PENTAIR

BRAND STANDARDS

January 2021 v1.0

6.0 BRAND APPLICATION – MARKETING ASSETS

6.1 ADVERTISEMENT

Banner Ads

Paid Social Media

Print Ads

In-Store Flyer

Postcard Campaign

ADVERTISEMENTS

From banner ads to video, print ads to social media, advertisements are the primary way Pentair's brand is experienced by customers and prospects around the world. A thoughtful approach to the creation of all of our paid advertising will ensure that our brand consistency remains an asset, whether they're created in Indiana or India.

A collection of specifications and detailed instructions are included in this section and throughout our Brand Identity Standards, which assist us in maintaining a strong and consistent brand that clearly communicates our brand purpose and offerings.

The consistency established in our advertisements is applied to our digital display (banner) ads to reinforce the use of the core brand elements. Because banner ads have a wide range of dimensions and specifications, the elements below will need to be prioritized and reworked differently based on the placement requirements.

FORMAT

Dimensions and specifications vary, but the format should generally follow one of those detailed in the following pages and should include each of the elements specified below.

PENTAIR LOGO

Use only the full-color or reversed white logos.

SIGNATURE ELEMENT

For specifications and usage of our key branding asset, the , refer to Chapter 2.

TYPOGRAPHY

Barlow should be used according to the specs detailed in Section 2.6. See the following pages for specifics about weights and sizes.

IMAGERY

Whenever possible, banner ads should utilize Tier One lifestyle imagery, cut-out product imagery and water-as-pattern imagery. See Chapter 2.

MESSAGING

Follow brand messaging guidelines detailed in Chapter 3. For banner ads to be most effective, keep copy to a minimum and use a clear, concise call-to-action.
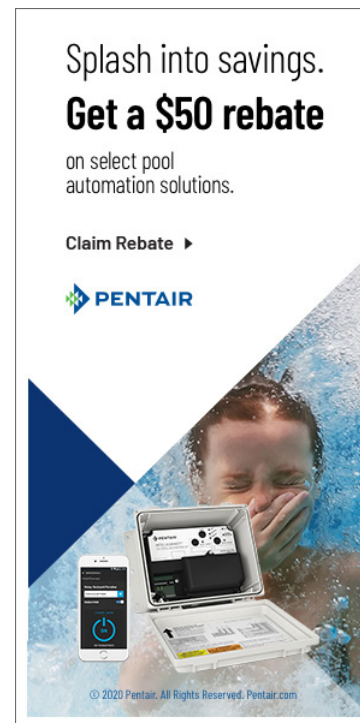
COPYRIGHT STATEMENT:
Unless space does not allow, the copyright statement should be used in all ads. See the Trademarks chapter of the brand standards for more details.

DIGITAL AD EXAMPLES

Note: When a rebate or savings offer is present, it should be at the top of the hierarchy of elements. If no offer is present, the headline should take priority.
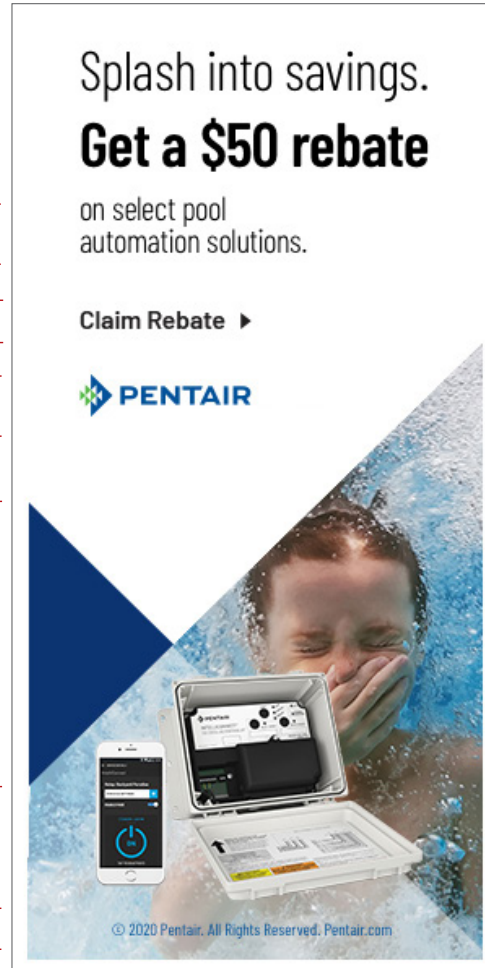
1/4" white border

Headline set in Barlow Condensed Light

Rebate savings set in Barlow Condensed Semibold

Body copy set in Barlow Condensed Light

CTA set in Barlow Condensed Semibold

Pentair logo always below copy

Image cropped to Signature Element

Signature Element

Product sits within Signature Element

Copyright and legal set in Barlow Condensed regular in Pentair Blue

Signature Element at 60% over imagery

Splash into savings.
Get a $50 rebate
on select pool automation solutions.

Claim Rebate ▶

PENTAIR

© 2020 Pentair. All Rights Reserved. Pentair.com

SINGLE IMAGE WITH PRODUCT & OFFER - 970X90

Note: When a rebate or savings offer is present,
it should be at the top of the hierarchy of elements.
If no offer is present, the headline should take priority.

.25pt Pentair
Dark Gray outline

Body copy set in Barlow
Condensed Light

Signature Element
at 60% over imagery

CTA set in Barlow Condensed Semibold in white
with Pentair Green background to create a button

Pentair logo reversed

Copyright and legal set in Barlow
Condensed Regular in Pentair Blue

Rebate savings set in
Barlow Condensed Semibold

Cut-out product
sits within Signature Element

Image full bleed cropped
to Signature Element

SINGLE IMAGE - 970X250

.25pt Pentair
Dark Gray outline

Image full bleed cropped
to Signature Element

Body copy set in Barlow
Condensed Light

We pour every ounce
of ourselves into our work.
And yours.

Learn more ▶

CTA set in Barlow
Condensed Semibold

Pentair logo reversed

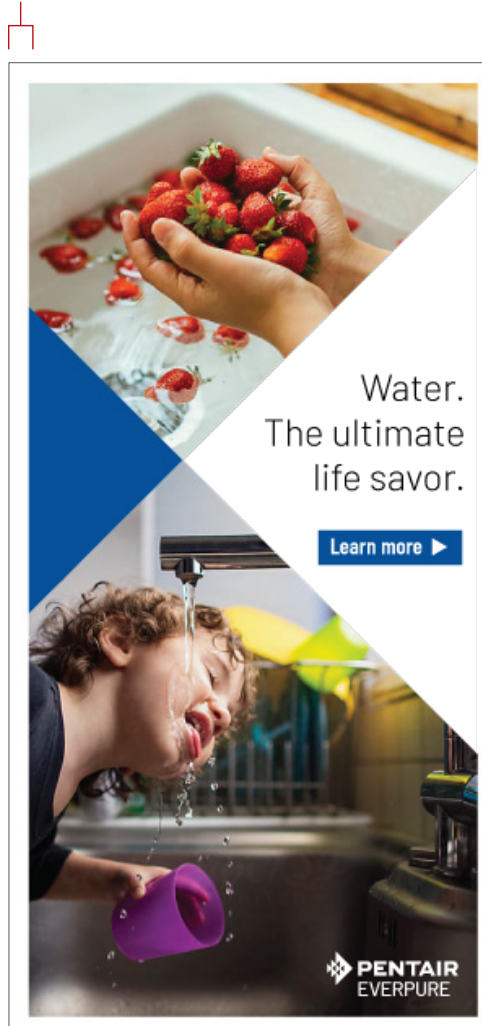Signature Element
at 60% over imagery
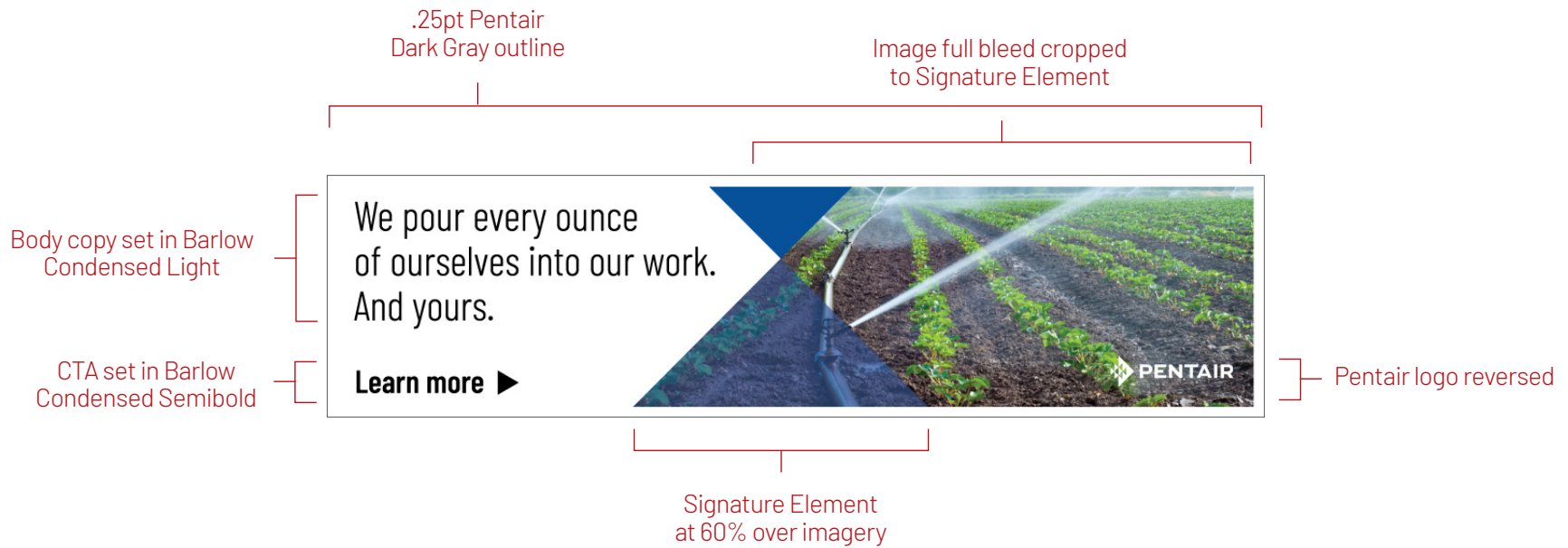
PENTAIR BRANDED LOGO WITH TWO IMAGES - 300X600

Note: A Pentair+product brand logo should not be used in the same advertisement together.

When you need to use a Pentair product brand logo (ie Pentair Everpure), use it alone.

1/4" white border

Image cropped to Signature Element

Water.
The ultimate
life savor.

Learn more ▶

PENTAIR
EVERPURE

Headline set in Barlow Condensed Light

CTA set in Barlow Condensed Semibold

Reversed Pentair brand logo

Image cropped to Signature Element

SINGLE IMAGE WITH PRODUCT - 300X600

1/4" white border

Tier One Image cropped
to Signature Element

Product sits within
Signature Element

Signature Element
at 60% over imagery

Headline set in Barlow Condensed Light

Pest control that puts
you in control.

Learn more ▶

◆ PENTAIR

CTA set in Barlow Condensed Semibold

Pentair logo

PENTAIR LOGO WITH "FOR LIFE." TREATMENT - 970X250

Note: The "FOR LIFE" headline treatment is available as a secondary headline option, particularly for non-water related businesses.

To create the "FOR LIFE" headline treatment, use Barlow Condensed Light in sentence case for the introductory statement and Barlow Bold all caps for the "FOR LIFE" statement.

.25pt Pentair
Dark Gray outline

Image full bleed cropped
to Signature Element

"For Life" headline set in Barlow
Condensed Light and Bold

Powerful Solutions.
FOR LIFE.

Learn more ▶

CTA set in Barlow
Condensed Semibold

Pentair logo reversed

Product sits within
Signature Element

Signature Element
at 60% over imagery

DIGITAL AD EXAMPLES

Powerful Solutions.
FOR LIFE.

Learn more ▶

PENTAIR

We pour every ounce
of ourselves into our work.
And yours.

Learn more ▶

PENTAIR

Better water, better
beer? Better hurry.

Buy Now ▶

PENTAIR

Nguồn nước an toàn cho
ngôi nhà và tổ ấm của bạn

TÌM HIỂU THÊM

PENTAIR

PENTAIR

Save like you splash.
Big. Really big!

Rebate on select pool
automation solutions.

Claim Rebate ▶

PENTAIR

Savings up to your
water wings.

Rebate on select
pool cleaners.

Claim Rebate ▶

DIGITAL AD EXAMPLES

The consistency established in our advertisements are applied to our social media ads whenever possible — reinforcing the use of the core brand elements. However, based on the requirements and specifications of each platform, some elements will take priority over others. Always follow the dimensions as specified by the platform.

FORMAT

Dimensions and specifications vary across platforms and ad units, but the format should generally follow one of those detailed in the following pages.

PENTAIR LOGO

Do not use the Pentair logo in static social media ads, as the logo is already present in the platform avatar image. You may use a Pentair branded logo in the imagery when applicable. See the following section on video for logo usage in video ads.

SIGNATURE ELEMENT

Use the Signature Element over imagery when appropriate, at 60% opacity. For flexibility with imagery, the element can be aligned right, left, top or bottom. Use your best judgment. For specifications and usage of our key branding asset, the Signature Element, refer to Section 2.5.

TYPOGRAPHY

To maximize ad efficiency, avoid putting text over images. However, when necessary, Barlow should be used according to the specs detailed in Section 2.6. Text should never take up more than 20% of the image area, per platform guidelines.

IMAGERY

Whenever possible, paid social media should utilize Tier One lifestyle imagery for maximum impact. See Chapter 2. For product specific ads, use cut-out product photography on a white background.

MESSAGING

Follow brand messaging guidelines as laid out in Chapter 3. Follow the character limits and copy requirements for each platform. Be concise and clear, highlighting an offer whenever one is present.

