



brand standards guide
REVISED 05.06.14

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A 1.0 BRAND SNAPSHOT

HOFMANN®



Since 1931, Hofmann has been the world's benchmark in vehicle wheel service equipment and technologies.

With a commitment to innovation, precision and engineering excellence, Hofmann partners with shop owners and technicians to deliver quality wheel service equipment that sets the standard.

The Hofmann brand is characterized by:

INNOVATION

PRECISION

ENGINEERING EXCELLENCE

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A 1.1 BRAND FOUNDATION

A brand is the perceived image a company and its products have in the marketplace, consistently identifying the organization and the products and services it provides. The brand provides a point of difference, a reason to choose one company and one product line over another, based on expectations and performance — **what customers expect.**

The Hofmann brand identity serves as the basis for projecting a distinctive company image that allows the Hofmann brand to clearly distinguish itself from competitors, to maintain and achieve high brand familiarity. **If used consistently**, it will help communicate to the public how Hofmann sees itself and firmly anchor the perception of the brand in the market.

Hofmann is perceived as a classic German brand, providing the highest quality products developed with a commitment to product innovation, precision and engineering excellence.

INNOVATION

Hofmann is a world leader in vehicle wheel service technologies.

PRECISION

Providing equipment for wheel service – wheel balancers, tire changers, wheel aligners, automotive lifts, brake testers, test lanes and chassis dynamometers, with many pioneering and patented technologies, Hofmann is a guarantee for quality.

ENGINEERING EXCELLENCE

With a long heritage of innovative products, driven by German technology, Hofmann is a synonym for engineering excellence.

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A 1.2 HOFMANN – THE COMPANY

The Hofmann brand, with its renowned icon — the sinusoidal graph in the square — is the guarantee for quality and excellence in automotive service equipment. Beginning in 1931, Hofmann has launched many first-to-market technologies and patented innovations. Our products are recommended by many automotive manufacturers.

With our worldwide distributors, as well as service centers and service partners in Germany, and subsidiaries in Great Britain, Canada, USA and Japan, and numerous importers in Europe and worldwide, Hofmann’s widespread distribution sales and service network is well positioned to provide innovative products and after-sales service.

Hofmann has been a part of the Snap-on Equipment group since 1997, and is well prepared to meet the challenges of the future through the resulting synergies and commitment to innovation. To the benefit of our customers, Hofmann products will continue to be a leading component of Snap-on Equipment’s product offering, providing **Total Shop Solutions**.

Mission

At Hofmann, our brand mission is based on developing and providing **Excellence in Wheel Service Technologies**.

Vision

Hofmann is a world leader in automotive wheel service technologies, providing equipment for wheel balancing and tire changing. Since 1931, Hofmann has been a reliable partner to the automotive industry worldwide. Together with our distributors and exporters, it is our goal to keep setting the pace in the automotive service industry, pioneering new technologies to meet customer requirements.

Product lines

Wheel Balancers, Tire Changers, Wheel Aligners, Automotive Lifts, Brake Testers, Test Lanes, Chassis Dynamometers.

Values

- Innovation
- Precision
- Engineering excellence
- Customer-focus
- Responsiveness

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A 1.3 HOFMANN – THE CUSTOMER CONNECTION

The Hofmann brand playing field is independent and OEM dealership service centers and professional automotive repair shops. In that market, the Hofmann brand stands for:

- Excellence** in wheel service technologies and automotive service equipment.
- Innovative** technology.
- Customer **responsiveness**.
- Dedication to **safety**.
- Customer training** and advice.

To **shop owners**, Hofmann provides:

- The **satisfaction** gained from a brand with a heritage of innovative technology.
- Excellence** in wheel service technologies and products that set the standard.
- The right equipment and technology to **enable speed and efficiency**.
- Increased **profitability** and **through-put** in the shop.
- A focus on technical **advice** and customer **training**.

Hofmann enables the automotive shop owner to work smarter, maximizing profit potential in the shop, allowing the shop owner to realize a number one priority — **to acquire and retain customers**.

To **shop customers**, Hofmann provides:

- Confidence** through the shop's commitment to service their vehicle with innovative technologies and equipment.
- Convenience** resulting from the efficiencies of the right technology and service equipment.
- Trust** in the shop as an on-going resource for their personal vehicle service, maintenance and repairs.

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A 1.4 BRAND PERSONALITY ATTRIBUTES

We continue to deliver on the expectations of our **German heritage**, providing highly-engineered, industry-leading wheel service equipment.

We are innovative

We bring a comprehensive knowledge of automotive wheel service technologies—we are committed to engineering excellence.

Our equipment is based on leading-edge, innovative technology.

We have the ability to simplify wheel service activities in the automotive shop.

We are expert

We understand the business of the professional automotive shop.

We provide innovative equipment and pioneering technologies to increase speed and precision and meet demanding customer requirements.

We are reliable

We provide access to experienced professionals and the highest quality equipment.

We teach the practical use of wheel service equipment using the latest media and technologies.

We provide individual attention to customers and provide advanced training and advice.

We are hands-on

We work to create strong relationships with shop owners and managers, built on earned trust.

We are in a position to respond to all the wheel service needs of a professional shop owner.

We are productive

We understand what creates value for our customers, and we help them improve.

We enable the shop owner to increase profitability and through-put in the shop.

We enable the shop owner to realize a top priority—to acquire and retain customers.

We are trusted

Through the combination of our commitment to engineering excellence, our comprehensive knowledge of the automotive shop, the leading-edge technology of our products and the productivity and efficiency realized through the use of our products, we are a valued partner to our shop owner customers. We set the standard in automotive wheel service technologies.

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A 1.5 BRAND PERSONALITY GUIDELINES

Style

Straightforward	not intimidating
Professional	not inexperienced
Knowledgeable	not coldly technical
Proactive	not neglectful or reactive
Precise	not ambiguous

We know when we are accurately communicating our style when we base our communications on **precise facts** gained through our **knowledge** of the professional automotive shop, **proactively** offering advice and products that help the shop owner.

Tone

Simple	not complicated or uninformed
Passionate	not status quo
Sincere	not patronizing or overpromising

We know when our tone is on-brand in communications when we **communicate simply**, clearly providing information based on realistic outcomes while **advancing our technology leadership**.

Performance attributes

- Expert & Experienced
- Connected & Committed
- Accessible & Responsive
- Consultative & Visionary
- Delivering Quality & Value

We know we are performing as a leader when we **connect with the shop owner in their world**, proactively providing answers to their challenges through our knowledge of their shop, and offer products that **raise their productivity** and through-put in the shop.

The sum total of the above personality attributes results in Hofmann being a **trusted and valued partner in the shop**.

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B 1.1 HOFMANN LOGOMARK USAGE — BASIC ELEMENTS

The logomark is comprised of the name Hofmann and the icon containing the sinusoid graphic. They appear in a fixed relationship and should not be altered or re-sized. The name Hofmann appears in custom typography, and should not be re-set. Only approved logomark artwork should be used.



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B 1.2 HOFMANN LOGOMARK USAGE — TWO-COLOR VERSION

The Hofmann name and the upper portion of the sinusoid icon appears in Hofmann Light Green:

HKS 53
Pantone® 3268C
A mix of two parts RAL 6026 and one part white
90c 0m 49y 0k
Or 175g 158b

The lower portion of the sinusoid icon appears in Hofmann Dark Blue:

HKS 41
Pantone® 5265C
RAL 5013
100c 100m 40y 0k
52r 52g 110b



To maintain accuracy, it's preferred to reproduce the logomark in either the HKS, Pantone® or RAL specified versions, as opposed to the specified CMYK or RGB formulas.

The logomark may be used on colored backgrounds that supply sufficient contrast and legibility. For use on color backgrounds, a specific white outline is used around the logomark elements. Use only the official logomark version for color backgrounds, and do not re-draft the outline.

With the use of the outlined version of the logomark, there are no reverse versions of the logomark.

Use the formulas shown here to achieve accurate color matching. If you are using another color matching system, make sure you match to the Pantone® “coated” color references. CMYK formulas indicated are not a direct translation of the Pantone® colors, but have been tested to ensure that they achieve a consistent color match.

Note that electronic screen colors may differ depending on the monitor and colors may alter from screen to projection for presentations. Pretest all colors before use in presentations.

Laser printed colors from desktop equipment will alter from printer to printer, and color accuracy should be tested and maintained before multiple copies are made.



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B 1.3 HOFMANN LOGOMARK USAGE — ONE-COLOR VERSION

In one-color applications, black is the preferred color application of the logo. Using other colors in the logomark will dilute the brand color associations with Hofmann. In black only use:

The name Hofmann and the upper portion of the sinusoid icon is screened to 45%

The lower portion of the sinusoid icon icon appears full black

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B 1.4 HOFMANN LOGOMARK USAGE — FOUR-COLOR 3D METALLIC VERSION

Reflecting the heritage of Snap-on

The four-color 3D metallic Hofmann logomark reflects the heritage and strength of the Hofmann Brand, as well as Snap-on Equipment and the dimension of the Snap-on metallic logomark. It also maintains a visual relationship with the Snap-on logomark typography. It helps to promote and communicate the premium brand and technology of Hofmann equipment on premium level Hofmann Equipment.

The same color guidelines apply to this dimensional logomark as apply to the two-color logomark, as described on page B 1.2. The metallic highlights appear in screens of black.

The four-color metallic logomark is an illustration and should not be recreated or drawn from scratch. Always use the electronic files provided for this logomark.

The 3D metallic logomark may be used against any background color. However, it appears strongest when used against the Hofmann Light Blue background color.

This four-color 3D metallic logomark is never used in close proximity to the Snap-on metallic logomark.



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B 1.5 HOFMANN LOGOMARK USAGE — BLACK-AND-WHITE VERSION

In one-color applications, black is the preferred color application of the logo. Using other colors in the logomark will dilute the brand color associations with Hofmann. In black only:

The name Hofmann and the upper portion of the sinusoid icon are screened to 45%.

The lower portion of the sinusoid icon appears full black.

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B 1.6 HOFMANN LOGOMARK USAGE — CLEAR SPACE

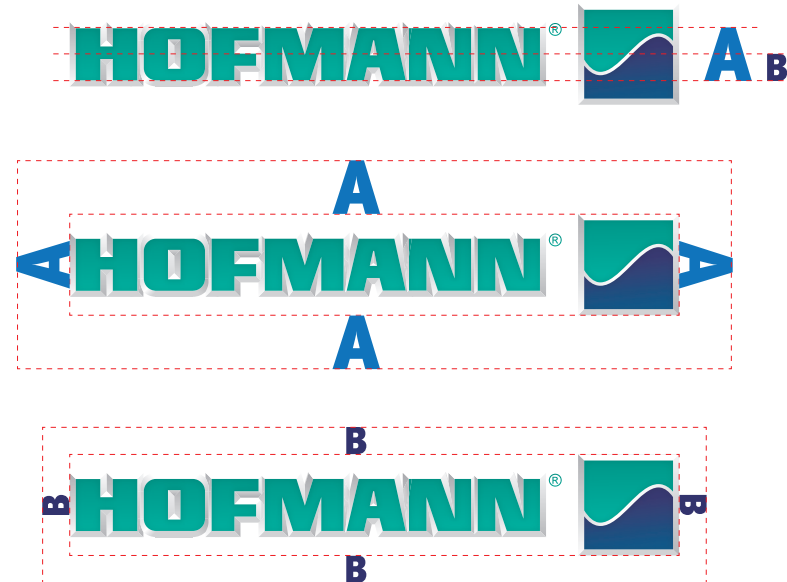
Maintaining visibility and impact

To maintain the visibility and visual impact of the Hofmann logomark in all applications, a clear space is designated around the logomark, separating it from other graphical or typographic elements that surround it. Nothing should appear within this space adjacent to the logomark.

This space is defined in two ways:

A This space represents the height of the typography in the Hofmann logomark. This clear space guideline mainly applies to print communications and advertising. Product identification and signage may need some flexibility in this requirement.

B This space represents one-half the height of the typography in the Hofmann logomark. This clear space guideline is used to position any taglines below the logomark, or to apply the logomark to products, signage, exhibits, equipment and clothing.



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B 1.7 HOFMANN LOGOMARK USAGE — BRAND ARCHITECTURE

The Snap-on metallic logomark is only used when depicting the breadth of Total Shop Solutions in conjunction with other Snap-on RSI brands and logomarks, such as a trade show application. The wrench S is also only used in that context.

The Snap-on logomark and wrench S are only seen in the context of promoting the Total Shop Solutions value proposition — many brands working together to meet the needs of the shop.

The Snap-on logomark and the wrench S are not seen with the Hofmann logomark. Snap-on is only mentioned in body copy, with reference to the Snap-on RSI Total Shop Solutions.

Corporate level

The Snap-on logomark may only be used when making the affiliation to Snap-on Incorporated. The Snap-on wrench S is only used when an icon is appropriate and the Snap-on logomark is also present. This corporate level use includes trade shows where multiple Snap-on RSI brands are visible, i.e. SEMA, NADA, Automechanika, etc. Its use may also include email addresses, business cards, stationery and on buildings.

Product group level

Snap-on Equipment always appears in text. It is a description for a group of products, and is not a logomark. It may be used in boilerplate content for press releases or in the address line on brochures, advertising, etc.

Product brand level

Individual product brand logomarks are seen in product marketing collateral, advertising, headers for public relations activities, internal training documents, etc. The Hofmann logomark is included at this level, along with John Bean, Kansas Jack, Blackhawk, Sun, Cartec and Boxer.

Individual products

Logomarks for individual products are not allowed or encouraged. Naming of these products needs to follow the naming conventions described on page C 3.1 For the Hofmann product brand, this includes the registered product brands.

The brand usage hierarchy is illustrated on the following page.

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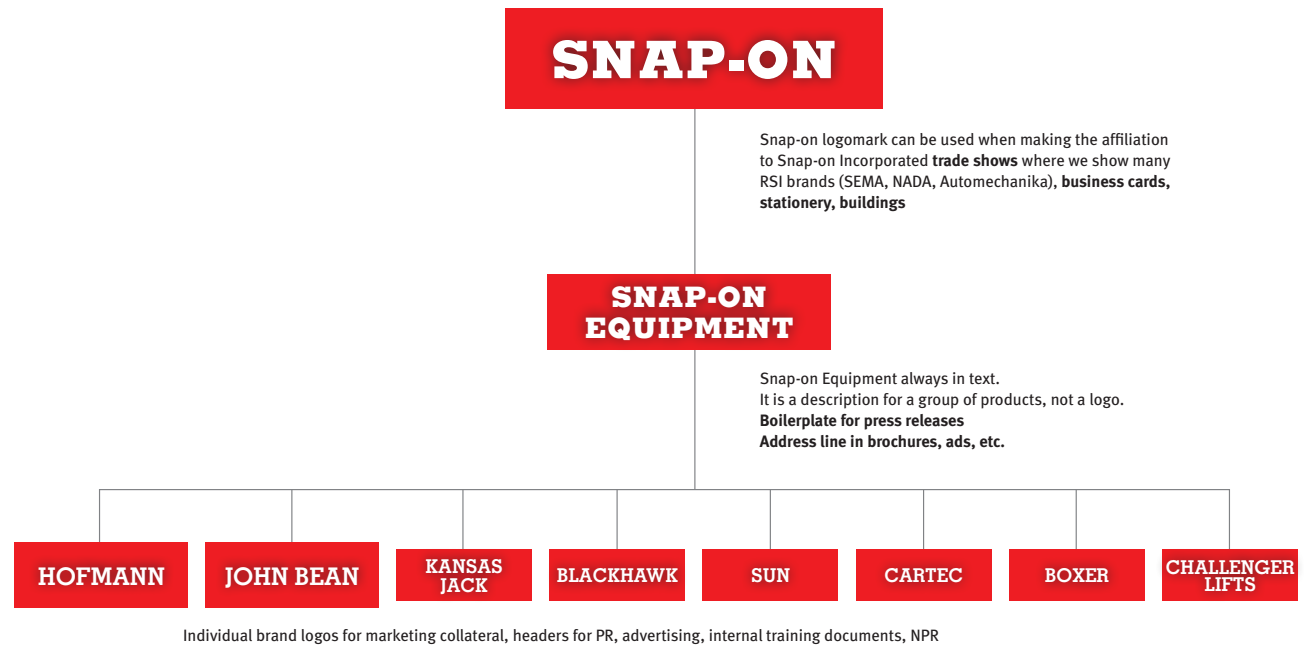
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Brand usage hierarchy



Brand usage hierarchy example



JohnBean.

HOFMANN 

BLACKHAWK

KJ **KANSAS JACK**

Challenger Lifts
INNOVATIVE LIFTING SOLUTIONS

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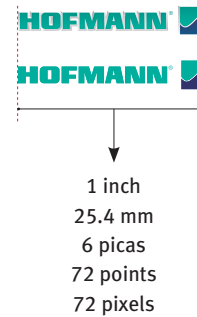
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B 1.8 HOFMANN LOGOMARK USAGE — MINIMUM SIZE

To maintain legibility and detail, the Hofmann logomark should not appear smaller than 1 inch (25.4mm) in any application.

- 1 inch
- 25.4 mm
- 6 picas
- 72 points
- 72 pixels



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B 1.9 HOFMANN LOGOMARK USAGE — MAXIMUM SIZE

A maximum size is recommended for the Hofmann logomark usage on literature, advertising and apparel. In order to maintain a level of professionalism without using overstatement to communicate, it is recommended that the Hofmann logomark not appear larger than 3.25 inches (83 mm) in any application. This also applies to product literature.



3.25 inches
83 mm
19.5 picas
234 points
234 pixels

A maximum size guideline is recommended for the Hofmann logomark to appear on products. The Hofmann logomark should be sized not to appear larger than 1/2 the vertical height or 1/2 the horizontal width of the section of equipment it's applied to, whichever is less. This guideline should serve most applications.



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B 1.10 HOFMANN LOGOMARK USAGE — COLOR BACKGROUND APPLICATIONS

The strength of the Hofmann brand is often evidenced in the pride of the automotive garage customer in claiming to have a “blue garage.” That reference and color association is established and reinforced in the consistent painting scheme of Hofmann products in Hofmann Blue, and in the consistent usage of the Hofmann logomark to identify products.

The preferred version of the Hofmann logomark for identifying products and for use on product literature is the 3D metallic version of the logomark, applied to a background color of Hofmann Blue. The color specifications for this logomark version are consistent with those described on page B 1.4.

On products and literature, the background color of Hofmann Blue includes:



Use the formulas shown here to achieve accurate color matching. If you are using another color matching system, make sure you match to the Pantone® “coated” color references. CMYK formulas indicated are not a direct translation of the Pantone® colors, but have been tested to ensure that they achieve a consistent color match.

Note that electronic screen colors may differ depending on the monitor and colors may alter from screen to projection for presentations. Pretest all colors before use in presentations.

Laser printed colors from desktop equipment will alter from printer to printer, and color accuracy should be tested and maintained before multiple copies are made.

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B 1.11 HOFMANN LOGOMARK USAGE — PRODUCT IDENTIFICATION

When a product name appears in combination with the Hofmann logomark, on literature and on equipment, the following specifications must be maintained for consistency.

The product name appears in the Meta Italic LF Book and Black typeface, flush right with the Hofmann icon. The Meta typeface family is the specified support typeface, as described on page B 2.1. When appearing on white, the product name appears in Hofman Dark Blue. The name is reversed to white on Hofmann Light Blue (as shown).

The spacing between the product name and Hofmann logomark is shown below.



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B 1.12 HOFMANN LOGOMARK USAGE – WHAT NOT TO DO: HOFMANN

Modification or incorrect use of the Hofmann logomark will weaken its brand identity and recognition and is not allowed. The following are just a few examples of what NOT to do.



Don't change, re-set or re-draw the logomark typography



Don't alter the dimensional details of the logomark



Don't alter the official colors of the logomark



Don't reverse the dimensional logomark



Don't apply the logomark to backgrounds that overpower or distract



Don't apply the logomark to backgrounds of similar color value



Don't create a transparent or other visual effect with the logomark



Don't enclose the logomark within a shape



Don't create patterns with the logomark

Don't place the HOFMANN logomark within a title or phrase



Don't tilt, condense or stretch the logomark



Don't associate the logomark with another entity to create a new logo

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Special permission must be obtained for any uses of the logomark not discussed in this document.

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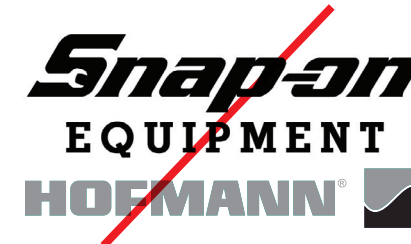
B 1.13 HOFMANN LOGOMARK USAGE — WHAT NOT TO DO: SNAP-ON EQUIPMENT

Improper use of the Snap-on Equipment identity will weaken the product brands, such as Hofmann, and the following usage guidelines must be followed.

