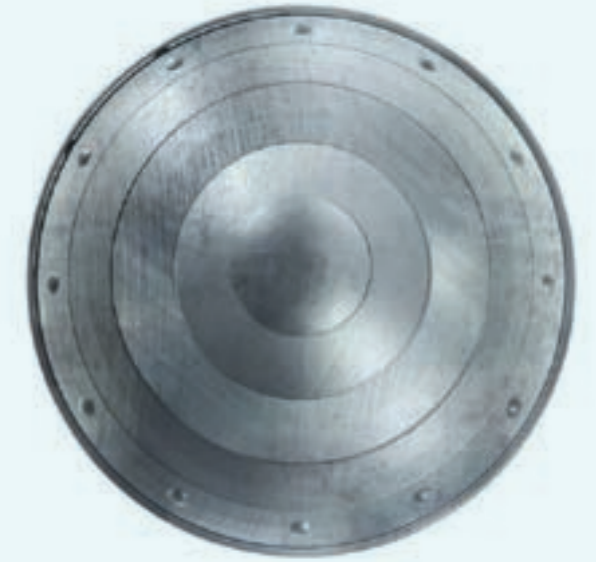
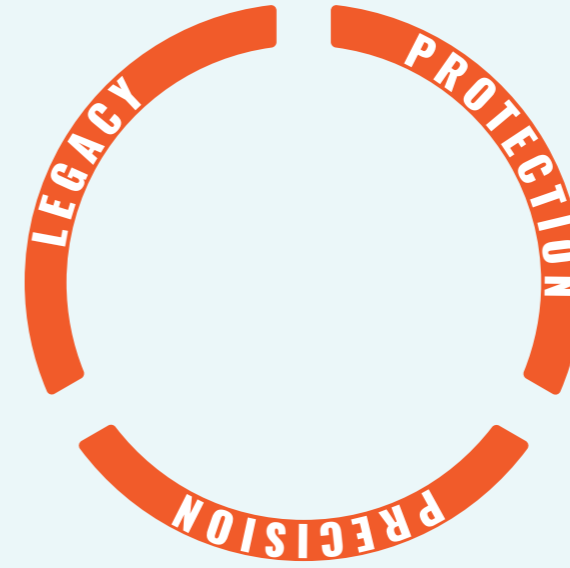
The segmented circle symbolizes continuity and commitment.

The three parts stand for:

Legacy – Protection – Precision

CIRCULAR SHIELD

The shield is the universal symbol of defense and security.



OVERVIEW

The Hansen Protection logo is available in multiple configurations to ensure flexibility while maintaining a consistent brand presence. These include the full logo (monogram + wordmark) in both vertical and horizontal versions, as well as standalone versions of the monogram and the wordmark.

The vertical logo is the primary version and should be used as the default whenever space and layout allow, ensuring a strong and balanced brand expression. The horizontal version is optimized for structured and space-constrained applications, such as letterheads, invoices, and reports, and may also be used in inherently horizontal spaces where its format integrates more naturally with the layout or product surface.

The monogram may be used independently in compact or highly visual contexts, while the wordmark can be used alone for more minimal, refined, or detail-oriented applications.



PRIMARY LOGO

Our vertical logo is the primary expression of our brand and should be used in contexts where the logo can be presented with sufficient space and prominence.

Its balanced composition reinforces brand recognition and is well suited for covers, signage, and communication materials where a strong visual presence is required.



HANSEN
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PRIMARY HORIZONTAL

Our horizontal logo is optimized for structured and space-constrained layouts, making it the preferred version for formal documents such as letterheads, invoices, and reports. Its linear format allows for clean alignment within headers/footers and margins, ensuring a well-balanced appearance.







Logo
Secondary horizontal
black





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PRIMARY MONOGRAM

Our monogram is used for compact or highly visible applications where space is limited or where a simplified brand mark is more impactful. It is particularly suitable for product branding, icons, and digital use cases, offering strong recognition while maintaining clarity at small sizes.



Logo
Secondary Monogram
blue









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PRIMARY MONOGRAM SIMPLIFIED

Our monogram is used for compact or highly visible applications where space is limited or where a simplified brand mark is more impactful. It is particularly suitable for product branding, icons, and digital use cases, offering strong recognition while maintaining clarity at small sizes.











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PRIMARY WORDMARK

Our standalone wordmark is intended for subtle, detail-focused applications where a minimal and refined brand presence is required. It is especially suited for product elements such as zippers, trims, and finishes, allowing for discreet branding while preserving a premium and technical aesthetic.

HANSEN
PROTECTION



HANSEN
PROTECTION

HANSEN
PROTECTION

HANSEN
PROTECTION

A large, solid yellow rectangular area occupies the left half of the page. Centered within this area is the text 'HANSEN PROTECTION' in a bold, black, sans-serif font. 'HANSEN' is on the top line and 'PROTECTION' is on the bottom line, both in all caps.

HANSEN
PROTECTION

HANSEN
PROTECTION





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FAVICON

Favicons must use the monogram in a single-color version to ensure maximum legibility at very small sizes. The primary two-color version should be reserved for larger applications such as app icons, where sufficient scale allows the logo to be displayed clearly.

