



Style Guide



Sustainably Inspired

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.



The background of the slide is a dynamic, high-speed photograph of water splashing, creating intricate patterns and droplets. The color palette is dominated by various shades of blue, from deep cerulean to bright cyan. A large, semi-transparent green circle is positioned on the left side of the frame, partially overlapping the water splash. The text is centered within this green circle.

The 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

PRIMARY ZURN ELKAY WATER SOLUTIONS LOGO



ZURN ELKAY LOGO



CLEAR SPACE AND MINIMUM SIZE

It is important not to crowd the Zurn Elkay 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 1.75" / 125 pixels in width.

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
- The same perimeter should be applied whether it is a digital or physical application

CLEAR SPACE



MINIMUM SIZE



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.

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 logo colors



DO NOT:
Add a drop shadow to the logo



DO NOT:
Infringe upon the Clear Space



DO NOT:
Distort or Stretch the logo



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



DO NOT:
Place the 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.

LINEAR

Sustainably Inspired

STACKED

**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



ALIGNMENT



ZURN ELKAY LIMITED USE LOGOS

In certain circumstances, such as limited space, there is a Zurn Elkay logo without the Water Solutions typography and a logo without this typography and the swoosh. These should only be used in limited situations where size is restricted. The preferred version of the logo is the Zurn Elkay Water Solutions logo with the swoosh.

ZURN ELKAY LOGO WITHOUT THE WATER SOLUTIONS TYPOGRAPHY



MINIMUM SIZE

ZURN ELKAY

0.8"
76 pixels

ZURN ELKAY LOGO WITHOUT THE WATER SOLUTIONS TYPOGRAPHY AND THE SWOOSH



MINIMUM SIZE

ZURN ELKAY

0.8"
76 pixels



Brand Signatures

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.

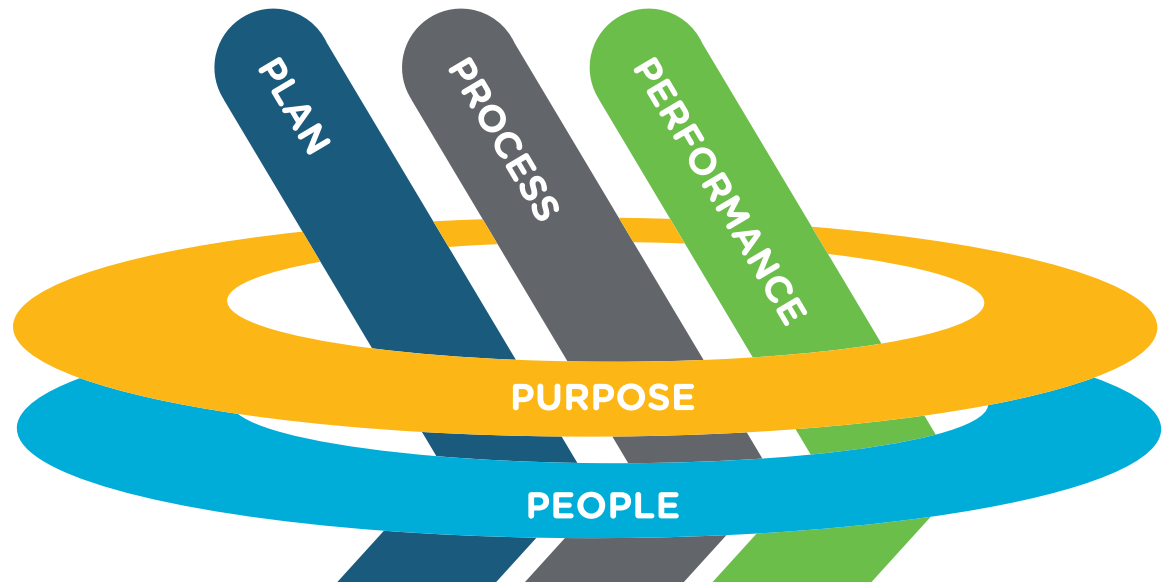
To maximize impact:

- 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

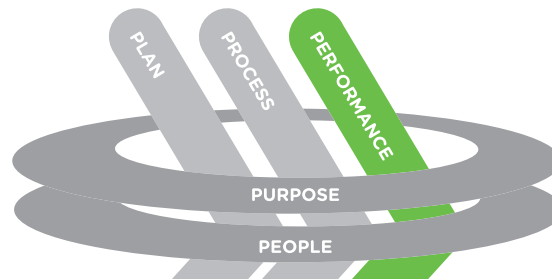
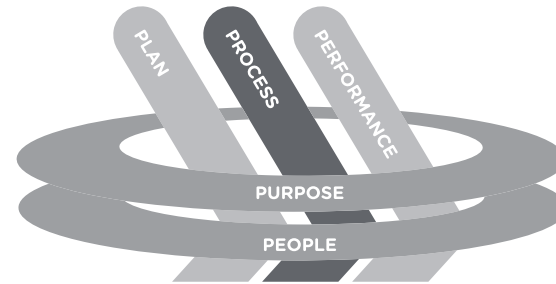
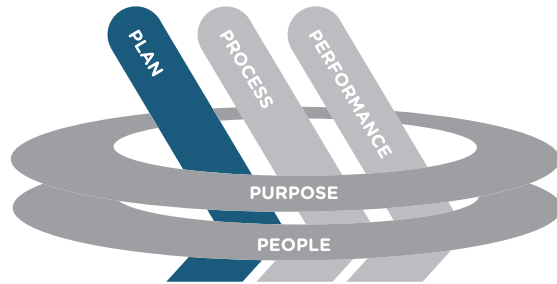
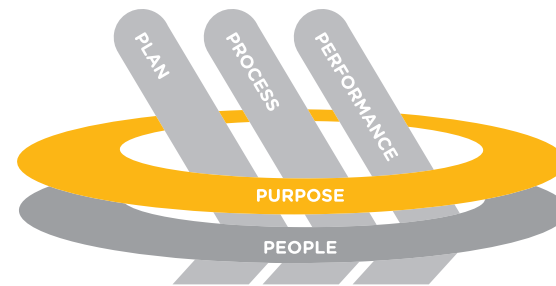
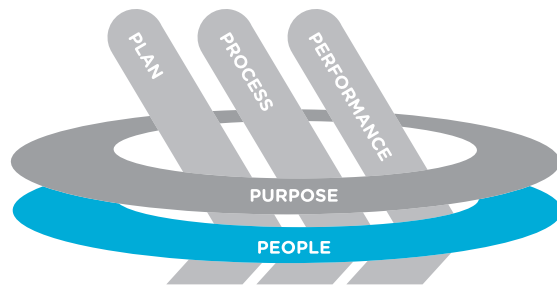


Corporate-level Assets

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 BUSINESS SYSTEM BREAKDOWN GRAPHICS



