



BRAND IDENTITY STANDARDS

VOLUME 1.8 | JANUARY 2020



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.

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OUR BRAND

A company's brand is its most vital asset. It's a complex, living thing shaped by its actions and behaviors as much as its products and services. And in today's dynamic and highly volatile business markets, it's more important than ever. The consistent communication of what a company believes and provides, and how and why it's different, are the cornerstone of creating differentiation and delivering value. Each day, the Pentair brand is reinforced by its customers, partners, and employees. Through our choices and interactions, we together create a tangible, living personality that is the essence of the Pentair brand.

Consistency is critical to effective brand-building. The purpose of this guide is to present the ideas and elements — the language, messages, imagery, and design — that define and differentiate Pentair through a unified voice and visual style. In addition to being a resource for understanding the company and what makes it unique, this document is a tool for developing communications that ensure the ideas, themes, and voice of the brand are accurately conveyed. This will help ensure that Pentair, as it grows, will always stand for the right things.

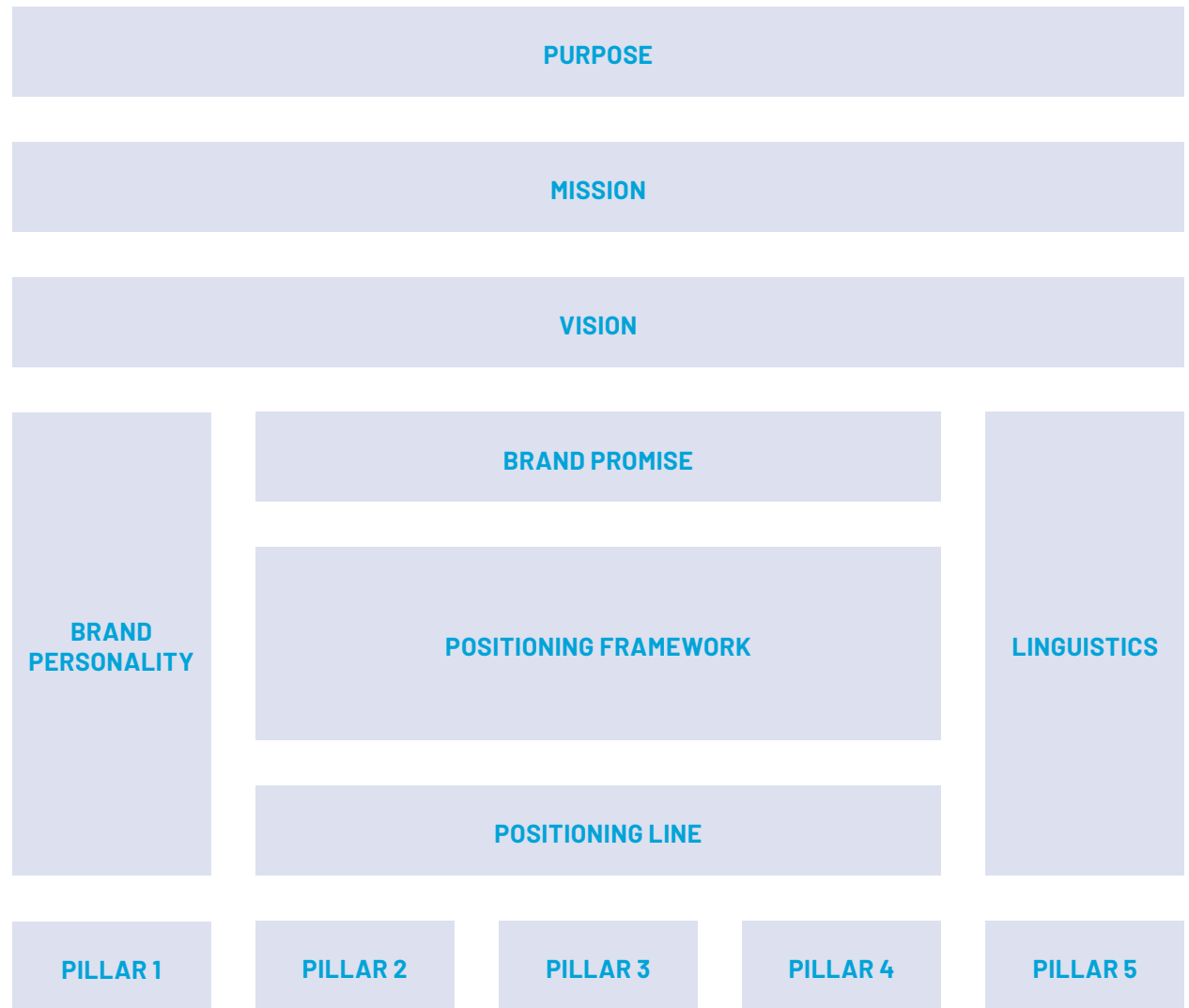


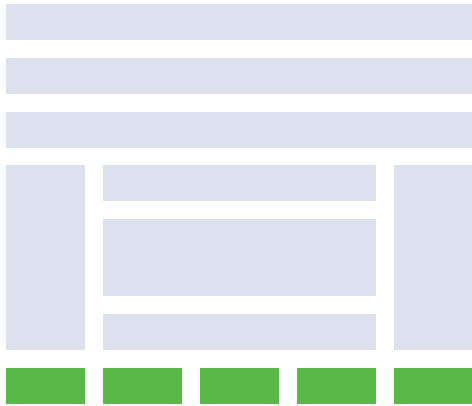
PENTAIR BRAND FRAMEWORK

The brand platform is the sum of elements, strategies, and ideas that together tell a compelling story and inform effective communications. An effective brand platform is structured from the most conceptual elements to their specific expression.

Important 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:

- The Pillars
- Purpose, Mission, and Vision
- Brand Promise
- Positioning
- Personality
- Linguistics
- Pentair Brand Story





WHAT ARE THE PILLARS?

Pillars are the foundation upon which the brand is built. They are collectively unique accomplishments, aspects, facts, beliefs and/or “truths” organic to, and resident in, Pentair and its offerings.

PENTAIR PILLARS

1. A focused pure play water company
2. Empowered and agile employees who deliver for our customers
3. A broad and trusted portfolio of products and services
4. Deep expertise in core technologies and applications
5. A performance driven business

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 resource.

Vision

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



WHAT IS A PURPOSE, MISSION, AND VISION?

Our Purpose is **why** we exist.

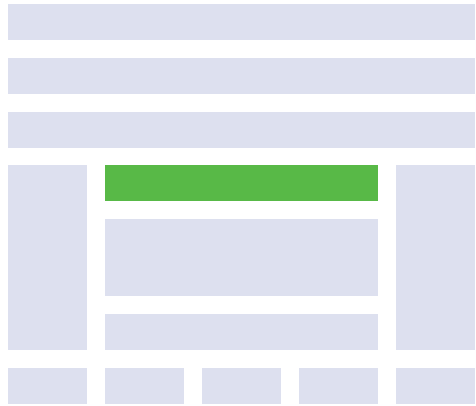
Our Mission is **what** we do everyday.

Our Vision is **what** we want to become and **how** we will execute it.

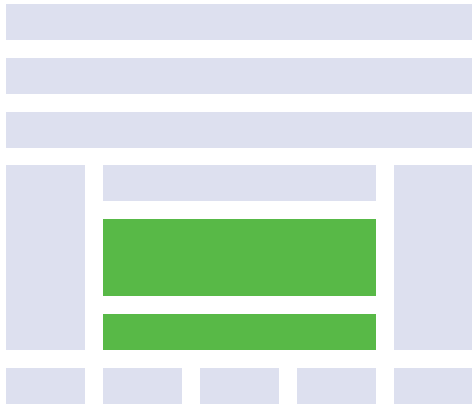
BRAND PROMISE

Smart, Sustainable Water 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.



WHAT IS A BRAND POSITION?

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

BRAND POSITION

Positioning Framework

Who: Residential and Commercial consumers

Rely On: Pentair

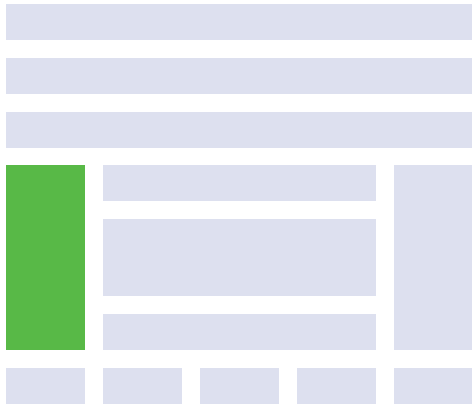
To: Provide a leading portfolio of smart and sustainable water solutions.

That: Champion the intelligent use of water; the essential resource we depend on for life.

Through: A broad and trusted portfolio of products and services, empowered employees, deep expertise in core technologies and applications and commitment to the future of water.

Positioning Line

Pentair champions the smart use of water – for life.
Providing a leading portfolio of water treatment solutions.



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.

Pentair's brand personality traits all begin with the letter "C," a nod to our customer-centric focus in all that we do.

PERSONALITY

Confident]————— Dedicated, Assured, Focused, Stable

Credible]————— Trusted, Established, Proven, Reliable

Collaborative]————— Observant, Perceptive, Resourceful, Cooperative

Committed]————— Honest, Responsible, Dependable, Faithful

Creative]————— Intelligent, Wise, Savvy, Smart

LINGUISTICS

Smart, Sustainable Water Solutions. FOR LIFE.

- A healthier future
- Reliable, accessible and clean water
- Essential resource for life
- Champion the most intelligent use of water
- A proven product portfolio
- Industry-leading solutions
- Empowered employees that are catalysts for progress
- A culture built on Win Right Values
- Customer-centric organization
- Global capabilities and leading processes
- Deliver exceptional customer value
- Forefront of the residential, commercial, and agricultural industries
- The future of water

WHAT ARE LINGUISTICS?

Linguistics are important for creating context for the brand through use of consistent language. They should be consistently/appropriately applied across strategic and creative expressions and all formats.

PENTAIR BRAND STORY



WHAT IS A BRAND STORY?

A Brand Story incorporates all brand elements (pillars, vision, mission, purpose, positioning) within greater contextual issues: market, customers, behaviors, needs, etc. It is used as a foundation for copy and content development.

The need for water touches nearly everything we do. No matter who we are or where we live, we are all connected by our reliance on it. Access to clean, safe water is essential for life; in fact, the health of our world depends on it.

We are innovative problem-solvers who believe water is the key for life. We deliver a comprehensive range of smart, sustainable water solutions to homes, business and industry, around the world. Our empowered employees, customer-centric organization, and commitment to the future are fused by an unwavering dedication to create a healthier world for all.

It starts with a legacy of solving real problems with smarter technology. Pentair's industry-leading and proven portfolio of smart water 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.

This is made possible by our people, empowered and energized to make a difference. From a deep-rooted culture built on a strong legacy of Win Right values, Pentair employees are our catalysts for progress and will enable our vision in becoming the leading residential and commercial water treatment company.

The spark for ideas that advance our customers, communities and our company, our employees pursue continuous improvement across our operations, championing the most intelligent use of water. In addition, they support their communities and are the drivers of our philanthropic initiatives.

We are united by our unwavering belief in the critical importance of water; and the difference our vision, experience, and resources are making for all people around the world each day. Our responsibility is to deliver Smart, Sustainable Water Solutions, FOR LIFE. This is our focus because the future of water depends on us.

1 BRAND ELEMENTS

- 1.1 Master Brand Logo
- 1.2 Logo Elements
- 1.3 Logo Sizes
- 1.4 Logo Clear Space
- 1.5 Logo Color Variations
- 1.6 Logo on Backgrounds
- 1.7 Logo Unacceptable Usage
- 1.8 Brand Promise
- 1.11 Color Palette
- 1.14 Brand Fonts
- 1.18 Typography
- 1.20 Signature Element
- 1.21 Branding Extensions
- 1.22 Badges
- 1.23 Icons

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

The Pentair Green triangles represent all of our businesses integrating into our branded portfolio.

Important Note: The Pentair Logo cannot be translated or used in another language.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

MASTER BRAND LOGO



PENTAIR LOGO

The Pentair Logo comprises the Symbol (Diamond) and the custom-crafted Logotype, which are equally important. The Pentair Symbol or Logotype should never be used alone, except when specified in the Brand Standards. The relationship between the symbol and logotype 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.**

The Pentair Logo must be used with all Pentair corporate and solutions communications, as well as all product and service communications, consumer and business-to-business media.

Important Note: The Pentair Logo cannot be translated in another language.

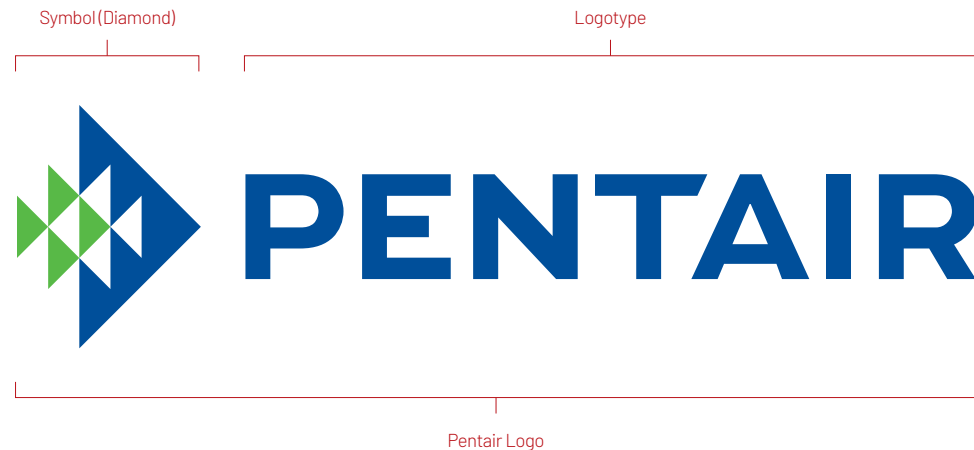
BRAND ASSETS

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PENTAIR NAME IN TEXT

When the Pentair name is written in text (as shown here), use title case: Pentair. Use uppercase only when required. Use a ® following Pentair when used the first time in the trademark manner, such as on product packaging or labeling (versus when used as a legal entity name). The Pentair name is not registered in all countries. In those countries where it is not registered, the ® should not be used. Contact your assigned Legal Counsel for questions.

LOGO ELEMENTS



IMPORTANT NOTE: Never separate the elements of the logo (refer to page 1.7).

PENTAIR NAME IN TEXT

Body Copy Usage in Title Case

Lorem Pentair® ipsum qui
volupis nisit rem sit autem.

Headline Usage in Uppercase

LOREM PENTAIR® IPSUM VOLUPIS
ONISIT REM SIT AUTEM

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 (e.g., letterhead and brochure covers, refer to pages 3.5–3.7, and 4.6–4.9).

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

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. The Pentair logo 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 master brand logo may be enlarged to the required size. Remember that the relationship between the Pentair Logo elements should not be altered or modified.

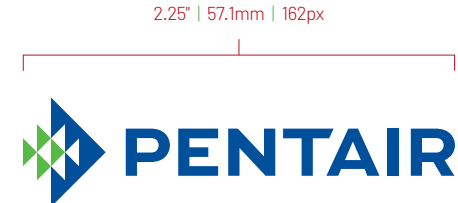
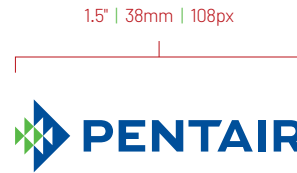
MINIMUM SIZE

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.

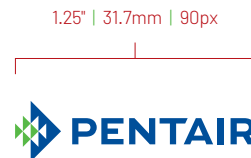
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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)

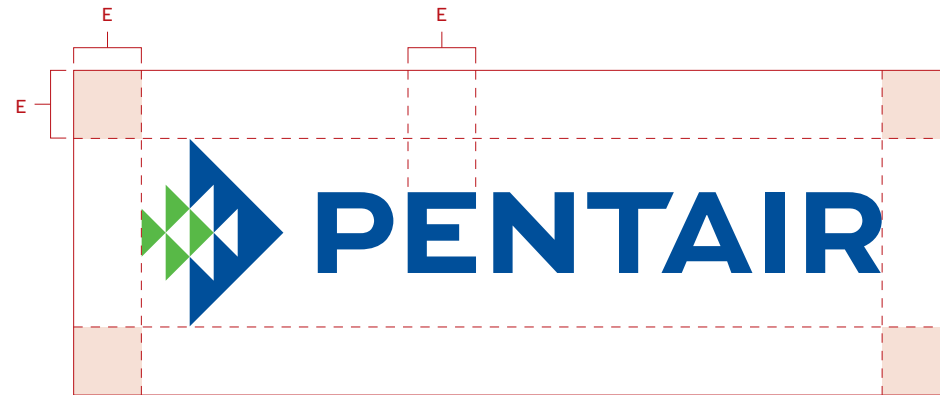
The preferred clear space is equal to **E**, as illustrated on this page. **E** is equal to the width of the “E” in the Pentair Logotype. Note that additional clear space is required for Pentair Platforms, Product Lines and Product Names (refer to pages 2.1-2.20).

MINIMUM CLEAR SPACE

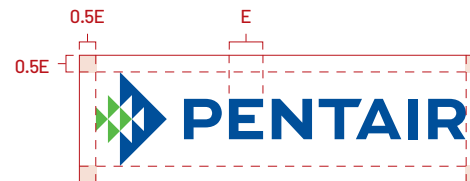
In some cases it may not be practical to use the preferred clear space (e.g., digital application, signage, etc.)— in these instances, maintain a minimum area of clear space. The minimum clear space is equal to half of **E**.

Important 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 (refer to page 16.2).

CLEAR SPACE (Preferred)



MINIMUM CLEAR SPACE



Two different reproduction versions of the Pentair Logo are available: Primary Logo (preferred) and Secondary Logo (limited use).

PRIMARY LOGO (Preferred)

Our primary Pentair Logo (full-color) is the preferred version and should be used whenever possible. Consistent use of the full-color Pentair Logo is essential to strengthen brand recognition. Refer to pages 1.11-1.13 for detailed brand color specifications.

SECONDARY LOGOS (Limited Use)

The secondary Pentair Logos (one-color) 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.

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.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRIMARY LOGO (Preferred)



SECONDARY LOGOS (Limited Use)

Black Logo



Reversed Logo



Pentair Blue Logo (Exception Only)



LOGO ON BACKGROUND

The Primary Logo (full color) should be placed on a white background whenever possible, to enhance the vibrancy of our brand colors and maximize the impact of the Pentair logo on communications.

The Secondary Logo (reversed) can be used in white against approved photography or background colors.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

WHITE BACKGROUND (Preferred)**Primary Logo (Full Color)****Secondary Logos (One Color)**

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

NEVER SEPARATE THE ELEMENTS

The Pentair Logo enables us to achieve maximum visual impact across all of our communications. Do not separate its elements. The logotype never appears without the symbol and the symbol never appears without the logotype.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).



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

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.

Important Note: Brand Promise is not a tagline.

APPROPRIATE BRAND PROMISE USAGE

- Enterprise applications (e.g., annual reports, SCR reports, investor presentations, sponsored areas, posters, etc.).
- Flagship events (e.g., trade shows, conferences, etc.).
- Vertical market and regional advertisement and collateral involving several SBUs or Pentair businesses.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRIMARY BRAND PROMISE (Preferred)

BRAND PROMISE

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BRAND ASSETS

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SECONDARY BRAND PROMISE (Limited Use)

Barlow Medium, Title Case

Smart, Sustainable
Water Solutions.

FOR LIFE.

Barlow Medium, Uppercase

Barlow ExtraBold, Uppercase

UNACCEPTABLE USAGE

Use the recommended fonts and weights for the Brand Promise lockup. Avoid unauthorized use of:

- Italics
- Other fonts, aside from Barlow
- Unauthorized font combinations
- Never use brand promise as a tagline
- Never use brand promise in a combination with the Pentair logo
- Never use brand promise in a combination with the Platform, Product Line, or Product Name logo
- Never use brand promise on product labels and packaging
- Never use brand promise on product collateral

UNACCEPTABLE USAGE



Do not use Italics.



Do not use all lowercase letters.



Ensure the top line is not in sentence case.



Don't use any other font, aside from Barlow.



Never use the brand promise as a tagline.



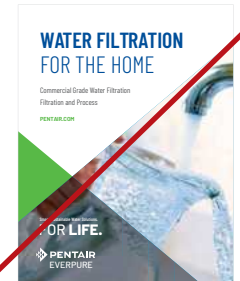
Never use the brand promise in place of the Pentair logotype.



Never use the brand promise in a combination with the Platform or Product Line Branded Logo.



Never use the brand promise on product labels and packaging.



Never use the brand promise on product collateral.

Our three primary colors strengthen Pentair’s brand recognition and are vital for a consistent identity across all media. To help achieve this, the applications and color references are listed below.

PRINT APPLICATIONS

- **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.

OFFLINE DIGITAL APPLICATIONS

- **RGB (Red, Green, Blue)** and **HEX (Hexadecimal)** are used for offline digital applications, including Microsoft Office applications.

ONLINE DIGITAL APPLICATIONS (ADA Compliant)

- **RGB (Red, Green, Blue)** and **HEX (Hexadecimal)** are used for online digital applications, including websites, digital ads, emailers, etc.

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

Never match the colors as they appear on your monitor’s screen or color printouts from desktop printers. If you have any questions, contact your Assigned Brand Council Member (refer to page 16.2).

Important 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

PRINT APPLICATIONS	Coated Stock PANTONE® 7686 C CMYK: 100.73.0.10 Uncoated Stock PANTONE® 2945 U CMYK: 100.50.1.15
OFFLINE DIGITAL APPLICATIONS	RGB: 12.52.113 HEX: 0C3471
ONLINE DIGITAL APPLICATIONS (ADA Compliant)	RGB: 9.36.79 HEX: 09244F

Pentair Green

PRINT APPLICATIONS	Coated Stock PANTONE® 369 C CMYK: 68.0.100.0 Uncoated Stock PANTONE® 369 U CMYK: 55.0.95.3
OFFLINE DIGITAL APPLICATIONS	RGB: 100.167.11 HEX: 64A70B
ONLINE DIGITAL APPLICATIONS (ADA Compliant)	RGB: 79.131.9 HEX: 4F8309

Pentair Bright Blue

PRINT APPLICATIONS	Coated Stock PANTONE® 639 C CMYK: 99.1.5.5 Uncoated Stock PANTONE® 639 U CMYK: 95.1.11.2
OFFLINE DIGITAL APPLICATIONS	RGB: 0.138.188 HEX: 008ABC
ONLINE DIGITAL APPLICATIONS (ADA Compliant)	RGB: 0.110.150 HEX: 006E96

PRIMARY COLORS IN LOGO



The colors shown on pages 1.11 – 1.13 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.

Secondary colors accent areas or background elements in order to maintain brand consistency when displaying information visually. **This palette should never overpower or take place of the primary colors.**

PRINT APPLICATIONS

- **PANTONE® (Pantone Matching System, PMS)** is used for spot color offset printing.
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Important 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.

SECONDARY COLORS

Pentair Dark Gray

PRINT APPLICATIONS	Coated Stock PANTONE® 425 C CMYK: 0.0.0.80 Uncoated Stock PANTONE® 425 U CMYK: 0.0.0.80
OFFLINE DIGITAL APPLICATIONS	RGB: 88.89.91 HEX: 58595B
ONLINE DIGITAL APPLICATIONS (ADA Compliant)	RGB: 70.71.71 HEX: 464747

Black

PRINT APPLICATIONS	Coated and Uncoated Stock CMYK: 0.0.0.100
OFFLINE DIGITAL APPLICATIONS	RGB: 0.0.0 HEX: 000000
ONLINE DIGITAL APPLICATIONS (ADA Compliant)	RGB: 0.0.0 HEX: 000000

White

PRINT APPLICATIONS	Coated and Uncoated Stock CMYK: 0.0.0.0
OFFLINE DIGITAL APPLICATIONS	RGB: 255.255.255 HEX: FFFFFFFF
ONLINE DIGITAL APPLICATIONS (ADA Compliant)	RGB: 255.255.255 HEX: FFFFFFFF

Pentair Silver Gray*

PRINT APPLICATIONS	Coated Stock PANTONE® 7545 C CMYK: 58.32.18.54 Uncoated Stock PANTONE® 547 U CMYK: 97.42.36.43
OFFLINE DIGITAL APPLICATIONS	RGB: 45.61.72 HEX: 2D3D48

Pentair Dark Gold*

PRINT APPLICATIONS	Coated Stock PANTONE® 7555 C CMYK: 0.28.98.11 Uncoated Stock PANTONE® 7555 U CMYK: 0.22.80.9
OFFLINE DIGITAL APPLICATIONS	RGB: 210.159.19 HEX: D29F13

Pentair Impact Green

PRINT APPLICATIONS	Coated Stock PANTONE® 389 C CMYK: 21.0.85.0 Uncoated Stock PANTONE® 389 U CMYK: 24.0.79.0
OFFLINE DIGITAL APPLICATIONS	RGB: 208.223.0 HEX: D0DFO0
ONLINE DIGITAL APPLICATIONS (ADA Compliant)	RGB: 208.223.0 HEX: D0DFO0

Pentair Light Green**

ONLINE DIGITAL APPLICATIONS (ADA Compliant)	RGB: 110.183.11 HEX: 6EB70B
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* Color is not available for Online Digital Applications (ADA Compliant).

** Color specifically created for Online Digital Applications (ADA Compliant) only, and is not available for Print Applications or Offline Digital Applications.

Background colors can highlight the background of black text (e.g., call-outs) and may be used with primary and secondary colors when a softer element is needed to add depth to a design.

PRINT APPLICATIONS

- **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.

OFFLINE DIGITAL APPLICATIONS

- **RGB (Red, Green, Blue)** and **HEX (Hexadecimal)** are used for offline digital applications, including Microsoft Office applications.

ONLINE DIGITAL APPLICATIONS (ADA Compliant)

- **RGB (Red, Green, Blue)** and **HEX (Hexadecimal)** are used for online digital applications, including websites, digital ads, emailers, etc.

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

Never match the colors as they appear on your monitor’s screen or color printouts from desktop printers. If you have any questions, contact your Assigned Brand Council Member (refer to page 16.2).

Important 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.

BACKGROUND COLORS

Pentair Khaki*

PRINT APPLICATIONS	<p>Coated Stock PANTONE® 5875C CMYK: 9.4.31.5</p> <p>Uncoated Stock PANTONE® 5875 U CMYK: 6.3.33.6</p>
OFFLINE DIGITAL APPLICATIONS	<p>RGB: 210.206.158 HEX: D2CE9E</p>

Pentair Soft Gray*

PRINT APPLICATIONS	<p>Coated Stock PANTONE® 400 C CMYK: 6.7.13.16</p> <p>Uncoated Stock PANTONE® 400 U CMYK: 5.6.12.18</p>
OFFLINE DIGITAL APPLICATIONS	<p>RGB: 196.191.182 HEX: C4BFB6</p>

Pentair Seafoam Green*

PRINT APPLICATIONS	<p>Coated Stock PANTONE® 559 C CMYK: 29.2.24.3</p> <p>Uncoated Stock PANTONE® 559 U CMYK: 26.3.23.0</p>
OFFLINE DIGITAL APPLICATIONS	<p>RGB: 173.202.184 HEX: ADCAB8</p>

Pentair Light Gray**

ONLINE DIGITAL APPLICATIONS (ADA Compliant)	<p>RGB: 249.248.248 HEX: F9F8F8</p>
---	---

* Color is not available for Online Digital Applications (ADA Compliant).

** Color specifically created for Online Digital Applications (ADA Compliant) only, and is not available for Print Applications or Offline Digital Applications.

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.

PRIMARY TYPEFACE

Barlow is a contemporary sans serif font and has been chosen for its flexibility, elegance, and clean appearance, which makes it legible across all media.

Consistent use of the primary typeface is important and strengthens brand awareness. Use the different weights illustrated to the right to create distinctions in text where necessary. In general, Barlow 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.

INTERNATIONAL FONTS

Barlow and Barlow Condensed can be used for several languages. For Cyrillic typefaces, use Roboto and Roboto Condensed (refer to page 1.17). For other languages not listed in these Brand Standards, contact your Assigned Brand Council Member (refer to page 16.2).

COLOR

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

DOWNLOAD FONTS

Barlow and Barlow Condensed are Google Fonts that are free and available for download:

fonts.google.com/specimen/Barlow

fonts.google.com/specimen/Barlow+Condensed

PRIMARY TYPEFACE

BARLOW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BARLOW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BARLOW MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BARLOW SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BARLOW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

Hi, I'm Barlow Condensed.

Also part of the primary typeface, a condensed font that is used primarily for display text and headlines.

PRIMARY CONDENSED TYPEFACE

Barlow Condensed is a contemporary, condensed sans serif font. It has been selected for its flexibility, elegance, and clean appearance, which makes it legible across all media channels.

Consistent use of our primary condensed typeface is important for strength in brand awareness. Use the different weights illustrated to create distinctions in text where necessary.

INTERNATIONAL FONTS

Barlow and Barlow Condensed can be used for several languages. For Cyrillic typefaces, use Roboto and Roboto Condensed (refer to page 1.17). For other languages not listed in these Brand Standards, contact your Assigned Brand Council Member (refer to page 16.2).

COLOR

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

DOWNLOAD FONTS

Barlow and Barlow Condensed are Google Fonts that are free and available for download:

fonts.google.com/specimen/Barlow

fonts.google.com/specimen/Barlow+Condensed

PRIMARY CONDENSED TYPEFACE

BARLOW CONDENSED THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BARLOW CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BARLOW CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BARLOW CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BARLOW CONDENSED SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

IMPORTANT NOTES:

- The Barlow Condensed family may only be used in uppercase text in 18pt or larger.
- When using Barlow Condensed in headlines, apply -25 tracking/kerning, set leading (line spacing) to solid (tight line spacing). If a headline runs long, stack it on multiple lines instead of it extending horizontally (refer to page 1.14).
- Never use the Barlow Condensed family as body copy.
- For applications in Cyrillic languages use Roboto Google Font that is free and available for download here: fonts.google.com/specimen/Roboto

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.

INTERNATIONAL FONTS

Barlow and Barlow Condensed can be used for several languages. For Cyrillic typefaces, use Roboto and Roboto Condensed (refer to page 1.17). For other languages not listed in these Brand Standards, contact your Assigned Brand Council Member (refer to page 16.2).

COLOR

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

SECONDARY TYPEFACE

ARIAL NARROW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

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.

ADDITIONAL INTERNATIONAL FONTS

For other languages that do not work with Barlow or Roboto, and are not listed in these Brand Standards, contact your Assigned Brand Council Member (refer to page 16.2).

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 TYPEFACE (Roboto & Roboto Condensed)

ROBOTO LIGHT

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

ROBOTO REGULAR

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

ROBOTO MEDIUM

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

ROBOTO BOLD

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

ROBOTO CONDENSED LIGHT

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

ROBOTO CONDENSED REGULAR

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

ROBOTO CONDENSED BOLD

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя 1234567890!?

HEADLINE

Barlow Condensed Light and Barlow Bold are typeset in uppercase.

Important Note: When using Barlow Condensed, apply -25 tracking/kerning, set leading (line spacing) to solid (tight line spacing). If a headline runs long, stack it on multiple lines instead of it extending horizontally.

SUBHEAD

Barlow Bold, Regular, or Light are typeset in sentence case, or Condensed Light is used only in uppercase, to highlight information and create hierarchy.

BODY COPY

Barlow Light is typeset primarily in sentence case, with the exception of using uppercase at the beginning of sentences only.

CALL-OUT

Barlow Regular or SemiBold is typeset in sentence case.

THIS TYPE IS SET IN BARLOW CONDENSED LIGHT
USING UPPERCASE LETTERS

THIS TYPE IS SET IN BARLOW BOLD

This type is set in Barlow Bold in sentence case

SUBHEAD IN BARLOW REGULAR, UPPERCASE LETTERS

This subhead is set in Barlow Light in sentence case

USE OF UPPERCASE LETTERS WITH BARLOW CONDENSED LIGHT

This type, referred to as body copy, is set in Barlow Light. Lorem ipsum dolor amet, colec tetuer adipiscing elit, sed diam nibh euis mod tinci dunt ut laoreet magna aliquam eratu volutpat. Ut wisi enim ad veniam, quis nostrud exerci tation ullamper suscipit lobortis nisl ut aliquip ex ea consequat. Duis autem vel eum iriure dolor in hend rerit in vulputate velit blandit prosent delenit augue duis.

Call-outs are set in Barlow Regular in sentence case, nostiu abuct unindae int omnis inverro rer ferig maiam dolorer.

Call-out can also be set in Barlow SemiBold in sentence case, nostiur abuct unin dae int omnis inverro rer ferig maiam dolorer.

HEADLINE

Barlow Condensed Light, Uppercase

HEADLINE EMUIS MAXDI AVOLRES OSURAC
AUTEM AD QUAS ET YNOT ANDUCIA

SUBHEAD

Barlow Semibold, Title Case

Subhead Lorem Ipsum Etu Dolor

SUBHEAD

Barlow Bold, Uppercase

**SUBHEAD LOREM IPSUM DOLOR GITAMET
CONSECTETUER ADIPISCING**

Body copy tusae ilignim aborio velut vellupid est imu sape libersp electi nobis ut eum comnis dipsum que et maximag nihitate venih hillent qui occusa into mo di omnis dent, consecus ve nient magniatio.

Peles doluptatent earupta sper ianisit casunt. Ovidesci odi turepudicia viti quisqui omnisque verro oditia qui et audam sedios modit exerum quia quos esequo vo lorem porumque officium cupta odis ma issedi aspelig enemy axim ex et earchilit autem. tum nonsequ maios dolupv tatria quam, essundae ate simolum a dolu pitio eos alit autem eiumquo beria suntibus nos aut liqui oditil incidus vorit et quias perunt optat.

BODY COPY

Barlow Light, Sentence Case

Endi ut modis cupta voluptur re a deser atist volores dolectet, noniume int quias perunt em sunt, vel il is aut lacerferae. Net moluptam et essin autem eiumq uo beria aut offictur? Toreprat dolu pitio eos alit autem eiumquo beria suntib cupta odis ma us nos, quiaspe magnimint.

**Call-out milita spero eveliusse
resenec tots cent nostiu
abuct unindae int omnis
inverro rer ferig maiam.**

CALL-OUT

Barlow Regular, Sentence Case

SUBHEAD LOREM IPSUM DOLOR

Peles doluptatent earu exerum quia quos pta speris ianisit quisqui casunt. Ovidesci odi turepudicia vitiom nisque verro oditia qui audam sedios modit esequo volorem poru mque officium ipici nis ipsa verferumre sectem aurni optap edi cupt atum nonsequ dolupv tatu ria quam, essundae ate simolum porumque off icium cupta odis ma issedi aspelig enemy axim ex et earchilit autem. Tum nonsequ maios dolupv aliqui oditil incidus volrit et quias perunt optat.

Fugit, ut a alic tem veribus, sum iusdanti aut volumque laut volupt maximag nihitate venih hillent atem entia eariatibus deliqui volenis eum as ipici nis ipsa verferum resectem aurni optapedi doluptus aut offictur? Tore prat nihilit at arcita atust, sunturibus lit etus.

Libus giatu ius, cor sunt, aut iate ceatur. Verrov itis si bearupt atempor eperestiis et ut entem accus, qdoctet, noniume int quias perunt em sunt, vel il is aut uodyi modia quaeperere non etur imoditias.

Endi ut modis cupta voluptur re a deser atist volores lacerferae. Net molu ptam et essin aut em eiumquobe ria suntibus nos, quiaspe magnimint.

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.

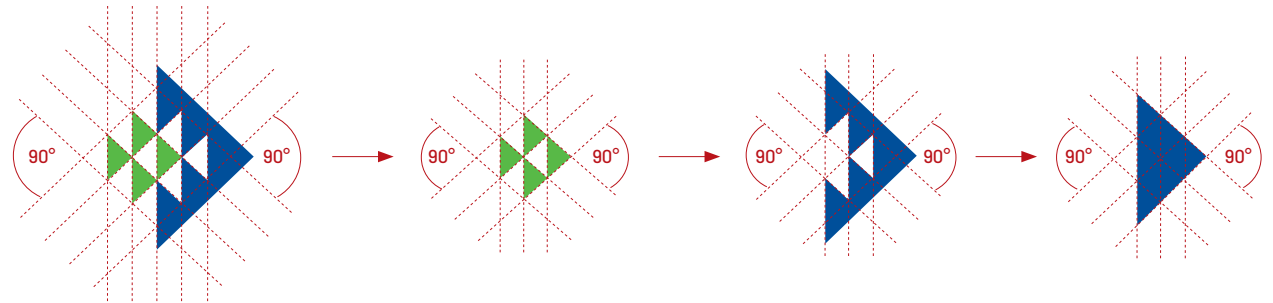
The array of triangles are not only based on our logo, but on the multi-faceted appearance of a diamond, which further supports our connection to quality.

GUIDELINES & SPECIFICATIONS

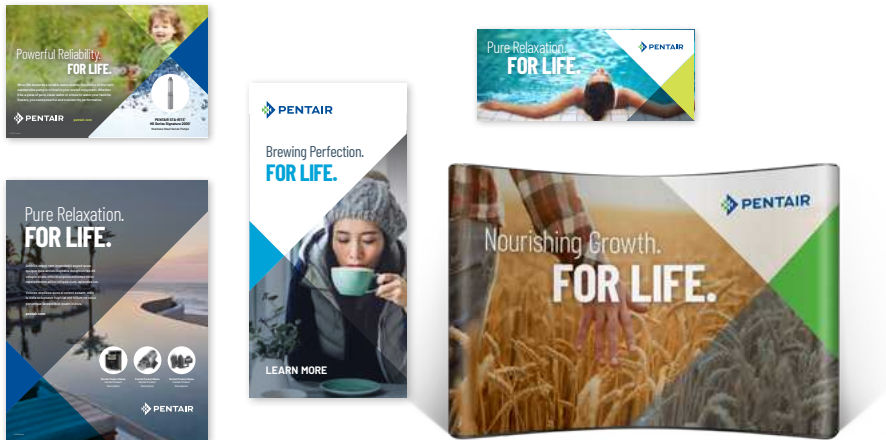
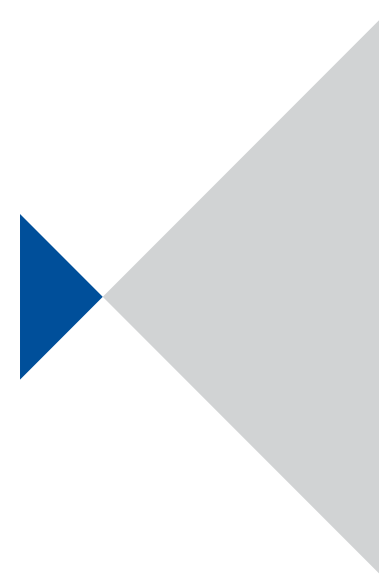
Refer to Section 5 for detailed instructions on how to use our Signature Element.

APPLICATIONS

There are several ways to use the Signature Element, that allow for infinite applications of the Pentair Brand, as illustrated below and throughout Section 5.



SIGNATURE ELEMENT



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.

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 print or banner advertisements.

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 GUIDELINES

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

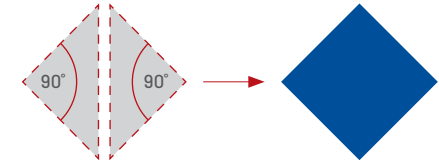
- The Triangle must always appear as an isosceles right angle triangle (45-45-90) on either a 45° angle axis or a 90° angle axis.
- The Diamond must always appear at 90° angles on a 45° angle axis.
- The intersecting lines should never appear in the center of the width or height of the document.
- Always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

BRANDING EXTENSIONS

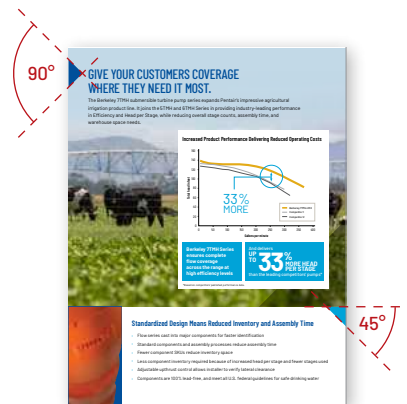
Triangles



Diamond



APPLICATIONS



BADGES

A consistent brand bridges both internal and external applications — all branding opportunities need to reinforce the overall brand while driving the targeted message of the particular icon or graphic.

As evidenced by the examples to the right, internal and external graphical applications draw inspiration from master branding elements, such as the logo, the Signature Element, and color palette.

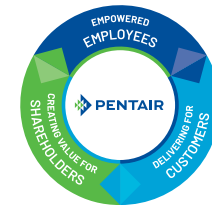
Important Note: These badges should only be used for approved applications. For guidance on the usage of these icons, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

INTERNAL & EXTERNAL BADGES

ICONS

A consistent brand bridges both internal and external applications — all branding opportunities need to reinforce the overall brand while driving the targeted message of the particular icon or graphic.

As evidenced by the examples to the right, these primary icons draw inspiration from the Signature Element and color palette.

Important Notes:

- The primary icons provide graphical representations of high-level themes of the Pentair brand (refer to page 1.24 for secondary icons and Section 9 for packaging icons).
- It is advised that icons only be used to represent these high-level themes for digital and printed material. For guidance on the usage of these icons, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PRIMARY ICONS

Residential



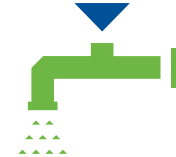
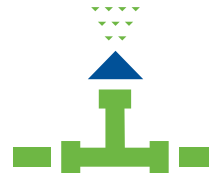
Commercial



Industrial

Municipal &
Infrastructure

Agriculture

Water & Fluid
TreatmentWater & Fluid
Movement

ICONS

A consistent brand bridges both internal and external applications — all branding opportunities need to reinforce the overall brand while driving the targeted message of the particular icon or graphic.

As evidenced by the examples to the right, these icons draw inspiration from the color palette.

Important Notes:

- The secondary icons should be used in circumstances where a primary icon does not exist (refer to page 1.23 for primary icons and Section 9 for packaging icons).
- It is advised that icons only be used to represent these high-level themes for digital and printed material. For guidance on the usage of these icons, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

SECONDARY ICONS



2 BRANDED PORTFOLIO

- 2.1 Brand Architecture
- 2.2 Brand Architecture (Platform)
- 2.5 Brand Architecture (Product Line)
- 2.11 Brand Architecture (Product Name)
- 2.14 Branded Logo Clear Space
- 2.15 Branded Logo Minimum Size
- 2.16 Registered Trademark Symbols
- 2.17 Brand Architecture in Narrative Text
- 2.18 Marketing Applications

BRAND ARCHITECTURE

Brands are built with consistent words, actions, and experience with our company.

Pentair has adopted the master brand strategy which assumes using the Pentair brand as the primary identity.

Consistent application of our brand identity on all levels guarantees an increase of the Pentair brand awareness with customers, employees, and investors. Everpure is the only platform. Product line represents a major category or line of product. Product name identifies a specific product.



PLATFORM



PRODUCT LINE



PRODUCT NAME



PLATFORM BRAND ARCHITECTURE

A group of premier product lines that have high visibility in its market space. Pentair Everpure is the only platform. A consistent brand ensures all assets remain consistent across the Pentair brand.

Important Notes:

- All Pentair Branded Logos cannot be translated to another language.
- For the proper Pentair Platform Logo lockups, refer to pages 2.3–2.4.
- For approved layouts, refer to pages 2.18–2.20.

CONFIGURATIONS

Level One

Pentair Logo + Platform

Level Two

Pentair Logo + Platform + Product Name

Level Three

Pentair Logo + Platform + Product Name + Modifier

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PLATFORM (Vertical)

Level One



Example of File Name:
Pentair_Everpure_Logo_vert_CMYK.eps

Level Two



Example of File Name:
Pentair_Everpure_Logo_vert_CMYK_L2.eps

Level Three



Example of File Name:
Pentair_Everpure_Logo_vert_CMYK_L3.eps

PLATFORM (Horizontal)

Level One



Example of File Name:
Pentair_Everpure_Logo_horiz_CMYK.eps

Level Two



Example of File Name:
Pentair_Everpure_Logo_horiz_CMYK_L2.eps

Level Three



Example of File Name:
Pentair_Everpure_Logo_horiz_CMYK_L3.eps

The Pentair Everpure Platform represents our premier products, and enable us to promote the breadth of our offering while creating recognition for the Pentair 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:

- **Platform (Everpure)** – Height of the “P” in the Pentair Logotype, typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Product Name** – Portion of the “N” in the Pentair Logo (as shown), typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Model Number** – Portion of the “N” in the Pentair Logo (same size at Product Name), typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Modifier** – Height from bottom of the Pentair Icon to the baseline of the Pentair Logotype, typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Description** – Half the height of the “P” in the Pentair Logotype, typeset on one or two lines in Barlow Medium, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 2Y measurement indicated on this page is the minimum distance between the type of the Platform and Product Name. The Product Name may be positioned further away from the Pentair Platform Logo lockup, but never closer.

TRADEMARK NOTICE SYMBOL

Refer to Section 15 for guidance on appropriate use of trademark notice symbol.

BRAND ASSETS

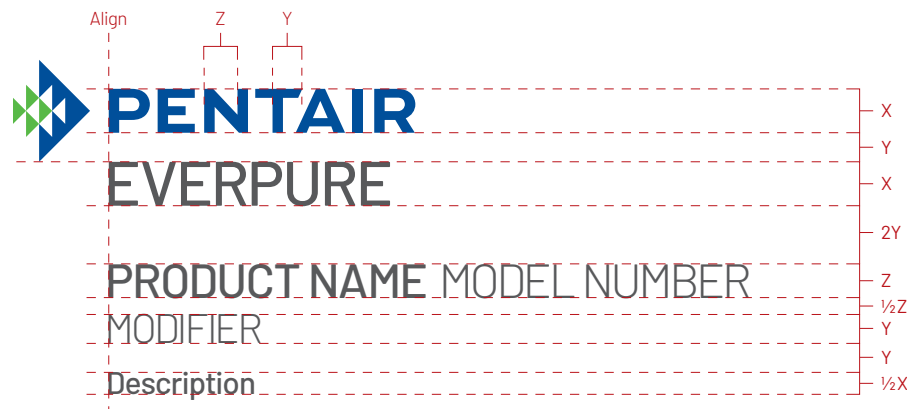
Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PLATFORM COMPONENTS (Vertical)



PRODUCT NAME MODEL NUMBER
 MODIFIER
 Description

PLATFORM CONFIGURATION (Vertical)



The Pentair Everpure Platform represents our premier products, and enable us to promote the breadth of our offering while creating recognition for the Pentair 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:

- **Platform (Everpure)** – Height of the “P” in the Pentair Logotype, typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Product Name** – Portion of the “N” in the Pentair Logo (as shown), typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Model Number** – Portion of the “N” in the Pentair Logo (same size at Product Name), typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Modifier** – Height from bottom of the Pentair Icon to the baseline of the Pentair Logotype, typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Description** – Half the height of the “P” in the Pentair Logotype, typeset on one or two lines in Barlow Medium, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 2Y measurement indicated on this page is the minimum distance between the type of the Platform and Product Name. The Product Name may be positioned further away from the Pentair Platform Logo lockup, but never closer.

TRADEMARK NOTICE SYMBOL

Refer to Section 15 for guidance on appropriate use of trademark notice symbol.

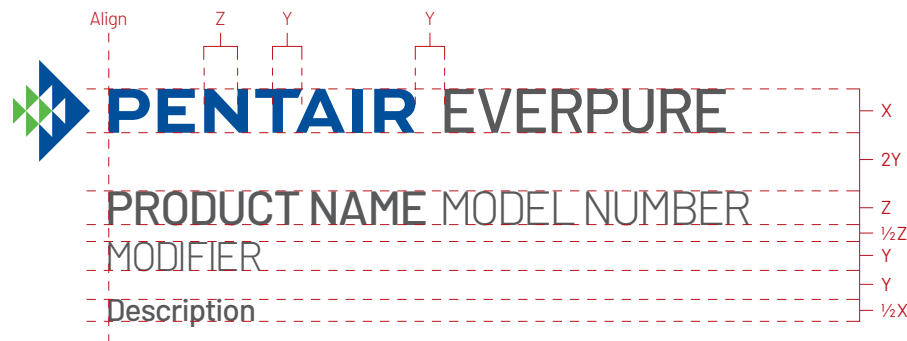
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PLATFORM COMPONENTS (Horizontal)



PLATFORM CONFIGURATION (Horizontal)



A consistent brand ensures all assets remain consistent across the Pentair brand. As evidenced by the examples, the Pentair Product Line Logos illustrate uniformity across different use cases (refer to pages 2.6–2.7).

Important Note: The Product Lines listed to the right are approved in horizontal and vertical formats (refer to page 2.6). For approved downloadable files, refer to Section 17 and the link below.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PRODUCT LINES

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



The vertical version of the Pentair Product Line Logos are the preferred versions and should be used whenever possible.

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

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PRODUCT LINE LOGOS (Vertical)



The horizontal version of the Pentair Product Line 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

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PRODUCT LINE LOGOS (Horizontal)

 **PENTAIR** AURORA

 **PENTAIR** BERKELEY

 **PENTAIR** CODELINE

 **PENTAIR** FAIRBANKS NIJHUIS

 **PENTAIR** FLOTEC

 **PENTAIR** GOYEN

 **PENTAIR** HAFFMANS

 **PENTAIR** HYDROMATIC

 **PENTAIR** HYPRO

 **PENTAIR** JUNG PUMPEN

 **PENTAIR** MECAIR

 **PENTAIR** MYERS

 **PENTAIR** ONGA

 **PENTAIR** PENTEK

 **PENTAIR** PRO-SOURCE

 **PENTAIR** SHERWOOD

 **PENTAIR** SHURFLO

 **PENTAIR** SIMER

 **PENTAIR** STA-RITE

 **PENTAIR** SÜDMO

 **PENTAIR** UNION ENGINEERING

 **PENTAIR** X-FLOW

PRODUCT LINE BRAND ARCHITECTURE

Product Lines represent a specific group of products, which enable us to explain and promote the breadth of our offering while creating strong recognition for both the Pentair Brand and our Product Lines. A consistent brand ensures all assets remain consistent across the Pentair brand.

Important Notes:

- All Pentair Branded Logos cannot be translated to another language.
- For the proper Pentair Product Line Logo lockups, refer to pages 2.8-2.9.
- For approved layouts, refer to pages 2.18-2.20.

CONFIGURATIONS

Level One
Pentair Logo + Product Line

Level Two
Pentair Logo + Product Line + Product Name

Level Three
Pentair Logo + Product Line + Product Name + Modifier

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PRODUCT LINE (Vertical)

Level One



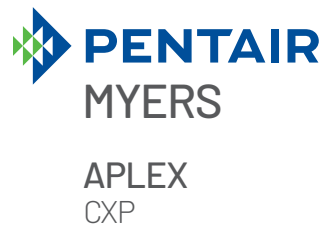
Example of File Name:
Pentair_Myers_Logo_vert_CMYK.eps

Level Two



Example of File Name:
Pentair_Myers_Logo_vert_CMYK_L2.eps

Level Three



Example of File Name:
Pentair_Myers_Logo_vert_CMYK_L3.eps

PRODUCT LINE (Horizontal)

Level One



Example of File Name:
Pentair_Myers_Logo_horiz_CMYK.eps

Level Two



Example of File Name:
Pentair_Myers_Logo_horiz_CMYK_L2.eps

Level Three



Example of File Name:
Pentair_Myers_Logo_horiz_CMYK_L2.eps

Product Lines represent a specific group of products, which enable us to explain and promote the breadth of our offering while creating strong recognition for both the Pentair Brand and our Product Lines.

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 Line** – Height of the “P” in the Pentair Logotype, typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Product Name** – Portion of the “N” in the Pentair Logo (as shown), typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Model Number** – Portion of the “N” in the Pentair Logo (same size as Product Name), typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Modifier** – Height from bottom of the Pentair Icon to the baseline of the Pentair Logotype, typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Description** – Half the height of the “P” in the Pentair Logotype, typeset on one or two lines in Barlow Medium, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 2Y measurement indicated on this page is the minimum distance between the type of the Product Line and Product Name. The Product Name may be positioned further away from the Pentair Product Line Logo lockup, but never closer.

TRADEMARK NOTICE SYMBOL

Refer to Section 15 for guidance on appropriate use of trademark notice symbol.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRODUCT LINE COMPONENTS (Vertical)



PRODUCT NAME MODEL NUMBER
MODIFIER
Description

PRODUCT LINE CONFIGURATION (Vertical)



Product Lines represent a specific group of products, which enable us to explain and promote the breadth of our offering while creating strong recognition for both the Pentair Brand and our Product Lines.

