



STRONG PARTNERS. TOUGH TRUCKS.™

Hyster Company Brand Identity Manual

Introduction

This Hyster Company Brand Identity Manual (Part No. HCBM92004) supercedes all previous Hyster Company Trademark & Brand Identity Manuals. All existing copies of the old identity manuals must be destroyed.

Only this manual is to be used with reference to Hyster Company's trademarks, logos and signatures and their application. The display or use of Hyster® trademarks, logos and signatures in any manner except as specified in this manual, without the prior written permission of Hyster Company, is not authorized.

Any questions concerning the contents of this manual should be directed to your local Hyster Company Marketing Department:

North and South America

1400 Sullivan Drive
Greenville, North Carolina
27834-7006
1-800-HYSTER-1

International Contacts:

Hyster Brazil

Avenida Nacoes Unidas
22777 Jurubatuba
Sao Paulo, Brazil
04795-100
55-11-5683-8500

Hyster Europe, Middle East & Africa

Flagship House
Reading Road North
Fleet, Hampshire
GU51 4WD
United Kingdom
44-1252-770718

Hyster Asia-Pacific

1 Bullecourt Avenue
Milperra NSW 2214
Australia
61-2-9795-3800

Hyster China

No. 588 Rong Qiao Road
Jin Qiao Export
Processing Zone
Shanghai Pu Dong
New Area
China 201206
86-21-5834-0066

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Global Corporate Logo and Tagline – Overview



1

STRONG PARTNERS. TOUGH TRUCKS.™
(ENGLISH)



2

**DES PARTENAIRES PUISSANTS.
DES CHARIOTS SOLIDES.™**
(FRENCH)



3

**PARTENAIRES FIABLES,
CHARIOTS DURABLES.™**
(FRENCH CANADIAN)



4

STARKE PARTNER. ROBUSTE STAPLER.™
(GERMAN)



5

SOCIOS FUERTES. CARETILLAS DURAS.™
(SPANISH)



6

**PARTENER FORTI.
CARRELLI FORMIDABILI.™**
(ITALIAN)

Global Corporate Logo and Tagline – Overview

The merit of a global logo lies in its support of the brand promise, which for Hyster Company is toughness, durability and longevity. The new Hyster® global logo – an evolution of the company's previous logos – illustrates each of those qualities by paying tribute to the past with an updated, modern feel.

The Hyster logo was designed to provide a strong, well-recognized identity for Hyster Company and its products in the marketplace.

In addition to the global logo, Hyster Company promotes the toughness, reliability and strength of its equipment and its people through the use of a global tagline:

Strong Partners. Tough Trucks.™

Combining the logo and the tagline creates the approved Hyster global brand signature. (*Example 1*)

The global tagline can be translated to multiple languages. French (*Example 2*), French Canadian (*Example 3*), German (*Example 4*), Spanish (*Example 5*), and Italian (*Example 6*) translations are provided for your reference.

The Hyster logos have a distinctive appearance and are registered trademarks in the United States and over 50 other countries. Information on whether the logo is registered in a particular country can be obtained by contacting your local Hyster Company Marketing Department (See Page 2).

Consistent adherence to the design elements in this manual is critical to maintaining a distinctive brand identity. Improper usage of the Hyster logo devalues the strong brand identity and could result in the dilution of the trademark.

Colors and Backgrounds



1



1

STRONG PARTNERS. TOUGH TRUCKS.™



2



2

STRONG PARTNERS. TOUGH TRUCKS.™



3



3

STRONG PARTNERS. TOUGH TRUCKS.™

Colors and Backgrounds

Color is a very important part of the Hyster Company's identity scheme. It helps provide an instant visual link to Hyster® lift trucks.

The Hyster logo can be reproduced in one-color black (*Example 1*), two-color Pantone Matching System 121 and black (*Example 2*) and four-color process (*Example 3*).

When a two-color logo is used, the logo prints black on a yellow field/background. The yellow must be the Hyster Company corporate yellow, which can be achieved in two ways:

Using the CMYK process color breakdown (69% Yellow, 11% Magenta)

Referencing the Pantone Matching System (PMS) Yellow – No. 121

To create the logo for Web-based applications, use RGB color breakdown (255% Red, 227% Green, 75% Blue).

