SAFEWAZE
BRAND STANDARDS

SAFEWAZE

CANOPY BRANDS

This page explains the structure and relationships across our business. As we grow, it is important to understand how our individual companies and multiple brands interact.

Canopy Brands is a growing family of trusted at-height brands providing protection, access and mobility solutions to commercial and residential markets. Comprised of brands Safewaze, Bee Access, Galaxy Lifts, HySafe, Xtirpa and SST, we deliver a comprehensive portfolio of over 5,000 products covering fall protection, suspended and permanent access, and powered lifts, plus a growing range of engineering services.

HISTORY

In 1994, as OSHA standards changed, Safewaze co-founders and industrial product veterans Gene Verble and Darrell Hagler saw an opportunity to create both a safer workplace and a different type of company.

By pushing the boundaries of responsiveness, flexible solutions and expert advice, Safewaze challenged the traditional fall protection provider experience. Why? Because lives were on the line and worksite demands required a nimble, hard-working safety partner. Technology and tools have evolved over the years. Our DNA is the same. We remain 100% committed to redefining the customer experience in the fall protection industry.

With a mission-focused team and significant investments in our 100,000 sq. ft. manufacturing facility, digital tools and custom engineering services, we deepen our responsiveness by serving our customers exactly the way they want.
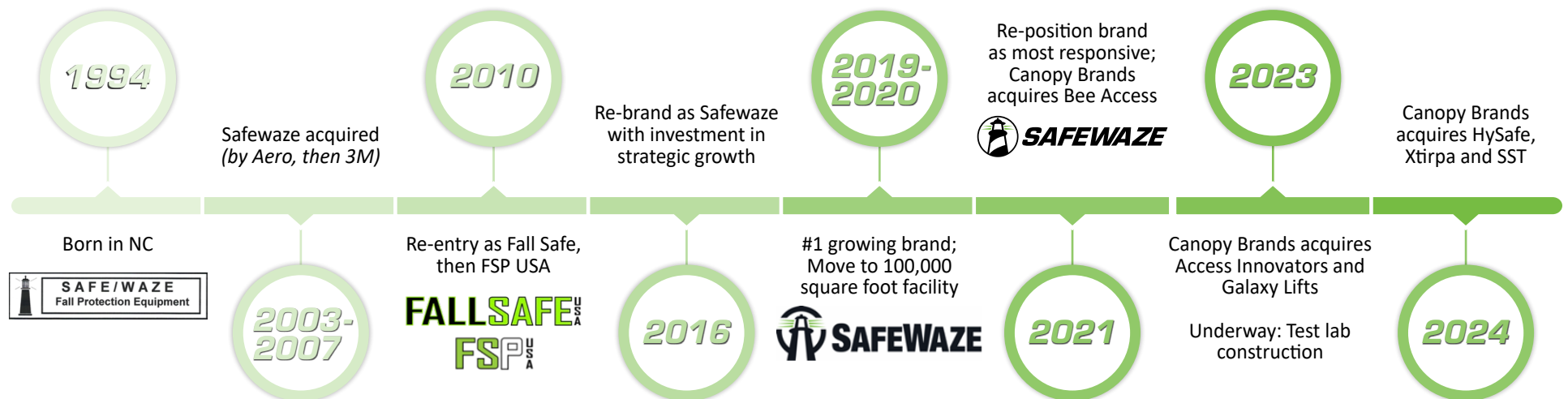
MISSION & VISION

These statements define our purpose and direction.

MISSION

We protect the lives and livelihoods of workers at height.

VISION

Our vision is to be the **best in fall protection.**

We will achieve this vision by delivering superior responsiveness and quality, and by engaging the passions of our customers. This goal reflects our commitment to do what's right for our employees, distributor partners, safety managers and end-users as well as to positively shape the future of fall protection and safety. Progress in achieving our vision is measured through:

- Customer Satisfaction
- Employee Engagement
- Growth

VALUES

At the core of our culture is a single ambition:

DO THE RIGHT THING.

Simply put, this means to always make decisions and take actions which are of mutual benefit to our organization and our customers.

A strong set of five key values guides us in this practice.

- Respect
- Precision
- Urgency
- Mastery
- Positivity

RESPECT
We treat everyone with honesty and dignity. We embrace different perspectives.

