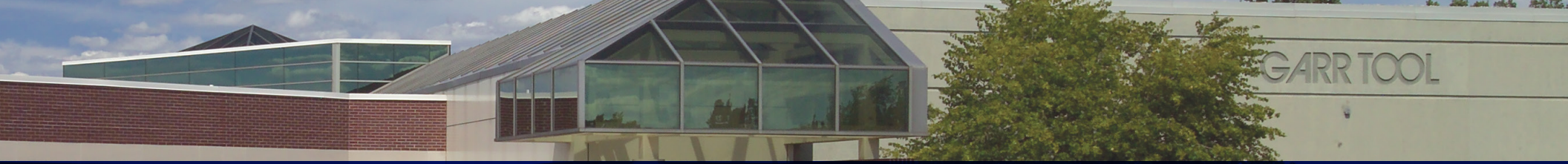




GARR TOOL[®]

High Performance Solid Carbide

BRAND GUIDELINES



MISSION STATEMENT

Everything we do is inspired by listening to those around us and by making a positive difference. The actions we take enable us to maximize the potential of our customers by providing them with engineered solutions, unprecedented customer service, in-stock quick delivery, and the highest quality tools crafted for their unique cutting needs.

VISION STATEMENT

To be known as the trusted resource for quality solid carbide cutting tools. Driven by our commitment to unparalleled customer service, over 99% of our tools are in stock at any given time, ensuring quick delivery that far surpasses that of the competition.

VALUES STATEMENT

Our shared values guide our actions and best describe what drives our team:

VALUE

Provide quality, cost saving solutions.

HONESTY

Be truthful and real.

PRIDE

Always do your best work.

SERVICE

Follow the Golden Rule.



GARR TOOL manufactures high performance solid carbide cutting tools for a variety of industries. GARR TOOL products are designed with attention to detail to ensure every tool upholds the company's quality standards for safety, reliability, performance, longevity, and durability.

GARR TOOL will continue providing exceptional products with personalized customer service.

POSITIONING STATEMENT

HIGH PERFORMANCE TOOLS

General purpose and high performance solid carbide cutting tools are engineered and built to ensure our customers can perform their jobs with efficiency and confidence.

IN STOCK AND ON TIME

In-stock inventory allows for quick delivery for unsurpassed customer support.

EDUCATIONAL RESOURCES

Instructional manuals and videos provide our customers with expert guidelines to use the tools effectively. If additional details are needed, GARR TOOL will respond to all inquiries as quickly as possible.

HUMAN VALUES

Standards of success are based on treating others with respect, maintaining one-on-one communications with everyone, and being responsible stewards of the community.

BRAND VOICE & ESSENCE

The essence of GARR TOOL is in its value on engineered solutions tailored to meet the needs of the carbide cutting tool industry.

As an ISO 9001:2015-certified company, GARR TOOL prides itself on designing and manufacturing superior general purpose and high-performance carbide cutting tools. GARR TOOL respects and values loyal customers who have made our team what it is today, a global leader in the carbide cutting tool manufacturing industry. Driven by customer service, GARR TOOL customers return because they trust the products, value the turnaround time, and appreciate the customer-focused culture. GARR TOOL actively participates in the community and genuinely cares about employees, distributors, and end users.

The tone of the GARR TOOL brand is strong, professional, customer-centric, approachable, knowledgeable, friendly, and reliable. Photographs, words, and videos on the GARR TOOL website and social media pages should portray these values to enhance the GARR TOOL brand.

REFLEX BLUE



PANTONE REFLEX BLUE C

CMYK 100, 89, 0, 0

RGB 0, 20, 137

HEX #001489

LIGHT GRAY



PANTONE P179-4 C

CMYK 0, 0, 0, 25,

RGB 200, 200, 200

HEX #C8C8C8

MEDIUM GRAY



PANTONE P179-7 C

CMYK 44, 36, 37, 2

RGB 149, 149, 149

HEX #959595

GARR TOOL COLOR PALETTE

Consistent messaging through colors, images, and text is a critical element in defining and growing the GARR TOOL brand in the public eye. As such, a mix of the chosen colors should be used on the website, in print materials, on social media pages, and in social media communications. The GARR TOOL color palette features pantone reflex blue, light gray, and medium gray.

