



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

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-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 

6 

7 

8 

9 

10 

11 

12 



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



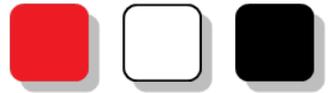
GOLD

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.



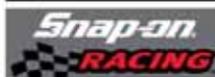
100% White Snap-on trademark logo, PMS 137C yellow racing text and 100% black flag to be used on a red background.



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.



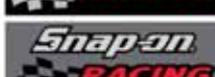
20% black 3D Snap-on trademark logo with a 100% black outline, PMS 485C red racing text and 30% black flag to be used on a red background.



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



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"



Minimum
Width 1-3/4"



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

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

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
- ▶ Threaded rotary receptacle for spare

Super Heavy Duty motor, Impact Hammer
as it use it

Patented anti design
Powerful 1.8 liter Heavy Duty motor with 1/2" ball bearing

DO YOU HAVE THE F

THE F

With Snap-on, yo
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 and fit both.

- ▶ **SGDKA0A Red Handle Combo Set**
Includes SGD304A and SGD304A Flat Tip Drivers plus SGD300A and SGD301A PHILLIPS® Tip Drivers in a plastic pouch.
- ▶ **SGDKA0O Orange Handle Combo Set**
Includes SGD304A and SGD304A Flat Tip Drivers plus SGD300A and SGD301A PHILLIPS® Tip Drivers in a plastic pouch.
- ▶ **SGDKA0G Green Handle Combo Set**
Includes SGD304A and SGD304A Flat Tip Drivers plus SGD300A and SGD301A PHILLIPS® Tip Drivers in a plastic pouch.



RED	ORANGE	GREEN	A	B	C	D
SGD304A	SGD304A	SGD304A	.020	1/4	3	5 1/4
SGD304A	SGD304A	SGD304A	.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



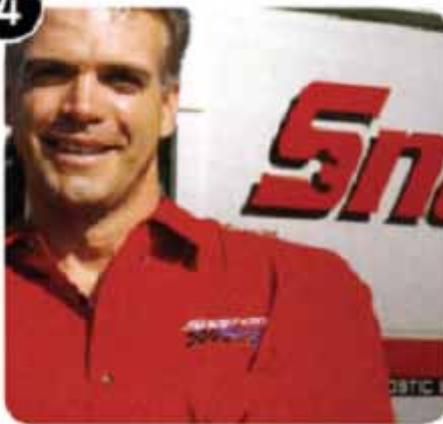
2



3



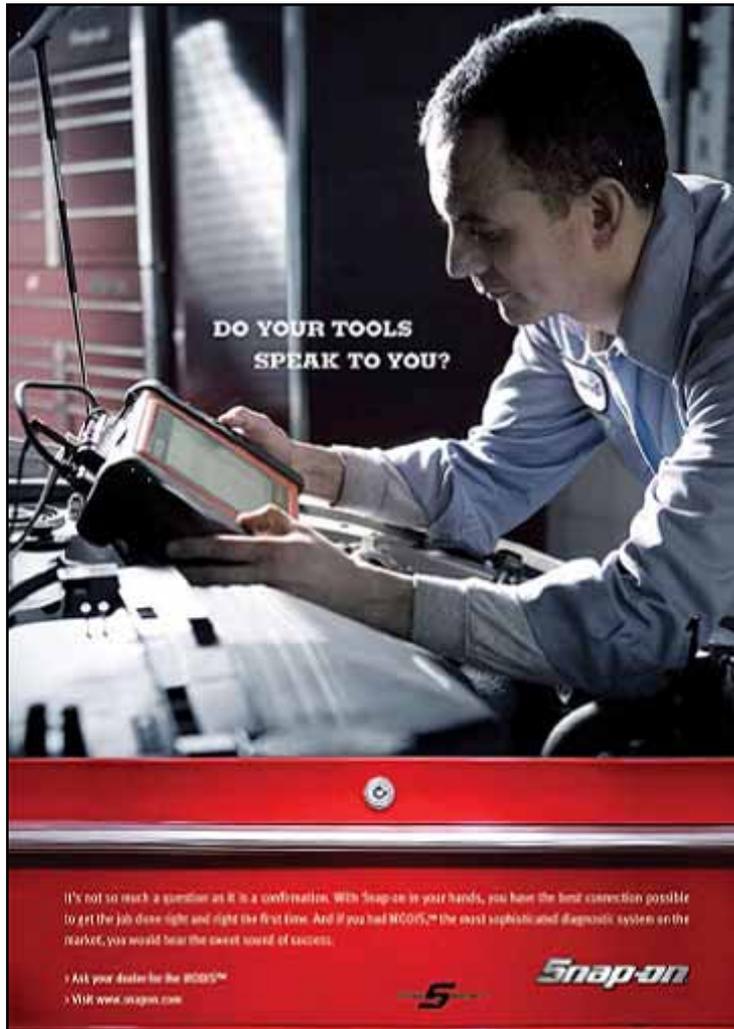
4



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.

