Updated September 2015

Design Guidelines

SIMPSON
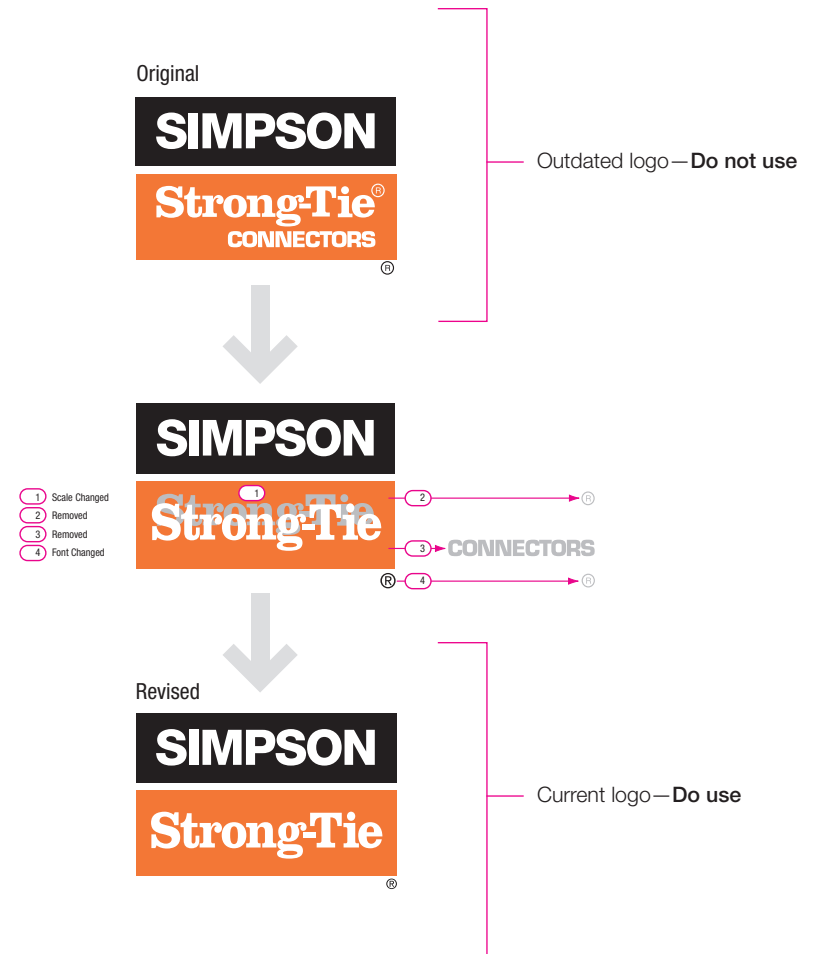**Strong-Tie**
®

Contents

Brand Overview

1.0

The brands and products that make up the Simpson Strong-Tie corporate brand are a very valuable resource. Logos and other trademarked properties must be used consistently to protect and enhance their value. Consistent use in all applications is necessary to increase our brand value internationally.

Over the past decade, our company has expanded beyond just the metal connector business to innovate in other areas. We are dedicated to leading the industry with research and development of product lines like Lateral Systems, Fastening Systems, Anchor Systems, Repair Protection & Strengthening systems for concrete and other construction products. We are committed to building on our reputation as innovators by extending our business scope in the mind of our customers.

In 2003, we changed our company logo. The logo change was subtle, but was one more critical step forward in proving to our customers that Simpson Strong-Tie Company Inc. is much more than just the company who makes connectors. The original logo is no longer a valid expression of Simpson Strong-Tie®. The original logo is not to be used on or in any building signage, sales, training, marketing or promotional pieces.

Original

SIMPSON Strong-Tie® CONNECTORS®

Outdated logo—**Do not use**

1 Scale Changed
2 Removed
3 Removed
4 Font Changed

SIMPSON Strong-Tie CONNECTORS

Revised

SIMPSON Strong-Tie®

Current logo—**Do use**

Company Logos

2.0

2.0 Simpson Strong-Tie®

This logo identifies the company brand and branded product lines.

Adhering to the basic guidelines shown at the right will ensure protection and consistent use of our brand.

All marks are the property of Simpson Strong-Tie Company Inc. Any use or reproduction of these marks requires written approval from Simpson Strong-Tie. This logo must be used as is, with no modifications or adjustments.

The logo must be surrounded by clear space equal to the height of the orange block in the logo (X).

In situations that don't allow the logo to be placed on a white background, the logo must be surrounded by a white border whose width equals two times the width of the white space (Y) between the black block and the orange block of the logo.
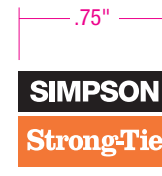

	Spot Color	CMYK	Hex
BLACK	Pantone 172	0c 0m 0y 100k	000000
ORANGE	Spot Color Pantone 172	CMYK 0c 82m 94y 0k	Hex FF5308

Suggested minimum width

.75"

1-color print application

65%

Specialty applications
In cases such as one color silkscreen, the logo should be solid black or white.

