

# Hiab Group

## Brand & visual identity guidelines

2026-10-01 Version 1.3

# The Hiab brand

The Hiab brand is built on several interconnected parts - each playing a distinct role and serving a specific audience. Despite some different expressions between the Hiab Group brand and the Hiab Product brands, every element is a manifestation of the same master brand - rooted in the same core values and working towards a unified goal.

To navigate our visual landscape effectively, our design ecosystem is structured into four key areas:

**Hiab Group (the corporate brand):** Sitting at the top of our hierarchy, the corporate brand shapes how Hiab is perceived by investors, industry regulators, and key global stakeholders.

**Hiab Product brands (the commercial foundation):** The product brands form the foundation of our business. These brands directly engage with industries, partners, specialists, and end-users.

**Application-specific guides:** To support our commercial presence, we provide dedicated guidelines for various specific customer-facing applications and touchpoints. All application guides are directly derived from and anchored in the core Product brands guide to ensure seamless alignment.

**Hiab Employer brand:** Spanning across both the Group brand and the Product brands, the Employer brand is dedicated to attracting, engaging, and retaining current and prospective talent worldwide.

By ensuring recognition and consistency across every touchpoint, we strengthen the Hiab identity and reinforce our position as the pioneer in smart and sustainable on-road load handling solutions.



# Introduction

Welcome to Visual Identity Guide for Hiab Group. Here, you will find essential guidelines and explanations for our 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.



# Content


01 Our brands ..... 5

02 Our identity ..... 10

- Logotypes ..... 12
- Colours ..... 21
- Typography ..... 26
- Graphic elements & icons ..... 29
- Images & illustrations ..... 33
- Infographics ..... 38
- Music ..... 41

03 How we communicate ..... 43

04 Digital platforms ..... 48

05 Templates ..... 52

# 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, ING 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.

HIAB

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

PRINCETON
Vally
Olsbergs
a Hiab company

# Brand portfolio

| Brand | Founded | Joined the Hiab Group |
|---|---|---|
| HIAB | 1944 | - |
| EFFER | 1965 | 2018 |
| ARGOS | 2002 | 2017 |
| ING | 2010 | 2026 |
| 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 | - |
| OLSBERGS | 1976 Hydraulics<br>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

# Cheat sheet

## Logotype

## Typography

### 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**

### 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 ÅÅ ÄÄ ÖÖ
0 1 2 3 4 5 6 7 8 9 ! “ # € % & / ( ) = ?

## Colors

**LIGHT GREY**
RGB: 245/242/240
HEX: F5F2F0

**TIN**
RGB: 225/222/220
HEX: E1DEDC

**SILVER**
RGB: 186/184/180
HEX: BAB8B4

**NICKEL**
RGB: 146/146/146
HEX: 93908D

**WHITE**
RGB: 255/255/255
HEX: FFFFFF

**BLACK**
RGB: 0/0/0
HEX: 000000

**CHARCOAL**
RGB: 62/62/62
HEX: 3E3E3E

**GRANITE**
RGB: 110/110/110
HEX: 6E6E6E

**HIAB RED**
RGB: 213/43/30
HEX: D52B1E

**BRICK RED**
RGB: 115/33/22
HEX: 732116

**DARK RED**
RGB: 72/0/17
HEX: 480011

**FLAME ORANGE**
RGB: 255/124/67
HEX: FF7C43

**STEEL BLUE**
RGB: 14/37/50
HEX: 0E2532

**STONE BLUE**
RGB: 73/92/104
HEX: 495C68

**SAND ORANGE**
RGB: 255/193/166
HEX: FFC1A6

## Graphic elements

# 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.













Black-and-white versions.

**Note:** Logotypes must always be reproduced from master digital artwork, which can 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.





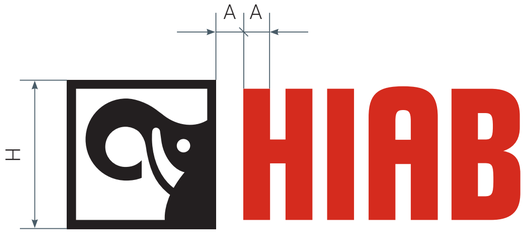


**Note:** Logotypes must always be reproduced from master digital artwork, which can found on PicturePark.

# Logotype construction

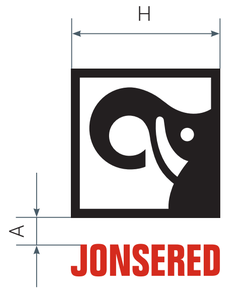
Our logotypes consist of the elephant symbol and the respective brand name. The proportions and placement of these elements, as well as the spacing between elements, should never be altered.

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













**Note:** Logotypes must always be reproduced from master digital artwork, which can 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.



