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Managing Digital Brands:
Creative Visual Identity Portfolio

Stuart Palmer | ID #21435999 | Hilti

Task 2

PARENT BRAND: INTRODUCTION

Founded in 1941 by brothers Eugen and Martin Hilti, our company builds on strong roots and continuity. This long-term commitment has supported us in becoming a reliable partner for our customers and a trusted brand that they choose to work with. With our defined purpose of **"Making Construction Better"**, we are committed to developing products and solutions that drive productivity, sustainability, and safety in the construction industry with our values of integrity, courage, teamwork and commitment at the base of everything we do (Hilti, no date).



PARENT BRAND: COMPANY HISTORY



FOUNDATION

Engineer Martin Hilti (1915–1997) and his brother Eugen (1911–1964) establish Hilti Maschinenbau OHG in Schaan, Liechtenstein.

SALES

Hilti negotiates its first international sales cooperation agreement, in Italy.

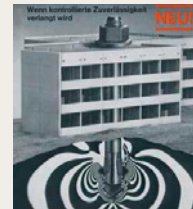
FAREWELL

Eugen Hilti, one of the company cofounders, dies on November 20 at the age of 53.

POWERFUL INNOVATIONS

With the introduction of the Hilti TE 17, the first electro-pneumatic hammer drill, the TE series evolves into a successful series of tools.

In the same period, Hilti develops the first mechanical anchor system.



REALLOCATION

Formation of the market regions America, Africa, Asia and Europe.

SECURING THE COMPANY'S FUTURE

Establishment of the Martin Hilti Family Trust.

1941

1948

1952

1957

1962

1964

1967

1970

1971

1973

1975

1980

1982

1985

1986

PATENT APPLICATION

Martin Hilti turns his attention to fastening technology for the first time and acquires a corresponding patent. Hand-drive tools and powder-actuated nail guns are launched in the beginning of the 1950s.



BREAKTHROUGH

The DX 100 is the first low velocity powder-actuated tool in the world, marking a technological breakthrough for Hilti. Direct sales become a company feature.



INTERNATIONAL BUSINESS

Hilti operates in around 30 countries.

MANUFACTURING

The first international production facility opens in Thüringen, Vorarlberg (Austria).



EXPANSION

Production facility opens in Kaufering, near Munich (Germany); more production facilities follow all over the world.

DEVELOPMENT

Launch of a development center for steelworks equipment in Glasgow (Scotland).

ON BOARD

Three deputy members are appointed to the Executive Board. Michael Hilti joins the company and takes over the area of marketing and sales.

FOCUS

The product areas anchor systems, direct fastening and drilling and demolition are realigned as fully functioning product divisions. Every division comprises the functions of product management, R&D, logistics, controlling, purchasing and production.

APPOINTMENT

Michael Hilti is appointed Vice Chairman of the Executive Board.



LEADERSHIP

Presentation of "Strategy 2000" which focuses on market segmentation for the first time. In addition, introduction of a globally uniform corporate culture under the motto "Leadership Makes the Difference."



MANAGEMENT CHANGE

Martin Hilti cedes the position of CEO to his son Michael. Martin Hilti remains as Chairman of the Board of Directors.

1990

1991

1994

1996

1997

2002

2003

2004

GLOBALIZATION

Continuous build-up of international market organizations. Other branches follow, such as in Russia, South America and Asia. Globalization begins for Hilti.

CORE BUSINESS

The new Champion 3C Strategy is based on customer, competence, and concentration.



TRANSITION

Martin Hilti cedes the position of Chairman of the Board of Directors to Michael Hilti and remains on the Board of Directors as Honorary Chairman. Pius Baschera is appointed CEO. For the first time, a non-family member takes over company leadership.



LEGACY

Martin Hilti, cofounder of the company, dies on August 19 at the age of 82.

NETWORKING

Launch of globally standardized business processes and data, which later prove to be the basis for substantial gains in efficiency and productivity.

AWARD

The Hilti Group is awarded the "Carl Bertelsmann Prize" for its exemplary corporate culture.



CULTURE

"Leadership Makes the Difference" is replaced by "Our Culture Journey." A significant aspect of the new corporate culture is regular training sessions for all employees worldwide.



CHANGE TO EXECUTIVE MANAGEMENT

At the end of the year, Pius Baschera hands over responsibility to Bo Risberg as the new CEO. Baschera becomes Chairman of the Board of Directors. Michael Hilti remains a member of the Board of Directors.

2006

2009

2011

2014

2015

2016



PRODUCTION PLANTS

Hilti opens its eighth production facility worldwide in Matamoros (Mexico). The other production facilities are in Schaan (Liechtenstein), Thüringen (Austria), Kaufering and Strass Nersingen (Germany), Zhanjiang and Shanghai (China) and Kecskemét (Hungary).

FINANCIAL CRISIS

Turnover sinks by 20 percent and prompts a realignment of the company.

CURRENCY

The strong Swiss franc prompts a shift of activities from the Swiss franc region to the EU.

EXPANSION

The Group's Executive Board is enlarged from four members to six.



TOP MANAGEMENT

Christoph Loos becomes the fifth CEO in the history of Hilti.

STRATEGY

Under the leadership of the new CEO, the company aligns its strategy for the coming years. A key aspect of the "Champion 2020" strategy is sustainable value creation through leadership and differentiation.



COMMITMENT

Hilti completely renovates its headquarters and the company premises, signaling its commitment to the location of Liechtenstein.

INNOVATION CENTER

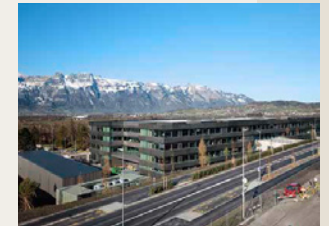
A new and modern innovation center for more than 450 employees is inaugurated at Hilti's headquarters in Schaan, Liechtenstein.

RELOCATION

The American headquarters are relocated from Tulsa, Oklahoma, to Plano, near Dallas, Texas.

TURNOVER

For the first time, Hilti breaks the US\$ 1 billion turnover threshold in North America.