POSITIVITY
We are enthusiastic. We stay calm and optimistic and inspire others to do the same.

PRECISION
We make life-saving products. Our quality is non-negotiable.

DO THE RIGHT THING

URGENCY
We act today, not tomorrow. When in doubt, take initiative. Speed is our advantage.

MASTERY
We get better every day, develop expertise and share knowledge proactively.

BRAND STATEMENT

This is our "about us" statement. This short paragraph summarizes our company for consistency across materials. It is often used in press releases, event programs and trade directories.

Standard – 75 words

Since 1994, Safewaze has been on a mission to protect workers at height. As fall protection's most responsive partner, we provide quick and flexible solutions for fall prevention, fall arrest, rescue and confined space. With a 100,000 square foot facility in North Carolina, our passionate team relentlessly pursues our vision to be the best. From anchors and harnesses to lifelines and lanyards, we deliver exactly what you need, exactly when you need it.

Brief – 50 words

Since 1994, Safewaze has been on a mission to protect workers at height. As fall protection's most responsive partner, we provide fall prevention, fall arrest and confined space solutions from our facility in North Carolina. From anchors and harnesses to lifelines and lanyards, Safewaze delivers exactly what you need, when you need it.

BRAND MARK

Our name

Safewaze is written as one word with a capital letter "S" and all other letters lower case. The name can be put in bold but not in italic *(unless the entire statement is italicized)*.

Safewaze
Safewaze

SafeWaze   *Safewaze*

Safe Waze   SAFEWAZE

NOTE: "w" in Safewaze is lowercase.

Our logo

Our logo builds recognition and familiarity. The preferred logo (A) should be used whenever possible. The secondary logo (B) can be used where space limitations dictate. Proportions should remain the same at any size.

A. Preferred

B. Secondary

Our icon

This icon is our unique symbol that can be used as a design element or in cases where the name Safewaze is already displayed in plain text. For example, the icon could be a profile picture on Instagram as the company name will be adjacent in plain text.

BRAND MARK

A minimum area of space must always surround the Safewaze logo. This area of isolation allows the mark to stand out by ensuring that headlines, text, additional identities, or other visual elements are kept clear from the mark.

BRAND MARK

Minimum offline size

A clean and legible logo requires a minimum reproduction size. The Safewaze logo must never appear smaller than the size specified here when used on print collateral.

Our name

When using online or on digital platforms, the logo must never appear smaller than the sizing specified here.

1.25 in

0.75 in

0.5 in

150 px

100 px

75 px

BRAND MARK

The Safewaze logo represents a fusion of our past and present. This mark is a valuable piece of artwork. Use it only as specified in these Brand Standards and consult with marketing for additional guidance.

FULL-COLOR LOGO ARTWORK
For use on white background

TWO-COLOR REVERSE LOGO ARTWORK
(WHITE & GREEN)
For use over simple imagery and dark background

SOLID BLACK LOGO ARTWORK
For use in one-color applications, such as magazine advertisements, or over light background

FULL REVERSE LOGO ARTWORK
(ALL WHITE)
For use over simple imagery and dark background

SOLID GREEN LOGO ARTWORK
For use in one-color applications over black or white background. Most one-color instances should use the solid black treatment

FULL REVERSE LOGO ARTWORK
(ALL WHITE)
May also be used on solid green background

PRODUCT BRAND MARKS

HARNESSES	LANYARDS	SELF RETRACTING LIFELINES	HORIZONTAL LIFELINE	TOOL LANYARDS	OTHER
SAFEWAZE PRO⊕	**SAFEWAZE PRO**	**NORTHSTAR**	**SAFEWAZE SAFELINK**	**SAFEWAZE TOOLCUFFS**	**SAFEWAZE**
SAFEWAZE PRO⊕	**SAFEWAZE V-LINE**	**NORTHSTAR** CLASSIC LE	**SAFEWAZE**		
SAFEWAZE PRO	**SAFEWAZE**	**NORTHSTAR** CLASSIC			
SAFEWAZE V-LINE		**NORTHSTAR** LE			
SAFEWAZE		**LATITUDE**			
		LATITUDE EDGE			
		LATITUDE HD			
		LATITUDE PRO			
		LATITUDE PRO ARC FLASH			
		LATITUDE PRO TIE BACK			