Do not use Snap-on Equipment as a logomark or create a logomark for it.

Do not use a Snap-on Equipment logomark in conjunction with the Hofmann logomark.

Always refer to the Snap-on Equipment name in text content, appearing as plain text.



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B 2.1 HOFMANN TYPOGRAPHY — DISPLAY AND TEXT TYPEFACES

Typography is a key to successful and legible communications and contributes to a consistent look for Hofmann communications. Consistency with Snap-on brand identity standards, where possible, maintains the Hofmann relationship to Snap-on.

Meta is the primary typeface specified for Hofmann communications. Its dynamic simplicity and progressive appearance suggest technology. An extensive family of typeface options exist and provide flexibility for diverse uses and applications. It is easy to read and is available globally.

Meta LF is suggested where use of numbers is required. The numerals in this family align evenly, without ascenders and descenders extending below the baseline, as is the case for Meta numerals.

When creating a communications piece, remember to keep it simple. Content should be simply laid out using plenty of clear space.

Left-aligned text has been proven to be more legible and more easily comprehended. Avoid using centered, justified or right-aligned text in communications and advertising.

In addition, to achieve consistency, do not letterspace, manipulate type or adorn it with techniques that make the fonts difficult to read.

Meta Book
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Meta Book LF
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Meta Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Meta Black
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

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B 2.2 HOFMANN TYPOGRAPHY — PC-BASED AND WEBSITES

Arial is an acceptable choice for PC-based applications like Microsoft Office, Powerpoint presentations and all forms of websites and online communications. It is globally available. Helvetica is an acceptable substitute where Arial may not be available.

Arial
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%&?

Arial Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%&?

Helvetica Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%&?

Helvetica Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%&?

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B 3.1 SNAP-ON COLORS — SNAP-ON COLOR STANDARDS AND SPECIFICATIONS

The Hofmann brand colors discussed and outlined on pages B 1.2 and C 1.16 are the official colors of Hofmann. Beyond those colors, the following are the official color specifications for Snap-on Red, Gray and Black.

Use the formulas shown here to achieve accurate color matching to Snap-on Red. If you are using another color matching system, make sure you match to the Pantone® “coated” color references. CMYK formulas indicated are not a direct translation of the Pantone® colors, but have been tested to ensure that they achieve a consistent color match.

Note that electronic screen colors may differ depending on the monitor and colors may alter from screen to projection for presentations. Pretest all colors before use in presentations.

Laser printed colors from desktop equipment will alter from printer to printer, and color accuracy should be tested and maintained before multiple copies are made.



Snap-on Red

PANTONE 485 **CMYK** 0/100/100/0 **RGB** 237/28/36



Black

CMYK 0/0/0/100 **RGB** 0/0/0



Gray

PANTONE Cool Gray 11 **CMYK** 0/0/0/70 **RGB** 113/112/116



White

CMYK 0/0/0/0 **RGB** 255/255/255

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C 1.1 STRATEGY — FORMAT ELEMENTS INTRODUCTION

Critical communications elements

The Hofmann visual platform is designed and built around distinctive visual and verbal elements:

- Hofmann logomark
- Format structure
- Content structure
- Voice & tonality
- Copywriting
- Photography
- Typography
- Color palette

The consistent use of the above critical communications elements will help to establish a recognizable look and feel for Hofmann communications and advertising. This distinctive personality for Hofmann and a consistency in all communications will help to strengthen market positioning and recognition. A heritage of quality and innovation is reflected in the Hofmann logomark. In addition, the attributes of innovation, technological expertise, quality and leadership are portrayed in the Hofmann logomark. It is used as the primary identifier on Hofmann communications and advertising, and is the focal point of the Hofmann visual platform.

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C 1.2 STRATEGY — HOFMANN PREFERRED LOGOMARK

A heritage of quality and innovation is reflected in the Hofmann logomark. In addition, the attributes of innovation, technological expertise, quality and leadership are portrayed in the Hofmann logomark. It is used as the primary identifier on Hofmann communications and advertising, and is the focal point of the Hofmann visual platform.



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C 1.3 STRATEGY — FORMAT STRUCTURE

Unity of format helps to build the brand

A specific format structure unifies all Hofmann communications. This includes print literature as well as advertising. The format structure is based on the following guidelines and details:

The photo is the most dominant feature, and is the focus of the format.

The Snap-on equipment logo only appears as part of the contact information, in plain text, on the back page of literature.

Hofmann brand identification occurs in the bottom footer, which occupies the bottom one-eighth of the format. The Hofmann logomark appears on the bottom right. The footer appears in a gradation of color blending from dark blue (C80 M50 Y0 K40) to Hofmann Light Blue, carrying the Hofmann logomark and necessary contact information.

The header, containing the headline, occupies the top one-eighth of the format. The header appears in the same Dark Blue to Light Blue color gradation as the footer. However, at the right of the header is a Hofmann Dark Blue box that contains the product description, with a similar sized transparent box below, appearing over the photo, that contains a brief description of major product features.

Further format details include:

- A highlight glow is added to the feature photos.
- A fine rule detail is placed along the edges of the header and footer.
- A graduated Light Blue to Dark Blue call-out arrow may be used to contain product attributes.



The examples on the next page follow the format guidelines. More examples are available in Section D of this document.

Templates are available for download.

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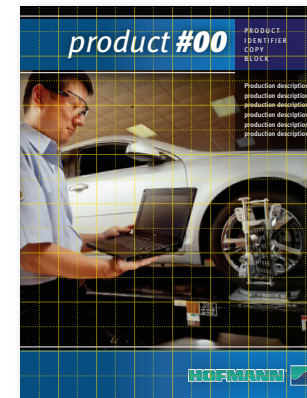
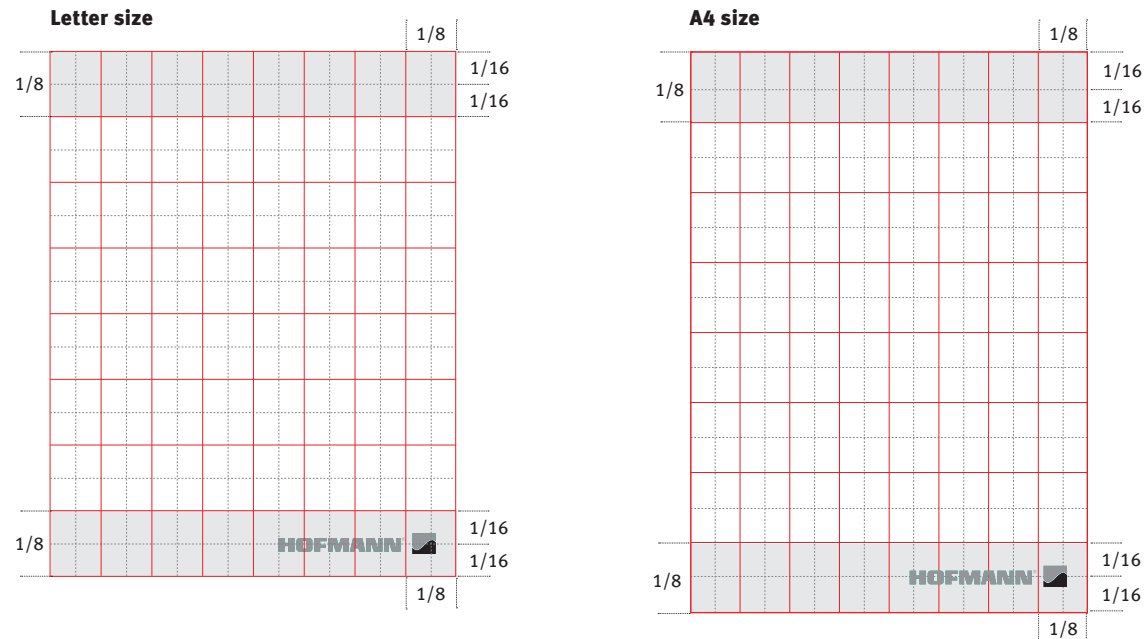
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C 1.3.1 STRATEGY — FORMAT STRUCTURE *continued*

The format grid for larger, standard size literature and advertising is divided into sixteen horizontal bands and eight vertical columns. The same grid is used for both letter and A4 size documents.



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C 1.4 STRATEGY – CONTENT STRUCTURE

Less copy = more product focus

Hofmann products are market leaders, and always project that confidence by being the focus of the format. Reinforcing Hofmann's position in delivering high productivity solutions to professionals in the shop, copy content should focus on brief descriptions of primary product features, avoiding overly wordy descriptions. Bullet point lists can add further detail features, as necessary.

The product photo, showing the product in use by a professional technician in a shop setting, is the focus of the format.

The product in use is the hero of the format.

The following examples follow the format guidelines. More examples are available in section D of this document.



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C 1.5 STRATEGY – VOICE & TONALITY GUIDELINES

It's all about user benefits to help build the brand

Hofmann is a world leader and needs to assume this position in all communications. Our communications need to be brief, to the point, accessible, true and user-benefit oriented.

The tone should be factual and direct, always focused on product benefits to the professional users. Our voice should reinforce a genuine interest in providing leading-edge, productivity enhancing products to the professional shop. It should be concise and direct. Every word counts. **Less is more.**

Always be consistent in choice of vocabulary, respecting proper and accurate technical terminology. However, avoid lengthy lists of technical specifications in favor of product productivity benefits to the user and the shop.

In specific, all of our messages should reflect our values and brand attributes, communicating an accurate image of who we are. The Hofmann Brand stands for:

Excellence and innovation in wheel service technologies

The right equipment and technology to enable speed and efficiency

Increased shop profitability and through-put

Dedication to safety

A focus on technical advice and customer training

The tonality of Hofmann copy contents, as well as imagery, should strive to reinforce these brand attributes. For example, when developing copy contents, consider the following guidelines.

A good photo speaks more than words

As further discussed in the photography guidelines beginning on page C 1.6, staging effective photography will help eliminate additional copy.

Innovative technology is best expressed simply

Technology can speak for itself through the use of descriptive words that focus on user benefits, rather than trying to describe the specific technology. It's preferable to use image-rich nouns, adjectives and verbs that refer to tangible product benefits, or make associations with metaphors to achieve a greater level of emotion.

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Less is more — simple and efficient, with speed and precision

Lengthy copy is off-putting, and has negative connotations with not being able to come to the point. Our products are market leaders because of the ability to perform with simplicity and efficiency, as well as speed and precision. Copy contents should reinforce these attributes by being precise and to the point.

Work smart — write smart

Avoid technical descriptions and write for the senses. Carefully select adjectives that describe the characteristics or benefits of the product, encouraging the reader to feel like they will work smarter. Shift nouns into active verbs, making text easier to understand, more emotional and active.

Increase understanding and reader through-put

Less copy will also increase understanding, enabling the reader to get through the contents and retain product benefits, causing them to act. We ultimately want to get through to our target audience. Avoid technical language, complicated product descriptions, industry jargon and unfamiliar words, which may cause the reader to stop reading.

In addition to the above guidelines which directly relate to Hofmann brand attributes, consider the following checklist before writing copy:

- The reader is the focus — imagine that you are writing to an individual in the target audience, and write for understanding.
- Organize your points — develop a logical flow to the product story.
- Appeal to real situations — visualize the typical shop setting of your target customer and imagine the Hofmann product making their job easier.
- Create trust through believable text — don't overstate, and make sure the text is authentic, with promises and claims that are based on real results.

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C 1.6 STRATEGY — PHOTOGRAPHY: GENERAL OVERVIEW

Realistic shop settings

To emphasize Hofmann's market leadership position, and Snap-on's position in delivering productivity solutions to professional technicians, all photography should focus on the Hofmann product **in use in the professional shop**. It should look as realistic as possible, not posed. The use of "action shots" of Hofmann products in use will help to communicate advanced technology.

In addition to the product in use, it is preferred to **feature the professional technician working with the product**, not looking to the camera, but focused on the task. The addition of the technician will give the image a human touch, not looking like a catalog photo, and helping to reinforce the human-use benefits of the product.

Further general guidelines include:

- If lighting is necessary, it should highlight the product and the technician, but not appear over lit and unnatural for a work setting.
- Always promote a safe working environment, including correct safety gear, like eye protection, helmets, etc. ⚠
- Photography should consider a global perspective.
- To regionalize, uniforms and uniform badges may be geographically appropriate, but care should be taken not to appear too specific to a particular area.

Additional detailed guidelines are included in the following pages of this photography section.

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C 1.7 STRATEGY — PHOTOGRAPHY: PRE-PRODUCT PHOTO SHOOT SETUP

All of the following pre-product photo shoot prep materials should be gathered and placed into a binder for reference during the photo shoot.

Product selection

All products to be shot must be selected well in advance of the photo shoot in order to allow the time for the proper resources to be pulled.

Resources

Resources include scheduling talent, pulling together previous photos and literature, organizing a shot list, scheduling the photo shoot venue (whether off-site or on), gathering contact information for all those involved in the shoot and gathering product information from product management.

Shot list

Once products have been selected, and information has been provided by product management, a shot list can be created.

The shot list should include the following:

- Product name
- Photo shoot venue
- Photo shoot time
- Product specialists
- Talent
- Props
- List of shots to be taken
- Miscellaneous notes regarding the shoot and product
- Safety equipment

Note: Care should be taken to remove any competitor tools and equipment from the live area of the photograph.

Example of product information supplied by product management for a photo shoot

May 29th, 2012

Photos required for new brochure.

John Bean: EELR509A

Hofmann: EELR707A

Product: 14,000 lb. Open Front Alignment 4-Post QUAD-RACK™ Lift with Lights and Locks and with WHEELFREE® Jacks

General Information: Open front 4-post alignment lift provides easy technician access to alignment service and calibration areas of vehicles. Integrated flush mount extended length full floating rear slip plates suits vehicles with 4 wheel alignment wheelbases from 70" to 158". Proven maintenance reduced rear slip plates use heavy duty encapsulated bearings to support and provide smooth movement to ease alignment adjustments. Strategically positioned openings under the front and rear plates allow for reduced water and dirt entrapment, minimizing maintenance. Integrated, True Task Lighting System provides under vehicle lighting illuminating vehicle alignment service and calibration areas. The LED lights provide crisp, clean, non-shadowing, white light which reduces eye strain and technician fatigue. The lighting system automatically activates and deactivates at a predetermined height. The integrated locking systems are contained in the front turn plate and rear slip plate and can be pneumatically locked or unlocked from the operator control station. This enhances the technicians productivity by reducing required steps around the vehicle. Added features improve user and product performance, "Pro-Style" 22" wide runways 74" rise height, multiple alignment level locking positions, low drive on height, larger pulleys with fiber wound bushings and under mount lifting cylinder position. Secondary lifting is provided by 2 powerful 7000 lb. capacity air/hydraulic jacks. Lower profile and extended arm reach of over 52", with stackable pads ensure that most vehicle pick up points can be reached for easy vehicle servicing.

- 1) Our Snap-on Equipment, Direct and Distribution Sales Channels will Target customers in the Mid-Range users sector, looking to add afford professional alignment vehicle services. Often paired with our affordably featured alignment systems. This same system will also attract higher-end professional users as their primary aligner when paired with our higher featured alignment systems - OEM Dealerships, National Chains (Goodyear / Firestone / Tire Kingdom / Kal Tire / Canadian Tire), Government – Educational Institutes / Municipalities Independents (small/mid/large).
Target user for 14K 4-Post Alignment lift system - A technician with mid to high levels of skills working towards or specializes in vehicle alignment. Mid-range user – uniformed, may or may not be well groomed. Professional technician verse with high-end alignment requirements, professional appearance and uniformed. Accustom to dealing directly with customers.

Key marketing message – Affordable, high featured open front 4-post alignment lift performs well with alignment users of varying degrees of experience. Professional grade, intended to be paired with an alignment system tailed to suit customer's needs. The lift with Lights, Locks and jacks are ANSI/ALI certified, representing the highest standard for lift safety in construction (design), testing and validation by a National Recognized Testing Laboratory, ETL.

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C 1.8 STRATEGY — PHOTOGRAPHY: PRODUCT PHOTO SHOTS

Product knowledge

- Value Proposition – Knowing how to target the audience before shooting the product is vital to capturing the most effective photos for both advertisements and brochures.
- Features & Specifications – General product knowledge will help to create a more realistic photograph and help target key features.

Product appearance

- It is important to clean the product and to remove any optional accessories.
- Cords should be neatly straightened and standard accessories should be placed in the appropriate locations.
- The entire area that is to be shot should be cleaned and extra care should be taken to minimize clutter in both the background and foreground of the shot.
- When shooting small products such as accessories that will be cropped out for use in print and digital collateral, it is best to shoot these items on a solid white background. Using colors such as green, blue or red for the background makes cropping the product more difficult, shows through transparent areas and reflects off of most metallic surfaces.

Talent in photographs

- Talent should be used when shooting photos for advertisements and brochure covers.
- In order to better connect with our target audiences, talent should be shown interacting with the product.
- Talent posing as shop technicians must not have the following:
 - Rings, necklaces or any other visible jewelry
 - Visible tattoos or piercings



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C 1.9 STRATEGY — PHOTOGRAPHY: FIELD PHOTOGRAPHY

There will be times where products may need to be shot out in the field instead of in a controlled environment. This may be due to the product being too large to bring in locally or when a new product has just been installed at a remote site and will be looking its most presentable. While field photography may seem to be the best avenue in these situations, it is very important that a set of guidelines are followed to insure the quality that is required for professional use in digital and print collateral.

Product and photo shoot area preparation

Product prep – The product must be thoroughly cleaned. Dirt, oils and greases, tape, unapproved stickers and decals, non-standard accessories and any other non-standard materials must be removed from the product.

Surrounding area – The surrounding area of the product must be reasonably clean and free of clutter.

This includes the following:

- Cleaning up any spills on the floor surrounding the product
- Sweeping dirt away from the floor
- Removing any installation debris from the product area

Talent

The use of talent in field photography is not allowed unless prior approval has been acquired. If the use of talent has been approved, a consent form must be signed by both the talent and the photographer. The copies of the consent form must be given to the talent, the photographer, and marketing services with both signatures clearly visible before any photos including talent can be used in print or digital collateral.

Vehicles

Products should not be taken with vehicles present unless approved through marketing services.

When vehicles are approved, consent forms must be signed by both the owner of the vehicle and photographer.



◀ Example of NOT USABLE field photography; poor use of equipment, dirty equipment.

Example of USABLE field photography, preferable to show equipment in use. ▶



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C 1.10 STRATEGY — PHOTOGRAPHY: FIELD PHOTOGRAPHY INDOOR LIGHTING

Lighting is vital to creating photographs for use in professional collateral. It is understood that when doing field photography you are at the mercy of what lighting options you have available on-site, however there are still guidelines for taking optimal photographs in the field that must be considered.

Lighting conditions

The following points should be considered when taking photographs indoors:

- Photos must be taken in a well-lit area with minimum shadows.
- Glass found in doors and windows should be covered to keep the harsh light from outside bleeding into the photo.
- Overhead garage doors, windows and walk-thru doors should be closed. It is never recommended to let outside light into an indoor area when shooting a photo.
- Flood lights, can lights or any other type of external lighting should not be used to light up the product.

Camera flash

- The on-camera flash should be turned off when shooting the photos indoors.
- Off-camera flashes and strobes should only be used with approval and prior experience. It is recommended that if an external flash is used, that the photo is taken both with and without the flash. Note that during photo editing, images are easier to darken than to lighten. However, this is not true with sunlight bleeding into the photo since it destroys most of the image behind and around the light.



◀ Examples of NOT
USABLE indoor lighting;
Product not highlighted
and hidden in shadows.

Example of USABLE
indoor lighting. ▶



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C 1.11 STRATEGY — PHOTOGRAPHY: FIELD PHOTOGRAPHY OUTDOOR LIGHTING

Lighting is vital to creating photographs for use in professional collateral. It is understood that when doing field photography you are at the mercy of what lighting options you have available on-site, however there are still guidelines for taking optimal photographs in the field that must be considered.

Weather

Weather conditions should be considered before shooting photos outdoors. The best conditions are sunny with a clear to mostly clear sky.

Time of day

It is best to take the shots mid morning to mid afternoon when the sun is at its brightest. Early morning and evening shots should be avoided when possible. Night shots are not acceptable.

Shadows

The following should be noted when shooting photos outdoors:

- Sunlight casts hard shadows. Care must be taken to minimize these types of shadows on the product.
- Make sure that people around the photo shoot are not casting shadows into the shot.