To protect the Simpson Strong-Tie® brand identity, it is important not to alter the logo in any way. This page shows a few common examples of ways in which the logo has been altered. Please avoid these and similar alterations. See section 2.1 of these guidelines for proper usage.

DO NOT add additional trademarks.

DO NOT shift any parts.

DO NOT add any text within the required clear space.

DO NOT split and move logo parts.

DO NOT scale the logo disproportionally.

DO NOT alter colors, nor reverse to white.

DO NOT decouple the logo, nor use one part without the other.

DO NOT scale the logo disproportionally.

DO NOT use the logo on a color field without the required white border.

(See section 2.1)

DO NOT angle the logo.

DO NOT add any text or graphic elements to the logo.

DO NOT screen back the logo, nor use in a repeat pattern of any kind.

Quik Drive®
AUTO-FEED SCREW DRIVING SYSTEMS

Quik Drive®
AUTO-FEED SCREW DRIVING SYSTEMS

Quik Drive®

Strong·Drive®
STRUCTURAL FASTENERS

Strong·Drive®
STRUCTURAL FASTENERS

Strong·Drive®

Deck·Drive™
PREMIUM FASTENERS

Deck·Drive™
PREMIUM FASTENERS

Deck·Drive™

Stainless·Steel
FASTENERS

Stainless·Steel
FASTENERS

Stainless·Steel

Trademark Usage

3.0

3.1

Please follow these guidelines carefully. They are designed to ensure proper usage of Simpson Strong-Tie® trademarks and to prevent consumer confusion that can result from improper or illegal usage. These guidelines will help you identify the correct form for

Simpson Strong-Tie trademarks, the proper use of the ® and TM trademark symbols, and the appropriate attribution statement to accompany your use of our trademarks. The guidelines also provide information related to commonly asked questions about the proper use of Simpson Strong-Tie trademarks.

Trade Name

In company literature, "Simpson Strong-Tie" functions in multiple capacities. The most common use is a shortened reference to the formal company name, Simpson Strong-Tie Company Inc. In this context, Simpson Strong-Tie is a trade name rather than a trademark, and the proper format is to capitalize the first letter of each word.

Example:
Simpson Strong-Tie

Marking trademarks with ® or TM

When using Simpson Strong-Tie® trademarks, use the appropriate trademark symbol on the most prominent (or if none is prominent, the first) appearance on the materials (in superscript following the trademark). When referring to a Simpson Strong-Tie® product, it is important to use the full name of the product at its first and most prominent mention (for example, "Steel Strong-Wall® Shearwall" is preferred over "Strong-Wall®").

Never vary the spelling, add or delete hyphens and spaces (even for normal hyphenation at the end of a line of text), make one word two, or use a possessive or plural form of the trademark (for example, "the advantage of a Quik Drive® system" is preferred over "Quik Drive's advantage").

Simpson Strong-Tie® trademarks must always be used as adjectives combined with, and modifying, the common or generic term for a specific product (such as "adhesive"), and never as nouns or verbs. Avoid unnecessary capitalization of common words used in the same context with the trademark, which tends to make the trademark less distinctive.

Once marked, it is not normally necessary to mark subsequent appearances of the trademark in the piece. Simpson Strong-Tie® literature is sometimes broken into individual pages; therefore it is recommended most prominent trademarks should be marked from page to page, section to section.

How often is the "®" symbol used in a literature piece? The "®" trademark notice symbol and the appropriate generic descriptor should be used with the trademark, as follows:

After the most prominent use of the trademark, such as when used in headings, titles, etc.;

Following the trademark the first time the mark appears in each section of running text in labeling, advertising copy, promotional material, literature pieces, electronic presentation materials, reports, and other printed or typed materials;

Following the trademark in captions and tables.

Note that the above guidelines apply from page to page in a document.

Logo treatment

Every appearance of a Simpson Strong-Tie® logo graphic in print or on the web should always be marked with the ® symbol.

Attribution Statement

Please include an attribution statement (which may appear in small, but still legible, print) when using any Simpson Strong-Tie trademarks in any published materials. The statement should read:

[List of Simpson Strong-Tie marks used, beginning with "Simpson Strong-Tie" and "the Simpson Strong-Tie logo," if used, followed by any other marks in alphabetical order] are either registered trademarks or trademarks of Simpson Strong-Tie Company Inc. in the United States and/or other countries.