PRODUCT BRAND OVERVIEW

PRODUCT NAME	CATEGORY	VARIANTS	DESCRIPTION
PRO+	Harnesses, Lanyards	Pro+ Slate Pro+	Premium harness line with slate gray webbing, aluminum components Premium line for extra comfort and specialty applications
PRO	Harnesses, Lanyards		Performance line for all-day use with competitive pricing
V-LINE	Harnesses, Lanyards		Traditional line that meets compliance, with value pricing
NORTHSTAR	Self-Retracting Lifelines (overhead)	Northstar Northstar LE Northstar Classic	Premium line for overhead use Premium line for overhead use with external energy absorber Performance line for reliable overhead use
LATITUDE	Self-Retracting Lifelines (personal)	Latitude Pro Latitude Pro Arc Flash Latitude Pro Tie-Back Latitude Latitude Edge Latitude HD	High performance line with revolutionary brake system for personal use Specialty use for extreme heat, welding and flashpoint environments Specialty use with tie-back leg Traditional lightweight line for personal use, with value pricing Traditional line for personal use on leading edge applications Heavy duty versatile line for overhead and personal use
SAFELINK	Horizontal Lifelines		For applications with large span horizontal work and low clearance fall hazards
TOOLCUFFS	Tool Lanyards		Versatile line of dropped object prevention products
SAFEWAZE	All Categories except SRL, HLL and Tool Lanyards		Standard line for reliable high performance, with competitive pricing

QUICKSERVICE INTRODUCTION

QUICK**RING**

QUICK**CONSULT**

QUICK**TRIAL**

QUICK**QUOTE**

QUICK**CUSTOM**

QUICK**BUY**

FAST connection *to* **LIVE** FALL PROTECTION *EXPERTS*

within **CONSULTATION** *(on-site or virtual)* **3 DAYS**

PRODUCT *TRIALS* on **POPULAR ITEMS** *within* **1 WEEK**

SAME-DAY *QUOTES* ON **PRODUCT** orders

CUSTOMIZED PRODUCTS and **kits DELIVERED** quickly

SAME day order, **CONFIRMATION** and **TRACKING**

BRAND COLORS

The role of brand color is to unify the portfolio, attract attention and help users navigate information.

Brand colors support the visual equity of the brand and create a lasting impression. When chosen correctly, it should become one of the most memorable and recognized aspects of the brand system.

Primary Color Palette

For key branded pieces, the primary color palette should be noticeably dominant. Black may be used for a wide variety of elements, including display headlines, background color, etc. Green should be used as an accent color or to create emphasis: it is not to be overused.

Secondary Color Palette

Secondary colors are to be used to complement and support the primary palette and should be used as accent colors to create emphasis: they should not be overused.

PRIMARY

PANTONE 368C		
C58 M1 Y100 K0	R120 G190 B33	#78BE21

PANTONE BLACK 6C		
C0 M0 Y0 K100	R0 G0 B0	#000000

WHITE		
C0 M0 Y0 K0	R255 G255 B255	#ffffff

SECONDARY

PANTONE 425C		
C65 M55 Y54 K29	R84 G88 B89	#545859

PANTONE 152C		
C7 M67 Y100 K0	R229 G114 B0	#E57200

PANTONE 7620C		
C20 M94 Y94 K10	R183 G49 B44	#B7312C

PANTONE 7707C		
C93 M55 Y33 K12	R0 G97 B127	#00617F

PANTONE 630U		
C52 M5 Y13 K0	R116 G196 B215	#74C4D7

TYPOGRAPHY

Typography is an artful expression of text and a key component to communicate your brand.

The look and feel of your font structure can subtly communicate your brand promise.

Brands must provide a range of fonts that work together no matter the touchpoint or media constraint.

Eurostile *and* **Calibri** *are the primary Safewaze fonts.*

These two fonts are used in the most common applications while other fonts are used for specialty purposes as noted. All Safewaze fonts are sans serif: straightforward and simple.

