CRESCENT
CT
TOOLS

BRAND GUIDELINES

Trusted by the Trades.

INTRODUCTION

Welcome to the Crescent® Brand Guidelines.

We developed this document to help guide and inspire designers and content creators, both within our organization and at our outside partners, and to facilitate the creation of on-brand communications. Inside, you'll find the brand strategy and the brand's visual identity – the two core elements required to bring the Crescent brand to life clearly and consistently around the world. By following these guidelines, you're helping build a brand that's performance-driven today and tomorrow.

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CRESCENT®
Trusted by the Trades.

BRAND STRATEGY

Strong brands like Crescent are built on solid platforms. Along with our business strategy, culture, customer service, and product excellence, our brand strategy plays a key role in identifying and communicating the overarching story of the Crescent brand. It clarifies what we stand for in the minds of key audiences everywhere and what sets us apart from our competitors. In the following section, we take a closer look at each of the elements that make up our brand strategy and learn how they work together to reinforce the complete Crescent story – acting as a filter for decision-making both internally and externally. We are also introducing a new platform – the Crescent® Master Brand – that will strengthen Crescent even further with the support of other powerful Apex Tool Group hand tool brands.

THE CRESCENT MASTER BRAND

The Crescent adjustable wrench is a tool trusted by generations of professional tradesmen – well-known and well-regarded as an iconic hand tool that is proven and reliable. As such, Crescent is a fitting master brand for a wider line of professional tools that includes the current Crescent offering strengthened by other trusted brands that have built remarkable reputations of their own among specialized trades: Lufkin, Wiss, Nicholson, and H.K. Porter. This new brand platform will allow Crescent and its supporting brands to reach a broader market of professional tradespeople through more consistent product design, packaging, and other forms of communication. A new generation of tradespeople is looking for tools that will help them produce professional results and a new, stronger Crescent will be there to answer that call.

AN AMERICAN ORIGINAL, AN ICONIC BRAND

After completing his historic solo transatlantic flight, Charles Lindbergh was quoted as saying he carried only the most basic supplies, including "gasoline, sandwiches, a bottle of water, and a Crescent wrench and pliers." The Crescent brand adjustable wrench was already recognized as an essential part of every toolbox. The year was 1927, just 20 years after it had been introduced.

During the same period of time, four other iconic tool brands were continuing to build reputations of their own...

The firm founded by E.T. Lufkin, originally created to serve the measuring needs of the American logging industry in the late 1800s, introduced the first steel tape produced in the United States, followed by the extremely successful wood folding rule. The Lufkin® folding rule remained dominant until the 1940s when Lufkin, along with several other manufacturers, made the retractable tape measure a reality.

Wiss® was the world's largest producer of scissors and shears in the early 1900s, and the brand grew even more during World War II, when it produced its compound action "aviation snips," then a key tool for manufacturing aircraft. Wiss continues to be the leading brand of compound action snips, preferred by HVAC and other sheet metal professionals for over 70 years. W.T. Nicholson invented and patented the first successful mechanized file making machine, and in 1864 founded The Nicholson File Company. By the turn of the century, Nicholson® was the world's leading brand of files and rasps. Since that time, the Nicholson product line has increased in scope and size, and now includes files, rasps, hacksaws, and handsaws, all manufactured to uncompromising standards of quality.

AN AMERICAN ORIGINAL, AN ICONIC BRAND

In 1880, Henry K. Porter patented and began to manufacture an adjustable "bolt cutter" designed for blacksmiths, wheelwrights, and carriage makers to snip off the excess length of bolts after the nut had been tightened. Since that time, The H.K. Porter® brand has continued to lead the way in the heavy-duty cutting market.

Today, over a century after the original Crescent brand adjustable wrench was introduced, these four leading brands have been brought together under the Crescent name. Now the Crescent Master Brand and its supporting brands (Crescent Lufkin, Crescent Wiss, Crescent Nicholson, and Crescent H.K. Porter) offer professional tradespeople over 2,600 quality tools they can count on to produce professional results.

CRESCENT PROFESSIONAL TOOL USER

The vast majority of Crescent tool end users are professionals, defined in the most basic terms as people who use tools to make their living. Since Crescent and its supporting brands offer such a wide array of products, these professionals are spread over a host of industries and markets, including the construction trades, industrial maintenance, repair and operations, mining, energy, transportation, and utilities. The one thing all these professional tool users have in common is an intimate relationship with the tools they use. There is a strong connection between their tools, the success of their task, and their ultimate sense of accomplishment.

In order to maintain and grow our position as a leader in the professional hand tool market, Crescent must truly understand the people it serves. This goes beyond mere demographics of the tradesman or industrial user. It requires us to note and appreciate their most basic emotional drivers, the insights that affect their every decision and behavior. To accomplish this, we conduct numerous and ongoing voice of customer (VOC) focus group sessions to listen and learn what motivates tool users, what their challenges are, and what Crescent can do to provide products that answer their needs the best.

Using the knowledge we have gained over the years and the insights gained from countless VOC sessions, we have come to realize that we share a common goal with our professional end user customers: We are all striving to produce professional results. Our customers' goal is to perform their job to the best of their ability, using tools that will help them to achieve results that are not just successful, but exceptional. This is our goal as well – to deliver hand tools that will maximize their talents and skills to deliver an exceptional result – tools Trusted by the Trades.

A BRAND BLUE PRINT

The following Brand Blueprint shows how the Crescent brand position of "Producing Professional Results" fits seamlessly into the other aspects of the brand: Our Purpose, Brand Values, Audiences, Brand Benefits, Behaviors, and Communications. All of these important brand traits are exemplified in the Crescent logo, the Crescent Medallion, and "Trusted by the Trades" tagline. The logo, with its bold font and striking Maker's Mark, positions the brand confidently and communicates strength. The tagline, TRUSTED BY THE TRADES, works to communicate power, strength, quality, and heritage.

BRANDS

OUR PURPOSE

What we offer:
Quality tools with proven innovation that enables the professional users

How we act:
Producing Professional Results

Why we exist:
We believe in solving user problems

OUR BRAND VALUES

Tough, Innovative, Straightforward, Proactive, Problem-Solving

AUDIENCES

Pro Construction, Trades, Industrial, MRO, Aspirational DIY, Distributors & Retailers, Employees

OUR BRAND BENEFITS

Rational
Innovation, Quality, Durability, Heritage, Experience, Permanence

Emotional
Confidence, Sentimental, Trust, Satisfaction, Proven, Emotive

OUR BEHAVIORS

- Enabling the professional
- Observant (We know the job site)
- Expert (We know the tools)
- Confident Leadership
- Mentoring

COMMUNICATIONS

- Confident
- Authentic
- Energetic
- Professional
- Relevant
- Straight Talking

CRESCENT®
Trusted by the Trades.

COMMUNICATIONS STYLE

The style and tone of Crescent marketing communications should be comfortable and conversational. It should communicate the authenticity of the Crescent brand with confidence and relevance in an energetic, honest, and straightforward manner. It should speak with a voice of authority, yet not talk down to the audience and it should always strive to put the Crescent brand in the best light.

Packaging and collateral sales communications should be concise and accurate, clearly defining the features and benefits of each product. Since one of the primary purposes of all communications is to build trust and loyalty with our customers, superlatives should be used sparingly. However, readers should always come away with a sense of the superior performance of Crescent products and of the integrity of the Crescent brand.

Communications should also be personal in tone and convey a sense of involvement with the customer and pride for the brand. The use of phrases like "we are proud to announce" instead of "Crescent is proud to announce" is encouraged, both in advertising and media relations. Always remember that our customers are looking for information that is complete, accurate, and factual…and they are seeking solid reasons to prefer Crescent products.

VISUAL IDENTITY

Our visual identity is a powerful set of tools for communicating our brand clearly and consistently across all Crescent communications and experiences. In the following section, we introduce and explain the inspiration behind, and guard-rails around, our brand's core visual elements: logo, color, typography, imagery style, and more.

OUR LOGO

The Crescent Master Brand logo conveys the strength and heritage of the brand through the use of the Crescent logotype, presented in a bold, highly legible font, combined with the Crescent Tools Maker's Mark graphic icon. Together, the two elements form a foundation worthy of the brand that can be used alone, together with the Crescent Tagline, or paired with other graphic elements to form the logos of the Crescent Supporting Brands.

LOGO COMPONENTS

MASTER BRAND LOGO

The Crescent Tools Master Brand logo may appear alone or may be combined with the Crescent Tools Tagline. It may also be used as an element in the four Crescent Tools Supporting Brand logos. These six variations are the only allowable uses.

SUPPORTING BRAND LOGOS

There are four Crescent Tools Supporting Brands: Crescent Wiss, Crescent Lufkin, Crescent Nicholson, and Crescent H.K. Porter. Logos for each are shown at right, all consisting of the Crescent Tools Master Brand logo paired with a graphic element denoting the Supporting Brand. Supporting Brand graphic elements are never to be used alone; they must always be paired with the Crescent Tools Master Brand logo.

TAGLINE

The Crescent Tools Tagline, Trusted by the Trades, communicates the brand's attributes of quality, durability, heritage, and trust in a simple, straightforward way that is direct, confident, and easily understood. The Tagline may appear in either of only two ways: alone or combined with the Crescent Tools Master Brand logo. It may not be combined with a Supporting Brand logo at any time.

Master Brand Logo

Supporting Brand Logos

Tagline

The Tagline should be used primarily for transient, consumer-facing applications, such as advertising, collateral, and for merchandising items like shirts, hats, and mugs. It should not be used for more permanent items such as product packaging.

Master Brand Logo with Tagline

THE MEDALLION

The Crescent Tools Medallion is a graphic element that can function together with the Master Brand logo or Supporting Brand logos to reinforce the brand message in a more informal, approachable way. By using the Crescent Tools Maker's Mark as its primary design cue, then adding "CRESCENT TOOLS" around it in a style reminiscent of turn-of-the-century logos, it lends legitimate credibility with a nod to Crescent heritage that acts as the brand's "seal of approval." As such, it may be used in a myriad of applications. The Crescent Tools Medallion may be used as a bold anchor element or as a faint watermark. It may be used on just about anything, with the following restrictions: It should not be used in place of the Crescent Tools Master Brand logo and or the Crescent Tools Maker's Mark.

Medallion

The Medallion acts as our personal seal of approval, indicating that something has passed our rigorous standards

Medallion with Tagline

Trusted by the Trades.

