



Trusted by the Trades.

BRAND GUIDELINES



# INTRODUCTION

Welcome to the Crescent® Brand Guidelines.

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



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# BRAND STRATEGY

Strong brands like Crescent are built on solid platforms. Along with our business strategy, culture, customer service, and product excellence, our brand strategy plays a key role in identifying and communicating the overarching story of the Crescent brand. It clarifies what we stand for in the minds of key audiences everywhere and what sets us apart from our competitors. In the following section, we take a closer look at each of the elements that make up our brand strategy and learn how they work together to reinforce the complete Crescent story – acting as a filter for decision-making both internally and externally.



# THE CRESCENT MASTER BRAND

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



# AN AMERICAN ORIGINAL, AN ICONIC BRAND

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

As the Crescent brand grew, other tool-related brands were building reputations of their own...

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

Wiss® was the world’s largest producer of scissors and shears in the early 1900s, and the brand grew even more during World War II, when it produced its compound action “aviation snips,” then a key tool for manufacturing aircraft. Wiss continues to be the leading brand of compound action snips, preferred by HVAC and other sheet metal professionals for over 70 years.

W.T. Nicholson invented and patented the first successful mechanized file making machine, and in 1864 founded The Nicholson File Company. By the turn of the century, Nicholson® was the world’s leading brand of files and rasps. Since that time, the Nicholson product line has increased in scope and size, and now includes files, rasps, hacksaws, and handsaws, all manufactured to uncompromising standards of quality.



# AN AMERICAN ORIGINAL, AN ICONIC BRAND

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

The JOBOX® brand began in 1961 with a small company that created the world’s first “steel crossover truck box” to address a growing demand for secure tool and equipment storage in the beds of pickup trucks. Today, the line has grown to nearly 200 different types of secure truck storage solutions and has expanded into safety storage and job site storage products.

These five leading brands are now unified under the Crescent name. The Crescent Master Brand and its supporting brands — Crescent Lufkin, Crescent Wiss, Crescent Nicholson, Crescent H.K. Porter, and Crescent JOBOX — offer professional tradespeople thousands of quality tools they can count on to produce professional results.



# CRESCENT PRODUCTS

Crescent offers thousands of quality tools to help professionals achieve superior results. Shown at right are some of the many categories of tools available from Crescent and its supporting brands.

## **CRESCENT**

- Adjustable Wrenches
- Mechanics Hand Tools
- Tool Sets
- Power Tool Accessories

## **CRESCENT** **Wiss**

- Snips
- Shears and Scissors
- Knives
- Trade Tools

## **CRESCENT** **Lufkin**

- Measuring Tapes
- Measuring Rules
- Measuring Wheels
- Chalk and Chalk Reels

## **CRESCENT** **NICHOLSON**

- Files and Rasps
- Saws

## **CRESCENT** **H.K. PORTER**

- Heavy-Duty Cutting Products

## **CRESCENT** **JOBBOX**


- On-site Storage
- Flammable Liquid Storage
- Truck Storage



PRODUCING PROFESSIONAL RESULTS

# A BRAND BLUEPRINT

The following Brand Blueprint shows how the Crescent brand position of “Producing Professional Results” fits seamlessly into the other aspects of the brand: Our Purpose, Brand Values, Audiences, Brand Benefits, Behaviors, and Communications. All of these important brand traits are exemplified in the Crescent logo, the Crescent Medallion, and “Trusted by the Trades” tagline.

BRAND			OUR BEHAVIORS	
<b>OUR PURPOSE</b>  <b>What we offer:</b> Quality tools with proven innovation that enables the professional users  <b>How we act:</b> Producing Professional Results  <b>Why we exist:</b> We believe in solving user problems			<ul style="list-style-type: none"><li>• Enabling the professional</li><li>• Observant (We know the job site)</li><li>• Expert (We know the tools)</li><li>• Confident Leadership</li><li>• Mentoring</li></ul>	
<b>OUR BRAND VALUES</b>  <b>Tough, Innovative, Straightforward, Proactive, Problem-Solving</b>			<b>COMMUNICATIONS</b>  <ul style="list-style-type: none"><li>• Confident</li><li>• Authentic</li><li>• Energetic</li><li>• Professional</li><li>• Relevant</li><li>• Straight Talking</li></ul>	
<b>AUDIENCES</b>  Pro Construction, Trades, Industrial, MRO, Aspirational DIY, Distributors & Retailers, Employees				
<b>OUR BRAND BENEFITS</b>  <b>Rational</b> Innovation, Quality, Durability, Heritage, Experience, Permanence  <b>Emotional</b> Confidence, Sentimental, Trust, Satisfaction, Proven, Emotive				



## Brand Tone – How we talk to our users

**OUR USERS ARE PROFESSIONAL TRADESPEOPLE. THEY USE TOOLS TO DO THEIR JOB. THEY GET IT DONE.**

**They are badass. And so are Crescent tools.**

A badass is authentic. True to themselves and proud of it.

A badass knows their limits. But if they make a promise, they'll keep it.

A badass doesn't give up. They figure a way to make it happen.

A badass proves themselves through their actions. But they're not trying to impress you or anyone else.

A badass has no patience for fools. But they're ready when someone just needs a helping hand.

**If you have a badass friend, you're a lucky person.**

Crescent makes a range of tools designed to help badass pros do their best work. Every time the brand speaks, it should speak our user's language. The brand tone should be direct and no nonsense, because we take them, and the jobs they do, seriously. Always genuine, never artificial, whether on packaging, in a video, or in an ad. Crescent should always stay badass.



## Only Crescent makes a range of truly badass tools designed to help Pros work smarter every day.

### REASONS TO BELIEVE/STRENGTHS TO LEVERAGE

Innovation birthed the Crescent brand and they have never stopped solving problems for Pros to help them work smarter every step of the way / “How the hell have I lived without this?!”

**Crescent Lufkin Shockforce Tapes:** the toughest, highest performing tapes to ever hit a jobsite because they offer class-leading ergonomics, greater impact protection and gripping, along with two-sided visibility for faster measuring, no matter the job. Can survive falls from 100' and stand out to 14'.

**Crescent Wide Jaw Adjustable Wrenches:** NEW Next Level adjustable wrenches punch above their weight when it comes to strength and jaw capacity, saving bulk in your toolbox and weight in your hand. The extra wide jaw opening works with large fasteners and a 25% larger knurl allows for easier adjustment and a tighter jaw fit that won't bind up.

**Crescent u-GUARD:** the u-GUARD™ series of non-marring covered tools gives you protection and control on the jobsite. These patented tools allow the user to grab directly onto the drive tool while it spins freely inside the covers, increasing fastening control and significantly reducing contact from the rotating tool. Protect your work with u-GUARD.

**Crescent Wiss Tradesman Shears:** will cut through the burliest mess you've ever seen; best-in-class force to cut and market-leading ergonomic design to deliver greater cutting power with less effort.

**Crescent Wiss Next Generation Aviation Snips:** it's hands-down the best cutting tool in the market. The undisputed leading brand of snips for sheet metal professionals. Exclusive casting delivers strength, precision and consistency for longer performance with less force to cut, and a proprietary serration process to produce blades that cut more metal than any other snips.

**Crescent eSHOK-GUARD:** 87% of professionals are experiencing shocks on construction job sites. Protect yourself from electric shock with Crescent's new patented isolated technology, eSHOK-GUARD, providing insulation of up to 1,000 volts. Combining safety and convenience for a revolutionary experience when working around potential live wire applications, eSHOK-GUARD is protecting you – for life.

**Crescent alphaCase:** durable, long-lasting fastening case to withstand the toughest, most demanding jobs, along with easy reloading, so you're never without.

**Crescent Torsion Bit Holder:** reusable bit holder works with any bit, and provides a greater torsion elasticity to absorb more torque impact for longer life and added flexibility on the job site.



# CRESCENT END USER PERSONAS

Most Crescent Tool end users are professionals, defined in the most basic terms as people who use tools to make their living. Since Crescent offers such a wide array of products, these professionals are spread over a host of industries and markets. 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 the brand's position as leader in the professional hand tool market, we must truly understand its core customers. This goes beyond mere demographics. It requires us to note and appreciate our customers' most basic emotional drivers, the insights that affect their every decision and behavior. To do this, we have developed "end user personas" for each of the four primary markets Crescent serves: Residential Construction, Commercial Construction, Facilities Maintenance, and Construction Trades.

The following pages show the four end user personas for the Crescent brand. Each includes demographic data such as gender, ethnicity, and income, social data such as personality traits and habits, and 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.



