Table Of Contents

The Home Depot's Private Brands
Introduction & How to Use This Guide 3
Contacts 4

The Husky Brand
Essence & Position 5
Attributes & Tone-Of-Voice 6

Product Design Language Elements
Overview 8
The Trapezoid 9
The Shark Fin 10
Handle Grip Line Texture 11
White Reveal 12
Color & Material Palette 13-16
Logo 17-19
Markings 20-22

Submitting Husky Product For Design Language Approval 23-26

Demonstrations
Hand Tools 28-43
Storage 44-46
Other 47-49
Introduction

Building & Protecting Our Private Brands
Our portfolio of private brands is a valuable corporate resource.

The Home Depot’s Private Brands complement our offer of national brands to:
• Create demand
• Provide a competitive edge
• Attract and retain customers

Our private brands need to be promoted and managed just like any national brand. To build customer recognition and loyalty, each must consistently demonstrate its unique essence, position, and attributes through:
• Product selection
• Advertising
• In-store promotions
• Packaging
• User experience of the product

Consistency across these touch-points is what achieves that coveted bond between brand and customer to produce long-term success. Our guidelines set standards that unite our efforts across roles, lines of business, and product categories to reinforce and maintain brand integrity.

A Strong & Consistent Product Brand Language Builds Equity
The strongest representation of the Husky brand is the physical product. It lives beyond our marketing and stores in the hands, homes, and work-sites of our customers. The elements of the product brand language are applied to differentiate Husky from other tool brands and to achieve visual cohesion. When applied consistently across the entire range of different products, it becomes what shoppers look for. It makes Husky easy for shoppers to recognize and locate in any product category throughout our stores.

How to Use This Guide
The following guidelines define, explain, and demonstrate how the elements of Husky’s product brand language are used to create a broad range of tools that look like they all belong to the same family. These elements and standards for usage should be applied to all Husky products. Take care to use only approved artwork provided by The Home Depot’s Private Brand Team. When confronted with a situation that is beyond the standards, you should contact The Private Brand Team for guidance and approvals. All product design concepts should be approved by The Home Depot’s Private Brand Team before production begins (see our Contacts, page 4).
Husky Contacts

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adam_green@homedepot.com
An effective brand essence conveys the intrinsic nature of a brand. Along with the positioning statement, it expresses the brand benefits we want our customers to perceive and what we must deliver to reinforce that perception.

**Essence:**

**NEVER QUILTS**

**Position:**

Husky knows you’ve got your sights set on doing good work, because your reputation is on the line. That’s why we make no-nonsense tools that work as hard as you do—day in and day out—till the job is done right and you go home feeling proud.

Rest assured you’re getting performance and quality you can count on, at a price you can afford. With a Guaranteed Forever warranty, Husky tools have been as dependable as man’s best friend since 1924.
The attributes and tone-of-voice bring the brand to life, giving it a personality that suggests how it looks, acts, and speaks. Together, the brand essence, position, attributes, and tone-of-voice form a filter that is used for building a cohesive product offer and set of communication tools.

**Brand Attributes:**
Hard Working
Honest
Strong
Loyal
Enduring
Confident
Husky’s Design Language Elements have been carefully selected and applied to best represent the attributes of the brand. The Husky brand is made recognizable when the Design Language Elements are used together consistently across every product offered. Husky’s unique Design Language Elements include the following:

**Signature Elements:** Trapezoid
Shark Fin

**Secondary Element:** Grip Lines
White Reveal

**Brand Colors:** Custom Colors

**Identity:** Husky Logo

**Markings:** Functional & Operational Marking Styles

On the following pages each of these elements will be defined. The guidelines for each will show how the elements should be used and what exceptions are allowable.

The final section of this guide provides visual demonstrations of how the elements come together in application. A broad range of products have been addressed to illustrate the flexibility of the guidelines.
Husky Design Language Elements: Trapezoid

The signature Trapezoid shape is a primary element in defining a unique and recognizable look for Husky products. The sweeping angularity adds a sense of energy and motion. The Trapezoid is primarily applied to handles or grips of Husky products to create a distinct field of color and texture that lends visual continuity across a range of tools. The Trapezoid can also be represented as the shape for cut out handles or fields of color on tool bodies. For demonstrations see pages 27-48

**Trapezoid Shape**

The Trapezoid is formed with sweeps on both ends: The sweep toward the working end of the tool is always a 45° angle; the opposite sweep is 45° or 60° depending on the design of the product. To calculate the curvature of the sweeps, take the length of the cross-section (A) and multiply by 0.08.

The basic geometry of the Trapezoid may be adapted based on the design of the products on which it is applied. It is preferred that the entire Trapezoid shape is visible. But when the entire Trapezoid cannot be shown due to tool design or functionality, it may be cropped to show only one angled end toward the working end of the tool.

**EXCEPTIONS: Trapezoid Shape Applied to Rounded Objects**

When dealing with rounder handles such as screwdrivers, if you were to follow Sweep Curvature and Basic Geometry Rules, the end result would be undesirable because it would create a very narrow grip point on one side. When creating the trapezoid shape on a rounded object, the Sweep Curvature rule should be followed but not the Basic Geometry Rule. The curve created should have one side tangent to a vertical or horizontal line, this will ensure an even curve transition and a less narrow termination on the other side.