When used with the Tagline: The Medallion should always be scaled in proportion

Clearspace equals the height of the "T" in Trusted

THE CRESCENT TOOLS MAKER'S MARK

Maker's marks are one of the earliest forms of trademarking and have been used for centuries by craftsman to claim responsibility for their work. Whether complex or simple in design, maker's marks reveal the Who, What, When, Where, and How of the finished piece. The Crescent Tools Maker's Mark, with its stylized, yet simple "C" and "T" shapes, allows the Crescent brand to be displayed boldly on tools and parts, clearly identifying them as quality Crescent® products and providing strong equity for the brand.

USAGE

The Crescent Tools Maker's Mark should appear only on products, never on packaging, collateral material, advertising, branded merchandise, or in any other application. It must be printed, stamped, etched, embossed, or otherwise applied directly onto the product. Printing the Crescent Tools Maker's Mark on a label, nameplate, or other surface that is then attached to the product is not acceptable.

**Maker's Mark**

The Maker's Mark "T" is representative of the tool itself, relating to its strong, durable and effective nature.

The Crescent Tools Maker's Mark should be used only on products

The Maker's Mark "C" resembles the heavy-duty materials that require only the highest caliber of tools.
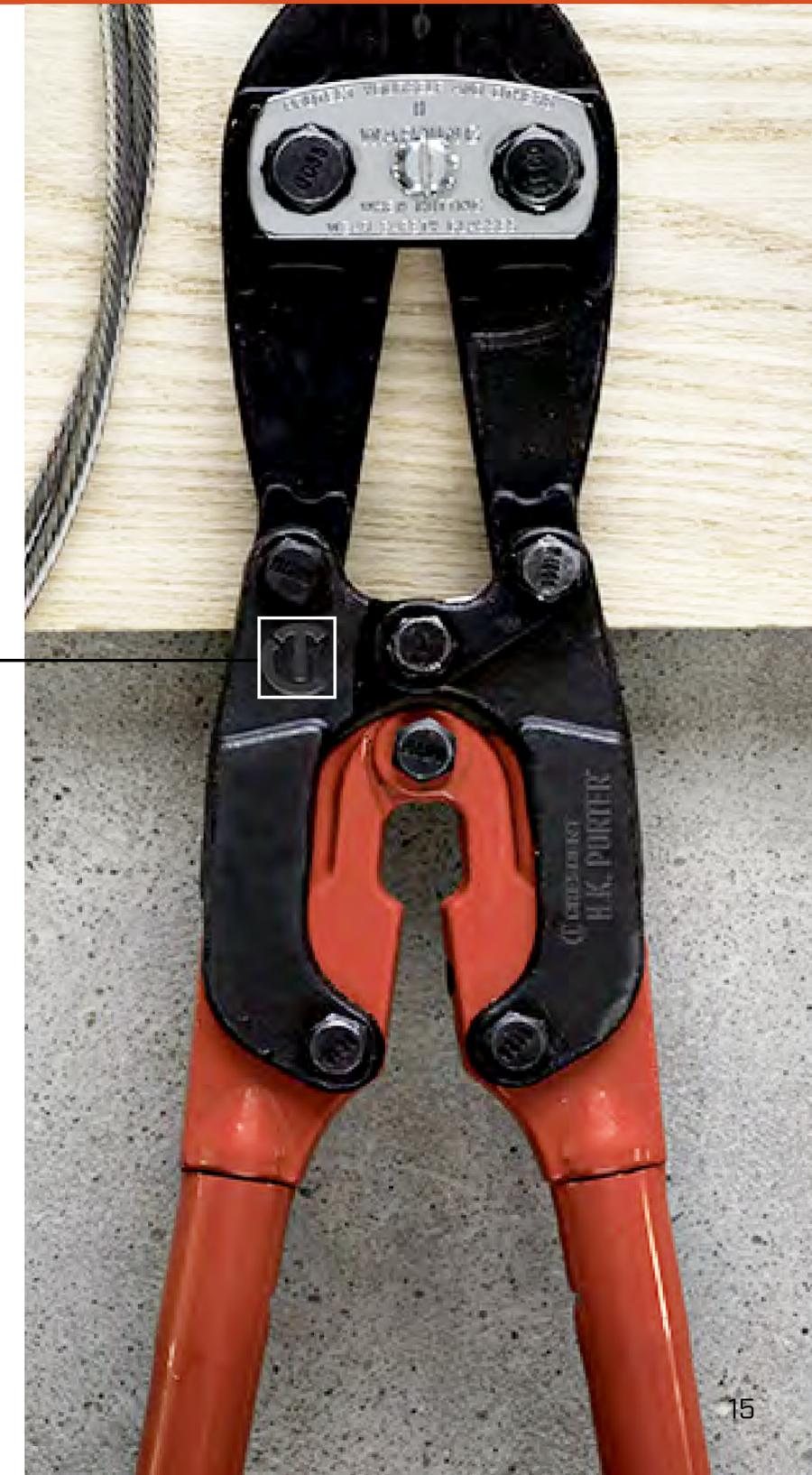
CLEARSPACE

It's important to preserve the integrity of the Crescent Tools Master Brand logo, Supporting Brand logos, and Medallion across all applications. One of the ways we do this is to define the acceptable clearspace around the logo or graphic element.

Minimum clearspace is the area surrounding a logo that must be kept free of any text or other graphic elements. To help maintain visual impact on all of our communications, we always allow for generous space around the Master Brand logo, Supporting Brand logos, and Medallion. **Minimum clearspace is determined by following the examples shown at right.**

Exceptions to the minimum clearspace must be approved by Creative Services before use.

Master Brand

Clearspace equals the height of the "E" in **CRESCENT**

Master Brand with Tagline
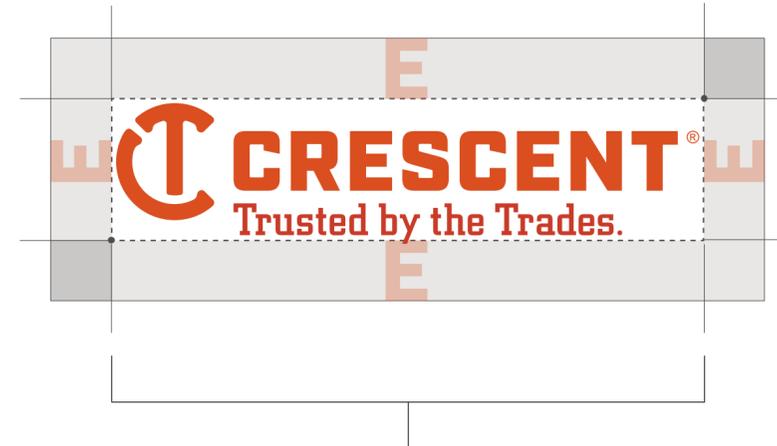
Clearspace equals the height of the "E" in **CRESCENT**

The Medallion
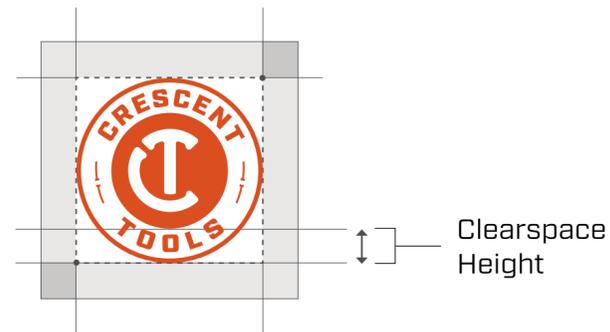
Clearspace Height

The Medallion with Tagline
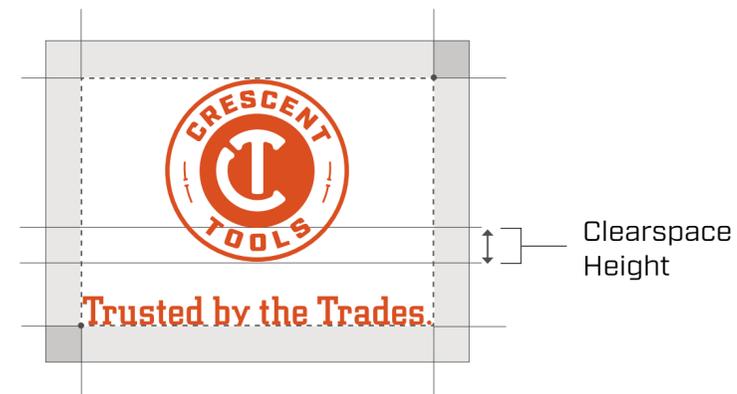
Clearspace Height

Tagline

Clearspace equals the height of the "e" in **Trusted**

Supporting Brands
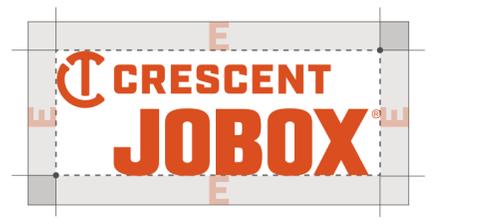
Clearspace equals the height of the "E" in **CRESCENT**

LOGO MINIMUM SIZE

In addition to clearspace guidelines shown on the previous page, the integrity of the Crescent Tools Master Brand logo, Supporting Brand logos, Maker's Mark, and Medallion is also preserved by the application of minimum size requirements across all applications.

MINIMUM SIZE

Because legibility of the Crescent Tools Master Brand logo, Supporting Brand logos, Maker's Mark, and Medallion artwork is critical, it must be sized large enough to be read easily on every application, print or digital. The elements can be scaled to as large as needed, but should not be used at sizes smaller than the minimums shown to the right. Exceptions can be made for on-product application depending on tooling limitations, but these exceptions must be approved by Creative Services.

Print (Inches)

From the Maker's Mark to the end of the letter 'T' in Crescent should equal 1" inch keeping the supporting brand logos proportionate to the size.

1"

1.5"

.5625"

1.5"

Digital (Pixels)

From the Maker's Mark to the end of the letter 'T' in Crescent should equal 89 pixels keeping the supporting brand logos proportionate to the size.

