VISUAL IDENTITY GUIDE

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Welcome to the
Hiab Visual Identity Guide

Here you will find explanations, guidelines and rules for Hiab visual branding. We cover basics and finer points regarding logotypes, images, icons, text and other graphic elements for both digital and printed media, as well as vehicles, clothing and other materials.

For more information or help, feel free to contact Hiab MarCom team at branding@hiab.com

THE BASICS

Foundational elements

The elements on this page are the foundation of our visual brand identity. Each one is carefully designed to communicate the essence of who we are and what we deliver. It is vital that we use them consistently and correctly.

For it is on these elements that we build recognition for Hiab that stands out above the crowd.

Logotype

Elephant

Brand Promise

BUILT TO PERFORM

Colour

Black

+

Red

Typeface

ABC

Built to perform

A brand promise is the common thread in all communication. It is often used as the main headline or within body copy and sign-offs, and it's important that we use it correctly and consistently. For Hiab, as well as all our product brands, we have chosen "Built to perform" as our brand promise.

The most important function for the brand promise is to place clear emphasis on what Hiab delivers to the customer and what makes us different from the competitors. When we developed the brand promise, we saw the following components:

Built: We produce high-quality machines that we are proud of. We have done so for 75 years and, today, it's in our genes. We deliver genuine quality.

To perform: Our load handling equipment and services provide outstanding performance, day in and day out. We care that our customers succeed in their challenges.

BUILT TO PERFORM

When our brand promise is used as a statement or headline, it should always be written in Anton font using capital letters.

BUILT TO PERFORM

The brand promise can be written on one or two rows, divided as the example shows.

BUILT TO PERFORM

It is possible to highlight the "perform" part of our brand promise by making it red.

BUILT TO PERFORM

BUILT TO PERFORM

BUILT TO PERFORM

It is also possible to show the brand promise in positive on a light background.

A part of Cargotec

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

Product brands

HIAB

JONSERED

LOGLIFT

MULTILIFT

MOFFETT

DEL

WALTCO

ZEPRO

ARGOS

EFFER

HIAB

CARGOTEC

KALMAR

MACGREGOR
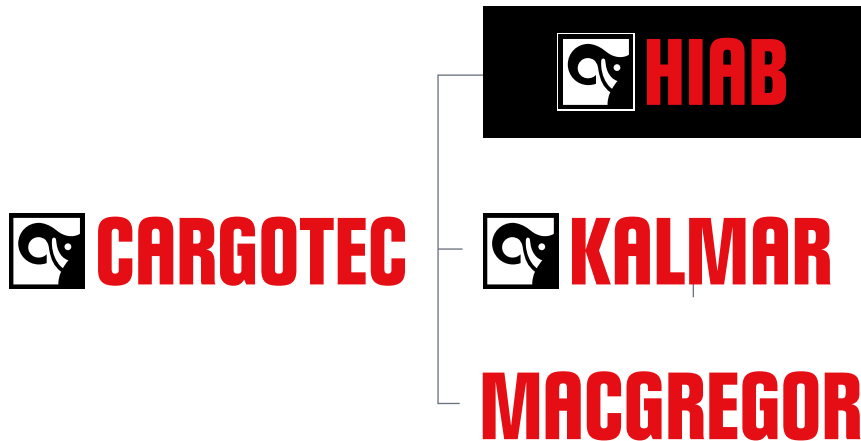
Hiab brands and logotypes

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

The difference between Hiab Group and HIAB product brand

Hiab is the name of our business area. We write it with a capital H followed by lowercase letters, i.e. Hiab.

Our product brands (HIAB, JONSERED, LOGLIFT, MULTILIFT, MOFFETT, DEL, WALTCO, ZEPRO, EFFER and ARGOS) are written entirely in capital letters. This helps distinguish Hiab Group from the HIAB product brand.

Our service and digital offering is promoted by Hiab Group level, i.e Hiab ProCare for HIAB cranes.

There is no visual difference between the logotypes for the Hiab company brand and the HIAB product brand.

Right:

HIAB loader cranes are produced by Hiab.
MOFFETT truck mounted forklifts are produced by Hiab.

Wrong:

HIAB loader cranes are produced by HIAB.
MOFFETT truck mounted forklifts are produced by HIAB.

Logotype orientation

Our logotypes consist of the elephant symbol and the respective brand name. Horisontal and vertical versions are available, as shown here, and preferable option is horisontal.

Logotypes in all versions and orientations are available for Hiab and each product brand.

Horisontal 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, used on a non-black background, with or without the black frame.

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 found in the Brandroom, access given by Hiab MarCom. The Brandroom is also available via Connect for internal users.
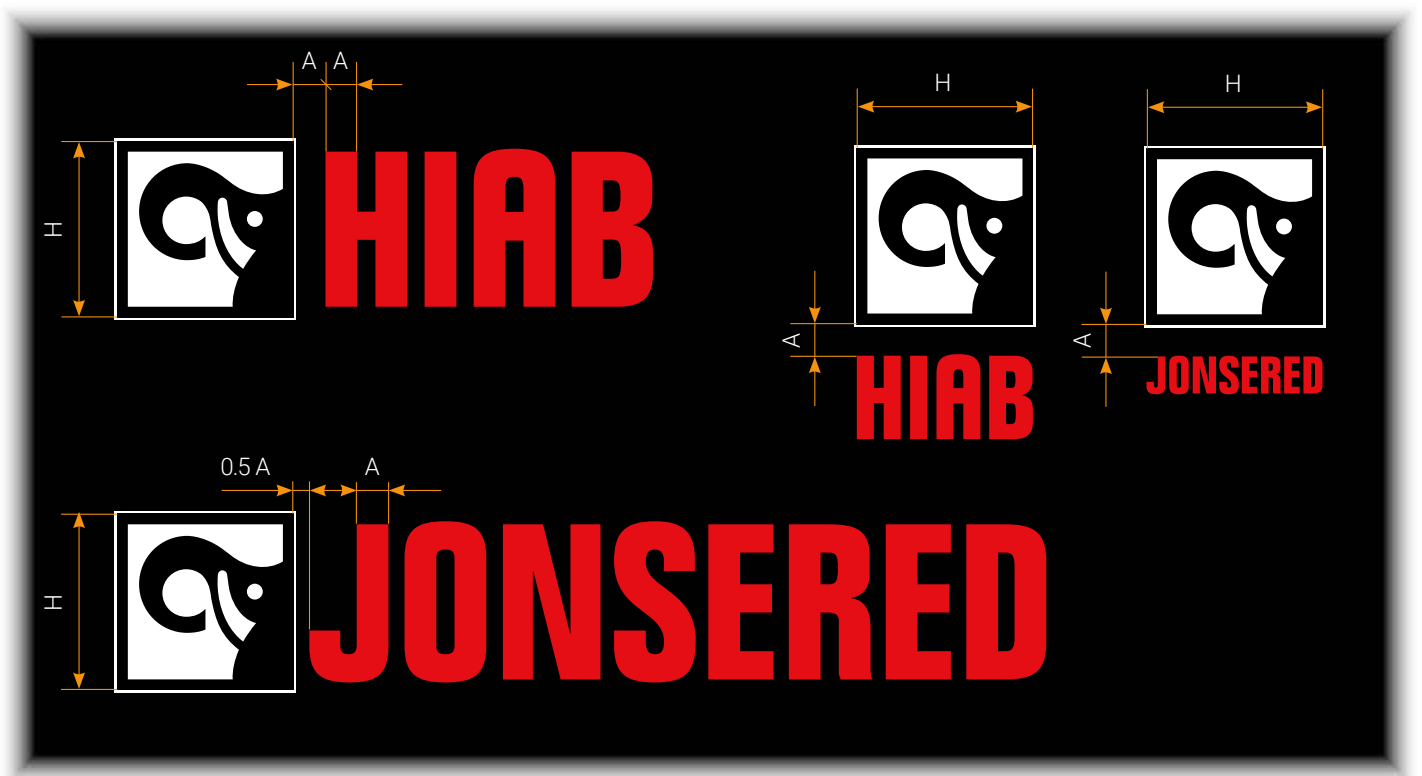
THE BASICS
LOGOTYPES

Logotype construction

Our logotypes consist of the elephant symbol and the relevant brand name. The proportions and placement of these elements, as well as the spacing between elements, should never be altered.

When the brand name appears in the logotype typeface, it must be as part of a complete logotype with the elephant symbol.

Horisontal logotypes, black or coloured background.

Vertical logotypes, black or coloured background.

THE BASICS
LOGOTYPES

Our logotypes

On this page and the following page, our logotypes are presented in all versions, appearing in order of preference. For equipment branding rules see separate guidelines.

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

2. The secondary version is positive, used on a non-black background, with or without the black frame.

3. Black-and-white version, positive. Mainly to be used in digital channels. Not applicable for equipment branding except for EFFER cranes, where this logo is used on yellow colour.

HIAB   JONSERED

LOGLIFT   MULTILIFT

MOFFETT   DEL

WALTCO   ZEPRO

ARGOS   EFFER

HIAB   JONSERED   ARGOS

LOGLIFT MULTILIFT   EFFER

MOFFETT DEL

WALTCO   ZEPRO

4. Black-and-white version, negative. ainly to be used in digital channels. Not applicable for equipment branding except for MOFFETT, where this logo is used on red colour.

HIAB   JONSERED

LOGLIFT   MULTILIFT

MOFFETT   DEL

WALTCO   ZEPRO

ARGOS   EFFER

HIAB   JONSERED   ARGOS

LOGLIFT MULTILIFT   EFFER

MOFFETT DEL

WALTCO   ZEPRO

Clear space for printed materials

Our logotypes need clear space around them for a strong visual impact. The minimum clear space for all types of printed materials is indicated below.