**Color**

The Trapezoid should create a black field whenever possible (see color palette, pages 13-16).
The triangle of the Shark Fin highlights the sweeping angles of the Trapezoid and is how we terminate the ends of tool handles or other products. The Shark Fin can be applied to many items, adding a strongly distinct look.

**Shark Fin Shape**

The sweeping triangle of the Shark Fin is formed between one end of the Trapezoid and the terminating end of the product. To form a Shark Fin Shape, use the bottom sweep of the Trapezoid as one side of the triangle. Then add a 68° sweeping angle to the terminating end of the product. To calculate the curvature of the Shark Fin’s terminating sweep, take the length of the cross-section (A) and multiply by 0.12. The apex of the Shark Fin triangle should have a width of at least 3-5 mm.

The Shark Fin may be Brushed Steel or a continuation of Process Black Matte rubberized/plastic material of the Trapezoid. A 1.00 mm arced groove provides a visual separation between the Trapezoid and the Shark Fin. The Husky logo on the grip is Gloss Bright White.

**Shark Fin Orientation**

The large end of the shark fin should face the action side of the tool, for hammers this would mean the large side of the fin would face the striking head. Exceptions would be allowed in situations where handle areas are small, the shark fin orientation can be reversed if the reduced grip area interferes with the functionality of the grip.

**Shark Fin Shape Cut Out**

A cut out may be added in the Shark Fin for products that need to be hung or attached to a tool belt or other product. When a cut out is added, the sweeps of the triangle should be concentric to the overall Shark Fin form and have a proportionate size for a substantial and strong appearance. Internal fillets soften the look and allow for easier cleaning. A subtle chamfer should be applied to the edge.
Husky Design Language Elements: Grip Lines

The handle grip line texture is a secondary Husky brand element. The intent is to provide added grip, as well as provide a design element to elevate perception of quality. The texture is primarily applied to handles of large items, such as tool cabinets or air compressors, to provide a non-slip surface. **Use of the texture must be authorized and approved by The Home Depot Private Brand Team** (see Contacts, page 4).

**Vertical Handle (Asymmetric)**

![Diagram of Vertical Handle (Asymmetric)]

**Line Pattern**
The line pattern is proportionally applied to a grip area.

**Grooves**
The grooves should meet the dimensions illustrated below.

**Material Application:** These lines should always be dimensional and not burned or painted onto the product.

**Logo Application**
The logo should not be applied to an area with the grip texture.

**Color**
Process Black Matte is the preferred. When black is not possible, it may take on the color of the material it is molded.

**Horizontal Handle (Symmetric)**

![Diagram of Horizontal Handle (Symmetric)]

**Line Pattern**
The line pattern is proportionally applied to a grip area.

**Grooves**
The grooves should meet the dimensions illustrated below.

**Material Application:** These lines should always be dimensional and not burned or painted onto the product.

**Logo Application**
The logo should not be applied to an area with the grip texture.

**Color**
Process Black Matte is the preferred. When black is not possible, it may take on the color of the material it is molded.
When implementing a Shark-fin element on a handle adjacent to the trapezoid shape of the same color, a 1.27 mm white reveal should be used. This reveal should be molded into the product or painted. If there are two dissimilar materials adjacent to each other, a 1 mm reveal should be molded with no white application.
Husky Design Language Elements: Color & Material Palette

Color Standard Program

Home Depot’s color verification process for private brand PRODUCTS verifies color during PPT and PSI. The service providers will be using the AATCC grey scale test in D65 lighting environments and certified color checkers to verify color. Color standards will be available for order from Color Solutions International (CSI); directions for ordering can be found in the right hand column. In addition to physical standards, CSI provides digital color information in the form of QTX files.

The benefits of this color program to our valued Home Depot suppliers are:

1. Clearer communication of color expectations
2. Industry leading quality control and accuracy of color standards
3. Potential to reduced testing time and costs by eliminating repeated sample submittals

If you have general questions regarding the color program please contact Mike Nelson at Michael_Nelson@homedepot.com, if you have specific questions regarding your products, please reach out to the specific HD associate that is handling your project.

Please be advised you will be asked to match to custom colors during your production and this should be kept in mind when quoting projects.

QTX Files

When you purchase a standard from CSI you will also receive a QTX file. This is essentially a “finger-print” of the color. This file can be of use to your colorant vendors with a spectrometer in making a close match.

Handling Standards

- Color standards should be re-ordered every 12 months to ensure that they have not faded, abraded, or become dirty due to handling
- Standards should be stored in a dark, clean, and low humidity environments
- It is recommended that multiple standards be ordered so that various parts of your production, engineering, and quality assurance chain can have easy access
- Color standards should never be cut or subdivided in anyway

Ordering Color Standards fro CSI

1. Log on to http://www.colorsolutionsinternational.com
2. Click on MY CSI (at the top of the page) A yellow box should appear – click on request new user.
3. Create a user name using alpha and numeric characters only. No symbols. E-mail addresses cannot be used as a user name
4. Enter all your information as thoroughly as possible, state which floor you are located on etc.
5. Check the retailer to make sure you are on your chosen retailer
6. Click register/save
7. Log out — Your designated customer service representative will be automatically emailed.
8. A confirmation e-mail will be sent once our side is complete with set up. (You cannot place the order until your representative authorizes you by e-mail)

CSI Customer Support

If you have any issues or questions for CSI please contact:

BRENDA BURKE
Burke.brenda@csicolors.com
1.800.962.6023
The primary palette for the Husky product brand language is simple, honest, and strong. Black and Brushed Metal are dominant with a bright, clean white Husky Logo. Regardless of the application or material, specified colors should be carefully matched for consistency.