89 px

36 px

100 px

147 px

Product ID

.1277"
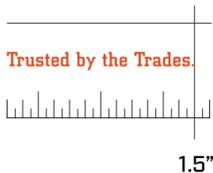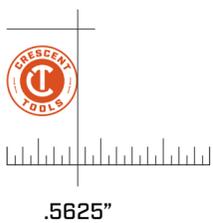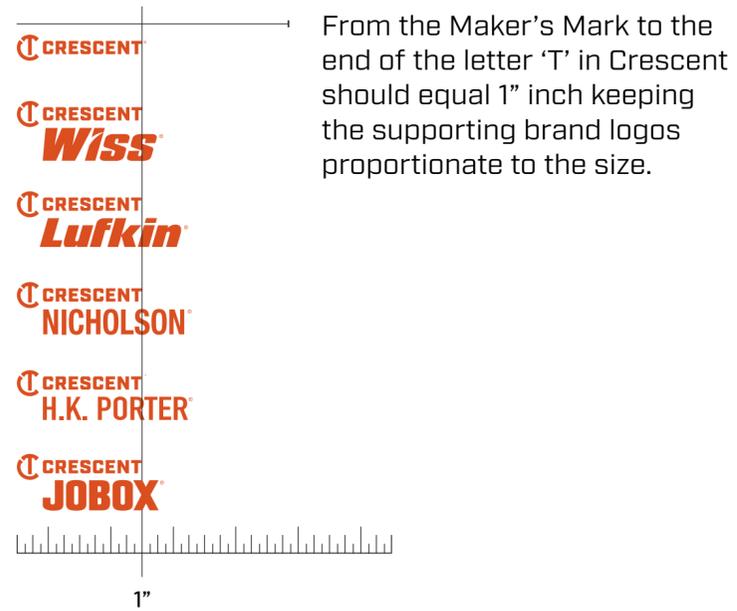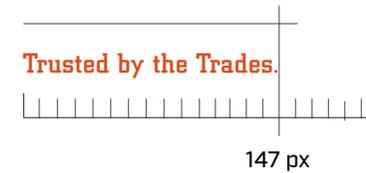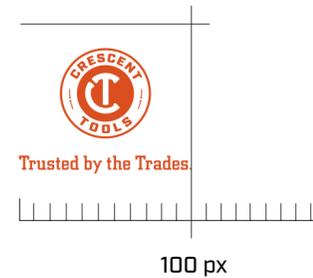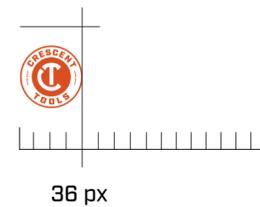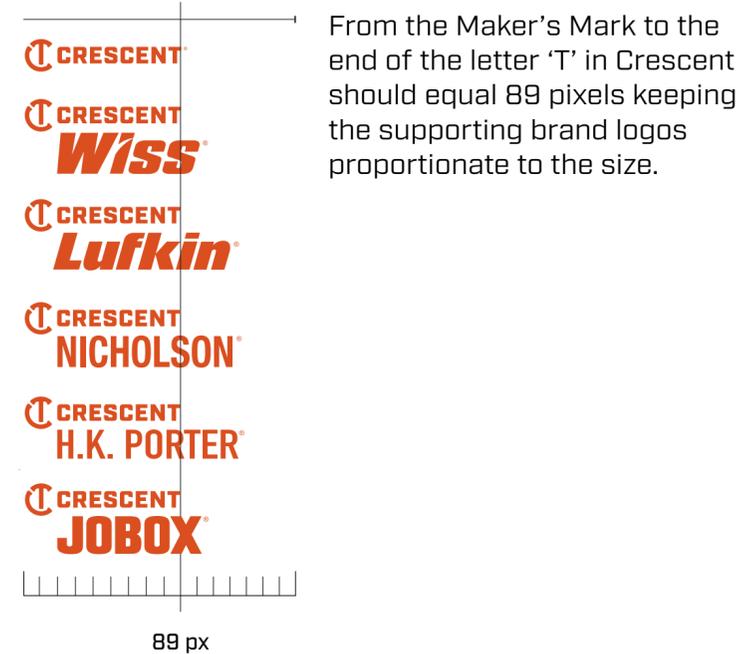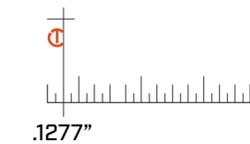
LOGO MISUSE

Our Crescent Tools Master Brand logo, Supporting Brand logos, Maker's Mark, and Medallion are critically important parts of our visual identity, which means they need to be used consistently and correctly. This document includes many helpful standards for proper logo application. However, it's also important to keep in mind the things we can't and shouldn't do. Do not alter or add to the logos in any way: changes diminish their integrity and the equity of the Crescent brand. The examples shown here are specific "do nots" for the Crescent Tools Master Brand logo, Supporting Brand logos, Maker's Mark, and Medallion.

X Don't create alternate color versions

X Don't alter the position of the elements of the Master Brand logo

X Don't use the Maker's Mark alone unless applied directly onto a product
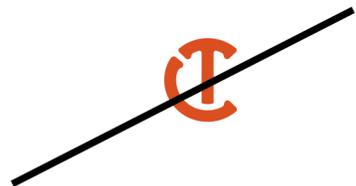
X Don't use the Crescent logotype without the Maker's Mark

X Don't resize any logo components

X Don't use the Master Brand logo, Supporting Brand logos, Maker's Mark, or Medallion in text

Our brand idea is a concise expression of the ⊙ brand's core essence with the capacity to inspire and lighten.

X Don't stretch or compress the Master Brand logo, Supporting Brand logos, Maker's Mark, or Medallion

X Don't alter the position of the elements of the Supporting Brand logos

X Don't use the graphic elements of the Supporting Brand logos alone without the Master Brand logo

X Don't add any shadows or effects

X Don't rotate the Master Brand logo or Supporting Brand logos

X Don't stack the Supporting Brand logos under the Master Brand logo

X Don't alter the distance between the Maker's Mark and Crescent logotype

X Don't use the Tagline with Supporting Brand logos; it may be used only with the Master Brand logo or the Medallion

X Don't move the Maker's Mark

COLORS

The colors associated with the Crescent brand help us stand out from our competitors and are designed to communicate the depth and power of the brand in markets around the globe. To achieve this goal, Rawhide Orange had been selected as the brand's primary color. The rustic character of the brand and its legacy of over 100 years of tool making are reinforced by this bold new color. "Rawhide" speaks to quality materials that will stand the test of time.

COLORS

FUNCTIONAL COLOR PALETTE

Rawhide Orange, Crescent Black, and Crescent Deep Gray make up our primary color palette. These are our brand colors. Used together, they complement each other in a balance that echoes our brand strategy and the attributes we are trying to convey.

SPECIFICATIONS

All colors in our color palette have precise print, online and on-screen (video and broadcast) color references, as shown on the right. Be sure to use the exact color values listed here. Do not trust color values that have been converted between color modes by software. Please note that slight variances in color may occur when printed or reproduced in different media. When matching our colors outside of the color modes listed here (e.g., embroidery applications), use the appropriate Pantone® Matching System (PMS) number as a target. Ask your printer for assistance when needed and always request a proof before going into production.

Primary Color Palette

CRESCENT RAWHIDE ORANGE
PMS 2349 C

HEX – Preferred
CA3604

RGB
202   54   4

CMYK
0   82   100   10

BLACK
HEX – 272525
RGB – 39, 37, 37
CMYK – 0, 0, 0, 100

WHITE
HEX – FFFFFF
RGB – 255, 255, 255
CMYK – 0, 0, 0, 0

DARK GRAY
HEX – 3C3C3E
RGB – 60, 60, 62
CMYK – 0, 0, 0, 85
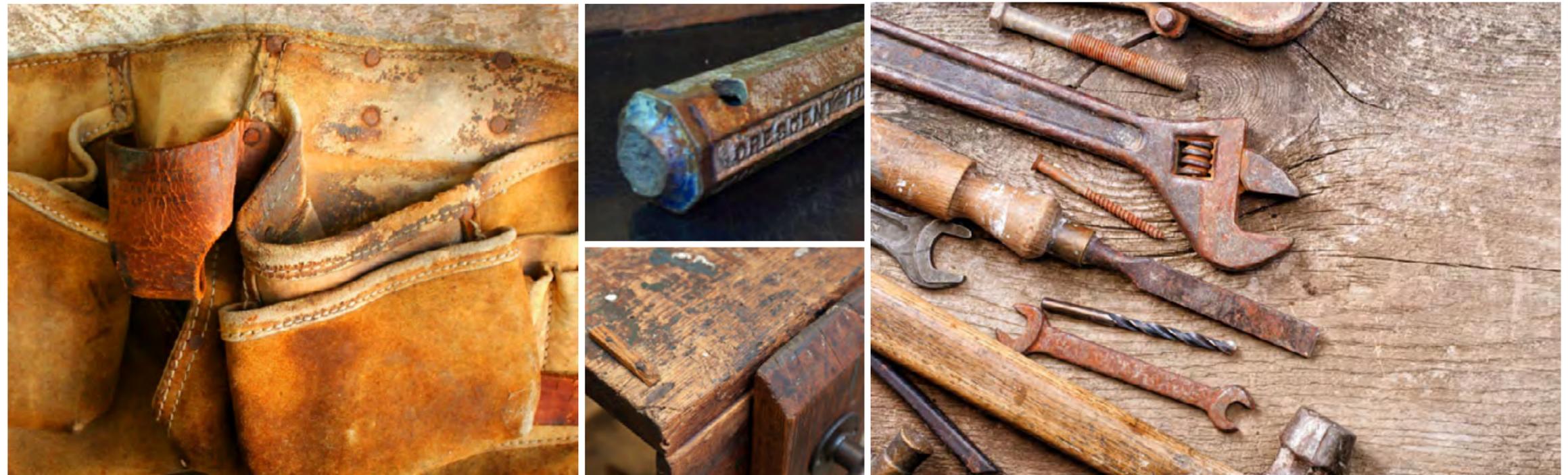
We created multiple Master Brand logo, Supporting Brand logo, Tagline, and Medallion versions to ensure you have precisely the right option when creating branded communications materials.

The color positive version should always be used against a solid white background or over lighter photographs. Versions have also been developed for use on Crescent Black, Rawhide Orange, and Crescent Deep Gray backgrounds.

The one-color black positive version and one-color positive and reverse versions are for limited reproduction applications when full color printing is not possible, such as product application or limited resources. They may also be used over a solid color background for co-branded applications.

Color Applications

Tagline

The Medallion

TYPOGRAPHY

For striking and bold visual support to colors in collateral materials, packaging, and promotional media, the fonts Industry and Berthold City have been selected for Crescent Tools. Since our communications need to span continents and cultures, these fonts were selected in part because of how easily they adapt to accommodate different levels of information hierarchy across a variety of mediums.

Industry, a sans serif font, provides a bold, serious, machine-made look for the Medallion, headlines, and other primary items of note. The Industry font is both highly legible and incredibly functional.

