



# GEARWRENCH<sup>®</sup>

Brand Guidelines



**FORGE AHEAD**

# Introduction

Welcome to the GEARWRENCH Brand Guidelines.

We developed this document to help guide content creators, both within our organization and our outside partners, 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 GEARWRENCH 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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# Brand Strategy

Strong brands like GEARWRENCH 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 GEARWRENCH. 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 GEARWRENCH story – acting as a filter for decision-making both internally and externally.

### A Brief History

In 1995, a Taiwanese company, Lea Way Hand Tool Corporation, set out to understand user needs for a ratcheting wrench. Users told them that ratchet arcs were too large, laminated wrenches were too weak, and access was still limited due to head size. In order to deliver the ratcheting wrench that users desired, Lea Way developed a forged beam for strength and a finely detailed pawl to reduce the ratchet arc. While forging was well known in the hand tool industry, the intricate pawl was produced with a new technology – metal injection molding. That year, the GEARWRENCH brand ratcheting wrench was born.

This wrench met the STRENGTH specifications of the existing solid box-end combination wrenches. Its compact head allowed much greater ACCESS to cramped spaces than either a socket and ratchet or the laminated ratcheting wrenches of the day. Additionally, its fine-tooth pawl and ratchet mechanism and resulting narrow ratcheting arc allowed users to finish jobs with unprecedented SPEED.

In 1996, Danaher Tool Group, a precursor of Apex Tool Group, partnered with Lea Way and began selling GEARWRENCH ratcheting combination wrenches in the United States. The rest, as they say, is history. The brand developed a strong following of professional tool users, most notably in the automotive and industrial markets, with many do-it-yourself customers as well. In the past two decades, the brand has grown to include not only wrenches, but a wide assortment of automotive and industrial hand tools, including ratchets and sockets, tool storage, torque wrenches, striking and struck tools, screwdrivers and nut drivers, pliers, and impact sockets.

## The GEARWRENCH Professional Tool User

There's a unique passion within the professional tool user community. It's not an overt passion, one as obvious as a passion for art or music. But make no mistake – it runs just as deep. It's a passion that stems from a sense of accomplishment. A problem solved. A job well done. In a sense, tools define people; owning a good tool and knowing how to use it properly establishes a clear distinction between the amateur and the professional, the apprentice and the master.

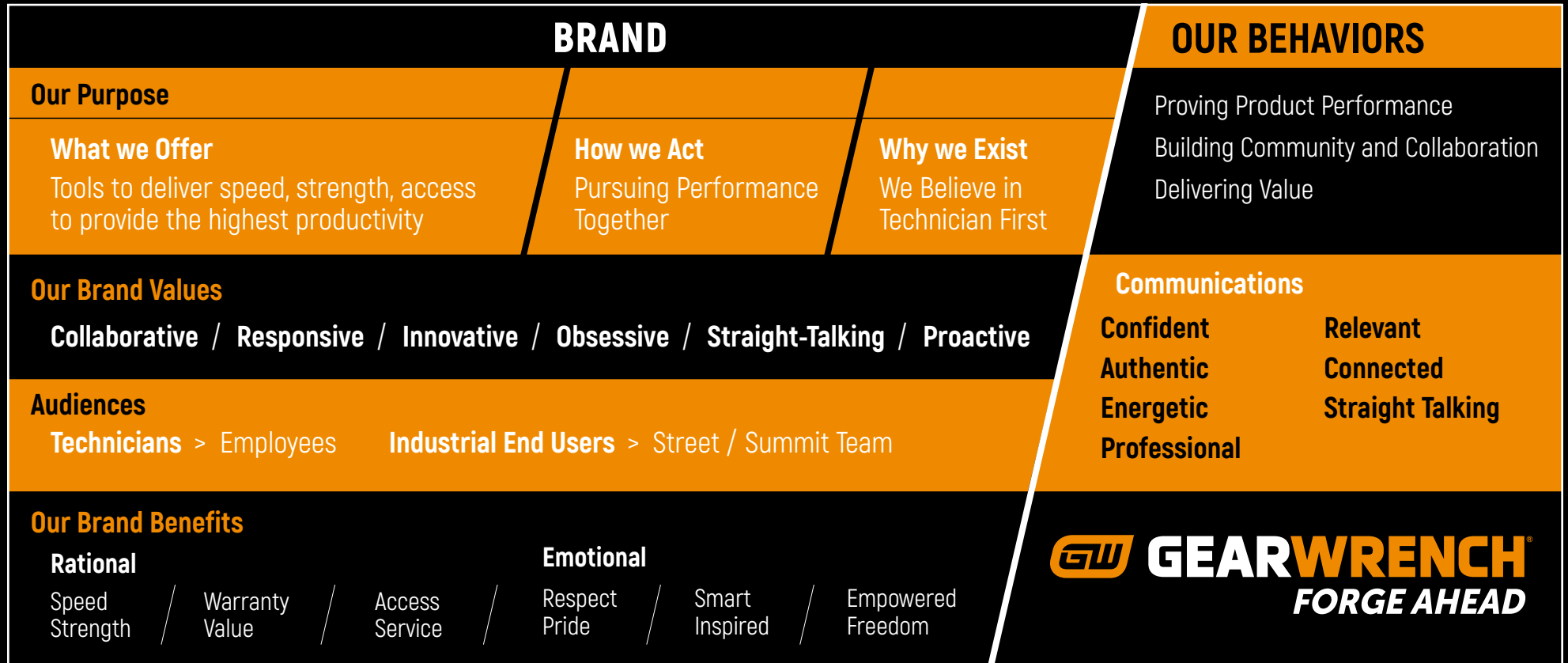
The vast majority of GEARWRENCH end users are professionals: defined most basically as people who use tools to make their living. Most of these professional tool users are either automotive technicians or industrial technician/mechanics. Automotive techs usually work in automotive repair shops, auto dealerships, fleet maintenance facilities, or related businesses. Industrial tech/mechanics, in contrast, work in a wide range of industries, including construction, mining, energy, transportation, utilities, and maintenance, repair, and operations. But 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, GEARWRENCH must truly understand the people it serves. This goes beyond mere demographics of the automotive and 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) research activities to listen and learn what motivates tool users, what their challenges are, and how GEARWRENCH can 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 arrived at a simple, yet basic truth: We share a common goal with our professional tool user customers. That truth is that we are all pursuing performance together. Our customers' goal is to perform their job to the best of their ability, using tools that will help them to achieve the most successful result. This is our goal as well – to deliver hand tools that will maximize their talents and skills to deliver exceptional outcomes. Because we realize that a tool alone does nothing, but that in the right hands, it can accomplish just about anything.

# Pursuing Performance Together / A Brand Blueprint

The following Brand Blueprint shows how the GEARWRENCH brand position of “Pursuing Performance Together” 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 GEARWRENCH logo and FORGE AHEAD tagline. The logo, with its bold font and striking colors, positions the brand confidently with its straightforward visual presence. The elements of the tagline, FORGE AHEAD, work together to communicate power, strength, and a brand that is always innovating and pushing the boundaries of what is possible.



## **GEARWRENCH End User Personas**

GEARWRENCH end users are different in a myriad of ways, but similar in many others. In the broadest terms, our goal is to reach automotive and mechanical technicians, but we break occupations within this group into smaller sub-groups, or End User Personas, in order to more accurately understand each one. This knowledge helps GEARWRENCH better understand its core customers and develop product innovations that better meet their needs.



## End User Personas

GEARWRENCH target users are different in many ways, but the one thing most have in common is that they are professional automotive and mechanical technicians. This is a very large and diverse group, so in order to better serve the needs of this population, we segment it into three sub-groups: Primary, Secondary, and Tertiary. Each is based on the primary job function of its users.

Our Primary target user is either an automotive tech/mechanic, a diesel tech/mechanic, or a heavy equipment tech. Our Secondary target users work in Transportation (rail, truck, aero, etc.) or Energy (oil, power gen, wind, solar, etc.). Tertiary target users are found in Equipment Services, working on such things as elevators and airport equipment.

In order to maintain and grow the brand's leadership position, we must truly understand the end users that comprise each of our target groups. To do this, we have developed "end user personas" for each job function group within our Primary, Secondary, and Tertiary target levels.

The following pages show the five key end user personas we have developed. Each includes demographic data such as gender, ethnicity, and income, and social data such as personality traits and habits. Also shown is commercial data such as primary tools they need to do their jobs, competitive brands, and retailers and distributors they buy from. This knowledge helps us better understand the brand's core customers and develop product innovations that better meet their needs.

## Target User / Automotive and Mechanical Technicians

### PRIMARY

- Automotive Tech/Mechanic
- Diesel Tech/Mechanic
- Heavy Equipment Tech



### SECONDARY

- Energy – Oilfields, Power Gen, Mining, Wind, Solar
- Transportation – Rail, Truck, Aero, Heavy Equipment



### TERTIARY

- Equipment services – elevators, airport equipment, etc



## End User Personas

To the right is some more detailed personal attribute data for the "Automotive Technician/ Mechanic" Bullseye End User Persona, including information about typical age, income, personality traits, interests, and more. The better we know our customers, the better we can develop new products that will help them be more productive in their jobs.

### Automotive Technician / Mechanic



Repair Technicians, Dealerships,  
Independent Garages, Small Engine  
Repair, Mobile Equipment

Age Range - 25-44

26% Hispanic

\$30k-\$70k Annual Income

1,000,000 users

### Mission Critical Tools



Ratchets



Sockets



Wrenches



Serpentine  
Belt Tool

### Personality

- He is passionate about fixing things
- Problem solver
- He likes to joke around with co-workers
- He wants to be the expert in his field
- He can tend to brag/tell stories about what he has done
- He can have a curiosity to him that drives him to learn and do new things
- He is not shy to share his opinions
- Doesn't like gimmicks
- Wants to have tools that do the job
- Protective of their tools

### Interests

- Enjoys being in his garage
- Likes to play; motorcycle rides or other classic car fix-up they have done
- Camping/outdoor activities
- Hunting and fishing
- Working on vehicles on the side
- Want to know what the latest and greatest new tools/toys are etc
- Likes motorsports but overall likes all sports
- Enjoys automotive trade shows
- Likes to have a beer with his friends

### Competition / Distributors

- Icon
- Mac Tools
- Monster Tools
- Kobalt
- MATCO Tools
- Sonic
- Cornwell
- Husky
- Snap-on
- Home Depot
- Lowe's
- NAPA
- Amazon
- Snap-on
- MAC Tools
- MATCO Tools
- Cornwell

## End User Personas

To the right is some more detailed personal attribute data for the "Diesel Technician/Auto Pro" Bullseye End User Persona, including information about typical age, income, personality traits, interests, and more. The better we know our customers, the better we can develop new products that will help them be more productive in their jobs.

