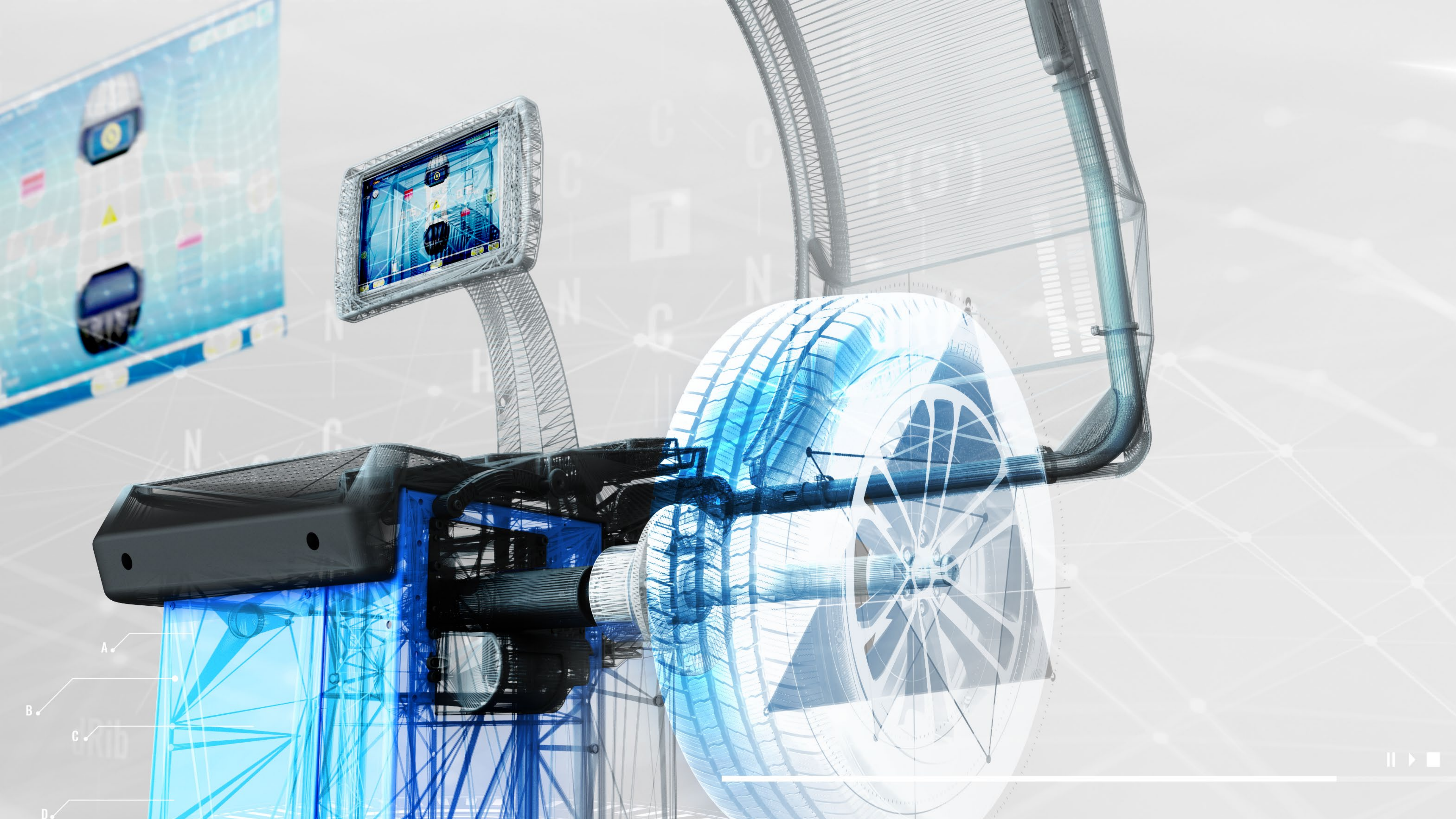




## BRAND GUIDELINES





A

B

C

D





# *CONTENT*

01. BRAND FOUNDATIONS

02. LOGO

03. COLOR PALETTE

04. TYPOGRAPHY

05. PRODUCT ID

06. DESIGN ELEMENTS

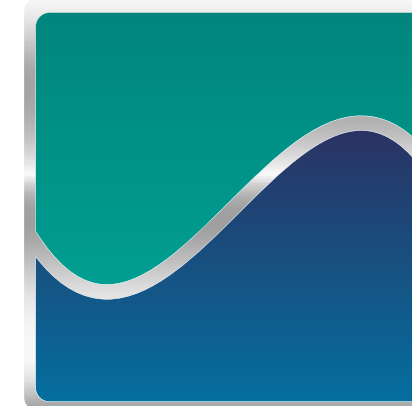
07. TSS FAMILY

# *01. BRAND FOUNDATIONS*

# ***BRAND SNAPSHOT***

Since 1931, Hofmann has been the world's benchmark in vehicle wheel service equipment and technologies. With a commitment to innovation, precision and engineering excellence, Hofmann partners with shop owners and technicians to deliver quality wheel service equipment that sets the standard. The Hofmann brand is characterized by:

# **HOFMANN**®



**INNOVATION** ✓

**PRECISION** ✓

**ENGINEERING EXCELLENCE** ✓

# BRAND FOUNDATION

HOFMANN IS PART OF SNAP-ON

A brand is the perceived image a company and its products have in the marketplace, consistently identifying the organization and the products and services it provides. The brand provides a point of difference, a reason to choose one company and one product line over another, based on expectations and performance - what customers expect.

The Hofmann brand identity serves as the basis for projecting a distinctive company image that allows the Hofmann brand

