



ATLAS COPCO BRAND IDENTITY MANUAL FOR DISTRIBUTORS

This manual is aimed at distributors with a valid Atlas Copco agreement only.

Atlas Copco

WORKING WITH ATLAS COPCO

The Atlas Copco Way

Atlas Copco operates worldwide with a long-term commitment to customers in each country and market served, and we strive to develop close relationships in order to be able to continuously meet and exceed their expectations. Our vision is to be First in Mind—First in Choice® of customers and other stakeholders.

We strive to be the preferred supplier to current and potential customers.

- We aim to deliver consistently high-quality products and services that contribute to our customers' productivity.
- Our products and services are developed with the aim of meeting the quality, functionality, safety and environmental needs of our customers.
- An important part of our product offering is service – service contracts, accessories, consumables and rental equipment. Our customers have the right to expect professional service and aftersales support, including quick access to deliveries of high-quality Atlas Copco accessories and spare parts.

Distributor relations

A customer should be able to expect the same service and support from a distributor of Atlas Copco products and solutions as from an Atlas Copco company directly. As such, distributors are selected and evaluated impartially on the basis of objective factors including quality, delivery, price and reliability, as well as commitment to environmental and social development.

Atlas Copco strives to be the best associate for our distributors.

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June 2014, Fifth edition

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PROMOTING ATLAS COPCO

There is a world of opportunities where Atlas Copco products and solutions can be promoted by a distributor.

Advertisements and listings	Include the Atlas Copco logotype in all advertisements.
Broadcast media	Always mention Atlas Copco products and solutions.
Buildings	Make sure there is signage informing that you are an authorized distributor of Atlas Copco products and solutions.
Business cards	Put the Atlas Copco logotype on your business cards together with other main brands that you carry. Your own logo should be dominant.
Customer events and seminars	Use Atlas Copco roll-ups, leaflets and promotional material.
E-mail footers	In the footer of your e-mails, state that you are an authorized distributor. Include a link to Atlas Copco's website.
Exhibitions	Expose Atlas Copco display material, products, machinery and leaflets.
Letterheads	You can put the Atlas Copco logotype on letterheads and envelopes as long as it is clear that you are the sender.
Mailings, including e-mailings	You may include the Atlas Copco logotype if it is clear that you are the sender. Add information and links to the Atlas Copco website to your e-mail signature.
Media	Always coordinate media activities with Atlas Copco. Ask Atlas Copco to support you with editorials and press releases.
Photos	Use photos from Atlas Copco's multimedia gallery when you are promoting Atlas Copco products and solutions. The multimedia gallery can be found at multimedia.atlascopco.com
Promotional material	Atlas Copco supplies a range of promotional material. There is a special section of promotional material for distributors in the Profile Store, with "Authorized distributor" on each item. The Profile Store can be found at www.atlascopco.com/profilestore
Quotations	Discuss with Atlas Copco if you want to use our format.
Recruitment	When you recruit, always mention that you represent Atlas Copco products and solutions.
Signage	Use the signals and stickers for "Authorized distributors" from the profile store.
Switchboard	If you have a call-waiting system, include a reference to Atlas Copco products and solutions in your recorded message.
Training seminars	Use Atlas Copco presentations at your training sessions.
Vehicles	Put an Atlas Copco sticker on your vehicles, service cars and vans.
Website	Use the Atlas Copco logotype on your website. Make a link from your website both to the Atlas Copco country website and to relevant product pages.
With compliments slip	Put the Atlas Copco logotype on your compliments slip together with other main brands that you carry.
Workwear	Put the Atlas Copco logo beside your own on clothes used in the stores and by service engineers. Use the words "Authorized distributor" under the Atlas Copco logotype.

DISTRIBUTORS' REFERENCE TO ATLAS COPCO

"Atlas Copco authorized distributor" is the preferred distributors' reference to Atlas Copco. It must be used in every communication channel, such as advertising, facade signs and labels on vehicles. The "Authorized distributor" reference can be either centered and aligned below the logotype free space, or to the right of the logotype free space. The free space is defined on page 6. "Authorized distributor" is to be written in black Arial Bold, in upper- and lowercase letters.

The distributors' reference can be translated into your local language. Ask your local distributor center for advice.

