



Malco®

Brand Guide



Brand Guide

At Malco,

we've been producing our tools and treating our customers with a great deal of care and consistency since 1950. We'd like to think that, with Malco, you know what you're going to get. For a brand to work, it must be executed with consistency. We've developed the Malco Brand Guide to establish and maintain the consistency of our voice and our image. Whether it's a brochure, magazine ad, social post, radio commercial or banner behind an airplane — if it represents Malco, it must live up to the standards in this guide.



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Meet our Trade Pro.

I'm a trade professional. Time and efficiency are everything to me. I'm trusted and well-respected in my field—I keep my word and do what I say I'm going to do. I need my tools to do the same. My tools are one of my most important investments and I choose to invest in Malco because they're dependable and made for people like me. I rely on Malco tools because they get me from one job to the next more quickly... time and time again.

A pair of yellow leather work gloves is shown. A metal tool bit, likely a drill bit, is inserted into the palm side of the right glove. The bit has a yellow band and a red band, and the word "MALCO" is visible on its side. The background is a blurred, warm-toned surface.

This is what makes us tick.

As an innovative, collaborative, and learning company, Malco exists to **achieve results, respect others,** engineer solutions, and build great tools, of course. Together we **ARE** Malco.

What makes a great tool?

A well-made, Damn Good Tool,[™] is one that is made with the best materials and by people you can trust to get it right, every time. It feels good in your hands, holds an edge and can withstand years of use. You know that every time you reach for it, you can trust it will do exactly what it's supposed to do. Making tools this great takes experience and expertise. It takes people who will listen to what you need and deliver the exact tools you need to ***Work. Perform. Outlast.***[™] every time.

Personality & voice



This is Malco.

AUTHENTIC – CONFIDENT – KNOWING

Nobody knows more about making high-quality tools than Malco. We come from HVAC and are proud to have built on that strong foundation. With 70+ years of tool-making expertise under our belt, we've expanded to service, and satisfy a broad base of trade groups by doing what we do best. **We have the heart and the knowledge of a Trade Pro.** We listen and know what they need to work in the best and the worst conditions for hours at a time. We understand the feel of a sheet metal screw catching and sinking the first time—and every time after. The look of a perfectly cut hole, a precisely snipped line, a flawless metal bend... **the work is always optimal when using a Malco tool.**

This is Malco to our channel partners.

To our channel partners, we're a product and a brand their customers trust and ask for by name. In return, our channel partners provide us with access to every audience we seek. We must maintain an open line of communication within these relationships built on mutual respect. It's critical that our channel partners view us as transparent, engaged and committed. **Our channel partners are critical to our success and we see them as part of the Malco team.**

This is Malco to our contractors.

To our Trade Pros, we provide the tools they need to get the job done. Our grips are comfortable and sure handed, our fasteners grab and our cutting tools hold an edge like nothing else you can buy. **When we talk to contractors, we speak confidently with a deep knowledge of the trade industry we're addressing. Our audience expects this.**

How we talk depends on who we're talking to.

How do we sound to our channel partners?

To our Trade Pros? To each other?

The following pages will serve as a guide to nuances in our copy approach.

This is Malco's voice.

If you've been asked to write on behalf of Malco, it's important to be consistent with the established brand voice. "Breaking character" can come across as disingenuous... let's just say fake. At Malco, we're never phony. Writing in a voice that strays from our brand weakens our message.

This is how Malco talks to each other.

At Malco, we're all owners. When we talk to each other, we speak clearly, keep sentences short, use contractions and never straying from our core values.

Together, we **ARE** Malco and we aim every day to:

Achieve Results, Respect Others and Engineer Solutions.

This is how Malco talks to our channel partners.

Our channel partners are critical to our success and we see them as valued team members. It's important to recognize they have chosen the right partner with Malco. **For us to succeed, we need our channel partners to succeed. We're transparent, we're factual and we're honest.** We're already partners, so the primary objective is to frame the opportunities at hand.

This is how Malco talks to our Pros.

The satisfaction of Trade Pros is what drives us. We're committed to providing exceptional experiences—on and off the job site. That means delivering the best tools and information possible, no matter where they're at in their career. From the moment they decide to study a trade to the time they choose to exit the industry, Malco is here. They're not just customers, they're us, our families and our communities. **It's important that we're with them throughout their professional journey and always speak the same "Trade Pro" language.**

Brand Asset Guidelines



The primary Malco logo should be used only in Malco red, white or black.



Adequate space should be left around all sides of the Malco logo—roughly the size of the a

Malco's primary tagline should be used in most instances, such as main campaigns, trade show activations and on the website. Alternate taglines can be applied in specialized instances such as targeted campaigns, social media tags or giveaways.

