SKF Distributor guidelines

SKF Distributor Identity and Sales Promotion Manual



Identity – maintaining a global brand

This is our visual identity guideline document for SKF distributors. The purpose of the document is to inform you about how to visually present yourself as an SKF distributor to your customers.

We work hard at communicating the SKF brand to the marketplace in an effective and consistent way and you play a vital role in strengthening our brand and reputation with customers – on the front line where it matters most. For that reason, the SKF distributor identity covers everything from business cards to store signage. This way customers recognize and trust our brand, making it easier for you to sell more SKF products and services.

This document is divided in two main sections. In the first section, we present what is general for all types of distributors. In the second section, we specify what is unique for each distributor class.

SKF logos and how to use them

The SKF logos, as shown to the right, are used by SKF. The red and blue flag mark is used on product packaging, and the blue solid mark is used in communications material.

Materials produced by distributors normally use the SKF distributor class mark, which is a combination of the SKF flag mark and the distributor class, i.e. Authorized, Certified Partner, Vehicle Service Market.

In some cases, however, a distributor might also need to use the SKF blue solid mark separately. In such cases, contact us for an adequate solution



SKF Flag mark



SKF Solid mark



A distributor class mark

Basic signs

The distributor identification area consists of two fields: for SKF authorized distributors, a dark blue area with the words “Authorized Distributor” and a light blue one for the distributor’s name.

The identification mark is the same throughout the world. However, the text that appears in the dark blue area (“Authorized Distributor”) can be translated based on the language of the region.

SKF trademarks

The SKF Authorized Distributors are involved in the sale of certain agreed SKF products and services. These are to be marketed under the SKF trademarks as outlined in the SKF agreement and are to be used in accordance with written instructions provided by SKF.

AB SKF owns, directly or via its subsidiaries, the trademarks and all other trademarks of the SKF Group. In accordance with the Distributor Agreement, authorized distributors can use these trademarks to sell and market SKF products. If the agreement is terminated, the distributor can no longer use SKF trademarks.

Please refer to the Distributor Agreement for complete details on use of and regulations surrounding SKF trademarks.

You can use SKF trademarks together with industrial distributor class mark, in accordance with the guidelines.





All distributor class marks have a vertical and horisontal version, both with and without the distributors name on it.

Application

The proper SKF distributor class mark identifies a distributor's relationship with SKF to its customers. Using the SKF distributor class mark in a variety of marketing materials helps promote the distributor and SKF to the customers and provides an opportunity to differentiate from non-authorized distributors.

This section specifies how the SKF distributor class marks should be applied in the following communication applications:

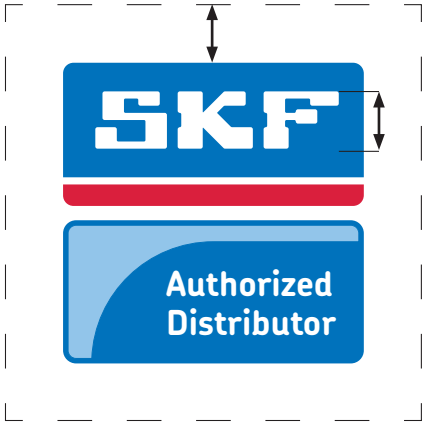
- Stationery
- Advertising
- Banners, posters and exhibits
- Brochures
- Line cards
- Web
- Clothes
- Other

Note: All rules are applicable to all distributor class marks, regardless of which logotype is referenced in the example images, unless explicitly mentioned.

The basic general rules for all material are the following:

1. The distributor's own material can use parts of the SKF identity, such as the sign on page 4 with the distributor class mark included. When using parts of the SKF identity, the relevant templates provided by SKF must be followed as a base for the distributor's own material.
2. When using the SKF distributor class mark, it should not be any larger than the distributor's own logotype. The SKF distributor mark and the distributor's own logo should preferably be as far away from each other as possible, e.g. opposite corners of stationery, exhibits, etc.
3. The rules for clear space around the SKF distributor mark must be maintained in all applications.
4. If SKF provides a distributor with SKF branded material, the distributor can add their logotypes, company names and contact details, for instance in an area specially designed for this purpose.





