EcoWater Systems
Visual corporate identity
2017 GUIDELINES
Updated: January 1, 2017
Contents

01/ Vision, Mission and Values of EcoWater Systems
   Why EcoWater Systems? .......................... 4

02/ Our Brand Voice
   Our core idea ..................................... 6
   Our brand position ............................... 7
   Our manifesto .................................... 8

03/ The Logo
   Definition of the logo ............................ 10
   Changes to the logo .............................. 11
   Uses and exclusion zone ....................... 12
   Color variations .................................. 13
   Use with a dealer logo ......................... 14
   Correct uses ..................................... 15
   Prohibited uses .................................. 16

04/ Placement and Use of the Logo
   Placing the logo on different support 19
   Placing the logo on different support 20

05/ Placement and Use of “Clean water. Green future.®” 21

06/ A Simple Approach to Headlines
   A Simple approach to visuals ................. 23

07/ Typefaces ...................................... 24

08/ Colors .......................................... 25
   Colors / Palette .................................. 26
   Colors / Color Values ........................... 27

09/ Photography ................................... 28
   People / Water Images ......................... 29
   People / Comfort images ...................... 33
   Simple Clean Water Images .................. 35
   Water / Caring images ......................... 39
   Performance / Laundry images .............. 42
   Place / Water images .......................... 45
   Healthy Food and Beverage images ........ 46
   EcoWater Product images .................... 48
   Images not to use .............................. 49

10/ Applications .................................. 50
   Applications / Folders .......................... 51
   Applications / Advertising .................... 52
   Applications / Presentation ................... 54
   Applications / Banners ....................... 55
   Applications / Administration ............... 56
   Applications / Invoice & quotes ............. 57
   Applications / Business card ................. 58
   Applications / Dealers business card ...... 59
   Applications / Email signature .............. 60
01/ Vision, Mission and Values of EcoWater Systems

VISION

EcoWater Systems provides innovative solutions that improve the quality of life for consumers and businesses by creating more comfortable, safer, healthier and energy efficient environments.

MISSION

- EcoWater designs, manufactures and services market leading, innovative solutions for the residential and commercial water treatment market.
- We focus on profitable growth through innovation, superior customer service, quality and commitment.
- We discover, develop and incorporate new, proprietary technologies into innovative products.
- We delight our customers by providing the highest value products and services through our dedicated employees and advanced engineering and manufacturing techniques.
- We maintain and strengthen our market position by providing exceptional customer service, superior quality and unsurpassed technical expertise.

VALUES

INNOVATION

- Innovation is at the heart of everything we believe and everything we do and is driven by our customer and market focus.
- We focus on anticipating tomorrow’s challenges today, to unlock new growth potential, create a sustainable competitive advantage and enhance our market position.

CUSTOMER FOCUS

- We leverage our competitive advantages in technology and innovation to exceed customer expectations.
- We strive to anticipate and satisfy our customers’ needs with profitable solutions.
- We are passionate about our customers’ success; we know that when they win, we win.
- We develop long-lasting customer relationships built on trust, sound business ethics, customer driven value and reliable service.
Why EcoWater Systems?

**EcoWater Offers the Best Technology**

- We invented the science of water softening.
- Our products increase the efficiency of appliances, save energy, protect your home investment and improve your daily life.
- Today, EcoWater is one of the world’s largest manufacturers of water treatment systems.
- We continue to lead the industry with game-changing, smart innovations.

**EcoWater Offers the Best Service**

- Our products are backed by a highly trained national network of water professionals.
- Our service earns the highest quality ratings.
- We focus on long-term relationships, and handle everything from tailoring our solutions to your needs to providing installation and maintenance services.

**EcoWater Offers the Best Fit for Your Lifestyle**

- Our solutions are built to meet the needs of customers today and tomorrow.
- Our products feature ergonomic software interfaces and appealing designs.
- Our technologies optimize product lifecycle and sustainability.
02/ Our Brand Voice

Our brand voice and behavior must:

- Establish EcoWater as a customer-centric, innovative, helpful solution provider.

