**Hierarchy of Graphic Elements:**
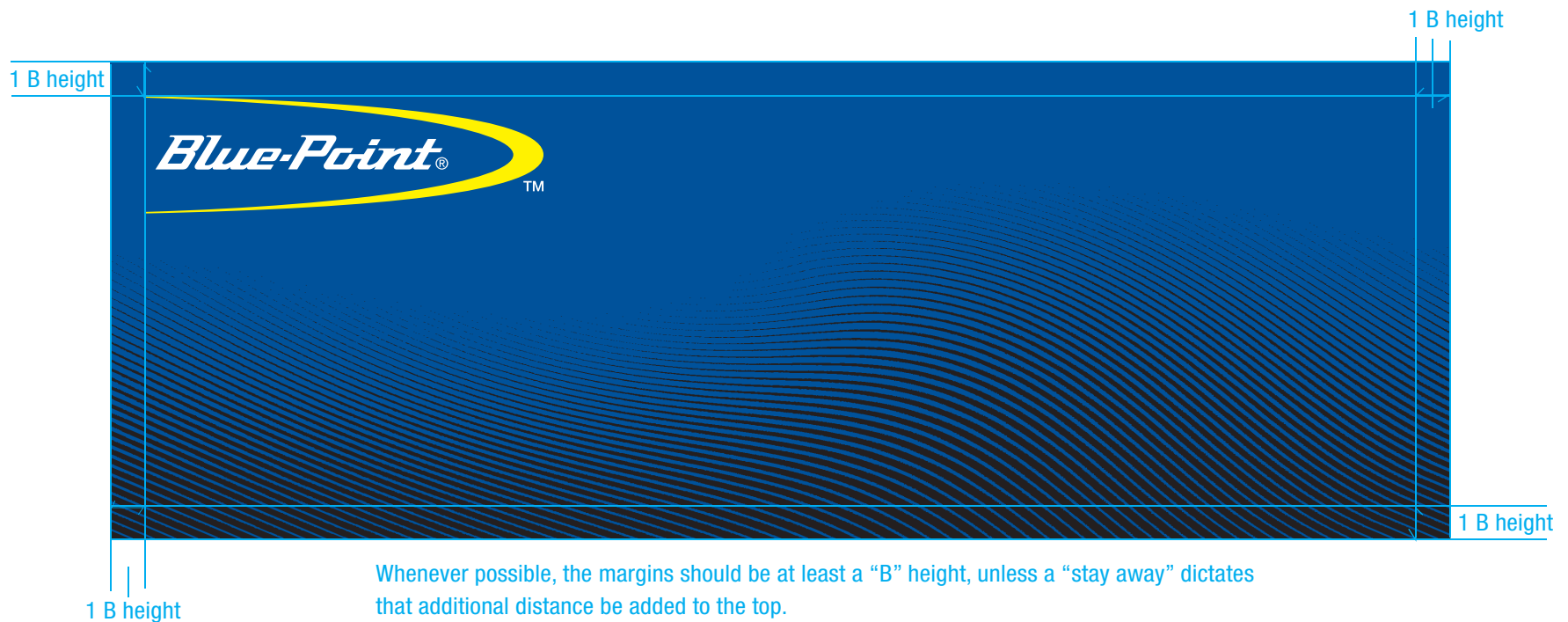#1: The blue color.
#2: The photograph of the product.
#3: The Blue-Point brandmark.
#4: The product descriptor.
#5: All other copy and visuals.

**Brandmark:**
• The Blue-Point brandmark will always reverse out of a blue background in the upper left corner with two components; the type reverses and the swoosh knocks out to print process yellow.
• It does not have any effects or drop shadows applied to the brandmark itself.
• It should always maintain the same proportions from the corner as indicated below, unless a "stay-away" dictates that additional distance be added above the brandmark.

