Authorised Dealer Guidelines

2026



Hilti logo & name usage

Hilti Logo / Hilti name

The Hilti Logo and Hilti name can be used when referring to Hilti products (in catalogs, product communication etc.) and Hilti Corporation (Hilti as a supplier on the Dealer’s webpage). The Hilti Logo must be used as defined in the Basics.

Brand elements

The dealer can use existing Hilti communication material to promote Hilti products or services. The product name has to be mentioned in the product description in online and offline catalogs. Special requests must be agreed with the Hilti Australia brand team before usage.

Promotional items

The dealer is allowed to order and use the official promotional items as a give away. They are not allowed to wear or use our Official Corporate Fashion.

General design rules for Hilti logo usage



1 **Hilti Logo for communication, used for basic facade**



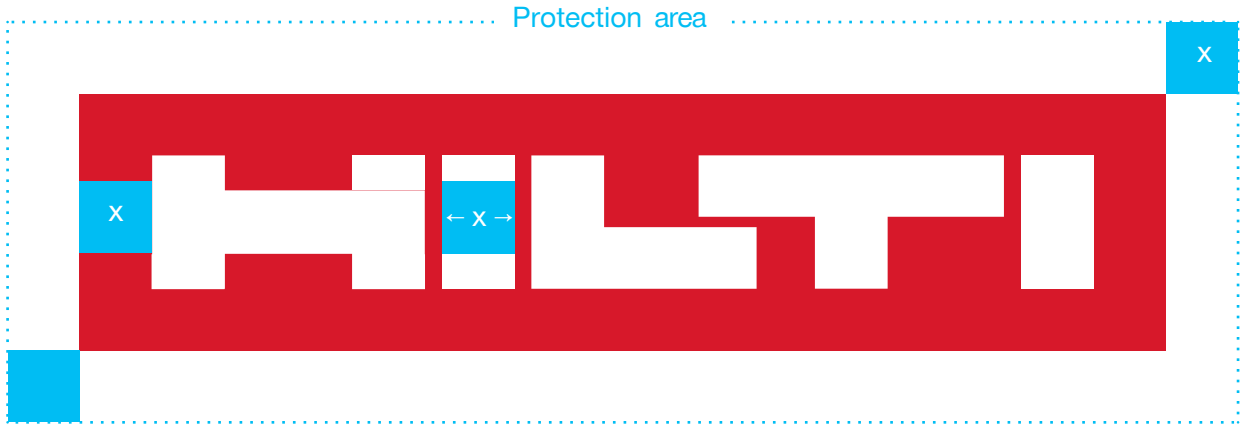
2 **Hilti Logo for iconic assets**

Hilti Logo variants
The Hilti Logo can only be applied in two different ways.

1 **Hilti Logo for communication**
This version is used for all media applications (websites, software, apps, sales literature, stationary, signage, stores etc.)

2 **Hilti Logo for iconic assets**
This version is used for iconic assets such as the Hilti toolbox, vehicles, selected merchandising and fashion items etc.

Hilti logo for communication



Construction and minimum space

All measurements refer to the width of the capital I (x) and height of the arm of the capital T (z), because these are the main strokes for all letters of the logo (the protection area is shown by the blue dots).

Also, the same spacing x is used as a minimum space from the logo shape to any other design or type elements.

Minimum display size



The Hilti logo must not be displayed smaller than 15 mm in width in print communications to guarantee readability. For digital communication, the Hilti logo should have a minimum width of 68 px.

Specific digital touchpoints might need their own minimal logo size, which may vary from the defined 68 px. This minimal logo size is included in the touchpoint's respective guideline, e.g. Branded Interaction Design. Should you need a smaller logo size, please contact the Hilti Brand Team.