Example:
Simpson Strong-Tie, the Simpson Strong-Tie logo, Strong-Wall, Steel Strong-Wall, ZMAX, No Equal Pledge of Performance and the No Equal icon are registered trademarks of Simpson Strong-Tie Company Inc. in the United States and/or other countries.

Simpson Strong-Tie® trademarks	Generic term(s)
Anchor Selector™ software	ACI 318 application program
Anchor Selector™ software	for Allowable Stress Design application program
AnchorMate®	anchor bolt holder
AT-XP®	anchoring adhesive
Blue Banger Hanger®	cast-in-place, internally threaded rod hanger
Component Solutions™	software truss design software
Composi-Lok™	composite decking fastener
Connector Selector®	application program
Connector Selector®	software, Canadian version (Limit States Design) application program
Crack-Pac®	crack injection epoxy
Crack-Pac® Flex H20™	polyurethane crack sealer
Deck Spacers™	precision deck board spacer
DeckTools Software®	program
DeckTools®	deck design
EZ-Base™	fence product
EZ-Mender™	fence product
EZ-Spike™	fence and mailbox product
Grip-Shot™	single shot powder actuated tool
Heli-Tie™	stainless-steel helical wall tie
In the Specs - On the Job - At Your Service™	marketing program; service feature
IXP™	anchor
Precision Placement™	nosepiece
Quik Drive®	auto-feed screw driving system; system; collated fastener; fastener
Quik Guard®	coating
Set-Pac EZ™	high strength Epoxy-Tie® anchoring adhesive
SET-XP® Epoxy-Tie®	anchoring adhesive for cracked and uncracked concrete
Simpson Strong-Tie Anchor Systems®	anchoring and fastening systems for concrete and masonry
Simpson Strong-Tie Anchor Systems™	Adhesive Cartridge Quantity Estimator adhesive cartridge quantity estimator
Simpson Strong-Tie®	connectors; product line; product
Simpson Strong-Tie™ AutoCAD®	Menu AutoCAD® menu
Sleeve-All®	sleeve anchors

Simpson Strong-Tie® trademarks	Generic term(s) (con't)
SSTB™	anchor bolt
Steel Strong-Wall®	shearwall; pre-manufactured panel
StrapMate®	strap holder
Strong Frame®	ordinary moment frame, moment frame, moment frame selector software
Strong-Bolt®	wedge anchor; wedge anchor for cracked and uncracked concrete
Strong-Bolt®	2 wedge anchor; wedge anchor for cracked and uncracked concrete
Strong-Drive®	structural screw; fastener
Strong-Rod™	threaded rod
Strong-Wall®	shearwall; pre-manufactured panel
Structural Report®	newsletter
The One That Cuts™	product feature
There Is No Equal®	marketing program; service feature
Titen HD®	anchor for concrete and masonry; screw anchor; rod coupler; rod hanger; mini screw anchor
Titen®	concrete and masonry screw
Torq-Cut™	torque control self-undercutting anchor
Wedge-All®	wedge anchor
Well-Connected Home™	builder program
Witness Hole™	visual check openings
ZMAX®	finish; coating; coated product
Obsolete Trademarks	
Acrylic-Tie®	acrylic anchoring adhesive
BondMax™	acrylic adhesive; fast cure anchor grouting material
Epoxy-Tie®	epoxy anchoring adhesive

Typography

4.0

4.1 Usage

Consistent use of fonts across all communications is important to the Simpson Strong-Tie brand.

Primary font family

The primary font family is Helvetica Neue LT Std OpenType format. Please see the design examples that follow for specific uses of each font.

Alternate fonts

Contact the Creative Director.

Helvetica Neue LT Std Light

For body text and some headlines

Helvetica Neue LT Std Light Oblique

For accented body text and some headlines

Helvetica Neue LT Std Roman

For body text, captions and callouts

Helvetica Neue LT Std Oblique

For accented body text, captions and callouts

Helvetica Neue LT Std Bold

For titles and subheads

Helvetica Neue LT Std Bold Oblique

For titles and subheads

Helvetica Neue LT Std Black

For titles and headlines

Helvetica Neue LT Std Black Oblique

For titles and headlines

Helvetica Neue LT Std Light Condensed

For body text and some headlines

Helvetica Neue LT Std Light Condensed Oblique

For accented body text and some headlines

Helvetica Neue LT Std Condensed

For body text, captions and callouts

Helvetica Neue LT Std Medium Condensed Oblique

For accented body text, captions and callouts

Helvetica Neue LT Std Bold Condensed

For titles and subheads

Helvetica Neue LT Std Bold Condensed Oblique

For titles and subheads

Helvetica Neue LT Std Black Condensed

For titles and headlines

Helvetica Neue LT Std Black Condensed Oblique

For titles and headlines

Design Guidelines

Illustration Style

5.0

5.1 Connectors

Line Quality

Illustrations should be drawn in real-world perspective with outer, or bounding lines, set to 1 point and inner detail lines set to .5 point. When placing multiple illustrations in a page layout, avoid significant scaling differences so line weights remain relatively consistent.

