LADDERSPIKE BRAND BOOK

VERSION 2
DECEMBER 2023

ABOUT US

TEAM LADDERSPIKE

SLOGAN

Do you trust your Ladder?

DALE KEAN
CO-FOUNDER / COO

"I believe, our first product is a reflection of our passion to help ladder users to be safer!"

JORDAN SPENCER
CO-FOUNDER / CEO

"I believe everyone should trust the tool they use!"

BRADY SMITH
FULL STACK DEVELOPER

"I believe that in any job you do, you should feel safe while doing it."

//// ABOUT US ////

OUR CORE BELIEFS

OUR MISSION

To Innovate the world's most versatile & reliable ladder safety systems that protect people, businesses & their employees. All day. Everyday

OUR VISION

LadderSpike's vision is to be a global leader & distributor of the world's most versatile and reliable Ladder safety systems

OUR CORE VALUES

COMMITMENT

It is our personal commitment to make people feel safe, confident and secure no matter what step they're on.

TRUST

From the first rung to the last, you need to trust your ladder. To know it isn't going to fail you when you need it the most. Same goes for us. We stand behind our work, and believe that your trust in us, and our products' reliability, is essential.

OUR CORE VALUES

INDUSTRY LEADERSHIP

We're not looking to simply sell things. We are intent on taking a role in our industries. To engage with the communities our customers are part of, and ensure we understand the ways they work and share our learning with them.

ETHICAL THINKING

We come from places where neighbours help neighbours. And that carries into everything we do. We ensure our products and materials are well-built and deliver good value, and our choices are made to minimize our environmental impact.

PILLARS

A brand's pillars are the foundation upon which we build.
They speak to how the brand is different from the rest of the pack, and why it exists.

INNOVATION

At LadderSpike we will continue to push the limits of innovation, by providing new and better products to tomorrow's market. We're not satisfied with the status quo. Our continued focus on research and development will drive new products and markets. Time is one of the biggest factors for any job, and making our products more efficient and easy-to-use will keep people safe while working faster.

SAFETY

We want everyone who works on a ladder to get home safely. While building functional, robust, and reliable products is what we do, safety comes first. Wherever our customers use ladders - at home or on a job site - they can be confident that they're working safely. Our design means they are always in control, which reduces risk, injuries and downtime.

PASSION

We have a passion and enthusiasm for our work. We're entrepreneurs that care deeply about making equipment that keeps people safe. We love talking to our customers and learning about their experiences, and believe it's part of our job to be energetic brand ambassadors.

//// PILLARS ////

POSITIONING STATEMENT

This is how we differentiate our brand in the the marketplace, uniting all marketing and communications efforts.

LadderSpike inspires change throughout the globe, continuing to innovate leading-edge products and processes that make working at heights safer than ever. Helping ensure every person gets to go home safely.

BRAND DETAILS

BRAND PERSONALITY

Enthusiastic and extroverted.
Friendly and down-to-earth.
Well-informed but not a
know-it-all.
More of a pick-up trucks and
Timmy's vibe.

BRAND VOICE

We're on the ground, close to the
work, and the way we speak
reflects that. We're the kind of
people that want to be on the job
site, figuring things out. We
discuss things in a problem-
solving manner - with details and
solutions, not abstractions.
We speak plainly and with
confidence, without bias or
exclusion.
We're not about spreadsheets and
forecasts, we're about getting
the job done, safely and quickly.

BRAND MESSAGE

LadderSpike helps you trust your ladder
on any terrain while always guaranteeing
a safe climb!
Our products let your team work faster
and more efficiently,
while keeping them safe.
The Ladder LockDown-Pro's adaptability
is the key to working smarter by
Protecting people and businesses by
making ladders safer.
#trustyourladder
Level. Stabilize. Anchor.

BRAND STORY

The seed of LadderSpike was sown as a young boy standing at the bottom of his grandfather's ladder - the biggest ladder he'd ever seen – and thought about the big responsibility he had. But for the next 30 years, every time Jordan used a ladder or worked on a job site, those memories came back. And finally he decided to do something about it.

