Hiab Group Brand & visual identity guidelines

2025-05-14 Version 1.1







Introduction

Welcome to Hiab's Visual Identity Guide. Here, you will find essential guidelines and explanations for Hiab's visual branding. Adhering to these guidelines is more than just following rules, it is about building and maintaining a strong brand that resonates with all our stakeholders.

Consistency ensures that our brand maintains a unified look and feel across all platforms, from print materials to digital media. This fosters recognition, builds trust and reliability over time, and strengthens our position in the market, helping us stand out from competitors.

In essence, these guidelines are essential for developing and protecting our brand equity in the long run.

For more information or help, feel free to contact the Hiab MarCom team.

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01 Our brands



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Brand portfolio

Hiab Group brand

The group brand represents our company as a whole and encompasses all product brands owned by Hiab.

The portfolio of brands include HIAB, EFFER and ARGOS loader cranes, MOFFETT and PRINCETON truck mounted forklifts, LOGLIFT forestry cranes, JONSERED recycling cranes, MULTILIFT skiploaders and hooklifts, GALFAB rolloff cable hoists, ZEPRO, DEL and WALTCO tail lifts, VALLY tools and accessories, OLSBERGS electro-hydraulic control systems, and HIPERFORM, a suite of smart solutions.

The logos representing the Hiab Group brand are the black and white versions.

Visually endorsed brands

Hiab follows a brand structure where twelve of its product brands are visually endorsed. The product brands are always written entirely in capital letters. This helps distinguish Hiab Group from the HIAB product brand.

The preferred logo for the product brands is the red version.



Cy HIAB











Brand portfolio

Brand HIAB EFFER ARGOS MULTILIFT GALFAB MOFFETT PRINCETON LOGLIFT JONSERED ZEPRO WALTCO DEL HIPERFORM

VALLY

OLSBERGS

Founded	Joined the Hiab Group
1944	-
1965	2018
2002	2017
1949	1977
1992	2021
1945	2000
1972	1997
1966	1988
1961	1978
1970	2000
1954	2000
1972	2008
2023	-
2024	-
1976 Hydraulics 1996 Electronics	2022

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Brand values

RELIABLE

Being reliable is at the heart of everything we do. We earn trust by listening to our customers, understanding their needs, and delivering high-quality equipment and solutions they can depend on for their success. A responsibility we take very seriously.

Caring means listening and understanding how we can contribute to a better future for our customers and employees. We champion and power success through collaborative relationships built on respect, empathy, and a shared commitment to growth.

CARING

PIONEERING

Pioneering is in our DNA. We innovate for today and tomorrow, pushing boundaries and setting new standards, empowering our customers' progress with cutting-edge solutions. We are not just keeping up with the future, we are creating it.

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Brand promise

For Hiab Group, as well as all our product brands, we have chosen "Built to perform" as our brand promise.

Built:

We produce high-quality machines that we are proud of. We have done so for 80 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 can be written using either the Roboto font in lowercase or the Anton font in capital letters.

BUILT TO PERFORM

It is also possible to show the brand promise in negative on a dark background.

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.

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02

Our identity



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02.1 Logotypes





Logotypes

Our logotypes consist of the elephant symbol and the respective brand name. They are available in both horisontal and vertical versions.

The preferred version is horisontal.

The Hiab Group brand is represented by the black and white logos.

For product brands, the red logo is the preferred choice.

Note: Logotypes must always be reproduced from master digital artwork, which can found on PicturePark.





Black-and-white versions.



Logotypes

Logotypes in all versions and orientations are available for Hiab and the visually endorsed product brands.

All logotypes comes in red and black-and-white versions, positive and negative.

The preferred version for the product brands is red, used on a non-black background.

















Note: Logotypes must always be reproduced from master digital artwork, which can found on PicturePark.

C EFFER

GALFAB

Cy HIPERFORM

ZEPRO

C EFFER

C LOGLIFT

GALFAB

C HIPERFORM



Logotype construction

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

The logotypes should not be altered or redrawn in any way.

Note: Logotypes must always be reproduced from master digital artwork, which can found on PicturePark.







Logotype safezones

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

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







Logotype size

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







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

If the red logo is placed on a black or dark background \rightarrow use the logo version with a white frame around the elephant symbol.

If the red logo is placed on a light background or image \rightarrow use the logo version without the white frame around the elephant symbol.

If the black-and-white negative logo version is used, it always has a white frame around the elephant symbol.

If the black-and-white positive logo version is used, it never has a white frame around the elephant symbol.











Logotype cutout

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



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 page 28)

Never use the elephant logotype mark in marketing materials, but it may be used in a limited scope on promotional items and in Hiab's own office/production settings.

