Brand manual

2024 Edition

Chicago Pneumatic

Contents

1. INTRODUCTION

The Chicago Pneumatic brand is a valuable asset that represents who we are and what we offer. This manual defines how we communicate the brand to safeguard consistency and alignment.

1.1. INTRODUCTION

The Chicago Pneumatic brand has a proud history spanning over 12 decades.

Since 1901, it has represented reliability and innovation. From designing the first impact wrench to delivering for time-sensitive and challenging modern infrastructure projects, each decade has witnessed the evolution and transformation of our brand.

Chicago Pneumatic is a part of the Atlas Copco Group and we closely follow the Group's Mission, Vision and Core Values to guide us ahead. To know more, refer to the manual *here*.

1.2. BRAND PROMISE AND BOILERPLATE

A brand promise is a statement that combines core competence and business culture into a unique expression of value for all stakeholders. It connects with our customers emotionally and is the differentiator that sets us apart. The brand promise is extensively used internally and externally to remind and reinforce what Chicago Pneumatic stands for.

The boilerplate is an important piece of standardized text that clearly and concisely sums up the brand's mission, vision and outlook. It is normally affixed to specific pieces of corporate communication, such as press releases.

Brand promise

It is recommended that the English version of the brand promise be used as far as possible to retain the essence and power of the promise. For translation of the brand promise, contact the Chicago Pneumatic Brand Council.

There are two formats: one horizontal and one vertical. The promise is always written with a capital "P" and a full stop after each word. The font of the brand promise is Arial Bold; however, when the promise appears in the body text, it should not be bold.

Horizontal lockup:

People. Passion. Performance.

Vertical lockup:

**People.
Passion.
Performance.**

- Preferred lockup for all communication collateral
- Can be used on primary colors

- Preferred when there is limited horizontal space
- Can be use on primary colors

Note: For usage of the brand promise in communication collateral, please refer to section 2.2 & 4.

Brand boilerplate

At Chicago Pneumatic we have a passion for performance and long-lasting partnerships. Since 1901, we have been committed to reliability based on technology and trust.

Note: For usage of the boilerplate in communication collateral, please refer to section 2.8.

1.3. BRAND BUILDING AND MESSAGING FRAMEWORK

The messaging framework is vital in building a strong brand with a clear identity. It explains how we express ourselves and how our dealers and customers should perceive us today and going forward.

Our brand promise 'People. Passion. Performance.' explains our philosophy. 'People' explains out relationships and emphasizes that we are not only about products alone. 'Passion' is about customer commitment and conveys energy and ambition. 'Performance' is about delivering with the promise of consistent quality, thereby creating greater value for our dealers and customers.

People.	Passion.	Performance.
Words that define the brand promise and identity		
Global partner network	Legacy	Reliability
Local support	Trust	Intelligent technology
Problem-solving R&D	Commitment	Durability
Application expertise	Loyalty	Safety & ergonomics
Technical support	Pride	Innovation
Relationships		Availability & deliverability
Messaging framework based on the above words		

What's so special about Chicago Pneumatic People?

- *We manage your productivity through a global network of service and support*
- *Our people are passionate about solving your problems*
- *It's our business to keep your business up and running wherever you are*

The Passion that builds the brand

- *120 years of passion for performance*
- *We are passionate about improving your productivity*
- *We are family – a global network with local expertise*

Caring for your Performance

- *Performance that stands the test of time*
- *Intelligent technology you can trust*
- *Hardworking products designed for safe operations wherever you are*

1.4. BRAND PERSONALITY

Every brand has a set of characteristics that defines their personality. Understanding what these are helps develop a consistent and authentic character for the brand, which comes across in the choice of visuals, tone of voice and even service policies and processes.

In light of our legacy and brand promise, Chicago Pneumatic's dominant traits are competence, intelligence and reliability.

Application expertise

Loyalty

Commitment

Pride

Relationships

Trust

Intelligent technology

Legacy

Safety & ergonomics

Durability

Innovation

Availability & deliverability

Global partner network

Reliability

Local support

Problem-solving R&D
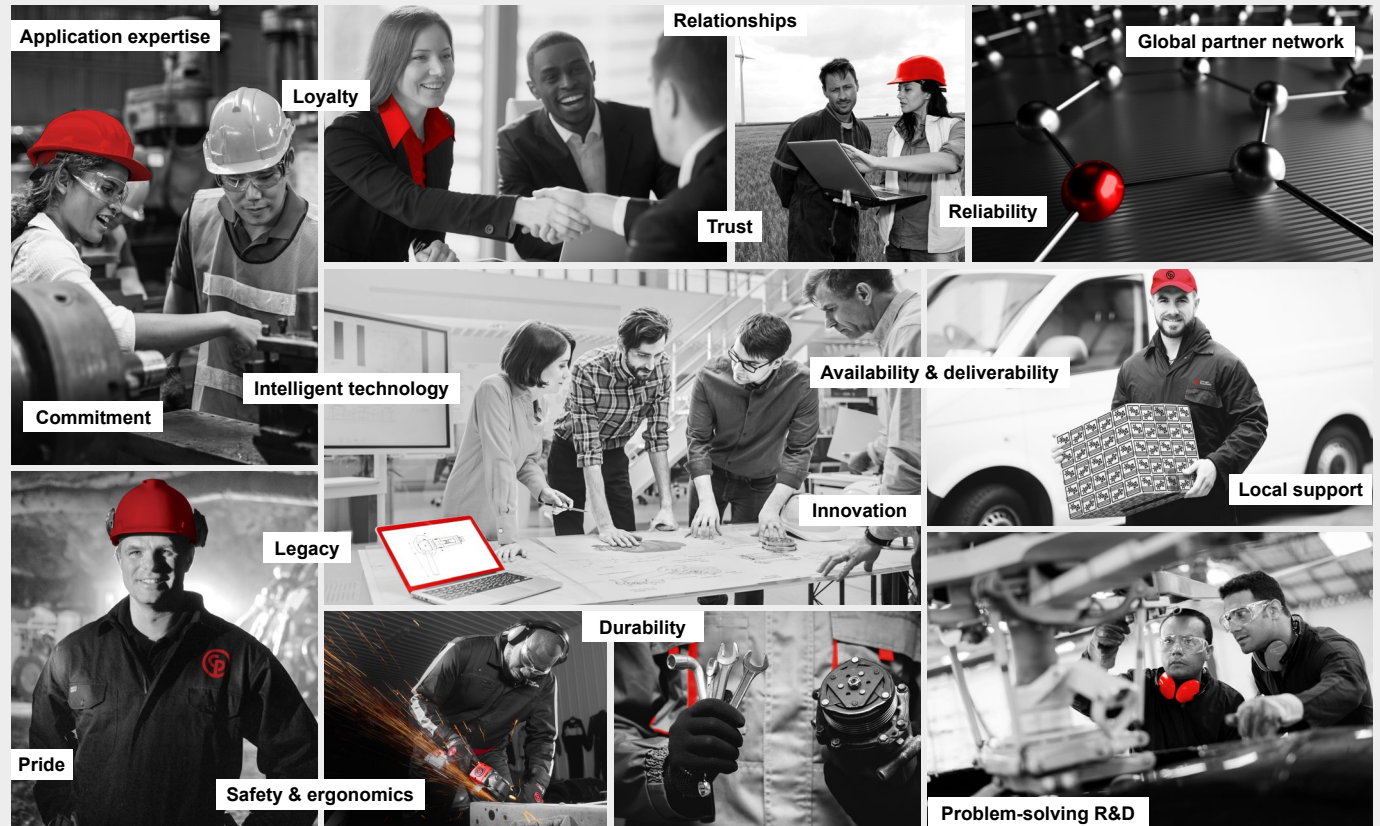
1.5. EMPLOYEE VALUE PROPOSITION

The Employee Value Proposition (EVP) is a dimension that is focused on our offerings to all our employees - present and future. Being a part of our Group common messaging framework, with the EVP we highlight our mission-driven culture and how we empower our workforce and to act and drive their own development independently.

We also offer an opportunity to work with the latest technologies in a caring environment where continuous learning and global opportunities are part of the package.

Visit the Employee Value Proposition page to know more.

Note: In addition, the legal entity must also always be clearly visible on the contract, as an employment contract is signed with a legal entity and not with a brand.

1.6. TONE OF VOICE

Our tone of voice reflects our brand personality. We primarily use the first person 'we' when referring to our brand, not the third person 'it'.

For example, 'We offer world-class products', instead of 'Chicago Pneumatic offers world-class products.'

Our tone of voice

Language should be simple and easy to understand for all stakeholders. Avoid using metaphors and be specific instead.

Our tone of voice is as follows:

- Passionate and confident
- Clear and impactful
- Down-to-earth and friendly
- Interesting and engaging
- Professional and expert

Examples:

Passionate and confident
"Our people start every single day with a passion to research, develop, manufacture and deliver new products that are meant to meet your needs."

Clear and impactful
"Our pledge to you is as follows: People. Passion. Performance."

Down-to-earth and friendly
"It is simple, really. You have work to do, customers to serve. CP is there to help you get the job done."

Interesting and engaging
"We have been a part of iconic projects, including the Empire State Building and the Golden Gate Bridge."

Professional and expert
"Correctly applied torque is vital for maintaining the safety of a vehicle and its passengers."

Language

1st person ●━━━━━━	3rd person
Passive ━━━━━●	Active
Positive ●━━━━━━	Negative
Formal ━━━━━●	Approachable

Tone

Technical ━━━●━━	Easy
Engaged ●━━━━━	Detached
Serious ━━━━●━	Interesting
Informative ━━━●━━	Entertaining
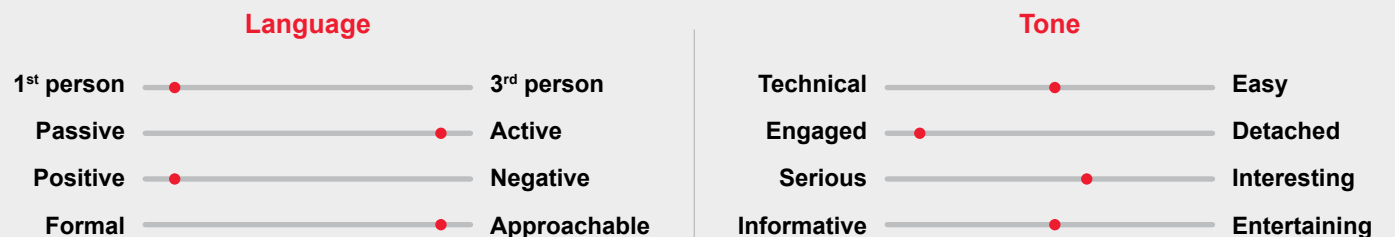
Note: Some scales do not mark opposites but perspectives that can be applied simultaneously.

1.7. STYLE GUIDE

Our written style is focused and direct. When it comes to spelling and style, we follow the conventions of US English. Where there is scope, be conversational as a means of building engagement and creating interest. Write positively, and avoid negatives (e.g., don't and can't) except in case of cautionary instructions.

Headlines and body text

All headlines/titles must be in bold. Headlines must be in sentence case. For main headlines (level 1) of printed material, use Arial. Body text will be in sentence case, and proper nouns and job titles will be capitalized.

Company name in body text

✓ Chicago Pneumatic

✗ CHICAGO PNEUMATIC

Date/time | Measurement and units | Decimals

This will be decided by offices in each country according to their own country/language rules.

Usage of '&'

Ampersands (&) are acceptable when used in trade names, formal names and lists. They should not be used within body copy.

Acronyms and abbreviations

Write in full the first time, followed by the acronym/abbreviation in brackets; thereafter, use the acronym on its own.

Job titles

Capitalize the job titles of Chicago Pneumatic employees. When referencing job titles for people outside of Chicago Pneumatic, use lower case.

Product manager (external reference)

Product Manager (Chicago Pneumatic employee)

Range

Use a unspaced en dash to denote a range, e.g., 280–320 V.

Regions and areas

Specific regions – uppercase
E.g., the North West, South East

General areas – lowercase
E.g., northwest England, the south east

References to countries

✓ UK

✓ USA

✓ European Union (EU)

✗ U.K.

✗ United Kingdom

✗ U.S.A.

✗ United States of America

Spellings

We use US English spellings in all countries except the UK where we use International spellings (UK standard).

✓ recognize

✗ recognise

1.8. BRAND GOVERNANCE

Chicago Pneumatic is a part of the Atlas Copco Group and falls under the Group's brand governance model. The Chicago Pneumatic Brand Council is responsible for the Chicago Pneumatic brand, which is a centrally governed brand.

The newly created brand governance model is to enable brand management in our decentralized organization, ensuring we stand true to our vision "First in Mind—First in Choice".

Brand association model

The Atlas Copco Group has a brand association model which includes many brands we are proud of. This allows brands to leverage on the strength, strategy and culture of the Group while maintaining their unique value proposition. The model consists of three association levels:
Endorsed association | Sub-association | Discrete association

Chicago Pneumatic falls under Sub-association: Leverages own brand name while showcasing association with Atlas Copco Group. This will apply to many brands. The brand will maintain and continue to develop its own distinct identity, while association to the Group will be visible in communication with external stakeholders.

Refer to this page to understand the sub-association model in detail.

1.9. COPYRIGHT INFORMATION

Copyright information is NOT legally required on our marketing material. We automatically own the copyright of anything we produce.

Copyright information

If you use the copyright symbol on any marketing publication, it must be followed by the name of the local legal entity after the copyright symbol. The symbol followed by Chicago Pneumatic is meaningless, as Chicago Pneumatic is not a legal entity.

The small print on the back of a Chicago Pneumatic brochure or catalog would include, for example, the following:

© (Local legal entity name), (country), (month year), (part number)

1.10. ACCESSIBILITY GUIDELINES

Guidance for designers, developers and content creators

Chicago Pneumatic recognizes every individual's unique and different needs and abilities. Taking accessibility into account helps us provide a better user experience for everyone, and we strive for having our content available to anyone, regardless of their individual capability.

We aim to:

- Give all users the same quality of experience
- Adapt to users and situations and needs
- Create general awareness internally about the importance of being accessible to everyone
- Include accessibility as a core requirement within the communities of our developers, designers and editors

More on accessibility guidelines here

1.11. RESPONSIBILITY AND CONTACTS

Chicago Pneumatic Brand Governance

Chicago Pneumatic Brand Governance is responsible for the visual identity of the Chicago Pneumatic brand, which includes the following:

Providing a brand identity manual

- Ensuring that the guidelines are clear and easy to understand and follow
- Keeping the brand manual updated
- Providing training and support to all Chicago Pneumatic communication professionals

Divisions

Communications managers in the divisions using the Chicago Pneumatic brand are trained in the brand positioning program and will provide guidance on the brand guidelines.

The communications managers should do the following:

- Safeguard the implementation of the guidelines that apply to the Chicago Pneumatic brand
- Provide training and support
- Continuously follow up on the guidelines through internal audits and correct any deviation

Role of the Chicago Pneumatic Brand Council

The Chicago Pneumatic Brand Council safeguards and develops the Chicago Pneumatic brand and trademarks and has representatives from each Business Area, Corporate Communications and the Legal Department.

More information about the *Brand Council* can be found in the Communication Forum in the Hub.

Please contact your divisional communications manager or regional corporate communications manager for more detailed information.

2. BASIC IDENTITY

The basic identity is the foundation of the brand building framework. This includes information about the logo, colors, typography and brand promise. Utmost care should be taken while using these elements so that the brand is portrayed strongly and uniformly across all communication.