Please check with your Atlas Copco customer center for guidelines on the use of the reference "Authorized distributor".

A distributor of Atlas Copco products and solutions

In certain cases, such as broadcast media, call waiting systems, etc. you might want to describe Atlas Copco. This is how you should describe us:

"Atlas Copco is a world-leading provider of sustainable productivity solutions. We represent their ... products and solutions. Atlas Copco develops products and service focused on productivity, energy efficiency, safety and ergonomics."



Authorized distributor



**Authorized
distributor**

BASIC RULES FOR THE LOGOTYPE

The Atlas Copco logotype

The Atlas Copco logotype must never be changed or tampered with. Always use the original artwork and the correct logotype proportions.

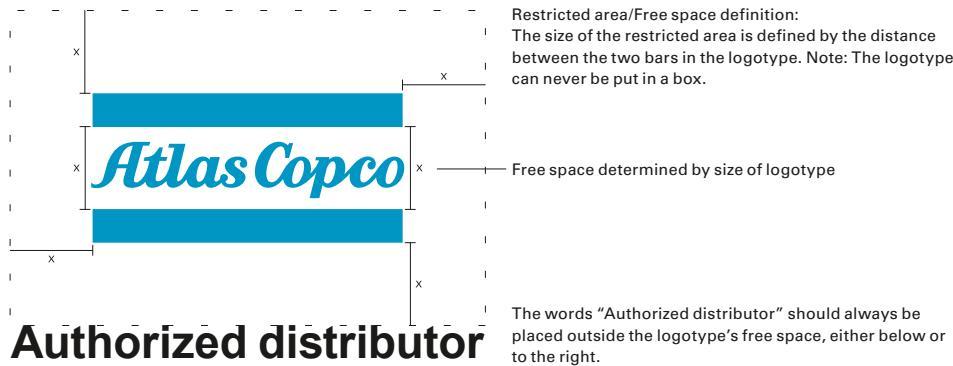
- Never remove the bars from the logotype
- Never stretch or compress the logotype
- Never place the logotype on a busy background
- Never put the logotype in a box

Logotype's restricted area/free space

It is crucial that the Atlas Copco logotype is clearly visible. With the addition of a restricted area, also called free space, around it, the eye will more easily recognize the logotype. The larger the free space around the logotype, the greater the visual impact.

Less restricted area around the logotype (half the free space) is permitted in signs, sales promotional items and web applications. Ask Atlas Copco for advice.

Free space around the logotype



Half the free space around the logotype for signs, sales promotional items and web applications



LOGOTYPE COLORS AND BACKGROUNDS

Logotype colors

The Atlas Copco logotype is blue and an essential part of the visual identity. Use either a blue logotype on a white background or a white logotype on an Atlas Copco Blue background. Sometimes, for economical or practical reasons, you may need to reproduce it in black.



Authorized distributor



Authorized distributor

Logotype backgrounds

The blue logotype can be used on a white, light gray or black background. For a medium gray background use the black logotype. The white logotype works on a dark gray background. See illustration for color specifications. Never place the logotype in a box just to avoid an unsuitable background color.



Never place the logotype in a box just to avoid an unsuitable background color



Authorized distributor

From 1–10% black



Authorized distributor

100% black



Authorized distributor

From 11–50% black



Authorized distributor

From 51–100% black

Never produce the Atlas Copco logotype in any other color or combination than described above.

ATLAS COPCO COLORS

Atlas Copco has the following unique corporate colors that you as a distributor can use (color samples needed):

Atlas Copco Blue	Atlas Copco Dark Gray	Atlas Copco Light Gray	Atlas Copco Black
Pantone Coated 313 C	Pantone Coated Cool Gray 11 C	Pantone Coated 420 C	Pantone Coated Black 6 C
CMYK 100 / 0 / 15 / 6	CMYK 10 / 0 / 0 / 90	CMYK 5 / 0 / 10 / 25	CMYK 30 / 0 / 0 / 100
RGB (for web) 0 / 153 / 204	RGB (for web) 110 / 110 / 120	RGB (for web) 210 / 210 / 210	RGB (for web) 0 / 0 / 0

Color samples for reference are available through your Atlas Copco Customer Center. Contact them for support and assistance.

