

**TANDBERG**

Logotype

This sheet can be used as a  
clip-sheet and can be ordered from  
Tandberg in Oslo

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## **TANDBERG**

For product designations, headings for printed matter, etc., the same typeface should always be used. This typeface is suitable for the Logotype and belongs to the same typeface family.

## Logotype and Bylines

The Typeface is Helvetica. Unfortunately, the method of specifying the typeface varies from country to country and also varies according to the typeface setting technique. The typeface is available in Letraset Instant Lettering Standard Sheets and is called *Helvetica light*.

In contrast to the Logotype which is in upper case, bylines use upper case and lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**TANDBERG** TCD 440A

**TANDBERG** Service Manual

**TANDBERG** Information

## TANDBERG

Packaging does not only function as a protective cover for fragile products, but also as an organ of communication. Packaging tells about the contents of the package and it should say something about the quality of the product, and the producer.

## Packaging

Packaging is a part of the visual Tandberg profile. It must conform to the general visual design principals in the same way as stationary, handbooks, advertisements, and so on.

Fixed elements in packaging are Logotype and text in byline type Helvetica (Letrasat, Helvetica light.)

Some examples of packaging (3000 series) are shown here.



## TANDBERG

The high-fidelity market is extremely competitive.

Tandberg, as a manufacturer has always been highly regarded by the technical media within the industry, and we are proud of the fact that we produce a technically superior product.

It is, however, essential to market our products with the same degree of technical excellence.

Our new marketing programme is based upon capturing the high income, technically aware customer. This customer's reasons for purchase are not related to price but to quality and status.

Tandberg should be a product that he aspires to.

The way in which we influence this type of customer are vastly different to the mass market purchaser. He is influenced by high quality products and high quality service and after-sales.

## Sales Promotion

This prestigious image has to be attained, it is derived from a number of varying influences; advertising, word-of-mouth, technical media, point-of-sale display, exhibitions, and dealer attitude and service, the latter being a linchpin in the customer's decision to purchase.

All these aspects must act in a totally cohesive manner throughout the company's activities, worldwide.

The overall marketing effort should reflect Tandberg as the leaders in the high fidelity industry. To achieve this requires the co-operation of everyone involved in presenting the product of the public and the industry.

We recognise that each individual country in which we sell the products will require an individual approach in specific areas of marketing to allow for local conditions, but it is essential that they all work within the overall framework of the total marketing strategy.

This Manual is intended to give guide-lines to those involved in the ways in which our products should be presented, and to show some promotional items that will aid you.

Whenever promoting the products two important questions should be asked:

1. Is this promotion showing the product to its best advantage within the marketing profile.
2. Is this promotion going to sell the products, or create demand for the products, or promote goodwill towards the products or dealers.

If the answers to either of these questions is no then the products should not be promoted in that particular way.

It is far better to lessen the number of promotions and maintain very high standards, than to undertake mediocre presentations on a large scale.

We are selling quality not quantity.

# TANDBERG

## Logotype/Colours

Display colours are as important in company identification as the logotype itself. It is therefore essential to maintain consistency in this area.

The Tandberg house colours are Silver/Grey, Black and White. They may be used in the following combinations only:

Silver/Grey onto Black  
White onto Black  
Black onto Silver/Grey  
Black onto White



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## TANDBERG

The House Colours are an important part of the company profile. It is therefore essential to maintain consistency in this area.

## Logotype and House Colours

The Tandberg House Colours are Silver (Grey), Black and White. As a companion colour, a precisely defined red is used.

Logotype and House Colours may be used in the following combinations only:

The colour references for the red and grey tones is given on a separate sheet in this manual.