BRAND EXTENSION: POSITIONING

Following a Brand Essence Analysis of Hilti (**Appendix 1**), the subsequent brand extension concept has been proposed to complement the company's existing product offerings: **A comprehensive suite of software that can be trusted to help improve productivity for organisations in the construction industry.**



Brand

- As suggested by Kapferer (2012, pp. 170-171) the equities attached to the brand will add value to the innovation of a brand extension. With the brand valued at USD 1.6 billion, according to Interbrand (**Appendix 2**), the parent Hilti brand should bring maximum value to customers with a suitable extension (Hilti, 2021).
- In the best examples, a brand extension is natural and arises from a recognised positive quality of the original product (Kopp, 2021). A brand evaluation carried out by Interbrand (2021) suggests that the business is well positioned to capitalise on this with 31% of their customers' purchase decisions driven by their positive perception of Hilti as a brand.
- A company authority extension would be most appropriate, as this would allow Hilti to leverage the high levels of authority in the construction sector to create new products (Chi, 2023). By understanding their customer's pain points, Hilti can start developing a brand extension strategy that will resonate with them (Inc, 2023).

Customer needs

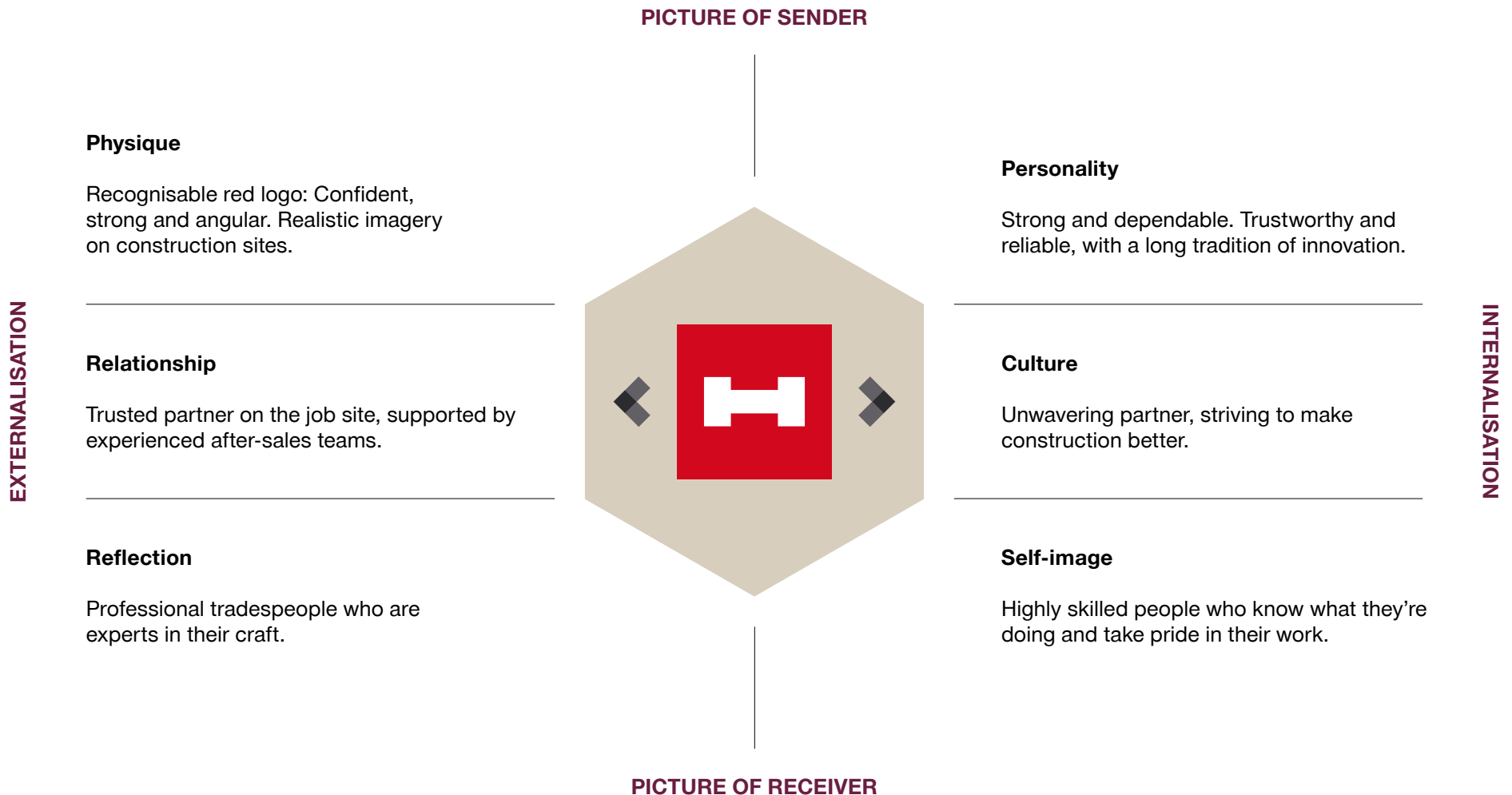
- Digital transformation (DX) is a priority for 72% of construction firms worldwide which indicates that there is a need for construction software. The urgency is felt most keenly in Europe, where 82% of firms are treating DX as critical, (RICS, 2020).
- The construction industry dictates that companies prioritise digitalisation with BIM (building information modeling) adoption being mandatory in public sector projects since 2016 (CDBB, 2017).
- Benefits such as time saving is important for firms, as demonstrated by Vinci Construction, who would spend four hours weekly updating site documentation, for an estimated 6,000 hours annually. With construction software this type of task is done in the background, saving time and money (Planning, Building & Construction Today, 2023)

Competitors

- Hilti faces competition from other parent brands such as Dewalt, Milwaukee and Bosch, some of which have been trading for over 20 years longer. A key differentiator for Hilti is their direct sales model which facilitates approximately 280,000 customer contacts each day (Hilti, no date).
- These close relationships should help Hilti to launch this brand extension with it's existing customer base, an assumption that is backed up by the "need for effective customer support in making customers feel like they are in safe hands" (Kumar, (2023).
- Milwaukee and Bosch offer tool based software but Hilti can gain a competitive advantage by entering into the SaaS (software as a service) market for construction in general, such as project management software.

BRAND EXTENSION: BRAND PRISM

To supplement the brand positioning evaluation on the previous page, Kapferer's brand prism has been employed to help Hilti recognise the parts of the proposed brand extension identity and effectively make them work together.