- Assert our differences, competitive advantage and exude confidence.

- ECOWATER IS SMART:
  We are smart and offer smart solutions.
  We are leaders in:
  - Developing intelligent solutions.
  - Offering connected products.
  - Providing long term best buy.
  - Improving consumers’ quality of life.
  - Offering ecologically sound/green solutions.

- DESIGN MINDED
  We manufacture, sell and service complete systems, and take into account functional design as well as aesthetics.
  We are leaders in:
  - Taking end consumers’ needs into consideration.
  - Considering current and future needs.
  - Offering ergonomic software interfaces.
  - Optimizing the product lifecycle and sustainability.
  - Appealing design of products.
  - Easy installation and maintenance.

- PERFORMANCE
  We offer the best performing solutions.
  This means:
  - EcoWater offers the most efficient solutions.
  - EcoWater is at the forefront of technology that works.
  - Our goal is to improve the efficiency of your appliance, protect your home investment and improve your life.

- RELIABILITY
  We pride ourselves on delivering high quality, durable systems with solid and long term service options. This means:
  - National, stable and professional dealer network.
  - Repeatable and consistent performance.
  - Highest quality rate in market.
  - Long term partnership philosophy.
  - Compliance with local and global standards.
Our core idea

Our brand voice hinges on one clear and simple consumer benefit:

Your Water. Perfected.
Our brand position

Our brand voice speaks to the benefits that consumers enjoy when EcoWater transforms ordinary tap water with the power of leading-edge technology.

Not only is your water perfected, but so is almost every aspect of your life, from the performance of your appliances to the softness of your towels.

Our layouts feature multiple images and messages that bring to life one or more of the consumer benefits in each execution — from increased savings, to brighter clothes, to the peace of mind you get from our water specialists.
Imagine if you could perfect your life.

Imagine if your food and water could be better tasting.

Your skin softer and younger looking.

Your favorite clothes looking like new for longer.

Your dishes sparkling brighter than ever before.

That’s what can happen when EcoWater perfects your water.

EcoWater invented the science of water softening.

And we’ve been perfecting it ever since with game-changing innovations in water treatment.

We make everyday life better with solutions that are highly energy efficient, built to improve the performance of your appliances and protect your investment in your home.

Our national network of water professionals takes customer service to the next level.

We’ll tailor a solution to meet your unique needs.

And be there for you every step of the way, from installing your system to regular maintenance.

So every time you turn on the tap, you’ll enjoy Your Water. Perfected.
03/ The logo

EcoWater Systems’ reputation stems from the excellence of its products, customer service and the values put forward by its work.

The correct use of the logo boosts this reputation and reinforces the brand image and its selling power, to the benefit of everyone in the EcoWater Systems network.

Repeated, incorrect use of the logo can have a negative effect on the brand image. The following pages therefore clearly set out how to use the logo correctly.
Definition of the logo

The EcoWater Systems logo is fixed and cannot be modified. It comprises the name of the “EcoWater Systems” brand and the symbol known as the “pool”.

Any reproduction must use the available work documents (eps, jpg and png files).

The color values given in the table under are valid on all documents and must imperatively be respected in all versions.

Note: The different file formats correspond to specific uses.

LOGOlockup with safety zone

The “EcoWater Systems” 100% black option is for dealer use, the Pantone PMS 430 Gray version is for EcoWater Corporate use only. The typography of the logo is Copperplate.

**Color values:**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS 327 Teal</th>
<th>PMS 430 Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone</td>
<td>100/0/44/17</td>
<td>5/0/0/45</td>
</tr>
<tr>
<td>CMYK</td>
<td>0/0/0/100</td>
<td>161/164/164</td>
</tr>
<tr>
<td>RGB</td>
<td>0/153/153</td>
<td>0/0/0</td>
</tr>
</tbody>
</table>
| Web | #009999 | #000000 | #999999
Changes to the logo

When the logo is printed on clothing, or goodies such as pens and badges, it can be used without the tagline «Your Water. Perfected.»

