SWANSON®

Est. 1925

Brand Guidelines

Quality You Ask for by Name™

Table of Contents:

Speed squares was just the beginning

With over 90 years of dynamic product development, Swanson Tool Co. has become known for developing quality tools for professionals. This innovative tool company brand is grounded in delivering on that promise. With a refreshed appearance, the Swanson Brand communicates that brand story while shaping impressions, making its look familiar.

These guidelines are designed as a reference for making consistent, creative decisions. With appropriate application of these building blocks, every action you take will build brand equity.

PREVIOUS IDENTITY AND LOGO

REFRESHED IDENTITY AND LOGO

Corporate Brand Logo

Customer Facing Material Logo with "Est. 1925" Diamond

The refreshed logo removes the classic speed square symbol and focuses on Swanson as an innovative tool company.

Swanson Logo: Corporate Option

LOGO USAGE

The Swanson Tool Co. logos shown at right are approved for use in the identified specific formats using Swanson Orange PMS 166C or Swanson Gray PMS Cool Gray 10C

The logo can be represented in two preferred formats:

- **White Brand logo on Swanson Orange or Swanson Gray background**
- **White Brand logo on Swanson Orange or Swanson Gray background with 'Est. 1925' diamond**

Acceptable logo versions include

- **Swanson Orange or Swanson Gray logo on white field with no bevel shadow**
- **Swanson Orange or Gray logo on white field with no bevel shadow with 'Est. 1925' diamond**

Any other design decisions should support logo clarity and readability.

Transparency should not be applied to the color backgrounds—solid color only.

The logo should be used just as provided in it's original digital format without copying reflectively via any other mean, or altering it in any way.

USING COMPANY NAME IN TEXT:

The full company name **Swanson Tool Co.** is to be used in text.

Only the complete spelling is used, never abbreviations.

For corporate literature signatures and letterhead, the legal name of Swanson Tool Co., Inc. should be used.

PREFERRED VERSIONS

White Logo on Swanson Orange Background with shadow bevel

White Logo on Swanson Gray Background with shadow bevel

ACCEPTABLE VERSIONS

*Swanson Orange Logo with **no** shadow bevel*

*Swanson Gray Logo with **no** shadow bevel*

Swanson Logo: Customer Facing Material

LOGO USAGE

The Swanson Logo with the "Est. 1925" diamond was created to build a long standing trust that has already been instilled with the Swanson brand.

The logo with the "Est. 1925" diamond should always be used in the following:

- Packaging
- Point of Purchase Signage
- Print Collateral
- Presentations
- Web

HISTORY OF SWANSON DIAMOND

For over 90 years, Swanson Speed® Squares have been equipped with a diamond cutout at the 3-1/2" mark enabling a fast scribe.

The "Est. 1925" diamond incorporated in the refreshed logo pays tribute to the company's heritage as the inventor and innovator of the Speed Square.

PREFERRED VERSIONS

ACCEPTABLE VERSIONS

Bevel Guidelines

USE OF BEVEL

The shadow bevel should only be used on the white logo reversed on either Swanson Orange or Swanson Gray. The shadow bevel should never be used on the solid color versions of the Swanson logo.

*Shadow Bevel on **White***

NO SHADOW HERE

*No Shadow Bevel on **Solid Color** versions*
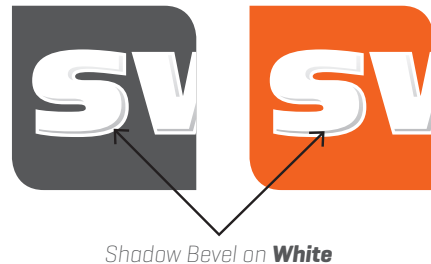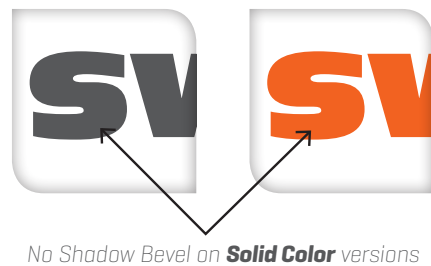
DROP SHADOW GRADIENT VALUE

The bevel gradient should always be a linear gradient going from 5% black to 40% black.

5 K

40 K

SWANSON

Sizing and Spacing Guidelines: Corporate

CLEAR SPACE

There should always be a clear space box around the Logo equal to the height of the 'N' in the Swanson Logo. This clear space box, is defined by the combined height of the 'N's and the Logo.

