



# HAGS<sup>®</sup>

Inspiring all generations



# HAGS®

Inspiring all generations





## **How to use these Brand Guidelines**

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*This document is a reference manual for everyone who looks after the HAGS brand*

*Within, we reveal what our brand is about, define the personality HAGS represents and provide communication guidelines for all products and services in all media*







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HAGS





## The Value of a Strong Global Brand

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### FOR US AS AN ORGANISATION

A strong brand gives us a culture to associate with and clear guidelines to follow. It makes purchasing decisions easier for our customers – it helps them trust us and creates positive expectations about our products.

### FOR OUR CUSTOMERS

A strong brand makes it easy and safe to find and choose HAGS. It allows us to capture our customers' preference and long-term loyalty.

### FOR OUR INFLUENCERS

A strong brand makes us influential in the world at large. We are seen as a good source of information when it comes to inspiring outdoor recreation.

### FOR OUR USERS

A strong brand means our users recognise, feel good about and ask for our products.

### FOR OUR COMPETITORS

A strong brand positions us as a business leader. Although competitors may be able to copy products, services and processes, they are less able to imitate a well-managed brand.







## HAGS today

### *A global brand and an important part of the PlayPower Group*

HAGS is a global company with a product offering that stretches over an extensive range – for play, sports and other outdoor recreation – designed for people of all ages and abilities.

We offer more than products - every partnership is the opportunity to share knowledge on play value, inclusiveness and landscape design in order to create the most welcoming and inspiring outdoor recreational spaces for our customers.



HAGS®



*HAGS is established, successful and has a history of positive and constructive long-term customer relationships*





1948

Founded by Messrs Hultgren,  
Andersson and Gustavsson

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1950's

- Focused on design, function and production
  - Started to develop park and urban furniture
- 



1960's

- Began using durable materials and steel
  - Worked alongside well-known industrial designers
- 



1970's

- Implemented natural materials and colours into products
  - Worked alongside landscape architects, product designers and experts in pedagogics
  - Developed first 'water play' concept
- 



1980's

- Developed the first modular play system, providing the opportunity for many different combinations
  - The UniPlay modular system was born
-



# Our History

HAGS was founded in Sweden in 1948 with a mission to make the world a better place by providing outdoor play equipment for children - a mission we still live up to through the range of products we design and manufacture today



1990's

- Rescaled the modular system idea to suit smaller children
- The UniMini modular system was born



2000's

- Through research and development, the product offering was significantly enhanced
- An innovative steel multi-function play system called Agito was launched
- Production of sports and fitness products began



2010's

HAGS acquires UK's SMP Ltd, a play company renowned for durable steel structures



Today

- Market leaders in innovative design and play systems
- A portfolio of products larger than ever, giving customers greater choice
- A purpose-built factory established in Poland
- Our story continues.....

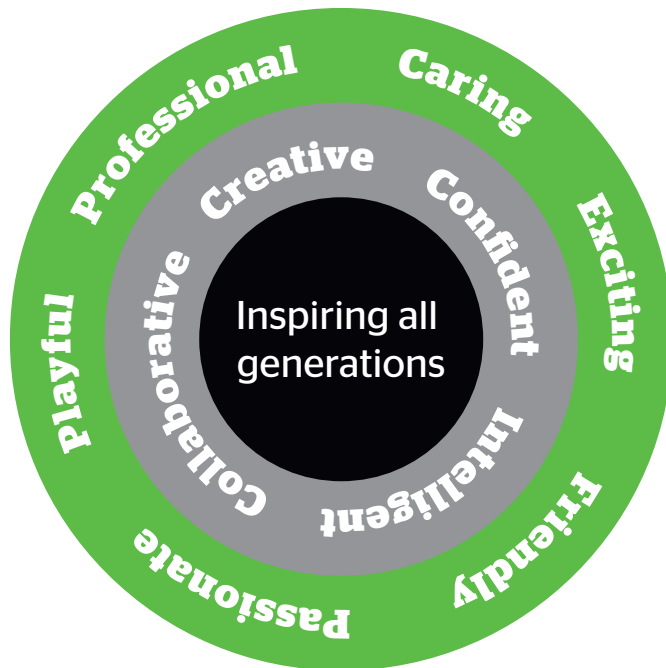






## The HAGS Brand

*The objective of defining brand aspirations is to establish goals of how we want HAGS to be perceived by everyone who comes into contact with our brand*



**Brand Promise**

**Brand Personality**

**Brand Philosophy**





## **Brand Vision**

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*We aim to be Europe's market leader  
in designing, manufacturing, installing  
and servicing outdoor play, sports &  
fitness, park & urban furniture*





## **Brand Mission**

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*To deliver the best recreational solutions  
by using our unique knowledge and  
skills, and by sharing that knowledge with  
colleagues, partners and customers*







## **Brand Promise**

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# Inspiring all generations

Our brand promise is more than a tagline. It represents the whole philosophy of HAGS, and the customer's experience on contact with any part of the HAGS organisation.

