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# GLOBAL BRANDING

## CORE BRAND COMMUNICATION

Our core Snorkel™ brand logo forms the basis of our global identity. To maintain consistency of our visual representation we have created these brand guidelines to follow, therefore ensuring the success of the Snorkel™ brand worldwide.

*Please refer to these guidelines every time you need to communicate or create a design using the Snorkel™ brand.*

## SUB-BRAND COMMUNICATION

Our core Snorkel™ brand logo should be used in all instances, unless the purpose is strictly regional or to promote a defined division of Snorkel™. This can include (but is not limited to) regional exhibitions, location specific advertising and direct promotion of a division, for example 'Snorkel™ Parts'. In these cases the Snorkel™ logo with sub-brand communication can be used. Further information on sub-brand logos can be found within these guidelines.

## ABOUT OUR BRAND GUIDELINES

These brand guidelines have been created in a PDF format to be viewed on screen or to be printed out from your office printer. Please be aware that the colours shown are not intended to match PANTONE colour standards when printed out by desktop equipment or viewed on screen. You should refer to your PANTONE colour formula guide to check colours for accuracy.

*It is important that all new designs are submitted for approval. Further details on how to do this can be found on page 24 of these guidelines.*

These brand guidelines will be updated, therefore before progressing any communication using the Snorkel™ brand please make sure you have the latest edition available. This edition was created in July 2018. The aim of these guidelines is to inspire you in the creation of relevant material. All logos and graphic elements are available on request, however should you require artwork not covered in these guidelines please contact the Snorkel™ Marketing Department. Contact details are provided on page 24 of this brand guide.

# SNORKEL BRAND VOICE

The Snorkel brand voice distinctly expresses what the brand stands for, and how it stands apart from the competition. It creates an identity, communicates company values, and therefore, must remain uniform throughout all promotional materials. Do not vary from this “voice” without the approval of the Snorkel Marketing Department. Contact details are provided on page 25.

## PHYSICAL ATTRIBUTES

Bright Orange — Stands out in a crowd  
Simple, Reliable, Robust — Trustworthy  
Curve point box — Balanced

## PERSONALITY TRAITS

Clever - Knows exactly what to say  
Quirky - Fun and not too serious  
Candid - Gets straight to the point  
Humble - Sincerely wants to help  
Approachable - Friendly and easy to work with  
Energetic - Upbeat  
Positive - Always moving forward

## THINGS SNORKEL MIGHT SAY (NOT TAGLINES)

Snorkel always goes above and beyond for you  
We never stop improving, so you can keep on going  
We make your job easier  
We work to make you happy  
We will support you from start to finish  
You can count on us  
We’ve got you

## PRIMARY LOGO

Our core Snorkel™ brand logo consists of the unique Snorkel™ font and 'S' device. Together they create the basis for our visual identity and should not be altered in any way. The primary logo must take priority above regional and division branding. When resizing the logo, maintain its proportions by holding down the **SHIFT** key while dragging the logo corner to change its size.



The logo should never be used smaller than 1.25" w x .22" h. (32mm x 5.6mm)



## PRIMARY LOGO COLOR

The Snorkel™ logo uses the PANTONE 1585C spot color and a true 100% Black. If you are using a logo for a printed project that uses the four color printing CMYK process it is important that you use the CMYK version of the logo. If you are using a logo for a web project, please use the RGB version of the logo. All logo versions are available from the Snorkel™ Marketing Department. Contact details are provided on page 24 of this brand guide.

PANTONE 1585C		C M Y K 0 56 90 0	R G B 221 136 61
		C M Y K 0 0 0 100	R G B 35 31 32

## EXCLUSION ZONE

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. This is also referred to as "clear space" or "runaround." As the diagram indicates, the "exclusion zone" is equal to that of the cap height of the "r" in "Snorkel™."



## REVERSED LOGO

This reversed Snorkel™ logo should only be used in limited cases where it will have a stronger impact than the main core brand logo. It is for use on a black background only.

