

# EQUIPTER'S NEW ROOF NO MESS® USE GUIDELINES

Maintaining a clean and safe environment while repairing and replacing roofs can be a challenge. The New Roof No Mess® concept was developed and trademarked by New Heights, LLC, the sole manufacturer of the Equipter RB4000, to enhance roofers' marketing strategies when utilizing the RB4000.

## Using New Roof No Mess® in Content

### Who can Use New Roof No Mess®

Because the phrase is a registered trademark of New Heights, New Roof No Mess can only be used by companies who use the RB4000, RB2500, or RB2000 on roofing jobs.

Any mention of New Roof No Mess without reference of the Equipter RB4000 or RB2000 in imagery or text without the Equipter logo is a direct violation of the trademark, and its user may be subject to legal ramifications. The following are application exceptions in which New Roof No Mess is permitted without referencing Equipter or its products but must contain the registered trademark symbol (®):

- Clothing (t-shirts, polos, sweatshirts, etc.)
- Swag (tumblers, drawstring bags, keychains, etc.)
- Vehicle wraps, magnets
- Yard Signs

Please contact [marketing@equipter.com](mailto:marketing@equipter.com) about specific applications if you have questions.

### Where can New Roof No Mess® be Used

The New Roof No Mess phrase and messaging can be used in any marketing materials featuring Equipter products. Examples of materials include but are not limited to the following:

- Booklets
- Brochures
- Digital presentations (PowerPoints)
- Case studies
- Equipter products (must feature the Equipter logo)
- Videos
- Social media content

The trademarked New Roof No Mess phrase and its messaging may appear in the body and headings of any print or digital content that contains imagery of the Equipter RB4000, RB2500, and/or RB2000 only if the user owns at least one piece of this equipment.

### **Examples of Acceptable New Roof No Mess® Headings**

Roofing contractors who own Equipter roofing equipment are encouraged to utilize the New Roof No Mess phrase and messaging in headings and titles of documents that feature those products or mention Equipter. See below for a few examples of effective headings.

*The New Roof No Mess® Experience*

*The New Roof No Mess® Commitment*

*The New Roof No Mess® Solution*

*New Roof No Mess® Professionals*

*New Roof No Mess® Contractor*

*New Roof No Mess® Professional Contractor*

*New Roof No Mess® Roofing Contractor*

### **Examples of Acceptable New Roof No Mess® Messaging**

Consistent, clean business branding provides a professional company image. Customers using the New Roof No Mess messaging can maintain a professional image without breaking their marketing budget.

The following are examples of acceptable verbiage when describing New Roof No Mess in the body of marketing materials and other written content, such as website copy and blog posts:

*We value your property as if it were our own. That's why we're committed to providing the New Roof No Mess® experience, made possible by Equipter. This innovative equipment helps us ensure your property will remain protected throughout the entire roof replacement process.*

*Our goal as a New Roof No Mess® contractor is to ensure your property is protected. We do this by using the Equipter RB4000, a self-propelled dump trailer that raises to the roofline to prevent heavy debris from destroying your well-kept landscaping.*

*We take pride in offering the New Roof No Mess® solution to our customers, made possible by our investment in the Equipter RB4000.*

*This innovative equipment ensures your lawn and landscape features are well protected throughout the entire roof replacement process.*

*We are committed to providing you with the New Roof No Mess® experience, made possible by Equipter. Using the Equipter RB4000 allows us to maintain a safe environment for you and your family during the entire roof replacement process, as the dump container lifts up to 12 feet. Its 4-foot rollback extension ensures the lightweight container can reach your roofline without interfering with your well-kept flowerbeds.*

### **How to Use the Registered Trademark Symbol (®)**

New Roof No Mess® is a registered trademark of New Heights. When including the phrase in written content, such as brochures, booklets, case studies, and other marketing resources, the registered trademark symbol (®) must directly follow “Mess” after its first appearance. Any additional mention of New Roof No Mess does not need to include the registered trademark symbol.

#### **Incorrect:**

*The New Roof No Mess concept was developed and trademarked to enhance roofers' marketing strategies when utilizing the RB4000.*

#### **Correct:**

*The New Roof No Mess® concept was developed and trademarked to enhance roofers' marketing strategies when utilizing the RB4000.*

See below for how to insert the registered trademark symbol after New Roof No Mess.

**For Mac:** OPTION + R

**For PC:** CTRL + ALT + R

### **When to Capitalize New Roof No Mess®**

Since New Roof No Mess is a registered trademark, the phrase is always capitalized regardless of where it appears.

#### **Incorrect:**

*The new roof no mess® concept was developed and trademarked to enhance roofers' marketing strategies when utilizing the RB4000.*

*The new roof no mess concept was developed and trademarked to enhance roofers' marketing strategies when utilizing the RB4000.*

#### **Correct:**

*The New Roof No Mess® concept was developed and trademarked to enhance roofers' marketing strategies when utilizing the RB4000.*

## When to Abbreviate New Roof No Mess®

New Roof No Mess cannot under any circumstances be abbreviated in any way, regardless of where it is featured. When used as the Equipter brand message, all four words must be completely spelled out, letter for letter. No exceptions.

## Font Guidelines

When New Roof No Mess appears in the body of content, it can remain in the standard font used for that content. However, when it is a standalone phrase, New Roof No Mess must appear in Theindhart font along with the registered trademark symbol (®).

Materials containing the correct usage of New Roof No Mess can be obtained via Equipter Hub or by contacting Equipter at 717-661-3591 or [marketing@equipter.com](mailto:marketing@equipter.com).

## Using New Roof No Mess® in Social Media

New Roof No Mess must always feature the registered trademark symbol during its first mention in any digital media copy. For full copy guidelines, see “Using New Roof No Mess® in Content” above.

## How to Use New Roof No Mess® in Hashtags

The trademarked phrase New Roof No Mess can be used without the registered trademark symbol in hashtags across social media. Below are the various ways to use the phrase as a hashtag across social media platforms like Facebook, Instagram, Twitter, and LinkedIn:

**Incorrect** (*not associated with New Roof No Mess*):

#NRNM  
#nrnm  
#newroof  
#nomess

**Correct:**

#NewRoofNoMess  
#newroofnomess

## How to Use New Roof No Mess® in Social Media Visuals

On many social media platforms, imagery is essential for grabbing the user’s eye. In order to use New Roof No Mess on images shared over social media, the image must contain one of the Equipter roofing buggies—the RB4000, RB2500, or RB2000. When adding “New Roof No Mess” to an image, the creator must use a PNG file provided by the Equipter Marketing Team.

This can be obtained in Equipter Hub or by emailing [marketing@equipter.com](mailto:marketing@equipter.com). The files are copyright of Equipter, LLC and cannot be changed or altered in any way aside from size adjustments. Unauthorized alterations include but are not limited to color change, font change, and removal of the registered trademark symbol.

## Additional Exceptions

Any contractor who owns one or more RB4000s and is using New Roof No Mess logos, badges, or branding developed by Equipter, LLC before the year 2020 will not be subject to legal ramifications. These contractors are welcome to utilize the updated New Roof No Mess marketing materials provided in Equipter Hub, Equipter’s digital asset management platform.