



HIAB PARTS

BRANDING AND PACKAGING GUIDELINES

Version 2.0
September 2015





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

The parts that we build into our equipment and later sell as spare parts 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's therefore very important that our parts give the same brand message and quality feeling as our products.

This Hiab Parts Branding and Packaging Guide specifies how to mark Hiab original parts, including how to brand the package. It's important to follow the guide in every detail, since we are convinced that properly branded and packaged parts increase sales – for our suppliers, for our network and for Hiab.

If you have any questions about the content in this Parts Branding and Packaging guide, don't hesitate to contact us at PartsBranding@hiab.com

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'R. Weiss', written over a horizontal line.

Ruud Weiss
*VP Products
Hiab Services*

CONTENTS AND CORE GUIDELINES

In the following pages, you will find detailed information for each of the elements listed in the contents below. However, it is important to keep the three core guidelines below in mind for all the work you do with parts branding and packaging.

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Overall rules of thumb:

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

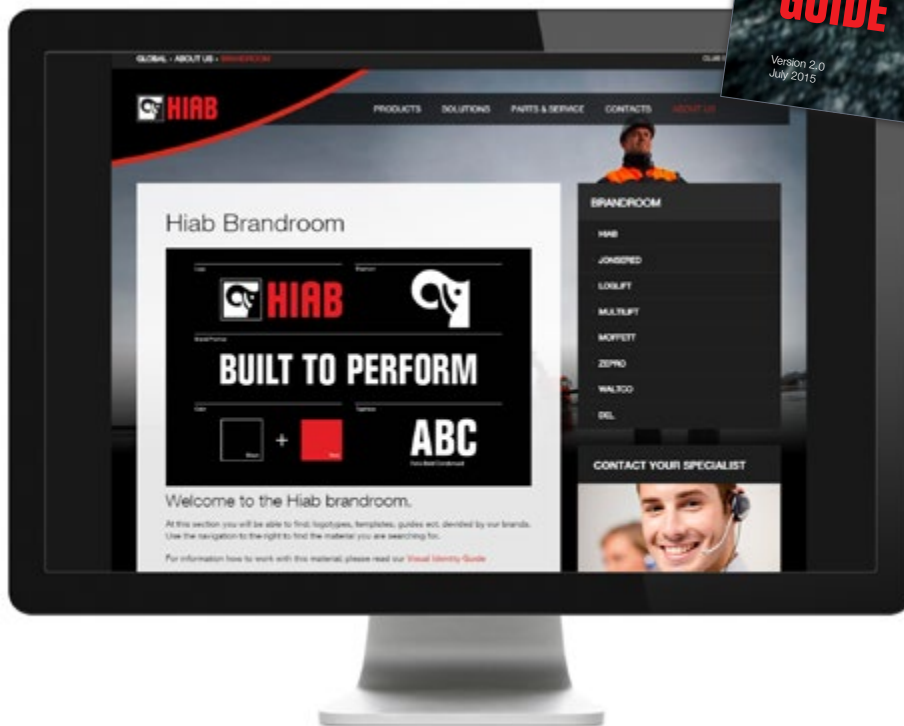
Hiab parts can be either Hiab branded or non-branded. In these guidelines we present the rules for which parts should be Hiab branded and which can be non-branded.

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 Parts Branding and Packaging Guide. 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

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.



For parts

The Hiab company brand is the standard marking, unless it's specifically defined on the part drawing to use product-specific branding. Parts that are involved with customer experience when operating equipment or otherwise have very visible positions, should always have product-specific branding.

For packaging

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

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 spare 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 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.