# END USER PERSONA

Fransisco the Framer		Residential Construction		Mission Critical Tools																			
	Framers, Roofers, Site Prep																						
	Age Range 23-54																						
	47.6% Hispanic																						
	\$48,480 Annual Income																						
	486,420 Users																						
Personality		Habits		Competition/Distributors																			
<ul style="list-style-type: none"><li>• <b>Tends to be no-nonsense: stays true to himself, not fake, pushes himself to be better, is not a jerk - He simply is one tough hombre.</b></li><li>• Starts his day before the sun is up</li><li>• May drive long distances to get to the job site</li><li>• Drive time Radio part of the daily routine</li><li>• Stops at a convenience store every day, energy drinks, lunch, gas</li><li>• Usually makes at least one stop to a home center or tool/material outlet</li><li>• Some guys have their preferred stores and know the counter people</li><li>• More often than not, the store stop depends on jobsite location and the right turn</li><li>• Takes pride in a job well done</li><li>• Doesn't let lack of equipment or a certain tool stop him, will improvise</li></ul>		<ul style="list-style-type: none"><li>• Enjoys the outdoors, hunting, fishing</li><li>• Enjoys spending time with family and going to ball games</li><li>• Younger demo loves video gaming, consoles</li><li>• Loves spending time with family and kids</li><li>• Is a DIYer at home with many unfinished projects</li><li>• Enjoys hanging out with friends, drinking beers</li><li>• Loves his country (Hispanics love both USA &amp; MEX)</li><li>• First Gen Hispanics miss their friends from home</li><li>• First Gen Hispanics may have family in other states or country</li></ul>		<table><tr><td>DeWalt</td><td>Home Depot</td></tr><tr><td>Milwaukee</td><td>Lowe's</td></tr><tr><td>Estwing</td><td>Menard's</td></tr><tr><td>IRWIN</td><td>Ace Hardware</td></tr><tr><td>Husky</td><td>Do It Best</td></tr><tr><td>Kobalt</td><td>Orgill</td></tr><tr><td>Craftsman</td><td>ORS</td></tr><tr><td>Stanley</td><td>STAFDA</td></tr></table>				DeWalt	Home Depot	Milwaukee	Lowe's	Estwing	Menard's	IRWIN	Ace Hardware	Husky	Do It Best	Kobalt	Orgill	Craftsman	ORS	Stanley	STAFDA
DeWalt	Home Depot																						
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Craftsman	ORS																						
Stanley	STAFDA																						



# END USER PERSONA

## Construction Chris

## Commercial Construction



Plumbers, HVAC, Surveyors,  
Masons, Site Prep

Age Range 25-54

37% Hispanic

\$57,350 Annual Income

477,300 Users

## Mission Critical Tools



Tape Measures  
And Long Tapes



HKP Bolt Cutter



JOBOX On-Site  
Tool Storage

## Personality

- **Tends to be no-nonsense: stays true to himself, not fake, pushes himself to be better, is not a jerk - He simply is one tough hombre.**
- Starts his day before the sun is up
- May drive long distances to get to the job site
- Drive time Radio part of the daily routine
- Stops at a convenience store every day, energy drinks, lunch, gas
- Takes pride in a job well done
- Work *\*IS\** very dangerous so safety is a major concern
- OSHA is huge in this users' world
- Tools usually stored onsite
- Listens to radio with a mixed group of guys - classic rock or country is the genre
- Works long hours & showers after, not before work
- Prefers to buy tools that are made in the USA, but will buy others if value is there

## Habits

- Enjoys the outdoors, hunting, fishing
- Enjoys spending time with family and going to ball games
- Younger demo loves video gaming, consoles
- Loves spending time with family and kids
- Is a DIYer at home with many unfinished projects
- Enjoys hanging out with friends, drinking beers
- Loves his country (Hispanics love both USA & MEX)
- First Gen Hispanics miss their friends from home
- First Gen Hispanics may have family in other states or country

## Competition/Distributors

DeWalt  
Milwaukee  
Estwing  
IRWIN  
Husky  
Kobalt  
Craftsman  
Stanley  
Klein

Home Depot  
Lowe's  
Menard's  
Orgill  
ORS  
STAFDA  
Affiliated Distributors  
Sphere 1



# END USER PERSONA

## Kevin Keep it Running

## Facilities Maintenance



Maintenance & Repair, Metal Working, Electricians, Welders

Age Range 25-54

20.1% Hispanic

\$50,860 Annual Income

437,470 Users

## Mission Critical Tools



X10



Adjustable Wrenches



Best Pliers 10" Tongue & Groove

## Personality

- **Tends to be no-nonsense: stays true to himself, not fake, pushes himself to be better, is not a jerk - He simply is one tough hombre.**
- Usually a crew of one in many facilities
- Often wears specialized overalls or jump suits with many pockets
- Can do 80% of his on the spot repairs with his most carried tools
- Tool must earn its place on his person
- Get it working, versus make it look pretty
- Jack of all trades, literally
- Knows the ins and outs of their facility, keeps the place together
- Does not let adversity stop him, the place needs to keep running
- Buys some of his frequently used tools
- Company may buy most of his larger tools

## Habits

- Enjoys the outdoors, hunting, fishing
- Hobbyist, tends to be part of specialty clubs, car, guns, etc
- Is a DIYer at home
- Enjoys hanging out with friends, drinking beers
- Considers himself a patriot & may have a family member in the service
- Likely to be a veteran
- Loves to tinker and has "projects" he is working on at home
- Collector of things

## Competition/Distributors

Proto  
Paramount  
DeWalt  
Milwaukee  
Snap-on  
Husky  
Westward  
Kobalt  
Channellock

IRWIN  
Grainger  
MSC  
McMaster Carr  
STAFDA  
Fastenal  
Home Depot  
Lowe's  
Menard's



# END USER PERSONA

## Tradesman Tom

## Construction Trades



HVAC, Plumbers, Carpenters

Age Range 25-54

26.6% Hispanic

\$55,160 Annual Income

1,583,600 Users

## Mission Critical Tools



Pipe Wrenches



Tape Measures



Tongue & Groove Pliers



Snips

## Personality

- **Tends to be no-nonsense: stays true to himself, not fake, pushes himself to be better, is not a jerk - He simply is one tough hombre.**
- Starts his day before the sun is up
- May drive long distances to get to the job site
- Drive time Radio part of the daily routine
- Stops at a convenience store every day, energy drinks, lunch, gas
- Usually makes at least one stop to a home center or tool/material outlet
- Some guys have their preferred stores and know the counter people
- The store stop depends on jobsite location and the right turn
- Takes pride in a job well done
- Listens to radio - classic rock or country is the genre
- Works long hours and nobody works harder than he does, ask him

## Habits

- Enjoys the outdoors, hunting, fishing
- Enjoys spending time with family and going to ball games
- Younger demo loves video gaming, consoles
- Loves spending time with family and kids
- Is a DIYer at home with many unfinished projects
- Enjoys hanging out with friends, drinking beers
- Loves his country (Hispanics love both USA & MEX)
- First Gen Hispanics miss their friends from home
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## Competition/Distributors

DeWalt  
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Stanley

Home Depot  
Lowe's  
Menard's  
Ace Hardware  
Do It Best  
Orgill  
ORS  
STAFDA



# VISUAL IDENTITY

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



# OUR LOGO

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



# LOGO COMPONENTS

## THE MEDALLION

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

### Medallion



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

### Medallion with Tagline



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

Clearspace equals the height of the “T” in Trusted

Trusted by the Trades.



# LOGO COMPONENTS

## MASTER BRAND LOGO

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

## SUPPORTING BRAND LOGOS

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

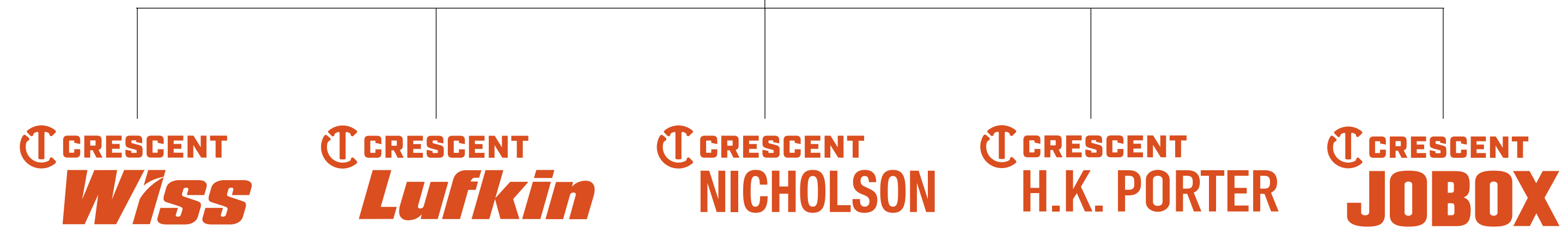
## TAGLINE

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

### Master Brand Logo



### Supporting Brand Logos



### Tagline

Trusted by the Trades.

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

### Master Brand Logo with Tagline





# LOGO COMPONENTS

## THE CRESCENT TOOLS MAKER'S MARK

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

### USAGE

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

### Maker's Mark



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

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

The Maker's Mark "C" symbolizes the heavy-duty materials required to produce the highest quality tools.





# LOGO CLEARSPACE

## CLEARSPACE

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

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

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

### Master Brand



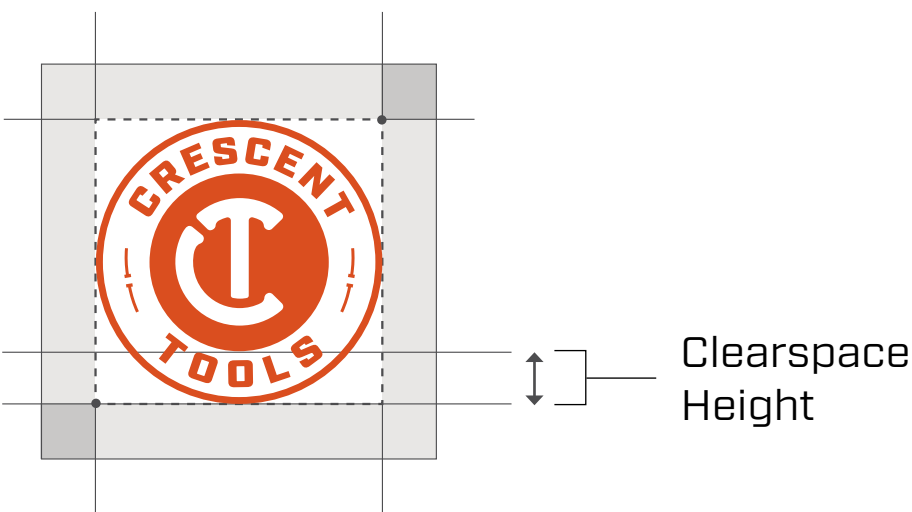
Clearspace equals the height of the "E" in **CRESCENT**

