



BRAND & VISUAL GUIDELINES FOR RESIDENTIAL WATER TREATMENT CHANNEL PARTNERS

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

That's why it's important that every interaction with our brands is consistent - using the same messaging, logo, and design elements.

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

You, as our partner, play a critical role in advocating Pentair Water Solutions and our product lines. We've created this style guide so that you know how to use and refer to the Pentair Water Solutions brand and the products you sell in your literature, website, and other communication materials,

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

Thank you for your support. By using our brands correctly and giving them more visibility, you will help us both grow.



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ABOUT US



ABOUT PENTAIR

At Pentair, we help the world sustainably move, improve, and enjoy water, life's most essential resource. From our residential and commercial water solutions, to industrial water management and everything in between, Pentair is focused on smart, sustainable water solutions that help our planet and people thrive.

In 2023 Pentair had revenue of approximately USD\$ 4.1 billion, and trades under the ticker symbol PNR. With approximately 11,250 global employees serving customers in more than 150 countries, we work to help improve lives and the environment around the world.

Visit [pentair.com](https://www.pentair.com) to learn more.



ABOUT PENTAIR WATER SOLUTIONS

Pentair Water Solutions is the brand for homeowners and professionals who want high quality home water treatment and filtering systems. Pentair Water Solutions residential product brands provide tailored, comprehensive solutions and expertise that deliver confidence and trust.

Product lines for residential water filtration and softening include:

- **Fleck, Autotrol** and **Siata** valves
- **Structural** and **Wellmate** tanks
- **Pentek, OmniFilter** and **Everpure** cartridges and filtration systems

Pentair Water Solutions is committed to helping the world sustainably IMPROVE water, no matter the source. We work to provide trusted, great tasting, life sustaining water and ice in the residential and commercial water treatment categories. Since 2021, over 23.7 billion single-use plastic water bottles were avoided by customers using Pentair water filtration systems. This is only the beginning. Join us in our journey to improve the world's water, eliminate waste and do our part to help people and planet thrive.

Visit [pentair.com/water-softening-filtration.html](https://www.pentair.com/water-softening-filtration.html) to learn more.

BRAND VISUAL IDENTITY STYLE ELEMENTS

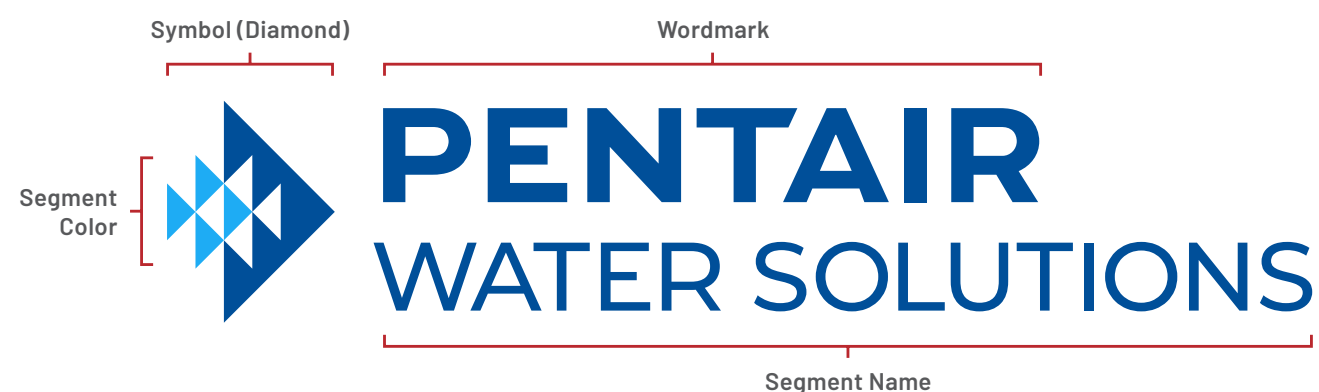
Logo Usage

The Pentair Water Solutions logo is used across a variety of applications. To ensure impact, the 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 graphic elements such as headlines, text, or imagery.

Important: Don't create any logos yourself. Please contact your Pentair representative for logo artworks or other assistance.