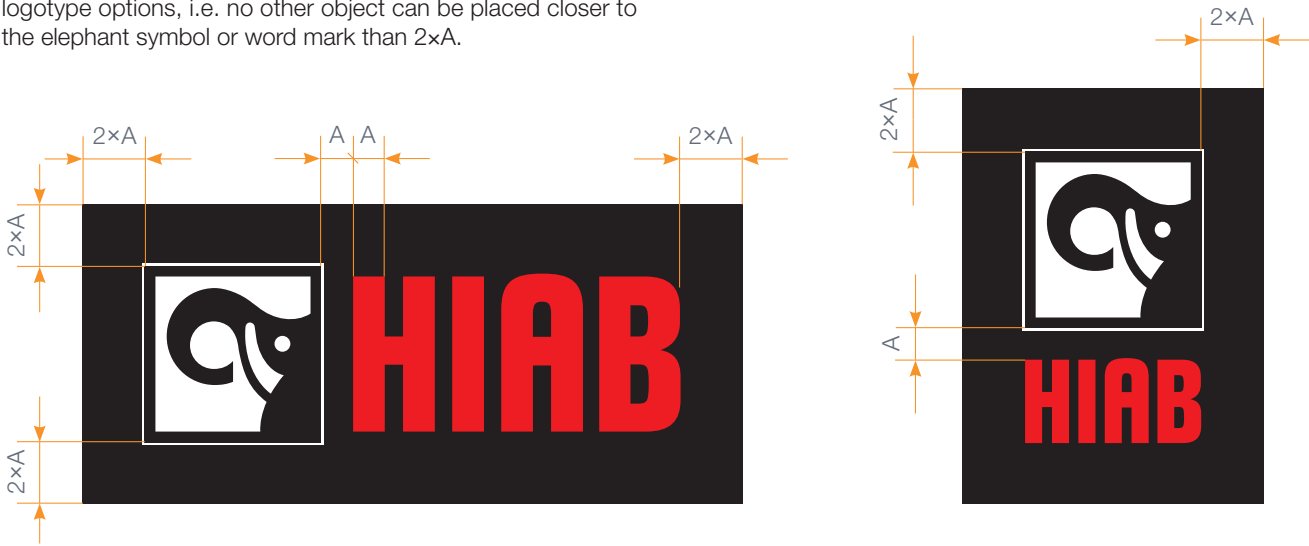
SUMMARY OF HIAB VISUAL IDENTITY GUIDE

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.

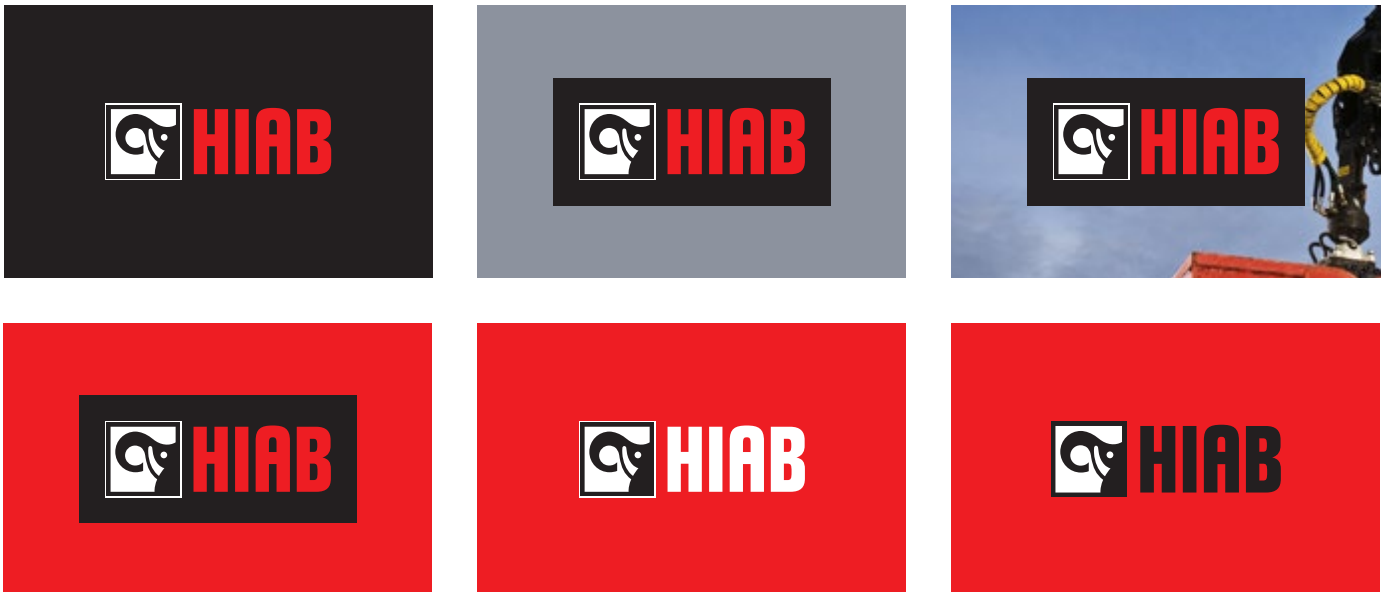
The black frame also represents the free space area for other logotype options, i.e. no other object can be placed closer to the elephant symbol or word mark than $2 \times A$.

