

DISTRIBUTORS BRAND GUIDELINES

Version 2.0

Introduction

Thank you for trusting Nord-Lock Group solutions to your customers!

Welcome to your go-to document with everything you need to know about how to use Nord-Lock Group's trademarks and copyrighted material. By doing so correctly, you'll stay consistent with our brand identity, helping you effectively communicate the benefits of our products, form partnerships, and promote the Nord-Lock Group brands.

Whether you work with print, exhibitions, digital content, or multiple channels, in the capacity of a reseller or authorized distributor, this document will be of much help.

If you find yourself with any questions not covered in this material, please contact your Nord-Lock Group representative or *info@nord-lock.com*.

Alexander Wennberg
Group Marketing and Communications Director

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Core Branding

This section contains the building blocks of Nord-Lock Group's corporate identity, including logos and word marks, as well as the rules for using them in the correct way.

NORD-LOCK GROUP

NORD-LOCK®

 **SUPERBOLT®**

BOLTIGHT®

 **Expander®**

One group, four technologies

Our logo is the visual representation of our brand. Incorporating the company name and using brand-characteristic colors and fonts, the logo establishes and communicates our identity.

By consistently marketing our technologies as part of and supported by Nord-Lock Group, we strengthen our brands and improve their market positionings. Therefore, Nord-Lock Group should be included as sender of all communications.

Since the logo is critical to building our brand identity, we should never create new logos for any product or service of Nord-Lock Group without the approval of the VP, Head of Marketing & Communications.

Core branding

Trademarks

Nord-Lock Group logo

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Standard application

The logo is displayed in its standard form. 'NORD-LOCK' is in a large, bold, blue sans-serif font. 'GROUP' is positioned directly below it in a smaller, bold, grey sans-serif font.

Special application

The logo is shown in a special application on a white background. 'NORD-LOCK' is in bold black, and 'GROUP' is in bold black, stacked vertically.The logo is shown in a special application on a blue background. 'NORD-LOCK' is in bold white, and 'GROUP' is in bold white, stacked vertically.The logo is shown in a special application on a white background. 'NORD-LOCK' is in bold blue, and 'GROUP' is in bold blue, stacked vertically.The logo is shown in a special application on a dark grey background. 'NORD-LOCK' is in bold blue, and 'GROUP' is in bold white, stacked vertically.

Standard application

These versions of the logo should normally be used. Placed on either a white or dark, plain background.

Special application

The placement of the logo in pictures is allowed. In such cases, the logo variant that produces the best contrast to the background should be chosen.

Core branding

Logos

Technology brands logos

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Standard application




Standard application

These versions of the logo should normally be used. Placed on either a white or dark, plain background.

Special application

The placement of the logo in pictures is allowed. In such cases, the logo variant that produces the best contrast to the background should be chosen.

 Technology brand should always be accompanied by the Nord-Lock Group logo. For exceptions, please contact the Global Marketing Team.

Special application



Core branding

Trademarks

The ® symbol

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Standard use



Marking

® has to be used for Nord-Lock, Superbolt, Boltight and Expander*.

Use ® directly after the logo or word trademarks not after subsequent elements.

Correct:

Nord-Lock® NL-10 washes, Expander® system

Incorrect:


Nord-Lock NL-10® washers, Expander system®

*Except for printed and digital materials developed for China, in this case Expander is used without ®.

 Do not use ® with Nord-Lock Group.

PART OF THE NORD-LOCK GROUP



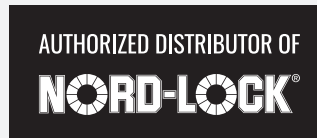
 Special application is
also available when
using the connector.


Group connector

As the sender, the Nord-Lock Group logo (page 6) should be included in all communications, separate to the individual brand logos (page 8).

If it is not possible to use two logos, due to space constraints for example, then use these versions with the *part of* connector.

AUTHORIZED DISTRIBUTOR OF



 Special application is also available when using the connector.