PAID SOCIAL MEDIA
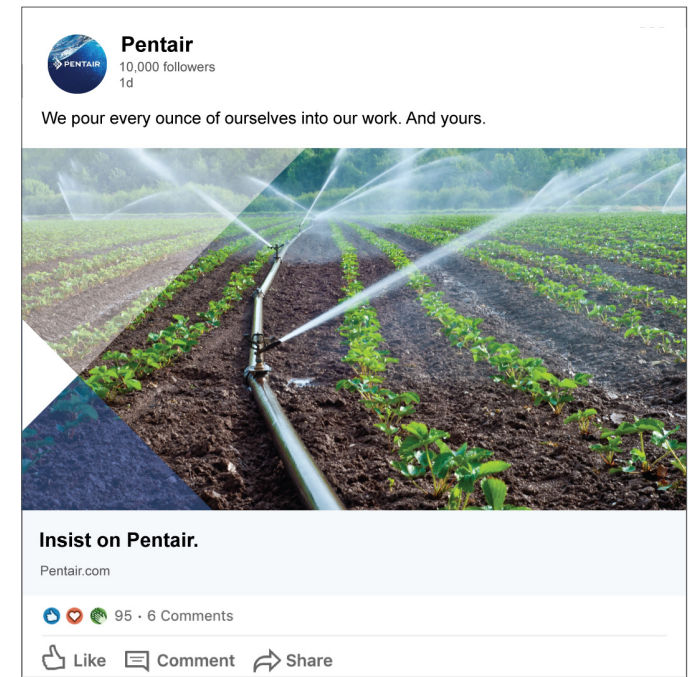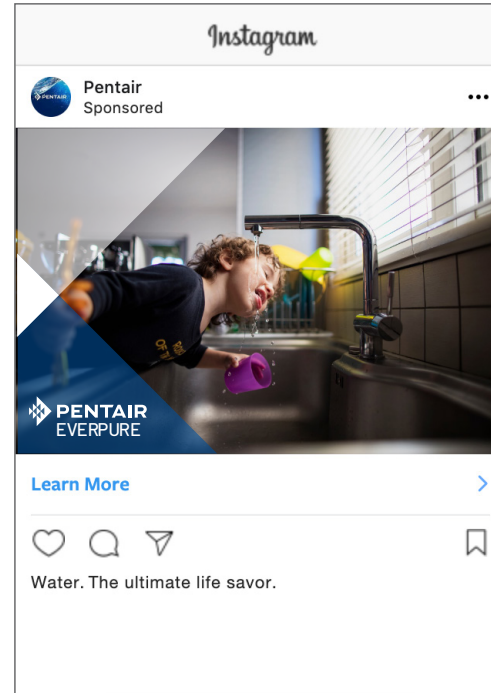
! **NOTE:** These guidelines and examples are for paid social ads. For guidance on creating organic social posts, please contact the Enterprise Communications team.

FACEBOOK - SINGLE IMAGE AD WITH RETAIL OFFER

Primary text set by social media

Signature Element at 60% over imagery

Full bleed Tier One lifestyle image

Display link

Headline

Description set by social media

Preset CTA

Pentair
Sponsored · 🌐

The more you put in to your pool, the more you get out. Save on select Pentair pool cleaners, pumps and automation solutions.

PENTAIR.COM
Act Fast! Save $50-$150!
Move, improve and enjoy your water.

Learn More

👍 Like   💬 Comment   ↗ Share

FACEBOOK - VIDEO AD WITH RETAIL OFFER

Primary text set by social media

Video with Pentair logo watermark

Display link

Headline

Description set by social media

Preset CTA

Pentair
Sponsored · 🌐

The more you put into your pool, the more you get out. Save on select Pentair pool cleaners, pumps, and automation solutions.

PENTAIR

PENTAIR.COM
Act Fast! Save $50-$150!
Move, improve and enjoy your water.

Shop Now

👍 Like   💬 Comment   ↗ Share

Note: See the following section on video for specifics about video content in social media and elsewhere.

LINKEDIN - SINGLE IMAGE AD WITHOUT RETAIL OFFER

Primary text set by social media

Signature Element at 60% over imagery

Full bleed Tier Three lifestyle image

Headline

Display link

Pentair
10,000 followers
1d

We pour every ounce of ourselves into our work. And yours.

Insist on Pentair.
Pentair.com

95 · 6 Comments

Like   Comment   Share

INSTAGRAM - SINGLE IMAGE AD WITH SIGNATURE ELEMENT BOTTOM-ALIGNED

Full bleed Tier One lifestyle image

Signature Element at 60% over imagery

Preset CTA

Description set by social media

INSTAGRAM - SINGLE IMAGE AD WITH PENTAIR BRANDED LOGO AND SIGNATURE ELEMENT LEFT-ALIGNED

Signature Element at 60% over imagery

Signature Element with reversed Pentair Everpure logo

Preset CTA

Description set by social media

Full bleed Tier One lifestyle image

Instagram

Pentair
Sponsored

• • •

PENTAIR
EVERPURE

Learn More ›

Water. The ultimate life savor.

EXAMPLES

The consistency established in our advertisements is applied to our print ads — reinforcing the use of the core brand elements and an appropriate hierarchy of messaging. A variety of formats are available, and the following pages show directional examples of how to combine the elements below into print ads that are respresentative of the Pentair brand.

FORMAT

Dimensions and specifications are determined by the publication's requirements, but should include the below elements whenever possible.

PENTAIR LOGO

Whenever possible, the full-color or reversed white Pentair logo should be used. For specific details, see Chapter 2.

SIGNATURE ELEMENT

For specifications and usage of our key branding asset, the Signature Element, refer to Chapter 2.

TYPOGRAPHY

Headlines are set in Barlow Light, Subheads and CTA's are set in in Barlow Semibold and body copy should be set in Barlow Light. If legability becomes a problem Healdines can be set in Barlow Medium or Semibold and body copy can be set at Medium. See Chapter 2.

IMAGERY

Print ads should utilize Tier One and Tier Two imagery whenever possible. See Chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, please see the Brand Materials section of mypentair.com for available downloadable assets, or contact your segment content marketing manager, or marketing manager global brand.

PRINT ADVERTISEMENTS
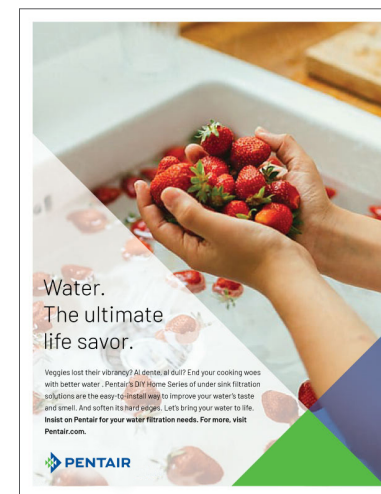
FULL-PAGE PRINT AD LAYOUT WITH ONE IMAGE AND PRODUCT

1/4" white border

Full bleed Tier One lifestyle image

Product sits within Signature Element

Copyright Statement and note

How water gets from point A to point "Weeee!"

We match your passion for moving water forward by pouring our everything into water's endless anything. Insist on Pentair to inspire more of your customers to move, improve and enjoy their water. Together, let's bring your customers water to life. **Insist on Pentair.**

Headline set in Barlow Light

Body copy set in Barlow Medium

CTA set in Barlow Semibold

Pentair logo reversed

Signature Element at 60% over imagery

FULL-PAGE PRINT AD LAYOUT WITH ONE IMAGE

1/4" white border

Signature Element at 60% over imagery

Headline set in Barlow Light

Body copy set in Barlow Medium

CTA set in Barlow Semibold

Pentair logo below copy

Full bleed Tier Three lifestyle image

Signature Element at 60% over imagery

Copyright Statement and side note

Signature Element

We pour every ounce of ourselves into our work. And yours.

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PENTAIR
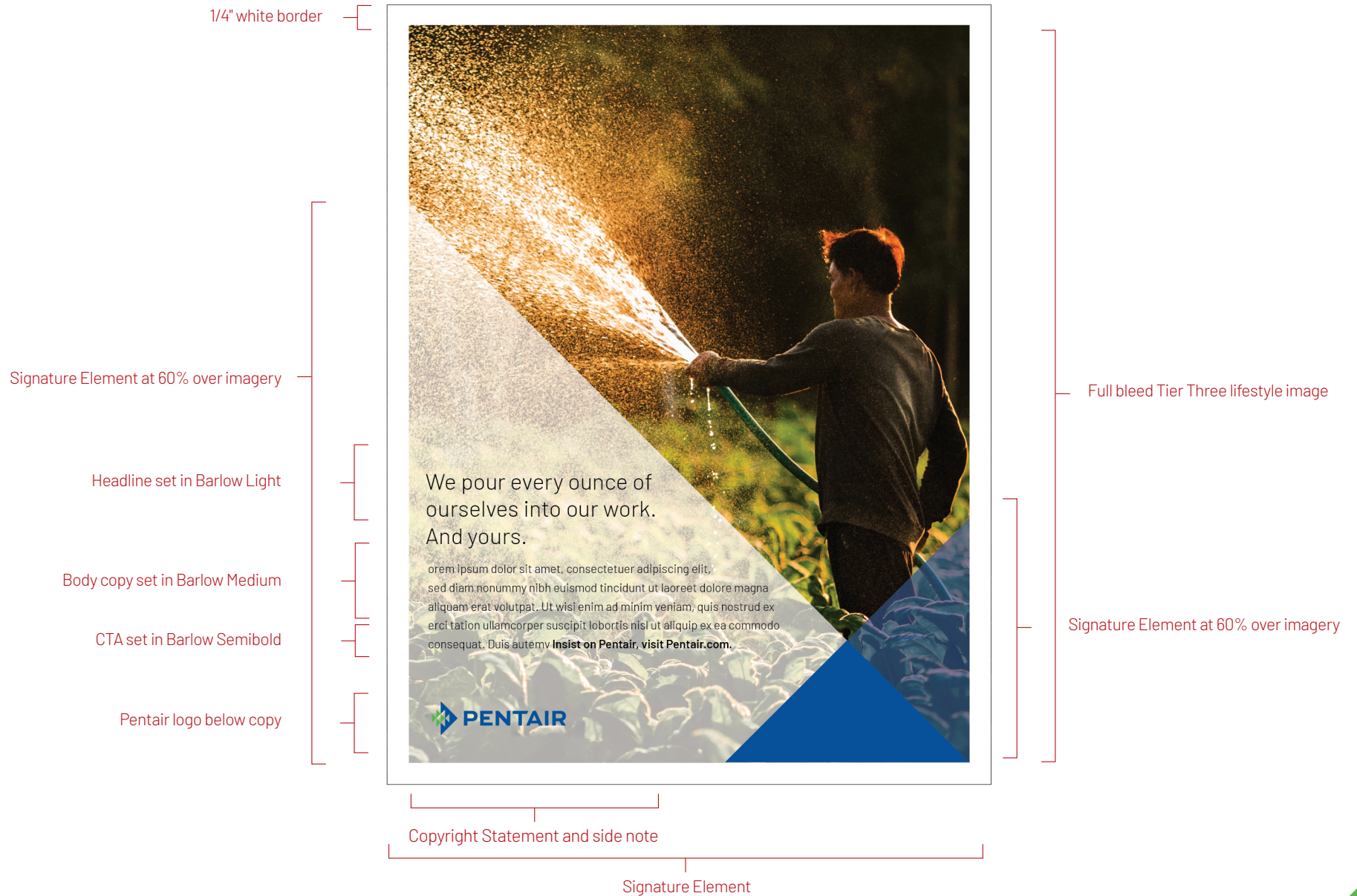
FULL-PAGE PRINT AD LAYOUT WITH TWO IMAGES

Full bleed image cropped to Signature Element

Water. The ultimate life savor.

Soften your tap's hard edges so you can get cooking. Pentair's DIY Home Series of undersink filtration solutions are the easy-to-install way to improve your water's taste, smell and overall well-being. Let's bring your water to life. Insist on Pentair for your water filtration needs.

For more, visit Pentair.com.

Headline set in Barlow Medium

Body copy set in Barlow Light

CTA set in Barlow Semibold

Cut-out product below copy when not sitting within Signature Element

Pentair brand logo below product and copy

1/4" white border

Copyright Statement and side note

Full bleed image cropped to Signature Element

FULL-PAGE PRINT AD LAYOUT WITH "FOR LIFE" HEADLINE TREATMENT

Note: The "FOR LIFE" headline treatment is available for all businesses, but should be considered a secondary choice for water-related businesses.

Signature Element at 60% over imagery

Powerful Solutions.
FOR LIFE.

"FOR LIFE." headline set in Barlow Condensed Light and Barlow Condensed Bold

Full bleed image cropped to Signature Element

Product sits within Signature Element

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Body copy set in Barlow Light

CTA set in Barlow Semibold

Pentair logo

1/4" white border

Copyright Statement and note

HALF-PAGE PRINT AD LAYOUT

Signature Element at 60% over imagery

1/4" white border

Copyright Statement and side note

Full bleed image cropped to Signature Element

Headline set in Barlow Medium

Body copy set in Barlow Light

CTA set in Barlow Semibold

Pentair logo below product and copy

Better water, better beer? Better hurry.

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EXAMPLES

We pour every ounce of ourselves into our work. And yours.

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Better water, better beer? Better hurry.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidu nt ut laoreet dolore magna nostrud wom soem, **Insist on Pentair, visit Pentair.com.**

Fill it out.
Mail it in.
Save it up.
Bring it on.

Send in this form and get a **Visa® Prepaid Card from Pentair with up to $100 off select Pentair pool products.***

*Visit pentair.com/poolsavings for program details and terms of offer.

Water. The ultimate life savor.

Soften your tap's hard edges so you can get cooking. Pentair's DIY Home Series of undersink filtration solutions are the easy-to-install way to improve your water's taste, smell and overall well-being. Let's bring your water to life. Insist on Pentair for your water filtration needs. **For more, visit Pentair.com.**

Powerful Solutions.
FOR LIFE.

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EXAMPLES – PRINT ADS

EXAMPLE – IN-STORE FLYER

FRONT

BACK

PENTAIR

The Simple, Don't-Forget-The-Salt Solution

The **Connected Salt Level Sensor,** when paired with the **Pentair Home app,** makes last minute trips to buy water softener salt a thing of the past.

NOTIFIES YOU WHEN TO ADD SALT
Monitors your salt level 24/7, and sends emails and push notifications to your smart device, so you know when it's running low.

CHECK SALT LEVEL ANYTIME, ANYWHERE
A few taps on your phone displays your salt level status, even when you're at the store or out running errands.

EASY SET UP WITH SIMPLE IN-APP INSTRUCTIONS
Quickly connects to your home WiFi and the Pentair Home app on your smart device in a few easy steps. Battery-powered operation means no need to plug in.

FITS ALMOST ANY WATER SOFTENER
Simple clip-in installation fits most water softener systems—side-by-side or cabinet models.