### Colors

**Black**
The dominant color across all products should be black. It is typically used on the body of products and on grips. Standards available in plastic and painted metal.

Process Black Matte Mold-Tech® MT-11010 texture is applied to molds.

**White**
White is reserved for the Husky logo and trapezoid lines. Standards available in plastic.

**Red**
Red is reserved for touch points and special situations. See the next page for a more full explanation. Standards available in plastic and painted metal.

**Grey**
Grey is a minor color in the pallet and is available in plastic and painted metal standards from CSI.

### Other Finish Guidelines

**Brushed Metal**
The finish on the Brushed Metal achieved with 150 grit sand paper applied in a non-directional finish. It is used for the working parts of a product or as an accent.

If a tool requires a high polish finish for a functional reason such as easy clean up, it should be Chrome with a high polish finish.

If a tool requires a material that cannot be metal (plastic, rubber, or fabric), substitute with the color Grey Matte.

**Wood**
Natural Wood sometimes adds functionality or authenticity to a product. Typically, it is used on tool handles. When used, it should be clear-coated Natural Wood with a satin finish. There are no wood standards from CSI because the function of the product often drives the wood choice.

**Gloss**
Painted metal surfaces should achieve a gloss level of 80% (with a tolerance for 75% as a low or 85% as a high).
Husky Design Language Elements: Color & Material Palette

When and How to Use Red

Husky Red
Husky Red is used on a product to indicate an action. It is applied to parts such as triggers or switches. Regardless of material, it should match the Husky Red standard from CSI. Painted metal and plastic standards are available from CSI.

Touch Points
Touch-points such as triggers, buttons, and knobs should be molded or painted red.

Safety
In some cases, parts of a product should be made more noticeable for safety purposes. In these cases, parts should be made red. An example of this would be the legs of a tripod that might present a trip hazard; in this case, the tips are made more noticeable by using red.
Evaluating and Meeting Color

Visually Evaluating Color

Listed below are guidelines for visual color evaluation (no use of a spectrophotometer):

- Color should always be evaluated in controlled lighting environments. Home Depot’s color standards are created to be excellent matches in under D65 (primary) and TL84 (secondary) lighting sources.
- Comparisons should be tilted at a 45 degree angle from the light source.
- Viewers should ideally be validated as not being color blind. The Munsell Farnsworth test is designed for checking this. Below is information for ordering this test. Only individuals scoring between 0-16 should be evaluating color visually (the Munsell Farnsworth test labels these individuals as “superior discriminators of color”).
- A gray scale comparison chart should be used to compare the product and the sample. AATC procedures for use should be followed as closely as possible when using the tool.
- For product, a reading of 4 or higher is a passing grade.

Aid in Meeting a Target Color

If a supplier needs help in meeting target colors, they can contact the following companies for consulting services:

- Plastics – National Plastic Color (NPC), www.npccolor.com: NPC offers 3 levels of consulting services to help meet plastic colors, telephone support, on-site color development, and sale of plastic colorant.
  - Bill Sutherland, wls@npccchina.com, 86.755.3381.9536
- Metal and Wood – Continental Hardware
  - Paul Kennedy, paulk@continental-hardware.com, 336 887 2888
  - Willie Foley, willief@continental-hardware.com, 336 887 2888
- Paint and Powder coating – Dupont (more contacts for other countries available upon request)
  - China – Tim Dawe, +86 21 3862 2984
  - Taiwan – Tom Yang, +886 3 483 8800 ext. 3693
  - US – David Eagle, 314 606 6917
  - Mexico & Central America – Alberto Vazquez, 52 1 55 2955 7422
- Textiles – Color Solutions International
  - Visit for detailed contact information: http://colorsolutionsinternational.com/Contact.cfm

Equipment

Below is equipment to help aid in pursuing color excellence. These tools are not required to be owned, but will lead to more difficult achievement of color accuracy.

- Grey Scale Comparison Chart:
  - AATCC: http://members.aatcc.org/Scripts/4Disapi.dll/store/08359-gray-scale-for-color-change/301/
- Light booths (any D65 lightbooth is acceptable):
- Test
  - Farnsworth Test for verifying if someone is color blind - http://www.xrite.com/product_overview.aspx?id=830
Husky Design Language Elements: The Logo

The Husky logo is the primary graphic identity for the brand. It must be used as designed and never redrawn, screened, stretched, overprinted, or used with different fonts. It should be used in its entirety whenever possible. When manufacturing processes negatively affect the clarity of the Dog Head, the Wordmark of the logo may be used alone. For approved artwork and approvals of applications that don’t conform to these standards, contact The Home Depot’s Private Brand Team (see Contacts, page 4).

**Color**

The logo should be white on a black field. The only exceptions are for products that are made of all metal or metal and wood. In these cases the logo is either printed in black or takes on the color of the material it is molded into.

