



PENTAIR

BRAND STANDARDS

January 2021 v1.0



7.0 TRADE SHOW & RETAIL

Trade show Booths

Pop-ups

Retail Stores

Product Displays & Banners

Prominence and impression impact results when we are present at trade shows and exhibitions. Consistent branding of all trade show applications is not only critical in conveying a unified visual aesthetic, but more importantly the interaction with our physical spaces strengthens and fortifies what we do every day – bring water to life.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Chapter 2).

Important: All trade shows should be preapproved through marketing prior to commitments being made so proper resources and budgets can be allocated.

If you have any questions on the trade show processes, please contact someone on the Enterprise Shared Services Events Team.

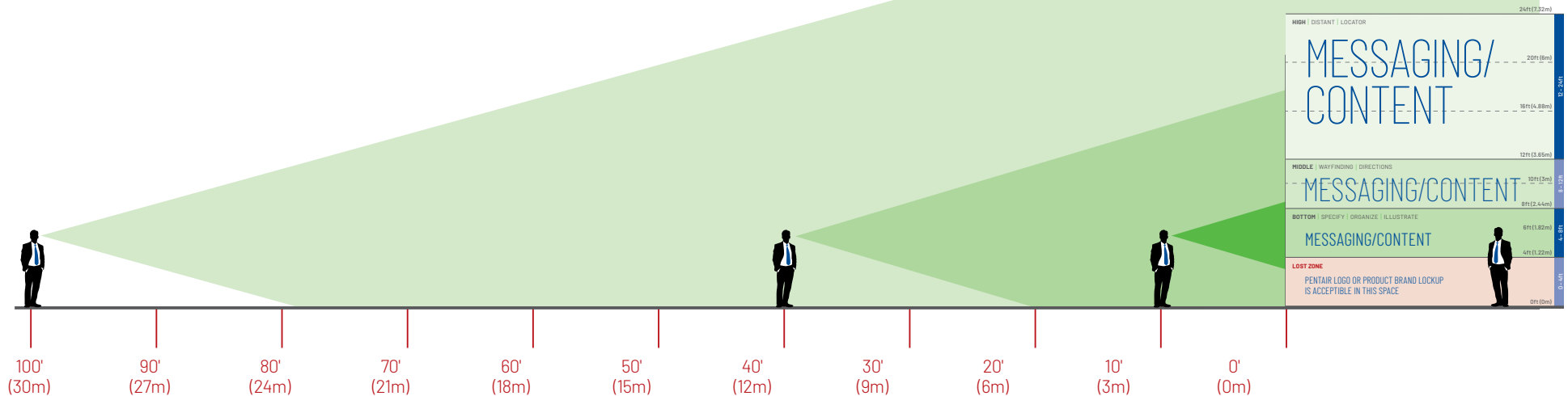


BRAND IDENTITY SIGHT LINES

As a guest approaches a Pentair exhibit, there is a natural top to bottom recognition of the information you present. The topmost layer typically is the main identifier: who you are. This is the element that should be seen from the entry to the exhibit hall and throughout as a beacon to identify where Pentair is located. As the visitor approaches, the lower distances come into view and help to qualify and direct customers to their areas of interest. **There should be a Pentair identifier no matter where a person is standing within the booth so they always recognize their location.**

When using the Pentair logo, it should fill in the space provided and should appear as large as possible yet keeping the proper proportions. Important information should be presented as close to eye level as possible, with nothing but the Pentair logo located under 4 feet/1.22m.

For any questions or assistance with trade show plans and booth design, assets or components, contact the Enterprise Shared Services Global Events Manager.



