

A dynamic splash of clear blue water against a white background, with numerous bubbles rising from the base of the splash. The water surface is curved and textured with ripples.

**SLOAN**®

Water Connects Us®

Brand Guidelines

## Water Connects Us<sup>®</sup>

Every day around the world, Sloan products connect the systems that manage our planet's most precious resource.

## Our Mission

We want to passionately preserve the environment.

## Our Vision

Lead the global market in smart restroom solutions focused on health, wellness, and sustainability.

## Our Promise

Intelligent solutions that deliver higher standards of performance and responsibility.

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Logo Standard Version



.75"  
Minimum logo size

Logo Tagline Version



Water Connects Us®



Water Connects Us®  
1.125"

Minimum logo size with tagline

SLOAN logo throughout history—

more *SLOAN Flush VALVES*  
are sold than all other makes combined

**S** SLOAN VALVE COMPANY  
10500 Seymour Avenue, Franklinton Park, IL 90131

**SLOAN** FLUSH VALVES

**SLOAN**

**SLOAN**

**SLOAN**

## Logo Clear Space



### Ample clear space preserves our brand signature.

Our logo is always surrounded by a unit of clear space defined by the mark itself. The "S" in the Sloan logo becomes a buffer for a logo of any size. It is also used in the same manner around the version of our logo that has a tagline.

## Logo Primary Marks in Application



Primary Logo - Blue and Green



Reverse Logo - White and Green



### Simple. Clean. Consistent.

Our logo will appear in blue and green; or when used on a color or dark image, reversed to white and green. The two versions can be consistently applied to all types of backgrounds. The black only version is a secondary option for limited printing capabilities or co-branding opportunities that have strict color requirements.

## Trademark, Logo and Image Usage and Requirements:

These guidelines are designed to ensure the use of our brand assets consistently and correctly. On the following pages you'll find common uses of Sloan's brand assets, including trademarks, logos and images. Please apply these guidelines carefully and contact Sloan's marketing department with any questions at: [marketing@sloan.com](mailto:marketing@sloan.com).

### Guidelines are as follows:

- Only use artwork files (e.g. logos, images, etc.) provided by Sloan
- The trademark or registered trademark should have the appropriate™ or® symbol
- Use the symbol in connection with the first and most prominent usage on each page of printed or digital material including a website page
- Accompany the mark or image with an acknowledgement of Sloan's ownership, so long as you have Sloan's written permission to do so

For example:

- Sloan® is a registered trademark of Sloan Valve Company.
- Sloan® and Water Connects Us® are registered trademarks of Sloan Valve Company.
- Sloan® is a registered trademark of Sloan Valve Company and is used with permission. (i.e. if you have Sloan's written permission)
- Royal® Flushometer image courtesy of Sloan Valve Company and is used with permission. Royal is a registered trademark of Sloan Valve Company.

**A THIRD PARTY MUST HAVE SLOAN'S WRITTEN PERMISSION TO USE SLOAN'S MARKS AND IMAGES. SLOAN RETAINS THE RIGHT TO REVOKE SUCH PERMISSION IN ITS SOLE DISCRETION. ANY UNAUTHORIZED USE OF A SLOAN PROPRIETARY MARK AND IMAGE MAY RESULT IN LEGAL ACTION.**