LICENSING

Industry is a reasonably-priced commercial font family. A sight license may be purchased at the following URL:

https://www.myfonts.com/fonts/fort-foundry/industry/

https://www.linotype.com/1353082/industry-family.html

Industry

Industry Ultra
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#$%^&*()

Industry Black
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#$%^&*()

Industry Bold
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#$%^&*()

Industry Demi
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#$%^&*()

Industry Medium
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#$%^&*()

Industry Book
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#$%^&*()

Industry Light
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#$%^&*()

Industry Thin
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#$%^&*()

Berthold City, a serif font, provides a supportive, more detail-oriented impression, with serifs that intentionally mimic the nail heads found in the Crescent Medallion. The Berthold City font is also used for the Crescent Tools tagline, "Trusted by the Trades."

LICENSING

Berthold City is a reasonably-priced commercial font family. A sight license may be purchased at the following URL:

https://www.myfonts.com/fonts/berthold/city-be/bold/#index

Berthold City

Berthold City Bold
ABCDEFGHIJKLmnopqrstuvwxyz
1234567890!@#$%^&*( )

Berthold City Bold Italic
ABCDEFGHIJKLmnopqrstuvwxyz
1234567890!@#$%^&*( )

Berthold City Medium
ABCDEFGHIJKLmnopqrstuvwxyz
1234567890!@#$%^&*( )

Berthold City Medium Italic
ABCDEFGHIJKLmnopqrstuvwxyz
1234567890!@#$%^&*( )

Berthold City Light
ABCDEFGHIJKLnopqrstuvwxyz
1234567890!@#$%^&*( )

Berthold City Light Italic
ABCDEFGHIJKLmnopqrstuvwxyz
1234567890!@#$%^&*( )

IMAGERY STYLE

Our imagery is designed to flex across different types of communications – from high-level branded content to more technical materials. Consisting of three distinct styles, our imagery supports Crescent Brand Communications attributes such as confidence, authenticity, and relevance to help tell stories that are uniquely and unquestionably our own.

IMAGERY STYLE

IN THE FIELD

We strive to capture real life work moments and the personality of the individuals that rely on our products. The images should not feel staged or too polished, but try and convey a drive to produce professional results. Interesting angles and bold, strong compositions should be the goals for all of our In the Field image moments.

PERFORMANCE DETAILS

Our brand is bold, strong, and cohesive and our Performance Detail shots should say the same. We want or audiences to know we are dedicated to the precision of a job well done and the role our tools play in the process. We should strive for dramatic images, lighting, and shadows with our Performance Detail shots and make sure that the images show our products with a high level of finish when cropped.

PERFORMANCE PRODUCTS

The Performance Products category captures the quality of our products in a straightforward, clean manner. Soft shadows and impeccable lighting should be the ultimate goal to display our attention to detail and the quality of our products.

In the Field
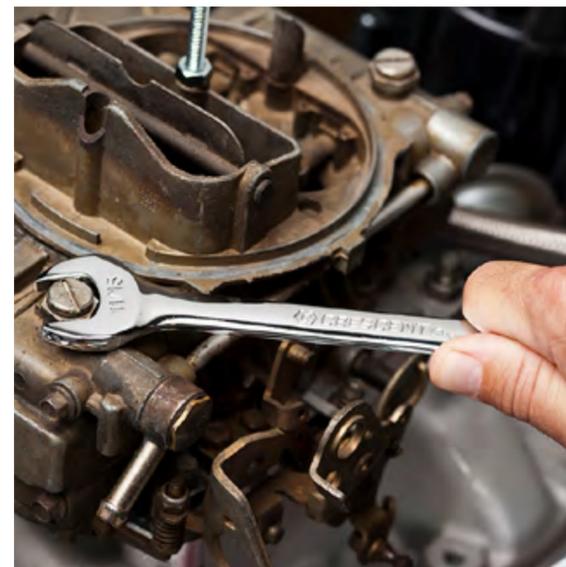
Performance Details
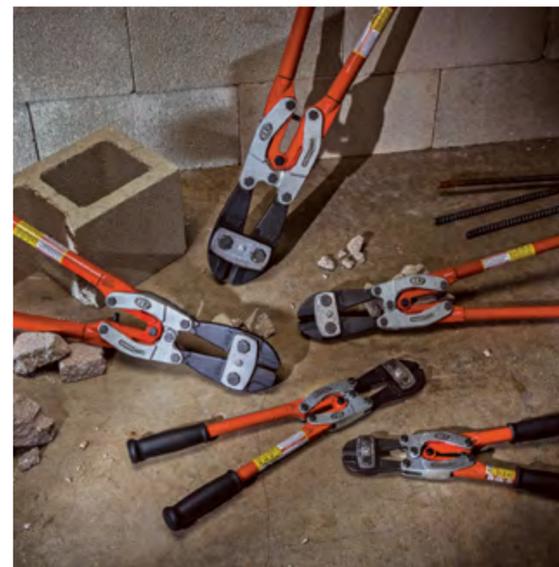
Performance Products

IMAGERY STYLE

LOGO SEPARATION

Care should be taken to adhere to clearspace guidelines when using the logo in advertising and collateral design. The logo should never be placed over images. The three examples at right show what is allowed and what is not regarding logo and image placement.

OK: Gradient applied behind logo; clearspace maintained

OK: Hard separation between logo and image

NOT OK: Image placed behind logo

CHARTS & GRAPHS

Simple, clean and clear, our charts and graphs distill data, making it inviting and easy to understand. We create them with all the elements of our brand identity system – including our color palette and fonts – to illuminate the data while at the same time connecting it to our brand. Information graphics made according to our guidelines will be clear and direct, and will reflect our brand personality – they will provide the performance we strive for.

CHARTS & GRAPHS

Some principles to keep in mind when creating charts and graphs:

Charts and graphs should use colors from the Crescent primary color palette: Rawhide Orange, Crescent Black, and Crescent Deep Gray. Rawhide Orange should be used for the largest or most important color fields.

Please make sure appropriate contrast is inherent in both the different data sections and also the typography visualizing numbers or percentages.

Table Graph Examples

Pie Chart Examples

Sales

- 1st Qtr
- 2nd Qtr
- 3rd Qtr
- 4th Qtr
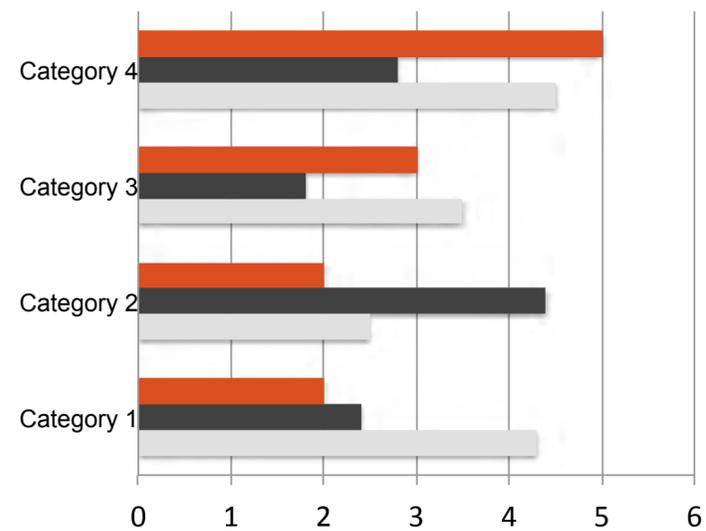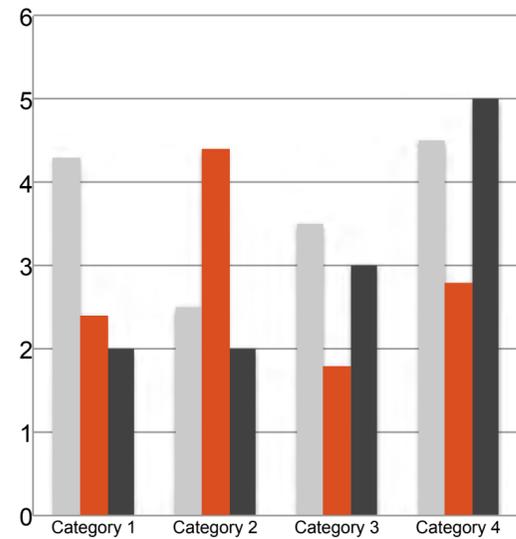
Sales
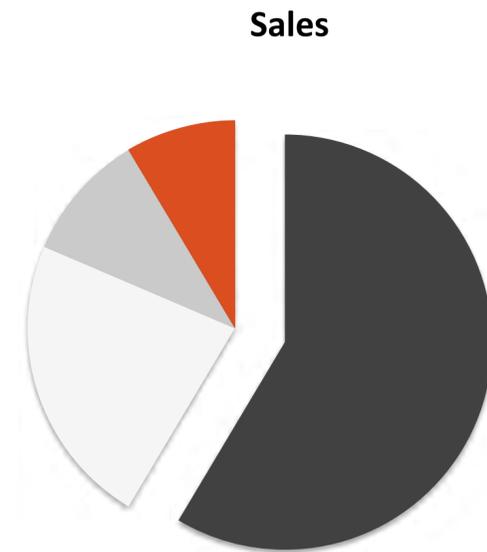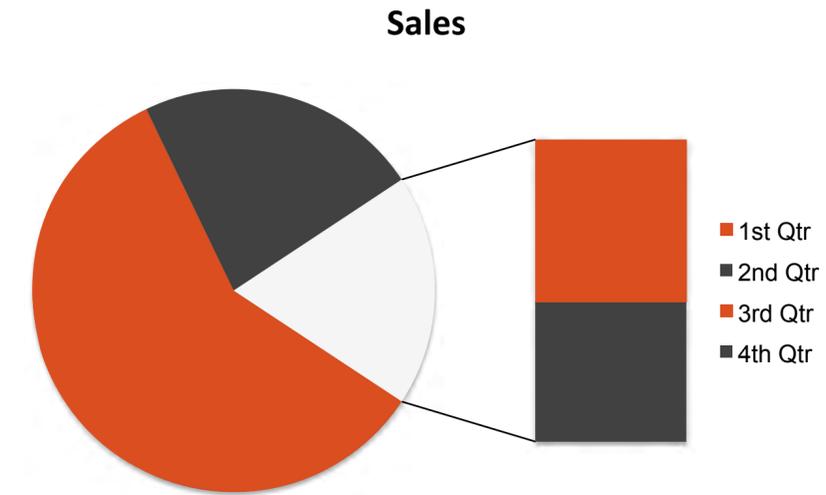
OUR IDENTITY IN ACTION

The following pages show the identity in action. These examples are illustrative only and this library should be updated and added to with best practices moving forward. Flexibility within a framework is key when developing our applications.