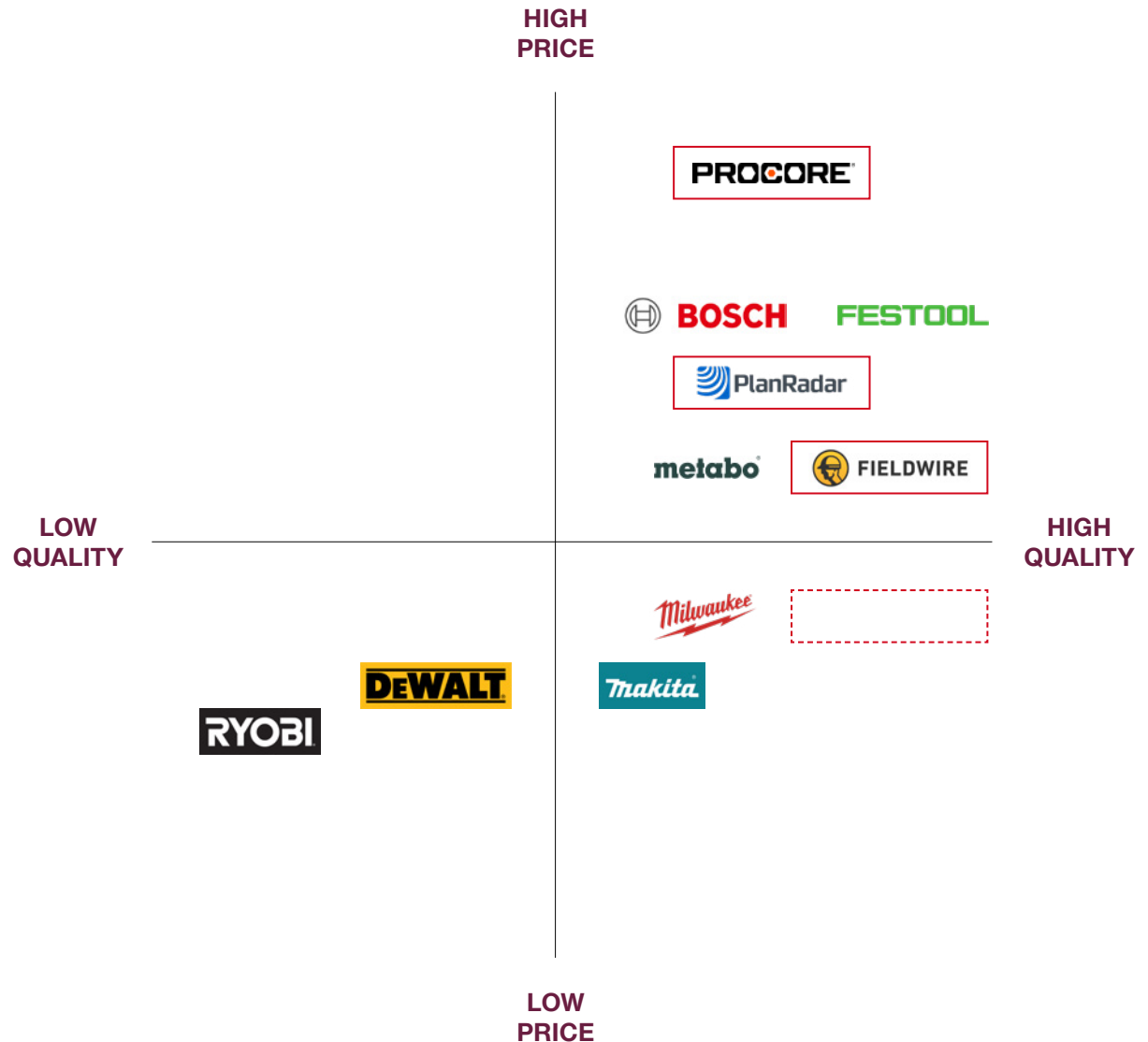
BRAND EXTENSION: POSITIONING MAP

To help Hilti position its brand extension the adjacent positioning exercise has been undertaken. Initial positioning is based on direct competitors to Hilti in the power tool marketplace.

The landscape for construction-based SaaS is varied when it comes to pricing structures. Many brands offer enterprise-level contracts which are based on the number of users using its software each month, making comparisons difficult due to the lack of pricing transparency. Three SaaS have been included in this positioning map and are highlighted marked with a red keyline:

Procore	Fieldwire	PlanRadar
£450 p/m	£35 - £67 p/m	£23 - £119 p/m

The suggested position for Hilti's brand extension is marked with a red dashed keyline.



BRAND EXTENSION:
POSITIONING STATEMENT

“

We've been by your side on the job site for over 80 years. A digital revolution is long overdue in the construction industry and Hilti Digi is here to support you on your digital journey.



BRAND EXTENSION: NAME

An umbrella name has been chosen following ideation session, that links the extension to the name of the parent brand (**Appendix 3a**).

Reasoning

Rhymes create a pattern in our brains that is simpler to recall, making the brand name more memorable (Minerva, 2023). This thinking links with the comments of Kristopher Jones, “You don’t just want customers who recognize your brand and use your business once - you want to create customers who continue to come back (Forbes, 2021)”.

With multiple standalone products available from the brand extension, further ideation has been undertaken to rename the various software packages to bring them together in an obvious family suite (**Appendix 3b**).

Reasoning

By creating a nomenclature structure, Hilti will be able to add additional SaaS products to the suite and retain cohesiveness.

Hilti Digi

Umbrella brand name

Track Team Plan Flow

Sub brand (software) names

BRAND EXTENSION: LOGO

Following extensive design ideation (**Appendix 4a-c**) and based on the strength of the parent brand logo, the extension shown on this page has been suggested. With Hilti being a global business, not showing the brand extension name is a conscious decision which removes the need of translation.

Reasoning

By removing words from the logo a “powerful visual shorthand, commanding global brand recognition and transcending language (Carson, 2023)” is created. A combination mark has been chosen as “people will also begin to associate your name with the pictorial mark (Morr, 2023)”. As time progresses simplified marks can be used in certain situations.



Umbrella brand logo



Alternate symbol usage

BRAND EXTENSION: TYPEFACE

As with the use of the parent brand logo in the extension, the typeface used will match that of the parent brand. Hilti Roman / Bold are a very close derivative of the classic that is Helvetica.

Reasoning

Using a sans serif typeface has “connotations of modernity and innovation” (Monotype, 2019), which align with the core values of Hilti. Helvetica is a perfect choice, as we’re in an “industrial era where fast, clear communication is key (Rose, 2014). This clarity is to be built upon by using sentence case as it’s “easier to read and friendlier (Every Interaction, no date)”.