Color Reproduction

This page is not for reproduction; it is for color and application information **only**. Some existing illustration files may have colors labeled differently. Please modify those colors to match the labeling shown here.

Galvanized Metal & Zinc
Pantone 5445 C @ 100%
8c 1m 0y 13k

5445 C

Wood
Pantone 145 C @ 70%
0c 33m 70y 6k

145 C

Painted Metal, Adhesives
& Anchor Bolt
Black @ 40%
0c 0m 0y 40k

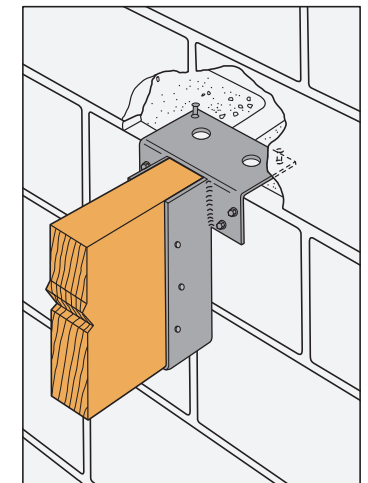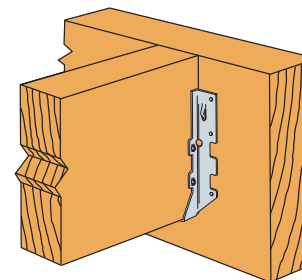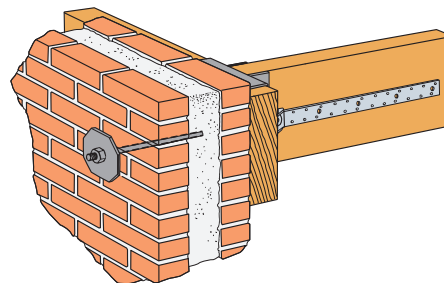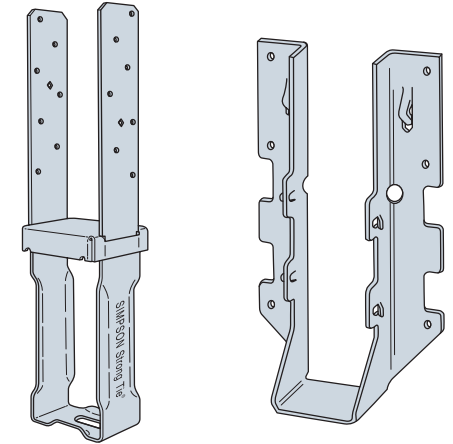40K

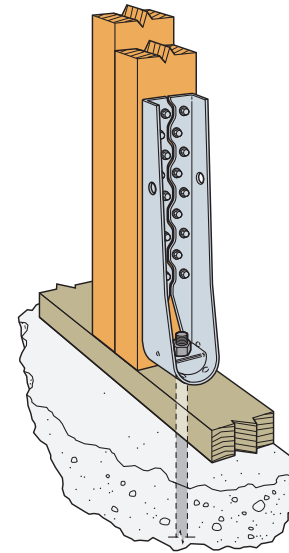**Concrete & Mortar**
Black @ 5%
0c 0m 0y 5k

5K

Steel I-Beams, Rebar &
Cold Rolled Steel
Black @ 50%
0c 0m 0y 50k

50K

Preservative Treated Wood
Pantone 451 C @ 80%
33c 28m 58y 0k

451 C
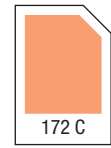
Brick
Pantone 172 C @ 70%
0c 46m 62y 0k

172 C

5.2 Fasteners
Line Quality
Illustrations should be drawn in real-world perspective with outer, or bounding lines, set to 1 point and inner detail lines set to .5 point. When placing multiple illustrations in a page layout, avoid significant scaling differences so line weights remain relatively consistent.

Color Reproduction
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Galvanized Metal, Zinc & SDS
Pantone 5445 C @ 100%
8c 1m 0y 13k

5445 C

Titen® Masonry Screw
60c 15m 0y 30k

Titen Blue

Sinker & Common
Pantone 451 C @ 80%
26c 22m 46y 0k

451 C

**Tan Double-Barrier Coating
SDWS & SDWH Screws**
Pantone 7504 C
0c 25m 45y 40k

7504 C

Stainless
Pantone 5445 C @ 15%
1c 0m 0y 2k

5445 C

**E-Coat™ Coating
SDW & SDWF Screws**
Black @ 50%
0c 0m 0y 50k

50K