



GROWING TOGETHER | MOVING TOGETHER

BRAND
CONTINUITY
GUIDE



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WE ARE ALL RESPONSIBLE FOR OUR BRAND IMAGE

I am pleased to present the Zoeller Company Corporate Brand Continuity Guide. This Guide is in place to unify our marketing efforts across all Zoeller divisions by creating brand continuity across all communication channels in the marketplace. Our goal is to build upon a consistent brand image and create a look and feel within the market that is unmistakably recognized as Zoeller Company and its Family of Water Solutions.

We are all responsible for maintaining the integrity of the Zoeller brand. Zoeller employees within all divisions and subsidiaries are expected to follow the parameters outlined in this Continuity Guide in all communications. While our goal is not to create templates for our divisions, we instead strive for continuity that allows our marketing departments the flexibility to cater communications and campaigns to their specific markets, all while maintaining the integrity of the parameters set forward in this guide. Creating this continuity in the look and feel of our branding should publicly and easily identify each division as part of the whole – Zoeller Company.

We also ask that our customers, representatives, and anyone presenting our product or name on our behalf, follow this Guide to protect our brand and the values we stand for.

Within the pages of this Guide, you will find parameters for the use of our logos, taglines, brand colors, graphic styling, and more. I hope you will find this information useful and helpful. If there are aspects regarding application of our brand that are not covered in this Guide, Corporate Marketing shall be notified. Furthermore, the use of any branded material that is outside the scope of these parameters must receive prior approval from Zoeller Corporate Marketing.

If you have any questions about these guidelines, please communicate with our Corporate Marketing Department.

Thank you for representing and building upon the Zoeller brand.

Sincerely,

John A. Zoeller, PE, CEO



THIS IS ZOELLER COMPANY

- 1939** Zoeller Company is founded by August "Pop" Zoeller as he begins designing and building pedestal sump pumps in the basement of his home.
- 1986** Zoeller acquires A to Z Custom Molding, now known as Lincoln Industries, Inc., in Boonville, Indiana. This enables controlled manufacturing of plastic components.
- 1990** To satisfy customized orders for the industrial and municipal markets, Zoeller Engineered Products is started, offering heavy-duty, solids-handling and grinder pumps up to 60 HP.
- 2000** Zoeller acquires Flint & Walling in Kendallville, Indiana. As a well-known and trusted manufacturer of potable water pumps founded in 1866, Flint & Walling brings a new aspect of water solutions to the Zoeller family of companies.
- 2001** Zoeller Pump Company is established as a division. Based in Louisville, Kentucky, this line manufactures residential and light commercial pumps for moving water up and out.
- 2004** Zoeller Taiwan is established in Taipei with full engineering, sales, and marketing staff in addition to light manufacturing.
- 2007** Zoeller Onsite, Zoeller's onsite water solutions division, is renamed Clarus Environmental and incorporated into the family of companies.
- Zoeller Canada is established as a legal sales office and warehouse in Toronto to better serve the Canadian market.
- 2012** Zoeller acquires Tulsar Canada in Toronto as its custom control panel manufacturer within the industry.
- 2013** Zoeller acquires Wolf Pump in Abernathy, Texas, to further extend manufacturing for customized submersible and turbine pumps for industrial and irrigation applications.
- 2014** Zoeller acquires TruNorth Components, an OEM manufacturer of air compressors and vacuum pumps in Plymouth, Wisconsin, to allow more opportunity to move and treat water with air.
- 2015** Zoeller legally incorporates Zoeller México as its sales office and distribution center in Guadalajara, Mexico.

Through persistence and a commitment to never compromise our company values, Zoeller Company now has fourth-generation leadership and is the oldest submersible pump manufacturer in the United States.



Overview



USING THIS GUIDE

Zoeller Company is a growing corporation that does business in more than 50 countries. We communicate with the world in countless ways. To maintain a strong brand identity among all divisions that make up the Zoeller Family of Water Solutions™, all marketing communications should meet the criteria in this Brand Continuity Guide. To make it easier, all communications can be broken down into two categories: inward-facing and outward-facing.

INWARD-FACING COMMUNICATIONS

These include all communications that occur away from the public eye, such as internal emails, memos, meeting notes, and internal signage. In short, if it will more than likely never be seen by anyone outside of Zoeller or a Zoeller subsidiary, then it is inward-facing.

OUTWARD-FACING COMMUNICATIONS

Outward-facing communications carry greater responsibility because they represent Zoeller Company as a whole to the public. These encompass everything from product packaging and labeling to websites and signage – along with all sales, marketing, and PR efforts. It is important that everyone who interacts with any division of Zoeller Company – including vendors, representatives, customers, and competitors – is presented with a clear, consistent impression of our brand.

PRODUCTION MATERIALS

The criteria in this Brand Continuity Guide applies to all outward-facing marketing, advertising, and promotional communications. Standard production materials such as installation instructions, labels, cartons, etc. may not be applicable to the full extent and should be approved at the Marketing Department's discretion.

REVIEWING PROJECTS USING THIS GUIDE

Keep this Guide close. It's the easiest way to ensure that your project presents a clear, concise impression of the Zoeller brand and all our divisions. Everything you need for reviewing any communications piece or promotional item can be found in this Guide, including guidelines for logos, fonts, graphics, messaging, and more. Comparing your piece against these guidelines before you submit it for feedback should greatly expedite the approval and publishing process.

In addition to following these guidelines, it is vital that every project is proofread, whether it is internal or outward-facing. Have someone who is not as familiar with the project review it for spelling, grammar, correct phone numbers, etc. Clean and consistent presentation of content protects our brand, grows name recognition, and builds credibility within our industry.



BRAND CONTINUITY CONTACTS

LOUISVILLE, KY

MARKETING MANAGER

(ZOELLER PUMP COMPANY, ZOELLER ENGINEERED PRODUCTS, CLARUS ENVIRONMENTAL)

Robert (BJ) Hentrup | roberth@zoeller.com

KENDALLVILLE, IN AND ABERNATHY, TX

MARKETING MANAGER

(FLINT & WALLING, WOLF PUMP, STAR WATER SYSTEMS)

Kelli Brandt | kbrandt@flintandwalling.com

INTERNATIONAL

CORPORATE INTERNATIONAL SALES AND MARKETING MANAGER

(ALL BRANDS)

Jason Nett | jasonn@zoeller.com

CORPORATE

CORPORATE VP OF SALES & MARKETING

(ALL BRANDS)

Scott Lechner | scottl@zoeller.com



FREQUENTLY ASKED QUESTIONS

Q: MAY I USE THE LOGO IN MY POWERPOINT PRESENTATION?

A: Yes. Just be sure to follow the limitations and guidelines outlined in this Guide.

Q: DO I NEED APPROVAL EVERY TIME I USE THE ZOELLER LOGO OR A DIVISION LOGO?

A: No. Once you have permission to use our logos in your materials, simply follow the guidelines and rules for proper logo usage found in this document. If you have further questions, please contact Marketing.

Q: MAY I CHANGE THE ZOELLER LOGO?

A: No. Guidelines for proper logo usage and restrictions can be found on pages 18-22. These guidelines and restrictions also apply to all division logos.

Q: MAY I USE THE IMAGES AND LOGOS FROM YOUR WEBSITE?

A: As long as you have written consent from Zoeller Company or its relevant division. Just be sure to consult this Guide for proper usage.

Q: WHAT TYPE OF RESOLUTION SHOULD I USE FOR ZOELLER COMPANY LOGOS?

A: If it is for use on your website or any digital media, a low-res file will suit your needs. If you will be printing our logos on formal promotional materials, you will need a high-res file. In this case, contact Marketing.

Q: ARE THERE DIFFERENT GUIDELINES FOR INTERNATIONAL USAGE?

A: On page 21 of this Guide, you will find logo usage for our entities in Canada, Mexico, and Taiwan. The same logo guidelines and brand standards apply per relevant product line.



Brand Rationale



DEFINING ZOELLER

BRAND POSITIONING STATEMENT

A brand positioning statement is the message we want to convey to our audiences, including current customers, potential customers, vendors, partners, and the general public. It simplifies what we stand for as a corporation, what each of our divisions holds as a common purpose, and a basis by which we can gauge any decisions that may affect our brand image.

Zoeller Brand Positioning:

Around the world, people **depend** on the Zoeller **family** of companies and their products to **move** and **treat water**.

CORPORATE MANIFESTO

A corporate manifesto breathes life into our company's brand values. It is a powerful statement that shares who our company is, how we serve our customers, and why that makes a difference. The manifesto also serves as our organization's rallying cry, unifies and inspires internal audiences, and gives purpose to each action and transaction.

Zoeller Company Manifesto:

Regardless of the type of products a company offers, what every manufacturer is really building is a reputation. And at Zoeller Company, we couldn't be prouder or more protective of the strong legacy we've built for engineering excellence, product durability, exceptional service, and honest leadership. We maintain quality, service, innovation, and integrity in everything we do.

Throughout the water industry and beyond, the Zoeller name is synonymous with durability. Across all Zoeller brands, our products simply perform better and last longer. It all comes down to the details. We are meticulous in every step of our design and manufacturing processes. Then, and this is where we distinguish ourselves, we rigorously test every single product – every single time. This vital step ensures that every one of our products works, every time. No one can match this level of product confidence. So, when you see the Zoeller name, you can rest easy knowing that our products will deliver. We stake our reputation on it.

Zoeller. Trusted. Tested. Tough.®

CORE TENETS

Our core tenets define the functions of Zoeller Company and the products and services provided by each of our divisions. This is how we define ourselves as the Zoeller Family of Water Solutions™.

