



# BRAND COMMUNICATION STANDARDS

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](mailto: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](mailto: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](mailto: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-OMzed* or *SNAPPED-ON*
  - Trademarks cannot be abbreviated, altered, extended or modified
    - For example: *SNAP-ONation*, *SNAP-OMt*
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 [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.



## 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.





~~Snap-on~~

Wrong

Min width 1-3/8"

Snap-on

Correct

Snap-on

Snap-on

Snap-on

## 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.



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 

2 

3 

4 

5 

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10 

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14



15



16



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 use 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



**THERE IS A DIFFERENCE™**

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



**THERE IS A DIFFERENCE™**

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



**THERE IS A DIFFERENCE™**

White icon on red, black or other dark colored background



**THERE IS A DIFFERENCE™**



**THERE IS A DIFFERENCE™**

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

Minimum  
Width 1-3/8"



Minimum  
Width 1-3/8"



Minimum  
Width 1-3/8"



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



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"



One color on red, black or other dark colored background



Minimum  
Height 3/8"



Minimum  
Height 3/8"

## 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.





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



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

Minimum  
Width 1-3/8"



## 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 trademark. This area should be preserved anytime you use the trademark 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.



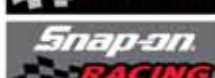
100% White Snap-on trademark logo, PMS 137C yellow racing text and 100% black flag to be used on a red background.



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.



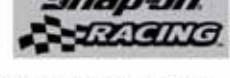
100% white Snap-on Racing logo to be used on a black background when the use of the preferred 3-color racing logo does not work.



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



Minimum Width 1-3/8"



Minimum Width 1-7/5"



Minimum Width 1-7/5"



Minimum Width 1-7/5"

## 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.

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.

## Meta Book

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

## Meta Medium

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

## Meta Bold

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

## Meta Black

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

## For use in:

- >Headlines
- >Subheads
- >Body Text
- >Captions
- >Charts

Fonts can be ordered at: [www.fonts.com/FontServices/\\_Snap-on.htm](http://www.fonts.com/FontServices/_Snap-on.htm)

## Meta Condensed Book

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

## Meta Condensed Medium

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

## Meta Condensed Bold

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

## Meta Condensed Black

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

*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.

## Meta Book LF

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

## Meta Medium LF

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

## Meta Bold LF

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

## Meta Black LF

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

## Meta Condensed Book LF

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

## Meta Condensed Medium LF

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

## Meta Condensed Bold 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.

# 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](http://www.fonts.com/FontServices/_Snap-on.htm)

DO YOUR TOOLS SPEAK TO YOU?

**YES**

DO YOUR TOOLS SPEAK?

**NO – Do not letter space type**

**DO YOUR TOOLS SPEAK TO YOU?**

**DO YOUR TOOLS SPEAK TO YOU?**

**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

**Impact Wrench, Cordless, 18 Volt, Slide-on Battery, 1/2" Drive**

- ▶ Utilize Forward Reverse Switch
- ▶ Prevent ponding battery power system includes shock absorbing terminals block
- ▶ Dual rail, slide-on battery pack
- ▶ Tilted battery receptacle for ease of use

Super Heavy Duty motor, Impact Hammer  
as it is!

Patented anti design  
Powerful 1.8 Amp Heavy Duty motor with built-in ball bearings

**DO YOU HAVE THE FORCE?**

With Snap-on, you  
It's really not a question  
With Snap-on in your hand  
And if you had the Cordless  
you would say one thing –


Impact Wrench  
www.snapon.com

**SCREWDRIVERS** Flat Tip / Soft Grip Handle

**Snap-on**

**Mini Tip:**  
Models are oriented for easy fit on both fig.

- ▶ **SGDR40A Red Handle Combo Set**  
Includes SGD304A and SGD304A Flat Tip Drivers plus SGD300A and SGD301A PHILLIPS® Tip Drivers in a plastic pouch.
- ▶ **SGDR40AO Orange Handle Combo Set**  
Includes SGD304A and SGD304AO Flat Tip Drivers plus SGD300AO and SGD301AO PHILLIPS® Tip Drivers in a plastic pouch.
- ▶ **SGDR40AG Green Handle Combo Set**  
Includes SGD304A and SGD304AG Flat Tip Drivers plus SGD300AG and SGD301AG PHILLIPS® Tip Drivers in a plastic pouch.



RED	ORANGE	GREEN	A	B	C	D
SGD304A	SGD304AO	SGD304AG	.020	1/4	3	5 1/4
SGD304A	SGD304AO	SGD304AG	.030	3/16	3	5 1/4

**innovation EXPLORES**

**CHISEL ACTIVITY**

AUGUST 2008

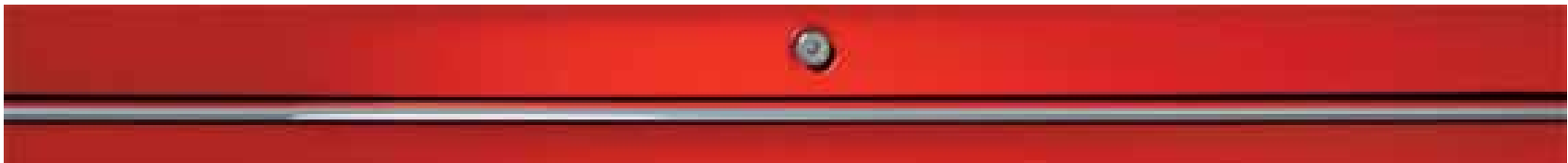
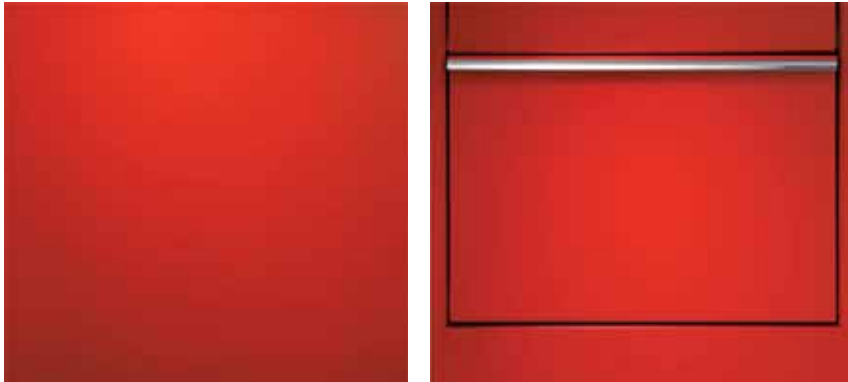
## Recommended Bullet Hierarchy

- 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



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.

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.



