



BRAND GUIDELINES



HERO BRAND

Courage. Strength. Fearlessness. These are the qualities that make up a hero. They courageously travel the roads abandoned by others. They strongly forge ahead through adversity. And they fearlessly hold the line all the way through. Attributes such as these make a hero the champion of the people.

This is Channellock, Inc. Where others have moved their operations overseas, we continue to grow on American soil. Where competitors have chosen to make products with inferior materials for the sake of profit margins, we work with higher quality materials because they yield superior products. Finally, where others have retreated and left behind their core customer base, we've never forgotten the people who've made us who we are today: the American working class. We're the champion of blue collar America and we're damn proud of it.

TARGET AUDIENCE

PROS

We're not targeting the casual home repairman or those who don't take pride in the tools they own. We're going after professionals who take their tools seriously and know the difference quality makes. They're split into two different groups: Veteran Victor and Green Gene. Let's get to know them a little bit.

VETERAN VICTOR: THE SEASONED PRO/SAVVY VETERAN

Veteran Victor knows a thing or two about a thing or two. Passionate about his work, his tools are an extension of who he is and he's regarded as an expert in his field. Veteran Victor considers himself energized and adventurous—he's no "old timer" even though he's been working in his field for decades. Veteran Victor's also brand loyal and will advocate for his preferred brands. He's looking for innovation from a tried and true brand. Although not the youngest, he considers himself to be more trendy than traditional.

GREEN GENE: A YOUNGER PRO/UP AND COMER

Green Gene is somewhat new to his field when compared to Veteran Victor. He's a heavy user/purchaser of tools, but doesn't spend as much as the seasoned vet in his tool selections. Green Gene likes buying tools, but is always looking for a good deal over good quality. This segment is the most likely to shop based on price. Green Genes may develop into Veteran Victors one day and we need to capture them early on.



BRAND ESSENCE

AMERICAN GRIT

Channellock, Inc. represents everything America stands for: hard work, determination and freedom. Our tailored version of this is dubbed as American Grit. We say what we mean, we do what's right and we don't back down. It's straightforward and to the point. Our customers rally with us because we represent them through American Grit and we attract new customers because we don't beat around the bush.

TAGLINE

BUILT STRONG. WORKS HARD. WON'T QUIT.TM

An anthem for our brand and those who use our tools. Every CHANNELLOCK® tool is durable and built to perform. You can trust our American-made pliers work hard and won't quit, so you can get the job done.

LOGOS

Follow these guidelines to ensure brand compliance.

Two-color logo should be used whenever possible—this is the preferred logo treatment.

Red color is always PMS 200.

Logo should always include the registration mark. The ® should live inside the logo.



Use this logo when restricted to one color. The logo should be printed in black only.



The tagline can be used independently or as a lock-up with the logo.

Always include ™ after the tagline.

“BUILT STRONG.” is PMS 200.

“WORKS HARD” is White or 50% Black.

“WON’T QUIT.” is PMS 299.



BUILT STRONG. WORKS HARD. **WON’T QUIT.™**

Use this logo and tagline when you are limited to two colors.



BUILT STRONG. WORKS HARD. **WON’T QUIT.™**

LOGO DON'TS

Follow these guidelines to ensure brand compliance.



DON'T CHANGE THE COLOR



DON'T USE EXPIRED LOGOS



DON'T DISTORT THE LOGO



DON'T COVER THE LOGO



DON'T MISSPELL CHANNELLOCK



DON'T ROTATE THE LOGO

SECONDARY LOGOS

Follow these guidelines to ensure brand compliance.



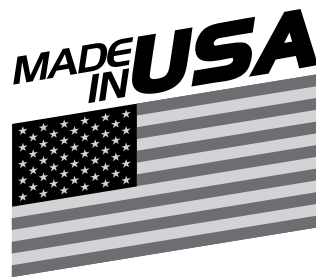
Use this logo with American-made tools that are forged with U.S. Steel.

Never use the Made in USA logo with non-American made tools. To qualify as ‘American-made,’ the tools must be completely manufactured and assembled in the U.S. from 100% U.S. sourced component parts.