As our brand has moved from its local roots to the global stage, we want to ensure the spirit of our brand promise does not get lost in translation. That is why it is only used in our corporate language – English.



## Brand Personality

*As a company, we should engage with our audience with transparency and honesty, the same way we do as individuals with our peers. To ensure customers and influencers adhere to HAGS' core values, we need a clear vision and shared goals*

### HAGS IS:

Creative  
Confident  
Genuine  
Open  
Intelligent  
Inspirational  
Embracing  
A listener  
Collaborative  
Educational

### HAGS IS NOT:

Square  
Arrogant  
Pretentious  
Defensive  
Smug  
Mainstream  
Limiting  
A lecturer  
Divisive  
Ignorant



## Brand Philosophy

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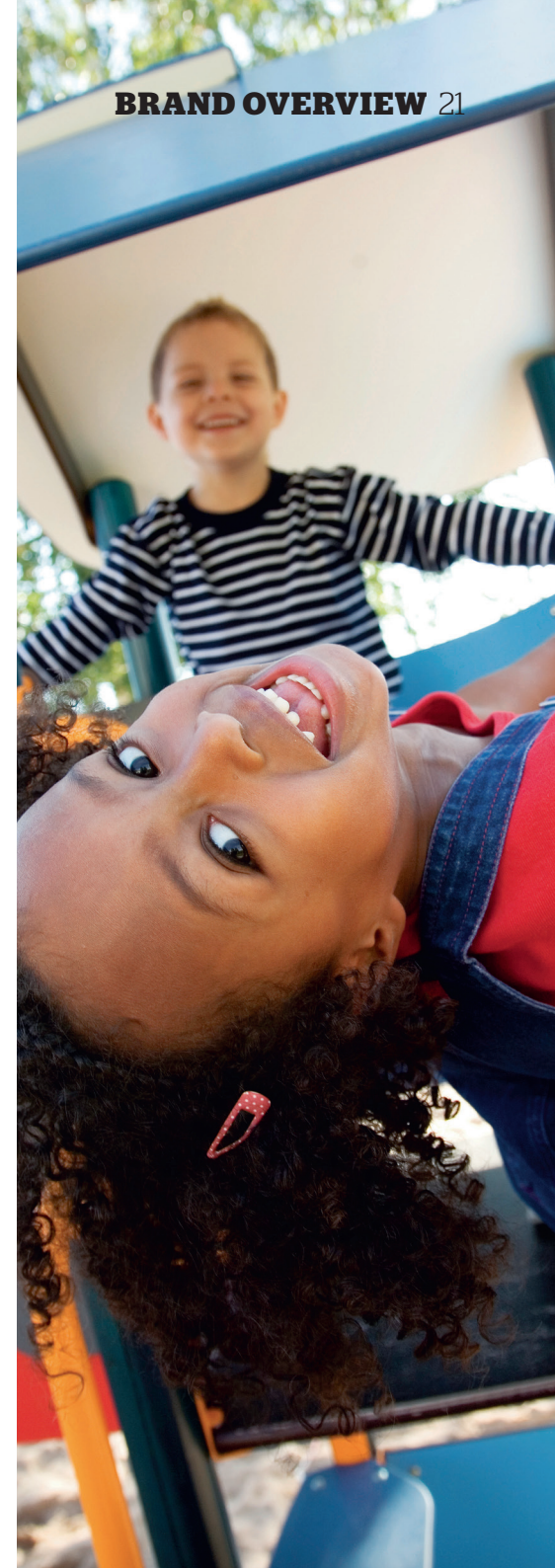
*HAGS promotes fun, excitement, health and wellbeing*

# Playfulness

Playfulness is HAGS approach to R&D, design, communication and runs throughout the business. The HAGS brand has a tone of voice, which the customer recognises, on a conscious or subconscious level. HAGS tone of voice combines friendly familiarity with respect and professionalism.

