



AUTHORIZED DISTRIBUTOR GUIDELINES AND SIGNAGE SPECS

June 2021



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WHAT ARE WE WANTING TO ACCOMPLISH

Hilti's branding changed in 2016 and if a Rental partner or Authorized Distributor chooses to include Hilti branding into their facility they must adhere to our revised brand by December 2020.

- Old Branding:
 - Red and Black
 - Outperform. Outlast slogan
 - Hilti Logo change on red background
- New Branding:
 - Updated Logo and clearance requirements
 - Use of warm construction colors like concrete and steel versus black

Logo for Tool Trees



Blockbuster



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 ¹	No	Yes (if Hilti is not present in the country, otherwise partial)	Partial	Partial (as defined on the following pages)	No	Process rolling out by Dec 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



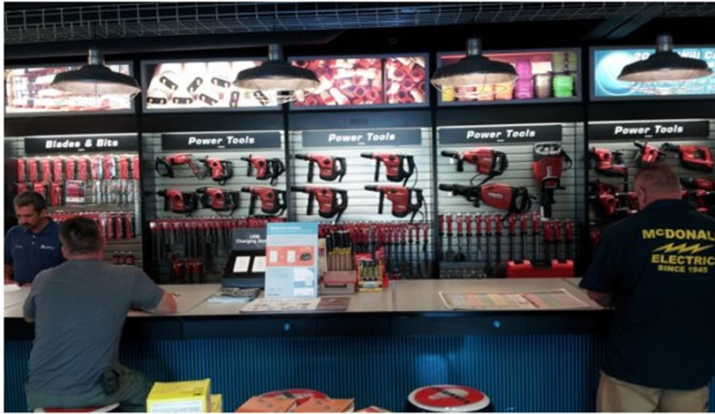
Hilti Logo for iconic assets



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:



BRANDED – NON-COMPLIANT EXAMPLE

- Use of the old brand slogan – Outperform. Outlast. or the red and black “blockbuster” is NOT compliant.



BRANDED – NON-COMPLIANT EXAMPLE

- Use of the old brand slogan – Outperform. Outlast. or the red and black “blockbuster” is NOT compliant.



BRANDED – NON-COMPLIANT EXAMPLE

- Use of the old brand slogan – Outperform. Outlast. or the red and black “blockbuster” and the end cap logo is NOT compliant.



NON-BRANDED - COMPLIANT EXAMPLE

- There are no visible Hilti branding elements. Ok as is.
- Branding is ok with this display since vendor is not required to brand their space per Hilti contracts.



BLOCKBUSTER SPECIFICATIONS

BLOCKBUSTER SPECIFICATIONS

TO BRAND PROPERLY:

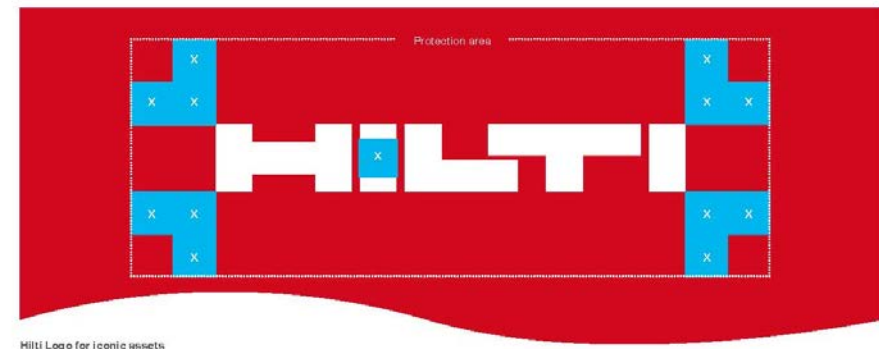
- Remove all “blockbusters.”

OR

- Replace with complaint header shown below.



- Hilti logo on end cap is outdated iconic logo and doesn't have enough spacing around logo. Make sure that the below guidelines are followed as shown to the right.



