BRAND COMMUNICATION STANDARDS

February 2012

Overview & Contacts

Snap-on is a world class brand and well-known trademarks that has gained the recognition and respect of professionals across the world. Accordingly, we have established standards and guidelines to maintain a consistent and powerful image for the brand. Please follow them carefully and consistently. These standards will be updated from time to time. If you have questions, need files or wish to discuss your project, please contact these Snap-on people.

Approvals, Primary Graphics, Standards & Files:

- Al Mueller, Brand Marketing 262-656-5188 al.mueller@snapon.com

Files are available on the intranet at: http://intranet.snapon.com/brandmarketing.nws

Brand Management, Policies & Practices:

- Alicia Smales, CMO 262-656-4971 alicia.a.smales@snapon.com

Brand Messaging Direction

- Align all communications to this core message. All branded communications should deliver against one or more of these ideas in copy, tone and manner.

Core Message

- **Snap-on** has earned the trust and respect of generations of professionals passionate about finding smart solutions for their challenges. By creating and standing behind the best productivity solutions in the world, Snap-on has become an extension of their hands—and hearts. **That is the Snap-on difference.**

Key Message Points

- Working Smarter
- The Defining Standard for Professionals
- The Most Practical, Original, Inventive Solutions
- A Relentless Determination to Be The Best

Use Of Trademark In Publications

The following general guidelines should **ALWAYS** be followed when using a trademark owned or licensed by Snap-on. These guidelines should be followed on every publication, such as an advertisement, catalog or the like, both online and in print.

1. Follow the applicable Style Guide when using a Snap-on trademark. Style Guides ("Brand Communication Standards") are available from Al Mueller, Brand Marketing: al.mueller@snapon.com
2. When using Snap-on trademarks in publications, **use ®** (designating a registered mark) or **™** (designating a mark that *is not* registered) where proper and feasible. It is important to include these symbols with the Snap-on marks because this provides others with notice of our rights and deters others from making unauthorized use of our marks.

- These symbols should be placed immediately after the mark, in either subscript or superscript.
- A ® should be used only when a mark is registered in the country to which the publication is directed *and* for the product or service featured or discussed in the publication.
- To find out whether the mark is registered in a particular country:
  - use the Trademark Database accessible from the Snap-on IP Website, or contact the Legal Department.

3. If a trademark is used many times in one publication, the most prominent occurrence must include the ® or ™ as specified in 2. above.

- Subsequent occurrences of the same trademark should be set off from surrounding text and displayed in *ITALIC CAPS.*
- Slogans are written title case in italic such as *Excellent Individually … Better Together for RSI*

Use Of Trademark In Publications

4. No other artwork or text touches a trademark
5. Avoid allowing trademarks to stand alone. Present them as modifying a generic term.
   - For example: Snap-on® socks or Snap-on, not simply a Snap-on®
6. Trademarks are not to be modified in any way.

- Trademarks cannot be used in the possessive
  - For example: *SNAP-ON*'s socks
- Trademarks cannot be made plural
  - For example: *SNAP-ONs*
- Trademarks cannot be hyphenated
  - For example: *SNAP-ON*-related items or the *SNAP-ON*-family
- Trademarks cannot be made into a verb
  - For example: *SNAP-ON*zed or *SNAPPED-ON*
- Trademarks cannot be abbreviated, altered, extended or modified
  - For example: *SNAP-ON*ation, *SNAP-ON*t

7. In all publications, include a footnote indicating the ownership of any of the Snap-on marks referenced in the publication:

- λλλλλ is a trademark of Snap-on Incorporated. (λλλλλ is the space for the trademark(s))
- For copyrighted material, proper notice is given by:
  - © **(YEAR OF FIRST PUBLICATION)** Snap-on Incorporated. All rights reserved.

Use Of Trademark In Publications

8. Snap-on respects other companies' trademarks. Under certain circumstances, it may be appropriate to use another company's trademark in order to: (1) truthfully refer to the other company or its products or (2) because Snap-on has a license to use another company's trademark. Please consult legal for any questions regarding appropriate use of another company's trademark.
   - If a another company's trademark is being used to truthfully refer to another company or its product, but is not a trademark that Snap-on licenses, the publication should endeavor to include the appropriate symbol (® or ™) and the following notice should be included in a footnote along with the Snap-on trademark ownership statement (discussed in above in 7): "All other trademarks are the property of their respective owners."
   - If another company's trademark is being used subject to a license that Snap-on has with that company, trademark notices and ownership statements must be in accordance with any license terms.
9. If many trademarks are in the publication, then λ λ λ λ λ may be a list of all of the trademarks, or you may adopt the following statement:
   - This publication contains many Snap-on Incorporated trademarks, including but not limited to λ λ λ λ λ [and list several of the primary marks referenced in the materials].
10. **ALWAYS VERIFY** how a particular term is intended to be used.
    - For example, if SNAP-ON is used to identify the company Snap-on Incorporated, then **NO** ® or ™ is used because this is not a trademark, but a company name.
11. Contact the Legal Department, your local TAM or IPC with any questions.

Badge And Primary Logos

Badge

- The 3D badge incorporates dimension as a key element. It reflects the brand's chrome tool heritage while imparting a sense of strength and modernity. It is consistent with a super premium brand.

Red Logo

- Red logo on white background is preferred usage when 3D logo is not appropriate.

Black Logo

- Use on white or light colored background unsuitable for red.

White Logo

- Use on red, black or other dark colored background unsuitable for red.

Logo Usage

Trademark Legal Statement:

Snap-on is a trademark of Snap-on Incorporated. ©(year of first publication) Snap-on Incorporated. All rights reserved.

Trademark Legal Statement For Licensees:

Snap-on is a trademark of Snap-on Incorporated and used under license. ©(year of first publication) Snap-on Incorporated. All rights reserved.

On licensed products, licensees also need to include the Official License Product hangtag.

Registered Trademark Symbol

- Placement of the ® must be following the second "n" in the logo and baselined with the "n." This mark must be visually represented each time the Snap-on trademark is used. In those instances where the logo is repeated frequently within a document, the ® must be shown at least once.
- In documents where the trademark only appears in copy blocks, the registered trademark symbol should be shown in the first, or most prominent usage.
- When the trademark and/or logo are used, they should be accompanied by the trademark legal statement within document or usage.

Logo Usage

Min width 1-3/8”

Wrong

Correct

Minimum Clear Space

- Allow for minimum clear space equal to “x” on all sides of the logo. This area must be left empty of ANY typographic or design elements.

Minimum Size

- The 3D logo’s minimum width is 1-3/8”. It should not be used in sizes smaller than this. Use the black, red or white logos for projects requiring a smaller size.

Badge Logo Usage

Four Color Badge

Grayscale Badge

Badge without drop shadow for use in non-print situations such as embroidery or emblems

Coloring

- The 3D badge prints in 4-color
- Use grayscale where 4-color process is not applicable.

Usage Guidelines

- The logo always has a shine in the middle.
- Do not add a glint or highlight to any part of the logo.
- The logo is an illustration – do not try to recreate it using type.

Badge Logo Usage
Technical Considerations

Preferred Logo

DCS Version

Working with InDesign® or Quark 7® (or later version)

- Use of 4-color native Illustrator (.ai) version of the 3D logo with drop shadow is recommended.
- Logo was created for use in any release of InDesign or Quark 7. Both allow placement of illustrator files into layout.
- If using 3D logo over a spot color (such as PMS 485 Red), or over a 4-color build or photo, use the native Illustrator file in your layout. Otherwise, you will encounter transparency issues with the logo's drop shadow.
- When printing on a laser printer from InDesign or Quark 7 using Illustrator file, logo may be surrounded by a box whose color varies from the background it was placed on. This should not be an issue in commercial offset printing.

Working with an earlier release of Quark®

- If placing the 3D logo over a spot color, use DCS version which employs PMS 485 as a placeholder color and then place into the Quark document.
- To change spot color used in the file, open file in Photoshop®, double click on spot channel, find the preferred PMS and save.
- If placing 3D logo over a 4-color build or photo, burn the .TIFF file into Photoshop, add a layer behind the logo with build or photo, then place file into Quark.

Incorrect Logo Usage

1. Don’t alter the logo in any way
2. Don’t add graphic elements to the logo
3. Don’t add type elements to the logo
4. Don’t enclose within a shape
5. Don’t use the logo without a register mark
6. Do not use in white on background except red or black
7. Don’t use in color except red, black, white or 3D photo
8. Don’t duplicate the logo style in type
9. Do not use logo in a headline or as a read-thru in text
10. Do not apply visually competitive backgrounds
11. Don’t us the logo with borders around it
12. Do not use vintage logos without prior approval
13. Do not add a glint or highlight to the logo
14. Don’t use graphic elements within the clear space
15. Do not overprint or use as a background pattern
16. Do not superimpose logo as a graphic element

Brand & Logo Colors

RED

CMYK	RGB	HEX	RAL
0	237	ED1C24	3024
100	28		
100	36		
0			

PMS 485

WHITE

CMYK	RGB
0	255
0	255
0	255
0	

GRAY

CMYK	RGB	HEX	RAL
0	113	717074	7037
0	112		
0	116		
70			

PMS Cool Gray 11

BLACK

CMYK	RGB
0	0
0	0
0	0
100	

PMS Process Black

GOLD

CMYK	RGB	HEX	RAL
0	237	FDBA40	1017
100	28		
100	36		
0			

PMS 136

Logo Colors

- The Snap-on logo can ONLY appear in Red, Black, White and 4-color 3D. The wrench “S” icon logo can ONLY appear in Red, Black or White. These logos may not be used in any other colors.

Brand Colors

- These are the only Snap-on brand colors.
- The Gold color is designated as an accent color. It should be used to add emphasis, NOT as a field color.

Wrench “S” Icon Logos

Red “S” on white is the preferred usage

Minimum Height 3/8”

Black “S” on white or light colored background when the red “S” does not work

Minimum Height 3/8”

White “S” on a red colored background

Minimum Height 3/8”

White “S” on a black or other dark colored background

Minimum Height 3/8”

Wrench “S” Icon Logo

- This logo is used in situations where an icon is appropriate and the brand is well-known. It carries a TM following the same guidelines as the full logo.
- Colors should be used in the same order of preference: red, black, white. In some cases a true metallic or silver treatment may be used with approval from Snap-on.
- Clear space requirements (X height around logo) are the same as the full logo.

Minimum Size

- The Wrench “S” logo minimum height is 3/8”. It should not be used in sizes smaller than this.

Wrench "S" and TIAD Logos

2 color Red "S" and black TIAD on white is the preferred usage

Minimum Width 1-3/8"

Black icon on white or light colored background when the 2 color does not work

Minimum Width 1-3/8"

White icon on red, black or other dark colored background

Minimum Width 1-3/8"

2 color Red "S" and white TIAD on black or other dark colored background

Minimum Width 1-3/8"

Wrench "S" with There is a Difference

- This logo is not be used for licensed product or apparel. The use of the tagline There is a Difference may be used if separated (and in a different location) from the Wrench "S"
- This logo may be used on product packaging and print material ONLY when the product is manufactured by Snap-on and the Snap-on difference is explained in the copy. It carries a TM following the same guidelines as the full logo.
- Clear space requirements (X height around logo) are the same as the full logo.

