



PARTNER BRAND GUIDE

JULY 13, 2012: ISSUE 3.0

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PURPOSE OF THIS DOCUMENT

Our relationships with our partners are important to growing our business. Working together to market products and services in a consistent way will allow us to be more effective in marketing our products, while building our brands and collectively strengthening our position in the marketplace. For both parties to benefit, it is critical that our customers understand the relationship between Pentair and its approved dealers, distributors, representatives, retailers and suppliers.

This guide will assist those companies in leveraging and protecting the Pentair marks. It contains specific guidance on how to communicate the Pentair corporate brand and relevant branded product lines in your marketing communications. As a trusted representative of Pentair's business and products, we ask for your cooperation in following these guidelines. If you have any questions, we encourage you to contact your Pentair business contact.

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. Our brand is a valuable asset that we need to protect, thus we ask you use it according to the guidelines in this document.

When representing Pentair on Partner communications, the logo appears with a relationship descriptor (e.g., Authorized Dealer). Partners must never apply the Pentair logo without a relationship descriptor.

PENTAIR LOGO

The preferred reproduction version of the Pentair logo is in full-color; it should be used whenever possible. The Pentair logo can be used across product and service communications, consumer and business-to-business media such as direct mail, brand advertising, tradeshows and public relations, as well as product level literature and documents (i.e. packaging, labeling, operating/instruction manuals, etc.). All applications of the Pentair logo on Partner communications must be approved by your Pentair business contact prior to distribution.

ONE-COLOR SOLID LOGOS (RESTRICTED USE)

The one-color solid logos are intended for use when reproduction methods prohibit the use of the full-color Pentair logo.

Important note: The Pentair logo cannot be translated or used in another language.

PENTAIR IN TEXT

When the Pentair name is written in text (as shown here), or when the Pentair name and relationship descriptor are used in text (e.g., Pentair Authorized Dealer), use initial caps: Pentair or all capitals when required.

PENTAIR LOGO WITH RELATIONSHIP DESCRIPTOR

Full-color [preferred]

RELATIONSHIP DESCRIPTOR



ONE-COLOR SOLID LOGOS (LIMITED USE)

One-color, black logo

RELATIONSHIP DESCRIPTOR



One-color, reversed logo

RELATIONSHIP DESCRIPTOR



Pentair name in body copy, initial cap:
Pentair

Ovit **Pentair®** qui volupis
nisit rem sit autem

Pentair name in all capital letters:
PENTAIR

**OVIT PENTAIR® QUI VOLUPIS
NISIT REM SIT AUTEM**

Pentair name and relationship descriptor
in body copy, initial caps: Pentair

Ovit **Pentair® Authorized**
Dealer qui volupis nisit

Pentair name and relationship descriptor in all capital
letters: **PENTAIR [RELATIONSHIP DESCRIPTOR]**

**OVIT PENTAIR® AUTHORIZED
DEALER REM SIT AUTEM**

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

PREFERRED CLEAR SPACE

The preferred clear space is equal to "X," as illustrated on this page. "X" is equal to the width of the capital letter "E" in the Pentair logotype.