The Hyster logo background must always be white or yellow, even when printed on colored paper. The color of the paper may show through the logo only if it is one of those two colors.

When the global brand signature is used, the tagline must always be black or reversed white, regardless of whether the logo is one-color, two-color or four-color process. (*Examples 1-3*)

The Hyster Company Corporate Colors



CMYK
0/11/69/0



Pantone
Matching
System 121
Coated*



CMYK
0/0/0/100



RGB
255/227/75

***Note:**

**When printing on uncoated stock
replace PMS 121 with PMS 127.**

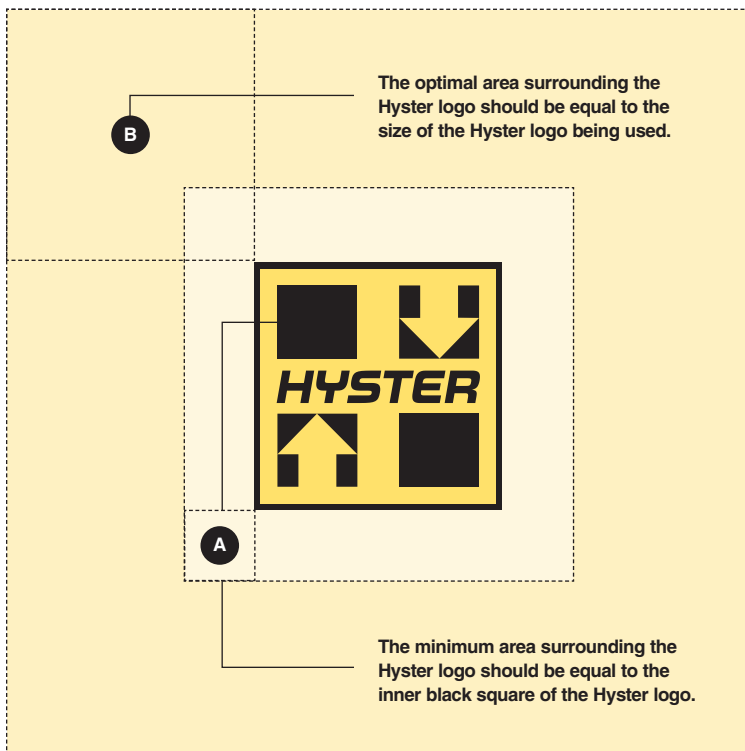
Correct Logo Usage



1



2



Correct Logo Usage

The strong, instantly recognizable Hyster® logo (*Examples 1-2*) must always be displayed properly and consistently to preserve and maintain its unique properties as it is the core element of the Hyster brand identity.

Using the Hyster Block Logo

Always reproduce the logo exactly. It should never be traced or drawn, and its form or proportions must not be altered in any way. To maintain the logo's visual impact, it is essential to establish a protected area around it.

Special care should be taken to use a size that looks and fits best in each application. Hyster-approved electronic files are provided on the CD included in this package. The Hyster logo should never be used smaller than 7/16"/.4375" (10 mm) square. (*Example 3*)

Being the strongest visual mark, the Hyster logo is normally used on advertisements and forms. Due to space restrictions in ads and forms, trademark notices are not required.

The area at the edge of the document bordering the logo should be equal to at least the width of the inner black square contained within the Hyster square. (*Example A*) Ideally, the area surrounding the logo should be equal to the size of the Hyster logo used. (*Example B*)

The logo's edges should never touch or bleed off the edges of a document, and its size should be in proportion to the rest of the layout.

Never use the Hyster logo or any of the components within the logo to read as part of the company name. The same rule applies to all forms of communication, be it letterhead, advertising, forms or company signatures.



3

The minimum size requirement of the Hyster logo should be no less than 7/16"/.4375" (10 mm) square.