Other elements, such as text, pictures or other logotypes, may not appear within the clear space.
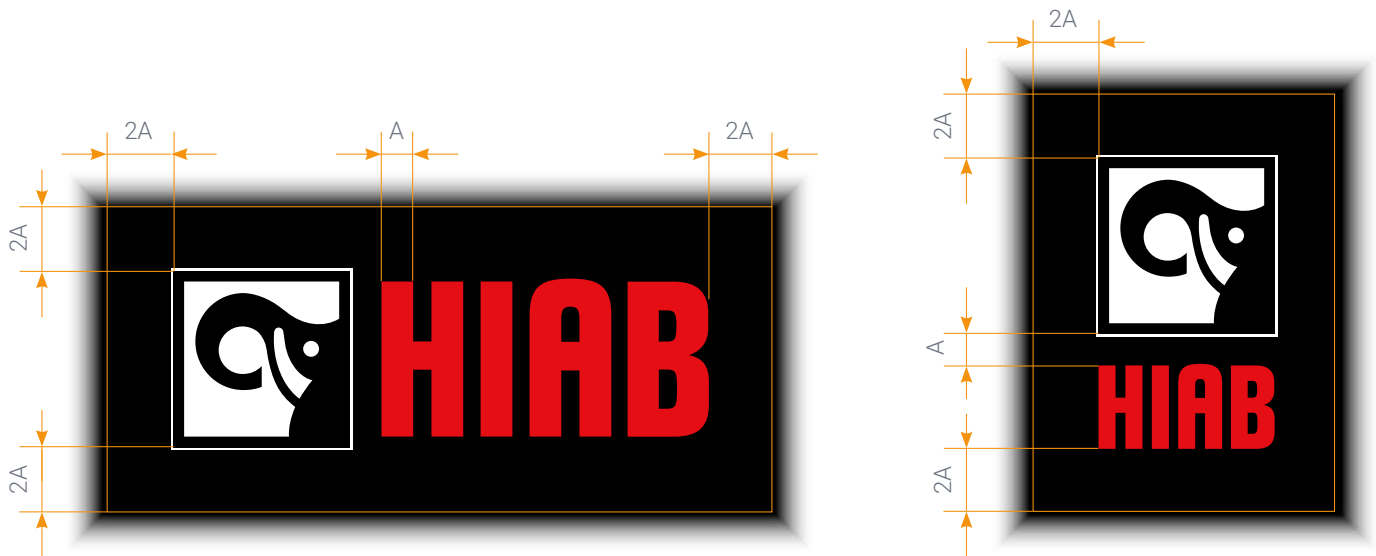
Clear space exceptions

In certain cases when the format would cause the logotype to be too small if using the preferred clear space, it is acceptable to use a clear space equivalent to 1A.
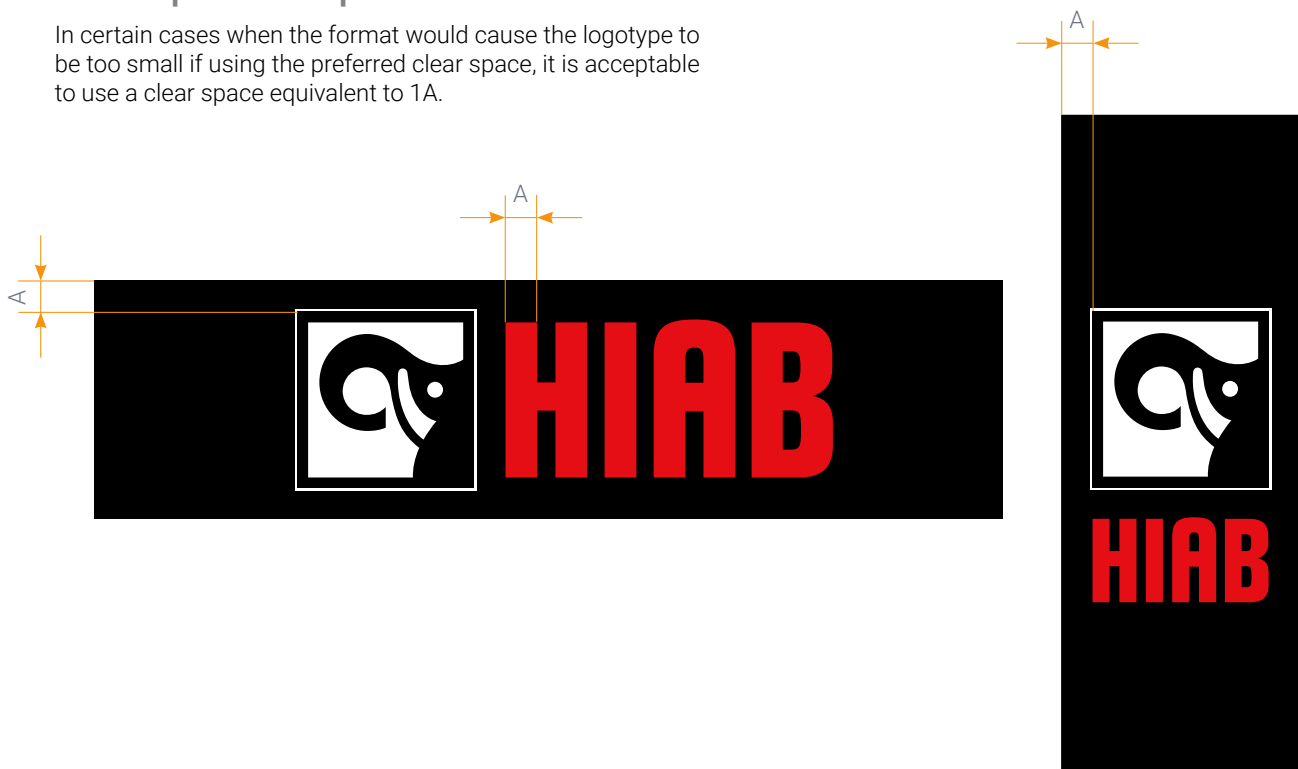
Logotype size

To ensure clarity and impact, there is a minimum size
for our logotypes.

Minimum height
3 mm

Minimum height 10 mm

Small applications minimum height 6 mm

A4/Letter minimum height 10 mm

A3/Tabloid minimum height 14 mm

A2 minimum
height 24 mm

A1 minimum
height 42 mm

Logotypes on a coloured background

On a light background or on an image, use the positive logotype
with or without the black frame. A black, positive version may
also be used (as shown).

Ensuring correct usage

For special cases, you may use the cut-out versions of our logotype shown here. No variations of these designs or alternate designs are allowed.

Please note that when you cut-out the frame around the elephant, you must readjust the spacing between the symbol and the brand name as shown.
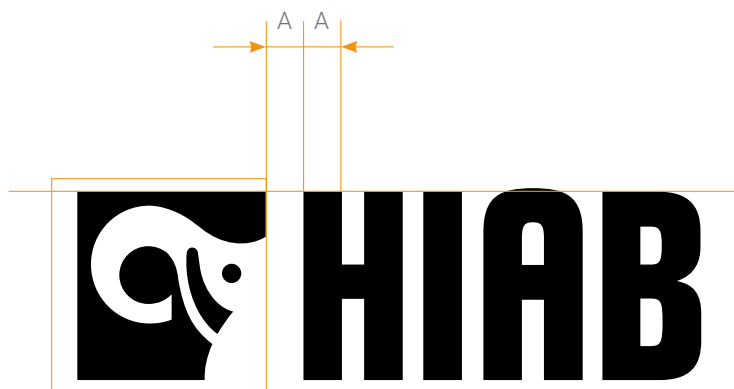
Cut-out version construction

Never do what you see here!

Changing our logotypes weakens their impact and detracts from the consistent image we want to project. The logotypes should not be altered or redrawn in any way.

The examples here show some misuses of our logotypes.

Never change the typeface or construction of our logotypes.

Never change the colour of our logotypes or any of their elements.

Never use our logotypes or their elements to create new graphical devices or elements.

Never rotate our logotypes or rearrange their elements.

Use of the elephant logotype mark

Our stylised elephant is a proud symbol of Hiab's strength, reliability and heritage. It is one of the two elements of our logotype and appears primarily together with a brand name as a complete logotype. On its own, however, it may be used with care as a decorative element. (Not to be confused with the elephant symbol; see next page.) This should never be done in marketing materials, but it may be done in a limited scope on promotional items and in Hiab's own office/production settings.

The "Elephant" was originally introduced as a product name for the HIAB 170 crane in 1956. In 1971 it was adapted as a symbol for the company. Now as then, the elephant symbol represents strength, long life, reliability, trust and lifting. In addition, it has a strong connection to nature and working sustainably.

