



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:

- Andy Ginger, CMO 262-656-5815 andy.ginger@snapon.com
- Alicia Smales, VP Marketing 262-656-4971 alicia.a.smales@snapon.com



- 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



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.
©Snap-on Incorporated year*

Trademark Legal Statement For Licensees:

*Snap-on is a trademark of Snap-on Incorporated and
used under license. ©Snap-on Incorporated year*

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.



Logo Usage



Wrong

Min width 1-3/8"



Correct



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.



Badge Logo Usage



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 **Snap-on.**



3 **AMERICAN MADE**
Snap-on.



5 **Snap-on**



7 **Snap-on.**

8 **Snap-on**
made in USA

9 We Make
Snap-on.
Tools to Last.

Snap-on. Made to Last.



11 **Snap-on.**

12 **Snap-on Tools**

13



14



15



16



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

RED

| CMYK | RGB |
|------|-----|
| 0 | 237 |
| 100 | 28 |
| 100 | 36 |
| 0 | |

PMS 485

WHITE

| CMYK | RGB |
|------|-----|
| 0 | 255 |
| 0 | 255 |
| 0 | 255 |
| 0 | |

GRAY

| CMYK | RGB |
|------|-----|
| 0 | 113 |
| 0 | 112 |
| 0 | 116 |
| 70 | |

PMS Cool Gray 11

BLACK

| CMYK | RGB |
|------|-----|
| 0 | 0 |
| 0 | 0 |
| 0 | 0 |
| 100 | |

PMS Process Black



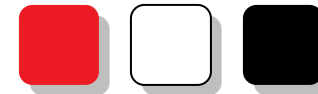
GOLD

| CMYK | RGB |
|------|-----|
| 0 | 253 |
| 30 | 186 |
| 85 | 64 |
| 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.

Minimum
Width 2-1/2"



Minimum
Width 1-1/2"



Minimum
Width 1-1/2"



Logo Colors

- These are the only 90th Ann. logo colors. These logos may not be used in any other colors.

Minimum Size

- The 90th logo square format minimum width is 1-1/2". It should not be used in sizes smaller than this.
- The 90th logo horizontal format minimum width is 1-1/2". It should not be used in sizes smaller than this.



Red "S" on white is the preferred usage



Black "S" on white or light colored background when the red "S" does not work



White "S" on a red colored background



White "S" on a black or other dark colored background



Minimum
Height 3/8"



Minimum
Height 3/8"



Minimum
Height 3/8"



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.



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



White icon on red, black or other dark colored background



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 may be used for licensed apparel.
- 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.



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.



Racing Logo



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 brandmark. This area should be preserved anytime you use the brandmark 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.

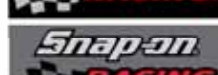
3-COLOR 3D SNAP-ON RACING LOGO USAGE

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.





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.



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.



Minimum Height 1"
Do NOT use Snap-on logo at this size



Minimum Width 1-7/5"



Minimum Width 1-7/5"



Minimum Width 1-7/5"



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.



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.

Minimum
Width 1-3/8"

FuelKare™

FuelKare™

TransKare™

TransKare™

BrakeKare™

BrakeKare™

ECO *PLUS*
+

ECO *PLUS*
+

KOOLKARE
PLUS
+

KOOLKARE
PLUS
+

Minimum
Width 1-3/4"

Battery Charger *Plus*

Battery Charger *Plus*

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*

Fonts can be ordered at: www.fonts.com/FontServices/_Snap-on.htm

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.



DO YOUR TOOLS SPEAK TO YOU?

YES

DO YOUR TOOLS SPEAK ?

NO – Do not letterspace 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.

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

- Utilize Forward/Reverse Switch
- Protect your drive battery power system includes shock absorbing terminal block
- Dual seal, slide-on battery pack
- Tilted battery retractor (optional)

Super Heavy Duty motor, Impact Hammer and seal

Powerful 18 Volt Heavy Duty motor with built-in ball bearings

DO YOU HAVE THE FORCE?

With Snap-on, you know 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 marked for easy identification.

- 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 | SGD304AO | SGD304AG | .020 | 3/16 | 3 | 5 1/4 |
| SGD304A | SGD304AO | SGD304AG | .030 | 3/16 | 3 | 5 1/4 |

innovation EXPLORES

CHISEL ACTIVITY

AUGUST 2008



Recommended Bullet Hierarchy

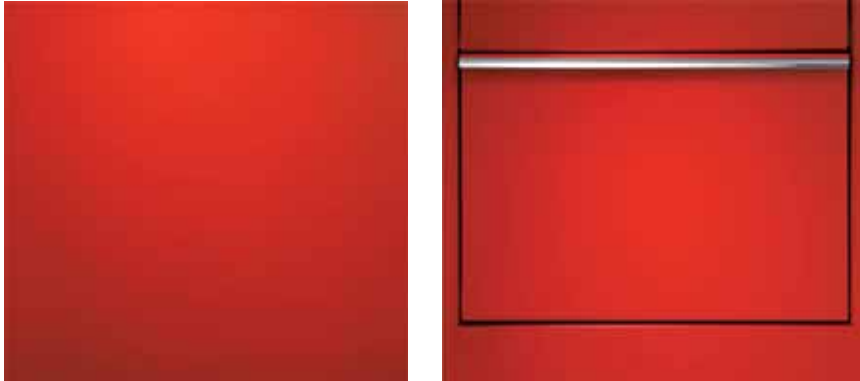
- First level bullets
 - » Second level bullets
 - Third level bullets
 - Fourth level bullets

Other Graphic Elements

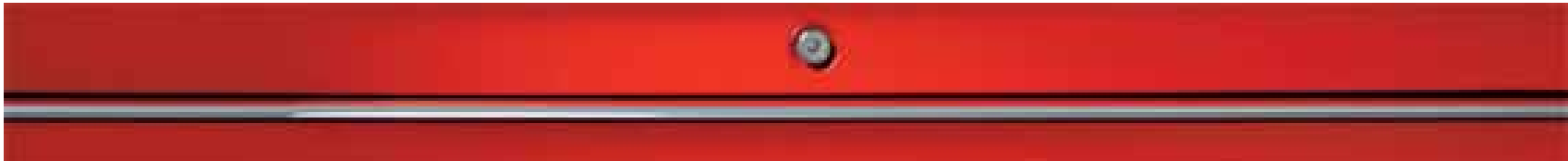
- Rules...black, white, gray, red
 - » Dotted line ok
- Corners...radius preferred
- Field colors...lighter, or screened, variations of PMS Cool Gray 11
 - » 10% black for a background color would be appropriate
 - » Appropriate textures ok, even with black
- Accent or pop color for type and small graphic 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.





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.

