



**IDENTITY + BRAND STANDARDS**

Updated May 2024

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**CLICK ABOVE TO JUMP TO  
PAGE**



## QUESTIONS? NEED ARTWORK?

Look for the fast forward icon throughout the pages that follow.

# FORWARD

## A MESSAGE FROM THE PRESIDENT

Since operations began in 1946, Matco has provided premium quality tools. In 1979, we began selling to the professional and launched our iconic hex and eagle logo. This icon represents the excellence and dedication that Matco provides to each customer with our tools and service.

Over the years the hex and eagle have evolved, but the promise we have made to our distributors and users has remained the same. Matco continues to provide premium quality tools that professionals can rely on to get the job done better and faster with outstanding service.

As we move to defining our brand more clearly in the market, we have an opportunity to carve out a position, and promote a tone that communicates our commitment and partnership. We are committed to quality, professional tools, our competitive spirit, competitive pricing, outstanding service and the desire to win! We provide relevant innovation; innovation that matters in real world applications. We do all that with a down-to-earth, relatable, honest approach.

While our promise of quality, service and innovation remain the same, our brand mark is changing. As we look forward to the next chapter for Matco Tools and our distributors, we are excited to share this evolution in our iconic brand. The hex and eagle remain constant, but in an execution that allows for greater flexibility and consistency in application.

Regards,

Mike Dwyer

**PRESIDENT, MATCO TOOLS**



# HISTORY

## WHO WE ARE

Matco Tools is a manufacturer and distributor of quality professional automotive equipment, tools and toolboxes. We also guarantee and service the equipment we sell.

Matco began operation in 1946 and, since 1979 we have sold our products directly to professional mechanics, enthusiasts, and those who value quality tools through a network of independent franchised mobile distributors. Our franchisees are easily recognized in their white trucks bearing the familiar Matco logo. Today, Matco distributors operate in all 50 states, Canada and Puerto Rico.

Finding a distributor, however, is not the only way to purchase Matco tools. We sell to central purchasing operations and other institutional customers through industrial sales representatives.

Matco is proud of our quality products and our partnerships with our distributors. Together, we offer the best buying relationship in the industry.



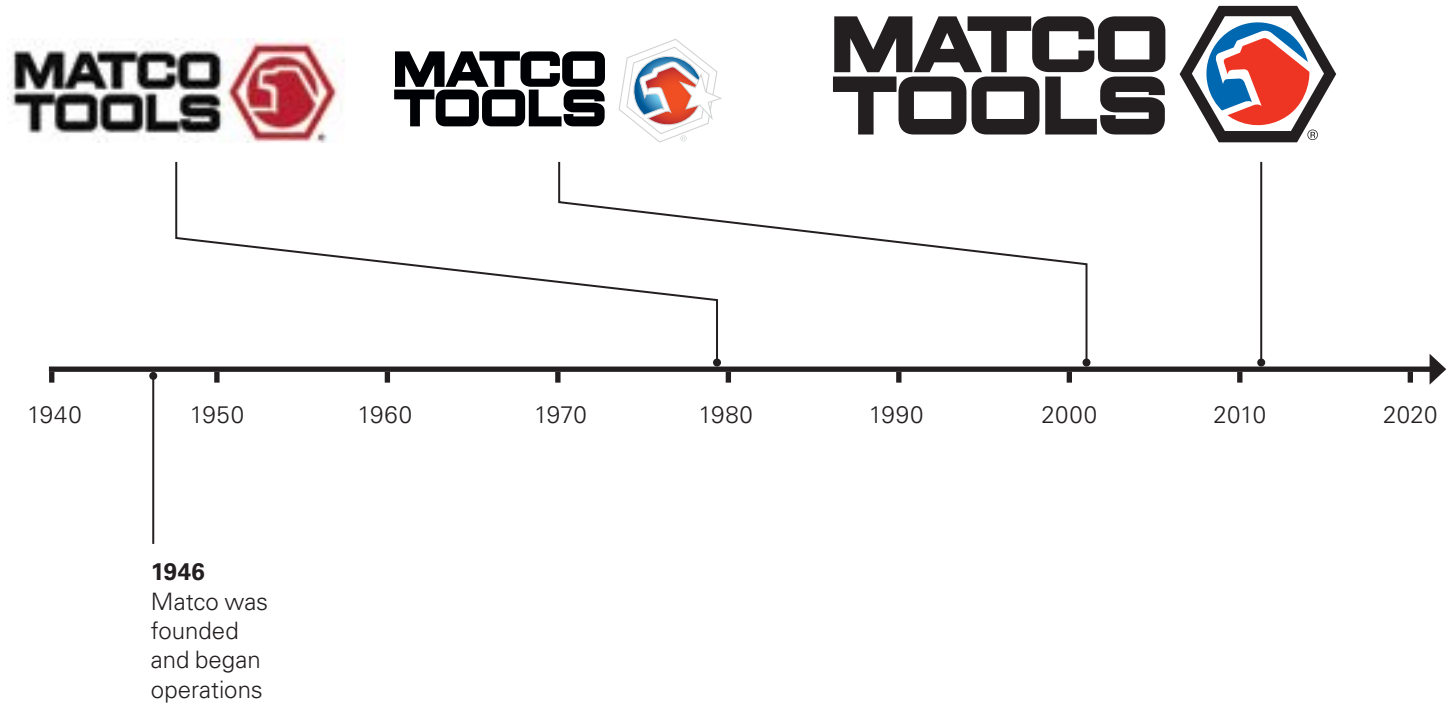
# LOGO

## EVOLUTION OF THE MATCO TOOLS MARK

The current iteration of the Matco Tools logo has been designed to achieve a more consistent and solid presence.

The bolt hexagon is now bolder to make a stronger impression. The color scheme has been simplified to a three-color build as this modification alone will save on production costs in many applications.

Overall, this evolution of the logo will provide a consistent brand representation in all applications, from signage to trade dress.



# LOGO

## CONFIGURATIONS OF THE LOGO

The Matco logo is a registered trademark of NMTC, Inc. and is a distinctive graphic representation of the company name. It may not be altered or manipulated in any other way aside from proportionately scaling the overall size.

The Matco logo is an element used to represent the high-quality professional tools and equipment the company stands behind.

The type that makes up "MATCO TOOLS" within the logo is not a font that can be duplicated.

The primary configuration (top of page) is the recommended first-choice. Should this option not work with for a given application, acceptable secondary configurations (bottom of page) are shown.

The hex can be used by itself provided that "Matco Tools" is referenced somewhere within the piece.

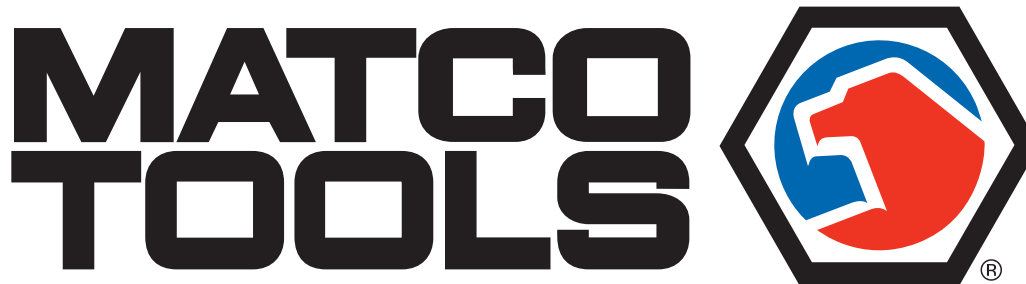
A white field may be placed behind the eagle in situations where contrast of the blue and red is an issue (see next page).

**ABSOLUTE MINIMUM SIZE** Hex must maintain a height of 0.11" as shown below:



® **Note:** The registered trademark is to be removed in cases where it becomes too small to distinguish, or too small in regards to production.

## PRIMARY CONFIGURATION



## SECONDARY CONFIGURATIONS



**DOWNLOAD THE LOGO**

[www.matcotools.com/logos](http://www.matcotools.com/logos)

# LOGO

## WHEN TO USE A WHITE HEX BEHIND THE EAGLE

If optimal contrast cannot be achieved when placing the 3-color logo into a given application, a field of white may be placed within the black hexagon border, behind the eagle.