(Do not use with mechanic tool sets, adjustable wrenches, etc.)



Use this logo with American-made tools that are not made with forged steel.



Use this logo only with authentic CHANNELLOCK® products. Can be used as either square or horizontal format.

PRODUCT FEATURE LOGOS

Follow these guidelines to ensure brand compliance.

These product features can be used in combination on an individual product. A plier from the **E SERIES™** can have **XLT™** technology as well as **CODE BLUE®** grips.



Xtreme Leverage Technology (XLT™) positions the rivet closer to the cutting edge so considerably less force is required to cut than other high leverage designs.



These pliers were designed with precision and space limitations in mind.



The BIGAZZ® is our iconic large duty, Straight Jaw Tongue and Groove Plier. At 20.25" with a 5.5" jaw capacity, the BIGAZZ® is built for the big jobs. The only products that have the BIGAZZ® name are the 480 and 483.



These are adjustable wrenches that feature an extra wide jaw opening.



This is a premium grip shaped perfectly to fit in your hand and coated for an extremely soft feel. They can be identified by their blue and red grips.



Uni-Fit® is only available on the 39100 16 PC. Pass-Thru Uni-Fit® Socket Set. Uni-Fit® Socket Sets have a wide range of attachments such as HEX, 12 pt, External TORX®, Spline, and Square.



These pliers have a special parrot nose design for added strength that is ideal for round surfaces.



A special jaw design allows the pliers to grip down on many shapes for added versatility.



All tongue & groove pliers have laser heat-treated teeth that grip tight.

*Uni-Fit® is a registered trademark of AWI Acquisition Company. TORX® is a registered trademark of Acument Intellectual Properties, LLC.

TRADEMARKS

Follow these guidelines to ensure brand compliance.

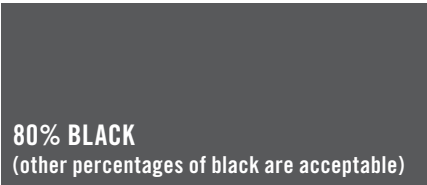
The following are registered ® and unregistered ™ trademarks and logos of Channellock, Inc., to be used as indicated (with and “®” or “™”) when advertising CHANNELLOCK® products.

CHANNELLOCK®	House trademark for all products
CHANNELLOCK BLUE® color	House trademark for a number of products identified by their distinctive handle
GRIPLOCK®	CHANNELLOCK® part numbers GL-6, GL-10, GL-12
BIGAZZ®	CHANNELLOCK® part numbers 480, 483
WIDEAZZ®	CHANNELLOCK® part numbers 6WCB, 8WCB
CODE BLUE®	CHANNELLOCK® CODE BLUE® gripped product line
PermaLock®	Fastener on CHANNELLOCK® tongue & groove pliers
LITTLE CHAMP®	CHANNELLOCK® precision pliers
NUTBUSTER®	CHANNELLOCK® part numbers 307, 410, 414
WIREMASTER™	CHANNELLOCK® part numbers 349
SAFE-T-STOP™	No-pinch feature on CHANNELLOCK® product numbers 421, 428
ProfiTurn Center®	All display boards and assortments
420®	9 1/2" CHANNELLOCK® tongue & groove plier
430®	10" CHANNELLOCK® tongue & groove plier
440®	12" CHANNELLOCK® tongue & groove plier
369CRFT™	9 1/2" Linemen's plier with crimper, cutter, & fish tape puller
Built strong. Works hard. Won't quit.™	CHANNELLOCK® tag line
XLT™	CHANNELLOCK® part numbers E348, E348CB, E347, E347CB, E346, E346CB, E318, E318CB, E388, 360, E388CB, E326, E326CB, E338, E338CB, E337, 360CB, E337CB, E336, E336CB, 367, 368, 369, 369CB, 3610
E Series™	CHANNELLOCK® part numbers E348, E348CB, E347, E347CB, E346, E346CB, E318, E318CB, E388, E388CB, E326, E326CB, E338, E338CB, E337, E337CB, E336, E336CB
Get a Grip®	A branding element for all tongue and groove pliers that have laser heat-treated teeth

- CHANNELLOCK® is always one word and never plural.
- CHANNELLOCK® is a registered trademark of Channellock, Inc.
- Always use CHANNELLOCK® in capital letters followed by the type of product or product name, i.e. CHANNELLOCK® pliers.
- Always use Channellock, Inc. when referring to Channellock, Inc. the company.

