

UPDATE 2018

CORPORATE DESIGN MANUAL

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THE BRAND

FOREWORD

INTRO

HISTORY

MILESTONES

LOGO HISTORY

BRAND VALUES

THE BRAND

FOREWORD

A CELEBRATED PAST AND FABULOUS PROSPECTS FOR THE FUTURE.

Husqvarna began developing motorcycles in 1903 and was soon competitive in the earliest TT street races. In the 1950s, as a pioneer of offroad motorcycling, Husqvarna produced the first standard offroad-capable bikes and, shortly after, the first motocross bikes in series production. In the 1960s Husqvarna led a foreign invasion of the USA, kickstarting the craze that exploded to form the modern offroad motorcycling industry. Yet the company's eventful history was also marked by many successes and setbacks along the way. One of those decisive events was the separation from Husaberg in 1988. But what belongs together came together again in March 2013, when Husqvarna and Husaberg were reunited upon Husqvarna entering the KTM GROUP. Model Year 2014 marked a historic moment for Husqvarna, with a return to its glorious origins, characterised by state-of-the-art technology and the revival of the Swedish blue, yellow and white colour scheme.

Husqvarna is a brand that experienced a golden pioneering age. The Swedish motorcycle brand is renowned for many groundbreaking achievements and unique revolutionary steps that changed motorcycling forever. Our goal is to pick up where those days of legend left off. We intend to uphold the virtues of the past, because this brand's future lies in its history – a history of uncovering new frontiers in the sport of motorcycling. Husqvarna Motorcycles is a pioneering brand – we always were and we always will be!

A consistent brand presence is the key to success for Husqvarna Motorcycles. This corporate design manual is one of the prerequisites for assuring a harmonious market presence. By establishing uniform guidelines and values, we can achieve our goals for the future. Husqvarna Motorcycles excels once more, reconnecting with the past victories, glory days and legendary pioneering spirit.



A stylized, handwritten signature in black ink, which appears to read 'Pierer'.

Stefan Pierer, Chairman of the Executive Board

THE BRAND

INTRO

WHY IS THERE A CORPORATE DESIGN?

Husqvarna has an eventful past. This can be seen in all the products that have changed so dramatically over the years.

Consistent use of the brand and related image elements extends beyond just the motorcycle, also applying to all branded materials. From the brand colours, to typography, wording and all related communications – everything needs to fit and support the overall brand image and related communication elements.

To bestow a new “face” upon the Husqvarna Motorcycles brand and allow customers to identify themselves with the brand again, it is extremely important to adhere to the few, but fundamental, rules described in this CD manual.

HOW DO I USE THIS MANUAL?

This manual confines itself to the essential elements concerned with the subject of appearance.

Guidelines for logo sizes and their placement on business equipment, in advertisements, posters, brochures and digital communications, are explained here, as is everything concerning vehicle branding and shop systems, displays and exhibition stands.

For correct logos, templates and relevant communication materials, please go to [Husqvarna Media Library](#).

THE BRAND

HISTORY

WHERE DO WE COME FROM?

Husqvarna is one of the oldest motorcycle manufacturers in the world. The combination of tradition and well over a century of company history is added to state-of-the-art technology and a devotion to detail, jointly creating a very special brand experience. Husqvarna Motorcycles has a fascinating brand history – defined by a unique pioneering vision, coupled with style and technical details.

Husqvarna Motorcycles today is in the privileged position of having access to one of the most technologically advanced manufacturing hubs in the motorcycle industry, in Mattighofen, Austria.

Husqvarna, originally a metal-working company, was founded in 1689 in the southern Swedish town of 'Huskvarna', to produce muskets for the Swedish Army. Motorcycle production began in 1903, making Husqvarna one of the world's oldest motorcycle manufacturers with uninterrupted production. As early as the 1920s and '30s, Husqvarna built street motorcycles, and entered prestigious road race events such as the Isle of Man Tourist Trophy, where a commitment to international competition made Husqvarna famous throughout Europe.

The post-World War Two Husqvarna motorcycle range was limited to lightweight 2-stroke models which, in modified form, were also used in the fledgling offroad sports that became popular in the mid-1950s.

In the years that followed, numerous competition machines with 2 and 4-stroke engines were developed; and between 1960 and '63, the first five FIM World Championship titles were won in the 250 cc and 500 cc classes. Not only did Husqvarna pioneer the sport of motocross, but also led the way in taking the sport to the USA. Among the high-profile Husqvarna riders in the successful era of the 1960s and '70s were Torsten Hallman, Malcolm Smith and Hollywood film actor Steve McQueen.

Husqvarna's 1983 500 4-stroke model marked yet another milestone. The exceptionally light and easy-handling off-roader had revolutionary features for the time and was the forerunner for a new generation of competition offroad 4-stroke motorcycles. By 1977 the entire Husqvarna business joined Sweden's Electrolux Group. In 1987, the Husqvarna motorcycle division was sold to the Cagiva MV Agusta Group, with company headquarters and production being transferred to Varese, Italy.

In 2007, it was briefly acquired by the BMW Group before Husqvarna Motorcycles joined the KTM family in 2013.

Husqvarna now continues its pioneering heritage – with impressive new models and technical leadership. Over a dozen high-tech, class-leading motorcycles are not only tackling the enduro, motocross, supermoto and dual-sport production segments head-on, but also mark the upcoming re-entry into the street segment with bold new models. The growing production offering is supported by top-level competition in the major global motocross, supercross, enduro, supermoto and rally series.



1689

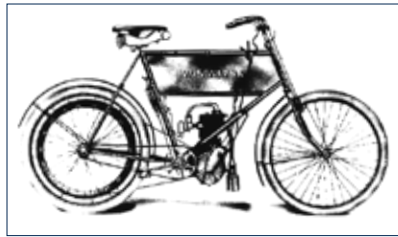
WHERE IT ALL STARTED



On the Swedish king's command, a weapons factory was founded in the town of Huskvarna.

1903

THE TWO-WHEELED JOURNEY BEGINS



Husqvarna's first motorcycle was produced in 1903 – a “motorised bicycle”. As the world's second oldest motorcycle manufacturer with uninterrupted production, Husqvarna has thankfully learnt a thing or two over the course of over a century of development.

1955

THE PIONEERS OF MOTOCROSS



The iconic Silverpilen from 1955. Meaning “silver arrow” in Husqvarna's native Swedish, it was a pioneering Husqvarna model, purpose-built for offroad use.

1960

BUILDING THE LEGEND



The glorious 1960s and 1970s! A golden-age dawned for Husqvarna, just as offroad motorcycling was booming in growth and popularity. By storming to 14 Motocross World Titles, 24 Enduro European Championships and 11 Baja victories, Husqvarna fast became the ultimate offroad motorcycle racing brand of the area.

1987

THE ITALIAN ADVENTURE



When Husqvarna Motorcycles was bought by Cagiva MV Augusta in 1987, plans were set to relocate to Italy by 1988; however, the core Husqvarna development team chose to remain in Sweden instead, breaking away and launching “Husaberg” in 1988.

2013

TWO HALVES BECOME ONE AGAIN



In 2013, KTM GROUP (Husaberg's owner) bought Husqvarna Motorcycles, marking the reunion of two halves of the original Husqvarna brand of the 60s and 70s! The Husqvarna Motorcycles brand returned to its glorious origins with state-of-the-art technology and the iconic Swedish blue, yellow and white colour scheme.

2014

A VISIONARY IDEA IS BORN



Husqvarna Motorcycles showed that it was ready to re-enter the street segment by unveiling the Husqvarna 701 SUPERMOTO alongside two stunning prototypes - the VITPILEN and SVARTPILEN - at the EICMA motorcycle exhibition in Milan.

2015

A NEW GENERATION OF STREET PRODUCTION MODELS



When the 701 SUPERMOTO production model arrived at dealers, the brand once more took a pioneering step forward as it formally re-entered the street segment. As the pure essence of supermoto, the bike combined understated design with premium-quality performance, to continue Husqvarna's long and successful supermoto heritage.

THE BRAND

LOGO HISTORY

The Husqvarna logo has undergone numerous transformations in arriving at its current form.

However, only the latest company logo is used now.



THE BRAND

BRAND VALUES

In order to strengthen the brand and to position and differentiate products clearly in the market, all communications – both internal and external – must reflect the brand's core values.



PIONEERING

HERITAGE
HEROES
RACING

From their very first motorcycle in 1903, Husqvarna Motorcycles has built a pioneering tradition through a series of visionary street and offroad motorcycle innovations that profoundly shaped both the history and future evolution of motorcycling.



PREMIUM

COMPONENTS
TECHNOLOGY
PERCEPTION

A premium quality look and feel is the minimum standard on every Husqvarna motorcycle.



SWEDISH ROOTS

MENTALITY
DESIGN
UNDERSTATEMENT

The Husqvarna brand was born in Sweden and is defined by its proud Swedish heritage, attitude and design influence.

THE BASICS

LOGO

EMBLEM

LOGO USE

SIZE AND POSITION

SUB-LOGOS

COLOURS

CLAIM

TYPOGRAPHY

DIAGRAMS AND TABLES

TONALITY MANUAL

IMAGERY

PRODUCT PHOTOS

THE BASICS

LOGO

The Husqvarna logo exists in two different formats: the vertical logo and the horizontal logo.

The logo always has the trademark sign ®.

Husqvarna Motorcycles GmbH is not the owner of the trademark; it is owned by Husqvarna AB in Sweden. As the mere licensee, Husqvarna Motorcycles GmbH is only entitled to use the “Husqvarna” trademarks in accordance with the guidelines of Husqvarna AB.

CONSEQUENCES:

Husqvarna Motorcycles GmbH is not entitled to register trademarks or domains or other projects containing the wording “HUSQVARNA” without prior permission from Husqvarna AB. In case of enquiries, please contact the Legal Department at the HQ in Mattighofen.



The vertical logo



The horizontal logo

THE BASICS

EMBLEM

The emblem in the Husqvarna logo may be used separately as a graphic element on products.

On printed materials, it must always be used standing upright (90°) and must not be truncated. Its size varies depending on the application.

NOTE: The emblem is only a part of the logo and can only be used on products. It is not an alternative version for the logo and cannot replace it.



The Husqvarna Emblem

THE BASICS

LOGO USE

The Husqvarna logo has a clearly defined clearance. Visually, this clearance should be as smooth as possible; it must contain no lettering or graphic lines whatsoever that compete with the logo.

THE CLEARANCE – VERTICAL LOGO

The “H” of the logo emblem defines the size of the clearance. The top, left and right side clearance corresponds to an H-emblem rotated by 90°. At the bottom, the clearance corresponds to the H-emblem with its upper edge flush with the descender of the Husqvarna letter “q”.

THE CLEARANCE – HORIZONTAL LOGO

Here, the “H” of the Husqvarna lettering defines the size of the clearance. The clearance above corresponds to an “H” rotated by 90°, calculated from the top edge of the lettering. Below, the height of the clearance also corresponds to the “H” turned sideways, calculated from the lower edge of the Husqvarna letter “q”. The width of the “H” defines the clearance to the left and right. On the right, the outer edge of the “a” is considered as an internal dimension.



The vertical logo with clearance



The horizontal logo with clearance

THE BASICS

LOGO USE

The legibility of the Husqvarna logo must always be ensured. In other words, the contrast between logo and background must be as high as possible.

The background and its structure must be selected to be as smooth as possible.



If the background is too dark, the white Husqvarna logo must be used. Ideally, the logo sits on either a white or a blue background.