### TECH TALK

#### THE BRAINS BEHIND A GREAT MATCO TOOL



Matco Tools takes pride in the extensive research and customer communication that go into building new, innovative tools and strong relationships with technicians. We sat down with **Shawn Hardy, Senior Product Marketing Manager**, to understand what it takes to develop quality tools that meet the needs of technicians across the country.

#### LET'S START WITH THE PROCESS. HOW DOES MATCO DETERMINE A PRODUCT IS NEEDED?

We always start with the voice of our customers. We spend time talking to technicians to determine their needs and what will make their job easier. We then combine this with our industry knowledge to come up with the best solution. Sometimes this means making adjustments to an existing product. Other times it means an opportunity for a whole new product.

#### WHAT ABOUT THE ACTUAL DESIGN? IS THERE A FORMULA THAT YOU FOLLOW?

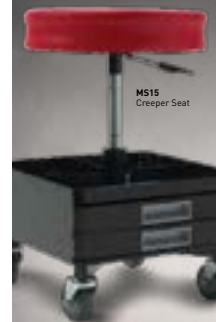
Yes, once a new product is designed and a prototype is produced, Matco holds focus groups and travels across the country to speak one-on-one with technicians, shop owners and our own distributors. We want to ensure that the products will resonate with technicians and will solve or improve their challenges. We will continue to make changes and improve the design until we feel confident with the form, function, quality and design of the products. Our ultimate goal is to provide innovative products that are valuable to the technician at a price that makes sense.

#### DO TECHNICIANS EVER HAVE A GREAT PRODUCT IDEA?

Yes, and they are one of our best assets to remain cutting edge within the tool industry. Because of this, we created the Made by Idea program. If a technician has an idea for an innovative new tool, they can submit it on our website. If we end up using the idea, they can be awarded 2% of the first year sales. If they enter before the end of March, they also have the opportunity to win an iPad® 2.

Want to change the future of the tool industry? Join the conversation by visiting [www.matcotools.com/made-by-idea](http://www.matcotools.com/made-by-idea)

### TAKE A SEAT. GET BUSY.



Sit down and tackle the longest jobs on Matco's adjustable Creeper Seat. With a 300-pound capacity, heavy-duty casters and three storage drawers to keep your tools at your fingertips, you'll save time and trips to your toolbox.



# LOGO

## 1-COLOR OPTIONS

Whether the reason is for simplification in a design or cost savings, the following are one-color options.



DOWNLOAD THE LOGO

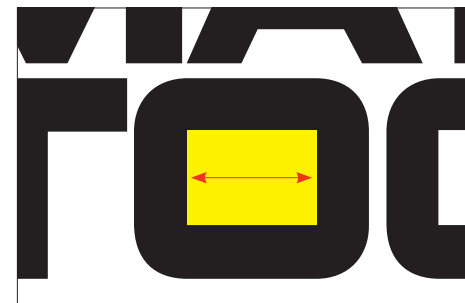
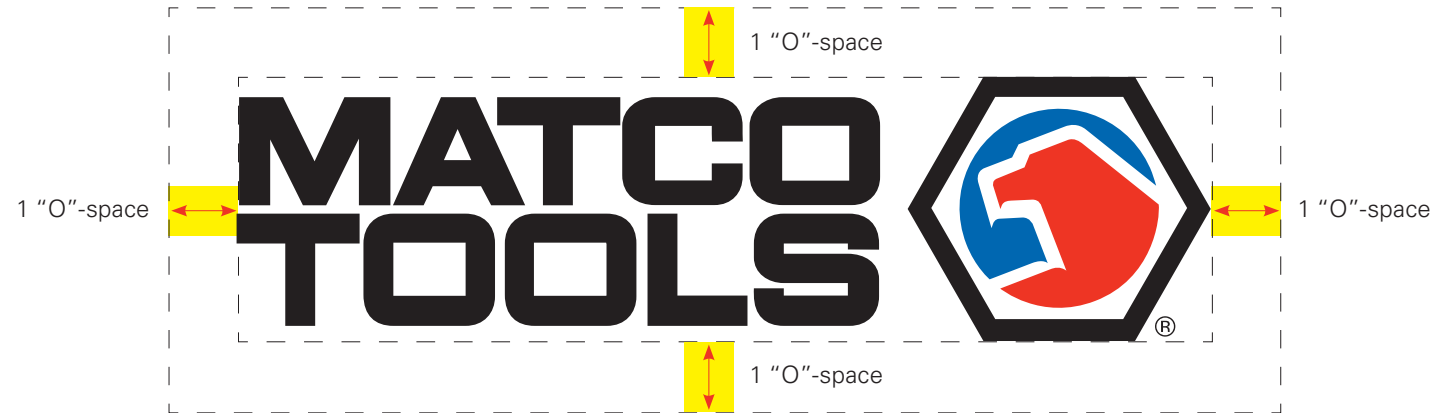
[www.matcotools.com/logos](http://www.matcotools.com/logos)



# MINIMUM AREA OF ISOLATION

## PLACEMENT ON PAGES & PRODUCTS

It is important to allow the Matco Tools logo to “breathe.” The fixed minimum area of isolation prevents any interference with the brand’s mark.



**1 "O"-space:** The width of the opening in the letter "O" within "MATCO TOOLS"

# LOGO COLORS

## APPROVED FORMULAS

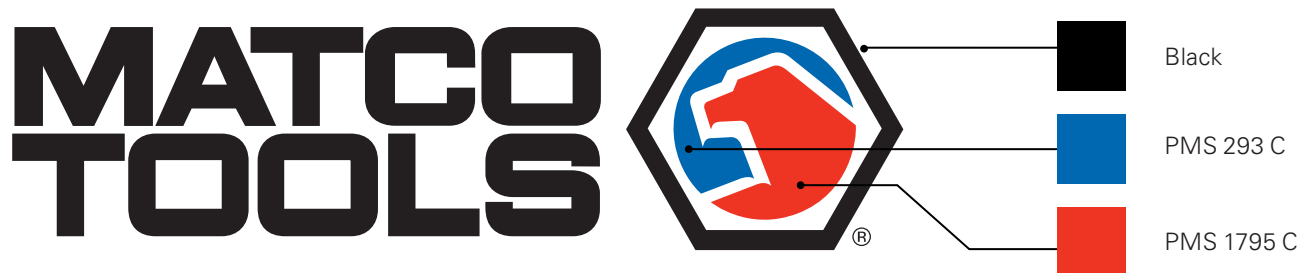
Consistent use of Matco's corporate colors helps to build brand recognition in everything from print materials to signage and fleet graphics.

**PANTONE** The Pantone Matching System (PMS) is a commonly used system of color specifications. This is often referred to as a spot color. Matco Tools' primary colors (Pantone 293 C (Blue), 1795 C (Red), and Black) are used as the baseline to which all color reproduction should be calibrated to.

**CMYK** Cyan, magenta, yellow and black are the process inks that most often are used in printed materials. This printing process is commonly referred to as full-color, or four-color process.