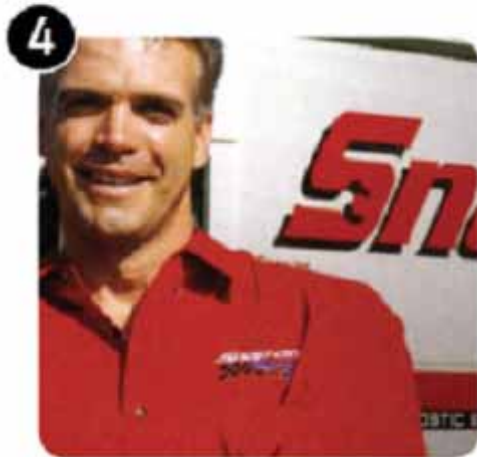
1. This tech is concentrating on his work. Photography should look real, not posed.
2. Always show a safe working environment and correct gear, like eye protection and helmet here.
3. Lighting should be subdued and create a gritty, industrial feeling.
4. When focusing on a specific tool, show it in the proper work context.



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.

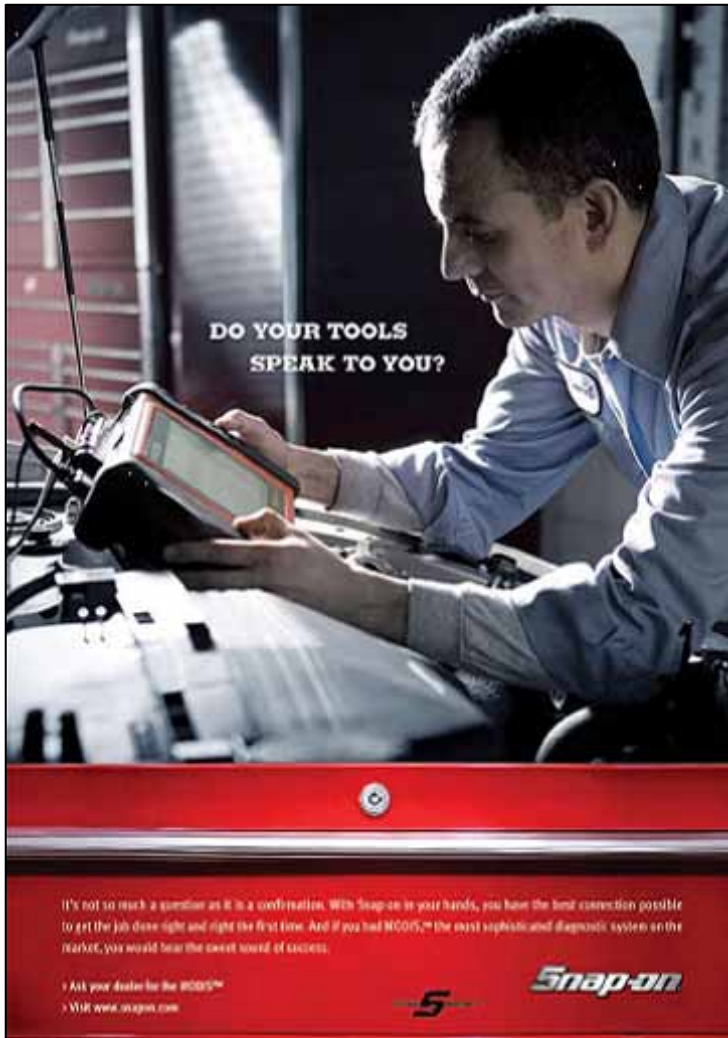
1. Show tools on an endemic background.
2. Shoot in tight close-up with handle/edge in the foreground.
3. Shoot at an angle that makes the product look strong, proud and heroic. Keep the logo in focus.





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.



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.

**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 NCOS™, the most sophisticated diagnostic system on the market, you would hear the sweet sound of success.

Ask your dealer for the NCOS™
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 completamente al primer intento. Y si usted tuviera NCOS™, el sistema de diagnóstico más sofisticado en el mercado, usted escucharía el dulce sonido del éxito.

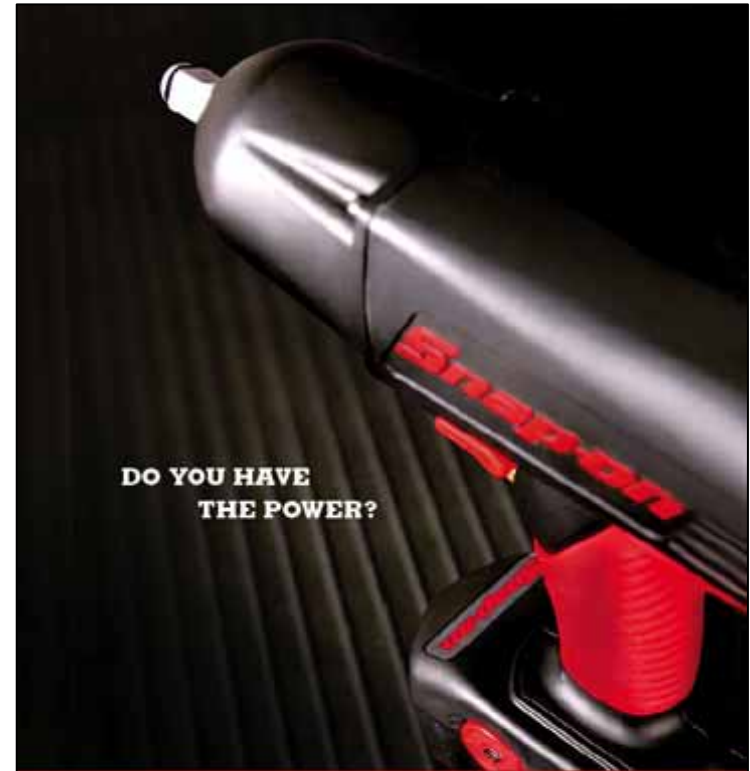
Pregúntele a su distribuidor por NCOS™
Visite www.snapon.com



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 Instruct™ 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 Instruct™.
Visit www.snapon.com



**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

DO YOU HAVE THE POWER?

Impact Wrench, Cordless, 1/2" Drive, 56-65 lb-ft Torque

- Super heavy-duty motor, impact hammer and gear
- Patented anti-stall design
- Patented anti-stall design
- Patented anti-stall design
- Patented anti-stall design

With Snap-on, you will.

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!"

Impact Wrench
www.snapon.com

Snap-on

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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 get 7.2 in your platform. In a highly competitive business, that's the sweet sound of success.