- The black background should either be the actual base colour of an object, or the black should fully bleed across the design or specified area in a design.
- Never alter the outline of the 'S' device. It has been carefully thought out so when scaled down it won't fill in or disappear.





## SINGLE COLOR LOGOS

Single colour versions of the Snorkel™ logo are available in black or Snorkel™ orange for use in situations where it is not possible to use the full colour logo.

- Please do not change colours to anything other than black or Snorkel™ orange.



## LOGO WITH SUB-BRANDS

Snorkel™ logos with sub-brands have been created for various divisions of Snorkel™ for example 'Snorkel™ Parts' or for regional representation purposes, for example 'Snorkel™ UK'.

- Never change approved sub-brand versions of the logo or create your own as it will undermine the consistency of the overall identity.
- The relationship between the main logo and sub-brand has been carefully considered and should not be altered in any way.
- Sub-brand logos are available or can be created for you by request.

Division Sub-Brand Logo:



Regional Representation Logo:



The exclusion zone application for sub-brand logos only.

Reversed Division Sub-Brand Logo:



Reversed Regional Representation Logo:



## PRIMARY LOGO - UNACCEPTABLE USES

The Snorkel™ logo is the most important aspect of the brand, and it is essential that it is displayed correctly in line with these brand guidelines. The logo should not use any other color treatments, tints or gradients. This includes always using the correct typeface, color and positioning of all elements. The following examples show some unacceptable uses of the Snorkel™ logo. For guidance, please contact the Snorkel™ Marketing Department. Contact details are provided on page 24 of this brand guide.

- Do not distort any portion of the logo.
- Do not crop any portion of the logo.
- Do not tilt the logo.
- Do not rotate the logo.
- Do not rearrange components of the logo.
- Do not add any symbols or other unapproved graphics to the logo.
- Do not change the color of the logo.
- Do not display the logo smaller than 1.25" (32mm) in width
- Do not add drop shadows or other graphic effects to the logo.



# BRAND COLOR PALLET

The Snorkel™ brand colors have been carefully chosen to help support the brand and product imagery.  
Do not use tints or variations of this color palette without approval from the Snorkel™ Marketing Department.

PANTONE 1585C	C M Y K 0 56 90 0		
			Primary
	C M Y K 0 0 0 100		
			Secondary
	C M Y K 0 0 0 85		
	C M Y K 0 0 0 10		
			Tertiary
	C M Y K 0 0 0 50		

# TYPOGRAPHY

The Snorkel™ identity is clean and simple so these complementary fonts have been selected to sit well alongside it.

- As a guide use Avant Garde Gothic Demi for headings and informative copy points alongside Frutiger Light upper and lower case for body copy.
- Font weights can be adjusted on a case by case scenario but use these fonts as a main guide.
- Copy should be arranged left with 2 point additional line spacing. All typography should be kept clean and consistent throughout.

**THE SNORKEL™ LOGO FONT  
SHOULD NOT BE REPLICATED.**

Header / titles / informative copy font:

**AVANT GARDE GOTHIC DEMI** tracking 50  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 !@£\$%^&\* ( ) \_ = + - { } ; : " ' | , . < > / ?**

Extra font option for other design situations (for example exhibition signage):

**AVANT GARDE GOTHIC DEMI** tracking 50  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 !@£\$%^&\* ( ) \_ = + - { } ; : " ' | , . < > / ?**

Body copy font:

**Frutiger Light** tracking 0  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 !@£\$%^&\* ( ) \_ = + - [ ] { } ; : " ' | , . < > / ?**

Information highlight (in body copy) font:

**Frutiger Bold** tracking 0  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 !@£\$%^&\* ( ) \_ = + - [ ] { } ; : " ' | , . < > / ?**

Sample text 9 point over 11 point leading:

## TITLE FORMAT

**At vero eros et accusam et justo odio  
dignissom qui blandit praesent.**

Et harumd dereud facilis est er expedit  
distinct [www.Snorkellifts.com](http://www.Snorkellifts.com) Nam liber  
a tempor cum soluta nobis eligend optio.