**RGB** Red, green and blue are the hues for light, used in computer screens.

**HEX** Hexidecimal code is designed for use in HTML, CSS and other web applications.



Black



C = 0  
M = 0  
Y = 0  
K = 100



R = 0  
G = 0  
B = 0



Hex = 000000



PMS 293 C



C = 100  
M = 57  
Y = 0  
K = 2



R = 0  
G = 103  
B = 177



Hex = 0067B1



PMS 1795 C



C = 0  
M = 94  
Y = 100  
K = 0



R = 238  
G = 53  
B = 36



Hex = EE3524

For printing on uncoated surfaces



Black



PMS 300 U



PMS 186 U

# LOGO COLORS

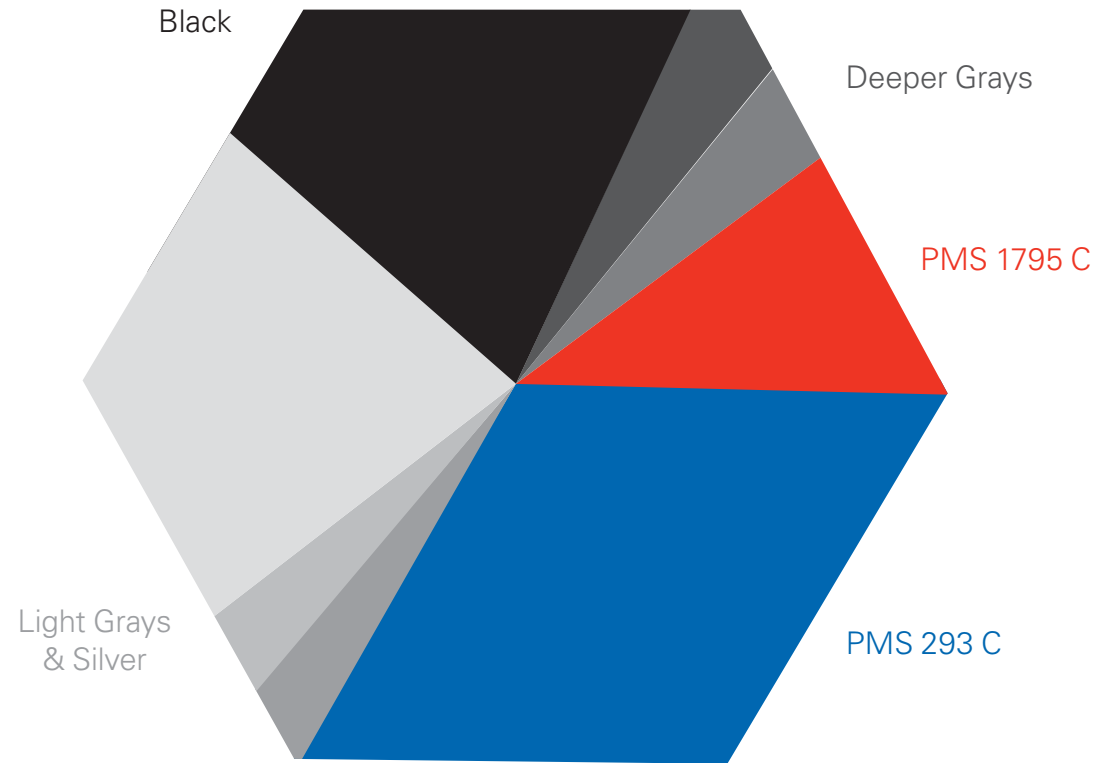
## COLOR BALANCE RATIONALE

Matco's Blue (PMS 293) is a competitive differentiator and should have a large role in any creative.

Matco's red (PMS 1795) should be used to highlight points of interest and energize design.

For a stronger, refined look black and deeper grays should be used for background and accents.

For a lighter, more open look white, light grays and silver should be used.



# TOOLING COLORS

## BURGUNDY

PMS 491 C

C = 32    R = 130    Hex =  
M = 87    G = 49    813033  
Y = 73    B = 51  
K = 33

## BLUE

PMS 285 C

C = 91    R = 0    Hex =  
M = 53    G = 112    0070b9  
Y = 0    B = 185  
K = 0

## GREEN

PMS 362 C

C = 71    R = 74    Hex =  
M = 0    G = 175    4aaf52  
Y = 85    B = 82  
K = 0

## HI-VIZ GREEN

PMS 375 C

C = 46    R = 149    Hex =  
M = 0    G = 214    94d500  
Y = 100    B = 0  
K = 0

## ORANGE

PMS 158 C

C = 0    R = 237    Hex =  
M = 67    G = 111    ed6f22  
Y = 91    B = 34  
K = 0

## PURPLE

PMS Violet U

C = 62    R = 119    Hex =  
M = 74    G = 90    775ab1  
Y = 0    B = 177  
K = 0

## RED

PMS 185 U

C = 0    R = 238    Hex =  
M = 94    G = 53    ee3524  
Y = 100    B = 36  
K = 0

## TEAL THUNDER (Limited Edition 2024)

PMS 3242

C = 51    R = 119    Hex =  
M = 0    G = 204    77cccc  
Y = 22    B = 204  
K = 0

## TOOLS FOR THE CAUSE

### BREAST CANCER

PMS 232 C

C = 5    R = 239    Hex =  
M = 86    G = 63    ef3fa9  
Y = 0    B = 169  
K = 0

PMS 189 C

C = 0    R = 254    Hex =  
M = 46    G = 163    fda3ba  
Y = 7    B = 187  
K = 0

### FISHER HOUSE

PMS 295 C

C = 100    R = 0    Hex =  
M = 84    G = 40    002855  
Y = 36    B = 86  
K = 39

PMS 7407 C

C = 20    R = 198    Hex =  
M = 30    G = 164    c6a345  
Y = 85    B = 69  
K = 5

# TOOL STORAGE PAINT COLORS

## PALE HORSE WHITE



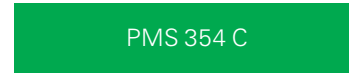
C = 0      R = 0      Hex =  
M = 0      G = 0      ffffff  
Y = 0      B = 0  
K = 0

## SAPPHIRE BLUE



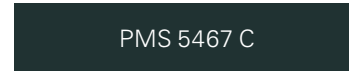
C = 100    R = 15    Hex =  
M = 84    G = 45    0f2d52  
Y = 36    B = 82  
K = 39

## SCREAMIN' GREEN™



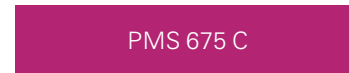
C = 94      R = 0      Hex =  
M = 0      G = 169    00a94f  
Y = 100    B = 79  
K = 0

## THUNDERSTORM GRAY



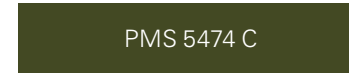
C = 54      R = 32      Hex =  
M = 27      G = 50      203232  
Y = 36      B = 50  
K = 82

## MAGENTA



C = 30      R = 179    Hex =  
M = 99      G = 37      b22372  
Y = 26      B = 114  
K = 2

## MILITARY GREEN



C = 65      R = 66      Hex =  
M = 50      G = 73      434a23  
Y = 94      B = 55  
K = 47

## ELECTRIC PURPLE



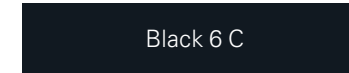
C = 93      R = 51      Hex =  
M = 100    G = 0      37246a  
Y = 18      B = 111  
K = 21

## TALON ORANGE



C = 0      R = 232    Hex =  
M = 80      G = 87      e85721  
Y = 100    B = 33  
K = 3

## OUTLAW BLACK



C = 82      R = 17      Hex =  
M = 71      G = 25      111921  
Y = 59      B = 33  
K = 75

## FIRE RED



C = 0      R = 196    Hex =  
M = 100    G = 18      c4132e  
Y = 81      B = 46  
K = 20

## SUPERCHARGED SILVER



C = 5      R = 204    Hex =  
M = 4      G = 204    ccccca  
Y = 6      B = 202  
K = 16



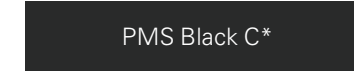
## SILVER VEIN



C = 42      R = 99      Hex =  
M = 33      G = 96      606365  
Y = 33      B = 101  
K = 46



## BLACK VEIN



C = 71      R = 42      Hex =  
M = 64      G = 42      2a2a2a  
Y = 64      B = 42  
K = 66



\* Colors are an approximation as the surface is textured and/or paint contains a metallic flake.