Aa

Hilti Bold

A digital revolution is long overdue in the construction industry.
Hilti Digi are here to support you on your digital journey.

Aa

Hilti Roman

A digital revolution is long overdue in the construction industry.
Hilti Digi are here to support you on your digital journey.

BRAND EXTENSION: COLOUR PALETTE

According to an article on HubSpot, “colour can increase brand awareness and recognition by 80% (Maybray, 2023)” which is why Hilti red is being carried over from the parent brand. The wider palette is relatable to their customers within the construction industry, taking visual hints from elements on their job sites.

Gravel can be used alongside the core palette when showing the umbrella brand, Hilti Digi, in line with the software industry, where “dark blue and black connote sober authority” and “stable corporate partners” (LinkedIn, 2022).

Reasoning

Red is associated with excitement, and energy (Marshall, no date). It “draws attention to the brand” and is important for Hilti with “up to 90% of initial brand impressions coming from colour” (Maybray, 2023).



Core palette



Extended palette

BRAND EXTENSION: COLOURS IN USE

Whilst the colour palette for the extension brand should work independently, compatibility with the parent brand will only add to the overall strength of the branding.



Combined with parent palette



Extended palette in use

BRAND EXTENSION: TONE OF VOICE

The tone of voice of the Hilti brand is customer centric (**Appendix 5**) and the brand extension should follow the same rationale to build on the reputation of the parent brand.

Reasoning

The importance of setting the right tone of voice “can convey expertise and authority, positioning your SaaS business as a thought leader in your industry (Shanker, 2023)”. The article goes on to add that a “tone that is confident, professional, and informative can help you stand out from the competition and establish credibility with your target audience”. By establishing a tone of voice, Hilti can harness its expertise and commitment to solving your customers’ problems, to instil confidence in its audience (Insivia, no date).

Reliable / Secure / Connected / Simple / Intuitive

Hilti Digi tone of voice

Plan connects your office with site; giving your team real-time insights into how things are progressing.

Tone of voice in use

BRAND EXTENSION: ONLINE BRAND INTERACTION

With the majority of mobile interfaces displaying the application name underneath the icon it is suggested to have a single letter and colour identifying each software app.

The colour palette used for the app icons is carried through into the loading screens of each app for continuity. Each individual palette will be carried into the user interface of each app.

Visual continuity is also ensured through the choice of colourways, with references to the software pre-renaming / rebranding.

Reasoning

As suggested, “consistency is a key to user comfort. In the end, it makes icon easier to recognise and remember (Medium, 2018). The same article recommends achieving this by ensuring the “design match the style of an app and brand”.



Scalability of icons



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Managing Digital Brands:
Brand Extension Proposal Report

Stuart Palmer | ID #21435999 | Hilti

Task 3

3.1 OUTLINE, JUSTIFY AND EVALUATE THE BRAND CORE FOR YOUR EXTENSION IDEA



Brand introduction and extension concept

As outlined in **Task 2 (pages 2-4)**, Hilti is a long-established manufacturer of power tools and solutions to help the professional construction industry improve productivity, operate more sustainably and work safer (Hilti, no date). The brand extension concept has been proposed to complement the company's existing product offerings: **A comprehensive suite of software that can be trusted to help improve productivity for organisations in the construction industry.**

The extension was developed following the creation of a brand essence wheel (**Appendix 1**), focused on defining who Hilti are and what values it stands for as a brand. At the core of Hilti's brand essence is the organisation's goal of **Making Construction Better**, a vision that is backed up by the companies investment of 6% of sales into the R&D of new product innovations.

Digital transformation (DX) is a priority for 72% of construction firms worldwide (RICS, 2020) which indicates that there is a solid business case for Hilti to extend into the field of construction software. If Hilti does not move into this marketplace then they run the risk of losing out to a faster moving competitor brand, as shown in the brand positioning map on **page 8**. There is also a strong push from the industry itself towards digitalisation, with adoption being mandatory on some public sector construction projects (CDBB, 2017).

The importance for Hilti of this proposed extension is backed up by Kapferer's extension model on **page 5**, which identifies a very clear customer need. The fit with the core brand exists and Hilti has already taken tentative steps into the digital arena with four standalone software offerings (**Appendix 7**). However as outlined in this proposal, Hilti is missing out on leveraging its strong parent brand to maximise the

company's success in this new marketplace. With software yet to be fully adopted by the construction industry, Hilti can also add value with its already-established back-office functions to support the "need for effective customer support in making customers feel like they are in safe hands" (Kumar, (2023).

With their vision in mind, of Making Construction Better, Hilti can not afford to lose the race to become their customer's digital partner. The proposal for Hilti Digi outlines how they can do this in a unified way.

Brand values, mission, promise and personality

Building on the strength of the parent brand, the values of the extension align very closely. Trusted, industry expertise, reliable, collaborative and professional. It's mission is to be an unwavering partner on and off the construction job site.

The brand promise for Hilti Digi, aligns with the parent brand and is an extension in that it aims to Make Construction Better through digitalisation. Following the completion of Kapferer's brand prism (**page 6**), it is deliberate that Hilti Digi's personality matches with the personality of the parent brand.

Expected target audience response

Recognise the parent brand: Brand recognition underpins this proposal and as suggested in the brand positioning exercise on **page 5**, 31% of Hilti's customers' purchase decisions are driven by their positive perception of the brand (Interbrand, 2021).

Trust the parent brand: Neil Bayton, head of UK partnerships, Trustpilot says that trust online is about bridging the digital divide. "On a fundamental level, a consumer will only buy from a business if they believe they will fulfil their basic promises" (Gibson, 2019). Trust in the parent brand leads to loyalty which in turn, according to Aaker's brand loyalty loop, leads to advocacy which would be a very favourable response to Hilti Digi through association with the Hilti brand.

A suggested tactic to help remove any fear of investing in software would be to use a free trial period, "allowing users to experience the value of the product and decide if it's suitable for their needs (Userpilot, 2023)". Marketing messages should highlight this as an option along with referencing the extensive back-office support available to customers.



We've been by your side on the job site for over 80 years. A digital revolution is long overdue in the construction industry and Hilti Digi is here to support you on your digital journey.



3.2 DIGITAL GUIDELINES: 01 / LOGO USAGE

As this is an extension, the Hilti Digi logo adheres to similar guidelines to that of the parent Hilti brand (**Appendix 8**).