to clearly distinguish itself from competitors, to maintain and achieve high brand familiarity. If used consistently, it will help communicate to the public how Hofmann sees itself and firmly anchor the perception of the brand in the market.

**Hofmann is perceived as a classic German brand, providing the highest quality products developed with a commitment to product innovation, precision and engineering excellence.**

## INNOVATION

Hofmann is a world leader in vehicle wheel service technologies.

## PRECISION

Providing equipment for wheel service - wheel balancers, tire changers, wheel aligners, automotive lifts, brake testers, test lanes and chassis dynamometers, with many pioneering and patented technologies, Hofmann is a guarantee for quality.

## ENGINEERING EXCELLENCE

With a long heritage of innovative products, driven by German technology, Hofmann is a synonym for engineering excellence.

# *02.*

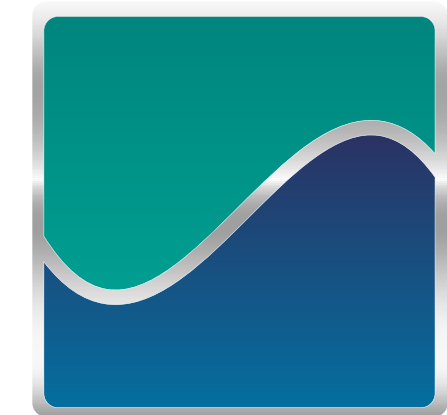
# *LOGO*

# 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.

## THERE ARE TWO TYPES OF HOFMANN LOGO

**HOFMANN**®



Primary Logo



# LOGO

## Primary Logo Usage

## Secondary Solid Version logo usage

OPTIMUM



ACCEPTABLE

# LOGO

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





# LOGO

Do not alter the color of the logo or add effects such as shadows or gradients.

Do not squeeze or stretch the logo, always scale it proportionally.

Do not use the tagline with logo.