0.25 C

C
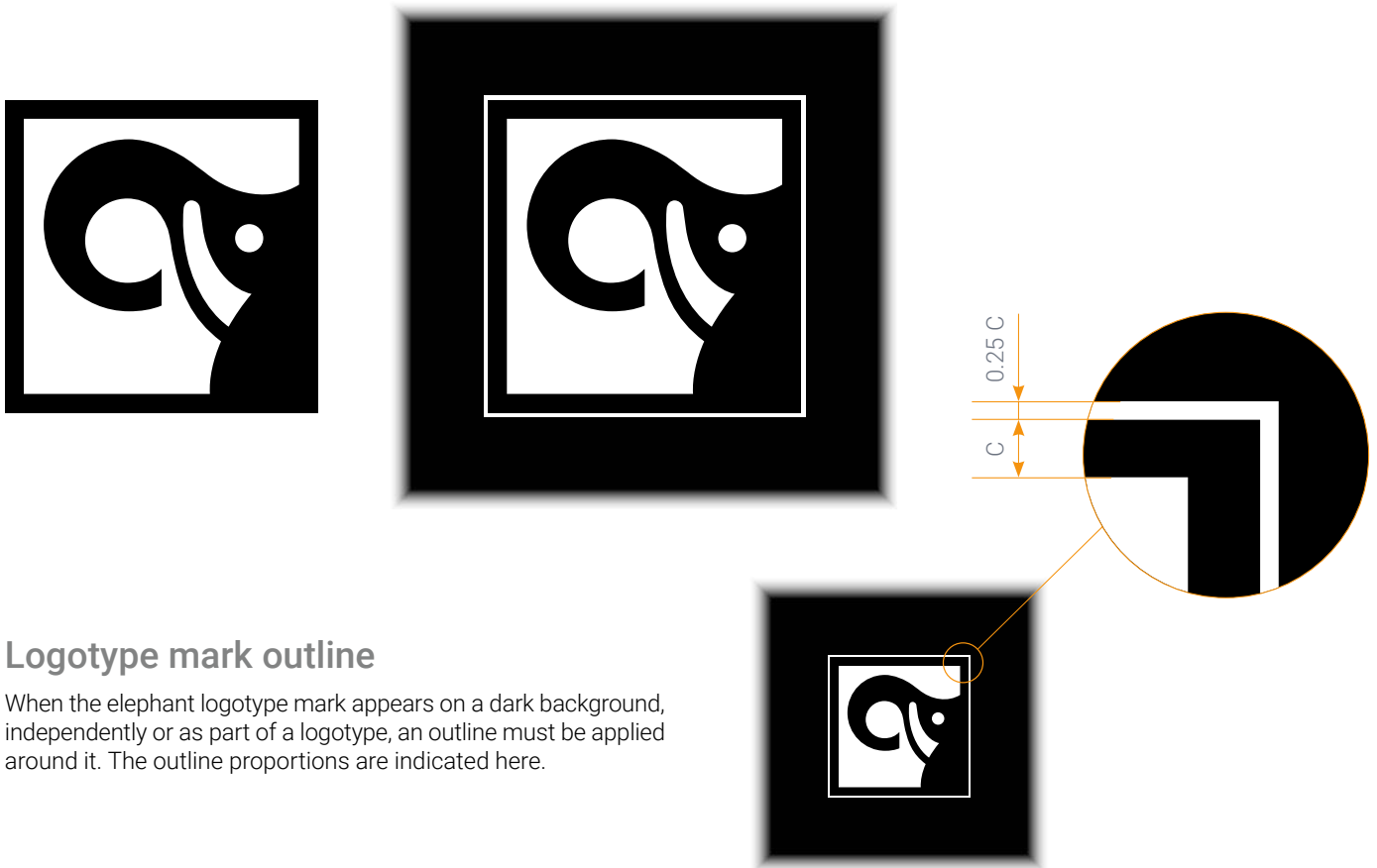
Logotype mark outline

When the elephant logotype mark 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.

Elephant pattern
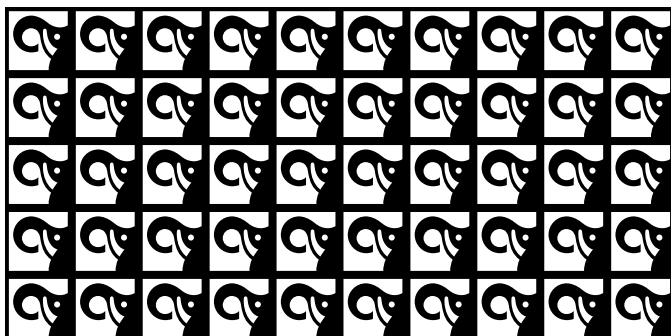
Use of the elephant symbol

The elephant on its own may be used as a unique symbol or graphical element. This should not be confused with our logotype mark, as shown on the previous page.

The symbol should only be used as an individual element and never together with the brand name as a logotype.

No frame versions

When special requirements prevent the use of the versions above, the elephant symbol may be used without a background or frame.

Clear space and placement

The elephant symbol needs clear space around it for a strong visual impact.

If the non-framed version is used, a clear space is needed on top and to the left of the elephant. The space should be no less than the space between the elephant and the frame.

The primary format for the elephant symbol is left-facing and placed to the far right-hand side of a printed page or other communication piece, never centred or on the left-hand side.

The only exception to the left-facing rule is when the symbol is being mirrored on two sides of an object, such as on both sides of a car. In these cases, both of the symbols should face the same direction, e.g., towards the front of the car. If using two elephant symbols, they must always be on opposite sides of an object, never visible together from one side.

Clear space top

Clear space left
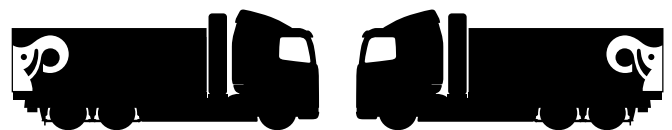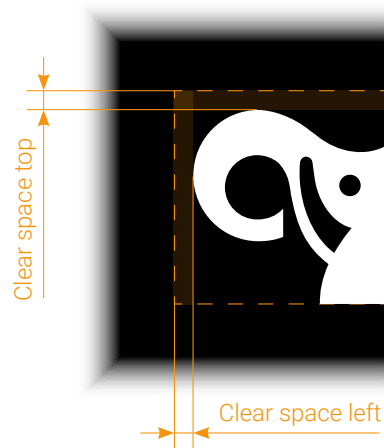
Never do what you see here!

Never change the construction and the colour of the symbol.

Never use the symbol to create new graphical devices or elements.

SERVICE
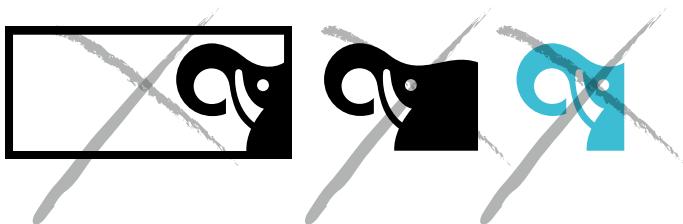
Never place the left-facing and right-facing symbols visible together from one side.
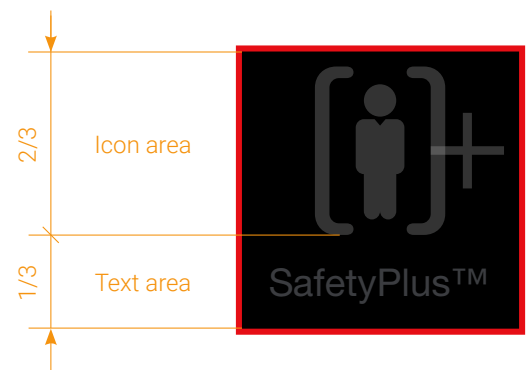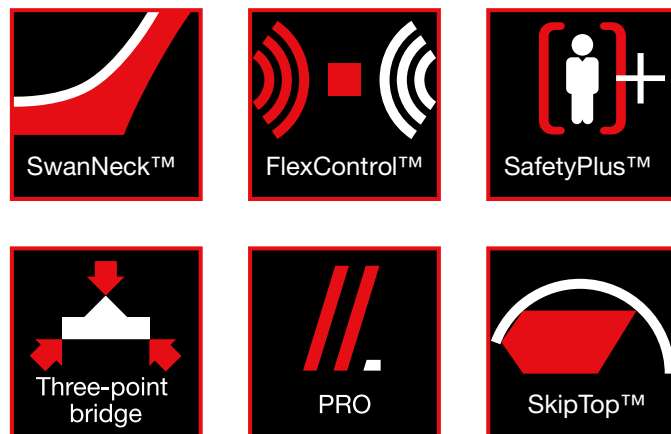
Examples of symbols

In order to highlight key benefits for our customers, we work with symbols at various levels. Symbols may refer to universal features, processes or concepts, or they may have a direct connection to one or more of our product brands.

Feature Brand

nDurance™   HICONNECT™   HIVISION™

Feature symbols

SwanNeck™	FlexControl™	SafetyPlus™
Three-point bridge	PRO	SkipTop™

2/3 — Icon area

1/3 — Text area

SafetyPlus™

Some simple rules to follow:

- The lower third of the space is reserved for text.
- Text should be written in Helvetica Neue 55 Roman on a maximum of two lines.
- Black and red are the main colours, but a graphical element in white should be included.

Additional symbols

Selected goods for Hiab fans
CLUB SHOP
hiab.com

FOR BEST
ORIGINAL PARTS
PERFORMANCE

TIER4 FINAL
Compliant

WCC
WORLD CRANE CHAMPIONSHIP 2018
Sponsored by HIAB

CATEGORY ICONS

Icons

Icons are used to identify our product categories in applications where this must be done in a small space, e.g. on the web.

LOADER CRANES		
FORESTRY CRANES		
RECYCLING CRANES		
TRUCK MOUNTED FORKLIFTS		
HOOKLIFTS		
SKIPLOADERS		
TAIL LIFTS		
SEA CRANES		
SERVICES	SERVICE	SERVICE

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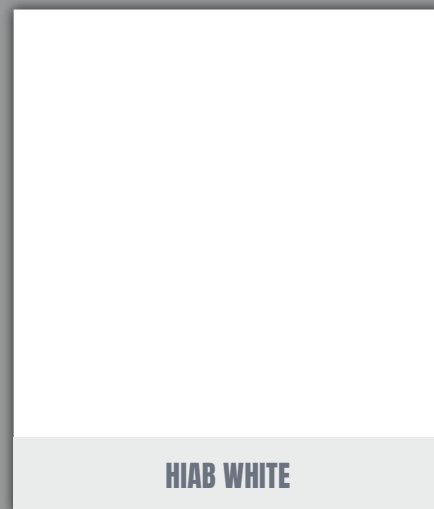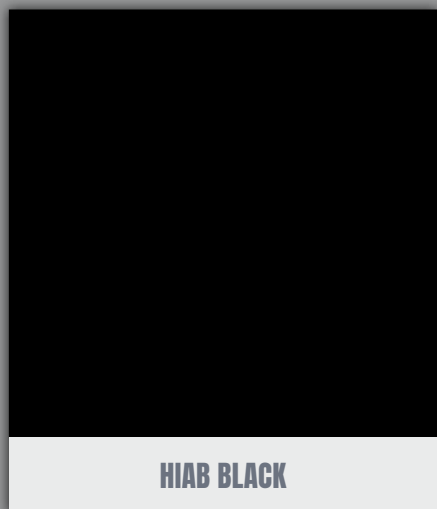
For print-based reproduction, the Pantone* Matching System (PMS) is used. Hiab Red is always reproduced to match PMS 485U on uncoated paper, or PMS 485C on coated paper.

