

ECOWATER
S Y S T E M S



Your Water. Perfected

EcoWater Systems

Visual corporate identity
2017 GUIDELINES

Updated: January 1, 2017

Contents

01/ Vision, Mission and Values of EcoWater Systems	3	05/ Placement and Use of “Clean water. Green future.® ”	21	10/ Applications	50
Why EcoWater Systems?	4			Applications / Folders	51
02/ Our Brand Voice	5	06/ A Simple Approach to Headlines	22	Applications / Advertising	52
Our core idea.....	6	A Simple approach to visuals	23	Applications / Presentation	54
Our brand position.....	7			Applications / Banners.....	55
Our manifesto.....	8	07/ Typefaces	24	Applications / Administration	56
03/ The Logo	9			Applications / Invoice & quotes.....	57
Definition of the logo.....	10	08/ Colors	25	Applications / Business card	58
Changes to the logo	11	Colors / Palette.....	26	Applications / Dealers business card...	59
Uses and exclusion zone.....	12	Colors / Color Values	27	Applications / Email signature	60
Color variations.....	13				
Use with a dealer logo	14	09/ Photography	28		
Correct uses	15	People / Water Images	29		
Prohibited uses.....	16	People / Comfort images	33		
04/ Placement and Use of the Logo	18	Simple Clean Water Images	35		
Placing the logo on different support .	19	Water / Caring images	39		
Placing the logo on different support .	20	Performance / Laundry images	42		
		Place / Water images	45		
		Healthy Food and Beverage images ...	46		
		EcoWater Product images	48		
		Images not to use.....	49		

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.

ECOWATER
S Y S T E M S®



Your Water. Perfected.

Our manifesto

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.



Your Water. Perfected.

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.

EPS: very high definition file in vector format, can be enlarged without loss of quality.

JPG: image file on a white background, here in high quality with a 1200px width.

PNG: image file for web use, transparent background, only to be used for internet creations.

COLOR VALUES :

			
Pantone	PMS 327 Teal		PMS 430 Gray
CMYK	100/0/44/17	0/0/0/100	5/0/0/45
RGB	0/153/153	0/0/0	161/164/164
Web	#009999	#000000	#999999

Logo lockup 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.



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.

ECOWATER
S Y S T E M S®

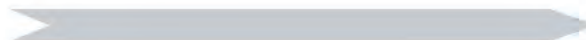


SINCE 1925.

ECOWATER
S Y S T E M S®



BEFORE

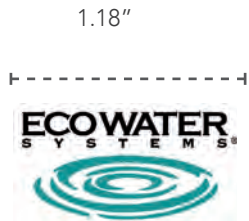


2015

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.



(Badges and goodies only)

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.

On white backgrounds



On color backgrounds



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.



- 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.



50%

50%

- 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

ECOWATER
S Y S T E M S[®]



Your Water. Perfected.

ECOWATER
S Y S T E M S[®]



Your Water. Perfected.™

ECOWATER
S Y S T E M S[®]



Your Water. Perfected.™

ECOWATER
S Y S T E M S[®]



ECOWATER
S Y S T E M S[®]



ECOWATER
S Y S T E M S[®]



ECOWATER
S Y S T E M S[®]



Your Water. Perfected.™

ECOWATER
S Y S T E M S[®]



Your Water. Perfected.™

ECOWATER
S Y S T E M S[®]