Optimal contrast between the logo and the background

Minimum contrast between the logo and the background



Contrast between the logo and the background too low

THE BASICS

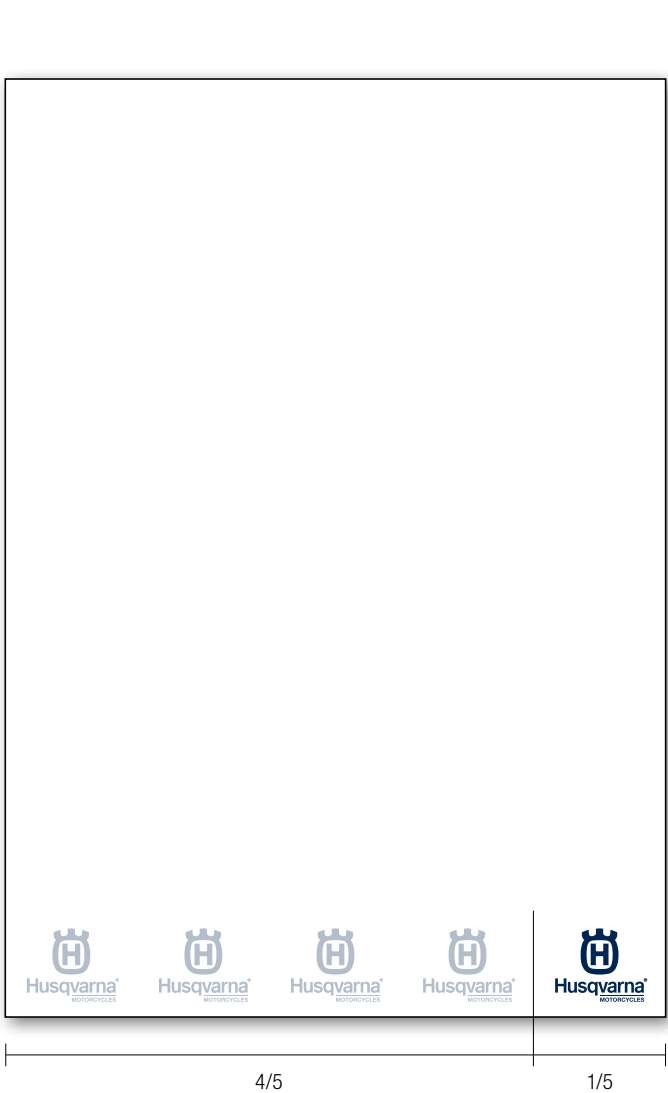
SIZE AND POSITION OF THE LOGO

– PORTRAIT

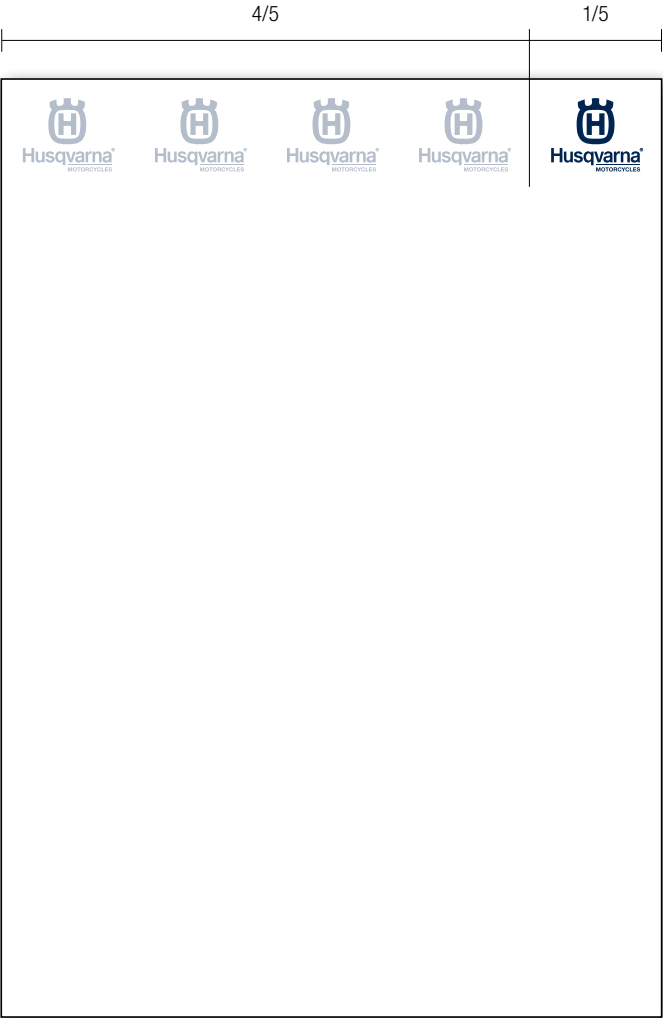
The Husqvarna logo should appear in the bottom right corner of a document. However, in unique circumstances, it can also be placed in the top right corner. If for some reason there is no space at the bottom, the logo can be moved to the top right corner. Moving the logo should always only be the second option. One exception example is the business letter where the order of information has to be considered. Here we should always have the logo presented first – so it must be at the top. The size of the Husqvarna logo depends on the width of the format:

On formats like A4 or smaller, the logo width (logo incl. clearance) corresponds to 1/4 of the document width.

On formats larger than A4, the logo width (logo incl. clearance) corresponds to 1/5 of the document width.



Larger than A4, portrait



NOTE: Using the logo at the top is only for exceptional cases.

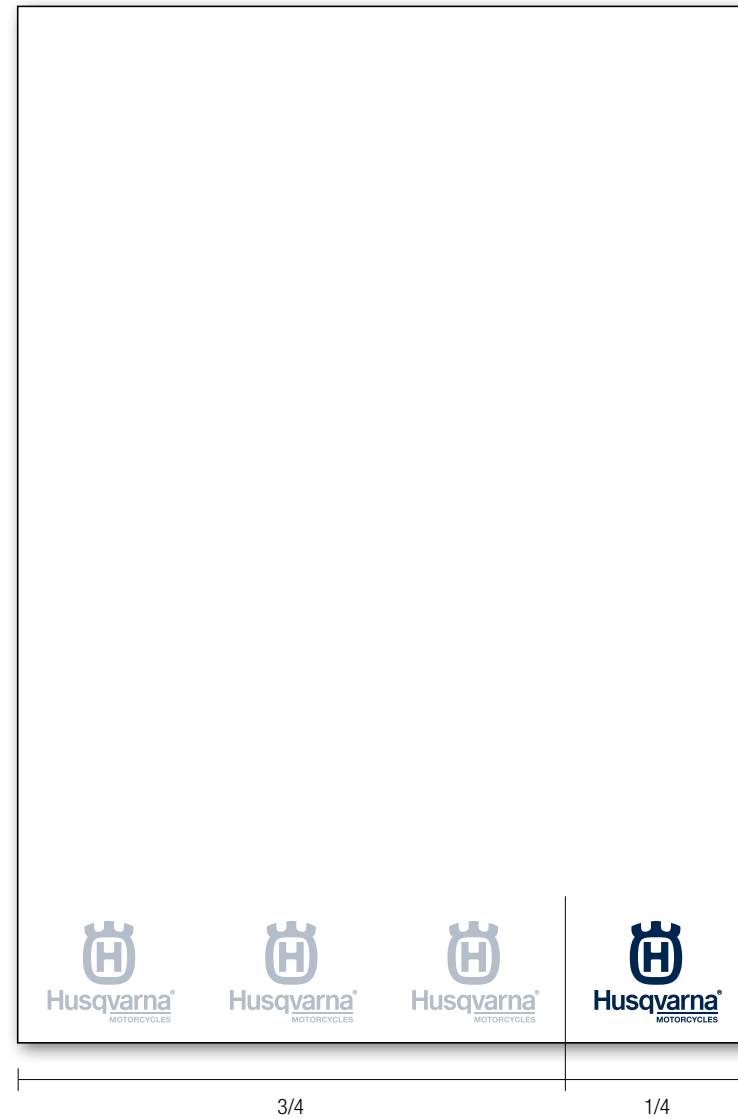
THE BASICS

SIZE AND POSITION OF THE LOGO

– PORTRAIT

On formats like A4 or smaller, the logo width (logo incl. clearance) corresponds to 1/4 of the document width.

If the format is bigger than A4, the logo width (logo incl. clearance) is bigger than A4 corresponds to 1/5 of the document width.



A4 or smaller portrait

THE BASICS

SIZE AND POSITION OF THE LOGO

– LANDSCAPE

The Husqvarna logo can be placed in the top right or bottom right corner. The size of the Husqvarna logo depends on the width of the format:

On all landscape formats, the logo width (logo incl. clearance) corresponds to 1/6 of the document width.



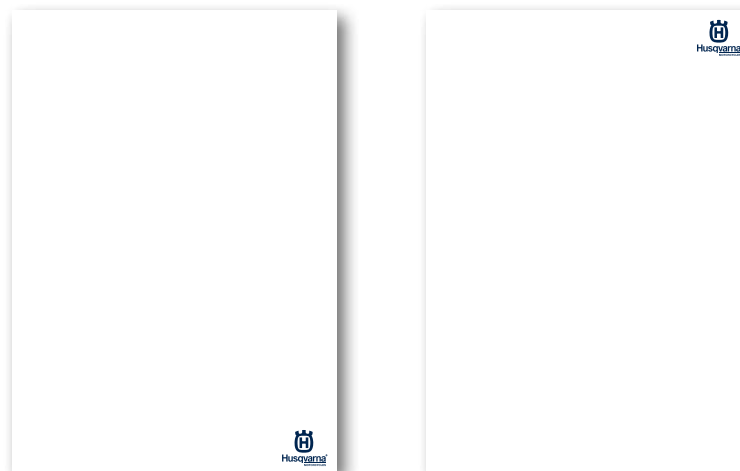
THE BASICS

SIZE AND POSITION OF THE LOGO

The Husqvarna logo can be placed in either the top right or bottom right corner. It should always be located in the right-hand corner.

Exception: rear side of folders – here, the logo is located in the bottom left-hand corner.

YES



NO



Wrong size

Wrong position

Wrong clearance + position

THE BASICS

SUB-LOGOS

In the case of Husqvarna sub-logos, the Husqvarna horizontal logo sits centred on a blue area with a height “X” determined by the clearance around the Husqvarna logo.

The clearance to the left and right corresponds to the width of the Husqvarna letter “H”; above and below, it corresponds to the “H” rotated by 90°.

The description of the sub-logo sits on a white field, the height of which corresponds to half the blue area (1/2 X). It is set centrally in upper case Helvetica Neue LT Pro Bold.

In order to ensure legibility, a minimum size must be observed: height **7 mm**

The sub-logos can only be created at Husqvarna Marketing department at the headquarters in Mattighofen.



THE BASICS

SUB-LOGOS / AUTHORISED DEALER

This logo is used on certain communication materials, such as product folders, dealer advertisements and model range posters.

As a special distinguishing feature, the Husqvarna "Authorised Dealer" sub-logo has a different format and a thicker outer border. It also consists of the brand logo sitting, in accordance with the clearance rules, in a blue area. "Authorised Dealer" sits centred in a white area below, the height of which corresponds to $1/2 X$.

In order to ensure legibility, a minimum size must be observed: height **17 mm**

This logo may only be used by authorised dealers.



THE BASICS

ICONS

For every service, there is a special icon that symbolises what that service is about. They are meant as an eye-catching and recognisable element of the relevant service and should stand next to a short description of the service, e.g. on the website, in a product folder etc.

There are several colour combinations available to fit different backgrounds:

1. The blue full colour icons are the original versions and should ideally be used. If the icons are used on a dark blue background, the white/blue versions should be used.
2. The legibility of the icon must always be ensured. The contrast between the icon and background must be as defined as possible.
3. The name of the service can be translated into the national language (the exception is MOBILITY SERVICE, which is always used in English).
4. If the icon is used in communications dedicated only to the respective service, then the service name (the entire box) can be left out.
5. If several icons are used next to each other, the sizes need to be aligned.
6. When several icons are used next to each other, they should all be the same colour (not one blue, one outlined, etc.).

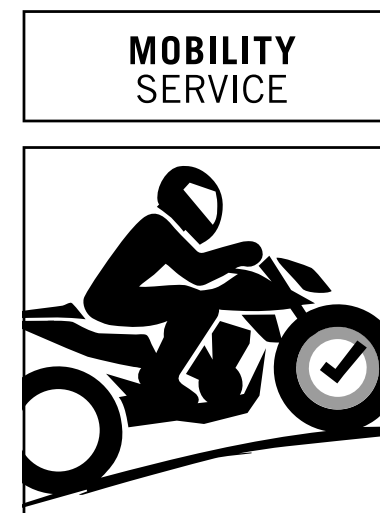
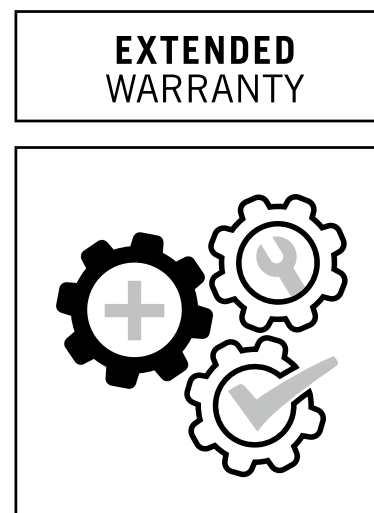
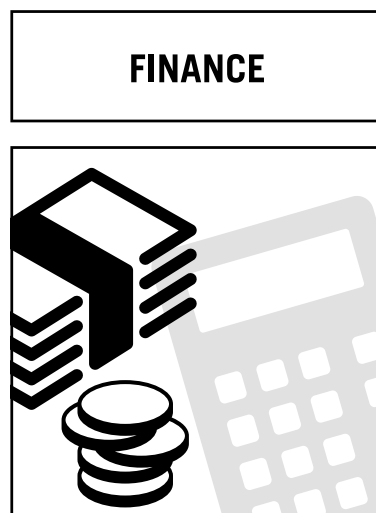


THE BASICS

ICONS

There are some exceptions for the icon colours:

1. Where colour printing is not possible, the black icon without colour can be used on all backgrounds other than black
2. Where colour printing is not possible and the background is black, the white icon without colour can be used
3. The name of the service can be translated into the national language (with the exception of MOBILITY SERVICE, which is always used in English).
4. If the icon is used in communications dedicated only to the respective service, then the service name (the entire box) can be left out.
5. If several icons are used next to each other, the sizes need to be aligned.
6. When several icons are used next to each other, they should all be the same colour (not one black, one outlined, etc.).