# Photography Guidelines

1



2



3



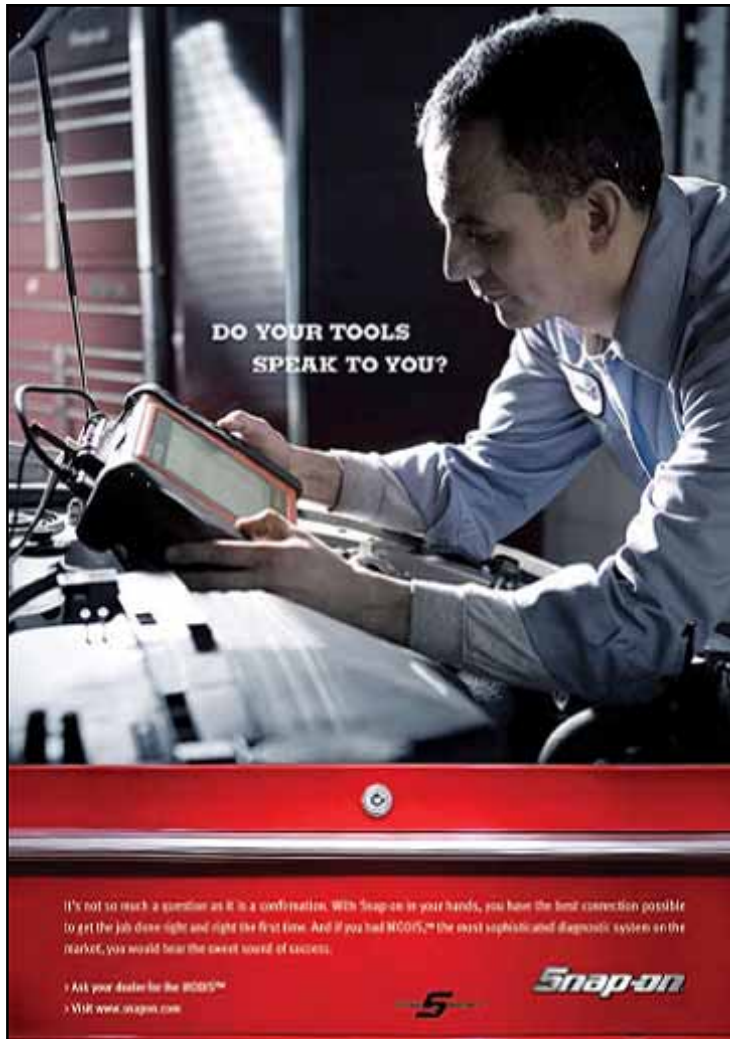
4



## 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.



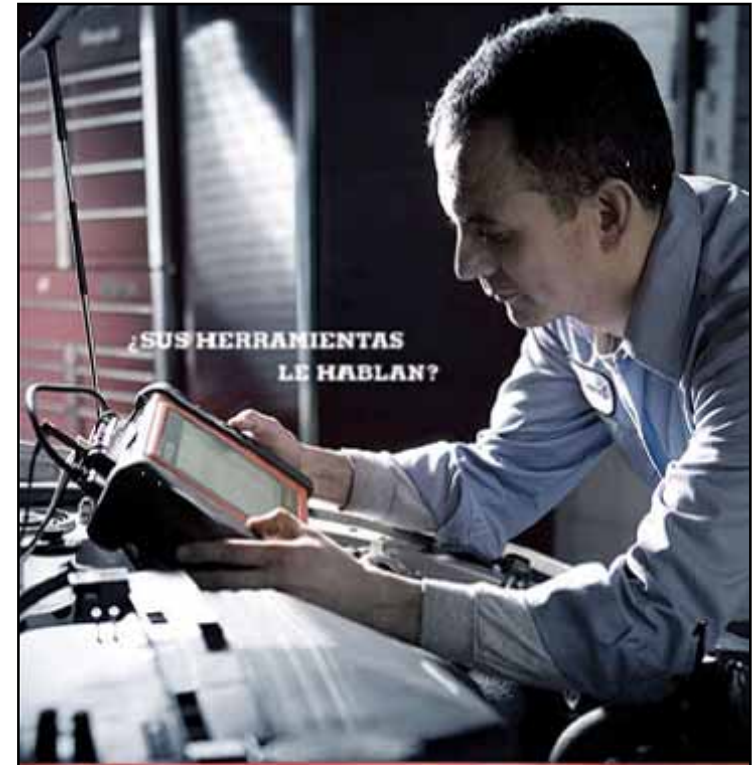

# Magazine Ad Examples



DO YOUR TOOLS  
SPEAK TO YOU?

It's not so much a question as it is a confirmation. With Snap-on in your hands, you have the time correction possible to get the job done right and right the first time. And if you had MCOOS™, the most sophisticated diagnostic system on the market, you would hear the sweet sound of success.


Ask your dealer for the MCOOS™  
Visit [www.snapon.com](http://www.snapon.com)



¿SUS HERRAMIENTAS  
LE HABLAN?

No es tanto una pregunta, es un hecho. Con Snap-on en sus manos, usted tiene la mejor herramienta posible para hacer su trabajo correctamente, pero, concretamente al primer intento. Y si usted tuviera MCOOS™, el sistema de diagnóstico más sofisticado en el mercado, usted escucharía el dulce sonido del éxito.

Pregúntele a su distribuidor por MCOOS™  
Visite [www.snapon.com](http://www.snapon.com)



# Magazine Ad Examples

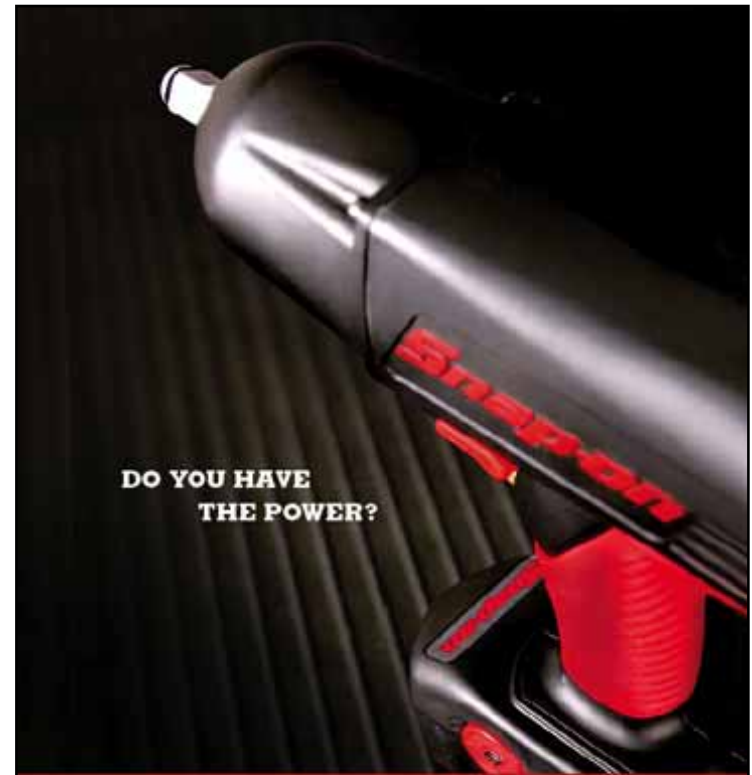


**CAN YOU FEEL IT?**

It's a question that's answered in your head and your hands. When you reach for a Snap-on, you know you have tools that are designed to work the right way. And if you had the Instinct™ the screwdriver that provides max torque and max power output with finger-tip control, you would have the greatest feeling a technician can have. Control.

Ask your sales rep for the Instinct™  
Visit [www.snapon.com](http://www.snapon.com)

**Snap-on**



**DO YOU HAVE  
THE POWER?**

It's really not a question. It's a symbol of status that every technician wants and needs. With Snap-on in your hands, you have the power to help you work smarter and be more productive. And if you had the Cordless Impact 4850™ that delivers the power, durability and speed you need, you would say one thing – "I have the power!"

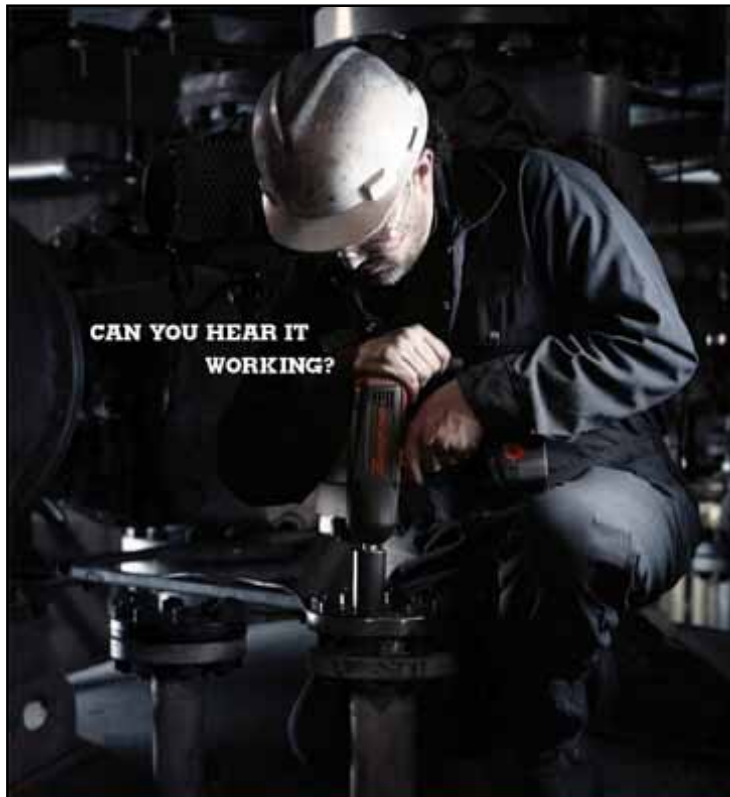
Ask your sales rep for the Cordless Impact 4850™  
Visit [www.snapon.com](http://www.snapon.com)