- **Bullet Point**
- **Bullet Point**

# WEB & WORD PROCESSOR TYPOGRAPHY

The Snorkel™ identity is clean and simple so these complementary fonts have been selected to sit well alongside it.

- As a guide use Poppins Semi-Bold for headings and informative copy points alongside Open Sans light upper and lower case for body copy.
- Font weights can be adjusted on a case by case scenario but use these fonts as a main guide.
- Copy should be arranged left with 2 point additional line spacing. All typography should be kept clean and consistent throughout.

**THE SNORKEL™ LOGO FONT  
SHOULD NOT BE REPLICATED.**

---

## WEB

---

Header / titles / informative copy font:

**POPPINS SEMI-BOLD** TRACKING 50

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\* ( ) \_ = + - [ ] { } ; : " ' \ | , . < > / ?

Body text:

Open Sans light tracking 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\* ( ) \_ = + - [ ] { } ; : " ' \ | , . < > / ?

---

## WORD PROCESSOR

---

Header / titles / informative copy font:

**Calibri Bold** tracking 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\* ( ) \_ = + - [ ] { } ; : " ' \ | , . < > / ?

Body text:

Calibri Light tracking 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@£\$%^&\* ( ) \_ = + - [ ] { } ; : " ' \ | , . < > / ?

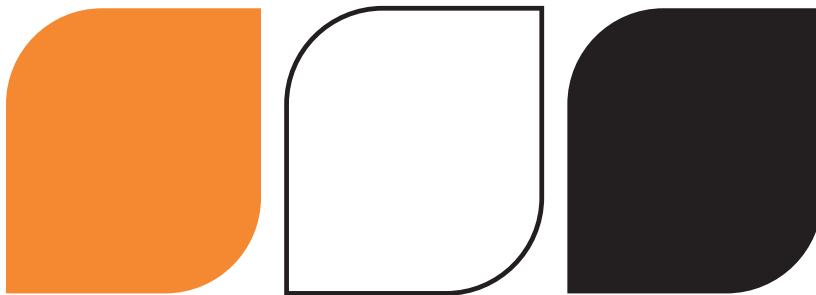
## GRAPHIC ELEMENTS

A selection of graphic elements have been created to enhance the Snorkel™ brand. They can be used within design layouts but should never over power the design or be used to excess.

These elements are for inspiration to strengthen the Snorkel™ brand, but they don't have to be used.



For limited situations, for example exhibition signage, the logo can sit within a curve point box device like shown. This enables the logo to sit over a colour and add strength to the brand for signage. Please use the 'exclusion zone' when setting the logos within the curve point box. **pg. 6**



The corner radius of the curve point is .5625 and can be filled or outlined and be used to hold images or to highlight important copy or bullet points.

**Do not adjust the corner radius!**



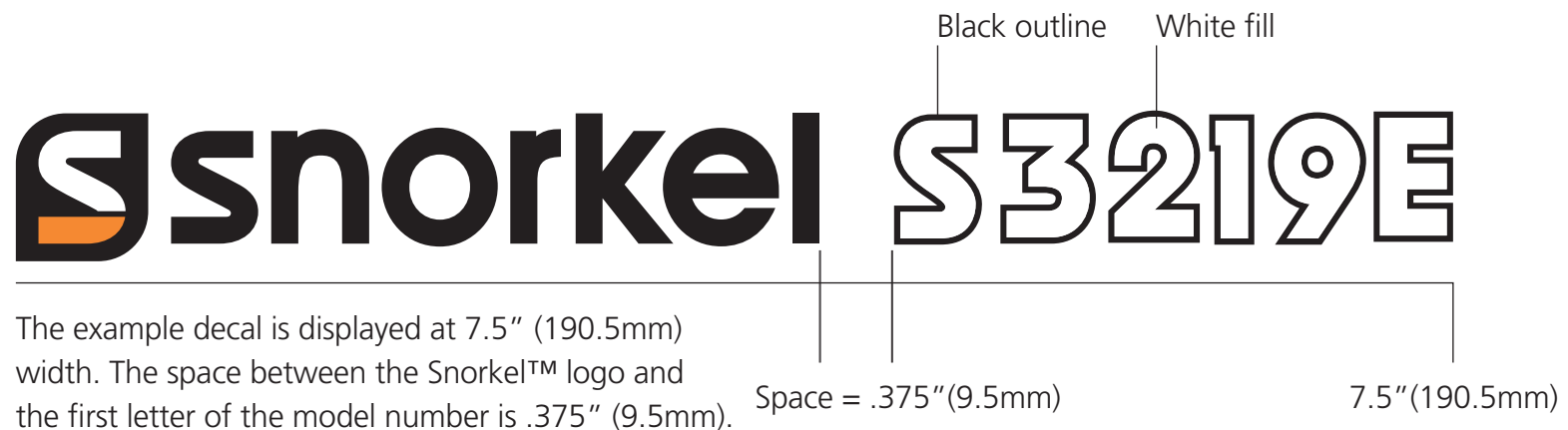
The "S" device is to only be used in the reversed logo option on black in limited situations, for promotional use. The snorkel logo must be used with the "S" device.

