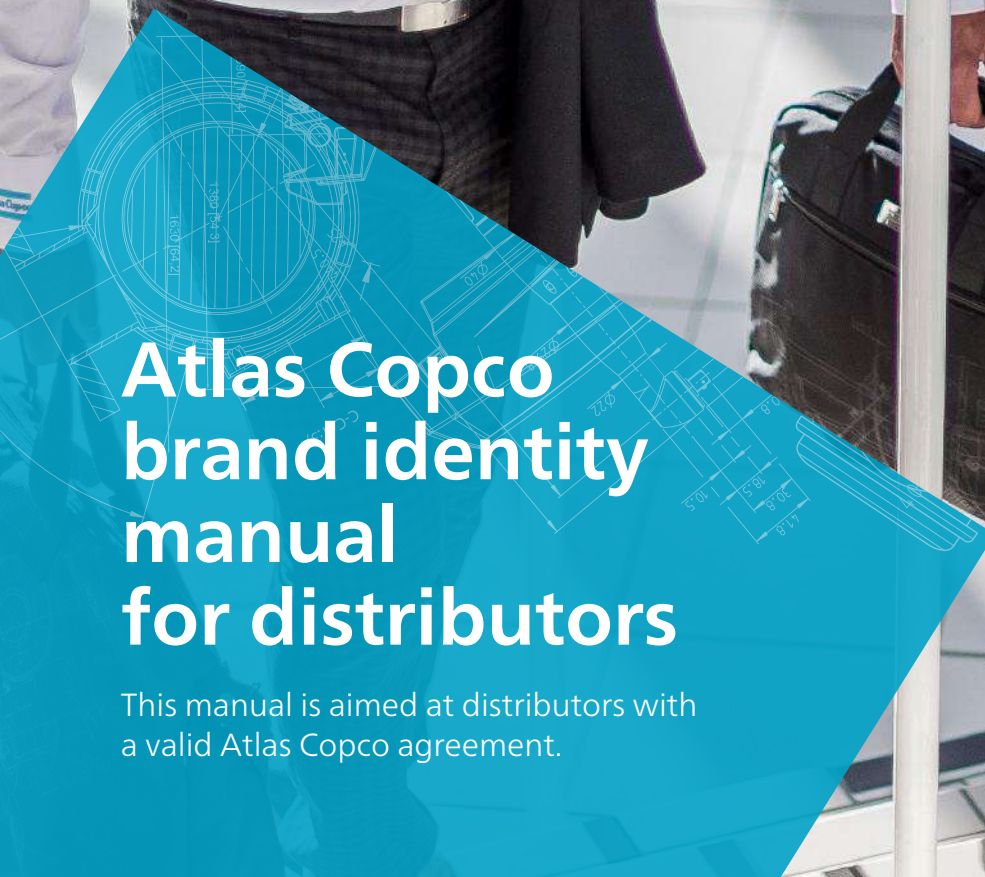


A photograph of two men in business attire standing on a modern staircase. The man on the left is wearing a white dress shirt and dark trousers, holding a dark jacket. The man on the right is wearing a dark suit jacket over a white shirt and dark trousers, carrying a black briefcase. They are engaged in a conversation. The background shows a bright, modern building with large windows and a white railing.

Atlas Copco

A blue triangular graphic overlay containing a technical drawing of a mechanical part, likely a compressor or pump component, with various dimensions and labels.

Atlas Copco brand identity manual for distributors

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

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Your partnership with Atlas Copco

Building a strong brand together

Atlas Copco operates worldwide with a long-term commitment to customers in all markets served. Our vision is to be a First in Mind – First in Choice supplier to present and future customers and we aim to continuously meet and exceed their expectations.

A strong brand is good for business. As our valued business partner, you are an extension of the Atlas Copco brand and you play a key role in providing our customers with a great experience every time they interact with us.

You are valuable to our business

We share the ambition to always deliver quality and to be a reliable and easy-to-deal-with business contact for our customers. We are also commonly committed to highest ethical and environmental standards wherever we operate.

