MATCO TOOLS

IDENTITY + BRAND STANDARDS

Updated March 2020

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CLICK ABOVE TO JUMP TO PAGE

QUESTIONS? NEED ARTWORK?
Look for the fast forward icon throughout the pages that follow.

FORWARD

A MESSAGE FROM THE PRESIDENT

Since operations began in 1946, Matco has provided premium quality tools. In 1979, we began selling to the professional and launched our iconic hex and eagle logo. This icon represents the excellence and dedication that Matco provides to each customer with our tools and service.

Over the years the hex and eagle have evolved, but the promise we have made to our distributors and users has remained the same. Matco continues to provide premium quality tools that professionals can rely on to get the job done better and faster with outstanding service.

As we move to defining our brand more clearly in the market, we have an opportunity to carve out a position, and promote a tone that communicates our commitment and partnership. We are committed to quality, professional tools, our competitive spirit, competitive pricing, outstanding service and the desire to win! We provide relevant innovation; innovation that matters in real world applications. We do all that with a down-to-earth, relatable, honest approach.

While our promise of quality, service and innovation remain the same, our brand mark is changing. As we look forward to the next chapter for Matco Tools and our distributors, we are excited to share this evolution in our iconic brand. The hex and eagle remain constant, but in an execution that allows for greater flexibility and consistency in application.

Regards,

Tim Gilmore
PRESIDENT
MATCO TOOLS

HISTORY

WHO WE ARE

Matco Tools is a manufacturer and distributor of quality professional automotive equipment, tools and toolboxes. We also guarantee and service the equipment we sell.

Matco began operation in 1946 and, since 1979 we have sold our products directly to professional mechanics, enthusiasts, and those who value quality tools through a network of independent franchised mobile distributors. Our franchisees are easily recognized in their white trucks bearing the familiar Matco logo. Today, Matco distributors operate in all 50 states, Canada and Puerto Rico.

Finding a distributor, however, is not the only way to purchase Matco tools. We sell to central purchasing operations and other institutional customers through industrial sales representatives.

Matco is proud of our quality products and our partnerships with our distributors. Together, we offer the best buying relationship in the industry.
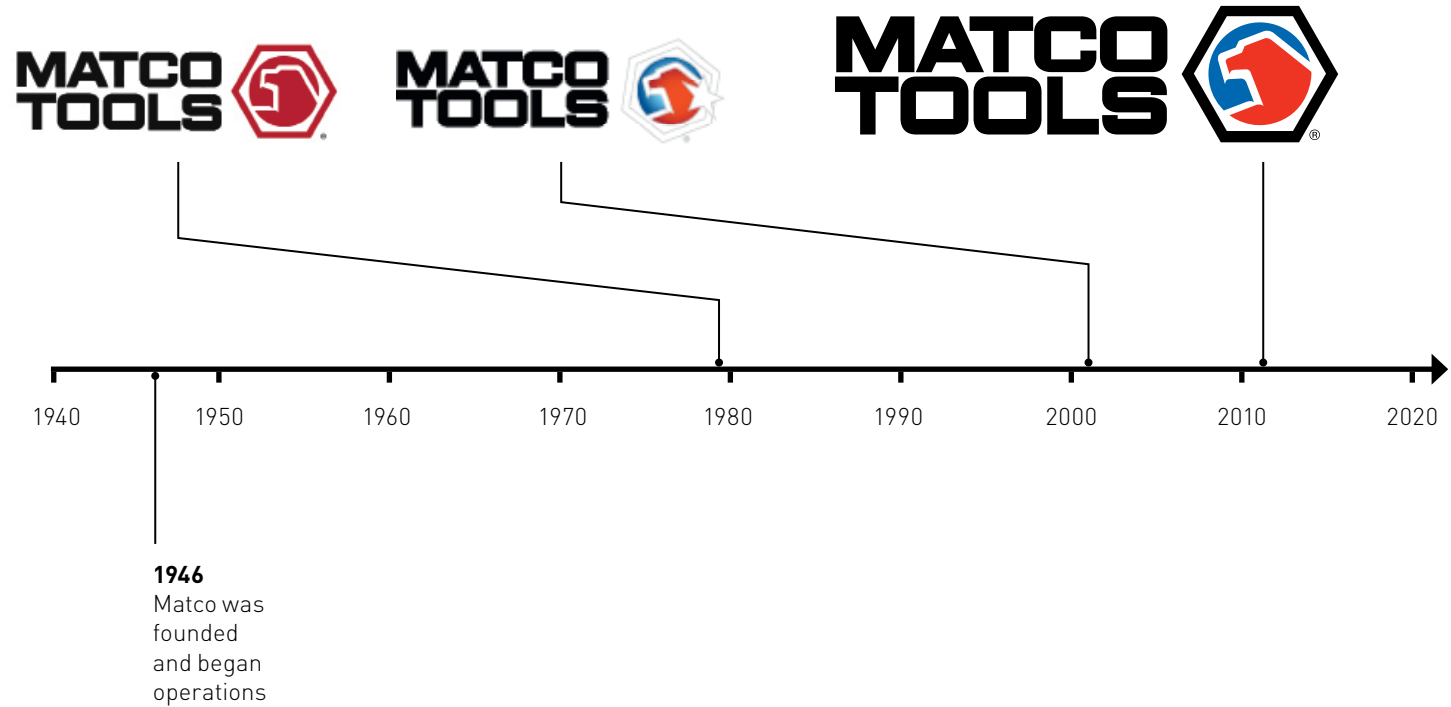
LOGO

EVOLUTION OF THE MATCO TOOLS MARK

The current iteration of the Matco Tools logo has been designed to achieve a more consistent and solid presence.

The bolt hexagon is now bolder to make a stronger impression. The color scheme has been simplified to a three-color build as this modification alone will save on production costs in many applications.

Overall, this evolution of the logo will provide a consistent brand representation in all applications, from signage to trade dress.

1940　　1950　　1960　　1970　　1980　　1990　　2000　　2010　　2020

1946
Matco was founded and began operations

LOGO

CONFIGURATIONS OF THE LOGO

The Matco logo is a registered trademark of NMTC, Inc. and is a distinctive graphic representation of the company name. It may not be altered or manipulated in any other way aside from proportionately scaling the overall size.

The Matco logo is an element used to represent the high-quality professional tools and equipment the company stands behind.

The type that makes up "MATCO TOOLS" within the logo is not a font that can be duplicated.

The primary configuration (top of page) is the recommended first-choice. Should this option not work with for a given application, acceptable secondary configurations (bottom of page) are shown.

The hex can be used by itself provided that "Matco Tools" is referenced somewhere within the piece.

A white field may be placed behind the eagle in situations where contrast of the blue and red is an issue (see next page).

ABSOLUTE MINIMUM SIZE Hex must maintain a height of 0.11" as shown below:

 ↕ 0.11"   ↕ 0.11"

® Note: The registered trademark is to be removed in cases where it becomes too small to distinguish, or too small in regards to production.

