

HIAB SELECTED ACCESSORIES

BRANDING AND PACKAGING GUIDELINES



Version 1.0
June 2017





The Hiab brand conveys a strong sense of quality, which comes in great part from the pride we take in everything we produce and deliver – from the largest crane to accessories and installation material.

Hiab Selected Accessories are a very important part of our offering, since their function and appearance are constant reminders for our customers that they have invested in a quality product. It is therefore very important that our Accessories give the same brand message and quality feeling as our products.

The Hiab Selected Accessories Branding and Packaging Guide specify how to mark the products, including how to brand the package. It is important to follow the guide in every detail, since we are convinced that properly branded and packaged Accessories increase sales – for our suppliers, for our network and for Hiab.

If you have any questions about the content in this Branding and Packaging Guide, don't hesitate to contact us.

Yours sincerely,

Kent Lindberg

Director, Hiab Loader Cranes Accessories

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Overall rules of thumb:

In order to clearly communicate the Hiab brand value in our products, it is important to ensure that no supplier branding is imprinted or in any way attached to Hiab products, including logotypes or any other references.

Hiab products can be either Hiab branded or non-branded. In these guidelines we present the rules for which products should be Hiab branded and which can be non-branded.

Hiab branded packaging should be used whenever the part is single packed.

SUMMARY OF HIAB VISUAL IDENTITY GUIDE

The Hiab Visual Identity Guide is the base reference for everything presented in this Branding and Packaging Guidelines. We strongly recommend you download it from our brand site at www.brandroom.hiab.com. At this site, you can also download the correct version of all logotypes.

In this section, we summarise the most important graphical elements as a quick reference guide.



Download logotypes and other files from our brand site at www.brandroom.hiab.com

SUMMARY OF HIAB VISUAL IDENTITY GUIDE

Hiab logotypes

Hiab logotypes consist of the elephant symbol and the respective brand name. The different versions are to be used in the order of preference below. Logotypes in all versions and orientations are available for Hiab and each product brand in the brand room.

For that often have the logotype printed on different types of material, the primary logotype version is number 2, in which the black plate makes the logotype stand out towards the background.

Horizontal and vertical versions. Use the logotype version most suitable for the application.



1. The preferred version is positive on a black background.



2. The secondary version is positive in a black frame, used on a non-black background.



3. Black-and-white version, positive.
A black-and-white version may be used when necessary.



4. Black-and-white version, negative.



Note: Logotypes must always be reproduced from master digital artwork, which can be found at hiab.com in the **Brandroom** section.

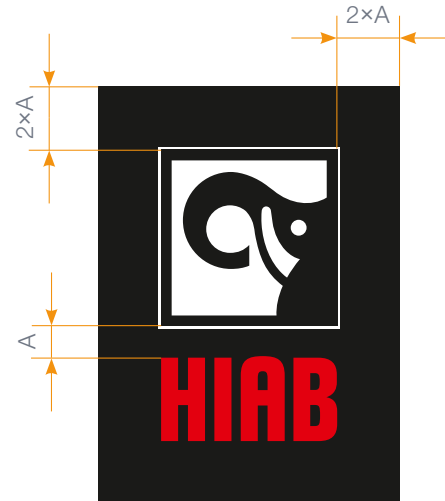
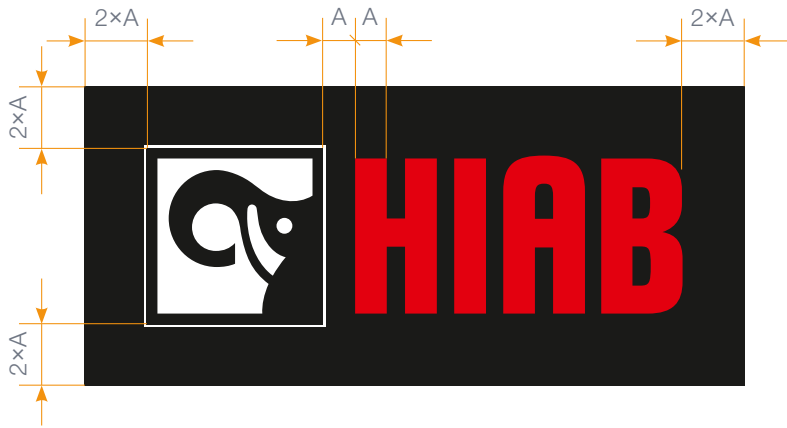
SUMMARY OF HIAB VISUAL IDENTITY GUIDE

Logotypes with a black frame and free space

The logotype version with a black frame is the primary alternative for use on a non-black background. The measurements or colour of the frame may not be altered.