Our intention is to help you grow your business and at the same time to align you closely to the brand. Through mutual efforts we will strengthen the Atlas Copco brand and safeguard our strong reputation as outstanding providers of sustainable productivity.

Sincerely,



Mats Rahmström
President and CEO



Promoting Atlas Copco

There are many opportunities to display and promote the Atlas Copco brand and products. Remember that for legal and other reasons it is important to always clarify that you represent Atlas Copco as authorized distributor and not as a part of the Atlas Copco Group.

Below is a list of different activities and items which are available for you to increase awareness of Atlas Copco and strengthen the overall brand

presence and positive recognition of our products and service. In the right column, you find guidance on how to proceed in each case. The brand identity guidelines is part of your agreement with Atlas Copco and it is important that you are familiar with how to act in accordance with them. For questions and further support, always turn to your customer center contact.

Advertisements and listings	Include the Atlas Copco distributor logotype in all advertisements.
Online advertising (ex: Google Adwords)	For online advertising (example Google Adwords) it is recommended to use product-related keywords instead of advertising the Atlas Copco brand name. Read more on page 11
Buildings and signage	Use the Atlas Copco distributor logotype on building signs. There are ready to use stickers and signals for "Authorized distributors" in the Atlas Copco profile store. Read more on page 12
Business cards	Use the Atlas Copco distributor logotype on your business cards together with other main brands that you carry. Your own logo should be dominant. Note that it must be clear that your company is a separate legal entity and not a part of Atlas Copco. Read more on page 9
Customer events and seminars	Utilize Atlas Copco branded materials such as roll-ups, leaflets, profile gear and other promotional material.
Exhibitions	Atlas Copco display material, products, machinery and leaflets can be used at exhibitions. In the profile store you will find a wide range of give aways in different price ranges and for many different purposes.
Letterheads	Use the Atlas Copco distributor logotype in conjunction with your own logotype.
Mailings, including e-mailings	Use the Atlas Copco distributor logotype in conjunction with your own logotype.
Photos and videos	Use photos from Atlas Copco's photo and video gallery when you are promoting Atlas Copco products and solutions. The photo and video gallery can be found at www.photos-videos.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. Read more on page 17
Recruitment	When you recruit, it is great to mention that you are an authorized distributor of Atlas Copco's products and solutions.
Training seminars	Use Atlas Copco branded presentations at your training sessions.
Vehicles	Guidelines for distributor service vehicles and or any other kind of vehicle where making use of the Atlas Copco brand. Read more on page 13
Website	Always use the Atlas Copco distributor logotype on your website and in other online channels, including social media. It is good to link directly to Atlas Copco's relevant website, where more information on products and solutions can be found.

Reference to Atlas Copco

“Atlas Copco authorized distributor” is the preferred distributors’ reference to Atlas Copco. It should be used in all communication channels, eg. advertising, building 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 term authorized distributor can be translated into local language when needed. Please check with your local Atlas Copco customer center contact what the correct translation is for your country and market.

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 innovative industrial solutions. We develop products and services focused on productivity, energy efficiency, safety and ergonomics.”



Authorized distributor

Authorized distributor

Atlas Copco logotype and the “Authorized distributor” text is one image and cannot be separated. More info on how to use the distributor logotype on page 7.

We recommend downloading the distributor logotypes from the photo and video gallery. www.photos-videos.atlascopco.com

Use of the Atlas Copco logotype

The Atlas Copco logotype

The Atlas Copco logotype cannot be changed or tampered with. Always use the original artwork and the correct logotype proportions.

