

**SMITH®**



**CUSTOMER  
DRIVEN**

**Jay R. Smith Mfg. Co.®  
Corporate Graphics  
Guidelines and Identification  
Standards**

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## Introduction/Philosophy

The Jay R. Smith Mfg. Co.<sup>®</sup> Corporate Identity Program reflects our commitment to quality and to being a company on the front edge of technology. This manual was designed to:

1. Define the corporate identity for Jay R. Smith Mfg. Co.<sup>®</sup>
2. Define the logos parameters, such as color, logotype, font size, and formats.
3. Stimulate and encourage proper usage of the logo, type and colors.

A true corporate identity comes from a total image created on all levels of activity of the company. It is our intention to visually unify every facet of Jay R. Smith Mfg. Co.<sup>®</sup>'s marketing .

The concept and design are crucial to the visual image of the company. However, if there is a breakdown in execution or implementation, the total package becomes less effective.

## Acceptable Logo Color Usage

The only two Pantone (PMS) colors that are acceptable for the Jay R. Smith Mfg. Co.<sup>®</sup> corporate identity are PMS Black and PMS Process Yellow. When appearing in one color, the logo should be black with a white "S".



PMS Black



PMS Process Yellow

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## Logotype: Helvetica

The Helvetica family has been selected as the typeface to be used in conjunction with the logo. It is a common typeface that is easily read and is accessible in a variety of weights and sizes.

ABCDEFGHIJKLM  
MNOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

**Helvetica Bold**

Helvetica Regular

*Helvetica Oblique*

Helvetica Condensed

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## Acceptable Logo Applications

The illustrations below reflect the correct usage of the Smith “S” logo in 2 color and black and white.

### Examples:

2 color version



1 color version



When logo appears on a dark surface, the logo should be framed in a white box.



The logo can appear 4 ways when accompanied by the company name. The same guidelines apply when printing on a dark surface.

## Examples:

### 2 color versions

Full version with address block



**SMITH<sup>®</sup>** **JAY R. SMITH MFG. CO.<sup>®</sup>**  
MEMBER OF ACORN ENGINEERING'S FAMILY OF COMPANIES  
POST OFFICE BOX 3237  
MONTGOMERY, ALABAMA 36109-0237 (USA)  
TEL: 334-277-8520 FAX: 334-272-7396 www.jrsmith.com

**ASPE** **MEMBER OF:** **PD** **ASPE**

Brand mark with company name only



**SMITH<sup>®</sup>** **JAY R. SMITH MFG. CO.<sup>®</sup>**  
MEMBER OF ACORN ENGINEERING'S FAMILY OF COMPANIES  
**CUSTOMER DRIVEN**

Full version with address block and product group tagline



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TEL: 334-277-8520 • FAX: 334-272-7396 • www.jrsmith.com  
**ENGINEERED PLUMBING PRODUCTS**

**ASPE** **MEMBER OF:** **PD** **ASPE**

Letterhead version with product group tagline



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**MEMBER OF:** **ASPE** **ASPE** **PD**  
**ENGINEERED PLUMBING PRODUCTS**

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# Examples:

## 1 color versions

Full version  
with address  
block



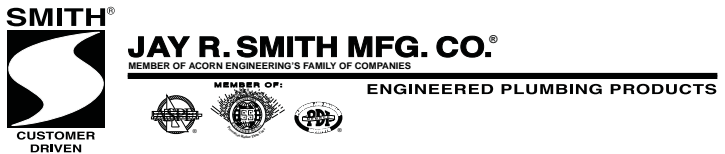
Brand mark  
with company  
name only



Full version  
with address  
block and  
product  
group tagline



Letterhead  
version with  
product  
group tagline



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## The Jay R. Smith Mfg. Co.® Brand and Logo Usage

In order to reinforce Jay R. Smith Mfg. Co.®'s position as one of the leading manufacturers' of specification plumbing and drainage products, a tagline has been created for use in advertising and promotion, "Customer Driven". This statement of purpose embodies Smith's branding pledge - "To Be The Company of Choice in the Specification Plumbing and Drainage Industry." The examples that follow illustrate how to use the Smith logo and tagline, outside of the main explanation already given.

### Logos and Taglines

The Jay R. Smith Mfg. Co.® logos and taglines can be used in the following ways. The same guidelines apply when printing on a dark surface.

