



BRAND STANDARDS



WELCOME TO THE CRAFTSMAN® BRAND

This is the toughest and most trusted tool brand in America, and since 1927, we've been a vital part of the country's ever-changing landscape. Craftsman brand's unwavering dedication to quality and durability has made it iconic, creating products that have inspired builders, DIYers, weekend warriors and more for generations.

The following guidelines provide general reference, direction and guidance for all involved in the brand's execution and development.

BRAND STANDARDS OVERVIEW

BRAND IDENTITY

Look in any toolbox, garage or on any workbench across America and chances are you'll find Craftsman® products. And for good reason – the Craftsman name and logo are synonymous with trust and innovation. Protecting the iconic brand is key to all we do. In this section, you'll learn about the legacy of the brand and its personality. You'll also learn who the Craftsman customer is and how to use the brand trademark when speaking to them.

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MARKETING EXECUTION

These guidelines provide Craftsman agency and agency partners reference for everything from logo and type to campaign initiatives and online guidelines that are easy to access and update. Marketing guidelines aid in preserving a consistent brand image across all touch-points.

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ONLINE GUIDELINES

The look and feel of the digital guidelines is meant to strengthen the connection between brand and consumer by increasing brand awareness and top-of-mind purchase consideration. These guidelines make it easier for consumers to shop the Craftsman brand by providing a consistent look across various channels and creating long-term competitive advantage by positively influencing consumer choice.

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BRAND IDENTITY

IN THIS SECTION:

- ▶ BRAND VOICE
- ▶ LEGACY OF CRAFTSMAN/TIMELINE
- ▶ THE CONSUMER
- ▶ TRADEMARK USAGE

BRAND PURPOSE

Craftsman® fuels the fire of creation by being the source of trusted performance that enables every person's journey to “make.”

BRAND DIFFERENTIATOR

Quality, Dependability, Trust – the Craftsman Legacy.

BRAND TONE

Strong and confident, versatile, inspirational and clever – but not forced. Trusted for decades, but with a hint of modernity, Craftsman refuses to dwell in the past and instead chooses to look forward.

BRAND PERSONALITY

The Craftsman brand is driven by a pioneering spirit and an unrivaled commitment to quality. Standing for ingenuity, strength and superior performance, the Craftsman brand is also characterized by its:

- ▶ Durability
- ▶ Trustworthiness
- ▶ Iconic Status
- ▶ Innovation



CRAFTSMAN IS NOT TEMPORARY.
OUR TOOLS AREN'T A MAKESHIFT SOLUTION AND DON'T HIDE THE CRACKS.
THEY FIX THEM.

**CRAFTSMAN® IS TRUSTED.**

GENERATIONS OF BUILDERS HAVE USED CRAFTSMAN WITHOUT FAIL.
OUR PRODUCTS OUTPERFORM, AND OUTLAST, THE COMPETITION.

**CRAFTSMAN IS NOT MEDIOCRE.**

CRAFTSMAN PRODUCTS ARE NEVER “AVERAGE,” “GOOD ENOUGH”
OR FOUND IN THE BARGAIN BIN.



CRAFTSMAN® IS AUTHENTIC.
OUR BRAND HAS A BLUE-COLLAR SPIRIT AND A PENCHANT
FOR GETTING THE JOB DONE.



CRAFTSMAN IS NOT PRETENTIOUS.
WE'RE NEVER ARROGANT, EGOTISTICAL OR JUDGMENTAL.



CRAFTSMAN® IS INNOVATIVE.

WE'RE CONSTANTLY REINVENTING OUR PRODUCTS, ADAPTING TO THE CHANGING NEEDS OF TODAY'S MAKERS.



CRAFTSMAN IS NOT STALE.

ALTHOUGH WE'VE BEEN THE TOOL BRAND OF CHOICE FOR GENERATIONS, WE CONTINUE TO PROGRESS, REFUSING TO REST ON OUR LAURELS.

THE LEGACY OF CRAFTSMAN®

The Craftsman brand was born in 1927, when Sears hired Arthur Barrows to lead its hardware department. Barrows, a seasoned hardware professional with his own innovative ideas, decided to create a brand name specifically for Sears that would distinguish it from other manufacturers. Having a particular fondness for the name Craftsman, which was already in use by the Marion-Craftsman Tool Company, Barrows allegedly offered Marion-Craftsman \$500 for the rights to acquire and use the Craftsman name on Sears products.

Decades later, the brand is an American icon. In over 80 categories of products and with more than 6,000 SKUs, Craftsman is the best-selling tool brand in

the United States. Since its inception, the brand's purpose remains unchanged as the standard bearer of quality with the highest expectations.

The Craftsman timeline is a journey of innovation, breakthroughs and industry firsts in both product development and marketing. Here's how we got to where we are today:

1920's - 30's

Sears decides to create a superior brand of tools



1927: The Craftsman brand name is born

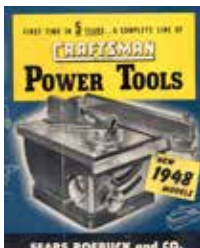
1929: Introduces its first power tools

1932: First to create fully-polished wrenches to work on cars without damaging engine parts

1934: Introduces its first lawnmowers

1940's

Quick growth to dominate the market



1940: Power tool sales increase 1,550% since their introduction

1941: Craftsman hand tools become preferred hand tools for building U.S. warplanes

1948: Introduces new rotary-powered mower

THE LEGACY OF CRAFTSMAN® (CONT.)

1950's

Expands portfolio through innovation



1953: Introduces a self-propelled snow thrower and first riding mower

1955: The 500,000th Craftsman rotary lawnmower is sold

1960's

One of the most popular wrenches in the industry



1960: The "Mister Craftsman" cordless, portable electric razor allows men to shave "on the beach, in the backyard, on the golf course, and even on the way to work"

1965: Wally Parks, founder of the National Hot Rod Association (NHRA), presents the Craftsman Championship Dragster Kit - a 120-piece, specially outfitted Craftsman Tool Kit.