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.



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.



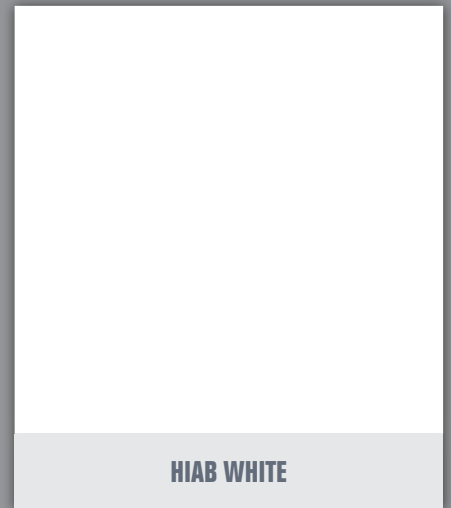
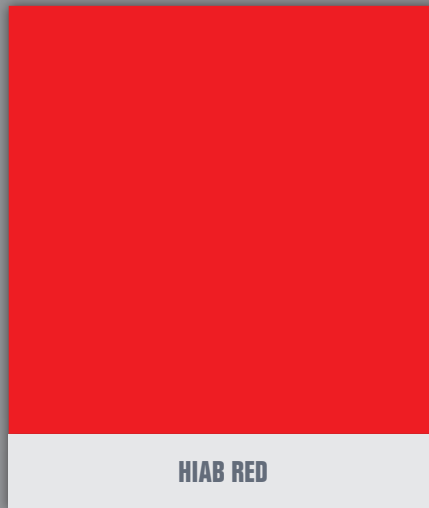
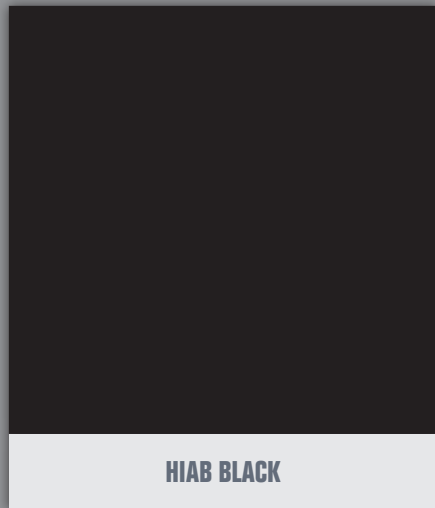
SUMMARY OF HIAB VISUAL IDENTITY GUIDE

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

ORIGINAL SPARE PARTS IDENTIFICATION

Hiab original spare 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 spare 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 spare parts.

On packages and identification labels

All packages should have a clear marking with the Hiab logotype and ORIGINAL SPARE PARTS written with capital letters. Identification labels should always have the Hiab logotype and, if there is space enough, ORIGINAL SPARE PARTS written with capital letters. See the Packaging and Labelling Guidelines section for more detailed instructions (page 46).



ORIGINAL SPARE PARTS

Hiab quality mark

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



Hiab spare parts kit mark


We have designed a special Hiab spare parts 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 47.




 **HIAB**

Max. Traglast
in der 1000 kg
Kategorie
Baujahr 2000
bis 2009
1000 kg
Kategorie
Baujahr 2010
bis 2019
1000 kg
Kategorie
Baujahr ab 2020
1000 kg
Kategorie
Baujahr ab 2020
1000 kg

HYDRAULIC CYLINDERS



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445566 789
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 spare 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 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 48 for instructions.

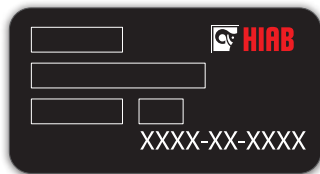
Examples of the minimum required branding for hydraulic cylinders.