WEB USE



24 x 24px



16 x 16px

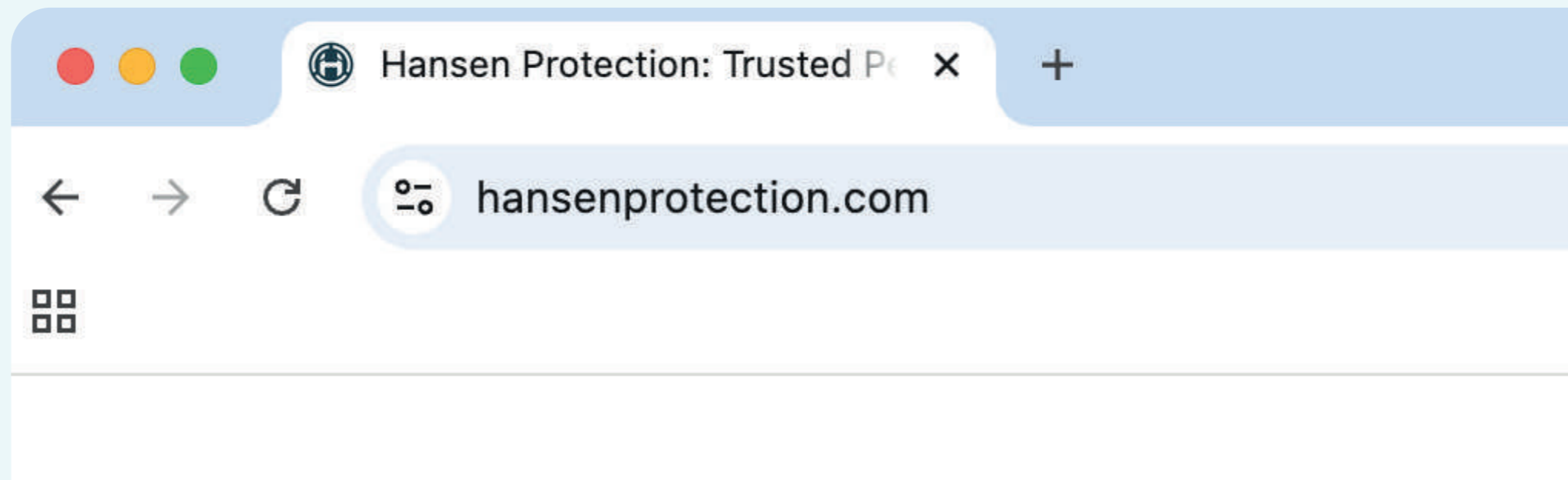
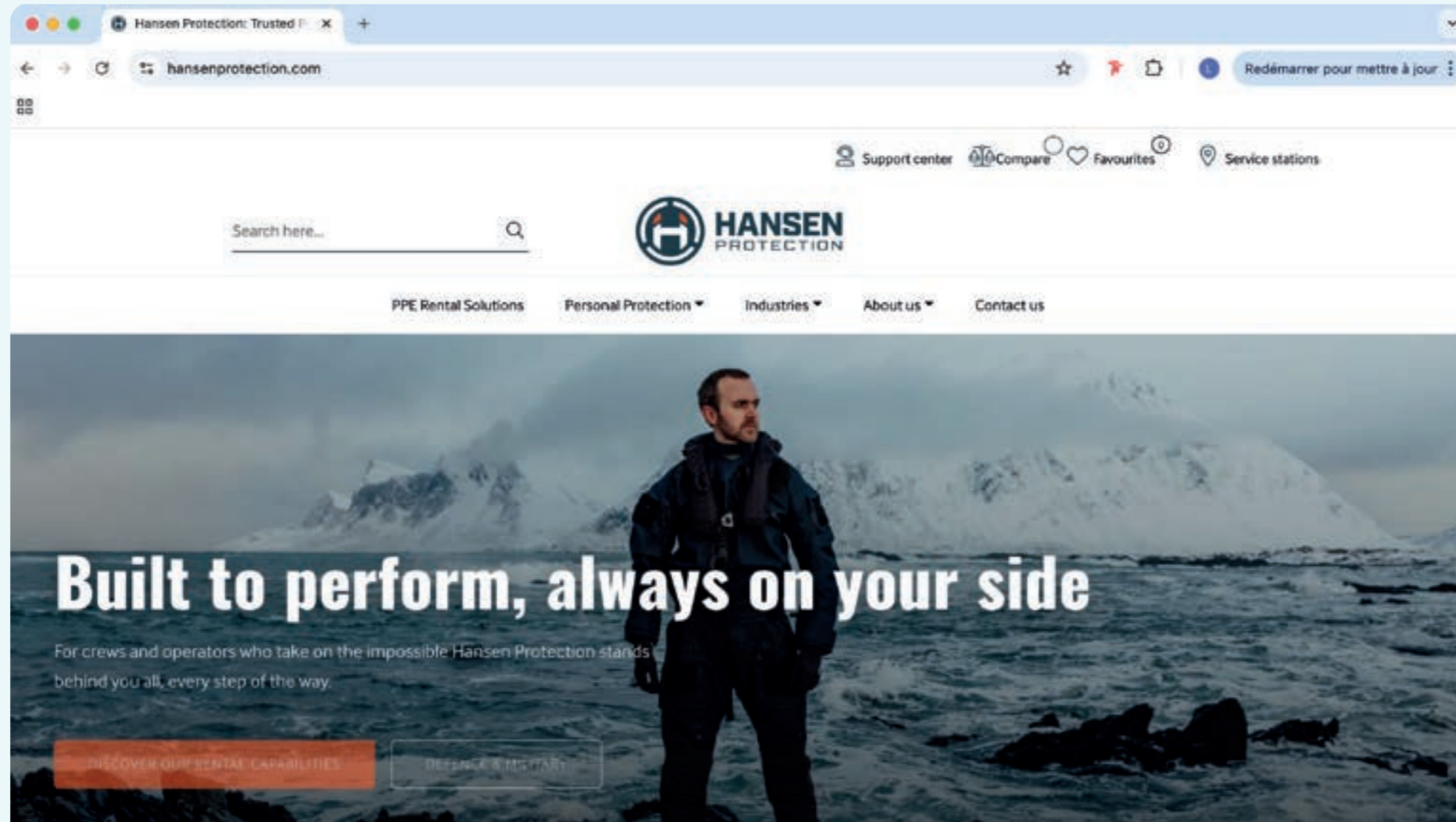
APP ICON USE



24 x 24px



Logo
Favicon
Web use



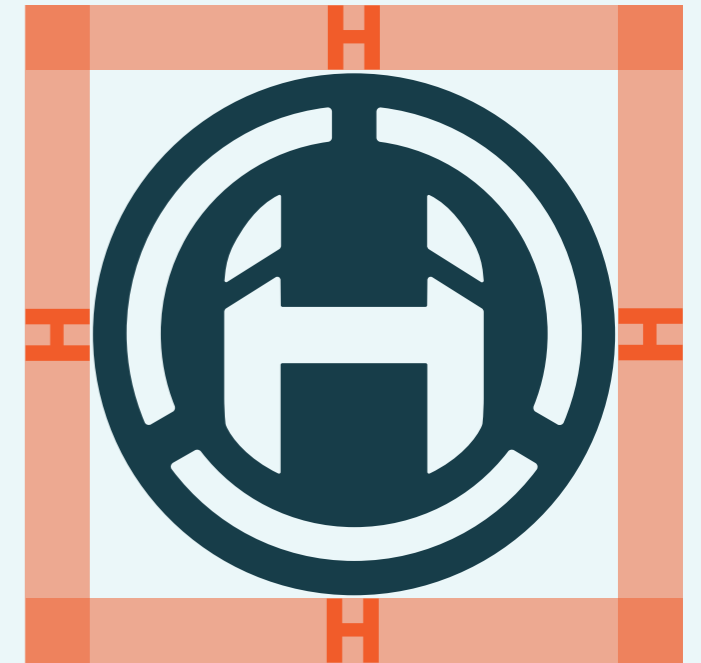


CLEARSPACE

Clearspace is the minimum distance between the logo lockup and other visual and verbal elements.

The height of the "H" defines the minimum clearspace surrounding the logo lockup.

Note that clearspace on the top and bottom of our logo lockup is measured from the edges of the logo element in the lockup.



LOGO DON'TS

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document - there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page. These rules apply to all elements of the Logo including but not limited to the Wordmark and the Favicon.

This list is meant for illustrative purposes, and should not be considered an exhaustive list of mistakes.



Do not distort or warp the logo in any way.



Do not outline the logo.



Do not rotate the logo.



Do not change the tone, tint or opacity of the logo.



Logo

Minimum size

MINIMUM SIZE

The following specifications define the minimum allowable sizes for all logo versions. Any reproduction below these sizes will result in reduced legibility and must be avoided.

LOGO TYPE

**DIGITAL
PRINT**



VERTICAL

**60 px
20 mm (height)**



HORIZONTAL

**65 px
22 mm (width)**



MONOGRAM

**45 px
12 mm**



FAVICON

**16 px
—**



SIGNATURE LOCKUPS

02

03

04

SLOGAN

Our slogan lockups are predefined compositions that combine the brand with key messaging in a consistent and recognizable way. Their layout, proportions, and alignment must be used as provided to preserve impact and brand coherence.

They are intended for repeated use across communication materials and should not be altered or recreated.

FROM THE EXTREMES. FOR THE EXCEPTIONAL.

**FROM THE EXTREMES.
FOR THE EXCEPTIONAL.**

**FROM THE EXTREMES.
FOR THE EXCEPTIONAL.**



SLOGAN HIGHLIGHT

Within the predefined slogan lockups, the word “EXCEPTIONAL” may be highlighted in Signal Orange to emphasize the brand’s positioning.

