

Brand Book





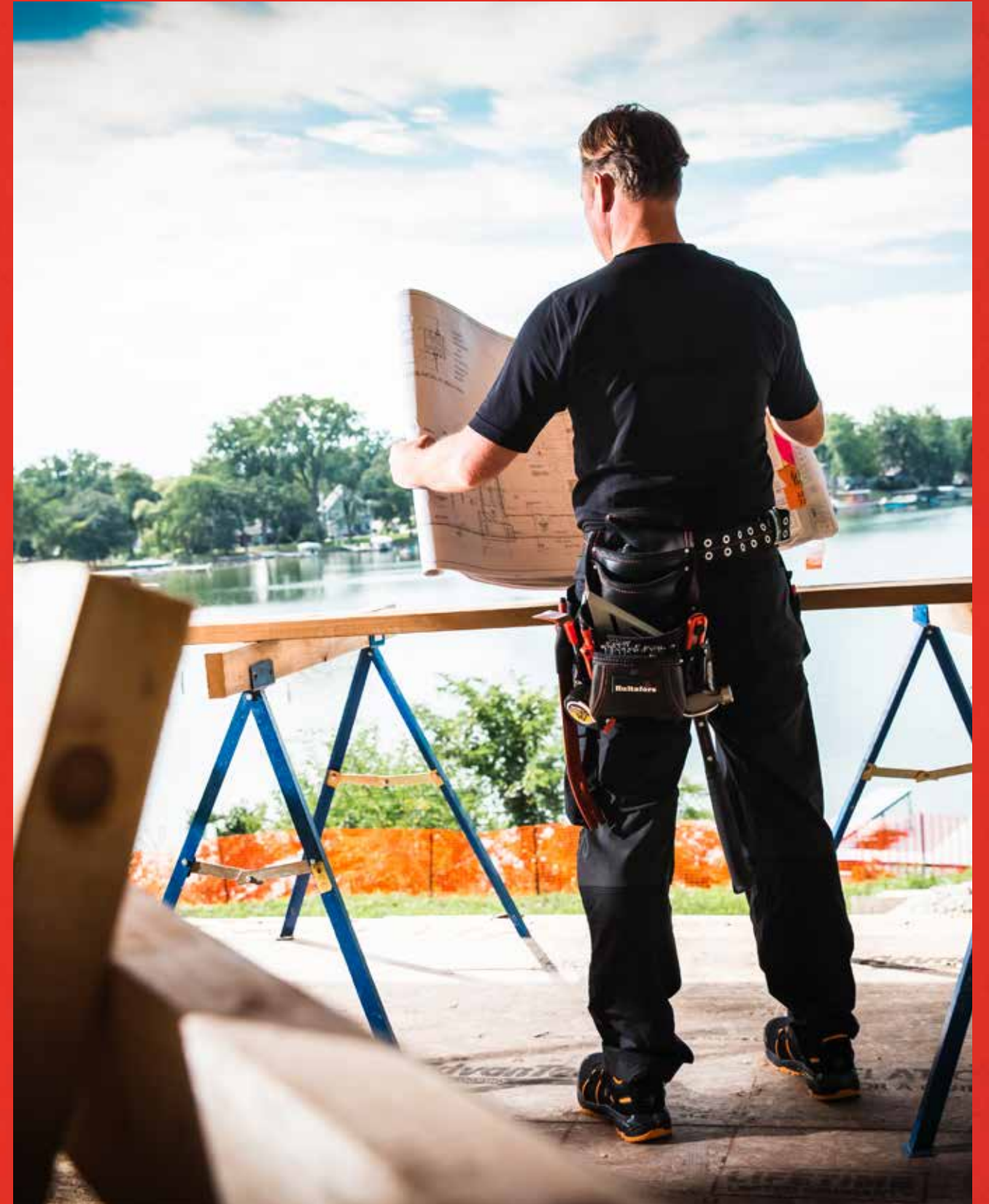
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Overview

Developing and maintaining a strong Hultafors Tools brand starts with tool enthusiasts like you. This Brand Guidebook shows how to write about Hultafors Tools products and how to visually depict Hultafors Tools as a brand in North America.