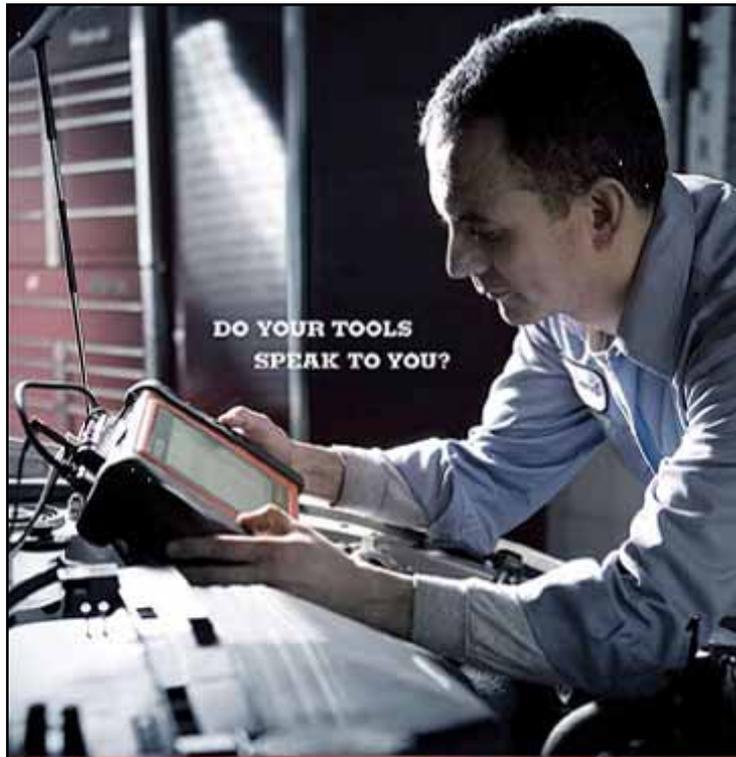
Putting It Together



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.

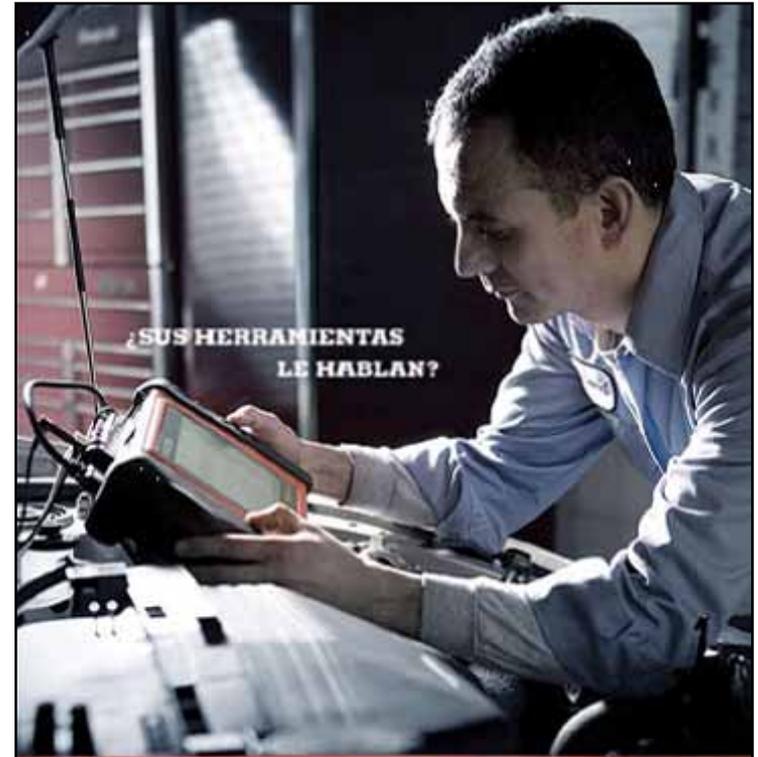
Magazine Ad Examples



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



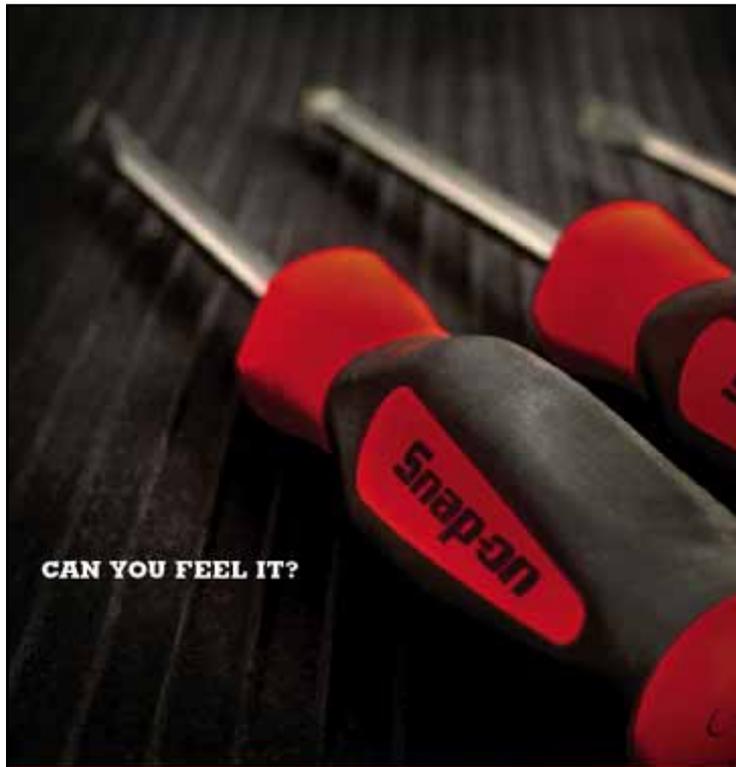
¿SUS HERRAMIENTAS
LE HABLAN?