FROM THE EXTREMES. FOR THE EXCEPTIONAL.

**FROM THE EXTREMES.
FOR THE EXCEPTIONAL.**

**FROM THE EXTREMES.
FOR THE EXCEPTIONAL.**



**FROM THE EXTREMES.
FOR THE EXCEPTIONAL.**

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Signature Lockups
Slogan



VALUES

Our values lockup presents Hansen Protection's core principles in a structured and intentional composition. It should be applied consistently to reinforce the brand's positioning and messaging. The arrangement, spacing, and hierarchy must remain unchanged to ensure clarity and recognition.

LEGACY. PROTECTION. PRECISION.

**LEGACY.
PROTECTION.
PRECISION.**

**LEGACY.
PROTECTION.
PRECISION.**



VALUES HIGHLIGHT

Within the values lockup, the word “PROTECTION” may be highlighted in Signal Orange to emphasize the brand’s core focus.

LEGACY. PROTECTION. PRECISION.

**LEGACY.
PROTECTION.
PRECISION.**

**LEGACY.
PROTECTION.
PRECISION.**



LEGACY. PROTECTION. PRECISION.



For illustration purpose only, not a real setup or product image.



CONTACT

Our contact footer is a standardized layout designed to present contact information in a clear and professional manner. It should be used across all official documents and communications to ensure consistency. The structure and formatting must not be modified, allowing for a cohesive and recognizable end to all materials.

When required, a third line may be added to include additional details such as fax and VAT information, following the same typographic and alignment rules.

Hansen Protection AS • Tykkemyr 27 • PB 218 • 1501 MOSS • Norway
+44 69 00 13 00 • hpro@hansenprotection.no • www.hansenprotection.no

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+44 69 00 13 00 • hpro@hansenprotection.no • www.hansenprotection.no
+44 69 00 13 01 (FAX) • NO871200092MVA (VAT)



EMAIL SIGNATURE

Personal contact details, including name, position, direct phone number, and email address, are presented first to prioritize direct communication. Company information, such as address, general contact details, and website, is placed below to provide context and additional points of contact. The layout should remain consistent, using defined typography, spacing, and subtle brand accents to maintain clarity and a cohesive brand presence across all communications.



Name Name POSITION

+47 00 00 00 00 • name.name@hansenprotection.no

Hansen Protection AS • Tykkemyr 27 • PB 218 • 1501 MOSS • Norway
+44 69 00 13 00 • +47 69 00 13 01 (FAX)
hpro@hansenprotection.no • www.hansenprotection.no

PLEASE CONSIDER THE ENVIRONMENT BEFORE PRINTING THIS E-MAIL.

The information contained in this message may be CONFIDENTIAL and is intended for the ADDRESSEE only. Any unauthorised use, dissemination of the information or copying of this message is prohibited. If you are not the addressee, please notify the sender immediately by return e-mail and delete this message. Thank you.



COLORS

03

04

05

Colors
Palette

C: 86
M: 58
Y: 48
N: 48

#24404B
DARK TEAL

C: 76
M: 42
Y: 32
N: 16

#407180
STEEL BLUE

C: 7
M: 0
Y: 0
N: 2

#FOFFFF
MIST WHITE

C: 0
M: 78
Y: 94
N: 0

#FE5000
SIGNAL ORANGE

C: 12
M: 0
Y: 71
N: 0

#F0EF5D
ELECTRIC YELLOW

COMBINATIONS

Always ensure **high contrast** between text and background.

For accessibility:
Use dark teal as the default text color on light backgrounds.

Use high-contrast color combinations to ensure all text and key elements remain clearly legible across formats.

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Use high-contrast color combinations to ensure all text and key elements remain clearly legible across formats.



COMBINATION DON'TS

Avoid low-contrast combinations, such as the here illustrated ones.

Avoid low-contrast color pairings that reduce readability, especially for body text and small elements.

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OVERVIEW

Accents:

Orange should be used for:

- Calls-to-action (buttons, links)
- Key highlights or alerts

Limit to small areas to preserve impact.

Yellow should be used for:

- Subtle highlights
- Background blocks or infographics

Avoid overuse to prevent visual fatigue.

Background:

- Prefer Mist White or white for large surfaces.
- Use dark teal or steel blue for:
- Section breaks

Avoid large blocks of orange or yellow as backgrounds.

Consistency Rule:

Use **no more than:**

1 primary color + 1 accent color + 1 neutral
per layout to maintain visual clarity
and avoid overcrowding.



TYPOGRAPHY

04

05

06

OSWALD

Oswald is our display typeface. It is used exclusively for headlines, section titles, and major callouts. It conveys industrial strength, precision, and authority.

INTERFACE

InterFace is our workhouse typeface. It is used for all body copy, technical specifications, subtitles, and functional UI elements. It is chosen for its extreme legibility and neutral character.



OSWALD BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

INTERFACE BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

INTERFACE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



INDUSTRY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Industry is used for **Hansen** and is defined by its balanced geometry, conveying reliability, approachability, and controlled strength. It establishes a solid, trustworthy foundation for the wordmark.

BEACHWOOD WIDE
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Beachwood is used for **Protection** and features sharp corners and crisp details, introducing precision, alertness, and a sense of defense. Its angular character reinforces the protective function at the core of the brand.

Together, the contrast between soft geometry and sharp structure expresses the brand's intent: protection that is both dependable and vigilant.



SIZE RELATIONSHIP

When creating layouts using all three typefaces, clear hierarchy can be established by making sure subheadlines are no bigger than 50% of the headline, and body copy is no bigger than 50% of the subheadlines.

HEADLINE

96 pt

Subhead

48 pt
(50% of headline)

Body copy

24 pt
(50% of subhead
or 25% of headline)



LINE HEIGHTS

Headlines and **subheads** across our entire system is setsquare, meaning **the line height is always equal to the point size, 1:1.**

For **body copies** and **texts** add **2 pt** in the **line height** to increase legibility.

- 1 60 pt/60 pt
- 2 35 pt/35 pt
- 3 25 pt/27 pt

**1 THIS IS
A HEADLINE.**

**2 This is a subhead,
smaller than the headline.**

3 This is body copy, potentially used to provide more information into the offer being illustrated.

OSWALD BOLD
**USED FOR HEADLINES,
IN CAPITALS ONLY.**

INTERFACE BOLD
Used for subheads, in bold.

INTERFACE REGULAR
Used for body copys and texts,
in regular.



Typography

Template use

Body text

TEMPLATE USE

For PowerPoint and Word templates, we use a designated alternative font for body text to ensure consistency and reliability across all documents.

This approach prevents issues related to missing fonts or incompatibility between different operating systems, including iOS and Windows.

Note: We use the bold version to highlight information, regular for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Grotesk Text Pro
Bold and Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



TYPOGRAPHY DON'TS

It is important that we are consistent with our typography throughout our visual identity, and that we do not modify them or use them in off-brand ways.

To illustrate this point, some of the more likely mistakes are shown on this page.



Do not allow the spacing to be too wide.



Do not allow the leading to be too tight.



Do not allow different weights of the font.



Do not allow the spacing to be too tight.



Do not allow the leading to be too wide.



Do not add any effect on the font.



GRID SYSTEM

05

06

07

GRID SYSTEM

These pages will take you through a step-by-step construction of our grid and some primary layouts used in our visual system.



