



HOLEX PRODUCT DESIGN MANUAL

MARCH 2021

HOLEX_COLOUR WORLD

HOLEX red for the logo
and as body colour for
products



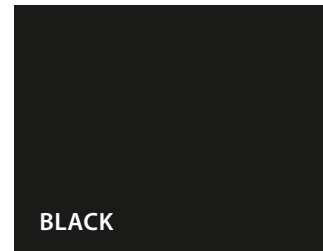
CMYK: 0 / 100 / 80 / 10
RGB: 200 / 15 / 45
Pantone: 186 (C or U)
Hex code: C80F2D
RAL: 3020
HKS: 15

White for the
HOLEX text legend



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

Black
as body colour for
products



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

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



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

1st choice

Transparent plastic packaging in black



If no other solution is available, drills and milling cutter packaging with red seals may be used. (Seals in black are preferable)

2nd choice

Packaging in transparent plastic



HOLEX ADHESIVE TAPE

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



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,
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