BAHCO®

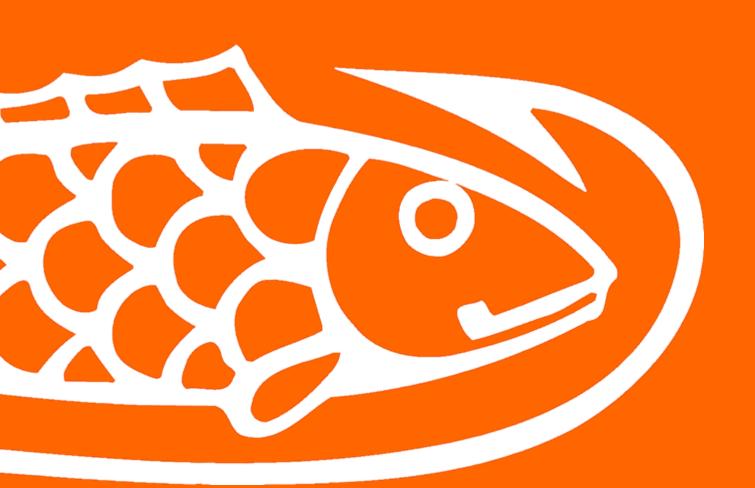**Bahco identity and graphic standards manual**

Introduction

The Bahco brand

The graphic identity is our face to the outside world. In order for us to achieve as high a level of recognition as possible, it is therefore important for our graphic identity to be clear and uniform. The most important identity bearers in this context are our unique logo and colour combination. It is the responsibility of all of us to ensure that these identity bearers are used consistently, regardless of the medium used.

All locally produced printed material must be approved prior to printing by Marketing Services.

Contents

Logotype

The logotype shall be used on all material directly related to our products – catalogues, brochures, display and point of sale material, giveaways, exhibition stands etc. i.e. all material to be sent to customers/end users.

For legal reasons at least one logotype prominently placed on catalogues, brochures and price lists shall show the trademark registration symbol ®. Appropriate applications are on the following pages.

It is preferable to use the Bahco logotype together with "the black box". Only under circumstances where Bahco is not the main sender or when difficulties in using the black box properly occurs (i.e. inability to place logo near edge on visual material), the Basic Logotype should be used.

The Bahco Logotype must be used in its original form an cannot be altered in either colour or proportion. Do not attempt to typeset the corporate logotype. Always use the master digital version.

The basic logotype on white background.

The basic logotype on coloured or black background.

The basic logotype black and white, on white background.

The basic logotype black and white, on gray or black background.

The basic logotype, exclusion zone

In order to maintain the logotype's strength and clarity it should always remain uncluttered. The area indicated by the box forms the minimum exclusion zone.

The basic logotype, minimum size

It is not recommended to reproduce the logotype smaller than 25 mm width. If you have any small reproduction requirements, please discuss matter with your local marketing contact.

25 mm

Logotype and the black box

The Logotype (Name mark + Fish & Hook symbol) should as far as possible be placed in "the black box". The proportional relationships between the logotype and "the black box" must remain consistent, regardless of size.

The proportions x and y sides are equal in size. The logotype should fit in the box with the margins of the H in Bahco.

(Note that these formats are NOT including bleed for print or other reproduction.)
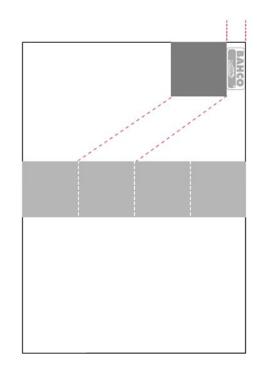
The black box with web address

This version should be used on the back of brochures. It should be placed centred at the bottom of the page.

If the visibility of the web address is to poor due to limited space or rough surface an exception can be made and the logo without web address can be used.

Placement, margins and size

The black box should always be placed with the margins of the logotype with the same size of the one used in the box.

The maximum size for the black box in a A-sized printed matter is the width divided in four. Minimum size for use of black box in any printed matter is 35 x 35 mm.

Example:

A brochure with the size 210 x 297 mm (A4), the size of the black box will be 52.5 x 52.5 mm.

