Water Connects Us®
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

SLOAN

Logo Tagline Version

SLOAN
Water Connects Us®

SLOAN logo throughout history—
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

[Images of Sloan logos in different colors and orientations]

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.

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®
Intell-Flush®
Jefrinse®
MicroPlumb®
On-Q°

Optima®
Optima IQ®
Optima Plus®
Optimix®
Optishield®
Para-Flo®
PERMEX®
Regal®
Royal®
Royal Classic®
Royal II®
Sloan®
SloanConnect™
SloanStone®
SloanTec®
SOLIS®
Turbo-Flo®
UPPERCUT®
Water Connects Us®
Xpelor®

ACT®-OMATIC®
SLOAN ECOS®

NAVAL®

SMOOTH®
Typefaces and Specifications

Primary Typeface for Print:
Display and Text: Century Gothic, Regular
Headers within Text / Emphasis: Century Gothic, Bold
Tiling, 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

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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

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>233 C</td>
<td>100/94/0</td>
<td>0/0/122</td>
<td>#0070FF</td>
</tr>
</tbody>
</table>

## Secondary Accents

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sloan Blue</td>
<td>233 C</td>
<td>100/94/0</td>
<td>0/0/122</td>
<td>#0070FF</td>
</tr>
<tr>
<td>Sloan Green</td>
<td>375 C</td>
<td>56/0/81/0</td>
<td>112/255/28</td>
<td>#00B800</td>
</tr>
<tr>
<td>Mid Blue</td>
<td>32/9/0/0</td>
<td></td>
<td>173/232/255</td>
<td></td>
</tr>
</tbody>
</table>

## Neutrals + Tones

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cool Gray</td>
<td>20/14/12/40 or 60% Black</td>
<td>6/1/1/9</td>
<td>122/132/135</td>
<td>#7A8467</td>
</tr>
<tr>
<td>Light Gray</td>
<td>220/230/230</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid Blue Tint</td>
<td>30% Screen of CMYK</td>
<td>32/9/0/0</td>
<td>173/232/255</td>
<td>#A0A0A0</td>
</tr>
<tr>
<td>Sloan Green Tint</td>
<td>30% Screen of CMYK</td>
<td>56/0/81/0</td>
<td>112/255/28</td>
<td>#00B800</td>
</tr>
</tbody>
</table>

*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

Electronic Sensor Faucet Solutions
24° 5-7/8" 147 mm
151 mm 5-11/32"
23-1/2"
3"
30"
8-1/2" 6-1/2" 4-1/2" 2"
5"
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 wherever 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.