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



Magazine Ad Examples

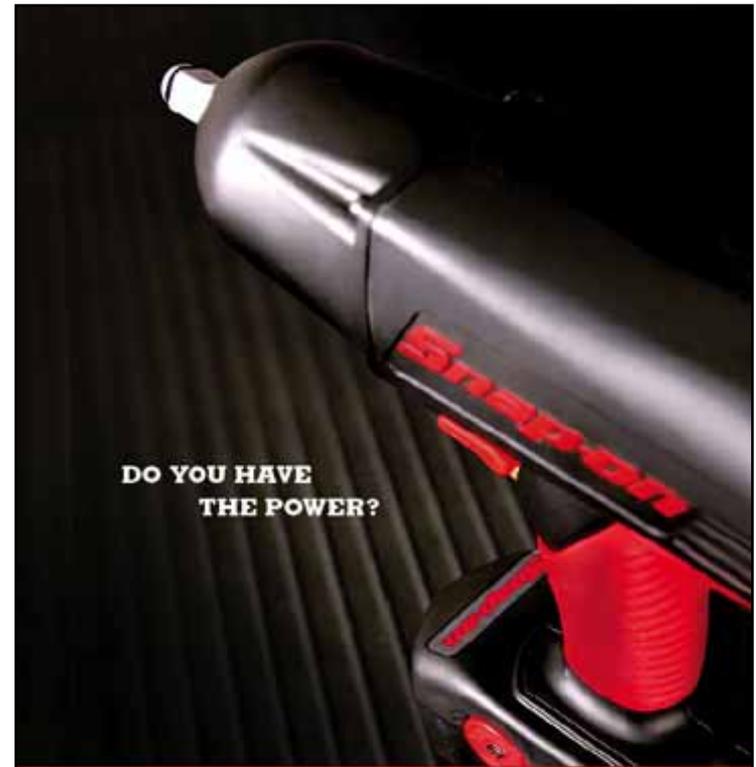


CAN YOU FEEL IT?

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

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

Snap-on

Magazine Ad Examples

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

- Super heavy duty motor, impact hammer and rack
- Patented self-aligning design
- Patented carbon heavy duty motor with built-in bearings
- High torque of three Switch
- Patented pending battery power system includes shock absorbing carbon back
- Durable, built-in battery pack
- 1700 RPM torque

Over 1000 models available in 170+ countries

- 30+ Asean and other ECE (Eurasian) models
- DICE - DC, US, FR, GB, IT, AU, European models
- U.S. Limited to US, UK and Canada

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 A850™ that delivers the power, durability and speed you need, you would say one thing - "I have the power!"

Snap-on

Impact Wrench
www.snapon.com

DO YOUR TOOLS SPEAK TO YOU?

Listen to What Bundle 7.2 Can Do For You.

Look at it this way. When customers put off regular maintenance, vehicle performance suffers. It's the same with diagnostic platforms. If you're not getting regular software updates, you're not getting the most from your hardware environment. No matter which diagnostic platform you use—MODES™, SOLUS™ or the all-new ETHOS™ or the cartridge-powered Scanner—Software Bundle 7.2 gives you the performance you need to win and keep repair customers.

Ask your Snap-on dealer for a demonstration of everything 7.2 offers—then put 7.2 in your platform. In a highly competitive business, that's the sweet sound of success.

Snap-on

Bundle 7.2
www.snapon.com/software

Software Bundle 7.2:

- 48-hour updated software files
- Ability to recall 10 Previous Vehicles
- Scanner Module Save and Restore
- Quick Health Check Tester Cable, Realtime and MIL status

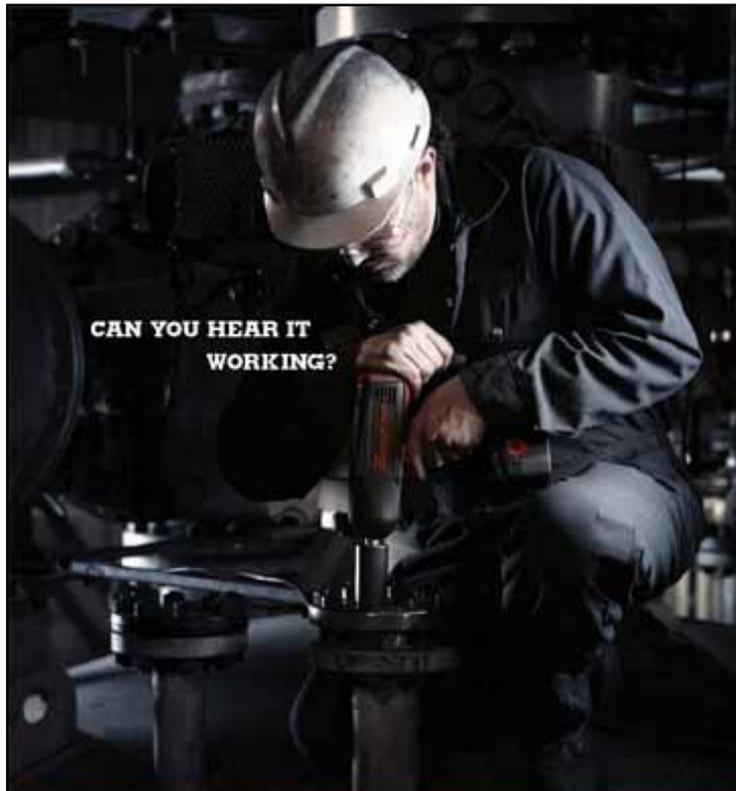
Scanner™ Vehicle Communication Software

- New Quick Health Check Tester cables, real-time and MIL status gives you an automated report that can draw out only what you need, in your repair environment, faster.
- 100% Diagnostic Coverage
- Ford Transmission Data from 2000-2006
- GMPC Data from 2000-2006
- 2005 Mercedes-Benz and VW/Audi Coverage

