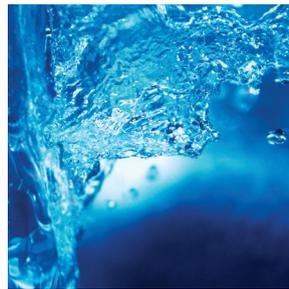
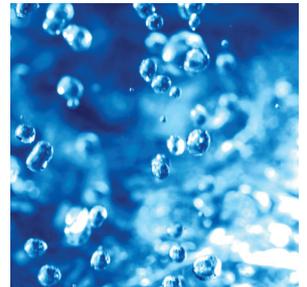




BRAND GUIDE

Defining the LWG Zurn Corporate Identity



Guidelines for LWG Zurn & Zurn Brand Standards

Marketing Communications Mission

Building a recognisable and consistent LWG Zurn brand nationwide.

Remaining true to the Zurn branding principles set out within the Zurn Brand Guide.

Introduction

The LWG Zurn and Zurn Industries logos and brands are the vehicle for presenting the Company to our customers, vendors, and industries we serve. It is important that we do so in an integrated and easily recognisable manner.

The purpose of this guide is to provide you with a resource for ensuring that all of our internal and external communications and any usage of our brands are prepared and presented in a professional, uniform fashion.

Maintaining and communicating our corporate identity is everyone's job. This tool will help ensure we are all doing so in the right way.

If you have any questions or encounter a situation not covered in this guide, please do not hesitate to contact the LWG Zurn Marketing Department.

Contents

[Logo Usage](#)

[Logo Size](#)

[Logo Colours](#)

[Correspondence](#)

[Presentations](#)

[LWG Zurn in Words](#)

[Standard Formatting](#)

[Typography](#)

[Packaging](#)

[Glossary](#)



Logo Usage

LWG Zurn Australia P/L, a subsidiary of Zurn Industries, LLC., is visually represented by the LWG Zurn logotype.

If you should require a logotype for any purpose, please contact the LWG Zurn Marketing Department who will forward you the logotype in the file type most appropriate for your needs.

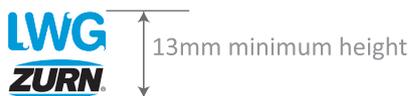
The LWG Zurn logo, the Zurn logo, and its marks or trademarks are not to be used by any other company, vendor, or distributor without review and express permission from LWG Zurn Marketing. Please contact the LWG Zurn Marketing Department with any questions.

A trademark is a word or design mark used to designate a product or a line of products.

Brand trademarks represent valuable assets of the company. They indicate not only the origin of the products on which they are used, but also the reputation of the producer. Their value grows with proper usage.

Logo Usage

To ensure that the LWG Zurn and Zurn logos are always legible and accurately reproduced, a minimum size has been determined. Never reproduce the LWG Zurn logo less than the size shown. There is no maximum size.



Correct Usage



Logo is proportioned correctly, with no distortion. Zurn logo is correctly shown with Register mark. For additional guidelines on use of the Zurn logo please refer to the full Zurn Brand Guide



Logo may be used in a horizontal format. Height must be no less than 5mm.

Incorrect Usage



Logo is distorted



Logo is all blue. It can be white, black, blue/black or blue/white. See next page.

Common Mistakes

- A logo is a graphic element and is NOT to be used in a sentence or headline. It must always stand alone.
- Do not condense, stretch, or distort any of the logo elements. HINT: to maintain proportionality of graphics, press shift while dragging one of the image corners.
- Do not change the proportions of any of the logo elements.
- Do not use any portions of the logo or icon in a manner not already discussed.

Logo Colours & Acceptable Use

Where possible, the LWG Zurn logo should be displayed in its original colours. However, where it is not possible to correctly reproduce the logo in its original format one of the following colour variations may be used instead:

Preferred Usage - Vertical



Spot Colour	Pantone Process Blue
CMYK	C: 100 M: 13 Y: 1 K: 2
RGB	R: 0 G: 153 B: 216
HEX	#0099D8

