



PENTAIR

BRAND STANDARDS

January 2021 v1.0



1.0 BRAND FRAMEWORK

Introduction to Brand Framework

Purpose/Mission/Vision

Brand Persona

Brand Promise

Brand Position

Brand Personality

Support Messages

Call-To-Action

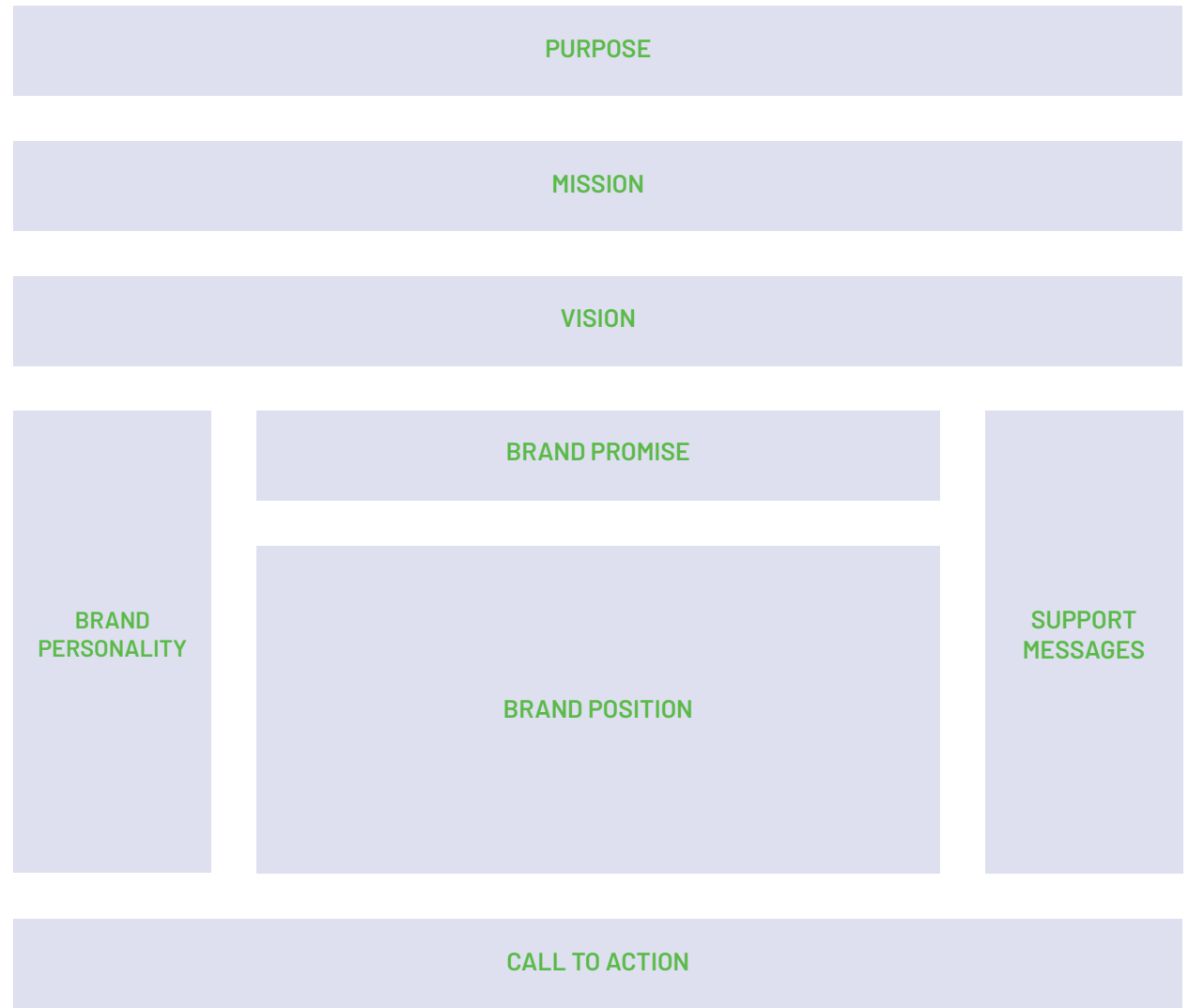
BRAND FRAMEWORK: OUR MESSAGING IS BUILT PURPOSE-DOWN

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

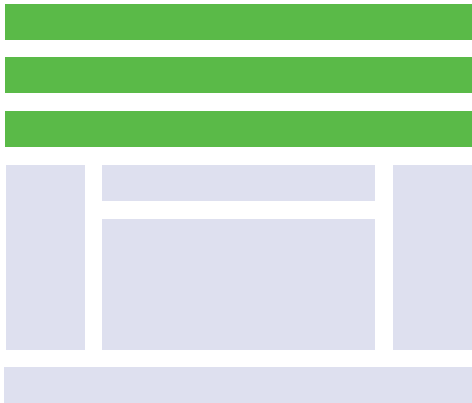
Think “purpose down.” When our purpose is our starting point our brand will naturally become dynamic and emotional.

