

zurn • elkay
WATER SOLUTIONS

Style Guide

The following pages outline the fabric of Zurn Elkay Water Solutions and the fundamental tools for brand consistency. Every section makes up who we are and how we expect our colleagues and business partners to uphold our identity. Consistent use of our name, logo, voice, and many other design elements gives employees and customers a reason to trust the Zurn Elkay Water Solutions brand. Use this guide to assist you with our brand voice, look, and feel.

Customers buy into the people behind a company, not just the products. Our **dedicated and passionate team** of people at Zurn Elkay Water Solutions work as hard as our products, and our customers recognize that.

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Zurn Elkay
Water Solutions
Brand Story



BRAND STORY

Water sustains everything.

It is essential to every aspect of our lives, flows through every part of our business, and is the source of our inspiration – every day. And as clean, reliable water becomes both preciously needed and increasingly threatened, at Zurn Elkay our commitment to water stewardship has never been stronger.

We provide innovative solutions that help our customers grow and advance their ESG initiatives, assist institutions by conserving and protecting natural resources and supporting public health, and serve people by promoting safe and healthy hydration in both public and private spaces.

We are relentless in our drive for the most sustainable and most reliable water solutions everywhere people live, work, and play.

At Zurn Elkay, we are sustainably inspired.





Zurn Elkay
Water Solutions
Logo

ZURN ELKAY LOGO

The Zurn Elkay Water Solutions logo is simple, strong, modern and visually captures the notion of innovation, invention and inspiration. The Zurn Elkay Water Solutions logo is a modified logotype created from the Gotham Rounded typeface combined with the distinctive Elkay typography. The dynamic Zurn water droplets express sustainable, future-focused water solutions. The Zurn Elkay logo without Water Solutions can be used in certain situations. Please follow the guidance established for the Primary Zurn Elkay Water Solutions logo in the following pages.

To maximize impact:

- Pay close attention to usage guidelines provided
- Always use the approved logo files available on ZE-Net
- Do not recreate or edit the logo and tagline



CLEAR SPACE AND MINIMUM SIZE

It is important not to crowd the Zurn Water Solutions logo with other images, text, or graphic elements. Giving the logo appropriate clear space maximizes its impact. It is important to make sure the logo is not too small. Do not reproduce our logo in sizes less than 0.75" / 19mm / 72 pixels in width. Apply the same rules to the Zurn Water Solutions logo.

Follow these guidelines for logo placement when creating branded assets:

- The logo should have a perimeter surrounding it that is equal to or larger than the droplet in the Z icon as illustrated below
- Apply the same rules to the Zurn Water Solutions logo.
- The same perimeter should be applied whether it is a digital or physical application

CLEAR SPACE



MINIMUM SIZE

zurn • elkay
WATER SOLUTIONS

1.25"
31.75mm
120px

CORRECT USE

The Zurn Elkay Water Solutions logo should be used carefully and consistently to ensure that the visual integrity of the logo is always reflected and maintained. The positive logo should appear on white while the reverse should only be used on our primary brand colors, black, or on image with sufficient contrast.

To maximize impact:

- Pay close attention to usage guidelines provided
- Always use approved logo files when producing new documents and assets
- Do not recreate the logo or tagline

POSITIVE 3-COLOR



REVERSE 3-COLOR



BLACK ONLY



POSITIVE 1-COLOR



REVERSE 1-COLOR



REVERSE 1-COLOR



REVERSE 1-COLOR



REVERSE 1-COLOR ON IMAGERY



INCORRECT USE

Improper use, manipulation, or changes to the Zurn Elkay Water Solutions logo detracts from the overall impact and distinction of our brand.