**DO NOT USE WITHOUT  
APPROVAL FROM THE SNORKEL™  
MARKETING DEPARTMENT.**

## EQUIPMENT DECALS

These logos have been developed for machine decal application and placement in marketing materials, as appropriate. Do not alter or change the colors of any of the decal elements, and do not create other model names in this style. Model name logos are to be supplied by the Snorkel™ Marketing Department. Contact details are provided on page 24 of this brand guide.

Equipment decals should always be printed as a complete unit - do not print the logo and model name separately, as this will compromise the spacing between the logo and the model name.




When resizing the decal graphic, maintain its proportions and spacing by holding down the **SHIFT** key while dragging the decals corner to change its size.



# PRINT EXAMPLES - BRANDING ADS

Examples of how the logo and brand elements can be used across a range of print advertisement sizes.

Let's talk about  
**features.**



Tem. Ut veniet eliqui de nobiteypor ab in es vella essus eligend estru tomqui nis rez henit doloris is moluptaspid quide er um quos ulpa num snoram voluptior rendi it venectem. Ut ve niet eliqui des nobiteypor ab in es vella essu joi eligend estru tomqui nis rez henit doloris pro blamet quidesto cutte mqut cuylter enis molu ptaspid quide very um quos ulpa num.

Power Charger Indicator Lockable Battery Disconnect Upper Controls Power Outlet

Call Snorkel™ at 1(702) 989-3000 or visit [www.snorkellifts.com](http://www.snorkellifts.com)

**Snorkel SB219E**  
Compact in size. Big on features.

**Snorkel**

Full page

Let's talk about  
**features.**



Tem. Ut veniet eliqui de nobiteypor ab in es vella essus eligend estru tomqui nis rez henit doloris is moluptaspid quide er um quos ulpa num snoram voluptior rendi it venectem. Ut ve niet eliqui des nobiteypor ab in es vella essu joi eligend estru tomqui nis rez henit doloris pro blamet quidesto cutte mqut cuylter enis molu ptaspid quide very um quos ulpa num.

Power Charger Indicator Lockable Battery Disconnect Upper Controls Power Outlet

Call Snorkel™ at 1(702) 989-3000 or visit [www.snorkellifts.com](http://www.snorkellifts.com)

**Snorkel SB219E**  
Compact in size. Big on features.

**Snorkel**

Half page vertical

Let's talk about  
**features.**



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Power Charger Indicator Lockable Battery Disconnect Upper Controls Power Outlet

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**Snorkel SB219E**  
Compact in size. Big on features.

**Snorkel**

Half page horizontal

Let's talk about  
**features.**



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Power Charger Indicator Lockable Battery Disconnect

Call Snorkel™ at 1(702) 989-3000 or visit [www.snorkellifts.com](http://www.snorkellifts.com)

**Snorkel SB219E**  
Compact in size. Big on features.

**Snorkel**

Quarter page

# PRINT EXAMPLES - DEALER BRANDING ADS

Examples of how the logo and brand elements can be used across a range of print advertisement sizes.