2.1. LOGO

The logo is the face of our business. It is the most important expression of the brand. Utmost care has to be taken in its usage, representation and application.

This section shows the correct way of using the logo.

⚠ **DO NOT**

- *Stretch, skew or manipulate the logo in any way*
- *Alter the color of the logo*
- *Recreate the logo*

Our logo

The logo must never be altered or tampered with. The logo consists of two elements – the Chicago Pneumatic ring and the Chicago Pneumatic name. Always ensure that the logo is clearly visible against the background.

Free space/restricted area

Minimum free space – print material

To ensure maximum prominence and legibility, the Chicago Pneumatic logo should always be surrounded by a minimum area of free space on all four sides. The size of the free space (X) is 70% of the Chicago Pneumatic ring height (Y).
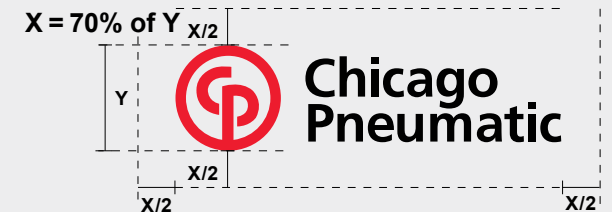
If the height of the Chicago Pneumatic ring (Y) is 10 mm, then the free space (X) will be 7 mm. Refer to the illustration shown below.

Standard minimum free space around the logo

X = 70% of Y

Minimum free space – digital usage and giveaways

Half of the free space (X/2) is used for display signs, promotional merchandize and digital applications.

X = 70% of Y

2.1. LOGO

Logo color usage

The permitted colors for the Chicago Pneumatic logo are Chicago Pneumatic red, black and white. No other colors should be used.

The logo consists of the Chicago Pneumatic ring in red and brand name in white on a black background.

The red Chicago Pneumatic ring stands for passion and should be used as much as possible. Therefore, black and white versions of the logo should only be used when color printing options are not viable or when there are no color printing options.

Standard usage

- Preferred use in all collateral
- Preferred for merchandise or promotional material where color printing is possible

Black and white

Red background

Light background

- Preferred for single color printing
- Merchandise or promotional material

2.1. LOGO

Logo restrictions

Do not modify the logo.

Do not alter the colors of the logo.

Do not use the logo with color gradients or poor quality images.
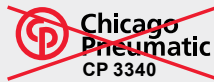
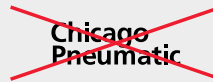*Do not change the proportions of the logo.*

Do not outline the logo.

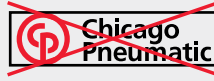*Do not add any effects to the finished logo.*

Do not attach text to the logo.

Do not split the logo.
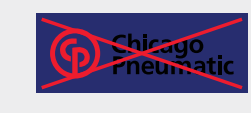
Do not place the logo on a white or black square.

Do not disregard the free space around the logo.

Do not change the orientation of the logo.

Do not place the logo on a busy or dark background.

Do not use the CP ring by itself.

2.1. LOGO

When you do not have enough space to use the Chicago Pneumatic logo in its entirety, you may use the Chicago Pneumatic ring in exceptional cases as described here.

⚠ DO NOT

- *Stretch, skew or manipulate the CP ring in any way*
- *Alter the color of the CP ring*
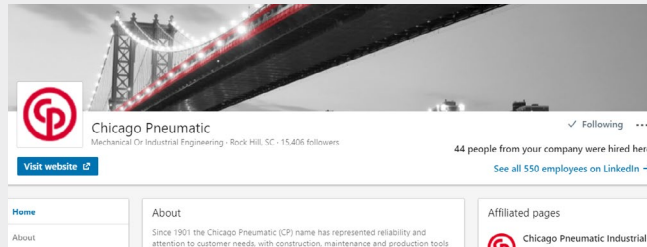- *Recreate the CP ring*

CP ring usage – exceptions

Always use the correct CP ring and only on black, CP red and white backrounds as shown here.

Digital environment

- For social media avatars due to limited space
- For favicons due to limited space
- Wherever it is not possible to fit the full logo or where visibility is limited

Example: LinkedIn page

Example: Website

For certain cases with giveaways

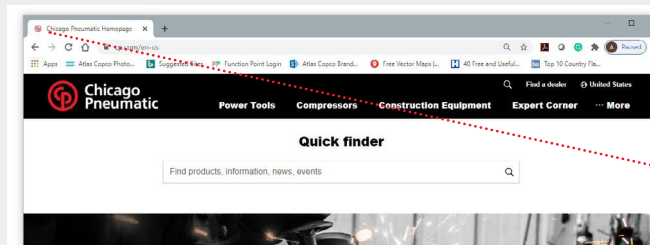- Only if enough space for the full logo is not there or if the circle offers differentiation (e.g., stickers)

Example: Website favicon

2.1. LOGO

CP product logo

The product logo is created specifically for use on Chicago Pneumatic products and should be clearly visible on all products.

The product logo is not to be used for general branding or communication material. It is to be used solely for product branding.

For more details, refer to the product design guidelines on *the Hub*.

CP product logo

⚠ DO NOT

- *Use the CP product logo for general branding or in communication material*

Note: The colors and branding on our products must be accurately depicted according to the current product branding guidelines

2.2. LOGO AND BRAND PROMISE

The place and size of the logo must follow the brand identity rules for the communication material. This builds a strong brand identity. Refer to the table here for information on the size and placement of the logo and brand promise.

Format/Page size	Logo size width mm	Brand promise size width mm
US letter	43.18	64.77
A3	59.4	89.1
A4	42	63
A5 – Portrait	29.6	44.4
Poster 500 x 700 mm	100	150
Poster 700 x 1000 mm	140	210
Roll-up 850 x 2250 mm	283.33	-
Roll-up 1000 x 2000 mm	333.33	-

⚠️ **NOTE**

- *Brand promise font should always be in Arial Bold.*

Brand promise can only be used on the following backgounds/primary colors. The font must be Arial Bold.

People. Passion. Performance.

People. Passion. Performance.

People. Passion. Performance.

People. Passion. Performance.

People. Passion. Performance.

People. Passion. Performance.

People. Passion. Performance.

People. Passion. Performance.

Note: For color palette, refer to page 22.

2.3. COLORS

Our color palette has eight colors: four primary colors and four secondary colors. Each secondary color has an associated tint, which must always be used in combination with the main color.

Red, black, gray and white are the Chicago Pneumatic brand colors. The primary brand colors are of equal importance and should always appear in full tone. These colors should not be darkened or lightened, and their opacity must not be altered.

⚠️ **DO NOT**

- *Use any of the secondary colors as the dominant color*

For text, only use 100% black (CMYK 0 0 0 100).

Primary brand color palette

The Chicago Pneumatic red and Chicago Pneumatic black play a vital role in establishing a clear and a powerful image of the brand. These are the most important colors in our visual identity and should always be the dominant colors in communication material and other visual applications.

Primary colors

CP Red

CMYK 0 100 91 0
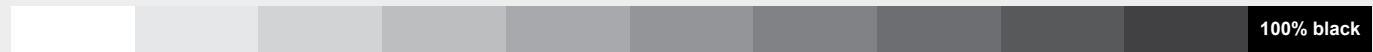RGB 237 28 46
Pantone® 485 C
HEX #ED1C2E

CP Black

CMYK 30 30 30 100
RGB 0 0 0
Pantone® Black
HEX #000000

Light Gray

CMYK 0 0 0 30
RGB 204 204 204
30% of Pantone® Black
HEX #CCCCCC

White

CMYK 0 0 0 0
RGB 255 255 255
Pantone® White
HEX #FFFFFF

100% black

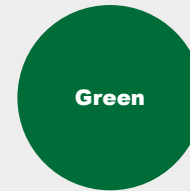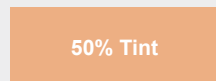The colour palette can be extended to include grey tones ranging from white to black.

Secondary colors

Golden Yellow

CMYK 20 40 100 5
RGB 197 147 41
HEX #C59329

50% Tint

Orange

CMYK 10 70 100 0
RGB 223 109 39
HEX #DF6D27

50% Tint

Green

CMYK 90 30 100 25
RGB 0 109 56
HEX #006D38

50% Tint

Burgundy

CMYK 30 100 90 40
RGB 122 18 28
HEX #7A121C

50% Tint

Secondary brand color palette

If the four primary brand colors are not enough, use these secondary brand colors for charts and infographics.

The additional colors are to be used only for charts and infographics.

2.4. TYPOGRAPHY

The font represents the brand's essence. It is an important visual element for maintaining and reinforcing a consistent brand image.

Print and digital

Arial is a familiar, highly-readable sans serif font that is pre-installed on most systems. As a pre-installed font, it offers the additional advantages of reducing the load times of pages or collateral being viewed online.

The typeface chosen for all Chicago Pneumatic printed and digital material is Arial. It is available in regular, narrow and black.

No other typeface should be used in any form of communication. The fonts should not be extended, condensed or distorted in any way.

For marketing material in the **Chinese language,** use SimSun and SimHei font as shown below.

SimSun Regular正文文本 正文文本
SimHei Regular 标题文字 标题文字金,

Arial Black, Bold, Regular, Narrow Bold, Narrow, Bold Italic, Narrow Bold Italic, Italic, Narrow Italic

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&()-=+*

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&()-=+*

2.4. TYPOGRAPHY

Text hierarchy

On the main collateral, text may be in either black or white. Grayscale may be used in digital media for functional reasons. Type size, line spacing and the distance between the text hierarchies can be freely selected. It can be adapted to the requirements, context or statement of an application. Readability and contrast can be improved by adjusting the type weight and spacing, and in animations, font variation can be considered for creative freedom.

1 # First headline
Arial Black

2 ## Sub headline
Arial Bold

3 ### Intro text
Arial Bold

4 Body text
Arial Regular

Use of typography for individual text elements:

- Headlines and sub-headlines in Arial Black and Bold, respectively
- Body copy in Regular
- Highlights in Bold
- Footnotes and reference text in Italic
- Headline color for internal pages: black, CP red and white

Typography always appears as follows:

- in ragged type
- preferably left-aligned
- in sentence case

Note: For actual use in the communication collateral, refer to chapters 3 & 4.

Example 1

Headline, lorem ipsum elit dolor sit amet

variable

Sub headline, lorem ipsum dolor

Body text, lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim adveniam.

Example 2

Headline, lorem ipsum elit dolor sit amet

variable

Intro text, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Body text, lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim adveniam.

2.5. RIPPLE

The ripple is a unique graphical pattern. It is formed by the combination of concentric arcs proceeding out of the central ring. The ripple is used primarily in high-visibility brand carriers such as the cover slide of PowerPoint presentations, the front cover of brochures, printed materials, advertisements, posters, billboards and more. It can also be used as a graphical element on the walls of office premises and the inner pages of magazines and brochures.

The ripple is primarily used in combination with the logo and brand promise. The size and placement of the ripple are defined by the free space within the image and text. The ripple offers the advantage of flexibility in its sizes and color.

- A combination of the red ring and a grey spiral pattern suggests the impact and resonance associated with power tools, compressors and construction equipment.

Ripple formation

Ring + **Ripple** = **CP Ripple**

CP Ring
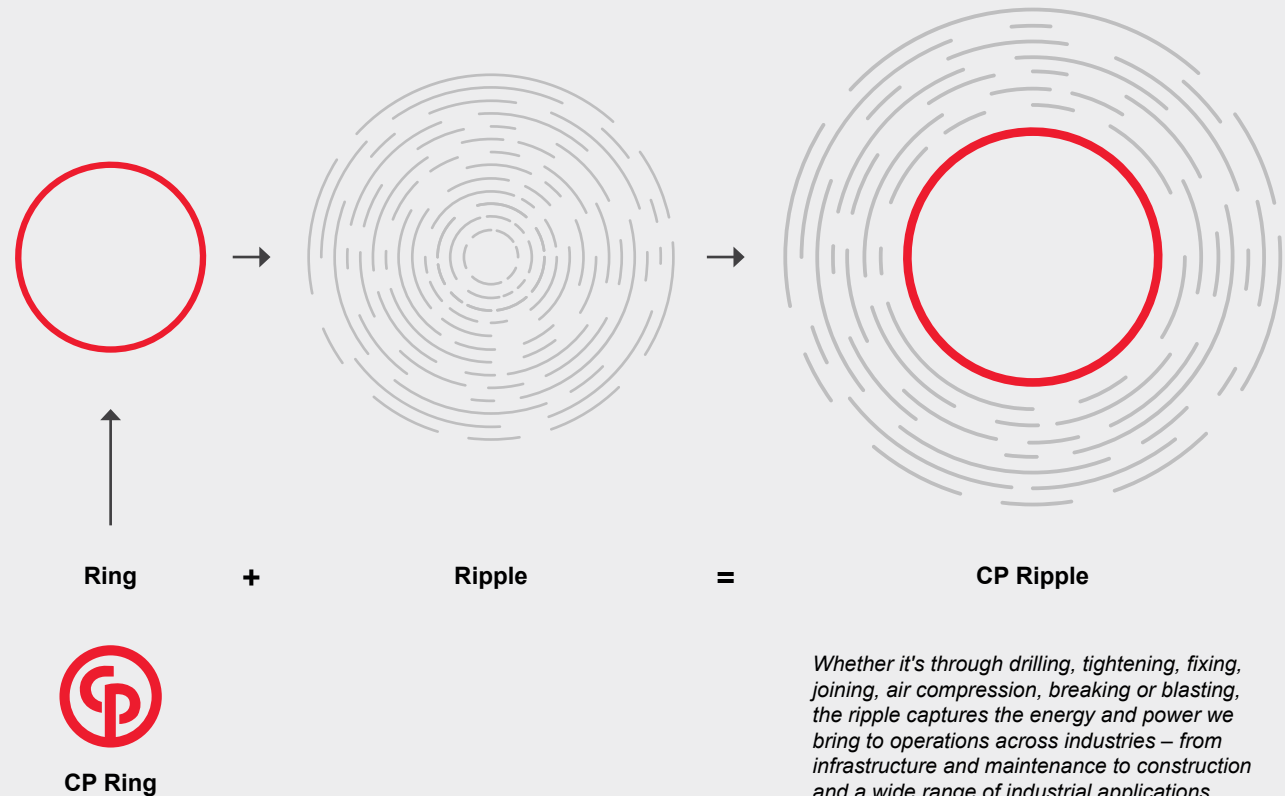
Whether it's through drilling, tightening, fixing, joining, air compression, breaking or blasting, the ripple captures the energy and power we bring to operations across industries – from infrastructure and maintenance to construction and a wide range of industrial applications.

⚠ **DO NOT**

- *Tamper with the shape of the ripple*
- *Use more than one ripple on a surface*

2.5. RIPPLE

Ripple color, positioning and text placement

The color of the ripple is defined by the image or background. If the image is dark, then it is preferable to use a lighter version of the ripple, and if the image is light, then a darker version of the ripple is preferred. The red ring should be used consistently. The color of the text within the ripple may vary depending on the background contrast; it may be white or black. The margin around the text is the height of the logo (Y).
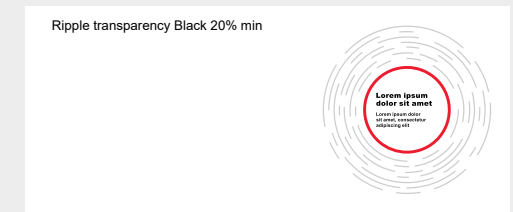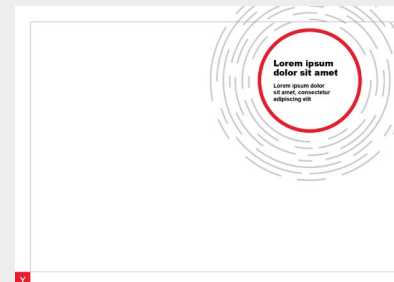
The transparency of the ripple can be adjusted from 20% to 80%. However, the red ring should always be solid, so the transparency should be 0%. The minimum ripple size is 125 mm. For standard collateral, the maximum size is 150 mm.