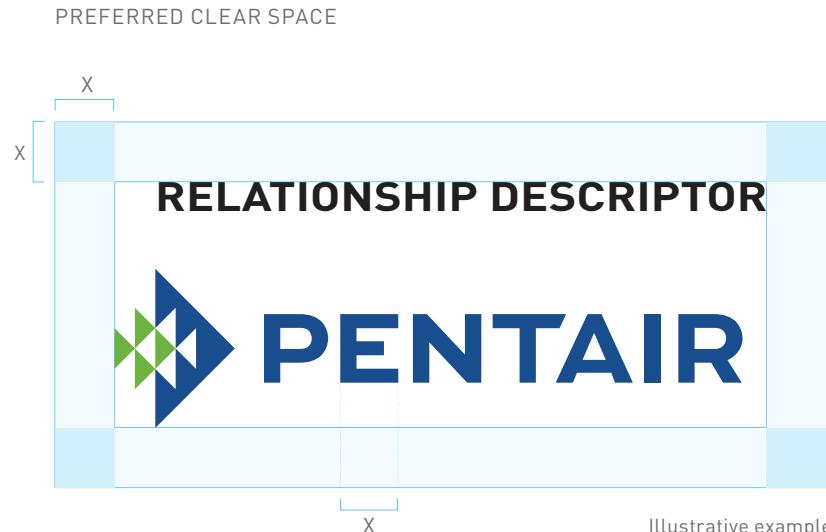
MINIMUM CLEAR SPACE

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

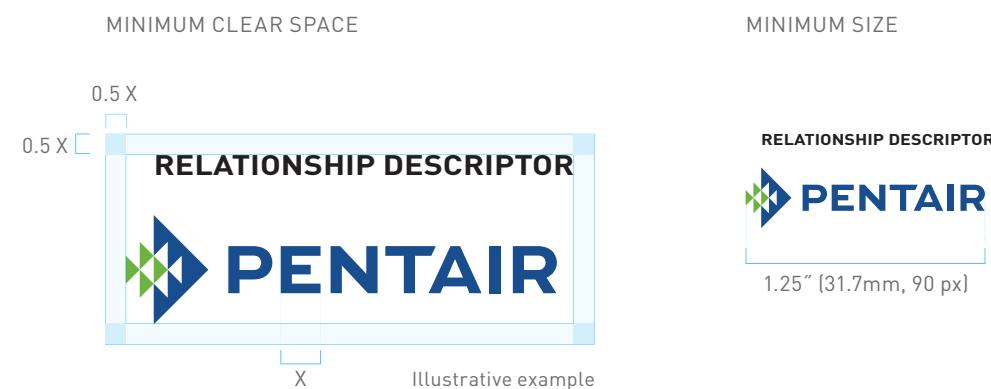
Important note: Minimum clear space can be further reduced for specific applications such as technical drawings.

MINIMUM SIZE

To preserve legibility, the Pentair logo may not be reproduced smaller than 1.25" (31.7mm or 90 px) in width.



Illustrative example



Illustrative example

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

- Never modify the logo in any way and only use Pentair approved electronic artwork
- Never remove the relationship descriptor, Pentair wordmark or symbol
- Never lock up a Partner logo, or use it within close proximity to the Pentair symbol or wordmark
- Do not link any text to the logo
- Do not shadow, bevel, stretch, or otherwise alter the logo
- Do not recreate the logo from type
- Do not use a ™ or ® with the logo
- Do not use the logo in text

NEVER SEPARATE THE ELEMENTS

Do not separate its elements. The logotype never appears without the symbol and the symbol never appears without the logotype.



Never remove the Partner relationship descriptor



Do not remove the logotype



Never place a division, brand, product name, or other copy above or below the logo



Do not create "themed" logos



Never remove the wordmark or lock up the relationship descriptor with the symbol



Do not remove the symbol



Never modify the logo colors



Do not create patterns



Do not use a Partner logo within close proximity to the Pentair logo, symbol or wordmark



Never place the logo within body text



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



Do not place the logo on complex patterns or backgrounds

Pentair utilizes a number of Branded Product Names to represent its offerings. Branded Product Names enable us to explain and promote the breadth of our offering, while creating strong recognition for our brands.

When representing Branded Product Names on Partner communications, the logo appears with a relationship descriptor (e.g., Authorized Dealer) and Branded Product Line name. Never apply the Pentair logo without a relationship descriptor or Branded Product Line name.

HORIZONTAL AND VERTICAL CONFIGURATIONS

There are two approved configurations for the Pentair logo with Branded Product Names with relationship descriptor: vertical and horizontal. The amount of available space on a marketing piece or layout will influence which configuration you choose. Use only the approved configurations shown here. For guidance on choosing the most appropriate configuration, please refer to page 11.

PREFERRED - FULL COLOR

The preferred reproduction version is the Pentair logo in full color, relationship descriptor in black and Branded Product Name in Pentair Dark Gray. This color version should be used whenever possible. Use the Branded Product Name in black when greater contrast is needed. For detailed brand color specifications, please refer to page 9.

ONE-COLOR EXCEPTION - BLACK

When reproduction methods prohibit the use of full color, use the Pentair logo, Branded Product Name and relationship descriptor in one-color black. Use a reversed-out white color when using dark backgrounds such as color or imagery.

Important note: The relationship descriptor and Branded Product Name cannot be translated or used in another language. Please contact your Pentair business representative for approved brand artwork.