These chosen colors work together to enhance the GARR TOOL reputation. The reflex blue color represents the superior workmanship of GARR TOOL products; the color blue is often associated with stability and reliability, which mirrors the quality of the tools produced by GARR TOOL. The dark medium gray stands for the GARR TOOL commitment to exceptional customer service and one-on-one communication. The light gray brings it all together to reflect the simplicity of the GARR TOOL dedication to treating everyone with dignity and respect.

“SIMPLICITY IS THE ULTIMATE
SOPHISTICATION.” -LEONARDO DA VINCI

TYPOGRAPHY

Typefaces for GARR TOOL marketing materials should be kept to clean, modern, sans-serif font families – such as Avant Garde or Open Sans – that complement the GARR TOOL logo. Specific font families can be determined as marketing materials are defined.

OPEN SANS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

USED FOR HEADINGS AND BODY COPY

FONT WEIGHT: Regular, Italic, Semi-bold, Bold

COLORS: White, Black, Blue, Gray

SIZE

Web Body Copy: 18px

Print Body Copy: 11px

Headings: May vary. Use discretion when choosing an appropriate size. Make sure to use the same size consistently throughout the material for headings and subheadings.

AVANT GARDE PRO

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

USED FOR GARR LOGO FONT AND HEADINGS

TEXT-TRANSFORM: Uppercase

FONT WEIGHT: Regular, Semi-bold, Bold

COLORS: White, Black, Blue, Gray

SIZE

Headings: May vary. Use discretion when choosing an appropriate size. Make sure to use the same size consistently throughout the material for headings and subheadings.



GARR TOOL[®]
High Performance Solid Carbide

THE LOGO

The GARR TOOL logo symbolizes the high quality workmanship and pride found within GARR TOOL. The logo should only be used in a respectful and dignified manner to represent the integrity and work ethic indicative of the GARR TOOL brand.

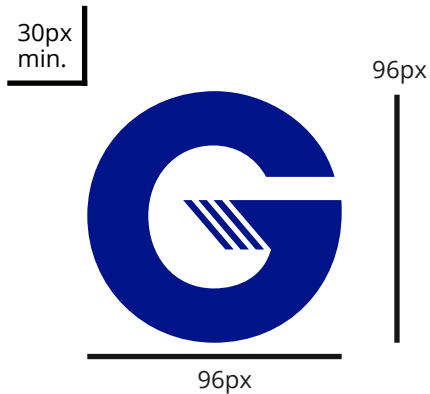
Created with the Avant Garde font, the logo embodies the strength, character, and values held by GARR TOOL. The color conveys reliable, high-quality, high performance products, while the clean presentation stands for GARR TOOL's welcoming, responsive, and genuine persona.

GARR TOOL is rooted in family heritage, as GARR is an acronym for the first initials of the founder's children. These core family values permeate throughout the culture at GARR TOOL.

THE SUBMARK

The GARR TOOL submark should be representative of the overall brand and immediately recognizable as a variation of the full logo. You should use the full logo whenever possible, but the submark may be used when space or design does not allow for the full logo. It is especially ideal as a watermark or for promotional items that are not large enough for the full logo. If the submark must be resized, its integrity and structure must remain intact.





CLEAR SPACE

To ensure the legibility of the logo and submark, they must be surrounded with a minimum amount of clear space. This isolates the logo and submark from competing elements such as photography, text, or background patterns that may detract attention and diminish the overall effect. Using the logo and submark in a consistent manner across all applications helps to establish and reinforce immediate recognition of the GARR TOOL brand.

SPACING: 30px +

SIZE

GARR TOOL LOGO: 1" height minimum, or 402px by 96px

GARR TOOL SUBMARK: 1" height minimum, or 96px by 96px

LIGHT BACKGROUND

The GARR TOOL logo and submark can be used in the GARR TOOL blue for circumstances where it needs to be placed on a white background.