# LOGO

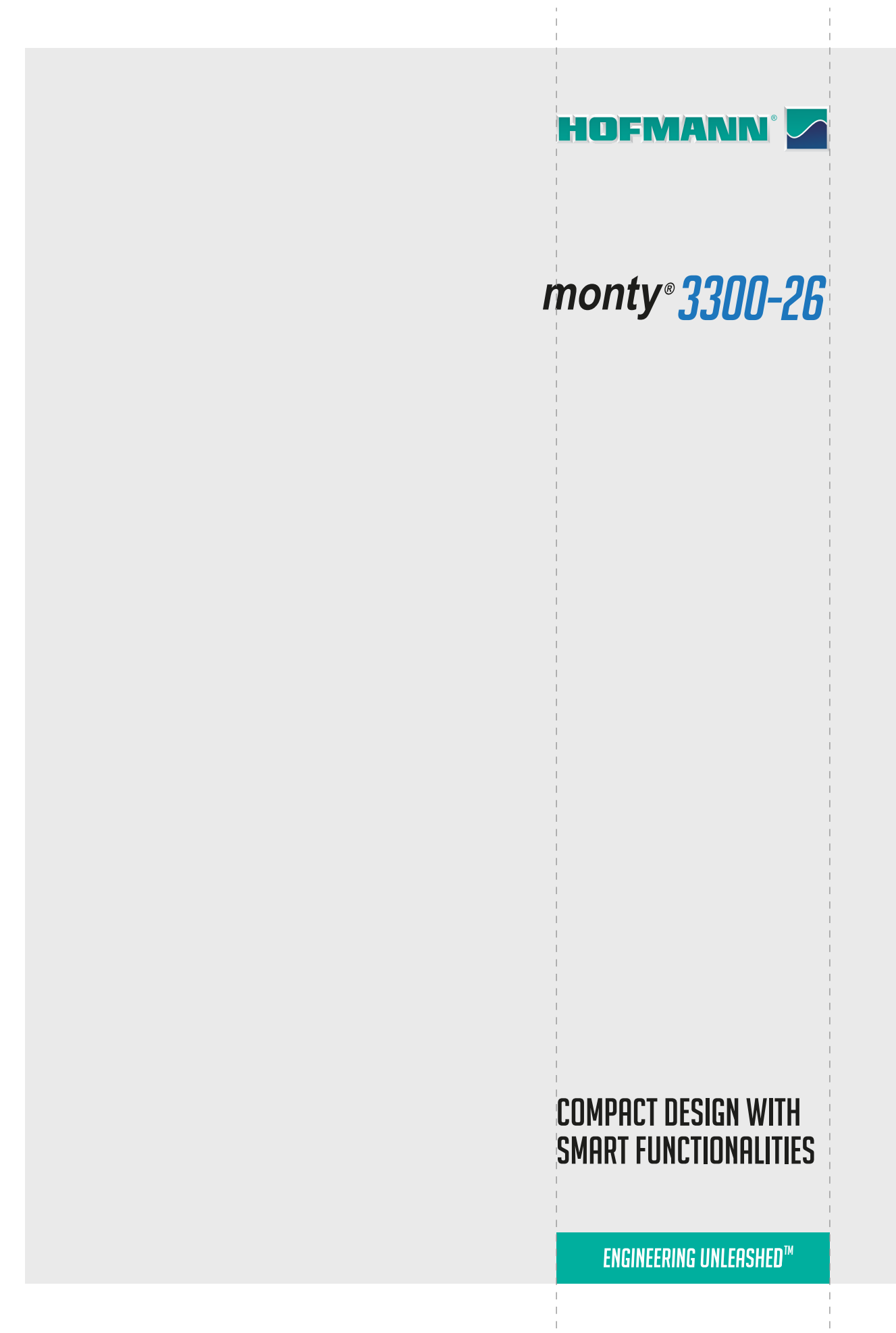
## TAGLINE

The tagline cannot be used unless the primary logo has been used first to identify the brand.

The tagline should not be used as a main graphic element in any design.

**ENGINEERING UNLEASHED™**

BigNoodleTitling Oblique





# *03.*

# *COLOR PALETTE*

# COLOR PALETTE

	RGB 29 118 188 HEX/HTML 1D76BC CMYK 85 50 0 0 RAL 0000
	RGB 0 175 158 HEX/HTML 00AF9E CMYK 90 0 49 0 RAL 0000

MAIN COLORS

RGB 52 52 110 HEX/HTML 34346E CMYK 100 100 40 0 RAL 0000	RGB 000 000 000 HEX/HTML 000000 CMYK 0 0 0 100 RAL 0000
RGB 0 126 115 HEX/HTML 007E73 CMYK 85 25 55 15 RAL 0000	RGB 112 112 112 HEX/HTML 706F6F CMYK 0 0 0 70 RAL 0000
	RGB 208 208 208 HEX/HTML D0D0D0 CMYK 00 00 00 25 RAL 0000