DOWNLOAD THE LOGO

www.matcotools.com/logos

PRIMARY CONFIGURATION
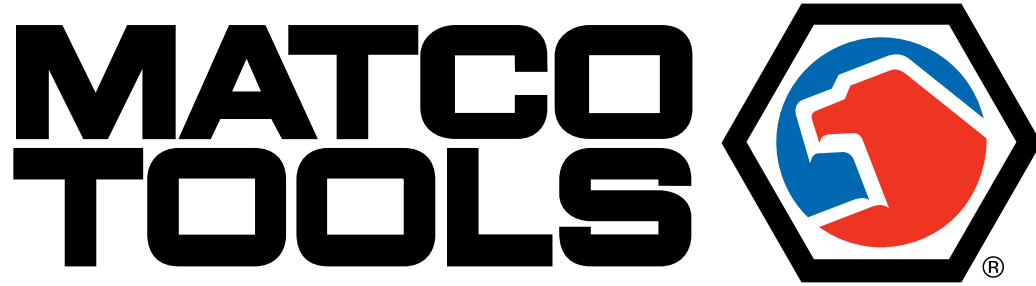
SECONDARY CONFIGURATIONS

Stacked vertically

Eagle-hex only

Reversed out (blue & red remain constant)

White behind eagle (for use when the background does not provide optimum contrast with the 3-color logo)

Narrow horizontal (primarily for narrow areas in trade dress use – see page 28 for further instructions)

LOGO

WHEN TO USE A WHITE HEX BEHIND THE EAGLE

If optimal contrast cannot be achieved when placing the 3-color logo into a given application, a field of white may be placed within the black hexagon border, behind the eagle.

LOGO

1-COLOR OPTIONS

Whether the reason is for simplification in a design or cost savings, the following are one-color options.

MATCO TOOLS — Black

MATCO TOOLS — PMS 293

MATCO TOOLS — PMS 1795

MATCO TOOLS — White

MINIMUM AREA OF ISOLATION

PLACEMENT ON PAGES & PRODUCTS

It is important to allow the Matco Tools logo to "breathe." The fixed <u>minimum</u> area of isolation prevents any interference with the brand's mark.

1 ¨O¨-space

1 ¨O¨-space
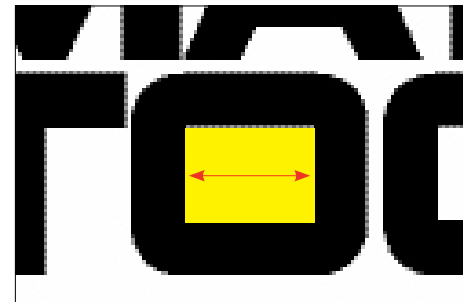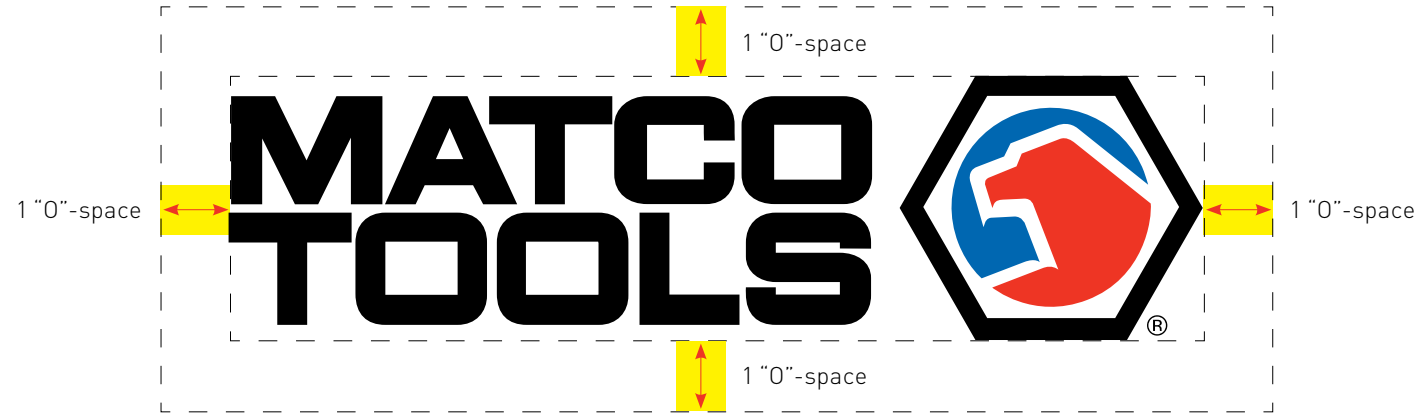
1 ¨O¨-space

1 ¨O¨-space

1 "O"-space: The <u>width</u> of the opening in the letter ¨O¨ within ¨MATCO TOOLS¨

LOGO
COLORS

APPROVED FORMULAS

Consistent use of Matco's corporate colors helps to build brand recognition in everything from print materials to signage and fleet graphics.

PANTONE The Pantone Matching System (PMS) is a commonly used system of color specifications. This is often referred to as a spot color. Matco Tools' primary colors (Pantone 293 C (Blue), 1795 C (Red), and Black) are used as the baseline to which all color reproduction should be calibrated to.

CMYK Cyan, magenta, yellow and black are the process inks that most often are used in printed materials. This printing process is commonly referred to as full-color, or four-color process.

RGB Red, green and blue are the hues for light, used in computer screens.

HEX Hexidecimal code is designed for use in HTML, CSS and other web applications.
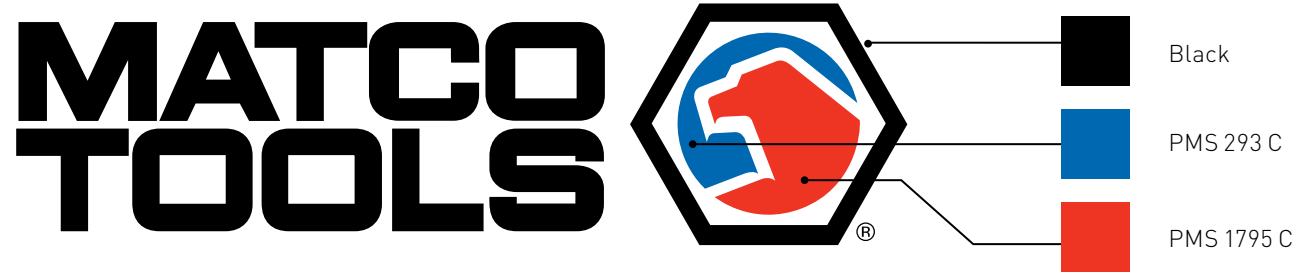
MATCO TOOLS

Black

PMS 293 C

PMS 1795 C

Black	PMS 293 C	PMS 1795 C
C = 0 M = 0 Y = 0 K = 100	C = 100 M = 57 Y = 0 K = 2	C = 0 M = 94 Y = 100 K = 0
R = 0 G = 0 B = 0	R = 0 G = 103 B = 177	R = 238 G = 53 B = 36
Hex = 000000	Hex = 0067B1	Hex = EE3524

For printing on uncoated surfaces

Black

PMS 300 U

PMS 186 U

LOGO COLORS

COLOR BALANCE RATIONALE

Matco's Blue (PMS 293) is a competitive differentiator and should have a large role in any creative.