Silver/Grey  
onto Black



**TANDBERG**

White  
onto Black



**TANDBERG**

Black  
onto Silver/Grey



**TANDBERG**

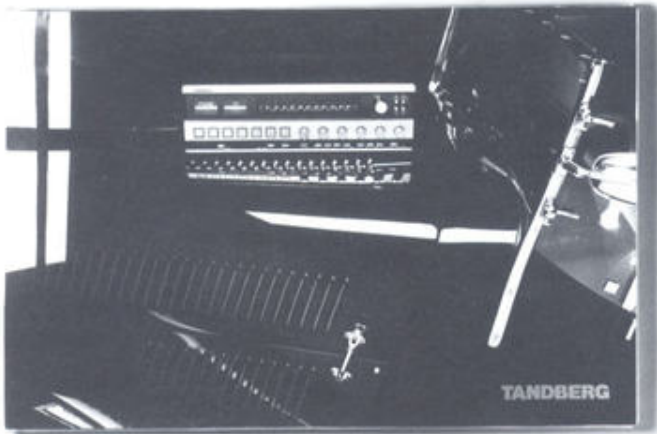
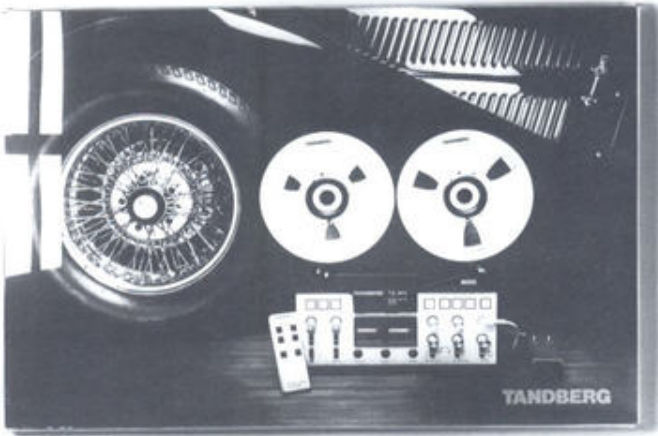
Black  
onto White



**TANDBERG**

Companion  
colour







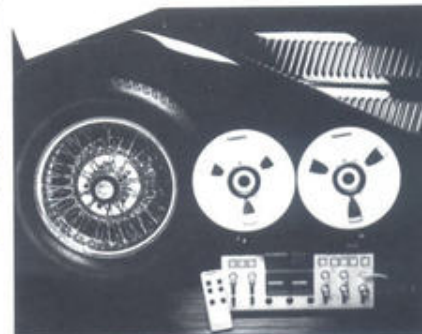
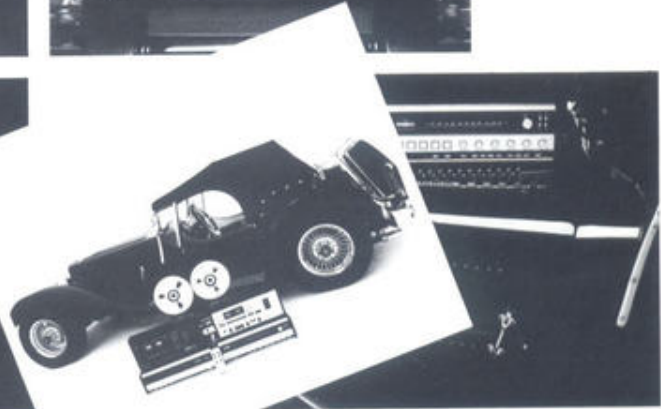
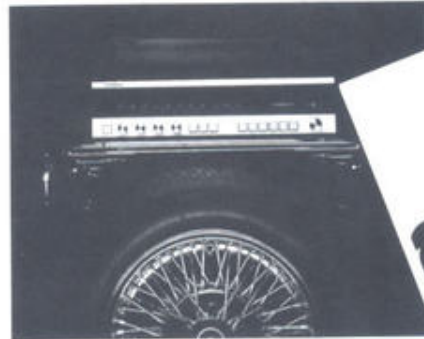
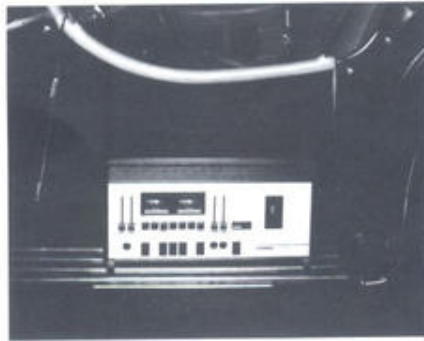
# TANDBERG

# Advertisements

A range of approved photographs of equipment is available from Tandberg both as black and white prints and colour transparencies suitable for reproduction.