WRITTEN APPLICATION

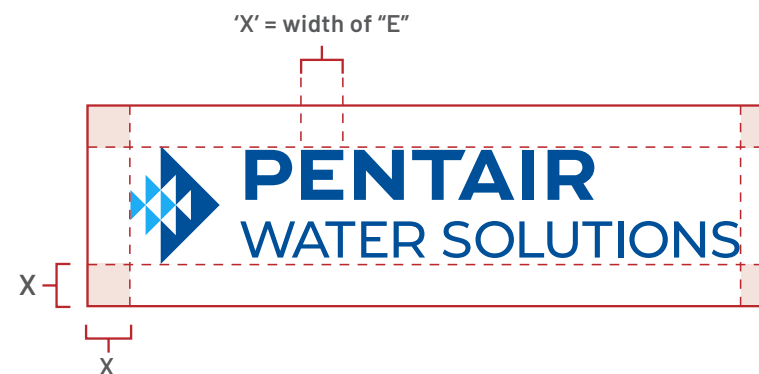
When mentioning the brand in a document, please use “*Pentair Water Solutions*”. If you are mentioning a product brand that is part of the Pentair Water Solutions family, please reference it like this: “*Our company represents (brand name here) from Pentair Water Solutions*”. Then in subsequent mentions about the product brand, just use the product brand name. Example “Our company represents Fleck valves from Pentair Water Solutions. The Fleck 5800 valve is ideal for residential softening applications”.



Secondary Treatment Horizontal



Logo Usage: Clear Space



LOGO TREATMENTS FOR WEBSITES AND TRADESHOWS

Product Line Logo Usage

In most cases, the Pentair Water Solutions Logo should be used as standalone logo with product line names addressed in collateral headlines and copy. There is a select, approved list of active product lines that are used in conjunction with, and secondarily to the Pentair Water Solutions brand name as a product line for specific cases, such as on a company website and when used in tradeshow materials.

For these special cases, the following logos are available.

Important: Don't create any logos yourself. Please contact your Pentair representative for logo artwork or other assistance.

Visual example of a logo lock-up:
Pentair logo + product line



EVERPURE LOGO

Logo Usage

The Everpure endorsed brand logo (Everpure from Pentair Water Solutions) is used across a variety of applications. Generally the logo should be used with the endorsement element, with the exception of on the product itself (then only the Everpure logo is used).

To ensure impact, the 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 graphic elements such as headlines, text, or imagery.



Logo Usage: Clear Space







BRAND VISUAL IDENTITY STYLE ELEMENTS

Color Variations

COLOR REFERENCES

The Pentair Water Solutions stylized logo color is Pentair Blue and Pentair Water Solutions Blue.

Our full color logo is the preferred version and should be used whenever possible. It can also be used in reverse (white) or all black.

	<p>PENTAIR BLUE</p> <p>Printing (Coated Stock) PANTONE: 7686 C CMYK: 100.73.0.10</p> <p>Printing (Uncoated Stock) Digital PANTONE: 2945 U RGB: 12.52.113 CMYK: 100.50.1.15 HEX: 0C3471</p>		<p>BLACK</p> <p>Printing (Coated Stock) CMYK: 0.0.0.100</p> <p>Printing (Uncoated Stock) CMYK: 0.0.0.100</p> <p>Digital RGB: 0.0.0 HEX: 000000</p>
	<p>PENTAIR WATER SOLUTIONS BLUE</p> <p>Printing CMYK: 67.18.0.0</p> <p>Digital RGB: 30.172.244 HEX: 01EACF4</p>		

Preferred sizes for logo

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

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

The minimum size for the Pentair Water Solutions logo is **1.35" / 31.75mm**.

Unacceptable Logo Usage



DO NOT modify the logo colors



DO NOT alter the symbol

The examples above demonstrate some common mistakes when applying the Pentair Water Solutions logo.