Matco's red (PMS 1795) should be used to highlight points of interest and energize design.

For a stronger, refined look black and deeper grays should be used for background and accents.

For a lighter, more open look white, light grays and silver should be used.

Black

Deeper Grays

PMS 1795 C

PMS 293 C

Light Grays
& Silver
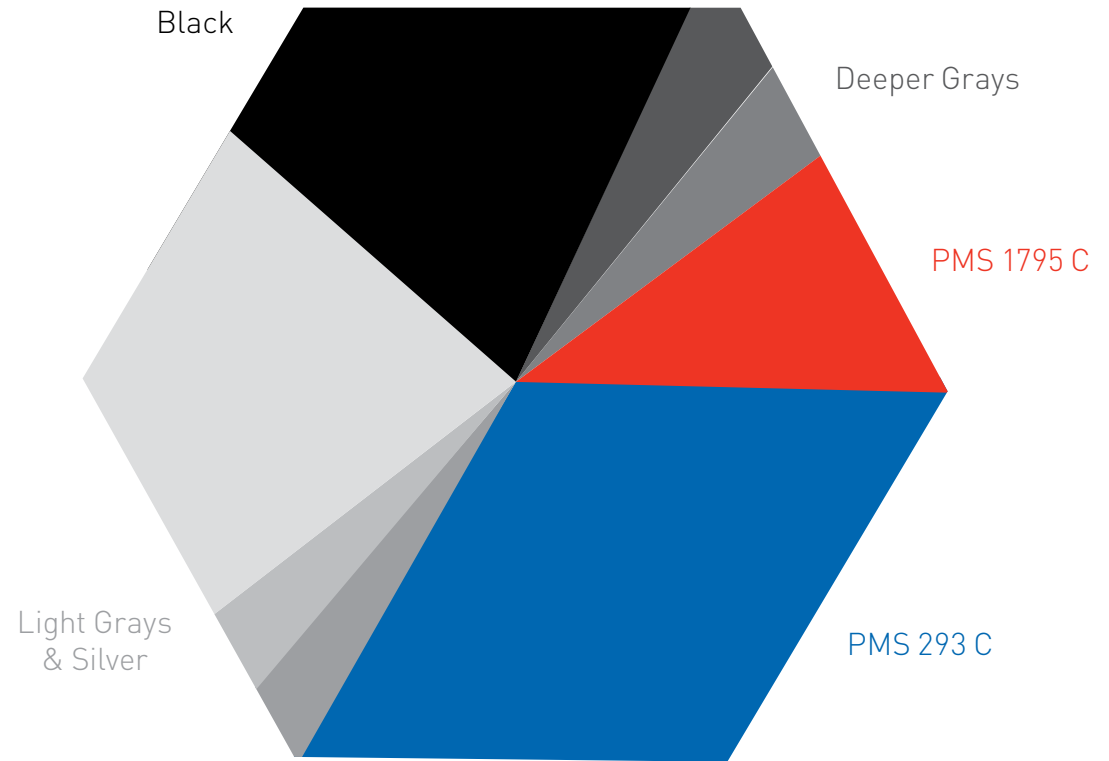
BRANDING COLORS

MATCO BURGUNDY

PMS 491 C

C = 32	R = 130	Hex =
M = 87	G = 49	813033
Y = 73	B = 51	
K = 33		

MATCO HI-VIZ GREEN

PMS 375 C

C = 46	R = 149	Hex =
M = 0	G = 214	94d500
Y = 100	B = 0	
K = 0		

TOOLS FOR THE CAUSE

BREAST CANCER

PMS 232 C

C = 5	R = 239	Hex =
M = 86	G = 63	ef3fa9
Y = 0	B = 169	
K = 0		

PMS 189 C

C = 0	R = 254	Hex =
M = 46	G = 163	fda3ba
Y = 7	B = 187	
K = 0		

FISHER HOUSE

PMS 295 C

C = 100	R = 0	Hex =
M = 84	G = 40	002855
Y = 36	B = 86	
K = 39		

PMS 7407 C

C = 20	R = 198	Hex =
M = 30	G = 164	c6a345
Y = 85	B = 69	
K = 5		

TOOLBOX COLORS

DESERT TAN

PMS 4665 C

C = 26	R = 191	Hex =
M = 32	G = 165	bfa577
Y = 53	B = 129	
K = 0		

MILITARY GREEN

PMS 5474 C

C = 65	R = 66	Hex =
M = 50	G = 73	424923
Y = 94	B = 55	
K = 47		

SCREAMIN' GREEN™

PMS 354 C

C = 94	R = 0	Hex =
M = 0	G = 169	00a84f
Y = 100	B = 79	
K = 0		

ELECTRIC PURPLE

PMS 2685 C

C = 93	R = 51	Hex =
M = 100	G = 0	32006e
Y = 18	B = 111	
K = 21		

FIRE RED

PMS 186 C

C = 0	R = 196	Hex =
M = 100	G = 18	c4122d
Y = 81	B = 46	
K = 20		

TALON ORANGE

PMS 1665 C

C = 0	R = 232	Hex =
M = 80	G = 87	e85721
Y = 100	B = 33	
K = 3		

THUNDERSTORM GRAY

PMS 5467 C

C = 54	R = 32	Hex =
M = 27	G = 50	1f3131
Y = 36	B = 50	
K = 82		

LOGO INTEGRITY

EXAMPLE LOGO USE VIOLATIONS

Screens of colors for the logo

Unapproved colors of the logo
(refer to pages 8-9 for approved colors)

Selectively changing parts of the logo to
different colors

Outlining the logo

Stretching the logo

Distorting the logo

Boxing-in the logo
(refer to page 7 for area of isolation)

Using a poor resolution (off the Web, for example)