Fast-track™ Troubleshooter

- With more than 10000 and world repair tips and 1000+ from top technicians—this is the BEST new code for Bundle 7.2—Fast-Track Troubleshooter helps make sure you fix it right the first time.
- 2005 Domestic Diesel 5.7L Troubleshooter
- 2004 and 2005 Toyota Trucks Troubleshooter
- 2004 and 2005 Acura Transmission Troubleshooter
- The Codes with Code Tip Menu

Magazine Ad Examples

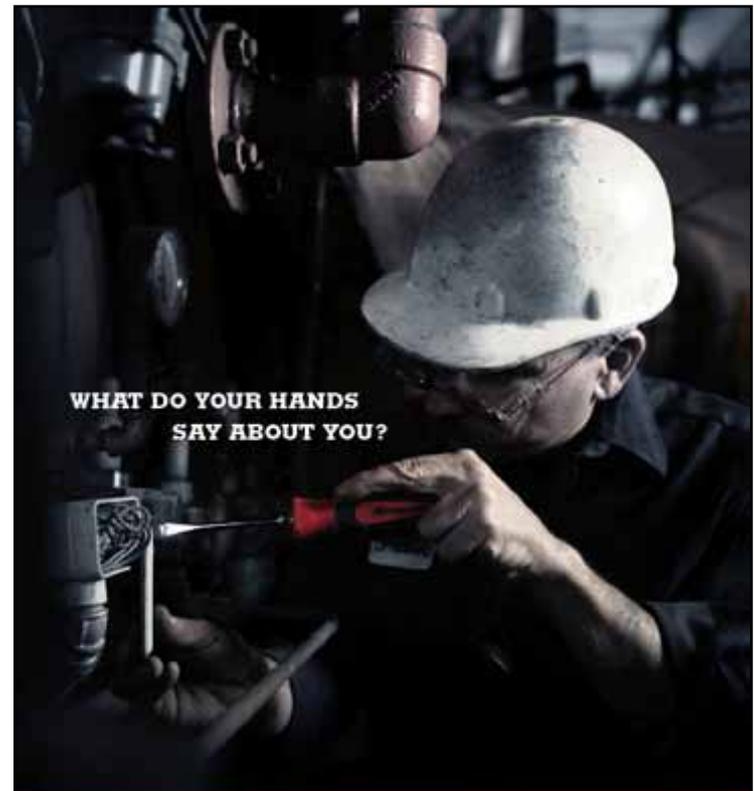


**CAN YOU HEAR IT
WORKING?**

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



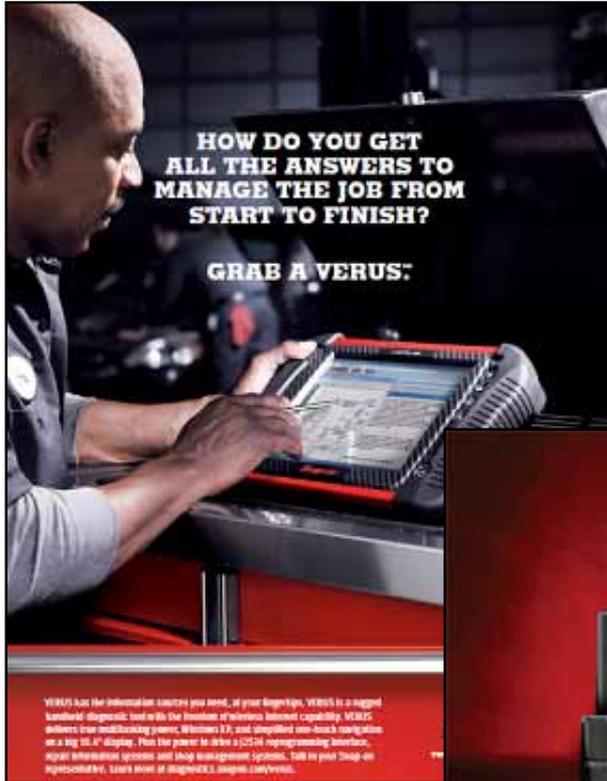
**WHAT DO YOUR HANDS
SAY ABOUT YOU?**

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

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 features of a 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. Call to find Snap-on representatives. 1-800-888-8746. www.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



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 get 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. Whichever way 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.

1 POWERUP — Stainless steel work surface has integrated power source. Four-sided raised lip-edge keeps items on the work surface.

2 POWERHOUSE — Lockable and designed for diagnostic platforms and light-to-medium loading. It won't crack.

3 POWERBACK — Dedicated storage location to secure motor/generators and batteries. Built-in power access built between storage areas with built-in lockout.

4 SAFETY™ DRAWERS — Operate with a simple action, but don't drift open and provide a free hand with uncrumpled strength.

5 DO-OR-IT™ — 7" heavy-duty ring wheels with independent torsion spring suspension for a superior stop-and-go ride.



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.

we know EPIQ is only Snap-on thinking and get from our patented fully featured solution. At no extra charge™ we can have them right now at www.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!



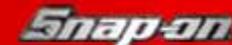
www.snap-on.com

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

Snap-on Incorporated Kenosha, Wisconsin

Recruiting Ad Examples

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



Snap-on

Be in Business With the BestSM

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 franchisee 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

1-877-4-SNAP-ON

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



Snap-on

Be in Business With the BestSM

Trade Show Banners

**DRIVING FRANCHISEE
PROFIT AND PRODUCTIVITY**

Protect your
Investment

Profitable
Credit Programs



Snap-on.

**DRIVING FRANCHISEE
PROFIT AND PRODUCTIVITY**

Increased
Selling Time

Reduce Franchise
Operating Expense



Snap-on.