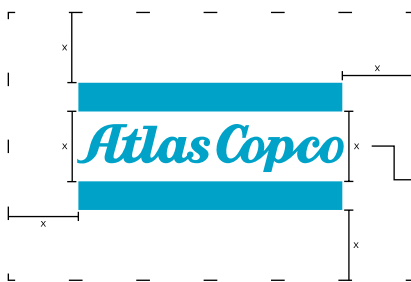
- Never remove the bars from the logotype
- Never stretch or compress the logotype
- Never place the logotype on a busy background

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 on signs, promotional items, business cards and web applications. See table below or ask your Atlas Copco contact for advice.

Free space around the logotype



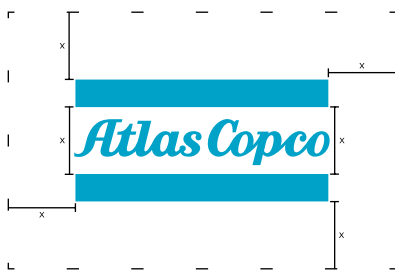
Restricted area/Free space definition:
The size of the restricted area is defined by the distance between the two bars in the logotype. Note: The logotype can never be put in a box.

Free space determined by size of logotype

Full free space around the logotype



Authorized distributor



Authorized distributor

Full free space logotype to be used on:

Buildings signs, events, exhibitions, vehicles and all marketing communication materials eg. roll-ups, brochures, flyers, posters etc.

Half free space around the logotype



Authorized distributor



Authorized distributor

Half free space logotype to be used on:

Signs, business cards, workwear, sales promotional items and web applications

In case of reproducing the Atlas Copco Authorized Distributor Logotype, the words "Authorized distributor" should always be placed outside the logotype's free space, either below or to the right.

Logotype colors

The Atlas Copco logotype is blue and an essential part of the visual identity. The logotype can also be white with a specified background color. On online or offline material the white logotype is shown on Atlas Copco blue background. On products the white logotype is shown on grey background. On promotional items and clothing, the blue logotype can be printed on black background.

Logotype backgrounds

The blue logotype can be used on a white, light gray or black background. The white logotype works on an Atlas Copco blue or darker background. See illustration for color specifications. The Atlas Copco distributor logotype can be placed in a box as shown below, always safeguarding that there is enough free space around the logotype.



Authorized distributor



Authorized distributor



Authorized distributor



Authorized distributor

From 1–10% black



Authorized distributor

From 51–100% black



Authorized distributor

100% black

Above Logotype is only meant to be reproduced on workwear or promotional material.

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



Authorized distributor

The Atlas Copco logotype in black is no longer part of the brand identity and should only be used in black/white materials.



Authorized distributor

Never print the logotype in a tint or screen, instead always use it in full color.

We recommend downloading the distributor logotypes from the photo and video gallery.

<https://www.photos-videos.atlascopco.com/content/asset-share/acgallery/search.html?search=distributor>

Atlas Copco brand colors

Atlas Copco's primary brand color is the Atlas Copco blue in combination with white. The Atlas Copco distributor logotype is displayed in blue on white background. Brand items like flags, roll-ups etc. are often displaying a white Atlas Copco logotype on an Atlas Copco blue background to strengthen the color impact even more.

The supporting colors are used for different purposes and they are also used on products. For product color specifications, there are physical color samples available

The primary color

Our primary color is the Atlas Copco blue. It is the most important color in our visual identity and should be the dominant color in communication material and other visual applications of the brand. We want to be highly associated with this color and to be seen as a "blue brand."



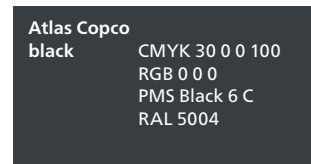
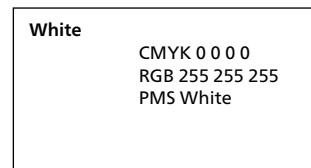
** The RAL color code given here have been matched as closely as possible. Please use the color proofs/official RAL color guides for accuracy.*

to order through your local Atlas Copco customer center contact. Contact them also for support and assistance. On products, different materials in combination with different gloss can make the color appear different than intended to. Therefore on products the best way is always to visually compare and approve product NCS or RAL color mixes to a color sample.

