






<p>DO NOT use the Snap-on trademark in white on a background other than Snap-on red or black.</p>	
<p>DO NOT use the Snap-on trademark in a color other than Snap-on red, black or white.</p>	
<p>DO NOT duplicate the Snap-on trademark in accompanying type messages.</p>	
<p>DO NOT include the Snap-on trademark in a headline or with text.</p>	<p>We Make <i>Snap-on</i> Tools to Last.</p>
<p>DO NOT include the Snap-on trademark in a headline or with text.</p>	<p><i>Snap-on</i>. Made to Last.</p>
<p>DO NOT apply visually competitive backgrounds to the Snap-on trademark.</p>	
<p>DO NOT use the Snap-on trademark with borders or any unapproved ornamentation around it.</p>	

DO NOT use vintage or nostalgic Snap-on trademarks without prior approval from the Marketing Brand Team. The only exception is for vintage collectible items, such as die-cast collectibles, tools and displays to depict an era.



Correct Business Group Logo Usage

Specific logos have been designed for certain Snap-on Business Groups. Each Snap-on Business Group logo features the Snap-on trademark combined with a Business Group name. Both horizontal and vertical variations of these logos have been developed. The use of these variations from the Snap-on trademark is limited; for more information, check with Corporate Communications at 262-656-5430. The primary use of color is limited to Snap-on red, gray, black and white. In some cases, an acceptable color for embroidery would be light gray or silver, but this exception must be approved in advance by the Marketing Brand Team.

To preserve the visual integrity, we have established a space around the entire Business Group logo. This area should be preserved any time you use the mark and is equal to the height of the "n." This area should be left empty of any typographic or design element.



Correct Business Group Logo Color Usage

Snap-on red is PMS 485. In 4-color process, use 100% magenta, 100% yellow for process colors and PMS Cool Gray 11 or an 80% black for process colors for the Business Group name.



Snap-on red

