



# HIAB PARTS

## BRANDING AND PACKAGING GUIDELINES

Version 5.0  
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# BUILDING A STRONG HIAB BRAND THROUGHOUT THE PRODUCT LIFE CYCLE



The Hiab brand conveys a strong sense of quality and commitment to serve our customers throughout the product and solutions life cycle. This is manifested in the pride we take in everything we deliver, serve and support – from the largest crane to the smallest parts and accessories.

The parts and accessories are important bricks in Hiab's complete offering; their function and appearance are constant reminders for our customers that they have invested in a quality product that work seamlessly throughout its lifecycle. That's why it's important that our parts and accessories give the same perception of quality as the Hiab brand and live up to our promise of a seamless experience throughout the lifecycle.

These Hiab Parts Branding and Packaging Guidelines specify how to label Hiab original parts, including how to brand the package. It's important to follow the guidelines in every detail, since we are convinced that properly branded and packaged parts increase sales – for our distribution partners and for Hiab.

If you have any questions regarding the content in these Parts Branding and Packaging Guidelines, don't hesitate to contact us.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Scott Phillips'. The signature is stylized and written in a cursive-like font.

Scott Phillips  
*President, Hiab*

In the following pages, you will find detailed information for each of the elements listed in the contents below.

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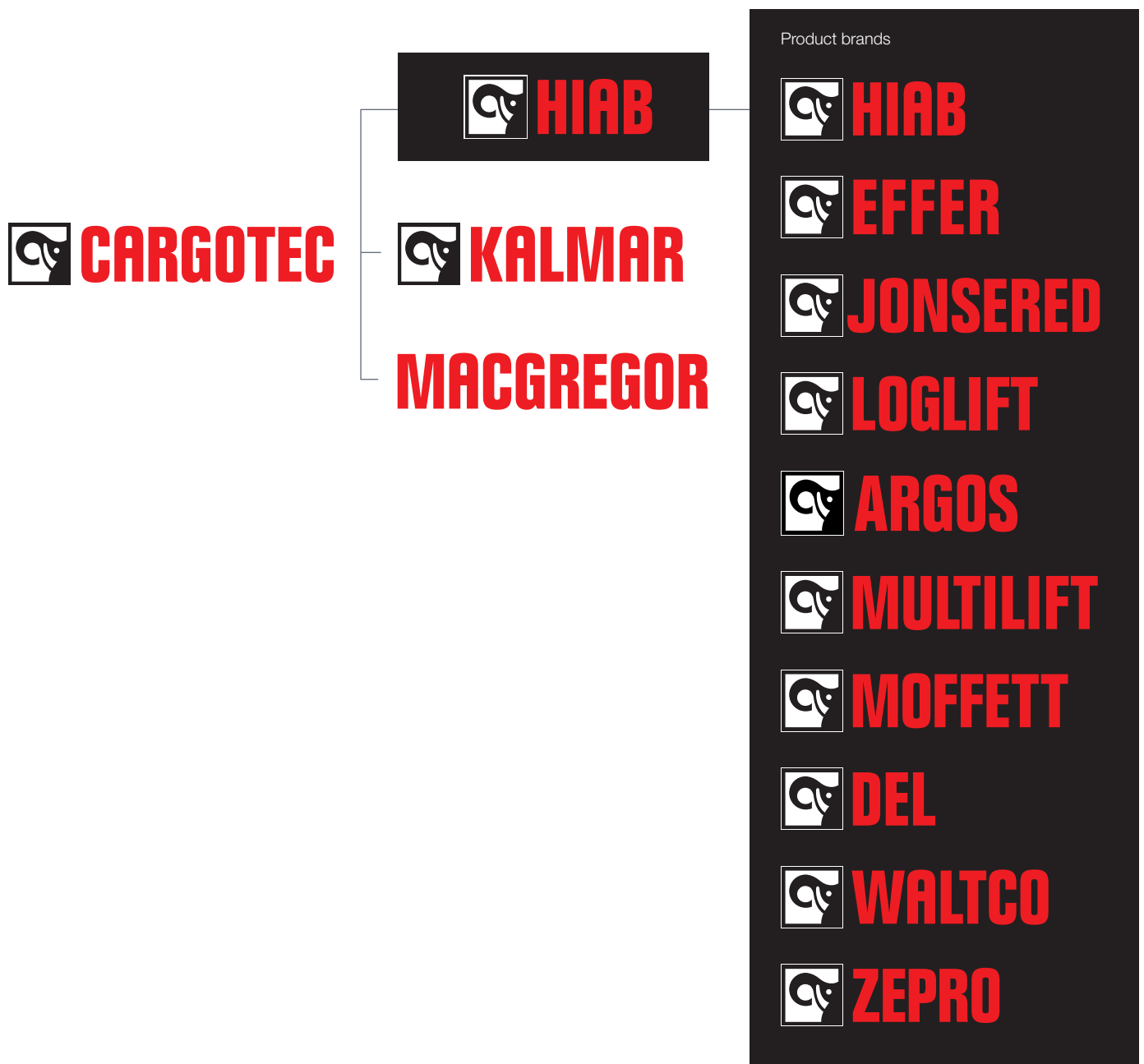
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## Brand structure

Hiab is a business area within Cargotec. Other business areas within Cargotec are Kalmar and MacGregor.

Hiab has a brand structure in which eight product brands are organised under one company brand.

Please note that there is no visual difference between the logotypes for the Hiab company brand and the HIAB product brand.







 **HIAB**

Max. Traglast  
je Ose 1000 kg  
Beide Osen  
Both eyes  
aufeinander  
1000 kg  
charge max.  
par anneau: 1000 kg  
Utiliser simultanément  
les 2 anneaux



# GENERAL BRANDING RULES

## General rules

In order to clearly communicate the Hiab brand value, it is important to ensure that no supplier branding is imprinted or in any way attached to Hiab original parts. This includes other logotypes or references to other companies or brands.

## Hiab branded parts

The Hiab company brand is the standard branding for original parts, unless it is specifically defined on the part drawing to use product branding.



Hiab original parts can either be Hiab branded, product branded, branded with the elephant symbol or non-branded. In this document we present guidelines for how to brand different kinds of parts.

## Product branded parts

Parts which are considered unique for a specific product brand and have an impact on the customer experience when operating the equipment are always branded with the specific product brand.



## Non-branded parts

Some parts are not possible to brand, such as bolts, nuts, etc. These parts are delivered in Hiab branded packaging.



## Special cases: elephant symbol branded parts

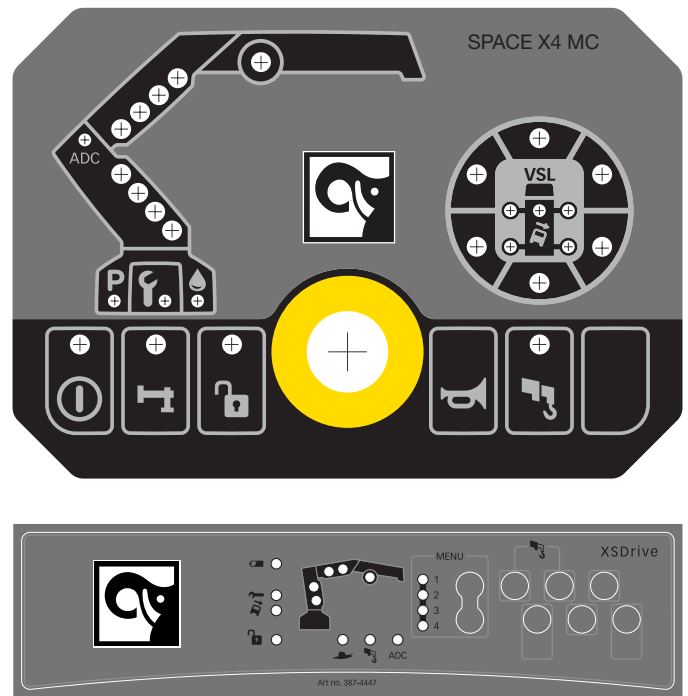
In selected cases, we have the option to brand parts using only the elephant symbol. This option should be used as an exception and each case requires approval from the Hiab brand committee.