### Diesel Technician / Auto Pro



Heavy Equipment  
Trucking  
Farm/Agriculture

Age Range - 25-55

12.4% Hispanic

\$50k+ Annual Income

800,000 users

### Mission Critical Tools



### Personality

- He values hard work and tradition
- He's willing to put in extra hours on the job to get the job done right
- He is very specialized to his job.
- He can be very creative in how he completes his work.
- He can weld/fabricate and build or fix anything
- Passionate about vehicles and equipment and any general interests
- He values quality when it comes to products
- Is willing to spend more on a product or brand he trusts

### Habits

- Likes to play; motorcycle rides or other classic car fix-up they have done
- Camping/outdoor activities
- Hunting, fishing, boating
- Working on vehicles on the side, solving problems
- Want to know what the latest and greatest new tools/toys are etc
- Likes motorsports but overall likes all sports
- Likes to have a beer with his friends
- This guy enjoys listening to music, AM/FM, Pandora, Streaming

### Competition / Distributors

- Channellock
- GP
- Westward
- Proto
- Snap-on
- Milwaukee
- SK Tools
- Sunex Tools
- NAPA
- Mc-Master Carr
- MSC
- MAC Tools
- Grainger
- Cornwell Tools
- MATCO Tools
- Snap-on
- Home Depot
- Amazon

## End User Personas

To the right is some more detailed personal attribute data for the "Maintenance Mechanic/ Industrial & Heavy Duty" Bullseye End User Persona, including information about typical age, income, personality traits, interests, and more. The better we know our customers, the better we can develop new products that will help them be more productive in their jobs.

### Maintenance Mechanic / Industrial & Heavy Duty



Industrial Operations Tech, Machinery Mechanics, Machinery Maintenance Workers, and Millwrights

Age Range - 25-54

15.4% Hispanic

\$50k+ Annual Income

507,000 users

### Mission Critical Tools



Flex Head Ratchet



Torque Wrench



Bolt Biter Set

### Personality

- Problem solver
- He is ready to fix anything that breaks
- He keeps equipment to code with as little down time as possible
- He tends to be a jack of all trades
- May carry certain certifications with some specific specialties
- Usually an introvert, some would say shy in nature, reserved
- Usually he is more mature in years and know how
- He is not necessarily brand specific

### Habits

- Likes to play; tinker on projects
- Camping/outdoor activities
- Hunting, fishing, boating
- Want to know what the latest and greatest new tools/toys are etc
- More team sports oriented but likes motorsports
- Likes to have a beer with his friend
- Enjoys listening to music through streaming services such as Pandora or Spotify
- He likes a variety of music, including country, contemporary hits, classic rock and Spanish Radio
- He is a heavy social media user

### Competition / Distributors

- Proto
- Paramount
- DeWalt
- Milwaukee
- Snap-on
- Husky
- Westward
- Kobalt
- Grainger
- MSC
- McMaster Carr
- STAFDA
- Fastenal

## End User Personas

To the right is some more detailed personal attribute data for the "Energy Technician/ Industrial & Energy Sector" Secondary End User Persona, including information about typical age, income, personality traits, interests, and more. The better we know our customers, the better we can develop new products that will help them be more productive in their jobs.

### Energy Technician / Industrial & Energy Sector



Wind, Oil/Gas, Solar, Hydroelectric

Age Range - 25-54

15.4% Hispanic

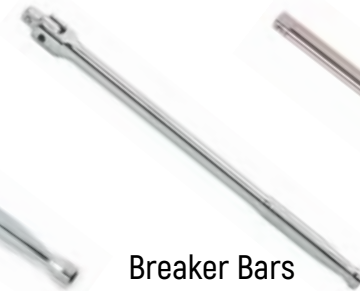
\$30k-\$100k Annual Income

208,000 users

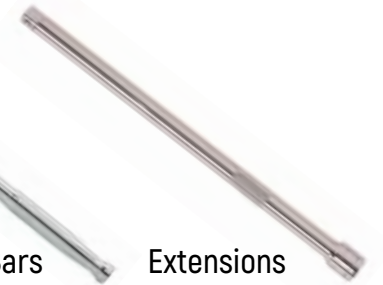
### Mission Critical Tools



Ratchets



Breaker Bars



Extensions

### Personality

- Energy Eric values the opinions of his friends and family
- Often strives to achieve a high social status
- His goal is to make it to the top of his profession and is very ambitious
- He tends to buy brands that he grew up with
- He can be very brand loyal.
- He values quality over price
- He also expects brands that he buys to support social causes

### Habits

- Likes to play; tinker on projects
- Camping/outdoor activities
- Hunting, fishing, boating
- Want to know what the latest and greatest new tools/toys are etc
- More team sports oriented but likes motorsports
- Likes to have a beer with his friends
- This guy enjoys listening to music, AM/FM, Pandora, Streaming
- Often listens to classic rock, rock, country and contemporary hits
- His mobile device is a main source of information

### Competition / Distributors

- Proto
- Paramount
- DeWalt
- Milwaukee
- Snap-on
- Husky
- Westward
- Kobalt
- Grainger
- MSC
- McMaster Carr
- STAFDA
- Fastenal

## End User Personas

To the right is some more detailed personal attribute data for the "Transportation Technician/Industrial Transport" Secondary End User Persona, including information about typical age, income, personality traits, interests, and more. The better we know our customers, the better we can develop new products that will help them be more productive in their jobs.

### Transportation Technician / Industrial Transport



Shipping, Trucking,  
Aerospace, Rail

Age Range - 25-54

15.4% Hispanic

\$50k+ Annual Income

250,000 users

#### Mission Critical Tools



Ratchets



Electronic  
Torque Wrench



Pitbull Pliers

#### Personality

- This guy likes to be the center of attention of his friends and family
- He enjoys socializing and staying connected with friends and family
- He is always looking for ways to get ahead in his career
- He can be influenced by trends and what is currently popular
- Can still be vary brand loyal
- He tends to be a spender versus a saver

#### Habits

- Likes to play; tinker on projects
- Camping/outdoor activities
- Hunting, fishing, boating
- Want to know what the latest and greatest new tools/toys are etc
- More team sports oriented but likes motorsports
- Likes to have a beer with his friends
- Sports fan - uses mobile apps, sports radio and watching sports on TV
- He is also a regular viewer of auto racing.
- Primary radio source: SiriusXM

#### Competition/Distributors

- Proto
- Paramount
- DeWalt
- Milwaukee
- Snap-on
- Husky
- Westward
- Kobalt
- Grainger
- MSC
- McMaster Carr
- STAFDA
- Fastenal

# Visual Identity

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

# Our Logo

Every component of our logo is rooted in performance. A bold, strong typographic expression of our name is partnered with a sleek distinctive monogram device – feeling confident and focused. Our logo allows us to convey our brand identity in many different expressions while being practical when placed on our products. Speed, strength, pride, and technical proficiency all come to mind when you see the GEARWRENCH logo in the hands of our valuable customers and end-users.



## Logo / Components

### Main Logo

Our logo consists of two components: the GEARWRENCH wordmark and the airfoil – the dynamic shape with “GW” monogram. The relationship of these two elements has been carefully considered and the brand is best expressed when these two elements are used together.

### “FORGE AHEAD” Lockup and Alternate Logos

Our “FORGE AHEAD” Lockup allows us to carry our creative expression forward while tying it to our main GEARWRENCH logo. Alternate logos have been created for special circumstances where the proportions or scale requirements cannot accommodate the main GEARWRENCH logo. Please use discretion when deciding which version of the logo you need on a case-by-case basis.

Official GEARWRENCH Logos can be found [HERE](#)

Main Logo /



Main Forge Ahead Lockup /



Vertical Logo /



Alternate Vertical Logo /



Wordmark Vertical Center /



### Special Circumstances for Products

Due to the fact the logo is often used on product, multiple applications, materials, and areas - special circumstance marks have been devised separating the elements. If at all possible please use the two elements together and do not separate the elements any further.

Airfoil without Wordmark /



Wordmark Only /



## Logo / Clearspace and Sizing

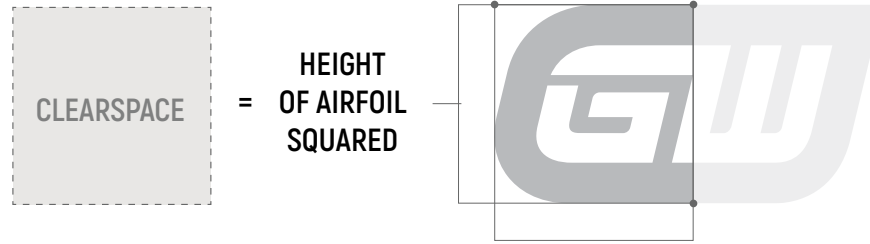
It's important to preserve the integrity of our logo across all applications. We use clearspace and minimum size to make sure this is possible.

### Clearspace

Minimum clearspace is the area surrounding a logo that must be kept free of any text or graphic elements. To help maintain visual impact on all of our communications, we always allow for generous space around the GEARWRENCH logo. Minimum clearspace is measured by finding the full height of the Airfoil mark and then using that measurement to create a perfect square. This square can then be used as a boundary around the full logo to create the clearspace. Exceptions to the minimum clearspace must be approved by Creative Services before use.

### Minimum size

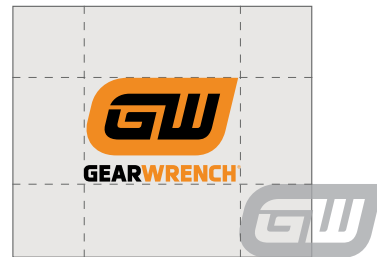
Because legibility of the GEARWRENCH logo artwork is critical, it must be sized large enough to be read easily on every application, print or digital. Our logo can be scaled to as large a size as needed, but it should not be used at sizes smaller than the minimums shown here. Exceptions can be made for on product application depending on limitations of tooling. These decisions should be made and approved by Creative Services.



Main Logo Clearspace /



Vertical Logo Clearspace /



Main Logo Minimum Size Print /  
(1.5" Width)



Main Logo Horizontal Minimum Size  
Digital / (144 Pixels)



Vertical Logo Minimum Size Print /  
(.875" Width)



Alternate Vertical Logo Minimum Size Print /  
(1" Width)



Airfoil Logo Minimum Size Print /  
(.875" Width)



Vertical Logo Minimum Size Digital /  
(72 Pixels)



Alternate Vertical Logo Minimum Size Digital /  
(100 Pixels)



Airfoil Logo Minimum Size Digital /  
(72 Pixels)



## Tagline / Clearspace and Usage

Our tagline, FORGE AHEAD, in horizontal format, may be used in conjunction with our main logo, vertical logos, or as a stand-alone element. In vertical format it may be used only as a stand-alone element. When used as a stand-alone element, care should be taken to allow sufficient clearspace around it per the specifications shown at right.

The FORGE AHEAD tagline should appear 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.

Forge Ahead Horizontal / Stand Alone Element

***FORGE AHEAD***

Clear Space All Sides / Scaleable



Forge Ahead Vertical / Stand Alone Element

***FORGE  
AHEAD***



Forge Ahead with Logos

Preferred Lockup



## Logo / Misuse

Our logo is the most important component of our visual identity, which means it has 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 with the logo. Do not alter or add to the logo in any way: changes diminish its integrity and the equity of the GEARWRENCH brand. The examples shown here are specific "do not's" for our logo.

DON'T CREATE ALTERNATE COLOR VERSIONS



DON'T LOCK UP WITH TEXT



DON'T TRUNCATE THE ACTUAL BRAND TYPE



DON'T USE THE AIRFOIL SHAPE WITHOUT THE MONOGRAM



DON'T USE WHITE INSIDE THE AIRFOIL



DON'T ALTER THE DISTANCE BETWEEN THE AIR FOIL AND WORDMARK



DON'T SKEW OR DISTORT THE LOGO



DON'T ADD EFFECTS OR SHADOWS TO THE LOGO



DON'T STRETCH THE LOGO



DON'T USE THE MONOGRAM WITHOUT THE HOLDING SHAPE



DON'T USE OTHER COLORS INSIDE THE AIRFOIL



DON'T STACK LEFT



DON'T ADJUST, CHANGE, OR ADD TO GEOMETRIES




DON'T RESIZE ANY LOGO COMPONENTS



DON'T COMPRESS THE LOGO



DON'T USE THE LOGO, WORDMARK, OR SYMBOL IN TEXT

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

DON'T USE ELEMENTS OF THE LOGO FOR ANY OTHER NAME OR DIVISION



DON'T STACK LEFT WITH AIRFOIL



## Logo / Misuse

Our logo is the most important component of our visual identity, which means it has 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 with the logo. Do not alter or add to the logo in any way: changes diminish its integrity and the equity of the GEARWRENCH brand. The examples shown here are specific "do not's" for our logo.

