

Moen Logo Standards

PRIVILEGED AND CONFIDENTIAL



The Moen Logo

The Moen logo has been specially created for our brand. It features the waterdrop symbol, the Moen wordmark and our long-established tagline.

The full-color logo is always preferred and should be used whenever possible. In it, Moen Red and Moen Blue come together to suggest the mixing of hot and cold water and unmistakably reference Al Moen's original innovation: the single-handle mixing faucet. Although additional color variations are available, the full-color logo is the standard and should be used whenever reproduction methods allow.

The logo with tagline is to be featured in the nearly all Moen materials.

The logo without tagline is for use under the following circumstances only:

- When the logo must be sized smaller than 1.25" in width, for example, promotional or premium items.
- When the layout and/or medium compromises the definition or readability of the tagline, for example, layouts with extreme vertical dimensions such as banners, or special applications such as illuminated signage.
- When the material features brands in addition to Moen and displays their logos, for example, materials featuring both Moen brand products and Commercial brand products.

If your application does not fit any of the three scenarios, the logo with tagline is to be used.

The dimensions of the layout determine the placement of the logo.

- In most vertical layouts, the logo may be placed in either the upper-left or lower-right corner.
- In horizontal and square layouts, the logo's preferred placement is the upper-left corner.



Full-color logo with tagline is always preferred and should be used whenever possible.



Full-color logo without tagline is for use at sizes below 1.25" in width, or when the layout or medium compromises the legibility of the tagline or when multiple brand logos are featured in the materials.

NOTE: Remember that the logo must never be altered, added to or re-created. Never animate the logo or any of its components. Even the slightest change to the logo artwork risks customer confusion and may damage the integrity of the Moen brand.

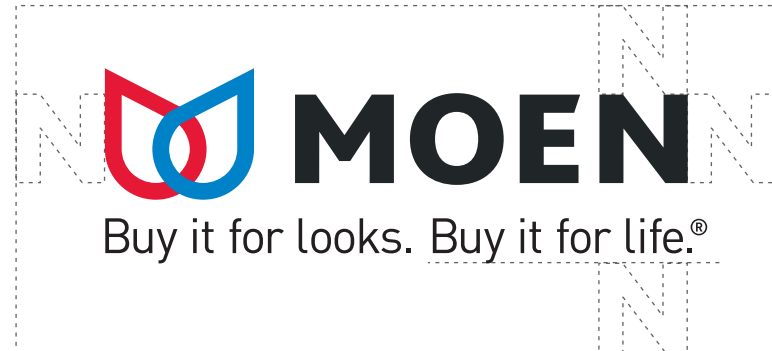
NOTE: In Dec 2010, two changes were made to the logo, which are reflected above: 1) The red waterdrop is now Pantone 186. 2) The tagline now features the DIN font, non-italicized. Please ensure that you are using the most current version of the logo in all applications.

Clearance Space

The Moen logo must be surrounded by a generous field of clearance space in every application. This protects the artwork from competing elements such as graphics and type. The clearance space requirement also ensures the logo does not fall in any trims, edges, folds or the border element used to frame our primary branding images.

As shown, the absolute minimum amount of clearance space that can surround the logo is equal to the size of the "N" in the logo on all four sides.

Keep in mind that a greater amount of clearance space is always recommended. However, the minimum specified here must never be violated under any circumstances.



Minimum Size

The Moen logo was designed to reproduce well at smaller sizes. However, when scaled too small, it risks losing its legibility and impact.

The minimum size requirement has been provided to ensure the logo's visibility whenever it is used.

As shown, the logo with tagline must never be sized below 1.25" in width. If an application requires the logo to appear below this size, the logo without tagline is to be used.

The logo without tagline must never be sized below .75" in width.

Other instances where this version of the logo may be used include when the layout or medium compromises the readability of the tagline or when other brands and their logos are being featured in the material.

Under no circumstances are either versions of the logo to appear below these sizes.



Color Variations

As shown, the Moen logo is available in a number of color variations to accommodate a range of layout requirements.

The full-color logo is always preferred and should be used whenever reproduction methods allow.

The one-color blue logo is for use when color reproduction is limited.

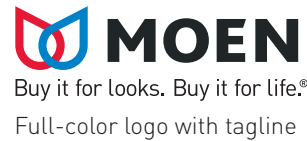
The one-color black logo is for use when color reproduction is not available or practical.