Following the new strategic direction taken by the EcoWater Systems brand, the logo is changing and no longer features the words “Since 1925”.

This fits in with the new accent on innovation, high technology, cutting-edge industry and progress, and puts the focus back on the EcoWater Systems brand.

The “since 1925” date reference does not correspond to these communication goals or fit in with the new direction. “Since 1925” has therefore been removed from the logo.

The brand’s history will be expressed differently and used on other supports but removing the date from the logo increases its impact.

The historical aspect can be conveyed in brochures and other material, but should no longer feature in the logo.
Uses and exclusion zone

The minimum size of use is a width of 1.18”, to be used ON goodies (such as pens, badges, etc…) ONLY.

Every effort should be made not to produce logos smaller than this to avoid making the typeface illegible or eliminating the symbol’s details.

The minimum protected area around the logo corresponds to the letter height of the word “EcoWater”, shown below by the gray zone. No other graphic details (text, other logos, etc.) should enter into this area.
Color variations

Some color variations are permitted for the logo only on goodies and clothing. These include monochrome versions in black, white, gray and turquoise as shown below.

The logo may be used in white if the background is too dark or if the logo does not stand out when using the standard colors. The whole logo should then be white, without any toned-down colors or other variations. A color logo is, however, preferable whenever possible.

COLOR EXCEPTIONS: when the logo is printed on clothing, it may be preferable to coordinate the logo with the color of the fabric. On other merchandise, the logo may also appear in gold or silver if appropriate.
Use with a dealer logo

When a dealer’s name or logo is used with the EcoWater Systems logo, it is important to distinguish the two logos. The following rules will help you to do this. These rules apply to all supports, including buildings and vehicles, printed matter, advertisements, promotional items, etc.

**JOHNSON’S**

- The dealer logo must be the same size or smaller than the EcoWater Systems logo.

- The logos must be separated on every side by at least the height of the capital “E” on the word “EcoWater”.

- The dealer’s logo can feature above, below or to the side of the EcoWater Systems logo, but never in the pool image or between the EcoWater Systems and the pool.

- The two logos should be more or less the same size, with neither dominating the other.

- For aesthetic reasons, when a name is added to the corporate logo, it should be shown in one of the logo colors authorized by EcoWater Systems.

- When you use the name of your own company with the EcoWater Systems logo, it should not appear bigger than the EcoWater Systems logo, unless subject to prior agreement. You can use the colors of your company for your logo, but the EcoWater Systems logo must be used in one of the color options approved in this style guide.

- **USE OF OTHER LOGOS:** use of the Lindsay, Servisoft and Miracle Water logos and/or names is no longer authorized on any support whatsoever. When EcoWater was established in 1988 following the merger of these three brands, use of these logos was authorized for a specific period. At present, the only authorized mention of Lindsay, Servisoft and Miracle Water is in the yellow pages. This means that customers looking for a service or existing equipment will be able to find an EcoWater Systems reference under the names Lindsay, Servisoft and Miracle Water. The use of these logos is not acceptable on printed matter, including advertisements in yellow pages or newspapers, etc., vehicles, shop signs, signatures, clothing, etc., as it contravenes trademark rules and regulations.
Correct uses

Here are a few examples of use that do comply with the rules set out in the preceding pages:

- Use of logo featuring “Your Water. Perfected.”
- Authorized color
- Authorized typeface
- Protection area respected
- Scale of logo respected
Prohibited uses

Here are a few examples of use that do not comply with the rules set out in the preceding pages:

- Unauthorized color
- Unauthorized modification of logo typeface
- Protection area not respected
- Scale of logo not respected, i.e., stretched or shrunk
- Smaller than minimum permitted size
- Logo on a background with a color similar to the logo’s color
- Logo on a prohibited confusing background
- Pool symbol used alone without the wording “EcoWater Systems”
- Using “Your Water. Perfected.” without the logo
Prohibited uses

Here are a few examples of use that do not comply with the rules set out in the preceding pages:

- Use of the Lindsay, Servisoft and Miracle Water logos and/or names is no longer authorized

- Use of the EcoWater Squad characters, “It’s That Good.” and “The Ecological Choice” are no longer authorized

The use of these logos is not acceptable on printed matter, including advertisements in yellow pages or newspapers, etc., vehicles, shop signs, signatures, clothing, etc. as it contravene trademark rules and regulations.
Placement and Use of the Logo

The items that should be employed in all layouts are the white frame around the page and the white square around the logo, both of which add elegance and distinction.