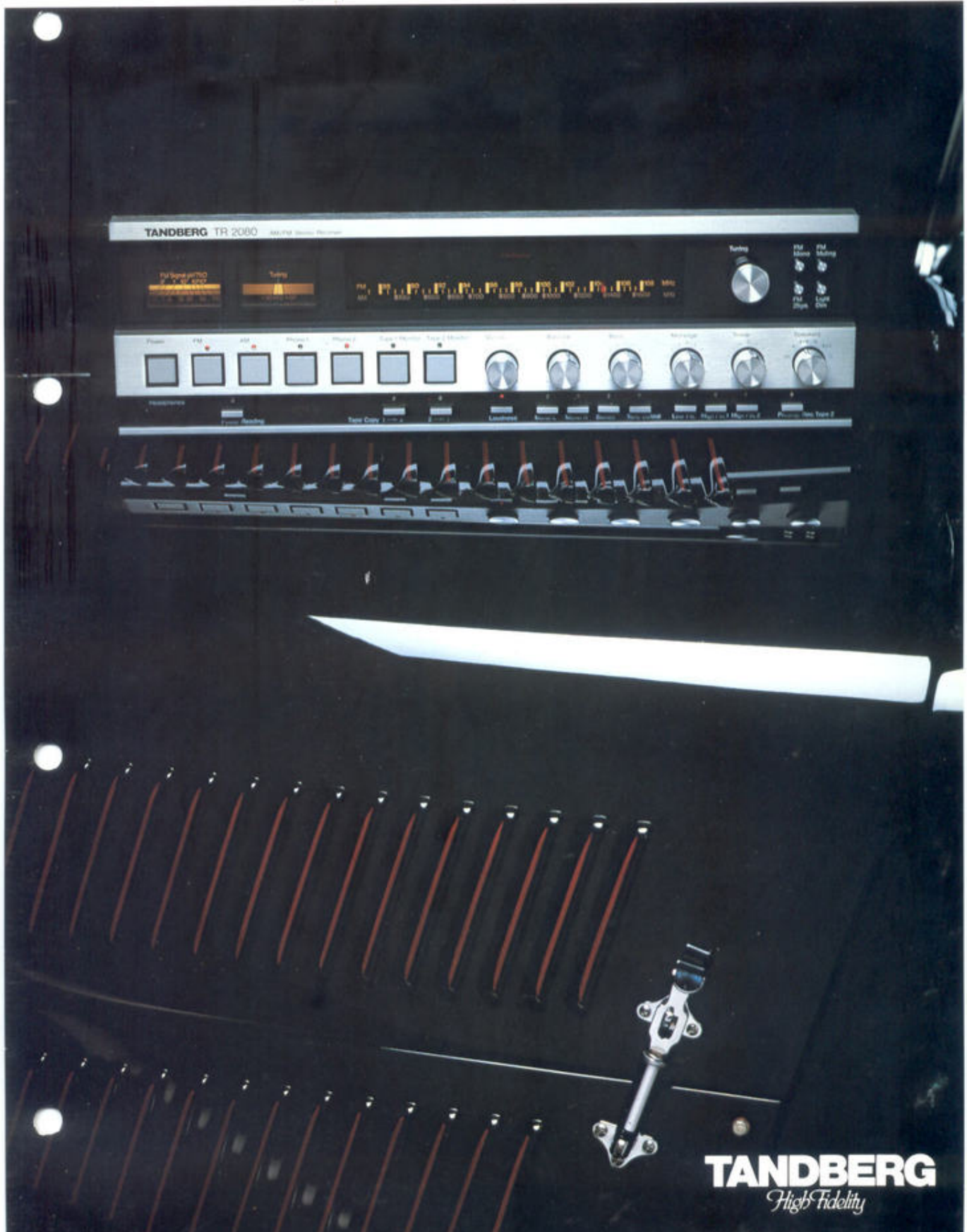
This set of photographs should be assessed before any local photography of products is undertaken. The library will be continually updated and current photographs will be sent on request.

Local newspaper information advertising should follow an international corporate style. This is to be applied to invitations or announcements relating to clinics, exhibitions or demonstrations on a local level.



