PENTAIR

BRAND & VISUAL GUIDELINES FOR PENTAIR CHANNEL PARTNERS

V 1.3 2023

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

That's why it's very important to ensure that **every interaction with our brand should be 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 the Pentair brand. So that you know how to use and refer to the Pentair brand in your own literature, websites and other communication materials, we've created these **Pentair Channel Partner Brand Guidelines.**

These guidelines are designed to ensure the success of the Pentair brand while also maintaining the integrity of your company's own brand and business.

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

Thank you for your support. **By using our brand correctly and giving it more visibility, you will help us both to grow.**

Insist on Pentair.

To view an online version of these guidelines, go to **Pentair.com/partnerbrandguidelines**

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Pentair.com/partnerbrandguidelines

ABOUT US

ABOUT PENTAIR

At Pentair, we are driven to create a better world through smart, sustainable water solutions. 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 driving innovation that helps our planet and people thrive.

Pentair had revenue in 2021 of approximately $3.8 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. To learn more, visit **Pentair.com**.

OUR PURPOSE: To create a better world for people and the planet through smart, sustainable water solutions.

OUR MISSION: We help the world sustainably move, improve and enjoy water, life's most essential resource.

OUR VISION: To be the world's most valued sustainable water solutions company for our employees, customers and shareholders.

Pentair works with partners like you to provide solutions where they matter:

RESIDENTIAL: Energy efficient water treatment, filtration products, pumps & water systems for homes, pools, boats and RVs

COMMERCIAL: Water treatment and movement solutions with comprehensive support for high performing operations

AGRICULTURE: Precision spray crop protection and solutions to efficiently direct, move and treat water

INDUSTRIAL: Water, fluid and air management solutions to increase productivity & efficiency

MUNICIPAL & INFRASTRUCTURE: Transporting, treating and resuling water for community health and vitality

BRAND
ELEMENTS

PENTAIR MASTER BRAND LOGO USAGE

PROPER USE OF THE PENTAIR BRAND & PENTAIR LOGO

Pentair follows a master brand strategy, using the Pentair brand as the premiere brand for the entire Pentair portfolio, in order to build an easily recognizable, strong and memorable brand.

Pentair has a number of strong product brands like Everpure, Berkeley, Myers, Jung Pumpen and others that used to have their own specific logos.

Now, any reference to these product brands should include Pentair. You should use logo lockups that include Pentair plus the product brand, as shown here.

For a list of current approved product brands and to download their logos, please go to **Pentair.com/partnerbrandguidelines**

DON'T create any logos yourself. For a list of current approved product brands and to download any logo, please go to Pentair.com/partnerbrandguidelines in the Brand Elements section. If you cannot find the product brand logo you need or for other questions, please contact your Pentair representative.

WRITTEN APPLICATIONS

WRITTEN EXAMPLE WHEN MENTIONING PENTAIR

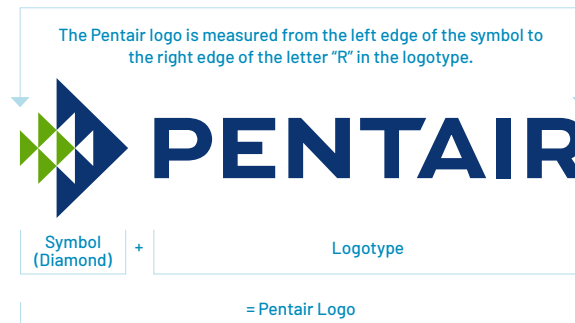"We offer only the best quality pool and spa products from leading brands such as Pentair"

WRITTEN EXAMPLE WHEN MENTIONING PENTAIR & A PRODUCT BRAND

"Pentair Everpure is one of the most recognized brands amongst foodservice operators and facilities managers"

VISUAL USE OF LOGOS

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

PRIMARY LOGO – FULL COLOR

The Pentair logo is measured from the left edge of the symbol to the right edge of the letter "R" in the logotype.

| Symbol (Diamond) | + | Logotype |

= Pentair Logo

SECONDARY LOGOS – ONE COLOR (Limited Use)

VISUAL EXAMPLE OF A LOGO LOCK-UP: PENTAIR LOGO + PRODUCT BRAND

PENTAIR EVERPURE   PENTAIR MYERS

DOWNLOAD PENTAIR LOGOS

! **DO** use the current and correct Pentair logo, or Pentair+product brand logo.