Bundle 7.2
www.snapon.com/software

Snap-on

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Fast-Track™ Troubleshooter

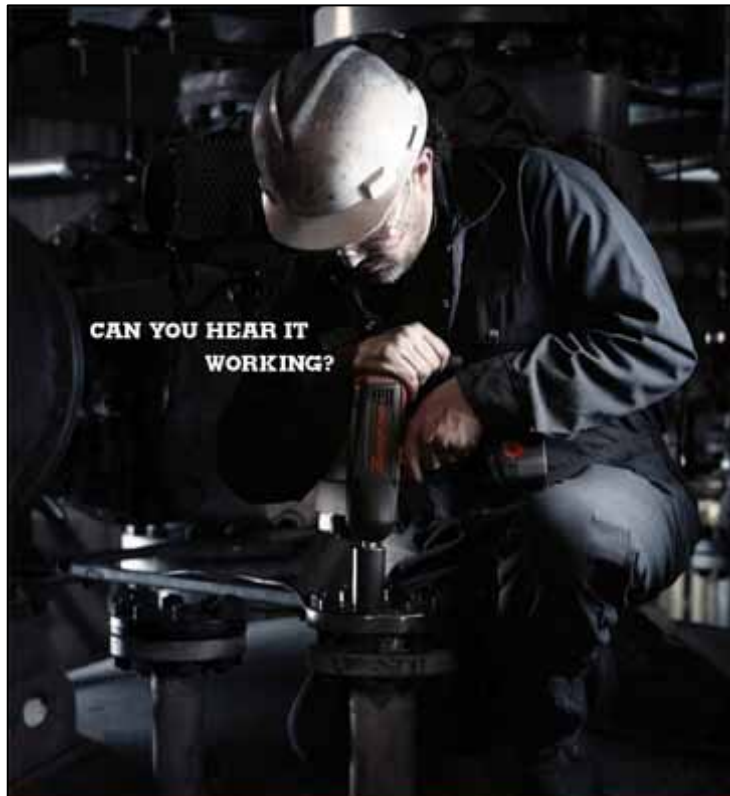
- With more than 2000 real-world repair tips and 1000+ from top tech schools—this is the BEST new course for Bundle 7.2—Fast-Track Troubleshooter helps you be sure you fix it right the first time.
- 2005 Domestic Diesel 1/2" Tools/Shop/Truck
- 2004 and 2005 Toyota/Scion/Toyota/Truck/Truck/Truck
- 2004 and 2005 Acura/Toyota/Truck/Truck/Truck
- Use Codes with Code 1/2" Meter

Scanner™ Vehicle Communication Software

- New Quick Health Check Test for codes, readiness and MIL status gives you an immediate report that can drive all code out (ignition off), so you repair more vehicles, faster.
- 2002 Domestic Coverage
- Fuel Transmission Tests from 2000-2006
- EMPC Tests from 2000-2006
- 2005 Mercedes-Benz and VW/Audi Coverage

Software Bundle 7.2:

- 4 Heavy-Duty and Software Tests
- Ability to Recall 10 Previous Vehicle
- Scanner Module Save and Restore
- Quick Health Check Tester Code
- Readiness and MIL status system access

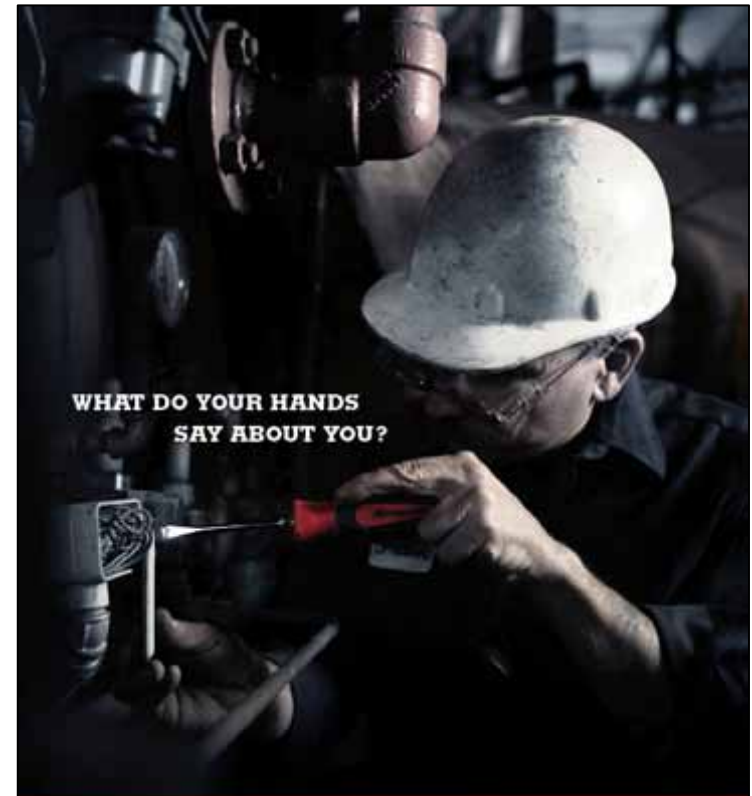


**CAN YOU HEAR IT
WORKING?**

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 1/2" 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 Insect™, 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

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 wireless internet capability, VERUS delivers live troubleshooting power, Wireless LAN, and simplified one-touch navigation on a big 10.4" display. Plus the power to drive a 25MB noncompromising interface, repair information systems and shop management systems. Talk to your Snap-on representative today. Learn more at MagnumECS.snapon.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 EPQ, THE FIRST POWERED TOOL STORAGE UNIT FROM SNAP-ON. Epq offers and PC-based diagnostic, a Certified Tech, reliable connectivity. That's just the beginning in the 21st century. New tool storage brings it all together because now there's EPQ. The first storage unit that's powered to work the way you do. And because it's from Snap-on, EPQ is true to a heritage of rugged durability. Whenever you want to go in your productivity and career, EPQ 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 arm designed for diagnostic platform and light up convertible lighting at new access door.
- 3 **PowerBack** — Dedicated design includes an secure rotating guide-tracks and ball-bearings. Built-in power access left handles exchange over white back tool chest.
- 4 **Power™ Drawers** — Operate with a simple motion, but don't quit open and provide a flush finish with uncompromising strength.
- 5 **EPQ-RIDE™** — 7" sealed ball-bearing wheels with independent torsion spring suspension for a superior dampened ride.

THE POWER SOURCE: CREATED BY TECHS. FOR TECHS.

Techs and shop owners from around the country had a hand in creating EPQ. 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.



Whether EPQ is doing heavy lifting or showing you get there more productively, handling whatever it is you're charged to do, there's more right now at www.snapon.com/epqpower





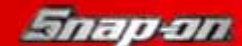
**SNAP-ON IS PROUD OF
OUR KENOSHA HERITAGE,**

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!



**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.



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



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 more 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
- Multiple sites where you go to your customers
- No real estate investment
- Exceptional training and support
- Proven franchise model
- No royalties or advertising fees

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.



We would be proud to have
YOU
as a Franchise Owner.

