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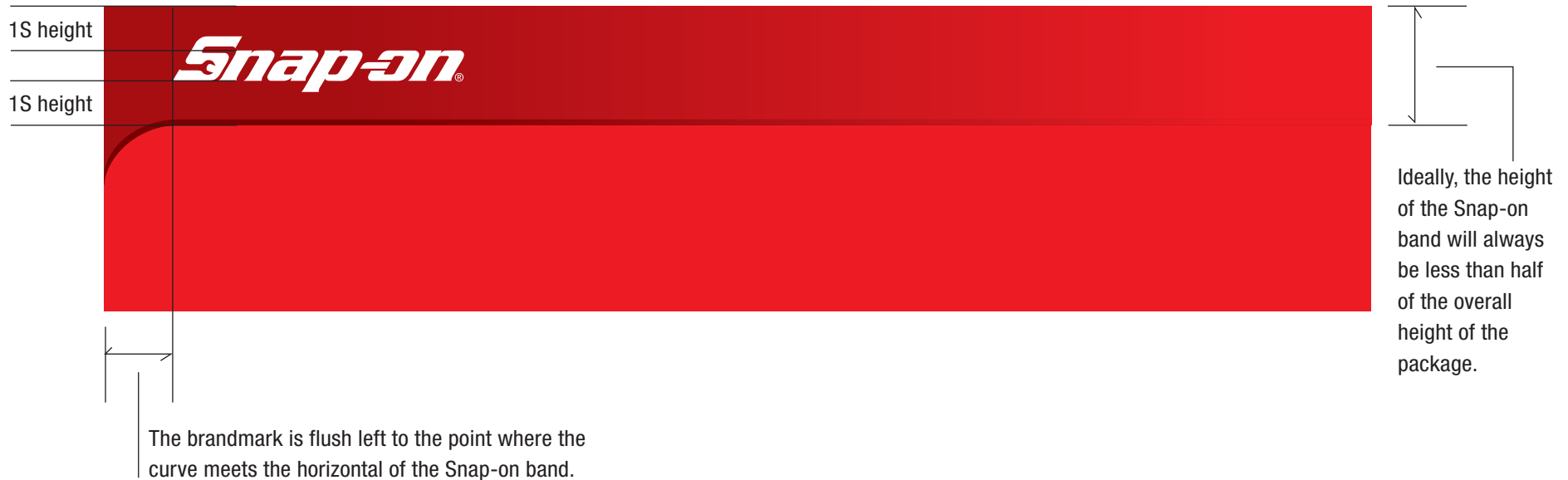#4: All other copy and visuals.

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.

1S height

1S height

Ideally, the height of the Snap-on band will always be less than half of the overall height of the package.

The brandmark is flush left to the point where the curve meets the horizontal of the Snap-on band.

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.

All copy should begin flush left with the left edge of the "S" of Snap-on, which begins at the point where the curve meets the horizontal of the Snap-on brandmark band.

1x

1/2x

Top and bottom margins should be equal whenever possible.

211EFTXRTPY

11 Piece Tamper Resistant TORX® Plus Socket Driver Set
Juego de mangos para dados de seguridad TORX® Plus de 11 piezas
Jeu de 11 tourne-douilles pour fixations inviolables TORX® Plus

1/4 T8-T25   3/8 T27-T55

1-1/3 S height

THERE IS A DIFFERENCE™

Shape icon   Size icon

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 brandmark band on the back only. On the side, it should always follow the descriptor copy.

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

=/< top band

The S/tagline should always maintain the proportions shown here
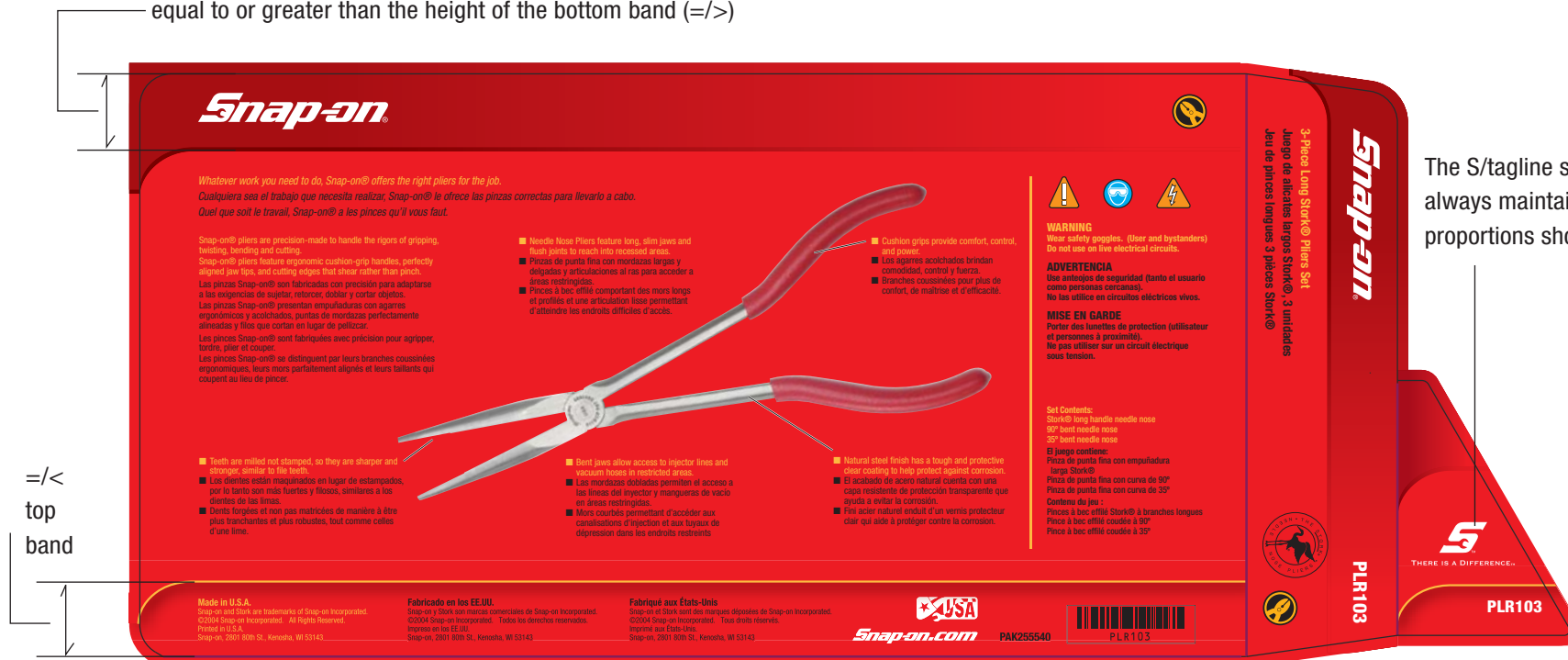
Hand Tools Copy

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".

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 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.

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.

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.

MG31

Impact Wrench
Patents Pending

3/8

THERE IS A DIFFERENCE™

Example #1

PDR5A

Air Drill

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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.