**Snap-on**





# Magazine Ad Examples

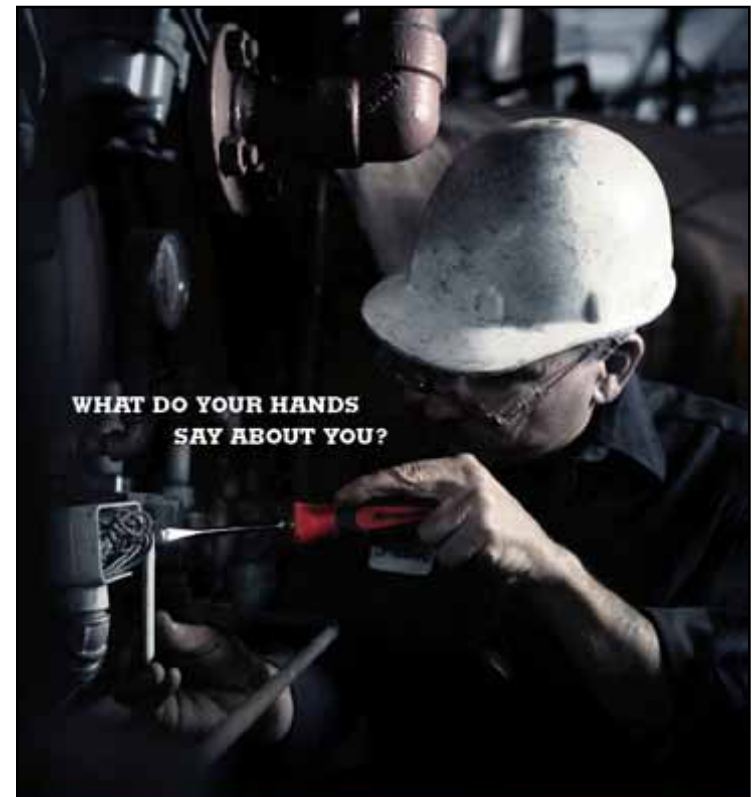


**CAN YOU HEAR IT  
WORKING?**

It's not really a question. It's about performing at the highest level possible. With Snap-on in your hands, you have tools that help you work smarter and more productively. And if you had the Mother Of All Cordless Impact Wrenches™, the 11" drive, 350 ft. lb. of torque that delivers power, durability and speed, you would hear a big "hell yeah!" with every squeeze.

**Snap-on**

↳ Talk to your Snap-on dealer. ↳ Visit [diagnostics.snapon.com](http://diagnostics.snapon.com)



**WHAT DO YOUR HANDS  
SAY ABOUT YOU?**

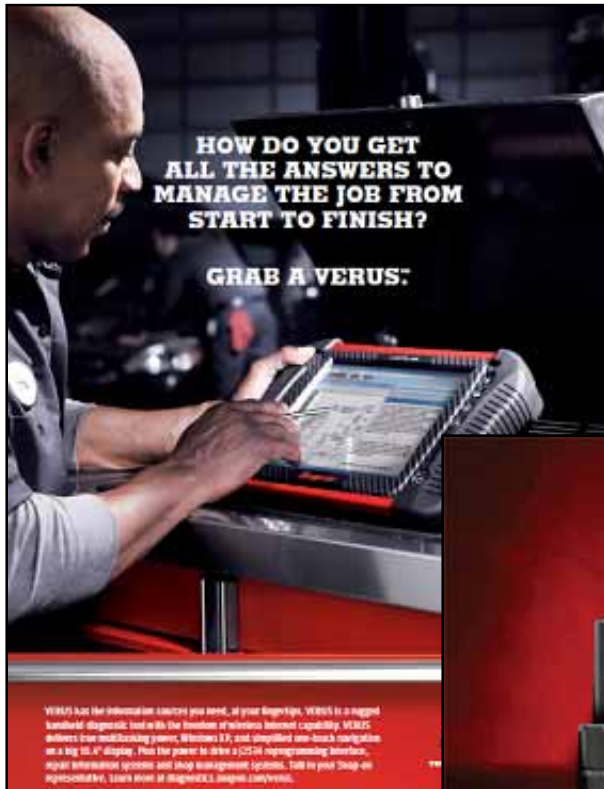
It's not really a question. It's an attitude that every technician can understand. With Snap-on in your hands, you have tools that are designed to work the right way. And if you had the Instruct™, the screwdriver that provides max torque and max power output with fingertip control, your hands would speak for themselves.

**Snap-on**

↳ Talk to your Snap-on dealer. ↳ Visit [diagnostics.snapon.com](http://diagnostics.snapon.com)



# Magazine Ad Examples



**HOW DO YOU GET ALL THE ANSWERS TO MANAGE THE JOB FROM START TO FINISH?**

**GRAB A VERUS™**

VERUS has the information sources you need... at your fingertips. VERUS is a rugged handheld diagnostic tool with the freedom of wireless internet capability. VERUS delivers live malfunction power, Wi-Fi™, and simplified one-touch navigation on a big 10.4" display. Plus the power to drive a J2534 reprogramming interface, repair information systems and shop management systems. Talk to your Snap-on representative, 1-800-888-8787 or [Snap-on.com/verus](http://Snap-on.com/verus).



**THE LONG AND THE SHORT OF IT?**



[ YOU GET \$135 SHALLOW SET FOR FREE ]

**FOR A LIMITED TIME, buy the 12-piece 1/4" drive deep socket set, and get the shallow set free. It's uncompromising quality at an unbelievable value, from the people who not only invented the modern socket, but perfected it. Offer good on the 124STMMX set only. Available through your Snap-on franchisee and online at [www.snapon.com/buy12get12](http://www.snapon.com/buy12get12)**



## THE POWER IS WITHIN REACH.

**INTRODUCING EPIQ, THE FIRST POWERED TOOL STORAGE UNIT FROM SNAP-ON.** Top-notch and PC-based diagnostics. Confident tools. Reliable security. That's what you need in the 21st century. Now tool storage brings it all together. Because now there's EPIQ. The first storage unit that's powered to work the way you do. And because it's from Snap-on, EPIQ is true to a heritage of rugged durability. Whenever you go in your productivity and career, EPIQ has the power to get you there. Talk to your Snap-on representative today for details and full specs.

### THE POWER SOURCE: CREATED BY TECHS. FOR TECHS.

Techs and shop owners from around the country had a hand in creating EPIQ. In customer clinics and research groups, Snap-on got dozens of ideas and insights about most-wanted designs and features. Techs told us what worked. What could work better. And what didn't work. The result is the first storage unit that works the way you do—because you created it.

- 1 **PowerUp™** — Stainless steel work surface has integrated power source. Four-sided raised lip-edge keeps items on the work surface.
- 2 **PowerZone** — Lockable area designed for diagnostic equipment and light-to-medium loading. It won't crack.
- 3 **PowerBack** — Dedicated storage location to secure nearby problem areas and batteries. Built-in power access built between storage areas with built-in lockout.
- 4 **Infuse™ Drawers** — Operate with a simple action, but don't drift open and provide a secure finish with ultraperforming strength.
- 5 **DO-RIDE™** — 7" heavy-duty ring wheels with independent torsion spring suspension for a superior stop-and-go ride.



Discover EPIQ using Snap-on financing and get free case pickup/delivery. Financing available at no extra charge! We can have them right now at [snapon.com/epiq](http://snapon.com/epiq)



# Community Relations Examples



**SNAP-ON IS PROUD OF  
OUR KENOSHA HERITAGE,**

and we're helping to support the development  
and construction of the new Civil War Museum.  
Congratulations Kenosha on another new  
destination for our city!



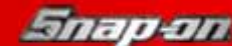
[www.snap-on.com](http://www.snap-on.com)

Snap-on Incorporated Kenosha, Wisconsin



**SNAP-ON IS PROUD TO  
HAVE PLANTED OUR  
FLAG IN KENOSHA,**

and we look forward to celebrating  
Bloomin' Days in Kenosha on May 3rd & 4th.



[www.snap-on.com](http://www.snap-on.com)

Snap-on Incorporated Kenosha, Wisconsin



# Recruiting Ad Examples

**Get Details On Special  
Military Service  
Discount Program**



**Snap-on**

**Be in Business With the Best<sup>SM</sup>**

WHAT IF YOUR FAMILY BUSINESS  
WAS THE BEST IN THE WORLD?



With Snap-on, it will be.

You know Snap-on as the #1 professional tool brand in the world. What you may not know is that Snap-on is also a fantastic business opportunity. Along with our legendary innovation and relentless determination to be the best, the business model we've honed over the course of three decades has made us a franchise that checks all the boxes:

- More than 4000 franchise worldwide
- Most in-demand product in the category
- Established list of customers
- Profitable areas where you go to your customers
- No real estate investment
- Exceptional training and support
- Proven franchise model
- No royalties or advertising fees

**Snap-on**

**Be in Business with the Best**

Visit us to compare. [Snaponfranchise.com](http://Snaponfranchise.com) 1-877-4-SNAP-ON

Any company would be  
**proud**  
to have you as an employee.








