



# AUTHORIZED DISTRIBUTOR BRANDING GUIDELINES

February 2021



# AUTHORIZED DISTRIBUTOR BRAND GUIDELINES - OVERVIEW

Type of Channel	Hilti corporate presence	Geographical exclusivity	Product exclusivity	Hilti brand/Hilti logo usage	Corporate fashion	Promotional items
Official distributor <sup>1</sup>	No	Yes (if Hilti is not present in the country, otherwise partial)	Partial	Partial (as defined on the following pages)	No	Process rolling out in mid 2021

## Footnotes

1. Official distributor sells also other brands but sells Hilti products exclusively in selected categories.

It is forbidden to sell, barter or trade any items from the promotional line, corporate fashion and customer fashion.

# HILTI LOGO & NAME USAGE

## **Hilti Logo\*/Hilti Name**

- Can be used when referring to Hilti products in:
  - Catalogs
  - Product communication
  - When on webpage referenced as a supplier must use Hilti Corporation

## **Brand Elements**

The distributor can use existing Hilti communication material if Hilti products or services should be promoted. The official distributor is allowed to create communication material to promote Hilti tools and services. The communication assets must be approved by the Hilti North America brand team before usage.

## **Promotional Items\***

- Details to come in mid 2021

\*Please reference Hilti logo basics on the next page

# HILTI LOGO BASICS

## Hilti Logo variants

The Hilti Logo can only be applied in two different ways.

1. Hilti Logo for communication – this version is used for all media applications (websites, software, apps, sales literature, stationary, signage, stores, etc. )
2. Hilti Logo for iconic assets – this version is used for iconic assets such as the Hilti toolbox, vehicles, selected merchandising and fashion items, etc.



Hilti Logo for communication



Hilti Logo for iconic assets

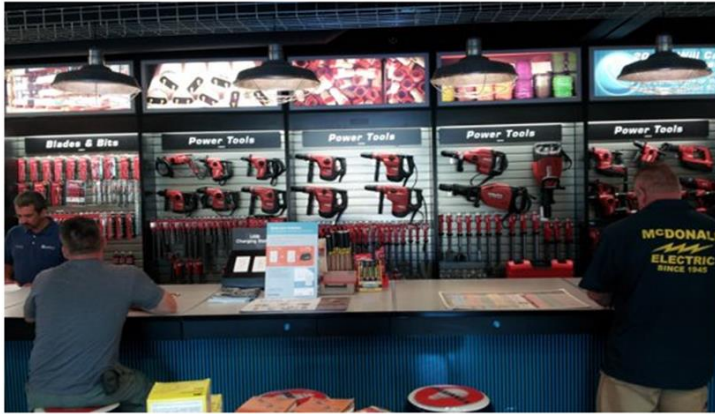


### Hilti Red

CMYK/IsoCV2	0/100/90/10
SC	Hilti Red
Pantone	3517 CP
sRGB	210/5/30
NCS	S 1580-Y 90 R
RAL	3020



# HILTI BRANDING – WHAT IS COMPLIANT?



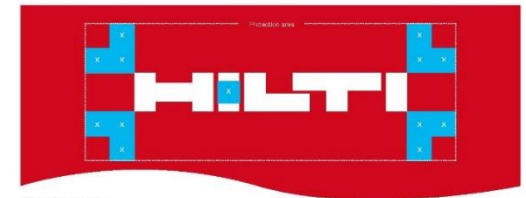
No visible Hilti branding elements so OK as is.



Black and red with Outperform Outlast slogan is not compliant. New design as shown below:



Tool tree logo doesn't have enough spacing around logo. Replace with new design as shown:



# BRAND REVIEW PROCESS

- To request a logo or submit an item for brand review, visit the [Authorized Distributor page](#).