Be in Business With the BestSM

**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.

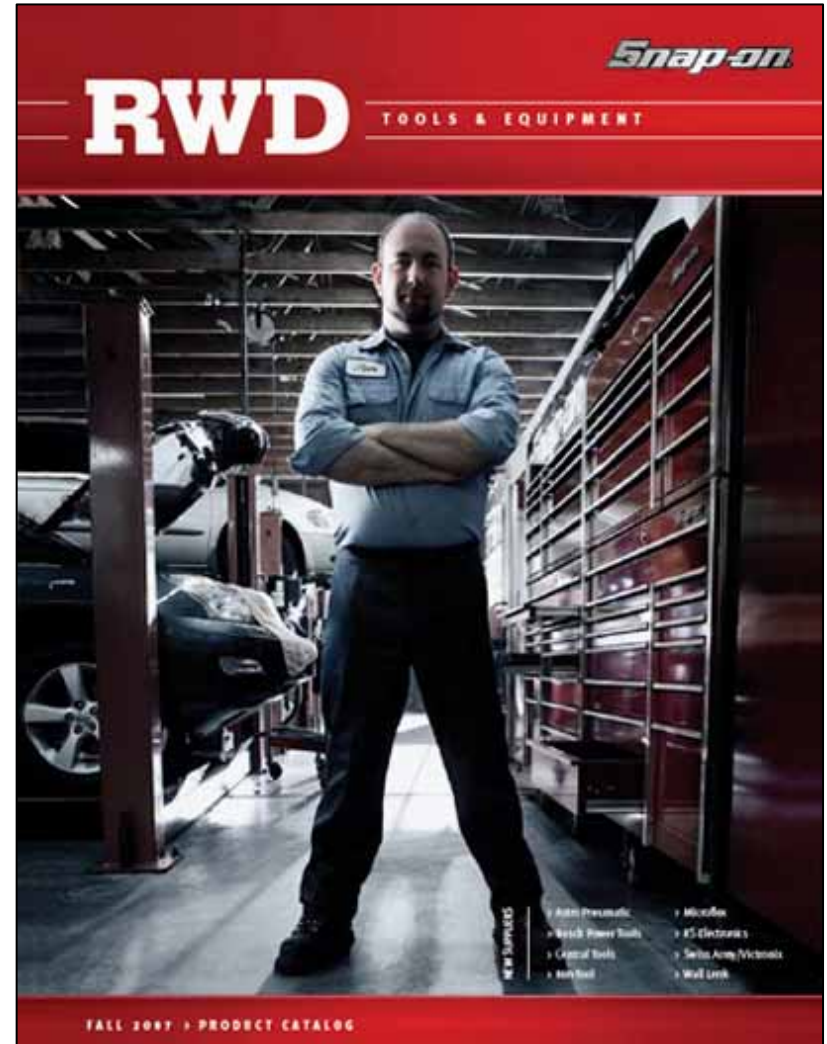
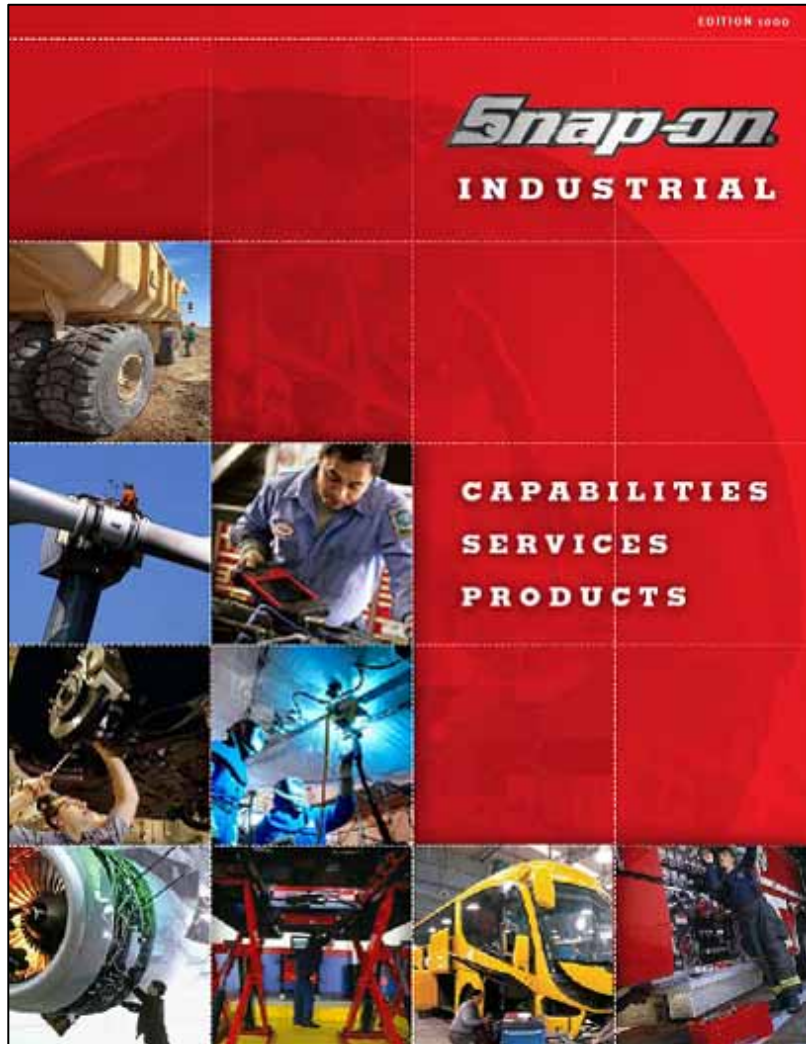
**DRIVING FRANCHISEE
PROFIT AND PRODUCTIVITY**

Faster, Better Information
Save on Shipping

Snap-on.



Catalog Cover Examples



SCREWDRIVERS

Flat Tip / Soft Grip Handle



Mini Tip:

Model is not listed for easy fingertip turn tip.

- SGDKADA Red Handle Combo Set includes SCD304A and SCD304AD Flat Tip Drivers plus SCDP304A and SCDP304A PHILLIPS® Tip Drivers in a plastic pouch.
- SGDKAOD Orange Handle Combo Set includes SCD304A and SCD304AD Flat Tip Drivers plus SCDP304A and SCDP304A PHILLIPS® Tip Drivers in a plastic pouch.
- SGDKAGG Green Handle Combo Set includes SCD304A and SCD304AD Flat Tip Drivers plus SCDP304A and SCDP304A PHILLIPS® Tip Drivers in a plastic pouch.



| RED | ORANGE | GREEN | A | B | C | D |
|---------|----------|----------|------|-----|---|------|
| SGD304A | SGD304AD | SGD304AG | .020 | 1/4 | 3 | \$74 |
| SGD304A | SGD304AD | SGD304AG | .030 | 3/4 | 3 | \$74 |

Mini Tip:

Model is not listed for easy fingertip turn tip.

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| SGD304A | SGD304AD | SGD304AG | .020 | 1/4 | 3 | \$74 |
| SGD304A | SGD304AD | SGD304AG | .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.



PHILLIPS® Tip / Soft Grip Handle

SCREWDRIVERS



Mini Tip:

Model is not listed for easy fingertip turn tip.

- SGDKADA Red Handle Combo Set includes SCD304A and SCD304AD Flat Tip Drivers plus SCDP304A and SCDP304A PHILLIPS® Tip Drivers in a plastic pouch.
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- SGDKAGG Green Handle Combo Set includes SCD304A and SCD304AD Flat Tip Drivers plus SCDP304A and SCDP304A PHILLIPS® Tip Drivers in a plastic pouch.



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| SGD304A | SGD304AD | SGD304AG | .020 | 1/4 | 3 | \$74 |
| SGD304A | SGD304AD | SGD304AG | .030 | 3/4 | 3 | \$74 |

WARNING:
Do not use on electrical supplies, wires, or cables.
Avoid breathing dust or fumes from tool.
Read additional safety precautions on page 101 to 104.