Extreme drop shadows

Setting the black 3-color logo on a dark background

Setting the white 3-color logo on a light background

Replacing the text "MATCO TOOLS" with a font

Adding a dimension effect to the logo

Orienting the logo vertically

Arbitrarily resizing parts of the logo

Applying special effects and graphic treatments
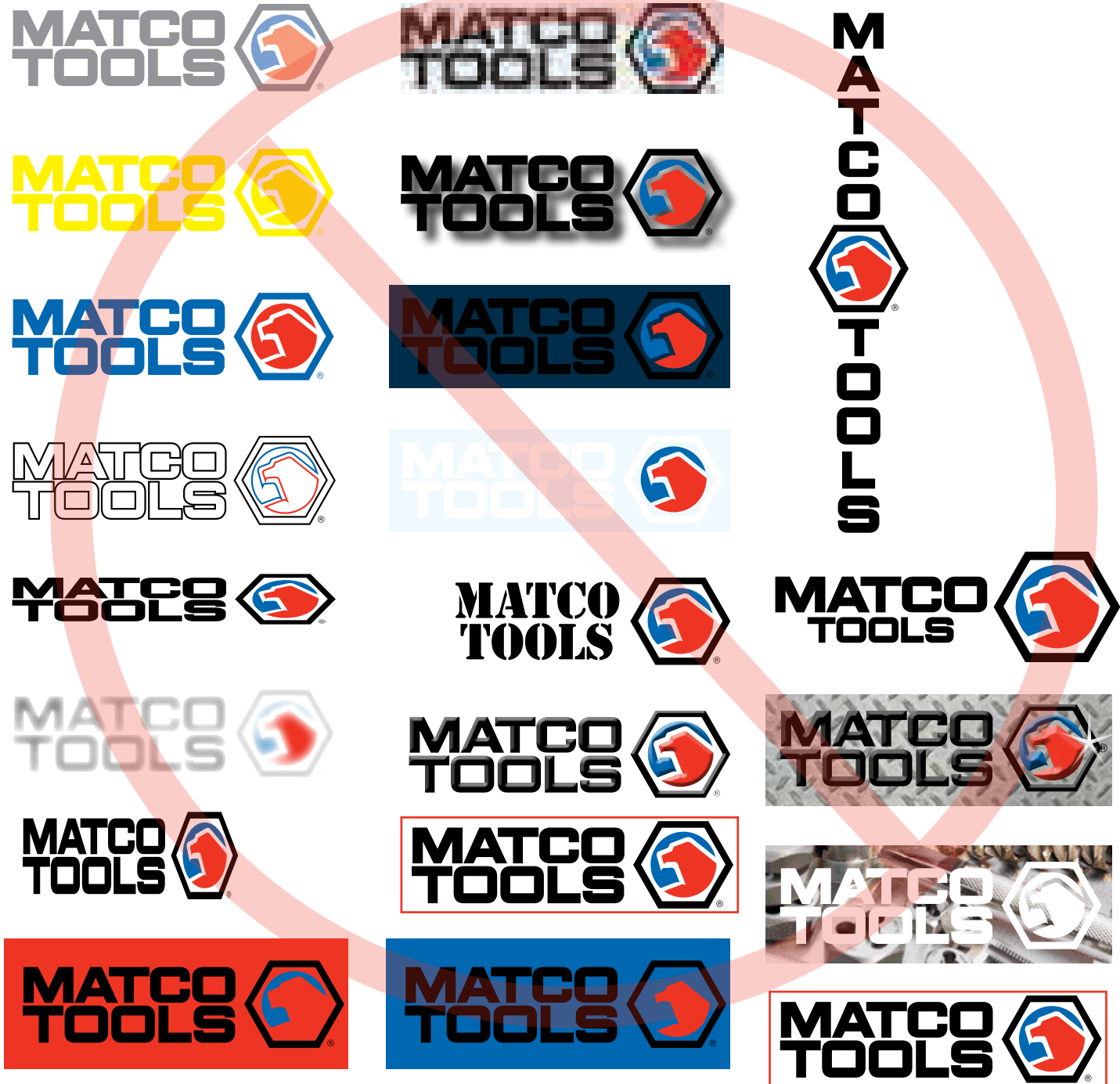
Knocking the logo out of a busy image

When in doubt, contact our graphics team.

**CLICK ABOVE TO
SEND AN EMAIL**

DOWNLOAD THE CORRECT LOGO

www.matcotools.com/logos

LOGO
PLACEMENT

ACCEPTABLE LOGO PLACEMENTS

It's important that the logo contrasts well with the background which it is placed on. Area of isolation is also key.

TAGLINE

SERVICE. TRUST. RESULTS.™

When appropriate, the logo may be used in conjunction with Matco's trademarked tagline, Service. Trust. Results.

Font recommended for this zone is Univers.

Before using the corporate tagline, please contact our Marketing Communications Manager.

CLICK ABOVE TO SEND AN EMAIL

TYPEFACES

The following font families have been selected to give a range of options based on availability and application, while maintaining a similar look and feel.

For headlines, body copy, and all other text:

Univers 47 Light Condensed
Univers 47 Light Condensed Oblique
Univers 57 Condensed
Univers 57 Condensed Oblique
Univers 67 Bold Condensed
Univers 67 Bold Condensed Oblique
Univers 45 Light
Univers 55 Roman
Univers 65 Bold

Univers 75 Black
Univers 75 Black
Univers 85 Extra Black
Univers 85 Extra Black Oblique
Univers 53 Extended
Univers 63 Bold Extended

For when the recommended fonts are not available:

Arial Regular
Arial Bold
Arial Black
Arial Narrow Regular
Arial Narrow Bold

Arial Italic
Arial Bold Italic
Arial Narrow Italic
Arial Narrow Bold Italic

PRODUCT LINES & SUB-BRANDS

USAGE AND DEVELOPMENT

Occasionally it is necessary to brand a division or special promotion. These sub-brands must always be used in conjunction with the official Matco Tools logo.

Sub-brands of Matco Tools must be approved by the Marketing Communications Manager.

CLICK ABOVE TO SEND AN EMAIL

CO-BRANDING

GUIDELINES WHEN USING ONE OR MORE BRANDS WITH THE MATCO LOGO

It's important that Matco Tools still exist visually as a prominent partner in any co-branded marketing materials.

Matco Tools logo within layout shown 50% or more in relative size. Still adheres to standards & area of isolation.

Non-Matco brand shown

BUSINESS CARD

LAYOUT, FONT & MEASUREMENT GUIDELINES

Logo width = 0.8912"
Text box underneath does not bleed into 0.125" margin. Type is flush right.

Line widths = 2.1268"
Text box below does not exceed this. Type is flush right.

0.125"

Name: Geometric Slabserif Bold, 100% Black
Lines: 0.75pt, 80% Black

Title: Myriad Pro Regular, 100% Black
Contact info: Myriad Pro Light, 100% Black

Address, URL: Myriad Pro Light, 80% Black

0.125"

0.125" margin around perimeter

0.125"

LETTERHEAD

LAYOUT, FONT & MEASUREMENT GUIDELINES

A four color template is shown to the right. A one-color (all black & gray) template is also available for black laser printers & faxing.