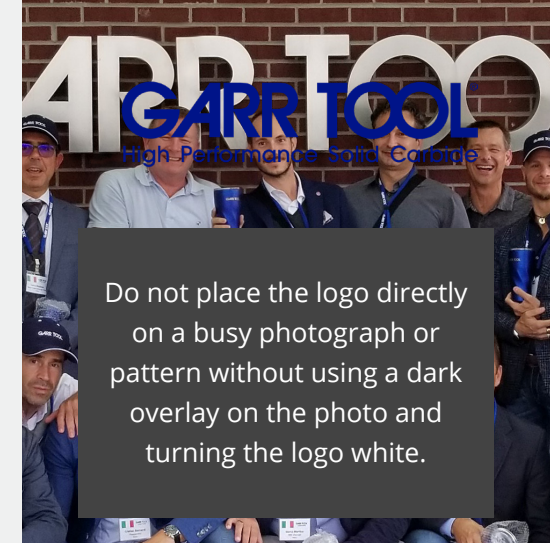
LOGO MISUSES



Do not use the logo on an angle except for the specific guidelines provided on the next page.



Do not bevel, emboss, add glows, drop shadows, or use any other effects on the logo.



Do not place the logo directly on a busy photograph or pattern without using a dark overlay on the photo and turning the logo white.



Do not change the logo colors to anything than the specific colors in this document.



Do not crop the logo in any way.



Do not present the logo on "vibrating" colored backgrounds.



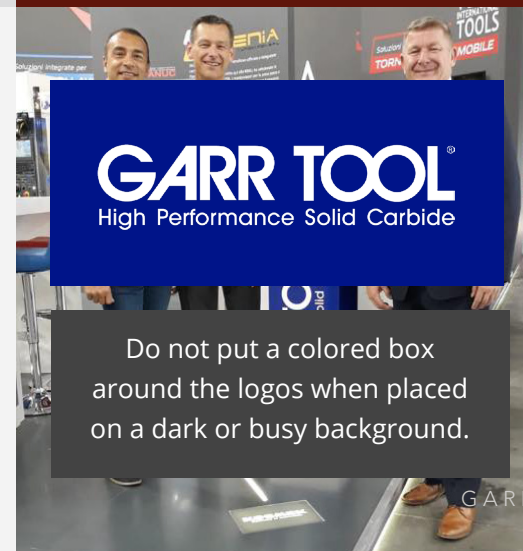
Do not present the logo in "outline only" fashion.



Do not place the logo on similarly colored backgrounds.



Do not outline the logo in any color.



Do not put a colored box around the logos when placed on a dark or busy background.



Do not stretch or squeeze the logo to distort proportions.



LOGO GUIDELINES

To ensure a consistent and appropriate brand identity for GARR TOOL, a general set of guidelines for logo usage is outlined below.

1. No elements of logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as Adobe Illustrator-based EPS.
2. A minimum clear space must be maintained on the perimeter surrounding logo artwork as outlined in Logo Clear space section above. Must use the artwork provided.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
4. Logo artwork should appear horizontal or can be used vertically (90 degrees counter-clockwise) only with GARR TOOL positioned on lower bottom.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Logo artwork should appear against a solid background to ensure maximum and proper contrast, but the white logo can also be used on top of an image with a proper dark overlay implemented.
7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
8. Do not put a colored box around the logo when placed on a dark background, and do not reproduce the logo in colors other than those specified in these guidelines.
9. The logo should not include the tagline when it is sized below 1" height or 402px by 96px.



NON-DIGITAL PROMOTIONAL MATERIALS

Traditional promotional items including pens, mugs, golf balls, keychains, desk objects, T-shirts, hats, and other apparel should include appropriate logo placement.



When co-branding an item, position the GARR TOOL logo on the opposite side of the other brand when possible.

- Use the approved logo colors specified in this document.
- Adhere to logo clear space requirements.
- Use the appropriate file type for the appropriate application.
- See the guidelines for positioning and use.
- Choose items and colors that complement the GARR TOOL brand personality.
- Choose items that are audience and culturally appropriate.
- Special colors and patterns can be used on a case-by-case basis, but should be used with discretion.
- Omit the GARR TOOL tagline if it becomes illegible based on the size of the product.



E-SIGNATURE GUIDELINES

SAMPLE SIGNATURE:

FONT SIZE: 11px

John Smith
Account Representative

GARR TOOL[®]
High Performance Solid Carbide

LOGO SIZE: 72px min.



USA | 7800 North Alger Road, Alma, Michigan 48801

UK | 4 Genoa Way, High Wycombe, HP11 1NY

tel | 1 (800) 248-9003

fax | 1 (989) 463-3609

FONT SIZE: 8px

LINKS: Uppercased & underlined

SPECIAL MESSAGING

Applying the same care to e-signatures that you do to all other marketing materials is important. Review the following examples and guidelines for best formatting practices and proper usage.