It's for Hultafors Group North American employees, retailers, and creative partners. By following these guidelines you're helping us maintain a strong, consistent Hultafors Tools brand. Many of the assets in this Brand Guidebook are available for download on the Hultafors Group Toolbox.





Who We Are

We are a leading brand that offers the highest quality hand tools that deliver the best possible function, reliability and precision.

Our tools are designed for discerning professionals and tradesmen around the world. For over 130 years we have been developing innovative **tools to rely on, in every situation.**



Where We Came From

OUR PARENT COMPANY

Hultafors Tools is a leading tool brand that is part of Hultafors Group from Sweden. Hultafors Group owns and develops internationally recognized brands within personal protection, hand tools, ladders and work gear categories. For more than 130 years they have helped create a better day for professional users.

OUR ROOTS RUN DEEP

Our origin begins in Sweden, but our roots are firmly planted in North America. Our goal is to be a top producing hand tool and work gear brand in North America.

Our Values

OUR VISION

To be the obvious choice for professional users and the best partner to our customers.

OUR MISSION

We exist to create a better day for professional users so they can excel and thrive. Now and in the future.

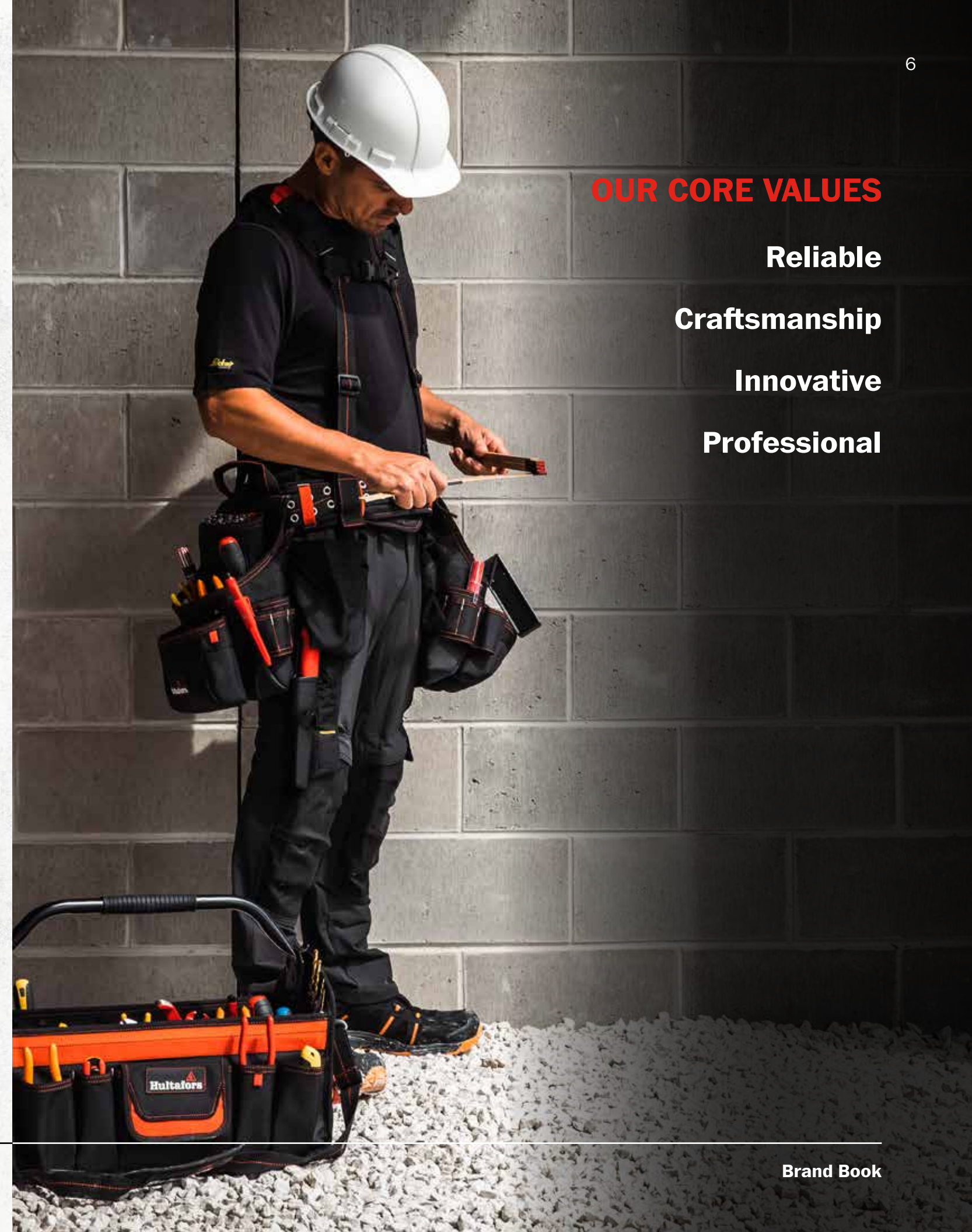
OUR CORE VALUES

Reliable

Craftsmanship

Innovative

Professional





Our History

We're proud of our heritage. The story of Hultafors Tools began in 1883 when a young engineer named Karl-Hilmer Johansson Kollén invented a measuring device, which would facilitate Sweden's conversion to the metric system. To this day the folding ruler can still be found in almost every tradesman's toolbox. Since then **we have spent 130 years developing and manufacturing the highest quality tools for professionals.**

Our focus on outstanding quality and innovation has constituted the backbone of Hultafors Tools for generations, while broadening the portfolio of products and gaining ground internationally. **Putting great effort into the details is in our DNA.**

Our Purpose

THE SUCCESS OF OUR USERS

There is a singular sense of satisfaction in a job well done. By making the best tools possible we help professionals perform at their best. The pride they feel is ours too. Because nothing makes us prouder than seeing our products used well.

CREATING REAL VALUE

We win by creating winners. The tools we develop allow professionals to perform their jobs faster, safer and smarter. And by keeping the standard of our products high we stay a reliable supplier for our partners in retail. This is how we build a sound profitable business with resources to care for both people and the planet.





Our Users

