



# EVERPURE RESIDENTIAL BRAND OVERVIEW

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SECTION 01

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# POSITIONING

# BRAND HISTORY

POSITIONING

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## ESTABLISHING COMMERCIAL SUCCESS

Everpure was established in 1933 and has grown to become the number one selling commercial-grade water filtration system in the world. Professional chefs trust Everpure for excellence in water filtration at their restaurants.



## REACHING HOMEOWNERS WITH DISTRIBUTORS

Everpure expanded into residential markets by leveraging its established commercial success and partnering with distributors to manage the majority of the end user sales. The Everpure brand was positioned as a luxurious status symbol for upscale homeowners. Everpure's largest master distributors are:

- Purcell Murray: [www.purcellmurray.com](http://www.purcellmurray.com)
- Pinnacle: [www.pinnaclesalesgroup.com](http://www.pinnaclesalesgroup.com)
- Milestone Distributors: [www.milestonedist.com](http://www.milestonedist.com)



## CHALLENGES WITH PENTAIR REBRANDING

Recently, Everpure's parent company, Pentair, shifted its brand management strategy to one unified look and feel across all of its brands. By complying with Pentair's updated brand guidelines, Everpure gains the support of its Fortune 500 parent company. However, Everpure must also work to maintain its established brand equity within the new guidelines.



EVERPURE

# TARGET AUDIENCE

POSITIONING

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THIRD-PARTY

The Pentair Everpure customer aspires to a healthy lifestyle and all the benefits associated with it.



## APPEALING TO UPSCALE HOMEOWNERS

The Pentair Everpure customer aspires to a healthy lifestyle and all the benefits associated with it— both physical and social. They buy organic. They exercise. They recycle. And they make a good living.

Everpure customers aspire to own the finest products available. It is not uncommon for our target to invest huge sums of money on kitchen remodeling projects.

For Everpure customers, what they put into their kitchen is as important as what they put into themselves.

# PRODUCT CATEGORY

POSITIONING

ELEMENTS

APPLICATIONS

THIRD-PARTY

## MAIN COMPETITOR

### Main Competitor

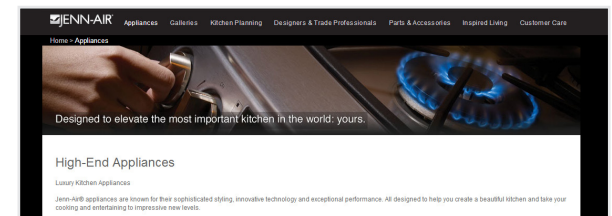
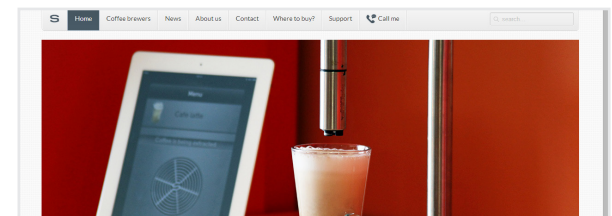
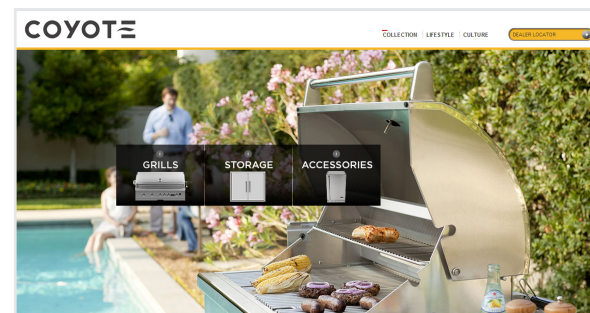
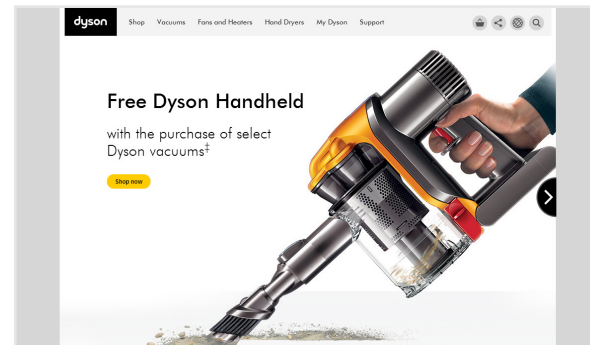
- Body Glove: <http://www.bodyglove.com/>



## OTHER LUXURY APPLIANCE BRANDS

### Luxury Appliance Brands

- Jenn-Air: <http://jennair.com/>
- Gaggenau: <http://www.gaggenau.com/zz/>
- Coyote: <http://www.coyoteoutdoor.com>
- Dyson: <http://www.dyson.com/>
- TopBrewer: <http://www.scanomat.com/int>



# BRAND ATTRIBUTES

POSITIONING

ELEMENTS

APPLICATIONS

THIRD-PARTY

Using Pentair's established branding guidelines, the Everpure model line should communicate the following qualities to its target audience.