THE BASICS

COLOURS

The main Husqvarna colour is white.

The secondary colour is blue.

Yellow is used as an additional decorative colour.
However, this may only be employed discreetly.
It is used for highlighting.

Main colours may only be used at 100% density.

Exclusive use must be made of these colours in order to ensure a uniform appearance worldwide.



		WHITE	DARK BLUE	YELLOW
		Main colour	Secondary colour	Spot colour
PRINT	Pantone (Solid Coated Plus Series, 2010)	–	534 C	Pantone Yellow C
	CMYK (Fogra 39)	0/0/0/0	100/65/0/65	0/0/100/0
	Lab (D50, 2°, M1)	–	25.70/1.25/-25.30	89/-5/93
SCREEN	RGB (sRGB)	255/255/255	0/37/80	255/237/0
	Hexadecimal	ffffff	002550	ffed00
ENVIRONMENTAL	RAL (K5 Classic)	9003 Signal White	5003 Saphir Blue	–
	Oracle 751 C	010 White	588 alpha blue	025 Brimstone Yellow
	BASF	HB002 40.70 g HB990 59.40 g	HB002 62.50 g HB870 1.90 g HB46L 5.40 g HB460 18.10 g HB999 0.90 g HB471 7.20 g HB250 6.10 g	HB002 56.00 g HB560 0.40 g HB619 0.40 g HB779 0.80 g HB990 0.50 g HB610 20.50 g HB617 30.20 g
FABRICS	Pantone + Home Fashion, Interior	-	19-4027 TCX (Estate Blue)	12-0643 TCX (Blazing Yellow)

THE BASICS

COLOURS / BLACK & WHITE

In some print applications, where only a single colour can be used, the following guidelines apply.



		Black Main colour	Black 60% Secondary colour	Black 40% Spot colour	Black 25% Spot colour	Black 10% Spot colour
PRINT	Pantone (Solid Coated Plus Series, 2010)	Pantone Black 6 C	Cool Grey 10 C	Cool Grey 6 C	Cool Grey 4 C	Cool Grey 1 C
	CMYK (Fogra 39)	30/10/10/100	0/0/0/60	0/0/0/40	0/0/0/25	0/0/0/10
	Lab (D50, 2°, M1)	—	—	—	—	—
SCREEN	RGB (sRGB)	0/0/0	135/135/135	176/176/176	208/208/208	236/236/236
	Hexadecimal	000000	878787	b0b0b0	d0d0d0	ececec
ENVIRONMENTAL	RAL (K5 Classic)	9005 Jet black	7011 Iron grey	7004 Signal grey	7038 Agate grey	7035 Light grey
	3M Foil3M Scotchcal (Series 100)	100-12 Black	100-706 Dark Grey	100-605 Medium Grey	100-384 Light Grey	100-11 Pearl Grey

THE BASICS

COLOURS

Experience has shown that it is very difficult to achieve the precise result for Pantone blue and Pantone yellow in the offset printing process.

Consequently, the optimum colour density for the respective Pantone colours is determined by means of proofs.

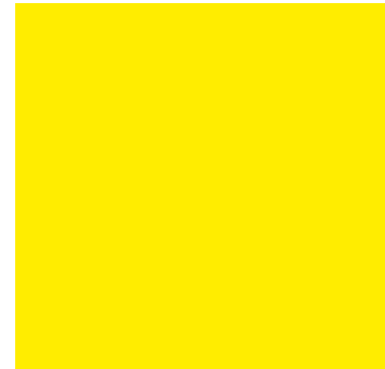
This must be taken into consideration in all printing with special colours, since the hues can vary greatly!

PANTONE 534 C



CCI 1.90
GRETAG 1.85
L: 25.70 **A:** 1.25 **B:** -25.30

100% YELLOW



CCI 1.50
GRETAG 1.30
L: 89 **A:** -5 **B:** 93

THE BASICS

CLAIM

The Husqvarna claim should be used wherever possible on all materials. It is always set in upper case Helvetica Neue LT Pro Bold font.

Its position and size can vary depending on the object to which it is applied. **The following is recommended and should be used as the orientation for correct use:**

Its width corresponds:

- In the case of landscape formats, to one third of the document height.
- In the case of portrait formats, to one quarter of the format width.

Basically, the guidelines for correct use vary for different formats and different types of application (printed materials, merchandising, graphics, posters, etc.) and are not strictly defined. The size and position of the claim should be adjusted to the respective product. However, the given examples should be followed as guidelines. The goal is to find a visually harmonious solution, depending on the various productions or objects where it is applied.

1. As a graphic element, it has a coloured surface. As far as is possible, this graphic element should be bled off.

2. The claim is generally set in Husqvarna Blue when it sits on white. In negative form, the line remains yellow. The lettering is white.

3. In 1C applications, both the claim and the line are 100 % in special colour. 100 % black or 100 % blue.

4. For the correct positioning, orientation and sizing of the line that appears above the claim, we first need to establish a reference height (called "x") that runs from the bottom edge of the lettering to the top edge of the white space inside the letter "P" (This top point of the "x" measurement, we will call "top inside edge P"). This height is "x".

Next, for correct size of the line and positioning of the line above the claim, the line must be proportioned for its width to be the same as the width of the claim lettering below it, while the height of the line is the same as our earlier measurement, called "x", referred to above. To position the line correctly in relation to the claim, the distance from the bottom edge of the line to the "top inside edge P" point below the line should be half of the height "x" (or 1/2 x).

1 
PIONEERING SINCE 1903

2 
PIONEERING SINCE 1903

3 
PIONEERING SINCE 1903


PIONEERING SINCE 1903

PIONEERING SINCE 1903

4 
x
1/2 x
x
PIONEER

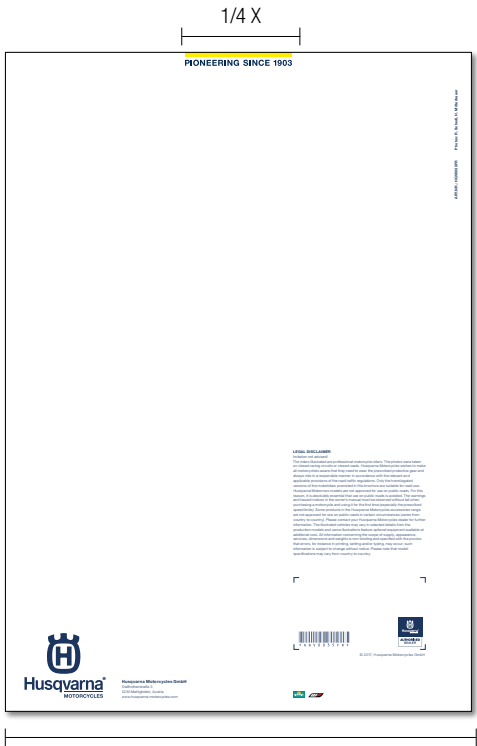
THE BASICS

CLAIM – EXAMPLES OF USE

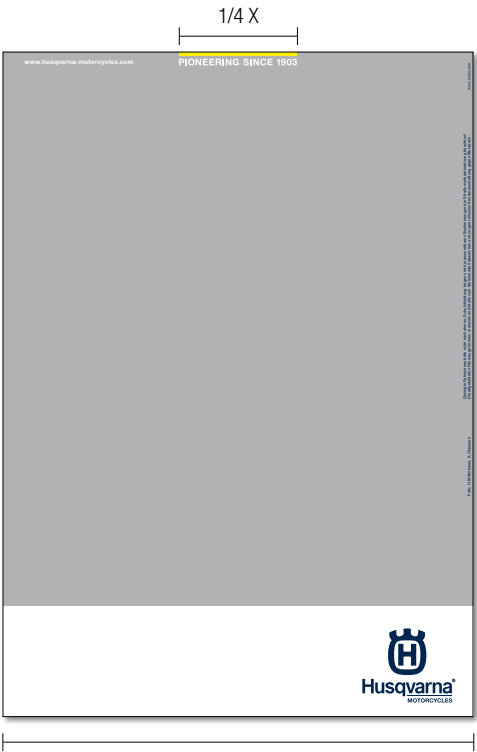
The Husqvarna claim is placed centrally and bled off. In the case of landscape formats, it takes up one third of the document height. In the case of portrait formats, it takes up one quarter of the format width.



Greeting Card



Product folder backpage



1/1 Ad A4

THE BASICS

TYPOGRAPHY / CORPORATE FONT

Helvetica Neue LT Pro is used as the corporate font for Husqvarna. It is timeless, easily legible and available in various faces.

As few different font faces and sizes as possible (max. 4) should be used in a single document.

The font sizes within the layout should be differentiated clearly on a hierarchical basis. Headlines the largest, then sub-headlines, copy, etc.

Large typography, as bold as possible, should be employed at Husqvarna. This applies especially to headlines.

IMPORTANT: Headlines and sub-headlines are always written in upper case.



Helvetica Neue LT Pro 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Pro 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Pro 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Pro 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Pro 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Pro 77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

THE BASICS
TYPOGRAPHY / CORPORATE FONT

Helvetica Neue LT Pro 75 Bold
For headlines. Headlines are always set in capital letters.

Helvetica Neue LT Pro 45 Light
For copy and sub-headlines.

HELVETICA Neue LT Pro 77 BOLD CONDENSED
HELVETICA Neue LT Pro 47 CONDENSED LIGHT

Tables, technical data, if necessary in the case of lots of information with little available space.

Helvetica Neue LT Pro 46 Light Italic
For picture captions and quotes.

LOREM IPSUM FIDELDUM
LOREM IPSUM FIDELDUM

Headline 20 pt, line spacing 15 pt
Sub-headline 15 pt, line spacing 15 pt

Ovid et qui doluptatum erum exeribus as autatio eat et experum serum velis
quas nus ad unt minulparum vendae si dolessit fugitati animil exereicid que
parum aut et milluptibus mini dolora sintur andi consedigenis il iur, ereium-
quiae quaepudi cor re od molor mi, nobit hiciassimod untiatia.

Copy 10 pt, line spacing 15 pt

LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM

Table 10 pt, line spacing 15 pt



LOREM IPSUM FIDELDUM

Picture captions 8 pt, line spacing 12 pt

THE BASICS

TYPOGRAPHY / CORRESPONDENCE

If a system font is required, e.g. in PowerPoint documents or e-mail signatures, Helvetica Neue LT Pro is replaced by Arial.

In general, the selected line spacing in copy should not be too large, whether it be for Word templates or PowerPoint. Max. factor: 1.7 (font size to line spacing).

Exception: tables

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

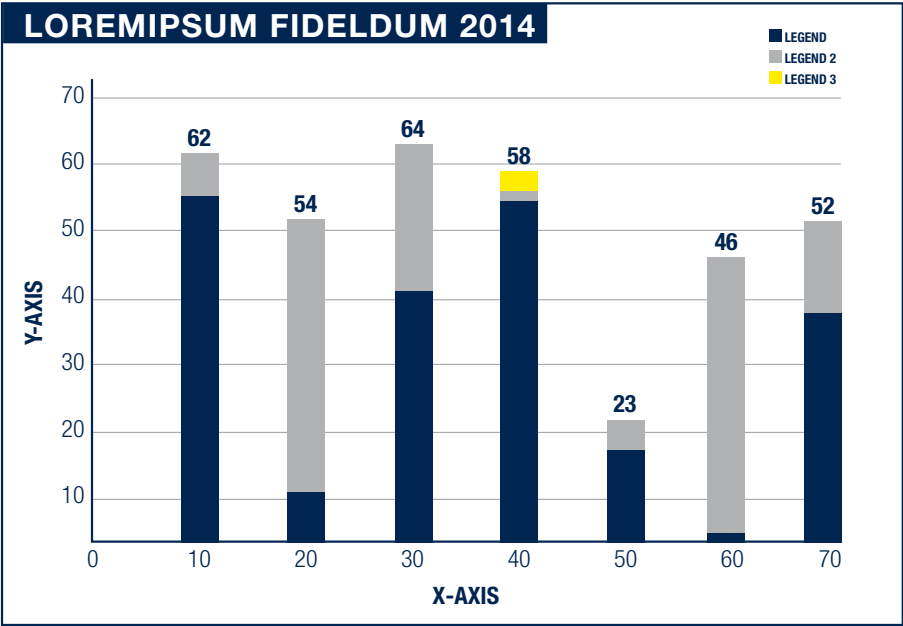
THE BASICS

DIAGRAMS AND TABLES

Simple, clear, as plain as possible and as informative as necessary. Graphics and tables for Husqvarna are distinguished by their clarity and compact layout.

Exclusive use is made of Helvetica Neue LT Pro Condensed in Light or Bold for lettering in tables and diagrams.

As few colours as possible should be used. Husqvarna Yellow is used for highlighting.



LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM

THE BASICS

TONALITY MANUAL

The image of a brand is not only characterised by graphic aspects.

The way the consumer is addressed also plays a vital role. Consequently, we have developed a tonality manual specifically for Husqvarna, which describes all rules relating to text.

For more detail on writing rules, grammar, tonality and appropriate catchwords, please refer to the latest version of the Husqvarna Motorcycles Tonicity Manual.