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. 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.

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 spare 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 SPARE 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 48 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. 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.



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 be 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.








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

Filter and filter cartridge packaging

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



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



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

Hoses are packed in cardboard boxes.
See pages 42-43 for design of cardboard boxes.

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

PIPES



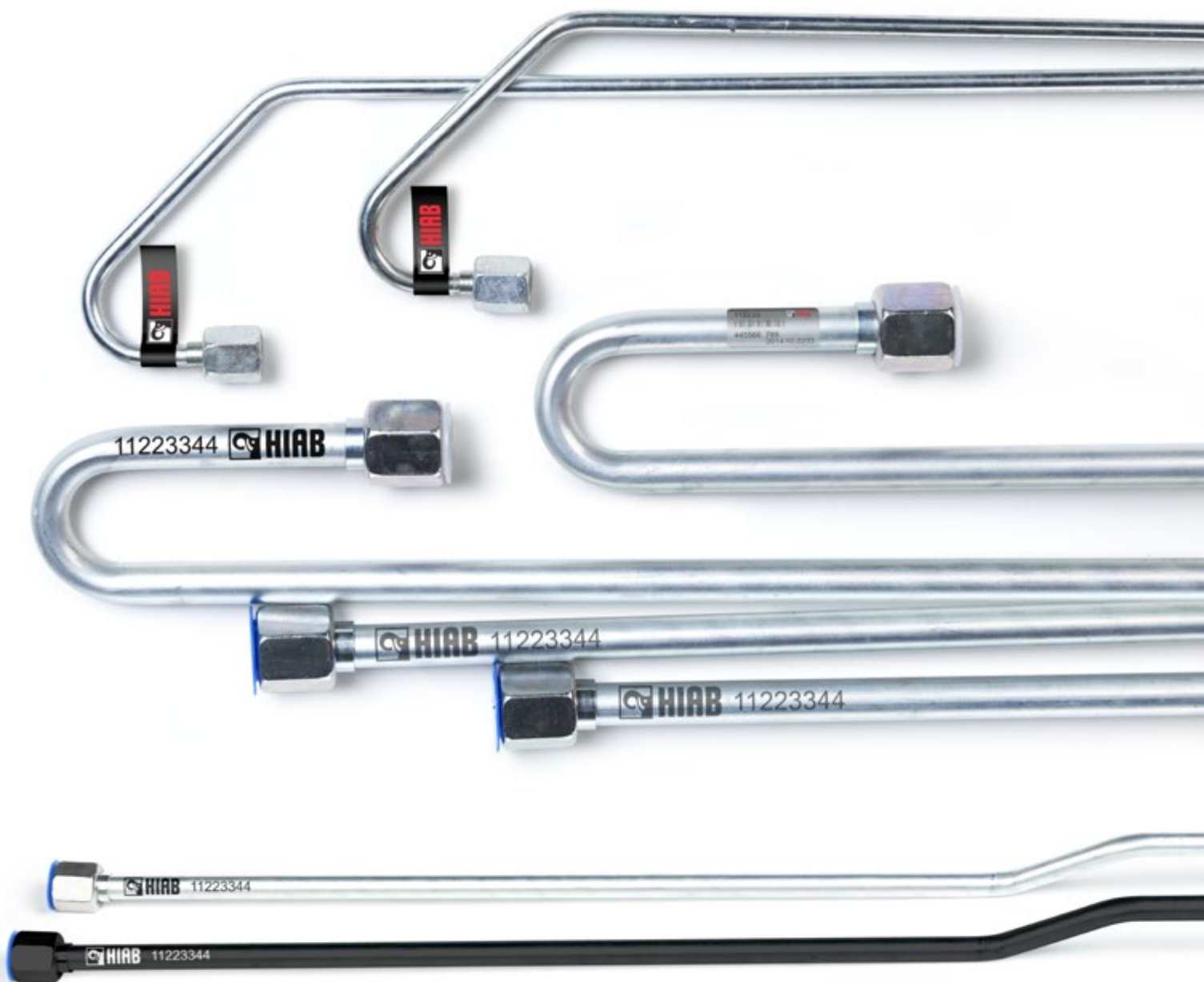


Like hoses, pipes are the veins and arteries of Hiab equipment, transferring hydraulic power to the extremities of the machine. To keep the equipment performing as expected, one should not compromise with non-original Hiab pipes.