Eurostile

ABCDabcd - Regular

ABCDabcd - Medium

ABCDabcd - Medium Italic

ABCDabcd - Bold

ABCDabcd - Bold Oblique

ABCDabcd - Black

ABCDabcd - Black Italic

- *Logo*
- *Headlines in print and digital material*
- *Business card accent*

Calibri

ABCDabcd - Regular

ABCDabcd - Italic

ABCDabcd - Bold

ABCDabcd - Bold Italic

- *PowerPoint*
- *Body copy in print and digital material*
- *Letterhead*
- *Business cards*

Arial

ABCDabcd - Regular

ABCDabcd - Italic

ABCDabcd - Bold

ABCDabcd - Bold Italic

ABCDabcd - Narrow

- *Manuals*
- *Tech Data Sheets*
- *Email signature*

Vitesse

ABCDabcd - Bold

- *Product Marks: PRO+, PRO, V-Line, SafeLink and Toolcuffs*

Barlow

ABCDabcd – Light

ABCDabcd - Regular

ABCDabcd - Bold

ABCDabcd – Black

- *Website only*

ICON & DESIGN ELEMENTS

Brand icons are another way to bring your brand promise and personality to life visually.

As well as words, images are powerful elements of corporate identity. They represent the organization through a consistent feel. Safewaze has various design elements that can be used in different applications.

The lighthouse icon and light beams can be used as graphic elements outside of the logo.

The lighthouse represents our expert guidance. The icon can be used as a separate design element to add visual interest, such as the ghosted image shown here.

Photos of work surfaces common for fall protection customers, such as concrete, can be used as backgrounds and accents to provide visual texture and context in marketing material.

Please work with marketing to ensure appropriate use of the icon and design elements.

PHOTO STYLES

Deliberate choices in photography can quickly build a brand and drive a consistent user experience.

Industry

- Zoomed out perspective showcases the full work environment
- Black and white background with worker in color so PPE pops

In-use

- Where possible, photographs should capture a real worker
- Image should convey movement and action
- Product usage should be the focus of the overall photograph
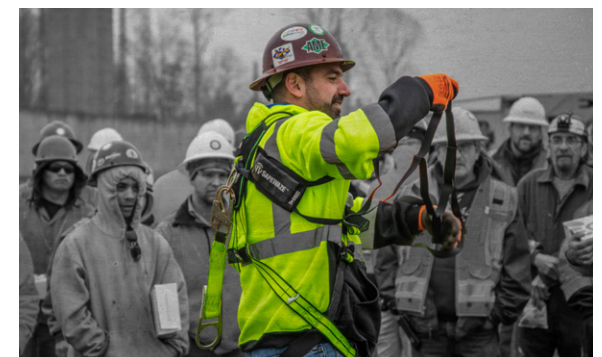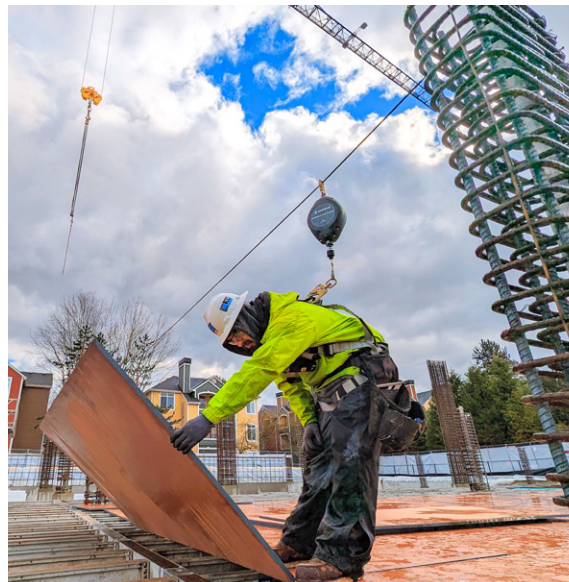
CONTACT US

Jill Alexander
VP, Marketing

980-781-1914
jill@safewaze.com

Amanda Ducey
Digital Marketing Manager

980-781-1919
aducey@safewaze.com

Jakob Mott
Marketing Specialist

980-781-1925
jmott@safewaze.com

Arely Buchbinder
Creative Specialist

980-781-1938
abuchbinder@safewaze.com