Minimum Size

- The Wrench "S" with TIAD logo minimum width is 1-3/8". It should not be used in sizes smaller than this.

Lifetime Warranty Logos

Minimum Height 3/8”

Two color on light colored background is the preferred usage

Minimum Height 3/8”

Two color on light colored background

Minimum Height 3/8”

One color on white or light colored background

Minimum Height 3/8”

Minimum Height 3/8”

One color on red, black or other dark colored background

Lifetime Warranty Logo

- In specific situations, following direction of Snap-on product management, a lifetime warranty logo may be used in direct application to a product carrying this warranty. Full compliance with warranty notification rules are required for use.
- Clear space requirements (X height around logo) are the same as the full logo.

Minimum Size

- The warranty logo minimum height is 3/8”. It should not be used in sizes smaller than this.

Racing Logo

PREFERED: 3 Color – Flat Snap-on logo on white

Minimum Width 1-3/8”

3 Color – 3d Snap-on logo on white

4 Color Process – 3d chrome Snap-on logo on white

1 Color – Flat Snap-on logo on white

Racing Logo

- Racing logo incorporates the trademark logo with stylized racing & checker flag.
- Clear space requirements (X height around logo) are the same as the full logo.

Do’s and Don’ts

- Follow the recommended usage.
- Do not make the racing logo’s difficult to read or adorn them with techniques.
- Do not change the color of racing logos.

Coloring

- Colors are limited to red, yellow, black, gray and white. In some cases, an acceptable color for embroidery would be light gray or silver with approval.

Minimum Size

- The race logo minimum width is 1-3/8”. It should not be used in sizes smaller than this.

Racing Logo Usage

SNAP-ON® RACING LOGO USAGE

Snap-on® Racing Logo features the Snap-on trademark logo combined with a stylized racing and checker flag. The preferred use of color is limited to red, yellow, black, gray, and white. In some cases, an acceptable color for embroidery would be light gray or silver, but this exception must be approved by Brand Marketing. The Snap-on Racing logo should NEVER appear without the trademark symbols.

To preserve the visual integrity, we have established a space around the entire brandmark. This area should be preserved anytime you use the brandmark and is equal to the height of the "n". This area should be left empty of any typographic or design element.
DO NOT use the Snap-on Racing Logo smaller than 1-3/8" in width.

SNAP-ON RACING LOGO COLORS

PMS 485C red or 100% magenta & 100% yellow for process colors and PMS 137C yellow or 35% magenta and 90% yellow for process colors and 100% black.

3-COLOR FLAT SNAP-ON RACING LOGO USAGE

PMS 485C Red Snap-on trademark logo, PMS 137C yellow racing text and 100% black flag on a white background is the preferred option.

100% White Snap-on trademark logo, PMS 137C yellow racing text and 100% black flag to be used on a red background.

100% White Snap-on trademark logo, PMS 485C red racing text and 30% black flag to be used on a black background.

100% White Snap-on trademark logo, PMS 485C red racing text and 100% black flag to be used on a dark gray background.

100% black Snap-on trademark logo, PMS 485C red racing text and 100% black flag to be used on a light gray background.

3-COLOR 3D SNAP-ON RACING LOGO USAGE

20% black 3D Snap-on trademark logo with a 100% black outline, PMS 137C yellow racing text on a white background is the second option.

20% black 3D Snap-on trademark logo with a 100% black outline, PMS 485C red racing text and 30% black flag to be used on a red background.

20% black 3D Snap-on trademark logo, PMS 485C red racing text, and 30% black flag to be used on a black background.

20% black 3D Snap-on trademark logo with a 100% black outline, PMS 485C red racing text, and 30% black flag to be used on a dark gray background.

20% black 3D Snap-on trademark logo with a 100% black outline, PMS 485C red racing text, and 30% black flag to be used on a light gray background.

4-COLOR PROCESS SNAP-ON RACING LOGO USAGE

3d chrome Snap-on trademark logo, 35% magenta and 90% yellow racing text and gradient flag to be used on a white background.

3d chrome Snap-on trademark logo, 35% magenta and 90% yellow racing text and gradient flag to be used on a red background.

3d chrome Snap-on trademark logo, 100% magenta and 100% yellow racing text and gradient flag to be used on a black background.

3d chrome Snap-on trademark logo, 100% magenta and 100% yellow racing text and gradient flag to be used on a dark gray background.

3d chrome Snap-on trademark logo, 100% magenta and 100% yellow racing text and gradient flag to be used on a light gray background.

1-COLOR SNAP-ON RACING LOGO USAGE

100% black Snap-on Racing logo to be used on a white background when the use of the preferred 3-color racing logo does not work.

100% white Snap-on Racing logo to be used on a red background when the use of the preferred 3-color racing logo does not work.

100% white Snap-on Racing logo to be used on a black background when the use of the preferred 3-color racing logo does not work.

100% white Snap-on Racing logo to be used on a dark gray background when the use of the preferred 3-color racing logo does not work.

100% Black Snap-on Racing logo to be used on a light gray background when the use of the preferred 3-color racing logo does not work.

SNAP-ON RACING LOGO LEGAL STATEMENT

Any time the Snap-on Racing logo is used it must be accompanied by this legal statement: Snap-on and Snap-on Racing are trademarks of Snap-on Incorporated. ©Snap-on Incorporated 2009. For licensees the legal statement should read: Snap-on and Snap-on Racing are trademarks of Snap-on Incorporated and used under license. ©Snap-on Incorporated 2009. Licensees also need to include the Official Licensed Product tag.

Official Licensed Product Logo

Minimum Height 1”

Black rule indicates trim, does not print

OLP apparel: inside label on white background

Minimum Width 1-3/8”

OLP printed material: flyers and sales literature

Black rule indicates trim, does not print

OLP apparel hangtag: trim size 1-3/4”x4” on white

Do’s and Don’ts

- Follow the recommended usage.
- Do not make the OLP logo difficult to read or adorn it with techniques.
- Do not change the colors.

Coloring

- 4 color process is the preferred usage.
- Acceptable spot colors are PMS485 red, PMS136 gold and 100% black.
- Grayscale version can be used for 1 color printed material.

Minimum Size

- Horizontal OLP min. width is 1-3/8”
- Vertical OLP min. width is 1”.
- Apparel hangtag trim size; 1-3/4” x 4”, prints 4 color process with an 1/8” diameter hole in upper left hand corner.

Hand Tool Product Logo's

Minimum Width 1-3/8"

Minimum Width 2-1/8"

Minimum Width 1-3/8"

Minimum Width 1-3/8"

Do's and Don'ts

- Follow the recommended usage.
- Do not make the product logo's difficult to read or adorn them with techniques.
- Do not change the color of product logos.

Minimum Size

- The product logo minimum width is 1-3/8" unless specified different.
- It should not be used in sizes smaller than this.

Coloring

- Logo color version shown is the preferred usage.
- 100% black or 100% white logos may be acceptable if files are provided.

Tool Storage Product Logo's

Do's and Don'ts

- Follow the recommended usage.
- Do not make the product logo's difficult to read or adorn them with techniques.
- Do not change the color of product logos.

Minimum Size

- The product logo minimum width is 1-3/8" unless specified different.
- It should not be used in sizes smaller than this.

Coloring

- Logo color version shown is the preferred usage.
- 100% black or 100% white logos may be acceptable if files are provided.

Diagnostic Product Logo's

Minimum Width 1-3/8"

Minimum Height 1-3/8"

Minimum Width 1-3/8"

Do's and Don'ts

- Follow the recommended usage.
- Do not make the product logo's difficult to read or adorn them with techniques.
- Do not change the color of product logos.

Minimum Size

- The product logo minimum width is 1-3/8" unless specified different.
- It should not be used in sizes smaller than this.

Coloring

- Logo color version shown is the preferred usage.
- 100% black or 100% white logos may be acceptable if files are provided.

Equipment Product Logo's

Minimum Width 1-3/8"

FuelKare™ FuelKare™

TransKare™ TransKare™

BrakeKare™ BrakeKare™

ECO Plus ECO Plus

KOOLKARE PLUS KOOLKARE PLUS

Minimum Width 1-3/4"

Battery Charger Plus Battery Charger Plus

Do's and Don'ts

- Follow the recommended usage.
- Do not make the product logo's difficult to read or adorn them with techniques.
- Do not change the color of product logos.

Minimum Size

- The product logo minimum width is 1-3/8" unless specified different.
- It should not be used in sizes smaller than this.

Coloring

- Logo color version shown is the preferred usage.
- 100% black or 100% white logos may be acceptable if files are provided.

Tool Control Product Logo's

Minimum Width 1-3/8"

DO NOT use the Snap-on logo at this size

Minimum Height 1-3/8"

Do's and Don'ts

- Follow the recommended usage.
- Do not make the product logo's difficult to read or adorn them with techniques.
- Do not change the color of product logos.

Minimum Size

- The product logo minimum width is 1-3/8" unless specified different.
- It should not be used in sizes smaller than this.

Coloring

- Logo color version shown is the preferred usage.
- 100% black or 100% white logos may be acceptable if files are provided.

MEMPHIS

Meta

Memphis

- Its boldness suggests power and will correspond to solid messages where visual impact is important. As a display type, this face is recommended for use over 24 point for titles, headlines or advertisements.
  A consistently popular typeface over the years for large headlines that need attention grabbing “muscle”.

Meta

- Meta was chosen for its dynamic, clean and progressive appearance. It offers a complete family of options, condensed and regular, with weights from light to black, including italic. This extensive selection provides the flexibility needed for diverse applications. It is easy to read and globally available.

Fonts can be ordered at: ***www.fonts.com/FontServices/_Snap-on.htm***

Typography

MEMPHIS EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

MEMPHIS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

For use in:
>Headlines
>Subheads
>Callouts

Memphis Extra Bold

- Its boldness suggests power and will correspond to solid messages where visual impact is important. As a display face, this face is recommended for use over 24 point, in all caps, for titles, headlines and impact. A consistently popular typeface over the years for headlines that need attention grabbing muscle needed for diverse applications. It is easy to read and globally available.

Memphis Bold

- When space becomes an issue in design, or for use under 24 point, this type display can be used for impact in headlines and titles.

Fonts can be ordered at: *www.fonts.com/FontServices/_Snap-on.htm*

Typography

Meta Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Meta Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Meta Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Meta Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Meta Condensed Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@□$%^&*()_+?

Meta Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@□$%^&*()_+?

Meta Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@□$%^&*()_+?

Meta Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@□$%^&*()_+?

For use in:
>Headlines
>Subheads
>Body Text
>Captions
>Charts

Italic versions available for each font shown above

Meta

- Meta was chosen for its dynamic, clean and progressive appearance. It offers a complete family of options, condensed and regular, with weights from light to black, including italic and ligatures. This extensive selection provides the flexibility needed for diverse applications. It is easy to read and globally available. When using this typography in catalogs and number-heavy applications, note that the numerals ascend and descend. Meta LF is the recommended alternative for these applications.