Taglines

Work. Perform. *Outlast.*[™]

[primary tagline]



Damn Good Tools[™]

[alternate tagline example]

Logo & Tagline Usage



Logo with ® inside the ellipsis
(primary usage)



Logo with ® outside the ellipsis
(for use in small sizes where the
® becomes illegible)



Work. Perform. *Outlast.*[™]

Logo with primary tagline



Work. Perform. *Outlast.*[™]

Horizontal primary
tagline usage



Damn Good Tools[™]

Logo with alternate tagline



Damn Good Tools[™]

Horizontal alternate
tagline usage



Do not rotate or skew the Malco logo



Do not combine colors



Do not outline the Malco logo

Malco Sub Brand Logos





Primary Color Palette



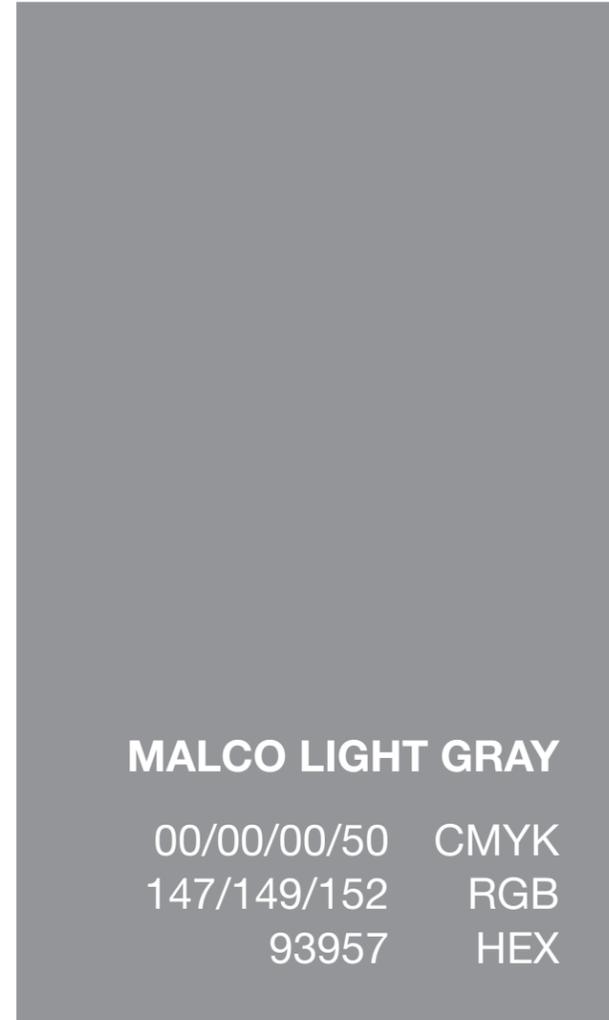
MALCO RED

187	PMS
8/100/79/28	CMYK
169/17/44	RGB
A8112B	HEX



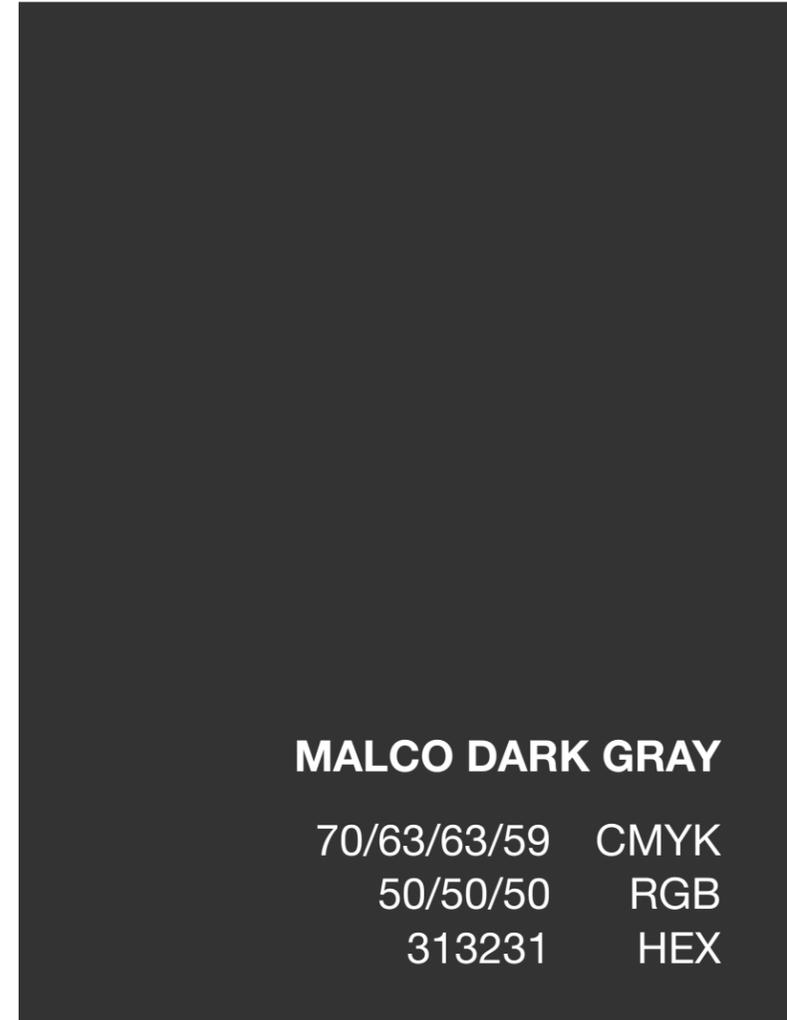
MALCO DARK RED

200	PMS
30/100/90/38	CMYK
125/19/30	RGB
8B0128	HEX



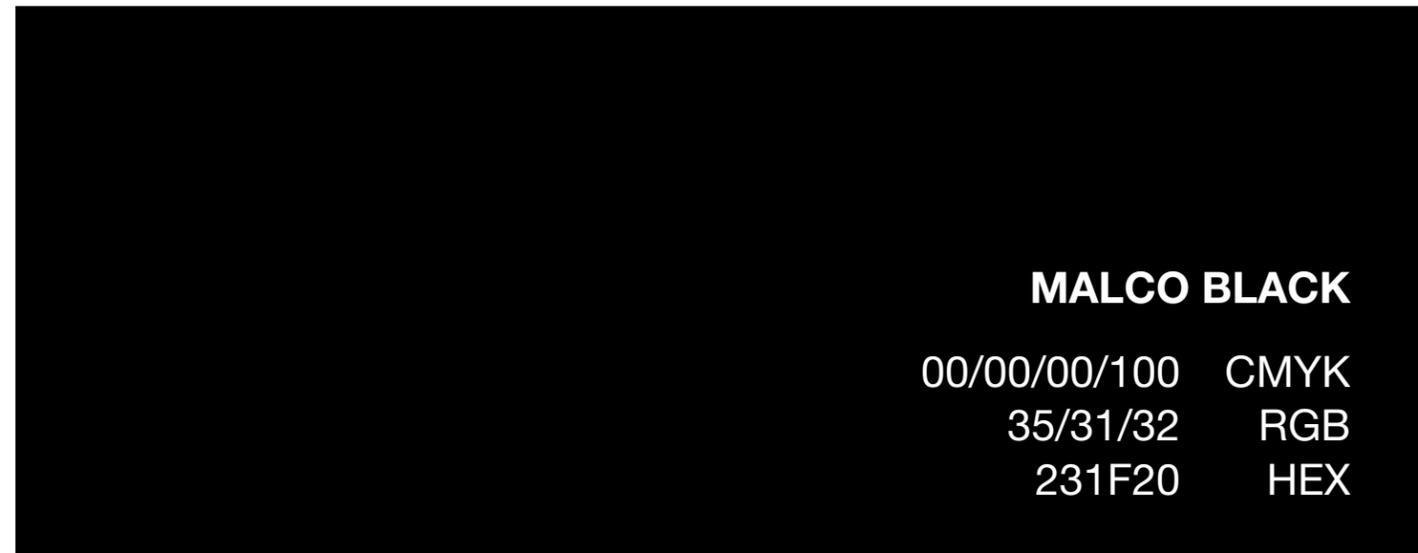
MALCO LIGHT GRAY

00/00/00/50	CMYK
147/149/152	RGB
93957	HEX



MALCO DARK GRAY