The color sample, sometimes also referred to as the ‘color specimen,’ is the only standard that applies when producing any printed materials or products that involve our unique corporate colors. Make sure that your supplier always has a color specimen/sample to use as a reference. If, for any reason, you need to make a complaint, you will have no claim if you have provided only a color code for the colors.

A proof from your supplier is the best way to determine if your supplier has managed to reproduce the colors according to our standard.

You will find that many of our unique colors correspond to some of the colors in the Pantone color system. These are however merely recommendations. Colors can never be reproduced by only referring to a fixed color code in color systems like Pantone or a CMYK code.

The PMS and CMYK color codes for our colors should only be used as recommendations. Some of our colors are more complex than others. This means that the recommended codes/references will have to be adjusted, again warranting a proof.

In the end, use your eyes to determine if the reproduced color is correct by comparing it to our printed material color samples and product color specimens!

NCS color mixtures for signage and exhibitions, for example, are tricky to handle. The colors can differ slightly from bucket to bucket or on where the color is purchased, i.e. how well the mixing machines are calibrated. Always use a color specimen to ensure that the mixture does not deviate from the actual Atlas Copco Blue color sample.

See illustration on color codes on previous page.

Note: The color specimens for products come with various levels of gloss. Gloss is an important characteristic which influences the visual impression of a color. Regarding printed material, please be aware that your choice of paper has a big impact on how the color comes out in printing, as does the amount of color, temperature, humidity, etc.

LETTERHEADS AND ENVELOPES

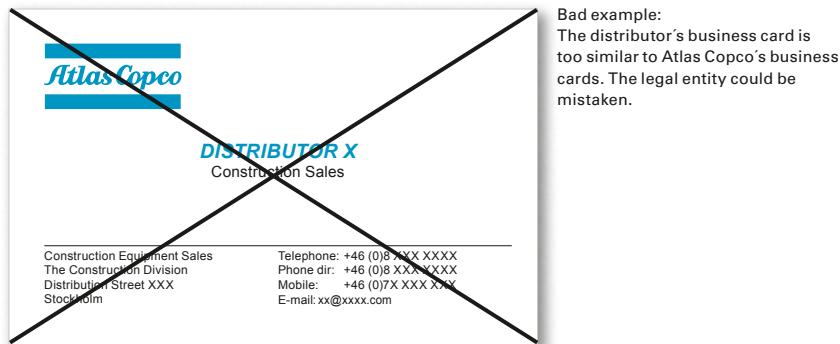
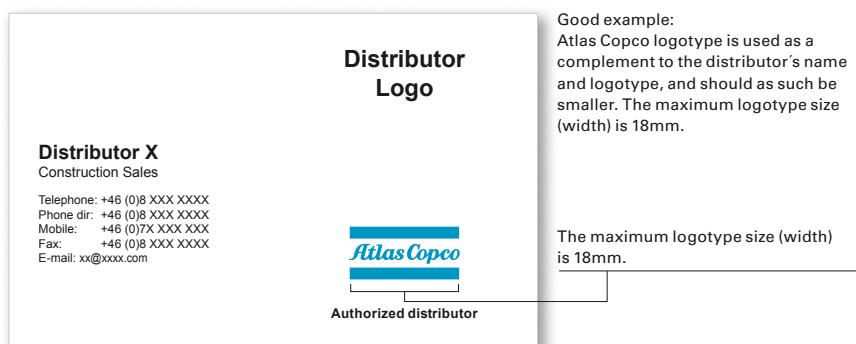
The Atlas Copco logotype can be used on the footer, or bottom part of letterheads as long as it is clear that the distributor is the sender. The distributor's logotype must be larger and more prominent than the Atlas Copco logotype. Always write "Authorized distributor" together with the Atlas Copco logotype. Allow enough free space around the logotype.

BUSINESS CARDS

The distributor should always use its own brand identity.

The business card should clearly show the distributor's name and logotype so that the legal entity is not mistaken.

The distributor has the option to use the Atlas Copco logotype to complement the distributor's name and logo.



INTERNET

Home page

A distributor is allowed to use the Atlas Copco logotype on the website after approval by the local Atlas Copco Customer Center. The Atlas Copco logotype should be surrounded by the minimum required half free space, as defined on page 6.

