Style Guide

Maintaining the Brand

S-5!®
The Right Way

2022 - v 12/28/22

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.

S-5!®

The Right Way

TESTED. TRUSTED. ENGINEERED.

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About S-5!

Approved Company Descriptions

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.

About S-5!

Approved Founder Descriptions

About Rob Haddock (**31 WORDS**)
S-5! CEO and Founder, Rob Haddock is a former contractor, award-winning roof-forensics expert, author, lecturer and building envelope scientist who has worked in various aspects of metal roofing for five decades.

About Rob Haddock (Solar Focused material only) (**72 WORDS**)
S-5! CEO and Founder, Rob Haddock is a former contractor, award-winning roof-forensics expert, author, lecturer and building envelope scientist who has worked in various aspects of metal roofing for five decades. Together with his son, Dustin, they co-invented, a rail-less direct-attach solar solution that provides a simple, secure method to “lay & play” PV modules with tested, engineered, cost-saving, attachment to the only roof type that outlasts the solar—the metal roof.

***The Right Way*™**

In all instances, the ***The Right Way*** must be used:

- with the first letter of each word capitalized; ***The Right Way***
- 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!***

Logo Usage

Logo and Placement of *The Right Way* Slogan

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

Correct Alignment

Incorrect Alignment

Full Color and Black and White Usage of Logo

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.

Centering the Logo

Company Slogans

- The Right Way (See page **7** for specific ™ and ® designations)
- Tested. Trusted. Engineered. (Can be lowercase or uppercase)
- Testing. Production. Engineering. (Can be lowercase or uppercase)
- The Metal Roof Experts™
- The world's leading authority on metal roof attachment solutions

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 of "R" and "F" are made two-points bigger than remaining letters*
- *Arial font and Italicized*
- *Ripper* - Adjective. (Britain, Australia, slang) Very good; excellent; fantastic

GRIPPERFIX®

Proper Use of the American Flag

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

Align “Made in USA” directly under the flag

Incorrect Flag Icon
No longer Use

Headline and Body Fonts

There are four accepted fonts for use in digital and print marketing copy: Arial, Myriad Pro, Helvetica and PT Sans.

Headline Font

Arial Bold

Arial Regular

Arial Italic

Sample Headline

Protect Your Insulated Metal Roof's Thermal and Moisture Barrier

Body Copy

Myriad Pro Bold

Myriad Pro Regular

Myriad Pro Italic

Helvetica Neue Regular

Helvetica Neue Regular

Helvetica Neue Italic

Sample Body Copy

IMPs deliver energy savings, high R-values and protection against condensation. SnoBracket protects your IMP investment by securing into only the upper portion of the panel to prevent thermal bridging to the internal structure. Moreover, SnoBracket protects your roof with factory-applied, premium, closed-cell EPDM rubber gaskets, creating a positive seal against water intrusion.

Website Font (Headlines and Body Copy)

PT Sans Bold

PT Sans Regular

PT Sans Italic

Color Scheme

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

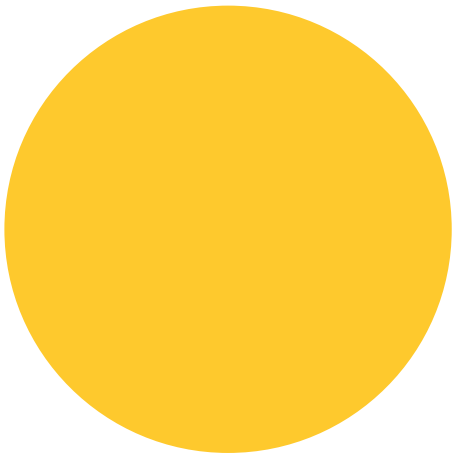
123C

Spot

Black

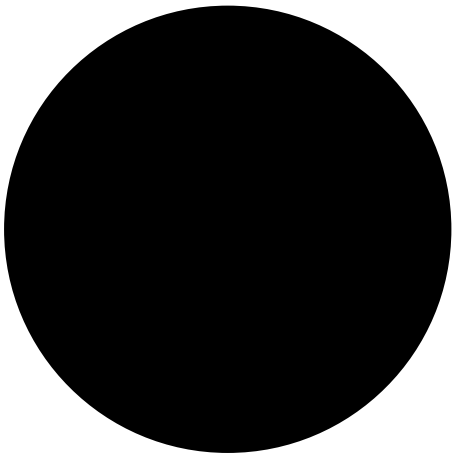
Color Scheme

General Color Palette



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

Color Scheme

Website Color Palette

Primary (Black) | #000000

Secondary (Gold/Yellow) | #FDC82F

Dark Gray | #414141

Gray | #BBBBBB

Light Gray | #F1F1F1

White | #FFFFFF

Use of Product Names

When referring to S-5! products in written materials or online, always use the appropriate trademark symbols and registered symbols (as provided on pages **17-19**) 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 20-23 for appropriate descriptors with associated product names.