· Always maintain clear space around the Swanson Logo to protect it from distracting graphics or typography.

center line

CENTER OF LOGO

The center line of the logo is always easy to find. It is located on the inside of the left line of the 'N'. When centering the any version of the logo refer to this mark to center the logo.
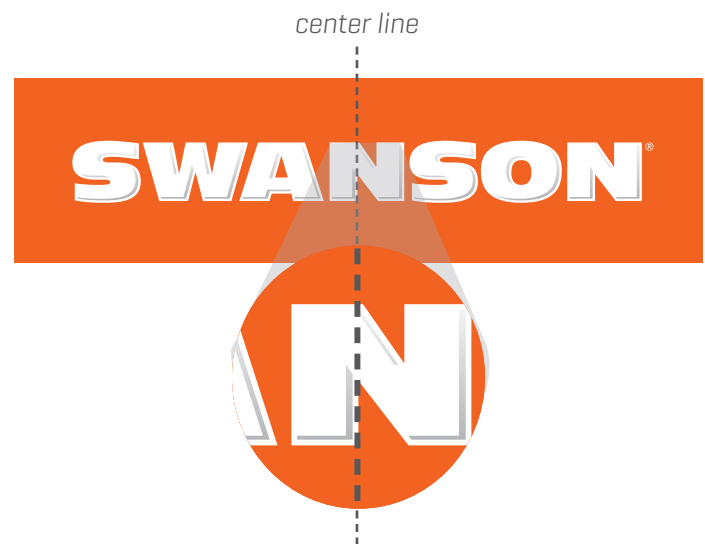
SIZING

There is a minimum size that the Swanson logo should be printed at. The logo should be no smaller that 1 inch wide whether in color or black and white.

1 inch minimum width

1 inch minimum width

SWANSON

Sizing and Spacing Guidelines:
Customer Facing Material

CLEAR SPACE

There should always be a clear space box around the Logo with the "Est. 1925" Diamond. The top and sides should have an 'N' space height clearance. The orange background area should only come down as far as half the width of the 'N'.

The white space around the diamond is always 125% of the diamond. The bottom clearance should equal the half of the line of the 'N'.

· **Always maintain clear space around the Swanson logo to protect it from distracting graphics or typography.**

center line

Negative white space diamond is 125% larger than "Est. 1925" Diamond

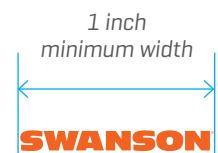*Split ⅓ of space to locate the tops of diamonds*

*½ **N** line space*
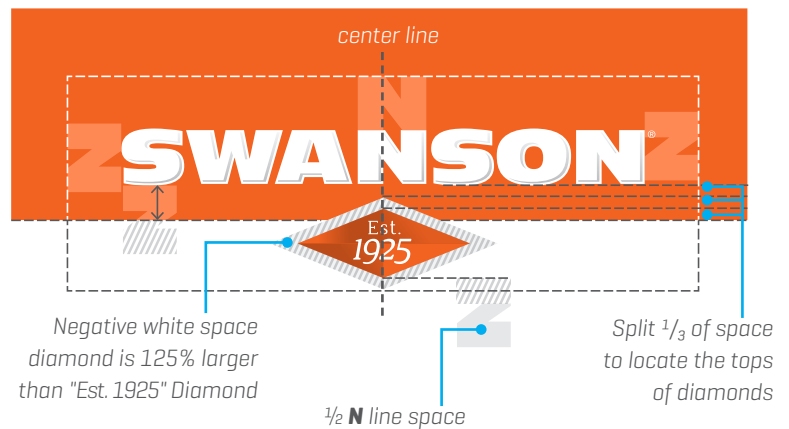
CENTER OF LOGO

The center line of the logo is always easy to find. It is located on the inside of the left line of the 'N'. This center line should align with the diamond. When centering the any version of the logo refer to this mark to center the logo.

center line
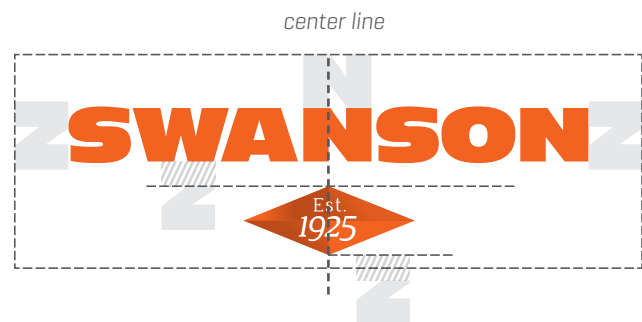
SIZING

There is a minimum size that the Swanson logo with the "Est. 1925" Diamond should be printed at. The logo should be no smaller that 1¼ inch wide whether in color or black and white.