### Master Brand with Tagline



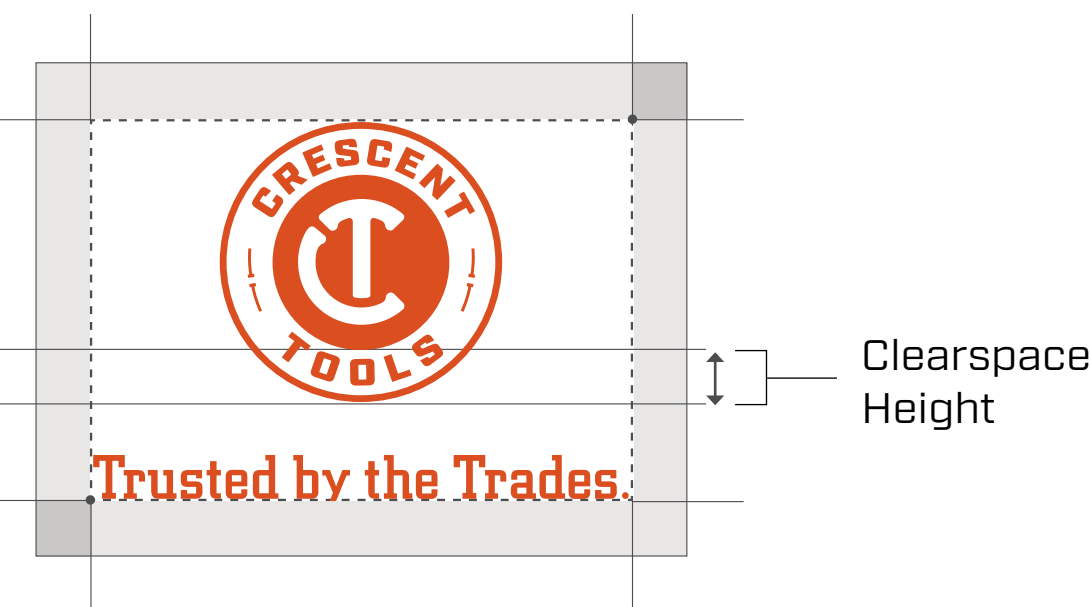
Clearspace equals the height of the "E" in **CRESCENT**

### The Medallion



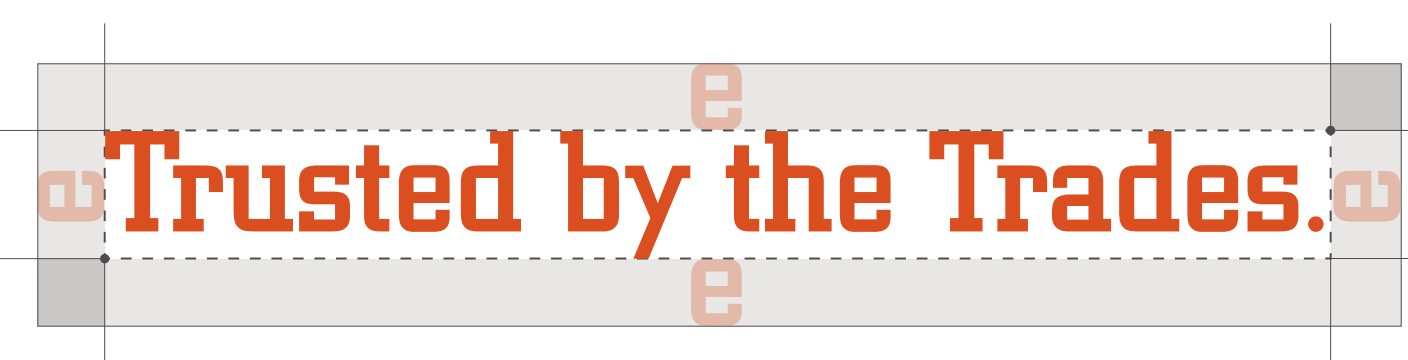
Clearspace Height

### The Medallion with Tagline



Clearspace Height

### Tagline



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

### Supporting Brands



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



# LOGO MINIMUM SIZE

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

## MINIMUM SIZE

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

### Print (Inches)



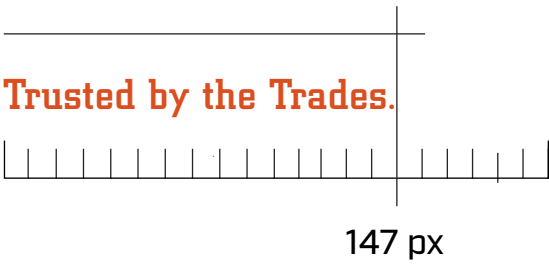
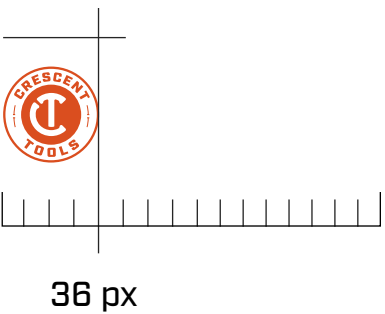
From the Maker's Mark to the end of the letter 'T' in Crescent should equal 1" inch keeping the supporting brand logos proportionate to the size.



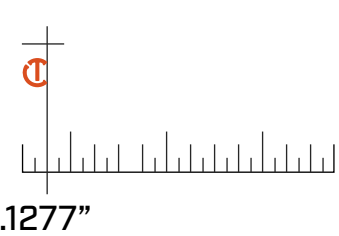
### Digital (Pixels)



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



### Product ID





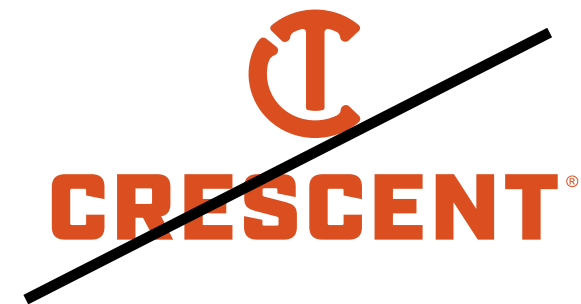
# LOGO MISUSE

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

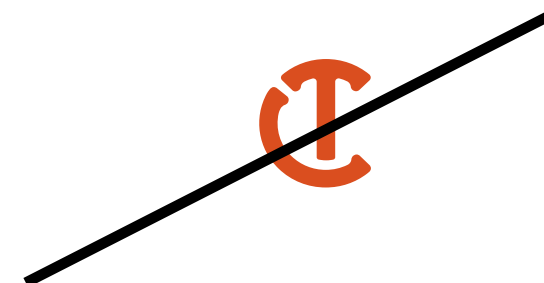
**X Don't create alternate color versions**



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



**X Don't use the Maker's Mark alone unless applied directly onto a product**




**X Don't use the Crescent logotype without the Maker's Mark**



**X Don't resize any logo components**



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

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

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



**X Don't use two colors on the Master Brand logo**



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



**X Don't add any shadows or effects**



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



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



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



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



**X Don't use two colors on the Supporting Brand logos**



**X Don't add descriptors to the Master Brand logo or Supporting Brand logos**





# COLORS

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



## COLORS

## FUNCTIONAL COLOR PALETTE

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

## SPECIFICATIONS

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

## Primary Color Palette

**CRESCENT RAWHIDE ORANGE**  
**PMS 2349 C**

## HEX - Preferred

**RGB**  
202 54 4

**CMYK**  
0 82 100 10



**BLACK**  
**HEX - 272525**  
**RGB - 39, 37, 37**  
**CMYK - 0, 0, 0, 100**

**WHITE**  
**HEX - FFFFFFFF**  
**RGB - 255, 255, 255**  
**CMYK - 0, 0, 0, 0**

**DARK GRAY**  
**HEX - 4C4D4F**  
**RGB - 60, 60, 62**  
**CMYK - 0, 0, 0, 85**



# COLOR APPLICATION

We created multiple Master Brand logo, Supporting Brand logo, Tagline, and Medallion versions to ensure you have precisely the right option when creating branded communications materials.

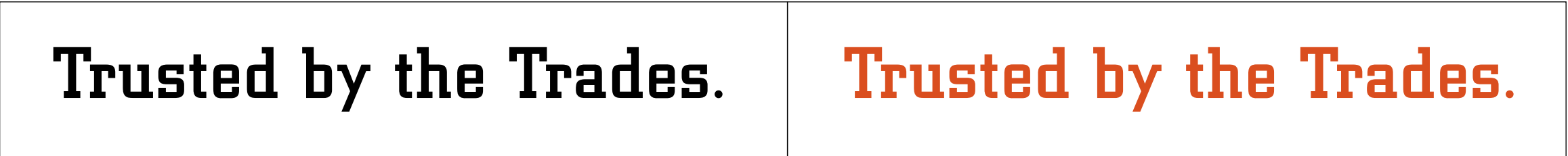
The color positive version should always be used against a solid white background or over lighter photographs. Versions have also been developed for use on Crescent Black, and Rawhide Orange.

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

## Color Applications



## Tagline

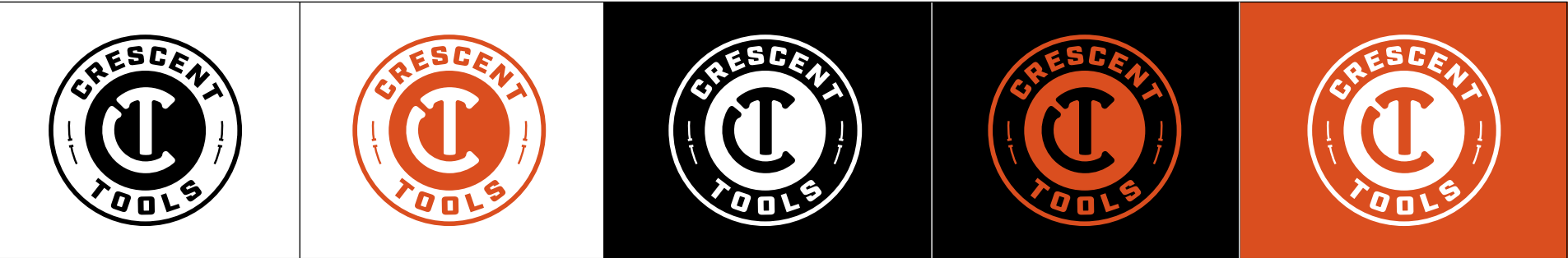


## The Medallion

### Full Color Options



### Single Color Options





# TYPOGRAPHY

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



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

LICENSING

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

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

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

Industry

Industry Ultra  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*[]

Industry Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*[]

Industry Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*[]

Industry Demi  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*[]

Industry Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*[]

Industry Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*[]



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

LICENSING

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

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

**Berthold City**

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

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

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



# IMAGERY STYLE

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



# IMAGERY STYLE

## APPLICATION

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 application imagery.

