

NALCO CHAMPION BRANDING

Quick Start Guide



INTRODUCTION

This Branding Quick Start Guide provides high-level brand information for the new Nalco Champion business. Ecolab follows a master brand strategy; therefore, the look and feel of all business materials will reflect the Ecolab brand.

We are on a journey, not all branding decisions have been made at this time. This guide will present what branding you should use and highlight the items that are still under consideration.

Global Marketing and Communications continually evaluates branding needs, and our guidelines will evolve as needed. If you have questions, please contact Global Marketing and Communications.



AN INTRODUCTION TO THE ECOLAB BRAND



INTRODUCTION TO THE ECOLAB BRAND

Built carefully over time through our relationships, the Ecolab brand is one of our most valuable assets. In order to maintain our leadership position and drive growth, every contact our customers have with our company must reinforce and build on our brand.



OUR PURPOSE AND VALUES

Our purpose describes what we do in an inspirational way - elevating our brand by communicating the end result of what we do and how we serve the greater good.

Our values guide how we work together, supported by behaviors that bring our values to life and link them closely to our purpose.

OUR PURPOSE: What We Do, Why It Matters

Every day, we make the world cleaner, safer and healthier - protecting people and vital resources.

OUR VALUES: What We Believe

We reach our goals.

We do what's right.

We challenge ourselves.

We work together with diverse perspectives.

We make a difference.

And we do all this with care, putting safety first.

OUR VISION

Where We Are Going, What We Will Become. A global leader in water, hygiene and energy technologies and services; providing and protecting what is vital: clean water, safe food, abundant energy and healthy environments.

VISION ICONS:



CLEAN
WATER



SAFE
FOOD



ABUNDANT
ENERGY



HEALTHY
ENVIRONMENTS

OUR VISION

The four elements of our vision are not meant to segment our businesses, but rather to highlight the common themes that unite our businesses. As our business becomes more complex, the vision helps drive toward simplicity by focusing on what we hope to achieve.