1¼ inch minimum width

1¼ inch minimum width
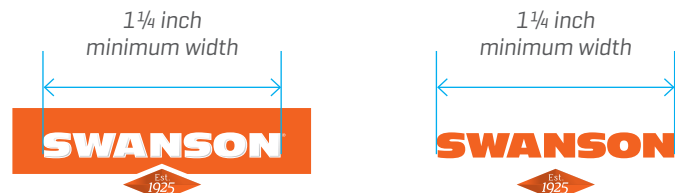
Misuses

While there are many ways in which the Swanson Logo can be used successfully, there are certain uses that should be avoided.

1] On a background pattern of any kind

2] Orange logo on any color background

3] White logo with no bevel on orange or gray background

4] Shadow behind the Swanson logo

5] Shadow bevel on Swanson Orange or Gray logo

6] 'Est 1925' diamond to the left, right or anywhere else than below

7] Combing a different color background and 'Est 1925' diamond color.

1]

2]

3]

4]

5]

6]

7]

Packaging

A highly recognizable and visible corporate signature on our products positively reinforces our brand with every customer interaction. The Swanson logo with the "Est. 1925" Diamond was exclusively designed for packaging and customer facing material. The logo is always to be centered horizontally within the orange bar space and placed to the top of the package.

LOGO DOs

Center the logo on the inside of the first N in Swanson within the orange bar.

Exception: When the orange bar is hindered by anything, center the Swanson logo between the hindrance and the edge of the package.
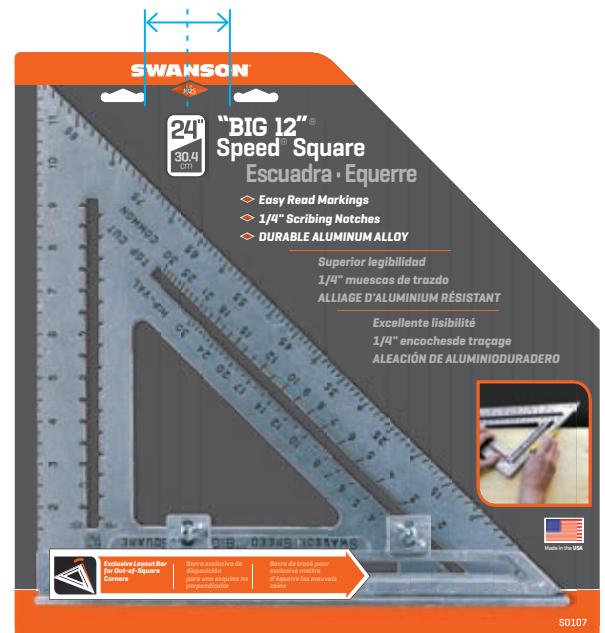
Exception: When the Swanson logo can not be centered in the orange bar, center the open space (in this case between the hang holes) between the Est. Diamond.

SWANSON

Packaging

LOGO DON'Ts

Never place the logo *justified left or right*

Never place the logo *not flush to the top*
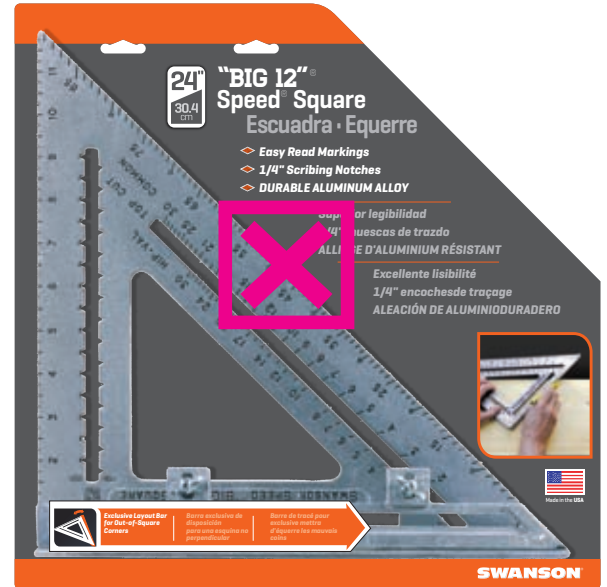
Never place the logo *on the bottom without diamond on the front of the package.*