Y = *height of the logo*

Minimum ripple size: 125 mm
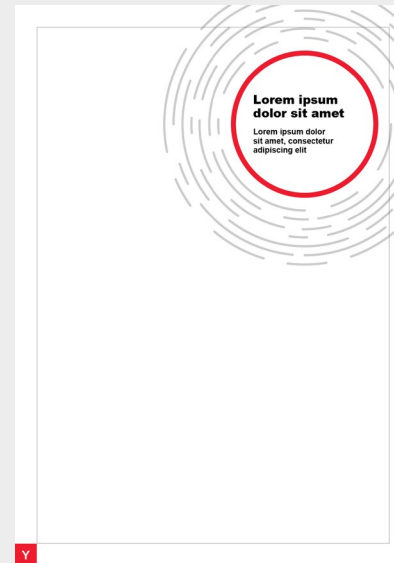
Maximum ripple size: 150 mm

Ripple transparency Black 20% min
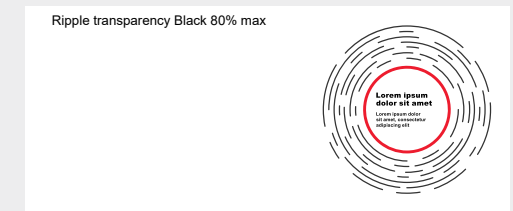
Ripple transparency Black 80% max
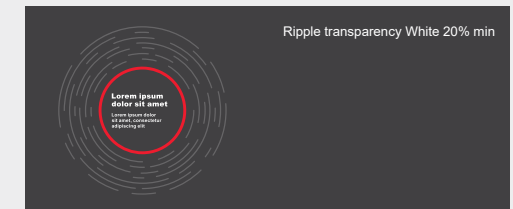
Ripple transparency White 20% min
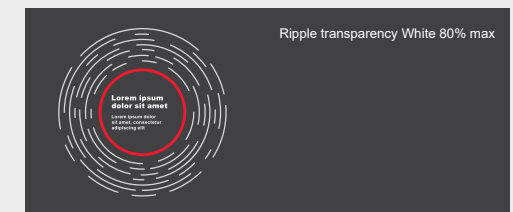
Ripple transparency White 80% max

2.5. RIPPLE

To safeguard our logo and brand promise, we have introduced a supporting brand element: an arc.

It would be preferable to have the arc included in every collateral. It may be white or black. The size of the arc is defined by the height of the CP ring. No transparency is allowed. It can be placed either on the top or the bottom of the page.

Y = height of the logo

The arc

The development and the specifications of the arc are shown in the steps below for your information. However, you will not need to create the arc, as they are already available in the templates that you wish to use. The preferred logo position within the arc is the top left or the bottom right corner. The brand promise is always placed opposite the logo and should be aligned with the top or bottom of the logo as shown in the examples here.


1. Set the logo width at 1/5th of the page width.

2. Set the margin to logo height (Y).

4. Setting guides: Scale the circle of Y diameter to 475%, and place the circles such that they touch the top/bottom edge of the page and align to the center.

5. Define 4 horizontal guides (A, B, C, D) as shown here, by dividing both circles in half.

6. Create a circle, and scale it such that its outer edges touch the center point of the guides A & D.

7. To create the arc, uniformly stretch the circle along its width such that it touches the end point (E) of Guide B.

8. Create a rectangle, and place it in the bottom trim box as shown here.
9. Select both objects, and subtract them using the Pathfinder tool to form the arc element.

10. Place the CP logo and the brand promise in the bottom margin as shown here. After this, place the image and the ripple element.

2.5. RIPPLE

Placement of the arc

It would be preferable to have it included in every collateral. It may be white or black. The size of the arc is defined by the height of the CP ring. No transparency is allowed. It can be placed either on the top or at the bottom of the page.

The preferred logo position within the arc is the top left or the bottom right corner. The brand promise is always placed opposite the logo and should be aligned to the top or bottom of the logo as shown in the examples here.

Top placement

Bottom placement

Note: For more on logo usage, please refer to chapters 2.1 & 2.2.

2.5. RIPPLE

Adaptibility

Though the position of the ripple is flexible, make sure that the red ring is always placed well within the margins. Also, never place the ripple at the center of the page. The ripple must always be placed off-center. The standard ripple unit is provided in the templates.

Maintain sufficient frees pace between the red ring and the text as shown here.
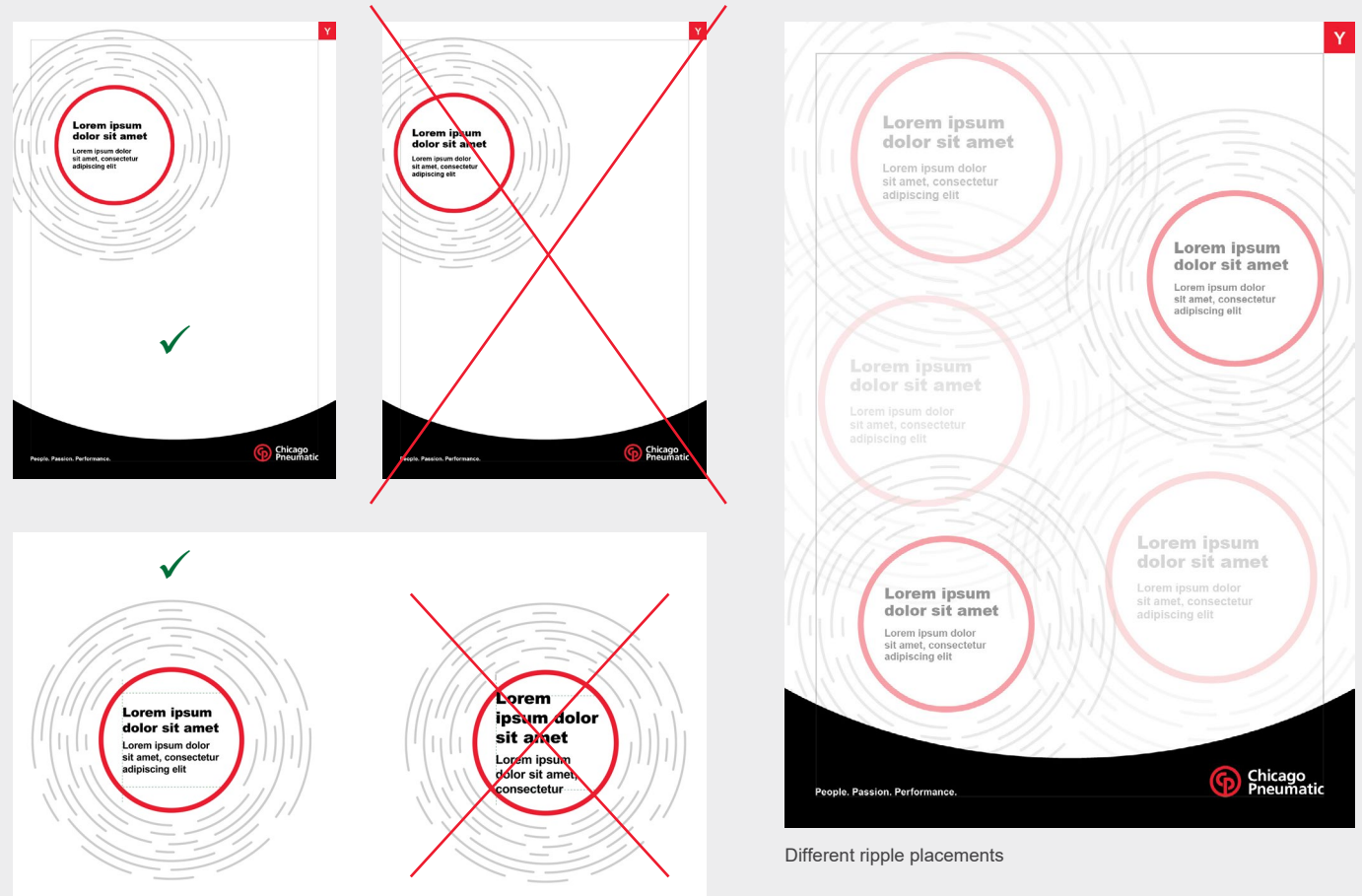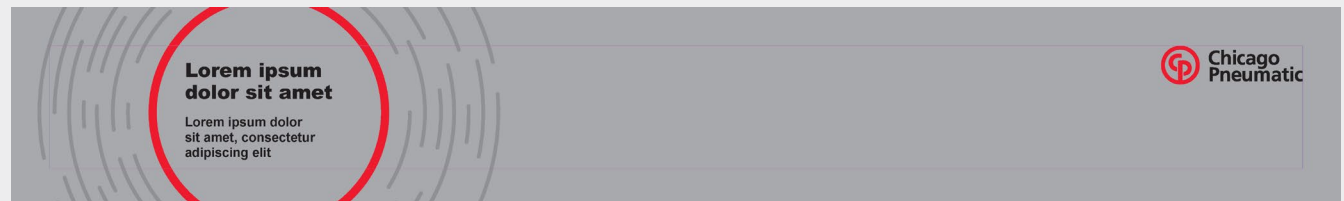

Different ripple placements

2.5. RIPPLE

Visual composition: portrait

- Define the logo as 1/5th of the width of the shorter edge.
- Place the logo as per the guidelines with 'Y' as the margin of the surface.
- Place the ready-to-use vertical arc either on the top or at the bottom of the surface.
- Place the brand promise opposite the logo within the arc.

- Place and adjust the image in the defined area.
- Place the ripple as per visibility, and set the transparency as required.
- Place the text within the red ring leaving sufficient free space (either white or black) around the text.
- Follow the same steps for all standard layouts, such as A5, A4, A3, portrait or landscape.
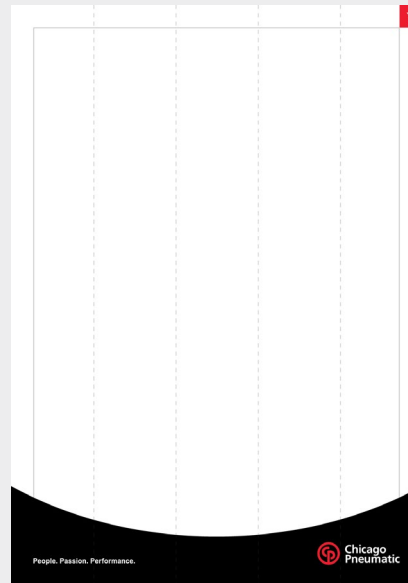
2.5. RIPPLE

Visual composition: landscape and square

- Define the logo as 1/5th of the width of the shorter edge.
- Place the logo as per the guidelines with 'Y' as the margin of the surface.
- Place the ready-to-use vertical arc either on the top or at the bottom of the surface.
- Place the brand promise opposite the logo within the arc.

- Place and adjust the image in the defined area.
- Place the ripple as per visibility, and set the transparency as required.
- Place the text within the red ring leaving sufficient free space (either white or black) around the text.
- Follow the same steps for all standard layouts, such as A5, A4, A3, portrait, landscape or square.

Example: Landscape format

Example: Square format

2.5. RIPPLE

Visual composition: wide and ultra-wide

- Define the logo as 1/3rd of the width of the shorter edge.
- Place the logo as per the guidelines with 'Y' as the margin of the surface and directly on the image.
- Due to limitation of space, the arc should be omitted in wide and ultrawide formats, while other brand elements should be retained as usual.
- Place the brand promise opposite the logo.

- Place and adjust the image in the defined area.
- Place the ripple as per visibility, and set the transparency as required.
- Place the text within the red ring leaving sufficient free space (either white or black) around the text.
- Follow the same steps for wide and ultra-wide layouts, such banners and ads.

Example: Wide format

Example: Ultra-wide format

2.5. RIPPLE

Visual composition: narrow

- Define the logo as 1/3rd of the width of the shorter edge.
- Place the logo as per the guidelines with 'Y' as the margin of the surface, and place it directly on the image.
- Considering the visibility, always place the arc on the top in the case of such formats.
- Place the brand promise or website url opposite the logo.

- Place and adjust the image in the defined area.
- Place the ripple as per visibility at the top, and set the transparency as required.
- Place the text within the red ring leaving sufficient free space (either white or black) around the text.
- Follow the same steps for narrow layouts such web ads.
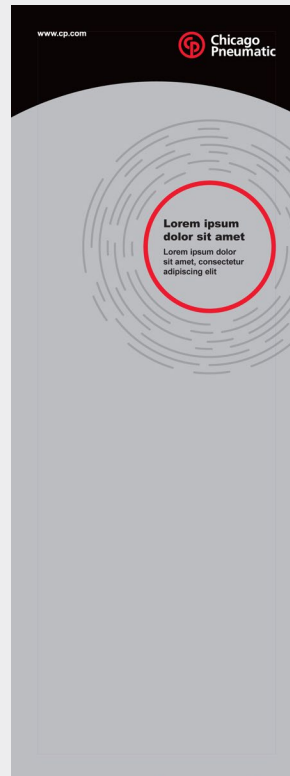
2.6. WORD CLOUD

The Chicago Pneumatic word cloud is a creative design element that can be used to reinforce our identity and brand promise in various channels of communication.

Word cloud types

The word cloud exists in several color combinations. The red text on black background is the preferred version. For PowerPoint presentations, the red and black text on white background is used. The files are available on the Communications Forum in *the Hub*. Graphical word map can be used in presentations, brochures, wall branding etc. Of the four options shown here, we strongly recommend use of the ripple world map option featured below, wherever possible.

⚠️ **DO NOT**

- *Change the color and words in the word cloud*
- *Change the shape of the word cloud*
- *Use the word cloud on a busy background*
- *Change the colors*

2.7. BRAND IMAGES

People, passion and performance are integral to the Chicago Pneumatic brand. So the visual aesthetic of our images must convey power and passion. Images must come across as authentic and assured and must focus on the essentials. The images should be carefully composed, and they should not look staged.

The environment in the image must come across as natural. This paves the way for the creation of images that are high-quality and emotionally-charged. The images must move and attract the viewer while also expressing our bold, sophisticated and passionate attitude.

⚠ **DO NOT**

- *Texturize images*
- *Use low-contrast images*

Image style

High-contrast, grayscale images with a dash of Chicago Pneumatic red is a strong identifier of the Chicago Pneumatic image style. Taking it to the next level, the new guidelines will focus on people sharing a passion for performance.

Photoshoot styleguide

Attitude
Bold | Passionate | Approachable | Optimistic

People
Confident | Diverse | Expert | Proud | Interactive

Places
Global | In-field

Light and contrast
Natural | Pleasant | Exciting

Composition
Realistic | Dramatic angles | Engaging | Performing | Descriptive

Details
Focused | Accurate | Appealing

2.7. BRAND IMAGES

These images feature people in their work environment or people using our products in their work environment. The image should be in grayscale, and there must be a dash of red on the product or any other object (e.g., attire) as part of the design.

Work environment images that feature people in their work environment are preferred for the cover. Cover images are used on the front covers of all communication material, landing pages and social media pages as well as website banners.