**Clear Space**

To give the logo emphasis and readability, it should have breathing room around it. The minimum clear space is equal to height of the “H” in the Husky logo. There should be no competing graphics or working parts in this zone.

**Secondary Logo**

A secondary logo may be used to permanently brand tools that have a non-integral handle. The secondary logo is laser-etched into the tool. It is positioned on the front side toward the working end of the tool. The height of the secondary logo should be 1/2 the height of the H in the primary Husky logo.

**How Not to Use the Logo:**

The Husky logo should never separate the head and the logo on separate lines.

The Husky logo should never be warped to fit to a curve.

The Husky dog head can be used alone, but should be used sparingly.

Do not over brand products by placing multiple logos close together,
Kiss Cut Decals
Kiss cut decals are decals that use a background. Kiss cut decals should never be used for the Husky logo but is acceptable for use in control and warning decals.

Die Cut Decals
Die cut decals have no background and should always be used when applying the Husky logo.

Assembled or Made in U.S.A call-outs
The made call-out graphics should be no larger than 1/3 the with of the Husky logo and no closer than 3 Husky logos.

Registration Mark
The registered mark should never be larger than the vertical portion of the Y. If the registered mark cannot be cleaning and clearly molded, printed, or sewn due to it being too small, it should be considered for removal. Contact the brand manager listed on page 4 for permission to remove the registration mark.
Husky Design Language Elements: The Logo

Distinctly Horizontal Fields

In distinctly horizontal fields, such as tool handles, clear space is used to determine the size of the logo. When placed within a trapezoid shape, the logo is left aligned with the bottom angles of the Trapezoid. When placed in a simple black field, the logo is visually centered. If a working part obstructs the center, the logo is placed to the upper right of the field.

Distinctly Vertical Fields

In distinctly vertical fields, clear space is used to determine the size of the logo. It is then visually centered in the field. If a working part obstructs the center, the logo is placed to the upper right of the field.

Simple Black Field

When placed in a simple black field, the logo is visually centered. If a working part obstructs the center, the logo is placed to the upper right of the field.
Husky Design Language Elements: Markings

Tool Markings have a functional or operational purpose. They help users identify differences between like tools or communicate required information, such as warnings, country of origin, or item numbers. Markings must be formed into the product for permanence. They should be clean, legible, and high-contrast for an easy read. They should be positioned and placed where they are most useful to the user. Marketing messages, such as features or benefits, should be printed onto an easily removable sticker or other packaging.

**Font**
The Husky type family is Frutiger. When Frutiger is not an option, choose a sans serif font with a close resemblance.

Frutiger Bold should be used for numeric size, weight, and power values, with the support of Frutiger 55 Roman for unit of measure, warnings, country of origin, and SKU number.

**Size**
The type size for Functional Markings (size, weight, and power) equals the height of the “H” in the Husky logo. The supporting unit of measure and Operational Markings (warnings, country of origin, and SKU number) are 1/2 the height of the “H” in the Husky logo up to a maximum of 18 pt. type, unless specified by regulatory standards and a minimum type size of 6 pt.

**Color**
Markings should be as high contrast as possible for optimal visibility. The preferred options are white type on dark backgrounds or black type on light backgrounds.

It is preferred that markings are de-bossed into the product material and painted black for optimal readability. If the product does not allow for the additional color, then the markings are simply de-bossed.
Functional Markings are limited to those that improve the user experience. These permanent markings should be used sparingly and with prominence.

**Functional Markings: Size, Weight & Power**

Functional Markings need to be positioned on the front side of products and viewable even when the product is packaged. The numeric values are in Frutiger Bold and the supporting unit of measure is Frutiger 55 Roman (see page 20). It is preferred that these markings read left to right, along the same baseline as the logo. However, if this interferes with functionality, as in the case of hammers which need to be easily identifiable from a tool belt, the markings may be oriented to better aid the user.

Markings should be placed toward the working end of the tool. On tools that require both SAE and Metric measurements, SAE is on one side of the tool and metric is on the other.

When placed on the end of a product (i.e., screwdrivers) it is preferred that markings are centered in the field.
Operational Markings are secondary to Functional Markings and have a more discreet placement, yet should be clearly visible and permanently marked.

Operational Markings: Warnings, Country of Origin, Patent Number & SKU

These secondary messages should be more discreet and always be placed on the back side of the product. Operational messages are presented in this order: (1) Warnings, (2) Country of Origin (when required), (3) Patent # (when applicable), and (4) SKU # (mandatory). The type is ALL CAPS in Frutiger 55 Roman (see page 20).

Operational Markings should be placed toward the working end of the tool and visually centered, when possible. Operational Markings may also be located in the rubber grip, raised or inset. Maintain clear space around markings. Clear space is 1/2 the stroke of the “H” in the Husky Logo and follows around the contour of the type.

Marketing Messages
Marketing messages, such as key features and benefits, should never be marked onto the tool. These messages should be placed on an easily-removable sticker or packaging.
In order to ensure quality and proper implementation of the Husky visual brand language we ask all our suppliers to submit samples and drawings for approval prior to PPT and as early in the development process as possible. On the following pages are guidelines for exactly what dimensions to include in 2D line drawing format so The Home Depot can see key geometry characteristics. On the following pages in the right hand column is listed dimensions needed; if, for instance, you are creating a part with the Husky Trapezoid, you will need to provide the five dimensions mentioned in the list in the right hand column. The goal with this request is to allow Home Depot to provide you with the quickest approval timeline possible.