Parts which are visible for the end user during operation may be branded either with the specific product brand or with only the elephant symbol.

PLEASE NOTE: Parts which are considered as unique for a specific product brand are always branded with the product brand (see the examples to the left).

Parts which are shared between two or more product brands, such as control boxes, remote controls, etc., should be branded with the elephant symbol. This is to avoid different part numbers for the same item, increasing efficiency and saving cost.

When using only the elephant symbol, we signal the same level of quality as we do with the Hiab brand. The elephant symbol communicates our promise of a seamless customer experience throughout the lifecycle.



## Packaging

The Hiab company brand is always used when single packaging is required.





## 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.

For parts 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 against 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.

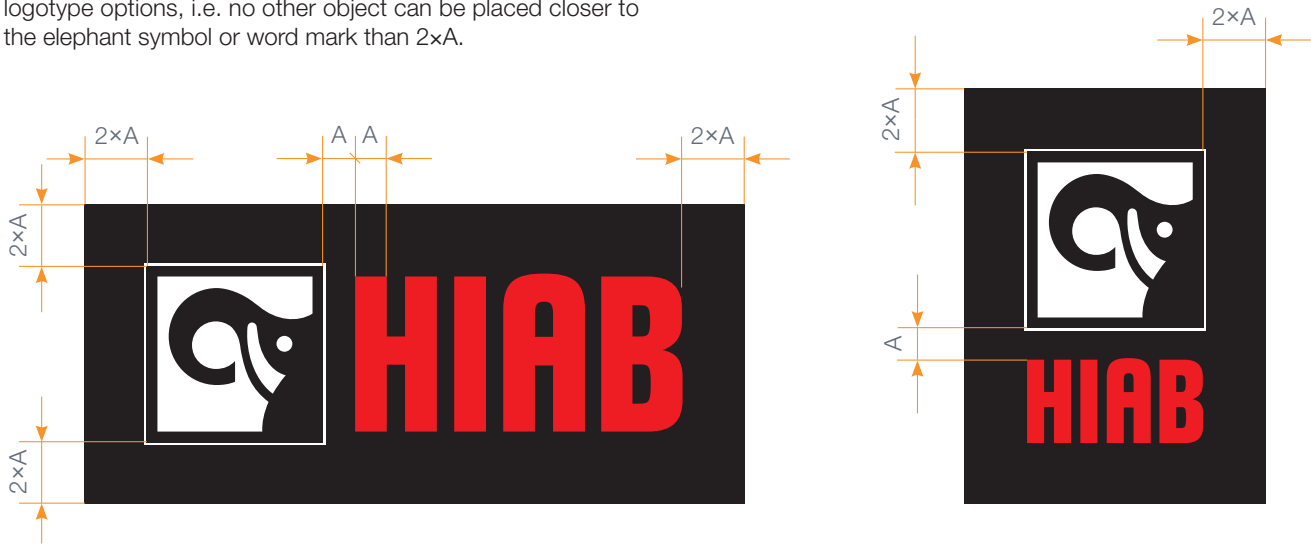


## Logotypes with a black frame and free space

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.

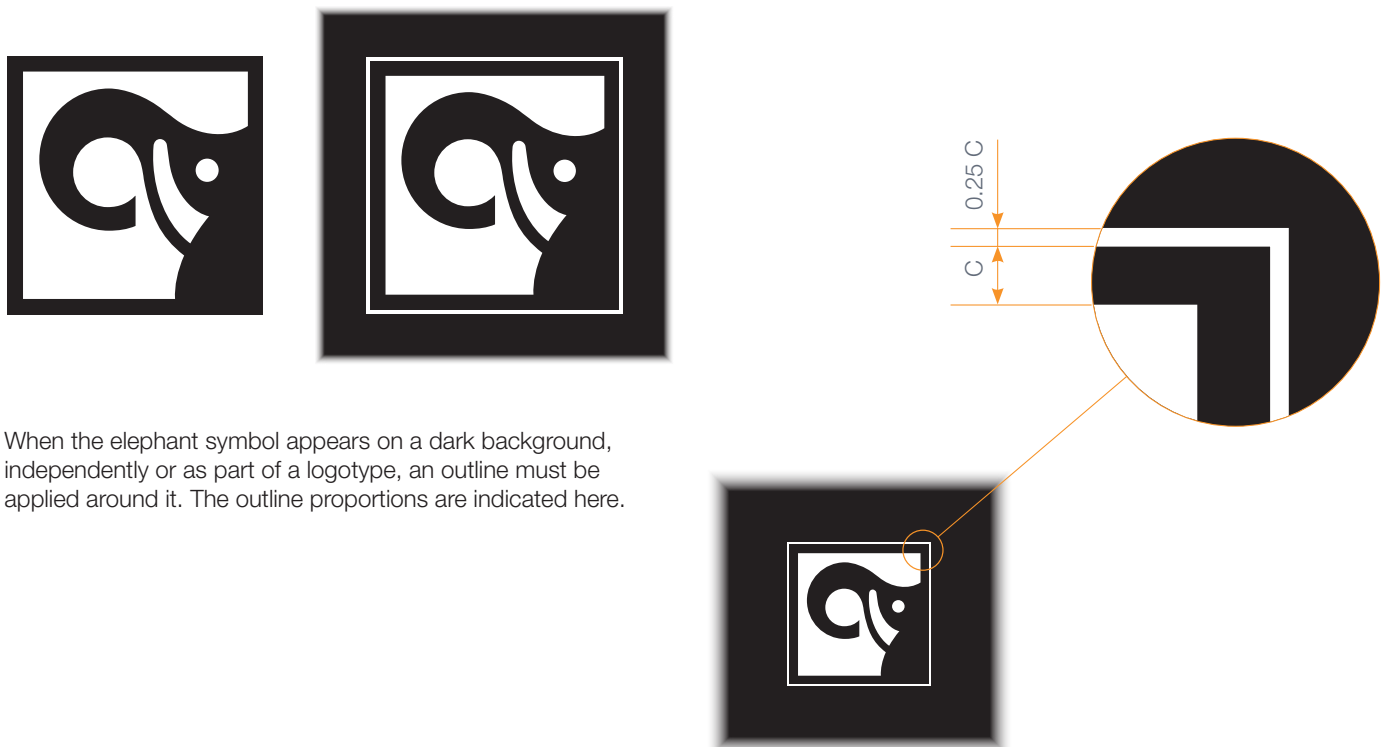
The black frame also represents the free space area for other logotype options, i.e. no other object can be placed closer to the elephant symbol or word mark than  $2 \times A$ .



## Special cases:

### The elephant symbol on its own

Our stylised elephant is a proud symbol of Hiab's strength, reliability and heritage. It appears primarily as a part of our logotypes, together with a brand name. On its own, however, it may be used with care.