SWANSON

Collateral: Sell Sheets/Catalogs

FRONT

BACK
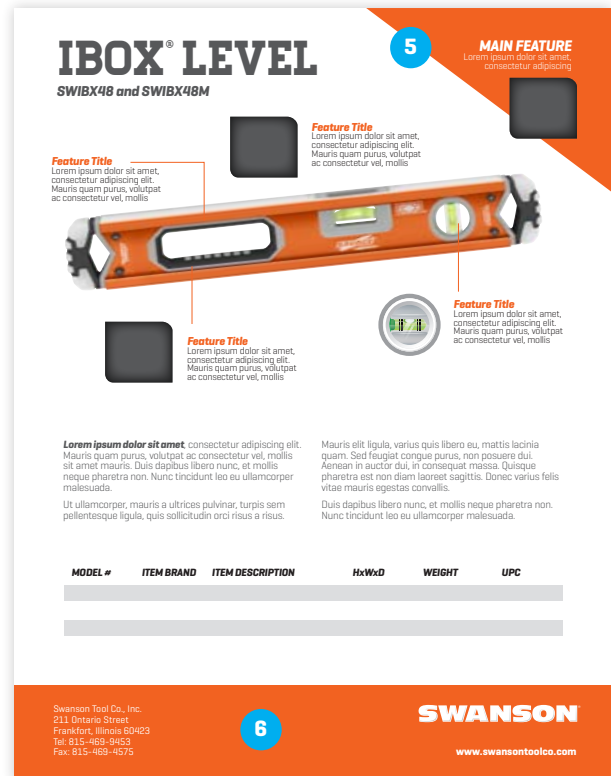
1) On any cover for sell sheets of brochures, the Swanson logo is centered on top.

2) The image area + the Swanson top bar should be ¾ of the page. The product should adhere to the clear space restrictions of the logo described on Page 7.

3) **Header** should be Homestead Font, 48pt max size **Subhead** should be Geogrotesque Bold, 28pt max size. **Text** should be Geogrotesque regular in Swanson Orange.

4) The product main feature bar should be ¼ of the cover. There should be no more 3 icons in this area. If there is no feature area necessary please use Fig1 as an example.

5) Any main selling feature should be in a corner triangle with an option of an inset box.

6) All sell sheets should have the Swanson Orange bar as a sign off.

Fig1

Collateral: Tri-fold

FRONT

5/6

1/6

SWANSON
Est 1925

Trusted Accuracy and Durability You Expect

MAX STRENGTH

I-BEAM LEVELS
The Choice for Professionals
Lorem ipsum dolorum nati repe dolorum.

INSIDE

I-BEAM LEVELS
The Choice for Professionals
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quam purus, volutpat ac consectetur vel, mollis sit amet mauris.

Super-Strong Strip Magnet
Etiam pharetra interdum velit, nec congue arcu semper nec. Praesent dignissim eros eget mattis convallis. Etiam dictum luctus purus vitae lacinia.

MAGNETIC

V-Groove For Round Stock
Etiam pharetra interdum velit, nec congue arcu semper nec. Praesent dignissim eros eget mattis convallis. Etiam dictum luctus purus vitae lacinia.

V-GROOVE

Reflects light for improved visibility
Etiam pharetra interdum velit, nec congue arcu semper nec. Praesent dignissim eros eget mattis convallis. Etiam dictum luctus purus vitae lacinia.

BRIGHTVIEW

Accuracy You Can Trust
Etiam pharetra interdum velit, nec congue arcu semper nec. Praesent dignissim eros eget mattis convallis. Etiam dictum luctus purus vitae lacinia.

.029° .00050 in./in.

