

HILTI

PACKAGING DESIGN

Guidelines
Fundamentals

Version 1.1
Dec 2022



HILTI CORPORATE PACKAGING DESIGN

Table of contents

Fundamentals / Basic Elements	Packaging	Page
Stationery	Introduction	3
Print Media Sales	1. Fundamentals	4
Online	2. Tools	26
Brand Interaction Design	2.1 Tools (Corded, Mechanical, Powder, Gas)	26
Signage	2.2 Cordless Tools	56
	2.3 Cordless Tools (NURON)	103
Trade Fairs and Events	3. Consumables	161
Hilti Stores & POS	3.1 Sales Box	161
Promotional items	3.2 Plastic Bag	181
Packaging	3.3 Blister	200
Photography concept	3.4 Bundle	203
Icons	3.5 Bucket	209
Motion Design	3.6 HIT-Box	219
Vehicles	3.7 Export Label	222
Social Media		
Events		
Co-branding		
Corporate Fashion		
User generated content (UGC)		

INTRODUCTION

Corporate Packaging Design Guideline

The Corporate Packaging Design Guideline is the instrument for equipping our products with effective and high-grade packaging, for giving our differentiation a fine edge by means of a unique, consistent brand image, and for facilitating an efficient idea-to-order process for the creation of our packaging.

The present Guideline is a binding directive and reference guide directed toward all employees and external suppliers who, during their activities, develop, commission or produce packaging items.

It is intended as an effective tool and contains all the layout rules necessary for the creation of Hilti packagings.

The Guideline is structured as follows:

Basics (Section 1)

This section contains all the important definitions relating to the brand-design-shaping elements, including logo, colors, typeface and work-material backgrounds.

Product categories (Sections 2 and 3)

These sections contain the templates of the standard packagings – the role models – for the individual product groups. The Guideline is structured in such a way that all the layout specifics of the packaging role model can be applied to each product within its defined group. This helps make finalizing the details of packaging creation as effective and practical as possible.

Diverse examples of applications (Section 4)

As an overview, this section contains diverse examples of applications for other product categories and special applications.

Packaging + internal matters (annexes)

The Corporate Packaging Design Guideline is explicitly intended as a working instrument. Consequently, the sections (and sub-sections, if applicable) can be supplemented as necessary by annexes setting out additional logistical information, for example. **Annexes are marked accordingly and are for company-internal use only.**

Guidelines

The packaging role models in this Guideline define the packaging solutions for all current product categories.

Their design is to be implemented consistently in all newly created packagings. Invariably, exceptions to this rule must be approved by the appropriate HDV Visual Design and Head of Marketing, by the stakeholding BU and by CP Corporate Packaging.

Contact CP Corporate Packaging for packaging implementation. Contact HDV Visual Design for packaging and label graphic design and artwork. As central points of contact, both departments are available to fully support in the creation process for Hilti product packaging and graphic design.

Additional annotations

This Guideline is created digitally. Consequently, slight color deviations are possible. The specifications in writing are binding.

In most cases, drawings and packagings are not shown in original size. Dimensions are in millimeters, unless otherwise stated.

The Packaging Design Guidelines are owned by HDV.



1. FUNDAMENTALS

1.1 / LOGO Versions



1



2



3

Versions of the Hilti logo for packaging

1 Primary application

Only this logo version is to be used against red background.
Observe the protected zone and product-specific design requirements.

2 Secondary application

This version of the logo is to be used on all other background colors (e.g. white or steel).

3 Secondary application b/w

Logo version for black/white applications.

1.1 / LOGO Usage



Dos

Always place the Hilti logo on red

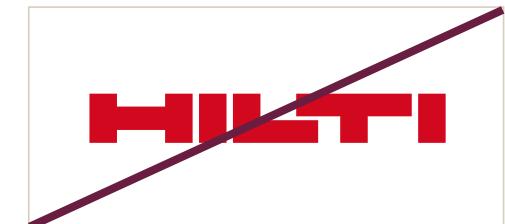
Don'ts



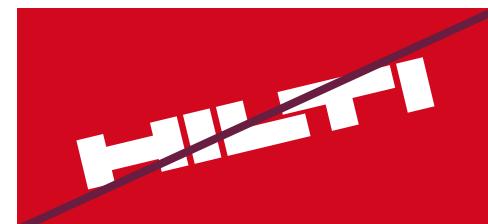
Do not use on images.