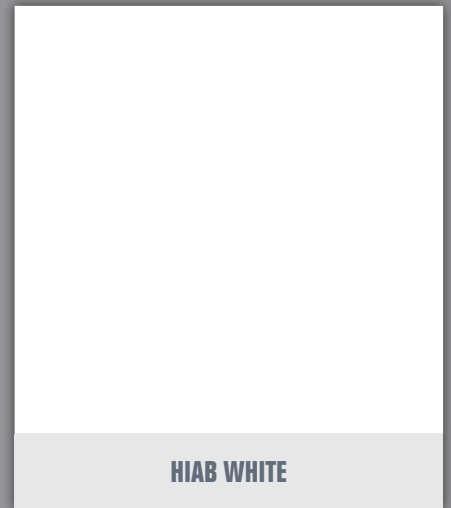
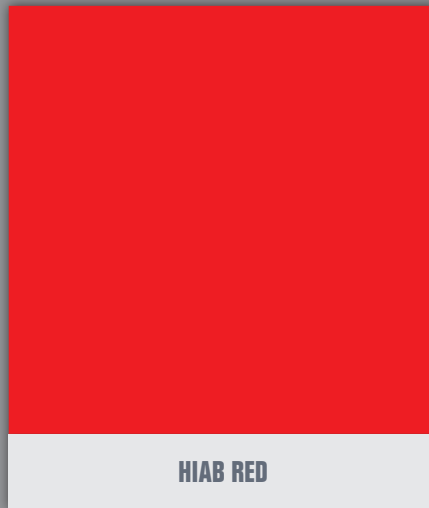
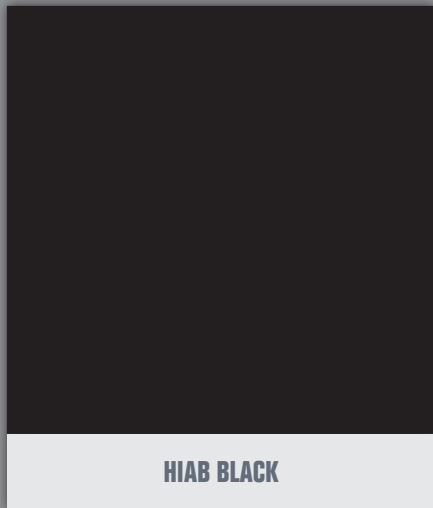
When the elephant symbol appears on a dark background, independently or as part of a logotype, an outline must be applied around it. The outline proportions are indicated here.

## 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



# ORIGINAL PARTS IDENTIFICATION

Hiab original parts are the same parts used to build the machine, so customers can count on them giving the same performance as in new products. Our original parts are unique and cannot be sourced

elsewhere without compromising on the quality. In all communication with customers, it's important that we reinforce the quality and the benefits of using Hiab original parts.

## On packages and identification labels

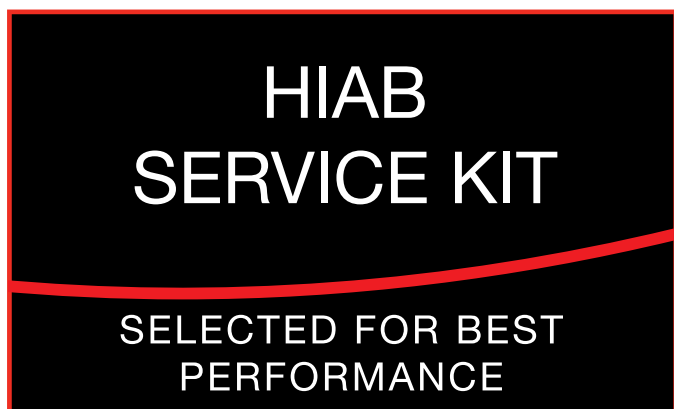
All packages should have a clear marking with the Hiab logotype and ORIGINAL PARTS written with capital letters. Identification labels should always have the Hiab logotype and, if there is space enough, ORIGINAL PARTS written with capital letters. See the Packaging and Labelling Guidelines section for more detailed instructions (page 48).



# ORIGINAL PARTS

## Hiab quality mark

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



## Hiab service kit mark

We have designed a special Hiab service kit mark to be used when packaging various related parts together in one kit. For more information on when and how to use this mark, refer to page 49.

## Ensure proper branding

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

## Product marking

- No supplier branding is imprinted or in any way attached to Hiab parts, including logotypes or any other references
- Hiab original parts can either be Hiab branded, product branded, branded with the elephant symbol or non-branded
- Always use original artwork
- Never change or alter the original artwork
- Ensure you use the correct colours if printed in fixed colours like PMS
- Ensure you have minimum free space around the logotype
- Always send a draft of the marking to Hiab for approval

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


## Packaging


- Packaging should always be marked with a Hiab logotype and the text ORIGINAL PARTS, when single packed
- Never change or alter the original artwork
- Ensure you use the correct colours if printed in fixed colours like PMS
- Ensure you have minimum free space around the logotype
- Always send a draft of the marking to Hiab for approval
- All items in a batch must be packaged according to these guidelines
- Packaging must be sufficient to protect the items against damage

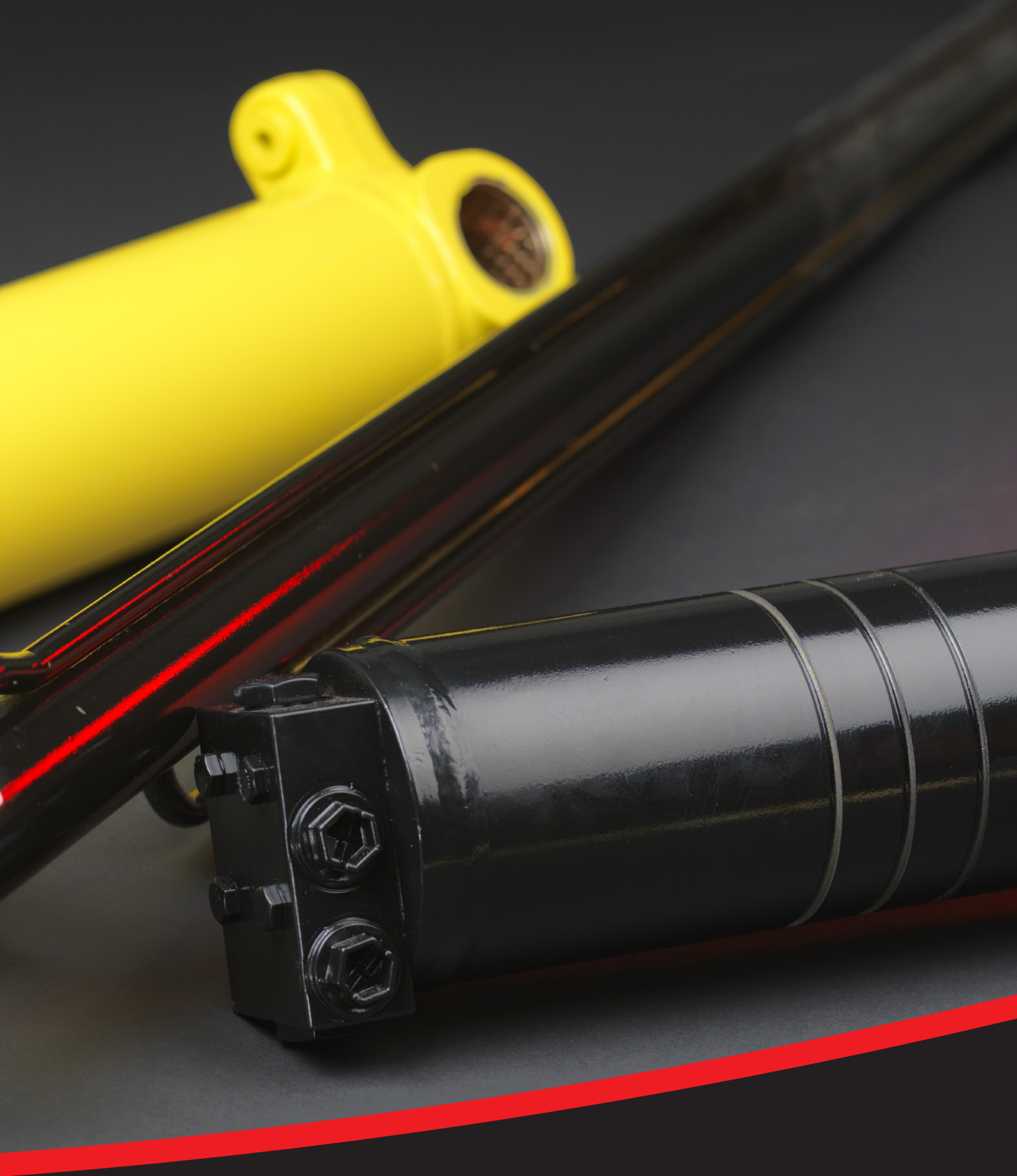




# HYDRAULIC CYLINDERS



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2014-10-2233



Hydraulic cylinders are key to the movements of load handling equipment. Specification and quality for Hiab hydraulic cylinders are the highest in the industry. The part offering for hydraulic cylinders includes complete replacement units, components of cylinders and complete seal kits.