We would be proud to have  
**YOU**  
as a Franchise Owner.

**Snap-on**

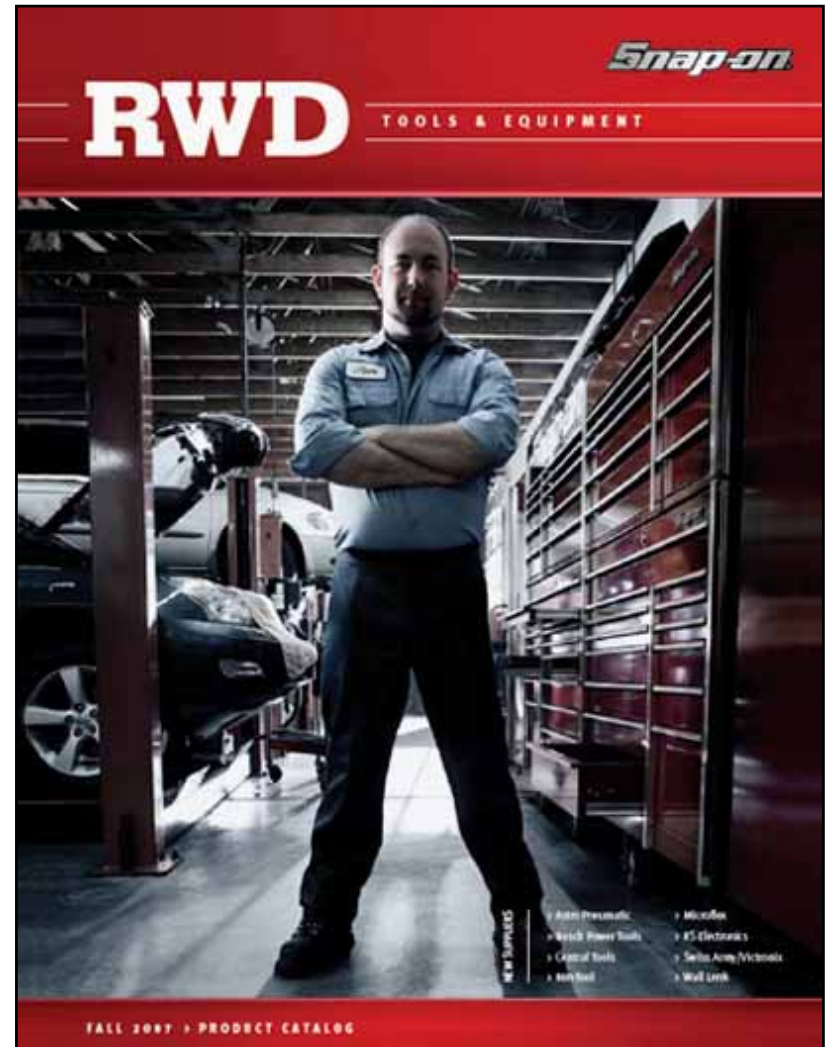
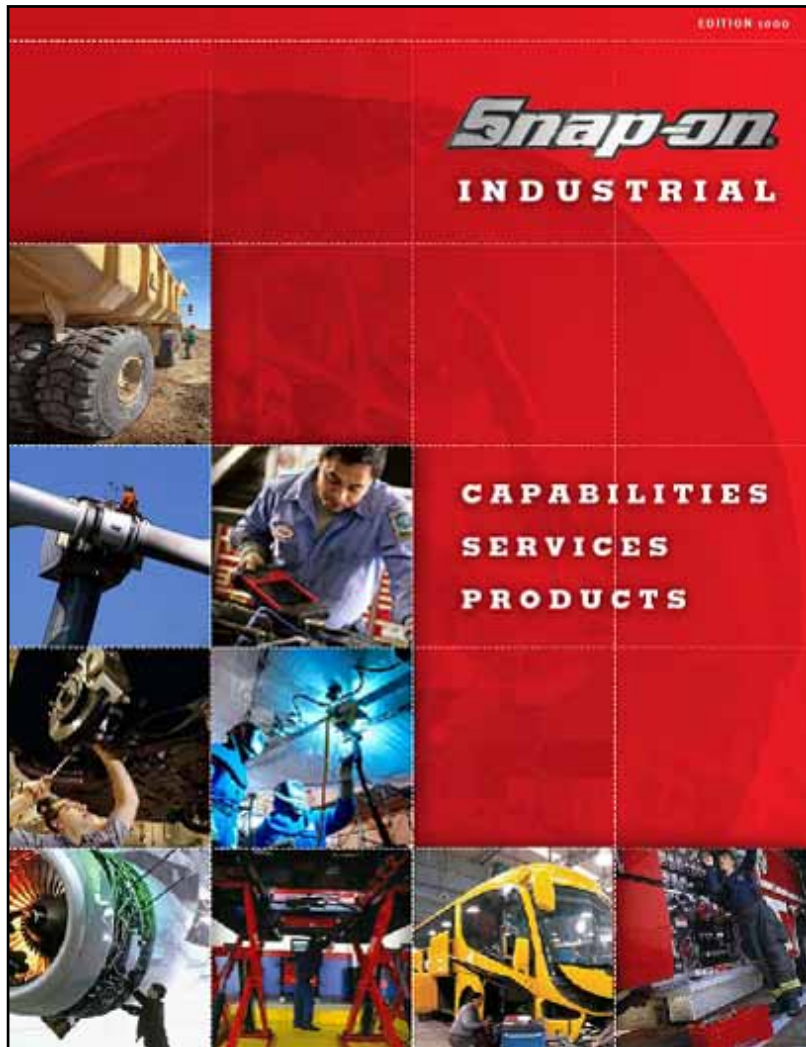
**Be in Business With the Best<sup>SM</sup>**

# Trade Show Banners

<p><b>DRIVING FRANCHISEE PROFIT AND PRODUCTIVITY</b></p>	<p>Protect your Investment</p> <p>Profitable Credit Programs</p>  <p><i>Snap-on</i></p>
<p><b>DRIVING FRANCHISEE PROFIT AND PRODUCTIVITY</b></p>	<p>Increased Selling Time</p> <p>Reduce Franchise Operating Expense</p>  <p><i>Snap-on</i></p>
<p><b>DRIVING FRANCHISEE PROFIT AND PRODUCTIVITY</b></p>	<p>Effective Marketing Programs</p> <p>Referral Income</p>  <p><i>Snap-on</i></p>
<p><b>DRIVING FRANCHISEE PROFIT AND PRODUCTIVITY</b></p>	<p>Reduce Fuel Cost &amp; Usage</p> <p>Better, Faster Communications</p>  <p><i>Snap-on</i></p>
<p><b>DRIVING FRANCHISEE PROFIT AND PRODUCTIVITY</b></p>	<p>Faster, Better Information</p> <p>Save on Shipping</p>  <p><i>Snap-on</i></p>



# Catalog Cover Examples



# Catalog Inside Spread Example

## SCREWDRIVERS

### Flat Tip / Soft Grip Handle



#### Mini Tip:

Model is oriented for easy fingertip turn.

- SGEKADA Red Handle Combo Set includes SGG304A and SGG304AD Flat Tip Drivers plus SGGP304A and SGGP304AD PHILLIPS® Tip Drivers in a plastic pouch.
- SGEKADAO Orange Handle Combo Set includes SGG304A and SGG304AD Flat Tip Drivers plus SGGP304A and SGGP304AD PHILLIPS® Tip Drivers in a plastic pouch.
- SGEKADAG Green Handle Combo Set includes SGG304A and SGG304AD Flat Tip Drivers plus SGGP304A and SGGP304AD PHILLIPS® Tip Drivers in a plastic pouch.



RED	ORANGE	GREEN	A	B	C	D
SGG304A	SGG304AD	SGG304AG	.020	1/4	3	\$74
SGG304A	SGG304AD	SGG304AG	.030	3/4	3	\$74

#### Mini Tip:

Model is oriented for easy fingertip turn.