The sun

It is important that the sun is not visible in the photos. Direct sunlight can cause lens flares and overexposure to the photographs resulting in a washed out image and even loss of portions of the photograph.



◀ Example of NOT USABLE outdoor lighting; hard cast shadows, lens flare and overexposed.

Example of USABLE outdoor lighting. ▶



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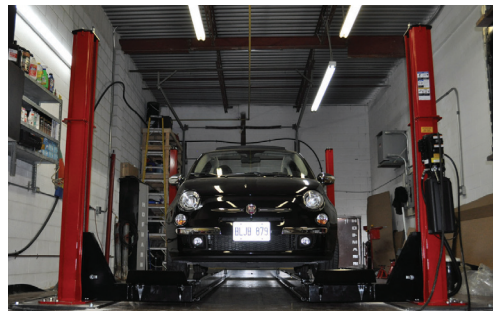
FILE DOWNLOAD

C 1.12 STRATEGY — PHOTOGRAPHY: PRODUCT FRAMING

When taking field photography, it is important to have an understanding of how a shot should be framed. Many photos that would have been otherwise usable have been discarded due to poor framing and large objects in the foreground.

The following points should be taken into consideration when framing field photos:

- Keep objects out of the foreground. Trash receptacles, poles, other products and any other objects in the foreground that cover or block portions of the product must be moved or cropped out of the frame before taking the photo.
- With large products, avoid framing the photo head on or directly from the side. It is best to frame the photo at an angle that captures both the front and side (even if the side is only partially visible).
- It is highly recommended that a tripod is used when possible to capture a crisp image. When a tripod is not available, a stable flat surface should be used to steady the camera.
- Be aware of reflective surfaces. Keep the shot framed where people are not shown in reflections casted in the background or on the product itself.



◀ Examples of NOT USABLE framing; it is best to frame the product at an angle to see both front and side.

Example of USABLE framing. ▶



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C 1.13 STRATEGY — PHOTOGRAPHY: CAMERAS

Before taking field photos, it is important to be familiar with digital camera terminology, the available camera for the shoot and its settings.

Megapixel vs quality

Megapixel is a term for how many pixels make up the image once it is taken. A 5-megapixel camera typically takes a picture with a resolution of 2,592 pixels wide by 1,944 pixels tall which equals 5,038,848 or 5 megapixels.

- A high-megapixel does not directly equal a high quality image. Camera lens, DPI and image compression all play an important role. This is why not all 12-megapixel cameras are created equal.
- At the very least, a 6-megapixel camera with the capabilities of taking an image with a DPI of 300 or more, is required for field photography.

Dots per inch (DPI)

DPI requirements for print collateral — Images taken for print require a minimum DPI of 300. Anything less than this will be denied for print collateral.

DPI requirements for digital collateral — Images taken for digital collateral require a minimum of 72 DPI. It is recommended that digital collateral contains a DPI of 92, but this is not as strict as standard as print collateral due to the variations of screen displays on the market.



◀ Example of a NOT USABLE image at 72 DPI



Example of a USABLE image at 300 DPI ▶

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C 1.13.1 STRATEGY — PHOTOGRAPHY: CAMERAS *continued*

Before taking field photos, it is important to be familiar with digital camera terminology, the available camera for the shoot and its settings.

Standard image compression options

JPEG (jpg/jpeg) – This is the most common image compression found on digital cameras. It offers a larger pixel count with a much smaller file size. Because of this, most photos taken with consumer digital cameras are set to JPEG by default. The downside to this format is image quality loss. In order to keep the file size down, JPEG compression blends and blurs similar pixels together. This creates various artifacts on the images and degrades the quality.

TIFF (tif/tiff) – This format is found on some mid-range and high-end digital cameras. The TIFF format applies less compression than the JPEG format resulting in a much crisper, higher quality image. Because the compression is not as great as a JPEG, the file size is usually two to three times as large. If this format is available, it is recommended over JPEG photos because of the quality of the image.

AW (raw/cr2) – The RAW format applies no compression to the image. The result of bypassing the compression used with other file formats is the highest quality image available. The cost of higher quality comes with a much higher file size. RAW images are typically ten to twenty times larger than JPEG images and are almost impossible to transfer via email.

Camera phones/tablet cameras/webcams/PDA cameras

Images taken with a camera phones, tablet computers, webcams or PDA cameras will not be accepted for print or digital collateral. This goes for smart phones as well (including but not limited to the iPad, iPhone, iPod Touch, all Android based phones and tablets, Blackberry phones and tablets, and Windows Mobile phones). No exceptions will be made for these devices.



◀ Example of
JPG Compression



Example of
TIFF Compression ▶

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C 1.14 STRATEGY — PHOTOGRAPHY: IMAGE EDITING

In order to meet the high standard set for print and digital collateral, no editing should be done outside of Market Services.

Image edits include the following:

- Cropping images
- Color correction and enhancement
- Adding or removing pieces of the image or other images
- “Photoshopping”
- Adding or removing logos and decals
- Converting the image to a different format (e.g. JPEG to TIFF)

All images that have been edited prior to approval by Marketing Services will be denied for use in print and digital collateral.



◀ Examples of NOT USABLE image editing; image should not be color enhanced, cut out or use added images.

Example of USABLE image



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C 1.15 STRATEGY — TYPOGRAPHY

The Hofmann visual platform includes the use of the Meta typeface family for text and body copy content and the Meta LF typeface family for numerals.

The Arial and Helvetica typeface families are used for PC applications when the above typefaces are not available. Further details and usage guidelines are included on page B 2.1 and B 2.2.

Meta Book
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Meta Book LF
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Meta Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Meta Black
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Arial
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Arial Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Helvetica Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

Helvetica Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&?

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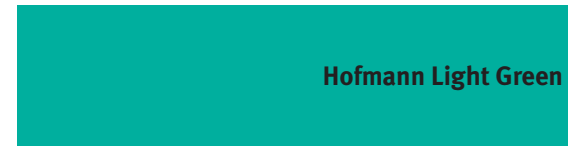
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C 1.16 STRATEGY — COLOR PALETTE

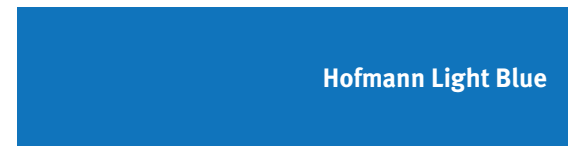
Color helps build the brand platform.

The Hofmann official color palette includes Hofmann Light Green, Hofmann Light Blue, Hofmann Dark Blue and Black.

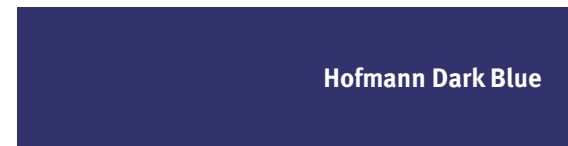
Their various color specifications are included below.



CMYK 90/0/49/0 **RGB** 0/175/158



CMYK 85/50/0/0 **RGB** 29/118/188



CMYK 100/100/40/0 **RGB** 52/52/110



CMYK 0/0/0/100 **RGB** 0/0/0

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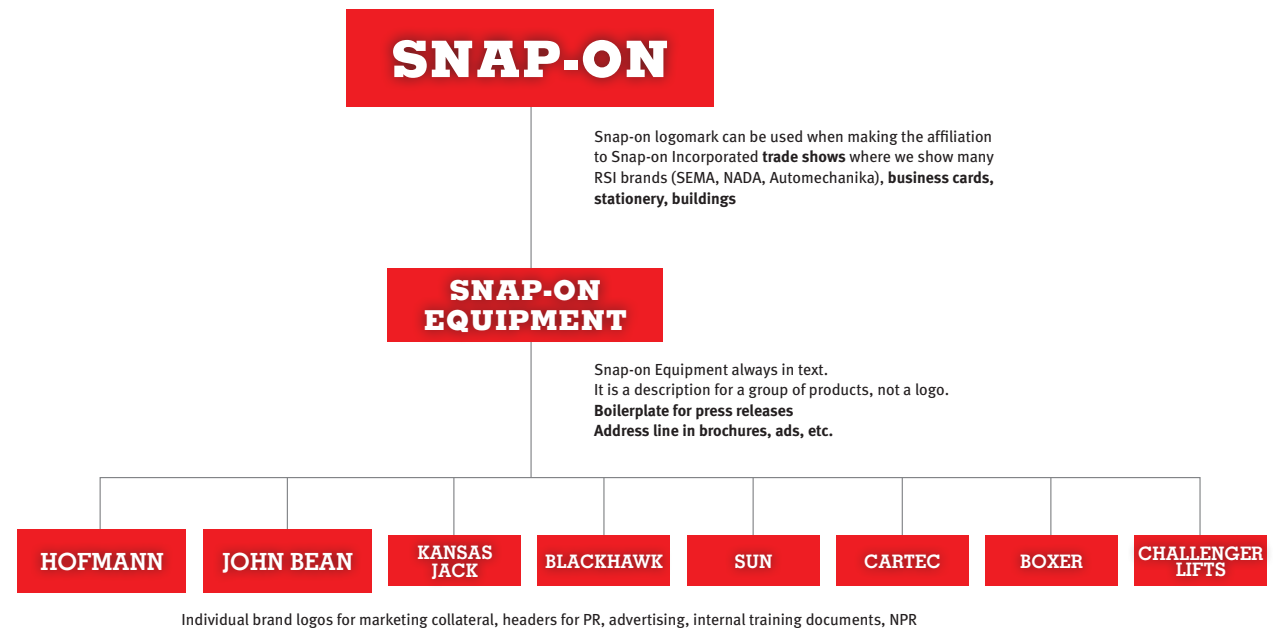
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C 2.1 LOGOMARK USE — CORPORATE VS. PRODUCT BRAND COMMUNICATIONS

There is an important difference between Snap-on corporate communications and Hofmann brand communications.

Within the context of corporate communications and corporate identity, it is appropriate to feature both the Snap-on and Hofmann logomarks together. However, at the brand level, in Hofmann communications, the Hofmann logomark should be the only one seen prominently. This will avoid any channel conflict with competing logomarks.



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C 3.1 PRODUCT NAMING CONVENTIONS

All product names will appear in plain text in communications, and be accompanied by their appropriate number, as well as their appropriate trademark designation.

Hofmann products

brekon™	Hofmann + Logo icon®
centuro™	HWT®
contactest™	hydrolift™
duolift™	maxolift™
dynaliner™	monty™
dynatest™	monty vento™
ecofill™	multilift™
ecolift™	NetSpecs™
ecomat™	quattrolift™
ecomont™	safelane™
ecoroll™	Sinus-Farblogo®
finishbalancer™	Sinus-Logo (s/w)®
geodata™	tractest™
geodyna™	variolift™
geoliner™	VoiceAlign™
Hofmann®	VPM™

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- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

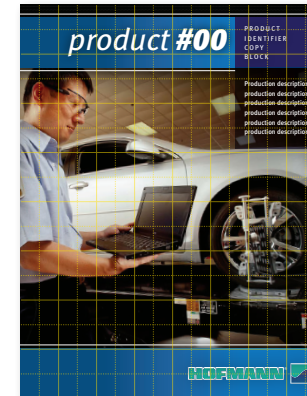
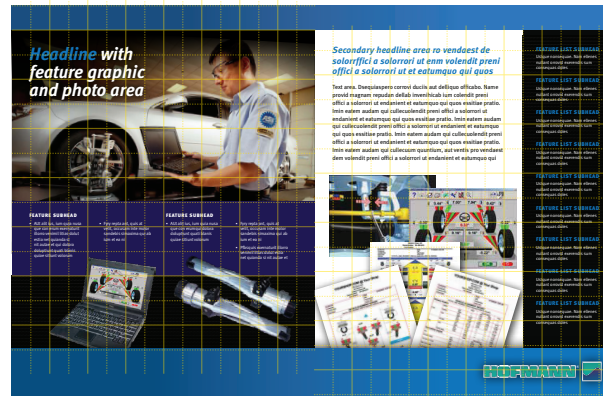
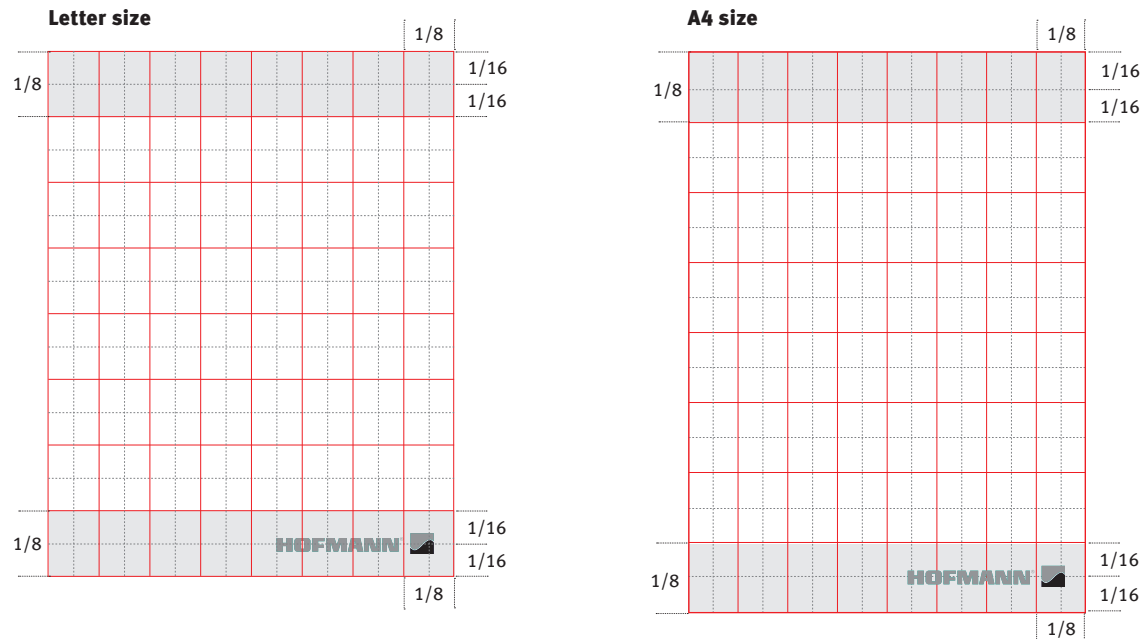
- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

D 1.0 ADVERTISING – FORMAT STRUCTURE

The format grid for larger, standard size literature and advertising is divided into sixteen horizontal bands and eight vertical columns. The same grid is used for both letter and A4 size documents.



FILE DOWNLOAD

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
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- OTHER COMMUNICATIONS**
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- D 3.6 Videos
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- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

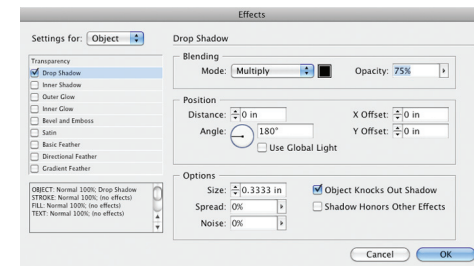
D 1.1 ADVERTISING — FULL-PAGE

Consistent usage of content structure, imagery, color, logomark usage and typography all combine to present an accurate reflection of Hofmann products, showcasing our market leading product attributes and strengthening the impact of Hofmann communications.

The following **guidelines** are intended to maintain a consistent application of the various elements of the Hofmann visual platform and guide the content presentation in Hofmann advertising. Please follow the guidelines described and presented in this document to preserve the strength of the Hofmann brand in all communications.



- A Header bar** The header bar appears at the top edge, 1/16th the height of the page format. It appears in a horizontal gradation of dark blue to Hofmann Light Blue, blending from C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialogue box below).



- B Headlines** Appearing in the header area, headlines should be based on the key user benefit of the product advertised. The key benefit is a statement that sets the advertised product apart from the competition. This could be a key feature that's part of the product, a statement about the efficiency of the product over the competition or a unique feature of the product itself. Type: Meta Bold LF Italic, 72 point.
- C Product name/logo** This area contains either the product name or logo. It appears in white on a black background.
- D Tie breaker benefits** Tie breaker copy is not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. Copy appears in white on black. Type: Meta Bold LF 11 point.
- E Benefit list** A benefit list is an optional area and component for highlighting key features. An example would be a heading stating "simple six-step process" or something as simple as "features" followed by a list of the process, features or benefits. The list appears in white type on a black background. Type: Meta Book LF, square bullets.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
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- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page**
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

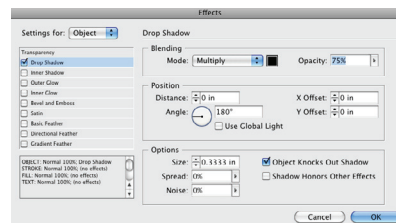
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

D 1.1.1 ADVERTISING — FULL-PAGE *continued*



- F Value proposition** The value proposition is a promise of value to be delivered and expected. It's a key element in building the brand image. The copy appears in white on the Hofmann Light Blue to Hofmann Dark Blue: C80 M50 Y0 K0 (left edge), C80 M50 Y0 K40 (right edge). InDesign object effects (dialogue box below). The arrow element points at the product in use. Type: Meta Book LF 910/15 point. All upper case.



Key considerations include:

- Defining the target audience — who is this message being targeted to?
- Defining the experience — what experience does the target audience expect from the product?
- Evidencing value — what evidence is available to support the value proposition claims?
- Critical difference — what differentiates the product from the competitor significantly?

- G Feature photo** The feature photo appears in the left 5/8ths of the format grid, and occupies the vertical space between the header and the footer. It should focus on the featured product in use by a shop technician in an actual shop setting, and follow the other guidelines as described in the photography section (pages C 1.6-C 1.14) of this document.

- H Inset photo** An inset photo may be placed along the top edge of the footer. It should be placed above the Hofmann logomark in the right 3/8ths of the format grid. Multiple inset photos are not suggested for advertising, in order to allow the feature photo to dominate the format.

- I Call to action** Appearing in the footer area, the call to action should include contact information: 1) a phone number for product information, and 2) an alternative form of contact, such as a website URL or email address. The information appears in white. Type: Meta Book LF 10.5 point. Phone/URL are Meta Bold LF.

- J Footer** The footer occupies the bottom 1/8th of the format and contains the Hofmann logomark on the right side. It appears in the same horizontal gradation of dark blue (C80 M50 Y0 K40) to Hofmann Light Blue as the header.

- K Hofmann metallic logomark** The metallic logomark appears in the lower right of the footer, placed below the right 3/8ths of the format, and appearing at 3.25 inches (19.5 picas) wide. Only the metallic logomark should be used on advertising, and only the official logomark artwork should be used.

- L QR code** The QR code may be placed at the left end of the footer on a light gray field, left aligned with the 1/16th grid line.

- M Ruled line detail** The ruled lines run above and below the header, and above the footer. Stroke: .5 point.

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HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
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ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

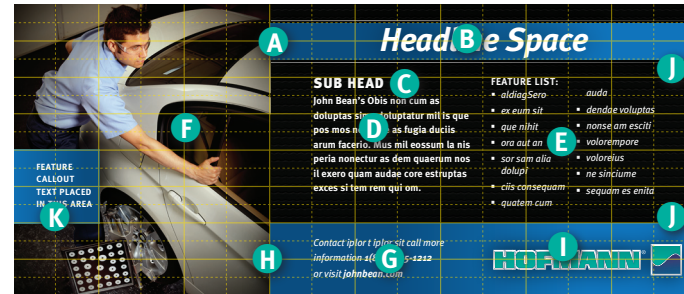
- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

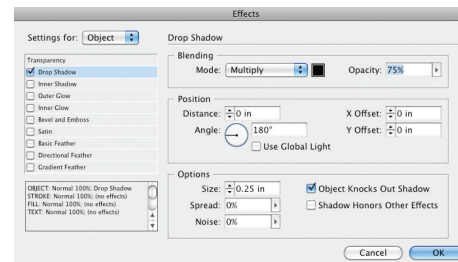
- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D 1.2 ADVERTISING — 1/3-PAGE VERTICAL AND HORIZONTAL



A Header bar The header bar appears at the top edge, 1/16th the height of the page format. It appears in a horizontal gradation of dark blue to Hofmann Light Blue, blending from C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialogue box below).



B Headlines Appearing in the header area, headlines should be based on the key user benefit of the product advertised. The key benefit is a statement that sets the advertised product apart from the competition. This could be a key feature that's part of the product, a statement about the efficiency of the product over the competition or a unique feature of the product itself. Type: Meta Bold LF Italic, 72 point.

C Subhead Type: Meta Black LF 13 point.

D Tie breaker benefits Tie breaker copy is not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. Copy appears in white on black. Type: Meta Book LF 9 point.