Distributors are encouraged to make links to the local Atlas Copco website and to specific product pages rather than copying information from Atlas Copco's website. This is to ensure that the information is always up to date.

The blue logotype should always be placed on a white or 1–10% black (light gray) background.



Good example:
Logotype free space is correct.

The Atlas Copco logo should never appear as if in a frame or a box.

Domain names

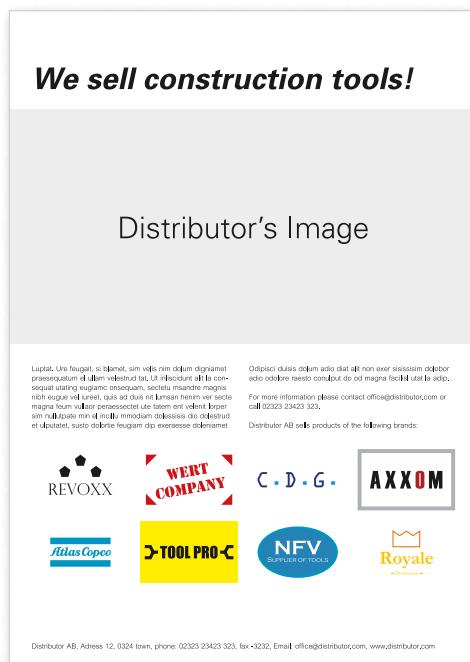
Distributors cannot register any domain names including any part of the Atlas Copco name.

ADVERTISEMENTS, MAILINGS AND LISTINGS

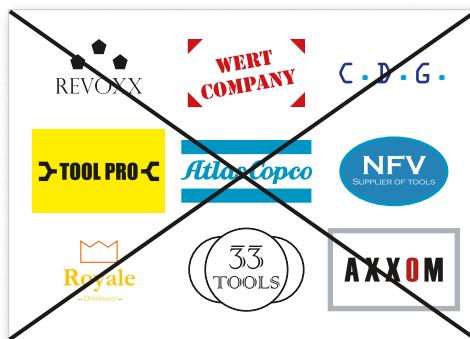
Use of the logotype in advertisements

A distributor's advertisements, mailings and listings must show the distributor as the sender, with the distributor's logotype clearly dominant. When showing the Atlas Copco brand, the Atlas Copco logotype should be clearly visible and surrounded by the required free space, as defined on page 6.

Always use the blue logotype on a white background in advertisements.



Good example:
Logotype free space is respected.



Bad example:
Logotype free space violation.

SIGNAGE

Use of the Atlas Copco logotype on facade signs and labels (indoors and outdoors) is an important way to guide the customer to the distributor.

Facilities should be recognized by high-quality exterior signage. On signs, the minimum free space around the logotype is half the free space, as defined on page 6. The “Authorized distributor” reference must always be used, as described on page 5.

Signage is provided by your Atlas Copco Customer Center. Never produce your own signage.



Good example:
Always allow enough free space around the logotype.
The blue logo should always have a white background.

EVENTS AND EXHIBITIONS

The logotype on exhibitions

An exhibition is an important opportunity to display and strengthen the brand of both the distributor and Atlas Copco. The blue logotype on a white background or the white logotype on Atlas Copco blue background must be used. The logotype must always be surrounded by the free space, as defined on page 6.



Good example:
The Atlas Copco logotype is clearly visible.