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. 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.



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

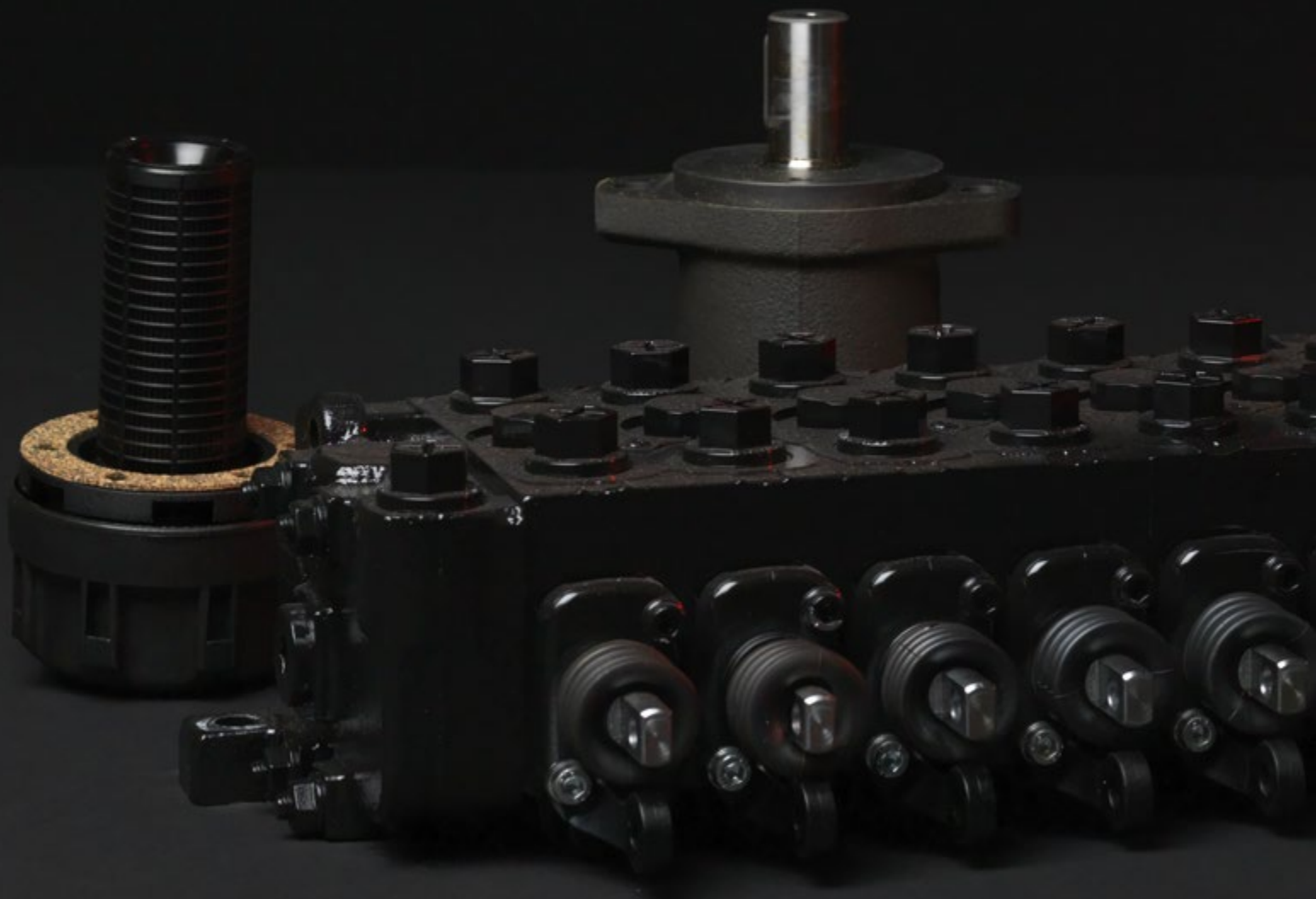
Pipe packaging

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

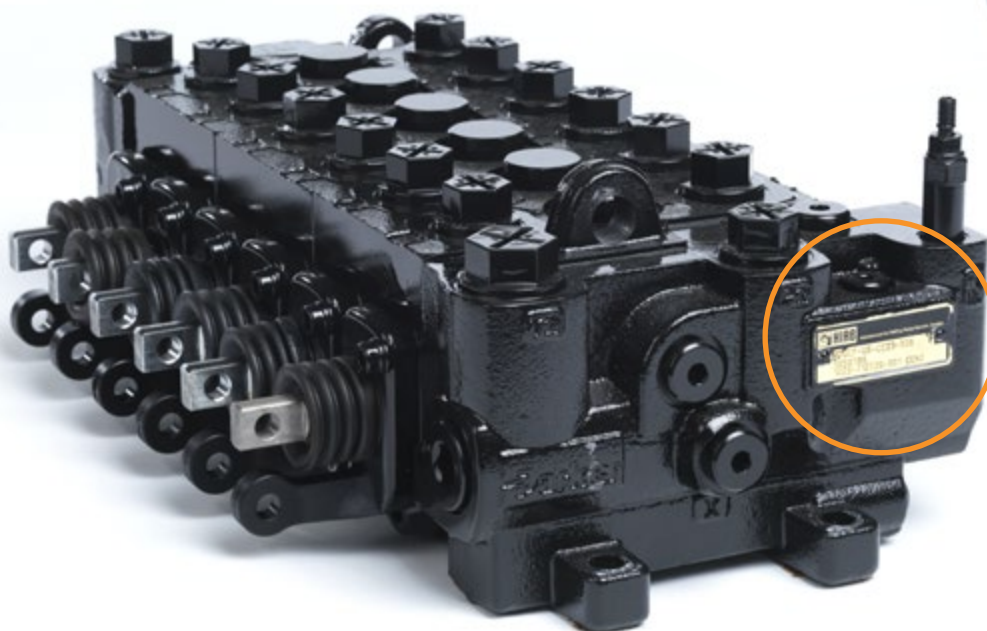
For main hydraulic components, it is often possible to mould the logotype into the part. This is a very good choice as it will always be present on the part. In addition to the logotype, the other minimum required marking is the item number, which can also be moulded. If it is not possible to mould the 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 48 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. 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.



Example of marking with a moulded logotype.



Example of marking with Hiab logotype in full colour.

- Printed
- ✗ Flag
- Sticker
- Moulded
- Plate

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.



