



SafeRack®

BRAND GUIDELINES



Welcome to SafeRack's visual identity. We created this document to give you a deeper understanding of the SafeRack brand. It offers guidance to help you apply it to everything we do. Use these guidelines to help navigate our requirements for usage of logos, colors, typography, and photography.

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INTRODUCTION

About Us

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SafeRack is the recognized industry leader in truck and railcar loading platform systems, maintenance work platforms, rolling platforms and related safety and fall protection products. At SafeRack, we don't just create innovative products. We're revolutionizing safety. With the combined experience of 200+ years, we work together as a team to help solve our customers' loading rack problems.



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LOGO

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PRIMARY LOGO

Full Color Logos

Our full-color logo is at the core of our visual identity and should be used whenever possible. Consistent use of the full color logo is essential to strengthen brand recognition.



Single-Color Applications

Alternative one-color options below are allowed. Select the logo that has the most contrast to the background for optimal legibility.



LOGO SPECIFICATIONS

Clearspace

The SafeRack logo is always positioned in clear space for impact and legibility. A clearance space equal to the height of the letter “a” in the logo applies around the logo. No other element should inflict this area.



Minimum Size

The SafeRack logo should not appear smaller than 0.35", or 25 px, from the baseline to ascender height. Sizes below this height can damage the logo's integrity.



INCORRECT LOGO USAGE

Common Misuses

To preserve the integrity of the SafeRack brand, make sure to apply the logo correctly. Altering, distorting, or redrawing the logo in any way weakens the power of the image and could create customer confusion.



Do not alter the logo colors.



Do not rescale the logo components.



Do not rearrange the logo layout.



Do not stretch the logo.



Do not squeeze the logo.



Do not add effects to the logo.



Do not add any other text to the logo.



Do not place the logo on a background without significant contrast.



Do not place the logo on top of a photo without significant negative space or contrast.



Do not rotate, invert, spin, angle, or pivot the logo.

PARENT COMPANY MARK

Including Parent Company Mark

The SixAxis parent company mark should be included in all instances where the logo is displayed as a single logo. The company type should be 11pt Montserrat Regular type face, and its baseline should extend down 0.20" or 15px from the logo baseline. The company mark can only appear in black or white accompanying the SafeRack logo. This version of the logo with the parent company mark can be scaled up to any size.



Minimum Parent Mark Use

The SixAxis parent company mark should not appear smaller than its original 11pt type size, when accompanying the minimal logo size. Sizes below this height can cause the parent company mark to be illegible.



INCORRECT LOGO LOCKUP USAGE

Common Misuses

To preserve the integrity of the SafeRack brand including the parent company mark, make sure to apply the logo correctly. Altering, distorting, or redrawing the logo lockup in any way weakens the power of the image and could create customer confusion.



Do not rescale the logo components.



Do not change the location of the parent company mark.



Do not stack the parent company mark.



Do not add other elements to the logo lockup.



Do not change the font of the parent company mark.



Do not go below the minimum size allowed for parent company mark.



Do not change the color of the parent company mark.

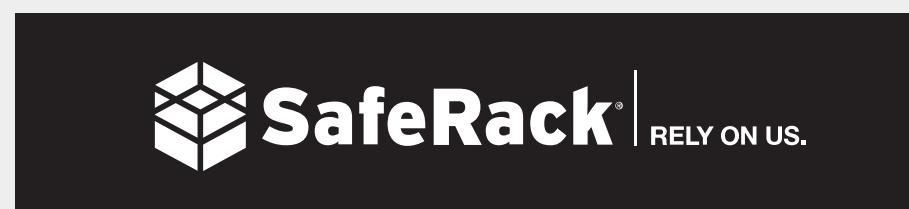
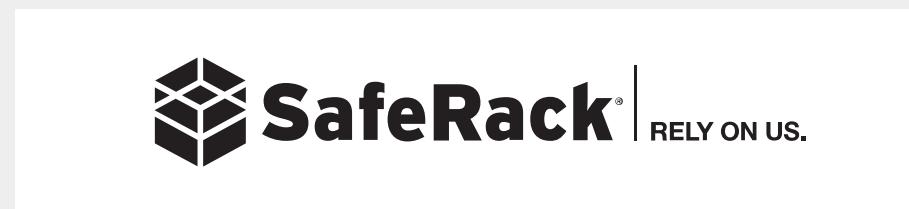
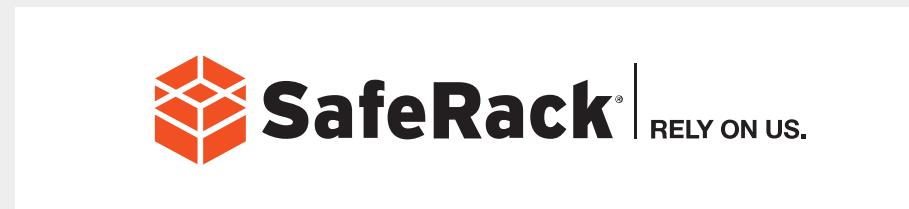