Hilti Logo for iconic subsets

TOOL TREE SPECIFICATIONS

2

TOOL TREE SPECIFICATIONS

- Final print size: 7.5" x 28.5"
- Download templates at www.hilti.com/ADTemplates
- Tool tree material should be:
 - Styrene contour cutting multicam



BANNER SPECIFICATIONS



6' AND 9' BANNER SPECIFICATIONS

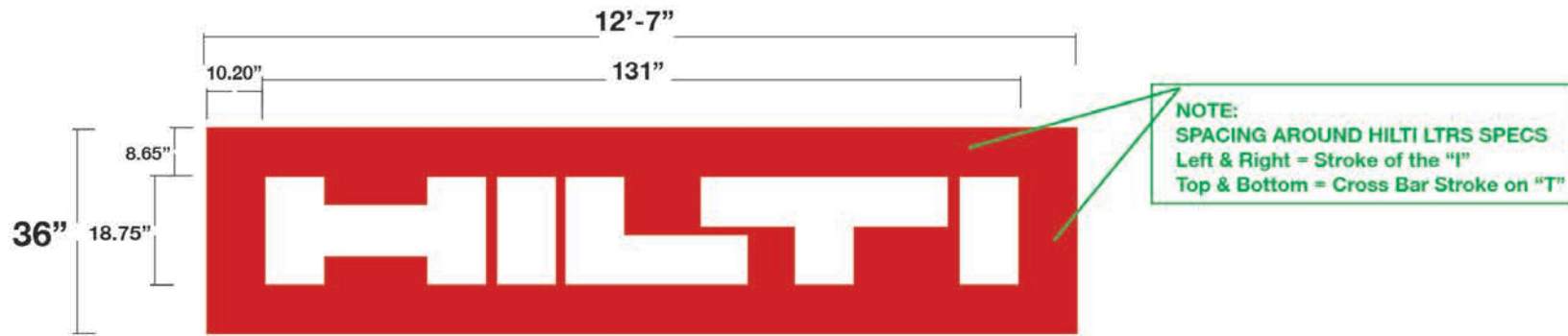
- Two available sizes for banners – 6' and 9' widths by 3' tall respectively
- Download templates at www.hilti.com/ADTemplates
- Banner material should be
 - Inside only - 13oz/18 oz Decolit no curl banner
 - Exterior - 13oz/18oz Mesh



NON-LIGHTED SIGNAGE SPECIFICATIONS



36" NON LIGHTED SIGNAGE SPECIFICATIONS



SIGN VIEW
NO SCALE

.063 ALUMINUM PANNED PANEL 2" IN DEPTH.
 BACKGROUND GLOSS WHITE WITH APPLIED
 H/P VINYL COPY, "HILTI".
 PANEL TO HAVE ALUMINUM ANGLE TOP & BOTTOM
 FOR MOUNTING.

RED = #33 OPAQUE H/P VINYL
 BLACK = GLOSS H/P VINYL

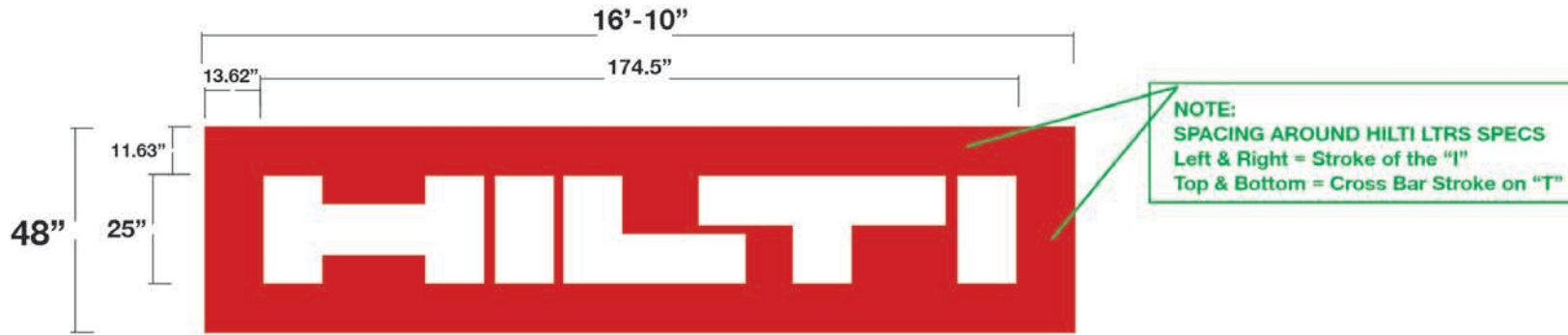
1" x 2" x .125" ANGLE ALUM. TOP & BOTTOM
 SPACED w/ 3/4" x 3/4" x .125" SQ. ALUM TUBE