Vertical configuration
(preferred)

FULL-COLOR (PREFERRED)

Full-color Pentair logo with Branded Product Name in Pentair Dark Gray and relationship descriptor in black [preferred]; for detailed brand color specifications, please refer to page 9

RELATIONSHIP DESCRIPTOR



BRAND NAME®

Horizontal configuration
(alternate)

RELATIONSHIP DESCRIPTOR



BRAND NAME®

ONE-COLOR (LIMITED USE)

One-color black logo, Branded Product Name and relationship descriptor

RELATIONSHIP DESCRIPTOR



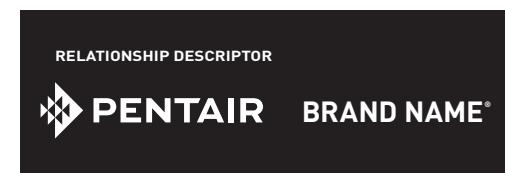
BRAND NAME®

RELATIONSHIP DESCRIPTOR



BRAND NAME®

One-color, reversed (limited use)



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

PREFERRED CLEAR SPACE

The preferred clear space is equal to “X,” as illustrated on this page. “X” is equal to the width of the capital letter “E” in the Pentair logotype.

MINIMUM CLEAR SPACE

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

Important note: Minimum clear space can be further reduced for specific applications such as technical drawings.

MINIMUM SIZE

To preserve legibility, the Pentair logo may not be reproduced smaller than 1.25” (31.7mm or 90 px) in width.

PREFERRED CLEAR SPACE – VERTICAL CONFIGURATION



Illustrative example

MINIMUM CLEAR SPACE – VERTICAL CONFIGURATION



Illustrative example

MINIMUM SIZE – VERTICAL CONFIGURATION



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

PREFERRED CLEAR SPACE

The preferred clear space is equal to “X,” as illustrated on this page. “X” is equal to the width of the capital letter “E” in the Pentair logotype.

MINIMUM CLEAR SPACE

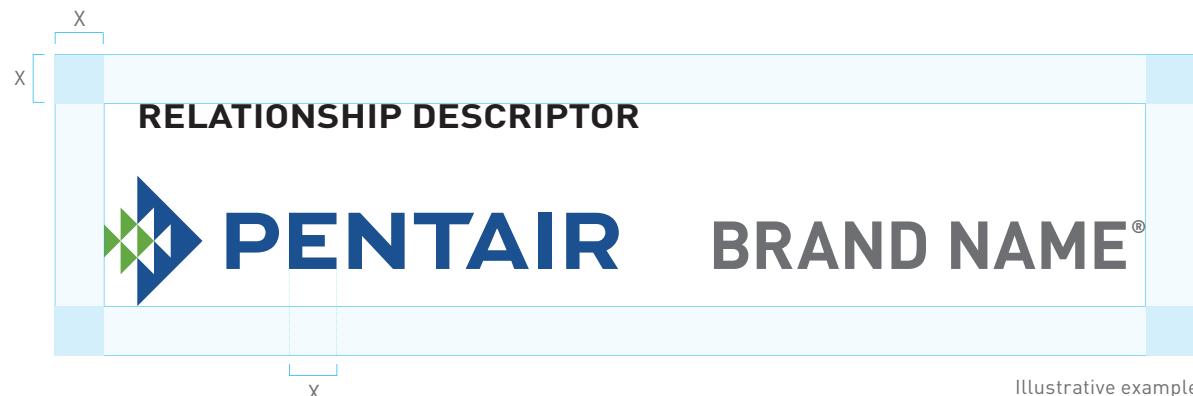
In some cases it may not be practical to use the preferred clear space (e.g., in digital applications, signage, etc). In these instances, maintain a minimum area of clear space. The minimum clear space is equal to half of “X.”

Important note: Minimum clear space can be further reduced for specific applications such as technical drawings.

MINIMUM SIZE

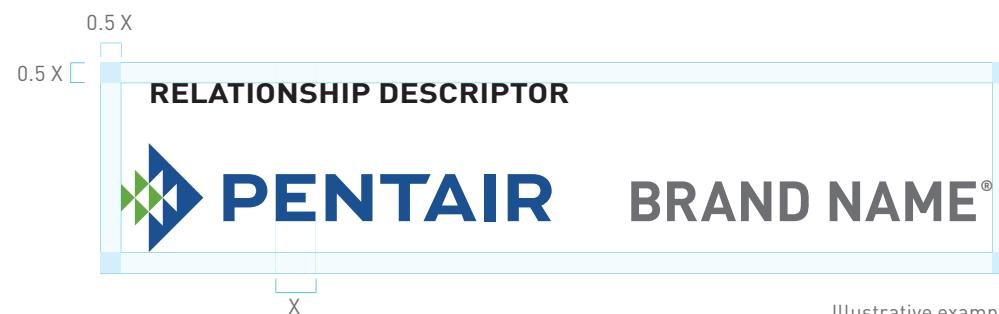
To preserve legibility, the Pentair logo may not be reproduced smaller than 1.25” (31.7mm or 90 px) in width.