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

HIAB BLACK	HIAB RED	HIAB WHITE

PMS	Black CU		PMS	485		PMS	1-1 C
CMYK	0%, 0%, 0%, 100%		CMYK	0%, 100%, 100%, 0%		CMYK	0%, 0%, 0%, 0%
RGB	0, 0, 0		RGB	213, 43, 30		RGB	255, 255, 255
WEB	#000000		WEB	#D52B1F		WEB	#FFFFFF
Stickers	Black		Stickers	(Sericol) Polyplast 191 57% + Polyplast 114 43%		Stickers	White
Vinyl	Black		Vinyl	3M Scotchlite 00-368		Vinyl	White
RAL	9005		Vinyl reflective	3M Scotchlite 680-10		RAL	9016 (Traffic White), gloss 70 ± 10
			RAL	3020 (Traffic Red), gloss 70 ± 10		NCS	White (S 1002-G50Y)
			NCS	S 1085-Y80R			

Note: Different paints vary due to structure and gloss, influencing the final result of the red colour. Before using, please check and adjust if necessary.

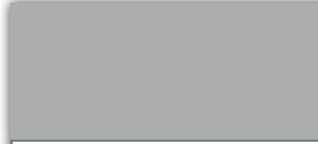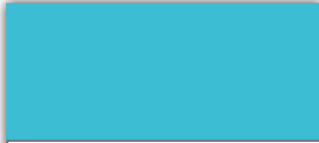* Pantone is a registered trademark of Pantone, Inc.

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

Secondary colours

Our secondary colour palette complements Hiab's primary colours. Secondary colours are used mainly for supporting graphics and in graphs, tables and other elements where additional colours are necessary.

HIAB YELLOW	HIAB GREEN	HIAB ORANGE	HIAB SILVER

PMS 116 C	PMS 583 C	PMS 144 C
CMYK 0%, 16%, 100%, 0%	CMYK 30%, 0%, 100%, 10%	CMYK 0%, 50%, 97%, 0%
RGB 255, 205, 0	RGB 183, 191, 16	RGB 237, 139, 0
WEB #FFCD00	WEB #B7BF10	WEB #ED8B00

PMS 877 (silver)

HIAB TERRACOTTA	HIAB BLUE	HIAB GREY

PMS 484 C	PMS 631 C	PMS 432
CMYK 4%, 90%, 94%, 34%	CMYK 67%, 0%, 15%, 0%	CMYK 78% 57% 40% 55%
RGB 154, 51, 36	RGB 62, 177, 200	RGB 51, 63, 72
WEB #9A3324	WEB #3EB1C8	WEB #333F48

Colour saturation

Hiab Red and Hiab Black are always used at 100% saturation. The colours from our secondary colour palette may be desaturated to produce faded tones at 60%.

HIAB LIGHT YELLOW = HIAB YELLOW 60%	HIAB LIGHT GREEN = HIAB GREEN 60%	HIAB LIGHT ORANGE = HIAB ORANGE 60%
HIAB LIGHT TERRACOTTA = HIAB TERRACOTTA 60%	HIAB LIGHT BLUE = HIAB BLUE 60%	HIAB LIGHT GREY = HIAB GREY 60%

Colour proportions

The bar here shows the approximate proportions of Hiab colours in our communication materials. Hiab Black is the dominant colour, with Hiab Red as the primary accent.

The colours of our secondary palette are seldom used, appearing only as minor accents or in graphs and tables. The space in-between represents white or image areas.

Primary Colours | White or image area | Accent Colours
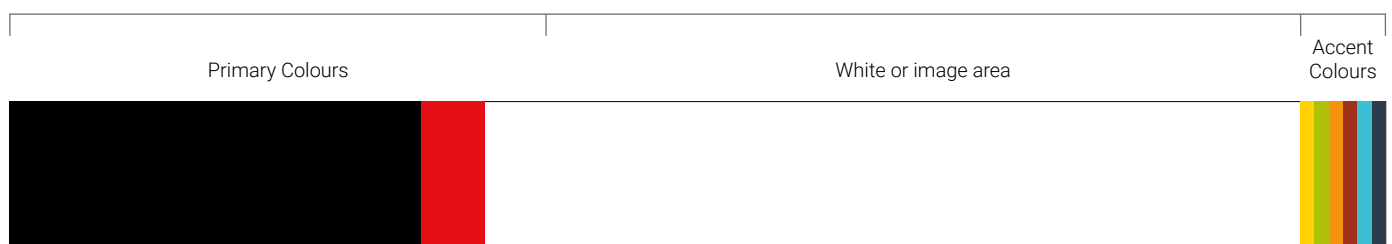
Choosing typefaces

The look of our texts is as important to our visual identity as the images that accompany them. Choosing the right typeface for the communication and using it appropriately is essential.

ANTON

ABCYZ

Anton Regular

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

Brand typeface

To enhance the visual impact of headlines, both in print and in digital or web-based applications, we have chosen to use **Anton** as our brand typeface. The typeface should only be used for main headlines, which should always be written in capital letters.

Roboto Light

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

Roboto

aAzZ

Preferable Roboto typefaces

Roboto Light	Roboto Regular
Roboto Light Italic	*Roboto Italic*
Roboto Medium	**Roboto Bold**
Roboto Medium Italic	***Roboto Bold Italic***

General typeface

Roboto is our general typeface and should be used for all types of printed materials produced by marketing professionals and even for digital applications when possible.

Main typeface in day-to-day material

Arial is our standard typeface for day-to-day communication, for example in material produced with Google Suite and Microsoft Office.

Typography colours

In headlines written in black or white, individual words or short phrases may be highlighted in red.

RED CAN BE USED FOR EMPHASIS OR VISUAL EFFECT

The Black Box element

The Hiab Black Box is a central element of our visual identity. It emphasises content and creates margins against a lighter background.

The Black Box showcases the main headline and sometimes a short introduction or other text. It can also incorporate the logo or another symbol when appropriate.

The Black Box

Example

BUILT TO PERFORM

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed eiusmod tempor incid ut labore et dolore magna aliqua. Ut enim minim veniam nostrud exercitation ullam laboris nisi ut aliquip ex ea commodo consequat.

MAIN HEADLINE
BUILT TO PERFORM
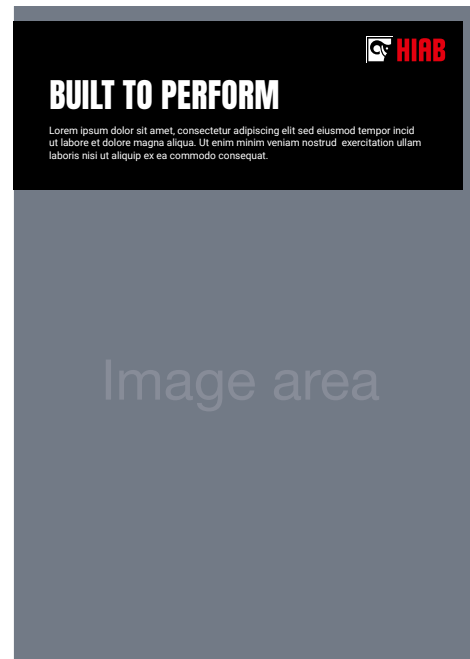
Using the Black Box

The size and placement of the Black Box are determined by its contents. The following examples and guidelines demonstrate how to create a balanced and visually appealing layout using the Black Box and its contents in various formats.

The margins and distances shown here are helpful starting points and guidelines, but they may need to be adjusted according to different devices and layouts.
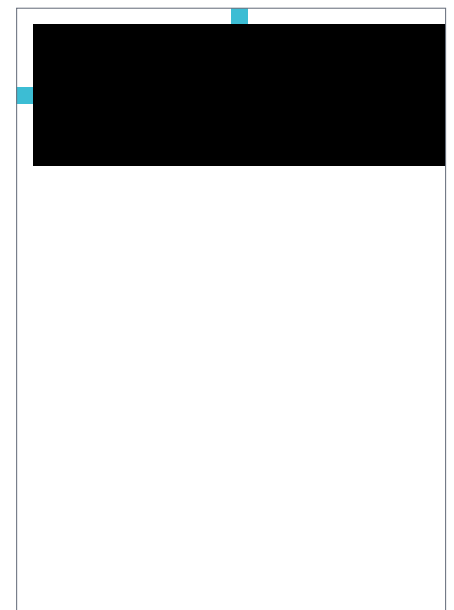
Placement

The Black Box can be placed in either the top or bottom corner, always using the same sized margins at the top (or bottom) and inner (or outer) side.
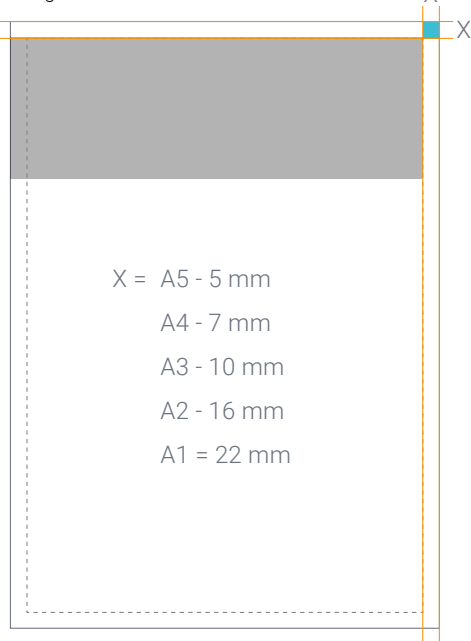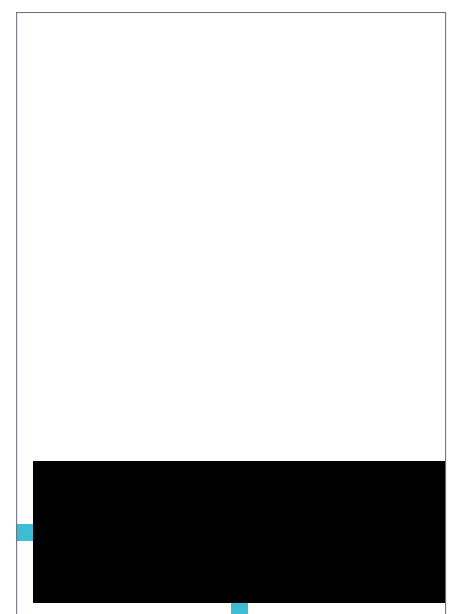
Top left
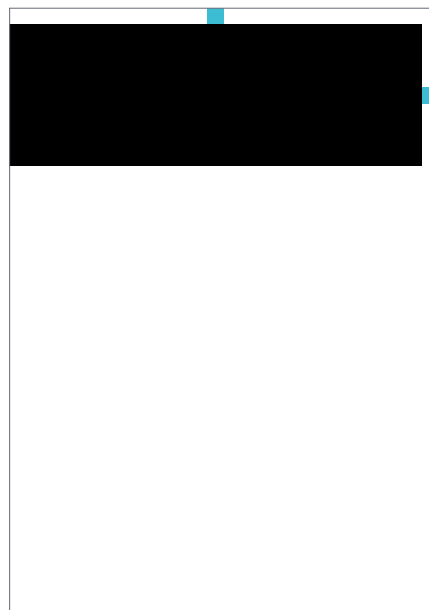
Top right