**Color and Pattern:**
• Blue-Point packaging prints in 4 color process plus PMS 287 for the background.
• All texture tiffs overprint in black and bleed off the bottom; it should not print under logo or compete with text.
• All gradations overprint in black.
• All black text overprints.
• All gold text knocks out of the blue and prints in Process Yellow

1 B height

1 B height

1 B height

1 B height

Whenever possible, the margins should be at least a "B" height, unless a "stay away" dictates that additional distance be added to the top.

1 B height

**Blue-Point** ®
TM

**Key Elements**

**Photography:**

• The contents of the package 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 with any other copy or graphics.

• It should ideally bleed off the bottom of the package, but can float as shown below.

• It should have a photoshop glow

**Copy:**

• The product descriptor should be the first communication to follow the Blue-Point brandmark.

• It can be on either the left or the right (see Power Tool example), depending on the size of the package.

• Descriptors and features should be in upper and lower case with English in white and the other languages in yellow.

• Stock numbers should appear in the upper right corner, whenever possible, 1 B height from top and right.

• All copy is in the Helvetica Neue Condensed font family.

All copy should begin flush left with the left edge of the points of the Blue-Point brand swoop, which begins at the point where the curve meets the horizontal of the Snap-on brandmark band.

**Blue-Point** ®
TM

BXOR704

4-Piece Double Offset Ratcheting Box Wrench Set

Juego de llaves de ojo dobles con trinquete y compensadas de 4 piezas

Jeu de 4 clés polygonales à cliquet contre-coudées

mm  5/16"-3/4"

Shape icon        Size icon

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.
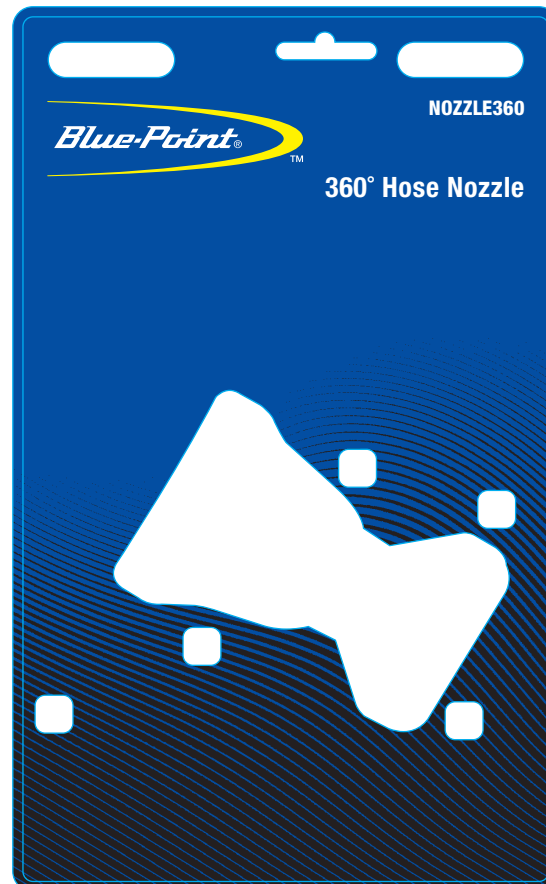
**Clam Shell Example**

**Front Panel for Clam Shells Only:**
• The front panel for a typical clam shel should only contain the Blue-Point brandmark, product descriptor and the stock number.
• Graphics should be sized proportionally to those shown below.
• Background texture should always come in from the bottom as shown here. It should not go behind the brandmark.