1966: Sears debuts a quick-release ratchet wrench that quickly becomes one of the most popular wrenches in the hand tool industry.

1970's

Leverages key sponsorships



1973: Signs Bobby Allison, an 11-time NASCAR stock car champion, as spokesman

1976: Sells its 100 millionth screwdriver

1979: The first Sears/Craftsman National Pit Crew Championship is won by Richard Petty

THE LEGACY OF CRAFTSMAN® (CONT.)

1980's

Revolutionizes power tools



1984: Introduces the first electronic portable and bench power tools

1986: Completely redesign modular power tools using consumer feedback

1989: 400 million screwdrivers, 44 million pairs of pliers, 23 million adjustable wrenches sold between 1965 and 1989

1990's

Craftsman unveils new logo



1991: Introduces Craftsman Club, saving members more than \$250,000 in first 4 months

1991: The very first Craftsman Club calendar is introduced

1992: Introduces "RoboGrip" pliers

1994: More than 1 million lawnmowers are sold in a single season, an industry first

1995: 1 billion hand tools, 29 million adjustable wrenches, 60 million pairs of pliers, 500 million screwdrivers sold between 1927 and 1995

1997: First Craftsman tools offered on the internet

1997: Iconic rectangular Craftsman logo debuts

2000's

#1 brand in America for overall quality



2002: Ranked by men as the #1 brand in America for overall quality

2006: Craftsman products are offered through Kmart

THE LEGACY OF CRAFTSMAN® (CONT.)

2010's

After 85 years, Craftsman is ranked the most trusted and respected brand in the U.S.



Craftsman launches upscale Pro-Series line

PRO SERIES

2010: The Craftsman Experience is launched

2010: Craftsman products are available through Ace Hardware®

2011: Scores industry firsts with NEXTEC QuickBoost™ Charger and AssureLink™ Garage Door Opener; introduces Turn Tight™ Tractor, with best turning radius in the industry

2011: Craftsman products are available through Costco®

2012: Craftsman celebrates its 85th anniversary

2012: Craftsman, in conjunction with DC Entertainment, releases the first-ever, limited-edition superhero/DIY crossover titled, "Craftsman Bolt-On System Saves the Justice League"

2013: The Craftsman "Make a Difference" Tour visits more than 20 locations nationwide, renovating homes of U.S. veterans helping communities in need

2014: Craftsman Pro-Series Riding Mower and Chain Saws debut

THE CONSUMER

Around the home or on the job, he's the handyman – a knight in shining armor ready to fix even the smallest problem with the turn of a wrench. He answers any call for DIY projects – and the end result always fills him with pride. There's no need for outsourcing – or thanks. Knowing a job well done is thanks enough. He also knows that his completed projects leave the world slightly better than when he found it.

Never one to shy away from a tough job, he wants his tools to work as hard as he does. He's dependable, proud and determined to get the job done right. He's always learning, often seeking advice from those who possess the knowledge he desires.

He views his home as a meaningful part of his family's life. The work he does on his house, his yard and his cars give him a chance to provide for his family, escape the stress of everyday living and show what he's truly made of. He thinks his home, and the improvements he makes to it, should be built with craftsmanship and integrity – two ideals he holds in the highest regard. His performance on the job site is just as important. He proudly stands behind his work, and knows he can be trusted to deliver quality results. No matter how demanding, whatever task he tackles is a challenge he confidently embraces.



TRADEMARK USAGE

GUIDELINES FOR ANY MEDIA:

1. A trademark is always a proper adjective that describes a specific person, place or thing. Use a Craftsman® trademark as a proper adjective (not a noun or verb) every time it is used in text:

Correct: Craftsman® power tools help DIYers accomplish any task.

Incorrect: Craftsman® accomplishes any task.

2. When used in copy, the Craftsman mark should be set apart from the rest of the text by being placed in all capital letters or in bold.
3. When used in copy, the first and most prominent use of the Craftsman mark on each page must be accompanied by the proper trademark notification (® or TM), which must appear after the adjective (trademark), before the noun it modifies:

Correct: Craftsman® drills

Incorrect: Craftsman drills®

4. Always use the Craftsman logos exactly as provided, including the ® notification.
5. Never use trademarks in a possessive or plural form:

Correct: Craftsman® saws power through the toughest materials.

Incorrect: Craftsman's saws power through the toughest materials.

Correct: Craftsman® hand tools are built to last a lifetime.

Incorrect: Craftsmans are built to last a lifetime.

6. Never alter a trademark:

Correct: Use Craftsman® tool storage to organize your garage.

Incorrect: Craftsmanize® your garage.

7. Do not combine your marks or third-party marks with any Craftsman trademarks.
8. You may not use any Craftsman trademark as part of your company name, product name or service name.
9. You may not use any Craftsman trademark as part of an advertising slogan, promotion, tagline, event communication or similar phrase without express written consent. Use of the trademark in any communication that would imply sole proprietary ownership of the mark is not permitted.



BRAND GUIDELINES

IN THIS SECTION:

- ▶ MARKETING EXECUTION
- ▶ PRODUCT GUIDELINES
- ▶ CRAFTSMAN PACKAGING GUIDELINES
- ▶ TOOLS PACKAGING GUIDELINES
- ▶ LAWN & GARDEN PACKAGING GUIDELINES
- ▶ PRO SERIES GUIDELINES
- ▶ ASSURELINK GUIDELINES
- ▶ OWNER'S MANUAL AND WARRANTY



MARKETING EXECUTION

IN THIS SECTION:

- ▶ INTRODUCTION
- ▶ MARKETING LOGOS
- ▶ COLORS AND TYPE
- ▶ PHOTOGRAPHY
- ▶ MADE TO MAKE
- ▶ CRAFTSMAN CLUB
- ▶ EMBLEMS AND CREDENTIALS
- ▶ ONLINE
- ▶ IN-STORE



INTRODUCTION

The marketing guidelines are a comprehensive resource for marketing agencies and agency partners. Additional information can be referenced within the greater packaging and brand guidelines, but this section provides a wholistic view of the brand in a format that is easy to access and update.