## Hydraulic cylinder (tube) marking examples

As some of the cylinders have a very visible position in our equipment, the equipment branding as whole should be taken into consideration when deciding on type of the branding for cylinders (logotypes). Thus the cylinder branding needs to be in line with what is specified about the cylinders in the new equipment drawings or equipment branding guidelines, if any.

The bare minimum is the product information label.

This makes it even more important to ensure that the sticker label with the applicable product information is designed correctly. Refer to the Packaging and Labelling Guidelines on page 50 for instructions.

Examples of the minimum required branding for hydraulic cylinders.

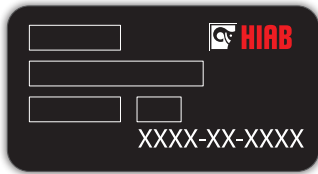


**Note:** The Hiab logotype must always be placed according to the rules for free space. Do not change or redesign any elements of the logotype, including the colours. Use the secondary version (positive in black frame) on parts with non-black surfaces.



# HYDRAULIC CYLINDERS

If the part is any colour other than black, the preferred sticker label is the black version.



<input checked="" type="radio"/> Printed	<input checked="" type="radio"/> Flag	<input checked="" type="radio"/> Sticker	<input type="radio"/> Moulded	<input checked="" type="radio"/> Plate
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## Hydraulic cylinder part packaging

Complete hydraulic cylinders should be single-packed in Hiab branded packaging, as should components.

Complete cylinders shall be packed in a wooden crate or in a cardboard box, depending on the size and weight.

Cylinder components shall be packed in a cardboard box or in a plastic bag, depending on the size.

Wooden crates should be marked with the Hiab logotype on all visible sides (skeleton print), with the text ORIGINAL PARTS in capital letters on the longer sides. An identification label should be fastened in a visible place.

<input checked="" type="radio"/> Cardboard boxes	
<input checked="" type="radio"/> Wooden pallets with frames	
<input checked="" type="radio"/> Wooden crate	
<input checked="" type="radio"/> Plastic bag with cardboard	
<input checked="" type="radio"/> Plastic bag	

# FILTERS







New filters and filter cartridges are the best measure to keep hydraulic systems in top condition, since most system failures are a direct result of contamination. Hiab's original filters keep equipment at peak operating conditions and help avoid costly downtime.

## Filter marking examples

When affixing a label to a filter, it is important that the label is designed according to our guidelines so we can ensure clarity and consistency, as well as

an at-a-glance recognition that this part comes from Hiab. Refer to the Packaging and Labelling Guidelines on page 50 for instructions.

The preferred logotype on labels with light backgrounds is the black-and-white version. However, the colour version of the logotype is acceptable.



Be sure to never place a label on a filter where it may loosen, block or in any other way interfere with the quality or function of the part. If there is no appropriate space to safely affix a label, then no marking is acceptable. However, in these cases it is highly important to ensure proper packaging with clear branding and labelling.

## Filter cartridges marking examples

When possible, the Hiab logotype should be printed directly onto the filter cartridge surface. For this special application, it is preferred to use the black-and-white positive logotype version.



**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.





The black-and-white version is the preferred logotype for printing on cartridges. However, the colour versions of the logotype are acceptable.

Certain types of filters are impossible to brand mark, which is why it's extremely important that the box is branded correctly. It is also important to make sure no other manufacturer/supplier brands are visible.

When it is impossible to brand the cartridge itself, the Hiab number should be printed on the cap.



<input checked="" type="radio"/> Printed	<input checked="" type="radio"/> Flag	<input checked="" type="radio"/> Sticker	<input checked="" type="radio"/> Moulded	<input checked="" type="radio"/> Plate
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## Filter and filter cartridge packaging

Filters and filter cartridges are single-packed in Hiab branded cardboard boxes.



<input checked="" type="radio"/> Cardboard boxes	
<input checked="" type="radio"/> Wooden pallets with frames	
<input checked="" type="radio"/> Wooden crate	
<input checked="" type="radio"/> Plastic bag with cardboard	
<input checked="" type="radio"/> Plastic bag	

# HOSES







Hoses are the veins and arteries of Hiab equipment, transferring hydraulic power to the extremities of the machine. To keep the equipment performing as expected, one should not compromise with non-original Hiab hoses.

## Hose marking examples

Both the hose and the sleeve are to be marked. The hoses shall be marked with both Hiab logotype and the required technical specifications repeatedly along the entire length of the hose.

The sleeves shall be marked with Hiab item number and Hiab logotype, if room allows. Unless otherwise stated, the marking is required on both sleeves.



As some of the hoses have a very visible position in our equipment, the equipment branding as whole should be taken into consideration when deciding on type of the branding for hoses (logotypes). Thus the hose branding needs to be in line with what is specified about the hoses in new equipment drawings or equipment branding guidelines, if any.

The standard branding on hoses is black-on-black branding with embossing but also printed white negative version or full-colour print can be used.

The sleeves should be marked with embossing.

Please note that it is preferred that the technical specifications are printed or embossed in a color matching the hose.

For further details, please see the technical specifications such as the Loader cranes' document C 907.003 "Testing and delivery specifications for hp-hose of rubber".

**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.



<input checked="" type="checkbox"/> Printed	<input checked="" type="checkbox"/> Flag	<input checked="" type="checkbox"/> Sticker	<input checked="" type="checkbox"/> Moulded	<input checked="" type="checkbox"/> Plate
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## Hose packaging

Hoses are packed in cardboard boxes.  
See pages 44-45 for design of cardboard boxes.

<input checked="" type="checkbox"/> Cardboard boxes	
<input checked="" type="checkbox"/> Wooden pallets with frames	
<input checked="" type="checkbox"/> Wooden crate	
<input checked="" type="checkbox"/> Plastic bag with cardboard	
<input checked="" type="checkbox"/> Plastic bag	