**Back Panel for Clam Shell Packaging:**
• The back panel should be divided as shown below, with product features as the dominate messaging.
• Warnings and set contents (when necessary) should follow and be separated from the features with a yellow rule that stops flush with the copy.
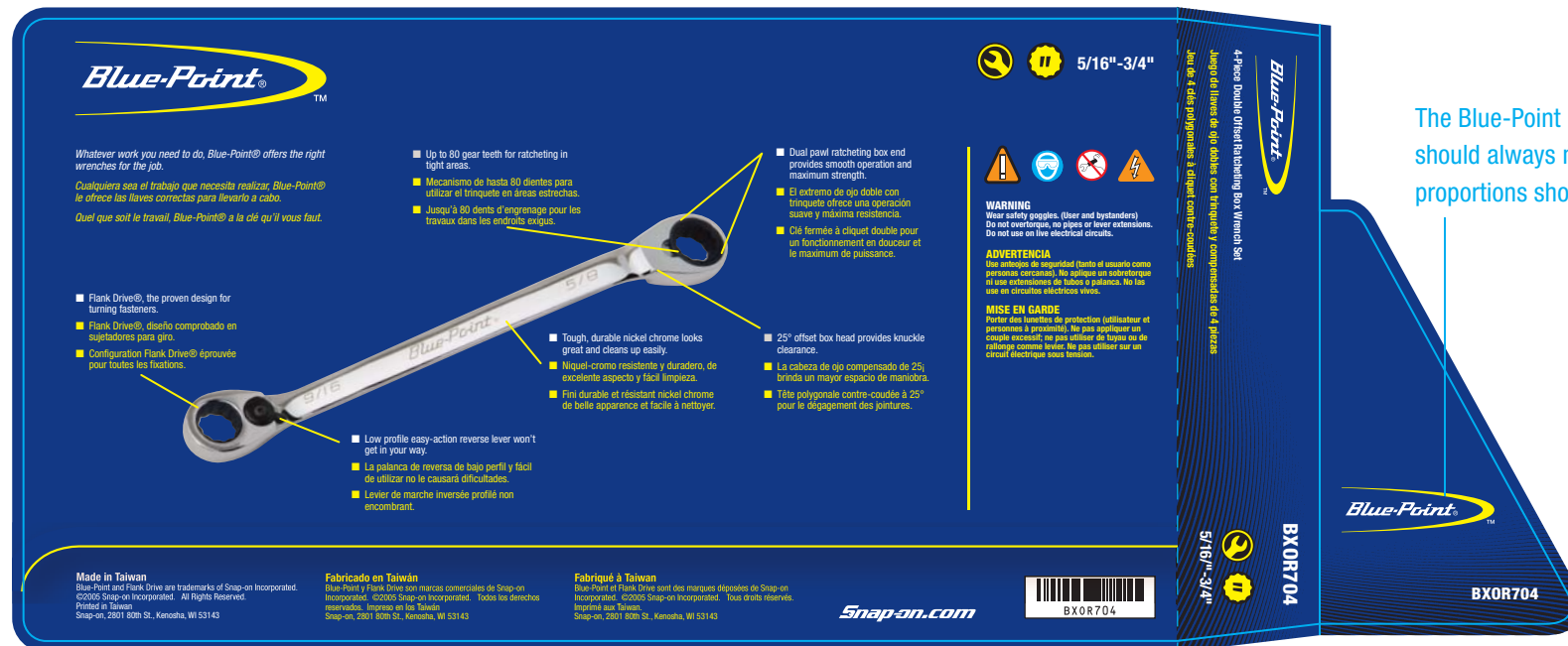• Place of origin, trademark legal statements, etc. appear at the bottom.



NOZZLE360

360° Hose Nozzle



360° Hose Nozzle
• Turns any 5/8" or larger hose into a multi-function cleaning tool with adjustable spray pattern for all jobs
• Patented two way shut-off
•   Heavy-duty construction
• Won't scrach or chip painted surfaces
• Durable, aluminum and stainless steel with comfort grip rubber
• Limited 1 year warranty

360° Hose Nozzle
• Turns any 5/8" or larger hose into a multi-function cleaning tool with adjustable spray pattern for all jobs
• Patented two way shut-off
•   Heavy-duty construction
• Won't scrach or chip painted surfaces
• Durable, aluminum and stainless steel with comfort grip rubber
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360° Hose Nozzle
• Turns any 5/8" or larger hose into a multi-function cleaning tool with adjustable spray pattern for all jobs
• Patented two way shut-off
•   Heavy-duty construction
• Won't scrach or chip painted surfaces
• Durable, aluminum and stainless steel with comfort grip rubber
• Limited 1 year warranty

**WARNING**
Wear safety goggles. (User and bystanders)
Do not overtorque, no pipes or lever extensions.
Do not use on live electrical circuits.

