

# PHILLIPS SCREW COMPANY 2011 BRAND GUIDELINES

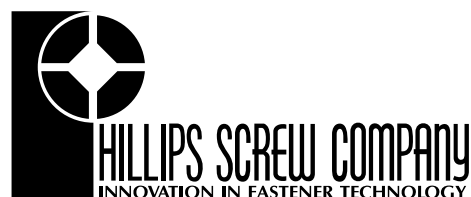
**S**ince our inception in the 1930s, the Phillips Screw Company name has been synonymous with high-quality fasteners and drive systems around the globe. From industry and aerospace to Main Street's retail consumers, Phillips Screw Company is at the center of fastener design innovation, manufacturing excellence, and product consistency. Worldwide recognition of our brand name is indisputable and provides a powerful endorsement for our valued business partners.

The Phillips Screw Company brand—as well as our patented and trademarked Drive Systems Product Brand Names and Images—are available to our licensees, manufacturers' representatives, and distributors for use in their marketing efforts. By so doing, Phillips Screw Company recognizes the important need to ensure that all Phillips Screw Company brands are used consistently and in accordance with the Brand Usage Guidelines set forth below.

## Use of the *Phillips Screw Company* Brand Logo

The Phillips Screw Company Brand Logo is available in both Black and Color versions. Each is offered in a low-resolution RGB format, as well as a vector-based EPS format. Licensed Partners may include the Phillips Screw Company Brand Logo on their web site or other marketing materials when used in accordance with these guidelines:

- Use only supplied versions of the logo(s) available on our website;
- Do not alter the proportions of the logo(s);
- Allow a MINIMUM of .25" spacing around all four sides of the logo(s).

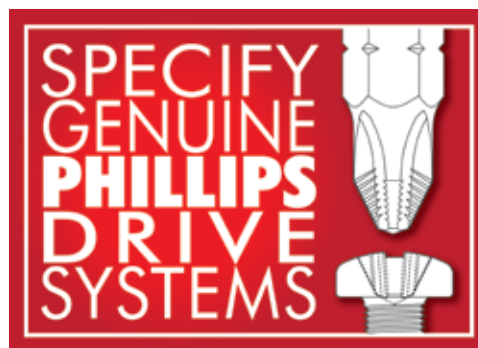


## Use of the *Specify Genuine Phillips* Drive Systems Logos

To help clearly identify the proprietary drive systems of the Phillips Screw Company, the Specify Genuine Phillips Drive Systems Logo was created. It appears on most Phillips Screw Company packaging.

Use of Specify Genuine Phillips Drive Systems Logo is encouraged on your packaging or website, and in marketing literature when used in accordance with these guidelines:

- Use only supplied versions of the logo(s) available on our website;
- Do not alter the proportions of the logo(s);
- Allow a MINIMUM of .25" spacing around all four sides of the logo(s).

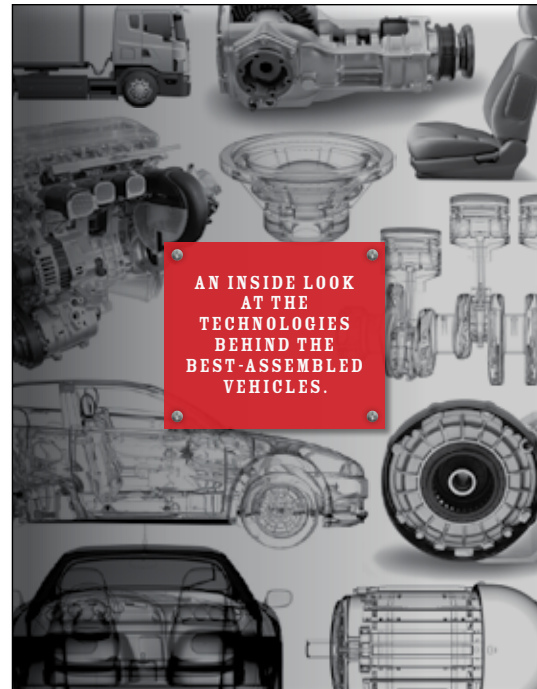


# Use of Phillips Screw Company Marketing Materials

## PHILLIPS SCREW COMPANY OVERVIEW BROCHURES

Created for many of our business markets, these 8.5" x 11" (folded), multi-panel brochures provide an overview of the Phillips Screw Company's history of engineering innovation, plus technical specifications for each drive system available. They feature colorful, 3-dimensional renderings of the drive systems, as well as eye-catching x-ray images of market-specific product applications.

- High-resolution art files suitable for quality offset printing are available upon request.
- German, Spanish, or Korean translation versions of some materials are available.



# Use of Phillips Screw Company Marketing Materials

## PHILLIPS SCREW COMPANY DRIVE SYSTEM DATA SHEETS

Created for some of our most popular drive systems, these 8.5" x 11" two-sided Data Sheets include detailed technical specifications, comparative torque charts, sizing tables, common applications, and other information important to product design and assembly engineers.