For digital communication, the Hilti Digi logo should have a minimum width of 95 pixels to maintain readability. Specific digital touchpoints might require a smaller logo size; the H icon should be used under these circumstances.

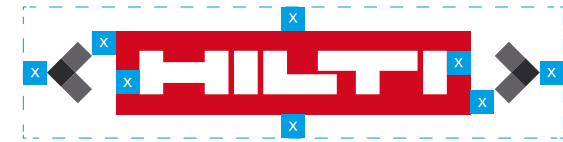
A minimum safe space should be adhered to allow for maximum clarity when displaying the logo, keeping it clear of text and other items.

Reasoning

Simplicity and readability go hand in hand to create a good logo. Versatility is also key and the suggested responsive Hilti Digi wordmark allows “the logo to look just as good on a big building sign as it does as a 16x16 pixel favicon (Weis, 2017)”.



Sizing for digital usage



Minimum safe space around logo



Do's



Don'ts

3.2 DIGITAL GUIDELINES: 02 / COLOUR USAGE

To ensure consistency across all digital touchpoints the following HEX and RGB values should be adhered to, when platform appropriate. The importance of consistency is outlined in a report from Marq from 2021, where they suggest that “brand consistency can increase profitability by more than 20% (Duberg, no date).

The range of colours available has been selected to offer a range of freedom that does not require any additional colours to be used.

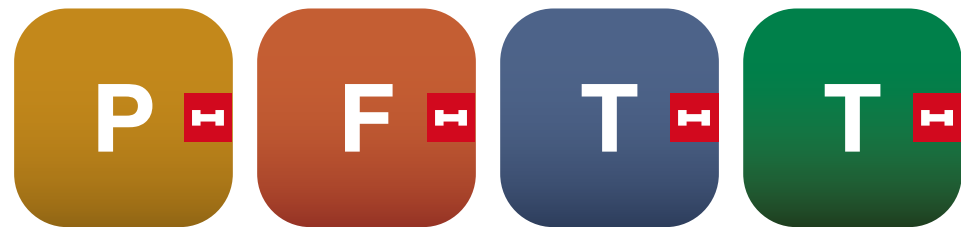
Reasoning

“Although RGB is present across most electronic devices, the colour elements vary across systems and models (Interaction Design Foundation, no date)” so hexadecimal colours are also shown as “the visual language of the web (iStock, 2022)” to enable consistency.

Hilti Red		Steel	
HEX	#D2051E	HEX	#524F53
RGB	210/5/30	RGB	82/79/83

Wood	Sand	Brick	Gravel	Scaffold
HEX #5E2E10 RGB 94/46/16	HEX #8F6413 RGB 143/100/19	HEX #933225 RGB 147/50/37	HEX #2C3C5A RGB 44/60/90	HEX #0B3B00 RGB 11/59/0
HEX #7C4C2E RGB 124/76/46	HEX #C3881A RGB 195/136/26	HEX #C45E33 RGB 196/94/51	HEX #4D6389 RGB 77/99/137	HEX #00804A RGB 0/128/74
HEX #B8886A RGB 184/136/106	HEX #E6AE45 RGB 230/174/69	HEX #F17B52 RGB 241/123/82	HEX #6E88A7 RGB 110/136/167	HEX #00B67B RGB 0/182/123
HEX #D6A688 RGB 214/166/136	HEX #EDC579 RGB 237/197/121	HEX #FFAE8F RGB 255/174/143	HEX #8A9FC4 RGB 138/159/196	HEX #83D4A5 RGB 131/212/165
HEX #E0C1AE RGB 224/193/174	HEX #F4DBAD RGB 244/219/173	HEX #FFCFB6 RGB 255/207/182	HEX #C6D5E9 RGB 198/213/233	HEX #ACD8BF RGB 172/216/191

HEX and RGB colour values



Colour palette in use on app icons

3.2 DIGITAL GUIDELINES: 03 / IMAGE USAGE

Photography used should highlight authentic moments. Imagery should be realistic and dynamic in transmitting the spirit of the Hilti brand in an authentic way. A documentary photo and video style should be used with real people, real situations and natural lighting. The content should always have a connection to Hilti and its customers in relatable settings.

Where applicable illustrations can be used to supplement messaging. Product imagery can also be used to show Hilti Digi the software itself through screen shots.

See mood board on page 7 for more examples of suggested imagery.

Reasoning

Hilti should harness imagery to communicate with their chosen audience faster; it takes readers almost 10 seconds to process and decide on the value of written text compared to just 100 milliseconds for an emotional impact from an image to occur (Decker, 2021).



Acceptable photography styles

3.3 SOCIAL MEDIA STYLE GUIDE

After finding which channels Hilti Digi's potential customers are using, a distinctive set of guidelines for social media will help displaying a unified brand image. Each platform will have it's own guideline, tailored to the expectations of the digital audience consuming the content. Social media platforms are different in terms of layout, features, and user experience (Sarode, 2023) but it's suggested that "consistent branding can increase revenue by 33% (Lucidpress, 2019)".