- SGEKADA Red Handle Combo Set includes SGG304A and SGG304AD Flat Tip Drivers plus SGGP304A and SGGP304AD PHILLIPS® Tip Drivers in a plastic pouch.
- SGEKADAO Orange Handle Combo Set includes SGG304A and SGG304AD Flat Tip Drivers plus SGGP304A and SGGP304AD PHILLIPS® Tip Drivers in a plastic pouch.
- SGEKADAG Green Handle Combo Set includes SGG304A and SGG304AD Flat Tip Drivers plus SGGP304A and SGGP304AD PHILLIPS® Tip Drivers in a plastic pouch.



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RED	ORANGE	GREEN	A	B	C	D
SGG304A	SGG304AD	SGG304AG	.020	1/4	3	\$74
SGG304A	SGG304AD	SGG304AG	.030	3/4	3	\$74

#### WHY USE A SOFT GRIP HANDLE?

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



www.snapon.com

## PHILLIPS® Tip / Soft Grip Handle

## SCREWDRIVERS



#### Mini Tip:

Model is oriented for easy fingertip turn.

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SGG304A	SGG304AD	SGG304AG	.020	1/4	3	\$74
SGG304A	SGG304AD	SGG304AG	.030	3/4	3	\$74

MAKING  
 In stock models are supplied, blank, unbranded.  
 Special handling instructions located.  
 See additional safety procedures on page 103-104.



# E-Marketing Examples



**Snap-on FRANCHISE**

ABOUT SNAP-ON | OWNING A SNAP-ON FRANCHISE | COMPARE SNAP-ON | CONTACT US | 1-877-476-2766

## PEOPLE AS GOOD AS OUR TOOLS

It's not so much a question as it is a confirmation. When Snap-on diagnostics are in your hands, you have the best connection possible to get the job done right — the first time.

**Step 1: Research Snap-on**  
We encourage you to learn as much about us as you can.

**Step 2: Contact Us**  
We'll get some information from you.

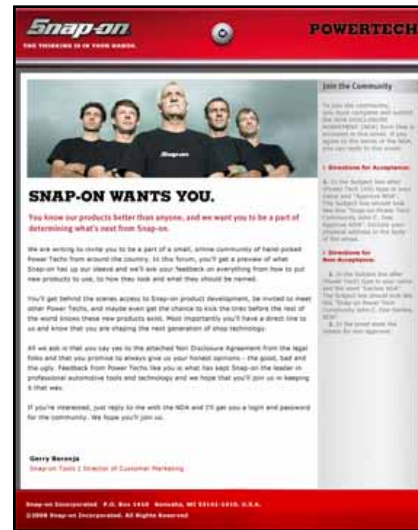
**Step 3: Step-Up**  
We'll schedule a ride-along with a Snap-on franchise owner and you can experience what it's like to own your own franchise.

**Let's Get Started**

**Step-up: Ride-along program**  
See what it's like to actually own your own Snap-on franchise by spending the day with one of our franchisees. [Click here to learn more.](#)

**Tour the truck**  
What exactly do we mean when we say mobile store? You have to see it to believe it. [Take The Tour](#)

**Learn more about the business**  
Learn more about owning a Snap-on franchise. [Watch video](#)



**Snap-on POWERTECH**

THE TOOLS ARE IN YOUR HANDS

## JOIN THE COMMUNITY

**Snap-on WANTS YOU.**  
You know our products better than anyone, and we want you to be a part of determining what's next from Snap-on.

We are looking to create you to be a part of a small, active community of hand-picked Power Techs from around the country. In the future, you'll get a preview of what Snap-on has in our sleeve and we'll ask your feedback on everything from how to put new products to use, to how they look and what they should be named.

You'll get behind the scenes access to Snap-on product development, be invited to meet other Power Techs, and maybe even get the chance to kick the tires before the rest of the world knows these new products exist. Most importantly you'll have a direct line to us and know that you are shaping the next generation of shop technology.

All we ask is that you sign to the attached Non-Disclosure Agreement from the legal files and that you promise to always give us your honest opinion — the good, bad and the ugly. Feedback from Power Techs like you is what has kept Snap-on the leader in professional automotive tools and technology and we hope that you'll give us in keeping it that way.

If you're interested, just reply to us with the NDA and I'll get you a sign and packet for the community. We hope you'll join us.

**Gerry Beronja**  
Snap-on Tools & Director of Customer Marketing

Snap-on Incorporated, P.O. Box 1418, Menasha, WI 54952-1418, U.S.A.  
©1998 Snap-on Incorporated. All Rights Reserved.



**SCANLINES**

THE TOOLS ARE IN YOUR HANDS

## Bundle 7.2

Is it in your hands?

Big news from the Scan-on community: Bundle 7.2 is here. Get the job done right — the first time.

Get more tools, get more value. Bundle 7.2 includes:

- 1 x MODIS™ 3.0, and Scanner
- 1 x Bundle 7.2 with 10000 sockets

**MODIS™ Making for You!**  
The most comprehensive system for the shop, the only diagnostic technology in a class now.

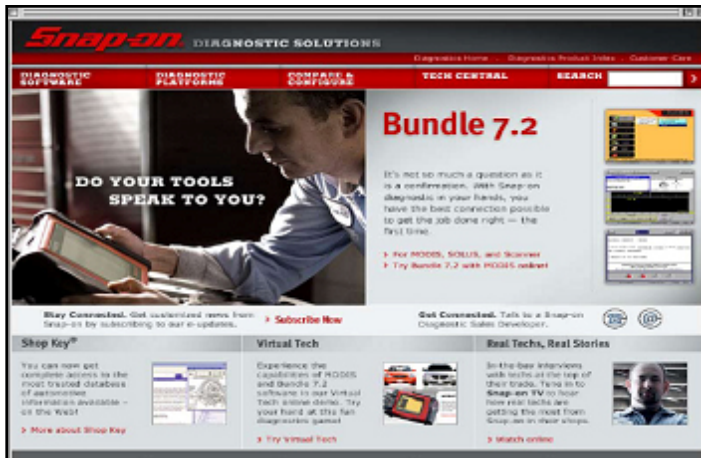
With millions of all makes and models running on our roads, businesses and homes, we bring you our leading new product.

Our Scanlines digital scanner gives the professional an added benefit: remote access. It allows us to see diagnostic data on our own servers, so you can get the job done right — the first time.

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**Next Issue**  
Tools That Your Biggest Success Stories  
The Impact of New Impact Tools



**Snap-on DIAGNOSTIC SOLUTIONS**

Diagnostic Home | Diagnostic on Product Lines | Customer Care

DIAGNOSTIC | PLATFORM | COMPARE | TECH CENTRAL | SEARCH

## Bundle 7.2

DO YOUR TOOLS SPEAK TO YOU?

It's not so much a question as it is a confirmation. When Snap-on diagnostics are in your hands, you have the best connection possible to get the job done right — the first time.

1 x MODIS, 3.0, and Scanner  
1 x Bundle 7.2 with 10000 sockets

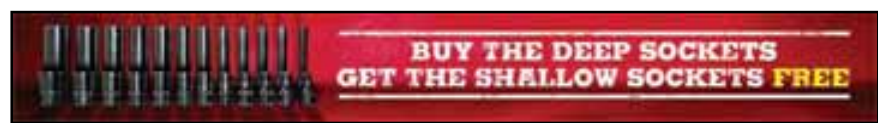
**Shop Key™**  
You can now get complete access to the most trusted database of automotive information available — all the time!

**Virtual Tech**  
Experience the capabilities of MODIS and Bundle 7.2 software in our Virtual Tech online demo. Try your hand at this fun diagnostic quest!

**Real Techs, Real Stories**  
In the best interviews with techs at the top of their trade, try to find out how your tools are getting the most from Snap-on on their shops.



**THE LONG AND THE SHORT OF IT?**

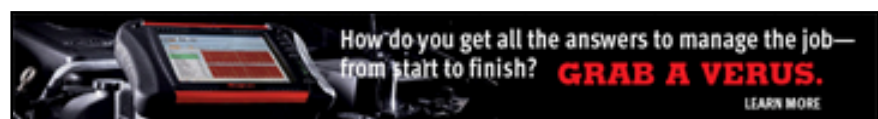


**BUY THE DEEP SOCKETS GET THE SHALLOW SOCKETS FREE**



« Click to learn more »

**Snap-on**



How do you get all the answers to manage the job — from start to finish?

