



PENTAIR

BRAND STANDARDS

January 2021 v1.0



BRAND STORY

Life is best lived with passion, and purpose.

It should engage our senses, energize our actions, and stir our souls.

It should inspire us to get the very most out of all it has to give.

Nobody understands this better than the people of Pentair.

That's why we meet every new day with a wide-eyed waking enthusiasm to turn what's truly precious into what helps us reach our true potential.

That's why we are so driven to make a lasting difference, and so moved to improve:

The way the world refreshes.

The way the world splashes.

The way the world serves.

The way the world cooks.

The way the world brews.

The way the world betters.

The way the world connects, captures and comforts.

The way the world plants, powers, protects, and performs.

The way the world lives.

The way the world lasts.

That's why we pour every ounce of our passion, energy, and ingenuity into creating industry-leading solutions, services, and technologies that help people, and our planet, thrive.

So let's dive into the deep end, together. Every day.

With unbridled optimism.

Looking at the glass as "full-full."

Because, together, we can inspire people to move, improve and enjoy life's essential resources.
For happier, healthier lives.

And invite the world to join us.



UNDERSTANDING AND USING OUR BRAND

These guidelines were created to help ensure Pentair's personality shines through in a clear, cohesive way across every brand touchpoint and in every brand interaction. That consistency is what helps us communicate our mission and values, as well as the experience we want our customers and partners to have each time they interact with us. However, these guidelines are just that – *guidelines*. We encourage businesses and departments to use them as a guide for all communications, with the freedom to adjust on a case-by-case basis.

So let's dive in, together. And commit to adhering to these brand guidelines in a way that captures and expresses the essence of who we are and what we stand for – at every turn. In look, feel, tone, voice, energy, attitude and emotion. So that we build on the brand foundation that's in place – better still, that we bring our brand to life.

The water's warm.

The sun's out.

The horizon is ours for the taking.

Let the guidelines begin.



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1.0 BRAND FRAMEWORK

Introduction to Brand Framework

Purpose/Mission/Vision

Brand Persona

Brand Promise

Brand Position

Brand Personality

Support Messages

Call-To-Action

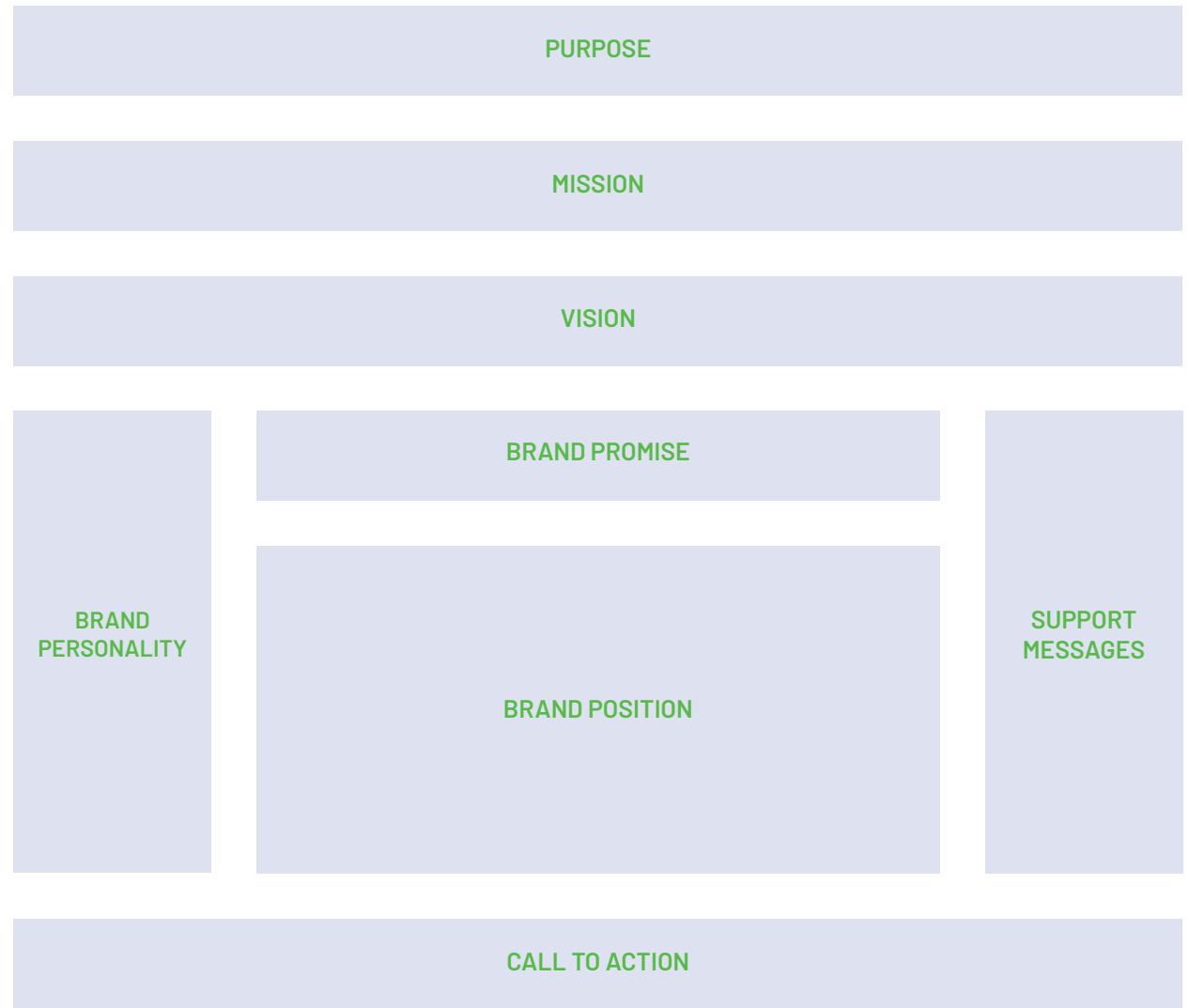
BRAND FRAMEWORK: OUR MESSAGING IS BUILT PURPOSE-DOWN

Our brand framework is the sum of elements, strategies and ideas that together tell a compelling story and inform effective communications.

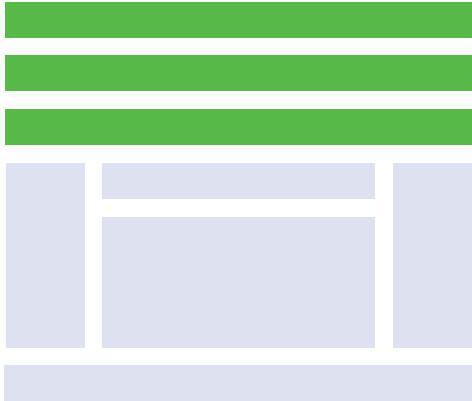
Think “purpose down.” When our purpose is our starting point our brand will naturally become dynamic and emotional.

Note: The next few pages will walk through the brand platform, section by section. This graphic will indicate the section you are in as you go:

- Purpose, Mission, and Vision
- Brand Promise
- Brand Position
- Brand Personality
- Support Messages
- Call to Action



PENTAIR PURPOSE, MISSION, AND VISION



WHAT IS A PURPOSE, MISSION, AND VISION?

Our Purpose is **why** we exist.
Our Mission is **what** we do everyday.
Our Vision is **what** we want to become
and **how** we will execute it.

PURPOSE: We believe the health of our world depends on reliable access to clean, safe water.

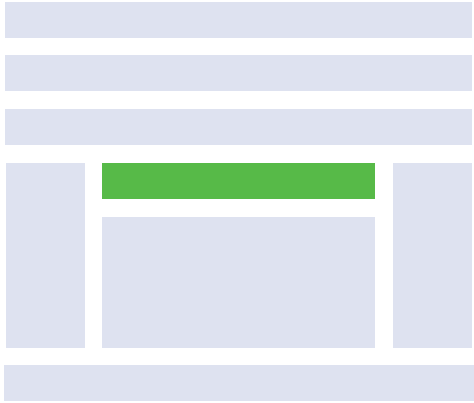
MISSION: Pentair delivers smart, sustainable solutions that empower our customers to make the most of life's essential resources.

VISION: To be the leading residential and commercial water treatment company built through empowering employees, delivering for customers and creating value for shareholders.

BRAND PERSONA

Our purpose, mission, and vision are vital to understanding “who, what, and why” of Pentair. But from a branding standpoint, we need to understand *how* a company with our purpose, mission, and vision should express itself. Think of Pentair as a person. How would we want to be described in those terms? Across all touchpoints, let's be sure we're communicating as *this* Pentair.

Passion	Courage	Collaboration	Forward Thinking
<p>We see the glass as full. Overflowing, actually.</p> <ul style="list-style-type: none"> • We meet every new day with a wide-eyed waking passion. • We pour every ounce of our passion into inspiring people to make the most of life's essential resources. For happier, healthier lives. • We burst with energy and thirst for fun. 	<p>We have the courage to lose sight of the shore.</p> <ul style="list-style-type: none"> • We challenge the status quo. We embrace risk-taking. • We are agile leaders, and agile learners. Ever-improving, because we're ever-experimenting. • We align clear intent with dedicated action. Otherwise, we're just stuck in the spin cycle. 	<p>We dive into the deep end. Together.</p> <ul style="list-style-type: none"> • We commit to our customers, our people. • We invite big dreams, diverse opinions and healthy debates. At all levels. • We run as a team. At full steam. 	<p>We will lead the way. And invite the world to follow.</p> <ul style="list-style-type: none"> • We learn from the past and look to the future. • We learn from our customers and use those insights to drive innovation. • We stay curious, and in constant pursuit of smarter, more sustainable new products, solutions and experiences that untap our collective resources' full potential.



BRAND PROMISE

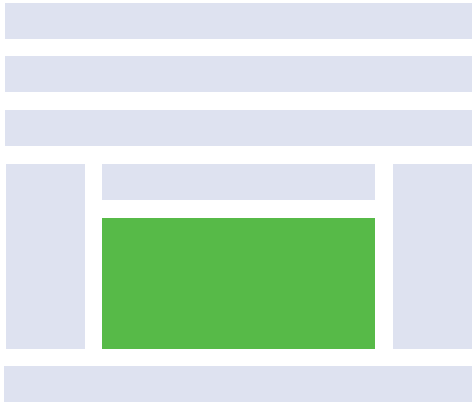
Smart Sustainable Solutions. FOR LIFE.

Smart, Sustainable Solutions.

FOR LIFE.

WHAT IS A BRAND PROMISE?

Our Brand Promise is, in essence, our emotional contract with every customer. It's a short phrase but represents a "big idea" that adds value to the lives of users and separates us from competitors. It is not intended to serve as an advertising tagline. That said, there are instances where it can be used when we want the promise to be seen, for example internally on office walls, or HR materials, and externally such as on an overhang of a trade show booth.



BRAND POSITION

Together, we inspire people to move, improve and enjoy life’s essential resources. For happier, healthier lives.

IN SIMPLER TERMS: Together, we bring essential resources to life.

Each word of our brand position has been purposely chosen.

WHAT IS A BRAND POSITION?

An outcome from the promise, a Brand Position articulates our solutions’ and services’ unique value to our customers in relation to our competition.

Like our Brand Promise, in and of itself our Brand Position is not intended to serve as an official, external-facing message or tagline. Rather, it is a statement that embodies what Pentair stands for, and is intended to inspire the brand communications we create.

TOGETHER, WE

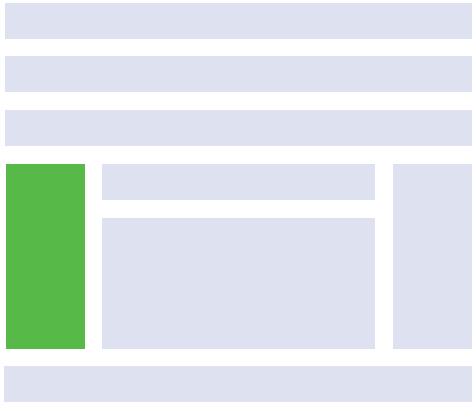
Together we:

- This is what makes this shared
- It's all of us:
 - Employees
 - Customers
 - Consumers

BRING ESSENTIAL RESOURCES TO LIFE

Bring essential resources to life:

- Plays to the highest order benefit: Quality of life
- Inspires action and collaboration on multiple levels



WHAT IS A BRAND PERSONALITY?

A Brand Personality describes the traits of the brand in human terms – the unique characteristics the brand would possess if it were a person. Vital in developing and benchmarking creative expression, tone and feel; the personality is comprised of a list of attributes.

BRAND PERSONALITY

To help guide our creative executions, these brand personality terms were selected as our foundation. The qualities of each word may be dialed up or down to suit the audience that a particular message is addressing.

Enthusiastic, inspiring

Smart, innovative

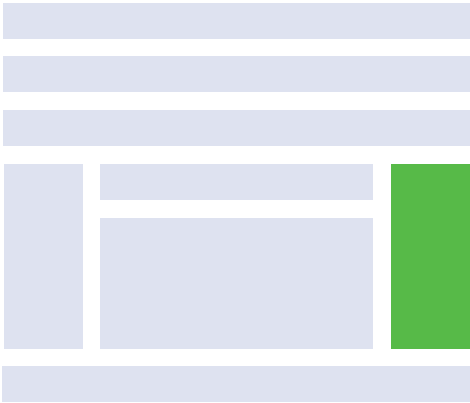
Modern, forward-thinking

Compassionate, helpful

Fun, passionate

Authentic, approachable

SUPPORT MESSAGES



WHAT ARE SUPPORT MESSAGES?

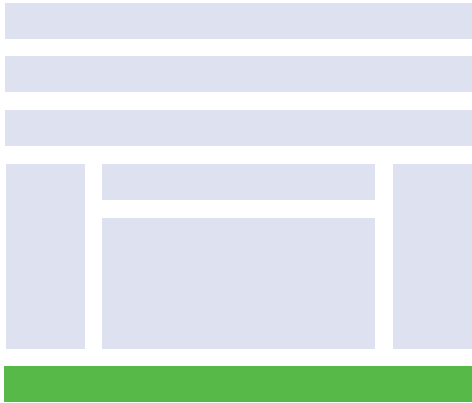
Support messages are just that – support messages, intended for use in body copy. **They are never to be used as taglines locked up with our logo.** Just as no single communication we create will speak to every aspect of Pentair's business, not every support message has to be worked into every block of body copy. **Rather, this is a selection of phrases to use/inspire you when creating materials around key themes** which will help ensure the consistency of our brand efforts.

For water-related BUs:

- Move, improve, enjoy your water.
- Happier, healthier lives.
- Bring your water to life.
- Where water truly lives.
- Smart, sustainable water solutions. For life.
- Your whole home water solution partner.

For Enterprise-level or non-water related BUs:

- Move, improve, enjoy life's essential resources.
- Smart, sustainable solutions. For life.
- Bring your (or, our, collective, essential) resources to life.
- Happier, healthier lives.
- Your resources. Our resources.
The world's resources.
- Bring your essential resources to life.
(Note: can replace "your" with "our")



WHAT IS A CALL TO ACTION?

The call-to-action is what you are asking your audience to do. The action you are driving them to take. How you want them to engage with Pentair.

CALL TO ACTION

Insist on Pentair.

As we inspire people to move, improve and enjoy their water more with our blend of products, solutions and expertise, we incorporate a call to action that infers “Pentair is the best”.

Please use “Insist on Pentair” as our default call to action in as many communications as we can - i.e. print ads, brochures, social posts where we are actively selling products/solutions. That said, there are instances such as banner ads, existing trade show booths and social posts with a “non-sales” message where this call to action is not necessary, or appropriate.

Please make special note of how this call to action is incorporated into the body copy and social post examples provided in Section 3.0 of this guide.

2.0 BRAND COMPONENTS

2.1 Brand Touch Points + Logo Use

2.2 Pentair Logo + Usage

Elements

Clear Space

Color options

Don'ts

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Secondary Colors

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2.6 Iconography

2.7 Photography

Lifestyle

Product

Water

Don'ts

2.1 BRAND TOUCH POINTS + LOGO USE

BRAND TOUCH POINTS & LOGO USE



Refer to Chapter 4 for a list of active product brands that can be locked up, and information on how to apply.

Employee business cards	✓	
Business documents (stationery, invoices, binders, employee badges, email signatures, etc.)	✓	
Products & product labels	✓	✓
Product packaging - primary and secondary ¹	✓	✓
Office & building signage	✓	
Company vehicle wraps	✓	
Company uniforms	✓	
Advertisements (print and digital) ¹	✓	✓
Sale sheets, brochures, catalogs ¹	✓	✓
Promotional items (hats, pens etc.) ¹	✓	✓
Trade show booth or event ²	✓	✓
Roll-up displays ³	✓	✓
Social media ⁴	✓	✓

1: Business' choice based on item/space available, activity, and if a product brand also being promoted (do not try to squeeze too much in).
 2: Existing booths do not need to be changed. Non-water can continue to use FOR LIFE messaging. Brand promise can continue to be used as is on booth.
 3: Business' choice based on activity, product/product brand, space available in the roll-up (do not try to squeeze too much in or use multiple logos).
 4: Business' choice based on activity, audience, and space available.

2.2 PENTAIR LOGO + USAGE

Elements

Clear Space

Color Options

Don'ts

PENTAIR LOGO

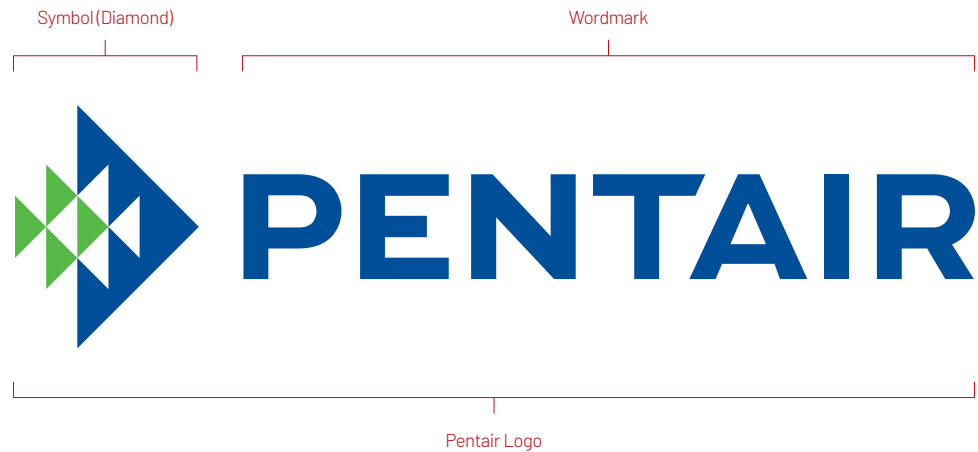
The Pentair logo comprises the symbol (diamond) and the custom-crafted wordmark, which are equally important. The Pentair symbol or wordmark should never be used alone, except when specified in the Brand Standards. The relationship between the symbol and wordmark has been established and these proportions are fixed as illustrated. **They must never be altered, separated, or modified in any way except for approved applications.**

Note: The Pentair logo cannot be translated into other languages.

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.

ELEMENTS



NOTE: Never separate the elements of the logo.

The Pentair logo is used across a variety of applications, from business stationery and publications to conference and exhibit displays. To create visual consistency across all applications we have a preferred set of Pentair logo sizes for standard use.

Note: For advice and guidance on unique applications of the Pentair logo, contact your segment's marketing team or the marketing manager, global brand.

PREFERRED SIZES

Whenever possible, the Pentair logo should be used at 1.5" (38mm), 1.75" (44.4mm), 2" (51mm), or 2.25" (57.1mm) on printed materials. It is measured from the left edge of the symbol to the right edge of the letter "R" in the logotype.

LARGE FORMAT

When a larger format Pentair logo is required for display use (e.g., banners), the brand logo may be enlarged to the required size. Remember that the relationship between the Pentair logo elements should not be altered or modified.

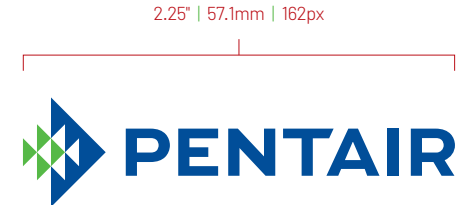
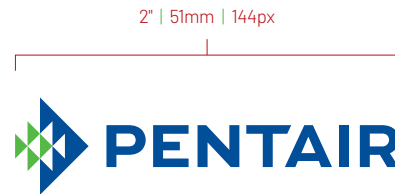
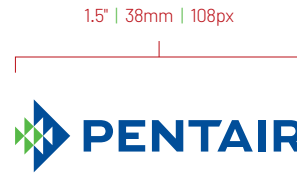
MINIMUM SIZE

The minimum size for the Pentair logo is 1.25". Below this size, the integrity of the Pentair logo is compromised and the name becomes illegible. However, for certain promotional items and technical drawings, a smaller version may be applied.

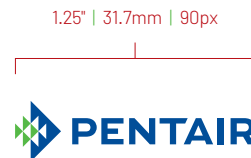
BRAND ASSETS

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SIZES (Preferred)



MINIMUM SIZE



To ensure maximum impact, the Pentair logo should always stand out from other graphic elements. The immediate area surrounding the Pentair logo has been defined as “clear space,” which should be kept clear of graphic elements such as headlines, text, or imagery.

CLEAR SPACE (Preferred)

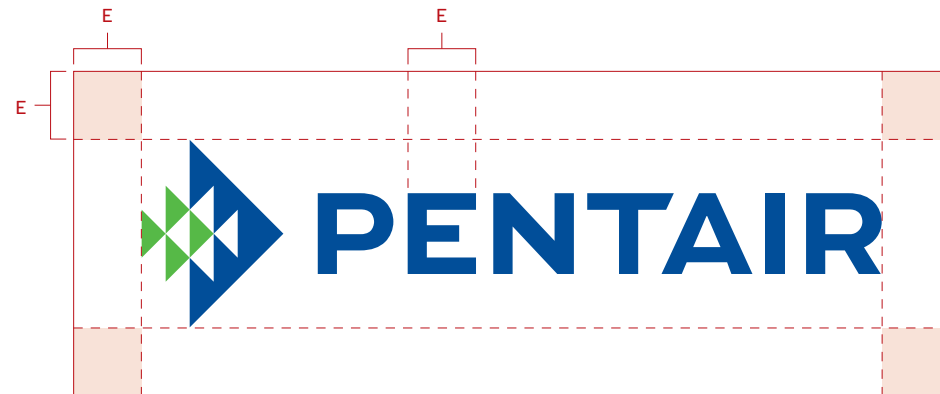
The preferred clear space is equal to E , as illustrated on this page. E is equal to the width of the “E” in the Pentair wordmark. Note that additional clear space is required for Pentair Platforms, Product Lines and Product Names.

MINIMUM CLEAR SPACE

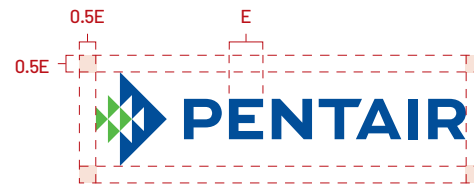
In some cases it may not be practical to use the preferred clear space (e.g., digital application, signage, etc.) — in these instances, maintain a minimum area of clear space. The minimum clear space is equal to half of E .

Note: Minimum clear space can be further reduced for unique applications, such as technical drawings. For additional advice and guidance, contact your Assigned Brand Council Member.

CLEAR SPACE (Preferred)



MINIMUM CLEAR SPACE



Two different reproduction versions of the Pentair logo are available: Full-color (preferred) and one-color logos (limited use).

FULL-COLOR LOGO (Preferred)

Our full-color Pentair logo is the preferred version and should be used whenever possible. Consistent use of the full-color Pentair logo is essential to strengthen brand recognition.

ONE-COLOR LOGOS (Limited Use)

The one-color Pentair logos are intended for use when reproduction methods prohibit the use of the full-color Pentair logo. The one-color black logo is used for special finishes such as etching, embossing or varnish applications. The reversed lockup is only to be used on dark and/or busy backgrounds, i.e., photographs.

For special case scenarios, use the Pentair blue logo when black is not permissible. This is limited to one-color applications only, such as packaging and product application.

FULL-COLOR LOGO (Preferred)



ONE-COLOR LOGOS (Limited Use)

BLACK LOGO



REVERSED LOGO



PENTAIR BLUE LOGO (Exception Only)



UNACCEPTABLE USAGE

The examples on this page demonstrate some common mistakes when applying the Pentair logo.

- Never modify the Pentair logo in any way and only use approved electronic artwork
- Apply only one Pentair logo per visual surface
- Do not link any text to the Pentair logo
- Do not shadow, bevel, stretch, or otherwise alter the Pentair logo
- Do not recreate the Pentair logo or re-typeset the logotype
- Do not grant permission for other companies to use the Pentair logo without authorization
- Do not use the Pentair logo as part of, or with, another logo
- Do not use a ™ or ® with the Pentair logo
- Do not place the Pentair logo within body text
- Do not enclose the Pentair logo in a shape

Note: For advice and guidance on unique applications of the Pentair logo, contact your segment's marketing team or the marketing manager, global brand.



Do not remove the logotype



Do not remove the symbol



Do not place the logo within body copy/text



Do not place Solutions descriptor as part of the Pentair logo



Do not use the symbol with any of our Solutions descriptors



Do not position Product Lines or Product Names as part of the logo, except where noted in Section 2



Do not add or create Solutions logos or add additional text



Do not modify the logo colors



Do not modify the position or proportional relationship of the logo elements



Do not create "themed" logos



Do not create patterns



Do not place the logo on complex patterns or backgrounds

2.3 BRAND COLORS

Primary Colors

Secondary Colors

ADA Colors

Background Colors

There are two core Pentair brand colors: Pentair Blue and Pentair Green. Our colors play an important role within our brand identity and help strengthen Pentair's brand recognition.

In addition, we have created a palette of secondary and background colors to support the primary Pentair colors. These colors are used in type and backgrounds. White plays a key role in our secondary palette, and a white background enhances the vibrancy of our colors.

COLOR CONSISTENCY

It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed below:

- **PANTONE® (Pantone Matching System, PMS)** is used for spot color offset printing.
- **CMYK (Cyan, Magenta, Yellow, Black)** is used for four-color process offset and digital printing.
- **RGB (Red, Green, Blue) and HEX (Hexadecimal)** are used for digital applications.

Note: For materials that are professionally printed, always match ink colors to the colors listed to the right, using PANTONE® professional reference color chips and formula guides.

PRIMARY COLORS

**PENTAIR
BLUE**

Printing (Coated Stock)

PANTONE® 7686 C
CMYK: 100.73.0.10

Printing (Uncoated Stock)

PANTONE® 2945 U
CMYK: 100.50.1.15

Digital

RGB: 12.52.113
HEX: 0c3471

**PENTAIR
GREEN**

Printing (Coated Stock)

PANTONE® 369 C
CMYK: 68.0.100.0

Printing (Uncoated Stock)

PANTONE® 369 U
CMYK: 55.0.95.3

Digital

RGB: 100.167.11
HEX: 64a70b

PRIMARY COLORS IN LOGO & LOCKUP



The colors shown on this page and throughout the Pentair Brand Identity Standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.

We have developed a range of secondary colors in dark and light tones to complement and support Pentair's Primary Colors. **However, this secondary palette should never overpower or take place of the primary colors.** The purpose of secondary colors is to accent areas or background elements in order to maintain brand consistency when displaying information in graphs, charts, and other visual elements.

TEXT COLOR

Black or Pentair Dark Gray should be used in type.

COLOR CONSISTENCY

It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed below:

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- **CMYK (Cyan, Magenta, Yellow, Black)** is used for four-color process offset and digital printing.
- **RGB (Red, Green, Blue) and HEX (Hexadecimal)** are used for digital applications.

Note: For materials that are professionally printed, always match ink colors to the colors listed to the right, using PANTONE® professional reference color chips and formula guides.

*** Silver Gray and Dark Gold are for offline brand materials only. Dark Gray should replace Silver Gray for online. It is not recommended that Dark Gold be used for any online materials. That color is not accessible and does not include any color variations that meet Level AA compliance.**

SECONDARY COLORS

**PENTAIR
DARK GRAY**

Printing (Coated Stock)

PANTONE® 425 C
CMYK: 0.0.0.80

Printing (Uncoated Stock)

PANTONE® 425 U
CMYK: 0.0.0.80

Digital

RGB: 88.89.91
HEX: 58595b

BLACK

Printing (Coated and Uncoated Stock)

CMYK: 0.0.0.100

Digital

RGB: 0.0.0
HEX: 000000

WHITE

Printing (Coated and Uncoated Stock)

CMYK: 0.0.0.0

Digital

RGB: 255.255.255
HEX: ffffff

**PENTAIR
BRIGHT BLUE**

Printing (Coated Stock)

PANTONE® 639 C
CMYK: 99.1.5.5

Printing (Uncoated Stock)

PANTONE® 639 U
CMYK: 95.1.11.2

Digital

RGB: 0.138.188
HEX: 008abc

**PENTAIR
SILVER GRAY***

Printing (Coated Stock)

PANTONE® 7545 C
CMYK: 58.32.18.54

Printing (Uncoated Stock)

PANTONE® 547 U
CMYK: 97.42.36.43

Digital

RGB: 45.61.72
HEX: 2d3d48

**PENTAIR
DARK GOLD***

Printing (Coated Stock)

PANTONE® 7555 C
CMYK: 0.28.98.11

Printing (Uncoated Stock)

PANTONE® 7555 U
CMYK: 0.22.80.9

Digital

RGB: 210.159.19
HEX: d29f13

**PENTAIR
IMPACT GREEN**

Printing (Coated Stock)

PANTONE® 389 C
CMYK: 21.0.85.0

Printing (Uncoated Stock)

PANTONE® 389 U
CMYK: 24.0.79.0

Digital

RGB: 208.223.0
HEX: d0df00

The colors shown on this page and throughout the Pentair Brand Identity Standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.

ADA COMPLIANT COLORS

Our Online Digital Applications colors achieve Level AA compliance based on the Americans with Disability Act (ADA) contrast requirements. Web Content Accessibility Guidelines (WCAG) require a minimum contrast ratio (4.5:1 or 3:1, depending on text size) for font colors when compared to their bounding element's background color (refer to webaim.org/resources/contrastchecker/ to check color contrast).

***ADA compliant colors should be used for all online applications where web accessibility is a concern (website, microsites, digital ads etc).**

****Light Green and Light Grey were created for online use only. Dark gray should replace Silver gray to ensure Level AA compliance. It is not recommended that Dark Gold be used for any online materials. That color is not accessible and does not include any color variations that meet Level AA compliance.**

PRIMARY ADA COLORS



**PENTAIR
BLUE**

Digital
RGB: 9.36.79
HEX: 09244F



**PENTAIR
GREEN**

Digital
RGB: 79.131.9
HEX: 4F8309



**PENTAIR
BRIGHT BLUE**

Digital
RGB: 0.110.150
HEX: 006E96

SECONDARY ADA COLORS



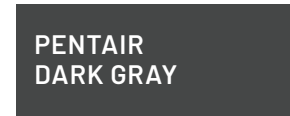
**PENTAIR
IMPACT GREEN**

Digital
RGB: 208.223.0
HEX: D0DF00



**PENTAIR
LIGHT GREEN****

Digital
RGB: 110.183.11
HEX: 6EB70B



**PENTAIR
DARK GRAY**

Digital
RGB: 70.71.71
HEX: 464747



BLACK

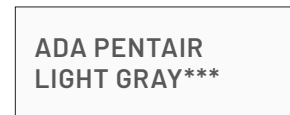
Digital
RGB: 0.0.0
HEX: 000000

BACKGROUND ADA COLORS



WHITE

Digital
RGB: 255.255.255
HEX: FFFFFFFF



**ADA PENTAIR
LIGHT GRAY*****

Digital
RGB: 249.248.248
HEX: F9F8F8

ADA COMPLIANT COLORS

Our Online Digital Applications colors achieve Level AA compliance based on the Americans with Disability Act (ADA) contrast requirements. Web Content Accessibility Guidelines (WCAG) require a minimum contrast ratio (4.5:1 or 3:1, depending on text size) for font colors when compared to their bounding element's background color (refer to webaim.org/resources/contrastchecker/ to check color contrast).

COLOR CONSISTENCY

It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed below:

- **PANTONE® (Pantone Matching System, PMS)** is used for spot color offset printing.
- **CMYK (Cyan, Magenta, Yellow, Black)** is used for four-color process offset and digital printing.
- **RGB (Red, Green, Blue) and HEX (Hexadecimal)** are used for digital applications.

Note: For materials that are professionally printed, always match ink colors to the colors listed to the right, using PANTONE® professional reference color chips and formula guides.

Khaki, Soft Gray and Seafoam Green were created for offline brand materials and were not used on the website. For digital use, these colors should not be used in applications where ADA compliance is necessary.

BACKGROUND COLORS

PENTAIR
KHAKE

PENTAIR
SOFT GRAY

PENTAIR
SEAFOAM GREEN

Printing (Coated Stock)

PANTONE® 5875C
CMYK: 9.4.31.5

Printing (Coated Stock)

PANTONE® 400 C
CMYK: 6.7.13.16

Printing (Coated Stock)

PANTONE® 559 C
CMYK: 29.2.24.3

Printing (Uncoated Stock)

PANTONE® 5875 U
CMYK: 6.3.33.6

Printing (Uncoated Stock)

PANTONE® 400 U
CMYK: 5.6.12.18

Printing (Uncoated Stock)

PANTONE® 559 U
CMYK: 26.3.23.0

Digital

RGB: 210.206.158
HEX: d2ce9e

Digital

RGB: 196.191.182
HEX: c4bfb6

Digital

RGB: 173.202.184
HEX: adcab8

The colors shown on this page and throughout the Pentair Brand Identity Standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.

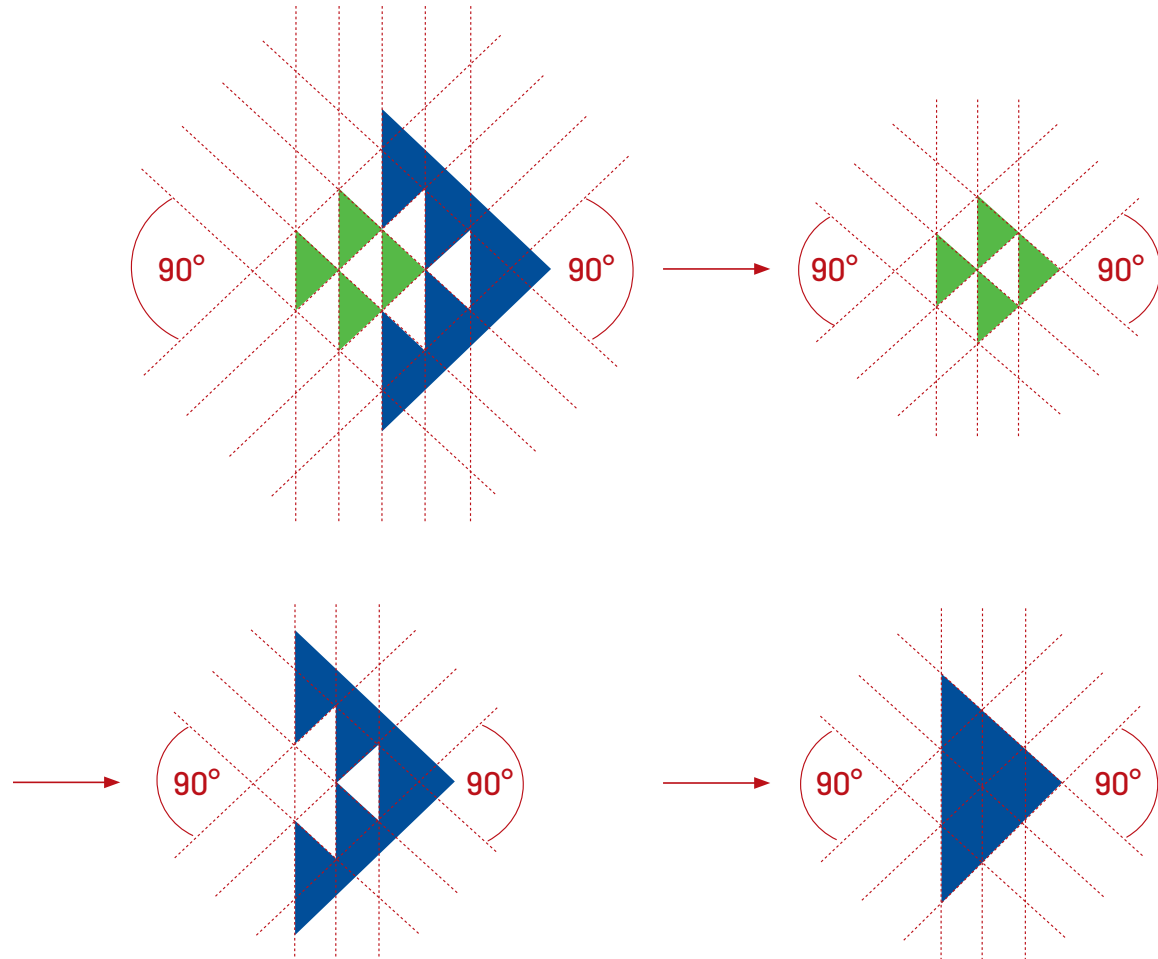
2.4 DESIGN ELEMENTS

The Pentair Signature Element
Signature Element Guidelines
Signature Element Examples
Branding Extensions & Example

THE PENTAIR SIGNATURE ELEMENT

The key brand asset that visually combines our collateral and communications is our Signature Element; which is a vital contributor identifying us as Pentair and helping us build company recognition when used appropriately. Our Signature Element is an essential component of a versatile system that can be used in various ways to maintain our brand consistency.

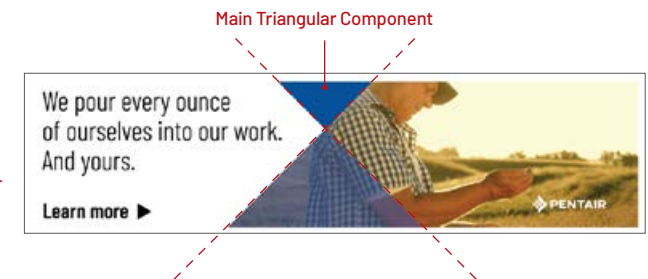
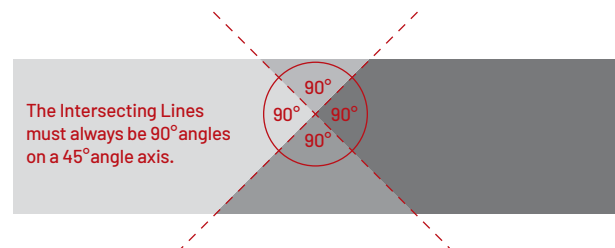
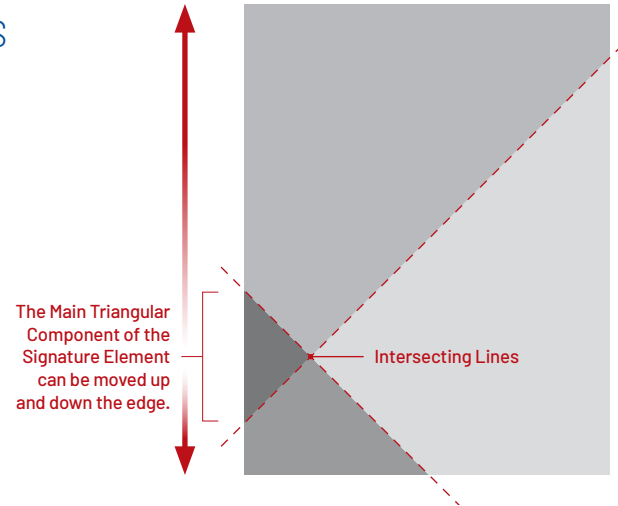
The array of triangles are not only based on our logo, but on the multi-faceted appearance of a diamond, which further supports our connection to quality.



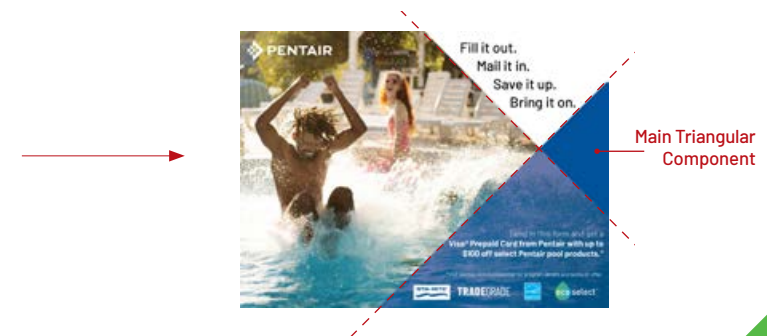
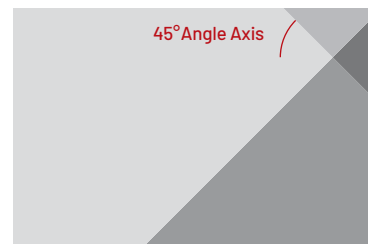
SIGNATURE ELEMENT GUIDELINES

The Signature Element may be adjusted slightly to accommodate layouts, as illustrated throughout this section. When making adjustments, be certain to maintain the following guidelines:

- Always keep the Signature Element intact when reducing or enlarging.
- Do not reduce the Signature Element less than 50% of the height of the document.
- The Intersecting Lines of the Signature Element must always be 90° angles on a 45° angle axis.
- The intersecting lines should avoid appearing in the center of the width or height of the document.
- The intersecting lines can not go beyond 85% of the width or height of any document.
- The left and right triangular components should never be equal widths; one side should always be significantly smaller (the Main Triangular Component).
- The Main Triangular Component (left, right, top or bottom) must always be a brand color at 100% Normal Opacity (refer to Section 2.3 for the approved colors).
- The Main Triangular Component should always appear as a right isosceles triangle on a 45° angle axis

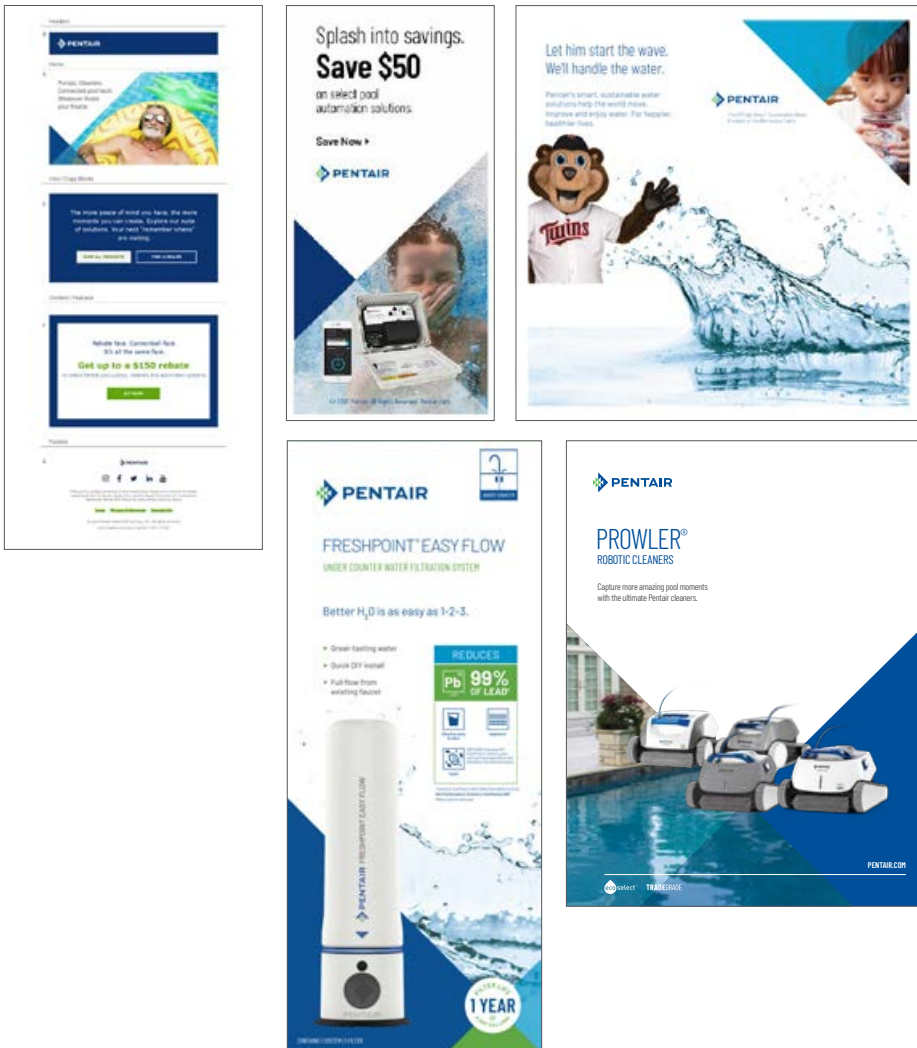


Note: For advice and guidance on unique applications of the Signature Element, contact your segment's marketing team or the marketing manager, global brand.

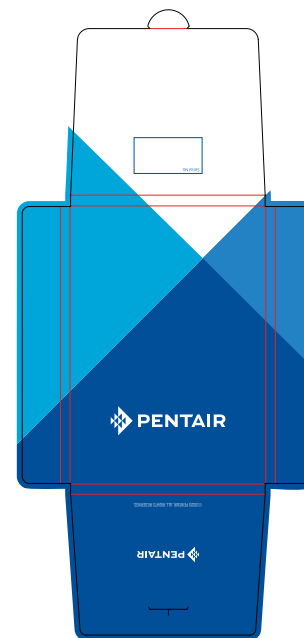


SIGNATURE ELEMENT EXAMPLES

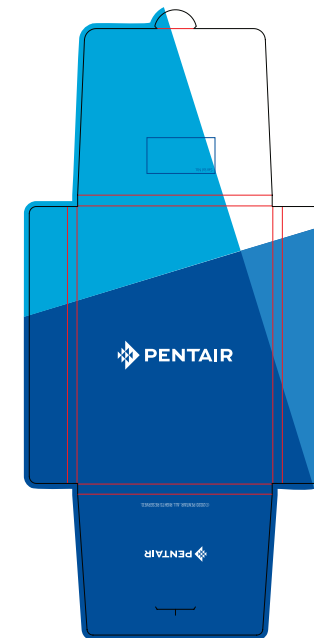
There are several ways to use the Signature Element, that allow for infinite applications of the Pentair Brand, as illustrated below and throughout.



CORRECT



INCORRECT



BRANDING EXTENSIONS

Branding Extensions can be used as strong elements to lead the reader's eye to headlines, or to accentuate a call-out box or special offer.

UNIQUE APPLICATIONS

These branding extensions may be used in brochures, catalogs, websites, etc., but should never be as large or compete with the Signature Element.

BRANDING EXTENSIONS GUIDELINES

These branding extensions may be adjusted to accommodate layouts, be certain to maintain the following guidelines:

- The Triangle must always appear as an isosceles right angle triangle (45-45-90) on either a 45° angle axis or a 90° angle axis.
- The Diamond must always appear at 90° angles on a 45° angle axis.
- The intersecting lines should never appear in the center of the width or height of the document.
- Always keep the components intact when scaling.
- The Triangle and/or Diamond should never be altered or skewed to make a polygon (or a shape other than a triangle or diamond) by bleeding off a page or anywhere else in the layout.

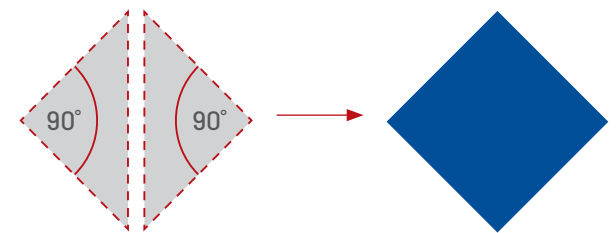
TRIANGLE

On larger layouts, the Triangle may be used in conjunction with the Signature Element, such as in the overhead hanging structure in trade show booths, as illustrated to the right. The Triangle may only be used in place of the Signature Element due to limited space in smaller layouts, such as in social media ads and web content.



DIAMOND

The diamond should be used sparingly as a secondary element in both print and digital applications. Avoid using the Diamond on the front cover of printed documents.



BRANDING EXTENSIONS EXAMPLES



DEFINING COLOR OVERLAYS

Well thought out color combinations and levels of opacity set the stage for nearly unlimited visual applications while maintaining brand consistency.

BRAND COLORS OVER IMAGERY

PREFERRED EXAMPLE TREATMENT



Color: White
Effect: 80% Screen Opacity

Color: Pentair Blue
Effect: 35% Multiply Opacity

ACCEPTABLE EXAMPLE TREATMENTS



Color: White
Effect: 90% Normal Opacity

Color: Pentair Blue
Effect: 80% Normal Opacity





Color: White
Effect: 35% Screen Opacity

Color: Pentair Blue
Effect: 80% Multiply Opacity

TRANSLUCENT TINTS

To achieve brand consistency, only the colors listed below should be used as translucent tint overlays:

	Pentair Blue		White*
	Pentair Green*		Black
	Pentair Dark Gray		Rich Black**
	Pentair Bright Blue*		
	Pentair Silver Gray		
	Pentair Dark Gold		
	Pentair Impact Green*		

* These colors are considered Light Color Overlays when referred to in the Opacity Adjustments listed below.

** Rich Black is a mixture of the CMYK colors, resulting in a darker tone than black generates alone in printing. The color build is 40% Cyan, 40% Magenta, 40% Yellow, and 100% Black.

OPACITY ADJUSTMENTS

Adjust the triangular components object effect and opacity to achieve a similar tonal value that visually matches our brand colors; the recommended values are listed below:

Lighter Brand Colors (refer to colors listed above)

Effect over light images: 70-75% Screen Opacity
Effect over dark images: 50-60% Screen Opacity

Darker Brand Colors

Effect over light images: 10-50% Multiply Opacity
Effect over dark images: 45-60% Multiply Opacity

When applying translucent colors over certain images, two of the same triangular components may need to be layered. The opacities of the layers could be the same or slightly different to achieve the preferred optimal color. An equal-sized white layer with 10-25% Screen Opacity may be placed underneath of another component to attain a more tonal value of a specific color.



1. Dark Gray, 15% Multiply Opacity
2. Green, 100% Normal Opacity
3. Blue, 50% Multiply Opacity



1. Blue, 35% Multiply Opacity
2. Dark Gold, 100% Normal Opacity
3. Rich Black, 40% Multiply Opacity



1. White, 50% Screen Opacity
2. Impact Green, 100% Normal Opacity
3. Bright Blue, 75% Multiply Opacity



1. Silver Gray, 40% Multiply Opacity
2. Bright Blue, 100% Normal Opacity
3. Blue, 75% Multiply Opacity



1. Bright Blue, 35% Multiply Opacity
2. Blue, 100% Normal Opacity
3. Dark Gray, 60% Multiply Opacity

2.5 TYPOGRAPHY

Primary Font Family
Secondary Font Family
Microsoft Font Family
Cryillic Font Family

Hello, I'm Barlow.

The primary typeface of Pentair and an essential element of the visual brand identity that is used in all our published materials.

DOWNLOAD FONTS

Barlow is a google fonts that is free and available for download:

fonts.google.com/specimen/Barlow

PRIMARY FONT FAMILY

HEADLINES: BARLOW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BODY COPY: BARLOW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BODY COPY: BARLOW MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

CALL-TO-ACTION: BARLOW SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

PRIMARY TYPEFACE

Our Primary font is Barlow light. Its weight lends a lightness that makes our brand more inviting and conversational, and adds a modern design sensibility that complements our other layout elements.

However, there are moments where Barlow bold is more appropriate. For instance, at retail, where the lighter font may wash out given the lighting in the environment. Or for our call to action, where we want to pump up the volume of our voice a bit more.

COLOR

In general, use Black or Pentair Dark Gray for all body copy.

PRIMARY TYPEFACE

BARLOW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

DIGITAL TYPEFACE

Our digital font is Barlow condensed light. Its weight lends a lightness that makes our brand more inviting and conversational, and adds a modern design sensibility that complements our other layout elements.

However, there are moments where Barlow condensed bold is more appropriate. For instance, in a web banner, social media, or where space is limited. Just use your best judgment, and do your best to make Barlow light your default font.

COLOR

In general, use Black or Pentair dark gray for all body copy.

INTERNATIONAL FONTS

Barlow can be used for several languages. For Cyrillic typefaces, use Roboto and Roboto condensed. For other languages not listed in these Brand Standards, contact your assigned Brand Council Member.

DOWNLOAD FONTS

Barlow condensed is a google fonts that is free and available for download:

fonts.google.com/specimen/Barlow+Condensed

DIGITAL FONT FAMILY

HEADLINES: BARLOW CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BODY COPY: BARLOW CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BODY COPY: BARLOW CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

CALL-TO-ACTION: BARLOW CONDENSED SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

Greetings, I'm Arial.

As the secondary typeface, used mainly when working in Microsoft applications, such as Access, Excel, OneNote, Outlook, PowerPoint, Publisher, and Word.

SECONDARY TYPEFACE

Consistent use of this secondary typeface is important for strength in brand awareness. Arial is the sans serif font used in Microsoft applications, and can be used in digital applications when Barlow is not available. As a Microsoft system font it comes standard and does not need to be downloaded.

COLOR

In general, use Black or Pentair dark gray for all body copy.

MICROSOFT FONT FAMILY

HEADLINES: ARIAL NARROW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BODY COPY: ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

CALL TO ACTION: ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

Good day, I'm Roboto.

The primary typeface of Pentair for all text using the Cyrillic alphabet.

CYRILLIC TYPEFACE

Roboto is also a contemporary sans serif font similar to Barlow and has been chosen for its flexibility, elegance, and clean appearance.

Consistent use of this typeface is important and strengthens brand awareness. Use the different weights illustrated to the right to create distinctions in text where necessary. In general, Roboto bold should be used sparingly, mainly to emphasize a main idea or theme. Therefore, it is best practice to reserve this bold weight for the main header on all published materials.

COLOR

In general, use Black or Pentair dark gray for all body copy.

DOWNLOAD FONTS

Roboto and Roboto condensed are Google Fonts that are free and available for download:

fonts.google.com/specimen/Roboto

fonts.google.com/specimen/Roboto+Condensed

CYRILLIC FONT FAMILY

HEADLINES: ROBOTO LIGHT

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

BODY COPY: ROBOTO REGULAR

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

BODY COPY: ROBOTO MEDIUM

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

CALL TO ACTION: ROBOTO BOLD

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

2.6 ICONOGRAPHY

ICONS

At Pentair, icons are used to assist copy in representing instructional and actionable meaning.

Categories include:

BADGES

These are specific to Pentair, representing an internal and/or external program or application. Badge designs draw inspiration from master branding elements such as the logo, Signature Element, and color palette. Any badge should be approved by the Pentair global brand manager before use.

PRIMARY ICONS – PENTAIR APPLICATIONS

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.

There are several different libraries of icons that are specific to Pentair and to the communication channel.

They include:

OFFLINE ICONS

Usually icons that are used in offline applications including Pentair product Packaging, Brochures and Catalogs, etc. These icons are usually boxed, with 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. For more details on Offline Icons please see the Packaging section in Chapter 6. A selection 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.

EXAMPLES OF PENTAIR BADGES



EXAMPLES OF PENTAIR PRIMARY ICONS / OFFLINE ICONS

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

SEE ADDITIONAL ICONS
IN PACKAGING & LABELS
CHAPTER 6

DIGITAL ICONS

Digital icons are used in online applications like websites and Email templates. The designs are simple and clean. They should use the brand colors but unlike offline icons, are unboxed. Icons should not drop below 16x16px in size. A specific set of icons exist that were developed for Pentair.com and can be found in the brand materials section of mypentair.com. It is also possible to use offline icon designs, without using the box.

If you cannot find an icon that meets your needs, or for further assistance, contact your segment content marketing manager.

SECONDARY ICONS:

If a specific icon does not yet exist for your needs, you can find a selection of free icons available from <https://fontawesome.com/icons?d=gallery&m=free> Please use them in the Pentair brand color palette when possible. For further assistance, contact your segment content marketing manager.

ICONS FOR APPS /APP STORES:

Before the development of any icons for apps or App stores, please contact the global brand manager. Such icons need alignment and approval by the Segment Marketing VP and the Pentair global brand manager before use.

EXAMPLES OF DIGITAL ICONS



Residential



Commercial



Industrial



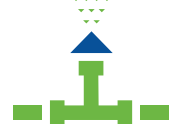
Municipal & Infrastructure



Agriculture



Water & Fluid Treatment



Water & Fluid Movement

EXAMPLES OF SECONDARY ICONS (FONT AWESOME)



EXAMPLES OF APP ICONS



PENTAIR PRO



PENTAIR HOME

SEE ADDITIONAL ICONS
IN PACKAGING & LABELS
CHAPTER 6

2.7 PHOTOGRAPHY

Lifestyle

Product

Water

Don'ts

ROYALTY-FREE STOCK PHOTOGRAPHY

Most of the non-product imagery currently used at Pentair is sourced from stock photography services (Getty Images, iStock etc). A selection of lifestyle images for use in Pentair communications are available for download in the Brand Materials section of mypentair.com. Usage rights for these images have been obtained for use by Pentair. If you cannot find a suitable image, please contact the relevant content manager for your segment/business, or the marketing manager, global brand, for help.

Note to Content Managers: It is very important that any imagery used in Pentair communications - stock or created by an agency - have appropriate usage rights secured and documented before use. Second, all imagery should be stored in the Pentair AEM DAM with the associated usage rights and details. For help please contact the Enterprise Digital Manager.

PHOTOGRAPHY

Photographically, we always want to live inside the moment. Meaning we're not idle observers. We dive in. We create energy. We capture the small details. Because, so often, the smaller the detail - the more universal the appeal.

Most of the non-product imagery currently used at Pentair is sourced from stock photography services (Getty Images, iStock etc). When choosing imagery, try to select those that bring what you're creating to life. Imagery that finds a more intimate perspective (i.e. instead of a photo of a child jumping into dad's arms from the side, show that moment from dad's perspective - awaiting the child's arrival.) Push in on photos to get closer to the moment. Find the humanity in every visual—consumer and industrial. Do your best to avoid the stock family posing for the portrait and the cliché business handshake. In general, look for the photos that add dynamism, reliability and/or romance, and create a story in themselves.

In selecting an image, do keep in mind some overall considerations that the image is not contrary to our sustainability objectives. Also, safety /PPE should be noted, especially for relevant industrial and manufacturing images.

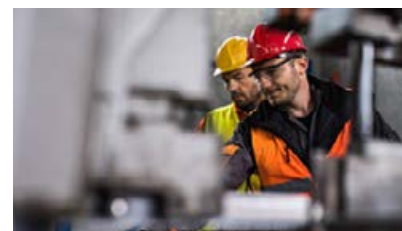
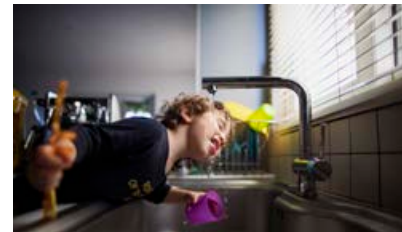
Tier 1	Photographs where the subject is not looking directly into the camera.
Tier 2	Photographs where the subject makes eye contact with the viewer.
Tier 3	Photographs that focus on details of human elements.
Tier 4	Photographs that concentrate on the outcome of our solutions.