MARGIN FORMULA

Longest side / 25 = Margin

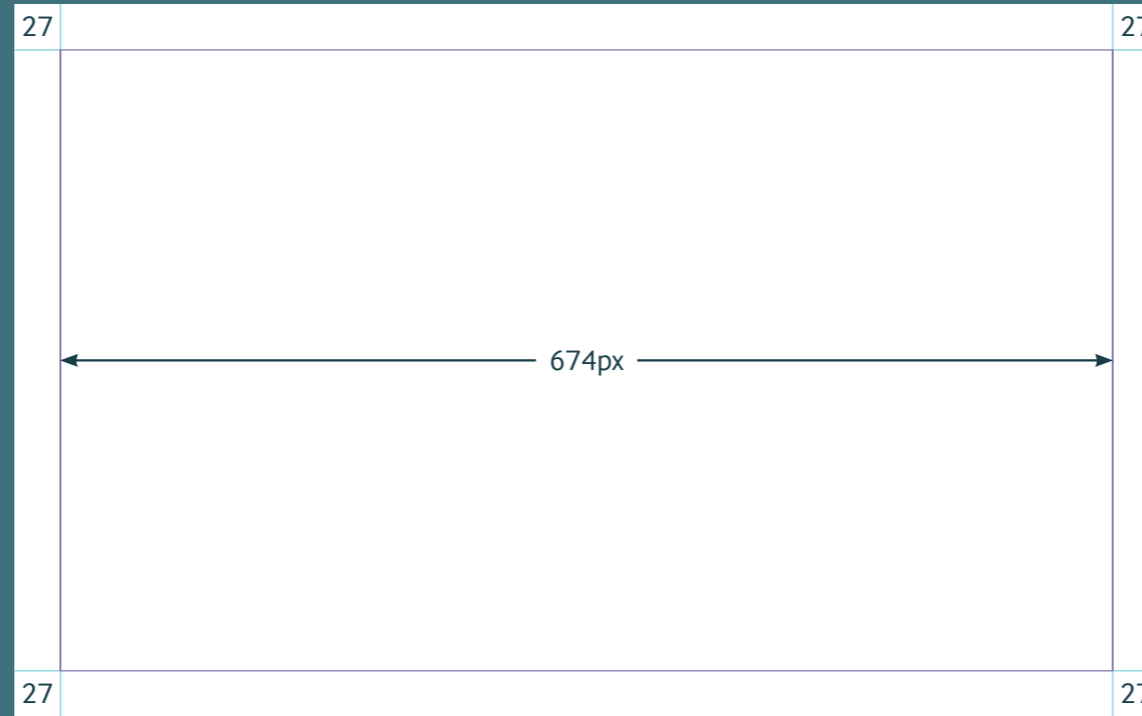


MARGIN CONSTRUCTION

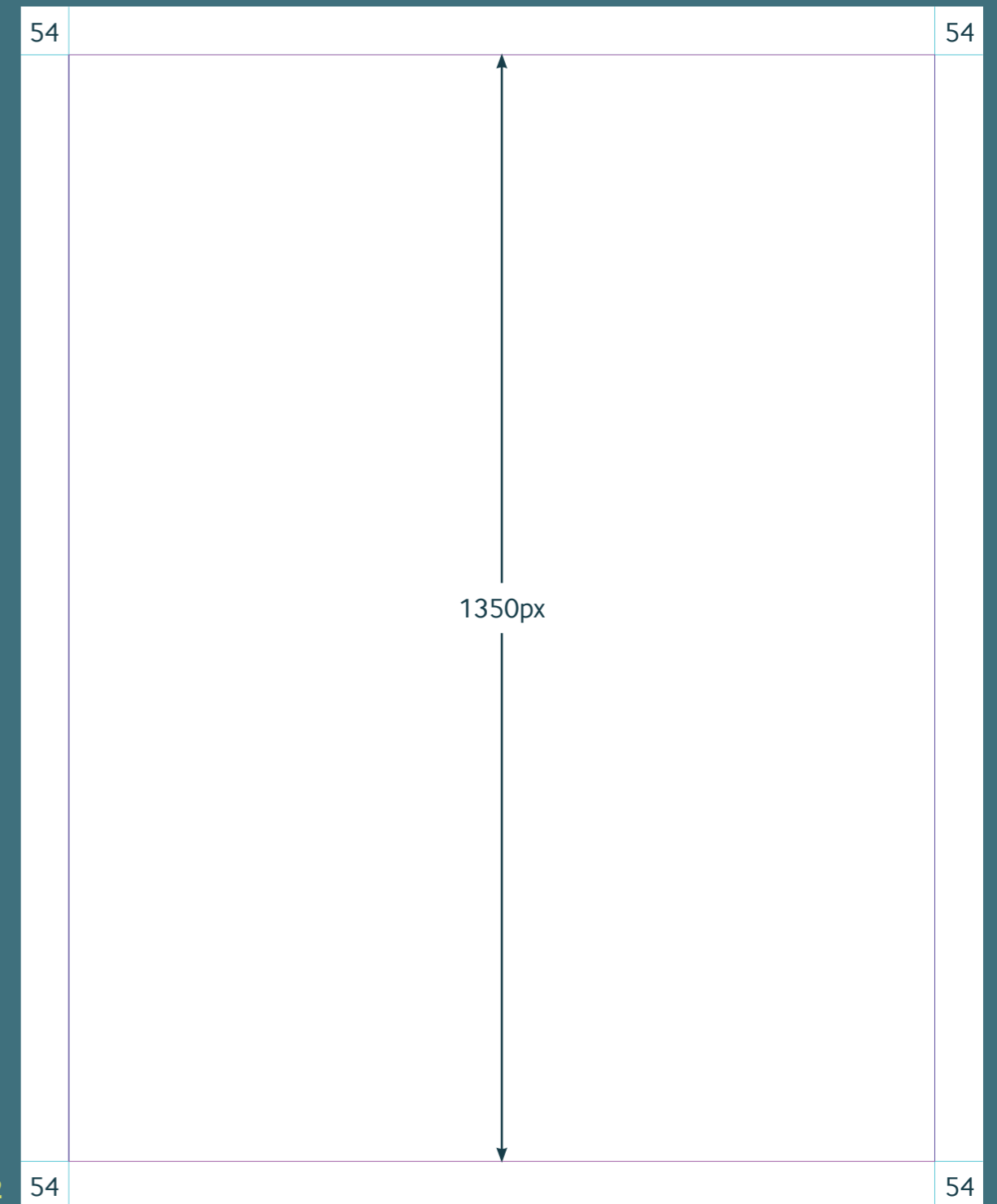
To create our margins, we take the longest side of the application and divide by 25. This gives us a modular margin that scales proportionately across all application formats and sizes.

Note: In some extreme cases (very wide or very tall) applications, your margins may need to be adjusted manually for optical correctness.

- 1 674px horizontal / 25 = 27 px margin
- 2 1350 px vertical / 25 = 54 px margin



1



2



APPLYING HEADLINES

Headlines are applied to documents relative to the margins, format size, and line length. Use these examples as a reference for setting headlines across various application formats.

Note: The cap-height of headlines touches the top margin.



APPLYING SUBHEADS

Subheadlines are applied relative to the headline. As stated on page 65, subheadlines should be at 50% of the typesize of the headline to ensure proper hierarchy.

Note: The space between headline and subhead should be set at 50% of the headline's x-height when the elements are placed in close proximity.