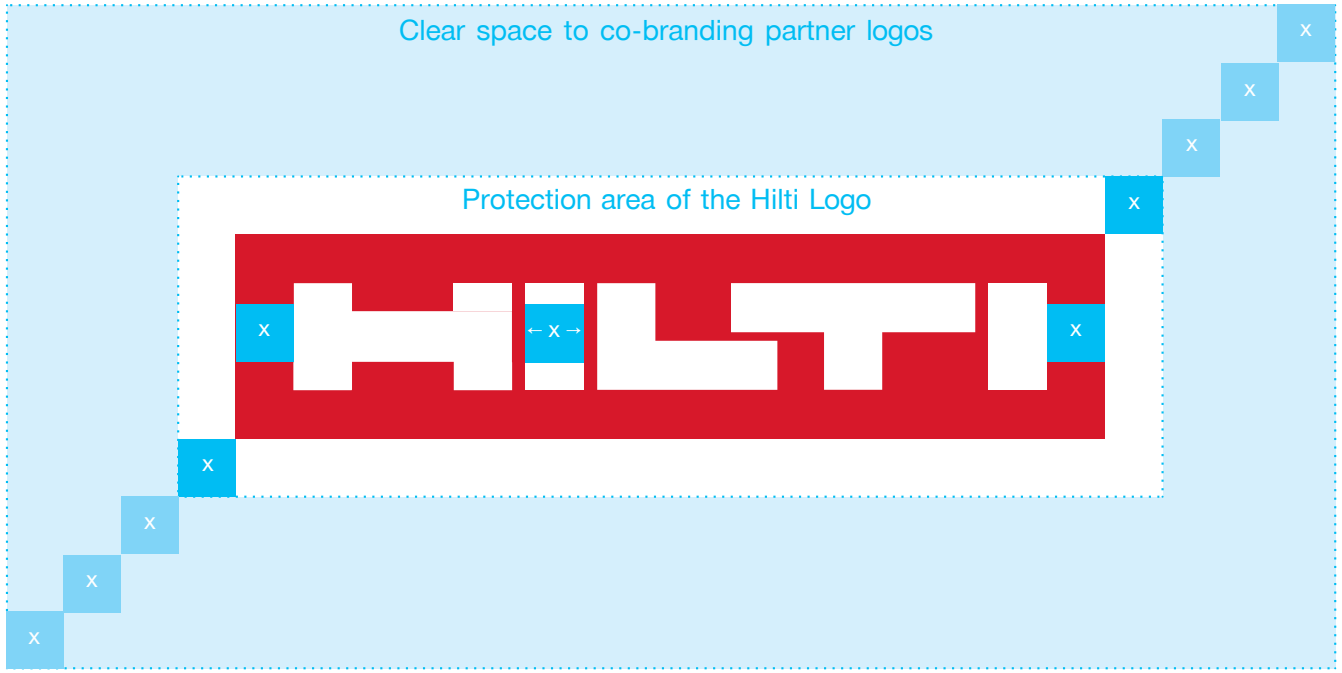


Hilti Red

CMYK/IsoCV2	0/100/90/10
SC	Hilti Red
Pantone	3517 CP
sRGB	210/5/30
NCS	S 1580-Y 90 R
RAL	3020

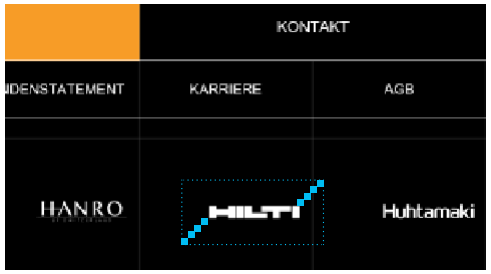
Hilti logo for communication

Clear space between other logos



General application

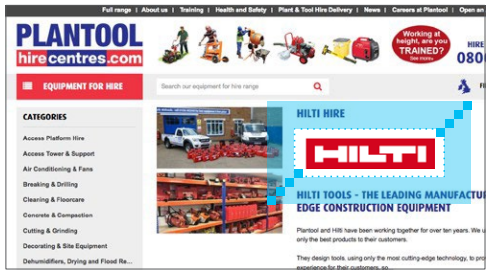
The clear space between the logos has to be minimum 4 times x.



Minimum clear space 4 times x with different brands on a webpage.

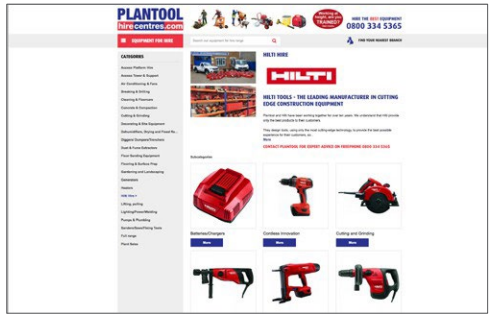


Minimum clear space 4 times x with different brands at a store front.