Fonts can be ordered at: *www.fonts.com/FontServices/_Snap-on.htm*

Typography

Meta Book LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Meta Condensed Book LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@□$%^&*()_+?

Meta Medium LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Meta Condensed Medium LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@□$%^&*()_+?

Meta Bold LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Meta Condensed Bold LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@□$%^&*()_+?

Meta Black LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Meta Condensed Black LF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@□$%^&*()_+?

For use in:
>Headlines
>Subheads
>Body Text
>Captions
>Charts

Italic versions available for each font shown above

Meta LF

- Meta LF can be used when numbers are required. The numerals align evenly, without ascenders and descenders distracting the eye.

Fonts can be ordered at: *www.fonts.com/FontServices/_Snap-on.htm*

Typography
Computer Applications

Ariel Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Ariel Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

Ariel Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?

For use in:
>Headlines
>Subheads
>Body Text
>Captions
>Charts

Italic versions available for each font shown above

Ariel

- Ariel is an acceptable typography choice for computer-based applications like Microsoft Office®, all forms of websites and online communications. It is a globally used typeface. Helvetica is an acceptable substitute where Ariel is not available or for exceptionally dense documents.

Fonts can be ordered at: *www.fonts.com/FontServices/_Snap-on.htm*

DO YOUR TOOLS SPEAK TO YOU?

YES

D O Y O U R T O O L S S P E A K ?

NO – Do not letter space type

NO – Do not manipulate type

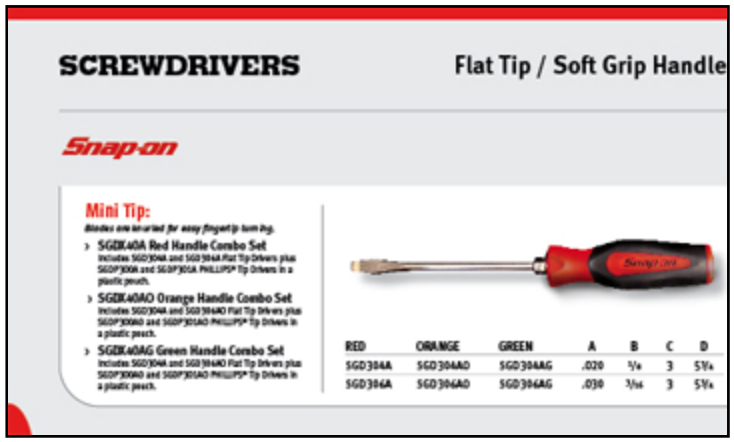
Do your tools speak to you?

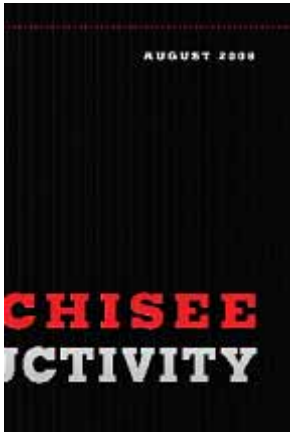
NO – Especially below 24 point, use all caps with Memphis

Do's and Don'ts

- Follow the recommended usage. Do not make the fonts difficult to read or adorn them with techniques that are not consistent with a professional brand.

Graphic Elements





Recommended Bullet Hierarchy

- First level bullets
  - » Second level bullets
    - • Third level bullets
      - – Fourth level bullets

Other Graphic Elements

- Rules…black, white, gray, red
  - » Dotted line ok
- Corners…radius preferred
- Field colors…lighter, or screened, variations of PMS Cool Gray 11
  - » 10% black for a background color would be appropriate
  - » Appropriate textures ok, even with black
- Accent or pop color for type and small graphic elements: PMS 136 Gold.

Box Front Photography

Snap-on tool storage is an icon for the brand. Box front elements are used as graphic elements, backgrounds, borders and dividers within layouts. These are photographic. They may be cropped as needed, offering great flexibility. In their simplest form, they create red, photographic fields. See example ads that follow.

User Photography Guidelines

Snap-on delivers productivity solutions to PROFESSIONAL users. When users are depicted, they should be working with tools, not mugging for the camera. Images should be crafted by desaturating overall color, while highlighting the red Snap-on color in the images.

1. This tech is concentrating on his work. Photography should look real, not posed.
2. Always show a safe working environment and correct gear, like eye protection and helmet here.
3. Lighting should be subdued and create a gritty, industrial feeling.
4. When focusing on a specific tool, show it in the proper work context.

Product Photography Guidelines

A stylized approach should be used when depicting tools as still-life. The product should be shown as hero, cropping tightly to create tension and power in the photo. Use interesting textures from tool use or storage situations.

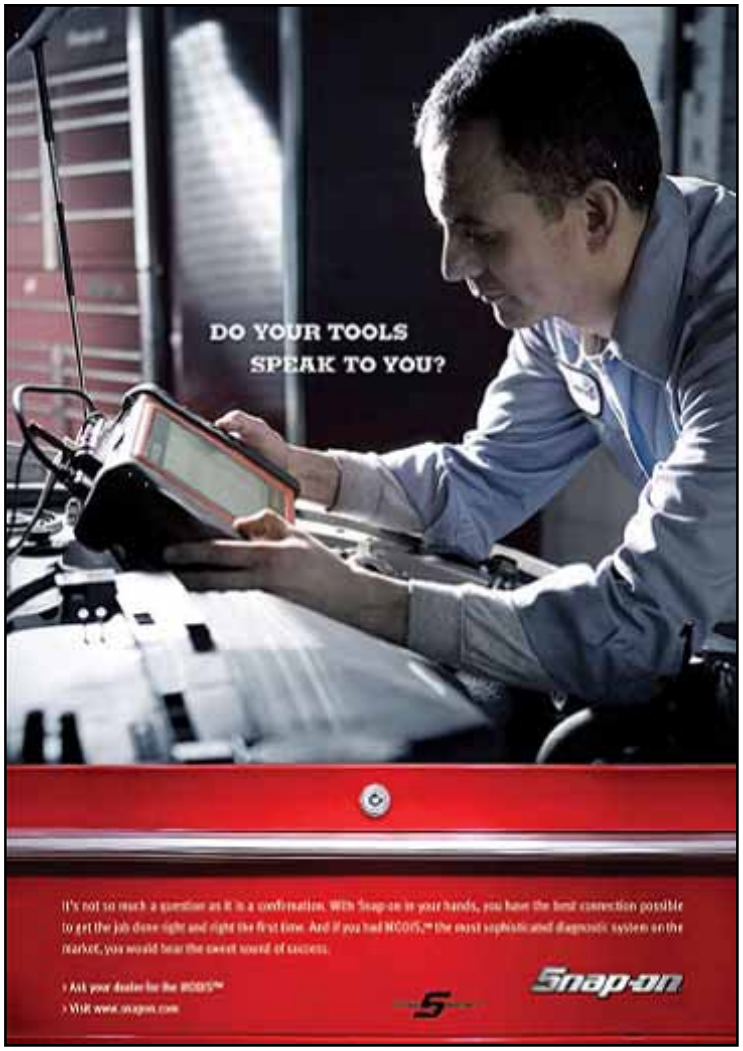
1. Show tools on an endemic background.
2. Shoot in tight close-up with handle/edge in the foreground.
3. Shoot at an angle that makes the product look strong, proud and heroic. Keep the logo in focus.

Photography Guidelines

Photography Don'ts

1. Do not show a professional user with a product that is not in active use.
2. Do not have a user directly engaged with the camera. They should be depicted working with a product.
3. Lighting should be realistic, not unusually bright for the situation.
4. Professional users and subjects should not be depicted as mugging for the camera – they should be concentrating on the job. Posed photos are appropriate for INTERNAL audiences.