Correct Global Brand Signature Usage



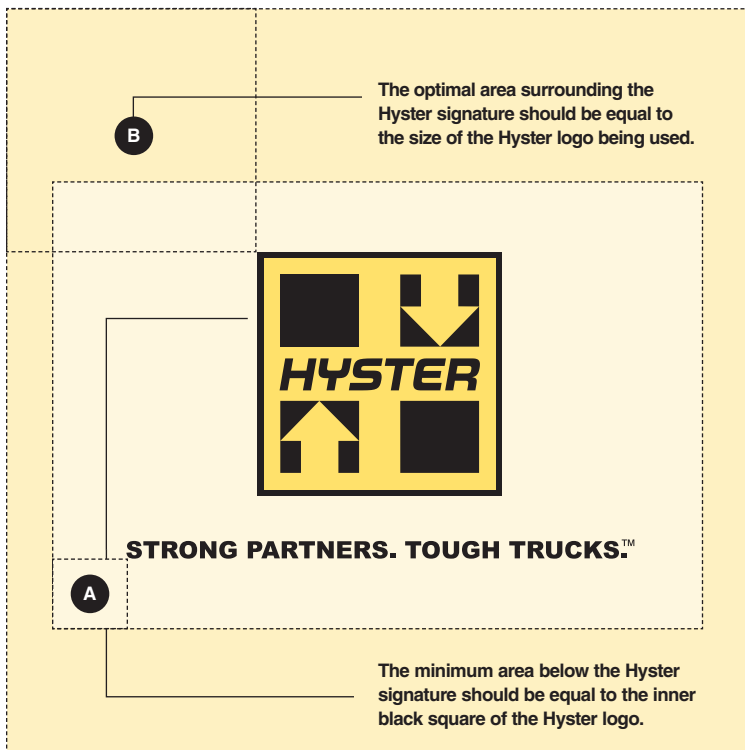
1

STRONG PARTNERS. TOUGH TRUCKS.™



2

STRONG PARTNERS. TOUGH TRUCKS.™



Correct Global Brand Signature Usage

When the Hyster Company logo is combined with the global tagline, the resulting global brand signature is subject to the same rules that apply to the logo alone. (*Examples 1-2*) In addition, the following guidelines should be observed:

The minimum area at the edge of the document bordering the logo should be the width of the black square within the logo. (*Example A*) However, it is preferred that the area surrounding the logo should be equal to the size of the entire logo. (*Example B*) The signature must be at least 7/8"/.875" (22 mm) in height. (*Example 3*)

Never use the word Hyster® contained within the logo to read as part of the company name.



STRONG PARTNERS. TOUGH TRUCKS.™

3

The minimum size requirement of the Hyster global brand signature should be no less than 7/8"/.875" (22 mm) in height.

Incorrect Usage



1



2

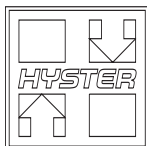


3

STRONG PARTNERS. TOUGH TRUCKS.™



4



5



6

STRONG PARTNERS. TOUGH TRUCKS.™



7



8



9

Company

HYSTER 10

HYSTER 11

STRONG PARTNERS. TOUGH TRUCKS.™

Incorrect Usage

Incorrect Logo, Signature and Word Mark Usage

Never combine the Hyster® logo or global brand signature with other shapes, such as borders or circles. Do not extend, modify or use the arrows in any other form. *(Examples 1-8)*

Also, never use the logo to read as the “Hyster” in Hyster Company in any word, phrase or sentence. This would confuse our constituency concerning the source of the product or service. *(Example 9)*

The Hyster word mark or stylized logo type is reserved exclusively for use as part of the Hyster product dress, service vans and building signage. The word mark should not be used outside of the block logo for any other application. *(Example 10)*

In addition, the Hyster tagline should never be used alone or with the word mark or any other part of the Hyster logo. *(Example 11)*

If you have questions concerning these guidelines, please contact your local Hyster Company Marketing Department. *(See Page 2)*

Entities and Affiliates



NATIONAL ACCOUNTS



FLEET SERVICES



HYSTER CAPITAL

Entities and Affiliates

For Hyster Company entities and affiliates, the Hyster® logo may be used in conjunction with the entity or affiliate name to create an entity/affiliate signature. (*Examples 1-3*) This signature is to be used on apparel and pre-existing electronic documents such as invoices, debits, credits and the like. If you have questions regarding this rule, please contact your local Hyster Company Marketing Department (See Page 2).

Two typefaces have been approved for this purpose: Arial Black and Helvetica Bold. Approved entity signatures are provided as composed units to preserve the appropriate proportion aspects and logo standards.

Typography

Arial Typeface Family

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Black Typeface Family

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Typeface Family

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

The typeface families on page 16 have been recommend for use in Hyster Company corporate communications – Arial, Arial Black and Helvetica (*for Mac applications*). Use these for corporate Microsoft® PowerPoint® presentations, Web page copy, letters, faxes and other business stationery.

