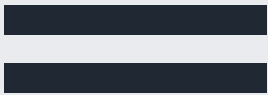


GRAPHIC MANUAL

GUIDELINES FOR HSP GRIPEN
BRAND IDENTITY



INFORMATION & CONTACT

COMPANY :

HSP GRIPEN
HASSELA SKOGSPRODUKTER AB

COMPANY ADDRESS

KÖPMANBERG SVÄGEN 3
824 55 HUDIKSVALL,
SWEDEN

CONTACT :

WWW.HSP.SE

The logo features the word "Gripen" in a large, bold, yellow serif font. To the left of the "G" is a small circular emblem containing the letters "HSP". Below "Gripen" is the phrase "of Sweden" in a smaller, yellow, cursive script font.

DESIGN AND BRAND GUIDE- LINES



CONTENTS

» Introduction	05
» Brand logo	06
» Logo – Space	08
» Logo – Not permitted	09
» Other messages	10
» Typography	12
» Brand colours	14
» Image – Tone	15



WELCOME TO HSP GRIPEN!



INTRODUCTION

In 1994, one of Sweden's many machine operators grew tired of the poor offering and mediocre quality of grapples and decided to start developing and manufacturing his own brand. He had an idea of what was required from a grapple for it to work efficiently and last a long time. Today, HSP Gripen is one of the leading companies within the grapple manufacturing sector. In September 2010, the company was acquired by Johan Hedin and Tomas Jonsson, both with extensive experience in the machinery and forestry industry. Tomas Jonsson subsequently became the sole owner in April 2017. HSP Gripen has all its production based in Hudiksvall in Northern Hälsingland. Approximately 65% of the company's total production goes to the overseas market.

HSP Gripen is manufactured using the latest technology to produce grapples of the absolute highest quality. Production is effected with cutting operation using lasers, gas and plasma as well as robotic

welding in modern machines for efficient production. For the best finish, the grapples are then powder-coated before finishing treatment, mounted and checked one last time in our state-of-the art testing facility EOL1 = End of line test. Everything for you to get the most out of your grapple.

HSP Gripen is designed so that you will be able to maintain a high level of productivity and work fast. All grapples have a low-profile and are light so that they take up little space and are easy to transport and provide additional lifting height. The design of the grapple's claws allow for smooth and speedy operation in various materials enabling a smooth roll-in and a high filling ratio. All grapples except the smallest ones are equipped with dual hydraulic cylinders for a low axle load and end position cushioning for exceptionally good handling characteristics. Together with dual boom tubes, this provides a very stable and powerful grapple. Expander bolts are included as standard.

FOUNDED:
1994



WHO WE ARE:
HSP GRIPEN
HASSELA SKOGSPRODUKTER AB
HUDIKSVALL

ADDRESS:
KÖPMANBERGSVÄGEN 3
824 55 HUDIKSVALL, SWEDEN

**SWEDISH-MADE
OWN DEVELOPMENT AND SERVICE
ALWAYS THE HIGHEST QUALITY POSSIBLE**

BRAND LOGO

APPLICATION

The logo is available for use as the original, greyscale or negative, including a symbol in the form of the Gripen "G".

For monochrome reproduction, use a dark grey color, *PMS Cool Gray 11* instead of black (*black can be used if absolutely necessary*).

The yellow against a white background should **not** be used; use a black backdrop or a black logo, or alternatively the grey one.