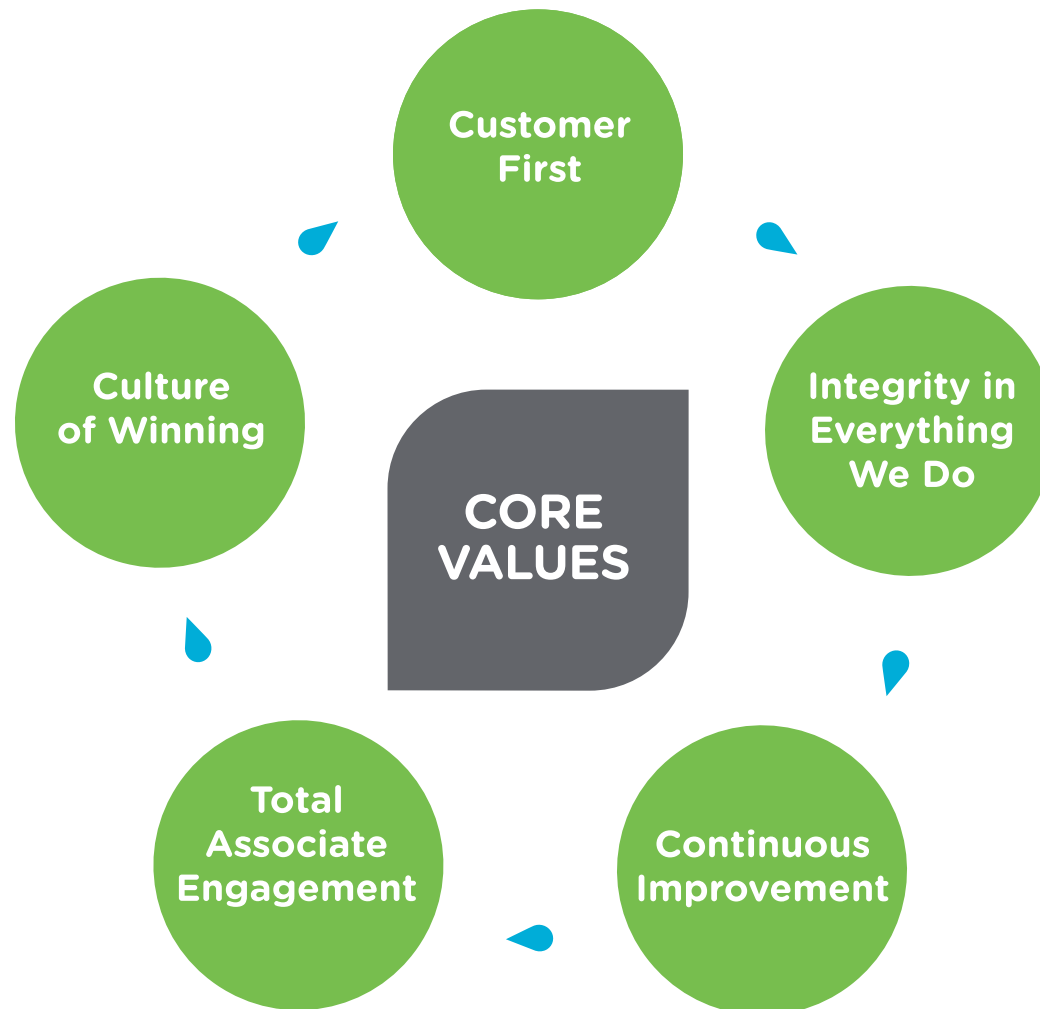
Corporate-level Assets

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.

ZURN ELKAY WATER SOLUTIONS CORE VALUES



Expertise Areas

ZURN ELKAY WATER SOLUTIONS

EXPERTISE AREAS

To signify the expertise areas within Zurn Elkay Water Solutions, we use the signature system illustrated below. The four current areas are Hygienic & Environmental, Flow Systems, Water Safety & Control and Drinking Water. Corporate Marketing regulates where these signatures should be used.

EXPERTISE AREAS



Hygienic & Environmental



Water Safety & Control



Flow Systems



Drinking Water

The background of the slide is a close-up photograph of green grass blades. Several blades are in focus, showing fine details of their texture and veins. Numerous clear water droplets of various sizes are scattered across the blades, some appearing to be in motion or about to fall. The lighting is bright, creating a soft, natural atmosphere. A large, semi-transparent blue circle is overlaid on the left side of the image, partially covering the grass blades. The text 'Visual Elements' is written in white, sans-serif font within this blue circle.

Visual Elements

PRIMARY COLORS

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

PRIMARY COLOR PALETTE



ZURN ELKAY SLATE

PMS: Cool Gray 10
CMYK: 62.53.48.20
RGB: 99.102.105
HEX: #636569

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

ZURN ELKAY NAVY

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

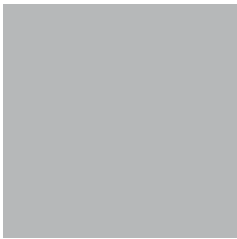
SECONDARY COLORS

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

SECONDARY COLOR PALETTE



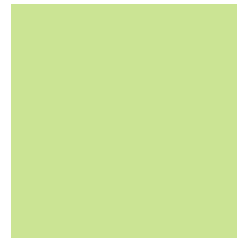
ZURN ELKAY CLOUD

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 FOREST

PMS: 2464
CMYK: 51.9.79.3
RGB: 132.178.97
HEX: #84B260



ZURN ELKAY WARM RED

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



ZURN ELKAY SUNSHINE

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



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 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

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

GOTHAM ROUNDED

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
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 Bold Italic
Gotham Narrow Black
Gotham Narrow Black Italic

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

TYPOGRAPHY (IN USE)

For all headlines and subheads, Gotham Narrow 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 Narrow 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 Narrow Book

HEADLINES IN GOTHAM NARROW MEDIUM ALL CAPS

Headlines in Gotham Narrow Book

HEADLINES IN GOTHAM NARROW MEDIUM ALL CAPS

SUBHEAD LINES

Subhead lines set in Gotham Narrow Book

SUBHEAD LINES SET IN GOTHAM NARROW BOLD ALL CAPS

Subhead lines set in Gotham Narrow Book

SUBHEAD LINES SET IN GOTHAM NARROW BOLD ALL CAPS

Subhead lines set in Gotham Narrow Book

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 be set in Black, too, and can appear in white over a color or image.