- **NEVER** modify the Pentair Water Solutions logo in any way and only use approved electronic artwork
- **DO NOT** grant permission for other companies to use the Pentair Water Solutions logo without authorization
- **NEVER** rotate or change the size or colour of the symbol
- Apply **ONLY ONE** Pentair Water Solutions logo per visual surface
- **DO NOT** link any text to the Pentair Water Solutions logo
- **DO NOT** shadow, bevel, stretch, or otherwise alter the Pentair Water Solutions logo
- **DO NOT** recreate the Pentair Water Solutions logo or re-typeset the logotype
- **DO NOT** use the Pentair Water Solutions logo as part of, or with, another logo
- **DO NOT** use a TM or [®] with the Pentair Water Solutions logo
- **DO NOT** place the Pentair Water Solutions logo within body text
- **DO NOT** enclose the Pentair Water Solutions logo in a shape

TRADEMARK GUIDELINES

HOW TO USE PENTAIR TRADEMARKS

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

DO:

- Indicate the following footnote statement in your printed materials and website, referring to the ownership of trademarks by Pentair.
“All indicated Pentair trademarks and logos are property of Pentair.”
- Ensure that your affiliates, agents, and employees follow all Pentair brand guidelines.

DON'T:

- Do not add or place an ® or TM symbol on any brand logo lockup that Pentair may provide you. Please get any needed brand logo lockups from your Pentair representative.
- Never register a domain name with the word Pentair, Pentair Water Solutions, or any other Pentair sub-brand or trademark.
- Non-authorized use of Pentair Water Solutions endorsed logos and trademarks in any customer printed or digital material could constitute is an infringement of Pentair intellectual property rights.
- Do not change or alter in any way the product brand names, any reference to Pentair or any other names on any product labeling, packaging or other materials.



Example:



Important: Reference Pentair trademarks in your materials with a footnote statement. “All indicated Pentair trademarks and logos are property of Pentair”.

CHANNEL PARTNER GUIDELINES

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

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

Consistent use will help bring strength to both businesses.



HOW TO USE THE PENTAIR WATER SOLUTIONS BRAND LOGO:

APPLICATION	CORRECT LOGO TO USE
Business cards <i>(produced by partner)</i>	<ul style="list-style-type: none"> Pentair Water Solutions logo, at least 50% or smaller and secondary
Catalogs & Brochures <i>(produced by partner)</i>	<ul style="list-style-type: none"> Pentair Water Solutions logo, 50% or smaller and secondary in lower left or right corner Please include a footnote in your materials "All Pentair brands are trademarks of Pentair"
Advertisements & Showroom signage <i>(produced by partner)</i>	<ul style="list-style-type: none"> Pentair Water Solutions logo, at least 50% or smaller and secondary in lower left or right corner
Website <i>(produced by partner)</i>	<ul style="list-style-type: none"> Pentair Water Solutions logo, secondary to partner's Please include the following statement in your website: - All Pentair brands are trademarks of Pentair IF you need to call out a specific product line from Pentair Water Solutions, please use the Pentair Water Solutions + subbrand stylized logo. See page 6
Trade fair booth or event <i>(operated by partner)</i>	<ul style="list-style-type: none"> If Pentair Water Solutions is the only brand represented: the Pentair Water Solutions logo, at 50% or smaller and secondary to partner's If Pentair Water Solutions is part of a multi-brand representation: the Pentair Water Solutions logo can be used on its own as part of the list If you need to call out a specific product line from Pentair Water Solutions, please contact your Pentair representative for assistance and for the correct logo application
Showroom signage <i>(produced by Pentair)</i>	<ul style="list-style-type: none"> Pentair Water Solutions logo
Co-branded brochures & advertisements <i>(produced by Pentair)</i>	<ul style="list-style-type: none"> Partner's company logo, together with the Pentair Water Solutions logo

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

USING PENTAIR WATER SOLUTIONS ON YOUR COMPANY'S WEBSITE

We encourage you to display the Pentair Water Solutions logo on your website. Plus, by adding links to our website, you can help both of us to improve our SEO rankings.

DO:

- Use the full color version of the Pentair Water Solutions logo.
- Only use official logos, trademarks and product images in relation to our products that have been provided to you, or contact your representative for the correct assets needed.
- Create links to pentair.com/watersolutions. Use hyperlinks that open a new browser window or tab. For support materials like user manuals and videos, using links directing to our website will ensure access to the most recent materials. And, by adding links, it helps improve SEO rankings for both our businesses.
- Design your website to have your own company's look and feel. It should not look like Pentair Water Solutions or Pentair websites.