Supporting colors

Our supporting colors are white, Atlas Copco black, Atlas Copco dark gray, Atlas Copco light gray and Atlas Copco yellow.

The supporting colors are also the five colors used on our products.



Stationery

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. Use the Atlas Copco distributor logotype with half free space on letterhead and business cards.

Business cards

The business card should clearly express who is the sender and which is the legal entity of the company. The Atlas Copco logotype with distributor reference text is the preferred way.

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

Good example:

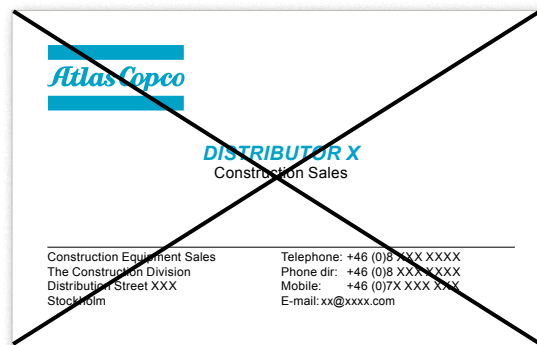
Atlas Copco logotype is used as a complement to the distributor's name and logotype, and should as such be smaller. The maximum logotype size (width) is 18mm.



The maximum logotype size (width) is 18mm.

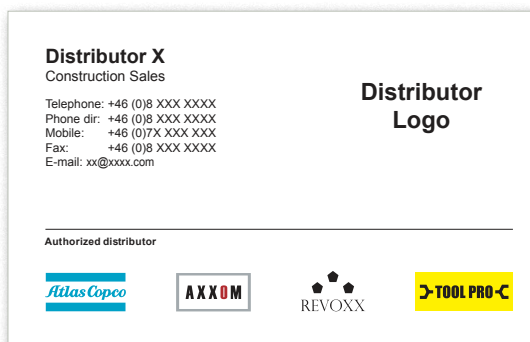
Bad example:

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



Multiple Brands:

In cases where a distributor works for several brands, the Atlas Copco logo should be placed at the bottom of the card along with the other brands.

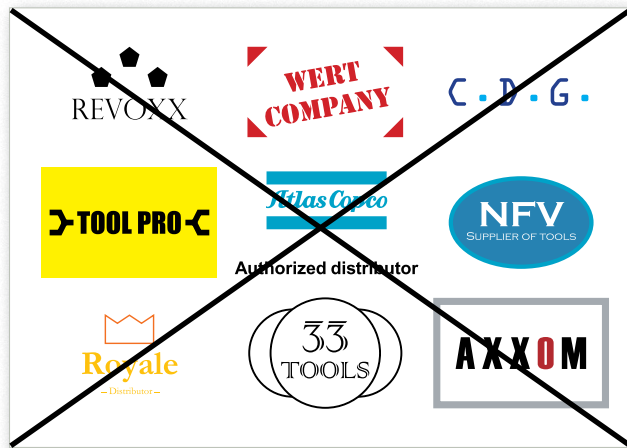


Adverts, mailings and listings

Use of the logotype in ads

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 visible and surrounded by the required free space, as defined on page 6.

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



Bad example:
Logotype free space violation.

We sell industrial tools!

Distributor's Image

Luplat. Ute feugait, si bibemat, sim velis nim dolum digniamet praesequam et ullam velostrud lat. Ut irfiscidunt alii la consequat utating eugiamc onsequam, sectetu msandre magnis nibh eugue vel iureet, quis ad duis nit lumsan henim ver secte magna feum vullacor pareaessectet uta latam ent valenit forper sim nullipate min et incitu mmociam dolesisso dio dalestrud et uputatet, susto dohorite feugiam dip exeressse doleriamet

Odipisci duiis dolum adio diat alti non exer stieissim doboror adio odotore raesto conulput do od magna facilist utat la adip.

For more information please contact office@distributor.com or call 02323 23423 323.