The marketing guidelines provide a frame of reference for everything from logo and type usage, to campaign initiatives and online guidelines. Please promote and encourage the use of this section when working with agency and agency partners to help maintain a consistent brand image across all touch-points.

MARKETING LOGOS

This section provides an overview of Craftsman® marketing logos, outlining the appropriate use and application for each. A more detailed set of guidelines for product logos can be found in the related sections of these guidelines.

This section also includes preferred logo usage, colors, configurations and fonts for brand packaging and communications.

ADHERENCE

These guidelines help ensure a consistent customer experience. Adherence to these guidelines is mandatory, and failure to comply may result in forfeiting usage of Craftsman trademarks. Please note that the logos featured in this section are for marketing purposes only, and differ greatly from those featured on product.

MARKETING LOGOS (CONT.)

PRIMARY LOGO:

USE THIS LOGO ON A BLACK OR DARK GRAY BACKGROUND
WHENEVER POSSIBLE

**WHEN PRINTING OPTIONS ARE LIMITED:**

ONLY FOR USE IN LOWER PRODUCTION INSTANCES
WHEN GRADIENTS CANNOT BE REPRODUCED



This is the Craftsman® brand logo. Please note that there is a different logo for Craftsman products, with their own guidelines. There are various logo marks and badges for different scenarios, but this identity remains consistent for brand usage.

See pages 111-112 for guidelines specific to packaging logo use.

MARKETING LOGOS (CONT.)

LIMITED-USE ALT. LOGO:

ONLY USE THIS LOGO WHEN BLACK OR DARK GRAY CANNOT
BE USED AS THE BACKGROUND COLOR

**WHEN PRINTING OPTIONS ARE LIMITED:**

ONLY FOR USE IN LOWER PRODUCTION INSTANCES
WHEN GRADIENTS CANNOT BE REPRODUCED



The CRAFTSMAN® lettering must be centered within logo's frame borders. Logo ALWAYS appears on a single-field color background. It should not bridge between two materials, colors or backgrounds.

See pages 111-112 for guidelines specific to packaging logo use.

MARKETING LOGOS (CONT.)

ONE-COLOR LOGOS

The preferred versions of the brand logo shown on the previous pages should be used whenever possible, but in certain instances like these one-color versions seen below, may be used.

Brand approval to use the alternate one-color logos is required.



CLEAR SPACE

Whenever practical, the Craftsman® logo should be surrounded by clear space. The clear space area should be free of elements.

The dimension of the minimum clear space area on all sides of the logo is equal to the cap height of the "C" in the Craftsman logotype.





MARKETING LOGOS (CONT.)

The integrity of the Craftsman® brand identity is diminished when the logo is used incorrectly. The minimum size requirements for the Craftsman® brand have been established to ensure that legibility is maintained (see below). In some instances where space is very limited, such as on product or online, the shield may be used. See pages 87-93 for guidelines on shield usage.

LOGO SIZING:

MINIMUM SIZE FOR PRINT: 2 IN. WIDE



MINIMUM SIZE FOR DIGITAL: 72px WIDE (@72 dpi)



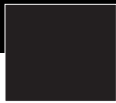
Craftsman logo must be scaled proportionately and cannot be stretched or altered in any way.

MARKETING LOGOS (CONT.)

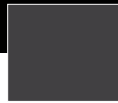
BACKGROUND COLOR OPTIONS - GRADIENT LOGOS



BACKGROUND COLOR OPTIONS:



PROCESS
BLACK
C:0 M:0 Y:0 K:100



90%
BLACK
C:0 M:0 Y:0 K:90



CRAFTSMAN GRAY
PMS 425C
C:0 M:0 Y:0 K:81



BACKGROUND COLOR OPTIONS:



PROCESS
WHITE
C:0 M:0 Y:0 K:0



SILVER
877C
C:0 M:0 Y:0 K:54

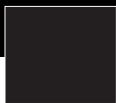


BGD RED
1807C
C:0 M:100 Y:96 K:28

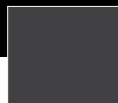
BACKGROUND COLOR OPTIONS - 2-COLOR LOGOS



BACKGROUND COLOR OPTIONS:



PROCESS
BLACK
C:0 M:0 Y:0 K:100



90%
BLACK
C:0 M:0 Y:0 K:90



CRAFTSMAN GRAY
PMS 425C
C:0 M:0 Y:0 K:81



BACKGROUND COLOR OPTIONS:



PROCESS
WHITE
C:0 M:0 Y:0 K:0



SILVER
877C
C:0 M:0 Y:0 K:54



BGD RED
1807C
C:0 M:100 Y:96 K:28

INCORRECT LOGO USAGE

Below are examples of how the CRAFTSMAN® logo/brandmark should not be used.



No bridging of multicolored backgrounds. Logo must appear on single-color, material, texture only.



Logo colors may not be interchanged.



Logo should never be removed from surrounding frame.



Logo must always have its border.



Logo colors may not be interchanged. Logo must be on solid background.



Logo must always have its border.



No black logo (lettering) with a red field or background color.



No black text with white outline.

RELATIONSHIP TO THIRD-PARTY LOGOS

When showing the Craftsman® logo with other third-party logos, retain a clear space of 1.5x (x = height).



EXAMPLE OF SPONSORED PLACEMENTS

This is an example of a third-party site using the Craftsman logo along with other partner logos. Fit logo to be proportionate to other logos, and keep the clear space rule.



THE SHIELD

AN EXTENSION OF THE CRAFTSMAN® LEGACY

The Craftsman Shield is based on a specific, carefully developed visual solution. The Shield offers a heroic alternative to the Craftsman wordmark in small spaces where the wordmark cannot fit.

The Shield is not a replacement for the Craftsman wordmark, instead it is an option that should only be used in select circumstances that don't allow the wordmark to be used – such as online icons or apps. Never recreate the shield and only use the artwork provided.