LIFESTYLE IMAGES - TIER ONE

Our preferred imagery focuses on photographs where the lead character is not looking directly into the camera. This way, viewers do not feel threatened – and are invited into the photos to explore the action taking place.

For Tier One photography, avoid overly staged photos. Candid, in-the-moment shots are preferred. For example, a photo of a child drinking from the faucet (as in the center image in the grid) is preferred over a child posed and smiling with a glass of water. Similarly, for industrial applications, a well-lit photo of a person going about their work is preferable over a somewhat ubiquitous staged stock shot of two people shaking hands.

EXAMPLES



LIFESTYLE IMAGES - TIER TWO

When there is less action in an image, having the lead character make eye contact with the viewer is acceptable. This approach helps to impart a more immediate tone.

For Tier Two photography, we are still looking for candid, lifestyle moments, both in residential and industrial settings. While the subject is looking into the camera, they don't have to be posed. Look for photos that feel as if the subject or subjects were in the middle of an action and then turned toward to camera for the photo, rather than being posed for the photo.

EXAMPLES

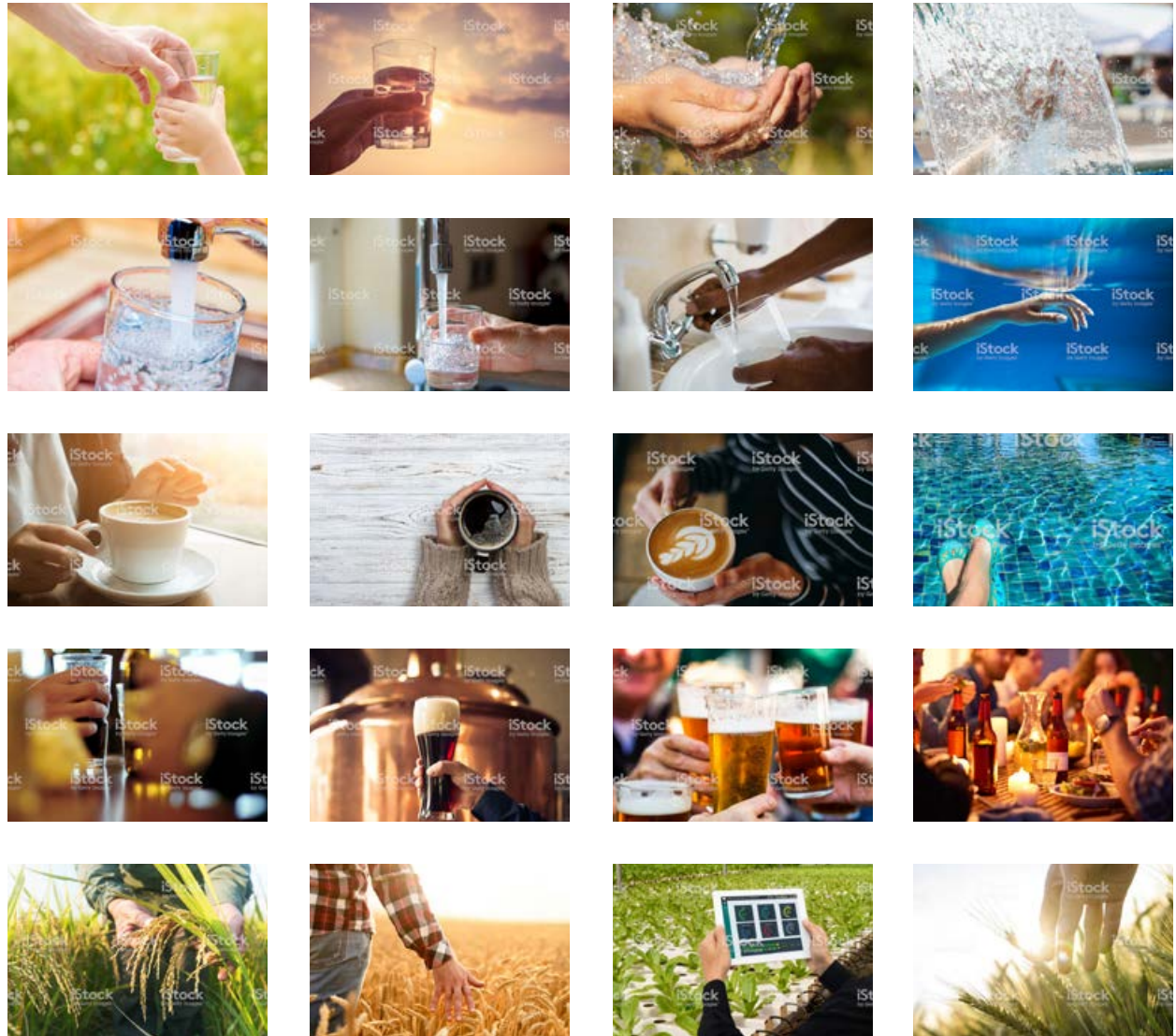


LIFESTYLE IMAGES - TIER THREE

Extending the human presence established in previous tiers, this acceptable usage of imagery focuses on a detail of the human element, promoting a more emotional approach.

Tier 3: Extending the human presence established in previous tiers, this acceptable usage of imagery focuses on a detail of the human element (e.g. a hand) interacting with a product or environment, promoting a more emotional approach.

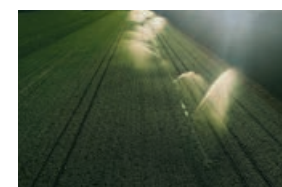
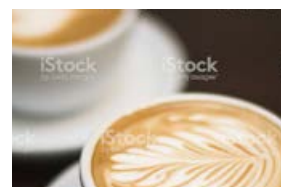
EXAMPLES



LIFESTYLE IMAGES - TIER FOUR

To ensure a wide range of acceptable imagery, these visuals concentrate on objects and products that viewers experience through our solutions. The human element is not present, but is implied.

EXAMPLES



PRODUCT IMAGERY

Use images that reflect a clear representation of our product offerings. Images that are straightforward with attention to detail; no photo distortions, artificial filters or gimmicks. Lighting should be clear and sharp. The preferred view is the front angle, but the brand standards allow for additional angles when dictated by the product. Backgrounds are white or colors that provide sufficient contrast to enhance product details clearly and effectively.

CROPPING AND COMPOSITION

Our images are cropped tightly and reveal clear, sharp product details. The product images should appear simple and uncluttered, never busy or complicated.

For consistency, when using more than one product in a grouping, ensure that the same camera angle and shadows are used.

LIGHT

Lighting should be bright and clear. Images should not appear washed-out in appearance. Light should be straightforward with no shadows or effects.

TEMPERATURE

The overall “temperature” of our images should be natural (white), not overly cool (Pentair Blue) or overly warm (yellow or Pentair Green).

EXAMPLES OF IN-ENVIRONMENT PRODUCT IMAGES



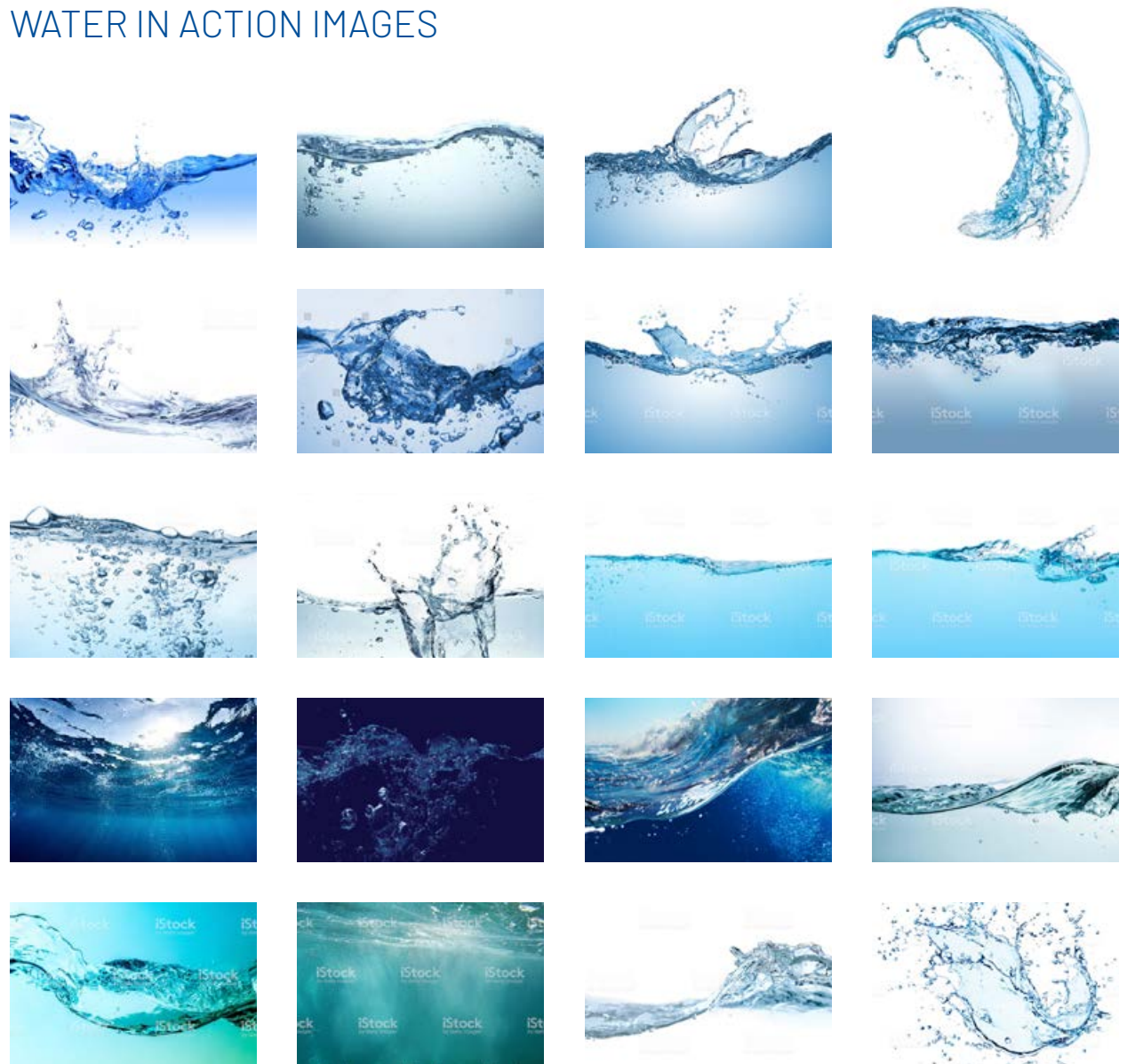
EXAMPLES OF KEYSHOT RENDERINGS AND CUT-OUT PRODUCT IMAGES



WATER IN ACTION PHOTOGRAPHY

Energetic and dynamic are the main photographic attributes of our 'water in action' imagery.

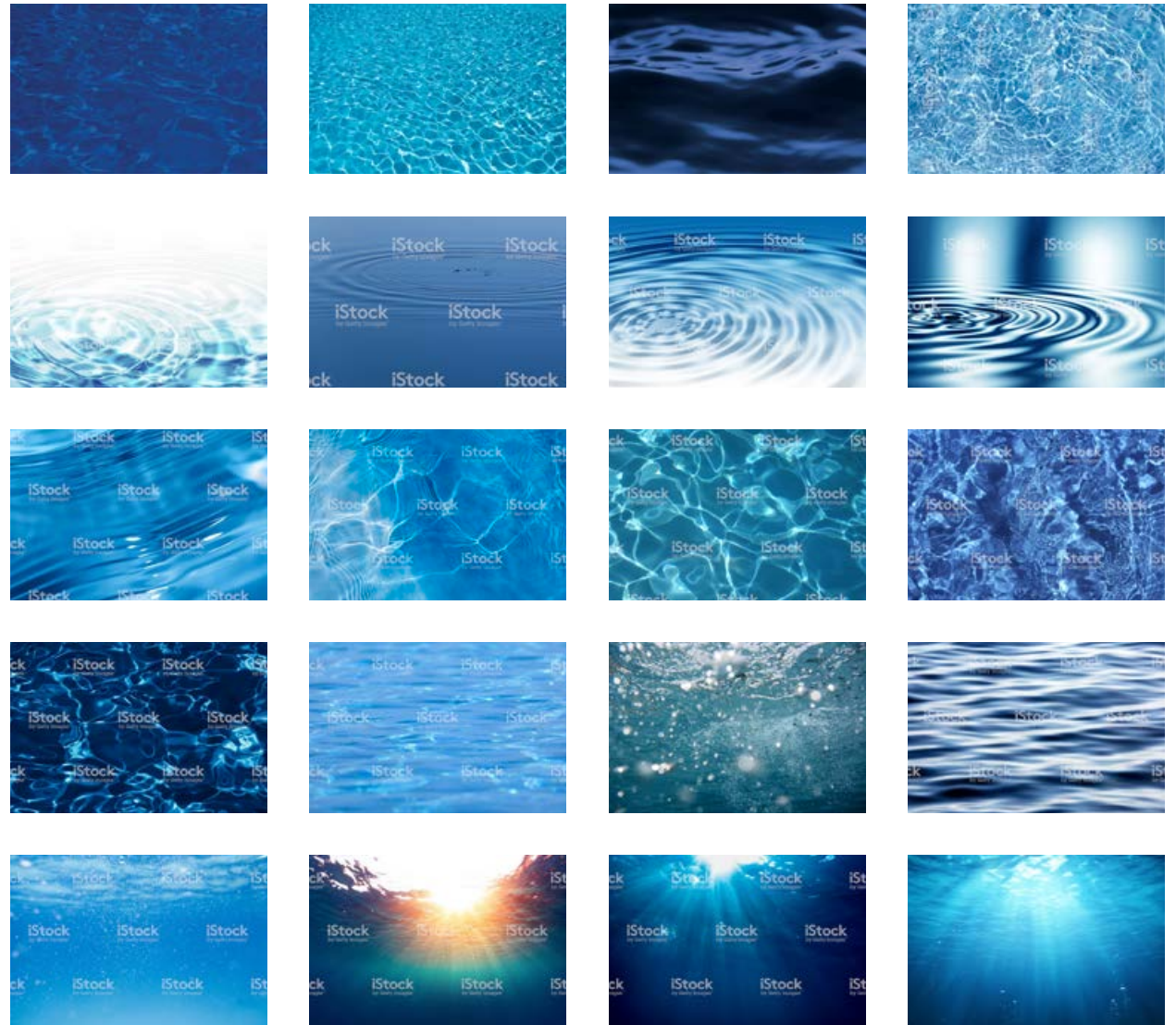
WATER IN ACTION IMAGES



WATER AS PATTERN PHOTOGRAPHY

When used as a pattern, our water imagery supports the qualities of clean, reliable and accessible water.

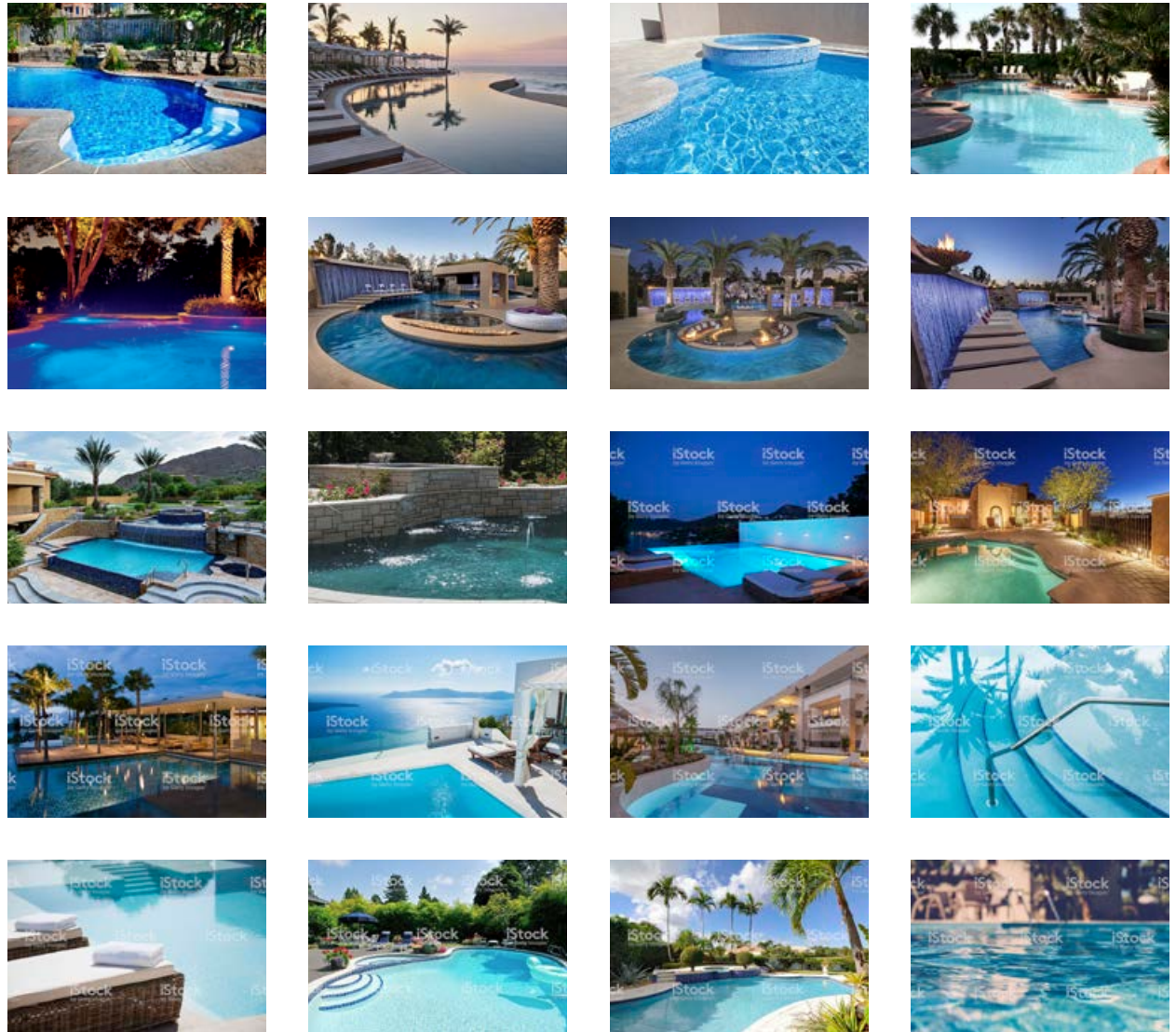
WATER AS PATTERNS IMAGES



WATER IN CONSUMER SETTINGS PHOTOGRAPHY

Our 'water-in-consumer-settings' imagery additionally fortifies our belief that a person's experience with water is pure enjoyment, relaxation and satisfaction.

WATER IN CONSUMER SETTINGS IMAGES



In general, when selecting photography not available in our Imagery Library, follow the specifications below:

1. Do not use images that appear staged or posed. Images should appear realistic and believable.
2. Do not use images depicting forced or overly-staged themes that have been repeatedly seen.
3. Do not use images that are warm in temperature – our images should be cool and crisp.
4. Do not use images depicting an unfavorable aspect or overly-cluttered scenes that have too much going on in the subject matter.
5. Do not crop images too closely making the product unrecognizable.
6. Do not use product images that are washed out against backgrounds and lack contrast unless specific feature call-out.
7. Do not use images with “motion blur” or that appear out of focus.
8. Do not use clip art – our brand only includes photographic imagery.

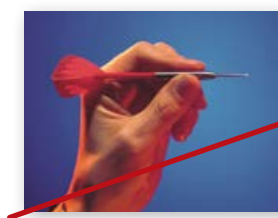
Also, avoid the following issues:

- Imagery depicting products in distorted angles
- Adding digital effects to images.
- Overly sophisticated or moody imagery.
- Propped or “themed” imagery.
- Overly-stylized imagery.
- Artificial lighting or superficial filters.
- Duotones or sepia tones.
- Feathered edges or blurry images.

IMAGERY USAGE DON'TS



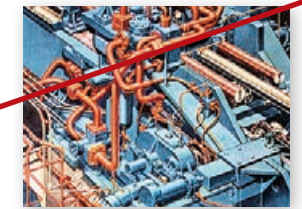
1.



2.



3.



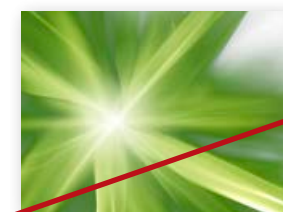
4.



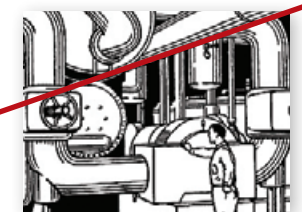
5.



6.



7.



8.

3.0 BRAND VOICE & TONE

Introduction

Personality

Consumer Headlines

Industrial Headlines

Body Copy

WRITING STYLE

There is no more important component of our brand than our writing style. Much more than just grammar, punctuation, and spelling, this element of our brand communications is how we reinforce our brand's distinctive personality. The guidelines that follow help us strike a uniquely Pentair tone and voice. Across all brand communications.

VOICE & TONE

To help guide our writing, these brand personality terms were selected as our foundation. The qualities of each word may be dialed up or down to suit the audience that a particular message is addressing. And the part of the world our communications are intended for.

Enthusiastic, inspiring

Smart, innovative

Modern, forward-thinking

Compassionate, helpful

Fun, passionate

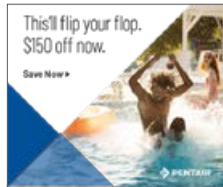
Authentic, approachable.

Pentair is a global brand. So we need to write in a way that allows more personality to come through, while being mindful of the translation and sensibility across cultures, countries, and languages. Put another way, what is playful in North America may not work in other parts of the globe. When developing communications in languages other than English, use your best judgment to bring this character to life, using word choice and tone that best reflects the culture and business.

BRAND PERSONALITY		BRAND VOICE: doesn't change; guides the tone		TONE OF VOICE: Which tone you choose will depend on the customer you're talking to, and at what stage of the journey they are at	
Characteristic	Description	Pentair IS	Pentair IS NOT	When writing, DO:	When writing, DON'T:
Passionate	We put our passion into our collective purpose, to provide solutions to help people move, improve and enjoy life's essential resources.	Enthusiastic Inspiring Vigorous & life-loving Quick-witted Whimsical Colorful Playful & Fun Dynamic Dedicated	Boring Unfocused Self-centered Extreme/ over-powering Content Negative Stoic	<ul style="list-style-type: none"> Share knowledge and information about our products and solutions optimistically, and with a smile. Comment with enthusiasm. Share stories of real customers who are living happier, healthier lives because of Pentair. When writing about products & solutions, speak to features and benefits in interesting, human ways, or tie headlines to moments/outcomes they help create. Balance "Facts with Flair" - e.g. in longer form/industrial-side communications, don't worry about having to write every line to be fun and splashy. Add personality in introductory moments like headlines, benefit lines on covers or in subheads in the piece. Rather, simply add personality in marquis moments like benefit lines on covers, in subheads/callout copy throughout the piece. Use colorful examples that highlight the essential moments/outcomes our solutions help facilitate. Even in moments where we need to address potential worries like hurricane season, flooding, or contaminants, stay positive. Be colorful and quick-witted; use observational humor, though don't worry about having to write every line to be fun. Use strong, energetic and inspiring active verbs. Be champions for the industry. 	<ul style="list-style-type: none"> Oversell, overpromise, or overpower any given communication with too much personality and/or excessive exclamation points. In fact, reserve the "!" excitement for extremely rare instances. And never, ever sound cynical or use scare tactics. Avoid the use of too much slang or jargon, and be careful not to become overly "punny" or use overplayed examples. Never write in passive voice. Never limit your language to merely listing product features and/or writing headlines as general platitudes or flat statements of fact.
Courageous	We challenge the status quo and are ever-improving.	Confident Wise Agile Risk-taking Intentional/ Purposeful	Boastful Know-it-all Arrogant Reckless	<ul style="list-style-type: none"> Be confident and purposeful. Create opinion pieces/white papers/blog posts with strong POVs. Speak of innovations in the spirit of "brave, new ideas and applications." Be proactive in planning social posts and for potential responses. Explore different doorways into the moments we're writing to. E.g Write five potential headlines to the same post, and pick the most tonally appropriate/ emotive one. In areas where we have expertise, a stellar rating/track record, speak proudly and self-assuredly. And always remind people to "Insist on Pentair" when possible. 	<ul style="list-style-type: none"> Don't lose sight of audience and core message. Also, don't be either overly boastful or too passive when sharing good news/awards/recognition.
Collaborative	We run as a team and commit to our customers	Helpful & human Reassuring Compassionate Approachable & Authentic Trustworthy Warm	Self-centered Cold Divisive Combative Impulsive	<ul style="list-style-type: none"> Use "lets" language. Be friendly and supportive. Write as the helpful hand. E.g. create original content or share content we are tagged in that we know our customers would greatly benefit from. When problems arise, respond promptly and professionally. Be inviting, friendly, and inspire your audience to take action. 	<ul style="list-style-type: none"> Don't create content or make comments in ways that show we are not here to help. Don't bash our competitors. Avoid writing everything from our perspective with way too much "we" and/or too many superlatives ("-est") in the copy. Also, do not use idioms that don't translate (if speaking to different geographic or cultural audiences), or be too casual in writing style. We are gettable and friendly, not confusing and unprofessional.
Forward thinking	We learn from the past and look to the future	Smart & Modern Insightful User friendly Unconventional	Clunky/awkward Impractical Rigid Complicated Long-winded	<ul style="list-style-type: none"> Write as the relatable expert (approachable Einstein). Share trends, offer fresh takes and POVs on where the industry is headed, but in terms people can wrap their heads around. Create and share content that underscores our commitment to smarter, more sustainable solutions. Anticipate questions and be prepared to respond to comments. From a style standpoint, use clear, clean, crisp language. Keep headlines short and clever, as simple = sophisticated. In longer content pieces, interject short, snappy, and clever subhead/section titles to aid in skimming. 	<ul style="list-style-type: none"> Don't be too academic, too dry/drab, or too long-winded/ overexplanatory. Avoid using long blocks of support copy. Don't create content that merely dwells on past innovations - celebrate our history of innovation and then turn the reader's attention to what our innovations mean for the future/our commitment to being the first to the best of what comes next.

CONSUMER LANGUAGE

The headline leads your story. It's the hook, an idea or statement that compels the reader to continue reading the body copy. The best headlines are usually short, sweet, and convey a single key idea. While they can contain a sense of irony, humor, drama, human truth, there should be only one twist, one clever play that draws the reader in. And plays off the image, the product, and the moment. Again, be mindful of translation and cultural understanding.



HEADLINE EXAMPLES

BRAND/TOTAL WATER MANAGEMENT SOLUTIONS:

We make water look so good the glass is full of itself.

Say hello to better water.

Let's take your home to a happier, healthier place.

We'll turn your H₂O into H₂-whoa!

Give your water the VIP treatment.

Save money. Save energy. It's a win-win – with water wings.

Your water's best friend. End-to-end.

POOL:

Is it possible for a pool cleaner to completely clear the mind? Pumps. Cleaners. Connected pool tech.

Whatever floats your floatie.

The best heat pump parts and the right gas-fired pieces. Together, for the first time.

The most energy-efficient pool pump under the you-soaked sun.

Heats water so fast it makes the sun sweat.

RESIDENTIAL PUMPS:

Just put one in. See what emotions start surfacing.

Our sump pumps are really sumpin' somethin'.

Shower happily, with your water volume turned on "perfect."

Honey, I've shrunk the power bill.

FILTRATION:

Your towels' fluff factor will earn two cute, tiny thumbs up.

Softer water. Softer skin. Not a very hard choice, is it?

Water, the ultimate life savor.

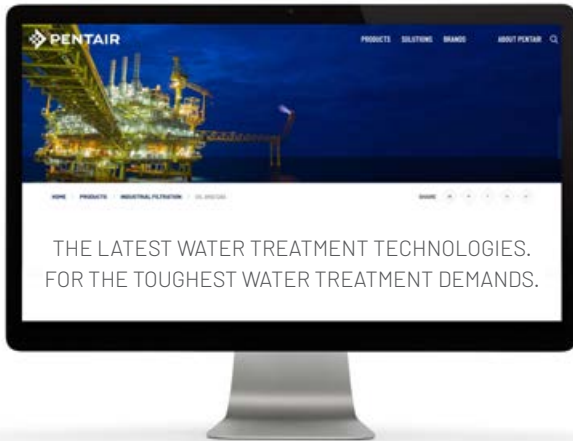
For tap water that tap dances on the tongue.

Sing in the shower with your water volume on "perfect."

INDUSTRIAL LANGUAGE

Because the world of Pentair spans well beyond a consumer audience, our goal will be to infuse our personality into our industrial communications in a way that is suited to the different audiences we speak to around the world.

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



HEADLINE EXAMPLES

BRAND/TOTAL WATER MANAGEMENT SOLUTIONS:

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

Smart, sustainable solutions for your smart, sustainable business.

FOOD SERVICE:

Behind every perfect drip is the perfect drop.

BEV & BREW:

Better water. A beauty in the eye of the beer holder.

MUNICIPAL WATER TREATMENT:

The latest water treatment technologies. For the toughest water treatment demands.

FIRE SUPPRESSION:

When duty calls, be sure your pumps respond.

FOR SINGLE STAGE PUMPS:

Proudly earning HVAC's oil seal of approval.

They may be quiet. But they're making noise in the industry.

This'll put some pep in your power frame.

FOR SUBMERSIBLE TURBINE PUMPS:

The Submersible Turbine Pump that surfaces new levels of performance.

Corrosion won't build. Trust, however, is another issue altogether.

When it's crew vs. clog. Clog cannot win.

POOL:

The brightest ENERGY STAR® in the swim-osphere.

Turn an easy install into a moment that shines through to the soul.

"FOR LIFE":

Healthy nourishment. FOR LIFE.

Powerful solutions. FOR LIFE.

This is where you can really let the brand voice sing, while speaking to the various support messages mentioned earlier in this guide. As a general rule, less is more. Although there will be places where long copy is more appropriate. In all instances, bring our tone words to life using short, precise sentences.

BODY COPY EXAMPLES (FOR BROCHURES, WEB COPY, PRINT ADS, ETC.)

HOW WATER GETS FROM POINT A TO POINT “WEEEEE!”

Monitor and control your pool's every function, with the push of a wrinkly finger. With the IntelliConnect™ System, from Pentair. It gives you peace of mind so you can take in all the moments your pool has to give. Let's bring your water to life. **Insist on Pentair connected pool solutions. For more, visit Pentair.com.**

WATER. THE ULTIMATE LIFE SAVOR.

Veggies lost their vibrancy? Al dente, al dull? End your cooking woes with better water. Pentair's DIY Home Series of under sink filtration solutions are the easy-to-install way to improve your water's taste and smell. And soften its hard edges. Let's bring your water to life. **Insist on Pentair for your water filtration needs. For more, visit Pentair.com.**

QUICK. WHAT'S TWO PARTS HYDROGEN, ONE PART OXYGEN, AND ALL PARTS PENTAIR?

Water. The source of your passion, and ours. So let's dive into the deep end, together. To inspire more of your customers, in more places, to move, improve and enjoy their water in safer, smarter, more sustainable ways. **Insist on Pentair for happier, healthier lives. For more, visit Pentair.com.**

WATER MAY BE THE DRIVING FORCE OF NATURE. BUT YOU, FRIEND, ARE AT THE WHEEL.

For every moment water touches your day, Pentair has a solution to help you move, improve and enjoy it throughout your home even more. So that your water flows, filters and fun-times forward. Let's bring your water to life. **Insist on Pentair for your total home water management needs. For more, visit Pentair.com.**

TURN AN EASY INSTALL INTO A MOMENT THAT SHINES THROUGH TO THE SOUL.

Microbrite Color and White LED pool lights, from Pentair. The most vibrant pool lights in their class, and the most versatile way to upgrade older lighting systems. Let's bring your customers' water to life. **Insist on Pentair for your pool lighting needs. For more, visit Pentair.com.**

4.0 BRAND PORTFOLIO

4.1 Brand Architecture Strategy
& Product Brands

4.2 Logo Structure & Application:
Pentair + Product Brand (Sub-brand)

4.3 Logo Structure & Application:
Pentair and No Product Brand
(Product Name Only)

4.4 Other Guidelines for Logo Application

4.1 BRAND ARCHITECTURE

STRATEGY & PRODUCT BRANDS

MASTER BRAND

Definition: A specific overarching brand name that serves as the main anchoring point on which all underlying products are based.

At Pentair we operate with a “Master brand” brand architecture strategy, where our portfolio of products and solutions fall under the name of the Pentair master, or parent brand.

This structure, and consistent application of our Pentair brand identity on all levels, makes for a consistent experience, minimizes confusion, and builds equity for the Pentair brand with our customers, employees and investors.

PRODUCT BRAND / SUB-BRAND

Definition: A solution/product/service that is affiliated with a parent brand with a distinct name. Can be differentiated by product line, type, pricing, positioning or channel.

At Pentair: There is a number of approved, active product brands (sub brands) in our portfolio. Many of these came to the Pentair family via acquisition ie. Myers, Everpure, Haffmans etc. Today, we have a select, approved list of active product brands that should be used in conjunction with, and secondarily to the Pentair brand name as a sub-brand.

Any new product brand not on the list needs to be approved by the Global Brand Council.

PRODUCT NAME (PRODUCT FAMILY NAME)

Definition: A product or family of multiple SKU's all marketed under a single name.

At Pentair, product names can be used with the Pentair brand only, such as Pentair Dorado pool cleaners or Pentair EasyFlow water filters.

Product names can also be used in conjunction with Pentair + a product brand (subbrand). Examples include Pentair Myers Predator series submersible well pumps, or Pentair X-Flow Xiga applications.

MASTER BRAND



APPROVED LIST OF PRODUCT BRANDS (SUB-BRANDS)

- Aurora
- Autotrol
- Berkeley
- Codeline
- Everpure
- Fairbanks Nijhuis
- Fleck
- Flotec
- Goyen Mecair
- Haffmans
- Hydromatic
- Hypro
- Jung Pumpen
- Myers
- Omnifilter
- Onga
- Pelican
- Pentek
- Pro-Source
- Sherwood
- Shurflo
- Siata
- Simer
- Southern Cross
- Sta-Rite*
- Structural
- Südmo
- Union Engineering
- Wellmate
- X-Flow

* **Note:** The Sta-Rite product brand for Residential Flow business is used locked up with the Pentair logo, as described in this chapter. For guidelines on how to use the Sta-Rite pool product brand, please contact the Consumer Solutions Pool content marketing team, or the marketing manager, global brand.

4.2 LOGO STRUCTURE & APPLICATION: PENTAIR + PRODUCT BRAND (SUB-BRAND)

The product brand should always be used with the Pentair logo in the logo lockup artwork, with a few exceptions.

The vertical application is the preferred way to use the Pentair Product Brand logo, including applications on packaging, brochures and catalogs, ads, etc.

The horizontal version of the Pentair Product Brand Logos are also available when space is limited and the preferred vertical versions can not be used.

These logos are available in black when color is limited, and in white when reversed against a dark background.

BRAND ASSETS AND FILES

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.

Note: If a product brand logo is not shown here, please contact your segment content manager or Manager, Global brand for more information .



PRODUCT BRAND LOGOS (Vertical - Preferred Application)



* **Note:** The Sta-Rite product brand for Residential Flow business is used locked up with the Pentair logo, as described in this chapter. For guidelines on how to use the Sta-Rite pool product brand, or if any other product brand you are using is not shown here, please contact the marketing manager, global brand.

The vertical application of the Product Brand logo is the preferred, including applications like packaging, brochures and catalogs, ads, etc.

The horizontal version of the Pentair Product Brand logos are also available when space is limited (ie. small product labels, banner ads).

Logo lockups are available for these approved product brands listed here.

For any product brand not shown here, or for exceptions, please contact your VP Marketing or Marketing manager, Global branding for assistance.


BRAND ASSETS & FILES

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.

Important: Do not create any logo lockup artworks yourself. Use only approved logos for reproduction. Files of the logo lockups are available for download in the Brand Materials section on mypentair.com.

These logos are available in color, in black when color cannot be used, and in white when reversed against a dark background.

PRODUCT BRAND LOGOS (Horizontal)

-  **PENTAIR** AURORA
-  **PENTAIR** AUTOTROL
-  **PENTAIR** BERKELEY
-  **PENTAIR** CODELINE
-  **PENTAIR** EVERPURE
-  **PENTAIR** FAIRBANKS NIJHUIS
-  **PENTAIR** FLECK
-  **PENTAIR** FLOTEC
-  **PENTAIR** GOYEN MECAIR
-  **PENTAIR** HAFFMANS
-  **PENTAIR** HYDROMATIC
-  **PENTAIR** HYPRO
-  **PENTAIR** JUNG PUMPEN
-  **PENTAIR** MYERS
-  **PENTAIR** OMNIFILTER
-  **PENTAIR** ONGA
-  **PENTAIR** PELICAN
-  **PENTAIR** PENTEK
-  **PENTAIR** PRO-SOURCE
-  **PENTAIR** SHERWOOD
-  **PENTAIR** SHURFLO
-  **PENTAIR** SIATA
-  **PENTAIR** SIMER
-  **PENTAIR** SOUTHERN CROSS
-  **PENTAIR** STA-RITE *
-  **PENTAIR** STRUCTURAL
-  **PENTAIR** SÜDMO
-  **PENTAIR** UNION ENGINEERING
-  **PENTAIR** WELLMATE
-  **PENTAIR** X-FLOW

* **Note:** This lock-up treatment of Sta-rite is used for the Residential Flow business. For treatment of the Pool Sta-rite product brand, please contact the marketing manager, global brand.



COMPONENTS AND COLORS

These components have been configured to be used with the Pentair Logo. This relationship between these elements has been established and the proportions are fixed as illustrated and stated below:

- **Product Brand** – Height of the “P” in the Pentair Logotype, typeset in Barlow Medium, Uppercase, -30 Kerning/Tracking, Pentair Dark Gray.
- **Product Name** – Height of Pentair logotype icon, typeset in Barlow Light Condensed, Uppercase, -30 Kerning/Tracking, Pentair Blue.
- **Model Number** – Height of Pentair logotype icon, (same size as Product Name), typeset in Barlow Condensed Thin, Uppercase, -50 Kerning/Tracking, Pentair Blue.
- **Modifier** – Height of the “P” in the Pentair Logotype, typeset in Barlow Condensed Regular, Uppercase, -30 Kerning/Tracking, Pentair Blue.
- **Description** – 1/3 height Pentair logotype icon, typeset on one or two lines in Barlow Regular, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 1.5Y measurement indicated on this page is the minimum distance between the type of the Product Brand and Product Name. The Product Name may be positioned further away from the Pentair Product Brand Logo lockup, but never closer.

TRADEMARK NOTICE SYMBOL

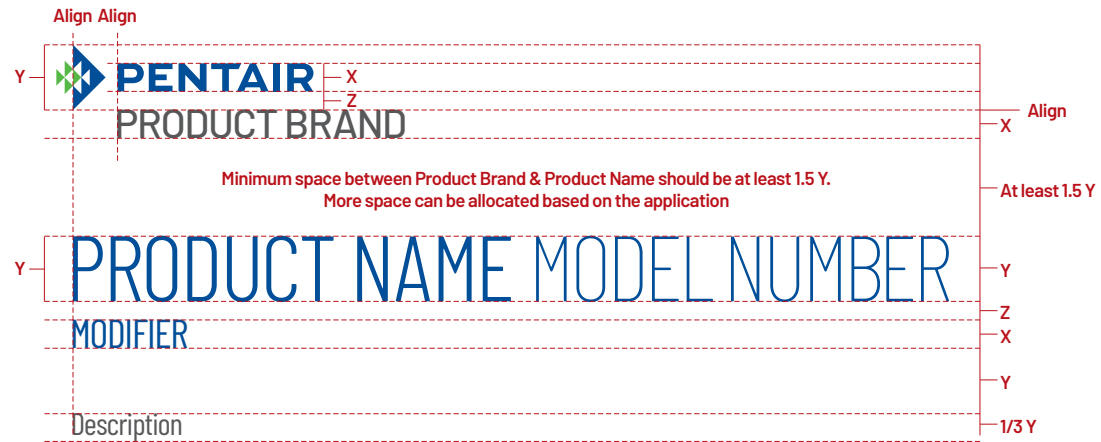
Refer to section 4.4 and the Trademarks chapter for guidance on appropriate use of trademark notice symbol.

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.

PENTAIR + PRODUCT BRAND LOGO ARCHITECTURE VERTICAL APPLICATION

Preferred application



Example



EXAMPLES: PENTAIR + PRODUCT BRAND LOGO ARCHITECTURE VERTICAL APPLICATION

Packaging

FPZ17350

PENTAIR
FLOTEC

ZINC SUMP PUMP
ZINC BOMBA DE SUMIDERO
ZINC POMPE DE PUISARD

Energy Efficient Design
Diseño Eficiente de la Energía
Conception rationnelle de l'énergie
Energy Efficiency

PENTAIR
FLOTEC

1/2 HP
GAL/HR
6,000 / 22 712
Gallons/Hour • Galones/Hora • Litres/Heure

3 YEAR WARRANTY
AÑOS DE GARANTÍA
ANS DE GARANTIE
3 Year Extended
Limited Warranty

Sales Sheet

PENTAIR
HYPRO

EXPRESS™ FLUSH VALVE
QUICK & EFFECTIVE BOOM FLUSHING

FEATURES & BENEFITS

- ◆ Quickly flushes the entire boom section with the turn of a handle
- ◆ Reduces opening flush time by 55 seconds per valve compared to standard Express™ End Cap with plug
- ◆ Easy to use and does not require any tools to open to flushing mode
- ◆ Compact valve design limits the length it extends beyond the last nozzle body to fit most boom structures
- ◆ Chemically-resistant, stainless steel ball and viton o-rings extending life
- ◆ Handle includes standard wrench square head slot to operate in hard to reach spaces
- ◆ Express End Cap removes trapped air in the boom, reducing nozzle turn-off time by 85%

The Express Flush Valve retrofits to the standard Hypro Express™ End Cap and replaces the plug.

The Push-to-Connect exit provides a variety of connection options including an elbow to direct flow to the ground.

Express End Cap reduces chemical build up in the boom by reducing the 'dead-ends' of pipe after the last nozzle body.

Brochure

PENTAIR
PENTEK

SOLAR DRIVE

The future of solar is here

PENTAIR.COM/PENTAIR-PENTEK

The vertical version of the Product Brand logo is preferred. In some cases such as product packaging or web banners, a horizontal lock up may be required.

COMPONENTS AND COLORS

These components have been configured to be used with the Pentair Logo. This relationship between these elements has been established and the proportions are fixed as illustrated and stated below:

- **Product Brand** – Height of the “P” in the Pentair Logotype, typeset in Barlow Medium, Uppercase, -30 Kerning/Tracking, Pentair Dark Gray.
- **Product Name** – Height of Pentair logotype icon, typeset in Barlow Light Condensed, Uppercase, -30 Kerning/Tracking, Pentair Blue.
- **Model Number** – Height of Pentair logotype icon, (same size at Product Name), typeset in Barlow Condensed Thin, Uppercase, -50 Kerning/Tracking, Pentair Blue.
- **Modifier** – Height of the “P” in the Pentair Logotype, typeset in Barlow Condensed Regular, Uppercase, -30 Kerning/Tracking, Pentair Blue.
- **Description** – 1/3 height Pentair logotype icon, typeset on one or two lines in Barlow Regular, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 1.5Y measurement indicated on this page is the minimum distance between the bottom of the logotype and Product Name. The Product Name may be positioned further away from the Pentair Product Brand Logo lockup, but never closer.

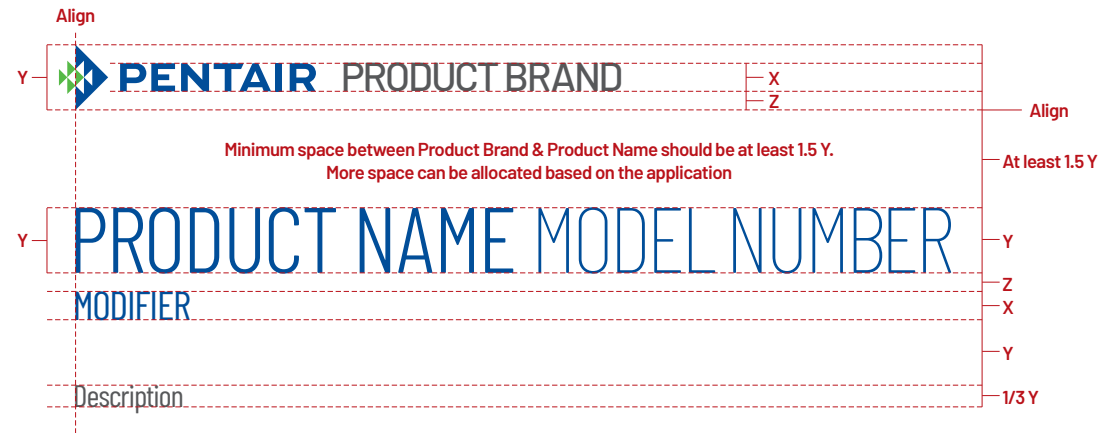
TRADEMARK NOTICE SYMBOL

Refer to section 4.4 and the Trademarks chapter for guidance on appropriate use of trademark notice symbol.

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.

PENTAIR + PRODUCT BRAND LOGO ARCHITECTURE HORIZONTAL APPLICATION



4.3 LOGO STRUCTURE & APPLICATION: PENTAIR AND NO PRODUCT BRAND (PRODUCT NAME ONLY)

Product names can be a specific product, or family of multiple SKUs all marketed under a single name .

Pentair offers a number of products that are not represented under a specific Product Brand (Subbrand). This is often approach for Pentair Pool and other direct-to-consumer products (i.e. Pentair Dorado Pool Cleaners)

When there is no product brand (sub brand) Pentair is the primary brand and product name is separated from the Pentair logo.

The Pentair logo should be visually / physically separate from the product name.

COMPONENTS AND COLORS

These components have been configured to be used with the Pentair Logo. This relationship between these elements has been established and the proportions are fixed as illustrated and stated below:

- **Product Brand** - Height of the "P" in the Pentair Logotype, typeset in Barlow Medium, Uppercase, -30 Kerning/Tracking, Pentair Dark Gray.
- **Product Name** - Height of Pentair logotype icon, typeset in Barlow Light Condensed, Uppercase, -30 Kerning/Tracking, Pentair Blue.
- **Model Number** - Height of Pentair logotype icon, (same size at Product Name), typeset in Barlow Condensed Thin,

Uppercase, -50 Kerning/Tracking, Pentair Blue.

- **Modifier** - Height of the "P" in the Pentair Logotype, typeset in Barlow Condensed Regular, Uppercase, -30 Kerning/Tracking, Pentair Blue.
- **Description** - 1/3 height Pentair logotype icon, typeset on one or two lines in Barlow Regular, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 1.5Y measurement indicated on this page is the minimum distance between the bottom of the logotype and Product Name. The Product Name can be lower down depending on document.

TRADEMARK NOTICE SYMBOL

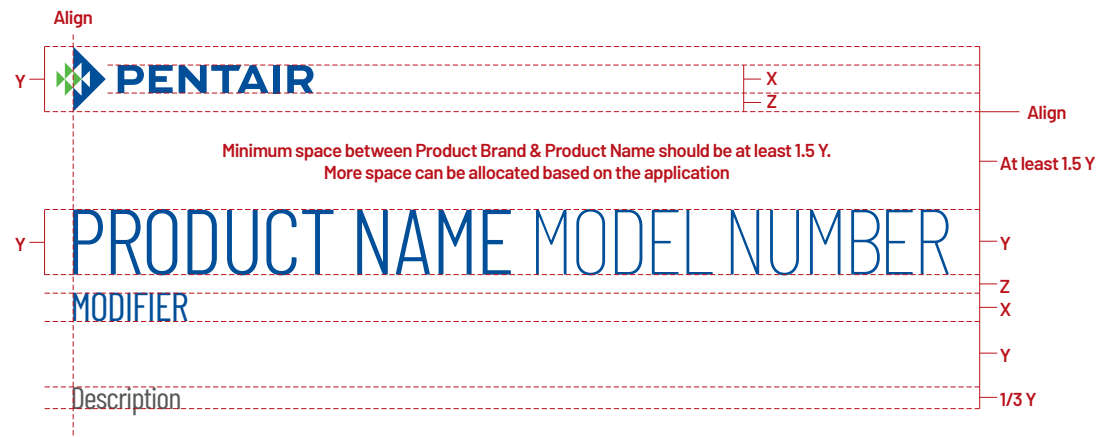
Refer to chapter 4.4 and the Trademarks chapter for guidance on appropriate use of trademark notice symbol.

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.

PENTAIR + PRODUCT NAME (NO PRODUCT BRAND) LOGO ARCHITECTURE - VERTICAL APPLICATION

Preferred application



Example



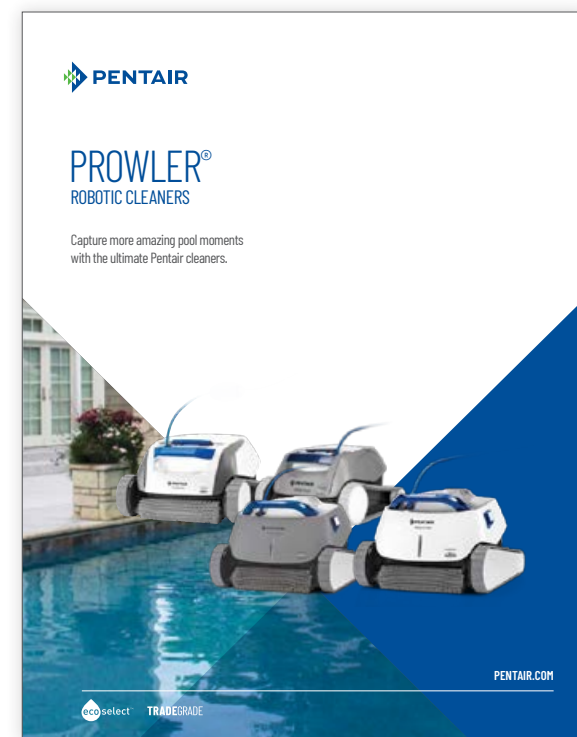
EXAMPLES: PENTAIR + PRODUCT BRAND LOGO ARCHITECTURE VERTICAL APPLICATION



Packaging



Brochure



Product names can be a specific product, or family of multiple SKUs all marketed under a single name .

Pentair offers a number of products that are not represented under a specific Product Brand (Subbrand). This is often approach for Pentair Pool and other direct-to-consumer products (i.e. Pentair Dorado Pool Cleaners)

When there is no product brand (sub brand) Pentair is the primary brand and product name is separated from the Pentair logo.

COMPONENTS AND COLORS

These components have been configured to be used with the Pentair Logo. This relationship between these elements has been established and the proportions are fixed as illustrated and stated below:

- **Product Name** – Height of Pentair logotype icon, typeset in Barlow Light Condensed, Uppercase, -30 Kerning/Tracking, Pentair Blue.
- **Model Number** – Height of Pentair logotype icon, (same size at Product Name), typeset in Barlow Condensed Thin, Uppercase, -50 Kerning/Tracking, Pentair Blue.
- **Modifier** – Height of the “P” in the Pentair Logotype, typeset in Barlow Condensed Regular, Uppercase, -30 Kerning/Tracking, Pentair Blue.
- **Description** – 1/3 height Pentair logotype icon, typeset on one or two lines in Barlow Regular, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 1.5Y measurement indicated on this page is the minimum distance between the bottom of the logotype and Product Name. The Product Name can be lower down depending on document.

TRADEMARK NOTICE SYMBOL

Refer to section 4.4 and the Trademarks chapter for guidance on appropriate use of trademark notice symbol.

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.

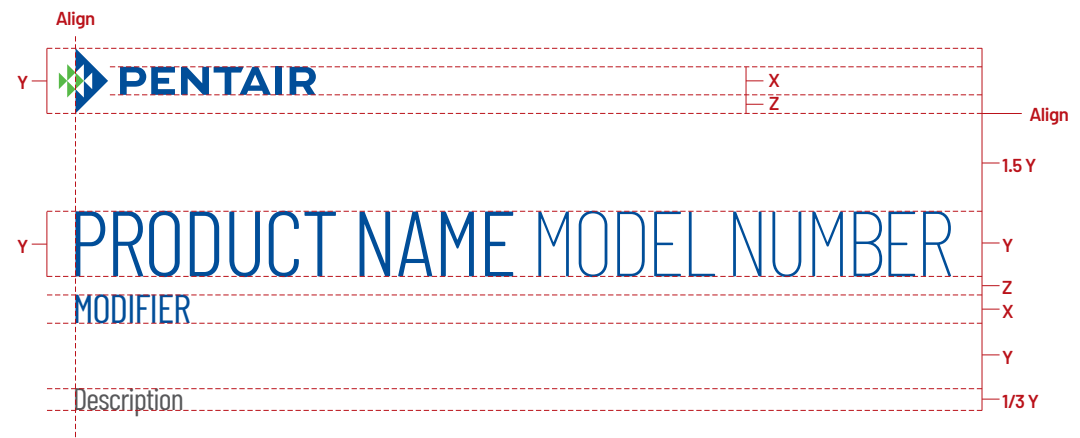
PRODUCT NAME COMPONENTS (Vertical Application - Preferred)



PRODUCT NAME
MODEL NUMBER
MODIFIER

Description

PRODUCT NAME CONFIGURATION (Vertical Application)



4.4 OTHER GUIDELINES FOR LOGO APPLICATION

CONFIGURATIONS

When required, the registered trademark or trademark symbol is connected to the Product Brand or Product Name logo lockup, as shown.

Note: Trademark symbols are not used on the Pentair brand name in logo form.

Using Trademarks: For information on how to use and refer to trademarks, see the Trademarks chapter of the brand standards.

For any other questions, please contact your segment Content Marketing Manager or legal counsel.

REGISTERED TRADEMARK SYMBOL CONFIGURATION

x — [PRODUCT BRAND ®] — 1/3 X

y — [PRODUCT NAME ®] — 1/3 Y

Registration Symbol measures one-third (0.33) of the height of the Product Brand or Product Name, and is aligned with the top of the R in the ®.

TRADEMARK SYMBOL CONFIGURATION

x — [PRODUCT BRAND ™] — 1/4 X

y — [PRODUCT NAME ™] — 1/4 Y

Trademark Symbol measures one-third (0.25) of the height of the Product Brand or Product Name, and is aligned with the top TM.

NAMES IN NARRATIVE TEXT

The Pentair name, Pentair Product Brands or Pentair Product Names must always appear in title case (first letter capitalized). The names may be used in all uppercase in headlines, or other text where all uppercase is used.

“First Use” Practice: When referring to a Product Brand or Product Name, Pentair should precede in the first use on every page in a document, or in the first mention of an online document.

Once Pentair has been used, you can drop Pentair from the second and subsequent mention of the product brand /product name.

See examples.

Using Trademarks: It is recommended to use wordmark symbols in communications and marketing materials on product brands and names if the mark has registration in the market(s) where the material will appear.

Important: For more information on how to use and refer to trademarks, see the Trademarks chapter of the brand standards.

For any other questions, please contact your segment Content Marketing Manager, marketing manager, global branding, or your legal counsel.

EXAMPLES FIRST AND SUBSEQUENT USE OF PENTAIR AND PRODUCT BRANDS/NAMES

FIRST USE

Pentair Berkeley systems include a full range of agricultural and irrigation pumps to move and improve water efficiently and economically. Berkeley pump systems deliver years of reliability.

SUBSEQUENT USE

OTHER EXAMPLES:

Choose the Pentair IntelliConnect™ Control and Monitoring System for connected pool control. IntelliConnect brings the same convenience that you get with other smart, connected devices in your home. You can use IntelliConnect to adjust intelligent Pentair pumps and sanitizers, single-speed pumps, water features and more.

Genuine Pentair Everpure® cartridges are the only way to keep your food service water filter system running properly. When it's time to replace your system's cartridge, it's easy to find the Everpure cartridge you need.

With the Pentair Pentek Tri-Larm looking after your home, you can be at ease knowing wherever you are that you'll be informed of a potential problem. The Tri-Larm runs on batteries and uses a gateway to connect to the internet, sending you alerts to your smartphone via the Pentair Home app.

SPECIAL CASES

In the case where product brands need to be shown together, it is preferred that the each logo (Pentair + Product Brand) is used separately. In some instances, up to 3 product brands can be locked up together in the same vertical application under Pentair, with a dot placed at mid-level between each Product Brand name.

Before any such usage, please seek approval from the marketing manager, Global Brand.

MULTIPLE PRODUCT BRAND LOGO LOCKUP

Example



APPLICATION OF LOGO FOR VERY SMALL HORIZONTAL APPLICATIONS

The standard treatment for Pentair + Product Name should be in a vertical format, where Pentair + Product Brand and/or Product Name are physically separate. The vertical application of logos should be used in most applications (ie. packaging, brochures, catalogs, etc.)

If it is impossible to use the vertical treatment (ie. small product label) then a horizontal treatment is available for those cases.

PRODUCT BRAND COMPONENTS (Horizontal Application)



COMPONENTS & COLORS

Product Brand: Height of P in Pentair logotype, typeset in Barlow Medium, Uppercase, 30 Kerning/ tracking, black.

Product Name: Height of the "P" in Pentair logotype, typeset in Barlow Light, Uppercase, 30 Kerning/ Tracking, Pentair Blue.

PRODUCT NAME CONFIGURATION (Horizontal Application)



5.0 BUSINESS DOCUMENTS & EMAIL SIGNATURES

5.1 Business Documents

Business Cards

Paper Materials

Powerpoint Template

Binder Covers

ID Badges

5.2 Email Signatures

5.1 BUSINESS DOCUMENTS

Business Cards

Paper Materials

Powerpoint Template

Binder Covers

ID Badges

Our business cards feature the Pentair Logo, employee name, title, contact information, address, and URL.

Important Notes:

- Only employees of Pentair or its affiliates may carry Pentair business cards.
- Titles must be approved by Human Resources.
- Use the horizontal centerline of the card to visually center the vertical height of the text block.
- A mobile number may be added or replaced with one of the other numbers; fax number is optional.
- Product Brands and/or Product Names are not listed on business cards unless part of title.

TITLE

The title can be printed on two lines as illustrated.

FORMAT

3.5" x 2". Apply same margins to non-US formats.

COLOR

Uncoated white stock, 100lb cover (275 g/m²) weight.

PAPER SPECIFICATIONS

Uncoated white stock, 100lb cover (275 g/m²) weight.

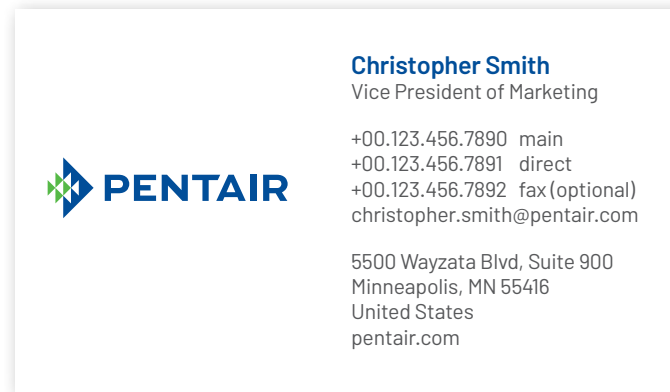
LEGAL ENTITY NAMES

Business cards should NOT include the legal entity name, unless required by local law. If needed, contact your assigned Legal Counsel with questions.