When using the logo, it is important to always:

- Use approved logo artwork. Do not recreate the logo
- Use caution when scaling and adjusting the logo size.
- Maintain correct proportions at all times
- Request guidance from Corporate Communications team when unique and rare exceptions may seem necessary

INCORRECT USE EXAMPLES



DO NOT:
Change the Zurn Water Solutions logo colors



DO NOT:
Add a drop shadow to the Zurn Water Solutions logo



DO NOT:
Infringe upon the Clear Space



DO NOT:
Distort or Stretch the Zurn Water Solutions logo



DO NOT:
Place the Zurn Water Solutions logo on a non-brand color



DO NOT:
Place the Zurn Water Solutions logo on imagery with insufficient contrast

ZURN ELKAY WATER SOLUTIONS TAGLINE

The Zurn Elkay Water Solutions tagline Sustainably Inspired is a succinct and distinctive phrase to reflect our brand essence. It can appear in situations separate from the Zurn Elkay Water Solutions logo, however, should always appear as presented below. It can appear on one line or two, aligned left. Within copy it should be written in Sentence Case, ideally highlighted in bold copy or with a brand color.

Sustainably Inspired

ZURN ELKAY WATER SOLUTIONS LOGO AND TAGLINE

The Zurn Elkay Water Solutions tagline can appear 'locked up' to the Zurn Elkay Water Solutions logo in a stacked fixed position. It is also possible to separate the logo and tagline, but wherever possible, the tagline should be aligned or centered to the logo as illustrated below.

STACKED FIXED POSITION LOGO AND TAGLINE



Sustainably Inspired

ALIGNMENT



Sustainably Inspired



Branded Graphics

Corporate-level Assets

ZURN ELKAY BUSINESS SYSTEM

The Zurn Elkay Business System is a proprietary work methodology. It will always appear in a Zurn Elkay-branded context and should not be used by third parties. The branding is simply about identifying the source of the five-level approach.

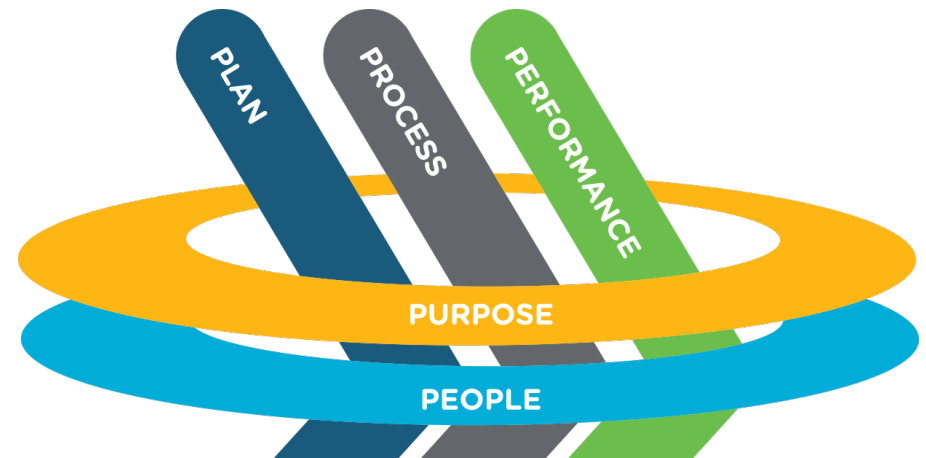
To maximize impact:

- Always use approved artwork for the Zurn Elkay Business System logo and graphic treatment
- Do not redraw or recreate