Partnering with Dale he began looking for a way to make ladder safety easier, faster, and more reliable. These enthusiastic co-founders are passionate about safety, and discussed their idea with local construction and service companies. Emboldened by their input and encouragement, they were inspired to bring their product to life, and to market.

Their goal is simple. Making ladders safer means everyone can go home at the end of the day. Making that safety easy-to-use and reliable means contractors and businesses can focus on getting the work done, knowing they can trust their ladder.

//// BRAND STORY ////

EXAMPLE 1
Font: BEBAS NEUE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789

EXAMPLE 2
Font: Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

EXAMPLE 3
Font: Code Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789

//// TYPOGRAPHY GUIDE ////

WE INNOVATE LADDER SAFETY SYSTEMS

//// TYPOGRAPHY GUIDE ////

The Safest Ladder Ad

DER LC
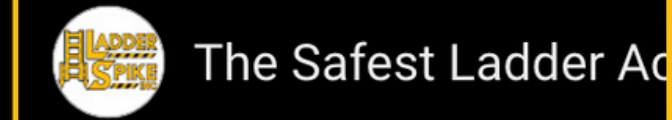
WORKS

Watch on ▶ YouTube

EXAMPLE 1

BEBAS NEUE

We use BEBAS NEUE for our professional font for our website. It's blocky but somewhat rounded.

EMPLOYEES HAVE THE RIGHT TO BE SAFE

Take action and minimize the risk of accidents and protect your employees from harm