### Tagline Misuses

DON'T JUSTIFY OR CHANGE PLACEMENT OF TAGLINE



# Color Palette

Our brand colors help us stand out – both among our competitors and across different cultures. With GEARWRENCH Molten Orange and GEARWRENCH Black being our core palette, the combination signifies an evolution and dedication to performance while focusing on the future.

## Color Palette / Brand Colors

### Functional colors

GEARWRENCH Molten Orange and GEARWRENCH Black make up our primary color palette. These are our brand colors. Used together, the two complement each other in a balance that echoes our brand strategy and the attributes we are trying to convey. We have also added GEARWRENCH Gray which helps add another dimension to the color palette and helps build color hierarchies in our communications.

### 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 number as a target. Ask your printer for assistance when needed and always request a proof before going into production.

<b>GEARWRENCH MOLTEN ORANGE</b>	<b>PANTONE®</b> Pantone 144C	<b>CMYK</b> C 0 M 51 Y 100 K 0	<b>RGB</b> R 237 G 139 B 0	<b>HEX / HTML</b> ED8B00	<b>RAL</b> R 188 A 188 L 190
<b>GEARWRENCH BLACK</b>	<b>PANTONE®</b> Process Black C	<b>CMYK</b> C 50 M 50 Y 40 K 100	<b>RGB</b> R 6 G 0 B 3	<b>HEX / HTML</b> 060003	<b>RAL</b> R 000 A 15 L 00
<b>GEARWRENCH GRAY</b>	<b>PANTONE®</b> Pantone Cool Gray 5C	<b>CMYK</b> C 0 M 0 Y 0 K 40	<b>RGB</b> R 188 G 188 B 190	<b>HEX / HTML</b> BCBCBE	<b>RAL</b> R 000 A 70 L 00

## Color Palette / Color Application

We created multiple logo versions to ensure you have precisely the right option when creating branded communications materials.

### Primary Color Application Logos

The color positive version should always be used against a solid black background. Primary versions have also been developed for use on both white backgrounds and GEARWRENCH Molten Orange backgrounds, but black is always preferred.

### Secondary Color Application

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.

Primary on GEARWRENCH Black



\*BLACK BACKGROUND IS ALWAYS PREFERRED

Primary on White



On GEARWRENCH Molten Orange\*



\*USE ONE COLOR LOGO WHEN NOT ABLE TO PUT ON BLACK OR WHITE BACKGROUND

On Dark Background		
On Molten Orange Background		
On Gray Background		
On White Background		



# Typography

Simple yet robust, Akrobat is an ideal global font. Since our communications need to span continents and cultures, this font is both highly legible and incredibly functional – easily adapting to accommodate different levels of information hierarchy across a variety of mediums. Echoing the confident structure and geometries of our logo, it feels strong, smart, modern, and inspired – just like our brand.

## Typography / Primary Face

We use our primary GEARWRENCH Akrobat font in four weights: Akrobat Extra Light, Akrobat Regular, Akrobat Semi-Bold, and Akrobat Extra-Bold.

These multiple weights serve as a distinctive type face to lead and build visual recognition in the GEARWRENCH brand. This typeface allows us to handle both bold modern statements along with content-heavy layouts requiring complex typographic layouts. The narrow letterforms are a perfect complement to the wide nature of the GEARWRENCH logo and allow us to present large amounts of content or features in limited spaces.

# Akrobat

Akrobat Extra Light /

## AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,;{]"\*and

Akrobat Regular /

## AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,;{]"\*and

Akrobat Semi-Bold /

## AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,;{]"\*and

Akrobat Extra-Bold /

## AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,;{]"\*and

## Typography / Suggested Hierarchy

Selecting the right font weight ensures clarity and consistency of our content across communications. As demonstrated on this page, we use Akrobat Extra-Bold for headlines, Akrobat Semi-Bold for subheads, Akrobat Regular for secondary headlines and Akrobat Regular for body copy. Akrobat Extra-Light can be used as an accent when an extra level of texture needs to be utilized.

These are general guidelines only. The rules and tenets of classic typography regarding leading and weight should be used.

<b>HEADLINE</b> Akrobat Extra-Bold	<b>Headline lorem ipsum dolor</b>
<b>SUBHEAD</b> Akrobat Semi-Bold	<b>Subhead lorem ipsum dolor sit amet</b>
<b>SUBHEAD 2</b> Akrobat Regular	<b>Subhead 2 lorem ipsum dolor sit amet</b>
<b>BODY COPY</b> Akrobat Regular	Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

## Typography / Color Themes

We use color themes to create a clean and cohesive look. Too many colors on the same page can feel cluttered and confused, so our themes rely on two or three brand colors. These refined themes enhance impact and legibility, and reinforce the GEARWRENCH brand.

The GEARWRENCH color themes can be used for any purpose. The choice between them is at the discretion of the designer and is meant to optimize the flow of copy within these text frames.

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## Typography / Secondary and System Font

Graphic artists producing materials for print should always use the appropriate Akrobat font family.

However, many of our communications will be created by people without professional graphics software, or for media that offers less control over type. Examples include email newsletters, PowerPoint presentations, and online applications.

In these cases, Arial should be used as a substitute. It's included as a default font in most browsers and operating systems.

# Arial

Arial Regular /

## AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,:[ ]"\*and

Arial Bold /

## AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,:[ ]"\*and

Arial Narrow /

## AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,:[ ]"\*and

Arial Italic /

## *AaBb123*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,:[ ]"\*and*

Arial Bold Italic /

## ***AaBb123***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,:[ ]"\*and***

Arial Narrow Italic /

## *AaBb123*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@,:[ ]"\*and*

## Typography / GEARWRENCH

"GEARWRENCH" should always be written in ALL UPPERCASE LETTERS with only two exceptions:

1. When used as part of a website address/ URL, such as **www.gearwrench.com**
2. When used as part of a hashtag, such as **#gearwrench**

In every other instance, GEARWRENCH should appear in all uppercase letters.

The correct way to use GEARWRENCH is shown at right. Below it are several examples of incorrect usage.

### **CORRECT:**

**"New GEARWRENCH PitBull™ pliers are cutting and gripping machines. When it comes to unstoppable gripping and cutting performance, nothing beats GEARWRENCH PitBull pliers."**

---

### **INCORRECT:**

"New Gearwrench PitBull™ pliers are cutting and gripping machines. When it comes to unstoppable gripping and cutting performance, nothing beats Gearwrench PitBull pliers."

OR

### **INCORRECT:**

"New GearWrench PitBull™ pliers are cutting and gripping machines. When it comes to unstoppable gripping and cutting performance, nothing beats GearWrench PitBull pliers."

OR

### **INCORRECT:**

"New gearwrench PitBull™ pliers are cutting and gripping machines. When it comes to unstoppable gripping and cutting performance, nothing beats gearwrench PitBull pliers."

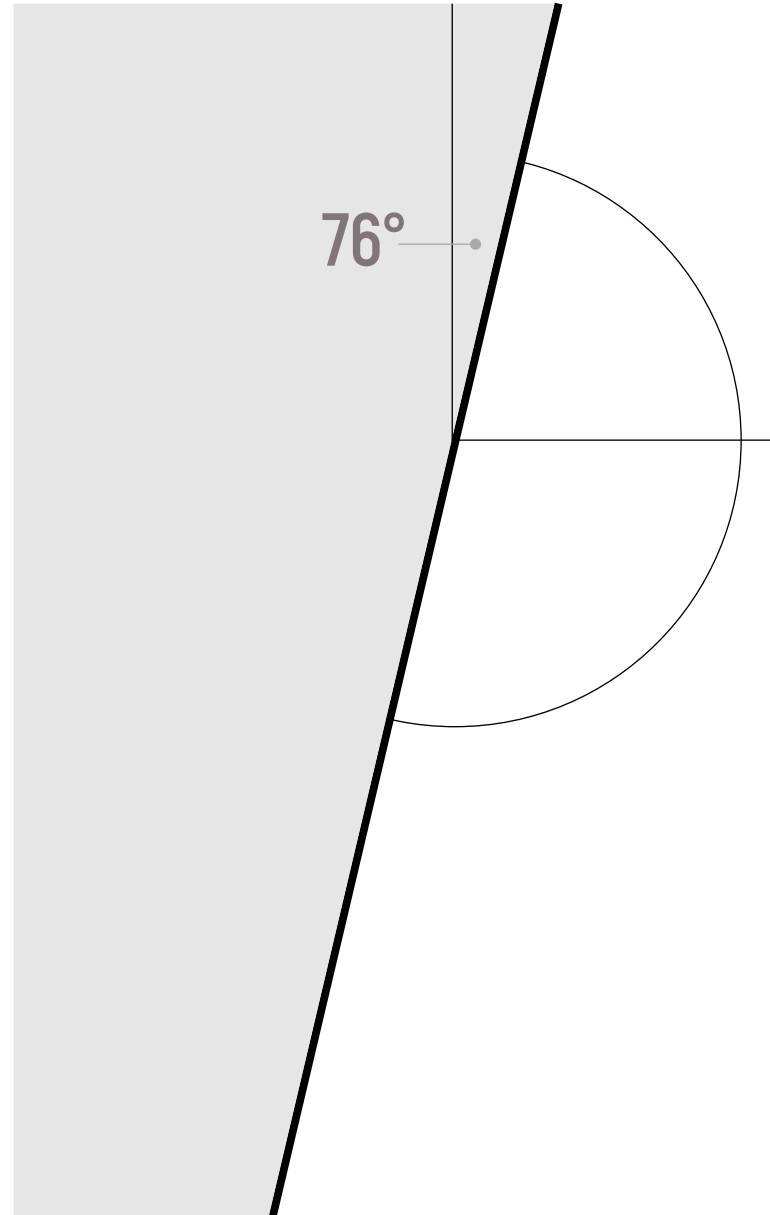
# Performance Graphic Device

A core part of our identity and our signature graphic style is the Performance Graphic Device. This device is a visual calling card of the GEARWRENCH brand that is both strategically sound and also functional. The angle is dynamic and signifies our focus on always moving forward with an eye on performance. When accompanied with information, imagery, and color it serves as a successful brand identity cue to help support our powerful logo.

## Performance Graphic Device / Construction

Our core Performance Graphic Device can be seen on the right. It can be used to overlay photography, graphics, or color fields. It is based on a 76° degree angle and can be built for any proportions, both vertical and horizontal. This angle follows the Airfoil device, therefore will work in visual complement in layout and communications.

There are also circumstances where a logo block can be placed at the top to house our core identity. This logo block should still take into the consideration the clear space section of the logo guidelines.





# Performance Graphic Device / Usage Principles

This device should be considered not only as an opportunity to build brand equity, but also as a way to organize information and elements.