Margin recommendations

X = A5 - 5 mm
A4 - 7 mm
A3 - 10 mm
A2 - 16 mm
A1 = 22 mm

Bottom left

Bottom right
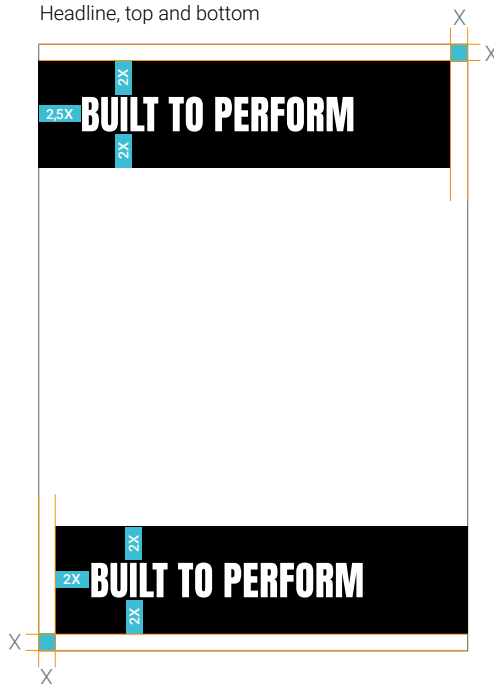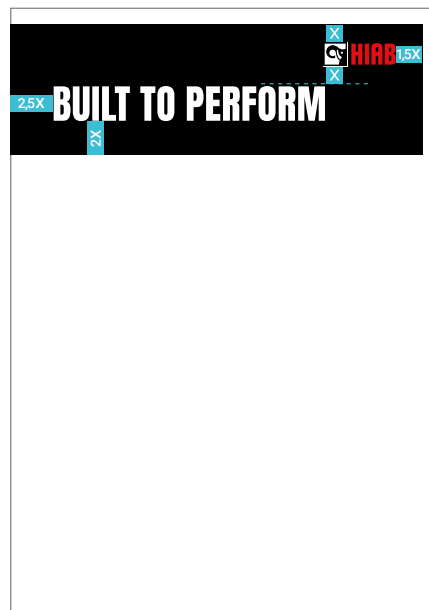
Space

It is crucial that the box and its contents provide enough
background space to avoid looking crowded and constrained.
Here are some guidelines for placing elements in the box.
Note that some layouts may require small adjustments.

Headline, top and bottom

BUILT TO PERFORM

BUILT TO PERFORM

Headline and logotype

BUILT TO PERFORM

Headline and introduction

BUILT TO PERFORM

Lorem ipsum dolor sit amet, consectetur adipiscing elieius tempor incididunt ut labore et dolore magna aliqua. Ut enim ad miam nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo quat.
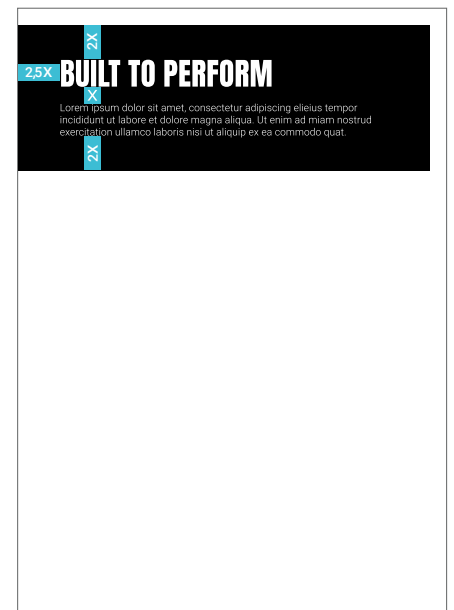
Headline and symbol

HEADLINE
BUILT TO PERFORM

Headline, body text and logo

HEADLINE
BUILT TO PERFORM

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa ntium dolore mque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Bbeatae vitae dicta sunt aperia meaque explicabo. Sed ut perspiciatis unde omnis dolore mque lauda iste natus error.

hiab.com

Image area

Image area

HEADLINE
BUILT TO PERFORM

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa ntium dolore mque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Bbeatae vitae dicta sunt aperia meaque explicabo. Sed ut perspiciatis unde omnis dolore mque lauda iste natus error.

hiab.com

HIAB

HEADLINE
BUILT TO PERFORM

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa ntium dolore mque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Bbeatae vitae dicta sunt aperia meaque explicabo. Sed ut perspiciatis unde omnis dolore mque lauda iste natus error.

hiab.com

HIAB

Images and the box

Use images that will cover and bleed over the full screen of a device, including behind the Black Box. If this is not possible, the image should extend 30%–50% behind the Black Box. This is to ensure that the photo conveys the right context and feeling
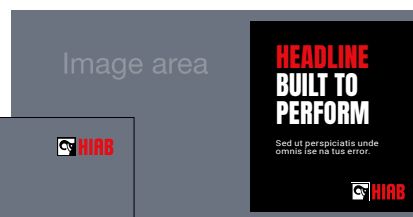
30%

50%

Have the image extend between 30%–50% behind the Black Box.

HIAB

Image area

™
HIAB
PROCARE

HEADLINE
BUILT TO PERFORM

BUILT TO PERFORM

Lorem ipsum dolor sit amet, consectetur adipiscing elieius tempor incididunt ut labore et dolore magna aliqua. Ut enim ad miam nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo quat.

Image area

Lorem ispum dolor sit

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusanium dolorenque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quis....qui dolorem ipsum quia dolor sit amet, consectetur, adipisci ve-

lit, sed quia non numquam eius modi tempo consequuntur magni ra. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora.

Symbols and the box

When using symbols, position them so they overlap the Black Box or an image like a seal. It should look as if they are fastening the box or image onto a page. This helps create a more dynamic, less grid-like layout.

Image area

HIAB

Image area

BUILT TO PERFORM

Image area

HIAB

HEADLINE
BUILT TO PERFORM

Sed ut perspiciatis unde omnis ise na tus error.

HIAB

The box and more limiting formats

When working with formats with less room or irregular margins, the Black Box may be placed differently (see examples).
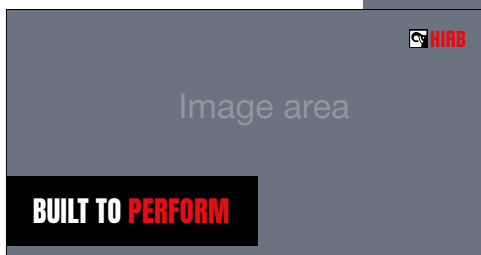
HOW WE COMMUNICATE

How we communicate

What follows is a summary of how to communicate the Hiab corporate identity, both generally and in terms of presenting individual product brands. It contains our official statements and covers guidelines for text, photography and video.

The difference between Hiab Group and HIAB product brand

Hiab is the name of our business area. We write it with a capital H followed by lowercase letters, i.e. Hiab.

Our product brands (HIAB, JONSERED, LOGLIFT, MULTILIFT, MOFFETT, DEL, WALTCO, ZEPRO, EFFER and ARGOS) are written entirely in capital letters. This helps distinguish Hiab Group from the HIAB product brand.

Our service and digital offering is promoted by Hiab Group level, i.e Hiab ProCare for HIAB cranes.

Examples of communication texts: Hiab Group and a product brand

Presenting the Hiab Group:

Hiab Group is the world's leading provider of on-road load handling equipment, intelligent services and smart & connected solutions. We are the industry pioneer with over 75 years of experience.

The focus and commitment of our dedicated people in the Hiab Group is to increase the efficiency in our customers' businesses and shape the future of intelligent load handling.

Presenting a product brand:

You stay competitive with HIAB loader cranes, whether your business depends on heavy lifting, fast loading cycles or the most delicate precision – or all of the above.

From their power and control to their safety and reliability, HIAB loader cranes offer performance…

Company and brand logos

When graphically presenting the company and brands together, use the Hiab logotype prominently. Include the individual brands as supporting text without logotypes.

HIAB · JONSERED · LOGLIFT · EFFER · ARGOS
MULTILIFT · MOFFETT · WALTCO · DEL · ZEPRO

Official statement

Our official statement appears on the back page of brochures, customer magazines, documentation and similar materials. When appropriate it also appears in digital materials, for example as a footer on websites.

The statement explains the relationship of the Hiab business area to our parent company, Cargotec.

In addition, it presents all of the product brands our business area comprises. In communication for a specific product brand, this reminds the audience of our full offering in load handling.

The latest version of our official statement is found in our Brand room. Please note that the boilerplate is updated on a yearly basis.

Long version

Hiab Group is the world's leading provider of on-road load handling equipment, intelligent services, smart and connected solutions. Hiab Group's around 3,400 employees worldwide work passionately for Hiab Group to be the number one partner and preferred load handling solution provider to its customers. As the industry pioneer and with a proud 75 year history, Hiab Group is committed to inspire and shape the future of intelligent load handling.