DON'T

- Use old logos, logos you find in search or logos that you have created yourself. Contact your Pentair Water Solutions representative for the correct logo assets.
- Use the word "Pentair", or any other one of the Pentair brands or trademarks in your company's web domain URL. Any misuse of Pentair Water Solutions logos and trademarks in a customer web domain is an infringement of Pentair intellectual property.



Correct:



Wrong:



Important: Highlight Pentair Water Solutions or Pentair Water Solutions + product sub brand logo (eg Fleck) on your company's website.

CUSTOMER LEADING LOGO USE

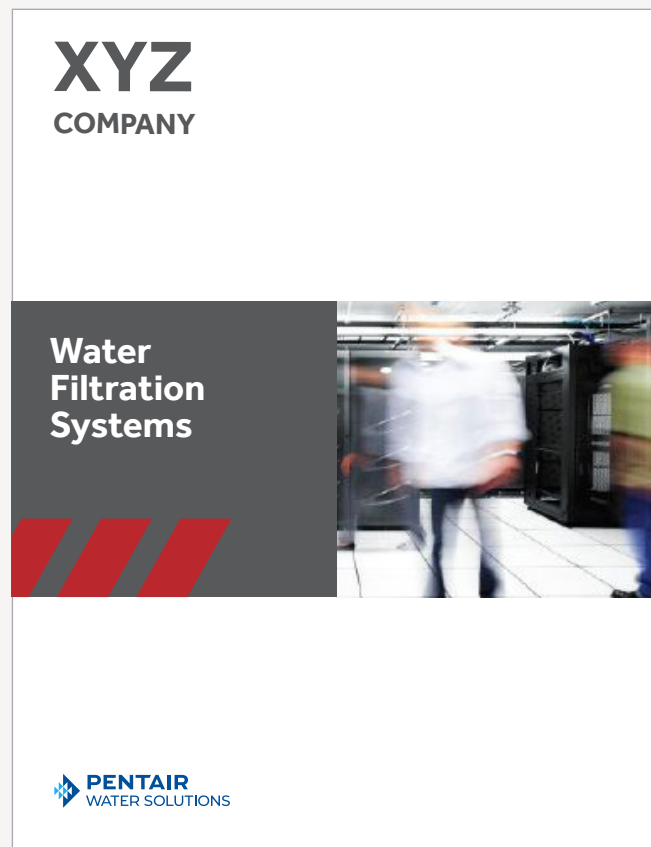
CUSTOMIZING YOUR OWN MATERIALS

When you want to include our brands on your own brochures, trade show booths or other materials, please follow a general rule to use our logo at 50% the size of your company's logo. Please share with your Pentair representative for approval.

Examples of printed material:

Brochure

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

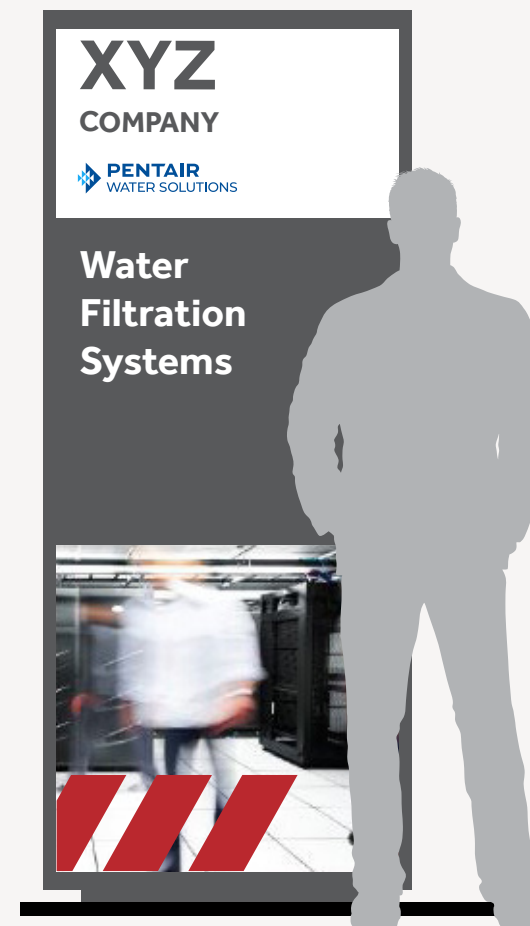


Pentair Water Solutions logo is the secondary logo on the page, at 50% the size of your company logo or smaller.