TRADEMARK

The trademark symbol (™) is used with the Craftsman Shield to show that it is an intentional brand trademark and helps protect the Craftsman Shield and Craftsman brand in the marketplace. It should only be used without the trademark symbol on product application.



TOOL PLATFORM LOGOS

NOTABLE INNOVATION

Below are some examples of logos for tool platforms, created to support the brand's innovative and durable reputation. As new technologies and product lines are introduced, new logos may be created on a very limited basis. Marketing logos are often used online and in-store to highlight product features and aid in product/brand recognition.

MARKETING LOGOS: ISOLATED



LITHIUM-ION

**40-Volt
Cordless System**

MARKETING LOGOS IN USE: ONLINE AND IN-STORE



COLORS AND TYPE

CRAFTSMAN MARKETING COLOR PALETTE

The primary Craftsman® colors are Craftsman gray and black.

The secondary palette adds depth, and offers a solid base to ground typography and balances strong photography. Craftsman logo red may be used as an accent color in typography or graphics, but should not be used as a background color.

Additional color usage guidelines for brand and product applications can be found on pages 100, 115 and 138.

PRIMARY PALETTE



PROCESS BLACK

C: 0 M: 100 Y: 100 K: 0



PMS 425 C

C: 0 M: 0 Y: 0 K: 81

SECONDARY PALETTE

CRAFTSMAN BACKGROUND RED
PMS 1807 C
C: 0 M: 100 Y: 96 K: 2890% BLACK
C: 0 M: 0 Y: 0 K: 90

ACCENT OPTIONS

CRAFTSMAN LOGO RED - (Not to be
used as a background color)
PMS 185 C
C: 0 M: 100 Y: 100 K: 0CRAFTSMAN SILVER - LIMITED USE
PMS 877 C
C: 0 M: 0 Y: 0 K: 54



COLORS AND TYPE [CONT.]

CRAFTSMAN BRAND FONT

The United Sans typeface family provides a consistent look to the Craftsman® brand identity. Please note that Craftsman packaging has its own set of font usage guidelines. Found on pages 97-99.

A large, bold, grey word "HERE" in a sans-serif font, centered within a light grey rectangular background.

HEADLINES

Headlines should be typeset in United Sans Black and uppercase.

A large, bold, grey word "THANKS TO" in a sans-serif font, centered within a light grey rectangular background.

SUBHEADLINES

Subheadlines should be typeset in United Sans Medium and uppercase.

Licensing Agreements for the United Sans Font library can be purchased from House Industries.

<http://www.houseind.com/>

COLORS AND TYPE [CONT.]

CRAFTSMAN® BRAND FONT

When using the Craftsman brand font, there is no such thing as “typical” default for character kerning, leading or bullets.

KERNING

All characters must be optically adjusted, especially at large point sizes (i.e., headlines).



LEADING

Ensure that type doesn't overlap or touch. Two points leading from the font size.





COLORS AND TYPE [CONT.]

CRAFTSMAN® BRAND FONT

For instances that require longer copy or pages of information, use Arial Regular to improve legibility. Leading should be two points higher than the actual point size of the font. Ideal Kerning is set at point 0 with flexibility to extend 20 points up or down.

ARIAL REGULAR

GREATER TORQUE WITH EVERY TURN

Greater torque with every turn

Craftsman® products must be produced in facilities that are reputable and whose business and labor practices conform to the local law and the Craftsman Global Compliance Program. The Program Requirements set expectations related to child labor, wages/benefits, working hours, harassment/discrimination, health and safety, factory security, environmental compliance, freedom of association, and forced labor/human trafficking. All manufacturers and licensees must be approved as part of the Craftsman brand approval process. Compliance with the program subjects manufacturers and licensees to periodic factory audits to verify ongoing compliance, and to identify areas that warrant corrective action. For more information about the Global Compliance program, please contact the Craftsman brand approval team.

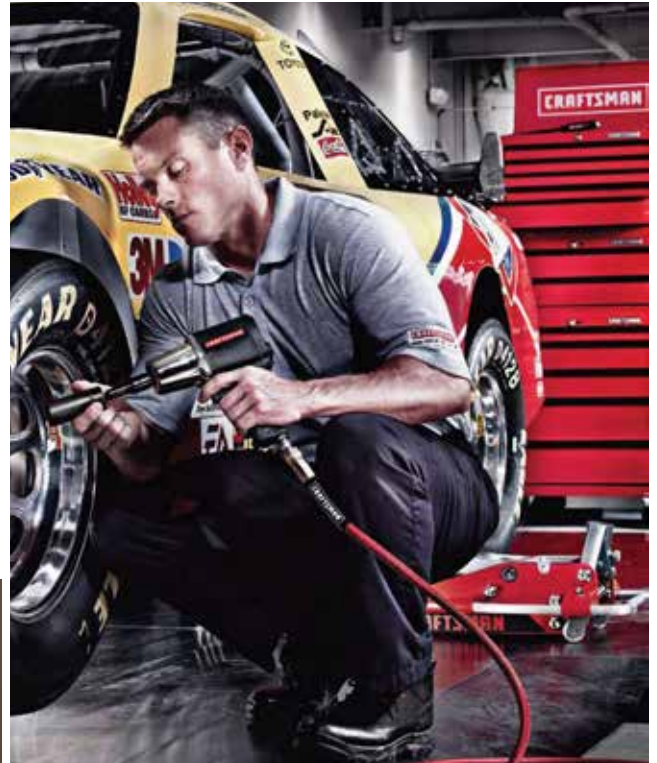
PHOTOGRAPHY

LIFESTYLE/SET PHOTOGRAPHY - TOOLS

Lifestyle photography highlights the brand spirit and personality, celebrating challenges that the Craftsman® consumer takes on proudly. Choose photography that reflects this pride and determination.

The feel of Craftsman photography is bold and rich, but with a bit of grit – there is a good deal of contrast and detail, but photos should not appear too "slick," glossy or overly photoshopped.