70/63/63/59	CMYK
50/50/50	RGB
313231	HEX



MALCO BLACK

00/00/00/100	CMYK
35/31/32	RGB
231F20	HEX



Supporting Color Palette

In most cases, Malco’s primary color palette will be the preferred choice, but when we need to differentiate or supplement our base colors, our secondary and tertiary color palettes may be used sparingly.

[secondary color palette]



MALCO NAVY

100/89/45/45	CMYK
17/35/68	RGB
112243	HEX



MALCO TEAL

90/63/45/28	CMYK
34/76/90	RGB
214C5F	HEX

[tertiary color palette]



MALCO ORANGE

20/64/88/6	CMYK
193/110/58	RGB
C0561D	HEX



MALCO GOLD

20/34/100/0	CMYK
209/165/44	RGB
D1A52B	HEX



MALCO GREEN

79/41/70/48	CMYK
37/77/62	RGB
244D3D	HEX

Helvetica Neue LT Light

Helvetica Neue LT Roman

Helvetica Neue Italic

Helvetica Neue 47 Light Condensed

Helvetica Neue 57 Condensed

Helvetica Neue 57 Condensed Oblique

Helvetica Neue LT Bold

Helvetica Neue LT Black

This is a headline.

This is the sub headline

The sub headline is generally 75% of the headline size.