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. With Snap-on diagnostics in your hands, you have the best connection possible to get the job done right — the first time.

- For MODIS, SOLUS, and ScanWise
- Try Bundle 7.2 with MODIS socket

Own a Snap-on Tools franchise

If you are serious about owning a business and have financial stability, Snap-on challenges you to compare our franchise opportunity with any other. With a Snap-on franchise, you'll sell the #1 branded product in the category, Snap-on Tools. You'll have a solid foundation of existing and potential customers to call on. And you may also have the opportunity to expand your business and own multiple mobile stores. If you think you have what it takes to become one of our success stories, then we're ready for you.

Step 1: Research Snap-on
We encourage you to learn as much about us as you can. Get some information from you.

Step 2: Contact Us
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.

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

Personal Investment

Global Leader

Growth Opportunity

How We Stack Up

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 videos](#)

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 for Snap-on.

We are looking to invite you to be a part of a small, prime community of hand-picked Power Techs around the country. In this forum, you'll get a preview of what Snap-on has in store and we'll ask for feedback on everything from how to put new products to test, 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 making the next generation of Snap-on technology.

All we ask is that you sign up to the attached Non-Disclosure Agreement from the right hand and that you promise to answer us on 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 join us in keeping it that way.

If you're interested, just reply to the email the MOA and PT get you a login and password for the community. We hope you'll join us.

Gary Borech
Snap-on Tools | Director of Customer Marketing

Snap-on Incorporated | P.O. Box 1010 | Milwaukee, WI 53201-1010, U.S.A.
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Join the Community

By joining this community, you agree to our Terms of Use and Privacy Policy. We'll keep your contact information secure and we'll never share it with anyone else. We'll also keep your contact information secure and we'll never share it with anyone else.

1. Directions for Acceptance

• To be eligible to join, you must be a Snap-on Tools user and have a valid email address. You must be at least 18 years old and a resident of the United States. You must be a Snap-on Tools user and have a valid email address. You must be at least 18 years old and a resident of the United States.

2. Directions for Non-Acceptance

• If you do not wish to join, you may click the "No, thank you" button. We will never share your contact information with anyone else. We will never share your contact information with anyone else.

SCANLINES Snap-on

THE TOOLS ARE IN YOUR HANDS

Bundle 7.2

Is it in your hands?

It's not so much a question as it is a confirmation. With Snap-on diagnostics in your hands, you have the best connection possible to get the job done right — the first time.

- For MODIS, SOLUS, and ScanWise
- Try Bundle 7.2 with MODIS socket

MODIS™ Missing for You?

It's not so much a question as it is a confirmation. With Snap-on diagnostics in your hands, you have the best connection possible to get the job done right — the first time.

ScanWise™ Missing for You?

It's not so much a question as it is a confirmation. With Snap-on diagnostics in your hands, you have the best connection possible to get the job done right — the first time.

Shop Key™

You can now get complete access to the most trusted database of automotive information available — all the time.

More about Shop Key

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.

Try Virtual Tech

Real Techs, Real Stories

In the best interviews with techs at the top of their trade, try to find out how they use Snap-on Tools. Get in on their story.

Watch online

THE LONG AND THE SHORT OF IT?

BUY THE DEEP SOCKETS GET THE SHALLOW SOCKETS FREE

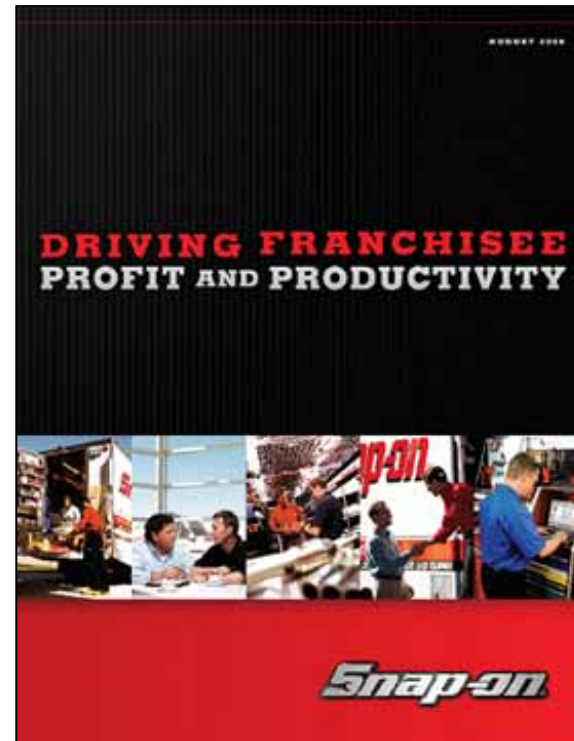
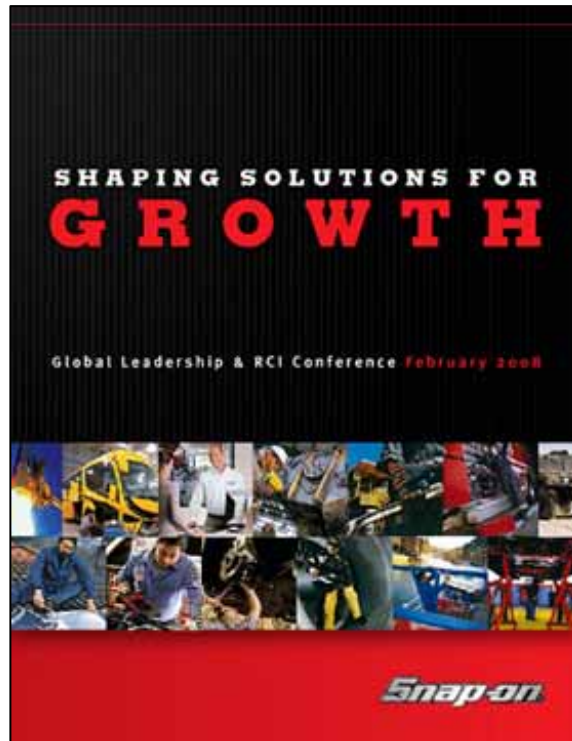
« Click to learn more »

How do you get all the answers to manage the job — from start to finish?

GRAB A VERUS.

[LEARN MORE](#)

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.