When shooting products in an environment, choose a setting that tells a category-specific story about the "maker" and is relatable to the consumer. Use natural lighting when possible and choose authentic props. Do not create an overly stylized environment. Models should always be in profile, focused on their tool and the task at hand, never looking directly at camera.



PHOTOGRAPHY (CONT.)

LIFESTYLE/SET PHOTOGRAPHY - LAWN & GARDEN

Lifestyle photography for Lawn and Garden benefits greatly from the contextual nature of the environment. Therefore, it's vital to approach photoshoots with a clear vision about highlighting the full range of product features within that environment. Consider how props, if any, will be employed and where photos will be used - whether they'll be online-specific or otherwise. Also, depending on product(s), what angle(s) is best - wide angle shot/extreme close-up/both.

Since the majority of Lawn & Garden shoots are staged outdoors, natural lighting becomes key to the photography as well as telling an authentic story. Lawn & Garden photography has a more natural and slightly brighter look than that of Craftsman Tools, but should still feel unified with rich colors, strong contrasts and dynamic camera angles.



PHOTOGRAPHY (CONT.)

ACTION/GLAMOUR

Action/glamour shots give context to the products through environment and action. They are more dynamic than standard product shots because of the camera angle and lighting. Craftsman® product must be central to shot and should be shown being used heroically in real-world situations. Craftsman logo must be visible whenever possible. Workers employing product are always secondary.

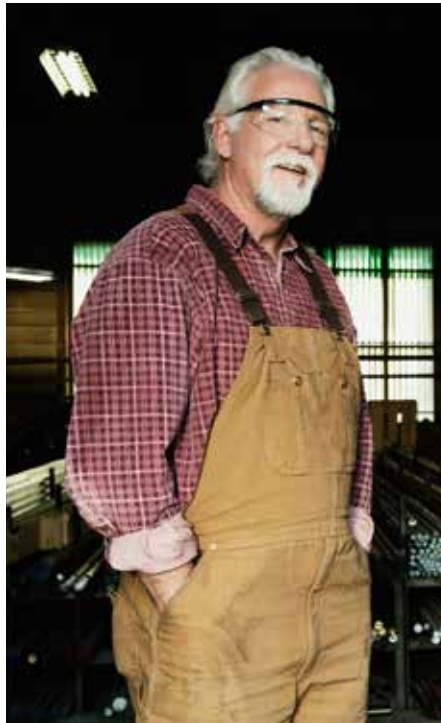
"Action" or "glamour" product shots differ from standard product shots, which are primarily used for packaging. For direction on product photography please refer to pages 117-119 and 136.



PHOTOGRAPHY (CONT.)

MODEL CASTING

Casting should reflect the pioneering spirit of Craftsman® – confident, dependable and driven to succeed. Craftsman is tied to the American experience – representing a legacy built on real people doing real work. This should be reflected in the models chosen, as they should be relatable, strong and laser-focused.





MADE TO MAKESM

We believe we're all born to create, make and shape. To build amazing, incredible things. Because this is bigger than just a hobby - it's our birthright. It's an urge to build something out of nothing and through innovation, trust and value, craft a legacy that endures.

Bridging the gap between what Makers have and what they're capable of achieving, Craftsman® fuels the fire by making "making" happen and helping today's "Makers" focus on their passions. And not just because we want to. It's what we were made to do. So get a Craftsman tool in your hand and get out there. Because just like you, we're Made to Make.

MADE TO MAKESM [CONT.]M A D E  M A K ESM**PREFERRED LOGO LOCK-UP**

The logo is a valuable brand asset, that at-a-glance, infuses the Craftsman brand with an entrepreneurial, actionable vibe. This logo is for use over all dark backgrounds.

M A D E  M A K E**REVERSED LOGO LOCK-UP**

The logo is for use over all light backgrounds.

M A D E  M A K E**ONE-COLOR LOGO LOCK-UP**

Only use this version of the logo when the full color version is not an option.

MADE TO MAKESM [CONT.]

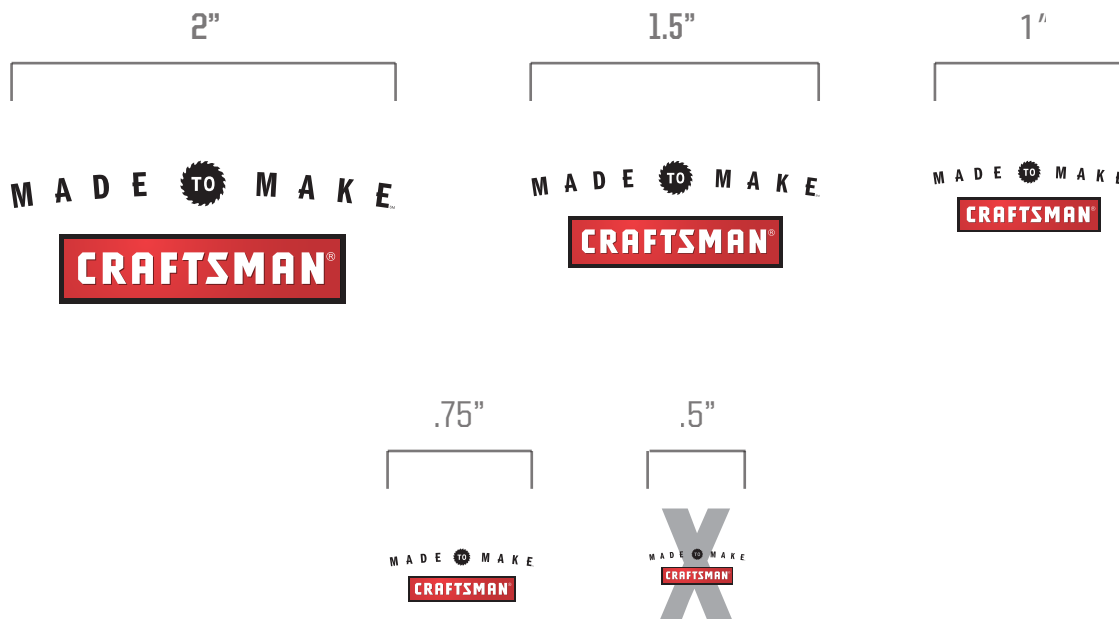
LOGO CLEAR SPACE

The space marked X is the minimum space that must be maintained around the "Made to Make" logo lockup in all cases.