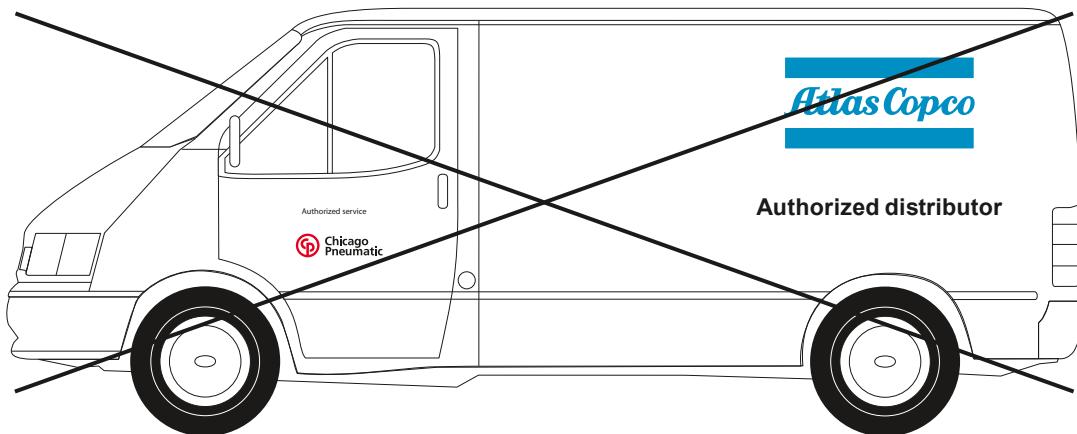
VEHICLES

Labels on vehicles

Atlas Copco distributors may add appropriate adhesive labels to sales, delivery and service vehicles.

The logotype on vehicles

The blue logotype should be used on vehicles. However, if the vehicle is a color where the Atlas Copco logotype is not visible the distributor may use the logotype in the black or white version. The “Authorized distributor” reference must always be used, as described on page 5.



Bad example:
The distributor's logotype must be larger and more prominent than the Atlas Copco logotype.

PRINTED MATTER

Printed matter such as sales brochures, catalogs and technical documentation may be ordered through the local Atlas Copco Customer Center. Low resolution PDF files of sales brochures and technical documentation can be downloaded from the Atlas Copco website; see www.atlascopco.com

Mining and Rock Excavation Technique

www.atlascopeo.com

www.acprintshop.com

Construction Technique

www.acprintshop.com

Industrial Technique

www.atlascopco.com/products (Go to “Links and downloads”)

Compressor Technique

www.atlascopco.com

Only Atlas Copco companies are allowed to produce Atlas Copco-branded leaflets.

You can place your own distributor sticker on the Atlas Copco branded brochures or leaflets as long as the Atlas Copco logotype is clearly visible.

PHOTOS, VIDEOS AND FLASH ANIMATIONS

Atlas Copco photo gallery

Atlas Copco has a web-based public photo gallery where a large selection of photos can be found. The photos may be used for free by authorized distributors. All photos used must have a reference to the source: "Photo: Atlas Copco".

The photo gallery is located at multimedia.atlascopco.com. A search for photos can be done by product group, via free-text search or by a unique identification number. Files can be downloaded in different resolutions:

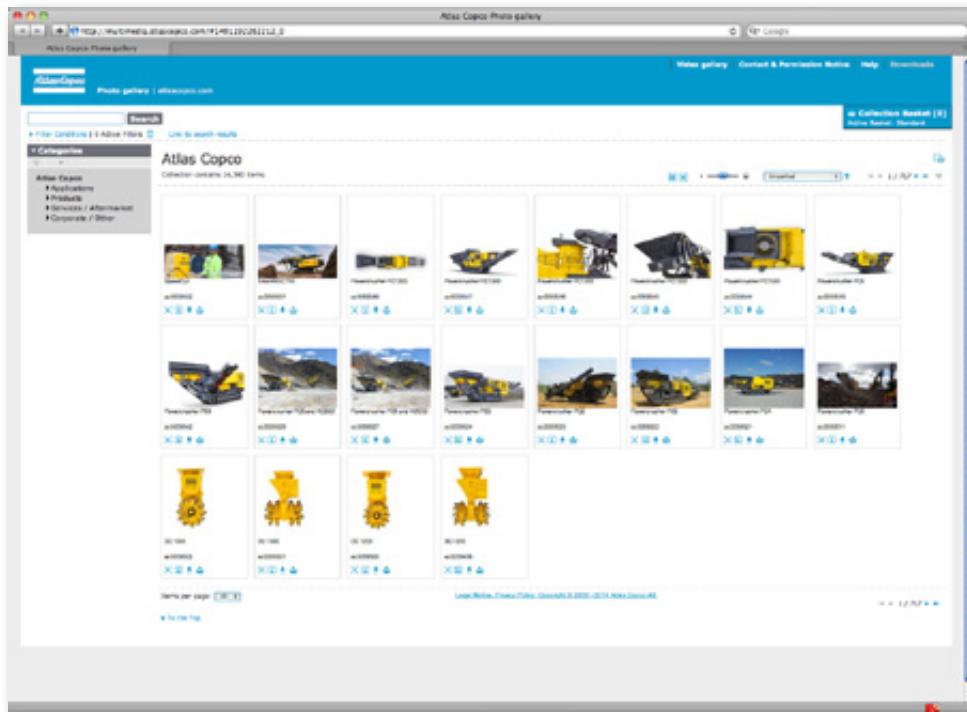
For web: 72 dpi

For PowerPoint: 150 dpi

For printing: 300 dpi

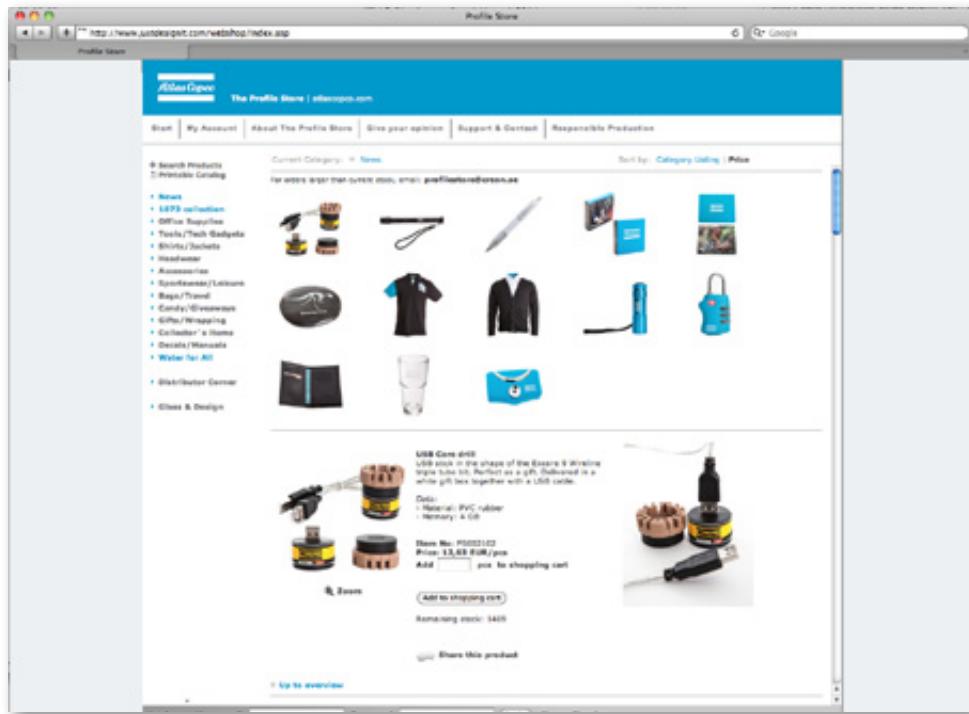
Atlas Copco video gallery

Atlas Copco also has a number of videos available about our services, products, applications and more. The video gallery is located at atlascopco.com/videogallery.



PROMOTIONAL MATERIAL

Atlas Copco offers a selection of high-quality promotional items with a special collection for distributors. See the ethically sourced collection and order by credit card from The Profile Store:
www.atlascopco.com/profilestore



QUESTIONS AND ANSWERS

1. Why have you produced the Atlas Copco brand identity manual for distributors?

As an Atlas Copco distributor you play an important role in the positioning of the Atlas Copco brand. This manual has been developed to support the brand positioning activities of all Atlas Copco authorized distributors.

2. Being a distributor, we would like to promote our own brand and identity; do you want us to use Atlas Copco's?

You should of course use your own identity and never copy Atlas Copco's brand identity. However, as a representative for Atlas Copco, we want you to promote our brand as well in a professional way. This manual describes how and where you can do this.

3. How shall I describe Atlas Copco?

Atlas Copco is a world leading provider of sustainable productivity solutions. We represent their ... products and solutions. Atlas Copco develops products and service focused on productivity, energy efficiency, safety and ergonomics.