ZURN ELKAY BUSINESS SYSTEM LOGO



ZURN ELKAY BUSINESS SYSTEM

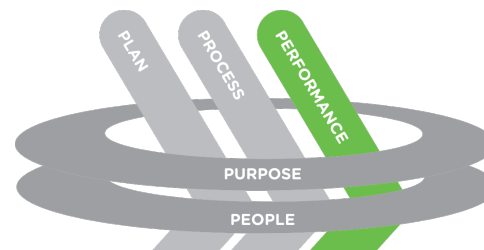
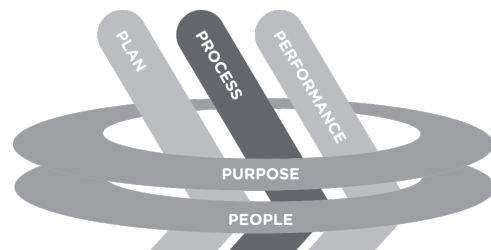
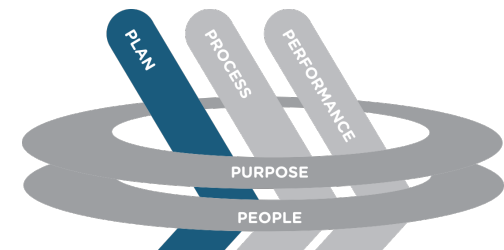
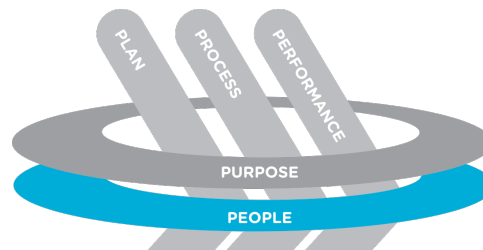
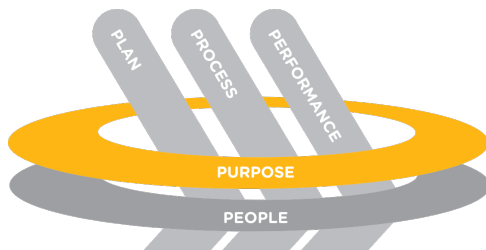


Corporate-level Assets

ZURN ELKAY BUSINESS SYSTEM

To individually identify each of the Zurn Elkay Business System methodology areas, there are graphic illustrations which breakdown each area.