CONNECTED SALT LEVEL SENSOR

PENTAIR HOME

Insist on Pentair.
Learn more at pentair.com/saltsensor

Take charge of the water in your home with the **Pentair Home app.**

PEACE OF MIND AT YOUR FINGERTIPS
Get instant status information and monitor all of your connected Pentair water devices, home or away, 24/7.

SYSTEMS CHECKED, YOU'RE GOOD TO GO
Lets you know when equipment or a condition needs attention.

A HELPING HAND WHEN YOU NEED IT
Product support available in app, on our website, or via the Pentair service team.

The **Pentair Connected Salt Level Sensor** is one of several smart products from Pentair that give you command of your home's water. Filter to flow, tap to pool, shower to sump pump, we help you move, improve and enjoy your water, with peace of mind at your fingertips.

Stay smart, connected and protected with Pentair Home products and the Pentair Home app.
Learn more at pentair.com/home

PENTAIR HOME

Available on the App Store   GET IT ON Google Play

PENTAIR

EXAMPLES

Clean, pristine water.
Because pool memories
run deeper in the shallow end.
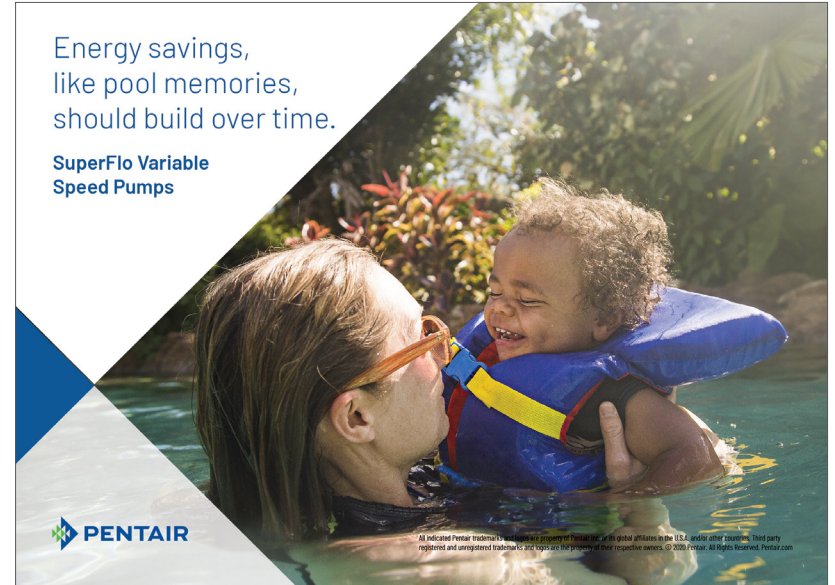
BioShield® UV Sterilizer

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◆ PENTAIR

Energy savings,
like pool memories,
should build over time.

**SuperFlo Variable
Speed Pumps**

◆ PENTAIR

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BioShield UV Sanitizer. Because it's time
for a little R&R...&R (rest, relaxation,
...and reassurance).

Virtually eliminates all unhealthy microorganisms
in your pool – in a matter of seconds.

**Learn three easy steps to clean water, visit:
www.pentair.com/sterilizer**

BioShield® UV Disinfection
Sanitizer

◆ PENTAIR

Pool pump regulations change July 2021.
Let Pentair get you up to variable speed.

SUPERFLO VSF PUMP
Higher performance means proper pool water circulation
so your pool stays clean and pristine. Slower speed means
less wear and tear, reduced noise, and lower energy costs.
All in all, a winner for your equipment, your energy bill,
and your ear drums.

SuperFlo® VS

◆ PENTAIR

6.2 VIDEO

Videos are entertaining, informative ways to promote Pentair. They can be used throughout the customer journey to build awareness, educate and inspire purchase, and then post-purchase for usage & educational support, on channels including pentair.com and other websites, social media, Amazon, dealer portals, at tradeshows, etc.

This section includes guidelines to help Pentair employees and outside vendors to create the highest quality video possible for various uses, including videos for advertising & promotional purposes as well as how-to videos. Professional quality videos can be expensive and time-consuming to produce but necessary for many marketing and communication messages. Therefore it's important that videos produced by or for Pentair have consistency in application of the brand, and follow similar technical guidelines.

FOR ALL VIDEO PRODUCTION, PLEASE KEEP IN MIND THE FOLLOWING:

1) There are two basic rules for videos: Keep it simple, and the shorter the better. Concise videos are more likely to be fully watched.

2 Apply the Pentair branding elements, and use them consistently. A detailed set of video guidelines are under development. For any questions in this area, please contact your Segment Content Marketing Manager, Pentair Enterprise Shared Services Multimedia Team, or the senior manager, global branding.

3) Usage rights & publicity release: Be sure that all usage rights, model consent etc are in place before videos are released. Please contact your assigned Legal Counsel for a publicity release form relevant for your business and market.

4) Copyright & Trademarks: Please follow and apply our policies as outlined in the Trademarks Chapter of the Brand Standards.

For any questions or information not covered currently in this chapter, please contact your Segment Content Marketing Manager, Pentair Enterprise Shared Services Multimedia Services Manager, or the senior manager, global branding.

Given the dynamic nature of video, brand consistency regarding how the content enters and exits is extremely important in conveying a single unified brand appearance. Use of the approved intro will ensure all the varying video content is presented within our uniform brand.

Important Note: If you are developing a video that is not to be used for paid advertising (eg product how-tos, training and education, promotional videos on our owned channels etc), you should use both the Intro and Outro. For videos that you'll use in paid advertising (eg paid social), it is not necessary to use the Intro; use only the Outro.

FORMAT

Generally 1920 x 1080 pixel ratio / HD / mp4 files, however, video content for certain social media platforms is better suited to a 4:5, 1:1 or 9:16 aspect ratio.

PENTAIR LOGO

Only the full color Pentair logo is used in the Video Intro.

BRAND ASSETS

The approved Video Intro should never be altered or adjusted, to maintain brand consistency both elements must be used as downloaded.
Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application.

DOWNLOAD FILES

The video MP4 files are available in the Brand Standards section located in 'Working Here' on mypentair.com

VIDEO INTRO

TRANSPARENT VIDEO INTRO

The Video Intro starts with the Pentair logo centered on a 60% transparent white overlay for the first few seconds of the video's action. The logo and transparent overlay then wipe away at an angle from the bottom left to the top right, revealing the video playing behind.

OPAQUE VIDEO INTRO

When there is no action occuring behind the intro, the Video Intro starts with the Pentair logo centered on a white 100% opacity background. The logo and opaque overlay then wipe away at an angle from the bottom left to the top right, revealing the video playing behind.

VIDEO INTRO BREAKDOWN

60% white overlay of image/video

Pentair logo over 60% white overlay

Wipes away from bottom left to top right

100% white overlay when no imagery

Pentair logo on a 100% opacity white background

Given the dynamic nature of video, brand consistency regarding how the content enters and exits is extremely important in conveying a single unified brand appearance. Use of the approved outro will ensure all the varying video content is presented within our uniform brand.

FORMAT

Generally 1920 x 1080 pixel ratio / HD / mp4 files, however, video content for certain social media platforms is better suited to a 4:5, 1:1 or 9:16 aspect ratio.

PENTAIR LOGO

Only the full color Pentair logo is used in the Video Outro.

BRAND ASSETS

The approved Video Outro should never be altered or adjusted, to maintain brand consistency both elements must be used as downloaded.

DOWNLOAD FILES

The video files are available in the Brand Standards section located in 'Working Here' on mypentair.com

VIDEO OUTRO

TRANSPARENT VIDEO INTRO

© 2021 Pentair. All Rights Reserved. All indicated Pentair trademarks and logos are property of Pentair. Third party registered and unregistered trademarks and logos are the property of their respective owners.
App Store® is a registered trademark of Apple, Inc. in the U.S.A. and/or other countries. Google Play® is a registered trademark of Google LLC in the U.S.A. and/or other countries.

The Video Outro starts with the transparent background wiping in from the top right. When it gets to mid frame, the Pentair logo appears centered along with legal copy centered at the bottom. The transparent overlay continues to the bottom left until it's full bleed, as shown above. Video continues to play in the background behind the overlay.

OPAQUE VIDEO INTRO

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App Store® is a registered trademark of Apple, Inc. in the U.S.A. and/or other countries. Google Play® is a registered trademark of Google LLC in the U.S.A. and/or other countries.

The Video Outro starts on 100% opacity white background with the Pentair logo appearing when there is no video playing behind it.

VIDEO OUTRO BREAKDOWN

60% white overlay of video or imagery

Wipes on from top right to bottom left

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100% white overlay when no video or image

Legal copy set in Barlow Condensed Medium centered at the bottom in Pentair blue

PAID VIDEO
PROMOTIONAL ELEMENTS

Given the dynamic nature of video, brand consistency regarding how the content enters and exits is extremely important in conveying a single unified brand appearance. Use of the approved Promo Endcard will ensure all the varying video content is presented within our uniform brand. This endcard is only to be used when there is a specific rebate or sale offer to highlight.

FORMAT

Generally 1920 x 1080 pixel ratio / HD / mp4 files, however, video content for certain social media platforms is better suited to a 4:5, 1:1 or 9:16 aspect ratio.

PENTAIR LOGO

Only the reversed white Pentair logo is used as a watermark in the Promo Endcard.

BRAND ASSETS

The approved endcard should only be altered or adjusted to reflect accurate product and offer. To maintain brand consistency, other elements must be used as downloaded.
Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application.

DOWNLOAD FILES

The video files are available in the Brand Standards section located in 'Working Here' on mypentair.com

PROMO ENDCARD

Pentair logo reversed

Signature element at 60% over imagery

Rebate savings set in Barlow Condensed Semibold

Cut- out product sits within Signature Element

The Pentair Promo Endcard appears as an overlay on top of a video playing in the background, with the Pentair logo reversed as a watermark in the upper left corner. It begins with the triangles wiping in from the upper right and lower left hand corners to form our Signature element. A cutout product or product family image sits at the intersection of the Pentair Blue triangle, Pentair Green triangle and 60% transparency white triangle. The rebate or offer then appears centered within the white triangle, in Barlow Condensed Semibold. This endcard transitionations directly into the Pentair Video Outro.

GENERAL VIDEO TECHNICAL GUIDELINES

The following technical guidelines have been set for Pentair by the Pentair Enterprise Shared Services Multimedia Team. For any questions or assistance, please contact the team directly.

ASPECT RATIO

Always use the 16:9 Aspect ratio (1280x720 or 1920x1080 pixels), as it is important for the viewing experience. Modern screens like YouTube and others are set in a 16:9. Ratio.

Exceptions: Archival video footage may have an aspect ratio of 4:3 and be scaled if possible to fill a 16:9 frame. Exceptions can be made on a case by case basis.

VIDEO QUALITY RESOLUTION

Video produced should be produced at 1080p or higher. In some cases 720p will be accepted. No footage will be used or accepted below 720p. Unless archival footage. Please contact Enterprise Shared Services Multimedia Team for assistance.

FRAMERATE

The ideal framerate is 24fps. Most platforms are acceptable to 24fps. Different framerates can be used for different purposes. Professional videographers/cinematographers will use their expertise to determine what framerate to record in. All final videos should be set to an output at 24fps.

BITRATE

All footage should be recorded in the highest bitrate available. This will produce a higher quality of the final produced video.

COLOR CORRECTING/GRADING

Color Correction should only be attempted by a professional with experience. If video is not going to receive professional color treatment, it should be filmed in a standard color mode, allowing for the most natural in camera color saturation.

If video is going to receive color correction/grading it should be filmed flat and use a color profile or LUT.

AUDIO

If you have someone speaking on screen, do not use the built-in microphone on the camera. Lapel microphones and boom microphones work best in most environments. Avoid locations with the least background as possible. Certain mics like lavalier mics, should have a frequency set that avoids unwanted frequency noise. Audio quality should not be distorted or have clipping.

An option to having someone speak onscreen is a voiceover. Show the product or technology on screen and then add a voiceover afterward to deliver the message.

A detailed set of video guidelines are under development. For any questions in this area, please contact the Enterprise Shared Services Multimedia Services Manager.

6.3 PROMOTIONAL

EMAIL CAMPAIGNS

Email Overview
Email Components

An email program can be simple or sophisticated. A simple email can communicate important product and pricing changes, which help build successful business relationships with customers and partners. A more sophisticated email program aims above notifications and includes engagement through personalization and targeted data.

At its most sophisticated, an email program uses automation to build meaningful interactions and gain insight into audience behavior. These behaviors are able to adapt "in the moment" to deliver appropriate and compelling information throughout the customer's journey with Pentair.

If you are accessing via Marketing Cloud, the template locations are listed below. If you are using a different platform, please ensure that the design of your email follows the template shown.

Any questions can be sent to the Enterprise Shared Services director, or the marketing manager, global brand.

TEMPLATES TO USE

Location:
Content Builder > _Templates

Template Names:
[MSTR] B2B Template
[MSTR] B2C Template
[MSTR] Transactional Template

This section includes guidelines to help Pentair employees and outside vendors to create engaging and effective email communications. Email is a great, cost-effective marketing tool for announcing new products and product enhancements, educational opportunities, and creating awareness and demand.

TIPS FOR SUCCESSFUL EMAIL CAMPAIGNS AND JOURNEYS:

DOs

- Consider how you greet the reader – make it a friendly experience

- Give your subject line special attention

- Keep your message and mail concise, and focused on the benefit for the reader

- Put the most important information first

- Make statements with photos (see Ch 2.7 for guidelines on imagery)

- Link out to a website page if you have a lot of information to convey

- Use a brand tone and imagery that reflects the purpose (see Chapter 3 guidelines on writing)

DON'Ts

- Use a no-reply in your "from" name

- Use emojis

- Use long subject lines

- Include too many CTAs

EXAMPLES

Email Personalization
Sample: B2B Template

Educational Material
Sample: B2C Template

Dyanmic Content
Sample: B2B Template

IMAGES

Hero: 600x300px
2 Column: 270x200px
3 Column: 180x180px

TYPEFACE

(Font size, weight, color, family)

H1: 28px | Bold | 09244F | Arial
H2: 20 px | Bold | 09244F | Arial
H3: 18px | Bold | 09244F | Arial

Body: 14px | Normal | 464747 | Arial
Buttons: 14px | Bold | FFFFFF | Arial
Links: 14px | 4F8309

COLORS

(Where applicable, please use ADA color pallette).

