

Corporate Brand Guidelines



We Are On A Journey...

- ▲ Decisions around branding shouldn't be rushed...
 - Process has been defined to identify and evaluate branding needs
 - Understanding all businesses in the new company is critical to knowing the implications of our decisions
- ▲ Guidelines have the potential to evolve over coming months
- ▲ BUT... Global consistency is critical... decisions need to be made as One Ecolab
 - Partner with Global Marketing Communications as questions/scenarios arise - *your insights will help us...*

Brand Guidelines

- ▲ The Ecolab brand guidelines remain intact (including overall look / feel)
- ▲ Messaging for corporate strategic foundation have evolved:
 - Purpose, Values
 - Vision
 - Our Difference
- ▲ New guidelines have been created to better reflect Nalco, including:
 - Nalco logo usage
 - Building signage
 - Correspondence (new templates for Nalco)
 - Business cards (new design for Nalco)
 - Color palette (added Nalco blue)
- ▲ All guidelines with more detail can be found on www.ecolabid.com



www.EcolabID.com

- ▲ Our corporate identity site
 - Currently “public” so that all employees (Ecolab and Nalco) can easily access
 - Will transition in early 2012 to a “private” site
 - Information on the public portion of the site is not confidential or proprietary
- ▲ Secure area of site houses proprietary information
 - Login required to access images, design files and other confidential or proprietary information
- ▲ The site provides resources for bringing the Ecolab brand to life
 - Purpose, Values and Vision
 - Strategy 2015
 - Brand Guidelines
 - Integration Toolkit
 - Videos



Logo Guidelines

- ▲ Ecolab = master brand
- ▲ Everywhere It Matters™ = Corporate tagline / brand idea
- ▲ Nalco, An Ecolab Company = business/company under master brand
 - Does not stand alone; always attached to “An Ecolab Company”
- ▲ Business descriptor used for promotion of products/services
 - Energy Services only
- ▲ Nalco, An Ecolab Company logo should not be translated into other languages



Logo Decision Tree (Marketing Materials)

Ecolab Only Customers	Ecolab Primary Customers	Nalco Primary Customers	Nalco Only Customers
Institutional, Healthcare, Equipment Care, Kay, Food Retail, etc.	Food & Beverage Cleaning & Sanitation	Heavy Industry, Water Process Services (WPS)	Energy Services
Primary Logo Treatment			
Products and Services			

Leveraging The Equity Of Both Brands

- ▲ Majority of employees should use Ecolab logo
 - Includes corporate functions, i.e. Global Marketing & Communications, Safety
- ▲ Nalco, An Ecolab Company logo should only be used by Energy Services, WPS and Heavy Industry for:
 - Marketing Materials
 - Will be some cross-over in other businesses, such as F&B
 - Correspondence and Business Cards –
 - Customer-facing employees only, i.e. Field, Sales and Service

More work to be done in 2012 to assess how to leverage equity of both brands while still promoting One Ecolab.

Correspondence

- ▲ Templates for email signatures, letterhead, memos, PowerPoint, and fax are available at www.ecolabid.com/in-practice/correspondence/
 - Two template versions available:
 - Standard Ecolab
 - Nalco, An Ecolab Company
- ▲ Majority of employees should use Ecolab logo for
- ▲ Customer-facing employees

Change correspondence templates and email signatures by
the end of Q1 2012.



Business Cards

- ▲ Both Ecolab and Nalco employees will continue to use current process for ordering
 - Ecolab = online ordering system / My Buy
 - Nalco = order through Media Center
- ▲ Nalco business card design:
- ▲ Ecolab designs remain the same
- ▲ Guidelines can be found at www.ecolabid.com/in-practice/correspondence/



Order new business cards by the end of Q1 2012 or as you run out

Building Signage

- ▲ Facilities not required to change signage on Day One
 - Update as budget allows
- ▲ Preferred signage options:



OR

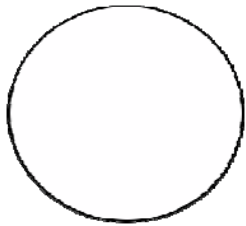


Change building signage to appropriate logo throughout 2012...
as budgets allow.

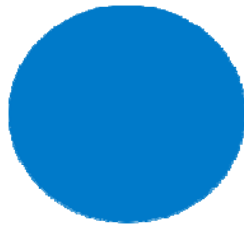


Color Palette Guidelines

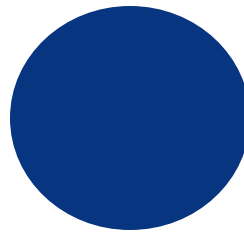
- ▲ Core color palette updated to include Nalco Blue (Pantone® 294)



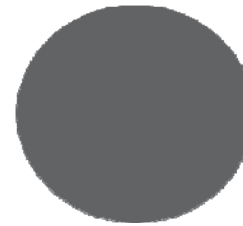
White



Ecolab Blue
PANTONE®
3005



Nalco Blue
PANTONE®
294



Gray
(70% Black)

Color Palette Guidelines

- ▲ Ecolab Blue (Pantone 3005)
 - Primary Ecolab logo color
 - Headlines
 - Design Elements
- ▲ Nalco Blue (Pantone 294)
 - Primary Nalco logo color
 - Use with marketing collateral that supports Nalco products and services:
 - Headlines
 - Design elements
- ▲ However, Global Brand materials will use a combination of Ecolab and Nalco blues to represent the company
- ▲ No change to accent color palette
- ▲ For full color palette options and guidelines, visit www.ecolabid.com/our-look/color-palette/



Typography

- ▲ A unified system of typography leads to a consistent and memorable brand presence across all communications.
- ▲ Defined fonts for Ecolab are broken into two categories:
 - Professional Printed elements
 - Other Communications
- ▲ Professional Printed elements
 - Interstate Light (primary)
 - Interstate Regular (secondary)
 - Familiar sans serif font and offers exceptional legibility due to its clean and simple lines
 - [Interstate font packages can be purchased at www.fontbureau.com](http://www.fontbureau.com).
- ▲ Other Communications
 - Arial (primary)
 - Arial Narrow (secondary)
 - Primary typeface for all other materials, readily accessible to a wide variety of users
 - This sans serif style helps guide the eye through large blocks of text, especially online

New Icons – Representing Our Vision

The global leader in water, hygiene, and energy technologies and services

Providing and protecting what is vital:

- Clean water
- Safe food
- Abundant energy
- Healthy environments



**CLEAN
WATER**



**SAFE
FOOD**



**ABUNDANT
ENERGY**



**HEALTHY
ENVIRONMENTS**

Alternate Icons



**SAFE
FOOD**



**HEALTHY
ENVIRONMENTS**

New Icons - Guidelines

- ▲ Icons may be used independently or together
- ▲ However, if using icons to represent our Vision statement, they must all be used together
- ▲ If using together, do not change the order in which they appear
- ▲ Use two-word descriptors (don't alter or abbreviate)
- ▲ The corporate standard version uses a milk bottle for Safe Food and a spray bottle for Healthy Environments
 - Alternates can be used as needed:
 - Knife and fork for Safe Food
 - Stethoscope for Healthy Environments

Other Brand Elements... Still in process

- ▲ Many brand decisions yet to be made
- ▲ Formal process being established to guide us through all brand related elements
- ▲ Decisions will be made over time and communicated to the organization
- ▲ All guidelines and updates will be posted on www.ecolabid.com as they are available