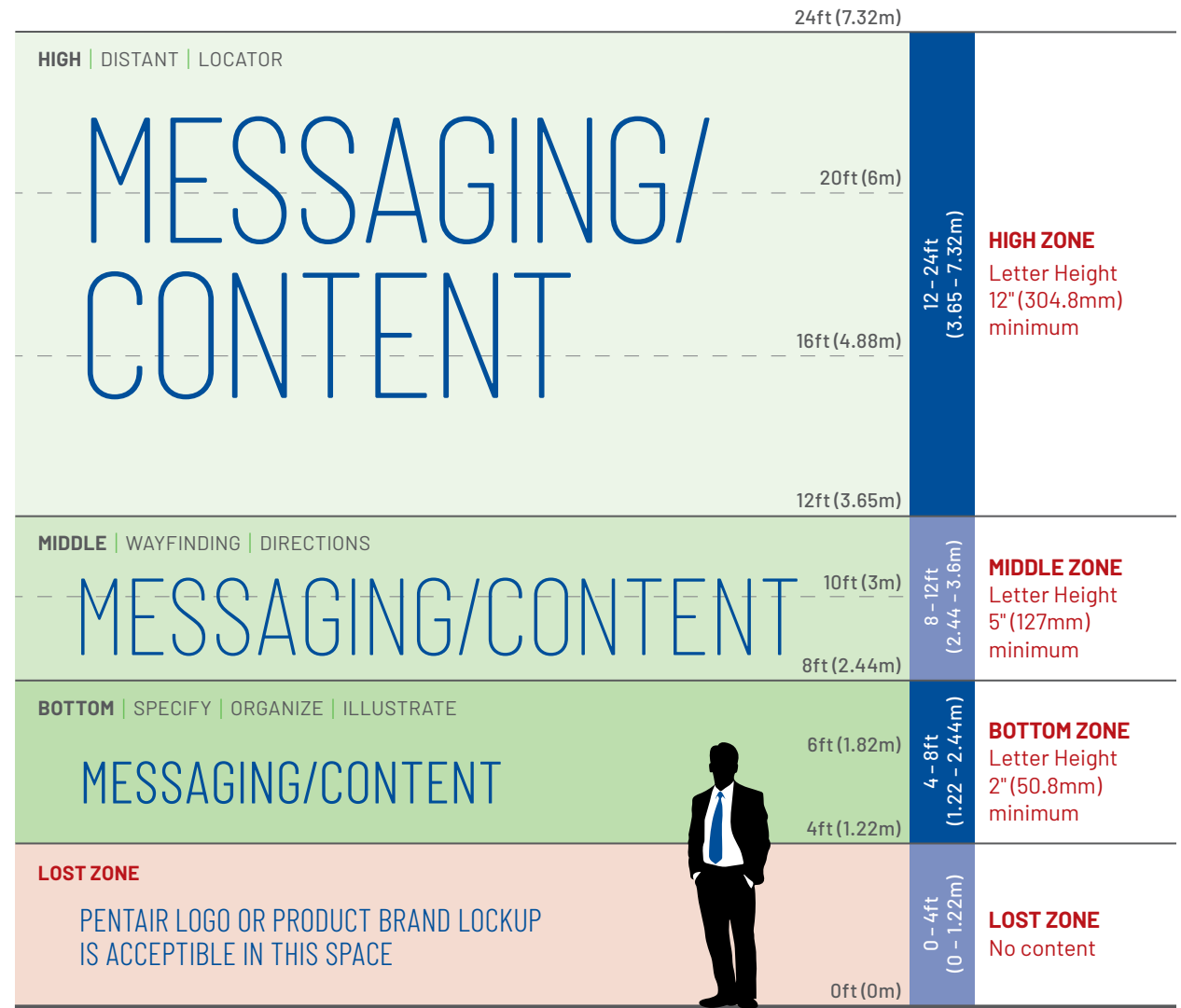
This page shows minimum letter sizes at incremental heights from ground level; these sizes are essential for readability from a distance. The maximum letter heights are shown in the blue. Exhibits fonts should always use our primary typefaces, which are Barlow and Barlow Condensed.

