



IDENTITY GUIDELINES

COLOR CONSISTENCY

It is important that our brand colors look consistent across all media. To help achieve this, color references are listed below in PANTONE®, CMYK, RGB and Hex.

When our brand colors are used on-screen they should visually match our printed colors as closely as possible. Use the RGB (red, green, and blue) breakdown or Hex value indicated here for screen applications to minimize variation of colors, as screens will vary in hue and density across platforms.

Important note: For materials that are professionally printed, always strive to match colors to the match (or spot) colors listed here, using PANTONE® professional reference color chips and formula guides.

Never match to the colors as they appear on-screen/monitor or color printouts from desktop printers.



PROFESSIONAL PRINTERS (Uncoated stock)

PANTONE®: Reflex Blue U

PROFESSIONAL PRINTERS (Coated stock)

PANTONE®: Reflex Blue C

DESKTOP PRINTERS

CMYK: 74, 83, 2, 0

ON-SCREEN

RGB: 37, 17, 167

CMYK: 96, 98, 0, 0

HEX: #130F8E

WATER TENDER LOGO

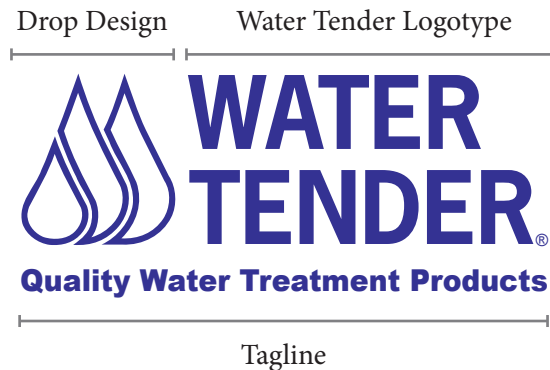
OVERVIEW

The Water Tender product line includes downflow regenerating water softeners with time clock, downflow regenerating water softeners with meter, upflow regenerating water softeners, backwashing acid neutralizers, backwashing iron filter, backwashing sulfur filters, backwashing turbidity filters, backwashing carbon filters, and upflow acid neutralizers.

The Water Tender logo is used across a variety of applications, from literature to product packaging and labels. These guidelines are for use by Milby Company and any companies that handle Water Tender products to correctly represent our brand across all forms of media.

WATER TENDER LOGO

The Water Tender logo consists of the water drop design and Water Tender logotype. Never alter, separate or modify the logo except for approved variations.



WATER TENDER LOGO

LOGO VARIATIONS

The preferred Water Tender logo is the full color version displayed in Pantone Reflex Blue U. This logo should be used whenever possible.



Special applications may require the use of a one color solid black logo version.



The Water Tender logo without tagline may be used on certain internal forms and documents.



LOGO USAGE AND BACKGROUNDS

The Water Tender logo may be placed on

- A white background (Preferred)
- A black or solid color background
- A background image as long as legibility is not diminished

On the right are examples of acceptable uses of the logo on specified backgrounds.

White Background



Dark Background



WATER TENDER LOGO

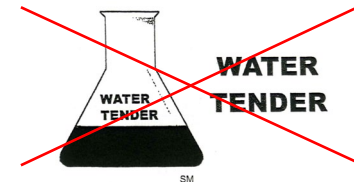
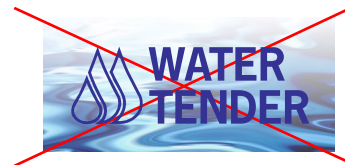
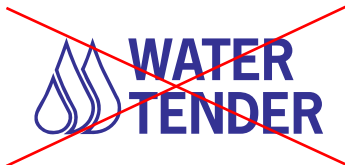
PREFERRED SIZES

The proportions of the logo should always remain consistent and true to the original form. Never stretch, skew or distort the logo in any way. The minimum size for the Water Tender logo to be displayed on any printed materials is 1.25" and 150 pixels for online applications.



INCORRECT LOGO USAGE

Correct and consistent use of the preferred logo and its approved variations is an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity of the company, the use of each element has been carefully defined. Do not alter, redraw or add any additional words or graphic elements to the approved logos.



WATER TENDER PRODUCT LINES & COLORS

Water Tender products are divided into product lines. Each category is assigned a specific color, the appropriate color should be consistent across all media. For accent colors, use a 60% tint.