COLOR PALETTE

Follow these guidelines to ensure brand compliance.



TYPOGRAPHY

HEADLINES SUBHEADS	AGENCY FB BOLD CONDENSED	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
HEADLINES SUBHEADS BODY COPY	TRADE GOTHIC CONDENSED NO. 18 CONDENSED NO. 18 OBLIQUE BOLD CONDENSED NO. 20 BOLD CONDENSED NO. 20 OBLIQUE MEDIUM LIGHT	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
HEADLINES	AERO EXTENDED ITALIC	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#1 RULE - ALWAYS SHOW THE GROOVES



STILL LIFE TOOL IMAGERY

- Tools should always be clearly positioned so that the logo is readable.
- Where possible, show the part number and made in USA.
- Tools should always have the channels easily visible.
- Tools should be placed in a usable position with the handles parallel.
- Plier handles should always be CHANNELLOCK BLUE® PMS 299.



LIFESTYLE IMAGERY

- Model should use the correct tool for the job.
- Model should hold/use the tool correctly.
- Model should look authentic to the trade they are representing.
- Tools should look used, NOT brand new.



PACKAGING

Follow these guidelines to ensure brand compliance.

PRODUCT IS HERO.

CHANNELLOCK® packaging incorporates key consumer insights designed to clearly communicate tool features and benefits our customers' need to make their tool purchase decisions. The overall CHANNELLOCK BLUE® background leverages the familiarity of our comfort grip handles and visually focuses customer attention at point-of-sale. The organization, or HIERARCHY OF INFORMATION is purposeful and plays a key role in building brand awareness, product loyalty and repeat customers.

This Packaging Section provides specific guidelines for organizing package graphics that maintain a strong consumer association with the CHANNELLOCK® brand of tools.

All packaging art files must be created in Adobe® Illustrator.

HIERARCHY OF INFORMATION

- 1 Brand
- 2 Made in USA
- 3 Description & Basic Specs
- 4 Performance & Durability
- 5 Limited Lifetime Warranty

This hierarchy of information MUST BE applied and maintained on all CHANNELLOCK® packaging regardless of structure, size, or configuration.

SEE HOW THE HIERARCHY OF INFORMATION IS APPLIED TO OTHER PACKAGE TYPES LATER IN THE PACKAGING SECTION.



PACKAGING

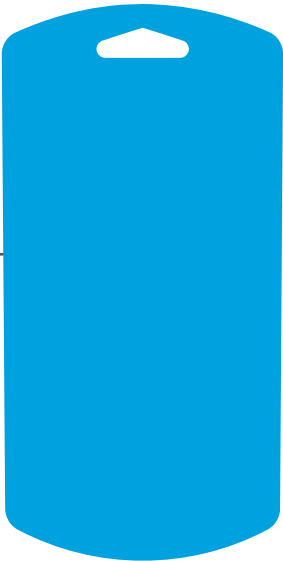
Follow these guidelines to ensure brand compliance.

- 1 the BRAND: CREATE the ICONIC BLUE BACKGROUND** that will serve as the foundation upon which all other package graphics are built. Every package main panel is comprised of a solid field of PMS 299 (CHANNELLOCK BLUE®) that is overlaid with a gradient of PMS 285 (medium blue) beginning at bottom edge of package.

MAKE the BACKGROUND



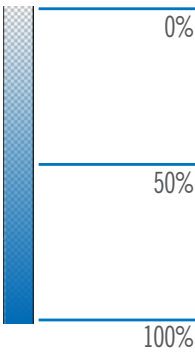
Make the entire package background CHANNELLOCK BLUE®. Set up as a Spot Color.