To the right we have provided some general guidance on how flexible this device can become. Multiple colors and proportions should be thought through when designing materials to provide maximum flexibility.

### Multiple Configurations

There are also circumstances where multiple images or messages will need to be communicated. For this case the device can be combined in different ways and configurations, while still allowing contrast and readability.



# Performance Graphic Device / Examples

The images on the right show how the device can come together with other elements in a design. As seen here, most all configurations can be accommodated by thinking through which proportion is appropriate when designing materials.



**PROFESSIONAL MULTI-BIT DRIVERS**



**GEARWRENCH**  
Auto-Bite Pliers Offer Superior Grip Strength and the Ultimate Cut Performance

True one-handed automatic adjustment and slim design make these pliers perfect for work in cramped, hard-to-reach spaces. Just flip the patented Auto-Bite lever with your thumb and squeeze the handles to fit the jaws securely around any object. Auto-Bite's aggressive tooth design grips tight for maximum turning power then releases just as easily.

**KEY FEATURES:**  
4 1/2" Auto-Bite Dual Material Plier Set includes: 43702000C, 43702000C, 43702000C, 43702000C

<b>SOFT JAW DESIGN FOR</b> 40% GREATER ACCESS	<b>63 JAW DESIGN FOR UP TO 30° ANGLED GRIP</b>	<b>GRIP ZONE HANDLES</b> FOR NON-MARRING GRIP
<b>1 HANDED OPERATION: PUSH-KNOB</b>	<b>ENGAGE LEVER</b>	<b>SQUEEZE TO AUTO ADJUST</b> 2X GRIPPING POWER

www.gearwrench.com



# Imagery Style

As a business that focuses on both the bigger picture and the smallest details, we need our imagery to do the same. With three different styles based on our core personality attributes, our imagery is designed to flex across different types of communications – from high-level branded content to more technical materials.

# Imagery Style / Categories

## Our Three Styles

Our imagery, consisting of three distinct styles, further dimensionalizes GEARWRENCH Brand Communications attributes such as confidence, authenticity, and relevance – to help tell stories that are uniquely and unquestionably our own. The majority of the photos that are used for the GEARWRENCH brand are black and white and white.

## 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 for performance. Interesting angles and bold, strong compositions should be the goals in 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 our 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 have an inspired mechanical feel 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 or attention to detail and the quality of our products.

### In the Field /



### Performance Details /



### Performance Products /



## Imagery Style / Color Treatment

In order to achieve the best level of contrast no matter what the image subject, we have employed two image treatments that may be used if necessary.

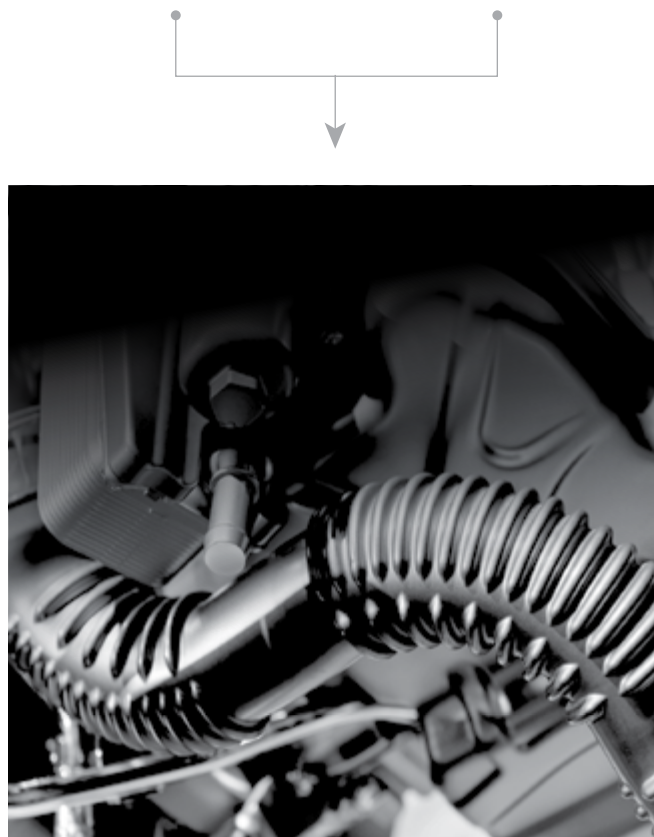
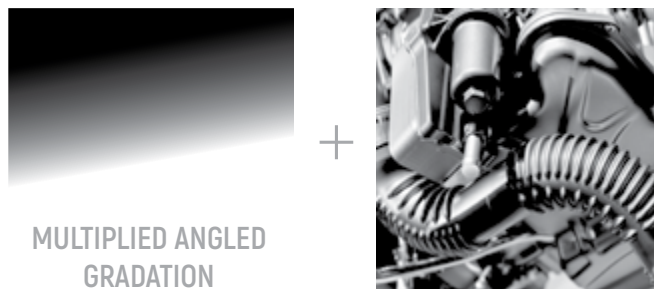
### Dramatic Shadow

This technique uses a soft, multiplied, graded vector shadow that allows identity elements to be layered on top. This technique is not always necessary, but does provide flexibility to your layouts.

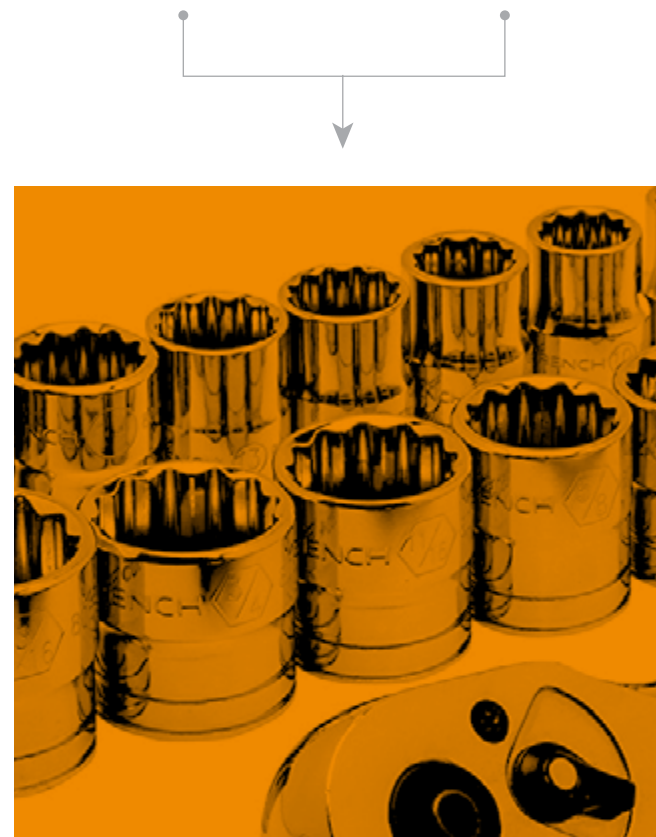
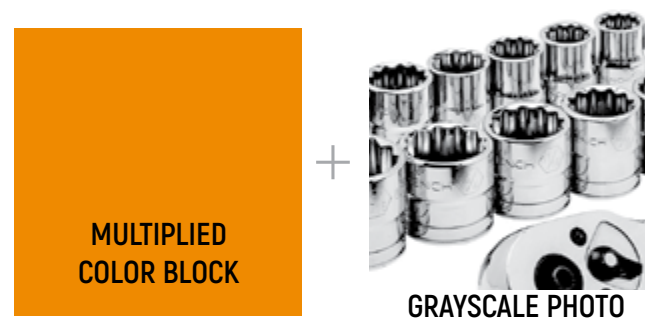
### Color Wash

Color wash utilizes a color from the GEARWRENCH brand color palette to create a field that is less contrasted. This technique works well if you have multiple images in a layout and desire some hierarchy in the page. This technique also unifies the imagery and helps create a cohesive layout overall on the page.

### Dramatic Shadow /



### Color Wash Shadow /



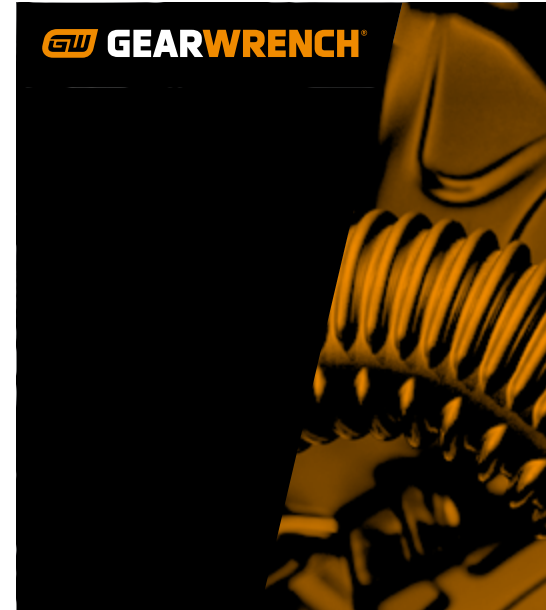
## Imagery Style / Logo Separation

It is critically important that the GEARWRENCH logo stand out clearly. As such, it is preferable that the logo be placed over a solid black background. It may be placed over a solid black section of an image, providing that clearspace guidelines are adhered to, but should never be positioned over a section of an image that is not solid black. 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



# Product Packaging

No area presents a greater challenge to maintain a consistent look for the GEARWRENCH 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 GEARWRENCH logo, colors, and Performance Graphic Device to develop packaging that is consistent with the GEARWRENCH brand guidelines. Remember, the FORGE AHEAD tagline is not to be used on “permanent” items like product packaging. The GEARWRENCH logo must appear on most 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 GEARWRENCH brand guidelines to maintain consistency and strengthen the brand.