- High-resolution art files suitable for quality offset printing are available upon request.
- German, Spanish, or Korean translation versions of some materials are available.

### MORTORQ® SUPER SPIRAL DRIVE SYSTEM

**APPLICATIONS**  
FASTENERS USED  
DOWN TO 0.8 MM  
(31PINS)

**MOBILE MEDIA**  
PERSONAL COMPUTERS  
LAPTOPS  
NETWORKS  
SERVERS

**TELECOMMUNICATIONS**  
MEDIA ELECTRONICS  
CONSUMER ELECTRONICS  
AUDIO ELECTRONICS  
HAND HELD DEVICES

**CELL PHONES**  
PDA  
GPS DEVICES  
MP3 PLAYERS  
DIGITAL CAMERAS

**OVERVIEW**

PHILLIPS SUPPORTS  
MULTIPLE HEAD TYPES  
OFFERING A VARIETY OF  
SCREW SIZES AND  
THREAD TYPES.

PAN HEAD

FLAT HEAD

SILVER TINEL, WATER-  
SHEDDING HEAD

FLAT TOP, ROLLING-  
SHOULDER HEAD

**Low-profile head with super high-strength recess offers elegance and functionality.**

The Mortorq® Super high-strength spiral drive system is the most advanced industrial drive system available today for use in technology and electronics manufacturing. Featuring an exceptionally shallow recess, it sets the standard for strength and functionality. Its recess geometry provides full driver contact over the entire mating surface of the recess wings. This results in extreme high-torque capability without risk of damage to the fastener or surrounding head area. Minimal head height reduces the weight of fastened components. Made with less material and light in weight, Mortorq Super contributes to greener technology products.

➔ For additional information on genuine Phillips Drive Systems and our licensed manufacturers, contact one of our technical representatives at 877-806-1712.

**FEATURES**

- Low profile head
- Super high-strength recess
- Elegant appearance while offering a higher level of security
- Full driver contact of recess

**BENEFITS**

- Eliminates clearance problems
- Offers extreme high-torque capabilities
- Promotes lighter weight assemblies
- Reduces component materials costs
- Aids in disassembly for more effective maintenance and service
- Speeds assembly while maximizing torque control
- Contributes to greener technology products

### MORTORQ® SUPER SPIRAL DRIVE SYSTEM

**Minimum Ultimate Torque**  
Bit strength is an important parameter in the design of internally driven fasteners. It's the starting point for determining appropriate fastener diameter, head style and size, and indicates the type of material to be used. Increased recess removal wall contact area provides higher removal torque capabilities for service environment conditions where corrosion or galling affect the removal of screws. Coatings in the drive recess can cause improper or misaligned bit engagement. With added clearance between the bit and recess, Mortorq Super Spiral Drive System provides added robustness in the handling and assembly of screws.

**Example Application: M6 Socket Head Cap Screw, Alloy Steel**

SYSTEM	Mortorq® Super	Hex Socket	Torx Plus®
SCREW	M6	M6	M6
DRIVE SIZE	MTS-1	5	30P
REFERENCE DIAMETER "A" (mm)	6.11	5.77	5.61
HEAD DIAMETER (mm)	10.00	10.00	10.00
HEAD HEIGHT (mm)	4.00	5.53	5.53
HEAD VOLUME (cm³)	0.3097	0.3720	0.3995
PENETRATION "D" (mm)	1.62	3.36	2.67
PENETRATION FACTOR (D/A%)	27%	58%	48%
SURFACE AREA IN CONTACT WITH DRIVE WALL (mm²)	5.548 (4 places)	3.290 (6 places)	2.452 (6 places)
SURFACE AREA IN CONTACT WITH REMOVAL WALL (mm²)	10.968 (4 places)	3.290 (6 places)	2.452 (6 places)

Table above shows the increase in drive contact surface area while decreasing head height. Savings result in less materials usage in the screw and in mating components around tightly packed sub-assemblies. Removal torque capability is increased due to even larger removal wall surface area in contact with the driver bit.

**Mortorq® Super Spiral Drive System Vs. Hex Socket**

- Super High-Strength recess
- Elegant Appearance
- Full Driver Contact of Recess
- Reduced Weight

**Mortorq® Super Spiral Drive System Vs. Torx Plus®**

- 23% Less Head Weight
- 17% Less Head Volume
- 52% Less Penetration

**Mortorq® Super Spiral Drive System Vs. Torx Plus®**

- 23% Less Head Weight
- 22% Less Head Volume
- 39% Less Penetration

\* For optimum bit life, Phillips recommends NOT exceeding 90% of Minimum Ultimate Torque (MT) Torque. Contact Phillips for appropriate drive size selection.