The trust our customers put in our tools is the greatest asset to the Hultafors Tools brand. Our users rightfully expect us to deliver, yet we can never expect their loyalty. If our competitors provide a better solution to a problem, our users won't hesitate to go elsewhere. As discerning professionals they keep us on our toes and we stand to deliver.

Hultafors users are: well informed, dedicated and choose their tools with care. They know that the best tool makes work more rewarding and makes a better end result possible. That is why professionals see our tools as a quality long-term investment. It is our job to fulfill these expectations. We value their opinions and are always eager to hear their view.

Our Products

The difference is in the details. We offer a wide selection of reliable hand tools and work gear for storing, carrying, measuring, marking, cutting, striking and leveling as well as pry and wrecking bars.



WHAT WE AIM FOR

Developing new products is what drives us. When we believe in an idea we give it 100%. The result is a range of tools that deliver the best possible function, reliability and precision. Tools you can rely on in all situations, every day.

HOW WE DELIVER

Our products are developed in cooperation with professional users aiming to contribute in making the workday as smooth and efficient as possible, and we don't quit until everyone is happy with the results. For us, it is the only way of making sure that our products live up to our promise – tools to rely on.

WHAT DRIVES US

We have high ambitions for our contribution to a sustainable future. For us, it is important that you can trust our products as well as our actions. We work with continuous improvements to reduce costs, improve our business and in the end, fulfill customer needs and exceed expectations. Sustainability for us is as much a social perspective as it is an environmental approach. By acting socially and environmentally responsible we build both our culture and our business long-term, ensuring that our customers can trust our products as well as our actions.

Brand Pillars

At Hultafors Tools, we're for those who value unrivaled performance, unprecedented attention to detail, continuous refinement and top tier design. We know our heritage, take pride in it, are guided by it every day – always striving for perfection in our designs. Professionals know they can trust us and trust the precision of our tools and the innovation of our work gear.

UNRIVALED PERFORMANCE

We offer exceptional products that excel at every level. Our focus is on creating high end tools that offer superior functionality, ultimate protection, heightened productivity, and unrivaled safety. Hultafors Tools are the first choice for customers and professionals because they perform in EVERY situation.

PROFESSIONALLY TRUSTED

Do it right the first time and you won't waste time and effort redoing it. A simple truth that keeps discerning professionals reaching for tools they trust, and partners that make their excellence possible. We know their expectations, and we promise to deliver.