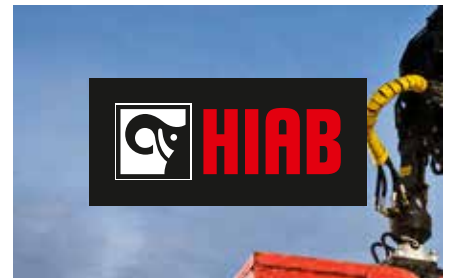
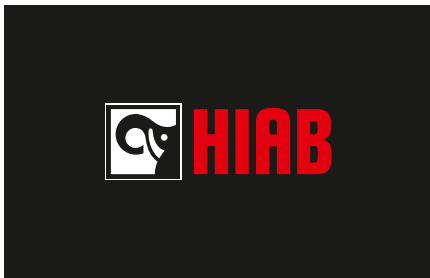
Both the portrait and landscape orientations for the logotype are acceptable versions. However, the landscape version is preferred as the brand names are larger in this format.

The black frame also represents the free space area for other logotype options, i.e. no other object can be placed closer to the elephant symbol or word mark than $2 \times A$.



Logotypes on a coloured background

On a light-coloured background or on an image, the logotype with the black frame must be used. A black positive version may also be used as illustrated.



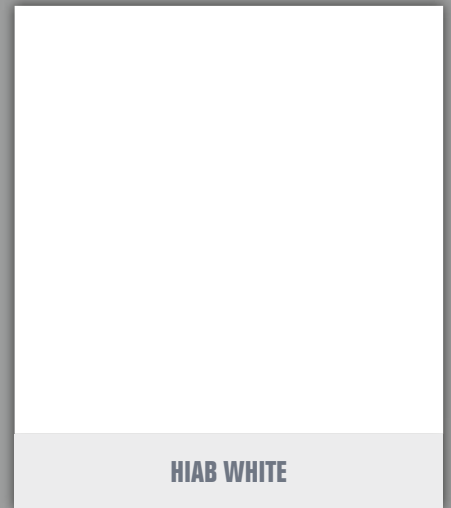
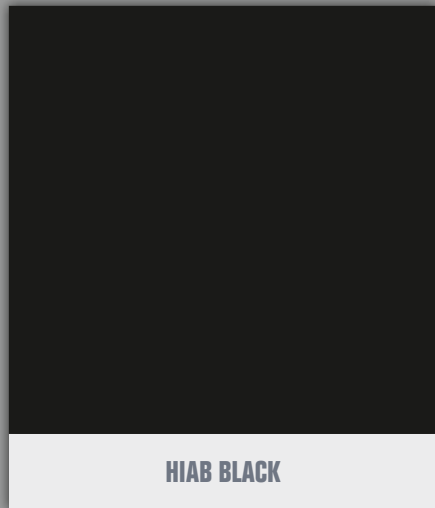
SUMMARY OF HIAB VISUAL IDENTITY GUIDE

Primary colours

We have two primary colours, Hiab Black and Hiab Red (same as Cargotec Red). These are the colours in our logotypes, and their use throughout our communication is a key expression of our identity.

Note: When reproducing Hiab colours from the four-colour set, each printer is responsible for matching the Pantone references.

For print-based reproduction, the Pantone* Matching System (PMS) is used. Hiab Red is always reproduced to match PMS 485U on uncoated paper, or PMS 485C on coated paper.