Do not change the spacing between the SafeRack logo and the parent company mark.

LOGO VARIATIONS

Logo with Tagline

The SafeRack logo can also be used with its tagline with the following full-color and single-color applications.



Brand Mark

The SafeRack Hexagon brand mark can be used in square or round spaces, as a favicon, or as the profile picture for social media platforms. The SafeRack Hexagon brand mark can appear in SafeRack Orange, or white. Select the color that has the most contrast to the background for optimal legibility.



PARTNERSHIP LOGOS

For partnerships, we lock up the SafeRack logo with a partner logo, using ‘|’ in the clear space between logos. Clear space should be equal to the height of the letter “a” in the logo applied on both sides of ‘|’. ‘|’ should be the height of the height of the “S” in the logo, and should appear in black. Partner logos are aligned to the center of the logotype.





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COLOR

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BRAND COLORS

Primary

Our primary palette is the core of our brand identity. The palette consists of Orange, Black, and Steel. Use these to ensure that your materials remain consistent with the SafeRack brand.



Orange

CMYK 0/83/100/0
RGB 240/82/35
HEX #f05223
PMS Orange 021 C



Black

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000
PMS Black 6 C

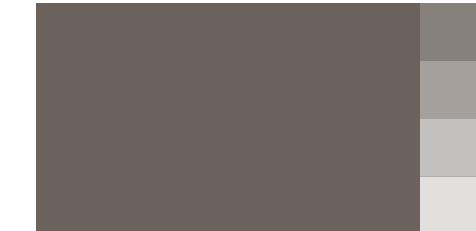


Steel

CMYK 46/38/38/2
RGB 144/144/144
HEX #909090
PMS 877 C

Secondary

Our secondary palette provides additional flexibility when brand context is already established. The palette consists of Taupe, Yellow, and Platinum.



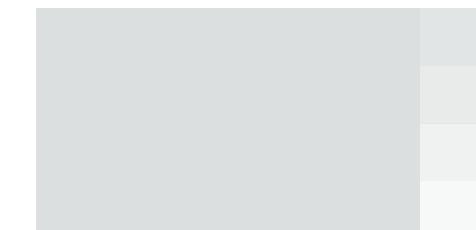
Taupe

CMYK 56/53/57/24
RGB 106/98/91
HEX #6a625b
PMS 4975 C



Yellow

CMYK 0/2/99/0
RGB 253/217/0
HEX #fdd900
PMS 108



Platinum

CMYK 13/8/9/0
RGB 219/222/223
HEX #dadedf
PMS 556 C

COLOR USAGE

Primary

This palette should be used for the majority of our communications.



Secondary

These additional colors compliment our primary colors, and can add moments of vibrancy.



Gradients

Dark, light, and neutral gradients are used throughout our brand textures on marketing materials.



ACCESSIBILITY

Accessibility is important — use color contrasts that are visible for users who are colorblind. Always use a background color and foreground/text color that meet the web accessibility standards for color contrast.

You can check color contrast using a tool like the WebAIM Color Contrast Checker (<http://webaim.org/resources/contrastchecker/>).

INSTALLATION SERVICES

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.

FEATURED PRODUCT CATEGORIES

VIEW NOW

LOADING DOCK STEPS

LOREM IPSUM
DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT
ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION
ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO
CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT
IN VOLUNTATE VELIT ESSE CILLUM DOLORE EU FUGIAT
NULLA pariatur. Excepteur sint occaecat cupidatat
non proident, sunt in culpa qui officia deserunt
mollit anim id est laborum.

LOADING DOCK STEPS

LOREM IPSUM
DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT
ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION
ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO
CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT
IN VOLUNTATE VELIT ESSE CILLUM DOLORE EU FUGIAT
NULLA pariatur. Excepteur sint occaecat cupidatat
non proident, sunt in culpa qui officia deserunt
mollit anim id est laborum.



