Style Guide

Maintaining the Brand

S-5!®
The Right Way

Distributor
Version

A corporate identity is one of a company's most precious asset. 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 our 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.

S-5!®

The Right Way

TESTED. TRUSTED. ENGINEERED.

Table of Contents

About S-5! (Long version) (**116 WORDS**)

Founded by a veteran metal roof expert, S-5! has been the leading authority on metal roof attachment solutions since 1992. S-5!'s zero-penetration clamps and lifetime brackets attach ancillary items to standing seam and exposed-fastened metal roofs respectively, while maintaining roof integrity and warranties. S-5! solutions are engineered for a variety of applications: snow retention, fall protection and wind performance systems, satellite dishes, solar arrays, signs/banners, light fixtures, stack/flue bracing, walkways, HVAC, lightning protection, equipment screens, conduit, condensate lines and more.

Made in the U.S.A., S-5!'s solutions have revolutionized the metal roofing industry and are now installed on more than 2 million metal roofs worldwide, providing strength and longevity never before seen. For more information, visit www.S-5.com.

About S-5! (Short version) (**81 WORDS**)

Founded by a veteran metal roof expert, S-5! has been the leading authority on metal roof attachment solutions since 1992. S-5!'s zero-penetration clamps and lifetime brackets attach ancillary items to standing seam and exposed-fastened metal roofs respectively, while maintaining roof integrity and warranties. Made in the U.S.A., S-5! solutions are engineered for a variety of roof-mounted applications and are now installed on more than 2 million metal roofs worldwide, providing strength and longevity never before seen. For more information, visit www.S-5.com.

About S-5! (Shortest version) (**48 WORDS**)

Founded by a veteran metal roof expert, S-5! has been the leading authority on metal roof attachment solutions since 1992. S-5!'s zero-penetration clamps and lifetime brackets attach ancillary items to standing seam and exposed-fastened metal roofs respectively, while maintaining roof integrity and warranties. For more information, visit www.S-5.com.

***The Right Way*™**

<u>In all instances</u>, the ***The Right Way*** must be used:

- with the first letter of each word capitalized; ***<u>T</u>he <u>R</u>ight <u>Wa</u>y***
- in its designated font, Arial and in italics.

The first and most prominent use of the mark ***The Right Way*™** alone in a single document/website page must also be marked with the trademark symbol (™) .

Subsequent uses of ***The Right Way*** in paragraph copy do not need to include the trademark symbol (™).

When ***The Right Way*** is used alone (not combined with the S-5! mark), boldface is optional but preferred.

When appearing as part of the S-5! logo, such as shown below, ***The Right Way*** must also be used:
- in boldface
- but without the trademark symbol (™).

Old Way

❌

"The Right Way" is now italicized and it is no longer followed with an "!" and "®"

New Way

✅

Italicized *"The Right Way"*
No "!"
No "®"

An exclamation point may only be added after ***The Right Way***, when it falls at the end of sentence and only within context of paragraph copy and not as a general practice.

Example: Stop doing it the wrong way, when with **S-5!**, you can do it ***The Right Way!***

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

Correct Alignment

Incorrect Alignment

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 of Logo

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.

Correct

Incorrect

Centering the Logo

Made in America and USA Flag

- Only use the official red, white and blue American flag
- Flag can be used with or without the "Made in USA" tagline

Correct Flag Icon
Appropriate to use with or without "Made in USA" tagline

Incorrect Flag Icon
No longer Use

Align "Made in USA" directly under the flag

Made in USA

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.
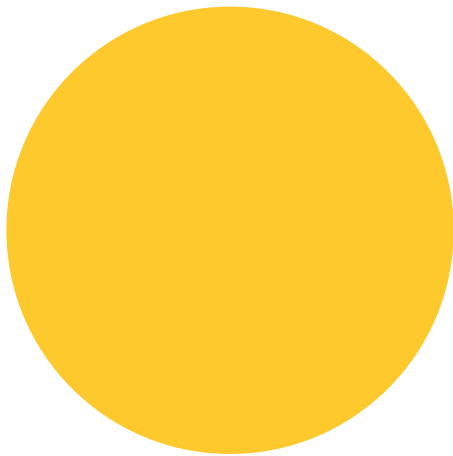
PANTONE