**ADVERTENCIA**
Use anteojos de seguridad (tanto el usuario como personas cercanas). No aplique un sobretorque ni use extensiones de tubos o palanca. No las use en circuitos eléctricos vivos.

**MISE EN GARDE**
Porter des lunettes de protection (utilisateur et personnes à proximité). Ne pas appliquer un couple excessif; ne pas utiliser de tuyau ou de rallonge comme levier. Ne pas utiliser sur un circuit électrique sous tension.

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Snap-on, 2801 80th St., Kenosha, WI 53143

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Snap-on.com

NOZZLE360

**Tray Pad Example**

**Front Panel for Trays Only:**
• The front panel for a typical tray pad should only contain the Blue-Point brandmark and the stock number.
• Graphics should be sized proportionally to those shown below.
• Background texture should always come in from the bottom as shown here. It should not go behind the brandmark.

**Back Panel for All Hand Tool Packaging:**
• The back panel should be divided as shown below, with product features as the dominate messaging.
• Warnings and set contents (when necessary) should follow and be separated from the features with a yellow rule that stops flush with the copy.
• Place of origin, trademark legal statements, etc. appear within the bottom band.
• The icons float in the upper right corner at least 1 B height from the cut. On the side, it should always follow the descriptor copy.

---

The Blue-Point brandmark should always maintain the proportions shown here

5/16"-3/4"

Whatever work you need to do, Blue-Point® offers the right wrenches for the job.

Cualquiera sea el trabajo que necesita realizar, Blue-Point® le ofrece las llaves correctas para llevarlo a cabo.

Quel que soit le travail, Blue-Point® a la clé qu'il vous faut.

■ Up to 80 gear teeth for ratcheting in tight areas.
■ Mecanismo de hasta 80 dientes para utilizar el trinquete en áreas estrechas.
■ Jusqu'à 80 dents d'engrenage pour les travaux dans les endroits exigus.

■ Dual pawl ratcheting box end provides smooth operation and maximum strength.
■ El extremo de ojo doble con trinquete ofrece una operación suave y máxima resistencia.
■ Clé fermée à cliquet double pour un fonctionnement en douceur et le maximum de puissance.

■ Flank Drive®, the proven design for turning fasteners.
■ Flank Drive®, diseño comprobado en sujetadores para giro.
■ Configuration Flank Drive® éprouvée pour toutes les fixations.

■ Tough, durable nickel chrome looks great and cleans up easily.
■ Niquel-cromo resistente y duradero, de excelente aspecto y fácil limpieza.
■ Fini durable et résistant nickel chrome de belle apparence et facile à nettoyer.

■ 25° offset box head provides knuckle clearance.
■ La cabeza de ojo compensado de 25¡ brinda un mayor espacio de maniobra.
■ Tête polygonale contre-coudée à 25° pour le dégagement des jointures.

■ Low profile easy-action reverse lever won't get in your way.
■ La palanca de reversa de bajo perfil y fácil de utilizar no le causará dificultades.
■ Levier de marche inversée profilé non encombrant.

**WARNING**
Wear safety goggles. (User and bystanders) Do not overtorque, no pipes or lever extensions. Do not use on live electrical circuits.

**ADVERTENCIA**
Use anteojos de seguridad (tanto el usuario como personas cercanas). No aplique un sobretorque ni use extensiones de tubos o palanca. No las use en circuitos eléctricos vivos.

**MISE EN GARDE**
Porter des lunettes de protection (utilisateur et personnes à proximité). Ne pas appliquer un couple excessif; ne pas utiliser de tuyau ou de rallonge comme levier. Ne pas utiliser sur un circuit électrique sous tension.