# PIPES



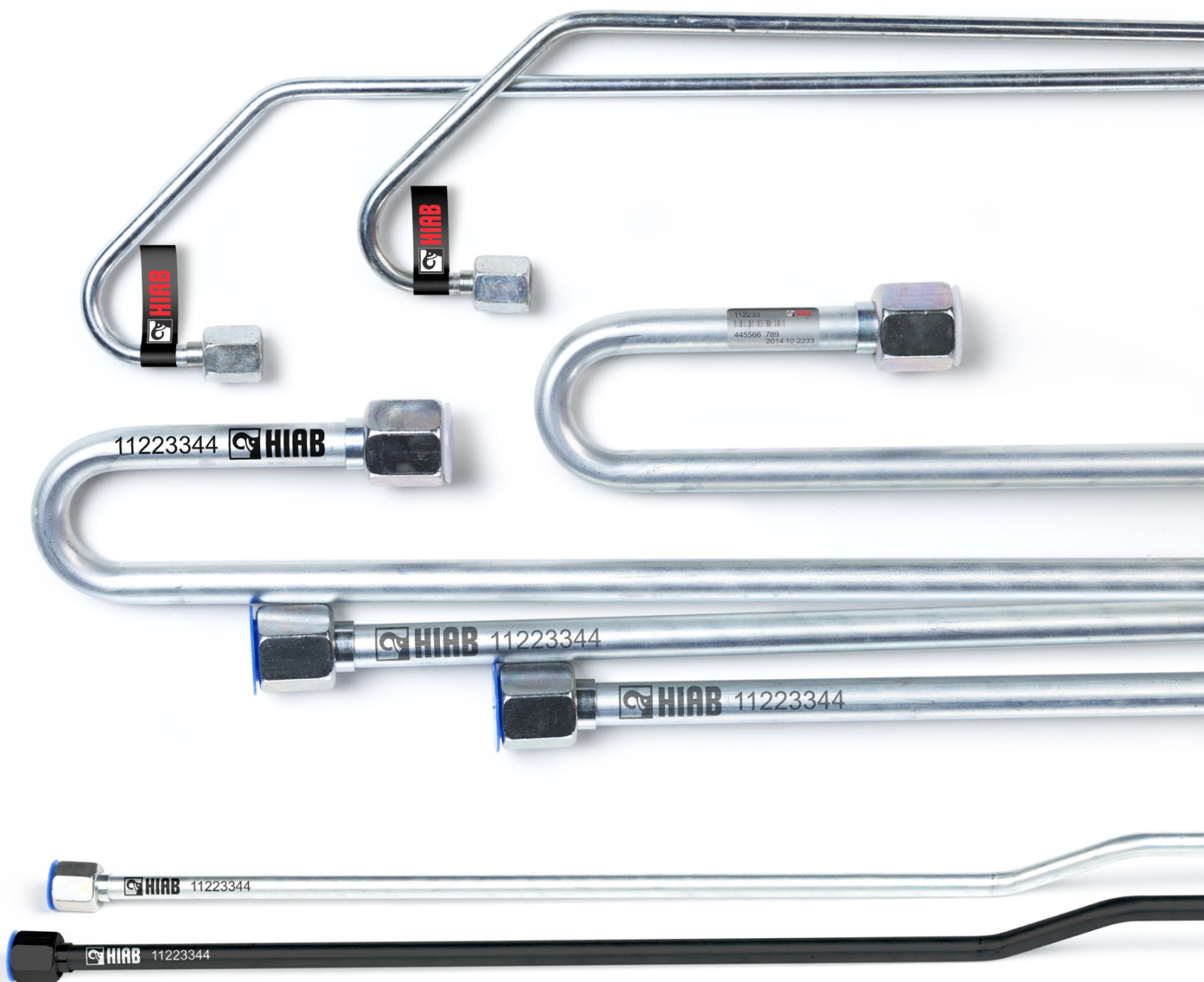


Like hoses, pipes are the veins and arteries of Hiab equipment, transferring hydraulic power to the extremities of the machine. To keep the equipment performing as expected, one should not compromise with non-original Hiab pipes.

## Pipe marking examples

For pipes, it is preferable to print the Hiab logotype and part number directly onto the pipe with ink jet (one logotype at each end of the pipe), which is more durable than stickers. The logotype should be printed in black unless the pipe is black, in which case print the logotype and part number in white.

However, as pipes come in many different sizes and shapes, you may also paint the logotype and item number onto pipes or mark pipes with specially designed black flags using the positive logotype in colour or a standard product 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.



- Printed
- Flag
- Sticker
- ✗ Moulded
- ✗ Plate

## Pipe packaging

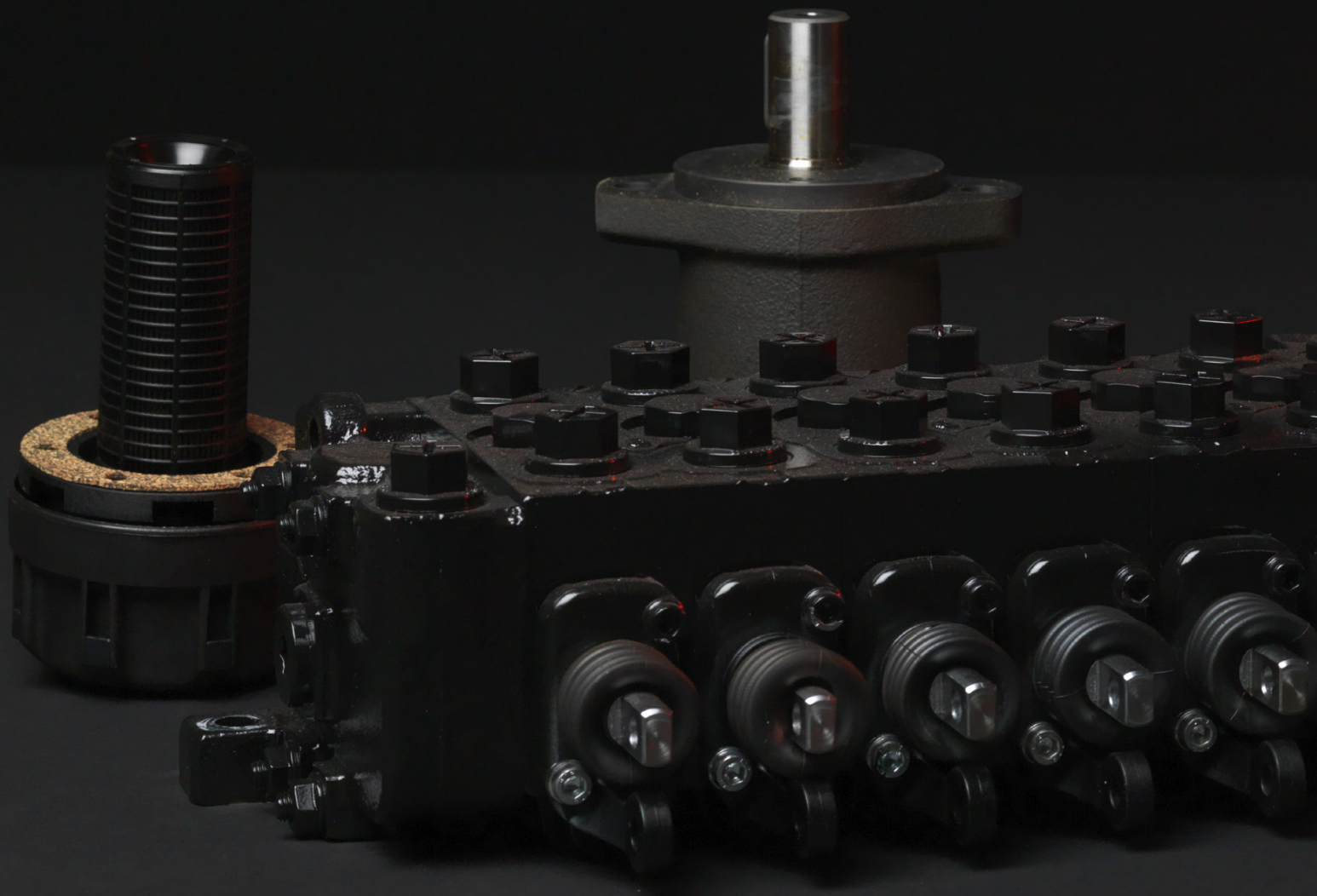
Pipes should be packaged in plywood boxes or plastic bags. However, if using a plastic bag, it must always be attached to a wooden backing in order to prevent the pipes from being bent or otherwise damaged. No single-packing needed.



- ✗ Cardboard boxes
- ✗ Wooden pallets with frames
- Wooden crate
- ✗ Plastic bag with cardboard
- Plastic bag



# MAIN HYDRAULIC COMPONENTS





Main hydraulic components include valves, pumps, motors and rotators, all of which are key components in the hydraulic system. All components have been individually selected by Hiab to provide the optimum performance, reliability and efficiency for the equipment.