Do not place on black or some other color.



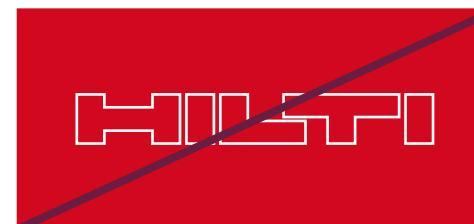
Do not place the logo in red on white.



Do not rotate.



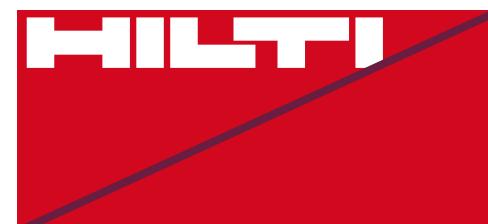
Do not use in a color other than white.



Do not use with a contour.



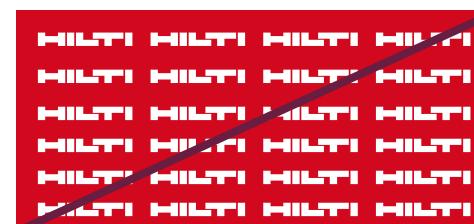
Do not reshape.



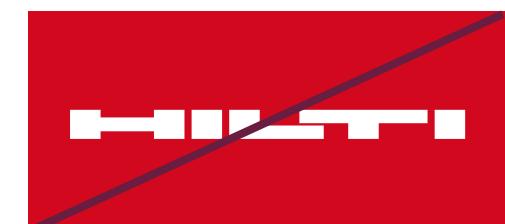
Do not place not too close the edge.



Do not crop.



Do not use as continuous print.



Do not reshape.

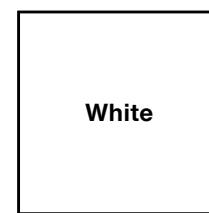
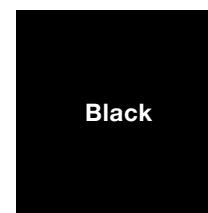
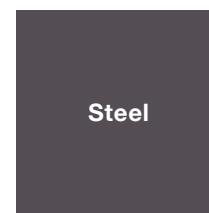
1.2 / COLORS

Basic colors

Main color



Secondary colors



Main Color

Hilti Red highlights our Hilti difference. It should only ever be applied in a strategic way: for our iconic brand assets (toolbox, products, vehicles, corporate fashion, etc.), or – very reduced and sensitively – to important parts of media, e.g. for headlines or important buttons on our website. It is never applied as a mere color – it is much more important to us than this.

Secondary colors

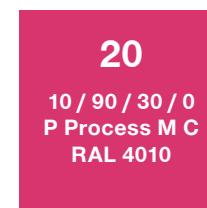
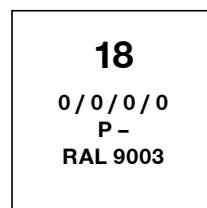
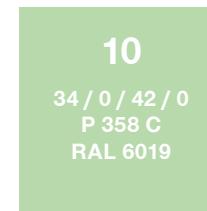
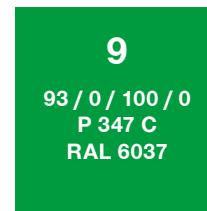
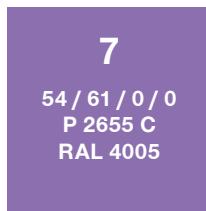
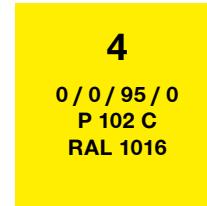
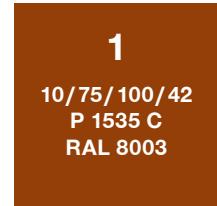
Inspired by the world of construction, our supporting colors are used to create a platform for our Hilti Red to really shine.

CMYK/IsoCV2	0/100/90/10	60/55/45/45	0/0/0/100	0/0/0/0
SC	Hilti red	7540 C	Pantone Black C	White C
sRGB	210/5/30	82/79/83	0/0/0	255/255/255
NCS	S 1580-Y 90 R	S 7005-R 50 B	S 9000-N	-
RAL	30 20	300 40 05	9017	9003

Area of application	Background	Background	Title	Title
	Hilti Logo	Details	Texts	Texts
	Title	Details	Details	Details
	Details			

1.2 / COLORS

Overview of color codes



Color codes

By their informative character they visualize the relationships between diverse elements and certain groups.