The presence of white adds a fresh, light touch that gives photographs a modern, brighter aspect.

The geometric measurements are based on a US letter (8.5” x 11”) format with a grid of 4 columns and 6 lines, separated by a 0.2” gap. Items can be placed on the defined grid, creating a standard presentation on the various supports.
Placing the logo on different support

Ads

Preferred Version

Ad with Product
US Letter Format

Ad with Product with dealer logo
US Letter Format

Variant

Ad with Product
US Letter Format

Ad with Product with dealer logo
US Letter Format

Ad US Letter Format

Ad US Letter Format with dealer logo

Ad US Letter Format Landscape

Ad US Letter Format Landscape with dealer logo

Note: the images must be selected from the defined collection (see Photography section)
Placing the logo on different support

Note: the images must be selected from the defined collection (see Photography section)
The “Clean water. Green future.®” tagline can continue to be used in conjunction with the EcoWater logo and “Your Water. Perfected.” until the end of 2017. Here are some examples on the correct use of “Clean water. Green future®.”

Clean water. Green future.®

Clean water. Green future.®

Clean water. Green future.®

Clean water. Green future.®
Depending on the space available, each headline should combine 2 or 3 benefits that work together as a call to action, starting with “Let us perfect your water.” The headline should be a cohesive, benefit-driven thought that supports the main visual. Whenever possible, the headlines should be stacked to appear like a waterfall pouring across the page.

Let us
Perfect
your water and
Protect
your family.

Let us
Perfect
your water.
Protect
your family.
Invigorate
your lifestyle.
A simple approach to visuals

Each ad should have one main image that dominates the page, and a secondary image that illustrates a featured EcoWater product or service.

The main visual could be a lifestyle image of a person or family experiencing the healthy benefits of perfected water. It could be an image where water is the focal point, like a clear glass of water or freshly brewed tea that’s being poured, and in the background we see a lifestyle moment. Or it could be an image that communicates other aspects of life that can be improved by EcoWater, like a stack of softer, whiter towels, or an inside look at a dishwasher running more efficiently.

The secondary images should spotlight one impressive EcoWater product or service, and could range from a new touch screen interface, to a cutaway illustration of a water softener, to an EcoWater Pro and van.
Typefaces

The EcoWater Systems typeface palette comprises:

- **COPPERPLATE BOLD** used for the EcoWater Systems logo.

- **AVENIR** is used for the baseline and for all stationery and the preferred choice for all printed documents.

The use of the “Avenir” typeface underlines the potential and opportunities that arise when using EcoWater Systems products. Its light lines feed into its confident curves, conveying the image of a generous, free, open, positive brand.

Note: For Power Point presentations, if “Avenir” typeface is not available, the next-best option is “Calibri”, which comes with all Microsoft Office applications.
Colors

Basing our style on harmonious modern, futurist tones, we have developed a color chart to highlight the positions of the EcoWater Systems brand.

A sober, elegant approach should always be taken when making color matches to give a high-quality, upmarket impression.
Colors / Palette

Like the blue sky or the sea opening out to new horizons, blue in all its nuances is a color that evokes wisdom and serenity. It is one of the most popular colors in the West: we surround ourselves in it.

Like thirst-quenching water, blue conveys a refreshing purity that enables us to reach deep down and find inner calm. Blue is the symbol of truth, like transparent water that hides nothing. It is a color that generally appeals to all generations.

Several tones of gray set off the chosen hue. Half way between white and black, gray is gentle, soothing and calm. Sober and elegant, it is the perfect partner, representing the technological aspect linked to the brand’s metal.