Primary
Pentair Blue: 09244F
Pentair Green: 4F8309
Bright Blue: 006E96

Secondary
Pentair Dark Gray: 464747
Pentair Light Green: 6EB70B
Pentair Impact Green: D0DF00

MESSAGING

Follow brand messaging guidelines detailed in Chapter 3. For emails to be most effective, keep copy to a minimum and use a clear, concise call-to-action.

To view this email as a webpage, click here.

PENTAIR

600x300

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quis nisl in turpis sodales luctus aliquet at quam. Fusce quis enim placerat lectus mattis auctor vel quis mauris. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed quis suscipit diam, nec lacinia neque. Nunc iaculis non arcu eget volutpat.

[Button Text]

◆ Step 1: Duis sagittis tortor quis mauris aliquet
◆ Step 2: Duis sagittis tortor quis mauris aliquet
◆ Step 3: Duis sagittis tortor quis mauris aliquet
◆ Step 4: Duis sagittis tortor quis mauris aliquet

Secondary Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quis nisl in turpis sodales luctus aliquet at quam. Quisque vel mattis eros.

[Button Text]

270 x 200

Powered by HTML.COM

270 x 200

Secondary Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quis nisl in turpis sodales luctus aliquet at quam. Quisque vel

COPYRIGHT © 2020 PENTAIR. ALL RIGHTS RESERVED.

This email was sent by:
Pentair
5500 Wayzata Boulevard Suite 900
Minneapolis, MN 55416

You are receiving this email because you have signed up to receive Pentair email communication.

Unsubscribe | Manage Preferences

CTA BUTTONS

White Backgrounds:

[Button] [Button]

Pentair Green   Pentair Blue

Colored Backgrounds:

[Button] [Button]

Pentair Green   White Bordered

FOOTER REQUIREMENTS

Branded Social Icons
Copyright Statement (see chapter 7)
Address (this can change per B.U.)
Preference Center Links (where applicable)

COPYRIGHT STATEMENT

You should include a copyright notice on the bottom of each piece of printed and/or digital material. This puts the world on notice of our rights on the material. The notice consists of four elements:
• The © symbol
• The year of the last update of the content
• Pentair
• The statement "All rights reserved."

6.4 BROCHURES

The Corporate/Copyright Standards appears at the bottom of all Pentair publications, usually located on the back cover. This includes the logo, address, URL, legal/trademark/copyright information, and project number.

FORMAT

8.5" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates.

PENTAIR LOGO

The Pentair Logo is positioned on the bottom left above the address and legal information. Use the full-color logo on white/ light backgrounds and the reversed white logo on dark backgrounds.

TYPOGRAPHY

All type is Pentair Dark Gray and set in Barlow Light with the following specifications.

- **Contact Information:** Barlow Semibold, 8pt with 9pt leading, -0 tracking/kerning, Title Case, 5pt space after paragraph, in Pentair Blue. The **Stove Pipe** (vertical line between address elements) is Barlow Semibold with 3 spaces typed before and after the stove pipe in Pentair Green (this key is located above the RETURN key on most standard keyboards).

- **Legal Information:** Barlow Regular, 6pt with 7pt leading, Sentence case, 2pt space after the three paragraphs in Pentair Dark Gray.

- **Additional Information:** Barlow Regular, 6pt with 7pt leading Sentence case, 5pt space before paragraph in Pentair Dark Gray.

On **Darker Backgrounds** all text is White and the Stove Pipe is Pentair Green.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

LEGAL ENTITY USE

For information on the use of legal entity names, refer to. Contact your assigned Legal Counsel if you have any specific questions.

CORPORATE/COPYRIGHT STANDARDS

Pentair Logo — **PENTAIR**

Contact Information — **Address Line 1** | **Address Line 1** | **City, ST Zip Code** | **Country** | **+00.000.000.0000** | **pentair.com**

Legal Information — All Pentair trademarks and logos are owned by Pentair. All other brands or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Pentair reserves the right to change specifications without prior notice. Pentair is an equal opportunity employer.
00-00000 00/00 ©2018 Pentair. All Rights Reserved.

Additional Information — ©Notice / ™ Ownership Statement

Project Number

CONFIGURATION AND COMPONENTS

LIGHT BACKGROUND

1.5" (38mm)

Pentair Logo — **PENTAIR**

See Typography at left for exact specifications — 5500 Wayzata Blvd | Suite 900 | Minneapolis, MN 55416 | United States | +00.123.456.7890 | pentair.com
All Pentair trademarks and logos are owned by Pentair. All other brands or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Pentair reserves the right to change specifications without prior notice. Pentair is an equal opportunity employer.
00-00000 00/00 ©2018 Pentair. All Rights Reserved.

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0.7" (18.3mm)

1.2" (30.5mm)

0.7" (17.8mm)   0.7" (17.8mm)

DARK BACKGROUND

PENTAIR

See Typography at left for exact specifications — 5500 Wayzata Blvd | Suite 900 | Minneapolis, MN 55416 | United States | +00.123.456.7890 | pentair.com
All Pentair trademarks and logos are owned by Pentair. All other brands or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Pentair reserves the right to change specifications without prior notice. Pentair is an equal opportunity employer.
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©Notice / ™ Ownership Statement

This brochure front cover illustrates how color, typography, and the Signature Element create the unique visual style for our communications.

FORMAT

8.5" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Chapter 2.

TYPOGRAPHY

Barlow Light should only be used, refer to Brand Fonts, refer to Chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

LEGAL ENTITY USE

Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE COVER (Master Brand)

Pentair logo

PENTAIR

Signature Element

Headline set in Barlow Light in Pentair Blue

WATER FILTRATION FOR THE HOME

Subhead set in Barlow Light in Pentair Blue

Commercial Grade Water Filtration Process

Water pattern imagery

1/4" white border

This Product Brand brochure front cover illustrates how imagery, color, typography, and the Signature Element create the unique visual style for our communications.

FORMAT

8.5" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

LEGAL ENTITY USE

For information on the use of legal entity names. Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE COVER (Product Brand)

Pentair brand logo

PENTAIR
BERKELEY

Headline set in Barlow Light in Pentair Blue

CENTRIFUGAL PUMPS

Subhead set in Barlow Light in Pentair Blue

The new standard in full-performance reliability

Signature Element

Product sits within Signature Element

1/4" white border

This brochure front cover with a Product Name tab for a display rack illustrates how imagery, color, typography, and the Signature Element create the unique visual style for our communications.

FORMAT

8.5" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

LEGAL ENTITY USE

For information on the use of legal entity names. Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE COVER (Display Rack)

Pentair logo

PENTAIR

Headline set in Barlow Light in Pentair Blue

INTELLIBRITE 5G® UNDERWATER LED LIGHTS

Subhead set in Barlow Light in Pentair Blue

Color-changing lights sequenced at varying speeds, producing a vibrant spectrum of hues and colors.

Signature Element

Product sits within Signature Element

1/4" white border

Signature Element at 60% over imagery

This brochure interior spread illustrates how product and lifestyle imagery, color, typography, and the Signature Element create the unique visual style for our communications.

FORMAT

8.5" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

BROCHURE INTERIOR SPREAD

0.5"(12.7mm) 0.5"(12.7mm) 0.5"(12.7mm) 0.5"(12.7mm)

0.5" (12.7mm)

0.75" (19.05mm)

Header and sub head set in Barlow Light

Title sentence Barlow Light

Body copy set in Barlow Light

Highlighted Information set in Barlow Light Italic

Product Imagery

Caption set in Barlow Light Iatlic

0.5" (12.7mm)

Align

Tier One Lifestyle Imagery

Two-page spread

This page illustrates a typical example of a Pentair brochure back cover in white. Either Pentair primary green or blue can be used for accent colors in the brochure.

FORMAT

8.5" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates.

PENTAIR LOGO

The Pentair logo is positioned bottom left above the address.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

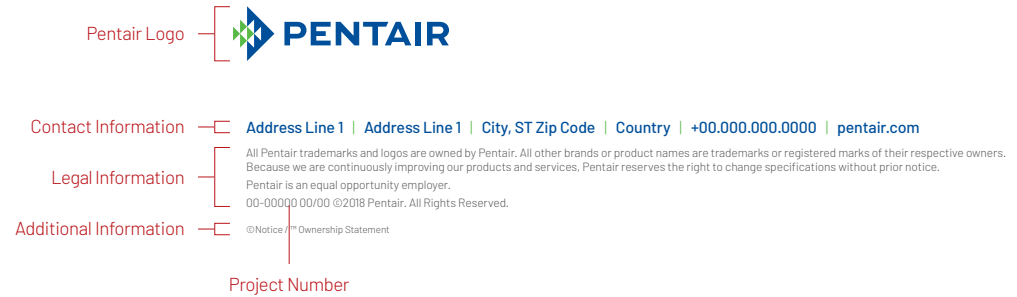For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

BROCHURE BACK COVER WITH COMMUNICATION

EASYTOUCH®

CONTROL SYSTEMS PAIRED WITH AUTOMATED CHEMICAL MANAGEMENT

MORE OPTIONAL CONTROLLERS THAN ANY OTHER COMPETITOR

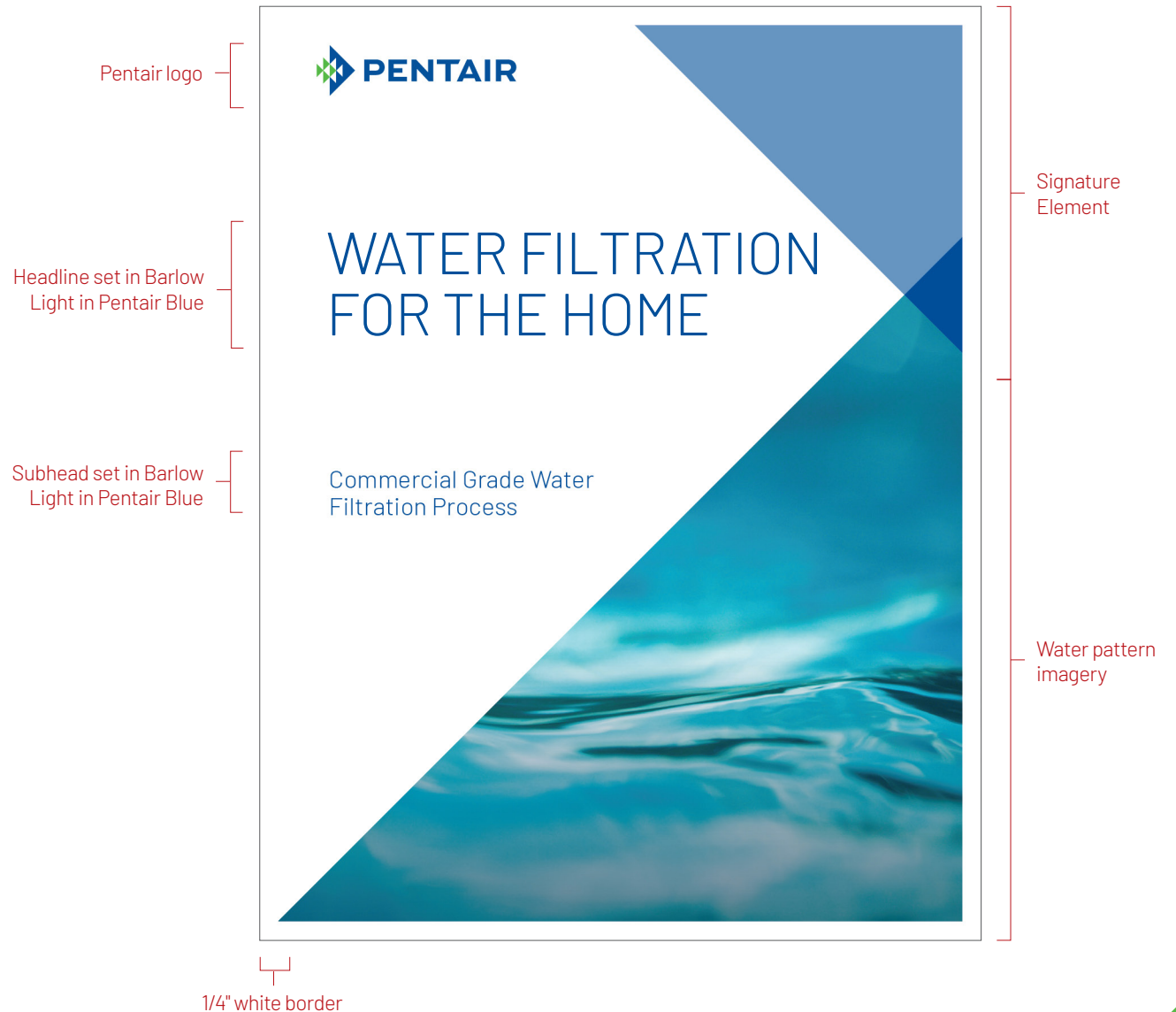| EasyTouch System	EasyTouch System	QuickTouch®	iS4	SpaCommand®
Indoor Control Panel (4- or 8-Function Control)	Wireless Controller	Wireless Remote	4-Function Spa-Side Remote	Spa-Side Remote 10-Function Spa-Side Remote
		Wireless Remote		

