



**Brand identity
manual for
dealers**

Contents

1. The Chicago Pneumatic brand

1.1	Partnering with Chicago Pneumatic.....	3
1.2	The right messaging.....	4
1.3	Promoting Chicago Pneumatic	5
1.4	Dealers' references to Chicago Pneumatic.....	6
1.5	Basic rules for the logo.....	7
1.6	Logo colors and backgrounds	8
1.7	Chicago Pneumatic colors	9

2. Correct use of the logotype

2.1	Letterheads and envelopes.....	10
2.2	Business cards.....	11
2.3	The importance of being visible online.....	12
2.4	Social media.....	13
2.5	Advertisements, mailings and listings.....	14
2.6	Buildings and signage	15
2.7	Vehicles.....	15
2.8	Events and exhibitions	16

3. Where to find marketing material

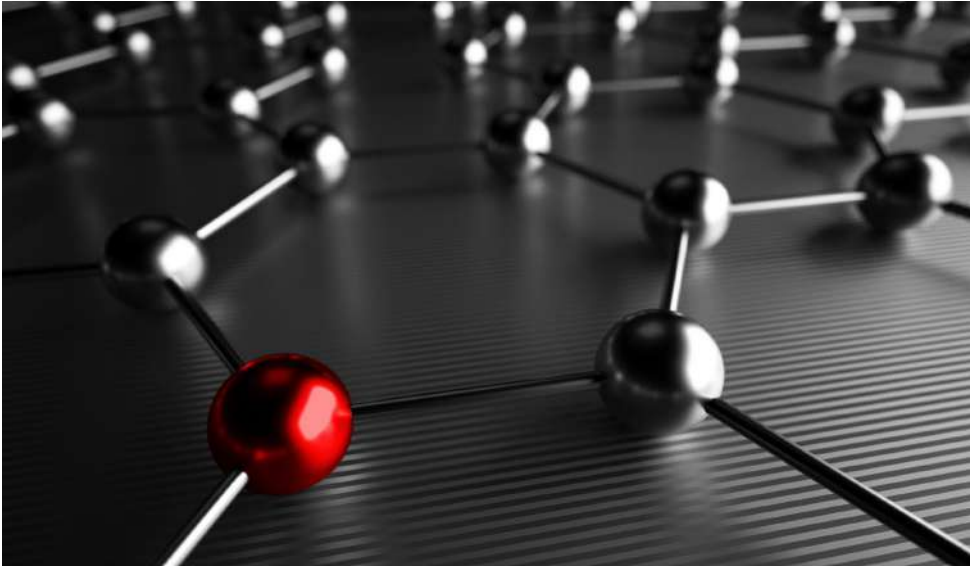
3.1	Printed matter and promotional material.....	17
3.2	Photos and logos.....	18

4. FAQs



1. The Chicago Pneumatic brand

Partnering with Chicago Pneumatic



Chicago Pneumatic has worldwide operations based on a strong and committed dealer network. We believe in being close to our customers and our dealers are chosen carefully to support customers and the Chicago Pneumatic brand. We strive to build a close relationship with you based on mutual respect and commitment.

- We will deliver high-quality products that contribute to our customers' productivity and prosperity.
- Our products are developed with the aim of meeting the quality, functionality, safety, and environmental needs of our customers.
- We believe our customers have the right to expect professional service and after sales support, including quick access to deliveries of high-quality Chicago Pneumatic products, accessories and spare parts.

Dealer relations

At Chicago Pneumatic, we strive to be the best associate for our dealers. Our partnership will help you grow your business and align you closely with our brand at the same time.

1.2 The right messaging

As our dealer, you play an important part in reinforcing the Chicago Pneumatic brand. We, in turn, strive to be your preferred supplier. Our brand promise “People. Passion. Performance.” explains our philosophy. “People” explains our relationships and emphasizes that we offer much more than products. “Passion” is about customer commitment and conveys our energy and ambition. “Performance” is about delivering with the promise of consistent quality, thereby creating greater value for our customers.

It is important that our dealers are aware of and aligned with our brand and reinforce it consistently in all communication with customers.