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TYPOGRAPHY

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OVERVIEW

Headlines

Headlines are set in Helvetica Neue Condensed Bold or Black. Use all caps for headlines.

Subheads

Subheads are set in Helvetica Neue Bold or Light and are attached to body copy on a new line or as a lead-in within the first paragraph.

Body Copy

Body copy is set in Helvetica Neue Regular and should always be left-aligned.

Tracking and Leading

Tracking on both headlines and body copy should be set to 0 with optical kerning.

Headline

Helvetica Neue Condensed Bold, 24 pt
(can also be Black)

Subhead

Helvetica Neue Bold, 16 pt
(can also be Light)

Body

Helvetica Neue Regular, 12 pt

Quote

Helvetica Neue Bold, 16 pt

Name

Helvetica Neue Bold, 12 pt

Title and Company

Helvetica Neue Regular, 10 pt

Legal

Helvetica Neue Regular, 8 pt

HEADLINE TEXT EXAMPLE

Subhead ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod.

Ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

First Last Name

Title, Company

© 2023 SafeRack. All rights reserved.

TYPEFACE

Primary Typeface

Our primary typeface is Helvetica Neue.

Aa

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}*,.:;?!/|\•¶@®©™
<>>>“”“”,,“”... --- _†‡+<=>≠≤≥±×÷—∞~≈°
\$¢£¥€§#%%

Type and color

Primarily use black or white type. Headlines can also be set in Orange. Choose the colors based on optimized legibility.

Style and Weights

Light
Light Italic
Regular
Italic
Bold
Bold Italic

Condensed Bold
Condensed Black

TYPEFACE

Alternative Typeface

Our alternative typefaces are Bebas Neue and Source Sans Pro. These two fonts are only used in print productions and when Helvetica Neue is unavailable. Use Bebas Neue in print as headlines, and Source Sans Pro in print as subheads and body copy.

AA

BB

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}*,:;?!/|\•@®©™
«»“”„„... ---_†‡+<=>≠≤≥±×÷-∞~≈°
\$¢£¥€§#‰%

Type and color

Primarily use black or white type. Headlines can also be set in Orange. Choose the colors based on optimized legibility.

Style and Weights

BEBAS NEUE

REGULAR

Source Sans Pro

Light
Regular
Bold
Black



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BRAND SHAPES

Brand Mark

The SafeRack brand mark can be used at full width as an overlay to orange, black, or white backgrounds to add texture. The color should be set to white (#ffffff) at 10% opacity on orange and black backgrounds, and set to platinum (#dadedf) at 30% opacity on white background.



SafeRack brand mark at 10% opacity on orange background



SafeRack brand mark at 10% opacity on black background

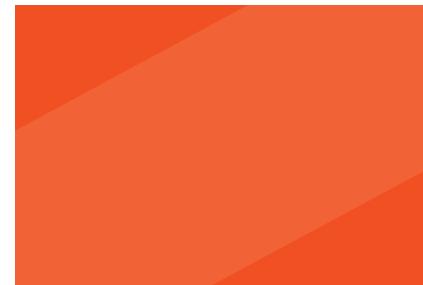


SafeRack brand mark at 30% opacity on white background

BRAND SHAPES

SafeRack Parallelogram

The SafeRack Parallelogram is derived from the brand mark. It can be used at any size or height, provided the angle remains the same. It can also be repeated in the same design to create a pattern.



Background

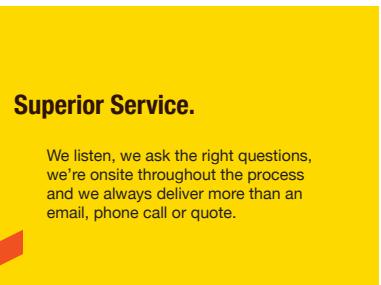
The SafeRack Parallelogram in color white (#ffffff) at 10% opacity can be used as an overlay on top of black or SafeRack Orange backgrounds to add texture.

Clipping mask

The SafeRack Parallelogram can be used as a clipping mask to make the design more dynamic.

Mobile Ladders & Platforms

Our mobile access truck and railcar stairs and platforms enable workers to safely reach some of the most challenging elevated spaces around.