DON'T create any logos yourself or use a product brand logo on its own.

Please download current logos from the link shown here or contact your Pentair representative.

IMPROPER USE OF LOGO

UNACCEPTABLE USAGE

Common mistakes to avoid when using the Pentair Logo.

DON'T: Modify the Pentair Logo in any way and only use approved electronic artwork

DON'T: Apply more than one Pentair Logo per visual surface

DON'T: Link any text to the Pentair Logo

DON'T: Shadow, bevel, stretch, or otherwise alter the Pentair Logo

DON'T: Recreate the Pentair Logo or re-typeset the logotype

DON'T: Grant permission for other companies to use the Pentair Logo without authorization

DON'T: Use the Pentair Logo as part of, or with, another logo

DON'T: Use a ™ or ® with the Pentair Logo

DON'T: Place the Pentair Logo within body text

DON'T: Enclose the Pentair Logo in a shape

LOGO: SEPARATE THE ELEMENTS?

The elements should never be separated. The logotype never appears without the symbol and the symbol never appears without the logotype.

Do not remove the logotype

Do not remove the symbol

Do not place the logo within body copy/text

Never place the logo within body text

Do not place the logo on complex patterns or backgrounds

Do not position Product Lines or Product Names as part of the logo*

Don't use old brands

PREFERRED SIZES FOR LOGO

Whenever possible on printed materials, the Pentair 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 Logo is 1.35" / 31.75mm

COLORS

Please use the proper colored logos for both digital and print use.

PRIMARY COLORS

PENTAIR BLUE	Printing (Coated Stock) PANTONE® 7686 C CMYK: 100.73.0.10	Printing (Uncoated Stock) PANTONE® 2945 U CMYK: 100.50.1.15	Digital RGB: 12.52.113 HEX: 0c3471
PENTAIR GREEN	Printing (Coated Stock) PANTONE® 369 C CMYK: 68.0.100.0	Printing (Uncoated Stock) PANTONE® 369 U CMYK: 55.0.95.3	Digital RGB: 100.167.11 HEX: 64a70b

LOGO IN PRINT COLOURS

LOGO IN DIGITAL COLOURS

DOWNLOAD PENTAIR LOGOS

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 Pentair brands are trademarks 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 or one of the Pentair sub-brands or trademark.

• Non-authorized use of Pentair logos and trademarks in any customer printed or digital material could constitute is an infringement of Pentair intellectual property rights.

• Do not change, alter, amend, or add to any Pentair product label or packaging.

• 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.

Examples:

If you are unclear about the status of a Pentair trademark registration in your country, or for any other questions, please contact your Pentair representative for help and approval.

! **DO:** Reference Pentair trademarks in your materials with a footnote statement.

CUSTOMIZATION OF MATERIALS

CHANNEL PARTNER GUIDELINES

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

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

Consistent use will help bring strength to both brands.

When using the Pentair logo on your materials along with your own company logo, the Pentair logo should be 50% the size of your logo the minimum size for the Pentair Logo is 1.35" / 31.75mm.

THE FOLLOWING CHART SHOWS WHERE AND HOW TO USE THE PENTAIR LOGO:

APPLICATION	CORRECT LOGO TO USE
Business cards *(produced by partner)*	• Pentair logo, at least 50% or smaller and secondary
Catalogs & Brochures *(produced by partner)*	• Pentair 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 *(produced by partner)*	• Pentair logo, at least 50% or smaller and secondary in lower left or right corner
Website *(produced by partner)*	• Pentair logo, secondary to partner's • Please include the following statement in your website: – All Pentair brands are trademarks of Pentair

Trade fair booth or event
(operated by partner)
	• If Pentair is the only brand represented:
	  the Pentair logo, 50% or smaller and secondary to partner's
	• If Pentair is part of a multi-brand representation:
	  the Pentair logo can be used on its own as part of the list

Company vehicle wraps *(partner vehicle)*	• Pentair logo, secondary to partner's • Require Pentair approval. Please contact your Pentair representative
Showroom signage *(produced by Pentair)*	• Pentair logo
Co-branded brochures & advertisements *(produced by Pentair)*	• Partner's company logo, together with the Pentair logo

! **DO:** Use the Pentair logo at 50% of your logo or smaller, when using the Pentair logo on your materials along with your own company logo.

