



# SAFETY PRODUCTS GLOBAL™

## BRAND GUIDELINES

Version: 03.18.26

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# BRAND VALUES

SPG's brand values define how we work, how we partner, and how we deliver on our purpose. They guide decisions across teams and ensure our products and relationships consistently support safer outcomes.

## SAFETY IS OUR PURPOSE

We champion the well-being of workers everywhere, continually improving our products to protect what matters most.

## CURIOSITY MOVES US FORWARD

We stay curious, ask bold questions, and solve real problems so we can deeply understand end-user needs and create meaningful products and solutions.

## EMPOWERING THOSE WHO WORK WITH US

We equip sellers and workers with the tools, knowledge, and confidence to make safer decisions every single day.

## WE WIN TOGETHER

We show up as one team — supportive, inclusive, and committed to growing and winning together.

## RELENTLESS SERVICE

We pursue every opportunity with urgency, grit, and follow-through — always doing right by our customers.

These values are practical principles that guide how we show up, not slogans.

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# tone OF VOICE

SPG's tone of voice is human, grounded, and curious — straightforward in what we say and honest about what people need to know.

## HOW WE COMMUNICATE

We speak with confidence and purpose, using clear facts and a touch of wry humor to keep things real.

## IN PRACTICE

Above all, we aim to be supportive and empowering, like a trusted partner who listens well, asks smart questions, and delivers practical solutions that keep people safer.

Clear, honest communication builds trust and trust keeps people safer.

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# LOGO

The Safety Products Global logo is designed to function as a clear, stable parent-brand identifier across a portfolio of product brands. Its role is to unify and provide consistency, not to compete visually with SPG sub-brands.

## OVERVIEW

The primary logo is a horizontal wordmark and should be used by default in all applications. A stacked version is available for rare situations where vertical space is limited. The logo must always be given adequate clear space and should not be reduced below minimum size requirements.

### CLEAR SPACE

To maintain clarity and recognition, adequate clear space is defined by the height of the letter “S” in the wordmark. No text, imagery, or graphic elements should enter this space.

### MINIMUM SIZE

The SPG logo should not be reproduced smaller than: Print - 1.0 inches wide, Digital - 100 pixels wide

Approved color applications prioritize high contrast and simplicity to ensure the logo remains easy to read in both single-brand and multi-brand contexts.

SPG LOGO Horizontal

**S**AFETY PRODUCTS  
GLOBAL™

SPG LOGO Horizontal  
MINIMUM SIZE = 1"

**S**AFETY PRODUCTS  
GLOBAL™

SPG LOGO Horizontal knockout  
“S” height spacing shown

**S**AFETY PRODUCTS  
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**S**AFETY PRODUCTS  
GLOBAL™

Safety Products Global logo should always be 1-color when placed on a color background. When in doubt, use the horizontal wordmark in black or white.

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# LOCKUP

SPG operates as a parent brand across multiple product lines. In multi-brand environments, the SPG logo provides a consistent, grounding presence while product brands lead visually.

## LOCKUP and SUB-BRAND SYSTEM

When shown alongside sub-brands, SPG should appear as a wordmark-only lockup and maintain clear hierarchy and separation. The system is designed to scale cleanly across product families while reinforcing SPG's role as the unifying brand behind them.

Consistent application of this lockup system ensures clarity, avoids visual competition, and supports long-term brand cohesion across the SPG portfolio.

SPG Sub-Brand Lockup | Vertical Stack

**S**AFETY PRODUCTS  
GLOBAL™

**KLEVER.**

**slice**

**PHC**  
PACIFIC HANDY CUTTER™

SPG Sub-Brand Lockup | Horizontal

**S**AFETY PRODUCTS  
GLOBAL™

**KLEVER.**

**slice**

**PHC**  
PACIFIC HANDY CUTTER™

Sub-brand logos should always be in black when paired with Safety Product Global logo. Use only approved lockups and brand assets when combining SPG with sub-brands.

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# BRAND MARK

The SPG logo mark is a supporting symbol derived from the brand's core geometry. It is intended to complement the wordmark, not replace it.

## MARK

The mark may be used in SPG-only corporate contexts, digital environments, and motion applications where a simplified or abbreviated brand expression is appropriate. Rounded edges reflect the brand's focus on safety, refinement, and approachability while maintaining a precise, engineered character.

To preserve clarity within the broader brand system, the logo mark should be used sparingly and should not be introduced in multi-brand layouts where product brands are present.