Let's talk about  
**features.**



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Power Charger Indicator Lockable Battery Disconnect Upper Controls Power Outlet

**snorkel S3219E**  
Compact in size. Big on features.

Available to purchase from Snorkel™ UK  
Vigo Centre, Birtley Road, Washington, Tyne & Wear, NE38 9DA, U.K.  
T: +44 (0)845 1400 758  
F: +44 (0)845 1537 756  
E: sales@snorkellifts.co.uk

**snorkel UK**

Full page

Let's talk about  
**features.**



Tem. Ut veniet eliqui de nobiteymor ab in heniteligend estru tomqui nis rez henit doll onis pro blamet quidesto cutte mqu cuytter enis molu ptaspid quid.

Power Charger Indicator Lockable Battery Disconnect Upper Controls Power Outlet


**snorkel S3219E**  
Compact in size. Big on features.

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T: +44 (0)845 1400 758  
F: +44 (0)845 1537 756  
E: sales@snorkellifts.co.uk

**snorkel UK**

Half page vertical

Let's talk about  
**features.**



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Power Charger Indicator Lockable Battery Disconnect Upper Controls Power Outlet

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T: +44 (0)845 1400 758  
F: +44 (0)845 1537 756  
E: sales@snorkellifts.co.uk

**snorkel UK**

Half page horizontal

Let's talk about  
**features.**



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Power Charger Indicator Lockable Battery Disconnect Upper Controls Power Outlet

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Vigo Centre, Birtley Road, Washington, Tyne & Wear, NE38 9DA, U.K.  
T: +44 (0)845 1400 758  
F: +44 (0)845 1537 756  
E: sales@snorkellifts.co.uk

**snorkel UK**

Quarter page

## DIGITAL/WEB APPLICATIONS

Examples of how the logo and brand elements can be used across a range of digital web banners.



728X90 Web banner



300X250 Web banner

# PROMOTIONAL PHOTOGRAPHY

When creating professional marketing collateral for promotional purposes, photography should comply with the Snorkel™ house style as shown. Photos of the Snorkel™ products should be vibrant and true color representation. This does not apply to jobsite application photography.



# SNORKEL™ EMAIL SIGNATURE

All Snorkel™ employees must use the approved corporate e-mail signature as shown.  
Employees should contact I.T. support for implementation or updates.

Calibri Bold  
12pt

Jane Doe  
Job Title  
Snorkel™

Line stroke = .25

Snorkel™ logo  
2" width x 0.36" height  
(51mm x 9mm)



Calibri Regular  
11pt

8350 Eastgate Road  
Henderson, NV 89015, USA

Calibri Regular  
11pt

T : +1 (702) 123-4567  
M: +1 (702) 123-4567  
F : +1 (702) 123-4567

Snorkel™  
website graphic

[www.snorkellifts.com](http://www.snorkellifts.com)

Calibri Regular  
8pt

The email and attachments hereto are strictly confidential and intended solely for the addressee. If you are not the intended addressee, please notify the sender by return and delete the message. You must not disclose, forward or copy this email or attachments to any third party without prior consent of the sender.

The Snorkel™ name and logos, and all related product and service names, design marks and slogans are the trademarks of Snorkel™. All rights are expressly reserved herein. Any reproduction, copies, or exploitation in any manner and for any purpose without the express written consent of Snorkel™ is strictly prohibited.

# BUSINESS STATIONERY

Corporate communications should use the approved business stationery which is available from the Snorkel™ Marketing department, including a digital letterhead.