## ENVIRONMENTAL

Environmental photos should be captured in real environments (actual or sets) that are appropriate to the products and services being represented. The products should always take center stage with the environment being used to set the tone for the customer. Talent in the images are optional and must be wearing work appropriate attire.

## PRODUCT PHOTOGRAPHY

Product images must capture the quality and craftsmanship of our products in a straightforward, clean manner. Lighting should be appropriate to capture and communicate the features and details for each product.

## EDITORIAL

Our editorial photography supports the conative elements of ATG channel campaigns and promotions. The editorial moniker spans all genres of photography and must convey confidence and authenticity to our products, and services to foster customer interest.

## Application



## Environmental



## Product Photography



## Editorial





# IMAGERY STYLE

## LOGO SEPARATION

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



**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 Crescent brand than product packaging. With multiple sizes and shapes of boxes, bags, blister cards, and other packaging types, it would be impossible to cover every design possibility. What is possible is to use the Master Brand logo, Supporting Brand logos, Medallion, and the colors of the Crescent primary color palette to develop packaging that is consistent with the Crescent brand guidelines. Remember, the TRUSTED BY THE TRADES tagline is not to be used on “permanent” items like product packaging.

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

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

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

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



# PRODUCT PACKAGING

At right is an example of acceptable product packaging. Designers are encouraged to follow the guidelines shown here as closely as possible.

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

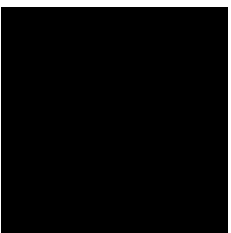
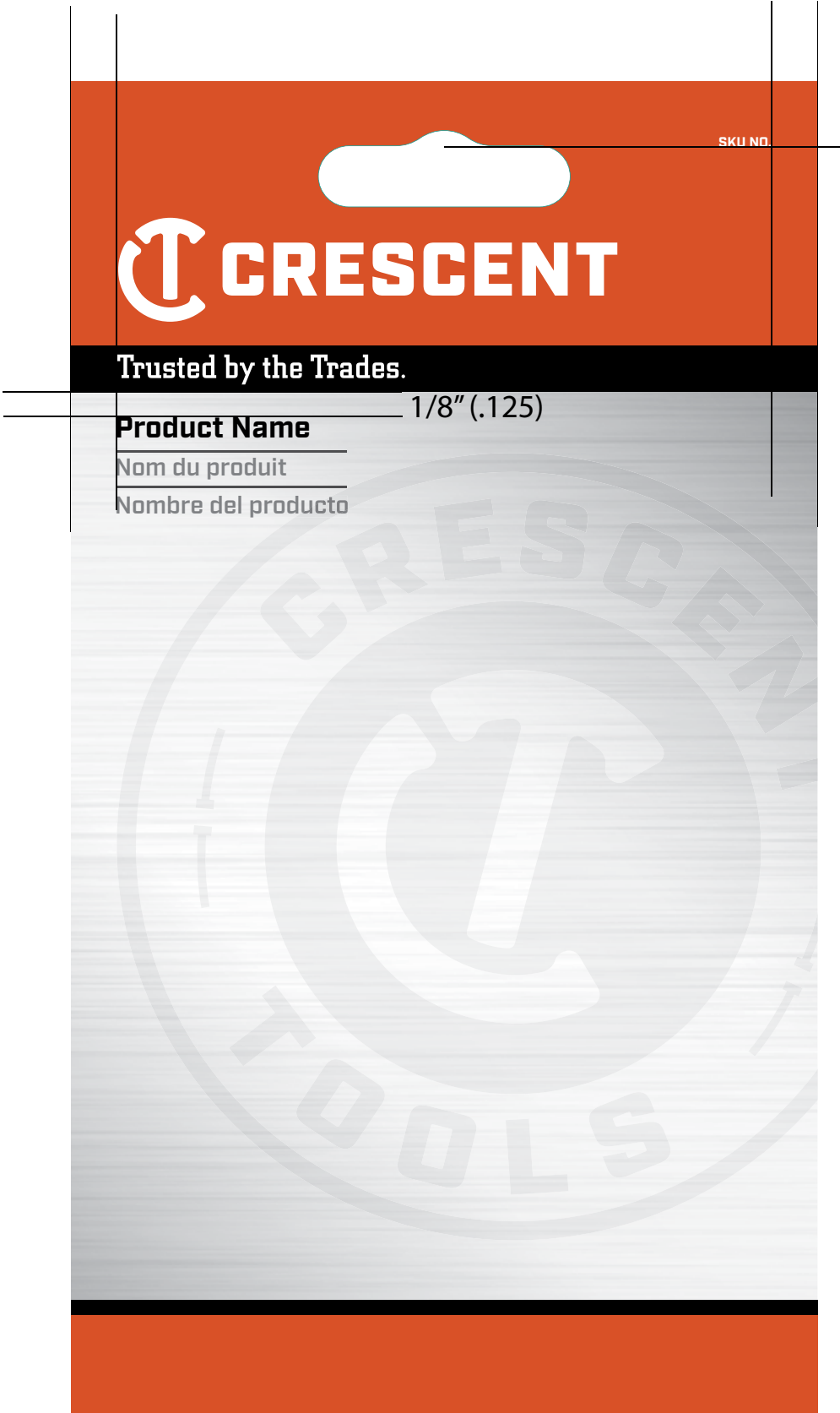
Rawhide Orange Header  
PMS 2349 C (spot color)

Rawhide Orange  
PMS 2349 C (spot color)

## New Crescent Packaging Guidelines

All of the packaging elements are now located in one folder.  
CT\_Crescent Tools>Design Assets>Packaging Elements

1/4" (.25) border on all sides



100% Black



Rawhide  
PMS 2349 C

**SKU:**  
Industry Bold/7pt size. See diagram for placement.

**Top of packaging:**  
We now have **Logo/Tagline/Bar Lockups** for each brand. The logo, tagline and black bar should maintain their proportional relationship and need to be scaled together. Once you have the lockup scaled, fill the space between the black bar and the top of product with Rawhide.

**Background:**  
Various sizes are located in the folder. When scaling to fit your die line, please be sure to maintain the gradations in the corners.

**Medallion:**  
Please use **as is** (5% opacity/-15° angle). In the example, you can see the focal area of the medallion. There is flexibility in this focal area due to the large variety of package sizes. However, it should always be flush left with the 1/4" border on the left side, and at least 1/4" from the top of the bottom black bar. **The goal is to fit the entire word "tools" within the die line, while showing as much of the medallion as possible when the product is over it.**

**Footer:**  
Both the Rawhide portion and the Black bar of the Footer are **1/3 the height** of those same areas in the Header.

**Product Copy:**  
**Product Name** sits 1/8" below black bar. **English is 100% Black, Industry Bold. Translations are 60% Black, Industry Demi.** Translations are two point sizes smaller than English. Lines between translations are .75 and 85% Black. Copy leading is equal to it's size (ie, 12/12, 14/14). Leading between translations is 3 pts. more than English version (ie, if the English version is 12 pt., then the leading between the translations is 15.)



# PRODUCT PACKAGING

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

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

**Rawhide Orange Header PMS 2349 C (spot color)**

**Rawhide Orange PMS 2349 C (spot color)**

## Crescent Master Brand Example



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

The Lifetime Warranty is on every package, usually placed below or next to the icons and is the same width as the icons.

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

## Crescent Supporting Brand Example



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

The Lifetime Warranty is on every package, usually placed below or next to the icons. If there is not room sometimes it is placed in the rawhide header.

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



# PRODUCT PACKAGING

At right are examples showing different product shapes and different types of packaging for various Crescent Master Brand and Supporting Brand products. Note how a consistent look has been maintained regardless of differences in packaging and product.