PREFERRED CLEAR SPACE – HORIZONTAL CONFIGURATION



Illustrative example

MINIMUM CLEAR SPACE – HORIZONTAL CONFIGURATION



Illustrative example

MINIMUM SIZE – HORIZONTAL CONFIGURATION



1.25" (31.7mm, 90 px)

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

- Never modify the logo in any way and only use Pentair approved electronic artwork
- Never remove the relationship descriptor, Pentair wordmark, Branded Product name or symbol
- Never use a Partner logo within close proximity to the Pentair symbol or wordmark
- Do not link any text to the logo
- Do not shadow, bevel, stretch, or otherwise alter the logo
- Do not recreate the logo from type
- Do not use a ™ or ® with the logo
- Do not use the logo in text

NEVER SEPARATE THE ELEMENTS

Do not separate its elements. The logotype never appears without the symbol and the symbol never appears without the logotype.



Never remove the Partner relationship descriptor



Do not remove the logotype, relationship descriptor or brand name



Never place a division, brand, product name, or other copy above or below the logo



Never use the symbol, Branded Product name or relationship descriptor without the Pentair wordmark



Do not use a Partner logo within close proximity to the Pentair logo, symbol or wordmark



Do not remove the symbol



Never place the logo within body text



Never modify the logo colors

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

We use two core brand colors: Pentair Blue and Pentair Green. Our colors play a very important role within our brand identity and help strengthen brand recognition.

COLOR CONSISTENCY

It is vital that our brand colors look consistent across all media. When our brand colors are used on-screen they should visually match our printed colors as closely as possible. Use the RGB (red, green, and blue) breakdown or Hex value indicated here for on-screen applications. Never match to the colors as they appear on-screen/monitor or color printouts from desktop printers.

PRIMARY COLOR PALETTE



PENTAIR BLUE

PENTAIR
GREEN

Coated Stock

Pentair Blue
(or PANTONE® 7686 C)
C:100 M:73 Y:0 K:10

Uncoated Stock

Pentair Blue
(or PANTONE® 2945 U)
C:100 M:50 Y:1 K:15

On-screen

R:12 G:52 B:113
Hex:0C3471

Coated Stock

Pentair Green
(or PANTONE® 369 C)
C:68 M:0 Y:100 K:0

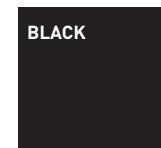
Uncoated Stock

Pentair Green
(or PANTONE® 369 U)
C:55 M:0 Y:95 K:3

On-screen

R:100 G:167 B:11
Hex:64A70B

NEUTRAL COLOR PALETTE

PENTAIR DARK
GRAY
(copy color)

BLACK



WHITE

Coated Stock

Pentair Dark Gray
C:0 M:0 Y:0 K:70

Uncoated Stock

Pentair Dark Gray
C:0 M:0 Y:0 K:70

On-screen

R:76 G:76 B:76
Hex:4C4C4C

Coated Stock

Black
C:0 M:0 Y:0 K:100

Uncoated Stock

Black
C:0 M:0 Y:0 K:100

On-screen

R:0 G:0 B:0
Hex:000000

The colors shown on this page and throughout these guidelines 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.

With Pentair business and legal approval, certain Third-Parties may communicate their association with Pentair on marketing materials, such as all product documentation, client operations material, sales tools, collateral, advertising, websites, marketing emails and other marketing materials.

The guidelines illustrate how to incorporate the Pentair logo and/or one of its Branded Product Names. The guidelines are designed to support your marketing programs, thus the overall look and feel of the marketing materials should follow your own identity guidelines and should not employ any elements of the Pentair communication system beyond these particular set of guidelines.