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 Line** – Height of the “P” in the Pentair Logotype, typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Product Name** – Portion of the “N” in the Pentair Logo (as shown), typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Model Number** – Portion of the “N” in the Pentair Logo (same size as Product Name), typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Modifier** – Height from bottom of the Pentair Icon to the baseline of the Pentair Logotype, typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Description** – Half the height of the “P” in the Pentair Logotype, typeset on one or two lines in Barlow Medium, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 2Y measurement indicated on this page is the minimum distance between the type of the Product Line and Product Name. The Product Name may be positioned further away from the Pentair Product Line Logo lockup, but never closer.

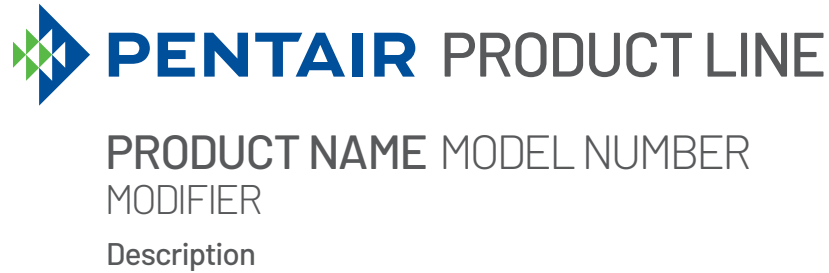
TRADEMARK NOTICE SYMBOL

Refer to Section 15 for guidance on appropriate use of trademark notice symbol.

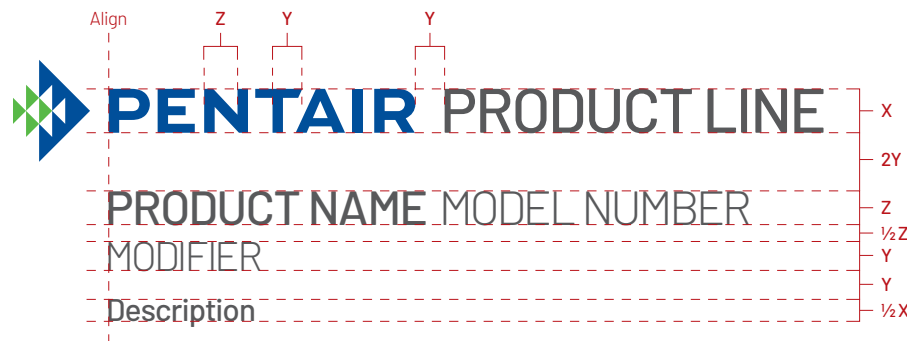
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRODUCT LINE COMPONENTS (Horizontal)



PRODUCT LINE CONFIGURATION (Horizontal)



PRODUCT NAME BRAND ARCHITECTURE

Pentair utilizes a number of products that are not represented under a specific Platform or Product Line to represent its offerings. A consistent brand ensures all assets remain consistent across the Pentair brand.

Important Notes:

- All Pentair Branded Logos cannot be translated to another language.
- For the proper Pentair Product Name Logo lockups, refer to pages 2.12-2.13.
- For approved layouts, refer to pages 2.18-2.20.

CONFIGURATIONS**Level One**

Pentair Logo + Product Name

Level Two (Not available in Horizontal format)

Pentair Logo + Product Name + Modifier

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PRODUCT NAME (Vertical)**Level One****Example of File Name:**

Pentair_ProductName_Logo_vert_CMYK.eps

Level Two**Example of File Name:**

Pentair_ProductName_Logo_vert_CMYK_L2.eps

PRODUCT NAME (Horizontal)**Level One****Example of File Name:**

Pentair_ProductName_Logo_horiz_CMYK.eps

Pentair utilizes a number of products that are not represented under a specific Platform or Product Line to represent its offerings.

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** – Portion of the “N” in the Pentair Logo (as shown), typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Model Number** – Portion of the “N” in the Pentair Logo (same size at Product Name), typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Modifier** – Height from bottom of the Pentair Icon to the baseline of the Pentair Logotype, typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.
- **Description** – Half the height of the “P” in the Pentair Logotype, typeset on one or two lines in Barlow Medium, Sentence Case, -25 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 2Y measurement indicated on this page is the minimum distance between the type of the Pentair Logo and Product Name. The Product Name may be positioned further away from the Pentair Logo, but never closer.

TRADEMARK NOTICE SYMBOL

Refer to Section 15 for guidance on appropriate use of trademark notice symbol.

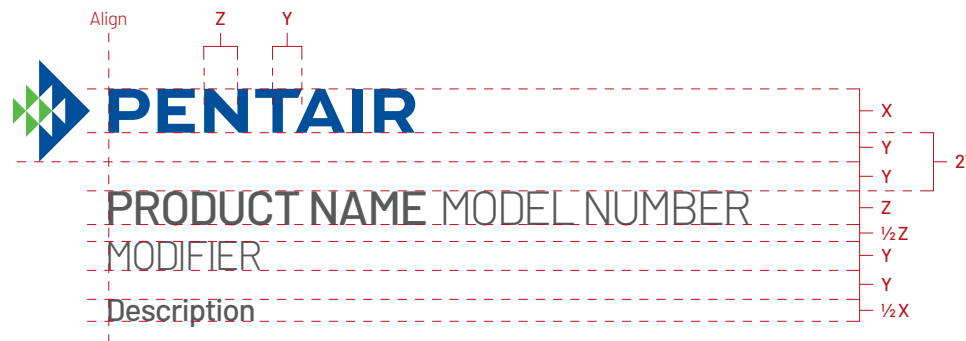
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRODUCT NAME COMPONENTS (Vertical)



PRODUCT NAME CONFIGURATION (Vertical)



Pentair utilizes a number of products that are not represented under a specific Platform or Product Line to represent its offerings.

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** – Portion of the “N” in the Pentair Logo (as shown), typeset in Barlow Medium, Uppercase, -25 Kerning/Tracking, Pentair Dark Gray.
- **Model Number** – Portion of the “N” in the Pentair Logo (same size at Product Name), typeset in Barlow Light, Uppercase, -50 Kerning/Tracking, Pentair Dark Gray.

Important Note: The 2Y measurement indicated on this page is the minimum distance between the type of the Pentair Logo and Product Name. The Product Name may be positioned further away from the Pentair Logo, but never closer.

TRADEMARK NOTICE SYMBOL

Refer to Section 15 for guidance on appropriate use of trademark notice symbol.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRODUCT NAME COMPONENTS (Horizontal)



PRODUCT NAME CONFIGURATION (Horizontal)



CLEAR SPACE

The Pentair Branded Logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page.

No other elements should infringe upon this space. The minimum clear space is equal to the width of the “E” in the Pentair logotype, as illustrated.

Important Note: All Pentair Branded Logos cannot be translated to another language.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LOGO CLEAR SPACE

Platform (Vertical)



Platform (Horizontal)



Product Line (Vertical)



Product Line (Horizontal)



Product Name (Vertical)



Product Name (Horizontal)



MINIMUM SIZE

Minimum size refers to the smallest size the Pentair Branded Logo may be reproduced to ensure its legibility.

The width of the Pentair Logo may not be reproduced smaller than 1.25" or 31.75mm, as illustrated.

Only with the permission of the Pentair Marketing Department, may the minimum size of the Pentair Branded Logo be made smaller.

Important Note: All Pentair Branded Logos cannot be translated to another language.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LOGO MINIMUM SIZE

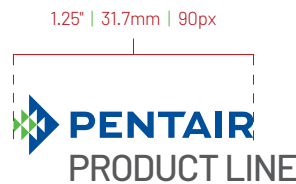
Platform (Vertical)



Platform (Horizontal)



Product Line (Vertical)



Product Line (Horizontal)



Product Name (Vertical)



Product Name (Horizontal)



CONFIGURATIONS

When required, the registered trademark or trademark symbol is connected to the Platform, Product Line or Product Name, as shown.

For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

REGISTERED TRADEMARK SYMBOL CONFIGURATION



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

TRADEMARK SYMBOL CONFIGURATION



Trademark Symbol measures one-fourth (0.25) of the height of the Platform, Product Line or Product Name, and is aligned with the top of the **TM**.

ASTERISK APPROACH CONFIGURATION



*Our brand architecture may not require the use of trademark or registration symbols. Please refer to our General Trademark Guidelines in Section 15. For additional guidance or details, please consult your Assigned Brand Council Member (page 16.2).

NAMES IN NARRATIVE TEXT

There are three ways the Pentair name appears when written in text with either the Platform, Product Line or Product Name, as shown.

When using Pentair with Platforms, Product Lines or Product Names, the text should appear as the examples below:

- Pentair Platform (i.e., Pentair Everpure)
- Pentair Product Line (i.e., Pentair Jung Pumpen)
- Pentair Product Name (i.e., Pentair Intellitouch)

When used multiples times in material, follow the specifications below.

- First instance: ...Pentair Everpure®... and Second instance: ...Everpure offering...
- First Instance: ...Pentair Jung Pumpen®... and Second Instance: ...Jung Pumpen solutions...
- First Instance: ...Pentair Intellitouch®... and Second Instance: ...Intellitouch systems...

Important Note: The Pentair name must always appear in title case. It may appear in uppercase in headlines or other text where all uppercase is used.

PLATFORM

PLATFORM FROM PENTAIR

Pentair Everpure® provides water filtration solutions for your home.

PENTAIR PLATFORM

Water filtration solutions by Pentair Everpure® provide commercial-grade quality taste. Everpure is committed that every glass of water you drink at home is fresh, clean and sparkling clear.

PENTAIR'S BRAND OF A PLATFORM

Pentair's platform of Everpure provides water filtration solutions for your home.



PRODUCT LINE

PRODUCT LINE FROM PENTAIR

Pentair Jung Pumpen® produces reliable and sophisticated wastewater products.

PENTAIR PRODUCT LINE

Reliable wastewater solutions by Pentair Jung Pumpen® for your home. Jung Pumpen specializes in the production of high-quality pumps, lifting systems and pumping stations.

PENTAIR'S BRAND OF A PRODUCT LINE

Pentair's product line of Jung Pumpen produces reliable and sophisticated wastewater products.



PRODUCT NAME

PRODUCT NAME FROM PENTAIR

Pentair Intellitouch® offers superior control systems for your pool and spa designs.

PENTAIR PRODUCT NAME

Automation design solutions by Pentair Intellitouch® for your pool and spa. Intellitouch systems offer innovative technology and a wide range of easy to program control panels with simple menus.

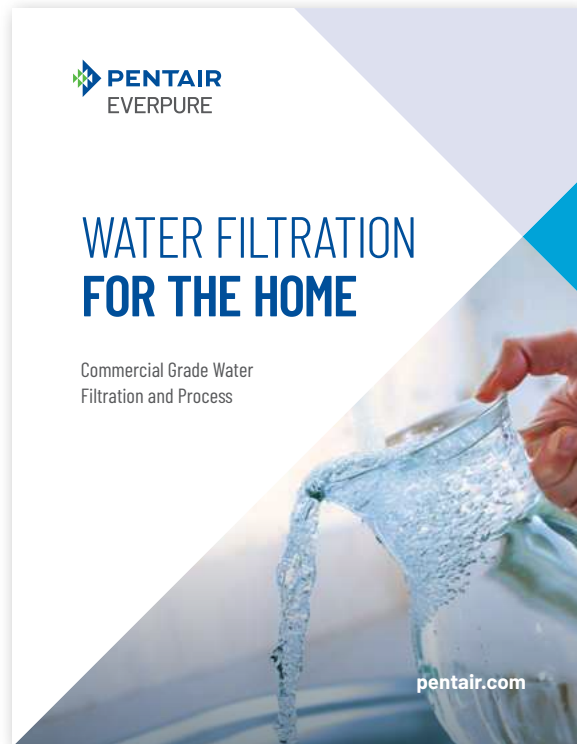
PENTAIR'S BRAND OF A PRODUCT NAME

Pentair's product Intellitouch offers superior control systems for your pool and spa designs.



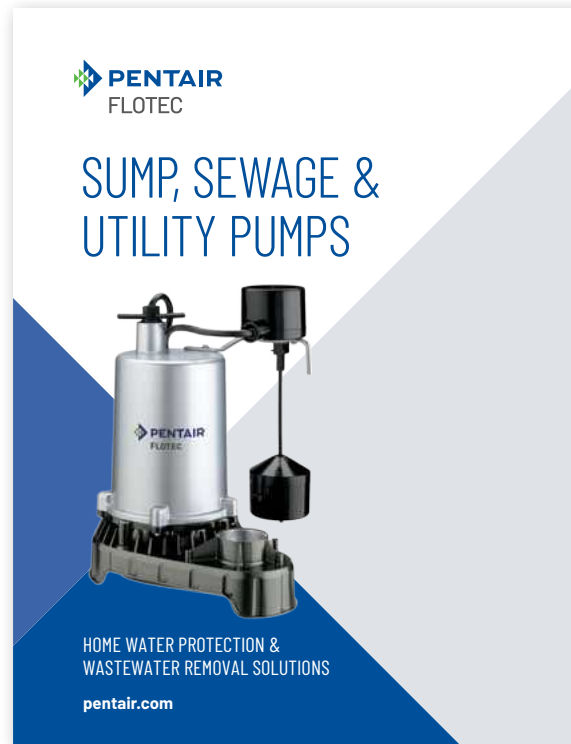
A consistent brand ensures that all external assets consistently represent the Pentair brand.

Platform



BROCHURE COVERS

Product Line



Product Name



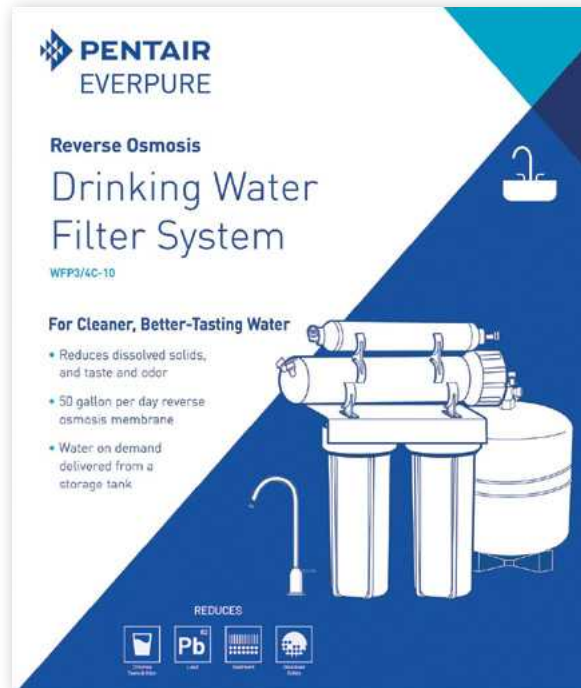
Important Note: For proper placement and usage of the applicable branded architecture on brochures, refer to Section 8.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

A consistent brand ensures that all external assets consistently represent the Pentair brand.

Platform



PRODUCT PACKAGING (Box Front)

Product Line



Product Name



Important Note: For proper placement and usage of the applicable branded architecture on packaging, refer to Section 9.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

A consistent brand ensures that all external assets consistently represent the Pentair brand.

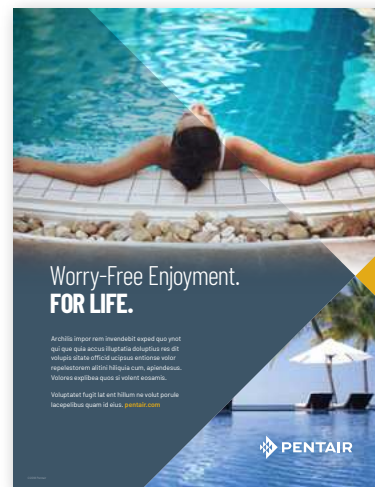
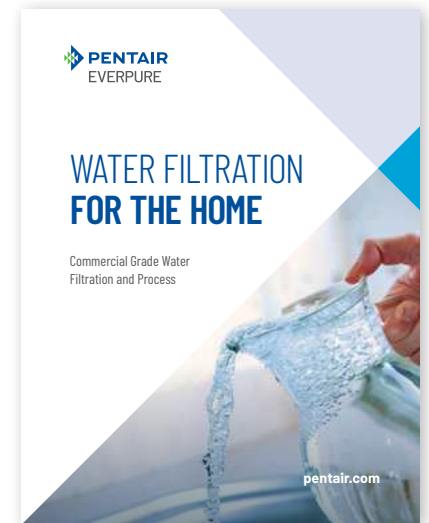
Important Note: For proper placement and usage of the applicable branded architecture, refer to the following:

- Section 5 – Marketing Strategy & Imagery
- Section 6 – Advertisements
- Section 7 – Digital & Social Media
- Section 8 – Brochures & Product Sheets
- Section 9 – Packaging & Labeling
- Section 10 – Promotional Items

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

BRANDED MATERIAL



3 MERGERS & ACQUISITIONS

3.1 M & A Integration

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 page 2.1). 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

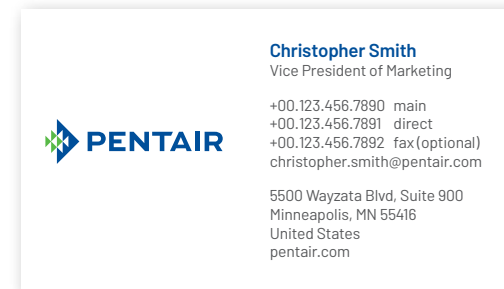
Pre-Acquisition



Newly Acquired



Fully Integrated



4 BUSINESS DOCUMENTS

- 4.1 Business Cards
- 4.4 Dual Language Business Cards
- 4.5 Authorized Sales Agent Business Cards
- 4.6 Letterhead
- 4.8 Personalized Letterhead
- 4.9 Envelopes
- 4.10 Fax Cover Sheet
- 4.11 Press Release
- 4.12 PowerPoint Template
- 4.13 Display Wallpaper
- 4.14 Three-Ring Binder Inserts
- 4.17 Email Signature
- 4.22 Employee 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.
- Platforms, Product Lines and/or Product Names are NOT listed on business cards.

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.

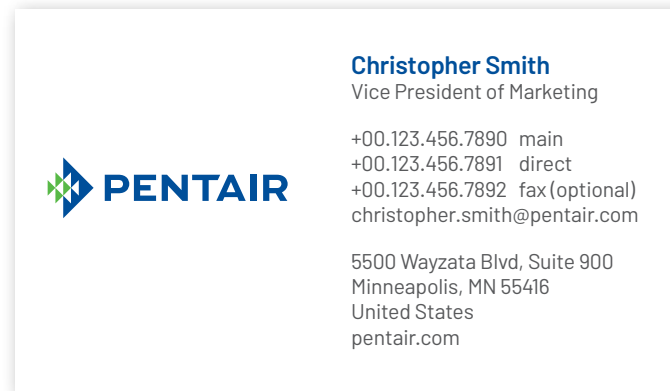
LEGAL ENTITY NAMES

Business cards should NOT include the legal entity name, unless required by local law (refer to Section 15). If needed, contact your assigned Legal Counsel with questions (refer to page 4.2 for placement of name).

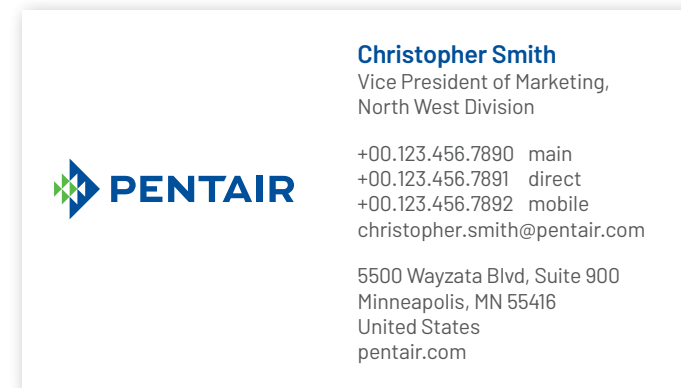
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Business Cards** to download the appropriate file (refer to Section 17).

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.
- Platforms, Product Lines 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.

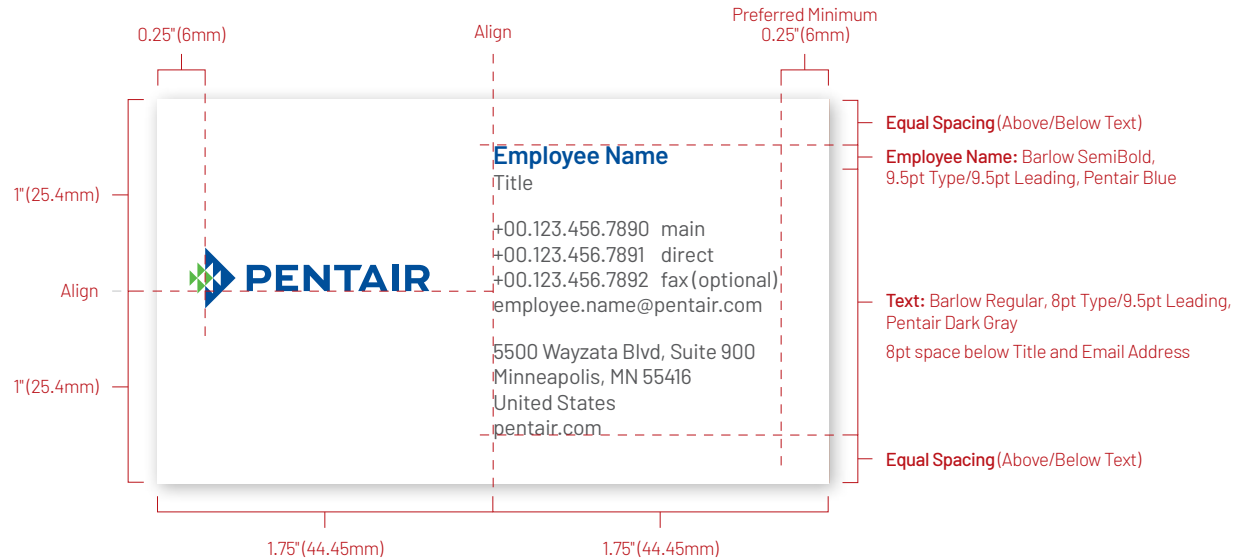
LEGAL ENTITY NAMES

Business cards should NOT include the legal entity name, unless required by local law (refer to Section 15). If needed, contact your assigned Legal Counsel with questions (refer to page 4.2 for placement of name).

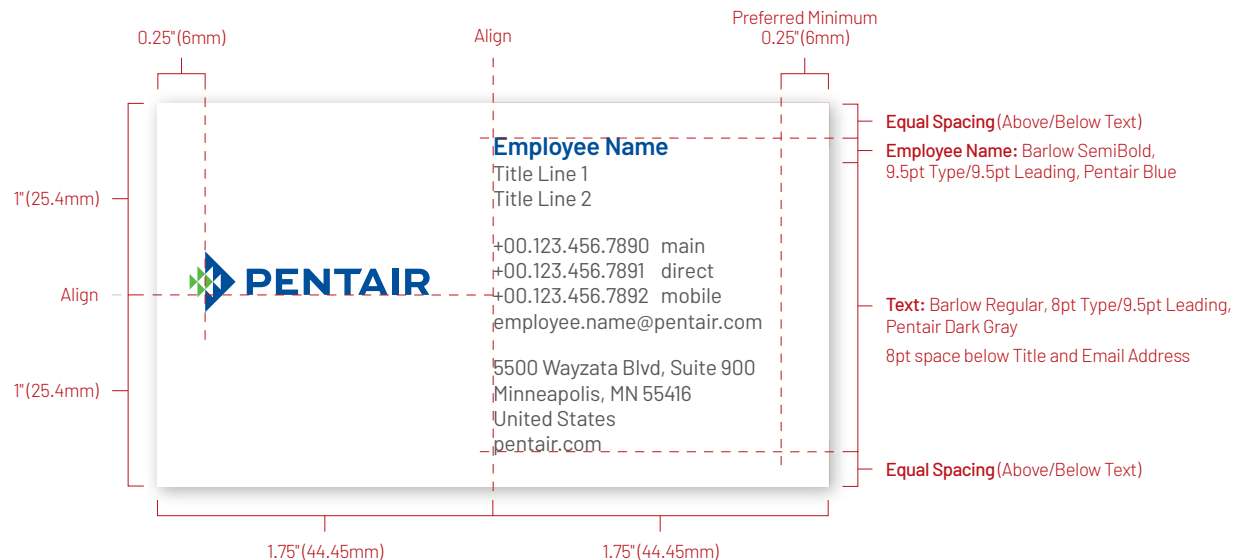
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Business Cards** to download the appropriate file (refer to Section 17).

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 (refer to Section 15) and 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 (refer to page 3.4).

FORMAT

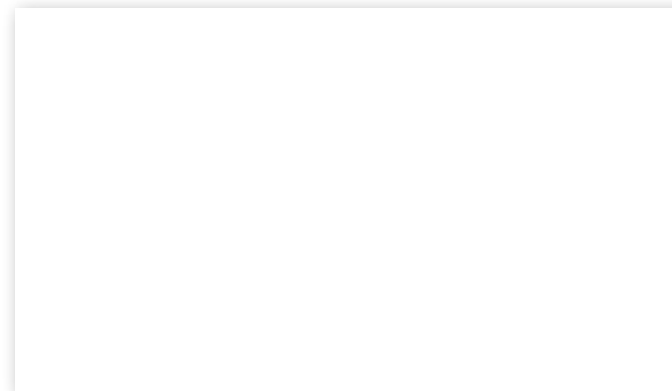
3.5" x 2". Apply same margins to non-US formats.

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** to download the appropriate file (refer to Section 17).

BUSINESS CARDS BACK

Standard (Blank)

0.1875" (4.8mm)



Optional (If Required)

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

0.1875" (4.8mm)

SECOND LANGUAGES

For employees operating in areas using multiple languages, the following business card solution is allowable (refer to specifications on page 3.2).

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.
- Platforms, Product Lines 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.

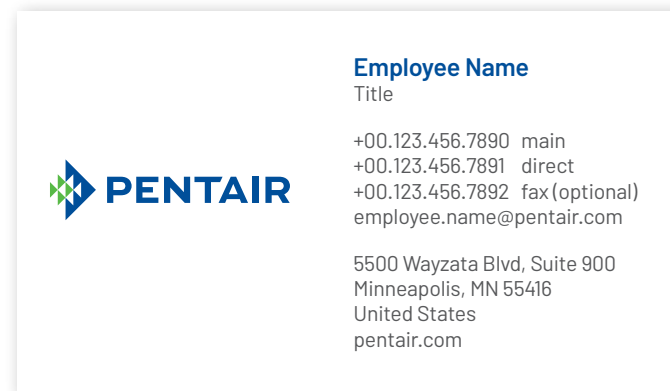
LEGAL ENTITY NAMES

Business cards should NOT include the legal entity name, unless required by local law (refer to Section 15). If needed, contact your assigned Legal Counsel with questions (refer to page 4.2 for placement of name).

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Business Cards** to download the appropriate file (refer to Section 17).

DUAL LANGUAGE BUSINESS CARDS



Front (English)



Back (Second Language)

AUTHORIZED SALES AGENTS

These business cards of only to be used by Authorized Sales Agents of Pentair or its affiliates. Follow the layout specifications on page 3.2.

Important Notes:

- 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.
- Platforms, Product Lines and/or Product Names are NOT listed on business cards.

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

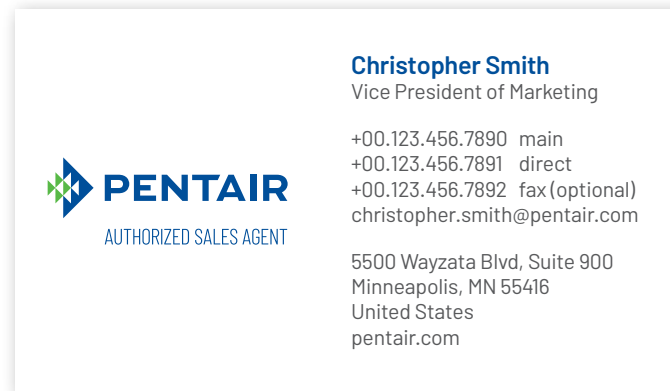
Uncoated white stock, 100lb cover (275 g/m²) weight.

LEGAL ENTITY NAMES

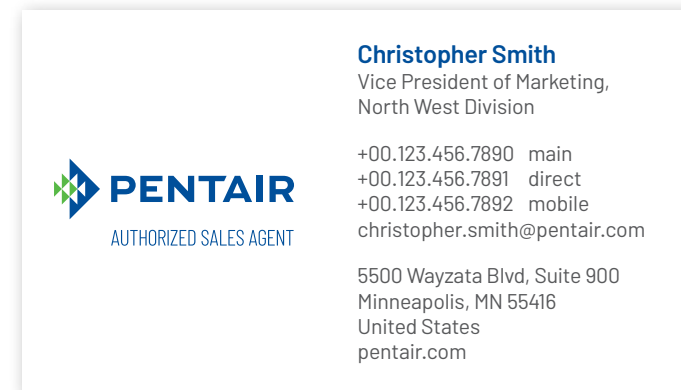
Business cards should NOT include the legal entity name, unless required by local law (refer to Section 15). If needed, contact your assigned Legal Counsel with questions (refer to page 4.2 for placement of name).

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Business Cards** to download the appropriate file (refer to Section 17).

AUTHORIZED SALES AGENT BUSINESS CARDS

Standard



Long Title

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.

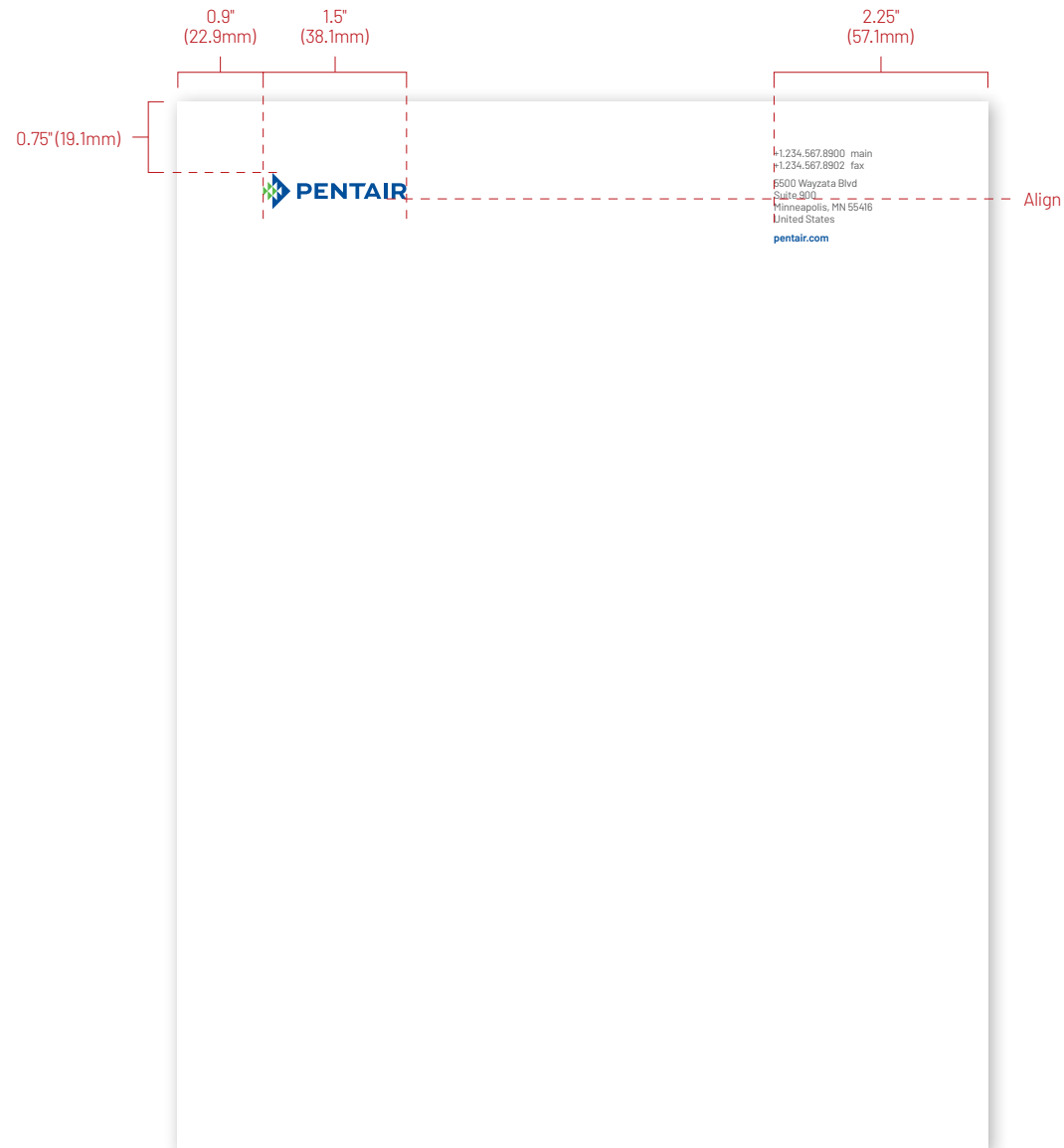
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law (refer to Section 15); contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Letterhead** to download the appropriate file (refer to Section 17).

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.

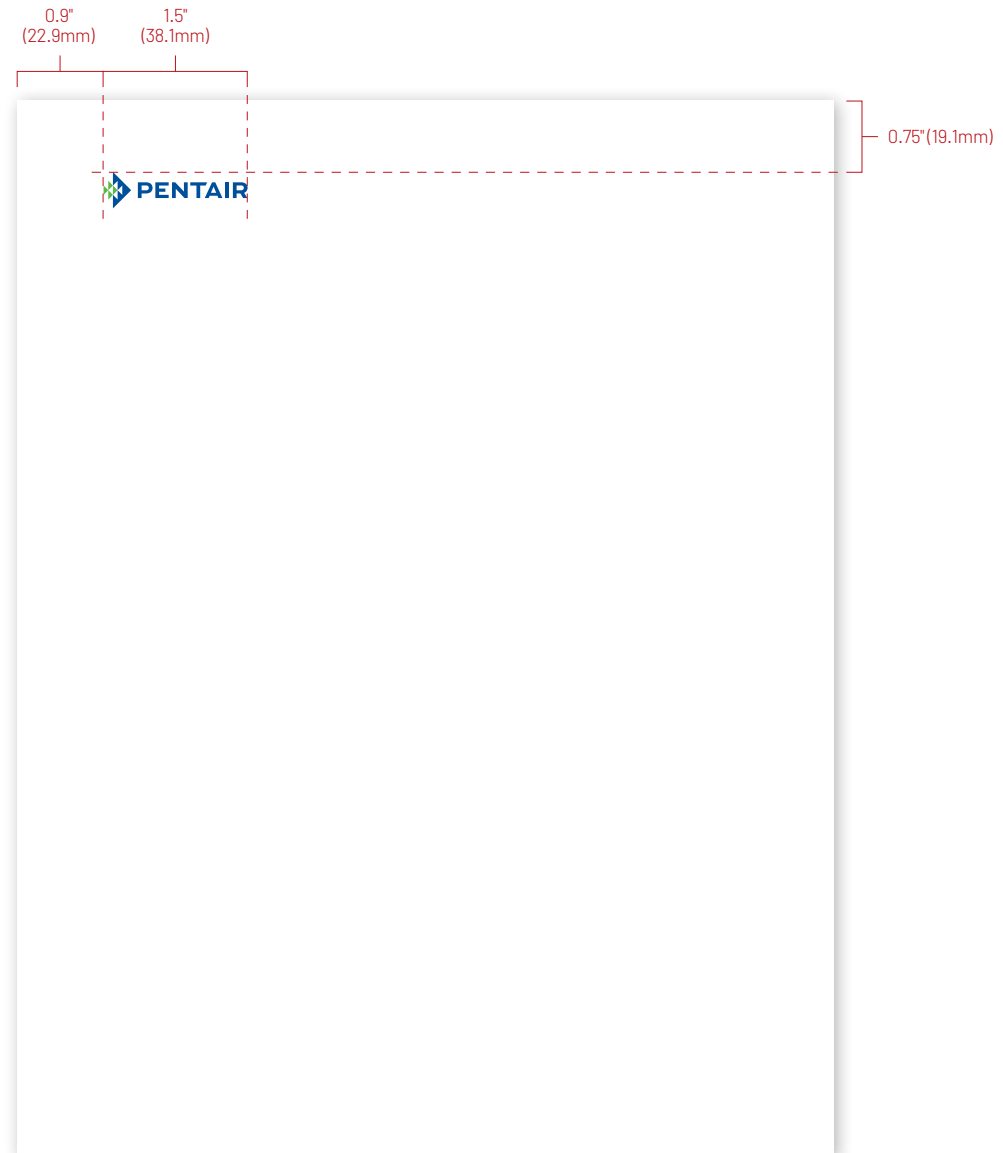
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law (refer to Section 15); contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Letterhead** to download the appropriate file (refer to Section 17).

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.

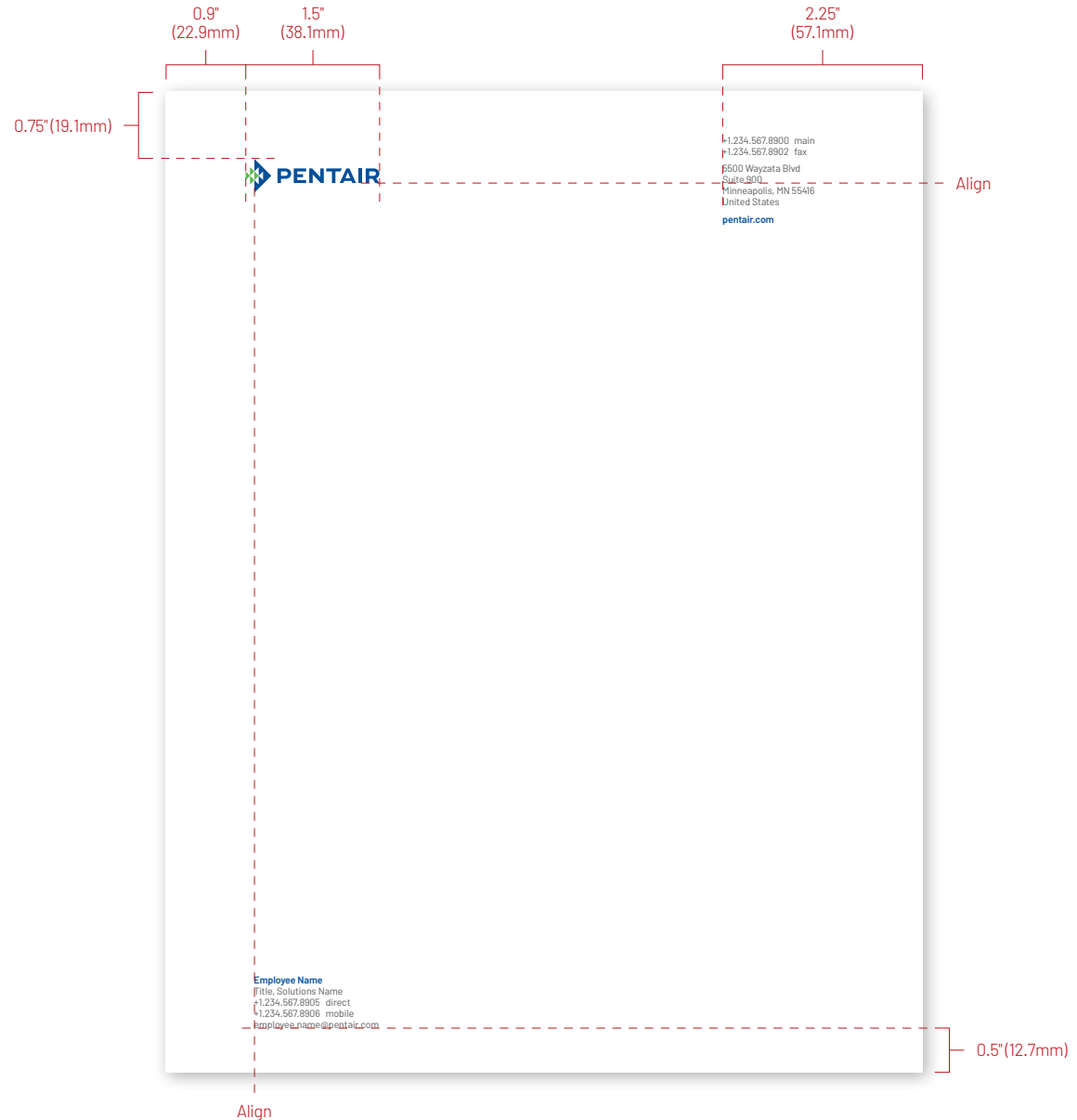
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law (refer to Section 15); contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Letterhead** to download the appropriate file (refer to Section 17).

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.

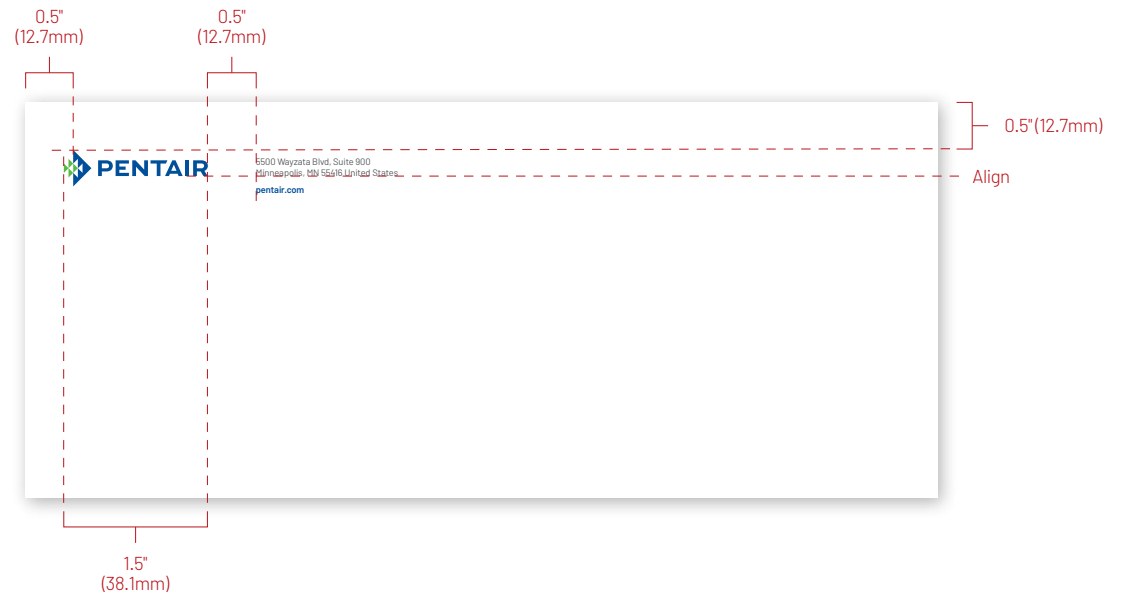
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law (refer to Section 15); contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Envelopes** to download the appropriate file (refer to Section 17).

ENVELOPES



The fax cover sheet features the Pentair Logo, contact information, address, and URL in the top area, and fax information in the middle area.

TYPOGRAPHY AND COLOR

- All text is Black.
- **Telephone Numbers:** Barlow Regular, 8pt Type/ 9pt Leading, -10 Tracking.
- **Address:** Barlow Regular, 8pt Type/9pt Leading, -10 Tracking, 5pt space above.
- **URL:** Barlow SemiBold, 8pt Type/9pt Leading, -10 Tracking, 5pt space above.
- **FAX:** Barlow Condensed Light, 30pt, -10 Tracking.
- **Fax Information:** Barlow Regular, 8pt, -10 Tracking.

FORMAT

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

PAPER SPECIFICATIONS

Standard office printer paper.

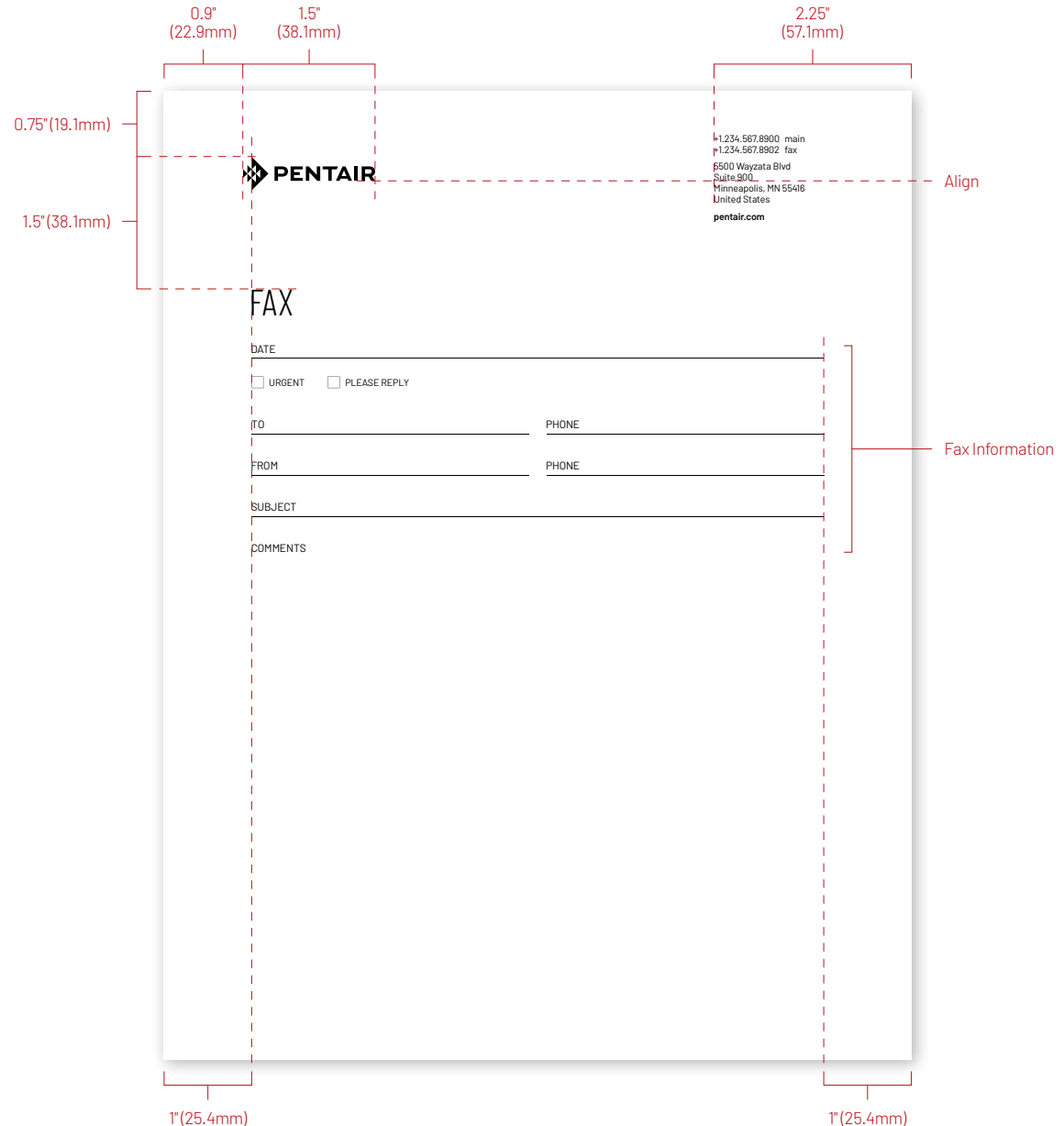
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law (refer to Section 15); contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Fax Cover Sheet** to download the appropriate file (refer to Section 17).

FAX COVER SHEET



TYPOGRAPHY AND COLOR

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

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.

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 page 4.5.

FORMAT

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

PAPER SPECIFICATIONS

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

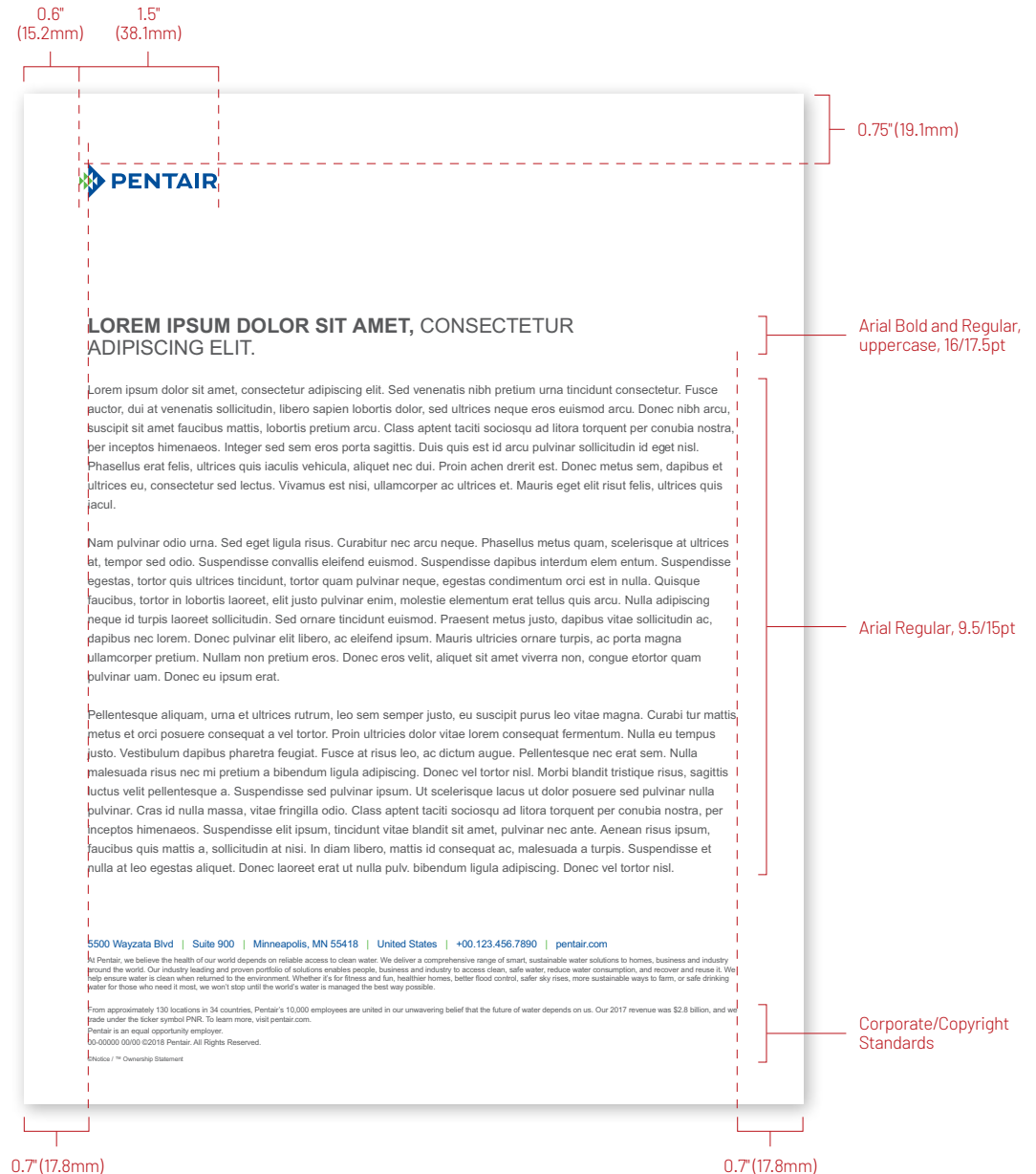
LEGAL ENTITY NAMES

Pentair stationery should NOT include the legal entity name unless required by local law (refer to Section 15); contact your assigned Legal Counsel with questions. Boilerplate copy in example to the right is approved and final.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Press Release** to download the appropriate file (refer to Section 17).

PRESS RELEASE



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 the slides listed to the right and allows for light and dark backgrounds (white and aqua texture) for digital and printed presentations.

LEGAL ENTITY NAMES

Pentair PowerPoint presentations should NOT include the legal entity name unless required by local law (refer to Section 15); contact your assigned Legal Counsel with questions.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > PowerPoint Template** to download the appropriate file (refer to Section 17).