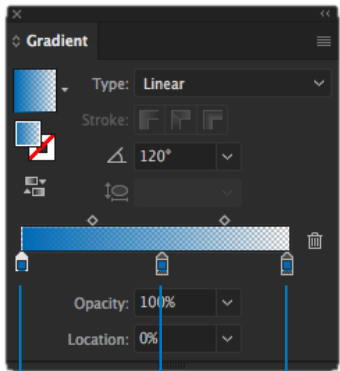
MAKE THE GRADIENT



The sole purpose of the gradient is to provide contrast and visual separation for the CHANNELLOCK BLUE® handle grips.



Adobe® Illustrator Gradient Settings



100%
BEGINS AT
BOTTOM OF
PACKAGE

50%
TOP EDGE
OF HANDLES

0%
POSITION TO
PROVIDE SMOOTH
TRANSITION AND
MAXIMUM EXPOSURE
OF PMS 299

NOTE: Gradient angle and transition is established by where the top of the blue handles end and should flow seamlessly into PMS 299 without creating bands and/or a hard edge. Gradient should never exceed further than half the panel height.

PACKAGING

Follow these guidelines to ensure brand compliance.

1



the BRAND: BUILDING the CHANNELLOCK® 3:2:3 BOWTIE

The CHANNELLOCK® packaging bowtie serves as home for displaying tool size and model/SKU number (i.e. – 10 IN and 430®), and provides strong visual impact at point-of-sale.

1. BOWTIE UNITS OF MEASURE

Create a horizontal band with 8 equal segments that begins with left trim line and end at right trim line.

2. ESTABLISHING the 3:2:3 BOWTIE RATIO

Create 3 rectangles in this order:

- 3 segments wide X 0.41" high
- 2 segments wide X 0.41" high
- 3 segments wide X 0.41" high
- **ALIGN ALL 3 EXACTLY** as shown with a height of 0.5"

Each rectangle
MUST BE
0.41" high

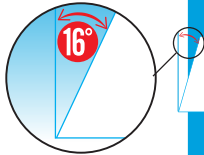
◀ 3 SEGMENTS WIDE ▶

◀ 2 SEGMENTS WIDE ▶

◀ 3 SEGMENTS WIDE ▶

Align the 3 rectangles
as shown.
The combined height
MUST BE 0.5"

3. SKEW ALL 3 RECTANGLES TOGETHER AT 16°



4. BOWTIE SPACING

Move the left and right rectangles **0.6"** away from the center rectangle.
DO NOT MOVE THE CENTER RECTANGLE.

5. COMPLETING BOWTIE

Square the outer sides of both left and right rectangles.
Add bleeds per printer specs.