Cus ellanihigid que volore, eos sum reperore cone nusam eium fa cea exeria auda vent quatur, sit quatectis es modi cum quatisto te nihiciur as evelis et qui repere periti blam, ius, arunt, nem facimin ciisimolo tem iumquissus et volenim invendistore volorio resequodi dolupta tusdam, odit, simagni scimpor magnis qui dolupta quam volest op nihiciur as evelis et qui repere periti blam tat.

While not scientific, body text should be roughly 25% of the headline and in Helvetica Neue LT Light or Roman

***In situations where Helvetica Neue is unavailable, Arial may be used (i.e. Microsoft Word, PowerPoint)**

Example Packaging

Logo, no tagline

Bold product name in English, additional languages below



If applicable, product photo



Primary features in English, additional languages below

When applicable, QR link to in-use video

QR link to register product for warranty information

ESOP tagline

When choosing or producing the images that represent Malco, refer to the same ideas that guide our voice. Be genuine. Be authentic. Photography that feels sterile or manufactured misrepresents our true understanding of the people we serve and the environments they work in.



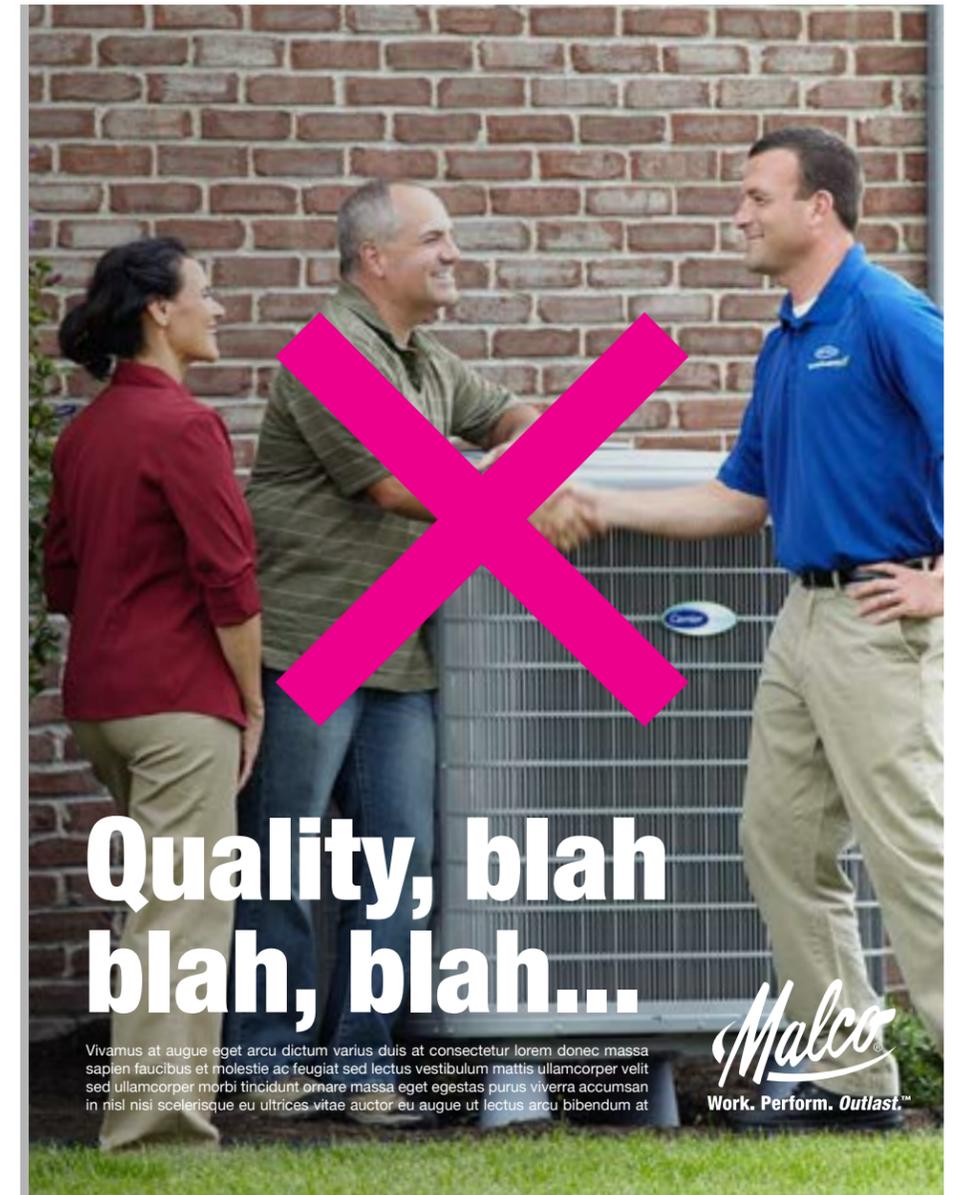
Advertising & Collateral



Digital and print advertising are a compilation of voice and visuals that have a direct impact on how Malco is perceived. It's important that we send the message that we understand the job at hand and how we'll do our part.