THIRD PARTY – MOST PROMINENT BRAND

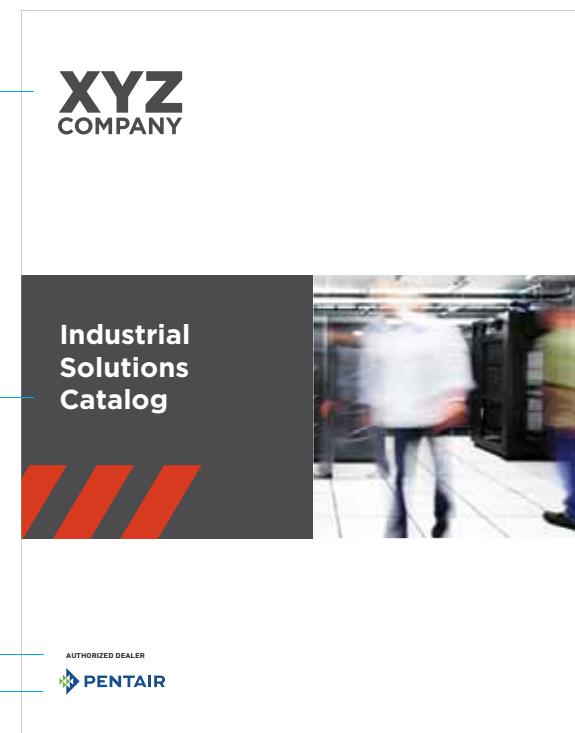
Partner materials may present the Pentair logo to identify the Third-Party's business relationship with Pentair. Your company logo and brand identification should always be more prominent than the Pentair logo. Never apply the Pentair logo or brand elements in a manner that is more prominent than your own. Preferred placement of the Pentair logo and relationship descriptor is on the bottom half, back cover or side-bar of the communication.

BUSINESS RELATIONSHIP EXPLANATION

In addition to the Pentair logo with relationship descriptor, all Partner materials must include a detailed explanation of the relationship. This explanation may appear within body text, side-bar or callout graphics, front cover or back cover. The Pentair logo may not appear on communications that exclude this explanation.

Important note: Please contact your Pentair business representative for approved brand artwork. You may also contact your Pentair business rep to discuss the use of the Pentair logo, your business relationship description, and how to incorporate Pentair's Branded Product Names. All applications of the Pentair logo on Partner communications must be approved by your Pentair business contact prior to distribution.

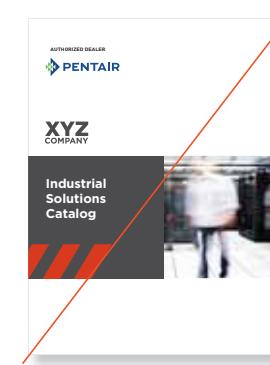
Third-Party logo
in most prominent
position on cover



Communication
has Third-Party
look and feel

Relationship descriptor
Pentair logo is the
secondary logo on
the page

Pentair logo is presented on bottom left on front cover,
or back cover depending on design requirements



Never apply the Pentair logo
or brand elements more
prominently than those of
your own company

PENTAIR BRANDED PRODUCT NAME CONFIGURATIONS

There are two approved configurations for the Pentair logo with Branded Product Names with relationship descriptor: vertical and horizontal. The amount of available space on a marketing piece or layout will influence which configuration you choose. Follow the examples shown here when applying the Pentair Branded Product Name configuration to marketing materials.

PREFERRED - VERTICAL CONFIGURATION

The preferred version of the Pentair Branded Product Name is the vertical configuration. Use this version whenever possible.

ALTERNATE - HORIZONTAL CONFIGURATION

When space is limited and the vertical configuration cannot be applied, use the horizontal configuration of the Pentair Branded Product Name.

Important note: Please contact your Pentair business representative for approved brand artwork. You may also contact your Pentair business rep to discuss the use of the Pentair logo, your business relationship description, and how to incorporate Pentair's Branded Product Names. All applications of the Pentair logo on Partner communications must be approved by your Pentair business contact prior to distribution.

VERTICAL CONFIGURATION (PREFERRED)



Always begin by applying the vertical configuration of the Pentair Branded Product Name, as shown here.

HORIZONTAL CONFIGURATION (ALTERNATE)



When space is limited and the vertical configuration cannot be applied, use the horizontal configuration.



Never apply the Pentair logo or brand elements more prominently than those of your own company.

The examples here illustrate appropriate use of the Pentair logo and relationship descriptor on Partner-branded communications.