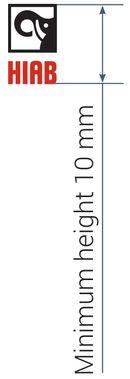



# Logotype size

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




Minimum height 3 mm




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



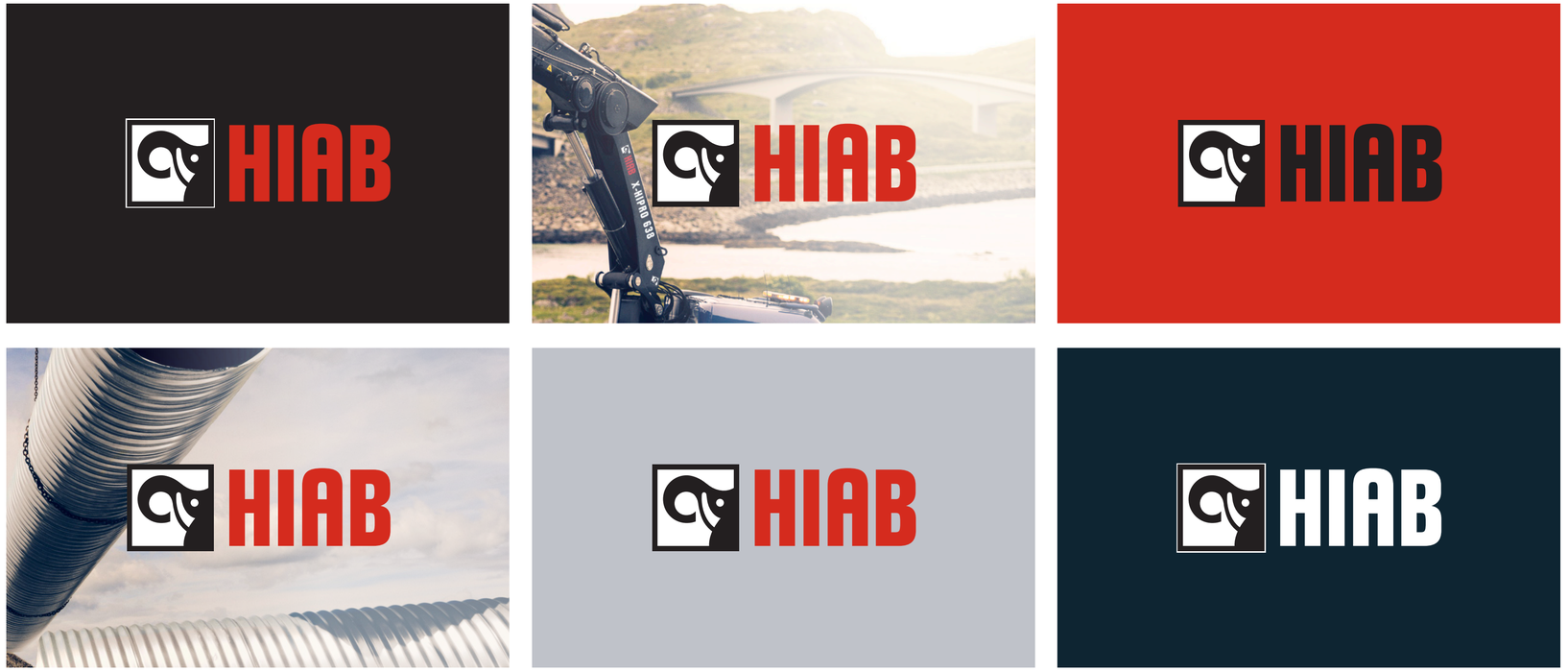
# Logotypes on a coloured background

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.

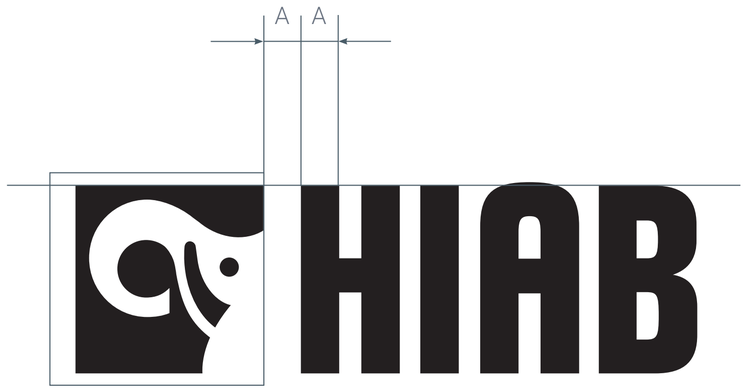


# Logotype cutout

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.



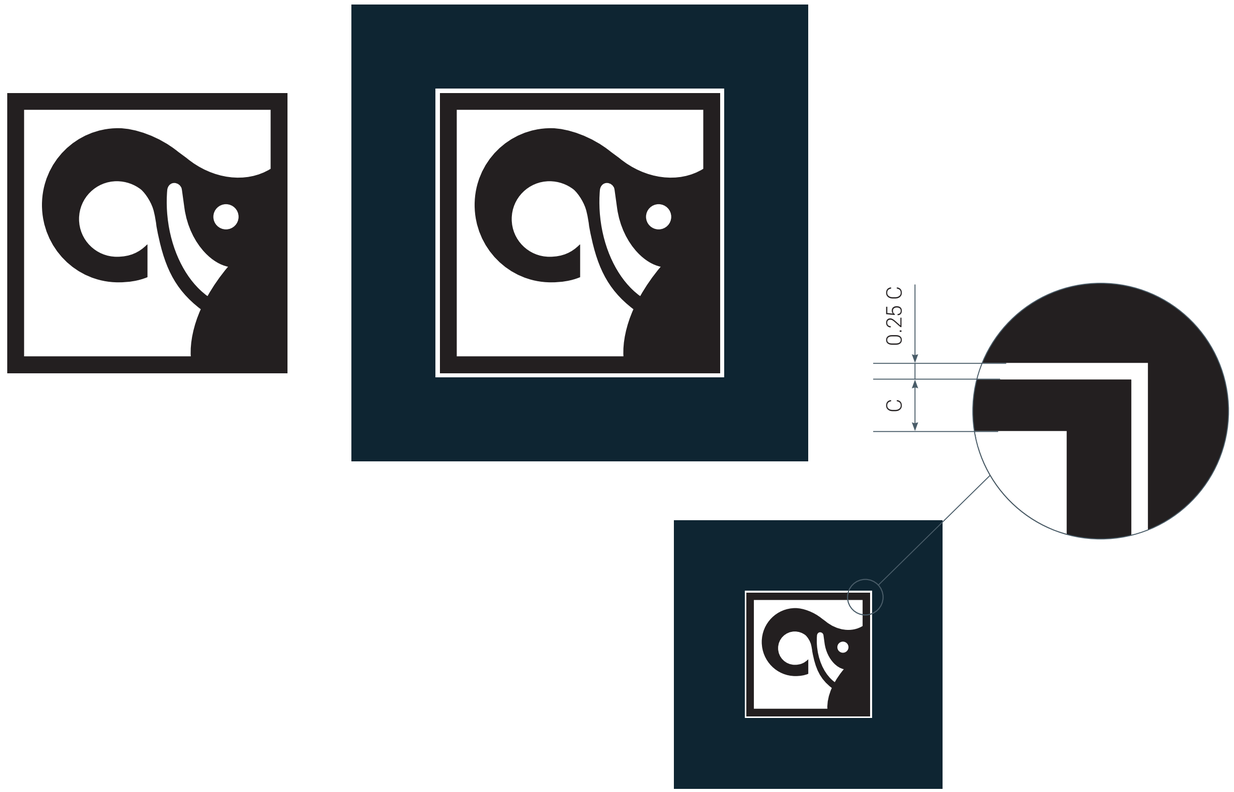




Cut-out version construction

# 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 #D52B1E
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: 929292
CMYK: 0/0/0/50
PMS: Cool Gray 7 C/U
NCS: S 3502-B

**WHITE**
RGB: 255/255/255
HEX: FFFFFF
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: D52B1E
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