	THIS IS A HEADLINE	
X/2	This is a subhead, smaller than the headline.	
	<small>This is body copy, potentially used to provide more information into the offer being illustrated.</small>	

	THIS IS A HEADLINE	
	This is a subhead, smaller than the headline.	



APPLYING OUR LOGO

Our logo is generally applied in the bottom right corner. The width of the logo should be 2x the margin size. This ensures our logo scales proportionally with each application. For billboard use, the logo size can be increased for visibility at the discretion of the designer, using this page as an optical reference.

Note: Due to its circular shape, the monogram may be positioned slightly outside of the defined margins to achieve correct optical alignment, as strict mathematical alignment can make it appear visually offset.



THIS IS A HEADLINE

**This is a subhead,
smaller than the headline.**

This is body copy, potentially used to provide more information into the offer being illustrated.

A circular logo icon positioned in the bottom right corner of the grid.

**THIS IS
A HEADLINE**

**This is a subhead,
smaller than the headline.**

A circular logo icon positioned in the bottom right corner of the grid.

PHOTOGRAPHY

07

These pages will take you through a step-by-step construction on how to use our photos in primary layouts.



EXPRESSION

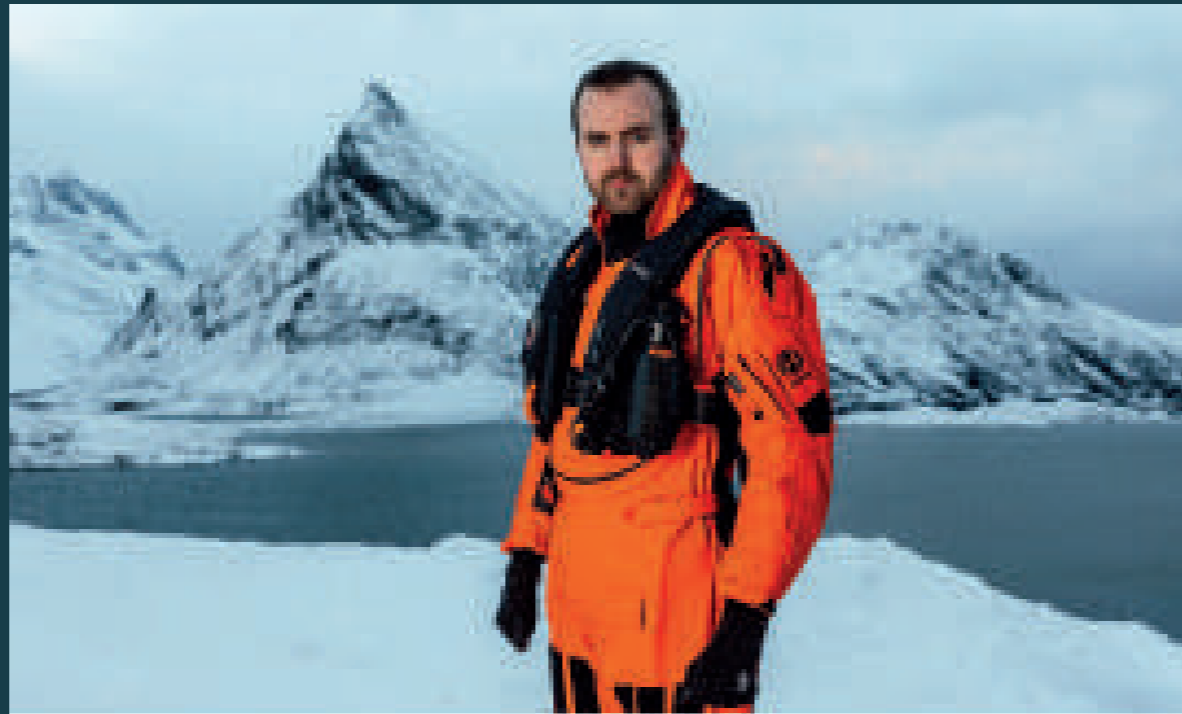
Our photos should reflect Hansen Protection's core values of legacy, protection, and precision in extreme conditions. Images must feel authentic and purposeful, favoring real environments, action-driven moments, and detailed material close-ups. A cool, controlled color tone aligned with the brand palette should be maintained, avoiding overly warm filters or artificial styling to preserve a technical and credible aesthetic.





SPLIT LAYOUT

This layout combines photography and content in a structured 50/50 composition, allowing for clear communication while maintaining strong visual impact. The image section should feature high-quality, authentic photography, while the content area uses a solid background (preferably Mist White) to ensure maximum legibility. Typography and spacing must follow the established hierarchy and margin system, creating a balanced and consistent layout suitable for both digital and print applications.



THIS IS A HEADLINE

This is a subhead,
smaller than the headline.

This is body copy, potentially used to provide
more information into the offer being illustrated.



THIS IS A HEADLINE

This is a subhead,
smaller than the headline.

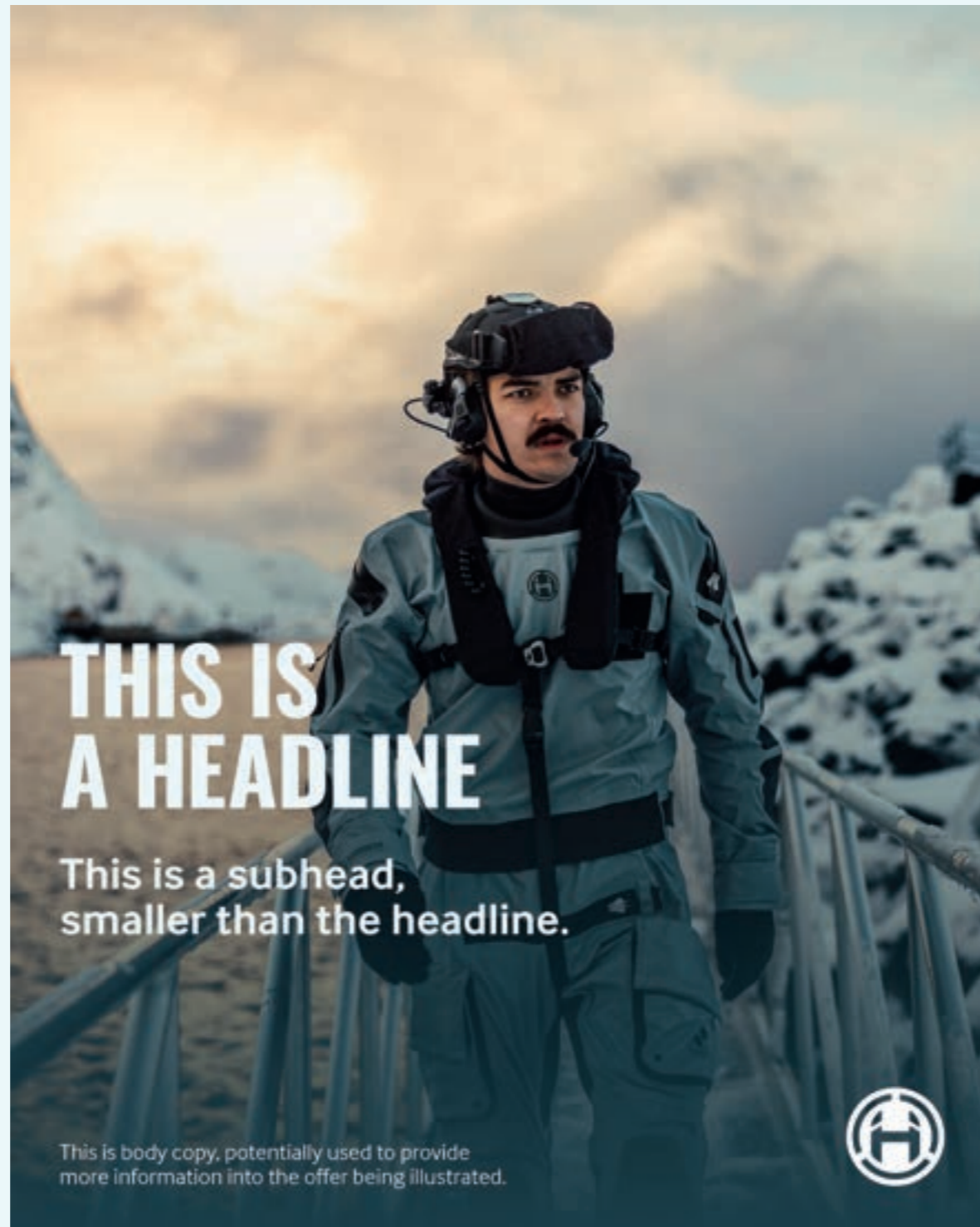
This is body copy, potentially used to provide
more information into the offer being illustrated.