SECURE TO WALL w/ 1/4" EXPANSION BOLTS OR
 FASTENERS SUITABLE FOR WALL CONDITIONS
 (NON CORROSIVE TYPE)

INSTALL :

THRU SECTION
NO SCALE

48" NON LIGHTED SIGNAGE SPECIFICATIONS



SIGN VIEW
NO SCALE

.063 ALUMINUM PANNED PANEL 2" IN DEPTH.
 BACKGROUND GLOSS WHITE WITH APPLIED
 H/P VINYL COPY. "HILTI".
 PANEL TO HAVE ALUMINUM ANGLE TOP & BOTTOM
 FOR MOUNTING.

RED = #33 OPAQUE H/P VINYL
 BLACK = GLOSS H/P VINYL

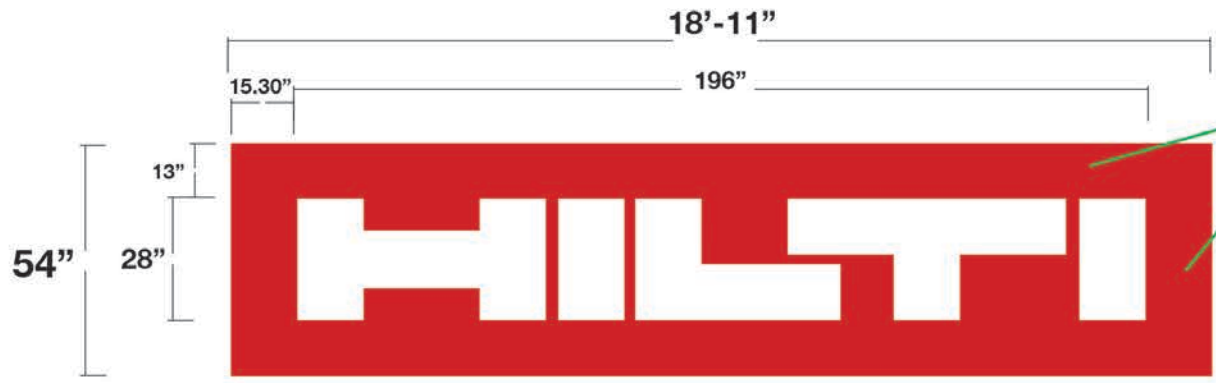
1" x 2" x .125" ANGLE ALUM. TOP & BOTTOM
 SPACED w/ 3/4" x 3/4" x .125" SQ. ALUM TUBE

SECURE TO WALL w/ 1/4" EXPANSION BOLTS OR
 FASTENERS SUITABLE FOR WALL CONDITIONS
 (NON CORROSIVE TYPE)

INSTALL :

THRU SECTION
NO SCALE

54" NON LIGHTED SIGNAGE SPECIFICATIONS



NOTE:
 SPACING AROUND HILTI LTRS SPECS
 Left & Right = Stroke of the "I"
 Top & Bottom = Cross Bar Stroke on "T"

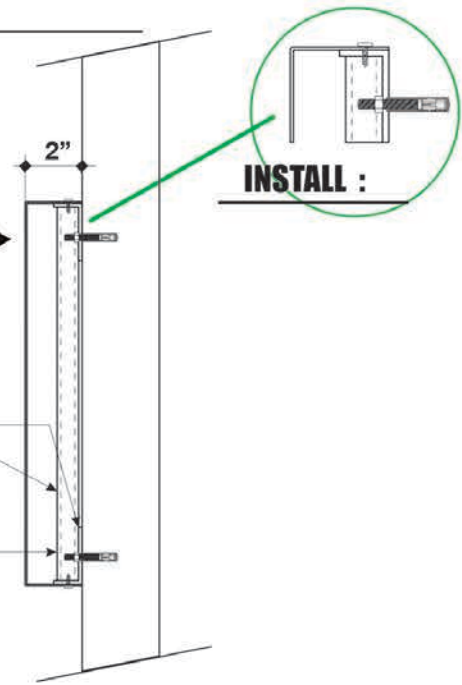
SIGN VIEW
 NO SCALE

.063 ALUMINUM PANNED PANEL 2" IN DEPTH.
 BACKGROUND GLOSS WHITE WITH APPLIED
 H/P VINYL COPY. "HILTI".
 PANEL TO HAVE ALUMINUM ANGLE TOP & BOTTOM
 FOR MOUNTING.