Horizontal Usage



Single Color, Light/White Background



Two Color, Dark/Black Background



Single Color, Dark/Black Background



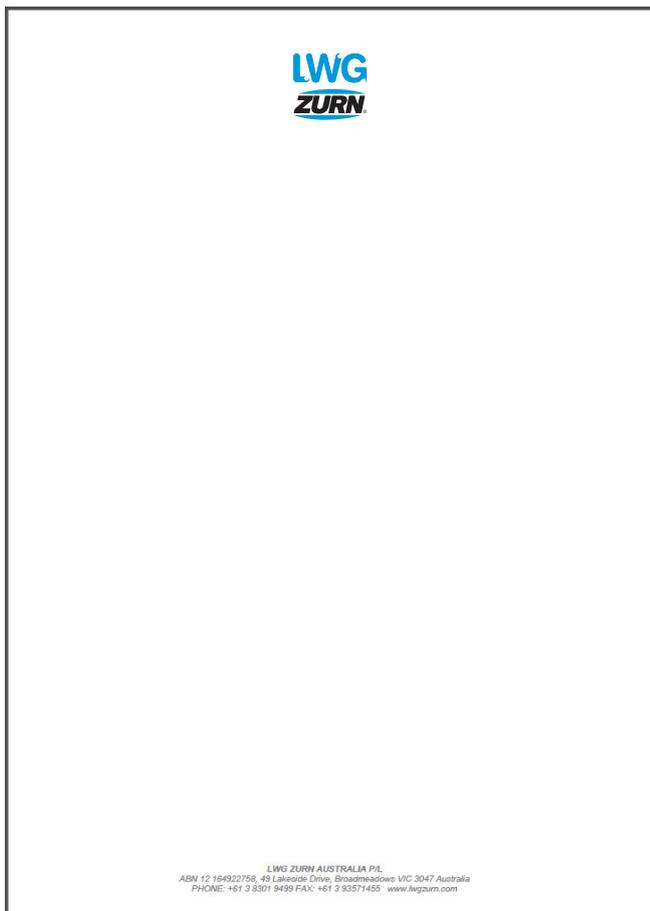
Correspondence

Business correspondence and other administrative materials have high day-to-day visibility, and their appearance greatly influences perception of the company's name. Well-designed, graphically consistent business correspondence and other administrative materials create and reinforce positive impressions of products and services.

Electronic Documents

LWG Zurn associates should not self-create electronic versions of LWG Zurn & Zurn correspondence materials for Zurn legal entities. Electronic templates for LWG Zurn & Zurn letterheads are available on the Zurn internal directory or by request.

These templates can be easily customized to reflect your business unit, address, and phone numbers.



LWG Zurn Letterhead

Correspondence

Business presentations are the best opportunity we have to convey our product and corporate capabilities to customers and prospects. Doing so in a consistent, visually appealing manner is important. It conveys that the organization presenting the material is professional and competent, and that the information being presented is worth paying attention to.

PowerPoint Templates

There are two approved electronic, PowerPoint templates available for LWG Zurn presentations. LWG Zurn associates should not self-create electronic versions of LWG Zurn PowerPoints for Zurn legal entities. The approved electronic templates are available on the Zurn directory, or by request.



LWG Zurn PPT example pages



LWG Zurn in Words

A 25-word Description of LWG Zurn Australia

LWG Zurn Australia is a recognized leader in commercial & specialised plumbing products. LWG Zurn delivers sustainable building solutions for new construction and retrofit applications.

A 50-word Description of LWG Zurn

LWG Zurn Australia is a recognized leader supplying commercial & specialised plumbing products to the Australian market. LWG Zurn are excited to be at the forefront of delivering innovative and performance driven Zurn and LWG Zurn products focused on water conservation, water control, water safety and hygiene, and water comfort.

Standard Formatting

Bulleted lists

When using a bulleted list, always capitalize the first word (unless branded with a lowercase first letter, i.e. iView or myRexnord.com). The bullet point does not require closing punctuation unless the point consists of multiple sentences, in which case the final sentence warrants punctuation.

For example:

- A single sentence as a bullet point does not need a period
- This bullet point consists of multiple sentences. When this occurs, the closing sentence requires closing punctuation.

Comma Usage

Zurn has adopted the practice of always using a comma between all items in a series, including the last two. This avoids the problem of situations in which, if you don't use the comma (especially when a list is complex or lengthy), the last two items in the list will sometimes be viewed together instead of separately. Considerable research and discussion preceded this decision and it was felt to be the best practice to eliminate confusion and create consistency, especially working with so many different styles of copywriting.

