

Hierarchy of Communication:

- #1: The Snap-on trademark.
- #2: The photograph of the product.
- #3: The product descriptor.
- #4: All other copy and visuals.

Brandmark:

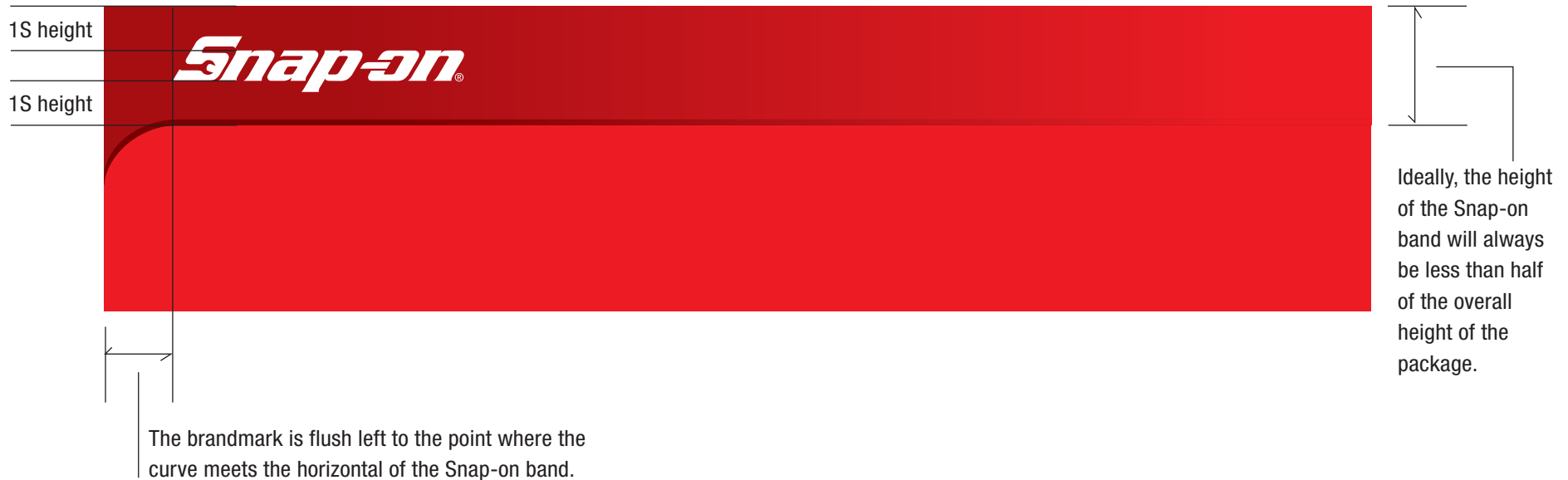
- The Snap-on brandmark will always reverse out of a dark red band that anchors to the upper left corner.
- It does not have any effects or drop shadows applied to the brandmark itself.
- It should always maintain the same proportions within the band as indicated below, unless a “stay-away” dictates that additional distance be added above the brandmark.

Color:

- Core packaging prints in 4-color process plus PMS 485 for the background.
- All gradations overprint in black.
- All black text overprints.
- All gold text knocks out of the red and prints in 30% magenta, 85% yellow.

The band overprints in 35% black between the left crop and the right edge of the “p”. The rule below it is 60% black.

The band blends from 35% black at the right edge of the “p” to 0% at the right. To make the band consistent across all packages, the blend ends at 0% when it reaches 90% of the package’s total width. The rule below it is 60% black blending to 0% in the same place.



Margins:

Whenever possible, the margins will be dictated by the Snap-on brandmark band.

Photography:

- The product should be shown in full color photography.
- It should be a blockout and angled as shown.
- It should be shown as close to full size as possible.
- It should not be obstructed by any other copy or graphics.
- It should, ideally, bleed off the bottom of the package, but can float as shown below.

Copy:

- The product descriptor should be the first communication to follow the Snap-on brandmark band.
- It can be on either the left or the right (see Power Tool example), depending on the tool type.
- Descriptors and features should be in upper and lower case with English in gold and the other languages in black.
- Stock numbers should appear in the upper right corner whenever possible.
- All copy is in the Helvetica Neue Condensed font family.