RED = #33 OPAQUE H/P VINYL
 BLACK = GLOSS H/P VINYL

1" x 2" x .125" ANGLE ALUM. TOP & BOTTOM
 SPACED w/ 3/4" x 3/4" x .125" SQ. ALUM TUBE

SECURE TO WALL w/ 1/4" EXPANSION BOLTS OR
 FASTENERS SUITABLE FOR WALL CONDITIONS
 (NON CORROSIVE TYPE)



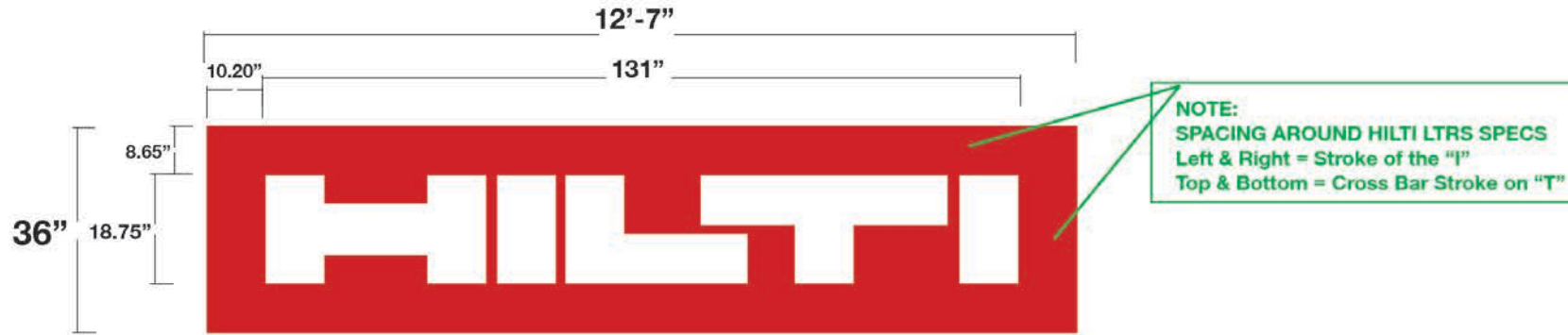
THRU SECTION
 NO SCALE



LIGHTED SIGNAGE SPECIFICATIONS



36" LIGHTED SIGNAGE SPECIFICATIONS

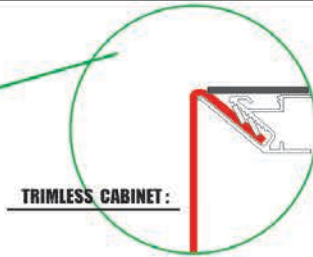


SIGN VIEW
NO SCALE

6" ALUMINUM CONSTRUCTED TRIMLESS SIGN CABINET PTD. GREY PMS 7540C. CABINET TO BE BUILT FOR FLEX FACE MATERIAL WITH NO FACE RETAINERS. FACE IS HINGED FOR SERVICE ACCESS.

WHITE FLEX MATERIAL WITH APPLIED 3M TRANSLUCENT RED VINYL #3630-33 FIRST SURFACE TO MATCH PMS 1795C. BACKGROUND TO BE RED WITH COPY "HILTI" TO BE WHITE.

WHITE LED LIGHTING (EVEN DISTRIBUTION OF LIGHT REQUIRED)
POWER SUPPLIES TO BE MOUNTED INSIDE ALUMINUM CABINET FOR SERVICING.



SECONDARY TO BE PUNCHED THRU FASCIA FOR FINAL HOOK-UP.