ZURN ELKAY BUSINESS SYSTEM BREAKDOWN GRAPHICS



Corporate-level Assets

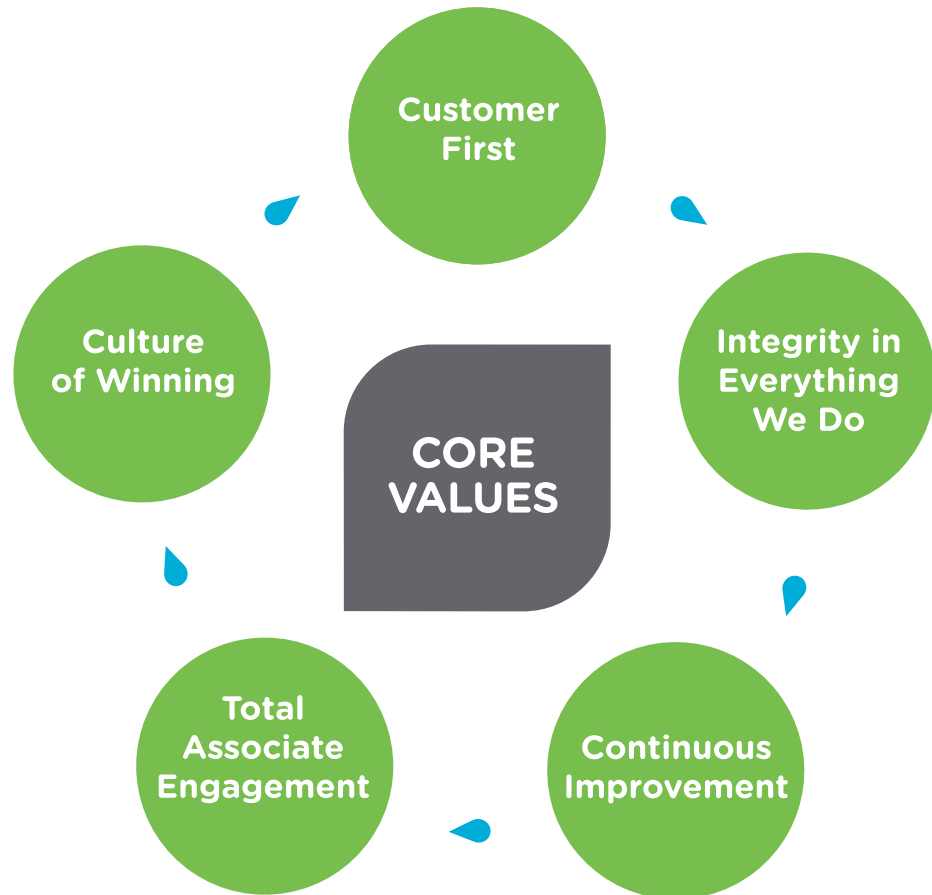
ZURN ELKAY WATER SOLUTIONS CORE VALUES


The Zurn Elkay Water Solutions core values are the pillars by which we always conduct business. They are the principals which define Zurn Elkay Water Solutions. Visually the Zurn Elkay Water Solutions droplet icon and colors have been used to separate each value.

To maximize impact:

- Always use approved artwork for the Zurn Water Solutions core values
- Do not attempt to redraw or recreate

ZURN ELKAY WATER SOLUTIONS CORE VALUES





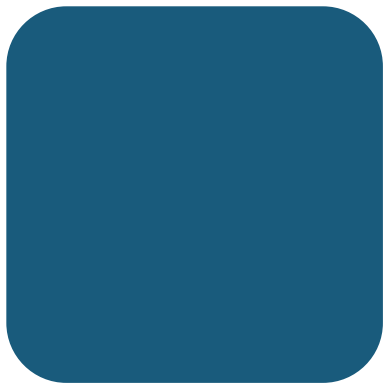
Color Palettes and Typography

PRIMARY COLOR PALETTE

The Zurn Elkay Water Solutions Primary Colors are vibrant, engaging and a reflection of our 'Sustainably Inspired' tagline and positioning. These colors are striking and distinctive when combined, and can also be used as background colors and for typography, headlines also and supporting graphical information.

To maximize impact:

- Pay close attention to usage guidelines provided
- Always use the correct color specifications in print or digital situations



ZURN ELKAY NAVY

PMS: 7700
CMYK: 84.17.0.57
RGB: 22.92.125
HEX: #165C7D



ZURN ELKAY SLATE

PMS: Cool Gray 11 C
CMYK: 62.53.48.20
RGB: 99.102.105
HEX: #535456



ZURN ELKAY AQUA

PMS: 638
CMYK: 82.7.9.0
RGB: 0.172.216
HEX: #00ACD8



ZURN ELKAY GRASS

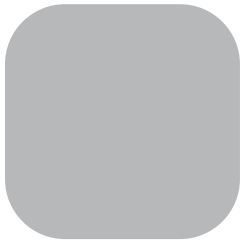
PMS: 360
CMYK: 61.0.95.0
RGB: 106.192.75
HEX: #6ABF4B

SECONDARY COLOR PALETTE

The Zurn Elkay Water Solutions Secondary Colors are a palette of specially selected colors chosen to support the Primary Colors and enhance and give diversity to our communication materials. Importantly, they should be selected carefully to reflect nature and enhance the primary color palette. The use of white space is important and subtly is essential. Do not over use.

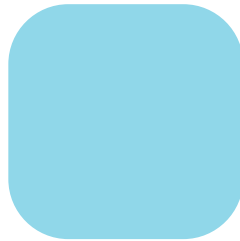
To maximize impact:

- Pay close attention to usage guidelines provided
- Always use the correct color specifications in print or digital situations