Logo width = 1.4"

2" header section:
Logo, address, URL, department or sender

0.5" top margin above the header

Address, URL, phone: 80% Black

Department or sender: ALL CAPS, 100% Black

MARKETING DEPT ANNOUNCEMENT

4401 Allen Road
Stow, Ohio 44224-1006
www.matcotools.com
330-929-4949

March 8, 2011

I am very pleased to announce that Brian Katzenmeyer has been promoted to the newly created position of Digital Marketing Manager. We all experience the growing impact of the WEB every day from internet ready TVs to social media. It has and will continue to have a profound effect on how we do business and interface with our end customers. Brian Katzenmeyer and his team do an excellent job of administering our WEB site and working with sales to drive franchise recruitment to the next level. We now need to accelerate our efforts on the WEB. Brian's new duties include:

- Collaborate with Marcom Manager to develop and recommend online strategies to meet and exceed brand goals. Lead and execute upon these defined programs within the agreed upon deadline and budget parameters.
- Develop and oversee a variety of digital marketing programs including but not limited to: search marketing, email marketing, online advertising, affiliate networking, sponsorships, mobile, viral, virtual and emerging media.
- Build and maintain a portfolio of focused and vibrant, global viral online communities for MATCO and MATCO distributors via blogging, social media (Twitter, Facebook, digital media sites), social networking, and targeted online communities to increase awareness and market validation.
- Create high buzz/word of mouth/viral marketing and implement innovative marketing techniques that drive cost-effective consumer acquisition and retention.
- Collaborate with IT and staff developers to determine technical standards and best operating practices including hosting services, development language and applications, equipment needs and technical resources.
- Manage web developers including hiring, performance/compensation reviews, technical development, scheduling and work assignments.
- Keep informed of new internet, digital mediums/technologies and consumer outreach vehicles in order to make strategic recommendations on ways our brands can best leverage them.

This promotion reflects our confidence in Brian's leadership and vision to direct our Web activities. Please join me in congratulating Brian.

John C. Green
VP Marketing and eBusiness

Body of email: Arial, 100% Black

0.5" bottom margin below the footer

0.5" minimum left margin for body of letter

0.5" minimum right margin for body of letter

ENVELOPES

LAYOUT, FONT & MEASUREMENT GUIDELINES

When addressing envelopes in-office using a computer, if recommended fonts are not available (page 15), Arial should be used.
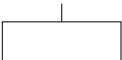
Logo width = 1.125"
Text box below does not bleed
into 0.125" margin.
Type is flush right.

0.25" minimum left and
top margin

Logo width = 1.3653"
Text box below does not bleed
into 0.125" margin.
Type is flush right.

0.5" minimum
left and top
margin

Place
Stamp
Here

John Green
Authorized Matco Tools Distributor
4403 Northwest Blvd.
Greenville, NC 44234-1096

POWERPOINT TEMPLATE

BASIC LAYOUT & FONT GUIDELINES

Use recommended typefaces.

Graphics may be used, but may not interfere with the logo in the upper right corner of the page. If images need to be displayed large, they should not partially overlap the Matco Tools logo or blue bar, or invade the area of isolation.

Full-view slides are the exception in which no part of the template is visible, and the image being shown is extended to all four edges.

Confidentiality slide is required.

Header with logo

Body of slide with imagery or text
Font: Arial

» **DOWNLOAD THE TEMPLATE**
Matco offices:
file://mtcstwflsvr01/marketing/Templates

PRINT ADS

MATCO TOOLS LOGO Logo should be displayed prominently, and adhere to the minimum area of isolation (see page 7).

FONTS The preferred font for headlines is Univers 65 Bold or Univers 75 Black. The preferred font for body copy is Univers 55 Roman.

COLLATERAL

Store dangler

Button

Table tent

SELL SHEETS

Front & back

WEB SITE

BASIC LAYOUT & FONT GUIDELINES

Adhere to Google Material Design
(https://material.io/) when laying out web pages.

® NOTE: The registered trademark is to be
removed in cases where it becomes too small to
distinguish, or too difficult to produce clearly.

IMAGE OPTIMIZATION

**How to save images for web for increased
response speed.**

Choose the right image format. Recommended:
JPEG for large colorful photos, and PNG for
small or transparent photos/logos.
JPEGs are commonly used for product images,
photographs, and homepage hero banners/
images.
PNGs are usually used for logos because they
are high-quality and can handle transparency.
GIFs can be used for logos but are not optimal
because of their limited available colors.

Use image compression for minimum possible
size without sacrificing quality. Here are a few
image optimization site to use for compression:
https://www.gimp.org
https://imageresizer.com/image-compressor
https://imagecompressor.com
https://kraken.io/web-interface

PROMOTIONAL BANNERS

Keep messaging simple and consistent
between banners. Make sure Call To Action is
clearly visible.

If displaying Matco products, add product name
and part number to product.

Tagline should be displayed prominently and
appear on home page with the Matco Tools logo.
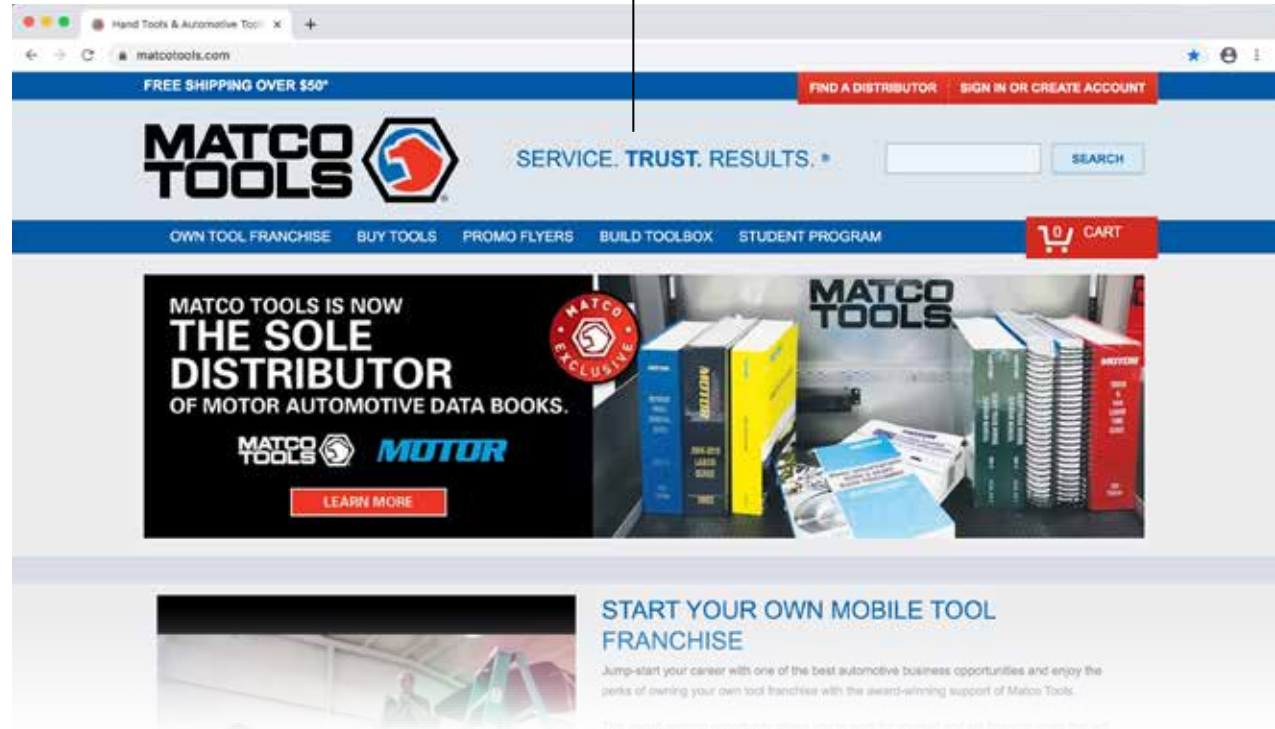
Recommended fonts

Arial Regular	Arial Narrow Regular	*Arial Bold Italic*
Arial Bold	**Arial Narrow Bold**	*Arial Narrow Italic*
Arial Black	*Arial Italic*	***Arial Narrow Bold Italic***

Mobile Banner: 320px x 110px   Desktop Banner: 1140px x 110px

DIGITAL

SOCIAL MEDIA

Keep messaging simple. Make sure Call To Action is clearly visible if used.