Water Movement In: Brings water in or toward a purpose – typically relating to groundwater or potable water

Water Movement Out: Removes water or takes it away from an area – typically relating to wastewater or effluent

Water Treatment: Prepares water to be used for its next purpose



CORE VALUES



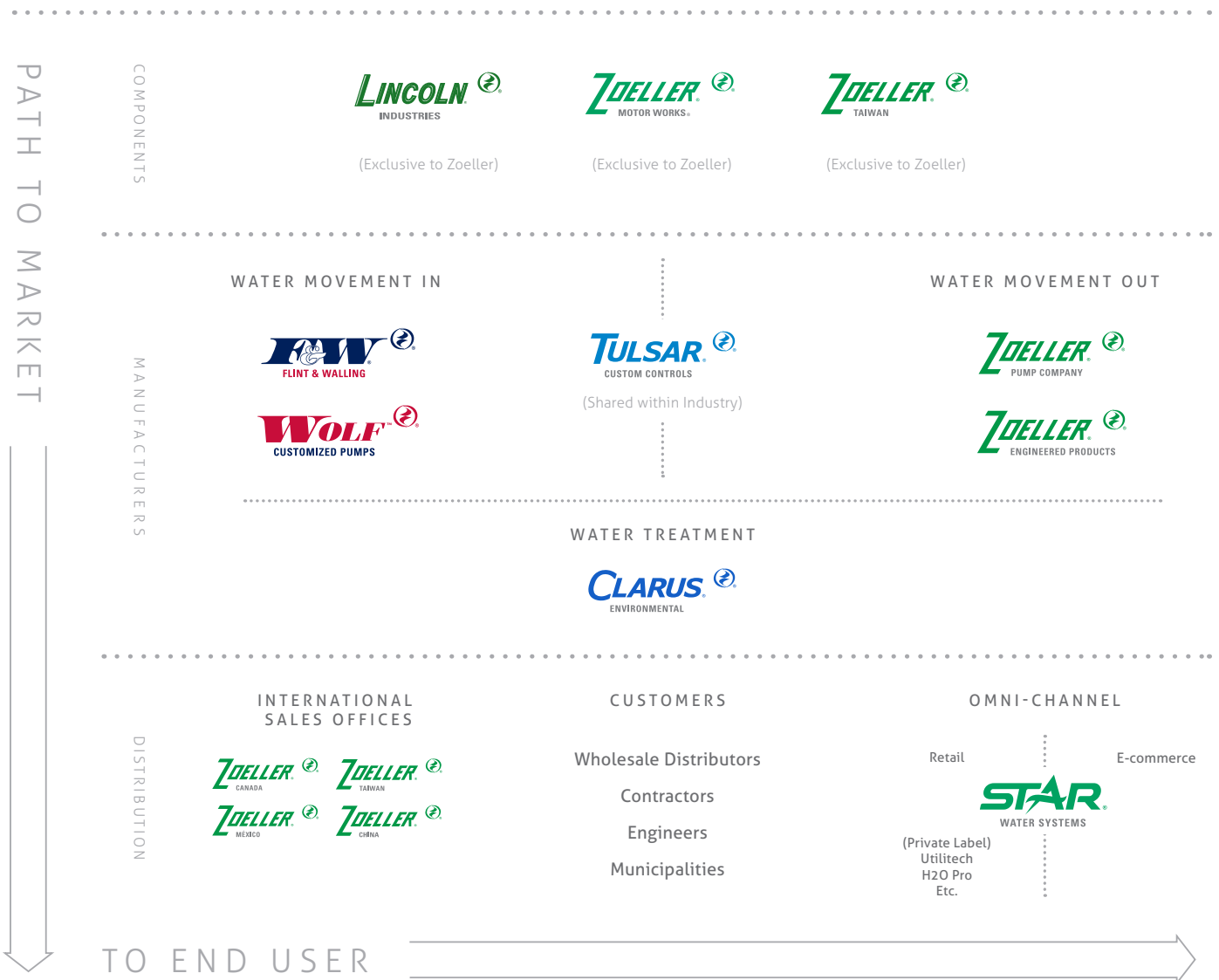
DEFINING OUR BRAND





BRAND ARCHITECTURE

Zoeller Company is the parent company for a variety of entities. The chart below illustrates how these companies all work together to complete the Zoeller Family of Water Solutions™. The most important takeaway from this corporate structure is that each of these entities is an extension of the overall Zoeller brand and therefore responsible for its public image.





MESSAGING AND TONE

Zoeller Company is responsible for conveying three primary messages.

1. Who we are – What we provide
2. How we set ourselves apart
3. Where we're going

TO NE

For each message, the tone remains the same – approachable, intelligent, and authentic. This means clear, concise copy that does not talk down to our audiences, but informs in a conversational and informative manner.

ZOELLER IS ALWAYS:

Approachable

- friendly
- helpful
- easy to talk to

Intelligent

- knowledgeable
- alert and aware
- responsive
- experienced

Authentic

- genuine
- true to self
- faithful to core values
- honest

ZOELLER IS NEVER:

Aloof

Distant

Sloppy

Wasteful

Uninformed

Obtuse

Dishonest

False

Insincere



MADE IN THE USA

According to the Federal Trade Commission (FTC), for a manufacturer to advertise its products as being Made in USA, the product must be “all or virtually all” made in the United States. This means the significant content and processing used to manufacture a product must be of US origin. A qualified claim may be made in the marketplace if the product contains >50% of Made in USA content. An unqualified claim may be made if the product content is >90% Made in USA. Below are the flag emblems that can accompany ‘qualified’ or ‘non qualified’ Made in USA claims on specific products.

As a family-owned corporation founded in the United States, Zoeller takes these FTC standards very seriously and regularly conducts the due diligence necessary to ensure the quality of our products and the accuracy of our claims. Internal policies and procedures will dictate our company standards for how such claims may be applied to each of our products. Externally, customers will have a clearer image of where their products are coming from and the level of quality and dependability they can expect from the Zoeller brand.

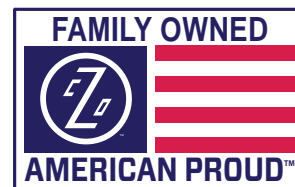
MADE IN THE USA ICONS FOR ALL DIVISIONS



FAMILY OWNED ICONS

These ‘Family Owned / American Proud’ logos are more general logos to represent our pride in making the majority of our Zoeller and Flint & Walling branded products in the United States using a majority of U. S. content. This logo should be used in making general company image claims in advertising and other promotions. Although it can be used on products that have ‘final assembly’ in our U. S. facilities, the logos should not be used on direct finished import products that does not have final assembly in the United States.

FAMILY OWNED ICONS FOR LOUISVILLE BRANDS



FAMILY OWNED ICON FOR F&W WHOLESALE BRAND PRODUCTS ONLY





CORPORATE ELEVATOR SPEECH

An elevator speech is a quick glimpse at who Zoeller is. Imagine you're riding in an elevator. The stranger beside you asks, "What is Zoeller?" Your answer depends on how long you'll be in the elevator and how much the listener wants to know. In less than 30 seconds, you can share basic information. Riding up another few floors gives you time to explain who Zoeller is and what we do. A longer ride with a more curious audience allows you to provide an inspiring message about the lasting power of Zoeller's core values.

Below are examples of corporate Zoeller elevator speeches meant to inform, explain, or inspire. Each person's speech will be different based on individual personal experience. Though it should be rehearsed and memorized, each person's elevator speech should exude the passion he or she feels about an aspect of the company. This is meant to engage your listener in further conversation and prompt deeper questions about who we are and why we do what we do.

INFORM

Zoeller is a family of manufacturing companies supplying highly dependable products that move and treat water in residential, commercial, and industrial industries around the globe.

EXPLAIN

We design, manufacture, and distribute a variety of water pumps, controls, and systems that are trusted to work from the moment they are connected. We serve a wide range of movement and treatment needs beginning with moving water from the ground and ending when it is returned to the ground.

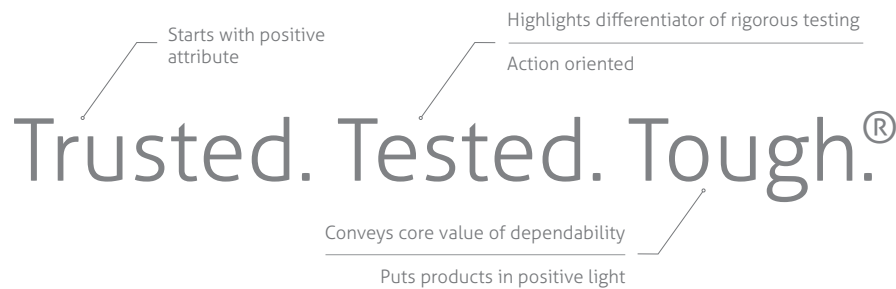
INSPIRE

The Zoeller family of brands is not only united in their purpose and products, but also in how we operate. We put our customers first, insist on product quality, and provide easy, exemplary service. We focus on building trust through honoring our personal commitments and delivering high-quality, dependable products. Simply put, that's the Zoeller way.



TAGLINE

If the Zoeller tagline is used as part of the logo, it should always appear in Aller Light, upper and lower case, and letter-spaced as shown below. The tagline should only appear in black, white, or one of the approved corporate colors. But when the tagline is used as a major design element – such as a headline or graphic – fonts, colors, letter spacing, etc., are up to the designer. Just be sure to get final approval from the Marketing Department. In these cases, use of the primary logo without the tagline is the right choice.



CORPORATE ENDORSEMENT

In order to leverage the Zoeller name and show the relationship among the divisions, this tagline may be used when appropriate for audience and context in presentations and other marketing media.

When used, this endorsement should appear in the bottom right-hand corner in Univers Bold Italic, and it must be used with a superscript "®." This may be used in 60% black, reverse, or any primary brand color.

Zoeller Family of Water Solutions™

ZOELLER IN WRITTEN FORM

"Zoeller® Company" is the official name of the corporation which the affiliated divisions/brands fall under. Zoeller is a registered trademark. A super-scripted "®" symbol must be included with the first appearance of the "Zoeller® Company" name in any brochure, advertisement, correspondence, website, etc. The "®" symbol is not a legal requirement, therefore the "®" may be dropped in any additional appearances of "Zoeller Company" name within the same piece.

When referring to the corporate brand only, use "Zoeller® Company" at first reference. After that, you may use "Zoeller Company" or simply "Zoeller."