Authorized Distributor application

The Authorized Distributor application of our Group's and technologies' logos serve as a quality stamp so that our partners can distinguish themselves in the market, while customers can be sure the vendor is to be trusted.

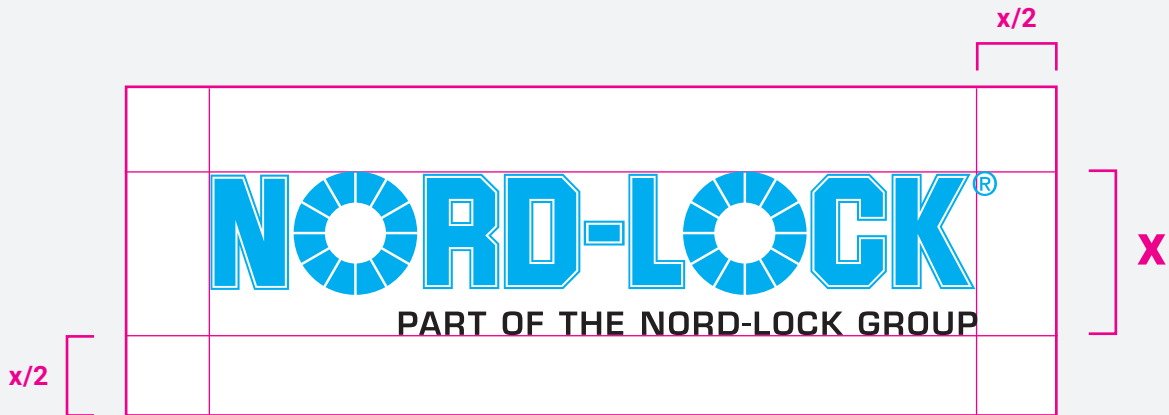
Conditions of use

- Only used by partners approved by the relevant Country Manager.
- The approval for use can be withdrawn by Country Manager if partner does not meet our standards or misuse our intellectual property.
- Partners should use the applications in accordance with the rules provided to them by Nord-Lock Group, included in the Distributor Brand Guidelines.
- No change in proportions, color, text or graphical elements is allowed. The part "AUTHORIZED DISTRIBUTOR OF" can be translated in exceptional cases when there is a market need (by contacting Nord-Lock Group).

 Standard rules, details and dos and don'ts are described in section [Logo Usage](#).

Core branding

Logos Usage
Clear space



This is the minimum distance allowed from the logo in our applications. The free space around the logo is defined by half of its height. This defines the distance on all sides.

The same principles apply to all our technology brand logos.

When a logo has the connector, it should be included in the clear space size.



For small applications the Group and technology logos can be reduced to a minimum of 4 millimeters high. When the logo contains the connector, it shouldn't be smaller than 8 mm high.

Boltight is a special case since, due to it's construction, it can go up to 3 mm high.

Core branding

Logos Usage

Translations and alterations

Correct use



Incorrect use



All trademarks and logos should be used as are:

- Do not delete, add or replace any word or graphical elements.
- Do not change colors.
- Do not change proportions.
- Do not translate word elements.

See more examples of dos and don'ts in section ***Logo Dos and Don'ts***.

Dos



Don'ts



In this section, you will find some common examples of dos and don'ts for the use of Nord-Lock Group's logos.

If you can't find an answer for your specific case here, contact Nord-Lock Group's Graphic Design Team.

- Do not use the logos blurred, pixelated, or in any way with poor legibility.
- Do not apply the logos over a background with low contrast or that will in any way compromise legibility.
- Do not change size, proportions and/or position of the group connector "PART OF THE NORD-LOCK GROUP".
- Do not combine a logo, element or symbol with any of Nord-Lock Group logos.
- Do not change size, proportions and/or position of the application phrase "AUTHORIZED DISTRIBUTOR FOR" and/or alter the original text in any way.