PMS Black CU
CMYK 0%, 0%, 0%, 100%
RGB 0, 0, 0
Stickers Black
Vinyl Black
RAL 9005
WEB #000000

PMS 485
CMYK 0%, 100%, 100%, 0%
RGB 213, 43, 30
Stickers (Sericol) Polyplast 191 57%
+ Polyplast 114 43%
Vinyl 3M Scotchlite 00-368
Vinyl reflective 3M Scotchlite 680-10
RAL 3020 (Traffic Red),
gloss 70 ± 10
NCS S 0585-R80B
WEB #D52B1F

PMS 1-1 C
CMYK 0%, 0%, 0%, 0%
RGB 255, 255, 255
Stickers White
Vinyl White
RAL 9016 (Traffic White),
gloss 70 ± 10
NCS S 1002-G50Y
WEB #FFFFFF

* Pantone is a registered trademark of Pantone, Inc.

PMS (Pantone Matching System) C=Coated paper, U=Uncoated paper
CMYK (Cyan, Magenta, Yellow and Black) in 4-colour printing
RGB (Red-Green-Blue) monitor colours system
NCS (Natural Colour System) for painted objects

Hiab accessories mark

In order to reinforce the feeling of quality, there is a special Hiab quality mark for accessories. The quality mark is mostly used in printed material, but can be used on the package if space allows.

The quality mark should always be used together with HIAB logo or one of our brand logos.



Hiab Retrofit kit mark

We have designed a special Hiab Retro-fit kit mark to be used when packaging various related parts together in a kit.



Examples of product marking

For Selected Accessories, it is sometimes possible to mould the logotype into the Product. This is a very good choice as it will always be present on the product.

In addition to the logotype, the other minimum required marking is the item number, which must be added with a sticker or plate as described below.

Be sure to never place labels or metal plates on a product where they may loosen, block or in any way interfere with the quality or function of the product.

Whenever possible, paint the product in Hiab black with some details in Hiab red as an accent, if possible.

Sticker labels or metal plates may also be used to mark the product. It is important that these are designed according to our guidelines so we can ensure clarity and consistency, as well as an at-a-glance recognition that this product comes from Hiab.

Refer to the Packaging and Labelling Guidelines on page 16 for instructions.

Example of marking with a moulded logotype



Example of placement for aluminium label sticker.



Note: The Hiab logotype must always be placed according to the rules for free space. Do not change or redesign any elements of the logotype, including the colours. Use the secondary version (positive in black frame) on parts with non-black surfaces. Approved logotypes are available for download at www.brandroom.hiab.com. Please refer to the summary of our visual guidelines on pages 4-8 for details.

HIAB SELECTED ACCESSORIES

Example of marking with Hiab logotype in full colour



Example of marking with Hiab logotype in black and white.



Examples of cardboard boxes

Cardboard boxes are used to pack a wide range of smaller products. The standard cardboard box for outer packaging shows the black logotype printed on brown cardboard.

1. The standard cardboard box for outer packaging.



2. The standard cardboard box for outer packaging with Hiab logotype printed on a sticker.



Tape

A special Hiab tape with all product brands can be used for packaging. Clear tape is the standard.



Examples of wooden crates

Wooden crates are used to transport goods with special handling needs – such as long or heavy products – safely and securely. It is important to remember to properly brand and label the crate before shipping, especially since transport can be made direct to end customer.

Wooden crates can be either marked via skeleton print (using the black logotype) or sticker (using the positive logotype in a black frame). The Hiab logotype should be visible on all sides. If a label is needed for specific product details, including the item name (and other information required) and a barcode, take care to place it carefully so as not to block the Hiab logotype. It is also important to design labels according to our guidelines so we can ensure clarity and consistency.



Example of Hiab logotype in skeleton print.



Examples of Hiab logotype printed on a sticker and mounted on the box.





TS 077

BUILT TO PERFORM

HIAB

BUILT TO PERFORM

HINO

PLATE: 11-34



FORM

2000L

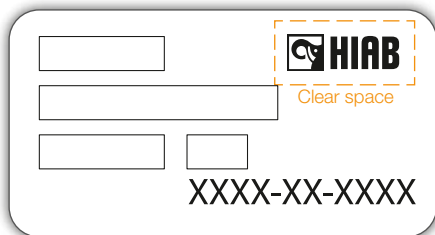
IDENTIFICATION LABELS AND TAGS

Design of identification labels and tags

Also for computer-printed identification labels and tags, it is important to stick to some basic rules in order to ensure clarity, consistency, and an immediate recognition that this part comes from Hiab.