## Main hydraulic components marking examples

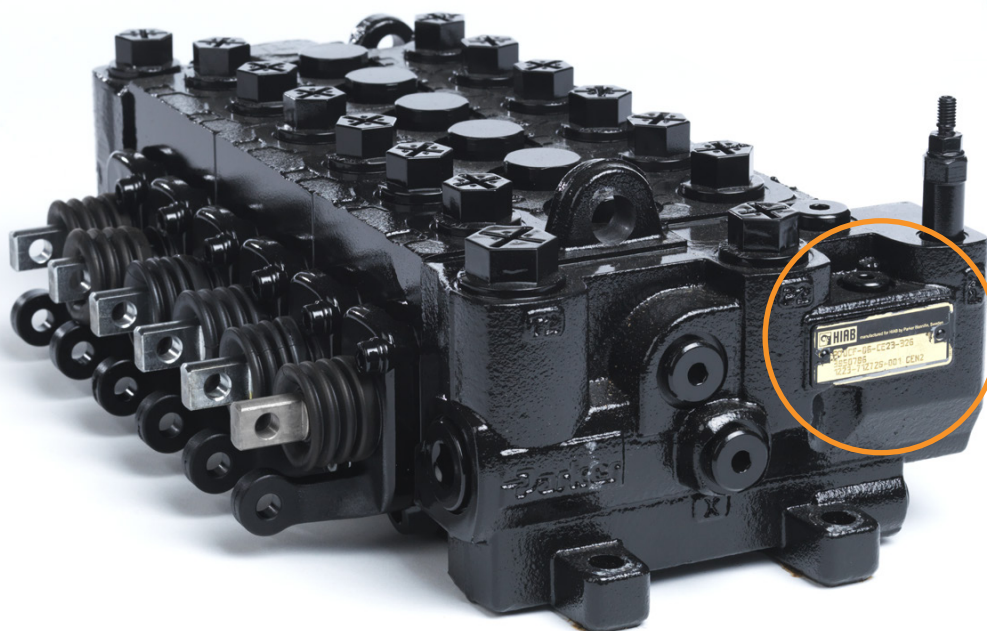
For main hydraulic components, it is often possible to mould the logotype into the part. This is a very good choice as it will always be present on the part. In addition to the logotype, the other minimum required marking is the item number, which can also be moulded. If it is not possible to mould the item number, it can be added with a sticker or plate as described below.

Sticker labels or metal plates may also be used to mark main hydraulic components. 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 part comes from Hiab. Refer to the Packaging and Labelling Guidelines on page 50 for instructions.

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

Because main hydraulic components are specially designed for Hiab, we have the opportunity to ensure that manufacturers use Hiab's design specifications for strengthened brand recognition. Whenever possible, instruct manufacturers to design the main part in Hiab black with some details in Hiab red as accent, if possible.

Example of placement for aluminium label sticker.



Example of placement for a metal plate with logotype and product information. Metal plates are to be used when the part is subject to demanding environments, such as heat, high wear, etc., as a sticker label may loosen in such conditions.

**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.



# MAIN HYDRAULIC COMPONENTS



Example of marking with a moulded logotype.



Example of marking with Hiab logotype in full colour.

● Printed	✗ Flag	● Sticker	● Moulded	● Plate
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## Main hydraulic component packaging

Main hydraulic components should be single-packed in a Hiab branded cardboard box or plywood box with collars/wooden crate.

● Cardboard boxes	
● Wooden pallets with frames	
● Wooden crate	
✗ Plastic bag with cardboard	
✗ Plastic bag	

# ELECTRONICS







Electronic parts enable quick, precise and safe operations – a significant role. Original electronic parts from Hiab include a wide range of products, such as controllers, electronic boxes, cables and sensors.



## Electronics marking examples

On electronic parts, it is often possible to mould or print the logotype directly into the part. This is a very good choice as it will always be present on the part. In addition to the logotype, the other minimum required marking is the item number, which can also be moulded or printed. If it is not possible to mould or print the item number, it can be added with a sticker label as described below.

Example of marking with a product label sticker (minimum required marking) as well as a separate printed logotype.



Example of printed logotype used when product information is already found on the part.

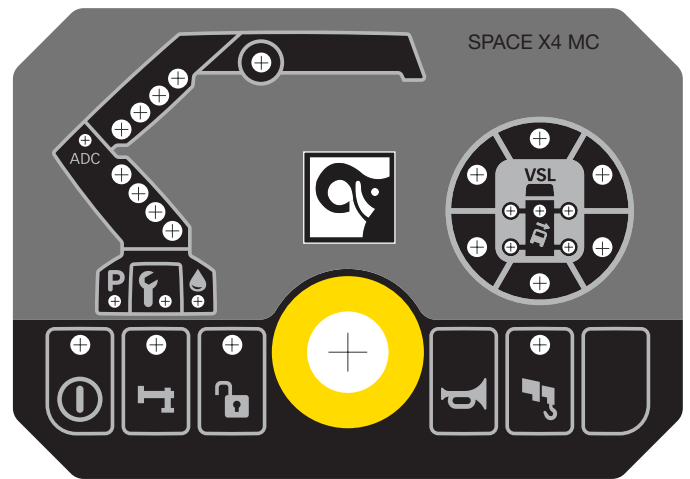


Be sure to never place labels or metal plates on a part where they may loosen, block or in any other way interfere with the quality or function of the part.

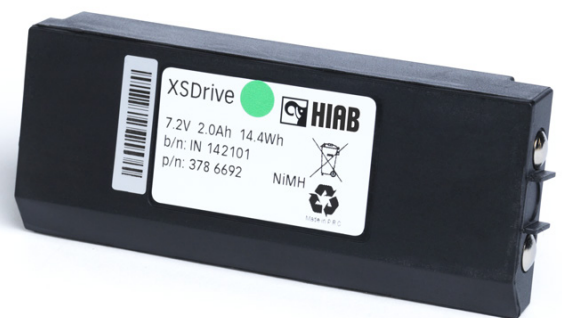
Because electronic components are often specially designed for Hiab, we have the opportunity to ensure that manufacturers use Hiab's design specifications for strengthened brand recognition. Whenever possible, instruct manufacturers to design the part in Hiab black with some details in Hiab red as accent, if possible.

When affixing a label to a part, it is important that it is designed according to our guidelines so we can ensure clarity and consistency, as well as an at-a-glance recognition that this part comes from Hiab. Refer to the Packaging and Labelling Guidelines on page 50 for instructions.

Example of marking with the elephant symbol only.



Sticker with product information and logotype.



**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.



Combined marking with product label sticker and moulded logotype.



Part marked with a flag featuring the logotype in full colour.

<input checked="" type="checkbox"/> Printed	<input type="checkbox"/> Flag	<input checked="" type="checkbox"/> Sticker	<input checked="" type="checkbox"/> Moulded	<input checked="" type="checkbox"/> Plate
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## Electronics packaging

Electronic parts should be single-packed in a Hiab branded package. See page 44-47 for design.

<input checked="" type="checkbox"/> Cardboard boxes	
<input checked="" type="checkbox"/> Wooden pallets with frames	
<input checked="" type="checkbox"/> Wooden crate	
<input checked="" type="checkbox"/> Plastic bag with cardboard	
<input checked="" type="checkbox"/> Plastic bag	



# OTHER PARTS







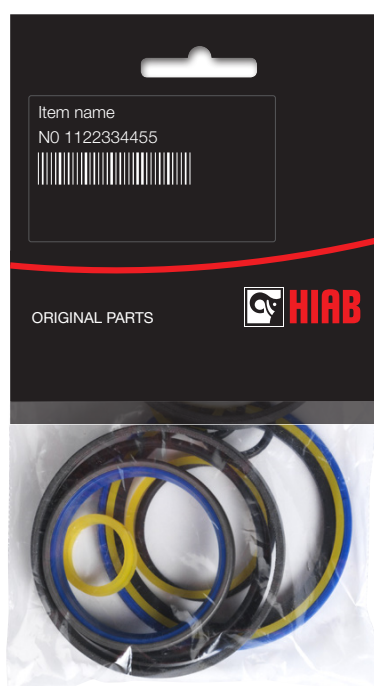
Other parts include a wide range of products, from consumables such as bearings and couplings through cooling and heating to steel structural components. All products that are not mentioned in the previous sections belong to this category.