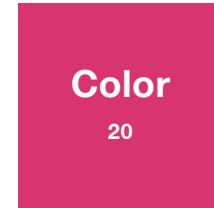
1.2 / COLORS BU Diamond

**Stone**

1

**Brick**

3

**Color**

20

**Asphalt**

5 & 14

**Flint**

6

Applications, BU Diamond

The colors indicate the applications (grinding, cutting and drilling) in various materials.

**Epoxy**

7

**Abrasive**

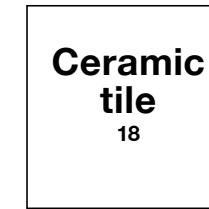
9

**Concrete**

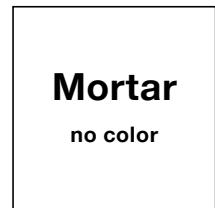
15

**Metal**

12

**Ceramic
tile**

18

**Mortar**

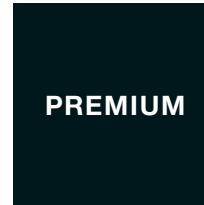
no color

**Universal**

no color

1.2 / COLORS

Multiline

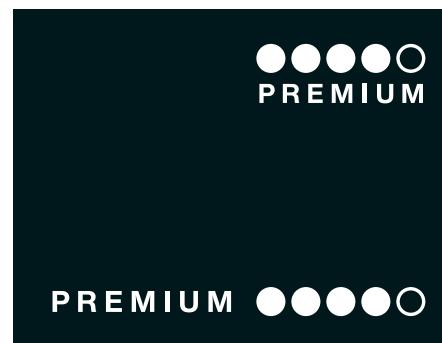


ULTIMATE	PREMIUM	STANDARD
3020	9017	7045
0/100/90/10	0/0/0/100	10/10/10/40
Hilti red	Pantone Black C	Pantone 423 C
Hilti Bold	Hilti Bold	Hilti Bold

The three classes are indicative of the quality and capability of the individual products.

Placement

By preference, the Multiline identifier is to be placed in proximity to steel or white. Reason: In proximity to red the differentiation is lost, as too is the signal effect.



Ultimate - vertical / horizontal application

Premium - vertical / horizontal application

Standard - vertical / horizontal application

1.3 / TYPOGRAPHY

Definition

Hilti Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZÜĒŪĚ
 abcdefghijklmnopqrstuvwxyzäëéèêîñöüāâ
 [.,;’!?’{€\$£¥°|<x■~∞±≥μΔ] 0123456789
 ΑΥΤΟ ΕΙΝΑΙ ΈΝΑ ΟΜΟΙΩΜΑ ΚΕΙΜΕΝΟ
 اذْ سَوْقَيْهِ شِيْلَهِ صَنْ وَ
 這是一個虛擬的文本他什麼都不說

Hilti Condensed Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZÜĒŪĚ
 abcdefghijklmnopqrstuvwxyzäëéèêîñöüāâ
 [.,;’!?’{€\$£¥°|<x■~∞±≥μΔ] 0123456789

Hilti Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÜĒŪĚ
 abcdefghijklmnopqrstuvwxyzäëéèêîñöüāâ
 [.,;’!?’{€\$£¥°|<x■~∞±≥μΔ] 0123456789

Hilti Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÜĒŪĚ
 abcdefghijklmnopqrstuvwxyzäëéèêîñöüāâ
 [.,;’!?’{€\$£¥°|<x■~∞±≥μΔ] 0123456789

Title fonts

Hilti Roman in caps is used for titles. Exceptions are allowed only if there is not enough space available.

Emphases

Hilti Bold or Hilti Bold Condensed is used for emphases and for intermediate titles.

Basic font

Hilti Condensed Roman is used as the basic font.

General points

As a rule, the texts must make correct use of uppercase and lowercase letters. Spacings are prohibited. Title, subtitles and body text must be justified left, ragged right.

The first letter is always uppercase, regardless of the language.