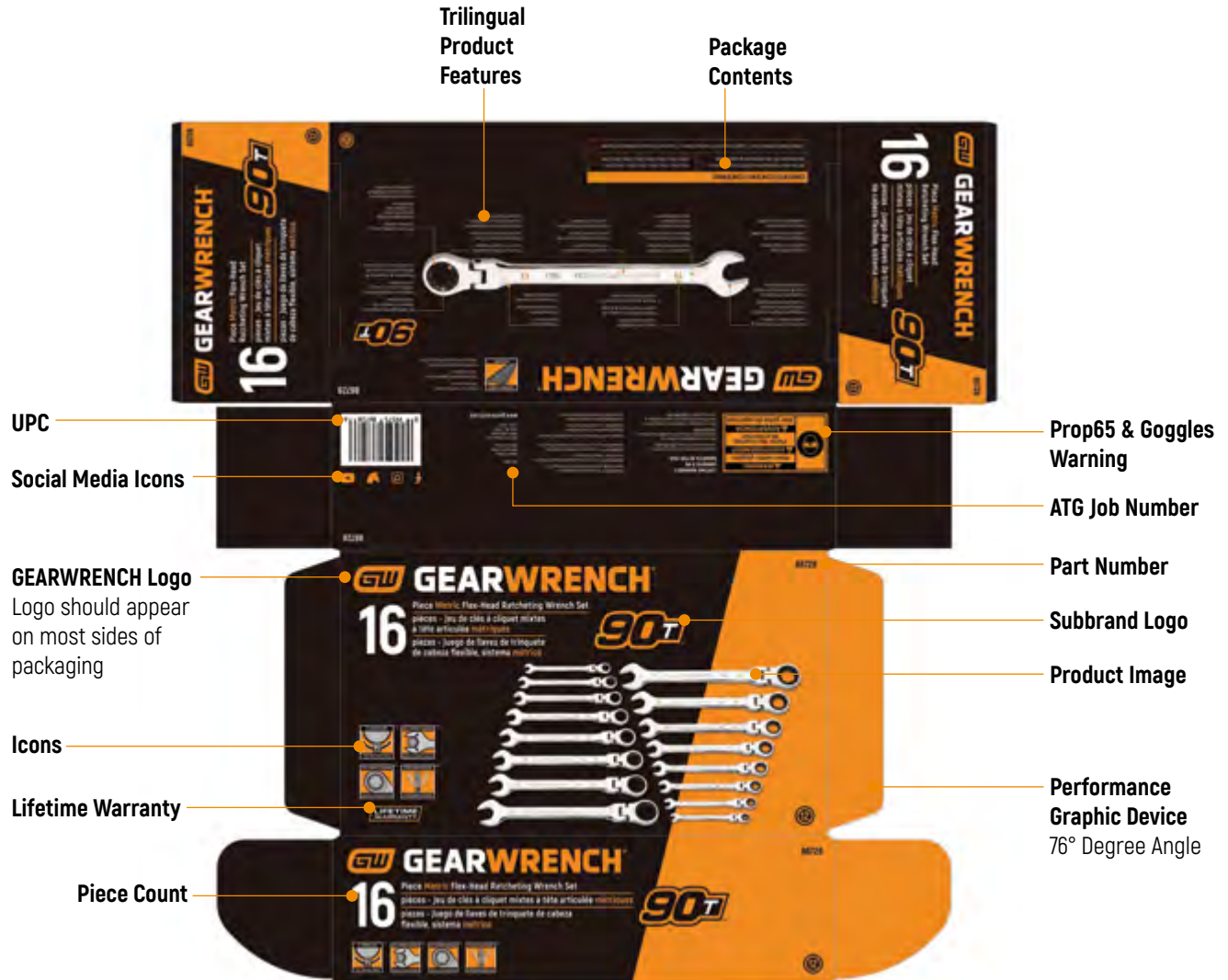
**Note: If using offset printing, GEARWRENCH Molten Orange (PMS 144C) must be duplicated exactly by using spot color. Approximating PMS 144C by using 4-color process is not acceptable.**

# Product Packaging

## Example / Box

This is an example where the package fully wraps around all sides of the product. It is our most robust type of package, used for larger sets, such as ratcheting wrenches. Because the product is not visible, the package must sell the product itself, using attention-grabbing graphics, high quality images, and informative, persuasive copy.

Note: If using offset printing, GEARWRENCH Molten Orange (PMS 144C) must be duplicated exactly by using spot color. Approximating PMS 144C by using 4-color process is not acceptable.



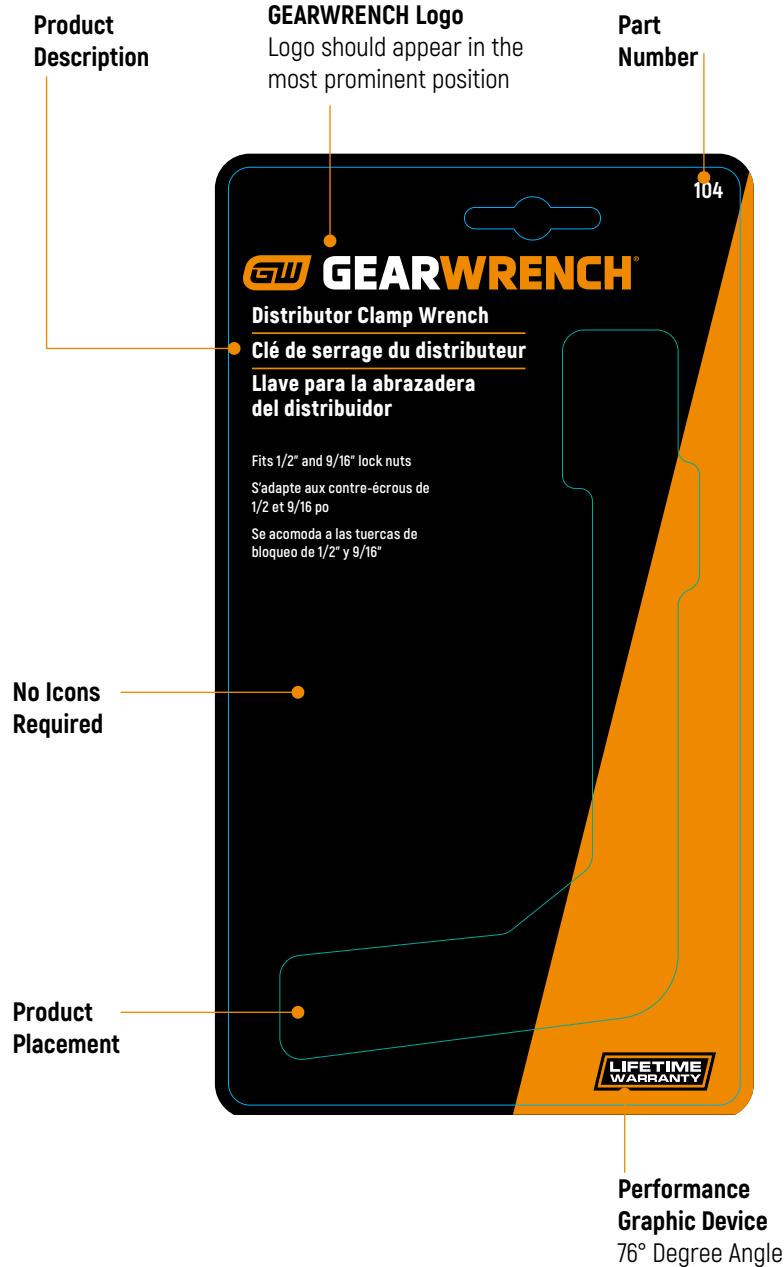


# Product Packaging

This example shows our most basic carded product packaging with a color front and black-only back. Space for icons and line art is often limited, so it is important to make sure that the elements that do appear are optimized for maximum impact. Note how both the front and back conform to GEARWRENCH brand guidelines by correctly using the GEARWRENCH logo, colors, and Performance Graphic Device.

Note: If using offset printing, GEARWRENCH Molten Orange (PMS 144C) must be duplicated exactly by using spot color. Approximating PMS 144C by using 4-color process is not acceptable.

## Example / Basic Product Card



**Product Description**

**GEARWRENCH Logo**  
Logo should appear in the most prominent position

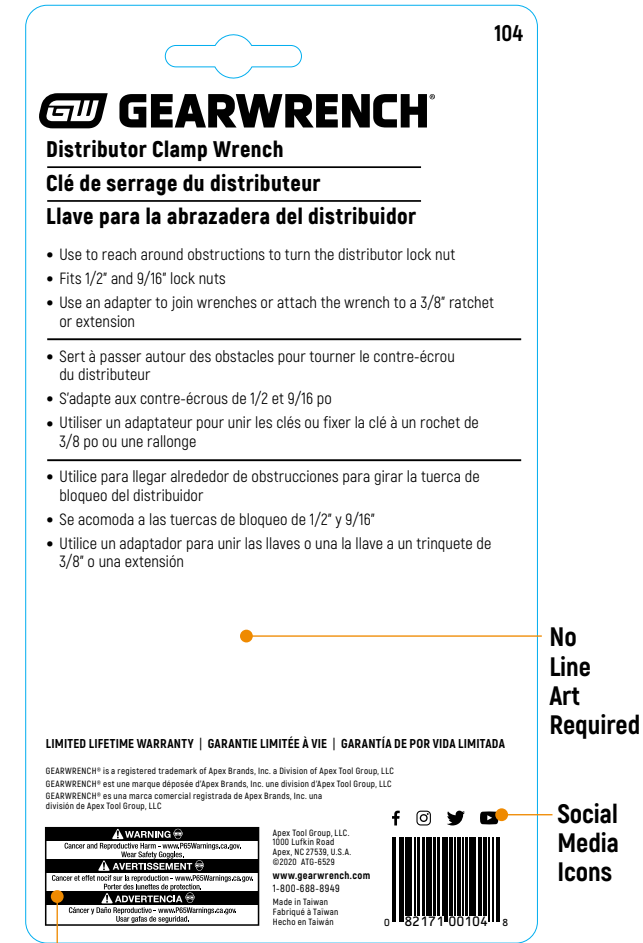
**Part Number**

**No Icons Required**

**Product Placement**

**Performance Graphic Device**  
76° Degree Angle

Example / Front



104

**No Line Art Required**

**Social Media Icons**

**Prop 65/Goggles Warning**

Example / Back

# Product Packaging

This is an example of carded product packaging with a color front and black-only back featuring a line art product illustration. It shows that when space allows, icons and line art may be used to more effectively represent the product. Again, note how both the front and back conform to GEARWRENCH brand guidelines by correctly using the GEARWRENCH logo, colors, and Performance Graphic Device.

Note: If using offset printing, GEARWRENCH Molten Orange (PMS 144C) must be duplicated exactly by using spot color. Approximating PMS 144C by using 4-color process is not acceptable.

## Example / Advanced Product Card

**Part Number** 80191R

**GEARWRENCH Logo**  
Logo should appear on all sides of packaging

**Trilingual Product Description**  
19-in-1 Ratcheting Multi-Bit Driver  
Tournevis à multiples embouts à cliquet 19 en 1  
19 en 1 - Destornillador multipuntas con trinquete

**Feature/Benefit Icons**

- HIGH-TORQUE RATCHET™  
FOR FASTER DRIVING
- END CAP™  
BIT STORAGE
- OIL & SOLVENT RESISTANT™  
TRI-LOBE HANDLE

**Lifetime Warranty Icon**

**Multi-Drive Icons**

**Part Number** 80191R

**GEARWRENCH**  
19-in-1 Ratcheting Multi-Bit Driver  
Tournevis à multiples embouts à cliquet 19 en 1  
19 en 1 - Destornillador multipuntas con trinquete

**Product Illustration**

- Holds 8 double-ended bits and converts to 3 nutdriver sizes
- Tient 8 embouts à double extrémité et se convertit en 3 tailles de tournevis à douille
- Sostiene 8 puntas con punta en cada extremo y se convierte en llave de tuercas de 3 tamaños
- Plated shaft and bits for corrosion-resistance
- Tige et embouts plaqués pour une résistance à la corrosion
- Las puntas y la espiga plateadas brindan resistencia a la corrosión
- Full metal, high torque ratchet allows for faster driving
- Cliquet entièrement en métal à couple de serrage élevé pour un entraînement plus rapide
- El trinquete de gran torsión, totalmente metálico permite un atornillado más rápido
- Dual material grip provides superior comfort, and is oil and solvent resistant
- Manche de préhension à double matériau qui fournit un confort supérieur et résiste aux solvants à l'huile/vidéos
- El agarre de doble material provee mayor comodidad y es resistente a los solventes y al aceite
- End cap bit storage keeps bits organized and easily accessible
- Rangement des embouts dans le capuchon d'extrémité pour les garder bien rangés et facilement accessibles
- El almacenamiento de puntas con tapa mantiene las puntas organizadas y fácilmente accesibles

CONTENTS   CONTENU   CONTENIDO:	
Ratcheting Handle	
Nutdriver:	1/4", 5/16", 7/16"
Phillips®:	#1, #2, #3
Slotted:	3/16", 1/4", 5/16"
Torx™:	T15, T20
Square:	#1, #2
Hex:	5/64", 3/32", 1/8", 5/32", 3/16", 1/4"

**LIFETIME WARRANTY**  
GARANTIE À VIE  
GARANTÍA DE POR VIDA  
Questions / des questions / preguntas  
1-800-888-8940  
AFS-8308

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Porter des lunettes de protection.