The black box, exclusion zone

In order to maintain the logotype's strength and clarity it should always remain uncluttered. The area indicated by the box forms the minimum exclusion zone.
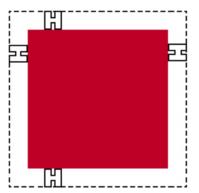

The black box logo, to use on the front page of printed matters, displays, catalogues adverts etc.

The black box logo with web address, to use on the back of brochures.

The black box logo, to use when the logo is too small to print with a readable tag line.

The black box, exclusion zone

Colour

The house colour of Bahco – Orange

The purpose of this procedure is to maintain a high level of quality regarding the house colour of the Bahco brand and of colours of the Sandflex products.
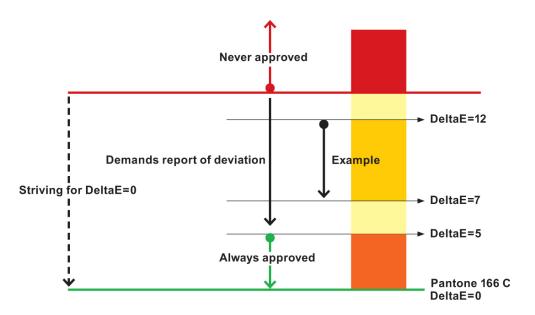
It is the responsibility of the Design Manager of SNA Europe to safeguard that methods and routines exist and are respected so that the orange colour is kept within given tolerances.

The base reference is always Pantone 166 C and should be referred to as the Bahco orange colour code.The closest colour code, according to NCS, is NCS S1080-Y60R. A second alternative, according to RAL, is RAL 2009.

**Pantone: 166C
NCS: S 1080-Y60R
RAL: 2009**

Colour tolerances

The base reference Pantone 166 C is set by Färginstitutet as L58,35*a45,86*b48,44 which is defined by us as DeltaE=0.
From experience we approve items that have a DeltaE between 0 and 5. Please see graph.

If a 4 colour process reproduction is used then the specification is C=0%, M=75%, Y=100%, K=0%. We could accept deviations within the range of M=80% Y=100% and M=70% Y=100%)

Never approved

DeltaE=12

Demands report of deviation   Example

Striving for DeltaE=0

DeltaE=7

DeltaE=5

Always approved

Pantone 166 C
DeltaE=0

Colour Proof Sheets

For daily and fast judgment of an item a pack of seven cards exist. The first card in the pack shows the Pantone 166 C at a DeltaE=0. The second to seventh cards show min and max variances of L, a and b respectively keeping the DeltaE =5 in all cases. The cards are 75x105 mm and they have a 15 mm hole which provides for a comparison of the item at hand. The card pack can be ordered from Marketing Services.

Typeface

Bahco typographic identity takes many forms, encompassing publications, clothing, and all applications including electronic media, that visually represent Bahco.

This section is intended to identify typography considered primary to Bahco identity. Additional type suggestions are included to achieve coordinated and consistent materials. The fonts listed provide an overview of typographic presence.

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Important!

Do not attempt to typeset the corporate logotype. Always use the master digital version.

Headline font

Helvetica Black (© Adobe systems)

ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö   1234567890

Second headline font

Helvetica Bold (© Adobe systems)

**ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö   1234567890**

Bodytext font

Helvetica Regular/Medium (© Adobe systems)

ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö   1234567890

Second bodytext font

Times Regular (© Adobe systems)

ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö   1234567890

Web font In order of preference, but preferably:

Verdana (© Adobe systems)

ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö   1234567890

Substitute headline font

Arial Black (© Adobe systems)

**ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö   1234567890**

Substitute bodytext font

Arial (© Adobe systems)

ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö   1234567890

Press release

The press release must incorporate the Bahco logotype, and the SNA Europe logo printed in full colour.

Typefaces and size

Headline:
Helvetica Black (substitute font: Arial Black) size 18 pt

Sub headline:
Helvetica black (substitute font: Arial Black) size 14 pt

Body text:
Helvetica black (substitute font: Arial Black) size 12 pt

Example:

16 mm

16 mm

PRESS RELEASE

Bahco offers a complete new assortment of Long Shafted Tools in the Expert range with high quality SoftGrip®, SystemClick® and Long®Reach features and attractive point of sale display material.