Learn More

YOUR SAFE
NON-N

Prioritize the
workforce ar
commitmer

Le

//// TYPOGRAPHY GUIDE ////

EXAMPLE 2
Montserrat

We use Montserrat for our subtexts

HUGE SALE

EXAMPLE 3

Code Pro

We use Code Pro for a bulky font but catchy to the reader

OUR TYPOGRAPHY COLORS

TITLES
#FDBE17

SUBTEXT
#FFFFFF

POP OUT
#FFFFFF

GREEN
#1FB707

THE LADDER EVOLUTION PRO

OUR GLOBAL COLORS

#FDBE17

THE

#FFFFFF

LADDER

#1FB707

EVOLUTION

#1B1B1B

PRO

#414141

STARTER

BLACK

SYSTEM

//// COLOR PALETTE ////

OUR UNIVERSAL LOGO

We like to keep a safe distance from our logo to content, Use this as a guiding.
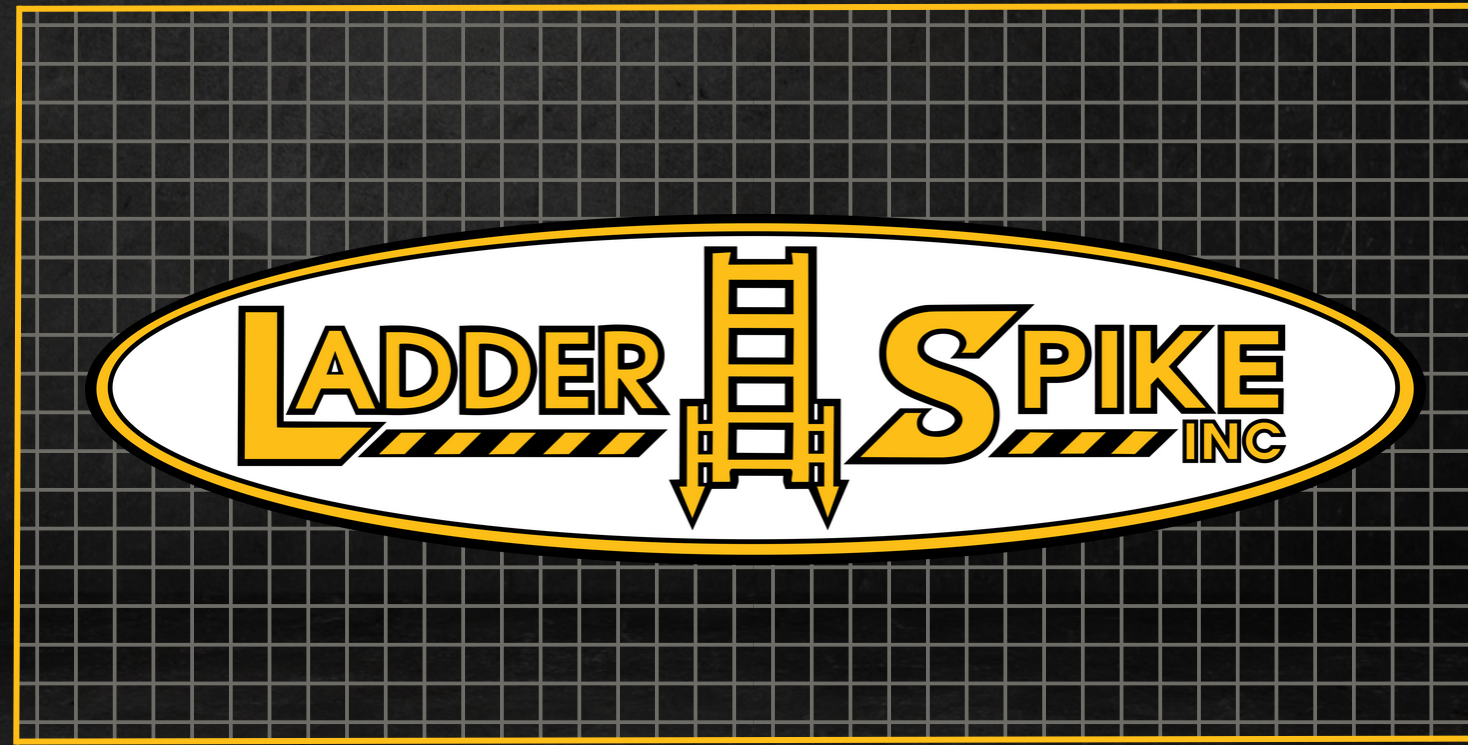
LOGO EXAMPLES

OVAL LOGO

We like to use our oval logo for media such as headers on websites and signoffs

CIRCLE LOGO

We like to use our circle logo for media such as footers on websites, Social media Profile Pics, & signoffs

Designed and Engineered in North America

THINGS TO AVOID

Old logos

Tilted logos

SIGN OFF GUIDE
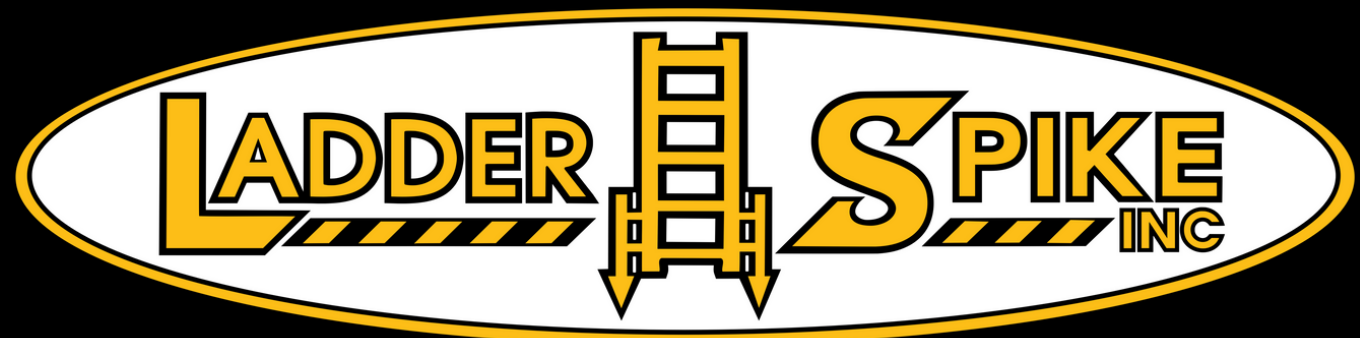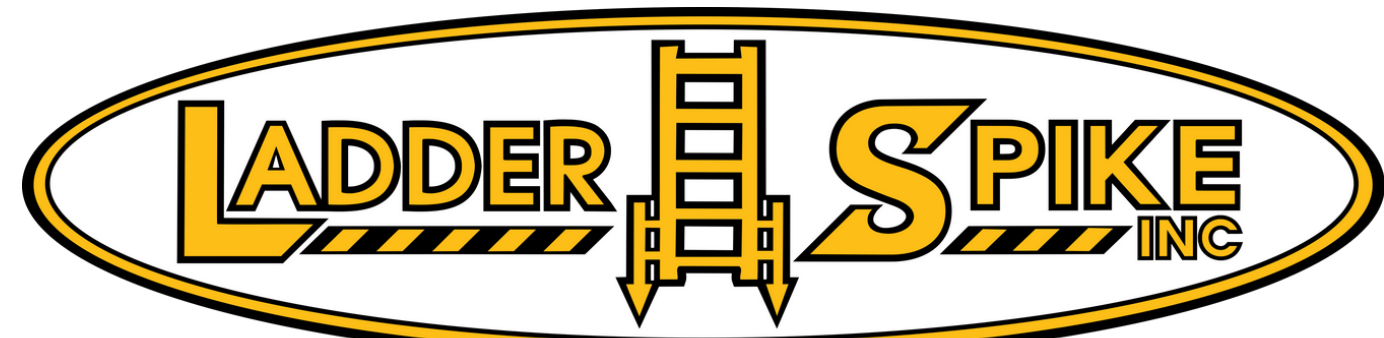
IMAGERY

