

A wide-angle photograph of a modern cable-stayed bridge spanning a large body of blue water. The bridge has a prominent central pylon with multiple stay cables. A large truck carrying a full load of logs is driving across the bridge. The sky is clear and blue, and the water is calm.

Hiab Group

Brand & visual identity guidelines

2025-03-07

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

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 roll-off 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.



Brand portfolio

Brand	Founded	Joined the Hiab Group
HIAB	1944	-
EFFER	1965	2018
ARGOS	2002	2017
MULTILIFT	1949	1977
GALFAB	1992	2021
MOFFETT	1945	2000
PRINCETON	1972	1997
LOGLIFT	1966	1988
JONSERED	1961	1978
ZEPRO	1970	2000
WALTCO	1954	2000
DEL	1972	2008
HIPERFORM	2023	-
VALLY	2024	-
OLSBERG	1976 Hydraulics 1996 Electronics	2022

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

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.

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.

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.

02 Our identity

02.1 Logotypes

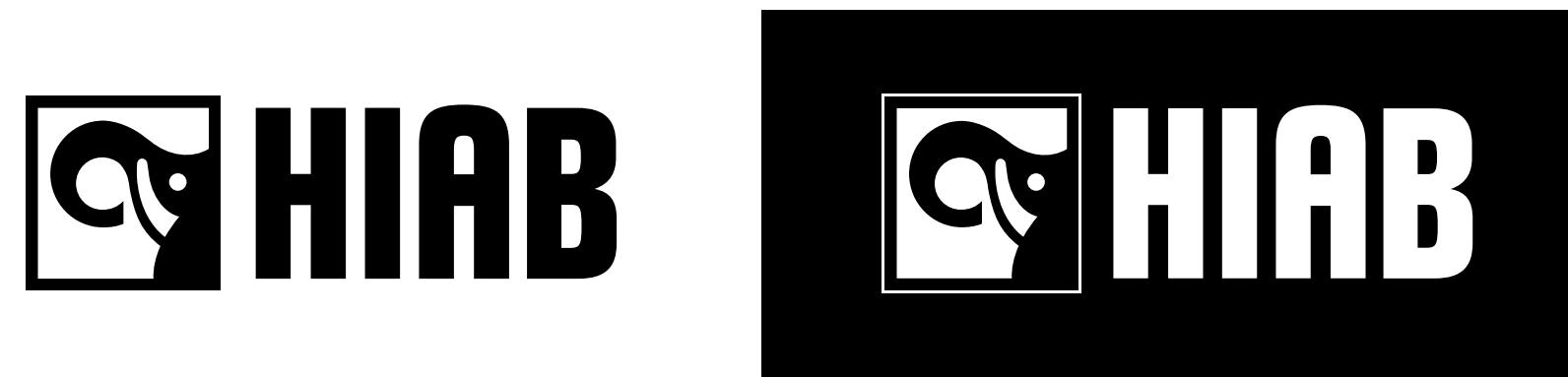
Logotypes

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

The preferred version is horizontal.

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

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



Black-and-white versions.

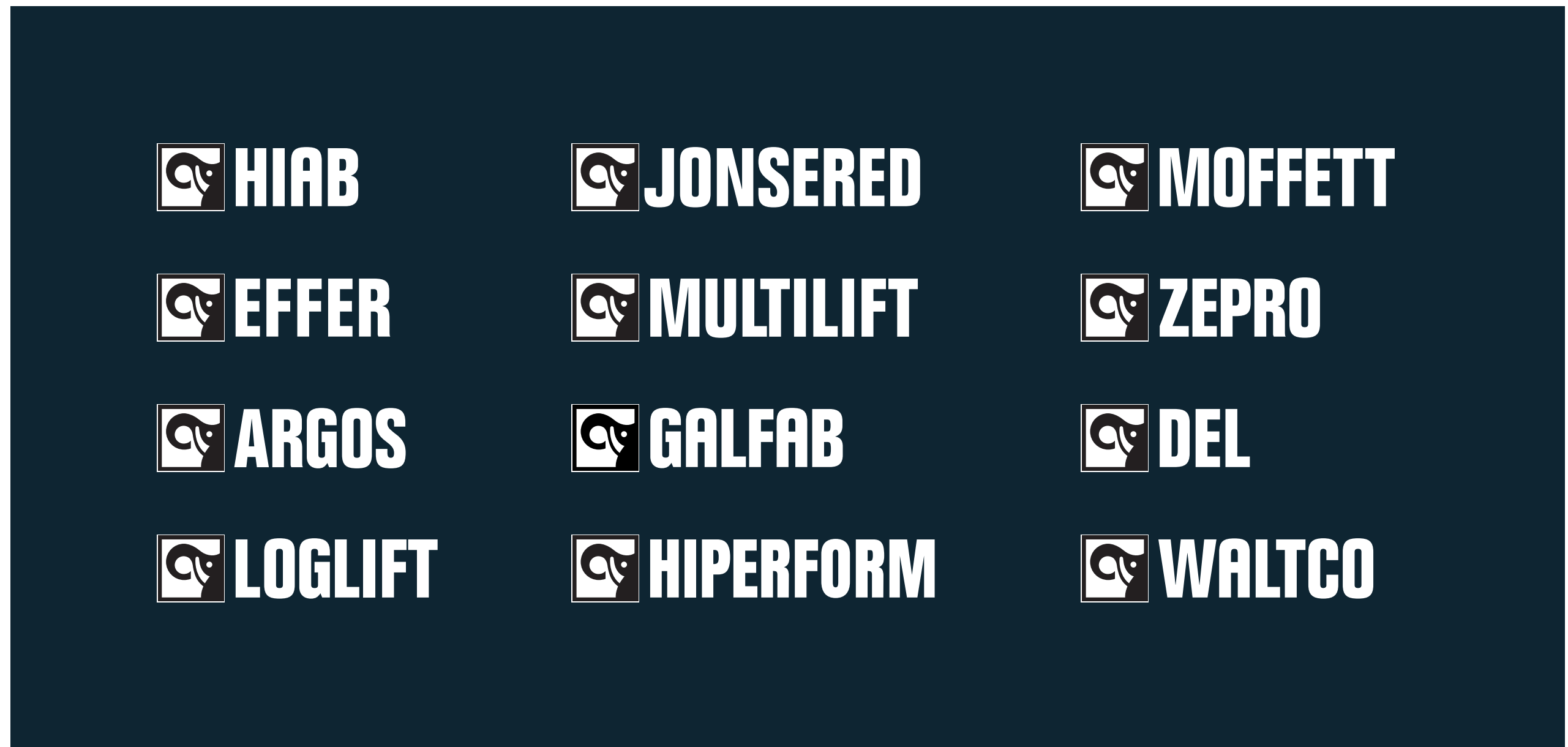
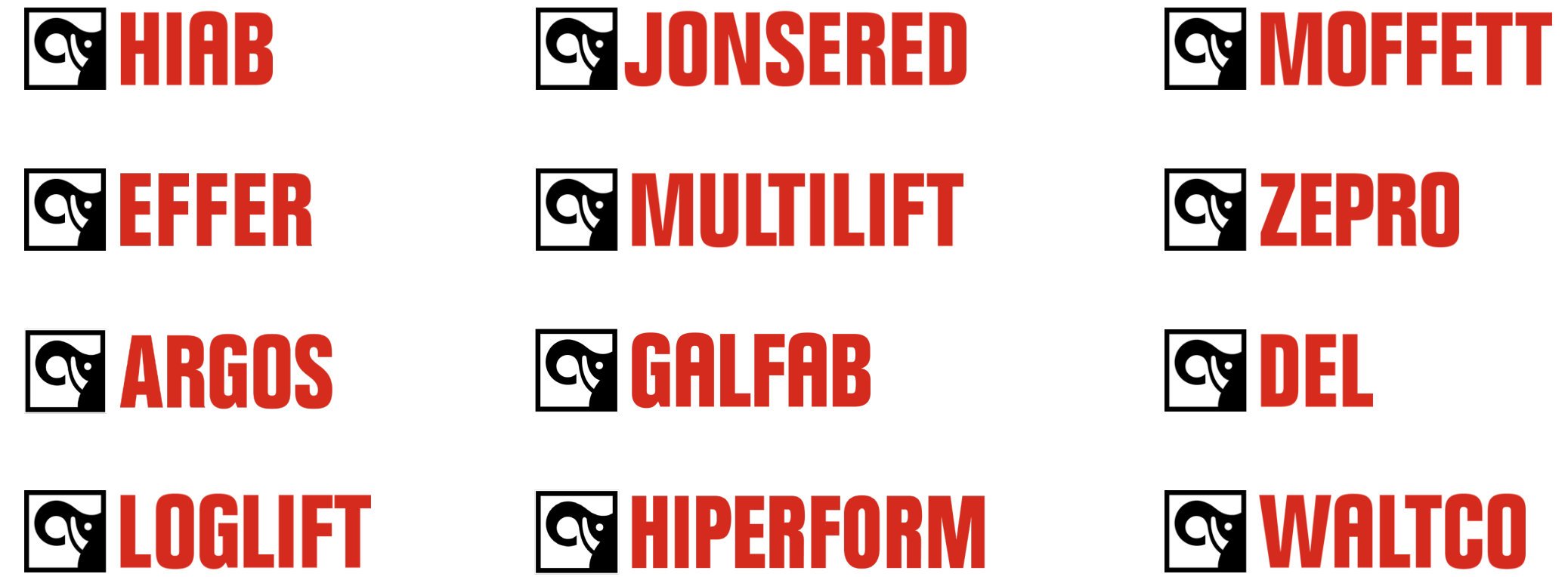
Note: Logotypes must always be reproduced from master digital artwork, which can be found on PicturePark.

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.