If displaying Matco products, add product name and part number to product.

Social Media Sizes:

Facebook
Profile Picture: 180 px x 180 px
Cover Photo: 820 px x 312 px

Instagram
Profile Picture: 110 px x 110 px
Photo Size: 1080 px x 1080 px
Instagram Stories: 1080 px x 1920 px

YouTube
Channel Cover Photo: 2,560 px x 1,440 px
Video Uploads: 1280 x 720 (Minimum HD)
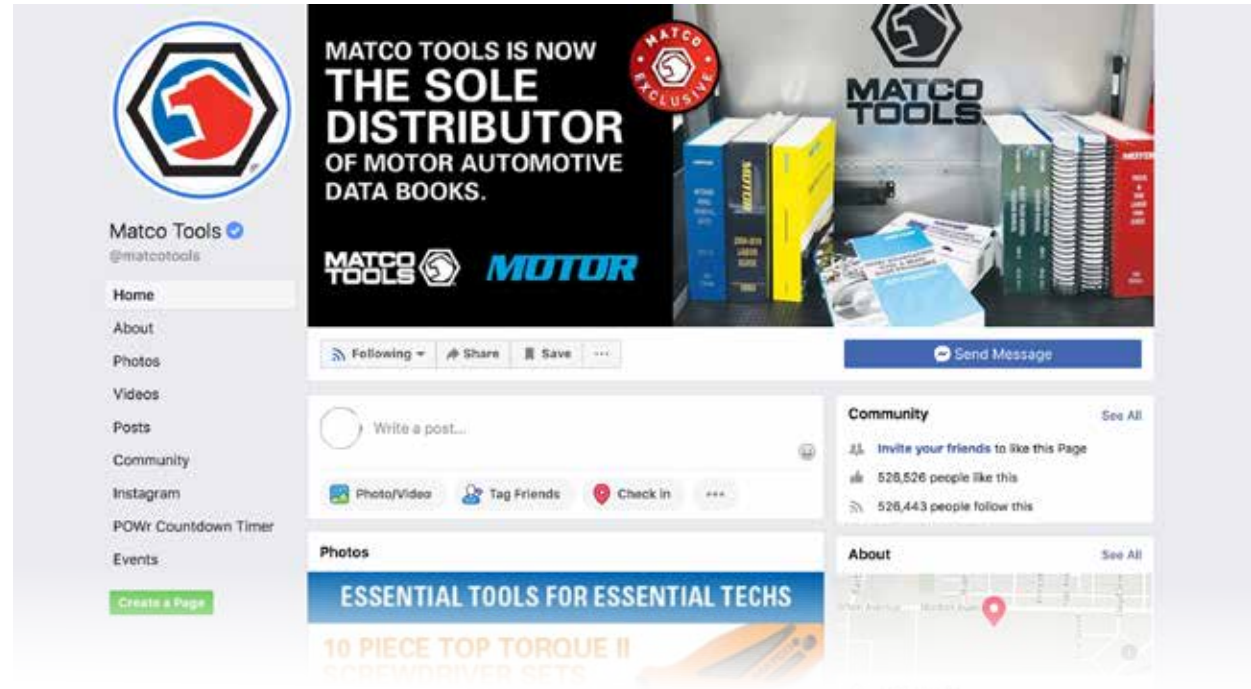
MATCO APP

Matco Tools App is available at https://www.apple.com/ios/app-store/.
Search Matco Tools.

Logo for Distributors and Students needs to have correct indication with logo as to what audience the app is designed for.

General App

Distributor App

Student App

FLEET GRAPHICS

SIDES   **REAR**   **FRONT**

SIGNAGE

Maximum impact is achieved by proportionately extending the logo to the largest width possible without touching the edges.

Textures & lighting is permitted. Please be sure to receive approval from the Marketing Communications Manager.

BACK-LIT GRAPHICS

Here, the logo has been extended to the largest width possible without invading the area of isolation. This maximizes the impact of the brand while protecting the integrity of the logo.

Appropriate area of isolation is kept:

TRADE DRESS: LOGO

APPLYING THE MATCO BRAND ACROSS PRODUCT LINES

Matco Tools products come in many forms and sizes and the branding is applied in a variety of application methods. No matter what the size or shape of the imprint area, all applications should reflect Matco's brand mark effectively.

Matco Tools always prefers that the logo and the hex eagle appear together (see primary configuration, top of page). However, with the wide array of imprint areas, we recognize the issues this may cause. We offer several solutions, as outlined here (refer to the acceptable secondary configurations to the right).

Whenever "Matco Tools" (or "Matco") and the eagle hex are side by side, the eagle hex should be positioned to the right of "Matco Tools" (or "Matco").

For all applications, please contact your product manager for appropriate approvals.

® NOTE: The registered trademark is to be removed in cases where it becomes too small to distinguish, or too difficult to produce clearly.

DOWNLOAD THE LOGO

www.matcotools.com/logos

QUESTIONS?

Share PDFs or images of proposed brand tooling with packaging@matcotools.com

PRIMARY CONFIGURATION

SECONDARY CONFIGURATIONS
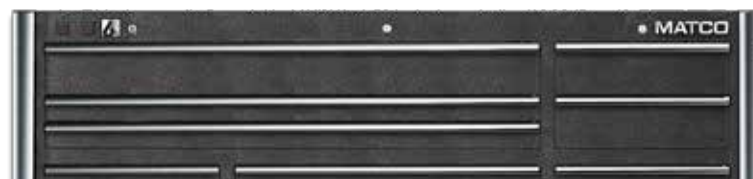
Note: For Matco's line of toolboxes, 4s, 5s and 6s icons are positioned in the upper left corner next to the toolbox outlets and the Matco logo is positioned in the upper right corner.

When an outlined font is absolutely necessary for production, use Eurostile Extended Black.

TRADE DRESS: LOGO

MAINTAINING PROPORTIONS

When it is necessary to utilize a horizontal version of the Matco Tools logo, the baseline and height of "MATCO TOOLS" should align with the inner edge of the hex's stroke, just as shown in the primary configuration.

For all applications, please contact your product manager for appropriate approvals.

ABSOLUTE MINIMUM SIZE Hex must maintain a height of 0.11" as shown below:

 ↕ 0.11"   ↕ 0.11"

® NOTE: The registered trademark is to be removed in cases where it becomes too small to distinguish, or too difficult to produce clearly.