THE BASICS

IMAGERY

Brand character can also be communicated and cultivated using pictures.

The Husqvarna action pictures are authentic, professional and realistic. On the one hand, pictures should whet the appetite for riding and reflect the lifestyle, but, on the other hand, also clearly illustrate the capabilities of the motorcycle.

As far as possible, the action photo should be selected in such a way that where the rider is coming from and where he is going to can be seen.

The picture should have a clear depth of field in order to define a foreground and a background. A dramatic atmosphere and an interesting perspective make the pictures vibrant, exciting and exceptional.



THE BASICS

PRODUCT PHOTOS

The bike and its components are the real stars of the brand, the protagonists around which everything revolves. Therefore, it is extremely important to display the products as well as possible.

This means:

- **Product photos must be sharp.**
- **The colours must be as realistic as possible.**
- **Neither motorcycles nor parts may appear distorted.**
- **Perspectives must be selected for motorcycles in such a way that their shapes and proportions are not modified too severely.**



BUSINESS MATERIALS

BUSINESS CARDS

STATIONERY

ENVELOPES

GREETING CARD

ADDRESS LABEL

COMPANY STAMP

PRESS RELEASE

E-MAIL SIGNATURE

POWERPOINT

FLEET

BUSINESS MATERIALS

BUSINESS CARDS

The Husqvarna logo appears on the back of the business card and is centred.

The claim's size equals one half of the business card's height and it is positioned centrally on the left edge. The margins on both the front and back page are defined by the H taken out of the Husqvarna logo lettering (turned by 90°).

Important: Business cards must be produced by Husqvarna headquarters in Mattighofen.

PRODUCTION SPECIFICATIONS

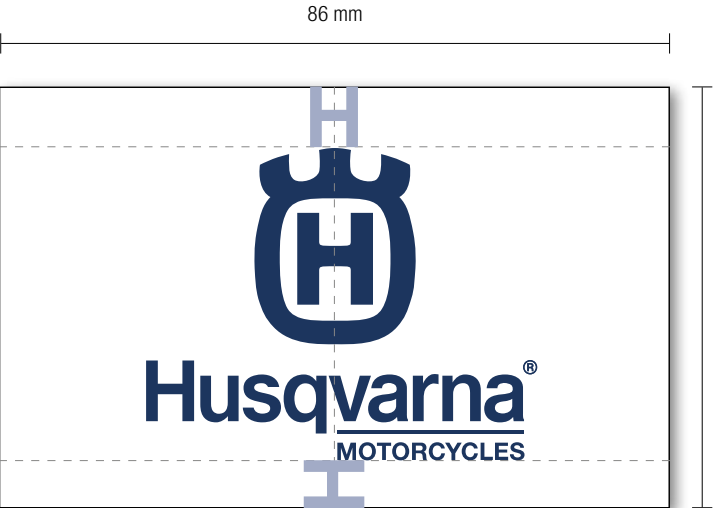
Paper:
Invercote Creado matt
350 g/m2

Finishing on the back:
Matt cellophaned

Colour:
Process 4c



Front



Back

The claim

The claim height is defined as being one half of the business card's height.

The logo

Important: The white space around the logo is defined in a different way than on all other communication materials due to this special format.

BUSINESS MATERIALS

A4 STATIONERY

The Husqvarna logo sits prominently and significantly in the top right corner. **Important: The logo clearance must be maintained – see page 13.**

The individual text blocks are separated by yellow vertical lines (the line thickness is 2 pt).

The lowest line of the text block sits on the same line as the Husqvarna lettering of the Husqvarna logo.

The claim measures one fifth of the document's width.



BUSINESS MATERIALS

ENVELOPES

Envelopes are subject to postal regulations.

On the C4 envelope, the logo size (incl. clearance) corresponds to one fifth of the envelope width.

On the DIN Long envelope, the logo size (incl. clearance) corresponds to one sixth of the envelope width.

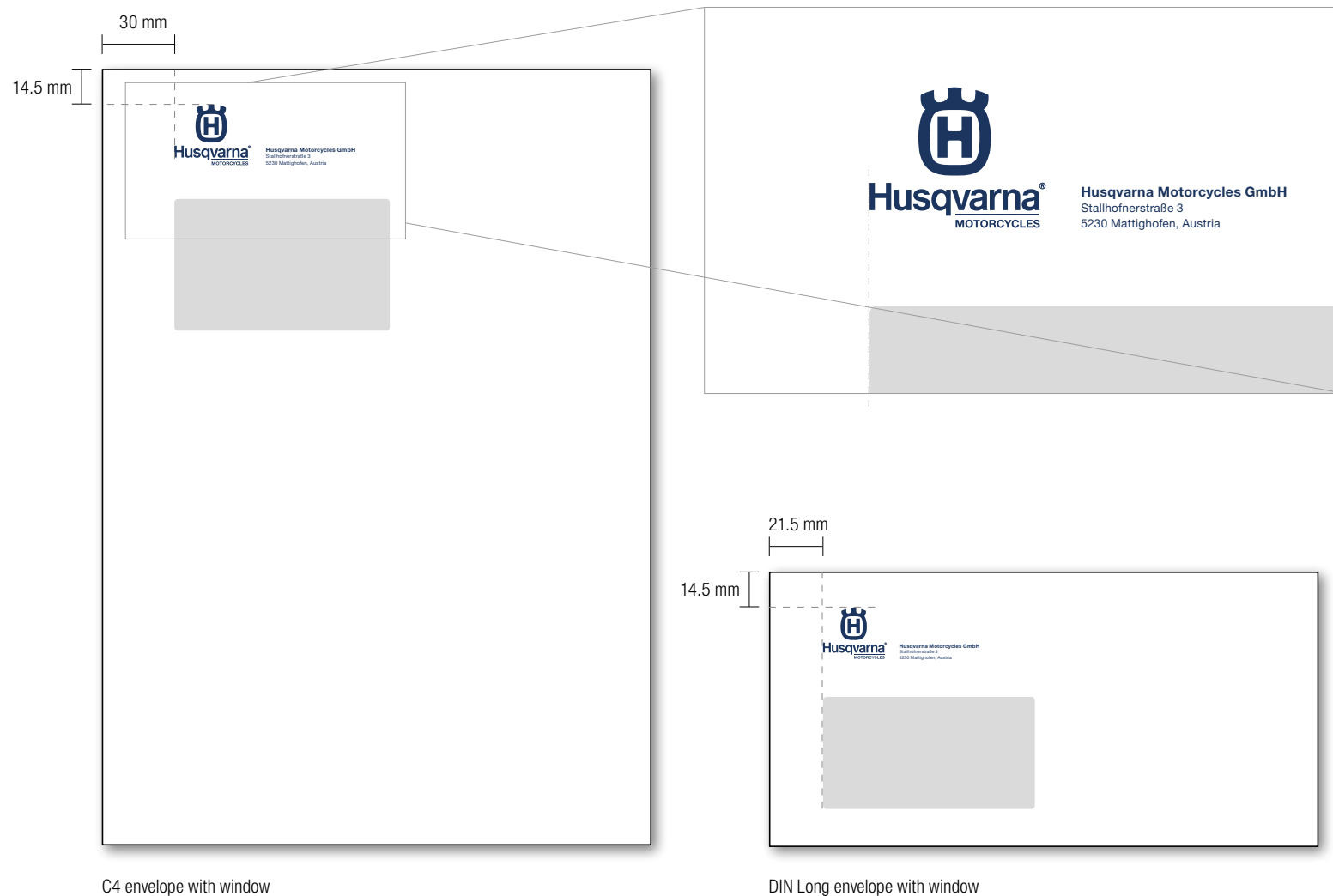
In both cases the logo is left-aligned with the envelope window. The distance of the logo to the top and side margins is defined by the postal regulations.

PRODUCTION SPECIFICATIONS

Paper:

Olin Regular Absolut White

90 g/m²



BUSINESS MATERIALS

ENVELOPES

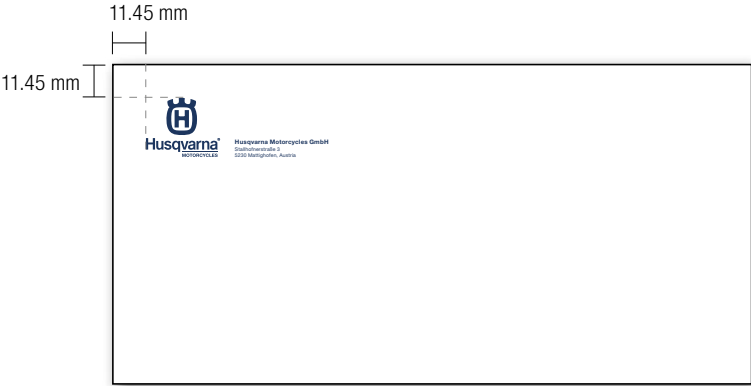
The same layout refers to envelopes without window.

PRODUCTION SPECIFICATIONS

Paper:
Olin Regular Absolut White
90 g/m²



C4 envelope without window



DIN Long envelope without window

BUSINESS MATERIALS

GREETING CARD

The Husqvarna logo sits prominently and significantly in the bottom right corner.

The address is separated by yellow vertical lines (the line thickness is 1.5 pt).

PRODUCTION SPECIFICATIONS

Paper:
Olin Regular Absolut White
250 g/m²



BUSINESS MATERIALS

ADDRESS LABEL

The Husqvarna logo sits prominently and significantly in the bottom right corner.

The address is separated by yellow vertical lines.
(the line thickness is 1.5 pt).



BUSINESS MATERIALS

COMPANY STAMP

The company stamp is produced without the outer border.
The size of the stamp is 56 mm x 26 mm.



BUSINESS MATERIALS

PRESS RELEASE

Particularly in the case of press releases, it is very important to maintain a consistent appearance.

The headline and copy are set in Arial. The headline and sub-headline are in upper case and Husqvarna Blue. The copy and paragraph header are in black. The paragraph header is also set in Bold and capital letters.

The name, title and telephone number of the author is placed at the end of the paragraph.

Headline
Arial Bold
16 pt, line spacing 16 pt

Copy
Arial Roman
10 pt, line spacing 14 pt

Paragraph headline
Arial Bold
10 pt, line spacing 14 pt

Contact
Arial Bold
10 pt, line spacing 12 pt


Contact
Arial Regular
10 pt, line spacing 12 pt

**FOR FURTHER INFORMATION,
PLEASE CONTACT:**

Firstname Lastname
Position / Title
T +43/7742/60 00-1903
M +43/669/77 89 202

Husqvarna Motorcycles GmbH
Stuhlfurterstraße 3
8230 Mattighofen, Austria

T +43/7742/60 00-1903
W www.husqvarna-motorcycles.com



PRESS INFORMATION, XX.XX.201X

HEADLINE LOREM EST NOMEN
SUBHEADLINE LOREM EST OMEN EST

MOTOCROSS:
Giam, si. Lore magna consequamet ad euisis dignisi.
Nim venit lorperostrud modipisisi.

Sit do deliquis nullamc ommolumsan ut autetum init velis
ate eu feugait accum ver il utpate min ut enim adit vullandre
feum velit ute modolore velit lor am ing etue er sit autet,
se vel el exer sit, vulla ad tis doloborem velessit wis nissim
zzrit vendit, vel ing euis erat lore eugait eriumin ut enim adit
vullandre feum velit ute modolore velit lor am ing etue er sit
autet, se vel el exer sit, vulla ad tis doloborem velessit wis
nissim zzrit vendit, vel ing euis erat lore eugait eriu.

SUPERCROSS:
Sit do deliquis nullamc ommolumsan ut autetum init velis
ate eu feugait accum ver il utpate mi.

vullandre feum velit ute modolore velit lor am ing etue er sit
autet, se vel el exer sit, vulla ad tis doloborem velessit wis
nissim zzrit vendit, vel ing euis erat lore eugait eriu velis ate
eu feugait accum ver il utpate min ut enim adit vullandre
feum velit ute modolore velit lor am ing etue er sit autet,
se vel el exer sit, vulla ad tis doloborem.