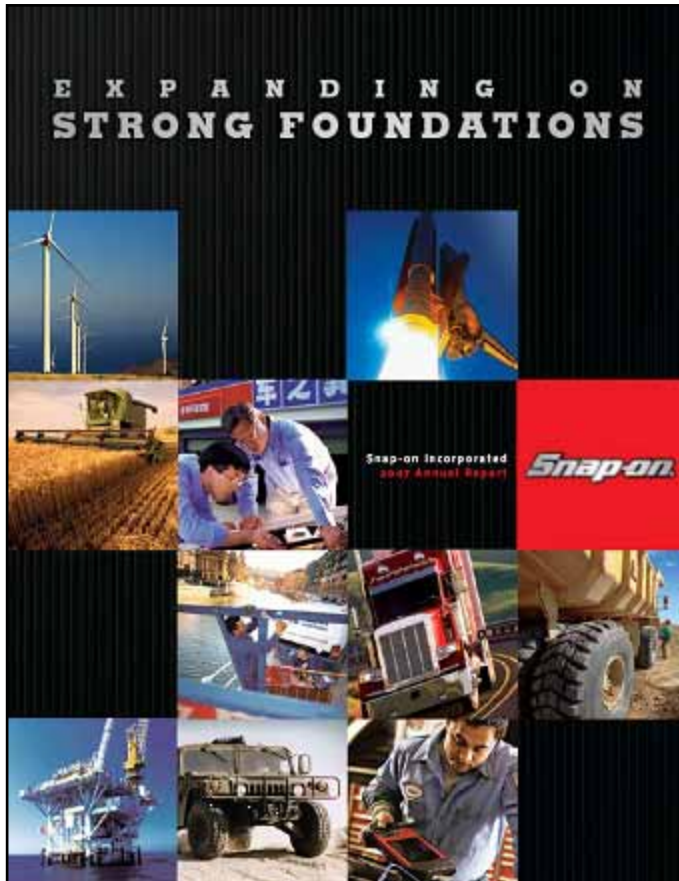
« CD or DVD Label

Meeting Binder Cover »



Sales Material Folder







The smarter they **WORK**, the faster they **FLY**, the deeper they **DRILL**, the bigger they **BUILD**, the farther they **DRIVE**, the more they need **Snap-on**.

| | | | | | |
|-------------------------|---------------------------|-------------------------------|--------------------------|---------------------------------|--------------------------|
| POWER GENERATION | ALTERNATIVE ENERGY | MILITARY & DEFENSE | MINING | AEROSPACE & AVIATION | FLEET MAINTENANCE |
| DATA STORAGE | HEAVY EQUIPMENT | EDUCATIONAL SCHOOLS | NATURAL RESOURCES | TRUCKS | CONSTRUCTION |

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 22,000 distributors. Our sales, distribution and manufacturing network reaches across 130 countries on every continent. We believe presence is key to effectively serving our customers.

**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 immediately safeguarded, and
- Believe that work-related injuries are preventable and therefore unacceptable.

Management is responsible for ensuring it is an associate's 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 where 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-on 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

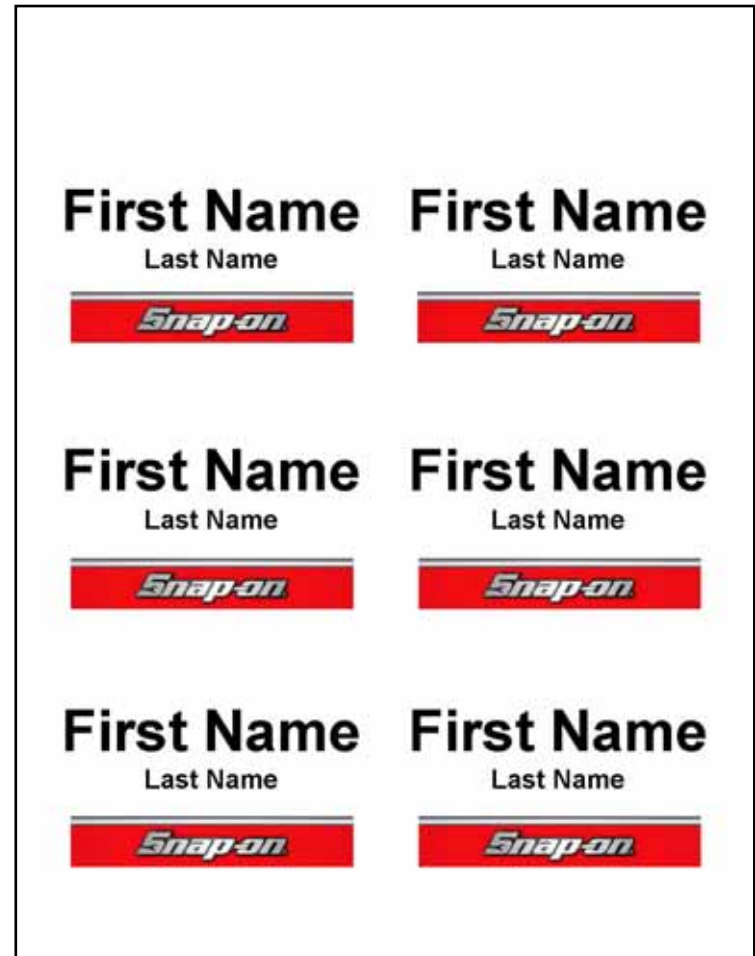
innovation
WORKS



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:

<http://intranet.snapon.com/brandmarketing.nws>





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 or Dept. ID
in 12 pt Meta Bold

Contact Info in
9 pt Meta Bold



Name in 12 pt
Meta Bold

Title in 9 pt
Meta Bold



Approved Icon

Field Sales
Example –
Commercial
& Industrial



Region
Example -
Australia

Authorized
Franchisee
Example



International
Example –
Asian Based

Field Sales
Example –
Certification
& Region ID



Divisional
Example –
Multi Product
Brand Sales

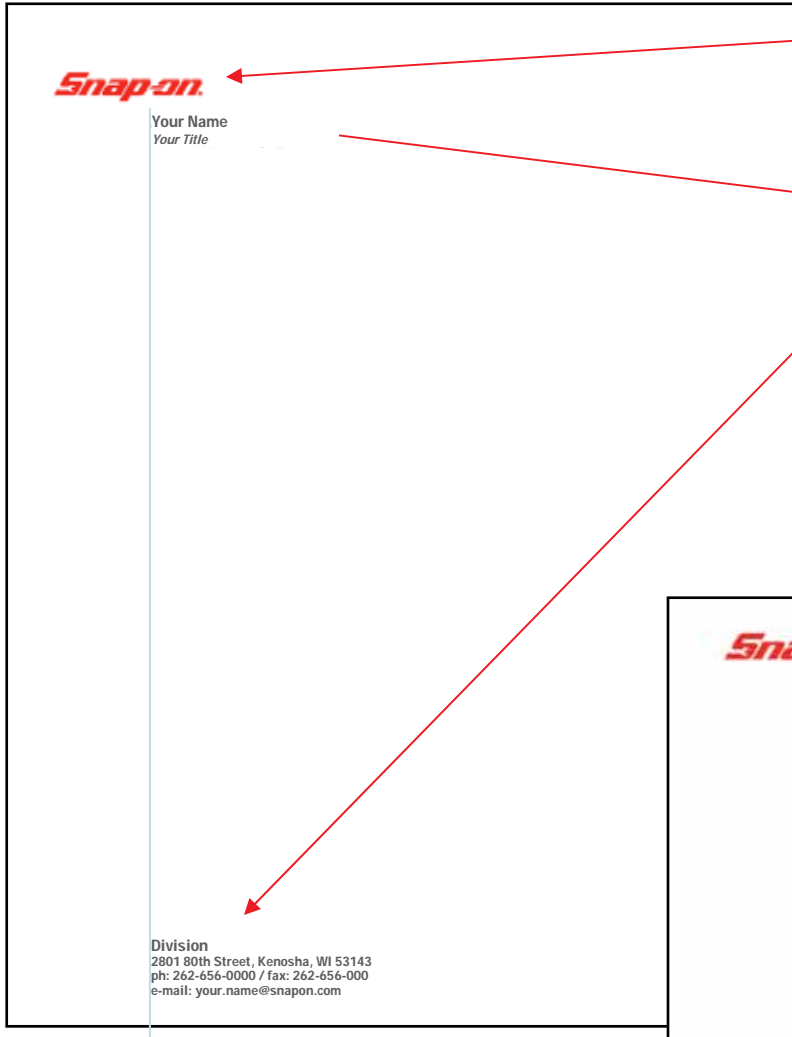
Field Sales
Example –
Military &
Government