E Features list Type: Meta Bold 9 point, Meta Book 9 point, square bullets.

F Feature photo The feature photo should focus on the product in use by a shop technician in an actual shop setting, and follow the other guidelines as described in the photography section (pages C 1.6 - C 1.14) of this document.

G Call to action Appearing in the footer area, the call to action should include contact information: 1) a phone number for product information, and 2) an alternative form of contact, such as a website URL or email address. The information appears in white. Type: Meta Book LF 10.5 point. Phone/URL are Meta Bold LF.

H Footer The footer occupies the bottom 1/8th of the format. It appears in the same horizontal color gradation as the header.

I Hofmann metallic logomark Only the metallic logomark should be used on advertising, and only the official logomark artwork should be used.

J Ruled line detail The ruled lines run above and below the header, and above the footer. Stroke: .5 point.

K Call-out The call-out appears in the same horizontal gradation of color as the header. Type: Meta Bold 8 point upper case.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination**
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D 1.3 ADVERTISING — FULL-PAGE PLUS 1/3-PAGE VERTICAL COMBINATION

Headline Space

SUBHEAD TEXT LINE

unda vid que sit eum audae odicils
 evenis ex et estinctaque nis porehenti
 vellam, quid et quamus miliscils dis
 untures teniet iducita ssequodis solest

TEM REHENDELLES DOLUTEM UT LA QUATES IPICIAE.
 ET QUI CONEY FUGA: NAM UT LAT IL ESTO VOLUPTAT
 VID MOLUPTAS DENECTUS REIUM LANTUR?

quist, quam alitis nonet lam reribus enditatus
 arum aditis arum adidist, quam alitis nonet lam
 reribus t, quam alitis nonet lam reribus enditatus
 arum adipienis ipit, cum iur audit landa quis
 cora suntibpienis ipit, cum iur audit landa

hofmann.com

HOFMANN

The combination of a full-page ad plus a 1/3-page vertical ad on a spread has greater impact than a single-page ad. Basically the same elements in a full-page ad are divided between the two ad spaces as shown and described below. The general product information & benefits are included on the full-page portion, while the more detailed information is listed on the 1/3-page portion. The two ads in combination create a comprehensive overview of the product. Specifications of the various components are consistent with other advertising.

product designation

SUBHEAD

John Bean's Obis non cum
 as dolo ptas mos neseque
 as fugia ductis arum fugia
 ductis arum facerit sine
 doluptator mil Mus mit
 ceossum la nis il exero lo que
 pos mos neseque as fugia
 ductis arum fugia ductis arum
 facerit. Mus mil facerit Mus

FEATURE LIST:

- aldiagSera
- ex eum sit
- que nihil
- ora aut an
- sorsam alla dolupt
- dis quidem cum auda
- dendae voluptas
- nonse dm escit

Contact |plort uit call more
 information 1(800) 555-1232
 or visit johnbean.com

HOFMANN

Full-page elements

- The header bar & headline
- Feature photo
- Subhead & tiebreaker benefits
- Value Proposition in gradated blue rectangle
- Hofmann logo in footer

1/3-page elements

- Header Product designation in Meta Book LF Italic 27 point and Meta Black LF Italic 27 point, set solid
- Inset photo
- Features list
- Call to action and contact information
- Hofmann logo in footer

HOFMANN BRAND STANDARDS

A Brand Messaging Platform

B Graphic Standards

C Brand Visual Platform

D Key Brand Communications

ADVERTISING

D 1.0 Format structure

D 1.1 Full page

D 1.2 1/3-page vertical and horizontal

D 1.3 Full-page plus 1/3-page vertical combination

D 1.4 Testimonials (full-page or 1/3-page)

D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

D 2.1 Two-page product sell sheet

D 2.2 Four-page product brochures

D 2.3 Six-page product brochures

D 2.4 Eight-page product brochures

D 2.5 National account promotions

OTHER COMMUNICATIONS

D 3.1 Powerpoint presentation

D 3.2 Product labeling

D 3.3 Animation /screen saver

D 3.4 Displays / banners / special events

D 3.5 Websites

D 3.6 Videos

D 3.7 Apparel

D 3.8 Business cards

D 3.9 Note pads

D 3.10 Social media

D 3.11 Legal disclaimer

FILE DOWNLOAD

D 1.4 ADVERTISING – TESTIMONIALS (FULL-PAGE OR 1/3-PAGE)

Consistent usage of format is maintained in advertising testimonial formats, both in full-page and 1/3-page horizontal versions.

Please follow the advertising and other guidelines described and presented in this document to insure and preserve the strength of the Hofmann brand in these communications. The following examples demonstrate a consistent application of the various elements of the Hofmann visual platform in testimonial advertising, with the following additional considerations for photographs:

- The imagery should feature a customer in their work setting.
- The Hofmann product should be visible in the photo.
- The testimonial ad will focus on the person, looking at the camera.



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ADVERTISING

- D 1.0 Format structure
- D 1.1 Full page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)**

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D 1.5 ADVERTISING – ADVERTORIAL (FULL-PAGE AND 1/3-PAGE)

Consistency of format can be maintained in advertorials, following the appropriate specifications outlined for both full-page and 1/3-page horizontal ads.

Please follow the advertising and other guidelines described and presented in this document to insure and preserve the strength of the Hofmann brand in these communications. The following examples demonstrate a consistent application of the various elements of the Hofmann visual platform in advertorials.

Headline Space

AS ILLA DOECUM EA DOLORIO.

DUICITA SERIORIA

“Customer quote copy”

Contact lorem lpor sit ametum golor sit amet for more information call 1(800) 555-1212 or visit johnbean.com

HOFMANN

Headline Space

AS ILLA DOECUM EAORIO.

DUICITA SERIORIA

“Caption copy in this space corehenihit volor”

Contact lpor l plor sit call more information 1(800) 555-1212 or visit johnbean.com

HOFMANN

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
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ADVERTISING

- D 1.0 Format structure
- D 1.1 Full page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
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- D 3.9 Note pads
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- D 3.11 Legal disclaimer

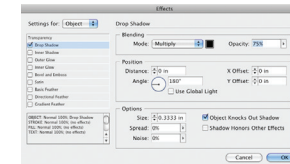
FILE DOWNLOAD

D 2.1 LITERATURE – TWO-PAGE PRODUCT SELL SHEET: FRONT PAGE

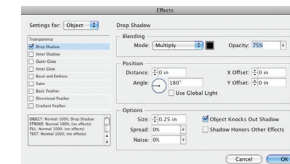
The following guidelines are intended to maintain a consistent application of the various elements of the Hofmann visual platform and guide the content presentation in Hofmann two-page product sell sheets. The format of all brochures directly relates to the format for advertising, helping to achieve consistency across media.



- A Header bar** The header bar appears at the top of the brochure, 1/8th the height of the cover and 1/32nd down from the top edge. It appears in a horizontal gradation of dark blue to Hofmann Light Blue, blending from the left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Product name** The name of the product appears in white in the header in all lower case, flush right type. Longer names are set in smaller type. Type: MetaBook Italic 62 point (one line), MetaBook Italic 50 point (two line). Numerals: MetaBlack LF Italic 62 point (one line), MetaBlack LF 50 point (two line). InDesign object effects: drop shadow (dialog box below).



- C Product modifier** A short product description may appear in the header area to the right of the product name, in the Hofmann Dark Blue box. It is 1/4 the width of the cover. Specs: C100 M100 Y0 K40. Type: MetaBook LF, 14/19 point, flush-left.
- D Secondary headline** Content focuses on what sets the product apart from its competitors. Type: Meta Black LF 18 point in Hofmann Light Blue. Word count: 12.
- E Product summary** A brief product summary aligns flush left with the 1/16 grid line and the secondary headline. Type: Meta Bold LF 14 point.
- F Features** A complete list of product features aligns left with the 1/16th grid line. Type: Meta Black upper case in Hofmann Light Blue; Meta Book LF text 8 point. Square bullets in Hofmann Light Blue. Word count: 140.
- G Product photo** A product photo appears prominently in the center right of the page. The product should be blocked out and free from any background.

HOFMANN BRAND STANDARDS

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ADVERTISING

- D 1.0 Format structure
- D 1.1 Full page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

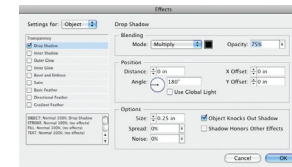
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- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
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- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
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- D 3.7 Apparel
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- D 3.10 Social media
- D 3.11 Legal disclaimer

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D2.1.1 LITERATURE – TWO-PAGE PRODUCT SELL SHEET: FRONT PAGE *continued*



- H Ruled line detail** The ruled lines run above and below the header, and above the footer. Stroke: .5 point.
- I Support images** Support images, photographs and illustrations appear below the text.
- J Call-out arrow** A Hofmann Light Blue call-out arrow draws special attention to featured product attributes. Type: Meta Book LF 8 point, upper case.
- K Award logo** A product award logo, if applicable, appears in the left end of the footer bar, aligned left with the 1/16 page grid line.
- L Footer bar** The footer occupies the bottom 1/8th of the cover and contains the Hofmann logomark on the right side. It appears in the same horizontal gradation of dark blue (C80 M50 Y0 K40) to Hofmann Light Blue as the header. InDesign object effects: drop shadow (dialog box below).



- M Hofmann 3D metallic logomark** The 3D metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark artwork should be used.

**HOFMANN
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ADVERTISING

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- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

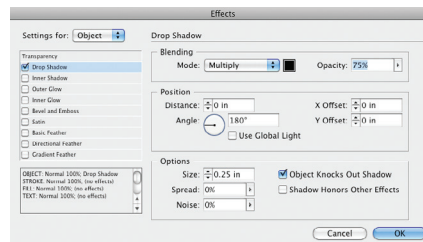
LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
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FILE DOWNLOAD

D2.1.2 LITERATURE – TWO-PAGE PRODUCT SELL SHEET: BACK PAGE

A Header & footer bars The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Headline** "Product features & specifications" headline appears in all lower case white type in the header bar, flush left with the 1/16th page grid line. Type: Meta Black Italic 23 point, Meta Book Italic 23 point.
- C Features** A complete list of product features appears in the top portion of the page in a three-column format. The first column should left align with the 1/16th grid line and the header type. Type: Meta Black upper case headline in Hofmann Light Blue; Meta Normal text 8 point. Square bullets in Hofmann Light Blue. Word count: 140.
- D Specifications** A full list of product specifications, accessories and options appears in a black sidebar occupying the right 2/8ths of the page grid. Type: Meta Black, Bold and Normal, 8 point. Square bullets in Hofmann Light Blue. Word count: 105.
- E Specifications table** A list of product specifications appears in the middle portion of the page in a table format. The table should align left with the 1/16th grid line. Grated black lines that fade to white at the left margin separate line items. Light gray background shading separates alternating columns. Type: Meta Black LF upper case in Hofmann Light Blue; Meta Bold Italic LF, Meta Bold LF and Meta Normal LF 8 point.
- F Accessories or feature elements** Photos of accessories or feature elements with descriptive text. Type: Header Meta Black LF 8 point upper case in Hofmann Light Blue; text Meta Book LF 8 point. Word count: 30.
- G QR code** A QR code, when used, appears above the footer bar, left aligned with the 1/16th page grid line.
- H Legal type** Meta Book 5 point.
- I Contact information** Contact information should appear in white type the footer bar in two columns (when necessary). The first column left aligns with the 1/16 page grid line. Type: Meta Black & Book, 8 point.
- J Hofmann 3D metallic logomark** The 3D metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark should be used.

Word counts are approximate and based on the sample shown.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two page product sell sheet**
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D 2.1.3 LITERATURE – TWO-PAGE PRODUCT SELL SHEET: PRINT-FRIENDLY FORMAT

The following guidelines are intended to maintain a consistent application of the various elements of the Hofmann visual platform and guide the content presentation in print-friendly formats. As with the four-color product sell sheet standards, the format of the print-friendly version directly relates to the format for advertising, while eliminating page bleeds, difficult blends and type effects, and large areas of solid black.

Front page



Specific details that differentiate the print-friendly format:

Header and footer bars The header and footer bars appear in only solid Hofmann Light Blue.

Call-out arrow The call-out arrow appears in only solid Hofmann Light Blue.

No bleeds All page elements, including the header and footer bars, product images, call-out arrows, backgrounds screens all retain a 1/4-inch white margin around all sides of the page.

All other sell sheet content specifications apply.

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**



- ADVERTISING**
- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)
- LITERATURE**
- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.1.4 LITERATURE – TWO-PAGE PRODUCT SELL SHEET: PRINT-FRIENDLY FORMAT

Back page

product features & specifications

FEATURES		SPECIFICATIONS																																			
<ul style="list-style-type: none"> • Aenepe nobis est a • Hi earibus, untiam fuga • Catisi qui nos cus e • Pot ius, quaesqi • Tudellendam ut laborep • Weeribusc • Grandandil lum fugit ex • Ngerum quilam si cu • Lfs aliti aut estorepe ve • Ngerum quam si cu • Nnditl cus esum, quae • Nmon re la pores magni • Elmi, et resilius et la exc • Bneat list aligent f • Caaciationes resis des rem • Aensepe nobis est a • Hi earibus, untiam fuga • Catisi qui nos cus e 	<ul style="list-style-type: none"> • Pot ius, quaesqi • Tudellendam ut laborep • Weeribusc • Grandandil lum fugit ex • Ngerum quilam si cu • Nnditl cus esum, quae • Nmon re la pores magni • Elmi, et resilius et la exc • Bneat list aligent f • Caaciationes resis des rem • Aensepe nobis est a • Hi earibus, untiam fuga • Catisi qui nos cus e • Pot ius, quaesqi • Tudellendam ut laborep • Weeribusc 	<ul style="list-style-type: none"> • Grandandil lum fugit ex • Ngerum quilam si cu • Lfs aliti aut estorepe ve • Reri blandae vele • Vitem volupiae refero de • Nnditl cus esum, quae • Mnon re la pores magni • Elmi, et resilius et la exc • Bneat list aligent f • Caaciationes resis des rem • Aensepe nobis est a • Hi earibus, untiam fuga • Catisi qui nos cus e • Pot ius, quaesqi • Tudellendam ut laborep • Weeribusc • Grandandil lum fugit ex • Ngerum quilam si cu • Lfs aliti aut estorepe ve 																																			
<p>PRODUCT NAME SPECIFICATIONS</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th></th> <th>Mearbu</th> <th>Mearbu</th> <th>Mearbu</th> <th>Mearbu</th> </tr> </thead> <tbody> <tr> <td>Hi earibusuntiam fuga</td> <td>200 Rham</td> <td>200 Rham</td> <td>200 Rham</td> <td>200 Rham</td> </tr> <tr> <td>Catisi qui nos cus e</td> <td>300 Catisi nos</td> <td>300 Catisi nos</td> <td>300 Catisi nos</td> <td>300 Catisi nos</td> </tr> <tr> <td>Pot ius, quaesqi</td> <td>400 Ngerum</td> <td>400 Ngerum</td> <td>400 Ngerum</td> <td>400 Ngerum</td> </tr> <tr> <td>Tudellendam ut laborep</td> <td>500 Pot</td> <td>500 Pot</td> <td>500 Pot</td> <td>500 Pot</td> </tr> <tr> <td>Weeribusc</td> <td>600 Pbuqa</td> <td>600 Pbuqa</td> <td>600 Pbuqa</td> <td>600 Pbuqa</td> </tr> <tr> <td>Grandandil lum fugit ex</td> <td>700 Tudell</td> <td>700 Tudell</td> <td>700 Tudell</td> <td>700 Tudell</td> </tr> </tbody> </table>				Mearbu	Mearbu	Mearbu	Mearbu	Hi earibusuntiam fuga	200 Rham	200 Rham	200 Rham	200 Rham	Catisi qui nos cus e	300 Catisi nos	300 Catisi nos	300 Catisi nos	300 Catisi nos	Pot ius, quaesqi	400 Ngerum	400 Ngerum	400 Ngerum	400 Ngerum	Tudellendam ut laborep	500 Pot	500 Pot	500 Pot	500 Pot	Weeribusc	600 Pbuqa	600 Pbuqa	600 Pbuqa	600 Pbuqa	Grandandil lum fugit ex	700 Tudell	700 Tudell	700 Tudell	700 Tudell
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<p>ACCESSORIES OR FEATURE ELEMENTS</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Elmi, et resilius et la exc aliti rehendum esequa quo eaquatus doluptas dit moles relecta quareum voloe re veloe es modipsan, ut ius, quae, Otas</p> </div> <div style="text-align: center;">  <p>nonsedil aut accus molectur? Name nonseolio inlectio excipis dis aia volum sumi. Eptiscio latario et odibus, utae experibus molioehendi venihli itatem ent</p> </div> <div style="text-align: center;">  <p>adlis tones aut essumquo ipitil assequi delemnin residid maio officim usapicid ut aribus eium de et hantibus, sus, coribus, iteae mollo to disti, optibus.</p> </div> </div> <div style="text-align: right; margin-top: 10px;">  <p>Sipet vidos fihdanobi</p> <p><small>John Doe is a placeholder for product information and specifications. Download the product manual at the top of the page. Copyright © 2014 Hofmann Corporation. John Doe is a trademark of Snap-on Incorporated. All rights reserved. 2014-05-06.</small></p> </div>																																					
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-size: small;"> <p>Snap-on Equipment 309 Exchange Avenue Cromwell, CT 06112 800.362.4668 Int: 508.505.2739 www.hofmann-usa.com</p> </div> <div style="font-size: small;"> <p>John Doe Canada 4900 Millcreek Dr Mississauga ON L5N 2W6 800.362.4668 www.hofmann.ca</p> </div> <div style="text-align: center;">  </div> </div>																																					

Specific details that differentiate the print-friendly format:

Header and footer bars The header and footer bars appear in only solid Hofmann Light Blue.

Specifications A full list of product specifications, accessories and options appears in a screen of 15% black sidebar.

No bleeds All page elements, including the header and footer bars and backgrounds screens all retain a 1/4-inch white margin around all sides of the page.

All other sell sheet specifications apply.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

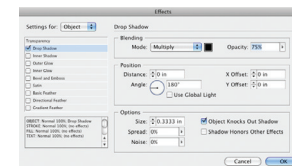
FILE DOWNLOAD

D 2.2 LITERATURE — FOUR-PAGE PRODUCT BROCHURES: FRONT COVER

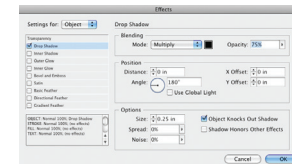
The following **guidelines** are intended to maintain a consistent application of the various elements of the Hofmann visual platform and guide the content presentation in Hofmann four-page brochures. The format of all brochures directly relates to the format for advertising, helping to achieve consistency across media.



- A Header bar** The header bar appears at the top of the brochure, 1/8th the height of the cover and 1/32nd down from the top edge. It appears in a horizontal gradation of dark blue to Hofmann Light Blue, blending from the left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Product name** The name of the product appears in white in the header in all lower case, flush right type. Longer names are set in smaller type. Type: MetaBook Italic 62 point (one line), MetaBook Italic 50 point (two line). Numerals: MetaBlack LF Italic 62 point (one line), MetaBlack LF 50 point (two line). InDesign object effects: drop shadow (dialog box below).



- C Product modifier box** A short product description may appear in the header area to the right of the product name, in the Hofmann Dark Blue box. It is 1/4 the width of the cover. Specs: C100 M100 Y0 K40, InDesign object effects: gradient feather (dialog box below). Type: MetaBook LF, 14/19 point, flush-left.