**FOR FURTHER INFORMATION,
PLEASE CONTACT:**

Firstname Lastname
Position / Title
T +43/7742/60 00-1903
M +43/669/77 89 202

PIONEERING SINCE 1903

Bildunterschrift 1 / Legend 1

Bildunterschrift 2 / Legend 2

Bildunterschrift 3 / Legend 3

Position and size
correspond to those
of the stationery

Sub-headline
Arial Bold
12 pt, line spacing 16 pt

Caption
Arial Italic
8 pt, line spacing 14 pt, 40 % Black

56 mm

21 mm

79 mm

BUSINESS MATERIALS

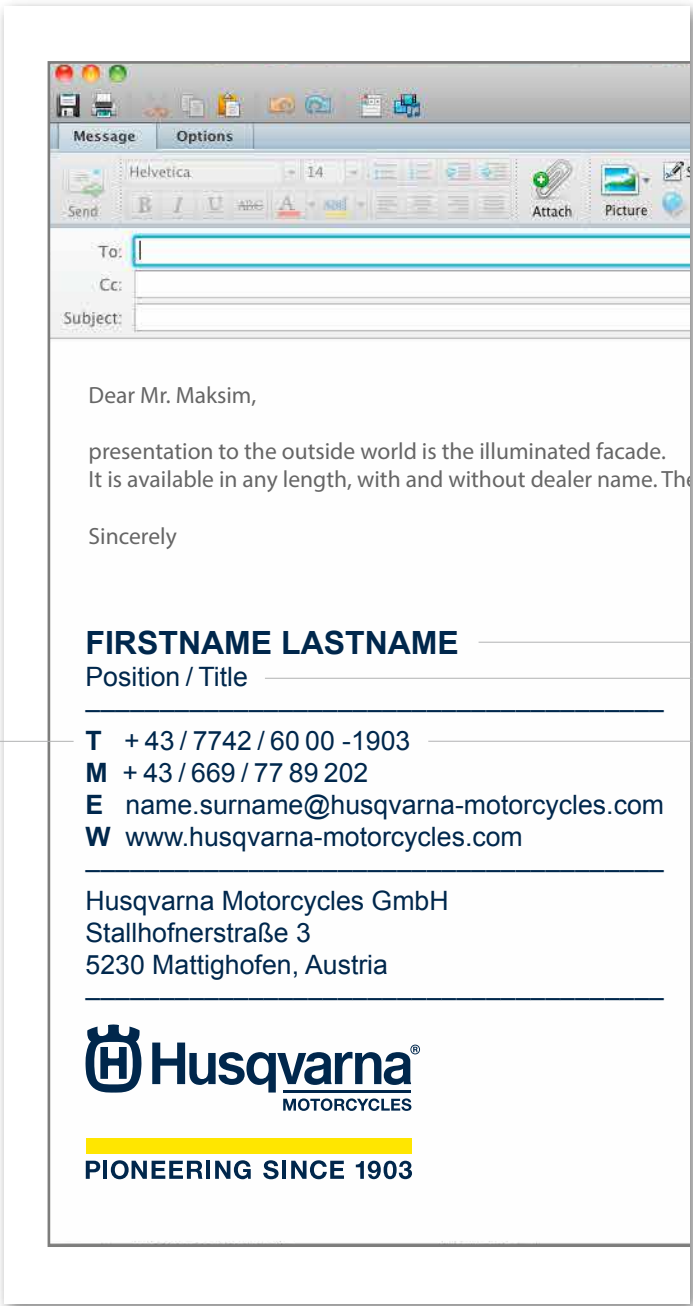
E-MAIL SIGNATURE

The e-mail signature must be the same for all employees.
It is set in Husqvarna Blue (RGB value).

The name of the sender is always set in upper case Arial Bold.
The job titel appears below this in Arial Regular. Personal data
are set in the same way as the business card. The abbreviations
for telephone, mobile, etc. are also set in Bold.

A blue dividing line is located above and below the personal data
(this is created by stringing together underscores “_”). The end
of the dividing line should be right-aligned with the longest line
of personal data.

Arial Bold, 10 pt,
line spacing 12 pt



Arial Bold, 12 pt, line spacing 12 pt
Arial Regular, 10 pt, line spacing 12 pt
Arial Regular, 10 pt, line spacing 12 pt

BUSINESS MATERIALS

POWERPOINT

The cover sheet contains the title of the presentation and the presentation location with the date.

A yellow bar is used throughout all slides to be coherent with all Husqvarna Motorcycles communication materials.

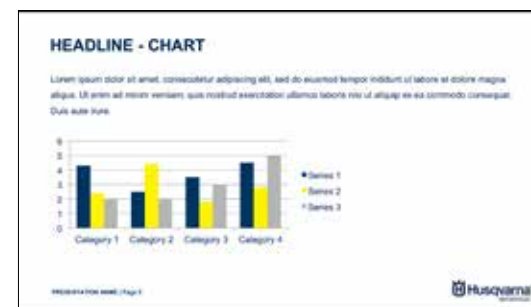
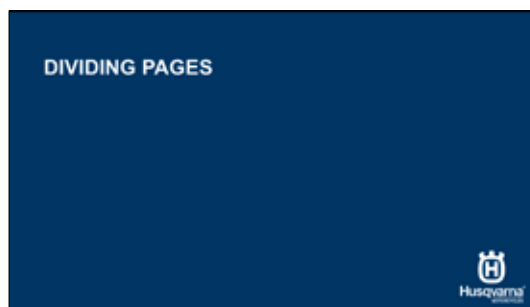
In general, Arial is used for PowerPoint documents. The presentation title is set left-aligned, in capitals (30 pt Arial Bold), and the location is in 20 pt in Arial Regular. On the dividing pages the headline is also set in 30 pt in Arial Bold.

Headlines on the content pages are set in Arial Bold 22 pt. The copy is set in Arial 14 pt with a line spacing of 1.5 lines. This factor may also be reduced proportionally if there would otherwise be insufficient space on the slide. The font colour on the inner pages is always Husqvarna Blue (RGB value).

The logo always appears in the bottom right corner. For the title page and the dividing page the vertical logo is used; for the content pages the horizontal logo is used.

An optional structure can be used to display information in different levels using bullet points:

- First level
- Second level
- › Third level
- » Fourth level
- Sixth level
- Seventh level



Headline	Headline	Headline	Headline
Standard	Standard	Standard	Standard
Standard	Standard	Standard	Standard
Standard	Standard	Standard	Standard
Standard	Standard	Standard	Standard

BUSINESS MATERIALS

FLEET / EMPLOYEE VEHICLES / PASSAT

The Husqvarna fleet consists of white vehicles.
The company logo is located on the back of the vehicle, on the right side of the registration plate.

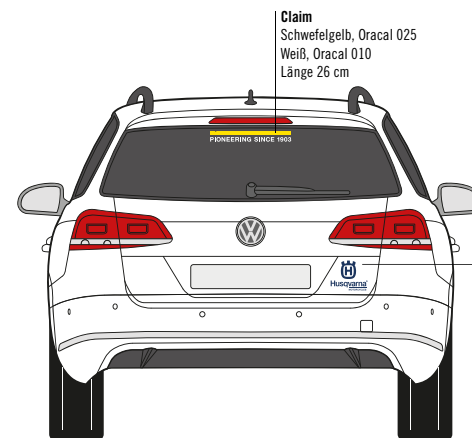
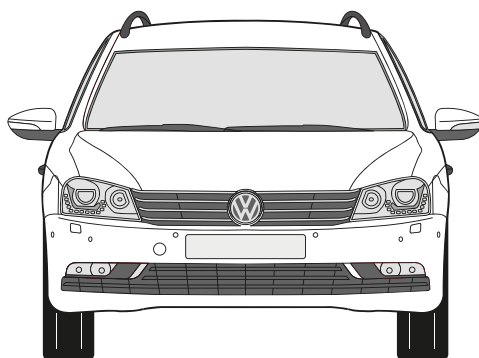
The claim "PIONEERING SINCE 1903" appears at the top of the rear window (as close to the edge as possible) and is centrally aligned. On the left and right front doors the emblem is applied*; the emblem is placed as low as possible, ideally the lowest part of it is not entirely visible (looks like it was cut off).

To achieve the clean and reduced design the emblem must be applied in light gray (the lightest tone available, please see the colour code on the right).

This configuration applies to all company vehicles (any brand and model)

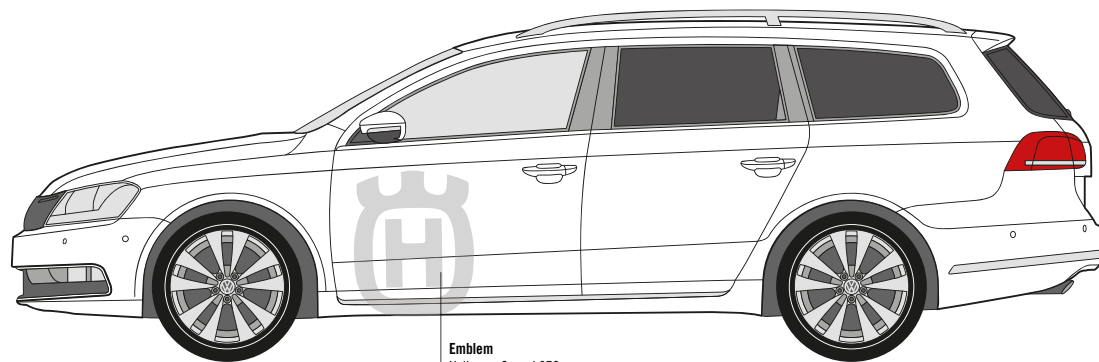
Please clarify any personalisation with the Husqvarna Marketing department (Mattighofen HQ).

*the emblem should not be applied to Managing Directors' and Authorised Signatories' vehicles.

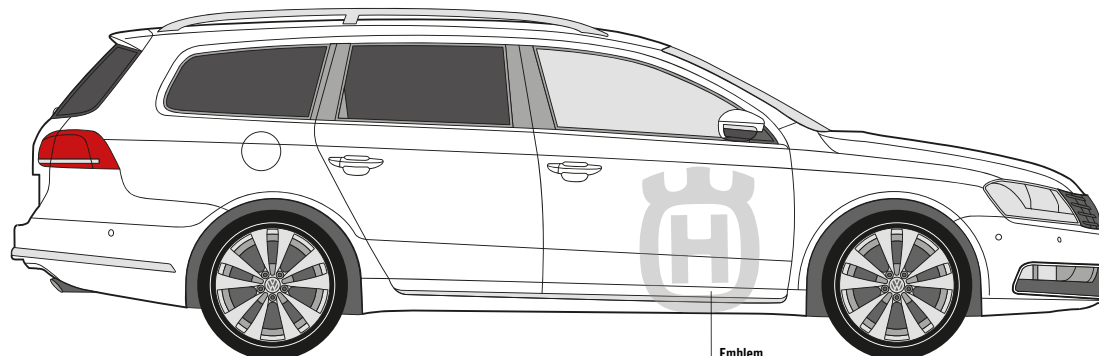


Claim
Schwefelgelb, Oracal 025
Weiß, Oracal 010
Länge 26 cm

Logo
Dunkelblau, Oracal 050
Länge 16 cm
Höhe 13 cm



Emblem
Hellgrau, Oracal 072
Länge 57 cm
Höhe 67 cm



Emblem
Hellgrau, Oracal 072
Länge 57 cm
Höhe 67 cm

BUSINESS MATERIALS

FLEET / MARKETING LORRY

The Husqvarna Marketing Lorry is designed much more conspicuously, dynamically and strikingly. Nevertheless, it fits harmoniously into the overall design.



BUSINESS MATERIALS

FLEET / MARKETING LORRY / TENT

Clearly visible, even from greater distances, a large Husqvarna logo is located prominently on the tent roof.

For positioning the logo and claim on the side walls, the following rules are defined:

Claim: 1/3 of the tent's length

Logo: 1/4 of the tent's length

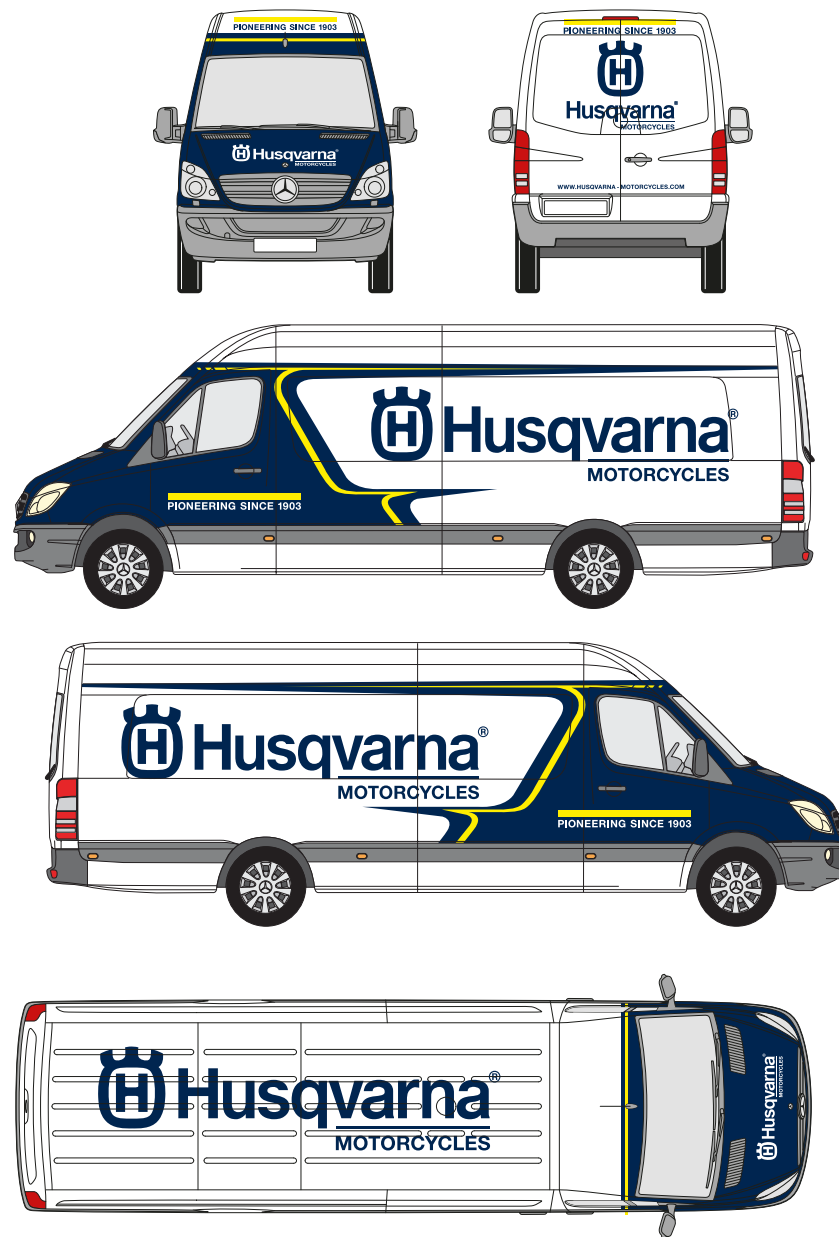


BUSINESS MATERIALS

FLEET / MARKETING SPRINTER

The Husqvarna Marketing fleet consists of white vehicles with a prominent logo and a design based fundamentally on that of the Marketing Lorry .