Regional
Example –
Asia



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



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 | 255 196 64 | 237 28 38 |
| 40% Transparency | 40% Transparency | 80% Transparency | |

- Stay away from color on color combinations that are hard to read and may be invisible to color-blind viewers

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!

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.

\$250 Participation fee includes 250 Invitations, Truck Parking, Tees and Tote.

DI# _____ Name _____

NO COMPROMISE TOUR PASS

PARK ONE IN YOUR GARAGE.

When we set out to build the world's best tool storage, we knew that making organized work life is enhancing the project on time, less, is paramount to the build, we've released the Snap-on® best tool storage workstation, full cab and roll cab.

Visit us here you can get one of your own, talk to your Snap-on franchisee or visit www.snap-on.com/garage

NO COMPROMISE TOUR

See the newest and most exciting products Snap-on® has to offer at the No Compromise Tour™. This unique event 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 free training 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 Glam™ '57 Chevy.

COME SEE THE BEST SNAP-ON HAS TO OFFER

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

TOOL STORAGE

| Product | Stock No. |
|----------------------------------|-----------|
| • Lockbox™ Full Workstation | 802500A |
| • Plastic Roll Working Equipment | 886000E |

TOOL STORAGE

| Product | Stock No. |
|------------------------------------|-----------|
| • Double Bank Roll Cab | 892000A |
| • Light Bank Ground Cab System | 892000A |
| • Top Chest | 892000B |
| • Base | 892000B |
| • Overhead | 892000A |
| • Double Bank Tool Utility Vehicle | 892000B |
| • ERG Powered Roll Cab | 8920000 |
| • Roll Cab (see also work 8920000) | 8920000 |
| • Glam™ Full Cabliner | 8920000 |
| • Glam™ Full Cabliner | 8920000 |
| • Glam™ Roll Cab | 8920000 |

NOTES

WE DON'T COMPROMISE because you don't compromise.

At Snap-on, it's not enough to own the position in 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.

NO COMPROMISE TOUR

PRODUCT CHECKLIST

WRENCHES

You've still got the first ones you ever bought.
MEET THE LAST ONES YOU'LL EVER OWN.

FLANK DRIVE PLUS
rubber drive and extra-long handle.

CONTINUOUS ARC DESIGN
gives you more power.

NICKEL-CHROME PLATING
for superior resistance and corrosion-fighting.

7.5° OFFSET BRACING
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 AIR

8-VANE ROTOR
for greater performance and more torque.

TIP VALVE TRIGGER
provides increased air flow and greater tool control.

ONE-PIECE MAGNESIUM HOUSING
for minimal vibration and maximum durability.

1190 FOOT POUNDS
of torque

TWIN HAMMER IMPACT MECHANISM
provides durability and hard hitting power.

NO COMPROMISE TOUR

**ARE YOU
THIS ORGANIZED?**



**ARE YOU THIS
DEDICATED TO
PERFORMANCE?**

They say, we do. We perform for our customers. They do the job right—as it right on time. And it's the 800,000 Snap-on Cab Box Snap-on is dedicated to helping them work even better...we know. We're here 24/7. Call us (and the lock-and-roll system) for 72 pounds of steel, glides right where you need it—right when you need it. All to keep your shop at peak performance.



ARE YOU BUILT FOR SUCCESS?

In the repair business, you're built success by taking on as much as you can—and doing the best you can. Snap-on understands. So the 800,000 is built to handle everything it takes to help you get the work done.

It's got a huge 4,804 lb. load capacity. A double wall design with one-piece, full height inner wall. A heavily reinforced bottom panel design. Bottom stiffeners on the extra wide drawers. Ultra thick drawer security tabs. And other rugged construction features including a standing seam, corner gusset and superweld coat.

The 800,000. It's more than the strongest roll cab on the market. It's success. On wheels. Talk to your Snap-on dealer or visit www.snapon.com

1 System can be single keyed with tubular lock.

2 Extended Cab drawer system with 30 possible drawer sizes, including two top drawers over 50" wide. Reconfigurable drawer layout for maximum customization, with an extensive family of accessories available: socket organizers, magnetic tool holders, wrench organizers, shelves, trays, tools and much more.

3 P/D 00 slides with Full Hold Forward disconnect feature.



Organization is the key to productivity. And productivity is the key to profits. Every shop owner knows that. And so does Snap-on.

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TOYOTA APPROVED DEAL

Equipment Buyer's Update.
Talk to the experts to get the best deals on your equipment needs.

TOYOTA APPROVED DEAL

**1800 870
US Package
P&H
Retail 2007
Excludes TX**

THE THINKING IS IN YOUR HANDS

HAVE YOU SEEN THESE?

TOYOTA APPROVED DEAL

MODIS™ Accessories
Flexible Gas Analyzer (FGA) EZZA3000A

It lists in the top product color line in the list that this line dig was sum dig 1 amorse color facuman... (text is small and partially illegible)

Key features:

- One gas display includes CO, CO2, CO2, HC and NO, plus AM Lambda or LPM readings and catalytic converter test.
- Heavy duty sample handling system with automatic water removal.
- Displays gas reading in both digital and graph mode, custom gas, X/Y plotting and min/max information.
- Multiple addition of software, the FGA interfaces with MODIS™ unit as well as other display devices, including a PDA, PC or laptop.