**DRIVING FRANCHISEE
PROFIT AND PRODUCTIVITY**

Effective Marketing
Programs

Referral Income



Snap-on.

**DRIVING FRANCHISEE
PROFIT AND PRODUCTIVITY**

Reduce Fuel
Cost & Usage

Better, Faster
Communications



Snap-on.

**DRIVING FRANCHISEE
PROFIT AND PRODUCTIVITY**

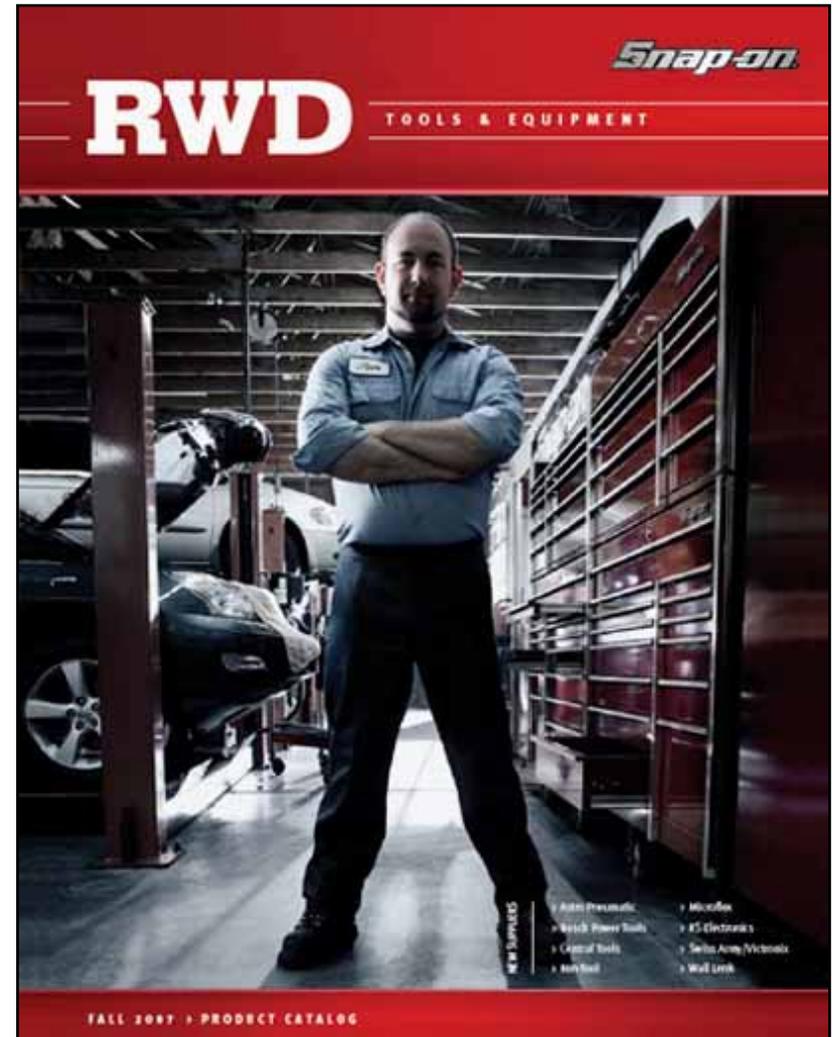
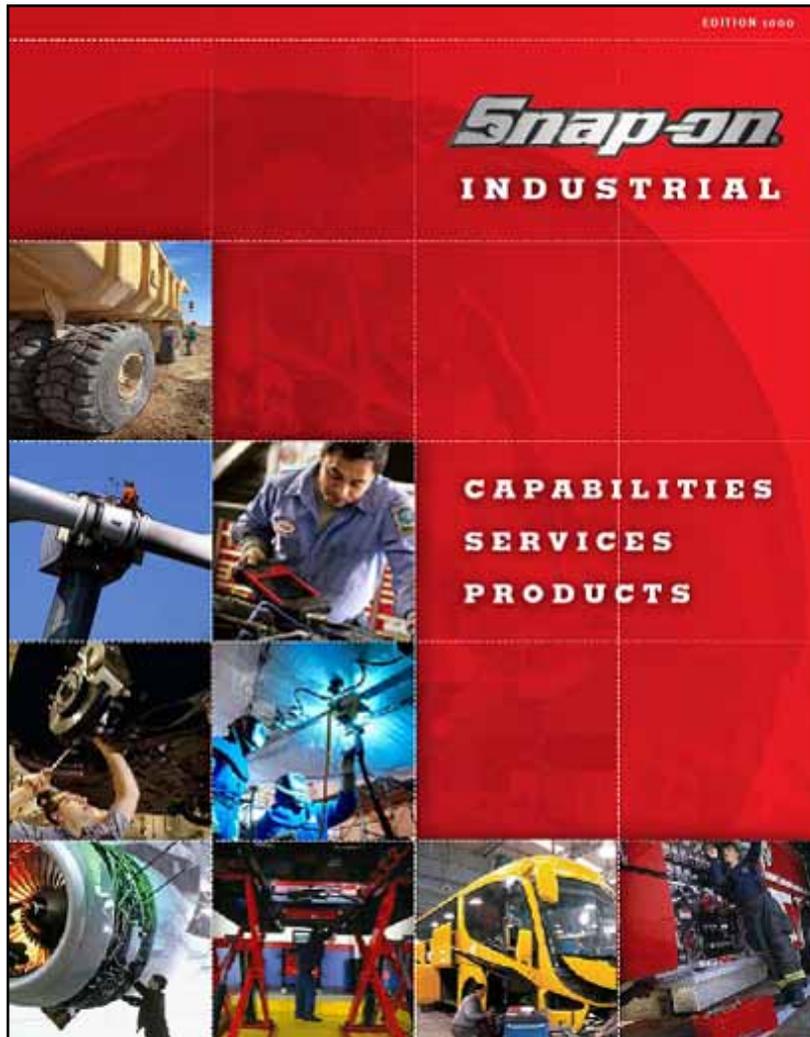
Faster, Better
Information

Save on Shipping



Snap-on.