Trademark and Registered Symbols

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

Trademark and Registered Symbols (Continued...)

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-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-R465™		
S-5-R465™ Mini		

Trademark and Registered Symbols (Continued...)

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	PVKIT® solar solution	CorruBracket™ 500T attachment
ColorGard® Splice	PVKIT® EdgeGrab	CorruBracket™ 100T PV attachment
DualClip™ II accessory	PVKIT® MidGrab	CorruBracket™ 500T PV attachment
DualClip™ III accessory	PVKONCEAL™ module skirt	ProteaBracket™ attachment
DualGard™ snow guard system	SolarFoot™ attachment	RibBracket™ I-V attachment
DualPipe™ crossmember	S-Timator™ solar calculator	RibBracket™ attachment
DualPipe™ End Cap & Collar		RibBracket™ I attachment
NEX® pipe crossmember		RibBracket™ II attachment
S-5-ASF™ clamp		RibBracket™ III attachment
S-5-AE™ clamp		RibBracket™ IV attachment
S-5-BSF™ clamp		RibBracket™ V attachment
S-5-BE™ clamp		
SnapClip™ II accessory		
SnapClip™ III accessory		
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		SnoBracket™ TB attachment
SnoPost™ BE attachment		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		

Descriptors Upon First Reference (Continued...)

Grouped by Solution

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-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	

Descriptors Upon First Reference (Continued...)

Grouped by Solution

Clamps	Inserts
S-5-R465™ clamp	S-5-GX™ 10 insert
S-5-R465™ Mini clamp	S-5-GX™ 50 insert
S-5-S™ clamp	S-5-GXM™ 10 insert
S-5-S™ Mini clamp	S-5-GXM™ 50 insert
S-5-SS™ clamp	S-5-KHD™ 3” insert
S-5-SS™ Mini clamp	S-5-KHD™ 6” insert
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	

Image and Text Notation Rules

Punctuation as it pertains to placement around "S-5!"

- If S-5! falls at the end of a sentence/question, no further punctuation is required after the exclamation point.

References for Domestic and International Markets

- DOMESTIC (Imperial): Use a decimal point in numbers (e.g. 4.25")
- INTERNATIONAL (Metric): Use a comma in numbers (e.g. 107.95 mm)

Units of Measure

- Always insert a space between a number and its unit of measure (i.e. 60 mm)

Place Values - Always put a zero before a decimal point

- If there is not a number before the decimal point (i.e. in the "ones" place value), a zero needs to be put in for clarification (e.g. .98 should be written as 0.98).

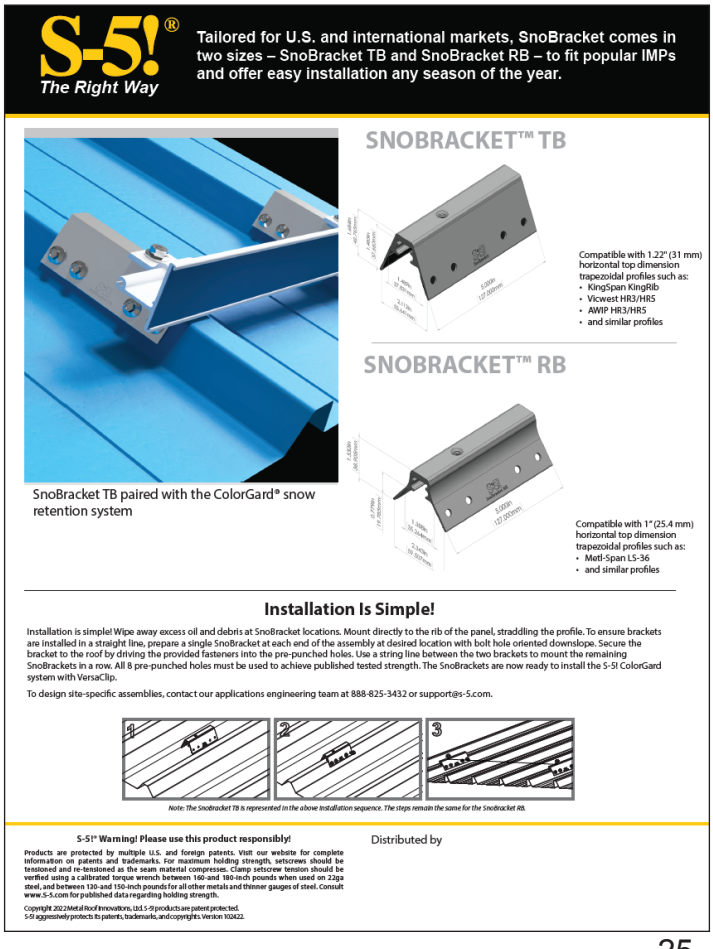
Sample Product Sheet (Brochure)

FRONT

"***The Right Way***" is printed in bold, S-5! yellow and in italics on the right-hand side of the brochure.