SIZING

The full logo lockup may not appear smaller than .75" wide to ensure legibility of the "Made to Make" wordmark.



MADE TO MAKESM [CONT.]

CAMPAIGN FONT

The Franklin Gothic typeface is reserved for brand initiatives leveraging the Made to Make campaign. It does not replace the existing Craftsman® brand fonts.

ITC FRANKLIN GOTHIC DEMI CONDENSED

HEADLINE FONT

ITC FRANKLIN GOTHIC DEMI & BOOK CONDENSED ITALIC

MADE TO MAKE ITALIC FONT

MADE TO MAKE ITALIC FONT

ITC FRANKLIN GOTHIC BOOK CONDENSED

MADE TO MAKE SUBHEADLINE FONT

ITC FRANKLIN GOTHIC BOOK CONDENSED - BODY COPY

Lorem ipsum dolor sit amet, mea error deserunt te, id duo idque denique scribentur. Et vim utroque incorrupte, pro an menandri tractatos, vel et essent inermis. Mea ex esse ubique minimum, inani dicit discere ius et.

MADE TO MAKESM [CONT.]

MADE TO MAKE PHOTOGRAPHY

Made to Make photography should place its focus on the process and culture of “Makers” versus just tools. Photography should utilize real light and environmental shots versus studio, as this allows for a more realistic feel.





MADE TO MAKESM [CONT.]

COMMUNICATION GUIDELINES

Made to Make is all about inspiring the builder that lives in all of us.

This initiative focuses on helping America rediscover its tools, inspiring people to make – versus just buy or assemble – once again. Made to Make places the focus on “Makers” – their projects, processes and motivations – rather than just tools.

TONE OF VOICE

Reflecting the personality of those profiled in the Made to Make initiative, the tone is one of innovation, focus and a can-do attitude. Additionally it's ambitious, motivational, intelligent – but never pushy.

When using the Made to Make tone of voice, it's important to speak to, and inspire the consumer to make/build/create, as well as inject a modicum of wit wherever possible. Examples:

“Legacies aren't built. They're made.”

“Let your hands do the talking.”

“Make a name for yourself. And a table.”

When it comes to speaking to product in the Made to Make tone, it's essential to explain product features/innovations with a payoff to a clear benefit:

“Uniquely designed to deliver greater torque with every turn. The versatility of 6 tools packed into 1.”

LOOK/FEEL

Authentic, current, featuring “Makers” and their projects as heroes.

MUST-HAVES FOR MADE TO MAKE MESSAGING

1. Always ensure main message ladders up to the Craftsman brand pillars – innovation, trust and value.
2. Use CRAFTSMAN®/“Made to Make” logo lockups.



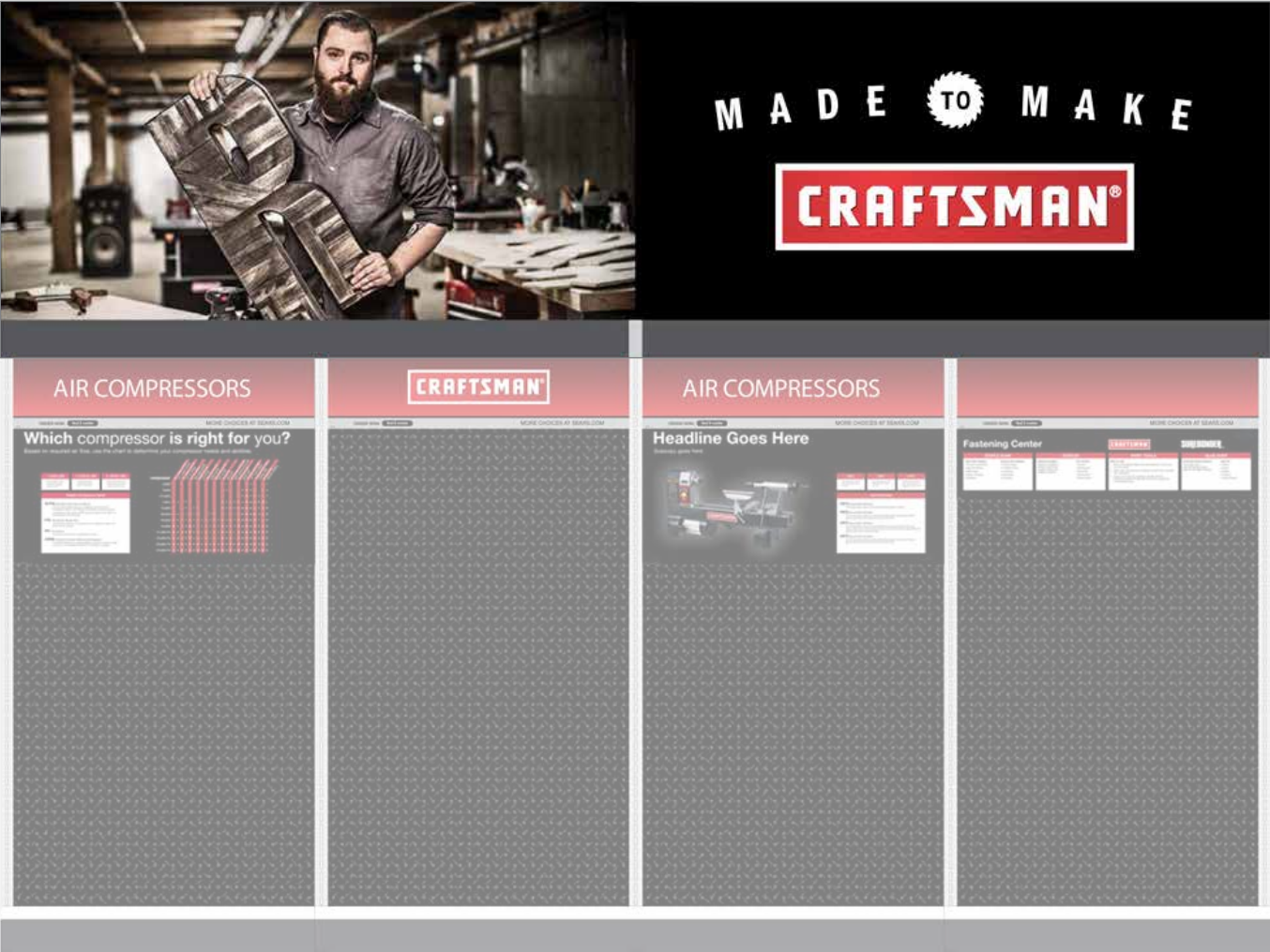
MADE TO MAKESM [CONT.]