DOWNLOAD THE LOGO

www.matcotools.com/logos

QUESTIONS?

Consult your product manager

PRIMARY CONFIGURATION

SECONDARY CONFIGURATIONS

TRADE DRESS: MARKINGS

ACCEPTABLE FONTS TO USE FOR TOOLING PART NUMBERS AND PRODUCT DETAILS

Eurostile Regular
Eurostile Demi
Eurostile Extended

Univers 45 Light
Univers 55 Roman
Univers 65 Bold

Arial Regular
Arial Bold

MADE IN USA Matco permits engraving "MADE IN USA" when applicable. USA should not have any periods between letters.

This can be placed using a simple, approved sans serif font from the list above.

All effort should be made to give the main Matco Tools' logo proper area of isolation (see page 7).

TRADE DRESS: COLOR

MAINTAINING CONSISTENT COLOR

The color scheme shown on the right was carefully dictated in order to appropriately differentiate Matco from its competitors while still reflecting Matco's heritage.

When it comes to tooling, our match red color differs from the red found in our logo. This darker, muted crimson gives our tools a more industrial, rugged look and feel.

TOLERANCE 1815 C   TARGET 491 C   TOLERANCE 498 C

The set of color tolerances above displays the Target Color and two limits that deviate from it by specified amounts in vibrancy and darkness. Ideally the color being inspected should match the Target Color (Pantone 491 C). It must not deviate from the Target Color by more than the tolerance limits shown (Pantone 1815 C and 498 C).

Comparisons should be made by a person with normal color vision under cool white fluorescent as the primary light source and Daylight 6500K the secondary in a light booth with a neutral gray or white surrounding. The surface being inspected and the Tolerance Set must be on the same plane or as close as is practical.

IMPORTANT: Due to variances of computer monitors & office printers, do NOT use this page as a guide for matching color. Use an up-to-date, Pantone swatch book.

Black   Dark Grey

Silver   PMS 491 C
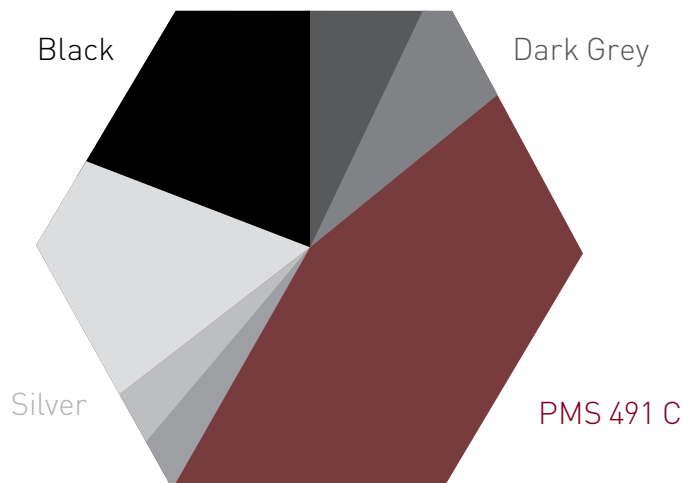
TRADE DRESS: CASING

MAINTAINING CONSISTENT HOUSING

Like the color of our tools, our tools should be presented in a similar fashion in order to appropriately differentiate Matco from its competitors.

When it comes to casing, the grey color speaks to the rugged durability of our product, while contrasting nicely with both chrome & black tools.

The Matco logo should be embossed on the case as shown maintaining area of isolation and proportions while scaling.

PMS 432 C

ACC #4034

Appropriate area of isolation is kept:

TRADE DRESS: ADV

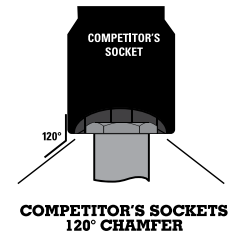## MAINTAINING CONSISTENT BRANDING

Like the color of our tools, our cases should be presented in a similar fashion in order to appropriately differentiate Matco from its competitors.

When it comes to casing, the maroon color speaks to the rugged durability of our product, while contrasting nicely with both chrome & black tools.

The ADV logo should be embossed on the case as shown maintaining area of isolation and proportions while scaling.

PMS 491C

Appropriate area of isolation is kept:

150°

MATCO ADV SOCKETS
150° CHAMFER ON BOTH ENDS

COMPETITOR'S SOCKET

120°

COMPETITOR'S SOCKETS
120° CHAMFER
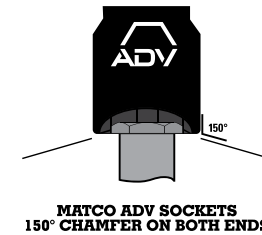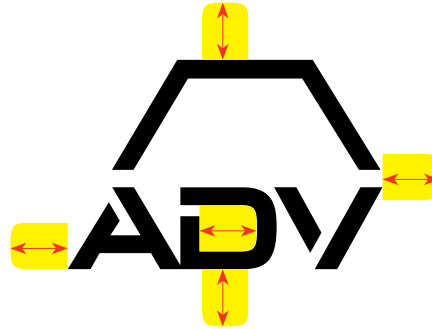
QUESTIONS?

Consult your product manager

PACKAGING

TEMPLATES & GUIDELINES

In the second half of 2011, Matco introduced a fresh design to be applied to all Matco packaging across the board. Legibility and consistency were two key areas improved upon. The new packaging artwork helps maintain and promote a consistent Matco brand.

Design tools, templates and guidelines for our packaging standards all can be found through Matco's Supplier Connection.

Questions and packaging layouts for approval can be addressed to packaging@matcotools.com.

MATCO TOOLS

PACKAGING STANDARDS

BASIC BRAND LOGO AND PACKAGING GUIDELINES

Guidelines for packaging creation can be found on Supplier Connection.

QUESTIONS?

Email the packaging review team at packaging@matcotools.com

DOWNLOAD THE TEMPLATES

Log-on to Supplier Connection

BRANDED MERCHANDISE

APPLYING THE MATCO BRAND TO APPAREL AND PROMOTIONAL PRODUCTS

Matco Tools offers a wide array of apparel and accessory product options. These come in a variety of forms and styles, and the branding ranges from reserved to trendy.

While there is a degree of flexibility for our line of apparel and promotional items, it is important that these items reflect Matco's brand image effectively.

The words "MATCO TOOLS" may be given creative liberties for apparel purposes, **but the eagle hex may not be altered or cluttered** (e.g. it may not become part of a grouping of graphics or incorporated with other images).

Please contact your product manager for appropriate approvals.

QUESTIONS?

Consult your product manager

STANDARD BRANDING EXAMPLES

TRENDY BRANDING EXAMPLES

IMAGERY: PRODUCT

SUPPLYING PHOTOGRAPHY

In order to best showcase product, images should be high-quality (minimum 5" x 7", 300ppi, sharp focus) and converted to CMYK.

Product photos should be photographed against a white background. The product should then be outlined with a clipping path, and saved as a Photoshop EPS file.