Your Water. Perfected.™

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.**

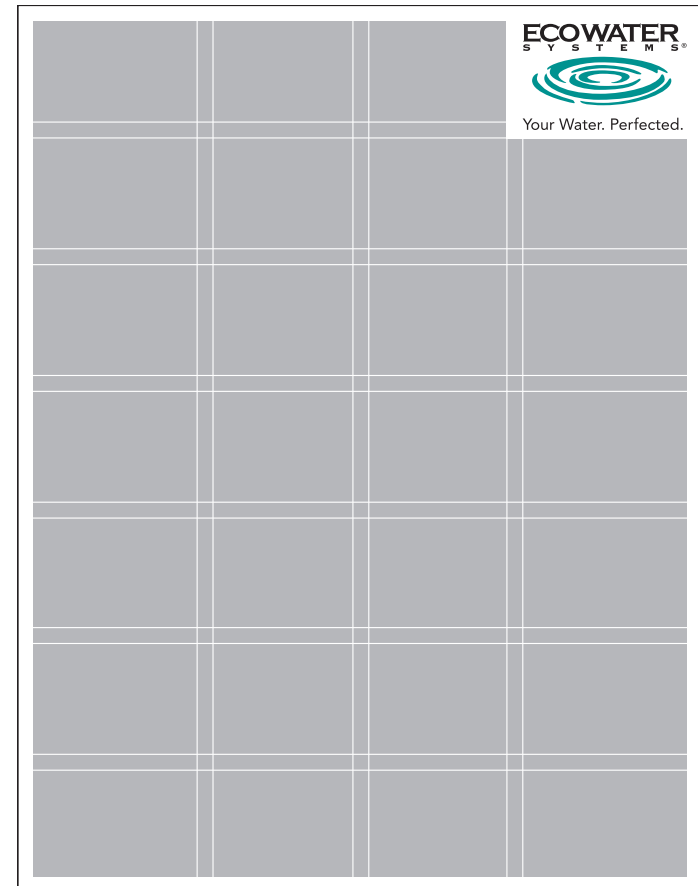


04/ Placement and Use of the Logo

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.

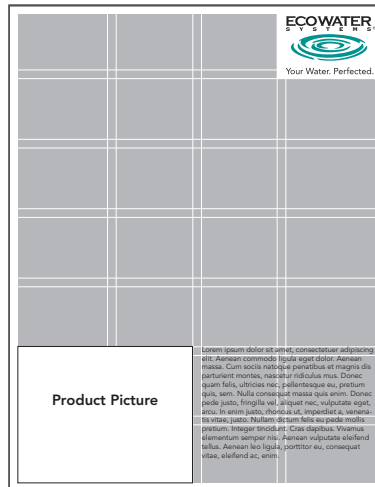
The geometric measurements are based on a US letter (8.5" x 11") format with a grid of 4 columns and 6 lines, separated by a 0.2" gap. Items can be placed on the defined grid, creating a standard presentation on the various supports.



