



BRAND STANDARDS GUIDE





Cartec logomark usage - **Brand architecture**

The Snap-on metallic logomark is only used when depicting the breadth of Total Shop Solutions in conjunction with other Snap-on RSI brands and logomarks, such as a trade show application. The wrench S is also only used in that context. The Snap-on logomark and wrench S are only seen in the context of promoting the Total Shop Solutions value proposition — many brands working together to meet the needs of the shop.

The Snap-on logomark and the wrench S are not seen with the Cartec logomark. Snap-on is only mentioned in body copy, with reference to the Snap-on RSI Total Shop Solutions.

Corporate level

The Snap-on logomark may only be used when making the affiliation to Snap-on Incorporated. The Snap-on wrench S is only used when an icon is appropriate and the Snap-on logomark is also present. This corporate level use includes trade shows where multiple Snap-on RSI brands are visible, i.e. SEMA, NADA, Automechanika, etc. Its use may also include email addresses, business cards, stationery and on buildings.

Product group level

Snap-on Equipment always appears in text. It is a description for a group of products, and is not a logomark. It may be used in boilerplate content for press releases or in the address line on brochures, advertising, etc.

Product brand level

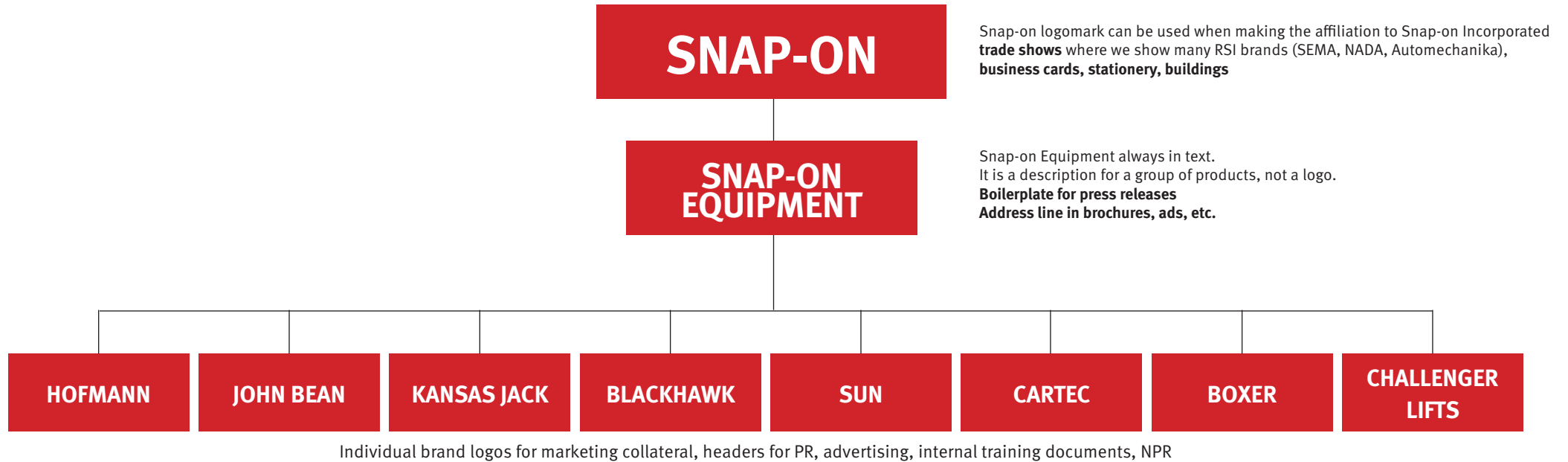
Individual product brand logomarks are seen in product marketing collateral, advertising, headers for public relations activities, internal training documents, etc. The Cartec logomark is included at this level, along with John Bean, Kansas Jack, Blackhawk, Sun, Cartec and Boxer.

Individual products

Logomarks for individual products are not allowed or encouraged.

The brand usage hierarchy is illustrated on the following page.

Brand usage hierarchy



Brand usage hierarchy example



JohnBean.

HOFMANN 

BLACKHAWK 

KJ **KANSAS JACK**

Challenger Lifts
INDUSTRIAL EQUIPMENT

Cartec logomark usage - **Minimum size & Maximum size**

To maintain legibility and detail, the Cartec logomark should not appear smaller than 1 inch (26 mm) in any application.



1 inch
26 mm
6 picas
72 points
72 pixels

A maximum size is recommended for the Cartec logomark usage on literature, advertising and apparel. In order to maintain a level of professionalism without using overstatement to communicate, it is recommended that the Cartec logomark not appear larger than 3.25 inches (73 mm) in any application.

This also applies to product literature.



2.87 inches
73 mm
17.24 picas
207 points
207 pixels

Cartec logomark usage - **Color background applications**

The preferred version of the Cartec logomark for identifying products and for use on product literature is in the white version of the logomark, applied to a background color of Cartec Red. The color specifications for this logomark version are consistent

On products and literature, the background color of Cartec Red includes:



HKS 44N
RAL 3028
Pantone® 485C
oc 100m 100y ok
237r 28g 36b

Use the formulas shown here to achieve accurate color matching. If you are using another color matching system, make sure you match to the Pantone® “coated” color references. CMYK formulas indicated are not a direct translation of the Pantone® colors, but have been tested to ensure that they achieve a consistent color match. Note that electronic screen colors may differ depending on the monitor and colors may alter from screen to projection for presentations. Pretest all colors before use in presentations. Laser printed colors from desktop equipment will alter from printer to printer, and color accuracy should be tested and maintained before multiple copies are made.

Cartec logomark usage - **What not to do**

Modification or incorrect use of the Cartec logomark will weaken its brand identity and recognition and is not allowed. The following are just a few examples of what NOT to do.

Don't horizontally or vertically squash:



Don't horizontally or vertically stretch:



Cartec logomark usage - **What not to do: Snap-On Equipment**

Improper use of the Snap-on Equipment identity will weaken the product brands, such as Cartec, and the following usage guidelines must be followed.

Do not use Snap-on Equipment as a logomark or create a logomark for it.

Do not use a Snap-on Equipment logomark in conjunction with the Cartec logomark.

Always refer to the Snap-on Equipment name in text content, appearing as plain text.

Don't horizontally or vertically stretch:



Cartec logomark usage - Cartec typography: display and text typefaces

Typography is a key to successful and legible communications and contributes to a consistent look for Cartec communications.

Consistency with Snap-on brand identity standards, where possible, maintains the Cartec relationship to Snap-on.

TITLES: _____

Meta Pro Bold

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklman
opqrstuvwxyz

TEXT: _____

Meta Pro Normal

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklman
opqrstuvwxyz