Catalog Cover Examples



Catalog Inside Spread Example

SCREWDRIVERS

Flat Tip / Soft Grip Handle



Mini Tip:

Model is not listed for easy fingertip turn tip.

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

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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:

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

MAKING
Be sure to consider application, load, torque, etc.
Always use correct tool for the job.
Read additional safety procedures on page 100-101.

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.

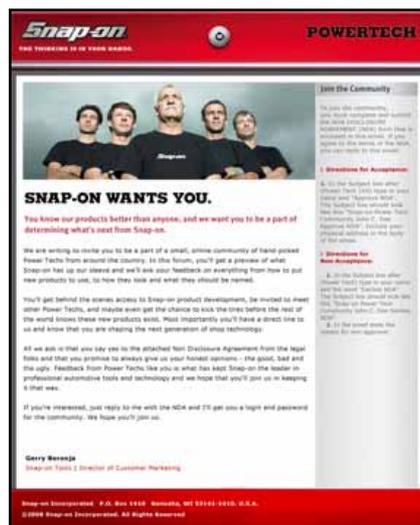
Step 3: Step-Up
We'll schedule a ride-along with a Snap-on franchise owner and you can experience what it's like to own your own franchise.

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

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 Soroczi
Snap-on Tools & Division of Customer Marketing

Snap-on Incorporated, P.O. Box 1418, Menasha, WI 54952-0148, U.S.A.
©1998 Snap-on Incorporated. All Rights Reserved.



SCANLINES Snap-on
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 Modis 3.0 is the most advanced scan tool available. It's not just a scan tool, it's a diagnostic system that can help you solve the most complex diagnostic problems. It's not just a scan tool, it's a diagnostic system that can help you solve the most complex diagnostic problems.

And Modis 3.0 is the most advanced scan tool available. It's not just a scan tool, it's a diagnostic system that can help you solve the most complex diagnostic problems.

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



Snap-on DIAGNOSTIC SOLUTIONS

DIAGNOSTIC HOME | DIAGNOSTIC PRODUCT STORE | 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.



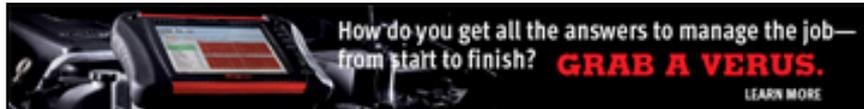
THE LONG AND THE SHORT OF IT?



BUY THE DEEP SOCKETS GET THE SHALLOW SOCKETS FREE



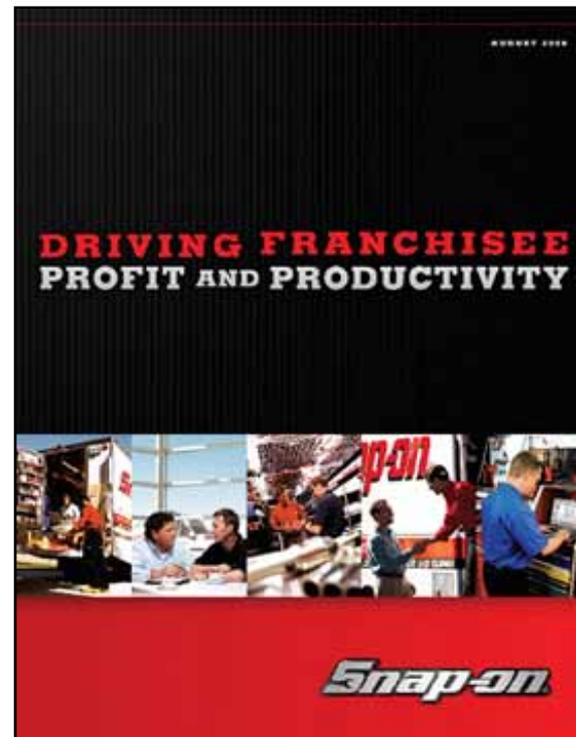
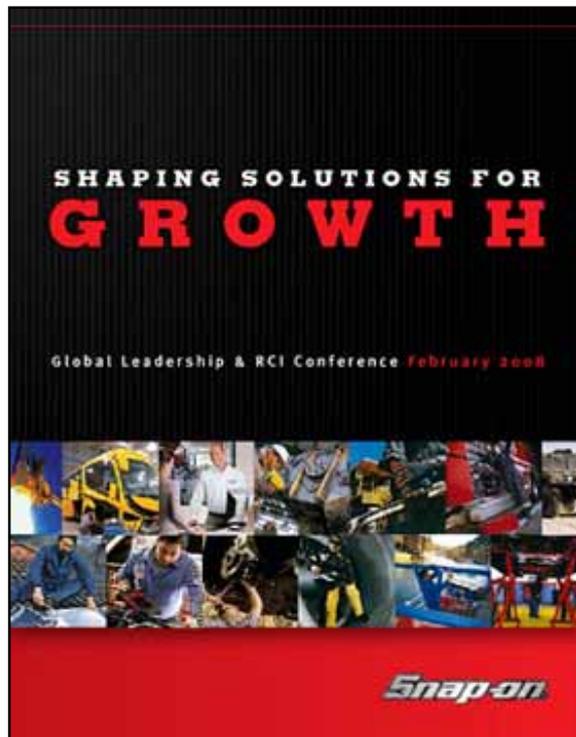
« Click to learn more »