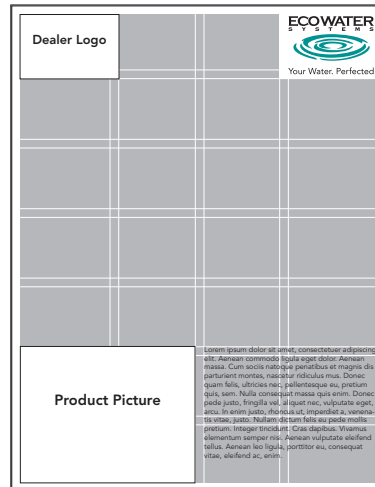
Placing the logo on different support

Ads

Preferred Version

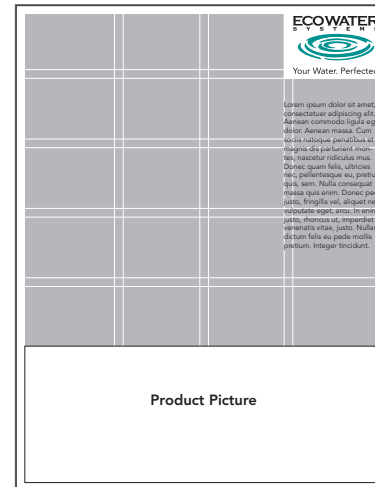


Ad with Product
US Letter Format

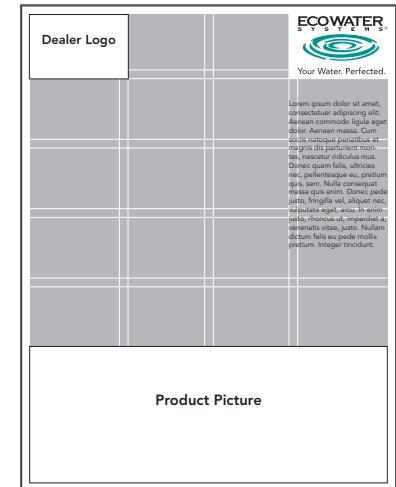


Ad with Product with dealer logo
US Letter Format

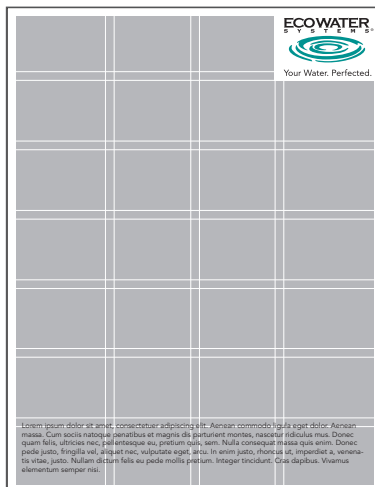
Variant



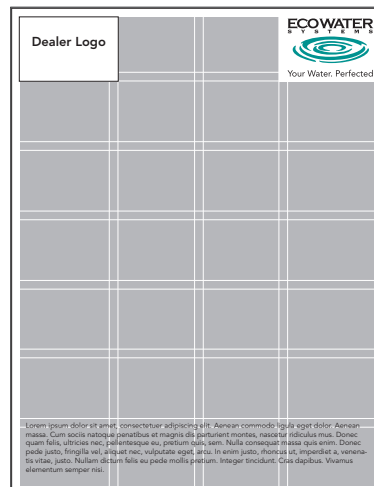
Ad with Product
US Letter Format



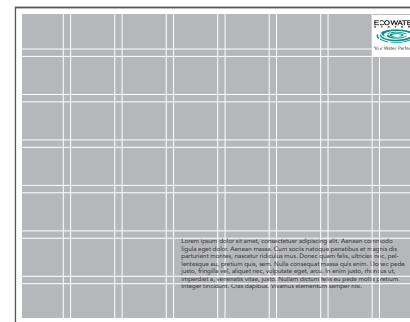
Ad with Product with dealer logo
US Letter Format