## COMMERCIAL-GRADE QUALITY

Since 1933, Pentair Everpure has been the number one trusted brand in commercial-grade water filtration.

## LUXURY STATUS

Everpure water filtration systems merge state-of-the-art technology with a design that will shine everywhere filtration is needed in your home.

## HEALTHY LIVING

Everpure's family of water filtration products can powerfully protect your family from a whole host of waterborne hazards or aesthetic effects.

## ENVIRONMENTALLY GREEN

Everpure products considerably ease the environmental impact of consuming healthy water rather than purchasing bottled water.

Commercial-  
Grade Quality

Luxury  
Status

Healthy  
Living

Environmentally  
Green

# BRAND VISUAL ATTRIBUTES

POSITIONING	ELEMENTS	APPLICATIONS	THIRD-PARTY
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COMMERCIAL-GRADE QUALITY	LUXURY STATUS	HEALTHY LIVING	ENVIRONMENTALLY GREEN
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## Photography

Product-focused “hero” images	High-end residential spaces	People drinking and using water	Organic & natural objects
			

## Layout & Design Elements

Features & Benefits callouts in literature	Thin, dynamic typography & light weight icons	Clean layouts with ample whitespace	Pentair Green color scheme when appropriate
<div data-bbox="441 1112 724 1214" data-label="Image"> </div> <div data-bbox="441 1291 756 1372" data-label="List-Group"> <ul style="list-style-type: none"> <li>• Features &amp; Benefits Callout Bullet</li> </ul> </div>	<div data-bbox="903 1096 1113 1209" data-label="Text"> <p>abc</p> </div> <div data-bbox="934 1258 1081 1388" data-label="Image"> </div>	<div data-bbox="1239 1096 1449 1372" data-label="Image"> </div>	<div data-bbox="1606 1104 1963 1242" data-label="Image"> </div>

SECTION 02

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# BRAND ELEMENTS

## STANDARD MODEL LINE LOCKUP

NOTE: Refer to Pentair's official branding guidelines for a complete set of details regarding the use of the Pentair lockup.



## LIMITED SPACE SCENARIOS

Condensed Layout



Horizontal Layout



# LOCKUP: PRODUCT LINES

POSITIONING

ELEMENTS

APPLICATIONS

THIRD-PARTY

## STANDARD PRODUCT LINE LOCKUP



EVERPURE PRODUCT



EVERPURE PRODUCT  
OPTIONAL DESCRIPTIVE COPY

## ALTERNATIVE PRODUCT LINE LOCKUP

NOTE: This layout is used on cartridge labels to easily distinguish between product lines.



EVERPURE  
PRODUCT

# LIFESTYLE PHOTOGRAPHY

POSITIONING

ELEMENTS

APPLICATIONS

THIRD-PARTY



## MAIN CATEGORIES

- High-end kitchen & bathrooms
- People drinking & using water
- Close-up shots of luxurious or organic objects

## IMAGE KEYWORDS

- Luxury
- High-end
- Quality
- Kitchens
- Greenery
- Clean
- Refreshing

## NOTE:

Do not use photographs that look dated or highly staged

# LIFESTYLE PHOTOGRAPHY (CONT'D)

POSITIONING

ELEMENTS

APPLICATIONS

THIRD-PARTY

## POTENTIAL IMAGES FOR PURCHASE



iStock #42144900



iStock #6462522



iStock #10372540



iStock #12518639



iStock #44471254



iStock #21141636



iStock #16002661



iStock #13159612



iStock #17219922



iStock #24573913



iStock #18685826



iStock #12233181



iStock #12191982



iStock #17375504



iStock #25992377



iStock #5438975



iStock #9569194



iStock #14432104

# PRODUCT PHOTOGRAPHY

POSITIONING

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## PRODUCT HERO IMAGE

Similar to other luxury appliance brands, use the product itself as the main focal point in promotional applications whenever possible.