Brand Identity



PRIMARY CORPORATE LOGO

Meet the workhorse of the Zoeller brand, Zoeller Company's official corporate logo. It is identified by two distinguishing components: the typographic element and the Meatball. This typographic element was meticulously designed with specific angles in the 1950s by Bob Zoeller, the son of our founder. Though the company logos have undergone a few revisions over the years, the integrity of this typographic design remains.

In this logo's primary format, the Zoeller name and Meatball should be shown in Pantone® 347C along with the registered trademark symbols that should always accompany each of them. This version of the corporate logo should be your first choice whenever possible. Alternate versions of the corporate logo are available and displayed in this Guide. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

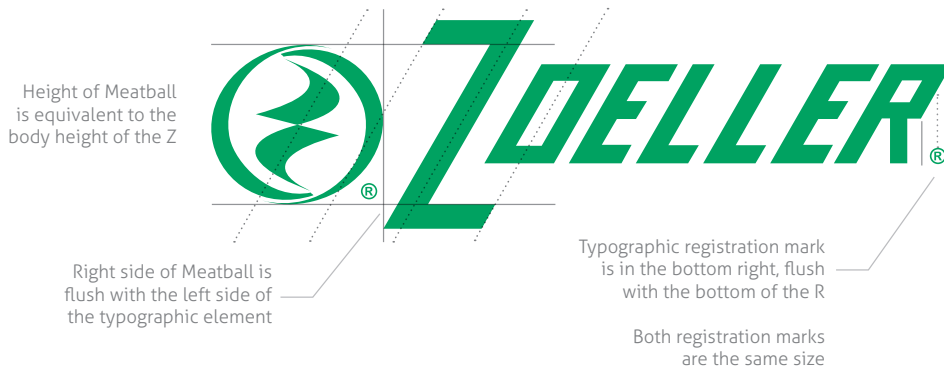
[NOTE: Depending on the production process, CMYK, RGB and HTML versions of Pantone® 347C may be used]





GRAPHIC PROPORTIONS

To maintain brand consistency, the Zoeller Company logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element and Meatball as indicated below.



LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the "E" around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the marketing department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.





ALTERNATE CORPORATE LOGOS

These alternate logos are intended for use when production or design restrictions make it difficult or impossible to reproduce the primary logo to its standards. The variations that follow provide acceptable options for alternatives to the primary corporate logo.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the colors listed below may be used]

LOGO VARIATIONS



Trusted. Tested. Tough.®

Color Logo with Tagline

This 2-color version is shown with the typographic element and Meatball in Pantone® 347C and the tagline in 60% black. The tagline may also be shown in Pantone® 347C for a single-color option. Usage of the tagline with the logo is not mandatory, but when it is used it should be displayed in the configuration shown above. The tagline is justified left and right to the Zoeller name and placed one and a half tagline heights below the Z.



Black and White

This version is shown with all elements in 100% black.



Reversed

This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.



Applied Over a Pattern

For a pattern of dark colors, use white for application. In the case of patterns with lighter color schemes, apply the logo in the 100% black variation.



INTERNATIONAL DIVISION LOGOS

These versions of the corporate logo should be used when referring to Zoeller Company’s international legal entities. The Meatball becomes smaller and shifts to the upper right, and the corresponding country is displayed below the typographic element in Univers Bold Condensed in 60% black. These logos should always be displayed in the configuration shown below. All corporate logo guidelines, variations, and restrictions also apply to the international logos.



USE WITH ZOELLER FAMILY BRANDS

Some marketing pieces may require that the Zoeller Company logo be shown with some or all of its divisions. The division logos should be displayed at between 50% and 75% of the Zoeller Company logo size, which should always remain dominant. To establish visual equality among the divisions, they should each appear in the same size, and their grayscale versions should be the first choice, though they may all appear in color when necessary. Below is an acceptable example of how Zoeller Company and all its division logos should be displayed together.





LOGO RESTRICTIONS

The Zoeller Company logo must always remain easily recognizable and readable. No part of the logo may be altered in any way, and it must be reproduced only from approved artwork. Below are examples of unacceptable versions of the Zoeller Corporate logo. These restrictions are in place to maintain brand consistency, and they apply to the primary logo as well as the approved alternate versions.



Do not stretch the logo horizontally or vertically.



Do not change the typographic element.



Do not remove the Meatball or registered trademark.



Do not change the colors of the logo.



Do not put an outline or frame around the logo.



Do not skew the logo.



Do not rotate the logo.



Do not crop the Meatball when it is part of the primary logo.



Do not alter or rearrange the elements of the logo.



THE MEATBALL

Zoeller Company's avatar is known as the MEATBALL. It is the signature of the Zoeller brand, which was designed to resemble an impeller, the common component of all pumps manufactured by the Zoeller divisions. This powerful symbol produces instant brand recognition and a powerful self-presence. Due to our branded house structure, the Meatball is used in the division logos as an endorsement from the parent company.

The Meatball must always appear with the registered mark in its original graphic proportions as indicated below.



MEATBALL VARIATIONS

The Meatball can appear in a wide range of options, depending on the circumstances. The Meatball can be enlarged to massive proportions or reduced to a pea-sized mark. It can be reproduced in almost any application, as long as the correct option is chosen. The Meatball can appear in black or any primary brand color. Also, Grayscale rules apply to versions in primary brand colors.



1-color
This is the preferred version of the 1-color Meatball. Whenever possible, this should be your first choice.



White
This version is to be reversed out of photographs and color backgrounds.



Grayscale | 60% Black
This is the preferred version of the grayscale Meatball.



Grayscale | Screened Back | Minimum 10% Black (10-60% acceptable depending on application)
This version is to be used behind type and other design elements in any approved corporate color as a supporting graphic or watermark.



Campaign Integration

Occasionally, the Meatball can be dressed up for special campaign promotions. Additional elements or alternate treatments of the Meatball are permitted, provided they are reviewed and approved by the Marketing Department.



MEATBALL CROPPING

A versatile application of the Meatball is to crop it off the edge of a layout. The Meatball may be cropped in many ways, provided it is reviewed and approved by the Marketing Department. It must always remain recognizable by showing no less than 25% of the Meatball. Below are some examples of how the Meatball may be cropped in any of its variations.



MEATBALL RESTRICTIONS

The Meatball must always remain easily recognizable. It may appear in many variations, but it must be reproduced only from approved artwork in one of Zoeller's primary brand colors, shown in this guide, or a reversed white application. Below are examples of unacceptable alterations of the Meatball. These restrictions are in place to maintain brand consistency.



Do not stretch the Meatball horizontally or vertically.



Do not skew the Meatball.



Do not rotate the Meatball.



CORPORATE COLOR USAGE

Color reproduction is vital to proper usage of Zoeller Company's logo and all marketing materials. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

PRIMARY PALETTE

These are our primary colors. Bold, familiar and easily recognizable, these colors should be the first choice when representing Zoeller Company.

GREEN PANTONE® 347 C CMYK 100/0/86/3 RGB 0/161/96 HTML 00A160	LIME PANTONE® 2292 C CMYK 48/0/92/0 RGB 145/200/76 HTML 91C84C	GRAY 60% BLACK CMYK 0/0/0/60 RGB 128/130/133 HTML 808285
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SECONDARY PALETTE

These supporting colors are intended for use after at least one of the primary colors, which must always be represented on corporate printed pieces before any other colors can be used. This palette represents the brand colors of the Zoeller Family of Water Solutions™.

PANTONE® 281 C CMYK 100/85/5/36 RGB 13/44/108 HTML 0D2C6C	PANTONE® 193 C CMYK 2/99/62/11 RGB 209/25/71 HTML D11947	PANTONE® 131 C CMYK 2/39/100/10 RGB 221/151/26 HTML DD971A
PANTONE® 2726 C CMYK 81/70/0/0 RGB 72/92/170 HTML 485DAA	PROCESS BLUE CMYK 100/35/7/0 RGB 0/131/191 HTML 0083BF	



FONT USAGE

Our corporate fonts are the graphic voice of Zoeller Company. Our audiences expect to see a certain look from our products, our divisions, and our marketing materials. Use of consistent corporate fonts, in any of their variations, builds brand recognition and helps eliminate confusion in the marketplace. The fonts below should be utilized for both print and digital marketing media, and the entire family of each may be used as deemed necessary.

PRIMARY / HEADLINES

Forza (Family)

AbCd

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

SECONDARY / BODY COPY

Aller, Light

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

SUPPORTIVE / CAPTIONS & PULL QUOTES

Univers, Bold Condensed

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MS OFFICE / ALTERNATE ELECTRONIC USE

Arial Narrow Bold and Verdana are common on most operating systems. These typefaces are the alternate fonts when producing emails and using MS Office products to produce documents and PowerPoint presentations. The entire family of each font, including bold and italicized versions, may be used. Exo and Inria Sans are two alternate Google fonts that can be used for electronic and 3rd Party projects as needed. Bold and italicized versions of each font may be used. Exo should be available on most devices and Inria Sans may be downloaded for free.

Arial Narrow Bold
(Headlines and captions only)

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890

Verdana
(Body copy)

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890

EXO
(Headlines and captions only)

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890

Inria Sans
(Body copy)

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890



GRAPHIC TREATMENT

Graphics provide the personality of a piece, so they should be consistent in style and feel in order to best represent the Zoeller Company brand. The graphic styles shown below define characteristics that should be used in any corporate materials so our brand remains easily recognizable.