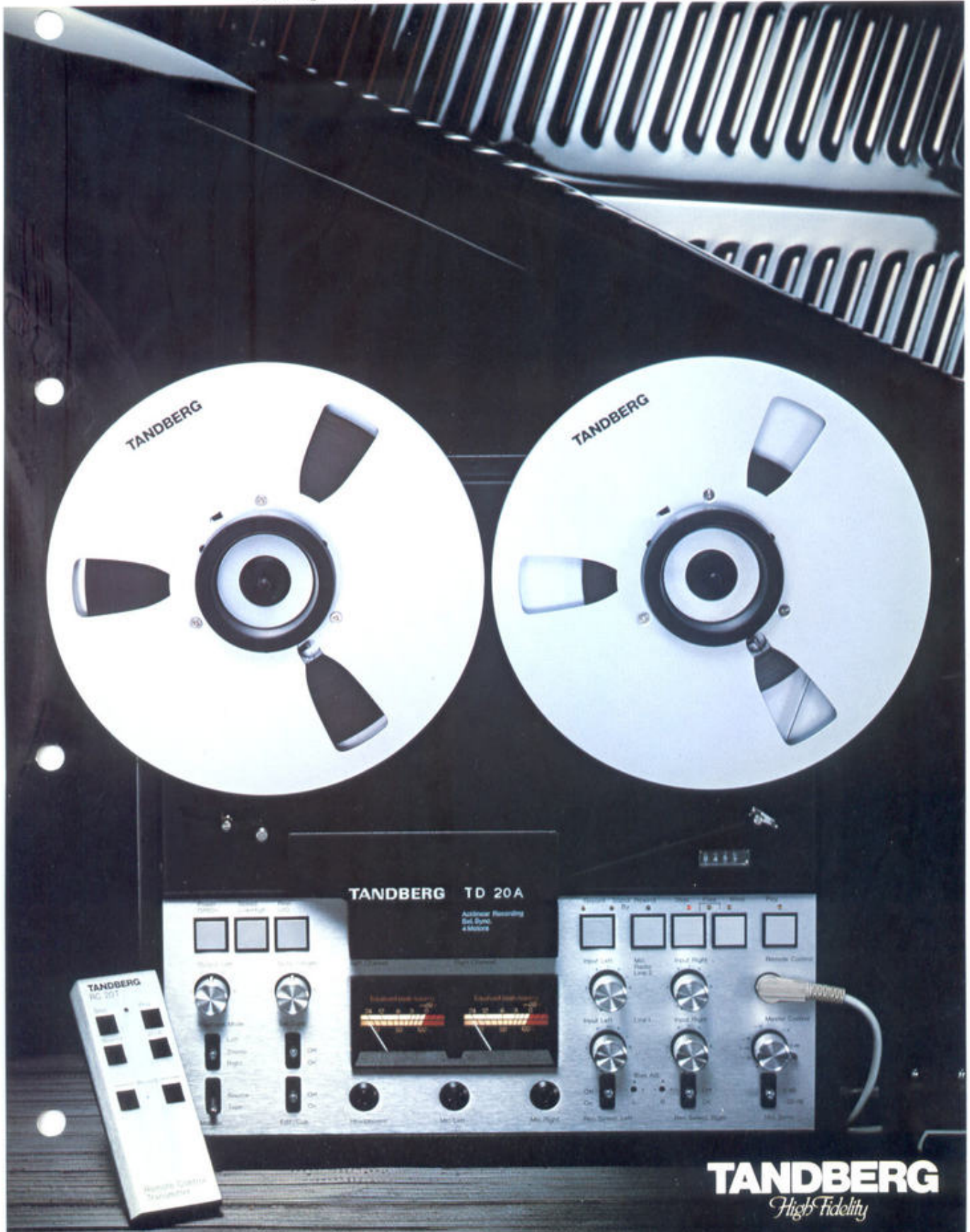
# Tandberg går videre

Tandberg HiFi produkter føres av utvalgte forhandlere over hele landet.