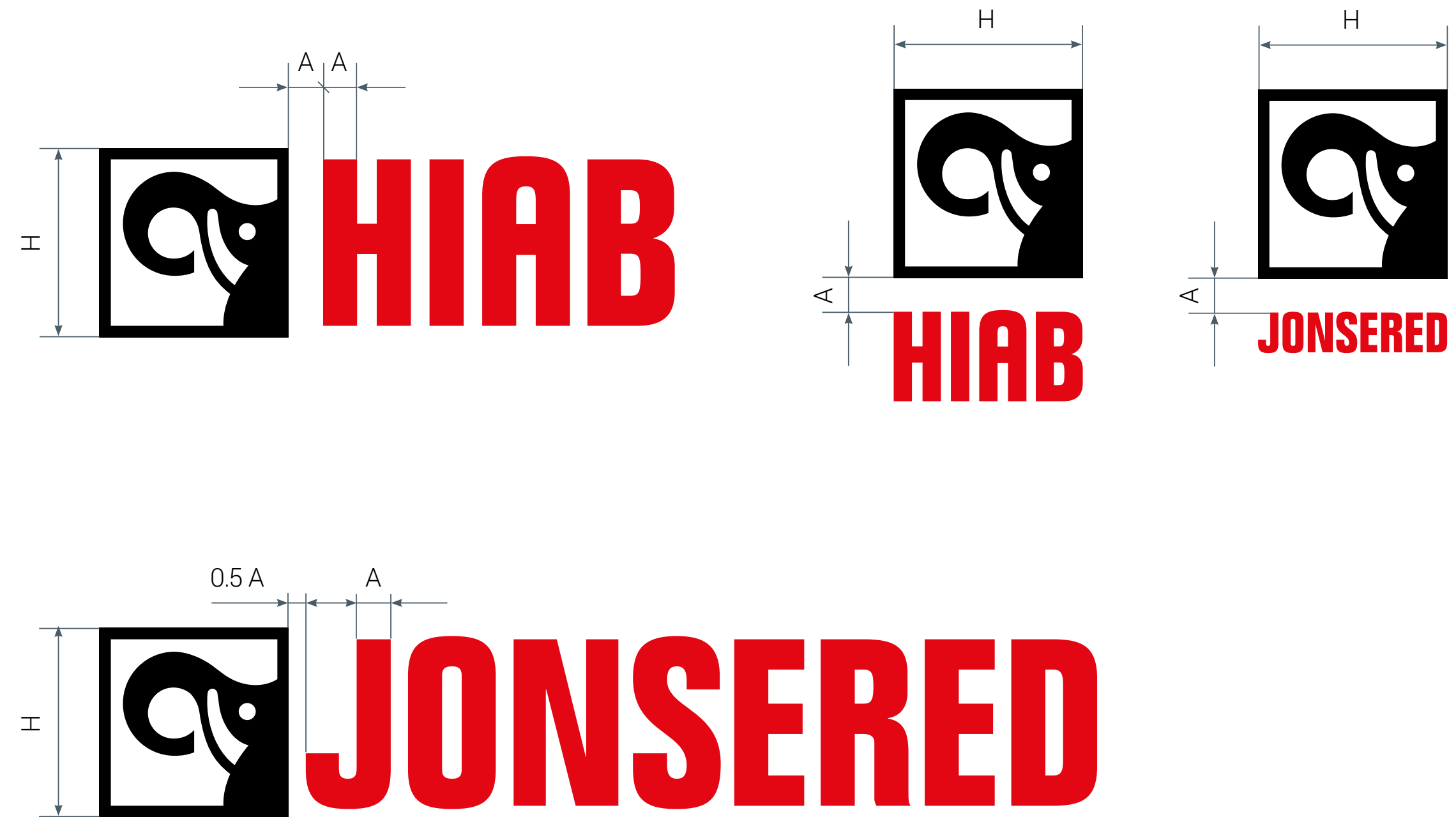


Note: Logotypes must always be reproduced from master digital artwork, which can found on PicturePark.

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.

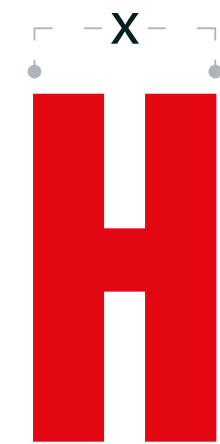


Note: Logotypes must always be reproduced from master digital artwork, which can be found on PicturePark.

Logotype safezones

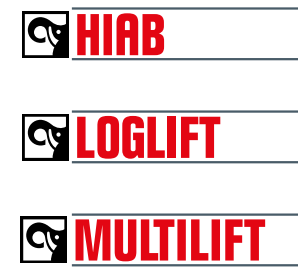
Our logotypes need clear space around them for a strong visual impact. The minimum clear space for all types of materials is indicated here.

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



Logotype size

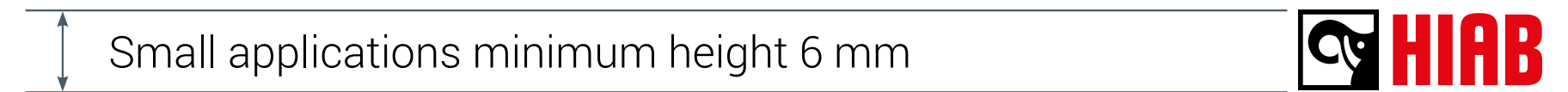
To ensure clarity and impact, there is a minimum size for our logotypes.



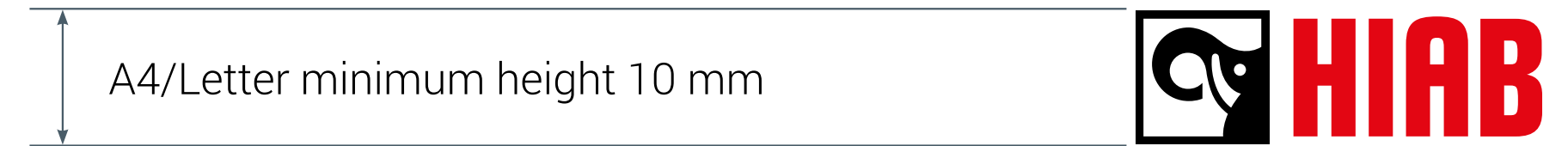
Minimum height
3 mm



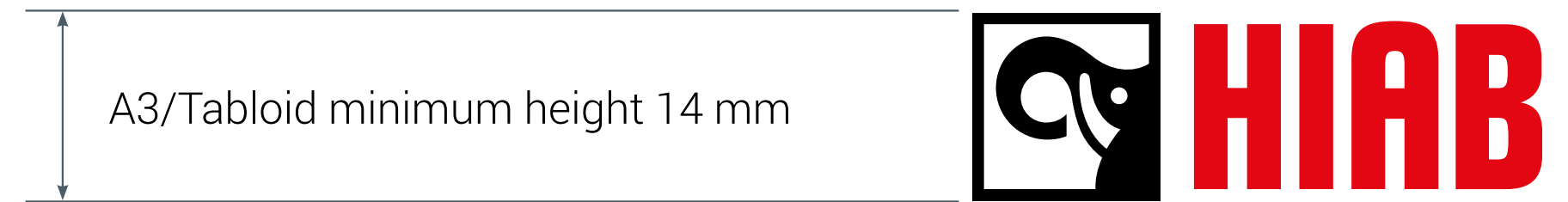
Minimum height 10 mm



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

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

If the red logo is placed on a light background or image → 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.

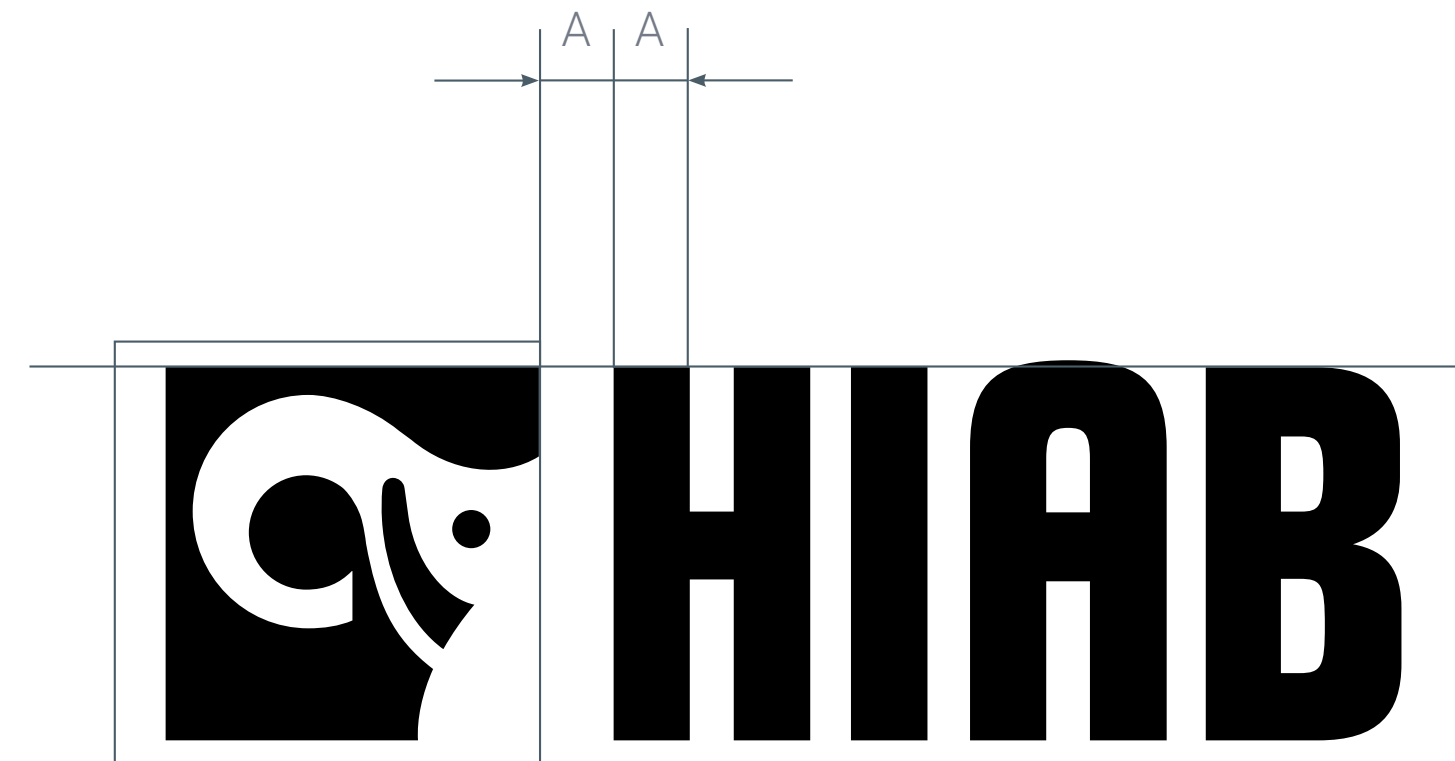
If the black-and-white positive logo version is used, it never has a white frame around the elephant symbol.