Tone of voice / language

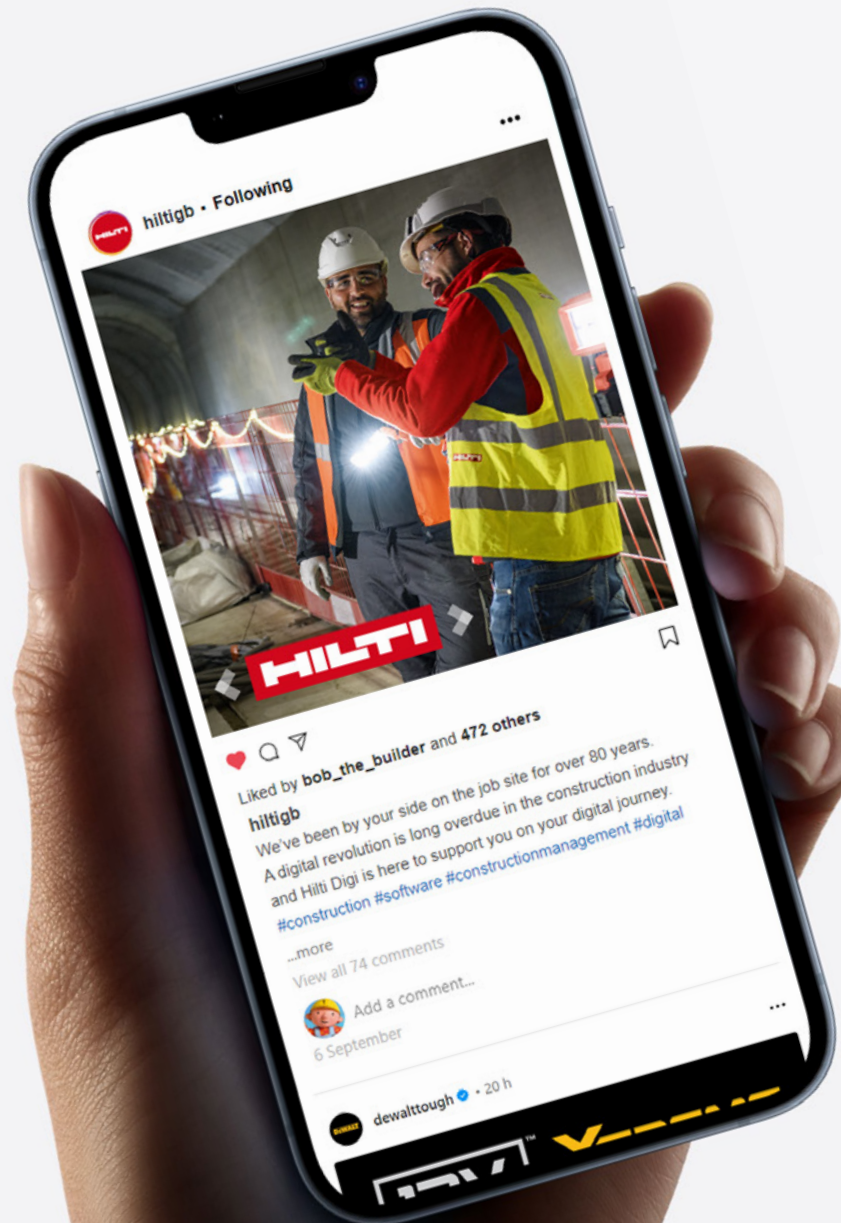
Hilti cannot afford to miss the opportunity to tell stories with it's social media activity. Storytelling is an important element to engage with an audience as a "trigger of communication (Nguyen, 2020)". Please refer to **page 15** for guidelines on how to talk with potential / current Hilti Digi customers in an authentic and relatable way.

Hashtags

Use of relevant hashtags can broaden audience reach and boost engagement. When it comes to the Instagram platform examples shown "Interactions are highest on posts with 11+ hashtags (LinkedIn, 2022)". As this is an extension to the brand, it is suggested to use branded hashtags as an effective way to promote the business and drive conversations (Macready, 2023).

Suggested hashtags include:

#Hilti #HiltiDigi #ProductivityGains #Construction #ConstructionManagement #ConstructionSoftware #Digital #SiteSoftware



3.3 SOCIAL MEDIA STYLE GUIDE

Design elements

Storytelling should be continued with the choices of visuals across Hilti's social media channels. The importance of design elements is highlighted by research suggesting that "94% of first impressions, of your brand or your service, will be based entirely on the design of the visual content that you're delivering to your end audience (Balliett, 2021)".

Summary

The Hilti Digi brand extension encapsulates the key brand values of the parent Hilti brand. The guidelines shown in this proposal are designed to aid consistency across all digital channels, which according to Adobe can increase revenue by as much as 23% (Adobe Express, 2020), with the aim of starting to build awareness and eventually loyalty to the new brand extension.



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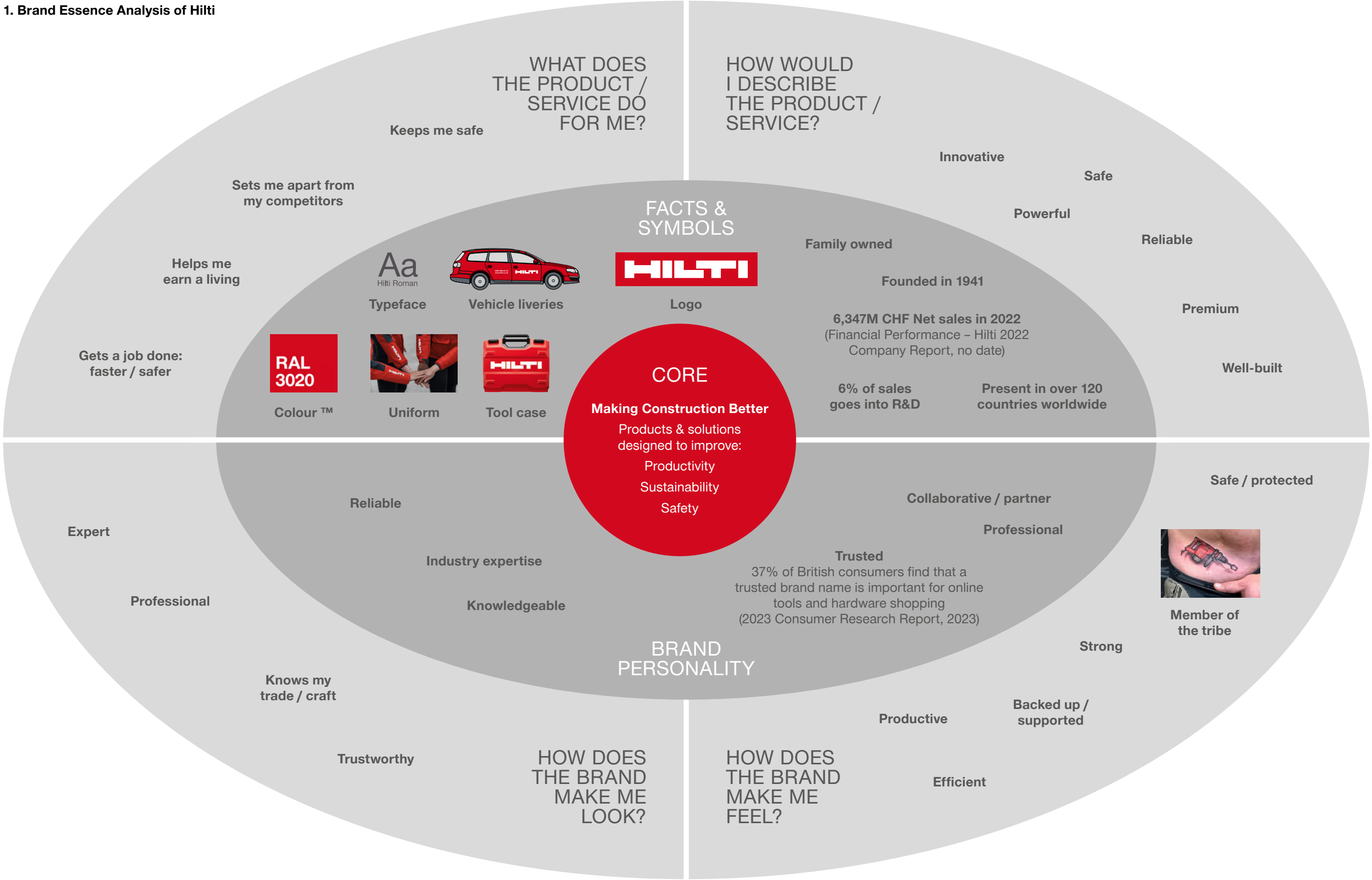
Managing Digital Brands: Research, Background and Appendices

