



BRAND GUIDELINES





**BRAND
FOUNDATION**

FRAMEWORK

Who We Are.

Shat-R-Shield is a trusted leader in protective lighting solutions with decades of experience safeguarding workspaces in correctional/institutional environments, food/drug processing, and municipal utilities. We are problem-solvers who are committed to reliability, innovation, and providing excellent customer service.

What We Do.

Since 1970, Shat-R-Shield has continued to be the world's leading manufacturer of shatter-resistant lighting, pioneering the protective lighting industry. From the first protective coating applied directly to a lamp to our impact and corrosion resistant IronClad and Incoplas fixture technologies, we protect you.

How We Do It.

By combining proprietary safety technologies with high-performance lighting design, we develop products that exceed industry standards for impact resistance, chemical resistance, and environmental toughness. We deliver lighting that performs where failure is not an option.

Why We Do It.

Because safety is not optional. We believe lighting should not only illuminate but also protect. Our purpose is to reduce risk, ensure compliance, and contribute to safer, more efficient operations—one light at a time.



We're Original.

Shat-R-Shield pioneered the protective lighting industry when we created the safety-coated lamp, we also patented and still manufacture the first ever graphite infused thermally protected polycarbonate LED fixture.

100% Customer Satisfaction Guaranteed.

We believe in our products, and so should you. Our products are certified to meet stringent industry requirements, and it is our goal to always ensure 100% customer satisfaction.

We Solve Lighting Problems.

We thrive on finding solutions for your lighting issues. Do you have problems with vandalism, moisture, corrosion, or retrofits? If you can't find a lighting fixture that meets your needs, we'll work with you to customize one of ours.

Let us know; challenge accepted.

BRAND VALUES

Safety First.

We prioritize the protection of people, processes, and environments in everything we design and deliver. Safety is the cornerstone of our products and our purpose.

Relentless Reliability.

Our customers count on our products to perform under pressure. We earn that trust through consistent quality, rigorous testing, and proven performance in the toughest conditions.

Customer Commitment.

We listen, respond, and partner with our customers to solve their unique challenges.
Their success is our success.

Integrity Always.

We operate with honesty, transparency, and accountability—in our products, our partnerships, and our promises

Built to Last.

From our product materials to our long-term relationships, we focus on durability, resilience, and results that last.



VERBAL IDENTITY



HERO BRAND PERSONALITY

Dependable.

We are steady, consistent, and trustworthy. Our customers know they can rely on us—our word, our products, and our support—no matter the conditions.

Protective.

Safety is at the heart of who we are. Like a trusted shield, we take our role seriously and always put protection first—of people, products, and processes.

Practical.

We're straightforward and solutions-focused. We don't over complicate things—we speak clearly, act efficiently, and always keep real-world needs in mind.

Knowledgeable.

With decades of experience and deep industry insight, we are experts in our field. But we stay humble, always learning and listening to improve what we do.

Approachable.

We may serve serious industries, but we're down-to-earth, responsive, and easy to work with. We believe strong relationships build strong results.



BRAND TONE

Confident & Experienced.

We speak with the authority of over 50 years in protective lighting. Our tone is steady, knowledgeable, and sure—but never boastful. We’ve earned our reputation through performance, not hype.

Straightforward.

We avoid fluff. Our customers operate in high-stakes, no-nonsense industries—so we match that with clear, direct communication. We keep it simple, focused, and results-driven.

Protective & Reassuring.

Our tone reflects our purpose: to protect. We communicate with calm confidence, emphasizing safety and reliability without sounding alarmist. We make customers feel secure, not scared.

Collaborative.

We’re easy to work with. Our tone is professional but warm—never stiff or overly formal. We listen, we respond quickly, and we focus on building trust.

Purpose-Driven.

We are a brand built for tough conditions and lasting impact. Our tone should reflect that grit—durable, capable, and always focused on delivering real value in real-world conditions.



VISUAL IDENTITY



LOGO



PRIMARY LOGO

Our most recognizable and valuable visual asset is our logo. It is the unifying visual element that appears across all of our communications.