## PRODUCT IN-USE

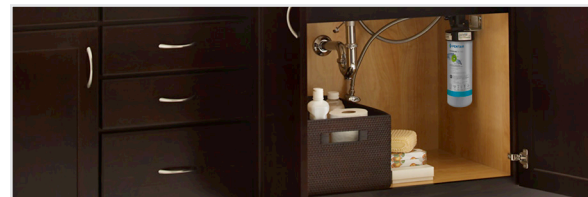
Below are the studio images of Everpure products in context specific environments. Currently, there are four different studio environments in use.



Kitchen



Wet Bar



Bathroom



Kitchen II

# PRODUCT DIAGRAMS

POSITIONING

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THIRD-PARTY

## CUTAWAY DISPLAYS

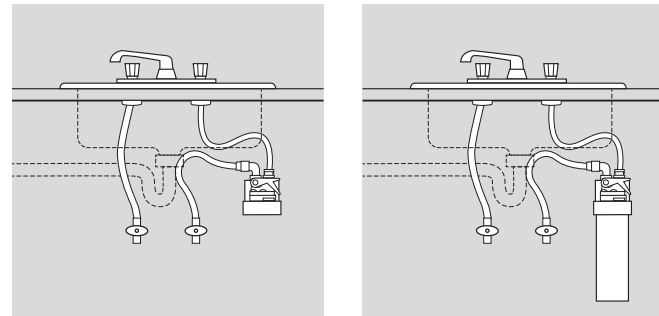
Cutaway displays are used to show how Everpure systems filter water. Below are the cutaway images we have on file.



## INSTRUCTIONAL LINE DRAWINGS

Instructional line drawings are used mainly for installation manuals and technical documents.

**Avoid using line drawings as a focal point in customer-facing brochures and advertisements.** Instead, use actual installation photography whenever possible.



# PRODUCT LINE IMAGERY

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## LEGACY IMAGES

Everpure Fern



RO Leaf



PBS / SPA



## RECENT LAUNCHES

EF Series Kiwi Splash



H-300-NXT



### Image Attributes

- Organic elements
- Cut-out image (no background)
- Ability to work on the silver cartridge label

# PRODUCT LINE BADGES

POSITIONING

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THIRD-PARTY

## CAPACITY BADGE

### Capacity Badge



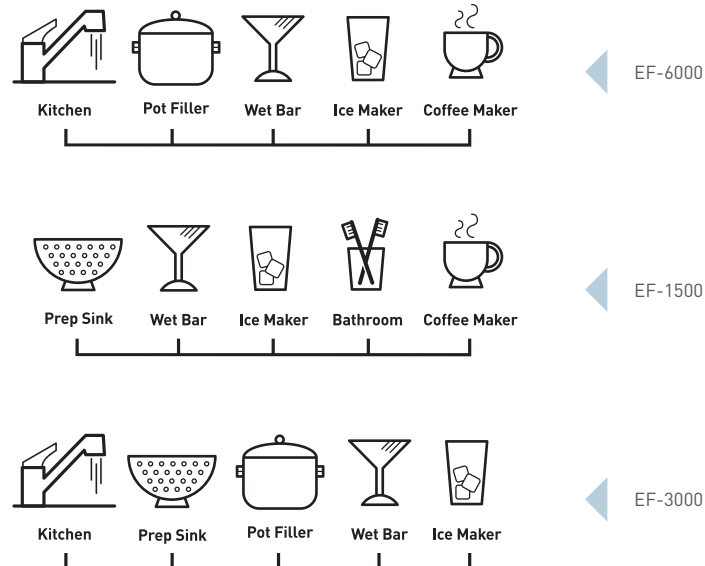
## FILTER FAUCET REQUIRED BADGE



Use on any new system  
requiring a separate filter  
installation

## INSTALLATION AREA BADGES

A series of seven different location icons are used to create installation area badges. Each installation area badge should use, at most, five location icons. Otherwise, the badge becomes too difficult to read on the cartridge canister.



# ICONOGRAPHY

## INSTALLATION ICONS

A series of icons have been created relating to how or where Everpure products are installed. Eight icons have been created so far. See below.