As a complementary color, the turquoise green of the logo can be used to highlight exceptional points, such as items that merit particular attention, etc.
### Colors / Color values

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 2768C</td>
<td>100/90/42/43</td>
<td>5/29/73</td>
<td>#1a1b49</td>
</tr>
<tr>
<td>PANTONE 7545C</td>
<td>75/56/40/32</td>
<td>67/83/99</td>
<td>#405262</td>
</tr>
<tr>
<td>PANTONE 285C</td>
<td>91/50/0/0</td>
<td>0/113/206</td>
<td>#0a75b9</td>
</tr>
<tr>
<td>PANTONE 302C</td>
<td>100/70/42/34</td>
<td>0/58/93</td>
<td>#023f58</td>
</tr>
<tr>
<td>PANTONE 7700C</td>
<td>90/56/30/16</td>
<td>28/90/125</td>
<td>#1f5f7d</td>
</tr>
<tr>
<td>PANTONE 7997C</td>
<td>70/34/26/9</td>
<td>79/134/160</td>
<td>#51859b</td>
</tr>
<tr>
<td>PANTONE 5405C</td>
<td>71/43/31/15</td>
<td>80/116/138</td>
<td>#4f7387</td>
</tr>
<tr>
<td>PANTONE 327</td>
<td>100/0/44/17</td>
<td>0/123/123</td>
<td>#00928f</td>
</tr>
</tbody>
</table>
To create a coherent message and highlight the new lines of communication, we should promote the brand’s human, wellbeing aspect and its innovative, upmarket edge.

Photography should communicate the clean, simple purity of perfect water. People in photos should appear natural and candid. Details should speak to human desires. If a picture of an apple dripping with cold water gives you a sudden craving for a freshly washed apple, we’ve done our job. If you can just imagine how good it would feel to wrap yourself in the soft cotton towels in a photo, we’ve done our job. Our products should look clean, simple and inviting to use.

The images used are crucial to these lines of communication and should therefore meet precise criteria: simplicity, modernity and authenticity.

Some of the images that you see on our website, in this style guide or on printed materials may not have been included in the image library because of licensing rights.
People / Water images

IAN_18715103_xl.jpg
GettyImages-103919604.jpg
IAN_83254014.jpg
GettyImages_IAN-85406447.jpg
 GettyImages_IAN-536892455.jpg
iStock_IAN_000015780541_Full.jpg
People / Water images

Jupiter_3209142_womansplashingwateronface.jpg
Jupiter_3209272-1524x2286.jpg
Jupiter_4507406-2700x1801.jpg
Jupiter_4570187-2688x1772.jpg
Jupiter_4570635-2700x1772.jpg
Jupiter_4883381-1501x2255.jpg
Jupiter_4883381-1501x2255.jpg
Jupiter_4883381-1501x2255.jpg
People / Water images

Jupiter_4901752-1501x2255.jpg  Jupiter_5204302-2508x1672.jpg  Jupiter_5259869-2508x1672.jpg  Jupiter_5259953-2508x1672.jpg

Jupiter_5260051-2508x1672.jpg  Jupiter_5260206-2364x1774.jpg  Jupiter_5292195-2658x1772.jpg  Jupiter_5292241-2658x1772.jpg
People / Water images

Jupiter_5292286-2658x1772.jpg
Jupiter_5301704-2045x3066.jpg
Jupiter_5319901-2550x1728.jpg

Jupiter_5351648-2508x1672.jpg
Jupiter_5801748-2508x1672.jpg
lady w-glass.jpg
ThinkstockPhotos_IAN-484082861.jpg
People / Comfort images

IAN_6194267_xl.jpg
FreeGreatPicture.com_IAN-6076-happy-family-life-material-2.jpg
CD_AllInFamily_IS065-036.jpg
iStock_2379222_WomanHangingWhiteLaundry.jpg
Jupiter_4569673-1740x2636.jpg
Jupiter_4569685-2567x1740.jpg
People / Comfort images