## Other parts

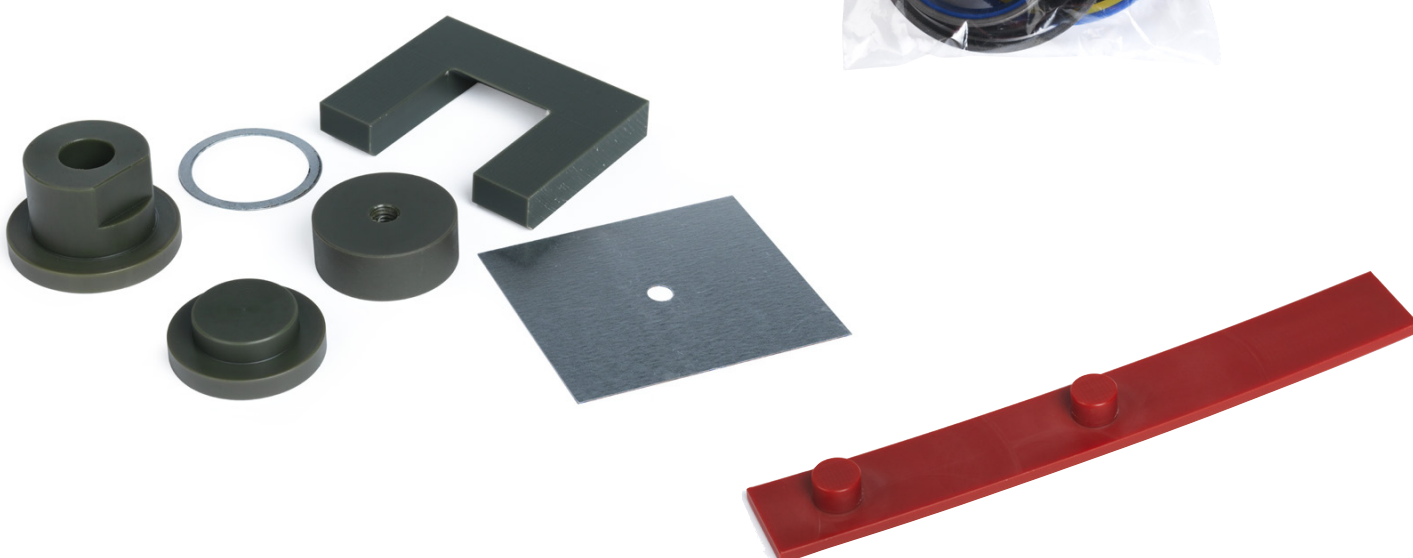
All items not presented in previous sections fall under the branding instructions associated with “other parts.” This includes steel components (if not otherwise indicated in the drawing), sealings, slide pads, bushings and bearings, line fittings and couplings, bolts and nuts, and more.

A variety of parts are difficult to apply brand marking to due to size, shape, etc.

If no additional cost occurs, Hiab brand all parts. However, if not possible, these part can remain non-branded. This means that Hiab’s logotype will not be visible on the part. However, non-branded also means that no other manufacturer’s logotype or branding elements may be visible on the part either, including product-related information or barcodes that direct information to other brands/companies. In other words, the part should be brand neutral.

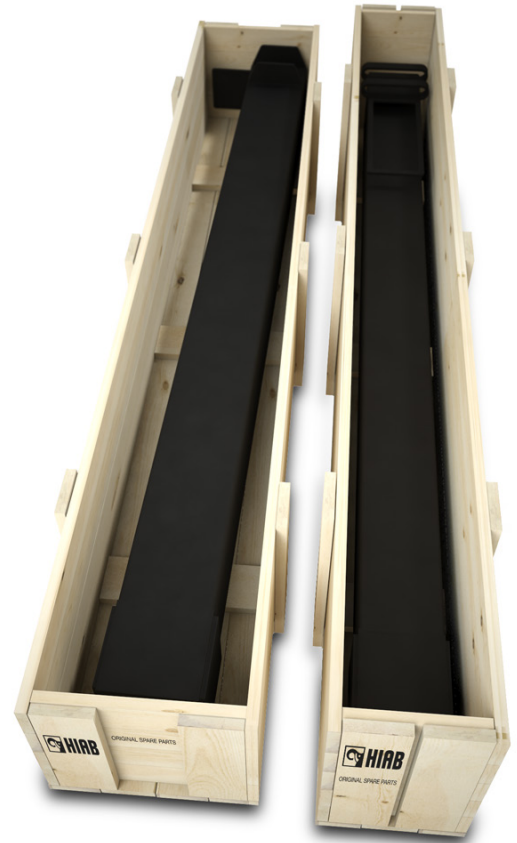


For non-branded parts, it is extremely important to use correctly branded Hiab packaging.



**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.





For parts at each end of the spectrum – either extremely large and heavy or extremely small – it is important to choose packaging that both secures the part and easily identifies it as coming from Hiab.






## Packaging of other parts

For these types of parts, packaging varies a lot depending on the type. Most important to remember is that non-branded parts must be properly packaged in a Hiab branded packaging when single packed.

### A few specific guidelines:

All kits should be single-packed with Hiab branding.

Main steel components should be single-packed in a wooden or plywood crate or pallet with collars.

● Cardboard boxes	
● Wooden pallets with frames	
● Wooden crate	
● Plastic bag with cardboard	
● Plastic bag	



# PARTS PACKAGING







Parts packaging has two objectives: to protect and to communicate. It is important to always choose the recommended packaging to ensure proper protection. Technical guidelines for the recommended packaging are available. It is equally important to brand the packaging according to the guidelines given here, as this communicates our strong brand and the feeling of quality parts that goes with it.

# CARDBOARD BOXES

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

1. The standard cardboard box for outer packaging.



A black box with the logotype printed in full-colour can be used with special items of high value, with specific sizes for the boxes to properly fit the item(s).

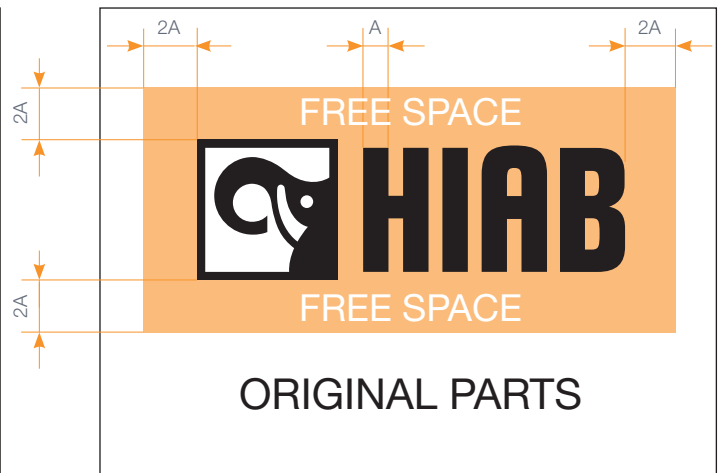
2. The special black box intended for smaller, special items. It can also be used for promotion material or in campaigns.





## Design principles

The Hiab logotype should be visible on all sides, with the text ORIGINAL PARTS in capital letters on all sides on which it will fit.



There must always be a free space around the Hiab logotype as described on page 9. The designated free space between the Hiab logotype and the words ORIGINAL PARTS must always be respected. Otherwise, placement and size of these elements can vary depending on the box.

Here are two examples of different placements and sizing where the free space rule is respected.