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.

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.











02.2 Colours





Colour palette

WHITE

HEX #FFFFFF RGB 255/255/255

LIGHT GREY

HEX #F5F2F0 RGB 245/242/240 HIAB RED

HEX #D52B1F RGB 213/43/30 STEEL BLUE

HEX #0E2532 RGB 14/37/50

Colours

The overall colour expression is bright and light, clear and consistent, yet approachable and friendly. The Hiab red is most of the time present, although it is primarily used on smaller objects and areas such as the product brands, buttons/CTAs, highlighted text and for products and services in illustrations.

LIGHT GREY

RGB: 245/242/240 HEX: F5F2F0 CMYK: 0/0/2/10 PMS: 2330 C/U NCS: S 1500-N

WHITE

RGB: 255/255/255 HEX: FFFFFF CMYK: 0/0/0/0 NCS: S 0502-G50Y



HIAB RED RGB: 213/43/30 HEX: D52B1F CMYK: 0/100/100/0 PMS: 485 C/U

NCS: S 1085-Y80R



STEEL BLUE RGB: 14/37/50 HEX: 0E2532 CMYK: 90/30/0/80 PMS: 2965 C/U NCS: S 7020-R90B

TIN

RGB: 225/222/220 HEX: E1DEDC CMYK: 0/2/4/20 PMS: Cool Gray 4 C/U NCS: S 2500-N

SILVER

RGB: 186/184/180 HEX: BAB8B4 CMYK: 0/2/4/35 PMS: Cool Gray 6 C/U NCS: S 3000-N

NICKEL

RGB: 146/146/146 HEX: 93908D CMYK: 0/0/0/50 PMS: Cool Gray 7 C/U NCS: S 3502-B

BLACK

RGB: 0/0/0 HEX: 000000 CMYK: 0/0/0/100 PMS: Black C/U NCS: S 9000-N



CHARCOAL RGB: 62/62/62 HEX: 3E3E3E CMYK: 0/0/0/70 PMS: Cool Gray 11 C/U NCS: S 5502-B



GRANITE

RGB: 110/110/110 HEX: 6E6E6E CMYK: 0/0/0/60 PMS: Cool Gray 9 C/U NCS: S 4502-B

BRICK RED

RGB: 115/33/22 HEX: 732116 CMYK: 0/90/80/50 PMS: 484 C/U NCS: S 3560-Y80R



DARK RED RGB: 72/0/17 HEX: 480011 CMYK: 10/100/50/70 PMS: 7421 C/U NCS: S 5040-R10B

FLAME ORANGE

RGB: 255/124/67 HEX: FF7C43 CMYK: 0/50/70/0 PMS: 2025 C/U NCS: S 0570-Y50R

STONE BLUE RGB: 73/92/104 HEX: 495C68 CMYK: 40/15/0/50

PMS: 2165 C/U NCS: S 4020-R90B

SAND ORANGE RGB: 255/193/166 HEX: FFC1A6 CMYK: 0/25/30/0 PMS: 489 C/U NCS: S 1020-Y70R







Colour saturation









Colour saturation

CMYK 47/98/64/72	CMYK 32/93/91/47	CMYK 0/100/100/0
RGB 72/0/17	RGB 115/33/22	RGB 213/43/30
HEX #480011	HEX #732116	HEX #D52B1F
DARK RED	BRICK RED	HIAB RED
CMYK 39/68/42/34	CMYK 29/60/53/25	CMYK 7/69/55/0
RGB 127/77/89	RGB 157/100/91	RGB 226/107/99
HEX #7F4D59	HEX #9D645B	HEX #E26B63
CMYK 33/44/30/10	CMYK 23/39/34/9	CMYK 4/48/32/0
RGB 171/140/148	RGB 192/155/149	RGB 236/158/154
HEX #AB8C94	HEX #C09B95	HEX #EC9E9A
CMYK 19/26/18/1	CMYK 15/23/20/1	CMYK 3/27/18/0
RGB 210/191/195	RGB 220/199/196	RGB 243/202/198
HEX #D2BFC3	HEX #DCC7C4	HEX #F3CAC6