1. Do not redesign the signature by resizing the logo, changing fonts, transposing the order of contact information, etc.
2. Do not add anything to the signature file, such as inspirational quotes or additional graphics except where special messaging is allowed in the footer of the signature.
3. Do not omit any part of the signature.
4. When installing your signature, always check to ensure hyperlinks are correct and in working order.

FONT FAMILY

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FONT WEIGHT: Regular



PHOTO GUIDELINES

Several general rules of photography should be followed to ensure that the GARR TOOL positive brand image is reinforced through the photos on the website, social media pages, and print materials. Photos should be dignified and honest.

- For indoor photos, the scene should be well-lit.
- For outdoor photos, the source of light should be to the side or in front of the subject for optimal quality.
- Outdoor photos should portray the scenery in a positive light, especially as appropriate for the season (fresh and clean snow in the winter, bright and colorful leaves in the fall, etc.).
- In photos that portray a person or people, they should not be wearing loud-colored clothing, clothing with large logos other than the GARR TOOL logo, or attire with inappropriate material.
- Never flip a photograph in a manner which results in text characters being backward.
- Lines, such as those that appear on the outside of a building or as a skyline, should be level.
- Photos should be tasteful. Do not use photos that are degrading, discouraging, bleak, or otherwise negative.
- Update photos regularly. Do not use photos that are more than 3 years old.
- Never use photos without the permission of the subjects and photographers. Include photo credits where appropriate.
- Use imagery such as illustrations, clipart, icons, or other forms of vector artwork in GARR TOOL marketing materials with discretion and only where appropriate.

IMAGERY & PHOTOGRAPHY STYLE

Consistent images and photographs enhance the GARR TOOL brand and enable viewers to associate with the company. Tool images should represent the precision, depth, and superiority with which each item is made, as well as its effectiveness during use. Photographs that depict people should portray them and GARR TOOL in a positive light. Clothing should not include the names or logos of other brands. The background should be clean and not include images or actions that are not in tune with the GARR TOOL brand. Photographs should be crisp, clear, and of an appropriate resolution.

Videos that are used on the GARR TOOL website or social media communications should be of high quality and represent GARR TOOL integrity in workmanship and human values.





WEBSITE + PRINTED PROMOTIONAL MATERIAL PHOTOS

Photos that are on the GARR TOOL website or in promotional materials should follow all the above guidelines.

In addition, only professional-quality photos captured by qualified photographers using a digital or manual camera should appear on the website, in formal advertisements, and in print. Do not use watermarked images on final material.

PHOTO TREATMENT: Images should be edited with natural or black and white filters only. Images should be in focus, well-lit, sharp, and portray a neutral white balance.



SMARTPHONE/SOCIAL MEDIA PHOTOS

Any individual or organization representing GARR TOOL should follow all the above guidelines when taking photos. Photos that are taken during appropriate social events and that are intended for social media use should follow the guidelines as well. Never post or share photos that reflect GARR TOOL, any of its properties, any of its employees, or any of its customers in a negative manner. In the event of using stock photography, be sure to use the unwatermarked version of the image.

Do not post photos that were taken via smartphone onto the GARR TOOL website. Only professional-quality photos should appear on the website and formal marketing materials.

PHOTO TREATMENT: Images should be edited with natural or black and white filters only. Images should be in focus, well-lit, sharp, and portray a neutral white balance.

LOGO: Use discretion when adding the GARR TOOL logo to images. Keep the logo in the bottom right hand corner to ensure consistency.

CONTENT GUIDELINES

PROPER USE OF GARR TOOL IN WRITTEN DOCUMENTS, EMAILS, AND PRINT MATERIALS

To establish, reinforce, and maintain brand consistency, it is important to follow these guidelines in all digital and print materials when using the name GARR TOOL.

- The name GARR TOOL should always be capitalized in all instances, with the exception of the phrase Garr Tool Company as used in legal materials and other formal documents.
- The GARR TOOL name should always be on the same line.
- When referring to GARR TOOL's fill rate, use a qualifier such as "more than" or "over" prior to 99 percent or 99%. Alternatively, the fact may be written as "a 99+% fill rate" or "99-plus percent" fill rate.

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