Stuart Palmer | ID #21435999 | Hilti

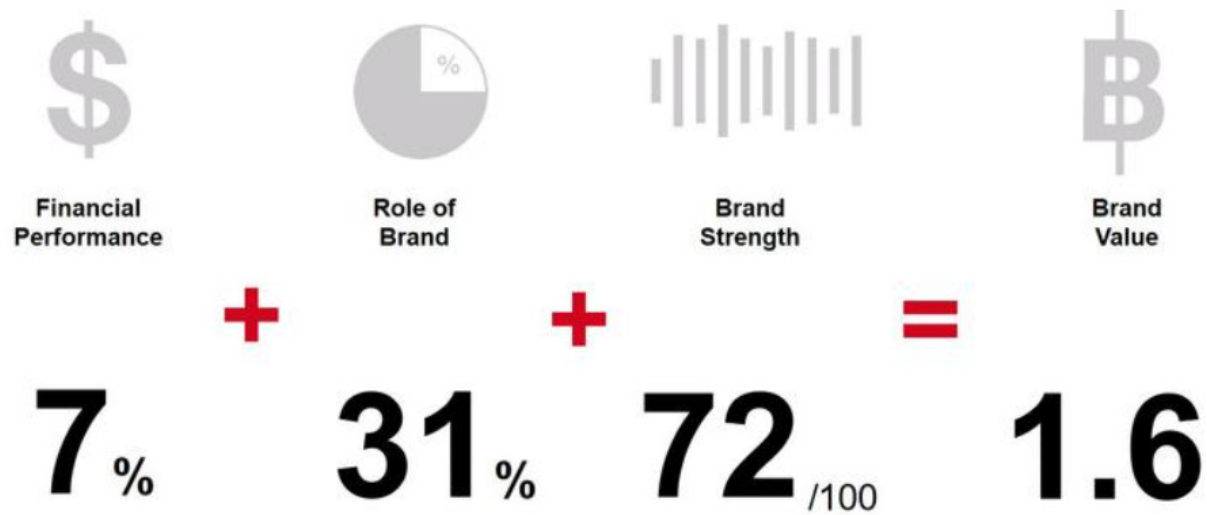


APPENDICES

1. Brand Essence Analysis of Hilti



2. Interbrand: What is the value of the Hilti Brand?



3. Brand Extension: Name development

a. Umbrella brand

Hilti + **Software
Digital
Digi
Code
Systems
Labs
Tech**

b. Sub brands

ON!TRACK

track
find
locate.
trace

ON!WORK

people
crew
team

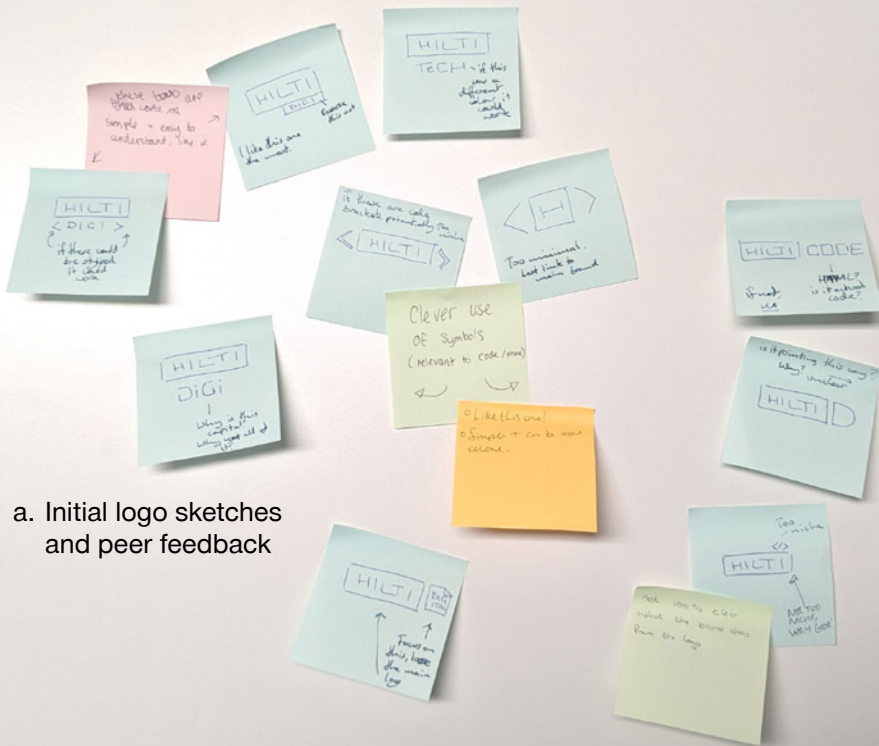
FIELDWIRE

collaborate
manage.
team
monitor
control
link
connect

PS < Existing

data
truth
control
monitor

4. Brand Extension: Logo development

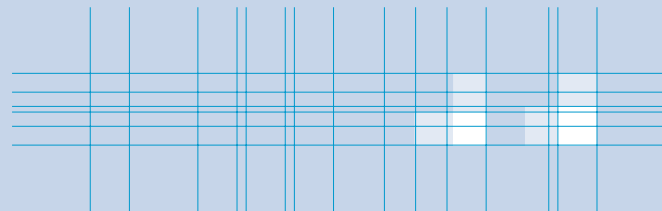
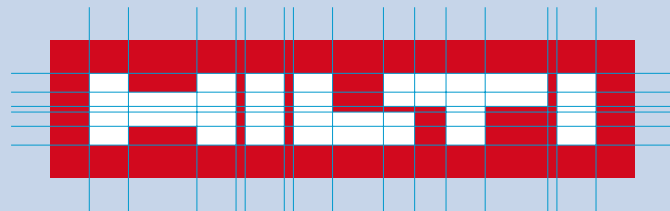


