



LOGO AND TRADEMARK  
IDENTITY GUIDEBOOK

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All the standards in this guidebook must be followed. Failure to follow these brandmark guidelines will result in the revocation of vendors brand licensing agreement. Not adhering to these guidelines internally could result in disciplinary action.

### CONTACT INFORMATION

If you have any questions regarding the content of this document or require digital logo files, please contact Al Mueller of Snap-on Marketing, 2801 80th St., Kenosha, WI 53143. Phone: 262-656-5188 or via e-mail: [al.mueller@snapon.com](mailto:al.mueller@snapon.com)

### CORRECT TRADEMARK LOGO USAGE

The Blue-Point trademark logo consists of the Blue-Point name appearing in a custom stylized logo enclosed by a yellow swoosh. The Blue-Point trademark logo must NOT be altered.

The use of the Blue-Point trademark logo mark comes with the responsibility and accountability to preserve the trademark. These guidelines are provided to ensure every time the Blue-Point trademark is used both internally and externally it communicates the quality and professionalism associated with the Blue-Point brand.

If you are unclear about the use of these guidelines you should contact Al Mueller of Snap-on Marketing, 2801 80th Street, Kenosha, WI 53143. Phone: 262-656-5188 or via e-mail [al.mueller@snapon.com](mailto:al.mueller@snapon.com).

### CORRECT TRADEMARK LOGO SPACING

To preserve the visual integrity, we have established a space around the entire trademark logo. This area should be preserved anytime you use the trademark logo and is equal to the height of the "B." This space around the entire trademark allows it to command a visual presence. This area should be left empty of any typographic or design elements.



### CORRECT TRADEMARK COLOR USAGE

The use of colors is limited to Blue-Point blue, process yellow, black, and white. As a rule of thumb, the Blue-Point trademark logo should never appear smaller than 1" in length, the 2-color Blue-Point trademark logo on a white background is the preferred version for collateral material.

Blue-Point blue is PMS 287, or 4-color process 96% cyan, 75% magenta, 10% yellow, and 2% black. For any screen reproduction, such as in a Powerpoint presentation, television or Web site, Blue-Point blue is R: 24, G: 45, B: 130. The yellow swoosh is R: 100, G: 100 B: 0. This is Blue-Point blue and yellow, no other colors are acceptable.



### PREFERRED COLOR USAGE FOR COLLATERAL

The blue and yellow 2-color Blue-Point trademark logo on a white background is the preferred usage.

The blue Blue-Point trademark logo is designed to be used on a white or light colored background when the use of the 2-color trademark logo does not work.

The white Blue-Point trademark logo is designed to be used on a Blue-Point blue, black or other dark colored background when the use of the 2-color trademark logo does not work.

### PREFERRED COLOR USAGE FOR PACKAGING

The white and yellow 2-color Blue-Point trademark logo on a Blue-Point blue background is the preferred usage.

The white Blue-Point trademark logo is designed to be used on a Blue-Point blue background when the use of the 2-color trademark logo does not work.

The white Blue-Point trademark logo is designed to be used on a Blue-Point blue, black or other dark colored background when the use of the 2-color trademark logo does not work.



## REGISTERED TRADEMARK SYMBOL

Placement of the ® is following the “t” in the word Blue-Point and is baselined with the “t.” This mark must be visually represented every time the Blue-Point trademark logo is used.

## TRADEMARK LEGAL STATEMENT

To protect the name and reputation that goes along with Blue-Point, any time the Blue-Point trademark logo is used it must be accompanied by this legal statement: Blue-Point is a trademark of Snap-on Incorporated. ©Snap-on Incorporated (year). Printed in (country). Snap-on, 2801 80th St., Kenosha, WI 53143 www.snapon.com

## INCORRECT BLUE-POINT TRADEMARK LOGO USAGE

The following are examples of INCORRECT usage of the Blue-Point trademark logo. Failure to adhere to these guidelines can lead to the loss of a supplier license agreement or could result in employee disciplinary action.

Do not alter the look or proportion of the Blue-Point trademark logo in any way.



Do not add any other graphic elements around or inside the clear space of the Blue-Point trademark logo.



Do not add any type in or around the Blue-Point trademark logo.



Do not enclose within a shape which may be perceived as part of the Blue-Point trademark logo.



Do not use the Blue-Point trademark logo without the register mark ®.



Do not use the Blue-Point trademark logo in white on a background other than Blue-Point blue or black.



Do not use the Blue-Point trademark logo in a color other than Blue-Point blue, black or white.



Do not include the Blue-Point trademark logo in a headline or with text.



Do not apply to visually competitive backgrounds to the Blue-Point trademark logo.



Do not use the Blue-Point trademark logo with borders or any unapproved ornamentation around it.



## LICENSED MERCHANDISE

Blue-Point products are perceived as great value products. To retain this reputation, any merchandise that displays the Blue-Point trademark logo must also be regarded as the highest quality. The Blue-Point trademark logo must retain the specified clear space, free of all other graphic elements, and must appear in its traditional colors. Failure to adhere to these guidelines can lead to a revocation of your license agreement.

## PHOTOGRAPHY

Tools inspire the people who use them. The way the tools are shown should inspire them as well. The Blue-Point brand should have a quality and value look and approach to its products in advertising and promotional messages that help to communicate great value.

We prefer to have our tools shot like jewels – with plenty of reflection and black and white. Avoid flat lighting, as it results in flat-looking tools.

Location photography should be done in clean, professional environments. We don't shoot in areas where competitive product might be seen. Careful consideration should always be made regarding proper safety equipment, including goggles and other gear as required.

## COPYWRITING

Copywriting should be straightforward and benefit oriented. Wherever possible we want to talk about feature and benefit differentiation between Blue-Point and competitive products. We want to write from a realistic point of view in a way that makes sense to the reader – writers shouldn't assume that the information they get from engineers will make sense to a customer. The writer has to understand the function and application before it can be communicated to the customer.

Remember: In all cases when developing promotional materials we have to keep in mind that we are setting the standard and we are talking about tools that inspire.

## TYPOGRAPHY

Our typefaces communicate the voice of our brand. Our voice is clear, clean and direct, and for that reason our preferred typefaces are limited to two faces.

### Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica is a sans serif font. Helvetica reflects the forthright nature of the Blue-Point brand. It should be used for all headlines and is the preferred font for body copy. If Helvetica is unavailable, Arial is an acceptable substitute.

### Century

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Century is a serif font. It is more conversational and should never be used for headlines, but it is an optional font for longer body copy.

We recognize that additional choices may be possible, but require exceptions to be approved in advance by the Snap-on Marketing Brand Team.

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