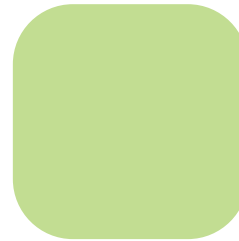
ZURN ELKAY CLOUD

PMS: Cool Gray 4
CMYK: 29.22.22.0
RGB: 183.184.185
HEX: #B7B8B9



ZURN ELKAY SKY

PMS: 304
CMYK: 40.0.7.0
RGB: 140.219.237
HEX: #8CDBED



ZURN ELKAY DEW

PMS: 365
CMYK: 26.0.54.0
RGB: 193.228.146
HEX: #C1E492



ZURN ELKAY SUNSHINE

PMS: 7549
CMYK: 0.31.100.0
RGB: 255.182.0
HEX: #FFB600



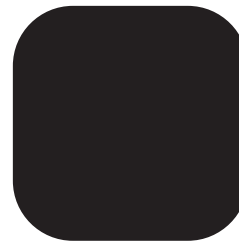
ZURN ELKAY WARM RED

PMS: 166
CMYK: 5.82.100.0
RGB: 230.83.0
HEX: #E65300



ZURN ELKAY DEPTH

PMS: 303 C
CMYK: 96.70.54.58
RGB: 0.42.56
HEX: #042A37



BLACK

CMYK: 0.0.0.100
RGB: 0.0.0
HEX: #000000



WHITE

CMYK: 0.0.0.0
RGB: 255.255.255
HEX: #FFFFFF

TYPOGRAPHY

Typography is an important tool in maintaining a clear, well-defined and consistent brand.

Gotham Narrow and Gotham Rounded is the preferred font family for professionally designed communication materials and advertising. It is a versatile font with a great range of font weights to help create a clear and legible hierarchy.

Gotham's letterforms were inspired by examples of Manhattan's architectural signs of the mid-twentieth century. The Gotham typeface is often described as fresh and is established with a credible voice.

In circumstances these fonts are not available, such as in Microsoft® Office, Arial should be used.

GOTHAM NARROW

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

GOTHAM ROUNDED

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

TYPEFACE WEIGHTS

Gotham Narrow Light
Gotham Narrow Light Italic
Gotham Narrow Book
Gotham Narrow Book Italic
Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Black

Gotham Rounded Light
Gotham Rounded Book
Gotham Rounded Medium
Gotham Rounded Bold

TYPOGRAPHY (IN USE)

For all headlines and subheads, Gotham Rounded should be used in either Book, Medium or Bold weights depending on their size and prominence.

The preferred headline is to be in a large size Gotham Rounded Book. However, if the headline must be small or the line is long, use the Bold weight to make up for the loss of scale. Headlines can be set in Sentence Case or ALLCAPS. Subhead lines can also appear in Sentence Case or ALLCAPS. Body Copy should appear in Sentence Case.

HEADLINES

Headlines in Gotham Rounded

HEADLINES IN GOTHAM NARROW MEDIUM ALL CAPS

SUBHEADS

Subhead lines set in Gotham Narrow Book

Subhead lines set in Gotham Narrow Book

Subhead lines set in Gotham Narrow Book

SUBHEAD LINES SET IN GOTHAM NARROW BOLD ALL CAPS

SUBHEAD LINES SET IN GOTHAM NARROW BOLD ALL CAPS

BODY COPY

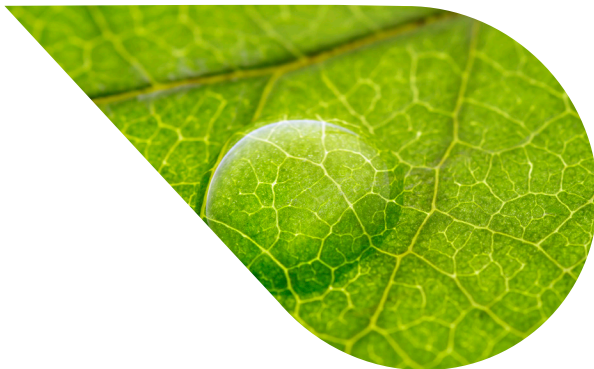
Body Copy should be set in sentence case. Ideally in Zurn Elkay Slate, however the other primary colors can be used to highlight information and call outs. Copy can appear in Black too and can appear in white over a color or image.