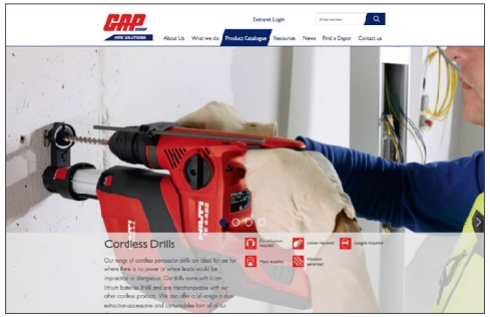


Protection area around the Hilti Logo with 1 times x (for fonts etc.) and minimum 4 times clear space to the partner logo.

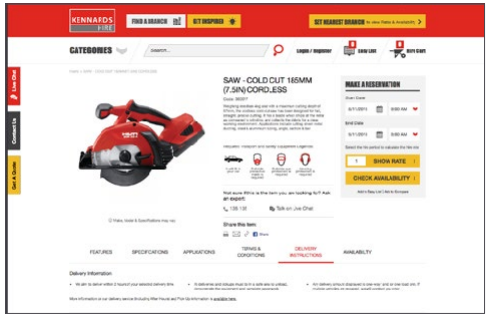
Use of Hilti owned assets on dealer website



Website, still life, Hilti Logo and banner



Website application image, overlay



Website still life, product details

Integrate Hilti images (still life, application images) in your layout. Don't mix corporate designs, but integrate Hilti banner, logo, video etc. on your website.

Usage of Hilti owned communication assets integrated in communication activities of dealers

In general dealers are allowed to use all Hilti finalised communication assets in their communication activities that we give them for this purpose.

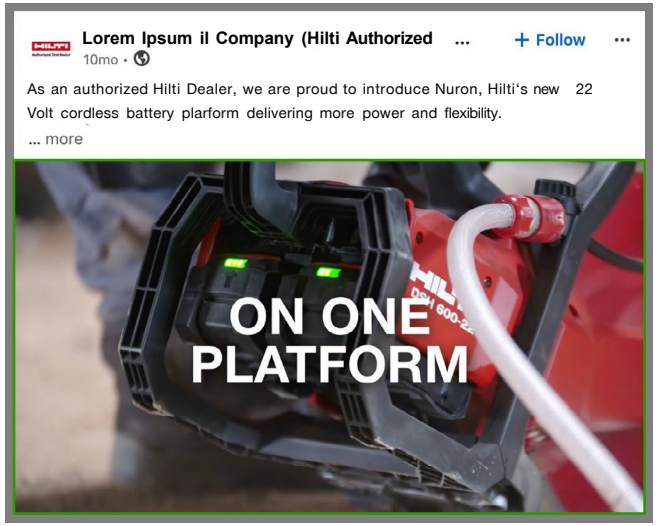
But they are not allowed to create a hybrid of those finalised assets, mixing Hilti corporate design with their own corporate design in one asset (e.g. allowed to use Hilti posters or videos but not to adapt them in a way to mix their corporate design and the Hilti corporate design).

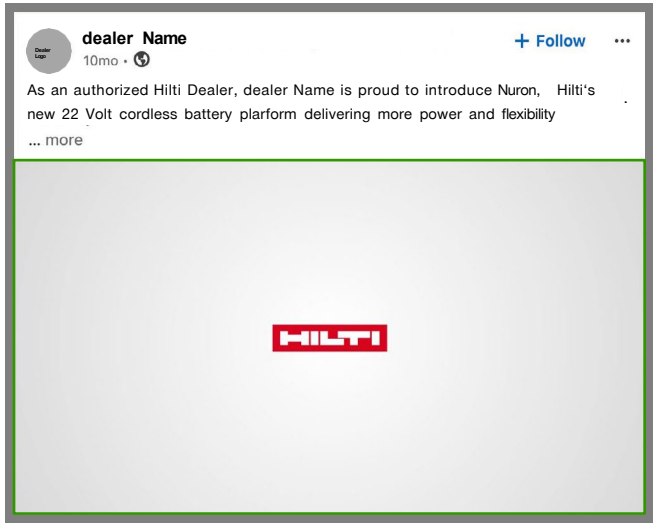
They are also allowed to embed finalised communication assets in their communication materials (e.g. a Hilti product picture on their webpage, a video sequence preceded or followed by their own communication or enclosed in a in frame in their own design.