Dos



Don'ts



- Do not mimic, in your own logo, the look and feel of a Nord-Lock Group's logo.
- Do not combine your own logo with any of Nord-Lock Group's logos.
- Do not use obsolete logos.
Only updated authorized versions of logos provided to you by Nord-Lock Group are allowed.
- Do not replace and/or alter the connector "PART OF NORD-LOCK GROUP" with another text.
- Do not change any graphical elements in the Authorized Distributor application.

Core Branding

Trademark use in written text
Trademarks in text

Correct use



Nord-Lock Group's range of innovative bolting technologies includes **Nord-Lock®** wedge-locking washers, **Superbolt®** mechanical tensioners, **Boltight®** hydraulic tensioners, and **Expander®** System pivot pins.

Incorrect use



NLG's range of innovative bolting technologies includes **Nord lock** wedge-locking washers, **superbolt** mechanical tensioners®, **BOLTIGHT** hydraulic tensioners, and **expander system®** pivot pins.

Word trademarks

Apart from logos, word marks are also protected with registration and should be used correctly in text:

Nord-Lock®*

Superbolt®

Boltight®

Expander®**

- Always spell with first letter capitalized.
- Always make sure you spell correctly.
- Always use the ® symbol, at least first time mentioning in text.

Abbreviations

- Do not abbreviate company names and/or word marks, in any circumstances.


*Nord-Lock is always spelled with a dash.


**Except for printed and digital materials for China, in this case, Expander is used without ®

Core Branding

Trademark use in written text
Prohibited use of trademarks


Company name

 Washers Canada Inc.


 **Nord-Lock** Washers Canada Inc.

Domain name


 washersshop.com/**nord-lock**

 **nordlock**shop.com

Product name

 ABC-BRAND **washer**


ABC-BRAND **washer**

 ABC-BRAND **Nord-Lock type washer**

ABC-BRAND **Nord** washer

Social Media profile name

 Company ABC – **distributor of Nord-Lock® wedge-locking washers**

 Company ABC – **Nord-Lock Group**

Prohibited use of trademarks

Nord-Lock Group’s trademarks are an important asset that not only contributes to a strong brand but also puts the customer in the center and makes sure it is easy to identify the source of the product and level of quality.

This is why we do not allow any use of our trademarks that can weaken our trademarks and puts the customer at risk of confusion.

It is not allowed to use any of our trademarks:

- In your company name.
- In your domain name (it is ok to use in a subdomain and/or subpage).
- As a product name for a product that does not come from the Nord-Lock Group.
- In your social media Icon or profile name.

It is strictly prohibited to register Nord-Lock Group’s trademarks or trademarks similar to them in your own name.

Brand expression in Marketing

This section describes how the Nord-Lock Group brand is conveyed through images, footage, illustrations, and text, and how these resources can be used to correctly market Nord-Lock Group's products.

Brand expression in marketing

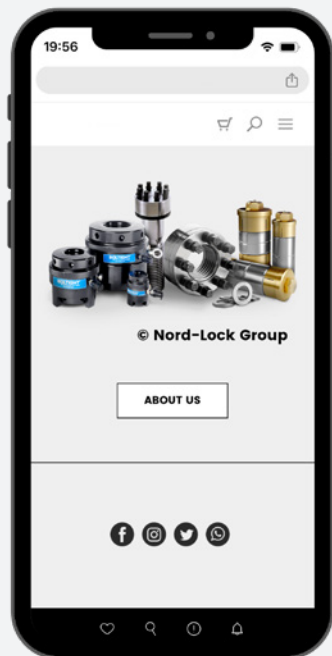
Copyrighted Material

Images, Illustrations, graphic elements and text

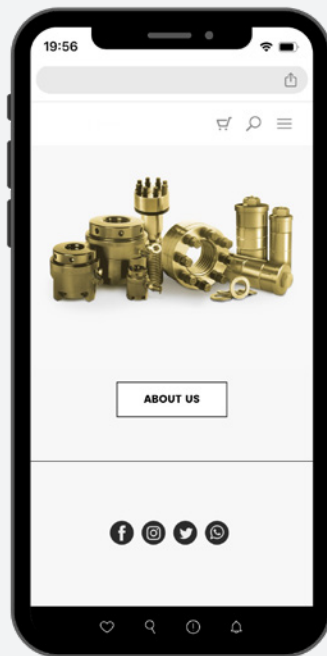
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Dos