PHOTOGRAPHY STYLES

Examples:

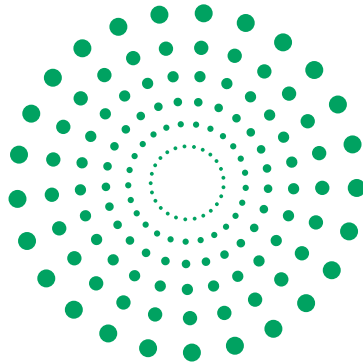


Backgrounds with lots of natural light & cool undertones / Very minimal & corporate / Lots of clean white space

GRAPHIC STYLES



Meatball-influenced shapes & line art emphasize the idea of flowing water



An array of line art and circles to symbolize completeness and symmetry and represent water droplets



Clean, brand-related water formations

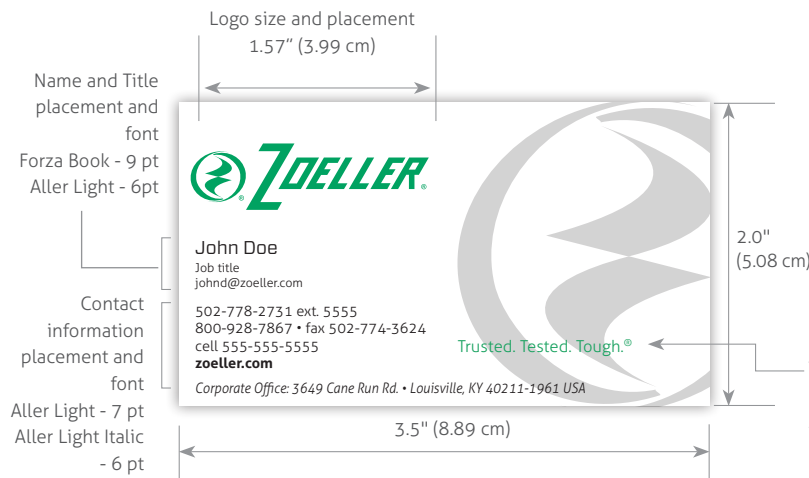


BUSINESS CARDS

To maintain absolute consistency throughout the Zoeller organization, the following business card standards were developed for all corporate Zoeller employees and International Sales Divisions.

CORPORATE

Front



Back



INTERNATIONAL SALES DIVISIONS

Back





FLINT & WALLING

Founded in 1866 in Kendallville, Indiana, Flint & Walling manufactures a full line of “water in” pumps, motors, and controls for residential and light commercial potable water applications. The brand image for this division of Zoeller Company focuses on all-American colors and bold type. Special attention should be given to reproducing the logo and colors within strict guidelines for continuity. The Zoeller Company logo guidelines and restrictions apply to the Flint & Walling brand (see pages 18-22 of this guide).

ELEVATOR SPEECH EXAMPLE

Flint & Walling, a family-owned American manufacturer of premium pumps, motors and controls. Built on proven, comprehensive testing and generations of deep personal relationships with loyal customers and employees. A legacy of high-quality, American-made products where trust flows through everything we do..

FLINT & WALLING IN WRITTEN FORM

“Flint & Walling” is the official name of this division. It must always utilize an ampersand, not the word “and.” Alternately, the company name may be shortened to “F&W” with no spaces between the lettering.



FLINT & WALLING PRIMARY LOGO

The Flint & Walling logo is identified by three distinguishing components: the typographic element, the Meatball, and the descriptor line. In this logo's primary format, the F&W name and Meatball should be shown in Pantone® 281C along with the registered trademark symbols that should always accompany each of them, and the descriptor line below the typographic element should be shown in Pantone® 193C. This version of the F&W logo should be your first choice whenever possible. Alternate versions of the F&W logo are available and displayed in this Guide. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]



COLOR USAGE

Color reproduction is vital to proper usage of the Flint & Walling brand. It distinguishes our image in the marketplace. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

PRIMARY PALETTE

PANTONE® 281 C
CMYK 100/85/5/36
RGB 13/44/108
HTML 0D2C6C

PANTONE® 193 C
CMYK 2/99/62/11
RGB 209/25/71
HTML D11947



PREFERRED USAGE

The Flint & Walling logo should never be recreated. Contact the Marketing department for official logo files and any questions about its usage.

The preferred Flint & Walling logo is American-flag blue (PMS 281) and red (PMS 193), however, the alternative versions shown here may be used as well.

The Flint & Walling logo lockup consists of the logo script with meatball icon and descriptor line.

Never alter the proportions of the logo lockup or any element and its parts.

When the tagline is paired with the logo lockup, it may only appear in the color combinations shown here.



One color PMS 281 blue



Reversed



Black and white



Grayscale 60% Black



SECONDARY USAGE

When space is restricted, the Flint & Walling logo can be used without the Flint & Walling tagline.

The Flint & Walling logo script may be used by itself only when the size limits legibility of the type in the descriptor, such as on promotional items like pens. In these cases it may only be printed in PMS 281 blue, black, or reversed to white.



Reversed one color



All PMS 281 blue



Black & white



Grayscale 60% black





GRAPHIC PROPORTIONS

To maintain brand consistency, the Flint & Walling logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element and Meatball as indicated below.



LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the Meatball around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the Marketing Department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.





TAGLINE RATIONALE

"Family Owned" stands for hard work, dedication, and service. You know the job has to be right in order to satisfy your customers because your quality work is your reputation. As a family-owned business, we understand this. We value your partnership and trust and will do all in our power to help you maintain your positive reputation.

"American Proud" represents our commitment to supporting domestic suppliers and managing quality through our American workplace. Flint & Walling continues a proud 150 year tradition of manufacturing quality products in Kendallville, Indiana and we show our dedication to keeping jobs in America by producing the majority of our F&W branded products in the U.S. using a majority of U.S. content.

TAGLINE

Family Owned. American Proud.™

TAGLINE LOGO





TAGLINE USAGE

The Flint & Walling tagline may be used by itself, such as a closing line to the last paragraph of copy in an ad, or in an opposite corner from the logo lockup.

When the tagline is NOT paired with the logo lockup, it may be reproduced in PMS 193 red (preferred), PMS 281 blue, black, or reversed white.

See page 10 for the color the tagline must appear when paired with the logo lockup.

Family Owned. American Proud.™

Family Owned. American Proud.™

Tagline PMS 193 red

Family Owned. American Proud.™

Tagline BLACK

Family Owned. American Proud.™

Tagline REVERSED White

Family Owned. American Proud.™

Tagline Bree Serif. This alternate font version is only to be used with marketing's approval



PRIMARY FONTS

The success of the Flint & Walling brand identity program is also dependent on the consistency of the typefaces.

Univers is a timeless sans serif font that always looks current. It comes in many weights, including regular, condensed and extended versions, which makes it very versatile.

Univers must be used in all cases, including main headlines (in all caps), text and body copy.

Bree Serif is only used in select pre-approved taglines with marketing approval.

Univers

Univers-Light
Univers-Light Oblique

Univers-Roman
Univers-Oblique

Univers-Bold
Univers-Bold Oblique

Univers-Black
Univers-Black Oblique

Univers-Extra Black
Univers-Extra Black Oblique

Univers Condensed

Univers-Light Condensed
Univers-Light Condensed Oblique

Univers-Condensed
Univers-Condensed Oblique

Univers-Bold Condensed
Univers-Bold Condensed Oblique

Univers Extended

Univers-Extended
Univers-Extended Oblique

Univers-Bold Extended
Univers-Bold Extended Oblique

Univers-Black Extended
Univers-Black Extended Oblique

Bree Serif

Bree Serif-Light
Bree Serif-Light Italic

Bree Serif-Regular
Bree Serif-Italic

Bree Serif-SemiBold
Bree Serif-SemiBold Italic

Bree Serif-ExtraBold
Bree Serif-ExtraBold Italic

SUBSTITUTE FONTS

In some situations regarding different platforms and software such as Word and PowerPoint, Univers may not be available for use. For these situations, we have selected Arial Narrow as the acceptable replacement for all headline copy, and Verdana for all body copy. These technical constraints should be the ONLY reason to substitute for the primary fonts.

Arial Narrow

Arial Narrow

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

Verdana

Verdana

Verdana Italic

Verdana Bold

Verdana Bold Italic



BUSINESS CARD

The Flint & Walling business card is reproduced in two colors; PMS 281 blue and PMS 193 red.

The business card should be printed on a paper stock that is uncoated on the back so that notes can be written if desired.



FLINT & WALLING AND WOLF REPRESENTATION

For sales and marketing team members representing F&W and Wolf, business cards will include both brand logos and websites.





WOLF PUMP

Founded in 1951, Wolf Pump is a reliable, high-quality manufacturer of submersible pumps and vertical turbine pumps for industrial and municipal applications. For consistency within the “water in” segment, the brand image for this division uses bright red and bold type, with the overall palette representing the all-American colors of F&W. Special attention should be given to reproducing the logo and colors within strict guidelines for continuity. The Zoeller Company logo guidelines and restrictions apply to the Wolf brand (see pages 18-22 of this Guide).

ELEVATOR SPEECH EXAMPLE

INFORM

Wolf Pump is a family-owned, American manufacturer of custom pump solutions tested to perform and deliver in the harshest well conditions.

EXPLAIN

Wolf focuses on each customer to build perfectly matched pumps to their exact requirements for potable water applications in irrigation and industrial areas.

INSPIRE

With our expertise, world-class testing, speed of delivery, and personal attention, Wolf delivers durable, custom pump solutions when and where you need them.

WOLF PUMP IN WRITTEN FORM

“Wolf Pump” is the official name of this division. It may be written in this format, or it may be shortened to “Wolf” within context when the logo and/or full name appears elsewhere within a piece.



WOLF PUMP PRIMARY LOGO

The Wolf Pump logo is identified by three distinguishing components: the typographic element, the Meatball, and the descriptor line. In this logo's primary format, the Wolf name and Meatball should be shown in Pantone® 193C along with the registered trademark symbols that should always accompany each of them, and the descriptor line below the typographic element should be shown in Pantone® 281C. The logo should always be displayed in the proportions shown below. This version of the Wolf logo should be your first choice whenever possible. Alternate versions of the Wolf logo are available and displayed below. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]





ALTERNATE WOLF PUMP LOGOS

Alternate versions of this logo are intended for use when production or design restrictions make it difficult or impossible to reproduce the primary logo to its standards.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]



Color Logo with Tagline

This 2-color version is shown with the typographic element, Meatball, and descriptor in the same colors as the primary logo. Usage of the tagline with the logo is not mandatory, but when it is used it should be displayed in the configuration shown here. The tagline is justified left and right to the typographic element, placed one R height below the descriptor, and shown in Pantone® 193C.



One Color
This version is shown with all elements in Pantone® 193C.



Black and White
This version is shown with all elements in 100% black.