When displaying images, be sure to have a border radius of 8px and our yellow for border color

OFFICIAL DOCUMENT HEADER/FOOTER

We use these header/footers when there is black backgrounds

LADDERSPIKE BLOG

LADDERSPIKE INC.

OFFICIAL DOCUMENT HEADER/FOOTER

We use these header/footers when there is white backgrounds

IMAGERY
AVOID THESE THINGS

Incomplete Images

Dark Images

WEBSITE CODE GUIDELINES

WHEN ADDING A NEW SECTION USE:

<section> syntax. Add the class of "page-width" to it to give proper spacing from the left and right

FOR TITLES USE THE CLASS

"title" and "inline-richtext".

FOR SIZINGS OF HEADINGS USE THE SPECIFIC CLASS:

h0, h1, h2, h3, h4, h5

WHEN WANTING TO ADD WHITE TEXT USE:

class "text-body"

Pre-order Now

`<a href=" class="button" >[YOUR-TEXT] </a>`

Pre-Order Now

`<a href=" class="button button-- secondary" >[YOUR-TEXT]</a>`

WHEN WANTING TO ADD A OUTLINE TEXT USE:

`<span class="yellow-outline >[YOUR TEXT]</span>`

EXAMPLE: EVOLUTION-PRO

`<span class="outline-text-3 >[YOUR TEXT]</span>`

EXAMPLE: EVOLUTION-PRO

WEBSITE CODE VARS

--color-foreground

--color-secondary

--color-section-background

--color-border-global

--color-border-section

--color-paragraph

//// WEBSITE GUIDE ////

WEBSITE CODE EXAMPLE

```html
<div class="collection__title title-wrapper--no-top-margin reveal fade-bottom page-width">
  <h2 class="title inline-richtext h0">
    LadderSpike
    <span
      style="
        background: #FB4517;
        background: -webkit-linear-gradient(to right, #FB4517 50%, #FDBE17 120%);
        background: -moz-linear-gradient(to right, #FB4517 50%, #FDBE17 120%);
        background: linear-gradient(to right, #FB4517 50%, #FDBE17 120%);
        -webkit-background-clip: text;
        -webkit-text-fill-color: transparent;
      "
    >
      High Visibility</span
    >
    Safety Straps
  </h2>
  <h2 class="title inline-richtext h2 second-title" style="margin-bottom: 0 !important;">
    Experience the convenience and security of a 10-foot auto retractable strap, which emulates the familiar caution
    tape you're accustomed to. Rest assured, our strap is designed to handle heavy loads of over 1500 lbs, ensuring your
    safety at all times.
  </h2>
</div>
```

BROCHURE EXAMPLE

Page 1/2

Page 2/2