STEP 1: View the following pages and figure out which Husky elements you have incorporated into your product. (page 24-25)

STEP 2: Identify logo and marking constraints (page 25)

STEP 3: Create a 2D line drawing .pdf showing the dimensions requested in the right hand column of pages 24-26 to verify the correct Husky element geometry. (see example below for guidance)

STEP 4: Send the .pdf to your industrial design contact. If you do not know who your industrial design contact is, please send to the industrial design manager list on page 4.

Sample drawing showing Husky trapezoid dimensional information

ACTION REQUIRED PRIOR TO PPT:
Please read this section closely and submit drawings to your PDM partner for ID approval.
Husky Trapezoid:  
To gain approval for use of the Husky Trapezoid please provide a drawing showing the following dimensions:

1. Left arc angle, C: 45º or 60º  
2. Right arc angle, D: 45º or 60º  
3. Line A Arc length on left and right: A x 0.08 = B  
4. Line B Arc depth: on left and right: A x 0.08 = B  
5. Width of white line around the Trapezoid (when applicable), should be 1.5mm

Husky Shark Fin:  
If your design incorporates a shark fin shape, there will be a 6 key dimensions we will need you to provide in approval drawings:

1. Left arc angle, 60º  
2. Right arc angle, 68º  
3. Reveal width (if applicable), 1mm  
4. Width of shark fin top, 3 to 5 mm  
5. Arc length A, A x 0.08 = B  
6. Arc depth B, A x 0.08 = B

(continued on next page)
Husky Dimensional Guide: Approval Process

**Asymmetric, Vertical Husky Grip Lines**

To gain approval for use of the Husky Grip Lines, please provide a drawing with the following 7 dimensions highlighted:

1. Distance X (in 2 locations), $Y < X$
2. Distance Y (in 4 locations) $Y < X$
3. Distance Z, 0.33 x handle diameter
4. Angle of top lines, 45°
5. Angle of bottom lines, 60°
6. Diameter of curved groove, 0.06” DIA
7. Radius of transition from handle to groove, 0.02”
8. DIA of center ‘v’ shape, max = 0.9”, min = 0.4”, DIA = $Y/1.5$

(continued on next page)

**Symetric, Horizontal Husky Grip Lines**

To gain approval for use of the Husky Grip Lines, please provide a drawing with the following 7 dimensions highlighted:

1. Distance X (in 2 locations), $Y < X$
2. Distance Y (in 4 locations) $Y < X$
3. Distance Z, 0.33 x handle diameter
4. Angle lines, 60°
5. Diameter of curved groove, 0.06” DIA
6. Radius of transition from handle to groove, 0.02”
7. DIA of center ‘v’ shape, max = 0.9”, min = 0.4”, DIA = $Y/1.5$

(continued on next page)

**Groove Geometry**
Primary Logo

If you have a Husky logo on the product you are producing, to approve use, your drawings will need to show the following:

1. The height of the H
2. The width of the H
3. The distance on each side logo to the nearest edge or other feature

Secondary Logo

If you have a secondary Husky logo on the product you are producing, to approve use, your drawings will need to show the following:

1. The height of the primary logo H
2. The height of the secondary logo dog head

Markings

If your product contains any markings, please provide the following dimensions to approve the use:

1. The height of the primary logo H
2. The height of the marking

Color:

If you would like for HD to verify your color accuracy prior to PPT you can send product or just swatches using production materials to the PDM’s attention with it clearly labeled in English as a sample specifically intended for color check. Please understand you will be asked to match to custom HD colors and this should be considered when providing quotes.
Pliers

Trapezoid & Shark Fin
The Trapezoid shape is applied as a smooth rubberized grip on the tool handles. The Brushed Steel of the handles extends beyond the grip. The terminating end of the handles are formed and finished to create the Shark Fin (see pages 10).

Exception
Rubber Shark Fin: In cases where the metal should not be exposed on the terminating end of tool, the rubber grip may fully extend. 1.00 mm arced groove provides a visual separation between the Trapezoid and the Shark Fin. Use of this exception must be authorized and approved by The Home Depot Private Brand Team (see Contacts, page 4).

Color & Material
The rubber grip is Process Black Matte. Exposed metal is Brushed Steel (see pages 13-16).

Logo
The white Husky logo is molded into the rubber grip and is sized and placed in accordance with guidelines (see pages 17-19).

Wordmark
The Husky wordmark is sized and placed in accordance with guidelines (see page 17-19).

Markings
Operational Markings are de-bossed or laser etched in the Brushed Steel on a smooth surface on the back of the wrench for permanence (see pages 20-22).
Husky Design Language Demonstrations: Hand Tools

Adjustable Wrench

Trapezoid & Shark Fin
The Trapezoid shape is applied as a rubberized grip on the tool handle. The exposed metal Shark Fin should have a cut out for hanging whenever possible (for creating the Shark Fin, see pages 10).