Distributor AB sells products of the following brands:



Distributor AB, Adress 12, 0324 town, phone: 02323 23423 323, fax -3232, Email: office@distributor.com, www.distributor.com

Good example:
Logotype free space is respected.



Good example:
Logotype is clearly visible.

Buildings and signage

Use of the Atlas Copco distributor 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.

Check with your local Atlas Copco customer center for guidance on how to produce signs with the correct logotype and placement.



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 free space, as defined on page 6.



The Atlas Copco Authorized Distributor sign should be clearly visible in the stand.

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 in a color where the Atlas Copco logotype is not visible the distributor may use the logotype in white version. The "Authorized distributor" reference must always be used, as described on page 6.



Promotion of Atlas Copco in digital channels

Promotion of products and service in online channels is today one of the most important ways to reach out to both new and existing customers. We want to support the promotion and visibility in digital channels as much as possible and at the same time keep a strong alignment of activities online.

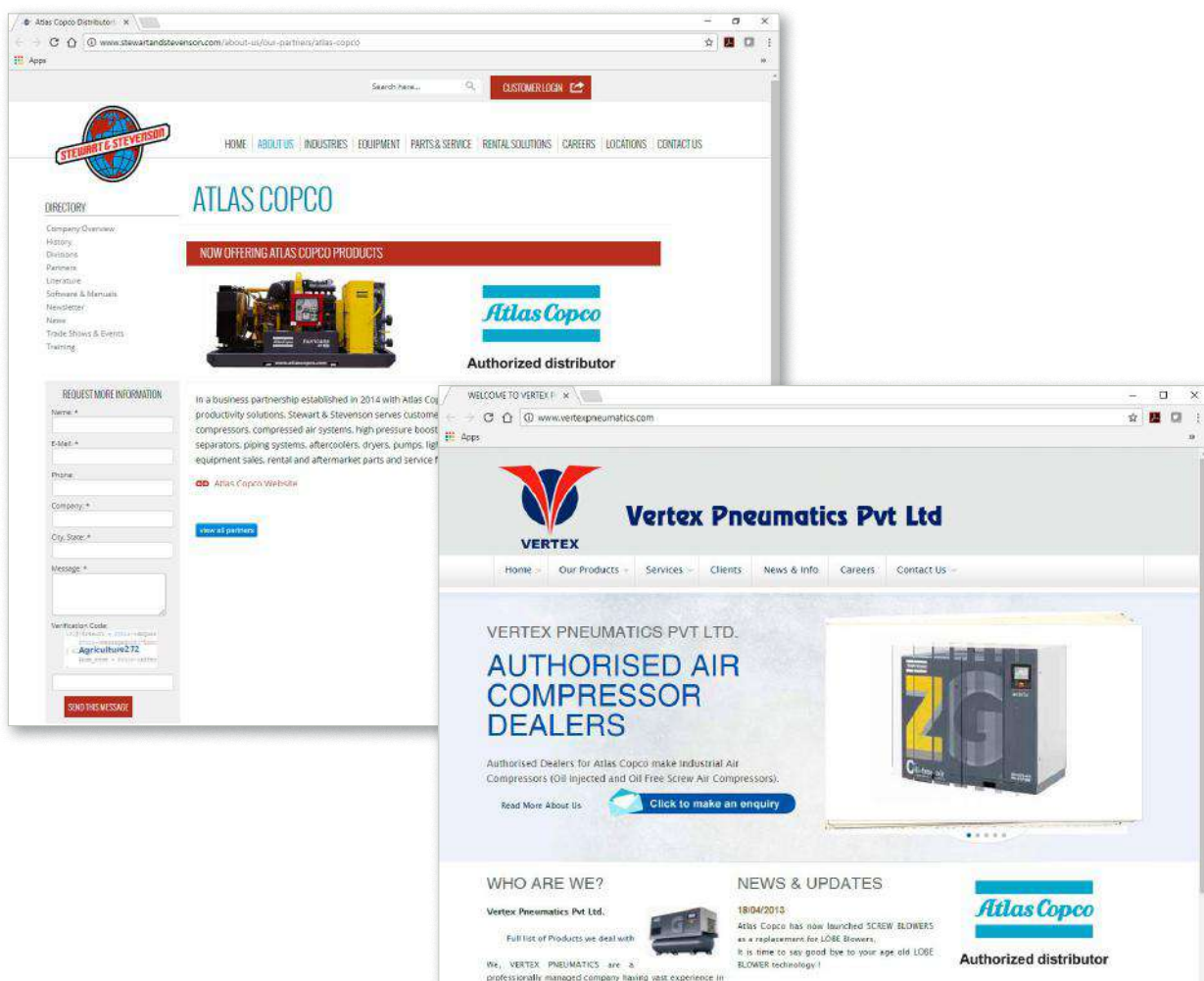
In this chapter, we give guidance to a few but important areas regarding marketing in digital channels.