The new design and complete range of new Bahco long shafted tools with SoftGrip®, SystemClick® and Long®Reach garden tools offers the distributors, professionals and private consumers solutions for all their gardening needs.

A range of 13 Expert SoftGrip® garden tools which consists of Digging/Border Forks & Spades and a Shovel are made of an over moulded steel handle, fully hardened steel head and have a rust protection coating. The "D" and "T" handles have a SoftGrip® finish. The shovel PG-7000 has a super light fibreglass handle.

The Expert SystemClick® covers 11 references on cultivating hand tools. The handles are made of super light aluminium tubes, triangle shaped with a large soft grip and an easy release button. The heads are made of fully hardened steel and rust protected with a two-colour coating.

The Long®Reach Garden hand tools cover the main soiling applications, which includes a cultivator, a 3-point hoe, a lawn rake and a 14 teeth rake. The Long®Reach lengths vary from 1,5m to 2m and are all equipped with fully hardened steel heads, rust protected with a two-colour coating and super light aluminium triangle shape handles with a large soft grip.

Bahco offers a Lifetime warranty on all Expert Garden products. All new tools can be added to any integrated garden display stands and are also available on separate attractive stands with POS display material.

Contact person for additional information and pictures:

SNA Europe
Name
Address
Tel. l Fax.
e-mail: xxx@snaeurope.com

www.snaeurope.com   7/2007

SNA Europe

SNA Europe, a member of the Snap-on Incorporated (NYSE: SNA) family of companies, is the parent of legendary tool brands such as Bahco and niche brands including Irimo and Lindstrom. A truly pan-European company, we operate a dozen manufacturing plants from Sweden to Spain and from the UK to Belarus; our sales companies are present across the entire continent; as well as in strategic locations around the world.

The Bahco flagship spearheads and personifies our market-leading portfolio. In 1886, we began manufacturing saws branded with the characteristic 'Fish & Hook' logo, shortly after, one of our founders, J.P. Johansson invented the adjustable wrench that went on to conquer the world.

Professionals and enthusiasts alike have enjoyed using our brand-name tools and saws; which include: adjustable wrenches, combination spanners, socket spanners, screwdrivers, cutters, files, pruning tools, as well as metal cutting bandsaws, holesaws and hacksaw blades. The spirit of innovation embodied by J.P. Johansson 120 years ago lives on today!

Bahco Expert SoftGrip® Long Shafted display

Expert SystemClick® display

Product report

Internal product reports should always have the SNA Europe logo (never with SNAE logo). The brand logo cannot be bigger than 3 cm. A product report can only have one brand so it is not possible to have a product report of several brands.

The templates for the different brands can be found on intranet.

Typefaces and size

Headline above the Bahco logo:
Helvetica Black (substitute font: Arial Black) size 18 pt

Sub headline:
Helvetica Black (substitute font: Arial Black) size 14 pt

Body text:
Helvetica Regular (substitute font: Arial Regular) size 12 pt

16 mm | 59 mm

16 mm

SNA Europe

PRODUCT REPORT

BAHCO

Headline

Advertising

To maintain "one look", following guidelines should be carefully applied for all advertising or communication. Any deviation from the approved format and these regulations must receive prior approval from SNA Europe Hq.

Image advertising

In terms of image advertising, our aim is to surprise, overwhelm and interest our target groups. This means that message and visuals play important roles. To be convincing we must act globally and in broad medias.

Always use the logotype and the black box in image advertising. The smallest suggested size is A5, then WITHOUT copy.

Example of Image advertising

Product advertising

Our aim is to capture the product's technique and function and visualize it with the utmost feel – material eroticism. This means that message, but most of all the visuals plays an important role. To be convincing we must act globally and in broad medias.

With the term "material eroticism" we have in mind that the product must be expressed with extremely high finish so that the material and product will stand out in an extraordinary way. It must attract the viewer from the first second, and it must express the extraordinary Bahco quality.

"Bigger than life" is the term we use to express how one should crop the product picture. This must be handled in a proper artistic way.

In order to capture a products visual expression, the cropping is essential. How this should be done is depending on product, function and design and a matter that should be discussed together with the Design Manager and/or Marketing Services.

Example of campaign advertising

Example of product advertising.

Example of product concept advertising.

BAHCO

www.bahco.com

SNA Europe