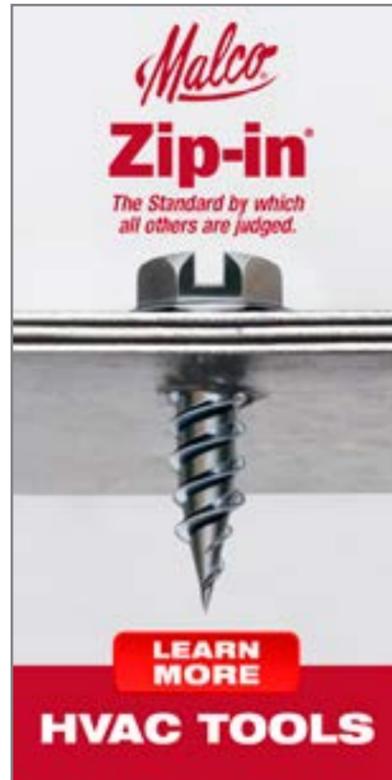


[on-brand visual tone executions]



[off-brand execution]

[digital ad examples]



A BETTER BRAND OF BENDER.

Introducing Malco's Metal Benders. The latest in a long line of Damn Good Tools.

Metal Benders by Malco® will quickly become your jobsite go-to. Durable, precise and versatile, Malco's modular metal benders are built tough for bending brilliance on metal roofing and details, as well as flashing. These modular bending tools can be customized on the jobsite, allowing you to "freestyle" your set-up in a one or two station configurations to get the job done efficiently.

- Form 0-100° bends on straight or curved panels of any length.
- Choose from narrow stance for tighter, more detailed bends, or wide stance for making long, straight bends.
- Easily reconfigured on the job, adjusts for different thicknesses and materials.
- Angled roller eliminates scratches on 90° bends.
- Made with premium CNC aluminum and stainless-steel components.

Malco Damn Good Tools. bendersbymalco.com

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Design Enhancement
SLIMMER
C-RHEX® 1/4 in. and 5/16 in.
CLEANABLE, REVERSIBLE, MAGNETIC HEX DRIVERS
U.S. Patent No. 10,328,554

MSHC 2 in.
MSHLC 4 in.
MSHLC 2-5/8 in.
MSHXL 6 in.

Malco
Work. Perform. Outlast.

New Slimmer Design Enhancement reduces the 1/4 in. size by 16%, to gain easier access in tight spaces for ultimate flexibility and productivity!

2ez TECHNOLOGY
CRHEX
Cleanable-Reversible

Malco Products, SBC • Annandale, MN. U.S.A. • www.malcotools.com • ©2021

[print ad examples]

A construction worker in a red shirt and grey pants is kneeling on a blue metal roof. The roof's ridges create a strong sense of perspective, leading towards the horizon. The sky is a mix of blue and orange, suggesting a sunrise or sunset.