Paid advertisement

Online marketing through paid advertisement is widely used to show up high in search engines. Atlas Copco wants to support our business partners to promote sales online and we encourage distributors to improve search results ranking on their websites. When it comes to paid advertising it is often best to opt for category key words that are non-branded: For example "portable diesel air compressor". We encourage you to work with the non-branded paid advertisements as in most categories more than 90% of the web searches are made on non-branded category words.

In the case of Google, Atlas Copco can be used as a paid adword, only if the distributor has been authorized to use our brand name by the local customer center, as detailed below:

- A request must be approved by a General Manager or VP Marketing/Sales/BLM from your local Atlas Copco customer center.
- The distributor confirms compliance with Atlas Copco brand manual for the online marketing campaign/ads.
- A specific form needs to be filled out and signed by an Atlas Copco General manager or sales manager. Please contact your local customer center contact to find out more and to fill out the form.



The importance of being visible online

As a distributor of Atlas Copco should promote the Atlas Copco distributor logotype on your website. You should also preferably link directly to the product section of the Atlas Copco website and not recreate the products in your website. This way, you will guarantee that your information is continuously up to date. It is essential for visitors to understand that the website belongs to a distributor.



Good example:
Logotype free space is correct.

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

Registration of domain names and urls

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

Guidelines for distributors using the Atlas Copco brand in social media

You should	You should not
Share your passion for Atlas Copco's products and services.	Never name your account with any variation of "Atlas Copco" For example it should never be "Atlas Spares Co. Ltd" It should be Company X Spares Ltd.
Make the account about your business. Make it clear that you are a distributor for Atlas Copco and not acting as Atlas Copco.	Never use the Atlas Copco logo as the profile image or header image of your account. It is best practice to use your own name and logo.
Name your account after your business and not Atlas Copco.	Avoid to become engaged in a public argument on social media – always refer them offline to email, phone or direct message.
Share content relating to Atlas Copco and our products and services in a positive way.	Don't use Atlas Copco content from unknown third parties as it may not meet our branding guidelines or it could be incorrect information.
With social media – the world is getting smaller so be mindful that your posts can be seen all over the world and not only in the region you are responsible for. So ensure your posts are accurate even if seen out of context.	
Share the social media posts from authorised Atlas Copco accounts on social media.	
Be mindful of the branding guidelines for Distributors relating to the use of the logo in this guide.	
Use the hashtag #AtlasCopco when you are posting content that is about Atlas Copco (not other manufacturers).	
Work with the local Atlas Copco team for content and ideas.	