Filename: Gripen_CMYK_Sweden_Block.eps,
Gripen_PMS130_Sweden_Block.eps

ORIGINAL



Filename: Gripen_CMYK_Sweden.eps, Gripen_PMS130_Sweden.eps

GREYSCALE



Filename: Gripen_CMYK_Gray_Sweden.eps, Gripen_Pms_CoolGray11_Sweden.eps

NEGATIVE



Filename: Gripen_Neg_Sweden.eps

SYMBOL



Filename: Gripen_CMYK_G_yellow.eps



Filename: Gripen_CMYK_G_grey.eps



LOGO

SPACE

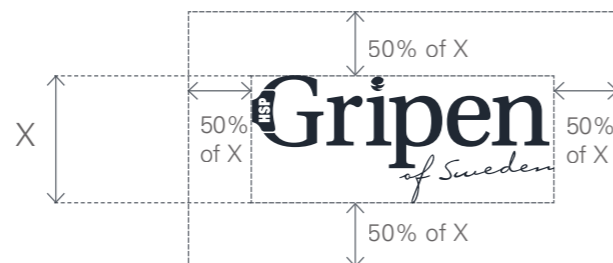
Be sure to have a clear space around our logo, i.e. keep text and graphic elements at a proper distance. By leaving ample space around the logo, this ensures clear profiling in all our communications. The recommended minimum space is 50% of the total logo height.

Our logo should be sufficiently large to be read easily in every application. Whilst this is the smallest applicable size, whenever possible it is preferable that the logo is reproduced in a larger size than the minimum. Any size other than the smallest size can be applied, however, the proportional distance between the logo and adjacent text remains the same.

Minimum size

Depending on the printable area, it will sometimes be necessary to increase or decrease the logo size. Always keep everything well balanced, and above all make sure the text is readable.

RECOMMENDED SPACE



MINIMUM SIZE

Gripen
of Sweden

Width: 40mm
Height: 16,957 mm

LOGO

NOT PERMITTED

Any changes to our logo will reduce its integrity and diminish our brand image. The examples shown here are some specific “not permitted” instances for use of our logo.

EXAMPEL

Gripen
of Sweden

Don't apply yellow logo on white background

Gripen
of Sweden

Don't change the colour on our logo.

Gripen
of Sweden

Don't place text here!

Don't place text next to our logo.

Gripen
of Sweden

Don't apply element or shadows in our logo.

Gripen
of Sweden

Don't apply an outline.

OTHER MESSAGES

APPLICATION

Social media:

Place the icons in this order:

FB - INSTA - LI - YOUTUBE
with the text **@hspgripen** under the icons. See the examples below.