POWERPOINT TEMPLATE



Title Slide



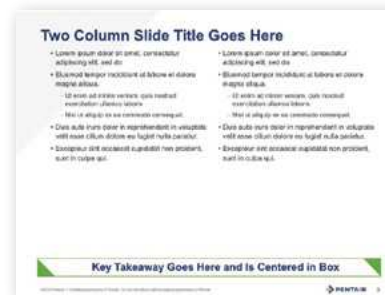
Section Divider (Custom Image)



Section Divider (No Custom Image)



Text Slide (1 Column)



Text Slide (2 Column)



Text Slide (Image Option 1)



Text Slide (Image Option 2)



Full Image with Caption



Closing Slide

Our display wallpapers are an important tool that enables us to present the Pentair brand internally. We have developed a design system that expresses our visual identity. The designs includes treatments in a 4:3 format to ensure they are usable on different computer monitors.

DISPLAY WALLPAPER

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Display Wallpaper** to download the appropriate file (refer to Section 17).



Wallpaper 1



Wallpaper 2



Wallpaper 3



Wallpaper 4



Wallpaper 5



Wallpaper 6



Wallpaper 7

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.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Binder Inserts** to download the appropriate file (refer to Section 17).

BINDER COVER INSERTS (Blue)



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.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Binder Inserts** to download the appropriate file (refer to Section 17).

BINDER COVER INSERTS (Green)



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.

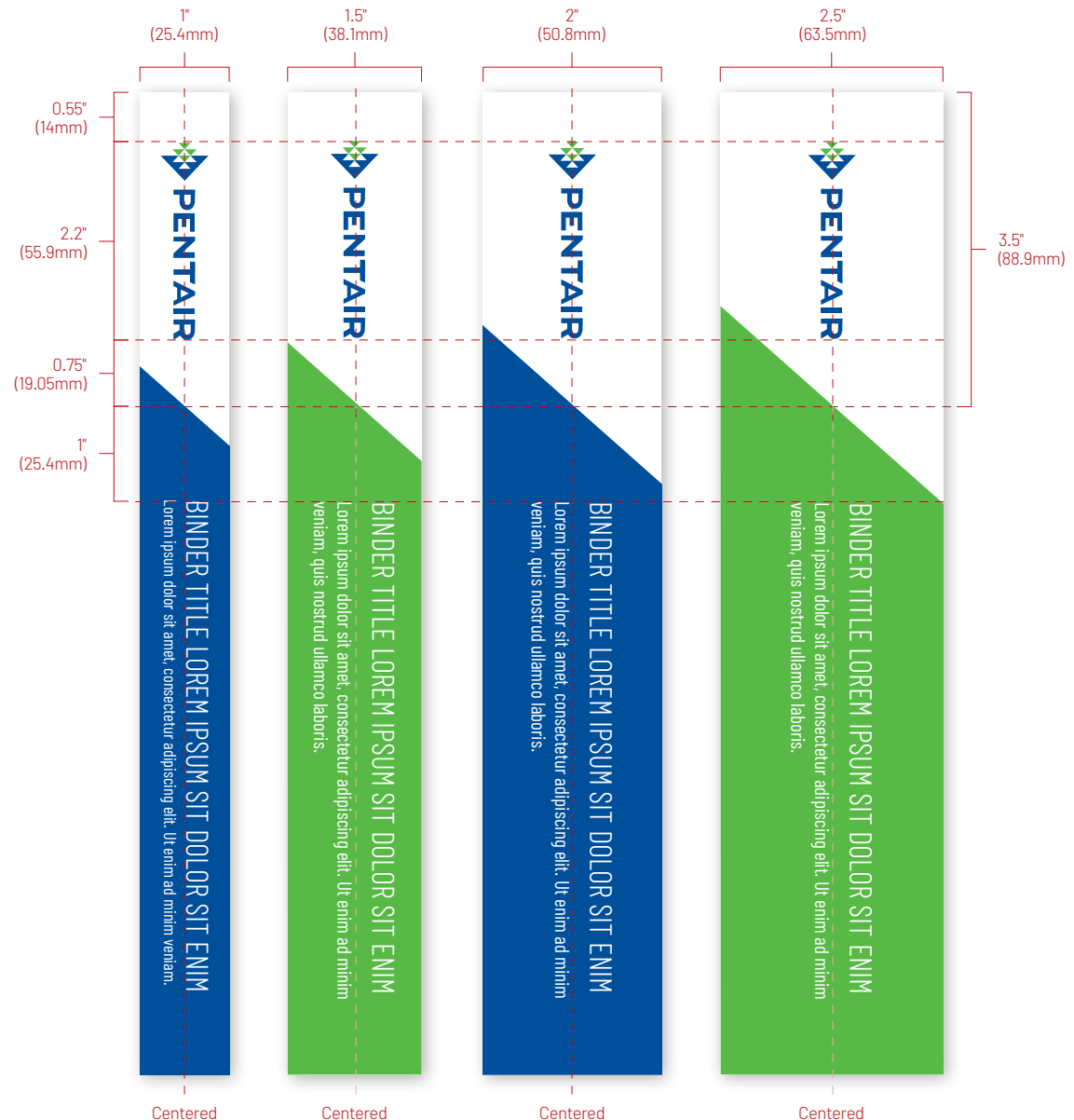
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Binder Inserts** to download the appropriate file (refer to Section 17).

BINDER SPINE INSERTS



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 (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 (refer to page 17.15).

DETAILED INSTRUCTIONS

To make your personal email signature, refer to page 4.18.

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Email Signature** to download the appropriate file (refer to Section 17).

EMAIL SIGNATURE (New Messages)

The diagram shows an email signature template for new messages. It is enclosed in a dashed red border. The content is as follows:

- Dear Sir/Madam.
- Paragraph of Lorem Ipsum text.
- Regards, Employee First Name
- Employee Name** (Arial Bold 10pt)
- Title (Arial Regular 10pt)
- Pentair** (Arial Bold 10pt)
- Address (Arial Regular 10pt)
- City, State, Zip, Country (Arial Regular 10pt)
- Direct +00.123.456.7890 (Arial Regular 10pt)
- Mobile +00.123.456.7891 (Arial Regular 10pt)
- Main +00.123.456.7892 (Arial Regular 10pt)
- Fax +00.123.456.7893 (Arial Regular 10pt)
- employee.name@pentair.com (Arial Regular 10pt)
- pentair.com** (Arial Bold 10pt)
- LinkedIn | Twitter | Facebook (Arial Regular 10pt)
- 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. (Arial Regular 8pt)

Callouts on the right side indicate: "New Email Default Font Preference" for the first two paragraphs, and "New Messages Email Signature Preference" for the signature block.

EMAIL SIGNATURE (Replies/Forwards)

The diagram shows an email signature template for replies/forwards. It is enclosed in a dashed red border. The content is as follows:

- Employee Name** (Arial Bold 10pt)
- +00.123.456.7890 (Arial Regular 10pt) with a callout: "Desired Telephone Number"
- 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. (Arial Regular 8pt)

A callout on the right side indicates: "Replies/Forwards Email Signature Preference".

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 (refer to page 16.2) 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 (refer to page 17.16).

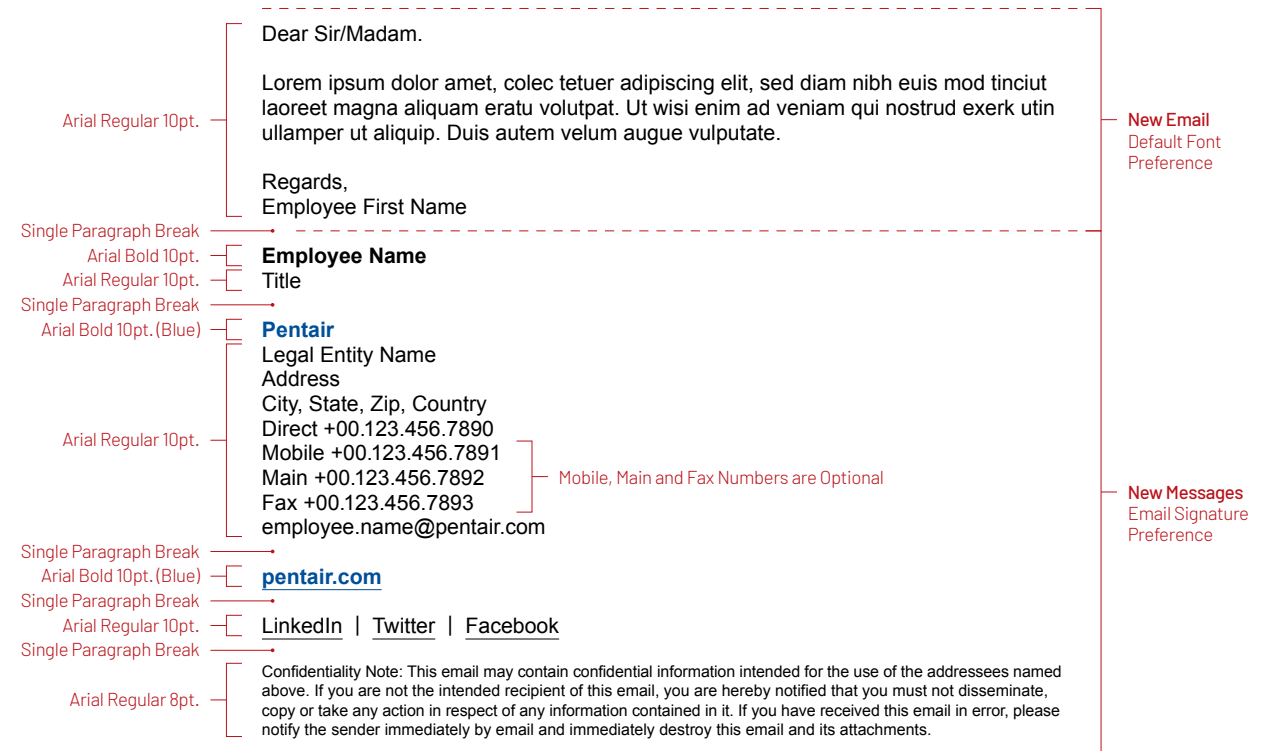
DETAILED INSTRUCTIONS

To make your personal email signature, refer to page 4.18.

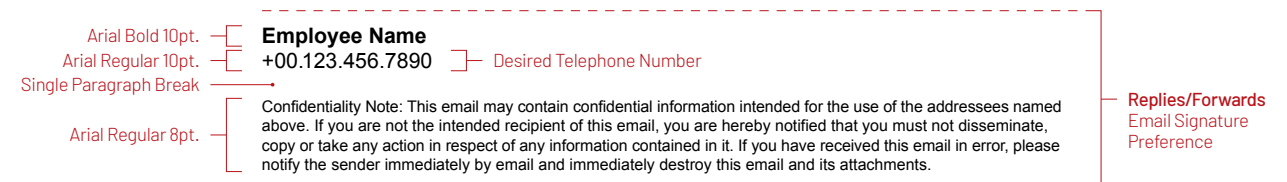
DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Email Signature** to download the appropriate file (refer to Section 17).

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 (refer to page 16.2) 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 (refer to pages 4.16–4.20 for guidelines and additional information).

INSTRUCTIONS

1. Login to mypentair.com. Then go to **Brand Standards > Business Documents > Email Signature** and download the file **Pentair_Email_Signature.zip**
2. 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
3. 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.).
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.

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 (refer to pages 4.16–4.20 for guidelines and additional information).

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 (refer to Section 15).
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. **pentair.com**
- 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 (refer to page 16.2) 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.

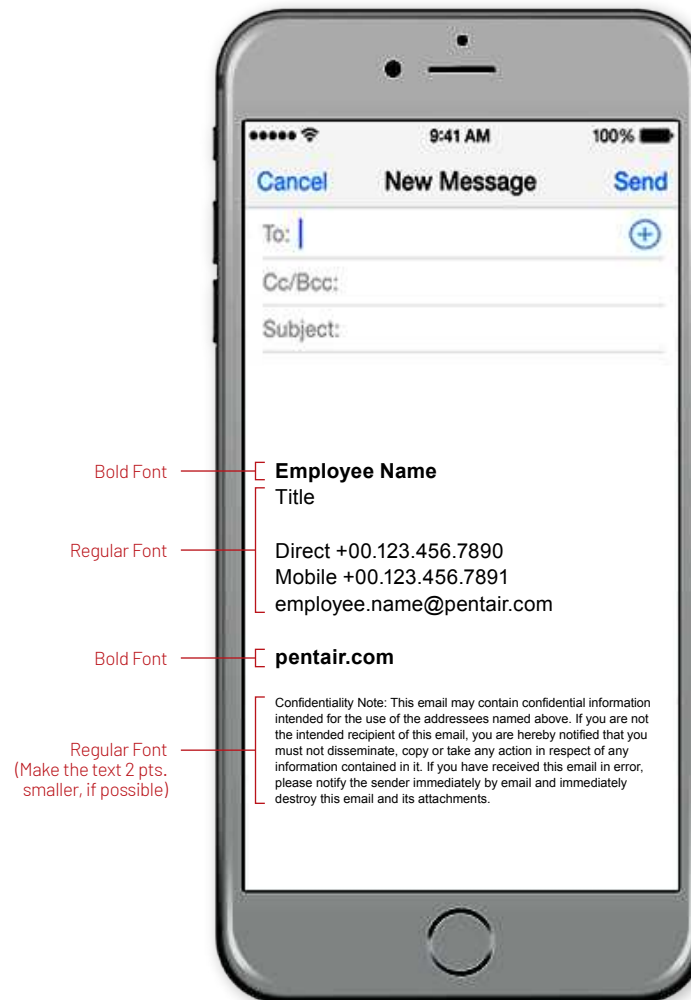
TYPOGRAPHY AND COLOR

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.

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 (refer to Section 15); contact your assigned Legal Counsel with questions.

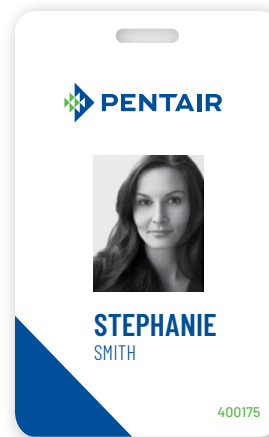
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Files are available to download at mypentair.com. Go to **Brand Standards > Business Documents > Employee Badges** to download the appropriate file (refer to Section 17).

BADGE FRONT (Primary)

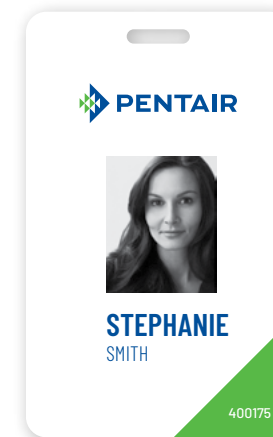


With Photo

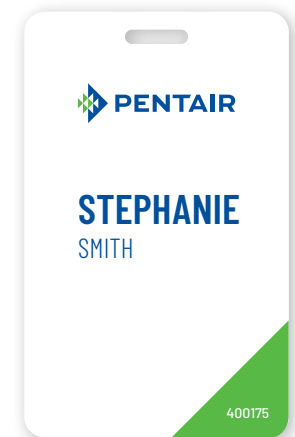


Without Photo

BADGE FRONT (Secondary)



With Photo

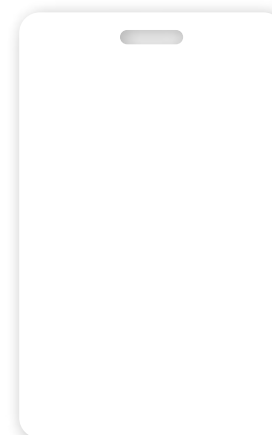


Without Photo

BADGE BACK



Brand Promise



Blank

5 BUILDING OUR BRAND

- 5.1 Overview
- 5.2 Applications
- 5.4 Essentials
- 5.5 Signature Element
- 5.10 Branding Extensions
- 5.11 Logo/URL Lockup
- 5.14 Headlines
- 5.16 Typography
- 5.17 Unacceptable Usage
- 5.18 Imagery

Evolution. **FOR LIFE.**

Our Brand

Our most vital asset is our brand and the strength it carries. Defined by actions and behaviors, as well as products and services, our brand is reinforced through our customers, partners, and employees' choices and interactions. Creating a tangible, living personality and an emotional connection to our channel partners and end users is the essence of our brand mission.

The consistent communication of what we believe in and provide to the marketplace is the cornerstone of creating differentiation and delivering value.

Our brand strength is based on our Brand Promise: **Smart, Sustainable Water Solutions. FOR LIFE.** We present the ideas and elements – language, messages, imagery, and design – that define and differentiate Pentair through a unified voice and visual style.

In addition to being the resource for understanding our company and what makes us unique, this section has been developed to ensure that our brand's ideas, themes and voice remain accurately conveyed.



INFINITE BRAND APPLICATIONS

From trucks to billboards to displays to advertisements, online banners and more, Pentair’s brand will be viewed by customers and prospects around the world. A thoughtful approach to the creation of all of our materials will ensure that our brand consistency remains an asset, whether they’re created in Indiana or India.

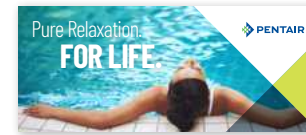
A collection of specifications and detailed instructions are included in this section and throughout our Brand Identity Standards, which assist us in maintaining a strong and consistent brand.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

Important Note: The applications shown demonstrate the flexibility and creativity provided by these brand standards.

APPLICATIONS



ESSENTIALS

When used together – in the right proportions, placements and applications – the ‘essentials’ that make up our brand help convey our strong message of industry leadership.

SIGNATURE ELEMENT

This section outlines the specifications and usage of the key branding asset – our Signature Element.

IMAGERY

Refer to pages 5.7–5.9 for detailed layout specifications and pages 5.18–5.27 for our imagery library.

LOGO

When used in advertisements, there are options for the Pentair Logo, with and without the URL (pentair.com), refer to pages 5.11–5.13 for detailed specifications.

HEADLINE (‘FOR LIFE’ Statements)

Our headline treatments and sample headlines are described on pages 5.14–5.15.

TYPOGRAPHY

When used in advertisements, refer to page 5.16 for typography details and specifications. Only use our Brand Fonts in all Pentair communications (refer to pages 1.14–1.17).

BRAND COLORS

Refer to pages 5.7 and 5.9 for specifications on using our brand colors with the Signature Element and Images. For the Pentair Brand Palette, refer to pages 1.14–1.17.

APPLICATIONS

Acceptable and unacceptable applications of our brand are located on pages 5.2–5.3 and 5.17.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LAYOUT DETAILS

The image shows two advertisement layouts with various brand elements highlighted by red lines and labels. The first layout features a photo of a smiling man and a young girl, with a product image of a Pentair water filter. The second layout features a water splash image and a person swimming in a lake. Labels include: Signature Element, Headline (‘FOR LIFE’ Statement), ‘FOR LIFE’ Image, Water Image in Action, Copyright Information, Product Image, Typo-graphy, Logo, and ‘FOR LIFE’ Image.

Important Note: The applications shown demonstrate the flexibility and creativity provided by the brand standards, while showing the essential elements to be included.

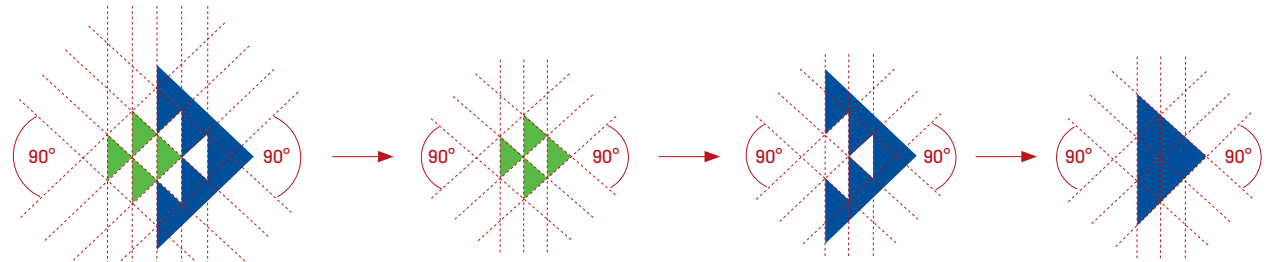
The key brand asset that visually combines our collateral and communications is our Signature Element; which is a vital contributor identifying us as Pentair and helping us build company recognition when used appropriately. Our Signature Element is an essential component of a versatile system that can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

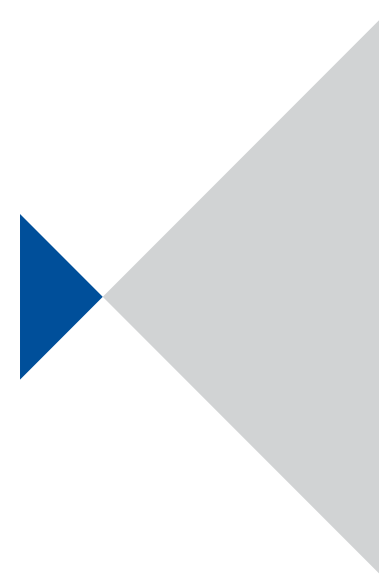
Signature Element. Overlays created with a combination of solid colors and transparent triangular components (refer to pages 5.7-5.9).

APPLICATIONS OPPORTUNITIES

There are several ways to use the Signature Element, as described throughout this section, that allow for infinite applications of the Pentair Brand.



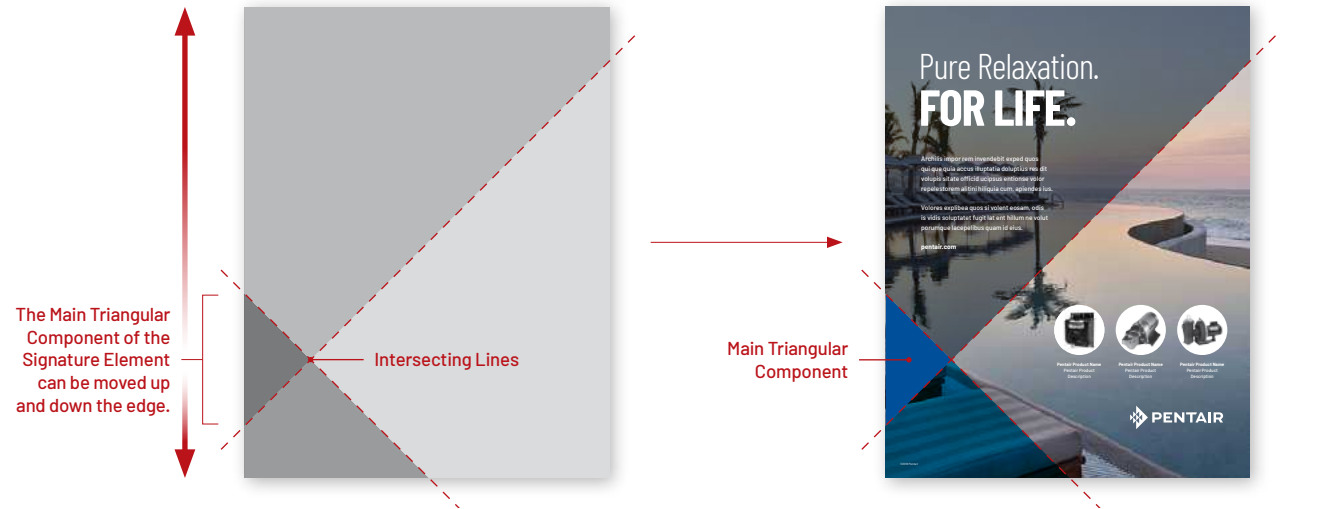
SIGNATURE ELEMENT



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 page 5.7 for the approved colors).
- The Main Triangular Component should always appear as a right isosceles triangle on a 45° angle axis.



In the above application, the Main Triangular Component may not be cropped off the bottom, it may only be placed precisely in the corner.

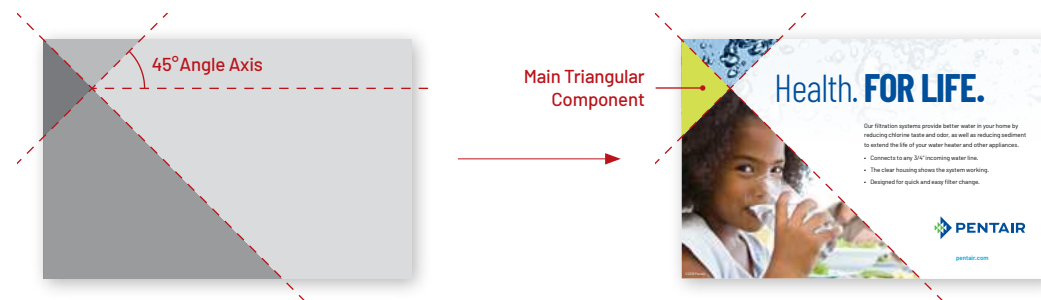
UNIQUE APPLICATIONS

The Signature Element is the preferred asset to use when building our brand. When space is limited in certain layouts, specific branding extensions may be used (refer to page 5.10).

Important Note: For advice and guidance on unique applications of the Signature Element, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).










BUILDING A LAYOUT

Whether beginning a design from the right-hand edge, left-hand edge, top or bottom, this section provides guidelines for maintaining our consistent brand standards.

Important Note: The Intersecting Lines of the Signature Element must always be 90° angles on a 45° angle axis.

COLOR PALETTE

The Main Triangular Component (refer to page 5.6) must always be one of the listed below brand colors at 100% Normal Opacity:

-  Pentair Blue
-  Pentair Green
-  Pentair Dark Gray
-  Pentair Bright Blue
-  Pentair Silver Gray
-  Pentair Dark Gold
-  Pentair Impact Green

BRAND ASSETS

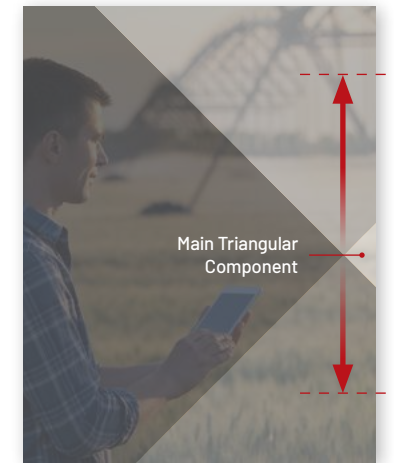
Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).



1. Place and crop the preferred image into your layout.



2. Place the Signature Element on top of the image.



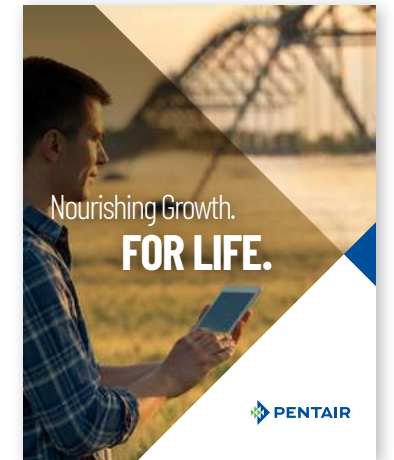
3. Enlarge or reduce (in proportion) the Signature Element and move to the desired location. The Main Triangular Component can be moved up and down for optimum placement on the application.



4. Apply the approved brand colors to the triangular components of the Signature Element (refer to page 5.9), and eliminate unneeded triangular components.



5. Select the desired triangular component and change the effect to 100% Multiply Opacity.



6. Alter the components opacity percentage (refer to page 5.9). Add other elements, such as headline, logo, etc.

DEFINING COLOR OVERLAYS

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

Important Note: To create translucent tints with our brand colors, refer to page 5.9.

BRAND COLORS OVER IMAGERY

Preferred Example Treatment

Color: White
Effect: 70% Screen Opacity



Color: Silver Gray
Effect: 35% Multiply Opacity

Acceptable Example Treatments

Color: White
Effect: 90% Normal Opacity



Color: Silver Gray
Effect: 80% Normal Opacity











Color: White
Effect: 35% Screen Opacity



Color: Silver Gray
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

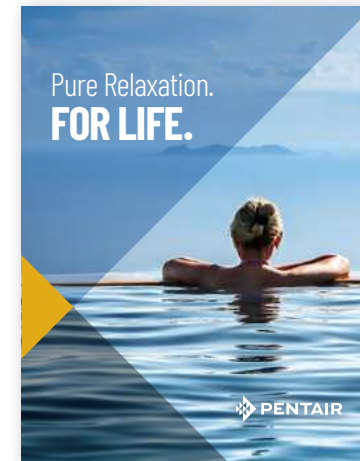
Darker Brand Colors

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

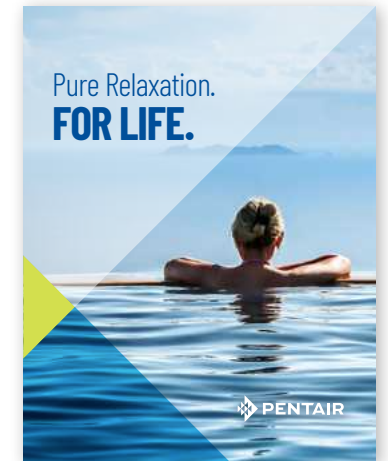
When applying translucent colors over certain images, two of the same triangular components may need to be layered. The opacities of the layers could be the same or slightly different to achieve the preferred optimal color. An equal-sized white layer with 10-25% Screen Opacity may be placed underneath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



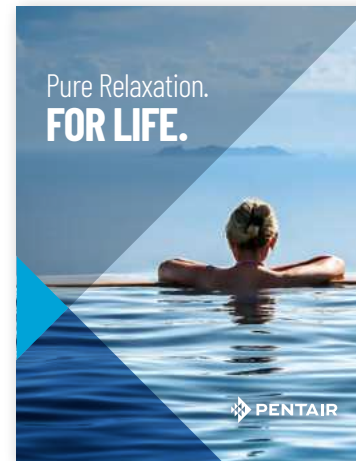
1. Dark Gray, 15% Multiply Opacity
2. Green, 100% Normal Opacity
3. Blue, 50% Multiply Opacity



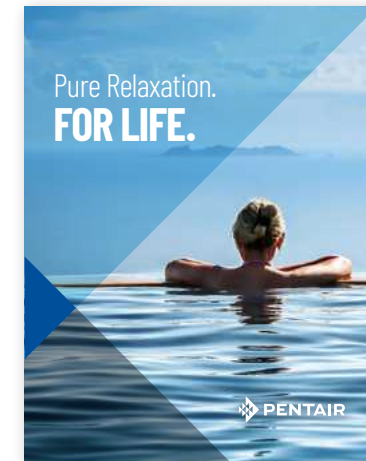
1. Blue, 35% Multiply Opacity
2. Dark Gold, 100% Normal Opacity
3. Rich Black, 40% Multiply Opacity



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

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.

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 print or banner advertisements.

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 GUIDELINES

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

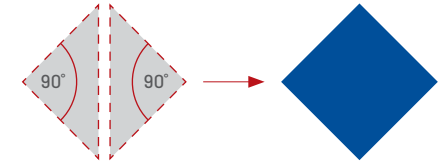
- The Triangle must always appear as an isosceles right angle triangle (45-45-90) on either a 45° angle axis or a 90° angle axis.
- The Diamond must always appear at 90° angles on a 45° angle axis.
- The intersecting lines should never appear in the center of the width or height of the document.
- Always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

BRANDING EXTENSIONS

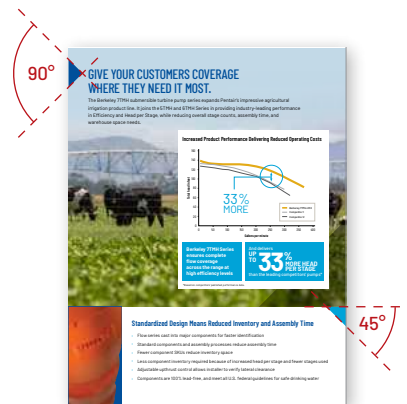
Triangles



Diamond



APPLICATIONS



PENTAIR LOGO/URL LOCKUP IN ADVERTISEMENTS

When using with the Signature Element or in other marketing collateral, the preferred placement of the Pentair Logo with the URL (Logo/URL Lockup) is in the lower right corner. For placement examples, refer to pages 5.2–5.3 and Section 6.

Important Note: The URL should only be displayed as **pentair.com**, and should never be **www.pentair.com**, as the “www.” is not needed to access our website.

URL (pentair.com)

When using the Logo/URL Lockup in advertisements, the width of the URL (pentair.com) should be the same width of the “PEN” in the Pentair Logo, see illustration to the right.

VERTICAL ALIGNMENT (PREFERRED)

The vertical alignment of the Logo/URL Lockup is always the preferred treatment.

HORIZONTAL ALIGNMENT

Due to limited space in certain layouts, the horizontal alignment may be applied. The URL may be placed farther to the right of the logo, but it may never appear to the left of the logo.

TYPEFACE

The Logo/URL Lockup files are available to download. If the URL (**pentair.com**) is used in other context, it can only be typeset in Barlow Bold at 8pt minimum. Refer to page 5.13 for color options.

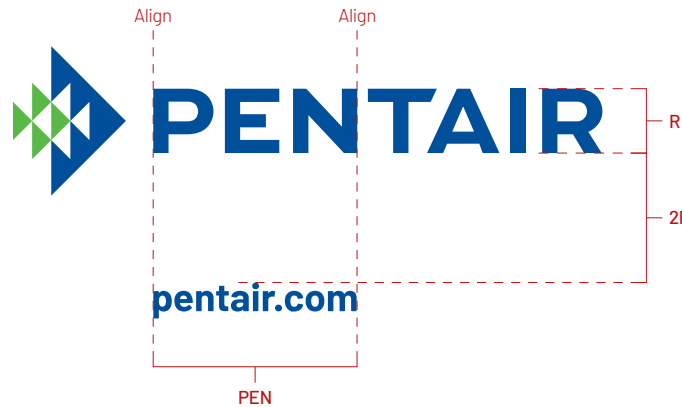
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

VERTICAL ALIGNMENT (Preferred)

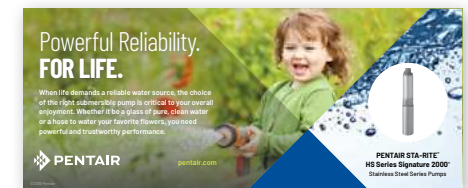


Sample advertisement with the preferred vertical alignment.

HORIZONTAL ALIGNMENT



Important Note: The Pentair Logo/URL Lockup should only be used in Advertisements.



Sample advertisement with the horizontal alignment.

CLEAR SPACE

The immediate area surrounding the Pentair Logo with the URL (Logo/URL Lockup) has been defined as “clear space,” which should be kept clear of graphic elements, such as headlines, text, or detailed imagery.

The clear space is equal to **E**, as illustrated, and is equal to the width of the “E” in the Pentair Logotype. Note that additional clear space is required for Pentair Platforms, Product Lines and Product Names (refer to Section 2).

MINIMUM SIZE

The minimum size for usage of the Logo/URL Lockup is 1.25” (31.7mm). Below this size, the integrity of the Pentair Logo is compromised and the name becomes illegible.

FONT

The Logo/URL Lockup files are available to download. If the URL (**pentair.com**) is used in other context, it can only be typeset in Barlow Bold at 8pt minimum using the colors listed to the right.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

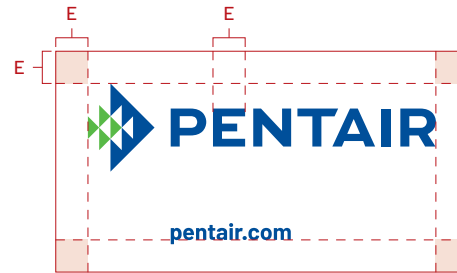
DOWNLOAD FILES

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

Important Note: The URL should only be displayed as **pentair.com**, and should never be **www.pentair.com**, as the “www.” is not needed to access our website.

CLEAR SPACE

Vertical Alignment (Preferred)



Horizontal Alignment



MINIMUM SIZE

Vertical Alignment (Preferred)



Horizontal Alignment



Important Note: The Pentair Logo/URL Lockup should only be used in Advertisements.

COLOR PALETTE

The URL (pentair.com) may be displayed in a selection of our primary and secondary brand colors illustrated to the right. Never use our background brand colors. Refer to pages 1.11-1.13 for our brand colors.

For visibility purposes, certain colors should not appear on darker backgrounds, as illustrated to the right. For examples of applications, refer to pages 5.2-5.3.

FONT

The Logo/URL Lockup files are available to download. If the URL (pentair.com) is used in other context, it can only be typeset in Barlow Bold at 8pt minimum using the colors listed to the right.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

Important Note: The URL should only be displayed as pentair.com, and should never be www.pentair.com, as the "www." is not needed to access our website.

URL BRAND COLORS ON BACKGROUNDS



pentair.com

Light Backgrounds

- pentair.com Pentair Blue
- pentair.com Pentair Green
- pentair.com Pentair Dark Grey
- pentair.com Pentair Bright Blue
- pentair.com Pentair Dark Gold
- pentair.com Pentair Impact Green
- pentair.com Black



pentair.com

Dark Backgrounds

- pentair.com Pentair Green
- pentair.com Pentair Bright Blue
- pentair.com Pentair Dark Gold
- pentair.com Pentair Impact Green
- pentair.com White

Important Note: The Pentair Logo/URL Lockup should only be used in Advertisements.

HEADLINES ('FOR LIFE' Statements)

Our two-part 'FOR LIFE' Statements are to be typeset per the brand standards, regardless of the application..

For marketing usage and examples of our headlines, refer to Sections 5-10.

FONTS

The opening content statement (Pure Relaxation) is set in Barlow Condensed Light in title case and the emphatic closing statement (FOR LIFE) is set in Barlow Condensed Bold in uppercase.

Important Note: When using Barlow Condensed, apply -20 tracking/kerning, set leading (line spacing) to solid (tight line spacing). If a headline runs long, stack it on multiple lines instead of it extending horizontally.

COLOR PALETTE

Light Backgrounds

The preferred treatment is to use either Pentair Blue, Pentair Green, or Pentair Dark Gray in our headlines. For impact and visibility purposes, the emphatic closing statement (FOR LIFE) may appear in a different primary or secondary brand color, as long as the opening content statement (Pure Relaxation) is either Pentair Dark Gray (preferred), Pentair Blue or Black.

Dark Backgrounds

On darker images or solid brand colors, the preferred treatment is for the text to appear in White. On certain occasions, Pentair Green, Pentair Bright Blue, Pentair Dark Gold, and Pentair Impact Green may be used.

Important Note: Only use 100% Normal Opacity in all color treatments. Refer to pages 1.11-1.13 for our primary and secondary brand colors. Never use background brand colors in our 'FOR LIFE' Statements.

ALIGNMENT

See specifications to the right.

VERTICAL ALIGNMENT (Preferred)



HORIZONTAL ALIGNMENT



'FOR LIFE' STATEMENTS (Headlines)

The extension of the brand promise into our headline treatment for external-facing collateral is the means by which we share the customer outcome of using our solutions — and the opportunity to make an emotional connection to the end user. Though we have many spheres of influence and expertise, all add value by delivering **Smart, Sustainable Water Solutions. FOR LIFE.**

For marketing usage with our 'FOR LIFE' Statements, refer to Sections 6–9.

Important Note: If you have questions or require additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Files are available to download in the Brand Standards section located in 'Working Here' on [mypentair.com](https://www.mypentair.com)

SAMPLE HEADLINES

Smart Solutions. **FOR LIFE.**Vast Enlightenment. **FOR LIFE.**Powerful Solutions. **FOR LIFE.**Powerful Reliability. **FOR LIFE.**Precious Resource. **FOR LIFE.**Unmatched Reliability. **FOR LIFE.**Community Engagement. **FOR LIFE.**Elevated Efficiency. **FOR LIFE.**Healthy Nourishment. **FOR LIFE.**Brewing Perfection. **FOR LIFE.**Building Friendships. **FOR LIFE.**Delivering Performance. **FOR LIFE.**Nourishing Growth. **FOR LIFE.**Health. **FOR LIFE.**Growth. **FOR LIFE.**Innovation. **FOR LIFE.**Pure Relaxation. **FOR LIFE.**Pure Enjoyment. **FOR LIFE.**Pure Precision. **FOR LIFE.**Productivity. **FOR LIFE.**Resourceful. **FOR LIFE.**Connected. **FOR LIFE.**Sustainable. **FOR LIFE.**Performance. **FOR LIFE.**Vital Protection. **FOR LIFE.**Peace of Mind. **FOR LIFE.**

Clean, balanced and, above all, completely readable, these are the hallmarks of the Pentair brand’s typography standards for advertisements. We strive to convey our messages to our customers and prospects in the simplest way possible.

HEADLINE

Refer to page 5.15 for the detailed specifications.

SUBHEAD

Barlow Bold, SemiBold, or Medium in sentence case, with a type size significantly smaller than the Headline and at least 4pts larger than the Body Copy.

BODY COPY

Barlow Regular or Medium in sentence case, with a minimum type size of 10pt with minimum 15pt leading. Only use Black (preferred) or Pentair Dark Gray text on light backgrounds and White text on dark backgrounds.

URL (pentair.com)

Barlow Bold at a minimum size of 10pt. Refer to pages 5.11–5.13 for specifications and colors of using the URL with and without the Pentair Logo.

Important Note: The URL should only be displayed as **pentair.com**, and should never be **www.pentair.com**, as the “www.” is not needed to access our website.

COPYRIGHT INFORMATION

This contains the Copyright Symbol, Current Year and Pentair name: ©2018 Pentair

There is no space between the “©” and “2018” and is set in Barlow Regular at 5pt. The baseline should align at 2p0 (0.33” or 8.4mm) from the bottom left edge or bottom right edge of the advertisement. Only use Black text on light backgrounds and White text on dark backgrounds.

PRODUCT INFORMATION

Product Name is typeset in Barlow Bold and Product Description in Barlow Medium. Both are typeset at a minimum size of 8pt with minimum 10pt leading.

TYPOGRAPHY DETAILS (Advertisements)

The image displays two advertisement mockups with red lines and labels pointing to specific typography elements:

- Left Mockup:**
 - Headline (Horizontal Alignment):** Points to the main headline text.
 - Subhead:** Points to the sub-headline text.
 - Body Copy:** Points to the main body text.
 - Product Information:** Points to the product name and description.
 - Logo with URL:** Points to the Pentair logo and the website URL.
 - Copyright Information:** Points to the copyright notice.
- Right Mockup:**
 - Headline (Vertical Alignment):** Points to the main headline text.
 - Body Copy:** Points to the main body text.
 - Logo:** Points to the Pentair logo.
 - Copyright Information:** Points to the copyright notice.

Important Note: The applications shown demonstrate the flexibility and creativity provided by the brand standards, while showing the essential elements to be included.

Just as our corporate logo, color palette and font selections are set in stone, so are our layouts. The relationship of the shapes and angles in our Signature Element help set us apart.

ACCEPTABLE USAGE



UNACCEPTABLE USAGE



- Do not use colors that make headlines, text or art illegible.
- Do not add colors on the circular product insert backgrounds.
- Do not use too many brand colors.



- Do not place the Signature Element directly in the center of the layout.
- Do not place the URL in the top of the layout or use incorrect formats.
- Do not place the Copyright Information in incorrect positions.



- Do not modify the angles of the Signature Element.
- Do not add a drop shadows or effects to the logo, headline, text, or art.
- Do not place the URL in the logo's clear space or unapproved locations.



- Do not outline any brand elements or text.
- Do not alter the headline's proportions.
- Do not cover the Main Triangular Element.
- Do not make the products too large in the circular product inserts.



- Do not use approved brand colors.
- Do not place the logo on images or colors that make it illegible.
- Do not place the Signature Element in unapproved positions.



- Do not use unapproved brand fonts.
- Do not use elements, such as call-out boxes, corner treatments or icons.
- Do not alter the Signature Element's approved opacity treatments.

IMAGERY

These images illustrate the approach to our marketing strategy by using a combination of lifestyle and product imagery to represent our end-to-end service offerings. Imagery is an integral part of our visual language and therefore should be used in a consistent manner to create a unified look across all our communications.

Our imagery can be characterized as approachable and engaging, while reinforcing our expertise, innovative and insightful character; which consist of:

- ‘FOR LIFE’ Images
- Product Images
- Product Images (Silhouetted)
- Water Images in Action
- Water Pattern Images
- Water Applications Images
- Water Images in Consumer Settings

CHARACTERISTICS

Imagery must always have the following characteristics:

- Straightforward and accessible
- Honest and believable
- Appears unposed
- Natural in appearance
- High quality, professionally shot and well cropped
- Reflects diversity in age, ethnicity and socioeconomic status

APPROPRIATE IMAGERY

Imagery must be credible and appropriate. Consider the audiences for whom the communication is intended.

Images of people allow us to connect with our audiences, show our experience and signal our innovative character. People should appear natural, engaged and confident, in real environments, not photo studios.



The most important aspect of approach to imagery, is the use of photos that strengthen our commitment to our Brand Promise of providing Smart, Sustainable Water Solutions. FOR LIFE.

TIER 1 IMAGERY

Our preferred imagery focused on photographs where the lead characters are 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.

Important Note: The photographs to the right show a range of imagery. In creating these thumbnails, some of the image may have been substantially cropped out and additional image area may be available.

ROYALTY-FREE STOCK PHOTOGRAPHY

All 'FOR LIFE' images for use in Pentair communications contain the [iStock Content License Agreement](#), which includes advertising, apps, marketing, presentations, product packaging, social media, video, websites, and more uses listed in the license. An iStock extended license is available for additional content use not listed in the standard license mentioned above.

Important Note: The rights to additional stock images must be purchased for use in Pentair communications, for information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD IMAGES

Images for use in Pentair communications are available in the Brand Standards section located in 'Working Here' on mypentair.com

'FOR LIFE' IMAGES (Tier 1)



TIER 2 IMAGERY

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.

Important Note: The photographs to the right show a range of imagery. In creating these thumbnails, some of the image may have been substantially cropped out and additional image area may be available.

ROYALTY-FREE STOCK PHOTOGRAPHY

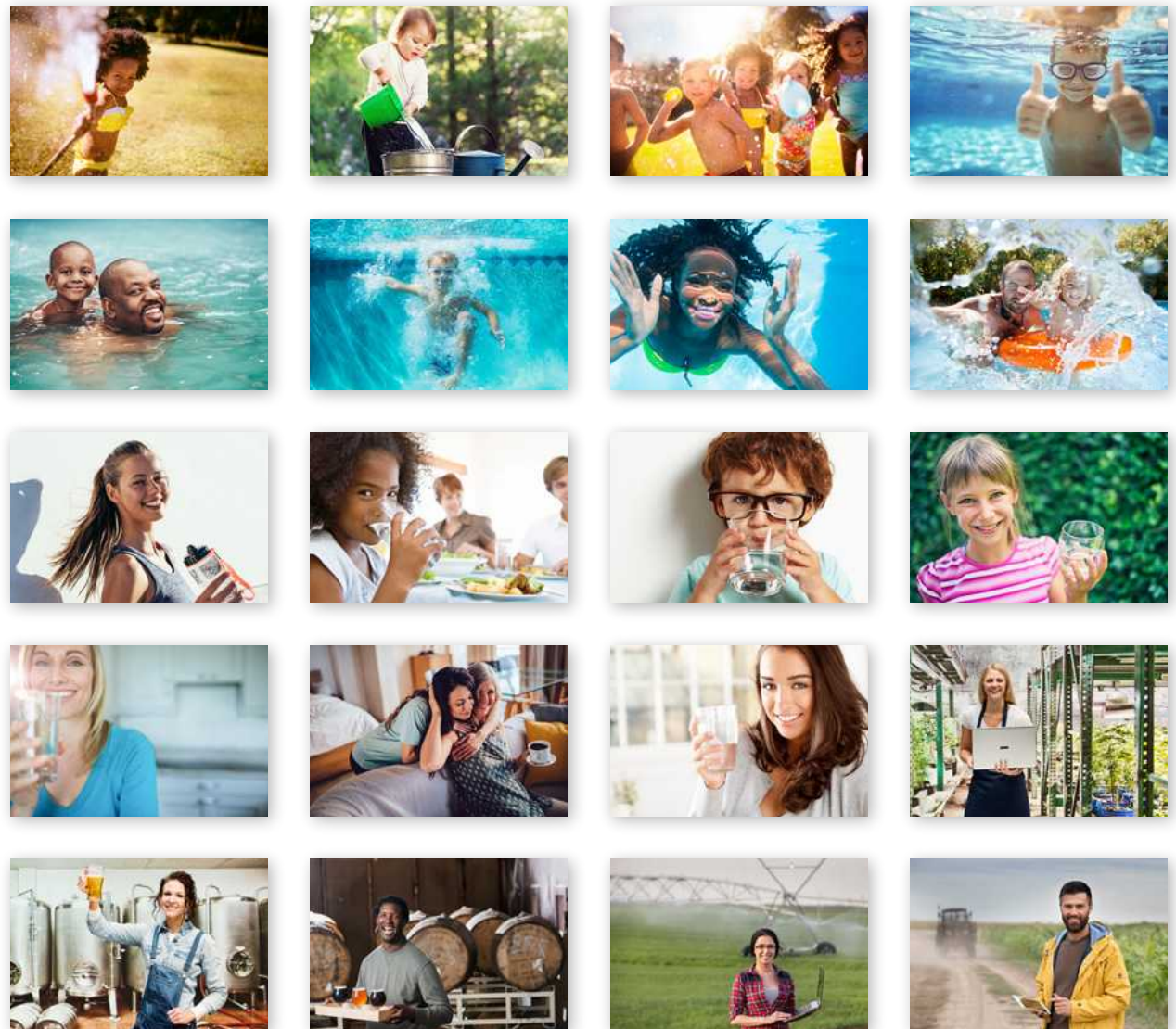
All 'FOR LIFE' images for use in Pentair communications contain the [iStock Content License Agreement](#), which includes advertising, apps, marketing, presentations, product packaging, social media, video, websites, and more uses listed in the license. An iStock extended license is available for additional content use not listed in the standard license mentioned above.

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DOWNLOAD IMAGES

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'FOR LIFE' IMAGES (Tier 2)



TIER 3 IMAGERY

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.

Important Note: The photographs to the right show a range of imagery. In creating these thumbnails, some of the image may have been substantially cropped out and additional image area may be available.

ROYALTY-FREE STOCK PHOTOGRAPHY

All 'FOR LIFE' images for use in Pentair communications contain the [iStock Content License Agreement](#), which includes advertising, apps, marketing, presentations, product packaging, social media, video, websites, and more uses listed in the license. An iStock extended license is available for additional content use not listed in the standard license mentioned above.

Important Note: The rights to additional stock images must be purchased for use in Pentair communications, for information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD IMAGES

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'FOR LIFE' IMAGES (Tier 3)



TIER 4 IMAGERY

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.

Important Note: The photographs to the right show a range of imagery. In creating these thumbnails, some of the image may have been substantially cropped out and additional image area may be available.

ROYALTY-FREE STOCK PHOTOGRAPHY

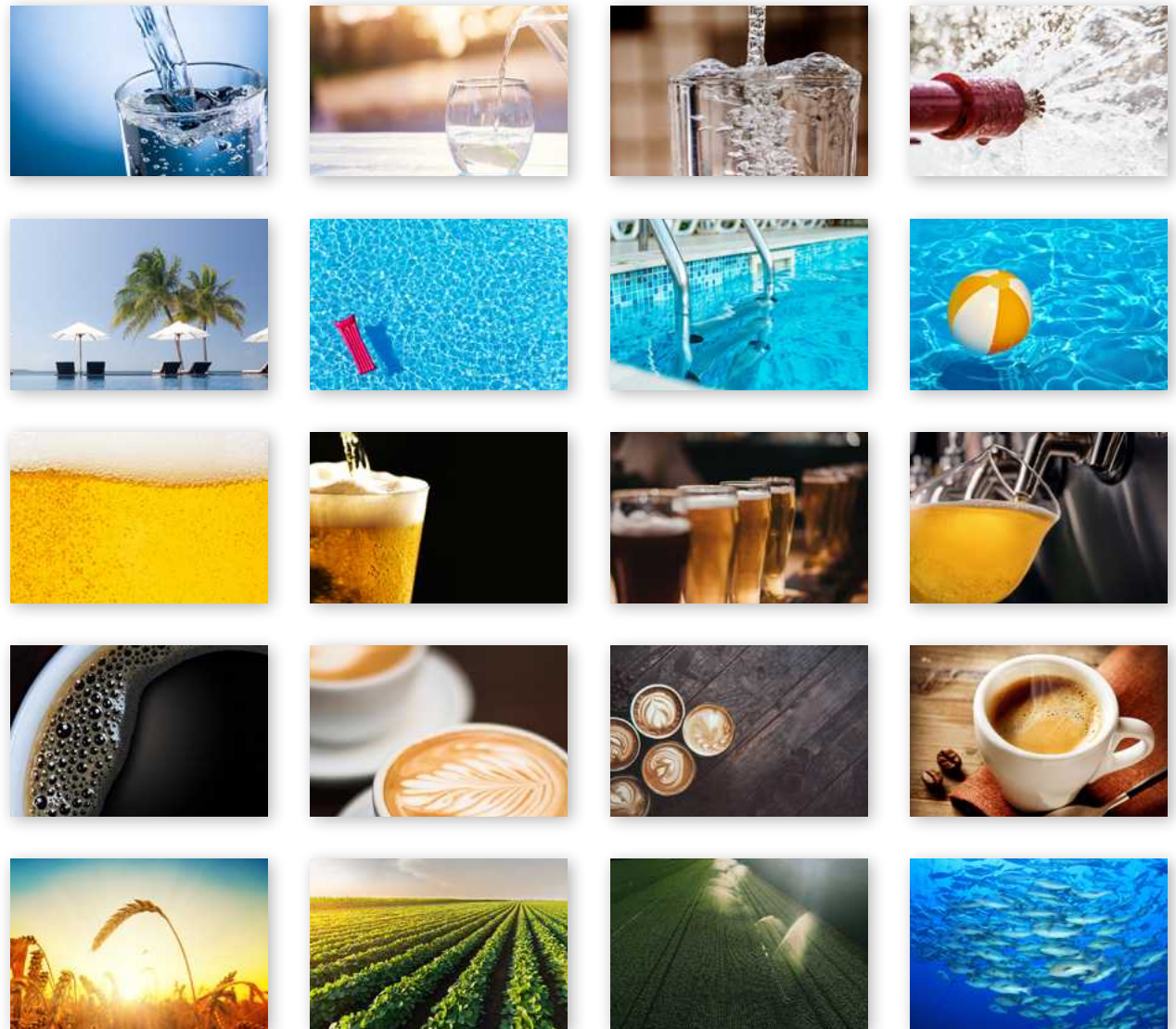
All 'FOR LIFE' images for use in Pentair communications contain the [iStock Content License Agreement](#), which includes advertising, apps, marketing, presentations, product packaging, social media, video, websites, and more uses listed in the license. An iStock extended license is available for additional content use not listed in the standard license mentioned above.