Product title should be printed with the appropriate ™ or ® on the right-hand side of brochure in bold text and in S-5! gold.

ONLY use the official red, white and blue US flag icon.



BACK

Version and date must be updated whenever product sheet is altered.

Sample Product Install Sheet

S-5!®
The Right Way

The Right Way™ to attach almost anything to metal roofs!

Installation Instructions

Attention! This document is a guide only. This product may not be suitable for every application. The user is responsible for all necessary applications engineering and design. Please scan the QR code to the right for additional information, warnings and disclaimers regarding product use.

You can also view load test results at www.s-5.com where applicable, or contact your S-5! distributor for more information.

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

What's Included in Your Box

S-5-N

Based on 1 Part

- 2 – 3/8 x .90" Setscrews (10 mm x 23 mm)
- 1 – M8 x 16 mm Hex Flange Bolt
- 1 – N Insert

Minor Box Qty: 30*

Master Box Qty: 120*

S-5-N Mini

Based on 1 Part

- 1 – 3/8 x .90" Setscrew (10 mm x 23 mm)
- 1 – N Insert

Minor Box Qty: 50*

Master Box Qty: 200*

**Broken-box quantities may vary*

Note: For the S-5-N Mini, in all applications other than a PVKIT, you will need to purchase a Hex Flange top bolt separately.

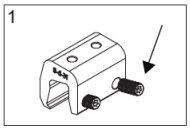
What You'll Need for Installation

- Screw Gun
- T30 Torx Bit Tip (provided)
- Dial-Calibrated Torque Wrench

(For accurate tension values, do NOT use a clicking torque wrench; inquire with S-5! for proper tool sourcing)

How to Install S-5-N and S-5-N Mini

1. Load the setscrew(s) into the clamp. **(Fig 1)**



S-5-N™ & Mini Install Instructions www.S-5.com 888-825-3432

FRONT

"***The Right Way***" should be bold, italicized and printed with ™.

Attention! section remains the same for each set of install instructions. The QR code sends readers to the S-5! website for the rest of the disclaimer.

Install Instructions Sections

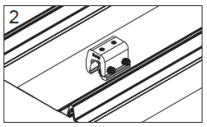
All products include the following headers:

- What's Included in Your Box
- What You'll Need for Installation
- How to Install [INSERT PRODUCT NAME]

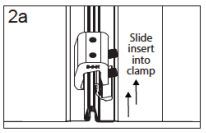
S-5-N™ Installation Instructions

2. Position clamp and insert at desired location along the seam as shown. **(Fig 2)**

NOTE: On wider panel profiles, it may be necessary to place the clamp onto the seam first and then slide the insert into it. Seams that exceed maximum allowance of 0.82" at the widest part of the seam may require hand crimping to facilitate clamp fit. **(Fig 2a)**



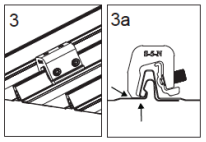
3. The clamp should be over the seam and insert as shown. **(Fig 3)** Make sure the toe of the clamp engages beneath the fold of the seam as shown. **(Fig 3a)**



4. Tighten the setscrew(s) using a screw gun* and the included bit tip **(Fig 4)**. When relying on published load values, setscrew tension should be verified periodically using a dial-indicating calibrated torque wrench to ensure the tool is consistently achieving the recommended torque range **(Table 1)**.

*When installing the **S-5-N clamp**: Setscrews should be alternately tensioned as shown in* **Fig 4a** *until both setscrews have achieved recommended torque.*

*When installing the **S-5-N Mini clamp**: The seam material will compress evenly during the first tightening.*



5. Attach your ancillary and tighten the bolt. For critical attachment applications, reference **Table 1** for the appropriate torque.

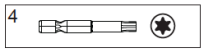
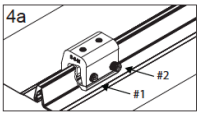


Table 1

Specified Torque	Inch Pounds	Foot Pounds	Nm
Setscrew on 22ga (0.8 mm) steel	160-180	13-15	18-20
Setscrew on 24ga (0.6 mm) steel and all other materials	130-150	11-12.5	15-17
M8 Hex Flange bolt	160	13	18



Once installed correctly, the mechanical interlock is established and these clamps require no maintenance or torque re-inspection for the life of the roof.

NOTE: Any S-5! warranty and/or calculation may be void if hardware is used that was not furnished by S-5! directly or through one of their licensed distributors or any assembly that has not been tested by S-5!

S-5!® Warning! Please use this product responsibly!

Products are protected by multiple U.S. and foreign patents. For published data regarding holding strength, fastener torque, patents, and trademarks, visit the S-5! website at www.S-5.com.
Copyright 2022, Metal Roof Innovations, Ltd. S-5! products are patent protected. S-5! aggressively protects its patents, trademarks, and copyrights.
ProtectaBracket-V1.0-1022

NOTE: Section must always be included in every set of install instructions.

Version and date must be updated whenever install instructions are altered.

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