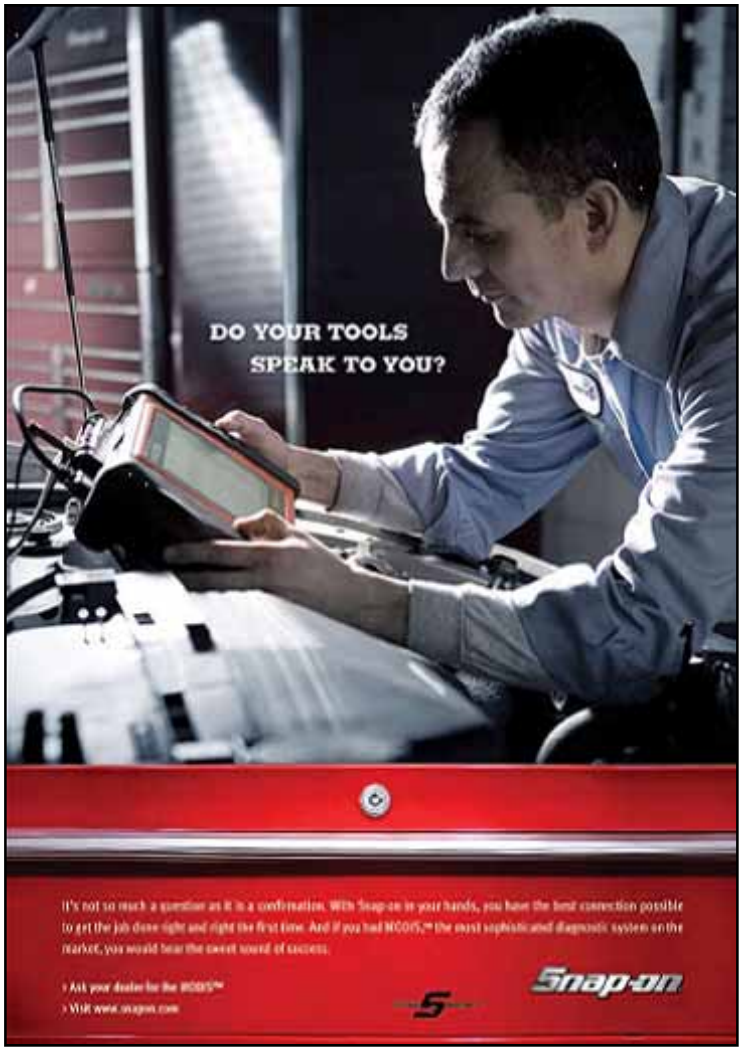
Putting It Together

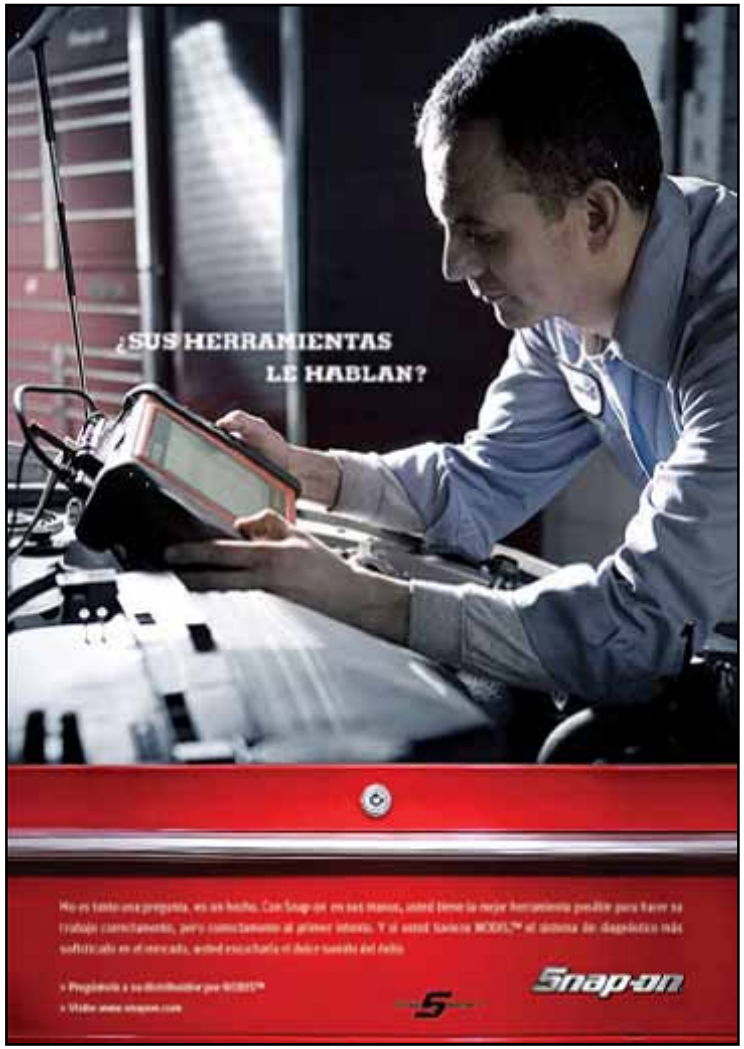


Ads and communications should have the same look, tone and manner across all businesses. This will build recognition and impact with customers.

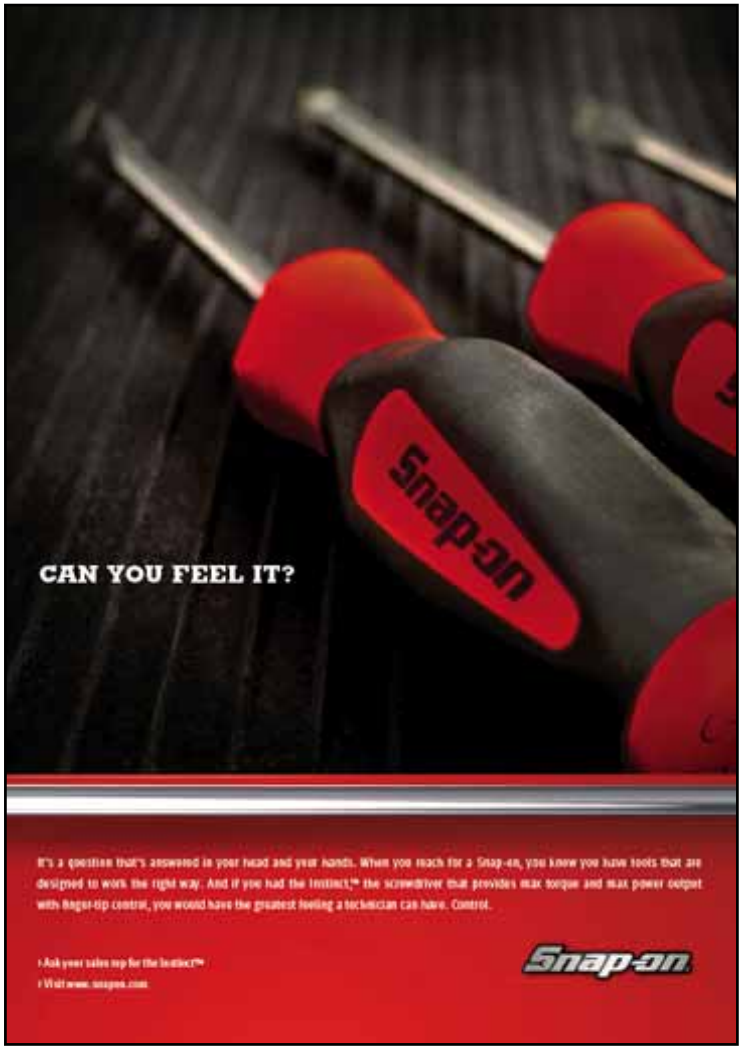
1. Headline should drive active engagement with the reader or state a clear point of difference.
2. Photography is the dominant element, depicting tools at work. Color is desaturated, emphasizing red Snap-on equipment.
3. Always include a call to action
4. Drawer front art at the base of the ad provides strength and power to anchor the ad and draw attention to copy elements.