# PRODUCT PACKAGING

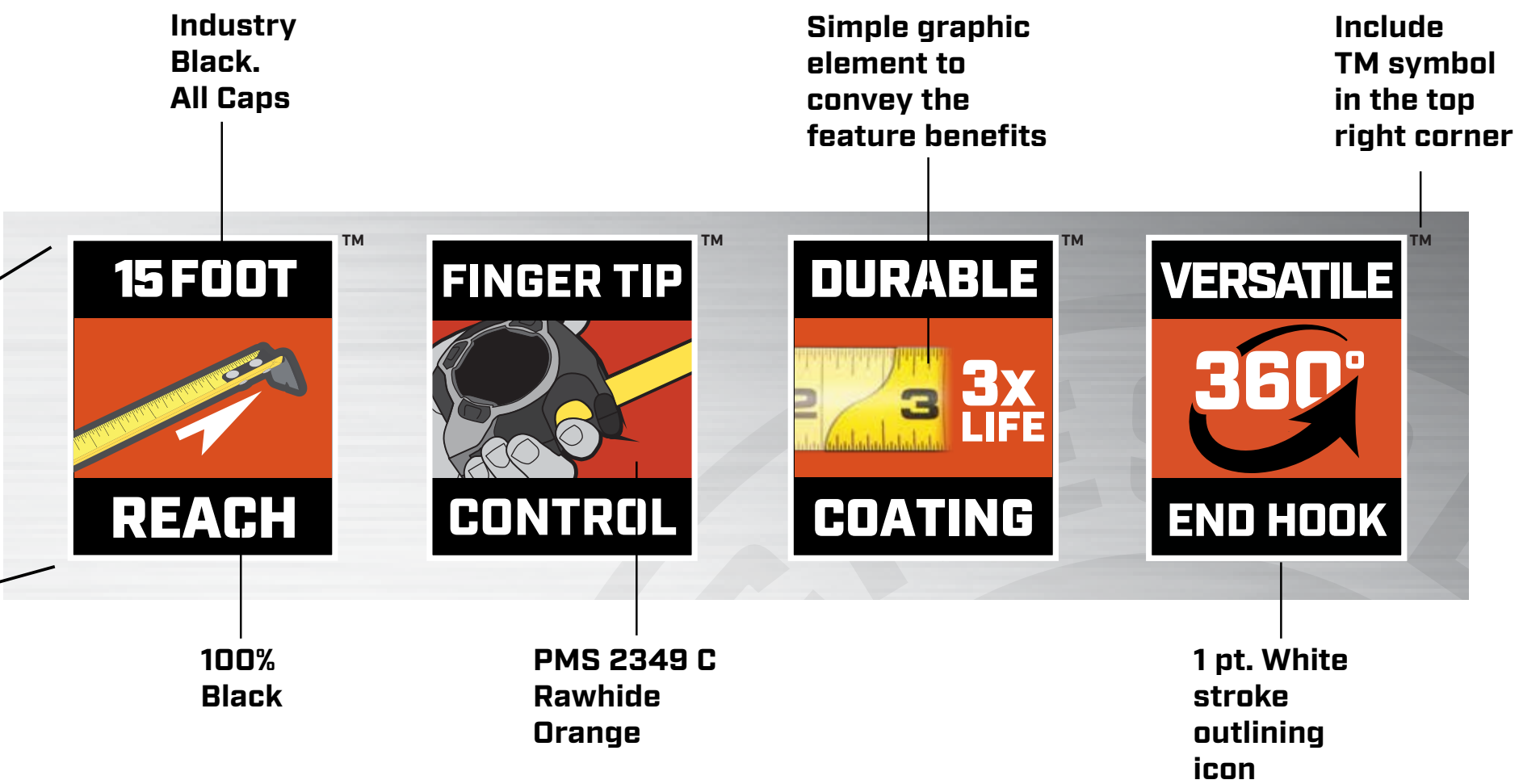
## ICON STYLE

In order to minimize multi-lingual copy on packaging, graphic icons that effectively communicate product features and benefits should be used wherever possible. The example at right shows the format to be used for all Crescent products and illustrates how packaging supports the communication elements contained in each product's associated Messaging Ladder.

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

Rawhide Orange  
PMS 2349 C [spot color]

### Crescent Icon Packaging Example



### Crescent Lufkin Control Series Tapes Messaging Ladder

#### Emotional/Self-Expressive Benefits

The tape is for the productive professional that values a cutting edge product. They are proud and confident in their work and their tools.

#### Functional Benefits

1. Easy, one-person use when measuring large items
2. Easy blade control and comfortable ergonomics
3. Better grip at any angle

#### Product Features

1. 15 foot reach
2. Fingertip control
3. Versatile endhook

#### Targets & Insights | Customer Wants

1. Blade rigidity and control - maximum standout to size ratio
2. High quality operation - smooth action, optimized return speed
3. Better grip at any angle



# POP MERCHANDISING

## POINT OF PURCHASE GRAPHICS

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

Even more than with packaging, POP displays should minimize multi-lingual copy by using graphic icons that effectively communicate product features and benefits. Graphic icons used in POP displays should echo those used on the products they contain and support the communication elements found in each product's associated Messaging Ladder.

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

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

**Rawhide Orange**  
**PMS 2349 C [spot color]**

## Quarter Pallets



4-Color Litho Wrap



1-Color Flood Coated



1-Color Flood Coated



# POP MERCHANDISING

## POINT OF PURCHASE GRAPHICS

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

Even more than with packaging, POP displays should minimize multi-lingual copy by using graphic icons that effectively communicate product features and benefits. Graphic icons used in POP displays should echo those used on the products they contain and support the communication elements found in each product's associated Messaging Ladder.

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

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

Rawhide Orange  
PMS 2349 C [spot color]





# POP MERCHANDISING

As with packaging, all messaging on aisle violators, flexograms and POGs should be consistent with brand guidelines. Designers are encouraged to pay specific attention to usage of the Master Brand logo, Supporting Brand logos, the Tagline, the Medallion, and the colors of the Crescent primary color palette.

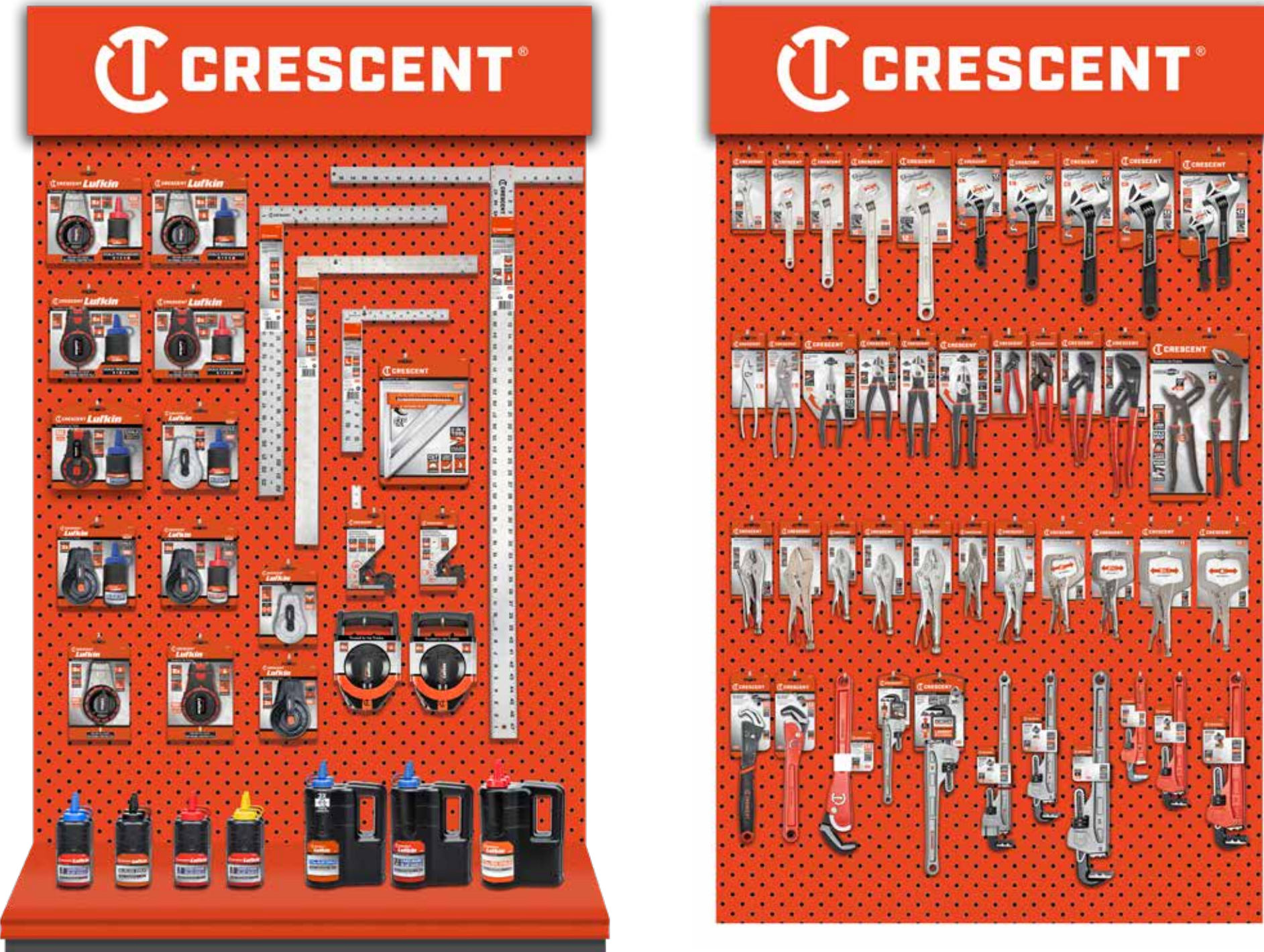
## Aisle Violators



## Basic Branded Header or Planogram



## Planograms





# PRODUCT BANNERS

As with packaging, all messaging on product banners should be consistent with brand guidelines. Designers are encouraged to pay specific attention to usage of the Master Brand logo, Supporting Brand logos, the Tagline, the Medallion, and the colors of the Crescent primary color palette.

OK



NOT OK





# 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 APPAREL

All Crescent branded apparel should be of high quality. Proper brand logo application and color usage are of foremost importance. The examples shown at right illustrate suggested graphic applications on popular wearable items. Material colors are limited to black, white, and shades of gray. Graphic element colors are limited to white and Rawhide Orange. Designers are encouraged to follow the guidelines shown here as closely as possible.

**Any new apparel designs must be approved by the brand team.**



Black Polo



White Polo



1/4 Zip Pullover



Fleece Hoodie



T-shirt



1/4 Zip Pullover



# BRANDED APPAREL

All Crescent branded apparel should be of high quality. Proper brand logo application and color usage are of foremost importance. The examples shown at right illustrate several suggested graphic applications on ball caps, one of the most popular types of branded apparel. Graphic elements are limited to the Crescent Master Brand Logo *used alone without the Tagline* or the Crescent Medallion *used alone without the Tagline*. Using both elements on the same cap is not allowed. Visor and front panel colors are limited to black and shades of gray. Back panels and contrasting detailing are limited to black, white, shades of gray, or Rawhide Orange. Also shown are examples of what not to do, along with explanations of why these examples are not permitted. Designers are encouraged to follow the guidelines shown here as closely as possible.

**Any new apparel designs must be approved by the brand team.**

OK



NOT OK



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

Visor and front panel colors are limited to black and shades of gray.

Use of the Tagline is not allowed.