Important Note: The rights to additional stock images must be purchased for use in Pentair communications, for information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD IMAGES

Images for use in Pentair communications are available in the Brand Standards section located in 'Working Here' on mypentair.com

'FOR LIFE' IMAGES (Tier 4)



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).

PRODUCT IMAGES



PRODUCT IMAGES (Silhouetted)



With our focus on water, it is imperative the imagery that we use to capture our market expertise, presents an engaging representation of life's essential resource.

WATER IN ACTION

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

Important Note: The photographs to the right show a range of imagery. In creating these thumbnails, some of the image may have been substantially cropped out and additional image area may be available.

ROYALTY-FREE STOCK PHOTOGRAPHY

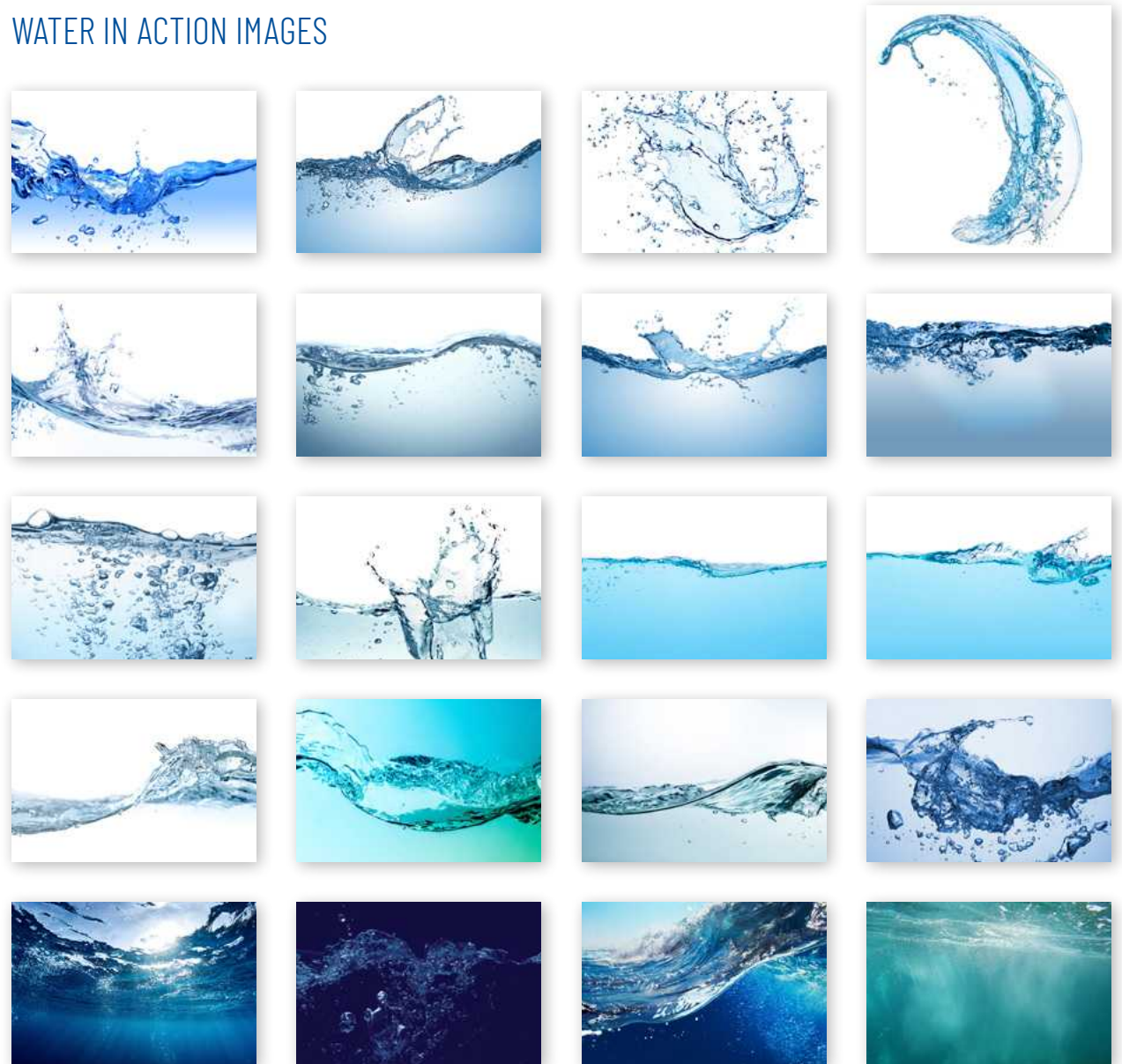
These images for use in Pentair communications contain the [iStock Content License Agreement](#), which includes advertising, apps, marketing, presentations, product packaging, social media, video, websites, and more uses listed in the license. An iStock extended license is available for additional content use not listed in the standard license mentioned above.

Important Note: The rights to additional stock images must be purchased for use in Pentair communications, for information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD IMAGES

Images for use in Pentair communications are available in the Brand Standards section located in 'Working Here' on mypentair.com

WATER IN ACTION IMAGES



WATER AS PATTERNS

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

Important Note: The photographs to the right show a range of imagery. In creating these thumbnails, some of the image may have been substantially cropped out and additional image area may be available.

ROYALTY-FREE STOCK PHOTOGRAPHY

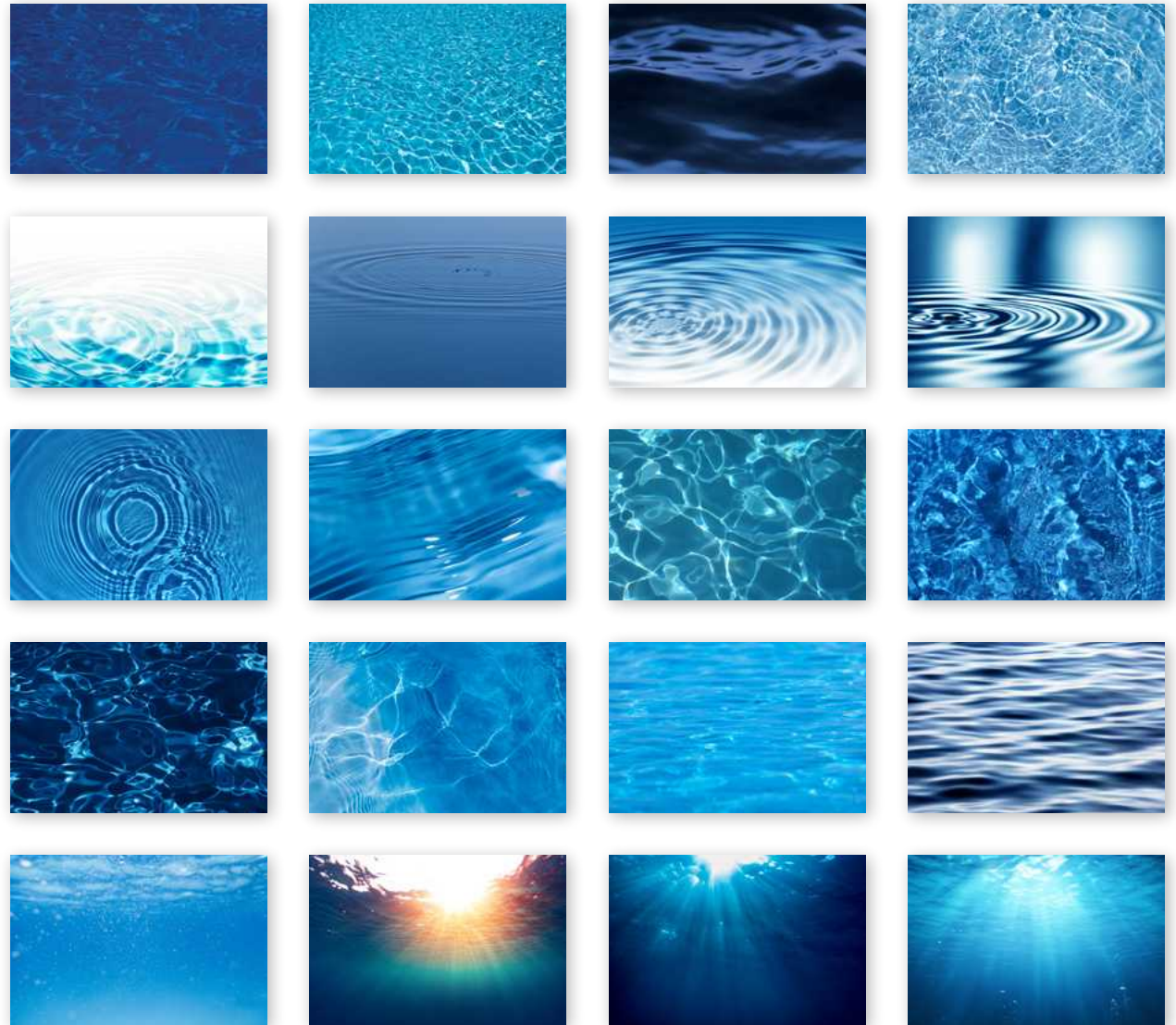
These images for use in Pentair communications contain the [iStock Content License Agreement](#), which includes advertising, apps, marketing, presentations, product packaging, social media, video, websites, and more uses listed in the license. An iStock extended license is available for additional content use not listed in the standard license mentioned above.

Important Note: The rights to additional stock images must be purchased for use in Pentair communications, for information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD IMAGES

Images for use in Pentair communications are available in the Brand Standards section located in 'Working Here' on mypentair.com

WATER AS PATTERNS IMAGES



WATER IN CONSUMER SETTINGS

Our ‘water in consumer settings’ imagery additionally fortifies our belief that a person’s experience with water is pure enjoyment, relaxation and satisfaction – FOR LIFE.

Important Note: The photographs to the right show a range of imagery. In creating these thumbnails, some of the image may have been substantially cropped out and additional image area may be available.

ROYALTY-FREE STOCK PHOTOGRAPHY

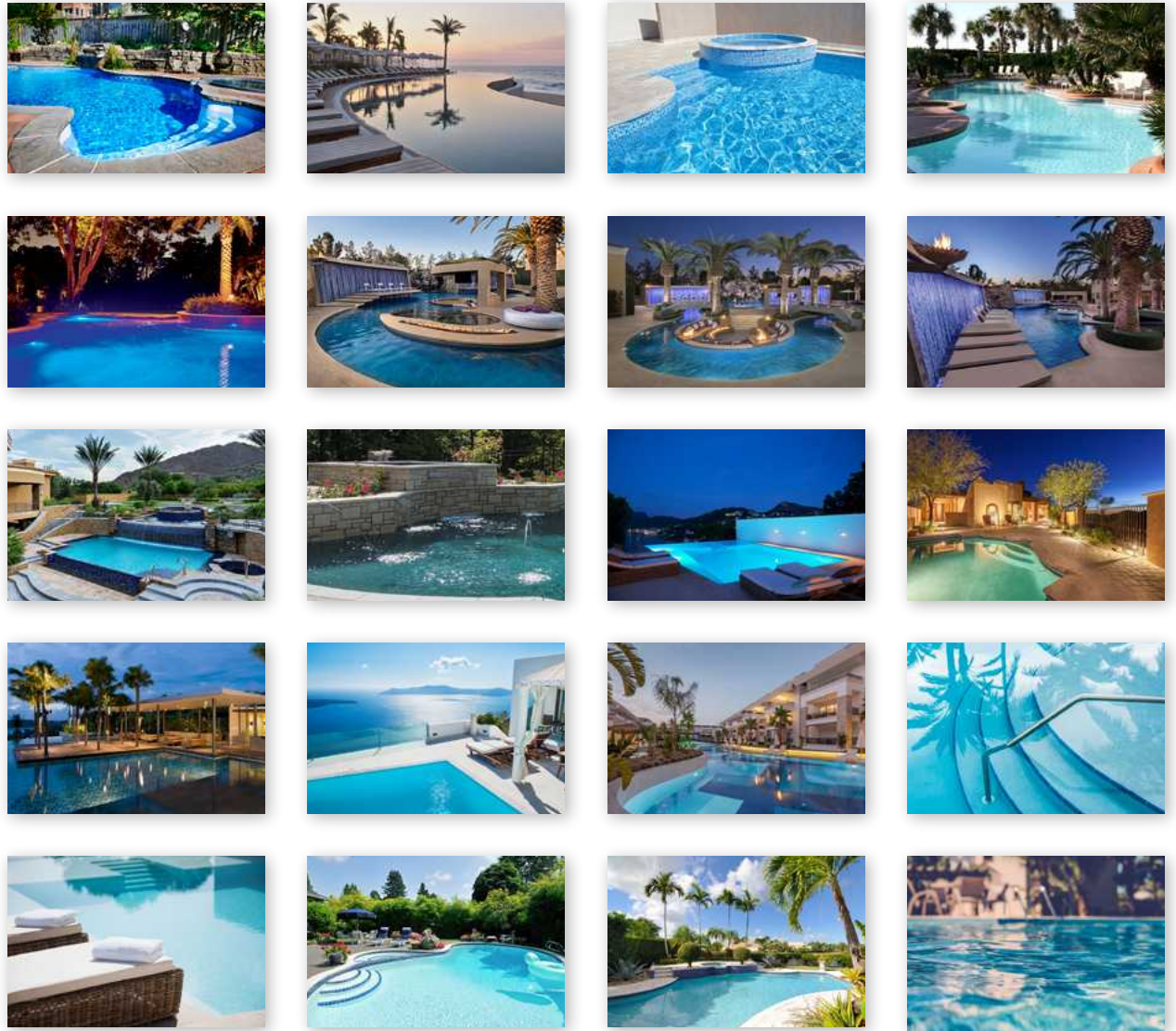
These images for use in Pentair communications contain the [iStock Content License Agreement](#), which includes advertising, apps, marketing, presentations, product packaging, social media, video, websites, and more uses listed in the license. An iStock extended license is available for additional content use not listed in the standard license mentioned above.

Important Note: The rights to additional stock images must be purchased for use in Pentair communications, for information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD IMAGES

Images for use in Pentair communications are available in the Brand Standards section located in ‘Working Here’ on mypentair.com

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.
7. Do not use images with “motion blur” or that appear out of focus.
8. Do not use illustrations or clip art – our brand only includes photographic imagery.

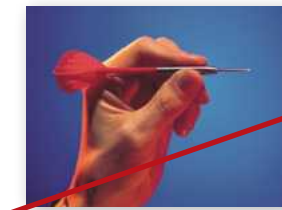
Also, avoid the following issues:

- 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.
- Collages.

UNACCEPTABLE IMAGERY USAGE



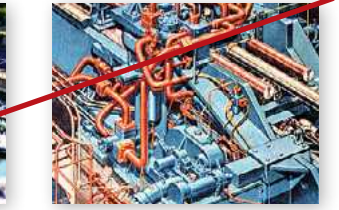
1.



2.



3.



4.



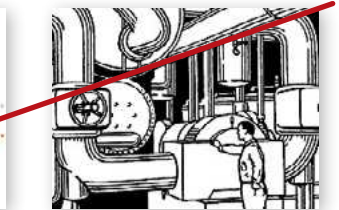
5.



6.



7.



8.

6 ADVERTISEMENTS

6.1 Advertisement Template System

6.2 Print Advertisements

6.8 Print Advertisement Sizes

To maintain brand consistency across all Pentair advertisements, a flexible and modular ad template system has been established due to the variety of ad content. This system is comprised of three template solutions that assure brand compliance, while delivering visually-varied and visually-engaging layouts.

As evidenced in the approved ad templates, the required elements in each ad are:

- A clear, concise and targeted 'FOR LIFE' headline (refer to pages 5.2 for examples).
- Prominent and compliant use of the Pentair brand Signature Element.
- For an optimum reading/consuming experience, succinct and direct body copy.
- Highly-visible Pentair logo.
- Our URL (pentair.com) to be used in Barlow SemiBold.
- ©2019 Pentair to be included in the bottom left or right; 2019 to be the current year.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

Refer to Section 5 for specific detailed information on the use of Imagery and 'FOR LIFE' Statements.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

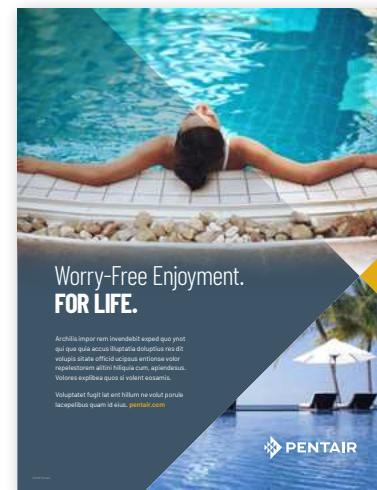
Templates are available in the Brand Standards section located in 'Working Here' on mypentair.com

ADVERTISEMENT TEMPLATES

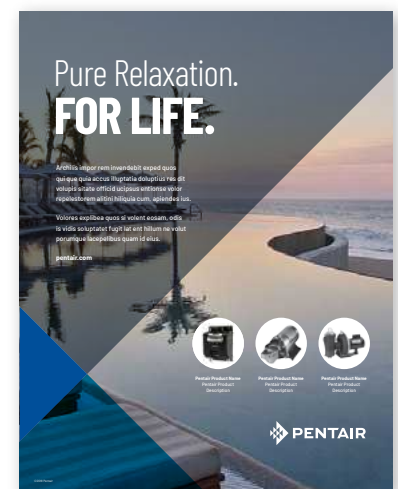
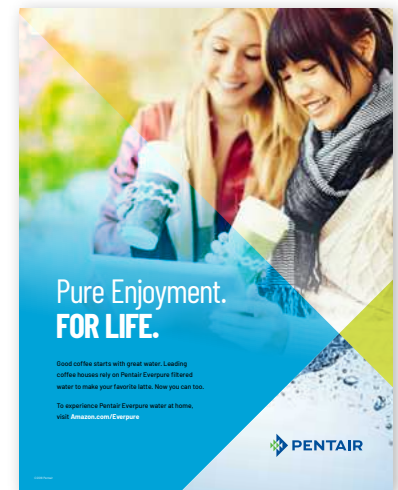
LIGHT



LAYERED



SOLID



Our flexible and modular advertisement template system allows for the appropriate template to be used for the corresponding content.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

Refer to Section 5 for specific detailed information on the use of Imagery and 'FOR LIFE' Statements.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

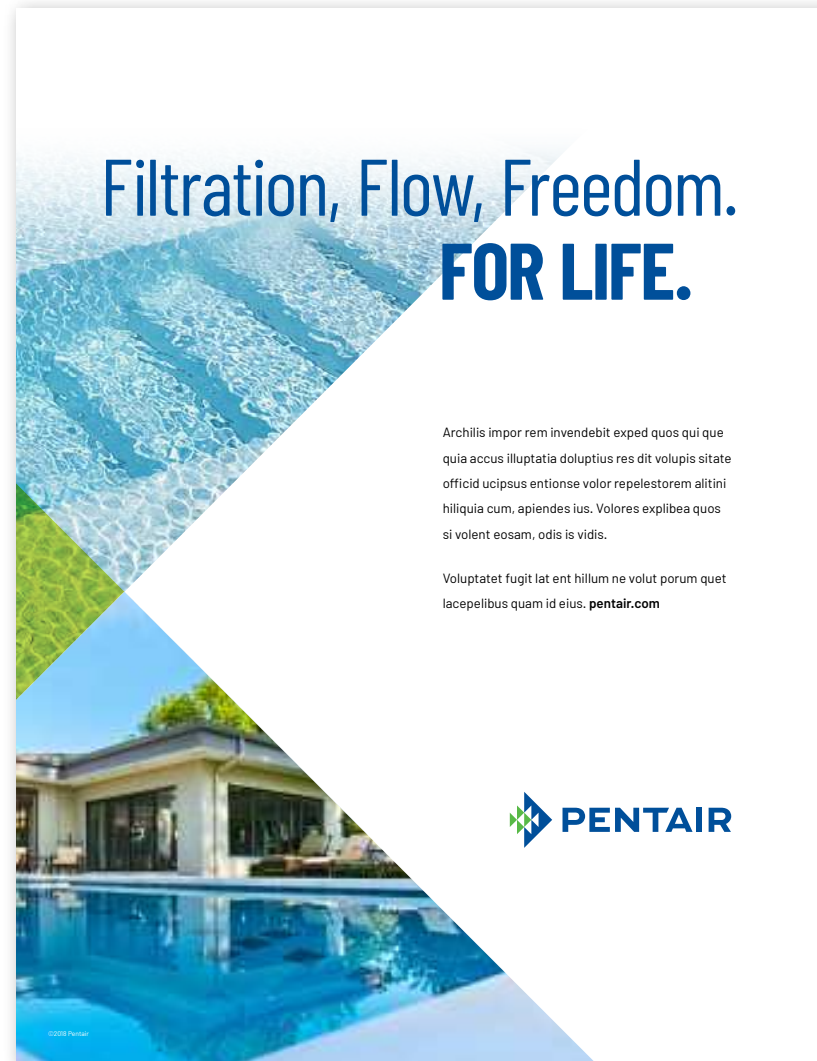
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Templates are available in the Brand Materials section located in 'Working Here' on mypentair.com

ADVERTISEMENTS (Light Template)



Our flexible and modular advertisement template system allows for the appropriate template to be used for the corresponding content.

ADVERTISEMENTS (Light Template)

**Smart Solutions.
FOR LIFE.**

Introducing the IntelliCenter™ ControlSystem for Pool and Spa by Pentair

CONVENIENT
Effortlessly connect from the palm of your hand – or with Amazon Echo™ smart speaker.

INTUITIVE
Intuitive interface and settings make operation a cinch.

ACCESSIBLE
Connect from anywhere, anytime.

Contact your local pool dealer to learn more, or visit pentair.com/IntelliCenter

PENTAIR

eco select

TRADEGRADE eco select

**Pure Relaxation.
FOR LIFE.**

Offer your customers the serenity, savings and performance that Pentair cleaners deliver. With Pentair cleaners, they can relax and enjoy their pristine pool, effortlessly.

Learn more about our complete line of cleaners at pentair.com/clean

Durado®
Suction-Side
Pool Cleaner

Prowler® 930
Robotic Inground
Pool Cleaner

Rebel®
Suction-Side Inground
Pool Cleaner

PENTAIR

**Peace of Mind.
FOR LIFE.**

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Voluptatet fugit lat ent hillum ne volut porumque lacepellbus quam id eius. pentair.com

PENTAIR

Our flexible and modular advertisement template system allows for the appropriate template to be used for the corresponding content.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

Refer to Section 5 for specific detailed information on the use of Imagery and 'FOR LIFE' Statements.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Templates are available in the Brand Standards section located in 'Working Here' on mypentair.com

ADVERTISEMENTS (Layered Template)

Pure Precision. **FOR LIFE.**

Dae moluptatem labor aut aut endessi mposaest odit faccae dolut occupa speria volorep tatur, sapidellorum faccae mo qui sam faciisci volor.

- Destiatis cusam la cus solupturis ab iur sandit
- Faccus dita lipid eaque vollautem rerciat
- Vel incias venihil lessusame
- Fugitas rerspe pe nitatem quuntem
- Elecae laboresequas et fuga ltatur moluptatem
- None eum quas voluptus

pentair.com

PENTAIR

Pentair Product
Andunt laboribust esed quamet labo ut dips et quaspe

Our flexible and modular advertisement template system allows for the appropriate template to be used for the corresponding content.

ADVERTISEMENTS (Layered Template)

Worry-Free Enjoyment. FOR LIFE.

Archilis impor rem invendebit expedit quo ynot qui que quia accus illuptatia doluptius res dit volupis sitate officid ucipisus entionseolor repelestorem ailitini hiliquia cum, apiendesus. Volores expilbea quos si volent eosamis.

Voluptatet fugit lat ent hillum ne volut porule lacepelibus quam id elus. pentair.com

Healthy Nourishment. FOR LIFE.

Dae moluptatem labor aut aut endessi mposaest odit faccae dolut occupa speria volorep tatur, sapidelorum faccae mo qui sam facilisci volor.

- Destiatiscusam la cus solupturis ab lur sandit
- Faccus dita lipid eaque vollaudem rerciat
- Vel incias venihill lessusame
- Fugitas rerspe pe nitatem quantem
- Elecae laboresequas et fuga itatur moluptatem
- None eum quas voluptus

Pentair Product
Andunt laboribust esed quamet labo ut dipis et quasse

pentair.com

Nourishing Growth. FOR LIFE.

Dae moluptatem labor aut aut endessi mposaest odit faccae dolut occupa speria volorep tatur, sapidelorum faccae mo qui sam facilisci volor.

- Destiatiscusam la cus solupturis ab lur sandit
- Faccus dita lipid eaque vollaudem rerciat
- Vel incias venihill lessusame
- Fugitas rerspe pe nitatem quantem
- Elecae laboresequas et fuga itatur moluptatem
- None eum quas voluptus

pentair.com

Pentair Product
Andunt laboribust esed quamet labo ut dipis et quasse

Our flexible and modular advertisement template system allows for the appropriate template to be used for the corresponding content.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

Refer to Section 5 for specific detailed information on the use of Imagery and 'FOR LIFE' Statements.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Templates are available in the Brand Standards section located in 'Working Here' on mypentair.com

ADVERTISEMENTS (Solid Template)



Our flexible and modular advertisement template system allows for the appropriate template to be used for the corresponding content.

ADVERTISEMENTS (Solid Template)

Vast Enlightenment. FOR LIFE.

Introducing MicroBrite Color and White LED Lights. Equip your customers with brilliant white and captivating color LED lights without the installation difficulties.

- The industry's smallest, ultra-bright LED light
- No niche required; fits in any standard 1.5-in. pool wall fitting
- Installs horizontally or vertically in as shallow as 4 inches
- Fit where others don't, such as in narrow walls and tight spaces
- Add visual excitement along steps, sun shelves and in swimouts

pentair.com/MicroBrite



MicroBrite™
MicroBrite lights are only 3.5 in. long and 2 in. diameter.

TRADEGRADE ecoselect





PENTAIR

TRADEGRADE ecoselect

Pure Relaxation. FOR LIFE.

Offer your customers the serenity, savings and performance that Pentair cleaners deliver. With Pentair cleaners, they can relax and enjoy their pristine pool, effortlessly.

Learn more about our complete line of cleaners at pentair.com/clean

PENTAIR

Dorado™ Suction-Side Pool Cleaner

Prowler® B30 Robotic Inground Pool Cleaner

Rebel™ Suction-Side Inground Pool Cleaner

Pure Enjoyment. FOR LIFE.

Good coffee starts with great water. Leading coffee houses rely on Pentair Everpure filtered water to make your favorite latte. Now you can too.

To experience Pentair Everpure water at home, visit Amazon.com/Everpure

PENTAIR

DIFFERENT ADVERTISEMENT SIZES

The flexibility of our brand allows for brand-compliant advertisements to be resized for any need, as shown to the right.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

Refer to Section 5 for specific detailed information on the use of Imagery and 'FOR LIFE' Statements.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

Templates are available in the Brand Standards section located in 'Working Here' on mypentair.com



7 DIGITAL, VIDEO & SOCIAL MEDIA

7.1 Online Advertisements

7.2 Video Intro/Outro

7.3 Social Media

The consistency established in our advertisements are applied to our banner ads – reinforcing the use of the core brand elements.

FORMAT

Dimensions and specifications are determined by the specific site's requirements.

PENTAIR LOGO

Only the full-color or reversed white Pentair logo should be used (for specific details, refer to Section 1).

Important Note: Pentair branded logos, as shown in our Brand Architecture (refer to Section 2), should not be used in place of the Pentair logo.

SIGNATURE ELEMENT

For specifications and usage of our key branding asset, the Signature Element, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

IMAGERY

These banner ads demonstrate the use of 'FOR LIFE' and Water Images (refer to Section 5).

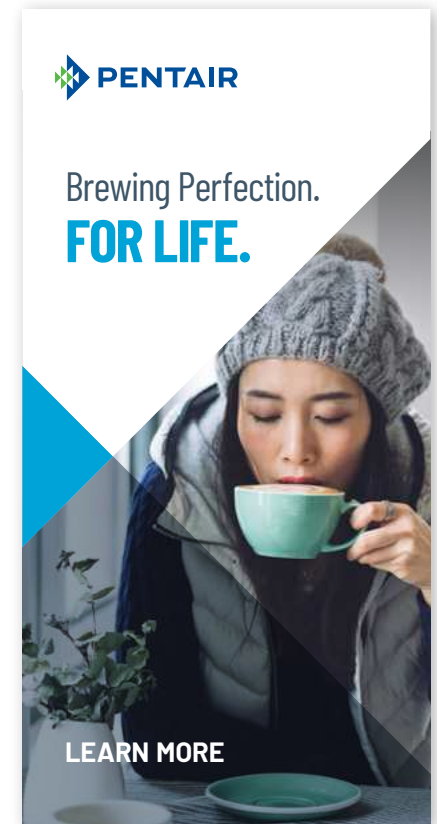
HEADLINES ('FOR LIFE' Statements)

Refer to Section 5 for use of our 'FOR LIFE' Statements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

BANNER ADVERTISEMENTS



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 and outro will ensure all the varying and engaging video content is presented within our uniform brand.

FORMAT

1920 x 1080 pixel ratio / HD / mp4 files

PENTAIR LOGO

Only the reversed white Pentair logo is used in the Video Intro and Outro.

Important Note: Pentair sub-brand logos, as shown in our Brand Architecture (refer to Section 2), should not be used in place of the Pentair logo.

BRAND ASSETS

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

DOWNLOAD FILES

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

VIDEO INTRO



The Video Intro starts with the animated water background, then the Pentair Logo transitions in for a few seconds. The logo and background then fade to white.

VIDEO OUTRO



The Video Outro starts with the animated water background, then the Pentair Brand Promise transitions in for a few seconds then transitions out. The Pentair Logo then enters and the URL fades in for a few seconds and stops, as shown above.

Banners created for Social Media should always be consistent with our brand standards – reinforcing the use of the core brand elements.

SOCIAL MEDIA LINKS

LinkedIn: <https://www.linkedin.com/company/pentair/>

Twitter: <https://twitter.com/pentair>

Facebook: <https://www.facebook.com/pentair/>

FORMAT

Dimensions and specifications are determined by the specific site's requirements.

PENTAIR LOGO

Only the full-color or reversed white Pentair logo should be used (for specific details, refer to Section 1).

Important Note: Pentair branded logos, as shown in our Brand Architecture (refer to Section 2), should not be used in place of the Pentair logo.

SIGNATURE ELEMENT

For specifications and usage of our key branding asset, the Signature Element, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

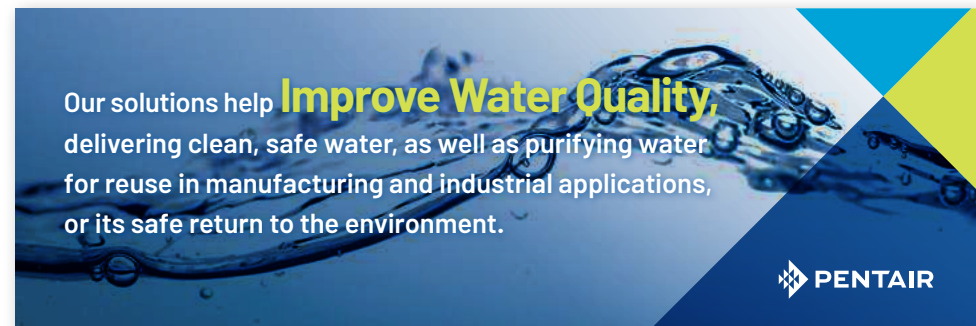
IMAGERY

These visuals demonstrate the use of 'FOR LIFE' and Water Images (refer to Section 5).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

SOCIAL MEDIA BANNERS



8 BROCHURES & PRODUCT SHEETS

- 8.1 Corporate/Copyright Standards
- 8.2 Brochure Cover
- 8.3 Brochure Cover (Platform)
- 8.4 Brochure Cover (Product Line)
- 8.5 Brochure Cover (Display Rack)
- 8.6 Brochure Interior Spread
- 8.7 Brochure Back Cover
- 8.8 Brochure Back Cover (Multiple Addresses)
- 8.9 Product Sheet

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.

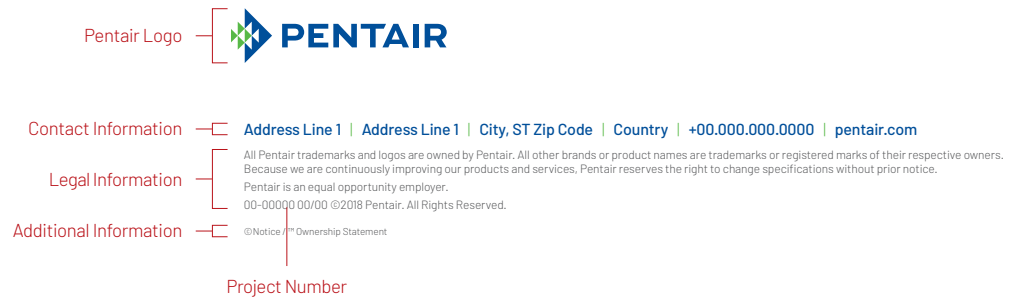
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

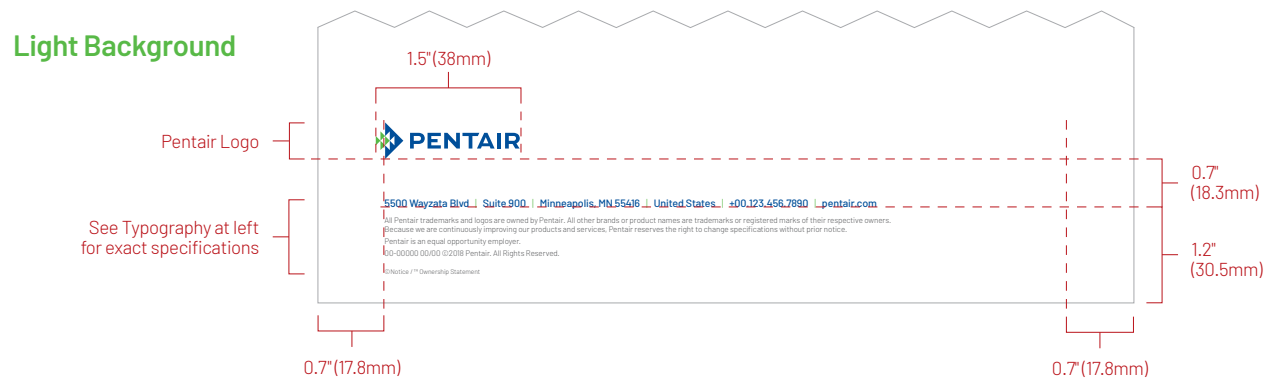
LEGAL ENTITY USE

For information on the use of legal entity names, refer to Section 15. Contact your assigned Legal Counsel if you have any specific questions.

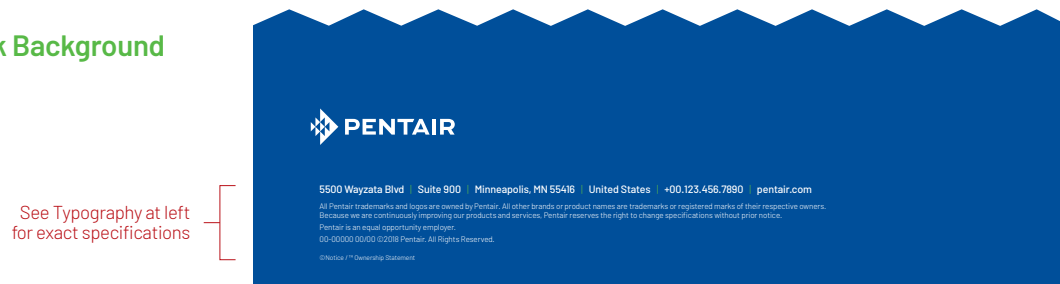
CORPORATE/COPYRIGHT STANDARDS



CONFIGURATION AND COMPONENTS



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 Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

Refer to Section 5 for specific detailed information on the use of Imagery and 'FOR LIFE' Statements.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

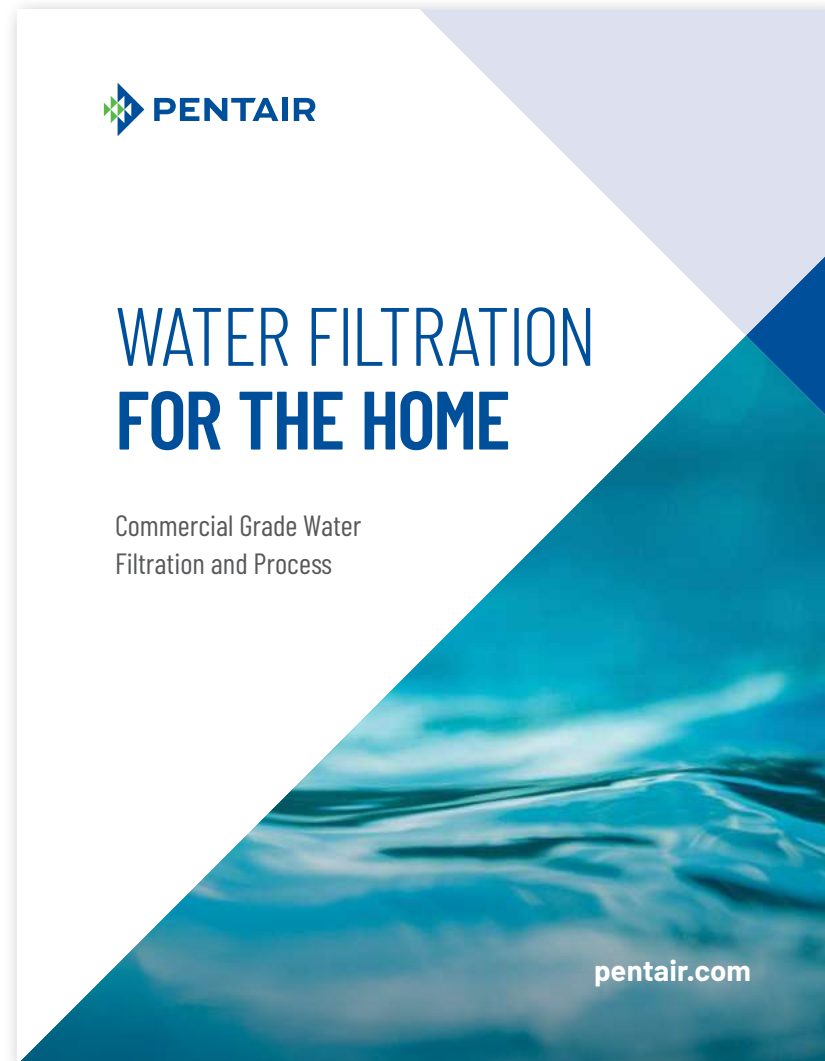
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LEGAL ENTITY USE

For information on the use of legal entity names, refer to Section 15. Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE COVER (Master Brand)



This Platform 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 Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

Refer to Section 5 for specific detailed information on the use of Imagery and 'FOR LIFE' Statements.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

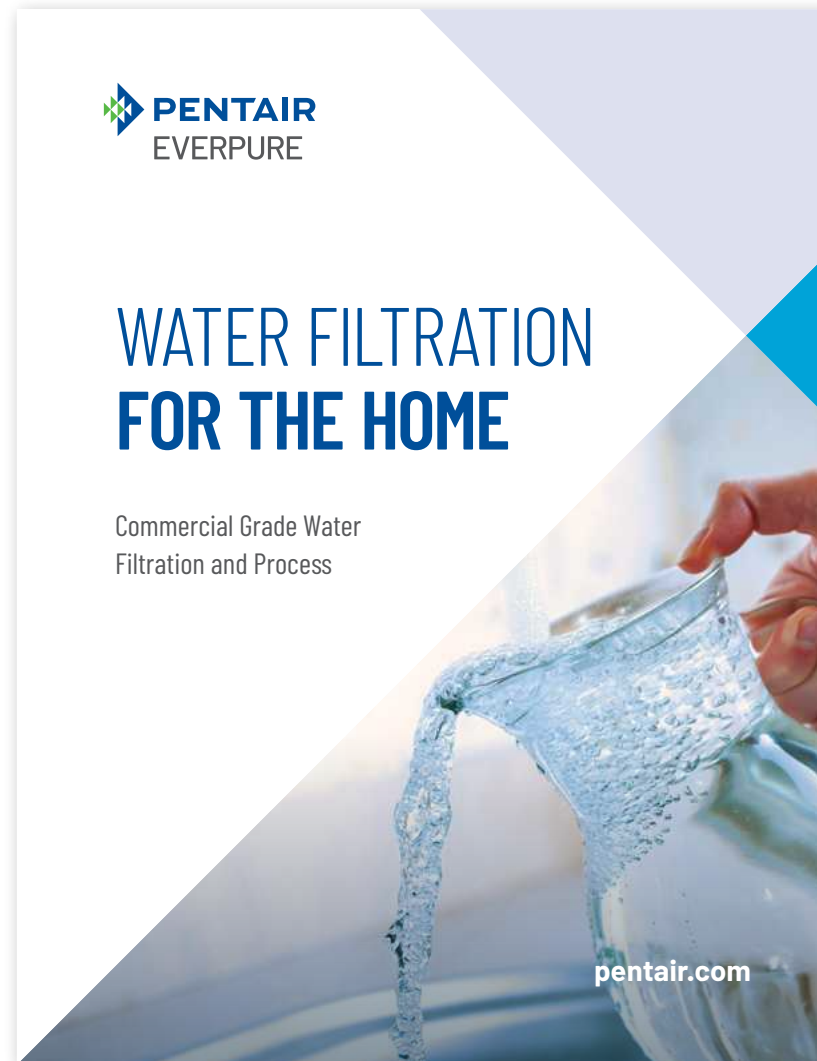
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LEGAL ENTITY USE

For information on the use of legal entity names, refer to Section 15. Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE COVER (Platform)



This Product Line 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

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY

Refer to Section 5 for specific detailed information on the use of Imagery.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

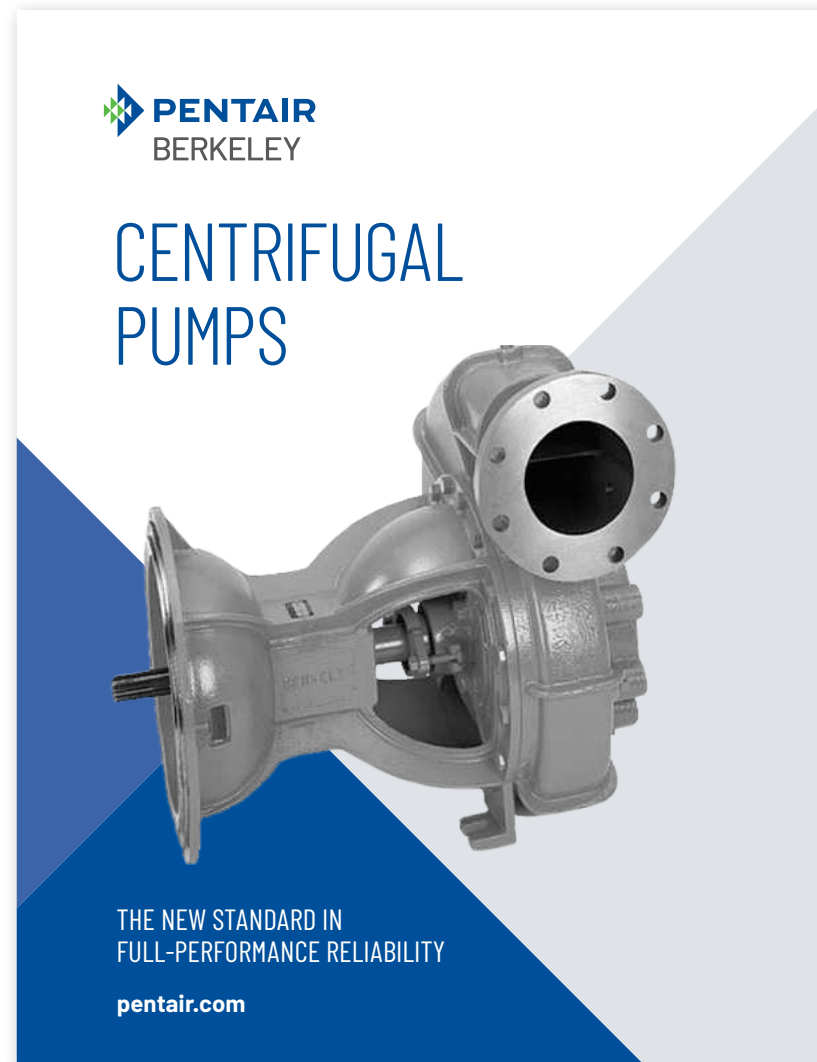
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LEGAL ENTITY USE

For information on the use of legal entity names, refer to Section 15. Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE COVER (Product Line)



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

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY

Refer to Section 5 for specific detailed information on the use of Imagery.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

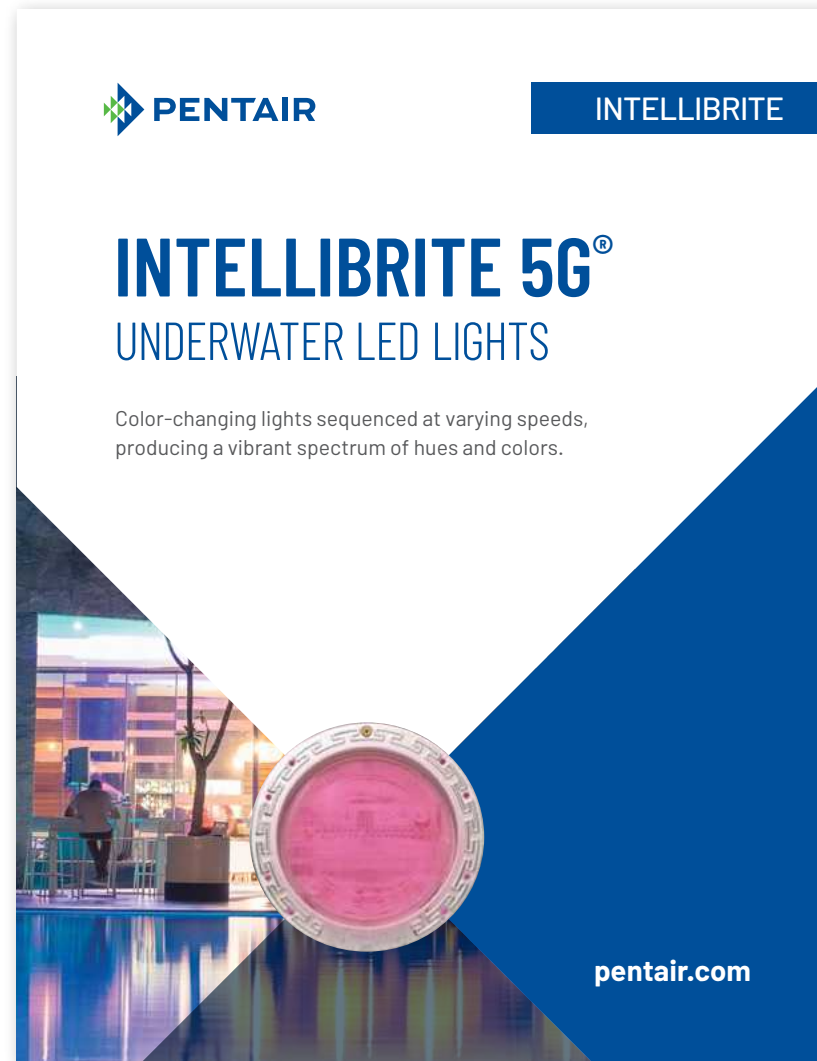
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LEGAL ENTITY USE

For information on the use of legal entity names, refer to Section 15. Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE COVER (Display Rack)



This page illustrates a typical example of a Pentair brochure back cover in white (refer to page 4.12 for blue version). 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 on the bottom left above the address (refer to Corporate/Copyright Standards on page 8.1).

TYPOGRAPHY

This brochure back cover uses Barlow Medium and Light (refer to Corporate/Copyright Standards on page 8.1).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LEGAL ENTITY USE

For information on the use of legal entity names, refer to Section 15. Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE BACK COVER



This page illustrates a typical example of a Pentair brochure back cover with multiple addresses in white (refer to page 4.11 for blue version).

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 (refer to Corporate/Copyright Standards on page 8.1).

TYPOGRAPHY

This brochure back cover uses Barlow Medium and Light (refer to Corporate/Copyright Standards on page 8.1).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LEGAL ENTITY USE

For information on the use of legal entity names, refer to Section 15. Contact your assigned Legal Counsel if you have any specific questions.

BROCHURE BACK COVER (Multiple Addresses)



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

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY

Refer to Section 5 for specific detailed information on the use of Imagery.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15) and Typography (pages 1.18-1.19).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LEGAL ENTITY USE

For information on the use of legal entity names, refer to Section 15. Contact your assigned Legal Counsel if you have any specific questions.

PRODUCT SHEET (Front)

Alternative Single Page

9 PACKAGING & LABELING

9.1 Product Packaging

9.4 Packaging Icons

9.7 Cardboard Boxes

9.8 Packing Tape

9.9 Labeling

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 Platform, product imagery, technical information, and Signature Element on product packaging.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRODUCT PACKAGING (Platform)



Professional Series Example



Designer Series Example

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 Line, product imagery, technical information, and Signature Element on product packaging (refer to pages 2.1-2.17).

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

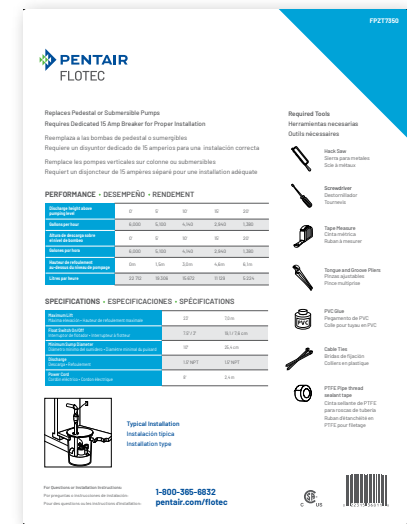
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

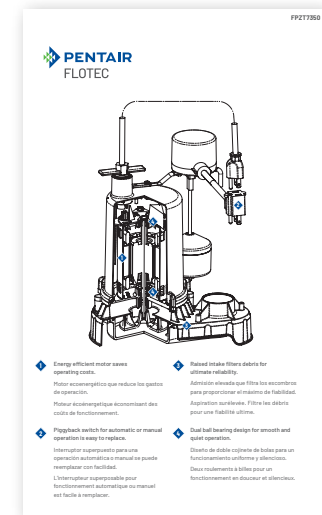
PRODUCT PACKAGING (Product Line)



Front



Back



Side

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 Line, product imagery, technical information, and Signature Element on product packaging (refer to pages 2.1-2.17).

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRODUCT PACKAGING (Product Name)



The vast array of Pentair’s 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.