Standard Formatting

Standard Signature Block for Correspondence

Name

Title

LWG Zurn Australia P/L

LWG Zurn Business Operation (i.e. Queensland - Sales, Head Office - Finance, Head Office - Marketing, etc.)

For example:

Mary Smith

National Marketing Coordinator

LWG Zurn Australia

Head Office - Marketing

Phone Numbers

- Do not place area code in parentheses
- Use hyphens to separate numbers
- No need to include the number 1 before the area code (unless necessary to denote Country Code)

Email Signature

The example below shows how to format your email signature. You may alter the email signature on your cell phone if desired.

Name

Title

Company Name | Department or Division

Phone: XXX-XXX-XXXX | Fax: XXX-XXX-XXXX | Email firstname.lastname@zurn.com

For example:

Mary Smith

National Marketing Coordinator

LWG Zurn Australia P/L | Marketing

Phone: 03 8301 9499 | Fax: 03 9357 1455 | mary.smith@lwgzurn.com

NOTE: Mary Smith is an example only and the email address above does not exist.

Typography

Our written communications are often the primary way our customers see LWG Zurn. It is therefore a key component of our identity.

Consistent typography is essential to this. LWG Zurn's preferred typeface is Calibri. It is the font used in our business cards, advertisements, and product/corporate literature. When Calibri is not available, Arial is an acceptable alternative for Word documents, PowerPoint presentations, and correspondence.

Calibri - Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri - Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Calibri- Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri - Light Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Calibri - Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Calibri - Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Packaging

Packaging is often the first impression a customer may have of our company. It is therefore crucial that our visual communication reinforces our identity.

Standard LWG Zurn packaging design (including boxes, labels, bags, etc.) should always be approved by LWG Zurn Marketing.

LWG Zurn associates should not self-create any type of packaging. Requests for packaging can be made to the LWG Zurn Marketing Department.

Glossary of Terms

File Formats and Extensions

File format

A particular way that information is encoded for storage in a computer file.

File Extension

The suffix at the end of a filename, which indicates the type of file it is.

EPS or .eps

Encapsulated PostScript. A standard file format for importing and exporting PostScript files. An EPS file usually contains a vector graphic (see vector graphic in the General Glossary).

JPEG or .jpg

Commonly used method of lossy compression for digital photography. JPEG compression is used in a number of image file formats and is the most common image format used by digital cameras and other photographic image capture devices and is most common format for storing and transmitting photographic images on the Web (see lossy compression in the General Glossary).

PNG or .png

Portable Network Graphics. A bitmapped image format and video codec that employs lossless data compression. PNG was designed for internet image transfer and is therefore not suitable for professional-quality print graphics as it does not support non-RGB color spaces such as CMYK. PNG offers a variety of transparency options.

Tiff or .tif

Tagged Image Format. A file format for storing images that is widely supported by image-manipulation applications, publishing and page layout applications, scanning, and other applications.

Commonly used software and programs

Adobe Photoshop

Graphics editing program used for editing and manipulating photos and creating graphics

Adobe Illustrator

Vector graphics editor used to create illustrations and logo graphics.

Adobe Indesign

Computer application for creating and editing page layouts.

Color Models

CMYK

Also known as process color or four color. A color model used in printing, and is also used to describe the printing process itself. Refers to the four inks in some color printing: cyan, magenta, yellow, and key (black).

rGB

An additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. Typical RGB output devices are computer monitors, televisions, video projectors, etc.

Pantone Matching System (PMS)

A proprietary color space used primarily in printing. The Pantone Color Matching System is largely a standardized color reproduction system. Pantone colors are described by their allocated number, for example, PMS130.

General Glossary

background

The area surrounding an image.

baseline

The alignment point of letterforms along their bottom edges.

bitmap

Also known as raster graphics image. A data structure representing a generally rectangular grid of pixels viewable via monitor, paper, or other display medium. Technically characterized by the width and height of the image in pixels and by the number of bits per pixel.

bleed

To reproduce so the image continues off the format.

brand or brand mark

Synonym for word mark or design mark.

capital height

The vertical dimension of an uppercase letter measured from its top to its base perpendicular to the baseline.

capital letter

A large or uppercase letter as distinct from a lowercase letter in the alphabet.