People

Our people are passionate about understanding your needs and solving them through technology and support. We manage your productivity through an easy-to-access network of service and support. It's our business to keep your business up and running wherever you are.

Passion

We are committed to improve your productivity, and we bring a legacy of 120 years of passion for performance.

Performance

Our products are designed for safe operations and high performance through the use of intelligent technology you can trust.



1.3

Promoting Chicago Pneumatic

There are many opportunities to display and promote the Chicago Pneumatic brand and products. Remember that, for legal and other reasons, it is important to always clarify that you represent Chicago Pneumatic as an authorized dealer. Below is a list of different activities and items to increase your awareness of Chicago Pneumatic and strengthen the overall brand presence and positive recognition of our products. In the table below, you will find guidance on how to proceed in the case of specific collateral. The brand identity guidelines are part of your agreement with Chicago Pneumatic, and it is important to be familiar with them. When you sign the contract to become our authorized dealer, you undertake to respect and comply with our brand guidelines in all aspects. For further support, always turn to your customer center contact.

Advertisements and listings	Include the Chicago Pneumatic logo in all advertisements and listings such as yellow pages.
Online advertising For online advertising (example, Google Adwords)	Always mention Chicago Pneumatic products. It is recommended to use our products as keywords instead of the brand name itself. You would need Chicago Pneumatic's permission to use our brand for adwords.
Buildings and signage	Make sure there is signage informing visitors that you are an authorized dealer of Chicago Pneumatic products.
Business cards	Include the Chicago Pneumatic Authorized Dealer logo on your business cards.
Customer events	Use Chicago Pneumatic material such as roll-ups, leaflets and giveaways.
E-mail footers	In the footer of your e-mails, state that you are an authorized dealer. Include a link to the Chicago Pneumatic website.
Exhibitions	Use Chicago Pneumatic display material, products, machinery and leaflets.
Giveaways	Chicago Pneumatic supplies a range of promotional material; contact your local customer center.
Letterheads	You can put the Chicago Pneumatic Authorized Dealer logo on letterheads and envelopes as long as it is clear that you are the sender.
Mailings, including e-mail	Always include the Chicago Pneumatic Authorized Dealer logo. On e-mail, add information and links to the Chicago Pneumatic website.
Photos and logos	Use photos from the Chicago Pneumatic multimedia gallery when promoting Chicago Pneumatic products.
Posters	Chicago Pneumatic can provide posters for your events; contact your local customer center.
Recruitment	When you recruit, it is great to mention that you are an authorized dealer of Chicago Pneumatic products.
Training seminars	Use Chicago Pneumatic presentations in your training sessions.
Vehicles	Use a Chicago Pneumatic sticker on your service cars and vans.
Website	Put the Chicago Pneumatic Authorized Dealer logo on your website. Place a link to the local Chicago Pneumatic country or global website and to the relevant product pages.
“With compliments” slip	Put the Chicago Pneumatic Authorized Dealer logo on your compliments slip together with the other main brands that you carry.
Workwear	Put the Chicago Pneumatic Authorized Dealer logo beside your own clothes used in the stores and by service engineers.

1.4

Dealers' references to Chicago Pneumatic

“Chicago Pneumatic authorized dealer” is the preferred way to refer to your association to Chicago Pneumatic. It must be used in every communication channel, such as advertising, online, facade signs, labels on vehicles, and so on. The Chicago Pneumatic Authorized Dealer logo is available in different formats and languages in our [multimedia gallery](#).

Vertical Unit:



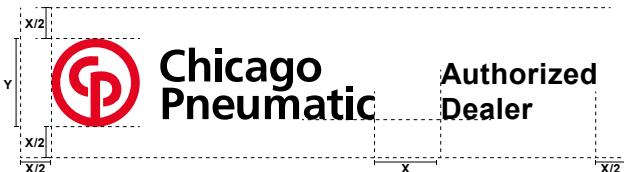
Vertical free space for logo:



Horizontal Unit:



Horizontal free space for logo:



1.5

Basic rules for the logo

The Chicago Pneumatic logo

The visual representation of a brand is composed of very simple elements like a name, colors and logo. The full representation of the Chicago Pneumatic brand is the CP ring, followed by the words "Chicago Pneumatic". The full logo should be used in all instances, unless there is a compelling reason to use only the ring (due to space limitations on some giveaways, for example).

