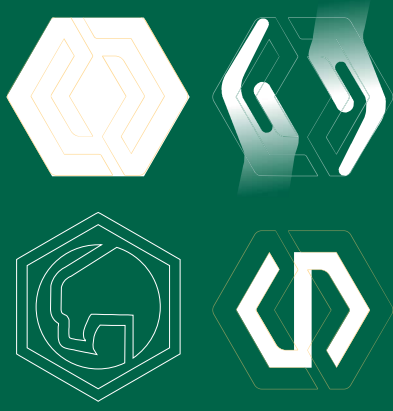


Our Logo

The new SATA "Clasp" brand logo retains the "Clasp" equity to cue the strength and reliability of industrial tools. The negative space, created with two cupped hands, conveys the delivery and achievement of our promise. The space also creates an "S" monogram that strengthens our name. A bold flat rendering helps modernize the brand and symbolizes our dedication to our customer.

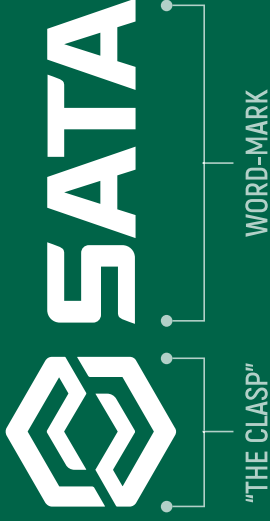


Logo / Components

Main Logo

Our logo consists of two components: the SATA word mark and the "Clasp". These main elements create a symbol of promise and create a distinctive identity for our company. The relationship of these two elements have been carefully considered and the brand is best expressed when these two elements are used together.

MAIN LOGO FULL WORD MARK



Tag line Lockup and Alternate Lockups

Our Tag line Lockup allows us to carry our creative expression forward while tying it to our main SATA Logo. Alternate lockups have been created for special circumstances where the proportions or scale requirements cannot accommodate the main SATA logo. Please use discretion when deciding which version of the logo you need on a case by case basis.



"The Clasp"
MARK ONLY



Stacked Logo



Inline Logo



Limited Use
Product Flag



Limited Use
Solo Word-Mark



Limited Use
Inline Product Logo

Special Circumstances for Products

Due to the fact the logo is often used on product in multiple applications, materials and areas - special circumstance marks have been devised separating the elements. If at all possible please use the two elements together and do not separate the elements any further.

Logo / Clear space & Sizing

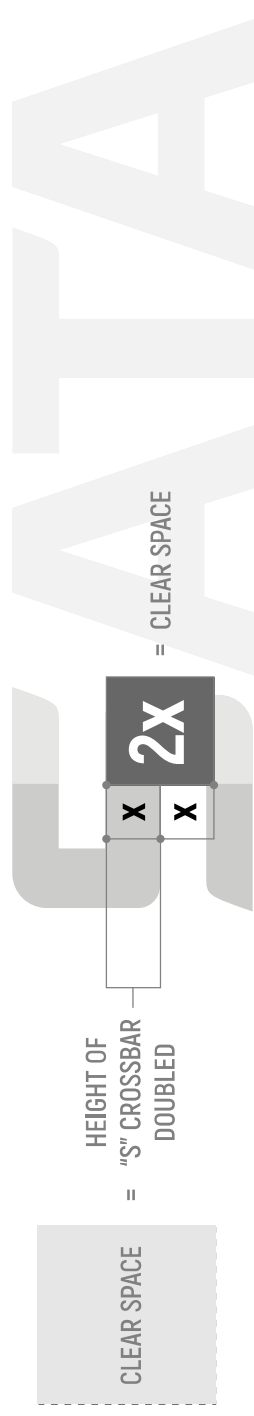
It's important to preserve the integrity of our logo across all applications. We use clear space and minimum size to make sure this is possible.

Clear space

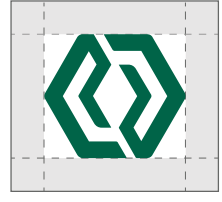
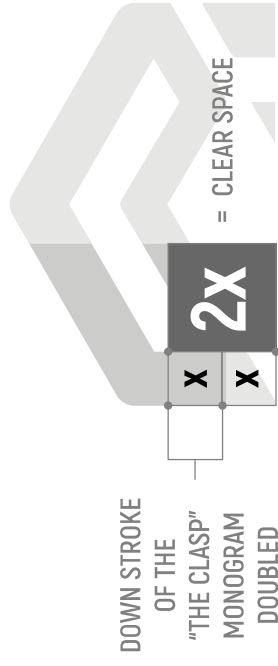
Minimum clear space is the area surrounding a logo that must be kept free of any text or graphic elements. To help maintain visual impact on all of our communications, we always allow for generous space around the SATA logo. Minimum clear space is measured by finding the horizontal width of the "S" letter in the word mark, doubling the height and then using that measurement to create a perfect square. This square can then be used as a boundary around the full logo to create the clear space. Exceptions to the minimum clear space must be approved by SATA's communications department before use.