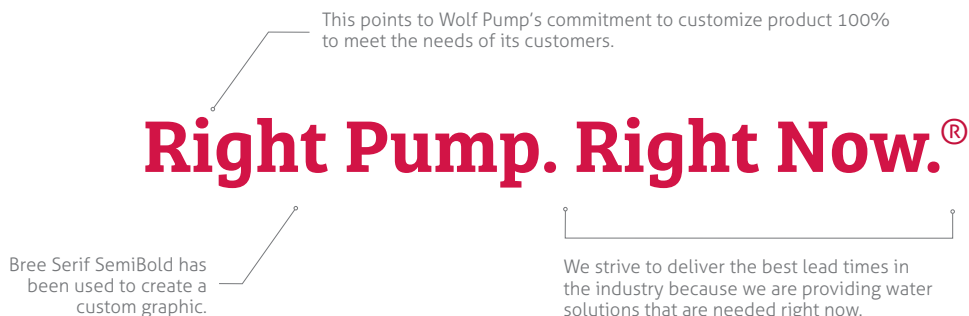
Grayscale | 60% Black
This 1-color grayscale version is shown in 60% black.



Reversed
This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.

TAGLINE

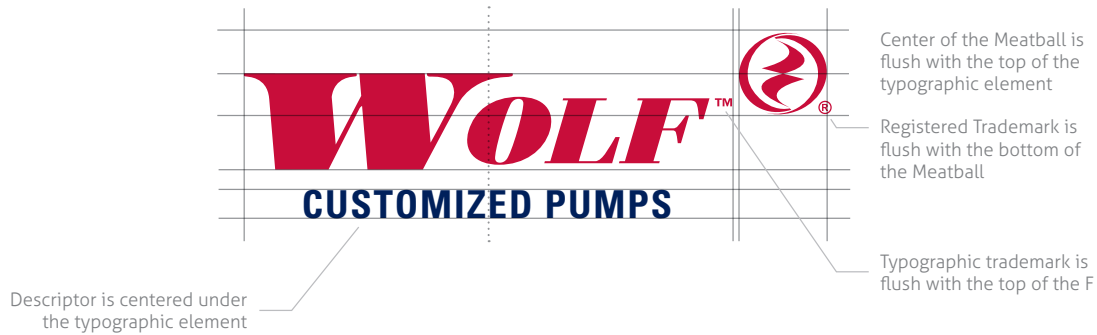
If the Wolf Pump tagline is used as part of the logo, it should always appear in the configuration shown above. But when the tagline is used as a major design element – such as a headline or graphic – colors, letter spacing, etc. are up to the designer. The tagline should only appear in black, white, or one of the approved Wolf colors. Just be sure to get final approval from the Marketing Department. In these cases, use of the primary logo without the tagline is the right choice.





GRAPHIC PROPORTIONS

To maintain brand consistency, the Wolf logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element, Meatball, and descriptor line as indicated below.



LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the Meatball around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the Marketing Department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.





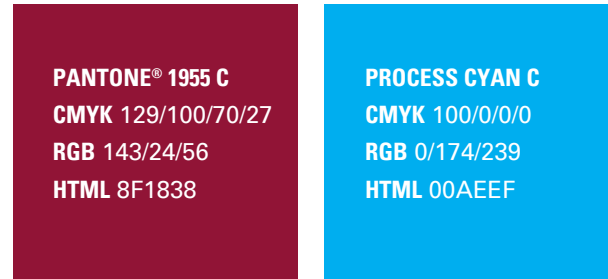
WOLF COLOR USAGE

Color reproduction is vital to proper usage of the Wolf brand. It distinguishes our image in the marketplace. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

PRIMARY PALETTE



SECONDARY PALETTE



WOLF GRAPHIC TREATMENT

PHOTOGRAPHY STYLES

Examples:



Desaturated and tinted, moody backgrounds with interesting crops and angles / Colors and flowing water overlap photos & type / Lots of clean white space

GRAPHIC STYLES



Color gradient diagonals / Upper left to lower right



Series of directional bars represent pipes and pathways for water flow **down & in**



Flowing Water

WOLF APPLICATION EXAMPLES

BUSINESS CARDS

To maintain absolute consistency throughout the Wolf organization, the following business card standards were developed for all Wolf employees.





ZOELLER PUMP COMPANY

Zoeller Pump Company focuses on “water out,” manufacturing sump, sewage, and effluent pumps and systems for residential and light commercial applications. Special attention should be given to reproducing the logo and colors within strict guidelines for continuity. The Zoeller Company logo guidelines, restrictions, and font usage apply to the Zoeller Pump Company brand (see pages 18-22 of this guide).

ELEVATOR SPEECH EXAMPLE

INFORM

Zoeller Pump Company is a family-owned manufacturer of submersible water pumps and systems for residential and light commercial applications.

EXPLAIN

We design and manufacture products and systems for dewatering applications, including sump, sewage, grinding, and even explosion-proof, to provide dependable solutions from the moment they are connected.

INSPIRE

We test 100% of our products before they leave our factory, so each one is verified to match its published performance and deliver dependability in a box.

ZOELLER PUMP COMPANY IN WRITTEN FORM

“Zoeller Pump Company” is the official name of this division. It may be written in this format, or it may be shortened to “Zoeller Pump” within context when the logo and/or full name appears elsewhere within a piece.



PRIMARY ZOELLER PUMP COMPANY LOGO

The Zoeller Pump Company logo is identified by three distinguishing components: the typographic element, the Meatball, and the descriptor line. In this logo's primary format, the Zoeller name and Meatball should be shown in Pantone® 347C along with the registered trademark symbols that should always accompany each of them, and the descriptor line below the typographic element should be shown in 60% black. The logo should always be displayed in the proportions shown below. This version of the Zoeller Pump Company logo should be your first choice whenever possible. Alternate versions of the Zoeller Pump logo are available and displayed below. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]



ALTERNATE ZOELLER PUMP COMPANY LOGOS

Alternate versions of this logo are intended for use when production or design restrictions make it difficult or impossible to reproduce the primary logo to its standards.



One Color
This version is shown with all elements in Pantone® 347C.



Black and White
This version is shown with all elements in 100% black.



Grayscale | 60% Black
This 1-color grayscale version is shown in 60% black.

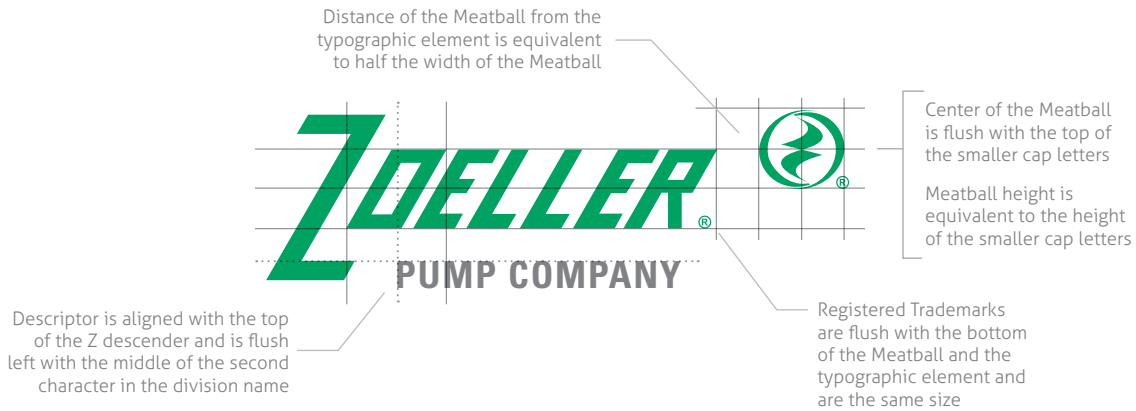


Reversed
This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.



GRAPHIC PROPORTIONS

To maintain brand consistency, the Zoeller Pump Company logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element, Meatball, and descriptor line as indicated below.



LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the Meatball around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the Marketing Department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.

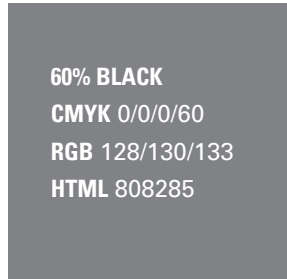




ZOELLER PUMP COMPANY COLOR USAGE

Color reproduction is vital to proper usage of the Zoeller Pump Company brand. It distinguishes our image in the marketplace. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

PRIMARY PALETTE



SECONDARY PALETTE



ZOELLER PUMP COMPANY GRAPHIC TREATMENT

PHOTOGRAPHY STYLES

Examples:



Light & vibrant backgrounds / Diagonal shapes, circles & flowing water overlap photos & type / Lots of clean white space

GRAPHIC STYLES



Color gradient diagonals / Lower left to upper right



Series of directional bars represent pipes and pathways for water flow **up & out**