THE EASYTOUCH CONTROL SYSTEM FAMILY

Part #	EasyTouch Systems with IntelliChlor® Transformer and IntelliChlor Cell	Part #	Canadian EasyTouch Systems
520592	EasyTouch System 4PSC-IC20 Single Body (includes salt chlorine generator integration & IC20 cell)	520910	IntelliChlor Generator Power Center (Canadian version)
520593	EasyTouch System 4PSC-IC40 Single Body (includes salt chlorine generator integration & IC40 cell)	520911	IntelliChlor Generator IC20 Cell (Canadian version)
520704	EasyTouch System 8PSC-IC20 Single Body (includes salt chlorine generator integration & IC20 cell)	520912	IntelliChlor Generator IC40 Cell (Canadian version)
520705	EasyTouch System 8PSC-IC40 Single Body (includes salt chlorine generator integration & IC40 cell)	**Part #**	**ScreenLogic® Interface**
520542	EasyTouch System 4SC-IC20 Pool/Spa (includes salt chlorine generator integration & IC20 cell, 2 actuators)	522104	ScreenLogic Wireless Bundle
520543	EasyTouch System 4SC-IC40 Pool/Spa (includes salt chlorine generator integration & IC40 cell, 2 actuators)	**Part #**	**EasyTouch System Accessories**
520544	EasyTouch System 8SC-IC20 Pool/Spa (includes salt chlorine generator integration & IC20 cell, 2 actuators)	520548	EasyTouch System Indoor Control Panel for 4-Circuit Systems
520545	EasyTouch System 8SC-IC40 Pool/Spa (includes salt chlorine generator integration & IC40 cell, 2 actuators)	520549	EasyTouch System Indoor Control Panel for 8-Circuit Systems
521150	EasyTouch System 8SC-IC60 Pool/Spa (includes salt chlorine generator integration & IC60 cell, 2 actuators)	520546	EasyTouch System Wireless Controller for 4-Circuit Systems
Part #	**EasyTouch Systems without IntelliChlor Transformer Built-in**	520547	EasyTouch System Wireless Controller for 8-Circuit Systems
520591	EasyTouch System 4P Single Body (base system—no indoor control panel, no actuators)	521209	QuickTouch II Wireless Remote
520703	EasyTouch System 8P Single Body (base system—no indoor control panel, no actuators)	Various	iS4 Spa-Side Remote (multiple cable lengths and colors)
520538	EasyTouch System 4 Pool/Spa (base system—no indoor control panel, 2 actuators)	521176	SpaCommand® Spa-Side Remote, Black 150' cable
520540	EasyTouch System 8 Pool/Spa (base system—no indoor control panel, 2 actuators)	521177	SpaCommand Remote, Black 250' cable
Part #	**Canadian EasyTouch Systems**	521178	SpaCommand Remote, White 150' cable
520914	EasyTouch System 4P-C Single Body (salt-ready system—cell must be ordered separately)	521179	SpaCommand Remote, White with 250 ft. cable
520915	EasyTouch System 8-C Pool/Spa (salt-ready system—cell must be ordered separately)	521180	Mudbox Accessory, SpaCommand Remote

1.5" (38mm)

PENTAIR

5500 Wayzata Blvd | Suite 900 | Minneapolis, MN 55416 | United States | +00.123.456.7890 | pentair.com

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©Notice / ™ Ownership Statement

Pentair Logo

Corporate/Copyright Standards

0.5" (12.7mm)

1" (25.4mm)

0.7" (17.8mm)

0.7" (17.8mm)

This page illustrates a typical example of a Pentair brochure back cover in white with multiple addresses in white.

FORMAT

8.5" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates

PENTAIR LOGO

The Pentair logo is positioned bottom left above the address.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

BROCHURE BACK COVER (Multiple Addresses)

INTELLICONNECT®
CONTROL AND MONITORING SYSTEM

Option to include lifestyle image

Option to include lifestyle image

1.5" (38mm)

Pentair Logo

❯❯ PENTAIR

Multiple Addresses

First Address Line 1
Address Line 2
City, ST Zip Code
Country
+00.000.000.0000

Second Address Line 1
Address Line 2
City, ST Zip Code
Country
+00.000.000.0000

Third Address Line 1
Address Line 2
City, ST Zip Code
Country

pentair.com

1" (25.4mm)

Corporate/Copyright Standards

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Pentair is an equal opportunity employer.
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1" (25.4mm)

0.7" (17.8mm)   0.5" (12.7mm)   0.5" (12.7mm)   0.5" (12.7mm)   0.7" (17.8mm)

EXAMPLES

Pentair Pool Builder™ App

The all-in-one,
bottom-line-boosting,
best-in-class
pool platform for builders.

Understand
your Digital
Beer DNA with
BrewAssist

Your virtual Beer Filtration Assistant to
outperform your day-to-day business

EXAMPLES

EXAMPLES - CATALOGUES

This product spread shows how product imagery, color, typography, and the Signature Element create the unique visual style for our communications. Additionally, there is alternative single page layout.

FORMAT

8.5" x 11" two-page spread or 17" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.
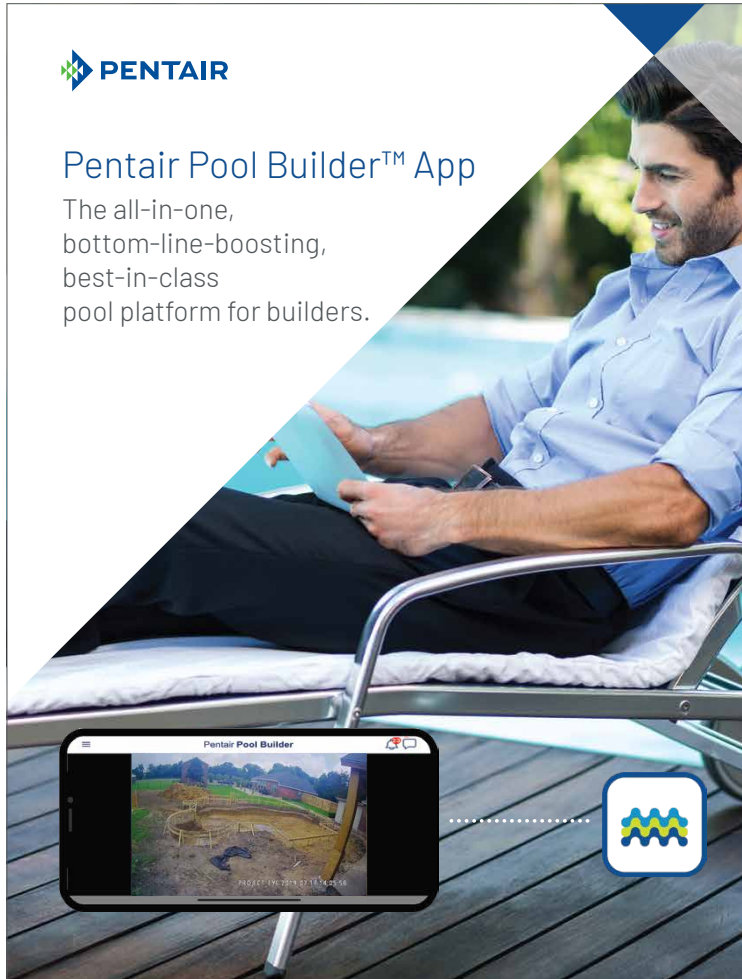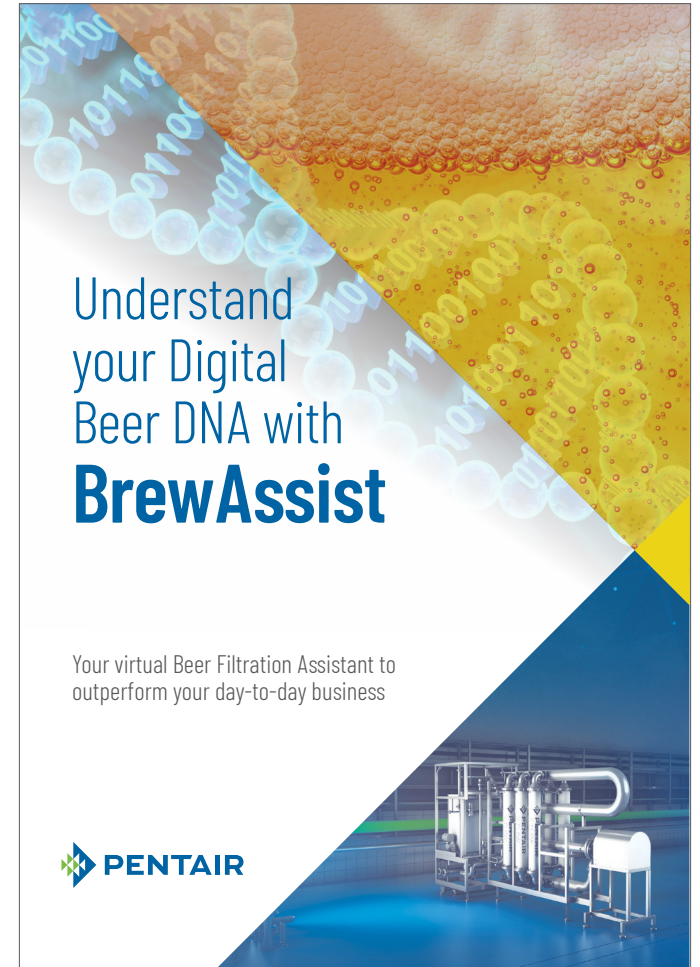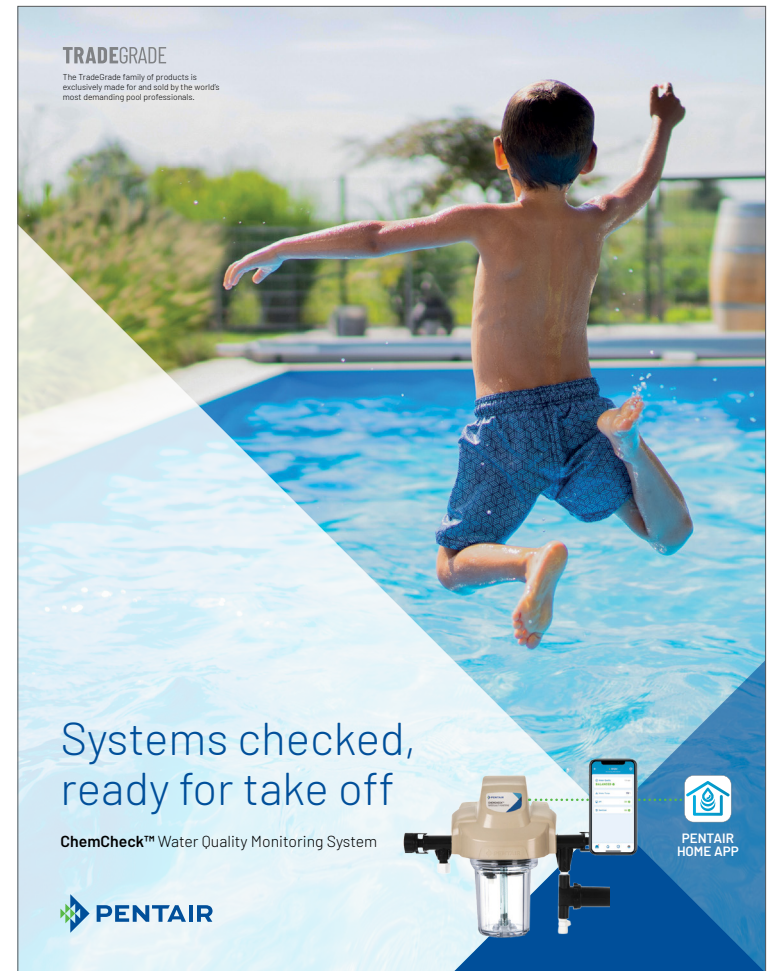
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

LEGAL ENTITY USE

For information on the use of legal entity names. Contact your assigned Legal Counsel if you have any specific questions.

PRODUCT SHEET (Front)

0.5"(12.7mm)
Series Name
Product Name set in Barlow Light
0.5" (12.7mm)
0.5"(12.7mm)

0.5" (12.7mm)
0.6" (15.2mm)
0.6" (15.2mm)
Descriptio set in Barlow Lightn
Product Imagery
Signature Element
0.6" (15.2mm)

1.6" (40.6mm)
Subhead set in Barlow Light
Body Copy set in Barlow Light
Horizontal Divider Line
Subheads set in Barlow Light

PENTAIR EVERPURE

QC71 SINGLE-MC² SYSTEM
Intelligent Control Technology

Delivers premium quality water for fountain applications. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Details
- QC71 Single-MC2 System: EV9275-01
- MC2 Replacement Cartridge: EV9612-56
- Lorem ipsum dolor sit amet.
- Ut enim consectetur adipscing.

Benefits
- Reduces chlorine taste and odor and other offensive contaminants that can adversely affect the taste of beverages.
- New and improved Micro-Pure II media inhibits the growth of bacteria.
- Improves the taste of fountain beverages and helps retain the drink's carbonation.
- Precoat submicron technology reduces dirt & particles as small as 1/2 micron in size.
- Reduces health contaminants: Asbestos fibers, Cryptosporidium and Giardia cysts.
- Protects drink system seals, pump, tubing and small orifices from clogging, corrosion and abrasive wear.
- Sanitary cartridge replacement is simple, quick and clean. Internal filter parts aren't exposed to contamination.
- NSF Certified: NSF/ANSI Standards 42 and 53.

Installation Tips
- Never use saddle valve for connection.
- Use 3/8" water line.
- Install vertically with cartridge hanging down.
- Allow 2-1/2" clearance below the cartridge for easy replacement.
- Flush cartridge by running water for five minutes at full flow.

Operation Tips
- Change cartridges on a regular six month preventative maintenance program.
- Change cartridges when capacity is reached or when pressure falls below 10 psi.
- Service flow rate must not exceed 1.67 gpm.
- Always flush the filter cartridge at installation & at each cartridge change.

Application/sizing
- Use for all fountain beverage applications and most single carborator dispensers.
- Or, for dispensers using up to 25 tanks of syrup or bag-in-box per month.
- Rate Capacity: 9,000 gallons

Alternative Single Page

This page illustrates a typical example of the back of a product sheet.