SECONDARY COLORS



# 04.

# *TYPOGRAPHY*

# ***TYPOGRAPHY***

Typographic uses and hierarchies

## HEADINGS

### BIG NOODLE TITLING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## SPECIAL HEADINGS

### BIG NOODLE TITLING OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*0123456789*

## BODY TEXT

### ARIAL NARROW FAMILY

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

# TYPOGRAPHY

Typographic uses and hierarchies

BigNoodleTitling Oblique

BigNoodleTitling

Arial Narrow Bold

Arial Narrow



## COMPACT DESIGN WITH SMART FUNCTIONALITIES

### Wheel Service Excellence

The new monty® 3300-26 smartSpeed+ takes the industry's most advanced capabilities to introduce a robust and oversized tower tabletop tire changer in a compact design with smart functionalities. Specifically engineered for increased speed, operation control, and safety, the new 3300-26 smartSpeed+ offers a live torque analysis with 3 control levels, self-position the TPMS valve, and provides a job report printout indicating the service was performed correctly.

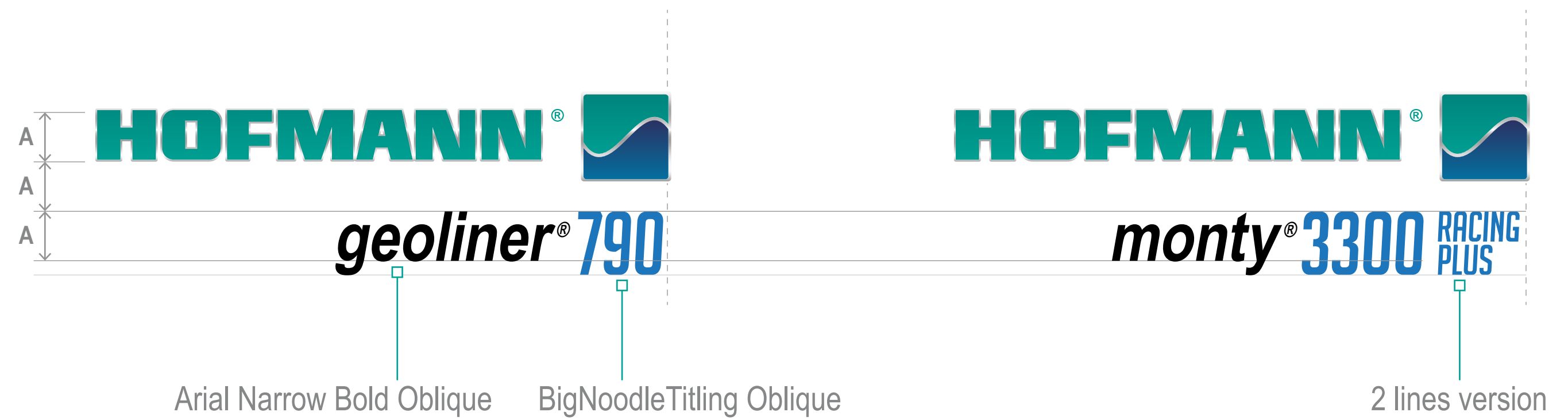
*05.*

*PRODUCT ID*



# PRODUCT ID

The product name and number always appear flush right with the icon, in a fixed type style, size and position. A longer product name and number appear in two lines.



---

# *06. DESIGN ELEMENTS*



# DESIGN ELEMENTS

## IMAGES

When working with product images over backgrounds, the idea is to highlight the color of the equipment, working with an almost monochrome background, adding motion blur and working with Plexus textures to achieve conceptual workspaces.





# DESIGN ELEMENTS

## IMAGES

Use these background images for your product "beauty" shots or "in place" design layout.