Application images

Work environment images may either be generic or depict actual work settings. Treatment will vary accordingly. Note that the application images (depicting actual work settings) will be available in the gallery; generic stock images will need to be purchased according to the requirement.

- While showcasing products, try and include relevant human elements rather than just the products.
- While featuring employees, we need to convey happiness, passion, excitement, diversity and determination in sync with our culture.
- Show collaboration/partnership/interaction.
- The focus should be on people as well as the background that shows the work environment or the relevant context.

- There should be depth of field.
- Work with creative angles/light/depths.
- We need to show diversity among people.
- Always follow the highest legal guidelines relating to safety and protective equipment.
- The Chicago Pneumatic brand image style is preferred for main collateral like brochure covers and posters; other images like application photos can be used as they are.
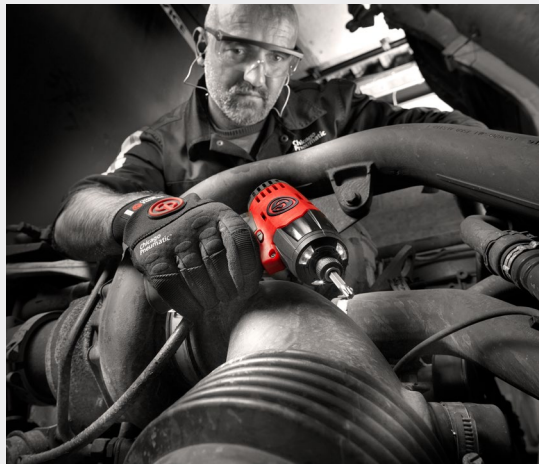
2.7. BRAND IMAGES

Conceptual images feature people, objects and nature in a variety of scenarios and industry-specific situations. Conceptual images are used to show how our products add value to life.

Conceptual images

- The images should be in grayscale, and some part of it should be highlighted in Chicago Pneumatic red (red should take up a maximum of 30% of every image).
- Depict various scenarios featuring industry, people, objects or nature.
- The images should be realistic; avoid abstraction.
- Always work with creative angles and depths.
- The Chicago Pneumatic red must be applied consistently in each image.

- Always follow the highest legal guidelines relating to safety and protective equipment.
- While buying stock images, make sure that you acquire the right licensing agreements and photo rights, and maintain proof of that.

2.7. OTHER IMAGES

Inner pages may feature either black and white or color images. However, color images should not be used on cover pages or in single-page creatives such as flyers, posters and advertisements.

- Avoid heavily saturated or vibrant images.
- Color images must not be used on the cover page.
- Work with creative angles and depths.
- Follow the highest legal guidelines concerning safety and protective equipment.

- While buying stock images, make sure that you acquire the right licensing agreements and photo rights and remember to maintain proof of the same.
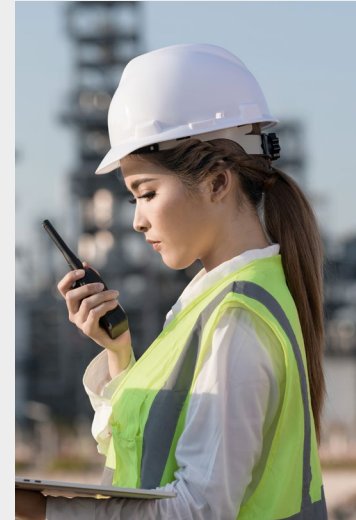
⚠️ **DO NOT**

- *Use this images on the main communication collaterals like brochure covers and advertisements.*

2.7. BRAND IMAGES

Product images

These are product image free cuts with a white background.

Product images are used on all product catalogs and product related marketing material. They should always be taken by a professional photographer.

- Work with photo angles that create perspective.
- Match the red in the image with Chicago Pneumatic red.
- Place the product images on a white background.
- Add a realistic drop shadow (this rule does not apply to hand-held tools and equipment; examples shown on the bottom left).

⚠ **DO NOT**

- *Squeeze and change the proportions of photos*
- *Change the color of the product image*

2.7. BRAND IMAGES

In situations where real application images are not available and conceptual images do not fit the purpose, you can use product cutout images with 20% black background.

Product showcase backgrounds

In cases where the products need to be highlighted, they should be used as cutouts with the realistic drop shadow and the background should be 20% black.

- Always use 20% black for the background.
- You can use black or white arc template from the library.

20% Gray

**CMYK 0 0 0 20
20% of Pantone® Black
RGB #D1d3D4**

2.8. BOILERPLATE USAGE

The boilerplate is an important piece of standardized text that clearly and concisely sums up the brand's mission, vision and outlook. It is normally affixed to specific pieces of corporate communication, such as press releases.

Our boilerplate text concisely describes what Chicago Pneumatic stands for. The following text is the approved boilerplate text, and it should preferably be used on all marketing literature. The full version can be used in presentations, press releases etc., and the short version can be used on marketing materials such as brochures or in cases where the space is less.

Full version

At Chicago Pneumatic, we have a passion for performance and long-lasting partnerships with our customers in industrial applications, construction, infrastructure and maintenance. Since 1901, we have been committed to reliability based on technology and trust.

Short version

At Chicago Pneumatic, we have a passion for performance and long-lasting partnerships. Since 1901, we have been committed to reliability based on technology and trust.

⚠ **NOTE**

- *Only use the approved boilerplate.*
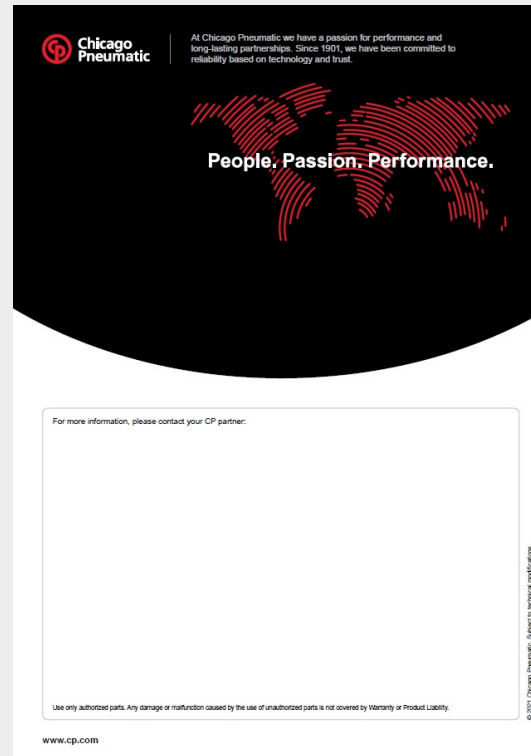
Example: Brochure back cover

Example: PPT slide

2.9. TABLE STYLES

Tables are an integral part of our product leaflets. Only Chicago Pneumatic colors and tints of black should be used for creating tables. Examples of our table styles are shown here.

Table example

DIESEL COMPRESSORS	**S 650-8**	**S 850-8**
Airflow According to ISO1217 at Working Pressure cfm (m³/min)	650 (18.1)	850 (24.1)
Working Pressure psi (bar)	125 (8.6)	125 (8.6)
Max./Min. Working Speed rpm	2300–1300	2000–1300
Fuel Tank Capacity US gal (l)	66 (250)	77 (291)
Dimensions and Weight (with full fuel tank)		
Max. Length with Horizontal Tow Bar Raised inches (mm)	200 (5080)	200 (5080)
Width inches (mm)	78 (1981)	78 (1981)
Height inches (mm)	82 (2083)	82 (2083)
Operational Weight lb (kg)	6600 (3000)	7500 (3400)
Engine		
Manufacturer	Deutz	Deutz
Engine Type	BF6M 2012C	C7
Cylinders	6	6
Output at Nominal Speed HP (kW)	172 (140)	249 (186)

TORQUE WRENCH-FOOT-POUNDS

MODEL	PART NUMBER	SQUARE DRIVE	TORQUE
		in.	ft-lbs
CP8905	894 108 9055	¼"	50–250
CP8910	894 108 9105	⅜"	15–75
CP8915	894 108 9155	½"	30–150

MODEL	PART NUMBER	BORE AND STROKE TORQUE	
		in.	mm
LONG REACH SCALERS			
B20-00	615 174 0360	1.12 x 1.53	28.6 x 39
B-20-0	615 174 0350	1.12 x 1.53	28.6 x 39
B20	615 174 0340	1.12 x 1.53	28.6 x 39
LIGHTWEIGHT LONG REACH SCALERS			
B20-00	615 174 0360	1.12 x 1.53	28.6 x 39
B-20-0	615 174 0350	1.12 x 1.53	28.6 x 39

⚠ **DO NOT**

- *Use additional colors for the tables.*

1 Product types:
Arial bold 6–8 pt.
Color: White text on Chicago Pneumatic black

2 Table headline:
Arial bold/regular 7–9 pt.
Color: Chicago Pneumatic red

3 Table sub-headline:
Arial bold 6.5 pt.
Color: Black text on 30% black

4 Product specifications:
Arial bold/regular 6.5 pt.
Color: Black text on 0–5% Black

2.10. CHARTS AND GRAPHS

Our charts and graphs are minimal, informative and direct. The aim is to keep the visual expression in line with our brand identity while using both Chicago Pneumatic primary and secondary colors.

Always use primary colors for charts and graphs. If the primary brand colors are not enough, use secondary brand colors and tints (if required) for charts.

Charts and graphs
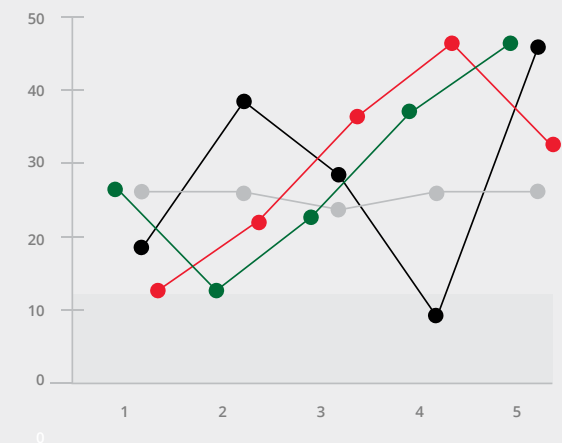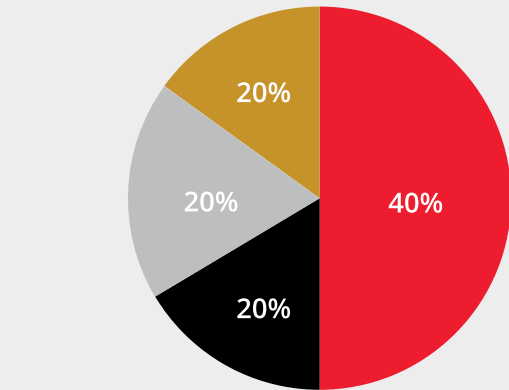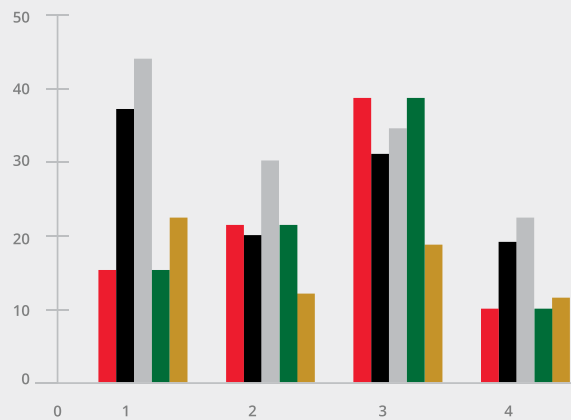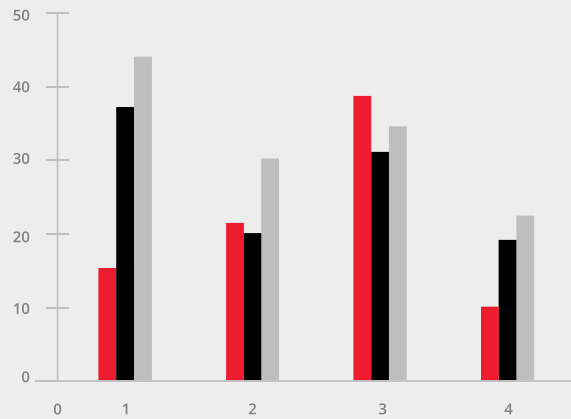
2.11. ICONS

The icons have been designed to convey information and suggest interaction in a simple and direct manner. Icons are made up of the fewest elements possible.

The constructed style is created by means of filled-in blocks with rounded corners. Primary brand colors are used for the icons and in cases where the primary brand colors are not enough, use secondary brand colors.

⚠ DO NOT

- *Use sharp corners*
- *Use detailed illustrations as icons*
- *Use tints for icons*

Icons and colors

The icons must be in the primary and secondary colors of Chicago Pneumatic. They can also be reversed as shown in the examples here. The preferred shape behind the icon is a circle.

- Low level of detail
- Simplified shapes
- One-dimensional, flat appearance and no perspective

Icon examples

Regular

Inverted

2.12. ILLUSTRATIONS AND INFOGRAPHICS

The illustration style of Chicago Pneumatic has been developed to lend character to services, processes, functions and other abstract aspects.

The illustration style can be described as colored silhouette with minimal details. They are generally applied in primary colors. In cases where the primary brand colors are not enough, secondary brand colors and tints may be used. Avoid using any other illustration style.

These illustrations can be used in PowerPoint presentations, inner pages of brochures, posters etc.
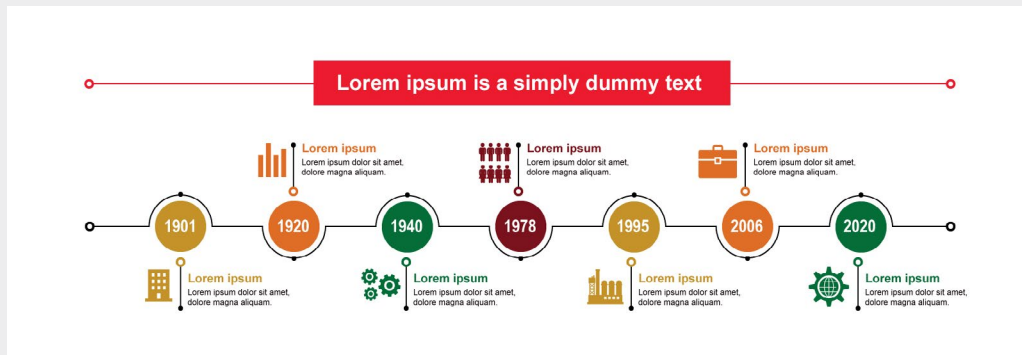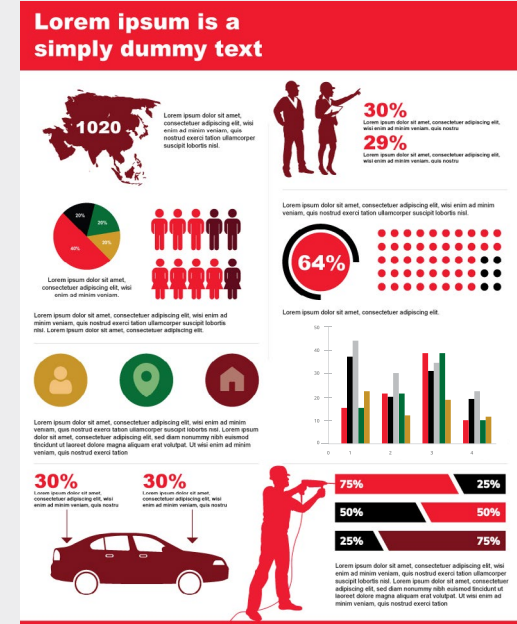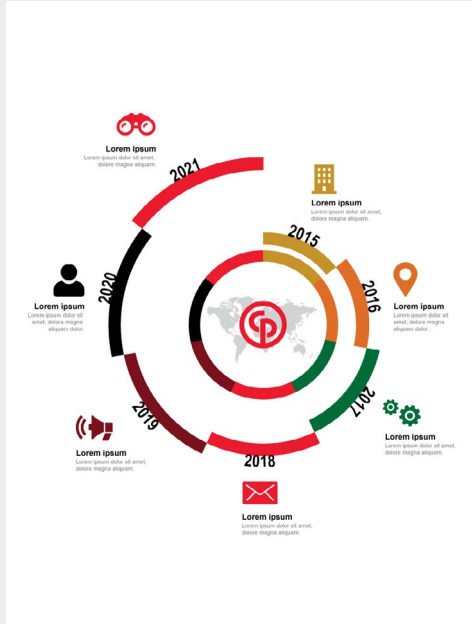
⚠ **DO NOT**

- *Use these illustrations on the covers of brochures*

Illustrations and infographics

3. DIGITAL MEDIA

Digital media calls for the careful adaptation of existing branding assets to ensure readability and impact across screen sizes and visual estate.