SPG LOGO Mark



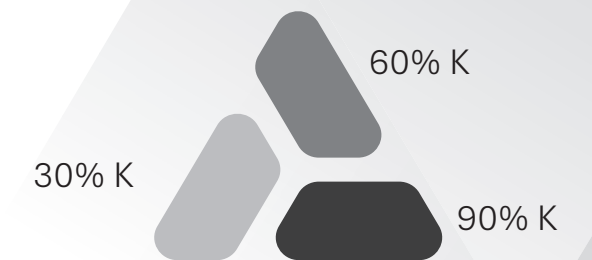
SPG Lime Green  
Hex #50B848



SPG Lime Green + 33% K  
Hex #348734

SPG Lime Green + 66% K  
Hex #0F571A

SPG Grayscale



The logo mark is a supporting element, not a primary identifier.

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# TYPOGRAPHY

Typography plays a foundational role in the SPG brand system by reinforcing clarity, consistency, and confidence across all communications.

## OVERVIEW

The typographic approach is intentionally simple and modern, supporting SPG’s role as a parent brand while allowing sub-brands to express their own personalities.

## IN PRACTICE

Type should always prioritize readability and hierarchy over stylistic expression. Clean, consistent typography ensures SPG communications feel calm, professional, and easy to navigate across corporate, operational, and multi-brand environments.

**APTOS BOLD**  
Headlines & Taglines  
Available via Adobe Fonts

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 !@#\$%^&\*()?**

APTOS REGULAR  
Body Copy  
Available via Adobe Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()?

APTOS NARROW  
Body Copy Narrow Alternate  
Available via Adobe Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()?

SEGOE UI  
Headlines & Body Copy Alternate  
Available via Google Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()?

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# HIERARCHY

SPG typography is structured to create clear hierarchy without visual noise. Headline, tagline, and body text styles are designed to work together seamlessly, ensuring content remains legible and consistent across all formats.

## HEADLINES

Headlines should be clear, direct, and restrained. Use strong typographic weight and spacing to establish hierarchy without relying on decorative treatments or excessive styling. Headlines should communicate information efficiently and confidently.

## TAGLINES

When used, taglines should remain secondary to headlines and primary messaging. They should be concise and supportive, never overpowering the main content. Taglines are not required in all applications and should be used sparingly to maintain clarity.

## BODY

Body copy should prioritize readability and comfort. Use straightforward sentence structure and generous spacing to support long-form reading across both digital and print formats. Body text should remain neutral in tone, allowing the content itself to carry meaning.

Avoid mixing multiple typefaces or introducing decorative styles that may disrupt consistency. Typography should remain uniform across SPG communications to reinforce brand stability and ease of use.

Consistent application of the approved typographic system helps ensure SPG content feels cohesive, professional, and accessible across all touchpoints.

Typography should support structure, not expression. Clarity and consistency take priority over stylistic variation.

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# PALETTE

The SPG color system is intentionally limited to support clarity, consistency, and long-term durability across the brand. Color within the SPG identity is used to establish structure, hierarchy, and recognition, rather than decoration.

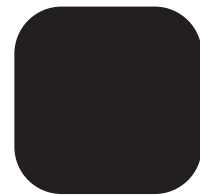
## OVERVIEW

The palette is built around a primary brand green, supported by black and white, with controlled tonal variations used to add depth where needed. This approach ensures SPG maintains a calm, confident presence while remaining flexible across a wide range of applications.



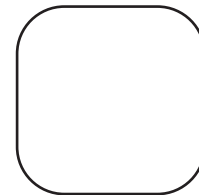
**SPG Lime Green**

Hex #50B848  
 RGB 80, 184, 72  
 HSB 116, 61, 72  
 CMYK 70, 0, 100, 0  
 PMS Pantone 360 C



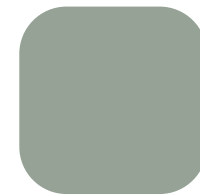
**Black**

Hex #231F20  
 RGB 35, 31, 32  
 HSB 345, 11, 14  
 CMYK 0, 0, 0, 100



**White**

Hex #FFFFFF  
 RGB 255, 255, 255  
 HSB 0, 0, 100  
 CMYK 0, 0, 0, 0



**Light Gray**

Hex #97A396  
 RGB 151, 163, 150  
 HSB 115, 8, 64  
 CMYK 30, 15, 30, 20



**Dark Gray**

Hex #455654  
 RGB 69, 86, 84  
 HSB 173, 20, 34  
 CMYK 70, 50, 55, 35

Supporting neutral tones for depth and balance

## PRIMARY

SPG Lime Green is the primary brand color for Safety Products Global and plays a central role in brand recognition. It is defined as: 70% Cyan and 100% Yellow and is used across the logo, brand mark, and key SPG communications.