USAGE AND INTEGRATION - IN-STORE

The Made to Make campaign is a recent incarnation of Craftsman® branding. Its usage and integration is still evolving, but it currently lives in a few key areas, helping define a broader vision: a nation of "Makers," united by their desire to build and create.

While the majority of Made to Make currently lives on social media, it's also prominent at the in-store level.

IN-STORE - PERIMETER/BACKWALL



MADE TO MAKESM [CONT.]

USAGE AND INTEGRATION - PRINT

This medium is vital for communicating the Made to Make campaign to our consumers. Key principles must be followed when creating print ads:

- ▶ **HEADLINES** should always be bold, confident and inspirational, relating to "making" and hinting at a specific category - automotive, DIY, woodworking, etc., with punctuation for emphasis.
- ▶ **PHOTOGRAPHY** should always show action, energy, be candid and whenever possible, feature a workshop, workbench or both.
- ▶ **LOGOS** for Made to Make and Craftsman brand should be featured in the bottom right-hand corner, with the Made to Make logo situated above the Craftsman logo, not overlaid.

**START WITH VISION.
FINISH WITH PRIDE.**

MADE TO MAKE
CRAFTSMAN

CHUCK LEE | OVILLA, TX
CRAFTED A MAPLE WOOD BANJO

PLUNGE BASE ROUTER
Take the guesswork out of your woodworking projects with the Craftsman Plunge Base Router. The New Digital Interface automatically sets the correct RPM, so you can easily get the best cut, every time. Find it at Craftsman.com/wood.

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**LEGACIES
CAN BE BUILT
IN YOUR GARAGE**

MADE TO MAKE
CRAFTSMAN

PETE TALBOT | DANVERS, MA
BUILT HIS RIDE DREAM

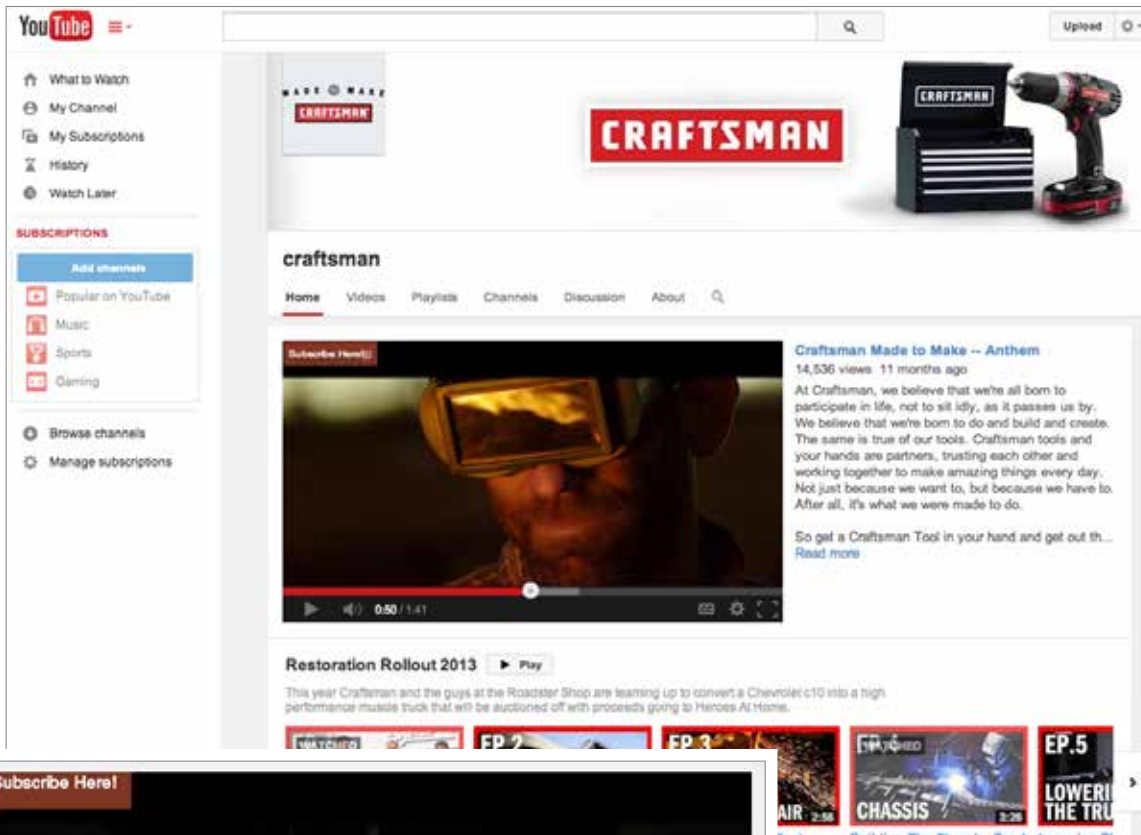
MAX ACCESS MECHANIC'S TOOL SET
With the Craftsman 80 Piece Max Access Mechanic's Tool Set, working in the garage seems more like play. The Pass Thru socket design will fit over long bolts and long studs, providing easy access to any fastener. Get your hands on a set at Craftsman.com/auto.