GENERAL STYLE GUIDELINES

For titles, always use uppercase to lead a section or paragraph. For body copy, always use sentence case to start a phrase or sentence. Do not modify default word spacing, letter spacing, or tracking in design and publishing software. Barlow and Barlow Condensed typefaces should only be used, refer to Typography in Chapter 2.

In order to achieve a consistent application of our revitalized brand, we developed brand standards containing rules and examples for upholding the brand throughout all aspects of Pentair's corporate and solutions marketing communications.

TYPOGRAPHY



Our trade show booths contain several elements that work together to visualize the Pentair brand. For guidance on the use of the Pentair logo and the brand elements, refer to Chapter 2.

For guidance on the use of the Pentair logo, and other brand elements, please refer to Chapter 2.

Any questions about trade show booths, assets or components, contact the Global Events Manager.

BOOTH ELEMENTS



Our extra large trade show booths provide abundant opportunities to engage and connect with our customers, truly demonstrating our values.

Extra Large booths are those that are around 40ft x 50ft+ or 100+ m².

These booths are for major shows and may focus on one or more multiple businesses, product brands or product lines.

All extra large booth designs should be approved by the Global Events Manager prior to production.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

EXTRA LARGE BOOTH CONCEPTS



CROSS BUSINESS UNIT EXAMPLE
With use of second story meeting space and lots of product area throughout the booth



CROSS BUSINESS UNIT EXAMPLE
With use of larger hospitality area and conference rooms

Our large trade show booths provide abundant opportunities to engage and connect with our customers, truly demonstrating our values.

Large booths measure around 20ft x 30ft or 49-100 m².

All large booth designs should be approved by the Global Events Manager prior to production.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

LARGE BOOTH CONCEPTS



WATER BUSINESS EXAMPLE
With use of second story meeting space



NON WATER BUSINESS EXAMPLE
With use of Pentair logo and For Life messaging

Though slightly smaller in area, our medium trade show booths are an exciting and integral vehicle to convey the power of our brand.

Medium Booths are those with measurements around 20ft x 20ft or 17-39 m².

All medium booth designs should be run past one of the Enterprise Shared Services Event team members for review prior to production.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

MEDIUM BOOTH CONCEPTS



WATER BUSINESS EXAMPLE



WATER BUSINESS EXAMPLE



NON WATER BUSINESS EXAMPLE
With use of Pentair logo and For Life messaging

A strong brand is successful no matter the scale, as evidenced by the inviting strength of our small trade show booths.

These small booths measure around 10ft x 10ft+ customized inline or 3-16 m² and are usually seen as a shell scheme or customizable structure.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

SMALL BOOTH CONCEPTS



WATER BUSINESS EXAMPLE



WATER BUSINESS EXAMPLE



NON WATER BUSINESS EXAMPLE
With use of Pentair logo and For Life messaging

When space is limited, our Portable and Table Top Displays (10ft x 10ft or smaller) deliver an impactful experience to reinforce our brand – while consistently utilizing our core brand elements. A Pentair logo table drape should be used and any product brand lockup should be located on graphics only.

Note: All booth structure examples are able to be used for all Pentair businesses regardless of them being shown as water or non water.

PORTABLE /TABLE TOP DISPLAYS - EXAMPLES



WATER BUSINESS PORTABLE EXAMPLE



NON WATER BUSINESS PORTABLE EXAMPLE



All displays should be pull-up or straight displays, no curved.



NON WATER BUSINESS TABLE TOP EXAMPLE
With use of Pentair logo and For Life messaging

Pedestals and Displays, using our brand elements, can be used within booths to help us showcase products, especially new or star products.

A Product Display is the base unit + visual image with messaging, or monitor. The product display messaging/monitor should be visible and not blocked by product or items sitting or hung on display.

A Product Pedestal is a branded base unit. Pedestals should only contain Pentair or brand logos, and "signature element" triangles, but no additional copy.

Pentair should be the overall booth brand.

