

A large yellow circle is centered on the page. Inside the circle, the text "S-5!" is written in a bold, yellow, sans-serif font. To the right of the exclamation mark is a registered trademark symbol (®). The background of the entire page is a dark, grayscale image of a solar farm with rows of solar panels stretching into the distance under a dark sky.

**S-5!®**

**The Right Way!®**

# **Style Guide**

*Update December 2021*



# Importance of Maintaining a Consistent Corporate Brand/Image

Your corporate identity should be considered one of your company's most precious assets. It should be guarded and protected as such. The cost of not doing so is confusion, loss of time and money, frustration and the potential loss of brand equity.

This usage guide ensures the protection of your corporate identity; documents the precise rules of usage that, if applied consistently, will protect your brand and the investment made in it.

Strict adherence to these rules that govern corporate branding, will establish brand equity—and permit all communications produced to take on a unified look and feel.

## About S-5!

S-5! is a renowned maker of snow retention products for metal roof systems, and zero-penetration clamps that can be used to attach not only the company's own snow retention and wind-performance systems, but also virtually any type of ancillary item to standing seam metal roofs without violating the integrity of the roof surface or the roof's warranties.

Developed by Rob Haddock, one of the metal construction industry's leading advocates and educators, S-5! attachment products have been used the world over to attach solar arrays, signs/banners, light fixtures, gas piping, stack/flue bracing, walkways, HVAC, lightning protection, equipment screens, conduit, condensate lines and more to metal roof surfaces. To learn more about the company's ever-expanding product line, visit [www.S-5.com](http://www.S-5.com).

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**The Right Way!®**



## Logo Usage

Logo sizes, mark, type usages and colors are very important to brand identity and recognition. There will be options of usages on this Logo Usage Guide that will need to be followed as a guideline.

The characters S, -, 5, !, and ® should never be removed from the treatment. At the same time, nothing should be added or subtracted to the logo as it appears here. The type face shall not be changed from Times New Roman Bold.

When at all possible the gold logo is to be used; however, the gold logo must never be implemented on a white background in print or screen applications. Whenever the gold logo is used, it is to be used on a black background. When a black background is not possible the logo will be black. In greyscale applications the logo may be white on a black background. No color other than gold, black, or white are appropriate for the logo.

All modifications to this logo in the future must be followed by proper instructions of usage.





## Slogan

The S-5! slogan should be used on a black background when possible. Letter spacing, leading and kerning can be left on default settings.

The words 'The Right Way' in the slogan must be emphasized when the slogan is used. Most commonly, as seen here, the words should be gold because the background is black. When the black background is not possible, use another style to emphasize the words as seen below.

"*The Right Way*®" must be registered.

An additional slogan is: **The Metal Roof Experts**

**The Right Way® to attach almost anything to metal roofs!**

*The Right Way® to attach almost anything to metal roofs!*

**The Metal Roof Experts**

## Two-Color Usage

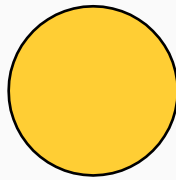
When four-color printing is not possible, use of a two-color design is acceptable. Use the S-5! Gold Spot Color PMS 123 C and black for the two colors. Pantone inks will print a consistent color whereas CMYK may print differently on different print runs. See the next page for CMYK and RGB equivalents.



PANTONE  
123 C

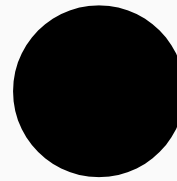
The Right Way!®

## General Color Palette



Gold

Spot	PANTONE 123 C
CMYK	0 19 89 0
RGB	255 182 18
Hexadecimal	#FDC82F



Black

Spot	Black
CMYK	0 0 0 100
RGB	0 0 0
Hexadecimal	#000000

**The Right Way!**®

Rich Black to be used in printing when plain black gives insufficient coverage.

CMYK 40 60 0 100

## Black and White Usage

Whenever possible, the S-5! logo should appear in two colors on black. When necessary, the black or white versions may be used. A reversed treatment must be used whenever the white version of the logo is used (i.e. dark/black background).





## Full Color Usage

The full color treatment of the logo may not work when interacting with certain backgrounds and textures. When not practical, or when the colors will detract from the effectiveness of the brand, place the logo on a black rectangle.

Other options and treatments must be approved prior to use.



## Logo Margin and Background Limitations

Clear areas or control margins have been established for the S-5! logo. The clear area around the logotype should be at least 50% of the height of the mark.

The S-5! logo should not be enclosed within a graphic shape or border for the purpose of enclosure, as this would be mistaken as part of the identity.

When centering the logo, always center based on the characters "S-5!" and disregard the ®.



## Trademark and Registered Symbols



Here are the correct Registered (®) and Trademark (™) symbols that correspond with each S-5! product. All products are listed below in two ways: (1) By solution and (2) By symbol. The second list also includes other company verbiage.

### Grouped by Solution

Snow Retention	Solar	Utility	Brackets
<b>ColorGard®</b> <b>X-Gard™ 1.0</b> <b>X-Gard™ 2.0</b> <b>SnoRail™</b> <b>SnoFence™</b> <b>DualGard™</b> <b>VersaGard™</b>	<b>PVKIT®</b> <b>S-5! PVKIT®</b> <b>Direct-Attach™</b> <b>DirectAttached™</b>	<b>GRIPPERFIX®</b>	<b>CorruBracket™</b> <b>CorruBracket™ 100T</b> <b>CorruBracket™ 500T</b> <b>CorruBracket™ 100T PV</b> <b>CorruBracket™ 500T PV</b> <b>ProteaBracket™</b> <b>RibBracket I-IV™</b> <b>RibBracket™</b> <b>SolarFoot™</b> <b>VersaBracket™</b> <b>VersaBracket™ 47</b> <b>VersaBracket™ 67</b> <b>VersaGard™</b>



## Grouped by Symbol

Registered®	Trademarks™
<ul style="list-style-type: none"> <li>• S-5!®</li> <li>• ColorGard®</li> <li>• GRIPPERFIX®</li> <li>• The Right Way®</li> <li>• PVKIT®</li> <li>• S-5! PVKIT®</li> </ul>	<ul style="list-style-type: none"> <li>• X-Gard™ 1.0</li> <li>• X-Gard™ 2.0</li> <li>• SnoRail™</li> <li>• SnoFence™</li> <li>• DualGard™</li> <li>• VersaGard™</li> <li>• CorruBracket™</li> <li>• CorruBracket™ 100T</li> <li>• CorruBracket™ 500T</li> <li>• ProteaBracket™</li> <li>• RibBracket I-IV™</li> <li>• RibBracket™</li> <li>• SolarFoot™</li> <li>• VersaBracket™</li> <li>• VersaBracket™ 47</li> <li>• VersaBracket™ 67</li> <li>• VersaGard™</li> <li>• DirectAttached™</li> <li>• Direct-Attach™</li> </ul>