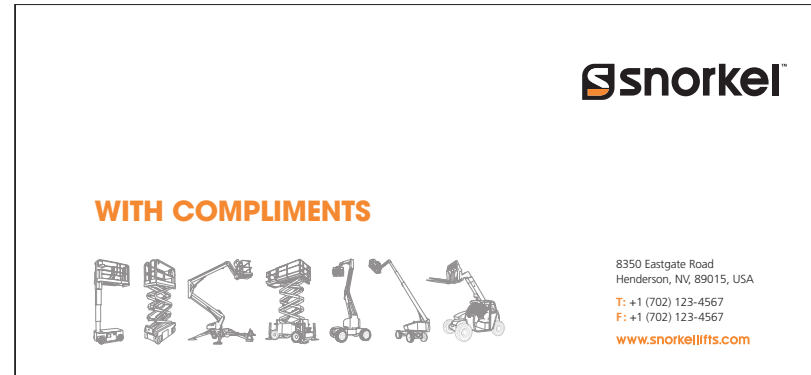
Business card - front



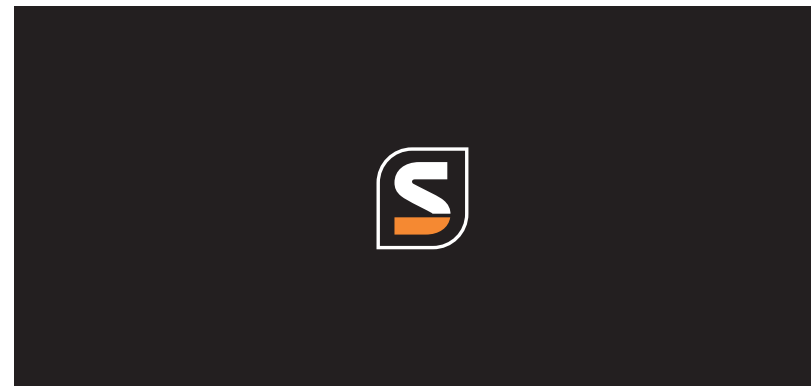
Business card - back



Compliment slip - front



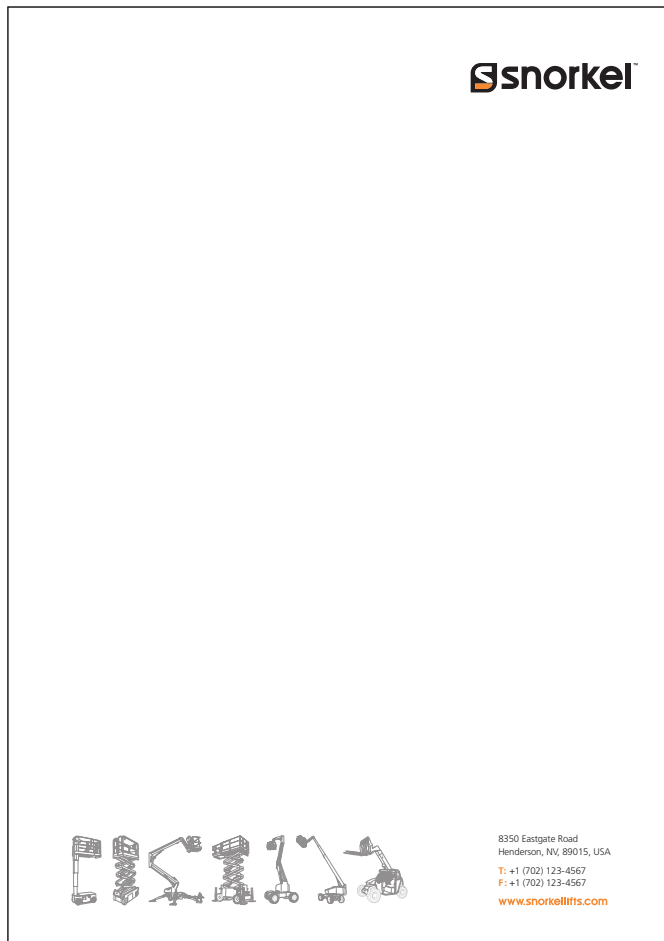
Compliment slip - back



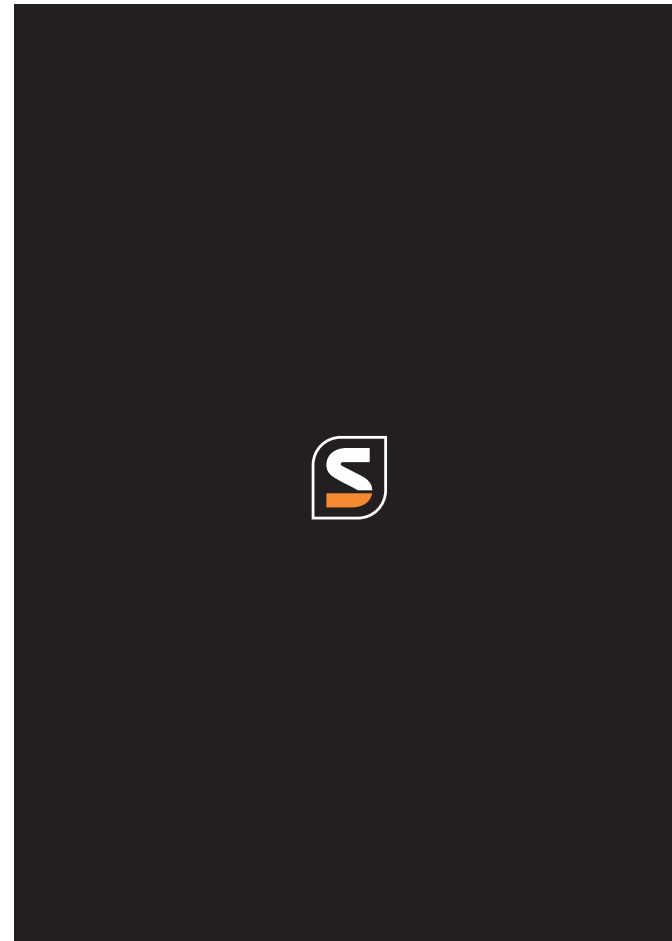
## BUSINESS STATIONERY CONT.

Corporate communications should use the approved business stationery which is available from the Snorkel™ Marketing department, including a digital letterhead.

Letterhead - front



Letterhead - back



## WEB ADDRESS GRAPHIC

A Snorkel™ website address graphic has been created using the unique Snorkel™ font to match the logo style. It should be used in all content where the web address is displayed, except in body copy where it should appear in 'Frutiger Bold' font (see page 12 for more information).

- The preferred colour for the web address graphic is black, however it can be reversed to white on a black background if need be.
- Please do not produce the web address graphic in Snorkel™ orange if possible, unless in limited situations where it will enhance the design.
- Regional website address graphics should only be used regionally.
- If adding copy which is to be linked to the web address, please use 'Avant Garde Gothic Bold' font in upper case to complement the lower case web address style. See example below for how this should look.
- Please use creative discretion when positioning the website address graphic.  
