

**HepcoMotion**  
**MARKETING KIT**

## 1. HEPKO'S MARKETING SUPPORT

## 2. CORPORATE LOGOS

## 3. PRODUCT IMAGES

## 6. VIDEOS

## 7. CASE STUDIES

## 7. ARTICLES

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## 9. CAD MODELS

## 10. SOCIAL MEDIA

Note: Please be aware that the latest version of the marketing kit will be saved at:  
<https://www.hepcotion.com/dwnlds/hepco-marketing-kit/>

The Marketing Kit is a directory to our marketing material on Dropbox - please note you do not need a Dropbox account to access and download our content.

The pack includes links to Hepco logos, product images, videos, case studies, articles and catalogues.

If you require any additional information please contact the marketing team.



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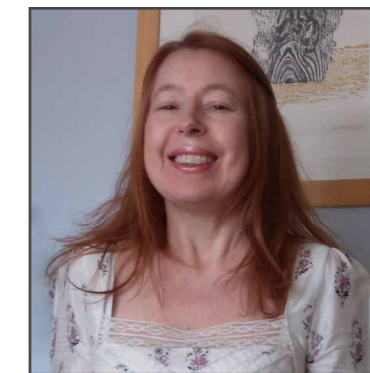
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Exhibition & Catalogue

# HepcoMotion®

ADVANCED LINEAR SOLUTIONS

**Print:**

Link to .jpg: [https://www.dropbox.com/s/51k78fidcfvg3tm/HepcoMotion\\_Logo\\_Strapline\\_HR.jpg?dl=0](https://www.dropbox.com/s/51k78fidcfvg3tm/HepcoMotion_Logo_Strapline_HR.jpg?dl=0)

Link to .png: [https://www.dropbox.com/s/0ti2vn23sxlvsb9/HepcoMotion\\_Logo\\_Strapline\\_HR.png?dl=0](https://www.dropbox.com/s/0ti2vn23sxlvsb9/HepcoMotion_Logo_Strapline_HR.png?dl=0)

# HepcoMotion®

**Print:**

Link to .jpg: <https://www.dropbox.com/s/h625aml4ttzh6hi/hepcotion-logo-no-strapline-highres.jpg?dl=0>

Link to .png: <https://www.dropbox.com/s/9kuf5404kffobpq/hepcotion-logo-no-strapline-highres.png?dl=0>

## BRAND GUIDELINES

This mark is unique to HepcoMotion. It is very important that it is not redrawn or re-created in any way. This mark cannot be recreated by altering previous versions of the logo; only the original artwork should be used. It should only ever appear in HepcoMotion blue against a white background.

The logo should always receive sufficient emphasis whenever it is applied, not necessarily through size but through clear visibility. To this effect, the area immediately surrounding the logo must be kept clear of all other elements.



Certain fonts are used for Hepco branding. For European languages: Futura Std Book (our standard font, as shown by 'Motion' in the HepcoMotion logo); Futura Std Heavy (our secondary font, as shown by 'Hepco' in the HepcoMotion logo). For Asian languages: 210 Gulim 030 (standard Korean font); 210 Gulim 070 (secondary Korean font); Microsoft JhengHei UI Regular (standard Chinese font); Microsoft JhengHei UI Bold (secondary Chinese font).

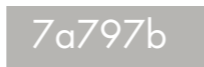
To protect the visual integrity of the logo, a clear area (equal to the width of the HepcoMotion 'e') must be allowed around all four sides. This 'exclusion zone' must be maintained in all applications, as illustrated throughout these guidelines. In print, do not use the logo smaller than 30mm in overall width.

- 1) The logo is not a decorative motif
- 2) It should only appear once on a page and should always be clear and prominent.

Colour: Hepco Blue  
 Hex: #00a9e0  
 C=80 M=12 Y=1 K=0  
 R=0 G=169 B=224



Colour: Grey  
 Hex: #7a797b  
 C=54 M=46 Y=44 K=10  
 R=122 G=121 B=123



To view or download the images of a product, please click on the thumbnail of a product. The image selection on Dropbox is approved for use in any marketing material. Alternatively, you can view all product images on dropbox using this link:

[https://www.dropbox.com/sh/1jk2igaco4sddnx/AADBdGurDmrVH9t1MD\\_SJ8ePa?dl=0](https://www.dropbox.com/sh/1jk2igaco4sddnx/AADBdGurDmrVH9t1MD_SJ8ePa?dl=0)