CMYK 0/63/73/0	CMYK 71/50/41/31	CMYK 44/34/34/13
RGB 255/124/67	RGB 73/92/104	RGB 146/146/146
HEX #FF7C43	HEX #495C68	HEX #929292
FLAME ORANGE	STONE BLUE	NICKEL
CMYK 0/46/50/0	CMYK 53/35/32/12	CMYK 33/24/26/4
RGB 255/164/125	RGB 128/141/150	RGB 179/179/179
HEX #FFA47D	HEX #808D96	HEX #B3B3B3
CMYK 0/31/33/0	CMYK 36/24/22/3	CMYK 22/16/17/1
RGB 255/196/170	RGB 173/180/186	RGB 206/206/206
HEX #FFC4AA	HEX #ADB4BA	HEX #CECECE
CMYK 0/18/18/0	CMYK 21/13/13/0	CMYK 13/9/10/0
RGB 255/222/207	RGB 209/214/217	RGB 228/228/228
HEX #FFDECF	HEX #D1D6D9	HEX #E4E4E4





02.3

Typography



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Typography

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

Anton should be used sparingly to emphasize certain words or key figures. When using Anton, only use capital letters.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Primary font - Roboto light / regular / bold

SECONDARY FONT - ANTON REGULAR CAPITALS

							GG				-				_		
PP		QQ	RR	SS	TT	UU	J VV	M	W	X	X	YY	ZZ	ÅÅ		ÄÄ	
0	1	2	3	45	6	7	89	!	"	#	£	%	å	1	() =	:





Typography usage

Here are some examples of typography usage and and recommended font sizes for various types of text.

The preferred bullet style is a thin dash, but a standard round bullet may also be used depending on the text structure and its presentation within the layout.

Typography should always maintain a clean, consistent look that reflects the Hiab brand identity across all materials.

Subtitle – Roboto light

SUBTITLE HIGHLIGHT - ANTON REGULAR

Large body text – Roboto light

TEXT HIGHLIGHT - ANTON REGULAR

Body text – Roboto regular

Header and Footer – Roboto regular

Cover title – Roboto light

Chapter title – Roboto light

- Title and agenda items Roboto light

- Bullets level 1 - Roboto regular - indent 30pt - Bullets level 2 - Roboto regular - indent 60pt





02.4

Graphic elements & icons

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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 page 18. The symbol should only be used as an individual element and never together with the brand name as a logotype.

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











Graphic elements

The graphic elements is an abstract 3D interpretation of the Hiab elephant symbol. The element comes in two versions with different cropping, in steel blue and light grey tones. The graphic element should primarily be used as background for text or other graphics. It is also well-suited for motion graphics.



Download elements from Picturepark





Equipment 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, or as an overview of product categories in presentations.

A link to download a set of all icons is available in the Brandroom.

Loader cranes



Truck mounted forklifts





Ο

Ο

Download icons from Picturepark









02.5

Images & illustrations



Imagery

The quality of our products should be reflected in the quality of our photography. Every image shapes our brand perception, demanding meticulous attention to detail and a strong focus on high-quality, visually compelling photography.

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

Images, as well as colour blocks and text boxes, should always have rounded corners of 8° regardless of marketing material or digital platform.





Product images

The settings should showcase Hiab's equipment within key industries and segments. If operators are present in the images, they must wear appropriate attire and adhere to safe and proper operating procedures.

Links to download image sets for each product brand are available in the Brandroom.





Download images from Picturepark





People images

The image style for people should convey a natural, personal, and warm expression. Close-ups are often used to create a strong connection and add energy to the imagery. A shallow depth of field and a slightly warmer tone can enhance this effect.

Additionally, incorporating the colour red as a subtle accent, whenever naturally possible, helps reinforce brand identity.

When selecting images of people, it's important to consider diversity in age, gender, culture, and other aspects to ensure inclusion. Subjects should have a natural and authentic presence, avoiding direct eye contact with the camera to maintain a candid and engaging feel.

Links to download image sets of people images are available in the Brandroom.





Download images from Picturepark







Illustrations

The illustration style consists of 3D scenes depicted from above, showcasing the products in different segments and industries, conveying the impact Hiab has on society. The expression is simplified and monochrome, while products and other important objects are highlighted in red.



Download from Picturepark











02.6

Infographics




Infographics colours

Hiab Red can be used as the primary colour, helping us highlight the most important content. This could be the first data entry, the largest entry, or the one most closely related to the point we want to emphasize.

The exact colour codes are found on page 21.



2 colours





Infographics colours

Bar charts

If you use a bar chart with a line to represent a trend or similar data, the line should always be in Dark Red.

A bar chart with 1 value per period should have the bar for the current year in Steel Blue, and the bars for all previous periods in Light Grey.

A bar chart with 2 values per period should have bars for the current year in Steel Blue and Stone Blue, and the bars for both values and all previous periods in Light Grey.

Tables

For table design, especially when presenting financial information, use the colours Sand Orange and Stone Blue for the top row.



