



BRAND GUIDELINES

00. CONTENT

- 01. About JOSAM
- 02. Logo
- 03. Color Palette
- 04. Typography
- 05. TSS Family

01. ABOUT JOSAM

HOW IT ALL STARTED

Founded by Jonas Samuelsson, JOSAM began with a vision to introduce a more efficient straightening press to the market.

Based in Örebro, Sweden, JOSAM is a global leader in manufacturing and supplying wheel alignment, straightening, and induction heating equipment for the heavy vehicle industry. We are committed to serving truck and bus OEMs and workshops worldwide.

Since the introduction of our first frame straightening system in 1972 and our inaugural wheel alignment system in 1974, JOSAM has continually advanced its products to achieve greater speed, precision, and user-friendliness.

1972

The company launches with the first straightening press for trucks ready for sale. Unlike other press trolleys, the JOSAM straightening press anchors to the workshop's floor beams.



1974

The next stage of product development introduces JOSAM **Laser AM**, a new alignment system for truck wheels and axles. This innovative system uses the truck frame's centre line as a reference point, with lasers and alignment scales for precise wheel and axle alignment.



1979

JOSAM introduces the **Cab Bench**, an entirely new system for straightening truck cabs that can supplement various adaptors to accommodate different makes of trucks.



1985

In the early 1980s, JOSAM experiences remarkable growth, culminating in being honoured with the Industry Award by the Municipality of Örebro in 1985.



1995



JOSAM achieves ISO 9001 certification, the internationally recognised standard for quality management.

1996



JOSAM launches the **Truckaligner I**, an electronic wheel alignment system that offers a faster, easier, and more precise alternative to traditional analogue systems.

1998



JOSAM releases its first induction heating system.

2000s



The early 2000s see these new product introductions:

2002: **Cab Tower** straightening system with floor anchoring
2006: PC-based wheel alignment system, **Truckaligner II**
2008: **I-Press** frame straightening system

2011

JOSAM introduces **I-Track**, a high-speed wheel alignment system that doesn't require scales to be attached to the vehicle, enabling rapid measurement of wheel alignment and swift diagnosis of wheel settings.

2014

JOSAM unveils the **Cam-Aligner**, a robust wheel alignment system based on camera technology that provides mobility for wheel alignment in any environment or place.

2018

JOSAM launches **I-Track II**, a faster, more enhanced update to the highly successful I-Track wheel alignment system.

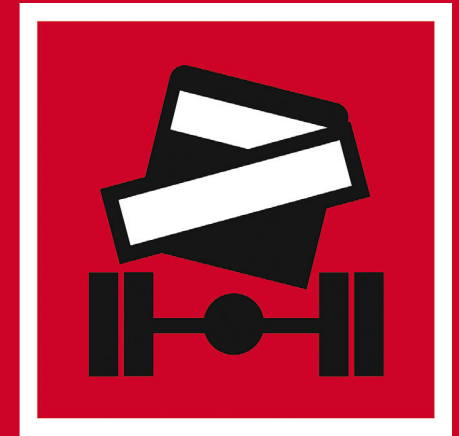
2022

JOSAM celebrates fifty years of pioneering innovation and development.

02. LOGO

HISTORY

The JOSAM logomark symbolizes a stylized twisted truck chassis, representing one of the most common damages repaired with the classic frame straightening system, the JOSAM Frame Press, of the company's founding in the early 70s.



PRIMARY USE

The black logo should always be used except on dark backgrounds.



The white logo should be used on dark backgrounds.



SECONDARY USE

All white or all black logo versions should only be used when color is not an option.



APPLICATION

Ensure at least 1/2 height (H) of clear space on all sides.



Don't enclose the logo within a shape or add borders around it.



Don't add type elements or use the logo in a sentence.



Don't use as a pattern.



Don't use without a registration mark.



Don't stretch or compress the logo.



Don't rotate the logo.



Don't use over competitive backgrounds.



Don't use in solid color, except black or white.

03. COLOR PALETTE

RED

PANTONE 186 C
C12 **M**100 **Y**91 **K**3
R206 **G**14 **B**45
HEX ce0e2d

WHITE

C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
HEX ffffff

BLACK

PANTONE Process Black
C0 **M**0 **Y**0 **K**100
R35 **G**31 **B**32
HEX 231f20

LT. GRAY

C0 **M**0 **Y**0 **K**10
R230 **G**231 **B**232
HEX e6e7e8

04. TYPOGRAPHY

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OSWALD EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#%&/'()*=?*][:;><

Used in all JOSAM brand colors

- HEADINGS in upper case
- Sub headings in sentence case

OSWALD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#%&/'()*=?*][:;><

Primarily used in black or white

- HEADINGS in upper case
- Headings in sentence case

OSWALD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#%&/'()*=?*][:;><

Primarily used in black or white

- HEADINGS in upper case

RIG SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#%&/'()*=?*][:;><

Used in all JOSAM brand colors

- All body copy in sentence case

RIG SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#%&/'()*=?*][:;><

Used in JOSAM red

- In body copy to bring attention to specific text

TYPOGRAPHY IN-USE SAMPLES

Heading: Oswald Extra Light

Sub Heading: Oswald Extra Light

Body Copy: Rig Sans Light

Heading: Oswald Medium

Body Copy: Rig Sans Light

Body Copy: **Rig Sans Light**

First Line: Oswald Extra Light

Second Line: Oswald Medium

Body Copy: Oswald Extra Light

Academy

Reach a higher level with your JOSAM products

Our commitment to enabling you to improve your profitability goes beyond developing products. All our products are designed to be easy to use on a daily basis, but training that includes all features and practical tips and tricks raises your use of JOSAM products to a higher professional level.

100%

75%

60%

Fleet owners

All three systems help you align wheels rapidly to reduce costs and increase safety. **I-Track** is our fastest system, suitable for fast and precise measurements of heavy vehicles.

Cam-Aligner is a portable and convenient system for trucks and buses in all environments. **Laser AM** is a versatile system for smaller workshops.

100%

60%

60%

Martin Brown

Conway, AR

501-555-2345
martin@conway.com

100%

75%

60%

05. TSS FAMILY

TOTAL SHOP SOLUTIONS

Total Shop Solutions is a family of Snap-on® brands that brings together best-in-class automotive repair products from across the industry. From wheel balancers, wheel aligners, and diagnostics to brake lathes, automotive lifts, and collision repair, the brands of Total Shop Solutions offer a comprehensive range of products to outfit any shop from floor to ceiling.

Snap-on

SUN

JohnBean

Mitchell1

BLACKHAWK

HOFMANN 

KU KANSAS
JACK

BOXER®

NEXIQ®
TECHNOLOGIES

CARTEC 

CL Challenger Lifts

EPRO-CUT™
BRAKE SOLUTIONS

ECOTECHNICS®

CAR-O-LINER®

 **JOSAM**®

truckCam™

auto✓HC®

 DEALER-FX



2026