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.

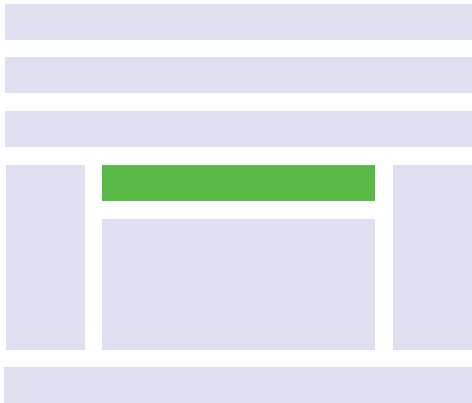
MISSION: Pentair delivers smart, sustainable solutions that empower our customers to make the most of life's essential resources.

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

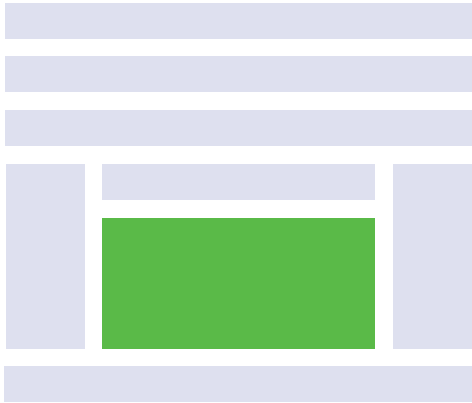
Smart Sustainable Solutions. FOR LIFE.

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

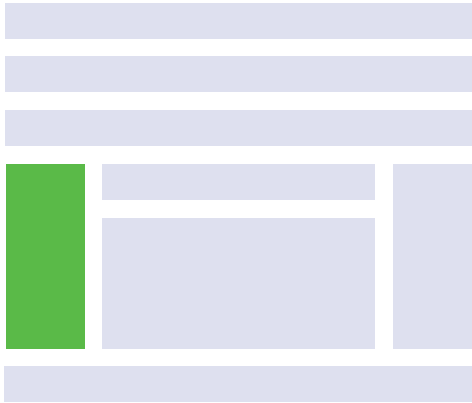
Together we:

- 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

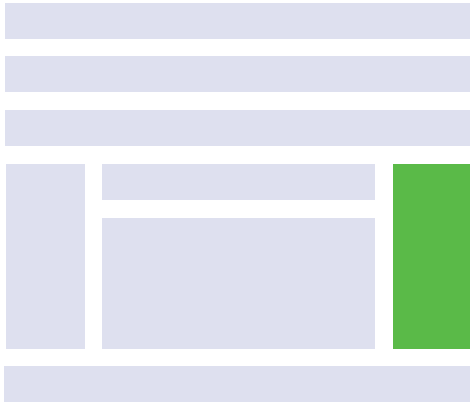
Modern, forward-thinking

Compassionate, helpful

Fun, passionate

Authentic, approachable

SUPPORT MESSAGES



WHAT ARE SUPPORT MESSAGES?

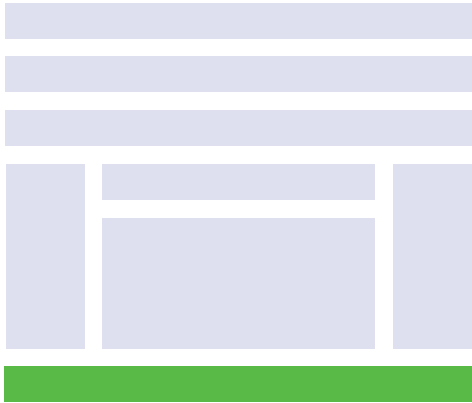
Support messages are just that – support messages, intended for use in body copy. **They are never to be used as taglines locked up with our logo.** Just as no single communication we create will speak to every aspect of Pentair's business, not every support message has to be worked into every block 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.