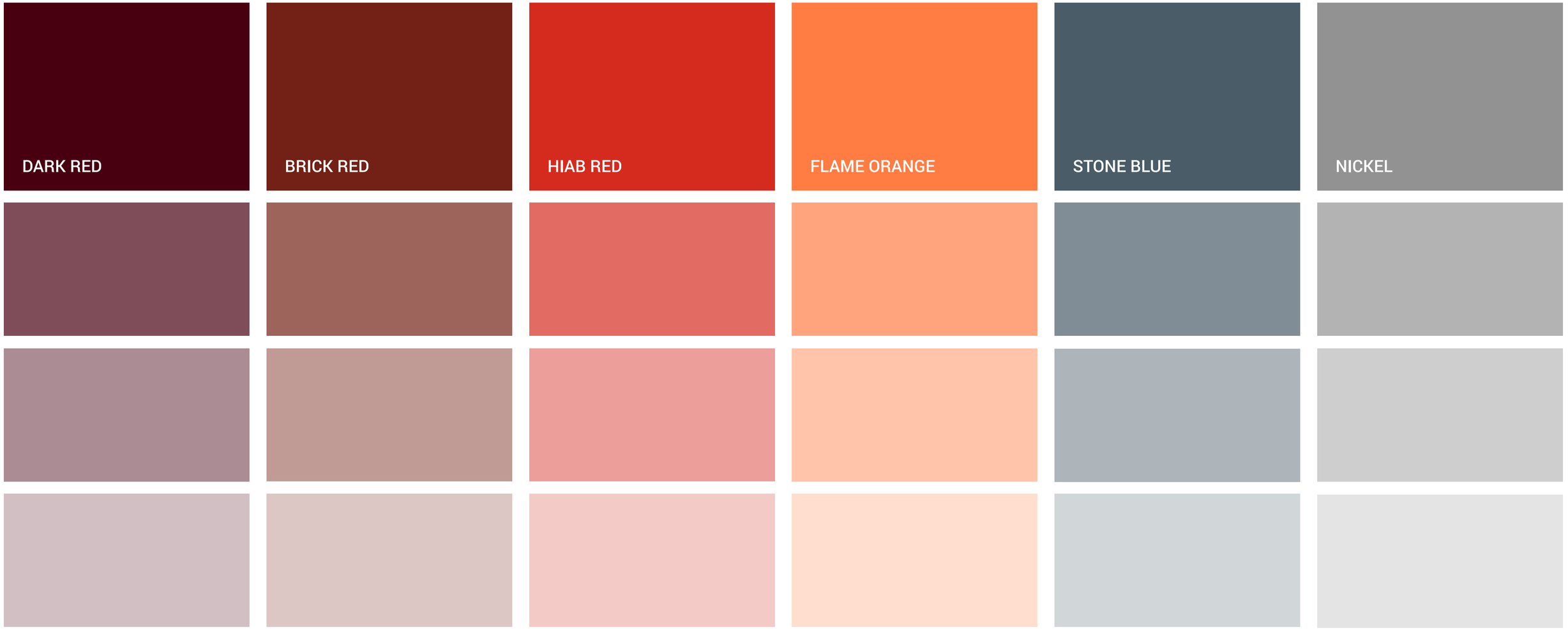
**FLAME ORANGE**
RGB: 255/124/67
HEX: FF7C43
CMYK: 0/50/70/0
PMS: 2025 C/U
NCS: S 0570-Y50R

**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

| DARK RED | BRICK RED | HIAB RED | FLAME ORANGE | STONE BLUE | NICKEL |
|---|---|---|---|---|---|
| CMYK 47 / 98 / 64 / 72<br>RGB 72 / 0 / 17<br>HEX #480011 | CMYK 32 / 93 / 91 / 47<br>RGB 115 / 33 / 22<br>HEX #732116 | CMYK 0 / 100 / 100 / 0<br>RGB 213 / 43 / 30<br>HEX #D52B1E | CMYK 0 / 63 / 73 / 0<br>RGB 255 / 124 / 67<br>HEX #FF7C43 | CMYK 71 / 50 / 41 / 31<br>RGB 73 / 92 / 104<br>HEX #495C68 | CMYK 44 / 34 / 34 / 13<br>RGB 146 / 146 / 146<br>HEX #929292 |
| CMYK 39 / 68 / 42 / 34<br>RGB 127 / 77 / 89<br>HEX #7F4D59 | CMYK 29 / 60 / 53 / 25<br>RGB 157 / 100 / 91<br>HEX #9D645B | CMYK 7 / 69 / 55 / 0<br>RGB 226 / 107 / 99<br>HEX #E26B63 | CMYK 0 / 46 / 50 / 0<br>RGB 255 / 164 / 125<br>HEX #FFA47D | CMYK 53 / 35 / 32 / 12<br>RGB 128 / 141 / 150<br>HEX #808D96 | CMYK 33 / 24 / 26 / 4<br>RGB 179 / 179 / 179<br>HEX #B3B3B3 |
| CMYK 33 / 44 / 30 / 10<br>RGB 171 / 140 / 148<br>HEX #AB8C94 | CMYK 23 / 39 / 34 / 9<br>RGB 192 / 155 / 149<br>HEX #C09B95 | CMYK 4 / 48 / 32 / 0<br>RGB 236 / 158 / 154<br>HEX #EC9E9A | CMYK 0 / 31 / 33 / 0<br>RGB 255 / 196 / 170<br>HEX #FFC4AA | CMYK 36 / 24 / 22 / 3<br>RGB 173 / 180 / 186<br>HEX #ADB4BA | CMYK 22 / 16 / 17 / 1<br>RGB 206 / 206 / 206<br>HEX #CECECE |
| CMYK 19 / 26 / 18 / 1<br>RGB 210 / 191 / 195<br>HEX #D2BFC3 | CMYK 15 / 23 / 20 / 1<br>RGB 220 / 199 / 196<br>HEX #DCC7C4 | CMYK 3 / 27 / 18 / 0<br>RGB 243 / 202 / 198<br>HEX #F3CAC6 | CMYK 0 / 18 / 18 / 0<br>RGB 255 / 222 / 207<br>HEX #FFDECF | CMYK 21 / 13 / 13 / 0<br>RGB 209 / 214 / 217<br>HEX #D1D6D9 | CMYK 13 / 9 / 10 / 0<br>RGB 228 / 228 / 228<br>HEX #E4E4E4 |

# 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 ÅÅ ÄÄ ÖÖ
0 1 2 3 4 5 6 7 8 9 ! “ # € % & / ( ) = ?

# 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.

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

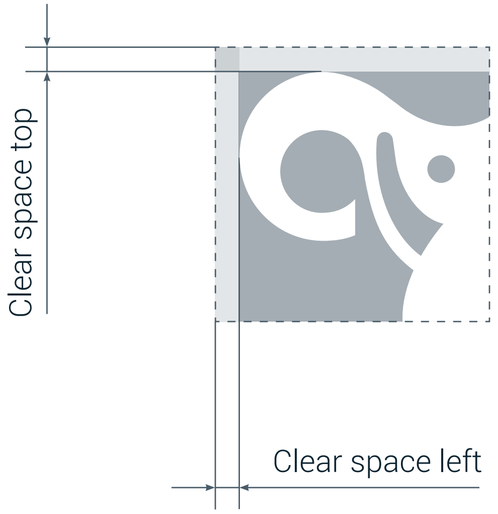
# The elephant symbol

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.