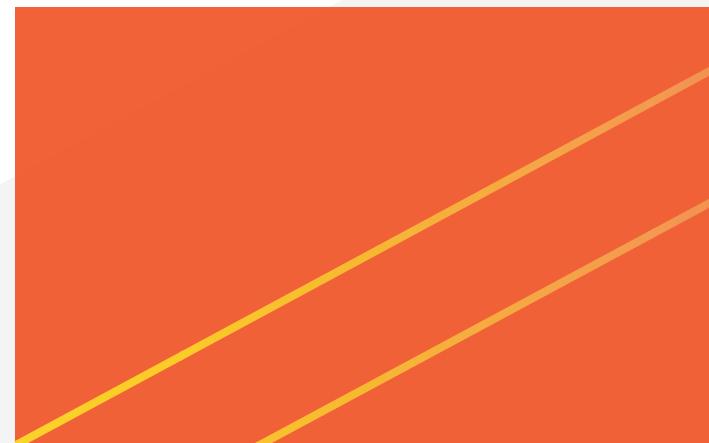
Decoration

The SafeRack Parallelogram can be used as a decorative element set in our primary or secondary brand colors.

BRAND SHAPES

SafeRack Parallelogram Keyline

The SafeRack Parallelogram Keyline is composed of two parallel lines at the same angle as the parallelogram. It can be used in any size, but can only appear in gradients of orange and yellow, or black and steel.