This example has two problems: Use of the Tagline is not allowed and only one graphic element may be used at the same time.



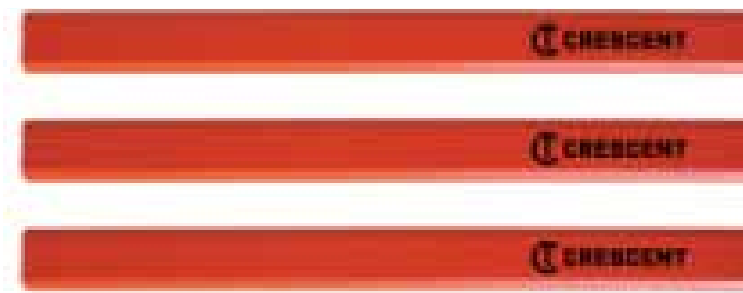
# PROMOTIONAL MATERIALS

All Crescent promotional materials should be of high quality. Proper brand logo application and color usage are of foremost importance. The examples shown at right illustrate suggested graphic applications on a selection of popular promotional merchandise items. Designers are encouraged to follow the guidelines shown here as closely as possible.

**Any new designs must be approved by the brand team.**



Lunch Bag



Carpenter's Pencil



Safety Glasses



Hard Hat Sticker



Neoprene Sunglass Strap



Keychain



Backpack



USB Drive



Clock



Gator



Hot/Cold Cup



Coffee Cup



Koozie



Phone Case



# PRINT LAYOUT TEMPLATES

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

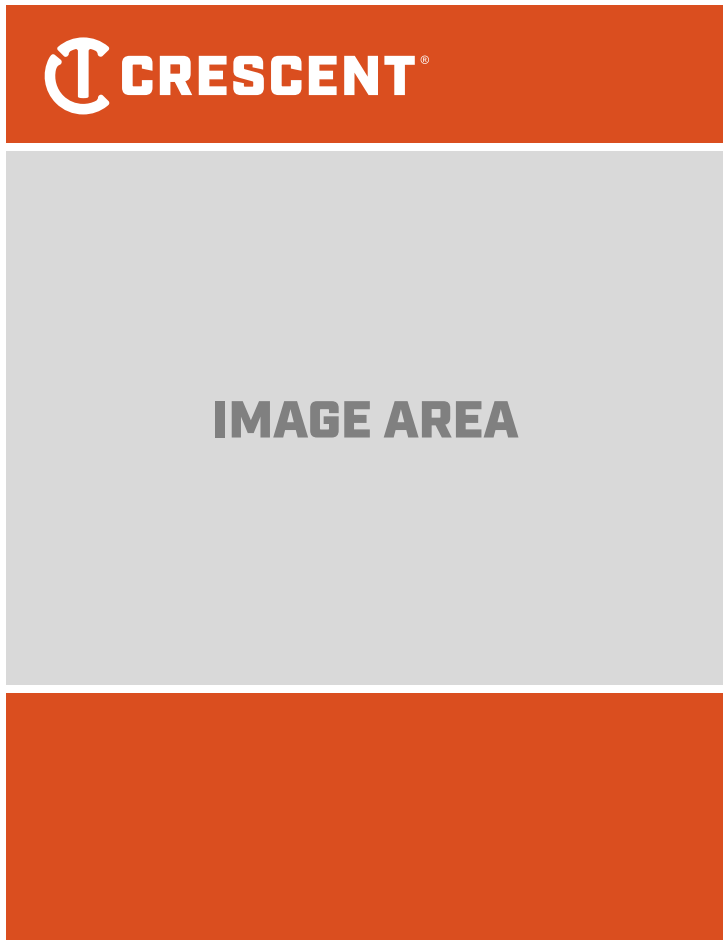
In some circumstances, multiple messages will need to be communicated and multiple images shown. In these cases, the templates may be combined in different configurations to maximize visual impact, communications effectiveness, and memorability.

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

## Primary Layout Example



## Secondary Layout Examples





# PRODUCT CATALOG

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

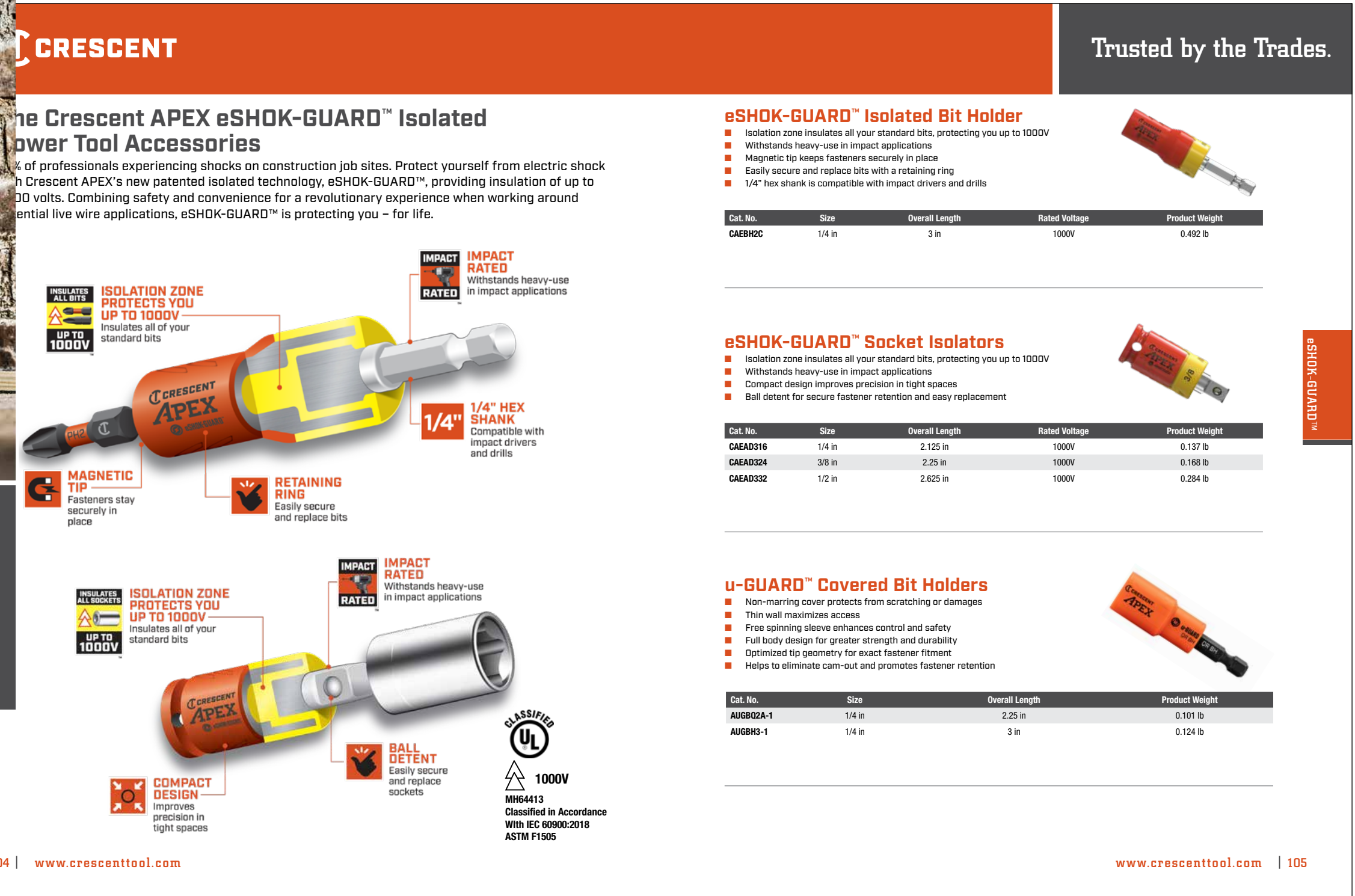
Catalogs should both inform and persuade. As such, design should follow brand guidelines with emphasis on communicating product features and benefits clearly and concisely. The Brand logo, paired with the Tagline, should appear at the upper left of all spreads with the tagline on the right as shown.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