POWER POINT® TEMPLATES

A large part of our everyday communications is through PowerPoint presentations. On the right are approved Crescent Title Page and Content Page templates. Please use these templates in all Crescent presentations.

Templates may be downloaded from BaseCamp >> Document Library >> Templates.

Preferred type is Arial font family. Graph colors are black, Rawhide Orange, and Crescent Deep Gray. These colors have been pre-loaded into the templates as default colors, however they may also be achieved in PowerPoint by selecting Font Color, More Colors..., Custom, then specifying the color below:

Rawhide Orange
RGB: 202, 54, 4

Black
RGB: 39, 37, 37

Cover Page-11x8.5

Presentation
Title Goes Here

Date: Month Day, Year
Prepared By: First Name, Last Name

Cover Page-14x9

Presentation Title Goes Here

Date: Month Day, Year
Prepared By: First Name, Last Name

Content Page-11x8.5

Headline Text Goes Here

Slide Summary Goes Here.

Trusted by the Trades.

Content Page-14x9

Headline Text Goes Here

Slide Summary Goes Here.

Trusted by the Trades.
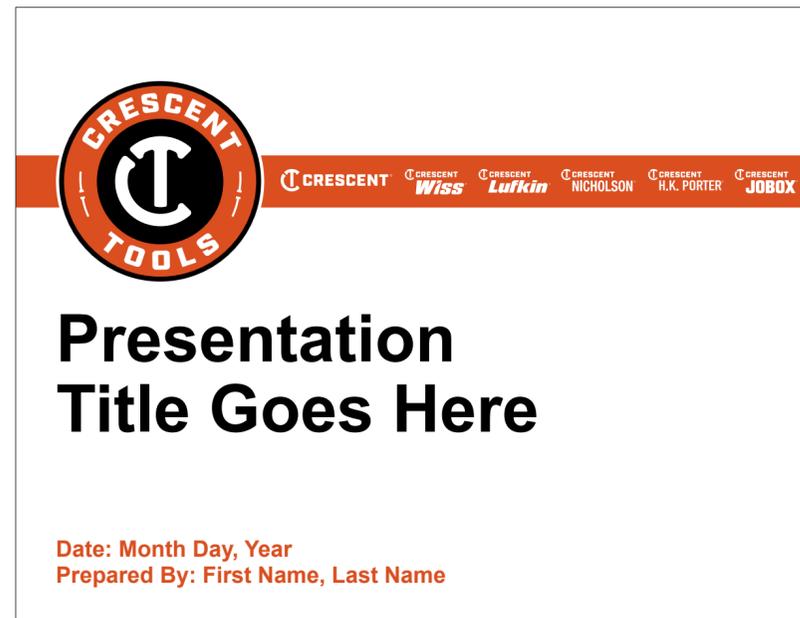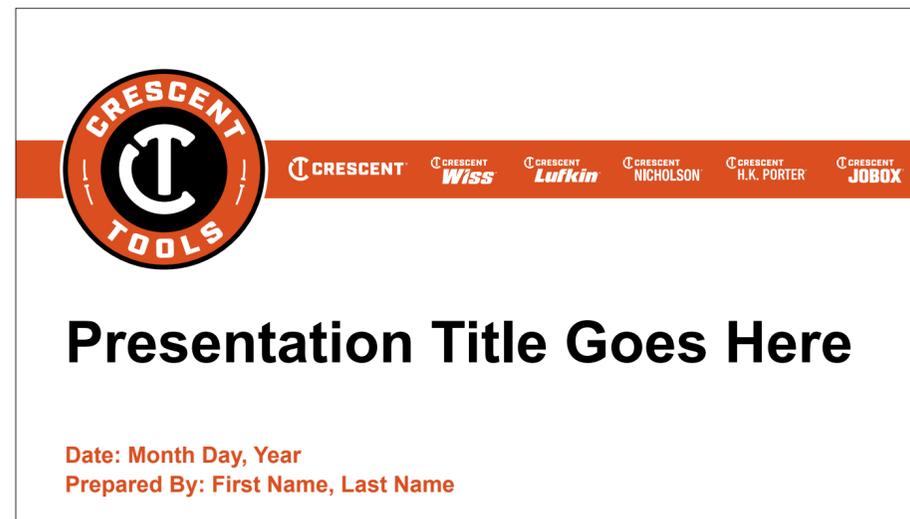
LETTERHEAD

Standard 8-1/2" x 11" letterhead format is shown at right. A Microsoft Word® template may be downloaded from BaseCamp >> Document Library >> Templates.

All heading, inside address, greeting, body, and closing text should be left justified.

Specifications:
Colors: Rawhide Orange, Black
Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.
Font: Arial
Recommended Font Size: 11 pt.

BUSINESS CARD

At right is an example of how the brand is applied to our business card. Business cards should remain free of promotional graphics and other product brands.

Specifications:
Colors: Apex Tool Group Blue (PMS 285 C), GEARWRENCH Molten Orange (PMS 144 C), Rawhide Orange (PMS 2349 C), Black **Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.**
Font: Arial
Font Sizes: 10 pt., 11 pt.

Letterhead Example

14600 York Rd. Ste. A | Sparks, MD 21152
919-362-1670 | www.CrescentToolCo.com

Month Day, Year

First Name Last Name
Title Goes Here
Company Name
Address Line
City, State, Zip Code

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quis est tam dissimile homini. Sed quanta sit alias, nunc tantum possitne esse tanta. Hoc est non dividere, sed frangere. Duo Reges: constructio interrete. Consequentia exquirere, quoad sit id, quod volumus, effectum.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Dolere malum est: in crucem qui agitur, beatus esse non potest. Nec vero alia sunt quaerenda contra Carneadeam illam sententiam. An est aliquid, quod te sua sponte delectet? Quid, si etiam iucunda memoria est praeteritorum malorum?

Sincerely,

Signature Here

Names Goes Here
Title Goes Here - Apex Tool Group
Crescent Tools

Business Card Example

First Name Last Name
Title Goes Here

First.LastName@apextoolgroup.com
14600 York Rd., Ste. A
Sparks, MD 21152
T: 123.456.789 **C:** 123.456.789
www.GEARWRENCH.com
www.CrescentTool.com

Front

Back

A Microsoft Word® template may be downloaded from BaseCamp >> Document Library >> Templates.

All headings, images, and text should be left justified. Images should be full width.

SPECIFICATIONS

Crescent Logo: 3.25" Wide
Colors: Rawhide Orange, Black
Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.

Font: Arial
Font Sizes:
Headline Block – 18 pt.
Amplification Block – 14 pt.
Caption Text – 9 pt.
Body – 11 pt.

CRESCENT

PRESS RELEASE
December 1, 2017

CRESCENT® Introduces New Brand Identity

New identity includes an expansion of the brand that brings five famous hand tool brands together under the Crescent name

The Crescent® brand product lineup will include tape measures, bolt cutters, scissors, files, and many other tools from the five brands that have become part of the expanded Crescent tools offering. (Products shown for illustration only.)

Sparks, Maryland – Crescent®, a premier hand tool brand from Apex Tool Group, today announced an expanded product offering that brings products from five respected hand tool brands together under the Crescent name. Also unveiled was a new brand identity program that underscores the expansion and encompasses every aspect of the Crescent brand, including its logo, color palette, typography, and product design. The new identity program also introduces a new tagline, "Trusted by the Trades," that accurately describes how the brand is viewed by trade professionals around the world.

"The Crescent brand has been trusted by professional tradespeople for well over 100 years," said Curt Weber, Senior Director, Brand Management. "We are building on this trust by expanding the Crescent offering to include products not only from Crescent, but from several other respected hand tool brands in the Apex Tool Group portfolio. This expansion will give our customers a wider selection of quality products from which to choose, all under the Crescent name."

CRESCENT®
Trusted by the Trades.

The bold new Crescent® logo and tagline communicate the brand's well-earned reputation for quality tools that help tradespeople produce professional results.

In addition to current Crescent® products, the expanded offering will include the full product selections of the following Apex Tool Group brands: Lufkin® measuring tapes, rules, and wheels, Wiss® snips, scissors, shears, knives, and trade tools, Nicholson® files and saws, and H.K. Porter® heavy-duty cutters. Starting immediately, these four supporting brands will be known as Crescent Lufkin®, Crescent Wiss®, Crescent Nicholson®, and Crescent H.K. Porter®, giving users access to over 2,600 products under the Crescent® brand. Beginning in early 2018, all Crescent® brand and Crescent® supporting brand logos, product design, colors, packaging, websites, and other forms of brand identification will begin the changeover to the new brand identity.

"We're extremely excited about this major expansion of the Crescent brand," said Rena Fiorello, Senior Marketing Manager, Brand Management for Crescent. "A substantial marketing initiative for the brand is planned for 2018, including a comprehensive multi-media advertising campaign and a potential partnership with NASCAR and Chip Ganassi Racing. This investment will provide additional energy to the brand and demonstrate that Crescent is committed to continued growth."

###

About Crescent®
Crescent is a premier hand tool brand from Apex Tool Group, one of the largest hand tool manufacturers in the world. The original Crescent adjustable wrench was introduced in the early 1900s. With its recent expansion, the Crescent line has expanded beyond adjustable wrenches to include a wide selection of mechanics hand tools, tool sets, measuring products, snips, scissors, shears, files and heavy-duty cutting products. For more information, visit www.crescenttool.com.

About Apex Tool Group
Apex Tool Group, LLC, based in Sparks, MD, is one of the largest worldwide producers of industrial hand and power tools, tool storage, drill chucks, chain, and electronic soldering products. Apex serves a multitude of global markets, including automotive, aerospace, electronics, energy, hardware, industrial, and consumer retail. For more information, visit www.apextoolgroup.com.

Media Contact:
Bill Bliss
Office: 919-387-2482
Mobile: 919-924-6268
bill.bliss@apextoolgroup.com

EMAIL SIGNATURE

The correct use of email signatures is an important part of Crescent branding. When incorrectly applied, it can undermine our branding goals of professionalism and credibility. Email signatures are one of the few applications where multiple brands may be used together – specifically the Apex Tool Group focus brands of GEARWRENCH® and Crescent®, as shown to the right.

The GEARWRENCH® and Crescent® logos are the only graphics to be used on email signatures. Never add any other graphics, logos, backgrounds, or personal or professional messages to your email signature. This maintains a professional look and minimizes file size.

The Apex Tool Group legal notice should be part of all emails, including those sent from mobile devices

OUTLOOK® TEMPLATES

The email signature is set up in Outlook templates and should match as close as possible the content and visual presentation as shown at right.