FORMAT

8.5" x 11". Apply same margins to A4 formats, as detailed to the right; contact your marketing lead for templates.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.
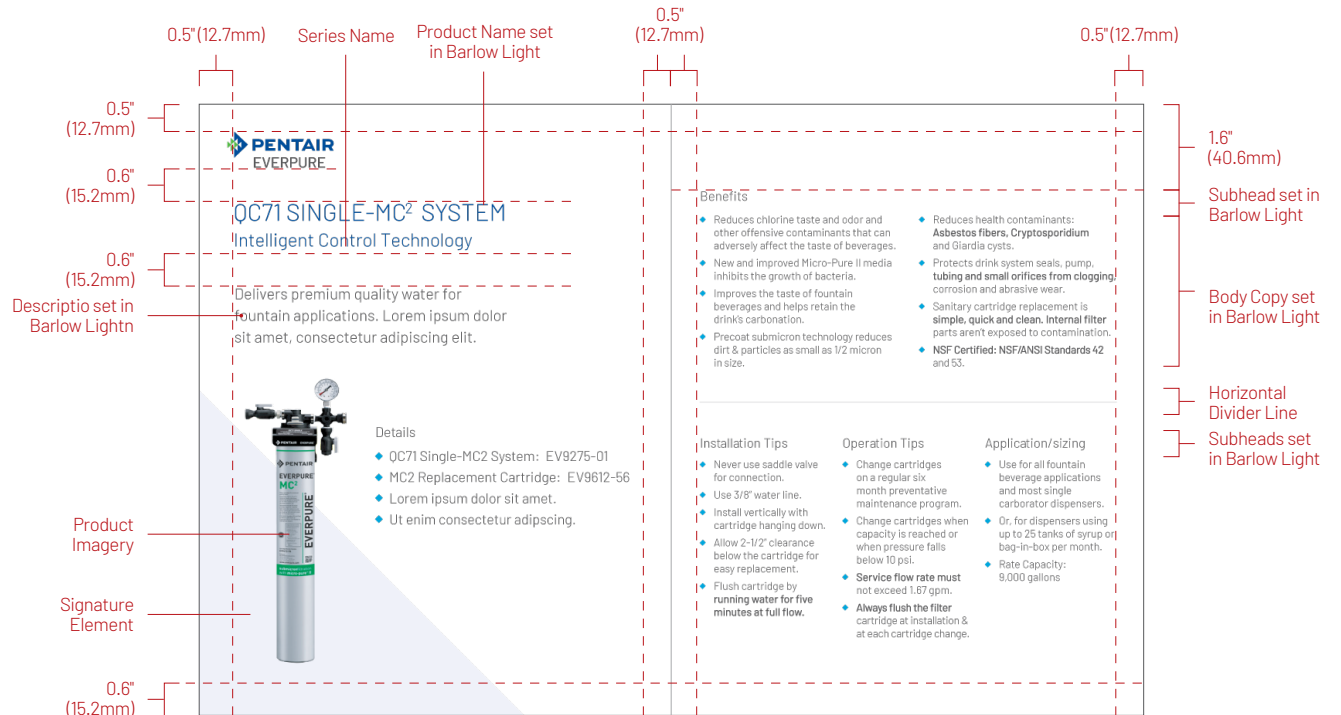
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

LEGAL ENTITY USE

For information on the use of legal entity names, refer to Chapter X. Contact your assigned Legal Counsel if you have any specific questions.

PRODUCT SHEET (Back)

0.5" (12.7mm)
0.5" (12.7mm)
0.5" (12.7mm)
0.5" (12.7mm)
0.5" (12.7mm)

Lorem Ipsum Dolor Sit
Amet Consectetur Adipiscing

Lorem Ipsum Dolor Set Amet

Lorem Ipsum Dolor Set Amet

Data Table

0.9" (22.9mm)
0.7" (17.8mm)

Corporate/ Copyright Standards (refer to page 8.1)

6.5 MERCHANDISE &
PROMOTIONAL ITEMS

APPAREL & MERCHANDISE

What we wear in the office, at tradeshows, employee team events and other special events can help to promote the Pentair brand in a direct, visible and personal way. When we take pride in our logo and appearance, it shows our passion and commitment to the Pentair brand.

Branded merchandise is a form of low-cost marketing. It can help remind our customers of our products and services, that we're there for them and that we care.

CONSIDER THE FOLLOWING IN THE SELECTION OF MERCHANDISE:

What do you want to accomplish with the merchandise?

Who is your target audience?

How effective is the merchandise in getting the message across?

Source items that are high in quality and you know people are going to use. For instance, a branded USB stick, sport water bottle, or polo shirt will be used over and over again.

The application of the Pentair logo is just as important as the piece of merchandise itself. Choose high-quality merchandise and materials and follow these application standards for the best results.

When integrating the Pentair brand with apparel, such as polo shirts, consistency is crucial to maintain brand compliance.

APPAREL/EMBROIDERY COLORS

The apparel and embroidery should best match our brand colors. The preferred shirt colors are listed below. To maintain visual integrity, embroidering may require additional thread counts.

PENTAIR LOGO

You can choose the Pentair logo or the Pentair Bringing Water to Life logo, as relevant for your business and promotional objective. The logo is positioned on the left chest, as shown. Use the 2-color logo on light colored shirts and the reversed white logo on dark colored shirts. Only the Pentair Logo may be placed on the front of the shirt.

SECONDARY BRANDING

Either the Pentair URL (pentair.com), Product Brand name, or Product Name may be placed on the right sleeve. Never combine more than one of the above.

TYPOGRAPHY/COLORS

- **URL** is typeset in Barlow Bold in lowercase, in Blue on light colored shirts and White on dark colored shirts.
- **Product Brand Names** are typeset in Barlow SemiBold in Title Case, in either Dark Gray or Blue on light colored shirts and White on dark colored shirts.

BRAND ASSETS

Only use approved logos and fonts for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application.

Important Note: As with all brand standards, consider these to be guidelines. Any unique applications, apparel colors, and/or alternative logo treatments must be reviewed and approved by your Assigned Brand Council Member.

EXAMPLE: POLO SHIRTS

| White | Light Gray | Blue | Green | Dark Gray | Black |

EXAMPLE: ZIPPER SWEATSHIRTS

White   Light Gray   Blue   Green   Dark Gray   Black

EXAMPLE: BASEBALL CAPS

White

Blue

Blue/White

Camouflage

Black

BRANDED ITEMS & GIVEAWAYS

Branded items include a variety of marketing items, such as golf balls, pens, flash drives, coffee mugs and more that integrate the Pentair brand.

PENTAIR LOGO

Our logo is positioned on the front, as shown. Use the 2-color logo on light colored products and the reversed white logo on dark colored products. Only the Pentair Logo may be used on promotional items.

SECONDARY BRANDING

Either the Pentair URL (pentair.com), or Product Brand name may be placed on the back. Never combine more than one of the above.

TYPOGRAPHY/COLORS

- **URL** is typeset in Barlow Bold in lowercase, in Blue on light colored products and White on dark colored products.

- **Product Brand Names** are typeset in Barlow SemiBold in Title Case, in either Dark Gray or Blue on light colored products and White on dark colored products.

BRAND ASSETS

Only use approved logos and fonts for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application.

Important Note: As with all brand standards, consider these to be guidelines. Any unique applications, item colors, and/or alternative logo treatments must be reviewed and approved by your Assigned Brand Council Member.

EXAMPLES: BRANDED MERCHANDISE

UNACCEPTABLE USAGE

This page illustrates some incorrect applications of the Pentair Logo, symbol, and logotype on a selection of promotional items.

1. The Pentair symbol, logotype, or any element of the logo should not be used to create a pattern.

2. The Pentair Logo should not appear vertically.

3. Avoid using Pentair's Signature Element as wallpaper on backgrounds.

4. Never alter the size relationship of the Pentair symbol and logotype.

5. The Pentair symbol should not appear without the logotype to represent the brand.

6. The Pentair symbol should not appear without the logotype to represent the brand.

7. The Pentair Logotype should not appear without the symbol to represent the brand.

8. Do not separate symbol from logotype.

9. The Pentair Logo should not appear with a white keyline.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

1.

2.

3.

4.

5.

6.

7.

8.

9.

6.6 PACKAGING & LABELS

Product Packaging

Product Labels

PACKAGING

Our packaging design allows for the use of supplemental elements in addition to the master branding elements. Elements such as product imagery, brand colors, icon usage, and marketing copy are used to further engage and influence the consumer.

BRAND ARCHITECTURE

The appropriate display of the brand architecture is shown using the Pentair Logo with Product Brand or product name, product imagery, technical information, and Signature Element on product packaging.

BRAND ELEMENTS AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. For additional information, contact your contact your segment content marketing manager.

PRODUCT PACKAGING

Example: Pentair + Product Name

Left Side   Front   Right Side

Example: Pentair + Product brand

Front   Back   Side
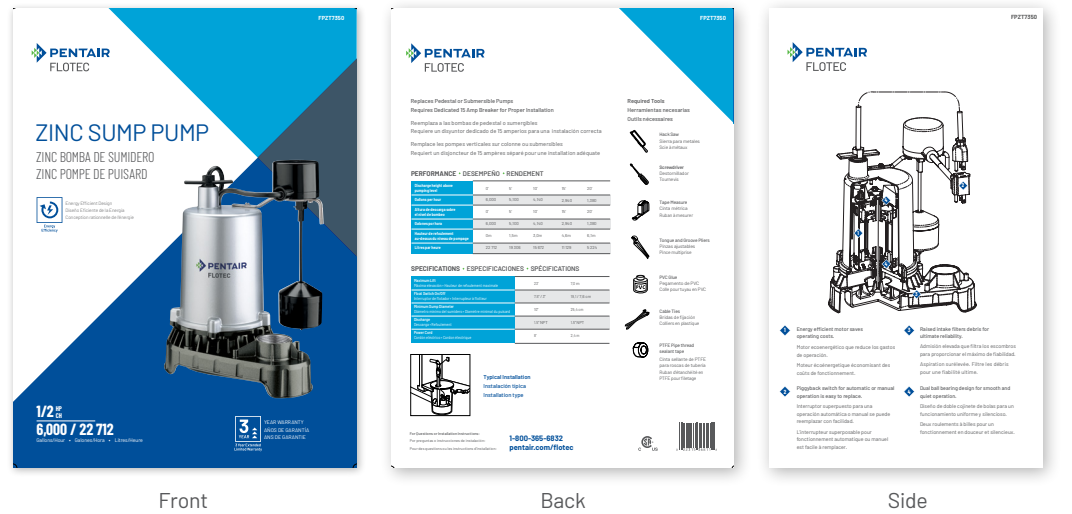
Designer Series Example

The vast array of Pentair products and solutions require an icon system that is rooted in the core identity and allows the flexibility to capture and showcase the value of our solutions. Icon designs draw inspiration from the Pentair brand elements including the logo, Signature element and color palette.

For Packaging, our Offline Icon design format is used (also in Brochures, Catalogs, User Manuals, etc) These icons should be boxed, generally in Pentair Blue as default color on a white background.

These icons are separated into types including Features, Applications, Product Categories, and others. Offline icon sizes may vary based on the size of the execution.

A selection of icons are available for download in mypentair.com. If you cannot find an icon that meets your needs, or for further assistance, contact your segment content marketing manager or marketing manager, global branding to have additional icon(s) designed with correct standards.

EXAMPLES OF PACKAGING ICONS

Features

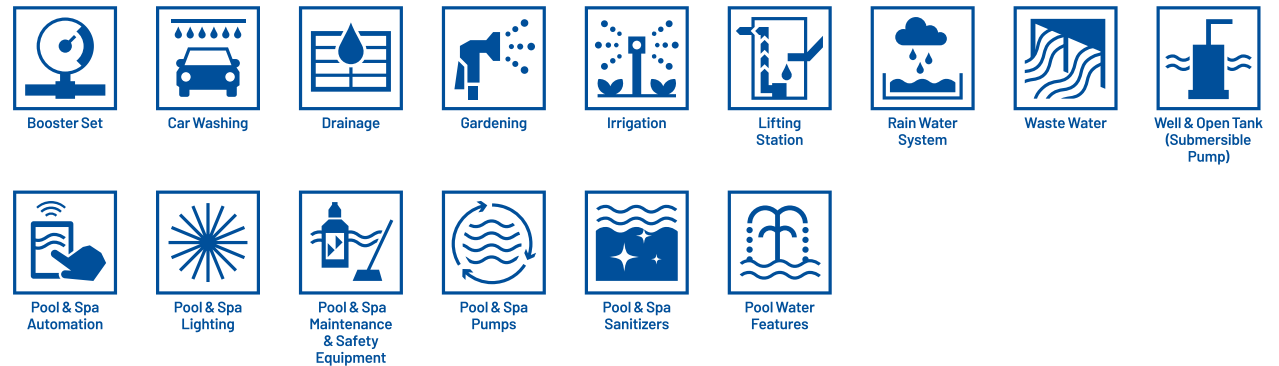|								
Fingertip Controls	Energy Saving	Energy Efficiency	High Efficiency	No Chemicals	Quiet	Silent	Utility Rebates	Utility Rebates

Rebate icons can be created with specific currency symbols, and will follow the above icon standard. Currently the Dollar and the Euro symbols are included.

Applications

Best for Homes with 1 to 2+ people	Best for Homes with 2 to 4 people	Best for Homes with 5+ people	Marine	RV

Product Categories

Booster Set	Car Washing	Drainage	Gardening	Irrigation	Lifting Station	Rain Water System	Waste Water	Well & Open Tank (Submersible Pump)

Pool & Spa Automation	Pool & Spa Lighting	Pool & Spa Maintenance & Safety Equipment	Pool & Spa Pumps	Pool & Spa Sanitizers	Pool Water Features

PACKAGING ICON SETS

Our packaging icons are separated into the following sets:

- Features
- Applications
- Product Categories
- Contaminants
- Services
- Product Specifications

PACKAGING ICONS WITH DETAILED INFORMATION

Our packaging icons take into consideration for detailed information, as shown to the right. These icons can also be customized with detailed information, such as particular currency symbols, measurements and temperatures.

Important Note: To have an additional icon(s) designed within brand compliance, contact your Assigned Brand Council Member or the Senior Marketing Manager, Global Branding (Catherine.Stidwell@pentair.com).

COLOR OPTIONS

The color palette offered for all Packaging Icons are:

- **White/Light Backgrounds:** Pentair Blue or Black Icons
  - Pantone 7686 C Blue on coated paper
  - Pantone 2945 U Blue on uncoated paper
  - Pantone 7686 Blue (CMYK) on 4 color printed material
- **Pentair Blue/Dark Backgrounds:** White Icons

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your segment content marketing manager.

EXAMPLES OF PACKAGING ICONS

Fingertip Controls	Best for Homes with 1 to 2+ people	Pool & Spa Automation	Chlorine Taste & Odor	Product Registration	Ambient Temperature

PACKAGING ICONS WITH DETAILED INFORMATION

MTBE — Methyl tert-butyl ether (MTBE) is a gasoline additive.

Cysts — NSF/ANSI Standard 53 Certified to reduce cysts such as Cryptosporidium and Giardia by mechanical means.

VOC — Volatile Organic Compounds include components of gasoline and industrial cleaners, which can cause many illnesses.

COLOR OPTIONS

Fingertip Controls	Fingertip Controls	Fingertip Controls	Fingertip Controls	Fingertip Controls

Pentair Blue Icons on white and light backgrounds.

White Icons on Pentair Blue and dark backgrounds.

Black Icons on white backgrounds.