Black and white serve as foundational colors within the system, providing contrast, legibility, and balance. Together, these colors form a restrained palette that scales effectively across digital, print, environmental, and multi-brand contexts.

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# VARIATIONS

To provide flexibility and dimensional range, SPG Lime Green may be used with tonal variations.

## TONAL VARIATIONS

These include darker values created by adding 33% black and 66% black to SPG Lime Green.

Tonal variations are intended to support hierarchy, depth, and visual balance while remaining within a single, unified color family. No additional hues, gradients, or color effects should be introduced.



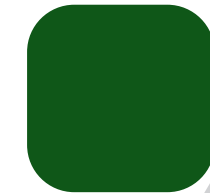
**SPG Lime Green**

Hex #50B848  
 RGB 80, 184, 72  
 HSB 116, 61, 72  
 CMYK 70, 0, 100, 0  
 PMS Pantone 360 C



**SPG Lime Green 33**

Hex #348734  
 RGB 52, 135, 52  
 HSB 120, 62, 53  
 CMYK 70, 0, 100, 33  
 PMS Pantone 360 C + 33K



**SPG Lime Green 66**

Hex #0F571A  
 RGB 15, 87, 26  
 HSB 129, 82, 34  
 CMYK 70, 0, 100, 66  
 PMS Pantone 360 C + 66K

## GUIDANCE

Color usage within the SPG system should prioritize clarity, contrast, and consistency. SPG Lime Green and its tonal variations may be used prominently in SPG-only communications and brand-led environments.

In multi-brand contexts, color usage should remain disciplined to avoid visual competition with product brands. Black and white should continue to play a strong supporting role to maintain balance and hierarchy across the system.

Approved color values should not be modified or expanded.

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# PHOTOGRAPHY

Photography guidance at the SPG level establishes shared principles rather than a fixed visual style, while allowing sub-brands to define and express their own visual character and real-world application. Images should feel grounded and purposeful, reinforcing SPG's role as the organization behind products that protect people at work.

## OVERVIEW

Photography should support the brand system, not compete with it. Clean composition, thoughtful lighting, and a clear subject are prioritized to ensure images remain consistent, credible, and adaptable across SPG communications.



## PRODUCT

Product photography should present SPG products with clarity and confidence. Images should emphasize function, construction, and material quality while avoiding unnecessary styling or visual effects.

Products should be well lit, in focus, and photographed in a way that highlights how they are used. Backgrounds should remain simple and unobtrusive, allowing the product to remain the focal point.

Product photography standards may be further defined at the sub-brand level to reflect audience needs, category context, and usage environments.

Sub-brand photography may vary in tone, environment, and execution to align with product audiences and use cases, provided it remains authentic, accurate, and grounded in real-world application.

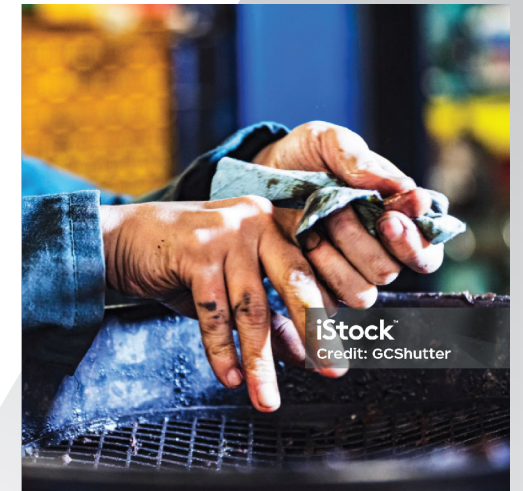
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# ENVIRONMENT

Environmental and in-use photography should reflect how SPG products are used in real working conditions. The level of grit, polish, or refinement may vary by sub-brand based on audience, category, and use case, but imagery should always feel credible, purposeful, and true to the work being done.

## PRIMARY

Subjects should appear engaged in their tasks rather than staged for the camera. Composition should favor realism and clarity over dramatization, reinforcing SPG's commitment to safety, reliability, and practical solutions. Sub-brands are responsible for defining their own environmental photography approach, provided it aligns with SPG's principles of authenticity, safety, and real-world relevance.