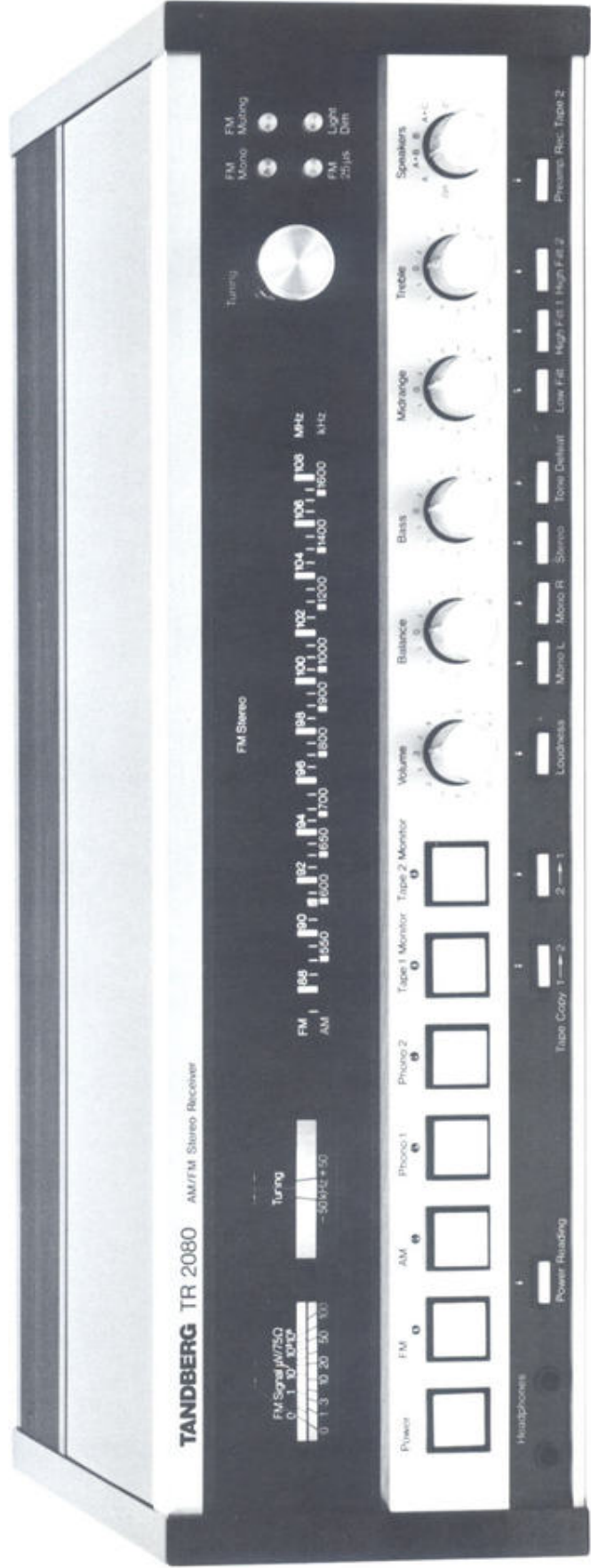


# Tandberg går videre

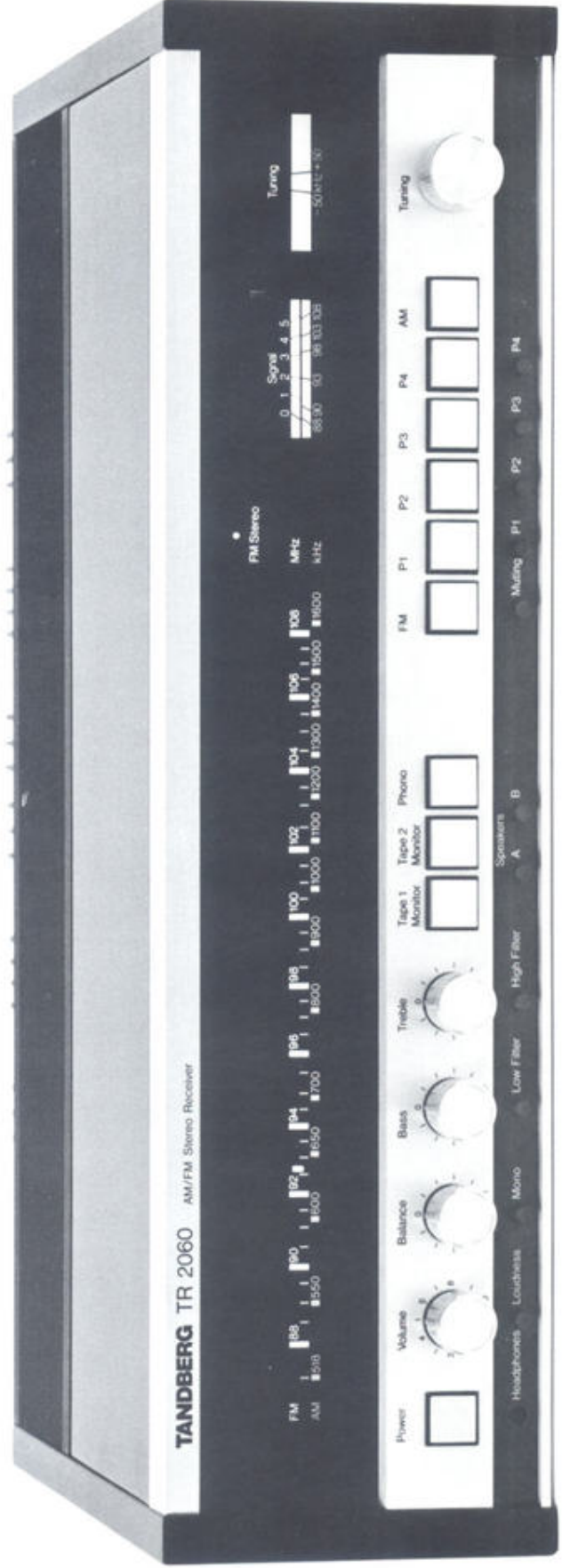
Tandberg HiFi produkter føres av utvalgte forhandlere over hele landet.