POSITIONING

ELEMENTS

APPLICATIONS

THIRD-PARTY

## ICON DESIGN PRINCIPLES

- Line Drawings



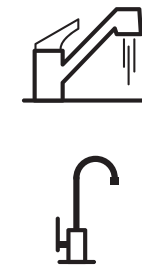
- Geometric Representation



- Rounded Corners



- Avoid Overusing Metaphors

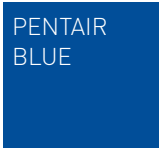


Two separate icons already use a faucet symbol.

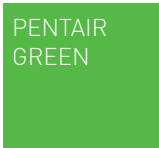
To prevent confusion, avoid overusing variations of common water-related items.

## COLOR

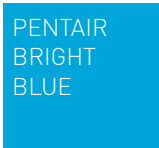
Use the same colors outlined in Pentair’s brand guidelines for the Water Quality Systems GBU. However, use a higher ratio of green for the Everpure brand.



Coated Stock  
C:100 M:73 Y:0 K:10  
or PANTONE 7686 C  
  
Uncoated Stock  
C:100 M:50 Y:1 K:15  
or PANTONE 2945 U  
  
On-screen  
R:12 G:52 B:113  
Hex:0C3471



Coated Stock  
C:68 M:0 Y:100 K:0  
or PANTONE 369 C  
  
Uncoated Stock  
C:55 M:0 Y:95 K:3  
or PANTONE 369 U  
  
On-screen  
R:100 G:167 B:11  
Hex:64A70B



Coated Stock  
C:99 M:1 Y:5 K:5  
or PANTONE 639 C  
  
Uncoated Stock  
C:95 M:1 Y:11 K:2  
or PANTONE 639 U  
  
On-screen  
R:0 G:138 B:188  
Hex:008ABC



NOTE: The on-screen version of the Pentair Green does not look as organic as it does in print. Use your best judgment when using this color on digital applications.

## COLOR CODING

**Model line color coding has been largely discontinued.**

In the past, color-coding was used to distinguish between cartridges. However, as the Everpure portfolio grew, the number of colors required was not supported by Pentair’s new standards. The model line number has been enlarged on cartridge labels to distinguish between products. *(See page 11)*

# TYPOGRAPHY

POSITIONING

ELEMENTS

APPLICATIONS

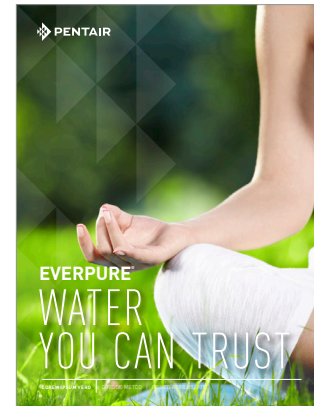
THIRD-PARTY

## TYPOGRAPHY

Use the same typefaces outlined in Pentair's brand guidelines. In promotional literature, using light weight styles of DIN at large point sizes for headlines will mimic other high-end brands.

Condensed Light	DIN Pro.....AaBbCcDd
Condensed	DIN Pro .....AaBbCcDd
Condensed Bold	<b>DIN Pro.....AaBbCcDd</b>
Light	DIN Pro ....AaBbCcDd
Regular	DIN Pro.....AaBbCcDd
Italic	<i>DIN Pro.....AaBbCcDd</i>
Bold	<b>DIN Pro ....AaBbCcDd</b>

## EXAMPLES



# VOICE & TONE

POSITIONING

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## COMMONLY REPEATED PHRASES

### General Brand

- Water You Can Trust
- Commercial-Grade Water Filtration for the Home

### Product Specific

#### *EF-Series*

- Enjoy the great taste of Everpure, everywhere in your home

#### *H-300-NXT*

- The best just got better

NOTE: These phrases should not be treated as taglines that appear as a trademarked line within the lockup.

## SIMPLE LANGUAGE

Our audience is less educated about water filtration than our traditional pro-channel customers. Therefore, our language has to be more direct, explanatory and friendly.

SECTION 03

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# APPLICATIONS

# PACKAGING

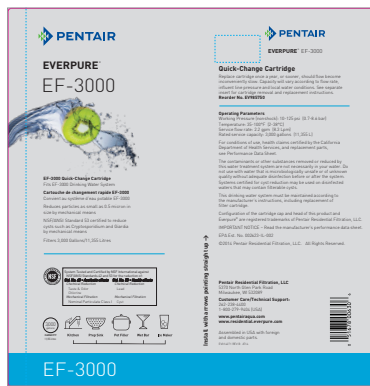
POSITIONING

ELEMENTS

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THIRD-PARTY

## CARTRIDGE LABELS



The silver canister color represents the high-end commercial quality of the product.