A DRIVE FOR UNDERSTANDING

By being curious, interested and keeping our customers close, we keep improving while staying their first choice. The foundation of our Brand Strategy is our understanding of the challenges faced by professionals on every job. We strive to understand them better than anyone else. That is why we involve our users in our product development - to know we provide just the tool they've been wishing for.



Our Voice

The Hultafors Tools brand voice builds consistency across global communications, including advertising, marketing, social media, broadcast and more.

What We Say

Our tone of voice should always strengthen our brand and build trust. It directs us all to speak the same language, use the right words.

Everything we communicate is based on our core values: reliable, ergonomic, innovative, professional and made for the professional. All our written communication should be guided by these values.

When we speak, we speak from experience. Our focus is always on the benefits of using our products, and how our tools can help professionals perform better. We are informative and helpful in our writing, without being too formal.

Our North American messaging speaks to what is important to the professionals using our tools and work gear every day.

Phrases to use when talking about Hultafors Tools overall:

- The difference is in the details
- Precision-engineered
- Performance that gets the job done
- Tools that take on anything

When talking about ourselves we say ‘we’ or ‘Hultafors Tools’ or ‘Hultafors’ - not ‘the company’. And when talking about our offering we say ‘We offer’ or ‘Hultafors offers’.

OUR VOICE IS

Confident

Prideful

Modest

Compassionate

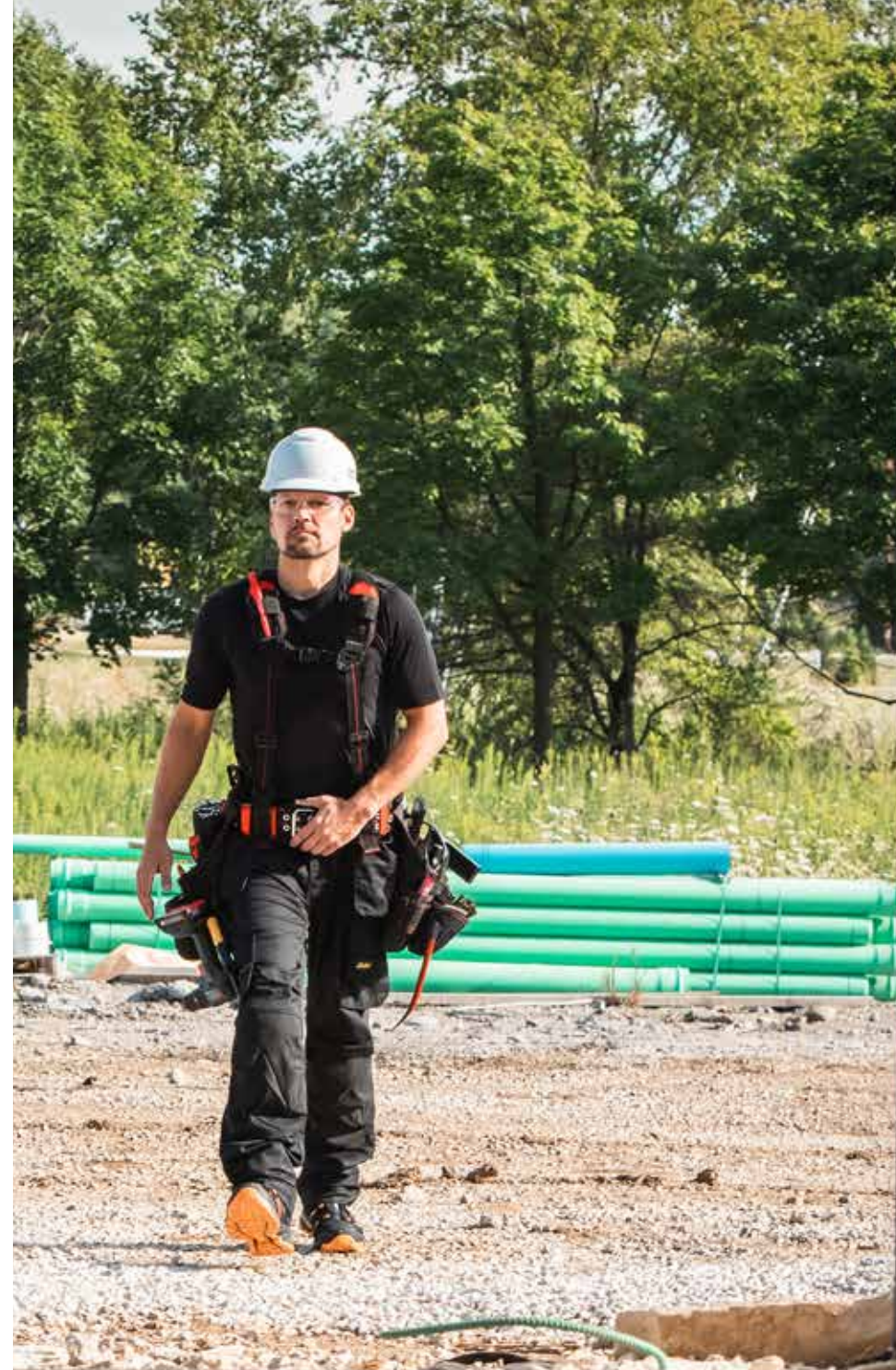
Trustworthy

Interested

Friendly

Informative

Helpful



What We Say

When talking about our products, here is what we say:

Tools

- Precision-engineered
- Efficient
- Powerful
- Reliable
- Ergonomic
- Functional
- Innovative
- Best-in-class

Phrases we use:

- Tools for a pro
- Tools that take on anything

Work gear

- Innovative
- Durable
- Ready-to-go
- Ergonomic
- Rugged
- Reliable
- Functional
- Best-in-class

Phrases we use:

- Ready to go wherever you go
- Take only the best with you



The Logo

Hultafors logo is our brand's most powerful identity carrier. It is found on all our products and communications. Consistent use in accordance with this guideline is absolutely crucial for the logo to fully serve its purpose of contributing to strong brand recognition and awareness.



Hultafors

Logo Use

Primary Logos:

The primary logos consist of full color black type logo, a full color reverse white type logo, and a full color reverse white type logo on the black plate.

Primary Logo Usage:

The three primary logos can be used interchangeable with considerations. When determining which primary logo to use please consider the background it is being placed on. If an image or background is too light please use the black-plated logo. If the image is darker, please use the reversed white type logo “without” the black plate. On a white background, please use the black type logo.

FULL COLOR BLACK TYPE LOGO



FULL COLOR REVERSE WHITE TYPE LOGO



FULL COLOR REVERSE WHITE TYPE LOGO ON BLACK PLATE



Logo Use

Secondary Logos:

There are two secondary logos. There is a one color black logo and a one color white logo.

Secondary Logo Usage:

Secondary logos should ONLY be used on one color backgrounds where no other color works. Always consider the best readability.

Secondary logos can be used in black and white printing and one color jobs in addition to one color internal documents, forms or where color is limited due to cost constraints such as on banners, signage, or other promotional materials.

ONE COLOR BLACK LOGO



ONE COLOR WHITE LOGO



Logo Use

Logo Free Zone

Free Zone is an area around the logo where no disturbing elements, objects or other logos are allowed. In other words, give the logo room to breathe. The logo often competes with other information and graphics.

A good rule of thumb is this: always keep the area around the logo free of text and other graphic elements. We have indicated what must be the minimum distance to other texts, images or margins with the square around the letter "H" and marked with an X in the schedule next to it.

Minimum Logo Size

For the sake of readability, it is important not to make the logo too small. The minimum size allowed for the two variants is:



LOGO FREE ZONE



LOGO FREE ZONE



Logo Use

Logo Placement on Images

When we place the logo on background images, it is important to consider readability and clarity. We must take care to always use the right logo for the right purpose.



Logo Use

Do Not Alter The Logo

Making changes to the logo in any way, changing color or wording in the pay-off or affecting the visual expression is absolutely forbidden.



Brand Font

Typography is an essential component of Hultafors’ visual identity. It creates a visual voice, commands attention and elicits emotion. Staying within a limited palette of type fonts keeps brand communication coherent and recognizable.