Icons:

- All icons for shape, size, etc. should follow the product descriptor and appear in the colors and proportions shown above. Type size for copy linked to the icon should never be larger than the size of the product descriptor.

Tagline:

- When the Snap-on S/Tagline appears on the primary display panel, the "S" should appear no larger than 1-1/3 times the height of the "S" in the Snap-on brandmark band.

Tray Pad Example

Front Panel for Trays Only:

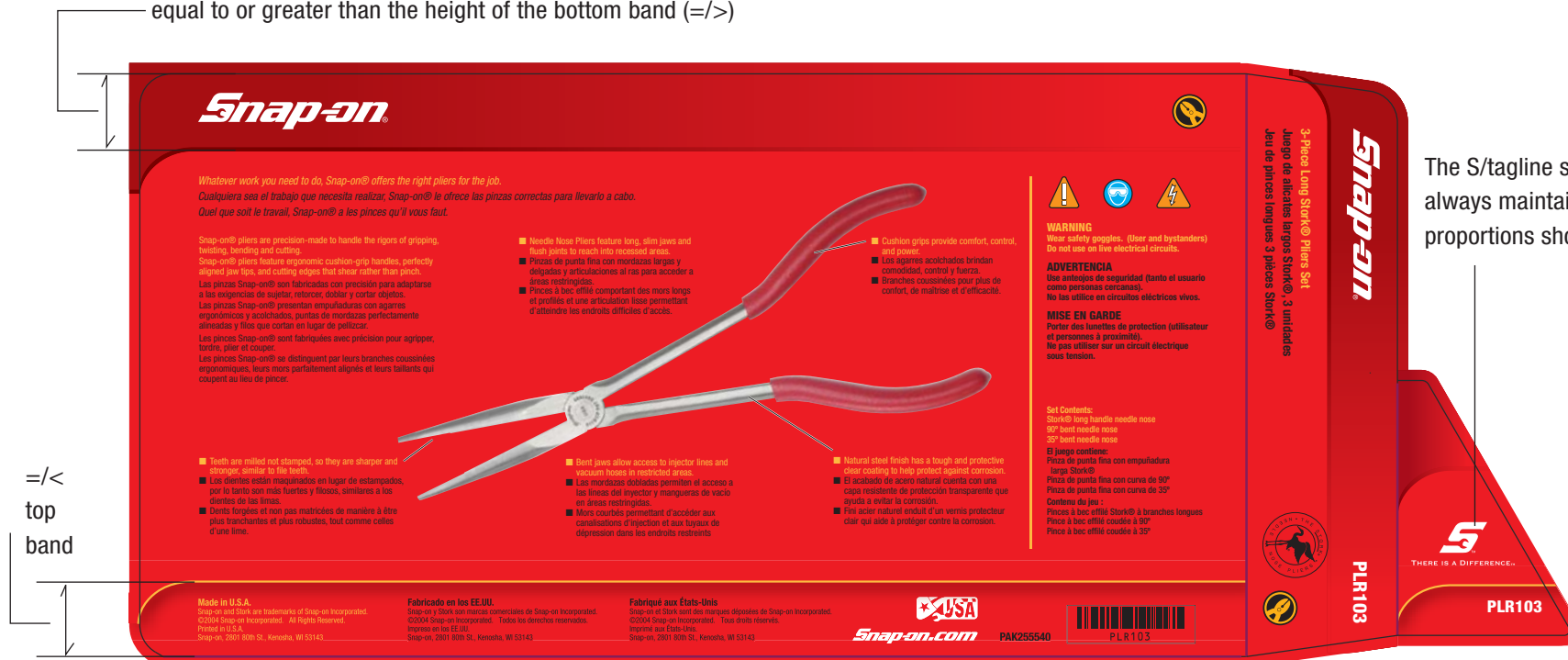
- The front panel for a typical tray pad should only contain the S/Tagline mark and the stock number.
- Graphics should be sized proportionally to those shown below.
- The height of the top band should always be equal to or greater than the height of the bottom band.

Back Panel for All Hand Tool Packaging:

- The back panel should be divided as shown below, with product photography and feature call-outs as the dominant messaging.
- Warnings and set contents (when necessary) should follow and be separated from the features with a gold rule that stops flush with the copy.
- Country of origin, trademark legal statements, etc. appear within the bottom band.
- The tool type icon is contained within the Snap-on landmark band on the back only. On the side, it should always follow the descriptor copy.