## Trademarks and Logos:

110®

186®

AER-DEC®

Any Application. Any Environment.®

Bak-Chek®

BASYS®

Clean Green®

Continental®

Courtesy Flush®

Crown®

Crown II®

Dolphin®

FLUSHMATE®

GEM-2®

Guildmark®

HEALTHMINDER®

Intelli-Flush®

Jetrinse®

MicroPlumb®

On-Q®

Optima®

Optima iq®

Optima Plus®

Optimix®

Optishield®

Para-Flo®

PERMEX®

Regal®

Royal®

Royal Classic®

Royal II®

Sloan®

SloanConnect<sup>SM</sup>

SloanStone®

SloanTec®


SOLIS®

Turbo-Flo®

UPPERCUT®

Water Connects Us®

Xpelor®

ACT--MATIC®

SLOAN ECOS®

GEM®

NAVAL®

**PWT**  
PROGRAMMED WATER TECHNOLOGIES



**SLOAN**

  
**SloanStone**

SMOOTH®

# Typefaces and Specifications

## Primary Typeface for Print:

**Display and Text:** Century Gothic, Regular

**Headers within Text / Emphasis:** Century Gothic, **Bold**

**Titling, Data, Quiet Emphasis:** Century Gothic, *Italic*

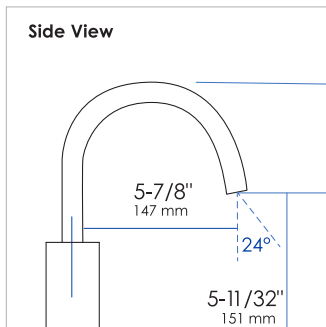
## Primary Typeface for Website:

Gotham Narrow

## Secondary Typefaces for Technical Illustrations:

**Headers:** Century Gothic, **Bold**

**Numerical Specifications:** Century Gothic, Regular



# Text Elements Usage

## Website:

Website should not include the “www.” : sloan.com

## Phone Numbers:

Phone numbers should always be formatted as: 800.XXX.XXXX

## Bullets:

Bulleted text can be used in two ways—

When running multiple bulleted words in rows use the “|” to separate them, for example:

Knowledgeable | Experienced | Clear |

When running bulleted words in columns use the “•” before each word or phrase, for example:

- Knowledgeable
- Experienced
- Clear



## Graphic Elements Color Palette

### Primary Colors

<p>White</p>	<p><b>Sloan Blue</b></p> <p>PANTONE 293 C</p> <p>CMYK 100/56/0/0</p> <p>RGB 0/112/255</p> <p>HEX 0070FF</p>
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### Secondary Accents

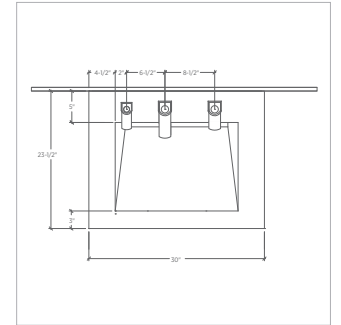
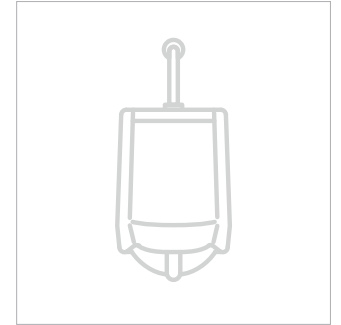
<p><b>Sloan Green</b></p> <p>PANTONE 375 C</p> <p>CMYK 56/0/89/0</p> <p>RGB 112/255/28</p> <p>HEX 70FF1C</p>	<p><b>Mid Blue</b></p> <p>CMYK 32/9/0/0</p> <p>RGB 173/232/255</p> <p>HEX A8487</p>
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### Neutrals + Tones

<p><b>Cool Gray</b></p> <p>CMYK 20/14/12/40 or 60% Black</p> <p>RGB 122/132/135</p> <p>HEX 7A8487</p>	<p><b>Light Gray</b></p> <p>CMYK 5/1/1/9</p> <p>RGB 220/230/230</p> <p>HEX DCE6E6</p>	<p><b>Mid Blue Tint</b></p> <p>30% Screen* of CMYK 32/9/0/0</p> <p>RGB 173/232/255</p> <p>HEX ADE8FF</p>	<p><b>Sloan Green Tint</b></p> <p>30% Screen* of CMYK 56/0/89/0</p> <p>RGB 112/255/28</p> <p>HEX 70FF1C</p>
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\* Sample opacity—  
recommended range 20-50%