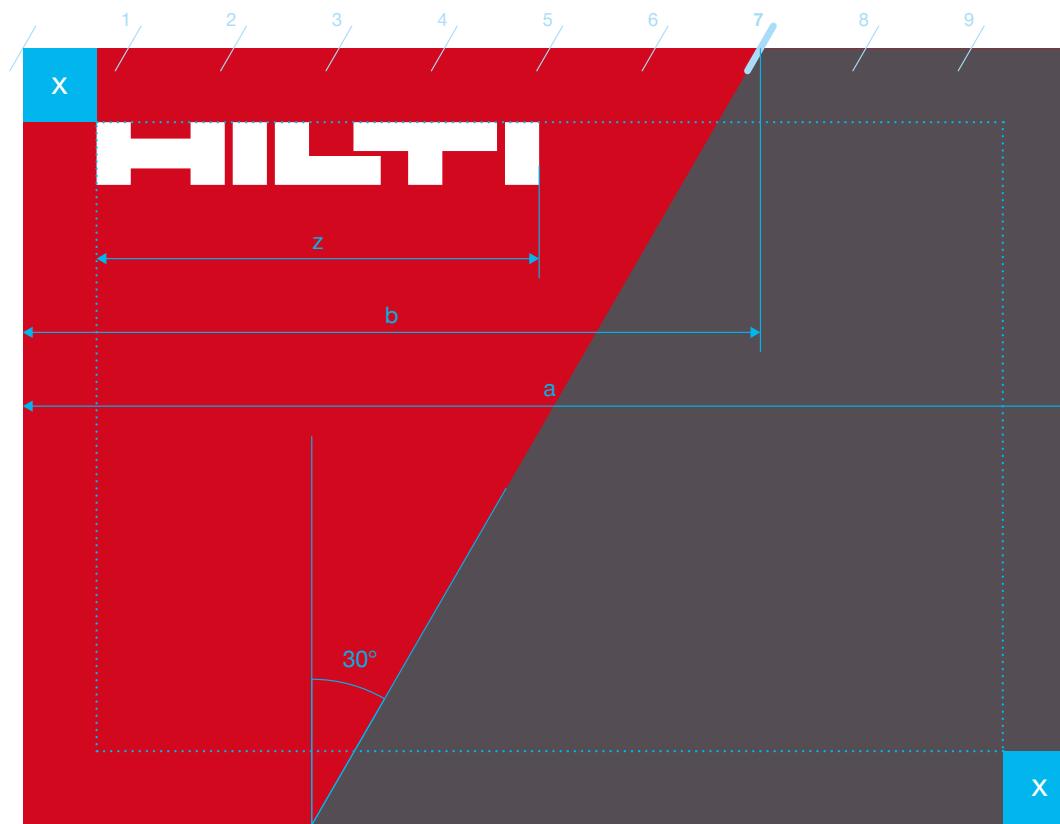
Minimum font size

Ideal minimum font size, positive-contrast type: 7 point (black type on red background). Ideal minimum font size, reverse-contrast type: 8 point (white type on black background). Do not use a size smaller than 6 point. Only exception: Product safety information if not enough space otherwise.

Note: These specifications are unique to Packaging Design. Do not apply anywhere else.