123C

Spot

Black

Gold

Black

Gold	
Spot	PANTONE 123C
CMYK	0 19 89 0
RGB	255 182 18
Hexadecimal	#FDC82F
	#FFCE34 (PRINT)
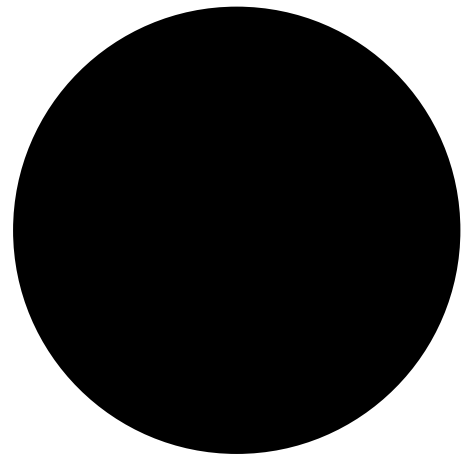
Black	
Spot	Black
CMYK	0 0 0 100
RGB	0 0 0
Hexadecimal	#000000

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

CMYK 40 60 0 100

When referring to S-5! products in written materials or online, always use the appropriate trademark symbols and registered symbols (as provided on pages **13-19**) with the product name upon first reference per published page/per website page. For the purposes of this style guide, S-5! defines first reference as the most obvious or prominent place on the page (where the eye is drawn to).

Additionally, always use descriptors with product names upon first reference, i.e., PVKIT® solar solution, ColorGard® snow guard system, S-5-S™ clamp, ProteaBracket™ attachment. The only exception is use of the company name S-5! ® (no descriptor required). However, do not use S-5! as a possessive noun, i.e., S-5!'s PVKIT.

Upon second and further references in written materials or online, you may use the product name without the trademark/registered mark symbols and without the descriptor, but you must distinguish the mark from surrounding text as noted below, i.e., PVKIT, ColorGard and ProteaBracket. For a complete list of appropriate descriptors with associated products, see pages **20-23**.

Do not use product names in plural form, i.e., SnoRails, SnoFences, SnowFeet

Distinguishing Marks from Surrounding Text
Upon second and further references, per published page, always display marks in a distinctive manner by setting them apart from surrounding text such as using capital letters, italics, bold, color or quotation marks, i.e., ColorGard, ProteaBracket. Some S-5! products are in all caps so that addresses this concern for those products, i.e., PVKIT, PVKONCEAL. See page **17-19** for appropriate capitalization of product names.

Consistently Use Same Form of the Mark
Ensure use of the mark is consistent. The mark must be used in the form it was filed/registered and should be used in the same way every time. For example, the marks "PVKIT" and "PVKONCEAL" should always be uses as one word and capitalized, not partly capitalize, not two words and not with hyphens.

Again, see page 13-19 for appropriate descriptors with associated product names.

Product Slogans
CanDuit™ -
- *Capital "C" and "D"*
- *"How do you attach pipes, conduit and other round objects to metal roofs? S-5! CanDuit!"*

GRIPPERFIX® -
- *Font size of "R" and "F" are made 24% bigger than remaining letters*
- *Arial font and Italicized*

GRIPPERFIX®

Here are the correct Registered (®) and Trademark (™) symbols that correspond with each S-5! product. All products are listed by solution.