"Chicago Pneumatic" appears after the CP ring as its helps customers identify with the brand's American roots, which are a key part of our identity: durable, reliable, high performance and great value.

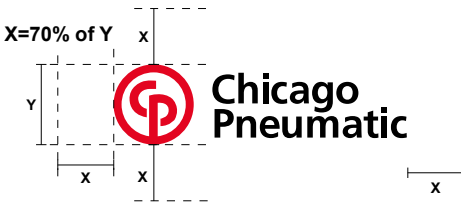
The Chicago Pneumatic logo must never be changed or tampered with. Never attempt to recreate the logo. Electronic versions of approved master artwork are available. Always use the original artwork and the correct logo proportions.

Logo's restricted area/free space

It is crucial to ensure that the Chicago Pneumatic logo is clearly visible in any placement. With the addition of a restricted area (also called free space) around it, the eye will more easily recognize the logo. The larger the free space around the logo, the greater the visual impact.

Any headings placed next to our logo should not compete with our logo for the viewer's attention. Our logo should always be dominant.

Free space around the logo



Half the free space around the logo for signs, sales promotional items and web applications



1.6

Logo colors and backgrounds

Visual integrity and consistency are the basis of a successful brand identity. Rules for proper usage are important to ensure the brand is presented in a consistent, professional manner.

Logo colors

Three colors are acceptable: CP red (Pantone 485), black and white. No other color is permitted.

Logo backgrounds

Ensure there is sufficient contrast between the background and the logo. NEVER place the logo over a busy background.

Never depict a color logo within a white box on a dark background. Likewise, do not add a black box behind a red logo to achieve the red-black look. The background of the page must be black in this case.

Wherever possible on flyers, catalogs, posters and advertisements, the logo should be shown as CP red on a black background.

Preferred



30% black

Black and white (when needed)



30% black

Red (when needed)





Chicago Pneumatic should not be used independent of the logomark



Never stretch or compress the logo



Never place the logo in a box just to avoid an unsuitable background color



Never place the logo on a busy background



Never split or use part of the logo such as the CP ring on its own

1.7 Chicago Pneumatic colors

Print colors

The Chicago Pneumatic red color code is PMS 485 C. When printing in four colors (as in magazine advertisements), the color mix should be: CMYK 0 / 100 / 91 / 0. For the web, use: RGB 237 / 28 / 46.



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

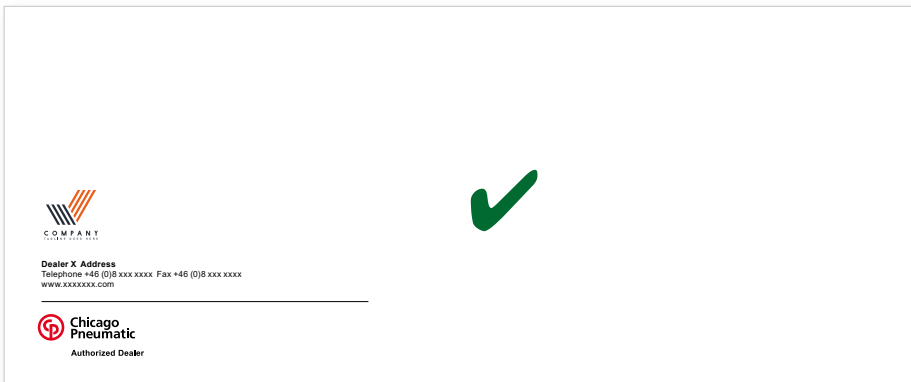
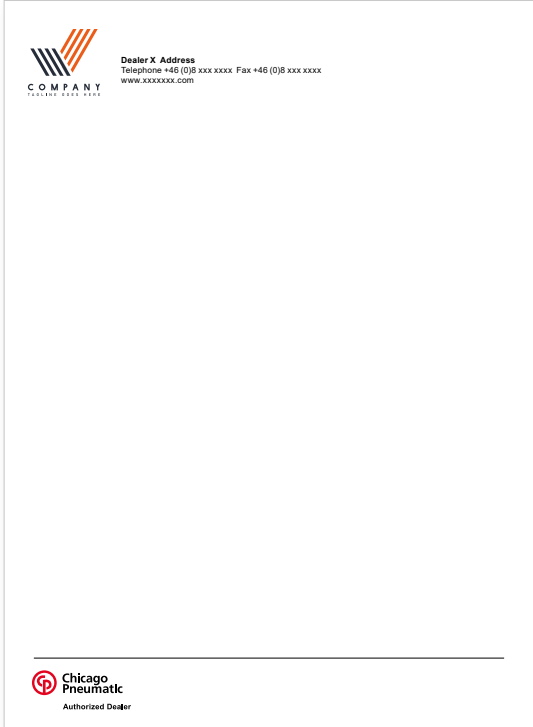
CMYK 0 0 0 0
 RGB 255 255 255
 Pantone® White
 HEX #FFFFFF