a. Initial logo sketches and peer feedback

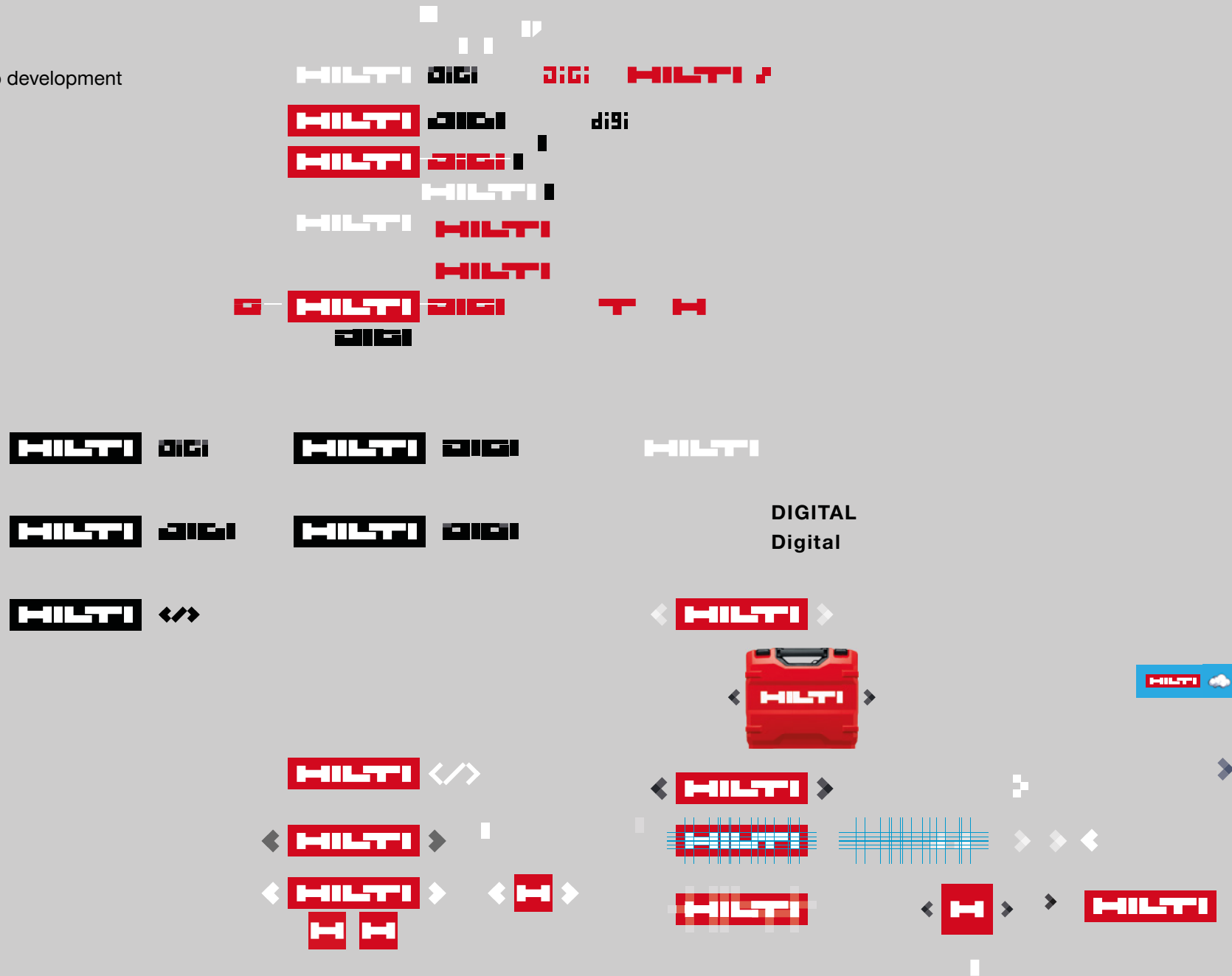


b. Logo development overview
(full workings on next page)

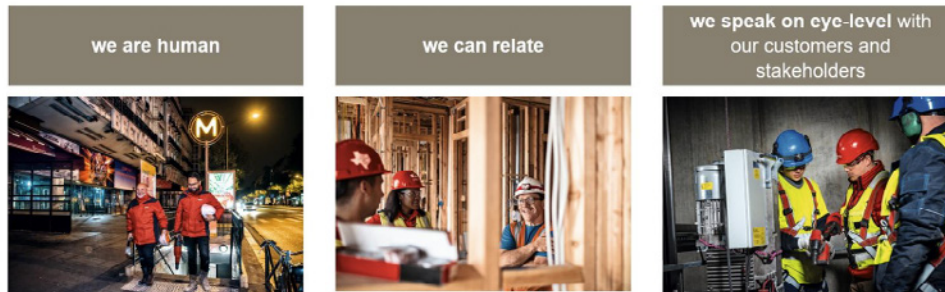
c. Chosen logo development / symbol creation



b. Logo development



5. Parent Brand: Tone of voice guidelines



The three principles of our Tone of Voice

These are the three words that define our tone of voice. Use them to help craft our brand tone of voice.

PASSIONATE	We speak with conviction.
	We draw people in with our enthusiasm.
	We are smart and make statements with confidence –not arrogance.
READY	We speak with a sense of energy.
	We speak in a brave way that is concise and inspiring.
	Pace is everything. Ours is steady and upbeat – never over hyped or aggressive.
COLLABORATIVE	We always speak with the other person in mind.
	We are approachable and always make you feel at ease.
	We speak in a way that always inspires conversation.

6. Brand Extension: App icon development



Android icons

iOS icons

7. Brand Extension: Current software logos



8. Parent Brand: Logo do's and don'ts

Do's



Logo on any color other than Hilti Red



Logo on Images



Black and white version (exception)

Don'ts



Don't place in an outline. Never place on red



Don't Invert



Don't place on Hilti Red or shades



Don't alter shape.



Don't rotate



Don't change the color



Don't compress the logo



Don't alter shape.



Don't alter shape.



Don't alter shape.



Don't stretch the logo.