It is warm and accessible and invites the customer to engage in a dialogue.

HAGS aspires to be a full solution provider, there to assist the customer through all areas of their journey to developing an outdoor space.





## Results

### Setting and achieving goals

We are all at HAGS to help PlayPower achieve its objectives of growth in sales, profit and market share. Our common goals, both large and small, steer us in the same direction. The objectives are different in nature - individual, for a group or for the entire company. They can be set by you or by someone else and they can involve improvements, development or flexibility, be financial, or for us to learn new things.

### Create resources

By taking the initiative, assisting and simplifying things for each other, we will be ready faster and deliver beyond expectations. These factors release resources and time, which in turn allow us to drive efficiency.

### Make decisions

With all the necessary information available we make decisions. At HAGS, knowing that you have a right to fail is liberating and allows you to experiment and test new ideas.

### Follow up

To help each other, we constantly monitor our work and ensure we are all taking the necessary actions.

## Empathy

### Feedback

At HAGS, it is equally important to encourage a good job as it is to give constructive feedback when something needs to be improved. We give praise when it is deserved and we also give suggestions on how improvements can be made. This feedback helps us to understand our actions and impact on others and allows us to make changes.

### Show concern

We care, listen to and have respect for each other. We feel good, when HAGS is delivering positive results.

### Be responsive

We are responsive and listen to the data and information that we receive. We respect each other's expertise and recognise that everyone has something to contribute.

### Be open to new ideas, suggestions and news

We gather new influences from others and the world outside HAGS and use them to develop our business.

## Implement

### Communicate

To achieve effective implementation, we treat each other in a respectful manner and actively seek personal contact. We do everything possible to ensure effective communication and to avoid misunderstanding.

### Prioritise

In order to be effective we have to make choices and prioritise. We are confident in the choices we make.

### Clarify and confirm

By clarifying and confirming information, we can quickly progress. We also clarify responsibilities to ensure full understanding and efficient implementation.

### Fulfil tasks and keep to time schedules

We must ensure all tasks are fulfilled in a timely manner. Keeping a schedule means that everyone completes their part and together we can fulfil all tasks.

## Responsibility

### Cooperate

At HAGS we work across international borders and think beyond where we are to consider what is best for HAGS. Working together is fun and effective and we value both team work and individual contribution.

### Express your opinions

All employees actively contribute their opinions providing new perspectives to improve decision making. We all have the opportunity and duty to influence.

### Follow made decisions

We respect and support decisions taken

### Distinguish between object and person

We always question behaviours or actions that are not in line with the HAGS values. We respect each other but do not tolerate behaviour that does not match the HAGS values.

## HAGS Values

*HAGS Values consist of four different building blocks*

They are all equally important and the goal is that we use them every day in the way that we carry out our work. If we understand what they stand for and how they relate to what we do, we can grow together and achieve our goals.

### Results

- Setting and achieving goals
- Create resources
- Make decisions
- Follow-up

### Empathy

- Feedback
- Show concern
- Be responsive
- Be open to new ideas

### Implement

- Communicate
- Prioritise
- Clarify and confirm
- Fulfil tasks and keep to time schedules

### Responsibility

- Cooperate
- Express your opinions
- Follow agreed decisions
- Distinguish between object and person









## Brand Architecture

*A clear structure makes it easy for our customers to understand our business  
It maximises the synergies between our different product categories*

### USING THE HAGS BRANDS

HAGS Brands should be spelled correctly and where appropriate trademark icons should be used

#### Play

UniMini  
UniPlay®  
Zingo  
Agito®  
Nexus®  
NRG  
ROX  
Nature Play

#### Sports & Fitness

Arena®  
Arena Duo  
Streetball  
Primary Arena  
Action Stations

#### Park & Urban Furniture

Stjerneborg  
Brahe  
England  
Pixbo  
City-Form  
Gripsholm  
Zeta  
Rörkröken  
Delia  
Sofiero  
Ekeby

#### Marine

EZ Dock®  
EZ Ports®  
EZ Boatport®  
EZ Launch®  
EZ Pontoon Lift  
EZ Trail®

#### Shade

Shade Structures™





## Business Locations

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***HAGS is a partner in accessible outdoor equipment for play and other recreation, operating all over the world***

The HAGS brand is best known as a leading outdoor play equipment manufacturer and a major supplier in Europe, the Far East and the Middle East. HAGS supports a full complement of associated products and services for outdoor play, sports and fitness, park and urban furniture and marine environments.