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Made in Taiwan  
Fabriqué à Taïwan  
Hecho en Taiwan

Apex Tool Group, LLC  
1000 Lufkin Road  
Apex, NC 27539  
USA 60209  
www.gearwrench.com

0 31103 34313 0

# Product Packaging

## Example / Specialty Product Card

Packaging for specialty or more fully-featured products presents additional challenges. It is often necessary to explain the purpose of the product and go into detail regarding how to use it. Descriptive icons should be used as much as possible to minimize the requirement for multi-lingual text.

The GEARWRENCH logo must appear on most sides of the packaging. All packaging must include its ATG (Creative Services) Job Number. Any descriptive or informational text must appear in English, French, and Spanish.

Instructional artwork should be as simple and clear as possible so accompanying instructional text may be minimized. Icons may use any mix of GEARWRENCH Molten Orange, black, and various shades of gray.

Note: If using offset printing, GEARWRENCH Molten Orange (PMS 144C) must be duplicated exactly by using spot color. Approximating PMS 144C by using 4-color process is not acceptable.

**Part Number** 82592C

**GEARWRENCH Logo** Logo should appear on all sides of packaging

**Icons**

**Performance Graphic Device** 76° Degree Angle

**TRY IT!**

**1 HANDED OPERATION**  
PUSH KNOB  
ENGAGE LEVER  
SQUEEZE TO AUTO ADJUST  
2X GRIPPING POWER

**TETHER READY**

**JAW CAPACITY**  
2 1/8"

**LIMITED LIFETIME WARRANTY**

**SLIM JAWS FOR 40% GREATER ACCESS**

**GRIP ZONE HANDLES FOR NON-MARRING GRIP**

**SELF-LOCKING JAWS SECURE GRIP**

**KNOB ENGAGES OR DISENGAGES ADJUSTABLE JAW**

**PIT BULL**

**Part Number** 82592C

**GEARWRENCH**

**AUTO BITE** HOW TO USE

- PUSH KNOB TO ENGAGE LEVER**
- LEVER ENABLES JAW ADJUSTMENT**
- SQUEEZE HANDLES FOR AUTO-BITE**
- PUSH KNOB TO DISENGAGE LEVER**

- Exclusive Auto-Bite lever enables one handed jaw adjustment
- With the Auto-Bite lever engaged, squeeze the handles and the jaw automatically adjust to a strong grip
- Aggressive angled teeth for increased grip
- More jaw positions for more flexibility, grip comfort and jaw capacity
- Grip Zone handles for non-marring grip
- Pinch-stop design prevents handle pinching palm or fingers
- Ergonomic handles with tether point increase overall comfort and safety\*
- Tool tip markings for easy identification of pier

- Levier automoteur exclusif permettant de régler la mâchoire d'une seule main
- Le levier automoteur étant engagé, serrer simplement les poignées et la mâchoire se règle automatiquement à une forte prise
- Dents angulaires mordantes pour une meilleure prise
- Plus de positions de la mâchoire pour une plus grande flexibilité, une prise confortable et une meilleure capacité de la mâchoire
- Poignées à zone de préhension pour une prise sans rayure
- Conception à butée qui prévient le pincement des doigts ou de la paume de la main
- Poignées ergonomiques avec point d'attache améliorant le confort et la sécurité de l'utilisateur\*
- Repères sur la pointe de l'outil pour une identification facile des pinces

- Las exclusiva palanca de mordida automática permite el ajuste de la mordaza con una mano
- Al tener enganchada la palanca de mordida automática, apriete los mangos y la mordaza automáticamente se ajustará a un agarre fuerte
- Dientes angulados potentes para un mayor agarre
- Más posiciones de la mordaza para más flexibilidad, comodidad de agarre y capacidad de mordaza
- Mangos con zona de agarre para un agarre sin arañazos
- El diseño de tope antipélicza previene que el mango pelique la palma de la mano o los dedos
- Los mangos ergonómicos con punto de sujeción aumentan la seguridad y la comodidad en general\*
- Marcas en la punta de la herramienta para la fácil identificación de las pinzas

\* Go to GEARWRENCH.com for tether safety warning  
\* Aller à GEARWRENCH.com pour les consignes de sécurité sur les points d'attaches  
\* Visite GEARWRENCH.com para obtener advertencias de seguridad sobre los accesorios de anclaje o sujeción

**WARNING**  
Cancer and Reproductive Harm  
www.p65warnings.ca.gov  
Wear Safety Goggles.

**AVERTISSEMENT**  
Cancer et dommages à la procréation  
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Porter des lunettes de protection.

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Pour tout commentaire, question, ou renseignement sur la garantie, appeler sans frais au: 1-800-888-8949  
Si tiene preguntas, comentarios o desea obtener más información acerca de la garantía, llame al número gratuito: 1-800-888-8949  
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Product of Vietnam, finished in China  
Produit de Vietnam, fini en Chine  
Producto de Vietnam, terminado en China






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1000 Lufkin Road  
Apex, NC 27539, U.S.A. ©2020  
www.gearwrench.com

**TESTED DESIGNED ENGINEERED**

0 99575 82592 7

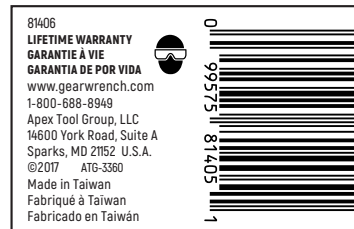
# Product Packaging

In rare instances, such as with these hang tags, exceptions to the GEARWRENCH color and logo policies are allowed. In this case, color conventions exist for different drive sizes: Red for 1/4-inch, Yellow for 3/8-inch, Purple for 1/2-inch, Green for 3/4-inch, Gray for 1", so those colors appear on the tags as identifiers. Also, the size of the tags prevents the GEARWRENCH logo from appearing at minimum size or larger on all sides of the package, so an exception has been made.

Color	Size
 PMS485	1/4"
 PMS123	3/8"
 PMS2755	1/2"
 PMS341	3/4"
 60% K	1"

Note: If using offset printing, GEARWRENCH Molten Orange (PMS 144C) must be duplicated exactly by using spot color. Approximating PMS 144C by using 4-color process is not acceptable.

## Example / Hang Tags



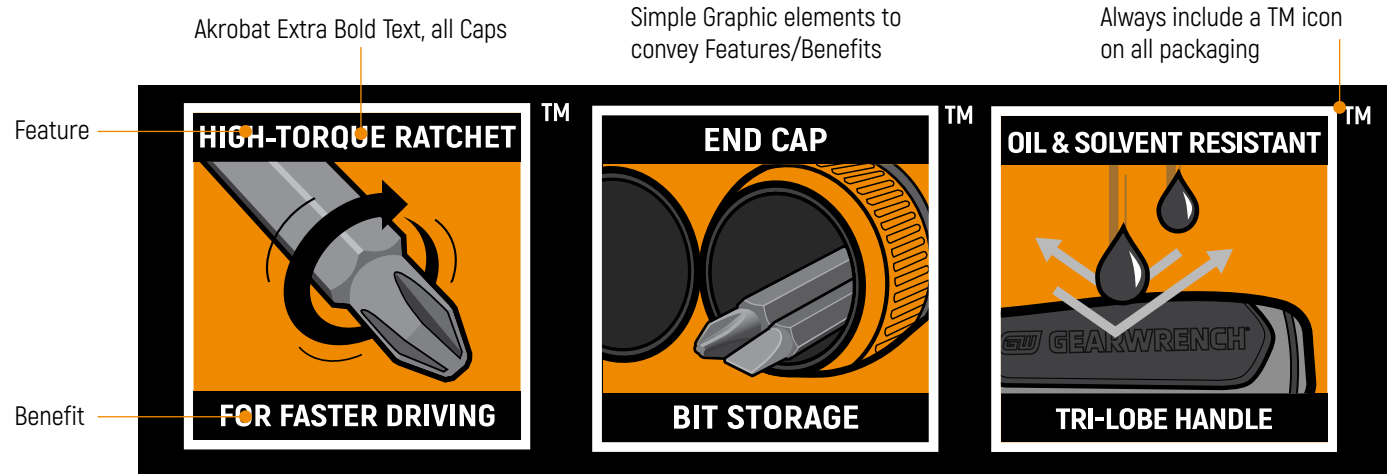
## Product Packaging - Icons

Since our communications need to span continents and cultures, graphic icons that provide a clear visual representation of a product's features and benefits should be used wherever possible.

The example at right shows the format to be used for all GEARWRENCH products. Colors are GEARWRENCH Molten Orange, black, and various shades of gray.

Graphic icons on packaging support the communication elements contained in each product's associated Messaging Ladder.

Note: If using offset printing, GEARWRENCH Molten Orange (PMS 144C) must be duplicated exactly by using spot color. Approximating PMS 144C by using 4-color process is not acceptable.



## GEARWRENCH New Product Messaging Ladder - MULTI-BIT DRIVERS

### Emotional/Self-Expressive Benefits

- This multi-bit driver is for the professional that values efficiency while also getting the job done right.
- Problem Solvers who strive to be an expert in their field.

### Functional Benefits

1. Quickly remove or drive screws with limited hand fatigue
2. Keeps bits organized and easily accessible
3. Handle won't become tacky when exposed to oil or solvents

### Product Features

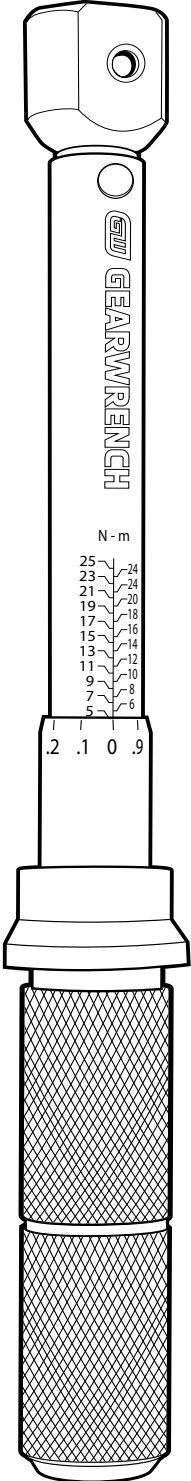
1. Full metal, high-torque ratchet
2. End cap bit storage
3. Oil and solvent resistant handle

### Targets & Insights | Customer Wants

1. Remove or tighten fasteners as quickly as possible
2. Bits or small components are often lost on the job
3. Tools are susceptible to damage when they come in contact with chemicals

# Product Packaging - Line Drawings

All product packaging line art should be 100% black bi-tonal with no shading or hue gradations. No grayscale images are permitted.



## In-Store Product Displays

As with all forms of publicly displayed brand communication, all messaging on in-store displays should be consistent with brand guidelines, specifically in regards to logo and tagline usage, color usage, and proper adherence to the correct use of the Performance Graphic Device. Whenever possible, the Main Forge Ahead Lockup should be used as a header, providing a clear and memorable brand message.



## In-Store Product Displays

As with all forms of publicly displayed brand communication, all messaging on in-store displays should be consistent with brand guidelines, specifically in regards to logo and tagline usage, color usage, and proper adherence to the correct use of the Performance Graphic Device. Whenever possible, the Main Forge Ahead Lockup should be used as a header, providing a clear and memorable brand message.



