BOXER®

BRAND STANDARDS GUIDE

The Snap-on metallic logomark is only used when depicting the breadth of Total Shop Solutions in conjunction with other Snap-on RSI brands and logomarks, such as a trade show application. The wrench S is also only used in that context. The Snap-on logomark and wrench S are only seen in the context of promoting the Total Shop Solutions value proposition — many brands working together to meet the needs of the shop.
The Snap-on logomark and the wrench S are not seen with the Boxer logomark. Snap-on is only mentioned in body copy, with reference to the Snap-on RSI Total Shop Solutions.

Corporate level

The Snap-on logomark may only be used when making the affiliation to Snap-on Incorporated. The Snap-on wrench S is only used when an icon is appropriate and the Snap-on logomark is also present. This corporate level use includes trade shows where multiple Snap-on RSI brands are visible, i.e. SEMA, NADA, Automechanika, etc. Its use may also include email addresses, business cards, stationery and on buildings.

Product group level

Snap-on Equipment always appears in text. It is a description for a group of products, and is not a logomark. It may be used in boilerplate content for press releases or in the address line on brochures, advertising, etc.

Product brand level

Individual product brand logomarks are seen in product marketing collateral, advertising, headers for public relations activities, internal training documents, etc. The Boxer logomark is included at this level, along with John Bean, Kansas Jack, Blackhawk, Sun, Cartec and Boxer.
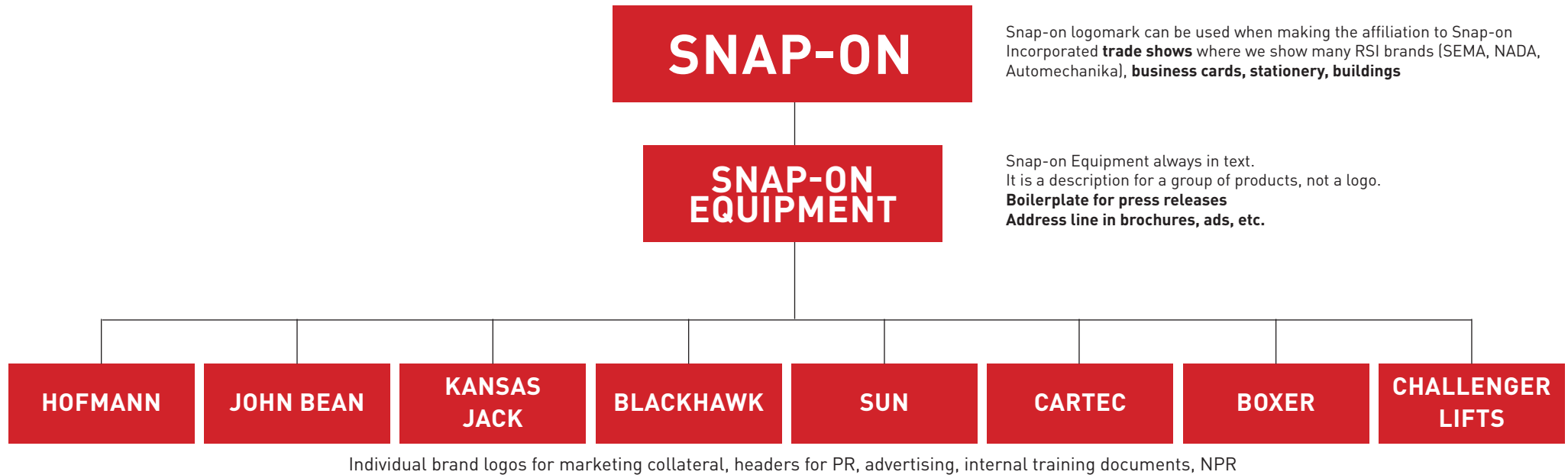
Individual products

Logomarks for individual products are not allowed or encouraged.

The brand usage hierarchy is illustrated on the following page.

Brand usage hierarchy

SNAP-ON

Snap-on logomark can be used when making the affiliation to Snap-on Incorporated **trade shows** where we show many RSI brands (SEMA, NADA, Automechanika), **business cards, stationery, buildings**

SNAP-ON EQUIPMENT

Snap-on Equipment always in text.
It is a description for a group of products, not a logo.
Boilerplate for press releases
Address line in brochures, ads, etc.

| HOFMANN | JOHN BEAN | KANSAS JACK | BLACKHAWK | SUN | CARTEC | BOXER | CHALLENGER LIFTS |

Individual brand logos for marketing collateral, headers for PR, advertising, internal training documents, NPR

Brand usage hierarchy example

Boxer logomark usage - **Minimum size & Maximum size**

To maintain legibility and detail, **the Boxer logomark should not appear smaller than 1 inch** (25.4mm) in any application.
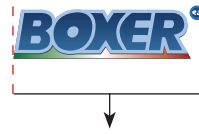
1 inch
25.4 mm
6 picas
72 points
72 pixels

A maximum size is recommended for the Boxer logomark usage on literature, advertising and apparel. In order to maintain a level of professionalism without using overstatement to communicate, it is recommended that the Boxer logomark not appear larger than 3.25 inches (83 mm) in any application.
This also applies to product literature.