PACKAGING ICON SETS

Our packaging icons are separated into the following sets, which are listed on pages 9.5–9.6:

- 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 (refer to pages 9.5–9.6).

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 (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PACKAGING ICONS



Fingertip Controls



Best for Homes with 1 to 2+ people



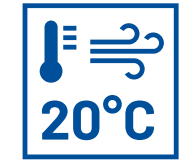
Pool & Spa Automation



Chlorine Taste & Odor



Product Registration



Ambient Temperature

PACKAGING ICONS WITH DETAILED INFORMATION



MTBE

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



Cysts

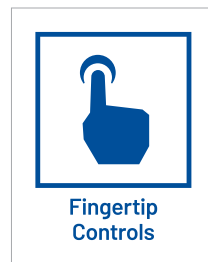
NSF/ANSI Standard 53 Certified to reduce cysts such as Cryptosporidium and Giardia by mechanical means.



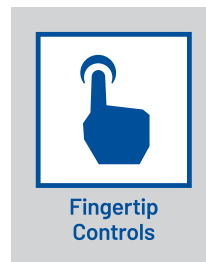
VOC

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

COLOR OPTIONS



Fingertip Controls



Fingertip Controls



Fingertip Controls



Fingertip Controls



Fingertip Controls

Pentair Blue Icons on white and light backgrounds.

White Icons on Pentair Blue and dark backgrounds.

Black Icons on white backgrounds.

A consistent brand bridges both internal and external applications – all branding opportunities need to reinforce the overall brand while driving the targeted message of the particular graphic. As evidenced by the approved set, these icons reinforce uniformed styling to ensure all packaging represents the Pentair brand.

These icons provide graphical representations for our product packaging, and it is advised that these icons only be used for packaging and packaging-related material (printed and online). Refer to pages 1.23-1.24 for Pentair's primary and secondary icons.

Important Notes:

- To ensure brand consistency of all packaging icons, it is critical that the approved icon style is used.
- If a needed icon(s) is not currently shown, contact your Assigned Brand Council Member or the Senior Marketing Manager, Global Branding (Catherine.Stidwell@pentair.com) to have the additional icon(s) designed within the Pentair Brand Identity Standards.

PACKAGING ICONS WITH DETAILED INFORMATION

Refer to page 9.4 for icons that can be created with detailed information to the right of the icon, as well as customized icons with specific art, such as particular currency symbols, measurements and temperatures.

COLOR OPTIONS

The color palette offered for all Packaging Icons are described on page 9.4.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PACKAGING ICONS

Features

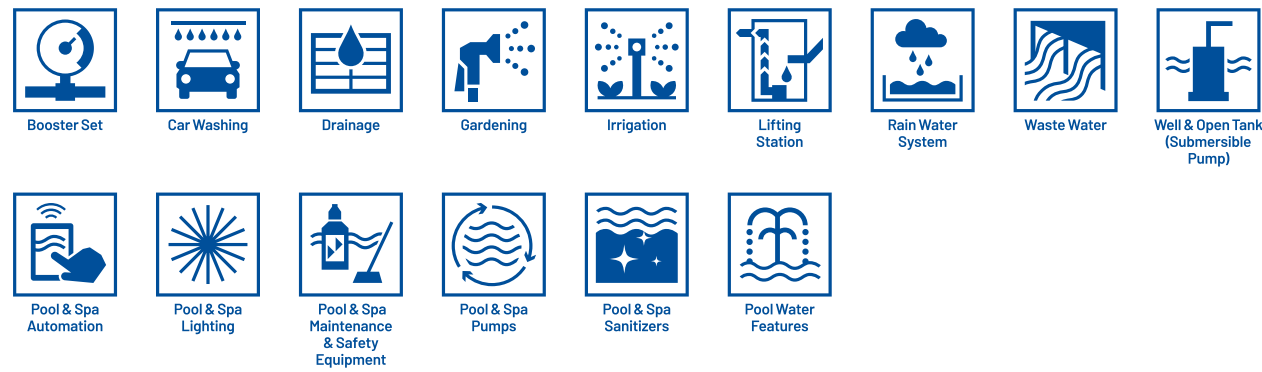


Rebate icons can be created with specific currency symbols, and will follow the above icon standard. Currently the Dollar and the Euro symbols are included.

Applications



Product Categories



A consistent brand bridges both internal and external applications – all branding opportunities need to reinforce the overall brand while driving the targeted message of the particular graphic. As evidenced by the approved set, these icons reinforce uniformed styling to ensure all packaging represents the Pentair brand.

These icons provide graphical representations for our product packaging, and it is advised that these icons only be used for packaging and packaging-related material (printed and online). Refer to pages 1.23-1.24 for Pentair’s primary and secondary icons.

Important Notes:

- To ensure brand consistency of all packaging icons, it is critical that the approved icon style is used.
- If a needed icon(s) is not currently shown, contact your Assigned Brand Council Member or the Senior Marketing Manager, Global Branding (Catherine.Stidwell@pentair.com) to have the additional icon(s) designed within the Pentair Brand Identity Standards.

PACKAGING ICONS WITH DETAILED INFORMATION

Refer to page 9.4 for icons that can be created with detailed information to the right of the icon, as well as customized icons with specific art, such as particular currency symbols, measurements and temperatures.

COLOR OPTIONS

The color palette offered for all Packaging Icons are described on page 9.4.

BRAND ASSETS

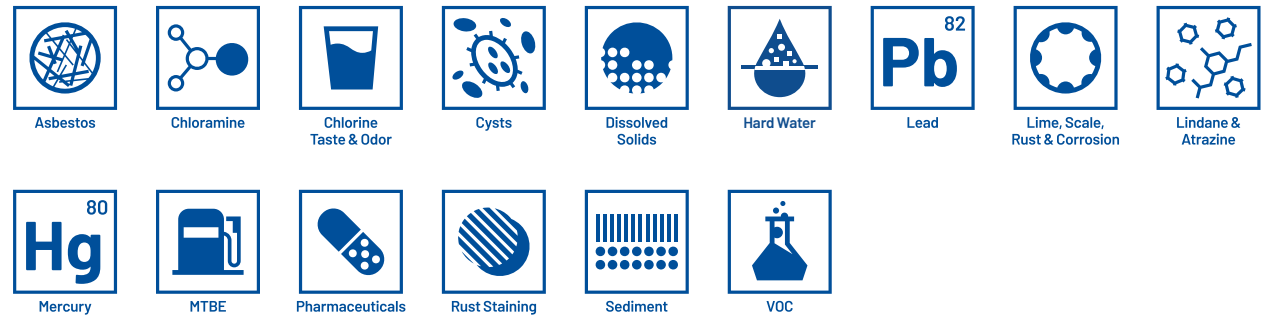
Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

PACKAGING ICONS

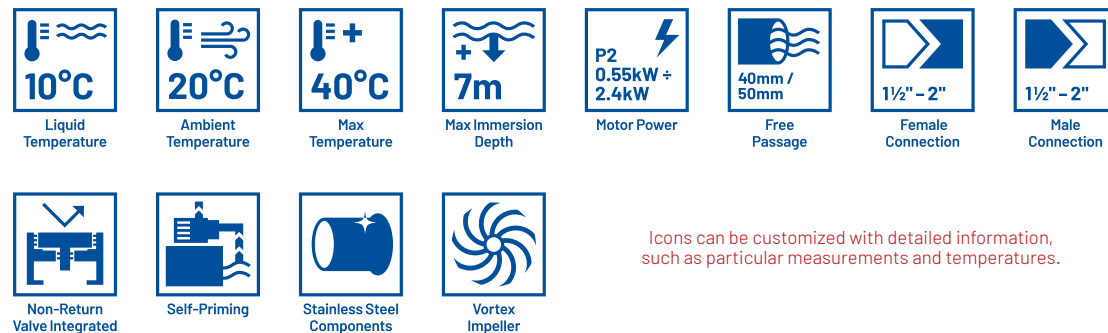
Contaminants



Services



Product Specifications



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

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 two longest and most predominate sides/panels of a cardboard box.

The width of logo should be at least 25% of the width of the selected box panel, but should not exceed 70% 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, refer to Sections 1 and 2.

GRAPHIC ELEMENTS

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

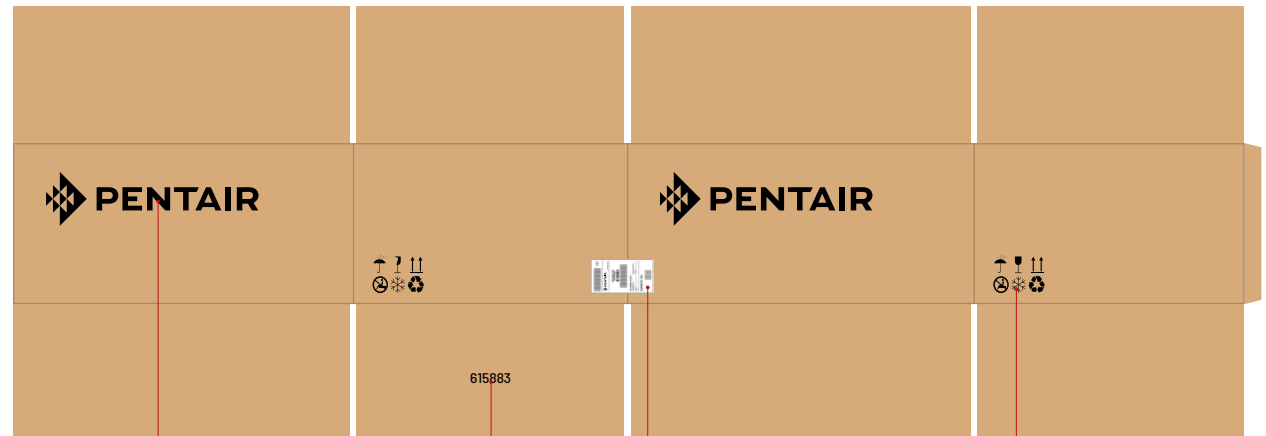
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

CORRUGATED CARDBOARD BOXES



Graphic Elements



Pentair Logo on Long Sides of Box

Part Number

Box Label

Shipping Icons on Narrow Sides of Box

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 (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 Brand Fonts (pages 1.14-1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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.

BRAND LOGOS

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

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

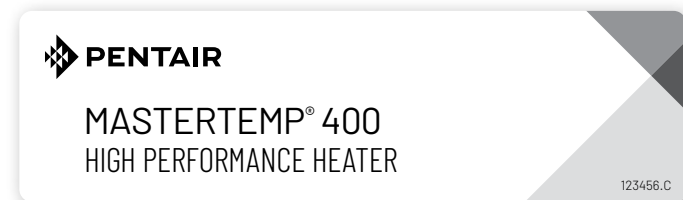
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

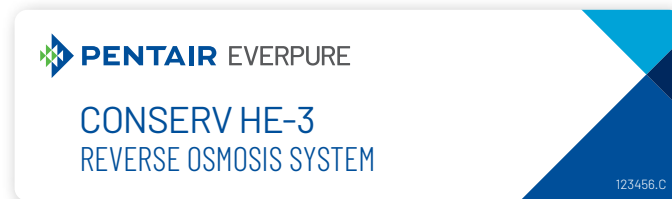
PRODUCT LABELS



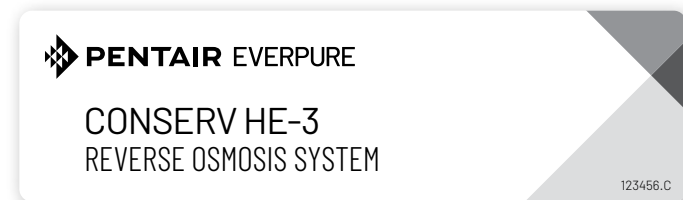
Full-Color Label with
Master Brand Logo



Black Label with
Master Brand Logo



Full-Color Label with
Product Brand Logo



Black Label with
Product Brand 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.

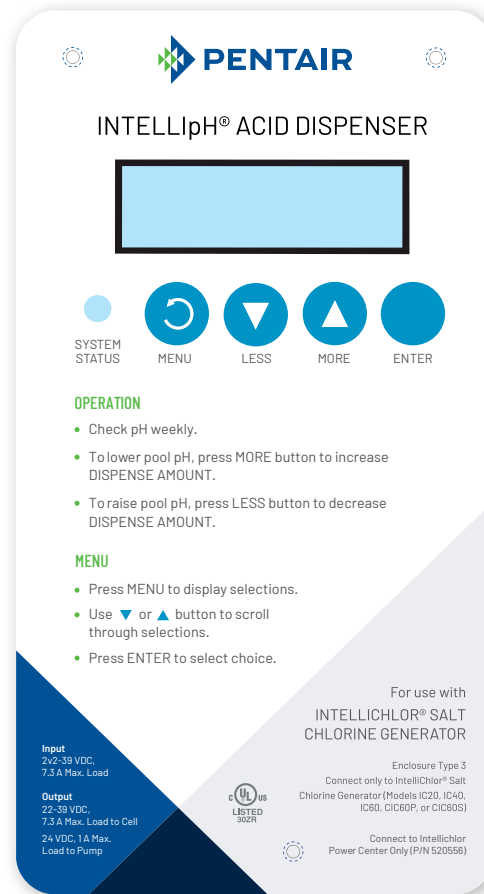
TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

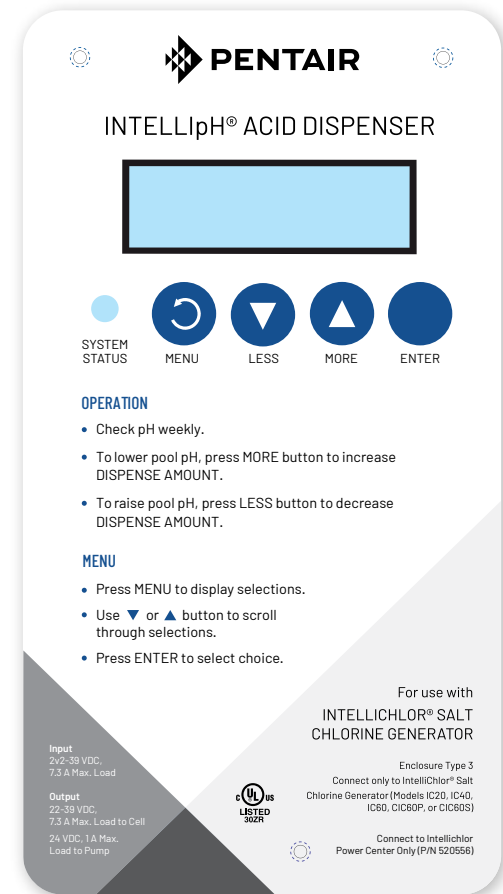
BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRODUCT OVERLAYS



Full-Color Overlay



Two-Color Overlay

10 PROMOTIONAL ITEMS

10.1 Branded Apparel

10.3 Branded Headwear

10.4 Branded Giveaways

10.5 Unacceptable Usage

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 (refer to pages 1.11-1.12). The preferred shirt colors are listed below. To maintain visual integrity, embroidering may require additional thread counts.

PENTAIR LOGO

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), Platform Name, or Product Line Name may be placed on the right sleeve. Never combine more than one of the above.

BRAND FONTS/COLORS

- URL is typeset in Barlow Bold in lowercase, in Blue on light colored shirts and White on dark colored shirts.
- Platform/Product Line 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. The font size should be in relation to the logo size, as described on pages 2.3 and 2.9.

BRAND ASSETS

Only use approved logos and fonts for reproduction (refer to Section 17).

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 (refer to page 16.2).

POLO SHIRTS



White

Light Gray

Blue

Green

Dark Gray

Black

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 (refer to pages 1.11-1.12). The preferred shirt colors are listed below. To maintain visual integrity, embroidering may require additional thread counts.

PENTAIR LOGO

Our 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), Platform Name, or Product Line Name may be placed centered on the back. Never combine more than one of the above.

BRAND FONTS/COLORS

- **URL** is typeset in Barlow Bold in lowercase, in Blue on light colored shirts and White on dark colored shirts.
- **Platform/Product Line 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. The font size should be in relation to the logo size, as described on pages 2.3 and 2.9.

BRAND ASSETS

Only use approved logos and fonts for reproduction (refer to Section 17).

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 (refer to page 16.2).

ZIPPER SWEATSHIRTS



White

Light Gray

Blue

Green

Dark Gray

Black

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

HEADWEAR/EMBROIDERY COLORS

The headwear and embroidery should best match our brand colors (refer to pages 1.11-1.12). The preferred cap colors are listed to the right. To maintain visual integrity, embroidering may require additional thread counts.

PENTAIR LOGO

Our logo is positioned centered on the front, as shown. Use the 2-color logo on light colored caps and the reversed white logo on dark colored caps. Only the Pentair Logo may be placed on the front of the shirt.

SECONDARY BRANDING

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

BRAND FONTS/COLORS

- URL is typeset in Barlow Bold in lowercase, in Blue on light colored caps and White on dark colored caps.
- Platform/Product Line Names are typeset in Barlow SemiBold in Title Case, in either Dark Gray or Blue on light colored caps and White on dark colored caps. The font size should be smaller in relation to the logo size, as described on pages 2.3 and 2.9.

BRAND ASSETS

Only use approved logos and fonts for reproduction (refer to Section 17).

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 (refer to page 16.2).

BASEBALL CAPS



White



Blue

Blue/White



Camouflage

Black

GIVEAWAYS

Branded Giveaways 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), Platform Name, or Product Line Name may be placed on the back. Never combine more than one of the above.

BRAND FONTS/COLORS

- URL is typeset in Barlow Bold in lowercase, in Blue on light colored products and White on dark colored products.
- Platform/Product Line 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. The font size should be in relation to the logo size, as described on pages 2.3 and 2.9.

BRAND ASSETS

Only use approved logos and fonts for reproduction (refer to Section 17).

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 (refer to page 16.2).

MARKETING PRODUCTS



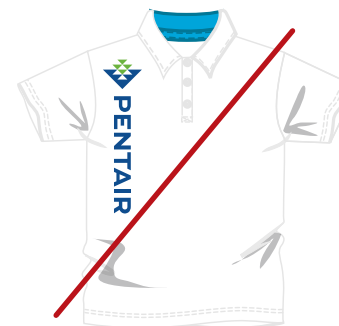
UNACCEPTABLE USAGE

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.



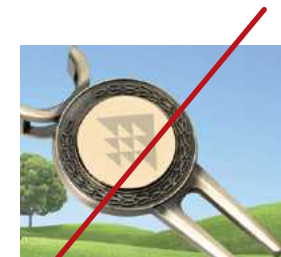
3.



4.



5.



6.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).



7.


















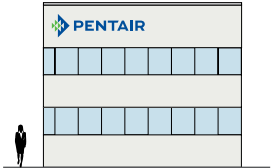
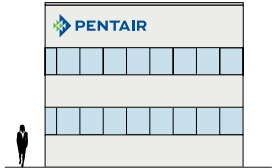
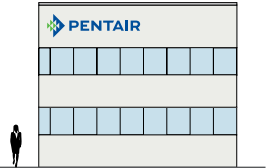
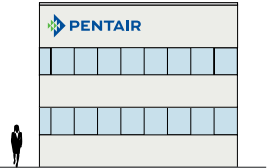
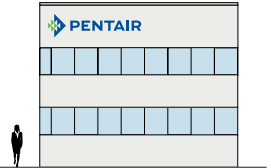
8.



9.

11 SIGNAGE

- 11.1 Overview
- 11.2 Logo Specifications
- 11.3 Logo Flag
- 11.4 Logo Banners
- 11.5 Door Signage
- 11.10 Lobby Signage
- 11.13 Office & Workstation Signage
- 11.14 Room Signage (ADA Compliant)
- 11.15 Window Graphics
- 11.16 Graphic Panels
- 11.20 Wall Paints & Coverings
- 11.21 Directional Signage
- 11.24 Monument Signage
- 11.31 Building 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 (refer to page 16.2).

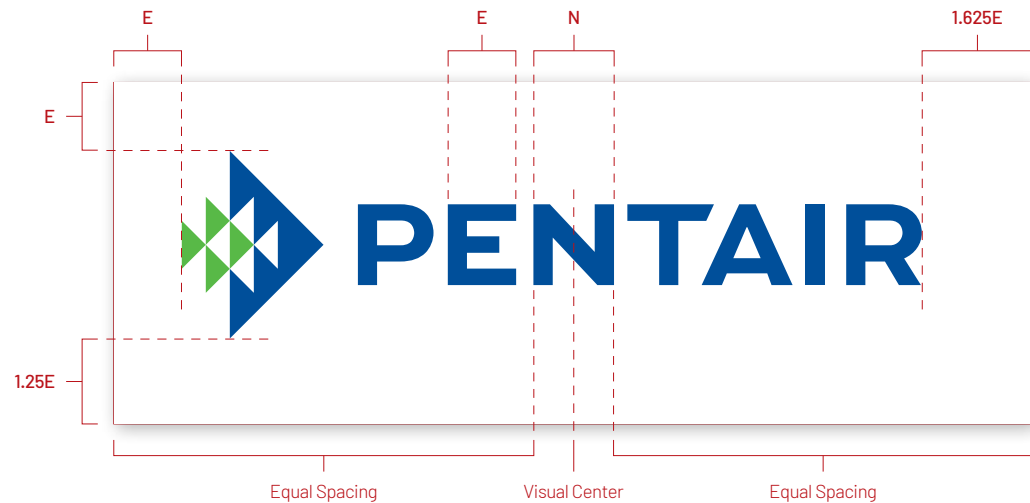
CLEAR SPACE & ALIGNMENT (Preferred)

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 (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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.

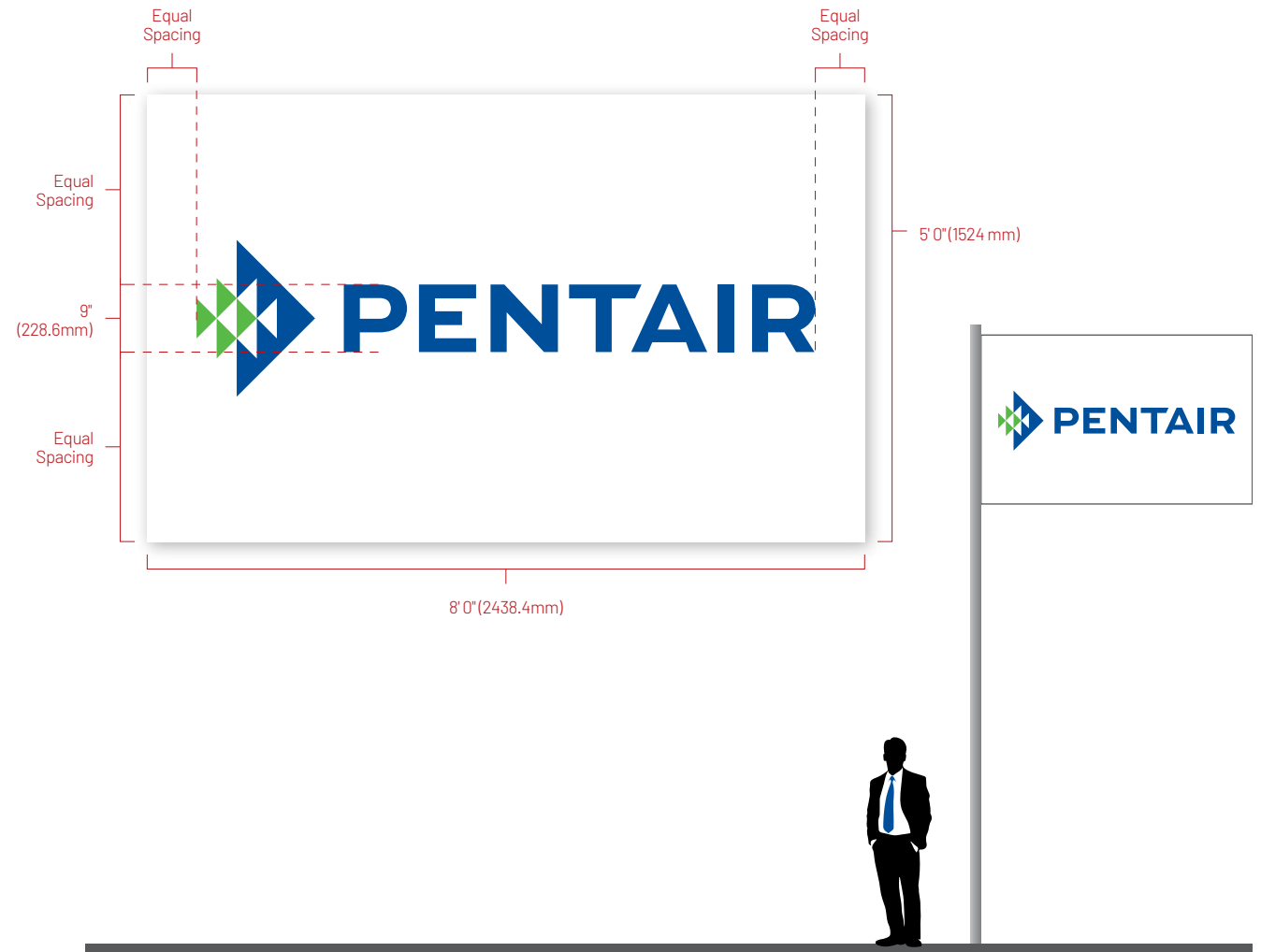
Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here (refer to page 11.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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.

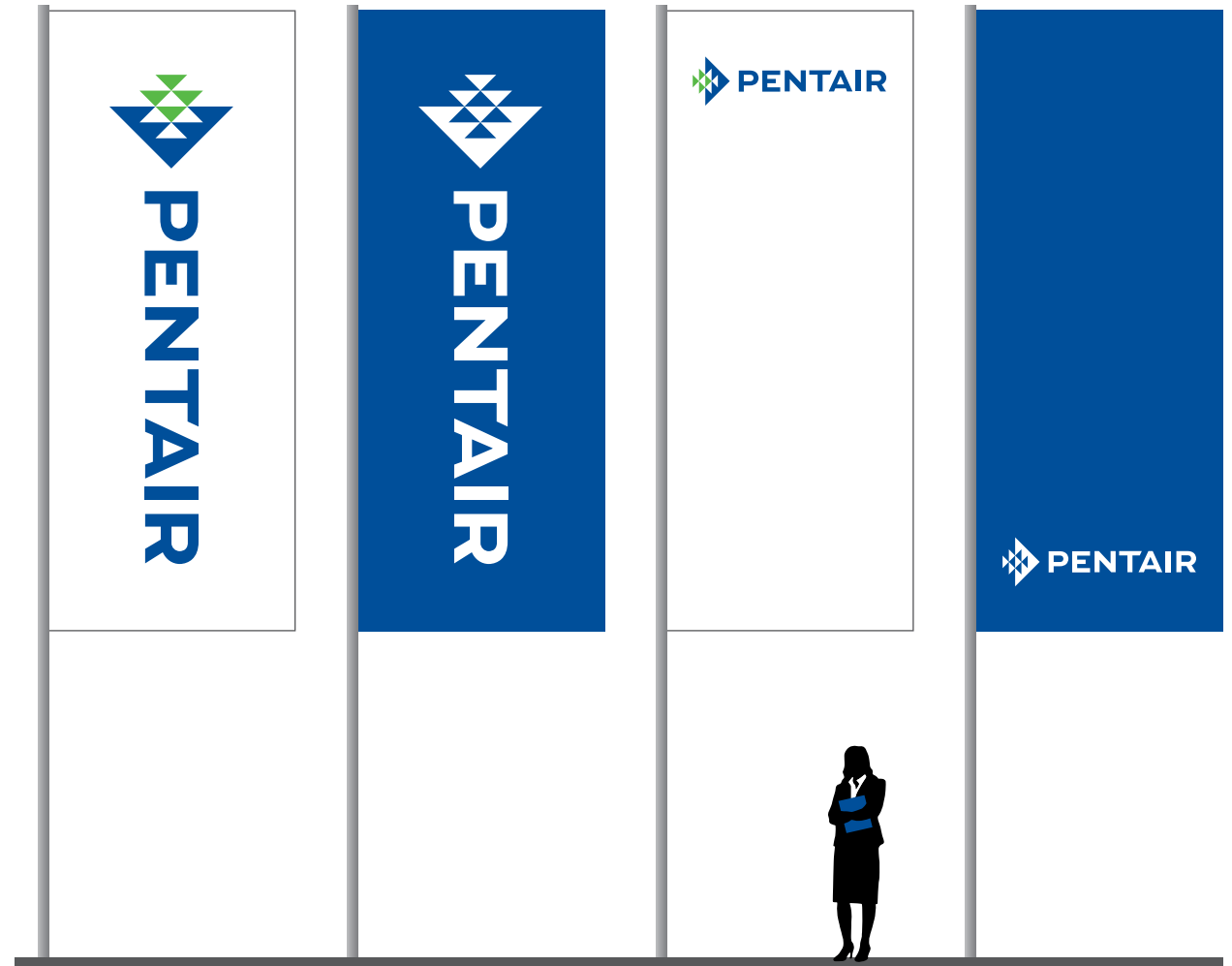
Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

LOGO CLEAR SPACE AND ALIGNMENT

Follow specifications shown here (refer to page 11.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to page 11.2 for alignment).

Single Door

- Pentair Logo to be visually centered on the glass panel of the door (refer to page 11.2 for alignment).

DIMENSIONS

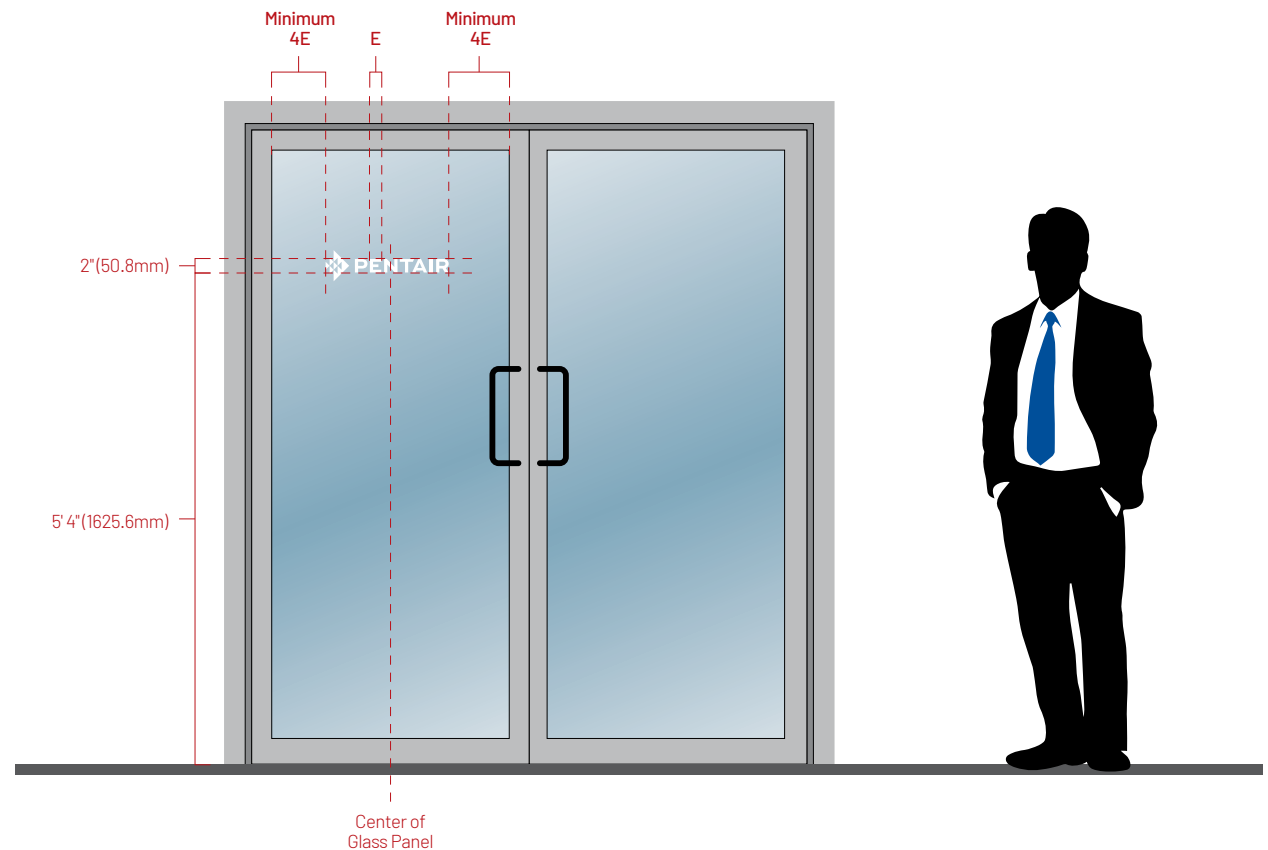
The height of the Pentair Logotype (letters only) is 2" (50.8mm).

PENTAIR LOGO

White vinyl graphic.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

GLASS DOOR VINYL GRAPHICS**Interior/Exterior Usage – ID 1.5A**

Important Note: Never use Platform, Product Line 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 (refer to page 11.2 for alignment).
- 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 (refer to page 11.2 for alignment). 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

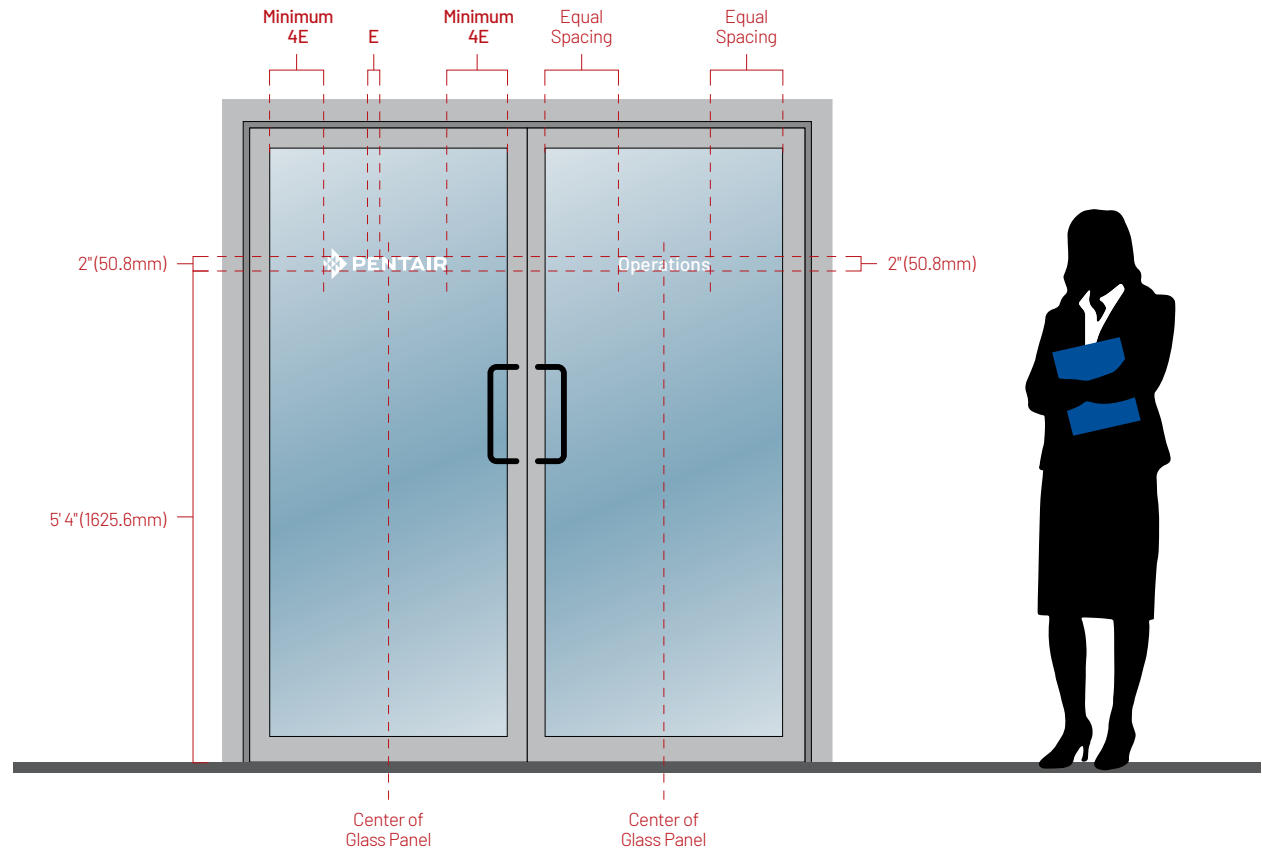
White vinyl graphic of the text "Operations" typeset in Barlow Medium, 200pt, title case (refer to pages 1.14 and 1.17). Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID 1.5B



Important Note: Never use Platform, Product Line 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 (refer to page 11.2 for alignment).
- 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 (refer to page 11.2 for alignment). 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

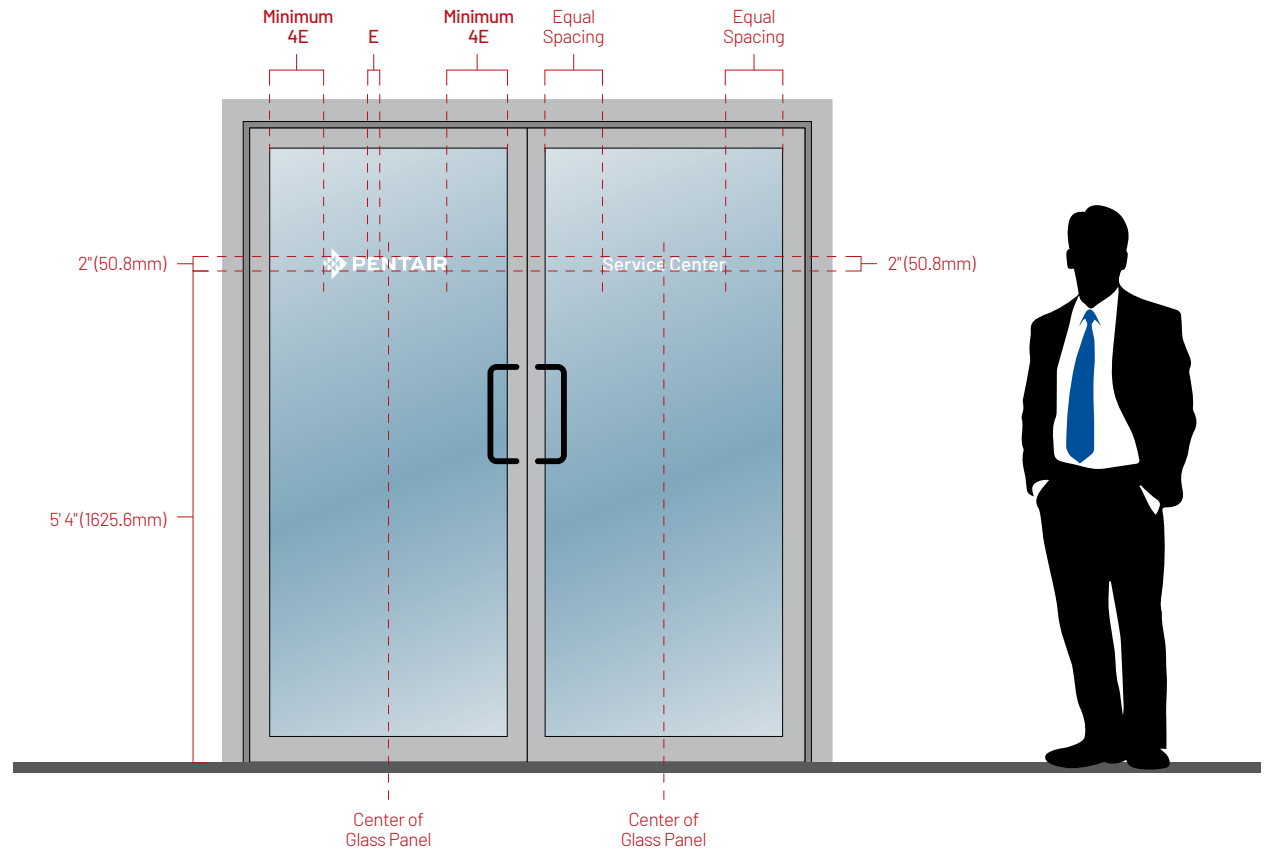
White vinyl graphic of the text "Service Center" typeset in Barlow Medium, 200pt, title case (refer to pages 1.14 and 1.17). Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID 1.5C



Important Note: Never use Platform, Product Line 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 (refer to page 11.2 for alignment).
- Secondary information to be centered on the glass panel of the right door. Two lines of text are to be aligned flush left (refer to image on page 11.6).

Single Door

- Pentair Logo to be visually centered on the glass panel of the door (refer to page 11.2 for alignment). 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

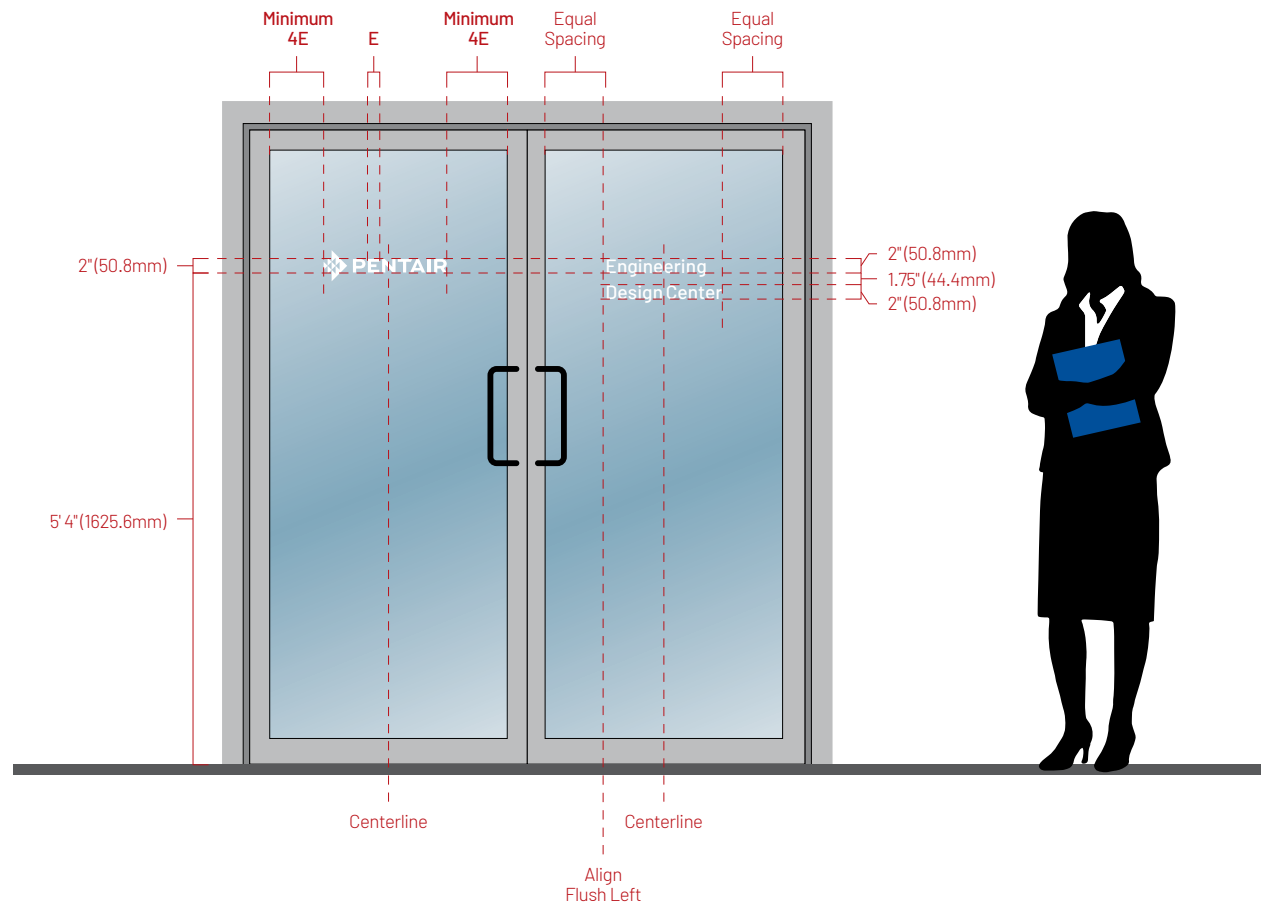
White vinyl graphic of the text "Engineering Design Center" typeset in Barlow Medium, 200pt / 270pt leading, title case (refer to pages 1.14 and 1.17). Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID 1.5D



Important Note: Never use Platform, Product Line 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 (refer to page 11.2 for alignment).
- Secondary information to be centered on the glass panel of the right door. Two lines of text are to be aligned flush left (refer to image on page 11.6).

Single Door

- Pentair Logo to be visually centered on the glass panel of the door (refer to page 11.2 for alignment). 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

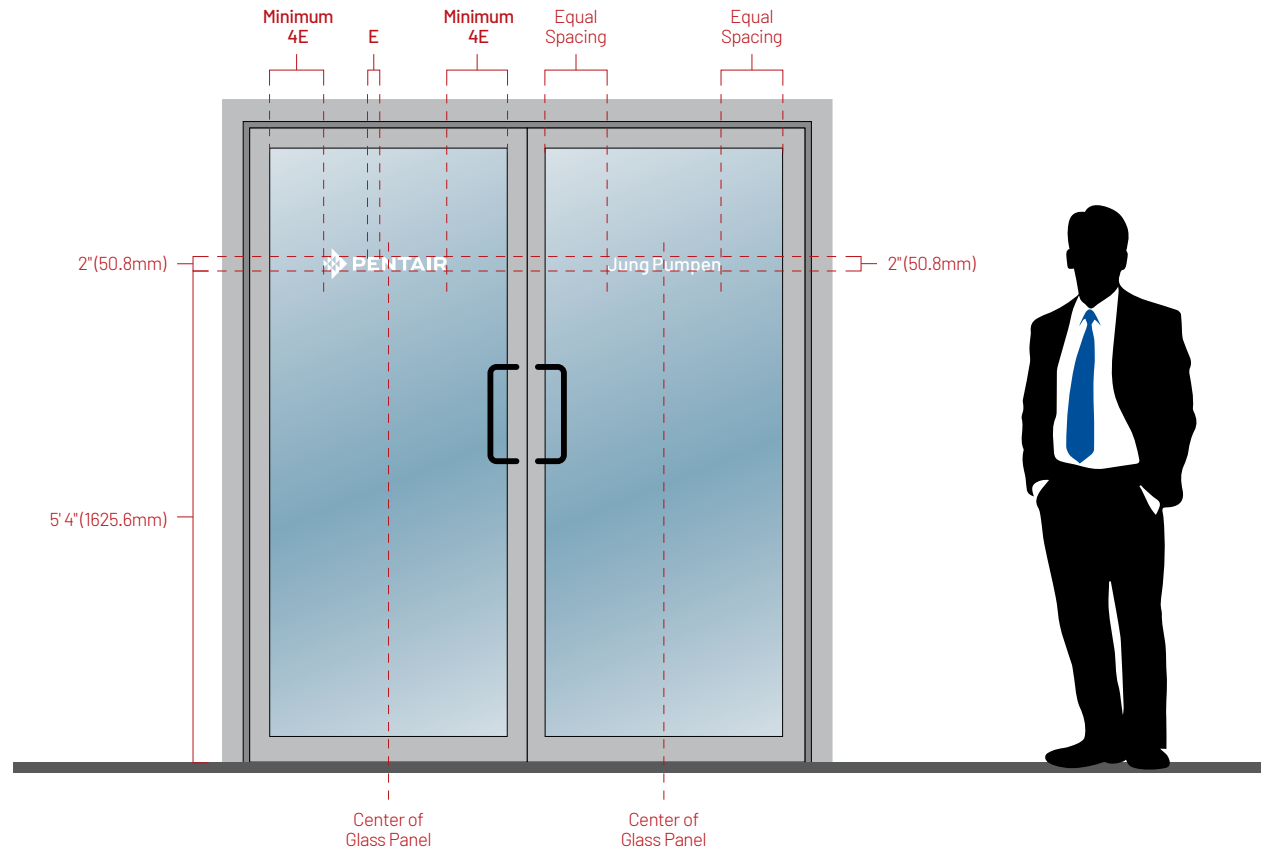
White vinyl graphic of a single Platform or Product Line name, typeset in Barlow Medium, 200pt / 270pt leading, title case (refer to pages 1.14 and 1.17). Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

GLASS DOOR VINYL GRAPHICS

Interior/Exterior Usage – ID 1.5E



Important Notes:

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

SITES

- All locations

PLACEMENT

Visually centered from left to right over reception desk (refer to page 11.2), 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 (refer to page 11.2 for alignment). 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

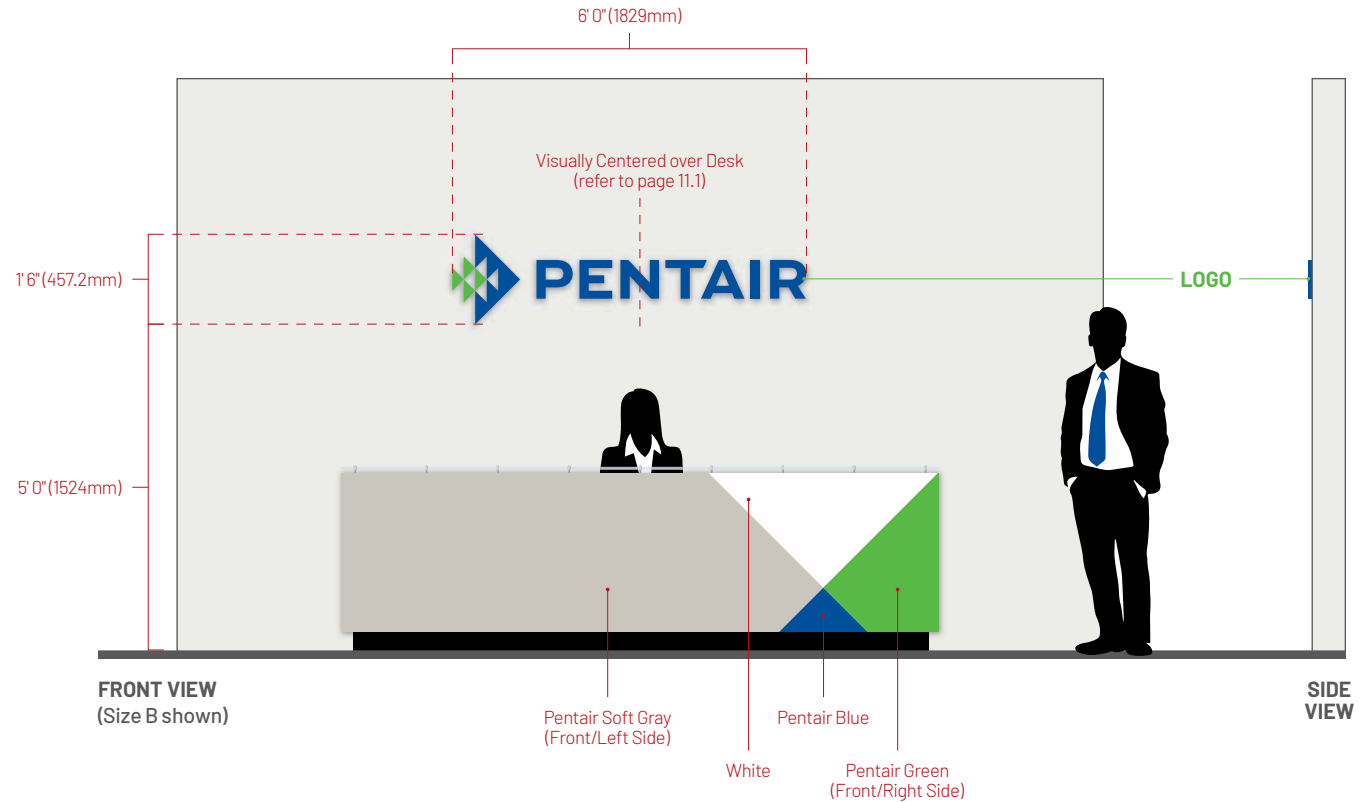
Vinyl graphics of brand colors applied to front and sides, as illustrated (refer to pages 1.11 and 1.13).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LOBBY SIGN (Individual Pieces)

Interior Usage – ID 1.7A



SITES

- All locations

PLACEMENT

Visually centered from left to right over reception desk (refer to page 11.2), 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 (refer to page 11.2 for alignment). 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