Minimum size

Because legibility of the SATA logo artwork is critical, it must be sized large enough to be read easily on every application, print or digital. Our logo can be scaled to as large a size as needed, but it should not be used at sizes smaller than 25 millimeters wide. Exceptions can be made for on product application depending on limitations of tooling. These decisions should be made and approved by the brand department.



MADE TO CHALLENGE



MINIMUM SIZE - 25MM WIDE



Logo / Color Application

We created multiple logo versions to ensure you have precisely the right option when creating branded communications materials.

Primary Color Application Logos

The color positive version should always be a white logo against a solid SATA Emerald background or over darker photographs.

Secondary Color Application Logos

The SATA secondary color version should always be used against a solid white background or over lighter photographs. This logo should use the SATA Emerald.

Alternate Applications

The one-color black positive version and one-color positive and reverse versions are for limited reproduction applications when full color printing is not possible, such as product application or limited resources. They may also be used over a solid color background for co-branded applications.



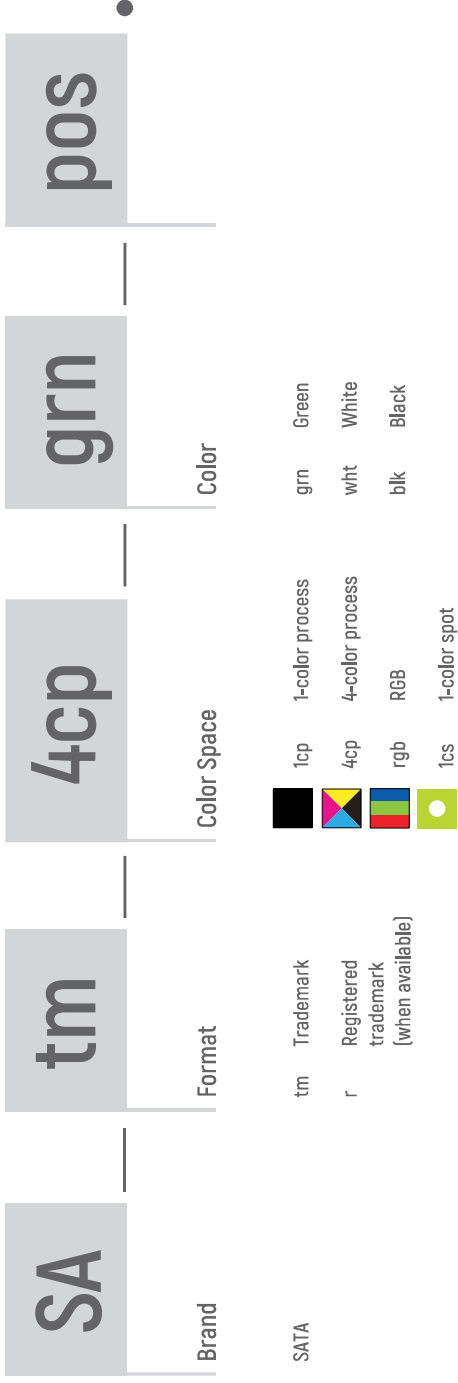
SECONDARY COLOR LOGO



Logo / File Naming

Use the naming conventions here to find the appropriate version of the SATA logo artwork. Never rename a logo file.

To protect our intellectual property, we are registering the SATA logo and "S_MARK" as a registered mark (®).



Logo / Misuse

Our logo is the most important component of our visual identity, which means it has to be used consistently and correctly. This document includes many helpful standards for proper logo application. However, it's also important to keep in mind the things we can't and shouldn't do with the logo. Do not alter or add to the logo in any way: changes diminish its integrity and the equity of the SATA brand. The examples shown here are specific "do not's" for our logo.

✘ DON'T CREATE ALTERNATE COLOR VERSIONS



✘ DON'T SKEW OR DISTORT THE LOGO



✘ DON'T ADJUST, CHANGE OR ADD TO GEOMETRIES



✘ DON'T LOCK UP WITH TEXT



✘ DON'T ADD EFFECTS OR SHADOWS TO THE LOGO



✘ DON'T RESIZE ANY LOGO COMPONENTS




✘ DON'T RE-POSITION THE ELEMENTS



✘ DON'T STRETCH THE LOGO



✘ DON'T USE THE LOGO, WORD-MARK OR SYMBOL IN TEXT

Our brand idea is a concise expression of the  brand's core essence with the capacity to inspire and align.