DOWNLOAD FILES

Files are available to download in the Brand Standards section located in 'Working Here' on mypentair.com
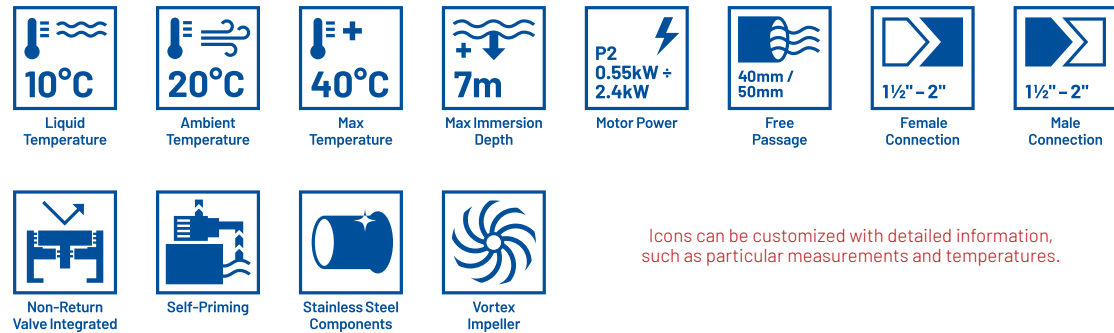
EXAMPLES OF PACKAGING ICONS

Contaminants

Asbestos	Chloramine	Chlorine Taste & Odor	Cysts	Dissolved Solids	Hard Water	Lead	Lime, Scale, Rust & Corrosion	Lindane & Atrazine
Mercury	MTBE	Pharmaceuticals	Rust Staining	Sediment	VOC			

Services

Convenient Installation	Product Registration	1 Year Extended Limited Warranty	2 Year Extended Limited Warranty	3 Year Extended Limited Warranty	5 Year Extended Limited Warranty

Product Specifications

Liquid Temperature	Ambient Temperature	Max Temperature	Max Immersion Depth	Motor Power	Free Passage	Female Connection	Male Connection
Non-Return Valve Integrated	Self-Priming	Stainless Steel Components	Vortex Impeller				

Icons can be customized with detailed information, such as particular measurements and temperatures.

PACKAGING EXAMPLES – RETAIL /CONSUMER

Pentair Residential Filtration North America

PACKAGING EXAMPLES – RETAIL /CONSUMER

Pentair JungPumpen

Pentair Residential Flow North America

PACKAGING EXAMPLES – RETAIL /CONSUMER

Pool North America

Pool Australia

Whether a cardboard box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities. To take full advantage of these opportunities the master branding elements such as the logo, the logo and the approved color palette should be used to advance the brand.

LOGOS

Since boxes come in varying sizes, the logo should be dominant without be too overbearing. Our logo should be centered on the two longest and most predominate sides/panels of a cardboard box.

The width of logo should be 65% of the width of the selected box panel of that width. Be certain to use the proper logo clear space, as described in Sections 1 and 2. BRAND ARCHITECTURE Use the Pentair black logo, as shown. For guidance on the use of the Pentair Logo and the Pentair Brand Architecture.

GRAPHIC ELEMENTS

Technical references and box informations are determined on the technical sheet (e.g., carton quality, color, groove type, etc.).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your segment's content marketing manager.
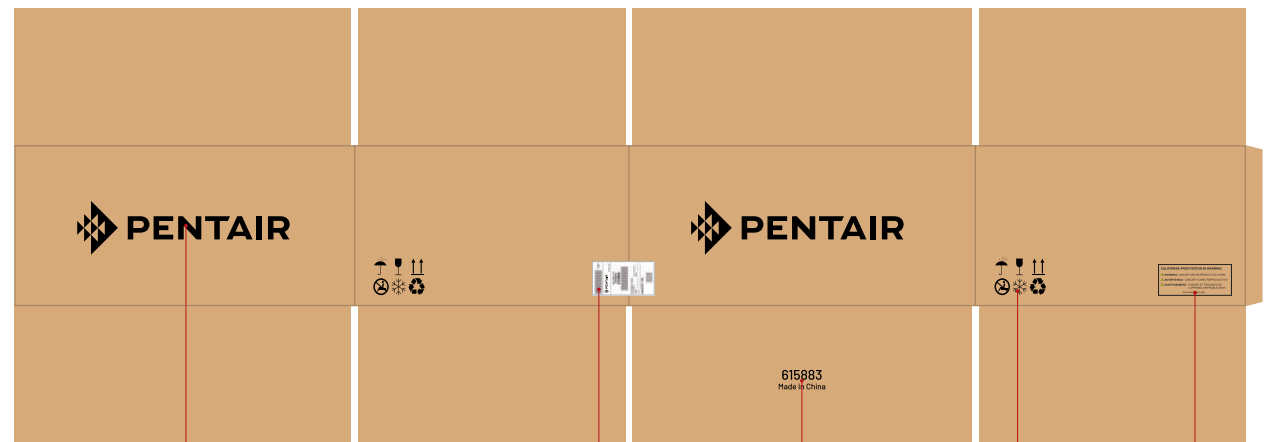
PROP 65 (or other required legal text or notices)

If applicable, the Prop 65 warning label should be applied in the lower right hand corner of the panel that does not contain a logo or box label. For sizing adhere to the CA Prop 65 Compliance guidelines.

CORRUGATED CARDBOARD BOXES

Graphic Elements

Pentair Logo on
Long Sides of Box

Box Label

Part Number
and country of origin
on outward facing
long flap

Shipping Icons on
Narrow Sides
of Box

Prop 65
Warning Label

Whether a cardboard box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities. To take full advantage of these opportunities the master branding elements such as the logo, the logo and the approved color palette should be used to advance the brand.

LOGOS

Since boxes come in varying sizes, the logo should be dominant without be too overbearing. Our logo should only appear on the non-handle sides/panels of a cardboard box.

The width of logo should be 65% of the width of the selected box panel of that width. Be certain to use the proper logo clear space, as described in Sections 1 and 2.

BRAND ARCHITECTURE

Use the Pentair black logo, as shown. For guidance on the use of the Pentair Logo and the Pentair Brand Architecture.

GRAPHIC ELEMENTS

Technical references and box informations are determined on the technical sheet (e.g., carton quality, color, groove type, etc.).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your segment's content marketing manager.
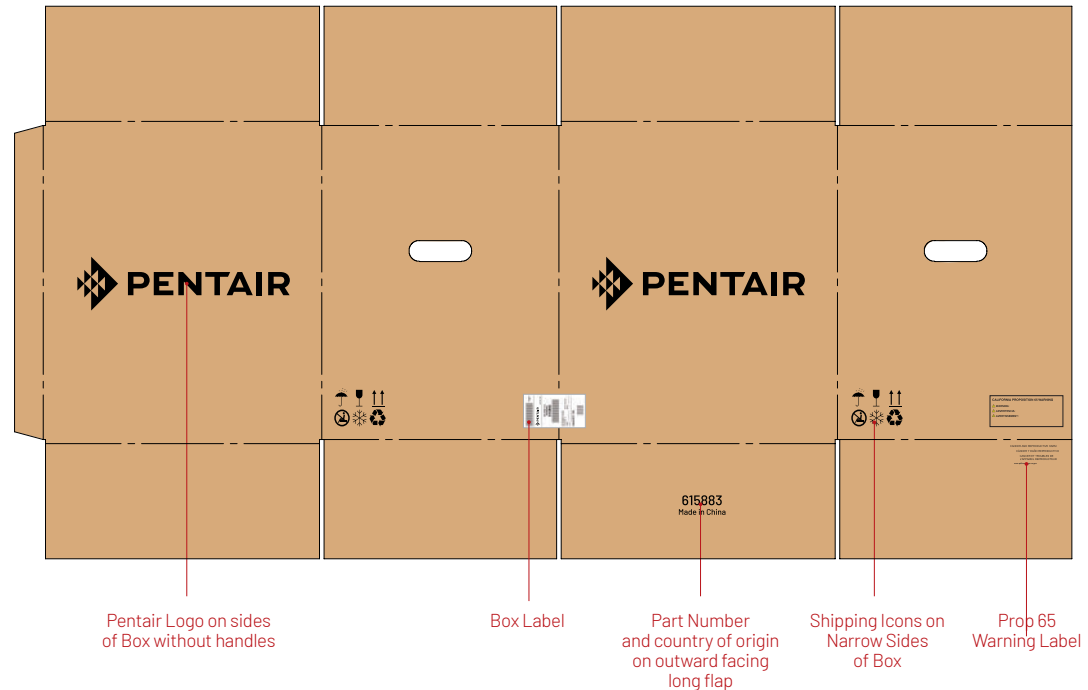
PROP 65 (or other required legal text or notices)

If applicable, the Prop 65 warning label should be applied in the lower right hand corner of the panel that does not contain a logo or box label. For sizing adhere to the CA Prop 65 Compliance guidelines.

CORRUGATED CARDBOARD BOXES W/ HANDLES

Graphic Elements

Pentair Logo on sides of Box without handles

Box Label

Part Number and country of origin on outward facing long flap

Shipping Icons on Narrow Sides of Box

Prop 65 Warning Label

Whether a cardboard box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities. To take full advantage of these opportunities the master branding elements such as the logo, the logo and the approved color palette should be used to advance the brand.

PENTAIR LOGO

Only use the Pentair Logo in full-color, as shown.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your segment's content marketing manager.

PACKING TAPE

Whether a cardboard box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities. To take full advantage of these opportunities the master branding elements such as the logo, the logo and the approved color palette should be used to advance the brand.

PENTAIR LOGO
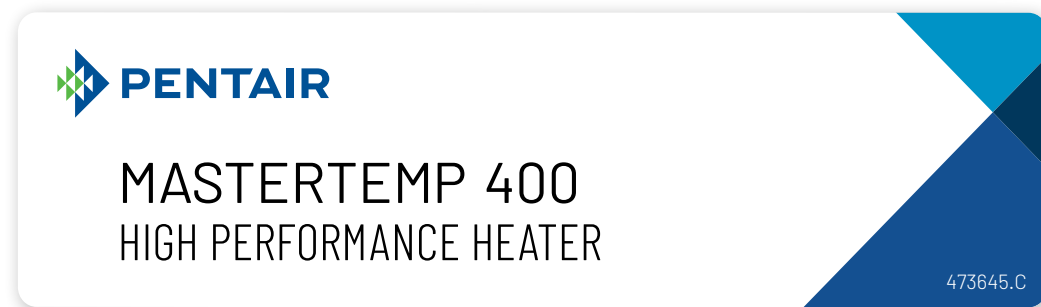
Use the full-color or black logo, as shown.

TYPOGRAPHY

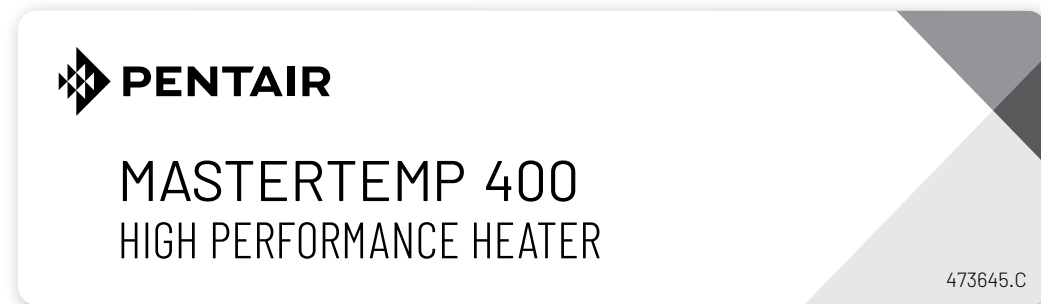Barlow and Barlow Condensed typefaces should only be used, refer to Typography.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your segment's content marketing manager.

BOX LABELS

000.NNNN
1234

PENTAIR

pentair.com

000.NNNN.1234
Part Number

615883

MO NUMBER Y123457

MACHINE 12   DATE 00/00/00

SHIFT: _____   OPER: _____

L/L/L: _____

QUANTITY: 100

Label with Full-Color Logo

000.NNNN
1234

PENTAIR

pentair.com

000.NNNN.1234
Part Number

615883

MO NUMBER Y123457

MACHINE 12   DATE 00/00/00

SHIFT: _____   OPER: _____

L/L/L: _____

QUANTITY: 100

Label with Black Logo

PRODUCT LABELS

Whether a cardboard box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities. To take full advantage of these opportunities the master branding elements such as the logo, the logo and the approved color palette should be used to advance the brand.

PENTAIR LOGO

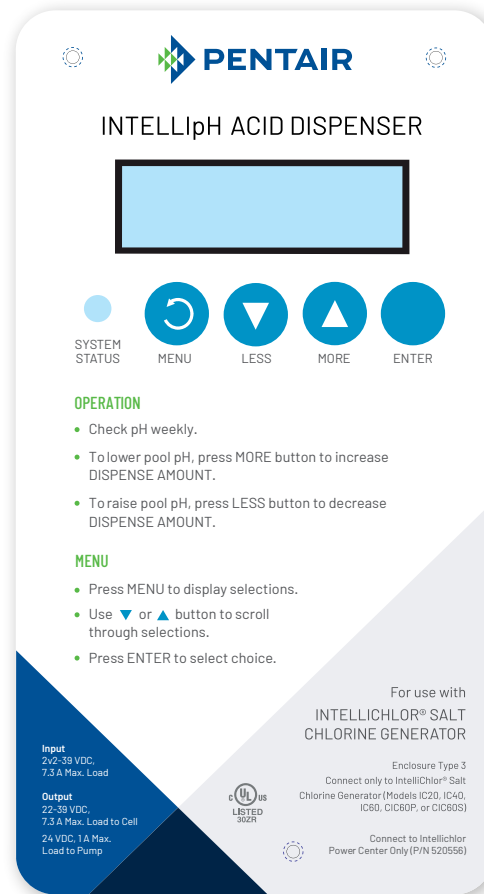Use the full-color or black logo, as shown.

