HOLEX

HOLEX
PRODUCT DESIGN
MANUAL

JANUARY 2024

HOLEX_COLOUR WORLD

HOLEX red for the logo
and as body colour for
products
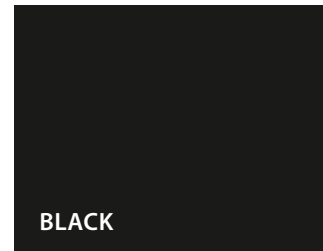
White for the
HOLEX text legend

Black
as body colour for
products

Special case:
Pale shades of grey as body colour
for products

RED

WHITE

BLACK

CMYK: 0 / 100 / 80 / 10
RGB: 200 / 15 / 45
Pantone: 186 (C or U)
Hex code: C80F2D
RAL: 3020
HKS: 15

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
Hex code: ffffff
RAL: 9016

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
Pantone: Black 6 C
Hex code: 000000
RAL: 9005
HKS: 88

HOLEX PACKAGING_GUIDELINES

HOLEX products should in principle be packed in brown or white standard cardboard boxes, provided with a HOLEX label.

If the packaging forms a **permanent part** of the product (e.g. for dispensers or multi-packs) or if it dominates visually in relation to the size of the product (e.g. boxes with blister packaging) or if safety instructions must be applied, the packaging must be compliant with the HOLEX design standard.

Current state of HOLEX packaging

PACKAGING OF DRILLS AND MILLING CUTTERS_COLOURS

**NEW: In future, all plastic packaging must be made of
100% recycled plastic (= recyclates).**

Version 1: gray
Plastic packaging in grey (no defined
RAL colour, results from the plastic mixture).

Laser graphics are preferred for marking products with
multi-coloured labels.

Version 2: transparent
Plastic packaging in transparant
plastic.

HOLEX ADHESIVE TAPE

HOLEX adhesive tape for large cardboard boxes such as from the workstations and storage range.

HOLEX text legend in white

Logo backing in red

white adhesive film

HOLEX DISPATCH LABELS

HOLEX dispatch labels in the dimensional sizes known previously.

Labels – horizontal style

L1 (size 1: 48 × 10 mm)

"Item No.": Arial, 5 pt
Prod. no.: Arial Bold, 5 pt

L2 (size 2: 63 × 24 mm)

"Item No.": Arial, 6 pt
Prod. no.: Arial Bold, 11 pt
Product designation: Arial, 6 pt
Quantity: Arial Bold, 6 pt

L3 (size 3: 93 × 36 mm)

"Item No.": Arial, 8 pt
Prod. no.: Arial Bold, 16 pt
Product designation: Arial, 8 pt
Quantity: Arial Bold, 8 pt

Labels – vertical style

L4 (size 4: 30 × 44 mm)

"Item No.": Arial, 6 pt
Prod. no.: Arial Bold, 11 pt
Product designation: Arial, 6 pt
Quantity: Arial Bold, 6 pt

L5 (size 5: 60 × 93 mm)

"Item No.": Arial, 10 pt
Prod. no.: Arial Bold, 19 pt
Product designation: Arial, 10 pt
Quantity: Arial Bold, 10 pt

CONTACT

**If you have any questions about the product design,
please contact Arne Langer (Senior Brand Manager).
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