The appearance of the Husqvarna Marketing Sprinter is illustrated here as an example.

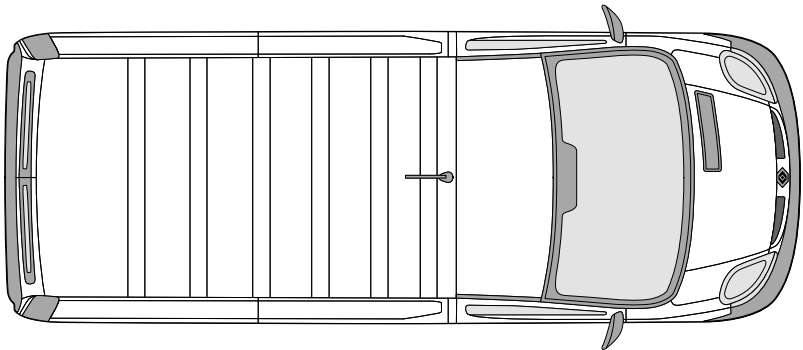
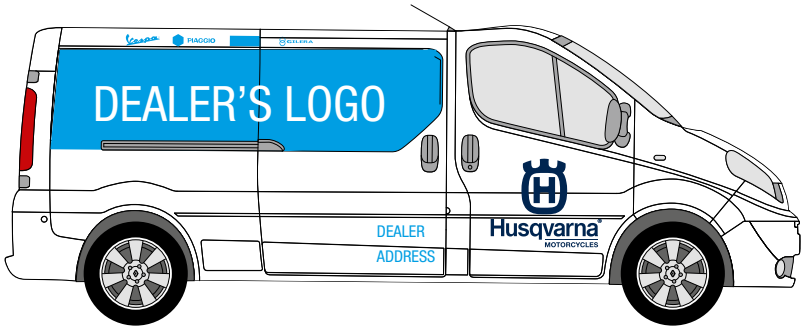
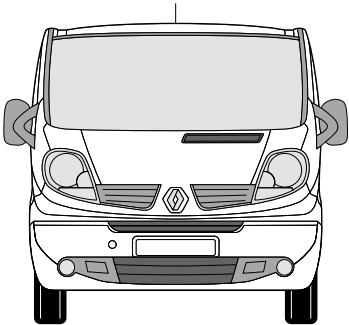


BUSINESS MATERIALS

FLEET / DEALER VEHICLES

IMPORTANT:
The vehicle must be white.

It is essential that other vehicle colours are agreed with the Husqvarna Marketing department (Mattighofen headquarters).



COMMUNICATION MATERIALS

ADVERTISEMENT

POSTER

PRODUCT FOLDER

JOB ADVERTISEMENT

WEBSITE

NEWSLETTER

WEB BANNER

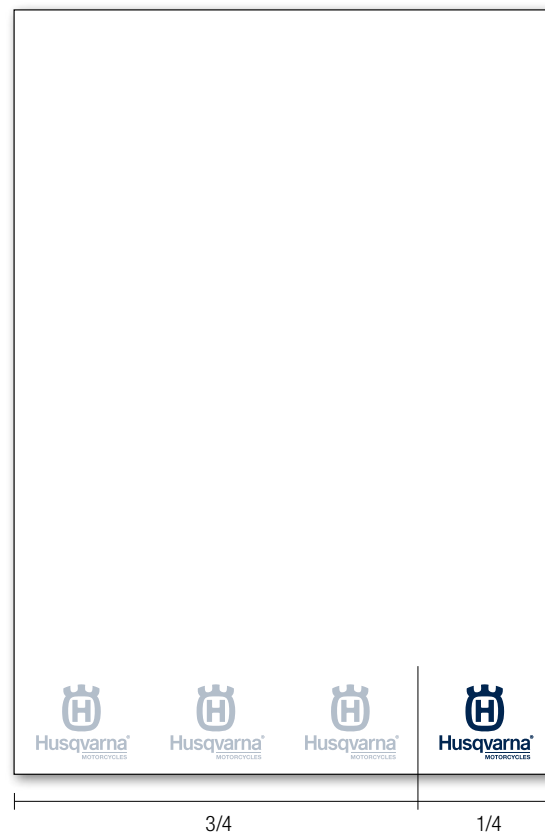
VIDEO STYLE MANUAL

COMMUNICATION MATERIALS

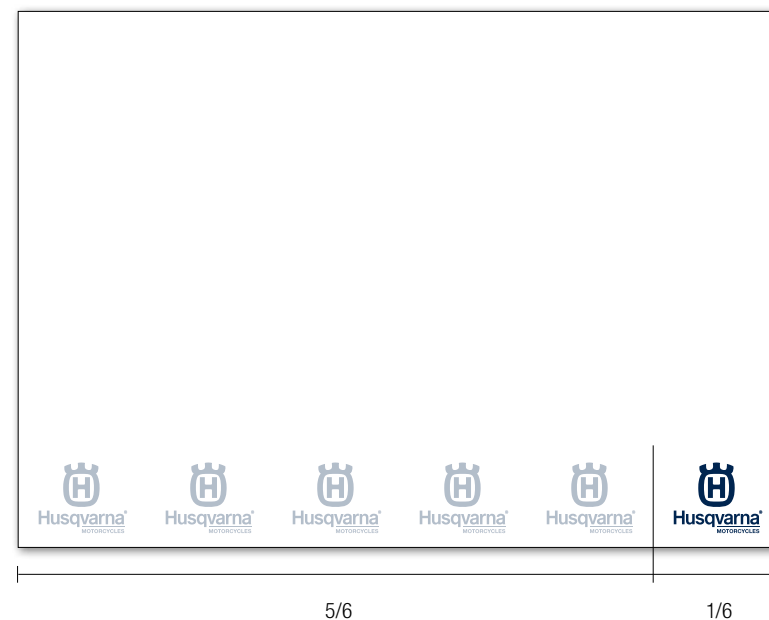
A4 ADVERTISEMENT

The Husqvarna logo should always appear in the bottom right corner. The size of the Husqvarna logo depends on the width of the format:

For an A4 advert, the logo width (logo incl. clearance) corresponds to 1/4 of the document's width in portrait format. In landscape format, the logo width (logo including clearance) corresponds to 1/6 of the document width.



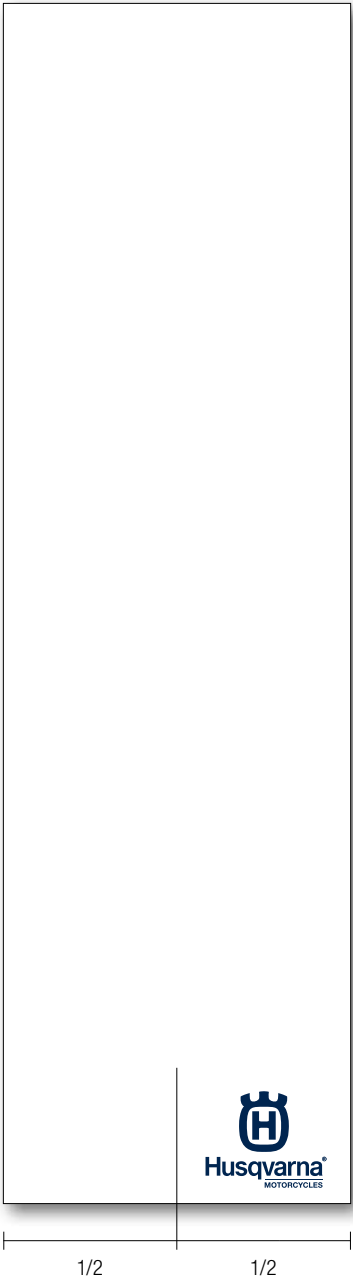
A4, portrait



A4, landscape

COMMUNICATION MATERIALS ADVERTISEMENT

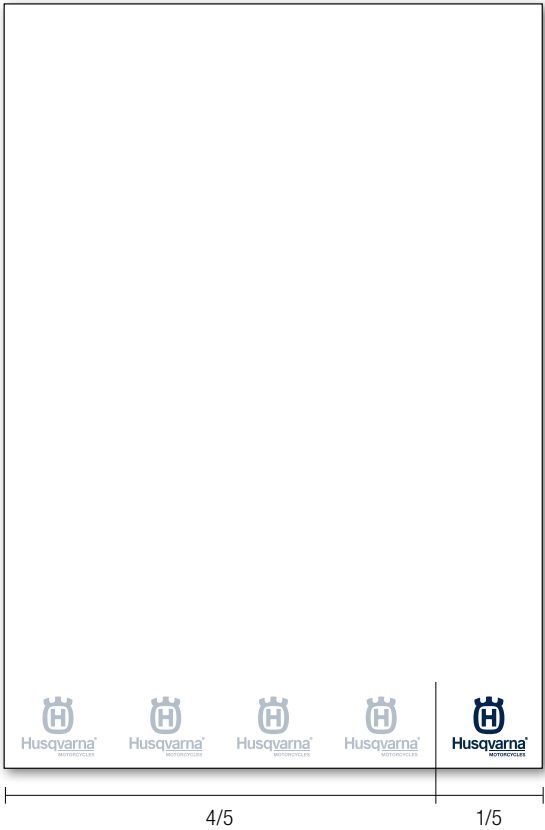
In the case of extremely narrow portrait formats, the logo width (logo + clearance) corresponds to half the format width.



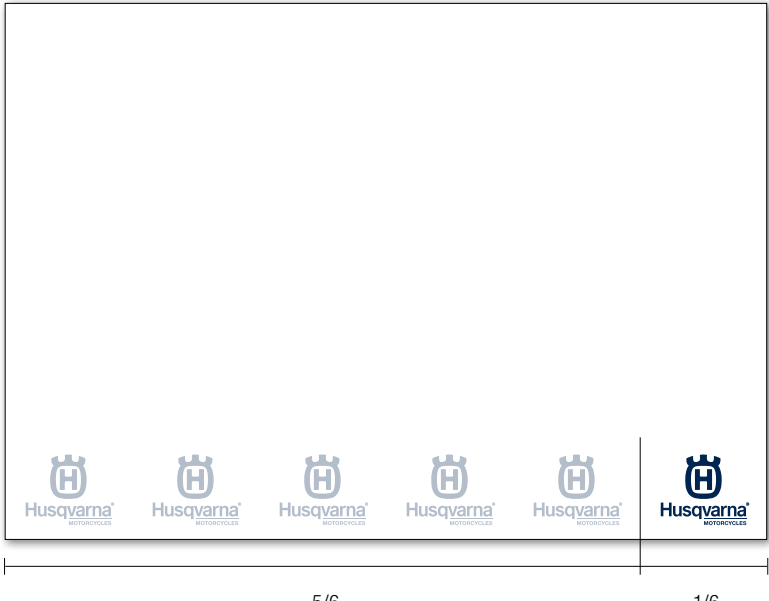
COMMUNICATION MATERIALS

A3 ADVERTISEMENT

For an A3 advert, the logo width (logo incl. clearance) corresponds to 1/5 of the document's width in portrait format. In landscape format, the logo width (logo including clearance) corresponds to 1/6 of the document width.