1.4 DYNAMIC SURFACE

Basics

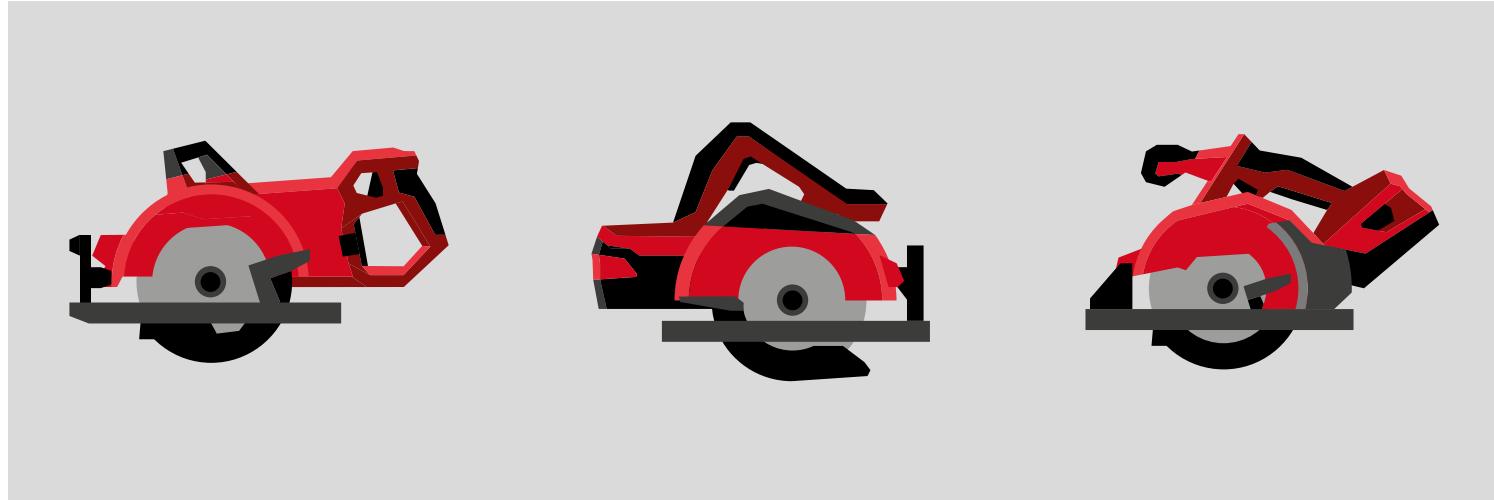


Basic layout

- Division by ten across the width (a)
- The „Dynamic Surface“ is placed at a 30° angle at 7/10
- $x = 1/10$ of the red area (b)
- Logo width (z) = $6 \times x$

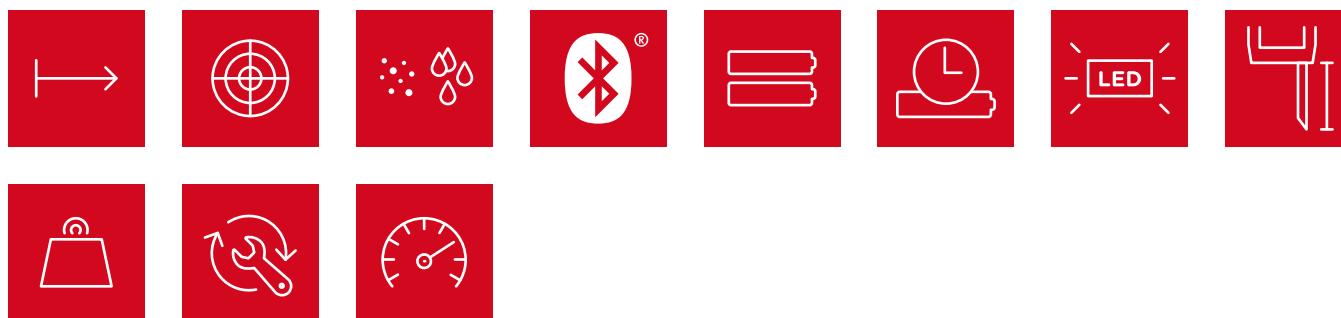
1.5 / PRODUCT ICONS

Product and feature icons



Product icons

Concept and implementation on the basis of our corporate design by HDV.



Feature icons

Concept and implementation on the basis of our corporate design by HDV.

Note: This icon style differs from Hilti Digital Marketing and Hilti icon style in general. Therefore, it should only be used within Packaging Design.

1.6 / WORK-MATERIAL BACKGROUNDS

Photographs



Concrete 1



Concrete 2



Concrete 3



Brick 1



Brick 2



Wood 2



Wood 3



Wood 5



Drywall



Metal 1



Metal 2



Steel 3



Glas Tile



Hard Tile



Soft Tile



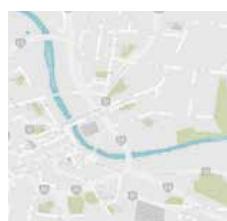
Old Paint



Epoxy



Plan



Map

The photographic work-material backgrounds are for instant and unequivocal identification of the product's areas of application.

The primary application is depicted on the front of the packaging.
Secondary applications on the back.

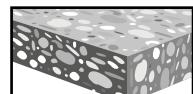
Compliance with the BU-specific stipulations (P. 46 ff.) is essential for selection.