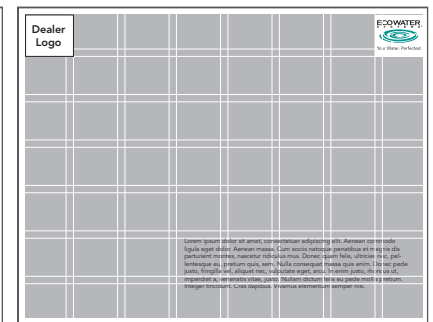
Ad US Letter Format



Ad US Letter Format
with dealer logo



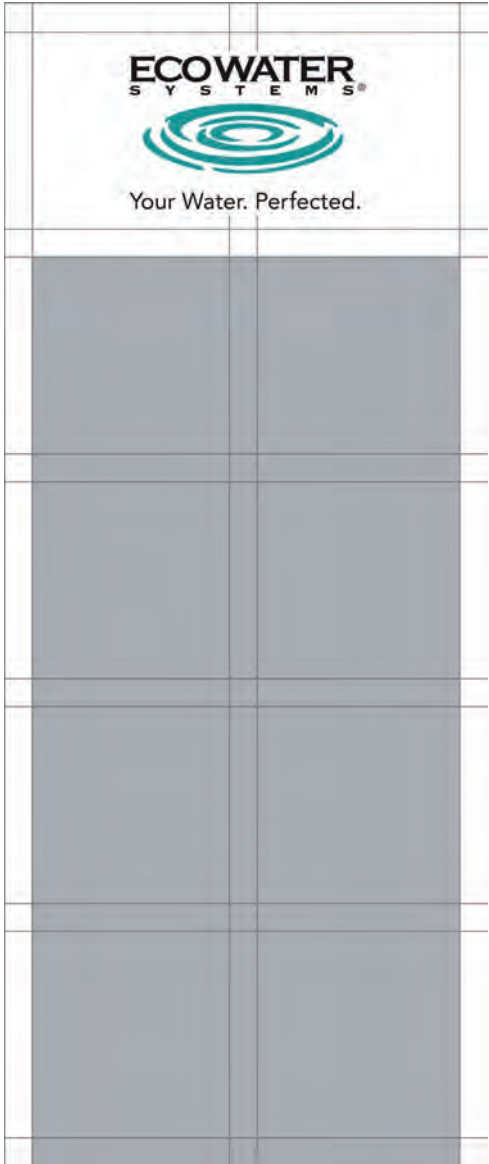
Ad US Letter Format Landscape



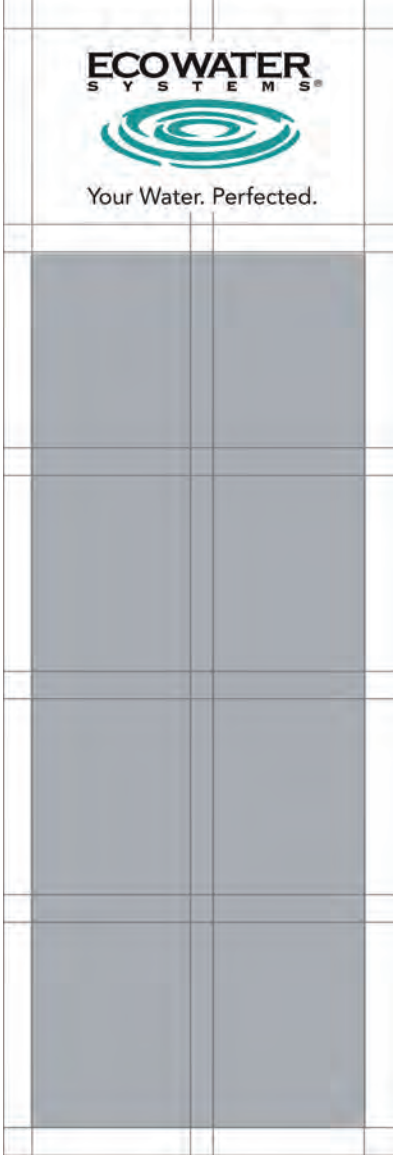
Ad US Letter Format Landscape
with dealer logo

Note: the images must be selected from the defined collection (see Photography section)

Placing the logo on different support



Point of sale ad



Totem

Note: the images must be selected from the defined collection (see Photography section)

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

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.®



ECOWATER
SYSTEMS®
Your Water. Perfected.

Clean water.
Green future.®

This is not real copy. It is just here to show how the real words would look when put together to talk about the benefits of using EcoWater in your home. Again, this copy does not really say anything so there is no reason to continue reading. This is not real copy. It is just here to show how the real words would look when put together to talk about the benefits of using EcoWater in your home. Again, this copy does not really say anything so there is no reason to continue reading.

06/ A Simple Approach to Headlines

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.

07/ 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.

COPPERPLATE BOLD
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Avenir 45 Book
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir 45 Book Oblique
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir 85 Heavy
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir 85 Heavy Oblique
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold
abcdefghijklmnopqrstuvwxyz
0123456789

08/ 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

PANTONE 2768C		CMYK : 100/90/42/43 - RGB : 5/29/73 - HTML #1a1b49
PANTONE 7545C		CMYK : 75/56/40/32 - RGB : 67/83/99 - HTML #405262
PANTONE 285C		CMYK : 91/50/0/0 - RGB : 0/113/206 - HTML #0a75b9
PANTONE 302C		CMYK : 100/70/42/34 - RGB : 0/58/93 - HTML #023f58
PANTONE 7700C		CMYK : 90/56/30/16 - RGB : 28/90/125 - HTML #1f5f7d
PANTONE 7997C		CMYK : 70/34/26/9 - RGB : 79/134/160 - HTML #51859b
PANTONE 5405C		CMYK : 71/43/31/15 - RGB : 80/116/138 - HTML #4f7387
PANTONE 327		CMYK : 100/0/44/17 - RGB : 0/123/123 - HTML #00928f

09/ Photography

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

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



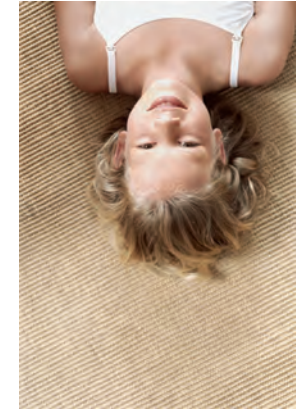
Jupiter_4570064-2687x1772.jpg



Jupiter_5350512-2513x1669.jpg



Jupiter_11364258-2508x1672.jpg



CD_PlayfulKids_00179009.jpg



shutterstock_6031378.jpg



Wi-Fi App.jpg



shutterstock_165369317_LadyWithIpad_Wifi_bluehirt.jpg

Simple clean water images



IAN_5457757.jpg



clear water pouring in glass.jpg



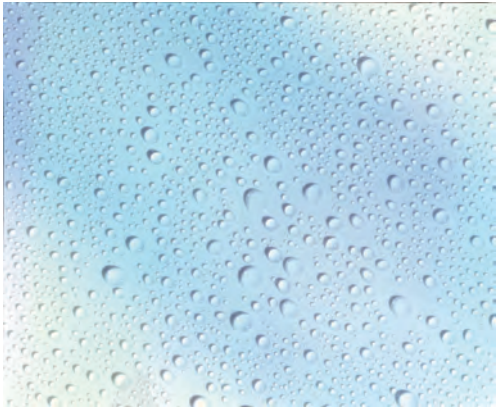
clear water wave.jpg



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



Jupiter_4568738-2583x1713.jpg



Jupiter_4835542-2251x1501.jpg



Jupiter_5119257-2550x1913.jpg



shutterstock_13872736.jpg



shutterstock_14317783.jpg



shutterstock_28058992.jpg



shutterstock_28454866.jpg

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



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



Jupiter_4844336-1501x2255.jpg



Jupiter_5325283-2400x1600.jpg



Jupiter_5352781-1672x2509.jpg



Jupiter_6293980-1916x2554.jpg



Veer_MPP0138551.jpg



Scaled Water Heater.tif



ThinkstockPhoto_IAN-78775876.jpg

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_000003229243 Small.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_GreenAppleSliced
WaterDroplet.jpg