Snow Retention	Solar	Utility	Brackets
ColorGard®	CanDuit™	*GRIPPERFIX®*	CorruBracket™
ColoGard® Punched			CorruBracket™ 100T
ColorGard® UnPunched	direct-attach™	*GRIPPERFIX® Leveler*	CorruBracket™ 500T
ColorGard® Splice	MLPE Mount™	*GRIPPERFIX® Strut*	CorruBracket™ 100T PV
DualClip™ II			CorruBracket™ 500T PV
DualClip™ III	Protea™ PV		CorruBracket™ 500T PV
DualGard™			ProteaBracket™
DualPipe™	Protea™ II		Protea™ PV
DualPipe™ End Cap & Collar			Protea™ II
NEX® pipe	PVKIT®		RibBracket™ I-V
S-5-ASF™	PVKIT® HUR		RibBracket™
S-5-AE™			RibBracket™ I
S-5-BSF™	PVKIT® EdgeGrab		RibBracket™ II
S-5-BE™	PVKIT® MidGrab		RibBracket™ III
SnapClip™ II			RibBracket™ III
SnapClip™ III	PVKIT® HUR		RibBracket™ IV
SnoClip™ II			RibBracket™ V
SnoClip™ III	PVKONCEAL™		SnoBracket™
SnoFence™	SolarFoot™		SnoBracket™ RB
SnoPost™			SnoBraket™ TB
SnoPost™ B	S-Timator™		SolarFoot™
SnoPost™ BE			TrapBracket™
SnoPost™ E			TrapBracket™ 2.0
SnoRail™			VersaBracket™
VersaClip™			VersaBracket™ 47
VersaClip™ Long			VersaBracket™ 67
X-Clip™ II			
X-Clip™ III			
X-Gard™ 1.0			
X-Gard™ 2.0			
X-Gard™ End Cap			
VersaGard™			
VersaGard™ V			

Here are the correct Registered (®) and Trademark (™) symbols that correspond with each S-5! product. All products are listed by solution.

Clamps	Wind	Inserts
S-5-B™	WindClamp™	S-5-GX™ 10
S-5-B™ Mini	WindClamp™ DL	S-5-GX™ 50
S-5-E™	WindClamp™ UD	S-5-GXM™ 10
S-5-E™ Mini	WindClamp™ 2X	S-5-GXM™ 50
S-5-EF™		S-5-KHD™ 3"
S-5-FA™		S-5-KHD™ 6"
S-5-H™		
S-5-H™ Mini		
S-5-H90™		
S-5-HR™		
S-5-K Grip™		
S-5-K Grip™ Mini		
S-5-K Grip™ Snow		
S-5-KHD™		
S-5-MX™ Mini		
S-5-N™		
S-5-N™ Mini		
S-5-N™ 1.5		
S-5-N™ 1.5 Mini		
S-5-NH™ 1.5		
S-5-NH™ 1.5 Mini		
S-5-Q™		
S-5-Q™ Mini		
S-5-RC™		
S-5-R465™		
S-5-R465™ Mini		

Here are the correct Registered (®) and Trademark (™) symbols that correspond with each S-5! product. All products are listed by solution.

Clamps (Continued...)
S-5-S™
S-5-S™ Mini
S-5-SS™
S-5-SS™ Mini
S-5-T™
S-5-T™ Mini
S-5-U™
S-5-U™ Mini
S-5-USF™
S-5-V™
S-5-V™ Mini
S-5-Z™
S-5-Z™ Mini
S-5-ZF™
S-5-ZH™

Descriptors Upon First Reference

Always use descriptors with product names upon first reference per published page/per website page. S-5! defines first reference as the most obvious or prominent place on the page (where the eye is drawn to). Upon second and further reference, drop descriptors, trademarks and registered marks.