Microsoft and PowerPoint are either registered trademarks or trademarks of Microsoft Corporation in the United States and other countries.

Business Stationery Usage



HYSTER COMPANY
Americas Division

A



STRONG PARTNERS. TOUGH TRUCKS.™

HYSTER COMPANY

Americas Division

1400 Sullivan Drive, PO Box 7006, Greenville, NC 27835-7006
Main: 252-758-4978 Fax: 252-931-7877

John Smith
Employee

direct line: 252-931-1234
mobile: 252-931-1234
email: employee@hyster.com



www.hyster.com www.hysterusa.com



Hyster Company • 1400 Sullivan Drive • Greenville, North Carolina 27834-7006 • USA
Main: 252-758-4978 Fax: 252-931-7877 • www.hyster.com www.hysterusa.com

Business Stationery Usage

Hyster Company has established a standard graphic design to be used for letterhead, envelopes, business cards and other corporate stationery. *(Example A)*

Authorized dealers of Hyster® lift trucks are encouraged to use the Hyster Company logo on their dealership letterhead, advertisements and forms. Dealers must comply – with strict adherence – to special guidelines for using Hyster logos in addition to those already set forth in this manual. *(Example B, Page 22).*

Authorized dealers who develop their own letterhead must avoid representing or implying in any way that their dealership is owned by or a division of Hyster Company. When using the word Hyster or the Hyster logo in proximity to the dealership's identifying logo, indicate that it is an "Authorized Hyster® Company Materials Handling Equipment Dealer," "Authorized Dealer," etc.

When dealers represent products from several manufacturers, it is permissible to list Hyster Company by utilizing the Hyster logo. However, under no circumstances should the Hyster logo be combined or placed near any other trademark or symbol in a way that might imply a connection between the two. *(Example C, Page 23)*

Due to space limitations on letterhead, forms, etc., no caption-type notices are required. However, in the United States, the ® should be used according to the rules for advertising and publications. *(See Trademark Information, Pages 29-31)*



Americas Division

Date: _____

Sender: _____

YOU SHOULD RECEIVE _____ PAGE(S), INCLUDING THIS COVER SHEET.

The Hyster logo consists of a yellow square containing a black stylized 'H' shape. The word 'HYSTER' is written in black capital letters across the center of the 'H'.



Memo



Hyster Company • 1400 Sullivan Drive • Greenville, North Carolina 27834-7006
Main: 252-758-4978 Fax: 252-931-7877 www.hyster.com www.hysterusa.com

Hyster Company • 1400 Sullivan Drive • Greenville, North Carolina 27834-70
Main: 252-758-4978 Fax: 252-931-7877 www.hyster.com www.hysterus.com

Business Stationery Usage



HYSTER COMPANY
1400 Sullivan Drive
Greenville, NC 27834

TO: _____

A



HYSTER COMPANY
With Compliments



Hyster Company • 1400 Sullivan Drive • Greenville, North Carolina 27834-7006
Tel: 252-758-4978 Fax: 252-931-7887 www.hyster.com www.hysterusa.com

Corporate Compliments Card

Business Stationery Usage

B



DEALER NAME


Dealer
Logo

Subject / Location



Dealer Name • 1234 Main Street • Anytown, Anystate 00000-0000 • USA
Tel: 1-000-000-0000 Fax: 1-000-000-0000 www.dealername.com

Business Stationery Usage




DEALER NAME

Dealer
Logo

Subject / Location

Brand
A

Brand
B



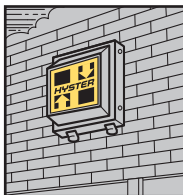
Dealer Name • 1234 Main Street • Anytown, Anystate 00000-0000 • USA
Tel: 1-000-000-0000 Fax: 1-000-000-0000 www.dealername.com

C

Building Signage



Center Pole Mount



Facia Unit Mount



Between Pole Mount



Center Pole Mount



Facia Unit Mount



Between Pole Mount

Note: Logotype version of building sign can also be produced on a white background, although the yellow background is strongly recommended.