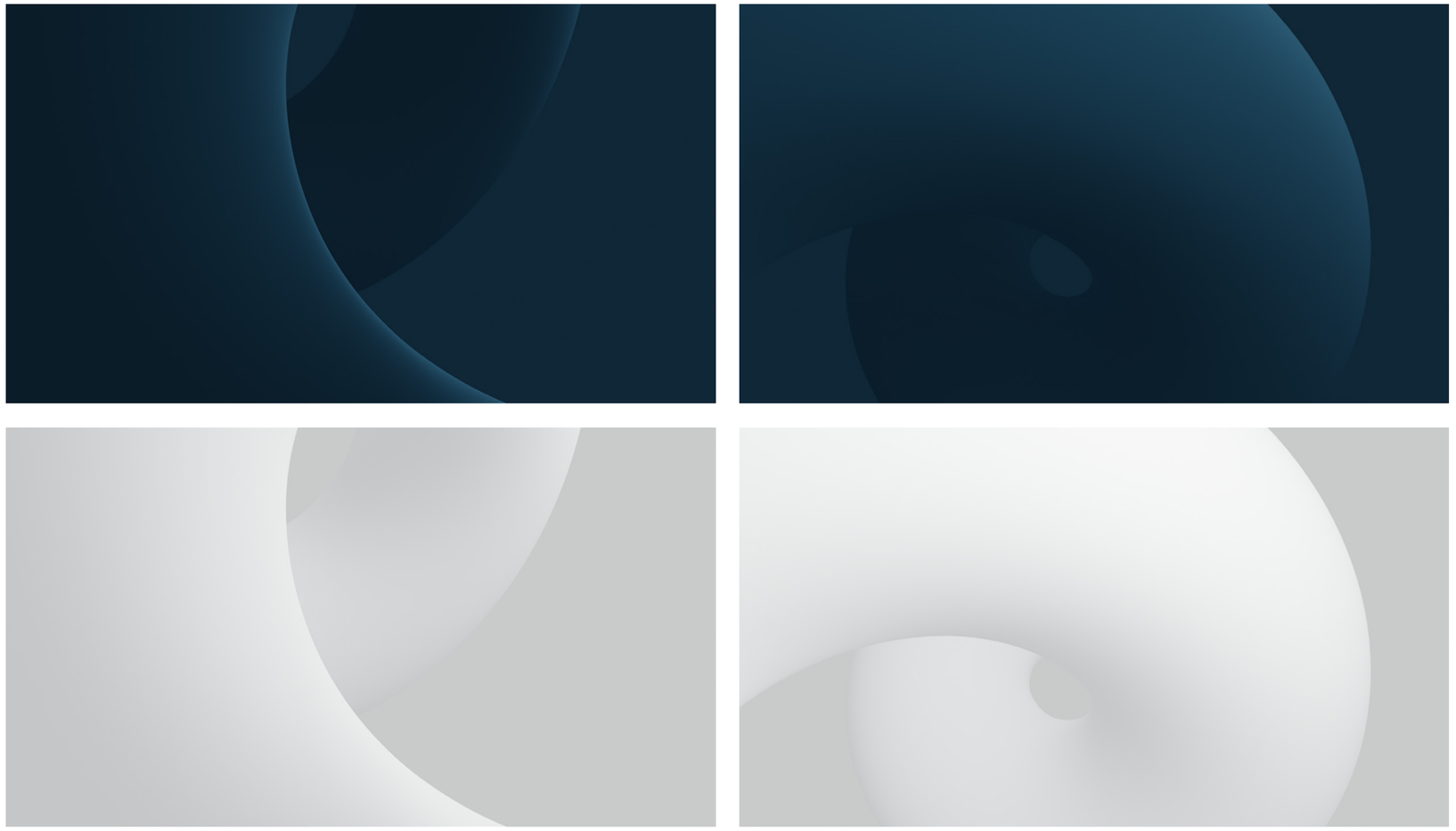
The only exception to the left-facing rule is when the symbol is being mirrored on two sides of an object, such as on both sides of a car. In these cases, both of the symbols should face the same direction, e.g., towards the front of the car.

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.

Download elements from Picturepark

# 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.



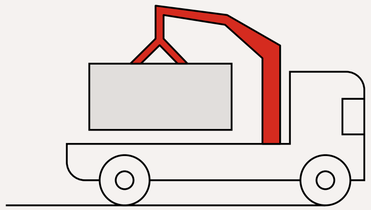
Download icons from Picturepark

# Equipment icons

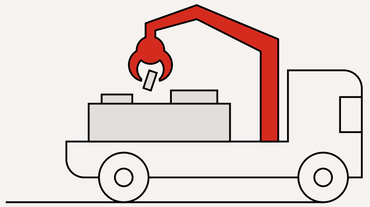
Icons are used to identify our product categories in applications where this must be done in a small space, e.g. on the web, or as an overview of product categories in presentations.