Do not alter proportions or colours other than what has been specified here.

Core Website Address Graphic:

**www.snorkellifts.com**

Website graphic should never be smaller than 1.70" (43mm) in width.

**www.snorkellifts.com**

Use specified uppercase font in Snorkel™ Orange to compliment the lowercase website address style.

**ORDER ONLINE AT www.snorkellifts.com**

Sub-brand Website Address Graphic:

**www.snorkellifts.co.uk**

Website graphic should never be smaller than 1.75" (45mm) in width.

**www.snorkellifts.co.uk**

Use specified uppercase font in Snorkel™ Orange to compliment the lowercase website address style.

**ORDER ONLINE AT www.snorkellifts.co.uk**



## APPROVAL PROCESS & SUPPORT

To ensure consistency of our branding, please follow these guidelines for all content. A copy of any artwork created using the Snorkel™ branding should be sent to the Snorkel™ Marketing Department for approval prior to release into the public domain. Please send all artwork digitally to: **marketing@snorkellifts.com** for support or final approval.

Should you have a requirement to create artwork which is not covered by these guidelines, or for use on a special project, please contact the Snorkel™ Marketing Department to discuss prior to beginning any design work.

### Contact details:

Snorkel™ Marketing Department  
8350 Eastgate Road  
Henderson, NV  
89015  
USA  
T: +1 (702) 727-4929  
F: +1 (702) 628-9401  
E: [marketing@snorkellifts.com](mailto:marketing@snorkellifts.com)