- D Tie breaker benefits box** Tie breaker benefits appear in the translucent box below the product modifier statement. Specs: C100 M100 Y0 K40 multiplied 65% transparency. Tie breaker copy is not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. The benefit list appears in white, upper and lower case letters, flush left, six lines maximum. Type: MetaMedium Roman 13.75/20 point.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

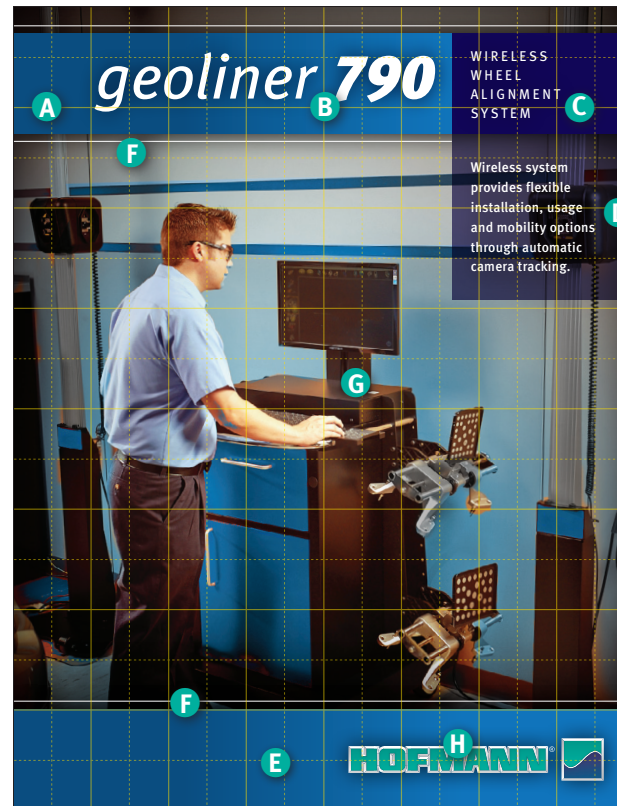
LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

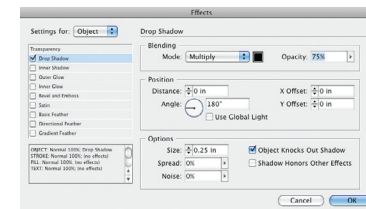
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

D2.2.1 LITERATURE – FOUR-PAGE PRODUCT BROCHURES: FRONT COVER *continued*

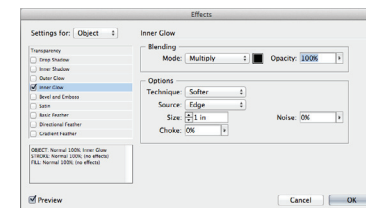


- E **Footer bar** The footer occupies the bottom 1/8th of the cover and contains the Hofmann logomark on the right side. It appears in the same horizontal gradation of dark blue (C80 M50 Y0 K40) to Hofmann Light Blue as the header. InDesign object effects: drop shadow (dialog box below).



- F **Ruled line details** The ruled lines run above and below the header, and above the footer. Stroke: .5 point.

- G **Feature photo** The feature photo bleeds off the left and right sides of the cover, and occupies the vertical space between the header and the footer. It should focus on the featured product in use by a professional shop technician in an actual shop setting, and follow the photography guidelines as described in the photography section of this document. The technician should be focused on the equipment operation, and not looking at the camera. InDesign object effects: inner glow (dialog box below).



- H **Hofmann metallic logomark** The 3D metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark artwork should be used.

FILE DOWNLOAD

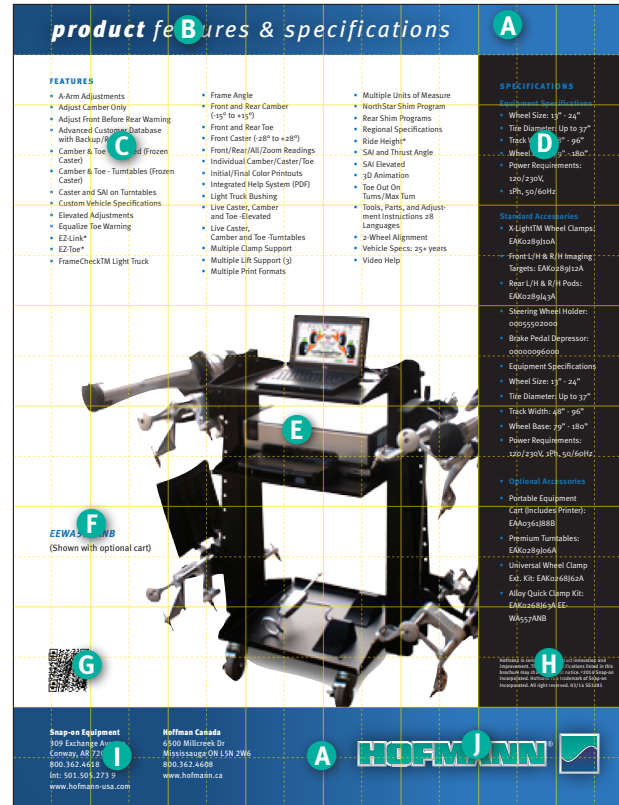
**HOFMANN
BRAND STANDARDS**

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

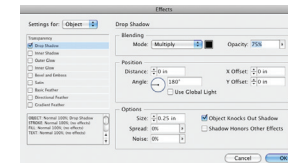
- ADVERTISING**
- D 1.0 Format structure
 - D 1.1 Full-page
 - D 1.2 1/3-page vertical and horizontal
 - D 1.3 Full-page plus 1/3-page vertical combination
 - D 1.4 Testimonials (full-page or 1/3-page)
 - D 1.5 Advertorial (full-page and 1/3-page)
- LITERATURE**
- D 2.1 Two-page product sell sheet
 - D 2.2 Four-page product brochures
 - D 2.3 Six-page product brochures
 - D 2.4 Eight-page product brochures
 - D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
 - D 3.2 Product labeling
 - D 3.3 Animation /screen saver
 - D 3.4 Displays / banners / special events
 - D 3.5 Websites
 - D 3.6 Videos
 - D 3.7 Apparel
 - D 3.8 Business cards
 - D 3.9 Note pads
 - D 3.10 Social media
 - D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.2.2 LITERATURE – FOUR-PAGE PRODUCT BROCHURES: BACK COVER



A Header & footer bars The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



B Headline "Product features & specifications" headline appears in all lower case white type in the header bar, flush left with the 1/16th page grid line. Type: Meta Black LF Italic 23 point, Meta Book LF Italic 23 point.

C Features A complete list of product features appears in the top portion of the page in a three column format. The first column should align left with the 1/16th grid line and the header type. Type: Meta Black upper case headline in Hofmann Light Blue; Meta Normal text 8 point. Square bullets in Hofmann Light Blue. Word count: 140.

D Specifications A full list of product specifications, accessories and options appears in a black sidebar occupying the right 2/8ths of the page grid. Type: Meta Black LF, Bold LF and Normal LF, 8 point. Square bullets in Hofmann Light Blue. Word count: 105.

E Product photo A product photo appears prominently in the center of the page.

F Caption Meta Black LF Italic 10 point in Hofmann Light Blue; Meta Book 9 point.

G QR code A QR code, when used, appears above the footer bar, left aligned with the 1/16th page grid line.

H Legal type Meta Book 5 point.

I Contact information Contact information should appear in white type in the footer bar in two columns (when necessary). The first column left aligns with the 1/16 page grid line. Type: Meta Black LF & Book LF, 8 point.

J Hofmann metallic logomark The metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark should be used.

Word counts are approximate and based on the sample shown.

**HOFMANN
BRAND STANDARDS**

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

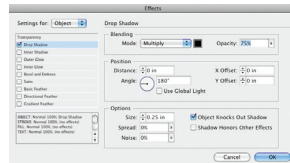
LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures**
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.2.3 LITERATURE — FOUR-PAGE PRODUCT BROCHURES: INSIDE SPREAD

A Header & footer bars The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



B Headline Aligns flush left with the 1/16th format grid line. The product name is featured in Hofmann Light Blue. Type: Meta Bold LF Italic 36/36 point.

C Feature photo A feature photo of the product in use with a professional technician appears on the left-hand page, directly below the header bar.

D Features Type: Meta Black LF upper case and Meta Book LF, 10 point. Word count: 95.

E Support photos Photographs appear below the features segment. Photo combinations range from one photo to smaller inset photos, as shown.

F Secondary headline Content should not be redundant to the headline and should focus on what sets the product apart from its competitors. Type: Meta Bold LF Italic 18/21 point in Hofmann Light Blue. Word count: 22.

G Text Type: Meta Book LF 12 point. Word count: 90.

H Support images Support images, photographs and illustrations appear below the text.

I Tie breaker benefits Tie breaker benefits appear in the call-out caption column, and are not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. Headlines appear in Hofmann Light Blue and text in white on a black background. Type: Meta Black LF 11 point and Meta Book LF 9 point. Word count: 115.

J Hofmann metallic logomark The metallic logomark appears in the right of the footer, placed in the right 3/8ths of the format, 3.5" wide. Only the metallic logomark should be used on advertising, and only the official logomark artwork should be used.

Word counts are approximate and based on the sample shown.



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

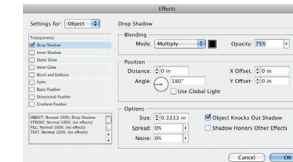
FILE DOWNLOAD

D 2.3 LITERATURE — SIX-PAGE PRODUCT BROCHURES: FRONT COVER

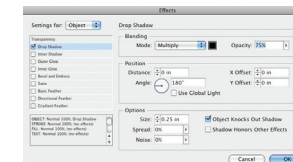
The following **guidelines** are intended to maintain a consistent application of the various elements of the Hofmann visual platform and guide the content presentation in Hofmann six page brochures. The format of all brochures directly relates to the format for advertising, helping to achieve consistency across media. Six page brochures are ideal for families of products, a bundle of products or high-profile products.



- A Header bar** The header bar appears at the top of the brochure, 1/8th the height of the cover and 1/32nd down from the top edge. It appears in a horizontal gradation of dark blue to Hofmann Light Blue, blending from the left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Product name** The name of the product appears in white in the header in all lower case, flush right type. Longer names are set in smaller type. Type: MetaBook Italic 62 point (one line), MetaBook Italic 50 point (two line). Numerals: MetaBlack LF Italic 62 point (one line), MetaBlack LF 50 point (two line). InDesign object effects: drop shadow (dialog box below).



- C Product modifier box** A short product description may appear in the header area to the right of the product name, in the Hofmann Dark Blue box. It is 1/4 the width of the cover. Specs: C100 M100 Y0 K40, InDesign object effects: gradient feather (dialog box below). Type: MetaBook LF, 14/19 point, flush left.

- D Tie breaker benefits box** Tie breaker benefits appear in the translucent box below the product modifier statement. Specs: C100 M100 Y0 K40 multiplied 65% transparency. Tie breaker copy is not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. The benefit list appears in white, upper and lower case letters, flush left, six lines maximum. Type: MetaMedium Roman 13.75/20 point.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

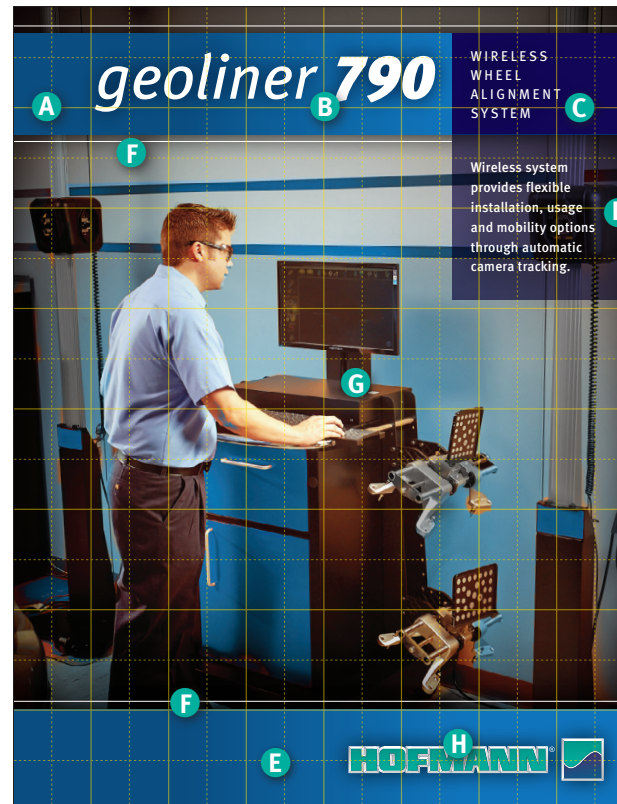
LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

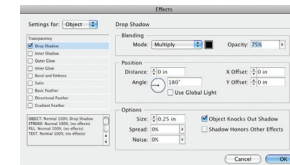
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

D2.3.1 LITERATURE – SIX-PAGE PRODUCT BROCHURES: FRONT COVER *continued*

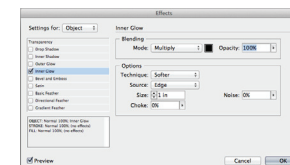


- E **Footer bar** The footer occupies the bottom 1/8th of the cover and contains the Hofmann logomark on the right side. It appears in the same horizontal gradation of dark blue (C80 M50 Y0 K40) to Hofmann Light Blue as the header. InDesign object effects: drop shadow (dialog box below).



- F **Ruled line details** The ruled lines run above and below the header, and above the footer. Stroke: .5 point.

- G **Feature photo** The feature photo bleeds off the left and right sides of the cover, and occupies the vertical space between the header and the footer. It should focus on the featured product in use by a professional shop technician in an actual shop setting, and follow the photography guidelines as described in the photography section of this document. The technician should be focused on the equipment operation, and not looking at the camera. InDesign object effects: inner glow (dialog box below).



- H **Hofmann metallic logomark** The 3D metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark artwork should be used.

FILE DOWNLOAD

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
 - D 2.2 Four-page product brochures
 - D 2.3 Six-page product brochures**
 - D 2.4 Eight-page product brochures
 - D 2.5 National account promotions
- ### OTHER COMMUNICATIONS
- D 3.1 Powerpoint presentation
 - D 3.2 Product labeling
 - D 3.3 Animation /screen saver
 - D 3.4 Displays / banners / special events
 - D 3.5 Websites
 - D 3.6 Videos
 - D 3.7 Apparel
 - D 3.8 Business cards
 - D 3.9 Note pads
 - D 3.10 Social media
 - D 3.11 Legal disclaimer

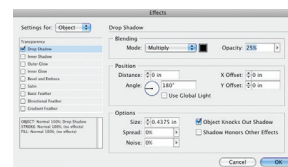
FILE DOWNLOAD

D2.3.2 LITERATURE — SIX-PAGE PRODUCT BROCHURES: FEATURE PAGE 2

The feature page 2 is the second most important page in the brochure. After the cover, page 2 receives the most attention. It should be used to prominently present the product in a dramatic way, with a dramatic product-only photo.



- A Header & footer bars** The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Headline** Aligns flush left with the 1/16th format grid line. The product name is featured in Hofmann Light Blue. Type: Meta Bold LF Italic 36/36 point.
- C Call-out caption** Content appears reversed to white on a block of the same horizontal gradation of color as the header. Type: Meta Black LF 10 point; Meta Book LF 9/15 point. Word count: 48.
- D Feature photo** The feature photo occupies the full width of the page between the header bar and the footer. It should present the product in a dramatic way. Photography should include selective focus on the most important and functional parts of the product, lit in a way that calls attention to those parts.
- E Hofmann metallic logomark** The 3D metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark artwork should be used.

Word counts are approximate and based on the sample shown.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures**
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

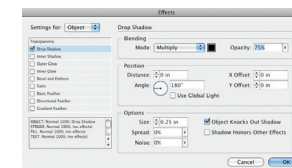
- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.3.3 LITERATURE — SIX-PAGE PRODUCT BROCHURES: PAGE 3



- A Header & footer bars** The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 YO K40 (left edge), C80 M50 YO K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Headline** Aligns flush left with the 1/16th format grid line. The product name is featured in Hofmann Light Blue. Type: Meta Bold LF Italic 36/36 point.
- C Feature photo** A feature photo of the product in use with a professional technician appears on the left-hand page, directly below the header bar.
- D Features** Type: Meta Black LF upper case and Meta Book LF, 10 point. Word count: 95.
- E Support photos** Photographs appear below the features segment. Photo combinations range from one photo to smaller inset photos, as shown.

Word counts are approximate and based on the sample shown.

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

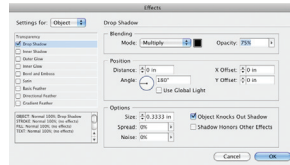
- ADVERTISING**
- D 1.0 Format structure
 - D 1.1 Full-page
 - D 1.2 1/3-page vertical and horizontal
 - D 1.3 Full-page plus 1/3-page vertical combination
 - D 1.4 Testimonials (full-page or 1/3-page)
 - D 1.5 Advertorial (full-page and 1/3-page)
- LITERATURE**
- D 2.1 Two-page product sell sheet
 - D 2.2 Four-page product brochures
 - D 2.3 Six-page product brochures
 - D 2.4 Eight-page product brochures
 - D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
 - D 3.2 Product labeling
 - D 3.3 Animation /screen saver
 - D 3.4 Displays / banners / special events
 - D 3.5 Websites
 - D 3.6 Videos
 - D 3.7 Apparel
 - D 3.8 Business cards
 - D 3.9 Note pads
 - D 3.10 Social media
 - D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.3.4 LITERATURE – SIX-PAGE PRODUCT BROCHURES: PAGES 4 & 5



A Header & footer bars The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



B Headline Aligns flush left with the 1/16th format grid line. The product name is featured in Hofmann Light Blue. Type: Meta Bold LF Italic 36/36 point.

C Text Type: Meta Book LF 12 point. Word count: 100-145.

D Support photos & illustrations Support photographs appear below the text.

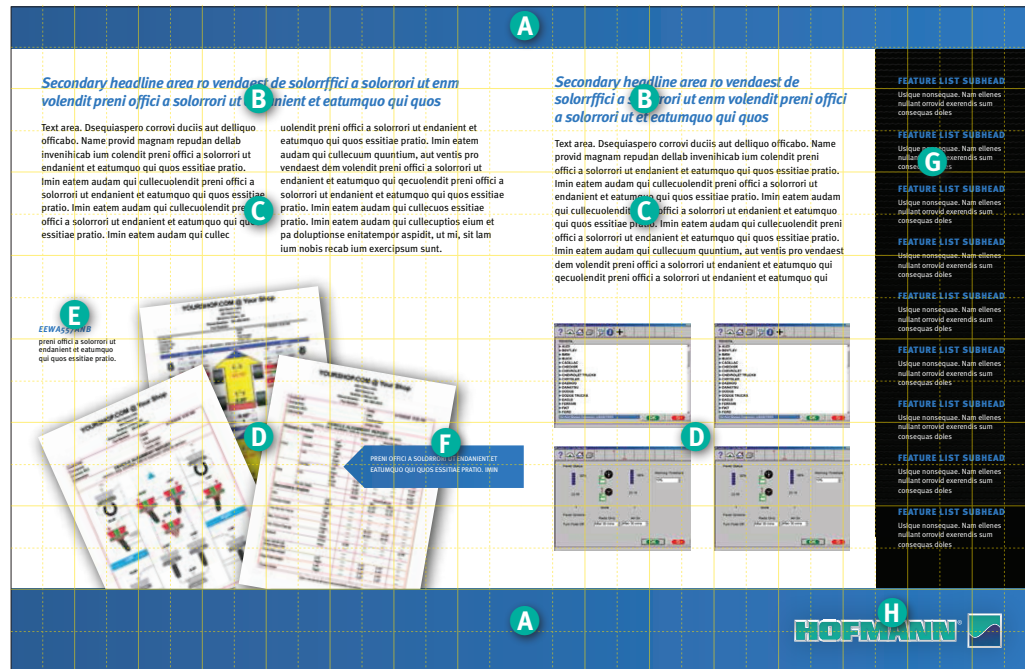
E Caption Meta Black LF Italic 10 point in Hofmann Light Blue; Meta Book LF 9 point.

F Call-out arrow A Hofmann Light Blue call-out arrow draws special attention to featured product attributes. Type: Meta Book LF 8 point, upper case.

G Tie breaker benefits Tie breaker benefits appear in the call-out caption column, and are not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. Headlines appear in Hofmann Light Blue and text in white on a black background. Type: Meta Black LF 11 point and Meta Book LF 9 point. Word count: 115.

H Hofmann metallic logomark The metallic logomark appears in the right of the footer, placed in the right 3/8ths of the format, 3.5 inches wide. Only the metallic logomark should be used on advertising, and only the official logomark artwork should be used.

Word counts are approximate and based on the sample shown.



