

**BRAND GUIDELINES** 

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# 01. MISSION AND VISION

We develop new technologies in automotive service equipment and offer innovative products to our customers that help increase their productivity and profitability.

We provide quality and excellence in automotive service equipment to the automotive undercar industry.

# 02. **BRAND ELEMENTS**

### **LOGO**

It is important to evaluate which version of the logo should be used to ensure the maximum contrast and to achieve optimum legibility for the logo.

#### **PRIMARY LOGO**







Dimensional logos can be used to enliven communications where content is minimal.

It is important to use the appropriate version; white (R) on a dark background, black (R) on a light background.

### **SECONDARY LOGO**







Use the red solid logo where color is needed to enliven communications.

Use the white solid logo when a more simple design is needed.

The black logo can be used when color is not an option.

### 02. **BRAND ELEMENTS**

### DO

Allow padding on all sides of the logo, equivalent to the width and height of the letter "B".

### DO NOT

Do not add effects to the logo, such as shadows or gradients.

Do not squeeze or stretch the logo.

Do not use the tagline with the logo.

### DO

Discontinue using all other versions of the logo.



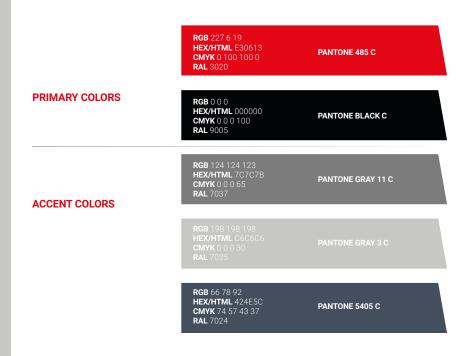






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# O3. **COLOR PALETTE**



04. **Typography**  **HEADINGS/SUB-HEADINGS** 

**TUNGSTEN FAMILY** abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Roboto Black

Roboto Regular

**BODY TEXT** 

ROBOTO FAMILY abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Example

Tungsten Bold

Tungsten Semibold

Tungsten Light

Tungsten Light

THROUGH PRODUCTIVITY

**Advanced Notification** 

We've combined the fastest camera system with advanced notification alerts and a software flow to reduce alignment errors and decrease overall alignment time.

# 05. **TSS FAMILY**

John Bean is proud to be a member of the TOTAL SHOP SOLUTIONS family of Snap-on® brands that brings together best-in-class automotive repair products from across the industry.

From wheel balancers, wheel aligners, repair information and diagnostics, to brake lathes, automotive lifts, and collision repair, Total Shop Solutions brands offer a unique breadth of solutions to outfit any shop from floor to ceiling.



DISCOVER OUR BRANDS







































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