Alternatively, they are allowed to use Hilti raw footage (e.g. video or images) for the creation of communication assets in their own corporate design, as long as Hilti products and services are promoted.

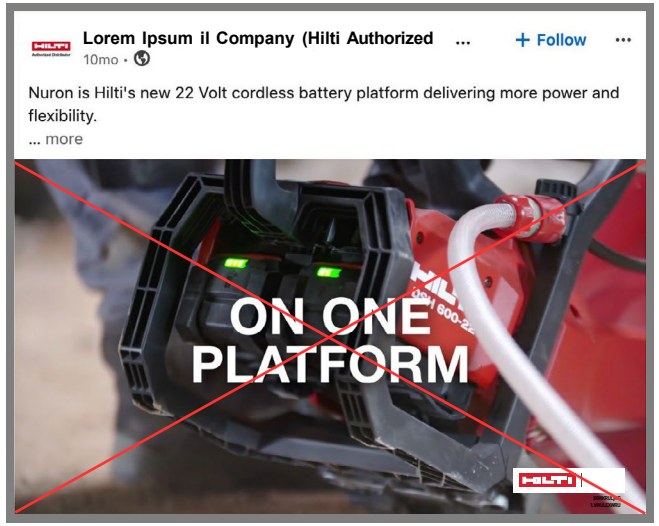
Use of Hilti-created digital content

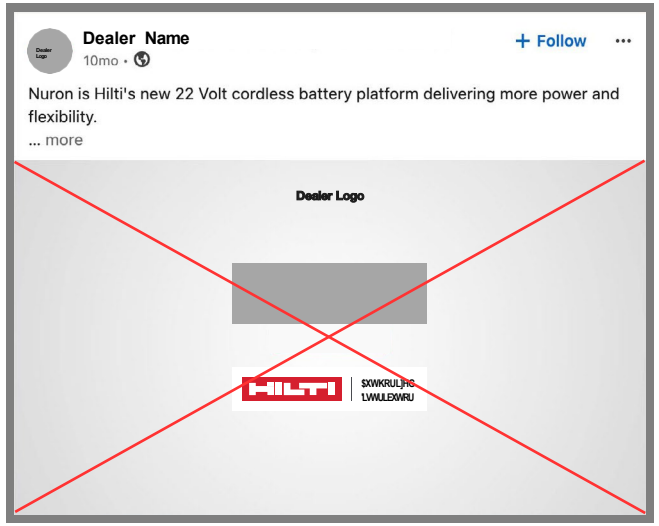
Publish the content exactly as provided by Hilti.





Don't edit, crop, rebrand, or combine with dealer branding.





Dealers may share official Hilti-created content that were provided to them (videos, images, animations, and other digital assets) on their own social media channels or websites without modification.

When using Hilti-created content, dealers must:
- Publish the content exactly as provided by Hilti.
- Comply with the Website and Social Media guidelines to ensure a clear distinction between the Dealer and the Hilti parent brand.
- Keep all Hilti branding, graphics, animations, and end screens unchanged.
- Ensure that no dealer logo, watermark, or additional graphic element is added to the content.

Dealers may identify themselves in the accompanying caption or description by using wording such as:
"As an Authorised Hilti dealer, we are proud to introduce..."

IMPORTANT!

Under no circumstances may official Hilti videos or other digital assets be edited, cropped, rebranded, or combined with Dealer branding. Viewers must always be able to clearly recognise the content as official Hilti.

Authorised dealer store examples

External store branding



internal store branding



Thank you

For questions, branding guidance or approvals, please reach out to: AUDigital@hilti.com

Thank you for helping us maintain a consistent Hilti brand across our dealer network.