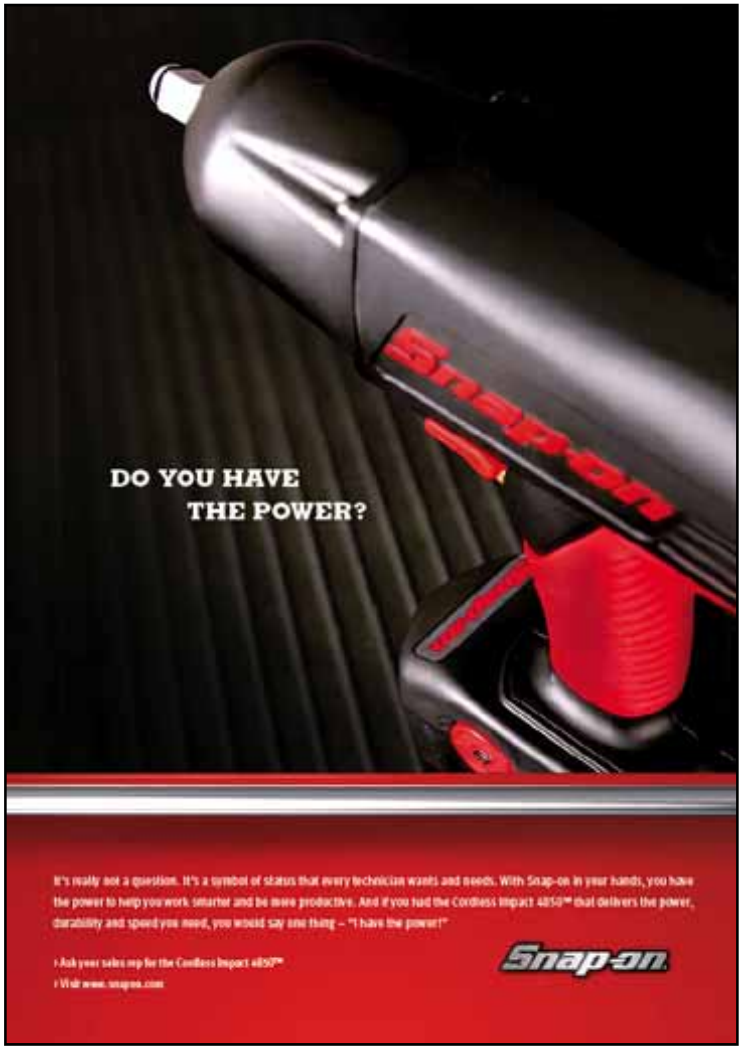
Magazine Ad Examples



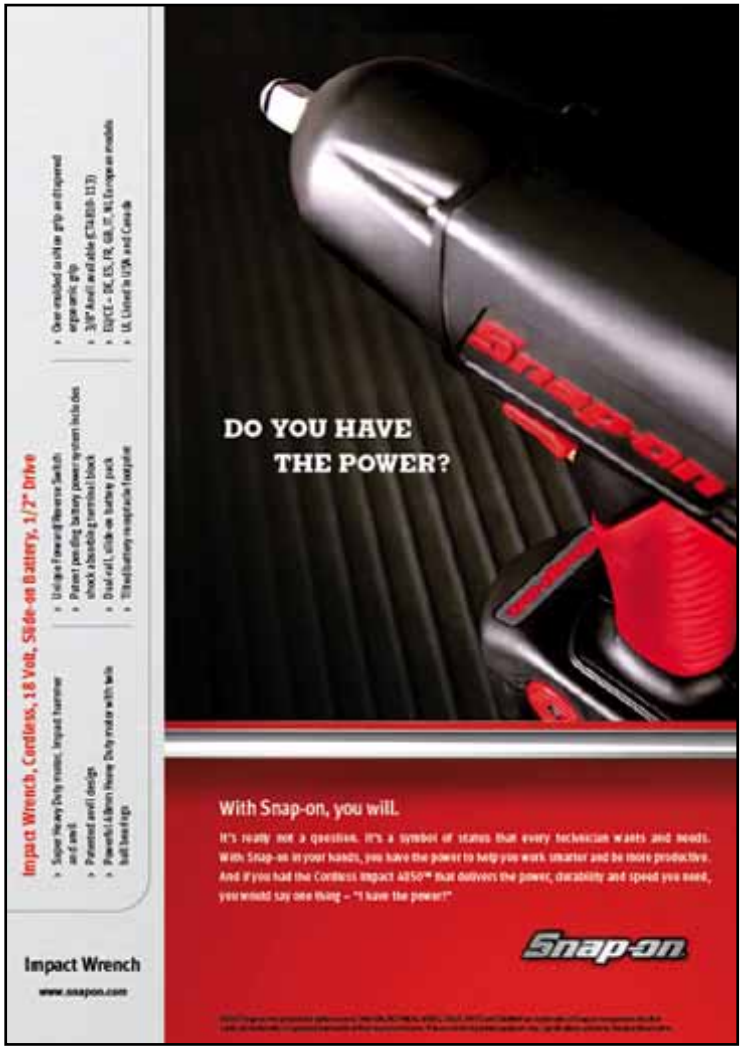


Magazine Ad Examples

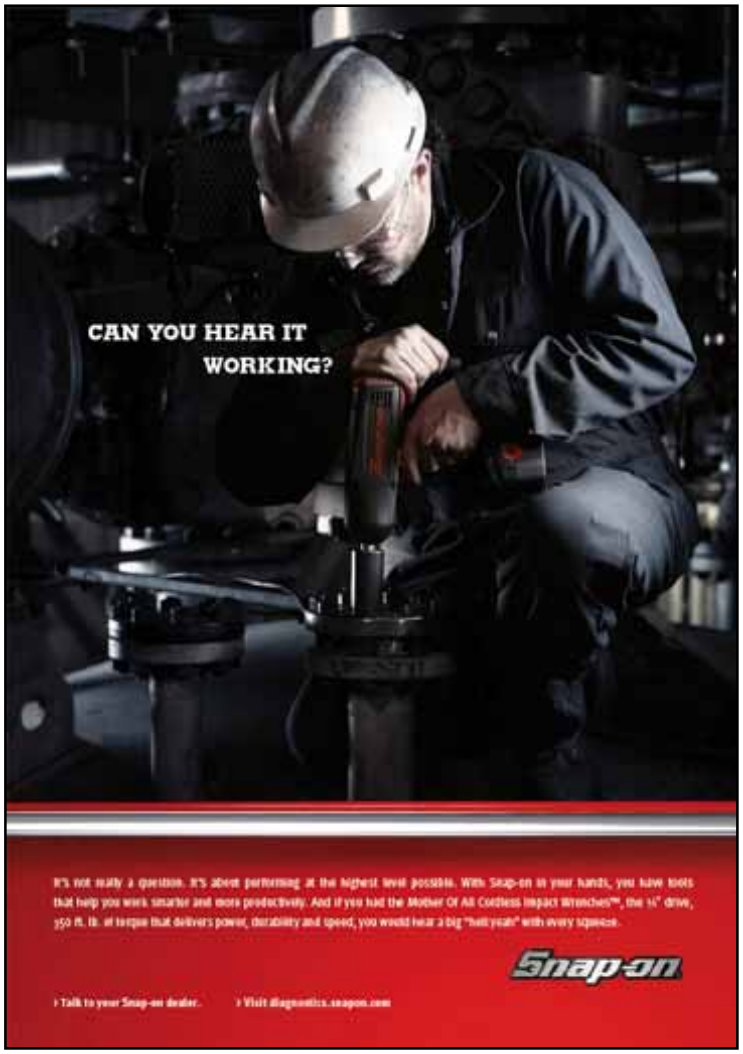




Magazine Ad Examples

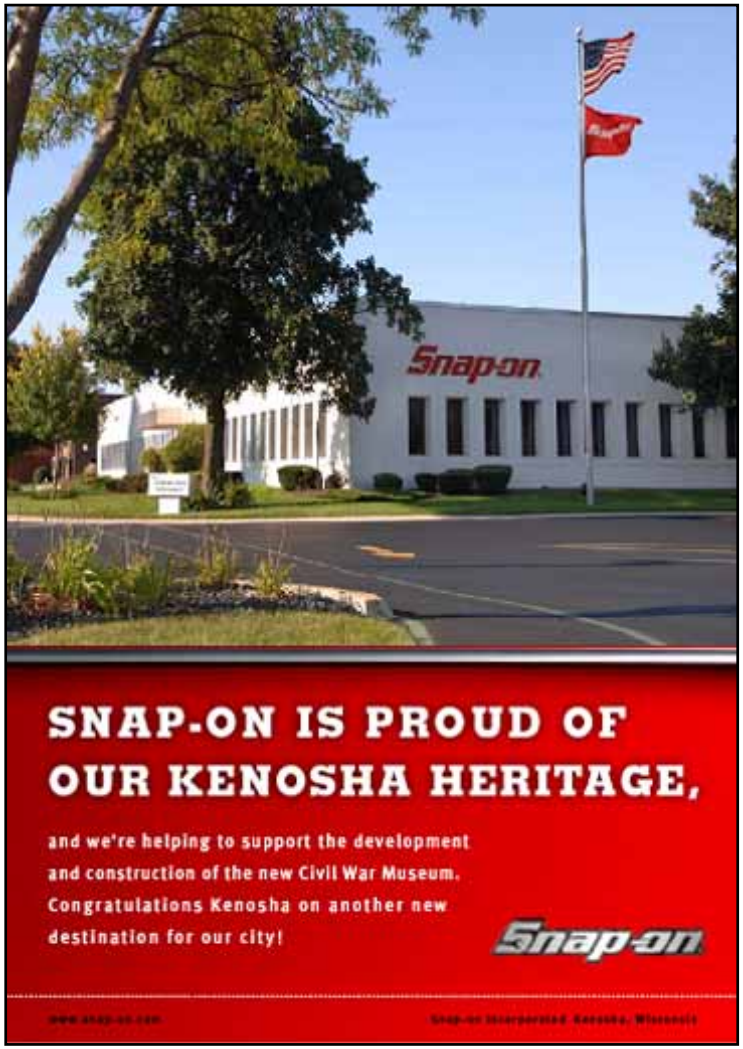


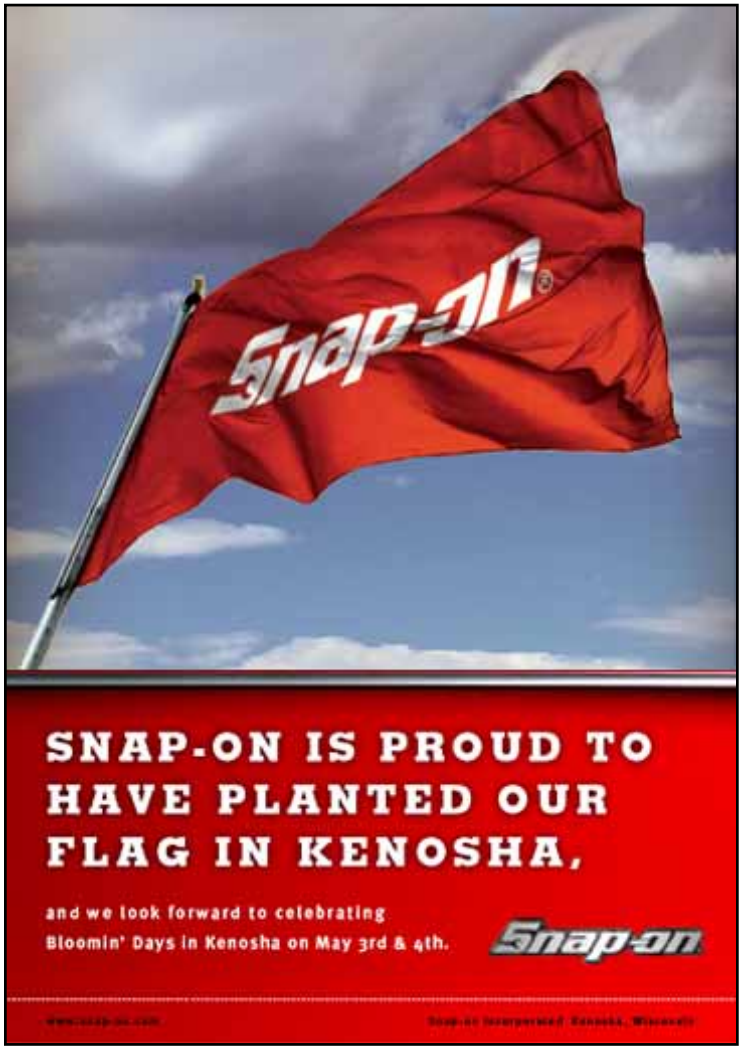
Magazine Ad Examples



Magazine Ad Examples

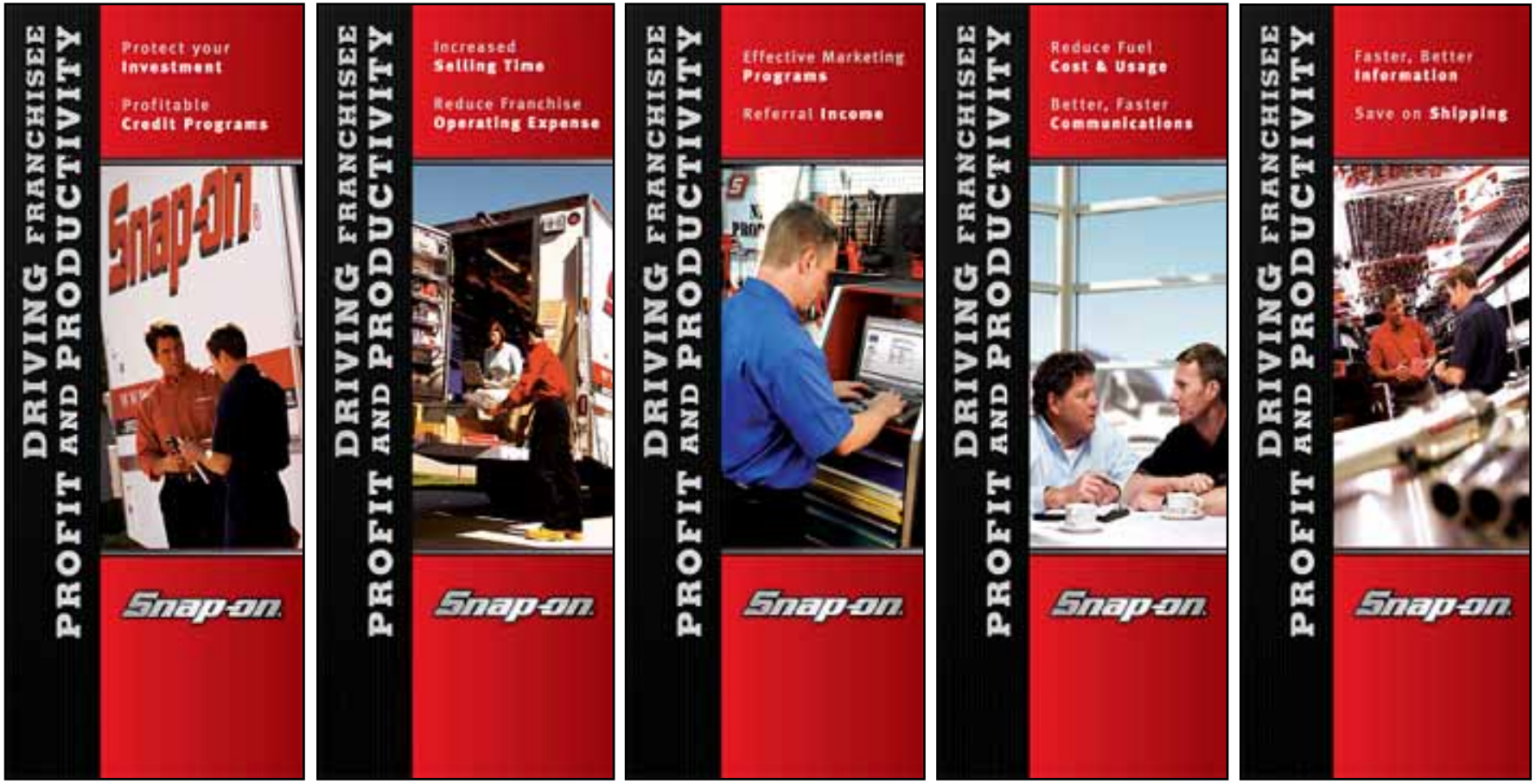
Community Relations Examples



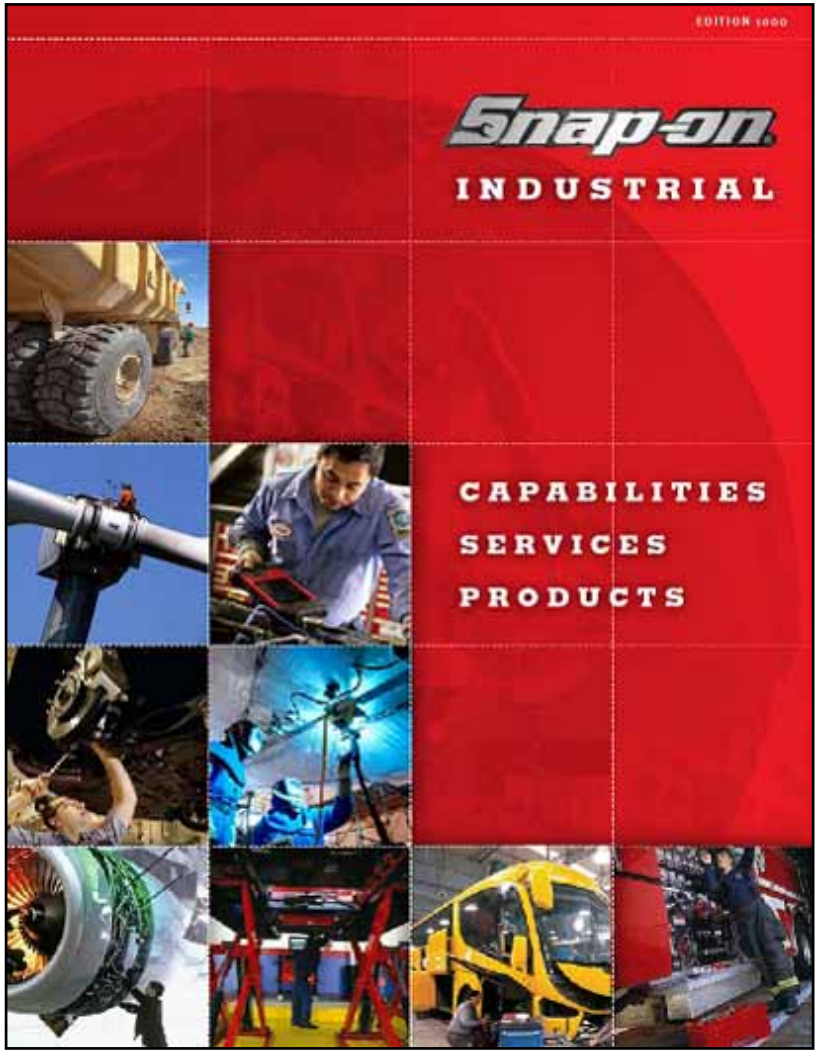


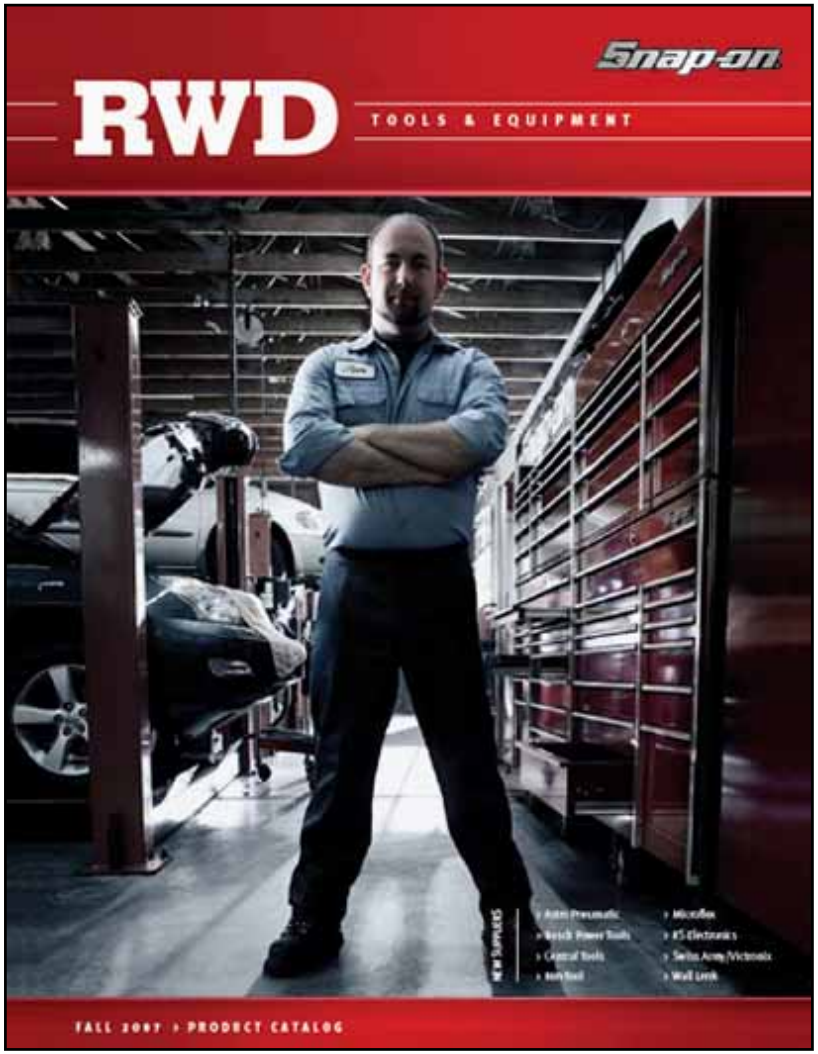
Recruiting Ad Examples

Trade Show Banners

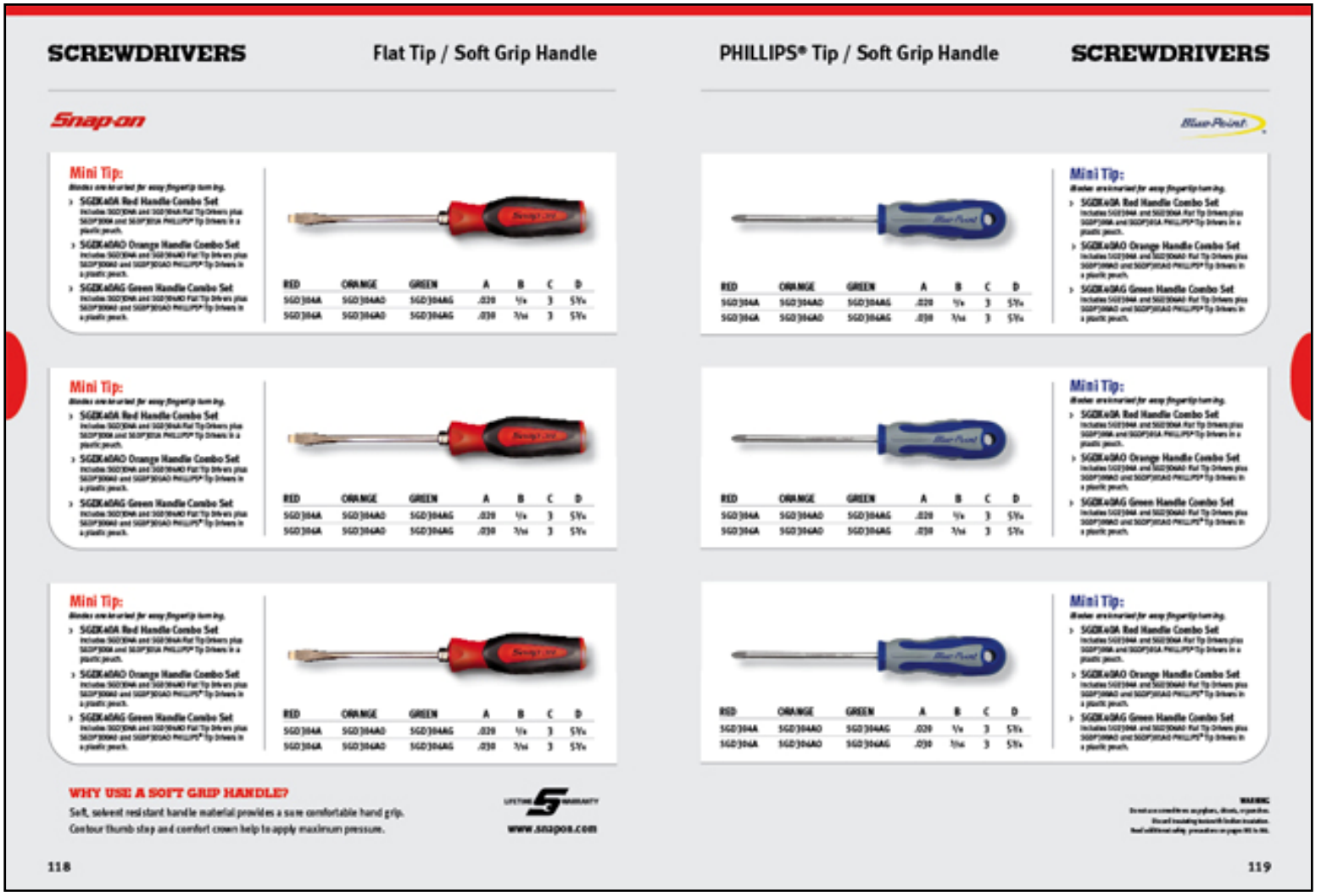


Catalog Cover Examples





Catalog Inside Spread Example



SCREWDRIVERS

Flat Tip / Soft Grip Handle

PHILLIPS® Tip / Soft Grip Handle

SCREWDRIVERS

Snap-on

Blue-Point

Mini Tip:

- SGDK40A Red Handle Combo Set
- SGDK40AO Orange Handle Combo Set
- SGDK40AG Green Handle Combo Set

RED	ORANGE	GREEN	A	B	C	D
SGD304A	SGD304AO	SGD304AG	.020	1/8	3	5 9/16
SGD304A	SGD304AO	SGD304AG	.030	3/16	3	5 9/16

Mini Tip:

- SGDK4BA Red Handle Combo Set
- SGDK4BAO Orange Handle Combo Set
- SGDK4BAG Green Handle Combo Set

RED	ORANGE	GREEN	A	B	C	D
SGD304A	SGD304AO	SGD304AG	.020	1/8	3	5 9/16
SGD304A	SGD304AO	SGD304AG	.030	3/16	3	5 9/16

WHY USE A SOFT GRIP HANDLE?