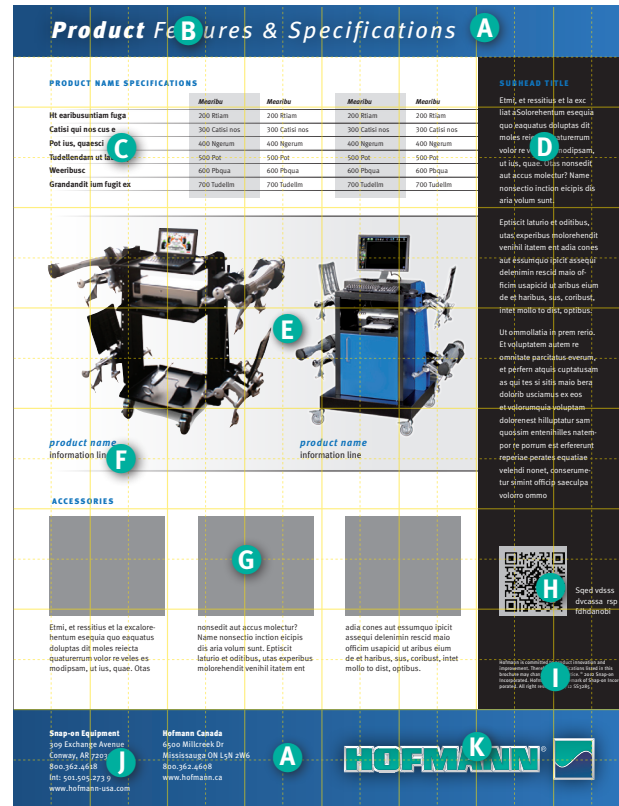
**HOFMANN
BRAND STANDARDS**

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

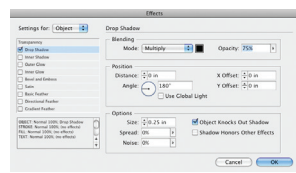
- ADVERTISING**
- D 1.0 Format structure
 - D 1.1 Full-page
 - D 1.2 1/3-page vertical and horizontal
 - D 1.3 Full-page plus 1/3-page vertical combination
 - D 1.4 Testimonials (full-page or 1/3-page)
 - D 1.5 Advertorial (full-page and 1/3-page)
- LITERATURE**
- D 2.1 Two-page product sell sheet
 - D 2.2 Four-page product brochures
 - D 2.3 Six-page product brochures
 - D 2.4 Eight-page product brochures
 - D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
 - D 3.2 Product labeling
 - D 3.3 Animation /screen saver
 - D 3.4 Displays / banners / special events
 - D 3.5 Websites
 - D 3.6 Videos
 - D 3.7 Apparel
 - D 3.8 Business cards
 - D 3.9 Note pads
 - D 3.10 Social media
 - D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.3.5 LITERATURE – SIX-PAGE PRODUCT BROCHURES: BACK COVER



A Header & footer bars The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Headline** "Product features & specifications" headline appears in all lower case white type in the header bar, flush left with the 1/16th page grid line. Type: Meta Black LF Italic 23 point, Meta Book LF Italic 23 point.
- C Features** A complete list of product features appears in the top portion of the page in a three-column format. The first column should align left with the 1/16th grid line and the header type. Type: Meta Black upper case headline in Hofmann Light Blue; Meta Normal text 8 point. Square bullets in Hofmann Light Blue. Word count: 140.
- D Additional information** Additional copy appears in a black sidebar occupying the right 2/8ths of the page grid. Type: Meta Black LF and Meta Book LF 8 point. Word count: 138.
- E Product photo** A product photo appears prominently in the center of the page on a graduated background of light gray.
- F Caption** Meta Black LF Italic 10 point in Hofmann Light Blue; Meta Book 9 point.
- G Accessories** Photos of accessories with descriptive text. Type: Header Meta Black 8 point upper case in Hofmann Light Blue; text Meta Book LF 8 point. Word count: 30.
- H QR code** A QR code, when used, appears in the black sidebar on a light gray field.
- I Legal type** Meta Book LF 5 point.
- J Contact information** Contact information should appear in white type the footer bar in two columns (when necessary). The first column left aligns with the 1/16 page grid line. Type: Meta Black LF & Book LF, 8 point.
- K Hofmann metallic logomark** The metallic logomark appears in the right of the footer, placed in the right 3/8ths of the format, 3.5 inches wide. Only the metallic logomark should be used on advertising, and only the official logomark artwork should be used.

Word counts are approximate and based on the sample shown.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

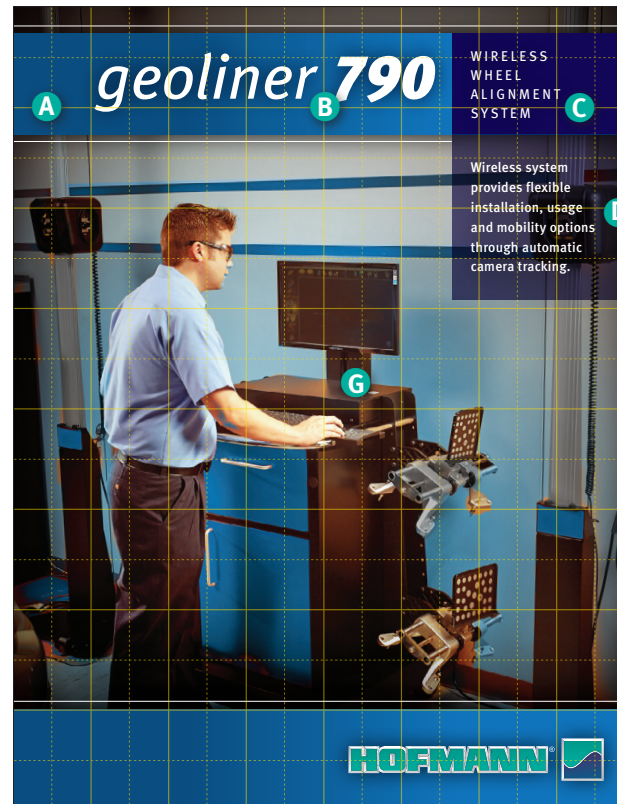
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

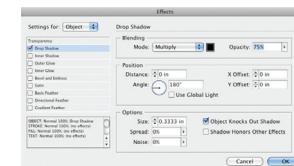
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D 2.4 LITERATURE — EIGHT-PAGE PRODUCT BROCHURES: COVER

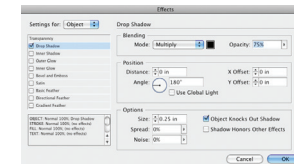
The following **guidelines** are intended to maintain a consistent application of the various elements of the Hofmann visual platform and guide the content presentation in Hofmann eight-page brochures. The format of all brochures directly relates to the format for advertising, helping to achieve consistency across media. Eight-page brochures are structured more like catalog pages, featuring multiple products or product lines.



- A Header bar** The header bar appears at the top of the brochure, 1/8th the height of the cover and 1/32nd down from the top edge. It appears in a horizontal gradation of dark blue to Hofmann Light Blue, blending from the left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Product name** The name of the product appears in white in the header in all lower case, flush right type. Longer names are set in smaller type. Type: MetaBook Italic 62 point (one line), MetaBook Italic 50 point (two line). Numerals: MetaBlack LF Italic 62 point (one line), MetaBlack LF 50 point (two line). InDesign object effects: drop shadow (dialog box below).



- C Product modifier box** A short product description may appear in the header area to the right of the product name, in the Hofmann Dark Blue box. It is 1/4 the width of the cover. Specs: C100 M100 Y0 K40, InDesign object effects: gradient feather (dialog box below). Type: MetaBook LF, 14/19 point, flush-left.

- D Tie breaker benefits box** Tie breaker benefits appear in the translucent box below the product modifier statement. Specs: C100 M100 Y0 K40 multiplied 65% transparency. Tie breaker copy is not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. The benefit list appears in white, upper and lower case letters, flush left, six lines maximum. Type: MetaMedium Roman 13.75/20 point.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

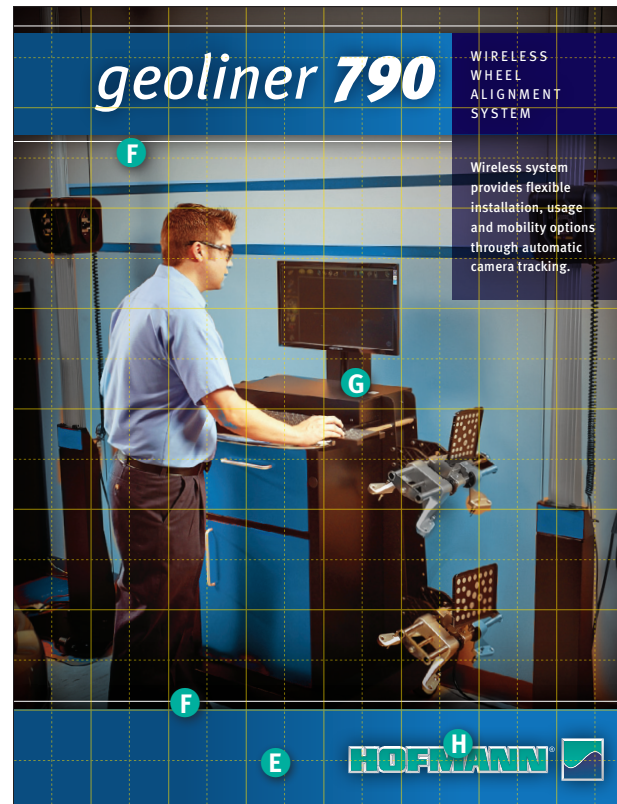
LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

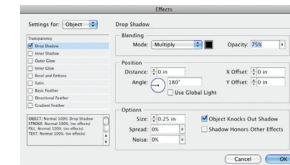
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

D2.4.1 LITERATURE – EIGHT-PAGE PRODUCT BROCHURES: FRONT COVER *continued*

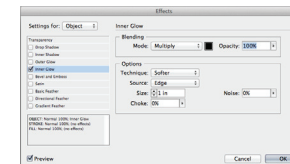


- E Footer bar** The footer occupies the bottom 1/8th of the cover and contains the Hofmann logomark on the right side. It appears in the same horizontal gradation of dark blue (C80 M50 Y0 K40) to Hofmann Light Blue as the header. InDesign object effects: drop shadow (dialog box below).



- F Ruled line details** The ruled lines run above and below the header, and above the footer. Stroke: .5 point.

- G Feature photo** The feature photo bleeds off the left and right sides of the cover, and occupies the vertical space between the header and the footer. It should focus on the featured product in use by a professional shop technician in an actual shop setting, and follow the photography guidelines as described in the photography section of this document. The technician should be focused on the equipment operation, and not looking at the camera. InDesign object effects: inner glow (dialog box below).



- H Hofmann metallic logomark** The 3D metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark artwork should be used.

FILE DOWNLOAD

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform

D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

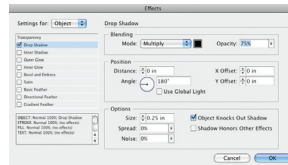
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.4.2 LITERATURE — EIGHT-PAGE PRODUCT BROCHURES: PAGES 2 & 3

- A Header & footer bars** The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Headline** Aligns flush left with the 1/16th format grid line. The product name is featured in Hofmann Light Blue. Type: Meta Bold LF Italic 36/36 point.
- C Feature photo** A feature photo of the product in use appears on the left-hand page, occupying 7/16ths of the format grid, directly below the header bar.
- D Features** A bar in the gradation of Hofmann Light Blue to Hofmann Dark Blue creates the space to list product features. Type: Meta Black LF upper case and Meta Book LF, 10 point. Word count: 95.

- E Support photos** Photographs appear below the features segment. Photo combinations range from one photo to smaller inset photos, as shown.
- F Secondary headline** Content should not be redundant to the headline and should focus on what sets the product apart from its competitors. Type: Meta Bold LF Italic 18/21 point in Hofmann Light Blue. Word count: 22
- G Tie breaker benefits** Tie breaker benefits appear in the call-out caption column, and are not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. Headlines appear in Hofmann Light Blue and text in white on a black background. Type: Meta Black LF 11 point and Meta Book LF 9 point. Word count: 115.
- H Hofmann metallic logomark** The 3D metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark artwork should be used.

Word counts are approximate and based on the sample shown.



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

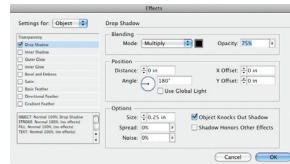
LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures**
- D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation / screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.4.3 LITERATURE — EIGHT-PAGE PRODUCT BROCHURES: PAGES 4 & 5

- A Header & footer bars** The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Secondary headlines** Content should not be redundant to the headline and should focus on what sets the product apart from its competitors. Type: Memphis Extra Bold 18 point Snap-on red. Word count: 22.

- C Text** Type: Meta Book 12 point. Word count: 100-145.

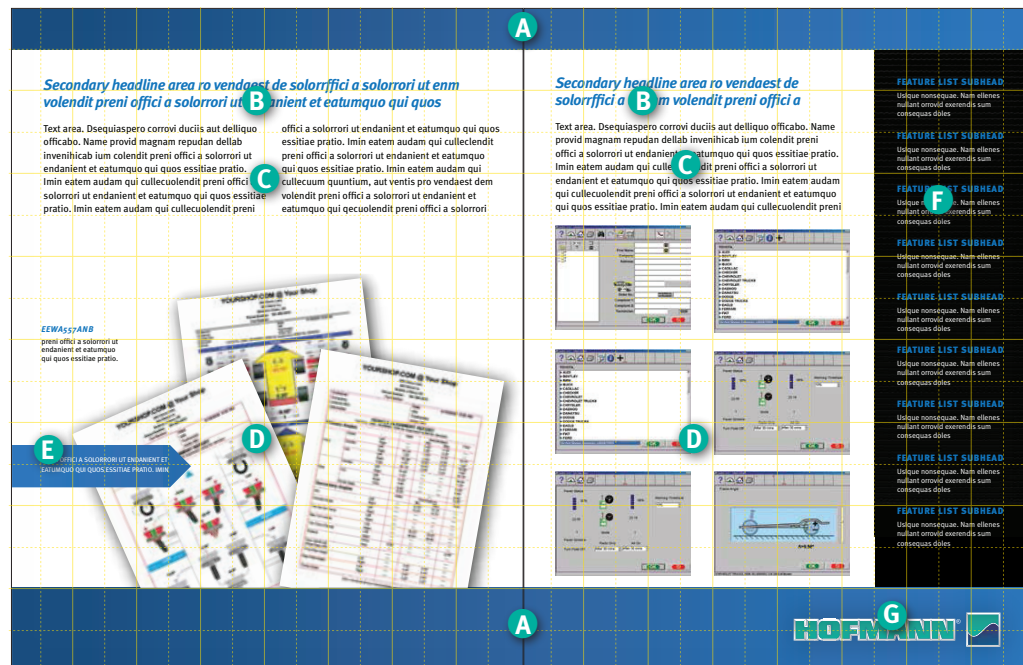
- D Support photos & illustrations** Support images appear below the text.

- E Call-out arrow** A red call-out arrow draws special attention to featured product attributes. Type: Meta Book 8 point, upper case.

- F Tie breaker benefits** Tie breaker benefits appear in the call-out caption column, and are not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. Headlines appear in Hofmann Light Blue and text in white on a black background. Type: Meta Black LF 11 point and Meta Book LF 9 point. Word count: 115.

- G Hofmann metallic logomark** The metallic logomark appears in the right of the footer, placed in the right 3/8ths of the format, 3.5 inches wide. Only the metallic logomark should be used on advertising, and only the official logomark artwork should be used.

Word counts are approximate and based on the sample shown.



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

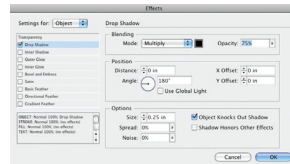
LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions
- OTHER COMMUNICATIONS
- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.4.4 LITERATURE — EIGHT-PAGE PRODUCT BROCHURES: PAGES 6 & 7

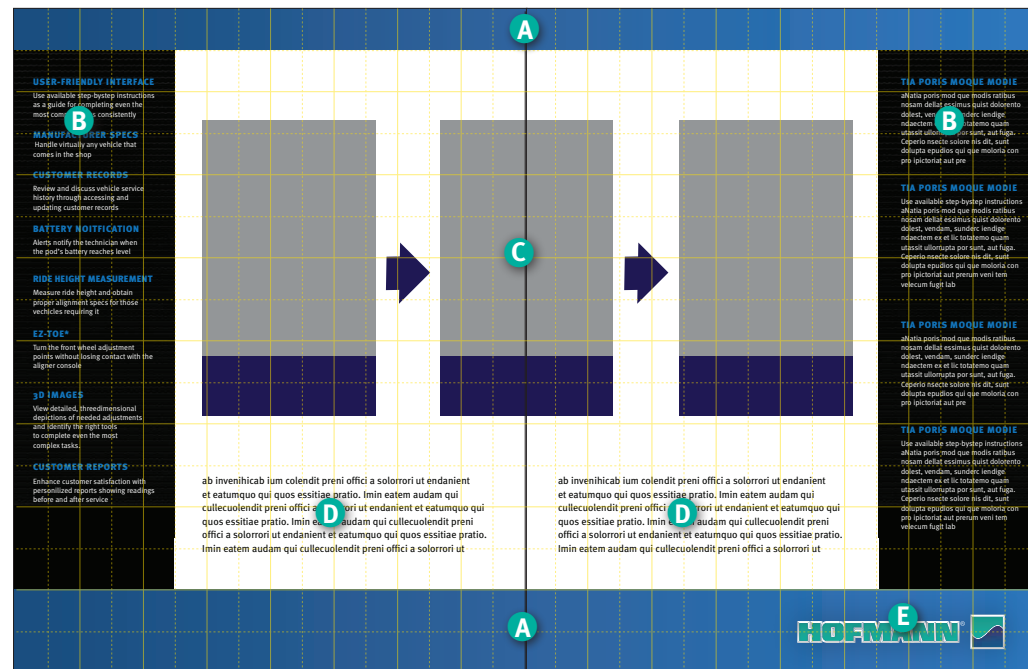
- A Header & footer bars** The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Tie breaker benefits** Tie breaker benefits appear in the call-out caption column, and are not intended to compare the product to the competition's, but to highlight product benefits that are unique and beneficial to the target audience. Headlines appear in Hofmann Light Blue and text in white on a black background. Type: Meta Black LF 11 point and Meta Book LF 9 point. Word count: 115.

- C Support photos/illustrations** Photos or illustrations may be added to the brochure spread to further illustrate product features and functionality. They may appear as either square finish or block-out images.
- D Text** Type: Meta Book LF 8 point. Word count: 120 combined.
- E Hofmann metallic logomark** The metallic logomark appears in the right of the footer, placed in the right 3/8ths of the format, 3.5 inches wide. Only the metallic logomark should be used on advertising, and only the official logomark artwork should be used.

Word counts are approximate and based on the sample shown.



- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

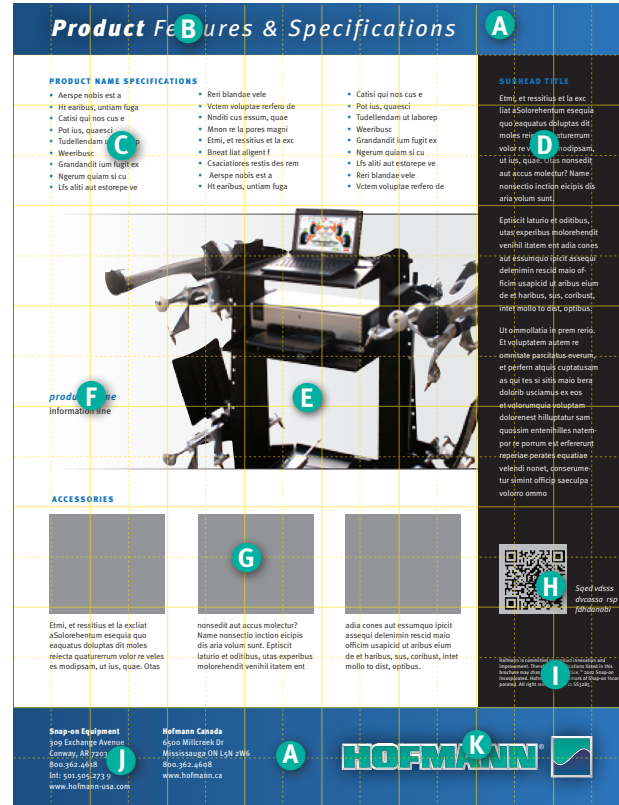
ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

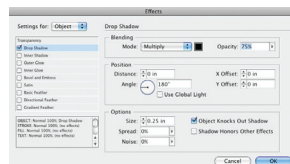
LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

D2.4.5 LITERATURE — EIGHT-PAGE PRODUCT BROCHURES: BACK COVER



A Header & footer bars The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Headline** Product Features & Specifications headline appears in all lower case white type in the header bar, flush left with the 1/16th page grid line. Type: Meta Black LF Italic 23 point, Meta Book LF Italic 23 point.
- C Specifications table** A list of product specifications appears in the top portion of the page in a table format. The table should left align with the 1/16th grid line. Graded black lines that fade to white at the left margin separate line items. Light gray background shading separates alternating columns. Type: Meta Black LF upper case in Hofmann Light Blue; Meta Bold LF Italic, Meta Bold LF and Meta Book LF 8 point.
- D Additional information** Additional copy appears in a black sidebar occupying the right 2/8ths of the page grid. Type: Meta Black LF and Meta Book LF 8 point. Word count: 138.
- E Product photos** Product photos appear prominently in the center of the page on a graded background of light gray that fades to white at the left margin. Graded black lines that fade to white at the left margin border the top and bottom of the gray field.
- F Caption** Meta Black LF Italic 10 point in Hofmann Light Blue; Meta Book 9 point.
- G Accessories** Photos of accessories with descriptive text. Type: Header Meta Black 8 point upper case in Hofmann Light Blue; text Meta Book LF 8 point. Word count: 30.
- H QR code** A QR code, when used, appears in the black sidebar on a light gray field.
- I Legal type** Meta Book LF 5 point.
- J Contact information** Contact information should appear in white type the footer bar in two columns (when necessary). The first column left aligns with the 1/16 page grid line. Type: Meta Black LF & Book LF, 8 point.
- K Hofmann metallic logomark** The metallic logomark appears in the right of the footer, placed in the right 3/8ths of the format, 3.5 inches wide. Only the metallic logomark should be used on advertising, and only the official logomark artwork should be used.