Promotional material*



Poster



Banner



* See additional examples on following pages.

CUSTOMER LEADING LOGO USE

CUSTOMIZING YOUR OWN MATERIALS

When you want to include our brands on your own brochures, trade show booths or other materials, please follow a general rule to use our logo at 50% the size of your company's logo. Please share with your Pentair representative for approval.

Examples of using the Pentair Water Solutions logo on other materials:

Distributor / dealer trade show booth



Trade show booth Example



Note: Get in touch with your local Pentair representative should you have any questions.

PENTAIR WATER SOLUTIONS MERCHANDISE & APPAREL

CUSTOMIZING YOUR OWN MATERIALS

PARTNER PRODUCED ITEMS

- Partner generally should use their logo as primary brand
- Use the Pentair Water Solutions logo secondarily to their company logo

Exception:

- Distributor, who makes Pentair items for their customers

Colors: Full color logo preferred. Reversed out (white) or tone-on-tone also acceptable.

SCREENPRINTING

Use Pentair Water Solutions logo on all heat press & screen-printed items.

Note: Text should be .1875" high or larger for best legibility.

Screenprinting examples:



Screenprinting examples: + Apparel brand



Screenprinting examples: Small items



PENTAIR WATER SOLUTIONS MERCHANDISE & APPAREL

CUSTOMIZING YOUR OWN MATERIALS

PARTNER PRODUCED ITEMS

EMBROIDERED

It is recommended when embroidering items that letters be no smaller than 5mm high (0.1875 inches) for best legibility.



Embroidery examples:
Endorsed brand



Cap with Use Pentair Water Solutions logo on front and XYZ Company on back

Embroidery examples:
Dealer / Partner



Partner beanie with Pentair Water Solutions logo XYZ Company on back of cap cuff

Embroidery examples:



Embroidered item with Use Pentair Water Solutions logo on chest

CO-BRANDING & THIRD PARTY BRANDING USE CASE ON PENTAIR MATERIALS

USING YOUR LOGO ON PENTAIR MATERIALS

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

Note: Please contact your Pentair representative for correct templates. Don't try to create any templates yourself.

Important: Contact Pentair if you'd like your company's logo on any Pentair materials

Note: Only use templates created and supplied by Pentair

Example brochure front cover

Pentair Water Solutions logo **1** and your logo **2** share the primary position and have equal visual weight



Example brochure back cover



Pentair Water Solutions logo **1** and your logo **2** share the primary position and have equal visual weight

USE OF PRODUCT PHOTOGRAPHY AND VIDEO

PRODUCT PHOTOS & VIDEOS

We encourage our partners to use our product photos and product videos. Please contact your representative for the most current assets.

LIFESTYLE IMAGERY

Pentair Water Solutions has a limited selection of owned imagery that can be provided.

We are unable to provide imagery sourced from stock companies due to licensing restrictions.

Please contact your representative with your needs.

DO: Contact your representative for any product photo needs for your marketing materials or website. Don't photograph yourself.

DO: refer to the products with the correct brand and name.

DO: Use hyperlinks to our websites, rather than posting support materials (user manuals, brochures, videos etc) on your own website.

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

DON'T: Place the Everpure product next to competitor product.

DON'T: Share artwork files with others.

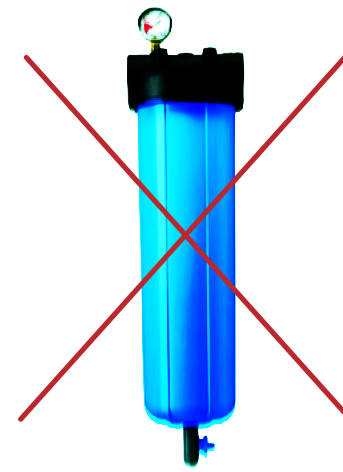
If products are used in promotional or instructional videos the same rules must be respected.



Product information must be accurate to the product shown. Product information is available on pentair.com/en-us/water-softening-filtration or contact your Pentair representative.



DON'T: Place Pentair product next to competitor product



DON'T: Alter the colors



DON'T: Print low resolution photography



DON'T: Add a stylized filter or image effect



DON'T: Warp or skew the image



DON'T: Apply excessive drop shadows



DON'T: Alter the image background



DON'T: Rotate the product at an unnatural angle

SOCIAL MEDIA

Social media is an effective tool to grow brand awareness about your own business as well as the Pentair Water Solutions brands and solutions.