Soft, solvent resistant handle material provides a sure comfortable hand grip. Contour thumb step and comfort crown help to apply maximum pressure.

www.snapon.com

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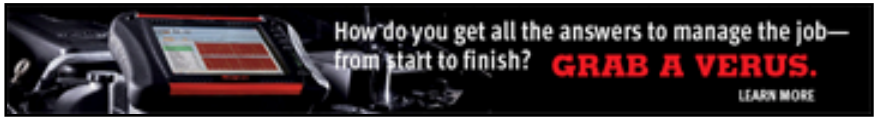
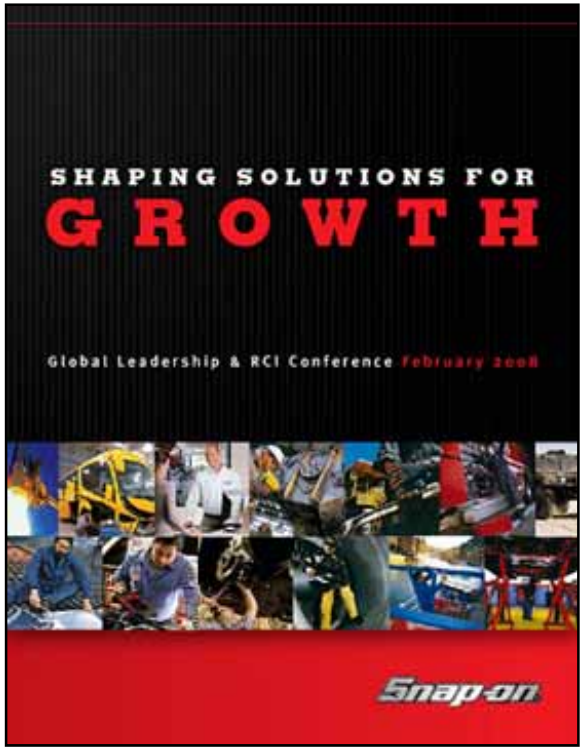
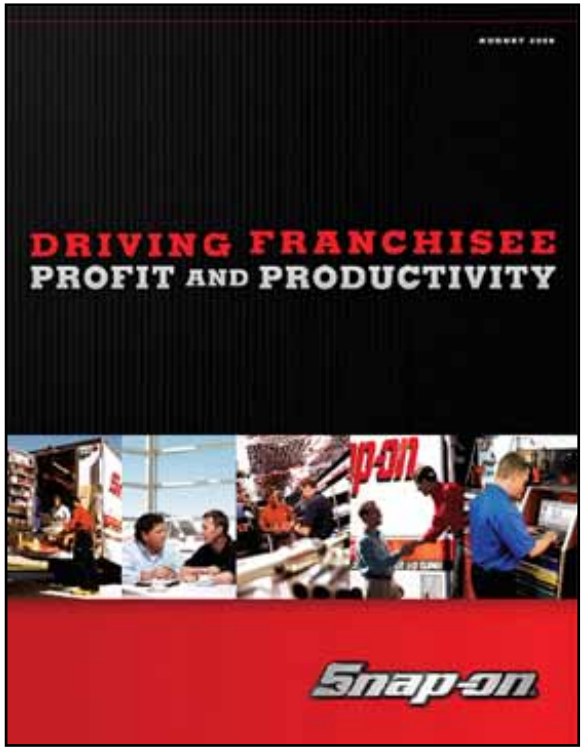
E-Marketing Examples



Business Materials

Snap-on business materials also need to conform to the brand communication standards. Typically, these materials are not product related and are branding the company or a person to various constituents like associates, investors, business partners, suppliers, etc. Overall, these materials should reflect a consistency of graphics and a professional look in keeping with a NYSE-traded company selling to serious, high-end professional users.





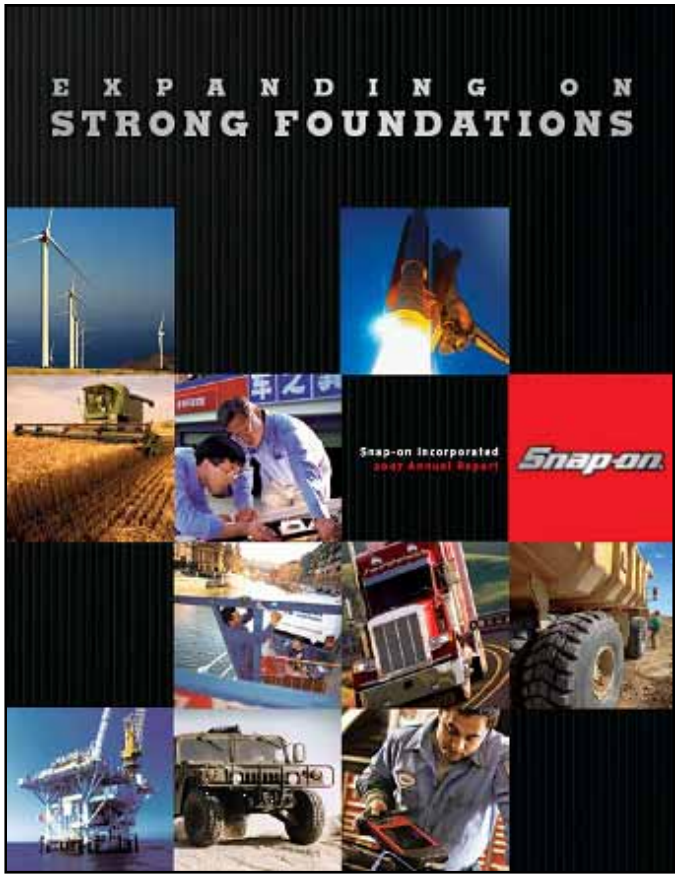
Business Material Examples

<< CD or DVD Label

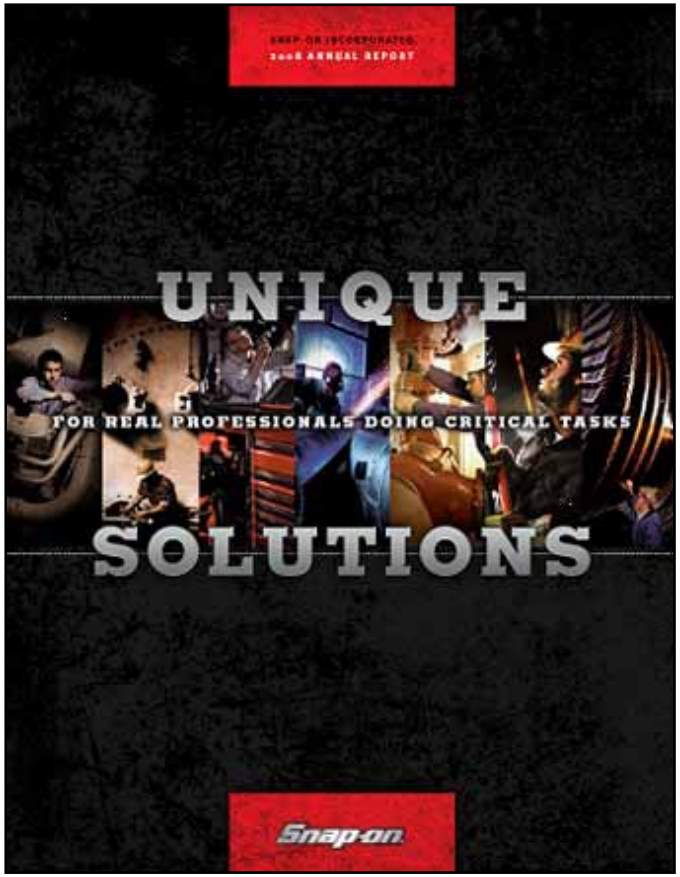
Meeting Binder Cover >>

Sales Material Folder

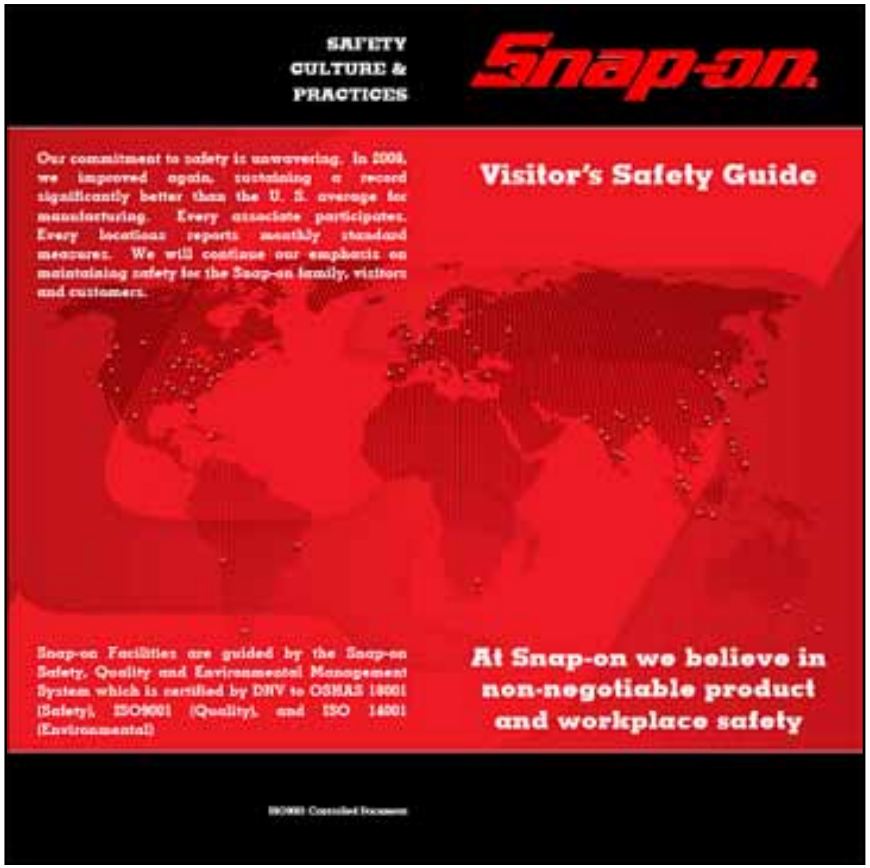
Annual Reports



Annual Reports



Safety Brochure Example



SAFETY CULTURE & PRACTICES

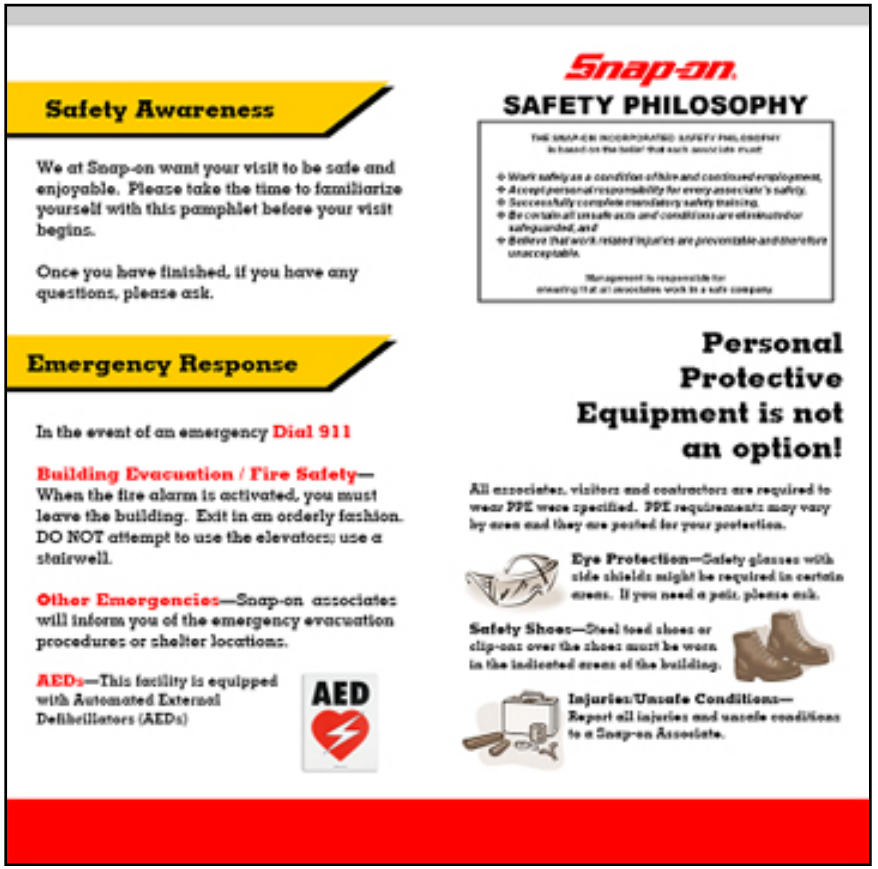
Snap-on

Our commitment to safety is unwavering. In 2008, we improved again, sustaining a record significantly better than the U. S. average for manufacturing. Every associate participates. Every locations reports monthly standard measures. We will continue our emphasis on maintaining safety for the Snap-on family, visitors and customers.