**Important: For text only, use 100% black (CMYK 0 0 0 100)*

2.1

2. Correct use of the logotype Letterheads and envelopes

You can place the Chicago Pneumatic Authorized Dealer logo on letterheads and envelopes as long as it is clear that you are the sender.



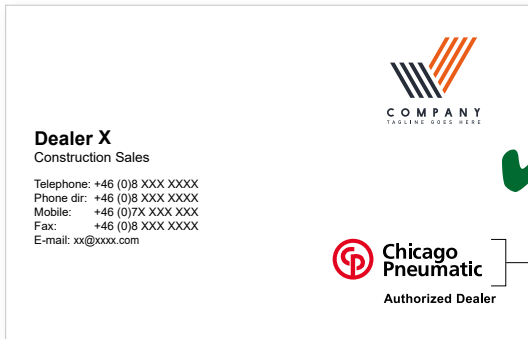
2.2

Business cards

As a dealer, you should promote your own brand identity.

The business card should clearly show your name and logo so that the legal entity is not mistaken.

As a dealer, you have the option of using the Chicago Pneumatic Authorized Dealer logo to complement the dealer's name and logo.

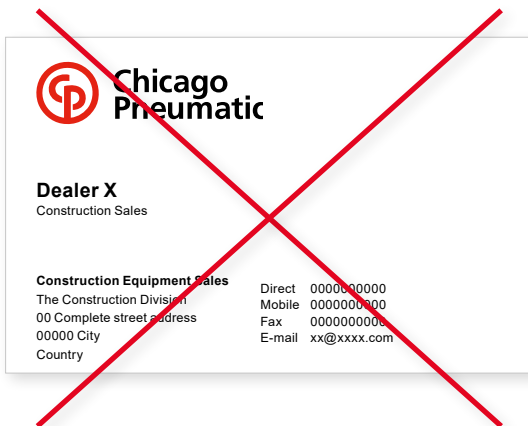


Good example:

The Chicago Pneumatic logo is used as a complement to the dealer's name and logo and, as such, should be smaller.



The maximum logo size (height) is 18 mm.



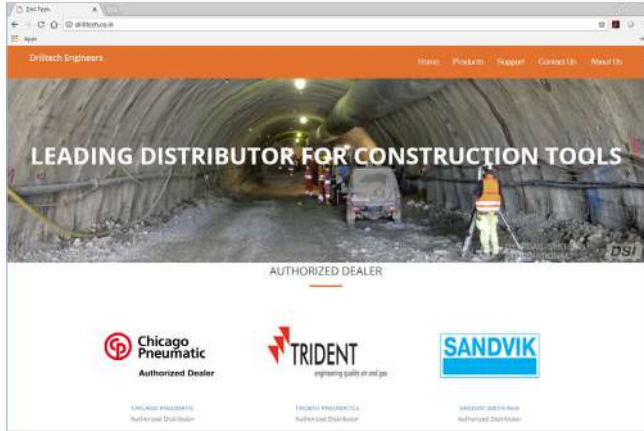
Bad example:

The dealer's business card is too similar to the Chicago Pneumatic business card. The legal entity could be mistaken.