Photography should support the narrative of work being done safely, efficiently, and with purpose.

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# APPLICATIONS

SPG brand applications demonstrate how the identity system functions across real-world touchpoints. These examples demonstrate consistent hierarchy, clarity, and restraint rather than define fixed templates.

## OVERVIEW

Applications should reinforce SPG’s role as a parent brand while allowing product brands to lead where appropriate. Across all formats, the system should remain clear, flexible, and easy to maintain.

## IN PRACTICE

Across print, digital, and environmental applications, SPG should appear with a consistent visual presence that supports recognition without overpowering content or sub-brands.

Typography, color, and logo usage should work together to establish hierarchy and ensure information is easy to navigate. Applications should feel structured, intentional, and calm, reflecting the reliability and professionalism of the SPG brand.

- Corporate presentations and executive materials
- Internal communications
- Flyers and one-page marketing materials
- Sales presentations and support materials
- Business cards and basic stationery
- Trade show booths, signage, and event displays
- Office, facility, and wayfinding signage
- Corporate website and landing pages
- Email communications
- Digital marketing assets
- Product identification, packaging, and labeling (as applicable)
- Instructional, safety, and compliance documentation
- Video title cards and motion graphics

These examples are representative and not exhaustive. The SPG brand system is designed to scale across current and future applications.

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# GOVERNANCE + CONTACT

The SPG brand system is designed to provide clarity, consistency, and long-term durability across all SPG communications. To maintain the integrity of the brand, all visual and verbal elements should be applied as outlined in these guidelines.

## OVERVIEW

SPG brand assets, including logos, color values, and typography, should be used as provided and should not be modified, recreated, or extended beyond the approved system.

## IN PRACTICE

When questions arise or when new applications fall outside the examples shown in this guide, guidance should be requested before proceeding. This ensures the brand remains consistent as it evolves and scales across teams, partners, and platforms.

For questions related to brand usage, approvals, or new applications, please contact Laura Calder, SVP of Marketing at [LCalder@safetyproducts.global](mailto:LCalder@safetyproducts.global)

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# APPENDIX

This is the core trademark usage guidance and primary marks in the appendix for day-to-day use. The full legal docket is maintained separately to ensure it stays accurate and up to date without requiring updates to the brand guidelines. All trademarks/registrations are USA.

## Klever Cutter, LLC

SMOOTH-KUT™ — Pending  
 KLEVER™ — Pending  
 KLEVER KUTTER™ — Pending  
 XD® — Registered  
 EcoKutter™ — Not filed use ™  
 Xchange™ — Not filed use ™  
 Kwik™ — Not filed use ™

## Slice Safety Cutter, Inc.

Slice J-Hook Knife Trade Dress — Pending  
 SUPER-SAFE® — Registered  
 SLICE® — Registered  
 SAFER THAN METAL BLADES® — Registered  
 ERGO-PULL® — Registered  
 CERAMIC SAFETY BLADE® — Registered  
 SURESCRAP®E — Registered  
 NO MORE SCISSORS® — Registered  
 FINGER FRIENDLY® — Registered

## Pacific Handy Cutter, Inc.

KLEEN® — Registered  
 EZ3® — Registered  
 T1® — Registered  
 S4® — Registered  
 S5® — Registered  
 CUTTING EDGE SAFETY SOLUTIONS® — Registered  
 S8® — Registered  
 LEWIS® — Registered  
 SAFETY FIRST SYSTEM® — Registered  
 S7® — Registered  
 PHC® — Registered  
 WORKING SAFE EVERYDAY® — Registered  
 PACIFIC HANDY CUTTER® — Registered  
 THE WORKER'S EDGE® — Registered  
 QUICKBLADE® — Registered  
 RAZE® — Registered  
 HANDY SAFETY POINT® — Registered  
 RZ3® — Registered  
 EasyAttach™ — Not filed use ™  
 ExtraGrip™ — Not filed use ™  
 QBAR™ — Not filed use ™  
 Victa™ — Not filed use ™  
 Rebel™ — Not filed use ™  
 Metti™ — Not filed use ™  
 Volo™ — Not filed use ™  
 Dart™ — Not filed use ™

A complete and up-to-date trademark docket is maintained separately. Please contact SPG Marketing or Legal for the latest version