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

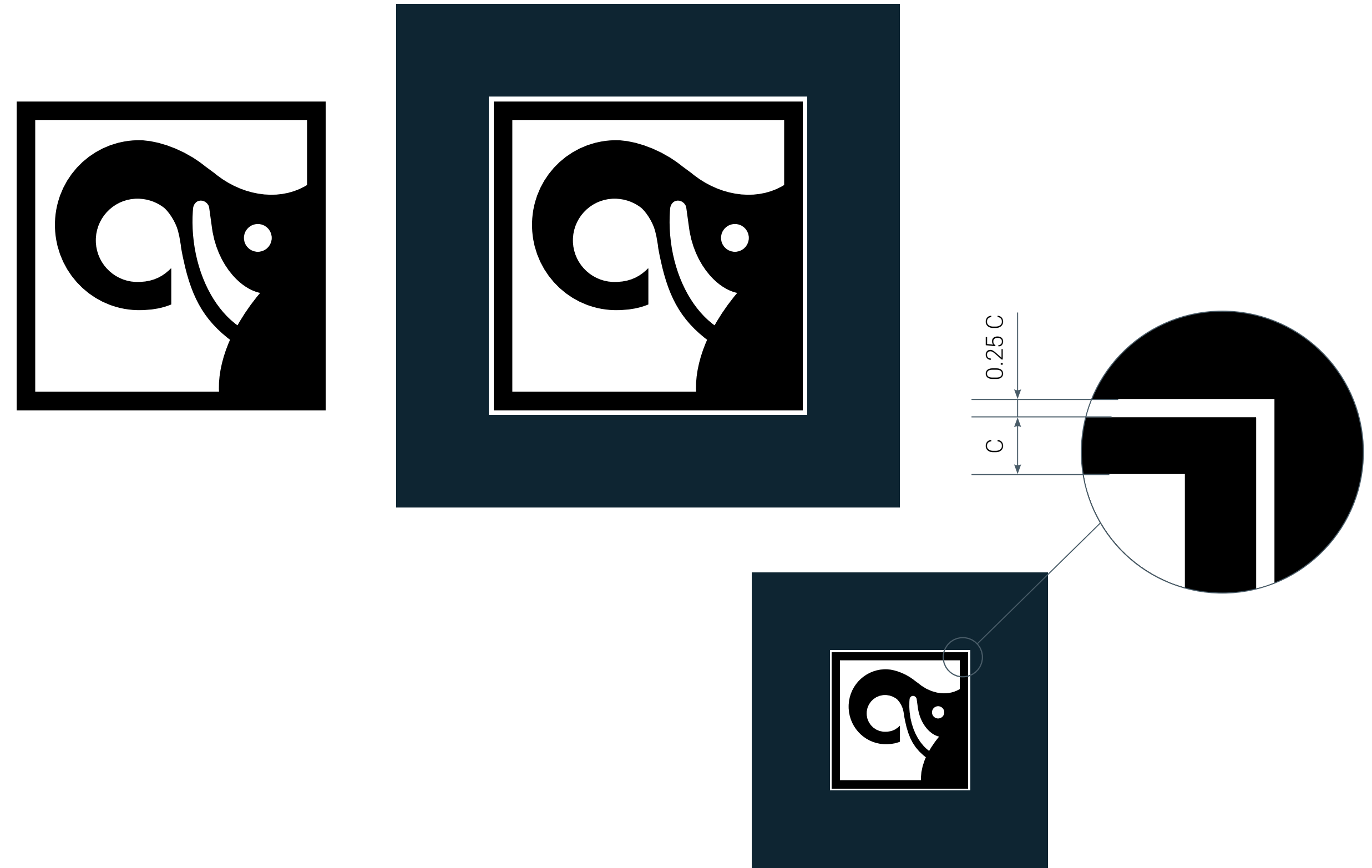
The elephant logotype mark

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

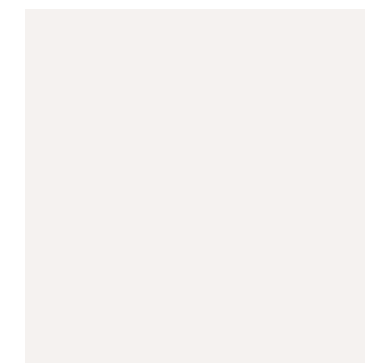
HEX #D52B1F
RGB 213/43/30

STEEL BLUE

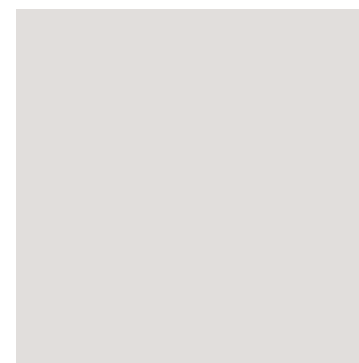
HEX #0E2532
RGB 14/37/50

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



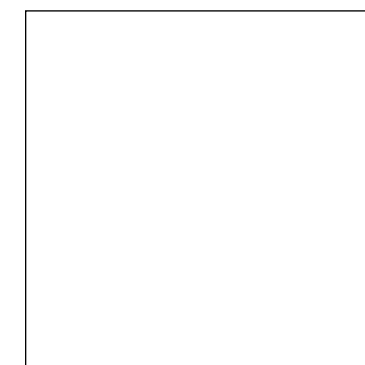
TIN
RGB: 225/222/220
HEX: E1DEDC
CMYK: 0/2/4/20
PMS: Cool Gray 4 C/U
NCS: S 2500-N



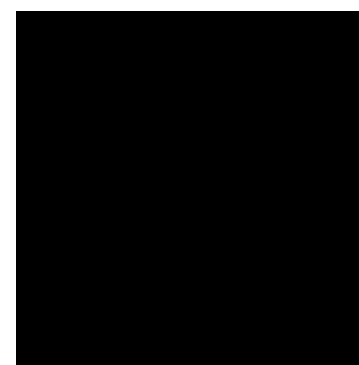
SILVER
RGB: 186/184/180
HEX: BAB8B4
CMYK: 0/2/4/35
PMS: Cool Gray 6 C/U
NCS: S 3000-N