RECOMMENDED AUTO-CORRECT TEXT FOR EMAIL SENT FROM MOBILE DEVICES

Sent from my mobile device. Please excuse any auto-correct typos.

Email Signature

First Name, Last Name ———————————————● **Arial Bold, 9 pt.**
Title Goes Here ————————————————————● **Arial Regular, 9 pt.**
Apex Tool Group
O: 123-456-7890   C: 123-456-7890
E: FirstName.LastName@apextoolgroup.com
www.gearwrench.com | www.crescenttoolco.com ———————● **Arial Bold, 9 pt.**

This message is intended only for the use of the Addressee and may contain information that is PRIVILEGED and/or CONFIDENTIAL. This email is intended only for the personal and confidential use of the recipient(s) named above. If the reader of this email is not an intended recipient, you have received this email in error and any review, dissemination, distribution or copying is strictly prohibited. If you have received this email in error, please notify the sender immediately by return mail and permanently delete the copy you received. Thank you.

Mobile Device Signature

Sent from my mobile device. Please excuse any auto-correct typos.

Trade shows and exhibits are highly visible and critically important vehicles to communicate the visual identity of the Crescent brand. All messaging on trade show displays should be consistent with brand guidelines, specifically in regards to usage of the Master Brand logo, Supporting Brand logos, the Tagline, the Medallion and the three colors of the Crescent primary color palette.

POP-UP DISPLAYS

As with trade show displays, all messaging on pop-up displays should be consistent with brand guidelines, specifically in regards to usage of the Master Brand logo, Supporting Brand logos, the Tagline, the Medallion and the three colors of the Crescent primary color palette.

Catalog cover and product detail page layouts are shown at right.

Catalogs should both inform and persuade. As such, design should follow brand guidelines with emphasis on communicating product features and benefits clearly and concisely. The Master Brand logo, paired with the Tagline, should appear at the upper left of all spreads as shown. Note the consistent use of the colors of the Crescent primary color palette that helps provide a unified look to each inside page.

Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.

Cover Page
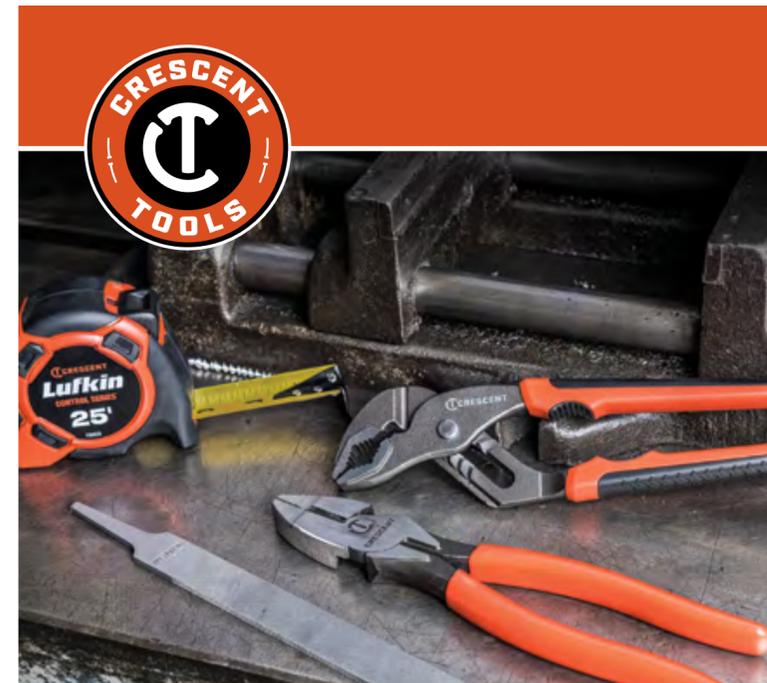
Hand Tools
Product Catalog

Trusted by the Trades.

Inside Content

Like catalogs, the purpose of product literature is to inform and persuade, but while a catalog is used primarily as an informational tool, product literature should be more educational and sales-oriented. The reader is actively seeking to learn why a product is superior, so the clear presentation of features and benefits is paramount.

Again, the design should confirm to brand guidelines, but the information should be presented differently: Whether the literature piece is a single-sided data sheet or a multi-page brochure, the unique selling point or key feature/benefit should be the first element that catches the reader's eye. Secondary feature/benefits follow, concluding with product details such as SKU numbers and sizes at the bottom of the sheet or on the final pages.

All literature should include informational copy that includes the company name, address and, website(s), copyright date and ownership information, ownership information for any trademarks mentioned, job tracking number, and if applicable, literature number, printer's job number, and quantity and date printed.

Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.

Examples

Advertising is the most visible way to communicate the visual identity of the Crescent brand. Several examples of different types and sizes are shown on this and following pages. In order to maintain a consistent look for the brand, all advertising design, like trades show exhibit design, catalog design, and literature design, should be consistent with brand guidelines, specifically in regards to usage of the Master Brand logo, Supporting Brand logos, the Tagline, the Medallion and the three colors of the Crescent primary color palette.

Single Page Ads

PRINT LAYOUT TEMPLATES

Adherence to the layout template examples shown at right should be considered not only as an opportunity to build brand equity, but also as a way to organize information and elements. The intent of the templates is to provide some basic design guardrails while still allowing substantial design flexibility through the use of multiple colors and proportions.

In some circumstances, multiple messages will need to be communicated and multiple images shown. In these cases, the templates may be combined in different configurations to maximize visual impact, communications effectiveness, and memorability.

Note: For print advertising, Rawhide Orange (PMS 2349 C) may be approximated using 4-color process.

Layout Examples
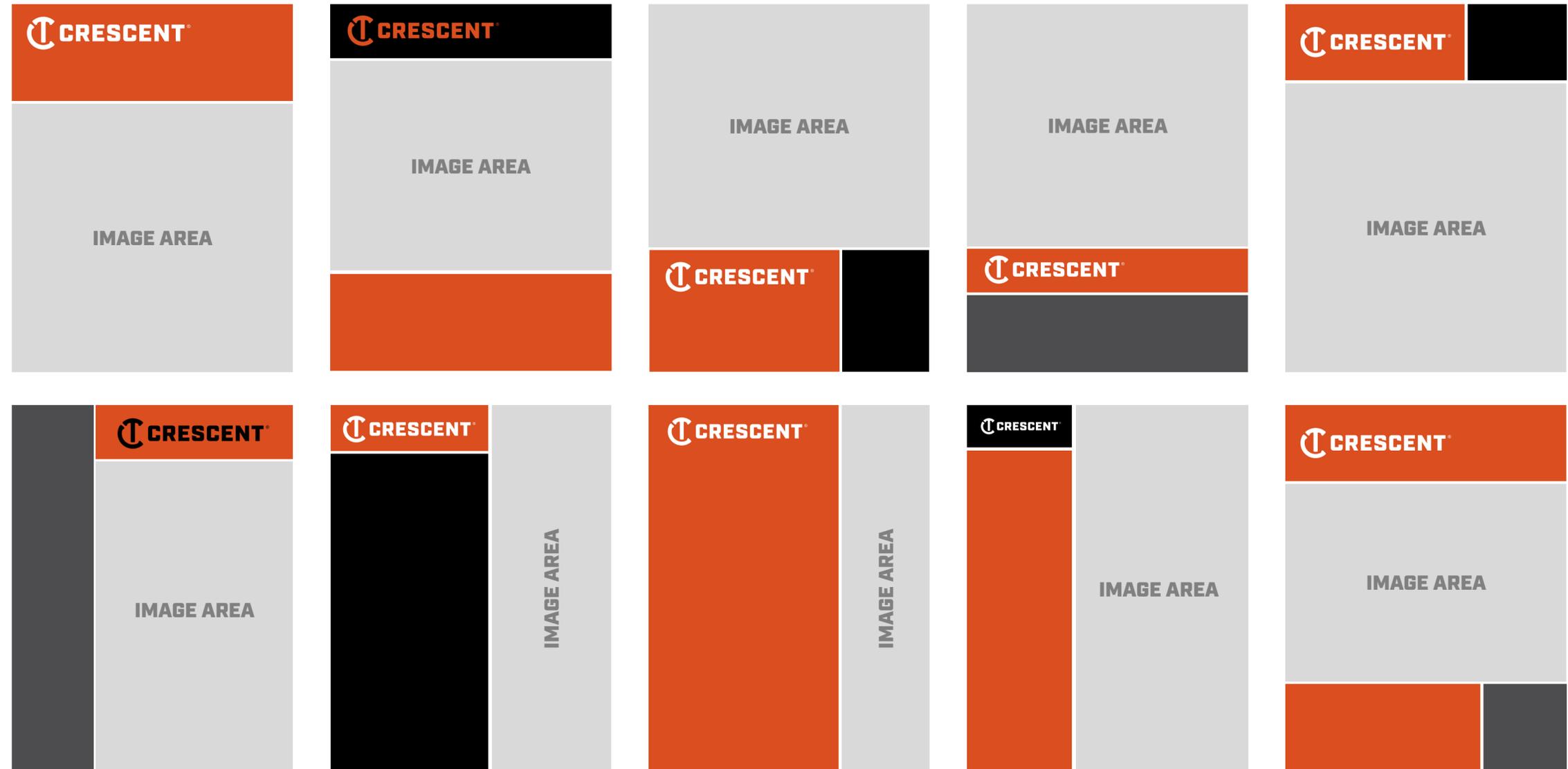
DIGITAL ADVERTISING

The primary purpose of digital ads, like most advertising, is to convince the reader to take an action…to do something. Unlike some other forms, however, the desired action for all digital advertising is the same: to click on the ad in order to access further information. To accomplish this goal, Crescent digital advertising must:

· Be visually striking to capture attention
· Clearly show the main product feature
· Include concise, minimal text
· Include a call to action such as "LEARN MORE" or "SEE IT AT WORK"
· Link to a relevant and engaging landing page

Vertical Ads

The New Command Series
Performance that fits your hand.

LEARN MORE >
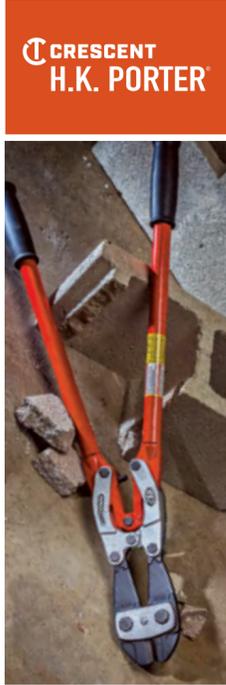
Dependable Performance Since 1880

LEARN MORE >
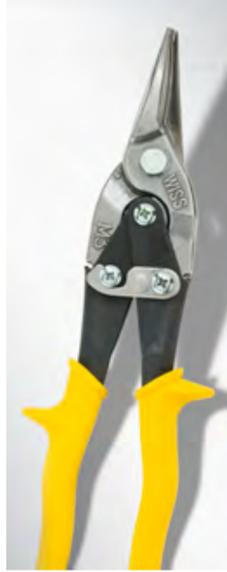
The Professional's Standard in Cutting

LEARN MORE >

Horizontal Ads

LEARN MORE >

Hit hard with more comfort.
Crescent fiberglass rip claw hammers.