There are three main routes for receiving or creating content for your own social media channels:

- **Share posts** from Pentair’s own social media pages
- **Receive ready-to-go postings** from your Pentair marketing representative
- **Create your own post** that includes and/or mentions a Pentair solution

Please see the following examples for more details. If you have any questions or need more help, don’t hesitate to reach out to your Pentair representative.

Please note: Pentair is a publicly traded company and is subject to securities and disclosure laws, as well as regulations on how, what and when information about Pentair and any of our companies or brands may be communicated to the public. Therefore we ask the following:

DO: share our official posts, but do not use the photos or videos and claim it as your own business content

DO: respect launch dates of new products; do not share info prematurely

DON'T: make comparative claims (eg “smarter/faster/higher performing”) about Pentair products vs competitors’ in social media postings. There are regulations for companies like Pentair against making competitive claims without the proper substantiation.

DON'T: use the word Pentair or any Pentair product brand name in your social media handle

Correct: [@john-doe-water-solution-products](#)

Not correct: [@john-doe-pentair-water-solutions-products](#)



SOCIAL MEDIA

SHARING POSTS FROM PENTAIR SOCIAL MEDIA PAGES

Follow and share Pentair posts on your own social media channel

We encourage you to visit and follow Pentair social media channels on Facebook, Instagram and LinkedIn.

You can share our official posts, but please do not use the photos or video and claim it as your own business content.