When a layout calls for a black or dark background, the Moen wordmark and tagline may reverse to white to ensure their definition.

When color reproduction is restricted, the full reverse variation may be used.

Please note that the partial- and full-reverse logos are to be used only when necessary.

As shown, these color variations apply to the logo when used with or without the tagline.



Color Palette

Color is one of the most essential components of the Moen logo and our visual identity as a whole.

As shown, the logo color palette consists of Moen Logo Red and Moen Logo Blue, which are found in the waterdrops symbol, and black, the color of our wordmark. The use of red and blue, which identify standard water temperature controls, provides our logo artwork with a high level of visibility in any layout.

Please reference the color values shown at right to ensure that the Moen brand colors are properly reproduced in every application.

Logo Colors



Logo Colors	Spot	CMYK	RGB	HEX	ICI Paint
Moen Logo Red	PMS 186	C0 M100 Y75 K4	R198 G12 B48	C60C30	19YR 13/558
Moen Logo Blue	PMS 3005	C100 M28 Y0 K0	R0 G122 B201	007AC9	99BG 22/432
Moen Black	Black	C0 M0 Y0 K100	R30 G30 B30	1E1E1E	00NN 05/000

NOTE: The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy. Please refer to the latest edition of the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.

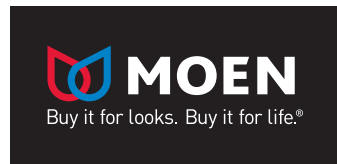
Background Control

The Moen logo appears best against a white background because it provides the highest level of contrast with the artwork, ensuring its visibility within the layout.

When a layout requires a black or dark color, or any other color that does not support the visibility of the artwork, the Moen wordmark and tagline must reverse to white. This will ensure that the logo is readable, while meeting the color requirements of the composition.



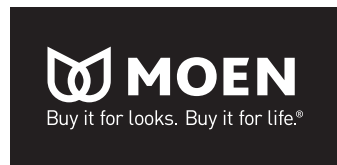
Full-color logo on a white background



Full-color reverse logo on a black background



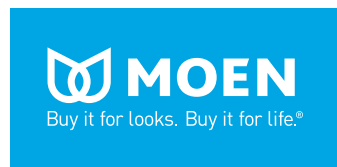
One color logo on a white background



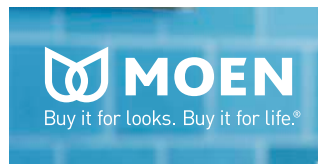
Reverse logo on a black background



Full-color logo on a light photographic background



Reverse logo on a bright blue background



Reverse logo on a dark photographic background



Full-color reverse logo on a dark blue background

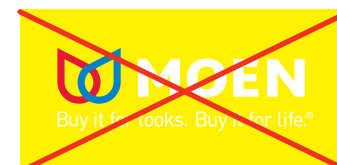
To ensure the definition of the waterdrops symbol, the logo must not be applied to a middle-tone blue or a red background of any shade. These colors compromise the definition of the artwork and are unacceptable under any circumstances.



DON'T place the full-color logo on a medium-toned blue background



DON'T place the full-color logo on a red background



DON'T place the full-color reverse logo on a light background



DON'T place any version of the logo on a busy graphic background



DON'T place the full-color reverse logo on a bright blue background



DON'T place the full-color reverse logo on a purple background



DON'T place the full-color reverse logo on a bright aqua background

Logo Misuse

The Moen logo must be protected through consistent usage in every application. The exhibits shown here demonstrate a few of the many ways the logo must never be treated.



DON'T separate or rearrange the elements of the logo



Buy it for looks. Buy it for life.®

DON'T change the color breaks of the logo



Buy it for looks. Buy it for life.®

DON'T skew the logo



Buy it for looks. Buy it for life.®

DON'T use the logo as part of another graphic element



Buy it for looks. Buy it for life.®

DON'T put a drop shadow on the logo



Buy it for looks. Buy it for life.®

DON'T distort the proportion of the logo

Please keep in mind that this is not an exhaustive list. Please consult these guidelines thoroughly whenever working with the Moen logo.