TYPOGRAPHY

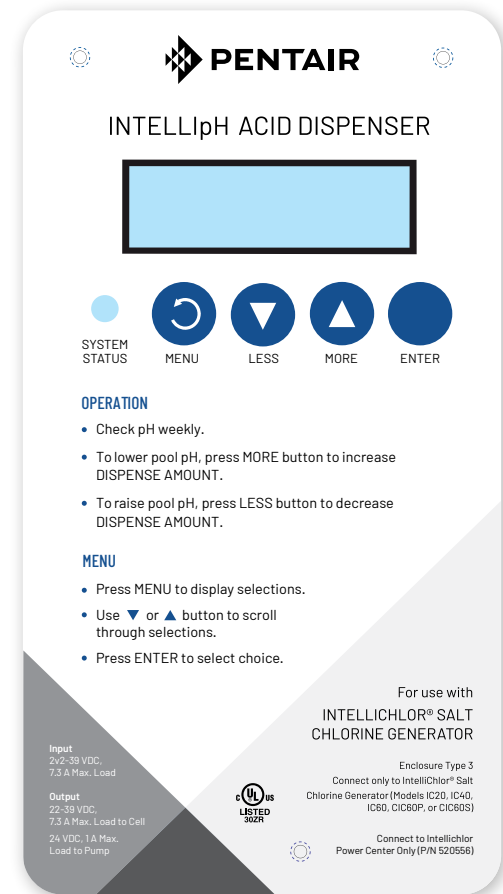Barlow and Barlow Condensed typefaces should only be used, refer to Typography.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your segment's content marketing manager.
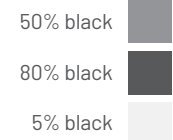
PENTAIR

MASTERTEMP 400
HIGH PERFORMANCE HEATER

473645.C

Full-Color Label

PENTAIR

MASTERTEMP 400
HIGH PERFORMANCE HEATER

473645.C

One-Color Label

50% black

80% black

10% black

PRODUCT OVERLAYS

Whether a cardboard box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities. To take full advantage of these opportunities the master branding elements such as the logo, the logo and the approved color palette should be used to advance the brand.

PENTAIR LOGO

Use the full-color or black logo, as shown.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Typography.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your segment's content marketing manager.

Full-Color Overlay

Two-Color Overlay

50% black
80% black
5% black

6.7 VEHICLE WRAPS

PENTAIR VEHICLE WRAPS

Branded vehicles (Vehicle Wraps) are a great, cost-effective way to boost brand awareness.

These guidelines are for wrapping Pentair-owned or leased vehicles only. The following illustrations show the appropriate display of the Pentair Brand with imagery such as the Signature Element on small-sized vehicles, vans, utility vehicles and trucks.

Designs can be planned to be used untill the vehicle lease expires.

Important note: All vehicle wraps should be approved by the marketing manager, global branding. For advice and guidance on unique applications of the Pentair logo, contact your assigned Brand Council Member.

DEALER VEHICLES

For any usage of the Pentair brand on 3rd party (distributor, dealer, service company) vehicles, there are specific guidelines to be followed. Please contact your assigned Brand Council Member or Marketing Manager, Global Branding.

SMALL-SIZED VEHICLES

These illustrations show the appropriate display of the Pentair Brand on small-sized vehicles, including cars, pick-up trucks, and utility vehicles.
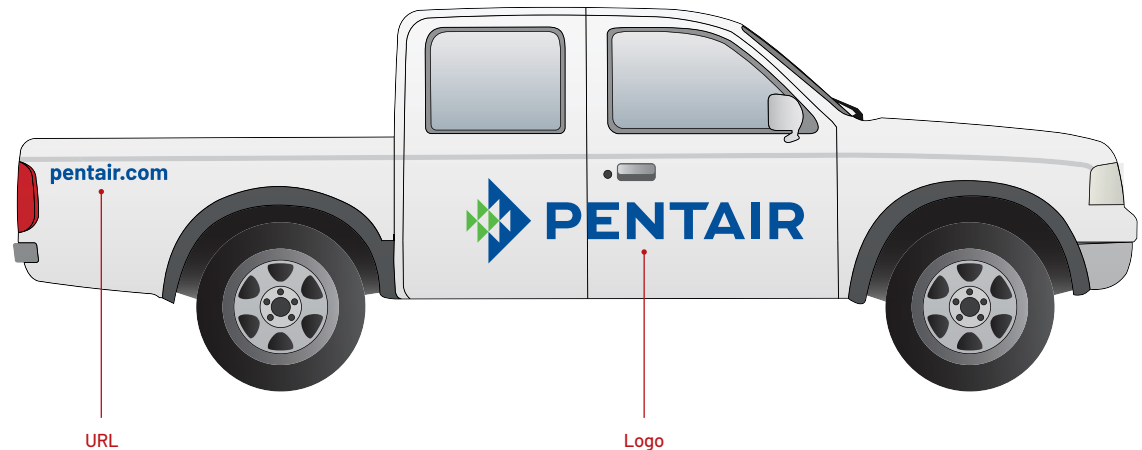
BRAND ASSETS/PENTAIR LOGO

Use only approved art (logos, icons etc) for reproduction. Here the full-color PEntair logo is place on the side doors and tail gate, as shown.
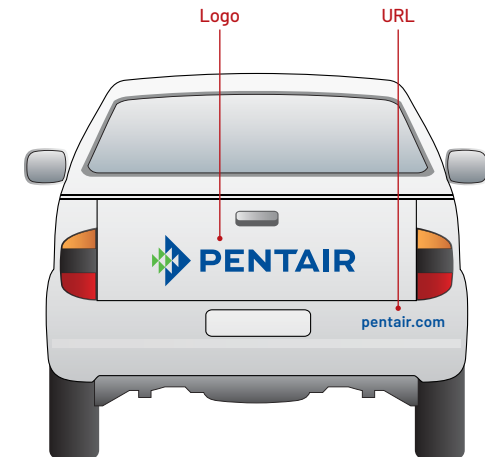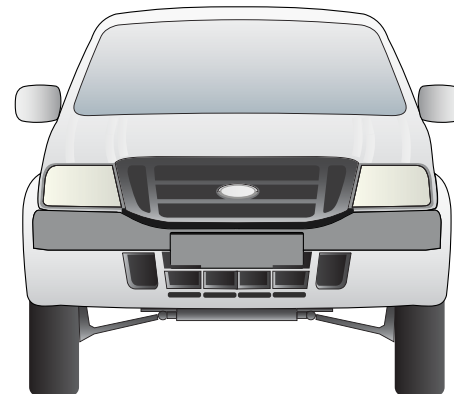
URL

The URL is placed on the side panels and back bumper, as shown. The type is set in Barlow Bold in White or Pentair Blue, as shown.
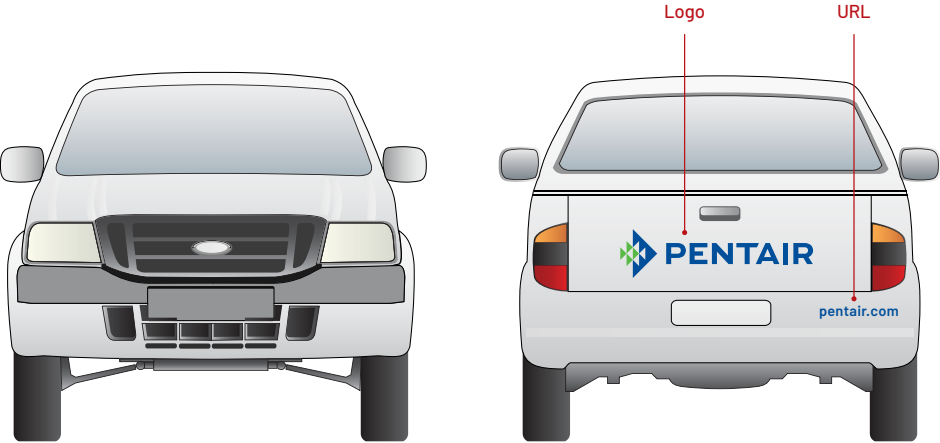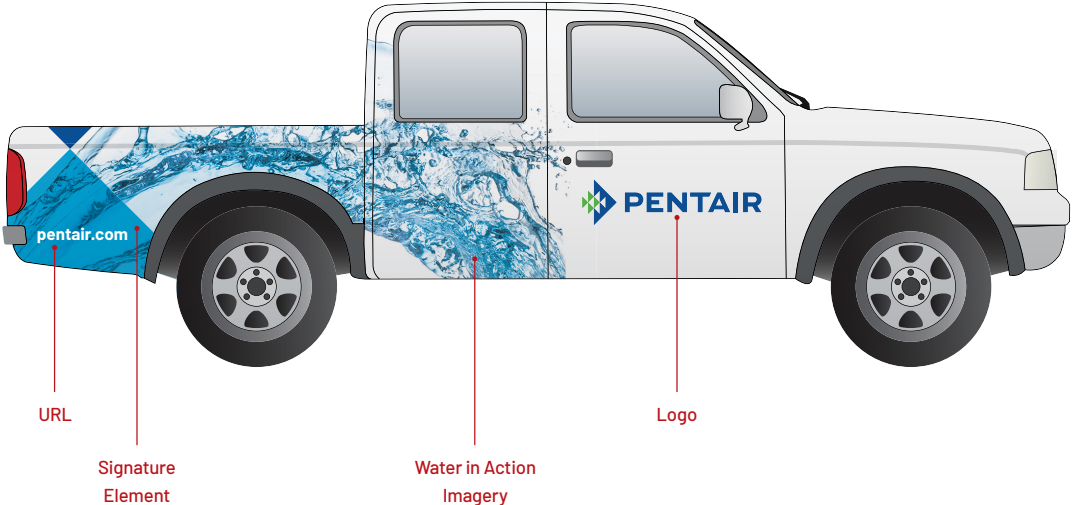
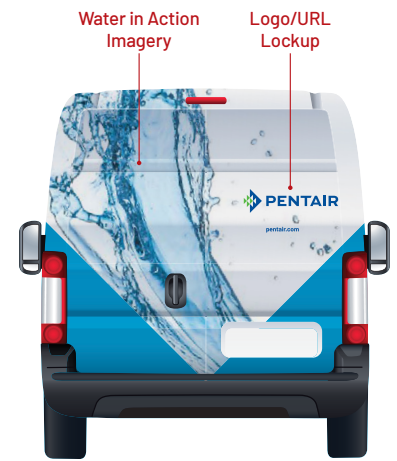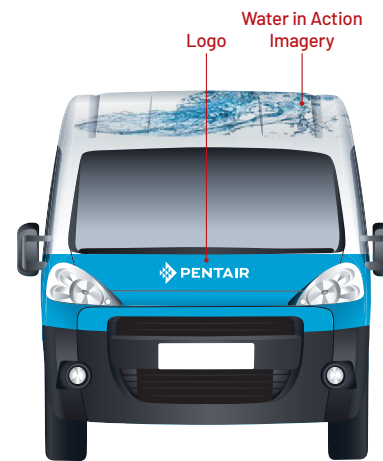## PICK-UP/UTILITY TRUCKS

URL

Logo

Logo

URL

PICK-UP/UTILITY TRUCKS (Signature Element/Imagery)

pentair.com

PENTAIR

URL

Signature
Element

Water in Action
Imagery

Logo

Logo

URL

PENTAIR

pentair.com

VANS

VANS (Signature Element/Imagery)

Logo

Logo & URL

Logo

Signature Element

Water in Action Imagery

Logo/URL Lockup

Logo

Logo & URL

Logo

Water in Action Imagery

Water in Action Imagery

Logo/URL Lockup
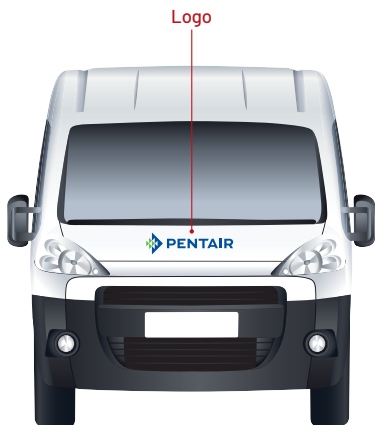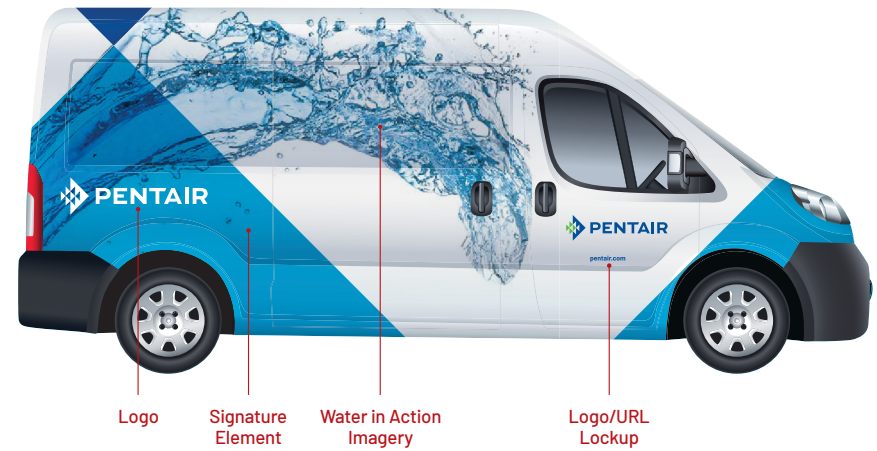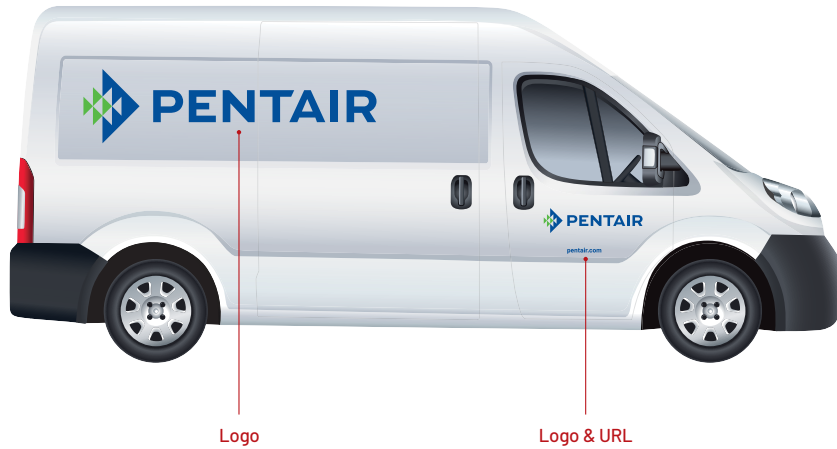
DELIVERY TRUCKS (Signature Element/Imagery)

Logo

Signature Element

Water in Action Imagery

Logo/URL Lockup

Logo

Water in Action Imagery

Logo/URL Lockup