Jupiter_4570064-2687x1772.jpg
Jupiter_5350512-2513x1669.jpg
Jupiter_11364258-2508x1672.jpg
CD_PlayfulKids_00179009.jpg

shutterstock_6031378.jpg
Wi-Fi App.jpg
shutterstock_165369317_LadyWithIpad_Wifi_blue-hirt.jpg
Simple clean water images

IAN_5457757.jpg
clear water pouring in glass.jpg
clear water wave.jpg
dew1.jpg
iStock_000016444174XLarge_WaterWavewSplash.jpg
Jupiter_2694922-1971x2400.jpg
Simple clean water images

Jupiter_3209614-2254x1500.jpg

Jupiter_3209692-2254x1500.jpg

Jupiter_4523808-2800x1823.jpg

Jupiter_4523835-1830x2800.jpg

Jupiter_4523843-2800x1828.jpg

Jupiter_4568710-1713x2630.jpg

Jupiter_4568720-1713x2603.jpg
Simple clean water images
Simple clean water images

shutterstock_28677697.jpg

shutterstock_268239086.jpg
Water / Caring images

GettyImages_IAN-463015565.jpg

hands in water.jpg

CD_AllInFamily_IS065-006.jpg

Jupiter_3210974-2280x1527.jpg

Jupiter_3212506-2290x1526.jpg

Jupiter_3216063-2373x1524.jpg

Jupiter_3669247-2400x1596.jpg

Jupiter_3691818-1596x2400.jpg
Water / Caring images

Jupiter_4507371-2700x1801.jpg
Jupiter_4846646-1501x2255.jpg
Jupiter_5053228-1501x2255.jpg
Jupiter_5292171-2658x1772.jpg
Jupiter_5053234-1501x2255.jpg
Jupiter_10592029-2046x3068.jpg
Jupiter_5053234-1501x2255.jpg
Jupiter_10592029-2046x3068.jpg
splash of water on hand.jpg
Water / Caring images

washing hands.jpg
Performance / Laundry images

- shutterstock_35614276TowelsWhiteShutters.jpg
- Veer_2083304.jpg
- Jupiter_5295526-2804x1870.jpg
- Jupiter_5352048-2509x1672.jpg
- IAN_12564215_xl.jpg
- IAN_18224138_xl.jpg
- IAN_23514067_xl.jpg
Performance / Laundry images

- CorrodedPipe.jpg
- FaucetwScale.jpg
- Getty_6295861-2801x1869.jpg
- iStock_GlasswareinDishwasherBlu.jpg
- iStock_SparklingGlassware.jpg
- iStock_WashingMachineFront.jpg
- iStock_WashingMachineInside.jpg
Performance / Laundry images
Place / Water images

IAN_AYP1344288.jpg

Getty_4562916-3830x2555.jpg

Jupiter_4843763-1501x2255.jpg

Jupiter_5324117-1600x2400.jpg

Jupiter_6293708-2709x1806.jpg

Jupiter_5201913-2364x1774.jpg
Healthy food and beverage images

- CD16_BeautyHealth_46016.jpg
- iStock_00003229243Small.jpg
- Jupiter_4570374-2727x1772.jpg
- Jupiter_5312669-2251x1501.jpg
- Jupiter_5800192-2509x1672.jpg
- Jupiter_5800222-2509x1672.jpg
- Jupiter_5800246-2509x1672.jpg
- Jupiter_5800248-2509x1672.jpg
- Jupiter_5800269-1672x2508.jpg
- Jupiter_5800272-2492x1683.jpg
- Jupiter_5800277-2509x1672.jpg
Healthy food and beverage images

Jupiter_5800273-1672x2508.jpg
Jupiter_5800279-2490x1685.jpg
Jupiter_5800280-2492x1683.jpg
shutterstock_130233089_GreenAppleSlicedWaterDroplet.jpg
Veer_MPP0410808.jpg
shutterstock_105336536_StrawberriesSplash.jpg
shutterstock_139999957_TeaPotPouringCup.jpg
Jupiter_5800464-2509x1672.jpg
Product images are available for the following:

- 3700 Series
- 2700 Series
- 2300 Series
- 1502 Series
- 1102 Series
- eVOLUTION Series
- HERO/ERO 375
- ERO 175
- EPS 1000
- Commercial Series Units
Images not to use

What we are not:

No artificial images
No distorted images
No lifeless scenes
No unrealistic photomontage
The EcoWater Systems logo can feature on a range of supports. A few examples follow in this chapter to guide you on how to maintain a strong, consistent brand image.
Applications / Folder

Let us Perfect your water.