ACCURACY

MAIN FEATURE
Lorem ipsum dolor sit amet, colom

Feature Title
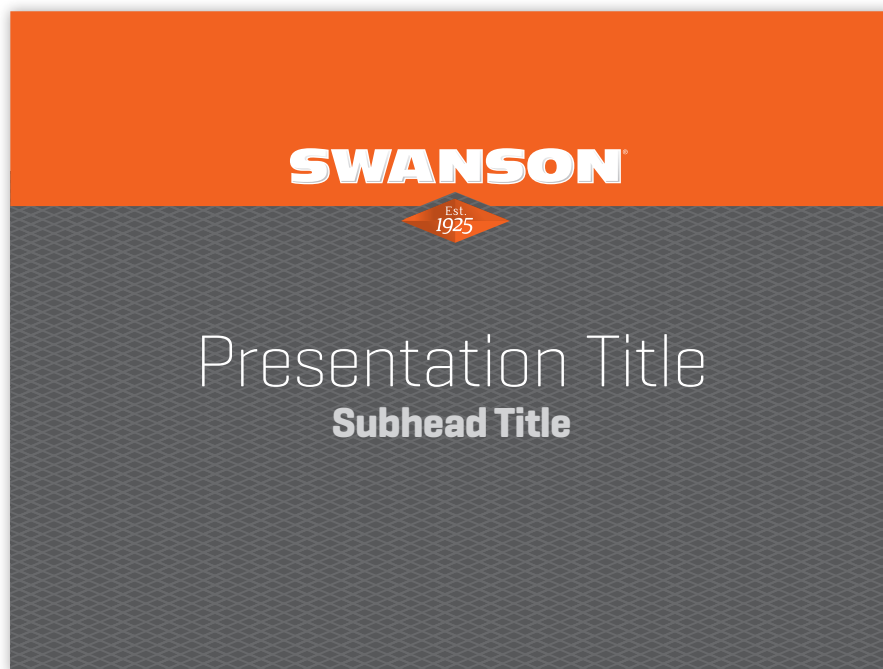Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quam purus, volutpat ac consectetur vel, mollis

Feature Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quam purus, volutpat ac consectetur vel, mollis

Feature Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quam purus, volutpat ac consectetur vel, mollis

Feature Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quam purus, volutpat ac consectetur vel, mollis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quam purus, volutpat ac consectetur vel, mollis sit amet mauris. Duis dapibus libero nunc, et mollis neque pharetra non. Nunc tincidunt leo eu ullamcorper malesuada.

Insectetur adipiscing elit. Mauris quam purus, volutpat ac consectetur vel, mollis sit amet mauris. Duis dapibus libero nunc, et mollis neque pharetra non. Nunc tincidunt leo eu ullamcorper malesuada.

MODEL #	ITEM BRAND	ITEM DESCRIPTION	HxWxD	WEIGHT	UPC

Trusted Accuracy and Durability You Expect

SWANSON

These styles can also be applied to any catalog for the Swanson brand of products.

SWANSON

Collateral: Power-point Presentation

FRONT

INSIDE

Swanson-Savage Co-brand

LOGO USAGE

These guidelines are for the Savage branded products from Swanson Tool Co.

This premium brand of products should never be represented solely by the Savage name. The Swanson logo must appear at the top of any type of representation of the brand.

SWANSON®

Swanson-Savage Co-brand

LOGO SIZE

The Swanson Tool Company est 1925 logo should always appear at top, with the Savage brand below it.

The Savage logo should never be wider than the Swanson logo. The widest it can be is between the center point of the 'S' and the center point of the 'N' of the Swanson logo.

Savage Logo is never wider than the Swanson Logo.

Swanson-Savage Co-brand

LOGO PLACEMENT

Once the logo has been applied to the top of the package, signage, etc., the Savage logo does not need to be centered. It can appear anywhere near the top of the item as long as it adheres to the sizing specifications stated above.

COLLATERAL EXAMPLE

All of the rules that apply to the Swanson collateral on Page 11 apply to the Swanson-Savage Co-brand.

The Savage logo should be placed above the name of the product if there is a product title that is applies to. Fig1

If there is no product that the collateral applies to, the Savage logo should be centered to the Swanson logo. Fig2

Fig1 *The Savage Logo is placed above the product line, branding the Lighted Torpedo Levels*

Fig2 *The Savage Logo is placed under the Swanson logo since there is no product to brand.*
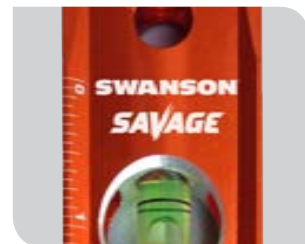
Swanson-Savage Co-brand

LOGO ON TOOL

When used together on tools, the lock-up should follow the same size and ratio rules established on Page 15

Image on left below is the official on tool lock-up. ALL on tool Swanson-Savage branding should use this format. The co-brands should never be separate on product.

