

LEGAL USE OF BRAND NAME & LOGO

The following slides highlight the use of the brand name and logo guidelines. Guidelines prior to January of 2019 may be found in the appendix.

LOGO USE GUIDELINES:

Stanley bear logo use.

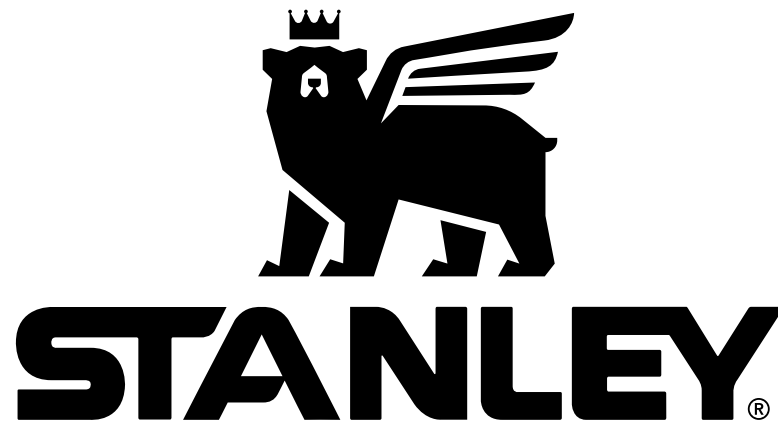
(beginning Jan. 2019)

The Stanley bear represents 'Legendary Strength'. More than just a mascot, it conveys power, confidence and possibilities.

Starting in 2019 the Stanley bear lockup should be used instead of the "A Brand of PMI" lockup. The Stanley bear mark is to be used in conjunction with the Stanley word mark on marketing materials such as advertising, presentations, packaging, and some promotional pieces.

The goal of the bear mark is to build brand recognition so that it becomes synonymous with Stanley. See next page for further guidance.

THE STANLEY BEAR LOCKUP



LOGO USE GUIDELINES:

Rules and standards for proper Stanley bear logo use on promotions. (beginning Jan. 2019)

LEGAL REQUIREMENT

The Stanley wordmark may not be used on merchandise outside of category 21 (food and beverage container) that will be available **for sale** to the public. On **free promotional** items the logo may be used (as long as item is not a tool).*

BEAR ON FOR SALE ITEMS

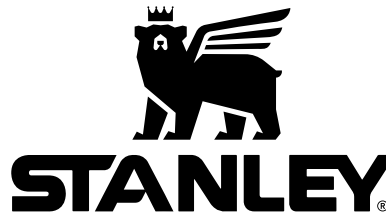
The bear mark **without** the Stanley wordmark can be used on items outside of category 21, such as hats, t-shirts, stickers, however they must be sold directly from the Stanley-pmi.com site(s) and not by 3rd party retailers, dealers or distributors, as the bear mark is not yet synonymous with Stanley name.

BEAR ON FREE ITEMS

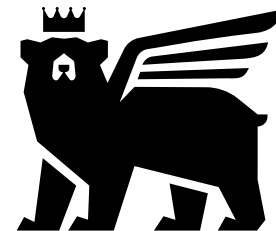
The bear mark **with** the Stanley wordmark can be used on items outside of category 21, such as hats, t-shirts, stickers, however they must be free promotional items and not sold for profit.

**Refer to in-house counsel for guidance.*

THE STANLEY BEAR LOCKUP



THE STANLEY BEAR BY ITSELF



FREE PROMOTIONAL ITEMS



The bear mark and wordmark can be used together on free promotional items.

Bear mark should NOT appear with wordmark on any apparel that is for sale.

FOR SALE PROMOTIONAL ITEMS



Bear mark by itself can be used on any promotional merchandise and can be sold from Stanley website.

LOGO USE GUIDELINES:

On this page are rules and standards for proper Stanley bear logo color use.

COLOR VARIATIONS



PRIMARY COLOR USE:
100% black or Dark Grey on white or Light Grey (see colors on Page 38)



INCORRECT LOGO USAGE



DO NOT place the logo inside a shape or box, other than on approved usage (print ad footer, patches, tags, and vertical bar logo lock-up)



DO NOT reproduce the logo in any other color but black or dark grey



DO NOT reverse the Stanley logo to white

LOGO USE GUIDELINES:

On this page are rules and standards for proper Stanley bear logo lockup use.

STANLEY BEAR STACKED LOCKUP



STANLEY BEAR 1913 STACKED LOCKUP



STANLEY BEAR HORIZONTAL LOCKUPS



STANLEY BEAR VERTICAL LOCKUPS



Bar is for use over imagery

INCORRECT LOGO USAGE



DO NOT change the proportions or placement of the date under the logo



DO NOT distort the proportions of the logo by stretching or shrinking



DO NOT alter the bear mark in any way or remove any elements



DO NOT move the bear from center in the vertical lockup

LOGO USE GUIDELINES:

On this page are rules and standards for proper Stanley bear logo use with photography.

VARIATIONS



PRINT AD:
Stanley Bear 1913 logo lockup used in approved footer template



BOOTH GRAPHICS:
Vertical logo lockup used as a sidebar



PUBLICATIONS:
Verticle logo lockup used as bar should be flush to the top and off-set from the left margin, may be combined with the color tab (see pages 28-29)

INCORRECT LOGO USAGE



DO NOT use the bear as a single element in a containment device, merch exceptions on page 58



DO NOT use any transparency in the logo, bar should be flush to the top and off-set from the left of the image



LOGO USE GUIDELINES:

On this page are rules and standards for proper Stanley bear vertical lockup use with tabs.

