



BRAND GUIDELINES

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01. MISSION AND VISION

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.



03. COLOR PALETTE

PRIMARY COLORS

RGB 227 6 19
HEX/HTML E30613
CMYK 0 100 100 0
RAL 3020

PANTONE 485 C

RGB 0 0 0
HEX/HTML 000000
CMYK 0 0 0 100
RAL 9005

PANTONE BLACK C

ACCENT COLORS

RGB 124 124 123
HEX/HTML 7C7C7B
CMYK 0 0 0 65
RAL 7037

PANTONE GRAY 11 C

RGB 198 198 198
HEX/HTML C6C6C6
CMYK 0 0 0 30
RAL 7035

PANTONE GRAY 3 C

RGB 66 78 92
HEX/HTML 424E5C
CMYK 74 57 43 37
RAL 7024

PANTONE 5405 C

04. TYPOGRAPHY

HEADINGS/SUB-HEADINGS

TUNGSTEN FAMILY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY TEXT

ROBOTO FAMILY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Example

Tungsten Bold

Tungsten Semibold

Tungsten Light

Roboto Black

Roboto Regular

V3300
INCREASE PROFITS
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.



TOTAL SHOP SOLUTIONS

DISCOVER OUR BRANDS

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CL Challenger Lifts

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CAR-O-LINER

JOSAM

truckCam

autoVHC

DEALER-FX

JOHN BEAN
BRAND GUIDELINES

05. TSS FAMILY



05.
TSS FAMILY

JOHN BEAN PRODUCT LINES

WHEEL ALIGNERS
WHEEL BALANCERS
TIRE CHANGERS
AUTOMOTIVE LIFTS
ADAS CALIBRATION SYSTEMS

JOHN BEAN
BRAND GUIDELINES

JohnBean[®]