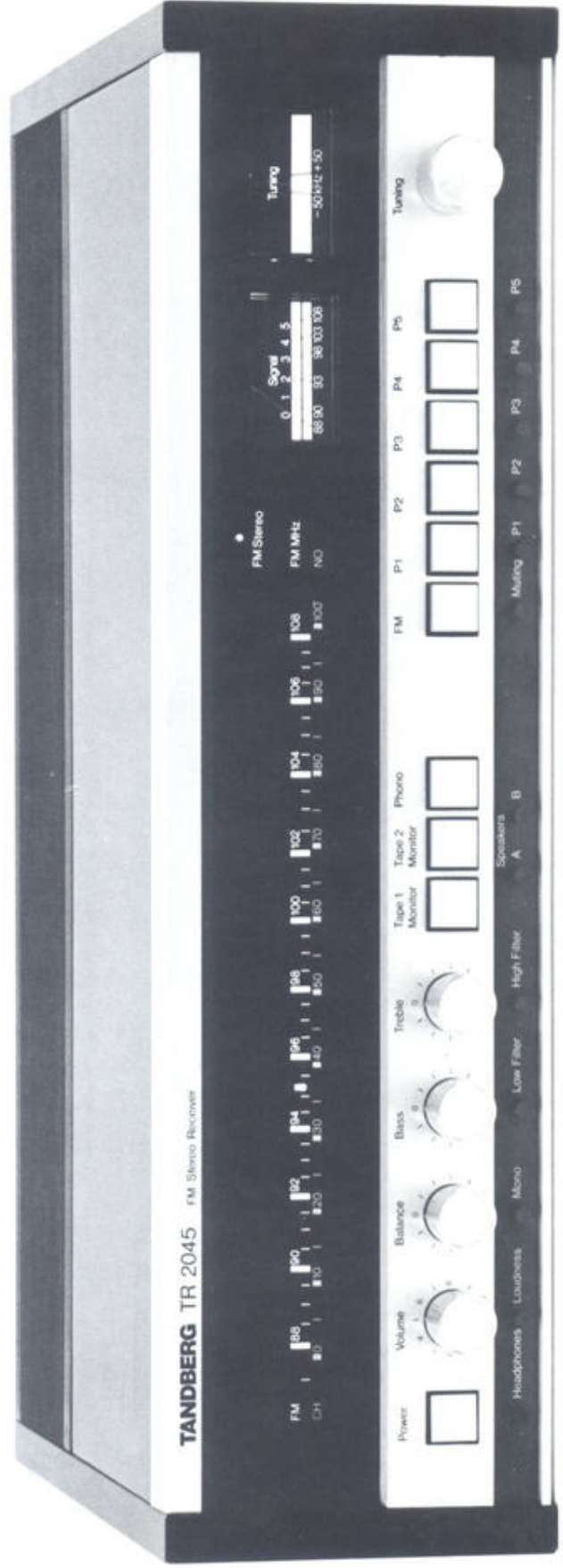
# TANDBERG TR 2080



# TANDBERG TR 2060



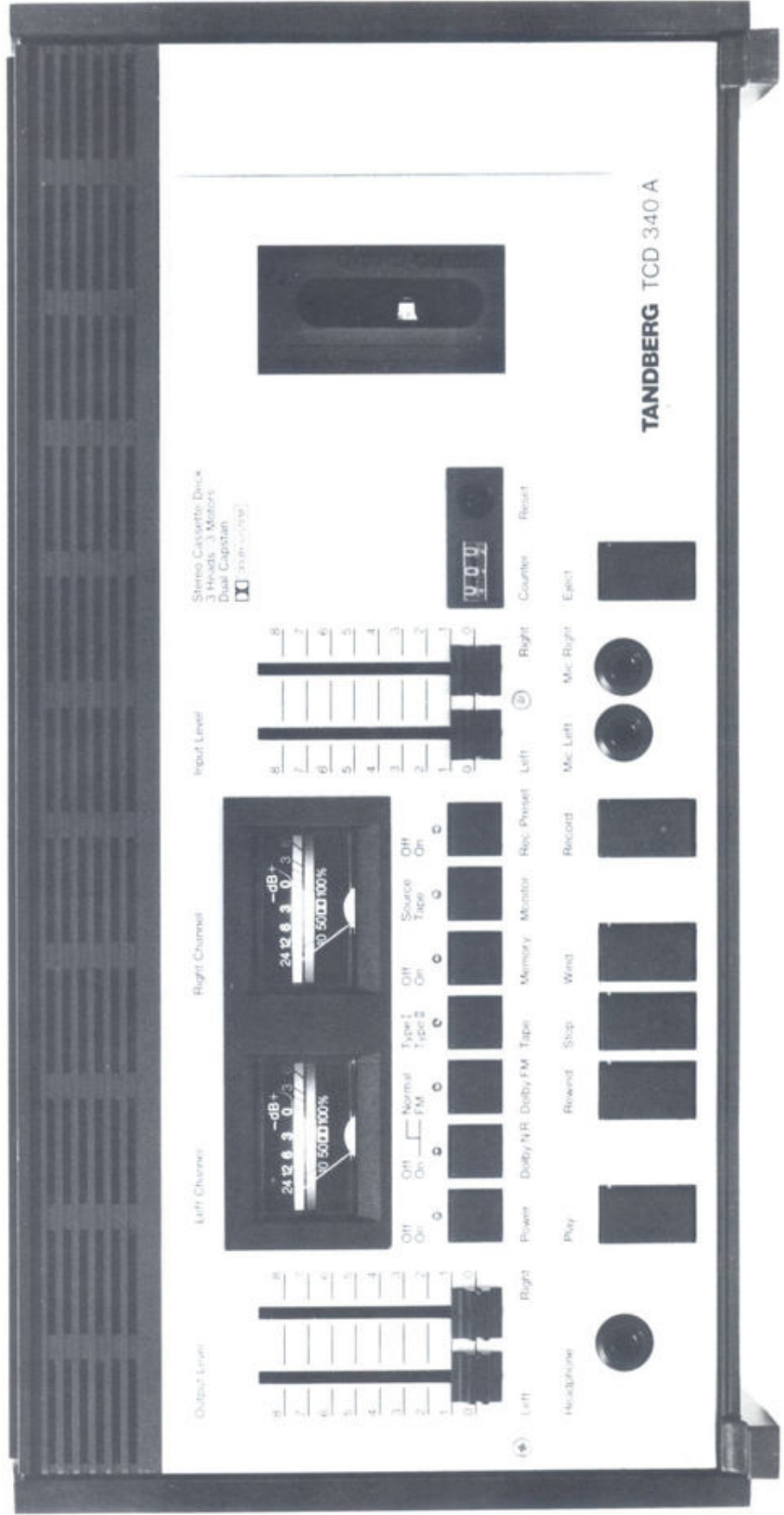
# TANDBERG TR 2045



# TANDBERG TCD 440A



# TANDBERG TCD 340A



Stereo Cassette Deck  
3 Heads - 3 Motors  
Dual Capstan  
Dolby B/C

Output Level