USING PENTAIR ON YOUR COMPANY'S WEBSITE

We encourage you to display the Pentair logo and mention Pentair products on your website.

And, by adding links to Pentair, you can help both of us to improve our SEO rankings.

DO:

Use the Pentair full color logo when mentioning Pentair as a brand you carry. If you would like to mention specific Pentair product brands (i.e. Everpure, Pentek, Jung Pumpen, etc) then always use a logo lockup of Pentair+product brand provided by Pentair.

Please contact your Pentair representative for the correct logo(s) needed.

• Only use official Pentair logos, trademarks and product images in relation to Pentair products that have been provided to you from Pentair.

• Create links to **Pentair.com** (or other websites owned by Pentair). Use hyperlinks that open a new browser window or tab. For support materials like user manuals and videos, using links directing to the Pentair 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 the Pentair website.

DON'T

• Use old Pentair logos or product brand logos by themselves.

• Use the word "Pentair", or one of the Pentair sub-brands or trademarks, in your company's web domain URL. Any misuse of Pentair logos and trademarks in a customer web domain is an infringement of Pentair intellectual property.

CORRECT:

PENTAIR   PENTAIR
MYERS

PENTAIR
BERKELEY

WRONG:

MYERS®
PENTAIR

BERKELEY
Pentair Water

! **DO:** Highlight Pentair and use the Pentair logo on your company's website.

CUSTOMER LEADING LOGO USE
CUSTOMIZING THIRD PARTY MATERIALS

EXAMPLES OF PRINTED MATERIAL:

BROCHURE

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

XYZ COMPANY

Water Systems for Food Service
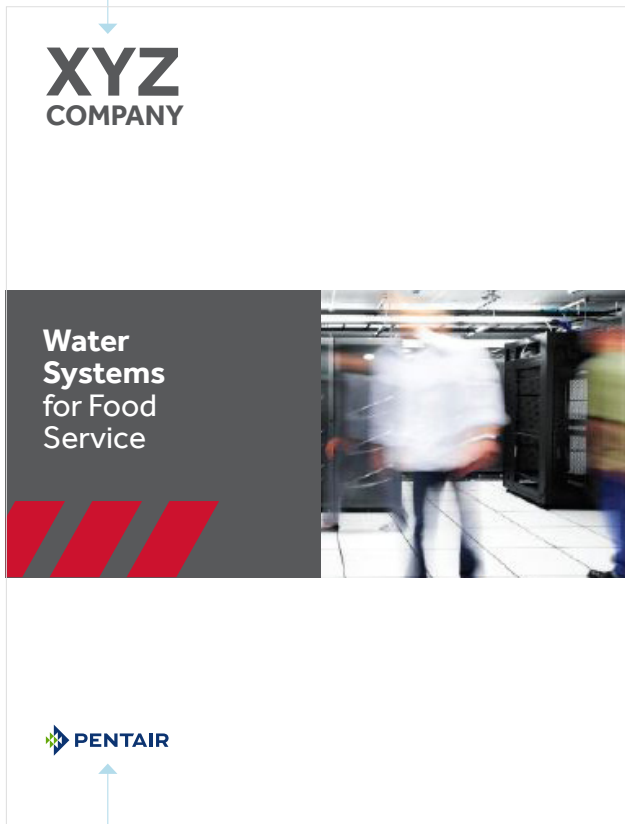
PENTAIR

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

PROMOTIONAL MATERIAL

POSTER

XYZ COMPANY

PENTAIR

Water Systems for Food Service

BANNER

XYZ COMPANY
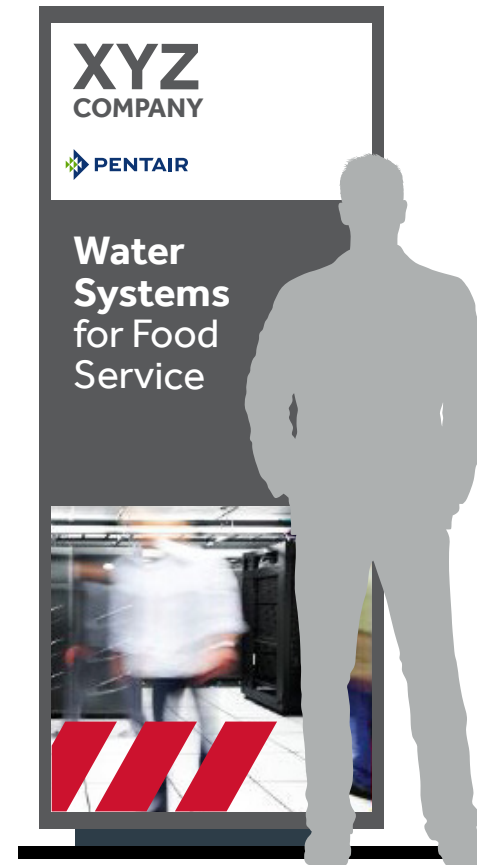
PENTAIR

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

CUSTOMER LEADING LOGO USE
CUSTOMIZING THIRD PARTY MATERIALS

All materials require Pentair approval. Please contact your Pentair representative.

EXAMPLES OF USING THE PENTAIR LOGO ON OTHER MATERIALS:

DISTRIBUTOR / DEALER TRADE SHOW BOOTH

VEHICLE WRAP

TRADE SHOW BOOTH EXAMPLE

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

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

COBRANDING & 3-PARTY USE CASE
USING YOUR LOGO ON PENTAIR MATERIALS

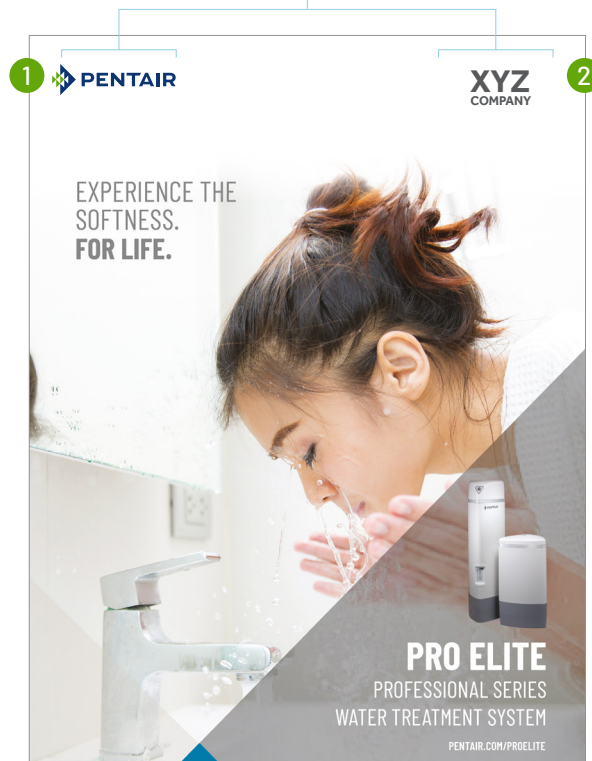Upon agreement with your Pentair representative, it is possible to add your company logo to Pentair-designed materials, like brochures.

DON'T: Create any templates yourself. Please contact your Pentair respresentative for the correct templates.

EXAMPLE - BROCHURE FRONT COVER

Pentair Logo ① and your logo ② share the primary position and have equal visual weight