Veer_MPP0410808.jpg



shutterstock_105336536_Strawberriesw
Splash.jpg



Jupiter_5800464-2509x1672.jpg



shutterstock_139999957_
TeaPotPouringCup.jpg

EcoWater product images



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

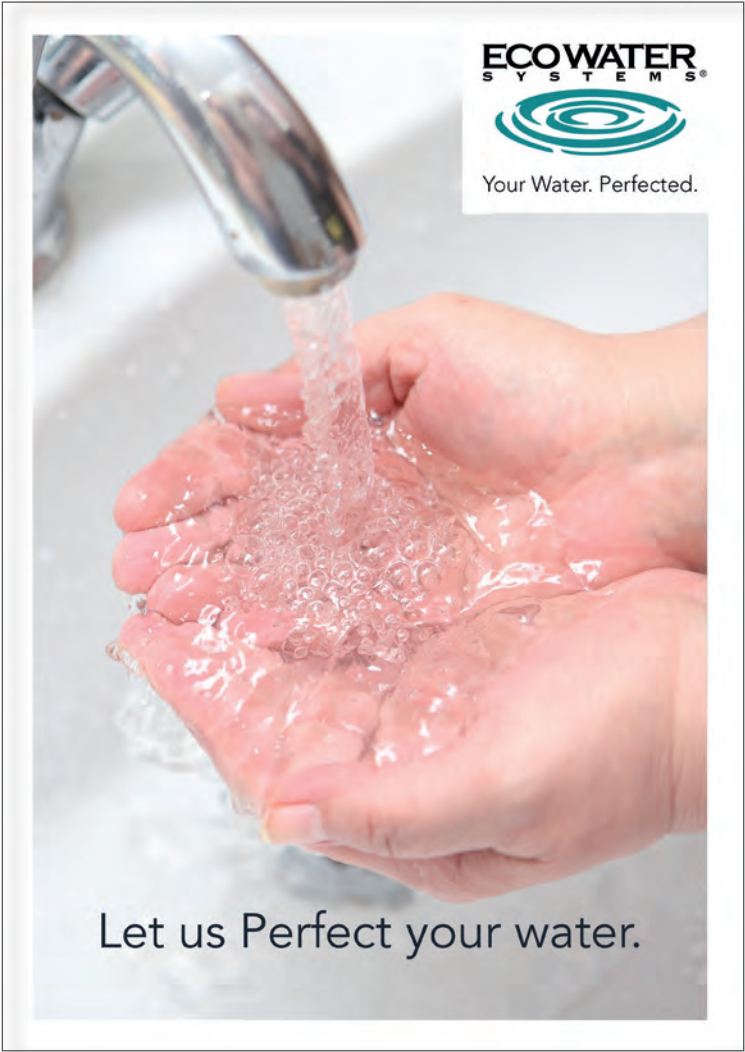


No unrealistic photomontage

10/ Applications

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



FRONT



BACK

Applications / Advertising



ECOWATER SYSTEMS
Your Water. Perfected.

WATER SOFTENERS

Eperum sendebis dus aut et quindus ipsame voluptaectes dit vid moloremam ipsapitate de ese-qui to endiam fugit odia quiduci metur, optatum alia intionsequi ut poriam et a simus, eum sam, cusae con consequamus auta nonseque venisqu aectatem hilligenis arumquam ex excessus etur?



ECOWATER SYSTEMS
Your Water. Perfected.

REVERSE OSMOSIS

dit vid moloremam ipsapitate de ese-qui to endiam fugit odia quiduci metur, optatum alia intionsequi ut poriam et a simus, eum sam, cusae con consequamus auta nonseque venisqu aectatem hilligenis arumquam ex excessus etur?



ECOWATER SYSTEMS
Your Water. Perfected.