However when you need to support a product brand (sub-brand) in a booth, you can do so by using the Pentair+product brand logo lock up on a display stand or product pedestal as shown in the first example.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Chapter 2). For additional information, contact someone on the Enterprise Events team.

BOOTH ASSETS - PRODUCT DISPLAYS AND PEDESTALS

Product Displays



Product Pedestals



HANGING LOGO BANNER: This banner is above the stand and helps visitors in an exhibition hall to locate and find our booth on the show floor.

Only the Pentair logo and "signature element" should be used on the hanging banner exterior. The Brand Promise can be used on the interior of the hanging logo banner as well.

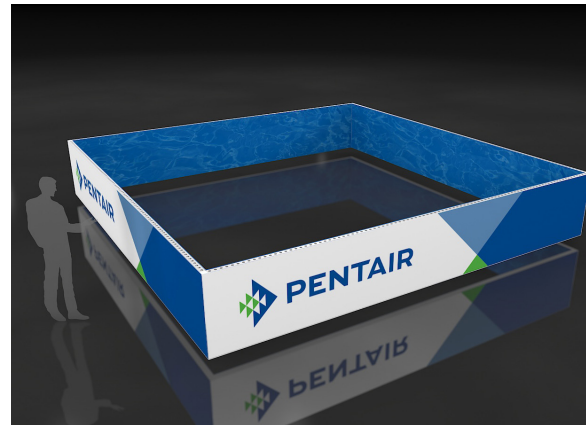
RECEPTION COUNTERS Reception counters identify our brand and company, and provide a visitor with a central location in a booth to get more information.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the water bar design, and use of the Pentair logo, brand elements, imagery and typography, contact someone on the Enterprise Events team.

BOOTH ASSETS - HANGING LOGO BANNERS & RECEPTION COUNTERS

Hanging Banner



Reception Counters



Including a water bar in a booth is a great way to showcase the quality filtered drinking water that Pentair has to offer.

Other hospitality items such as coffee dispensers and table top water/ice dispensers can also be used to showcase Pentair filtration equipment.

These are examples of Water Bars that were designed and built for use in the United States but can be built locally as needed.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the water bar design, and use of the Pentair logo, brand elements, imagery and typography, contact someone on the Enterprise Events team.

BOOTH ASSETS - WATER BARS

Water Bars



Display lights are the perfect counterpart and will make our exhibits stand out, drawing more attention. Booths should be well-lit with no dark areas.

SPOTLIGHTS

A spotlight casts narrow rays of light and is used for highlighting specific areas in an exhibit or an array of products. The beam spread is small and can usually be reduced to a more concentrated ray, making it easier to point and control the light.

FLOODLIGHTS

A floodlight is designed to illuminate larger areas and has a larger beam spread using the same wattage and lumen output.

WALL LIGHTS

A wall light is commonly used for direct lighting and is available with a height adjusting feature and a clip on clamp bottom which allows the fixture to be placed on many types of exhibits.

LED LIGHT BULBS

LED bulbs are preferred for use, which have various wattage options to supply different types of illumination. LEDs are more durable, longer lasting, and consume less power than other bulbs. They also have a higher safety rating due to generating low heat, making them cool to the touch and creating a more comfortable temperature for your exhibit.