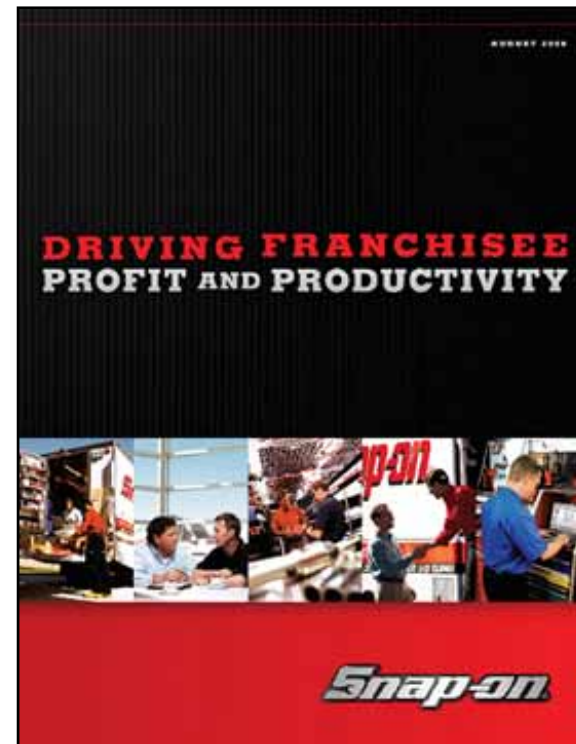
**GRAB A VERUS.**

LEARN MORE



# 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

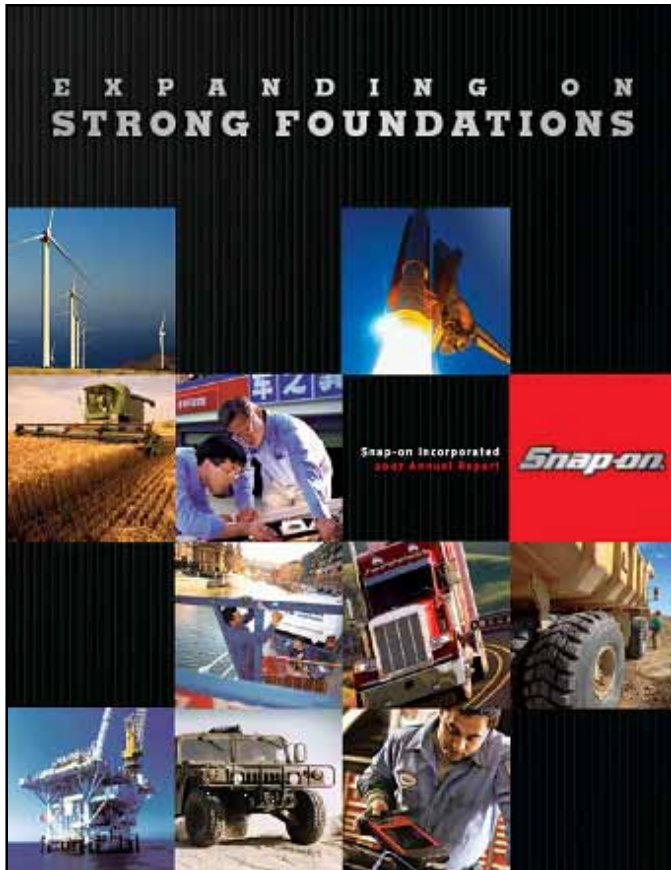


Meeting Binder Cover »



Sales Material Folder







SNAP-ON INCORPORATED  
2008 ANNUAL REPORT

**UNIQUE**  
FOR REAL PROFESSIONALS DOING CRITICAL TASKS  
**SOLUTIONS**

*Snap-on*

The smarter they WORK, the faster they FLY, the deeper they DRILL, the higher they BUILD, the further they DRIVE, the more they need *Snap-on*.

POWER GENERATION   ALTERNATIVE ENERGY   MILITARY & AIRBORNE   MINING   GASOLINE & SERVICE   FLEET MAINTENANCE


AUTO SERVICE   HEAVY EQUIPMENT   RECREATIONAL VEHICLES   RETAIL PRODUCTION   TRUCKS   AGRICULTURE

For a wide range of SERIOUS PROFESSIONALS, in CRITICAL INDUSTRIES, we deliver UNIQUE PRODUCTIVITY SOLUTIONS, growing our presence WORLDWIDE.

Snap-on reaches professionals through over 4,250 mobile stores, over 3,000 salespeople and 27,000 fleet buyers. Our sales, distribution and manufacturing network reaches across 130 countries on every continent. We believe presence is key to effectively serving our customers.


# Safety Brochure Example

**SAFETY  
CULTURE &  
PRACTICES**



## Visitor's Safety Guide

Our commitment to safety is unwavering. In 2009, we improved again, sustaining a record significantly better than the U. S. average for manufacturing. Every associate participates. Every location reports monthly standard measures. We will continue our emphasis on maintaining safety for the Snap-on family, visitors and customers.



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

Snap-on Facilities are guided by the Snap-on Safety, Quality and Environmental Management System which is certified by DNV to OHSAS 18001 (Safety), ISO 9001 (Quality), and ISO 14001 (Environmental)

ISO 9001 Certified Processes



## 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.

### 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)



## Personal Protective Equipment is not an option!

All associates, visitors and contractors are required to wear PPE when 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



THE HERITAGE OF SNAP-ON  
IS DEFINED BY INNOVATION.

OUR UNIQUE PRODUCTIVITY SOLUTIONS,  
DELIVERED TO OUR EXPANDING WORLDWIDE  
CUSTOMER BASE, ARE DEVELOPED THROUGH  
A COMBINATION OF RICH CUSTOMER INSIGHT  
AND POWERFUL TECHNOLOGY.

INNOVATION IS AT THE HEART  
OF EVERYTHING WE DO.

innovation  
**EXPLORES**



innovation  
**EXPANDS**



innovation  
**ENHANCES**



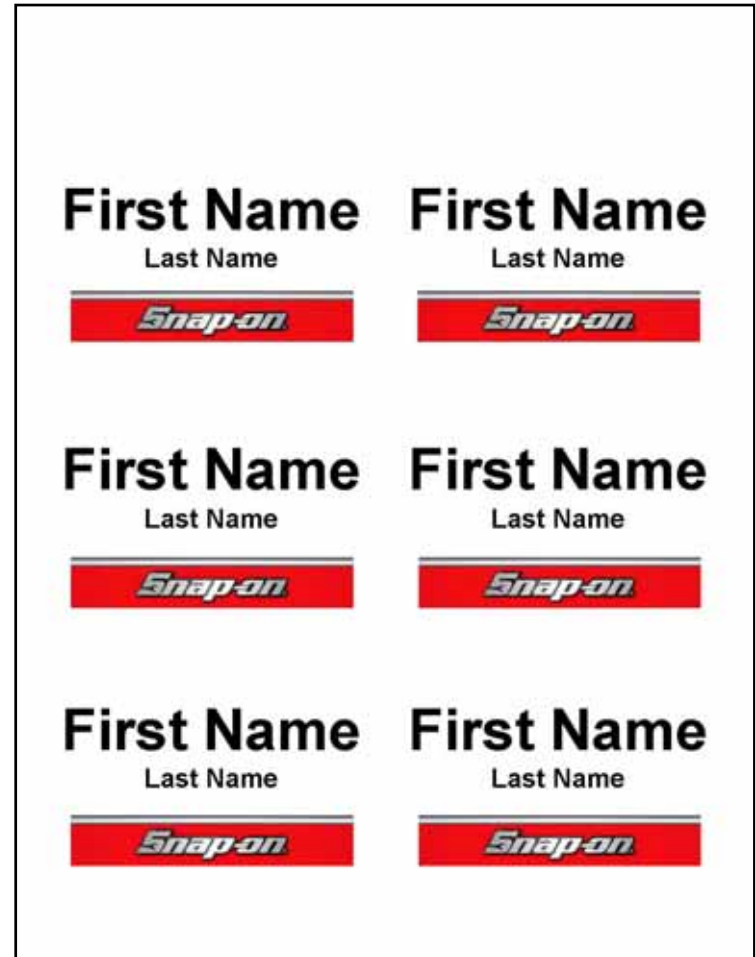
innovation  
**WORKS**





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:





# 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](http://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



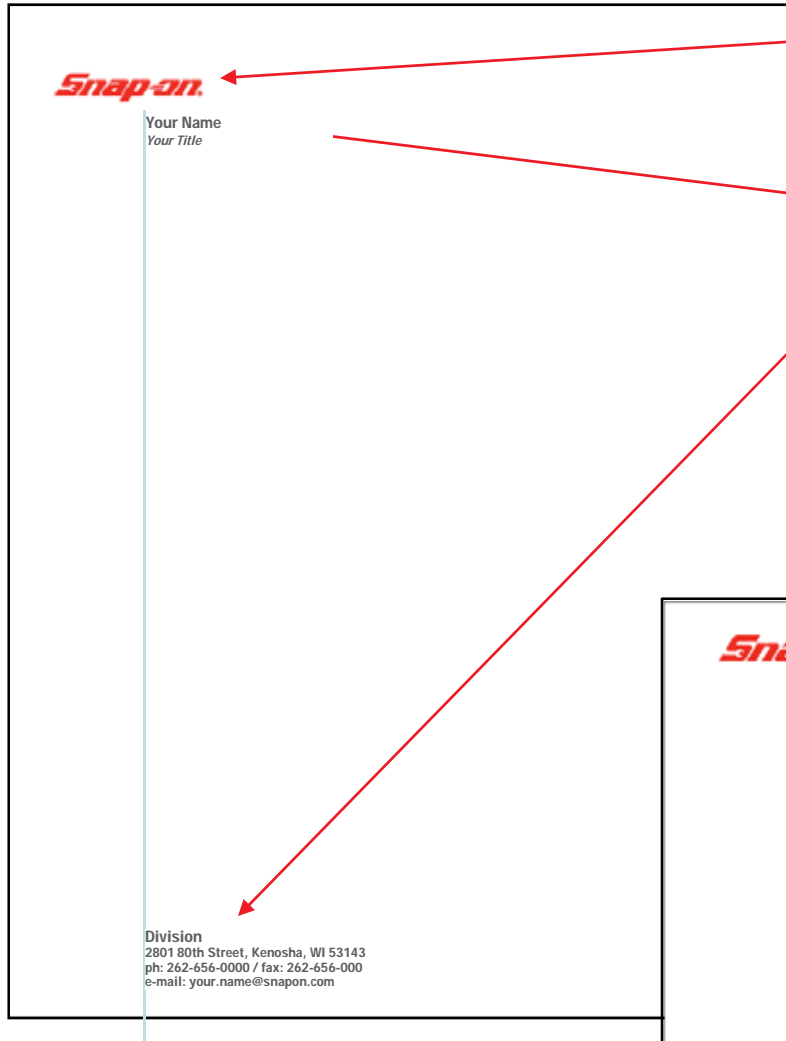
International Example



Field Sales Example – Military & Government



Divisional Example – Multi Product Brand Sales



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](http://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



**Presentation Titles**  
Use This Page Format For Printing

### Color Guidelines

- The guidelines provide four basic colors that can be modified with effects to meet most needs

Gold RGB	Gray RGB	Black RGB	Red RGB
253 196 64	113 112 116	255 198 64	237 28 35
41% Transparency	42% Transparency	80% Transparency	

- Stay away from color on color combinations that are hard to read and may be invisible to color-blind viewers

CONFIDENTIALITY NOTICE

### Type Guidelines

- Ariel provides many variations  
Ariel... **Bold**... *Italic*... **Bold Italic**  
Ariel Narrow... **Bold**... *Italic*... **Bold Italic**  
**Arial Black...Bold...Italic...Bold Italic**
- Art fonts are often confusing and hard to read when not handled properly :  
**Don't Use Type Like This - Hard To Read**  
**Use Type Like This - Easy To Read**

15 

### Example Of Full Bleed Photo Slide



**21,000 lbs!**

# Event Marketing Collateral

**NO COMPROMISE TOUR**

You don't become the greatest at something just to sit at home. Sometimes you've gotta show off. Snap-on is traveling across the country with the most exciting products we have to offer for the Snap-on faithful. The No Compromise Tour is coming to a neighborhood near you. Don't miss your chance to participate. Sign up now.

\$350 Participation fee includes 250 Invitations, Truck Parking, Tent and Table

DII \_\_\_\_\_ Name \_\_\_\_\_

**NO COMPROMISE TOUR PASS**

**Snap-on**



**PARK ONE IN YOUR GARAGE.**

When we set out to build the world's best tool company, we knew that sharing superior tools led to finishing the project on time. Now, to commemorate the tools, we've released the limited edition Red Tool Storage Workstation, Roll Cab and Roll Cart.

Find out how you can get one of your own, call us your Snap-on franchisee or visit [www.snap-on.com](http://www.snap-on.com)

**Snap-on**

**NO COMPROMISE TOUR**

See the sweet and most exciting products Snap-on has to offer at the No Compromise Tour! This unique expo is traveling across the U.S. with interactive tool demos and displays from the world's #1 professional tool brand. Come see our impressive range of innovative hand tools, power tools, diagnostic solutions, tool storage and shop equipment. Learn about franchising opportunities with one of America's top companies. Buy the most advanced tools and equipment from local Snap-on franchisees. Plus, you'll get an exclusive look at our one-of-a-kind show car, the Glamod™ '57 Chevy.

**COME SEE THE BEST SNAP-ON HAS TO OFFER**

**Menziez Motorsports**  
5030 Sabb Avenue  
Las Vegas, NV  
Tuesday, Nov. 4th - Noon - 9pm

**Snap-on**

**TOOL STORAGE**

Product	Stock No.
• Lockbox™ Roll Workstation	807000A
• Plastic Roll Working Equipment	896000E

Product	Stock No.
• Double Deck Roll Cab	892000A
• Light Deck Grounded (M-System)	892000A
• Top Chest	892000F
• Roll	892000H
• Overhead	892000A
• Double Deck Tool Utility Vehicle	892000E
• ERG Powered Roll Cab	8920000
• Roll Cart (see also work 892000G)	892000H
• Glamod™ Roll Callbox	892000000
• Glamod™ Roll Callbox	892000000
• Glamod™ Roll Car	892000000

**NOTES**

\_\_\_\_\_

\_\_\_\_\_

**WE DON'T COMPROMISE**  
because you don't compromise.

At Snap-on, it's not enough to own the position as the highest quality tools, storage and equipment in the industry, it's not even enough to be held in high regard as the most innovative manufacturer in our category.

What's important to us at Snap-on, is what our tools actually do for our customers. Like make their jobs easier. More comfortable. More precise. And more productive.

We do that with the same passion and desire to be the best that's found in every one of our customers, franchisees and employees.

Every day at Snap-on, we recognize that we build tools for the most demanding, uncompromising customers found anywhere in the world. Every day at Snap-on, we build tools for you.

**Snap-on**

PRODUCT CHECKLIST



# Event Marketing Displays

## WRENCHES

You've still got the first ones you ever bought.  
**MEET THE LAST ONES YOU'LL EVER OWN.**



**FLANK DRIVE PLUS**  
*reduces slippage and increases torque.*

**CONTINUOUS ARC DESIGN**  
*gives you more power.*

**NICKEL-CHROME PLATING**  
*for maximum resistance and increased life.*

**7.5° OFFSET BROACHING**  
*for better grip in restricted areas.*

**LONGER WRENCHES**  
*for better control in tight spaces.*

**FORGED STEEL AND HEAT TREATED HARDNESS**  
*provide superior durability and longevity.*

**NO COMPROMISE TOUR**



## IMPACT AIR

When it comes to rusty, frozen bolts we say,  
**"BRING IT ON!"**



**11G725**

**VENTILATED TIP VALVE TRIGGER**  
*provides increased air flow and greater tool control.*

**8-VANE ROTOR**  
*for greater performance and more torque.*

**TWIN HAMMER IMPACT MECHANISM**  
*provides durability and hard hitting power.*

**ONE-PIECE MAGNESIUM HOUSING**  
*for minimal vibration and maximum durability.*

**1190 FOOT POUNDS**  
*of torque*



**NO COMPROMISE TOUR**



**ARE YOU  
THIS ORGANIZED?**

**ARE YOU THIS  
DEDICATED TO  
PERFORMANCE?**

Deep days or techy perform for customers. They do the job right—as it right on time. And it's a 900 1022 Red Cab-Line Snap-on is dedicated to helping them work even better...as we better. It's these ISO-8.8.6 Casters (and the lock-a-Roll system) that 720 pounds of steel glides right where you need it—right when you need it. All to keep our shop at peak performance.

**Snap-on**



## ARE YOU BUILT FOR SUCCESS?

In the repair business, you've built success by taking on as much as you can—and doing the best you can. Snap-on understands. So the 900 1022 is built to handle everything it takes to help you get to a work done.

It's not a mere 4,000 lb. load capacity. A double wall design with one-piece, full height inner wall. A heavily reinforced bottom panel design. Bottom stiffeners on the extra wide drawers. Extra thick drawer security tabs. And other rugged construction features including a standing frame, corner guard and superheavy coat.