4-Piece Double Offset Ratcheting Box Wrench Set
Juego de llaves de ojo dobles con trinquete y compensadas de 4 piezas
Jeu de 4 clés polygonales à cliquet contre-coudées

BXOR704
5/16"-3/4"

Snap-on.com

BXOR704

**Hand 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 Blue-Point logo stay-aways.



**FAR72C**

**Air Ratchet**

**Trinquete neumático**

**Cliquet pneumatique**

3/8  5/16"-7/8"

**WARNING**
Wear safety goggles. (User and bystanders)
Use only impact sockets and accessories with impact wrenches.
Do not use on live electrical circuits.

**ADVERTENCIA**
Use anteojos de seguridad. (Tanto el usuario como personas cercanas)
Sólo use dados y accesorios de impacto con llaves de impacto.
No los utilice en circuitos eléctricos vivos.

**MISE EN GARDE**
Porter des lunettes de protection (utilisateur et personnes à proximité).
N'utiliser les douilles et accessoires à frappe qu'avec des outils à percussion.
Ne pas utiliser sur un circuit électrique sous tension.

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■ Torque range, ft. lbs. (N•m) 5-65 (7-88)
■ Patented stop lock pins
■ Dual pawls provide smooth durable operation
■ High flow trigger tip valve
■ Variable speed cushioned trigger

■ Gama de torque, pies. lbs. (N•m) 5-65 (7-88)
■ Pasadores patentados de traba con tope
■ El trinquete doble brinda un funcionamiento suave y duradero
■ Válvula de punta de gatillo de alto flujo
■ Gatillo acolchonado de velocidad variable

■ Puissance de couple, pi-lb (Nm) 5-65 (7-88)
■ Goupilles d'arrêt brevetées
■ Système à double cliquet pour un fonctionnement en douceur durable
■ Soupape à tige de gâchette à grand débit
■ Gâchette coussinée à vitesse variable

FAR72C  5/16"-7/8"

FAR72C  5/16"-7/8"

## Hand Tools Copy

**Languages:**
• All hand tools packaging copy should appear in three languages, and 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 white, with the other languages printing in yellow.

**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 place of origin appear within the bottom band and are followed by the Snap-on web address, the PAK number and the 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.

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

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

Trademark legal statements, web address, 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.
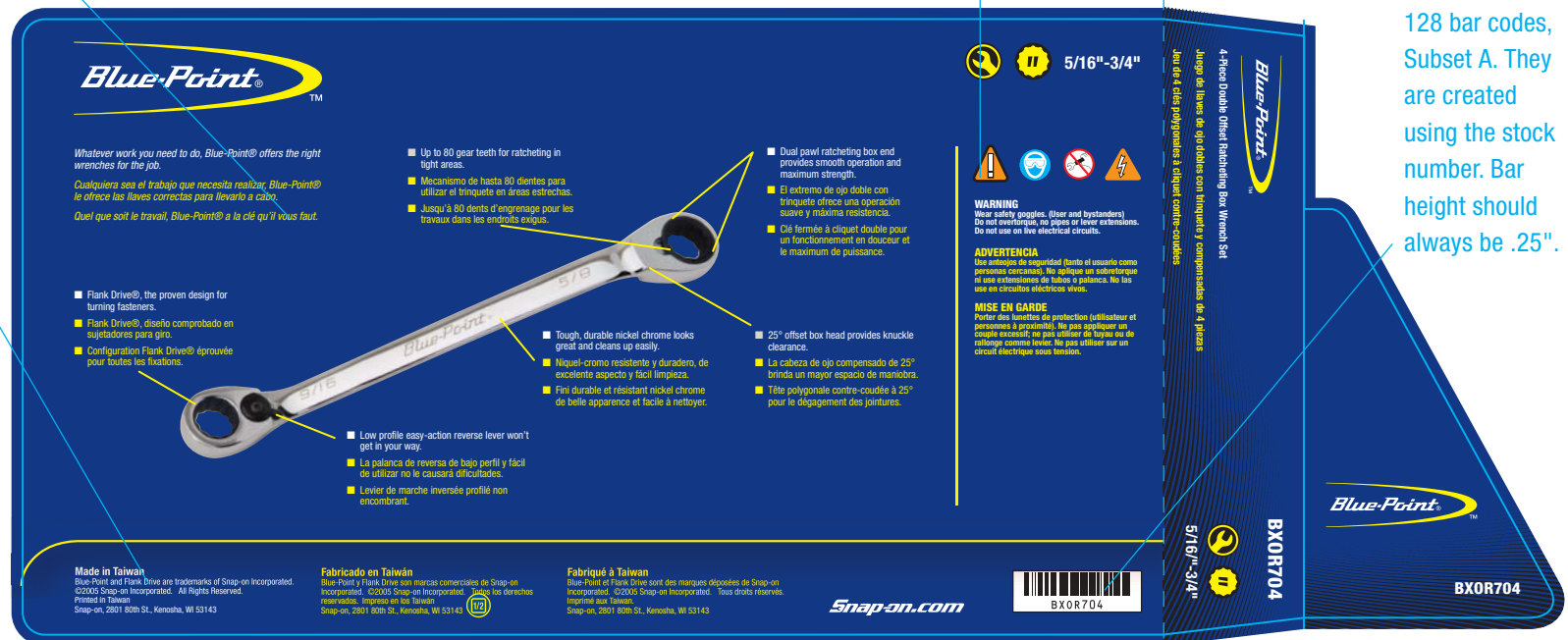