1.6 WORK-MATERIAL BACKGROUNDS

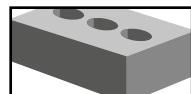
Pictograms



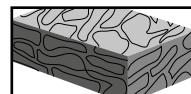
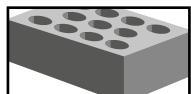
Basic form



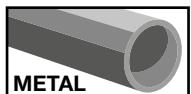
Solid concrete



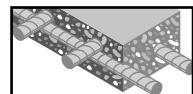
Hollow brick

OSB
(oriented strand board)

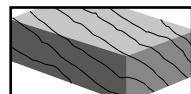
Sand-lime block



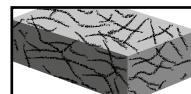
Metal pipe



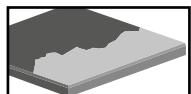
Concrete with rebar



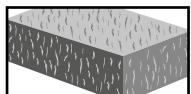
Wood



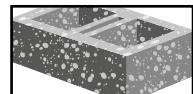
Gypsum fiberboard



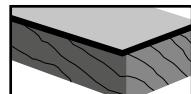
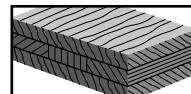
Paint



Natural stone



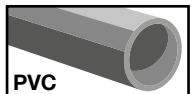
Cavity concrete

Wood veneered/
coated

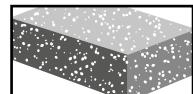
3-ply sheet



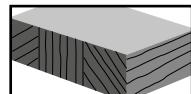
Particle board



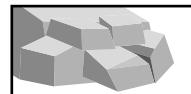
PVC pipe



Cellular concrete



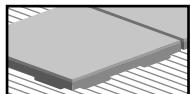
Solid wood



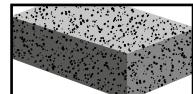
Stone



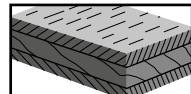
Metal deck



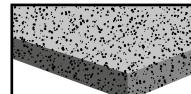
Tile



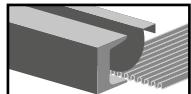
Solid brick



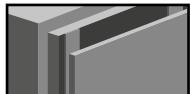
Plywood



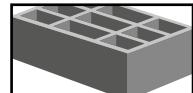
Asphalt



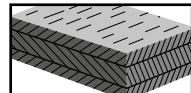
Metal



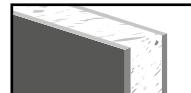
Hollow brick



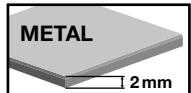
Honeycomb brick



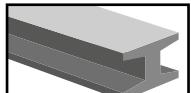
Composite board



Gypsum board



Metal



Steel

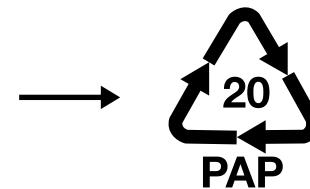
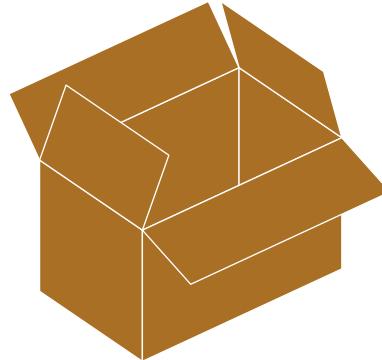
These pictograms depict exemplary work materials. To a large extent the pictograms are self-explanatory and do not require descriptive texts.

The designation in the appropriate language can, however, be placed underneath the pictogram.

You are requested to consult HDV in matters relating to additional work-material pictograms.

1.7 / PICTOGRAMS Recycling

Carton

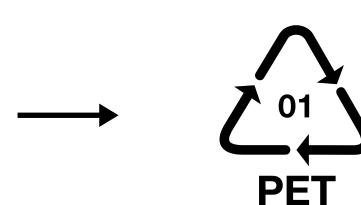


The BU Marketing department is responsible for all relevant recycling information.