Exceptions
- **Rubber Inset Trapezoid**: When constrained to a traditional adjustable “I-Beam” form where a full rubberized grip cannot be applied, a rubberized inset may be used to fill the trapezoid shape.
- **All Brushed Steel**: When the tool must be all Brushed Steel, the Trapezoid shape is molded into the metal, the valley of the shape is simply Brushed Steel like the rest of the tool.

Color & Material
The rubber grip is Process Black Matte. The exposed metal of the wrench is Brushed Steel (see pages 13-16).

Logo
The logo is either white molded into the rubber grip or embossed Brushed Steel. Size and placement is in accordance with guidelines (see pages 17-19).

Secondary Logo
A secondary Husky logo is used to permanently brand the tool. The secondary logo is sized and placed in accordance with guidelines (see page 17-19).

Markings
Functional Markings are de-bossed on both sides to accommodate metric. Size is on the neck, on the same baseline as the logo. A rule is placed parallel to the mouth of the wrench. Operational Markings are molded into the rubber grip or laser etched on the back side of the tool. (see pages 20-22).
Husky Design Language Demonstrations: Hand Tools

Combination Wrench

Color & Material
The metal of the combination wrench is Chrome (see pages 13-16).

Logo
The logo is stamped into the Chrome. It is sized and placed in accordance with guidelines (see pages 17-19).

Markings
Functional Markings are de-bossed or laser etched on both sides toward the end of the wrench, along the same baseline as the logo. Operational Markings are de-bossed and visually centered on the back of the tool for permanence (see pages 20-22).

Step Up - Black
SKUs with step up features should receive black color to contrast with standard products.
Husky Design Language Demonstrations: Hand Tools

Striking Tools

Trapezoid
The trapezoid shape is integrated into the tool architecture as a smooth rubberized grip on the handle. The arc is created with a white line molded into the form.

Grip
The grip pattern is molded into the rubber or fiberglass handle where applicable. For wood handles, the dot pattern should be burned in. (see page 11)

Color & Material
The rubber grip is Process Black Matte. The metal is black painted steel with polished ends; wood handles are clear-coated Natural Wood (hickory, pear, bamboo, etc.) with a satin finish. (see pages 13-16).

Logo
The white logo is molded in, flush with the black surface.

Head Markings
The Husky logo is also laser etched on the head of the logo along with product weight specifications (see pages 17-19). On the backside safety and SKU numbers should be etched in using font and marking guidelines.
Long Handled Tools

Trapezoid
The trapezoid shape is integrated into the tool architecture by the curved silhouette of the rubber handle (see page 9).

Grip
The grip pattern is molded into the rubber grips where applicable. For horizontal facing wood handles, the grip pattern is burned onto the front of the handle. For vertical wood handles, no grip pattern is used (page 11).

Color & Material
The rubber grip is Process Black Matte. The metal is brushed steel; wood handles are clear-coated Natural Wood (hickory, pear, bamboo, etc.) with a satin finish. Metal handles should be red (see pages 13-16).

Logo
The white Husky logo is pad printed on red and black surfaces and is black on wood surfaces. An embossed logo should be molded into the neck of the metal tip of the tool (see page 17-19).

Wordmark
The Husky wordmark is sized and placed in accordance with guidelines (see page 17-19).
Hammer

Trapezoid
The Trapezoid shape is integrated into the hammer architecture as a smooth rubberized grip on the handle. The rubber grip is flush with the Brushed Steel or Wood of the handle (see page 11).

Exception
All Wood: When it’s not possible to have a rubber grip on a wood-handled hammer, the Trapezoid shape is burned into the handle.

Color & Material
The rubber grip is Process Black Matte. The metal of the hammer is Brushed Steel; wood handles are clear-coated Natural Wood (hickory, pear, bamboo, etc.) with a satin finish (see pages 13-16).

Logo
The white Husky logo is molded into the rubber grip or a black burn. The clear space and placement rules are applied to size the logo (see pages 17-19).

Exception
All Wood: When the Trapezoid is represented in a burn, the Husky logo is placed outside the Trapezoid for best legibility. It is sized according to clear space rules (see pages 17-19) and is visually centered between the working end of the tool and the start of the Trapezoid. The logo is also a burn into the wood.

Wordmark
The Husky wordmark is sized and placed in accordance with guidelines (see pages 17-19).

Markings
Functional Markings are de-bossed or laser etched on the front side of the hammer head. They are placed perpendicular to the logo for user functionality. Operational Markings are de-bossed on the back of the hammer head for permanence (see pages 20-22).
Hex Key Tools

Trapezoid
The trapezoid shape is integrated into the tool architecture by the white lines (see page 9).

Color & Material
Black matte body and white logo and lines. (see pages 13-16).

Logo
The white Husky logo is molded into the tool (see pages 17-19).

Wordmark
The Husky wordmark is sized and placed in accordance with guidelines (see pages 17-19).

Markings
The SKU and the indicator of tool type (torx, mm, or sae) is molded into the back for the tool (see pages 20-22).
Husky Design Language Demonstrations: Hand Tools

**Screwdriver**

**Trapezoid & Shark Fin**
The Trapezoid shape is applied around the round or oblong handle as a smooth rubberized grip. Plastic of the handle extends beyond the end of the Trapezoid. Generating the exact curves for a screwdriver will be subject to the exceptions discussed on page 9.