Building Signage

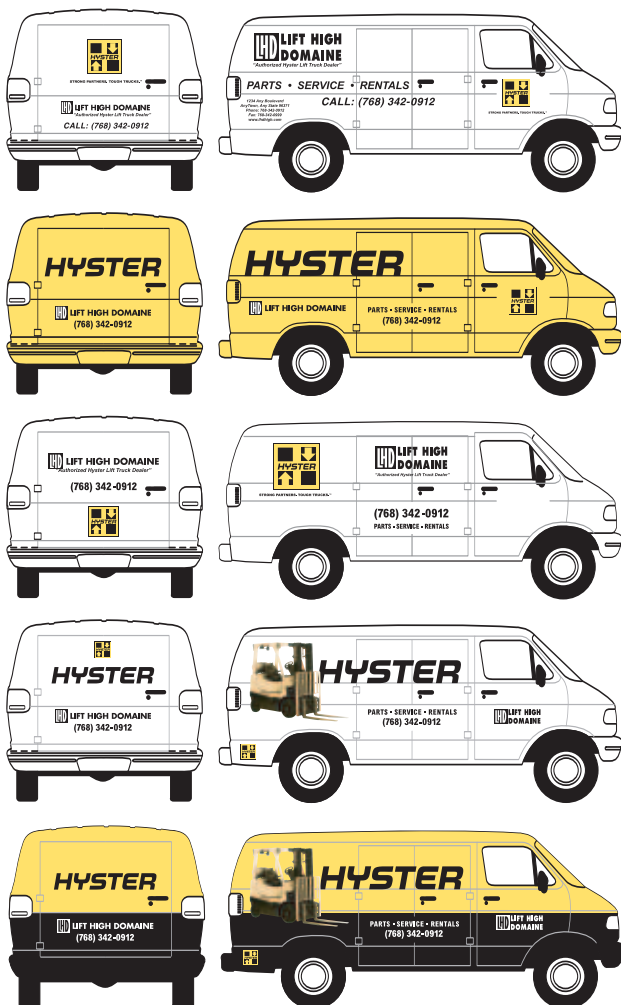
For building signage, dealerships may use either the approved Hyster® logo or logotype.

Dealerships must follow the rules contained in this manual for proper use and display of the Hyster logo. Whenever a dealership name is used in conjunction with the Hyster logo, the dealer must indicate that it is an “Authorized Hyster® Industrial Lift Truck Dealer” in a prominent location that reasonably relates to the dealer name.

The space limitations on signage prohibit the use of caption-type notices. However, in the United States, the ® should be used according to the rules for advertising and publications. (*See Trademark Information, pages 29-31*)

Sometimes the square shape of the Hyster logo makes its use impractical on certain painted walls and signs. In these cases, painters should always work from the **Hyster Company-approved trademark grid breakdown guidance sheets, available from your local Hyster Company Marketing Department.**

Service Vehicles



Service Vehicles

For service vehicle signage, dealerships may use either the approved Hyster® logo or logotype.

Dealerships must follow the rules contained in this manual for proper use and display of the Hyster logo. Whenever a dealership name is used in conjunction with the Hyster logo, the dealer must indicate that it is an “Authorized Hyster® Industrial Lift Truck Dealer” in a prominent location that reasonably relates to the dealer name.

Note: Full color representations of suggested van designs are included on the enclosed CD.

Service Vehicles

As a form of mobile advertising, service and other vehicles provide an excellent opportunity to keep a dealership name and the Hyster brand name in the forefront of customers' minds.

Vehicle painters must be provided with the appropriate information set forth in this manual. Please refer to those sections dealing with typography, corporate colors and placement of logos.

Hyster logo art and other artwork, such as lift truck silhouettes for application to vehicles, are available through your local Hyster Company Marketing Department.

Electronic Media

With more communications taking place through e-mails, Web sites and other electronic channels, careful attention must be paid to ensure that Hyster® logos and trademarks are used appropriately in these media.

Of critical importance is making certain that electronic versions of business correspondence materials replicate the existing forms in

every way. The approved Hyster typefaces have been specifically selected to accommodate both electronic and print applications.

Note: Suggested template for electronic presentations is available on the enclosed CD.



CD/DVD labels

Trademark Information

Hyster® is the unique brand name of products and services marketed by Hyster Company. The brand was first registered in the United States in 1929 and is now registered in more than 50 countries.