QP Headers



QP Headers



1 Color QP



2 Color QP



Full Color QP



## In-Store Product Displays

As with all forms of publicly displayed brand communication, all messaging on in-store displays should be consistent with brand guidelines, specifically in regards to logo and tagline usage, color usage, and proper adherence to the correct use of the Performance Graphic Device. Whenever possible, the Main Forge Ahead Lockup should be used as a header, providing a clear and memorable brand message.



End Cap



Pallet Wrap



Forge Ahead  
Custom Display



Racecar  
Custom Display



"Try Me"  
Custom Display

# 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.

# Branded Merchandise

Quality promotional materials and apparel should be used for all GEARWRENCH branded gear. Proper brand logo application and color usage are of foremost importance.

Approved GEARWRENCH Apparel Supplier - [HDS](#)



T-Shirts



Hoodies



Polos



Outerwear

# Branded Merchandise

Quality promotional materials and apparel should be used for all GEARWRENCH branded gear. Proper brand logo application and color usage are of foremost importance.



Baseball Caps

Beanies



Beverage Accessories



Notebook



Pen



Power Bank

# Pop-Up Displays

As with trade show displays, all messaging on pop-up displays should be consistent with brand guidelines, specifically in regards to logo and tagline usage, color usage, and proper adherence to the correct use of the Performance Graphic Device.



## Trade Shows

Trade shows and exhibits are highly visible and critically important vehicles to communicate the visual identity of the GEARWRENCH brand. All messaging on trade show displays should be consistent with brand guidelines, specifically in regards to logo and tagline usage, color usage, and proper adherence to the correct use of the Performance Graphic Device.

### Example / Trade Shows



# Product Catalog

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 main GEARWRENCH logo should appear at the upper left of all spreads with the tagline at the lower right, as shown. Note the consistent use of the Performance Graphic Device and corresponding GEARWRENCH colors to provide a unified look to each inside page.

Example / Cover



**GEARWRENCH Logo**

Logo should appear in the most prominent position

**Glamour Shot**

Main photograph showing product or application

**Catalog Title**

**Multiplied Color Block**

Less contrasted but works well when using multiple images

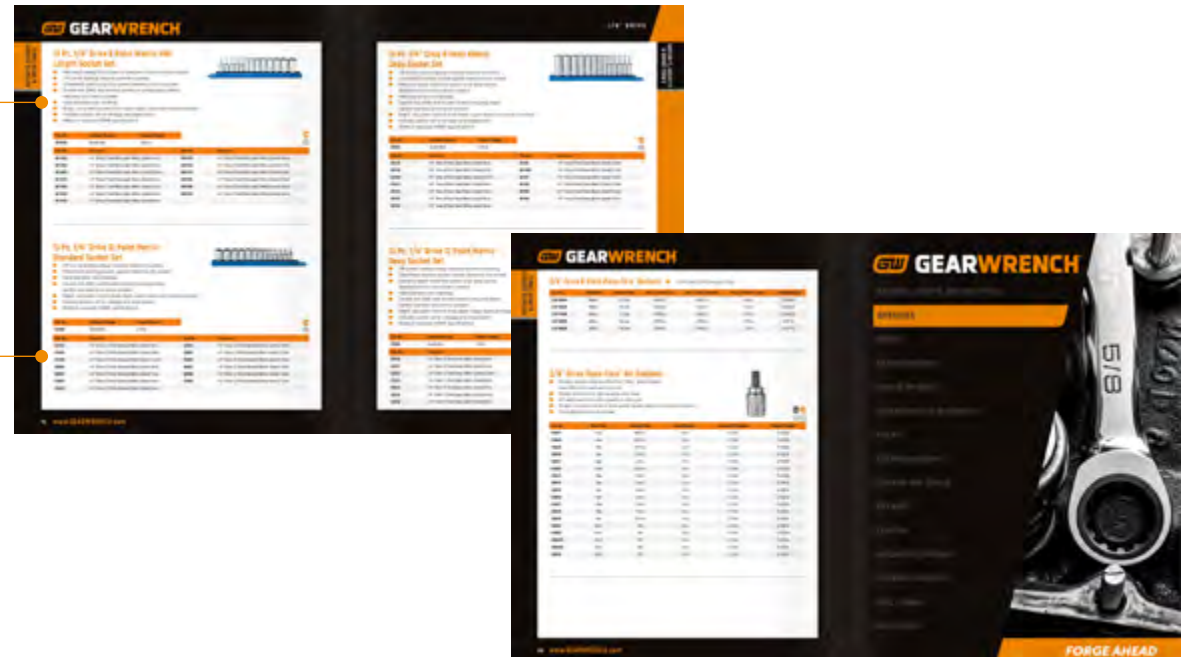
Example / Inside Spread

**Product Features**

Main Features of products

**Product Data**

Includes SKU#, Description, Sizes, Image, other pertinent information



# Product Literature

Example / 2 Page Product Guide

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 conform 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 printer's job number and quantity and date printed.

**GEARWRENCH**  
FORGE AHEAD

**PROFESSIONAL MULTI-BIT DRIVERS**

**GEARWRENCH**  
PROFESSIONAL MULTI-BIT DRIVERS

**Get In and Get Out Fast.**  
GEARWRENCH Multi-Bit Drivers deliver a level of quality and features not present in most multi-bit drivers. Designed for professional tool users, they feature the convenience of typical multi-drivers, but with full metal, high torque ratchet mechanisms – for greater strength and faster driving – plus oil and solvent-resistant dual-material grips for superior comfort and control.

**Professional Multi-Bit Drivers**

- End Cap Bit Storage**  
Keeps bits organized and easily accessible
- Full Metal, High Torque Ratchet**  
For greater strength and faster driving
- Plated Shaft and Bits**  
For corrosion-resistance
- 19 Driving Options**  
Eight double-ended S2 steel bits store in handle, shaft converts to three nutdriver sizes
- 8019IR**  
19-in-1 Ratcheting Multi-Bit Driver
- 8006IR**  
6-in-1 Stubby Ratcheting Multi-Bit Driver
- Dual Material grip**  
Provides superior comfort and control, and is oil and solvent resistant
- 6 Driving Options Six**  
S2 steel bits store in handle

Cat. No.	Description	Shelf Pack Qty.	UPC	Shelf Pack Code	Dimensions	Weight
8006IR	6-in-1 Stubby Ratcheting Multi-Bit Driver	5	037103343123	10037103343120	6.7" L X 3.7" W X 1.7" H	0.46 lbs.
8019IR	19-in-1 Ratcheting Multi-Bit Driver	5	037103343130	10037103343137	11.5" L X 3.7" W X 1.9" H	0.76 lbs.

GEARWRENCH is registered as a trademark of Apex Brands, Inc. – a division of Apex Tool Group, LLC. Specifications subject to change without notice. 4111-0029

Apex Tool Group, LLC  
3330 Leitch Road, P.O. Box 407  
www.apextoolgroup.com  
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# Product Literature

## Example / 4 Page Product Guide

At right is an example of a 4-page product guide. Note that like the 2-page example shown previously, it adheres to brand guidelines and the information is presented differently than in a catalog: The unique selling point or key feature/benefit is 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 each page.

Like the 2-page example, it includes informational copy consisting of the company name, address, and website, copyright date and ownership information, ownership information for any trademarks mentioned, job tracking number, and if applicable, printer's job number, and quantity and date printed.

### PROFESSIONAL HEX KEYS

#### PROFESSIONAL DEADENED HEADS

Single needs of professional users. Designed to allow offering for use with a variety of applications including magnetic head, ball end keys are built for tough situations, deliver every level of professional user.

#### Fold Up Hex Keys

- Short and Long Arm Sizes**  
Offer Access and torque in all situations
- Comfortable Non Slip Grip**  
Increases torque in tight situations
- Alloy Steel**  
Provides increased strength and resists rotational distortion
- Fold Up Handle**  
Clearly marked for quick identification
- Torx® , Hex, and Ball End**  
Folding sets suited for a variety of fasteners scales and sizes
- Chamfered Edges**  
Guide tool smoothly into fastener

Item No.	Description	Material Type	Includes
82506	8 Pt. Metric Folding Hex Key Set	Hex, Metric	1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6mm
82507	8 Pt. Torx® Folding Hex Key Set	Tempered Steel	T8, T10, T15, T20, T25, T27, T30, T40
82508	8 Pt. SAE Folding Hex Key Set	Hex, SAE	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1"
82509	8 Pt. SAE Folding Hex Key Set	Hex, SAE	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1"
82510	17 Pt. SAE/Metric Folding Hex Key Set	Hex, SAE/Metric	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6mm
82511	17 Pt. SAE/Metric Folding Hex Key Set	Hex, SAE/Metric	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6mm
82512	25 Pt. SAE/Metric Torx® Folding Hex Key Set	Hex, SAE/Metric/Torx®	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6mm, T8, T10, T15, T20, T25, T27, T30, T40
82513	17 Pt. SAE/Metric Short Arm Folding Hex Key Set	Hex, SAE/Metric	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6mm

### L-Key Caddy Sets

- Alloy Steel**  
Provides increased strength and resists rotational distortion
- Short and Long Arm**  
Offer access and torque in all situations
- Chamfered Edges**  
Guide tool smoothly into fastener
- Caddy Storage**  
Clearly marked for quick identification
- Ball End**  
Delivers 25 degree access in hard to reach areas
- Magnetic End**  
Holds fasteners on end of key

Item No.	Description	Material Type	Includes
82520	18 Pt. SAE Short Arm Hex Key Set	Hex, SAE	1/8, 9/16, 3/32, 1/4, 1/8, 9/16, 3/32, 1/4, 1/2, 5/8, 3/4, 7/8, 1"
82521	18 Pt. Metric Short Arm Hex Key Set	Hex, Metric	1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7mm
82522	19 Pt. SAE Long Arm Hex Key Set	Hex, SAE	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82523	19 Pt. Metric Long Arm Hex Key Set	Hex, Metric	1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82524	26 Pt. SAE/Metric Long Arm Hex Key Set	Hex, SAE/Metric	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82525	26 Pt. SAE/Metric Short Arm Hex Key Set	Hex, SAE/Metric	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82526	19 Pt. Metric Long Arm Hex Key Set	Hex, Metric	1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82527	19 Pt. Metric Short Arm Hex Key Set	Hex, Metric	1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82528	8 Pt. Torx® Long Arm Hex Key Set	Torx®	T8, T10, T15, T20, T25, T27, T30, T40
82529	8 Pt. Torx® Short Arm Hex Key Set	Torx®	T8, T10, T15, T20, T25, T27, T30, T40
82530	17 Pt. SAE/Metric Long Arm Hex Key Set	Hex, SAE/Metric	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82531	17 Pt. SAE/Metric Short Arm Hex Key Set	Hex, SAE/Metric	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82532	25 Pt. SAE/Metric Torx® Long Arm Hex Key Set	Magnetic, Ball End, SAE/Metric/Torx®	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm, T8, T10, T15, T20, T25, T27, T30, T40, T50
82533	25 Pt. SAE/Metric Torx® Short Arm Hex Key Set	Magnetic, Ball End, SAE/Metric/Torx®	5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm, T8, T10, T15, T20, T25, T27, T30, T40, T50

#### Ratcheting T-Handle Blow Mold Case

Holds 32 assorted bits and handles for convenient storage

Item No.	Description	Material Type	Includes
82534	14 Pt. SAE/Metric T-Handle Set	20K, SAE/Metric	3/32, 1/4, 1/8, 3/16, 1/2, 5/8, 3/4, 7/8, 1", 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82535	7 Pt. SAE T-Handle Ball End Set	Ball End, SAE	3/32, 1/4, 1/8, 3/16, 1/2, 5/8, 3/4, 7/8, 1"
82536	7 Pt. Metric T-Handle Ball End Set	Ball End, Metric	2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82537	7 Pt. Torx® T-Handle Set	Torx®	T8, T10, T15, T20, T25, T27, T30, T40
82538	8 Pt. Metric T-Handle Ball End Hex Key Set	Ball End, Metric	2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm
82539	10 Pt. SAE T-Handle Ball End Hex Key Set	Ball End, SAE	3/32, 1/4, 1/8, 9/16, 3/32, 1/4, 1/2, 5/8, 3/4, 7/8, 1"

#### Ratcheting T-Handle

Item No.	Description	Material Type	Includes
82540	15 Pt. Rebuilding T-Handle Set	Hex, SAE, Metric, Phenolic® Capable, Torx®	Long Arm Hex Key: 3/8", 1/2", 5/8", 3/4", 7/8", 1", 1.5", 2.0", 2.5, 3.0, 4.0, 5.0, 6, 7, 8, 10mm, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000

www.gearwrench.com

# Advertising

Advertising is the most visible way to communicate the visual identity of the GEARWRENCH 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 trade show exhibit design, catalog design, and literature design, should be consistent with brand guidelines, specifically in regards to logo and tagline usage, color usage, and proper adherence to the correct use of the Performance Graphic Device.