SafeRack Parallelogram Keyline shape as a background image



SafeRack Parallelogram Keyline shape interacting with photography



SafeRack Parallelogram Keyline shape interacting with gradient and photography



SafeRack Parallelogram Keyline shape interacting with text and photography

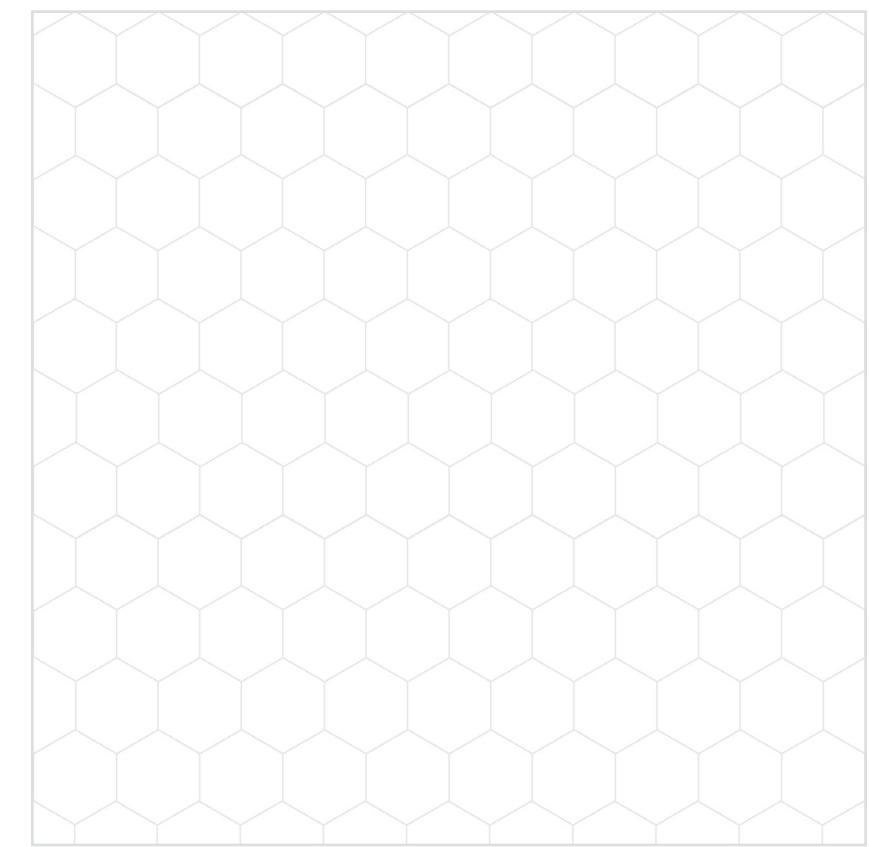
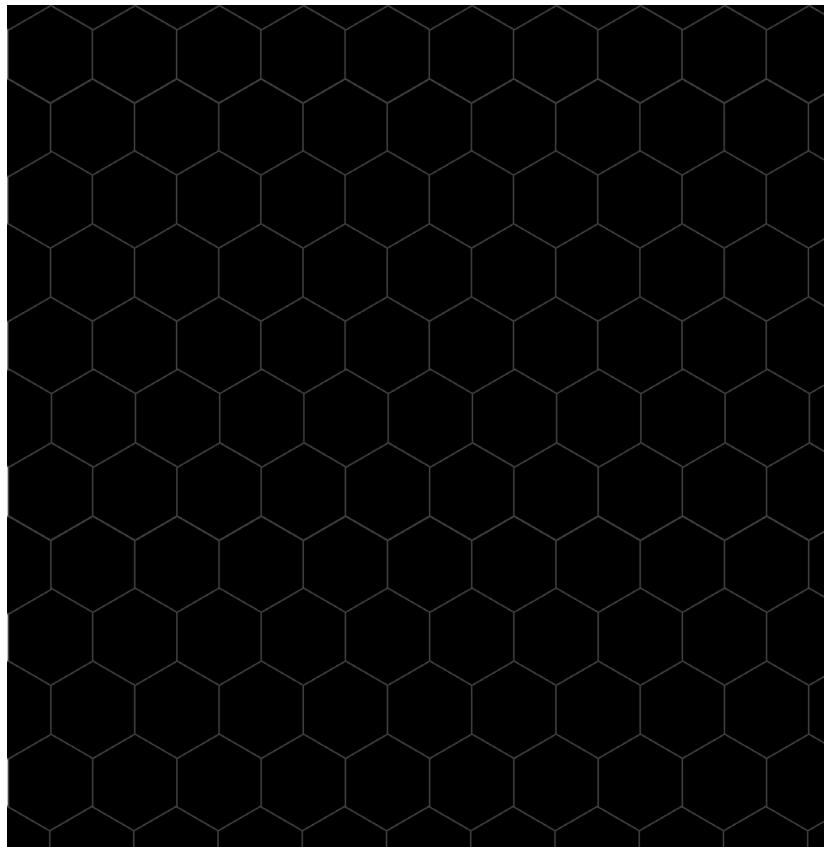
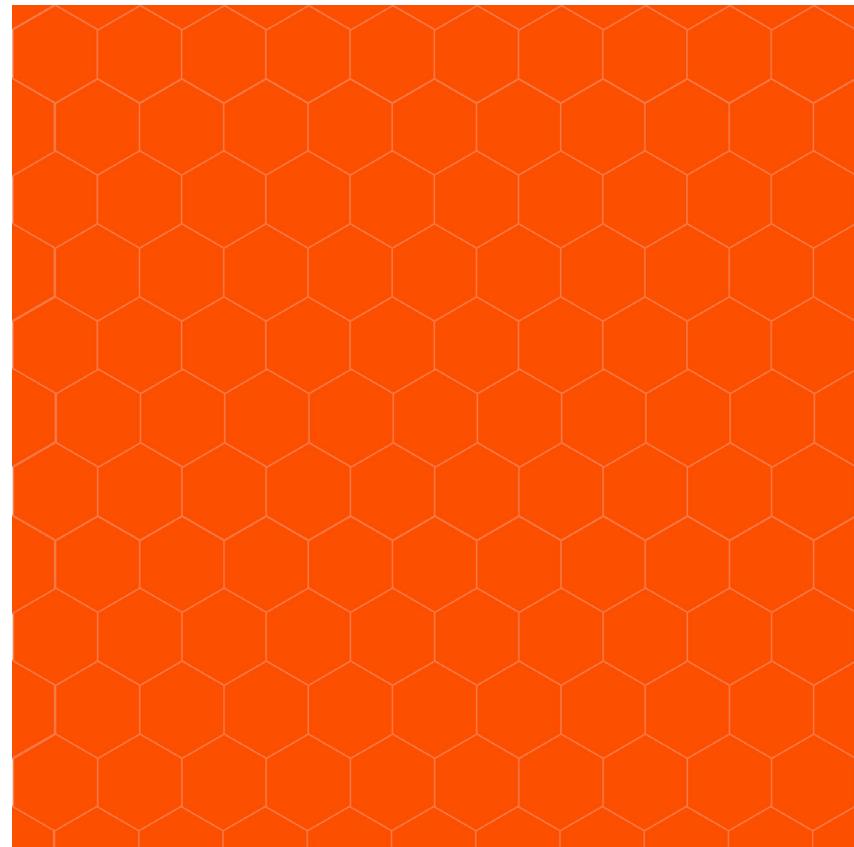


SafeRack Industries

Regardless of application and industry, our reliable, ergonomic solutions are designed to increase safety, productivity and your ROI.