**Exception**
**Molded Trapezoid**: When it's not possible to have a rubber grip, a field of molded black plastic may be used to define the Trapezoid. The white logo is printed on top of the black.

**Color**
See page 13 and 14 for color details.

**Logo**
The white Husky logo is molded into the rubber or printed onto plastic and placed on the front side of the screwdriver. It is sized and placed in accordance with the 1X clear space and placement rules (see pages 17-19).

**Markings**
Functional Markings are flush in the end cap of the handle. Operational Markings are molded into the Trapezoid grip on the back side of the tool. Clear space around markings is 1/2 the stroke of the “H” in the Husky Logo and follows around the contour of the type (see pages 20-22).
Screwdriver details

Hard Handle
Shank: Square
Hard handle screwdrivers are color coded:
  Blue (Pantone 286C): P2 - Philips
  Red (Pantone 187C): 1/4 - Slotted
  Black (Process Black): S2 - Specialty

Soft Grip
Shank: Square
Tip: Blasted
Hand Saw

Trapezoid
The Trapezoid shape is applied as a smooth rubberized grip on a wood or plastic handle. The rubberized grip is flush with the handle structure. A 1.0 mm arced groove outlines the shape of the Trapezoid to make it distinct from the rest of the handle. (see page 9).

Color & Material
The rubber grip is Process Black Matte. Plastic is Process Black Matte; metal is Brushed Steel; and wood is clear-coated Natural Wood (hickory, pear, bamboo, etc.) with a satin finish (see page 13-16).

Logo
The white Husky logo is applied to the rubberized grip on the front side. A black logo is printed onto the front side of the saw blade. The 2X clear space rule is used to size the place the logo on the blade (see pages 17-19).

Secondary Logo
For a wood handle with a burn, a secondary logo is added to the front/top side of the handle opposite the markings on the back side (see pages 17-19).

Markings
Functional Markings are printed Process Black Matte on the front side of the saw blade, placed to the left of the logo. Operational Markings are de-bossed into the handle of the saw for permanence on the back side of the top of the handle (see pages 20-22).
C-Clamp

Trapezoid
The trapezoid shape should be symmetrical and is applied to the area opposite the clamp opening. The lines that form the trapezoid should follow the contours of the left and right inner side of the clamp. (see page 9).

Color & Material
The threaded clamp and handle should be a polished metal finish and the “c” portion of the clamp should be a matte black (see page 13-16).

Logo
The logo should be molded into the part and receive a white pad print to the raised surface (see pages 17-19).
Files and Hand Saws

Trapezoid
The Trapezoid shape is formed with white lines on the handle (see page 9).

Color & Material
The dominant color is black with white lines. (see pages 13-16).

Logo
The Husky logo is molded into the handle and is not raised or de-bossed. (see pages 17-19).

Markings
The SKU number is molded into the back of the handle opposite the logo (see pages 20-22).
Utility & Lock Back Knife

Trapezoid
The Trapezoid shape is applied as a smooth rubberized grip on the tool handle. The exposed area at the end of the handle implies the Shark Fin (for creating the Shark Fin, see page 9).

Inset Trapezoid: When a full rubberized grip cannot be applied, a rubberized inset may be used to fill the trapezoid shape.

Color & Material
The rubberized grip is Process Black Matte. The exposed parts of the handle that extend beyond the grip are Brushed Steel or Grey Matte plastic (see pages 13-16).

Logo
The White Husky logo is permanently marked on the tool. Size and placement is in accordance with guidelines (see pages 17-19).

Wordmark
The Husky wordmark is sized and placed in accordance with guidelines (see page 17-19).

Markings
Operational Markings are permanently marked on the back side of the tool. (see pages 20-22).
Husky Design Language Demonstrations: Hand Tools

Torpedo and I-Beam Level

Trapezoid & Shark Fin
The Trapezoid shape is applied to the end caps and cut outs of levels (for creating the Shark Fin, see pages 9-10).

Color & Material
The primary color is Process Black Gloss paint or brushed metal with white accents around over-molded parts. The top surfaces are brushed steel. Buttons on digital levels are in Husky Red (see pages 13-16).

Logo
The white Husky logo is visually centered in appropriate landing areas. The clear space rule is applied to size the logo (see pages 17-19).

Markings
Functional Markings are printed white on the front side of the tool. Size is placed to the left of the logo and accuracy is placed to the right (see pages 20-22).
Beam Level

Trapezoid & Shark Fin
The Trapezoid shape is applied to the end caps and cut outs of levels (for creating the Shark Fin, see pages 9-10).

Color & Material
The primary color is Process Black Gloss paint or brushed metal with white accents around over-molded parts. The top surfaces are brushed steel. Buttons on digital levels are in Husky Red (see pages 13-16).

Logo
The white Husky logo is visually centered in appropriate landing areas. The clear space rule is applied to size the logo (see pages 17-19).

Markings
Functional Markings are printed white on the front side of the tool. Size is placed to the left of the logo and accuracy is placed to the right (see pages 20-22).
Husky Product Demonstrations: Hand Tools

Plumbing Tools

Trapezoid
The Trapezoid shape is applied where possible (see pages 9).