100

80

60

40

20

0

Joint ventures Total



	Q1/24	Q1/23	2023
services			
S	-	-	0.0
	2.1	0.8	4.5
	2.1	0.8	4.5
and services			
S	0.0	0.0	0.1
	2.7	3.8	12.7
	2.8	3.9	12.8
S	-	0.1	0.1
	-	0.1	0.1
	-	-	-
	-	_	_

MEUR	Q1/24	Q1/23	2023
Sale of products and services			
Associated companies	-	_	0.0
Joint ventures	2.1	0.8	4.5
Total	2.1	0.8	4.5
Purchase of products and services			
Associated companies	0.0	0.0	0.1
Joint ventures	2.7	3.8	12.7
Total	2.8	3.9	12.8
Finance income			
Associated companies	-	0.1	0.1
Total	-	0.1	0.1
Dividends received			
Joint ventures	-	_	_
Total		_	_



02.7 Music





Music

Hiab's brand music is a powerful tool for reinforcing our brand's identity and creating emotional connections and recognition with our audiences.

We have three official tracks available for use, stated here to the right.

Customization & Usage

- Music can be remixed or adapted for specific occasions but must be pre-approved and produced by the original agency's music studio to ensure that all music usage complies with copyright and licensing agreements.
- Ensure alignment with the brand's tone and values.
- Avoid using the music in any context that does not reflect Hiab's brand identity.

The music tracks are available on Picturepark.

For approvals contact the MarCom team.

Download music from Picturepark

1. Original brand music

- Available with and without lyrics.
- Used for corporate videos, brand campaigns, and official communications.

2. Anniversary version – Hiab 80th

- A special edition created for Hiab's 80th anniversary
- Suitable for celebratory events and milestone communications

3. Intro and break versions

- Designed for presentations and live events
- Used as opening or transition music to maintain a professional and branded atmosphere





03 How we communicate



The difference between Hiab Group and HIAB product brand

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

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

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**.





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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, unlocking real value by understanding their needs.







Text guidelines

- 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.
- 2. 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.
- 3. 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.



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Official statement

Our official statement appears on the back page of brochures, documentation, press releases and similar materials. It also appears in digital material, for example as a footer in customer mailings and on websites.

The statement explains the relationship of the Hiab Group and our portfolio of brands. In communication for a specific product brand, this reminds the audience of our full offering in load handling.

There are two versions of the official statement, a longer and a shorter, available in 20 languages.

Please note that the boilerplate is updated on a yearly basis.





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04

Digital platforms

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Digital platforms

The Hiab Design Library serves as a key resource for aligning all digital projects with the Hiab visual identity guidelines. Refer to it whenever developing a website, app, portal, or other online resource.





Hiab Design Library

Content

- Color palette hierarchy
- Border radius guidelines
- Icons
- Fonts
- Image ratio
- Buttons and more

The Hiab Design Library is a living document so always review before starting any project.

Desktop For	11 31203
	oto_0123—Light
R0801012	
Headline L	
Robo	to_0123—Light.
Reporte (1172_Light
R000010_0	0123—Light.
Headline S	
Roboto_012	13—Regular.
858010 24	
Sub headline	
Roboto_0123-	-Regular.
HOROTO 21	
Body Copy	
	drt. Jöliga dinget. Redetade vasynac om En plangen det ultraren tills dinade i mikrorita syc. för s uhandu: Buliga finas antonier nirining: och väkligt monton hypogan minydtade. Anfikalskap mäkron
Durber	
Button Robeite, 0123-Bold	
Robato 14	
Label S	
R08073.0125-80LD	
85801012	

Des

	Buttons Group site Primary CTA Explore more Hover Primary CTA Cutlined Explore more Hover Cutlined Explore more	
	Mobile Primary Mobile outlined Mobile outlined Text Links Text Links Text Links Buttons with loon Buttons with loon Euton with loon Hobile Button with loon	Communicational icons $\overbrace{\begin{array}{c} \hline \\ \hline $
szekrokitgiliksom válast höspi spetrede. Seleli fassa. Horar rida, Didel nuri, Tifn till niledea.	Key Links Speviren kontran Iudengar farora	Navigational loons $= \pounds < > \leftrightarrow \Rightarrow \psi \land @ @ × \checkmark @ @ @ & : @ « * * * » * MATERIAL DESIGN KORNS 24PX + - \leftrightarrow \Rightarrow \psi \land \times @ @$ MATERIAL DESIGN KORNS 48PX