This is a selective choice and is for illustrative purposes only. Complete selection see Confluence page of KRI:

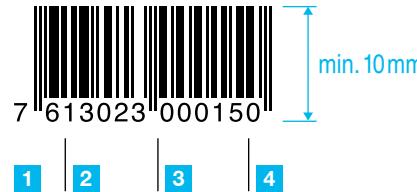
https://confluence.hilti.com/x/hR_MC

Plastic



1.8 / BARCODES

GTIN-13 (formerly known as EAN13)



- 1 76 = country code of the GS1 organization from which the number is obtained (not to be confused with the producing country).
- 2 13023 = member number / identifier of the GS1 member. Hilti's member numbers are 13023 and 13024.
- 3 00015 = individual article number
- 4 0 = check digit (validates the correctness of the preceding numbers)

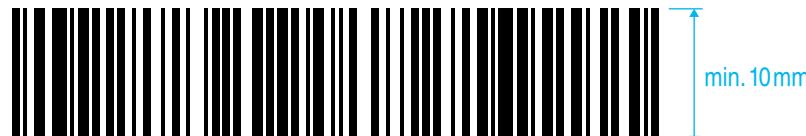


- If the smallest sellable unit is identical with the shipping unit, it has to be identified with an GTIN-13 number, not an GTIN-128 number.
- Each symbol has a plain-text line explaining the meaning of the symbol in clearly legible form.
- The GTIN-13 number is assigned to a material in a defined quantity in the material master. Any change to the packaged quantity of an existing material necessitates the assignment of a new material number.
- The GTIN-13 barcode is obligatory for every sellable product.
- Minimum height of the barcode is 10 mm
- Minimum width of the barcode is 82%
- The print result must be legible
- Attention: The printing method must be given priority consideration!

1.8 / BARCODES

GS1-128 (formerly known as EAN128)

Export packaging



(01)07613023196310(30)140

| 1 | 2 | 3 | 4 |

1 (01) = Application Identifier for GTIN-13

2 07613023196310 = GTIN number (GTIN-13 number with prefixed „0“)

3 (30) = Application Identifier for quantity in pcs

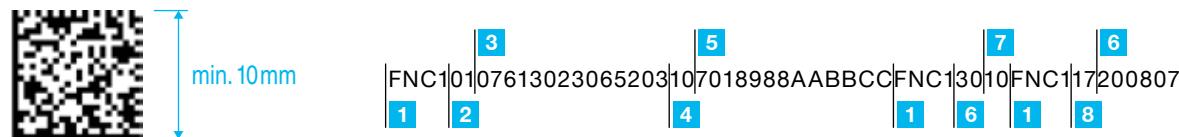
4 140 = Quantity

- Each symbol has a plain-text line explaining the meaning of the symbol in clearly legible form.
- Parentheses of the application identifier are not included in the barcode. They appear only in the plain-text explanation line.
- Minimum height of the barcode is 10 mm
- The print result must be legible
- N.B.: The printing method must be given priority consideration!

1.8 / BARCODES

GS1-DataMatrix

Data string of GS1-DataMatrix

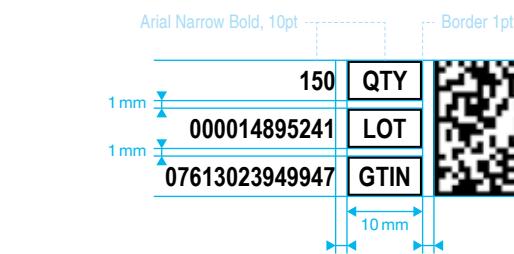


- 1 FNC1 = invisible special character
- 2 01 = Application Identifier for GTIN-13
- 3 07613023065203 = GTIN number (GTIN-13 number with prefixed „0“)
- 4 10 = Application Identifier Batch/Lot Number
- 5 7018988AABBCC = Batch number; variable length (2-20 digits), FNC1 needed to mark the end
- 6 30 = Application Identifier Quantity
- 7 10 = Quantity, variable length (1-5 digits), FNC1 needed to mark the end
- 8 17 = Application Identifier Expiry date
- 9 200807 = Expiry date (YYMMDD); fixed length

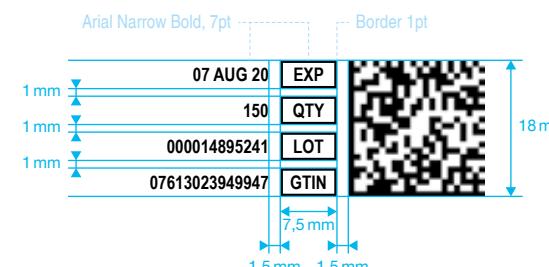
- The data content of the GS1-DataMatrix can therefore be described as follows. Please note that the FNC1 contains 1 special invisible symbol. In the following example FNC1 is written for demonstration purposes only.
- Minimum height of the barcode is 10 mm
- The print result must be legible
- N.B.: The printing method must be given priority consideration!