The height of the Snap-on landmark band should always be equal to or greater than the height of the bottom band (>=>)

The S/tagline should always maintain the proportions shown here



Hand Tools Copy

Languages:

- All hand tools packaging copy should appear in three languages, in the following order: 1. English, 2. Latin American Spanish, and 3. Canadian French.
- All languages must appear in the same size and font weight. (i.e. if English copy is in 10 point italics, than all other languages must also be in 10 point italics.)
- All copy should be sized to the proportions shown below, and must be large enough to be legible.
- English copy prints in gold, with the other languages overprinting in black.

Warnings and Trademark Legal Statements:

- Each product carries operational safety warnings specific to it. Appropriate warning icons should appear in full color whenever possible, and precede the written warnings.
- “WARNING” must always appear in all caps.
- Trademark legal statements and country of origin appear within the bottom band and are followed by the Snap-on web address, the USA icon, when appropriate, the PAK number and the Code 128 bar code.
- Follow guidelines at left for language order, color, weight and size for both warnings and trademark legal statements.

Tri-lingual feature copy area.

Trademark legal statements, web address, USA icon, PAK number and bar code area. If the package is too small to allow copy to print within the bottom band, the band can be eliminated.

Warnings can appear in one of two locations: either here or on an inside flap (not shown). When they appear on the flap, simply center them, followed by the PAK number, on a full bleed field of red.

These are Code 128 bar codes, Subset A. They are created using the stock number. Bar height should always be .25".



Snap-on

Whatever work you need to do, Snap-on® offers the right pliers for the job. Cualquiera sea el trabajo que necesita realizar, Snap-on® le ofrece las pinzas correctas para llevarlo a cabo. Quel que soit le travail, Snap-on® a les pinces qu'il vous faut.

Snap-on® pliers are precision-made to handle the rigors of gripping, twisting, bending and cutting. Snap-on® pliers feature ergonomic cushion-grip handles, perfectly aligned jaw tips, and cutting edges that shear rather than pinch. Las pinzas Snap-on® son fabricadas con precisión para adaptarse a las exigencias de sujetar, retorcer, doblar y cortar objetos. Les pinces Snap-on® présentent empuñaduras avec agares ergonomiques y acuchados, puntas de mordazas perfectamente alineadas y filos que cortan en lugar de pellizcar. Les pinces Snap-on® sont fabriquées avec précision pour agripper, tordre, plier et couper. Les pinces Snap-on® se distinguent par leurs branches coussinées ergonomiques, leurs mors parfaitement alignées et leurs biseaux qui coupent au lieu de pincer.

■ Teeth are milled not stamped, so they are sharper and stronger, similar to the back. ■ Los dientes están maquinados en lugar de estampados, por lo tanto son más fuertes y resaca, similares a los dientes de los limas. ■ Dents forgées et non pas matriquées de manière à être plus tranchantes et plus robustes, tout comme celles d'une lime.

■ Needle Nose Pliers feature long, slim jaws and flush joints to reach into restricted areas. ■ Pinzas de punta fina con mordazas largas y delgadas y articulaciones al ras para acceder a áreas restringidas. ■ Pinces à bec effilé comportent des mors longs et profilés et une articulation lisse permettant d'atteindre les endroits difficiles d'accès.

■ Bent jaws allow access to injector lines and narrow hoses in restricted areas. ■ Las mordazas dobladas permiten el acceso a las líneas del inyector y mangueras de vacío en áreas restringidas. ■ Mors courbés permettent d'accéder aux canalisations d'injection et aux tuyaux de dépression dans les endroits restreints.

■ Cushion grips provide comfort, control, and power. ■ Los agarres acolchados brindan comodidad, control y fuerza. ■ Branches coussinées pour plus de confort, de maîtrise et d'efficacité.

WARNING
Wear safety goggles. (User and bystanders) Do not use on live electrical circuits.

ADVERTENCIA
Use anteojos de seguridad (tanto el usuario como personas cercanas). No las utilice en circuitos eléctricos vivos.

MISE EN GARDE
Porter des lunettes de protection (utilisateur et personnes à proximité). Ne pas utiliser sur un circuit électrique sous tension.