LIGHTING

Wall lights



Flood light



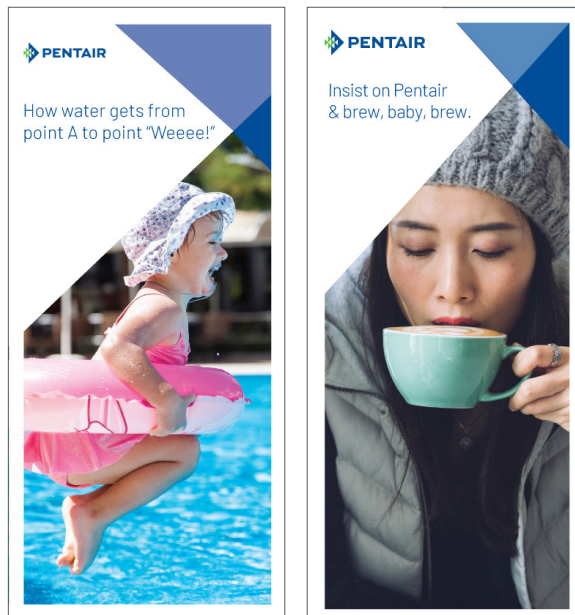
Accent light



Clean and concise – the qualities our pull-up banners embody. Though all are brand compliant, the various solutions allow for multiple approaches to promote and reinforce a particular offering or benefit.

Important: No logos, messaging or important information should be placed below the center the banner.

STANDARD BANNERS

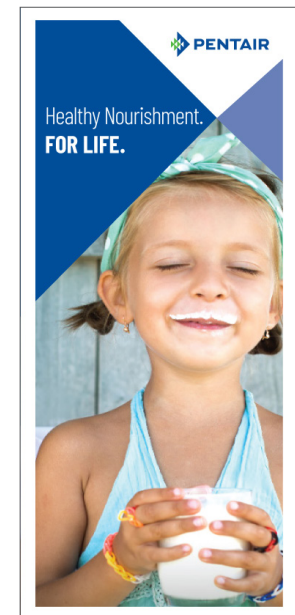


ROLL-UP BANNERS

PRODUCT BANNERS



'FOR LIFE' BANNER



BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction (refer to Chapter 2). For additional information, contact your Assigned Brand Council Member.

ROLL-UP BANNERS

The flexibility of the Roll-Up Banner standard allows for banners that specifically target a specific audience (see below), while maintaining brand consistency.

BRAND ELEMENTS, IMAGERY, AND TYPOGRAPHY

For guidance on the use of the Pentair logo, brand elements, imagery and typography, refer to chapter 2. For guidance on the use of our 'FOR LIFE' Statements, refer to Section 5.

TYPOGRAPHY

Barlow and Barlow Condensed typefaces should only be used, refer to Brand Fonts.

BRAND ASSETS

Only use approved art (logos, icons, etc.) for reproduction. Before using any asset or artwork, please check (within DAM, agency etc) that all rights are available for the intended usage application. For additional information, contact your Assigned Brand Council Member.

EXAMPLES

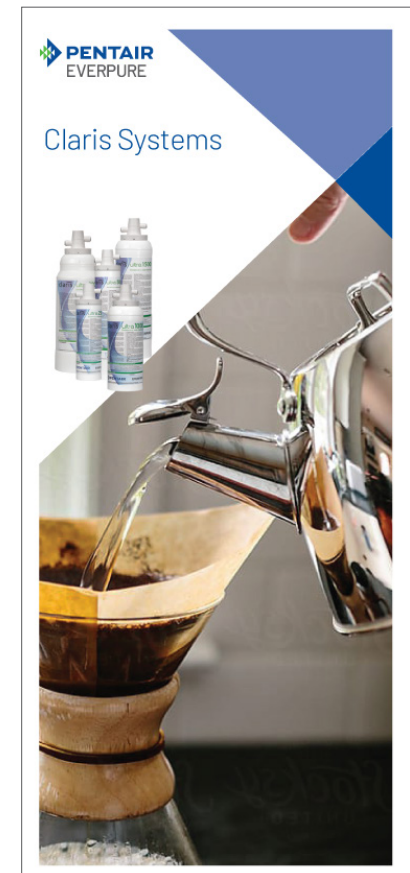
POOL BANNER



INDUSTRIAL BANNER



EVERPURE BANNER



The flexibility and modular nature of the brand allows for application and design of retail outlets. Such outlets are currently in place in China. Any such retail concepts should be discussed and agreed with the segment business leaders and Brand Chairperson.

RETAIL STORE CONCEPT