2.3

The importance of being visible online

As a dealer for Chicago Pneumatic, you must use the Chicago Pneumatic Authorized Dealer logo on your website. It is essential for visitors to understand that the website belongs to a dealer. When integrating Chicago Pneumatic products into your web pages, make sure to always have the latest valid information and to feature the right images from our [multimedia gallery](#).



Good example:

Logo free space is correct.

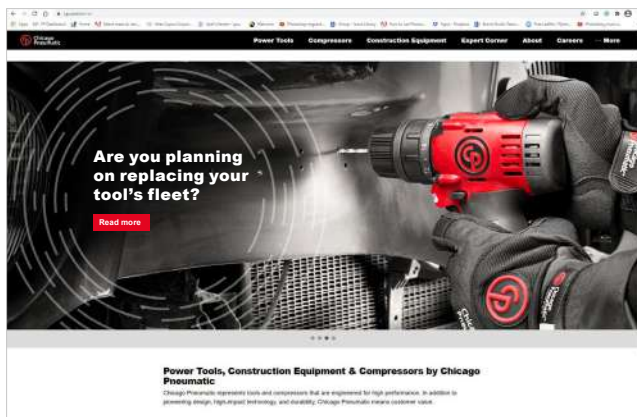
The Chicago Pneumatic logo should never appear as if in a frame or a box.

Domain names

Dealers cannot register any domain names including any part of the Chicago Pneumatic name.

Banners and images

Dealers can use Chicago Pneumatic website banners and images on their website with permission from the customer center contact. Get in contact to learn more of what is available to promote Chicago Pneumatic online.

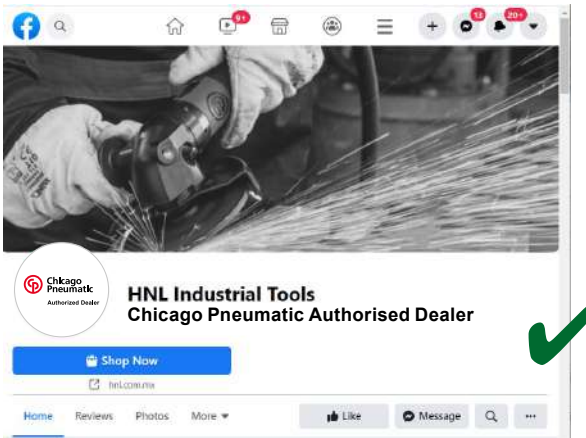


2.4 Social media

You should never use the Chicago Pneumatic logo as your primary avatar on social media accounts. You should always ask for permission from your local customer center before opening an account and only use the Chicago Pneumatic Authorized Dealer logo. The name of the social media account has to be the name of your company.

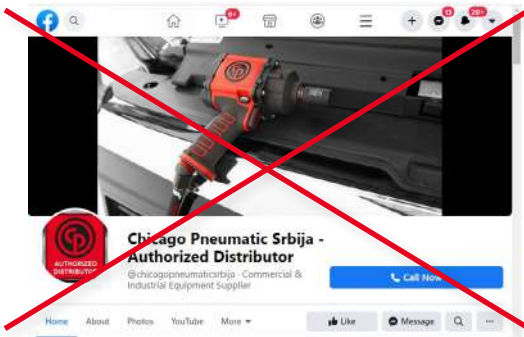
Good example:

The Authorised Dealer logo and the dealer name used.



Bad example:

The Chicago Pneumatic product logo and name used, which can mislead customers.



2.5

Advertisements, mailings and listings

Use of the logotype in advertisements

When a dealer creates advertisements, mailings and listings, its own brand identity should be used. When showing the Chicago Pneumatic brand, the Chicago Pneumatic logo should be clearly visible and surrounded by the required free space. For more details, refer to the [section 1.5](#).

When possible, use the logo on a black, white or gray (30%) background in advertisements. Avoid busy backgrounds that make the logo illegible or compromise the brand's identity.