A3, portrait



A3, landscape

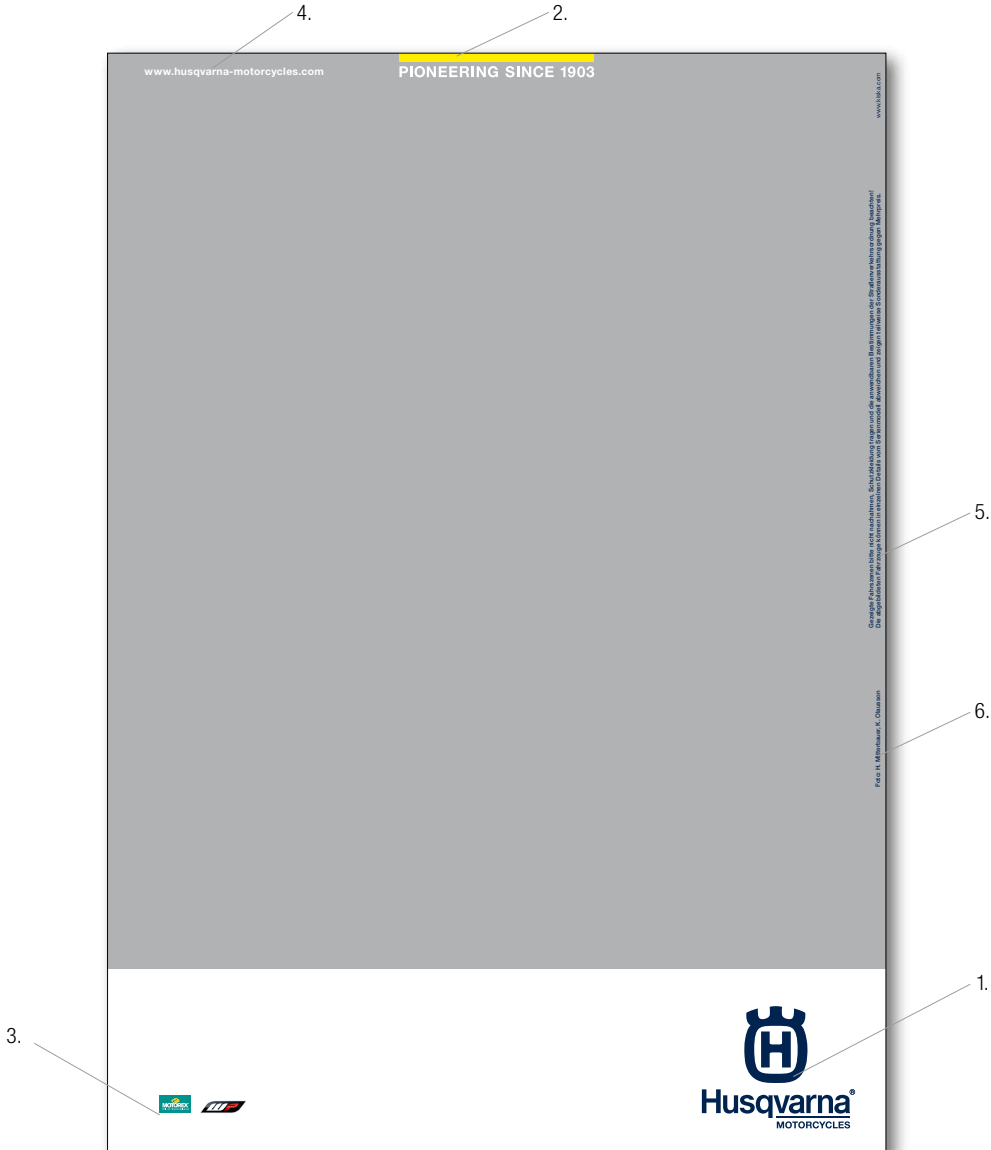
COMMUNICATION MATERIALS

ADVERTISEMENT / CONTENT

Regardless of the featured motorcycling segment, the content is subject to certain rules. For example, there are elements that must appear on every piece of printed matter, whether it be an advertisement, poster or folder:

1. The Husqvarna logo
2. The claim
3. Sub-logos (can vary)
4. URL
5. Legal disclaimer – please ensure that this is legible
6. Credits for the photos used

NOTE: To keep the image ads as clean as possible, the sublogos and icons are reduced to a minimum.



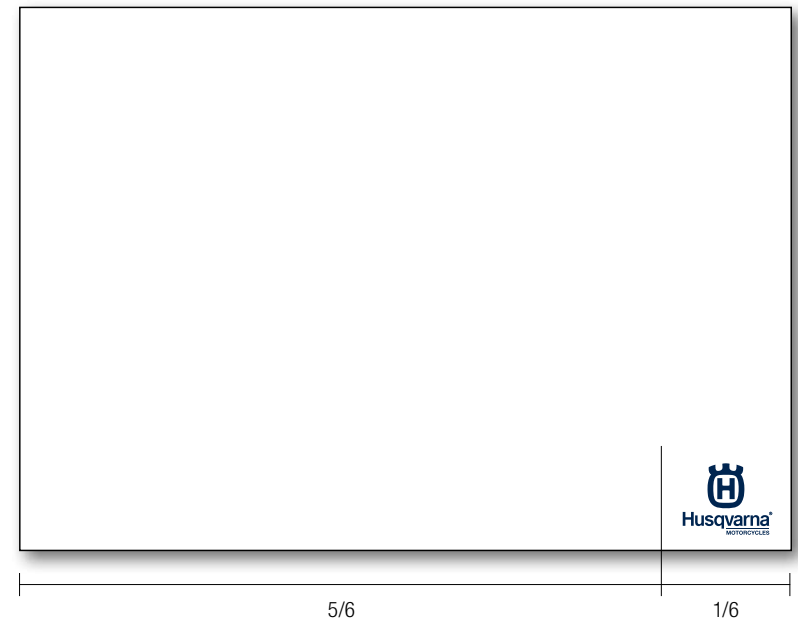
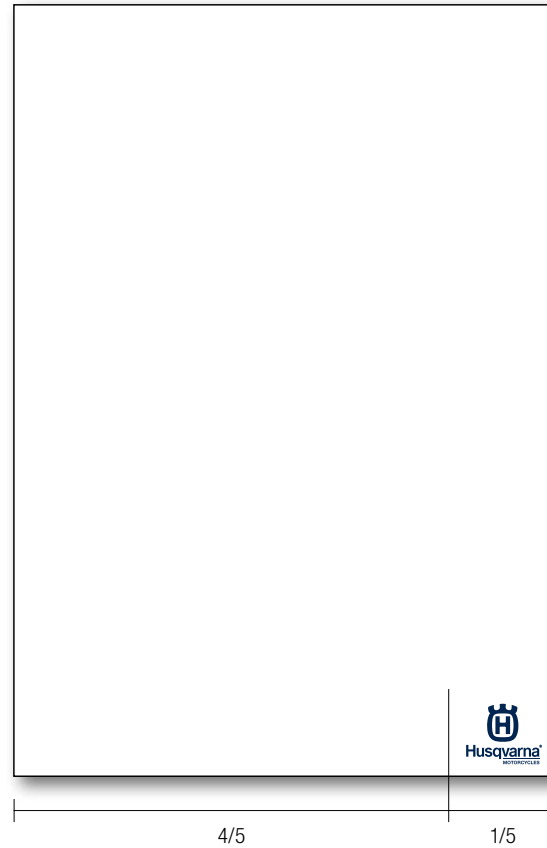
Advertisement A4

COMMUNICATION MATERIALS

POSTER A0/A1/A2

On all poster formats (portrait and landscape), the logo width corresponds to **one fifth of the poster width**.

The logo always appears in the bottom right corner.



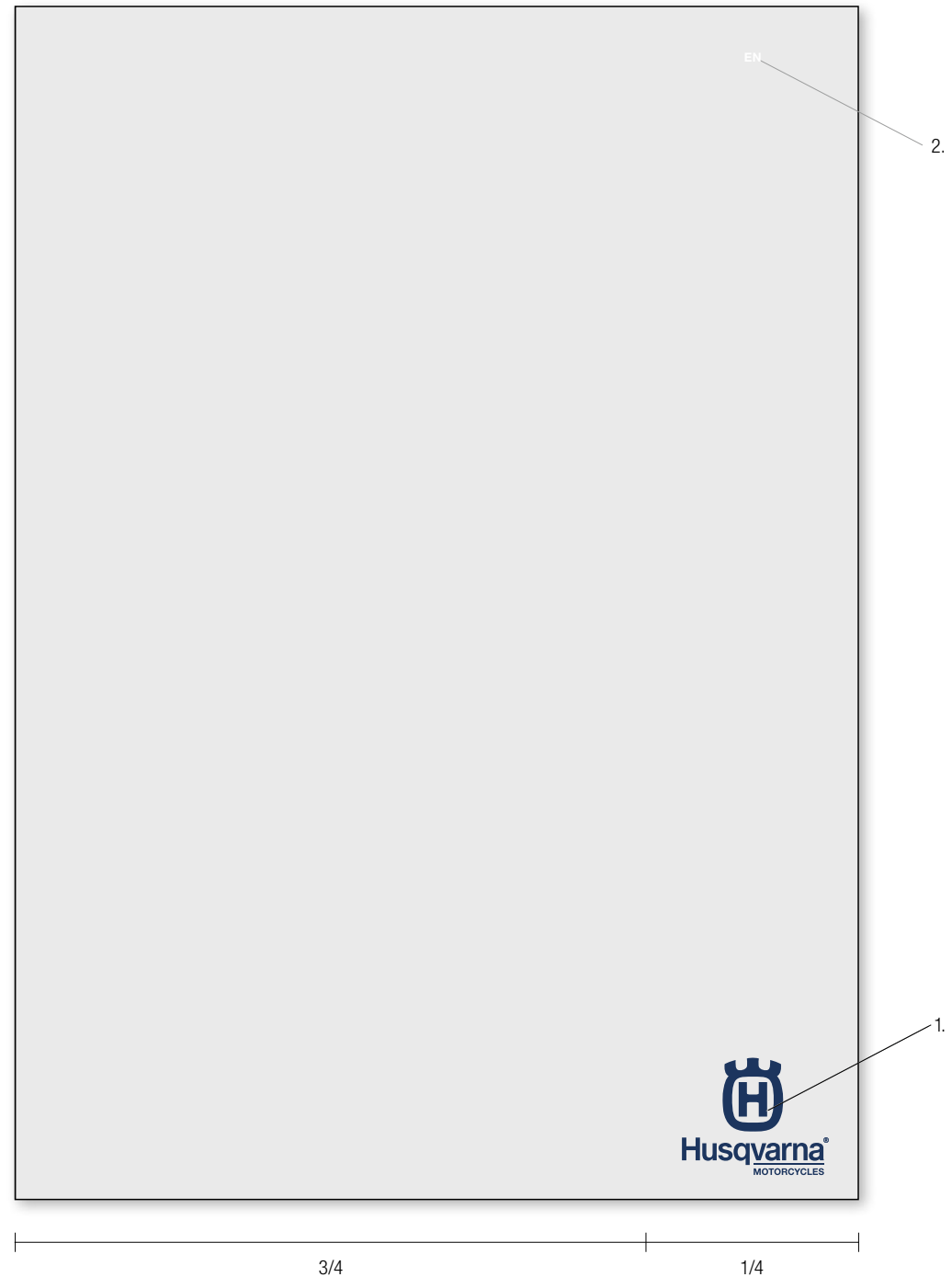
COMMUNICATION MATERIALS

PRODUCT FOLDER COVER

The folder format is A4 portrait.

1. The Husqvarna logo

2. Applicable language



COMMUNICATION MATERIALS

PRODUCT FOLDER, BACK PAGE

The logo appears on the left side of the back page.
The company address is located next to it on the right.
The last line sits on the lower edge of the font used for the Husqvarna logo lettering.

The following elements are usually located here:

1. The Husqvarna logo (same size as front page)
2. The claim (width is one third of the document height)
3. Company address
4. Sub-logos
5. Legal disclaimer
6. Bar-code
7. Photo credits
8. Article Number

NOTE: Husqvarna HQ might use variations of these rules for specific segments.



COMMUNICATION MATERIALS

JOB ADVERTISEMENT

The job advertisement exists in several different formats, depending on the space provided.

The Husqvarna Motorcycles logo appears prominently in the bottom right corner of the job advertisement and is subject to logo sizing.

The smaller advertisement (e.g. 134 x 135 mm) has a border as a visual separation in the type area, so it can be easily differentiated from other advertisements on the same page.

Apart from the picture, the most prominent element must definitely be the job title.

The claim appears centred along the top edge of the picture.

www.husqvarna-motorcycles.com

PIONEERING SINCE 1903



SALES ASSISTANT HUSQVARNA MOTORCYCLES (m/w)

After the relocation to Austria in 2013, Husqvarna Motorcycles returned to the top of offroad sport with a brand new model range. With the exciting new street models the brand is returning into the street segment. A mixture of heritage, high quality standards, performance and style, mark the iconic Swedish brand's intent, and form the basis for continued growth and a prosperous future. Join the pioneers and contribute to our success story by starting your own!