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 48 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 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.

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. 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.



Combined marking with product label sticker and moulded logotype.



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

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

Electronic parts should be single-packed in a Hiab branded package. See page 42-45 for design.

<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	

OTHER SPARE PARTS





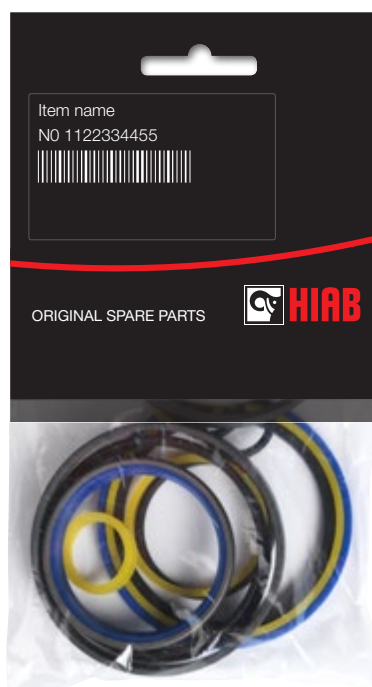
“Other parts” include a wide range of products, from consumables such as bearings and couplings to cooling and heating to steel structural components. All products that are not mentioned in the previous sections belong to this category.

Other spare 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. 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.



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 spare 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.