We sell construction tools


Dealer's image

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

For more information contact office@dealer.com or call 02324 2324 23344

Dealer AB sells products of following brands:



Dealer AB, Address 12, 0324 town, phone: 02324 2324 23344 Fax - 2322, Email: office@dealer.com, www.dealer.com

Good example:

Logo free space is correct.



This image shows a bad example of logo placement. The Chicago Pneumatic logo is partially obscured by a red 'X' and other logos are crowded together, violating the required free space.

Bad example:

Logo free space is violated.

2.6 Buildings and signage

Use of the Chicago Pneumatic logo on facade signs and labels (both indoors and outdoors) is an important way to guide the customer to the dealer.

Facilities should be recognized by high-quality exterior signage. On signs the minimum free space around the logo is half the free space, as defined on page 6.

Always use the Chicago Pneumatic Authorized Dealer logo.



Good example:

Always allow enough free space around the logo.

The logo should always have a black or white background.

2.7 Vehicles

Labels on vehicles

Chicago Pneumatic dealers may add appropriate adhesive labels to sales, delivery and service vehicles. The Chicago Pneumatic Authorized Dealer logotype should always be used in full.



2.8 Events and exhibitions

The logo at exhibitions

An exhibition is an important event to display and strengthen the brand. The Chicago Pneumatic Authorized Dealer logo should be used on booth layouts. The logo must always be surrounded by free space, as defined on page 6.

The local Chicago Pneumatic Customer Center can supply appropriate signage, flags and banners.



Good example:

The Chicago Pneumatic Authorized Dealer logo is clearly visible.

3.1

3. Where to find marketing material Printed matter and promotional material

Printed matter such as sales brochures, catalogs and technical documentation may be ordered through your nearest Chicago Pneumatic Customer Center or through our print shop at www.podshop.se/cpl/. You can either download the HD print file to print locally or order print-on-demand through the print shop directly by creating an account. Low-resolution PDF files of sales brochures and technical documentation can be downloaded from the Chicago Pneumatic website.

Only Chicago Pneumatic companies are allowed to produce Chicago Pneumatic branded leaflets.

Intelligent technology you can trust

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**ROBUST DESIGN
RELIABLE
POWER**

SET UP PERFORMANCE: Tool et perpenditur ante conno loko natus ante et volutatem accipitibus, dolostrum hendrerit, volere non expedit, natus loko ante de illo inventore variat et acue architecto lobortis. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

INTELLIGENT TECHNOLOGY:
CPS 86, CPS 100, CPS 116, CPS 275 and CPS 400
Maximal Working Pressure: 11 bar (1111 psi)
Power Air Delivery Range: 11 to 122 l/min (11 to 122 cfm)
Maximum Ambient Air Temperature: 11 to 122 °F

INTELLEST:
TECHNOLOGY
Natus ante de illo inventore variat et acue architecto lobortis. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Chicago Pneumatic
www.cp.com

Lorem ipsum dolor sit ametur

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Easy to operate
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Simple and reliable
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Simple and reliable
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Air compressors

Small 1.2 bar 1.2 l/min	Medium 1.2 bar 1.2 l/min	Large 1.2 bar 1.2 l/min

For more information, please contact your CP partner.

Chicago Pneumatic
www.cp.com

Promotional Material:

If you need some branded materials, giveaways or other items, please contact your Chicago Pneumatic customer center.

3.2 Photos and logos

Chicago Pneumatic multimedia gallery

Chicago Pneumatic has a web-based **multimedia gallery** where a large selection of photos can be found. All photos are free for use by authorized dealers. All the photos used must have a reference to the source: "Photo: Chicago Pneumatic."