DON'T separate or rearrange the elements of the logo



Buy it for looks. Buy it for life.®

DON'T change the color values of the logo



Buy it for looks. Buy it for life.®

DON'T outline the logo



Buy it for looks. Buy it for life.®

DON'T contain the logo in a border



Buy it for looks. Buy it for life.®

DON'T use a pattern on the logo



*Buy it for looks.
Buy it for life.®*

DON'T break the tagline into two lines

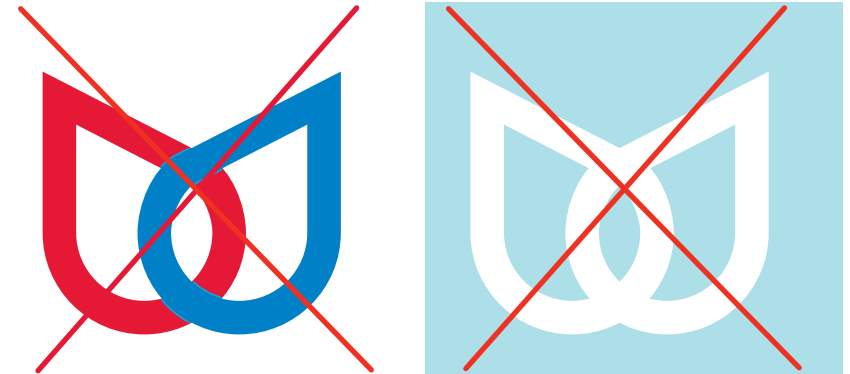


DON'T use the logo as a read-through in a sentence

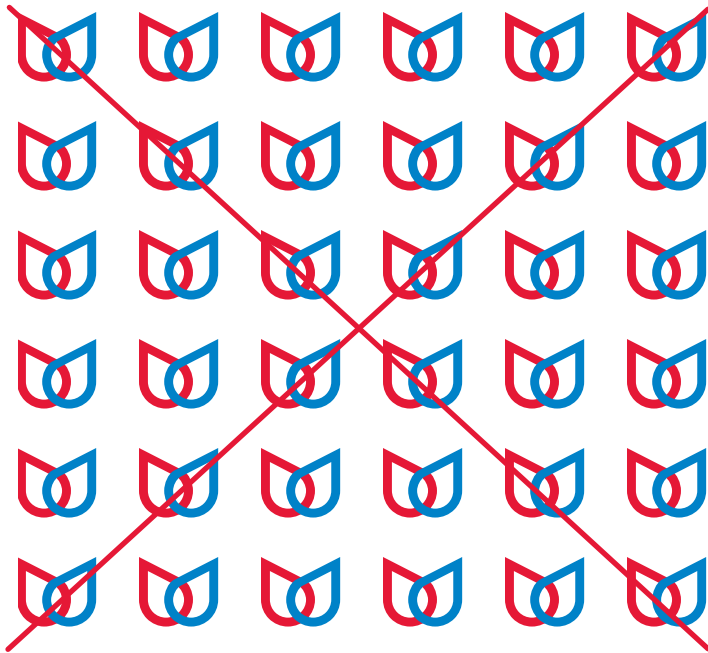
Logo Misuse: The Waterdrop

The Moen waterdrop symbol is an essential component of our logo artwork. Modern, stylish and instantly memorable, the symbol helps tell the Moen story. With the red and blue drops coming together, they subtly reference Al Moen's invention of the single-handle mixing faucet, which changed thinking about plumbing fixtures forever.

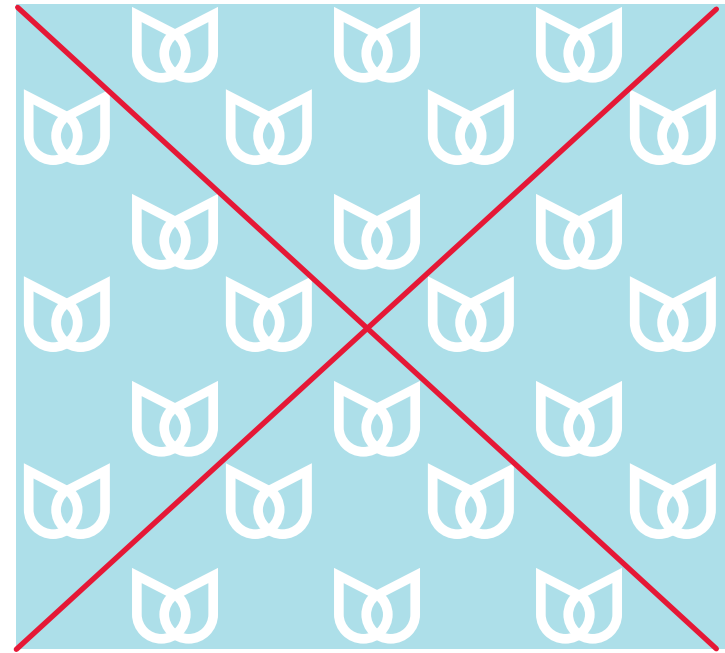
The symbol, however, is not to be separated from the Moen wordmark and used independently in our brand communications. To do so compromises the integrity of the logo and risks confusing our audiences.