In an emergency

What to do in an emergency on social media relating to the Atlas Copco brand

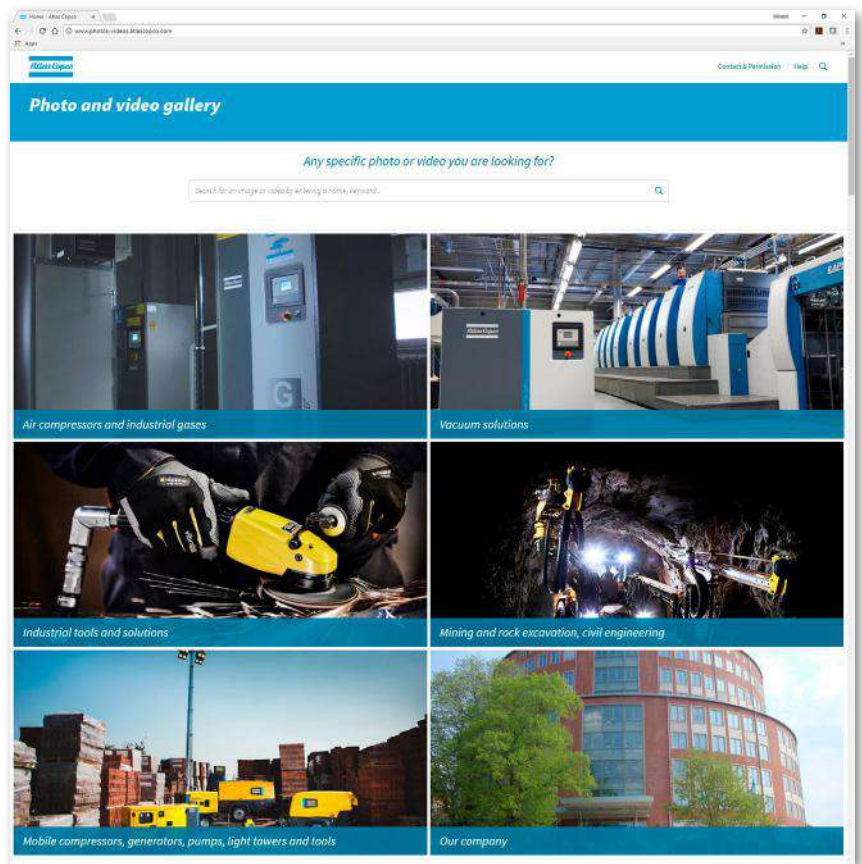
You should always contact your local customer center contact at Atlas Copco. If for whatever reason this is not possible you can send an email with all details to social@atlascopco.com preferably in English.

Access to Atlas Copco material

Atlas Copco photo and video gallery

Atlas Copco has a web-based public photo and video 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 gallery is located at

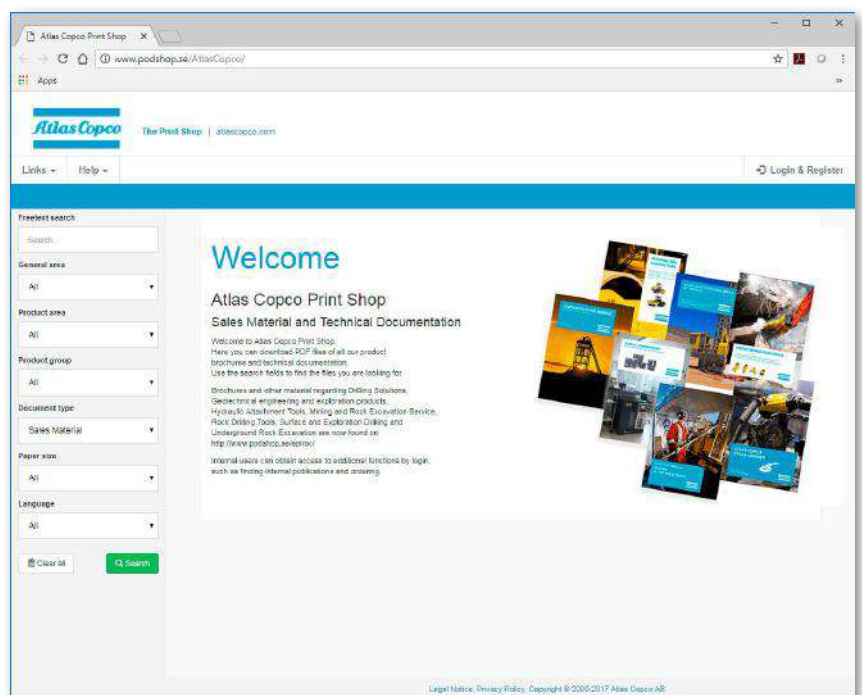
www.photos-videos.atlascopco.com



Atlas Copco printshop

In the printshop you can download PDF files of all our product brochures and technical documentation. Use the search fields to find the files you are looking for.