The chosen fonts allow for multipurpose usage. Hultafors uses the font Franklin ITC Pro in all communications. Permitted variants are Light, Medium and Bold.

The font is selected to harmonize with the other elements of our profile program, but also to fulfill all requirements for usability in different media, whether print or digital.

FONT FAMILY:
FRANKLIN ITC PRO

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,?!@#\$%&*

AVAILABLE FONT WEIGHTS:

FRANKLIN ITC PRO LIGHT
FRANKLIN ITC PRO LIGHT ITALIC
FRANKLIN ITC PRO MEDIUM
FRANKLIN ITC PRO BOLD
FRANKLIN ITC PRO BLACK

Font Use

Typography Rules

Kerning & Spacing: Avoid changing the font’s character by increasing the spacing or kerning, which can negatively impact readability.

Weights: headlines in Bold, subheads in Medium, body copy in light and descriptors and preambles in bold.

Size Proportions: Headlines should be about two times bigger than preambles and three times bigger than body copy.

Line Height: Body and preambles: ca 115% Use tighter leading in headlines.

Kerning/Tracking: Headlines 0, body and preambles 0

Text Alignment: Left-aligned text is the easiest to read, so we always try to make our layouts after that.

HERE IS AN EXAMPLE ON HOW TO USE OUR FONTS IN COMMUNICATIONS AND PRODUCT INFORMATIONS AND PRODUCT INFORMATION.

| | | |
|---------------|--|-------------------------|
| MAIN HEADLINE | Igento que non omnimag ni | ITC Franklin Pro Bold |
| SUBHEAD | Endio expla id mo optae. Ereptat aut as ipsam veles eveliqui dolute nis coraesent ant, sitini ipid et quo optatur | ITC Franklin Pro Medium |
| BODY | Ullum eum adis quam experior soluptatas nos mod quiaeped ma corerias et vitatur sundus ium inis eum quatur accullendis digenihicia es dunt laborep edictio repelentur, odigni quat alicienti quas ario evellorro vel moluptat voluptatium volor resequi ut ea cor secerci piciae. Ut aut et, ulparcit faces quiatur, ullenis | ITC Franklin Pro Light |
| DESCRIPTOR | Ullum eum adis quam experior soluptatas nos mod. | ITC Franklin Pro Bold |

Brand Colors

Our brand colors are an integral piece of the Hultafors Tools brand. We use them to distinguish ourselves from our competitors. Color is extremely important in all that we do. It's what separates us and makes us unique.

When viewing our products you will notice that black tends to be our dominant color with white and red adding pops of color throughout. That is very intentional and very Hultafors.



Brand Colors

Primary Colors

Our corporate colors are black and white. They are primary colors because they are central to our brand and visual identity.

Complementary Colors

We have four complimentary colors. Red, Cream, Grey and Light Grey.

Red should be mainly used for pops of color; however, it can be used as a dominant background when using the Red Hultafors Texture, but only here and there. Red should never detract from our logo and never put us in the realm of our competitors

Cream should be used for backgrounds and subtle pops of colors. The cream color is an ode to professionals and also showing our historic roots. The subtle cream color mimics wood and also hints at environments our customers are familiar with.

Greys should be used for backgrounds, boxes, illustrations and iconography, but not in the logo or headlines. Greys are meant to be complementary and should never compete with or affect the impact and expression of Hultafors' primary colors.

Never deviate from the color instructions. Also, make sure to use the correct color profile for the right medium

PRIMARY COLORS

SLATE
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000

WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

SECONDARY COLORS

RED
CMYK 0, 95, 100, 0
RGB 28, 35, 19
HEX #E42313

CREAM
CMYK 8, 9, 14, 0
RGB 233, 255, 214
HEX #E8E0D5

GREY
CMYK 0, 0, 0, 30
RGB 179, 179, 179
HEX #B3B3B3

LIGHT GREY
CMYK 0, 0, 0, 10
RGB 230, 230, 230
HEX #E3E3E3

Brand Textures

The Hultafors Tools Brand Textures are the surfaces of the brand. They provide a base upon which we pull together our brand elements, as well as a literal background for print, web and social media. Consider them like wallpaper. They are used to accentuate, but never steal the show.