DON'T separate the waterdrop symbol from the rest of the logo



DON'T make a pattern from the waterdrop symbol



DON'T make a pattern from the waterdrop symbol

The Moen Trademark

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The Moen Trademark: General Usage

The Moen trademarks are some of our most valuable assets, in that they identify our products and speak to the quality, reliability, value and style that have made Moen one of the most trusted names in our industry.

Our trademarks must be protected through correct usage of the appropriate trademark symbols in accordance with our trademark status.

- The ® symbol is for use when a property has been registered.
- The ™ symbol is for use when registration is pending.

The trademark symbols are to be used in the first or most prominent mention of a protected property. Subsequent mentions do not require the trademark symbols to be repeated.

It is important to note that a trademark symbol applies to the entire logo – the symbol, wordmark and tagline. It does not apply only to the component to which it is attached.

The following exhibits demonstrate correct usage of our trademarks in common situations.

For any questions regarding use, marking or status of Moen trademarks, (for Moen Associates ONLY) please contact Deb MacKay at debra.mackay@moen.com.

Correct Usage

Moen® products have been manufactured...

- DO** spell out the brand name when it is used in a sentence.
- DO NOT** use the logo in place of text.

The Level™ collection features...

- DO** use the appropriate symbol when featuring a Moen trademark.
 - The ® symbol is for use when a property has been registered.
 - The ™ symbol is for use when registration is pending.

When referring to Moen the company in text, use:

Moen Incorporated.

- There is no comma between words.
- DO NOT** abbreviate Incorporated to Inc.

Protecting the Moen Trademark: Introduction

Moen's major markets include the United States, Mexico, Canada, India and China. Because of our presence in these geographies, it is essential that our brand assets, especially the Moen logo, are protected through proper use of the appropriate trademarks.

By doing so, our customers/consumers will be reassured that our products and materials are genuine. At the same time, correct usage will deter counterfeiters and therefore, protect our business and our brand.

Please see the following pages for information on applying trademarks to our brand assets in any market in which we choose to compete.

Protecting the Moen Trademark: U.S.

In the U.S. market, the Moen logo and tagline have both secured registered trademark status. The registered trademark symbol – ® – is to appear with the artwork, as specified below, whenever it is used.

- When using the Moen logo with tagline in the U.S., the ® symbol immediately follows the tagline in superscript style.
- When using the logo without the tagline in the U.S., the ® symbol immediately follows the Moen wordmark in superscript style.

In all cases, the registered trademark symbol must be sized so it is clearly visible and easily read.

NOTE: The ® symbol should be contained as part of the approved logo artwork and should not be added manually.



Preferred full-color logo with tagline and with ® symbol



Full-color logo without tagline and with ® symbol

Protecting the Moen Trademark: Canada

Because Canada is a bilingual country, speaking both English and French, it is necessary to protect Moen trademarks in both languages.

As shown, the Moen tagline has been translated into French. It has been professionally typeset and locked up with the Moen logo. It is always to be sized equal to the English logo variation.

The Moen logo with French tagline is specifically intended for use in French communications in Canada's Quebec province. However, it may also appear in English-speaking Canada, the U.S. and Mexico. In most uses, it is featured in beauty books and product catalogs.

- When using the Moen logo with either the English or French tagline in Canada, the ® symbol immediately follows the tagline in superscript style.
- When using the logo without tagline in Canada, the ® symbol immediately follows the Moen wordmark in superscript style.