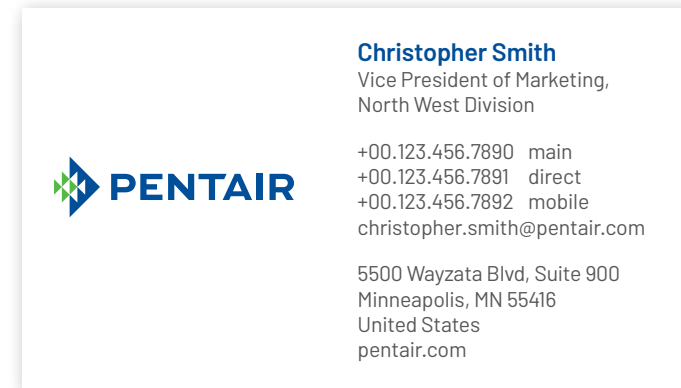
DOWNLOAD FILES

Files are available to download at mypentair.com.
Go to **Brand Standards > Business Documents > Business Cards**.

BUSINESS CARDS



Standard



Long Title

BUSINESS CARDS

- Only employees of Pentair or its affiliates may carry Pentair business cards.
- Titles must be approved by Human Resources.
- Use the horizontal centerline of the card to visually center the vertical height of the text block.
- A mobile number may be added or replaced with one of the other numbers; fax number is optional.
- Product Brands and/or Product Names are not listed on business cards.

EMPLOYEE NAME

For long employee names, the employee's first name should be replaced with their initial.

TITLE

The title can be printed on two lines. For long titles, the level name can be abbreviated:

- Vice President = VP
- Senior Director = Sr Dir
- Senior Manager = Sr Mgr

FORMAT

3.5" x 2". Apply same margins to non-US formats.

PAPER SPECIFICATIONS

Uncoated white stock, 100lb cover (275 g/m²) weight.

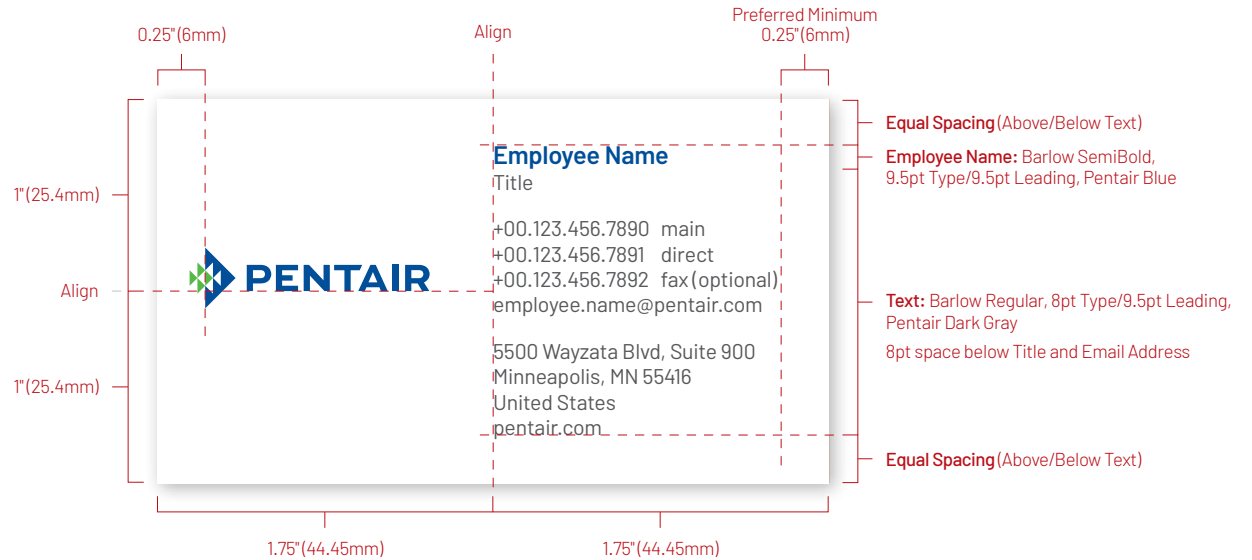
LEGAL ENTITY NAMES

Business cards should NOT include the legal entity name, unless required by local law. If needed, contact your assigned Legal Counsel with questions.

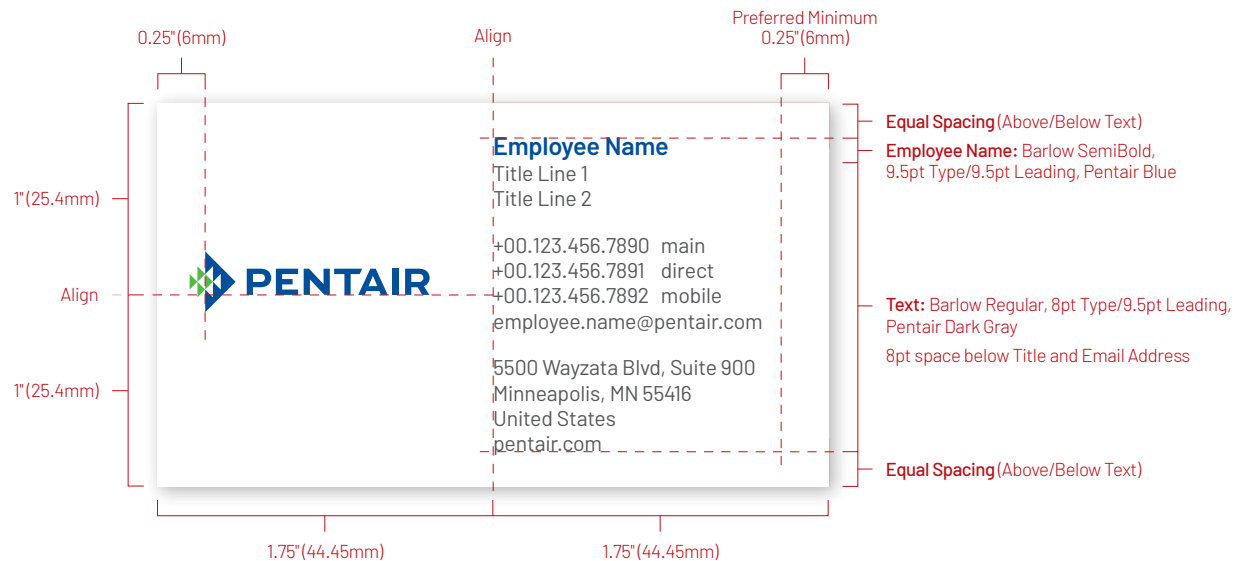
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Business Cards**.

BUSINESS CARDS



BUSINESS CARDS (Long Title)



BUSINESS CARD BACKS

White background is the standard for the back of all Pentair business cards.

LEGAL ENTITY NAMES

In general, our business cards should NOT include the legal entity name, unless required by local law, contact your assigned Legal Counsel with questions.

SECOND LANGUAGES

For employees operating in areas using multiple languages, a second language in translated form may appear on business card backs.

FORMAT

3.5" x 2". Apply same margins to non-US formats.

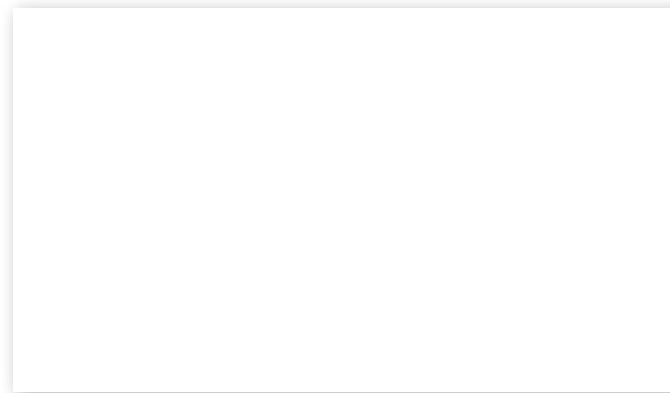
PAPER SPECIFICATIONS

Uncoated white stock, 100lb cover (275 g/m²) weight.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Business Cards**.

BUSINESS CARDS BACK



Standard (Blank)

0.1875" (4.8mm)



Legal Entity Name: Barlow Regular, 6pt, Pentair Dark Gray

0.1875" (4.8mm)

Optional (If Required)

SECOND LANGUAGES

For employees operating in areas using multiple languages, the following business card solution is allowable.

Important Notes:

- Only employees of Pentair or its affiliates may carry Pentair business cards.
- Titles must be approved by Human Resources.
- Use the horizontal centerline of the card to visually center the vertical height of the text block.
- A mobile number may be added or replaced with one of the other numbers; fax number is optional.
- Product brands (sub-brands) and/or Product names are NOT listed on business cards.

FORMAT

3.5" x 2". Apply same margins to non-US formats.

PAPER SPECIFICATIONS

Uncoated white stock, 100lb cover (275 g/m²) weight.

LEGAL ENTITY NAMES

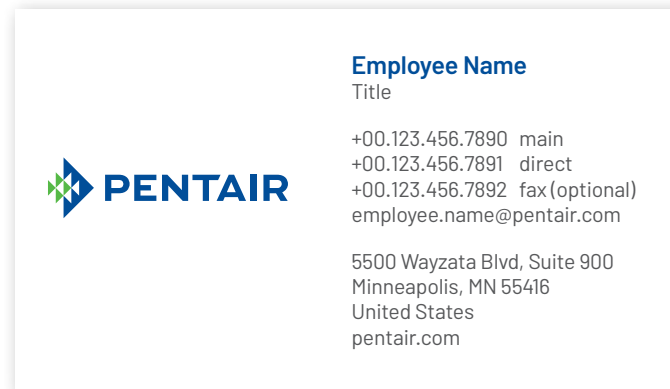
Business cards should NOT include the legal entity name, unless required by local law. If needed, contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com.

Go to **Brand Standards > Business Documents > Business Cards**.

DUAL LANGUAGE BUSINESS CARDS



Front (English)



Back (Second Language)

The letterhead features the Pentair Logo, contact information, address, and URL.

TYPOGRAPHY AND COLOR

- **Telephone Numbers:** Barlow Regular, 8pt Type/ 9pt Leading, -10 Tracking, Pentair Dark Gray.
- **Address:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, 5pt space above, Pentair Dark Gray.
- **URL:** Barlow SemiBold, 8pt Type/9pt Leading, -10 Tracking, 5pt space above, Pentair Blue.

FORMAT

8.5" x 11". Apply same margins to A4 formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

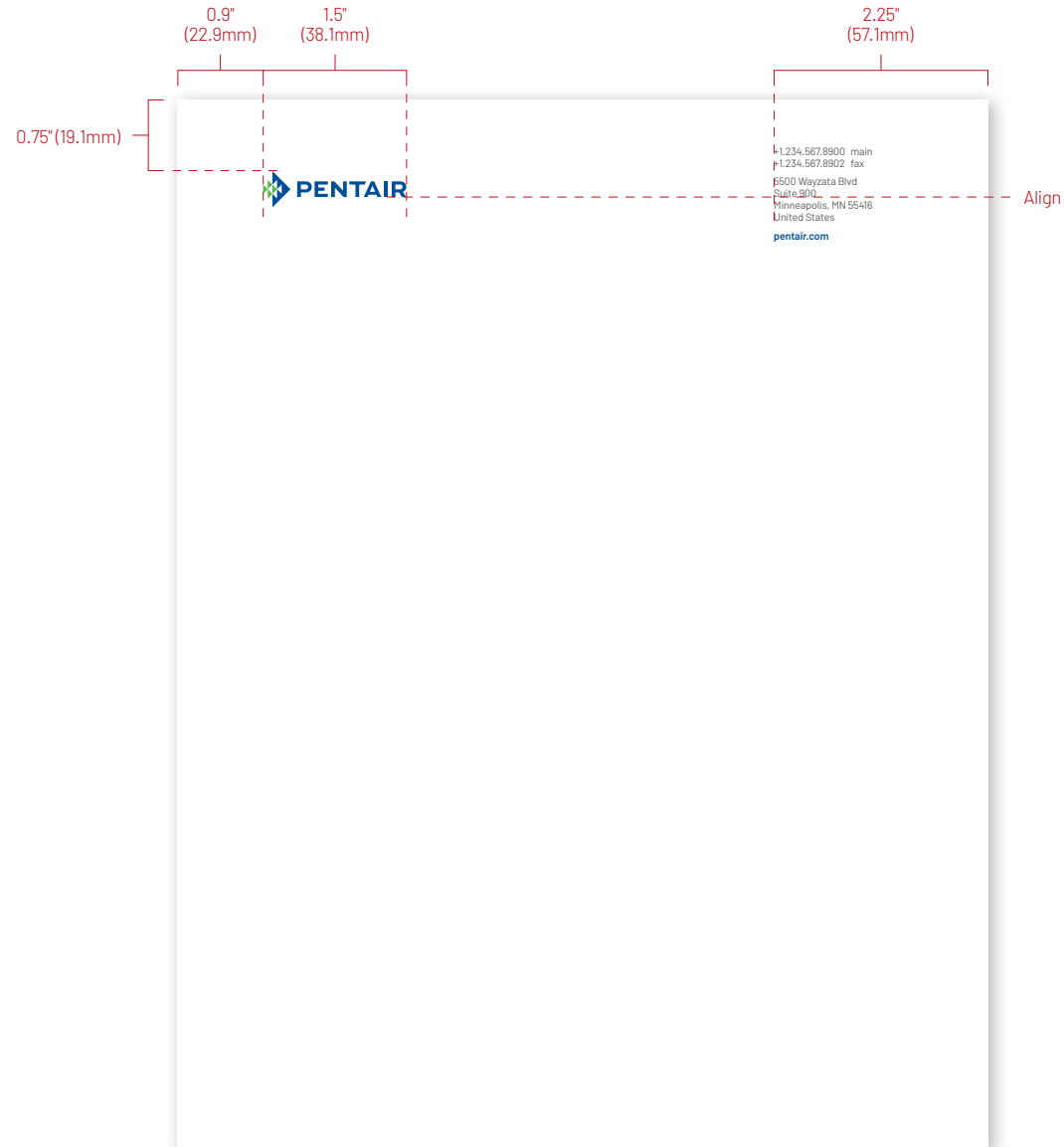
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Letterhead**.

LETTERHEAD



The letterhead second page features the Pentair Logo.

Important Note: Use of the Pentair Logo on the second page is optional.

FORMAT

8.5" x 11". Apply same margins to A4 formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

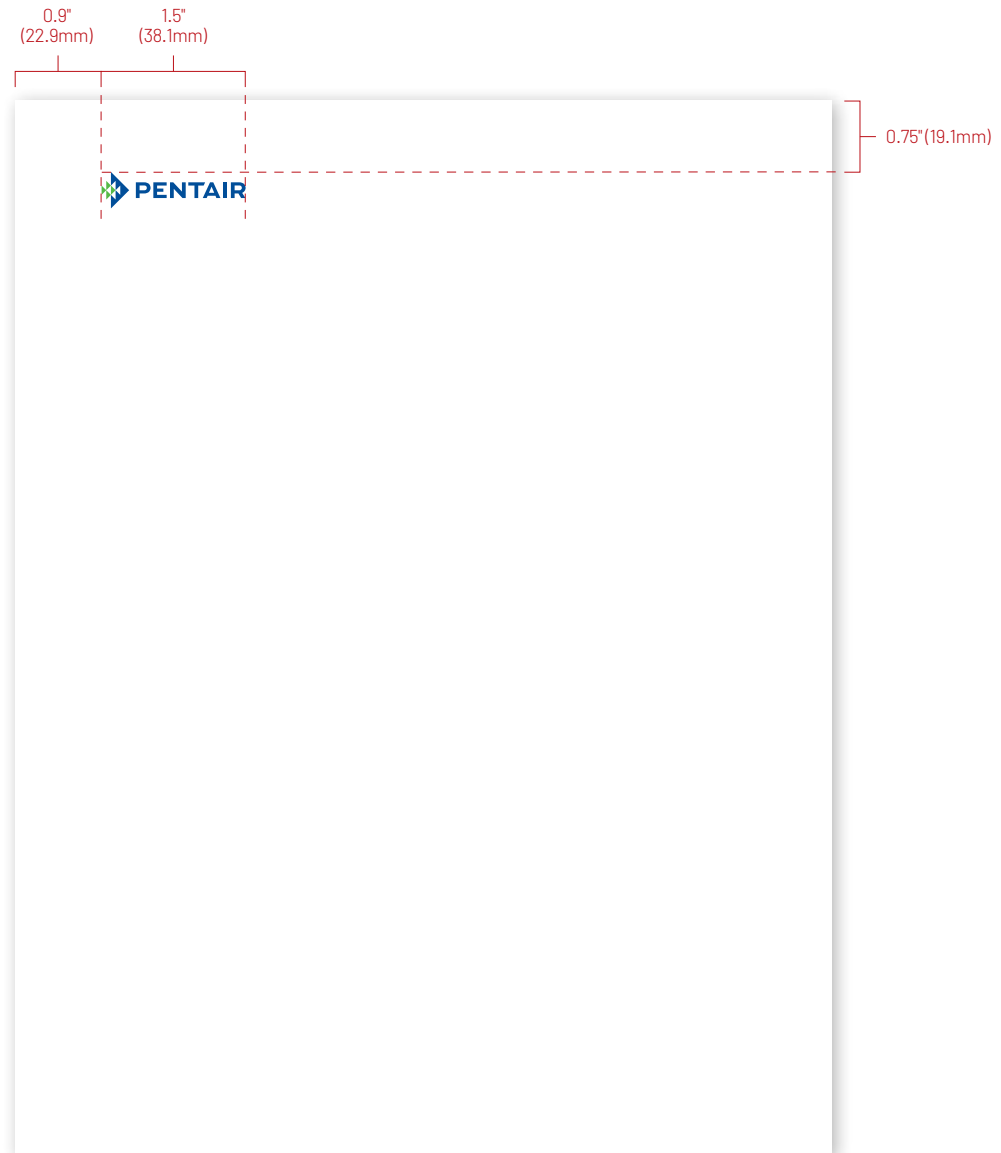
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com.
Go to **Brand Standards > Business Documents > Letterhead**.

LETTERHEAD SECOND PAGE



The personalized letterhead features the Pentair logo, employee name, title, Pentair name, contact information, address, and URL.

Important Note: "Pentair plc" is not to be used by any Pentair employee, other than certain corporate senior executives, and may not be used without approval of the General Counsel.

TYPOGRAPHY AND COLOR

- **Telephone Numbers:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, Pentair Dark Gray.
- **Address:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, 5pt space above, Pentair Dark Gray.
- **URL:** Barlow SemiBold, 8pt Type/9pt Leading, -10 Tracking, 5pt space above, Pentair Blue.

PERSONAL INFORMATION

- **Employee Name:** Barlow SemiBold, 8pt Type/9pt Leading, -10 Tracking, Pentair Blue.
- **Title and Contact Information:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, Pentair Dark Gray.

FORMAT

8.5" x 11". Apply same margins to A4 formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

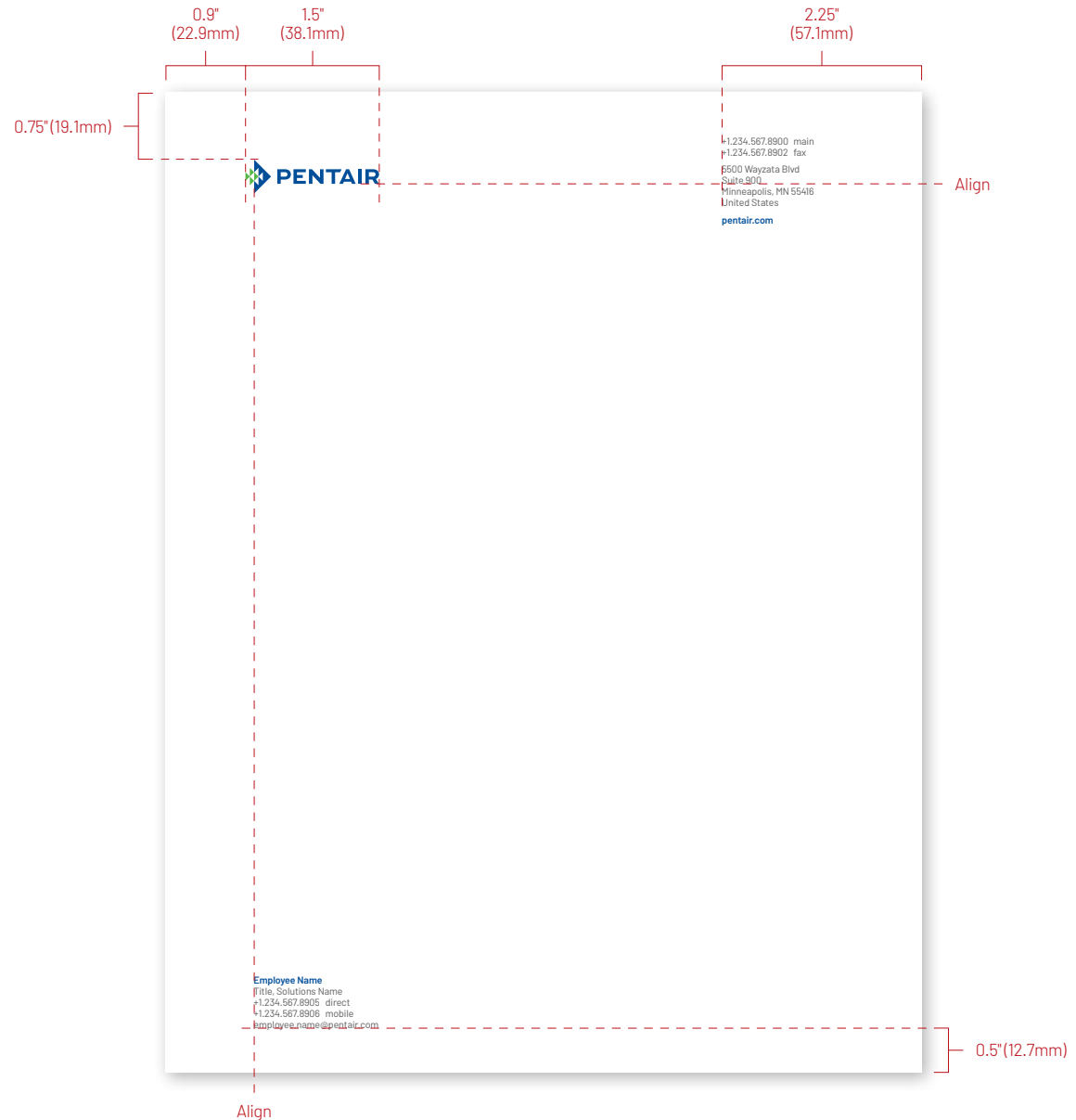
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Letterhead**.

PERSONALIZED LETTERHEAD



The envelope features the Pentair Logo plus address and URL. All text prints in Pentair Dark Gray.

TYPOGRAPHY AND COLOR

- **Address:** Barlow Regular, 7pt Type/8.5pt Leading, -10 Tracking, Pentair Dark Gray.
- **URL:** Barlow SemiBold, 7pt Type/8.5pt Leading, -10 Tracking, 4pt space above, Pentair Blue.

FORMAT

#10 (9.5" x 4.125"). Apply same margins to non-US formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

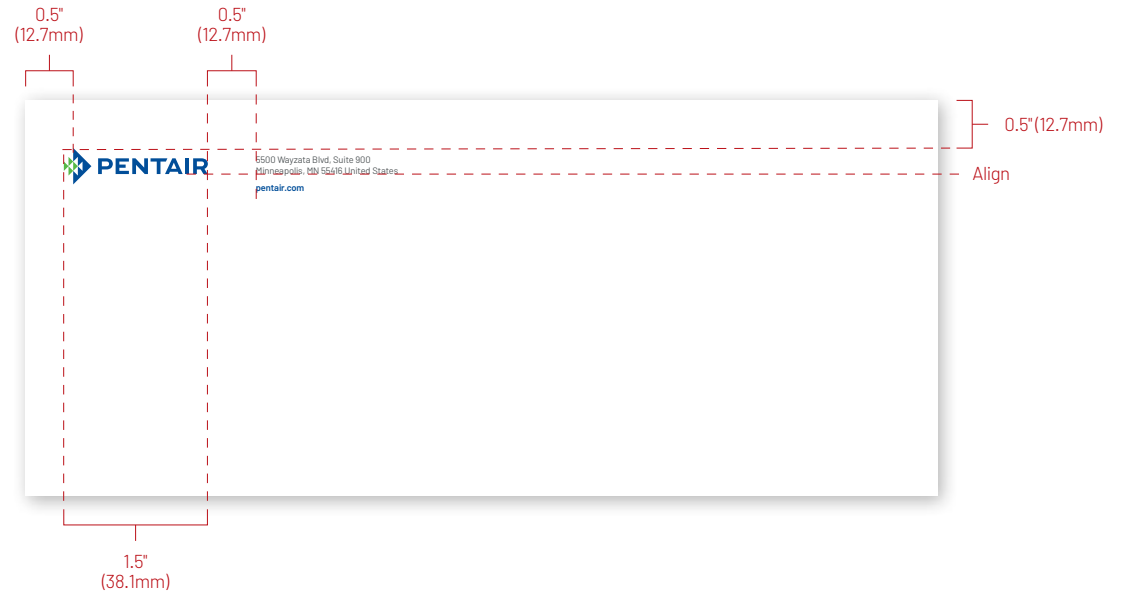
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Envelopes**.

ENVELOPES



TYPOGRAPHY AND COLOR

The title is set in Arial Regular and Bold, uppercase.
All text is set in Arial Regular, Pentair Dark Gray.

CORPORATE/COPYRIGHT STANDARD

This page illustrates a press release including Pentair's Corporate/Copyright Standards, as detailed in the bottom left. The Pentair logo has been removed from this area due to the location of the logo in the top left. For information regarding the proper layout of our Corporate/Copyright Standard, refer to the Trademarks and Legal chapter of the brand standards.

FORMAT

8.5" x 11". Apply same margins to A4 formats.

PAPER SPECIFICATIONS

Uncoated white stock, 80lb text (116 g/m²) weight.

LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions. Boilerplate copy in example to the right is approved and final.

Important Note: Press releases sent out on the wire should use Arial as this is the typical and acceptable font used for press release formats.

DOWNLOAD FILES

Files are available to download at mypentair.com.
Go to **Brand Standards > Business Documents > Press Release**.

PRESS RELEASE

0.6" (15.2mm) 1.5" (38.1mm)

0.75" (19.1mm)

PENTAIR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Location: Lorem ipsum dolor sit amet,
Date of release: Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed venenatis nibh pretium urna tincidunt consectetur. Fusce auctor, dui at venenatis sollicitudin, libero sapien lobortis dolor, sed ultrices neque eros euismod arcu. Donec nibh arcu, suscipit sit amet faucibus mattis, lobortis pretium arcu. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer sed sem eros porta sagittis. Duis quis est id arcu pulvinar sollicitudin id eget nisi. Phasellus erat felis, ultrices quis iaculis vehicula, aliquet nec dui. Proin achen drent est. Donec metus sem, dapibus et ultrices eu, consectetur sed lectus. Vivamus est nisi, ullamcorper ac ultrices et. Mauris eget elit risu felis, ultrices quis lacul.

Nam pulvinar odio urna. Sed eget ligula risus. Curabitur nec arcu neque. Phasellus metus quam, scelerisque ac ultrices at, tempor sed odio. Suspendisse convallis eleifend euismod. Suspendisse dapibus interdum elem entum. Suspendisse egestas, tortor quis ultrices tincidunt, tortor quam pulvinar neque, egestas condimentum orci est in nulla. Quisque faucibus, tortor in lobortis laoreet, elit justo pulvinar enim, molestie elementum erat tellus quis arcu. Nulla adipiscing neque id turpis laoreet sollicitudin. Sed ornare tincidunt euismod. Praesent metus justo, dapibus vitae sollicitudin ac, dapibus nec lorem. Donec pulvinar elit libero, ac eleifend ipsum. Mauris ultrices ornare turpis, ac porta magna ullamcorper pretium. Nullam non pretium eros. Donec eros velit, aliquet sit amet viverra non, congue etortor quam pulvinar uam. Donec eu ipsum erat.

Pellentesque aliquam, urna et ultrices rutrum, leo sem semper justo, eu suscipit purus leo vitae magna. Curabi tur mattis metus et orci posuere consequat a vel tortor. Proin ultricies dolor vitae lorem consequat fermentum. Nulla eu tempus justo. Vestibulum dapibus pharetra feugiat. Fusce at risus leo, ac dictum augue. Pellentesque nec erat sem. Nulla malesuada risus nec mi pretium a bibendum ligula adipiscing. Donec vel tortor nisi. Morbi blandit tristique risus, sagittis iuctus velit pellentesque a. Suspendisse sed pulvinar ipsum. Ut scelerisque lacus ut dolor posuere sed pulvinar nulla pulvinar. Cras id nulla massa, vitae fringilla odio. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse elit ipsum, tincidunt vitae blandit sit amet, pulvinar nec ante.

5500 Wayzata Blvd | Suite 900 | Minneapolis, MN 55418 | United States | +00.123.456.7890 | pentair.com

At Pentair, we believe the health of our world depends on reliable access to clean water. We deliver a comprehensive range of smart, sustainable water solutions to homes, business and industry around the world. Our industry leading and proven portfolio of solutions enables people, business and industry to access clean, safe water, reduce water consumption, and recover and reuse it. We help ensure water is clean when returned to the environment. Whether it's for fitness and fun, healthier homes, better flood control, safer sky rises, more sustainable ways to farm, or safe drinking water for those who need it most, we won't stop until the world's water is managed the best way possible.

From approximately 130 locations in 34 countries, Pentair's 10,000 employees are united in our unwavering belief that the future of water depends on us. Our 2017 revenue was \$2.8 billion, and we trade under the ticker symbol PNR. To learn more, visit pentair.com.
Pentair is an equal opportunity employer.
10-00000 00/00 02/18 Pentair. All Rights Reserved.
Notice /™ Ownership Statement

Arial Bold and Regular, uppercase, 16/17.5pt

Arial Bold and Regular, 9.5/15pt

Arial Regular, 9.5/15pt

Corporate/Copyright Standards

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

Our Microsoft® PowerPoint template is an important tool that enables us to present and distribute information in a digital format. We have developed a template system that expresses our visual identity while presenting information in a clear, easily understandable format.

The template includes format in 4:3 and 16:9 for digital and printed presentations.

The Powerpoint template is periodically updated. You can find and download the most current version in mypentair.com in the Brand Materials Section/Powerpoints.

LEGAL ENTITY NAMES

Pentair PowerPoint presentations should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

WEBEX SCREENS

A collection of branded webex backgrounds and instructions are available for download in the "Other" section.

DOWNLOAD FILES

Files are available to download at mypentair.com.

POWERPOINT TEMPLATE



EXAMPLES OF WEBEX SCREENS



This page shows a typical example of a three-ring binder cover insert, which illustrates how the Pentair Logo, color and typography create the unique visual style for our communications.

FORMAT

9" x 11"

NOTE: Apply same margins to non-US formats. When creating an insert for binders, the width of the insert may need to be adjusted to accommodate the binder size.

BINDER COLOR

White binders are always preferred.

PENTAIR LOGO

The full-color logo is positioned at the top right.

TYPOGRAPHY

- **Title:** Barlow Condensed Light, 60/60pt, Uppercase, White on one to three lines of text.
- **Subtitle:** Barlow Condensed Regular, 24/28pt, Title Case, White on one to four lines of text.
- **Date:** Barlow Regular, 18pt, White.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Binder Inserts** to download the appropriate file.

BINDER COVER INSERTS



Available in Blue and Green options

This page shows a typical example of a three-ring binder spine insert, which illustrates how the Pentair Logo, color and typography create the unique visual style for our communications.

FORMATS

- 1" x 11"
- 1.5" x 11"
- 2" x 11"
- 2.5" x 11"

NOTE: Apply same margins to non-US formats. When creating an insert for binders, the width of the insert may need to be adjusted to accommodate the binder size.

BINDER COLOR

White binders are always preferred.

PENTAIR LOGO

The full-color logo is positioned top center on the spine insert facing down.

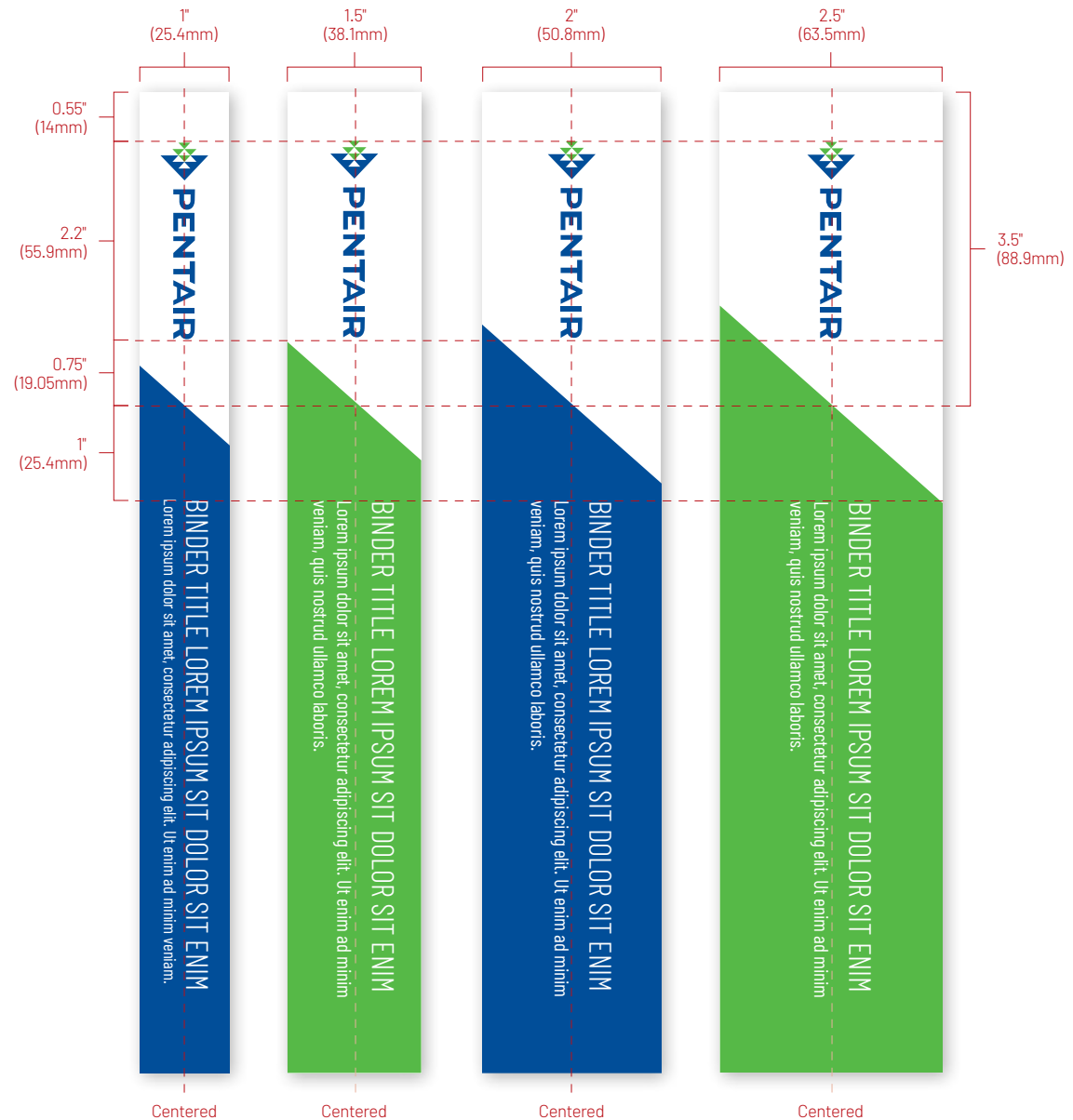
TYPOGRAPHY

- **Title:** Barlow Condensed Light, 25pt, Uppercase, White on one line of text.
- **Subtitle:** Barlow Condensed Regular, 14pt, Title Case, White on one line of text.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Binder Inserts** to download the appropriate file.

BINDER SPINE INSERTS



Employee badges are important tools to identify our employees. The Pentair Logo is centered on the front of the badge. Use the one-color white logo on the primary badges or the full-color logo on the secondary badges.

Employee badges display employees' first name in Barlow Condensed Semibold and last name in Barlow Condensed Light. The entire name should be title case in Pentair Blue.

The back of the badge is against a white background and the Brand Promise is set in Barlow Condensed Light, uppercase in Pentair Blue. There is a blank version available as an alternate choice.

PHOTOGRAPHY

Black and white photography is recommended for the front version of the badges.

LEGAL ENTITY NAMES

Pentair employee badges should NOT include the legal entity name unless required by local law; contact your assigned Legal Counsel with questions.

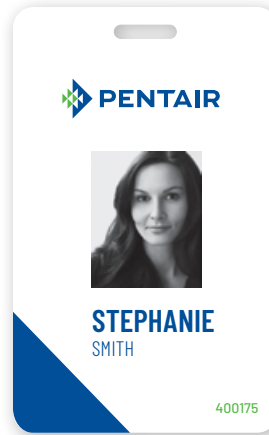
BRAND ASSETS

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.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Employee Badges**.

BADGE FRONT (Primary)

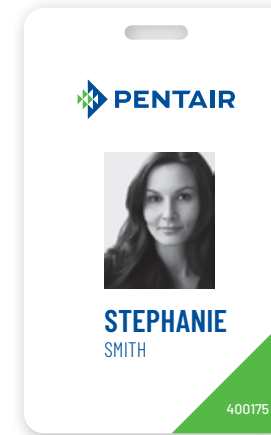


With Photo

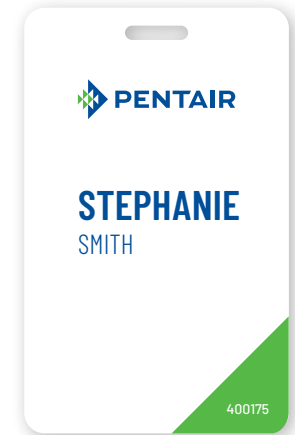


Without Photo

BADGE FRONT (Secondary)



With Photo

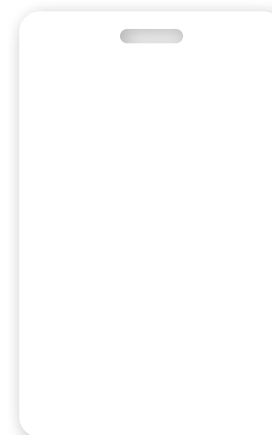


Without Photo

BADGE BACK



Brand Promise



Blank

5.2 EMAIL SIGNATURES

This email signature features the employee name, title, Pentair name, contact information, Pentair URL, social media names, and confidentiality note.

Important Notes:

- Only employees of Pentair or its affiliates may use the email signature.
- Title must be approved by Human Resources.
- The email signature must be set as the default and appear on all emails. Contact your local IT department if you require assistance configuring the approved email signature.
- The URL (**pentair.com**) should be included in all email signatures. If your business’ website is active and has not yet transitioned to pentair.com, your current URL should be listed directly below your email address in Arial Regular 10pt. in Black and pentair.com should be listed as shown in Arial Bold 10pt. in Blue. Once the transition is complete, delete your business’ old URL.

TYPOGRAPHY AND COLOR

Refer to the specifications shown to the right.

LEGAL ENTITY NAMES

Legal entity names, such as Pentair plc or Pentair Management Company, should **not** be included unless required by local law. Contact your assigned Legal Counsel for authorization.

TELEPHONE NUMBERS

Phone numbers should be consistent with the format illustrated. Do **not** use dashes or spaces. Country Codes are shown as **+00**. For countries with single-digit codes, such as the United States, use only **+1**.123.456.7890 (refer to countrycodes.org).

WEBSITE LINKS

URL hyperlinks for Pentair and social media sites are embedded in the download files.

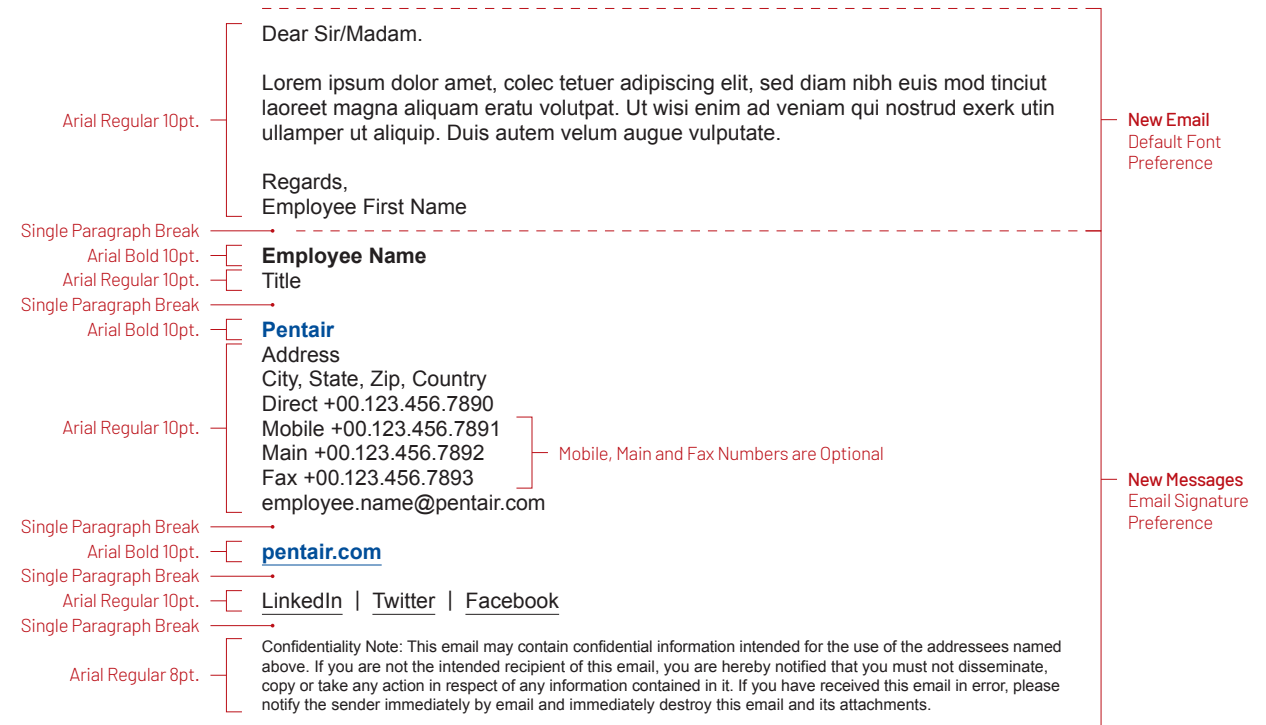
DETAILED INSTRUCTIONS

To make your personal email signature, refer Instructions in the brand materials section of mypentair.com.

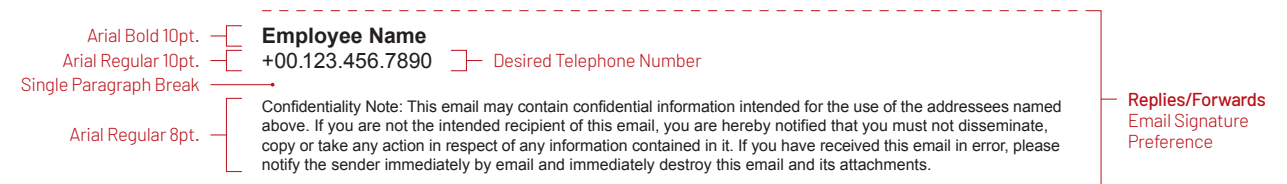
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Email Signature** to download the appropriate file.

EMAIL SIGNATURE (New Messages)



EMAIL SIGNATURE (Replies/Forwards)



Important Note: Banners should **not** be used in email signatures, except in rare and temporary exceptions (e.g., marketing for trade shows, product launches and site migration). Contact your assigned Brand Council Member to discuss and approve all banner usage.

This email signature features the employee name, title, Pentair name, Legal Entity Name, contact information, Pentair URL, social media names, and confidentiality note.

Important Notes:

- Only employees of Pentair or its affiliates may use the email signature.
- Title must be approved by Human Resources.
- The email signature must be set as the default and appear on all emails. Contact your local IT department if you require assistance configuring the approved email signature.
- The URL (**pentair.com**) should be included in all email signatures. If your business’ website is active and has not yet transitioned to pentair.com, your current URL should be listed directly below your email address in Arial Regular 10pt. in Black and pentair.com should be listed as shown in Arial Bold 10pt. in Blue. Once the transition is complete, delete your business’ old URL.

TYPOGRAPHY AND COLOR

Refer to the specifications shown to the right.

LEGAL ENTITY NAMES

Legal entity names, such as Pentair plc or Pentair Management Company, should only be included if required by local law (refer to Section 15). Contact your assigned Legal Counsel for authorization.

TELEPHONE NUMBERS

Phone numbers should be consistent with the format illustrated. Do not use dashes or spaces. Country Codes are shown as **+00**. For countries with single-digit codes, such as the United States, use only **+1.123.456.7890** (refer to countrycodes.org).

WEBSITE LINKS

URL hyperlinks for Pentair and social media sites are embedded in the download files.

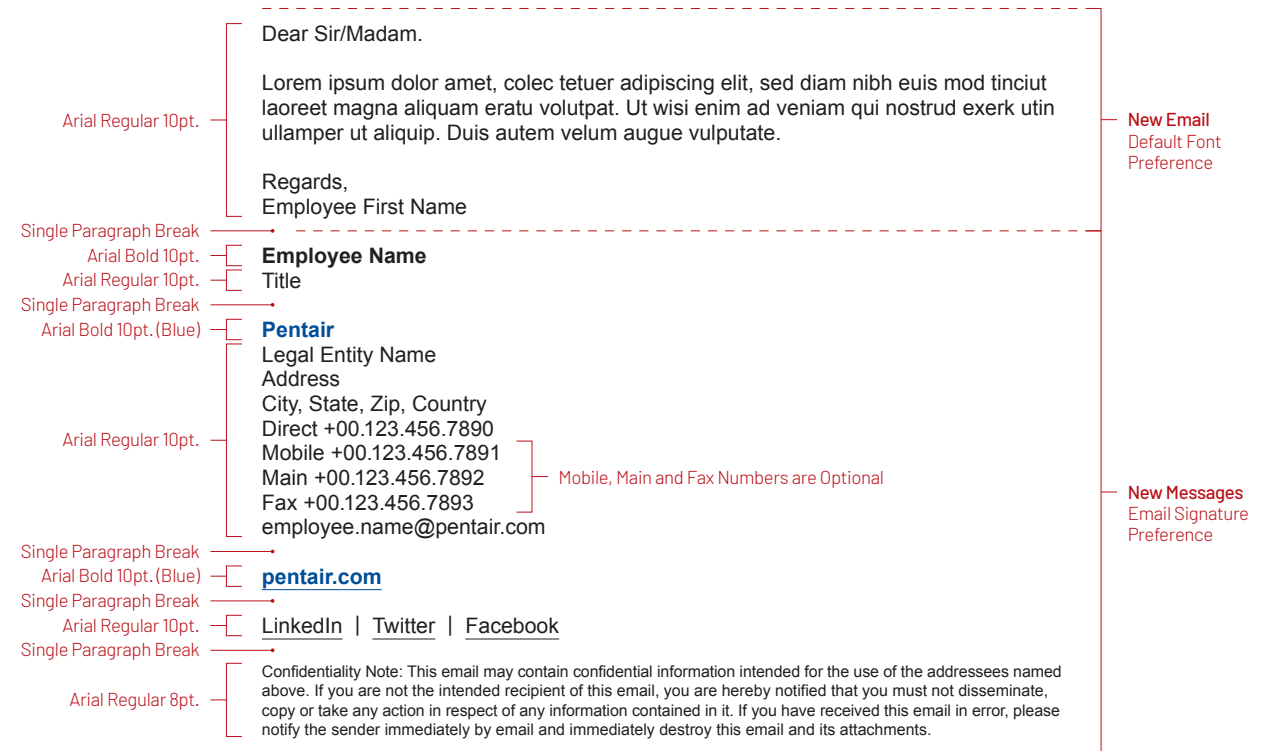
DETAILED INSTRUCTIONS

To make your personal email signature, refer to page 87.

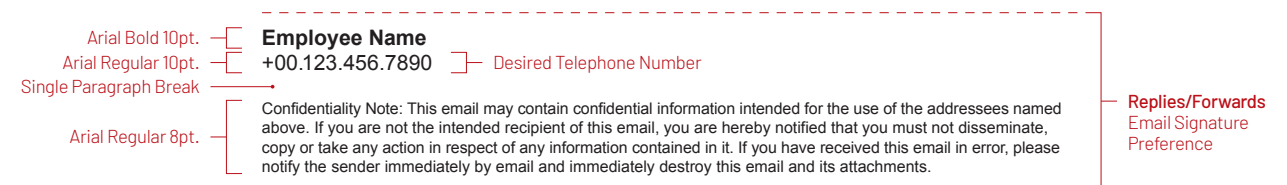
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Email Signature**.

EMAIL SIGNATURE – LEGAL ENTITY (New Messages)



EMAIL SIGNATURE – LEGAL ENTITY (Replies/Forwards)



Important Note: Banners should not be used in email signatures, except in rare and temporary exceptions (e.g., marketing for trade shows, product launches and site migration). Contact your assigned Brand Council Member to discuss and approve all banner usage.

PERSONALIZED EMAIL SIGNATURE

Follow these detailed instructions to produce your personalized **Pentair Email Signature**; these instructions are also in the PDF listed below in Step 2.

BRAND ASSETS

Always use Pentair Brand Assets when producing personalized Pentair email signatures.

INSTRUCTIONS

Login to mypentair.com. Then go to **Brand Standards > Business Documents > Email Signature** and download the file **Pentair_Email_Signature.zip**

1. Double click the file and open the folder, which includes the following files:
 - **Pentair_Email_Signature_(New_Message).html**
 - **Pentair_Email_Signature_(Replies-Forwards).html**
 - **Pentair_Email_Signature_Instructions.pdf**
2. Double click on the file **Pentair_Email_Signature_(New_Message).html**
This file will open in a web browser (e.g., Chrome, Navigator, Firefox, Safari, etc.).
3. Go to **EDIT > Select All (Ctrl + A)**, then go to **EDIT > Copy (Ctrl + C)**.
4. Open **Microsoft Outlook**.
5. Open a new email message.
6. Click on the **Message** menu tab and select **Signature > Signatures**.
7. Under **Select signature to edit**, choose **New**, and in the **New Signature** dialog box, type in **Pentair Signature (New Messages)** as the email signature name.
8. Click on **Edit Signature**.
9. Go to **EDIT > Paste (Ctrl + V)** in the Edit Signature text box.
10. Highlight only the words to be changed and type in your personal information.
11. Click **OK**.
12. Under **Choose default signature**, click on the **New Messages** drop-down box, and select the file **Pentair Signature (New Messages)**.
13. Repeat Steps 2-14 to create the simplified email signature for Replies/Forwards.
Your file should be named: **Pentair Signature (Replies/Forwards)**.
14. Send a Test Email to yourself, to be certain all of the links work correctly.

PERSONALIZED EMAIL SIGNATURE – LEGAL ENTITY

Follow these detailed instructions to produce your personalized **Pentair Email Signature with the Legal Entity Name**; these instructions are also in the PDF listed below in Step 2.

BRAND ASSETS

Always use Pentair Brand Assets when producing personalized Pentair email signatures.

INSTRUCTIONS

1. Login to mypentair.com. Then go to **Brand Standards > Business Documents > Email Signature** and download the file **Pentair_Email_Signature_Legal_Entity.zip**
2. Double click the file and open the folder, which includes the following files:
 - **Pentair_Email_Signature_Legal_Entity_(New_Message).html**
 - **Pentair_Email_Signature_Legal_Entity_(Replies-Forwards).html**
 - **Pentair_Email_Signature_Instructions.pdf**
3. Double click on the file **Pentair_Email_Signature_Legal_Entity_(New_Message).html**
This file will open in a web browser (e.g., Chrome, Navigator, Firefox, Safari, etc.).
4. Go to **EDIT > Select All (Ctrl + A)**, then go to **EDIT > Copy (Ctrl + C)**.
5. Open **Microsoft Outlook**.
6. Open a new email message.
7. Click on the **Message** menu tab and select **Signature > Signatures**.
8. Under **Select signature to edit**, choose **New**, and in the **New Signature** dialog box, type in **Pentair Signature (New Messages)** as the email signature name.
9. Click on **Edit Signature**.
10. Go to **EDIT > Paste (Ctrl + V)** in the Edit Signature text box.
11. Highlight only the words to be changed and type in your personal information.
12. Click **OK**.
13. Under **Choose default signature**, click on the **New Messages** drop-down box, and select the file **Pentair Signature (New Messages)**.
14. Repeat Steps 2-14 to create the simplified email signature for Replies/Forwards.
Your file should be named: **Pentair Signature (Replies/Forwards)**.
15. Send a Test Email to yourself, to be certain all of the links work correctly.

For additional unacceptable usage rules, follow the specifications below:

1. Do not use legal entity names, such as Pentair plc or Pentair Management Company, unless required by local law.
2. Do not use telephone numbers, except the approved Direct, Mobile, Main, and Fax.
3. Do not use the Pentair Logo.
4. Do not use Banners within the email signature (see Important Note below).
5. Do not use Social Media Logos.
6. Do not use fonts, other than Arial.
7. Do not use colors, other than black.
8. Do not use Platforms, Product Lines and/or Product Names.
9. Do not eliminate or rearrange contact information.
10. Do not use Pentair Sub-Brand Logos.
11. Do not use inspirational quotes, personal branding, or religious statements.
12. Do not eliminate the Confidentiality Note.

UNACCEPTABLE USAGE

Employee Name
Title

1. Pentair plc
Address
City, State, Zip, Country
Direct +00.123.456.7890
Mobile +00.123.456.7891
2. Home +00.123.456.7892
employee.name@pentair.com
3. PENTAIR
- 4.
- 5.
6. *Confidentiality Note: This email may contain confidential information intended for the use of the addressees named above. If you are not the intended recipient of this email, you are hereby notified that you must not disseminate, copy or take any action in respect of any information contained in it. If you have received this email in error, please notify the sender immediately by email and immediately destroy this email and its attachments.*

7. **Employee Name**
Title
8. **Pentair Haffmans**
Direct +00.123.456.7890
Mobile +00.123.456.7891
9. Address
City, State, Zip, Country
10. PENTAIR
HAFFMANS
11. **No act of kindness, no matter how small,
is ever wasted. ~ Aesop**
pentair.com
[LinkedIn](#) | [Twitter](#) | [Facebook](#)
- 12.

Important Note: Banners should not be used in email signatures, except in rare and temporary exceptions (e.g., marketing for trade shows, product launches and site migration). Contact your assigned Brand Council Member to discuss and approve all banner usage.



This email signature (for mobile devices only) features the employee name, title, contact information, Pentair URL, and confidentiality note.

Important Notes:

- Only employees of Pentair or its affiliates may use the email signature.
- Title must be approved by Human Resources.
- The email signature must be set as the default and appear on all emails. Contact your local IT department if you require assistance configuring the approved email signature.
- The URL (**pentair.com**) should be included in all email signatures. If your business' website is active and has not yet transitioned to pentair.com, your current URL should be listed directly below your email address in Regular Font and pentair.com should be listed as shown in Bold Font. Once the transition is complete, delete your business' old URL.
- Do not list the address of you location.
- Do not use the Pentair Logo.
- Do not use logos or names of any Pentair Platform, Product Line and/or Product Name.
- Do not use any art within the email signature.
- Do not use logos or names of Social Media sites.
- Do not eliminate or rearrange contact information.
- Do not use inspirational quotes, personal branding, or religious statements.
- Do not eliminate the Confidentiality Note.

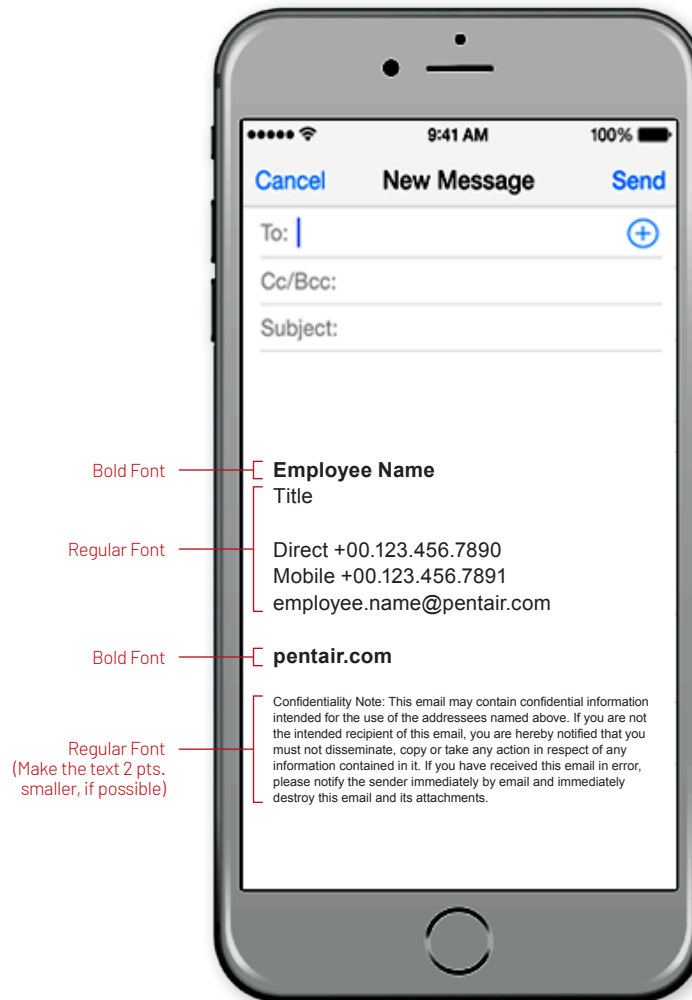
TYPOGRAPHY AND COLOR

Type is set in Arial or the mobile device's default font. If available, use Regular and Bold typetypes, as shown. All type color should be Black.

TELEPHONE NUMBERS

Phone numbers should be consistent with the format illustrated. Main and Fax Numbers are optional. Do not use dashes or spaces. Country Codes are shown as **+00**. For countries with single-digit codes, such as the U.S.A., use only **+1.123.456.7890** (refer to countrycodes.org).

MOBILE EMAIL SIGNATURE (New Messages & Replies/Forwards)



Personalized Email Signature Instructions for Mobile Devices*

iPhone/iPad

1. Go to **Settings** on the iPhone Home screen.
2. Go to **Mail**.
3. Go to **Signature**.
4. Enter your personal signature, as described to the left.**
5. Double-tap the **Employee Name** or **pentair.com** to format. Use the text highlighting handles to select more or fewer words or characters.
6. Tap **B / U** in the context menu that appears above the chosen word. If you do not see the context menu, tap the arrow at the end of the context menu to reveal more options.
7. Tap **Bold**.
8. Exit the Signature screen.

Your personalized email signature will now appear at the bottom of your new email message on your mobile device.

* For mobile devices not listed, refer to the device's user manual online.

To avoid incorrect spelling, highlight and copy the **Confidentiality Note text to the left, then paste it into your Email Signature. This may require to copy the text on your PC, then email it to your mobile device.