YOUR TASKS

- assistance in the development
- of programs and standards designed to develop the international Husqvarna dealer network
- coordination and administration of the activities relating to retail facility Corporate Identity standards
- designing reports and data base applications to provide for the Sales and Trade Marketing departments
- communication to countries with assistance an monitoring data entry into the information system to insure ensure the accuracy of information
- provide up to date sales / brand information ("sales tool folder", Business Plan template, etc.)
- provide assistance to the Husqvarna management in various projects

WE OFFER YOU

- the chance to work within a globally successful motorcycle company
- interesting career opportunities
- a minimum salary of € 33,300 – gross / year, depending on qualifications and experience, we offer market-oriented overpayment

OUR REQUIREMENTS

- completed commercial education (school leaving examination or academic degree)
- experience in automotive sector or similar fields desirable
- fluent written and spoken English and Spanish desirable, other languages are an advantage
- excellent skills with MS-Office
- passion for motorcycles desirable
- independent working style as well as analytical thinking
- open-minded team player with good communication and organisational skills

Are you interested in this career?
Please apply online:
<http://www.ktmgroup.com/careers>



DIN A4

COMMUNICATION MATERIALS WEBSITE

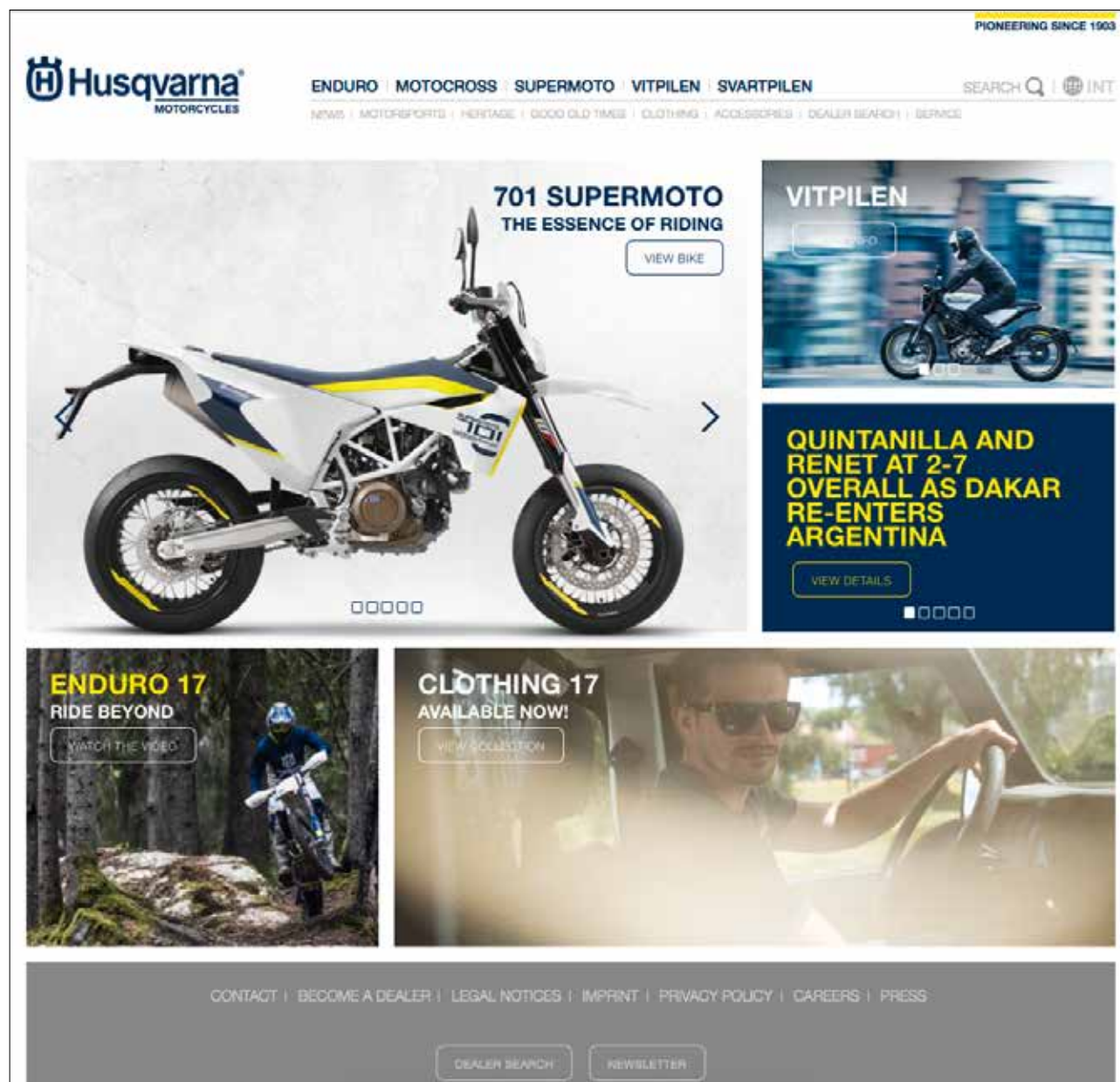
The Husqvarna logo appears here in the top left corner in the header. The claim is located bled off at the top right.

Here too, the dominant colour is white. Blue and/or yellow areas are used as space for specials and announcements.

The Husqvarna website is designed to be responsive, so as to be optimised for desktops, tablets and smartphones, adapting itself accordingly to the respective device.

The Husqvarna website homepage consists of 3 teaser areas, a main navigation bar, a navigation footer, the logo in the top left corner, the search and the country/language selection in the top right section.

The captions take the form of HTML text.
The web font employed is "Homestead".



COMMUNICATION MATERIALS

NEWSLETTER

The format of the newsletter is 580 pixels wide; the height is not fixed and is flexible according to the content. This sizing is determined using an HTML template in the newsletter system. Within these specifications, the content can be modified or adjusted using an appropriate editing application.

The Husqvarna newsletter is divided into three sections:

1. Header section

The vertical logo is placed in the top and is centred.

2. News

This section contains the header image (564 x 320 px) which refers to the featured story.

Title: Use capital letters, size 30 px, Helvetica Neue Bold and #002550

Sub-headline: Use capital letters, size 15 px, Helvetica Neue Bold and #002550

Body Copy: Size 14 px, Helvetica Neue regular and #878787

Sentence of information: Size 11 px, Helvetica Neue regular and #878787

3. Footer

This contains the links and social media references, and closes with some legal notice lines below.



COMMUNICATION MATERIALS

WEB BANNER

Here also, the logo is subject to the application rules. It must be located in the bottom right corner. In the case of very narrow formats, it is centred with sufficient clearance. Please ensure the readability of the logo.

The following formats have been defined as standard:

- width 120 px/height 600 px
- width 728 px/height 90 px
- width 300 px/height 250 px

The banners always consist of an action picture, a headline and the logo.



COMMUNICATION MATERIALS

VIDEO STYLE MANUAL

Moving images play an extremely important role as a communication platform. Therefore, it is essential that all videos are produced with a consistent, brand-specific look in terms of colour grading, editing techniques and soundtrack.

Consequently, there is a video style manual especially for Husqvarna Motorcycles, which describes all rules relating to film material.

UPDATE 2017

VIDEO STYLE MANUAL



INTRODUCTION

ACCELERATED PAST AND FABULOUS PROSPECTS FOR THE FUTURE

Husqvarna is a brand that has experienced golden times. The Swedish motorcycle maker is renowned for countless world championship titles, impressive victories and revolutionary motorcycles. Our goal is to pick up where these golden times left off. We want to uphold the values of the past, because the brand's future lies in its history.

Husqvarna began developing motorcycles in 1903. The company's world history was marked by closeness and setbacks. One of those decisive events was the separation from Husaberg in 1980. But when Husaberg together came together again in 2013, Husqvarna and Husaberg reunited. These powers are setting out to undertake this competition.

A consistent brand presence is the key to success for Husqvarna Motorcycles. The video style manual is one of the prerequisites for assuring a harmonious market presence. By establishing certain guidelines and rules, we can achieve a unified and recognizable appearance worldwide. With this approach, we allow the brand the space to keep progressing ahead and to keep leading the way. Whether it is in the motorcycle market and outside of it, or taking the first brave steps at defining an entirely new brand segment – we always honour our proven pioneering approach.



VIDEO STYLE MANUAL | 5

INTRO AND OUTRO

To ensure that Husqvarna Motorcycles digital communications have a unique and comprehensive appearance, videos are indicated with the intro logo animation, title and the Husqvarna jingle (sound logo). This clearly marks the video as the official Husqvarna Motorcycles publication.

INTRO CHART LOGO ANIMATION
The logo animation (intro) together with the sound logo (jingle) ensures that the video is recognized as an official Husqvarna video immediately. **It should therefore appear as the opener of all Husqvarna Motorcycles videos. For social media there is an exception, the intro is omitted for the video content.**

HUSQVARN JINGLE WITH HUSQVARN VOICE
The sound logo is an important element of Husqvarna Motorcycles communications and should therefore be used in all audio and audiovisual communication materials to ensure a recognizable and unique appearance in all media channels.

The Husqvarna logo animation and the sound logo **with the Husqvarna voice** are to be used **at the beginning** of each video.

NOTE: DO NOT USE ANY TRANSITION BETWEEN THE LOGO ANIMATION AND THE ACTUAL VIDEO. THE TRANSITION IS ALWAYS A HARD CUT.



Logo animation / Corporate and Official



Sound logo with Husqvarna voice

VIDEO STYLE MANUAL | 7

GRAPHIC ELEMENTS

Graphic elements can be used as optical support in certain parts of the video. They can be used to support the video title and credits, as well as the product. Naming and highlighting of product specific data. The graphic elements from the contemporary print communication might also be used in the video communication. Please contact the Husqvarna Marketing department for these graphic elements.

INSERT
The insert indicates the name and function of a person shown during a video. The first should always be Helvetica Neue LT Pro 7.7 Bold Condensed, in the color white. The first size of the naming should be uppercase 80 pt. The first size of the function should be uppercase 60 pt and in Husqvarna Neue LT Pro 47 Light Condensed font. Please ensure that all indications are readable in size.

TRANSITIONS / BUMPER
Please do not use any overlaid transitions. We recommend hard cuts or, if necessary, 2-4 frames of white colored media as flashes. The bumper is used as transition between two contextual topics, for example in interviews, subtitles and documents. This ensures the consistent style of communication of the personal brand Husqvarna Motorcycles.

THE GRAPHIC ELEMENTS CAN BE OBTAINED FROM THE CENTRAL MARKETING DEPARTMENT OF THE HUSQVARN MOTORCYCLES HEADQUARTERS IN MATTHÖRDEN.



Bumper



Title info
Action info
Name
Function



Max. 80 pt.
Max. 60 pt.

Helvetica Neue LT Pro
7.7 Bold Condensed
47 Light Condensed

VIDEO STYLE MANUAL | 12

SPATIAL COMMUNICATION

OUTDOOR MATERIALS

TRADE SHOW MANUAL

SHOP SYSTEM

SPATIAL COMMUNICATION OUTDOOR MATERIALS

The dominant colours here are Husqvarna Blue and white.

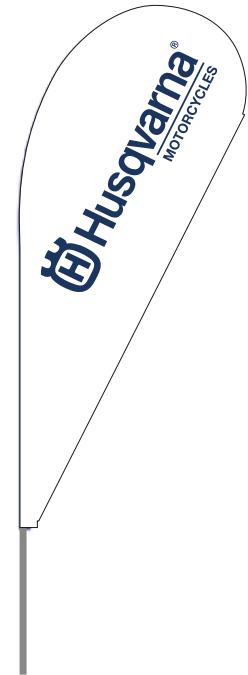
When positioning the logo, sufficient distance must be maintained in relation to other elements.



Pylon



Flag



Beach-flag

SPATIAL COMMUNICATION OUTDOOR MATERIALS

The dominant colours here are Husqvarna Blue and white.

When positioning the logo, sufficient distance must be maintained in relation to other elements.



Inflatable arch



Easy-up tent

SPATIAL COMMUNICATION

TRADE SHOW MANUAL

The guidelines for the correct appearance of the Husqvarna stands at national trade shows are described in the Trade Show Manual, C-Concept; these should be followed at all times to ensure CI conformity.

In case any support for national shows or events is needed, please contact our Shows & Events team (Headquarters – Mattighofen).



SPATIAL COMMUNICATION SHOP SYSTEM

The first real customer contact takes place at the dealer. Therefore, it is absolutely essential to create a uniform worldwide appearance here as well.

Guidelines for shop design can be found in the Husqvarna Shop Manual (please contact your Sales Manager to obtain the actual manual).

HUSQVARNA MOTORCYCLES SHOP GUIDELINE

MATTIGHOFEN, NOVEMBER 2016



HUSQVARNA MOTORSPORT

LOGO USE

HUSQVARNA MOTORSPORT LOGO USE

The Husqvarna Factory Racing logo may only be used for this specific area.

In principle, the Factory Racing logo is subject to the same rules as the Husqvarna logo. It is always placed on a coloured background: blue or, in B/W productions, black.

The logo size is determined by the clearance around it (see page 13).



Factory Racing logo on blue background



Factory Racing logo on black background



CONTACT

In case of any questions please contact the central Marketing department at the headquarters in Mattighofen:

**HUSQVARNA MOTORCYCLES GMBH
STALLHOFNERSTRASSE 3
5230 MATTIGHOFEN
AUSTRIA**

spela.kovacik@husqvarna-motorcycles.com

To obtain the logos, graphic elements, templates, layouts and other CI manuals, please go to:

[MEDIA.HUSQVARNA-MOTORCYCLES.COM](https://media.husqvarna-motorcycles.com)