Standard Logo



Standard Logo  
without Tagline



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**Brandmarks version with company name and product group tagline only**



**JAY R. SMITH MFG. CO.®**  
**ENVIROMENTAL**  
**PRODUCTS**  
MEMBER OF ACORN ENGINEERING'S FAMILY OF COMPANIES

To be used in conjunction with the Ultracept® Oil-Water Separator.



**JAY R. SMITH MFG. CO.®**  
**ENVIROMENTAL**  
**PRODUCTS**  
MEMBER OF ACORN ENGINEERING'S FAMILY OF COMPANIES



To be used in conjunction with the Enviro-Flo®, and Smith/ACO Trench Drain Series which includes the Rante-Arrow and Channel Brute.



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# Brandmarks for Jay R. Smith Mfg. Co. Drainage Systems

Group Brand:



Product Brands:



The unique joint system available on the Enviro-Flo® System

Products:

- Enviro-Flo® Trench Drain Series—A Polypropylene Surface Drainage System
- Smith®/ACO Trench Drain Series—Polymer Concrete and Fiberglass Systems - Solutions for the Building and Construction Industry.

For any variation, contact the Marketing Department.

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## Trademarks and Registrations

Enviro-Flo® - Trench Drain Series

Enviro-Loc® - Channel Joint System for Enviro-Flo Trench Drains

Flood-Gate® - Automatic Backwater Valve

Form-It® - Drain Installation Device

Funnel-Ceptor® - Funnel System for Floor Drains

Grease+Gard® - Stainless Steel Grease Recovery Device (GRD)


Guardian Dual Check® - Wall Hydrant

Jay R. Smith Mfg. Co.®

JRS Products®

Labor Saver® - Fixture Support

Linebacker® - Closet Supports

Rainmond logo® 

Rainmond RWH & Design®

Rainmond word®

Raintrol® - Roof Drains to Control Rainwater Runoff

Remediator® - Grease Treatment System

Roof-Ceptor® - Indirect Waste Receptors designed for roofs

The "S" logo® - 

Sani-Ceptor® - Sanitary Floor Drains

Smith "S" Customer Driven® - Block logo 

Smith Yellow Pages® - Engineered Plumbing Products Catalog

Speedi-Set® - Push on outlet with inserted neoprene gasket for Floor  
Drains, Roof Drains, and Cleanouts.

Twis-To-Floor® - Cleanouts

Ultracept® - Oil / Water Separator

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## Trademarks and Registrations (continued)

### **Misc: Not Registered**

- Channel Brute - A wide, high capacity, extra heavy duty polymer concrete system. Channel Brute is a Smith Drainage System Product.
- Safe Set - Design to insure bucket to collect and incept debris is replaced after cleaning, grate cannot be installed without bucket.
- Sure Set - Locking device to secure lavatory to fixture support arms.
- Quarter Horse - 1/4 turn non-freeze wall hydrants

All Jay R. Smith Mfg Co.<sup>®</sup>'s trademarks and registrations must be indicated by the symbol "TM" or "®" as appropriate.

Note: It is important that credit for trademarked products be given to the company that owns the trademark (if other than Jay R. Smith Mfg. Co.<sup>®</sup>), e.g., Quicklock<sup>®</sup> is a registered trademark of ACO Polymer Products, Inc. A footnote to that effect shall appear on each page where the reference is made.

Also, whenever our company name is referenced it should be written as Jay R. Smith Mfg Co.<sup>®</sup>, with the words "Manufacturing" and "Company" abbreviated as shown. For publication, it should be listed as Smith Mfg. Co.<sup>®</sup>, Jay R.

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## Notice

Any reproduction of any artwork copyrighted by Jay R. Smith Mfg. Co.® used in any form other than a format designated in this flyer can be used only by written permission and with acknowledgement by the Jay R. Smith Mfg. Co.® Marketing department. The use of a trademark of Jay R. Smith Mfg. Co.® in any printed format is only permissible provided that it is used to refer solely to a product of Jay R. Smith Mfg. Co.®

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## Patents and Listings

- Patents:**
1. Quarter-Turn® Hydrant-#4,844,116
  2. Ultracept® Oil/Water Separator, #4,246,113
  3. Flood-Gate® Automatic Back Water Valve, #5,538,032
  4. Prime-eze® Water Saver Trap Primer, #4,218,786
  5. Siphonic Roof Drain, #D578,619S
  6. Siphonic Gutter Drain, #D576,257S
  7. Rante Double Arrow Channel Support, #5372457

### Listings: Member of:



American Society of Sanitary  
Engineers



Plumbing and Drainage Institute



American Society of Plumbing  
Engineers



U.S. Green Building Council