Please use a side or straight-on front profile camera angle for the most complete, straightforward representation of your product. Product categories should match.

To determine how other products in your category are shown, please refer to Matco's eCatalog: http://www.matcotools.com/ecatalog/preview/#/.

Remove items from the case or packaging when possible. Items with a large number of pieces may be left in the case and photographed straight-on. Lids may be cropped out when designing the packaging.

TIPS / QUICK REFERENCE:

Always refer to Matco's eCatalog for reference to determine how your product should be shown.

Use a side or straight-on front profile camera angle.

Make the tool the hero of the shot. A slightly lower camera angle can help create more impact.

Remove items from the case to increase detail and attention to the tools/main tool.

FORMATTING IMAGE FILES

www.matcotools.com/suppextranet/updates/clipping_path.html

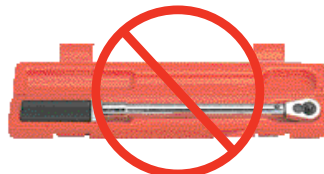**Straight-on set** **Straight-on individual product** **3/4 view set** **3/4 view individual product**

REMOVE ITEMS FROM THE CASE OR PACKAGING WHEN POSSIBLE.

Shoot Straight-on

Keep tools in a set lined-up in a straight pattern. Product categories should match. Be sure to refer to Matco's eCatalog.

Set / kit within a quality storage case shoot into or straight-on

An open case typically takes up too much room, and doesn't allow for the details of the main tool to be shown.

PHOTO NAMING CONVENTIONS

Primary Image: Part Number_ProductImage_PrimaryImage
Alternate Image: Part Number_AlternateImage_01, Part Number_AlternateImage_02, Part Number_AlternateImage_03, etc.
Lifestyle/In Use Image: Part Number_InUseImage_01, Part Number_InUseImage_02, Part Number_InUseImage_03, etc.

IMAGERY

SUPPLYING PHOTOGRAPHY

Application shots should also be supplied, if readily available and acceptable in quality (minimum 5" x 7", 300ppi, CMYK).

The examples on the right showcase a variety of acceptable product-focused application photography. Tool is always the primary focus, followed by the application and environment in which it is being used.

When possible, it is ideal to have the Matco brand facing the camera, and in full view.
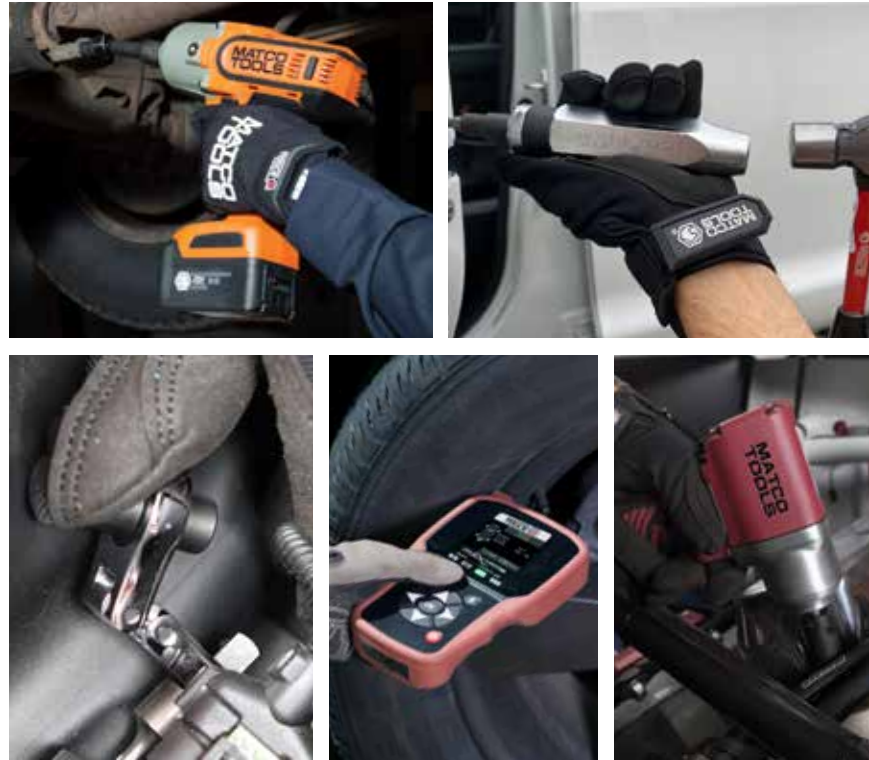
PRODUCT VIDEOS
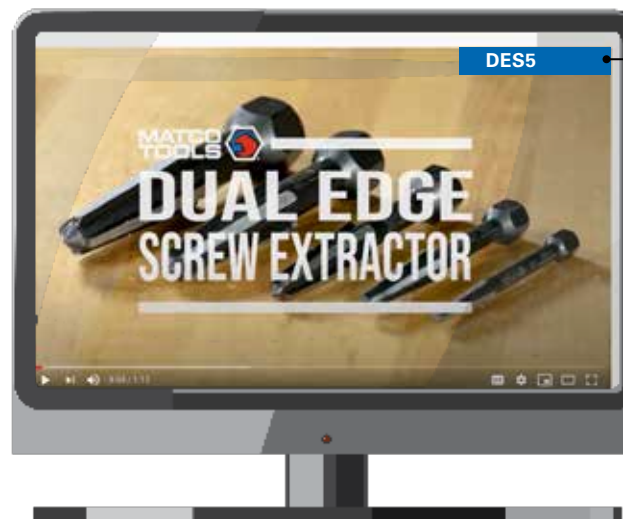
Must be 2 minutes or less.

No competitive product featured in the video.

Use Intro and Extro slide (provided) with Matco logo and hex background for consistent look across videos.

Spokesperson should wear Matco or non-branded apparel.

Feature appropriate safety gear during applicable demonstrations.

Heavy product demo with in-use shots as much as possible.

Include part numbers on the screen.

Specs:
• MP4 format is recommended.
• Minimum resolution of 720 dpi.
• Use simple font style (Arial, Helvetica).

VOICE MESSAGING

CONCISE. STRAIGHT-FORWARD.

Every day our distributors build relationships with technicians – and they build trust. Their straight-forward, honest and friendly approach is a noted trait of our most trusted and successful Matco distributors.

The Matco voice, or our written personality, should reflect this friendly, straightforward and honest approach. We want our brand's voice to reflect this in our training materials, campaigns, product introductions and marketing materials. Simple, honest and to the point. This fragmented style should be integrated into headlines and call-out text whenever possible.
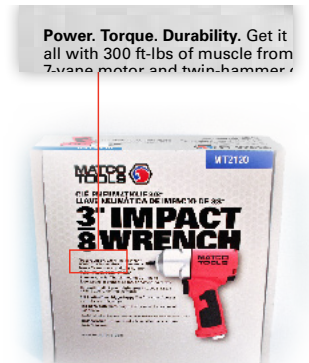
Training, sales and educational

Product launches

Packaging

Campaigns