How do you get all the answers to manage the job — from start to finish? **GRAB A VERUS.** LEARN MORE

Business Materials

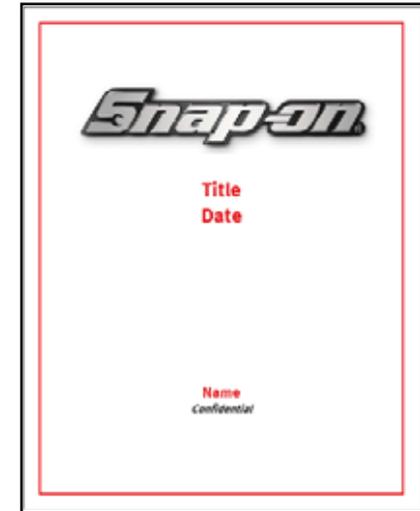
Snap-on business materials also need to conform to the brand communication standards. Typically, these materials are not product related and are branding the company or a person to various constituents like associates, investors, business partners, suppliers, etc. Overall, these materials should reflect 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

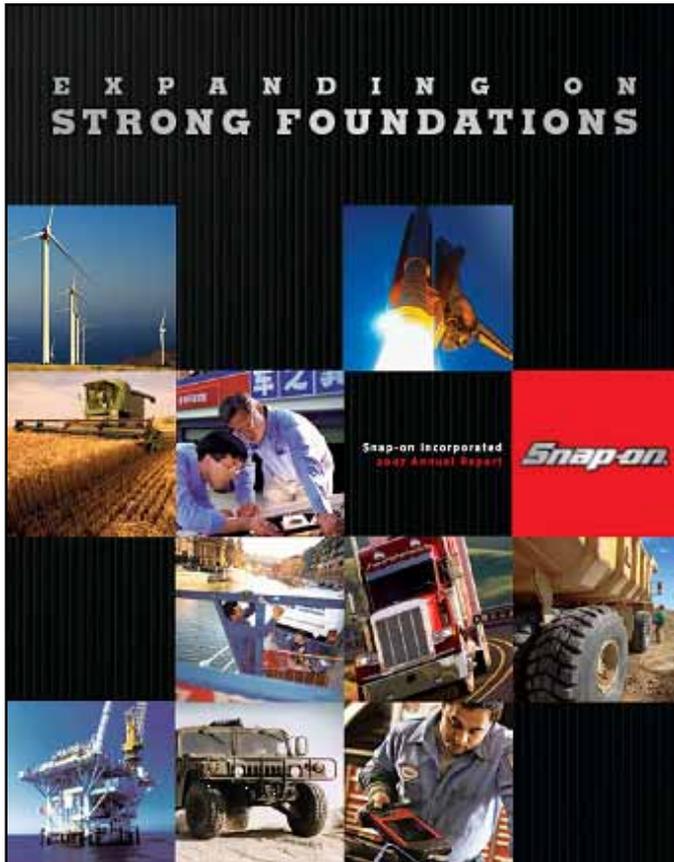


Meeting Binder Cover »