Example of a sticker with a black background. For these stickers, white text should be used and the preferred logotype is the positive logotype in colour.

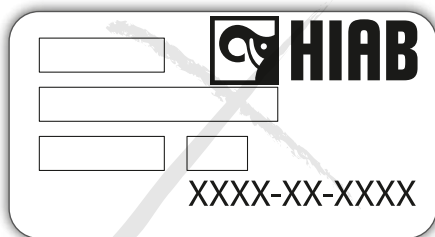


Example of label layout on a light background where the black-and-white logotype is preferred.

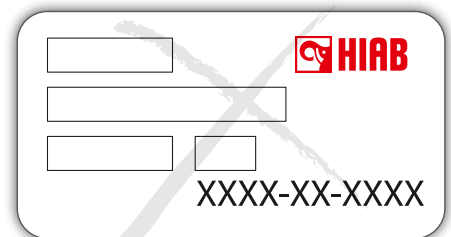
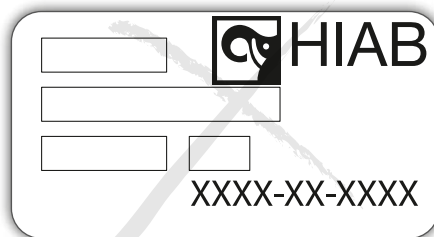
The label or tag must contain the Hiab logotype, in colour if possible, otherwise black and white. The logotype must be placed according to the logotype rules with, for example, enough clear space around it.



Clear space



Never change the typeface, colour or construction of our logotypes.



Example of relevant information for identification labels and tags

Depending on the requirement in various situations and regions, the information for identification labels and tags will vary. Please use the following examples as guidelines to ensure you have included all the necessary information for each label you design.

1. Manufacturing sign

Hiab part number
Serial number by supplier
Required markings such as CE-marking
Manufacturing date: YYYY-MM

Optional but recommended:

Hiab product description (English)
Barcode



Example shows the mandatory content, not the layout for the information.

Supplier's standard size and layout for the Manufacturing sign can be used, including the Hiab logotype. Prova och byt ut till bild på "HIAB_MultiBrush_1"

2. Package identification label

Hiab part number
Hiab part description (English)
Quantity of pieces in pack (in sales units)
sales unit (e.g. pcs, meter, etc.)
Barcode
Weight





Summary and checklist

Properly branded and packaged Accessories have a direct impact on sales, both for us and for you as a supplier. That's why it is so important for all of us to follow the guidelines set forth here in the Hiab Selected Accessories Branding and Packaging Guide.

Use this checklist to ensure you have properly understood and completed each item. If you have any questions about the content in this guide, don't hesitate to contact us.

Product marking

- No supplier branding is imprinted or attached to the product, including logotypes
- Product should always be marked with a Hiab logotype unless it qualifies to be non-branded
- The preferred logotype version is the colour version on a black box (see p.5) unless otherwise noted
- Always use original artwork, which can be downloaded from Hiab brand room
- Never change or alter the original artwork
- Ensure you use the correct colours if printed in fixed colours like PMS
- Ensure you have the minimum free space around the logotype
- Always send a draft of the marking to Hiab for approval

Packaging

- Packaging should always be marked with a Hiab logotype when single packed
- Always use original artwork that can be downloaded from Hiab brand room and follow the design recommendations in this identity guide
- Never change or alter the original artwork
- Ensure you use the correct colours if printed in fixed colours like PMS
- Ensure you have the minimum free space around the logotype
- Always send a draft of the marking to Hiab for approval

HIAB SELECTED ACCESSORIES

BRANDING AND PACKAGING GUIDELINES

Branding rules



HIAB



Color



Hiab Red

PMS 485



Hiab Black

PMS Black CU

AaZz

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular

Branding of parts



Packaging