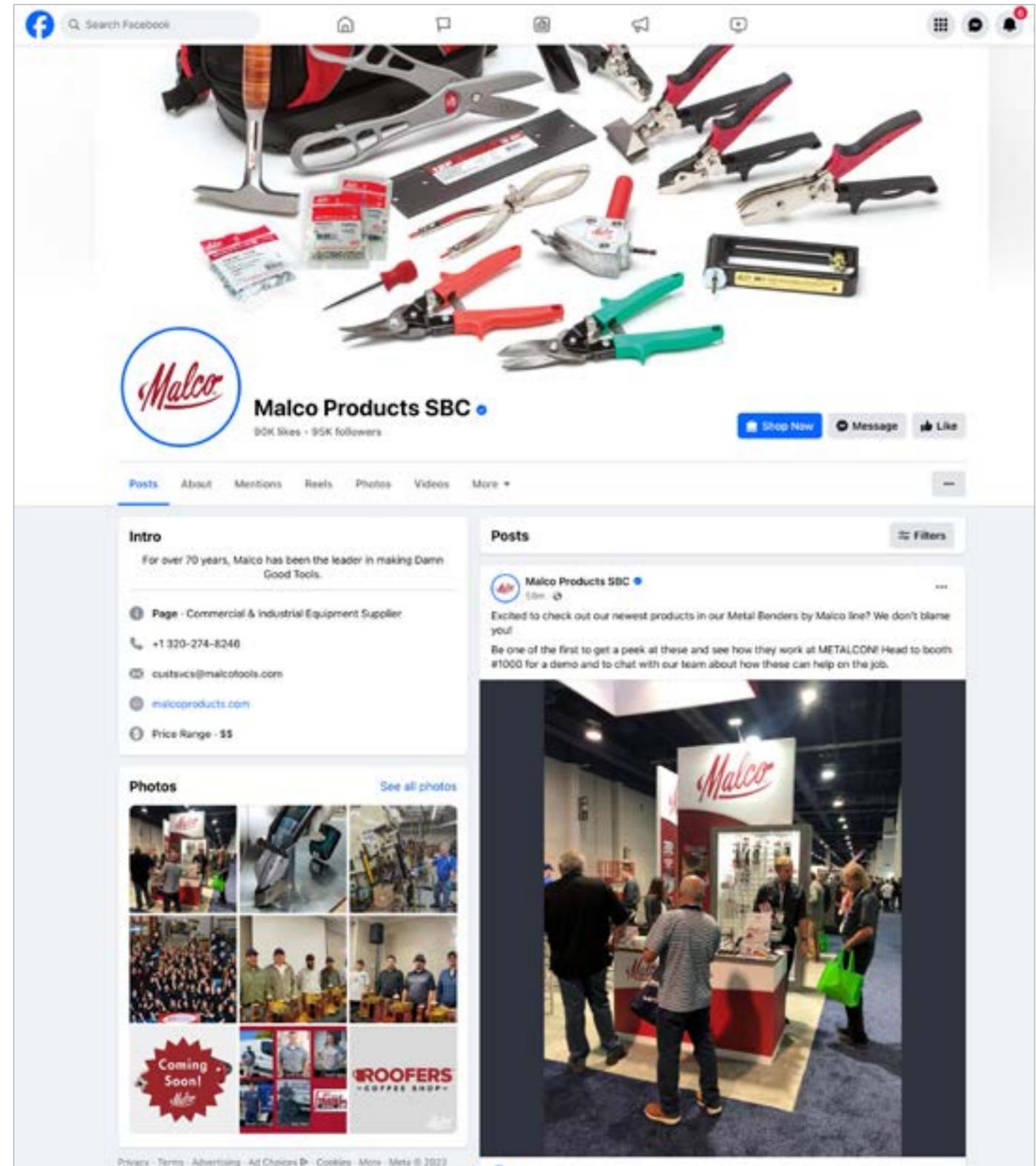
Social Media

Malco's social media presence.

Malco uses social media to engage with customers, share product information, showcase our company values, support of the trades and provide customer service to contractors.

Like the overall Malco brand, the tone of voice is educational and informative while still being casual and relatable.

On social, Malco showcases its expertise in providing tools of the trade—and how each Malco product is made with customers and contractors in mind.



Social Media Dos & Don'ts



Always include visuals with posts that highlight Malco products. Try to ensure the Malco logo is visible. Post photos more than graphics.

Whenever possible, ensure the visual is of a tool in action. The more audiences can visualize how they'll use it in their own work/can see it in action, the better.

Keep copy educational and informative but still light.

We want to convey Malco as experts in the trades industry but also be relatable.

Remember that the main audience is contractors, so craft messaging for them. What would they want to know about Malco tools? What would they want to know about the company? What issues or successes are they seeing in their day-to-day work that Malco can solve or celebrate?

Remind audiences of Malco's 100% employee ownership and rich history of innovation as an American company.

Utilize video. Contractors trust their peers, so showing their peers successfully using Malco products will resonate well.

Engage with the audience. Reply to comments, answer questions, share photos when tagged. Build that personal relationship with contractors.

Utilize LinkedIn to share business news and updates. While the audience there is contractors and channel partners, it is also composed of Malco employees and others in the industry.

Talk about Malco's support of the trades, support of the community, support of the Malco team members, and support of students/the future of the trades. These topics resonate well with audiences and help show Malco's values in action.



Don't get political. Politics vary widely among contractors, and any political talk will be incredibly divisive.