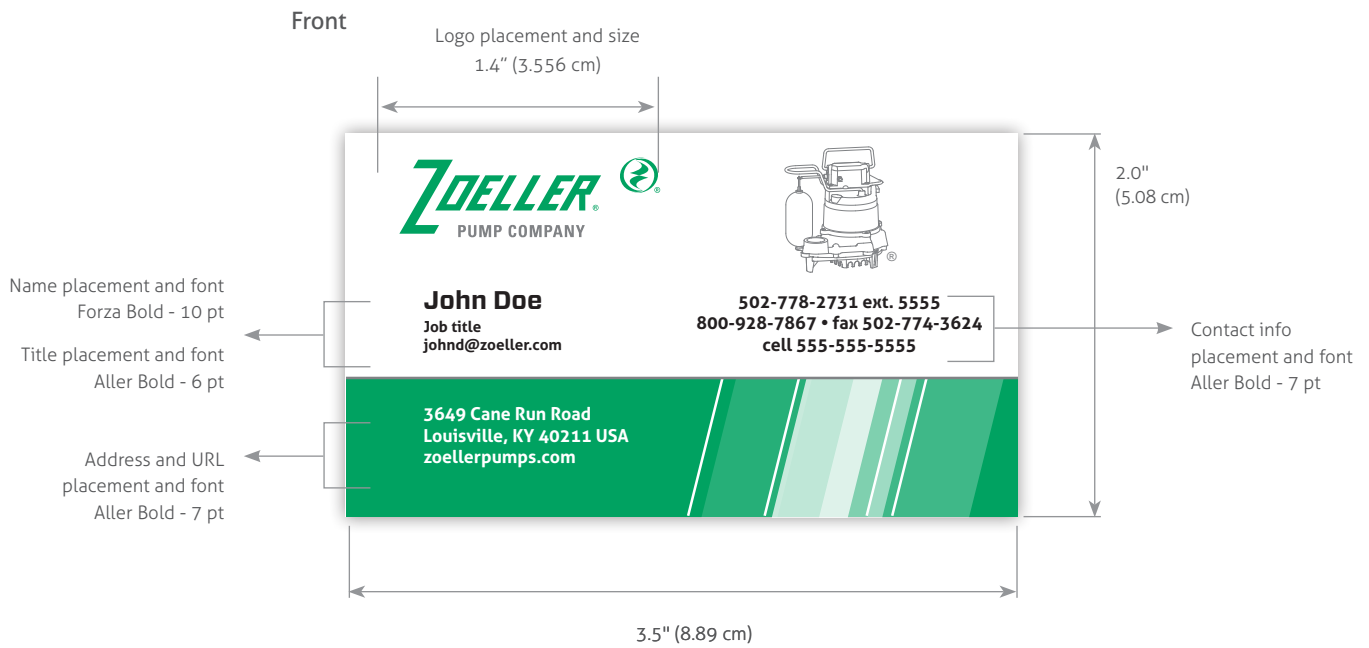
Flowing Water



ZOELLER PUMP COMPANY APPLICATION EXAMPLES

BUSINESS CARDS

To maintain absolute consistency throughout the Zoeller Pump Company organization, the following business card standards were developed for all Zoeller Pump Company employees.





ZOELLER ENGINEERED PRODUCTS

To better extend into industrial and municipal solutions, Zoeller Engineered Products offers customized pumps and systems built and serialized to customers' exact specs and requirements. Closely associated with Zoeller Pump Company in the "water out" segment, these two logos are very similar, which makes the descriptor line extremely important. Special attention should be given to reproducing the logo and colors within strict guidelines for continuity. The Zoeller Company logo guidelines, restrictions, and font usage apply to the Zoeller Engineered Products brand (see pages 18-22 of this guide).

ELEVATOR SPEECH EXAMPLE

INFORM

Zoeller Engineered Products manufactures heavy-duty sewage and grinder pumps and systems up to 60 HP for industrial and municipal applications.

EXPLAIN

We build each pump and system according to customers' exact specifications to ensure it will be the best fit for its application.

INSPIRE

Our engineering and application expertise is paired with personalized customer service before, during, and after the sale, and 100% factory testing ensures the most dependable delivery and performance.

ZOELLER ENGINEERED PRODUCTS IN WRITTEN FORM

"Zoeller Engineered Products" is the official name of this division. It may be written in this format, or it may be shortened to "ZEP" within context when the logo and/or full name appears elsewhere within a piece.



PRIMARY ZOELLER ENGINEERED PRODUCTS LOGO

The Zoeller Engineered Products logo is identified by three distinguishing components: the typographic element, the Meatball, and the descriptor line. In this logo’s primary format, the Zoeller name and Meatball should be shown in Pantone® 347C along with the registered trademark symbols that should always accompany each of them, and the descriptor line below the typographic element should be shown in 60% black. The logo should always be displayed in the proportions shown below. This version of the Zoeller Engineered Products logo should be your first choice whenever possible. Alternate versions of the ZEP logo are available and displayed below. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]



ALTERNATE ZOELLER ENGINEERED PRODUCTS LOGOS

Alternate versions of this logo are intended for use when production or design restrictions make it difficult or impossible to reproduce the primary logo to its standards.



One Color
This version is shown with all elements in Pantone® 347C



Black and White
This version is shown with all elements in 100% black.



Grayscale | 60% Black
This 1-color grayscale version is shown in 60% black.

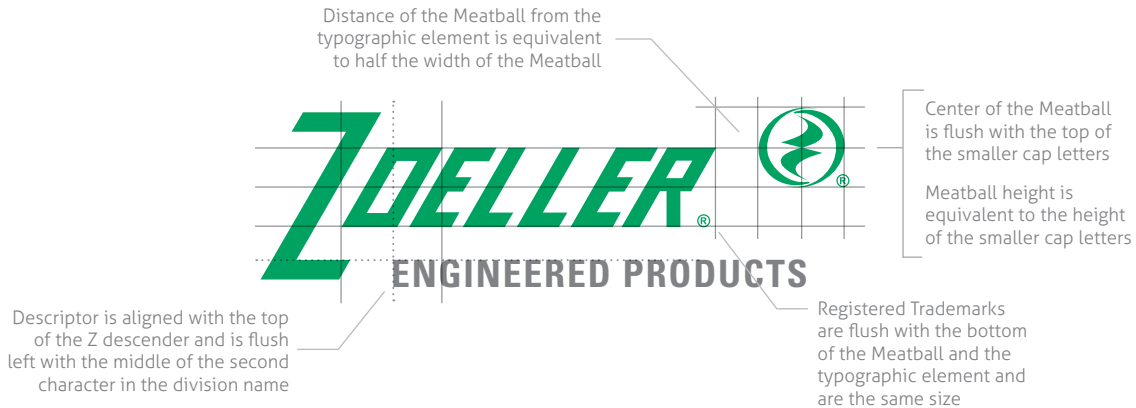


Reversed
This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.



GRAPHIC PROPORTIONS

To maintain brand consistency, the Zoeller Engineered Products logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element, Meatball, and descriptor line as indicated below.



LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the Meatball around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the marketing department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.





ZOELLER ENGINEERED PRODUCTS COLOR USAGE

Color reproduction is vital to proper usage of the Zoeller Engineered Products brand. It distinguishes our image in the marketplace. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

PRIMARY PALETTE

PANTONE® 347 C
CMYK 100/0/86/3
RGB 0/161/96
HTML 00A160

60% BLACK
CMYK 0/0/0/60
RGB 128/130/133
HTML 808285

SECONDARY PALETTE

PANTONE® 2292 C
CMYK 48/0/92/0
RGB 145/200/76
HTML 91C84C

PROCESS CYAN C
CMYK 100/0/0/0
RGB 0/174/239
HTML 00AEEF

ZOELLER ENGINEERED PRODUCTS GRAPHIC TREATMENT

PHOTOGRAPHY STYLES

Examples:



Light & vibrant backgrounds / Diagonal shapes, circles & flowing water overlap photos & type / Lots of clean white space

GRAPHIC STYLES



Color gradient diagonals / Lower left to upper right



Series of directional bars represent pipes and pathways for water flow **up & out**



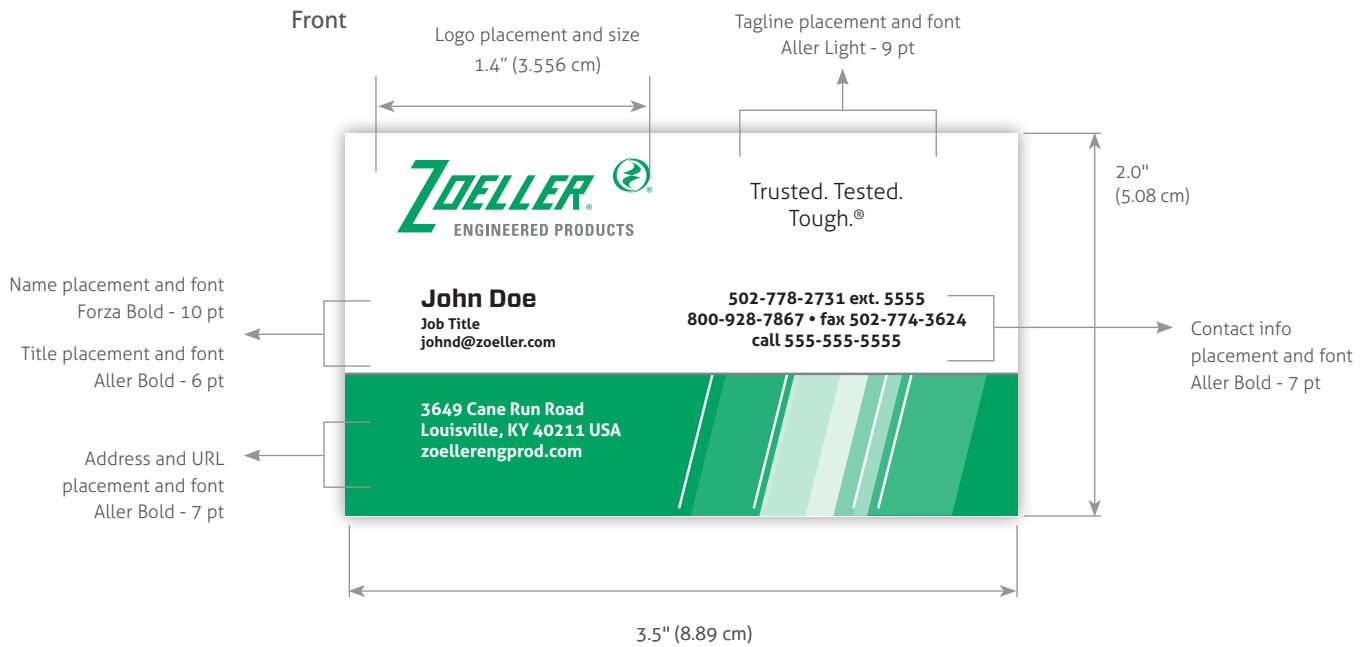
Flowing Water



ZOELLER ENGINEERED PRODUCTS APPLICATION EXAMPLES

BUSINESS CARDS

To maintain absolute consistency throughout the Zoeller Engineered Products organization, the following business card standards were developed for all Zoeller Engineered Products employees.





CLARUS ENVIRONMENTAL

Clarus Environmental offers sustainable onsite wastewater treatment solutions for homes and communities. The brand image of this division of Zoeller Company uses a bright purple color to signify water treatment. Special attention should be given to reproducing the logo and colors within strict guidelines for continuity. The Zoeller Company logo guidelines, restrictions, and font usage apply to the Clarus Environmental brand (see pages 18-22 of this guide).