Visitor's Safety Guide

Snap-on Facilities are guided by the Snap-on Safety, Quality and Environmental Management System which is certified by DNV to OSHAS 18001 (Safety), ISO9001 (Quality), and ISO 14001 (Environmental)

At Snap-on we believe in non-negotiable product and workplace safety



Safety Awareness

We at Snap-on want your visit to be safe and enjoyable. Please take the time to familiarize yourself with this pamphlet before your visit begins.

Once you have finished, if you have any questions, please ask.

Emergency Response

In the event of an emergency **Dial 911**

Building Evacuation / Fire Safety—When the fire alarm is activated, you must leave the building. Exit in an orderly fashion. DO NOT attempt to use the elevators; use a stairwell.

Other Emergencies—Snap-on associates will inform you of the emergency evacuation procedures or shelter locations.

AEDs—This facility is equipped with Automated External Defibrillators (AEDs)

AED

Snap-on

SAFETY PHILOSOPHY

THE SNAP-ON INCORPORATED SAFETY PHILOSOPHY is based on the belief that each associate must:

- Work safely as a condition of hire and continued employment,
- Accept personal responsibility for every associate's safety,
- Successfully complete mandatory safety training,
- Be certain all unsafe acts and conditions are eliminated or safeguarded, and
- Believe that work related injuries are preventable and therefore unacceptable.

Management is responsible for ensuring that all associates work in a safe company

Personal Protective Equipment is not an option!

All associates, visitors and contractors are required to wear PPE where specified. PPE requirements may vary by area and they are posted for your protection.

Eye Protection—Safety glasses with side shields might be required in certain areas. If you need a pair, please ask.

Safety Shoes—Steel toed shoes or clip-ons over the shoes must be worn in the indicated areas of the building.

Injuries/Unsafe Conditions—Report all injuries and unsafe conditions to a Snap-on Associate.

Innovation Works Example

innovation WORKS

Meeting Materials

Nametags are particularly important to the success of meetings and conferences. In preparing these, follow the direction below on all details.

- If a lanyard is used to display the tag, the tag must be printed on both sides with the same information.
- The first name should be significantly larger than the last name.
- The Snap-on logo against the storage bar is required at top or bottom. If color coding of tags is required, move the logo bar to the top.
- If additional information like title or location is desired, it should appear below the last name.
- Nametag template is available at:

http://intranet.snapon.com/brandmarketing.nws

Business Cards

As a professional, global company, Snap-on wants associates and representatives to present themselves in a dignified and professional manner. Business cards should meet this standard. They are not sales promotion materials.

- The red Snap-on logo is presented in the clear at top left on all cards.
- Some associates are required to display product brands they represent...see example.
- Some associates may include approved icons to communicate certifications or associations.
- Order business cards at: ***www.uggprint.com***

Division in 8.5 pt. Meta Bold

Contact Info in 8.5 pt. Meta Normal (Tel/Cell/Fax, etc. = Meta Normal – Small Caps)

Name in 9.5 pt. Meta Bold

Title in 8.5 pt. Meta Normal

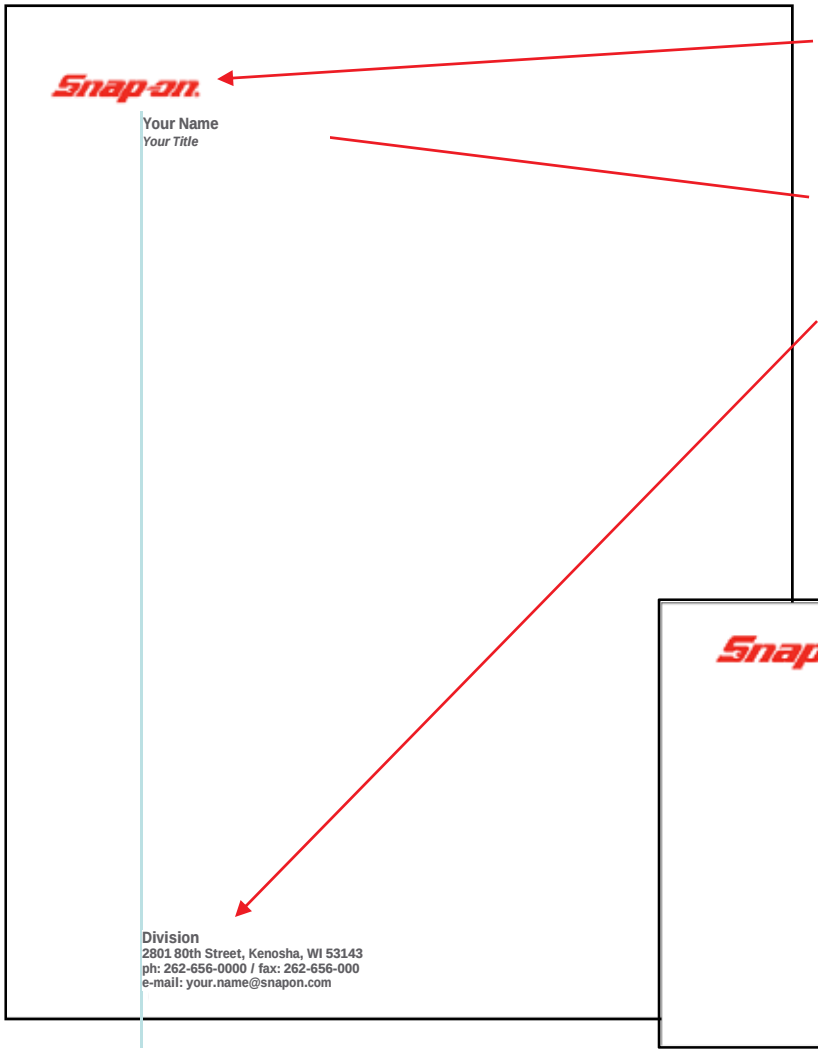
Field Sales Example – Certification & Region ID

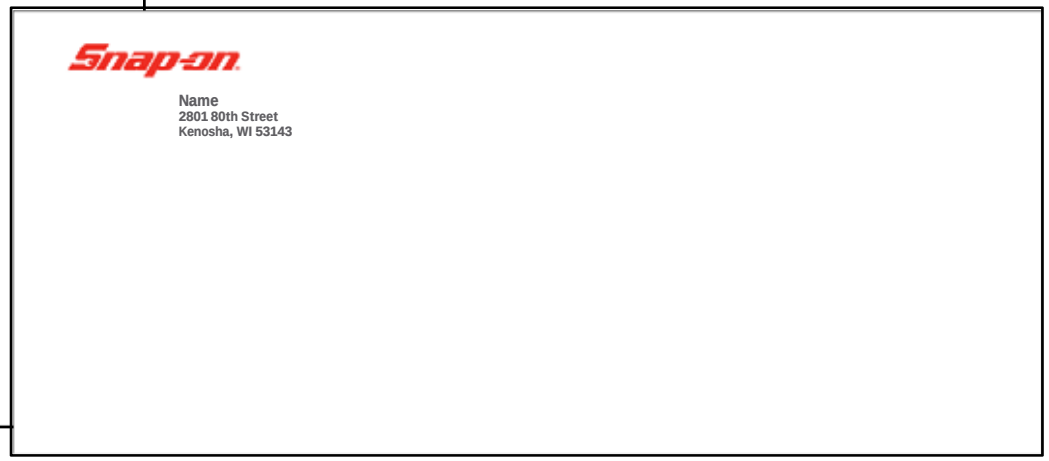
International Example

Field Sales Example – Military & Government

Divisional Example – Multi Product Brand Sales

Stationary





The red logo is used here to carry the primary brand color. Name and title appear near the logo, following the clear space guidelines. These are indented to establish alignment of the body copy with the logo.

Divisional and address information should appear at bottom left on correspondence and below the logo on envelopes.

Order these materials at: ***www.uggprint.com***

Presentation Format & Guidelines

The standard slide template and formatting directions are available at:

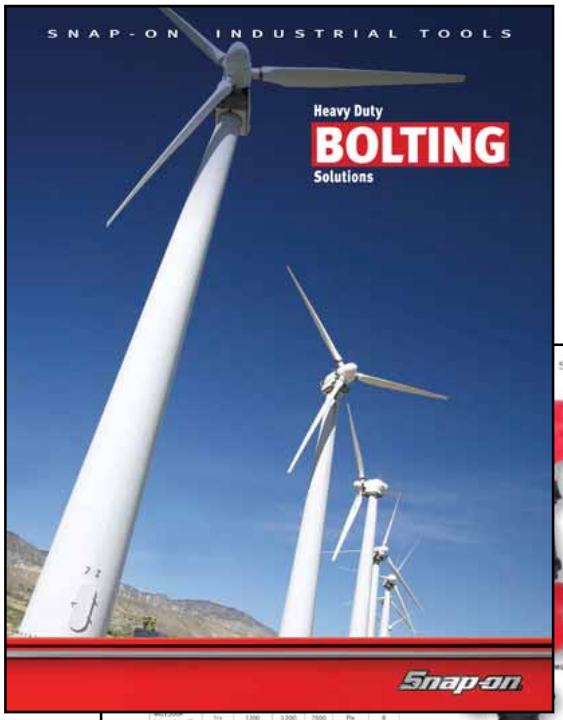
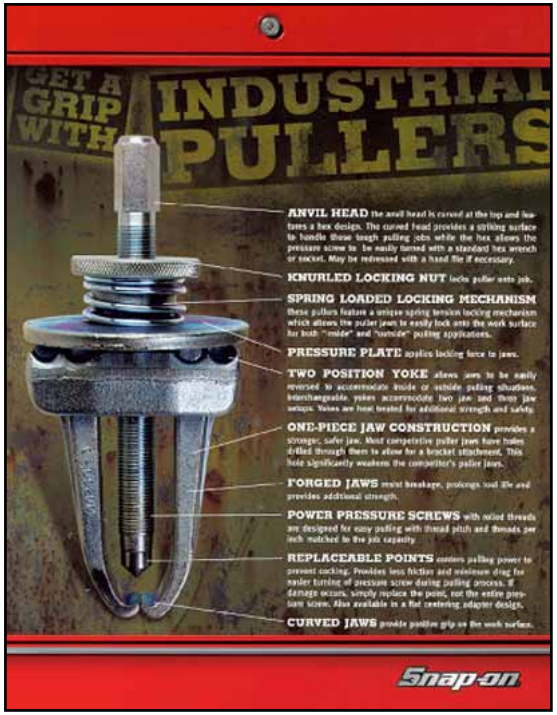
- Snap-on Associates – http://intranet.snapon.com/brandmarketing.nws
- External Suppliers – CD/DVD or your Snap-on contact

Event Marketing Collateral

Event Marketing Displays

Collateral Material

Sales Promotion Materials

Direct Mail Example

Sales Collateral Examples