# TOOL STORAGE TRIM COLORS

## BRIGHT CHROME

PMS 877 C

C = 49    R = 137    Hex =  
M = 39    G = 141    898c8d  
Y = 39    B = 142  
K = 3

## BRIGHT BLUE

PMS 288C

C = 100    R = 30    Hex =  
M = 87    G = 55    1d386d  
Y = 27    B = 108  
K = 19

## BRIGHT GREEN

PMS 363 C

C = 75    R = 75    Hex =  
M = 25    G = 139    4a893f  
Y = 100    B = 64  
K = 9

## TACTICAL BLACK

PMS 426 C

C = 74    R = 36    Hex =  
M = 65    G = 39    24282b  
Y = 62    B = 41  
K = 67

## SATIN BLACK

Black 4 C

C = 60    R = 48    Hex =  
M = 66    G = 38    31251c  
Y = 73    B = 29  
K = 71

## BRIGHT PURPLE

PMS 267 C

C = 77    R = 97    Hex =  
M = 97    G = 51    613393  
Y = 0    B = 147  
K = 0

## BRIGHT ORANGE

PMS 152 C

C = 6    R = 230    Hex =  
M = 66    G = 116    e77525  
Y = 100    B = 37  
K = 0

## BRIGHT BLACK

Black 6 C

C = 82    R = 17    Hex =  
M = 71    G = 25    111921  
Y = 59    B = 33  
K = 75

## BRIGHT RED

PMS 194 C

C = 27    R = 160    Hex =  
M = 96    G = 40    a02843  
Y = 66    B = 67  
K = 18

# LOGO INTEGRITY

## EXAMPLE LOGO USE VIOLATIONS

- Screens of colors for the logo
- Unapproved colors of the logo  
(refer to pages 8-9 for approved colors)
- Selectively changing parts of the logo to different colors
- Outlining the logo
- Stretching the logo
- Distorting the logo
- Boxing-in the logo  
(refer to page 7 for area of isolation)
- Using a poor resolution (off the Web, for example)
- Extreme drop shadows
- Setting the black 3-color logo on a dark background
- Setting the white 3-color logo on a light background
- Replacing the text "MATCO TOOLS" with a font
- Adding a dimension effect to the logo
- Orienting the logo vertically
- Arbitrarily resizing parts of the logo
- Applying special effects and graphic treatments
- Knocking the logo out of a busy image

When in doubt, contact our [graphics team](#).

CLICK ABOVE TO  
SEND AN EMAIL



DOWNLOAD THE CORRECT LOGO

[www.matcotools.com/logos](http://www.matcotools.com/logos)



# LOGO PLACEMENT

## ACCEPTABLE LOGO PLACEMENTS

It's important that the logo contrasts well with the background which it is placed on. Area of isolation is also key.



March 8, 2011

I am very pleased to announce that Brian Katzenmeyer has been promoted to the newly created position of Digital Marketing Manager. We all experience the growing impact of the WEB every day from internet ready TVs to social media. It has and will continue to have a profound effect on how we do business and interface with our end customers. Brian Katzenmeyer and his team do an excellent job of administering our WEB site and working with sales to drive franchise recruitment to the next level. We now need to accelerate our efforts on the WEB. Brian's new duties include:

- Collaborate with Marcom Manager to develop and recommend online strategies to meet and exceed brand goals. Lead and execute upon these defined programs within the agreed upon deadline and budget parameters.
- Develop and oversee a variety of digital marketing programs including but not limited to: search marketing, email marketing, online advertising, affiliate networking, sponsorships, mobile, viral, virtual and emerging media.
- Build and maintain a portfolio of focused and vibrant, global viral online communities for MATCO and MATCO distributors via blogging, social media (Twitter, Facebook, digital media sites), social networking, and targeted online communities to increase awareness and market validation.
- Create high buzz/word of mouth/viral marketing and implement innovative marketing techniques that drive cost-effective consumer acquisition and retention.
- Collaborate with IT and staff developers to determine technical standards and best operating practices including hosting services, development language and applications, equipment needs and technical resources.
- Manage web developers including hiring, performance/compensation reviews, technical development, scheduling and work assignments.
- Keep informed of new internet, digital mediums/technologies and consumer outreach vehicles in order to make strategic recommendations on ways our brands can best leverage them.

This promotion reflects our confidence in Brian's leadership and vision to direct our Web activities. Please join me in congratulating Brian.



John C. Green  
VP Marketing and eBusiness





# TAGLINE

**SERVICE. TRUST. RESULTS.™**

When appropriate, the logo may be used in conjunction with Matco's trademarked tagline, Service. Trust. Results.

Font recommended for this zone is Univers.

Before using the corporate tagline, please contact our [Marketing Communications Manager](#).

**CLICK ABOVE TO  
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**Infinitum**

**20V+ 1/2" BRUSHLESS IMPACT WRENCH**

**4 BRIGHT LED LIGHTS**  
Illuminates the work area, checks lighting the way in quarters to help illuminate in tighter compartments.

**ULTIMATE POWER**  
1,600 ft. lb. of Breakaway Torque for top of the line power.

**1,600 OF BREAKAWAY TORQUE**

**IMPROVED DURABILITY**  
Brushless motor technology runs cooler and operates efficiently.

**20V+**  
Improved battery connection design for a secure fit.

**3Ah BATTERY CELL**  
The 3Ah battery has higher capacity cells that reduce the need to charge as often.

**KITS:**  
MATCO 3Ah BATTERY  
MATCO CHARGER  
MATCO 3Ah BATTERY

**BARE TOOLS:**  
Companion charger  
MATCO 3Ah BATTERY  
Companion battery  
MATCO 3Ah BATTERY  
MATCO 3Ah BATTERY can only be used with MATCO 3Ah battery system.

**KITS:**  
Kit includes:  
• 20V+ 1/2" Impact wrench  
• 3Ah+ battery charger  
• MATCO 3Ah BATTERY  
• Bonus tool bit set

**BY THE NUMBERS:**  
• 1000 ft-lb  
• 20V+ motor 1000 ft-lb  
• Maximum torque 1000 ft-lb  
• 3Ah battery system  
• 1000 ft-lb torque  
• 1000 ft-lb torque  
• 1000 ft-lb torque  
• 1000 ft-lb torque  
• 1000 ft-lb torque  
• 1000 ft-lb torque

**MATCO TOOLS**  
**SERVICE. TRUST. RESULTS.™**

**866.289.8665 | WWW.MATCOTOOLS.COM**



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866.289.8665 | WWW.MATCOTOOLS.COM

# TYPEFACES

## USAGE AND RECOMMENDATIONS

The following font families have been selected to give a range of options based on availability and application, while maintaining a similar look and feel.

For headlines, body copy, and all other text:

Univers 47 Light Condensed  
*Univers 47 Light Condensed Oblique*  
Univers 57 Condensed  
*Univers 57 Condensed Oblique*  
**Univers 67 Bold Condensed**  
***Univers 67 Bold Condensed Oblique***  
Univers 45 Light  
Univers 55 Roman  
**Univers 65 Bold**

**Univers 75 Black**  
***Univers 75 Black***  
**Univers 85 Extra Black**  
***Univers 85 Extra Black Oblique***  
Univers 53 Extended  
**Univers 63 Bold Extended**

For when the recommended fonts are not available:

Arial Regular  
**Arial Bold**  
**Arial Black**  
Arial Narrow Regular  
**Arial Narrow Bold**

*Arial Italic*  
***Arial Bold Italic***  
*Arial Narrow Italic*  
***Arial Narrow Bold Italic***



**PURCHASE FONTS**

[www.myfonts.com](http://www.myfonts.com)

# PRODUCT LINES & SUB-BRANDS

## USAGE AND DEVELOPMENT

Occasionally it is necessary to brand a division or special promotion. These sub-brands must always be used in conjunction with the official Matco Tools logo.

Sub-brands of Matco Tools must be approved by the [Marketing Communications Manager](#).

CLICK ABOVE TO  
SEND AN EMAIL



# CO-BRANDING

## GUIDELINES WHEN USING ONE OR MORE BRANDS WITH THE MATCO LOGO

It's important that Matco Tools still exist visually as a prominent partner in any co-branded marketing materials.

Matco Tools logo within layout shown 50% or more in relative size. Still adheres to standards & area of isolation.