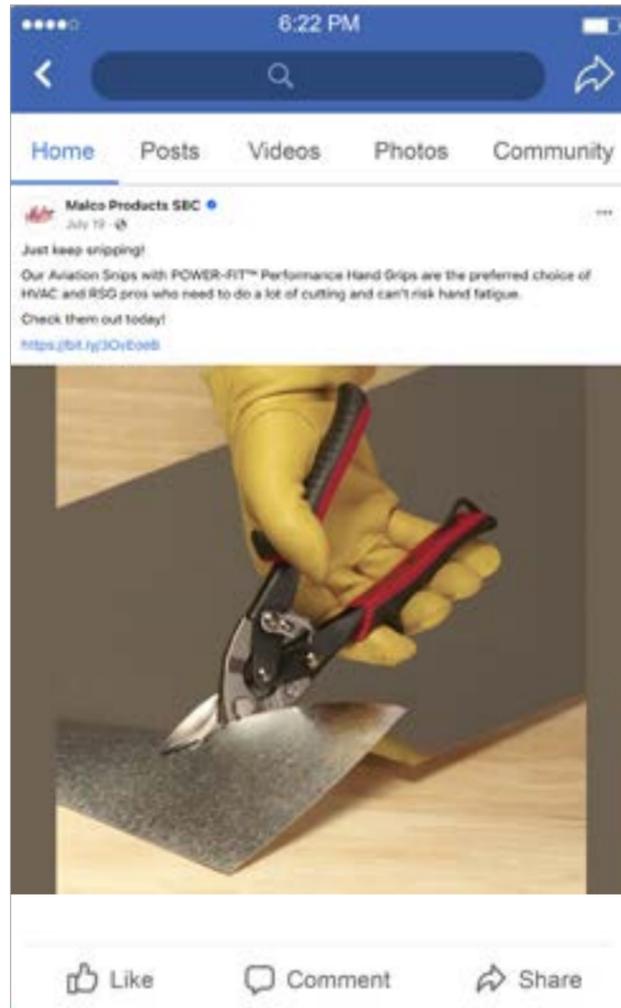
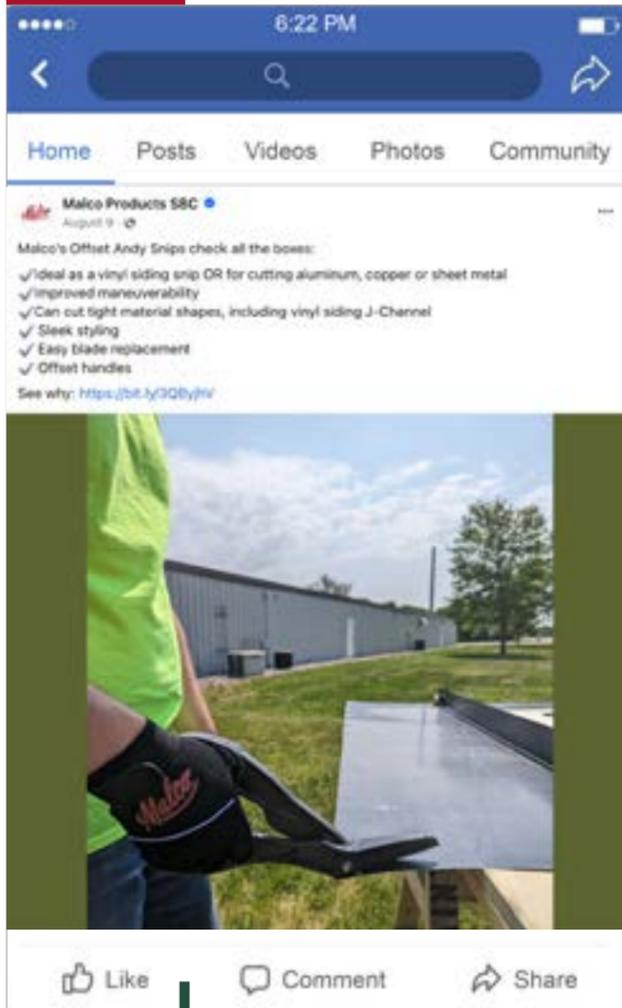
Don't use the phrase "American-made." Since Malco tools are not all American-made, this is not factual and can cause controversy.

Don't be too casual. We have a strong reputation as a high-end brand and company, and it's important to uphold that.

Don't speak ill about other brands or companies. Often, contractors will use multiple brands of tools and products.

Don't argue in the comments. People will use social media to express issues with Malco products—use that as an opportunity to showcase reliable customer service instead of getting defensive about the brand.