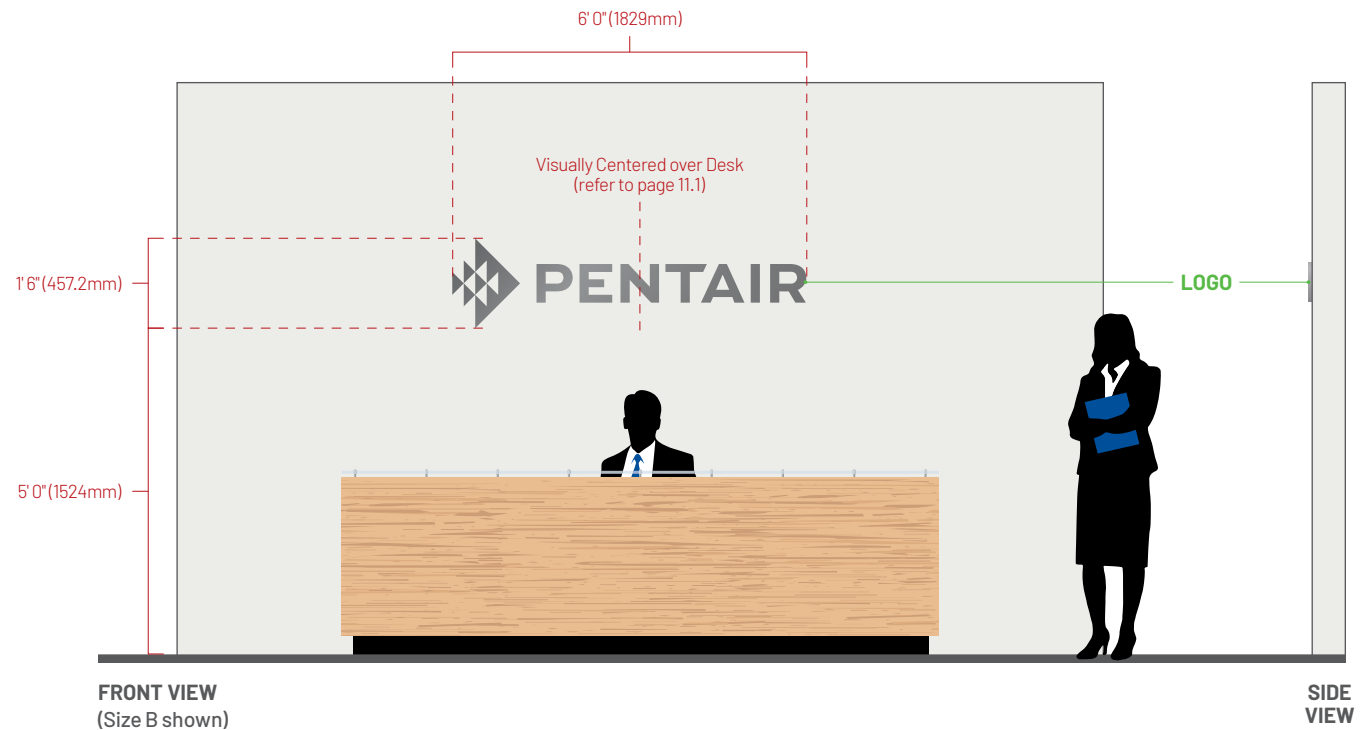
Wood desk on front and sides, as illustrated. This desk may also be used with the logo on pages 11.10 and 11.12.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to page 11.2). 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

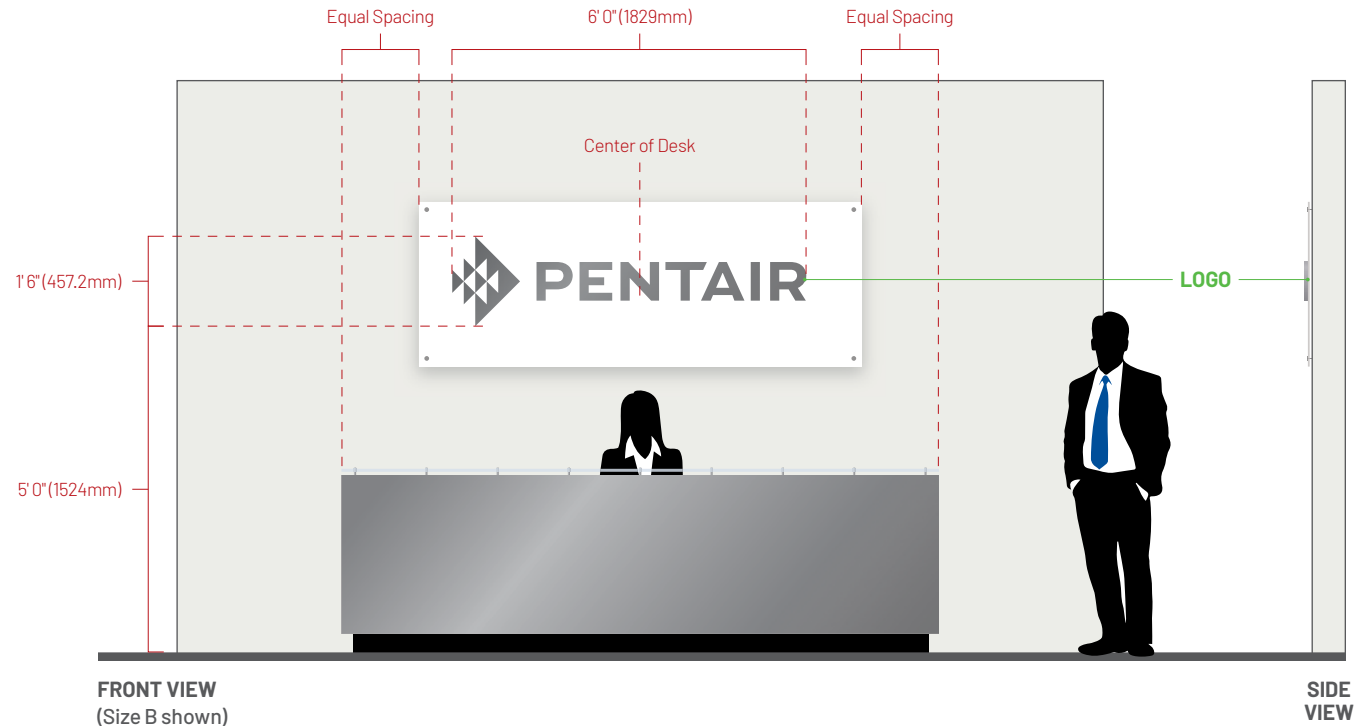
Brushed metal desk on front and sides, as illustrated. Material should be the same as the logo. This desk may also be used with the logo on page 11.11.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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:

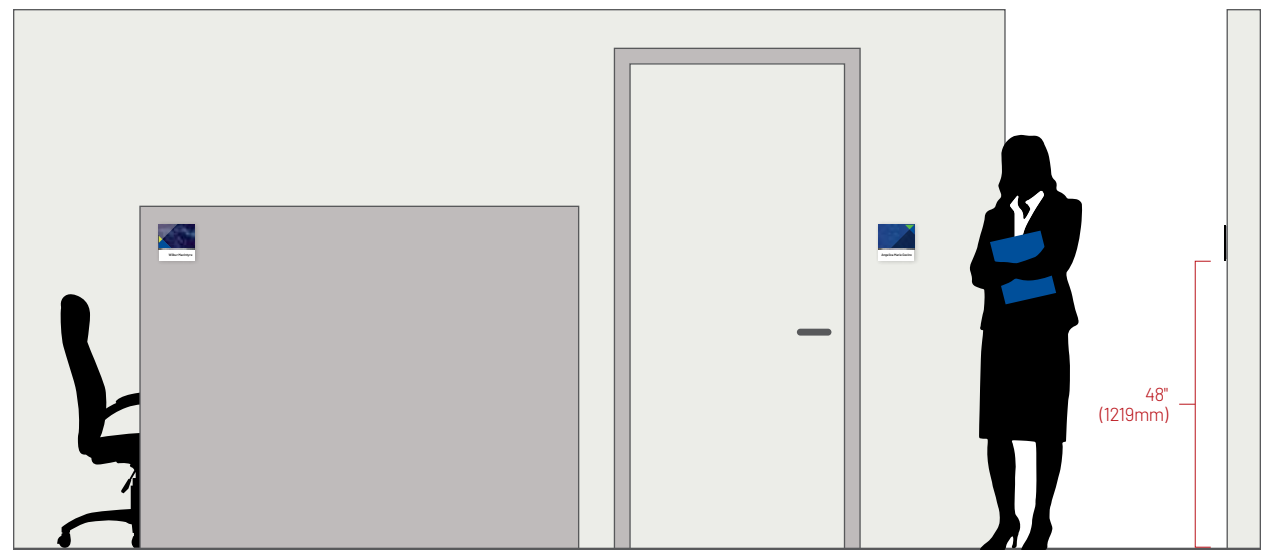
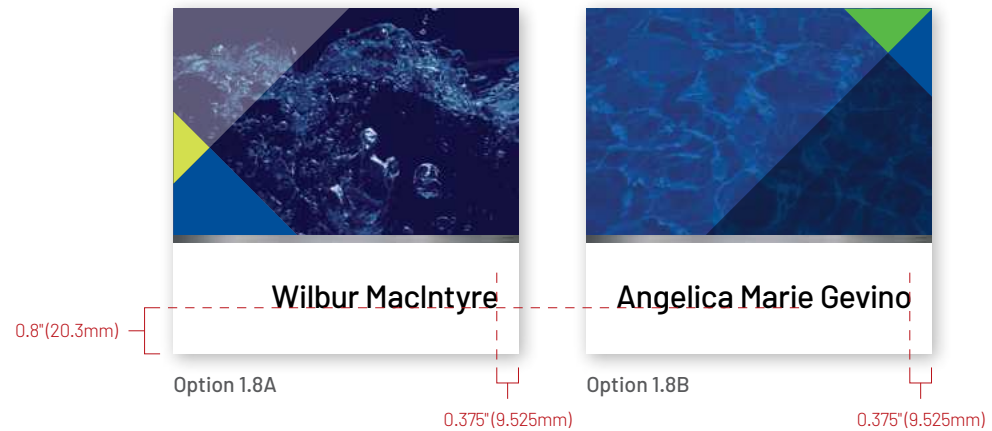
- **Top Insert:** Signature Element and Water Image. Final size is 6" x 3.86" (152 x 98mm).
- **Bottom Insert:** Employee Name typeset in Barlow Medium, 40pt, -10 tracking, title case, right justified, in black. Final size is 6" x 2" (152 x 51mm).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRIVATE OFFICE & WORKSTATION SIGNS

Interior Usage – ID 1.8A/B



FRONT VIEW

SIDE VIEW

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:

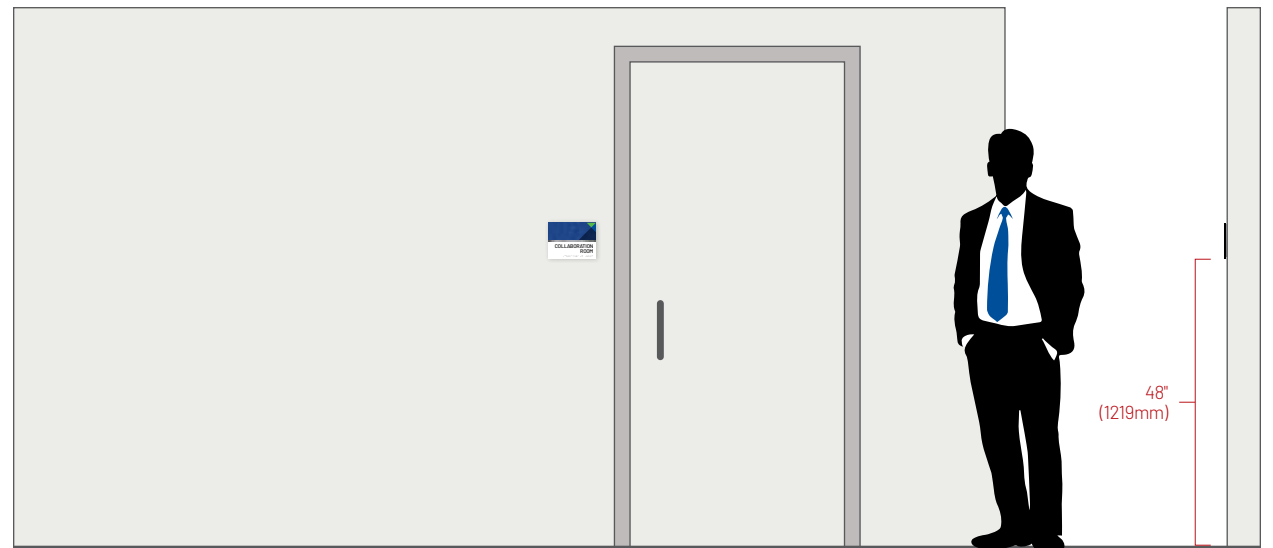
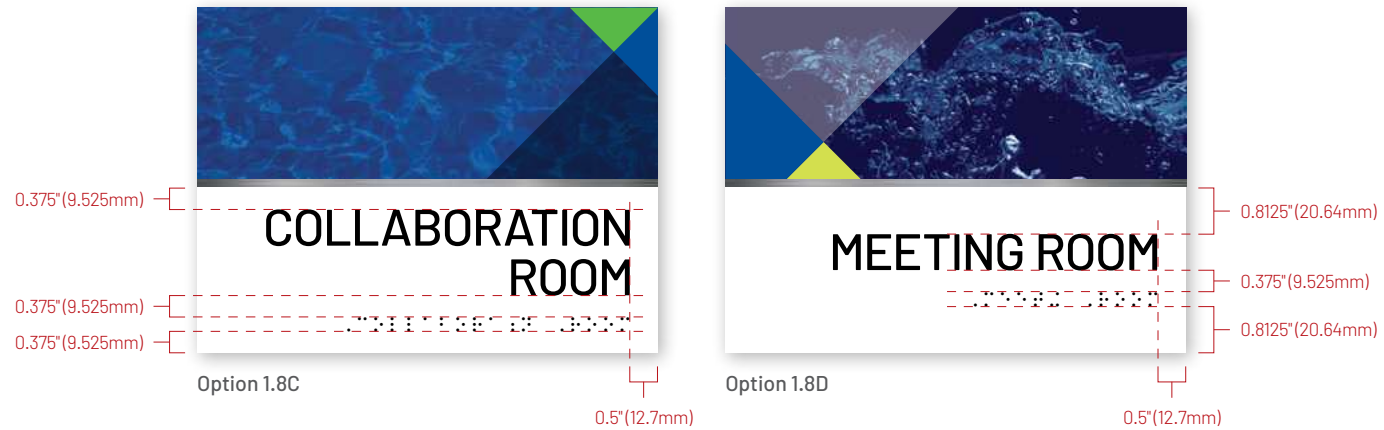
- **Regular Text:** Typeset in Barlow Medium, 64pt with 62pt leading, -10 tracking, uppercase, right justified, in black.
- **Braille Text:** Typeset in Apple Braille, 30pt, right justified, in black. These signs are compliant with the ADA (Americans with Disabilities Act).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

ROOM SIGNS (ADA Compliant)

Interior Usage – ID 1.8C/D



FRONT VIEW

SIDE VIEW

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

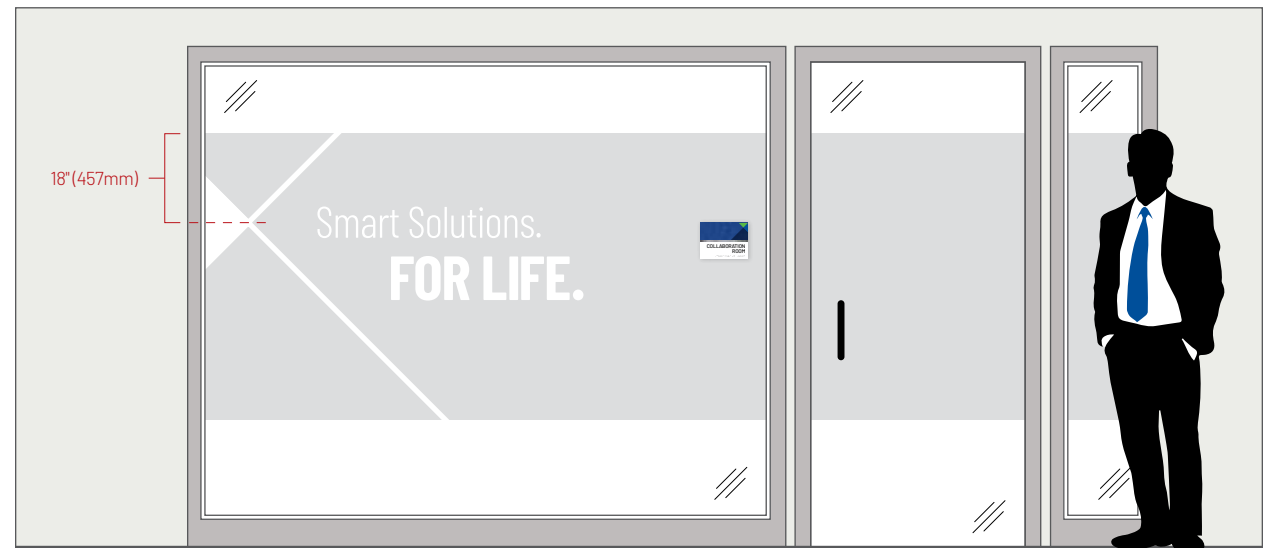
Important Note: Graphics may be output at smaller sizes that are more suitable for your location.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

WINDOW GRAPHICS

Interior Usage



SITES

- All locations

PLACEMENT

Breakroom, cafe, lobby, or circulation.

DIMENSIONS

Width: 144" (3657.6mm)

Height: 84" (2133.6mm)

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 (refer to pages 11.10–11.12).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

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

BRAND PROMISE PANELS**Interior Usage**

Option 1



Option 2



Option 3

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 (refer to pages 11.10-11.12).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to pages 11.10–11.12).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DOWNLOAD FILES

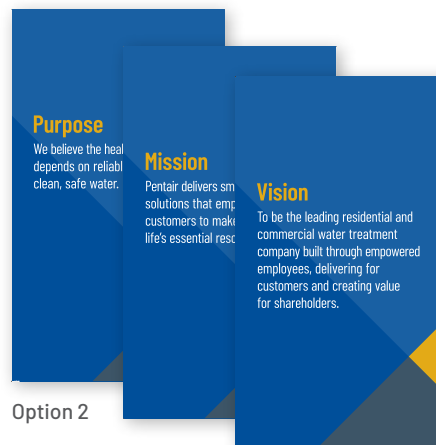
Files are available to download in the Brand Standards section located in 'Working Here' on mypentair.com

PURPOSE, MISSION & VISION PANELS

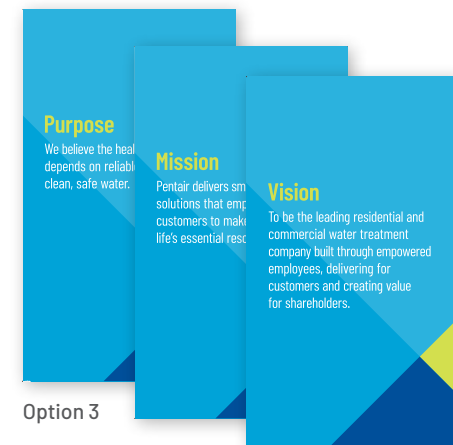
Interior Usage



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 (refer to pages 11.10-11.12).

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 (refer to page 11.2).

SECONDARY INFORMATION

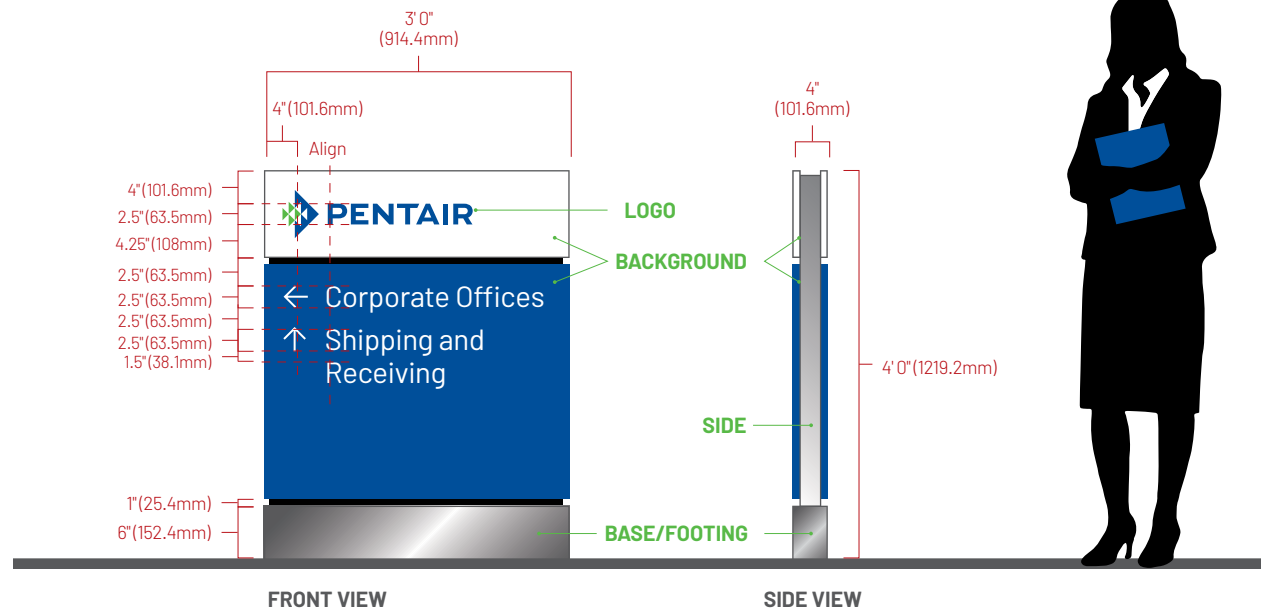
Address numbers and cap height to be 0.75E, color to be white vinyl graphics applied to Pentair Blue sign panel. Example copy shown.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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

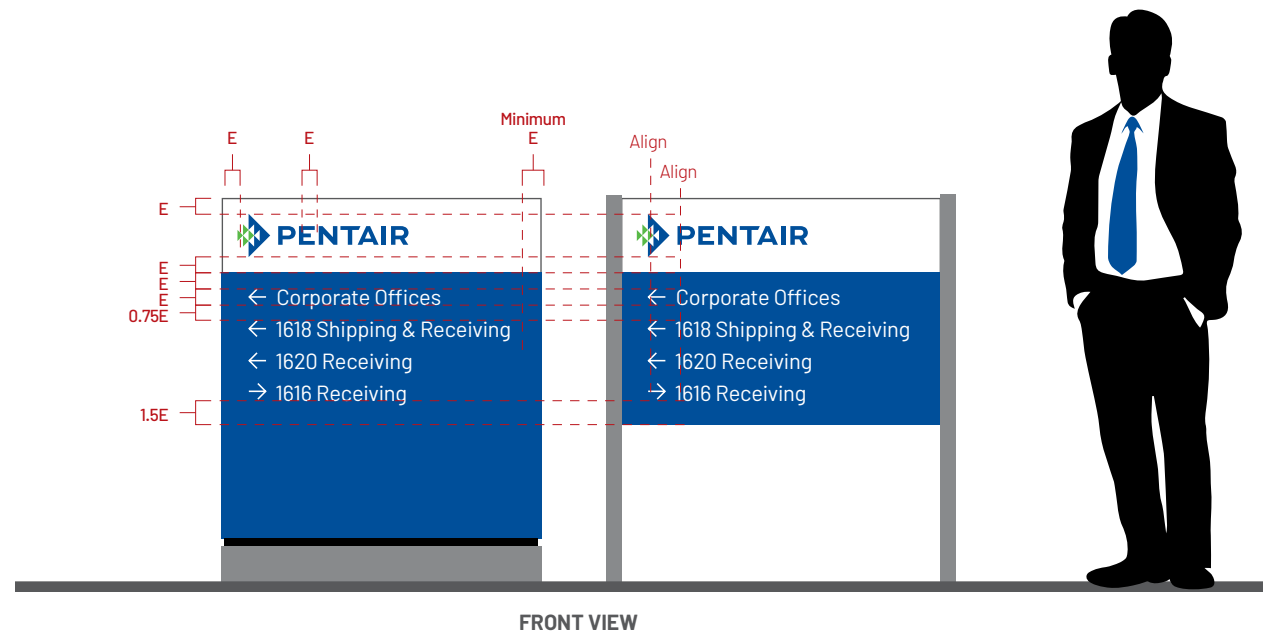
Follow specifications shown here (refer to page 11.2).

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 (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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

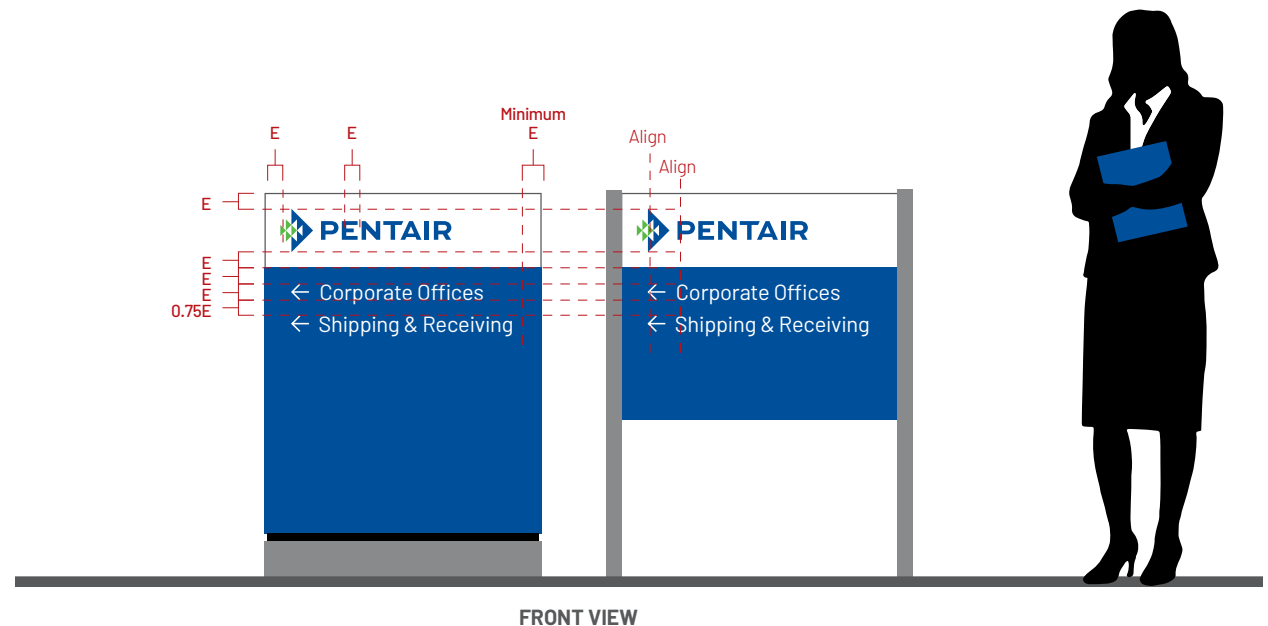
Follow specifications shown here (refer to page 11.2).

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 (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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: 4' 0" (1219mm)

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

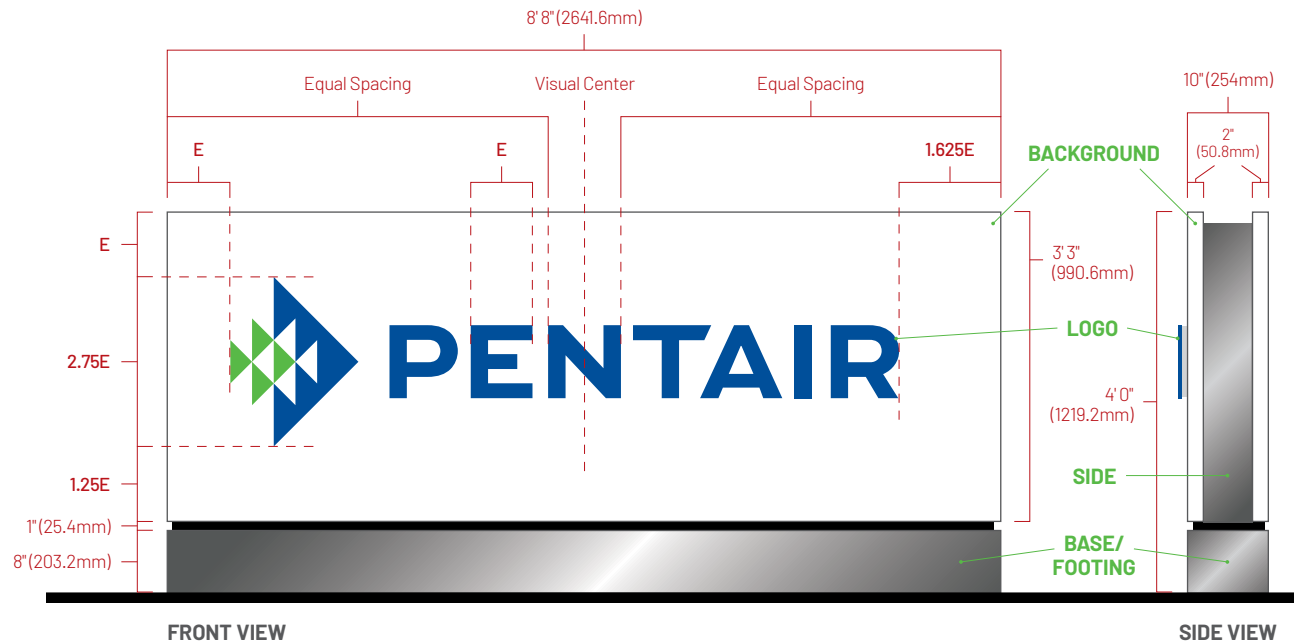
Follow specifications shown here (refer to page 11.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to page 11.2).

SECONDARY INFORMATION

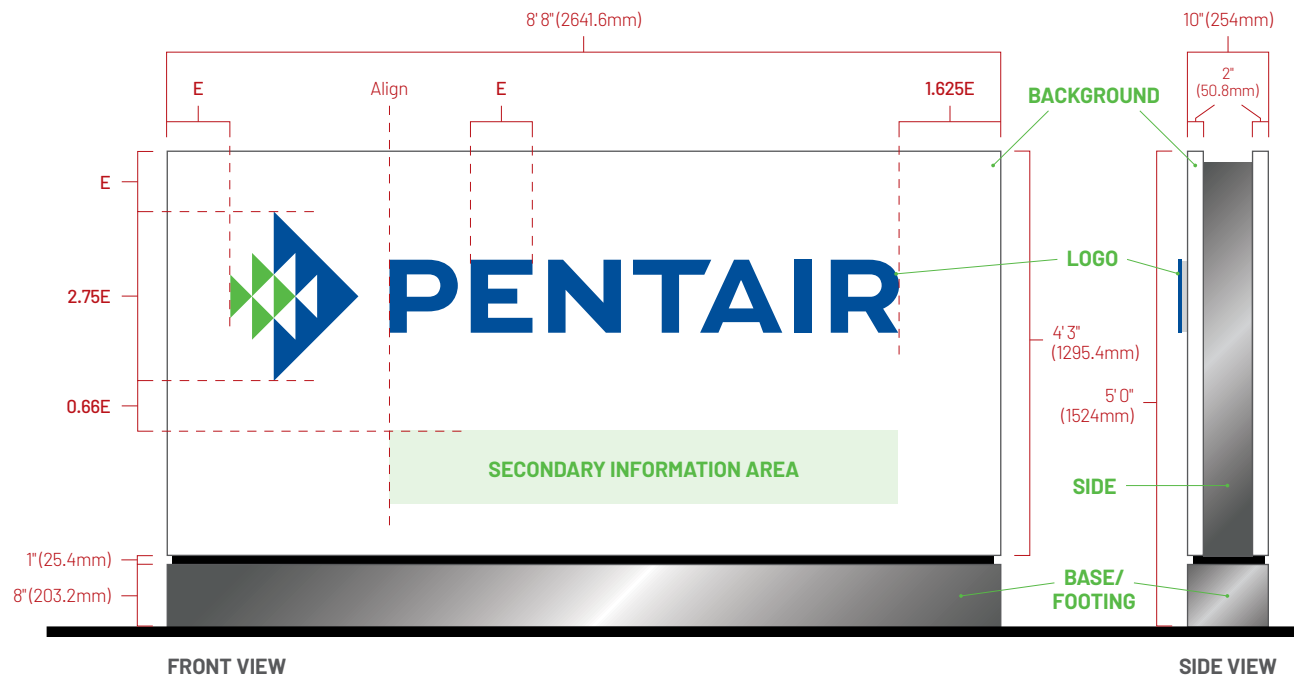
Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to page 11.2).

SECONDARY INFORMATION

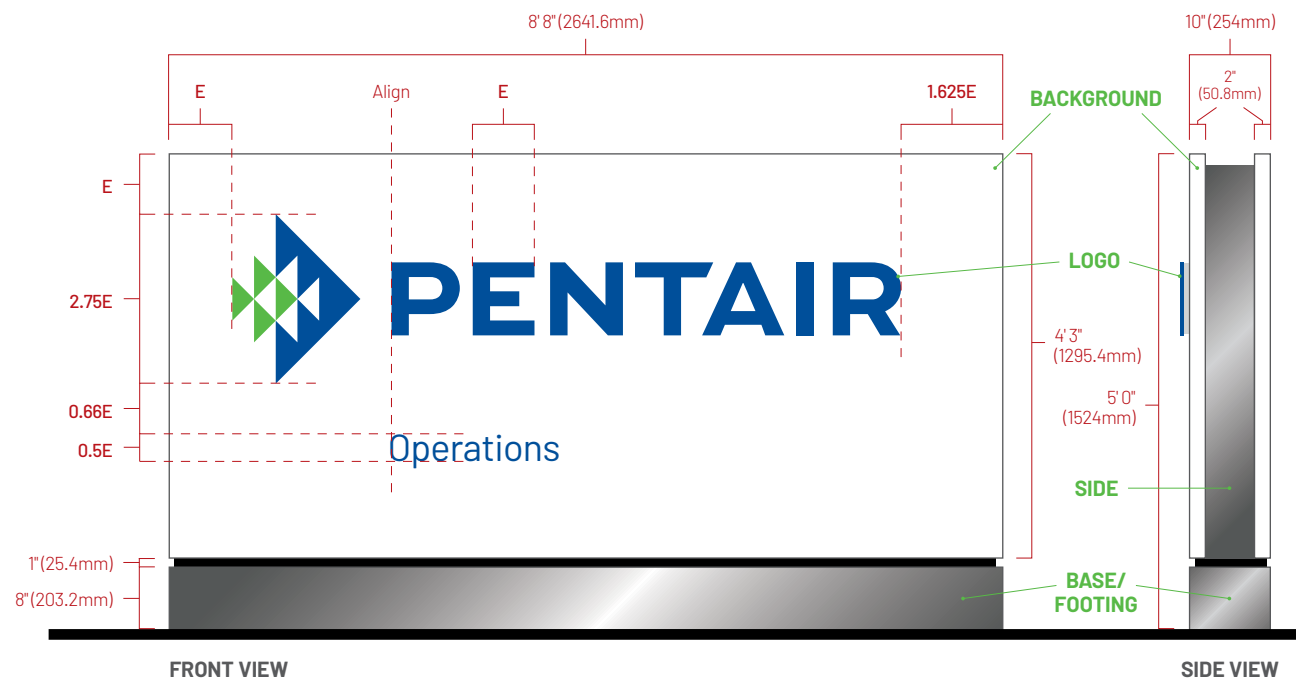
Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to page 11.2).

SECONDARY INFORMATION

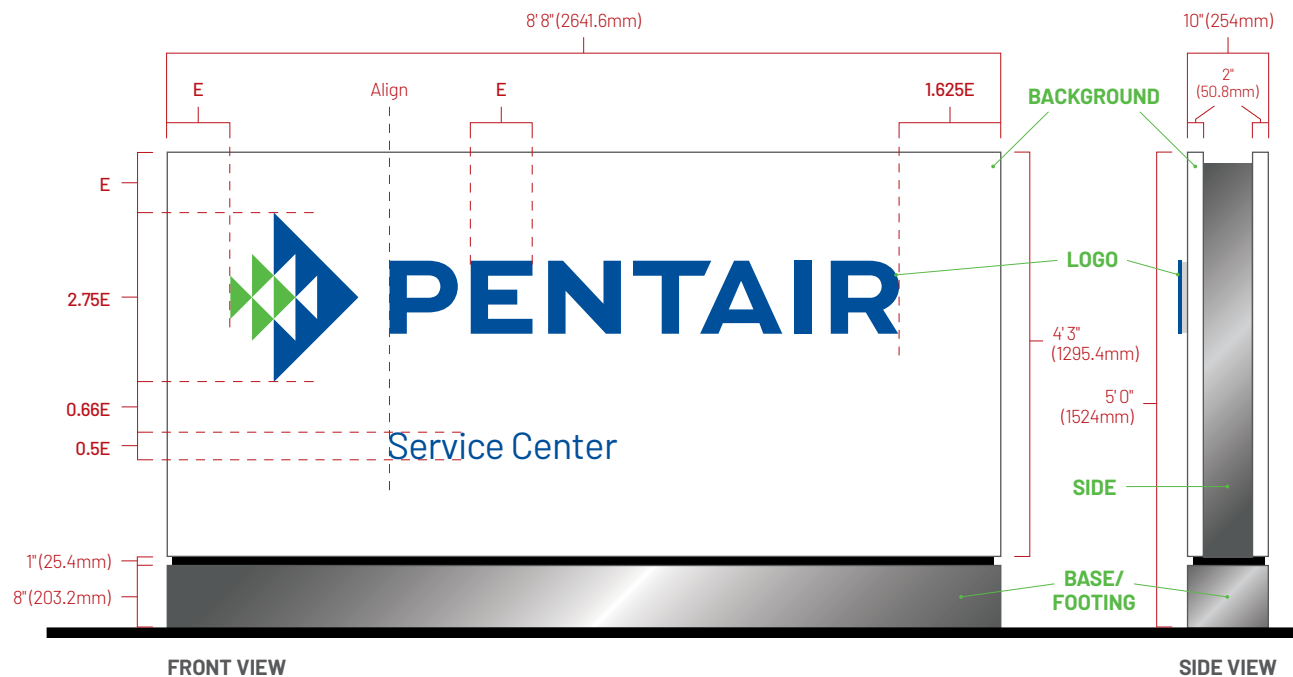
Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to page 11.2).

SECONDARY INFORMATION

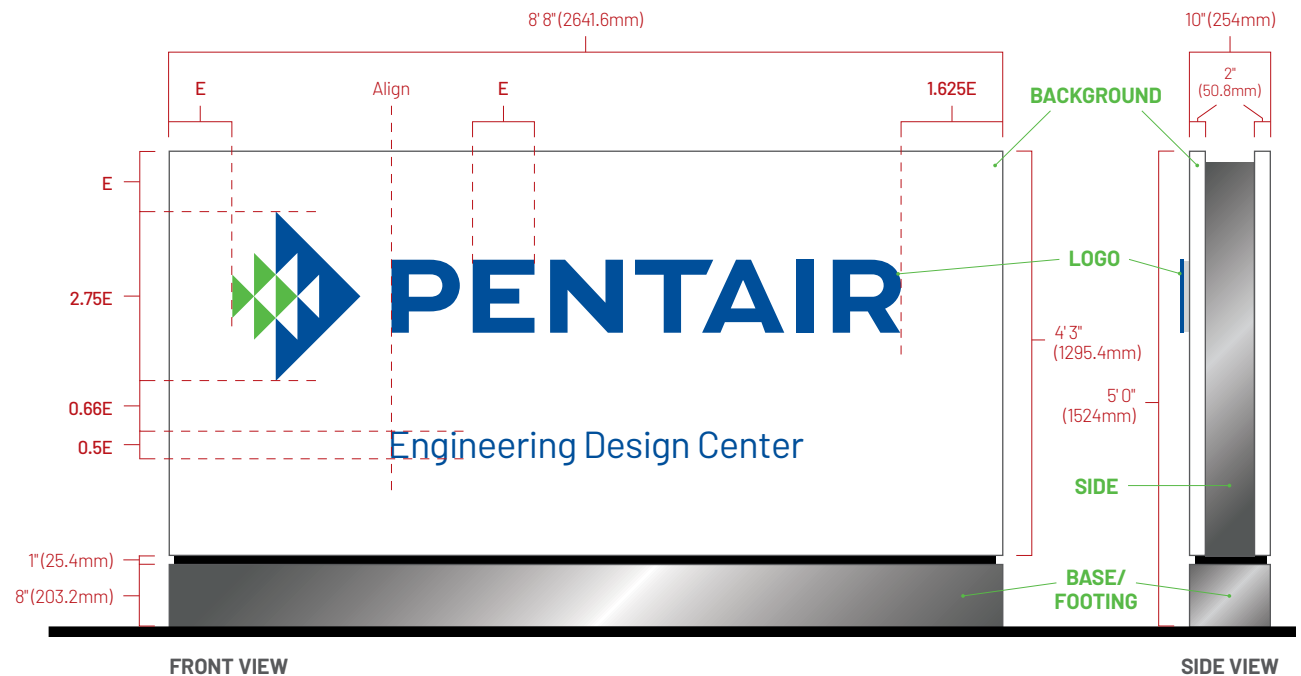
Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

MONUMENT SIGN (Engineering Design Center)

Exterior Usage – ID 1.2E



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 (refer to page 11.2).

SECONDARY INFORMATION

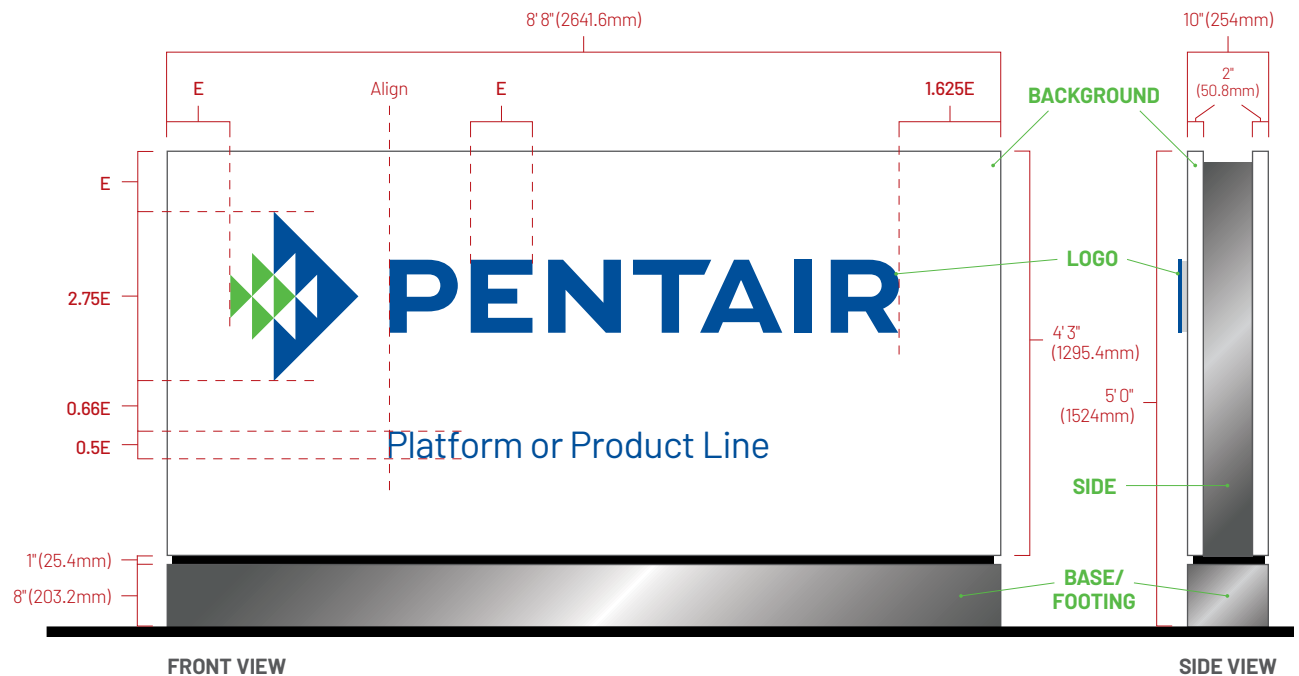
Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

MONUMENT SIGN (Platform/Product Line)

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 (refer to page 11.2).

SECONDARY INFORMATION

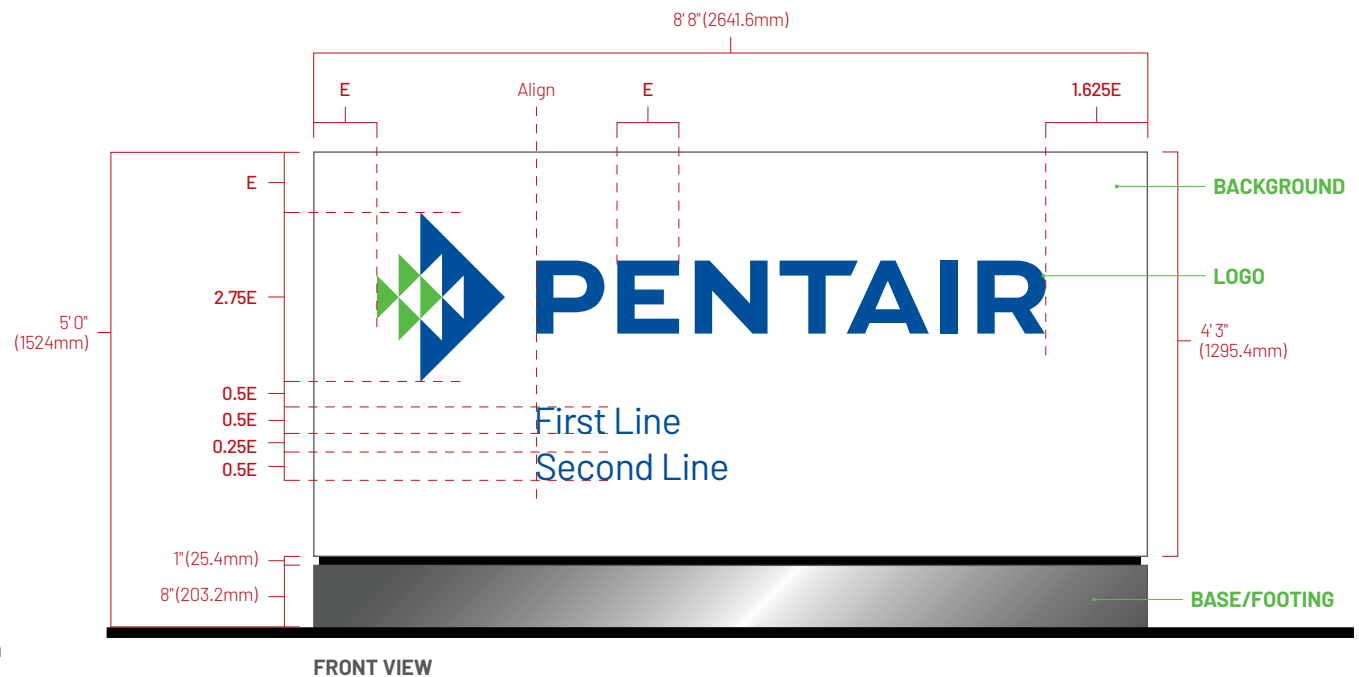
Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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

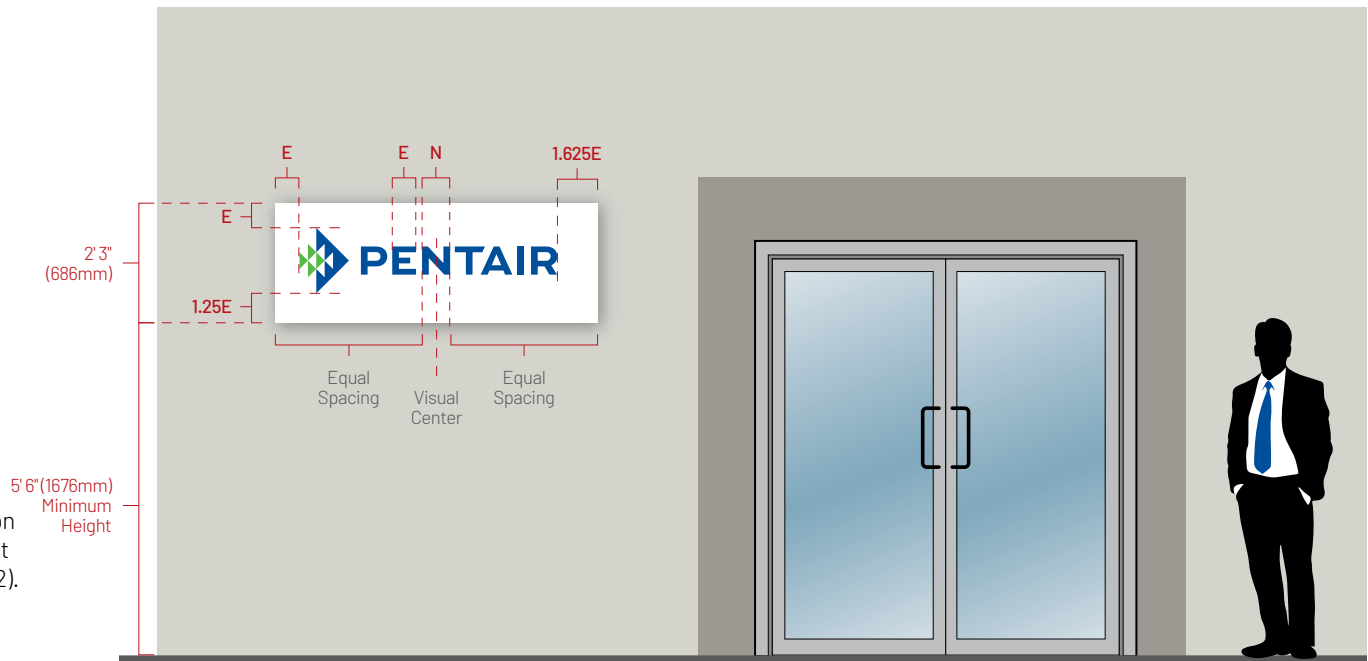
Follow specifications shown here (refer to page 11.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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 (refer to page 11.2).