Careful use of the Hyster brand name is necessary to ensure that it continues to identify only genuine Hyster products and services offered by Hyster Company and its authorized dealers, clearly distinguishing them from those of competitors.

Monitoring how the Hyster brand identity trademarks and service marks are used supports the company's sales and marketing efforts and keeps us clearly in the forefront of our target audience's view. It also serves to build and maintain a high level of market awareness in all activities and business sectors with a positive, cohesive image of Hyster Company.

Therefore, Hyster Company's trademarks and service marks should be employed as often as possible, with strict adherence to the standards contained within this manual. It is necessary to remind the public that Hyster trademarks are owned by Hyster Company and, where applicable, are registered with certain marks and caption notices, as discussed here.

Please note that a trademark is always a proper adjective that modifies a noun (the generic name of a product or service).

Examples: "Hyster® lift trucks..."
"UNISOURCE™ parts..."
"YardMaster® lift trucks..."
"Matrix® lift trucks"

Preferred Notice

The preferred trademark notice is: "Hyster and (Hyster affiliate) are registered trademarks of Hyster Company."

This caption notice should appear in all publications in which the logo or any other registered trademark is used. Remember, only those trademarks that are registered may appear in this caption.

Alternately, a superscripted ® may be used after any registered trademark in a publication. It is not necessary to use this mark each time, although it is advisable to use the symbol at least once per page, preferably on first reference.

Examples:
Hyster® lift trucks
MONOTROL® pedal
SpaceSaver® lift truck

Trademark Information

An exception to this policy is the Hyster® logo, as using the ® detracts from the logo's pleasing design. Instead, use the caption notice.

Example: Hyster and (Hyster affiliate) are registered trademarks of Hyster Company.

Notice for Unregistered Trademarks

For those trademarks that are unregistered by Hyster Company, the recommended notice is: "Challenger is a trademark of Hyster Company." This caption should appear in all publications in which any unregistered trademark is used.

An alternative notice is the use of a small ™ each time the trademark appears. Like the ®, it is advisable to use the symbol at least once each page, preferably on first reference. Note that an unregistered trademark should never be followed by the ®. (Example: *Challenger™ lift trucks*)

Non-English Publications

When a Hyster trademark is used in a printed publication, a caption should be included in the same language as the publication. However, all trademarks should appear as they do in the text, and the company name must be in English unless Hyster Company has granted a special exception.

The caption should not include the word "registered" because this will not be the case in all countries.

Example:

"Hyster et MultiQuip sont des marques de Hyster Company."

"Hyster and Unisource are trademarks of Hyster Company."

When used in the company's proper name – Hyster Company – the word Hyster is not a trademark in the signature of an advertisement or on a letterhead. In this scenario, the word Hyster should not be followed by the ® or a trademark caption.

Examples:

"...an employee of Hyster Company..."

"...designed and manufactured by Hyster Company..."

Like the principal trademarks, Hyster Company uses several other registered "word" trademarks that denote certain company products and services. Proper use and strict adherence to this manual's guidelines regarding their usage is very important.

Trademark Information

Examples:

MONOTROL® pedal
SpaceSaver® lift trucks
VISTA® masts

In addition, the company uses certain trademarks, such as Challenger™ XM™ and UNISOURCE™ that are unregistered. These trademarks are protected under the common law. Proper use is important to protecting the rights of Hyster Company in all these marks.

Consequences of Improper Trademark Use


Hyster Company's trademarks and service marks distinguish its products and services from similar competitive products and services that are available in the marketplace. Improper or inconsistent use of Hyster Company's trademarks may result in:

- ▮ Confusion concerning the source of the product or service, which may lead to a loss of confidence and possible loss of sales.
- ▮ Public adoption of the trademark as the generic name of the product.
- ▮ Dilution of the trademark through abandonment or improper use.

A trademark is never to be used as:

- ▮ The name of a generic product or service.
Example:
"A Hyster loaded the tractor trailer."
- ▮ A verb
Example: "Hysterized"
- ▮ In plural form
Example: "Hysters"
- ▮ Or in a possessive form
Example: "The Hyster's drive axle."

Usage in any of these ways could result in the loss of the exclusive use of the trademark.

Hyster and  are registered trademarks of Hyster Company.

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HCBM92004
9/2004 Litho in USA