**MATCO TOOLS IS NOW THE SOLE DISTRIBUTOR OF MOTOR AUTOMOTIVE DATA BOOKS.**

**MATCO TOOLS** **MOTOR**

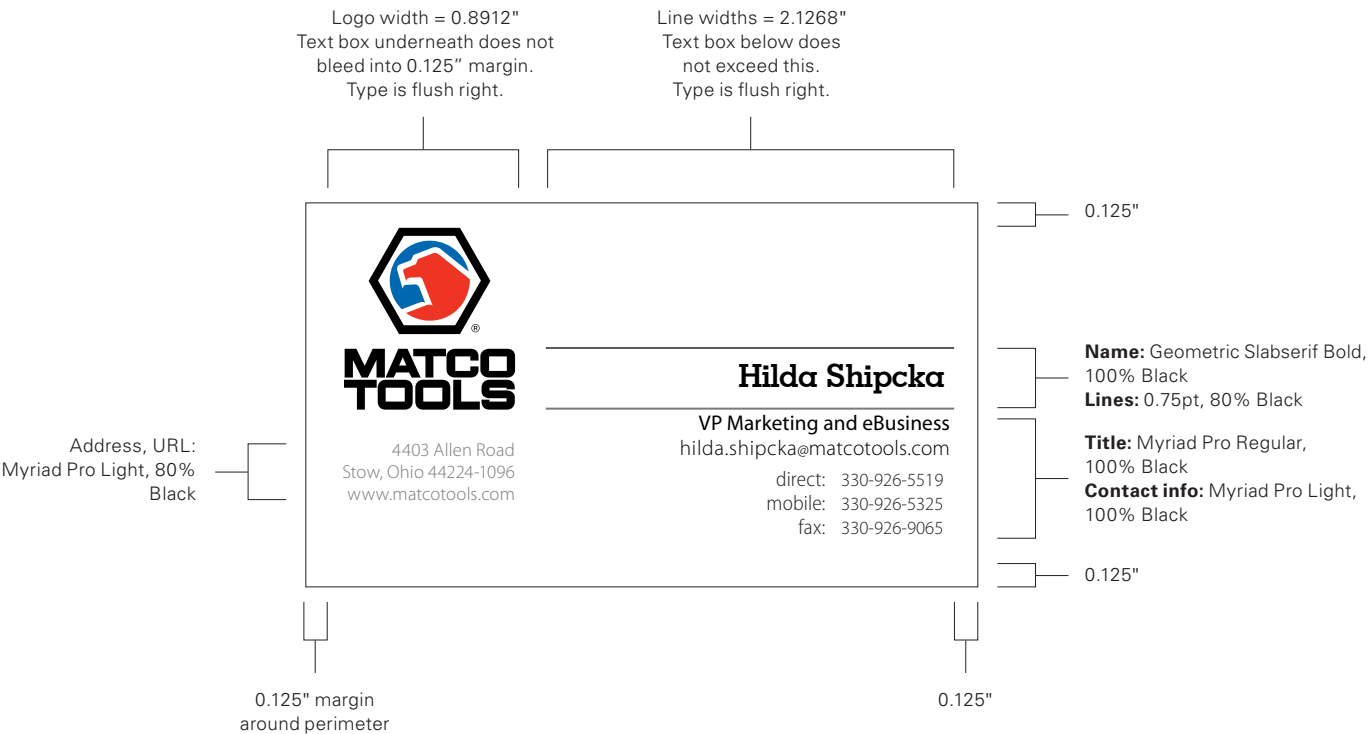
AIR BAG QUICK REFERENCE | BRAKE SPECIFICATIONS & BRAKE BLEED PROCEDURES  
EMISSION CONTROL SYSTEMS | VACUUM HOSE ROUTINGS | HEAVY TRUCK SPECIFICATION GUIDE |  
MEDIUM / HEAVY TRUCK WIRING DIAGRAM MANUAL | HEAVY TRUCK REPAIR MANUAL  
INTERIOR PANEL REMOVAL GUIDE | LABOR GUIDE MANUAL | SPECIFICATION GUIDE  
TIMING BELT AND CHAIN GUIDE | TRANSMISSION FLUID SERVICE GUIDE | TRUCK & VAN LABOR GUIDE  
MEDIUM/HEAVY TRUCK REPAIR MANUAL | QUICK LUBRICATION GUIDE

Matco's expansive distribution network makes it easier than ever to purchase MOTOR products.  
Visit [www.MOTOR.com/manuals](http://www.MOTOR.com/manuals) or call 866-BUY-TOOL (866-289-8665) for more information.

Non-Matco brand shown

# BUSINESS CARD

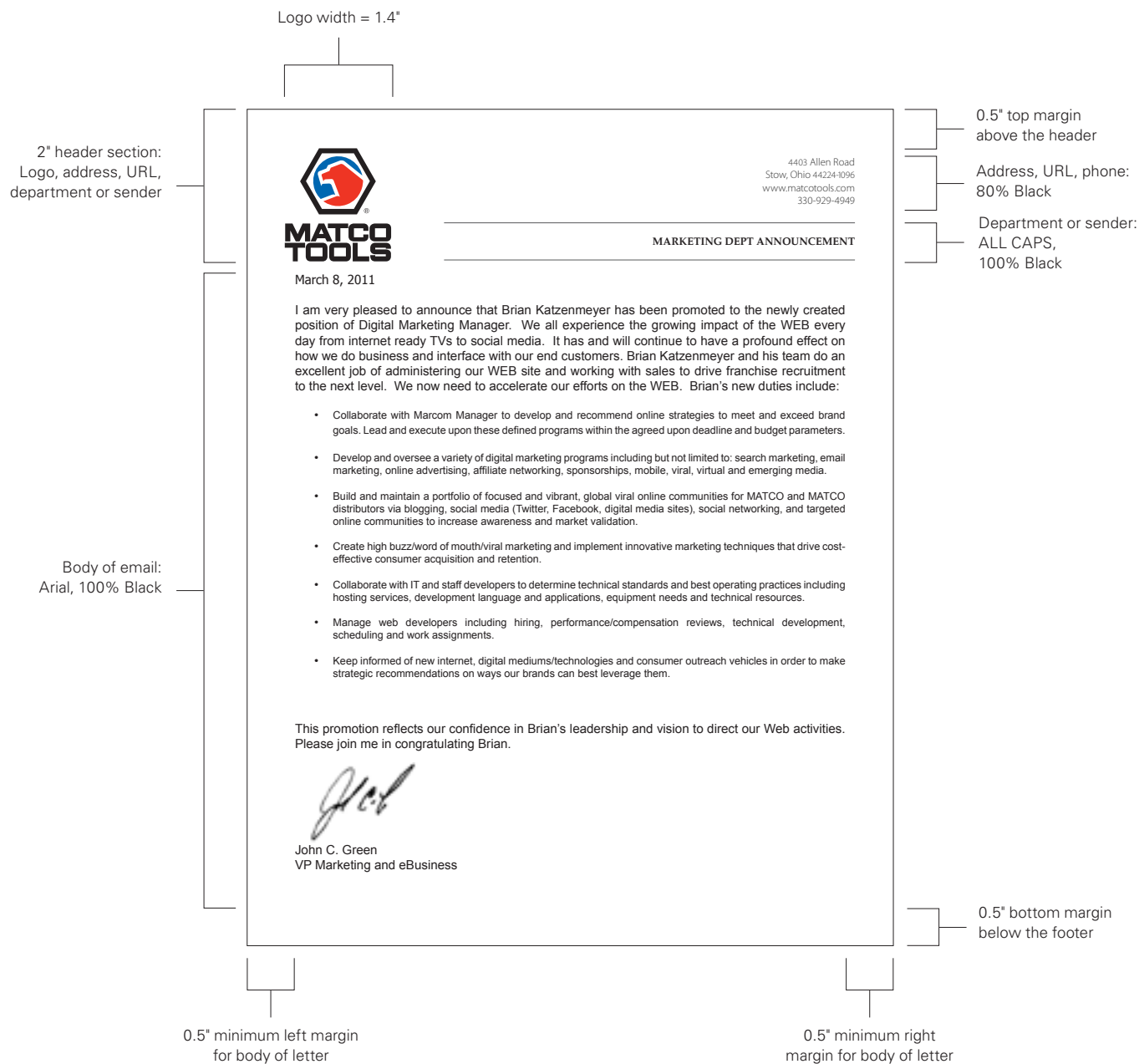
## LAYOUT, FONT & MEASUREMENT GUIDELINES



# LETTERHEAD

## LAYOUT, FONT & MEASUREMENT GUIDELINES

A four color template is shown to the right. A one-color (all black & gray) template is also available for black laser printers & faxing.



## DOWNLOAD THE TEMPLATE

Matco offices:  
file://mtcstwfslsvr01/marketing/Templates

# ENVELOPES


## LAYOUT, FONT & MEASUREMENT GUIDELINES

When addressing envelopes in-office using a computer, if recommended fonts are not available (page 15), Arial should be used.

0.5" minimum  
left and top  
margin


Logo width = 1.125"  
Text box below does not  
bleed into 0.125" margin.  
Type is flush right.

0.25" minimum left and  
top margin



4403 Allen Road  
Stow, Ohio 44224-1096  
www.matcotools.com

Logo width = 1.3653"  
Text box below does not bleed  
into 0.125" margin.  
Type is flush right.