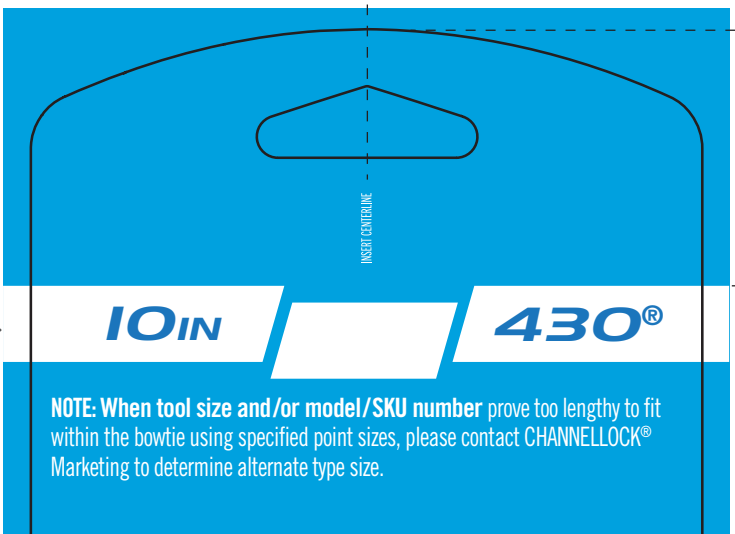
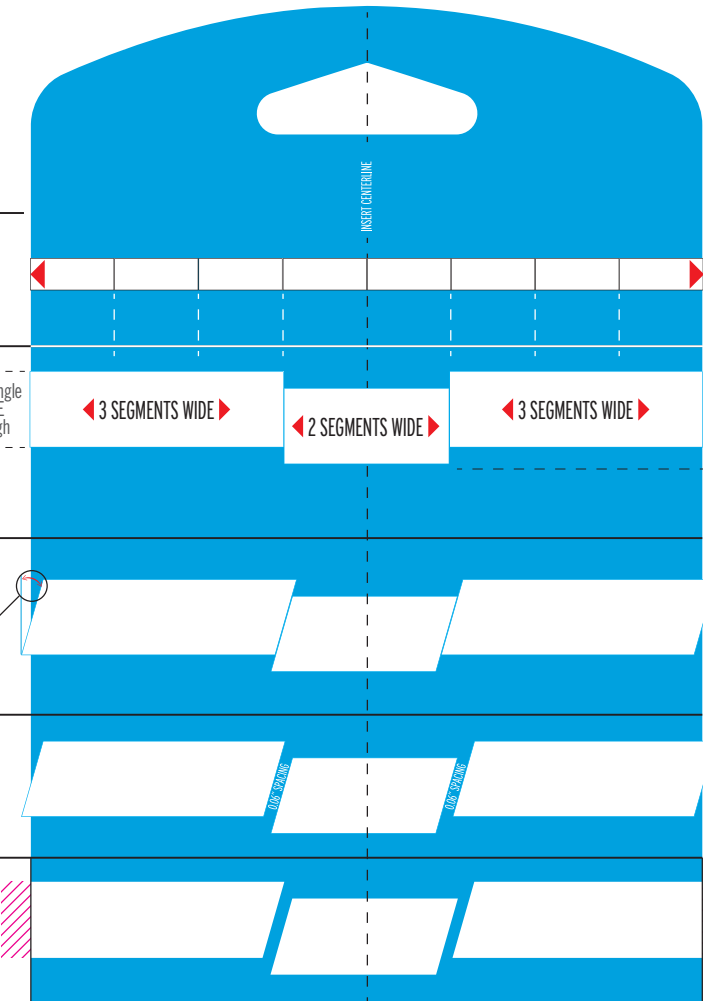
6. CONSISTENT BOWTIE POSITIONING

When displayed side-by-side at point-of-sale, with the tops of packages aligned, CHANNELLOCK® branding requires all bowties to line up.
ALWAYS position top of bowtie **1.375"** down from the top of the insert.

PKG. WIDTH	HEIGHT	WIDTH RATIO
2.875 in	0.5 in	3 : 2 : 3
3.875 in	0.5 in	3 : 2 : 3
4.875 in	0.5 in	3 : 2 : 3
5.875 in	0.5 in	3 : 2 : 3

TYPE SIZE

16pt
18pt
18pt
28pt



NOTE: When tool size and/or model/SKU number prove too lengthy to fit within the bowtie using specified point sizes, please contact CHANNELLOCK® Marketing to determine alternate type size.

PACKAGING

Follow these guidelines to ensure brand compliance.

1 the BRAND: LOGO SIZE & PLACEMENT

The CHANNELLOCK® logo is ALWAYS positioned in the center of the main panel above ALL OTHER graphics and/or informational content. **LOGO SIZE IS TYPICALLY PROPORTIONAL TO 1/2 THE WIDTH OF THE PACKAGE.** This does not mean that the wider the package, the bigger the logo size. Below is a list of current size recommendations relative to current package widths and a suggested approach to logo size.

Established Logo Sizes Relative to Package Width

PKG. WIDTH	LOGO WIDTH
2.875 in	2.0 in
3.875 in	2.5 in
4.875 in	2.5 in

MAXIMUM LOGO WIDTH

The maximum width for the CHANNELLOCK® logo on any width of package is 4". Logos larger than 4" wide will be considered when the final package art is submitted for approval.