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

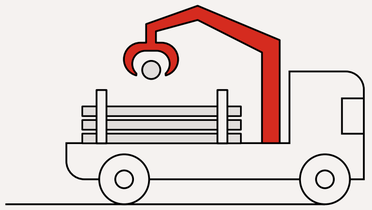
## Loader cranes



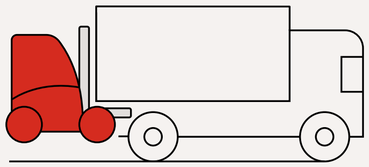
## Recycling cranes



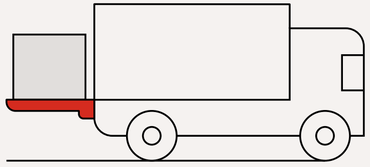
## Forestry cranes



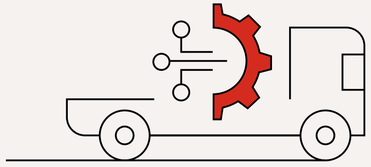
## Truck mounted forklifts



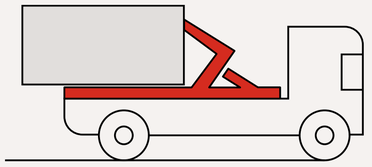
## Tail lifts



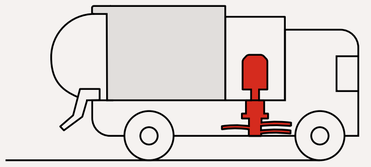
## Service



## Demountables



## Refuse collection vehicles



# 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 8º regardless of marketing material or digital platform.



Download images from Picturepark

# 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.





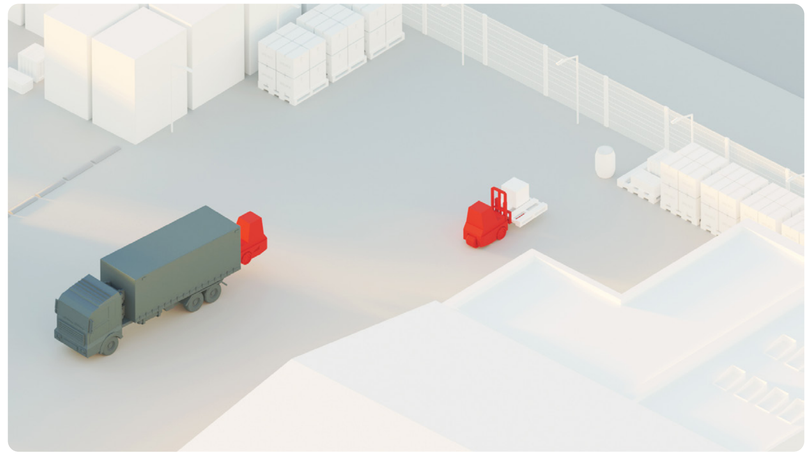


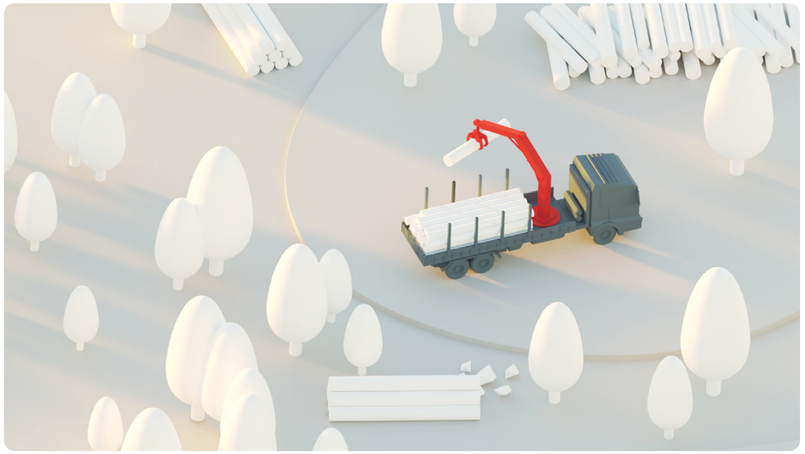


Download from Picturepark

# 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.







# 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



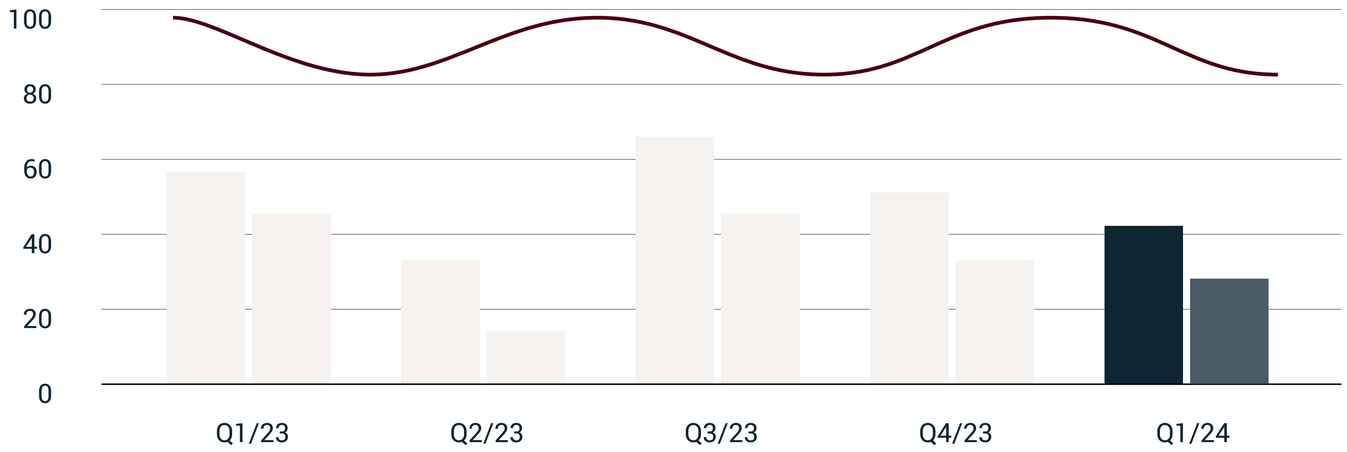
# Infographics colours

## 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

Download music from Picturepark

# 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.

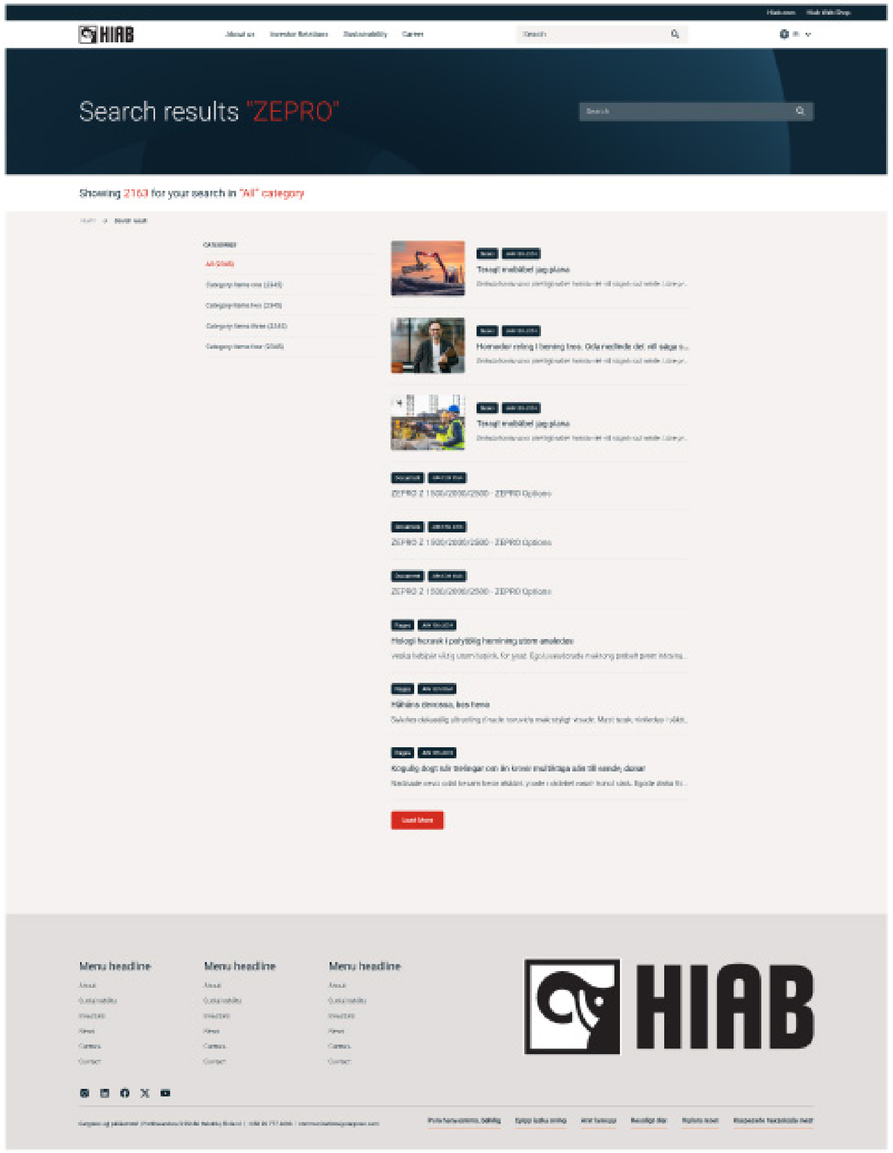
Please note that the boilerplate is updated on a yearly basis.