## CARTONS



The same base carton may be used for several different model lines. Different identification labels would be applied accordingly.

# LITERATURE

## SELL SHEETS

The layout of Everpure sell sheets differs slightly from our traditional spec sheets because the intended audience is closer to the end user.

## BROCHURES

Brochures are usually created as tri-folds due to the space requirements in distributor showrooms.



## WEBSITE

### Main Website

<http://residential.everpure.com/>

### E-Commerce Website

<http://www.shopeverpure.com/>

## APPS

### Everpure E-Binder

Digital Resource Library

### Everpure Showroom Display

TBD

## SOCIAL MEDIA



### Facebook

<https://www.facebook.com/everpurewater>



### Twitter

[https://twitter.com/Everpure\\_Water](https://twitter.com/Everpure_Water)



### Pinterest

<https://www.pinterest.com/EVPWater/>



### YouTube

<https://www.youtube.com/user/PentairEverpure>



### Houzz

<http://www.houzz.com/pro/everpure/>

# INTEGRATED CAMPAIGNS

POSITIONING

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THIRD-PARTY

Consistent use of the Everpure brand elements across different applications builds an integrated campaign.

## CONSISTENT IMAGERY



## CONSISTENT MESSAGING

**“THE BEST  
JUST GOT  
BETTER”**

## CONSISTENT LAYOUT



SECTION 04

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# THIRD-PARTY

# RESELLER LOCKUP

POSITIONING

ELEMENTS

APPLICATIONS

THIRD-PARTY

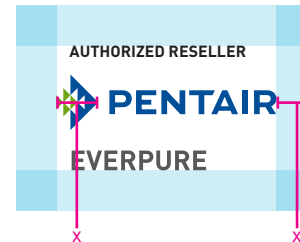
## AUTHORIZED RESELLER LOCKUP

### AUTHORIZED RESELLER



## CLEAR SPACE REQUIREMENT

Use the width of the Pentair diamond to determine the proper clear space required.



## IMPROPER USAGE



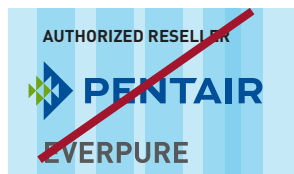
DO NOT alter the lockup colors



DO NOT place anything within the minimum clear space requirements



DO NOT resize or alter the text within the lockup



DO NOT place the lockup on busy or cluttered backgrounds



DO NOT add a drop shadow or other visual effects to the lockup



DO NOT rotate, skew, or resize the lockup unproportionally

# SHARING ARTWORK

## SHARING ARTWORK

It is common to receive request from our master distributors for artwork files. Use the guidelines below to handle any requests.



### Product Photography

It is acceptable to share product photography with partners who request it.



### Lifestyle Imagery

Do not share lifestyle imagery with our third-party partners. Sharing lifestyle imagery can dilute our brand equity, and some of our stock photography licenses prohibit sharing images outside the company.



### Native Artwork

We NEVER share native artwork with any of our third-party partners. Please refer any partner looking for printed collateral to our *Pentair On Demand* service.

# SOCIAL MEDIA

Please note, any misuse of the Pentair or Everpure logos is unauthorized and an infringement of Pentair's intellectual property. Any social media pages that misuse these logos can, and will be, taken down by Pentair's legal team until the issue is resolved. Should you have any questions, please contact your sales representative.

## CORRECT

- ✓ • Refer to your company as an authorized dealer of Everpure products
- ✓ • Use the third party Pentair branded logo with your dealer logo

### AUTHORIZED RESELLER



### EVERPURE

- ✓ • Defer to your Pentair Everpure sales representative for details regarding trademark and logo usage

## INCORRECT

- ✗ • Use the Pentair logo in any format unless authorized by Pentair legal team
- ✗ • Use the Everpure logo on social media/website/marketing collateral unless approved by Pentair legal team
- ✗ • Stretch or modify the third party Pentair branded logo in any way



**WATER QUALITY SYSTEMS**

5730 NORTH GLEN PARK ROAD, MILWAUKEE, WI 53209

P: 262.238.4400 | F: 262.238.4404

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CUSTOMER CARE: 800.279.9404 | [tech-support@pentair.com](mailto:tech-support@pentair.com)

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