It also requires the creation of a new category of branding elements, such as headers, footers, buttons and banners for websites and apps and cover images for social media channels.

3.1. VIDEO AND MOTION BRANDING

Videos are immersive and an effective storytelling medium for a brand. To ensure that videos and other motion graphics are consistent with Chicago Pneumatic's brand identity and create the maximum impact, we have dedicated this section to video and motion branding.

Overview

All components in the motion branding toolbox are designed to express the Chicago Pneumatic brand. To guarantee consistency, use our templates for all versions of the graphic assets.

All components are Essential Graphics Templates that can be imported into the existing Adobe Premiere projects from Adobe Libraries.

Intro
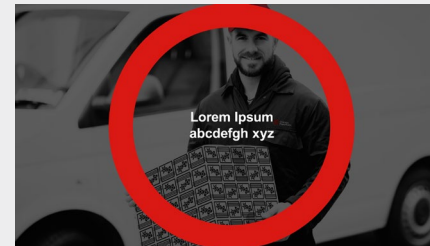
Headline

Name tag

Subtitle
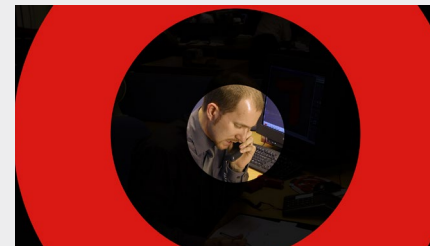
Transition

Outro

How to sync templates with Adobe softwares
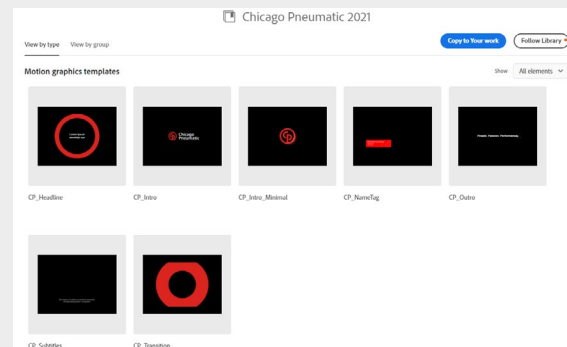
Click on the
Follow Library button

3.1. VIDEO AND MOTION BRANDING

General guidelines

The Chicago Pneumatic motion-branding package consists of flexible templates. They are visually consistent, but flexible enough to fit all kinds of film productions communicating the Chicago Pneumatic brand.

Transparency

Opacity 40%
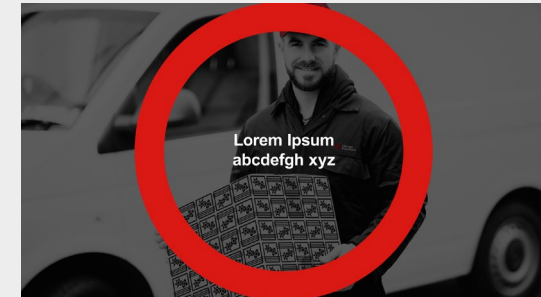
Opacity 60%
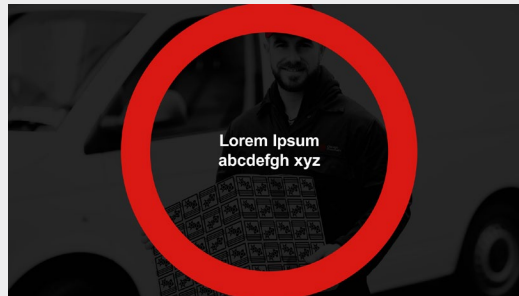
Opacity 80%
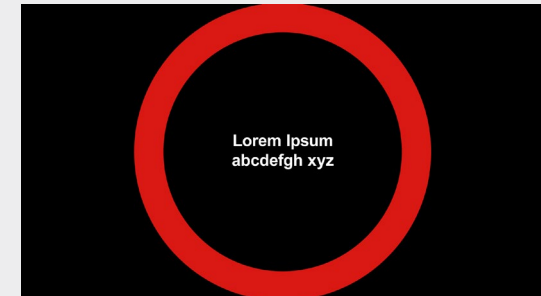
Opacity 100%
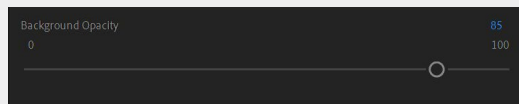
Depending on brightness and contrast of the underlying video clip, the amount of background opacity may need to be adjusted. Aim for a good balance between the video source and template background.

3.1. VIDEO AND MOTION BRANDING

Before starting make sure Adobe After Effects and Adobe Premiere Pro are installed on your system. Arial, is the font used in all motion branding templates. Regardless of if you work with the templates in Adobe After Effects or Premiere Pro, make sure you have the right font installed on your system and look out for any warning messages. In order to achieve the right colors and transparencies in Premiere Pro, activate the Software Only renderer. This can be done when creating a new project.

Technical guidelines

After Effects projects are fully compatible with Premiere Pro. Instead of rendering from After Effects, you can do it directly in Premiere Pro.
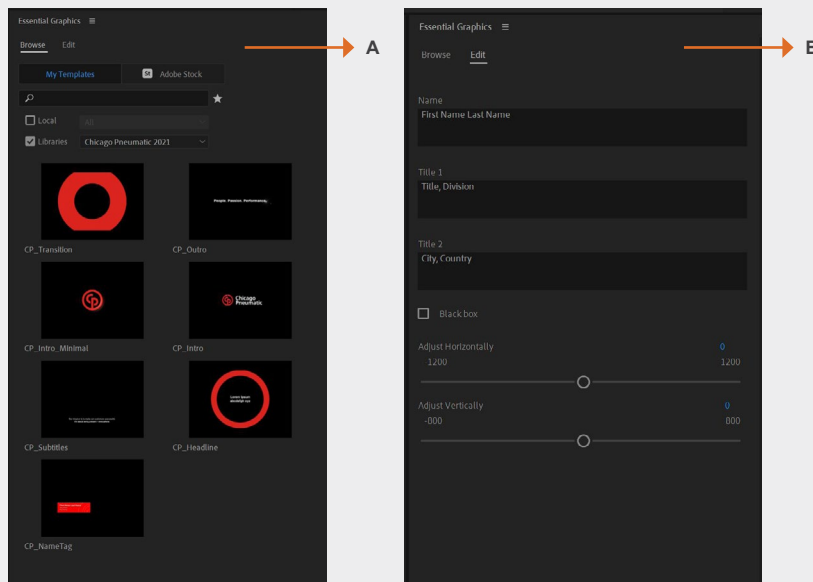
How to use the templates in Premiere Pro

1. Drag the template from Essential Graphics (Browse mode) (A) into the Timeline (C).

2. Double click the template in the Timeline (C). This will open the Edit mode in Essential Graphics Window (B).

3. Edit properties in the Essential Graphics window (B). Empty text fields will not appear in the final layout shown in the Program Monitor (D).

4. All changes will appear in the Program Monitor (D). Play it through to check for errors in the content or the animation.
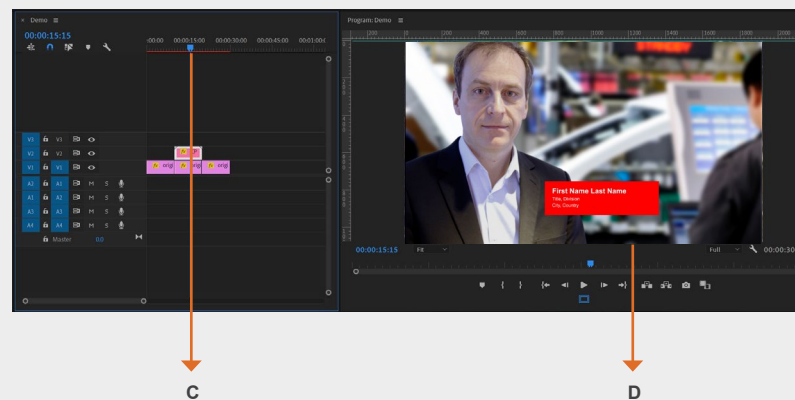
3.1. VIDEO AND MOTION BRANDING

Technical guidelines

When not editing in Premiere Pro, render your graphics directly from After Effects.

A   B   C
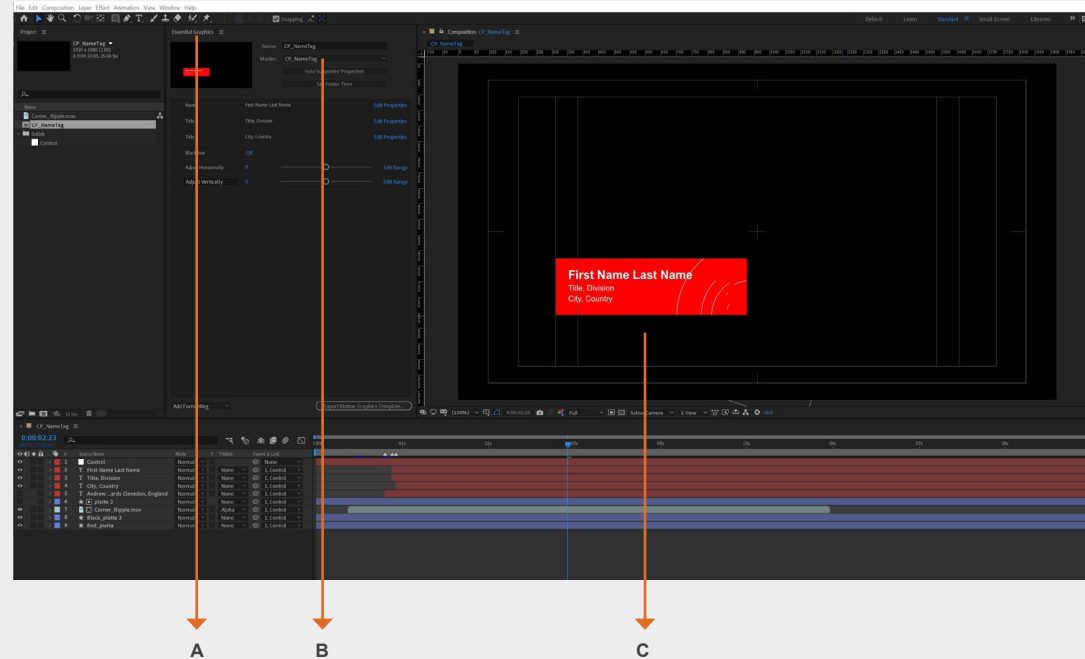
How to use the templates in After Effects

1. If the panel is not already open, select Essential Graphics in the Window menu.

2. In the Master dropdown menu of the Essential Graphics panel (A), select the desired template (B).

3. All properties, including text fields, sliders and checkboxes, can now be adjusted in the Essential Graphics panel instead of in the layers in the timeline.

3.1. VIDEO AND MOTION BRANDING

Intro

Start all videos with the predefined Chicago Pneumatic video introduction. The short intro is preferred for videos that will be uploaded to social media channels where viewers would prefer a faster pace. The long intro can be used on occasions such as seminars and presentations and on owned media, especially websites.

Short intro:
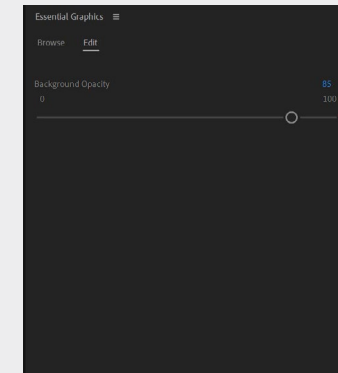
Editable field:

1 Background opacity

Long intro:
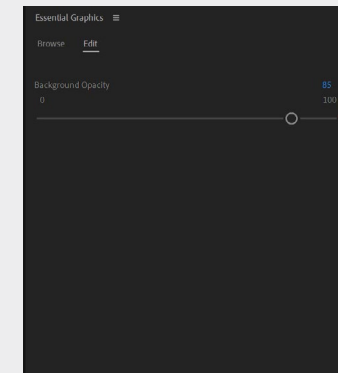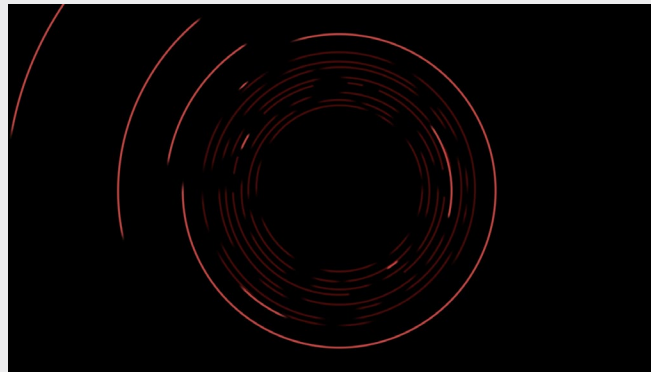
Editable field:

1 Background opacity

*Intro and minimal intro has a background music.
Do not delete the music.

3.1. VIDEO AND MOTION BRANDING

Other components

Name tag

We use name tags to introduce a person with their name and title. Use a red or black text box as shown below. Name tags can be placed on the left or right side of the video.
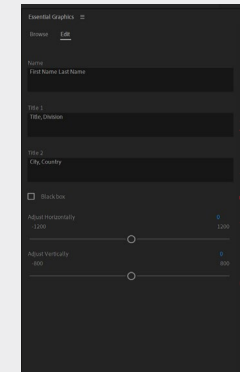
Editable fields:

1 Name text field

2 Title/designation text field

3 City/country text field

4 Black box (On/Off) box color

5 Adjust horizontally

6 Adjust vertically

Headline

A simple headline template is to be used to present a new subject or as a divider between parts of the video.
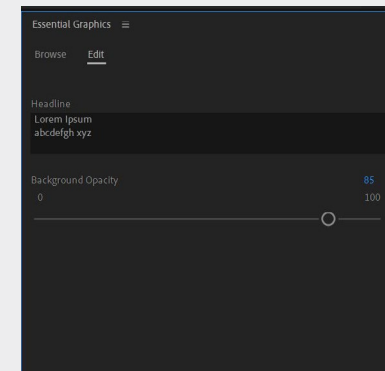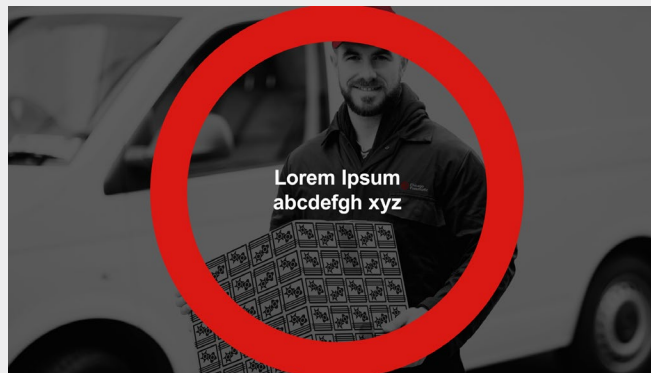
Editable fields:

1 Headline text

2 Background opacity

Aim for short headlines with a maximum number of 20 characters per line.