4403 Allen Road  
Stow, Ohio 44224-1096  
www.matcotools.com

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**John Green**  
Authorized Matco Tools Distributor  
4403 Northwest Blvd.  
Greenville, NC 44224-1096

Place  
Stamp  
Here

# POWERPOINT TEMPLATE

## BASIC LAYOUT & FONT GUIDELINES

Use recommended typefaces.

Graphics may be used, but may not interfere with the logo in the upper right corner of the page. If images need to be displayed large, they should not partially overlap the Matco Tools logo or blue bar, or invade the area of isolation.

Full-view slides are the exception in which no part of the template is visible, and the image being shown is extended to all four edges.

Confidentiality slide is required.

**MATCO TOOLS**

**INSERT TEXT HERE**

- Insert key points here
- Insert key points here

**INSERT TEXT HERE**

- Insert key points here
- Insert key points here

**INSERT TEXT HERE**

- Insert key points here
- Insert key points here

Header with logo

Body of slide with imagery or text  
Font: Arial



# PRINT ADS

## BASIC LAYOUT RECOMMENDATIONS

**MATCO TOOLS LOGO** Logo should be displayed prominently, and adhere to the minimum area of isolation (see page 7).

**FONTS** The preferred font for headlines is Univers 65 Bold or Univers 75 Black. The preferred font for body copy is Univers 55 Roman.



The advertisement features a black diagnostic tablet with red protective corners, displaying the MAXFLEXPRO interface. The screen shows three subscription options: 'FULLY-LOADED ANNUAL COVERAGE', 'CUSTOMIZED MONTHLY SUBSCRIPTION', and 'ENHANCED CODE READER/TABLET'. A red and black diagnostic cable is connected to the bottom of the tablet. The background is a blurred workshop setting.

**MATCO TOOLS**  
**DIAGNOSTICS**

**MAXFLEXPRO**

**FLEX** LIKE A PRO

**1 tool, 3 flexible plans to fit your budget.**

The MAXFLEXPRO is an Android™ based diagnostic tablet with a 10.1" touchscreen designed for pure flexibility to meet the needs every automotive technician.

MDMAXFLEXPRO

# COLLATERAL

POINT OF  
PURCHASE



Store dangler



Button



Table tent

SELL  
SHEETS

Front  
& back



DOWNLOAD THE SELL  
SHEET TEMPLATE

Log-on to Supplier Connection

# WEB SITE

## BASIC LAYOUT & FONT GUIDELINES

Adhere to Google Material Design (<https://material.io/>) when laying out web pages.

® **NOTE:** The registered trademark is to be removed in cases where it becomes too small to distinguish, or too difficult to produce clearly.

## IMAGE OPTIMIZATION

How to save images for web for increased response speed.

Choose the right image format. Recommended: JPEG for large colorful photos, and PNG for small or transparent photos/logos. JPEGs are commonly used for product images, photographs, and homepage hero banners/images. PNGs are usually used for logos because they are high-quality and can handle transparency. GIFs can be used for logos but are not optimal because of their limited available colors.

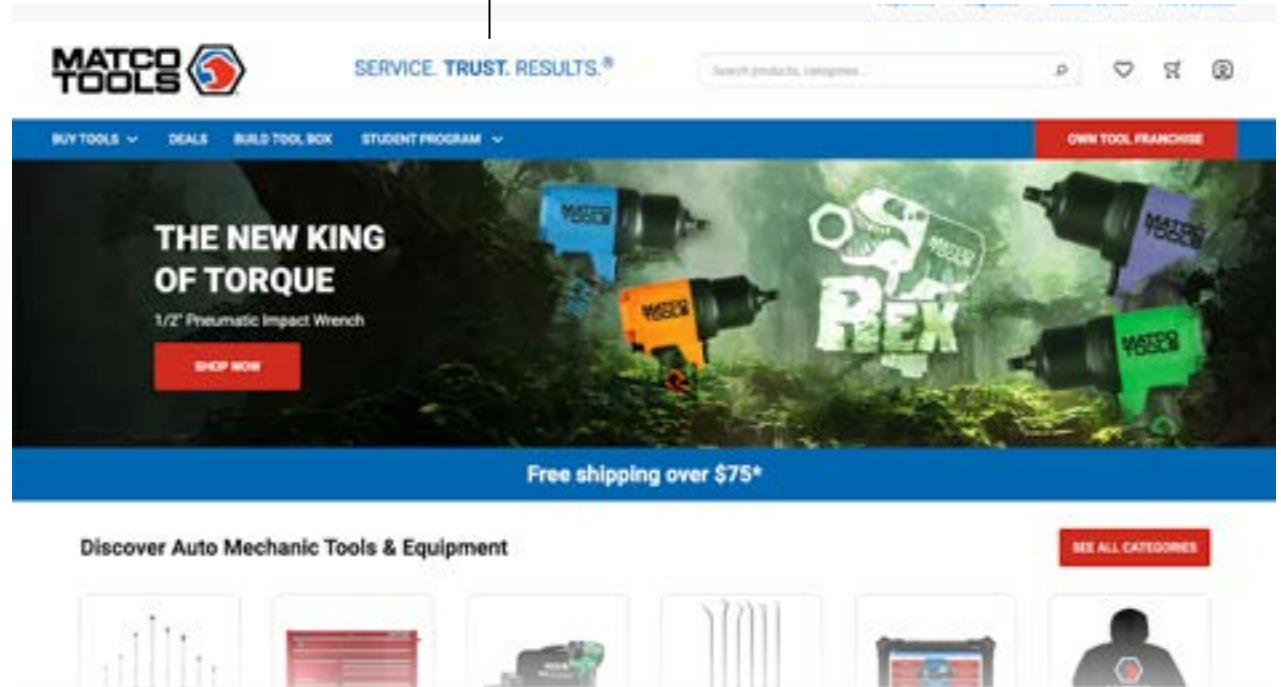
Use image compression for minimum possible size without sacrificing quality. Here are a few image optimization site to use for compression: <https://www.gimp.org>  
<https://imageresizer.com/image-compressor>  
<https://imagecompressor.com>  
<https://kraken.io/web-interface>

## PROMOTIONAL BANNERS

Keep messaging simple and consistent between banners. Make sure Call To Action is clearly visible.

If displaying Matco products, add product name and part number to product.

Tagline should be displayed prominently and appear on home page with the Matco Tools logo.



Recommended fonts

Arial Regular  
**Arial Bold**  
**Arial Black**

Arial Narrow Regular  
**Arial Narrow Bold**  
*Arial Italic*

***Arial Bold Italic***  
*Arial Narrow Italic*  
***Arial Narrow Bold Italic***



Mobile Banner: 320px x 110px



Desktop Banner: 1140px x 110px



# DIGITAL

## SOCIAL MEDIA

Keep messaging simple. Make sure Call To Action is clearly visible if used.

If displaying Matco products, add product name and part number to product.

Social Media Sizes:

### Facebook

Profile Picture: 180 px x 180 px

Cover Photo: 820 px x 312 px

### Instagram

Profile Picture: 110 px x 110 px

Photo Size: 1080 px x 1080 px

Instagram Stories: 1080 px x 1920 px

### YouTube

Channel Cover Photo: 2,560 px x 1,440 px

Video Uploads: 1280 x 720 (Minimum HD)



## MATCO APP

Matco Tools App is available at <https://www.apple.com/ios/app-store/>. Search Matco Tools.

Logo for Distributors and Students needs to have correct indication with logo as to what audience the app is designed for.



General App



Distributor App



Student App

# FLEET GRAPHICS



# SIGNAGE

## EXTERIOR



Maximum impact is achieved by proportionately extending the logo to the largest width possible without touching the edges.

## INTERIOR, STORE



Textures & lighting is permitted. Please be sure to receive approval from the Marketing Communications Manager.

## BACK-LIT GRAPHICS



Here, the logo has been extended to the largest width possible without invading the area of isolation. This maximizes the impact of the brand while protecting the integrity of the logo.



Appropriate area of isolation is kept:



# TRADE DRESS: LOGO

## APPLYING THE MATCO BRAND ACROSS PRODUCT LINES

Matco Tools products come in many forms and sizes and the branding is applied in a variety of application methods. No matter what the size or shape of the imprint area, all applications should reflect Matco's brand mark effectively.