GS1-DataMatrix on the label

The content of the GS1-DataMatrix needs to be also printed in human-readable text:



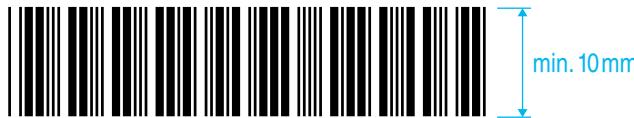
GS1-DataMatrix
without expiry date



GS1-DataMatrix
with expiry date

1.8 / BARCODES

Code 39 / serial number

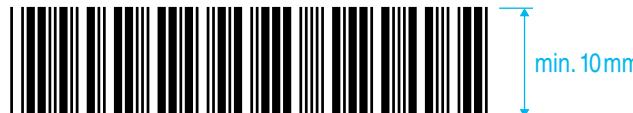


000123456

- The serial number may contain a maximum of 20 places and must be indicated numerically. No special characters or letters may be used.
- Minimum height of the barcode is 10 mm
- Until further notice, on account of technical implications of the hardware and software, the serial number has to be printed in code 39.
- The print result must be legible
- N.B.: The printing method must be given priority consideration!

1.8 / BARCODES

Code 39 / supplier number



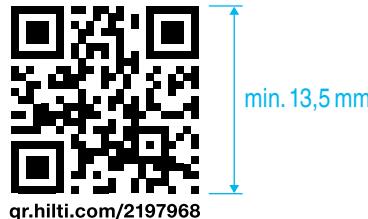
L00123456

- The supplier number may contain a Maximum of 10 places and must be indicated numerically. Letter L will be added in front of the supplier code to identify as supplier Number.
- Minimum height of the barcode is 10mm
- The print result must be legible
- N.B.: The printing method must be given priority consideration!

1.8 / BARCODES

QR Code

Info | Shop



1 2

1 qr.hilti.com/ = this link is always the same (text underneath the code without http://)

2 2197968 = market number / item number of the product

- Each Hilti QR code links directly to the appropriate product page in the online shop. The market number/item number is needed for generating the code; the link is always the same.
e.g. <http://qr.hilti.com/2197968>
- As a rule, the codes are printed in black on white or red on white.
- Important: A clear zone of at least one „bit/pixel“ of the code has to be left around the code.
- For the Chinese market, „Info | Shop“ mandatory. For all other markets, the information can be placed optionally.
- The print result must be legible
- N.B.: The printing method must be given priority consideration!



Minimal

Code: 13,5 mm
Info | Shop: HB, 5,8 pt
Link: HB, 4 pt

Standard

Code: 18 mm
Info | Shop: HB, 7,5 pt
Link: HB, 5,3 pt

Optimal

Code: 20 mm
Info | Shop: HB, 8,5 pt
Link: HB, 5,8 pt

1.9 / REQUIRED LEGAL INFORMATION

Product safety notice

Hilti Condensed Bold

Hilti Condensed Roman

de Herstellergewährleistung: Bitte wenden Sie sich bei Fragen zu den Garantiebedingungen an Ihren lokalen Hilti Partner.

en Manufacturer's warranty: Please contact your local Hilti representative if you have questions about the warranty conditions.

fr Garantie constructeur: En cas de questions sur les conditions de garantie, veuillez vous adresser à votre partenaire Hilti local.

es Garantía del fabricante: Si tiene alguna consulta acerca de las condiciones de la garantía, póngase en contacto con su sucursal local de Hilti.

The product safety notice is a legal (disclaimer) clause that reduces customer liability claims. It should be printed on all sales packaging materials. Amendments to this clause are not permissible. Wherever possible, the clause should be visible from the outside of the packaging. Printing the clause on the inside of the lid of the box or on a separate enclosed sheet is permissible only in exceptional circumstances. The product safety clause must be immediately perceived by the customer in all cases.

1. FUNDAMENTALS

Annex

ANH

PICTOGRAMS

Use of backgrounds

PACKAGING+
INTERN

Light gray



Hilti red



Steel



The coloring of the pictograms varies depending on the background color.

Color definition

Blue: 100 C, 40 M, 40 K
Pantone 7692 C

Yellow: 95 Y
Hilti red
Black
White

Size

Optimum 10 mm
Minimum 5 mm