## LINEAR MOTION COMPONENTS



GV3 Linear Guide System



Simple Select Linear Guide System



SL2 Stainless Steel Linear Guide



High Temperature and Vacuum Bearing



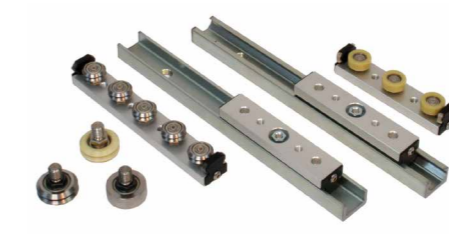
HDS2 Heavy Duty Linear Guide System



DualVee Linear Guide System



LoPro Linear Rail System



UtiliTrak Compact Linear Rail System



HTS Industrial Drawer Slides



MHD Track Roller Linear Motion System



HLG & MLG Linear Ball Guides



Ball Bushing Linear Bearing System

## LINEAR ACTUATORS



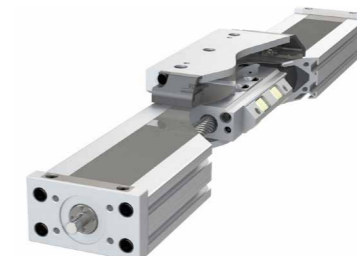
BSP Ball Screw Assemblies



Linear Shaft / Round bar



Belt Driven Linear Actuator Range



Ball Screw Actuator Range



Pneumatic Actuator Range

## RING GUIDES, TRACK SYSTEMS AND SEGMENTS



PRT2 Ring Guides and Ring Segments



PRT2 Precision Track Systems



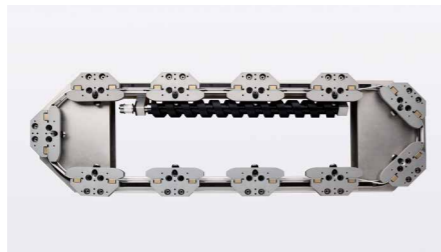
GFX Hepco Guidance System for Beckhoff XTS



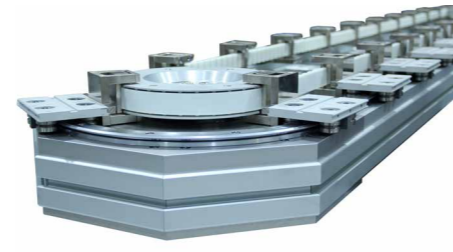
Electric Actuators



DTS Belt Driven Track System



DTS2 High Speed Driven Track System



DTS+ Track System

## SYSTEMS SOLUTIONS AND MOTION CONTROL



Systems Solutions and Motion Control



HGS Hepco Gantry System



Large Diameter Ring Guides, Segments and Track System



HDRT Heavy Duty Ring Guides and Track System

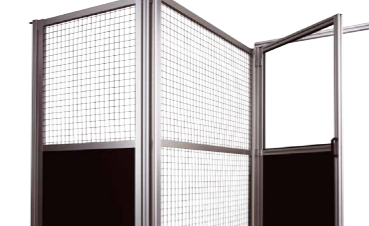


1-Trak Innovative Track System

## ALUMINIUM PROFILE CONSTRUCTION SYSTEM



MCS Aluminium Profiles



MFS Machine Fencing System

## VIDEOS

We have many videos on our website, all are also available on YouTube. If you wish to embed the video to your website or presentation then please visit our YouTube channel:

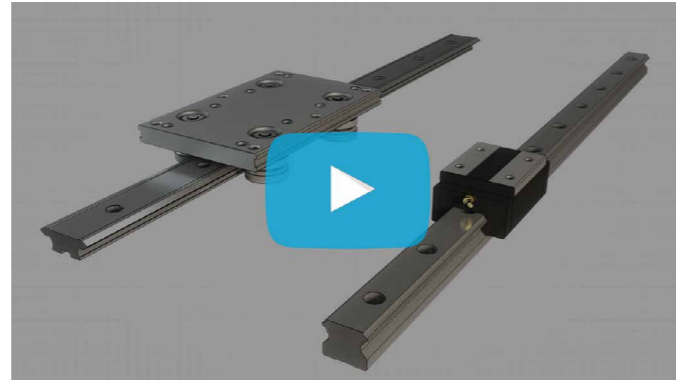
<https://www.youtube.com/channel/UCTxQ5civDwATJWuTh6h0-eQ>

Click on a thumbnail below to find all videos relating to a category. Most video content is filtered by language first. Alternatively, click this link to view all videos on Dropbox:

<https://www.dropbox.com/sh/n6hdvm6qy867j0n/AACXurxxw2Ry1CCFqQOczmBAa?dl=0>



Product & Case Study Videos



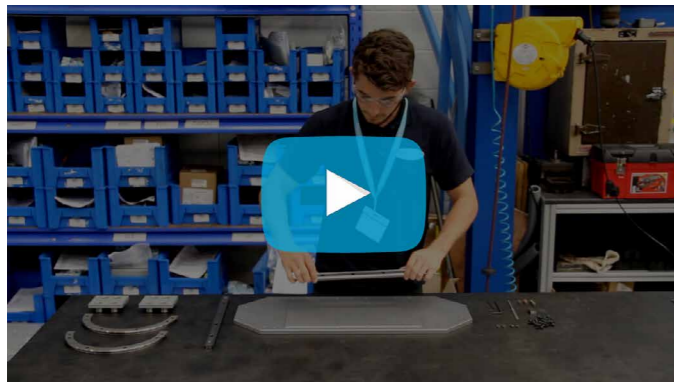
Animation Videos



Webinar Videos



Corporate Videos



How To Videos



Exhibition Videos

## CASE STUDIES

All of our key case studies (in all languages) are now available on Dropbox as a word document, with supporting images in the same folder. Use the link below to view them:

<https://www.dropbox.com/sh/ucxbj1ezi0wljka/AAAF3NQh9WIYhSar8-NMVL6Ha?dl=0>



## ARTICLES

All of our technical articles are now available on Dropbox as either a word document with supporting images in the same folder, or a designed PDF format. Use the link below to view them:

<https://www.dropbox.com/sh/urr8z17kj4eaujq/AACVRaj8sgk3YLR8jWyVhLe9a?dl=0>

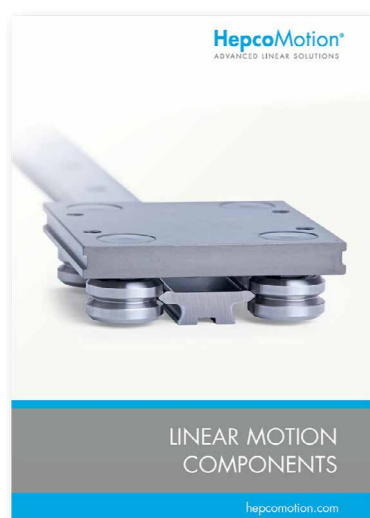


# CATALOGUES & LITERATURE

All catalogue and datasheets can be downloaded from the Hepco website. These files can then be hosted on your website or shared as required. Please visit the HepcoMotion website: <https://www.hepcotion.com/downloads/literature-downloads/>

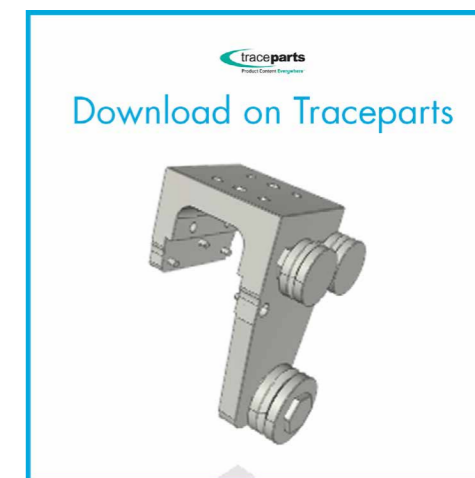


Below are our range of corporate literature, consisting of the Full Product Leaflets (Linear Motion Components, Linear Actuator and Ring & Track Systems), the Hepco Flyer and the HepcoMotion Corporate Brochure. Click on the image to download it on Dropbox.



# CAD MODELS

CAD models are available for most products via two sources: Cadenas or TraceParts. Click on the website you would like to view CAD models on.



We have a new configurator for GV3, available on either Cadenas or TraceParts:



## SOCIAL MEDIA

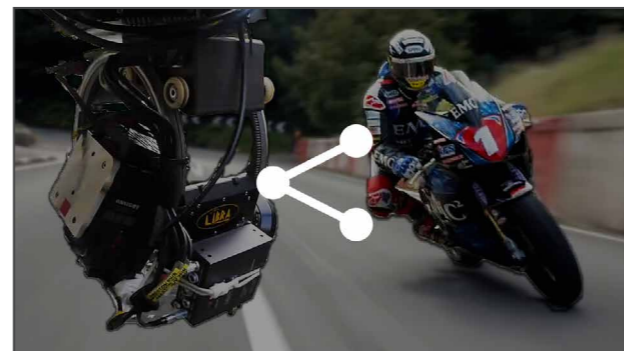
We are very active on Social Media, reaching our key audiences on LinkedIn and YouTube. Click the below icons to visit our social pages.



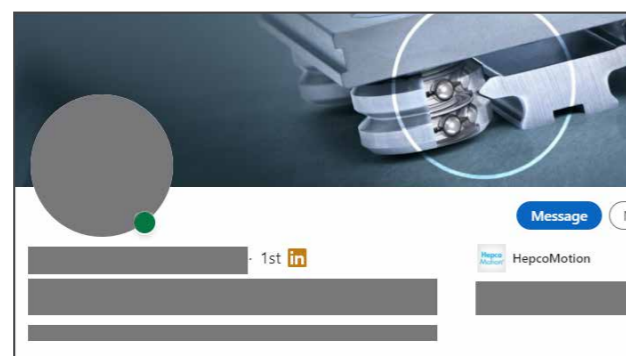
LinkedIn has become a very powerful channel for sales teams, as it enables them to build connections with specific employees within target companies, rather than cold calling. Watch our LinkedIn training presentation below, then access the social content we use on Dropbox and post it on your own page. You can also choose a Hepco branded LinkedIn banner using the below link. Contact [ryan.moon@hepcotion.com](mailto:ryan.moon@hepcotion.com) if you need any assistance.



LinkedIn Training Video



Hepco Social Media Content



LinkedIn Banner Images

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