FOR TOUGH JOBS – GRIPEN



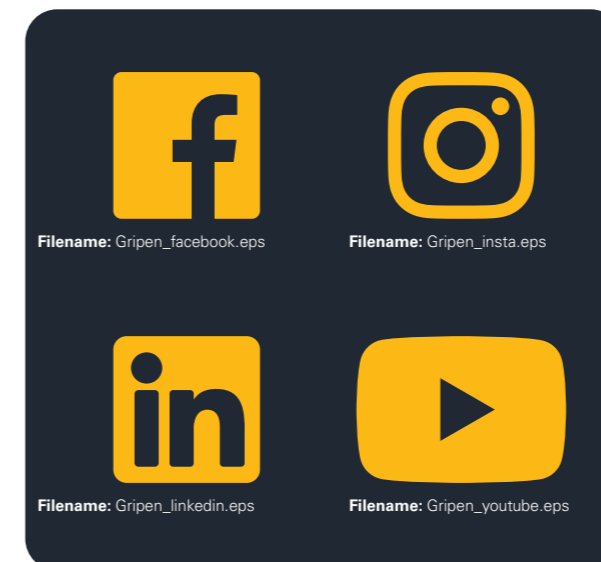
FOR TOUGH JOBS – GREY



ORIGINAL



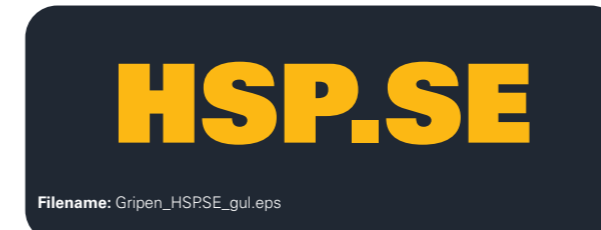
GRIPEN – SOCIAL MEDIA



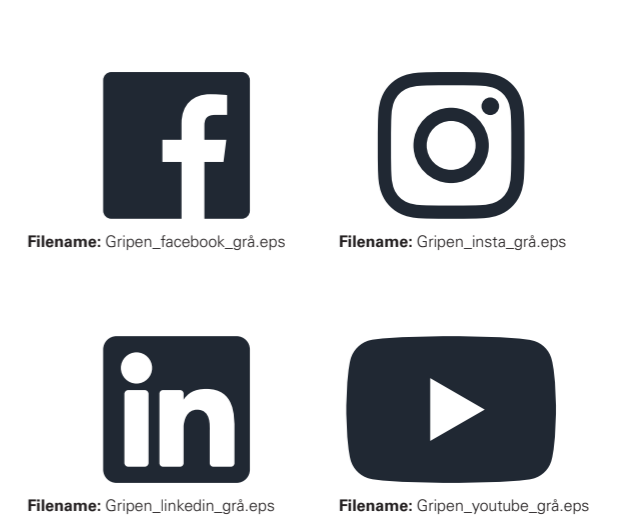
ORIGINAL PART – NEG



HSP.SE



GRIPEN – SOCIAL MEDIA GRAY



ORIGINAL PART – GRAY



HSP.SE – GRAY



TYPOGRAPHY

FONT WEIGHT

FONT WEIGHT AND USAGES

45 Light
Letter spacing: 0pt
Size: 10pt
Leading: 12pt

Light is used for captions
and the body text.

65 Bold
Letter spacing: 0pt
Size: 10pt
Leading: 12pt

Bold is used for subheadings.

FONT:
UNIVERS LT STD (OPENTYPE)

UNIVERS LT STD - 45 LIGHT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

UNIVERS LT STD - 65 BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

SIFFROR

0 1 2 3 4 5 6 7 8 9 0

SPECIAL TECKEN

! " § \$ % & / () = ? ` ; :
i " ¶ ¢ [] | { } ≠ ¿ '
« Σ € ® † Ω " / ø π • ± '

FONT WEIGHT AND USAGES

85 Extra black
Letter spacing: 0pt
Size: 10pt
Leading: 12pt

For headers, use **85 Extra black**
and apply letterspacing of 80% (see
the example)

Used for main headings

Roboto regular
9 pt / 11 pt
Leading: 10pt

Used as a complementary font.

FONT:
ROBOTO REGULAR

UNIVERS LT STD - 85 EXTRA BLACK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

SIFFROR

0 1 2 3 4 5 6 7 8 9 0

THERE IS ONLY ONE
GRAPPLE WORTH THE
NAME. WE HAVE 100
MODELS OF IT.

ROBOTO REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

COLOUR

BRAND COLOURS

PRIMARY COLOUR SYSTEM

The primary colour palette should be consistent in all communications. The basic colours that we work with may be supplemented by a number of complementary colours in the future. Whenever possible, please use Pantone colours



PANTONE

130

CMYK

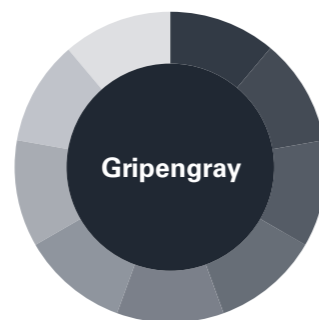
0, 30, 100, 0

RGB

251 186, 0

HEX

#fba000



PANTONE

Cool Gray 11

CMYK

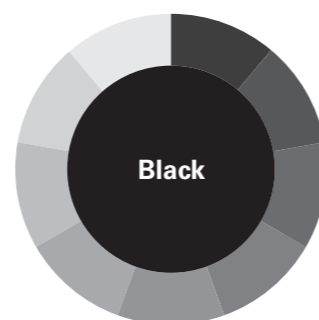
50, 35, 22, 84

RGB

35, 35, 35

HEX

#232323



PANTONE

Black

CMYK

0, 0, 0, 100

RGB

0, 0, 0

HEX

#000000

IMAGE

TONE

Use this style for banners, ads, social media and reports. It captures our identity and our undertakings as a brand.



WWW.HSP.SE