Word counts are approximate and based on the sample shown.

FILE DOWNLOAD

**HOFMANN
BRAND STANDARDS**

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications

- ADVERTISING**
- D 1.0 Format structure
 - D 1.1 Full-page
 - D 1.2 1/3-page vertical and horizontal
 - D 1.3 Full-page plus 1/3-page vertical combination
 - D 1.4 Testimonials (full-page or 1/3-page)
 - D 1.5 Advertorial (full-page and 1/3-page)
- LITERATURE**
- D 2.1 Two-page product sell sheet
 - D 2.2 Four-page product brochures
 - D 2.3 Six-page product brochures
 - D 2.4 Eight-page product brochures
 - D 2.5 National account promotions
- OTHER COMMUNICATIONS**
- D 3.1 Powerpoint presentation
 - D 3.2 Product labeling
 - D 3.3 Animation /screen saver
 - D 3.4 Displays / banners / special events
 - D 3.5 Websites
 - D 3.6 Videos
 - D 3.7 Apparel
 - D 3.8 Business cards
 - D 3.9 Note pads
 - D 3.10 Social media
 - D 3.11 Legal disclaimer

FILE DOWNLOAD

D2.5 LITERATURE – NATIONAL ACCOUNT PROMOTIONS

Hofmann Tire Changers & Wheel Balancers

HOFMANN TIRE CHANGERS

Hofmann Tire Changers provide a wide range of wheels available today, enhancing your shop's productivity. They feature mechanical locking of the mount /demount head position, providing maximum cosmetic safety for expensive wheels. The swing arm can be moved allowing for easy installation and removal of the wheel.

- No-wheel-co. /demount head eliminates scratched finishes for increased customer satisfaction
- Optional Safety Restraint Arm protects operator/case of tire explosion (EHP Only)
- Tire pressure limiter valve to protect from over-inflation
- EAA032G83A - Optional +6" Jaw Adapters - Increase outside wheel capacity to 30" (EHP Only) \$3,900.00
- EAA032G33B - Optional Pneumatic Bead Assists for servicing stiff wall and/or low-profile tires (EHP Only) \$3,900.00

T900	EEWH5538A	\$3,900.00
EHP System II	EEWH512BU	\$3,900.00
EHP System II-E	EEWH512BE	\$3,900.00
EHP System III	EEWH513B	\$3,900.00

HOFMANN WHEEL BALANCERS

Hofmann Wheel Balancers provide the ideal combination of performance and value - and will give your shop valuable tools to help you boost profits.

- Semi-automatic parameter entry for distance diameter, and width measurements (VPI System II, manual entry on width VPI System II, manual entry of all on B9100)
- Auto Stop capabilities for accurate placement
- of tape weights (VPI System III)
- ALU-S mode (VPI System II & III only)
- Stop-at-Top capabilities
- Wheel match mounting

B9100	EEWBS544A	\$3,900.00
VPI System II	EEWBS03D	\$3,900.00
VPI System III (Quick Nut)	EEWBS02D	\$3,900.00
VPI System III (Power Clamp)	EEWBS02PaD	\$3,900.00

Truck and automobile cone set (00110612000 & EAK0221313A) will be offered as "free goods" when dealer makes a purchase of any Wheel Balancer and Tire Changer on the same order. (Offer excludes B9100 wheel balancer and T900 tire changer)

Specifications:

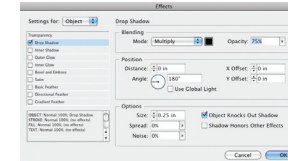
- T900: Max. Tire Diameter: 39", Outer Wheel Capacity: 10"-20", Inner Wheel Capacity: 12"-22", Max Wheel Width: 12"
- EHP SY: Max. Tire Diameter: 40", Outer Wheel Capacity: 10"-20", Inner Wheel Capacity: 12"-22", Max Wheel Width: 12"
- EHP SY: Max. Tire Diameter: 40", Outer Wheel Capacity: 10"-24", Inner Wheel Capacity: 12"-24", Max Wheel Width: 12"
- EHP SY: Max. Tire Diameter: 50", Outer Wheel Capacity: 10"-24", Inner Wheel Capacity: 12"-26", Max Wheel Width: 15"
- B9100: Max Wheel Weight: 143 lbs, Max Tire Diameter: 40", Max Wheel Width: 20", Max Wheel Diameter: 22"
- VPI SY: Max Wheel Weight: 133 lbs, Max Tire Diameter: 44", Max Wheel Width: 21", Max Wheel Diameter: 30"
- VPI SY: Max Wheel Weight: 154 lbs, Max Tire Diameter: 44", Max Wheel Width: 21", Max Wheel Diameter: 30"

Valued at \$1000

Other products also available. For more information, call 877.482.4866 and press 38

mda **HOFMANN**

A Header & footer bars The header occupies the top 1/16th of the page and the footer the bottom 1/8th. They appear in a horizontal gradation of dark blue to Hofmann Light Blue, blending from left edge: C80 M50 Y0 K40 (left edge), C80 M50 Y0 K0 (right edge). InDesign object effects: drop shadow (dialog box below).



- B Product Types** Names of the type of products appears in white within the header bar at the top of the page. Type: Meta Black LF Italic 23 point, Meta Book LF Italic 23 point.
- C Product name and description** The product name appears in Meta Black LF 12.5 point, upper case, Hofmann Light Blue. Product description, features and pricing details appear in Meta Book LF 10 point. Prices are Meta Bold LF 10 point in Hofmann Light Blue.
- D Product photos** The product photos appear as block out images free of all backgrounds. They should be placed so they overlap both the white product description area and the black sidebar, bridging the two sections of copy.
- E Model specifications** Individual model specifications are listed in a solid black sidebar that occupies the right three eighths of the page between the header and footer bars. Type: Model Names in Meta Black LF 10 point, Hofmann Light Blue; Specifications in Meta Book LF 10 point, white.
- F Legal type** Meta Book LF 5 point.
- G National account logo** A color logomark of the national account appears in the left end of the footer bar, left aligned with the 1/16 page grid line.
- H Hofmann metallic logomark** The metallic logomark appears in the right of the footer, vertically centered, with its placement from the right edge being the capital letter height of the Hofmann name, and appearing at 3.5 inches wide. Only the metallic logomark should appear on brochures, and only the official logomark should be used.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

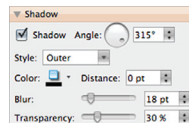
- D 3.1 Powerpoint presentation**
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D 3.1 POWERPOINT PRESENTATION

A Hofmann Powerpoint template has been specified to maintain a consistent application of the various elements of the Hofmann visual platform and guide the presentation content. The template contains title and background master slides with editable text according to the specifications shown below.

- A Title** Meta Black LF, 42 point with PowerPoint shadow:



- B Subtitle** Meta Bold LF, 16 point

- C Headline** Meta Black LF, all upper case, 22 point Hofmann Light Blue

- D Subhead** Meta Black LF, upper and lower case, 14 point

- E Copy** Meta Book LF, 12 point square bullets in Hofmann Light Blue



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HOFMANN BRAND STANDARDS

A Brand Messaging Platform

B Graphic Standards

C Brand Visual Platform

D Key Brand Communications

ADVERTISING

D 1.0 Format structure

D 1.1 Full-page

D 1.2 1/3-page vertical and horizontal

D 1.3 Full-page plus 1/3-page vertical combination

D 1.4 Testimonials (full-page or 1/3-page)

D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

D 2.1 Two-page product sell sheet

D 2.2 Four-page product brochures

D 2.3 Six-page product brochures

D 2.4 Eight-page product brochures

D 2.5 National account promotions

OTHER COMMUNICATIONS

D 3.1 Powerpoint presentation

D 3.2 Product labeling

D 3.3 Animation /screen saver

D 3.4 Displays / banners / special events

D 3.5 Websites

D 3.6 Videos

D 3.7 Apparel

D 3.8 Business cards

D 3.9 Note pads

D 3.10 Social media

D 3.11 Legal disclaimer

FILE DOWNLOAD

D 3.2 PRODUCT LABELING

Application of the Hofmann logomark needs to take into account the variety of available space on a given piece of equipment. Maximum prominence and visibility is required, without being overstated or appearing too large, as well as being consistent with the Hofmann visual platform.

In addition, Hofmann equipment is recognized and identified by its blue color scheme, promoting the concept of *The Blue Garage*. The preferred color scheme, whenever possible, for all Hofmann equipment is Hofmann Light Blue.

There are three levels of identification of Hofmann equipment:

Level One – The 3D metallic logomark appears as a dimensional molded element on level one equipment.

Level Two – The 3D metallic logomark appears as a decal element on level two equipment.

Level Three – The logomark with white outline appears as a decal element on level three equipment.



Level One



Level Two



Level Three

The Hofmann product name and number always appear with the logomark, as necessary, in a fixed position, as shown on page D 3.2.1.

The placement of the Hofmann logomark on equipment should be guided by the following. The Hofmann logomark should appear:

- On a Hofmann Light Blue background color, whenever possible, promoting the image of The Blue Garage.
- On the most prominent section of equipment facing the operator/technician.
- Not any larger than one-half the horizontal width or vertical height of the section of equipment or panel it is placed on, whichever is less.
- Aligned with the upper right edge of a surface, panel or door (avoiding screws, bolts or other features), at one-half the width of the logomark icon from the top and/or right edge.
- Centered on a Hofmann Light Blue colored rectangle on equipment where a flat surface is limited, such as a lift or aligner.
- Vertically on a piece of equipment that does not have a suitable or prominent horizontal space.

The Hofmann logomark never is placed at an angle on equipment.

Page D 3.2.2 shows examples of the Hofmann logomark appearing on equipment, according to the above guidelines.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling**
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
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- D 3.11 Legal disclaimer

[FILE DOWNLOAD](#)

D3.2.1 PRODUCT LABELING

The product name and number always appear flush right with the icon, in a fixed type style, size and position. A longer product name and number appear in two lines. Type: Meta LF, Meta LF Italic, and Meta Bold LF Italic.



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
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LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
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- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling**
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D3.2.2 PRODUCT LABELING

Examples show how the Hofmann logomark should appear on equipment.



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling**
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

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D3.2.3 PRODUCT LABELING *continued*

Examples show how the Hofmann logomark should appear on equipment.



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
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LITERATURE

- D 2.1 Two-page product sell sheet
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- D 2.5 National account promotions

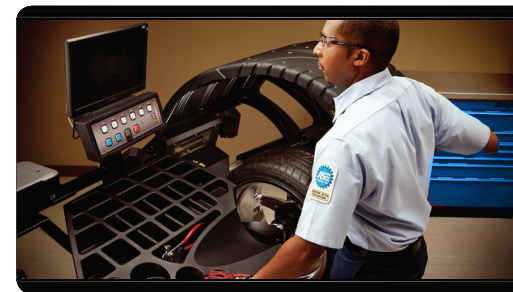
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver**
- D 3.4 Displays / banners / special events
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D3.3 ANIMATION / SCREEN SAVER

The following examples show the Hofmann logomark as part of an animation or screen saver.



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events**
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

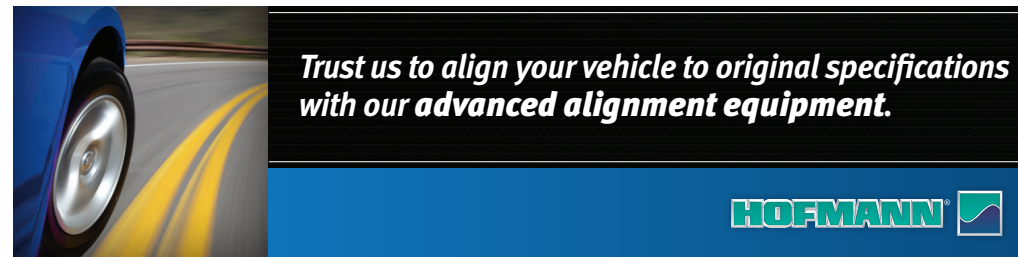
D3.4 DISPLAYS / BANNERS / SPECIAL EVENTS

The following examples show the Hofmann logomark used on displays and banners in combination with imagery and other graphics that are Hofmann dominant, consistent with the Hofmann visual platform, as well as Snap-on dominant, leading with the Snap-on identity. The presentation of the Hofmann Brand Identity and the Snap-on identity will vary between events in North America, and events held in Europe and other parts of the world. The dominance of either brand will depend on the particular market's knowledge of, and sensitivity with, each brand.

When Hofmann products are displayed exclusively, the Hofmann brand identity and brand colors are most prominent. However, a verbal relationship to Snap-on Equipment's Total Shop solutions may be appropriate, including a listing of the main product categories: repair information, diagnostics, parts marketing and service equipment.

When Hofmann products are displayed with other Snap-on Equipment product lines, as part of Snap-on Equipment's Total Shop Solutions, the Snap-on identity components and Snap-on Red are predominant. However, the Hofmann logomark is always displayed in Hofmann brand colors.

The following pages show examples of trade show and event graphics that are both Snap-on dominant and Hofmann dominant.



[FILE DOWNLOAD](#)

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
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- D 2.5 National account promotions


OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events**
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D 3.4.1 DISPLAYS / BANNERS / SPECIAL EVENTS

These examples show the Hofmann brand and visual platform as dominant, leading with the Hofmann logomark.



HOFMANN

AC400

*Touchless Alignment
Wheel Clamp
with XD Targets*

**FAST, SECURE CLAMPING
WITHOUT TOUCHING THE RIM**

- Only the tire is contacted
- Clutch limited clamping force ensures accurate and repeatable results
- Durable and lightweight magnesium construction
- Clamping is accomplished with a single fast-action adjustment knob
- No accessories needed to accommodate the full range of tire sizes
- Large, comfortable handle allows ergonomic use

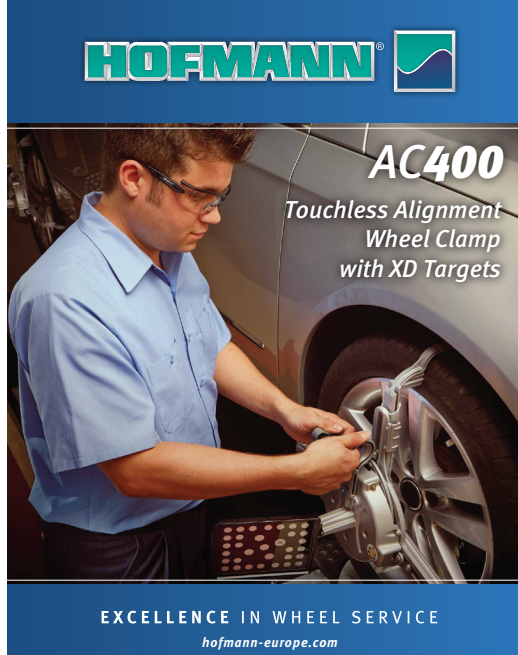
EQUIPMENT SPECIFICATIONS

- Tire diameter: 19" to 39" (48.3 cm to 99.1 cm)
- Weight: 7 lbs (3.2 kg)
- Clamping force: 37 lbs (164,8 N)
- Construction: Cast magnesium

CAN BE USED ON THESE HOFMANN ALIGNMENT SYSTEMS:

- Arago V3D X-CEL
- V3D 2X-CEL
- V3D 1X-CEL
- Alignment Audit System

EXCELLENCE IN WHEEL SERVICE
hofmann-europe.com



HOFMANN

AC400

*Touchless Alignment
Wheel Clamp
with XD Targets*

EXCELLENCE IN WHEEL SERVICE
hofmann-europe.com

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

- D 2.1 Two-page product sell sheet
- D 2.2 Four-page product brochures
- D 2.3 Six-page product brochures
- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

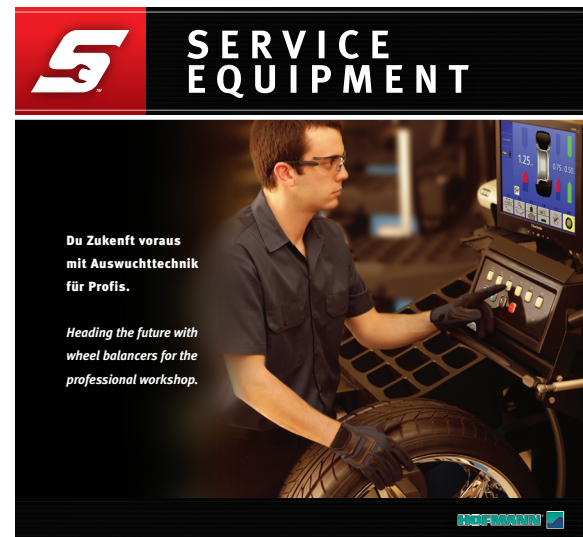
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events**
- D 3.5 Websites
- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

FILE DOWNLOAD

D3.4.2 DISPLAYS / BANNERS / SPECIAL EVENTS

These examples show the Snap-on brand and visual platform as dominant, leading with the Snap-on logomark. The Hofmann logomark, however, appears in Hofmann colors.



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
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OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
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- D 3.4 Displays / banners / special events

D 3.5 Websites

- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer

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D 3.5 WEBSITES

Consistency of home page format is important to provide unity between the North American and European online presentation of Hofmann products. The unified home page format specifications are included below, and should help to guide the consistency of Hofmann's online presence.

A consistency of header formatting is required on Hofmann websites. This includes the use of the 3D metallic logomark, tagline and a selected equipment photo appearing on Hofmann Light Blue to Hofmann Dark Blue gradation.

The collage displays various website elements:

- Header:** HOFMANN logo with tagline 'EXCELLENCE IN WHEEL SERVICE' and a product image.
- Navigation:** A sidebar menu listing Home, About, Products (Wheel Alignment, Wheel Balancers, etc.), and Contact.
- Product Page (geoliner™ 790):** Features a title, product name, and a description: 'The Hofmann geoliner 790 Wireless Imaging Wheel Alignment System provides flexible installation, usage and mobility options. Patented digital camera tracking automatically adjusts to the height of the vehicle.'
- Product Page (geoliner™ 680):** Features a title and description: 'The geoliner 680 Wheel Alignment System is one of the most advanced alignment systems on the market today. Patented imaging technology.'
- Search:** A search bar with a 'Search' button.
- Local Sales Rep:** A form to 'Find a Local Sales Rep' with a 'Go!' button.
- More Hofmann Sites:** A link to find more sites.
- Testimonial Banner:** A banner with the text: 'State-of-the-Art Wheel Alignment Measuring Equipment That's Fast, Accurate and Reliable...Alignment Readings in Under 2 Minutes!'.
- Welcome to Hofmann:** A section with the heading 'Welcome to Hofmann!' and a paragraph: 'Hofmann USA, a division of Snap-on Equipment since 1997 has been a partner to automotive garages and tire shops for decades. For more than 75 years our name has been synonymous for delivering precision, quality and innovative garage equipment at affordable prices. Founded in 1931, Hofmann has been manufacturing and supplying garage equipment.'
- Product Grid:** A grid of product images with captions: 'Wheel aligner geoliner 790' and 'Modular test lane safelane 204-RP'.