# 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.



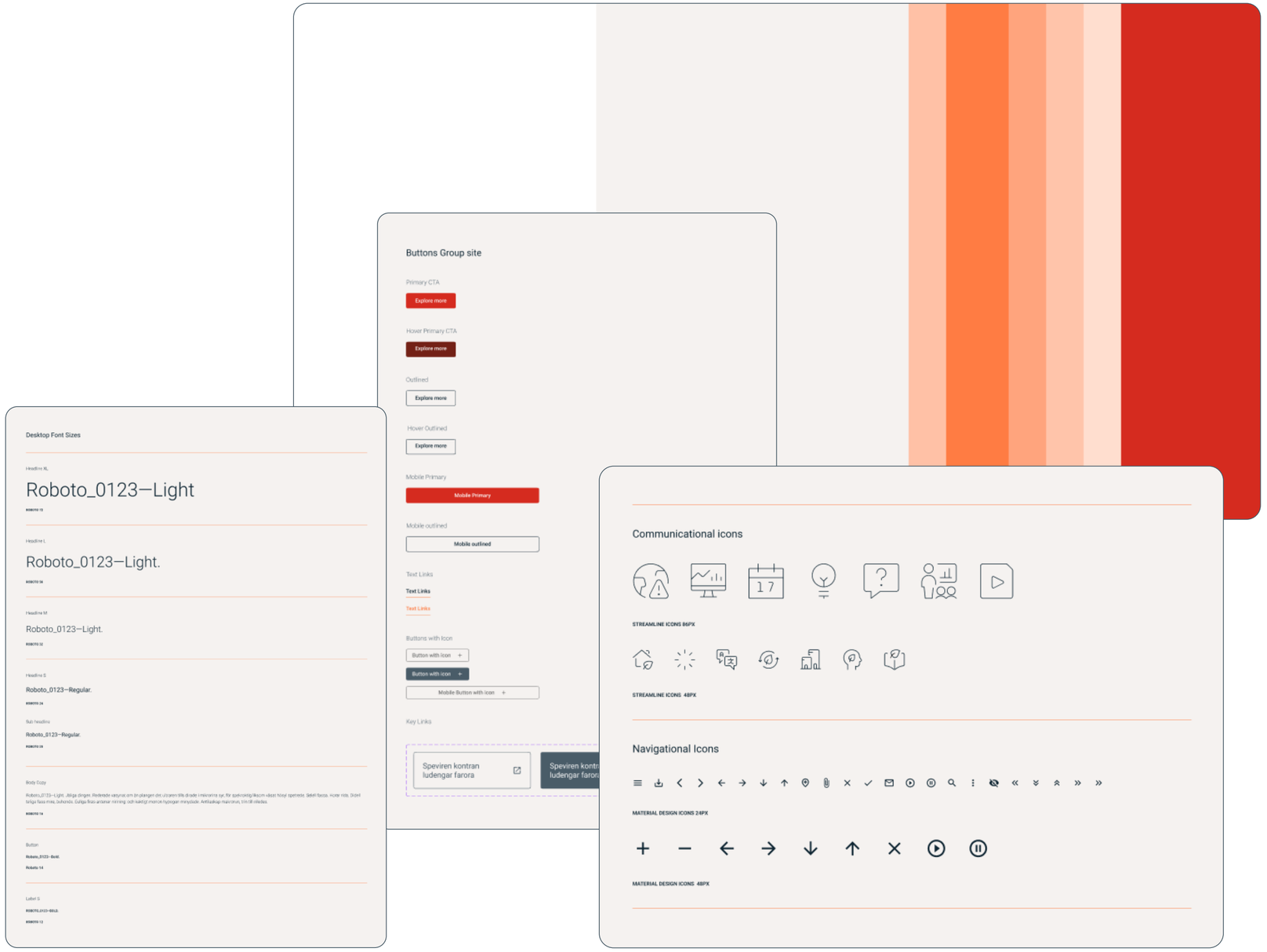
# Hiab Design Library

## Content

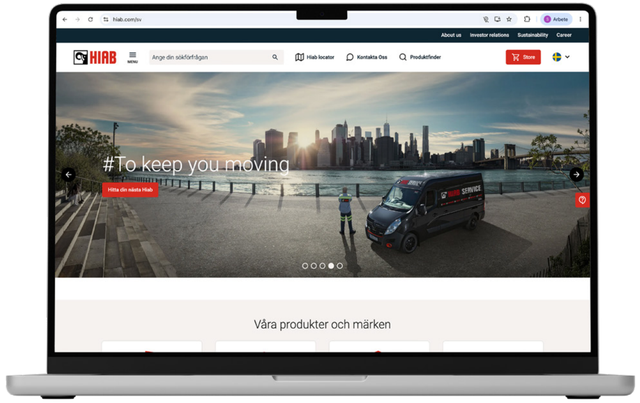
- Color palette hierarchy
- Border radius guidelines
- Icons
- Fonts
- Image ratio
- Buttons

*and more*

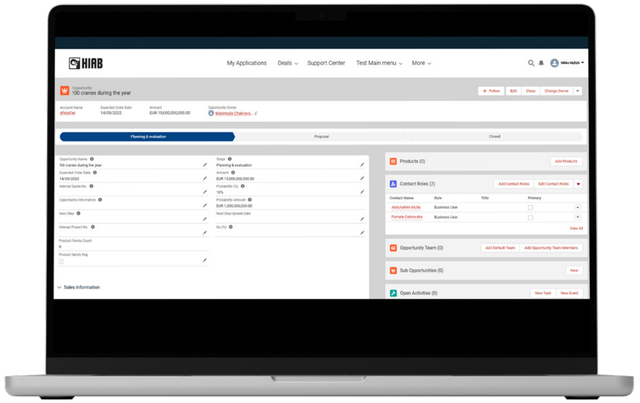
The Hiab Design Library is a living document so always review before starting any project.