6.0 BRAND APPLICATION – MARKETING ASSETS

6.1 Advertisements

- Banner Ads
- Paid Social Media
- Print Ads
- Sales Flyer
- Postcard Campaign

6.2 Video

- Video Intro / Outro
- Paid Video Promo Endcards & CTA
- Video Production Guidelines

6.3 Promotional Email Campaigns

- Email Overview
- Email Components

6.4 Brochures

- Brochures/Pamphlets
- Sell Sheets

6.5 Merchandise & Promotional Items

6.6 Packaging & Labels

- Product Packaging
- Product Labels

6.7 Vehicle Wraps

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

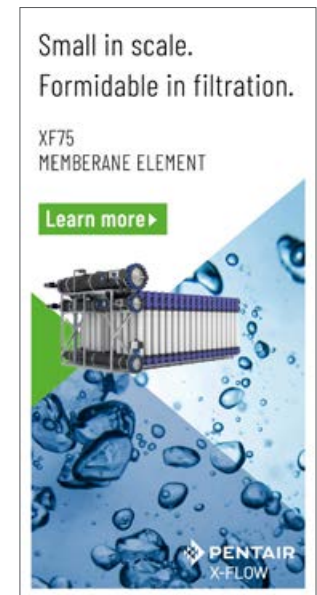
Barlow should be used according to the specs detailed in Section 2.6. See the following pages for specifics about weights and sizes.

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



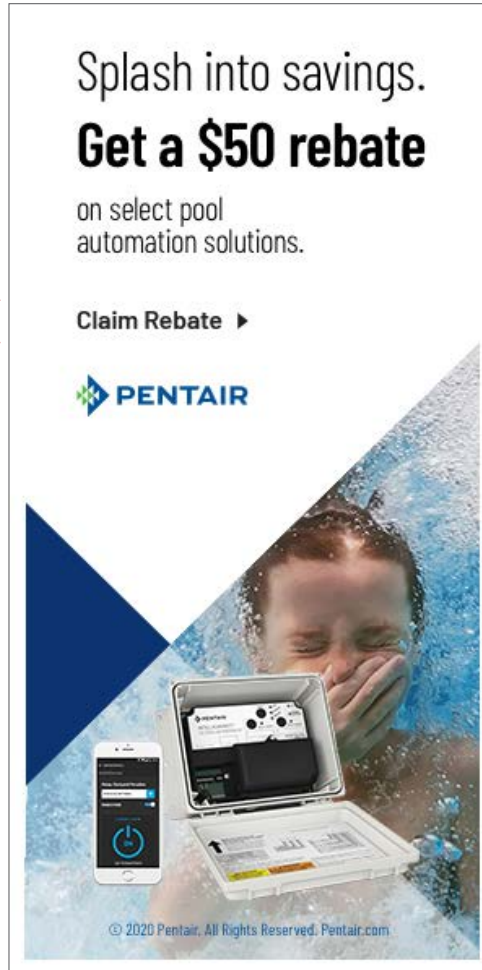
Body copy set in Barlow Condensed Light

CTA set in Barlow Condensed Semibold

Pentair logo always below copy

Signature Element

Copyright and legal set in Barlow Condensed regular in Pentair Blue



Headline set in Barlow Condensed Light

Rebate savings set in Barlow Condensed Semibold

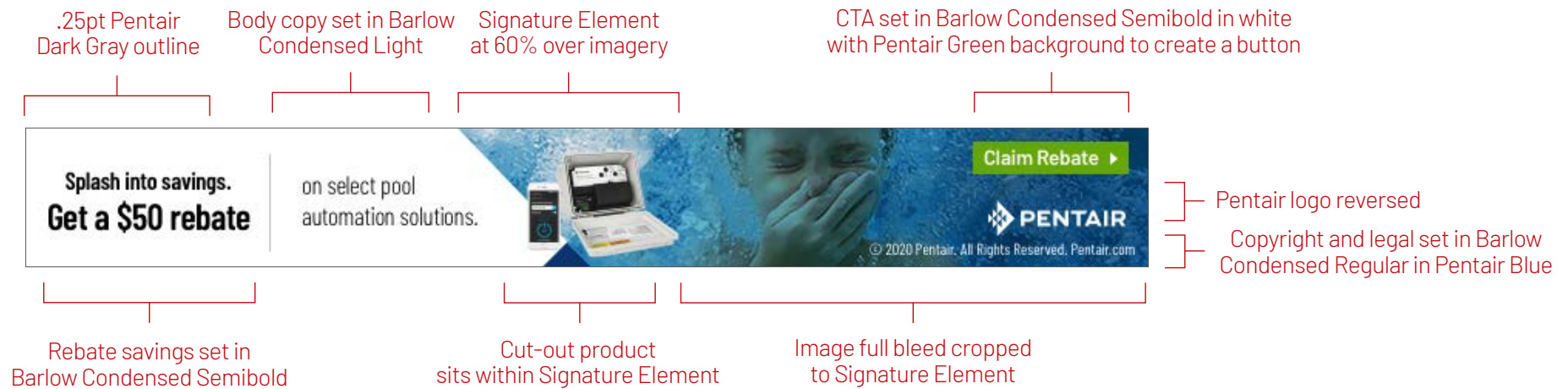
Image cropped to Signature Element

Product sits within Signature Element

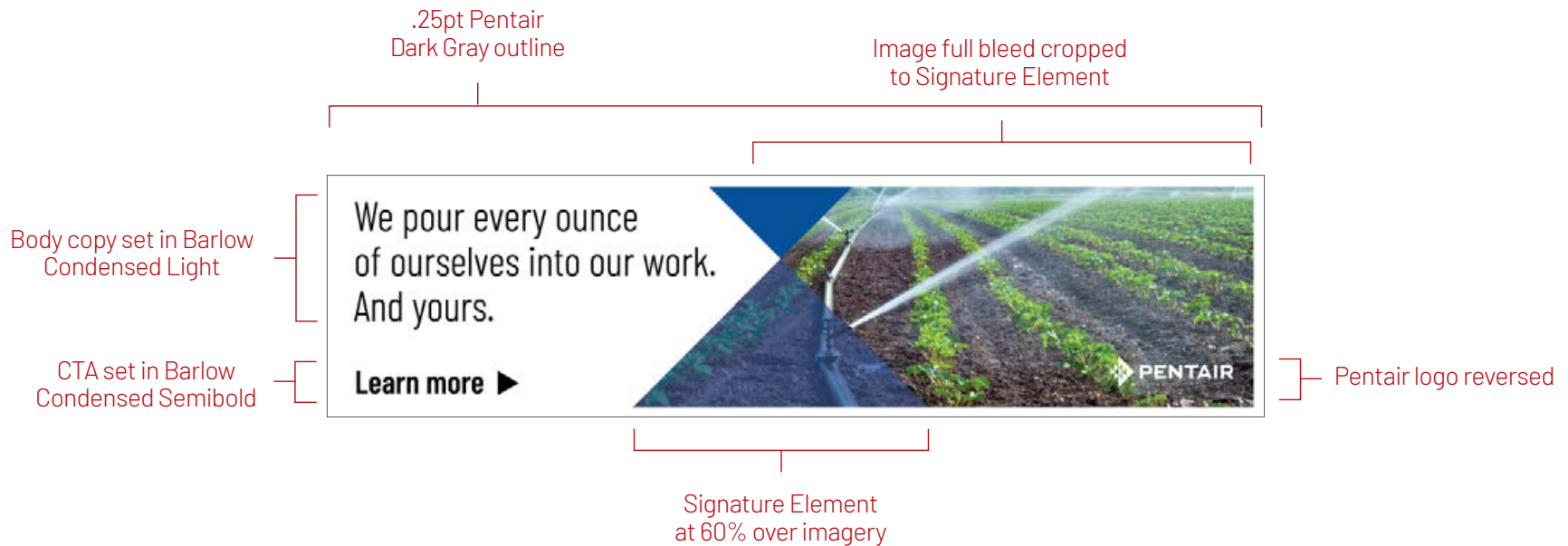
Signature Element at 60% over imagery

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.



SINGLE IMAGE - 970X250



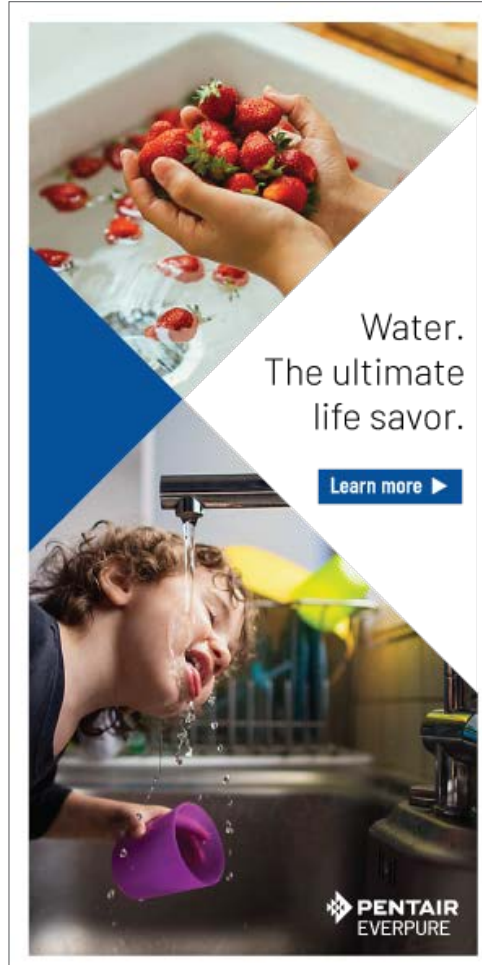
PENTAIR BRANDED LOGO WITH TWO IMAGES - 300X600

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.

Image cropped to Signature Element

1/4" white border



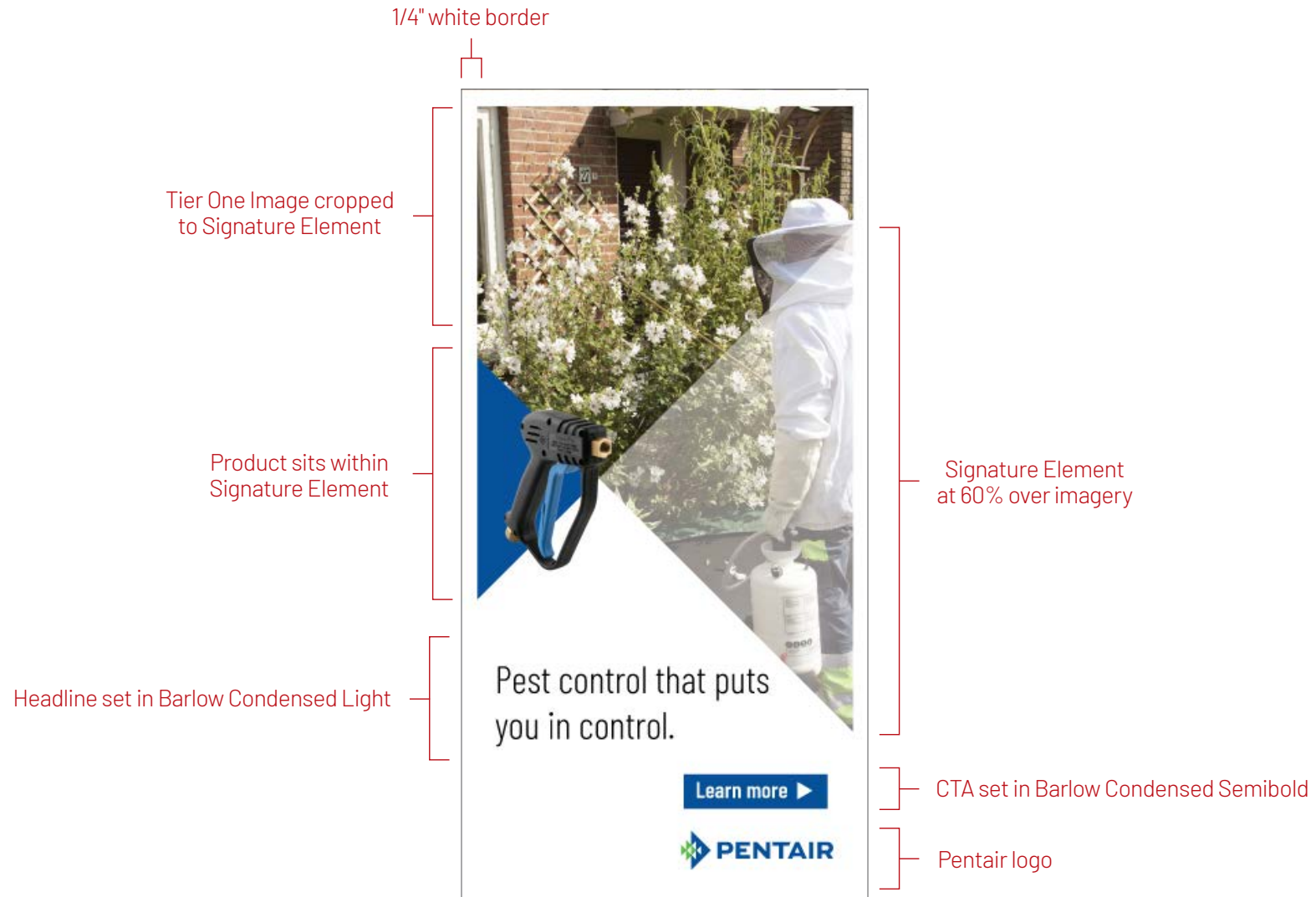
Headline set in Barlow Condensed Light

CTA set in Barlow Condensed Semibold

Reversed Pentair brand logo

Image cropped to Signature Element

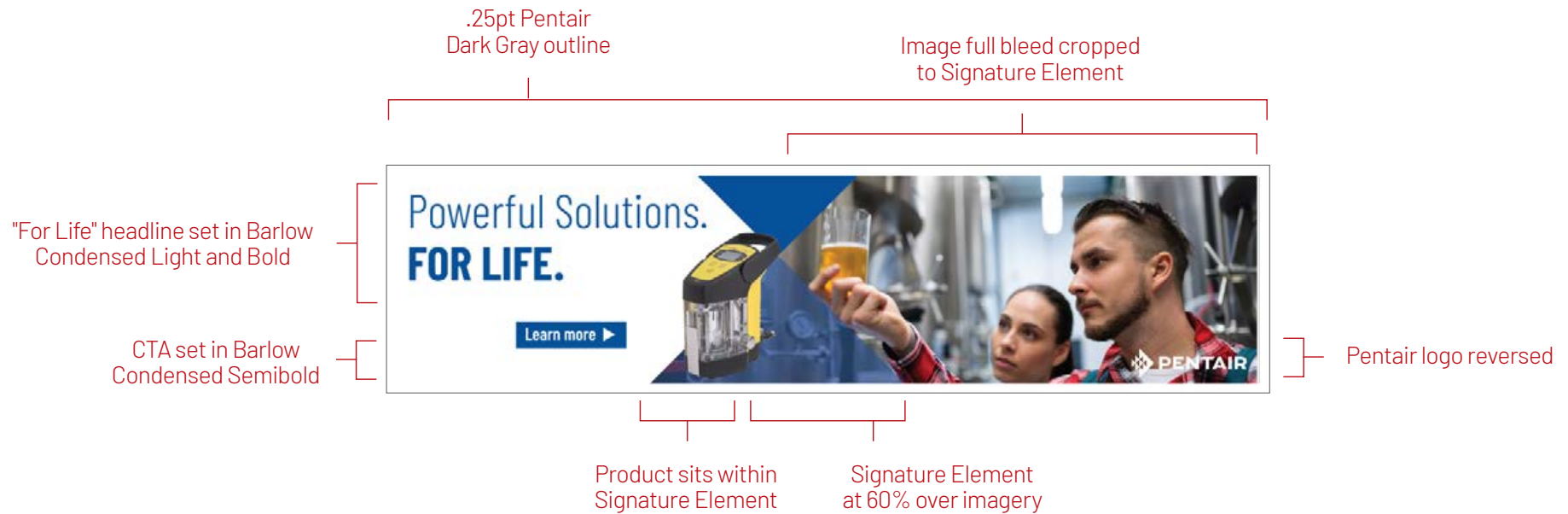
SINGLE IMAGE WITH PRODUCT - 300X600



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.



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



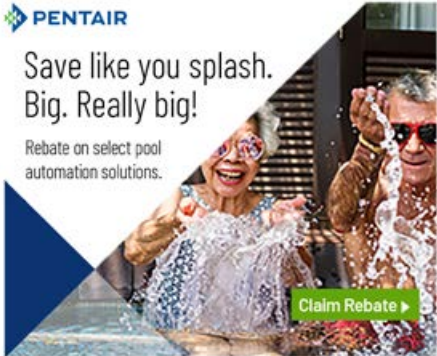
PENTAIR

PENTAIR

Save like you splash.
Big. Really big!

Rebate on select pool
automation solutions.

Claim Rebate ▶



PENTAIR

PENTAIR

Savings up to your
water wings.

Rebate on select
pool cleaners.

Claim Rebate ▶



PENTAIR

DIGITAL AD EXAMPLES

Water.
The ultimate
life savor.

[Learn more ▶](#)

PENTAIR
EVERPURE

**UNTAP THE
BENEFITS OF
BETTER
WATER.**

INTRODUCING
PENTAIR WATER SOLUTIONS

[SHOP NOW](#)

PENTAIR
WATER SOLUTIONS

Pest control that puts
you in control.

[Learn more ▶](#)

PENTAIR

Add a shot of flavor
to today.

Insist on
Pentair filtration
solutions
& brew, baby, brew.

[Learn more ▶](#)

PENTAIR

A WORLD OF
**BETTER
WATER
AWAITS.**

**BEHIND
THE BUTTON
BELOW.**

INTRODUCING
PENTAIR WATER SOLUTIONS

[EXPLORE MORE](#)

PENTAIR
WATER SOLUTIONS

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.

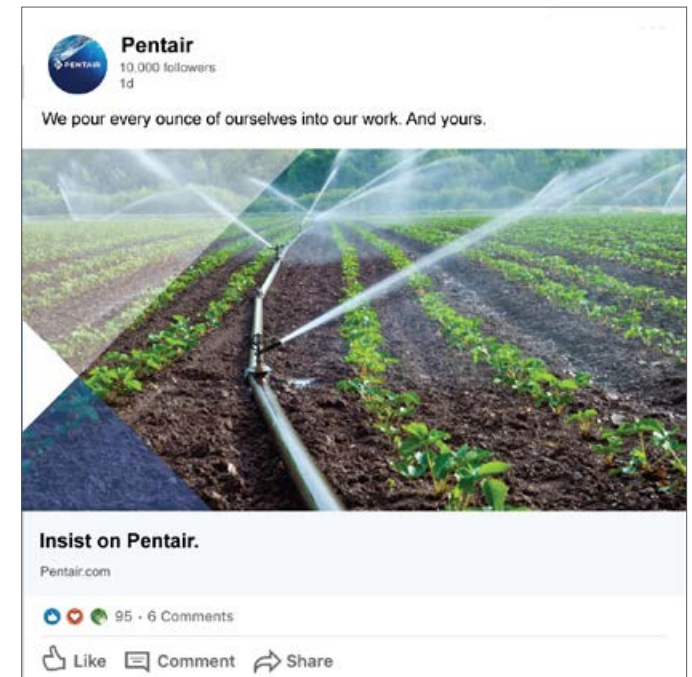
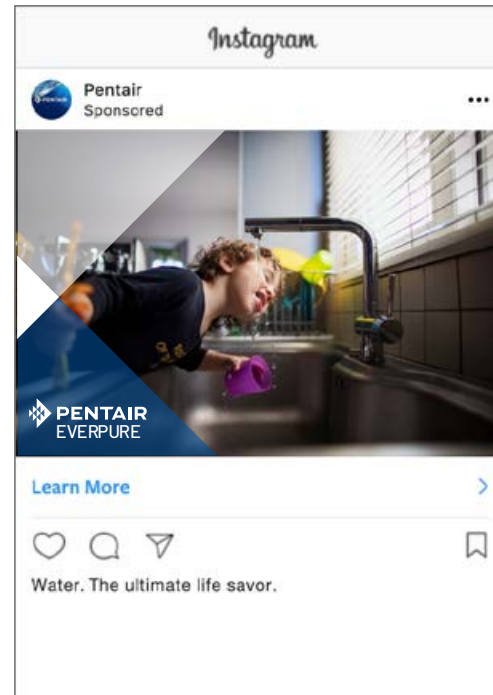
IMAGERY

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

The image shows a Facebook advertisement for Pentair. The ad features a vibrant photograph of a young girl in a pool with colorful inflatable rings. The ad layout includes a header with the Pentair logo and 'Sponsored' status, followed by primary text. A large lifestyle image occupies the center. Below the image is a white box containing the display link 'PENTAIR.COM', a headline 'Act Fast! Save \$50-\$150!', and a description 'Move, improve and enjoy your water.' A 'Learn More' button is positioned to the right of the description. At the bottom, there are icons for 'Like', 'Comment', and 'Share'. Red callout lines point to various elements: 'Primary text set by social media' points to the top text; 'Signature Element at 60% over imagery' points to the top-left corner of the image; 'Full bleed Tier One lifestyle image' points to the central photograph; 'Display link' points to 'PENTAIR.COM'; 'Headline' points to 'Act Fast! Save \$50-\$150!'; 'Description set by social media' points to 'Move, improve and enjoy your water.'; and 'Preset CTA' points to the 'Learn More' button.

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

FACEBOOK - VIDEO AD WITH RETAIL OFFER

Pentair
Sponsored · 🌐

Primary text set by social media — The more you put into your pool, the more you get out. Save on select Pentair pool cleaners, pumps, and automation solutions.

Video with Pentair logo watermark —

Display link — PENTAIR.COM

Headline — **Act Fast! Save \$50-\$150!**

Description set by social media — Move, improve and enjoy your water.

Shop Now — Preset CTA

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

The image shows a LinkedIn advertisement for Pentair. At the top left is the Pentair logo, a globe with the word 'Pentair' next to it. To the right of the logo, it says 'Pentair', '10,000 followers', and '1d'. Below this is the text 'We pour every ounce of ourselves into our work. And yours.' The main visual is a photograph of a field with rows of young green plants and a central irrigation pipe with multiple nozzles spraying water. At the bottom of the ad, there is a white box containing the headline 'Insist on Pentair.', the display link 'Pentair.com', and engagement icons for 'Like', 'Comment', and 'Share'. The ad also shows '95 - 6 Comments'.

Primary text set by social media

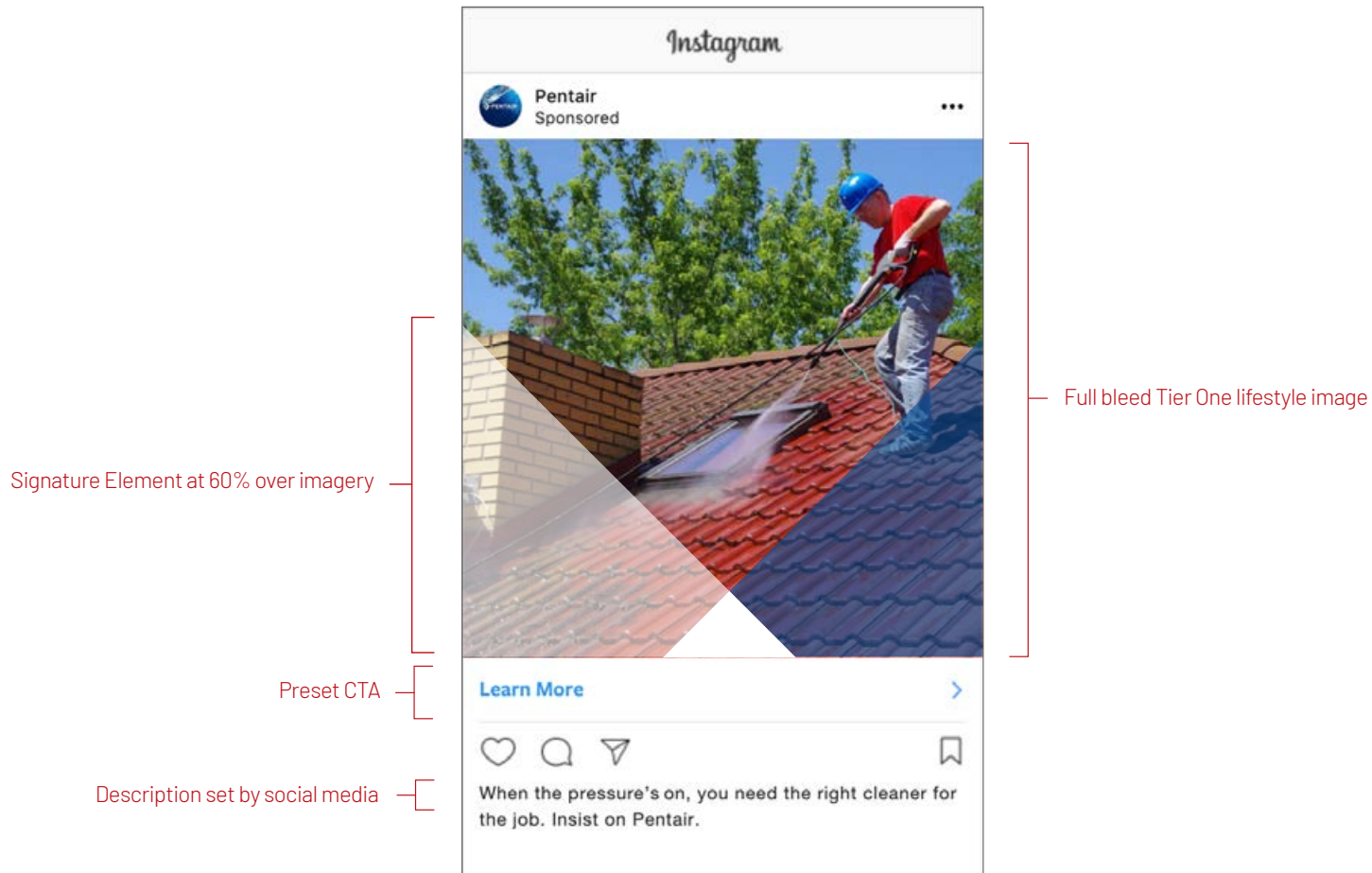
Signature Element at 60% over imagery

Headline

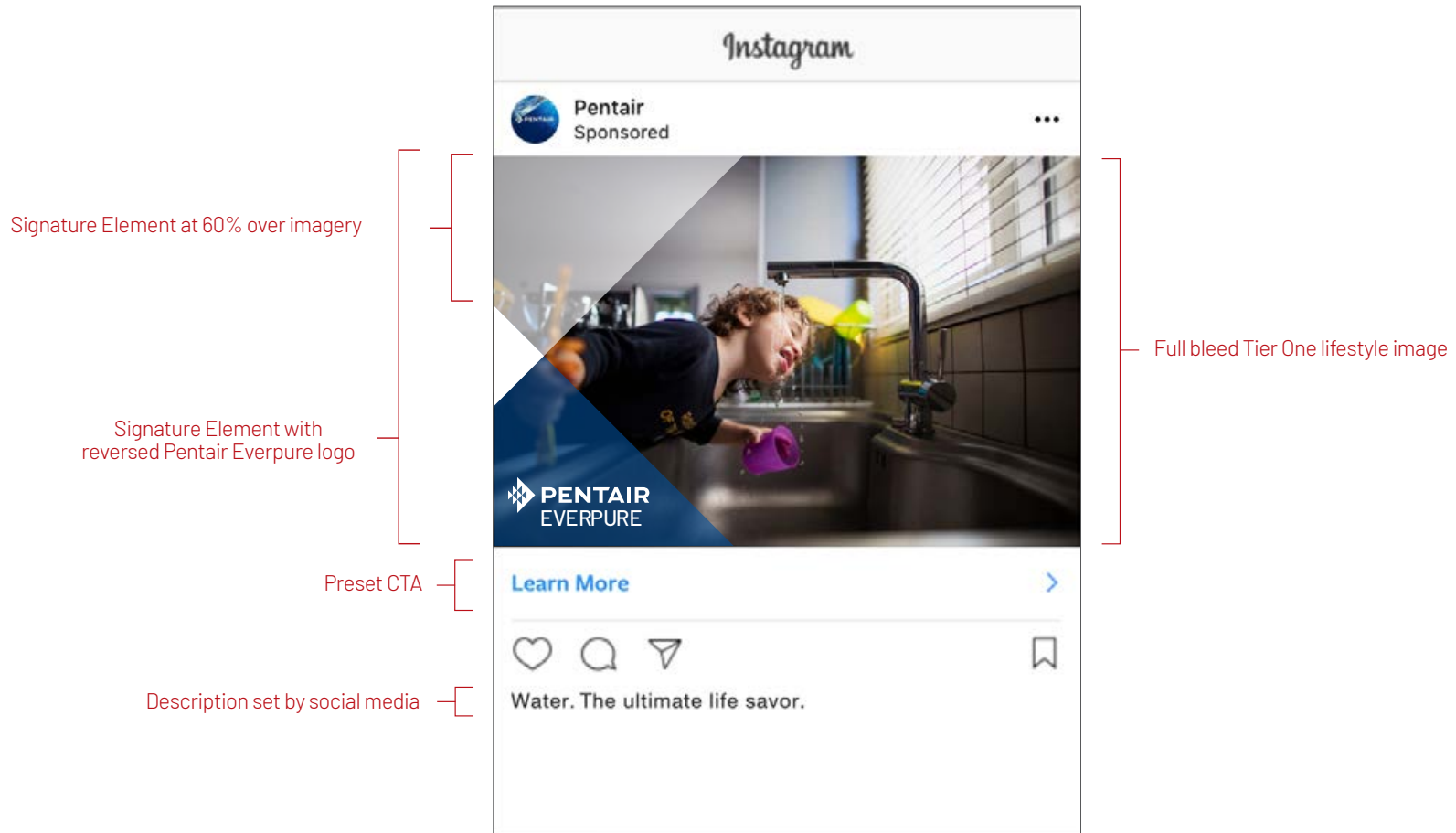
Display link

Full bleed Tier Three lifestyle image

INSTAGRAM - SINGLE IMAGE AD WITH SIGNATURE ELEMENT BOTTOM-ALIGNED




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



EXAMPLES

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

Instagram

Pentair Sponsored




Learn More

When the pressure's on, you need the right cleaner for the job. Insist on Pentair.

Like Comment Share

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.

Shop Now

Like Comment Share

Instagram

Pentair Sponsored




PENTAIR EVERPURE

Learn More

Water. The ultimate life savor.

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

Pentair
10,000 followers
November 1, 2019

Add a shot of flavor to today. Insist on Pentair filtration solutions & brew, baby, brew.



PENTAIR.COM
GREAT COFFEE STARTS WITH GREAT WATER.

LEARN MORE

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 representative 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

Headline set in Barlow Light

Body copy set in Barlow Medium

CTA set in Barlow Semibold

Pentair logo reversed

Copyright Statement and note

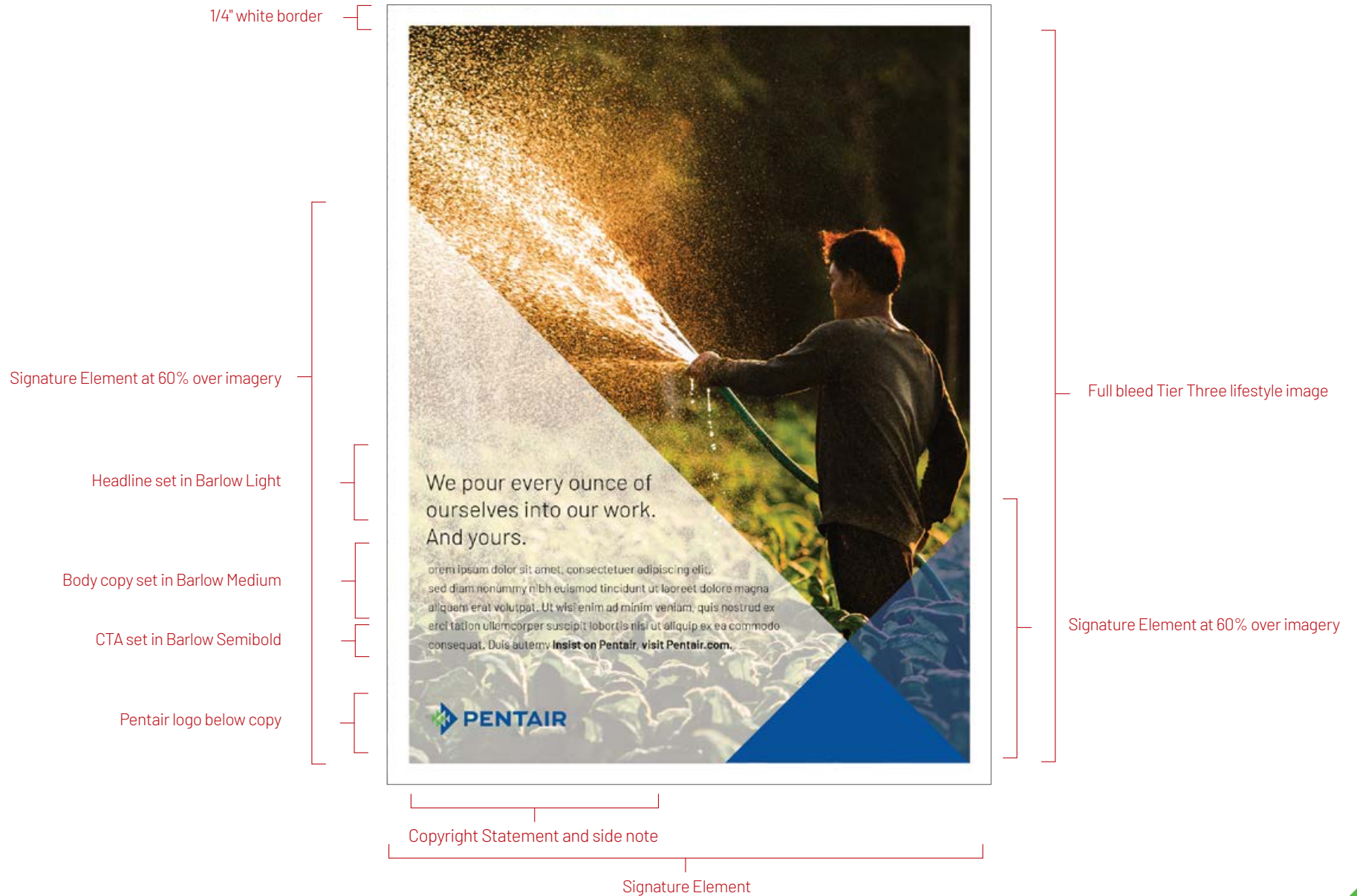
Signature Element at 60% over imagery

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. Inset on Pentair to inspire more of your customers to move, improve and enjoy their water. Together, let's bring your customers water to life. **Inset on Pentair.**

PENTAIR

FULL-PAGE PRINT AD LAYOUT WITH ONE IMAGE



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](https://www.pentair.com).

**PENTAIR
EVERPURE**

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

Signature Element at 60% over imagery

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

Full bleed image cropped to Signature Element

1/4" white border



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

Product sits within Signature Element

Body copy set in Barlow Light

CTA set in Barlow Semibold

Pentair logo

Copyright Statement and note

HALF-PAGE PRINT AD LAYOUT

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**Better water,
better beer?
Better hurry.**

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Signature Element at 60% over imagery

1/4" white border

Headline set in Barlow Medium

Body copy set in Barlow Light


CTA set in Barlow Semibold

Pentair logo below product and copy

Copyright Statement and side note

Full bleed image cropped to Signature Element

EXAMPLES



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

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PENTAIR

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Better water, better beer? Better hurry.

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PENTAIR



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

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

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

PENTAIR

STAY-INTX TRADEGRADE eco select




Water. The ultimate life savor.

Soften your taps' 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.

PENTAIR
EVERPURE




Powerful Solutions. FOR LIFE.

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Insist on Pentair. For more, visit Pentair.com.

PENTAIR





EXAMPLES - PRINT ADS


© 2020 Pentair. All rights reserved. 

LEAVE SINGLE SPEED PUMPS IN THE KIDDIE POOL.

When it comes to pool pump performance, not all pumps make the cut. Pentair is clearing the water about performance to get you up to variable speed on the upcoming DOE regulation changes, so you won't be left wading.

WHY CHOOSE PENTAIR VARIABLE SPEED PUMPS?

HIGHER PERFORMANCE	ENERGY & COST SAVINGS	QUIETER	LONGER LASTING
 Improved circulation	 Cut costs by 80%-90%*	 Lower speed runs quieter	 Less wear & tear = longer lasting

 Energy Star is a symbol of energy efficiency. It is a government-backed program to encourage energy conservation.

Get the full story now at pentair.com/pumpregulations

*Savings based on variable speed pump compared to single speed pump, running 12 hours per day at an average of 95.5% with a 20,000-gallon pool. Actual savings may vary based on local utility rates, pool size, pump size, pool depth, pool use, pool location, pool cover, pool type, pool age, pool condition, pool maintenance, pool location, pool type, pool age, pool condition, pool maintenance, pool location, pool type, pool age, pool condition, pool maintenance.

2021 DEPARTMENT OF ENERGY POOL PUMP REGULATION CHANGE

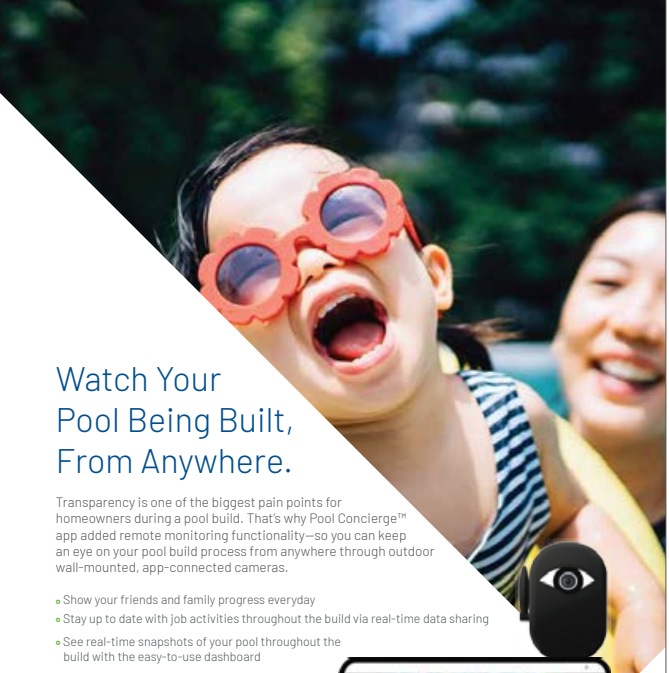
 **JUNG PUMPEN**



TU STAI A GUARDARE, ALL'ACQUA CI PENSIAMO NOI.

jung-pumpen.it info-it@pentair.com Seguici #pentairitalia

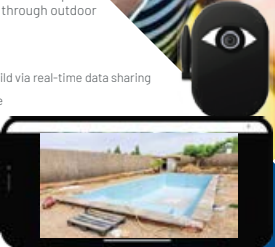
© Pentair 2020




Watch Your Pool Being Built, From Anywhere.

Transparency is one of the biggest pain points for homeowners during a pool build. That's why Pool Concierge™ app added remote monitoring functionality—so you can keep an eye on your pool build process from anywhere through outdoor wall-mounted, app-connected cameras.

- Show your friends and family progress everyday
- Stay up to date with job activities throughout the build via real-time data sharing
- See real-time snapshots of your pool throughout the build with the easy-to-use dashboard
- Enjoy greater peace-of-mind, knowing who's coming & going on any given day
- Keep a souvenir of the process with a time-lapse video of your build from start-to-finish



Live View Camera



EXAMPLE - IN-STORE FLYER

FRONT



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.



PENTAIR HOME
Instint on Pentair.
[Learn more at pentair.com/saltsensor](https://pentair.com/saltsensor)

BACK

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](https://pentair.com/home)






PENTAIR

13845 Bishops Dr. | Suite 200 | Brookfield, WI 53005 | United States
P: 262.238.4400 | Customer Service: 800.278.9404 | tech-support@pentair.com | pentair.com
© 2020 Pentair. All Rights Reserved. All indicated Pentair trademarks and logos are property of Pentair. 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. Third party registered and unregistered trademarks and logos are the property of their respective owners.
400571 Rev A SE20

EXAMPLES



Clean, pristine water.
Because pool memories
run deeper in the shallow end.

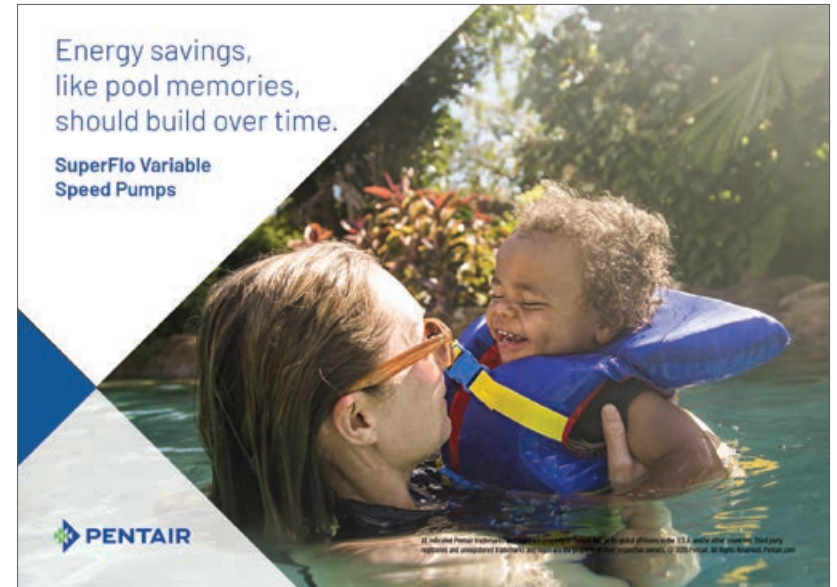
BioShield® UV Sterilizer

PENTAIR

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

**SuperFlo Variable
Speed Pumps**




PENTAIR

© 2021 Pentair. All rights reserved. Pentair.com

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

Video Intro / Outro

Paid Video Promo Endcards & CTA

Video Production Guidelines

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 tradeshow, 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 occurring 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



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

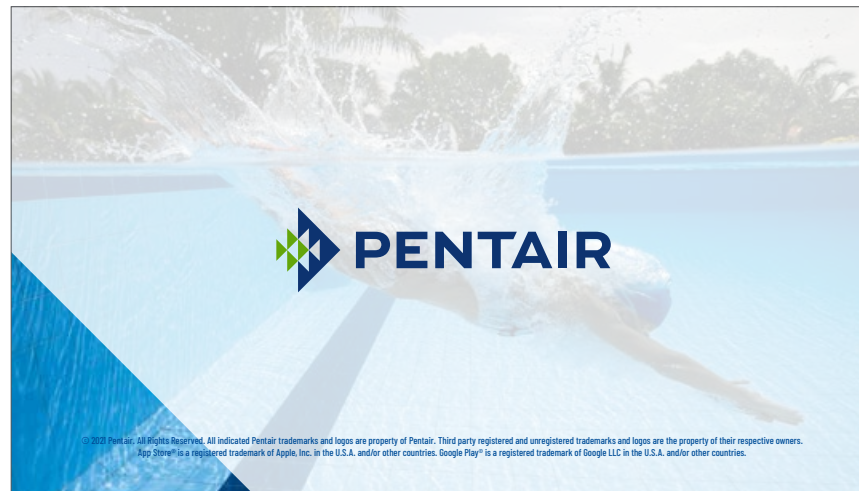
The approved Video Outro should never be altered or adjusted, to maintain brand consistency both elements must be used as downloaded.

DOWNLOAD FILES

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

VIDEO OUTRO

TRANSPARENT VIDEO INTRO



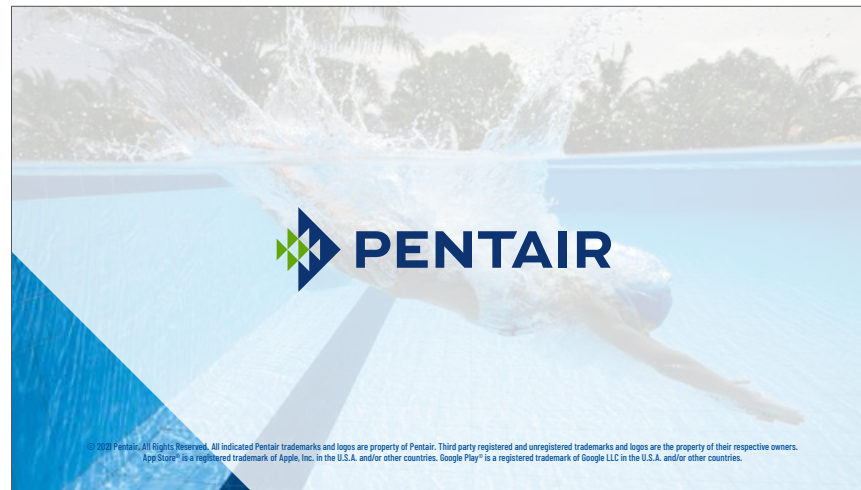
The Video Outro starts with the transparent background wiping in from the top right. When it gets to mid frame, the Pentair logo appears centered along with legal copy centered at the bottom. The transparent overlay continues to the bottom left until it's full bleed, as shown above. Video continues to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

OPAQUE VIDEO INTRO



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



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.

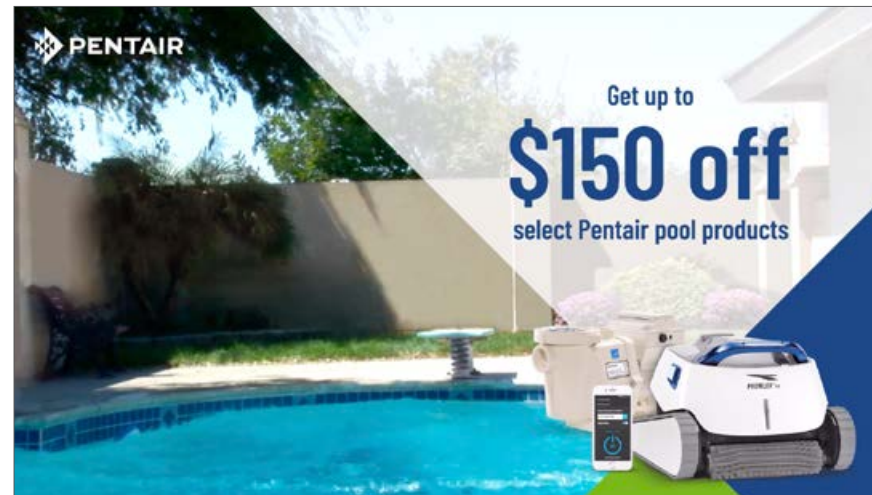
DOWNLOAD FILES

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

To view this email as a webpage, [click here](#).





Grinder technology is evolving.

Dear Julie,

A lake community in Indiana is on its way to enjoying clog free summers in the near future. The Steuben Lakes Regional Water District has started replacing old pumps with Pentair Myers® V2 Series Grinder Pumps and aiming at changing a total of 600 pumps.

[This webinar](#) explores their journey to find a reliable and easy to maintain grinder pump to help address their sewer clogging issues with our patented axial cutter technology.




Download our [white paper](#) to learn how axial cutters are addressing an industrywide wastewater system challenge.

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](#)


Email Personalization
Sample: B2B Template

To view this email as a webpage, [click here](#).




855-263-6100

Welcome, Mike !




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 ducitur vel quis mauris. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed quis suscipit diam, nec lacina neque. Nunc iaculis non orcu eget volutpat.



Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Contact us today to schedule your free in-home water test to find out what's in your water.

\$199 OFF

with installation of Pelican Water Smart Combo System


[SCHEDULE APPOINTMENT](#)

<p>Info</p> <p>City Water Well Water Replacements Contact Us Blog</p>	<p>About</p> <p>At Pentair, we believe the health of our world depends on reliable access to clean, safe water. We deliver a comprehensive range of smart, sustainable water solutions to homes, business and industry around the world.</p> <p>855-263-6100</p>
--	---


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Educational Material
Sample: B2C Template

To view this email as a webpage, [click here](#).



untap the benefits of better water.






At Bridge House, every element of water's impact to the house is clear. From that clarity comes a whole lotta upside for its owner and proud Pentair partner, Dan Brunn. Why not get your house flowing and filtering forward in the same way? After all, the right water systems help ensure:

- Cleaner, great tasting water for cooking and drinking
- Better care for appliances and plumbing with softer water
- Soft skin and shinier hair too
- No more spotty dishes and glasses from the dishwasher
- Sparkling ice from your icemaker
- Money savings on energy costs

Home, kitchen, or bath, Pentair can get you there. Tell us the type of solutions you are most interested in learning more about, and let's untap the benefits of better water for you!

Choose the solutions that are of interest to you.

 <p>Whole home water solutions for better water, everywhere</p>	 <p>Great tasting ingredient water for cooking and drinking</p>	 <p>Kissing bottled water goodbye – 1 Freshpoint filter delivers 750 gallons of delicious water</p>
--	--	--

[Submit](#)

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](#)

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 | FFFFFFFF | Arial
 Links: 14px | 4F8309

COLORS

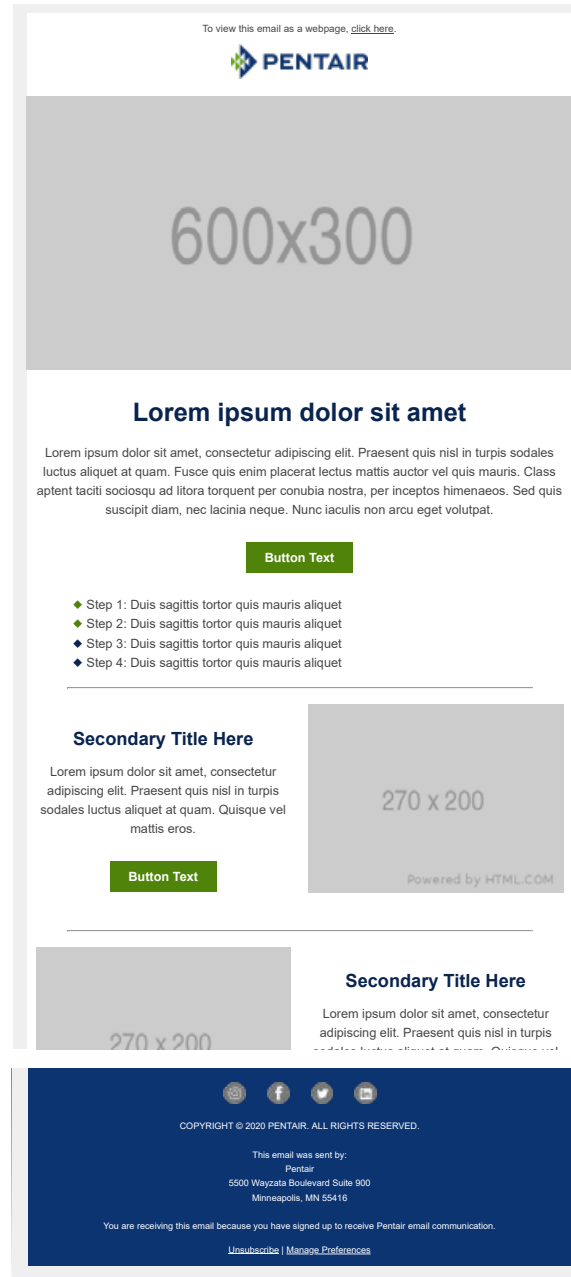
(Where applicable, please use ADA color pallette).

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.



CTA BUTTONS

White Backgrounds:



Pentair Green

Pentair Blue

Colored Backgrounds:



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

Brochures/Pamphlets

Catalogues

Product Sheets

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.

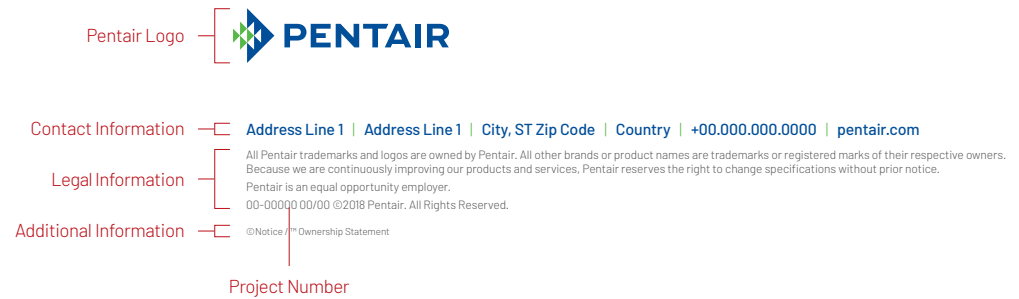
BRAND ASSETS

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

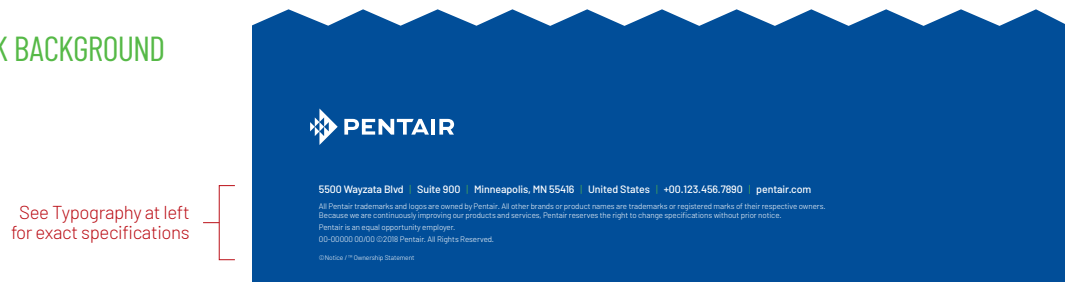


CONFIGURATION AND COMPONENTS

LIGHT BACKGROUND



DARK BACKGROUND



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.

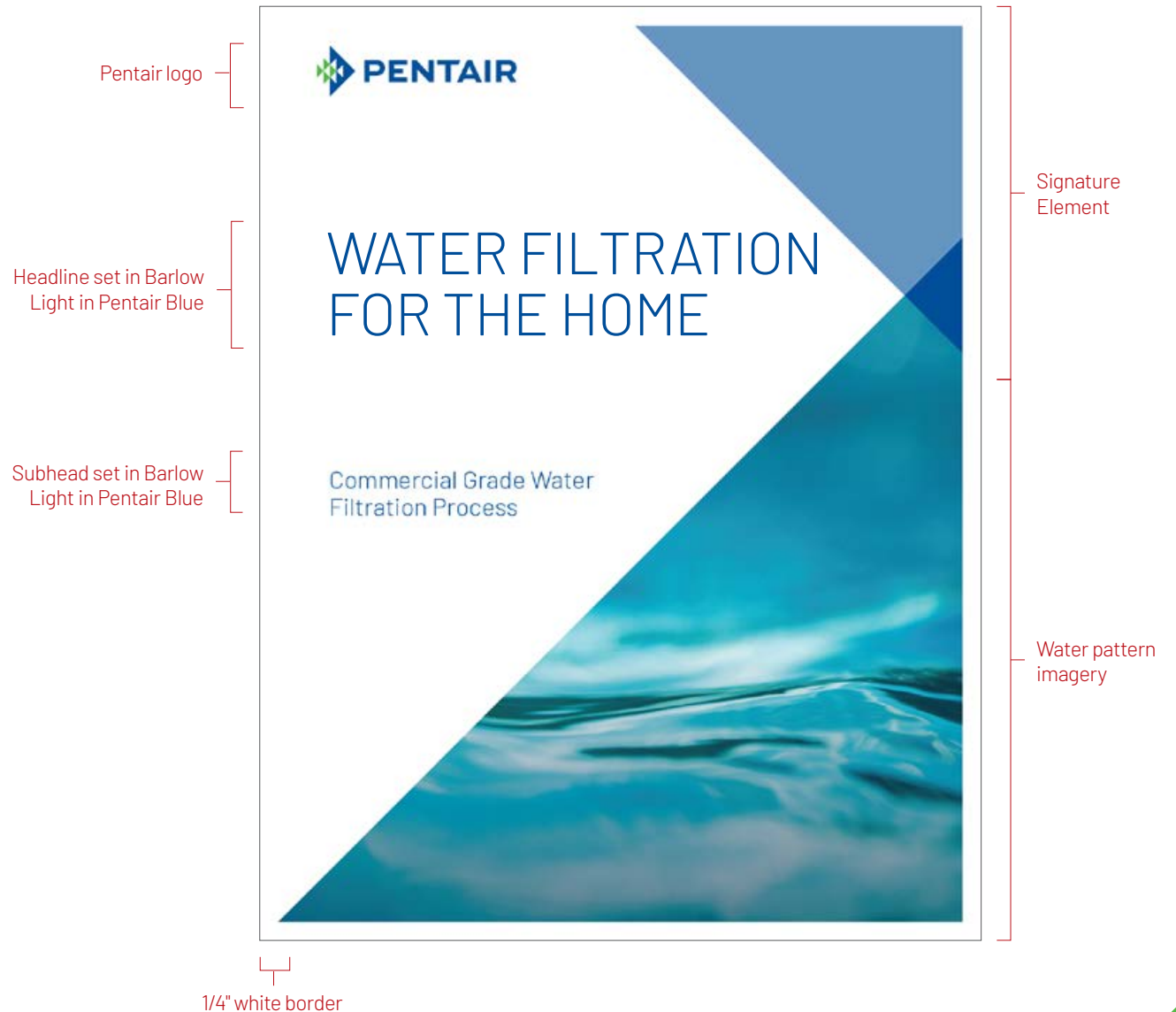
BRAND ASSETS

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)



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.