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 & AIRCRAFT MAINTENANCE MINING GASOLINE & SERVICE FLEET MAINTENANCE

AUTO SERVICE HEAVY EQUIPMENT VOCATIONAL SCHOOLS RETAIL REPAIRS 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



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

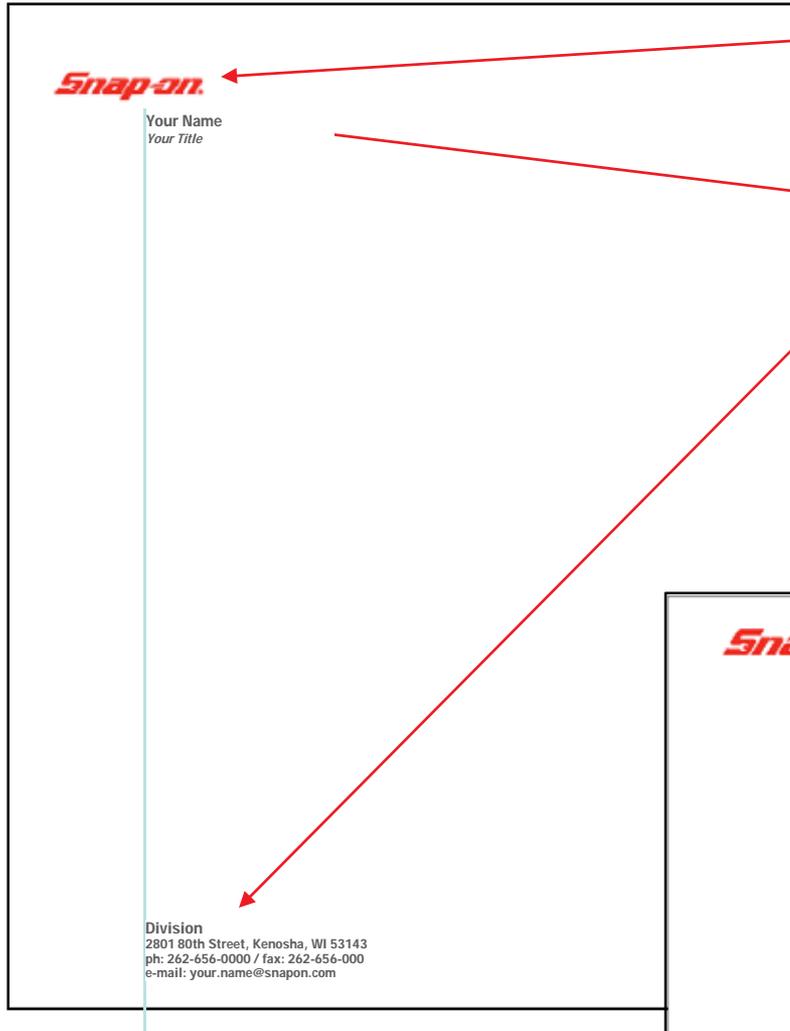


Field Sales Example – Military & Government



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



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 creating superior tools for finishing the project on time, was to come with the tools, which enhance the finished work. The real Test Storage Workstation, Roll Cab and Roll Cart.

Find out how you can get one of your own, call us your Snap-on franchisee at www.snap-on.com

Roll Cab Workstation 48" x 24" x 24" (48" x 24" x 24")
Roll Cart 24" x 24" x 24" (24" x 24" x 24")
Roll Cab 48" x 24" x 24" (48" x 24" x 24")

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™ by Chevy.

COME SEE THE BEST SNAP-ON HAS TO OFFER

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

Snap-on

TOOL STORAGE

Product	Stock No.
• Lockbox™ Roll Workstation	805000A
• Plastic Roll Working Equipment	896000E

TOOL STORAGE

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

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

NO COMPROMISE TOUR

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



WRENCHES

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



IMPACT

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

AIR




**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 the 810 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 810 1022 is built to handle anything it takes to help you get to a work done.

It's not a mere 4,000 lb. load capacity. A double-walled design with one-piece, full-height innerwall. 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 gusset and superheavy coat.

The 810 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.

1 System can be single keyed with tubular lock.

2 Extended Cab drawer system with 30 possible drawer sizes, including two 10" deep drawers for maximum customization, with an extensive family of accessories available: socket organizers, magnetic tool holders, wrench organizers, shims, trays, tabs and much more.

3 810 1022 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 Mustang
IND
Newark OH 43051
Snap-on

Snap-on
THE EQUIPMENT KING

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 levels. The FGA is a portable, digital, multi-gas analyzer that can be used to test your engine's air-fuel ratio and CO2 levels.

FGA features:

- On-gas display includes O2, CO2, CO, HC and NOx plus RPM, throttle and I/PW readings and category error bar.
- Heavy-duty, compact housing system with automatic water removal.
- Displays gas reading in both digital and graph mode, custom gas, 1/2" printing and real-time information.
- With the addition of software, it's a PDA interface with MODIS™ and available as other display devices, including a PDA, PC or laptop.

Gas Calibration Kit 1222A/1019A

Use standard gas, or get it in an ambient air tank to calibrate your analyzer. Includes a digital display.

MODIS™ Auxiliary Battery Pack 1222A/1019A

Rechargeable battery pack for use with the FGA. Rechargeable and easy to use. Rechargeable and easy to use. Rechargeable and easy to use.

MODIS™ Auxiliary Battery Charging Station 1222A/1019A

Rechargeable battery pack for use with the FGA. Rechargeable and easy to use. Rechargeable and easy to use. Rechargeable and easy to use.

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

It allows you to test your engine's air-fuel ratio and CO2 levels. The V-T-A is a portable, digital, multi-gas analyzer that can be used to test your engine's air-fuel ratio and CO2 levels.

V-T-A features:

- Easy for technicians of every skill level to use.
- Slip-resistant grip with LCD display.
- Full diagnostic tests, plus manual testing.
- Includes 12V/100 amp.

Standard A/R Tester 1222A/1019A

It allows you to test your engine's air-fuel ratio and CO2 levels. The S-A/R is a portable, digital, multi-gas analyzer that can be used to test your engine's air-fuel ratio and CO2 levels.

Standard A/R features include:

- 750 amp current range.
- See magnitude/polarity.
- LCD display for tests and amps.
- Non-cooled carbon probe.
- Model 1222A/1019A.
- Includes 12V/100 amp.
- Charger and kit stand.

MicroVAT™ Tester 1222A/1019A

Use standard gas, or get it in an ambient air tank to calibrate your analyzer. Includes a digital display.

MicroVAT features:

- Tests 40 charged batteries down to zero volt.
- Digital multimeter mode for troubleshooting.
- Optional Lin and high energy probes.
- Loaded mode alternative test (50 amp).
- Optional wireless printer.

Vantage PRO™ Accessories
Battery Charger 1222A/1019A

Rechargeable battery pack for use with the FGA. Rechargeable and easy to use. Rechargeable and easy to use. Rechargeable and easy to use.

Battery Pack 1222A/1019A

Rechargeable battery pack for use with the FGA. Rechargeable and easy to use. Rechargeable and easy to use. Rechargeable and easy to use.

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: 16-1/2" x 3-1/2" x 8-1/2"

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	4:1*	1	1/2	1/2	Needle	20
YA392	Bar	3500	500	4.27:1	5.0:1**	1	1/2	1/2	Needle	19-1/2
YA392	Bar	2200	142	15:1	15.6:1*	2	1/2	1/2	Needle	20
YA393	Bar	2200	175	12.2:1	18.5:1*	3	1/2	1/2	Needle	20
YA394	Plate	5000	120	29.2:1	26.5:2*	2	1/2	3/16	Needle	15
YA395	Plate	8000	134	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

YA396

YA391

YA390

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 onto 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 leakage, 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