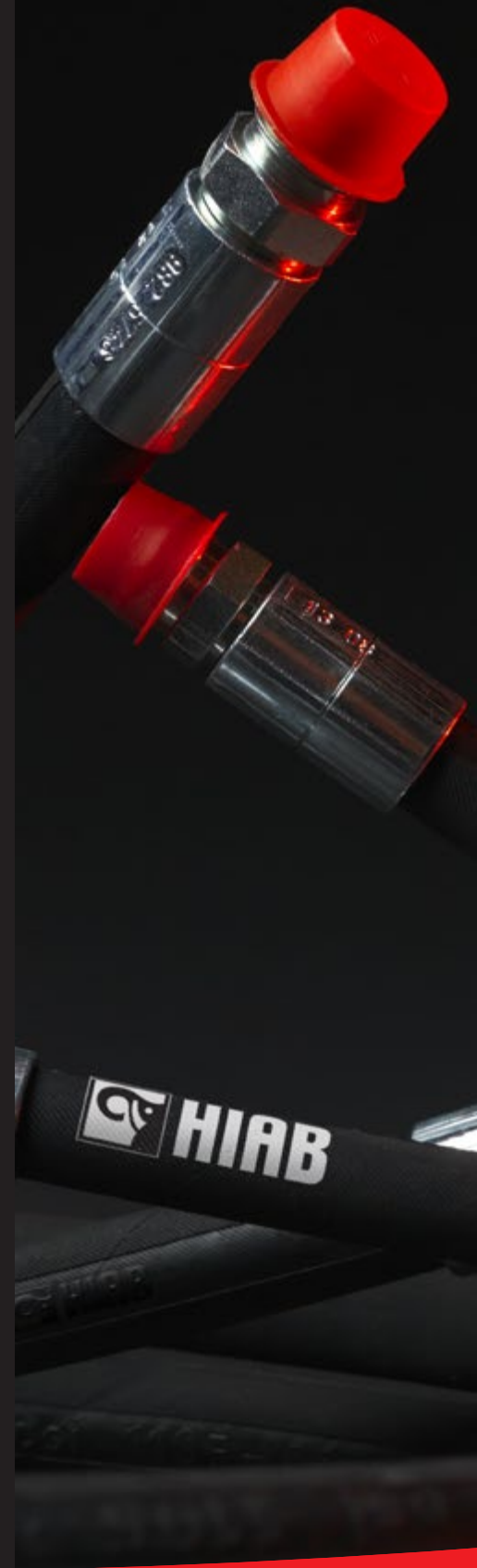
A few specific guidelines:

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	

SPARE PARTS PACKAGING





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

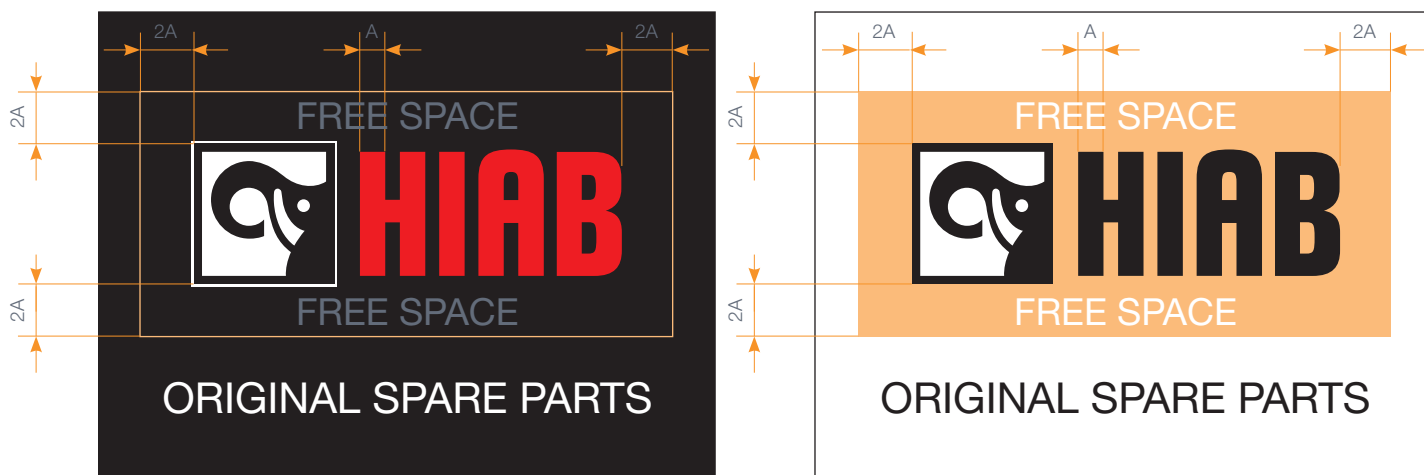


3. The standard black box with colour print for use with special items of high value.



Design principles

The Hiab logotype should be visible on all sides, with the text ORIGINAL SPARE 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 7. The designated free space between the Hiab logotype and the words ORIGINAL SPARE 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 spare parts, the bags should be marked with a Hiab branded product information sticker (see pages 48-49) 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 48 for instructions. Take care to place the label carefully so as not to block any other elements of the packaging.

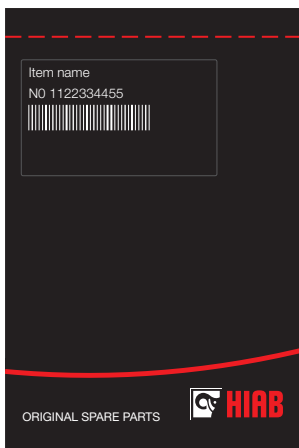
1. Half-size cardboard back



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.



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 Spare 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 SPARE 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 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, always ensure that the logotype, kit name, and product details are included. These may be printed on the box or you may use the standard stickers or labels as shown below. Be sure to follow the guidelines for logotype choice and placement as shown on pages 6-7.



If not using custom-made packaging with information pre-printed on the exterior, the standard label for spare parts kits shown here must be used, along with a product information label. See page 48 for information on proper product label design.



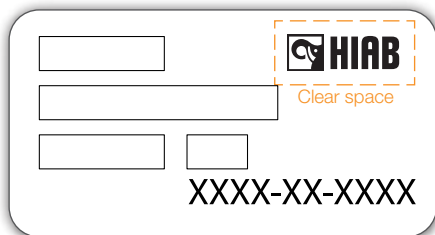
IDENTIFICATION LABELS AND TAGS

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.



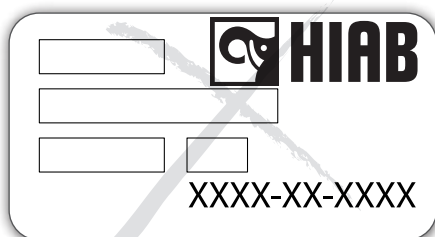
Example of label layout on a light background where the black-and-white logotype is preferred.

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.

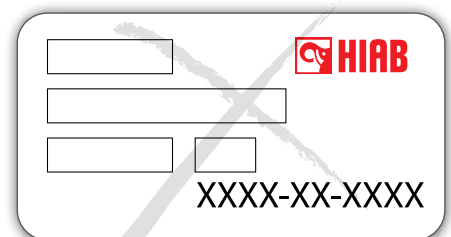
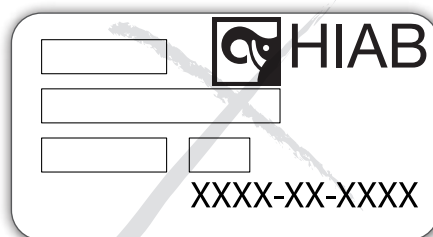
Only Hiab's logotype and information should be visible on the label, unless there is legislation regulating traceability for a particular part.



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 !"#€%&/()=?

Summary and checklist

Properly branded and packaged spare 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 Guide.

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 at PartsBranding@hiab.com

Product marking

- No supplier branding is imprinted or in any way attached to Hiab parts, including logotypes or any other references
- 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. 6), 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 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 and the text ORIGINAL SPARE PARTS, 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 minimum free space around the logotype
- Always send a draft of the marking to Hiab for approval



HIAB PARTS BRANDING AND PACKAGING GUIDELINES

Branding rules



HIAB



HIAB



HIAB



LOGLIFT



MOFFETT



WALTCO



JONSERED



MULTILIFT



DEL



ZEPRO



Hiab Red

PMS 485



Hiab Black

PMS Black CU

AaZz

Arial Regular

General typeface
Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Branding of parts



Packaging