The clear space around the class mark is the same as the height of the F in SKF in all directions.

Stationery and other printed materials

The appropriate SKF distributor class mark can be used on business cards, stationery, envelopes, and other business forms. Please be mindful of the clear space rules that apply when using the SKF distributor class mark. Distributors are allowed to use the SKF distributor class mark in their e-mail signatures.

Distributor advertisements

SKF can provide ads for distributor usage. These ads follow the SKF identity, and it should be clear that SKF is the sender.

If the distributors make their own advertising, they are encouraged to use the SKF distributor class mark, as opposed to the stand alone SKF flag and solid marks (see page 2).

Note: The SKF solid mark is used by SKF, not the distributor.

Patches for identification of a distributor's clothing

SKF can provide patches for SKF Authorized Distributor and SKF Certified Partner class marks, for use on overalls and other clothes.

The SKF patches must be placed in a location that is separate from other patches and markings. If the distributor own logotype is also used on clothing, it should be used in different parts of the garment. If the SKF patch is to be used together with several other logos, it must be placed so that the clear space is maintained.



Distributor website

The relevant SKF distributor class mark can be used on distributor websites in accordance with the general guidelines. In addition, the following applies:

- The SKF distributor mark should be positioned so that it is obvious that SKF is not the owner of the site.
- The relevant SKF distributor mark can be used on the distributor's front page and other relevant pages.
- Position the SKF distributor mark so that it is visible without scrolling further down on the page.
- A specially made logotype of the distributor mark must always be used, as it needs to look sharp and professional. Copies of the logotypes from other resources should not be used.

In certain unique situations there may be a reason to use an SKF flag or solid mark. If so, please contact SKF to discuss the circumstances.

A distributors website, e-mail and/or contact details should not be named with "SKF". To make a clear distinction that the distributor is not part of the SKF Group.

Branding on SKF material

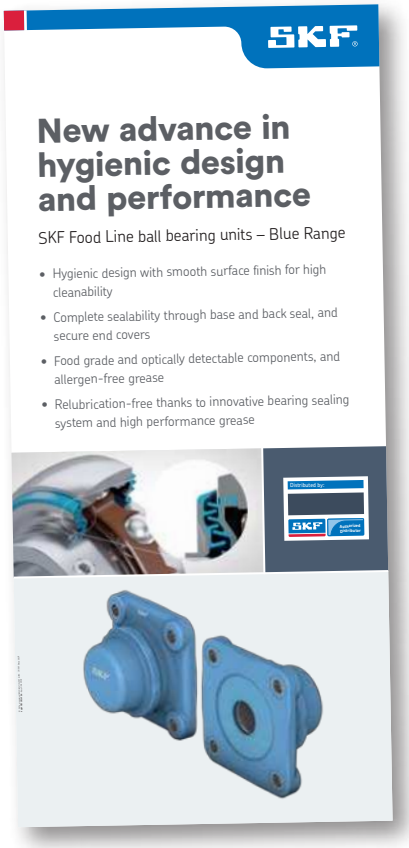
Distributors are allowed to put their names, logotypes and contact details on material provided by SKF. A short "Distributed by" introduction can be made on a front cover. This defined area can hold a distributors own logo together with their SKF class mark. On brochures and similar material, there is also a designated area on the back where contact details and a distributors own logo can be placed.

Distributors' own material

Distributors are encouraged to use the SKF distributor class mark in their own marketing material. The placement of the class mark and surrounding layout is defined by the distributor.







Distributed by:

SKF Authorized Distributor

Examples of branded SKF material (poster, sales sheet and roll-up), featuring the distributor's own logo and class mark.