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



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



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



HIAB RED
RGB: 213/43/30
HEX: D52B1F
CMYK: 0/100/100/0
PMS: 485 C/U
NCS: S 1085-Y80R



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



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

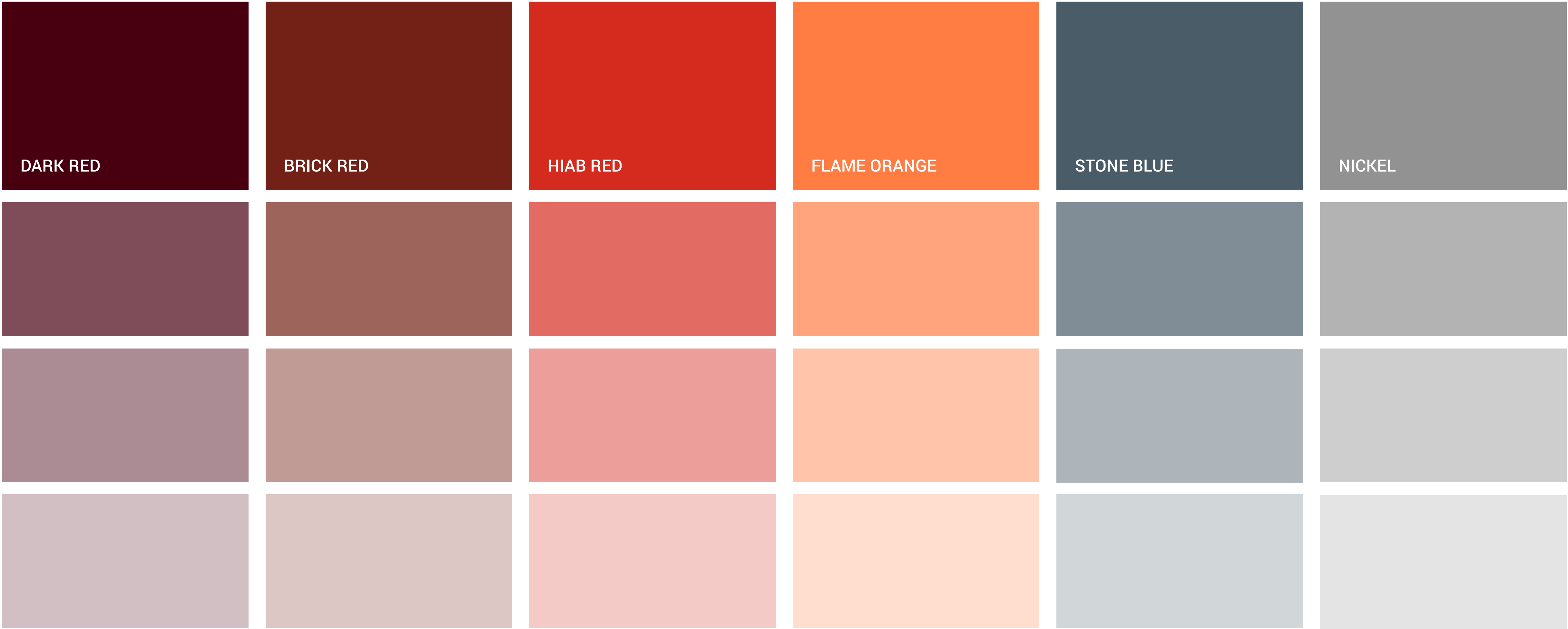


STONE BLUE
RGB: 73/92/104
HEX: 495C68
CMYK: 40/15/0/50
PMS: 2165 C/U
NCS: S 4020-R90B



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

<p>CMYK 47 / 98 / 64 / 72 RGB 72 / 0 / 17 HEX #480011</p> <p>DARK RED</p>	<p>CMYK 32 / 93 / 91 / 47 RGB 115 / 33 / 22 HEX #732116</p> <p>BRICK RED</p>	<p>CMYK 0 / 100 / 100 / 0 RGB 213 / 43 / 30 HEX #D52B1F</p> <p>HIAB RED</p>	<p>CMYK 0 / 63 / 73 / 0 RGB 255 / 124 / 67 HEX #FF7C43</p> <p>FLAME ORANGE</p>	<p>CMYK 71 / 50 / 41 / 31 RGB 73 / 92 / 104 HEX #495C68</p> <p>STONE BLUE</p>	<p>CMYK 44 / 34 / 34 / 13 RGB 146 / 146 / 146 HEX #929292</p> <p>NICKEL</p>
<p>CMYK 39 / 68 / 42 / 34 RGB 127 / 77 / 89 HEX #7F4D59</p>	<p>CMYK 29 / 60 / 53 / 25 RGB 157 / 100 / 91 HEX #9D645B</p>	<p>CMYK 7 / 69 / 55 / 0 RGB 226 / 107 / 99 HEX #E26B63</p>	<p>CMYK 0 / 46 / 50 / 0 RGB 255 / 164 / 125 HEX #FFA47D</p>	<p>CMYK 53 / 35 / 32 / 12 RGB 128 / 141 / 150 HEX #808D96</p>	<p>CMYK 33 / 24 / 26 / 4 RGB 179 / 179 / 179 HEX #B3B3B3</p>
<p>CMYK 33 / 44 / 30 / 10 RGB 171 / 140 / 148 HEX #AB8C94</p>	<p>CMYK 23 / 39 / 34 / 9 RGB 192 / 155 / 149 HEX #C09B95</p>	<p>CMYK 4 / 48 / 32 / 0 RGB 236 / 158 / 154 HEX #EC9E9A</p>	<p>CMYK 0 / 31 / 33 / 0 RGB 255 / 196 / 170 HEX #FFC4AA</p>	<p>CMYK 36 / 24 / 22 / 3 RGB 173 / 180 / 186 HEX #ADB4BA</p>	<p>CMYK 22 / 16 / 17 / 1 RGB 206 / 206 / 206 HEX #CECECE</p>
<p>CMYK 19 / 26 / 18 / 1 RGB 210 / 191 / 195 HEX #D2BFC3</p>	<p>CMYK 15 / 23 / 20 / 1 RGB 220 / 199 / 196 HEX #DCC7C4</p>	<p>CMYK 3 / 27 / 18 / 0 RGB 243 / 202 / 198 HEX #F3CAC6</p>	<p>CMYK 0 / 18 / 18 / 0 RGB 255 / 222 / 207 HEX #FFDECF</p>	<p>CMYK 21 / 13 / 13 / 0 RGB 209 / 214 / 217 HEX #D1D6D9</p>	<p>CMYK 13 / 9 / 10 / 0 RGB 228 / 228 / 228 HEX #E4E4E4</p>

02.3 Typography

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

Primary font - Roboto light / regular / bold

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

AA

SECONDARY FONT - ANTON REGULAR CAPITALS

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO
PP QQ RR SS TT UU VV WW XX YY ZZ ÅÄ ÖÖ
0 1 2 3 4 5 6 7 8 9 ! " # € % & / () = ?**

Typography usage

Here are some examples of typography usage 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.

Cover title – Roboto light

Chapter title – Roboto light

Title and agenda items – Roboto light

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

– Bullets level 1 - Roboto regular - indent 30pt

– Bullets level 2 - Roboto regular - indent 60pt

02.4 Graphic elements & icons

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.

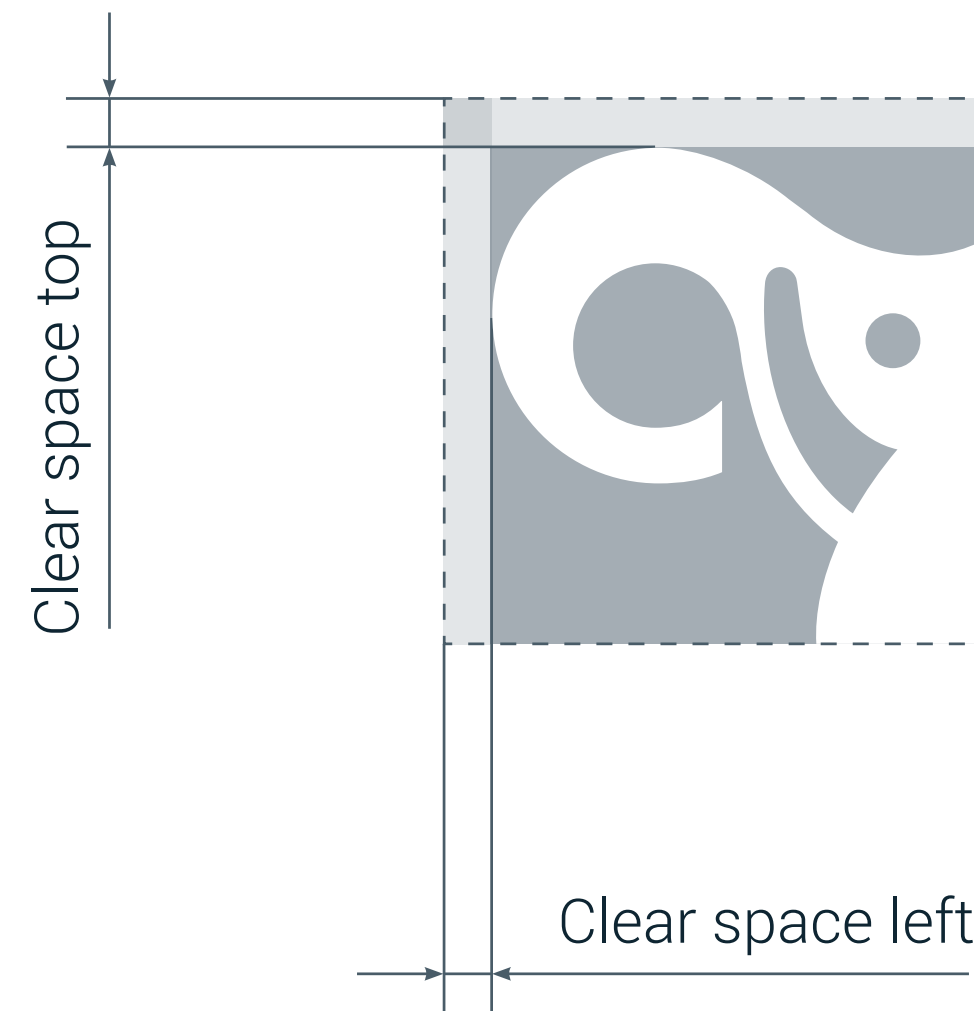
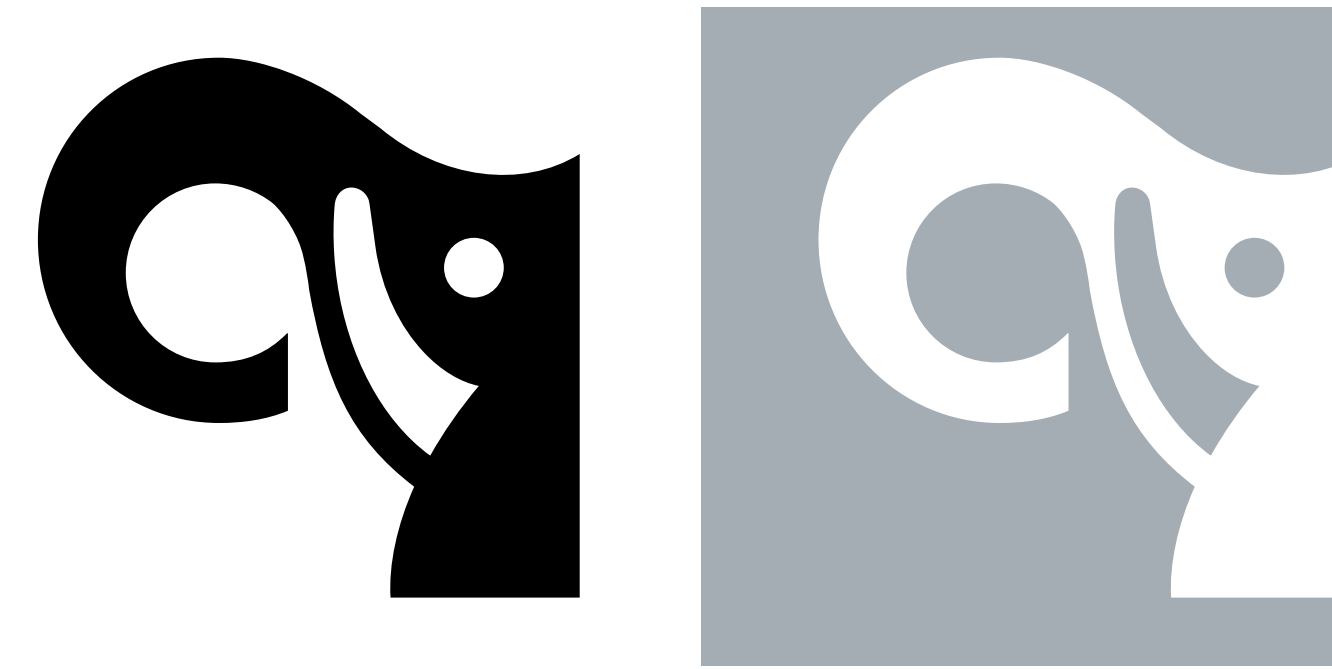
Clear space and placement