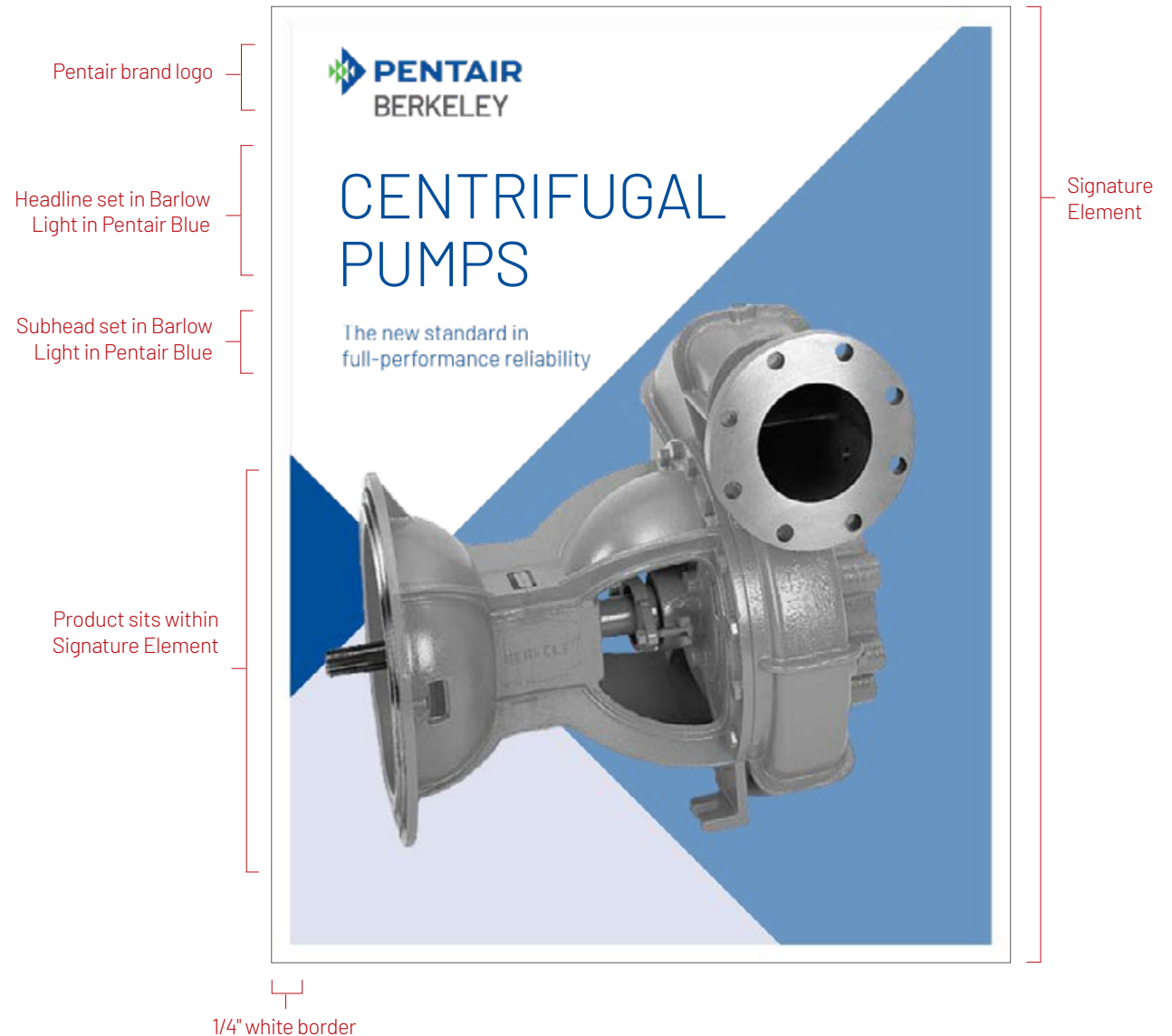
BRAND ASSETS

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)



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)



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



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 (4- or 8-Function Control)
EasyTouch System Wireless Controller
QuickTouch® Wireless Remote
IS4 4-Function Spa-Side Remote
SpaCommand® Spa-Side Remote (0-Function Spa-Side Remote)

THE EASYTOUCH CONTROL SYSTEM FAMILY

Part #	EasyTouch Systems with IntelliChlor® Transformer and IntelliChlor Cell	Part #	Canadian EasyTouch Systems
520582	EasyTouch System 4PSC-IC20 Single Body (includes salt chlorine generator integration & IC20 cell)	520390	IntelliChlor Generator Power Center (Canadian version)
520583	EasyTouch System 4PSC-IC40 Single Body (includes salt chlorine generator integration & IC40 cell)	520391	IntelliChlor Generator IC20 Cell (Canadian version)
520704	EasyTouch System 8PSC-IC20 Single Body (includes salt chlorine generator integration & IC20 cell)	520392	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)	52204	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
52160	EasyTouch System 8SC-IC80 Pool/Spa (includes salt chlorine generator integration & IC80 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
520581	EasyTouch System 4P Single Body (base system—no indoor control panel, no actuators)	52209	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)	52176	SpaCommand® Spa-Side Remote, Black 150' cable
520540	EasyTouch System 8 Pool/Spa (base system—no indoor control panel, 2 actuators)	52177	SpaCommand Remote, Black 250' cable
Part #	Canadian EasyTouch Systems	52178	SpaCommand Remote, White 150' cable
520894	EasyTouch System 4P-C Single Body (salt-ready system—cell must be ordered separately)	52179	SpaCommand Remote, White with 250 ft. cable
520895	EasyTouch System 8-C Pool/Spa (salt-ready system—cell must be ordered separately)	52180	Mudbox Accessory, SpaCommand Remote

1.5' (38mm)

Pentair Logo

Corporate/Copyright Standards

0.7' (17.8mm)

0.5' (12.7mm)

1' (25.4mm)

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.

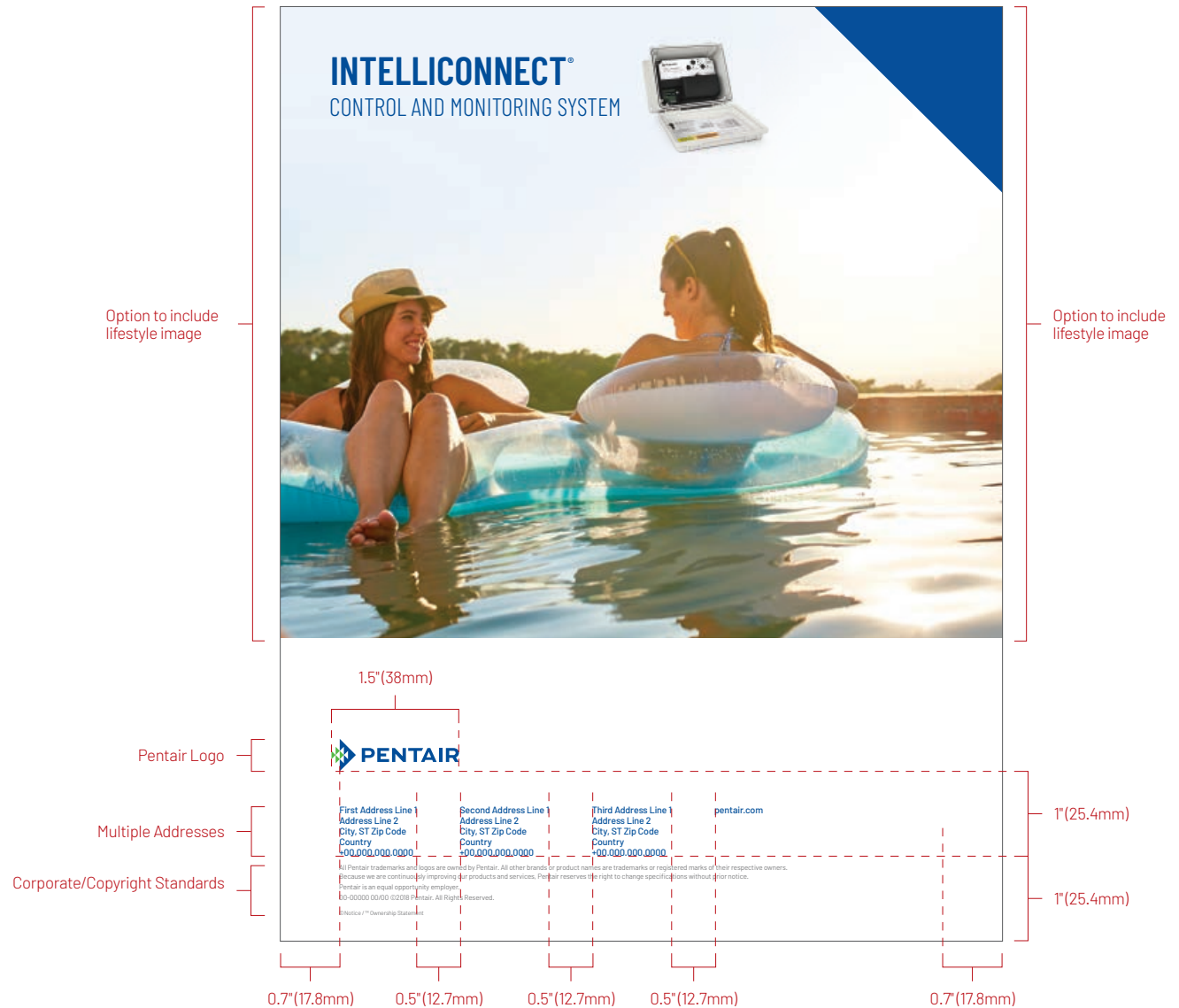
BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

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

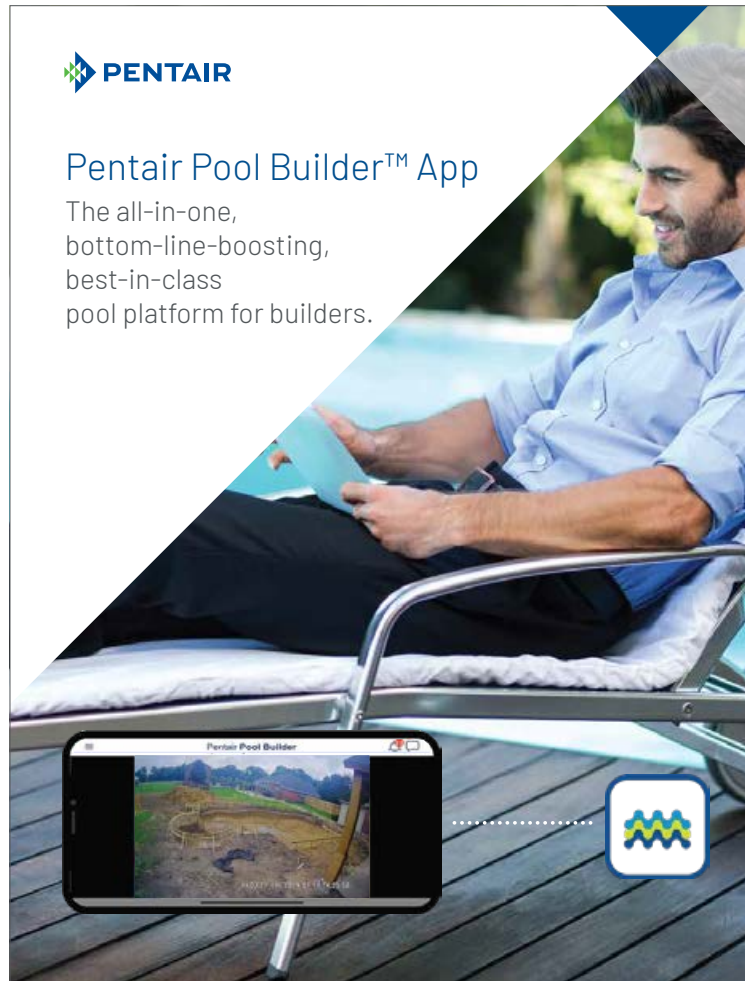
BRAND ASSETS

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)



EXAMPLES

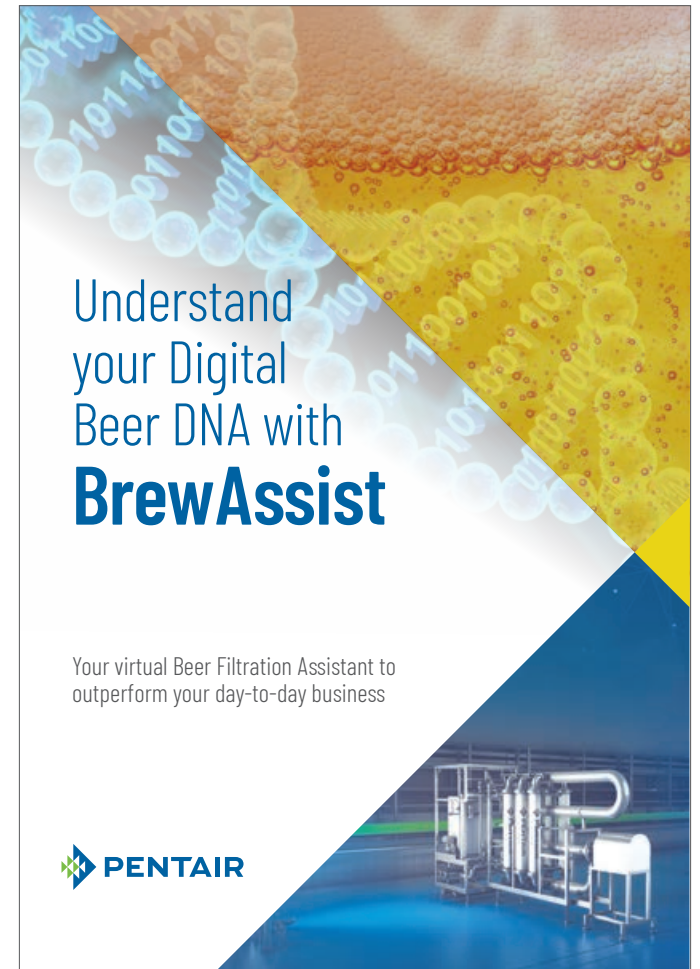


PENTAIR

Pentair Pool Builder™ App

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

The advertisement features a man in a light blue shirt sitting on a lounge chair by a pool, looking at a tablet. The tablet displays the Pentair Pool Builder app interface, which includes a 3D rendering of a pool under construction and a progress bar. A small Pentair logo icon is visible in the bottom right corner of the tablet screen.



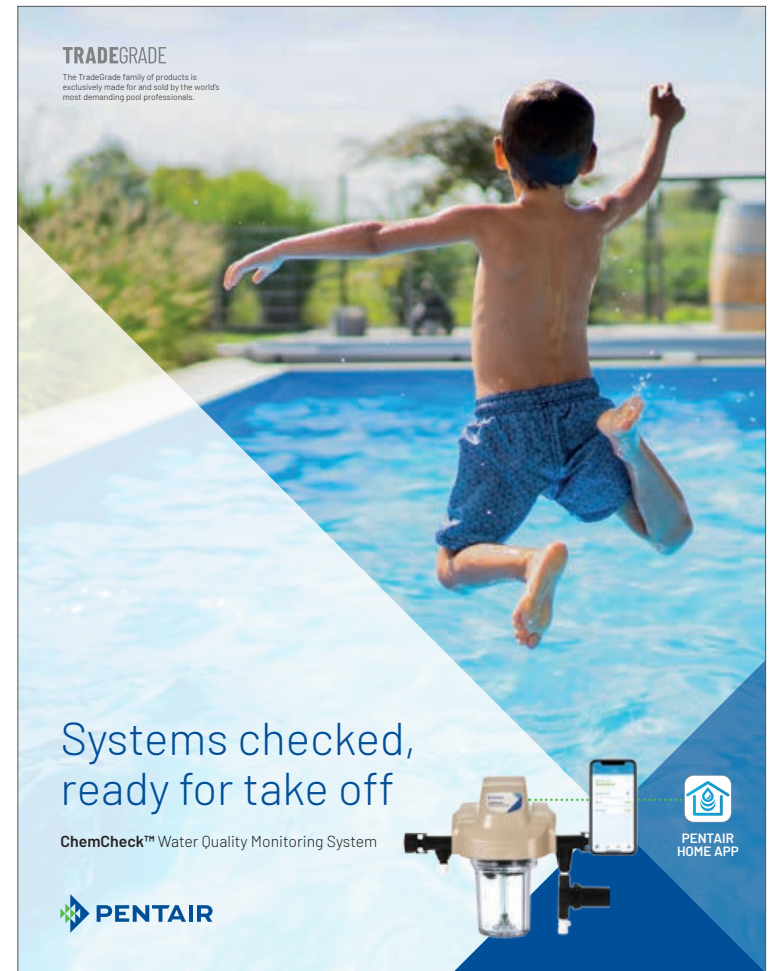
Understand your Digital Beer DNA with **BrewAssist**

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

PENTAIR

The advertisement features a background of a beer head with bubbles and binary code. In the bottom right corner, there is a 3D rendering of a beer filtration system.

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.

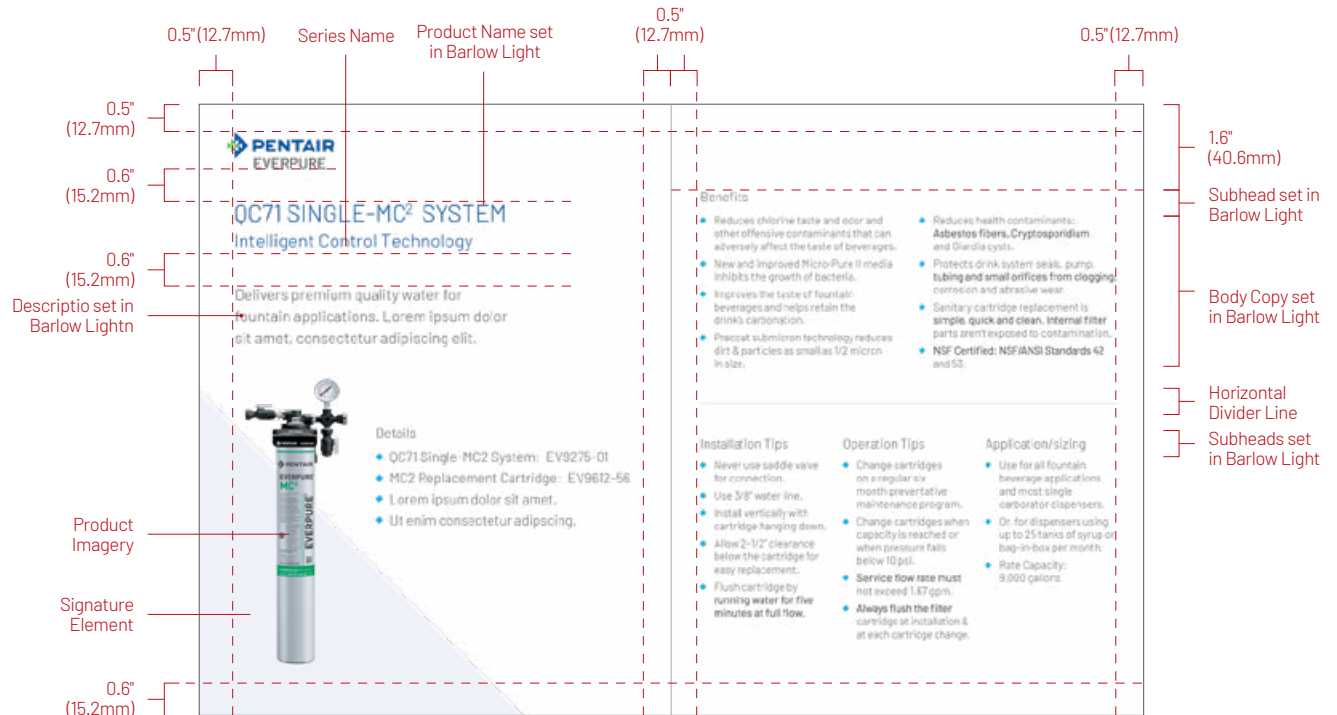
BRAND ASSETS

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)



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.

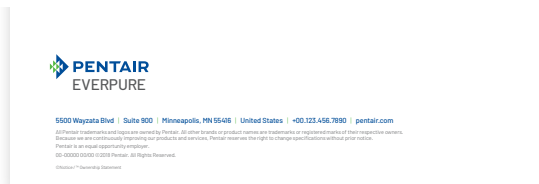
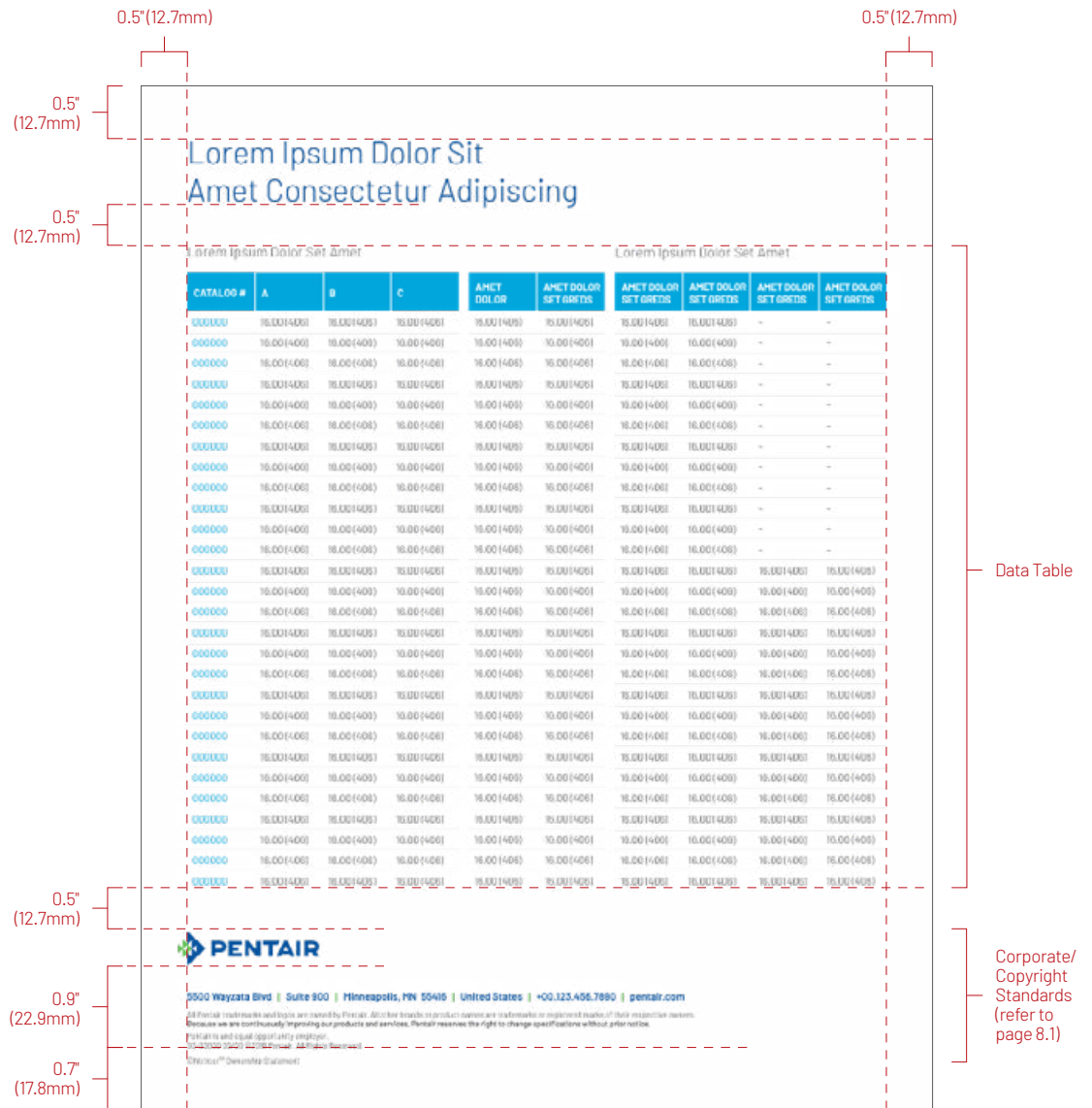
BRAND ASSETS

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)



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.



1.



2.



3.



4.



5.



6.

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.



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



Designer Series Example



Front

Back

Side

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

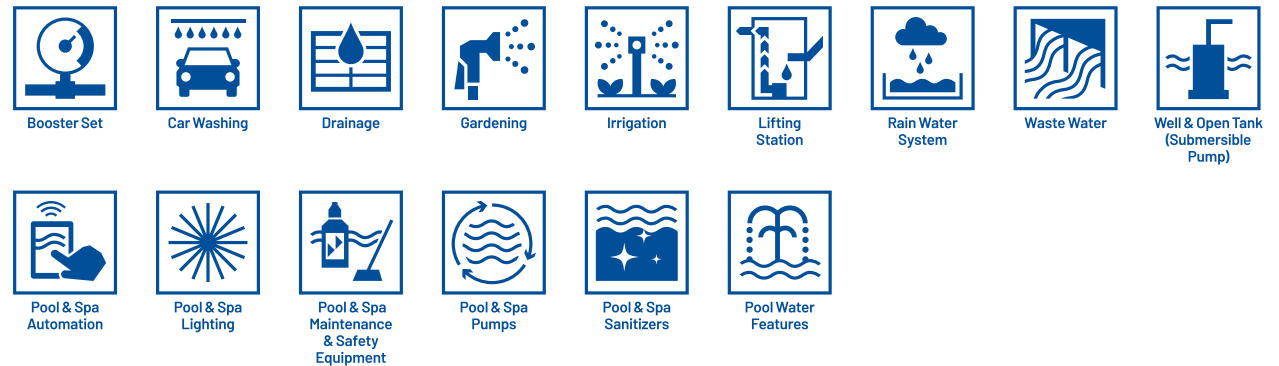


Rebate icons can be created with specific currency symbols, and will follow the above icon standard. Currently the Dollar and the Euro symbols are included.

Applications



Product Categories



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

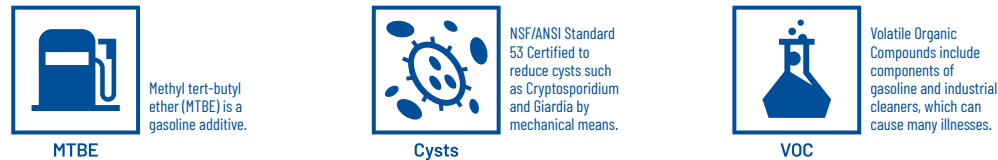
BRAND ASSETS

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.

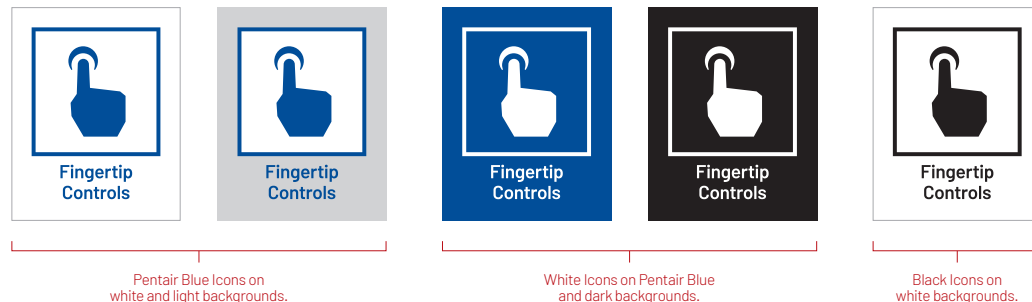
EXAMPLES OF PACKAGING ICONS



PACKAGING ICONS WITH DETAILED INFORMATION



COLOR OPTIONS

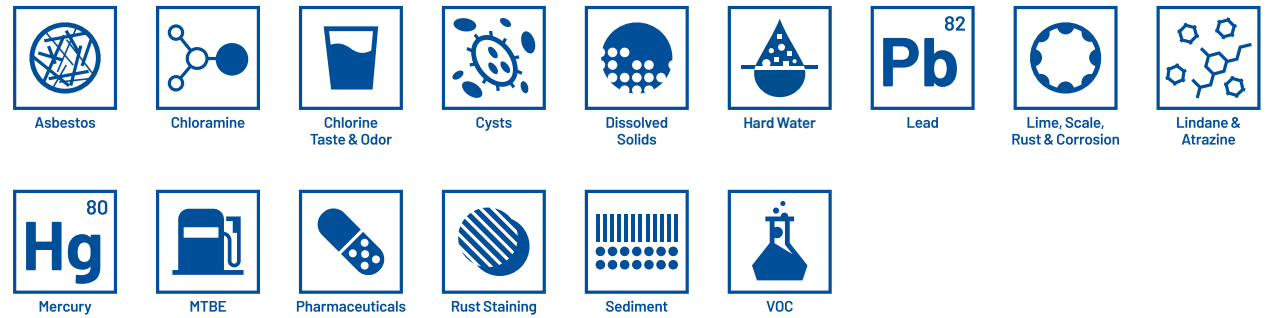


DOWNLOAD FILES

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

EXAMPLES OF PACKAGING ICONS

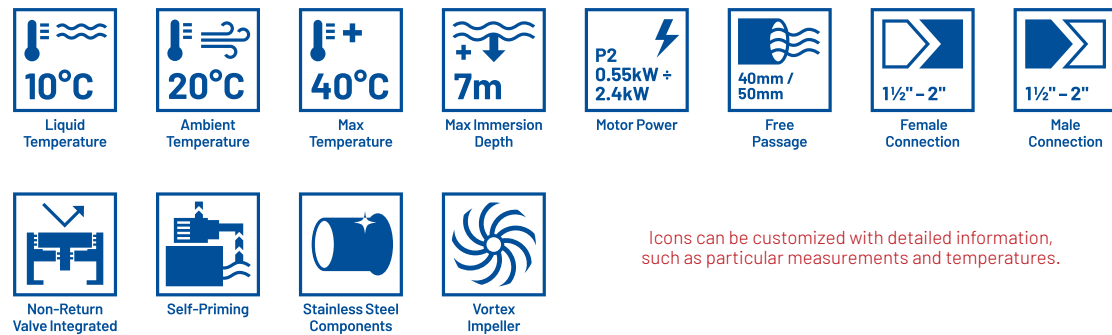
Contaminants



Services



Product Specifications



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



Hebefix extra
PENTAIR JUNG PUMPEN

PENTAIR JUNG PUMPEN

Hebefix extra

DRAINAGE LIFTING STATION FOR AGGRESSIVE LIQUIDS

- EXTRA STURDY!** For the removal of urine from water softener or condensate from condensing boilers
- HIGH RELIABLE** Alarm with runtime monitoring and an integrated warning/flashing function ensures high reliability
- LARGE SCOPE OF SUPPLY** Vent with activated carbon filter, alarm and swing type check valve included





PENTAIR JUNG PUMPEN

Hebefix extra

SCHMUTZWASSERHEBEANLAGE FÜR AGGRESSIVE MEDIEN

- EXTRA ROBUST!** Für die Entsorgung von Säure aus Enthärtungsanlagen oder Kondensat aus Brennwertgeräten
- ZUVERLÄSSIG** Alarm mit Laufzeitüberwachung und einer integrierten Entlüftung/Spüleinrichtung sorgen für eine hohe Betriebssicherheit
- GROSSES LIEFERUMFANG** Lüftung mit Aktivkohlefilter, Alarm und Rückschlagklappe





Rückschlagklappe 9/32
Drainage check valve 9/32

Drainagepumpe aus 1/2" Ø
Pump designed tank model of 1/2"

Integrierte Spüleinrichtung mit Aktivkohlefilter
Integrated vent with activated carbon filter

Einbaupunkte für 1/2" Ø extra
Drainage pump

Spezielle Schutzkomponenten für versch. Schmutzwasser
Special tank specific to the wastewater



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.

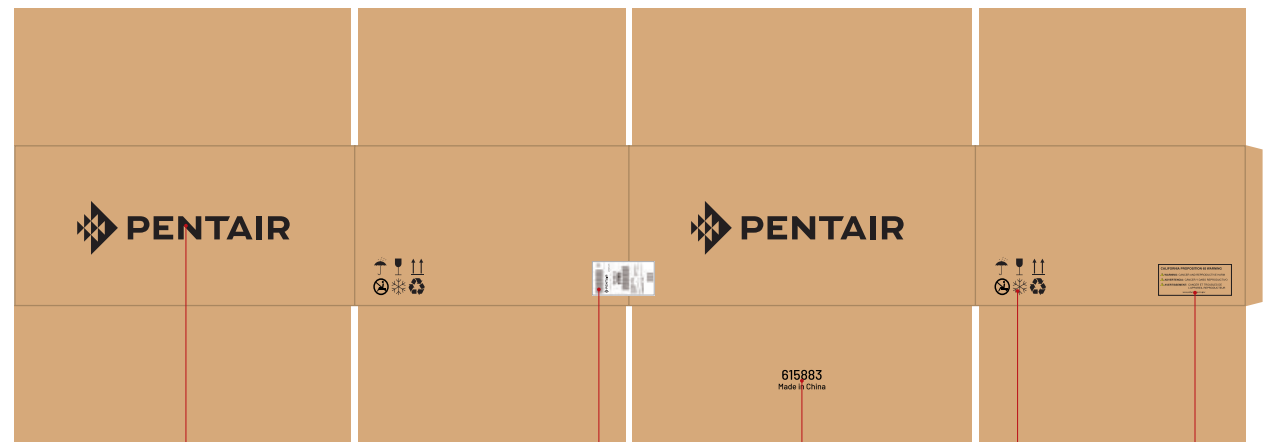
PROP 65 (or other required legal text or notices)

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.

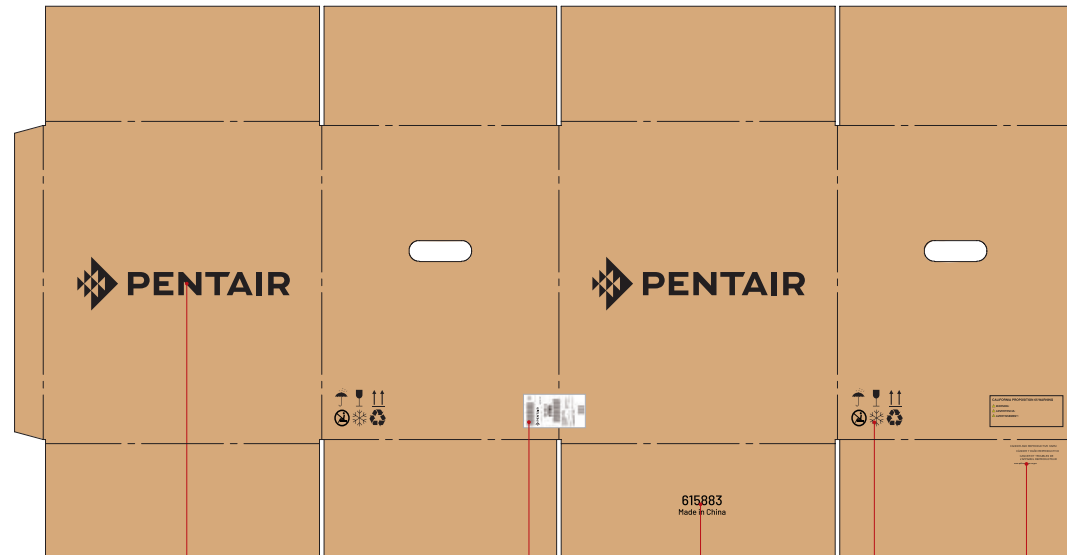
PROP 65 (or other required legal text or notices)

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



Label with Full-Color Logo



Label with Black Logo

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.

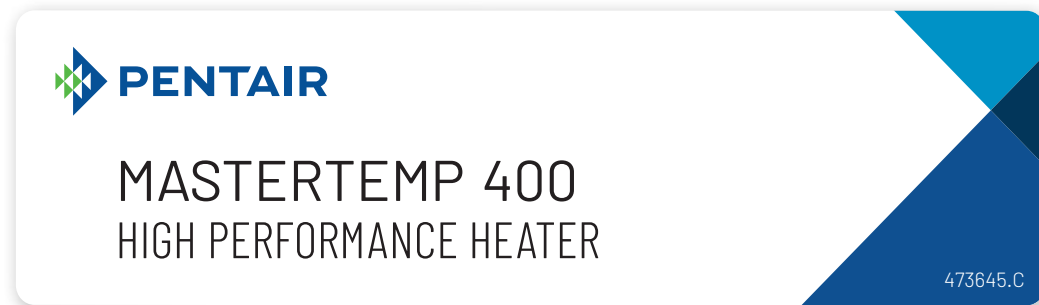
TYPOGRAPHY

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

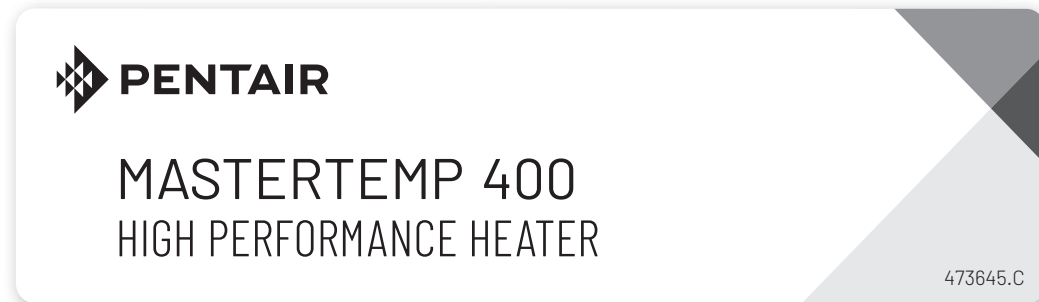
BRAND ASSETS

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.

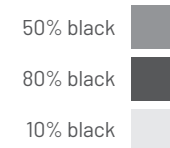
PRODUCT LABELS



Full-Color Label



One-Color 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

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

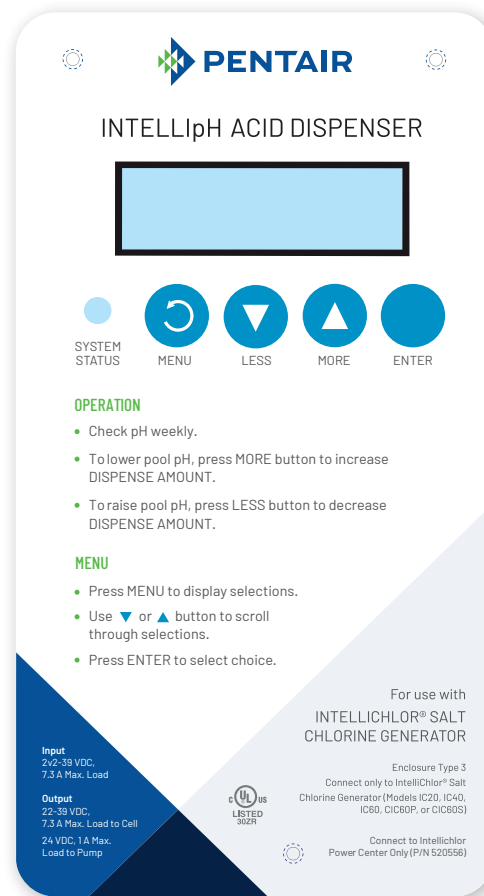
TYPOGRAPHY

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

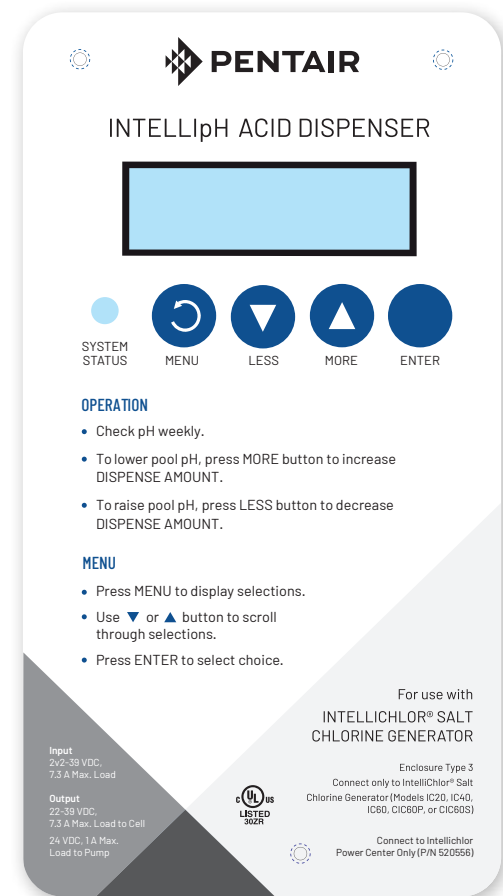
BRAND ASSETS

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.

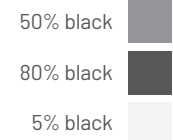
PRODUCT OVERLAYS



Full-Color Overlay



Two-Color Overlay



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 until 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.

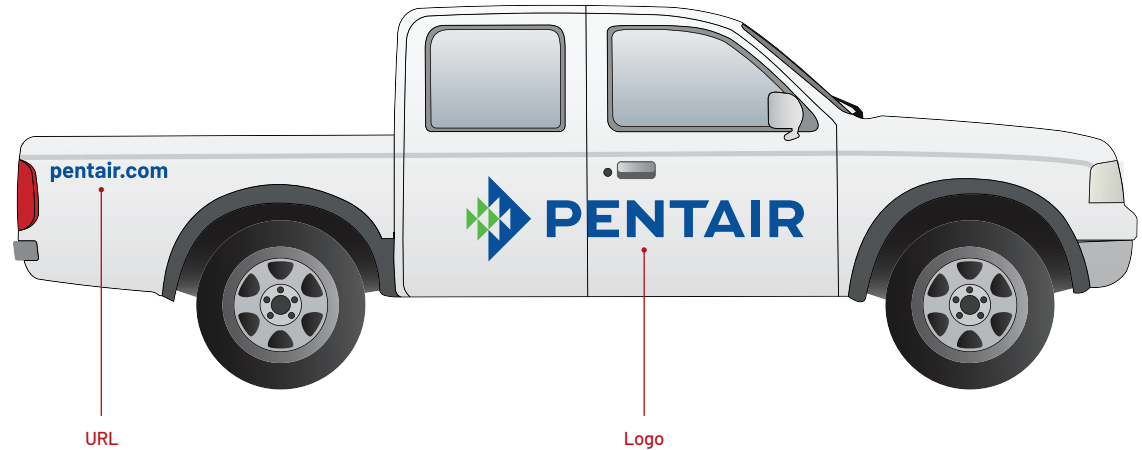
BRAND ASSETS/PENTAIR LOGO

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

URL

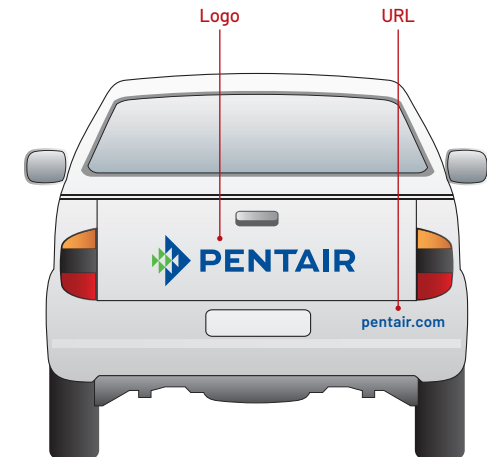
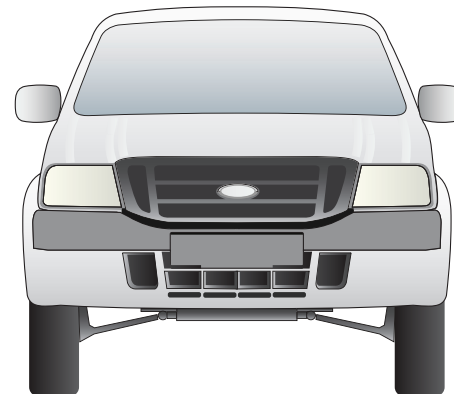
The URL is placed on the side panels and back bumper, as shown. The type is set in Barlow Bold in White or Pentair Blue, as shown.

PICK-UP/UTILITY TRUCKS



URL

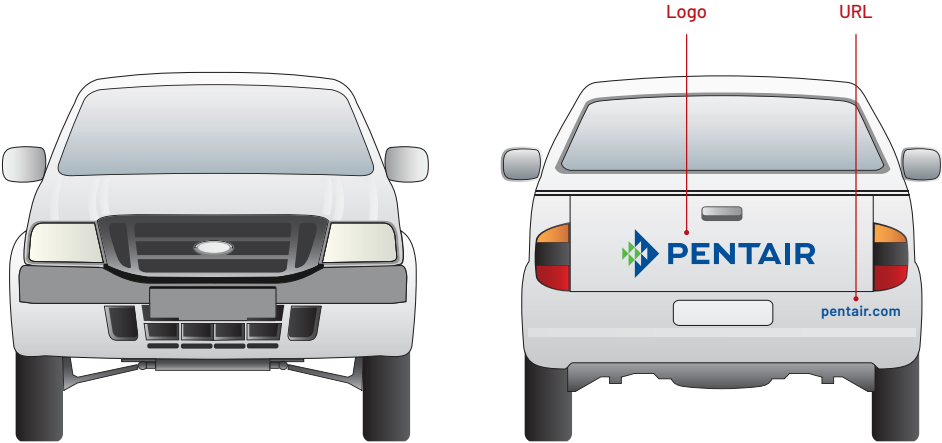
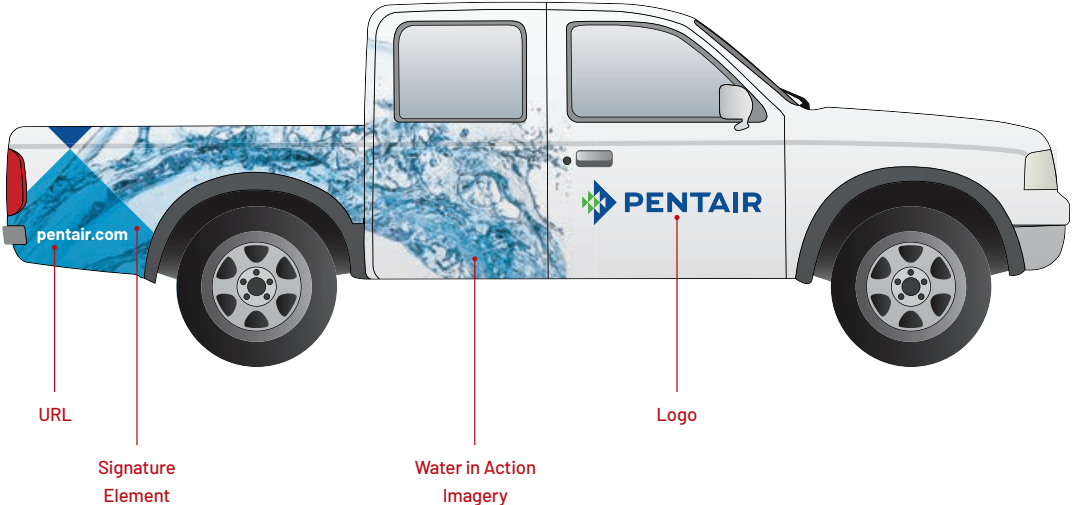
Logo



Logo

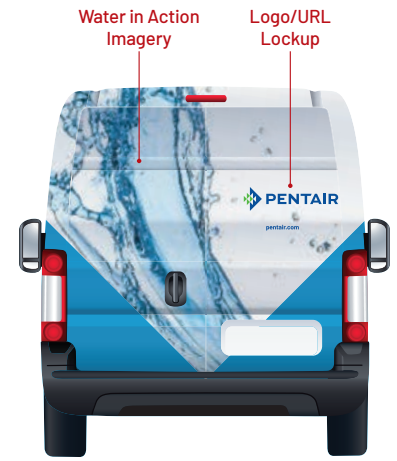
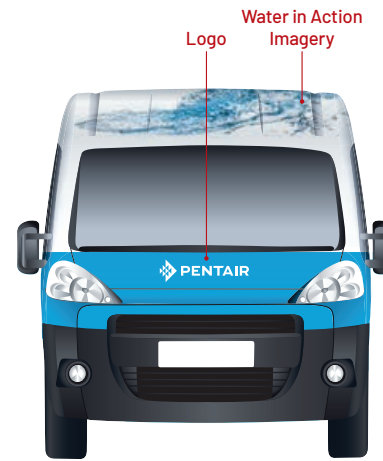
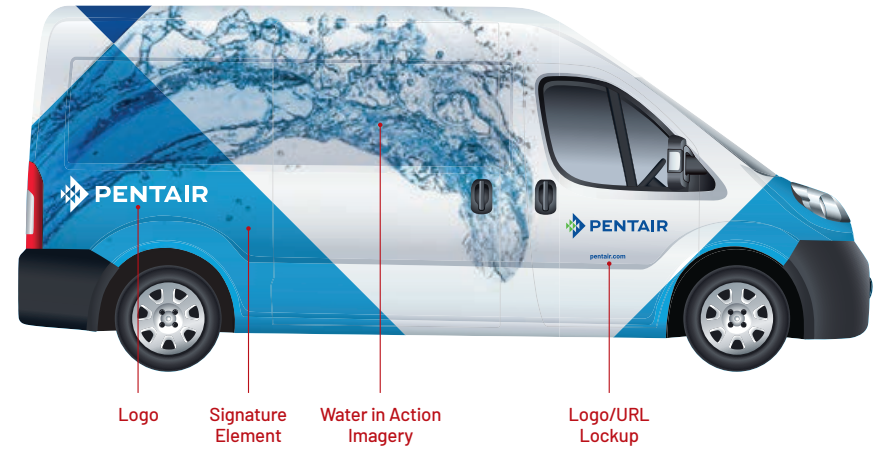
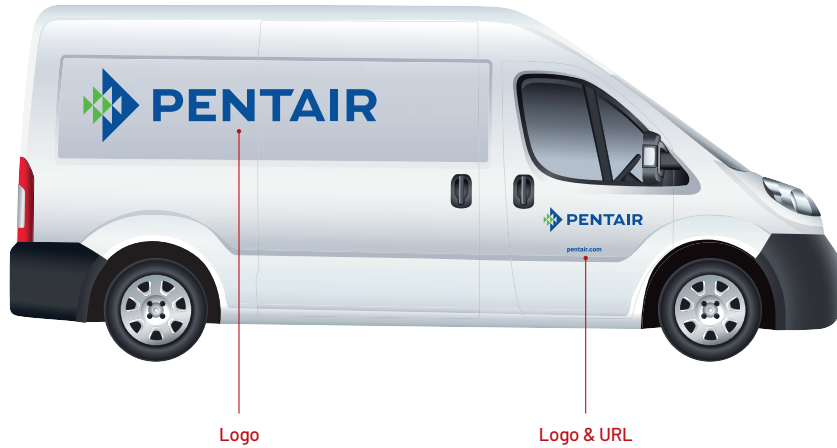
URL

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

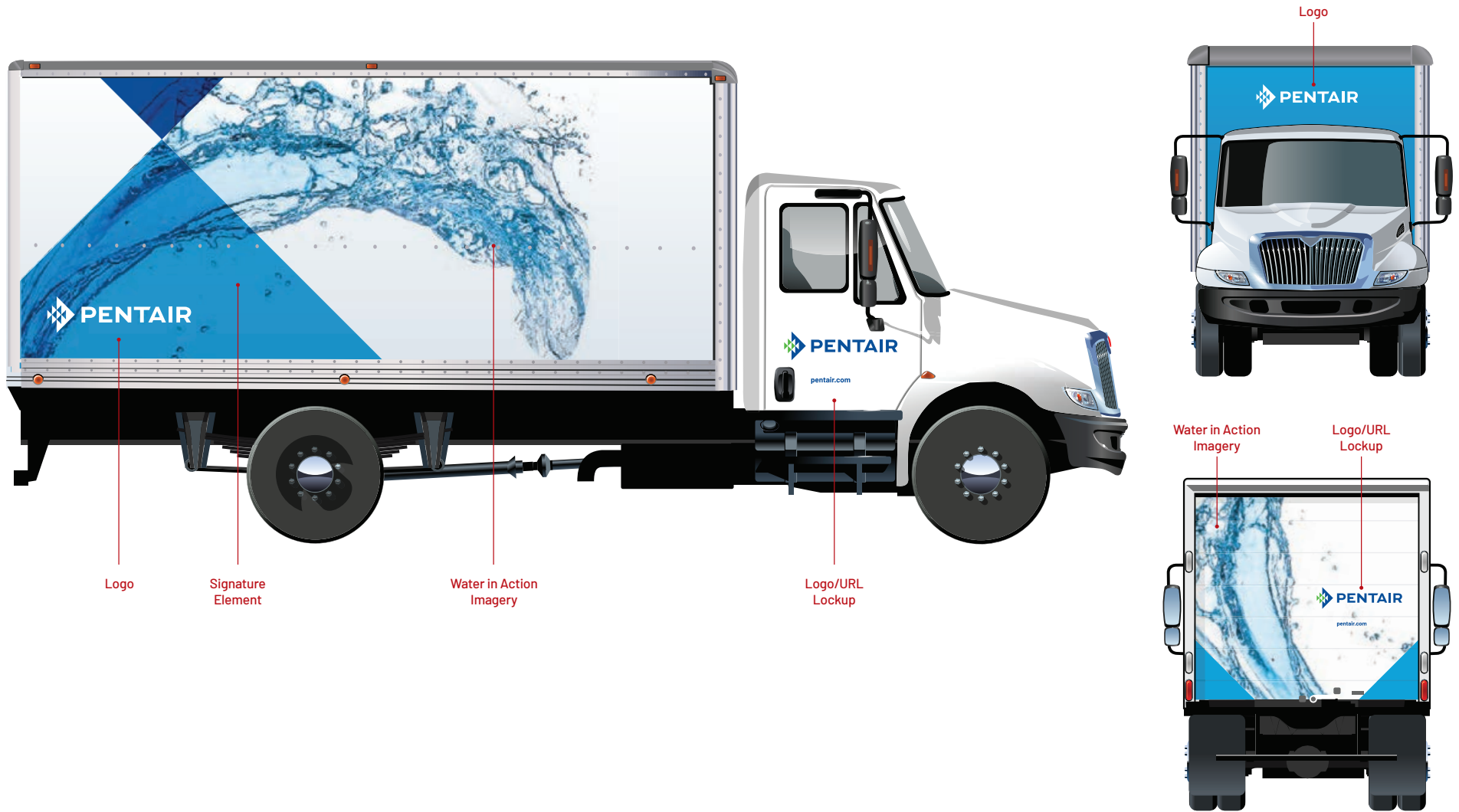


VANS

VANS (Signature Element/Imagery)



DELIVERY TRUCKS (Signature Element/Imagery)



7.0 TRADE SHOW & RETAIL

Trade show Booths

Pop-ups

Retail Stores

Product Displays & Banners

Prominence and impression impact results when we are present at trade shows and exhibitions. Consistent branding of all trade show applications is not only critical in conveying a unified visual aesthetic, but more importantly the interaction with our physical spaces strengthens and fortifies what we do every day – bring water to life.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

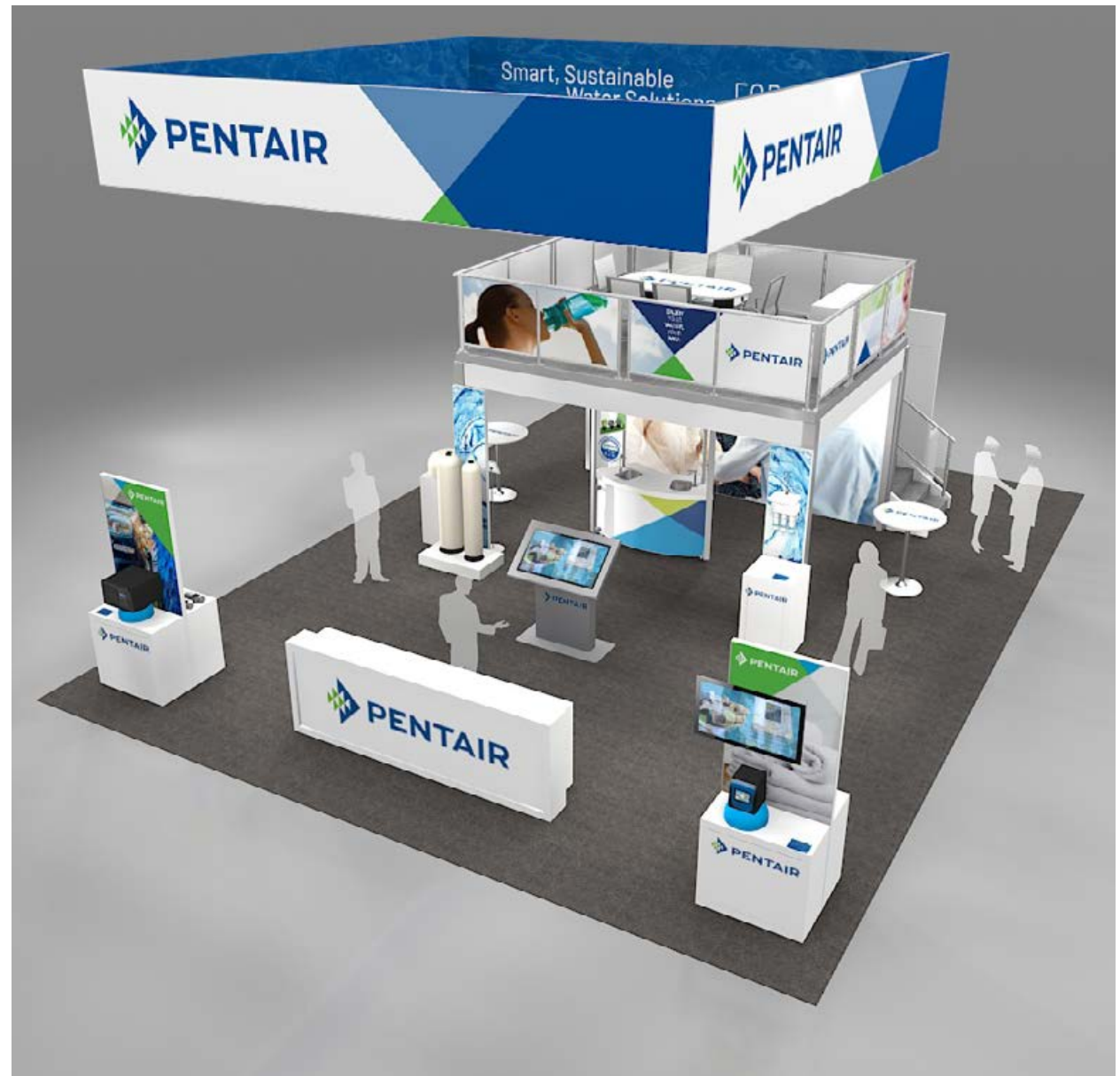
For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Chapter 2).

Important: All trade shows should be preapproved through marketing prior to commitments being made so proper resources and budgets can be allocated.

If you have any questions on the trade show processes, please contact someone on the Enterprise Shared Services Events Team.

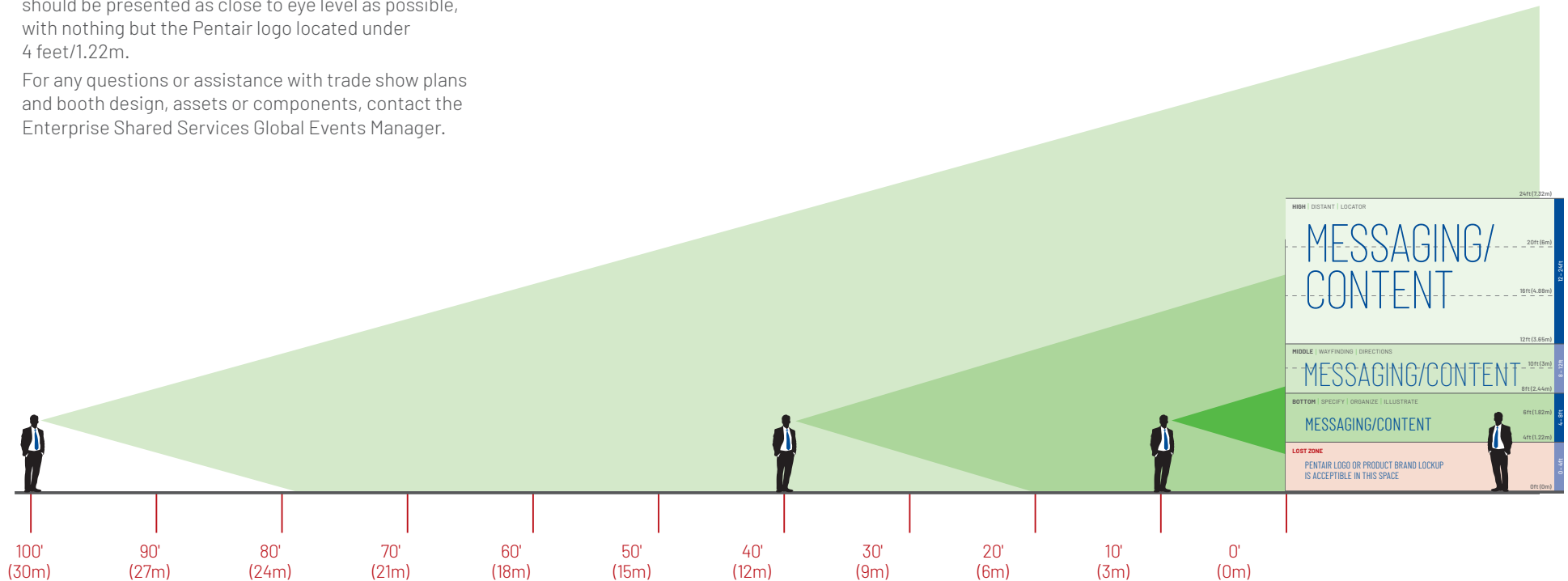


As a guest approaches a Pentair exhibit, there is a natural top to bottom recognition of the information you present. The topmost layer typically is the main identifier: who you are. This is the element that should be seen from the entry to the exhibit hall and throughout as a beacon to identify where Pentair is located. As the visitor approaches, the lower distances come into view and help to qualify and direct customers to their areas of interest. **There should be a Pentair identifier no matter where a person is standing within the booth so they always recognize their location.**

When using the Pentair logo, it should fill in the space provided and should appear as large as possible yet keeping the proper proportions. Important information should be presented as close to eye level as possible, with nothing but the Pentair logo located under 4 feet/1.22m.