ELEVATOR SPEECH EXAMPLE

INFORM

Clarus Environmental is a solutions provider for onsite wastewater treatment and management.

EXPLAIN

We offer sustainable environmental products, solutions, and services for the collection, treatment, and dispersal of residential and community wastewater.

INSPIRE

Our team of experts takes great pride in matching each application with the right onsite solution to ensure we are contributing to safe dispersal of treated water back into the ground.

CLARUS ENVIRONMENTAL IN WRITTEN FORM

“Clarus Environmental” is the official name of this division. It may be written in this format, or it may be shortened to “Clarus” within context when the logo and/or full name appears elsewhere within a piece.



PRIMARY CLARUS ENVIRONMENTAL LOGO

The Clarus Environmental logo is identified by three distinguishing components: the typographic element, the Meatball, and the descriptor line. In this logo’s primary format, the Clarus name and Meatball should be shown in Pantone® 2726C along with the registered trademark symbols that should always accompany each of them, and the descriptor line below the typographic element should be shown in 60% black. The logo should always be displayed in the proportions shown below. This version of the Clarus logo should be your first choice whenever possible. Alternate versions of the Clarus logo are available and displayed below. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]



ALTERNATE CLARUS ENVIRONMENTAL LOGOS

Alternate versions of this logo are intended for use when production or design restrictions make it difficult or impossible to reproduce the primary logo to its standards.



One Color
This version is shown with all elements in Pantone® 2726C.



Black and White
This version is shown with all elements in 100% black.



Grayscale | 60% Black
This 1-color grayscale version is shown in 60% black.

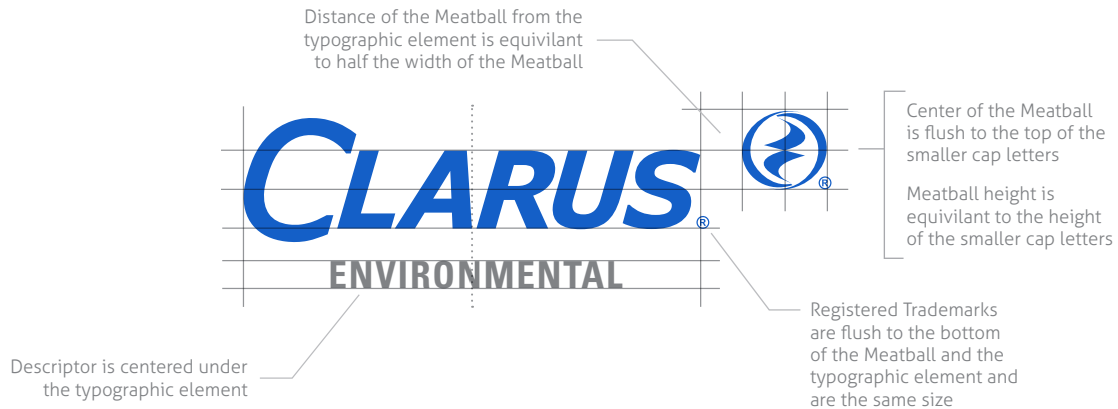


Reversed
This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.



GRAPHIC PROPORTIONS

To maintain brand consistency, the Clarus logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element, Meatball, and descriptor line as indicated below.



LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the Meatball around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the marketing department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.





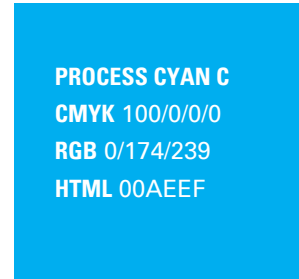
CLARUS ENVIRONMENTAL COLOR USAGE

Color reproduction is vital to proper usage of the Clarus brand. It distinguishes our image in the marketplace. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

PRIMARY PALETTE



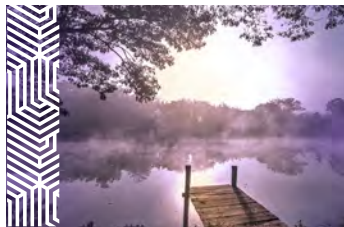
SECONDARY PALETTE



CLARUS ENVIRONMENTAL GRAPHIC TREATMENT

PHOTOGRAPHY STYLES

Examples:



Bright, colorful backgrounds with some subtle violet saturation / Headlines, line art & flowing water converge with photography in & out of polygon shapes

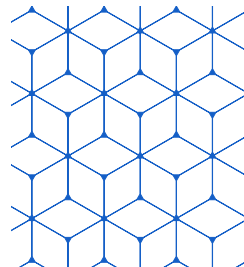
GRAPHIC STYLES



Overlapping polygon-influenced shapes



The hex patterns show connection & imply the science & process behind water treatment



Flowing Water



CLARUS ENVIRONMENTAL APPLICATION EXAMPLES

BUSINESS CARDS

To maintain absolute consistency throughout the Clarus organization, the following business card standards were developed for all Clarus employees.





TULSAR CANADA

Located in Canada, Tulsar manufactures customized industrial control panels throughout the water and wastewater industry. The brand image for this division of Zoeller Company uses an eye-catching blue. Special attention should be given to reproducing the logo and colors within strict guidelines for continuity. The Zoeller Company logo guidelines, restrictions, and font usage apply to the Tulsar brand (see pages 18-22 of this guide).

ELEVATOR SPEECH EXAMPLE

INFORM

Tulsar Canada specializes in manufacturing custom, electrical control panels that protect the environment and help run an efficient, cost-saving water / wastewater system.

EXPLAIN

From Wi-Fi-enabled alarms to standard control panels and fully engineered pump station kiosks for all weather conditions, including classified areas, Tulsar Canada engineers and manufactures leading-edge control systems for water and wastewater applications for municipal, industrial, commercial, environmental, recreational, and residential sectors.

INSPIRE

Tulsar Canada prides itself on its commitment to quality and customer service. We oversee the entire process from the moment an order is placed through its delivery and installation with exceptional customer service for maintenance, repair, and upgrades. On that, we will not compromise. We have been trusted by governments, engineers, and businesses to deliver reliable and innovative control systems since 1981.

TULSAR CANADA IN WRITTEN FORM

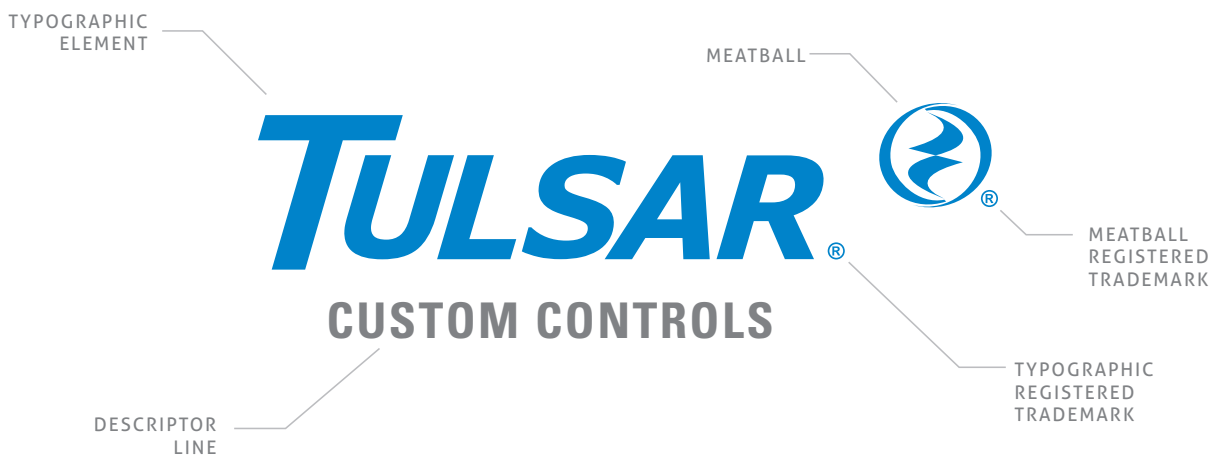
"Tulsar Canada" is the official name of this division. It may be written in this format, or it may be shortened to "Tulsar" within context when the logo and/or full name appears elsewhere within a piece.



PRIMARY TULSAR CANADA LOGO

The Tulsar logo is identified by three distinguishing components: the typographic element, the Meatball, and the descriptor line. In this logo's primary format, the Tulsar name and Meatball should be shown in Pantone® Process Blue C along with the registered trademark symbols that should always accompany each of them, and the descriptor line below the typographic element should be shown in 60% black. The logo should always be displayed in the proportions shown below. This version of the Tulsar logo should be your first choice whenever possible. Alternate versions of the Tulsar logo are available and displayed in the following pages. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]





ALTERNATE TULSAR CANADA LOGOS

Alternate versions of this logo are intended for use when production or design restrictions make it difficult or impossible to reproduce the primary logo to its standards.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]



Color Logo with Tagline

This 2-color version is shown with the typographic element, Meatball, and descriptor in the same colors as the primary logo. Usage of the tagline with the logo is not mandatory, but when it is used it should be displayed in the configuration shown here. The tagline is justified left and right to the typographic element, placed one lowercase w height below the descriptor, and shown in Pantone® Process Blue.



One Color

This version is shown with all elements in Pantone® Process Blue C.



Black and White

This version is shown with all elements in 100% black.



Grayscale | 60% Black

This 1-color grayscale version is shown in 60% black.



Reversed

This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.