Hiab Group's class-leading load handling equipment includes HIAB, EFFER and ARGOS loader cranes, LOGLIFT and JONSERED forestry and recycling cranes, MOFFETT and PRINCETON truck mounted forklifts, MULTILIFT skiploaders and hooklifts, and tail lifts under the ZEPRO, DEL, and WALTCO brands. Hiab ProCare™ service, the award-winning HiVision™ crane operating system, or the HiConnect™ platform demonstrate Hiab's constant drive to provide intelligent services and smart solutions that add value to its customers.

www.hiab.com

Hiab Group is part of Cargotec Corporation. Cargotec's (Nasdaq Helsinki: CGCBV) sales in 2020 totalled approximately EUR 3.3 billion, and it employs around 11.500 people.

www.cargotec.com

Short version

Hiab Group is the world's leading provider of on-road load handling equipment, intelligent services, smart and connected solutions. Hiab Group's class-leading load handling equipment includes HIAB, EFFER and ARGOS loader cranes, LOGLIFT and JONSERED forestry and recycling cranes, MOFFETT and PRINCETON truck mounted forklifts, MULTILIFT skiploaders and hooklifts, and tail lifts under the ZEPRO, DEL, and WALTCO brands. As the industry pioneer and with a proud 75 year history, Hiab Group is committed to be the preferred partner and solution provider to its customers and shape the future of intelligent load handling.

www.hiab.com

Hiab Group is part of Cargotec Corporation.

www.cargotec.com

Tone of voice

Our customers come first, and we should try to approach any topic from their perspective rather than our own. When communicating in words we should be clear, honest, relevant and to the point. Together, our words and images should reflect the power and pride of our people and solutions, while keeping the customer in focus. Because what sets us apart is the way we solve customer challenges.

Text guidelines

1. Hiab is the name of our business area. We write it with a capital H followed by lowercase letters, i.e. Hiab. Our product brands (HIAB, JONSERED, LOGLIFT, MULTILIFT, MOFFETT, DEL, WALTCO, ZEPRO, EFFER and ARGOS) are written entirely in capital letters. This helps distinguish Hiab Group from the HIAB product brand. Our service and digital offering is promoted by Hiab Group level, i.e Hiab ProCare for HIAB cranes.

    Right:

    HIAB loader cranes are produced by Hiab.
    MOFFETT truck mounted forklifts are produced by Hiab.

    Wrong:

    HIAB loader cranes are produced by HIAB.
    MOFFETT truck mounted forklifts are produced by HIAB.

2. British English is our standard language and is used in all international communication. American English may be used as an exception in materials intended for the US market.

3. Contractions (it's, shouldn't, etc.) are not used in our communication, unless they appear as part of a quote. However, take care to ensure that the language is still natural and personable. If the absence of contractions makes the text sound choppy or old-fashioned, rephrase.

4. We use concrete and down-to-earth words, making sure they have real meaning. Avoid empty jargon and long words that are difficult to understand.

Always the highest quality

The quality of our products must be reflected in the quality of our photography. Every image we use builds our overall image so we must have a painstaking attention to detail and a focus on beautiful photography.

We use only professional photographers who know the Hiab style. Therefore, all our essential photography is coordinated via MarCom team.

Moving imagery

In the early stages of the customer journey, video is a powerful and highly searchable tool for creating awareness, comparing products, and demonstrating how a product fulfils a need. Use video to push brand messaging and link to more focused videos via playlists, cards, etc.

An effective video quickly brings your story to life, sparking interest as people scroll through their feeds. The opening three seconds should be clear about the video's content and contain a hook to convince viewers that watching is worth their time. Your video should be as long as is necessary to get your information across – and not a second longer.

Attention spans are short, so videos should engage from start to finish and provide valuable information or tell a compelling story without extraneous details.

Tips:

- **Optimise for mobile**
- **Subtitle.** A staggering 85% of video content is viewed on social media without sound.
- Use **custom thumbnails** instead of automatically created ones
- **Include CTAs**
- As an option you can use and place the product brand logo in the top or bottom, right corner, preferably with the black background and in horisontal positions.

STATIONERY

Business cards

The template for our business cards can be found in the Brand room.
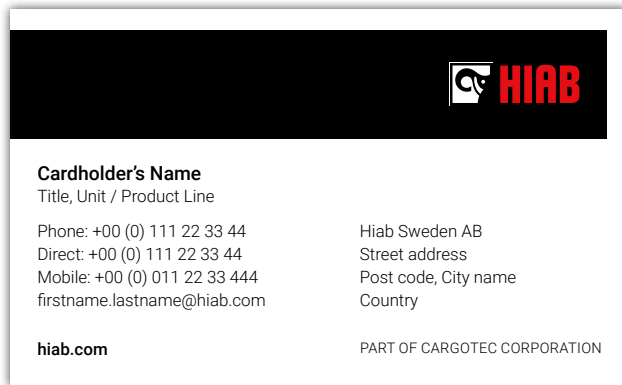
It is possible to use the back side as an alternate front for your business card if, for example, you need to have two languages.

Cardholder's Name
Title, Unit / Product Line

Phone: +00 (0) 111 22 33 44
Direct: +00 (0) 111 22 33 44
Mobile: +00 (0) 011 22 33 444
firstname.lastname@hiab.com

Hiab Sweden AB
Street address
Post code, City name
Country

hiab.com

PART OF CARGOTEC CORPORATION

HIAB · JONSERED · LOGLIFT · EFFER · ARGOS
MULTILIFT · MOFFETT · WALTCO · DEL · ZEPRO

E-mail signature

Our e-mail signature instructions can be found on the Cargotec Common Bookmarks / Gmail signature generator). It is possible to use either a short version or a long version, depending on personal needs and preferences.

E-mail banner

When you have a product launch or other special news to promote, you may use a promotional e-mail banner. In Connect and Brand room you can find design elements for creating your own banner.

Best regards

Firstname Lastname
Title, Closest organisational unit

Phone: +00 (0) 111 22 33 44
Mobile: +00 (0) 011 22 33 44

PART OF CARGOTEC CORPORATION

Best regards

Firstname Lastname
Title, Closest organisational unit

Company name
Street address, PO box, zip code, City, Country
Phone: +00 (0) 111 22 33 44, Mobile: +00 (0) 111 22 33 44
Email address
hiab.com

Hiab is the world's leading provider of on-road load handling equipment. The product range includes HIAB, EFFER, JONSERED, LOGLIFT, MOFFETT, MULTILIFT, DEL, WALTCO and ZEPRO. Hiab is part of Cargotec.

Presentation

Our Google Slides template ensures a consistent look and feel in all presentations and is available for all product brands. Do not deviate from the template or create new ones. The template can be found in the Cargotec Common Bookmarks.

Main title slide

Product brand title slide

Divider slide

Text slide

Text and small image slide

Text and medium image slide

Black Box title slide

Black Box content slide

End slide
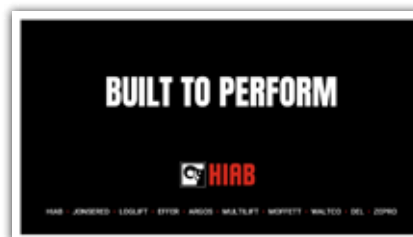
The template and order form for printed letterheads and envelopes can be found on the Cargotec Common Bookmarks.

Letterhead, color and black-and-white version.

Envelopes.

[Receiver]
[First line of address]
[Second line of address]
[Postcode]
[Country]

28.2.2021

[Heading 1]

[Body text]

Yours sincerely,
Firstname Lastname

Hiab
Street adress
Post / area code, City
Country

Phone 1: +00 (0) 111 22 33 44
Phone 2: +00 (0) 111 22 33 44

hiab.com

hiab.com

Hiab Sweden AB | Street address, XX | Post code, City | Country | hiab.com
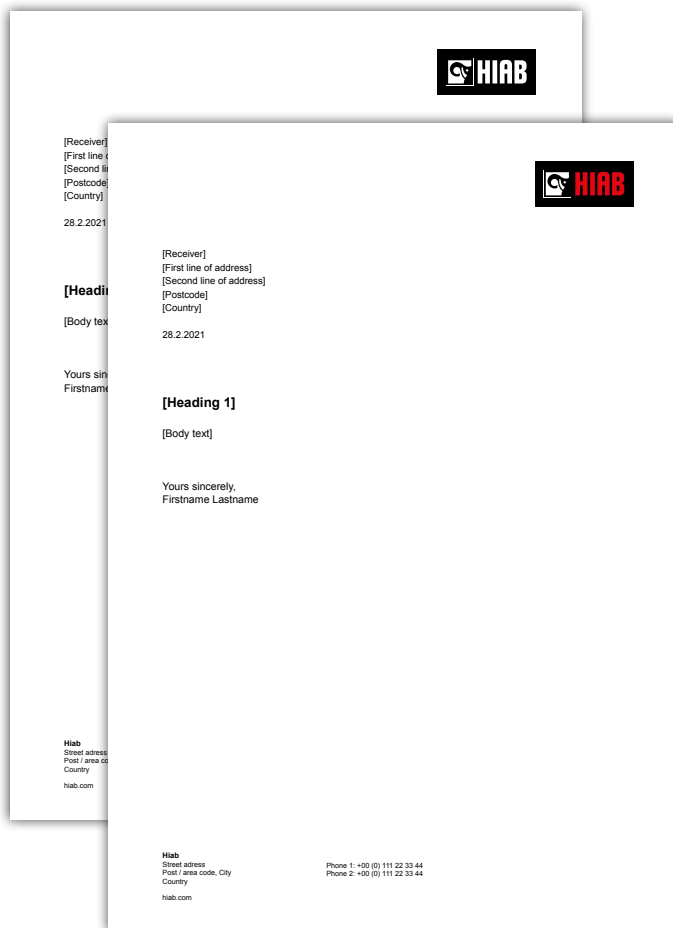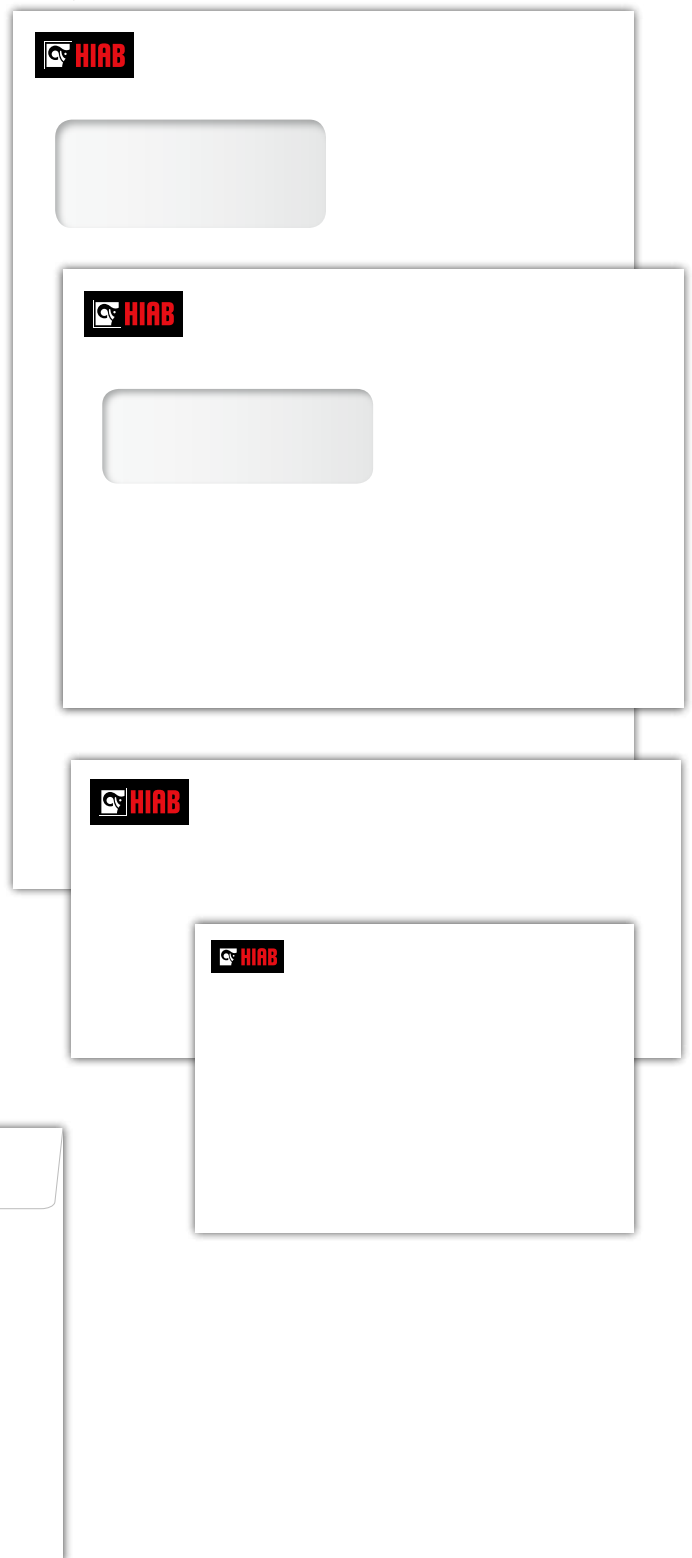
GENERAL BRANDING