3.1. VIDEO AND MOTION BRANDING

Other components

Subtitle

To make your content accessible to a larger audience, such as viewers on social media platforms who viewers may mute the sound, subtitles can be very useful. Many video players such as YouTube have a built-in subtitle option. Therefore, pre-rendered subtitles may be redundant.
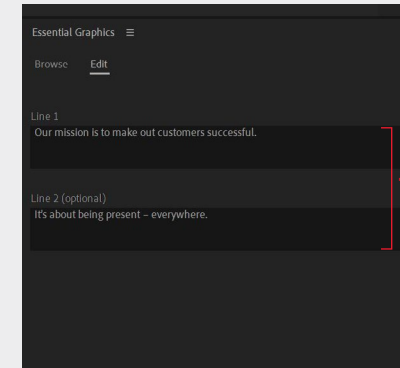
Editable fields:

1 Text field

Transition

In order to achieve brand consistency in our videos, it is important to make use of transitions. The transition can be used in the middle of the video, as change in the scenes, as a bumper, or as a section divider.
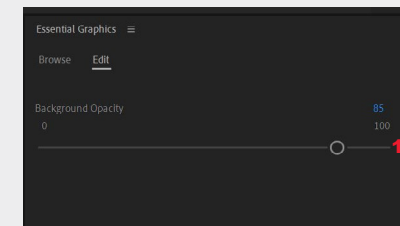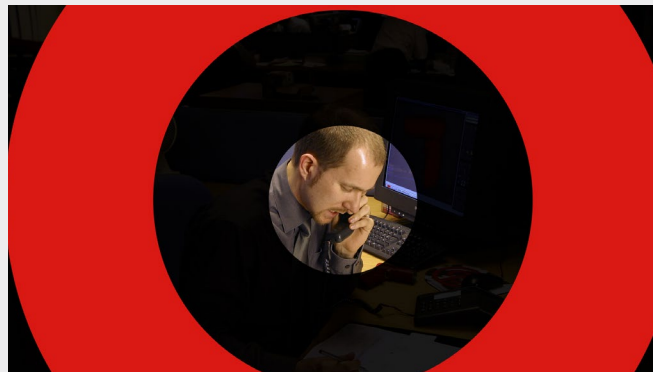
Editable field:

1 Background opacity

3.1. VIDEO AND MOTION BRANDING

Outro

Close all videos with the Chicago Pneumatic outro, which ends with the brand promise: People. Passion. Performance.
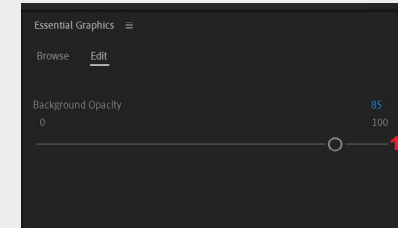
Editable field:

1 Background opacity

*Outro has a background music. Do not delete the music.

3.2. WEBSITE AND INTRANET BRANDING

All the elements of a website/app go into defining a brand's personality. Elements (such as buttons, banners and menus) must remain consistent across every page of the site.

Aesthetics must align with the brand rules and come together to make for a fulfilling user experience. Pay attention to optimized page loading times and responsiveness to all screen sizes.

Digital banners

Keep our banners clean, simple and focused on a single message. The use of a strong call-to-action is required for websites or hubsites. Online banners have a wide variety of shapes and sizes. Select imagery as per the banner size. It is preferable to keep room for the placement of the Chicago Pneumatic ripple and text.

Banner usage: Website, Social media, Hubsite, emailer and Apsis templates

1 Image with ripple
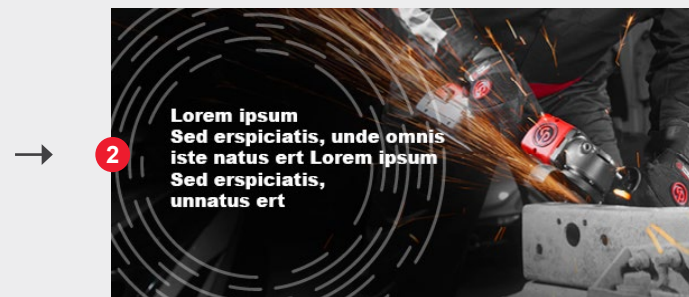
2 3 Text and call-to-action buttons entered through the content management system

- It is preferable to have the ripple in digital banners as shown above.
- The image and ripple can appear together, but the text must not be integrated within the ripple, as it is entered through the content management system.

- Titles can vary (white or black) depending on the background.
- Font must be Arial Black; font size can vary as per the need.
- Call-to-action buttons must always be in Chicago Pneumatic red; titles can vary (white or black) as per the background.
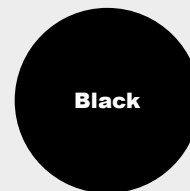
3.2. WEBSITE AND INTRANET BRANDING

Colors

The colors shown here refer to the color variants for website elements. They include Chicago Pneumatic red, black, light gray and white.

CP Red

RGB 237 28 46
HEX #ED1C2E

Black

RGB 0 0 0
HEX #000000

Light Gray

RGB 204 204 204
HEX #CCCCCC

White

RGB 255 255 255
HEX #FFFFFF

Fonts

The typeface chosen for all Chicago Pneumatic digital material is Arial. It is available in regular, bold, narrow and black. No other typeface should be used in any form of communication. The fonts should not be extended, condensed or distorted in any way.

Arial Black, Bold, Regular, Bold Italic, Italic

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&*()-=+

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&()-=+*

ABCDEFGHIJKLMnopqrstuvwxyz 1234567890 !@#$%^&()-=+*

Call-to-action

The primary color for call-to-action buttons are Chicago Pneumatic red/black with reverse text (1), but you can use other combinations (2) if required as long as visibility is considered.

1 Contact us today   Contact us today

2 Contact us today   Contact us today

3.2. WEBSITE AND INTRANET BRANDING

Sharepoint

It has been decided within the Hub Steerco not to provide additional branding to the site template for other brands (including Chicago Pneumatic). This means all sites are obliged to use the Atlas Copco Hub template, No additional templates will be created and supported.

However, it has been decided by the CP Brand Council (and endorsed by the Hub Steerco) that site owners will be allowed to update to the following design elements within the Atlas Copco Hub template:

• Brand logo in the header section
• The standard sites themes
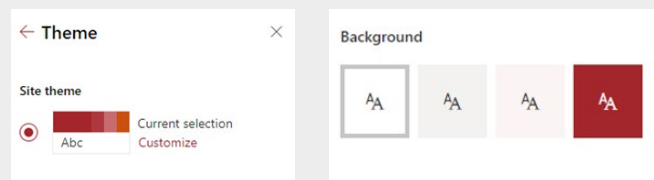
The Theme section in the above menu allows you to change your site's color scheme. Select the corresponding color scheme that fits your brand. Changing this setting, will change the following colors

• Font color of the menu items
• Background colors
• Button (call-to-action) color
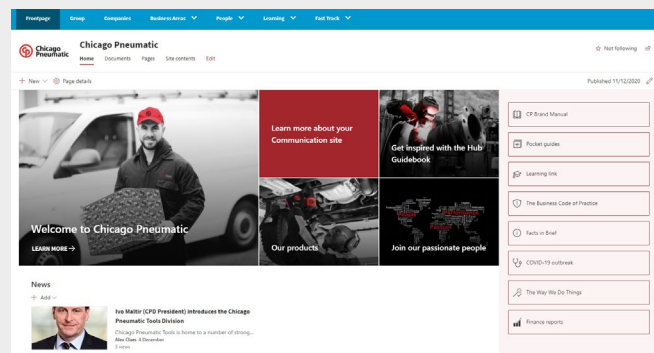
Do not change the navigation or footer settings. Refrain from any code changes within any of the other components within the Hub template (including altering the stylesheets). We can only guarantee and support the changes mentioned here.

Branding on the site can easily be changed in the menu by clicking on 'Change the look ' in the Settings drop-down. The Hub template allows you to change the Atlas Copco logo with your brand logo. This can easily be done via the header section in the menu.

57
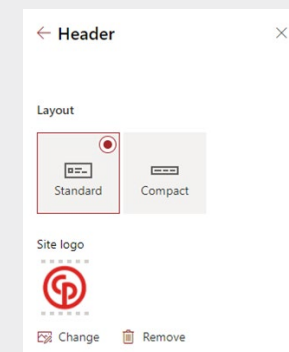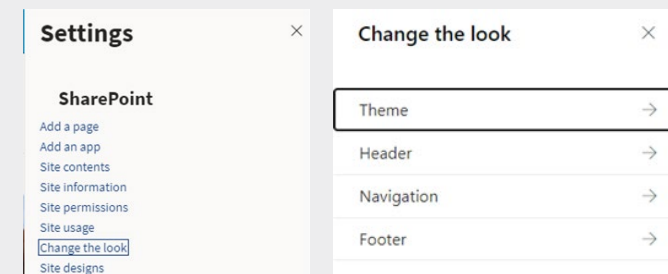
3.3. SOCIAL MEDIA

Social media posts on behalf of the Group should reflect our vision, values and culture in a positive way and be used as a tool for supporting the business and building our corporate brand. It is important that all our social media accounts reflect the core of our brand. As an increasingly important touchpoint with our stakeholders, this is necessary to protect our brand.

General guidelines

On social media platforms such as Facebook, LinkedIn and Instagram, we need to make sure that the correct social media profile logo is used with correct colors and free space. You should also use the brand personality and tone of voice while writing for social media. You can read more about brand personality in *chapter 1.4* and our tone of voice in *chapter 1.6*.

- You may use a combination of the Chicago Pneumatic ripple, logo and text.
- The color of text may vary (white or black) as per the background of the image.
- The font must be Arial Black; font size can vary as per the message.
- Images should be in black and white; products may be shown in full color.

Image selection

- To ensure the post image is clearly visible on all devices, try keeping the image's focal point in the center of the image.

3.3. SOCIAL MEDIA

Creatives used on social media need to reflect the same consistency required in other channels. Make use of black and white images with a dash of Chicago Pneumatic red and make use of the Chicago Pneumatic ripple along with an arc on the lower edge for a bit of flair where necessary.

Post layouts

The Chicago Pneumatic ripple can be used in different formats, but in order to remain aligned and consistent with other brand elements, here are templates that help maintain consistency while exploring creative freedom in social media posts.
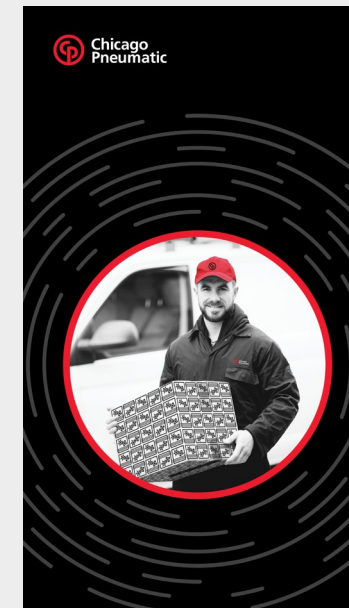
SOCIAL MEDIA PLATFORMS	PROFILE IMAGE (in px)	COVER IMAGE (in px)	POST (in px)	STORY (in px)	VIDEO (in px)
Facebook	180 x 180	820 x 312	1200 x 630	1080 x 1920	1280 x 720
LinkedIn	300 x 300	1192 x 220	1200 x 627	1080 x 1920	640 x 360 (minimum) 1920 x 1080 (maximum)
Instagram	110 x 110	NA	1080 x 1080	1080 x 1920	600 x 315 600 x 600 600 x 750
Twitter	400 x 400	1500 x 500	1024 x 512	1080 x 1920	600 x 600 640 x 360

Note: The above data should be regularly verified online with the most recent updates.

Portable.
Powerful.
Electric.

3.3. SOCIAL MEDIA

YouTube

Banner image specification

To ensure our banner image is visible on all devices, place the major part of the image in the defined "safe zone".

Examples

3.3. SOCIAL MEDIA

For each video that is uploaded to the channel, it is recommended that a custom thumbnail is selected to promote the video. Having unified thumbnail designs, communicates the channel structure alongside the content of the videos.

X = 70% of Y

Chicago Pneumatic

YouTube thumbnails

In order to establish a uniform visual identity for the Chicago Pneumatic YouTube channels, it is important that the thumbnails follow the same template consisting of three graphical elements: image, logo, and text.

The Arial font is used for the text and it can be a combination of Regular and Black type to highlight part of the title.

Thumbnail size

1280 px X 720 px

Logo placement on the thumbnail

Adding the logo to the YouTube thumbnail is a crucial parameter to increase our brand awareness.

The logo size should not be too big, as it distracts from the thumbnail's overall message. It should be compatible with all the devices and screen resolutions.

Adding Chicago Pneumatic logo to the left corner of the thumbnail image works well.

Do not place the logo on the right bottom corner, as that's where YouTube displays the duration of your video for viewers.

Examples: Preferred quality

Lorem ipsum dolo
sit amet **consectetur
adipiscing elit** sed do
eiusmod tempor

Chicago Pneumatic

Generic video thumbnail

3.3. SOCIAL MEDIA

We have three different categories of video thumbnails. Make sure you pick the template that fits the right category. It is recommended to use the templates as is, without any edits. Refer to the examples shown here.

YouTube thumbnail categories

1. **Generic videos** - Employee branding , brand videos

2. **Product videos** - Product launch videos, informative product videos

3. **'How to' videos** - Unboxing, training videos

Examples:

Generic video thumbnail

Product video thumbnail

'How to' video thumbnail

3.4. PRESENTATION (PPT)

In order to communicate and reinforce the Chicago Pneumatic identity, all marketing and presentation material should carry the same style. This extends to PowerPoint slides in the style shown here.

PowerPoint templates

All presentations should be produced using the Chicago Pneumatic template. Ensure that the ratio of the previous template is retained. The templates are available in the Communications Forum on the Hub.

- Follow the template style at all times.
- Do not use clip art.
- As far as possible, do not re-size the fonts to fit more text on a content slide.
- Use illustrations, tables and infographics only on content slides.