2.87 inches
73 mm
17.24 picas
207 points
207 pixels

Boxer logomark usage - **What not to do**

Modification or incorrect use of the Boxer logomark will weaken its brand identity and recognition and is not allowed. The following are just a few examples of what NOT to do.

Don't horizontally or vertically squash:

Don't horizontally or vertically stretch:

Improper use of the Snap-on Equipment identity will weaken the product brands, such as Boxer, and the following usage guidelines must be followed.

Do not use Snap-on Equipment as a logomark or create a logomark for it.

Do not use a Snap-on Equipment logomark in conjunction with the Boxer logomark.

Always refer to the Snap-on Equipment name in text content, appearing as plain text.

Don't horizontally or vertically stretch:

Typography is a key to successful and legible communications and contributes to a consistent look for Boxer communications.

Consistency with Snap-on brand identity standards, where possible, maintains the Boxer relationship to Snap-on.

TITLES: _____

HANDELGOTHIC BT Regular

1234567890
!@£$%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklman
opqrstuvwxyz

TEXT: _____

DINPro Regular

1234567890
!@£$%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklman
opqrstuvwxyz

BROCHURES

BOXER

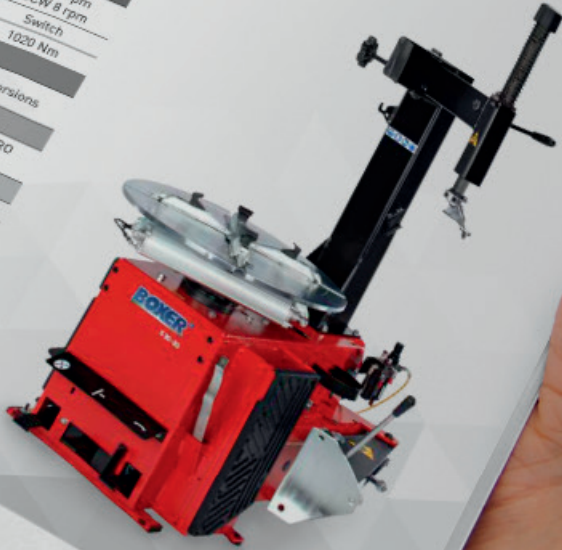BOXER

BOXER

HEAVY DUTY Systems

TYRE CHANGERS Systems

Systems

BOXER

TYRE
CHANGERS
Systems

THE SWING-ARM TYRE CHANGER
with low footprint and 20" outside clamping
capability ideal for the use in general service shops

S 30-20

- The strong and rugged design of all components ensures long life
- The mounting arm swings to the side so that the machine can be installed in a space-saving way directly near a wall
- The double-acting bead breaker cylinder ensures gentle handling of rims
- The bead breaker is provided with a large anti-skid rubber pad to protect tyres and rims

- Plastic protectors inside the mounting head protect delicate alloy rims
- The one-part mounting head is manually adjusted in spaced-apart position relative to the rim to avoid any damage
- The S 30-20 comes standard with the professional bead lever plus
- The MH 310 PRO pneumatic bead assist device, jaw and blade protectors are available as optional extras

Technical Specification	S 30-20
Clamping range	
Max. wheel width	10" - 22"
Max. wheel diameter	12" (305 mm)
Bead breaker (BB)	39.4" (1000 mm)
Breaking force	12 kN
Clamping flange	
Rotation speed	
Speed control	CW 8 rpm CCW 8 rpm
Max. torque	Switch
Inflation and bead seating	1020 Nm
Bead seating- Top-side inflation: 24 l / 6.34 gal	
Pneumatic bead assist	GT versions
Pneumatic bead assist	
Wheel lift	MH310 PRO
Wheel lift	Optional
Capability	
Electrical specifications	Optional
Standard power supply	70 kg
Installed motor power	400V 3ph 50Hz 5.5A
Dimensions	0.75 kW
Maximum dimensions (W x D x H)	
	1150 x 1250 x 1730 mm
Machine weight	205 kg 235 kg GT versions

WEBSITE