The Professional's Standard in Cutting

LEARN MORE >

The Professional's Standard
LEARN MORE >

PRODUCT PACKAGING

No area presents a greater challenge to maintain a consistent look for the Crescent brand than product packaging. With multiple sizes and shapes of boxes, bags, blister cards, and other packaging types, it would be impossible to cover every design possibility. What is possible is to use the Master Brand logo, Supporting Brand logos, Medallion, and the colors of the Crescent primary color palette to develop packaging that is consistent with the Crescent brand guidelines. Remember, the TRUSTED BY THE TRADES tagline is not to be used on "permanent" items like product packaging.

The Crescent logo must appear on all sides of all packaging. All packaging must include its ATG (Creative Services) Job Number.

Any descriptive or informational text must appear in English, French, and Spanish. The ATG Job Number, numerals, and elements marked with a "®" or a "™" do not need translation.

The following pages contain product package designs that, while very different from each other, all conform to the Crescent brand guidelines by correctly using the Master Brand logo, Supporting Brand logos, Medallion, and the colors of the Crescent primary color palette.

Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.

Crescent Trade Dress Example

ABC1234

Rawhide
PMS 2349 C

100% Black

Crescent Trade Dress Assembly

Header

Medallion (inside focal area)

Brushed Metal Background

Body

Trade Dress

Footer
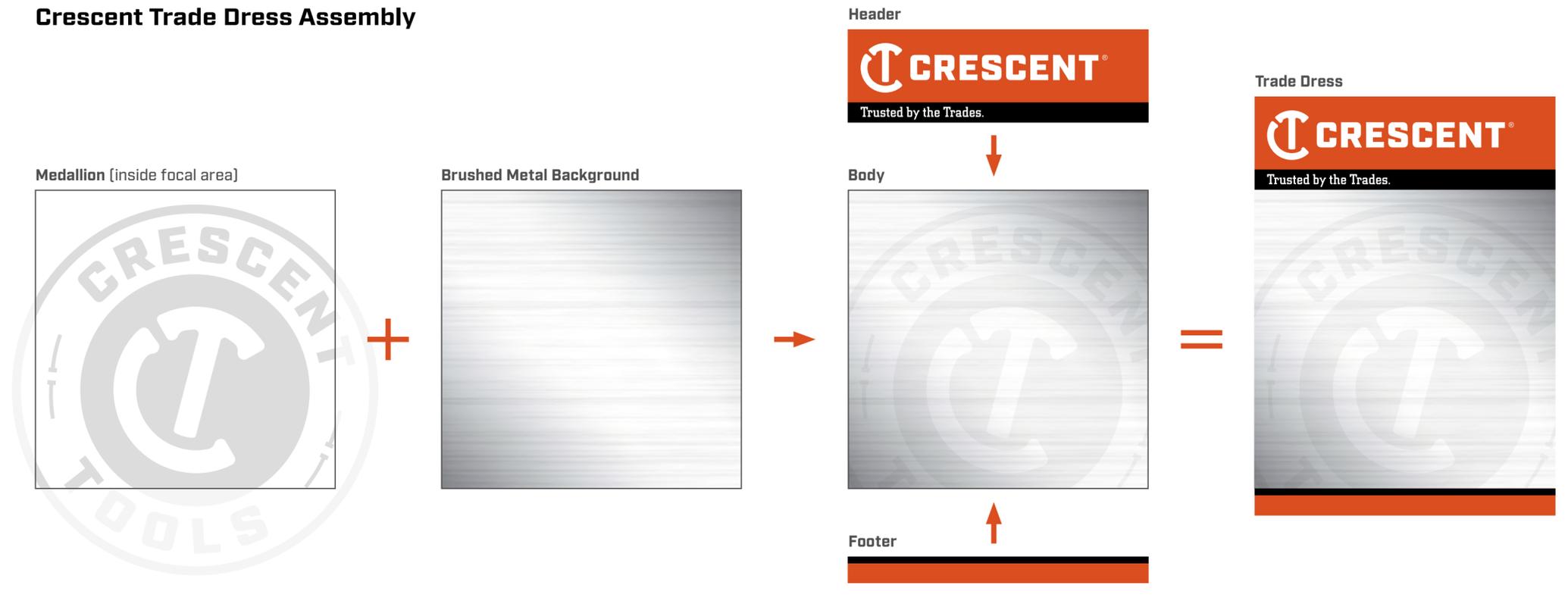
Overview:
This condensed guide is to be used as a quick reference for how to prepare and apply the Crescent Brand trade dress. Due to the wide range of shapes and sizes in our packaging, it is encouraged to reference a variety of our products to have a better sense of trade dress application.

The usage of other trade dress assets (e.g., icons, product description, etc.) is beyond the scope of this Quick Reference Sheet and is therefor not included. Please see our more extensive brand guideline resources for further assistance.

Header:
The Header is at the very top of the package and occupies between 15-25% of the package height, depending on each package's needs. It includes a large Rawhide bar and a 100% Black bar below it, which house the logo and tagline lockup, as well as the product number at the top right. Use the Industry Bold font for the product number, with a minimum of 7 pt size.

The logo and tagline should maintain their proportional relationship and need to be scaled together. It's helpful to include the 100% Black bar as part of the lockup while scaling. As shown to the left, the logo and tagline are always aligned flush left. The logo and tagline need to be at least .125" away from the die line, including the hang hole.

Once the logo, tagline and 100% Black bar have been set, place a Rawhide bar to fill the space between the 100% Black bar and top of product.

Body:
The body consists of the following files made into a layered composite:
 • CT_Medallion.ai
 • CT_Brushed-Metal_BG.psd

Medallion: CT_Medallion.ai is set at and needs to remain at 4% opacity. It also must maintain its 15 degree rotational angle. In the example above, you can see the focal area of the medallion. There is flexibility in this focal area due to the large variety of package sizes. With a wide package, for example, you'll need to favor showing the full left side while the bottom-right remains somewhat hidden and anchored to the bottom-right of the body.

Brushed Metal Background: Instructions for generating the brushed metal PSD file are in the CT_Brushed-Metal_BG_with-Instructions.ait Illustrator template file. Once generated, it can be named CT_Brushed-Metal_BG.psd.

Footer:
The Footer is similar to the Header, but is much shorter, and the 100% Black bar is above the Rawhide bar.

The Rawhide bar needs to span the width of the product and have a minimum height of .25" and a maximum height of 1" - this range is necessary to accomodate the variety of package sizes. The gray bar above it will also span the width of the product and needs to be 1/3 the height of the rawhide bar.

At right are two examples of acceptable product packaging – one for the Crescent Master Brand and one for a Supporting Brand. Designers are encouraged to follow the guidelines shown here as closely as possible.

Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.

Rawhide Orange PMS 2349 C (spot color)

Crescent Master Brand Example

Rawhide Orange Header PMS 2349 C

The tagline is located in the upper left corner and aligns with the sub-brand logo

Simple line art illustrations can be used to help communicate important product features.

The model number should be placed in an inconspicuous place at the top right of the package.

100% Black

The metallic texture across the middle of the packaging reinforces the strength of our products

Rawhide Orange Footer PMS 2349 C

Crescent Supporting Brand Example

Rawhide Orange Header PMS 2349 C

The tagline is located in the upper left corner and aligns with the sub-brand logo

The metallic texture across the middle of the packaging reinforces the strength of our products

The model number should be placed in an inconspicuous place at the top right of the package.

100% Black

Simple line art illustrations can be used to help communicate important product features.

PRODUCT PACKAGING

At right are examples showing different product shapes and different types of packaging for various Crescent Master Brand and Supporting Brand products. Note how a consistent look has been maintained regardless of differences in packaging and product.
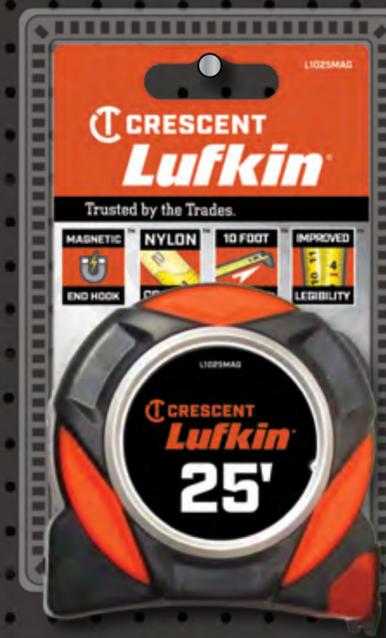
Since Crescent products are marketed in many countries with multi-lingual packaging requirements, graphic icons that effectively communicate product features and benefits in a visually consistent style are essential to keep packaging uncluttered and eye-catching. The examples shown at right illustrate the format to be used for all Crescent Master Brand and Supporting Brand products. Designers are encouraged to follow the guidelines shown here as closely as possible.

Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.

Rawhide Orange
PMS 2349 C (spot color)

Crescent Icon Packaging Example

L1025MAG

CRESCENT
Lufkin®
Trusted by the Trades.

MAGNETIC ™ | NYLON ™ | 10 FOOT ™ | IMPROVED ™
END HOOK | COATING | STANDOUT* | LEGIBILITY

L1025MAG

CRESCENT Lufkin®
25'

Industry Bold. All Caps

Simple graphic element to convey the feature benefits

Include TM symbol in the top right corner

MAGNETIC ™ | NYLON ™ | 10 FOOT ™ | IMPROVED ™
END HOOK | COATING | STANDOUT* | LEGIBILITY

100% Black

PMS 2349 C Rawhide Orange

White stroke outlining icon

Complete Crescent Product Design Guidelines are currently being developed will be available in the near future.

Many of the basic principles outlined in the Crescent Brand Guidelines will also be followed in the Product Design Guidelines: Colors are Rawhide Orange, Black, and Crescent Deep Gray. The Master Brand logo, Supporting Brand logos, and Maker's Mark conform to the same specifications.