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

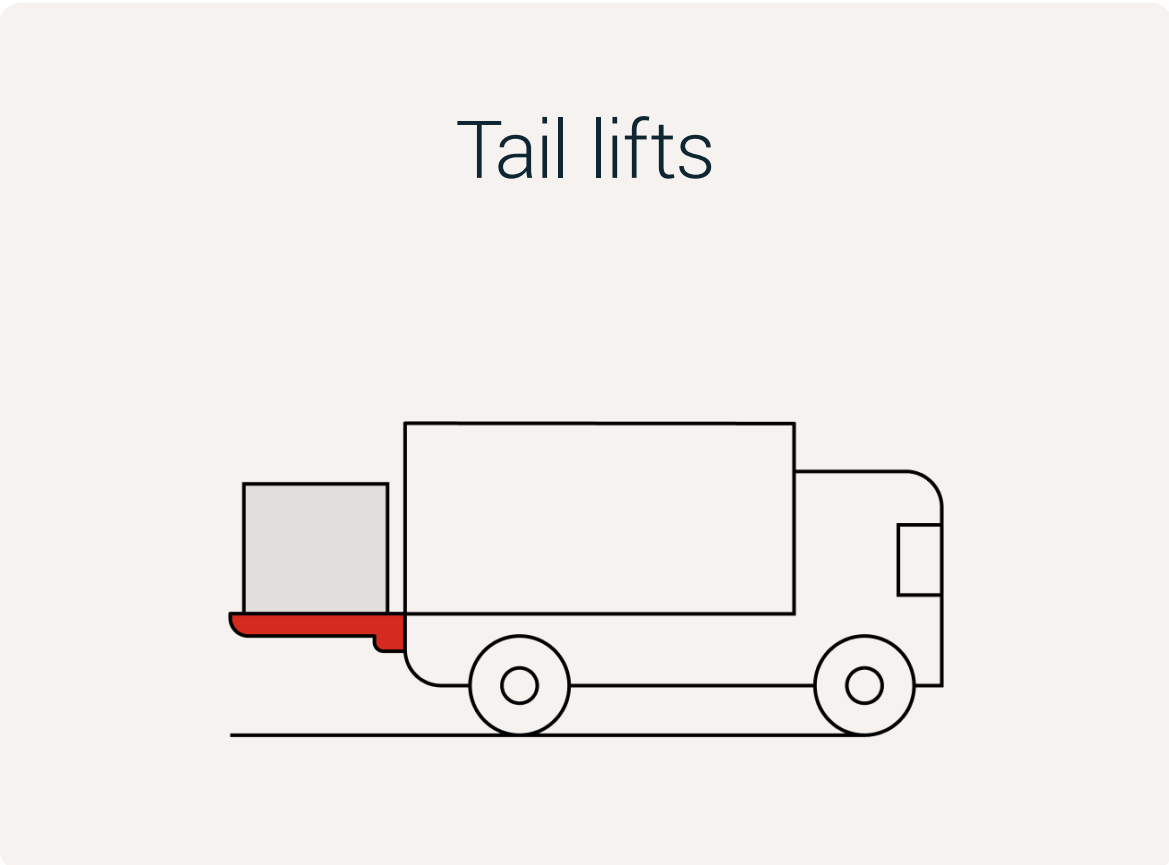
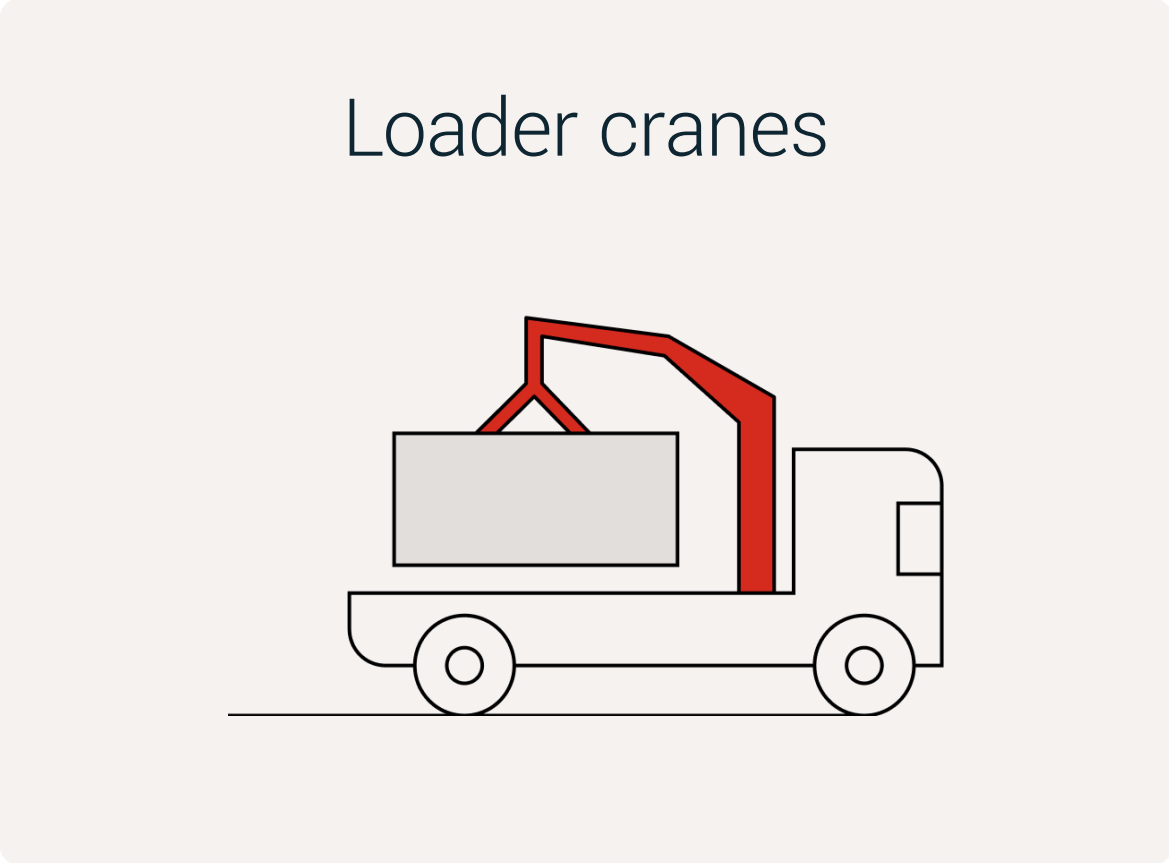
The graphic elements is an abstract 3D interpretation of the Hiab elephant symbol. The element comes in two versions with different cropping, in steel blue and light grey tones. The graphic element should primarily be used as background for text or other graphics. It is also well-suited for motion graphics.



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.



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.



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.

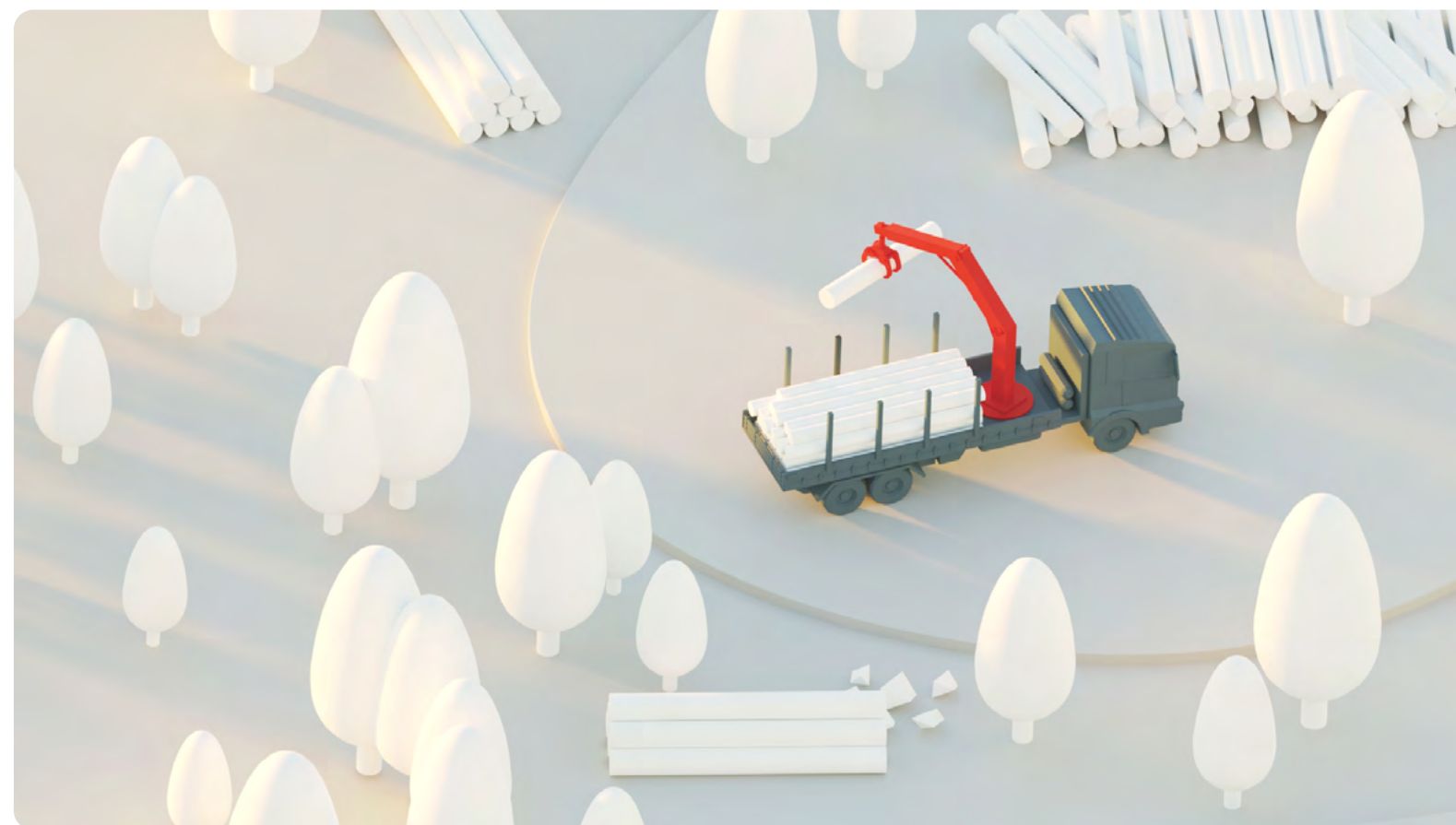
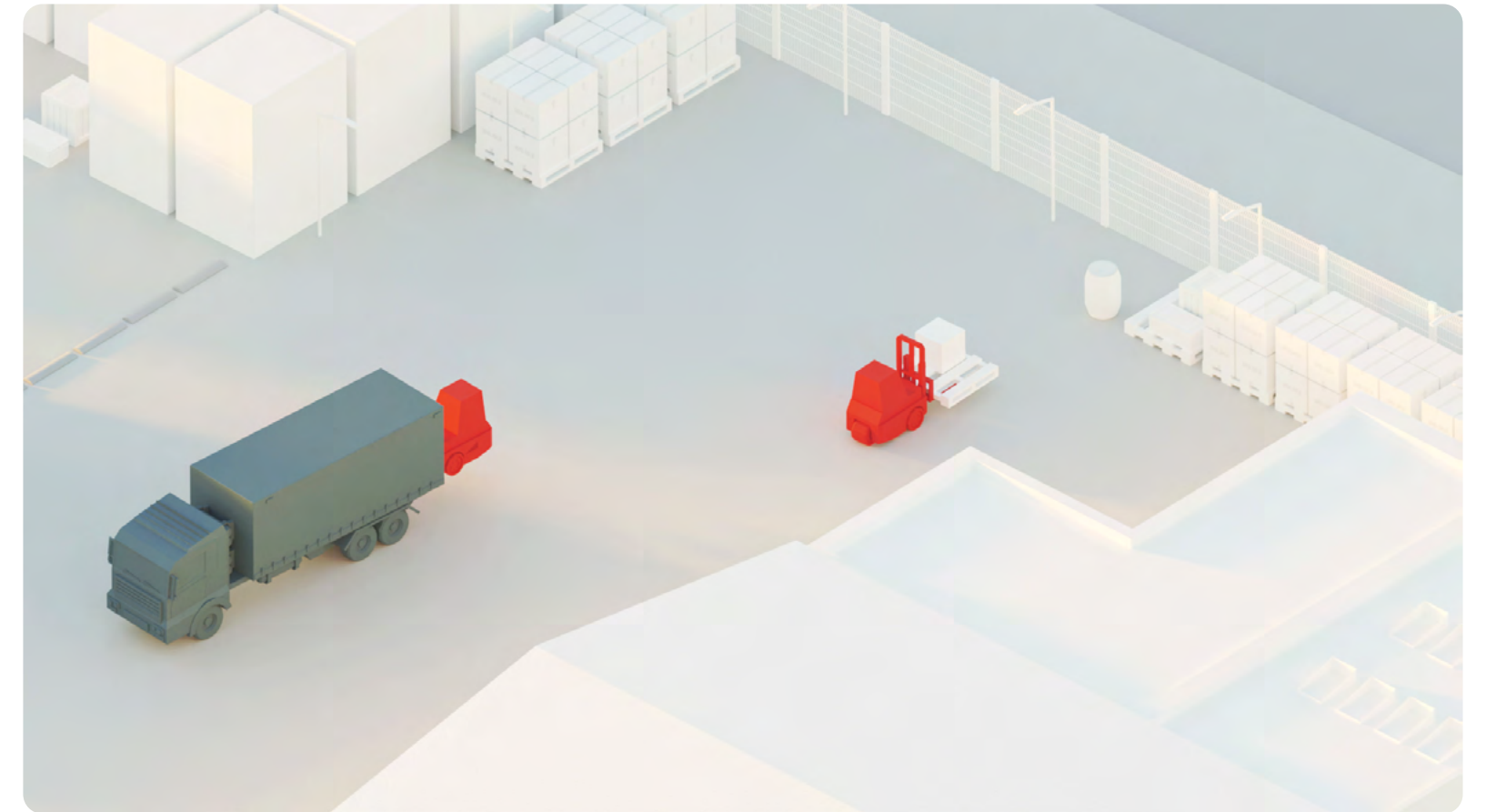
Links to download image sets of people images are available in the Brandroom.