Example: Front cover
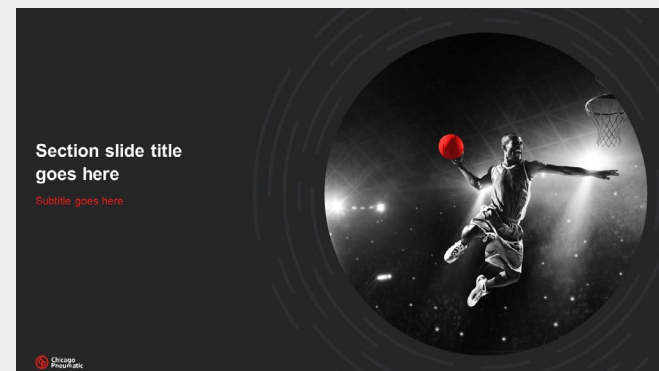
Example: Section slide
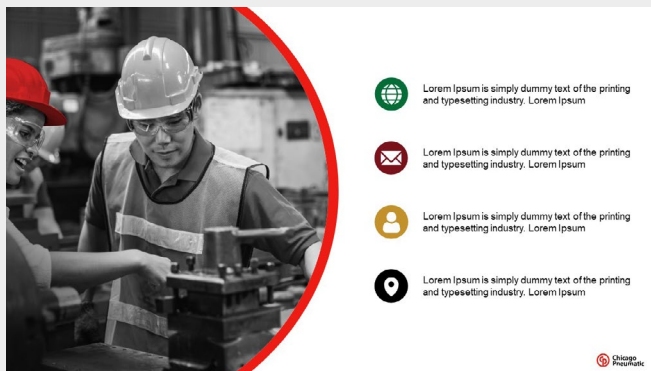
Example: Internal layout

Example: End slide

PowerPoint templates are automatically included in your PowerPoint program on the PC.

3.5. E-MAIL SIGNATURE

E-mails play an important role in business communication. A uniform e-mail signature portrays consistency, which is essential for the brand.

While writing e-mails, it is important for the receiver to understand who you are and what your title and contact information is.

The web address and brand promise should always be included, but do not add more messages in the signature – it distracts from the main message. It is also important to use a signature that will be understood correctly; therefore, we should never use any symbols in the signature (☎ ✉ 🖱).

1 **First name, last name**
2 Job title, Area of responsibility

3 **Chicago Pneumatic**
Address
Visitor address

4 Phone: +00 0 000 00 00 - Mobile: +00 000 00 00 00 - Fax: +00 000 00 00
Skype: se46709458805
E-mail: first.last@cp.com

Company Reg. No.: 000000-0000
Company Reg. Office: Stockholm, Sweden
Visit Chicago Pneumatic at: www.cp.com

5 **People. Passion. Performance.**

Guidelines

1 First name, last name: Arial bold 10 pt., black color

2 Job title, Area of responsibility: Arial regular 8 pt., black color

3 Company name and other signature details: Arial bold 8 pt., black color
E-mail & website: Arial regular 8 pt., red color: #ED1C2E

4 Address and other details: Arial regular 8 pt., black color

5 Brand promise: Arial bold 10 pt., red color: #ED1C2E

Note: Accessing the signature link, make sure you are connected to AC network.

⚠ **NOTE**

• *The same information must be included in mobile device signatures.*

4. PRINT MEDIA

Print collateral is tangible. This makes the experience more engaging; moreover, the permanence of print and its historic continuity gives it a distinct credibility. All of this makes it an important means of establishing a brand. It becomes important to observe design and print guidelines that make the most of the medium and valorize the brand.

4.1. BROCHURE

Apart from conveying the facts, a brochure must also hold the attention of the reader and establish the distinct brand character and values. Observing the guidelines goes a long way toward creating an effective, well-designed brochure.

Front cover – portrait and landscape

1 Logo: 1/5th of the width of the shortest edge

2 Brand Promise: 150% of logo width

3 Brand Promise: Arc can be black or white and can be placed on the top or at the bottom.

4 Cover Image: Leave enough room for the ripple.

5 Ripple Size: Minimum 125 mm and maximum 150 mm; transparency can be adjusted from 20% to 80%.

4.1. BROCHURE

Inside pages

The ripple and ring can be used as separate design elements with creative freedom.

• Make sure you use brand colors, fonts, designs and styles.

• Use of a white or black ring is only allowed for inner pages.
• The full ripple can be used as per the requirement and availability in the gallery.

4.1. BROCHURE

Back cover: portrait and landscape

1 Logo: 1/5th of the width of the shortest edge

2 Boilerplate: Check the guideline *on page 41.*

3 World map: Always use the ripple version.

4 Arc: Always use black on the top; the arc must be at 40% of the page height from the top.

5 Distributor box: It can be adjusted as per need.

6 Website: Arial Bold, 10pt.

7 Printline: Arial Regular, 7pt.
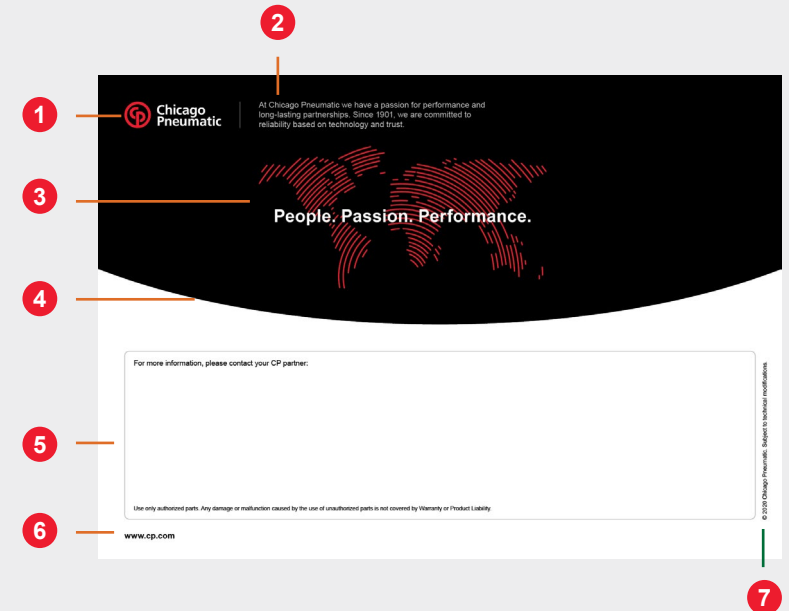
4.2. POSTERS & ROLL-UPS

This versatile collateral goes a long way toward reinforcing a brand. Posters can create awareness among large numbers who frequent the location where it is placed (e.g., in a trade show). It must, therefore be designed, for visibility, impact and clarity.

Posters and roll-ups

As most roll-ups are placed in crowded locations and viewed from a distance, the placement of the arc on roll-ups is always on the top. While creating a roll-up or poster, start from a roll-up or poster template.
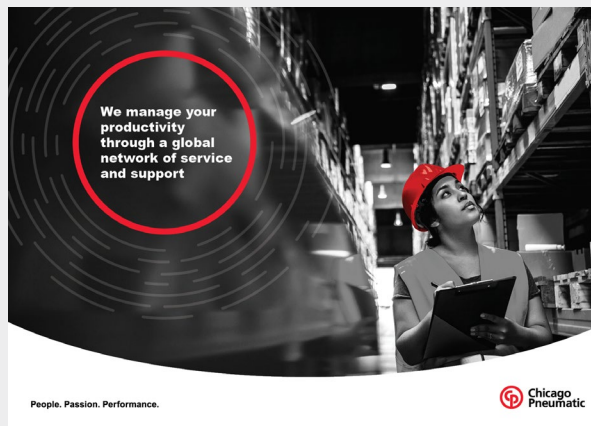
4.3. FLYERS

The simplicity of flyers makes them effective, appealing and versatile. They can be a part of packages handed out at events and trade shows and added along with the main collateral. It must be designed in a way that creates the right associations and conveys the message concisely and effectively.

Flyers

While creating technical or campaign flyers, always use the flyer template for easy application of the various elements. The templates are available in the Communications Forum on the Hub.
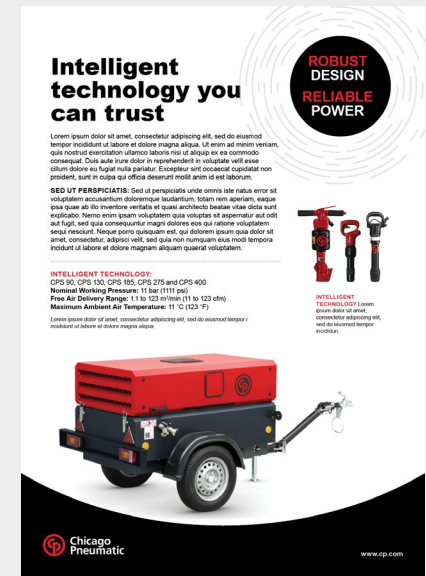
- The sales promotion offer should be prominently placed in a campaign flyer.
- A flyer should have a strong 'call-to-action' along with the box with dealer details on the reverse side.
- Refer to *Section 2.9* for guidelines on table styles.
- Check the multimedia gallery for images.

Example: Front

Example: Back

Example: Single page

4.4. ADVERTISEMENTS

When it comes to credibility, no other type of advertising matches the trust enjoyed by print advertisements. Print ads enjoy a higher recall value when compared to digital ads and are important for market penetration. To work right, a print ad needs to follow guidelines that work to establish our brand value and character.

Advertisements: portrait and landscape

While creating a print ad, always use the print ad template for easy application of the various elements. It is crucial that the header and footer are consistent with the Chicago Pneumatic identity.

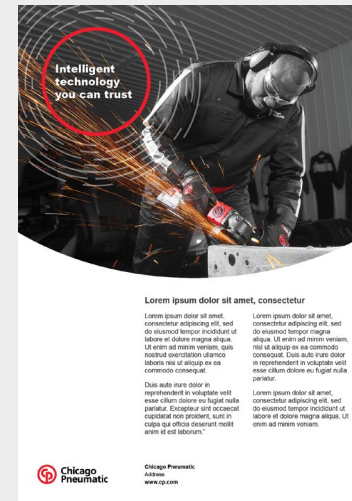Check the multimedia gallery for images. Also, refer to the photo guidelines (*section 2.7*) while dealing with images.

The templates are available in the Communications Forum in the Hub.

- For text-heavy ads, the arc height can be adjusted vertically as per the text.
- Never use black arcs for product cutouts.
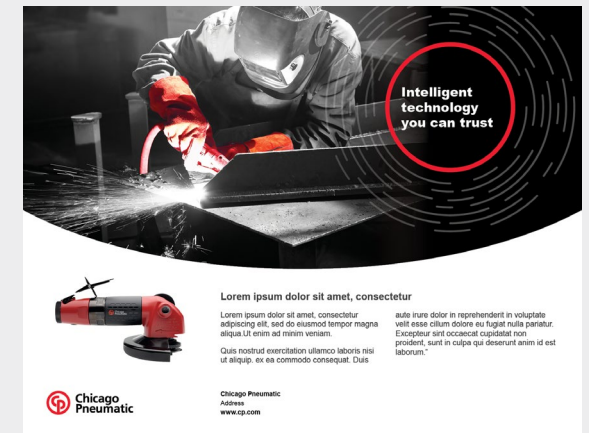

Example: A4 ad

Example: US letter ad

Example: A4 ad landscape

Example: US letter ad landscape

4.5. MAGAZINE

Magazines and newsletters are an invaluable means of engaging readers with a combination of long-form and short-form items, editorials and opinion and reporting and announcement features. In a tangible form, it can be browsed in multiple sittings and is convenient to refer to. It is important to observe brand-consistent guidelines in layout and the use of standard elements.

While creating magazines and newsletters, always use the publication template as shown below for easy application of the various elements. The templates are available in the Communications Forum on the Hub.

- The name of the publication should be prominently displayed on the cover.
- Business unit name, issue number and month/year should be placed below the name as shown.
- The cover page can also mention an important article to be highlighted. Other key articles can be mentioned in the footer.

4.6. CERTIFICATES

A certificate is a great way to let your people know that you appreciate them. They are the best tools for appreciation, recognition and authorization. This template can be used for employees as well as distributor certificates.

- Refer to *section 2* for basic identity guidelines.
- Don't clutter the layout.
- Keep the text short and crisp.
- Always use the approved templates.
- The templates are available in the Communications Forum on the Hub.
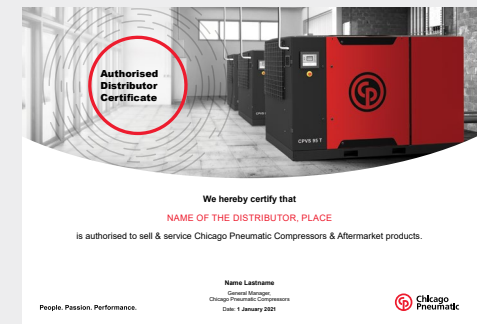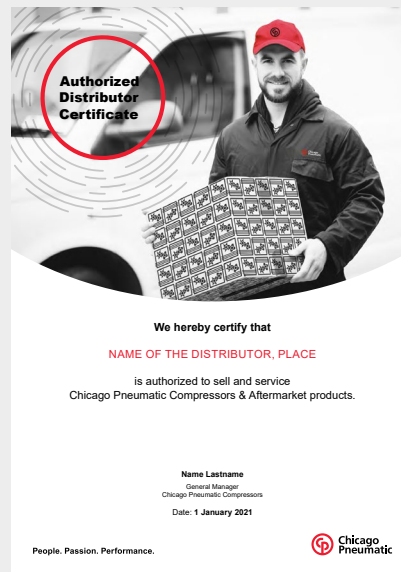
4.7. BUSINESS CARDS, ADDRESS LABELS AND COMPLIMENT SLIPS
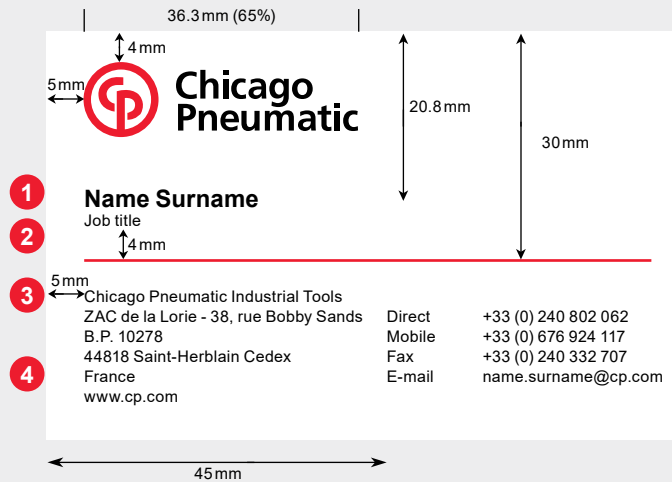
On all stationery, the Chicago Pneumatic logo must be placed in the upper left corner. The company name will be positioned in the footer of the stationery along with the address and telephone information.

⚠ **NOTE**

• *The links on the card are examples that show how they must appear.*
• *The link for Twitter will be according to the business area.*
• *For Facebook, the link will be according to the territory and business area.*

Business cards

No other symbols or logos are allowed on business cards or correspondence cards. The templates are available in the Communications Forum on the Hub.

