

Atlas Copco Brand Identity Manual for Distributors



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

Sustainable Productivity

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 and prosperity.
- 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 aftermarket products—service contracts, accessories, consumables, 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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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 as well as in listings such as yellow pages.
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.
Customer events and seminars	Use Atlas Copco material such as roll-ups, leaflets and give aways.
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.
Giveaways	Atlas Copco supplies a range of promotional material.
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	Always include the Atlas Copco logotype. 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 photo archive when you are promoting Atlas Copco products and solutions.
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.
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	Post an Atlas Copco sticker on your vehicles, service cars and vans.
Website	Put 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 compliment slip together with other main brands that you carry.
Work wear	Put the Atlas Copco logo beside your own on clothes used in the stores and by service engineers.

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.



Authorized distributor



**Authorized
distributor**

**A distributor of Atlas Copco
products and solutions**

Basic rules for the logotype

The Atlas Copco logotype

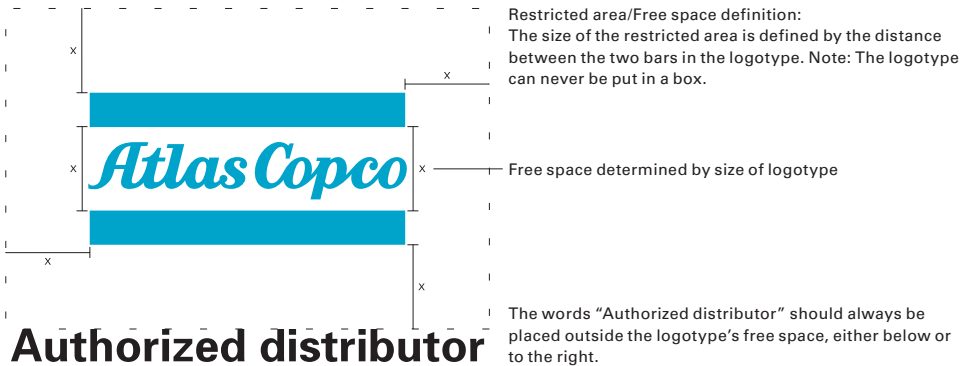
The Atlas Copco logotype must never be changed or tampered with. Always use the original artwork and the correct logotype proportions.

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. (Sometimes, for economical or practical reasons, the logotype in white or black may need to be used.)

Logotype backgrounds

The blue logotype can be used on a white or light grey background. The white logotype works for dark backgrounds and the black logotype is mainly used on products.



Never remove the bars from the logotype



Never stretch or compress the logotype



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



Never place the logotype on a busy background

Atlas Copco colors

Print colors

The Atlas Copco blue color-code is PMS 313. When printing in four colors (as in magazine advertisements) the color mix should be: CMYK 100 / 0 / 15 / 6. For the web, use: RGB 0 / 153 / 204.

Atlas Copco blue	Pantone Coated 313 C	CMYK 100 / 0 / 15 / 6	RGB (for web) 0 / 153 / 204
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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.



Good example:
Atlas Copco logotype is used as a complement to the distributor's name and logotype, and should as such be smaller.

The maximum logotype size (width) is 18mm.



Bad example:
The distributor's business card is too similar to Atlas Copco's business cards. The legal entity could be mistaken.

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 Atlas Copco website.

The blue logotype should always be placed on a white or light grey (10%) background.



Good example:
Logotype free space is correct.

Domain names

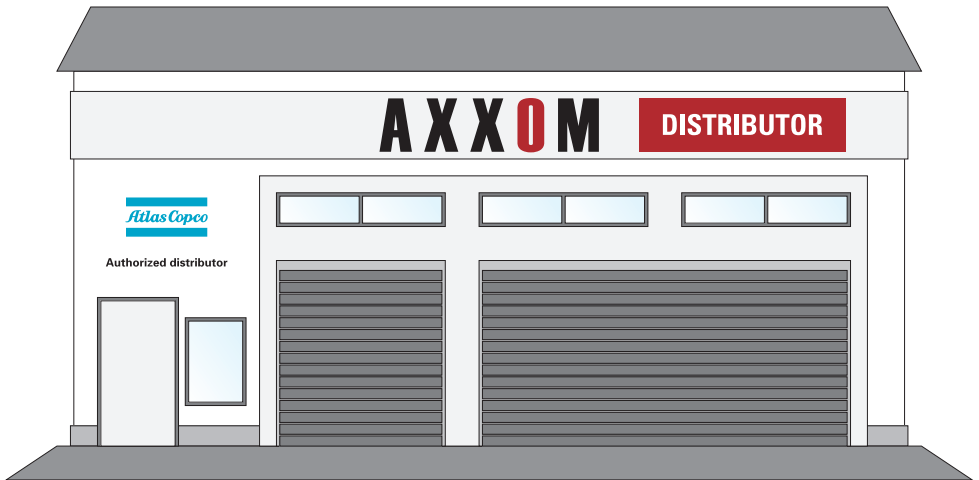
Distributors cannot register any domain names including any part of the Atlas Copco name.

Signage

Use of the Atlas Copco logotype on facade signs and labels (both 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.

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.



An Atlas Copco distributor's service vehicle.

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 web addresses below.

Construction Tools:

<http://www.ctoprintshop.com>

Construction & Mining Technique:

<http://www.atlascopco.com/cmtportal>

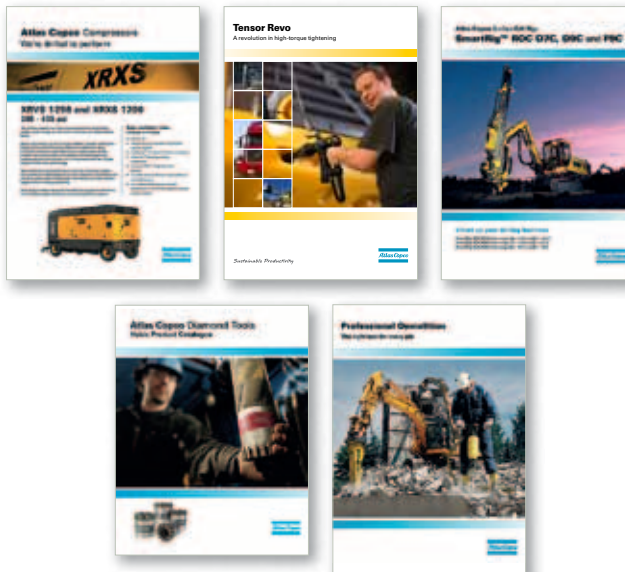
Compressor Technique:

<http://gbp.atlascopco.be>

Tools and Assembly Systems:

<http://www.atlascopco.com/tools>

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



Promotional material

Atlas Copco offers a selection of high-quality promotional items. Please contact the local Atlas Copco Customer Center for more information.



Questions and answers

10 questions on the Atlas Copco brand identity manual for distributors:

1. Why have you produced this manual?

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. 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 industrial productivity solutions. We represent their products and solutions.

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. As 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, work wear, customer events, website, e-mail footers, and 'with compliment' slips.

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

For legal reasons you cannot put the Atlas Copco logotype on any application that carries your registration number, for example letterheads and envelopes. You can never use the logotype in applications 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. Please contact the Atlas Copco communications manager at the local Atlas Copco Customer Center.

**8. 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 15 for more information.

**9. 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.

10. Where can I order more of these brand identity manuals?

You can download the manual from www.atlascopco.com/distributor.



www.atlascopco.com/distributor