✘ DON'T USE THE PUT THE "THE CLASP" IN ANY SHAPE



✘ DON'T USE ELEMENTS OF THE LOGO FOR ANY OTHER NAME OR DIVISION



✘ DO NOT USE THE ROTATE "THE CLASP"



Color Palette

Our brand colors help us stand out – both among our competitors and across different cultures. With SATA Emerald, SATA Solar, SATA Carbon and SATA Alloy being our core palette, the combination signifies an evolution and dedication to our promise to our customers while focusing on the future.

Color Palette / Brand Colors

Functional colors

SATA Emerald and SATA SOLAR make up our primary color palette. These are our brand colors. Used together, the two complement each other in a balance that echoes our brand strategy and the attributes we are trying to convey. We have also added SATA Carbon and SATA ALLOY which helps add another dimension to the color palette and helps build color hierarchies in our communications.

Specifications

All colors in our color palette have precise print, on line and on-screen (video and broadcast) color references, as shown on the right. Be sure to use the exact color values listed here. Do not trust color values that have been converted between color modes by software. Please note that slight variances in color may occur when printed or reproduced in different media. When matching our colors outside of the color modes listed here (e.g., embroidery applications), use the appropriate Pantone number as a target. Ask your printer for assistance when needed and always request a proof before going into production. Our color specifications have been chosen based on extensive testing with many printing processes and monitor calibrations.

SATA EMERALD	PANTONE Pantone 336C Pantone 336U	CMYK C 100 M 0 Y 70 K 50	RGB R 0 G 102 B 72	HEX / HTML 006549	RAL 6026
SATA SOLAR	PANTONE Pantone 1235C Pantone 1235U	CMYK C 0 M 32 Y 95 K 0	RGB R 255 G 183 B 27	HEX / HTML FFB81C	RAL 1021
SATA CARBON	PANTONE Process Black C Process Black U	CMYK C 0 M 0 Y 0 K 100	RGB R 39 G 37 B 31	HEX / HTML 27251F	RAL 9017
SATA ALLOY	PANTONE Cool Gray 5C Cool Gray 5U	CMYK C 0 M 0 Y 0 K 40	RGB R 177 G 179 B 179	HEX / HTML B1B3B3	RAL 9022

Typography

Simple yet robust, Akrobat is an ideal global font. Since our communications need to span continents and cultures, this font is both highly legible and incredibly functional – easily adapting to accommodate different levels of information hierarchy across a variety of mediums. Echoing the confident structure and geometries of our logo, it feels strong, smart, modern and inspired – just like our brand.

Typography / Primary Face

We use our primary SATA Akrobat font in four weights: SATA Akrobat Extra Light, SATA Akrobat Regular, SATA Akrobat Semi-Bold, and SATA Akrobat Extra-Bold

These multiple weights serve as a distinctive type face to lead and build visual recognition in the SATA brand. This typeface allows us to handle both bold modern statements along with heavy information layouts requiring complex typographic layouts. The narrow letter forms are a perfect complement to the wide nature of the SATA logo and allow us to present large amounts of content or features in limited spaces.

Akrobat

SATA AKROBAT EXTRA LIGHT

AaBb123

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890@;{]"* and

SATA AKROBAT SEMI-BOLD

AaBb123

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890@;{]"* and

SATA AKROBAT REGULAR

AaBb123

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890@;{]"* and

SATA AKROBAT EXTRA BOLD

AaBb123

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890@;{]"* and

Typography / Suggested Hierarchy

Selecting the right font weight ensures clarity and consistency of our content across communications. As demonstrated on this page, we use **SATA Akrobat Extra-Bold** for headlines, **SATA Akrobat Semi-Bold** for Subheads, **SATA Akrobat Regular** for secondary headlines and **SATA Akrobat Regular** for body copy. **SATA Akrobat Extra-Light** can be used as an accent when an extra level of texture needs to be utilized.

These are just general guidelines and the rules and tenants of classic typography around leading and weight should be used.

HEADLINE SATA Akrobat Extra-Bold	Headline lorem ipsum dolor
SUBHEAD SATA Akrobat Semi-Bold	Subhead lorem ipsum dolor sit amet
SUBHEAD 2 SATA Akrobat Regular	Subhead 2 lorem ipsum dolor sit amet
BODY COPY SATA Akrobat Regular	Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Typography / System Font

Graphic artists producing materials for print or web use should always use the appropriate SATA Akrobat font family.

However, many of our communications will be created by people without professional graphics software, or for media that offers less control over type. Examples include email newsletters, Power Point presentations and on line applications.

In these cases, Arial should be used as a substitute. It's included as a default font in most browsers and operating systems.

Arial

ARIAL REGULAR

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

1234567890@,:[{}]* and

ARIAL BOLD

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

1234567890@,:[{}]* and