Social Media Examples



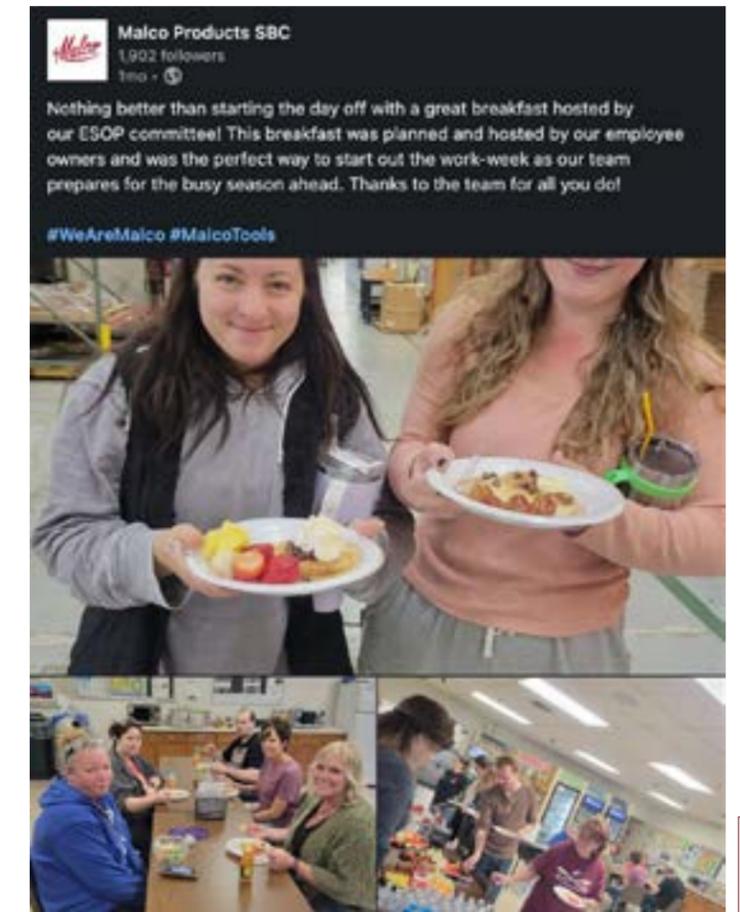
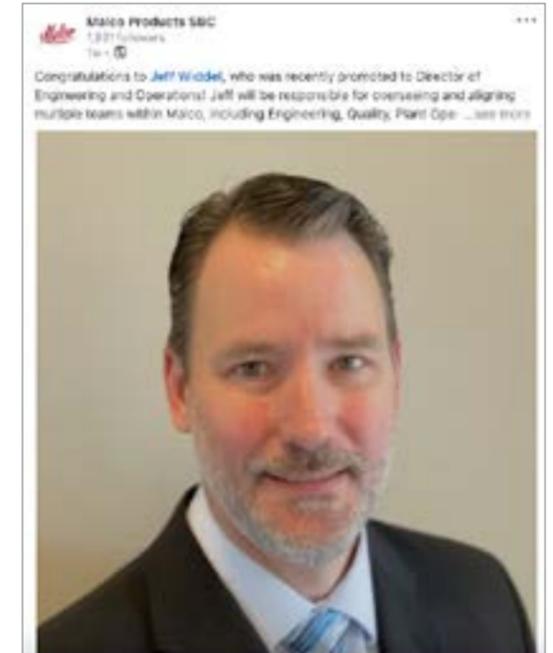
DO

Whenever possible, show our tools in action

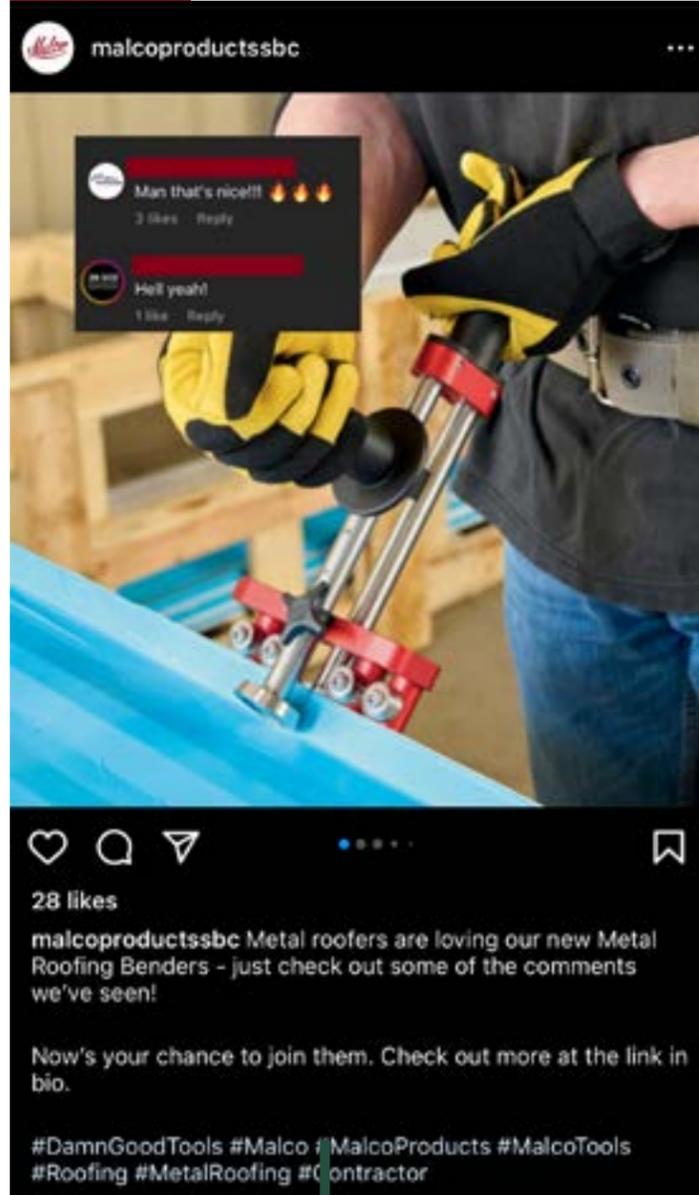


DO

Talk about Malco's support of the trades, support of the community and support of students/the future of the trades.



Social Media Examples



DO

Remember that our main audience is contractors, so craft messaging for them.

DO

Engage with our audience. Reply to comments, answer questions, share photos when tagged.

Get in touch

Still a little puzzled? Are you looking for something that's not here?
Drop us a line.

marketing@malcotools.com