HYDROLINK PLUS®

This is not real copy. It is just here to show how the real words would look when put together to talk about the benefits of using EcoWater in your home. Again, this copy does not really say anything so there is no reason to continue reading. This is not real copy. It is just here to show how the real words would look when put together to talk about the benefits of using EcoWater in your home.

Applications / Advertising

ECOWATER SYSTEMS
Your Water. Perfected.

Let us
Perfect
your water and
Increase
your savings.

is is not real copy. It is just here to show how the real words would look en put together to talk about the benefits of using EcoWater in your me. Again, this copy does not really say anything so there is no reason to ntinue reading. This is not real copy. It is just here to show how the real rds would look when put together to talk about the benefits of using oWater in your home. Again, this copy does not really say anything so re is no reason to continue reading.

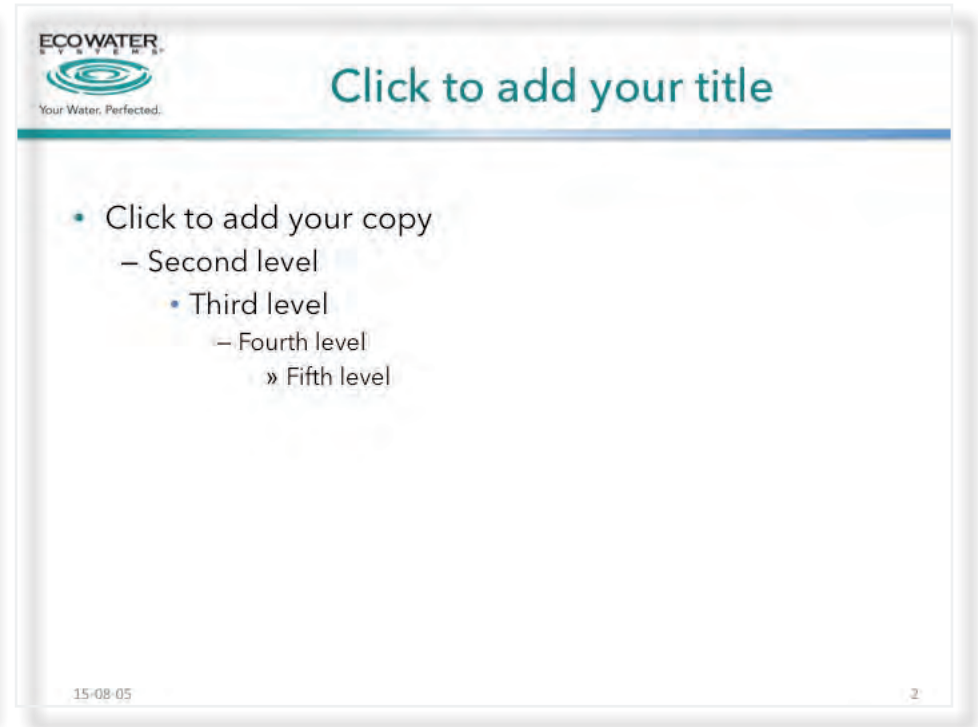
DEALER LOGO

ECOWATER SYSTEMS
Your Water. Perfected.

Let us
Perfect
your water and
Transform
your home.

This is not real copy. It is just here to show how the real words would look when put together to talk about the benefits of using EcoWater in your home. Again, this copy does not really say anything so there is no reason to continue reading. This is not real copy. It is just here to show how the real words would look when put together to talk about the benefits of using EcoWater in your home.

Applications / Presentation



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

ECOWATER
S Y S T E M S®



Your Water. Perfected.

EcoWater Systems LLC
A Marmon Water / Berkshire Hathaway Company

EcoWater Systems LLC
Tel. (800) 808-9899
Fax (651) 731-7420

www.ecowater.com

Applications / Invoice & quotes

INVOICE



Your Water. Perfected.

EcoWater Systems LLC
 Tel. (800) 808-9899
 Fax (651) 731-7420

www.ecowater.com

CUSTOMER

P/O
 COUNTRY

Invoice N°	Date	Due date
VT 221	01/20/2015	02/20/2015
Treated by VLALLIER Customer ref. C 00034 Order n° CC15412 Price category		

Delivery Address	ALEXANDRE SANDOZ Résidence Etoile Mirabeau 8 avenue De Carthage Entrée 4, APPT 411 F 13100 AIX-EN-PROVENCEN°
XX	01/20/2015

Ref.	Description	Qty	Net Price	Total

EcoWater Systems LLC
 A Marmon Water / Berkshire Hathaway Company

Applications / Corporate Business card



Applications / Dealers business card



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.