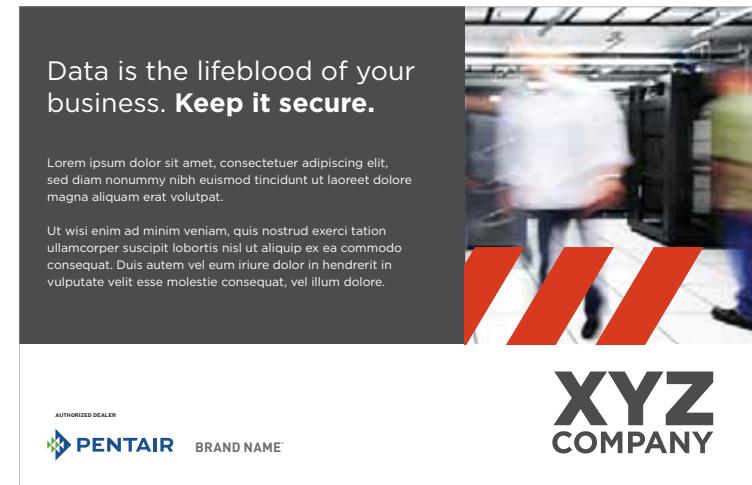
These examples are for illustrative purposes only, and are not meant to represent actual third-party communications.

All applications of the Pentair logo on Partner communications must be approved by your Pentair business contact prior to distribution.

Note: On business cards, the Pentair logo may be reduced smaller than the minimum size. Always adhere to the approved clear space requirements



Business card



Half-page advertisement

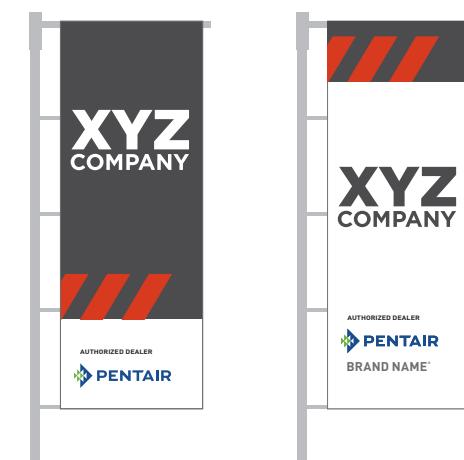


Web banner ad

The examples here illustrate appropriate use of the Pentair logo and relationship descriptor within Partner-branded environments.

These examples are for illustrative purposes only, and are not meant to represent actual third-party communications.

All applications of the Pentair logo on Partner communications must be approved by your Pentair business contact prior to distribution.



Proper use of trademarks is the key to legally protecting and strengthening these valuable assets and achieving a uniform expression of our products and services worldwide. Trademark usage can be a complicated and misunderstood component of our printed, verbal and electronic communications, but it is vital to building and protecting our brands. These Trademark Usage 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. To ensure we do this correctly, please refer to these guidelines when creating communications in which our trademarks or your trademarks appear.

GENERAL TRADEMARK GUIDELINES

Using Pentair trademarks correctly protects their value. Trademarks identify the source of products and distinguish them from products manufactured and sold by other companies. The only way to be sure a trademark is legally protected is to use it properly, consistently, and exactly as it was registered in all communications.

- Always treat trademarks in a distinctive way so that the reader knows where the trademark begins and ends. Every time you mention a Pentair product in your communications, use its full and accurate legal trademarked name.
- Use trademarks only as adjectives. A trademark must always be used as an adjective and be followed by a generic descriptor that ends in a noun which is pertinent and approved for the trademark.
- Model or product numbers should follow the generic descriptor.
- A trademark must be followed by a trademark notice symbol the first time it is used. In most countries where we operate, we use a TM symbol. The symbol is used to indicate the end of a trademark. If you can't set the trademark symbols [TM or ® in USA; outside USA, check with your Pentair contact] in superscript, use parentheses, as in Everpure(R). Never use the TM or ® symbol with the Pentair logo.

- Some countries use other symbols to indicate a trademark. Check with your Pentair business contact before you use the TM symbol in such countries.
- Two trademarks used together must always be distinguished from each other whenever they are used so that both are separately protected. Use trademark symbols to separate the marks. (e.g. Hoffman® ProlineTM Wall Mount Enclosures).
- Never use the TM or ® symbol with the Pentair logo. When using the Pentair mark in text as a trademark, use the ® symbol.
- When using "Pentair" to designate the company rather than a specific product, do not use the ® symbol.
- If you're unsure about how to use a trademark correctly, ask your Pentair contact for further information.