www.podshop.se/AtlasCopco/



Workwear and promotional material

Producing workwear:

When producing workwear or promotional material for your business, use the Atlas Copco distributor logotype. Display your logo along with the Atlas Copco authorized distributor logo as shown here. Read more about logotype guidelines on page 6.



Distributor's corner at The Profile Store:

Atlas Copco offers a selection of high-quality promotional items with a special collection for distributors on The Profile Store.

www.atlascopco.profilestore.com/en/catalog/node/distributor-corner3



Customer giveaways:

You can use the Atlas Copco branded giveaways for distribution to your customers. See the ethically sourced collection and order by credit card from The Profile Store:

www.atlascopco.com/profilestore



Questions and answers

1. Why is this manual essential to you?

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 innovative industrial solutions. We develop products and services focused on productivity, energy efficiency, safety and ergonomics.

4. When can I use the Atlas Copco brand?

You should use the logotype during the validity of your distributor agreement. 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.

5. Where should I use the Atlas Copco logotype?

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

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, personal comments in social media (ex: facebook, linkedin, etc..). If you are uncertain about an application, ask for advice.

7. How can I promote Atlas Copco when selling online?

We recommend distributors to advertise with non-branded key words as these are more frequently searched and will create better results. In order to use "Atlas Copco" as a paid keyword, permission is required from your local Atlas Copco contact.

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 self assessment

Audit points	Yes	No	Remarks
1 Atlas Copco Authorized Distributor logotype Are the logotype rules correctly used in all places where the logotype is used (free space, colors, background, etc.)?			
2 Atlas Copco logotype Do you know where to access the Atlas Copco Authorized Distributor logotype in different formats?			
3 Advertisements Is the Atlas Copco logotype included correctly in advertisements?			
4 Promote Atlas Copco online Is Atlas Copco correctly promoted in online channels?			
5 Event and media planning Are you coordinating events and media plans with your local Atlas Copco contact?			
6 Business cards Is the Atlas Copco logotype displayed correctly on your business card?			
7 Roll-ups and posters Are Atlas Copco's latest roll-ups and posters used in showrooms, service units and offices?			
8 Profile Store Do you know about and use the Atlas Copco Profile Store?			
9 Photo and video gallery Does you know how to access and use the photo and video gallery?			
10 E-mail Do you include a link to the Atlas Copco website in your e-mail signature?			
11 Website Is the Atlas Copco logotype correctly placed on the distributor's website?			
12 Website Do you link to the relevant Atlas Copco product website from your website?			
13 Social media Do you share Atlas Copco publications or include Atlas Copco content on your social media sites?			
14 Training Do you use Atlas Copco's presentations in training sessions?			
15 Recruitment When recruiting, do you mention that you represent Atlas Copco?			
16 Vehicles Are the Atlas Copco Authorized Distributor logotype used on service vehicles?			
17 Workwear Is the Atlas Copco logotype and words "Authorized distributor" displayed on workwear in the correct way?			
18 Buildings Is the free space around the Atlas Copco logotype respected on signs and in all other places where it is displayed?			
19 Exhibitions Are the Atlas Copco logotype and colors used correctly in exhibitions?			
20 Questions Do you know who to contact for questions about the Atlas Copco brand identity?			
21 Rating What is your opinion about Atlas Copco's communication material on a scale of 1-10?			



www.atlascopco.com/distributor/