BRAND PATTERNS

The following versions of the hexagon pattern can be used in our marketing materials to add texture to the background.



PHOTOGRAPHY

Products

Whenever possible, all individual product images should be shown without a background.



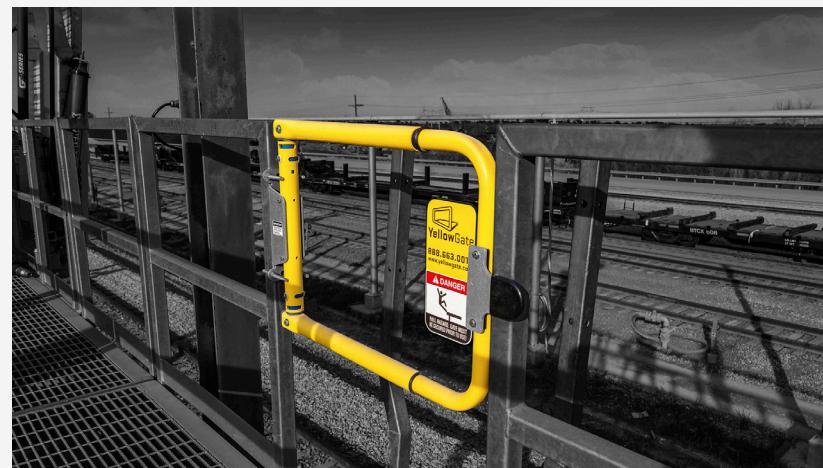
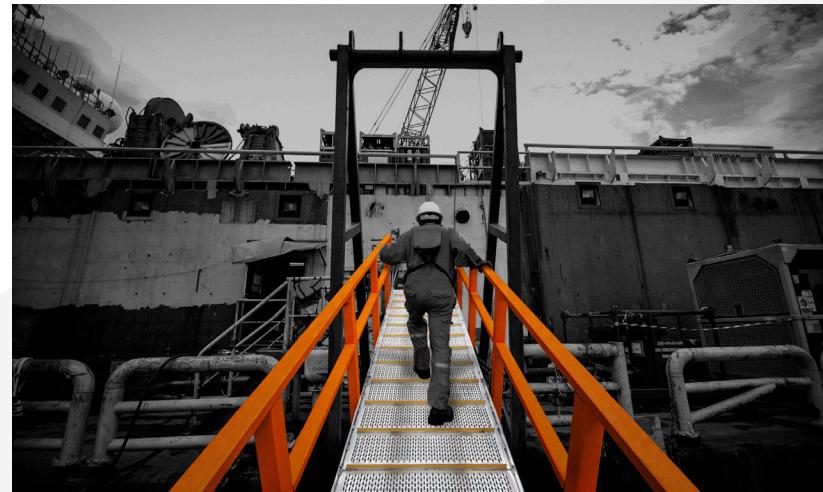
All product installation photos should be authentic and shot in the real world. The product should be the focus of the photo without obstruction.



PHOTOGRAPHY

Pop Style Hero Photos

We have developed pop style hero photos to better showcase our products in their environments. The products are shown in their full original colors, while everything else in the image are in black and white. This helps us give emphasis to the products, and can be used as hero images in a variety of marketing materials.



PHOTOGRAPHY

Team

Team photos are all about showcasing the people behind the products and the brand. In doing so, they should showcase collaborative action and include warm and inviting expressions and body language. Team members should be shown in their work environment, with proper gear and clothing that meet safety standards.



INTERACTING WITH TEXT

Images of our products or people, when used in our pop style photos or against a simple background, can be set in front of the text to create a 3D effect. The image should not interfere with the legibility of the text. Please see examples below as a guide.