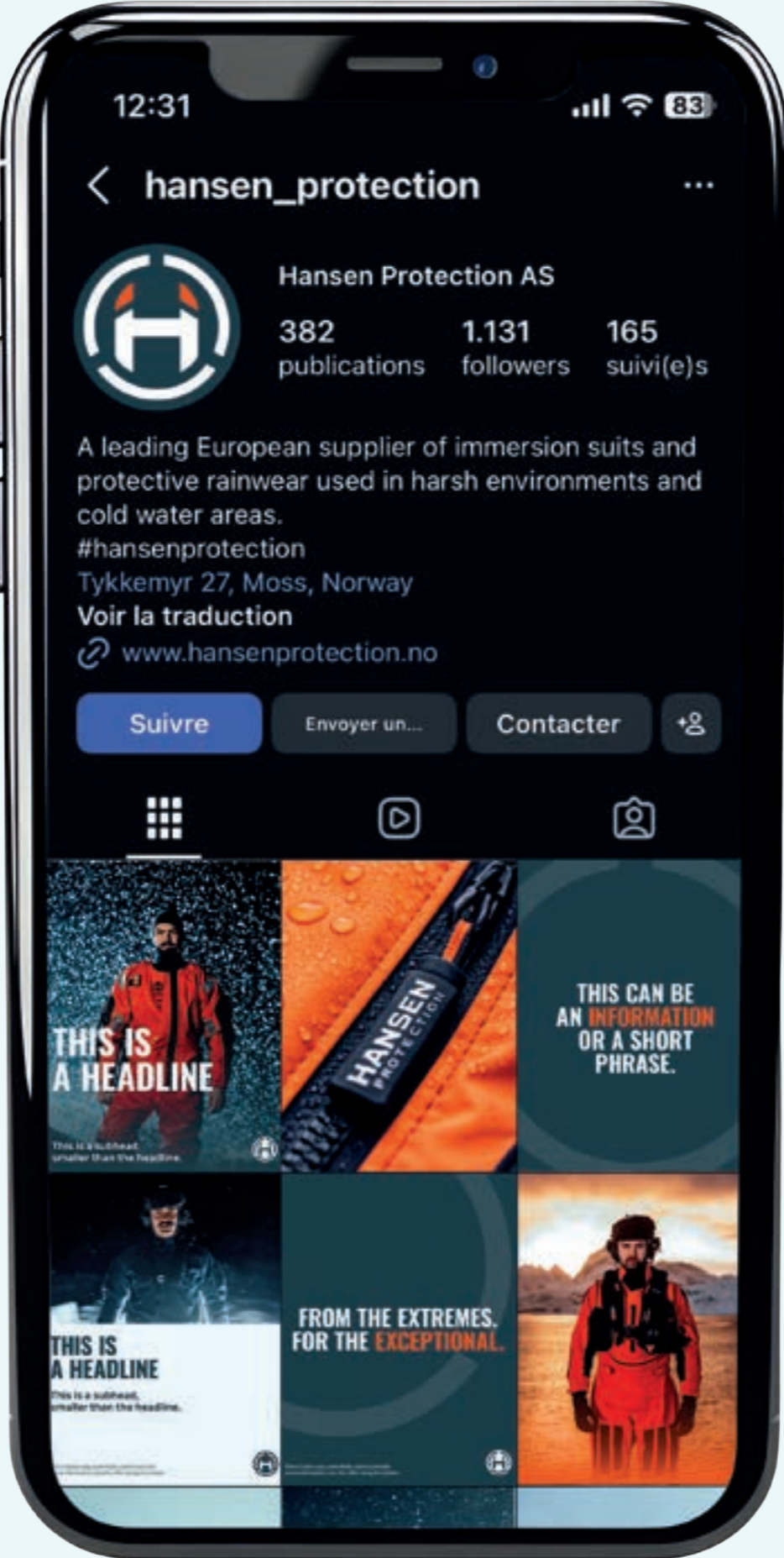
IMAGE OVERLAYS

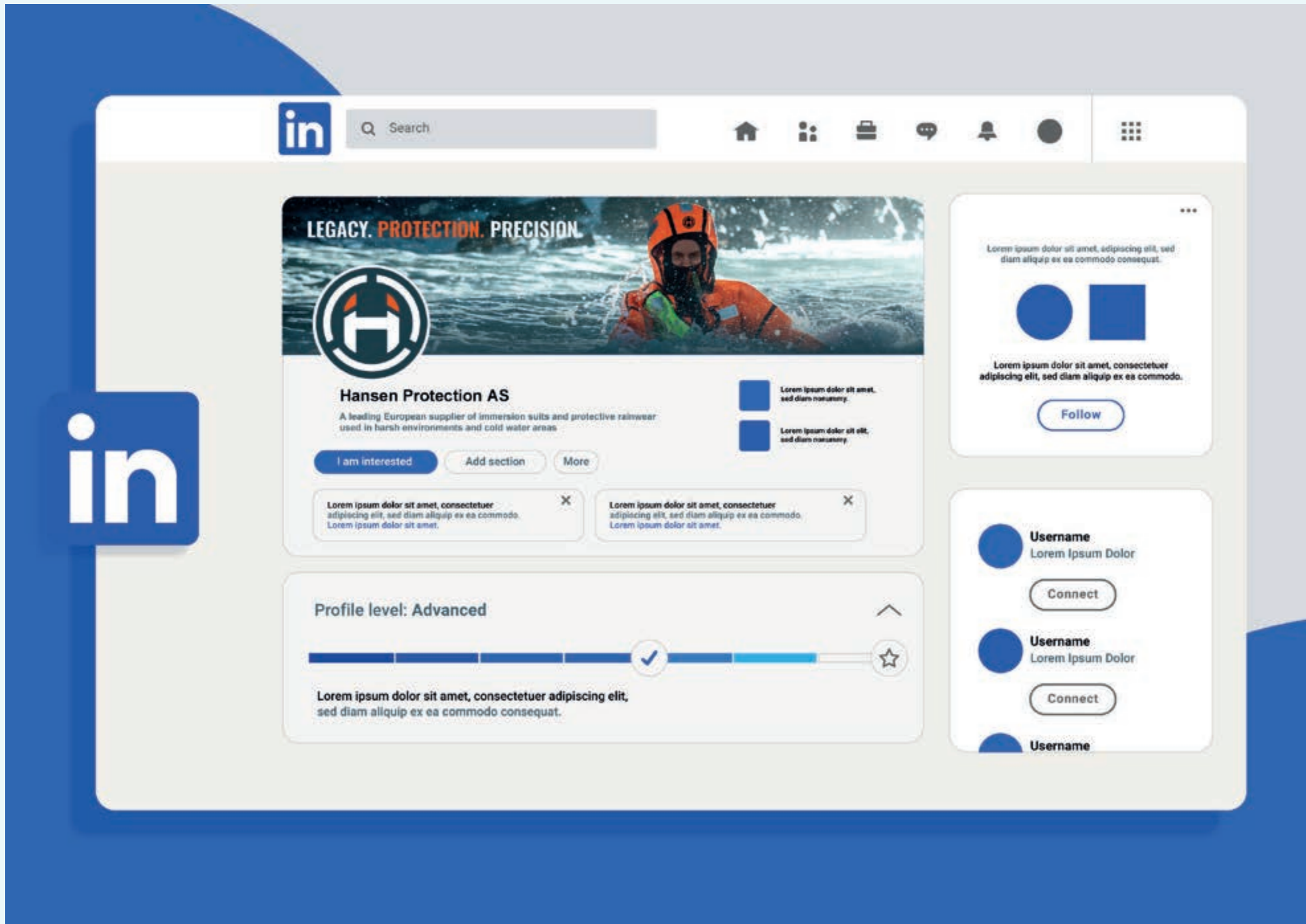
For **full-bleed photography**, subtle gradients* or overlays may be applied to improve text legibility. These should be used as a functional tool to enhance contrast, not as a decorative element. Overlays must remain minimal, preserving the integrity and realism of the image while ensuring clear and accessible typography.