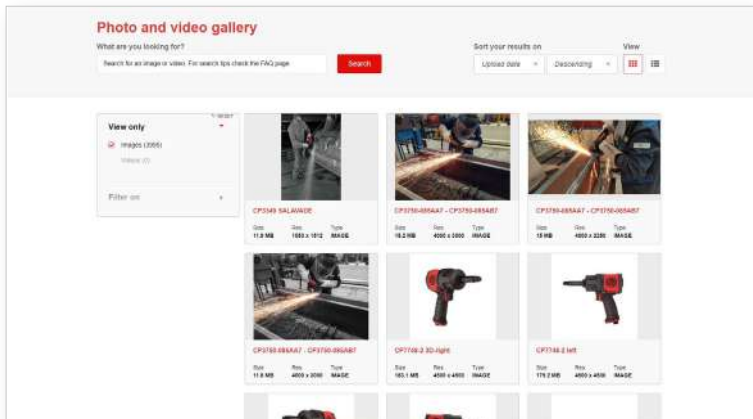
Using the multimedia gallery

The multimedia gallery is located at <http://www.photos-videos.chicago-pneumatic.com/>. You can search for photos and logos by product group, segment, keywords or model or part numbers. They can be downloaded in multiple formats, high resolution for print purposes or low resolution for web purposes. They can be downloaded as JPEG files in different resolutions:

For the web: 72 dpi

For PowerPoint: 150 dpi

For printing: 300 dpi





FAQs

Answers to the questions you may have as a dealer:

1. Why do we need this manual?

As a Chicago Pneumatic dealer, you play an important role in the positioning of our brand. This manual has been developed to support the brand positioning activities of all our authorized dealers.

2. Being a dealer, we would like to promote our own brand and identity; do you want us to use the Chicago Pneumatic logo?

You should of course use your own logo. However, as a representative of Chicago Pneumatic, we want you to promote our brand in a professional way. This manual describes how and where you can do this.

3. How should I describe Chicago Pneumatic?

Chicago Pneumatic represents high-performance tools and equipment designed for an extensive range of applications, especially in construction and demolition, industrial maintenance and repair and vehicle service industries. We make industrial tools, vehicle service tools, construction tools, compressors, generators, workshop equipment, paving equipment and attachments.

4. When should I use the Chicago Pneumatic Authorized Dealer logo?

You should use the logo during the validity of your dealer agreement. Note that the rules for the use of our brand may be amended by the applicable dealer agreement from time to time. Any licensed right to use the registered trademark Chicago Pneumatic will cease when you are no longer an authorized dealer of Chicago Pneumatic. At such a time, you must discontinue the use of our brand, and the license will terminate automatically.

5. Where should I use the Chicago Pneumatic Authorized Dealer logo?

In this manual, we have given examples of typical applications and activities where the logo may be used on dealer communication material. These include advertisements, mailings, posters, service vehicles, buildings/signage, workwear, customer events, website, e-mail footers and compliment slips.

6. Are there cases or applications when I cannot use the logo?

You may use the Chicago Pneumatic Authorized Dealer logo on stationery only when your own logo is clearly dominant in size and position. The Chicago Pneumatic Authorized Dealer logo would be appropriate in the letterhead footer, for example. You can never use the logo in applications which may be perceived as offensive, such as calendars that depict people disrespectfully or on pictures representing war/violent situations or religion. If you are uncertain about an application, either ask for advice or don't use it.

7. Where can I find the Chicago Pneumatic Authorized Dealer logo in the correct sizes and formats?

The Authorized Dealer logo can be downloaded from our [multimedia gallery](#); it exists in 8 languages and different formats.

8. Can I order materials such as leaflets, signage and sales promotion material from Chicago Pneumatic? How do I go about it?

Chicago Pneumatic offers an extensive range of catalogs, signs and promotional materials to promote both the brand and all its products. This material can be ordered directly from Chicago Pneumatic. See page 17 for more information.

9. Based on the guidelines in this manual, can I print a leaflet or mailing with the Chicago Pneumatic logo on it, or do I need prior approval from a Chicago Pneumatic Customer Center?

When it comes to stationery, you can simply follow the rules in this manual. For all other applications, we request that you ask the Chicago Pneumatic Customer Center in your country for a quality check and approval before proceeding.

10. Where can I order a brand identity manual?

The manuals are available for downloading as a PDF file. Alternatively, you may call the Chicago Pneumatic Customer Center that serves you.

I have read and understood the Chicago Pneumatic Dealer brand guidelines.
By signing below, I,....., engage
myself and the company I represent in respecting the brand guidelines of
Chicago Pneumatic during the entire length of my distribution contract.

Name of company:

Date:

Signature:





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.



People. Passion. Performance.