



GROWING | MOVING
TOGETHER | TOGETHER

ZOELLER
PUMP
COMPANY

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 The 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 50 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 apply 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

SALES AND MARKETING DIRECTOR

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

Mark Huntebrinker | markh@zoeller.com

KENDALLVILLE, IN AND ABERNATHY, TX

SALES AND MARKETING DIRECTOR

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

Justin Ramsey | jramsey@flintandwalling.com

CANADA

MARKETING AND BUSINESS DEVELOPMENT MANAGER

(TULSAR CANADA, ZOELLER CANADA)

Sherif Youssef | syoussef@tulsar.com

INTERNATIONAL

CORPORATE INTERNATIONAL SALES AND MARKETING MANAGER

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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'll 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



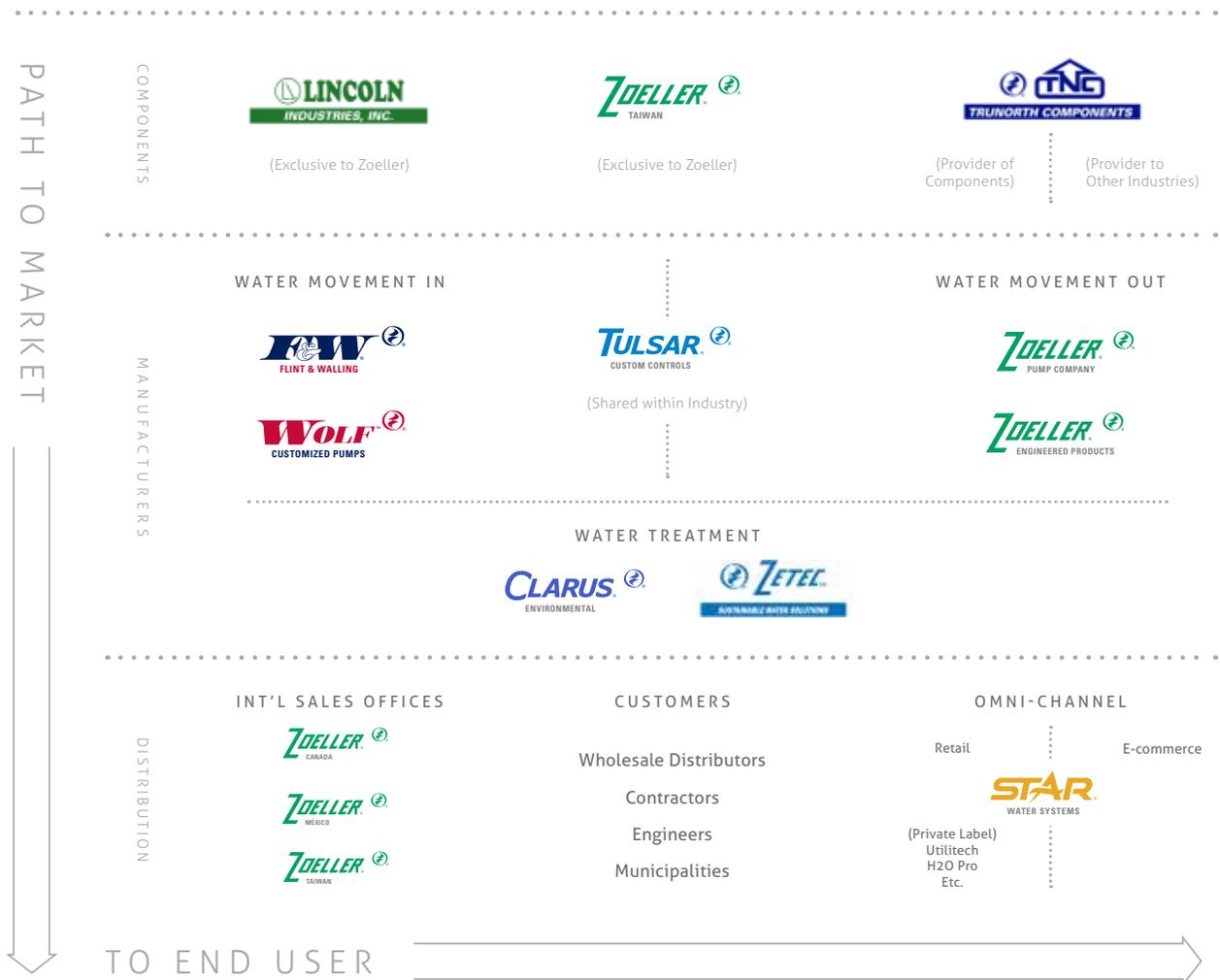
DEFINING OUR BRAND





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.





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.

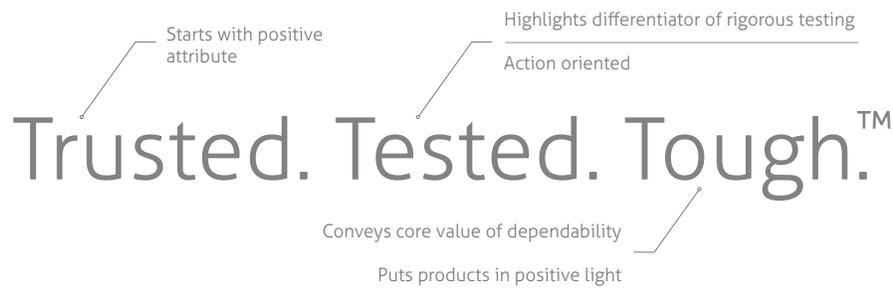
INSPIRE

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 "TM." 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® 347 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.