FRONT

BACK
Applications / Advertising

**WATER SOFTENERS**

Ereptum endebis dus aut et quandus ipsum voluptate dist vid molestiorem ipsa plute de esse qui to ordum fugit odio quod ut mortr, optatum alia inonsequi et porum et a simus, eum sem, quaeconcu... quernus acta nonesse venit ou aequat tem hilygenis inrumpum ex excessus eur?

**REVERSE OSMOSIS**

du vid moleram ipsum epi non eos cum fugit odio quod ut mortr, optatum alia inonsequi et porum et a simus, eum sem, quaeconcu...
Applications / Advertising

Let us Perfect your water and Increase your savings.

Let us Perfect your water and Transform your home.
Applications / Presentation

Click to type your title here

Click to type your subtitle here

Click to add your title

- Click to add your copy
  - Second level
    - Third level
      - Fourth level
        » Fifth level
Applications / Banners

The visual axis of kakemonos plays on two major themes: 80% should center on comfort, wellbeing, etc. To enhance this aspect, the remaining 20% can focus on “more powerful sensations”.

Comfort and wellbeing are above all sensations that can be expressed with different levels of intensity, from gentle to extreme sensations.
Applications / Administration
## INVOICE

**CUSTOMER**

**P/O**

**COUNTRY**

<table>
<thead>
<tr>
<th>Invoice N°</th>
<th>Date</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>VT 221</td>
<td>01/05/2015</td>
<td>02/20/2015</td>
</tr>
</tbody>
</table>

Treated by: VLALLIER  
Customer ref: C-13504  
Order n°: CC15412  
Price category

**Delivery Address**

ALEXANDRE SANDOZ  
Résidence Étoile  
Mirabeau 8 avenue De Carthage  
Entrée 4, APPT 411  
F 13100 AIX-EN-PROVENCE

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>Qty</th>
<th>Net Price</th>
<th>Total</th>
</tr>
</thead>
</table>

EcoWater Systems LLC  
A Marmon Water / Berkshire Hathaway Company

EcoWater Systems LLC  
Tel. (800) 808-9899  
Fax (651) 731-7420  
www.ecowater.com
Applications / Corporate Business card

ECOWATER SYSTEMS «COUNTRY»
Address
City, State Zip Code - COUNTRY

FIRST NAME LAST NAME
Title
Mobile: (123) 456-7890
Tel: (123) 456-7890
Fax: (123) 456-7890
Email: w.xyz@ecowater.com
www.ecowater.com

A Marmon Water / Berkshire Hathaway Company
Applications / Dealers business card

DEALER COMPANY NAME
EcoWater Exclusive Dealer
Address
City, State Zip Code - COUNTRY

FIRST NAME LAST NAME
Title
Mobile: (123) 456-7890
Tel: (123) 456-7890
Fax: (123) 456-7890
Email: w.xyz@johnsonswater.com
www.ecowater.com
www.johnsonwater.com

Dealer logo
Applications / Email signature

The email signature must be made by indicating the coordinates of elements in the following order:

First name NAME
Function / Title
Mobile Number
Direct Number
Fax Number
Email :

ECOWATER SYSTEMS «COUNTRY NAME»
A Marmon Water / Berkshire Hathaway Company
Postal Address
Tel :
EcoWater Systems Logo

The image of the EcoWater Systems logo appearing in the email signature should not exceed a weight of 20KB to avoid undue mails unnecessarily.