Matco Tools always prefers that the logo and the hex eagle appear together (see primary configuration, top of page). However, with the wide array of imprint areas, we recognize the issues this may cause. We offer several solutions, as outlined here (refer to the acceptable secondary configurations to the right).

Whenever "Matco Tools" (or "Matco") and the eagle hex are side by side, the eagle hex should be positioned to the right of "Matco Tools" (or "Matco").

For all applications, please contact your product manager for appropriate approvals.

® **NOTE:** The registered trademark is to be removed in cases where it becomes too small to distinguish, or too difficult to produce clearly.

 **DOWNLOAD THE LOGO**  
[www.matcotools.com/logos](http://www.matcotools.com/logos)

 **QUESTIONS?**  
 Share PDFs or images of proposed brand tooling with [packaging@matcotools.com](mailto:packaging@matcotools.com)

### PRIMARY CONFIGURATION



### SECONDARY CONFIGURATIONS



**Note:** For Matco's line of toolboxes, 4s, 5s and 6s icons are positioned in the upper left corner next to the toolbox outlets and the Matco logo is positioned in the upper right corner.



When an outlined font is absolutely necessary for production, use Eurostile Extended Black.



# TRADE DRESS: LOGO

## MAINTAINING PROPORTIONS

When it is necessary to utilize a horizontal version of the Matco Tools logo, the baseline and height of “MATCO TOOLS” should align with the inner edge of the hex’s stroke, just as shown in the primary configuration.

For all applications, please contact your product manager for appropriate approvals.

**ABSOLUTE MINIMUM SIZE** Hex must maintain a height of 0.11” as shown below:



® **NOTE:** The registered trademark is to be removed in cases where it becomes too small to distinguish, or too difficult to produce clearly.



### DOWNLOAD THE LOGO

[www.matcotools.com/logos](http://www.matcotools.com/logos)



### QUESTIONS?

Consult your product manager

## PRIMARY CONFIGURATION



## SECONDARY CONFIGURATIONS





# TRADE DRESS: MARKINGS

ACCEPTABLE FONTS TO USE FOR TOOLING PART NUMBERS AND PRODUCT DETAILS

EUROSTILE REGULAR  
**EUROSTILE EXTENDED**

Univers 45 Light  
Univers 55 Roman  
**Univers 65 Bold**

Arial Regular  
**Arial Bold**

**MADE IN USA** Matco permits engraving "MADE IN USA" when applicable. USA should not have any periods between letters.

This can be placed using a simple, approved sans serif font from the list above.

All effort should be made to give the main Matco Tools' logo proper area of isolation (see page 7).



# TRADE DRESS: COLOR

## MAINTAINING CONSISTENT COLOR

The color scheme shown on the right was carefully dictated in order to appropriately differentiate Matco from its competitors while still reflecting Matco's heritage.

When it comes to tooling, our match red color differs from the red found in our logo. This darker, muted crimson gives our tools a more industrial, rugged look and feel.



TOLERANCE 1815 C    TARGET 491 C    TOLERANCE 498 C

The set of color tolerances above displays the Target Color and two limits that deviate from it by specified amounts in vibrancy and darkness. Ideally the color being inspected should match the Target Color (Pantone 491 C). It must not deviate from the Target Color by more than the tolerance limits shown (Pantone 1815 C and 498 C).

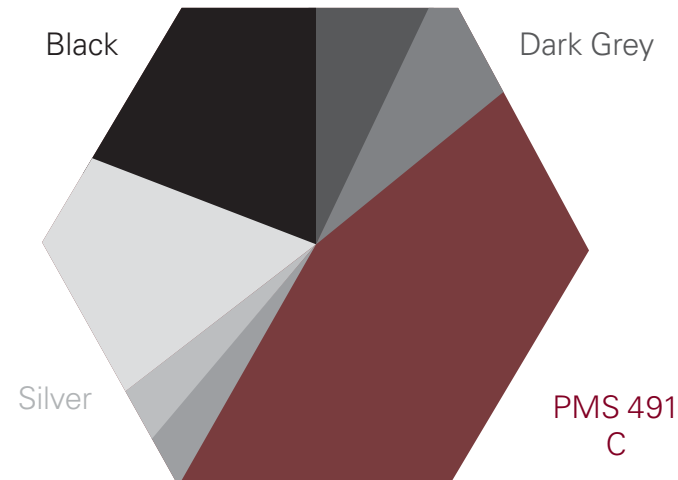
Comparisons should be made by a person with normal color vision under cool white fluorescent as the primary light source and Daylight 6500K the secondary in a light booth with a neutral gray or white surrounding. The surface being inspected and the Tolerance Set must be on the same plane or as close as is practical.

**IMPORTANT:** Due to variances of computer monitors & office printers, do NOT use this page as a guide for matching color. Use an up-to-date, Pantone swatch book.



## QUESTIONS?

Consult your product manager



# TRADE DRESS: CASING

## MAINTAINING CONSISTENT HOUSING

Like the color of our tools, our tools should be presented in a similar fashion in order to appropriately differentiate Matco from its competitors.

When it comes to casing, the grey color speaks to the rugged durability of our product, while contrasting nicely with both chrome & black tools.

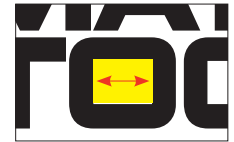
The Matco logo should be embossed on the case as shown maintaining area of isolation and proportions while scaling.

PMS 432 C

ACC #4034



Appropriate area of isolation is kept:



## QUESTIONS?

Consult your product manager

# TRADE DRESS: ADV

## MAINTAINING CONSISTENT BRANDING

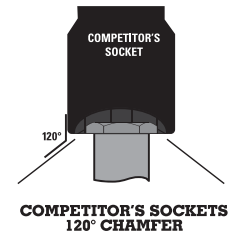
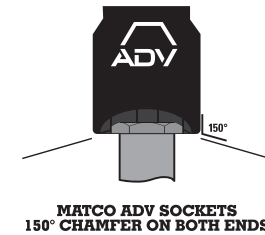
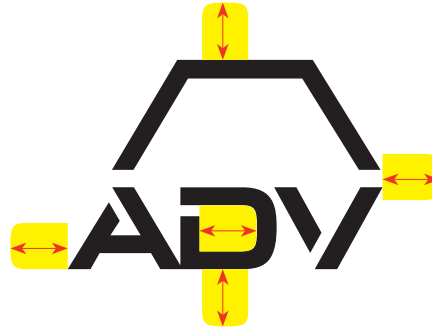
Like the color of our tools, our cases should be presented in a similar fashion in order to appropriately differentiate Matco from its competitors.

When it comes to casing, the maroon color speaks to the rugged durability of our product, while contrasting nicely with both chrome & black tools.

The ADV logo should be embossed on the case as shown maintaining area of isolation and proportions while scaling.

PMS 491C

Appropriate area of isolation is kept:



## QUESTIONS?

Consult your product manager

# PACKAGING

## TEMPLATES & GUIDELINES

In the second half of 2011, Matco introduced a fresh design to be applied to all Matco packaging across the board. Legibility and consistency were two key areas improved upon. The new packaging artwork helps maintain and promote a consistent Matco brand.

Design tools, templates and guidelines for our packaging standards all can be found through Matco's Supplier Connection.

Questions and packaging layouts for approval can be addressed to [packaging@matcotools.com](mailto:packaging@matcotools.com).



Guidelines for packaging creation can be found on Supplier Connection.



### QUESTIONS?

Email the packaging review team at [packaging@matcotools.com](mailto:packaging@matcotools.com)



### DOWNLOAD THE TEMPLATES

Log-on to [Supplier Connection](#)



# BRANDED MERCHANDISE

## APPLYING THE MATCO BRAND TO APPAREL AND PROMOTIONAL PRODUCTS

Matco Tools offers a wide array of apparel and accessory product options. These come in a variety of forms and styles, and the branding ranges from reserved to trendy.

While there is a degree of flexibility for our line of apparel and promotional items, it is important that these items reflect Matco's brand image effectively.

The words "MATCO TOOLS" may be given creative liberties for apparel purposes, **but the eagle hex may not be altered or cluttered** (e.g. it may not become part of a grouping of graphics or incorporated with other images).