POINT OF PURCHASE GRAPHICS

As with packaging, visual appeal and graphic consistency are of critical importance in the design and production of Point of Purchase (POP) display materials. Color accuracy is paramount. Since POP displays contain actual packaged product, color areas will be adjacent to each other and any differences in color will be very apparent.

While the infinite number of POP display solutions cannot be shown here, designers are encouraged to utilize graphic icons to effectively communicate product features and benefits in a visually consistent style and to follow the guidelines shown in this document as closely as possible. The examples shown at right provide some suggestions for acceptable POP display design.

Unlike product packaging, POP displays are considered transient and consumer-facing, not permanent, so use of the Crescent Tools Tagline, Trusted by the Trades., is allowed.

Note: If using offset printing, Rawhide Orange (PMS 2349 C) must be duplicated exactly by using spot color. Approximating PMS 2349 C by using 4-color process is not acceptable.

Rawhide Orange
PMS 2349 C (spot color)

FLEET GRAPHICS

Fleet graphics are a highly visible and important way to communicate the visual identity of the Crescent brand. As with motorsports graphics, the surface on which a design is being applied can present a challenge to graphic designers. However, in order to maintain a consistent look for the brand, all fleet graphics should adhere to brand guidelines, specifically in regards to usage of the Master Brand logo, Supporting Brand logos, the Tagline, the Medallion and the three colors of the Crescent primary color palette.

At right is an example of acceptable fleet graphic treatments.

WEBSITE

The Crescent website is a highly visible and critically important way we communicate the visual identity of the Crescent brand to all audiences. All website graphics and messaging should be consistent with brand guidelines, specifically in regards to usage of the Master Brand logo, Supporting Brand logos, the Tagline, the Medallion, and the three colors of the Crescent primary color palette.

www.crescenttool.com
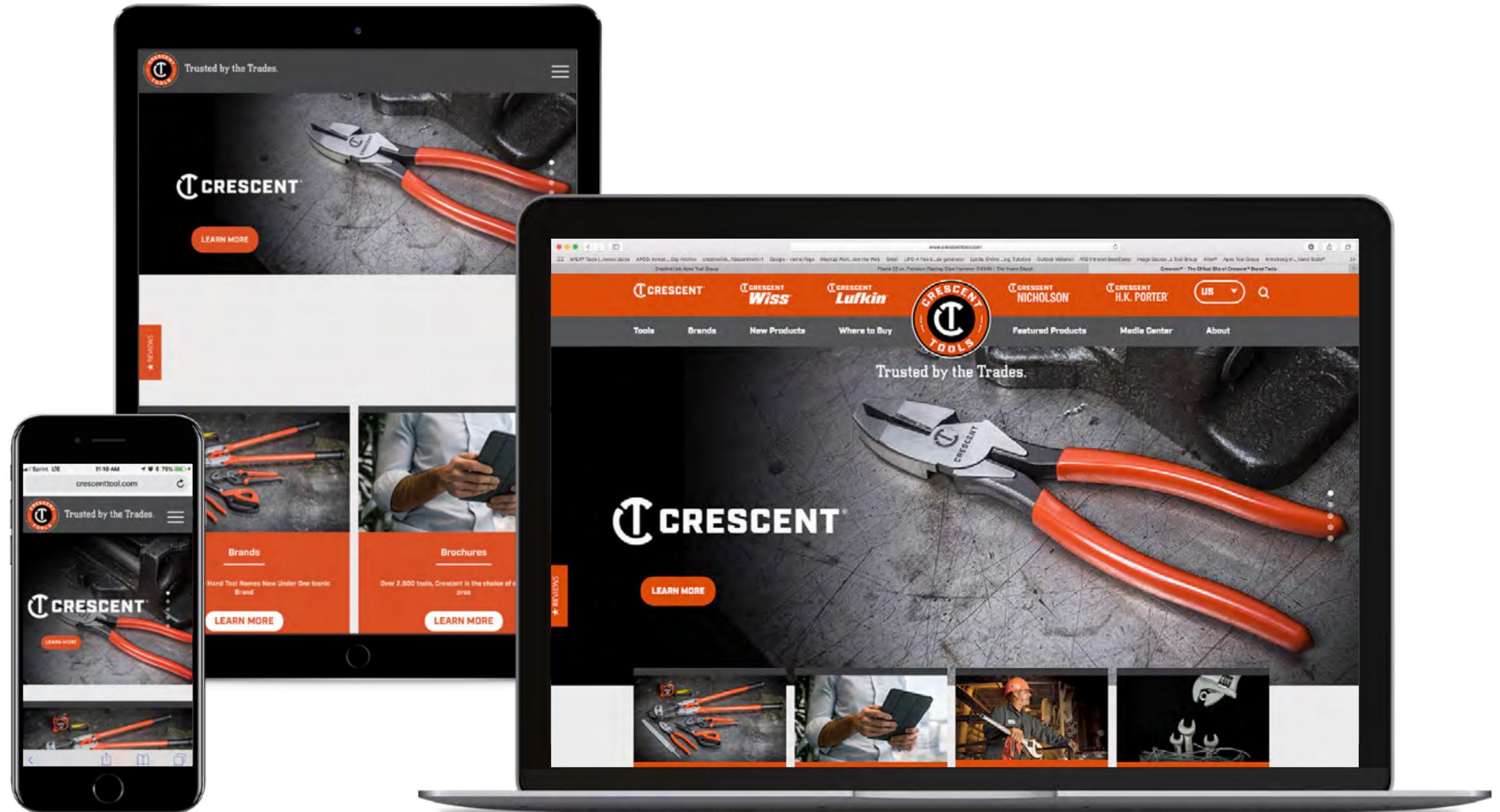
SOCIAL MEDIA

All social media graphics and messaging should be consistent with brand guidelines, specifically in regards to usage of the Master Brand logo, Supporting Brand logos, the Tagline, the Medallion, and the three colors of the Crescent primary color palette.

**f** **Facebook.com/CrescentTool**

Twitter.com/CrescentTools

Instagram.com/Crescent_Tool
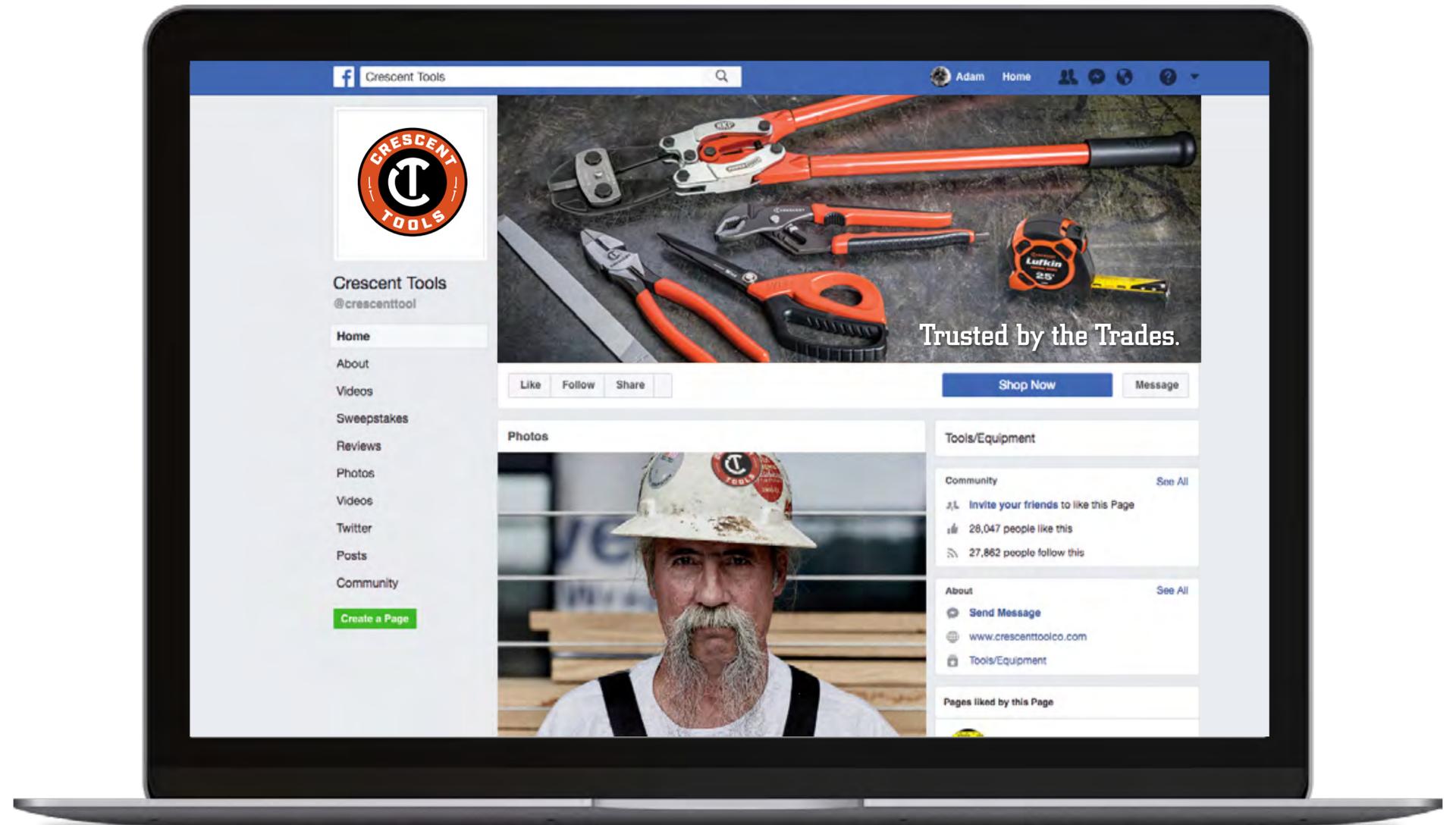
BRANDED MERCHANDISE

Quality promotional materials and apparel should be used for all Crescent branded gear. Proper brand logo application and color usage are of foremost importance. The examples shown at right illustrate suggested graphic applications on a number of branded merchandise items. Designers are encouraged to follow the guidelines shown here as closely as possible.

Hat

Hard Hat Sticker

Bumper Sticker

Clock

USB Flash Drive

Backpack

Jacket

Koozie

Tumbler

Bottle

Thermos

Goggles

BRANDED MERCHANDISE

Quality promotional materials and apparel should be used for all Crescent branded gear. Proper brand logo application and color usage are of foremost importance. The examples shown at right illustrate suggested graphic applications on a number of branded merchandise items. Designers are encouraged to follow the guidelines shown here as closely as possible.

Front **Side** **Back** **Front** **Side** **Back**

Front **Back** **Front** **Back** **Front** **Back**

Trusted by the Trades.