Color & Material
The dominant color should be black and the natural stainless steel finish. Significant touch points should receive red coloring.

Logo
The pad printed white Husky logo is visually centered on the primary front-facing field of black (see pages 17-19).

Markings
Operational Markings are placed on a tag that is sewn into the interior lining. Preferably it is a white tag with black type (see pages 20-22).

In some cases a trapezoid cannot be formed into the tool, and therefore a black finish is sufficient. The Husky grip lines (see page 11) should also be incorporated when appropriate.

The Husky logo and trapezoid is etched into the stainless steel part when no black surface is available for placing a white logo.
Metal Tool Cabinet

**Trapezoid and Grip Texture**
The Trapezoid shape is applied as a rubberized grip to the handle of the tool cabinet with Grip Texture Lines.

**Exception**
**Brushed Steel:** If a rubber grip cannot be applied, then the handle is simply Brushed Steel.

**Color & Material**
The dominant color of the tool cabinet is Process Black Gloss paint or stainless steel. Brushed Steel is used as an accent on all handles and castor details (see pages 13-16).

**Logo**
For tool cabinets only, the Husky logo is a plastic with a foil coating. The foil part number is: AP82518-1S-602AL. Because working parts obstruct the preferred centered position, the Husky logo is placed in the upper right of the primary front-facing field of black (see pages 17-19).

There is no logo on the Trapezoid grip since it is prominently displayed on the primary front-facing surface.

**Markings**
Operational Markings are placed on a rectangular sticker on the inside right side of the top drawer toward the front (see pages 20-22).

**“Best Offering”**
SKU’s offering step up features should use a matte black painted finish.
Totes

Trapezoid & Shark Fin
The top trapezoid shape contains the logo and uses the 45 degree angle to form the sides. The bottom trapezoid shape uses the 65 degree (see pages 9-10).

Color & Material
The totes should be black (see pages 13-16).

Logo
The Husky logo is visually centered on the primary facing surface on the top and can be achieved with heat stamping, or mold texture (see pages 17-19).
Garage Storage

Color & Material
The sheet components are black, wood tops are light colored pear wood, and extruded aluminum grips are a natural finish.

Hinge Interface
Door hinges are mounted on a 45 degree angled surface to provide collision free door opening when cabinets are adjacent.

Logo
The Husky logo should be an injection molded (see pages 17-29).

Feet
Feet should be cylindrical.
Compressor

Trapezoid
The Trapezoid shape is applied as a rubberized grip to the handle of the compressor with Grip Texture Lines (see pages 9).

Exception
No Grip: When a rubberized grip isn’t possible, then the handle is simply brushed metal.

Color & Material
The dominant color of the compressor is Black. The painted cylinder is Process Black Gloss and the molded plastic motor shroud is Process Black Matte. Brushed Steel or Grey Matte molded plastic is used as an accent on handles and wheels (see pages 13-16).

Logo
The Husky logo is visually centered on the primary facing field of black on both the front and back. The facing surface is 1/3 the circumference of the cylinder. The clear space rule defines the logo size. A secondary logo is placed on the top of the engine shroud, just above the gages. It is size and placed with in the field according to clear space rules (see pages 17-19).

Markings
Functional Markings are placed on a permanent sticker on the side panel of the motor shroud (see pages 20-22). Operational Markings are placed on the marking plate on the top of the motor shroud. Contact The Home Depot Private Brand Team for marking plate artwork (see Contacts, page 4).

Color-coding
Husky Red is used on select parts to indicate action.
Sawhorse

Trapezoid & Shark Fin
The Trapezoid shape is implied on the terminating ends of the sawhorse legs by adding the sweeping angles. An accent plug of Grey Matte plastic forms the Shark Fins (see pages 9-10).

Color & Material
The dominant color of the sawhorse is Process Black Matte if molded in plastic or Process Black Gloss if metal. The saddle is an accent of Grey Matte Plastic (see pages 13-16).

Logo
The white Husky logo is visually centered on the primary facing surface on both the front and back (see pages 17-19).

Markings
Operational Markings are placed on the back of the product to the right of the logo (see page 20-22).
Air Tools

Color & Material
The dominant color is Black Matte. The power actuator and similar touch points should be Husky Red (see pages 13-16). A white stripe is added as a reference to the Husky trapezoid, the exact trapezoid was not implemented because of tooling limitations.

Grip
On drill style tools, the standard grip was applied. For the wrench style tools, a V shape pattern was applied using the same principals of the grip pattern as though they were meeting on the back of a drill handle.

Logo
The Husky logo should be applied white. (see pages 17-29).

Markings
Operational Markings are laser etched or de-bossed into the back of the product (see page 20-22).
Flash Lights

Color & Material
The dominant color is Black with brushed aluminum accents. The head and tail end should be composed of shock absorbent TPR for durability.

Handle
The main shaft should be covered in a knurled texture with angled grip lines incorporated.

On/Off Switch
The switch should be Husky Red and have the Husky head embossed on it.

Logo
The Husky logo should be applied white on a flat surface.
Work Lights

Color & Material
The main body should be Husky Matte Black and the various positioning knobs and foot end caps should be red.

Handle
The handle should be molded into the top face plate.

Logo
The Husky logo is molded into face plate and polished to reveal aluminum.