TAGLINE

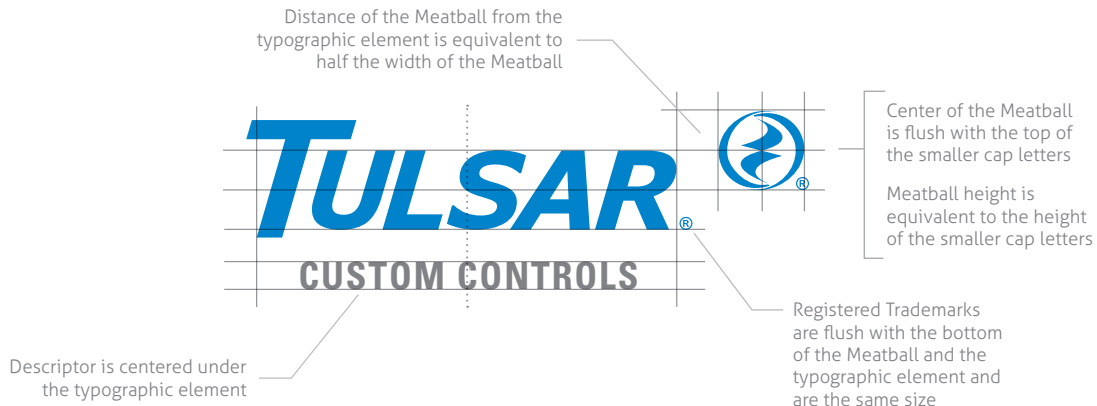
If the Tulsar tagline is used as part of the logo, it should always appear in Aller Light in the configuration shown above. But when the tagline is used as a major design element – such as a headline or graphic – fonts, colors, letter spacing, etc. are up to the designer. The tagline should only appear in black, white, or one of the approved Tulsar colors. Just be sure to get final approval from the marketing department. In these cases, use of the primary logo without the tagline is the right choice.

We're in Control™



GRAPHIC PROPORTIONS

To maintain brand consistency, the Tulsar logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element, Meatball, and descriptor line as indicated below.



LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the Meatball around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the marketing department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.

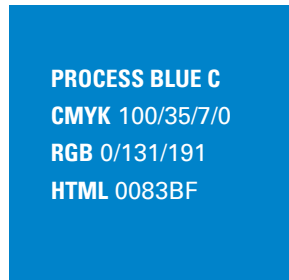




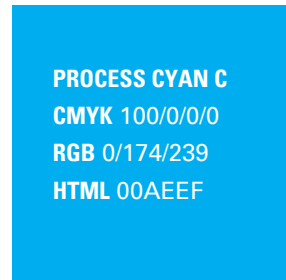
TULSAR COLOR USAGE

Color reproduction is vital to proper usage of the Tulsar brand. It distinguishes our image in the marketplace. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

PRIMARY PALETTE



SECONDARY PALETTE



TULSAR GRAPHIC TREATMENT

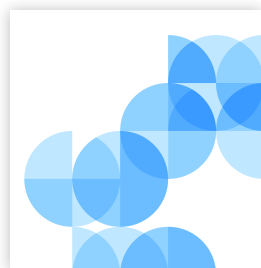
PHOTOGRAPHY STYLES

Examples:

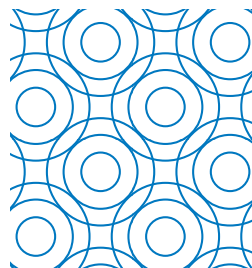


Light & vibrant backgrounds with shallow depth of field / Circles used in patterns & line art merge with photography & subtle images of flowing water / Lots of clean white space

GRAPHIC STYLES



Overlapping circles and semicircles



An array of line art and circles refer to buttons, connections & circuits



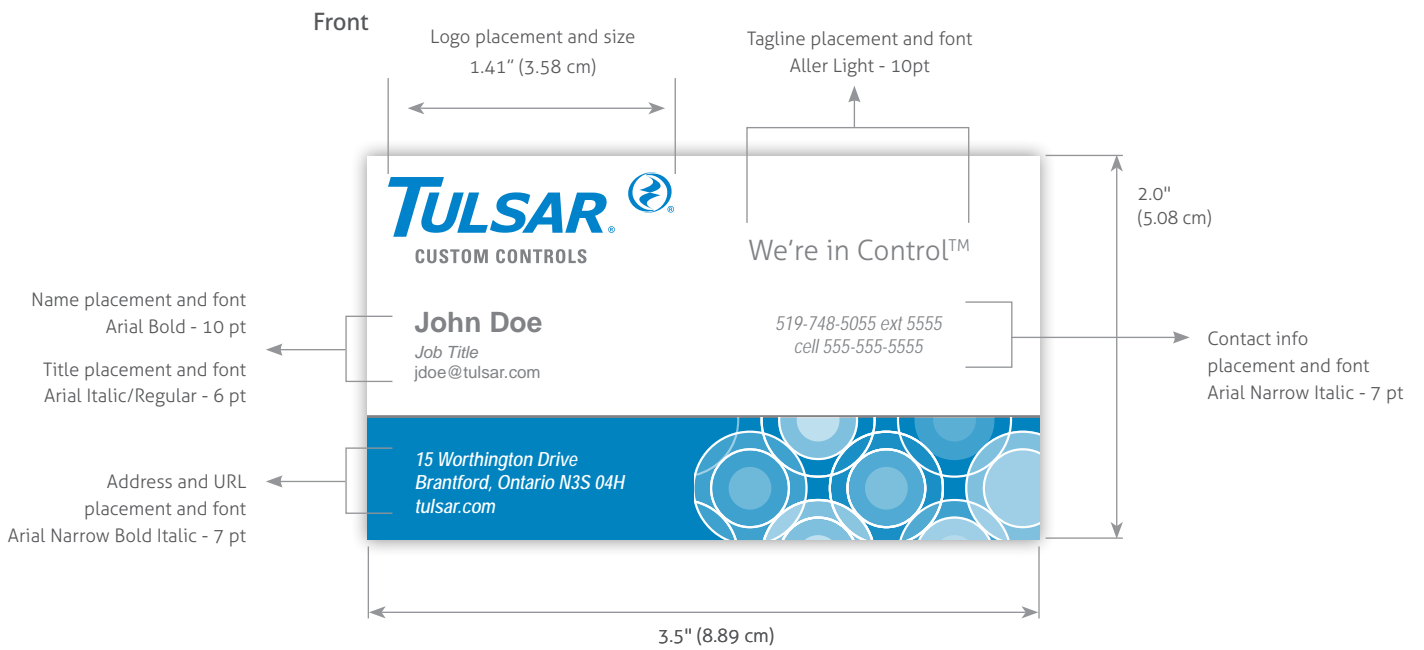
Flowing Water



TULSAR APPLICATION EXAMPLES

BUSINESS CARDS

To maintain absolute consistency throughout the Tulsar organization, the following business card standards were developed for all Tulsar employees.





STAR WATER SYSTEMS

Because it is offered directly to retail, Star Water Systems is handled a bit differently than other Zoeller Company divisions. However, marketing to end users makes brand continuity even more important as consumers may not be as aware of the company name. Consistency is key for high brand recognition. Special attention should be given to reproducing the logo and colors within strict guidelines for continuity. The Zoeller Company logo guidelines and restrictions apply to the Star Water Systems brand (see pages 24-28 of this guide).

ELEVATOR SPEECH

INFORM

Star Water Systems offers dependable solutions for the movement of water in and out of the home.

EXPLAIN

Founded in 1866, we are one of the oldest water system manufacturers available in retail in the United States for water filters, tanks, well pumps, sump pumps, and much more.

INSPIRE

With our resources, technology, commitment, and a strong presence across retail channels, Star provides a dependable, single source for residential water needs.

STAR WATER SYSTEMS IN WRITTEN FORM

“Star Water Systems” is the official name of this division. It may be written in this format, or it may be shortened to “Star” within context when the logo and/or full name appears elsewhere within a piece.



PRIMARY STAR WATER SYSTEMS LOGO

The Star logo is identified by two distinguishing components: the typographic element and the descriptor line. In this logo's primary format, the Star name and the descriptor line below the typographic element should both be shown in black with the registered trademark symbol that should always accompany it. The logo should always be displayed in the proportions shown below. This version of the Star logo should be your first choice whenever possible. Alternate versions of the Star logo are available and displayed below. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]



ALTERNATE STAR WATER SYSTEMS LOGOS

Alternate versions of this logo are intended for use when production or design restrictions make it difficult or impossible to reproduce the primary logo to its standards.



One Color
This version is shown with all elements in Pantone® 347 CMYK.

REQUIRES MARKETING APPROVAL.



Black and Gray
This version is shown with the logo in 100% black and descriptor line in 60% black.



Grayscale | 60% Black
This 1-color grayscale version is shown in 60% black.



Reversed
This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.



GRAPHIC PROPORTIONS

To maintain brand consistency, the Star logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element, registered trademark symbol, and descriptor line as indicated below.



LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the "R" around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the marketing department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.





STAR WATER SYSTEMS LOGO WITH TAGLINE

Use of the tagline is not mandatory, but when it's used it should be displayed in the configuration shown here.

Star logo with tagline

Star logo script		Color: 100% Black
Descriptor		Color: 60% Black
Star tagline pairing		Color: Pantone 347 Font: Forza Bold Italic

STAR WATER SYSTEMS COLOR USAGE

Color reproduction is vital to proper usage of the Star brand. It distinguishes our image in the marketplace. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

PRIMARY PALETTE

PANTONE® 347 C
CMYK 100/0/86/3
RGB 0/161/96
HTML 00A160

60% BLACK
CMYK 0/0/0/60
RGB 128/130/133
HTML 808285

SECONDARY PALETTE

PANTONE® 2292 C
CMYK 48/0/92/0
RGB 145/200/76
HTML 91C84C

CMYK 3/2/4/5

CMYK 3/2/4/5 Only used in packaging

STAR WATER SYSTEMS FONT USAGE

The fonts below should be utilized for both print and digital marketing media, and the entire family of each may be used as deemed necessary. Alternate fonts are available for use on MS Office and can be found on page 26 of this Guide.

PRIMARY / HEADLINES & CAPTIONS
 FORZA (Family)

AbCdEf

SECONDARY / BODY COPY
 Univers (Family)

AbCdEf

SUPPORTIVE / STATS & FACTS
 Univers (Family)

AbCdEf



STAR WATER SYSTEMS APPLICATION EXAMPLES

BUSINESS CARDS

To maintain absolute consistency throughout the Star organization, the following business card standards were developed for all Star employees.



FM 3035
0920
Supersedes
0819



Trusted. Tested. Tough.®