Examples



Hiab.com



Hiabgroup.com

S HIAB	My Applications Deals ~	Support Center Test Ma	ain menu 🤟 More 🤟	Q. #	B HALL MANY
Opportunity 100 cranes during the year				+ Follow Edit Close (C	hange Owner
Account Name Expected Droler Date Amount af Issailas 14/09/2023 EUR 15,000	0,000,000.00 Opportunity Owner				
Planning & evaluation		Proposal		Closed	
Opportunity Name O 100 cranes Guring the year	Stope 0 Planning & evaluation		Products (0)		Add Products
Listected Order Sale 14/09/2023 Internal Quote No.	Amount O EUR 15,000,000,000 00 Protecting (N) O	1	Contact Roles (2)	Add Contact Roles Edit C	Contract Roles
Doportanity information 0	10% Probability Amount C EUR 1.500.000.000	/	Contact Name Role Abdultahim Mulla Business User	The Primary	6
Next Step 0	Next Shep Update Date		Pamela Ostrowska Business User		6
Internal Project No. 0 Tookyct Family Count	(0(V) 0	1			Vev
0 Product family flag	,		Opportunity Team (0)	Add Default Team Add Opportun	ity Team Members
			Sub Opportunities (0)		New
✓ Sales information			Doen Activities (0)	New Ta	isk New Even

Hiab Partner Portal



MyHiab App



05

Templates

On our intranet, Connect, you will find links to:

Brandroom

Access common logo versions and selected photo sets from various product brands and applications.

Picturepark

Access our digital asset repository for images, icons, symbols, and a wide range of files for digital and printed marketing materials.



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Google Slides

Always use the Hiab slides template for presentations Available from [Common Bookmarks] -> [Google Drive Templates] Choose [Use Template] and [Open File].







rear truck lers, OEMs, and



Business Cards

Business cards are available in two versions, based on employees' organisational role and whether they interact directly with customers.

Version A Version A For all CSCs with employees in direct customer-facing roles. Version A There are two options for the front of the card for CSCs; A - for employees who work across multiple product brands. A.opt - for employees dedicated to a single product brand, this version allows the option to feature that brand on the front of the card. Version B For all employees working within PSCs, divisions, and shared functions. Version B The back of the card; Same for all employees.

It represents Hiab Group and is not meant to be modified.

Download templates, versions A and B, from Picturepark







Email Signatures

Email signature instructions can be found in the Gmail signature generator located in the [Common Bookmarks].

The Gmail signature generator will pre-populate the form with your contact information, so you only need to choose the type of signature you prefer;

- Hiab default
- Hiab including boilerplate
- Olsbergs

Firstname Lastname Title, Functional Unit

Hiab AB Hyllie Vattenparksgata 12

Hyllie Vattenparksgata 12 Malmo 215 32 Sweden +46123456789

firstname.lastname@hiab.com

hiab.com



f 🖸 🞯 in

Firstname Lastname Title, Functional unit

Hiab AB Hyllie Vattenparksgata 12 Malmo 215 32 Sweden +46123456789

firstname.lastname@hiab.com hiab.com



Hiab (Nasdaq Helsinki: HIAB) is a leading provider of smart and sustainable on road load-handling solutions, committed to delivering the best customer experience every day with the most engaged people and partners. Hiab's premium equipment includes HIAB, EFFER and ARGOS loader cranes, MOFFETT and PRINCETON truck mounted forklifts, LOGLIFT forestry cranes, JONSERED recycling cranes, MULTILIFT skiploaders and hooklifts, GALFAB roll-off cable hoists, ZEPRO, DEL and WALTCO tail lifts, and the service brand HIPERFORM, a comprehensive suite of smart solutions that help maximise the life-cycle value of Hiab's equipment. As the industry pioneer, Hiab continues to make on road load-handling smarter, safer and more sustainable to build a better tomorrow. Globally, Hiab is represented on every continent through its extensive network of 3,000 own and partner sales and service locations, enabling delivery to over 100 countries. The company's continuing operations sales in 2024 totalled approximately EUR 1.6 billion and it employs over 4,000 people. www.hiabgroup.com



Hiab - including boilerplate

HIAB · JONSERED · LOGLIFT · EFFER · ARGOS · MULTILIFT · GALFAB · MOFFETT · PRINCETON · WALTCO · DEL · ZEPRO · HIPERFORM

Hiab - default





Stationary

Templates for digital letterheads and plain pages with the Hiab logo can be found in the Google Drive templates located in the [Common Bookmarks]. [Receiver] [First line of address] [Second line of address] [Postcode] [Country] [Date]

[Headline]

[Content]

Yours sincerely, [Name] [Title]

Hiab AB [Sender address line 1] [Sender address line 2] www.hiab.com

Letterheads



Plain pages