4. When should I use the Atlas Copco brand?

You should use the logotype during the validity of your distributor agreement, but not after. Note that the rules for your use of the Atlas Copco brand may be amended by the applicable distributor agreement from time to time. Any licensed right to use the registered trademark Atlas Copco will cease when you are no longer an authorized distributor of Atlas Copco. At such time you must discontinue the use of the Atlas Copco brand and the license will terminate automatically.

5. Where should I use the Atlas Copco logotype?

In this manual we have given examples of typical applications and activities where the logo may be used on distributor communications material such as advertisements, mailings, posters, service vehicles, buildings/signage, workwear, customer events, website, e-mail footers, and 'with compliment' slips.

6. Are there cases or applications when I cannot use the logotype?

You can never use the logotype in combination with images or themes which may be perceived as offensive, such as girly calendars, war/violent situations or religion. If you are uncertain about an application, ask for advice.

7. Where can I find the Atlas Copco logotype in the correct sizes and formats?

The Atlas Copco logotype is blue; it has well defined proportions and is published with a clean white area – free space – around it. This manual sets the rules for the usage, which must be followed. Contact your local Atlas Copco customer center for a logotype file.

8. Can I use other elements of the Atlas Copco visual identity than described in this manual?

No, other elements and colors than described in this manual are not allowed for usage by distributors. If you have any questions, contact your local customer center.

9. Can I order leaflets, signage and sales promotion material from Atlas Copco? How?

Atlas Copco offers an extensive range of catalog and campaign material to promote all of its products and solutions. See page 17 for more information.

10. Can I produce an advertisement or mailing with the Atlas Copco logo on it, or do I need a prior approval from the local Atlas Copco customer center?

Follow the rules in this manual when producing stationery or marketing material. If you have any questions, contact your local customer center before proceeding.

11. Where can I find this brand identity manual?

You can download the manual from www.atlascopco.com/ distributor. The manual is available in several languages. Should you need the manual in an additional language, please contact your local customer center.

DISTRIBUTOR BRAND AUDIT

Audit points	Yes	No	Remarks
1 Distributor brand manual Is the manual available in the distributor's office or does he/she know where to find it?			
2 Atlas Copco logotype Does the distributor know how to correctly use the Atlas Copco logotype with the text "Authorized distributor"?			
3 Atlas Copco logotype Are the logotype rules correctly used in all places where the logotype is used (free space, colors, background, etc.)?			
4 Atlas Copco logotype Does the distributor know where to find the Atlas Copco logotype in different formats?			
5 Advertisements Is the Atlas Copco logotype included correctly in advertisements?			
6 Broadcast media Are Atlas Copco products mentioned in broadcast media?			
7 Media planning Does the distributor coordinate their media activities with Atlas Copco?			
8 Business cards Is the Atlas Copco logotype displayed correctly on the distributor's business card?			
9 Roll-ups and posters Are Atlas Copco's latest roll-ups and posters used in the distributor's showroom and office?			
10 Profile Store Does the distributor know about the Profile Store and how to use it?			
11 Multimedia Gallery Does the distributor know how to access and use the Multimedia Gallery?			
12 E-mail Does the distributor include a link to the Atlas Copco website in their e-mail signature?			
13 Website Is the Atlas Copco logotype correctly placed on the distributor's website?			
14 Website Has the distributor included a link to Atlas Copco's online catalog on their website?			
15 Training Does the distributor use Atlas Copco's presentations in training?			
16 Recruitment When recruiting, does the distributor mention that they represent Atlas Copco products?			
17 Vehicles Are the Atlas Copco logotype and words "Authorized distributor" used on the distributor's vehicles?			
18 Workwear Is the Atlas Copco logotype and words "Authorized distributor" displayed on workwear in the correct way?			
19 Buildings Is the free space around the Atlas Copco logotype respected on signs and in all other places where it is displayed?			
20 Exhibitions Are the Atlas Copco logotype and colors used correctly in exhibitions?			
21 Questions Does the distributor know who to contact for questions about the Atlas Copco brand identity?			
22 Rating What is the distributor's opinion about Atlas Copco's communication material on a scale of 1–10?			

Sustainable Productivity

We stand by our responsibilities towards our customers, towards the environment and the people around us. We make performance stand the test of time. This is what we call – Sustainable Productivity.

www.atlascopco.com/distributor

Atlas Copco