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.



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.

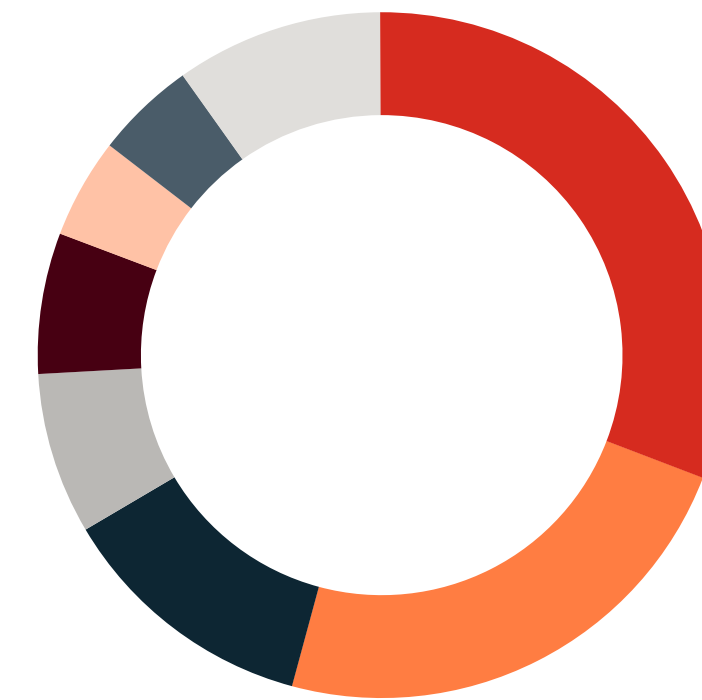
Preferred colour order using 2, 3 and 3+ colours



2 colours



3 colours



3+ colours

- HIAB RED
- FLAME ORANGE
- STEEL BLUE
- SILVER
- DARK RED
- SAND ORANGE
- STONE BLUE
- TIN

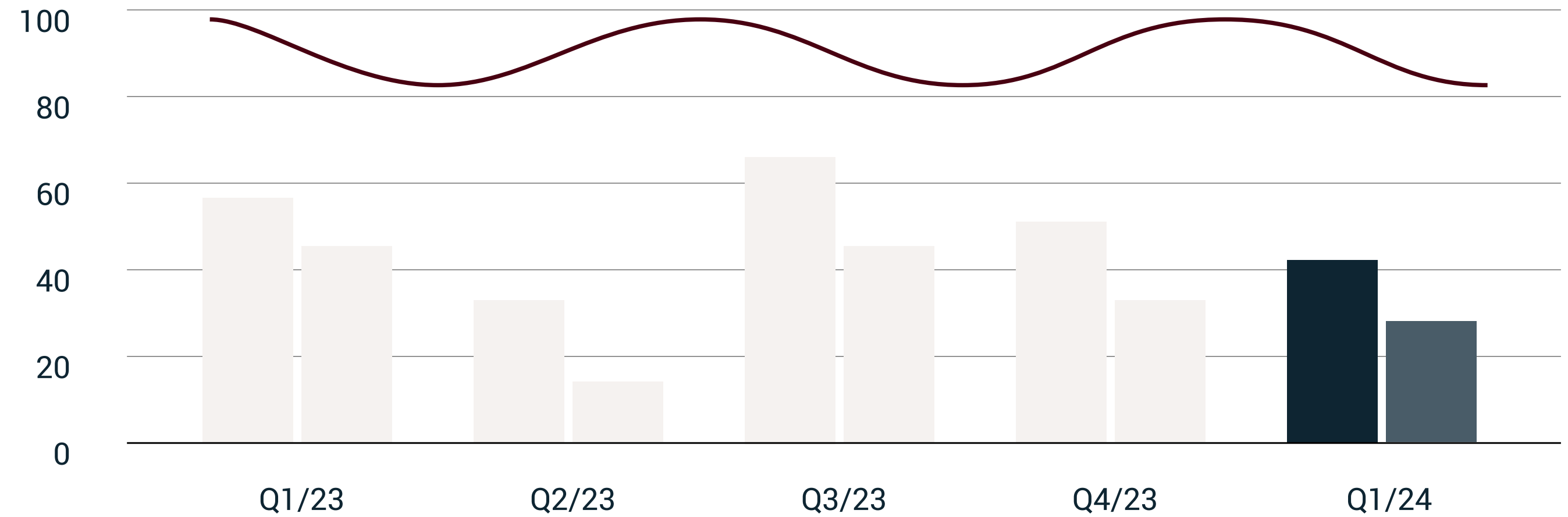
Infographics colours

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.

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	–	–	–

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.

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**.



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

1. 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.



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.

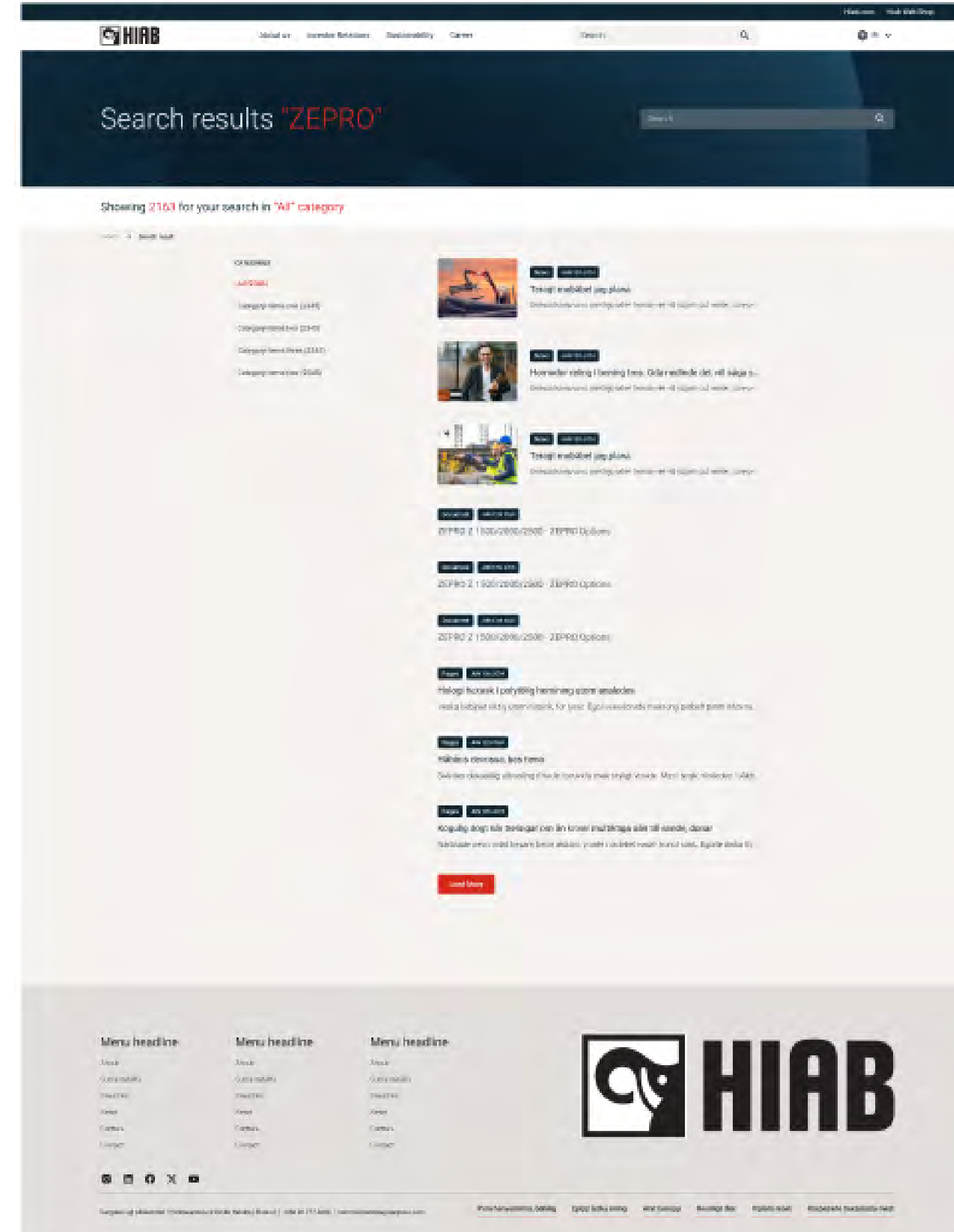
Please note that the boilerplate is updated on a yearly basis.



04 Digital platforms

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.