For any questions or assistance with trade show plans and booth design, assets or components, contact the Enterprise Shared Services Global Events Manager.

BRAND IDENTITY SIGHT LINES



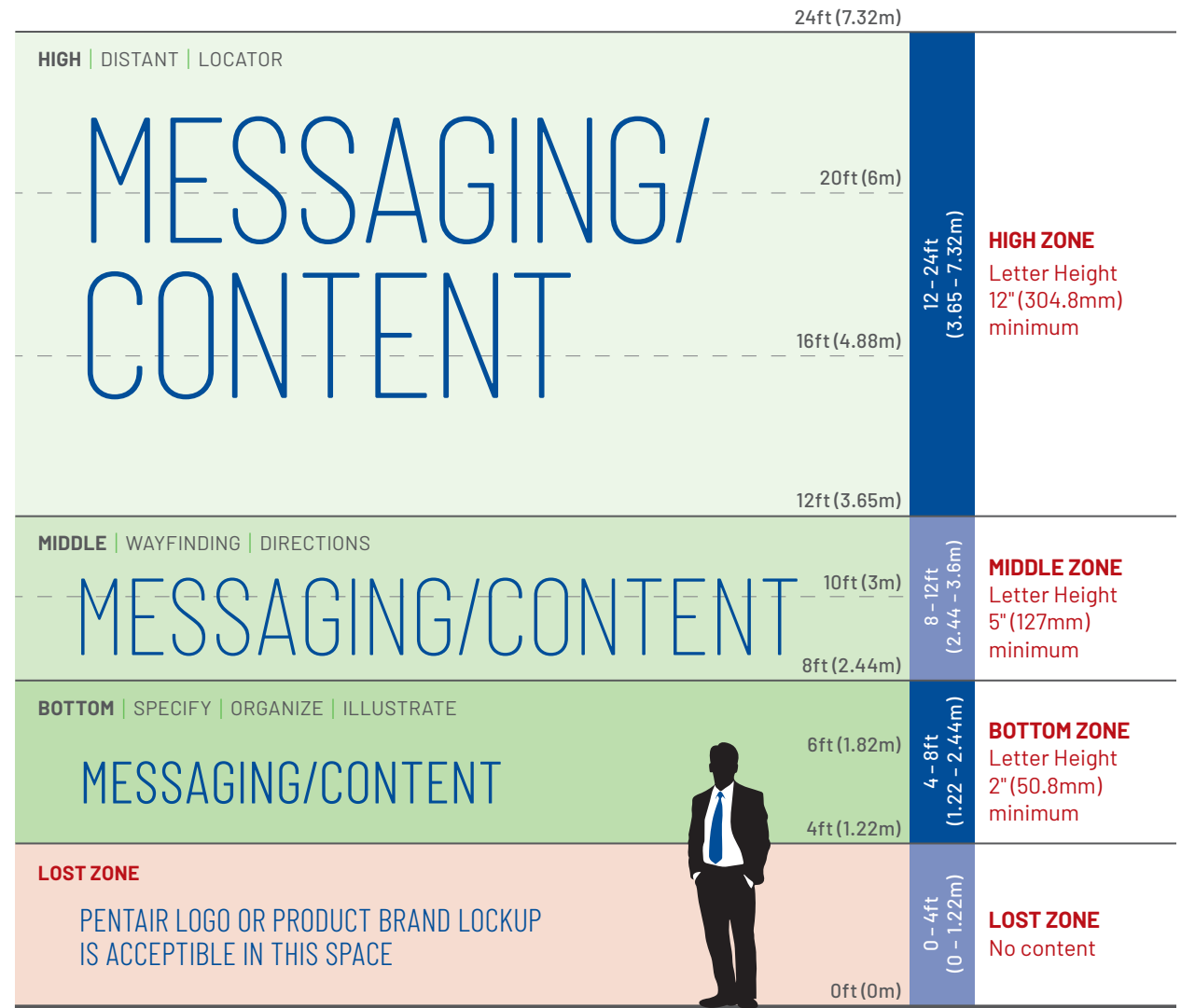
This page shows minimum letter sizes at incremental heights from ground level; these sizes are essential for readability from a distance. The maximum letter heights are shown in the blue. Exhibits fonts should always use our primary typefaces, which are Barlow and Barlow Condensed.

GENERAL STYLE GUIDELINES

For titles, always use uppercase to lead a section or paragraph. For body copy, always use sentence case to start a phrase or sentence. Do not modify default word spacing, letter spacing, or tracking in design and publishing software. Barlow and Barlow Condensed typefaces should only be used, refer to Typography in Chapter 2.

In order to achieve a consistent application of our revitalized brand, we developed brand standards containing rules and examples for upholding the brand throughout all aspects of Pentair's corporate and solutions marketing communications.

TYPOGRAPHY



Our trade show booths contain several elements that work together to visualize the Pentair brand. For guidance on the use of the Pentair logo and the brand elements, refer to Chapter 2.

For guidance on the use of the Pentair logo, and other brand elements, please refer to Chapter 2.

Any questions about trade show booths, assets or components, contact the Global Events Manager.

BOOTH ELEMENTS



Our extra large trade show booths provide abundant opportunities to engage and connect with our customers, truly demonstrating our values.

Extra Large booths are those that are around 40ft x 50ft+ or 100+ m².

These booths are for major shows and may focus on one or more multiple businesses, product brands or product lines.

All extra large booth designs should be approved by the Global Events Manager prior to production.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

EXTRA LARGE BOOTH CONCEPTS



CROSS BUSINESS UNIT EXAMPLE
With use of second story meeting space and lots of product area throughout the booth



CROSS BUSINESS UNIT EXAMPLE
With use of larger hospitality area and conference rooms

Our large trade show booths provide abundant opportunities to engage and connect with our customers, truly demonstrating our values.

Large booths measure around 20ft x 30ft or 49-100 m².

All large booth designs should be approved by the Global Events Manager prior to production.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

LARGE BOOTH CONCEPTS



WATER BUSINESS EXAMPLE
With use of second story meeting space



NON WATER BUSINESS EXAMPLE
With use of Pentair logo and For Life messaging

Though slightly smaller in area, our medium trade show booths are an exciting and integral vehicle to convey the power of our brand.

Medium Booths are those with measurements around 20ft x 20ft or 17-39 m².

All medium booth designs should be run past one of the Enterprise Shared Services Event team members for review prior to production.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

MEDIUM BOOTH CONCEPTS



WATER BUSINESS EXAMPLE



WATER BUSINESS EXAMPLE



NON WATER BUSINESS EXAMPLE
With use of Pentair logo and For Life messaging

A strong brand is successful no matter the scale, as evidenced by the inviting strength of our small trade show booths.

These small booths measure around 10ft x 10ft+ customized inline or 3-16 m² and are usually seen as a shell scheme or customizable structure.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

SMALL BOOTH CONCEPTS



WATER BUSINESS EXAMPLE



WATER BUSINESS EXAMPLE



NON WATER BUSINESS EXAMPLE
With use of Pentair logo and For Life messaging

When space is limited, our Portable and Table Top Displays (10ft x 10ft or smaller) deliver an impactful experience to reinforce our brand – while consistently utilizing our core brand elements. A Pentair logo table drape should be used and any product brand lockup should be located on graphics only.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

PORTABLE /TABLE TOP DISPLAYS - EXAMPLES



WATER BUSINESS PORTABLE EXAMPLE



NON WATER BUSINESS PORTABLE EXAMPLE



All displays should be pull-up or straight displays, no curved.



NON WATER BUSINESS TABLE TOP EXAMPLE
With use of Pentair logo and For Life messaging

Pedestals and Displays, using our brand elements, can be used within booths to help us showcase products, especially new or star products.

A Product Display is the base unit + visual image with messaging, or monitor. The product display messaging/monitor should be visible and not blocked by product or items sitting or hung on display.

A Product Pedestal is a branded base unit. Pedestals should only contain Pentair or brand logos, and "signature element" triangles, but no additional copy.

Pentair should be the overall booth brand.

However when you need to support a product brand (sub-brand) in a booth, you can do so by using the Pentair+product brand logo lock up on a display stand or product pedestal as shown in the first example.

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 (refer to Chapter 2). For additional information, contact someone on the Enterprise Events team.

BOOTH ASSETS - PRODUCT DISPLAYS AND PEDESTALS

Product Displays



Product Pedestals



HANGING LOGO BANNER: This banner is above the stand and helps visitors in an exhibition hall to locate and find our booth on the show floor.

Only the Pentair logo and "signature element" should be used on the hanging banner exterior. The Brand Promise can be used on the interior of the hanging logo banner as well.

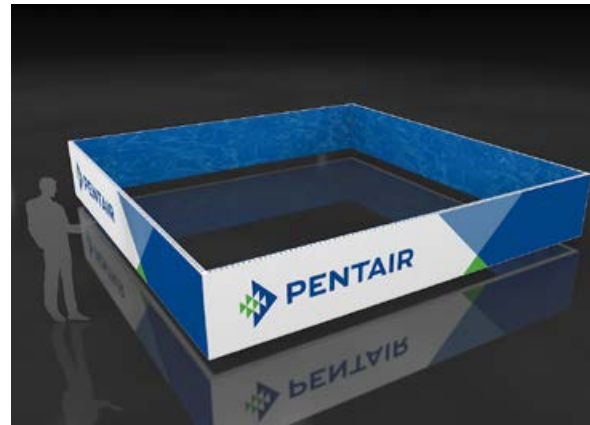
RECEPTION COUNTERS Reception counters identify our brand and company, and provide a visitor with a central location in a booth to get more information.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the water bar design, and use of the Pentair logo, brand elements, imagery and typography, contact someone on the Enterprise Events team.

BOOTH ASSETS - HANGING LOGO BANNERS & RECEPTION COUNTERS

Hanging Banner



Reception Counters



Including a water bar in a booth is a great way to showcase the quality filtered drinking water that Pentair has to offer.

Other hospitality items such as coffee dispensers and table top water/ice dispensers can also be used to showcase Pentair filtration equipment.

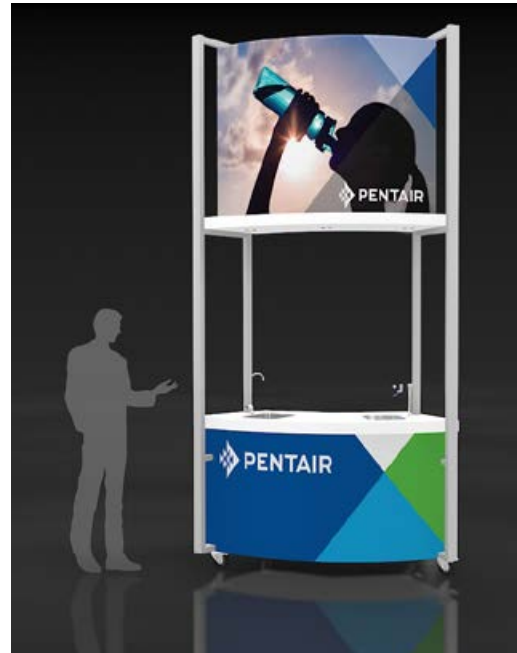
These are examples of Water Bars that were designed and built for use in the United States but can be built locally as needed.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the water bar design, and use of the Pentair logo, brand elements, imagery and typography, contact someone on the Enterprise Events team.

BOOTH ASSETS - WATER BARS

Water Bars



Display lights are the perfect counterpart and will make our exhibits stand out, drawing more attention. Booths should be well-lit with no dark areas.

SPOTLIGHTS

A spotlight casts narrow rays of light and is used for highlighting specific areas in an exhibit or an array of products. The beam spread is small and can usually be reduced to a more concentrated ray, making it easier to point and control the light.

FLOODLIGHTS

A floodlight is designed to illuminate larger areas and has a larger beam spread using the same wattage and lumen output.

WALL LIGHTS

A wall light is commonly used for direct lighting and is available with a height adjusting feature and a clip on clamp bottom which allows the fixture to be placed on many types of exhibits.

LED LIGHT BULBS

LED bulbs are preferred for use, which have various wattage options to supply different types of illumination. LEDs are more durable, longer lasting, and consume less power than other bulbs. They also have a higher safety rating due to generating low heat, making them cool to the touch and creating a more comfortable temperature for your exhibit.

LIGHTING

Wall lights



Flood light



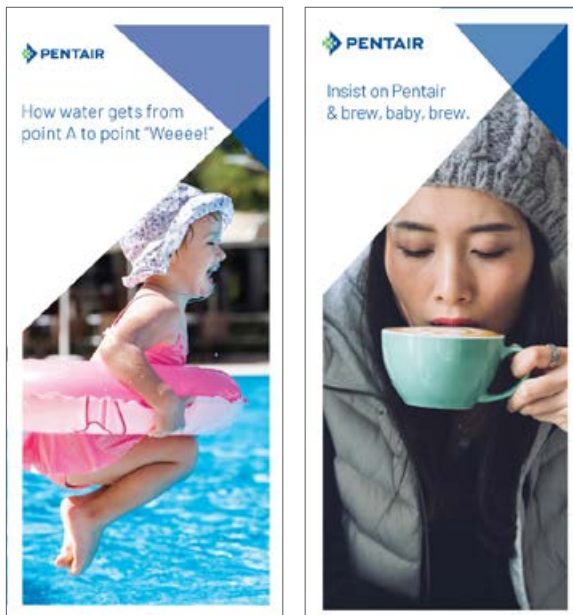
Accent light



Clean and concise – the qualities our pull-up banners embody. Though all are brand compliant, the various solutions allow for multiple approaches to promote and reinforce a particular offering or benefit.

Important: No logos, messaging or important information should be placed below the center the banner.

STANDARD BANNERS



ROLL-UP BANNERS

PRODUCT BANNERS



'FOR LIFE' BANNER



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 (refer to Chapter 2). For additional information, contact your Assigned Brand Council Member.

ROLL-UP BANNERS

The flexibility of the Roll-Up Banner standard allows for banners that specifically target a specific audience (see below), while maintaining brand consistency.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2. For guidance on the use of our 'FOR LIFE' Statements, refer to Section 5.

TYPOGRAPHY

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

BRAND ASSETS

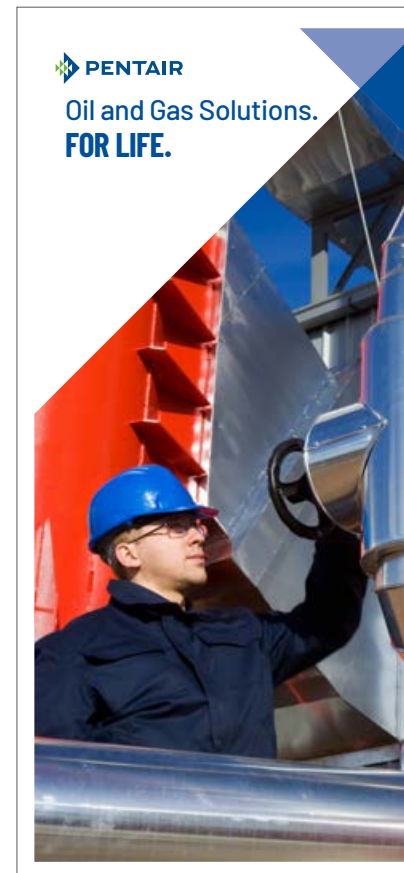
Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

EXAMPLES

POOL BANNER



INDUSTRIAL BANNER



EVERPURE BANNER
















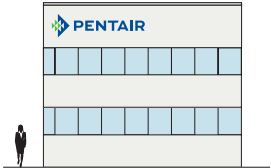
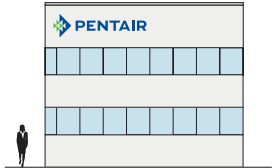
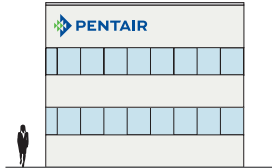
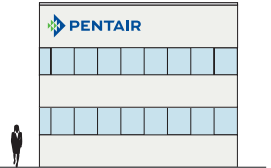
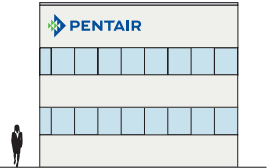


The flexibility and modular nature of the brand allows for application and design of retail outlets. Such outlets are currently in place in China. Any such retail concepts should be discussed and agreed with the segment business leaders and Brand Chairperson.

RETAIL STORE CONCEPT



8.0 FACILITIES SIGNAGE

SIGNAGE FAMILY ARCHETYPES	CORPORATE HEADQUARTERS	FACILITIES <ul style="list-style-type: none"> • Manufacturing (Multiple Brands) • Sales and Distribution • Sales, Service and Distribution • Testing 	SERVICE CENTERS	ENGINEERING DESIGN CENTERS (No Brands)	MANUFACTURING FACILITIES (Single Brand)
DOOR	 <p>Pentair Logo</p>	 <p>Pentair Logo + Operations</p>	 <p>Pentair Logo + Service Center</p>	 <p>Pentair Logo + Engineering Design Center</p>	 <p>Pentair Logo + Platform or Product Line</p>
LOBBY	 <p>Pentair Logo</p>	 <p>Pentair Logo</p>	 <p>Pentair Logo</p>	 <p>Pentair Logo</p>	 <p>Pentair Logo</p>
MONUMENT	 <p>Pentair Logo</p>	 <p>Pentair Logo + Operations</p>	 <p>Pentair Logo + Service Center</p>	 <p>Pentair Logo + Engineering Design Center</p>	 <p>Pentair Logo + Platform or Product Line</p>
BUILDING	 <p>Pentair Logo</p>	 <p>Pentair Logo</p>	 <p>Pentair Logo</p>	 <p>Pentair Logo</p>	 <p>Pentair Logo</p>

PENTAIR LOGO

To ensure maximum impact, the Pentair Logo should always stand out from other graphic elements. The immediate area surrounding the Pentair Logo has been defined as “clear space,” which should be kept clear of other graphic elements.

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

CLEAR SPACE & ALIGNMENT (Preferred)

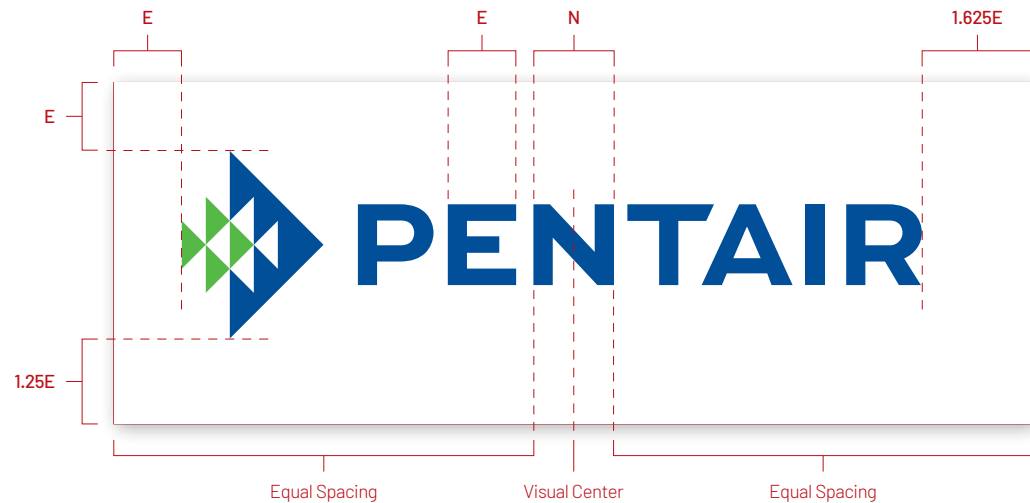
The preferred clear space is equal to **E**, as illustrated. **E** is equal to the width of the “E” in the Pentair Logo. Follow these specifications:

- **Top and Left Side.** The clear space on top and left side of the Pentair Logo should be equal to **E**.
- **Right Side.** The clear space on right side of the Pentair Logo should be equal to **1.625E**.
- **Bottom.** The clear space on the bottom of the Pentair Logo should be equal to **1.25E**.
- **Visual Center.** The vertical center of the “N” in the Pentair Logo is the visual center (from left to right) for the logo within the sign shape. This alignment should only be used on signage in this Section, unless otherwise noted for a particular sign.

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.

CLEAR SPACE & ALIGNMENT (Signage Only)



SITES

- All locations

PLACEMENT

To be determined by operations/building requirements.

DIMENSIONS

Width: 8' 0" (2438.4mm) Height: 5' 0" (1524mm)

BACKGROUND

White flag material.

PENTAIR LOGO

Full-color logo.

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

LOGO CLEAR SPACE AND ALIGNMENT

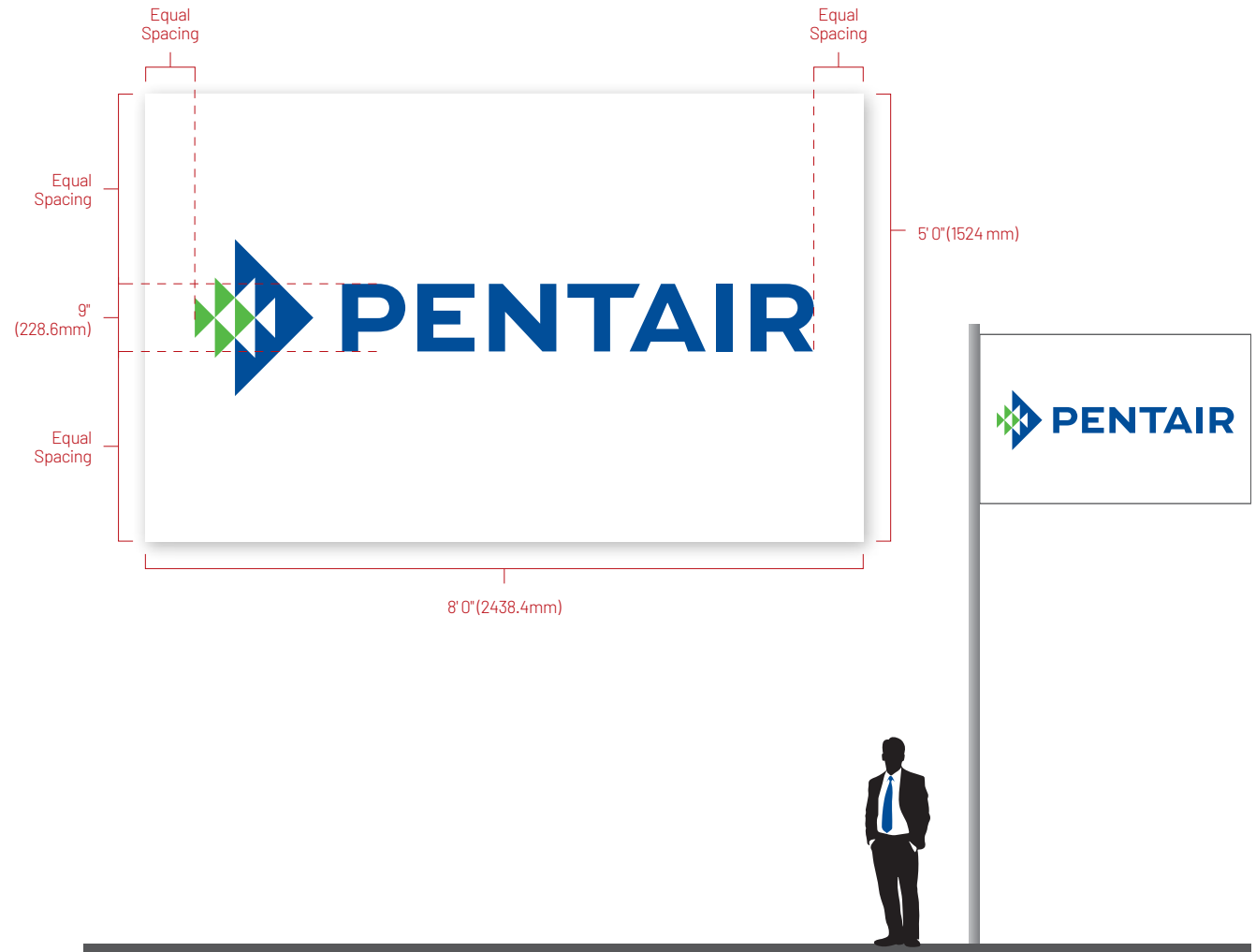
Follow specifications shown here.

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.

PENTAIR FLAG

Exterior Usage – ID 1.11



SITES

- All locations

PLACEMENT

To be determined by operations/building requirements. Banners can be positioned in groups of three or more.

BACKGROUND

Fabric/Vinyl.

PENTAIR LOGO

Full-color logo on white banners and the reversed white logo on blue or black banners.

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

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

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.

PENTAIR BANNER

Exterior Usage – ID 1.10



SITES

- Corporate Headquarters

PLACEMENT

Baseline of the Pentair Logo and secondary information measures 5' 4" (1625.6mm) to floor surface.

Double Doors

- Pentair Logo to be visually centered on the glass panel of the left door.

Single Door

- Pentair Logo to be visually centered on the glass panel of the door.

DIMENSIONS

The height of the Pentair Logotype (letters only) is 2" (50.8mm).

PENTAIR LOGO

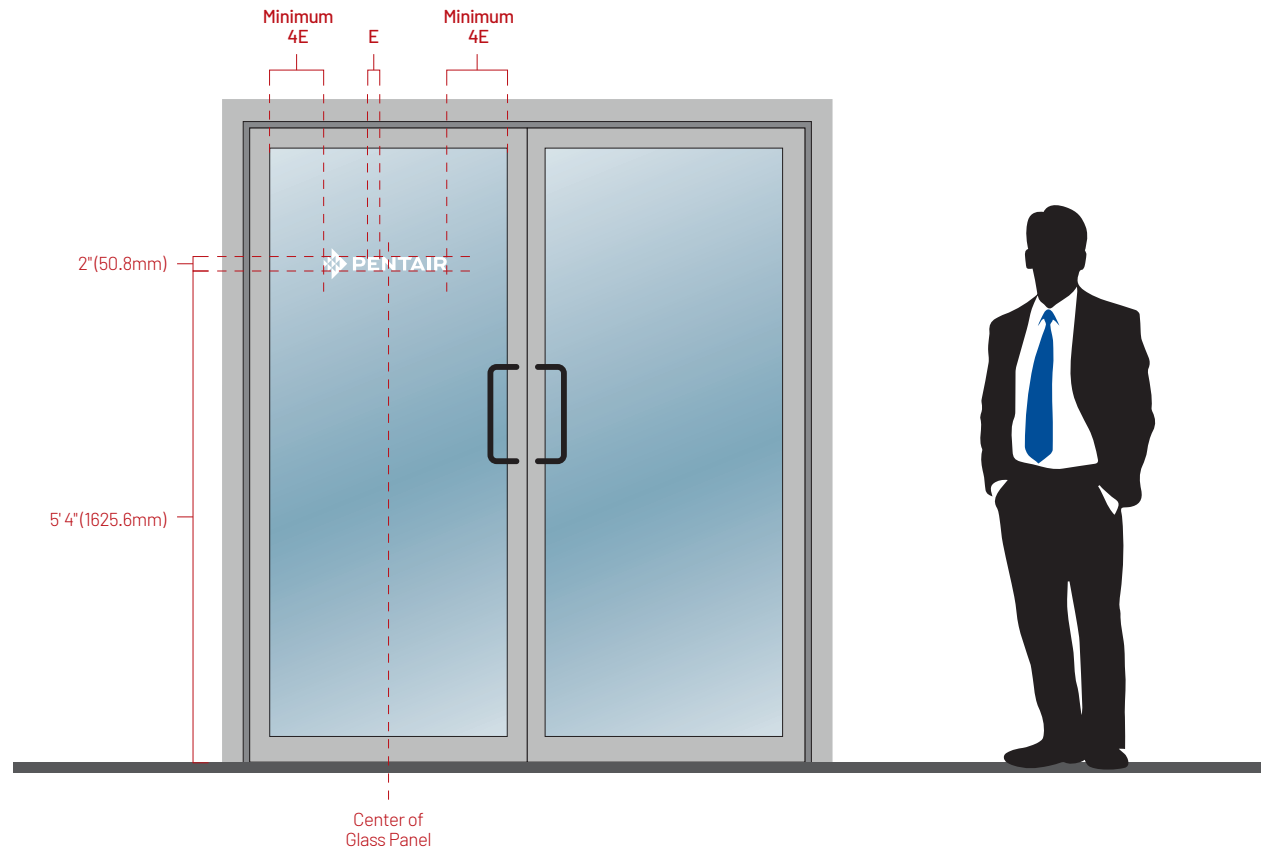
White vinyl graphic.

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.

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID 1.5A



Important Note: Never use Product Brand or Product Name Branded Logos.

SITES

- Manufacturing Facilities (Multiple Brands)
- Sales and Distribution Facilities
- Sales, Service and Distribution Facilities
- Testing Facilities

PLACEMENT

Baseline of the Pentair Logo and secondary information measures 5' 4" (1625.6mm) to floor surface.

Double Doors

- Pentair Logo to be visually centered on the glass panel of the left door.
- Secondary information to be centered on the glass panel of the right door.

Single Door

- Pentair Logo to be visually centered on the glass panel of the door. No secondary information to be displayed.

DIMENSIONS

The height of the Pentair Logotype (letters only) and the secondary information text is 2" (50.8mm).

PENTAIR LOGO

White vinyl graphic.

SECONDARY INFORMATION

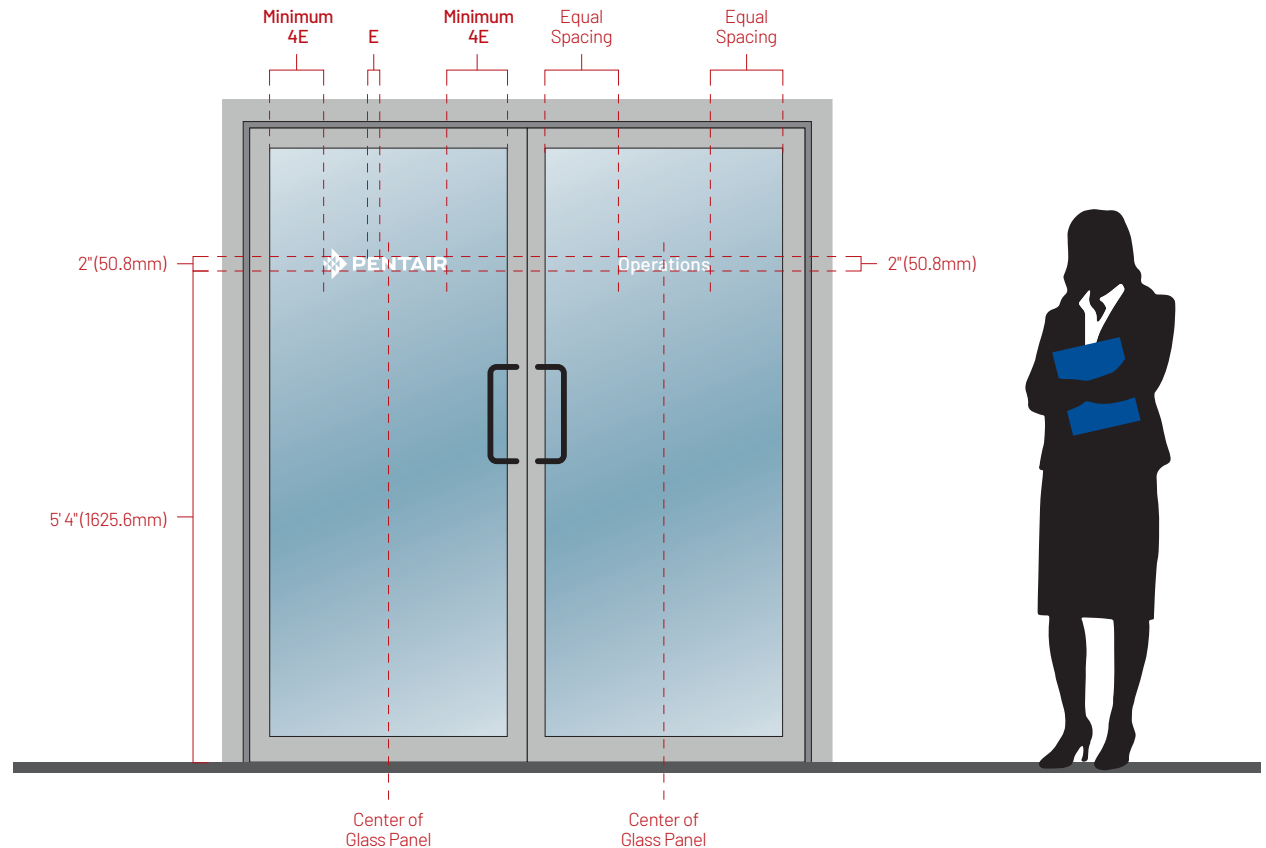
White vinyl graphic of the text "Operations" typeset in Barlow Medium, 200pt, title case. Information displayed to be determined by operation and building requirements.

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.

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID 1.5B



Important Note: Never use Product Brand or Product Name Branded Logos.

SITES

- Service Centers

PLACEMENT

Baseline of the Pentair Logo and secondary information measures 5' 4" (1625.6mm) to floor surface.

Double Doors

- Pentair Logo to be visually centered on the glass panel of the left door.
- Secondary information to be centered on the glass panel of the right door.

Single Door

- Pentair Logo to be visually centered on the glass panel of the door.
No secondary information to be displayed.

DIMENSIONS

The height of the Pentair Logotype (letters only) and the secondary information text is 2" (50.8mm).

PENTAIR LOGO

White vinyl graphic.

SECONDARY INFORMATION

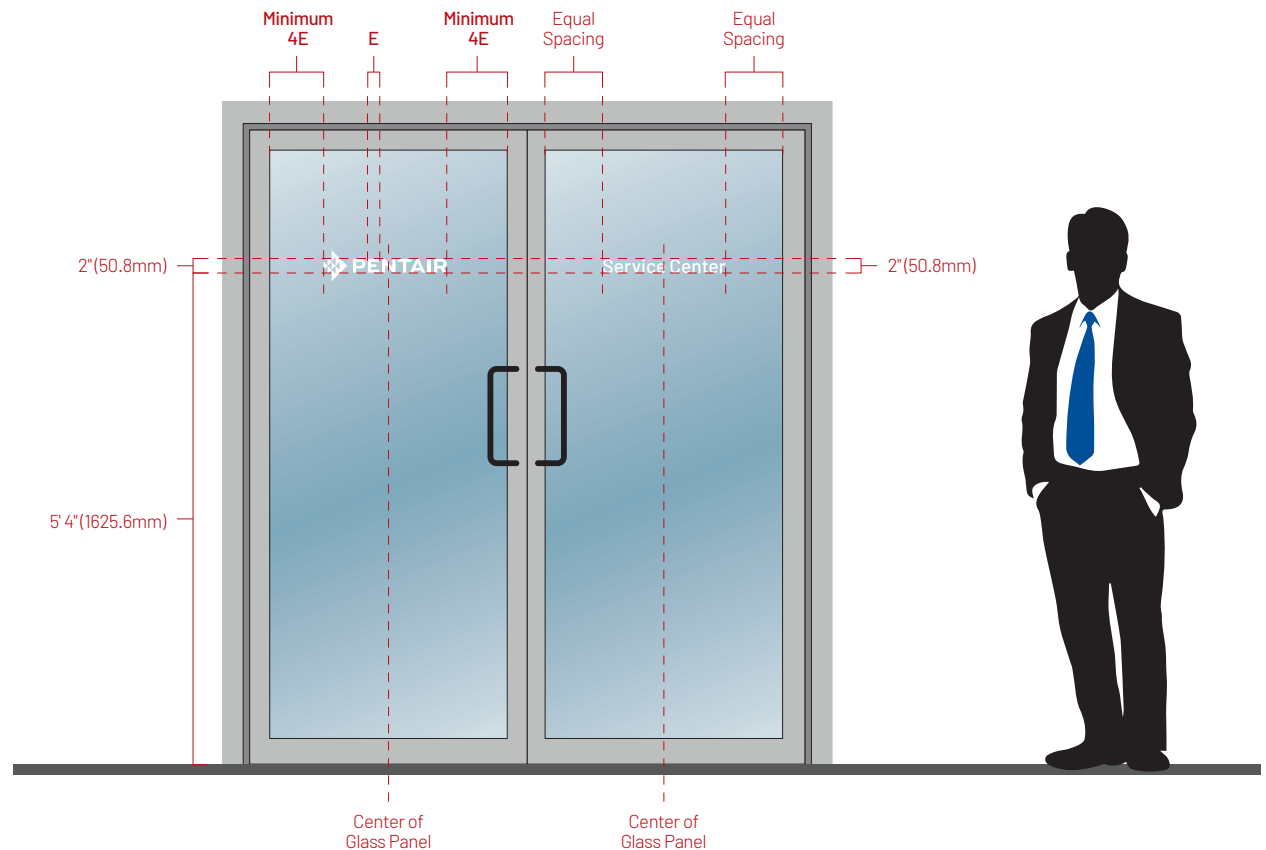
White vinyl graphic of the text "Service Center" typeset in Barlow Medium, 200pt, title case. Information displayed to be determined by operation and building requirements.

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.

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID1.5C



Important Note: Never use Product Brand or Product Name Branded Logos.

SITES

- Manufacturing Facilities (Single Brand)

PLACEMENT

Baseline of the Pentair Logo and secondary information measures 5' 4" (1625.6mm) to floor surface.

Double Doors

- Pentair Logo to be visually centered on the glass panel of the left door.
- Secondary information to be centered on the glass panel of the right door. Two lines of text are to be aligned flush left.

Single Door

- Pentair Logo to be visually centered on the glass panel of the door.
No secondary information to be displayed.

DIMENSIONS

The height of the Pentair Logotype (letters only) and the secondary information text is 2" (50.8mm).

PENTAIR LOGO

White vinyl graphic.

SECONDARY INFORMATION

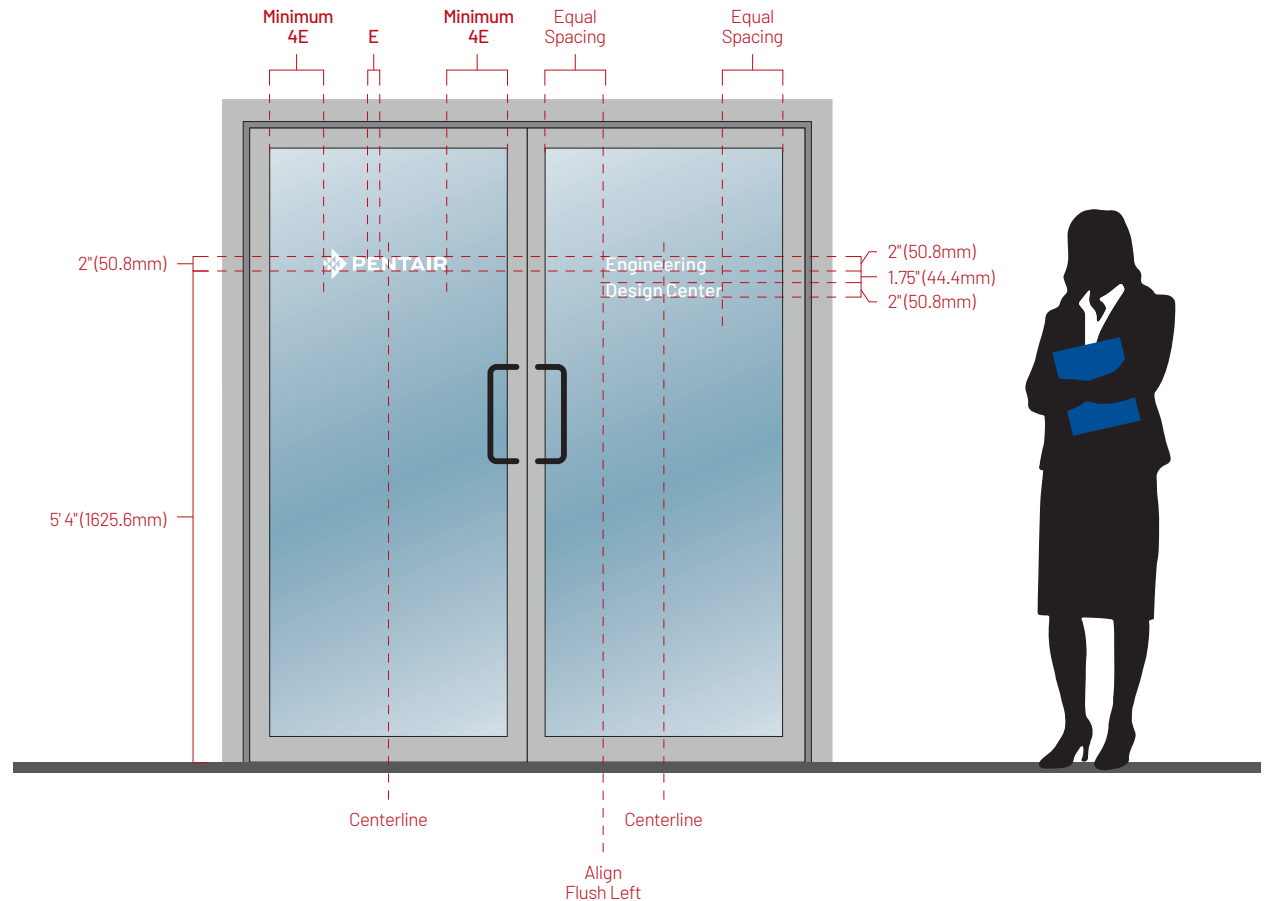
White vinyl graphic of the text "Engineering Design Center" typeset in Barlow Medium, 200pt / 270pt leading, title case. Information displayed to be determined by operation and building requirements.

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.

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID 1.5D



Important Note: Never use Product Brand or Product Name Branded Logos.

SITES

- Manufacturing Facilities (Single Brand)

PLACEMENT

Baseline of the Pentair Logo and secondary information measures 5' 4" (1625.6mm) to floor surface.

Double Doors

- Pentair Logo to be visually centered on the glass panel of the left door.
- Secondary information to be centered on the glass panel of the right door. Two lines of text are to be aligned flush left.

Single Door

- Pentair Logo to be visually centered on the glass panel of the door. No secondary information to be displayed.

DIMENSIONS

The height of the Pentair Logotype (letters only) and the secondary information text is 2" (50.8mm).

PENTAIR LOGO

White vinyl graphic.

SECONDARY INFORMATION

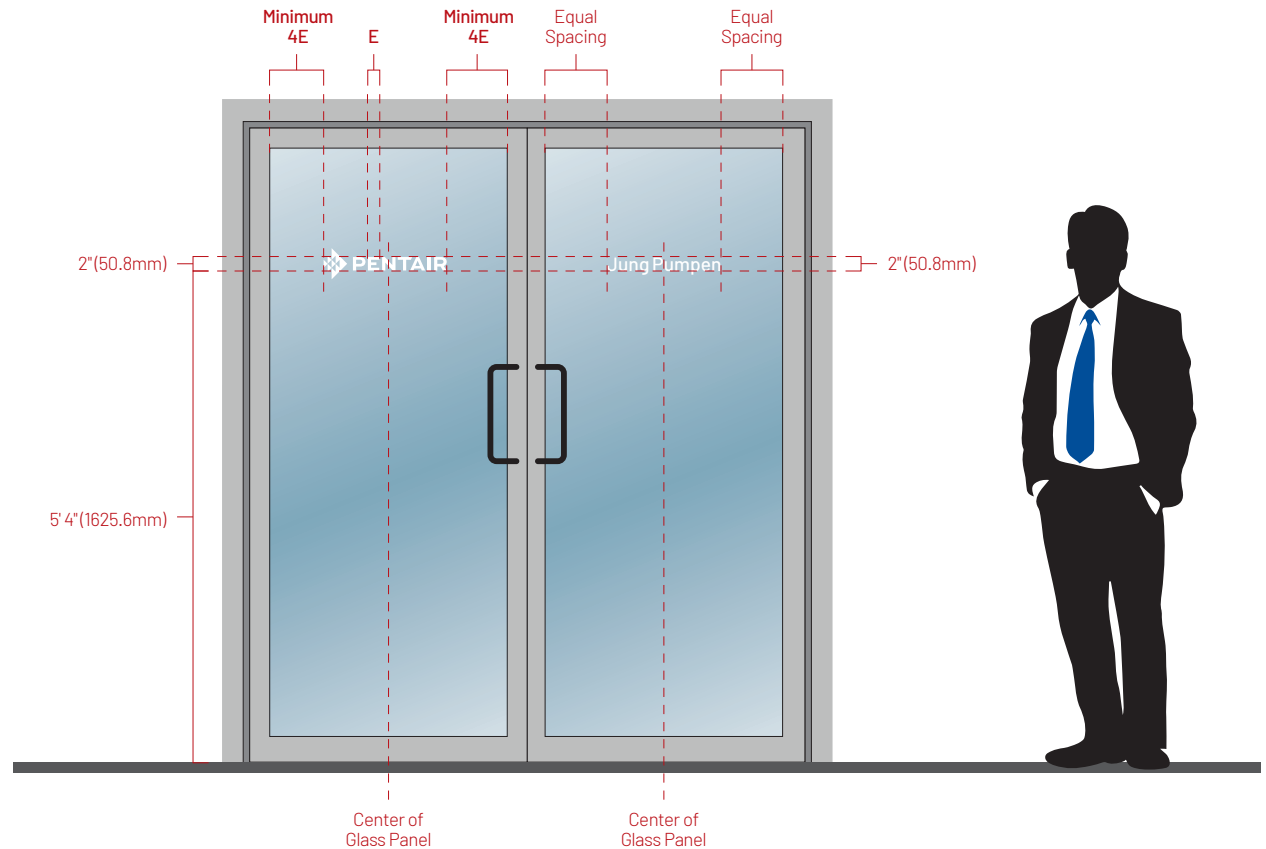
White vinyl graphic of a single Platform or Product Line name, typeset in Barlow Medium, 200pt / 270pt leading, title case. Information displayed to be determined by operation and building requirements.

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.

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID 1.5E



Important Notes:

- Never use more than one name of a Product Brand or Product Line.
- Never use Product Names.
- Never use Product Brand or Product Name Branded Logos.

SITES

- All locations

PLACEMENT

Visually centered from left to right over reception desk, and a minimum of 5' 0" (1524mm) from the logos bottom edge to the finished floor.

DIMENSIONS OF LOGO

	Size A	Size B	Size C
Width:	8' 0" (2438mm)	6' 0" (1829mm)	4' 0" (1219mm)
Height:	2' 0" (610mm)	1' 6" (457mm)	1' 0" (305mm)
Depth:	3" (75mm)	2" (50mm)	1" (25mm)

PENTAIR LOGO

Three dimensional full-color logo mounted to the wall. The thickness should not exceed 1" (25.4mm). Sides of logo elements should be the same brand color as the face. This application is only to be used at Pentair interior lobby locations.

RECEPTIONIST DESK

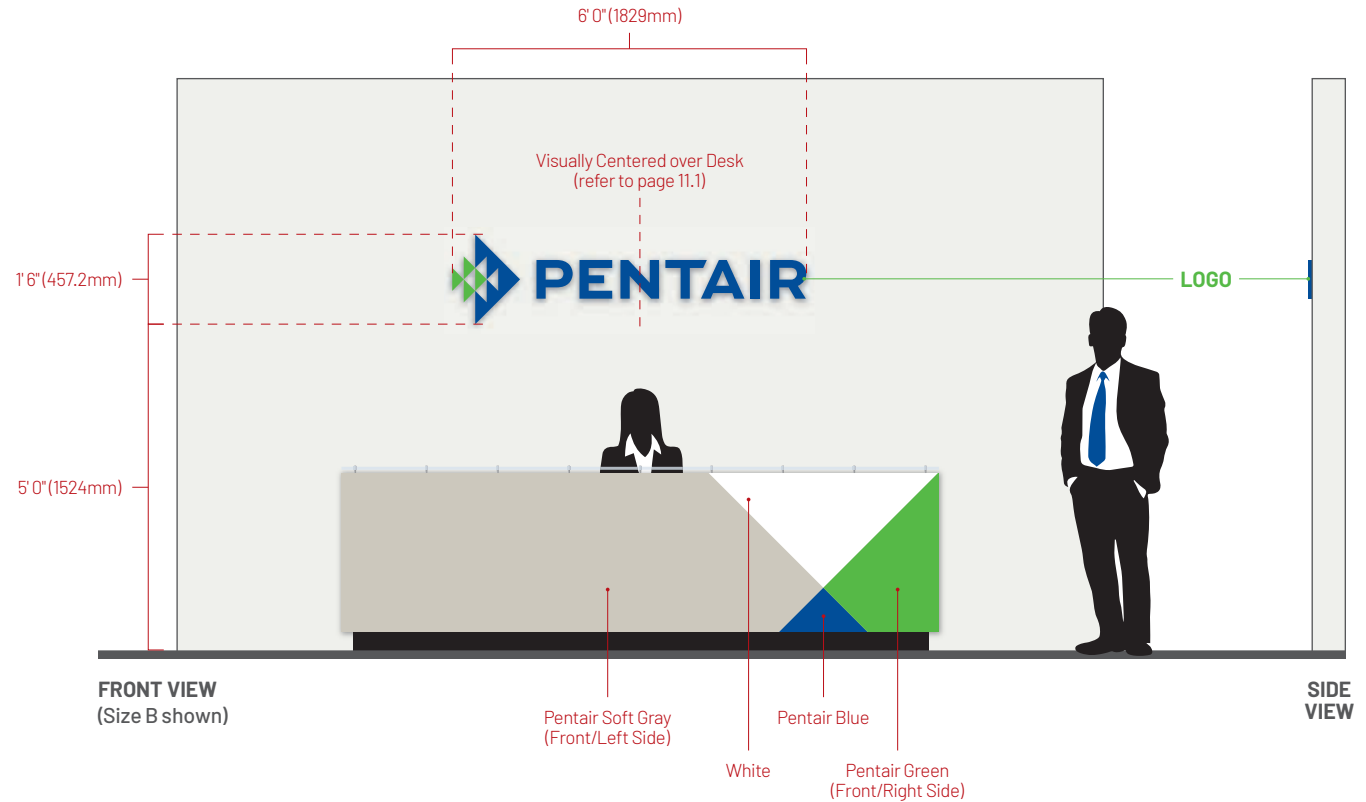
Vinyl graphics of brand colors applied to front and sides, as illustrated.

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.

LOBBY SIGN (Individual Pieces)

Interior Usage – ID 1.7A



SITES

- All locations

PLACEMENT

Visually centered from left to right over reception desk, and a minimum of 5' 0" (1524mm) from the logos bottom edge to the finished floor.

DIMENSIONS OF LOGO

	Size A	Size B	Size C
Width:	8' 0" (2438mm)	6' 0" (1829mm)	4' 0" (1219mm)
Height:	2' 0" (610mm)	1' 6" (457mm)	1' 0" (305mm)
Depth:	3" (75mm)	2" (50mm)	1" (25mm)

PENTAIR LOGO

Three dimensional brushed metal logo mounted to the wall. The thickness should not exceed 1" (25.4mm). Sides of logo should be black or the same material as the face. This application is only to be used at Pentair interior lobby locations.

RECEPTIONIST DESK

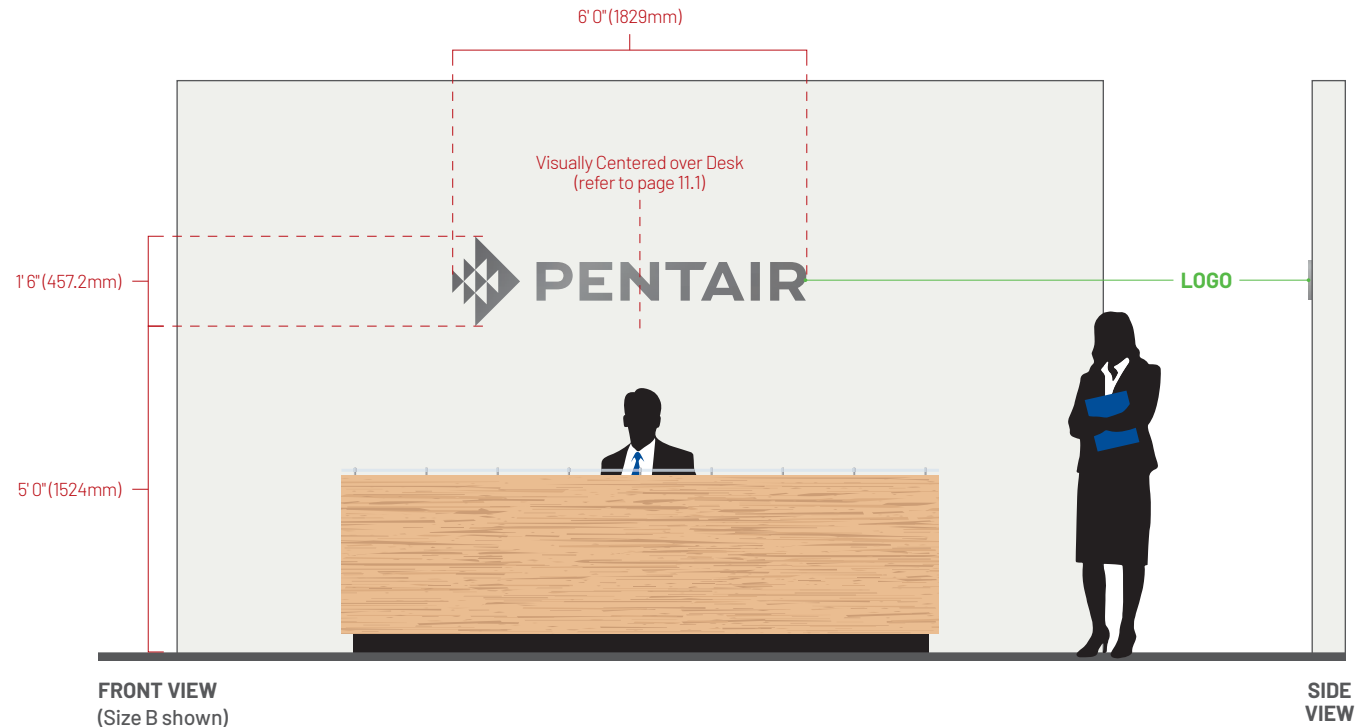
Wood desk on front and sides, as illustrated.

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.

LOBBY SIGN (Individual Pieces)

Interior Usage – ID 1.7B



SITES

- All locations

PLACEMENT

Centered from left to right over reception desk, and a minimum of 5' 0" (1524mm) from the logos bottom edge to the finished floor.

DIMENSIONS OF LOGO

	Size A	Size B	Size C
Width:	8' 0" (2438mm)	6' 0" (1829mm)	4' 0" (1219mm)
Height:	2' 0" (610mm)	1' 6" (457mm)	1' 0" (305mm)
Depth:	3" (75mm)	2" (50mm)	1" (25mm)

DIMENSIONS OF PANEL

See specifications on page 11.2 for clear space and alignment of the Pentair Logo on a panel.

PENTAIR LOGO

Brushed metal logo attached to a clear or white acrylic panel. Panel is pin mounted to the wall, and should not exceed a distance of 1" (25.4mm) from the panel to the wall. This application is only to be used at Pentair interior lobby locations.

RECEPTIONIST DESK

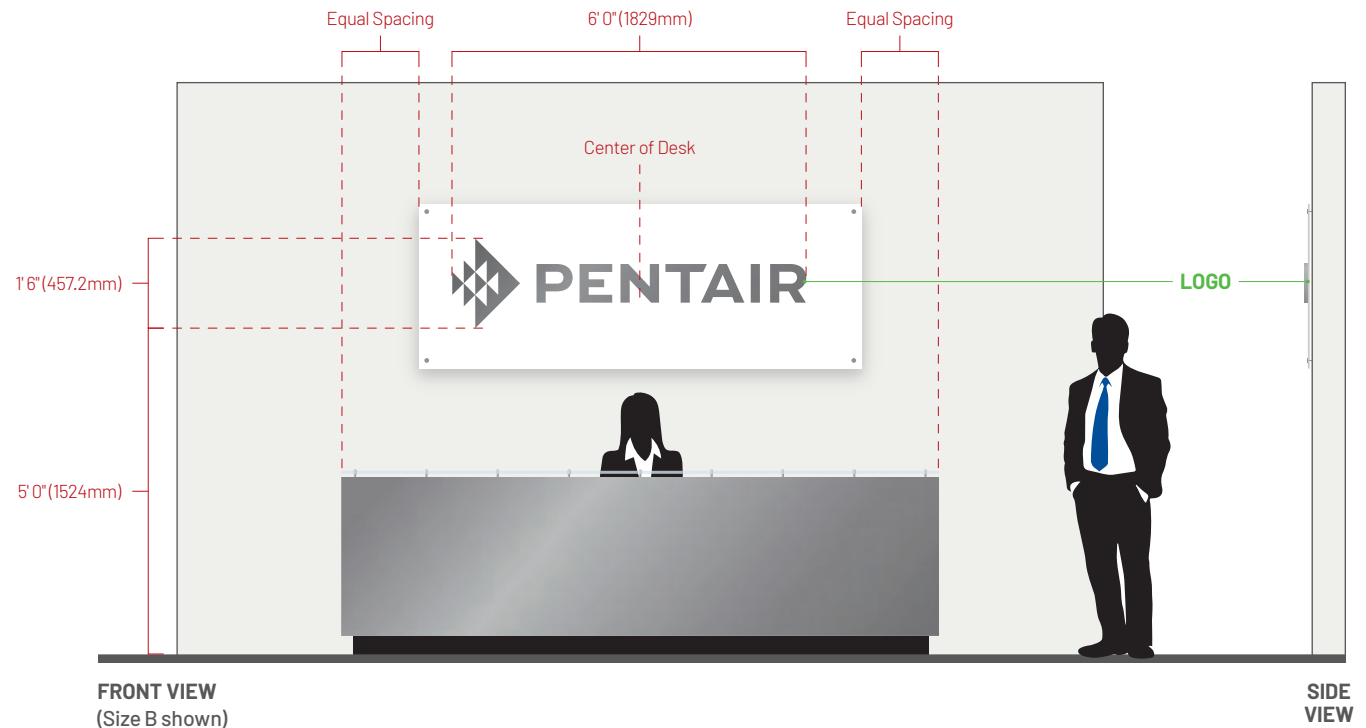
Brushed metal desk on front and sides, as illustrated. Material should be the same as the logo.