Exterior signs

Choose the appropriate logotype and/or sign and place it to suit
the environment and purpose.
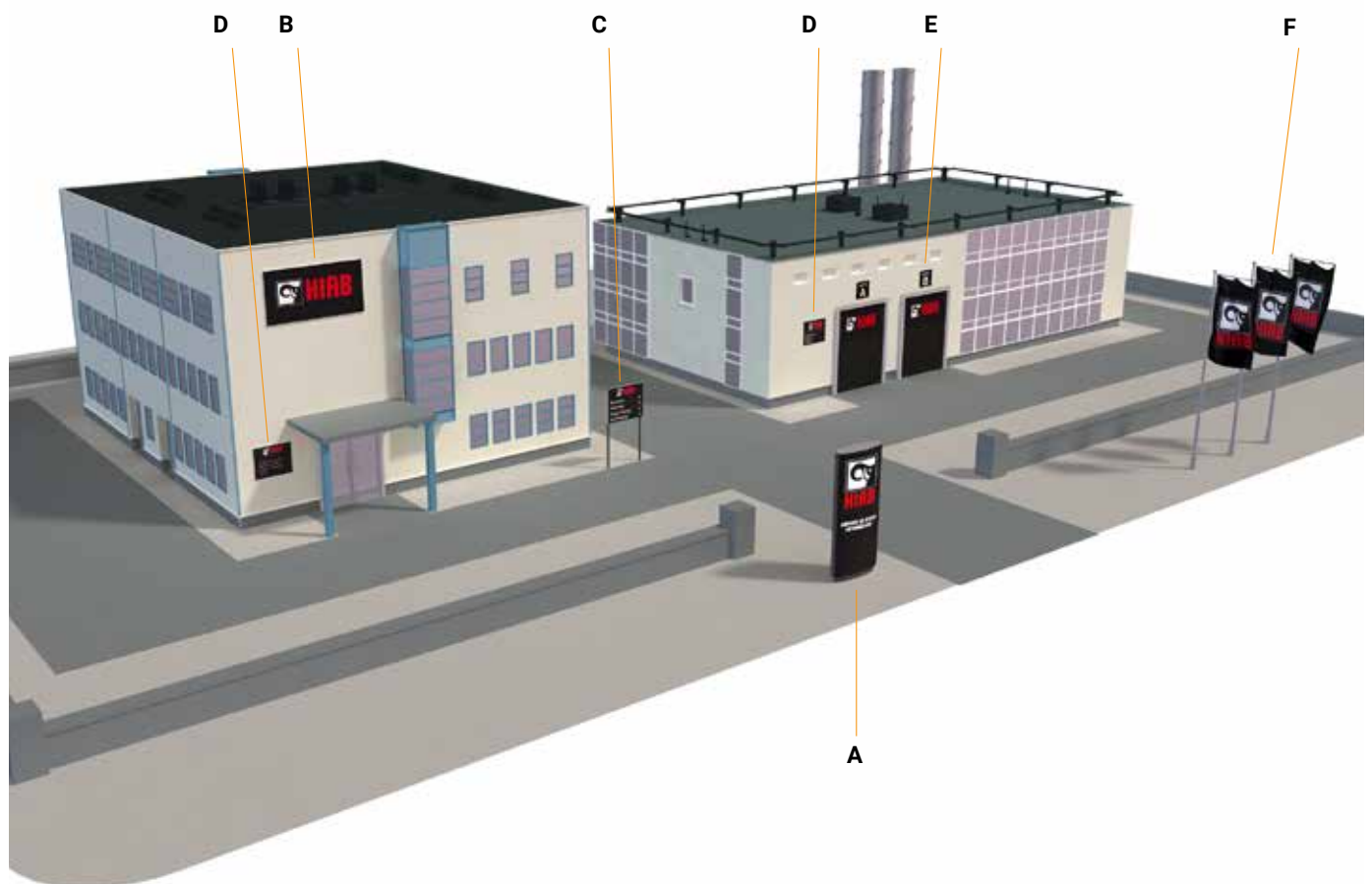
A Branded site marker	**B** Main brand sign	**C** Branded directional	**D** Branded information	**E** Information	**F** Flag
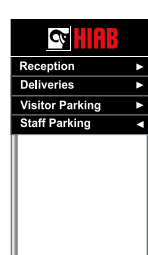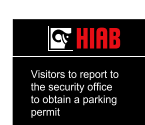
Interior signs

Choose the appropriate logotype and/or sign and place it to
suit the environment and purpose. For more information,
see the previous sections regarding logotypes and colours.
The following illustrations are for inspiration only.

A
Brand sign

B
Office ID
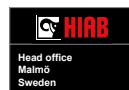
C
Branded directory

D
Window vinyl

E
Information
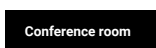
F
Elephant pattern

G
Elephant symbol

H
Hero image

GENERAL BRANDING
FLAGS

Standard flags

Outside a Hiab factory or office, only flags with the Hiab logotype should be used. At exhibitions and events, it is possible to use flags with our product brand logotypes.

In certain cases when the format would cause the logotype to be too small if using the preferred clear space, it is acceptable to use a clear space equivalent to 1A.

Table and exhibition flags

Table flags and exhibition flags should be produced with the proportions shown here. When using large flags at exhibitions, anchor them with safety lines and reinforce the flag edges so that they hang straight.

Portrait exhibition banners

Table flags

2A

Table flags

Beach flags for exhibitions and events
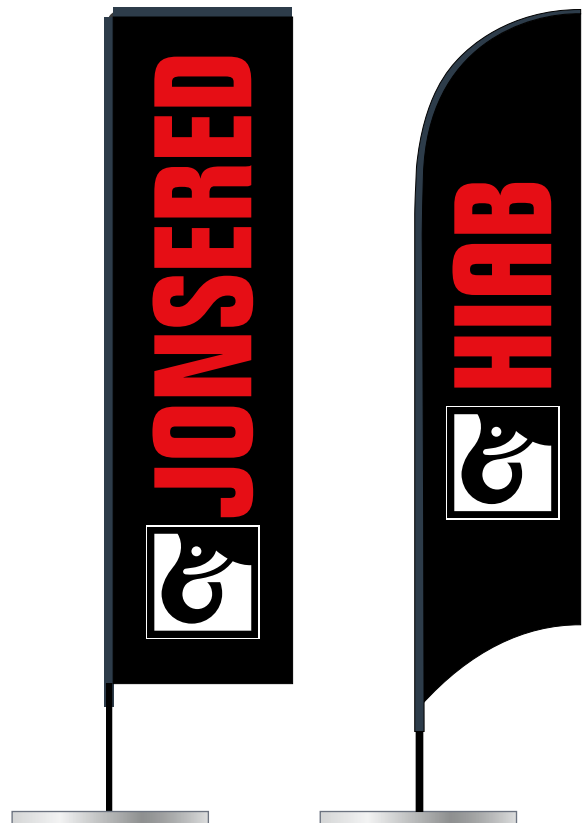
GENERAL BRANDING
CLOTHING

Clothing

Shown here are a few examples of logotype placement and colour use on our branded promotional and work clothing.
It is preferred to have vertical logotype when used on the chest.

Black is the preferred base colour, with red as a strong colour signal. However, both the clothing style and colour may be adapted to suit local conditions.

Cap

Beanie

Polo shirt

You can find a wide variety of ready-to-order Hiab-branded clothing in our Club Shop.

