Tessa press kit

Logos, product images and copy about Tessa, end-to-end tests in plain language by Ernst & Conte. Free to use in coverage of Tessa.

Contents

FOLDER	CONTENTS
`1-logo`	Symbol (SVG, PNG), logo, logo with "by Ernst & Conte" and stacked form (PNG), each for light and dark grounds
`2-text`	Product profile, facts, film links and image captions (German, English)
`3-images`	Product images, film stills and social media preview images

Which file for what

USE	FILE
Article, press release	`1-logo/tessa-lockup-endorsed-ink-on-transparent.png`, copy from `2-text/product-profile-en.txt`
Dark ground	the `white-on-*` versions
Small space, avatar, application icon	`1-logo/tessa-symbol-512-on-brand-rounded.png` or `tessa-symbol-*.svg`
Square field	`1-logo/tessa-stacked-endorsed-*.png`
Images for an article	`3-images/tessa-*.jpg`, captions in `2-text`
Link preview, social media	`3-images/tessa-social-*.png` (1200 × 630)
Showing the film	Link the product tour and the launch film, addresses in `2-text`

Forms

Symbol

Logo `lockup`

With maker `lockup-endorsed`, the first choice

Using the logo

tessa
by Ernst & Conte

tessa
by Ernst & Conte

tessa
by Ernst & Conte

Light ground: `ink`. Dark ground: `white`. Keep at least half the symbol's height free all around.

Minimum size

FORM	AT LEAST
Symbol	16 px
With "by Ernst & Conte"	Symbol 24 px tall; smaller, use the logo without the maker

Please don't

- stretch, rotate or crop it
- recolour it or add effects
- reset the name; "tessa" stays lowercase in the logo
- rearrange the symbol and the name

Colours

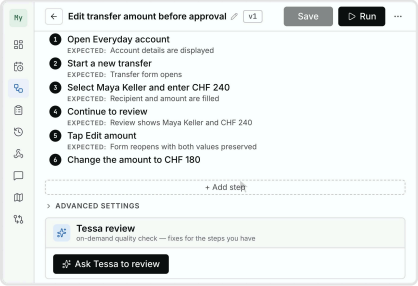
Ink
HEX #111111
RGB 17 17 17

Brand ground
HEX #171717
RGB 23 23 23

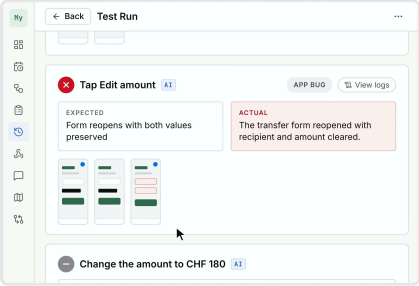
Blue
HEX #1D67C9
RGB 29 103 201, accent

White
HEX #FFFFFF
RGB 255 255 255

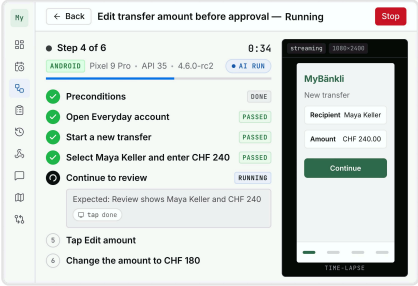
Product images



Write tests in plain language



Evidence for every step



Run scenarios on your own devices

Nine product images in `3-images`, all captions in `2-text`. The images show the sample application MyBänkli with sample data. Image: Tessa / Ernst & Conte.

Media enquiries
hello@tessa-testing.ch

Ernst & Conte GmbH
Oberneuhofstrasse 8, 6340 Baar, Switzerland · tessa-testing.ch