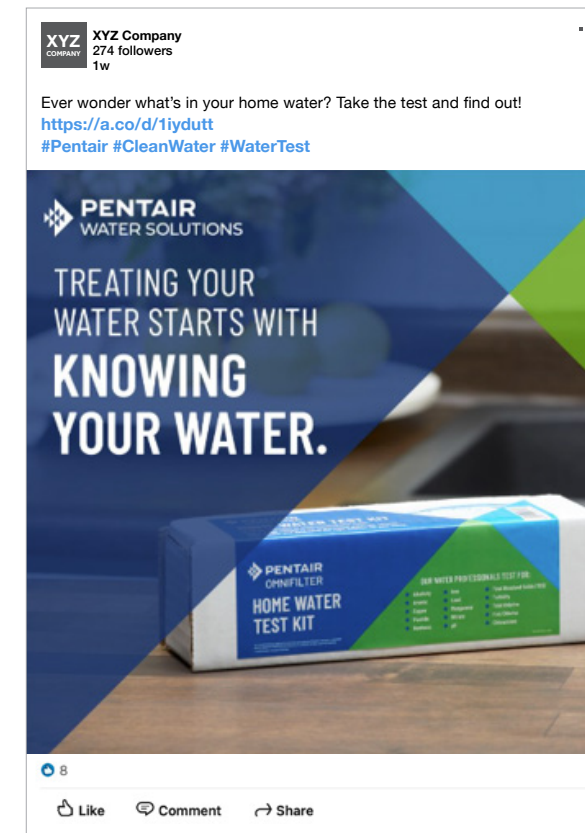
Pentair Facebook Page example



Follow & Like

Share to your company's own page

Instagram example



Instagram example



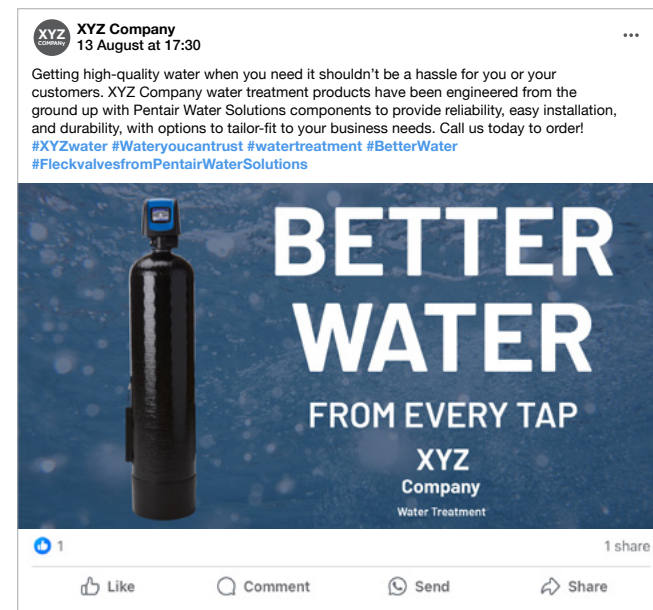
SOCIAL MEDIA

CREATING YOUR OWN POSTS

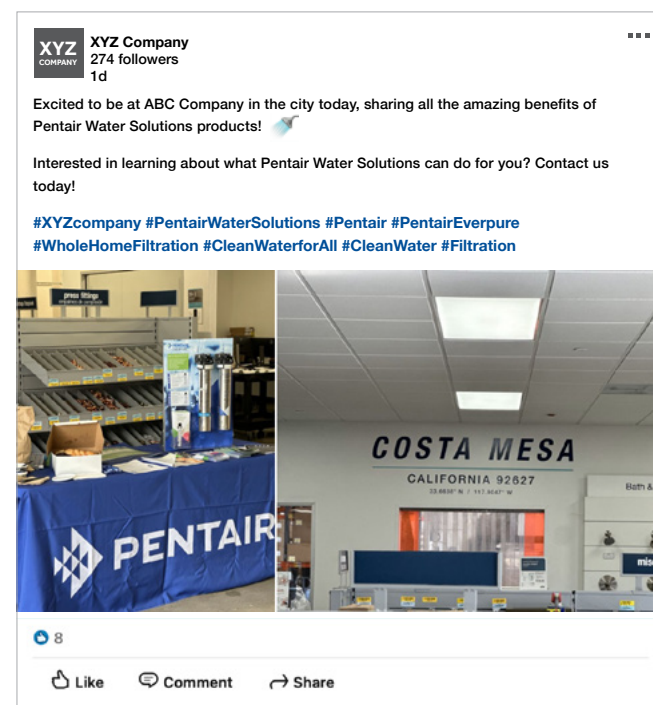
If you have a great story about one of our products or solutions that you have used in your business, please feel free to share it by mentioning Pentair in your post. Be sure to:

- Align the design of your post’s visual to your own company’s look and feel. You can add the Pentair logo but don’t add other Pentair brand elements (eg triangles, colors) in a post that you create.
- Use the full, correct Pentair brand reference in the first mention, eg «Pentair Water Solutions or Fleck from Pentair Water Solutions» After that, you can refer to the brand on its own (eg «Everpure».)
- Tag us, so that we are alerted to your success story (and so that we can share it too!) Use hashtags on platforms that utilize them. Eg #FleckfromPentairWaterSolutions, #Pentair, #water you can trust.

Facebook example



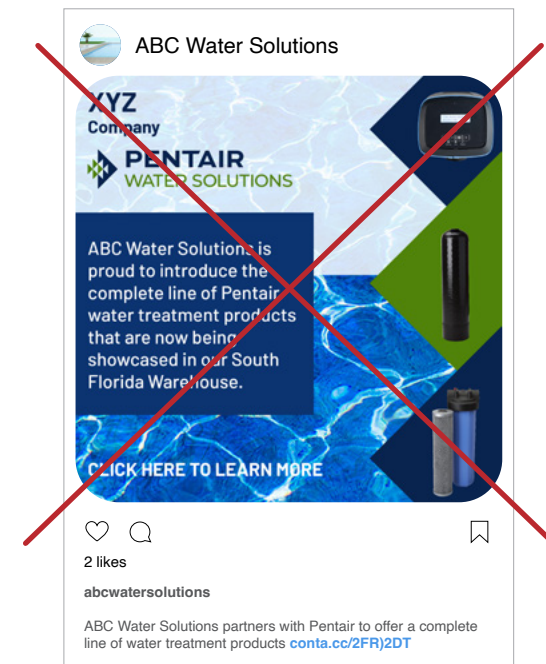
LinkedIn example



LinkedIn example



Incorrect example



When you create your own posts, don't use Pentair colors or graphic elements, or try to replicate the Pentair brand identity.



All indicated Pentair trademarks and logos are property of Pentair. Third party registered and unregistered trademarks and logos are the property of their respective owners.