Don'ts



Images, illustrations and text

All images, illustrations, text and other graphical or written material made by Nord-Lock Group are protected by copyright.

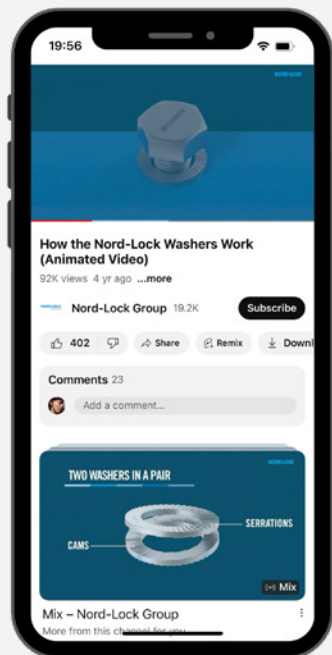
Upon request, Nord-Lock Group can provide you with the material that you can use in your marketing efforts under the condition that you:

- Use it to promote Nord-Lock Group's products only.
- Use it as is, without changes.
- Do not use it in any way that is detrimental to Nord-Lock Group's reputation or rights.
- Always use the material with the copyright notice "© Nord-Lock Group".

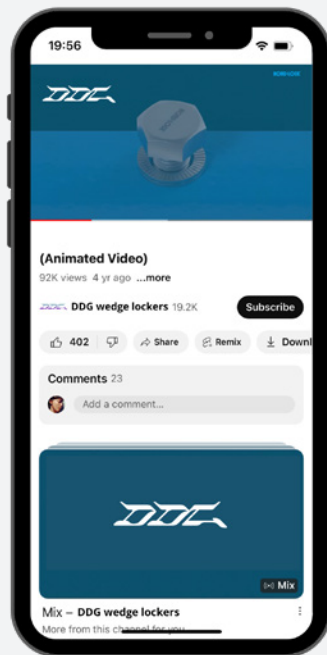
i If you prefer to create your own designs to promote our products, you can get logos and images from us, but we will always review and approve your final design.

i If you require changes or adaptations in any of Nord-Lock Group's material, contact your Nord-Lock Group representative or info@nord-lock.com

Dos



Don'ts



Videos and animations

All videos and animations made by Nord-Lock Group are protected by copyright.

Upon request, Nord-Lock Group can provide you with videos and animations that you can use in your marketing efforts under the condition that you:

- Use them to promote Nord-Lock Group's products only.
- Use them as are, without changes.
- Do not use them as part of your own video.
- Do not insert elements such as your own logo, text or other elements in the video.
- Do not use videos and animations in any way detrimental to Nord-Lock Group's reputation or rights.
- Use videos and animations with the copyright notice "© Nord-Lock Group".
- If you have specific change requests, contact your Nord-Lock Group representative or info@nord-lock.com.