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BRAND IN USE

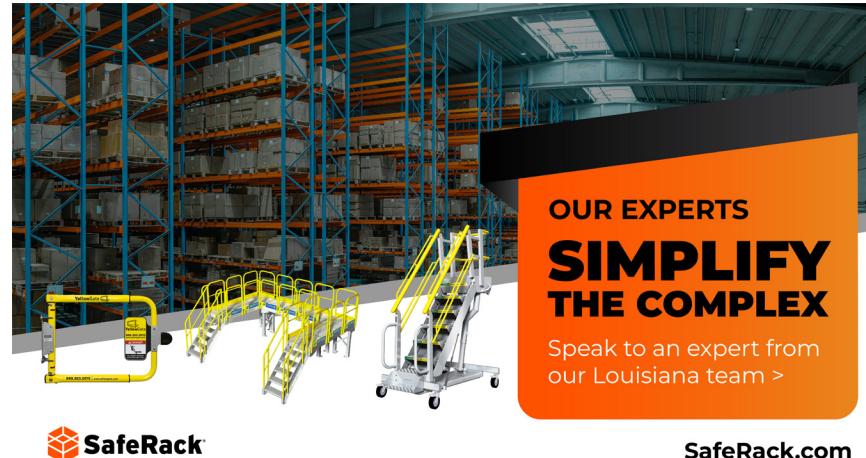
Social Media 32

Sell Sheets 33

Email Signature 34

SOCIAL MEDIA

Below are some examples of our social media templates.



SELL SHEETS

Below are examples of our sell sheets.



VAPOR CONTROL SYSTEM FOR PETROLEUM OR CHEMICAL EMISSIONS



Control Of Pollutants And Emissions Into The Atmosphere

Recent Government agency mandates, to the reduction of odor and harmful emissions in the atmosphere and air we breathe, have brought about questions concerning the type of vapor control equipment required for your specific business and products.

Use the following questions to determine if your customer is in need of vapor control equipment.

1. Do you have odor complaints from neighbors or staff/employees?
2. If so, what is the nature of the odor or vapor?
3. What is the source of the odor or vapors?
4. Do you currently have vapor control equipment in place?
5. Do you need to upgrade or refurbish your current vapor control equipment?

Systems available for both remote or unmanned operations.

SR002_VaporControlSystem



Wire Partitions SAFE AND SECURE



Modular Woven Welded Wire Cages and Panels

Wire cages, security cages, storage cages and partitions can be customized and designed for your commercial and industrial applications. Woven and welded mesh panels are secured inside sturdy angle frames with a wet enamel gray finish for long lasting durability and dependability.

Wire cages provide security in a wide variety of industries and can be built to any size or configuration with our Woven Wire Partition System. Using our wire partition panels, you may construct wire cage walls and ceilings from the same modular sized panels. The partition panels may be stacked to your desired wire cage height, and the panels easily bolt to posts using standard hand tools. A full line of hinged, double hinged, and sliding doors are available for building the wire cage, and the open but secure design allows free circulation of light, HVAC, and fire suppression systems throughout the secured areas.

Features

- Reduce odor and harmful chemicals in the air
- Comply with air quality requirements and permits
- Both active carbon and liquid media filtering depending on requirements
- Low maintenance and operating cost
- Available in both non-hazardous and hazardous electrical classifications (class 1 division 2)
- Both manual and remote control operation available
- Applications include: truck racks, rail racks, barges and tank farms

SR002_VaporControlSystem



WireCrafters



**SAFERACK
CAREERS**

At SafeRack, we like to figure out how to use the latest innovations to make safety products better. We manufacture revolutionary stair, fall protection and bulk loading solutions for companies around the world. Our patented industry-leading products are sold under the SafeRack, ErectaStep, Upside Innovations, RollaStep, YellowGate, AeroStep, and MarinaStep brands



Features

- EASY INSTALL
- HEAVY-DUTY PANELS
- MULTIPLE DOOR & LOCK OPTIONS

Features

- Easy installation requires no special tools
- Heavy-duty panels bolt together
- Modular design for endless configurations
- Custom-sized panels and special heights are available
- Multiple door and lock options available
- Many panels and basic cages are in stock for quick 48-hour shipping

SafeRack
ERECTA STEP
ROLLA STEP
YELLOW GATE
MARINA STEP
AERO STEP
UPSIDE INNOVATIONS

Interested? Questions?
Email Maureen Shannon at mshannon@saferrack.com

To apply:
sixaxisllc.com/careers



SR1022_HiringCareerSheet

SafeRack Brand Guidelines

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EMAIL SIGNATURE

Brand-consistent email signatures can provide additional recognition of our company. The Email Signature uses the font Helvetica Neue, with the name set in 14 pt. bold type; the remainder of the content is in 11 pt. regular type.

Helvetica Neue Bold, 14 pt
#f05223

Helvetica Neue Regular, 11 pt
#000000





SafeRack®

THANK YOU