## Example / Single Page Ad

### GEARWRENCH Logo

Logo should appear in the most prominent position

### Glamour Shot

Main photograph showing product or application

### Body Copy

Main body copy to capture attention

# GEARWRENCH®

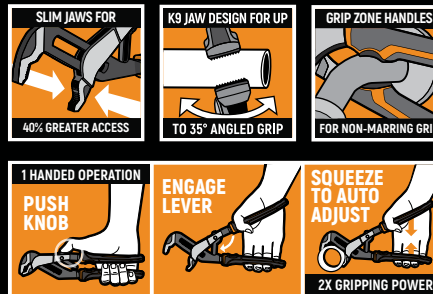
## Auto-Bite Pliers Offer Superior Grip Strength and the Ultimate Cut Performance



True one-handed automatic adjustment and slim design make these pliers perfect for work in cramped, hard-to-reach spaces. Just flip the patented Auto-Bite lever with your thumb and squeeze the handles to fit the jaws securely around any object. Auto-Bite's aggressive tooth design grips tight for maximum turning power then releases just as easily.



**KDT82594C**  
4 Pc. Auto-Bite Dual Material Plier Set includes - KDT82590C, KDT82591C, KDT82592C, KDT82593C



www.gearwrench.com

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**FORGE AHEAD**

### Product Headline

Main headline to capture attention

### Multiplied Color Block

Less contrasted but works well when using multiple images

## Digital Advertising

Digital / Horizontal

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, GEARWRENCH 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

### GEARWRENCH Logo

Logo should appear in the most prominent position

### Secondary Logo



### Glamour Shot

Main photograph showing product or application

### GEARWRENCH Logo

Logo should appear in the most prominent position

### Secondary Logo



### Glamour Shot

Main photograph showing product or application

# Product Design

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

Many of the basic principles outlined in the GEARWRENCH Brand Guidelines will also be followed in the Product Design Guidelines: Colors are GEARWRENCH Molten Orange and Black. The GEARWRENCH Airfoil, Wordmark, and Logo conform to the same specifications. The Performance Graphic Device does not pertain to GEARWRENCH Product Design Guidelines.

For full Product Design specifications, please refer to the 2017 GEARWRENCH Product Design Guidelines. File can be found on Basecamp.



## Motorsports Graphics

At times, due to sponsorships or co-branded collaborations, the brand team will provide approvals for graphics that deviate from the brand guidelines.

An example is motorsport graphics, which often require incorporating other sponsors' logos and must be tailored to the surface upon which a design is being applied. Because of these variations, it is critical that the GEARWRENCH logo and colors remain in conformance with the brand guidelines.

Every effort should be made to also utilize the Performance Graphic Device within the guidelines, but in certain cases, such as the one illustrated at the right, exceptions may be made.

**Any such exceptions must be coordinated by the GEARWRENCH brand team and must have approval of all stakeholders.**



## Fleet Graphics

Fleet graphics are a highly visible and an important way to communicate the visual identity of the GEARWRENCH brand. All fleet graphics should be consistent with brand guidelines, including logo and tagline usage, color usage, and proper adherence to the correct use of the Performance Graphic Device. It is preferred that other brand logos not appear on the vehicle, but if they do, the GEARWRENCH logo should be at least 100% larger than the largest other brand logo on any single side.

At right are examples of acceptable fleet graphic treatments.



## Abstract Graphics

In extremely rare cases – possibly for a piece of motorsport artwork or for a special request by a paid sponsor – “abstract” graphics that use GEARWRENCH colors and the Performance Graphic Device angle as backgrounds may be created.

**Any such exceptions must be coordinated by the GEARWRENCH brand team and must have approval of all stakeholders.**



# Communications Style

The style and tone of GEARWRENCH should be comfortable and conversational. It should communicate the authenticity of the GEARWRENCH 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 GEARWRENCH 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 GEARWRENCH products and of the integrity of the GEARWRENCH 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 “GEARWRENCH 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 GEARWRENCH products.



# PowerPoint® Template

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

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

Preferred type and graph colors are black, GEARWRENCH Molten Orange, and GEARWRENCH 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:

GEARWRENCH Molten Orange  
Red: 237, Green: 139, Blue: 0



GEARWRENCH Gray  
Red: 188, Green: 188, Blue: 190



GEARWRENCH Black  
Red: 6, Green: 0, Blue: 3



Title Page Template /



Content Page Template /

## 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

GEARWRENCH Logo: 3.25" Wide  
 Colors: GEARWRENCH Molten Orange, PMS Process Black  
 Font: Akrobat Regular, Akrobat Bold  
 Font Sizes: 10 pt., 11 pt.  
 Stock: 120lb McCoy Silk  
 Ink: 2-Colors/2-Sides, Flood Satin AQ 2-Sides



Front



Akrobat

11 pt.  
 10 pt.

.1875"



Back



# Standard 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

GEARWRENCH Logo: 3.25" Wide  
 Colors: Black, GEARWRENCH Molten Orange  
 Font: Arial  
 Recommended Font Size: 11 pt.



# Press Release Letterhead

All type elements should be left justified.

## Specifications

GEARWRENCH Logo: 3.25" Wide

Colors: Black, GEARWRENCH Molten Orange

Font: Arial

Font Sizes: Headline Block – 18 pt.

Amplification Block – 14 pt.

Body – 10 pt.

Headline Block – 18 pt.

Amplification Block – 14 pt.

Body – 10 pt.

Caption Text – 8 pt.



### **PRESS RELEASE**

Jan. 18, 2021

## **Automotive, Industrial Mechanics Will Have a New Best Friend in PitBull Pliers from GEARWRENCH**

Sparks, Md.—Pliers are among the hand tools that automotive and industrial mechanics use every day. That doesn't mean they have to be mundane. Instead, GEARWRENCH is proud to unleash its new line of PitBull Pliers designed with features and functionality that will quickly turn them into a mechanic's best friend.

"Professional technicians we talked to said that the most important things they looked for in their pliers are grip and cutting ability," said Jarrett Wolf, product manager for GEARWRENCH. "We know they're cutting day in and day out and we know that grip is critical to getting the job done. Those two goals are at the core of everything we put into our PitBull Pliers."

GEARWRENCH PitBull Pliers include 38 individual products and six sets. This complete range of options ensures professionals have the right pliers for whatever the job needs.

### **TONGUE & GROOVE PLIERS**

#### **Auto-Bite Tongue & Groove Pliers**

The PitBull Auto-Bite Tongue & Groove Pliers (available in dual-material comfort grip handles) are designed for easy one-handed use. With a squeeze of the handles, the jaws automatically adjust for a precise fit. The thumb-operated Auto-Bite lever doesn't protrude like push-button pliers do, giving them an extremely slim profile for even greater access. Auto-Bite pliers are available in 6-, 8-, 10-, and 12-inch sizes, as well as a four-piece set.



#### **K9 Tongue & Groove Pliers**

The PitBull K9 Tongue & Groove Pliers (dual-material or dipped handles) feature the innovative K9 jaw system with teeth that can grip and turn with up to a 35-degree offset angle. The narrow profile provides 40% greater access than the competition.

### **SOLID-JOINT PLIERS**

Professional technicians can now cut with 35% less force thanks to the pivot-forward design and laser-hardened cutting edges of all four GEARWRENCH PitBull Solid-Joint Pliers (linesman, long-nose, universal and diagonal). The innovative designs also translate to 50% longer cutting life, meaning techs aren't replacing their pliers over and over once they've gone dull. All four styles are available in both dual-material comfort grip handles or dipped handles for easy cleaning.

#### **Linesman**

Designed with a cross-hatched jaw for better grip, a fish tape channel for flat steel fish tapes and a reaming head for deburring pipes.

#### **Long-Nose**

Designed with a cross-hatched jaw for better grip, a fastener grip area to turn nuts and fasteners, and a nail/wire holder right on the jaws.



## **GEARWRENCH Named Official Mechanics Hand Tool and Sponsor for Monster Energy Supercross and Monster Energy Kawasaki**

GEARWRENCH has increased its racing program dramatically over the past five years, not just with racing fans but with those who build, maintain, repair and race. To expand that racing program in 2021 with both Monster Energy Supercross and Monster Energy Kawasaki race team.

GEARWRENCH makes GEARWRENCH the Official and Exclusive Mechanics Hand Tool and Sponsor of the 17 races this year, starting with Saturday's season opener in Houston.

It's the lifestyle and the passion that is shared on and off the track that makes the relationship between success and the tools it takes to get there. "People love the relationship between success and the tools it takes to get there. We've seen that engagement in recent years with our racing programs and partnering with Monster Energy Supercross—the highest-profile off-road racing series on the planet—is the next step."

GEARWRENCH will team up with the No. 1-ranked Monster Energy Kawasaki race team, led by AMA Pro Motocross champion and three-time AMA Pro Motocross champion Eli Tomac, and Tomac returning for his sophomore year in the premier class after an impressive season.

"We are very excited to enter into a partnership with GEARWRENCH," said Dan Fahie, Senior Manager of Racing with Monster Energy Kawasaki. "When it comes to racing Supercross and Motocross at the professional level, we cannot take any shortcuts and we only use the best products to ensure our Kawasaki motorcycles and riders have the best resources to compete for championships. GEARWRENCH provides our team with premium tools that will help put our team in a position to succeed."

The GEARWRENCH racing program also includes NASCAR with Chip Ganassi Racing and driver Kurt Busch and Formula Drift with driver "Rad" Dan Burkett.

#### **About GEARWRENCH®**

GEARWRENCH is a premier hand tool brand from Apex Tool Group. Since the launch of the original five-degree ratcheting wrench, the GEARWRENCH brand has led the industry with breakthroughs in pass-thru ratchets, sockets, screw/nut drivers, pliers, and specialty tools. For more information, visit [www.gearwrench.com](http://www.gearwrench.com).

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