* See page 90













GRAPHIC ELEMENTS

08

09

PRIMARY GRADIENT

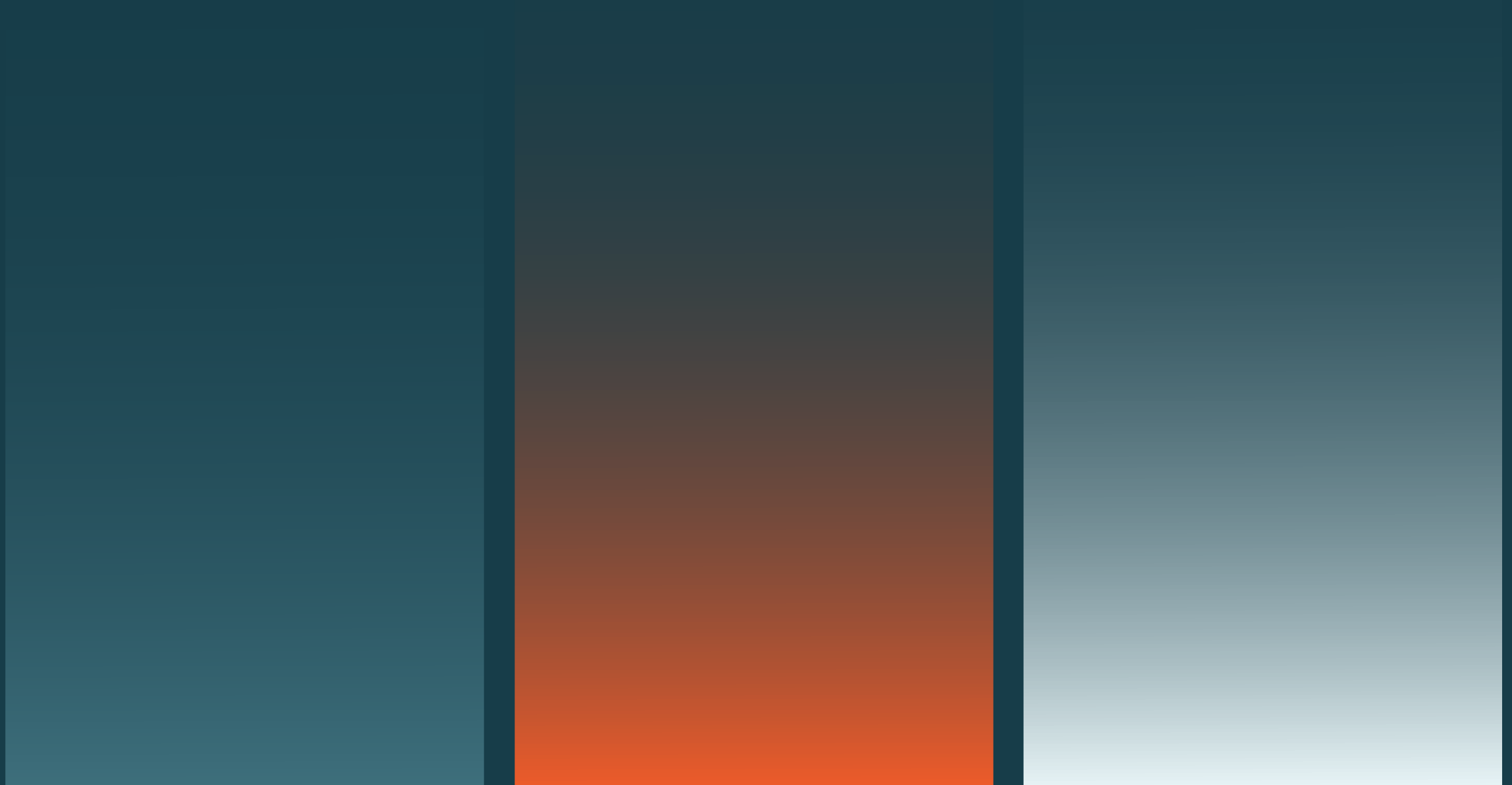
Gradients should primarily use Dark Teal to maintain a consistent, technical, and controlled visual tone across all applications. This ensures strong contrast, supports legibility of headlines and text, and reinforces the brand's core identity. Dark Teal gradients should be the default choice for overlays, used consistently to create a cohesive and recognizable visual system.

Note: The transition bar is set from **full transparency to a maximum of 25% color**. This approach maintains readability while keeping the overlay minimal and unobtrusive.



SECONDARY GRADIENTS

Steel Blue, Signal Orange, and Mist White may be used as secondary gradient colors to introduce variation and emphasis. These should be applied selectively and with restraint, ensuring they support the content and do not overpower the composition.



Graphic elements
Gradient examples



SEGMENTED CIRCLE

In text-based or minimal layouts, such as social media posts without photography, the segmented circle may be used more prominently to reinforce brand identity and create visual structure. It can support composition, guide the layout, and add recognition to otherwise simple designs. The element should remain aligned with the grid and partially cropped, ensuring it enhances the message without overpowering the typography.

Note: The opacity of the circle should be put at 10-20%.







**FROM THE EXTREMES.
FOR THE EXCEPTIONAL.**

This is body copy, potentially used to provide more information into the offer being illustrated.