TYPOGRAPHY (INTERNAL USAGE)

In circumstances where Gotham is not available, such as in Microsoft® Office, Arial should be used. Generally, this is for internal usage only and all professional consumer-driven materials should use our corporate font Gotham Narrow.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

TYPEFACE WEIGHTS

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

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, lakes also and waterfalls can be used throughout communication materials.

Images are available on our employee intranet – ZE-net.

SUSTAINABLY INSPIRED EXAMPLES



CLEAN WATER IMAGERY

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

Images are available on our employee intranet - ZE-net.

CLEAN WATER EXAMPLES



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. **Images are available on our employee intranet - ZE.net.**



PEOPLE AND PRODUCT IMAGERY EXAMPLES



PEOPLE AND PRODUCT IMAGERY EXAMPLES



PRODUCT IMAGERY

Photography and computer-generated imagery (CGI) are used to show our products. Studio images and CGI are shot primarily from the front, as well as a side angle. It's important to collect a minimum of two angles of each product. Products should appear on white backgrounds. A clipping path, alpha channel, or transparent background must be provided in all product images. A slight cast shadow that anchors the product to the background should be built as a separate layer that can be turned on or off in the images.

Images are available on our employee intranet - ZE.net.

PRODUCT AND CGI 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



SUPPORTING DROPLET VISUAL ELEMENT

Our supporting Droplet Visual Element is derived from the two drops that form the letter Z. They are a key part of our visual identity, helping to convey our commitment to water (blue) and the environment (green). The distinct shape of the drop is a graphic element that can be used as a design element, but it never replaces the logo.

The drops are used to convey that water is at the core of our business. The colors symbolize water and land while the curved lines reflect nature and express the fluid movement of water.

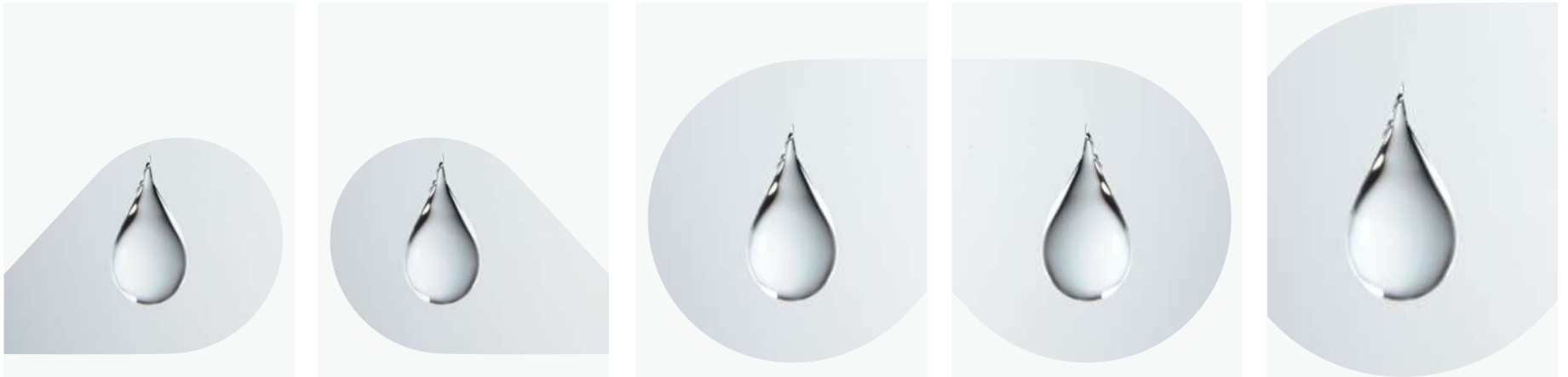
SUPPORTING DROPLET VISUAL ELEMENT EXAMPLES