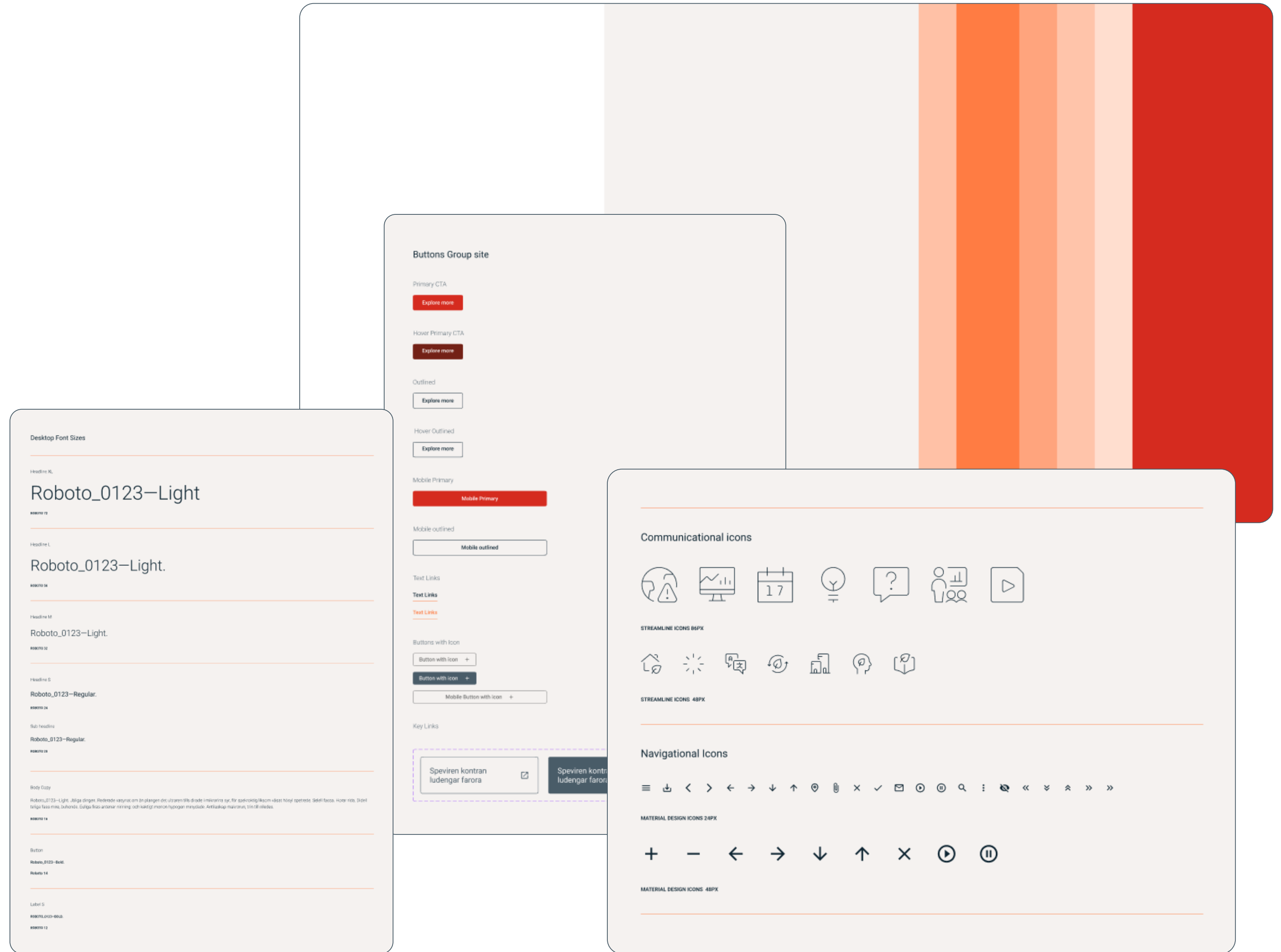


Hiab Design Library

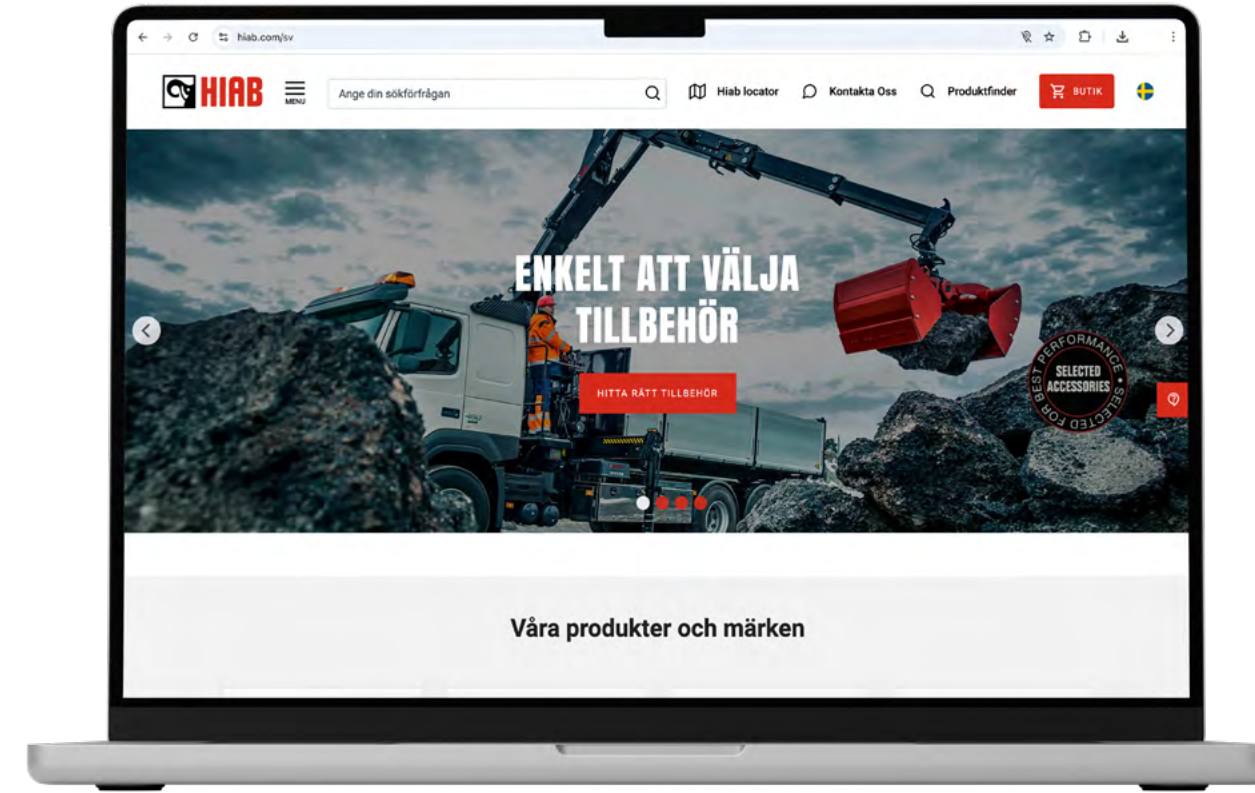
Content

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

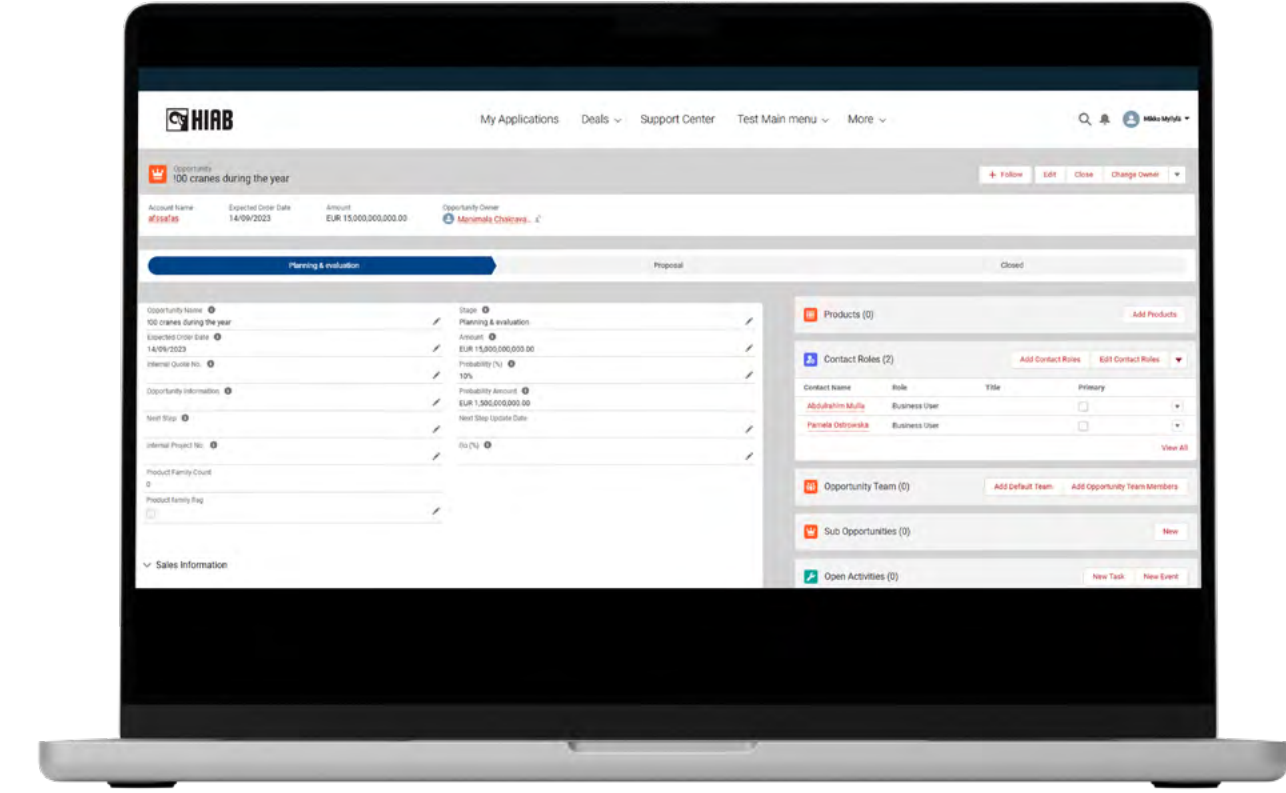
The Hiab Design Library is a living document so always review before starting any project.