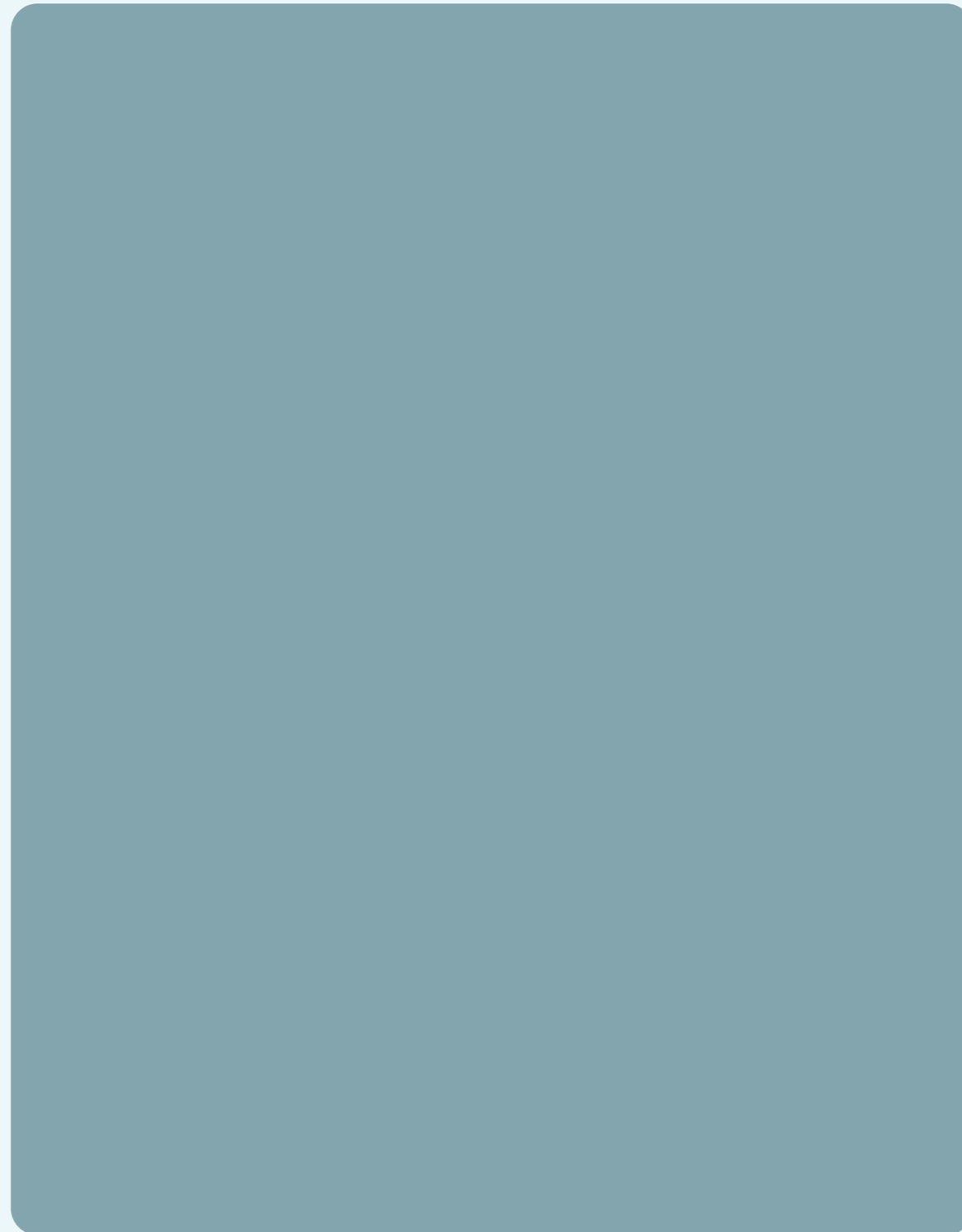
**LEGACY.
PROTECTION.
PRECISION.**

This is body copy, potentially used to provide more information into the offer being illustrated.



ROUNDED CORNERS

When rectangles are used as containers for text or information, they should always use rounded corners to maintain a cohesive and recognizable visual language.

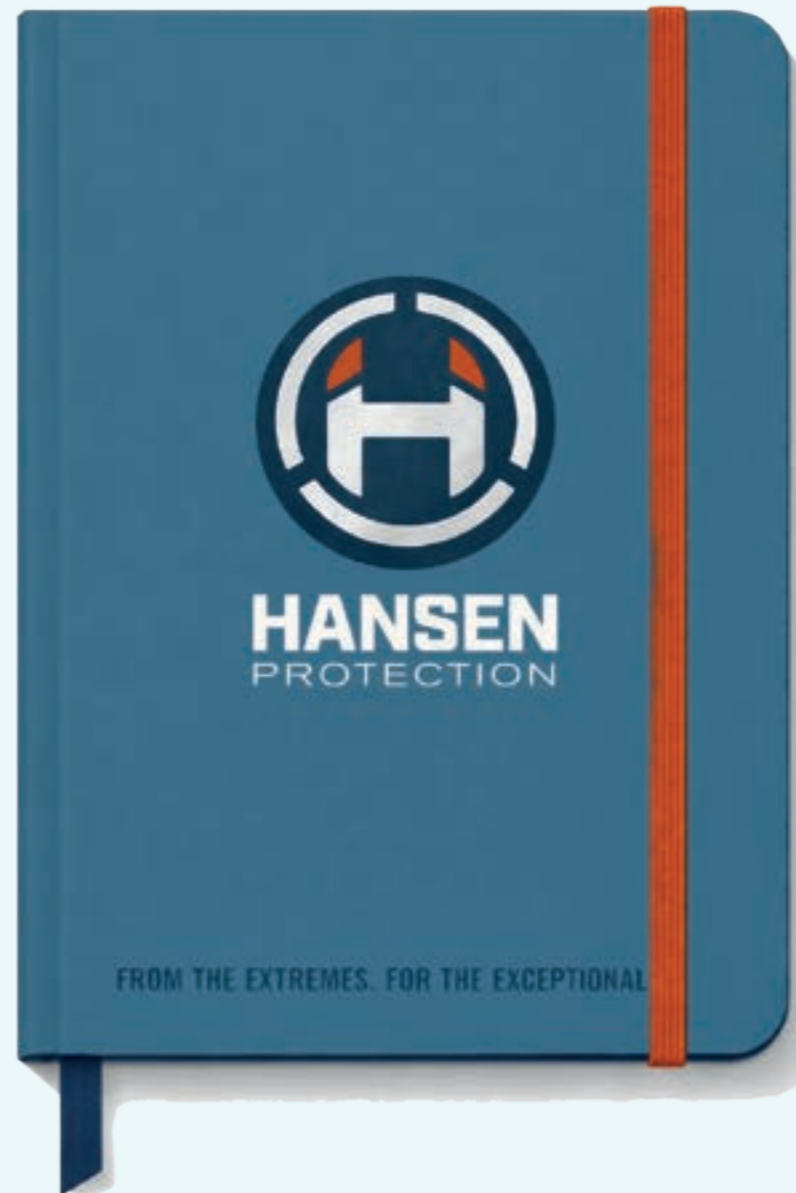


MERCHANDISE

**08
09**

PROPOSITIONS

Goodies and merchandise should be carefully selected to reflect the brand's identity and values while maintaining a consistent visual and qualitative standard. All items must align with established brand guidelines, including colors, typography, and logo usage, to ensure a cohesive brand experience. Preference should be given to practical, durable, and responsibly sourced products that reinforce the brand image and create a lasting impression.





HANSEN
PROTECTION

FROM THE EXTREMES. FOR THE EXCEPTIONAL.