SKF Distributor classes

SKF Authorized Distributor 8
SKF Certified Partner 8
SKF Product Distributor 9
SKF Lubrication System Distributor 9
SKF Industry Distributor 10
SKF Industrial Parts Suppliers 10
SKF VSM Distributor 11



SKF Authorized Distributor

The SKF Authorized Distributors are authorized industrial distributors equipped with SKF knowledge and technology to provide industrial end users with SKF products.

Traditionally, bearings make up the majority of their SKF product sales, along with other power transmission products. These distributors represent the principal sales channel of SKF to the industrial aftermarket. Strategically, these distributors are encouraged to broaden their offering of SKF products to include the complete portfolio such as, seals, lubricants, maintenance tools, etc., as well as provide maintenance services under the direction of SKF.

The SKF Authorized Distributors agree to and are covered by a legal agreement with SKF.



SKF Certified Partner

The SKF Certified Partners are equipped with SKF knowledge and technology to provide not only SKF products, but also maintenance and reliability services.

These partners are uniquely positioned to service industrial end-users with the objective of reducing the customer's total cost of ownership. SKF conducts extensive training of the partners technical personnel, and also administers regular audits of performance standards to maintain the partner certification.

The SKF Certified Partner programme is available to the companies who meet SKF program assessment. Once approved, they have been certified and provided with the tools and knowledge to offer maintenance and repair services to their customers.

The SKF Certified Partner identification mark is subject to the terms of the SKF legal agreement.



There are currently SKF Certified programmes for the following:

- Maintenance
- Electric Motors
- Pumps
- Gearboxes
- Conveyor Pulleys

SKF Product Distributor

The SKF Product Distributors are industrial aftermarket distributors who sell SKF products other than bearings, such as seals, lubrication products, linear motion, etc.

The non-bearing distributor identification mark contains the SKF product brand mark combined within the same graphic element as used in the full line distributor identification, known as the “distributor identification area”.

The following distributors exist:

- SKF Lubrication Systems Distributor
- SKF Seals Distributor
- SKF Power Transmission Products Distributor

The SKF Product Distributors agree to and are covered by a legal agreement with SKF.







SKF Lubrication System Distributor

The SKF Lubrication Systems Distributor can be recognized through horizontal and vertical distributor marks. This category is different from Lubrication systems distributors in the Product Distributor category because of the identifying feature of the dual branding with the Lincoln logo.



SKF Industry Distributor

The SKF Industry Distributors are industrial aftermarket distributors who sell SKF products specific to a particular industry.

The following distributor programmes exist:

- SKF Agriculture Distributor
- SKF Marine Distributor

The SKF Industry Distributors agree to and are covered by a legal agreement with SKF.

SKF Agriculture Distributor

SKF Industrial Parts Suppliers

The SKF Industrial Parts Suppliers are sub-distributors appointed to improve efficiency in the supply chain, because of the better market coverage of small customers. The SKF Industrial Parts Suppliers can use certain SKF trademarks, if they have a commercial agreement with an SKF Authorized Distributor.

The SKF Industrial Parts Suppliers agree to and are covered by a legal agreement Industrial Parts with SKF.

SKF Industrial Parts Supplier

Interior branding

The amount of SKF branding in the interior of an Industrial Parts Supplier should be equivalent to the amount of SKF products in the store, compared to the total amount of other products.

It is recommended to keep all SKF related products and the interior SKF branding in the same area. Make sure that SKF advertisements are not positioned in close proximity to non-SKF brands and aim to avoid confusion with any non-SKF brands.



SKF VSM Distributor

The SKF Vehicle Service Market (VSM) distributor is an industrial distributor focusing on the sale of products to the automotive and commercial truck repair markets. The SKF VSM distributor identification is intended for markets where there are distributors that only sell SKF products, as well as for distributors and markets where it is critical to differentiate industrial distributors from VSM distributors.

For most SKF VSM distributors, where SKF is one of many brands at the distributor, the SKF product brand mark will be the key identification element.

The SKF Vehicle Service Market distributors agree to and are covered by a legal agreement with SKF.



Contact us

Please use your local SKF distributor contact as the first point of reference for questions regarding distributor issues.

skf.com

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