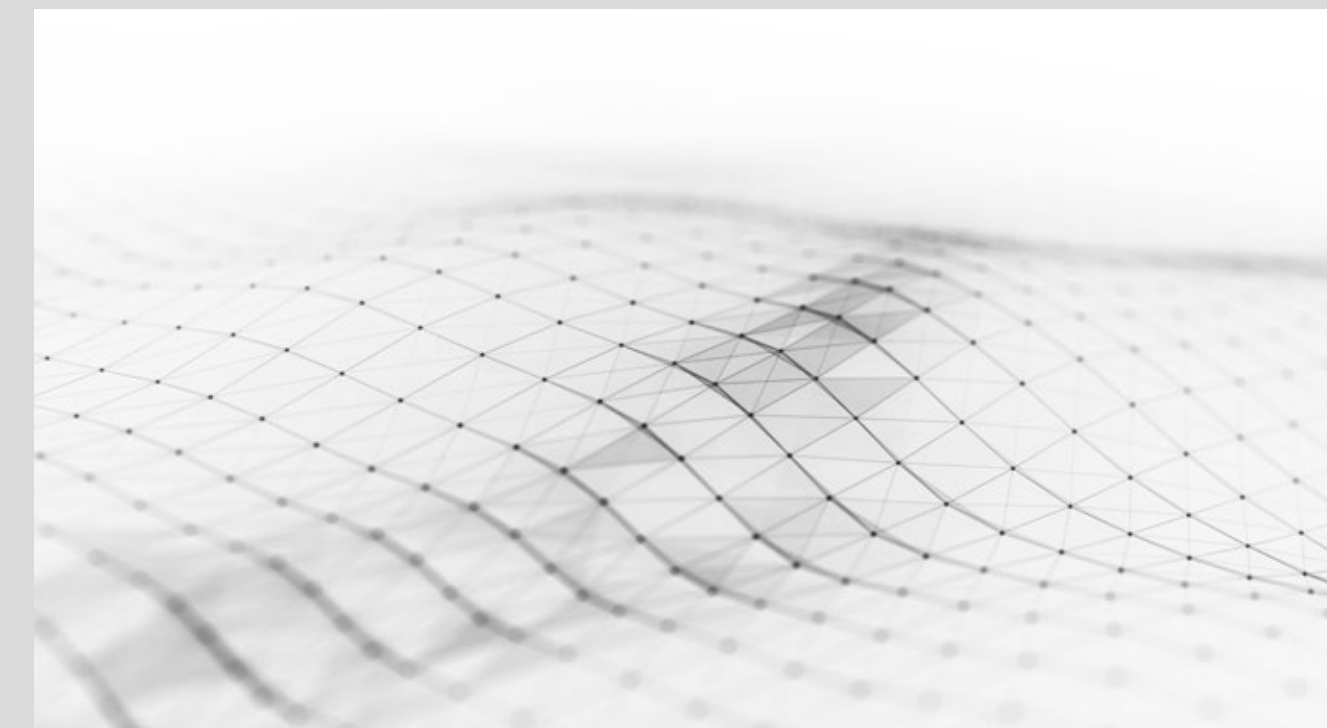
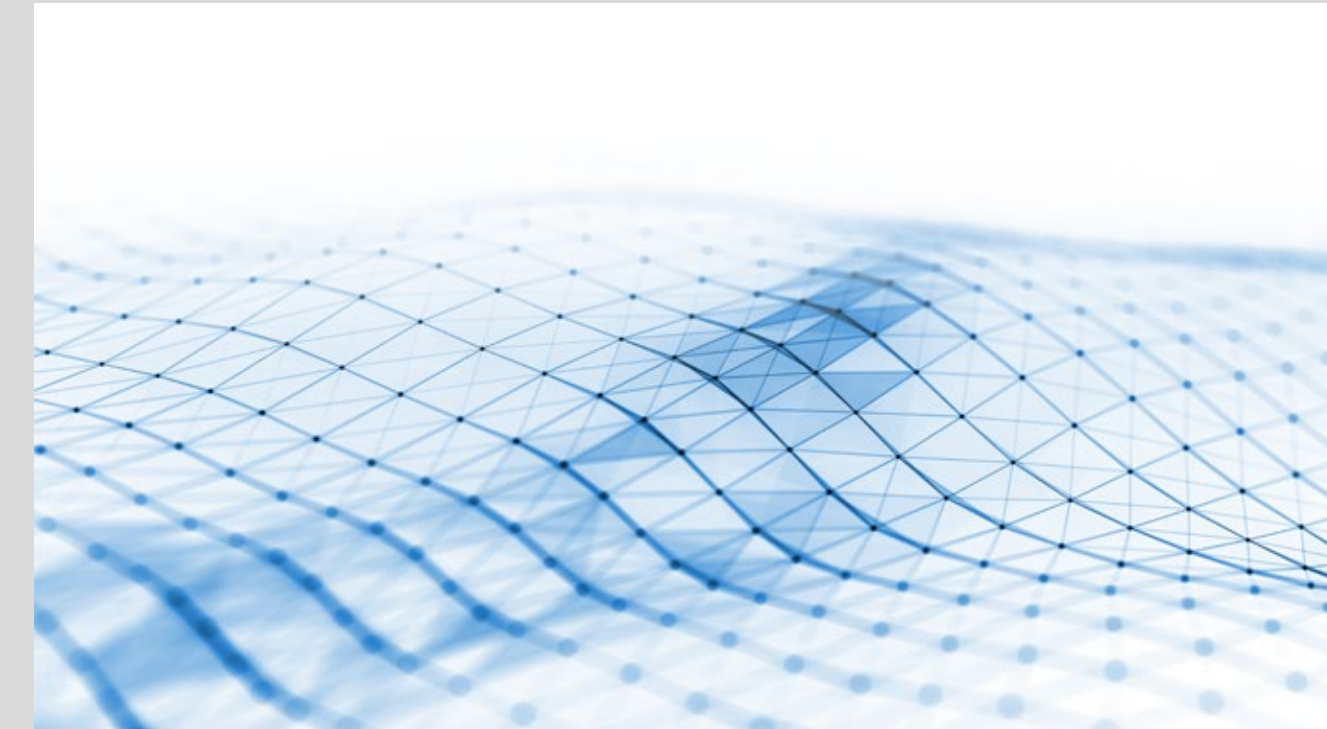