Brand expression in marketing

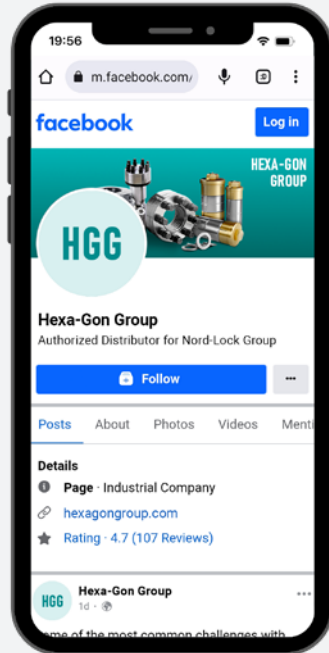
Marketing

Reference to distributorship status

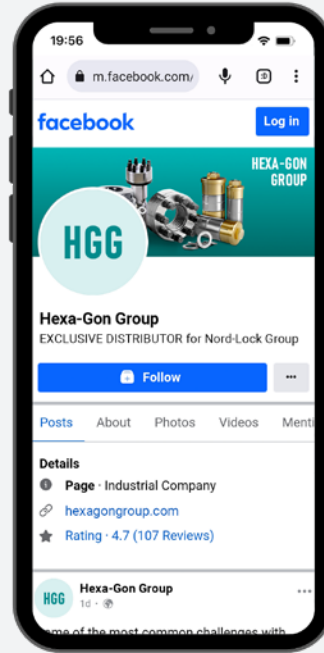
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Dos



Don'ts



Reference to distributorship status

The Authorized Distributor status is a way to show your customers that you are a trusted partner of Nord-Lock Group and serves as a quality stamp.

The following rules apply:

- Refer to yourself as an Authorized Distributor only if you received this status from Nord-Lock Group.
- Use the wording **"Authorized Distributor"** only; other wording like *"official distributor"*, *"exclusive distributor"* etc. is not allowed.
- Use the Authorized Distributor status only in relation to the brand that is stated in your Authorized Distributor certificate.

Brand expression in marketing

Marketing

Marketing Nord-Lock Group's products on website

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Dos



Don'ts

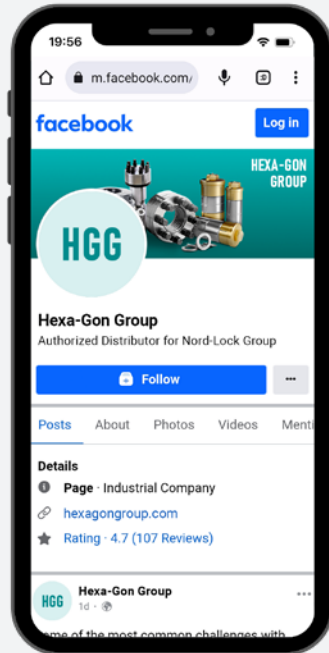


Marketing Nord-Lock Group's products on website

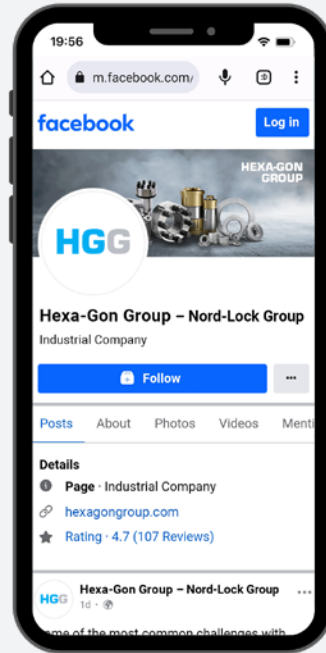
When promoting Nord-Lock Group products on website, always be clear about your own company as a sender and your relationship with Nord-Lock Group.

- Have your company's name, logo and company's profile prominent, so that it is clear that the website is originating from you.
- Use your own creative expression, do not mimic the visual identity of Nord-Lock Group.
- Express in a clear way the relationship your company has with Nord-Lock Group. If you are a reseller or Authorized Distributor, let your customers know.

Dos



Don'ts



When using your own channel in social media to promote Nord-Lock Group's products, follow these rules:

- Do not use Nord-Lock Group's trademarks in the icon or profile name, use your own differentiators.
- If you would like to show that you are selling Nord-Lock Group's products, write this in the description, not in the profile name.
- If you want to indicate that you are an Authorized Distributor, in the profile name of your channel, write your company's name followed by "Authorized distributor for Nord-Lock Group".