The 900 1022. It's more than the strongest tool case on the market. It's a class. On wheels. Talk to your Snap-on dealer or visit [www.snap-on.com](http://www.snap-on.com).

**1** System can be single keyed with tubular lock.

**2** Extended Cab drawer system with 30 possible drawer sizes, including two bay drawers over 10" wide. Recreatesable drawer layout for maximum customization, with an extensive family of accessories available: socket organizers, magnetic tool holders, wrench organizers, shelves, trays, racks and much more.

**3** 8x10 800 slides with Full Yield Forward disconnect feature.



Organized is the key to productivity. And productivity is the key to profit. Every shop owner knows that. And so does Snap-on.









# Direct Mail Example

**NEED SOMETHING NEW?**



**Equipment Buyer's Update.**  
Talk to the experts to get the best deals on your equipment needs.



**SNAP-ON**

SNAP-ON  
100 Exchange  
Bldg.  
Newport News, VA  
23601-0001

**Snap-on**  
THE EQUIPMENT MAN IN YOUR GARAGE

**HAVE YOU SEEN THESE?**

**MODIS™ Accessories**  
**Flexible Gas Analyzer (FGA) 1222A/1019A**

It allows you to test your engine's air-fuel ratio and CO2, CO, HC and NOx plus RPM, Lambda or O2W readings and catalytic converter test.

**FGA features:**

- On-gas display includes CO, CO2, O2, HC and NOx plus RPM, Lambda or O2W readings and catalytic converter test.
- Heavy-duty, compact housing system with automatic water removal.
- Displays gas reading in both digital and graph mode, custom gas, 3/7 printing and real-time information.
- With the addition of software, it's a PDA interface with MODIS™ and avoid as other display devices, including a PDA, PC or laptop.

**Gas Calibration Kit 1222A/1019A**

Use standard gas, or opt to use an ambient air calibration system that allows you to calibrate your analyzer.

**MODIS™ Auxiliary Battery Pack 1222A/1019A**

Maximize runtime for use when you're on the road. Recharge in the shop or use the built-in battery pack for use on the road.

**MODIS™ Auxiliary Battery Charging Station 1222A/1019A**

Recharge your auxiliary battery pack in the shop or use the built-in battery pack for use on the road.

**Shop Equipment**  
**Diagnostic/Volt-App Tester 1222A/1019A**

It allows you to test your engine's air-fuel ratio and CO2, CO, HC and NOx plus RPM, Lambda or O2W readings and catalytic converter test.

**Volt-App Tester features:**

- Easy for technicians of every skill level to use.
- Slip-resistant grip with LCD display.
- Full diagnostic tests, plus manual testing.
- Includes 48000 test.

**Standard A/R Tester 1222A/1019A**

It allows you to test your engine's air-fuel ratio and CO2, CO, HC and NOx plus RPM, Lambda or O2W readings and catalytic converter test.

**Standard A/R Tester features:**

- 750 amp current range.
- See magnitude/polarity.
- LCD display for tests and amps.
- Non-cooled carbon pile.
- Model 48000 test.
- Includes 48000 Battery Charger and test stand.

**MicroVAT™ Tester 1222A/1019A**

Use standard gas, or opt to use an ambient air calibration system that allows you to calibrate your analyzer.

**MicroVAT features:**

- Tests 48000 batteries down to zero volt.
- Digital multimeter mode for troubleshooting.
- Optional Lin and high-amp probes.
- Loaded mode alternative test (50 amp).
- Optional wireless printer.

**Snap-on™ Rolling Diagnostic Workstation for MODIS™ Unit 1222A/1019A**

It allows you to test your engine's air-fuel ratio and CO2, CO, HC and NOx plus RPM, Lambda or O2W readings and catalytic converter test.

**MODIS™ Screen Guards 1222A/1019A**

It allows you to test your engine's air-fuel ratio and CO2, CO, HC and NOx plus RPM, Lambda or O2W readings and catalytic converter test.

**Vantage PRO™ Accessories**  
**Battery Charger 1222A/1019A**

Recharge your auxiliary battery pack in the shop or use the built-in battery pack for use on the road.

**Battery Pack 1222A/1019A**

Maximize runtime for use when you're on the road. Recharge in the shop or use the built-in battery pack for use on the road.

Equipment Buyer's Update August - September, 2007 Edition

To place an order, call 1-800-000-0000.

# Sales Collateral Examples

SNAP-ON INDUSTRIAL TOOLS

Heavy Duty  
**BOLTING**  
Solutions

**Snap-on**

HEAVY DUTY BOLTING SOLUTIONS

**MULTIPLIERS GEARED HEAD**

Some models feature a replacement square drive to protect components by automatically shearing when rated output is exceeded by 7% to 10%. All models include an input/output conversion chart in ft. lb. and Nm.

**Reversible Air Motor**

YA399 provides up to 200 ft. lb. of input power for each of the YA Series Gear Multipliers. Output drive: 1/2". Maximum operating air pressure: 60 PSIG. Free speed: 70 RPM. Dimensions (L x W x H): 4 x 6 1/2 x 6 1/2"

PART #	REACTION TYPE	OUTPUT CAPACITY (FT LB)	INPUT CAPACITY (FT LB)	GEAR RATIO	TORQUE RATIO	REDUCTIONS	INPUT DRIVE (SQUARE IN)	OUTPUT DRIVE BALL SQUARE (IN)	BEARINGS	LENGTH (IN)
YA399PL	Bar	200	200	1:1	1:1	1	1/2	1/2	Needle	8-1/2
YA399	Bar	1200	300	4:1	8:1*	1	1/2	3/4	Needle	20
YA392	Bar	3500	500	4.27:1	5.71**	1	3/4	1	Needle	19-1/2
YA392	Bar	2200	142	15:1	15.6:1*	2	1/2	1	Needle	20
YA393	Bar	2200	175	12.2:1	18.5:1*	3	1/2	1	Needle	20
YA394	Plate	5000	120	29.2:1	26.5:2*	2	1/2	3/16	Needle	15
YA395	Plate	8000	154	60:1	52:1*	2	1/2	3/16	Needle	15-1/2

\* Torque accuracy ratio is 5%.  
\*\* Torque accuracy ratio is 10%.  
NOTE: Handle or other anchor plate serves as a "reaction bar" and must be placed against a strong fixed object.

**IM1800 - 3" Drive Heavy Duty Impact Wrench**

Delivers 1,800 ft. lbs. of impact torque. Three position speed control and full power reverse for more control when tightening fasteners and full power for loosening them.

PART #	DRIVE SIZE (IN)	MAXIMUM TORQUE (FT LB)	BLUWS PER MINUTE (BPM)	FREE SPEED (RPM)	SOCKET TYPE	WEIGHT (LBS)
IM1800	3"	1,800	900	1,000	Hex	15
IM1800S	3"	1,800	900	1,000	Hex	15

Industry leading power-to-weight ratio!

**Snap-on**

GET A GRIP WITH INDUSTRIAL PULLERS

**ANVIL HEAD** the anvil head is curved at the top and features a hex design. The curved head provides a striking surface to handle those tough pulling jobs, while the hex allows the pressure screw to be easily turned with a standard hex wrench or socket. May be reversed with a hand file if necessary.

**KNURLED LOCKING NUT** locks puller into job.

**SPRING LOADED LOCKING MECHANISM** these pullers feature a unique spring tension locking mechanism which allows the puller jaws to easily lock onto the work surface for both "milder" and "harder" pulling applications.

**PRESSURE PLATE** applies locking force to jaw.

**TWO POSITION YOKE** allows jaws to be easily reversed to accommodate inside or outside pulling situations. Interchangeable yokes accommodate two jaw and three jaw setups. Yokes are heat treated for additional strength and safety.

**ONE-PIECE JAW CONSTRUCTION** provides a stronger, safer jaw. Most competitive puller jaws have holes drilled through them to allow for a bracket attachment. This hole significantly weakens the competitor's puller jaws.

**FORGED JAWS** resist breakage, prolong tool life and provides additional strength.

**POWER PRESSURE SCREWS** with solid threads are designed for easy pulling with thread pitch and threads per inch matched to the job capacity.

**REPLACABLE POINTS** contain pulling power to prevent locking. Provides less friction and minimum drag for easier turning of pressure screw during pulling process. If damage occurs, simply replace the points, not the entire pressure screw. Also available in a flat, custom adapter design.

**CURVED JAWS** provide positive grip on the work surface.

**Snap-on**