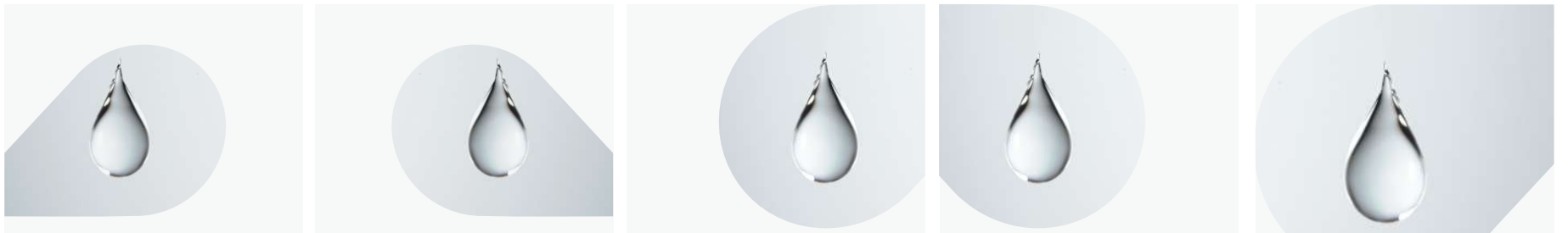
SUPPORTING DROPLET VISUAL ELEMENT

There are a number of portrait and landscape formats which use the supporting Droplet Visual Element in different sizes, as illustrated below. This provides both a unified corporate look and feel, yet also allows for creativity and the flexibility in the presenting of other information such as headlines, supporting copy or icons.

PORTRAIT FORMATS



HORIZONTAL FORMATS



A hand is shown holding a small amount of water in a blue ocean. In the background, there are mountains under a clear sky. A large green semi-circle is overlaid on the right side of the image, containing the text 'Brand Voice'.

Brand Voice



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.



Visual Examples

zurn ELKAY
WATER SOLUTIONS



Sustainably Inspired

zurN ELKAY
WATER SOLUTIONS



Sustainably Inspired

Touchless and smart technologies are no longer optional.



SUBHEADING GOES HERE

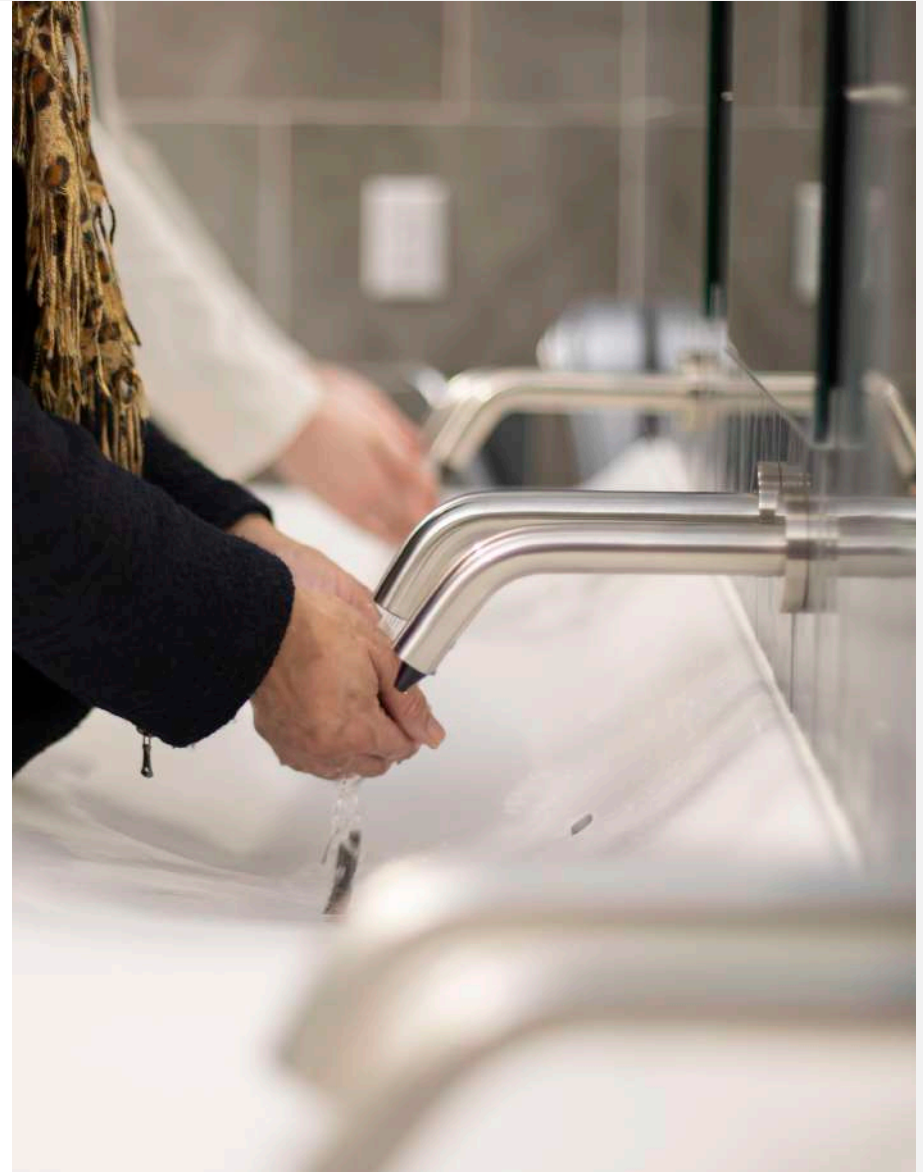
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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SUBHEADING GOES HERE