SECONDARY INFORMATION

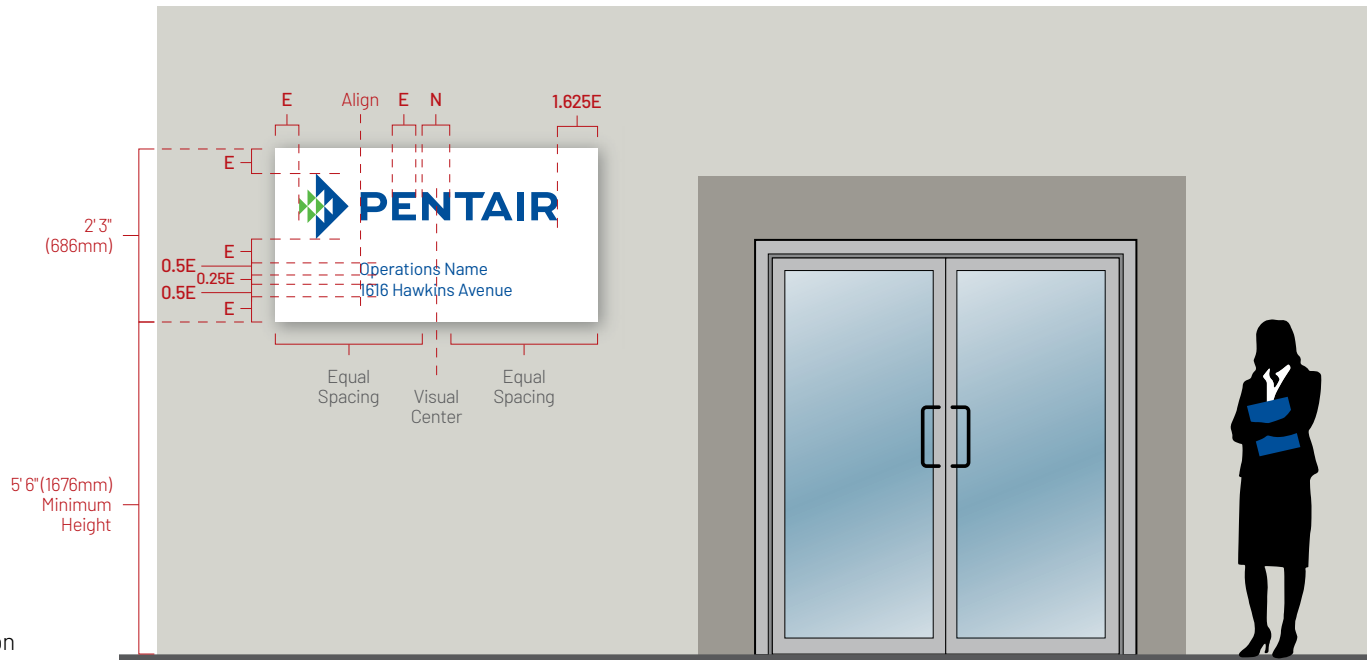
Address in Pentair Blue. Information displayed to be determined by operation and building requirements.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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

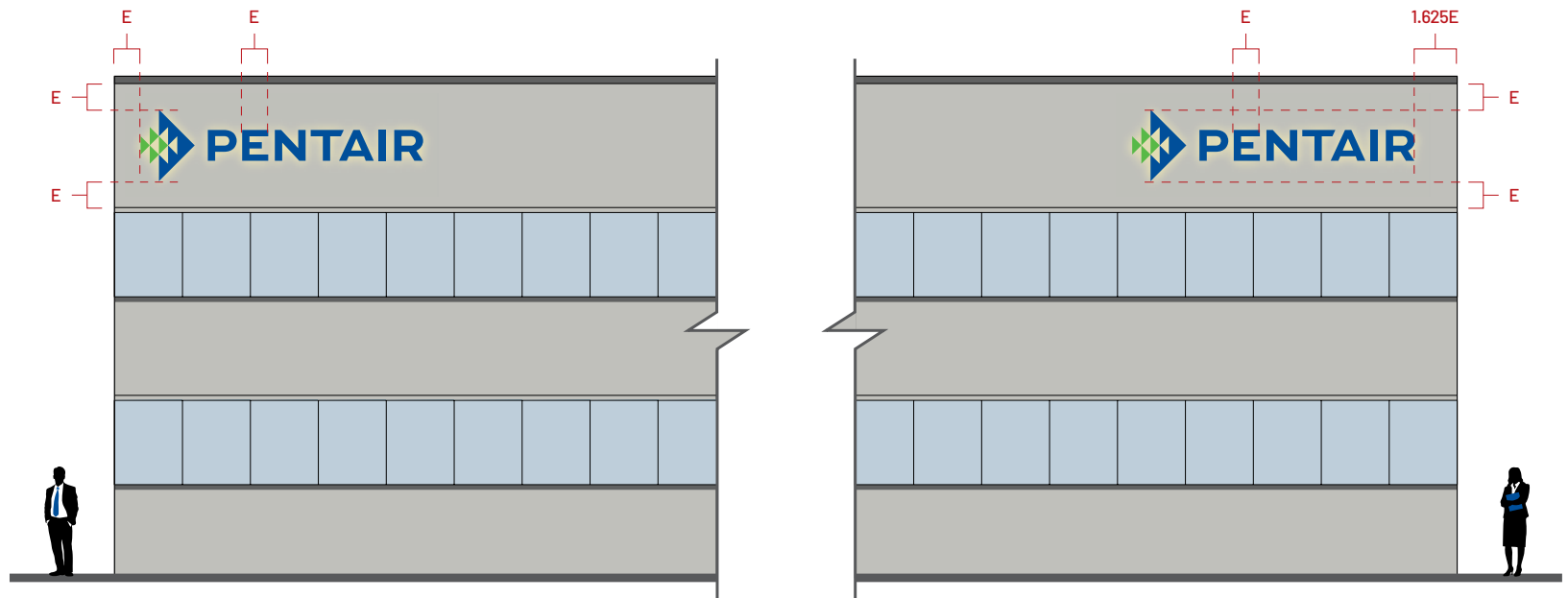
Follow specifications shown here (refer to page 11.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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

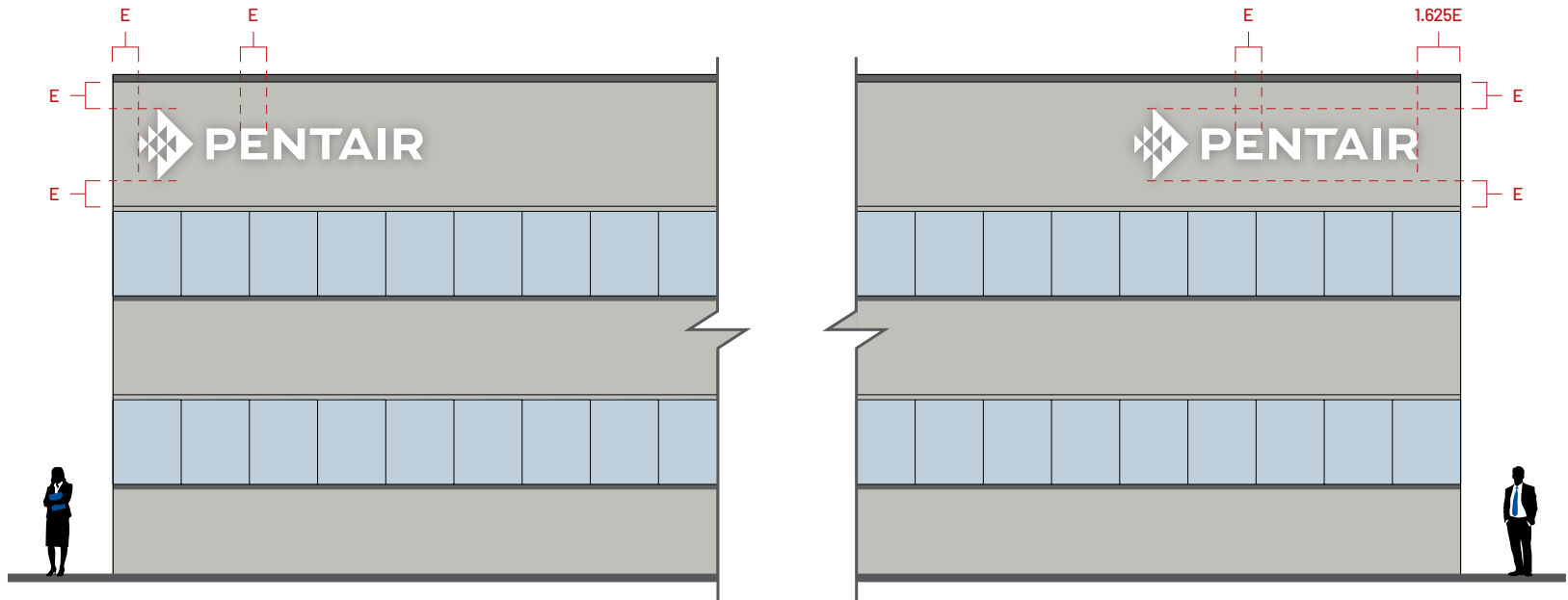
Follow specifications shown here (refer to page 11.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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

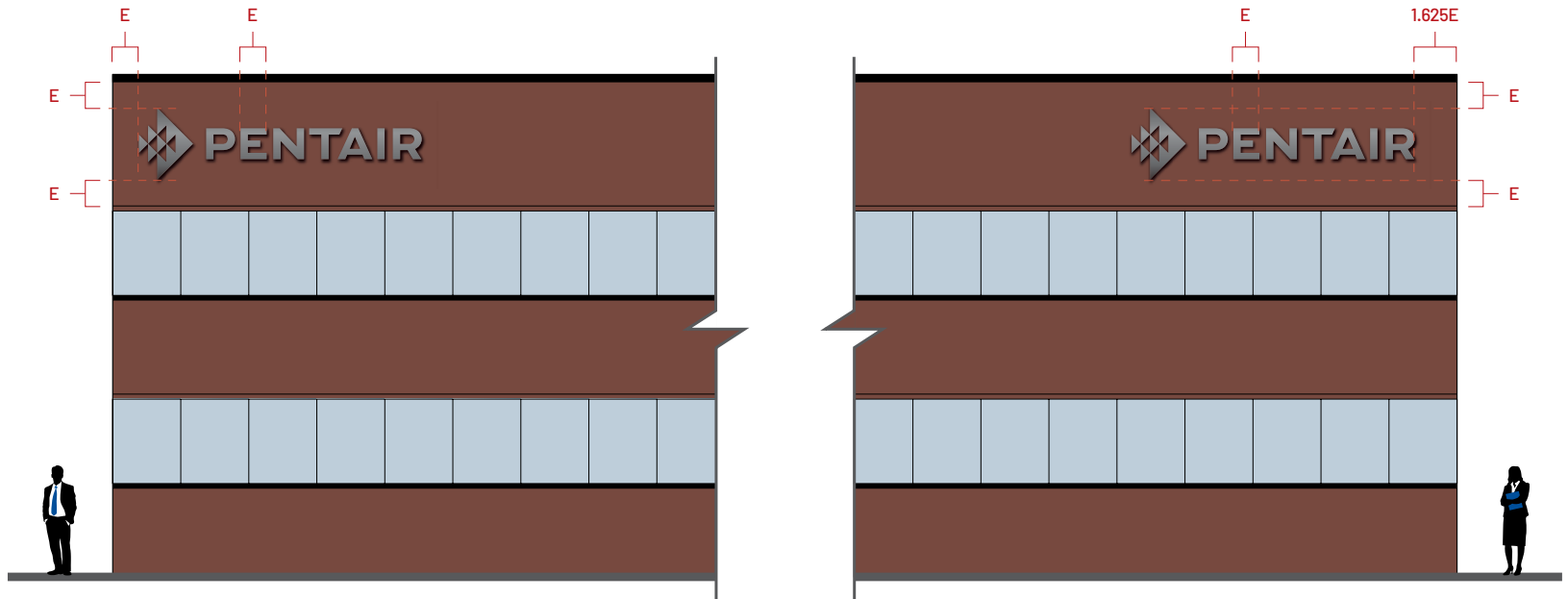
Follow specifications shown here (refer to page 11.2).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

BUILDING SIGN (Metal Logo)

Exterior Usage – ID 1.4C



12 VEHICLE SIGNAGE

12.1 Small-Sized Vehicles

12.3 Medium-Sized Vehicles

12.5 Large-Sized Vehicles

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.

DEALER VEHICLES

For any usage of the Pentair Brand on dealer vehicles, you must seek prior approval from Pentair legal and marketing. For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PENTAIR LOGO

The full-color Pentair Logo is placed on the side doors and tail gate, as shown.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

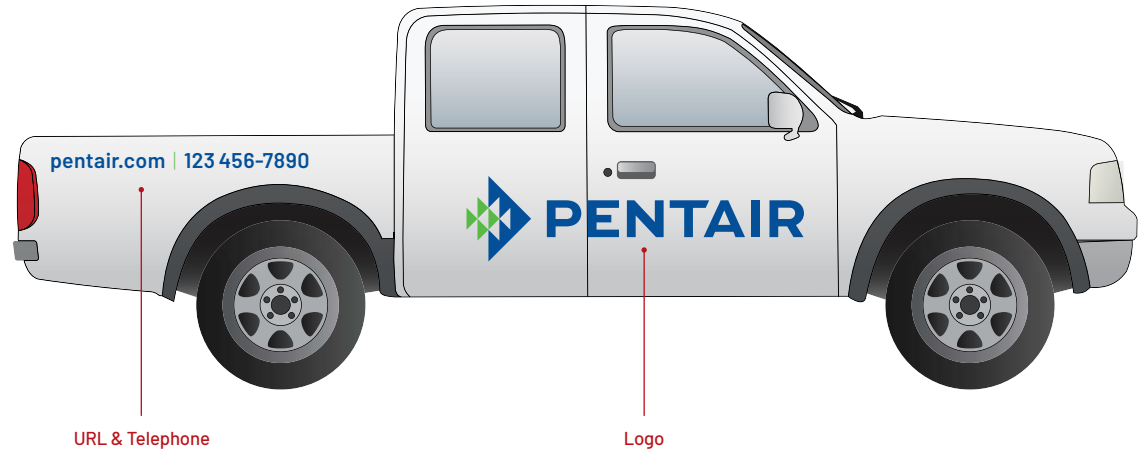
URL

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.

BRAND ASSETS

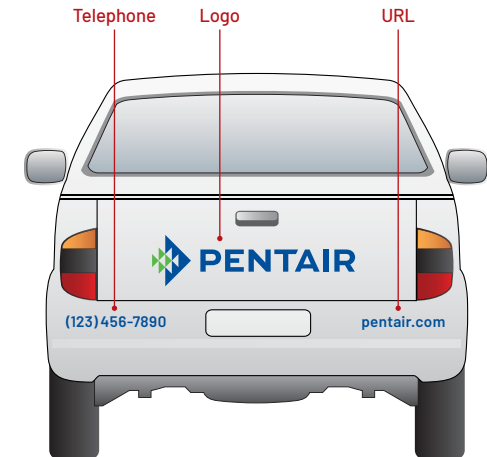
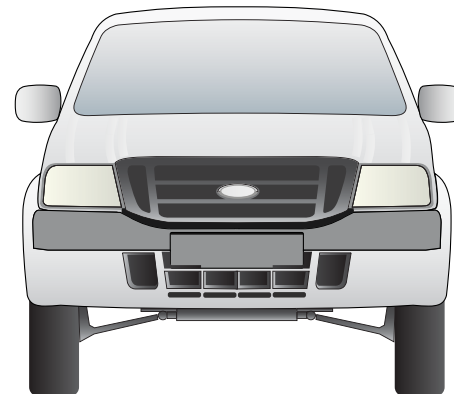
Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PICK-UP/UTILITY TRUCKS



URL & Telephone

Logo



Telephone

Logo

URL

SMALL-SIZED VEHICLES

These illustrations show the appropriate display of the Pentair Brand with imagery and the Signature Element on small-sized vehicles, including cars, pick-up trucks, and utility vehicles. The design below may be used on existing vehicles for two years or until the lease expires.



DEALER VEHICLES

For any usage of the Pentair Brand on dealer vehicles, you must seek prior approval from Pentair legal and marketing. For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PENTAIR LOGO

The full-color Pentair Logo is placed on the side doors and tail gate, as shown.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

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.

SIGNATURE ELEMENT

The Signature Element may be used as prominently shown on both sides of the vehicle.

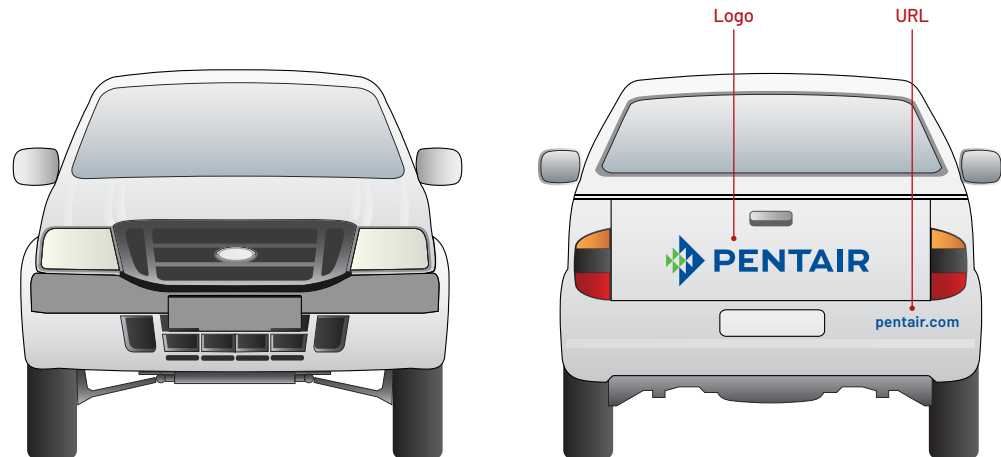
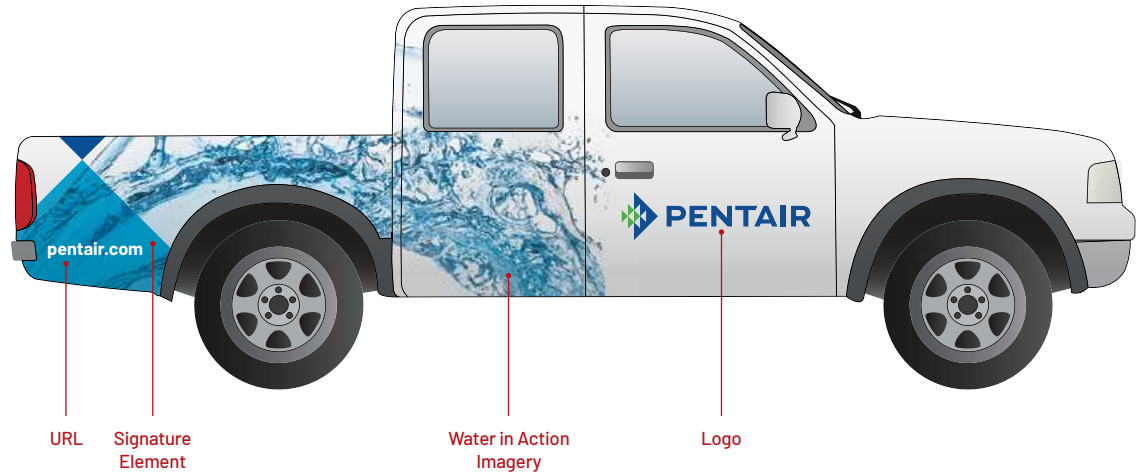
IMAGERY

If applying Images with the Signature Element, refer to Section 5 for detailed information.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

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



MEDIUM-SIZED VEHICLES

These illustrations show the appropriate display of the Pentair Brand on medium-sized vehicles, including vans.

DEALER VEHICLES

For any usage of the Pentair Brand on dealer vehicles, you must seek prior approval from Pentair legal and marketing. For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PENTAIR LOGO

The full-color Pentair Logo is placed on the side doors, side panels, front hood and back door, as shown.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

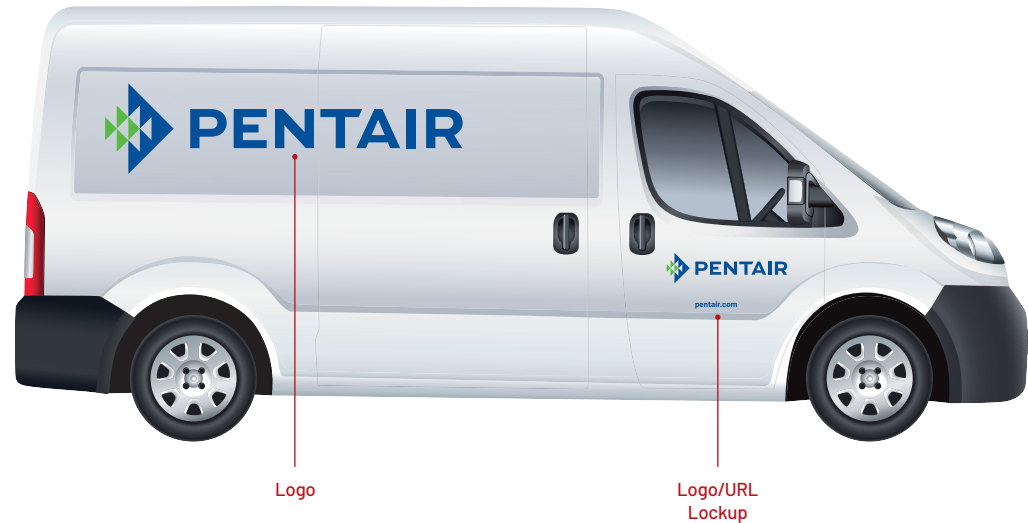
URL

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

BRAND ASSETS

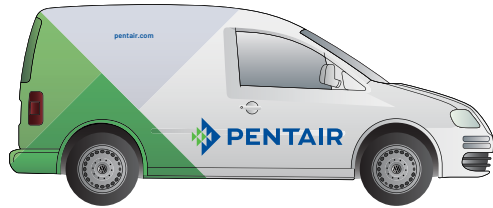
Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

VANS



MEDIUM-SIZED VEHICLES

These illustrations show the appropriate display of the Pentair Brand with imagery and the Signature Element on medium-sized vehicles, including vans. The design below may be used on existing vehicles for two years or until the lease expires.



DEALER VEHICLES

For any usage of the Pentair Brand on dealer vehicles, you must seek prior approval from Pentair legal and marketing. For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PENTAIR LOGO

The full-color and white Pentair Logos are placed on the side doors, side panels, front hood and back door, as shown.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

URL

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

SIGNATURE ELEMENT

The Signature Element may be used as prominently shown on both sides and the back of the vehicle.

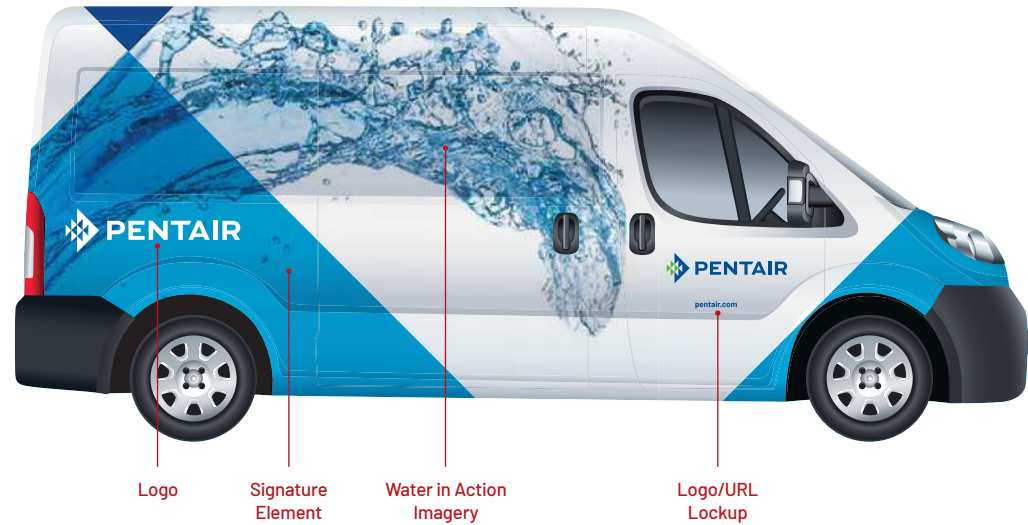
IMAGERY

If applying Images with the Signature Element, refer to Section 5 for detailed information.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

VANS (Signature Element/Imagery)



LARGE-SIZED VEHICLES

These illustrations show the appropriate display of the Pentair Brand on large-sized vehicles, including box-style trucks.

DEALER VEHICLES

For any usage of the Pentair Brand on dealer vehicles, you must seek prior approval from Pentair legal and marketing. For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PENTAIR LOGO

The full-color Pentair Logo is placed on the side doors, box front and side panels, and back door, as shown.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

URL

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

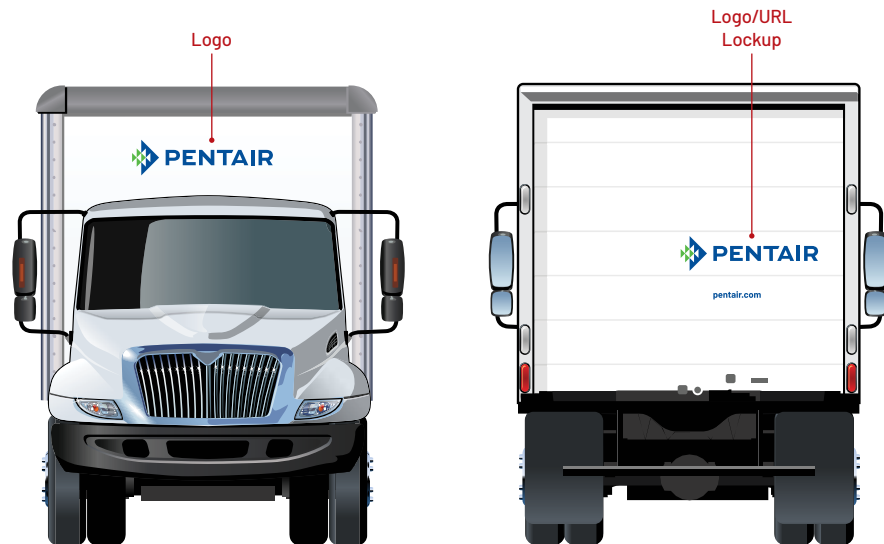
'FOR LIFE' STATEMENT

The 'FOR LIFE' Statement should be placed on the side of the vehicle, as shown (refer to pages 5.14-5.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DELIVERY TRUCKS



LARGE-SIZED VEHICLES

These illustrations show the appropriate display of the Pentair Brand with imagery and the Signature Element on large-sized vehicles, including box-style trucks. The design below may be used on existing vehicles for two years or until the lease expires.



DEALER VEHICLES

For any usage of the Pentair Brand on dealer vehicles, you must seek prior approval from Pentair legal and marketing. For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PENTAIR LOGO

The full-color and white Pentair Logos are placed on the side doors, box front and side panels, and back door, as shown.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

URL

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

SIGNATURE ELEMENT

The Signature Element may be used as prominently shown on both sides, and on the back of the vehicle.

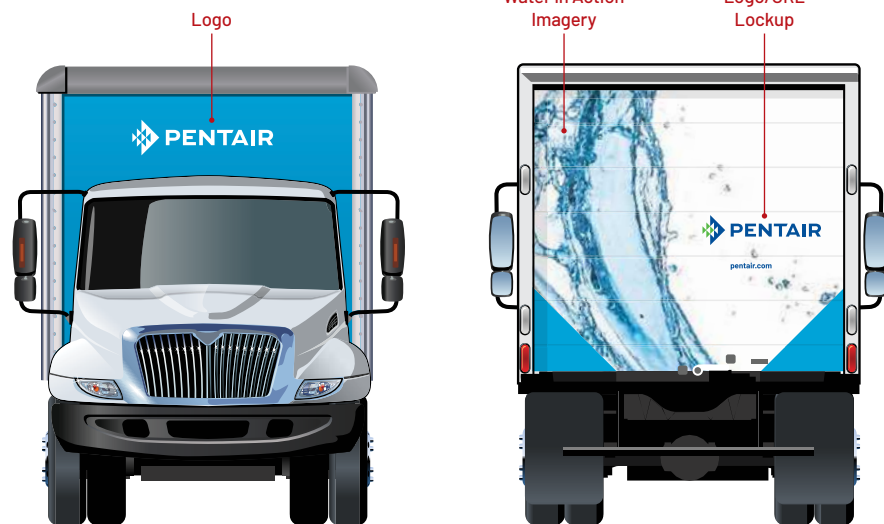
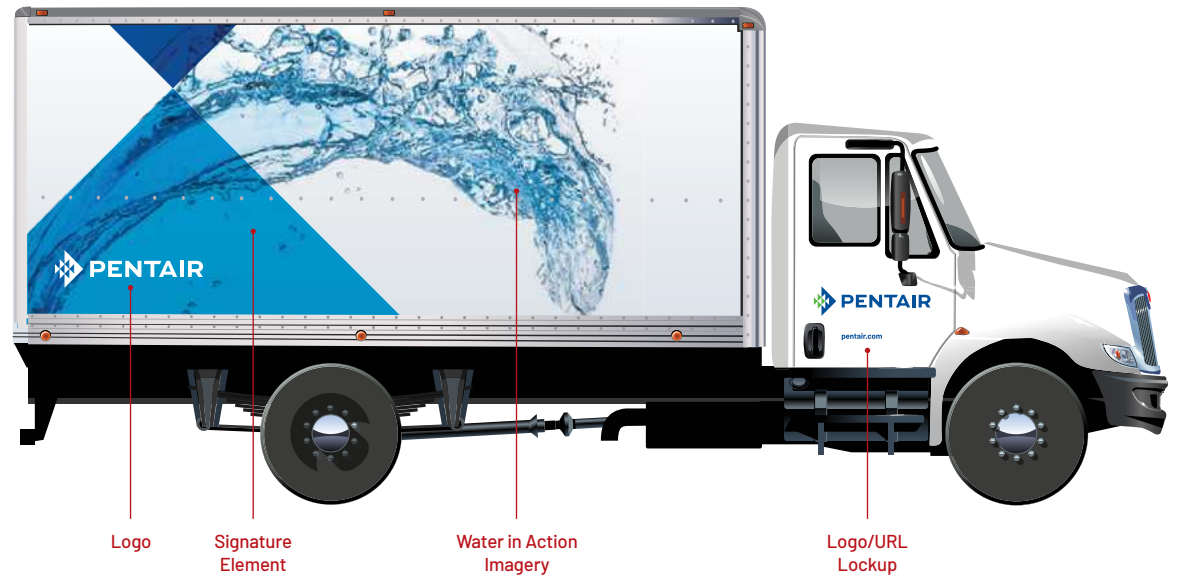
IMAGERY

If applying Images with the Signature Element, refer to Section 5 for detailed information.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DELIVERY TRUCKS (Signature Element/Imagery)



LARGE-SIZED VEHICLES

The illustrations on this page show the appropriate display of the Pentair Brand on large-sized vehicles, including box-style trucks, which include the three SBUs, including Pool, Pumps, and Filtration.

DEALER VEHICLES

For any usage of the Pentair Brand on dealer vehicles, you must seek prior approval from Pentair legal and marketing. For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PENTAIR LOGO

The full-color and white Pentair Logos are placed on the side doors, box side panels, front hood and on the back door, as shown.

Important Note: For advice and guidance on unique applications of the Pentair Logo, contact your Assigned Brand Council Member (refer to page 16.2).

URL

The URL should be placed on the side of the vehicle and the on the back door, as shown. The type is set in Barlow Bold in Pentair Blue.

SIGNATURE ELEMENT

The Signature Element may be used as prominently shown on both sides, and on the back of the vehicle.

IMAGERY

If applying Images with the Signature Element, refer to Section 5 for detailed information.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DELIVERY TRUCKS (Signature Element/Imagery)

Pool



Pumps



Filtration

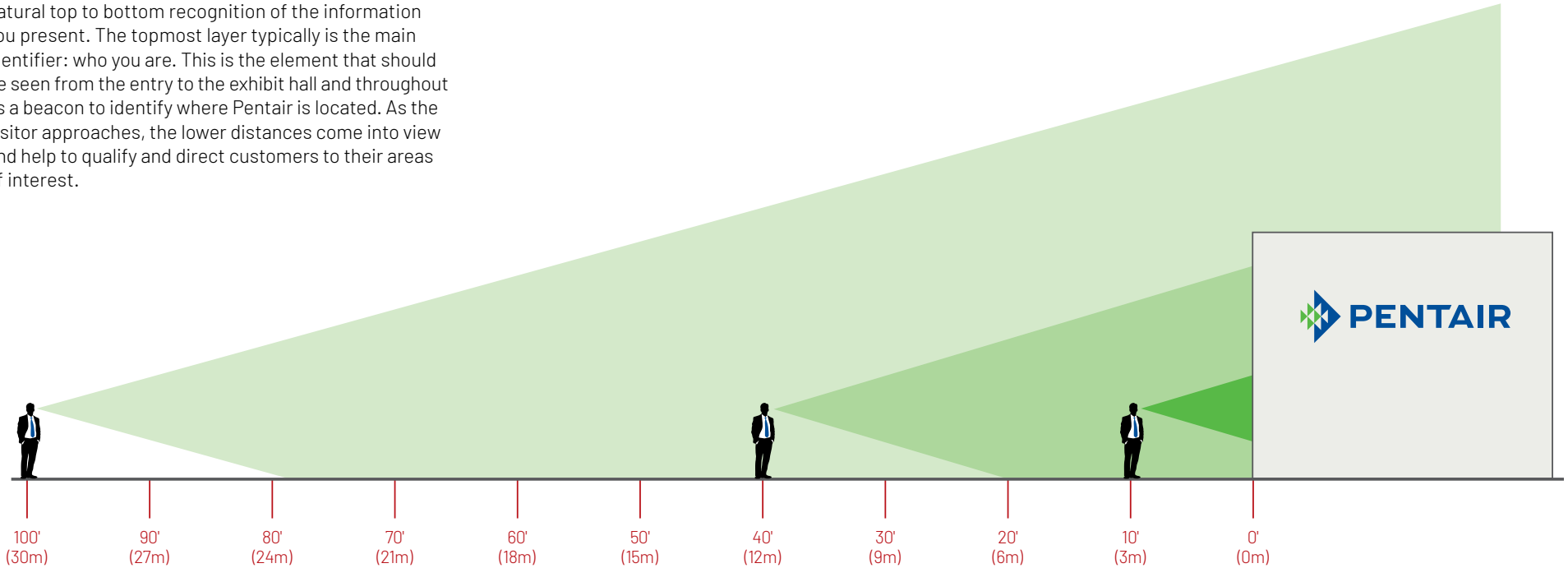


13 TRADE SHOWS & RETAIL STORES

- 13.1 Brand Identity Sight Lines
- 13.2 Typography Specifications
- 13.3 Trade Show Booth Elements
- 13.4 Large Trade Show Booths
- 13.6 Medium Trade Show Booths
- 13.7 Small Trade Show Booths
- 13.8 Pop-Up Displays
- 13.9 Retail Stores
- 13.10 Display Elements
- 13.11 Roll-Up Banners
- 13.13 Lighting

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.

BRAND IDENTITY SIGHT LINES



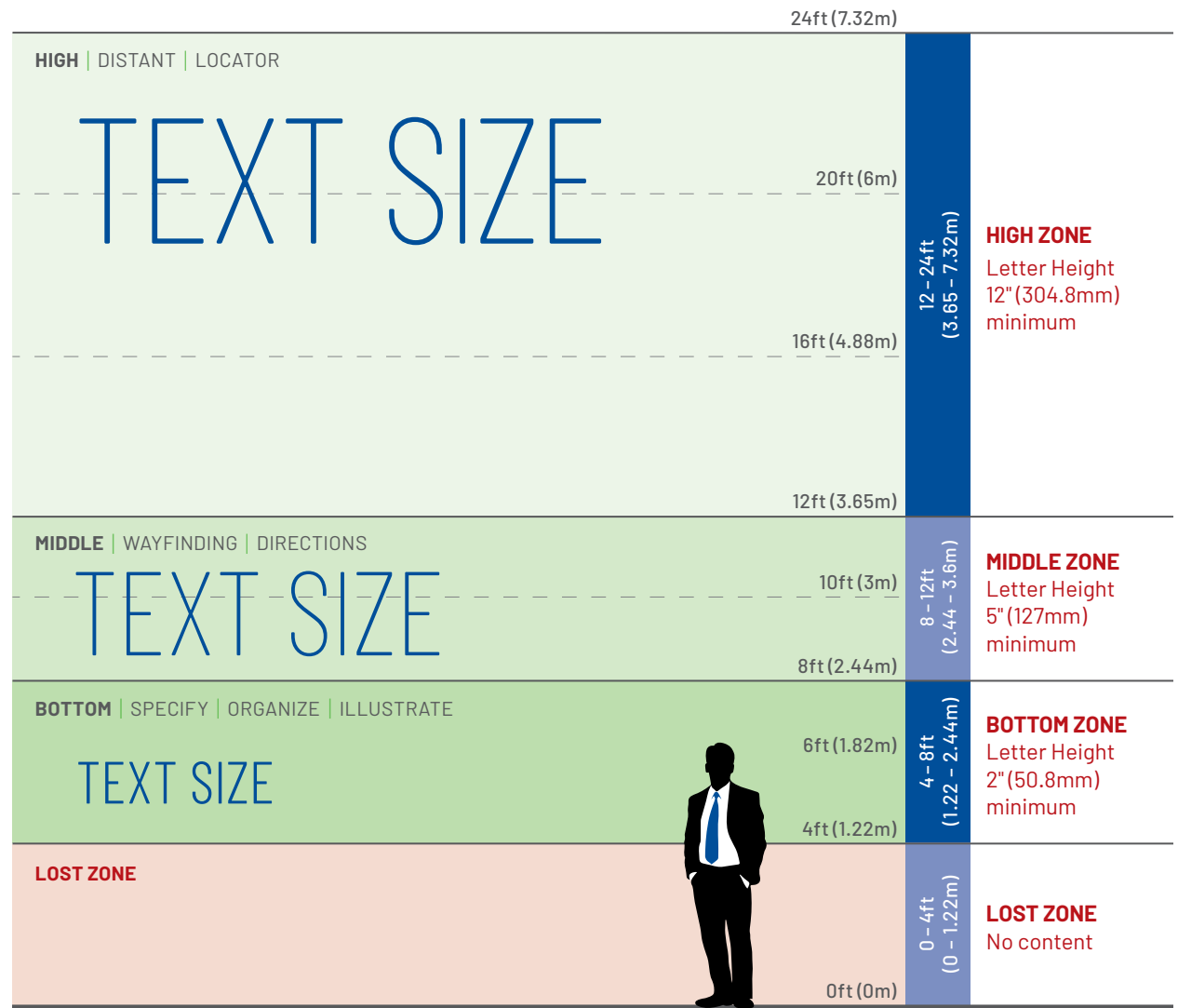
This page shows minimum letter sizes at incremental heights from ground level; these sizes are essential for readability from a distance. The maximum letter heights are shown in the blue. Exhibits fonts should always use our primary typefaces, which are Barlow and Barlow Condensed.

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 Brand Fonts (pages 1.14-1.15) and Typography (pages 1.18-1.19).

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 Section 1.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

BOOTH ELEMENTS



Prominence, impression, impact – the desired results of our multiple trade show presences. 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 the reason we do what we do every day – to improve the lives of every single person we interact with ‘FOR LIFE.’

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

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & ‘FOR LIFE’ STATEMENTS

For guidance on the use of Imagery and our ‘FOR LIFE’ Statements, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

LIGHTING

Refer to page 13.12 for assistance with booth lighting.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LARGE BOOTH CONCEPTS



Solution 1



Solution 2

Prominence, impression, impact – the desired results of our multiple trade show presences. 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 the reason we do what we do every day – to improve the lives of every single person we interact with ‘FOR LIFE.’

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

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & ‘FOR LIFE’ STATEMENTS

For guidance on the use of imagery and our ‘FOR LIFE’ Statements, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

LIGHTING

Refer to page 13.12 for assistance with booth lighting.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LARGE BOOTH CONCEPTS



Solution 3

Prominence, impression, impact – the desired results of our multiple trade show presences. 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 the reason we do what we do every day – to improve the lives of every single person we interact with ‘FOR LIFE.’

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

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & ‘FOR LIFE’ STATEMENTS

For guidance on the use of imagery and our ‘FOR LIFE’ Statements, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

LIGHTING

Refer to page 13.12 for assistance with booth lighting.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

MEDIUM BOOTH CONCEPTS



Solution 1



Solution 2

Prominence, impression, impact – the desired results of our multiple trade show presences. 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 the reason we do what we do every day – to improve the lives of every single person we interact with ‘FOR LIFE.’

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

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & ‘FOR LIFE’ STATEMENTS

For guidance on the use of imagery and our ‘FOR LIFE’ Statements, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

LIGHTING

Refer to page 13.12 for assistance with booth lighting.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

SMALL BOOTH CONCEPTS

Solution 1



Solution 2

When space is limited, our Pop-Up Displays deliver an impactful experience to reinforce our brand — while consistently utilizing our core brand elements and visually supporting our Brand Promise of adding value to lives of all our customers.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

For guidance on the use of imagery and our 'FOR LIFE' Statements, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

LIGHTING

Refer to page 13.12 for assistance with booth lighting.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

POP-UP DISPLAYS

Curved Display



Straight Display



The flexibility and modular nature of the of brand allows for the powerful presence of our trade shows to be successfully applied to a retail application.

RETAIL STORE CONCEPT



BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

For guidance on the use of imagery and our 'FOR LIFE' Statements, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

LIGHTING

Refer to page 13.12 for assistance with store lighting.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

DISPLAY ELEMENTS

Our Trade Show Booths contain several elements that work together to visualize the Pentair Brand, with a few items displayed on this page. For an overview of the display elements used in our trade show booths, refer to page 13.3.

BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

PRODUCT DISPLAYS



Solution 1



Solution 2

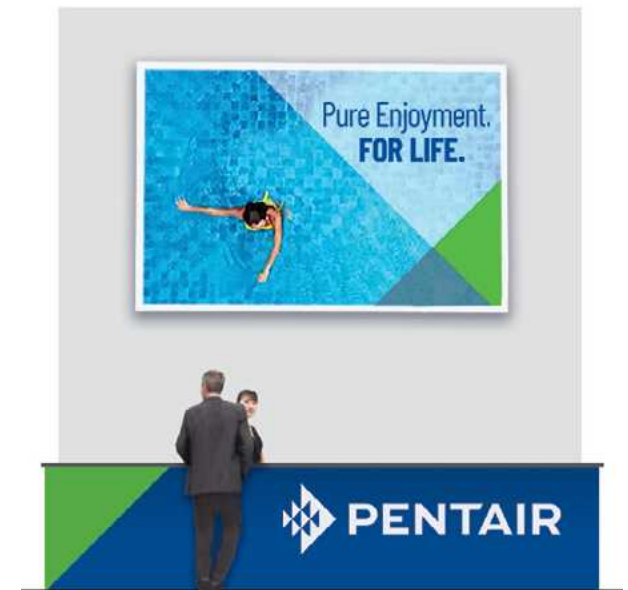
KIOSK (with Video Screens)



RECEPTION COUNTER & WALL (Large and Medium Booths)



Solution 1



Solution 2

Clean and concise – the qualities our Roll-Up Banners embody. Though all are brand compliant, the various solutions allow for multiple approaches to promote and reinforce a particular offering or ‘FOR LIFE’ benefit.

Standard Banners



ROLL-UP BANNERS

Product Banners



Impact / ‘FOR LIFE’ Banners



BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & ‘FOR LIFE’ STATEMENTS

For guidance on the use of imagery and our ‘FOR LIFE’ Statements, refer to Section 5.

TYPOGRAPHY

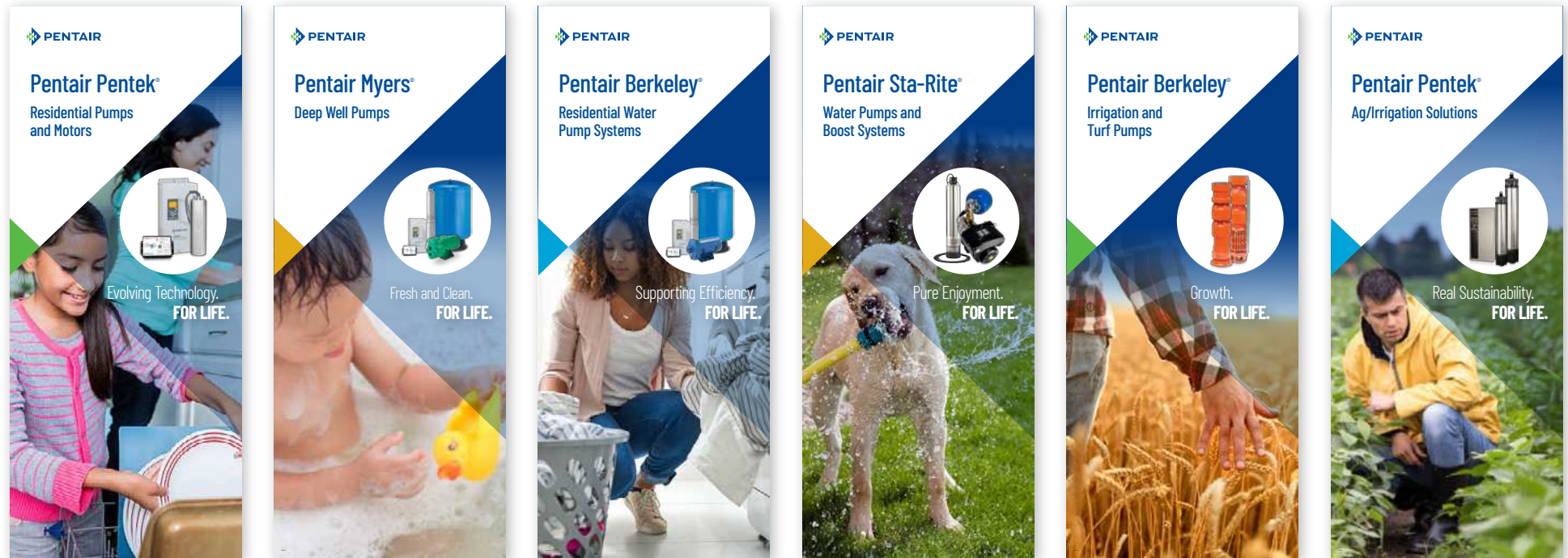
Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14–1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

The flexibility of the Roll-Up Banner standard allows for banners that specifically target a specific audience (see below), while both maintaining brand consistency and emphasizing our critically-important 'FOR LIFE' belief.

ROLL-UP BANNERS



BRAND ELEMENTS

For guidance on the use of the Pentair Logo and our Brand Elements, refer to Section 1.

IMAGERY & 'FOR LIFE' STATEMENTS

For guidance on the use of imagery and our 'FOR LIFE' Statements, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts (pages 1.14-1.15).

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Section 17). For additional information, contact your Assigned Brand Council Member (refer to page 16.2).

LIGHTING

Display lights are the perfect counterpart and will make our exhibits stand out, drawing more attention. Regardless of the lighting needs, our exhibits should be well illuminated to display our brand for all to see.

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.

SPOTLIGHT



FLOODLIGHT



WALL LIGHT



14 THIRD-PARTY GUIDELINES

14.1 Co-Branding

14.1 Strategic Partnerships & Alliances

14.1 Joint Ventures

14.1 Alignment of Logos

14.2 Co-Branded Applications

14.3 Pentair Leading Applications

14.4 Unacceptable Applications

STRATEGIC PARTNERSHIPS & ALLIANCES

As part of our global growth strategy, Pentair may collaborate with third parties to develop or exploit existing or new technology, to serve customers in selected regions, and to enhance its product offering. This may take various forms of sole or joint development, manufacturing and sale of products, which may include shared marketing communications that could have implications for the Pentair brand.

JOINT VENTURES

From the corporate branding perspective, growing Pentair business, while maintaining the integrity and attributes of the Pentair brand, is a major objective of joint ventures.

To ensure a strong recognition of the Pentair Brand and protection of our intellectual property, a joint venture must follow these Standards. Under all circumstances Pentair must be able to control the nature and extent of such use.

The Pentair logo should be visually equal in size to a third party logo wherever it appears. New, jointly-owned marks, logos and/or names should be avoided whenever possible. If a joint venture business relationship encompasses an offering of Pentair products the coloring and branding of such products should remain intact.

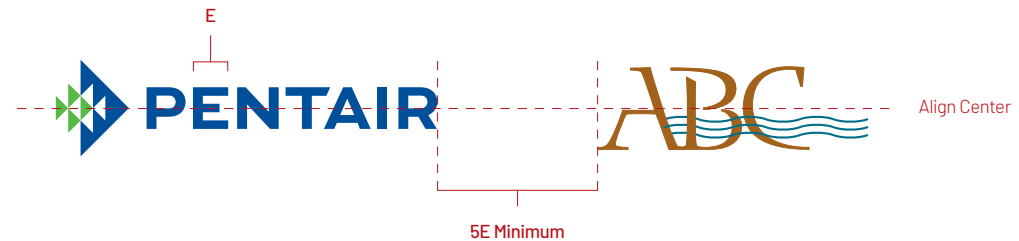
ALIGNMENT OF LOGOS

There are two main alignments for the joint venture logos: horizontal and vertical, which do not interfere with the Pentair Logo clear space. The Pentair logo should be visually equal in size to a third party logo.

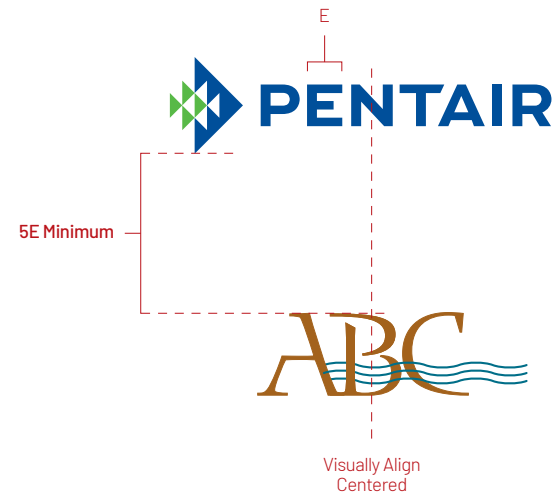
LEGAL

Before creating or approving any Pentair materials with Third-Party logos, consult the Pentair Legal Department to ensure appropriate licenses and trademark ownership attribution statements appear.

HORIZONTAL ALIGNMENT



VERTICAL ALIGNMENT



IMPORTANT NOTES:

- It must be clear that Pentair and a third-party partner are distinctly separate legal entities (refer to Section 15: Legal and Trademark Usage).
- Third party logos and brand names should never exceed the size of the Pentair Logo.
- The Pentair Logo cannot be translated to another language.

CO-BRANDED APPLICATIONS

Referring to all product documentation, client operations material, sales tools, collateral, advertising, websites, marketing emails and other marketing materials that are created jointly by Pentair and the approved Third-Party (e.g., ingredient branding, joint ventures, sponsorships, joint marketing ventures, etc.). Such materials may be created for a specific temporary function such as a jointly-hosted event, combined trade show booth setup or joint letter. Co-branded material may have a neutral look and feel, but we encourage using Pentair fonts and colors when possible.

PENTAIR AND PARTNER LOGOS

Co-branded materials will present both the Pentair and Third-Party logos in the primary position on the page and will have equal visual weight. The business relationship between Pentair and the Third-Party should be clearly outlined in the main body copy or sidebar of a marketing piece.

LEGAL

Before creating or approving any Pentair materials with Third-Party logos, consult the Pentair Legal Department to ensure appropriate licenses and trademark ownership attribution statements appear.

CONTACT

Questions about Third-Party relationships or brand alliances should be directed to your Pentair Assigned Brand Council Member (refer to page 16.2), prior to designing, printing and/or distributing Pentair co-branded material.

Pentair Logo and the Third-Party Logo share the primary position and have equal visual weight.

FEATURES/BENEFITS

- ◆ Exclusive precoat filtration provide superior chlorine taste and odor reduction and micro-filters dirt and particles as small as 0.5 micron in size by mechanical means.
- ◆ Utilizes depth filtration and Fibredyne™ media for superior dirt holding capability.
- ◆ Leaves chlorine and chloramines within water that is supplied to equipment which helps to reduce slime growth in ice machin and ice bin.
- ◆ Reduces ice machine maintenance, service costs and buildup. Scale can result in clogging of distribution lines, malfunction of probes, floats, pumps, solenoids and valves, and higher energy consumption.
- ◆ Sanitary cartridge replacement is simple, quick and clean. Internal filter parts are never exposed to handling or contamination.
- ◆ Can be used on Insurice® and Hybrid Manifold Systems.

INSTALLATION TIPS

- ◆ Install vertically with cartridge hanging down.
- ◆ Allow 2-1/2" clearance below the cartridge for easy cartridge replacement.
- ◆ Flush 7SI cartridge by running water through filter for 5 min.
- ◆ This system must be installed & maintained according to the manufacturer's instructions.

OPERATION TIPS

- ◆ Change cartridges on a regular 6 month preventative maintenance program.
- ◆ Change cartridges when capacity is reached or when pressure falls below 10 psi.
- ◆ Service flow rate must not exceed 3.5 gpm.
- ◆ Always flush the filter cartridge at time of install.

APPLICATION/SIZING

- ◆ Service Flow Rate: 3.5 gpm.
- ◆ Rated Capacity: 25,000 gallons of particulate and scale reduction*.

*Estimated. Actual capacity may vary depending on volume of particulate in incoming water.

- Pentair look and feel.
- Pentair Logo and Third-Party logo share primary position on cover and have equal visual weight.

This example is for illustrative purposes only and is not meant to represent actual third-party communications.

PENTAIR LEADING APPLICATIONS

This refers to all product documentation, client operations material, sales tools, collateral, advertising, websites, marketing emails and other marketing material that is created by Pentair, which is clearly Pentair-branded, and follows the Pentair Brand Identity Guidelines. Pentair-branded materials may only be created by Pentair and approved agencies; Third-Parties should not be allowed to mimic the Pentair look and feel.

PENTAIR LOGO

The Pentair Logo is the primary logo on the page in the most prominent position. The full-color logo is positioned on the top right of the front cover.

THIRD-PARTY LOGO

Pentair materials may present a Third-Party logo to identify the Third-Party's business relationship with Pentair. This page illustrates the dominant relationship of Pentair with the Third-Party logo, which will usually be placed on the bottom half or back of a marketing piece.