communicative name

the informal name of the Company or one of its organizational elements, used in conversation, copy, and graphic signatures. It does not contain legal terms such as "Company," "Inc.," or "Ltd." (for example, the communicative name of LWG Zurn Australia P/L is "LWG Zurn").

condensed

Having the characteristic of type compressed in width.

flush left

Aligned at a common left margin (See visually flush left.)

format

An area in which elements of identification, such as graphic signatures and other graphic and typographic elements, are placed.

four-color process

A method of reproducing full color by separating the desired colors into screen values of the primary ink colors – magenta, cyan, yellow, and black, and printing them in combination.

generic name

A name consisting of common words not protected by trademark registration.

graphic support

a visual element used in a layout to enhance the verbal message conveyed in a graphic signature or other typography such as a title or headline (for example, a photograph, an illustration, a thematic graphic, the Dynamic Monogram)

grid

An underlying structure used to organize elements in a layout.

italic

Having the characteristic of type with main strokes slanting to the right.

layout

The arrangement of graphic and typographic elements.

Glossary of Terms cont'd.

legal name

The formal name under which the Company or one of its organizational elements operates as a lawfully registered business, generally used in media only when required by law, such as in the address block on letterheads and in contracts, proposals, and agreements. A legal name often contains legal terms such as "Company," "Inc.," or "P/L."

letterspacing

The space between letters in a word.

line spacing

The space between lines of typography.

lossless data compression

A class of data compression algorithms that allows the exact original data to be reconstructed from the compressed data.

lossy compression

Data encoding method which compresses data by discarding (losing) some of it. Aims to minimize the amount of data that needs to be held, handled, or transmitted by a computer.

Most commonly used to compress multimedia data (audio, video, still images).

lowercase letter

A small letter as distinct from a capital letter in the alphabet.

margin

The area in a format usually kept clear of running text.

match color

A color reproduced using a specially mixed ink instead of four-color process.

media

Forms of communication.

permanent media

Forms of communication that do not convey changing promotional messages and are therefore designed once and reproduced without significant change (for example, stationery, business forms, signs, vehicles, product identification, shipping cartons).

pica

Basic typographic unit of measure equal to 1/6 inch.

pixel

A single point in a raster image, or the smallest addressable screen element in a display device.

point

Smallest typographic equal to 1/12 pica.

positive

Being dark in value against a light background.

promotional media

Forms of communication that are frequently redesigned to convey changing messages (for example, advertising, print, sales promotion, packaging).

® symbol (registered trademark symbol)

The letter R within a circle (®) used to indicate that a trademark or service mark is registered.

ragged right

Typeset so two or more lines of typography are not aligned at the right margin.

reverse

Being light in value against a dark background.

roman

Having the characteristic of type with main strokes perpendicular to the baseline.

sans serif

having no serifs.

screen

A device used in printing to decrease color intensity by reproducing fine dots of the color, specified as a percentage of the selected color (for example, a 30 percent screen of black simulates a medium grey).

serif

Having a fine line finishing off the main strokes of a letter .

stroke

An element of a typographic form, usually drawn in one movement (for example, the letter "M" consists of four strokes).

™ symbol (trademark symbol)

The capital letters (™) used to indicate that a name or design is claimed as a trademark.

thematic graphic

An image suggesting an idea about the Company or its organizational parts, used in promotional media.

trademark

A word mark or design mark used to designate a product or a line of products.

trade name

A word or phrase used in a trade to designate a business or firm rather than individual products or services.

uppercase letter

A large or capital letter as distinct from a lowercase letter in the alphabet.

vector graphic

The use of points, lines, curves, and shapes, which are all based on mathematical equations, to represent images in computer graphics. Vector graphic drawing software such as Adobe Illustrator is used for creating and editing vector graphics.

value (of a color)

The relative darkness or lightness of a color.

visually flush left

Aligned at a common left margin so that forms that do not have straight, vertical left sides are placed slightly into the margin to give the appearance of alignment at the correct point.

weight

The boldness of a typographic element such as a letter or a line, measured according to the thickness of its main strokes.

word spacing

The space between words.

For any questions

Please contact the LWG Zurn Head Office

LWG Zurn Marketing Department

LWG Zurn Australia P/L

Phone: 03 8301 9499

Fax: 03 9357 1455

49 Lakeside Drive, Broadmeadows Vic. 3047