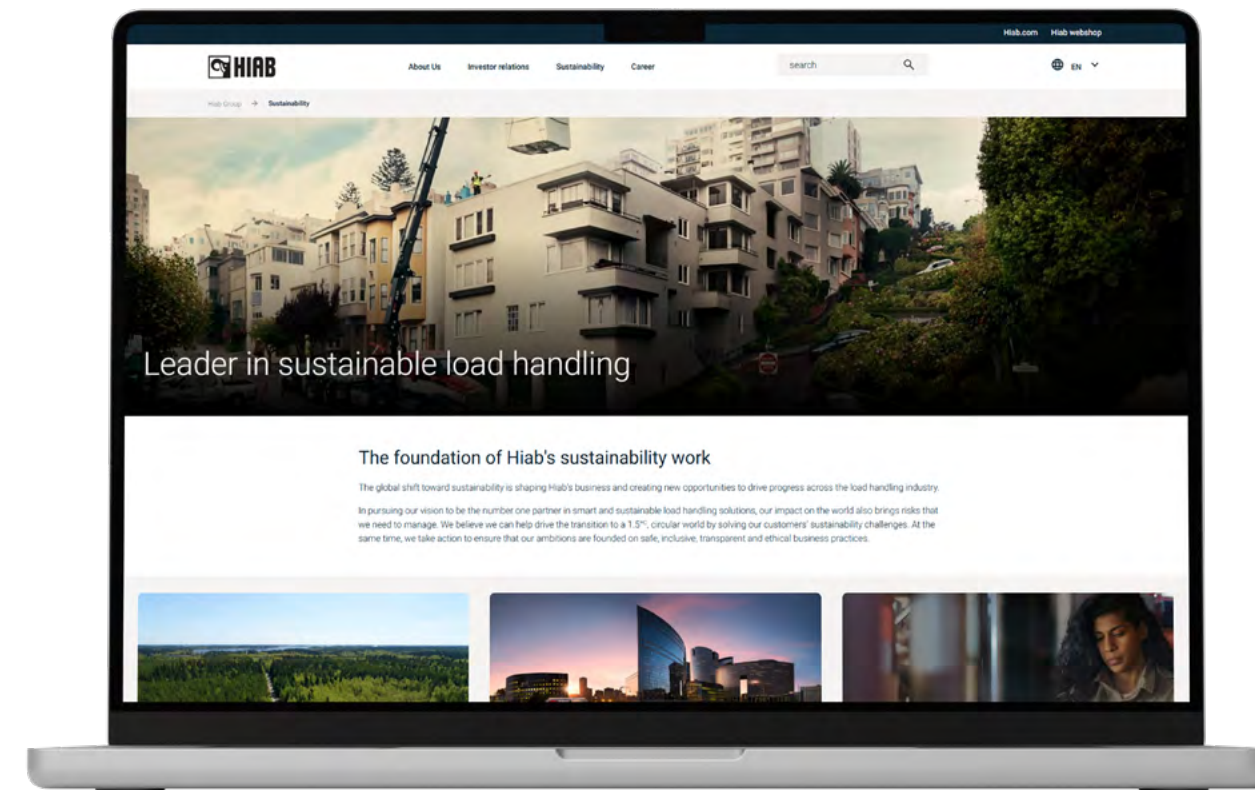
Examples



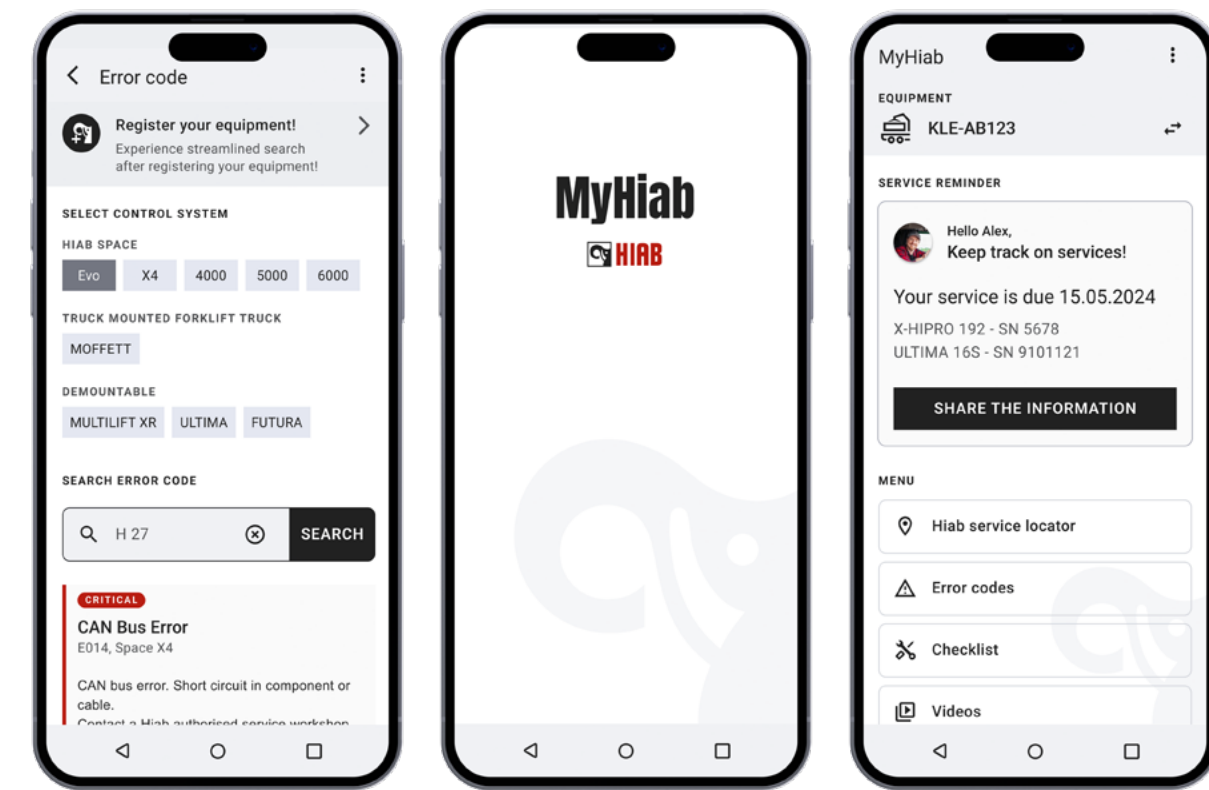
Hiab.com



Hiab Partner Portal



Hiabgroup.com



MyHiab App

05 Templates

Templates

1. Google Slides

Always use the Hiab slides template for presentations

Available from [Common Bookmarks] -> [Google Drive Templates]

Choose [Use Template] and [Open File]

2. Stationery

A template for letters and official documents is available from [Common Bookmarks] -> [Google Drive Templates]

Choose [Use Template] and [Open File]

3. Business Cards

A template for business cards is available for download in the Brandroom.

There are two versions, one with a QR code and one without.

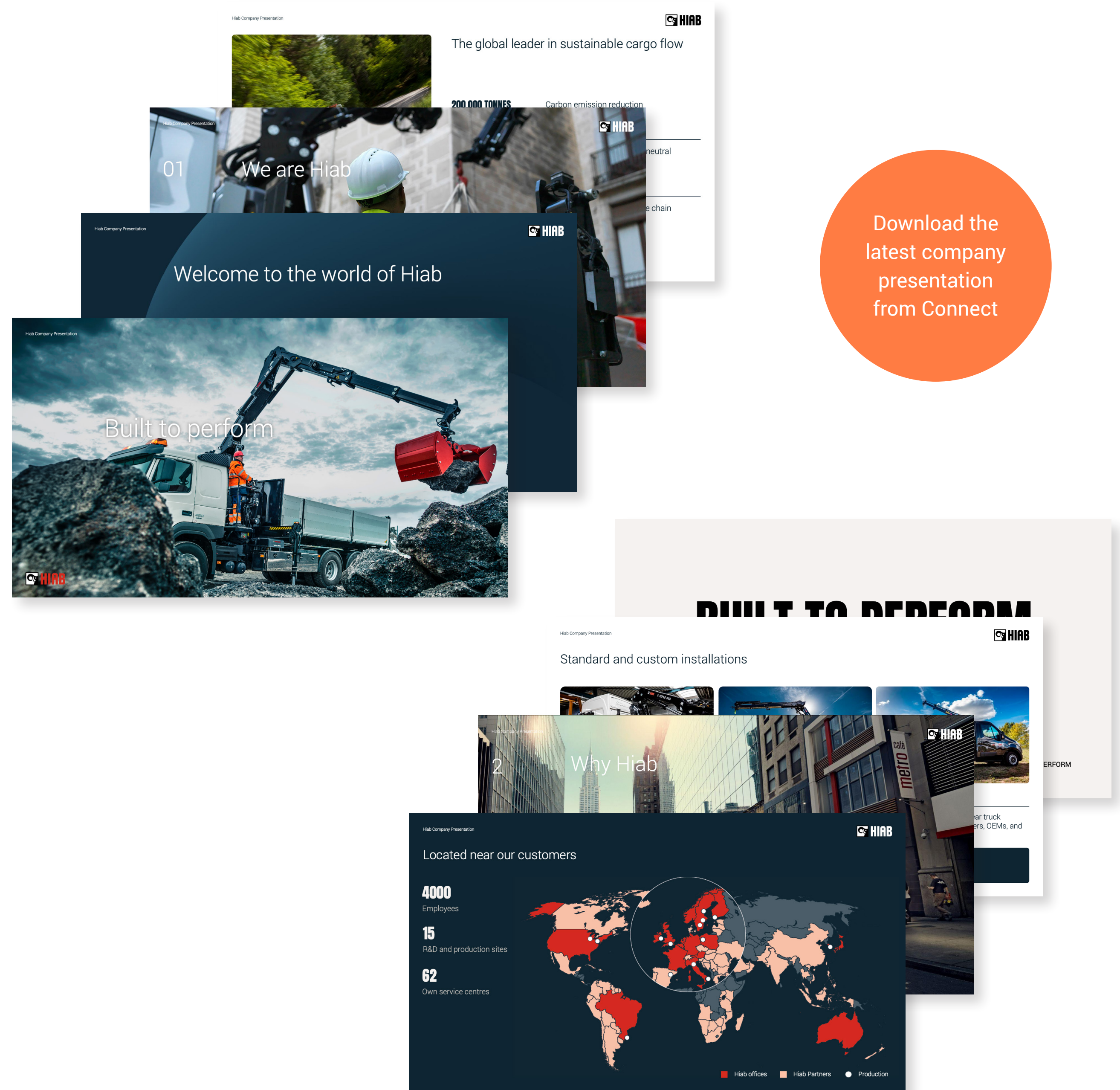
On our intranet, Connect, you will find links to:

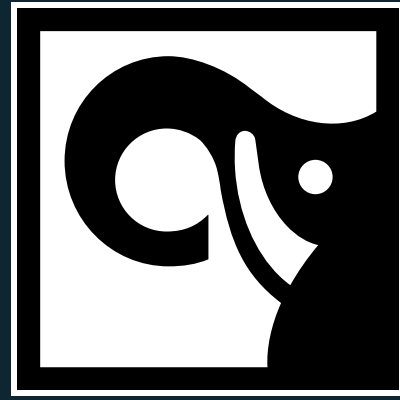
- Brandroom

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.





HIAB