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.

LOBBY SIGN (Panel)

Interior Usage – ID 1.7C



SITES

- All locations

PLACEMENT

Private Office Sign

- Position on the same side as the door handle; for double doors, position on the right side.
- Mount 3" (76mm) from door frame or edge of glass, and 48" (1219mm) from bottom of sign to floor surface.

Workstation Sign

- Position on the outside workstation wall next to the workstation entrance.
- Mount 3" (76mm) from top and side of partition.

DIMENSIONS OF SIGN

Width: 6.11" (154.5mm) Height: 6.11" (154.5mm) Depth: 0.28" (7mm)

SIGN SPECIFICATIONS

Mirtec Fascia Room ID (AA) 6" x 6" – clear anodized aluminum finish with matte lens. Sign is mountable on wall, fabric and glass. When mounting on glass walls, a vinyl backer in metallic silver or matte white is mounted on the opposite side of the glass.

PAPER INSERTS

Digitally printed on white photo paper and inserted under the matte coated lens:

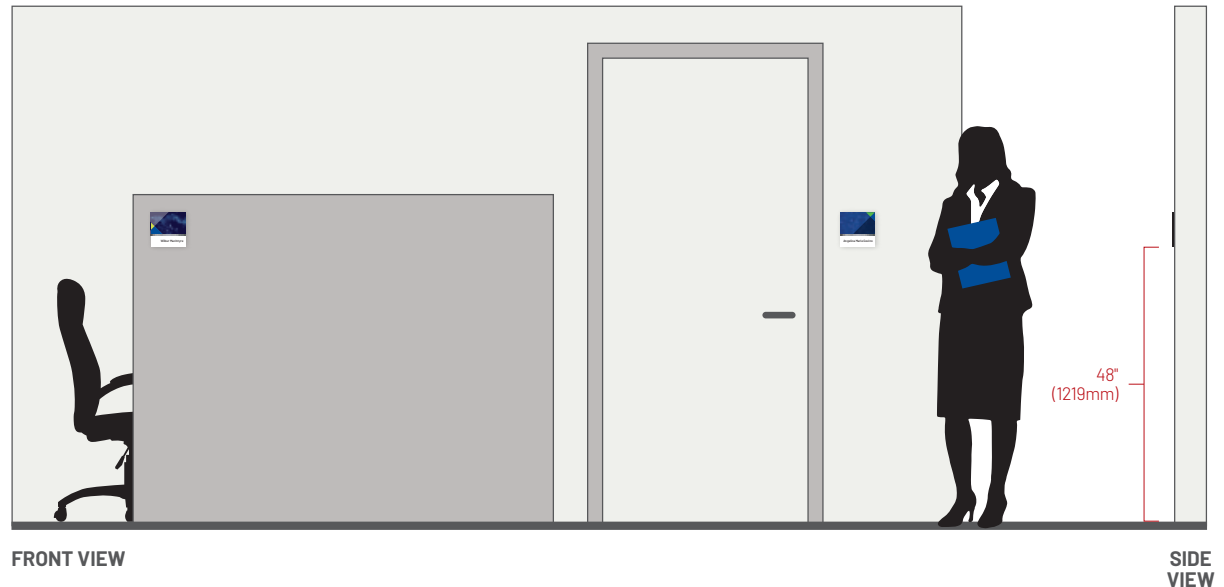
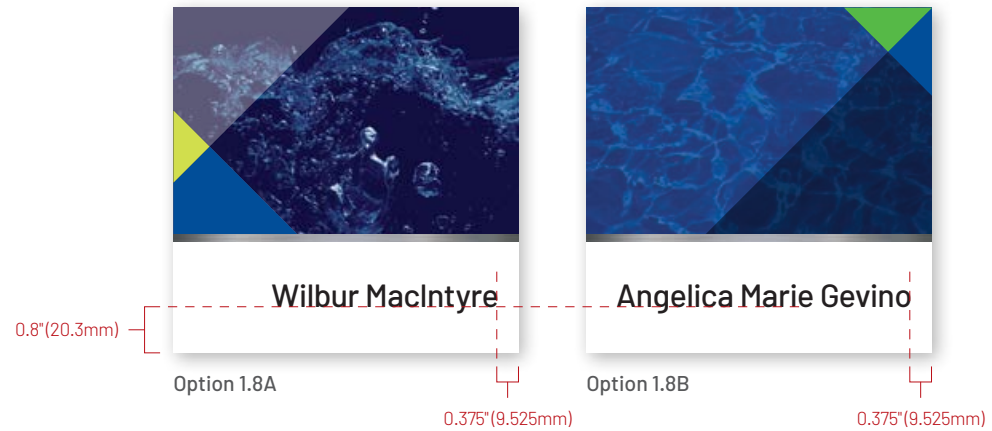
- **Top Insert:** Signature Element and Water Image. Final size is 6" x 3.86" (152 x 98mm).
- **Bottom Insert:** Employee Name typeset in Barlow Medium, 40pt, -10 tracking, title case, right justified, in black. Final size is 6" x 2" (152 x 51mm).

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.

PRIVATE OFFICE & WORKSTATION SIGNS

Interior Usage – ID 1.8A/B



SITES

- All locations

PLACEMENT

- Position on the same side as the door handle; for double doors, position on the right side.
- Mount 3" (76mm) from door frame or edge of glass, and 48" (1219mm) from bottom of sign to floor surface.

DIMENSIONS OF SIGN

Width: 8.09" (205.5mm) Height: 6.11" (154.5mm) Depth: 0.28" (7mm)

SIGN SPECIFICATIONS

Mirtec Fascia Room ID (AA) 8" x 6" – clear anodized aluminum finish with matte lens. Sign is mountable on wall and glass. When mounting on glass walls, a vinyl backer in metallic silver or matte white is mounted on the opposite side of the glass.

PAPER INSERT

Digitally printed on white photo paper and inserted under the matte coated lens:

- **Insert:** Signature Element and Water Image. Final size is 8" x 3" (203 x 76mm).

PRINTED ROOM NAME (ADA COMPLIANT)

Printed 3D on white acrylic surface:

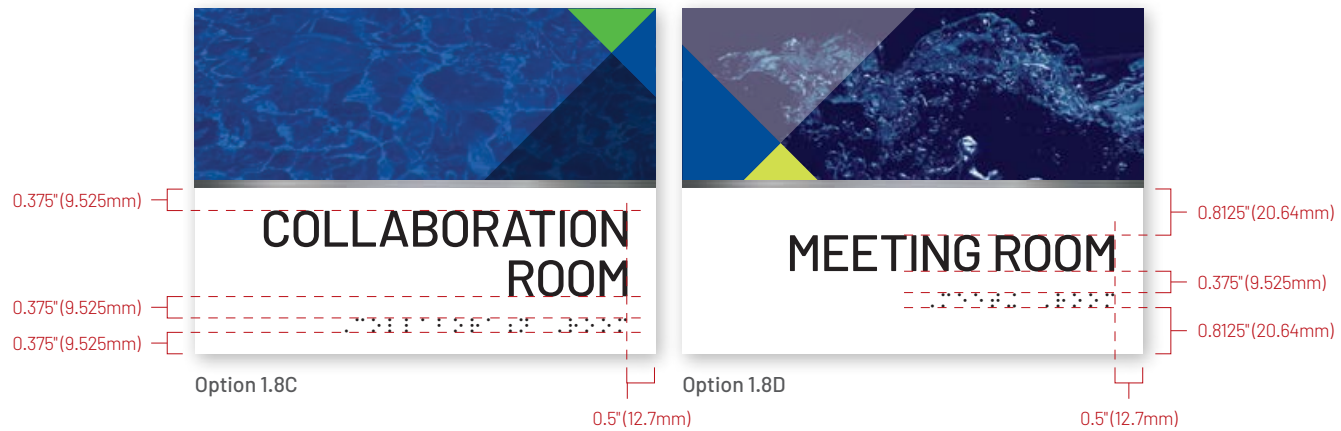
- **Regular Text:** Typeset in Barlow Medium, 64pt with 62pt leading, -10 tracking, uppercase, right justified, in black.
- **Braille Text:** Typeset in Apple Braille, 30pt, right justified, in black. These signs are compliant with the ADA (Americans with Disabilities Act).

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.

ROOM SIGNS (ADA Compliant)

Interior Usage – ID 1.8C/D



SITES

- All locations

PLACEMENT

- Interior office glass walls.
- Position per specifications, as illustrated.

SPECIFICATIONS

Single surface graphics applied to glass surface.

- **Size:** Varies depending on glass height and width. See elevations for install heights
- **Material:** 3M Fasara Decorative Films, Dusted Crystal

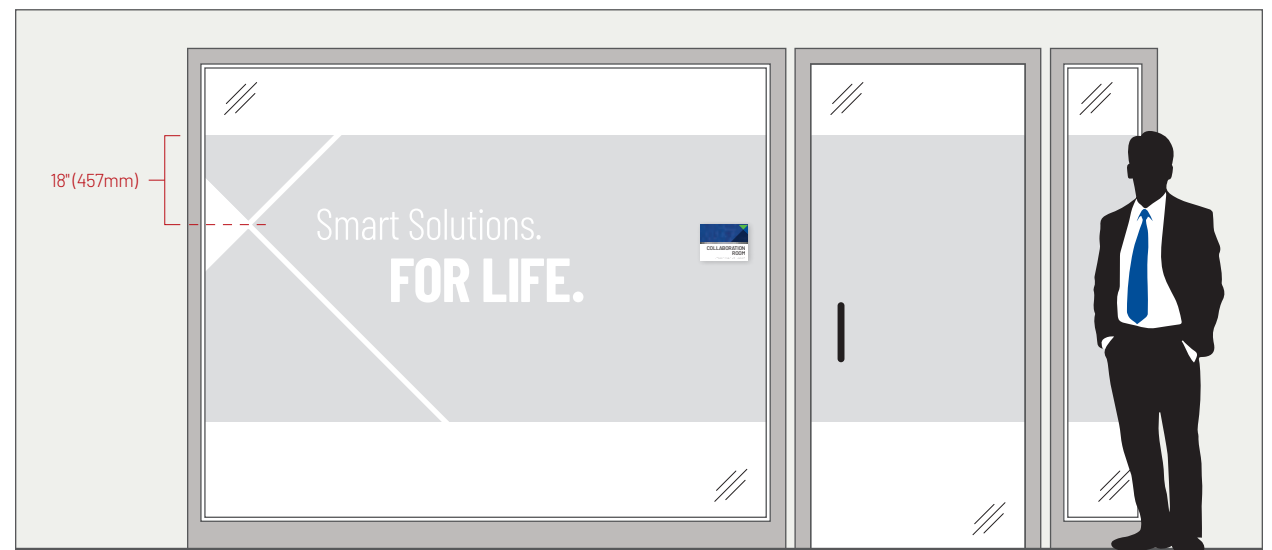
Important Note: Graphics may be output at smaller sizes that are more suitable for your location.

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.

WINDOW GRAPHICS

Interior Usage



SITES

- All locations

PLACEMENT

Breakroom, cafe, lobby, or circulation.

DIMENSIONS

Option 1: 108" x 104" (2743 x 2641.6mm)

Option 2: 144" x 84" (3657.6 x 2133.6mm)

Option 3-5: 96" x 48" (2438.5 x 1219mm)

SPECIFICATIONS

Panels are available in three options; never mix the colors in a single series. Hang in a series from left to right, as shown.

Important Notes:

- Panel files may be output at a smaller size that are more suitable for your location.
- Never repeat images in the same office location.
- Never use on the lobby wall behind the receptionist desk where the Pentair Logo is displayed.

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.

DOWNLOAD FILES

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

SUPPLEMENTAL PANELS

Interior Usage



Option 1



Option 3



Option 4



Option 5



Option 2

SITES

- All locations

PLACEMENT

Conference rooms.

DIMENSIONS

Width: 96" (2438.5mm) Height: 84" (1219mm)

Important Notes:

- Panel files may be output at a smaller size that are more suitable for your location.

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.

DOWNLOAD FILES

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

WIN RIGHT VALUES PANEL

Interior Usage



SITES

- All locations

PLACEMENT

Conference rooms or lobby.

DIMENSIONS

Width: 28.35"(720mm) Height: 48"(1219mm)

SPECIFICATIONS

Panels are available in three options; never mix the colors in a single series. Hang in a series from left to right, as shown.

Important Notes:

- Panel files may be output at a smaller size that are more suitable for your location.
- Never repeat images in the same office location.
- Never use on the lobby wall behind the receptionist desk where the Pentair Logo is displayed.

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.

DOWNLOAD FILES

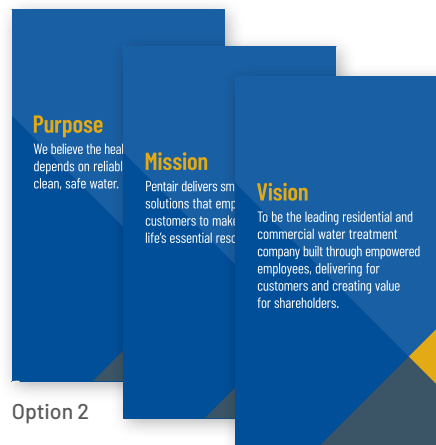
Files are available to download in the Brand Standards section located in 'Working Here' on mypentair.com

PURPOSE, MISSION & VISION PANELS

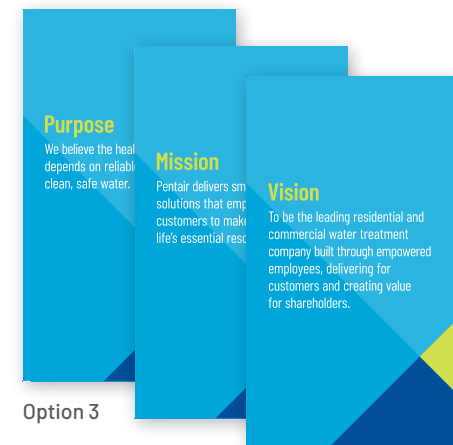
Interior Usage



Option 1



Option 2



Option 3

SITES

- All locations

WALL COVERINGS PLACEMENT

Use only on full interior walls in Pentair Breakrooms, Cafes, or Lobbies.

Important Note: Never use on the wall behind the receptionist desk where the Pentair Logo is displayed.

WALL COVERINGS DIMENSIONS

Maximum Width: 310" (7874mm)

Maximum Height: 108" (2743mm)

WALL COVERINGS SPECIFICATIONS

- Output file at 200% of actual size, or a smaller size that more suitable for your location.
- Maintain opacity of overlay in production file.

WALL COVERINGS PRODUCTION NOTES

Three versions, colorways to match.

- **Light:** Benjamin Moore 2058-40 Cool Blue
- **Medium:** Benjamin Moore 2062-30 Blue Danube
- **Dark:** Sherwin Williams SW6244 Naval

WALL PAINTS

Interior Usage



Benjamin Moore
Cool Blue 2058-40



Sherwin Williams
Loch Blue SW6502



Benjamin Moore
Blue Danube 2062-30



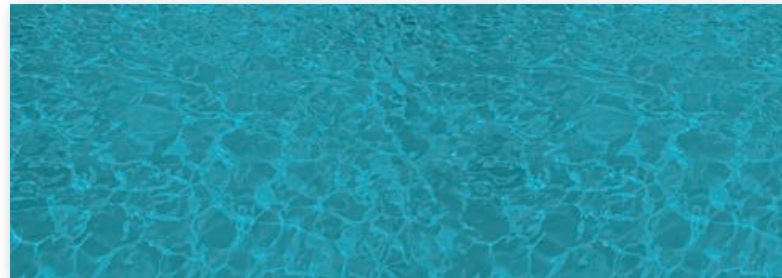
Sherwin Williams
Loyal Blue SW6510



Sherwin Williams
Naval SW6244

BRANDED WALL COVERINGS

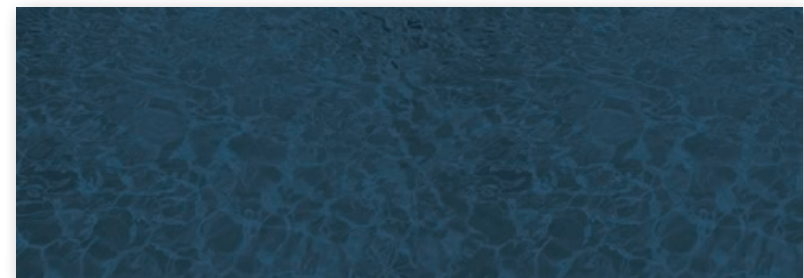
Interior Usage



Light



Medium



Dark

SITES

- Corporate Headquarters
- Manufacturing Facilities (Single Brand)

CONTENT AND PLACEMENT

Directional signage information displayed and placement to be determined by operations/building requirements.

DIMENSIONS

Width: 3' 0" (914mm) Height: 4' 0" (1219mm) Depth: 4" (102mm)

BACKGROUND

White and Pentair Blue powdercoated metal finish sign box or panel.

SIDE

Brushed metal insert. Pentair Blue LED lighting on side to provide Pentair Blue glow, if available.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray.

PENTAIR LOGO

Full-color vinyl logo applied to white panel.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

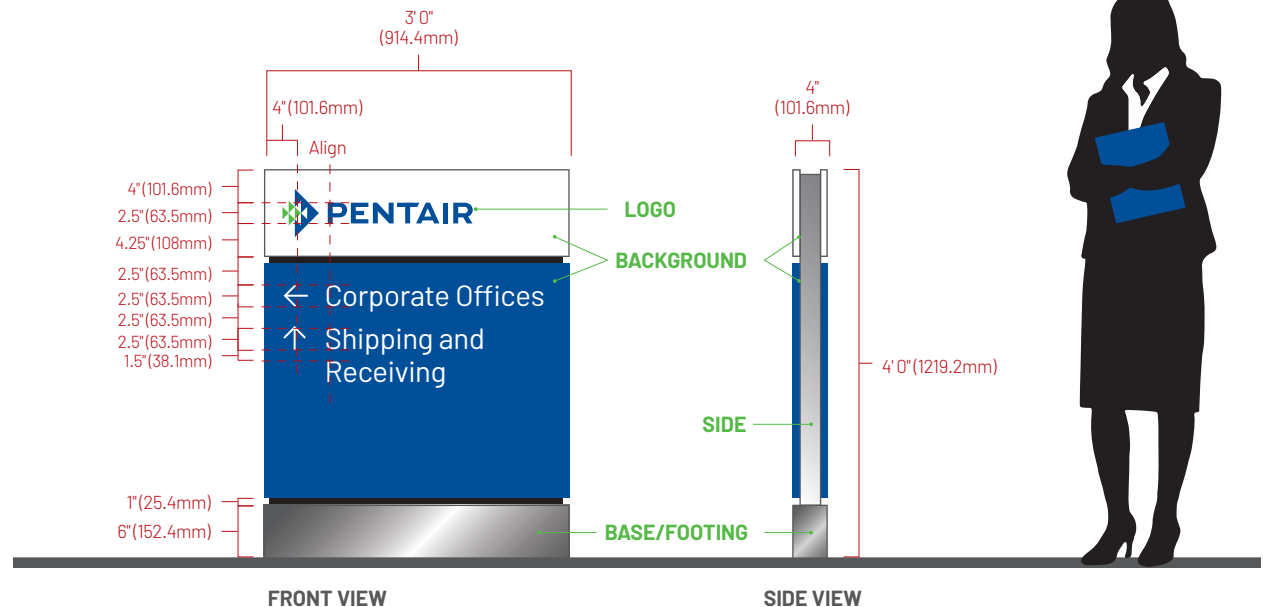
Address numbers and cap height to be **0.75E**, color to be white vinyl graphics applied to Pentair Blue sign panel. Example copy shown.

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 Assigned Brand Council Member.

DIRECTIONAL SIGN

Exterior Usage – ID 1.3



SITES

- All locations

CONTENT AND PLACEMENT

Directional signage information displayed and placement to be determined by operations/building requirements.

DIMENSIONS

Size varies, determined by available location.

BACKGROUND

White and Pentair Blue powdercoated metal finish sign box or panel.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray or use existing support structure.

PENTAIR LOGO

Full-color vinyl logo applied to white panel.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

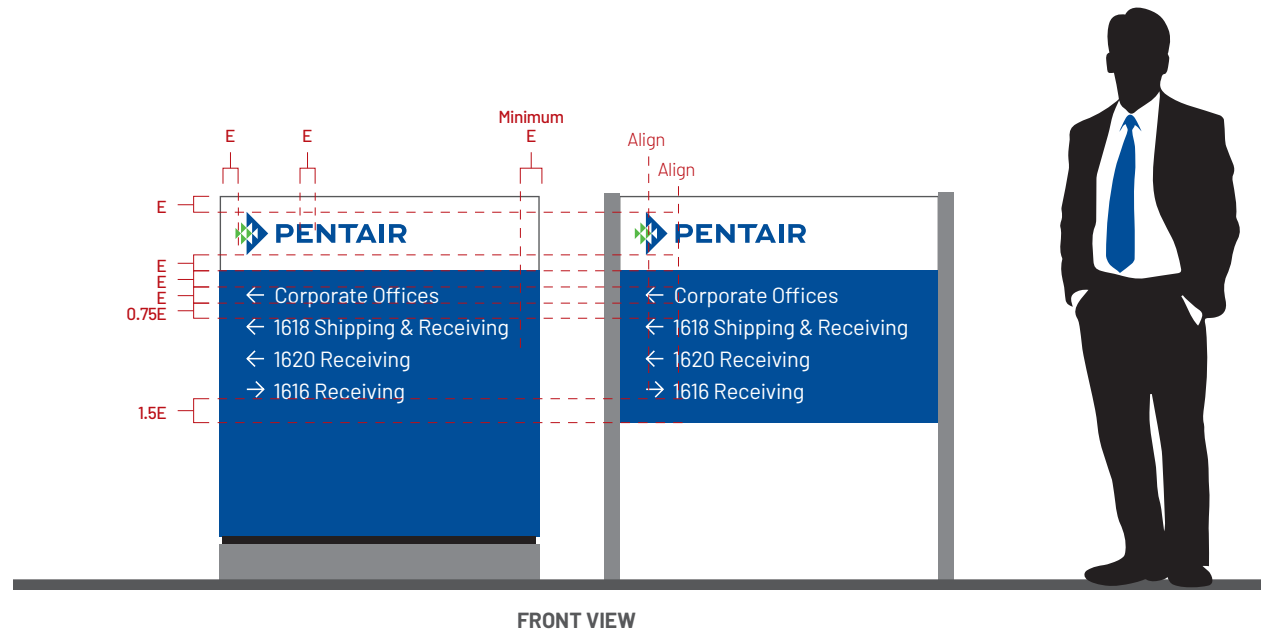
Address numbers and cap height to be **0.75E**, color to be white vinyl graphics applied to Pentair Blue sign panel. Example copy shown.

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 Assigned Brand Council Member.

DIRECTIONAL SIGN

Exterior Usage – ID 2.3



SITES

- All locations

CONTENT AND PLACEMENT

Directional signage information displayed and placement to be determined by operations/building requirements.

DIMENSIONS

Size varies, determined by available location.

BACKGROUND

White and Pentair Blue powdercoated metal finish sign box or panel.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray or use existing support structure.

PENTAIR LOGO

Full-color vinyl logo applied to white panel.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

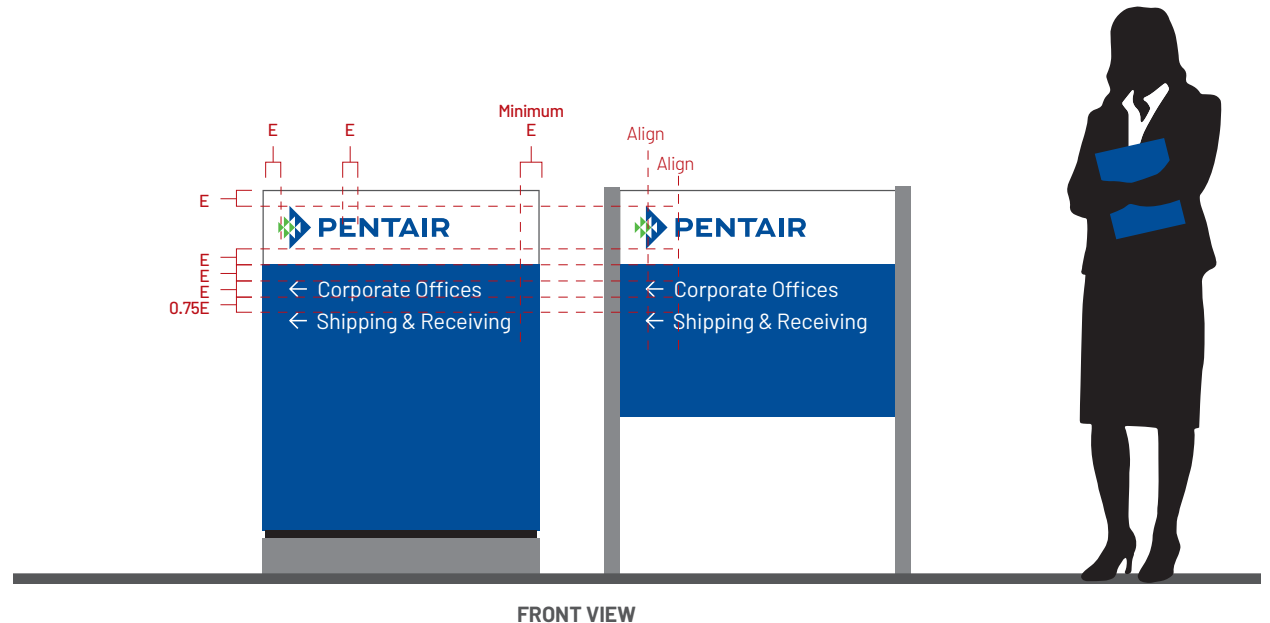
Address numbers and cap height to be **0.75E**, color to be white vinyl graphics applied to Pentair Blue sign panel. Example copy shown.

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 Assigned Brand Council Member.

DIRECTIONAL SIGN

Exterior Usage – ID 2.5



SITES

- Corporate Headquarters

PLACEMENT

To be determined by operations/building requirements.

DIMENSIONS

Width: 8' 8" (2641.6mm) Height: 5' 0" (1524mm) Depth: 10" (254mm)

BACKGROUND

White powdercoated finish metal sign box.

SIDE

Brushed metal insert. Pentair Blue LED lighting on side to provide Pentair Blue glow, if available.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray.

PENTAIR LOGO

Full-color push through internally illuminated, halo-lit acrylic logo.

LOGO CLEAR SPACE AND ALIGNMENT

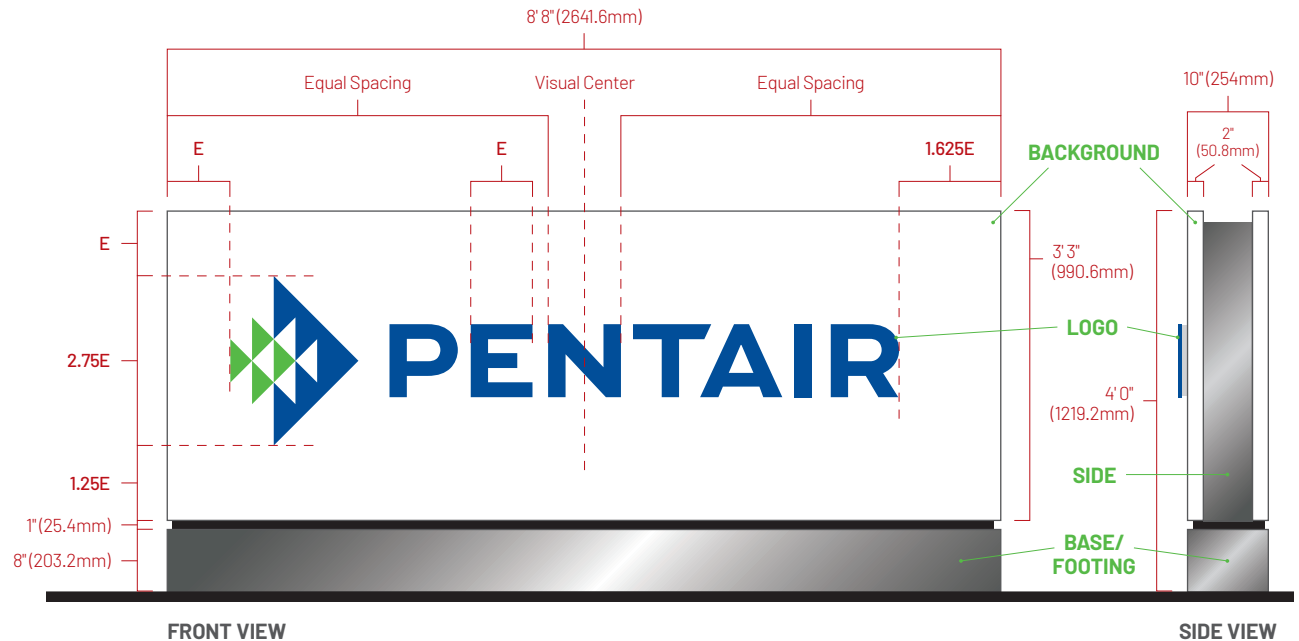
Follow specifications shown here.

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.

MONUMENT SIGN

Exterior Usage – ID 1.1



SITES

- All locations

PLACEMENT

To be determined by operations/building requirements.

DIMENSIONS

Width: 8' 8" (2641.6mm) Height: 5' 0" (1524mm) Depth: 10" (254mm)

BACKGROUND

White powdercoated finish metal sign box.

SIDE

Brushed metal insert. Pentair Blue LED lighting on side to provide Pentair Blue glow, if available.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray.

PENTAIR LOGO

Full-color push through internally illuminated, halo-lit acrylic logo.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

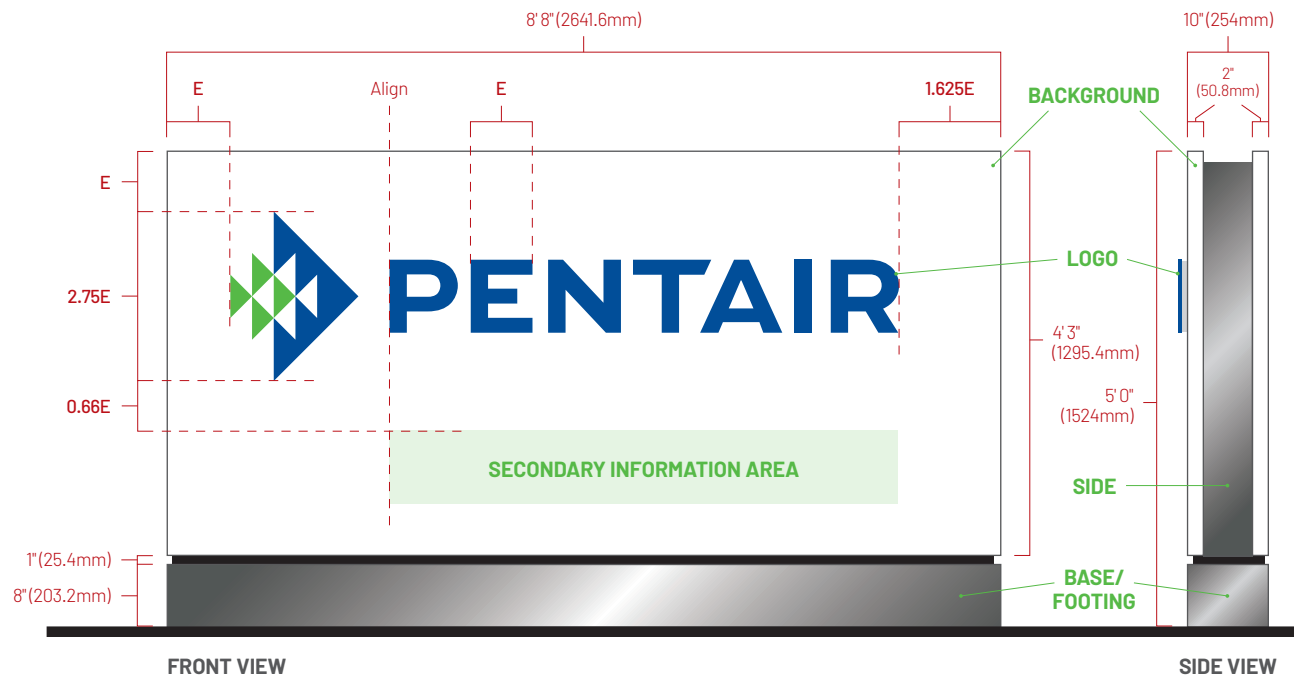
Information displayed to be determined by operation and building requirements.

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.

MONUMENT SIGN (Secondary Information)

Exterior Usage – ID 1.2



SITES

- Manufacturing Facilities (Multi Brands)
- Sales and Distribution Facilities
- Sales, Service and Distribution Facilities
- Testing Facilities

PLACEMENT

To be determined by operations/building requirements.

DIMENSIONS

Width: 8' 8" (2641.6mm) Height: 5' 0" (1524mm) Depth: 10" (254mm)

SIDE INSET

Brushed metal insert. Pentair Blue LED lighting on side to provide Pentair Blue glow, if available.

BACKGROUND

White powdercoated finish metal sign box.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray.

PENTAIR LOGO

Full-color push through internally illuminated, halo-lit acrylic logo.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

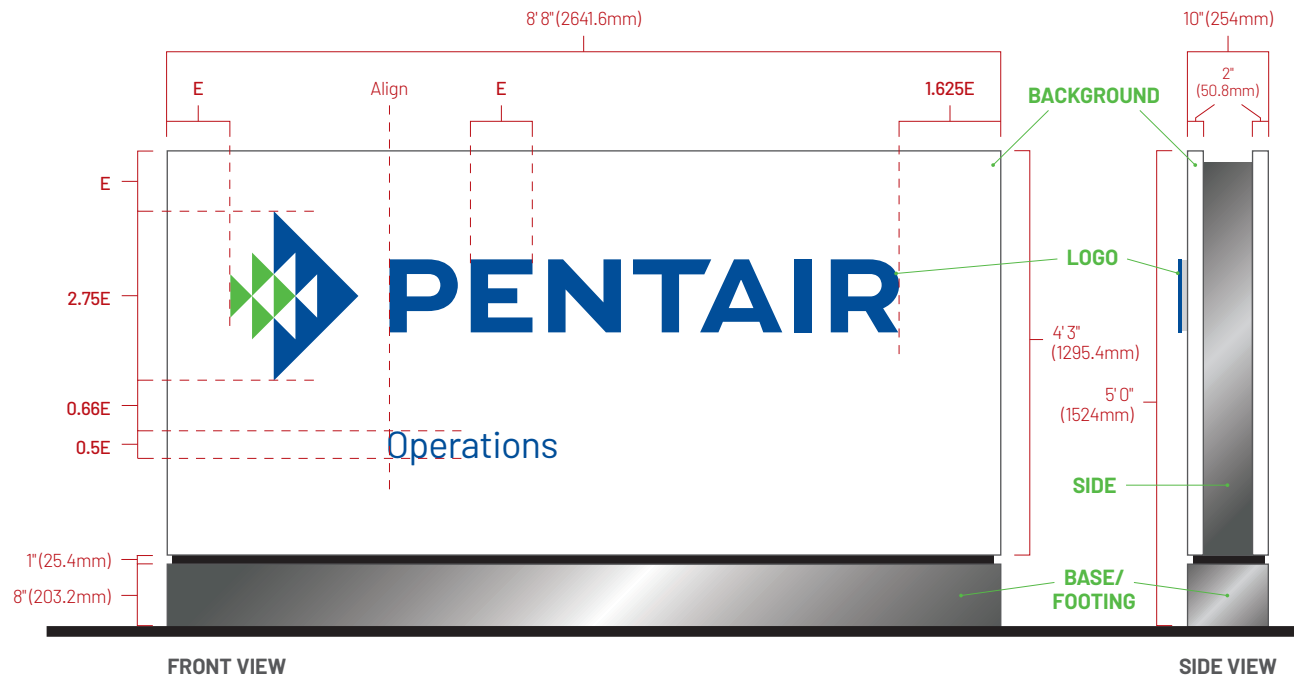
Information displayed to be determined by operation and building requirements.

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.

MONUMENT SIGN (Operations)

Exterior Usage – ID 1.2B



SITES

- Service Centers

PLACEMENT

To be determined by operations/building requirements.

DIMENSIONS

Width: 8' 8" (2641.6mm) Height: 5' 0" (1524mm) Depth: 10" (254mm)

BACKGROUND

White powdercoated finish metal sign box.

SIDE

Brushed metal insert. Pentair Blue LED lighting on side to provide Pentair Blue glow, if available.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray.

PENTAIR LOGO

Full-color push through internally illuminated, halo-lit acrylic logo.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

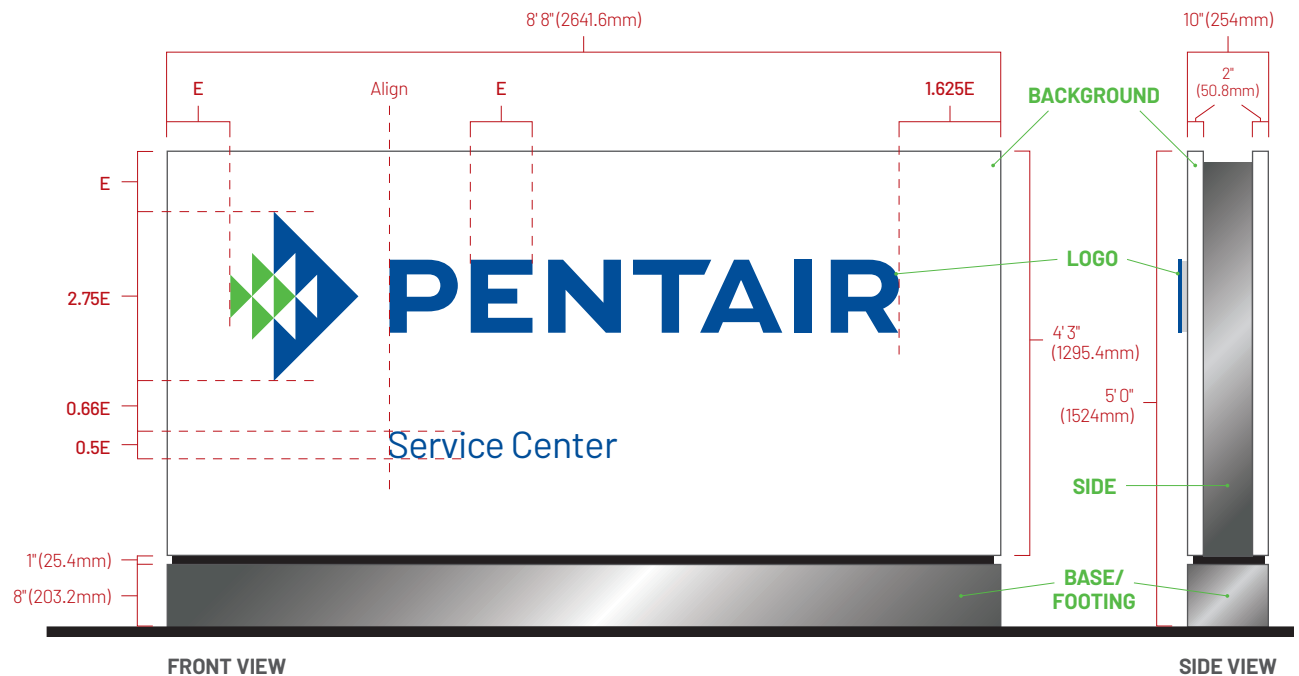
Information displayed to be determined by operation and building requirements.

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.

MONUMENT SIGN (Service Center)

Exterior Usage – ID 1.2D



SITES

- Engineering Design Centers (No Brands)

PLACEMENT

To be determined by operations/building requirements.

DIMENSIONS

Width: 8' 8" (2641.6mm) Height: 5' 0" (1524mm) Depth: 10" (254mm)

BACKGROUND

White powdercoated finish metal sign box.

SIDE

Brushed metal insert. Pentair Blue LED lighting on side to provide Pentair Blue glow, if available.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray.

PENTAIR LOGO

Full-color push through internally illuminated, halo-lit acrylic logo.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

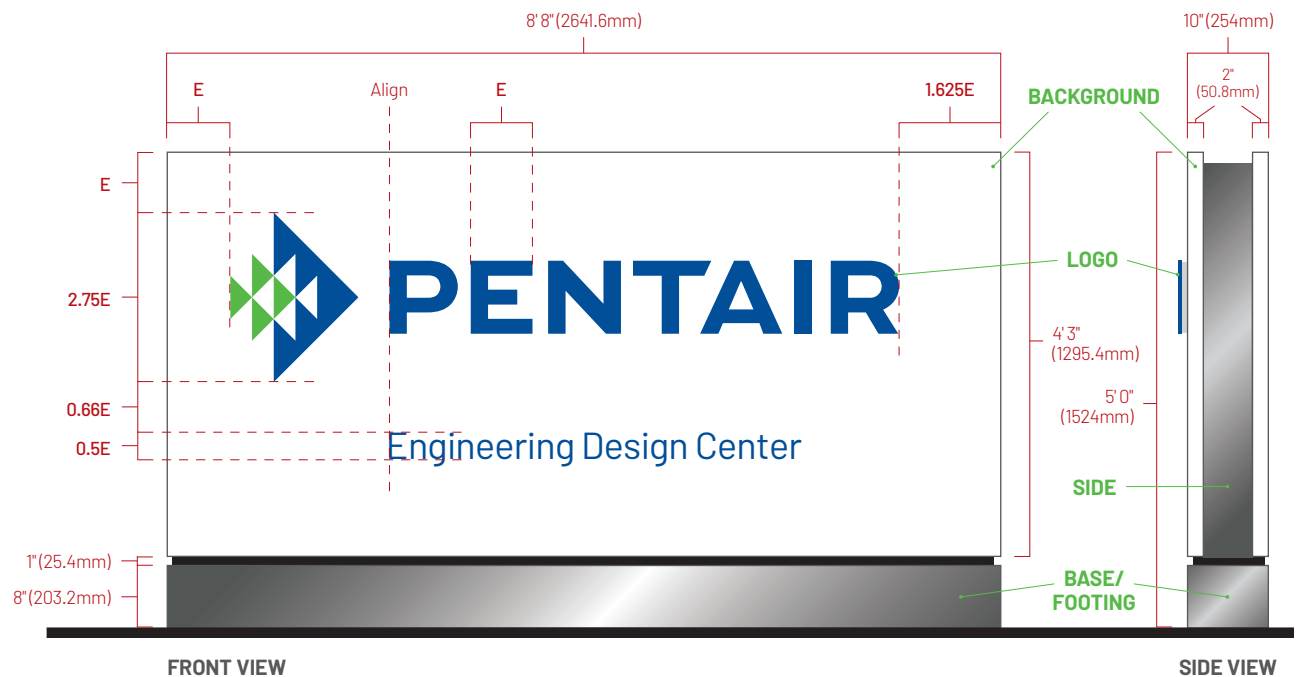
Information displayed to be determined by operation and building requirements.

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.

MONUMENT SIGN (Engineering Design Center)

Exterior Usage – ID 1.2E



SITES

- All locations

PLACEMENT

To be determined by operations/building requirements.

DIMENSIONS

Width: 8' 8" (2641.6mm) Height: 5' 0" (1524mm) Depth: 10" (254mm)

BACKGROUND

White powdercoated finish metal sign box.

BASE/FOOTING

Brushed metal or painted finish to match Pentair Dark Gray.

PENTAIR LOGO

Full-color push through internally illuminated, halo-lit acrylic logo.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

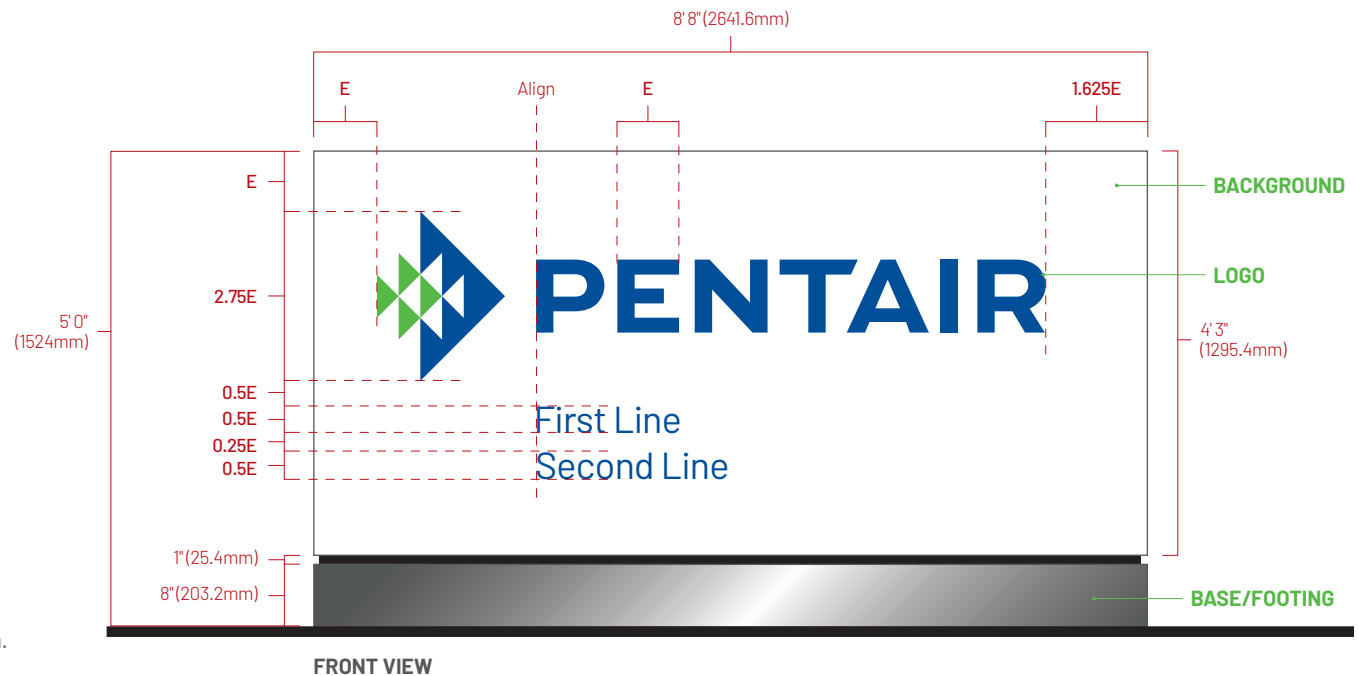
Information displayed to be determined by operation and building requirements.

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.

MONUMENT SIGN (Secondary Information – 2 Lines)

Exterior Usage – ID 1.2B, 1.2C, 1.2D, and 1.2E



SITES

- All locations

PLACEMENT

To be mounted on either side of entry door, depending on space available. One sign permitted per entry door.

DIMENSIONS

	Size A	Size B	Size C
Width:	6' 0" (1829mm)	4' 6" (1372mm)	3' 0" (914mm)
Height:	2' 3" (686mm)	1' 9" (533mm)	1' 2" (355mm)
Depth:	0.25" (6mm)	0.25" (6mm)	0.25" (6mm)

BACKGROUND

Painted white metal or white acrylic panel.

PENTAIR LOGO

Full-color vinyl logo applied to white panel.

LOGO CLEAR SPACE AND ALIGNMENT

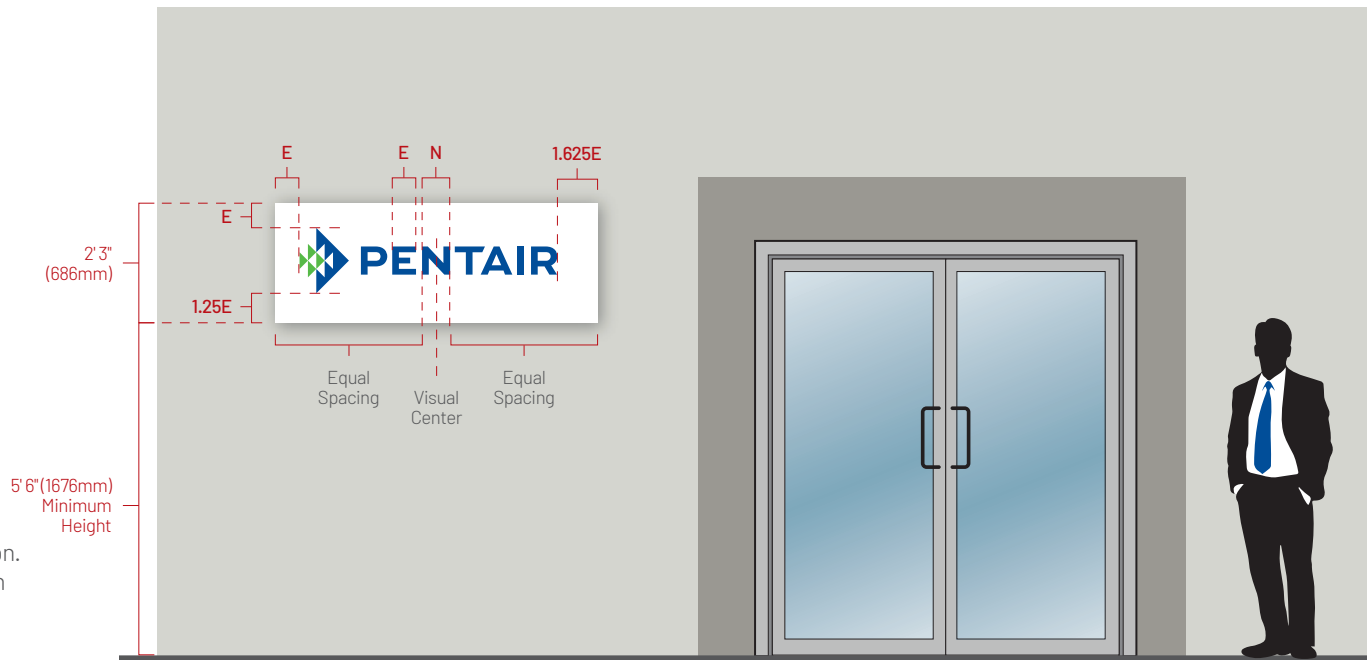
Follow specifications shown here.

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.

PANEL BUILDING SIGN

Exterior Usage – ID 2.6



OUTSIDE ENTRANCE
(Size A shown)

SITES

- All locations

PLACEMENT

To be mounted on either side of entry door, depending on space available. One sign permitted per entry door.

DIMENSIONS

	Size A	Size B	Size C
Width:	6' 0" (1829mm)	4' 6" (1372mm)	3' 0" (914mm)
Height:	2' 10" (864mm)	2' 2" (660mm)	1' 6" (457mm)
Depth:	0.25" (6mm)	0.25" (6mm)	0.25" (6mm)

BACKGROUND

Painted white metal or white acrylic panel

PENTAIR LOGO

Full-color vinyl logo applied to white panel.

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here.

SECONDARY INFORMATION

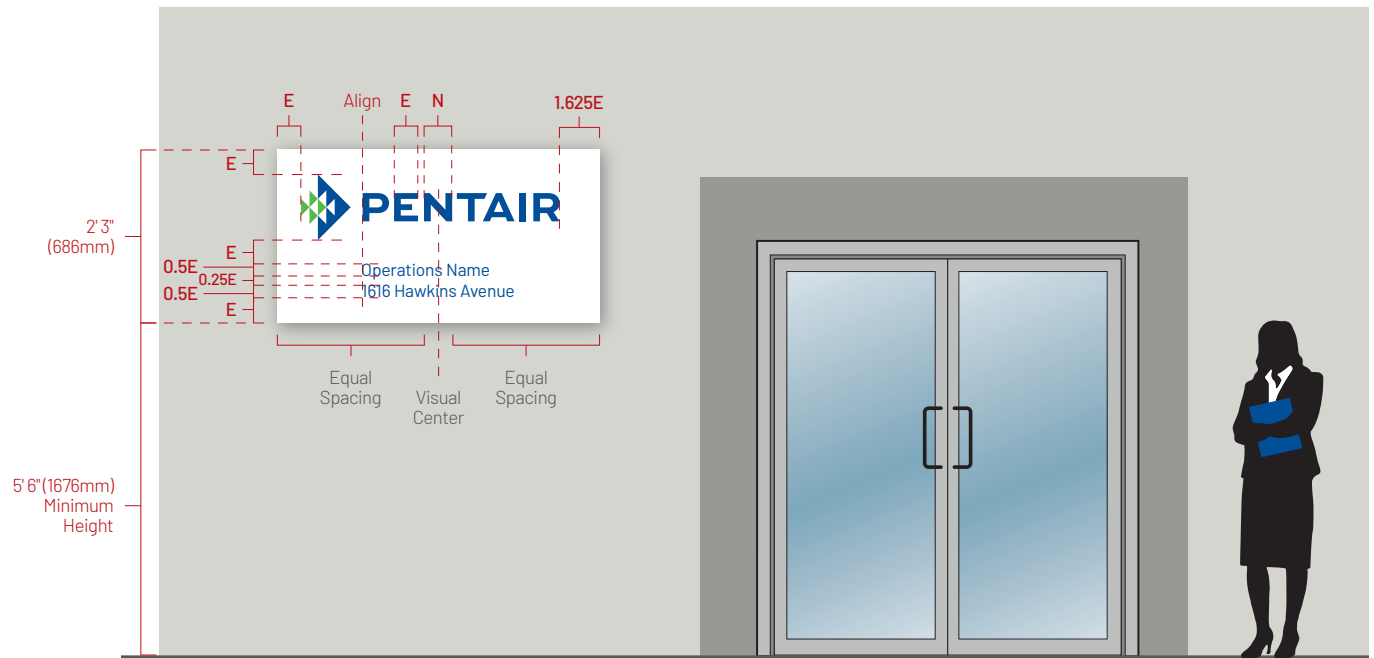
Address in Pentair Blue. Information displayed to be determined by operation and building requirements.

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.

PANEL BUILDING SIGN (Secondary Information)

Exterior Usage – ID 2.7



OUTSIDE ENTRANCE
(Size A shown)

SITES

- All locations

PLACEMENT

Individual pieces mounted directly to existing building, either aligning left or right corner depending on need.

DIMENSIONS

Size of individual letters to be determined on area of building facia and top of proposed building.

PENTAIR LOGO

Full-color internally illuminated halo-lit logo with individual components.

LOGO CLEAR SPACE AND ALIGNMENT

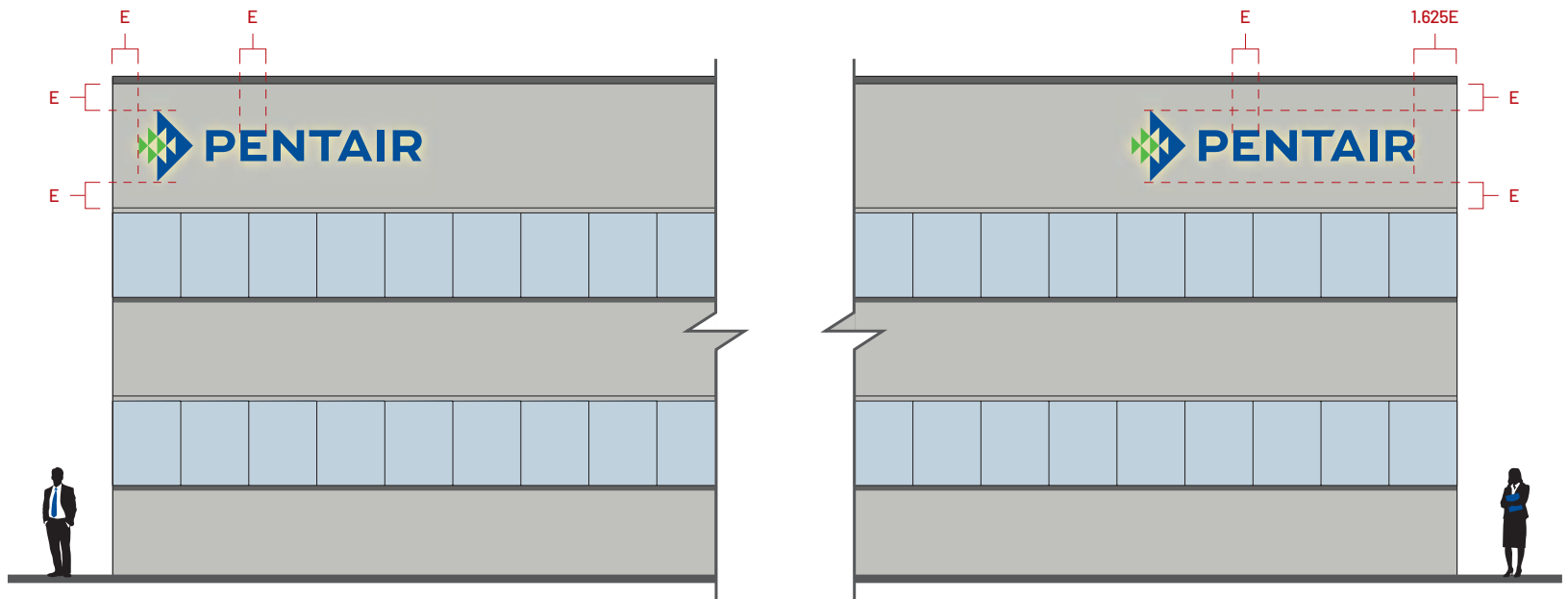
Follow specifications shown here.

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.

BUILDING SIGN (Full Color Logo)

Exterior Usage – ID 1.4A



SITES

- Headquarters

PLACEMENT

Individual pieces mounted directly to existing building, either aligning left or right corner depending on need.

DIMENSIONS

Size of individual letters to be determined on area of building facia and top of proposed building.

PENTAIR LOGO

White internally illuminated logo with individual components.