EXPERIENCE THE SOFTNESS. **FOR LIFE.**

PRO ELITE
PROFESSIONAL SERIES
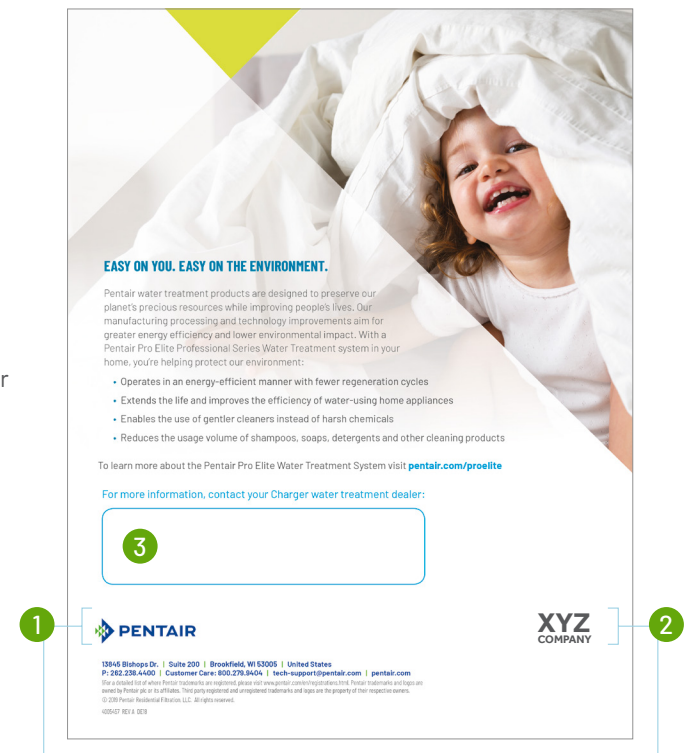WATER TREATMENT SYSTEM

PENTAIR.COM/PROELITE

It is also possible to add a third partner address on Pentair literature or materials, for example if you are a distributor and you'd like to provide Pentair literature to your own customers that they can customize. The Pentair and primary channel partner logos are used, along with a dedicated white space for your own partners to use a stamp or sticker with their contact information.

Please discuss such cases and get agreement with your Pentair sales or marketing representative.

EXAMPLE - BROCHURE BACK COVER

A dedicated white space available for the partners to use a stamp or sticker ③

EASY ON YOU. EASY ON THE ENVIRONMENT.

Pentair water treatment products are designed to preserve our planet's precious resources while improving people's lives. Our manufacturing processing and technology improvements aim for greater energy efficiency and lower environmental impact. With a Pentair Pro Elite Professional Series Water Treatment system in your home, you're helping protect our environment:

• Operates in an energy-efficient manner with fewer regeneration cycles
• Extends the life and improves the efficiency of water-using home appliances
• Enables the use of gentler cleaners instead of harsh chemicals
• Reduces the usage volume of shampoos, soaps, detergents and other cleaning products

To learn more about the Pentair Pro Elite Water Treatment System visit **pentair.com/proelite**

For more information, contact your Charger water treatment dealer:

③

13845 Bishops Dr. | Suite 200 | Brookfield, WI 53005 | United States
P: 262.238.4400 | Customer Care: 800.279.9404 | tech-support@pentair.com | pentair.com

For a detailed list of where Pentair trademarks are registered, please visit www.pentair.com/en/registrations.html. Pentair trademarks and logos are owned by Pentair plc or its affiliates. Third party registered and unregistered trademarks and logos are the property of their respective owners. © 2019 Pentair Residential Filtration, LLC. All rights reserved.

4005457 REV A. DE19

Pentair Logo ① and your logo ② share the primary position and have equal visual weight

! **DO:** Contact Pentair if you'd like your company's logo on any Pentair materials
DO: Only use templates created and supplied by Pentair

PHOTOGRAPHY
AND VIDEO

USE OF PHOTOGRAPHY AND VIDEO

Pentair partners are free to use Pentair videos, photos and collateral as long as they are used according to our guidelines.

DO: Contact Pentair for any product photo needs. When using images of Pentair products in your marketing materials or website, use only images provided by Pentair.

DO: refer to the products with Pentair + product brands and product names i.e e.g Pentair Myers Apex, Pentair Everpure, etc.

DO: Use hyperlinks to the Pentair website 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 Pentair 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 **www.Pentair.com** or contact your Pentair representative.