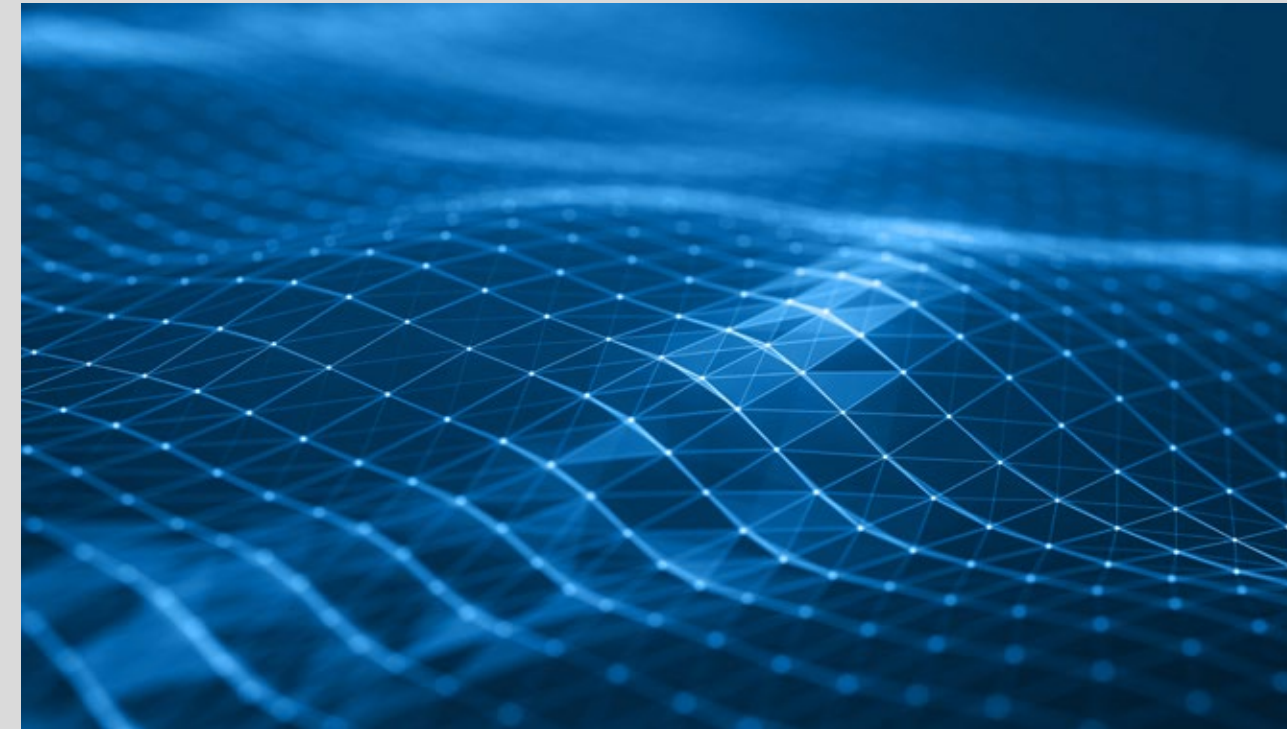