LOGO CLEAR SPACE AND ALIGNMENT

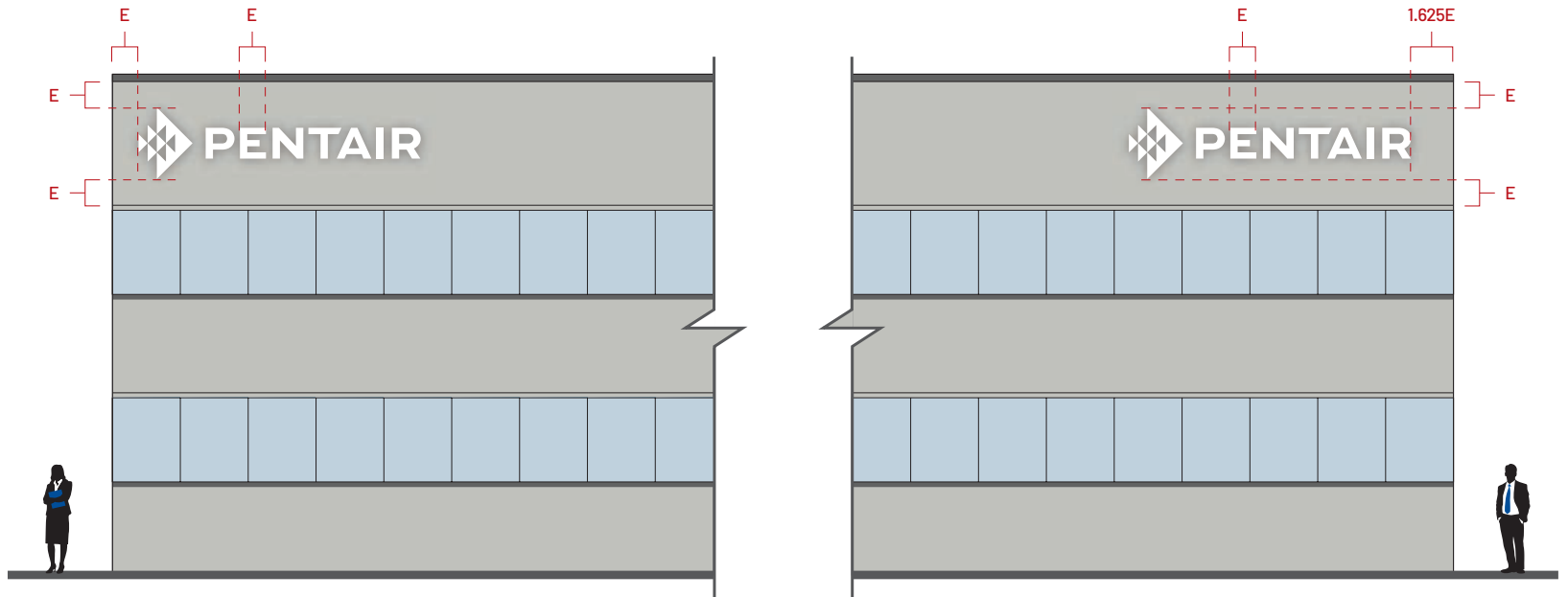
Follow specifications shown here.

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.

BUILDING SIGN (White Logo)

Exterior Usage – ID 1.4B



SITES

- All locations

PLACEMENT

Individual pieces mounted directly to existing building, either aligning left or right corner depending on need.

DIMENSIONS

Size of individual letters to be determined on area of building facia and top of proposed building.

PENTAIR LOGO

Metal internally illuminated halo-lit logo with individual components.

LOGO CLEAR SPACE AND ALIGNMENT

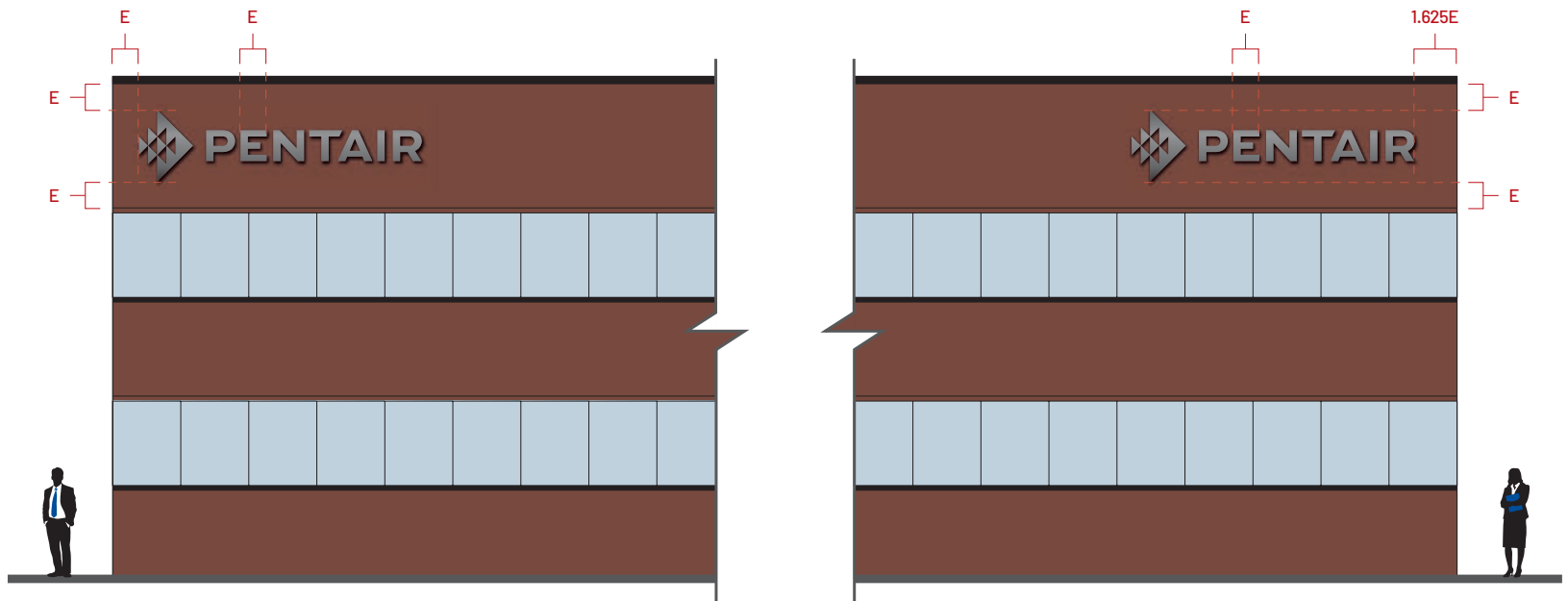
Follow specifications shown here.

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.

BUILDING SIGN (Metal Logo)

Exterior Usage – ID 1.4C



9.0 CHANNEL PARTNER BRAND GUIDELINES

- 9.1 Introduction
- 9.2 Company Overview
- 9.3 Brand Elements
- 9.4 Customization of Materials
- 9.5 Photography and Video
- 9.6 Social Media

9.1 INTRODUCTION

WATER. IT'S BOTH OUR BUSINESSES. WE ARE PARTNERS, WORKING TOGETHER TO TAKE WATER FROM GOOD TO GREAT. HELPING HOMES, BUSINESSES, INDUSTRIES AND MUNICIPALITIES TO IMPROVE, MOVE AND ENJOY WATER.

That's why it's very important to ensure that **every interaction with our brand should be consistent** - using the same messaging, logo and design elements.

Consistent, correct and repeated use of a brand helps build memorability and trust, and **increases the likelihood that your customers will return to buy from you.**

You, as our partner, play a critical role in advocating the Pentair brand. So that you know how to use and refer to the Pentair brand in your own literature, websites and other communication materials, we've created these **Pentair Channel Partner Brand Guidelines.**

These guidelines are designed to ensure the success of the Pentair brand while also maintaining the integrity of your company's own brand and business.

The guidelines cover the most common forms of partnership branding. Should you have any questions, please don't hesitate to contact your Pentair representative.

Thank you for your support. **By using our brand correctly and giving it more visibility, you will help us both to grow.**

Insist on Pentair.

John Jacko, Chief Growth Officer, Pentair

To view an online version of these guidelines, go to pentair.com/partnerbrandguidelines.

9.2 COMPANY OVERVIEW

ABOUT US



Smart, Sustainable Solutions.
FOR LIFE.

OUR BRAND

Pentair makes the most of life's essential resources, from great tasting water straight from the kitchen faucet, to industrial water management and everywhere in between. We deliver solutions that help people move, improve and enjoy water, and sustainable applications that help ensure the health of the world. Smart, Sustainable Solutions. For Life.

Pentair had revenue in 2019 of \$3 billion, and trades under the ticker symbol PNR. With approximately 120 locations in 25 countries and 9,500 employees, we believe that the future of water depends on us.

PURPOSE, MISSION, AND VISION**Purpose**

We believe the health of our world depends on reliable access to clean, safe water.

Mission

Pentair delivers smart, sustainable solutions that empower our customers to make the most of life's essential resources.

Vision

To be the leading residential and commercial water treatment company built through empowered employees, delivering for customers and creating value for shareholders.

9.3 BRAND ELEMENTS

PENTAIR MASTER BRAND LOGO USAGE

PROPER USE OF THE PENTAIR BRAND & PENTAIR LOGO

Pentair follows a master brand strategy, using the Pentair brand as the premiere brand for the entire Pentair portfolio, in order to build an easily recognizable, strong and memorable brand.

Pentair has a number of strong product brands like Everpure, Berkeley, Myers, Jung Pumpen and others that used to have their own specific logos.

Now, any reference to these product brands should include Pentair. You should use logo lockups that include Pentair plus the product brand, as shown here.

DON'T: Create any logos yourself. Please contact your Pentair representative for the correct brand logos.

WRITTEN APPLICATIONS

WRITTEN EXAMPLE WHEN MENTIONING PENTAIR

"We offer only the best quality pool and spa products from leading brands such as Pentair"

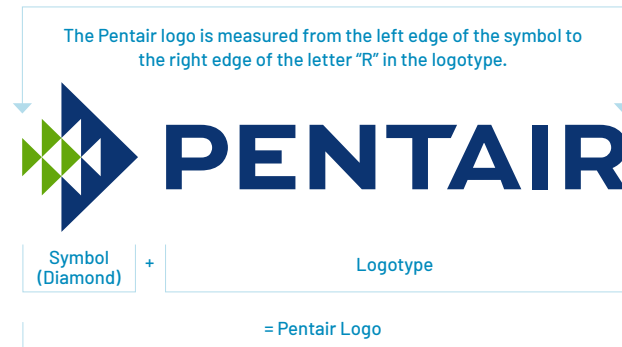
WRITTEN EXAMPLE WHEN MENTIONING PENTAIR & A PRODUCT BRAND

"Pentair Everpure is one of the most recognized brands amongst foodservice operators and facilities managers"

VISUAL USE OF LOGOS

The primary frame of reference for our brand is the Pentair logo. It is the unifying visual element that appears across all communications, enabling us to build strong brand recognition.

PRIMARY LOGO - FULL COLOR



SECONDARY LOGOS - ONE COLOR (Limited Use)



VISUAL EXAMPLE OF A LOGO LOCK-UP: PENTAIR LOGO + PRODUCT BRAND



IMPROPER USE OF LOGO

UNACCEPTABLE USAGE

Common mistakes to avoid when using the Pentair Logo.

DON'T: Modify the Pentair Logo in any way and only use approved electronic artwork

DON'T: Apply more than one Pentair Logo per visual surface

DON'T: Link any text to the Pentair Logo

DON'T: Shadow, bevel, stretch, or otherwise alter the Pentair Logo

DON'T: Recreate the Pentair Logo or re-typeset the logotype

DON'T: Grant permission for other companies to use the Pentair Logo without authorization

DON'T: Use the Pentair Logo as part of, or with, another logo

DON'T: Use a ™ or ® with the Pentair Logo

DON'T: Place the Pentair Logo within body text

DON'T: Enclose the Pentair Logo in a shape

LOGO: SEPERATE THE ELEMENTS?

The elements should never be separated. The logotype never appears without the symbol and the symbol never appears without the logotype.



Do not remove the logotype



Do not remove the symbol



Do not place the logo within body copy/text



Never place the logo within body text



Do not place the logo on complex patterns or backgrounds



Do not position Product Lines or Product Names as part of the logo*



Don't use old brands



PREFERRED SIZES FOR LOGO

Whenever possible on printed materials, the Pentair Logo should be used at one of the following sizes:

- 1.5" / 38mm
- 1.75" / 44.4mm
- 2" / 51mm
- 2.25" / 57.1mm

The minimum size for the Pentair Logo is 1.25" / 31.75mm

COLORS

Please use the proper colored logos for both digital and print use.

PRIMARY COLORS



Printing (Coated Stock)
PANTONE® 7686 C
CMYK: 100.73.0.10

Printing (Uncoated Stock)
PANTONE® 2945 U
CMYK: 100.50.1.15

Digital
RGB: 12.52.113
HEX: 0c3471



Printing (Coated Stock)
PANTONE® 369 C
CMYK: 68.0.100.0

Printing (Uncoated Stock)
PANTONE® 369 U
CMYK: 55.0.95.3

Digital
RGB: 100.167.11
HEX: 64a70b

LOGO IN PRINT COLOURS



LOGO IN DIGITAL COLOURS



TRADEMARK GUIDELINES

HOW TO USE PENTAIR TRADEMARKS

In your website, catalogs, brochures and other marketing materials, please use the following guidelines:

DO:

- Indicate the following footnote statement in your printed materials and website, referring to the ownership of trademarks by Pentair.

“All Pentair brands are trademarks of Pentair.”

DON'T:

- Do not add or place an ® or TM symbol on any brand logo lockup that Pentair may provide you. Please get any needed brand logo lockups from your Pentair representative.
- Never register a domain name with the word Pentair or one of the Pentair sub-brands or trademark.
- Non-authorized use of Pentair logos and trademarks in any customer printed or digital material could constitute is an infringement of Pentair intellectual property rights.

Examples:



If you are unclear about the status of a Pentair trademark registration in your country, or for any other questions, please contact your Pentair representative for help and approval.



DO: Reference Pentair trademarks in your materials with a footnote statement.

9.4 CUSTOMIZATION OF MATERIALS

CHANNEL PARTNER GUIDELINES

PROPER USE OF PENTAIR LOGO ON A PARTNER'S OWN MARKETING MATERIALS

With Pentair business approval, you can communicate your association with Pentair in your marketing materials, including brochures, advertising, website, trade show booths and other materials.

Consistent use will help bring strength to both brands.

When using the Pentair logo on your materials along with your own company logo, the Pentair logo should be 50% the size of your logo.

THE FOLLOWING CHART SHOWS WHERE AND HOW TO USE THE PENTAIR LOGO:

APPLICATION	CORRECT LOGO TO USE
Business cards <i>(produced by partner)</i>	<ul style="list-style-type: none"> Pentair logo, at least 50% or smaller and secondary
Catalogs & Brochures <i>(produced by partner)</i>	<ul style="list-style-type: none"> Pentair logo, 50% or smaller and secondary in lower left or right corner Please include a footnote in your materials "All Pentair brands are trademarks of Pentair"
Advertisements & Showroom signage <i>(produced by partner)</i>	<ul style="list-style-type: none"> Pentair logo, at least 50% or smaller and secondary in lower left or right corner
Website <i>(produced by partner)</i>	<ul style="list-style-type: none"> Pentair logo, secondary to partner's Please include the following statement in your website: <ul style="list-style-type: none"> - All Pentair brands are trademarks of Pentair
Trade fair booth or event <i>(operated by partner)</i>	<ul style="list-style-type: none"> If Pentair is the only brand represented: the Pentair logo, 50% or smaller and secondary to partner's If Pentair is part of a multi-brand representation: the Pentair logo can be used on its own as part of the list
Company vehicle wraps <i>(partner vehicle)</i>	<ul style="list-style-type: none"> Pentair logo, secondary to partner's Require Pentair approval. Please contact your Pentair representative
Showroom signage <i>(produced by Pentair)</i>	<ul style="list-style-type: none"> Pentair logo
Co-branded brochures & advertisements <i>(produced by Pentair)</i>	<ul style="list-style-type: none"> Partner's company logo, together with the Pentair logo

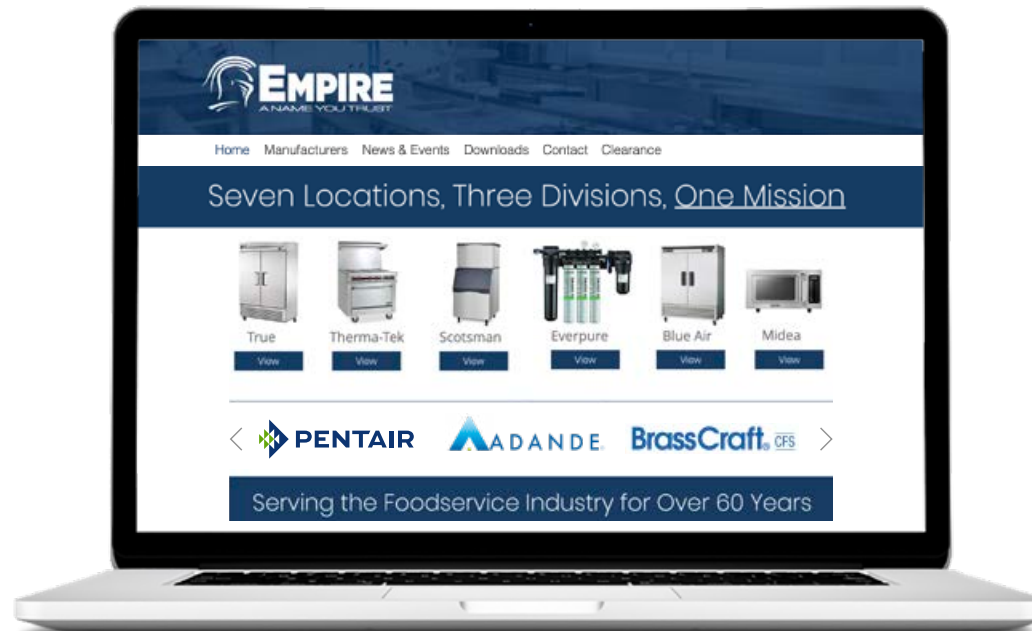


DO: Use the Pentair logo at 50% of your logo or smaller, when using the Pentair logo on your materials along with your own company logo.

USING PENTAIR ON YOUR COMPANY'S WEBSITE

We encourage you to display the Pentair logo and mention Pentair products on your website.

- **DO:** Use the Pentair full color logo when mentioning Pentair as a brand you carry.
- If you would like to mention specific Pentair product brands (eg. Everpure, Myers, Aurora etc) then always use a logo lockup of Pentair+product brand provided by Pentair. Never use a product brand name or old product brand logo.
- Please contact your Pentair representative for the correct logo(s) needed.
- Only use official Pentair logos, trademarks and product images in relation to Pentair products that have been provided to you from Pentair.
- Your website design should be clearly your company's and not look like the Pentair website.
- Never use the word Pentair or one of the Pentair sub-brands or trademarks in your company's web domain URL. Any misuse of Pentair logos and trademarks in a customer web domain is an infringement of Pentair intellectual property.
- Linking to Pentair.com (or other Pentair owned websites) is acceptable, using hyperlinks that open a new browser window or tab.



CORRECT:



WRONG:

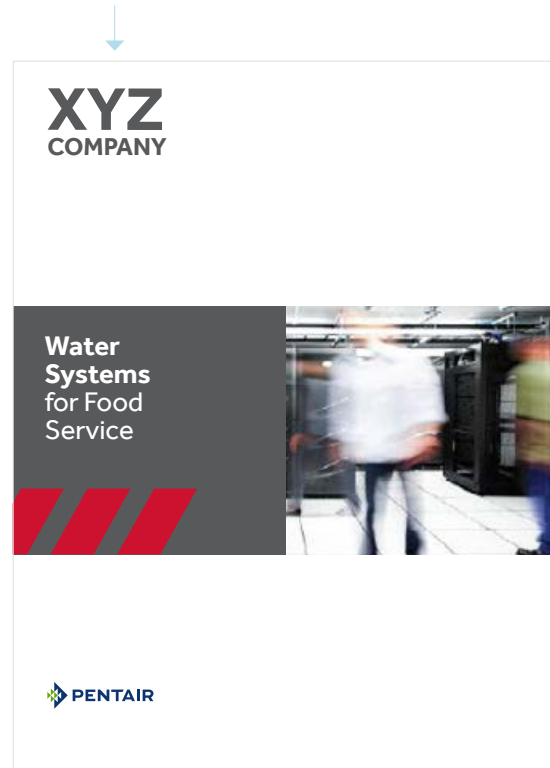


CUSTOMER LEADING LOGO USE CUSTOMIZING THIRD PARTY MATERIALS

EXAMPLES OF PRINTED MATERIAL:

BROCHURE

Your partner logo is the primary logo on the page and appears in the most prominent position.

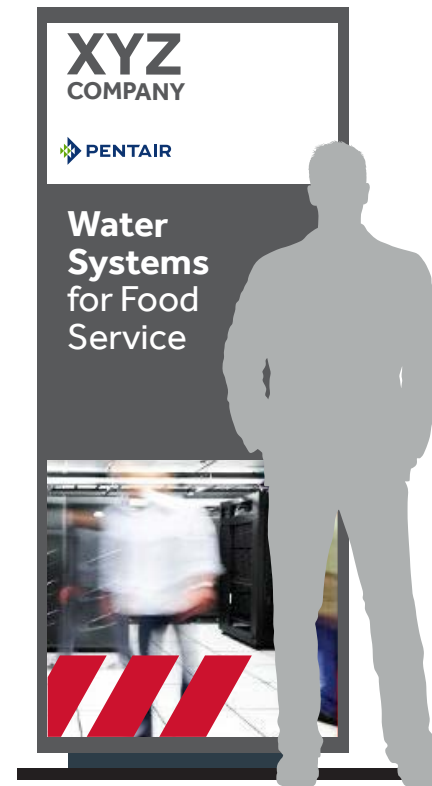


Pentair logo is the secondary logo on the page, at 50% the size of your company logo or smaller.

PROMOTIONAL MATERIAL



POSTER



BANNER



! DO: Use the Pentair logo at 50% of your logo or smaller, when using the Pentair logo on your materials along with your own company logo.

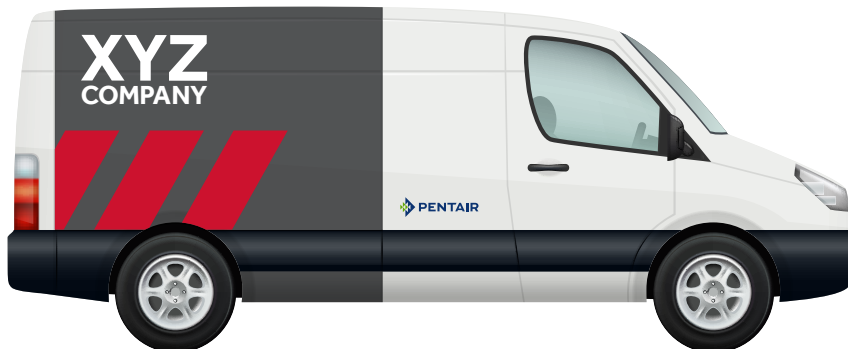
CUSTOMER LEADING LOGO USE CUSTOMIZING THIRD PARTY MATERIALS

All materials require Pentair approval. Please contact your Pentair representative.

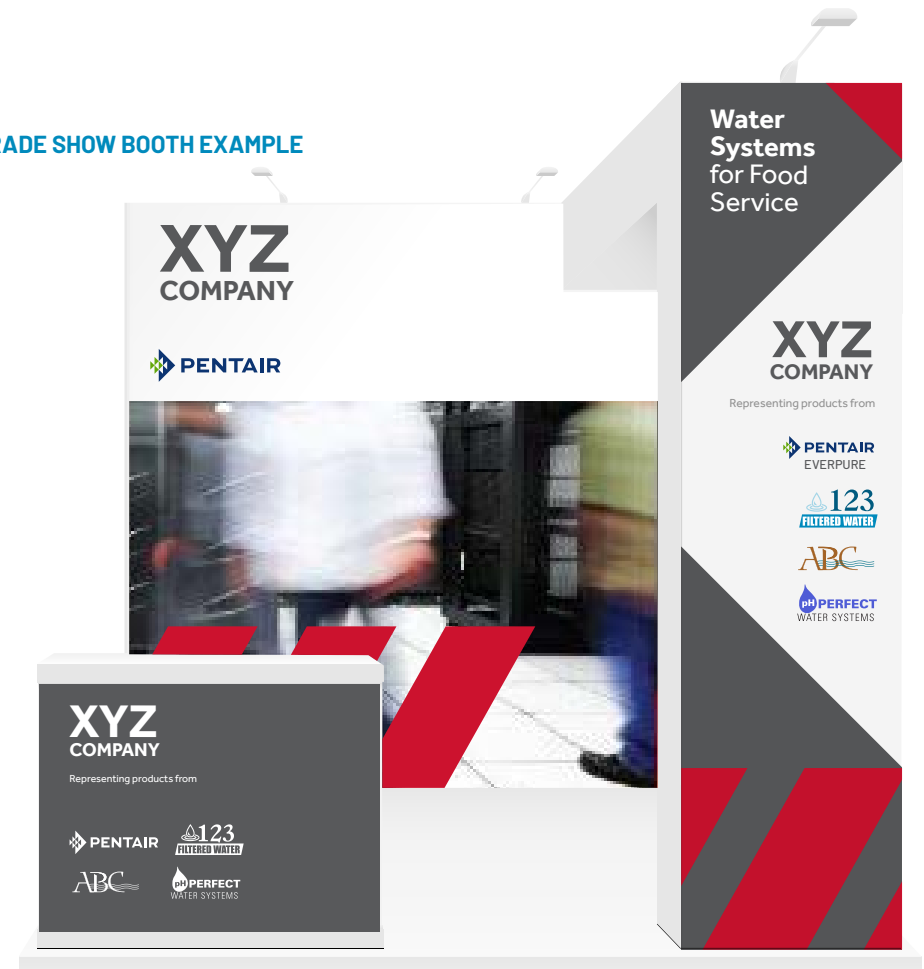
EXAMPLES OF USING THE PENTAIR LOGO ON OTHER MATERIALS: DISTRIBUTOR / DEALER TRADE SHOW BOOTH



VEHICLE WRAP



TRADE SHOW BOOTH EXAMPLE



- ! **DO:** Use the Pentair logo at 50% of your logo or smaller, when using the Pentair logo on your materials along with your own company logo.
- **DO:** Get in touch with your local Pentair representative should you have any questions.

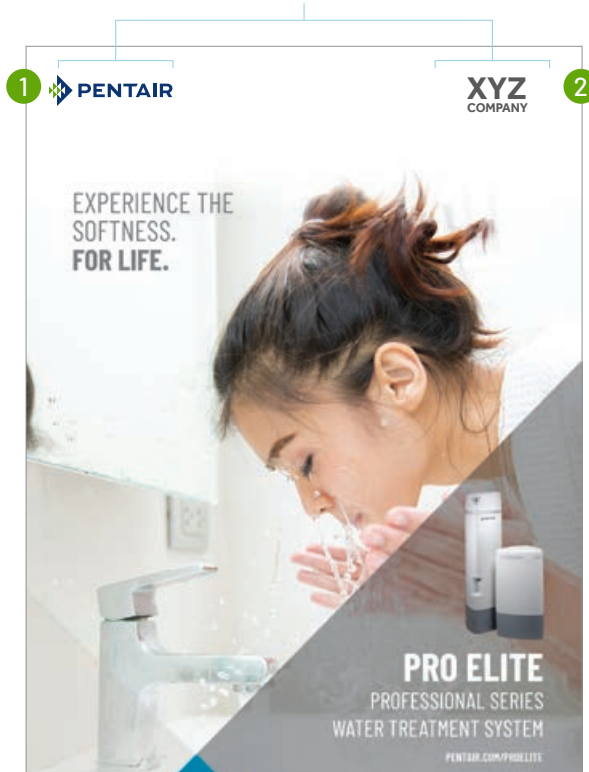
COBRANDING & 3-PARTY USE CASE USING YOUR LOGO ON PENTAIR MATERIALS

Upon agreement with your Pentair representative, it is possible to add your company logo to Pentair-designed materials, like brochures.

DON'T: Create any templates yourself. Please contact your Pentair representative for the correct templates.

EXAMPLE - BROCHURE FRONT COVER

Pentair Logo 1 and your logo 2 share the primary position and have equal visual weight

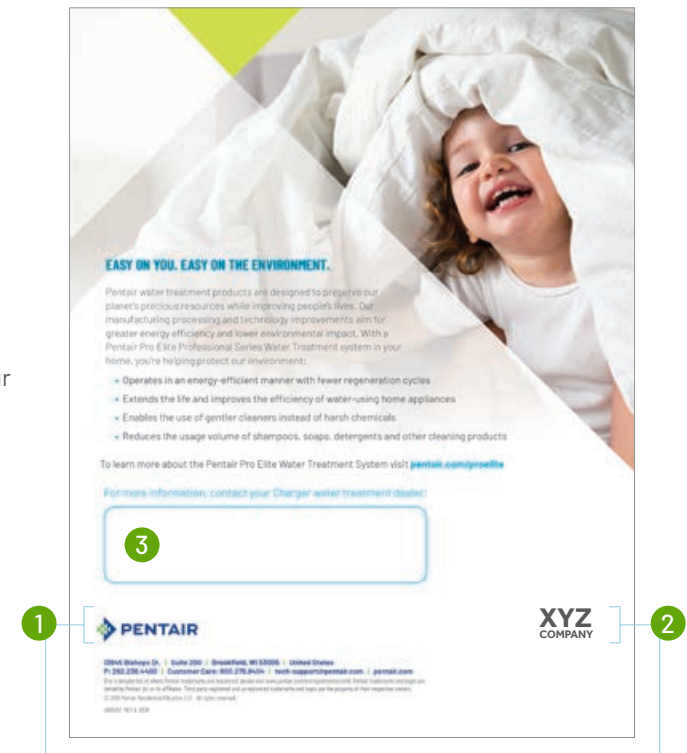


It is also possible to add a third partner address on Pentair literature or materials, for example if you are a distributor and you'd like to provide Pentair literature to your own customers that they can customize. The Pentair and primary channel partner logos are used, along with a dedicated white space for your own partners to use a stamp or sticker with their contact information.

Please discuss such cases and get agreement with your Pentair sales or marketing representative.

EXAMPLE - BROCHURE BACK COVER

A dedicated white space available for the partners to use a stamp or sticker 3



Pentair Logo 1 and your logo 2 share the primary position and have equal visual weight



DO: Contact Pentair if you'd like your company's logo on any Pentair materials
DO: Only use templates created and supplied by Pentair

9.5 PHOTOGRAPHY AND VIDEO

USE OF PHOTOGRAPHY AND VIDEO

DO: Contact Pentair for any product photo needs. When using images of Pentair products in your marketing materials or website, use only images provided by Pentair.

DO: refer to the products with Pentair + product brands and product names i.e e.g Pentair Myers Apex, Pentair Everpure, etc.

DON'T: Re-create, alter or distort the artwork in any way.

DON'T: Place Pentair product next to competitor product.

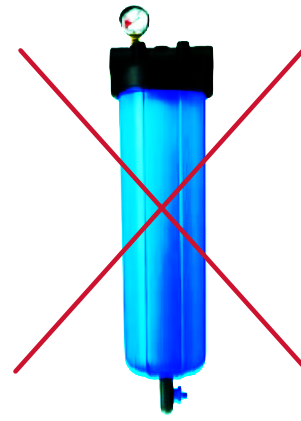
DON'T: Share artwork files with others. If products are used in promotional or instructional videos the same rules must be respected.



Product information must be accurate to the product shown. Product information is available on www.pentair.com or contact your Pentair representative.



DON'T: Place Pentair product next to competitor product



DON'T: Alter the colors



DON'T: Print low resolution photography



DON'T: Add a stylized filter or image effect



DON'T: Warp or skew the image



DON'T: Apply excessive drop shadows



DON'T: Alter the image background



DON'T: Rotate the product at an unnatural angle

9.6 SOCIAL MEDIA

SOCIAL MEDIA

FOLLOW PENTAIR AND SHARE PENTAIR CONTENT

We encourage you to share content created by Pentair from our official channels including Facebook, Instagram, LinkedIn & Twitter. An up-to-date listing of the official Pentair sites can be found in the footer of Pentair.com.

By multiplying the channels where Pentair solutions are visible, we all benefit!

SHARE YOUR OWN PENTAIR STORIES

If you have a great story about a Pentair solution, please feel free to share it.

- Always use Pentair AND the subbrand or product line name together in the first mention, e.g., Pentair Everpure, Pentair Hypro, Pentair Sta-Rite. On platforms that embrace large numbers of hashtags, please consider using the brand name as a hashtag as well. (#pentairmyers)
- Tag Pentair (@Pentair) so that we are alerted to your success story (so that we can share it too!), and use hashtags (#pentair) on platforms that utilize them.
- Link to pages on Pentair.com when possible or appropriate while referencing Pentair

Because Pentair is a publicly traded company and is subject to securities and disclosure laws as well as regulations on how, what and when information about Pentair may be communicated to the public we ask the following:

- **DO** share our official posts, but do not use the photos or video and claim it as your own business content
- **DON'T** take our logo or our branding and add them to your own photos
- **DON'T** use the word Pentair or any Pentair product brand in your social media handle (the name of your social media account)

ACCEPTABLE

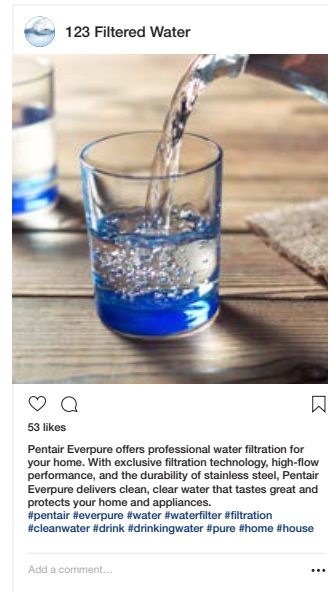
@john_doe_pool_products

NOT ACCEPTABLE

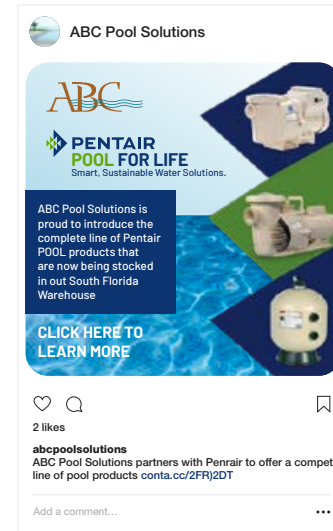
@john_doe_pentair_pool_products

- Please remember to respect launch dates of new Pentair products and initiatives and not share information prematurely
- Stay away from saying Pentair products are smarter/faster/higher-performing compared to competitors in social media postings. There are regulations for companies like Pentair against making competitive claims without the proper substantiation

GOOD EXAMPLES:



EXAMPLE OF WHAT NOT TO DO:



DO: Follow and share Pentair in your own social media

10.0 TRADEMARKS & BRAND PROTECTION

10.1 Definition of Trademarks

10.2 Using Pentair Trademarks

Determining When and How to Use a Trademark Symbol

Offline Application Practice

Online Practices

Using Trademarks with Product Brands & Names

Use Correct Trademark Grammar

Translating and Transliterating Trademarks

10.3 Copyrights

Copyright on Pentair Assets

Copyright Infringement

Copyright Notice

10.4 Legal Entity Name Usage

10.5 Mergers & Acquisitions

10.1 DEFINITION OF TRADEMARKS

If you have questions at any time, please don't hesitate to reach out to your segment marketing leader, marketing manager global brand standards and/or your assigned legal counsel for help.

TRADEMARKS & COPYRIGHTS

At Pentair, whenever you create product packaging, labelling, manuals, communication materials or other documents on which our trademarks appear, proper use is critical to legally protect and strengthen these valuable intangible assets. This also helps to achieve consistency in promoting Pentair products and service worldwide.

These guidelines are intended to help you in clarifying, identifying, protecting, and promoting correct and consistent trademark and copyright usage in marketing and communications at Pentair.

WHY IT'S IMPORTANT TO USE TRADEMARKS CORRECTLY

The correct trademark symbol should be used with a brand/name/logo in order to be able to legally enforce a company's trademark rights. Materials including packaging, labels, manuals etc. are routinely submitted to trademark registration offices worldwide as evidence of a company's trademark usage. When using a trademark, it is important to ensure that it is used in the same way for which it has been registered (e.g. using the same word(s), font, color, and/or graphic logo). Otherwise it will be difficult or impossible to obtain or maintain the corresponding trademark registration.

Proper usage of other companies' trademarks is also important to respect their trademark rights and to avoid costly disputes and infringement claims with third parties.

WHAT IS A TRADEMARK?

A trademark is a word, phrase, symbol, design, color, sound, or a combination thereof, that serves to identify goods or services from those of another.

REGISTERED TRADEMARK SYMBOL



This symbol indicates that the preceding name/logo has been registered as a trademark with a national trademark office. Use this symbol on products/marketing materials only in countries **wwhere it is sure the trademark has been registered for those particular goods and/or services in relation to which the trademark is used.**

TM TRADEMARK SYMBOL



The symbol is usually used for unregistered trademarks, to provide notice of a claim of common-law rights (rights through the use).

The symbol can be used

1. in connection with an unregistered mark that has been consistently used for several years
2. where a trademark application has been filed, but does not yet have a final registration

10.2 USING PENTAIR TRADEMARKS

Determining When and How to use a Trademark Symbol

Offline Application Practice

Online Practices

Using Trademarks with Product Brands & Names

Use Correct Trademark Grammar

Translating and Transliterating Trademarks

It is recommended, if possible, to use the ® or ™ symbol in communications and marketing materials on product brands and names, following the indications below:

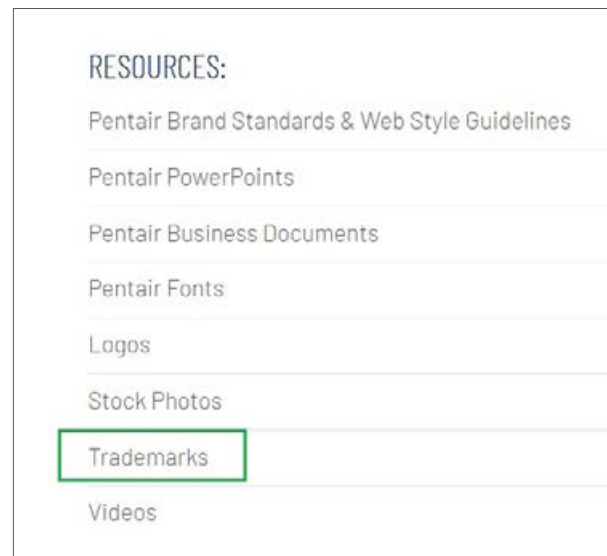
CHECK THE LIST TO DETERMINE IF/WHICH TRADEMARK SYMBOL TO USE.

A regularly updated list of all Pentair registered Trademarks is available on mypentair.com at <https://www.mypentair.com/en-us/working-here/brand-materials.html>.

From this list, you can identify:

1. Whether the product brand, product name and/or logo you wish to use has been registered (or is pending), AND
2. in which country(ies) it is registered (or pending)
 - If the marketing material is intended to be used ONLY in countries where you identify that the trademark has been registered in relation to those goods, you can use the ® symbol.
 - If the marketing material is intended to be used in countries where a trademark application has been filed but not registered, and/or the brand has been consistently used in a country for several years, you can use the TM symbol (with exception of China).
 - If the marketing material is intended to be used in countries where you don't know about any local registration, don't use any trademark symbol but rather use the footnote statement only.

DETERMINING HOW TO USE A PENTAIR TRADEMARK



[mypentair.com/brand-materials](https://www.mypentair.com/brand-materials)

Footnote statement:

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.

THE “FIRST USE” PRACTICE

The first time a trademark name is used on each new printed material/surface, use the specific trademark symbol along with the footnote statement at the end of the material.

THE “LATER USE” PRACTICE

Once the “first use” practice has been applied, you can drop the trademark symbol from the trademarked name in subsequent mentions on that surface if repeated with the same generic descriptor. You can also drop the word Pentair from the beginning of the product name, unless Pentair is the only name (trademark) the product carries.

Important: Do not use trademark symbols on logo lockups.

Note: For more information on how to use and refer to the Pentair brand, Pentair product brands and product names, see the Branded Portfolio (Chapter 4).

For any other questions, please contact your segment Content Marketing Manager, marketing manager, global branding, or your legal counsel.

OFFLINE APPLICATION PRACTICE – PACKAGING & PRINTED MATERIALS (MANUALS, SALES SHEETS, BROCHURES, CATALOGS)

Example: Pentair EasyTouch Brochure

WHO SAYS POOL AUTOMATION HAS TO BE COSTLY AND COMPLICATED.

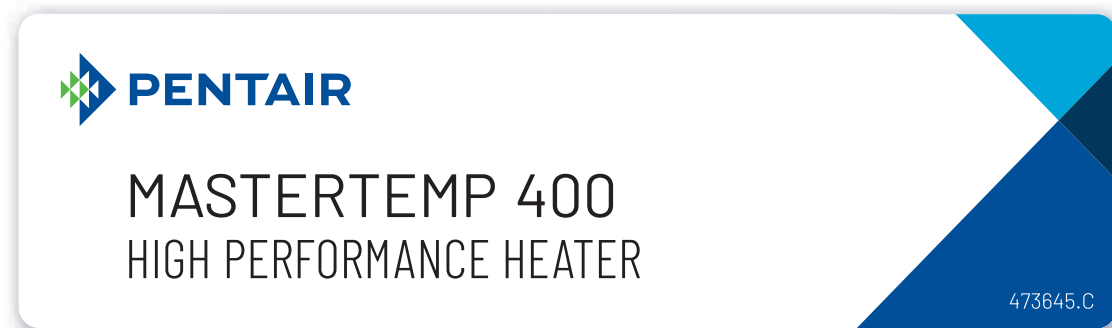
Scheduling and controlling the operation of pool and spa equipment and related poolscape accessories is now blissfully automatic, simple and affordable. Pentair EasyTouch® Pool and Spa Control Systems eliminate the inconvenience of repeated trips to the equipment pad, memorizing operating sequences, opening and closing valves and resetting time clocks and thermostats.

What’s more, EasyTouch systems set the standard for operating simplicity with push-button operation and clear, intuitive instructions and displays. Your EasyTouch system includes all circuitry and fully programmable controls in a single Load Center installed near your pool or spa equipment. This avoids expensive wiring and installation costs to make an EasyTouch system affordable for any budget.

In order to mitigate the complexity associated with distribution to different countries, it is recommended not to use trademark symbols on products or product labels that are attached to the product. If there is space on product labels, please use the footnote statement: All indicated Pentair trademarks and logos are property of Pentair. Otherwise ensure correct reference and statement is on product packaging.

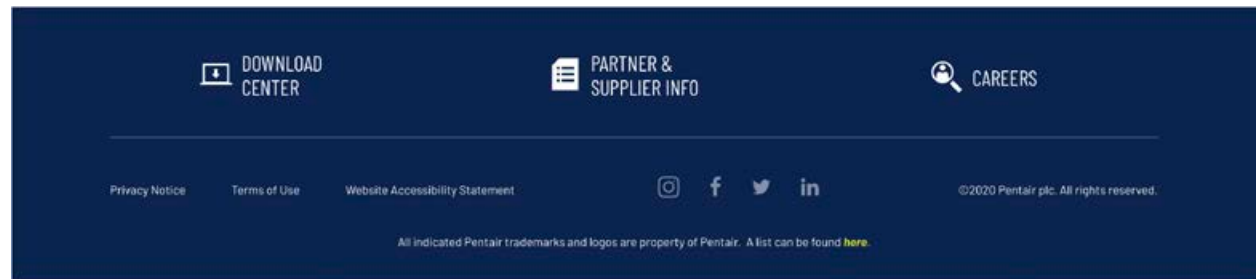
OFFLINE APPLICATION PRACTICE – PRODUCTS

PRODUCT LABEL Example



On pentair.com and other Pentair websites, it is not necessary to use any trademark symbols. The footnote statement is sufficient. On other Pentair websites, please link back to the trademark section of pentair.com :
<https://www.pentair.com/en/registrations.html>.

ONLINE PRACTICE- USING PENTAIR TRADEMARKS DIGITALLY



Footnote statement:

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.

1. Use the appropriate trademark symbol after each trademark used in a product name. Follow it with the complete generic descriptor, capitalizing the first letters of each word in the full product name. Don't abbreviate or alter the spelling or form of the trademark.

Examples:

Pentair® Flotec™ SOS Flood Kit
Pentair® X-Flow™ Xiga™ Technology

2. In the case that a product only carries the Pentair brand and no trademarked name, then begin the Product name with the Pentair mark.

Example:

Pentair® Pool Heater A30

3. Model or product numbers should follow the generic descriptor.

CORRECT:

Pentair® Everpure™ Water Filter Cartridge EF-3000

4. Do not use a registered trademark symbol in the graphic logo lockup, either on Pentair or on the product brand name.
5. Referring to the company Pentair? Then no trademark symbol. When using Pentair to designate the company rather than a specific product, never use any trademark symbol.

CORRECT:

The Pentair corporate communications team is located in Golden Valley, Minnesota.

INCORRECT:

Pentair® is a global company.

USING TRADEMARKS WITH PRODUCT BRANDS & NAMES

Examples



USE CORRECT TRADEMARK GRAMMAR

1. Always use the trademark as a proper adjective, not a noun. Whenever possible a trademark should be followed by the common descriptive name (noun) of the product it refers to.

CORRECT:

Pentair sells Pentair® Everpure™ Water Filter Cartridges.

INCORRECT:

Pentair sells Everpures.

2. Never use a trademark as:

A. a verb (e.g., “Everpure your home.”)

B. a possessive (e.g., “Everpure’s”)

C. a noun (e.g., “Let’s go change the Everpures.”)

D. in plural form (e.g., “Let’s sell some Everpures.”)

TRANSLATING AND TRANSLITERATING TRADEMARKS

Do not translate trademarks unless this is due to a local legal requirement (e.g. tagline in France).

Transliteration is the process of transferring a word from the alphabet of one language to another. It helps people pronounce words and names in foreign languages. It is used most often in languages that are different than Latin-based alphabets (ie Chinese, Russian, Japanese). Do use transliteration version when necessary (e.g. China, Russia, Japan). Refer to your Brand and Legal contact.

Example:

“Pentair” into Chinese characters.

A SCENARIO EXAMPLE

The Pool content manager in the Consumer Solutions segment needs to develop a new box and marketing support materials for the Pentair Prowler 930 Pool Cleaner, for sale in the USA only. The product uses the EcoSelect technology and is part of the Trade Grade product line.

1. Check current trademark list, available in the brand materials section of mypentair.com.
 - Prowler: The trademark registration is valid in the USA
 - EcoSelect: The trademark registration is valid in the USA, and EU countries
 - Trade Grade: This wordmark has not been registered in the USA (or any other country)
2. As the product will be sold in the USA only, the ® symbol can be used on both the Prowler and EcoSelect wordmarks. Apply the “first use” rule on the packaging and any marketing materials.
3. Include the trademark footnote statement on all materials, referencing Pentair and any third party trademarks, ie “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.”
4. On marketing materials (not the packaging), include the copyright statement “© 2021 Pentair. All rights reserved.”

TRADEMARK USAGE EXAMPLE ON MARKETING MATERIAL

PENTAIR ecoselect TRADEGRADE
Trusted by the world's most demanding pool professionals.

PROWLER® 930

ROBOTIC INGROUND POOL CLEANER

The ultimate in pool cleaning convenience and control... right from your smartphone

KEY FEATURES

- Bluetooth® Wireless Technology Enabled Smart Device Control
- Dual-Level Filtration with Top-Access Basket
- Robust Caddy
- Built-In Weekly Timer with Fast-Clean Mode

The Bluetooth® word mark and logo are registered trademarks owned by the Bluetooth SIG, Inc. and any use of such marks by Pentair Water Pool and Spa, Inc. is under license. Other trademarks and trade names are those of their respective owners.

KEY FEATURES AND PERFORMANCE THAT MAKE PROWLER 930 A WINNER	PROWLER 80	PROWLER 930	PROWLER 930
Top-Access Basket	✓	✓	✓
Bluetooth® Enabled Smart Device Control	✓	✓	✓
Robust Caddy	✓	✓	✓
Built-In Weekly Timer with Fast-Clean Mode	✓	✓	✓
Dual-Level Filtration	✓	✓	✓
Top-Access Basket	✓	✓	✓
Bluetooth® Enabled Smart Device Control	✓	✓	✓
Robust Caddy	✓	✓	✓
Built-In Weekly Timer with Fast-Clean Mode	✓	✓	✓
Dual-Level Filtration	✓	✓	✓

PENTAIR ecoselect TRADEGRADE

© 2021 Pentair. All rights reserved.



IMPORTANT NOTE: If the business plans to sell the product through a direct or indirect channel to other countries besides the USA, a different application of the symbols would be required.

10.3 COPYRIGHTS

Copyright on Pentair Assets

Copyright Infringement

Copyright Notice

When working with providers (e.g. agencies) for marketing and communications materials assets:

Negotiate full buy-out license/transfer agreements whenever possible, i.e. no limitation regarding:

- Duration / time period
- Use (right to copy, adapt, modify, translate in any language)
- Support (all supports/media, including Internet and social media)
- Territory (worldwide)

When the materials are received from the agency/ creator for use by Pentair, be sure that all rights have been assigned to Pentair, and that the agreement / proof of rights are linked to the creative material (for example detailed and stored with the asset in the AEM DAM or business files).

Any material developed by a provider should be fully assigned to Pentair (i.e. becomes Pentair's property). Before using or modifying any material developed for Pentair, Pentair needs to ensure all rights on that material.

ASSIGNMENT OF RIGHTS CLAUSE FOR AGENCY CONTRACTS

When making the contract or agreement with the agency, please include the following Rights Clause.

Assignment of rights clause:

The Agency agrees to assign to Pentair all Intellectual Property rights, on all contents/videos/images/picture/photos ("Material") created for Pentair (for any entity belonging to Pentair Group) and it acknowledges that Pentair (any entity belonging to Pentair Group), will therefore has an exclusive right to all the mentioned Material from the Effective Date of the agency agreement/ business relationship and for an unlimited period of time".

COPYRIGHTS ON PENTAIR ASSETS

Stay smart, connected and protected with Pentair Home.
Insist on Pentair. Learn more at [Pentair.com/home-app](https://www.pentair.com/home-app)

© 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.



COPYRIGHT INFRINGEMENT

A copyright infringement can occur when copyrighted material is used without proper rights or authorization. There are two scenarios that can occur:

1. A 3rd party uses Pentair material without Pentair authorization

If this instance occurs, please contact your assigned Legal Counsel.

2. Pentair infringes a 3rd party's copyright (for example; Pentair uses a photo or artwork without having obtained the usage rights from the creator or rights holder)

We should ensure that this does not happen. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. If in doubt, please contact the creator of the artwork or your content marketing manager for assistance.

Pentair Copyright Notice Example

© 2021 Pentair. All rights reserved.

COPYRIGHT NOTICE

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."

10.4 LEGAL ENTITY NAME USAGE

LEGAL ENTITY NAME USAGE

A legal entity name is the official legal name of a company as registered through or with a local trade register. Legal entity names might include acronyms that indicate the entity type (e.g., Co., Inc., AG, GmbH., Pty. Ltd., plc, Corp., etc.). The legal entity name is different than a brand or trademark of a company, and therefore should be used differently.

Local law or regulations may require the indication of a legal entity name on materials or communications. For example, for shipping/customs documents it is required to indicate both the name of the legal entity exporting/selling the products and the brand of the products sold. Similarly, contracts require a legal entity to be indicated as a contracting party. However, standard marketing material may not require a legal entity to be referenced.

As a general rule, Pentair Segment and Business Unit names (e.g. "Consumer Solutions", "Industrial Filtration") should not be used on any marketing materials, product packaging, contracts or other official documents, because they are not legal entity names.

Always contact your assigned Legal Counsel to understand if a legal entity name is required to be used and what is the correct legal entity name to use.

Pentair plc: There are very few circumstances where it is appropriate to use this entity name. If you believe that your situation necessitates use of this legal entity, please contact your assigned legal counsel for guidance.

The following are examples where reference to an official legal entity name is normally required:

1. Legal contracts
2. Invoices, purchase orders, order acknowledgements
3. Product labels
4. Regulatory and legal filings
5. Permits and licenses
6. Other business registrations (e.g., trademark, domain name and patent filings, specifically, to denote which entity owns the registration)
7. Press Release (Note: any press release should be guided by and approved by VP Communications)
8. Website 'Contact Us' page, where the local address needs to have the legal entity name to be deliverable
9. Certain countries require all official correspondence and business cards to include the legal entity name (e.g., Germany)
10. Other items based on local law or product specific regulations



IMPORTANT NOTE: On use of Pentair plc: You should never use the legal entity name "Pentair plc" unless you have been given specific authorization.

10.5 MERGERS & ACQUISITIONS

GENERAL PHILOSOPHY ON THE INTEGRATION OF NEW BUSINESSES TO THE PENTAIR ENTERPRISE THROUGH ACQUISITION:

The following are three scenarios with the first scenario being the standard policy. Final decisions will require approval of the Executive Management Team, process led by the Chief Growth Officer.

ALWAYS (THE STANDARD POLICY)

1. Integrate Pentair signage, branding and philosophy as soon as possible, ideally Day One of close.
2. No competing logos allowed of acquired brand and the Pentair brand.
3. Master brand architecture is our standard (refer to Chapter 40). We will always lead with Pentair. This is intended to preserve the purchased company brand equity and integrate the asset into the Pentair family.
4. Day One is very important as we begin the cultural integration of the new company into the Pentair enterprise and deliver expectations that begin with how employees experience the new company.
5. Web sites will be fully integrated in one year if not sooner.

RARE (REQUIRES APPROVAL)

There is a significant brand equity of an acquired entity:

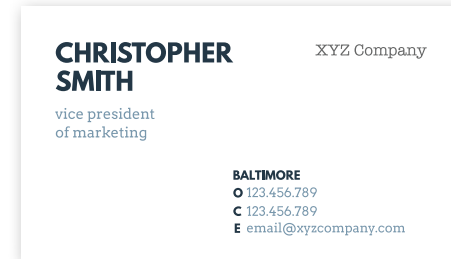
1. Integrate Pentair signage, branding and philosophy as soon as possible (non-negotiable).
2. Time phase out of competing logos, not to exceed one year.
3. Web sites will be fully integrated in one year.
4. Any advertising, trade shows, brochures and customer facing materials can include both logos, but will be separated and positioned with Pentair leading.

ALMOST NEVER (REQUIRES APPROVAL)

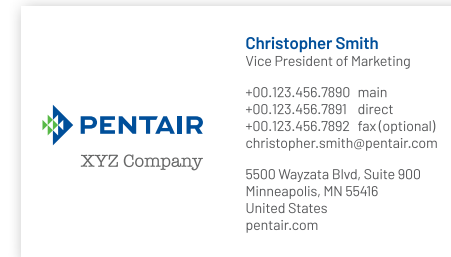
1. Impact of an acquired company can significantly hurt the Pentair brand.
2. Pentair does not have management control over the entity.
3. Acquired company does not fit our enterprise model.
4. Acquired company is a wholly owned subsidiary of the Pentair Corporation, acting Independently.

BUSINESS CARDS

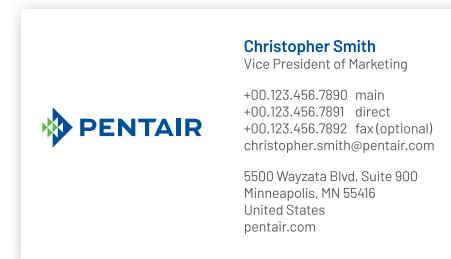
Pre-Acquisition



Newly Acquired



Fully Integrated



IMPORTANT NOTE: If you are not sure how to correctly refer to a company or product brand that has been recently acquired, please contact your VP of Marketing or your assigned Legal Counsel.

11.0 BRAND GOVERNANCE

BRAND GOVERNANCE

In order to build a stronger, more cohesive Pentair brand globally, it is important that all our communications align with our brand standards. Following a brand compliance process will ensure the Pentair brand and brand architecture are consistent and align with our broader go-to-market strategy.

More specifically, the purpose of this process is to manage the development, authorization, usage, and protection of some of our most important brand assets. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application.

Ultimately, the implementation of a brand compliance process will allow us to more efficiently produce communications that support and strengthen our brand strategy with a consistent look, feel, and tone.

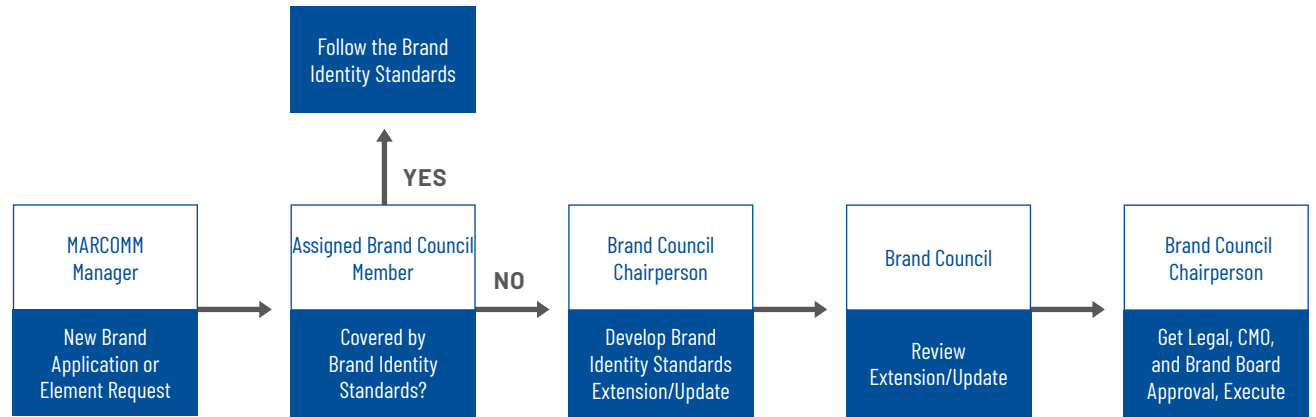
All external and internal communications and promotional materials, including posters, brochures, videos, websites, and advertising must comply with our brand standards. If you need any new brand elements or require any branding application not covered by the brand standards please follow the brand compliance process detailed here.

DOWNLOAD FILES

Files referenced throughout this document are available to download in the Brand Standards section located in 'Working Here' on mypentair.com

GET IN CONTACT

For advice and guidance on unique applications of any Pentair Brand Asset, contact your assigned Brand Council member, or the marketing manager, global brand, as listed on the following page.



- Process Step Owner
- Brand Compliance Process Step

*Audience beyond customers and industry professionals (e.g., Web, Social Media, General Ads, etc.)

BRAND CHAMPIONS RESPONSIBILITIES

- Oversee enterprise brand strategy
- Approve vertical market branding programs and activities
- Approve extensions to Brand Identity Standards

BRAND COUNCIL CHAIRPERSON RESPONSIBILITIES

- Oversee enterprise brand architecture
- Coordinate protection of the Pentair brand and company trade marks
- Develop Brand Identity Standards and updates
- Oversee brand migration programs
- Develop brand training programs

ASSIGNED BRAND COUNCIL MEMBERS RESPONSIBILITIES

- Ensure consistency of brand messages across all communications
- Review business marketing materials to ensure alignment with the Brand Identity Standards
- Approve branding activities with the Brand Identity Standards
- Oversee development of marketing materials and application of brand elements
- Execute brand migration programs in assigned businesses

BRAND COUNCIL MEMBERS RESPONSIBILITIES

- Advance, review, and make recommendations to the Brand Identity Standards including any legal-related requirements
- Develop brand communication programs
- Coordinate enterprise and vertical market branding programs
- Participate in person in Brand Council meetings

BRAND GOVERNANCE & OVERSIGHT CONTACTS

BRAND CHAMPIONS	Chief Growth Officer
	VP Marketing, Consumer Solutions VP Marketing, IFT
BRAND COUNCIL CHAIRPERSON	Sr. Marketing Manager, Global Branding
ASSIGNED BRAND COUNCIL MEMBERS	Director, Marketing Services
	Marketing Director, Consumer Solutions, Pool Marketing Director, Consumer Solutions, Filtration
BRAND COUNCIL MEMBERS	VP, Communications & Corporate Affairs
	Legal Counsel
	VP Enterprise Digital Solutions

For the employee information listed above, contact the Senior Marketing Manager, Global Branding ((Catherine.Stidwell@pentair.com).