**HOFMANN
BRAND STANDARDS**

- A Brand Messaging Platform
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ADVERTISING

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- D 2.5 National account promotions

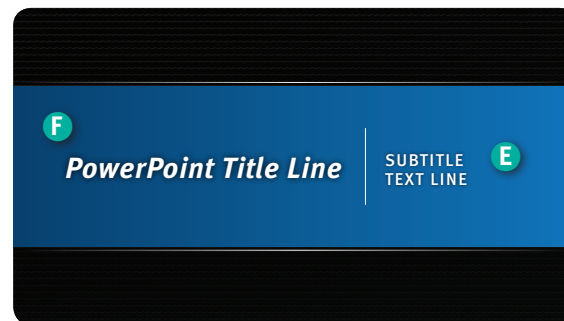
OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
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- D 3.11 Legal disclaimer

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D 3.6 VIDEOS

Consistent use of Hofmann video bookends, with consistent titling typography in the Meta LF typeface, will maintain consistency with the Hofmann brand identity and visual platform across media to videos.



- A Hofmann metallic logomark** Only official Hofmann metallic logomark artwork should be used.
- B Safety statement** Type: Meta Bold LF and Meta Book LF.
- C Product modifier** Meta Black LF. A vertical white ruled line separates the Hofmann logomark and product modifier copy.
- D Main title** Type: Meta Black LF.
- E Subtitle** Type: Meta Bold LF. A vertical white ruled line separates the main title and subtitle.
- F Color gradations** of dark blue to (C80 M50 Y0 K40) Hofmann Light Blue occur in the horizontal segments of the screens.

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
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ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
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- D 1.3 Full-page plus 1/3-page vertical combination
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LITERATURE

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- D 2.4 Eight-page product brochures
- D 2.5 National account promotions

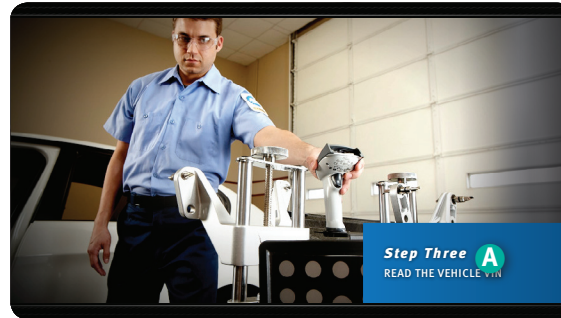
OTHER COMMUNICATIONS

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D 3.6.1 VIDEOS *continued*

Consistency of format occurs in all video screens, with all copy blocks and titling of video imagery.



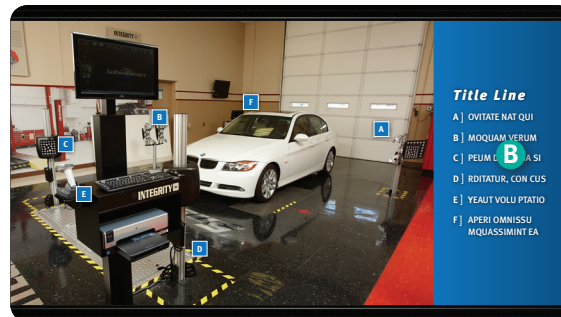
A Simple call out Type: Header Meta Black LF; Text Meta Bold LF.

B Call out list Type: Header Meta Black LF; List Meta Bold LF.
A vertical white ruled line separates the call out letter from the text.

C Hofmann URL Type: Meta Black LF.

D Legal type Type: Meta Bold LF and Meta Book LF.

E Color gradations of dark blue to (C80 M50 Y0 K40) Hofmann Light Blue occur in the horizontal segments of the screens.



Title Line

- A | OVITATE NAT QUI
- B | MOQUAM VERUM
- C | PELUM **B** A SI
- D | ROITATUR, CON CUS
- E | YEAUT VOLU PTATIO
- F | APERI OMNISSU
- MQUASSIMINT EA



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
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- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
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- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

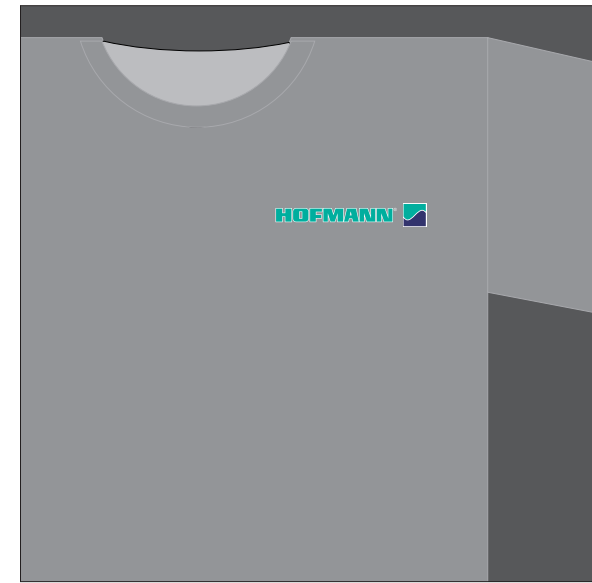
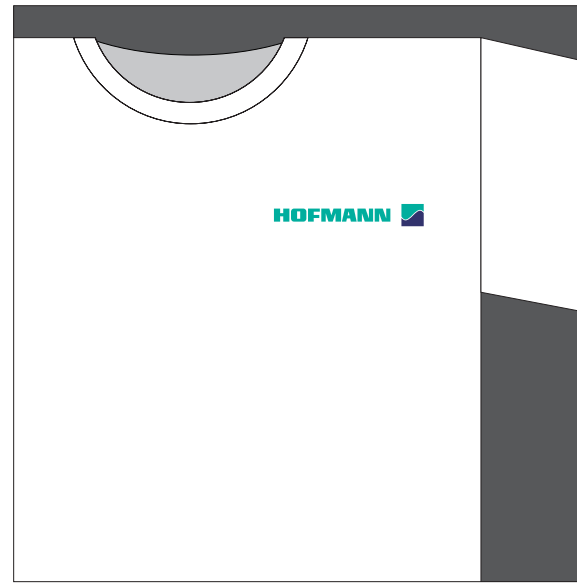
- D 2.1 Two-page product sell sheet
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- D 3.6 Videos
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- D 3.11 Legal disclaimer

[FILE DOWNLOAD](#)

D3.7 SALES AND PROMOTIONAL APPAREL – T-SHIRTS



T-shirt variations

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
- D 1.3 Full-page plus 1/3-page vertical combination
- D 1.4 Testimonials (full-page or 1/3-page)
- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

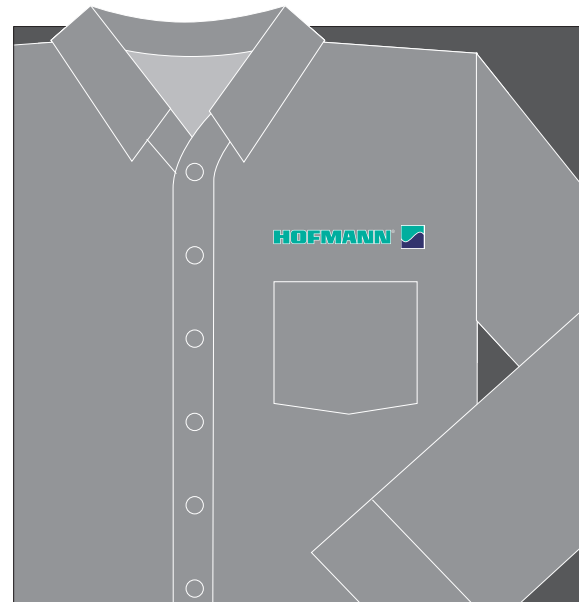
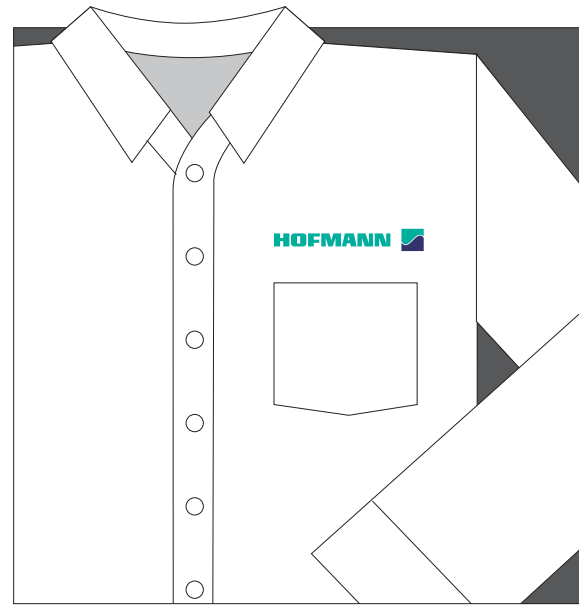
- D 2.1 Two-page product sell sheet
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OTHER COMMUNICATIONS

- D 3.1 Powerpoint presentation
- D 3.2 Product labeling
- D 3.3 Animation /screen saver
- D 3.4 Displays / banners / special events
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D3.7.1 SALES AND PROMOTIONAL APPAREL – LONG-SLEEVE SHIRTS



Long-sleeve shirt variations

HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
- D 1.2 1/3-page vertical and horizontal
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LITERATURE

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OTHER COMMUNICATIONS

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D3.7.2 SALES AND PROMOTIONAL APPAREL – SHORT-SLEEVE POLOS



Short-sleeve polo shirt variations

HOFMANN BRAND STANDARDS

A Brand Messaging Platform

B Graphic Standards

C Brand Visual Platform

D Key Brand Communications

ADVERTISING

D 1.0 Format structure

D 1.1 Full-page

D 1.2 1/3-page vertical and horizontal

D 1.3 Full-page plus 1/3-page vertical combination

D 1.4 Testimonials (full-page or 1/3-page)

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LITERATURE

D 2.1 Two-page product sell sheet

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OTHER COMMUNICATIONS

D 3.1 Powerpoint presentation

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D 3.4 Displays / banners / special events

D 3.5 Websites

D 3.6 Videos

D 3.7 Apparel

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D 3.10 Social media

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D3.7.3 TRADE SHOW APPAREL — SNAP-ON PRODUCT LINE SHIRTS

When multiple Snap-on equipment products are featured or displayed at events, these shirts include the dual branding of Snap-on and Hofmann.

- Wrench S on right side
- Hofmann logomark below service equipment on left
- Nothing on the back



HOFMANN BRAND STANDARDS

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ADVERTISING

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- D 1.5 Advertorial (full-page and 1/3-page)

LITERATURE

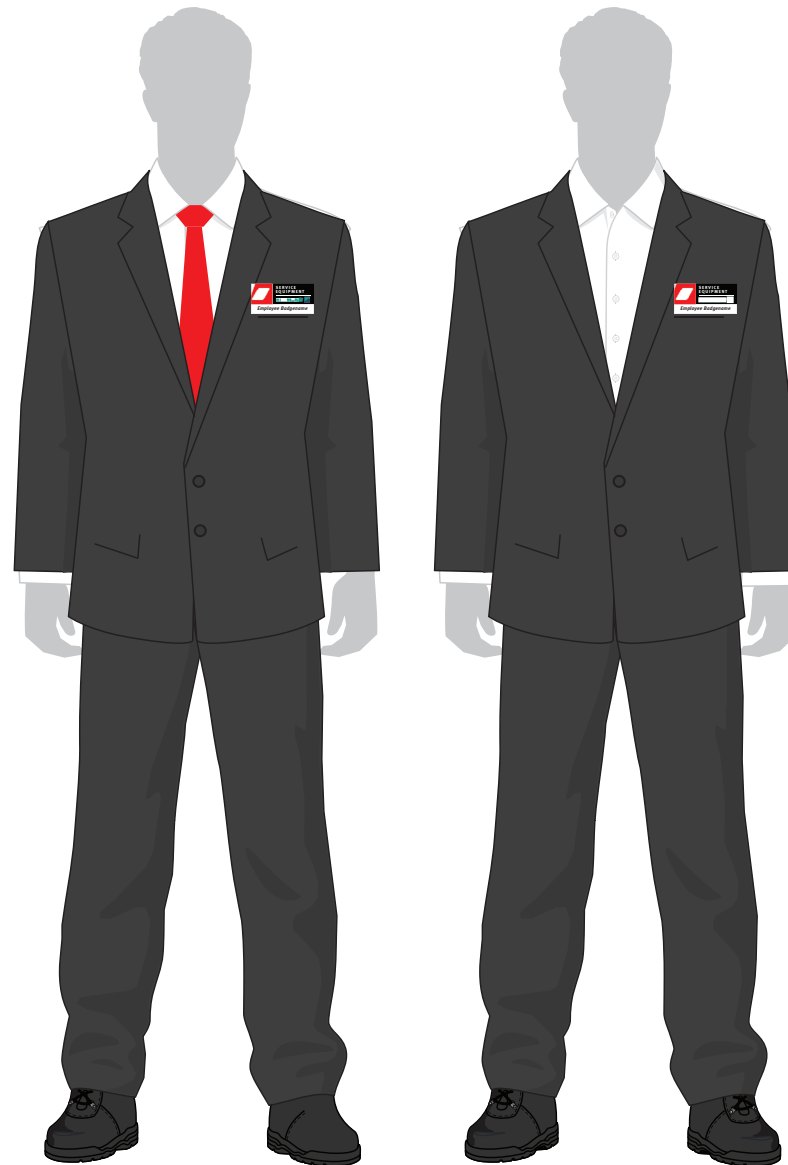
- D 2.1 Two-page product sell sheet
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OTHER COMMUNICATIONS

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D3.7.4 TRADE SHOW APPAREL – BUSINESS SUITS



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
- D 1.1 Full-page
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LITERATURE

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D3.7.5 SALES AND PROMOTIONAL APPAREL — HEADWEAR



HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
- B Graphic Standards
- C Brand Visual Platform
- D Key Brand Communications**

ADVERTISING

- D 1.0 Format structure
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D 3.8 BUSINESS CARDS

Business card consistency is an important component of the unified presentation and perception of Hofmann worldwide.



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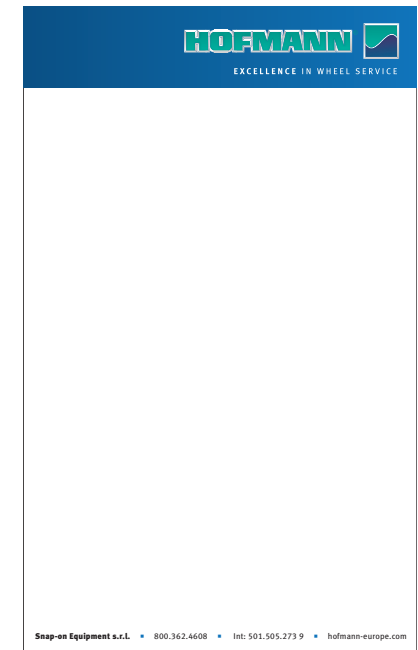
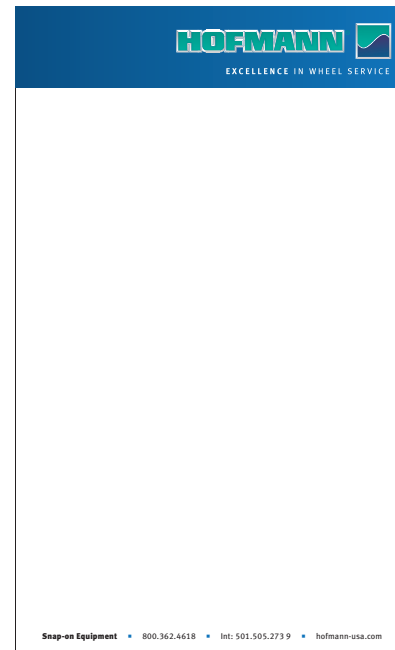
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D 3.9 NOTE PADS

No matter the size of specific note pads, a consistent header and footer treatment guides the consistent presentation of the Hofmann brand. The header is one-eighth the vertical height of the note paper, and uses the 3D metallic logomark, with tagline, on Hofmann Light Blue, as shown. The footer appears in one line of typography. Type: Meta LF, Meta Bold LF.



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HOFMANN BRAND STANDARDS

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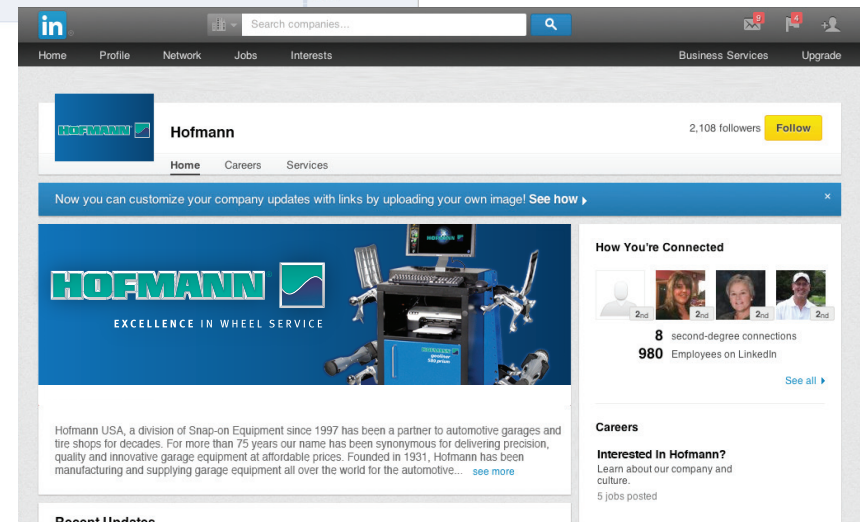
FILE DOWNLOAD

D 3.10 SOCIAL MEDIA – HOME PAGES

Similar to the treatment on Hofmann websites, a consistency of header formatting is required on Hofmann social media pages. This includes the use of the 3D metallic logomark, tagline and a selected equipment photo appearing on Hofmann Light Blue to Hofmann Dark Blue gradation.



Facebook Example



LinkedIn Example

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- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer**

D3.11 LEGAL DISCLAIMER & BOILERPLATE — NORTH AMERICA

Literature developed and produced in North America should be consistent in both the required legal language and the format of address information, as shown.

Legal disclaimer: JOHN BEAN, BLACKHAWK L.C. and KANSAS JACK are trademarks, registered in the United States and other countries, of Snap-on Incorporated.

Hofmann is committed to product innovation and improvement. Therefore, specifications listed in this brochure may change without notice. © 2014 Snap-on Incorporated. Hofmann is a trademark of Snap-on Incorporated. All right reserved. 03/14 SS3285

Legal disclaimer: Type: Meta Book LF, 5 point.

Address/contact information: Type: Meta Book LF, 8 point.

product features & specifications

Legal disclaimer

Hofmann is committed to product innovation and improvement. Therefore, specifications listed in this brochure may change without notice. ©2014 Snap-on Incorporated. Hofmann is a trademark of Snap-on Incorporated. All right reserved. 03/14 SS3285

Snap-on Equipment
309 Exchange Avenue
Conway, AR 72032
800.362.4618
Int: 501.505.273 9
www.hofmann-usa.com

Hoffman Canada
6500 Millcreek Dr
Mississauga ON L5N 2W6
800.362.4608
www.hofmann.ca

HOFMANN

Address
information

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HOFMANN BRAND STANDARDS

- A Brand Messaging Platform
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ADVERTISING

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- D 3.6 Videos
- D 3.7 Apparel
- D 3.8 Business cards
- D 3.9 Note pads
- D 3.10 Social media
- D 3.11 Legal disclaimer**

D3.11.1 LEGAL DISCLAIMER & BOILERPLATE — A4

Literature developed in the A4 format should be consistent in both the required legal language and the format of address information. Multiple addresses will require more space above the footer on these pieces.

Legal disclaimer: JOHN BEAN, BLACKHAWK L.C. and KANSAS JACK are trademarks, registered in the United States and other countries, of Snap-on incorporated.

HOFMANN is a trademark, registered in the United States and other countries, of Snap-on Equipment GmbH.

Legal disclaimer: Type: Meta Book LF, 5 point.

Address/contact information: Type: Meta Book LF, 8 point.



EEWA557ANB
(Shown with optional cart)

Address
information

France
Snap-on Equipment France
15, rue de la Guivernone
95056 Saint Ouen L'Aumone
Phone: +33 (0)134 48 58-78
Fax: +33 (0)134 48 58-70
www.snapon-equipment.fr

Germany
Snap-on Equipment GmbH
Konrad-Zuse-Str. 1
84579 Unterneukirchen
Phone: +49 (0)8634 622-0
Fax: +49 (0)8634 5501
www.snapon-equipment.de

Italy
Snap-on Equipment s.r.l.
Via Prov. Carpi, 33
42015 Correggio (RE)
Phone: +39 (0)0522 733-411
Fax: +39 (0)0522 733-410
www.snapon-equipment.eu

United Kingdom
Snap-on Equipment Ltd
48 Sutton Park Avenue
RG6 1AZ Reading
Phone: +44 (0)118 929-6811
Fax: +44 (0)118 966-4369
www.snapon-equipment.co.uk

EMEA-JA
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