• Paper: White, environment-friendly and 200–250 gsm
• Avoid UPPERCASE text.
• QR code and social media links can be used on the reverse side of the business card as shown.
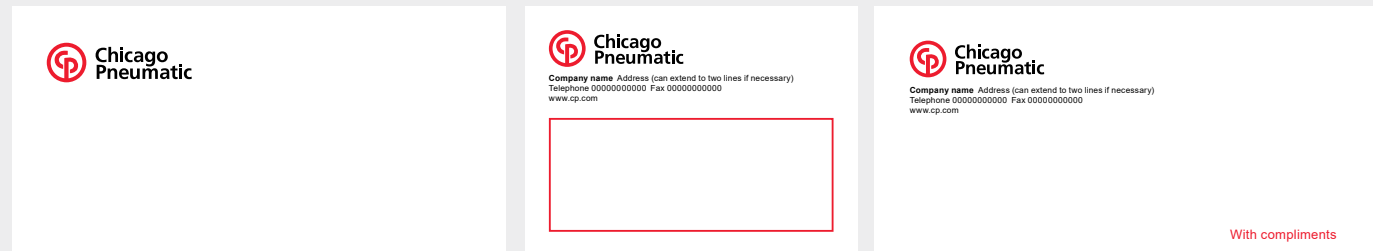
Card dimensions: 85 × 54 mm

36.3 mm (65%)
4 mm
5 mm
20.8 mm
30 mm

① Name Surname
Job title
② 4 mm
③ 5 mm
Chicago Pneumatic Industrial Tools
ZAC de la Lorie - 38, rue Bobby Sands   Direct   +33 (0) 240 802 062
B.P. 10278   Mobile   +33 (0) 676 924 117
44818 Saint-Herblain Cedex   Fax   +33 (0) 240 332 707
④ France   E-mail   name.surname@cp.com
www.cp.com

45 mm

www.facebook.com/cp ⑤
www.linkedin.com/company/chicago-pneumatic
www.twitter.com/cp
www.youtube.com/CPCHANNELS

Scan this QR code for more information.

① Employee's name: 9 pt. Arial bold
② Job title: 6 pt. Arial, 7.5 pt. line spacing; Line thickness: 1 pt., Chicago Pneumatic red
③ Company name: 6 pt. Arial regular, 7.5 pt. line spacing
④ Complete address: 6 pt. Arial regular, 7.5 pt. line spacing
⑤ URL: 6 pt. Arial regular

Address labels and compliment slips

Chicago Pneumatic

Chicago Pneumatic
Company name Address (can extend to two lines if necessary)
Telephone 00000000000 Fax 00000000000
www.cp.com

Chicago Pneumatic
Company name Address (can extend to two lines if necessary)
Telephone 00000000000 Fax 00000000000
www.cp.com

With compliments

4.8. BUSINESS LETTERHEADS AND ENVELOPES

The letterhead is composed of the brand name, the logo and contact details. When executed well, it enhances and reinforces the brand image and establishes credibility. It must be cohesive, readable, aligned and have a clear hierarchy.

Letterheads and envelopes

On all stationery, the Chicago Pneumatic logo must be placed in the upper left corner and the address in the lower left corner. No other symbols or logos are allowed on envelopes or address labels. Exact measurments are indicated below.

- The templates are available in the Communications Forum on the Hub.
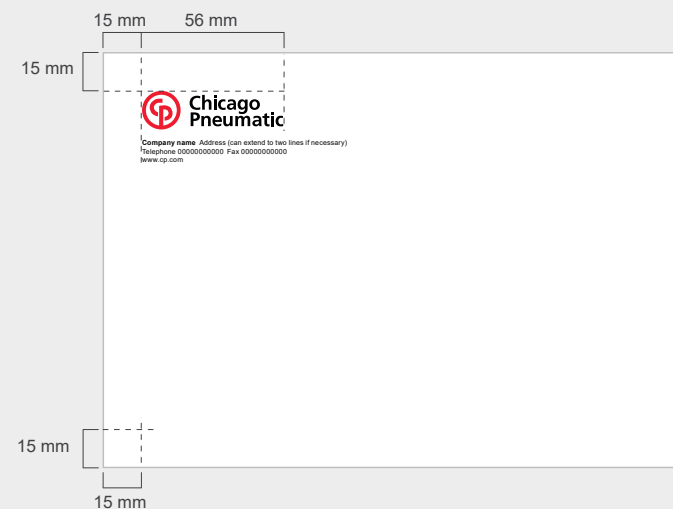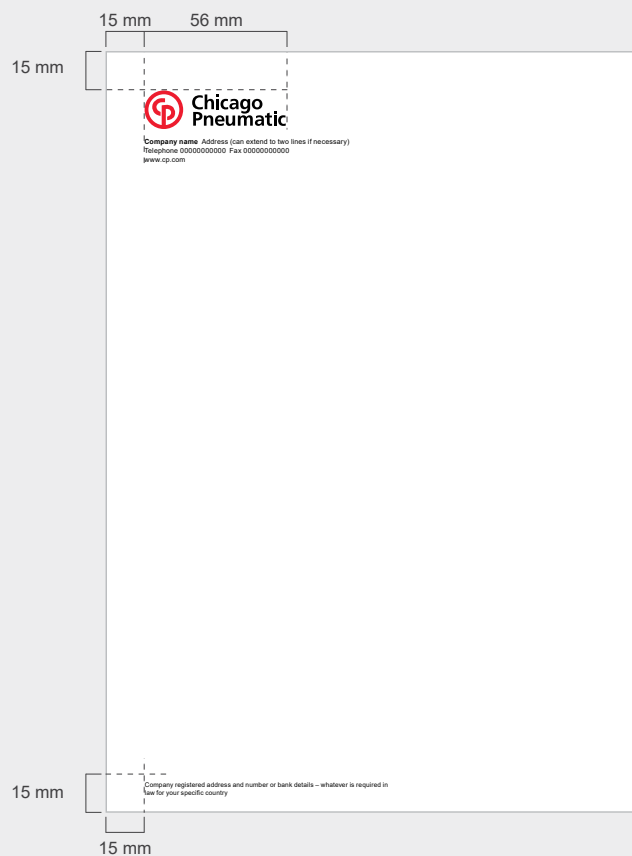
4.9. VEHICLE BRANDING

With the potential of receiving countless impressions a day, branded vehicles serve as a mobile branding opportunity and go a long way in building a brand's trust and reliability. Observe these guidelines for consistency and impact.

Vehicle branding

All graphic design elements placed on commercial vehicles must be reproduced only from approved artwork originals. The logo rules must be followed as stated in *section 2.1.* Make sure that the surface of the doors is flat and the logo is never tilted.

On trucks, place the logo on the front doors and, where suitable, on the sides and the back of the vehicle. The logo should be positioned on both sides and the back of company vehicles. Not more than two logos per side should be placed on larger cars. Make sure that you have enough free space around the logo. If used on the sides of the vehicle, the service identifier may be used in combination with a phone number or a website address. The typeface must be Arial.

Company vehicles

• On larger vehicles like vans, the area on the side can be used as a billboard for campaigns. Always display a contact number, a generic service number or a toll-free number and web address.

• For service vehicles, always specify what the service is for (e.g., Compressed Air Service).

4.10. PACKAGE LABEL

It is important to pay attention to the content and design of the labels used on packaging. The relevant information relating to the product must be clearly marked and stated, and safety information must be presented where required.

Package label design requirements

- Ensure that the CP logo appears prominently on the label
- Try to integrate the arc element as shown here
- It would be preferable to have black and red as the main colors
- Keep safe margins around the edges

- Make sure labels comply with local labeling standards and guidelines
- Where necessary, add any relevant safety information through use of standardized words, pictograms and hazard statements
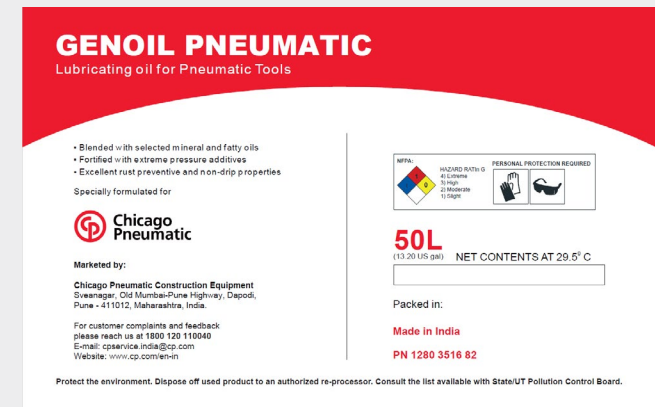
5. PROMOTIONAL MATERIAL, CLOTHING AND GIVEAWAYS

Promotional merchandise plays an important role in brand promotion. It can functionally engage with the customer and reinforce brand messaging in practical ways. Merchandise and giveaways from Chicago Pneumatic must observe the brand guidelines.

5.1. T-SHIRTS AND GIVEAWAYS

While producing any promotional material, innovation, quality and functionality are of prime importance. Our logo and brand promise must be used in the fonts and colors defined in this manual. Giveaway items are not only gestures of goodwill, but they also act as brand ambassadors and serve as reminders of Chicago Pneumatic.

T-shirt and giveaways

While producing any promotional material, innovation, quality and functionality are of prime importance. Our logo and brand promise must be used in the fonts and colors defined in this manual. Giveaway items are not only gestures of goodwill, but they also act as brand ambassadors and serve as reminders of Chicago Pneumatic.

Additional elements

We recommend using the corporate logo on all giveaways. Chicago Pneumatic branded merchandise is available through the Chicago Pneumatic Profile Store.

- Strive to use Chicago Pneumatic colors as much as possible.
- If using other colors, the logo must be in the most appropriate corporate color, and it should never be used on a busy background.
- Clothing should use the corporate colors of black and red wherever possible.
- The logo should be displayed clearly on the front.

⚠ **NOTE**

- *Do not add project titles, division, business area names or product names on promotional material.*

6. EXHIBITIONS

**Exhibitions and fairs are important to create
a buzz about the brand and its products,
make good contacts and strengthen the
visitors' impressions of the brand.
It is important that the stand is a good
representation of the brand.**

6.1. EXHIBITIONS/STALL DESIGN

At an exhibition or a fair, it is important to display the brand correctly and create interest around it. The exhibition might be indoors or outdoors, and it might be big or small with many or no products.

Booth/stall design

An exhibition often has many different types of displays, and the Chicago Pneumatic logo should be displayed prominently on several central places on displays, flags and walls.
The website address should be shown somewhere on the exhibition stand.

Refer to the basic elements chapter while creating exhibition marketing material. Do not use additional colours in the exhibition booth.

Note: Do not display distributors' or clients' logos on the products at exhibitions. These can be shown on a separate sign. Always send color samples to the printer in order to show what colors you expect.

7. PREMISE BRANDING

Workplace branding is about designing the office in a manner that reinforces the brand identity while at the same time, creating an environment in which employees are inspired and encouraged to perform. It can have the effect of encouraging loyalty among employees and establishing the credibility of the brand among clients and vistors.

7.1. ON-SITE BRANDING EXTERNAL

The exteriors of an office facility create the first impression on clients and first-time visitors to the premises. It is important to create a distinctive impression that is consistent with the brand's personality, profile and legacy. In this regard, keep in mind the primary colors of Chicago Pneumatic: black, red, white and grey. Also, pay attention to the placing of signage while approaching the office premises which will make it easier for clients and first-time vistors.

The logo must be placed fairly prominently on external-facing areas of the facility. Put in place the necessary signage to ensure that the office is easily discoverable and parking spaces, reception areas and blocks can be located.
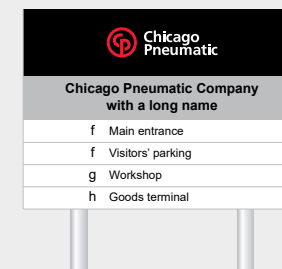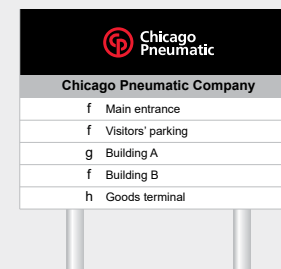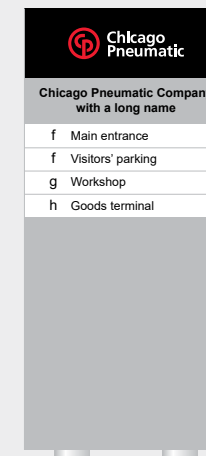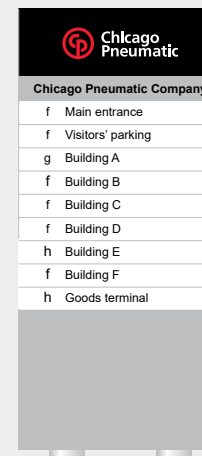
7.2. INTERIORS

From the lobby and reception through the hallways and conference rooms, the interior presents valuable estate for meaningful branding. It is importance for internal branding to be cohesive and create a sense of continuity among employees and visitors.

Make sure to be mindful of the needs of visitors by way of directional signage. It should be easy to locate emergency exits and restrooms.

The logo must be placed at the entrance door and the reception. The reception desk may have a Chicago Pneumatic table flag and branded stationery, while the lobby and reception area can have a prominent image that captures the culture and core values of the brand.

7.3. FLAGS

Flags make a distinctive statement, and when used externally, they are generally visible from a long distance. A brand flag at an office facility has the effect of raising awareness about the brand identity.

Flags

There must be at least one outdoor flag at each premise and one table flag in each conference room as well as the reception area. Flags for indoor use help us build a stronger brand. The display of a a flag in each conference room and the reception area signifies pride in the workplace.
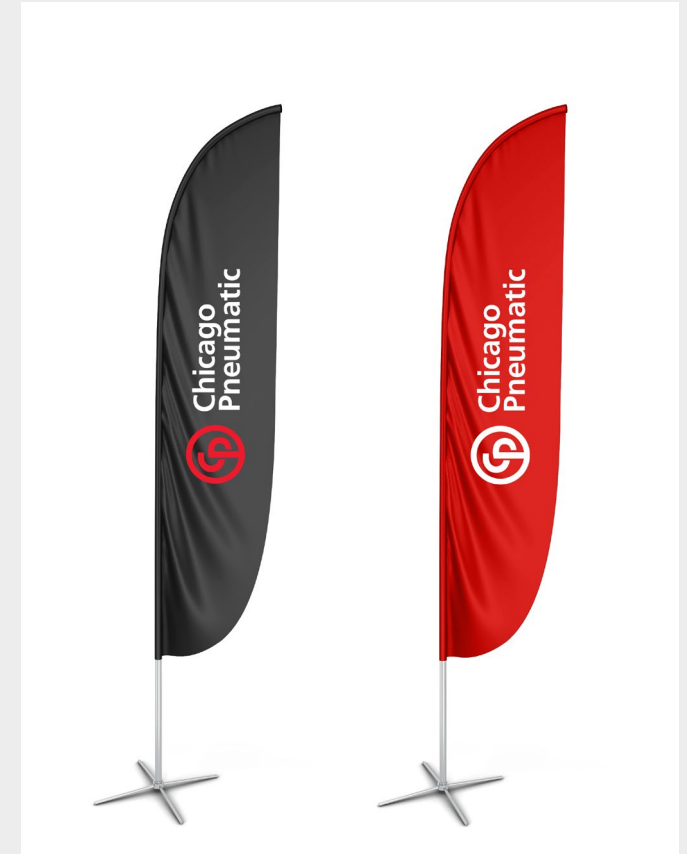
8. PUBLIC RELATIONS

Press releases are a cost-effective way of creating interest in the brand and its products. To ensure a consistent corporate visual identity, all news releases should have a uniform look.

8.1. PRESS RELEASES

Press releases can be sent to the local or international press. The templates are available in the Communications Forum on the Hub. Copyright information is NOT legally required on our marketing materials. We automatically own the copyright of anything we produce.

• The logo is always placed in the upper left corner.
• Avoid mixed language templates.
• Include contact information and date.
• Always provide local contact details while sending press releases or publishing them on the website.

Boilerplate text

Our boilerplate text concisely describes what Chicago Pneumatic stands for. The following text is the approved boilerplate text and must always be used in press releases and relevant marketing literature.

At Chicago Pneumatic we have a passion for performance and long-lasting partnerships. Since 1901, we are committed to reliability based on technology and trust.

People. Passion. Performance.

Chicago
Pneumatic

www.cp.com