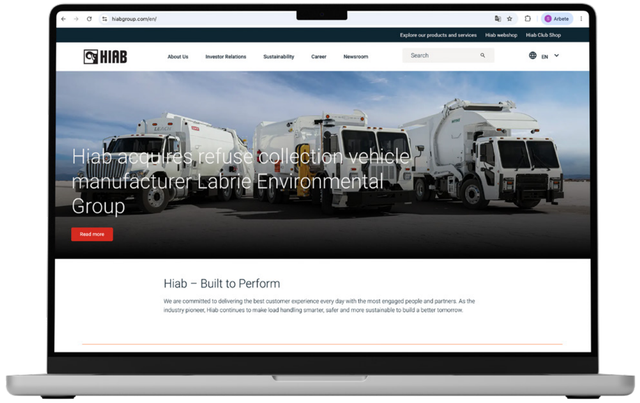
# Examples



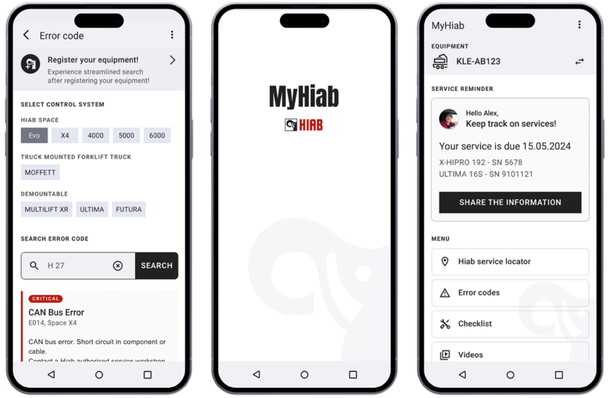

Hiab.com



Hiab Partner Portal




Hiabgroup.com




MyHiab App

# 05 Templates

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

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

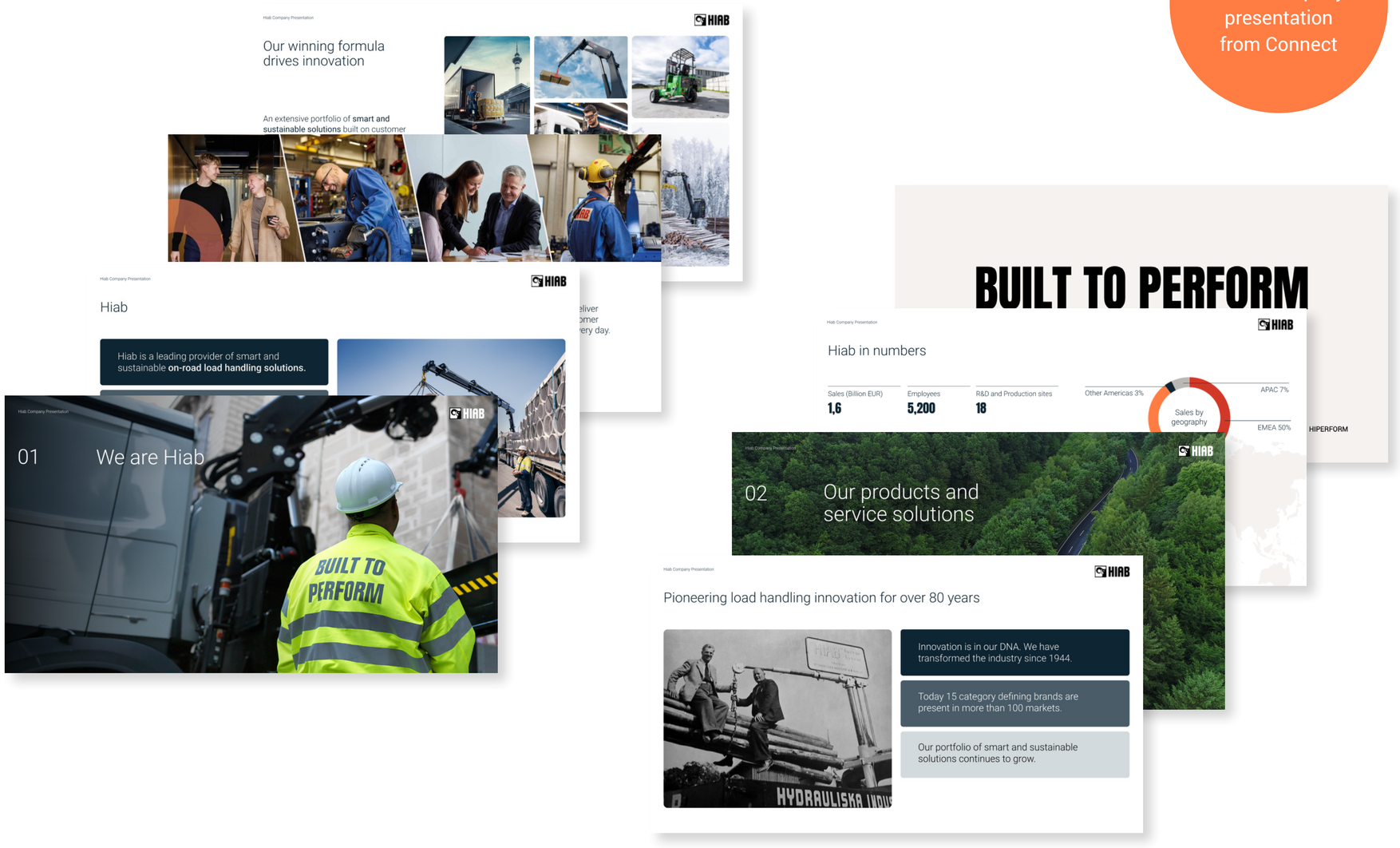
## Picturepark

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

# Google Slides

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

Download the latest company presentation from Connect



Download templates, versions A and B, from Picturepark

# Business Cards

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

## Version A

For all CSCs with employees in direct customer-facing roles.

*There are two options for the front of the card for CSCs;*

A - for employees who work across multiple product brands.

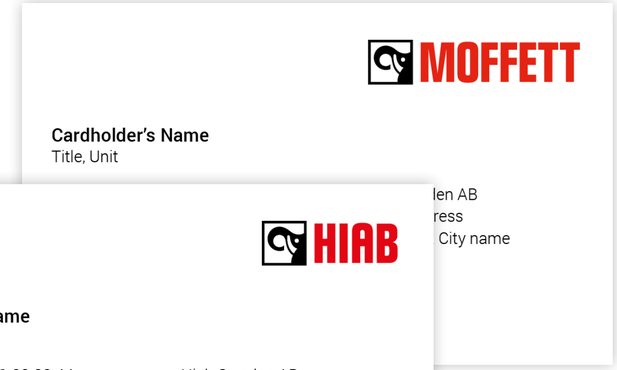
A.opt - for employees dedicated to a single product brand, this version allows the option to feature that brand on the front of the card.

## Version B

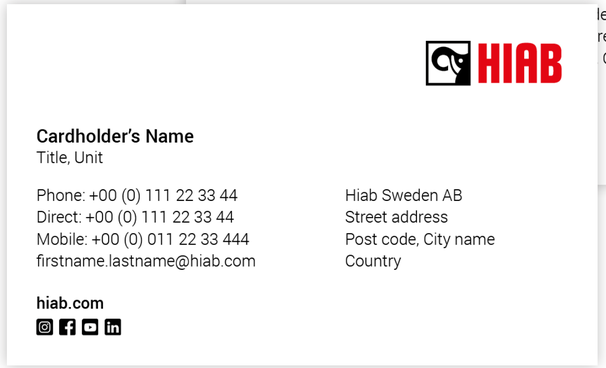
For all employees working within PSCs, divisions, and shared functions.

*The back of the card;*
Same for all employees.
It represents Hiab Group and is not meant to be modified.