DON'T: Place Pentair product next to competitor product
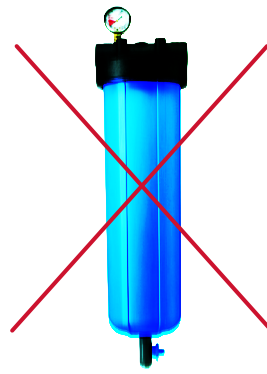
DON'T: Alter the colors

DON'T: Print low resolution photography

DON'T: Add a stylizedfilter 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

FOLLOW PENTAIR AND SHARE PENTAIR CONTENT

We encourage you to share content created by Pentair from our official channels including Facebook, Instagram, LinkedIn & Twitter. An up-to-date listing of the official Pentair sites can be found in the footer of Pentair.com.

By multiplying the channels where Pentair solutions are visible, we all benefit!

SHARE YOUR OWN PENTAIR STORIES

If you have a great story about a Pentair solution, please feel free to share it.

• Always use Pentair AND the subbrand or product line name together in the first mention, e.g., Pentair Everpure, Pentair Hypro, Pentair Sta-Rite. On platforms that embrace large numbers of hashtags, please consider using the brand name as a hashtag as well. (#pentairmyers)

• Tag Pentair (@Pentair) so that we are alerted to your success story (so that we can share it too!), and use hashtags (#pentair) on platforms that utilize them.

• Link to pages on Pentair.com when possible or appropriate while referencing Pentair

Because 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 may be communicated to the public we ask the following:

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

• **DON'T** take our logo or our branding and add them to your own photos

• **DON'T** use the word Pentair or any Pentair product brand in your social media handle (the name of your social media account)
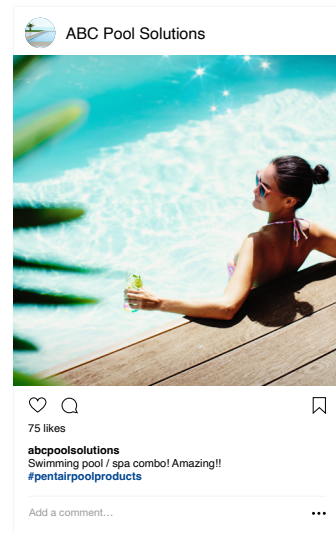
ACCEPTABLE   @john_doe_pool_products
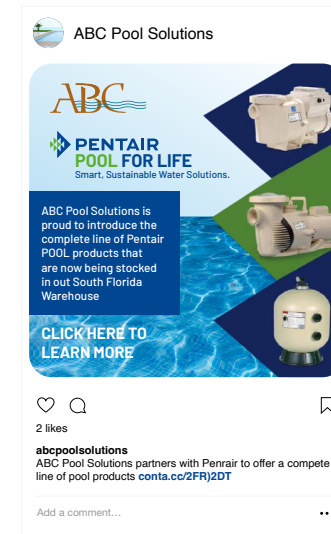
NOT ACCEPTABLE   @john_doe_pentair_pool_products

• Please remember to respect launch dates of new Pentair products and initiatives and not share information prematurely

• Stay away from saying Pentair products are smarter/faster/higher-performing compared to competitors in social media postings. There are regulations for companies like Pentair against making competitive claims without the proper substantiation

GOOD EXAMPLES:

ABC Pool Solutions

75 likes
abcpoolsolutions
Swimming pool / spa combo! Amazing!!
#pentairpoolproducts

Add a comment…

123 Filtered Water

53 likes
Pentair Everpure offers professional water filtration for your home. With exclusive filtration technology, high-flow performance, and the durability of stainless steel, Pentair Everpure delivers clean, clear water that tastes great and protects your home and appliances.
#pentair #everpure #water #waterfilter #filtration #cleanwater #drink #drinkingwater #pure #home #house

Add a comment…

EXAMPLE OF WHAT NOT TO DO:

ABC Pool Solutions

ABC

PENTAIR
POOL FOR LIFE
Smart, Sustainable Water Solutions.

ABC Pool Solutions is proud to introduce the complete line of Pentair POOL products that are now being stocked in out South Florida Warehouse

CLICK HERE TO LEARN MORE

2 likes
abcpoolsolutions
ABC Pool Solutions partners with Penrair to offer a compete line of pool products conta.cc/2FR)2DT

Add a comment…

DO: Follow and share Pentair in your own social media

PENTAIR