Snow Retention	Solar	Brackets
ColorGard® snow guard system	CanDuit™ clamp	CorruBracket™ attachment
ColorGard® Punched crossmember	direct-attach™ solar mount	CorruBracket™ 100T attachment
ColorGard® UnPunched crossmember	MLPE Mount™	CorruBracket™ 500T attachment
ColorGard® Splice	Protea™ PV	CorruBracket™ 100T PV attachment
DualClip™ II accessory	Protea™ II	CorruBracket™ 500T PV attachment
DualClip™ III accessory	PVKIT®	
DualGard™ snow guard system	PVKIT® HUR	ProteaBracket™ attachment
DualPipe™ crossmember	PVKIT® solar solution	Protea™ PV attachment
DualPipe™ End Cap & Collar	PVKIT® EdgeGrab	Protea™ II attachment
NEX® pipe crossmember	PVKIT® MidGrab	RibBracket™ I-V attachment
S-5-ASF™ clamp	PVKIT® HUR solar solution	RibBracket™ attachment
S-5-AE™ clamp	PVKONCEAL™ module skirt	RibBracket™ I attachment
S-5-BSF™ clamp	SolarFoot™ attachment	RibBracket™ II attachment
S-5-BE™ clamp	S-Timator™ solar calculator	RibBracket™ III attachment
SnapClip™ II accessory		RibBracket™ IV attachment
SnapClip™ III accessory		RibBracket™ V attachment
SnoClip™ II accessory		
SnoClip™ III accessory		

Descriptors Upon First Reference (Continued...)

Always use descriptors with product names upon first reference per published page/per website page. S-5! defines first reference as the most obvious or prominent place on the page (where the eye is drawn to). Upon second and further reference, drop descriptors, trademarks and registered marks.

Snow Retention (Cont...)	Utility	Brackets (Cont...)
SnoFence™ snow guard system	*GRIPPERFIX*® utility mounting system	SnoBracket™ attachment
SnoPost™ attachment		SnoBracket™ RB attachment
SnoPost™ B attachment	*GRIPPERFIX*® *Leveler*	SnoBracket™ TB attachment
SnoPost™ BE attachment	*GRIPPERFIX*® *Strut*	SolarFoot™ attachment
SnoPost™ E attachment		TrapBracket™ attachment
SnoRail™ snow guard system		TrapBracket™ 2.0 attachment
VersaClip™ accessory		VersaBracket™ attachment
VersaClip™ Long accessory		VersaBracket™ 47 attachment
X-Clip™ II accessory		VersaBracket™ 67 attachment
X-Clip™ III accessory		
X-Gard™ 1.0 clamp		
X-Gard™ 2.0 clamp		
X-Gard™ End Cap attachment		
VersaGard™ bracket		
VersaGard™ V bracket		

Clamps	Wind
S-5-B™ clamp	WindClamp™ external seam clamp
S-5-B™ Mini clamp	WindClamp™ DL external seam clamp
S-5-E™ clamp	WindClamp™ UD external seam clamp
S-5-E™ Mini clamp	WindClamp™ 2X external seam clamp
S-5-EF™ clamp	
S-5-FA™ clamp	
S-5-H™ clamp	
S-5-H™ Mini clamp	
S-5-H90™ clamp	
S-5-HR™ clamp	
S-5-K Grip™ clamp	
S-5-K Grip™ Mini clamp	
S-5-K Grip Snow™ clamp	
S-5-KHD™ clamp	
S-5-MX™ Mini clamp	
S-5-N™ clamp	
S-5-N 1.5™ clamp	
S-5-NH 1.5™ clamp	
S-5-NH 1.5™ Mini clamp	
S-5-Q™ clamp	
S-5-Q™ Mini clamp	

Clamps	Inserts
S-5-RC™ clamp	S-5-GX™ 10 insert
S-5-R465™ clamp	S-5-GX™ 50 insert
S-5-R465™ Mini clamp	S-5-GXM™ 10 insert
S-5-S™ clamp	S-5-GXM™ 50 insert
S-5-S™ Mini clamp	S-5-KHD™ 3" insert
S-5-SS™ clamp	S-5-KHD™ 6" insert
S-5-SS™ Mini clamp	
S-5-T™ clamp	
S-5-T™ Mini clamp	
S-5-U™ clamp	
S-5-U™ Mini clamp	
S-5-USF™ clamp	
S-5-V™ clamp	
S-5-V™ Mini clamp	
S-5-Z™ clamp	
S-5-Z™ Mini clamp	
S-5-ZF™ clamp	
S-5-ZH™ clamp	