Notes shown in the tables are to be used as a guide only. They are subject to change without notice. Please refer to the appropriate Phillips drive system standards for current information.

**PHILLIPS SCREW COMPANY**  
INNOVATION IN FASTENER TECHNOLOGY

Phone: (855) 580-0941  
Email: [info@phillips-screw.com](mailto:info@phillips-screw.com)  
www: [PhillipsDriveSystems.com](http://PhillipsDriveSystems.com)

Mortorq® Super is a registered trademark of Phillips Screw Company.  
Torx Plus® is a registered trademark of Acument Intellectual Properties, LLC.  
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## Use of Phillips Screw Company Artwork

Highly detailed, full-color, 3-dimensional renderings depicting the drive system bit and a corresponding fastener are available for all Phillips Drive Systems and are offered in two formats:

- High-resolution (CMYK) formats are suitable for quality print production;
- Low-resolution (RGB) formats are perfect for PowerPoint applications, as well as for website and similar interactive applications where smaller file sizes are desired.

POZISQUARE® Combination Drive System



PHILLIPS SQUARE-DRIV® Combination Drive System



MORTORQ® Spiral Drive System



MORTORQ® Super Spiral Drive System



TORQ-SET® Offset Cruciform Drive System



ACR® TORQ-SET® Anti-Cam-Out Offset Cruciform Drive System



TRI-WING® Tri-Form Drive System



ACR® PHILLIPS® Anti-Cam-Out Cruciform Drive System



HEXSTIX® Drive System



POZILOCK® Cruciform Drive System



PHILLIPS II® Anti-Cam-Out Cruciform Drive System



## Phillips Screw Company Nomenclature

To ensure proper name recognition and usage of the Phillips Screw Company's trademarked drive systems in the marketplace, always reference our approved terminology and apply appropriate trademark symbols.

When referring Phillips Screw Company's drive systems in text, be sure to type set the name of the drive system using ALL CAPS, Initial Caps, and lower case letters shown here.

## Contact Information

To contact the Phillips Screw Company for more information regarding these Brand Guidelines:

- Phone (877) 213-3521
- Email [Corporate@phillips-screw.com](mailto:Corporate@phillips-screw.com)
- Web [www.phillips-screw.com](http://www.phillips-screw.com)
- Additional Company and Product information at [www.phillipsdrivesystems.com](http://www.phillipsdrivesystems.com)

### DRIVE SYSTEMS NOMENCLATURE

- ACR® Ribbed PHILLIPS® Anti-Cam-Out Cruciform Drive System
- ACR® Ribbed TORQ-SET® Anti-Cam-Out Offset Cruciform Drive System
- HEXSTIX® Stable Drive System
- MORTORQ® Spiral Drive System
- MORTORQ® SUPER Spiral Drive System
- PHILLIPS II® Anti-Cam-Out Cruciform Drive System
- PHILLIPS SQUARE-DRIV® Combination Drive System
- POZIDRIV® Cruciform Drive System
- POZISQUARE® DRIV Combination Drive System
- TORQ-SET® Offset Cruciform Drive System
- TRI-WING® Tamper Resistant Tri-Form Drive System
- Generic PHILLIPS® Cruciform Drive System

### RECESS NOMENCLATURE

- ACR® Ribbed PHILLIPS® Anti-Cam-Out Cruciform Drive Recess
- ACR® Ribbed TORQ-SET® Anti-Cam-Out Offset Cruciform Drive Recess
- HEXSTIX® Stable Drive Recess
- MORTORQ® Spiral Drive Recess
- MORTORQ® SUPER Spiral Drive Recess
- PHILLIPS II® Anti-Cam-Out Cruciform Drive Recess
- PHILLIPS SQUARE-DRIV® Combination Drive Recess
- POZIDRIV® Cruciform Drive Recess
- POZISQUARE® DRIV Combination Drive Recess
- TORQ-SET® Offset Cruciform Drive Recess
- TRI-WING® Tamper Resistant Tri-Form Drive Recess
- Generic PHILLIPS® Cruciform Drive Recess

### BITS NOMENCLATURE

- ACR® Ribbed PHILLIPS® Anti-Cam-Out Cruciform Drive Bits
- ACR® Ribbed TORQ-SET® Anti-Cam-Out Offset Cruciform Drive Bits
- HEXSTIX® Stable Drive Bits
- MORTORQ® Spiral Drive Bits
- MORTORQ® SUPER Spiral Drive Bits
- PHILLIPS II® Anti-Cam-Out Cruciform Drive Bits
- PHILLIPS SQUARE-DRIV® Combination Drive Bits
- POZIDRIV® Cruciform Drive Bits
- POZISQUARE® DRIV Combination Drive Bits
- TORQ-SET® Offset Cruciform Drive Bits
- TRI-WING® Tamper Resistant Tri-Form Drive Bits
- Generic PHILLIPS® Cruciform Drive Bits