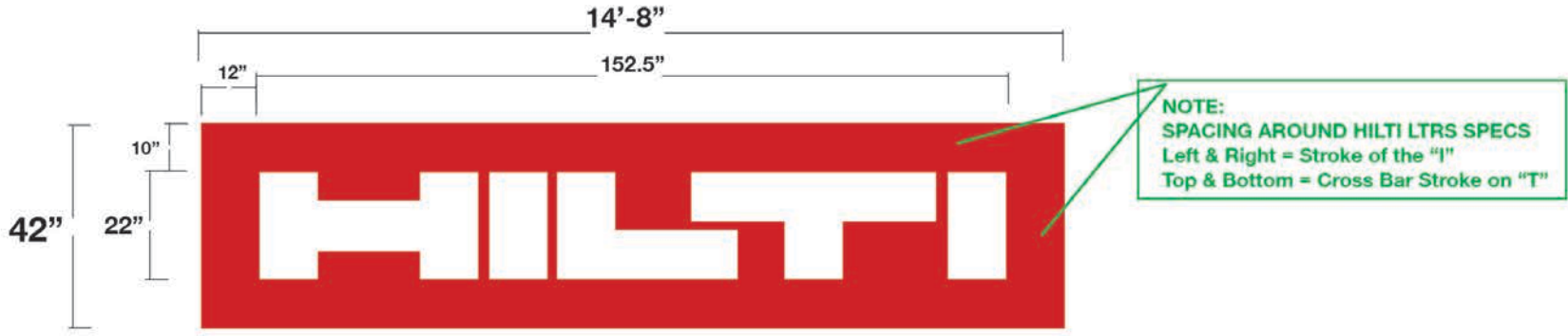
POWER REQ - 120V
(1) 20 AMP CIRCUIT REQ.

S-MD 1/4 -14 HILTI SELF DRILLING SCREWS INTO STUDS, TYP. (ICC-ESR #2196)

SIGNAGE TO BE UL LABELED

THRU SECTION
NO SCALE

42" LIGHTED SIGNAGE SPECIFICATIONS

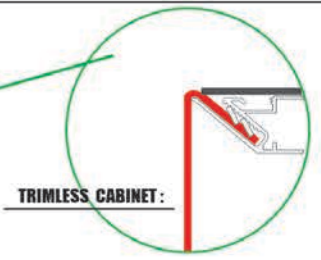


SIGN VIEW
NO SCALE

6" ALUMINUM CONSTRUCTED TRIMLESS SIGN CABINET PTD. GREY PMS 7540C. CABINET TO BE BUILT FOR FLEX FACE MATERIAL WITH NO FACE RETAINERS. FACE IS HINGED FOR SERVICE ACCESS.

WHITE FLEX MATERIAL WITH APPLIED 3M TRANSLUCENT RED VINYL #3630-33 FIRST SURFACE TO MATCH PMS 1795C. BACKGROUND TO BE RED WITH COPY "HILTI" TO BE WHITE.

WHITE LED LIGHTING (EVEN DISTRIBUTION OF LIGHT REQUIRED)
POWER SUPPLIES TO BE MOUNTED INSIDE ALUMINUM CABINET FOR SERVICING.



SECONDARY TO BE PUNCHED THRU FASCIA FOR FINAL HOOK-UP.

POWER REQ - 120V
(1) 20 AMP CIRCUIT REQ.

S-MD 1/4 - 14 HILTI SELF DRILLING SCREWS INTO STUDS, TYP. (ICC-ESR #2196)

SIGNAGE TO BE UL LABELED

THRU SECTION
NO SCALE



ADDITIONAL INFORMATION

- Authorized Distributors can order the standardized gondola signage in 3 available sizes
 - 9" T x 48" W
 - 6" T x 48" W
 - 4" T x 48" W

<https://www.hilti.com/content/hilti/W1/US/en/services/buying-from-hilti/ad/sign-request.html>

- Other signage specifications are listed within this presentation for Authorized Distributors to order based on their needs
 - Templates for the banners and tool tree can be found at www.hilti.com/ADTemplates
- For logo usage requests or co-branding opportunities not outlined in this presentation, please submit a [Brand Review Request](#) to MarComm

THANK YOU