In bilingual communications, the logo without tagline is to be featured. Only under highly specific circumstances are the logos with English and French taglines to be used in the same communication.

In all cases, the registered trademark symbol must be sized so it is clearly visible and easily read.

NOTE: The ® symbol should be contained as part of the approved logo artwork and should not be added manually.



Protecting the Moen Trademark: Mexico

In the Mexican market, the Moen logo with tagline has secured registered trademark status. The registered trademark symbol – ® – is to appear with the artwork, as specified below, whenever it is used.

- When using the Moen logo with tagline in Mexico, the ® symbol immediately follows the tagline in superscript style.
- When using the Moen logo without tagline, the ® symbol immediately follows the Moen wordmark in superscript style.

In all cases, the registered trademark symbol must be sized so it is clearly visible and easily read.

NOTE: There is not an official Spanish translation of the Moen tagline, nor is one to be attempted. The English version of the tagline is to be used in all instances.

NOTE: The ® symbol should be contained as part of the approved logo artwork and should not be added manually.



Preferred full-color logo with tagline and with ® symbol



Full-color logo without tagline and with ® symbol

Protecting the Moen Trademark: China

In the Chinese market, only the Moen logo without tagline has secured registered trademark status. The registered trademark symbol – ® – is to appear with the artwork, as specified below, whenever it is used.

As shown, the Moen tagline has been translated into Chinese for use in this important market. It has been professionally typeset in the DFLiHei typeface and locked up with the Moen logo. It is always to be sized equal to the English logo variation.

- When using the Moen logo with tagline in China, no ® symbol is used for the tagline. However, the ® symbol follows both the Moen wordmark and its Chinese transliteration. This provides an extra layer of copyright protection in this market to further deter counterfeiters.
- When using the Moen logo without tagline, the ® symbol immediately follows the Moen wordmark in superscript style.

In all cases, the registered trademark symbol must be sized so it is clearly visible and easily read.

NOTE: The ® symbol should be contained as part of the approved logo artwork and should not be added manually.



厨卫 质尚 和谐 尽享

Preferred full-color logo with tagline and with ® symbol



Full-color logo without tagline and with ® symbol

Protecting Our Trademarks: Other Moen Properties

Moen possesses a wide variety of intellectual properties that appear in markets around world. When using any of these assets, it is of the utmost importance that they are protected through the use of the appropriate trademark symbol for the market in which they will appear.

Therefore, it is required that every corporate trademark is verified for use in the country in which it will be used. This requirement also applies to all products, innovations and sub-brands.

Before using a Moen trademark, (for Moen Associates ONLY) please contact Deb McKay at debra.mackay@moen.com to confirm the use, marking and status. Be ready to provide her with the following information:

- Country for use
- Vehicle for use
- Length of time
- Which mark, if any, is needed
- Number of symbols
- Where the mark(s) is to be placed

For copyright lines for specific communication materials, as well as for any questions regarding trademark usage, (for Moen Associates ONLY) contact Fortune Brands Legal, Rose Brittain at rose.brittain@fortunebrands.com

NOTE: For communications, such as websites, that may cross into multiple countries around the globe, the country of use is considered to be the country of origin where the website was created and is managed.

Additional Icons

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Sustainability Icon Usage

The Moen sustainability icon is a clean, simple and meaningful expression of Moen’s environmentally friendly practices. It is intended for use in any communication that references our water efficiency or corporate sustainability efforts.

As shown, the artwork features a simply drawn leaf in a special shade of green. Across markets and cultures, it acts as a universal symbol for environmental awareness. Please note that the ™ symbol always appears with the artwork and is not to be removed.

The icon may be used independently or locked up with a three to five word “green” message about our products or Moen in general.

When used on its own, the icon should draw attention to a high-level green message, such as at the end of a headline, on a catalog page or in a PowerPoint® presentation.

The icon should reproduce in green whenever possible. However, one-color black and reverse variations of the icon are available to accommodate additional layout and color reproduction requirements.

Moen Bright Blue is always preferred for the text adjacent to the symbol. Green may be used in its place when faced with limited color reproduction.



This simple leaf is our recommended universal symbol for all things “green” at Moen



The leaf icon reads well, small or large, in green, black or white



The leaf icon can be used independently



The leaf icon can effectively be paired with supporting text