PACKAGING

Follow these guidelines to ensure brand compliance.

the HIERARCHY OF PRODUCT INFORMATION



PACKAGING

Follow these guidelines to ensure brand compliance.

the HIERARCHY OF PRODUCT INFORMATION APPLIED TO BACK OF PACKAGE

This represents the gritty, hardworking side of the CHANNELLOCK® brand. Our customers get a closer look into Features & Benefits and are introduced to actual Meadville, PA USA plant workers responsible for the tool they're holding in their hands. It connects our customers to the CHANNELLOCK® family and gives them even more reason to believe CHANNELLOCK® tools are their clear choice... their only choice. And of course the back is where all the usual, required legal content lives.

The Grittier Side of the Brand

The black utilitarian logo, gritty steel background and image of actual worker illustrates the hardworking, pragmatic nature of the CHANNELLOCK® family of tools.

Description & Basic Specs

Just the facts... no fancy bowtie for this side. Tool length, model number and capacities are a quick read.

FONTs: AeroExtended-Italic and Trade Gothic Bold Condensed Oblique for English; Trade Gothic Bold Condensed Oblique for Spanish and French

Performance & Durability

Provides a deeper dive for the customer into features that set CHANNELLOCK® tools apart. Top 3 from front of package lead the way.

FONTs: Trade Gothic Bold Condensed for English; Trade Gothic Condensed Oblique for Spanish and French

1

3

4



5

2

1

Limited Lifetime Warranty

The approved BUILT STRONG. Warranty with "learn more" CTA/instructions.

FONTs: Trade Gothic Bold Condensed for English; Trade Gothic Condensed Oblique for Spanish and French

Made in USA Logo

Purposely juxtaposed, the MUSA logo, BUILT STRONG™ and real life CHANNELLOCK® worker lockup speaks volumes about the CHANNELLOCK® commitment to continue our American manufacturing heritage.

FONTs: AgencyFB Bold Condensed for BUILT STRONG™. Trade Gothic Bold Condensed for English worker name and years of service; Trade Gothic Condensed Oblique for Spanish and French as well as English for the worker's job title

Footer

This space can be used for required legal content including Prop 65 warnings for products not made in the USA.

The affiliation logos lend brand cred and the little man with dark glasses is just cool.

FONTs: Trade Gothic Condensed & Bold Condensed for English, Spanish and French Prop 65 content.

PACKAGING

Follow these guidelines to ensure brand compliance.

EXAMPLES OF OTHER PACKAGING STRUCTURES

The CHANNELLOCK® Packaging Brand. Standards MUST BE APPLIED regardless of package style, configuration and/or structure. Below are examples of acceptable translations described in depth in the preceding pages.

THESE EXAMPLES ARE OF
PACKAGING STRUCTURES THAT MAY
NOT BE MANUFACTURED IN
MEADVILLE & SHOULD BE VIEWED
AS WORKS IN PROGRESS ONLY.



PRODUCT IS HERO CAMPAIGN:

CHANNELLOCK® tools take on heroic qualities to align with the HERO archetype. The headlines highlight product attributes by personifying the tools.

ADS TARGETING CONSUMERS/END USERS:

Include channellock.com on all materials.

ADS TARGETING DISTRIBUTORS:

Include channellock.com and (800) 724-3018 on all materials.

When targeting distributors, copy should NOT include: “you, your, you’re”. Instead use: “your customer”.

CHAN NEL LOCK

CHISELED JAWLINE

BUILT STRONG. WORKS HARD. WON'T QUIT.™

When you gotta get a grip on round stock and tubing, you need pliers with a jaw that's a cut above the rest. The CHANNELLOCK® 442 12" V-Jaw Tongue & Groove Plier's unique jaw design creates more points of contact, giving you more control — all with the legendary strength of a CHANNELLOCK® Tongue and Groove Plier. Our detailed precision helps you get the job done right the first time, every time. Can pliers made by the other guys say the same?

For true American-made pliers:
channellock.com • (800) 724-3018

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CHAN NEL LOCK SHOP 430 PLIERS

STRONG TEETH

BUILT STRONG. WORKS HARD. WON'T QUIT.™

CHAN NEL LOCK

SHARP WIT

BUILT STRONG. WORKS HARD. WON'T QUIT.™

SHOP E357 CUTTING PLIERS

CHAN NEL LOCK SHOP

HOMEGROWN

BUILT STRONG. WORKS HARD. WON'T QUIT.™