Dark Background



Light Background



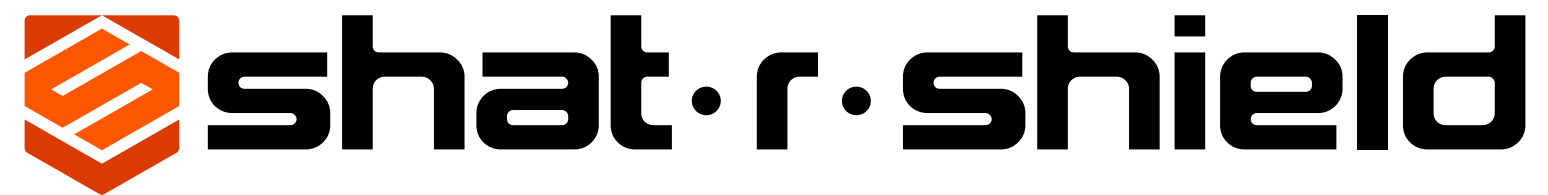
SINGLE COLOR LOGO

The single-color logo should only be used where it's not possible to use the primary logo in full color, such as one-color printing or conflicting backgrounds.



SECONDARY LOGO

The following logos are designed for use when the primary logo doesn't fit the layout or design.



CLEARSPACE

To ensure optimal readability, there should be a minimum amount of clear space around our logo. This space isolates the mark from any competing graphic elements that may conflict with, crowd, or diminish the overall impact of our logo.



LOGO MISUSE

It is important that the appearance of the logo remains consistent. Please do not do any of the following when utilizing the logo in a design.

✗ Do not warp, stretch, or distort.



✗ Do not change logo color.



✗ Do not rotate logo.



✗ Do not rearrange or recreate the logo.



✗ Do not use old branding.



✗ Do not apply shadows, outlines, or other effects.



✗ Do not place the logo on similar or contrasting backgrounds.

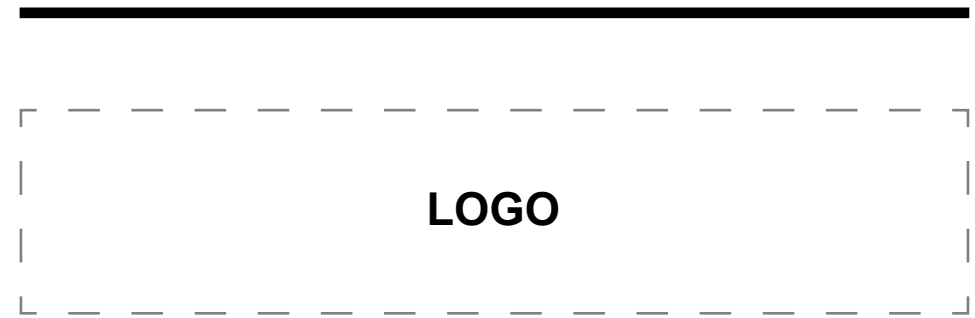


✗ Do not put a stroke on the logo.



COBRANDING

Sometimes, we may need to lockup our logo with agencies or another company. Our logo and the company’s logo should have equal visual weight.



COLOR



COLOR PALETTE

Our color palette consists of 5 colors based off our logo and colors that complement them. This palette enhances our brand’s presence, blending boldness with subtlety for a cohesive and professional look.

ORANGE HEX: #F15A22 RGB: 241, 90, 34 CMYK: 0, 80, 100, 0	RED HEX: #D93E26 RGB: 217, 62, 38 CMYK: 9, 90, 100, 1	ACCENT BLUE HEX: #549EE3 RGB: 84, 158, 227 CMYK: 63, 27, 0, 0
		SOFT GRAY HEX: #EEEEEE RGB: 238, 238, 238 CMYK: 5, 4, 4, 0
		SOFT BLACK HEX: #171717 RGB: 23, 23, 23 CMYK: 73, 67, 65, 80