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

## Cover Page



## Inside Content





# PRODUCT LITERATURE

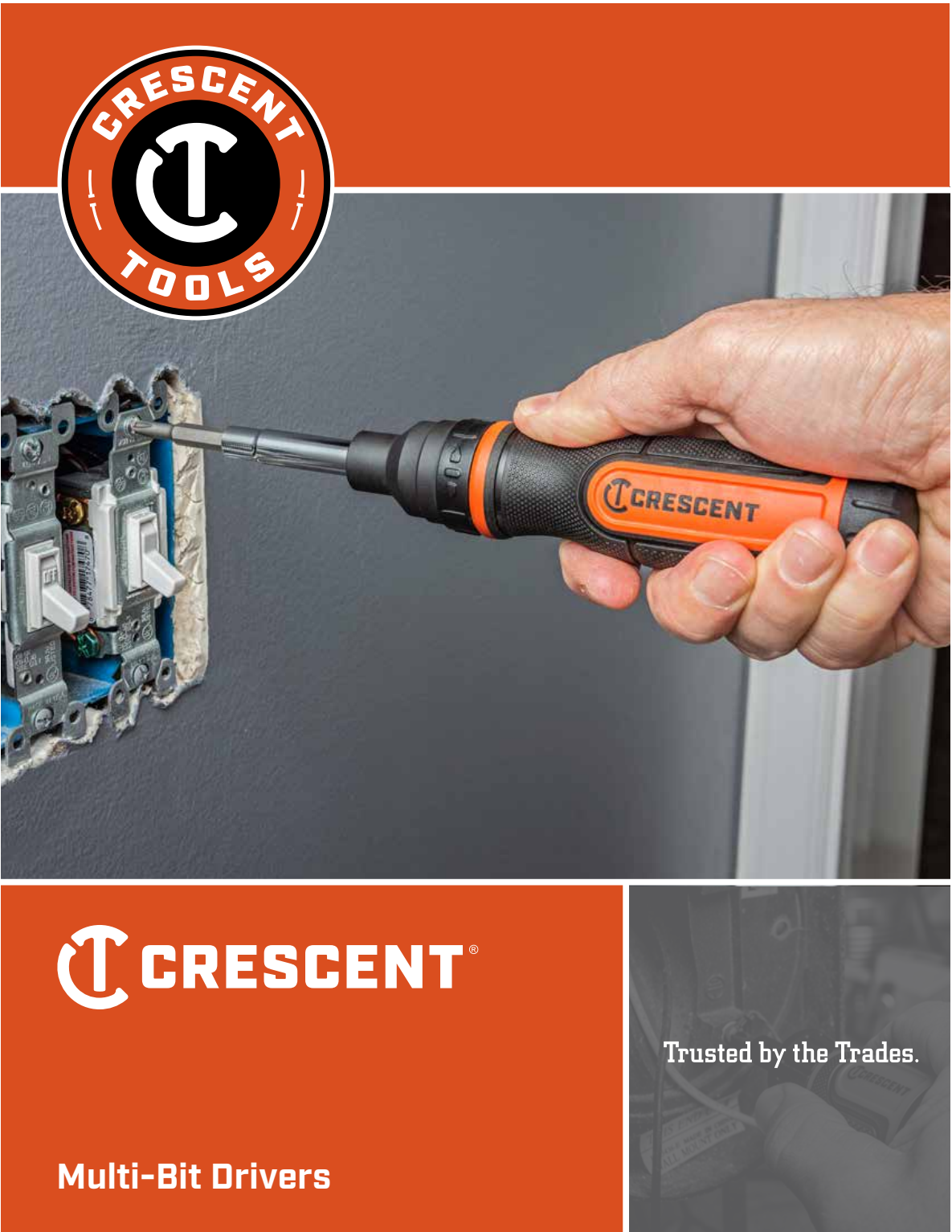
Like catalogs, the purpose of product literature is to inform and persuade, but while a catalog is used primarily as an informational tool, product literature should be more educational and sales-oriented. The reader is actively seeking to learn why a product is superior, so the clear presentation of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

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 right is a good example of how information should be presented in a two-sided product flyer.

All literature should include company name and address, 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.

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

## Two-Sided Product Flyer



### Always ready to get the job done.

Crescent Multi-Bit Drivers are the best tools for jobs where you want to get in and get out fast. Multiple bits fit all popular fasteners and store right in the handle, while ratcheting action makes work quick. Dual-material grips provide outstanding comfort and the pattern-textured, oil-resistant, non-slip surface gives added grip to maximize torque and control. Compact and versatile, Crescent Multi-Bits have your driver needs covered.

**11-IN-1 RATCHETING MULTI-BIT DRIVER**

**High Torque Ratchet Driver**  
Allows for faster driving

**6-IN-1 INTERCHANGEABLE SCREWDRIVER**

**Interchangeable S2 Steel Bits**  
Covers the most common applications for everyday jobsite use

**Dual Material Grip**  
Provides superior comfort, and is oil and solvent resistant

**Plated Shaft**  
For superior corrosion-resistance

**End Cap Bit Storage**  
Keeps bits organized and easily accessible

**HIGH TORQUE RATCHET DRIVER**

**END CAP BIT STORAGE**

\*High Torque Ratchet Driver and End Cap Bit Storage on CMB511R and CMB561R only.

Part No	Description	Shelf Pack Quantity	UPC	Shelf Pack Code	Product Package Dimensions	Product Weight
CMB511R	11-in-1 Ratcheting Multi-Bit Driver	5	037103343109	10037103343106	13"L X 3.7"W X 1.9"H	0.70 lbs.
CMB561R	6-in-1 Stubby Ratcheting Multi-Bit Driver	5	037103343093	10037103343090	7.6"L X 3.7"W X 1.8"H	0.46 lbs.
CMB561	6-in-1 Interchangeable Screwdriver	5	037103343116	10037103343113	12.1"L X 3.7"W X 1.8"H	0.83 lbs.

ATG-6742  
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Apex Tool Group, LLC  
1000 Lufkin Road, Apex, NC 27539

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# PRODUCT LITERATURE

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.

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 right is a good example of how information should be presented in a product brochure.

All literature should include company name and address, 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.

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

## Four Page Product Brochure





**Trusted by the Trades.**

**Pipe Wrenches**

Designed from the ground up to be lighter, quicker to adjust, and more powerful than they've been designed to deliver the most powerful grip with larger bite surfaces and exclusive K9™ 30-degree angle, even in the tightest, most restricted situations.

**2X Faster Adjustment Speed**  
Adjustment ring thread pitch angled for faster opening and closing of wrench jaw

**40% Less Weight**  
To help reduce user fatigue, weight has been cut in low stress areas of aluminum wrenches, making them up to 40% lighter than cast iron wrenches. Our cast iron wrenches have also been design optimized to be up to 10% lighter than competitive wrenches.

**Best Grip**  
Handle shape optimized for maximum power and user comfort

**Ease of Use**  
The jaw locks in the fully open position, allowing users to easily position and remove the wrench from the work piece

**Best Use**  
Adjustable head allows for use with a greater range of fastener sizes.

**Best Access**  
Extended lower jaw increases access and allows for quick pipe grip in confined spaces

**Best Grip**  
Handle has been optimized to user grip

**ONE HAND SELF ADJUST**

**2X GRIPPING POWER**

**K9 JAWS**  
30° ANGLE-ACCESS  
**LARGEST BITE SURFACE**

**RAPID ADJUST JAWS**  
2X FASTER

**MORE THAN 40% LIGHTER THAN CAST IRON**  
\*Aluminum models



**A Wrench For Every Job**

**Trusted by the Trades.**

	Shelf Pack Code	Product Package Dimensions	Product Weight
8481	10037103336498	9.8"L x 2.75"W x 1.15"H	1.74 lbs.
8507	10037103336504	12.8"L x 1.38"W x 3.15"H	3.51 lbs.
8514	10037103336511	15.87"L x 3.74"W x 1.57"H	5.89 lbs.
8690	N/A	21.5"L x 4.5" x 4.53"W x 1.85"H	9.5 lbs.
8521	10037103336528	12.21"L x 2.75"W x 1.15"H	0.98 lbs.
8325	10037103332322	18.74"L x 5.0"W x 1.74"H	2.14 lbs.
8538	10037103336535	18.04"L x 1.38"W x 3.15"H	2.63 lbs.
8332	10037103332339	15.87"L x 3.64"W x 1.57"H	3.37 lbs.
8706	N/A	17.9"L x 6.73"W x 1.65"H	3.4 lbs.
8349	10037103332346	21.46"L x 4.48"W x 1.85"H	4.99 lbs.
8713	N/A	23.26"L x 8.4"W x 1.94"H	5.8 lbs.
8720	N/A	30.12"L x 5.79"W x 2.4"H	10.9 lbs.
8737	N/A	42.9"L x 7.36"W x 3.1"H	18.6 lbs.
8781	10037103282788	15.3"L x 3.4"W x 1.0"H	1.3 lbs.
8301	10037103332308	15.15"L x 3.4"W x 1.0"H	1.3 lbs.
8318	10037103332315	16.52"L x 3.74"W x 1.23"H	3.1 lbs.

\* is a registered trademark of Apex Brands, Inc. A Division of Apex Tool Group, LLC. Apex Tool Group, LLC 1000 Lufkin Road, Apex, NC 27539



# PRODUCT LITERATURE

Unlike product catalogs, product sales flyers, and product brochures, promotional sales flyers do not typically emphasize product feature/benefits, but instead communicate the details of a sales program or promotion. At right are good examples of how information should be presented in promotional sales flyers.

Like all other literature, promotional sales flyers should conform to brand guidelines and should include company name and address, 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.

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

## Promotional Sales Flyers



- Focused on Crescent JOBOX Gen2 Piano & Chest, Mesh Cabinets, and Mobile Field Office
- Send POs to [IndustrialMarketing@apextoolgroup.com](mailto:IndustrialMarketing@apextoolgroup.com)
- Spiffs, seeding samples, value adds





**NEW PRODUCT ORDER**  
**10% Spiffs Dollars**  
**10% Seeding Product**  
**3% Value Adds**

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### Single-Sided

Although the messages communicated by these promotional sales flyers are very different, each flyer shares a similar look and follows the brand guidelines. Both utilize Rawhide Orange headers and footers and the images are shown silhouetted on a white background.



**The Summit Team.**  
**We're here for you.**



Introducing the new Crescent Summit Team – Southeast. They're a crew of highly motivated people whose mission is to help you make your store the best it can be. With energy, enthusiasm, and expertise gained from our extensive Crescent Tools Sales Training Program, they can provide feature/benefit product training to your store associates and compelling product demonstrations to your customers, resulting in increased sales. Our primary goal is to help you grow and the Summit Team is here to make that happen.



Your Summit Team rep will make sure that your stock of innovative Crescent products is merchandised for high impact and maximum sales potential.

**Trusted by the Trades.**

### Double-Sided



**The Summit Team Will Help Improve Your Operation**

**Integrity**

Your Summit Team rep will ensure all bays with Crescent items are set 100% to planogram prime our products for optimum selling. They will correct any set integrity issues by utilizing store planograms, adding the latest P updates, setting up displays, and making inventory adjustments.

**Relationships**

Your Summit Team rep will build our retail partnership by confirming goal alignment, staging product knowledge sessions with store associates, and hosting demo events. They will work alongside store management and associates to ensure every customer's needs are met.

**Aisle Selling**

Your Summit Team rep will provide outstanding customer service and brand representation. They will approach customers across the store, engage them, and sell to them. They'll demonstrate product usage with both customers and store associates to show value.



Your Summit Team rep can bring the Crescent Road Show hauler to your store for special events.