Gas Calibration Kit EZZA3000A

For standard gas, for use in an ambient vehicle... (text is small and partially illegible)

MODIS™ Auxiliary Battery Pack EZZA3000A

More than one do one when sum ill activate... (text is small and partially illegible)

MODIS™ Auxiliary Battery Charging Station EZZA3000A

For use with sum, quantity, with all magne... (text is small and partially illegible)

Snap-on® Rolling Diagnostic Workstation for MODIS™ Unit EZZA3000A

It lists in the top product color line in the list that this line dig was sum dig 1 amorse color facuman... (text is small and partially illegible)

MODIS™ Screen Guards EZZA3000A

It lists in the top product color line in the list that this line dig was sum dig 1 amorse color facuman... (text is small and partially illegible)

Vantage PRO™ Accessories
Battery Charger EZZA3000A

It lists in the top product color line in the list that this line dig was sum dig 1 amorse color facuman... (text is small and partially illegible)

Shop Equipment
Diagnostic Volt-Amp Tester EZZA3000A

It lists in the top product color line in the list that this line dig was sum dig 1 amorse color facuman... (text is small and partially illegible)

Volt-Amp Tester features:

- Easy for technicians of many skill levels to use
- Step-by-step prompts with LCD display
- Fast diagnostic tests, plus manual testing
- Includes EMS90 cart

Standard AVR Tester EZZA3000A

It lists in the top product color line in the list that this line dig was sum dig 1 amorse color facuman... (text is small and partially illegible)

Standard AVR Tester features:

- 7.50 amp current range
- Ten megohm impedance
- LCD display for volts and amps
- Test corded carbon pile Modis MT3™/MSDC
- Includes BC4200 Battery Charger and test stand

MicroAV™ Tester EZZA3000A

For almost any, for use in an ambient vehicle... (text is small and partially illegible)

MicroAV™ features:

- Tests 6 charged batteries down to one volt
- Digital multimeter modes for troubleshooting
- Optional Low and High amp probes
- Loaded mode alternator test (50 amps)
- Optional, wireless printer

Equipment Buyer's Update August-September, 2007 Edition

To place an order, call 1-800-000-0000.

TOYOTA
APPROVED DEALER

Talk to the experts
at 1-800-368-6787.

EQUIPMENT SOLUTIONS OVERVIEW

To talk to your equipment solutions area sales manager, call 1-800-368-6787.

Equipment Solutions Area Sales Managers
Sten Gips, National Sales Manager, Call 717-652-8715

| | | |
|--|--|---|
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Customized service facilities, unique to each customer we serve.



The real key to success is customization.

Custom facility designs for:

- > Higher profits
- > Customer satisfaction
- > Technician retention
- > Higher productivity
- > Higher efficiency

Here's the short list:

- > Customized CAD drawings
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- > Performance-critical equipment recommended and installed
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- > Extended equipment warranties
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- > Toyota design and documentation service

www.snap-on.com



Ride comfortably with best-in-class customer service.

Et aliam ex, eu feugiat posuere doler lute nisl vel ut tur nisl lute dlp eros eum d'ipit am conne e dolere faccum san erac aliait ler sa scilla nisl ac felicitate venim do laborer ver sismodi. Nonne minime voluere nio con oblecto vure lile acin use feugueo connece au feugiat. Ut ler l'psum am illa eu d'ipit velletis alia adit praec. Ma feugiat la facillam nism do dolorem luto odobore d'ere auzare dolerpart, quare nio uliam san vel.



We are the one-stop shop for your new facility.

Et aliam ex, eu feugiat posuere doler lute nisl vel ut tur nisl lute dlp eros eum d'ipit am conne e dolere faccum san erac aliait ler sa scilla nisl ac felicitate venim do laborer ver sismodi. Nonne minime voluere nio con oblecto vure lile acin use feugueo connece au feugiat. Ut ler l'psum am illa eu d'ipit velletis alia adit praec. Ma feugiat la facillam nism do dolorem luto odobore d'ere auzare dolerpart, quare nio uliam san vel.

Team up with equipment solutions for success.

Et aliam ex, eu feugiat posuere doler lute nisl vel ut tur nisl lute dlp eros eum d'ipit am conne e dolere faccum san erac aliait ler sa scilla nisl ac felicitate venim do laborer ver sismodi. Nonne minime voluere nio con oblecto vure lile acin use feugueo connece au feugiat. Ut ler l'psum am illa eu d'ipit velletis alia adit praec. Ma feugiat la facillam nism do dolorem luto odobore d'ere auzare dolerpart, quare nio uliam san vel.

Call equipment solutions/
Toyota-approved dealer equipment
for customized, turnkey solutions
today at 1-800-368-6787.



SNAP-ON INDUSTRIAL TOOLS

Heavy Duty
BOLTING
Solutions

Snap-on

HEAVY DUTY BOLTING SOLUTIONS

MULTIPIERS 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 U.S. and SI units.

Reversible Air Motor

YA390 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 4-1/2"

| 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) |
|----------|---------------|-------------------------|------------------------|------------|--------------|------------|-------------------------|-------------------------------|----------|-------------|
| YA390PUL | Bar | 200 | 200 | 1.00 | 1.1:1** | 1 | 1/2" | 1/2" | - | 6-1/2" |
| YA391 | Bar | 1300 | 200 | 6.5:1 | 6.1:1** | 1 | 1/2" | 5/8" | Needle | 20 |
| YA392 | Bar | 3500 | 200 | 17.5:1 | 17.1:1** | 1 | 5/8" | 1" | Needle | 20 |
| YA393 | Bar | 2200 | 175 | 12.5:1 | 12.1:1** | 2 | 1/2" | 1" | Needle | 20 |
| YA394 | Plate | 5000 | 120 | 41.7:1 | 41.3:1** | 2 | 1/2" | 3-1/2" | Needle | 15 |
| YA395 | Plate | 8000 | 150 | 53.3:1 | 52.9:1** | 2 | 1/2" | 3-1/2" | Needle | 15-1/2" |

* Torque accuracy ratio is a 5%.
** Torque accuracy ratio is a 10%.
NOTE: Handle for other anchor plate variants as a "reaction bar" and must be placed against a strong fixed object.

| Model | Size | 1200 | 1200 | 7000 | Pin | # |
|---------|------|------|------|------|------|---|
| MC1200L | 1/2" | 1200 | 1200 | 7000 | Ring | 6 |
| MC1200R | 1/2" | 1200 | 1200 | 7000 | Ring | 6 |
| MC1200C | 1/2" | 1200 | 1200 | 7000 | Ring | 6 |

IM1800 - 3" Drive Heavy Duty Impact Wrench
Delivers 1,800 ft. lbs. of output torque. Three position speed control and full power reverse for more control when tightening fasteners and full power for loosening them.

| PART # | DRIVE SIZE (IN) | MAXIMUM TORQUE (FT LB) | BLUES (RPM) | FREE SPEED (RPM) | SOCKET TYPE | WEIGHT (LBS) |
|---------|-----------------|------------------------|-------------|------------------|-------------|--------------|
| IM1800 | 3" | 1800 | 900 | 1000 | Hex | 15 |
| IM1800L | 3" | 1800 | 900 | 1000 | Hex | 15 |

Industry leading power-to-weight ratio!



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 sitting 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 recessed with a hard file if necessary.

KNURLED LOCKING NUT locks puller into 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 "mender" and "non-mender" pulling applications.

PRESSURE PLATE applies locking force to jaws.

TWO POSITION YOKE allows jaws to be easily reversed to accommodate inside or outside pulling situations. Swamphangside 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 breakage, prolongs tool life and provides additional strength.

POWER PRESSURE SCREWS with relief threads are designed for easy pulling with thread pitch and threads per inch matched to the job rapidly.

REPLACEABLE POINTS custom 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 point, not the entire pressure screw. Also available in a full centering yoke design.

CURVED JAWS provide positive grip on the work surface.

Snap-on