# Graphic Elements Overview



Generous Use of White Space

Product Combinations

Contextual Photography

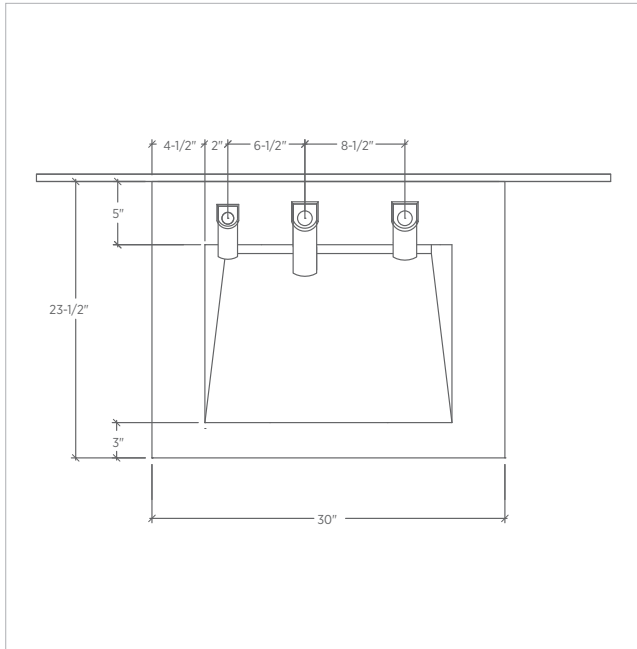
Product in Environment

Product Dioramas

Family + Technical Illustrations

## Graphic Elements Illustration

### Technical Illustration



#### Technical, but clear.

Technical illustrations use consistent line weights and simple forms. Clear views (front, side, top) are used to make all dimensions of a product understandable. Measurements are thoughtfully aligned. Line work should be straight with right angles whenever possible and use a subtle color that makes them secondary to other information.

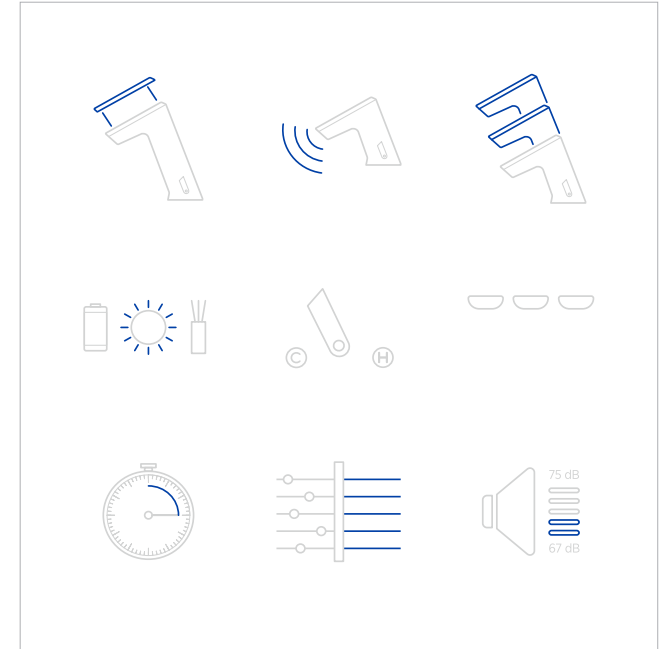
### Product Family Line Art



#### Simple forms to show a family.

Product families are presented in a cohesive set of line drawings that communicate basic form and options at-a-glance. CAD drawings created for manufacturing can be simplified, keeping the most essential lines that characterize a product. Only two weights of line are used - one for primary outline; and a second, thinner weight for subtle, but essential details.

### Iconography



#### Quick read.

Icons and illustrations can be used to quickly communicate concepts, or as a visual 'shorthand' for repeating information or specifications. Line work and forms should be simple and strong, leveraging our color and typographic palette for continuity across branded materials. Transparency can be used in moderation for depth and interest.



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