The Swanson-Savage co-brand can be horizontal along the length of the tool if that is the largest the brand can appear on the tool.

The Swanson-Savage co-brand can be on the vertical side if that is the largest it can appear on the tool.

When the Swanson-Savage co-brand is used by a sub-brand tool name, the same special rules apply.

If there is a possibility to have color. The Swanson is 100% Swanson Orange and Savage is either 100% Black or White.

SWANSON

Swanson-Savage Co-brand

TOOL BRANDING DON'Ts

Never separate the two brands

Brand can be larger, rotated on tool

SWANSON

Font Usage

The Swanson brand type family is Geogrotesque. These typefaces provide the consumer with fresh, new and clean feel. It appeals to professional tradespeople and experienced DIYers as a modern, ever-evolving tool brand.

SWANSON BRAND FONT
Used for ALL Swanson Applications

GEOGROTESQUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEOGROTESQUE LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEOGROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEOGROTESQUE REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEOGROTESQUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEOGROTESQUE MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEOGROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEOGROTESQUE BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SWANSON SECONDARY FONT
Used for icons and headers

HOMESTEAD

**ABCDEFGHIJKLMNOPQRSTU
VWXYZ
1234567890**

SWANSON

Colors

The most important graphic element is color and the Swanson Tool Co. colors are chosen to make an emotional impression on our audience. The highlight colors are vibrant and fresh, combined with darks and neutrals to keep a grounded and professional appearance.

PRIMARY COLORS

SWANSON ORANGE

PMS **166 C**
PMS **166 U**
C **0**, M **76**, Y **100**, K **0**
R **227** G **82**, B **5**
Web **#E35205**

SWANSON GRAY

PMS **Cool Gray 10 C**
PMS **Cool Gray 11 U**
C **0**, M **0**, Y **0**, K **80**
R **99** G **102**, B **106**
Web **#666666**

SECONDARY COLORS

SWANSON MID-TONE GRAY

PMS **Cool Gray 6 C**
PMS **Cool Gray 6 U**
C **0**, M **0**, Y **0**, K **40**
R **167** G **168**, B **170**
Web **#999999**

SWANSON SPECIAL YELLOW

PMS **116 C**
PMS **116 U**
C **0**, M **14**, Y **100**, K **0**
R **255** G **205** B **0**
Web **#FFCD00**

SWANSON LIGHT GRAY

PMS **Cool Gray 2 C**
PMS **Cool Gray 2 U**
C **0**, M **0**, Y **0**, K **15**
R **187** G **188**, B **188**
Web **#BBBCBC**

SWANSON

Business Cards and Letterheads

SWANSON TOOL COMPANY

SWANSON
Est. 1925

First Last Name
Title in the Corporation

211 Ontario Street
Frankfort, IL 60423
800-291-3471

(Office) 815-469-9453
(Cell) 000-XXX-XXXX
(Fax) 000-XXX-XXXX

name@swansontoolco.com   www.swansontoolco.com

HONG KONG DIVISION

SWANSON

First Last Name
Title in the Corporation

Swanson Tool Hong Kong, Ltd.
Unit C, 12th Floor, Tower 2,
Residence Oasis, 15 Pui Shing Road
Tseung Kwan, Hong Kong
(Office)000-XXX-XXXX
(Cell)000-XXX-XXXX

name@swansontoolco.com   www.swansontoolco.com

SWANSON
Est. 1925

Swanson Tool Co., Inc.   ◆   211 Ontario Street   ◆   Frankfort, IL 60423   ◆   815-469-9453   ◆   www.swansontoolco.com

SWANSON

Promotional Items

Promotional items should be set-up with an eye towards maintaining a consistent color pallet. Ideally, orange and black items would use the white logo, and white should use the orange logo.

Note: *The Swanson logo should not be larger than 4" wide when embroidered.*

Note: *Only when screen or digitally printed can the Est. Diamond be used.*

*All promotional items must be approved by the Swanson brand team

SWANSON®

Promotional Items

PROMOTIONAL ITEMS DON'Ts

*All promotional items must be approved by the Swanson brand team

SWANSON

SWANSON®

Est. 1925

THE TRUSTED NAME FOR NEARLY A CENTURY

SWANSON®