A close-up photograph of a green leaf with a single water droplet hanging from its tip against a dark background. The leaf is vibrant green and shows detailed vein structure. The droplet is clear and spherical, reflecting the surrounding environment. The background is a deep, dark green, creating a strong contrast with the leaf and the droplet.

Visual Assets

SUSTAINABLY INSPIRED IMAGERY

Sustainably Inspired imagery is an essential part of our visual system. Imagery should be natural, beautiful and inspirational, reinforcing the importance of using our resources carefully. Water droplets in natural environments, ocean waves, leaves, lakes and waterfalls can be used throughout communication materials.



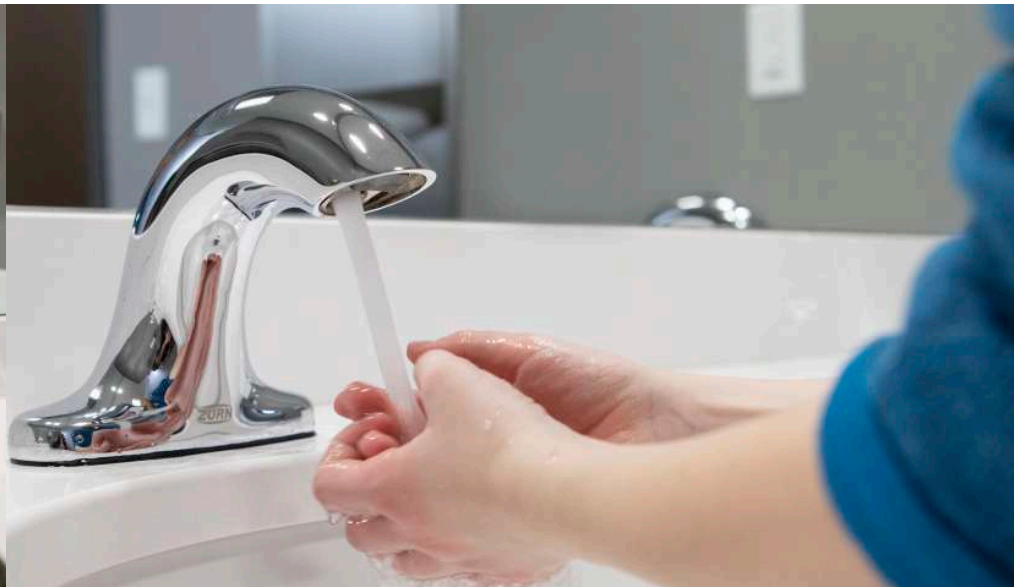
CLEAN WATER IMAGERY

Below are examples of Clean Water images which can be used in Zurn Elkay Water Solutions communication materials.



PEOPLE AND PRODUCT IMAGERY

Below are examples of imagery which include people and products. Imagery should be candid and natural. A touch of blue and green adds a subtle nod to the Zurn Elkay Water Solution's brands too.



PEOPLE AND PRODUCT IMAGERY EXAMPLES



PEOPLE AND PRODUCT IMAGERY EXAMPLES



ICONS

Our family of icons quickly convey our main talking points or product benefits without a ton of supporting text or translation. Use these icons when it makes sense for the web, packaging, social media, or handout materials.

Icons can be found and designed for both positive and negative uses.

ICON EXAMPLES





tone of voice

We're direct yet helpful. We're confident, approachable, and collaborative.

We're never self-important or boastful. We get to the point and prove our credibility. We talk about the customer benefits instead of bragging about the product features. We understand our customers' challenges. We solve for those challenges, and we show how we do that. Most importantly, our tagline 'Sustainably Inspired' is a succinct and distinctive phrase to reflect our brand essence, reflecting our commitment to providing solutions that are both sustainable and inspirational. We use 'we' not 'Zurn Elkay' in the third-person. That's the approachable, never self-important way of communicating.

Questions?

If you have any questions
about the Zurn Elkay Water Solutions
company logo contact us at
Corporate.Communications@Zurn.com

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Sustainably Inspired