### **CHANNELS**

The extensive HAGS range is sold and supported through direct subsidiaries and distribution partners around the world. HAGS is constantly working to improve our market presence by expanding our channels and becoming closer to our customers wherever they may be.

### **GLOBAL REACH**

We have manufacturing and design locations in Europe to enable us to provide high-end, quality products for our customers around the world.







## **Unique Selling Points**

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*These are the key selling points of our products and services that our competitors can't claim*

### **COMPREHENSIVE RANGE**

HAGS offers comprehensive solutions across the five business areas.

### **MODULAR SYSTEMS**

Many of our products offer extensive flexibility and can be customised at minimal additional cost.

### **PARTNERSHIP**

As a full solutions provider, we team up with our customers from concept to reality.

### **HERITAGE**

Our products are developed with a focus on design, quality and with cultural and environmental responsibility.







## Style Guide

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***This style guide will help us live up to a consistent brand image***

A consistent brand image strengthens the presence and power of HAGS. It shapes all communication to ensure that HAGS is represented clearly and correctly across all media.

It is important to be strategic about the task of getting our target market's attention when the choice of media is becoming more fragmented. This is why all HAGS communications must have the right tone of voice and a consistent look and feel and why it is critical that we have a consistent application across all communication channels.

An integrated communication strategy includes significantly more than just an advertising strategy. It includes and brings together all communication disciplines.

***By following these guidelines, you can assure HAGS' message will be heard. Thank you for your support!***



## 1. Logo with brand promise



## 2. Logo without brand promise



## Logo Treatment

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***The HAGS logo is available with the brand promise within a white or black box or just the HAGS letters on a solid colour background.***

When using the logo on light backgrounds, use the black logo. When reproducing on a darker colour background, use the reverse, white version of the logo.

HAGS is a registered trademark. Make sure you only use logo versions where the registration symbol “®” is included.

**If using the logo with the letters only on a solid colour background, please ensure that:**

- It is used on a colour from the palette shown on page 35
- The Marketing Department are to be consulted if the logo is to be used over a colour not shown in the approved colour palette
- Logo letters must remain in either black or white

**The following points must also be considered:**

- The logo must not be scanned, recreated, or used in part
- The logo must not be stretched, compressed, or otherwise distorted
- The typeface used in the logo is not used for other purposes
- HAGS must always be written in capital letters
- Clearspace is defined by the height of the logo (as shown)

If you have any questions or need further advice, please contact the Marketing Department.

***Our brand name HAGS was derived from the founder’s last initials – Hultgren, Andersson and Gustafsson.***



## **Typography**

HAGS uses fonts from the Stag and Stag Sans families in advertising and printed material. The Stag fonts are compact and give a contemporary look, all fonts are available in various weights.

For the web, branded presentations and digital newsletters, Arial is the official font of HAGS. The main font used in headlines is Stag, or the similar “Bitter” google web font.

The typeface used in the HAGS logo is not used for any other purposes.

**Stag Bitter**

Stag Sans

Arial

# Colours

*The main colour scheme of the HAGS brand is playful, happy and engaging*

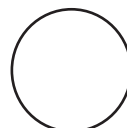
These vibrant colours are combined with neutrals – grey, black and white to create a contemporary and clean look.



**Red**  
CMYK (1, 99, 97, 13)  
RGB (204, 18, 21)



**Dark Red**  
CMYK (25, 97, 100, 22)  
RGB (157, 32, 12)



**White**  
CMYK (0, 0, 0, 0)  
RGB (255, 255, 255)



**Green**  
CMYK (66, 0, 99, 0)  
RGB (95, 187, 72)



**Dark Green**  
CMYK (88, 35, 83, 24)  
RGB (19, 106, 72)



**Beige**  
CMYK (8, 19, 54, 21)  
RGB (191, 166, 112)



**Blue**  
CMYK (76, 24, 21, 3)  
RGB (43, 149, 177)



**Dark Blue**  
CMYK (100, 76, 10, 0)  
RGB (0, 83, 153)



**Grey**  
CMYK (0, 0, 0, 50)  
RGB (147, 149, 152)



**Yellow**  
CMYK (6, 0, 96, 0)  
RGB (246, 235, 20)



**Orange**  
CMYK (3, 67, 100, 0)  
RGB (238, 114, 3)



**Black**  
CMYK (75, 68, 57, 90)  
RGB (18, 16, 17)





# Media

***An important part in how we communicate our brand visually, lies in the pictures. We have several different types:***

## **1. Products in action**

Kids playing in our playgrounds or an outdoor gym in action are examples in this category. We strive to make these look as genuine and positive as possible. Pictures and video should not show any misuse of products.