Right Channel

Left Channel

Input Level

Headphone

Power

Play

Rewind

Stop

Fast Forward

Memory

Monitor

Rec. Preset

Left

Right

Counter

Reset

Mc. Left

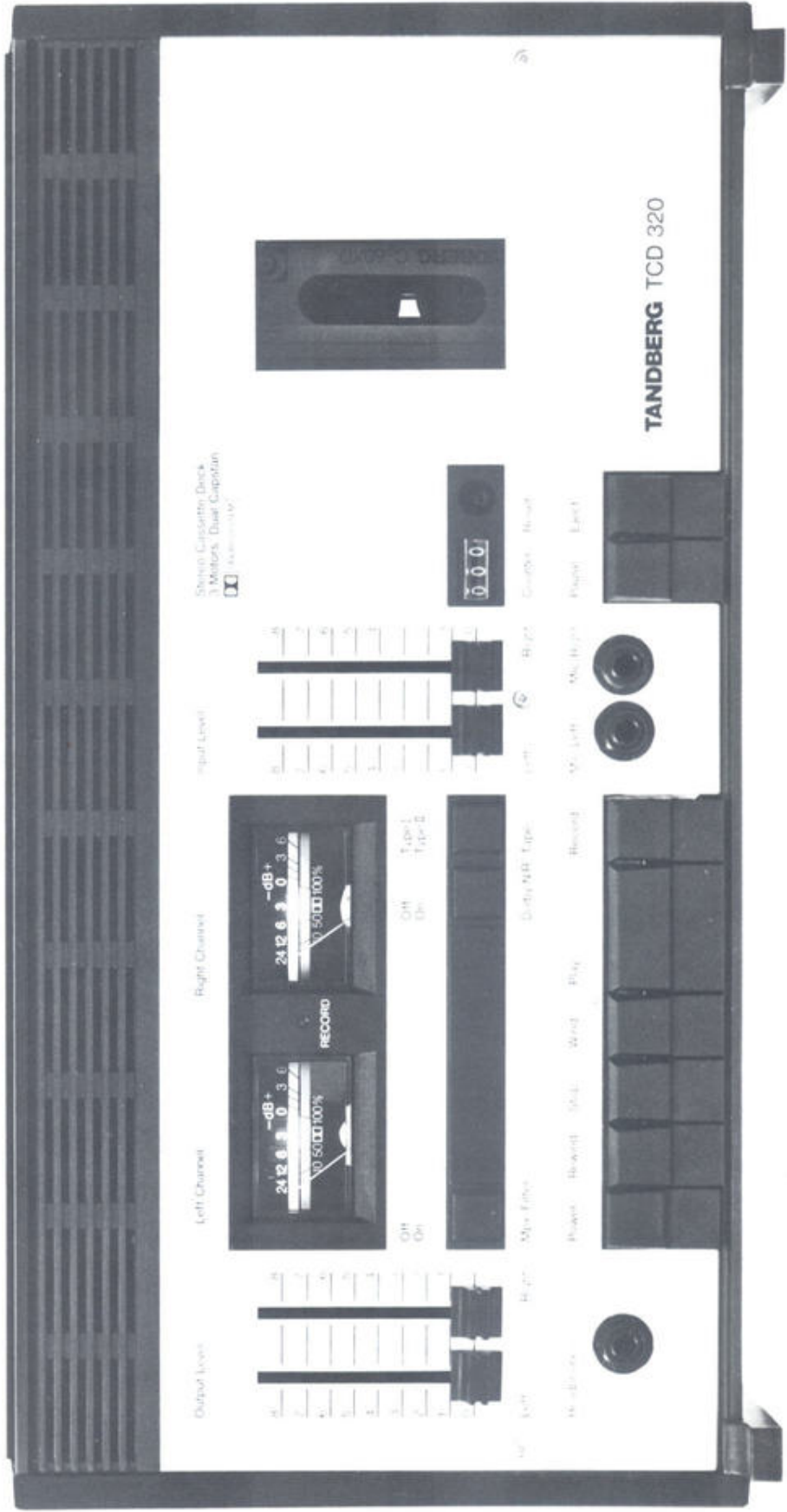
Mc. Right

Eject

TANDBERG TCD 340 A



# TANDBERG TCD 320



Ships Cassette Deck  