VARIATIONS BY SERIES



SERIES TAB SPECS

- Font for series name: Shelby
- Font for "series" word: Knockout 94 Ultimate Sumo ,K100
-  Light gray bar color
C6 M4 Y4 K14
-  Vertical logo lockup
C34 M25 Y25 K85
- Crown is color-matched to tab
- Aspect ratio of 1 x 3.57 must be maintained when scaling

LOGO USE GUIDELINES:

On this page are rules and standards for proper Stanley bear vertical lockup use with tabs.

VARIATIONS BY SEASON

The selection of tab color should correlate with the hero product for that season. IE: If Master Series is launching a new item that will be featured on the catalog cover, the corresponding vertical bear logo lockup with the tab should use Master Gold PMS 871U.



— Font for season name: Shelby
— Font for year: Knockout 94
Ultimate Sumo, K100

— Light gray bar color
C6 M4 Y4 K14

— Vertical logo lockup
C34 M25 Y25 K85

— Crown is color-matched to tab

— Aspect ratio of 1 x 3.57 must be maintained when scaling

INCORRECT USE OF TABS

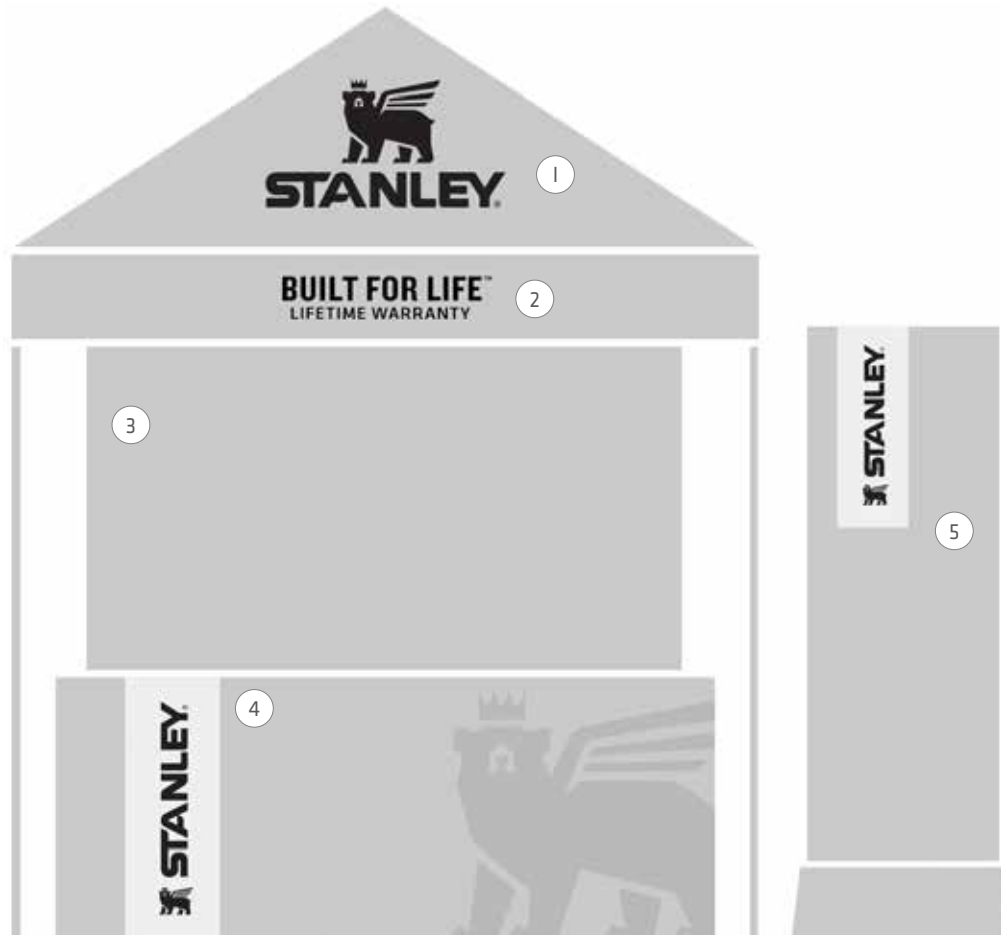


DO NOT use the colored tab without the Seasonal or Series name, do not mis-match the tab color and the Bear's crown



EVENT BANNER / POS GUIDELINES

EVENT COMPONENTS & STANDARDS



- 1 STANLEY BEAR LOGO must appear on top panel of tent and be visible from all approachable angles.
- 2 BUILT FOR LIFE™ LIFETIME WARRANTY to appear on at least one side.
- 3 OPTIONAL BACK WALL GRAPHICS to consist of large lifestyle image w/ copy block.
- 4 TABLE SKIRT must be dark grey (80% Black) with a vertical Stanley bear lockup centered in a light grey band. The Stanley bear mark can be applied and bled off the edge in 100% black.
- 5 FREESTANDING NIMLOCK SIGNS should display lifestyle image promoting brand or featured product, and include a vertical Stanley bear lockup centered in a light grey band in the upper left.