### Blue-Point

Whatever work you need to do, Blue-Point® offers the right wrenches for the job.

Cualquiera sea el trabajo que necesita realizar, Blue-Point® le ofrece las llaves correctas para llevarlo a cabo.

Quel que soit le travail, Blue-Point® a la clé qu'il vous faut.

■ Flank Drive®, the proven design for turning fasteners.
■ Flank Drive®, diseño comprobado en sujetadores para giro.
■ Configuration Flank Drive® éprouvée pour toutes les fixations.

■ Up to 80 gear teeth for ratcheting in tight areas.
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■ Levier de marche inversée profilé non encombrant.

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■ Fini durable et résistant nickel chrome de belle apparence et facile à nettoyer.

■ Dual pawl ratcheting box end provides smooth operation and maximum strength.
■ El extremo de ojo doble con trinquete ofrece una operación suave y máxima resistencia.
■ Clé fermée à cliquet double pour un fonctionnement en douceur et le maximum de puissance.

■ 25° offset box head provides knuckle clearance.
■ La cabeza de ojo compensado de 25° brinda un mayor espacio de maniobra.
■ Tête polygonale contre-coudée à 25° pour le dégagement des jointures.

5/16"-3/4"

**WARNING**
Wear safety goggles. (User and bystanders)
Do not overtorque, no pipes or lever extensions.
Do not use on live electrical circuits.

**ADVERTENCIA**
Use anteojos de seguridad (tanto el usuario como personas cercanas). No aplique un sobretorque ni use extensiones de tubos o palanca. No las use en circuitos eléctricos vivos.

**MISE EN GARDE**
Porter des lunettes de protection (utilisateur et personnes à proximité). Ne pas appliquer un couple excessif; ne pas utiliser de tuyau ou de rallonge comme levier. Ne pas utiliser sur un circuit électrique sous tension.

4-Piece Double Offset Ratcheting Box Wrench Set
Juego de llaves de ojo dobles con trinquete y compensadas de 4 piezas
Jeu de 4 clés polygonales à cliquet contre-coudées

BXOR704

5/16"-3/4"

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BXOR704

BXOR704

**Power Tools Example**

**Top Panel:**

• The front panel follows the previously outlined specs.

• Graphics should be sized proportionally to those shown below.

• 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 white, with all other languages in yellow.

• The bottom yellow 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 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 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.

**Power Tools Example**

**Special Situations:**
• Photo will always have a glow when it is a printed piece.
• 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.





**Example #1** The glow is created with the following specs:

**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 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 white, with the other languages printing in yellow.

**Warnings and TrademarkLegal 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.