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LOOK INSIDE THE TECHNOLOGY

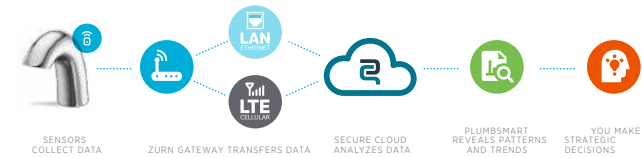
Zurn Smart Products monitor and track performance data, such as water usage, disruptions and cycle counts, using sensors. That collected data communicates via the built-in LoRa radio system. Unlike other "smart" technologies, your entire Zurn Smart Products portfolio syncs within a 1,000-foot spherical radius to your single Zurn Gateway.

From there, the LAN or LTE connection transports the product data to a secure Zurn Cloud. The Cloud analyzes your data to deliver real-time insights to plumbSMART™.

Facilities managers and maintenance personnel receive alerts via email, text and/or push notifications based on their customizable parameters and permissions.

Once it gets to your hands, you can dive deeper to uncover patterns and trends over time. You will go from guesstimating to strategic decision making.

CONNECT THE DOTS TO DECISIONS



LTE charges will apply to basic plans.
plumbSMART is free-to-connect to a basic plan with an option to upgrade to a premium plan.



Sustainably Inspired



Sustainably Inspired

correspondence using the Zurn letterhead.
coordinated look in all communications,

2 1/4" from the top edge of the sheet.
ion. The salutation will be placed two line
ly of the letter. Paragraphs are typed

Date 01, 2021

Mr. John Sample
Communications Manager
Company Name
Street Address
City, State 12345-0000

Dear Mr. Sample:

This letter demonstrates the body copy format for correspo
following this format, you will help ensure that we present
contributing to a unified image for our organization.

Establish a margin for the letter 1" from the left. Position the
Leave one line space between the date and the address info
spaces below the address. Leave one line space and start th
one line space apart with no first-line indentations. All text

Maintain one line space between the body of the letter and
spaces for the signature, followed by the name and title. Th
spaces below the name and title.

Sincerely,

Jane Exhibit

Jane Exhibit
Director

Enclosure:



Zurn Elkay Water Solutions Corporation | 511 W. Freshwater Way | Milwaukee, WI 53204

Mr. John Sample
Communications Manager
Company Name
Street Address
City, State 12345-0000



Zurn Water Solutions | 511 W. Freshwater Way | Milwaukee, WI 53204

Mr. John Sample
Communications Manager
Company Name
Street Address
City, State 12345-0000

Zurn Elkay Water Solutions Corporation | 511 W. Freshwater Way | Milwaukee, WI 53204



WATER SOLUTIONS

Jane Doe
Marketing Manager
T. 123.456.7890
C. 123.456.7899
jane.doe@zurn.com

Zurn Elkay Water Solutions
511 W. Freshwater Way
Milwaukee, WI 53204
zurn-elkay.com

Sustainably
Inspired

FOR FURTHER INFORMATION

Questions about the brand marks/service contact Zurn Elkay Marketing.

Questions about Zurn Elkay Water Solutions (company mark) contact Corporate Communications.