**The Summit Team is ready to go. Let's start today.**

ATG-B544  
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1000 Lufkin Road, Apex, NC 27539



# PRINT ADVERTISING

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

## Single Page Ads



**Maximum Security.**  
Our toughest onsite storage ever.

Crescent JOBOX® Plano Boxes and Chests have been redesigned to deliver even greater security and durability with new storage capabilities for maximum organization. With extra-strength chamfered lids, high-capacity shelving, and many other innovative features, they offer the safety, security, and durability Crescent JOBOX products are known for.



Trusted by the Trades.

See the full lineup:  
[www.crescenttool.com](http://www.crescenttool.com)





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**Open Wide.**  
These wrenches really punch above their weight.

New Crescent Wide Jaw Adjustable Wrenches deliver next level performance with the same strength and jaw capacity as next size longer competitive wrenches, resulting in less weight and bulk in your tool bag. Lighten your load with these innovative new tools from Crescent ... the original name in adjustable wrenches.



Trusted by the Trades.

See the full lineup:  
[www.crescenttool.com](http://www.crescenttool.com)





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**Standout Strong.**

With 14 feet of standout and the ability to survive a 100-foot drop, Shockforce is a game-changer ready to dominate every jobsite. A diamond coated 360-degree end hook delivers 50% more gripping power and big, bold markings make it even better. And for superior performance in any light condition, the Shockforce Nite Eye offers a green-on-black high visibility blade. Shockforce ... it's the new standard for trade professionals.



Trusted by the Trades.

See the entire line of Crescent brand products now at  
[www.crescenttool.com](http://www.crescenttool.com)





\*14 foot standout based on maximum performance. © 2019 Apex Tool Group, LLC | ATG-4858



# DIGITAL ADVERTISING

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

- Show the Master Brand logo or Supporting Brand logo
- 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

## Digital Ads





# POWER POINT® TEMPLATES

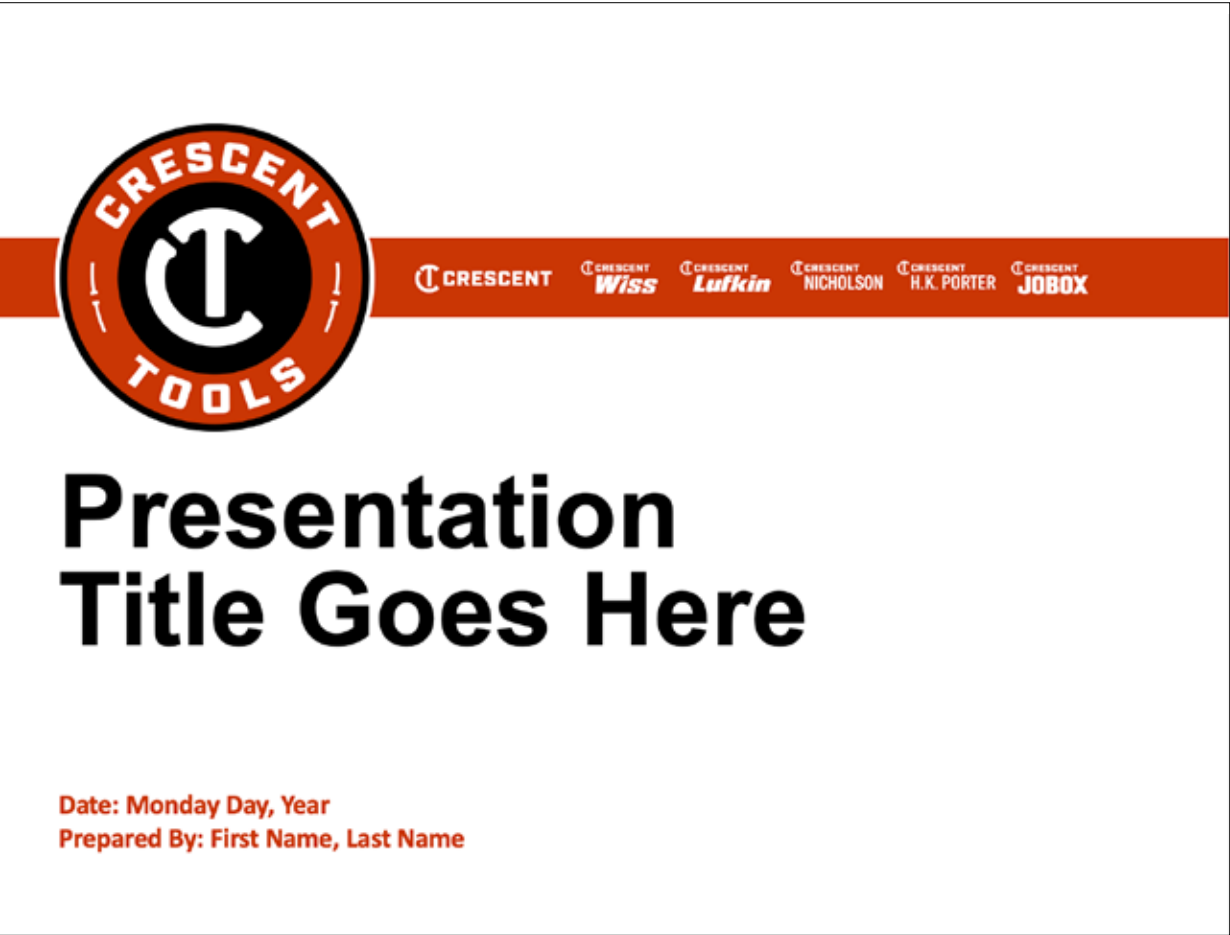
A large part of our everyday communications is through PowerPoint presentations. On the right are approved Crescent Title Page and Content Page templates. Please use these templates in all Crescent presentations.

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

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

- Rawhide Orange  
RGB: 218, 78, 31
- Black  
RGB: 39, 37, 37
- Deep Gray  
RGB: 77, 77, 79

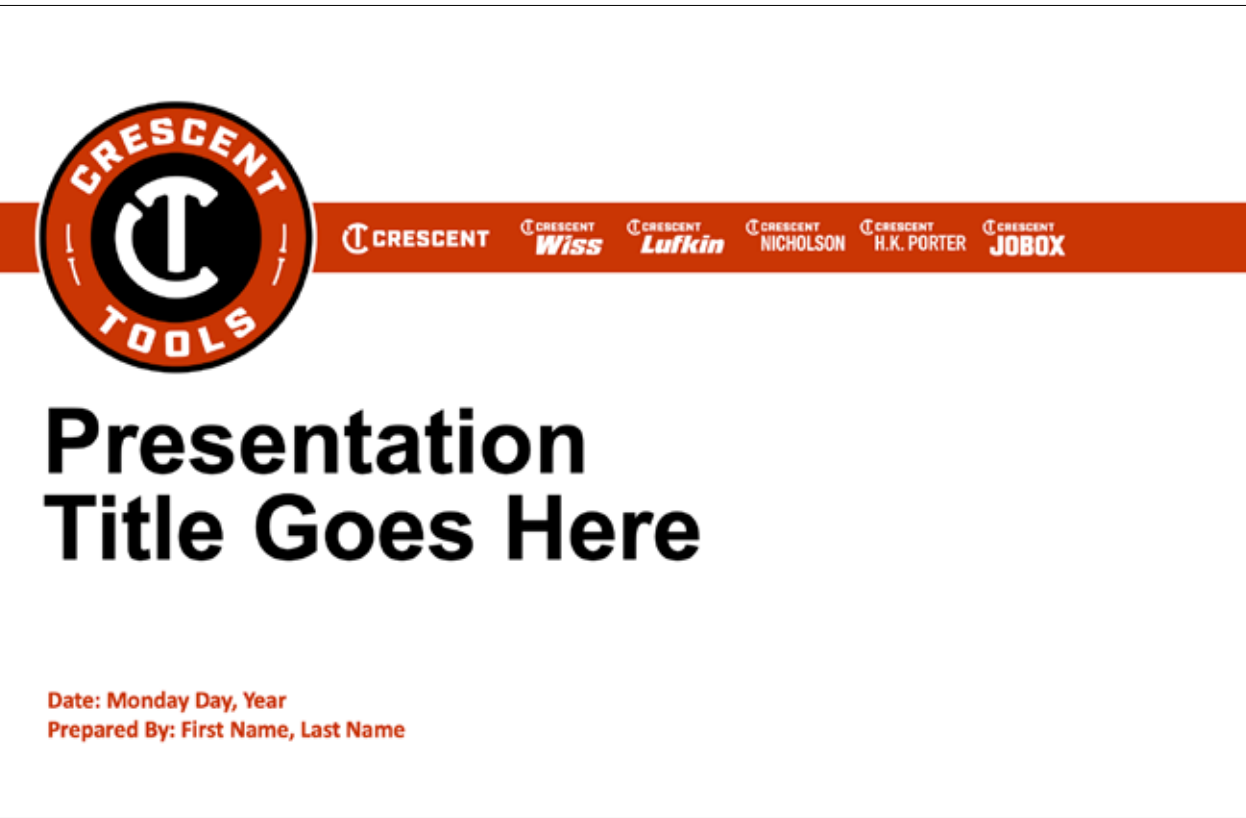
Cover Page-11x8.5



Content Page-11x8.5



Cover Page-14x9



Content Page-14x9





# Email Signature

The correct use of email signatures is an important part of Crescent branding. When incorrectly applied, it can undermine our branding goals of professionalism and credibility.

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

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

### OUTLOOK® TEMPLATES

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

### RECOMMENDED AUTO-CORRECT TEXT FOR EMAIL SENT FROM MOBILE DEVICES

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

### Email Signature

First Name, Last Name

Title Goes Here

Apex Tool Group

O: 123-456-7890      C: 123-456-7890

E: FirstName.LastName@apextoolgroup.com

www.crescenttool.com

Arial Bold, 9 pt.

Arial Regular, 9 pt.

Arial Bold, 9 pt.



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

### Mobile Device Signature

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



# FLEET GRAPHICS

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

At right is an example of acceptable fleet graphic treatments.







**Trusted by the Trades.**