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MADE TO MAKESM [CONT.]

USAGE AND INTEGRATION - YOUTUBE

YouTube content is featured on Craftsman.com, in Craftsman Club (projects) – both of which are promoted on the Craftsman homepage – as well as throughout the main site. YouTube content is also featured on PDPs and vertical pages. Consumers viewing the content on the homepage and Club will then be enticed to submit their own content to the YouTube channel.



MADE TO MAKESM [CONT.]

USAGE AND INTEGRATION - FACEBOOK

The use of Facebook in the Craftsman® brand strategy is to increase brand awareness and engagement, brand loyalty, member acquisition and ultimately, conversion.

The image displays three screenshots from the Craftsman Facebook page, illustrating brand integration and marketing execution.

Top Screenshot: Facebook Cover Photo
 The cover photo features a red Craftsman lawnmower in a grassy field. Text overlays include:
 - "QUIETER THAN A TORO" (top left)
 - "KICKING GRASS AND TAKING NAMES" (center, inside a shield)
 - "FASTER THAN A DEERE" (top right)
 - "MADE TO MAKE CRAFTSMAN" (bottom left, with the Craftsman logo)
 The page name "Craftsman" and "1,146,764 likes · 1,461 talking about this" are visible below the cover photo.

Bottom-Left Screenshot: Video Post
 A video post titled "How To Make A Dado And Rabbit Joint" is shown. It includes a "TIP. CRAFTSMAN" overlay and a description: "Need to make a dado or rabbit joint but don't know how? Well, master craftsman Rob North walks you through the steps so you can make...". The video player shows a duration of 0:02 / 4:20.

Bottom-Right Screenshot: Deal Post
 A post titled "DEAL OF THE DAY: Save \$146 on our 189-piece Professional Mechanic Tool Set. Today only \$349.99. #dealoftheday" is displayed. It includes a link "oak.ctx.ly" and a photo of the tool set. The post has 88 likes and 2 comments.



VISUAL LANGUAGE

IN THIS SECTION:

- ▶ TYPOGRAPHY
- ▶ COLOR
- ▶ BUTTONS
- ▶ TEXT LINKS
- ▶ ICONOGRAPHY

TYPOGRAPHY

Quantico bold or regular – main headlines.

Arial bold – tagline/secondary message

Arial regular – all body/text

C c

QUANTICO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]_+?><":{}] [

C c

QUANTICO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]_+?><":{}] [

C c

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+?><":{}] [

C c

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+?><":{}] [



COLORS AND TYPE

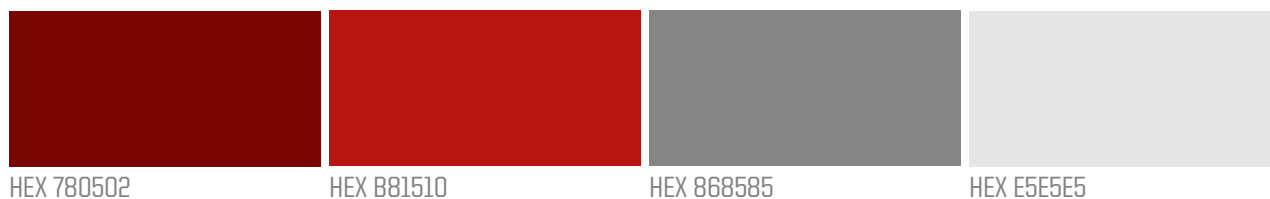
CRAFTSMAN MARKETING COLOR PALETTE

The primary Craftsman® colors are Craftsman red and black. The secondary colors mimic the primary colors; dark reds and grays. The tertiary colors are complement colors to the pallet; green, blues and tans.

PRIMARY PALETTE



SECONDARY PALETTE



TERTIARY PALETTE



BUTTONS

Buttons always start with action verbs in present tense and imperative mood. Try to make the button a single word, but you may go up to 3 if needed. Buttons are always full caps.

The following are the approved calls-to-action buttons:

- BUY NOW
- SHOP NOW
- WATCH VIDEO
- LEARN MORE
- GET STARTED
- VIEW DETAILS
- ENTER NOW
- VIEW ALL

New button language may be created as needed when one of the above will not work.

BUTTON BACKGROUND HEX EE2128 STROKE 1 PIXEL HEX B81510	BUTTON TEXT ALL CAPS ARIAL BOLD 13 pt HEX FFFFFFFF	32px	PRIMARY	OFF STATE
BUTTON BACKGROUND HEX B81510 STROKE 1 PIXEL HEX B81510	BUTTON TEXT ALL CAPS ARIAL BOLD 13 PT HEX FFFFFFFF	32px	PRIMARY	OVER STATE
BUTTON BACKGROUND HEX FFFFFFFF STROKE 1 PIXEL HEX FFFFFFFF	BUTTON TEXT ALL CAPS ARIAL BOLD 13 PT HEX 333333	32px	SECONDARY	OFF STATE
BUTTON BACKGROUND HEX E5E5E5 STROKE 1 PIXEL HEX E8E8E8	BUTTON TEXT ALL CAPS ARIAL BOLD 13 PT HEX 333333	32px	LEARN MORE	OVER STATE
BUTTON BACKGROUND HEX FFFFFFFF STROKE 1 PIXEL HEX FFFFFFFF	BUTTON TEXT ALL CAPS ARIAL BOLD 13 PT HEX 868585	32px	FILTER	OFF STATE
BUTTON BACKGROUND HEX E5E5E5 STROKE 1 PIXEL HEX E8E8E8	BUTTON TEXT ALL CAPS ARIAL BOLD 13 PT HEX 333333	30px	FILTER	OVERSTATE
BUTTON BACKGROUND HEX E5E5E5 STROKE 1 PIXEL HEX FFFFFFFF	BUTTON TEXT ALL CAPS ARIAL BOLD 13 PT HEX 868585	30px	TOP SELLERS ▼	