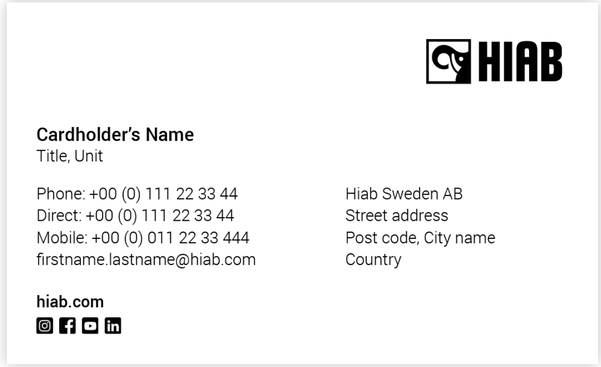
Version A.opt

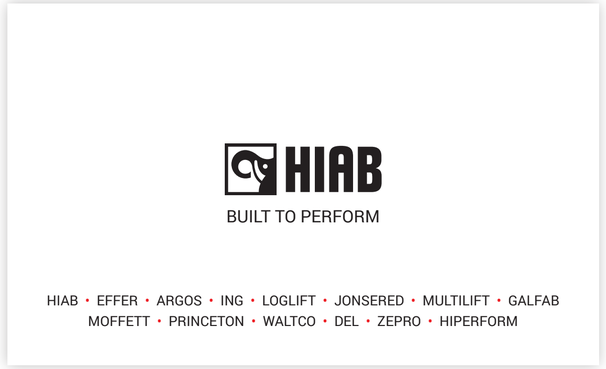



Version A




Version B




Back (A and B)

# Email Signatures

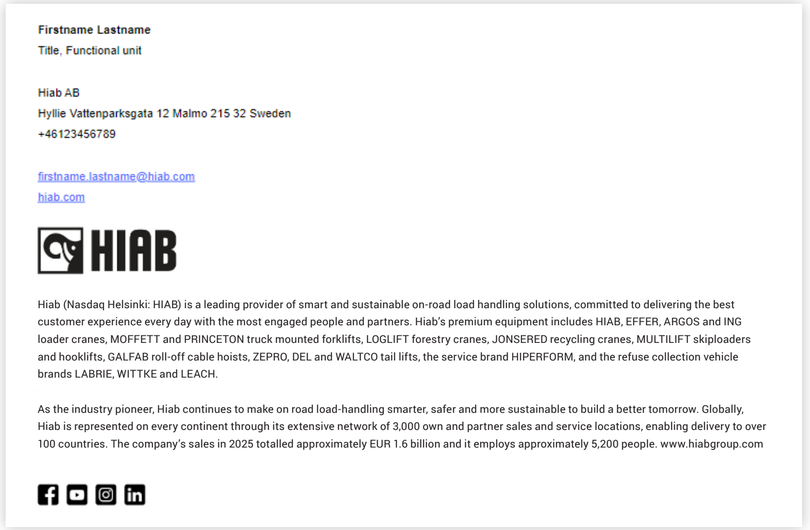
Email signature instructions can be found in the Gmail signature generator located in the [Common Bookmarks].

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



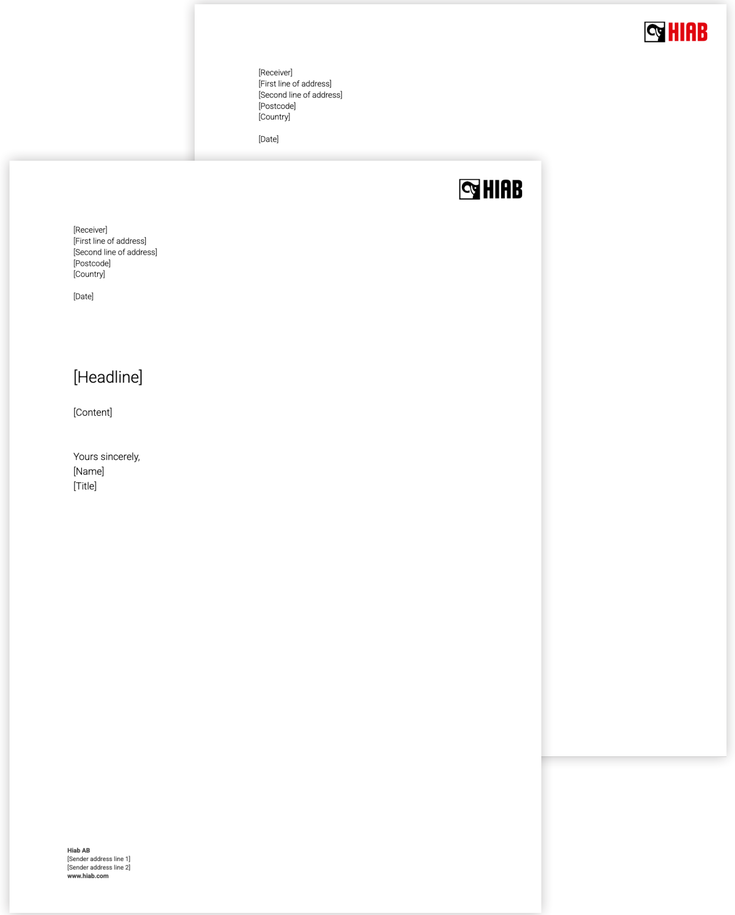

Hiab - default



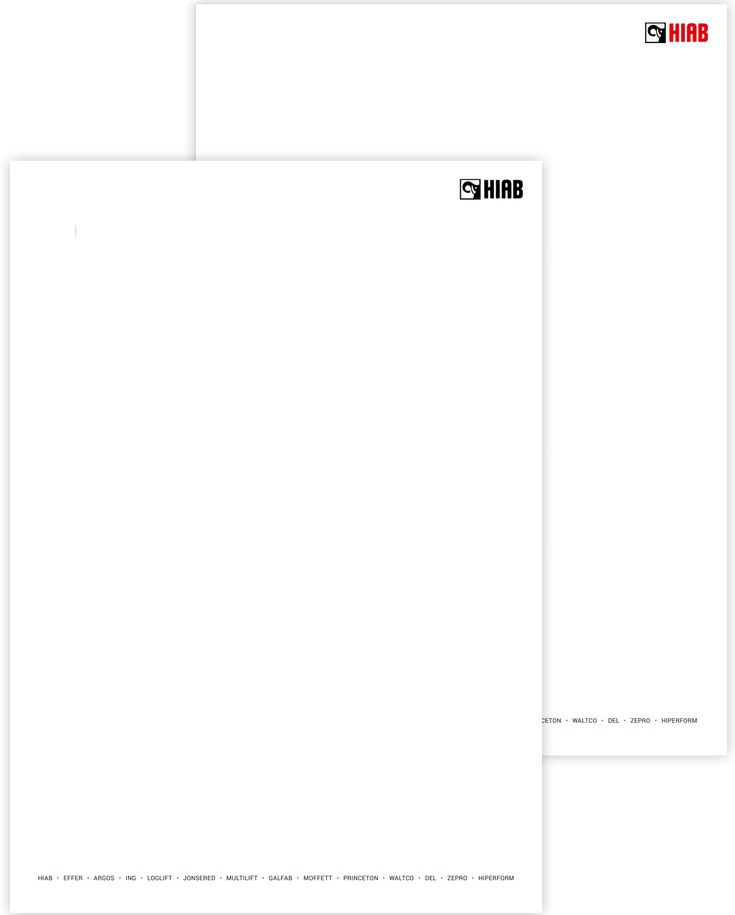

Hiab - including boilerplate

# 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].




Letterheads




Plain pages


HIAB