Hultafors brand textures play a vital role in creating strong brand recognition. The beauty of our textures is their versatility. They can be used in countless different ways, and they offer some flexibility that traditional branding elements like logos aren't suitable for.

Our textures represent the heart of our brand and are modeled after the quality of our tools and the environments they are used in.



Powdered Steel

Modeled after the steel texture found in many of our products, powdered steel is an ode to our use of only the highest quality materials. It is a nod to the top tier design, engineeering and performance our tools offer.

Jobsite

This texture is a nod to our North American jobsites. From concrete floors to used wood panels, and masonry, the jobsite texture is a surface our tradesmen professionals relate to.

Rule: Always place at 30% Opacity.

Historic

A combination of the Hultafors Cream color and Jobsite Texture, this Historic texture is a nod to our over 130 year history. The historic texture helps ground our brand in its roots and cement its future in every tradesmen & professional tool repertoire.

Rule: Always place at 85% Opacity.

Hultafors Red Texture

The classic Hultafors Red color mixed with a slightly textured vignette. This touch of texture and color helps to provide depth, dimension and atmosphere to an otherwise flat background.

Brand Photos

The Hultafors Tools Brand Photography is a collection of professionally captured and customized images that represent the essence of the Hultafors Tools brand. Our photography focuses on our utmost quality of our tools, their function and features, and the people that use them – The North American trade professional.

Our goal with brand photography is to capture the human side of our products and the success behind our users. We want to focus on the idea that we make the best quality tools possible which help professionals and tradesmen perform at their best.

Our images are a visual journey that, along with well-crafted language, educate our audience about the many layers of Hultafors Tools and helps them get a better sense of what our brand stands for.

NOTE: Use Hultafors Tools brand images across all marketing channels to ensure consistency and memorability.



Brand Photos

What is the essence of our photos?

All the best aspects of our tools - the performance, precision, quality, engineering, features and functionality. Ultimately, our photos capture the experience of our user. A tool for every job and every situation.

How do we accomplish this?

We shoot our products in use, in a variety of settings, with neutral clothing and in real life environments. Our goal is to accentuate each product, make it stand out, and give a strong visual experience and feeling.

What are we trying to capture?

High contrast images that make our products pop. Shots to consider: products in use up close, products in use from short range, products in use from medium range, a tools-forward people-background approach, tool arrays placed on jobsite environments and textures, and lastly, tools by themselves in a workplace environment.

The Hultafors LUT

By using a handcrafted Hultafors Lookup Table (LUT) we are able to ensure that our photos are evenly balanced and stand apart from other brands. A photo LUT is essentially a filter or vignette that alters an image's color and tone. Our LUT is placed over every photo to give each shot a unique and very Hultafors feel. It helps to accentuate the focus on the product or user.

For specific LUT information please contact Jennifer Brake, HGNA Director of Brand Marketing | jennifer.brake@hultaforsgroup.com

SEE BELOW FOR SOME VISUAL EXAMPLES OF DIFFERENT SHOT TYPES AND PHOTOGRAPHY OF TOOLS AND USERS IN DIFFERENT ENVIRONMENTS. OUR USERS REPRESENT A WIDE RANGE OF PROFESSIONALS, AND THEIR JOBSITES DIFFER. BELOW YOU WILL SEE RESIDENTIAL BASED PHOTOS ON THE LEFT AND COMMERCIAL BASED PHOTOS ON THE RIGHT.



Brand Examples

The following brand examples are for directional purposes only. All executions are meant to depict how the Hultafors Tools branding elements could be used together in layout. The following examples are meant to inspire and encourage the use of brand fonts, logos, colors, textures and photography.



SOCIAL ADS



**STEEL ALUMINUM.
ERGONOMICAL TIPS.**
Precision at its finest.



**WIDE RANGE OF
WRECKING BARS.**

- Adjustable claw
- Secure strap function
- High quality steel

PRODUCT SHEETS



COLLATERAL



IN-STORE DISPLAY



BROCHURE SPREAD



BROCHURE PAGES





The Difference is in the Details

Hultafors Tools is part of a full array of brands dedicated to the professional. Thank you for your efforts in learning and sharing the Hultafors Tools story and best wishes for a successful relationship with our products.



HULTAFORS GROUP