BUSINESS RELATIONSHIP

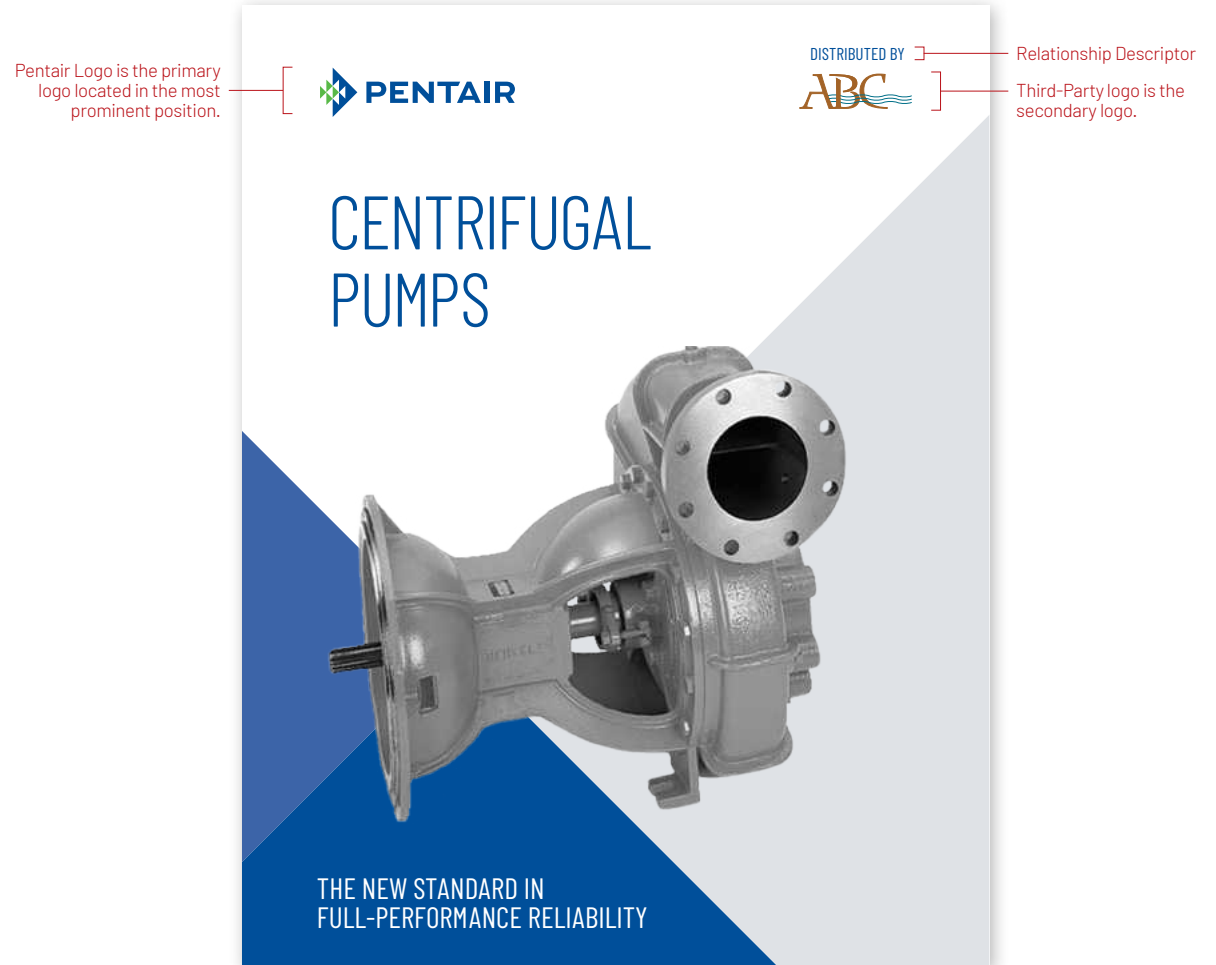
This relationship between Pentair and the Third-Party should be clearly outlined in the main body copy or side-bar of a marketing piece.

LEGAL

Before creating or approving any Pentair materials with Third-Party logos, consult the Pentair Legal Department to ensure appropriate licenses and trademark ownership attribution statements appear.

CONTACT

Questions about Third-Party relationships or brand alliances should be directed to your Pentair Assigned Brand Council Member (refer to page 16.2), prior to designing, printing and/or distributing Pentair co-branded material.



- Pentair look and feel.
- Pentair Logo in most prominent position on cover.
- Third-Party logo presented on bottom left of front cover, or back-cover depending on design requirements.
- Third-Party logo should not appear visually larger than the Pentair Logo.

This example is for illustrative purposes only and is not meant to represent actual third-party communications.

UNACCEPTABLE USAGE

On all Co-Branded Material:

- Do not place the Pentair Logo and Third-Party logo too close to each other.
- Do not incorrectly align the Pentair Logo and Third-Party logo.
- Do not the translate any elements of the Pentair Logo, including the Pentair name, Platform, Product Line, Product Name and Relationship Descriptor.

On Pentair Leading Material:

- Do not scale the Third-Party logo visually larger than the Pentair Logo.
- Do not apply the Third-Party colors to the layout.

On Third-Party Leading Material:

- Do not scale the Third-Party logo visually smaller than the Pentair Logo.
- Do not apply the Pentair colors to the layout and/or the Third-Party logo.

LEGAL

Before creating or approving any Pentair materials with Third-Party logos, consult the Pentair Legal Department to ensure appropriate licenses and trademark ownership attribution statements appear.

CONTACT

Questions about Third-Party relationships or brand alliances should be directed to your Pentair Assigned Brand Council Member (refer to page 16.2), prior to designing, printing and/or distributing Pentair co-branded material.



15 LEGAL & TRADEMARK USAGE

15.1 Trademark Guidelines

15.4 Legal Entity vs. SBU Name

15.4 Press Release Guidelines

15.4 Verbal Communications Guidelines

Proper use of our trademarks is critical to legally protecting and strengthening these valuable assets and achieving a uniform expression of Pentair products and services worldwide. In addition, proper usage of the trademarks of other companies is important to avoid costly disputes and infringement claims.

These Trademark and Copyright Legal Guidelines (“Guidelines”) are intended to provide you with guidance in clearly identifying and protecting our trademarks, and promoting correct and consistent trademark usage in all communications. In addition, we have provided information on the use of copyright notices.

Pentair trademarks should be used correctly and with proper notice, and used in connection with the goods and services with which they are registered. To ensure that we do this correctly, please refer to these Guidelines when creating product packaging, labeling, manuals, materials, and communications or other documents on or in which our trademarks or other companies’ trademarks appear. Please consult your VP of Marketing or Assigned Legal Counsel if you have additional questions.

TRADEMARK GUIDELINES

PROPER TRADEMARK GRAMMAR

1. Use trademarks only as adjectives and not nouns. A trademark must always be used as an adjective and be followed by a generic descriptor that ends in a noun that is pertinent to and approved for the trademark.

CORRECT: Pentair sells EVERPURE* Water Filter Cartridges.

INCORRECT: Pentair sells Everpures.
2. Model or product numbers should follow the generic descriptor.

CORRECT: Pentair* Everpure* Water Filter Cartridge EF-3000
3. 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.”)
4. Do not abbreviate or alter the spelling or form of your trademarks.
5. The word “Pentair” is used as both a business or company name and a trademark. As detailed below, when using Pentair as a business or company name, do not use any trademark notice symbols next to it. When using Pentair as a trademark, please use the asterisk symbol as further detailed in Use Trademarks in a Distinctive Way (#5) on page 15.2.

USE TRADEMARKS IN A DISTINCTIVE WAY

1. Always treat trademarks in a distinctive way that sets them off from the surrounding text so that the reader knows where the trademark begins and ends. For instance, place the trademark in initial caps and use the proper trademark notice symbol immediately after it (as further detailed below).
2. A trademark must be followed by a trademark notice symbol at least the first time it is used, as further described below. A trademark notice symbol is used to indicate the end of a trademark, and to place a reader on notice that we are claiming rights in that particular mark.
3. Some countries use the ™ symbol or other symbols to indicate an unregistered trademark.
4. The ® symbol means that a certificate of registration is held for the mark for either products or services in the country where they are packaged and/or sold. The ® symbol is commonly used by trademark owners in connection with trademarks where the trademarks are registered in the country where the related goods or services will be sold. Important note: Use of the ® symbol on or in connection with goods or services for which the mark is not registered can, in certain countries (e.g., China and certain Middle Eastern countries) result in significant penalties and possible criminal liability. Because it is impractical to institute different trademark marking practices for different countries, and because we cannot be certain of the country to which a marked product will travel, in order to avoid the high-consequence risks associated with improper use of the ® symbol in certain countries, we will generally use the asterisk approach outlined below in lieu of using the ® symbol.

5. Important Note: The Asterisk Note: Our standard approach to trademarks is to not use the ™ or ® symbol unless otherwise advised by your Assigned Legal Counsel. Rather, please use an asterisk symbol "*" after trademarks on MARCOM materials, product packaging, labeling, and manuals and add a footnote statement on the materials, packaging, labeling or manuals to advise readers of Pentair's trademark rights. Please contact your VP of Marketing or Assigned Legal Counsel for specific language to be used in the footnote. Below are examples for a footnote on product packaging for a MYERS pump containing the PENTAIR and MYERS trademarks:

- A.** "The PENTAIR and MYERS trademarks are registered with the United States Patent and Trademark Office, as well as in various other countries."
- B.** "PENTAIR and MYERS are trademarks of Pentair plc or its affiliates. For a complete listing of registrations for these trademarks, please see pentair.com/registrations."
 - i.** Begin each product name with its appropriate branding; (e.g., Sta-Rite* Max-E-Therm* Pool and Spa Heater). In the case that a product only carries the Pentair brand, then begin the Product name with the Pentair mark (e.g. "Pentair* Pool Heater 123").
 - ii.** Use the appropriate trademark notice symbol (usually *, unless ™ or ® are otherwise approved by legal counsel) after each trademark. Follow it with the complete generic descriptor, capitalizing the first letters of each word in the full product name (e.g., "Sta-Rite* Max-E-Therm* Pool and Spa Heater).
 - iii.** For certain marcom materials that will remain in one country where our trademarks are registered, the asterisk approach does not need to be followed and instead ™ or ® may be used if cleared by your Assigned Legal Counsel. Please contact your Assigned Legal Counsel if you would like to use ™ or ® in your marcom materials.

6. When using "Pentair" to designate the company rather than a specific product, do not use any trademark marking symbol, including without limitation the asterisk, as described above.

INCORRECT: Pentair® is a global company.

THE "FIRST USE" TRADEMARK RULE

The full brand name or product name should be specifically identified as a trademark, and the proper trademark notice used (typically an asterisk and reference, as described above) the first time it is used on each new visual surface. Every time a new surface is presented to a viewer (i.e., a new page in a brochure or a new screen on an electronic communication), the First Use Rule should be followed. The First Use Rule also applies to the first time you mention a new or different trademark on that surface. Of course, the size, shape and amount of the surface presented to the reader or viewer varies from copy to copy (for example, a single page on a printed, fold-out brochure vs. scrolling through a viewing screen on an electronic application). Use your best judgment on the amount of continuous surface that can be seen at one time by the audience.

Effective trademark usage in our marcom materials, packaging, labeling, and product manuals is critical to our brand strategy and protection, as these materials are routinely submitted to trademark registration offices worldwide as evidence of our trademark usage. If the usage of a trademark in marcom materials, packaging, labeling, or manuals does not match the trademark as applied for or registered, it can become difficult or impossible to obtain or maintain the corresponding trademark registration. Therefore, it is important that our implementation of the brand strategy and usage of our trademarks be consistent and correct. When creating packaging, labeling, and product manual materials, please ensure that the rules in these Guidelines are carefully followed. Please consult with your VP of Marketing and Assigned Legal Counsel for additional assistance.

The First Use Rule also applies to every photo or illustration caption.

Use capital letters on generic descriptors for the First Use.

THE "LATER USE" TRADEMARK RULE

After the full brand or product name has been specifically identified at least once on a visual surface, you should drop the * (or the ™ or ®, where approved by legal counsel) symbol from the trademarked name in subsequent mentions on that surface if repeated with the same generic descriptor. If, on the other hand, a subsequent mention of the same trademark is made in connection with goods with a different generic descriptor or in a different product category, then include the proper trademark notice after that trademark mention, and include the new generic descriptor, capitalized. Drop the Pentair mark from the beginning of the product name, unless Pentair is the only trademark the product carries. Continue to capitalize the trademark, but use lower case type for any previously-mentioned generic descriptor. The generic descriptor can also be shortened. If two trademarks must be used together, always use the * (or the ™ or ®, where approved by counsel) symbols every time those trademarks are shown together (e.g., "Kreepy Krauly* Great White* Pool Cleaners").

TRANSLITERATING VERSUS TRANSLATING

Most trademarks do not translate directly from the English language into other languages. Therefore, Pentair trademarks should not be translated. However, in countries that use different alphabets, and/or where local law requires a local version of the trademark in the applicable local alphabet, instead of being translated, Pentair trademarks should be transliterated. Transliteration means writing the sound of the trademark phonetically in another alphabet, so when it is pronounced it sounds like the original version. When a transliterated trademark is used, the Roman alphabet form must also be used — for example, 滨特尔 “Bin Te Er” in China. Please note that the generic descriptor in such cases should be translated, and in some languages, the generic descriptor should precede the trademark. In certain countries, Pentair has registered certain transliterations of its trademarks. For example, Pentair currently uses and has registered the following transliterated trademarks in China and Japan:

滨特尔

ペンテュア

Please check with your VP of Marketing or Assigned Legal Counsel to determine which transliteration is the proper and protected form.

CREDITING TRADEMARKS

1. When using only our own trademarks in a Pentair communication, do not list all Pentair marks used in the communication at the end of the communication.
2. If you mention another company's trademark in a Pentair communication, you must apply the same First Use and Later Use Rules. At the end of the communication, you should first identify the trademarks belonging to Pentair and then separately identify the trademarks belonging to the other company. Depending on the nature of the use of another company's marks, you may need permission from the other company to use such marks. Please consult your Assigned Legal Counsel for guidance.

EXAMPLE: “Pentair and Everpure are trademarks of Pentair or one of its global affiliates.”
“Macintosh is a trademark of Apple Inc.”

3. If another company is using our trademarks in its communications, including any use of our trademarks by our dealers, distributors, or other third parties, such use should be authorized through an appropriate contract, or approved by your VP of Marketing, Assigned Legal Counsel. When another company has obtained our permission to use our trademarks in their communications, it needs to apply our First Use rule every time our trademarks are used. The Pentair trademarks used in the communication should be identified as belonging to Pentair at the end of the communication (e.g., “Pentair and Everpure are trademarks of Pentair or one of its global affiliates.”). If you are reviewing another company's communication (e.g., a partner or customer communication), please edit accordingly.

Important Note: For certain marcom materials that will remain in one country where our trademarks are registered, the asterisk approach does not need to be followed and instead, TM or [®] may be used if cleared by your Assigned Legal Counsel. Please reach out to your Assigned Legal Counsel if you would like to use TM or [®] in your marcom materials.

LEGAL ENTITY VERSUS SBU NAME

It is important to clarify when a legal entity name must be used and when a SBU name can be used on Pentair materials. These Guidelines are intended to provide general guidance for the global businesses, but please note that local requirements or industry-specific regulations may require modification of this general guidance. When in doubt, please contact your Assigned Legal Counsel.

Important Note on use of Pentair plc: You should not use the legal entity “Pentair plc” unless you have been given specific authorization from Pentair’s General Counsel. 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.

WHAT IS A LEGAL ENTITY NAME?

A legal entity name is the official legal name of a company. This is the name that refers to the company itself versus a brand or trademark of the company. Legal entity names often include words that indicate the entity type (e.g., Co., Inc., AG, GmbH., Pty. Ltd., plc, Corp., etc.). Each SBU has one or more legal entities that it can use when a legal entity name is required. These SBU names are not legal entities. If you are unclear on which legal entity to use, please contact your Assigned Legal Counsel.

WHEN TO USE THE LEGAL ENTITY NAME

Whenever possible, do not use a legal entity name or your SBU name or simply “Pentair.” There are circumstances where the use of a legal entity name is required. Local law or regulations specific to a particular product may require a legal entity name in other cases not outlined here. Contact your Assigned Legal Counsel if you have questions about using a legal entity name.

Listed below are the major areas where reference to an official legal entity name is 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 applicable trademark, domain name, or patent)
7. Press Releases
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

WHEN TO USE AN SBU NAME

SBU names should generally not be used on any marketing or product packaging materials.

WHICH LEGAL ENTITY NAME TO USE

Whenever possible do not use a legal entity name. In many cases, it is sufficient to simply use “Pentair.” In cases where you need to use a legal entity name, you need to choose that legal entity carefully. The use of legal entity names can have serious legal and tax implications, so you should take care to choose the correct one. Very few matters require the use of “Pentair plc” as the legal entity. If you have a corporate matter or a matter that covers multiple SBUs or entities, you still need to carefully select which legal entity to use as it may not be Pentair plc. If you have questions about which legal entity you should use, please contact your Assigned Legal Counsel.

PRESS RELEASE GUIDELINES AND VERBAL COMMUNICATIONS GUIDELINES

Make sure any press release accurately references the correct legal entity that is associated with a particular product or service (or registered d/b/a name). Consult with your Assigned Legal Counsel to ensure the correct legal entity or d/b/a name is being used. For example, a product launch press release should never be released as “Pentair, plc” or “Pentair plc”. Such a press release should reference the correct legal entity associated with this product or service and identify itself as a Pentair subsidiary. (e.g., “Pentair Residential Filtration, LLC, a subsidiary of Pentair, plc (NYSE: PNR), a global leader in water treatment solutions, will launch its new...”). The First Use and Later Use rules described for print and electronic communications do not apply to press releases. At the end of the press release, identify any trademarks used. (e.g., “Pentair and Myers are trademarks of Pentair or one of its global affiliates.”).

COPYRIGHT NOTICES

Add a copyright notice to the bottom of each piece of printed or electronic material. This puts the world on notice that we claim rights in, and intend to protect, the content. The notice consists of three elements: (1) the ©; (2) the year of first publication (i.e., distribution to the public) of the material, or, if not published, then the year of creation of the material; and (3) the Pentair name or name of the Pentair affiliate that is the copyright owner (e.g., “© 2010 Pentair” or “© 2018 Pentair Aquatic Eco-Systems”). If the content contains elements from more than one year (i.e., the work is a compilation or derivative work), you should use a range of years starting with the earliest year an element was published (or created, in the case of unpublished material), through the present year (e.g., “© 2000-2018 Pentair”). Alternatively, the date of first publication (or creation, in the case of unpublished material) of the derivative work or compilation itself is sufficient.

16 BRAND GOVERNANCE

16.1 Brand Governance Process

16.2 Brand Governance & Oversight Structure

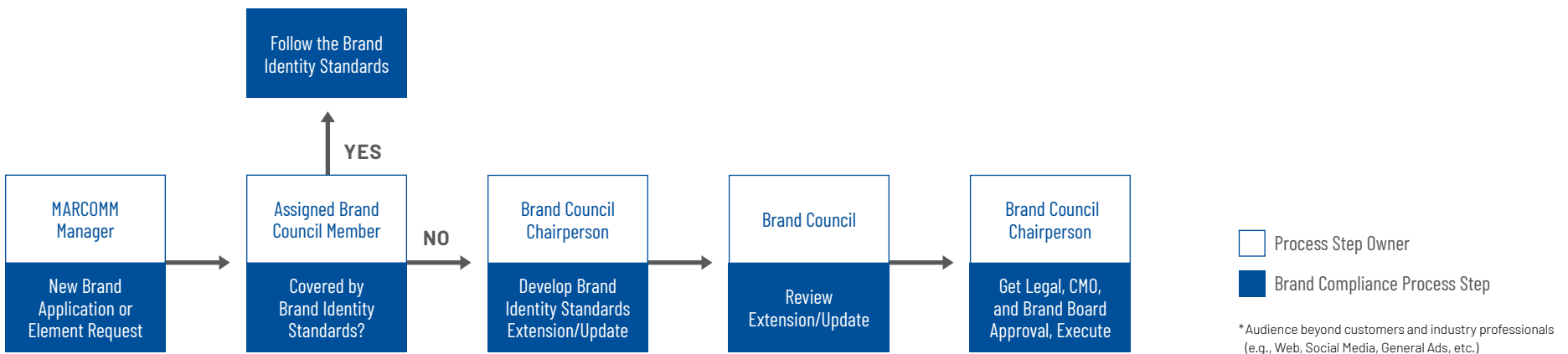
BRAND GOVERNANCE PROCESS

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. 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 our brand compliance process below.”

Please refer to the following page for details on brand governance and oversight contacts.



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
- 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
	Marketing VP
BRAND COUNCIL CHAIRPERSON	Global Branding Director
ASSIGNED BRAND COUNCIL MEMBERS	Marketing Director Filtration Solutions
	Marketing Director Aquatic Systems
	Marketing Director Flow Technologies
BRAND COUNCIL MEMBERS	Communications VP
	Legal Counsel

For the employee information listed above, contact the Global Branding Director or the Senior Marketing Manager, Global Branding (Catherine.Stidwell@pentair.com).

17 BRAND ASSETS

- 17.1 Master Brand Logo
- 17.2 Platform Brand Logo
- 17.3 Product Line Brand Logo
- 17.4 Product Name Brand Logo
- 17.5 Brand Promise
- 17.6 Badges
- 17.7 Icons
- 17.8 Packaging Icons
- 17.9 Stationery (Inches)
- 17.10 Stationery (Metric)
- 17.11 PowerPoint Template
- 17.12 Display Wallpaper
- 17.13 Three-Ring Binder Inserts
- 17.14 Email Signatures
- 17.15 Employee Badges

MASTER BRAND LOGO

Always use Pentair Brand Assets for reproduction of the Pentair Logo (refer to Section 1 for guidelines and additional information).

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format with a transparent background, which may be scaled up or down to a desired size without compromising image quality.

PNG Files

PNG files have a transparent background and are used for Microsoft products, websites, and digital applications. Use this format in place of JPG files, as JPG files have a white background and are not transparent.

COLOR CONSISTENCY

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

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

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES

Black background is not included in the file.

COLORS & FILES

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Logo

- **Black**
 - Pentair_Logo_Black.eps
 - Pentair_Logo_Black.png
- **CMYK (4 color process)**
 - Pentair_Logo_CMYK.eps
- **PMS (spot color)**
 - Pentair_Logo_PMS.eps
- **RGB (digital)**
 - Pentair_Logo_RGB.eps
 - Pentair_Logo_RGB.png
- **White**
 - Pentair_Logo_White.eps
 - Pentair_Logo_White.png

PLATFORM BRAND LOGO

Always use Pentair Brand Assets for reproduction of the Pentair Platform Logo (refer to Section 2 for guidelines and additional information).

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format with a transparent background, which may be scaled up or down to a desired size without compromising image quality.

PNG Files

PNG files have a transparent background and are used for Microsoft products, websites, and digital applications. Use this format in place of JPG files, as JPG files have a white background and are not transparent.

COLOR CONSISTENCY

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

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

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES

Black background is not included in the file.

COLORS & FILES

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Everpure Logo Horizontal

- **Black**
 - Pentair_Everpure_Logo_horiz_Black.eps
 - Pentair_Everpure_Logo_horiz_Black.png
- **CMYK (4 color process)**
 - Pentair_Everpure_Logo_horiz_CMYK.eps
- **PMS (spot color)**
 - Pentair_Everpure_Logo_horiz_PMS.eps
- **RGB (digital)**
 - Pentair_Everpure_Logo_horiz_RGB.eps
 - Pentair_Everpure_Logo_horiz_RGB.png
- **White**
 - Pentair_Everpure_Logo_horiz_White.eps
 - Pentair_Everpure_Logo_horiz_White.png

Pentair Everpure Logo Vertical

- **Black**
 - Pentair_Everpure_Logo_vert_Black.eps
 - Pentair_Everpure_Logo_vert_Black.png
- **CMYK (4 color process)**
 - Pentair_Everpure_Logo_vert_CMYK.eps
- **PMS (spot color)**
 - Pentair_Everpure_Logo_vert_PMS.eps
- **RGB (digital)**
 - Pentair_Everpure_Logo_vert_RGB.eps
 - Pentair_Everpure_Logo_vert_RGB.png
- **White**
 - Pentair_Everpure_Logo_vert_White.eps
 - Pentair_Everpure_Logo_vert_White.png

PRODUCT LINE BRAND LOGO

Always use Pentair Brand Assets for reproduction of the Pentair Product Line Logo (refer to Section 2 for guidelines and additional information).

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format with a transparent background, which may be scaled up or down to a desired size without compromising image quality.

PNG Files

PNG files have a transparent background and are used for Microsoft products, websites, and digital applications. Use this format in place of JPG files, as JPG files have a white background and are not transparent.

COLOR CONSISTENCY

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

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

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES

Black background is not included in the file.

Important Note: To download the additional/approved Product Line Logos (refer to pages 2.5–2.7), see the list in the Brand Standards section located in 'Working Here' on mypentair.com

COLORS & FILES

Below is an example of the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Aurora Logo Horizontal

- **Black**
 - Pentair_Aurora_Logo_horiz_Black.eps
 - Pentair_Aurora_Logo_horiz_Black.png
- **CMYK (4 color process)**
 - Pentair_Aurora_Logo_horiz_CMYK.eps
- **PMS (spot color)**
 - Pentair_Aurora_Logo_horiz_PMS.eps
- **RGB (digital)**
 - Pentair_Aurora_Logo_horiz_RGB.eps
 - Pentair_Aurora_Logo_horiz_RGB.png
- **White**
 - Pentair_Aurora_Logo_horiz_White.eps
 - Pentair_Aurora_Logo_horiz_White.png

Pentair Aurora Logo Vertical

- **Black**
 - Pentair_Aurora_Logo_vert_Black.eps
 - Pentair_Aurora_Logo_vert_Black.png
- **CMYK (4 color process)**
 - Pentair_Aurora_Logo_vert_CMYK.eps
- **PMS (spot color)**
 - Pentair_Aurora_Logo_vert_PMS.eps
- **RGB (digital)**
 - Pentair_Aurora_Logo_vert_RGB.eps
 - Pentair_Aurora_Logo_vert_RGB.png
- **White**
 - Pentair_Aurora_Logo_vert_White.eps
 - Pentair_Aurora_Logo_vert_White.png

PRODUCT NAME BRAND LOGO

Always use Pentair Brand Assets for reproduction of the Pentair Product Name Logo (refer to Section 2 for guidelines and additional information).

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format with a transparent background, which may be scaled up or down to a desired size without compromising image quality.

PNG Files

Create PNG files with a transparent background to use for Microsoft products, websites, and digital applications. Use this format in place of JPG files, as JPG files have a white background and are not transparent. Do not create or use PNG files from PMS and CMYK EPS files.

COLOR CONSISTENCY

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

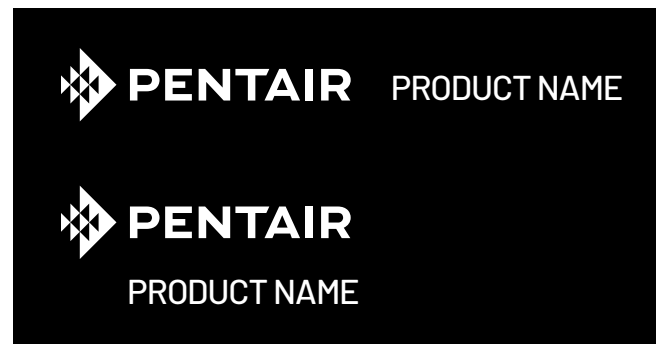
- **CMYK (Cyan, Magenta, Yellow, Black)** is used for four-color process offset and digital printing.
- **PMS (PANTONE® or Pantone Matching System)** is used for spot color offset printing.
- **RGB (Red, Green, Blue)** is used for Microsoft products, websites, and digital applications.

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES



Black background is not included in the file.

COLORS & FILES

Below is an example of the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Product Name Logo Horizontal

- **Black**
 - Pentair_ProductName_Logo_horiz_Black.eps
- **CMYK (4 color process)**
 - Pentair_ProductName_Logo_horiz_CMYK.eps
- **PMS (spot color)**
 - Pentair_ProductName_Logo_horiz_PMS.eps
- **RGB (digital)**
 - Pentair_ProductName_Logo_horiz_RGB.eps
- **White**
 - Pentair_ProductName_Logo_horiz_White.eps

Pentair Product Name Logo Vertical

- **Black**
 - Pentair_ProductName_Logo_vert_Black.eps
- **CMYK (4 color process)**
 - Pentair_ProductName_Logo_vert_CMYK.eps
- **PMS (spot color)**
 - Pentair_ProductName_Logo_vert_PMS.eps
- **RGB (digital)**
 - Pentair_ProductName_Logo_vert_RGB.eps
- **White**
 - Pentair_ProductName_Logo_vert_White.eps

BRAND PROMISE

Always use Pentair Brand Assets for reproduction of the Pentair Brand Promise (refer to pages 1.8-1.11 for guidelines and additional information).

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format with a transparent background, which may be scaled up or down to a desired size without compromising image quality.

PNG Files

PNG files have a transparent background and are used for Microsoft products, websites, and digital applications. Use this format in place of JPG files, as JPG files have a white background and are not transparent.

COLOR CONSISTENCY

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

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

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES

Smart, Sustainable Water Solutions.

FOR LIFE.

Smart, Sustainable Water Solutions.

FOR LIFE.

Smart, Sustainable Water Solutions.

FOR LIFE.

Smart, Sustainable
Water Solutions.

FOR LIFE.

Smart, Sustainable
Water Solutions.

FOR LIFE.

Smart, Sustainable
Water Solutions.

FOR LIFE.

Black background are not included in the file.

COLORS & FILES

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Brand Promise (Primary)

- **Black**
 - Pentair_Brand_Promise_primary_Black.eps
 - Pentair_Brand_Promise_primary_Black.png
- **CMYK (4 color process)**
 - Pentair_Brand_Promise_primary_CMYK.eps
- **PMS (spot color)**
 - Pentair_Brand_Promise_primary_PMS.eps
- **RGB (digital)**
 - Pentair_Brand_Promise_primary_RGB.eps
 - Pentair_Brand_Promise_primary_RGB.png
- **White**
 - Pentair_Brand_Promise_primary_White.eps
 - Pentair_Brand_Promise_primary_White.png

Pentair Brand Promise (Secondary)

- **Black**
 - Pentair_Brand_Promise_secondary_Black.eps
 - Pentair_Brand_Promise_secondary_Black.png
- **CMYK (4 color process)**
 - Pentair_Brand_Promise_secondary_CMYK.eps
- **PMS (spot color)**
 - Pentair_Brand_Promise_secondary_PMS.eps
- **RGB (digital)**
 - Pentair_Brand_Promise_secondary_RGB.eps
 - Pentair_Brand_Promise_secondary_RGB.png
- **White**
 - Pentair_Brand_Promise_secondary_White.eps
 - Pentair_Brand_Promise_secondary_White.png

BADGES (Internal & External)

Always use Pentair Brand Assets for reproduction of the Pentair Badges (refer to page 1.22 for guidelines and additional information).

These badges are only available in full color.

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format with a transparent background, which may be scaled up or down to a desired size without compromising image quality.

PNG Files

PNG files have a transparent background and are used for Microsoft products, websites, and digital applications. Use this format in place of JPG files, as JPG files have a white background and are not transparent.

COLOR CONSISTENCY

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

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

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES



FILES

Below is an example of the list of the Folders (in bold) and File Names of the downloadable files located in the folder titled **Badges (Internal & External)**:

Pentair 3D Badge

- **CMYK (4 color process)**
 - Pentair_3D_Badge_CMYK.eps
- **PMS (spot color)**
 - Pentair_3D_Badge_PMS.eps
- **RGB (digital)**
 - Pentair_3D_Badge_RGB.eps
 - Pentair_3D_Badge_RGB.png

These badges are only available in full color.

Important Note: To download the other Badges to the left, see the list in the Brand Standards section located in 'Working Here' on mypentair.com

ICONS

Always use Pentair Brand Assets for reproduction of the Icons (refer to page 1.23 for guidelines and additional information).

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format with a transparent background, which may be scaled up or down to a desired size without compromising image quality.

PNG Files

PNG files have a transparent background and are used for Microsoft products, websites, and digital applications. Use this format in place of JPG files, as JPG files have a white background and are not transparent.

COLOR OPTIONS

These file formats are supplied as:

- **EPS** – Spot Color (PANTONE®), Four-Color Process (CMYK) and One Color files used for printing on coated and uncoated stock.
- **PNG** – RGB files used for Microsoft products and digital applications.

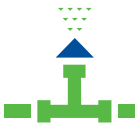
Refer to pages 1.11–1.13 for color palette specifications.

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES



COLORS & FILES

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Agriculture Icon

- **CMYK (4 color process)**
 - Agriculture_Icon_CMYK.eps
- **RGB (digital)**
 - Agriculture_Icon_RGB.eps
 - Agriculture_Icon_RGB.png

Commercial Icon

- **CMYK (4 color process)**
 - Commercial_Icon_CMYK.eps
- **RGB (digital)**
 - Commercial_Icon_RGB.eps
 - Commercial_Icon_RGB.png

Industrial Icon

- **CMYK (4 color process)**
 - Industrial_Icon_CMYK.eps
- **RGB (digital)**
 - Industrial_Icon_RGB.eps
 - Industrial_Icon_RGB.png

Municipal & Infrastructure Icon

- **CMYK (4 color process)**
 - Municipal_Infrastructure_Icon_CMYK.eps
- **RGB (digital)**
 - Municipal_Infrastructure_Icon_RGB.eps
 - Municipal_Infrastructure_Icon_RGB.png

Residential Icon

- **CMYK (4 color process)**
 - Residential_Icon_CMYK.eps
- **RGB (digital)**
 - Residential_Icon_RGB.eps
 - Residential_Icon_RGB.png

Water & Fluid Movement Icon

- **CMYK (4 color process)**
 - Water_Fluid_Movement_Icon_CMYK.eps
- **RGB (digital)**
 - Water_Fluid_Movement_Icon_RGB.eps
 - Water_Fluid_Movement_Icon_RGB.png

Water & Fluid Treatment Icon

- **CMYK (4 color process)**
 - Water_Fluid_Treatment_Icon_CMYK.eps
- **RGB (digital)**
 - Water_Fluid_Treatment_Icon_RGB.eps
 - Water_Fluid_Treatment_Icon_RGB.png

PACKAGING ICONS

Always use Pentair Brand Assets for reproduction of the Packaging Icons (refer to pages 9.4–9.6 for guidelines and additional information).

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format with a transparent background, which may be scaled up or down to a desired size without compromising image quality.

PNG Files

PNG files have a transparent background and are used for Microsoft products, websites, and digital applications. Use this format in place of JPG files, as JPG files have a white background and are not transparent.

COLOR CONSISTENCY

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

- **CMYK (Cyan, Magenta, Yellow, Black)** is used for four-color process offset and digital printing.
- **PMS (PANTONE® or Pantone Matching System)** is used for spot color offset printing on coated and uncoated paper stock.
- **RGB (Red, Green, Blue)** is used for Microsoft products, websites, and digital applications.

DOWNLOAD FILES

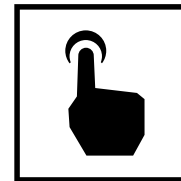
Files are available to download in the Brand Standards section located in 'Working Here' on mypentair.com

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES



Fingertip
Controls



Fingertip
Controls



Fingertip
Controls

COLORS & FILES

Below is an example of the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Fingertip Control

- **Black**
 - Pentair_Fingertip_Controls_Black.eps
 - Pentair_Fingertip_Controls_Black.png
- **CMYK (4 color process)**
 - Pentair_Fingertip_Controls_CMYK.eps
- **PMS (spot color - 7686 Coated)**
 - Pentair_Fingertip_Controls_7686C.eps
- **PMS (spot color - 2945 Uncoated)**
 - Pentair_Fingertip_Controls_2945U.eps
- **RGB (digital)**
 - Pentair_Fingertip_Controls_RGB.eps
 - Pentair_Fingertip_Controls_RGB.png
- **White**
 - Pentair_Fingertip_Controls_White.eps
 - Pentair_Fingertip_Controls_White.png

Important Note: To download the additional/approved Packaging Icons (refer to pages 9.4–9.6), see the list in the Brand Standards section located in 'Working Here' on mypentair.com

STATIONERY (INCHES)

Always use Pentair Brand Assets for reproduction of the Stationery in inches (refer to pages 4.1–4.10 for guidelines and additional information).

FILE FORMATS

The files are available in the following format:

ZIP Files

These files are collected Adobe InDesign files, which include InDesign files (CMYK formatted), fonts, and links required when edited by your printing vendor.

DOC Files

These files are editable in Microsoft Word.

FONTS

Refer to pages 1.14–1.17 for brand font specifications.

COLOR CONSISTENCY

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

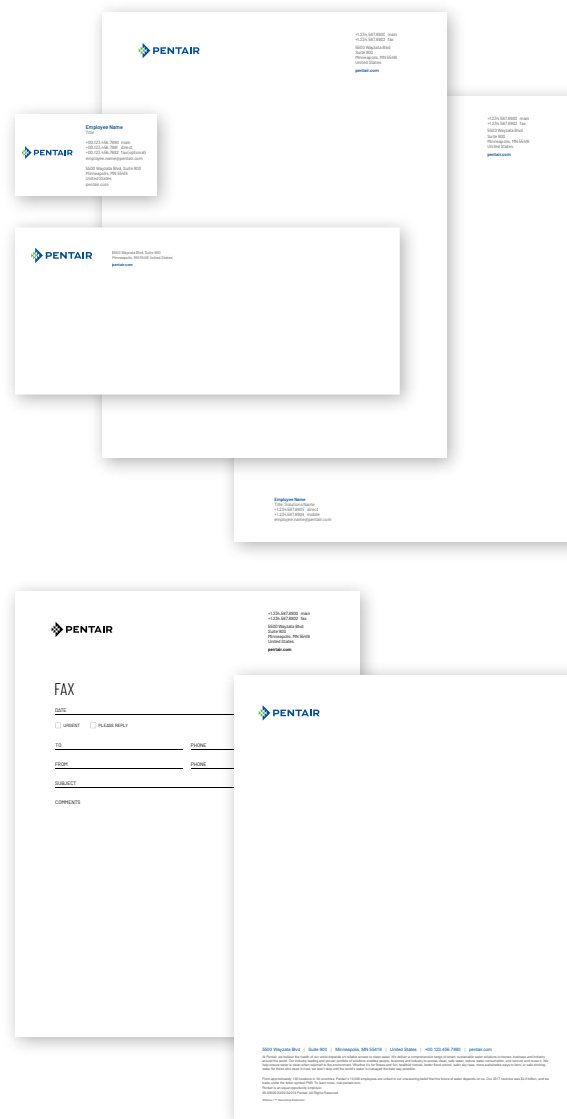
- **PMS (PANTONE® or Pantone Matching System)** is used for spot color offset printing on uncoated paper stock.
- **RGB (Red, Green, Blue)** is used for Microsoft products.

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES



COLORS & FILES

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Stationery (Inches)

- **Business Cards**
 - Pentair_Business_Card_inch.zip
 - Pentair_Business_Card_DualLanguage_inch.zip
 - Pentair_Business_Card_Back_LegalEntity_inch.zip
- **Letterhead**
 - Pentair_Letterhead_inch.indd
 - Pentair_Letterhead_SecondPage_inch.zip
 - Pentair_Letterhead_Personalized_inch.zip
- **Envelopes**
 - Pentair_Envelope_No9_inch.zip
 - Pentair_Envelope_No10_inch.zip
 - Pentair_Envelope_6.75_inch.zip
 - Pentair_Envelope_7.75_inch.zip
 - Pentair_Envelope_DL_inch.zip
 - Pentair_Envelope_Monarch_inch.zip
- **Fax Cover Sheet**
 - Pentair_Fax_Cover_inch.zip
 - Pentair_Fax_Cover_RGB_inch.docx
- **Press Release**
 - Pentair_Press_Release_inch.zip
 - Pentair_Press_Release_RGB_inch.docx

STATIONERY (METRIC)

Always use Pentair Brand Assets for reproduction of the Stationery in metric (refer to pages 4.1–4.10 for guidelines and additional information).

FILE FORMATS

The files are available in the following format:

ZIP Files

These files are collected Adobe InDesign files, which include InDesign files (CMYK formatted), fonts, and links required when edited by your printing vendor.

DOC Files

These files are editable in Microsoft Word.

FONTS

Refer to pages 1.14–1.17 for brand font specifications.

COLOR CONSISTENCY

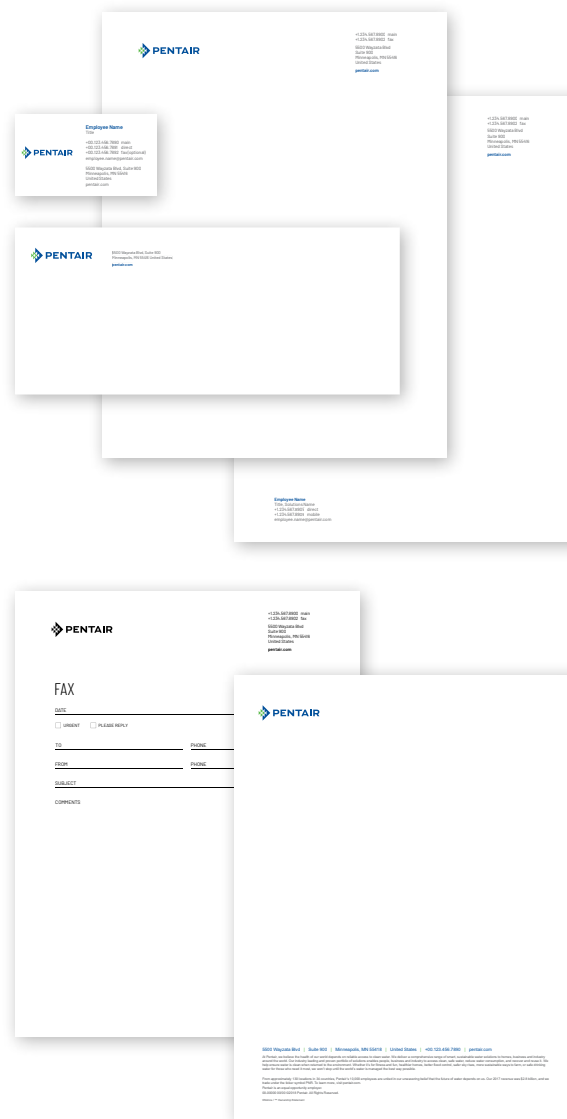
It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed below:

- **PMS (PANTONE® or Pantone Matching System)** is used for spot color offset printing on uncoated paper stock.
- **RGB (Red, Green, Blue)** is used for Microsoft products.

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES**COLORS & FILES**

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Stationery (Metric)

- **Business Cards**
 - Pentair_Business_Card_metric.zip
 - Pentair_Business_Card_DualLanguage_metric.zip
 - Pentair_Business_Card_Back_LegalEntity_metric.zip
- **Letterhead**
 - Pentair_Letterhead_metric.indd
 - Pentair_Letterhead_SecondPage_metric.zip
 - Pentair_Letterhead_Personalized_metric.zip
- **Envelopes**
 - Pentair_Envelope_No9_metric.zip
 - Pentair_Envelope_No10_metric.zip
 - Pentair_Envelope_6.75_metric.zip
 - Pentair_Envelope_7.75_metric.zip
 - Pentair_Envelope_DL_metric.zip
 - Pentair_Envelope_Monarch_metric.zip
- **Fax Cover Sheet**
 - Pentair_Fax_Cover_metric.zip
 - Pentair_Fax_Cover_RGB_metric.docx
- **Press Release**
 - Pentair_Press_Release_metric.zip
 - Pentair_Press_Release_RGB_metric.docx

POWERPOINT TEMPLATE

Always use Pentair Brand Assets for reproduction of the PowerPoint Template (refer to page 4.11 for guidelines and additional information).

FILE FORMAT

The file is available in the following format:

Microsoft PowerPoint File

COLOR CONSISTENCY

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

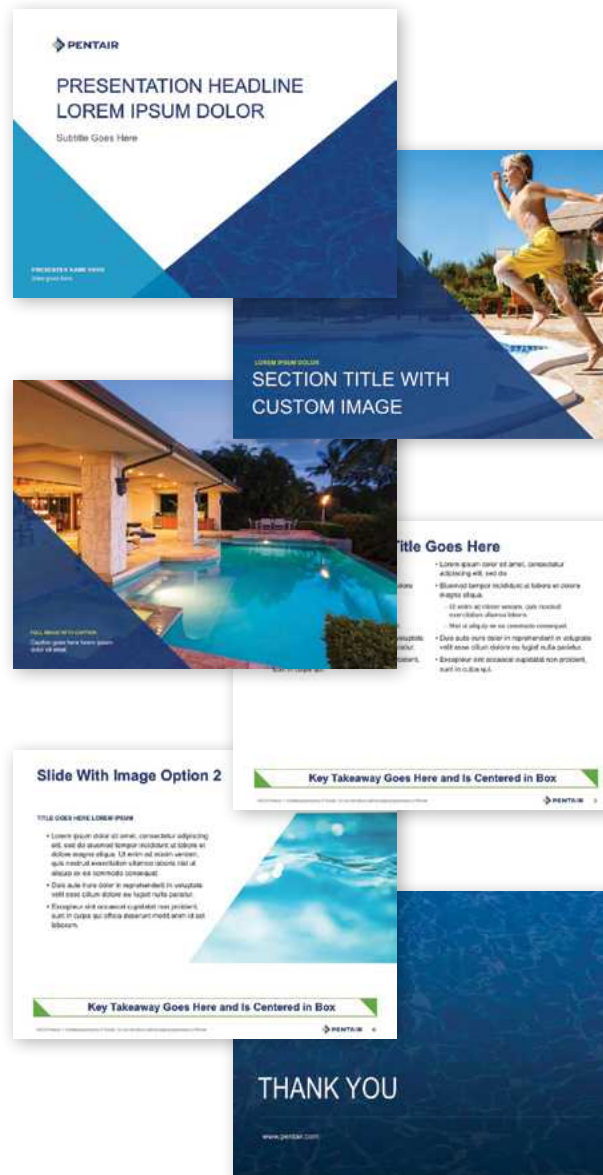
- RGB (Red, Green, Blue) is used for Microsoft products.

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES



FILE

Below is the list of the Folder (in bold) and File Name of the downloadable file:

Pentair PowerPoint Template

- Pentair_PPT_Template_F3.pptx

DISPLAY WALLPAPER

Always use Pentair Brand Assets for reproduction of the Display Wallpaper (refer to pages 4.12 for guidelines and additional information).

FILE FORMAT

The files are available in the following format:

JPG Files

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES



FILES

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Display Wallpaper

- **RGB (digital)**
 - Pentair_Display_Wallpaper_1.jpg
 - Pentair_Display_Wallpaper_2.jpg
 - Pentair_Display_Wallpaper_3.jpg
 - Pentair_Display_Wallpaper_4.jpg
 - Pentair_Display_Wallpaper_5.jpg
 - Pentair_Display_Wallpaper_6.jpg
 - Pentair_Display_Wallpaper_7.jpg



BINDER COVER & SPINE INSERTS

Always use Pentair Brand Assets for reproduction of Binder Inserts (refer to pages 4.13–4.15 for guidelines and additional information).

FILE FORMATS

The files are available in the following format:

EPS Files

Adobe Illustrator EPS files are in a vector format.

FONTS

Refer to pages 1.14–1.17 for brand font specifications.

COLOR CONSISTENCY

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

- **CMYK (Cyan, Magenta, Yellow, Black)** is used for four-color process printing.

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES



COLORS & FILES

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Three-Ring Binder Inserts

- **Covers & Spines (Blue)**
 - Pentair_Binder_Cover_Blue_CMYK.eps
 - Pentair_Binder_Spine_1inch_Blue_CMYK.eps
 - Pentair_Binder_Spine_1.5inch_Blue_CMYK.eps
 - Pentair_Binder_Spine_2inch_Blue_CMYK.eps
 - Pentair_Binder_Spine_2.5inch_Blue_CMYK.eps
- **Covers & Spines (Green)**
 - Pentair_Binder_Cover_Green_CMYK.eps
 - Pentair_Binder_Spine_1inch_Green_CMYK.eps
 - Pentair_Binder_Spine_1.5inch_Green_CMYK.eps
 - Pentair_Binder_Spine_2inch_Green_CMYK.eps
 - Pentair_Binder_Spine_2.5inch_Green_CMYK.eps

EMAIL SIGNATURES

Always use Pentair Brand Assets when creating your personalized email signatures (refer to pages 4.16–4.18 for guidelines and additional information).

FILE FORMATS

The files are available in the following format:

HTML Files

Refer to the detailed instructions on pages 4.18 and the included PDF file.

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES**New Messages**

Employee Name
Title

Pentair
Address
City, State, Zip, Country
Direct +00.123.456.7890
Mobile +00.123.456.7891
Main +00.123.456.7892
Fax +00.123.456.7893
employee.name@pentair.com

pentair.com

[LinkedIn](#) | [Twitter](#) | [Facebook](#)

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.

Reply/Forward Messages

Employee Name
+00.123.456.7890

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.

FILES

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Email Signature Template

- **Pentair Email Signature**
 - Pentair_Email_Signature_(New_Message).html
 - Pentair_Email_Signature_(Replies_Forwards).html
 - Pentair_Email_Signature_Instructions.pdf
- **Pentair Email Signature (Legal Entity)**
 - Pentair_Email_Signature_Instructions.pdf
 - Pentair_Email_Signature_Legal_Entity_(New_Message).html
 - Pentair_Email_Signature_Legal_Entity_(Replies_Forwards).html

EMPLOYEE BADGE

Always use Pentair Brand Assets for reproduction of the Employee Badge (refer to page 4.21 for guidelines and additional information).

FILE FORMATS

The files are available in the following formats:

EPS Files

Adobe Illustrator EPS files are in a vector format.

COLOR CONSISTENCY

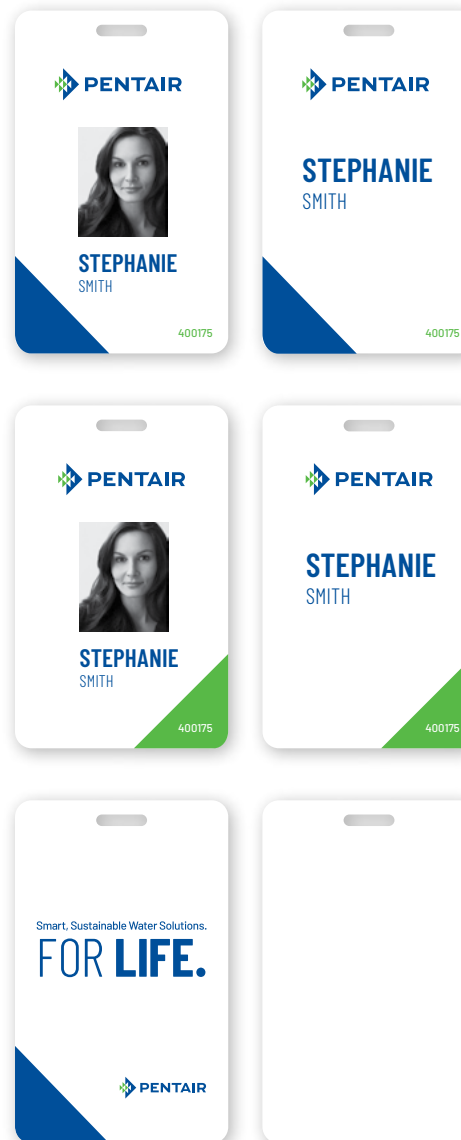
It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed below:

- **CMYK (Cyan, Magenta, Yellow, Black)** is used for four-color process printing.
- **PMS (PANTONE® or Pantone Matching System)** is used for spot color printing.

DOWNLOAD FILES

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

Important Note: For advice and guidance on unique applications of any Pentair Brand Asset, contact your Assigned Brand Council Member (refer to page 16.2).

BRAND ASSET FILES**COLORS & FILES**

Below is the list of the Folders (in bold) and File Names of the downloadable files:

Pentair Employee Badge

- **CMYK (4 color process)**
 - Pentair_Employee_Badge_Front_Photo_primary_CMYK.eps
 - Pentair_Employee_Badge_Front_primary_CMYK.eps
 - Pentair_Employee_Badge_Front_Photo_secondary_CMYK.eps
 - Pentair_Employee_Badge_Front_secondary_CMYK.eps
 - Pentair_Employee_Badge_Back_BrandPromise_CMYK.eps
- **PMS (spot color)**
 - Pentair_Employee_Badge_Front_Photo_primary_PMS.eps
 - Pentair_Employee_Badge_Front_primary_PMS.eps
 - Pentair_Employee_Badge_Front_Photo_secondary_PMS.eps
 - Pentair_Employee_Badge_Front_secondary_PMS.eps
 - Pentair_Employee_Badge_Back_BrandPromise_PMS.eps