## Tape

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



## Cardboard backs design examples

Small, and often un-branded, spare parts are packed in plastic bags. To show that they are original parts, the bags should be marked with a Hiab branded product information sticker (see pages 50-51) or be fastened to a cardboard back. The cardboard is available centrally and available in a number of formats.

It is important to design labels according to our guidelines so we can ensure clarity and consistency. Refer to the Packaging and Labelling Guidelines on page 50 for instructions. Take care to place the label carefully so as not to block any other elements of the packaging.

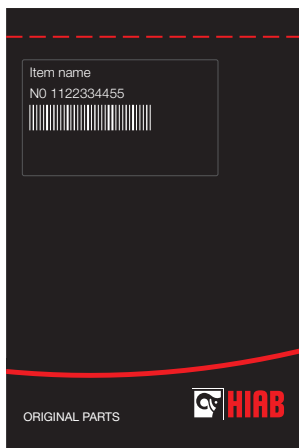
### 1. Half-size cardboard back



### 2. Full-size cardboard back



3. Hiab branded plastic bags can be used for special purposes, however a plastic bag with a Hiab sticker or with Hiab branded cardboard is the standard.



4. For small items, such as screws, nuts and bolts, you may use the Hiab branded plastic bag without a cardboard back.



# CARDBOARD BACKS TO PLASTIC BAGS

There is a designated area on the front of the cardboard backing to affix a label containing the specific product details, including the item name (and other information as required) and a barcode, if needed.



The back of the cardboard backing is reserved for copy related to Hiab's brand and offer along with the Original Part quality mark.





## Wooden crates

Wooden crates are used to transport parts with special handling needs – such as long or heavy parts – safely and securely. It is important to remember to properly brand and label the crate before shipping.

Wooden crates can either be marked with skeleton print (using the black logotype) or stickers (using the positive logotype in a black frame). The Hiab logotype should be visible on all sides, with the text ORIGINAL PARTS in capital letters on all sides on which it will fit.

If a label is needed for specific product details, including the item name (and other information as 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.



Example of specially designed wooden crate for parts such as hydraulic cylinders showing the Hiab logotype in skeleton print.



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

An item identification label must be placed on all four sides of a wooden crate so that the information is visible no matter how it is stored or stacked.

# KITS PACKAGES

## Kits packaging examples

At times, it may be beneficial to compile a kit containing several parts. In these cases, it is essential to design an attractive, properly branded packaging specific to that kit in order to maintain our brand visibility and demonstrate high quality. If compiling a kit, you are

responsible for designing and producing the packaging according to the overall instructions given in this guide for colours, logotype choice and placement, etc. As an inspiration, we have included an example here.

When designing kit packaging, use the standard Hiab cardboard box with a Hiab branded sleeve in full colour.



If not using custom-made packaging with information pre-printed on the exterior, the standard label for parts kits shown here must be used, along with a product information label. See page 50 for information on proper product label design.



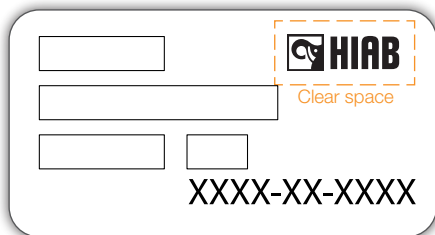
# IDENTIFICATION LABELS AND TAGS

## 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.



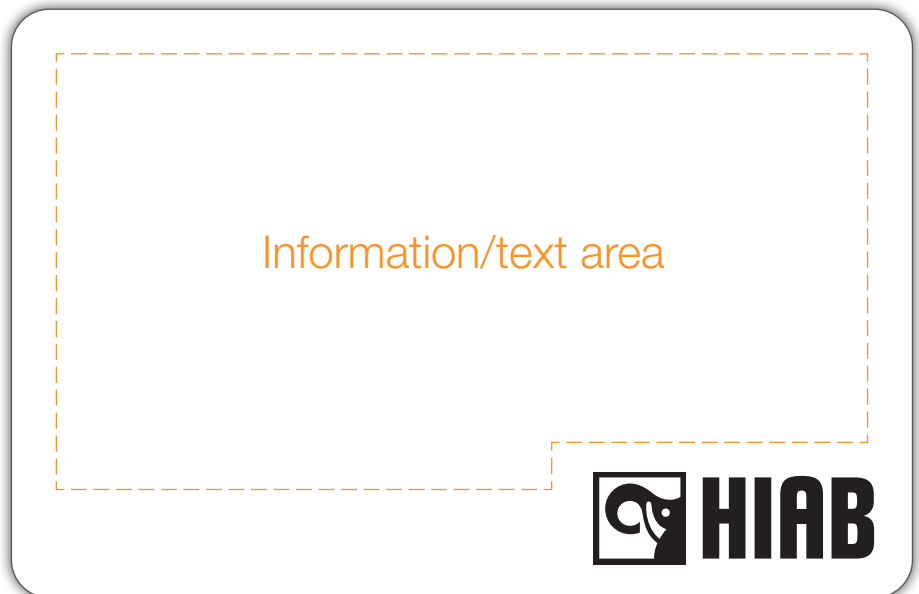
Example of a sticker with a black background. For these stickers, white text should be used and the preferred logotype is the positive logotype in colour.



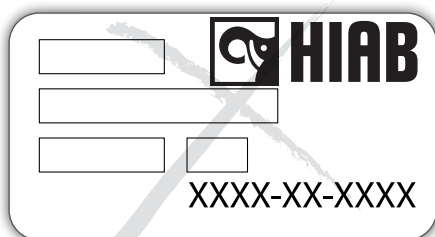
Example of label layout on a light background where the black-and-white logotype is preferred.

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.

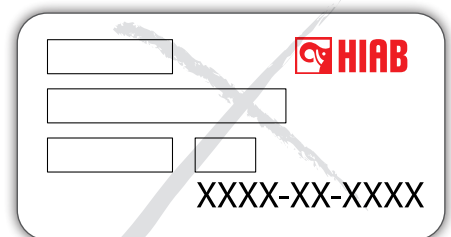
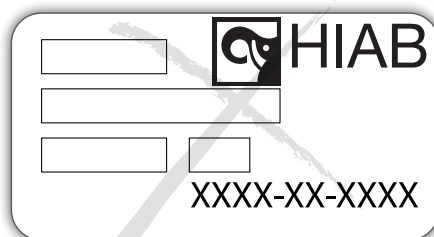
Only Hiab's logotype and information should be visible on the label, unless there is legislation regulating traceability for a particular part.



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. Item identification label

- Hiab part number
- Serial number by supplier
- NATO stocking number for military items
- Markings which are required by the law & regulations such as CE-marking

#### **Optional but recommended:**

- Hiab part description (English)
- Barcode



Here is shown the compulsory as well as recommended information to include on all identification labels and tags for items. Please note that this example shows the mandatory content, not the design layout for the information.

### 2. Package identification label

- Hiab part number
- Hiab part description (English)
- Number of pieces in pack (in sales units)
- Sales unit (e.g. pce, meter, etc.)
- Barcode
- Weight



The information shown here is the minimum required information to include on identification labels and tags for packages. This example shows the content, not the design layout for the information.

## Main typeface in day-to-day material

**Arial** is our standard typeface for day-to-day communication and technical applications.

### Arial

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !"#€%&/()=?

# HIAB PARTS **BRANDING AND PACKAGING GUIDELINES**

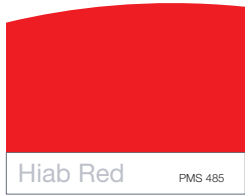
Branding rules



# HIAB



- HIAB**
- MULTILIFT**
- EFFER**
- MOFFETT**
- JONSERED**
- DEL**
- LOGLIFT**
- WALTCO**
- ARGOS**
- ZEPRO**



# AaZz

Arial Regular

General typeface  
Arial Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Branding of parts



Packaging