# ***DESIGN ELEMENTS***

## **PLEXUS**

These are the Plexus overlays that may be used over the top of the garage background images to provide texture.

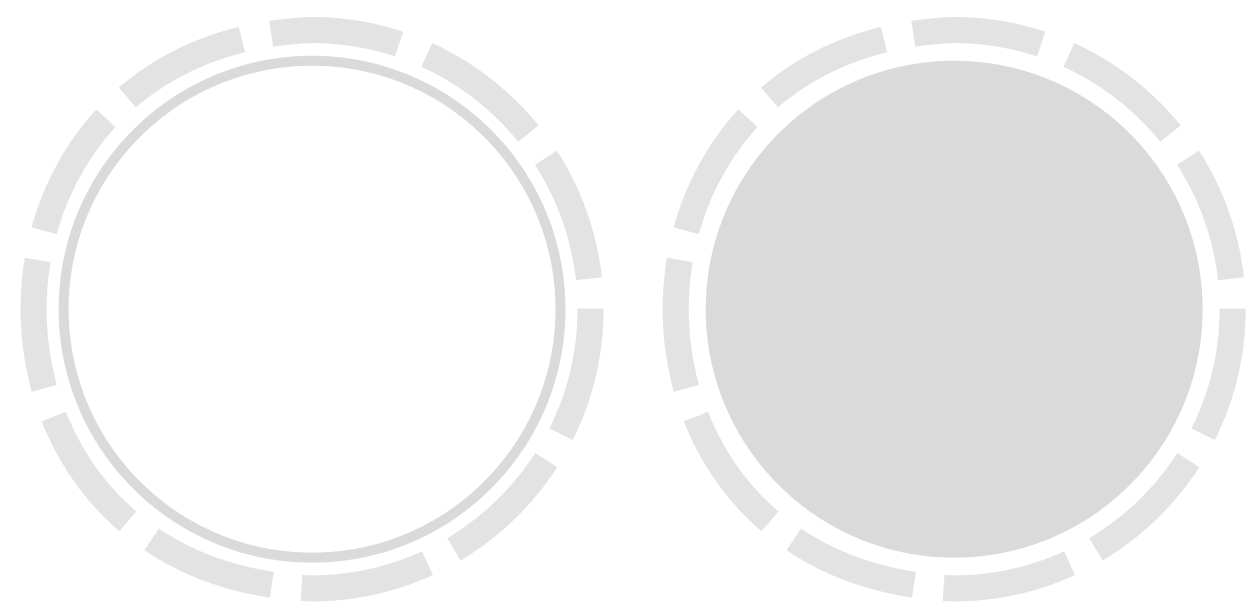


# DESIGN ELEMENTS

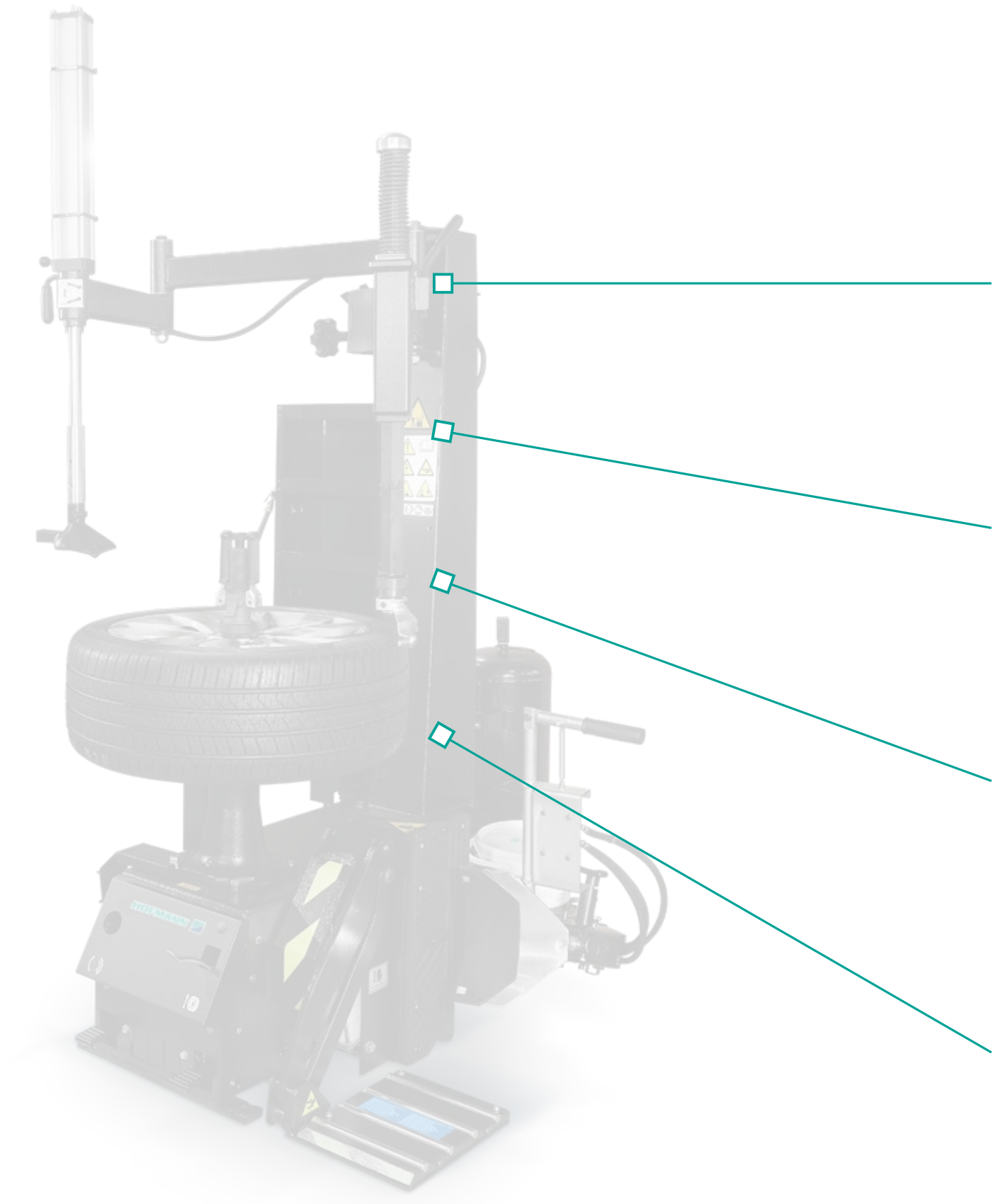
## MISC



These color shape holder and callouts provide a structured appearance to text, bringing attention to key ideas or claims.



Circular targets are used to highlight some important aspect of the equipment.



Uniform lines with circle end points are used to call out features on product images.

## HOFMANN-EQUIPMENT.COM

This is the correct way to display the hofmann web.

*07.*

*TSS FAMILY*

# TSS FAMILY

## ABOUT US

Total Shop Solutions is a family of Snap-on® brands that brings together best-in-class automotive repair products from across the industry. From wheel balancers, wheel aligners 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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