3 Motors Dual Capstan  
XX

Input Level

Right Channel

Left Channel

Output Level

Mix

Play

Stop

Play

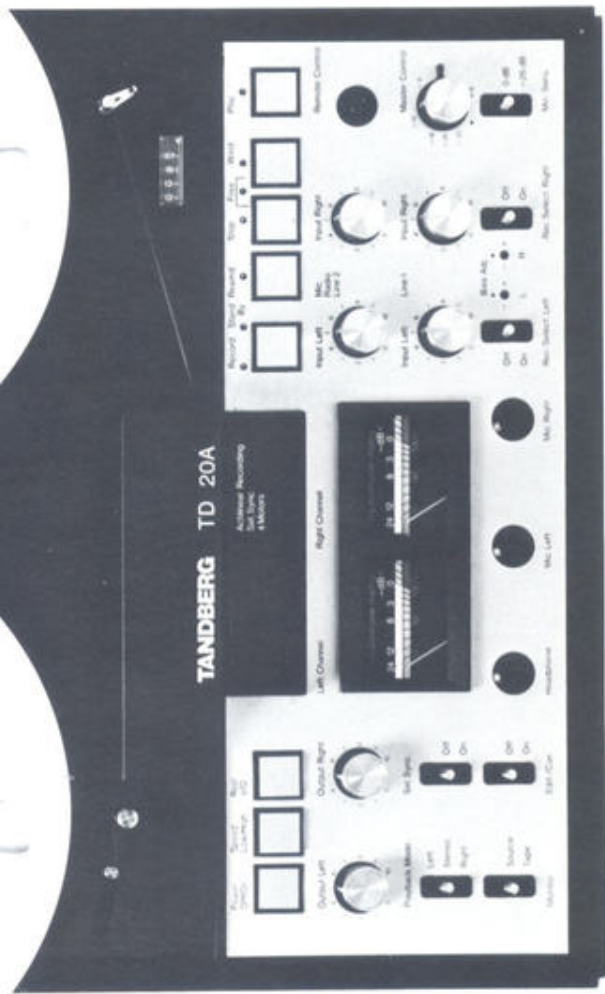
Play

TANDBERG TCD 320

# TANDBERG TD 20A

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**TANDBERG RC 20**