Our product action shots are the cornerstone of our design. We rely on a clean, crisp look with strong imagery forming the focal point.

## **2. Products in environment or studio**

Our products can also be presented in pictures without people – shot in studio settings or in outdoor environments. The Park & Urban furniture range is often shot in dramatic lighting for a high end, exclusive feeling.

## **3. Rendered product pictures and scale drawings**

Most of our products are professionally 3D CAD drawn to clearly illustrate functions and design. Detailed scale drawings of products are also used.

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*Note: Make sure that you have the legal right to use photos for your intended purpose. People pictured in photos must approve their involvement before publication.*



# Tone of Voice

***HAGS strives to be seen as an expert and a friend to our customers***

We understand the feeling of joy and excitement our products can bring and we understand that industry jargon can be complicated and bewildering for inexperienced buyers. We should make it as easy as possible for people to understand both our products and the industry by being generous with information and using language which expresses the feelings our products can elicit in the end user. When we are writing, we try to understand how the person reading will be feeling, in order to write in the appropriate tone.

## Product Descriptions

The customer is wondering whether the product is right for their situation and will be appreciated by their stakeholders or end users.

- Explain the key features of the product
- Emphasise the enjoyment the end user will take from the product experience
- Refer to the advantages of the brand or product range

## Case Studies

The customer is looking for inspiration, guidance on what is possible and confidence that HAGS can deliver great projects.

- Provide background to the project; The location, customer type and facilities
- Explain the customer's brief and specifications
- Highlight the outcomes and how we met the brief

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### Product Description

*UniPlay Aureli is part of the UniPlay Timber range, updated in 2015 with all new play functions and a natural colour palette. This two tower unit is connected with a challenging curved net which children will need to traverse along and over to reach the opposite platform. Multiple entrance points keep things interesting and a traditional playground slide rounds off the experience*

### Case Study

*To provide children on the Redcastle Furze Estate with a safe and fun environment to play in. The area to comprise two separate areas - one for the younger children and one with more challenging equipment for teenagers. Following four long years of fund-raising by local residents, who formed the Redcastle Action Group, and securing a grant from the local council, the budget was £40k.*



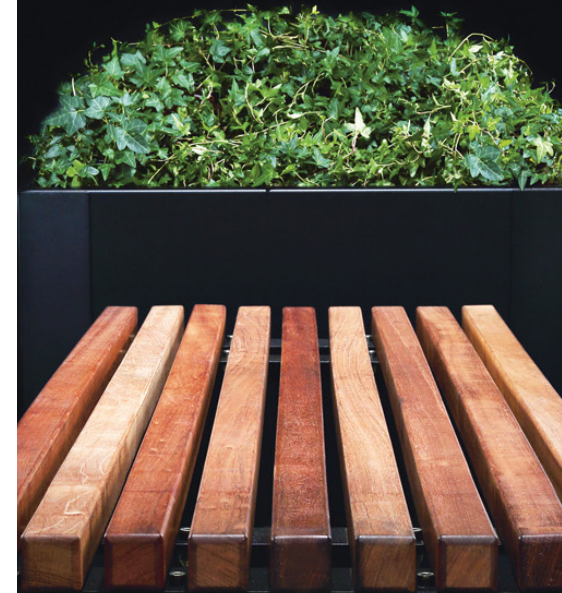


## HAGS Park & Urban Furniture

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*Designed in collaboration with renowned Scandinavian designers, our park and urban collection combines timeless aesthetic and improved functionality and has a distinctive Swedish identity*

Our tone of voice should reflect these USPs thanks to inspirational copy and imagery and a design-led approach that will resonate strongly with an audience of architects and urban planners. An emphasis on the high-quality materials and finishes, the user-centric features and the ethos of the designers involved is recommended.







My HAGS login

Select your country

Global

# HAGS

Search

PLAY

SPORT AND FITNESS

PARK AND URBAN FURNITURE

MARINE

SHADE

CREATING AN OUTDOOR SPACE

ABOUT HAGS

CONTACT US

PRODUCT SEARCH

PRODUCT DOWNLOADS

MY PRODUCT COLLECTION

INSPIRATION FINDER

## HAGS - Inspiring all Generations

HAGS is one of the largest manufacturers of recreational products - providing play, sports & fitness, park & urban, EZ Dock and shade equipment around the world.