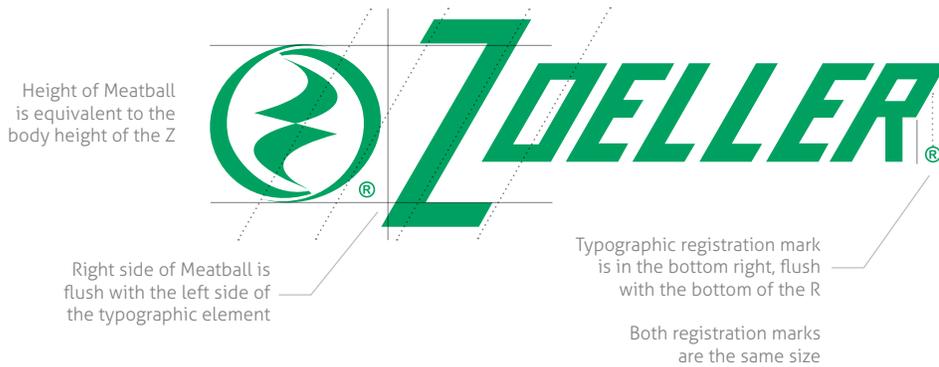
[NOTE: Depending on the production process, CMYK, RGB and HTML versions of Pantone® 347 may be used]





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® 347 and the tagline in 60% black. The tagline may also be shown in Pantone® 347 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.



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.



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.



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

The 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.



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.

Arial Narrow Bold (Headlines and captions only)

Verdana (Body copy)

AbCd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

AbCd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



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® 347 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® 347.



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.

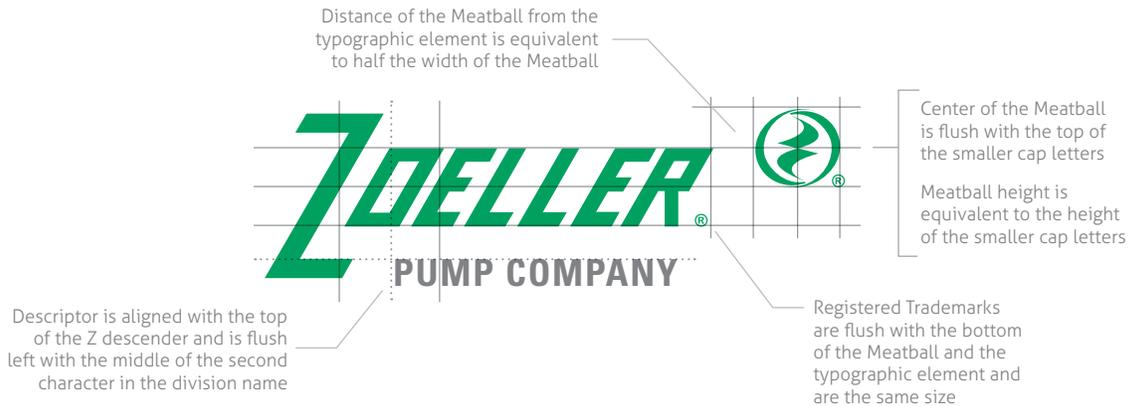


Reversed
This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.



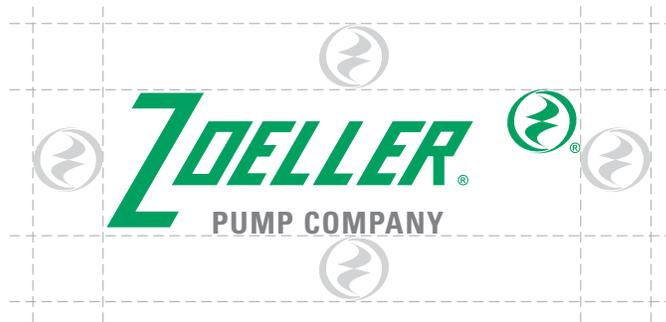
GRAPHIC PROPORTIONS

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.



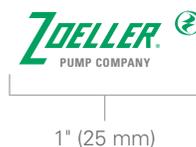
LOGO SAFE AREA

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.

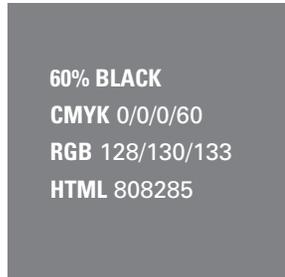




ZOELLER PUMP COMPANY COLOR USAGE

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

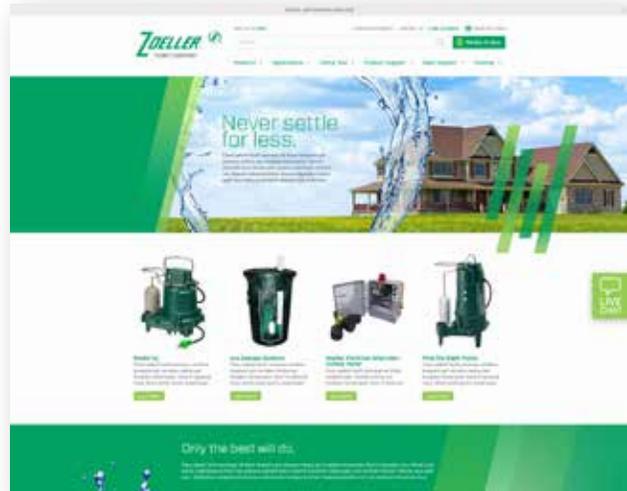


ZOELLER PUMP COMPANY APPLICATION EXAMPLES

PRINT



WEB



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.

