

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 "5" is a registered trademark symbol (®) inside a yellow circle. 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

Updated December 2020



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.



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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.

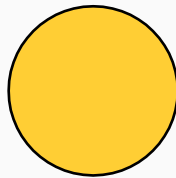


PANTONE

123 C

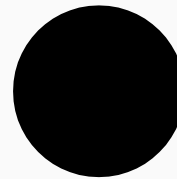
The Right Way!®

General Color Palette



Gold

Spot	PANTONE 123C
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

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).



The Right Way!®



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.



The Right Way!®

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 ®.



Headline and Body Fonts

The most common headline font is **Arial Bold**. However, variations of both **Arial** and **Myriad Pro** are used as needed.

Myriad Pro Regular is used for body copy.

An additional acceptable font is **Helvetica**. It can be used for both headlines and body copy.

Sample Body Copy

The sudden and unexpected release of snow from the roof can be dramatic, posing a serious threat to property and passers-by. ColorGard® dramatically reduces the risks associated with rooftop avalanches and maintains the clean, colorful appearance of the roof with perfect color and finish matching, which lasts as long as the roof itself! ColorGard is the only snow retention system designed and engineered on a site-specific basis; guaranteed to perform, to not damage the roof or finish, and to exactly match the roof color—for the entire life of the roof.

Sample Headlines

Helvetica Bold
Helvetica Neue (Regular)

Sample Headlines

Arial Bold
Arial Regular
Myriad Pro (Bold)
Myriad Pro
(Regular)



Proper and Legal Use of Title

Once again, the full and legal title is S-5!, and the characters should never appear in text or as a logo without the registered trademark symbol.

The slogan should be as follows:

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

Important notes about S-5! trademarks and copyrights:

- Most of S-5!'s line of products are either **registered or trademarked**
- **ALL references to S-5! products** must follow these rules
- Referencing S-5! in print or online:
 - **™'s and ®'s should be included in every title**
 - **™'s and ®'s** only need to be written in the **first instance of the body text** or in the **most conspicuous location on the document/graphic**

The Right Way!®



Product Literature

The right way to attach almost anything to metal roofs!

S-5!®

The Right Way!®

S-5-NH 1.5 Clamp

The NH 1.5 is part of the "N" line of clamps developed for nail strip profiles. Designed specifically for 1-1/2" nail strip profiles with a wider horizontal dimension (> 0.475" and ≤ 0.800"), the S-5-NH 1.5 is an ideal mounting solution for VicWest Prestige, NewTech FF150 and similarly-dimensioned profiles.

The NH 1.5 features an innovative "hinge" insert to allow for a superior fit on new and wider nail strip profiles, as well as older ones. The insert is designed with a toe that engages the female portion of the panel and forms to the shape of the seam to prevent damage, while offering optimal holding strength. Choose the NH 1.5 for heavy, load-critical applications such as snow retention.



FEATURES AND BENEFITS

- Angled T-30 Torx setscrews for ease of installation
- Fits nail strip profiles w/ base of rib dimension ≤ 0.800"
- Hinge forms to shape of seam, preventing damage at the point of attachment
- Reversible hinge for wide & medium-width profiles
- Staked hinge insert to facilitate installation

For nail strip profiles with 1" seam height, see "S-5-NH". See also the "S-5-NH 1.5" for nail flange metal roof profiles with a seam base dimension ≤ .50" (12.7 mm).

888-825-3423 | www.S-5.com

S-5-NH 1.5 and S-5-NH 1.5 Mini

Ex. Product Literature

S-5!®

The Right Way!™

The right way to attach almost anything to metal roofs!

Installation Instructions

Use these products responsibly! Visit our S-5! distributor for available load test.


S-5! users: Due to the many variables in panel products and job particulars, -the S-5! does not express any opinions as to the suitability of any specific application and we do not respect thereto.

For ultimate holding strength on various brands of manufacture. This information is available on our website: www.S-5.com. This document is an informational guide and the photographs and drawings herein are for informational purposes only. Proper installation, tools and techniques, not mentioned herein, are intended to apply to various brands of manufacture.


S-5! NH 1.5 Mini are designed to fit numerous (but not all) 1-1/2" nail strip profiles. These profile types are coming into the market regularly. These clamps are designed to fit every such profile. To avoid potential damage to your roof, please contact your S-5! distributor to verify clamp-to-roof suitability prior to installation. See the S-5! load table for suitability.

Components


0.9" Round Point T-30 Torx Setscrew



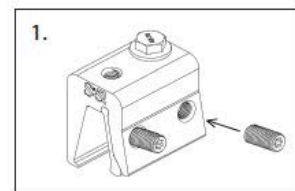
Clamp body



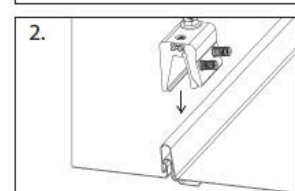
Hinged Insert (Reversible to fit a range of seam widths)



1. Position clamp and insert at desired location along the seam as shown. (Figs 2,3)



2. Tighten the setscrew(s) and insert into the clamp. The insert is reversible, this allows the clamps to be installed at level to the roof surface on various seam widths.



These instructions are for use by those experienced in the trade. Always follow appropriate safety precautions and use appropriate tools.

888-825-3423 | www.S-5.com S-5-NH 1.5 & S-5-NH 1.5 Mini Install Instructions

Ex. Installation Instructions



Product Nomenclature & References

Clamp Language

1st Reference of Clamp Name

- (e.g. S-5-H, S-5-U, etc.)

2nd Reference of Clamp Name

- (e.g. “H”, “H Mini”, “Mini”)
 - Use “Mini” in content when specific clamp in question is clearly defined)
- (e.g. “U”, “U Mini”, “Mini”)

Standard vs. Mini Clamp Referencing

- “Standard” is **NOT PART** of each S-5! clamp name
 - Only use “standard” to differentiate between the two versions of the clamps in content
 - **NOT CAPITALIZED**
- “Mini” is **PART** of each S-5! clamp name
 - “Mini” is part of the official name of the clamp
 - **ALWAYS CAPITALIZED**



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
ColorGard®	PVKIT® 2.0	GRIPPERFIX®	CorruBracket™
X-Gard™ 1.0	S-5! PVKIT®		CorruBracket™ 100T
X-Gard™ 2.0	PVKIT®		CorruBracket™ 500T
SnoRail™	S-5-PVKIT		CorruBracket™ 100T PV
SnoFence™	S-5-PVKIT 2.0		CorruBracket™ 500T PV
DualGard™	Direct-Attach™		ProteaBracket™
VersaGard™	DirectAttached™		RibBracket I-IV™
			RibBracket™
			SolarFoot™
			VersaBracket™
			VersaBracket™ 47
			VersaBracket™ 67
			VersaGard™



Grouped by Symbol

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

*The Metal
Roof Experts*™



**Tested.
Trusted.
Engineered.**

888-825-3423

www.S-5.com

Digital Header

This is the S-5! digital header to be used in press releases. This graphic can be adjusted according to specific size requirements.

Graphic dimensions: 728 x 90px

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Roof Experts*™



**Tested.
Trusted.
Engineered.**

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The Right Way!®



Company Letterhead

- Black header image with logo
- Manufacturing address in footer of page
- Transparent S-5! logo as a watermark
- Letterhead available in Word and PDF format





Company Email Signature

For signature layout and easier insertion into Gmail, please visit this [Google Drive link](#). Social media links can be found at the Drive link as well.



Employee Photo

Employee Name

Job Title

S-5!®

your-email@S-5.com

O: ###-###-####

C: ###-###-####

www.S-5.com