If you are looking for the perfect product to complete your project or need some advice on how to get started, visit our creating an outdoor space section for your guide to HAGS Equipment.

CREATE YOUR OWN OUTDOOR SPACE

### Sports and Fitness

We offer a wide range of sports & fitness units and bundle packages to encourage

### Play

Our comprehensive range of play products includes the basic traditional units and

## Digital Engagement

### *Our website is the shop window for HAGS as a business*

The website is the primary source of product information as well as information on how to build attractive recreational spaces. While the website is centrally managed, subsidiaries and distributors are able to customise to suit their local audiences.

The HAGS Website is developed to meet the needs of three main audiences; internal staff, experienced customers and inexperienced customers.

Experienced and inexperienced customers alike will benefit from our market-leading advice and support in building outdoor recreational spaces. This content will provide the basis of our email and social media marketing.

#### **Email and Social Media**

Centrally produced content will form the basis of the HAGS Email and Social Media postings.

Staff of HAGS will be encouraged to use social media under their own names and with their own expertise, opinions and success stories, supplemented with this centrally produced content.

#### **Social Media Guidelines**

- Communicate as if you were talking to a colleague or a customer
- Don't hesitate to respond to comments. Request an email address to take sensitive conversations offline
- You are bound by all existing HAGS policies for communication on any platform where you identify yourself as a HAGS employee









## Glossary of Terms

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*Outdoor Spaces have a terminology all of their own, and so do some of our HAGS products. We've attempted to list a number of those terms here to provide consistency in the way we describe our business*

**Play Value** - The range and quality of play opportunities and experiences offered by a play environment.

**MUGA** - Multi use games area

**ODG** - Outdoor gym

**IAS** - Impact absorbing surface

**CFH** - Critical Fall Height

**PCC** - Pre-cast concrete edging

**EN1176** - Play standard

**EN16630** - Fitness standard

**EN15330** - MUGA standard

**API** - Association of play industries

**BSI** - British Standards Institution

**CEN** - European Committee for Standardisation

**DDA** - The Disability Discrimination Act

**DFE** - Department for Education

**HSE** - Health and Safety Executive

**RPII** - Register of Play Inspectors International

**ROSPA** - The Royal Society for the Prevention of Accidents

**FIT** - Fields in Trust

**6AS** - Six Acre Standard (2001)

**LPA** - Local Planning Authority

**LAP** - Local Area for Play

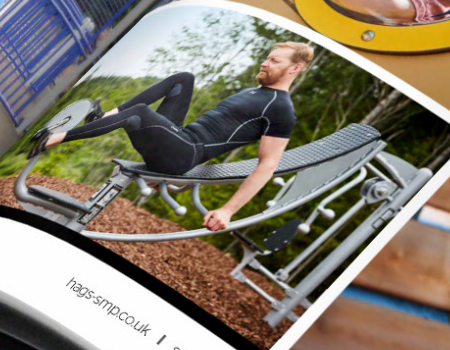
**LEAP** - Local Equipped Area for Play

**NEAP** - Neighbourhood Equipped Area for Play





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# HAGS 2017

## Product Brochure



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## Print and Digital Templates

*These are some examples of how the guidelines are applied to various media*



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Playgrounds and Play Equipment • Sports and Fitness Equipment • Park and Urban Furniture

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## UrbanGames

## Planning for Sports and Fitness



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# UrbanGames

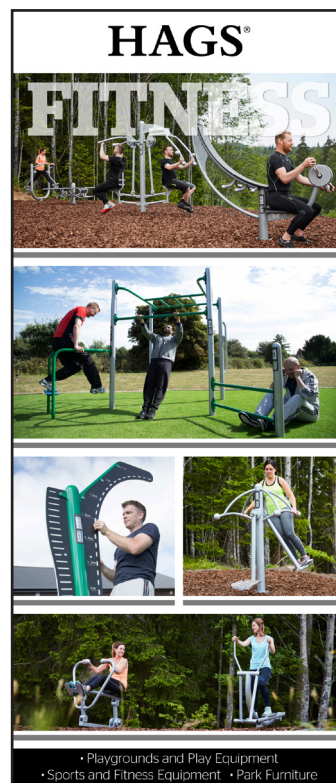
Planning for Sports and Fitness

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## Exhibition Templates

*For fairs, sales meetings and exhibitions, we have banner templates that can be used as they are easily customised to suit your needs*





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