Please contact your product manager for appropriate approvals.

## STANDARD BRANDING EXAMPLES



## TRENDY BRANDING EXAMPLES



## QUESTIONS?

Consult your product manager

# IMAGERY: PRODUCT

## SUPPLYING PHOTOGRAPHY

In order to best showcase product, images should be high-quality (minimum 5" x 7", 300ppi, sharp focus) and converted to CMYK.

Product photos should be photographed against a white background. The product should then be outlined with a clipping path, and saved as a Photoshop EPS file.

Please use a side or straight-on front profile camera angle for the most complete, straightforward representation of your product. Product categories should match.

**To determine how other products in your category are shown, please refer to Matco's eCatalog:** <http://www.matcotools.com/ecatalog/preview/#/>.

Remove items from the case or packaging when possible. Items with a large number of pieces may be left in the case and photographed straight-on. Lids may be cropped out when designing the packaging.

## TIPS / QUICK REFERENCE:

- ✓ Always refer to Matco's eCatalog for reference to determine how your product should be shown.
- ✓ Use a side or straight-on front profile camera angle.
- ✓ Make the tool the hero of the shot. A slightly lower camera angle can help create more impact.
- ✓ Remove items from the case to increase detail and attention to the tools/main tool.



## FORMATTING IMAGE FILES

[www.matcotools.com/suppextranet/updates/clipping\\_path.html](http://www.matcotools.com/suppextranet/updates/clipping_path.html)



**Straight-on set**



**Straight-on individual product**



**3/4 view set**



**3/4 view individual product**

## REMOVE ITEMS FROM THE CASE OR PACKAGING WHEN POSSIBLE.

### Shoot Straight-on

Keep tools in a set lined-up in a straight pattern. Product categories should match. Be sure to refer to Matco's eCatalog.



### Set / kit within a quality storage case shoot into or straight-on

An open case typically takes up too much room, and doesn't allow for the details of the main tool to be shown.



## PHOTO NAMING CONVENTIONS

Primary Image: **Part Number**\_ProductImage\_PrimaryImage

Alternate Image: **Part Number**\_AlternateImage\_01, **Part Number**\_AlternateImage\_02, **Part Number**\_AlternateImage\_03, etc.

Lifestyle/In Use Image: **Part Number**\_InUseImage\_01, **Part Number**\_InUseImage\_02, **Part Number**\_InUseImage\_03, etc.

# IMAGERY: PRODUCT

SUPPLYING PHOTOGRAPHY — HARDLINE

## Sockets



### With Rail

- On rail
- Shot straight on
- Smallest to largest, left to right
- Can see slightly inside sockets
- Matco logo is facing up and visible
- Chrome is bright and shiny and has no color tint



### Extensions

- Horizontal
- Spacing in between (about 1/4")
- Aligned
- Longest to shortest, top to bottom



### ADV

- 3/4 profile, rotated counterclockwise about 15°
- Touching
- Smallest to largest, left to right
- No distortion in perspective

### Single Socket

- Straight on
- Can see slightly inside
- No distortion in perspective



### With Case





# IMAGERY: PRODUCT

## SUPPLYING PHOTOGRAPHY — HARDLINE

### Ratchets



- Horizontal
- Chrome is bright and shiny and has no color tint
- Head facing down (can flex if flex head)
  - Flex head about 25°



- Able to see logo on head and ratcheting mechanism
  - Rotated towards back about 25°

### Breaker Bars



- Head flexed at about 60°



- Same handle position as ratchets

### Wrenches



- Laid out vertical
- Sizing going smallest to largest, left to right
- Close but not touching
- Lined up across bottom
- Chrome is bright and shiny and has no color tint

### Screwdrivers



- Vertical
- Smallest to largest, left to right
- Bottoms lined up
- Like tips together

# IMAGERY: PRODUCT

## SUPPLYING PHOTOGRAPHY — HARDLINE

### Pliers



- Pliers laying up on one handle
- Largest to smallest, top to bottom
- Jaws slightly open
- Handles lined up, right aligned
- Set rotated about 20° counterclockwise
- Head and jaws facing forward

### Pry Bars



- Largest to smallest, top to bottom
- Handles lined up, right aligned
- Slight spacing in between, not touching
- Tip pointing forward and upwards if curved
- Set rotated about 18°

# IMAGERY: PRODUCT

SUPPLYING PHOTOGRAPHY — HARDLINE

## Scrapers



- Vertical
- Slight profile to show scraper angle
- Slight spacing in between, not touching

## Hooks/Picks



- Vertical
- Straight on
- Slight spacing in between, not touching

## Hammers



- 3/4 profile
- Angle about 60° to give the illusion that the hammer is falling forward
- Remove any labels

## Chisels/Punches



- Vertical
- Smallest to largest, left to right
- Slight spacing in between, not touching

# IMAGERY: PRODUCT

SUPPLYING PHOTOGRAPHY — HARDLINE

## T-Handles



- Line tips up, then rotate about  $63^\circ$  towards back right corner
- Smallest to largest, left to right
- Want tips to be prime focus

## Files



- Blades front
- Handles lined up largest to smallest, top to bottom
- Slight spacing in between, not touching
- Rotated about  $47^\circ$  towards right top corner

# IMAGERY

## SUPPLYING PHOTOGRAPHY

Application shots should also be supplied, if readily available and acceptable in quality (minimum 5" x 7", 300ppi, CMYK).

The examples on the right showcase a variety of acceptable product-focused application photography. Tool is always the primary focus, followed by the application and environment in which it is being used.

When possible, it is ideal to have the Matco brand facing the camera, and in full view.



## PRODUCT VIDEOS

Must be 2 minutes or less.

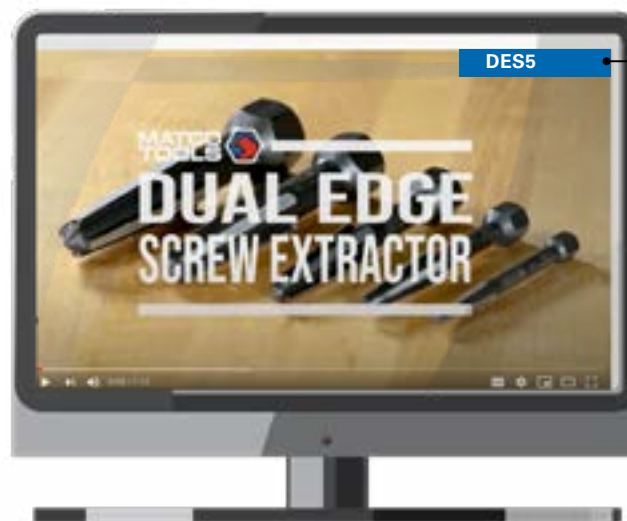
No competitive product featured in the video.

Use Intro and Extro slide (provided) with Matco logo and hex background for consistent look across videos.

Spokesperson should wear Matco or non-branded apparel.

Feature appropriate safety gear during applicable demonstrations.

Heavy product demo with in-use shots as much as possible.



Include part numbers on the screen.

Specs:

- MP4 format is recommended.
- Minimum resolution of 720 dpi.
- Use simple font style (Arial, Helvetica).

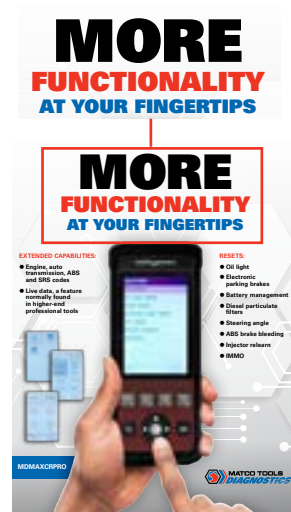
# VOICE MESSAGING

## CONCISE. STRAIGHT-FORWARD.

Every day our distributors build relationships with technicians – and they build trust. Their straight-forward, honest and friendly approach is a noted trait of our most trusted and successful Matco distributors.

The Matco voice, or our written personality, should reflect this friendly, straightforward and honest approach. We want our brand's voice to reflect this in our training materials, campaigns, product introductions and marketing materials. Simple, honest and to the point. This fragmented style should be integrated into headlines and call-out text whenever possible.

### Training, sales and educational



### Product launches



### Packaging



### Campaigns