Set Contents:
Stork® long handle needle nose
30" bent needle nose
30" bent needle nose

El juego contiene:
Pinza de punta fina con empuñadura larga Stork®
Pinza de punta fina con curva de 90°
Pinza de punta fina con curva de 35°
Contenido de Jeu:
Pinces à bec effilé Stork® à branches longues
Pince à bec effilé courbé à 90°
Pince à bec effilé courbé à 35°

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Snap-on.com

PAK255540



PLR103



PLR103

THERE IS A DIFFERENCE.

PLR103

Power Tools Example

Top Panel:

- The front panel follows the previously outlined specs.
- Graphics should be sized proportionally to those shown below.
- The height of the top band should always be equal to or greater than the height of the bottom band.
- The product photo should appear as close to actual size as possible. It should bleed off the bottom of the package. (See Special Situations in the section that follows.)

Side Panels:

- The side panels contain feature copy, trademark legal statements, warnings and other necessary copy as shown.
- English copy always appears in gold, with all other languages in black.
- The bottom gold band has been eliminated to accommodate more copy. Use it only for extremely deep boxes or when copy is minimal and the layout appears empty.



The back panel is flipped 180° in relation to the front panel to accommodate open- or closed-box display options. It contains the same information as the opposite panel.

The size icons always appear near the product photography.

Side panel photos should appear as large as possible, and at the same angle as the top panel photo. They may bleed off the bottom or side, depending on space constraints.

The product photo should be angled clockwise 10°.

Due to the variety of product shapes, angles may need to be modified. In these cases, all products with similar proportions should match.

Power Tools Example

Special Situations:

- When the product is red, a glow must be added to separate it from the red background. It is composed of a bitmap tif that overprints the red in 100% black. See Example #1 below.
- When the proportions of the product are dissimilar to the proportions of the box, adjustments should be made to make the photography visually appealing on the package. See Example #2 below.

The glow is created with the following specs:

In Illustrator, use the mask's path from the image, and create a path that offsets the mask by -9 points. This will make the path fall slightly inside the product's edge. Copy this path into Photoshop.

Place the path into Photoshop, choosing the grayscale mode and 300 ppi. Set Air Brush to 300px, Mode to normal, Opacity to 75% and Flow to 10%. Stroke the path with black. Convert the file to bitmap mode, choosing 1200 dpi and diffusion dither. Save as a tif and place it into the Illustrator file behind the photo.



Example #1



Example #2 The placement of the photo can be adjusted. Whenever possible, the photo should bleed off the bottom, or be anchored to the bottom bar, as shown above. In extreme cases, the photo can float in the center of the package. On the front of the package, the photo should not bleed off the sides.

Power Tools Example

Special Situations:

- When the package is horizontal and the product is very long, photo angles must be modified. On the front panel, the photo should appear as close to actual size as possible and should, ideally, bleed off the bottom. It is acceptable for the product to extend into the top band as long as it does not violate the Snap-on logo stay-aways.

- When possible, the angle of the photos on the side panels should match the angle on the front. If, due to size constraints, this is not possible, rotate them as necessary, but keep all side panel photo angles the same.



Power Tools Copy

Languages:

- All power tools packaging side panel copy should appear in six languages, and in the following order: 1. English, 2. Latin American Spanish, 3. Canadian French, 4. German, 5. Italian, and 6. Dutch.
- All languages must appear in the same size and font weight.
- (i.e. if English copy is in 10 point italics, than all other languages must also be in 10 point italics.)
- All copy should be sized to the proportions shown below, and must be large enough to be legible.
- English copy prints in gold, with the other languages overprinting in black.

Warnings and Trademark Legal Statements:

- Each product carries operational safety warnings specific to it. Appropriate warning icons should appear in full color whenever possible. There are no written warnings on power tools packaging.
- The panel to the left of the primary display panel (PDP) carries all legally required information. Follow guidelines at left for language order, color, weight and size for all necessary copy.

This panel contains the trademark legal statements in all six languages, followed by the warning icons, web address and, when appropriate, the USA icon. Other necessary communications, like certification icons, PAK number and bar codes appear as shown.

The PDP copy is in English only.



Feature copy appears on the side panels as shown, with English, Latin American Spanish, and Canadian French on the panels above and below the PDP. Whenever possible, these two panels should contain identical information.

Feature copy in German, Italian, and Dutch appears on the panel to the right of the PDP.