Work gloves

Khaki alternative
for warm climates

GENERAL BRANDING
VEHICLES

Service vans and other vehicles

The vehicles pictured here show how Hiab and other product or brand logotypes should be applied to large vans. In the case of other vehicles and colours, these design principles may be adapted as necessary. Contact the MarCom team for consultation and final approval.
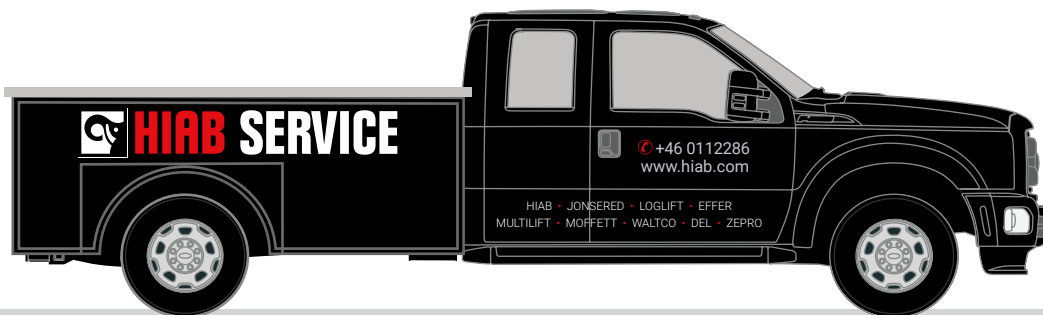
MARKETING MATERIALS

Advertising principles

Our advertising follows a unified approach designed to be simple and create visual impact. Regardless whether it is Hiab as a whole or one of our product brands being promoted, it makes use of the same basic elements: a large hero photo of high quality and the Hiab Black Box in different combinations with headline, text and logotype. For more on these elements, see previous sections. Other elements, such as QR codes, are optional.

A QR code is an optional element

Sizes and orientations

The elements in our advertising can be flexibly combined to suit different sizes, orientations and content. No matter what the format, the goal is to create a striking visual impression.

Full page

Vertical half-page

Horisontal half-page

Spread

Digital advertising

The same advertising principles apply in both print and digital media. Visual impact is crucial in both cases. When working with smaller or limiting digital formats see guidelines for the Black Box on page 27.

Banner 300 x 600 px

300 x 300 px

728 x 90 px

600 x 900 px

Brochure covers

Our brochures are designed for clarity and visual impact, with a large and powerful photograph on the front cover. For brochures dealing with Hiab as a whole, the image should send a common message, for example by focusing on an employee rather than a particular piece of equipment. For brochures

dealing with our product brands, the relevant equipment and/or application should naturally be in focus.

The Black Box on the back cover is standard for all brochures and bears Hiab's official statement (see page 30).

Front covers

HIAB X-HIPRO BIG CRANES

HIAB PROCARE™
SERVICE AGREEMENTS

Back cover

HIAB SERVICES -
ALWAYS THERE FOR YOU

BUILT TO PERFORM

Brochure spreads

The internal spreads of our brochures have a clear but flexible layout, also designed for visual impact. Large photographs of high quality are important.

The Hiab Black Box can be used inside brochures to highlight main headlines and visually divide content.

On more technical spreads, a simpler and more structured layout may be used.

Brochure spreads

Flyers

Flyer layouts are flexible and can be adapted according to the amount and type of information they contain. Use the Black Box for brand recognition, highlighting the headline and – if necessary – introduction.

HICONNECT -
FREE FOR ALL CONNECTED PRODUCTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit se eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. Nostrud dolore magna et aliqua exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Hiab HiConnect™ is the first Connected Service that we launch. It keeps you one step ahead with next generation intelligence today. By enabling new insights, it helps you to further increase efficiency, productivity and safety.

With HiConnect, you receive real-time data about your Hiab equipment's operation and condition. The practical and simple web portal gives you an unprecedented level of control of your operations. The power to improve your performance and safety as well as avoid unnecessary downtime is now at your fingertips.

HiConnect gives you free access to some great features, such as a live map of your units as well as upcoming service needs. The only thing you need to do is to register at www.hiab.com/hiconnect-registration

HiConnect Premium gives you access to all equipment data, fleet overviews and complete performance functionality.

HiConnect is available for all products equipped with connectivity and marked with the connectivity symbol. Availability and functionality may vary between markets. Please consult your local Hiab sales company.

HiConnect vs HiConnect Premium comparison

Feature	HiConnect	HiConnect Premium
Fleet ASSETS; Overview and groups	✓	✓
Fleet ASSETS; Map	✓	✓
Fleet OPERATIONS Operational KPI statistics		✓
Fleet OPERATIONS; Trends		✓
Fleet OPERATIONS; Visits (Loader Cranes & Demountables only)		✓
Asset OVERVIEW • Asset details • Customisable vehicle identification • Latest notifications • Upcoming maintenance date • Operation and Performance KPIs • Asset location, route and timeline	✓ Limited history and timeline	Full history, free timeline
Asset MESSAGES		✓ Full history, free timeline
Asset TRENDS		✓
Asset PERFORMANCE (Loader Cranes only)		✓
Asset WEIGHT LOG (Demountables only)		✓ (requires weighing system)
Asset SERVICE		✓ Full view: maintenance plan, upcoming maintenance date, all service counters, history
Fleet SERVICE; overdue service, upcoming services, service history		✓
Fleet NOTIFICATIONS; active notifications, notifications statistics, history and subscription management (e-mail)		✓
Fleet REPORTS; weekly report with general info, subscription management (e-mail)		✓
Data Exports to CSV		✓
HiConnect API		✓
Settings	Multiple languages, group management for assets and more personalisations for greater ease of use	Multiple languages, group management for assets and more personalisations for greater ease of use

To register, go to www.hiab.com/hiconnect-registration

Availability and functionality may vary between markets. Please consult your local Hiab sales company.

hiab.com

MOFFETT AT WORK
TIMBER / LUMBER LOGISTICS

SMARTER SOLUTIONS FOR BUILDING SUPPLIES WITH
MOFFETT TRUCK MOUNTED FORKLIFTS

Building sites are busy, rough, muddy places where safety is the priority. What if you could park your truck off-site and deliver safely and easily, with no waiting? Plus, position supplies exactly where your customer requires. With MOFFETT, you can do all that and a whole lot more.

Timber & engineered timber
For over 45 years, MOFFETT truck mounted forklifts have helped transform the way materials are distributed across the globe. Delivering to a building site traditionally involves waiting for available off-loading equipment. MOFFETT truck mounted forklifts give drivers complete independence – enabling immediate off-loading without waiting for any additional loading-handling equipment.

Designed to handle heavy products and long loads such as pallets of timber and roofing material, MOFFETT truck mounted forklifts fit easily on the back of almost any truck or trailer with no loss of load space. And once on site, your MOFFETT is ready to work in under 60 seconds.

More benefits with MOFFETT
• No waiting for customer or supplier forklifts
• Delivery where required with precise positioning
• Higher productivity gives time to make more deliveries
• Reduced product damage
• No loss of load space
• Safe and easy to use
• Proven competitive advantage
• Excellent service network

Learn more about industry solutions at moffett.hiab.com

hiab.com

Manuals and Technical Data

The layout of our manuals and other technical communication differs from that used in the rest of our brochures. This creates a clear distinction between promotional and informational materials.

Technical data

HIAB Z-HIPRO 191
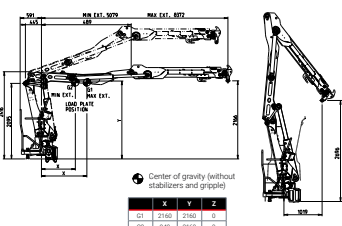
TECHNICAL INFORMATION

LOGLIFT 105Z

TECHNICAL INFORMATION

Roll-ups and posters
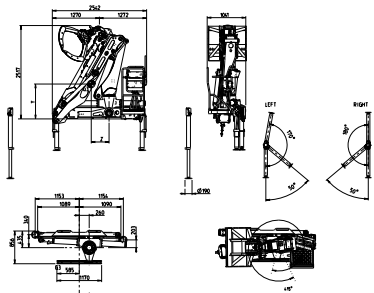
Our roll-ups and posters are designed to attract attention, with a large photo of high quality as their primary element. Text should be limited in these formats.

Product information posters, 500 × 700 mm

Roll-up

Poster, landscape, 1000 × 700 mm

Poster, portrait, 700 × 1000 mm

Newsletters / e-mail campaigns

Our newsletters and e-mail campaigns are distributed digitally
and follow the basic layout shown here.

E-mail newsletter

Social media imagery

When using images on social media, follow the same principles as with other channels. Use high-quality photos and the Hiab Black Box as central elements.

Regarding text on image ads, a good guideline is to never cover more than 20% of the image with text.

Image dimensions

Facebook
Standard recommended dimensions for Facebook images are primarily 1080 x 1080 pixels for Facebook, though 1200 x 628 is also acceptable. Dimensions for Facebook Stories are 1080 x 1920.

LinkedIn
Standard image dimensions for LinkedIn ads are 1080 x 1080 pixels, though 1200 x 628 is also acceptable.

Image 1080 x 1080 px

Image 1200 x 628 px

Image 1080 x 1920 px

MARKETING MATERIALS
PROMOTIONAL GIFTS

Giveaways

Our giveaways should promote our brands through strong colour signals and well-placed logotypes. Black is the base colour, with red providing an important accent.

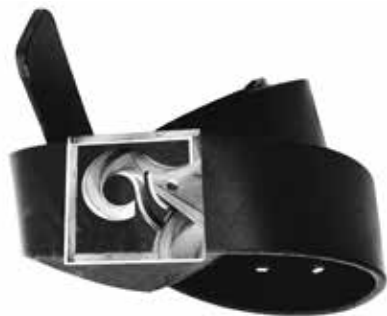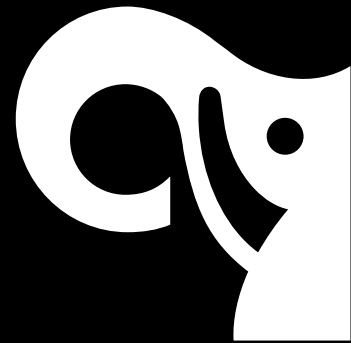Giveaways and promotional material can be ordered via hiab.com in our Club Shop.

Selected goods for Hiab fans
CLUB SHOP
hiab.com

Pen

Wristwatch

Bag

Belt

Tattoo

Paper bag

THE CORNERSTONES OF OUR
VISUAL BRAND IDENTITY

Logotype

Elephant

Brand Promise

BUILT TO PERFORM

Colour

Black + Red

Typeface

ABC

BUILT TO PERFORM

HIAB