NALCO CHAMPION BRAND GUIDELINES



NALCO Champion

An Ecolab Company

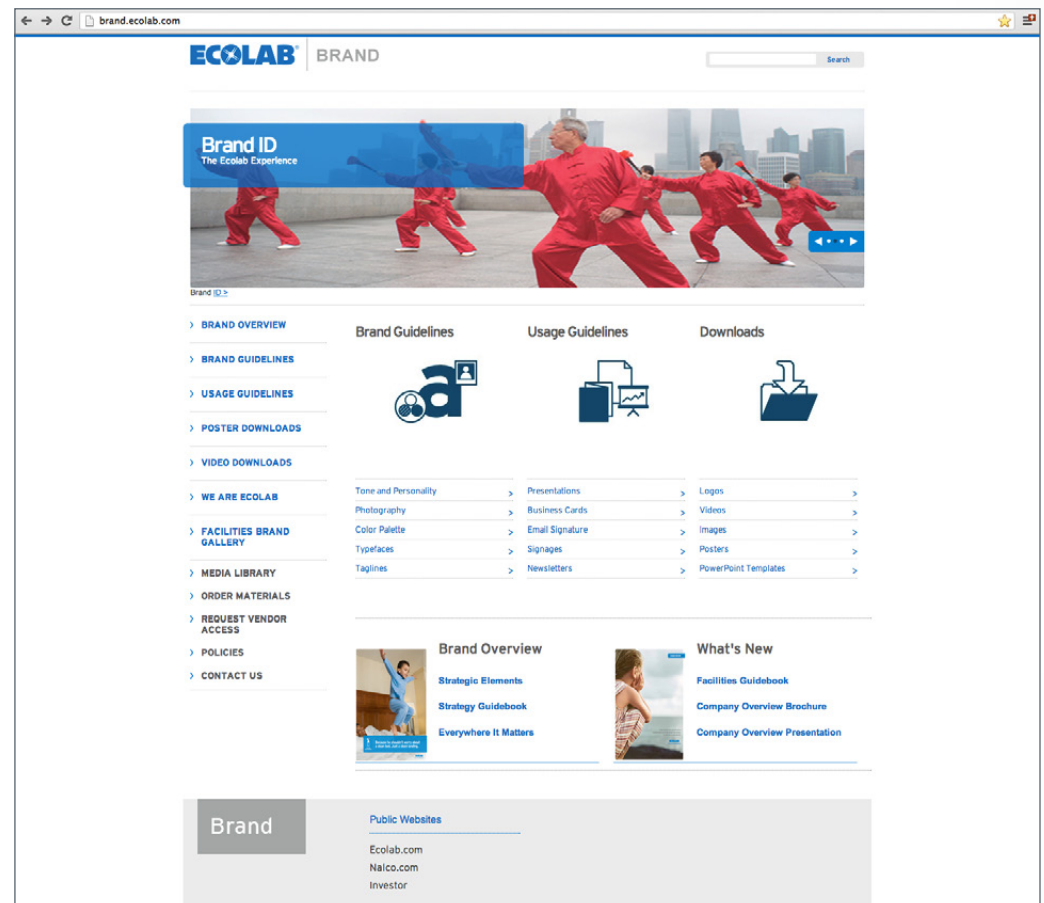
ONLINE BRAND STANDARDS - BRAND ID

Ecolab's corporate identity website, Brand ID, provides multiple resources for employees and agency partners on how to bring the Ecolab brand to life, including information on our purpose, values and vision, strategy 2015, brand guidelines, integration toolkit, images and videos.

Brand ID is accessible to all Ecolab employees globally. However, Champion employees will not have access until IT systems are integrated. Brand guidelines, templates and integration materials will be made available on the Champion intranet until such time.

Please contact Global Marketing and Communications if you need any assistance with Brand ID. Access for vendors can be requested through IT Service Desk - Contact EcolabID-HELP@ecolab.com for more information.

inside.ecolab.com/brand



NALCO CHAMPION LOGO USAGE

The Nalco Champion logo leverages the equity of both the Nalco and Champion Technologies brands, which hold significant value for customers in the energy market. Over time, consistent use of the new logo will continue to build on that equity.

LOGO ELEMENTS

To ensure consistency, the logo was created as a single graphic element and should not be altered in any way - it is not a font, it is an image.

AN ECOLAB COMPANY PHRASE

The logo includes the phrase “An Ecolab Company” in title case. The logo must always be reproduced in its entirety. The phrase cannot be omitted or altered in any way.

THIRD PARTY USE

When working with third parties, always include logo usage guidelines along with electronic logo files. Also request that they send a final printed piece for our records.

THE RULE

The line used in the logo is called a rule. The rule must always be present and should not be altered in any way.

NALCO Champion

An Ecolab Company



Pantone
3005



Pantone
294



Pantone
152

LOGO SIZE AND SPACING/CLEAR SPACE

Adequate clear space around a logo protects it from being crowded by other graphic elements and text on a page. In printed materials, the minimum amount of clear space around the entire perimeter of the logo must be equal to the height of “Nalco Champion.”

LOGO ELEMENTS

The Nalco Champion Logo should not be produced at a size that causes the phrase “An Ecolab Company” to become illegible.

COLOR STANDARDS

Consistent use of color makes a logo easier to recognize and protects its proprietary status.

The Nalco Champion logo uses a combination of Ecolab blue (Pantone 3005), Nalco Blue (Pantone 294), and Orange (Pantone 152). When using the logo in full color, the colors should not be altered in any way. Use this logo treatment as the standard, on a white background, whenever possible.

White

Use of the reversed (white) logo is acceptable, provided that the background color is dark enough to ensure legibility.

Black

Use 100% solid black (never a percentage) on a white background for black and white printed pieces.

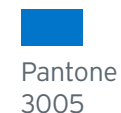
USING THE COMPANY NAME IN COPY

When referring to the Nalco Champion business in copy, it should always appear with “an Ecolab company” in sentence case.

Ex: Nalco Champion, an Ecolab company



The minimum required space is the logo's height on all sides as shown above



Pantone
3005



Pantone
294



Pantone
152



NALCO Champion
An Ecolab Company

TAGLINE

The primary purpose of the Taking Energy Further tagline is as a sign-off for corresponding messaging on Nalco Champion print collateral and web communications, both internally and externally. **The tagline should not be used with any other logos.**

SPACING

When using the Taking Energy Further tagline with the Nalco Champion, an Ecolab company logo, always allow for proper spacing around the logo as detailed in the Nalco Champion Logo Guidelines.

USE IN COPY

The phrase Taking Energy Further should always appear in title case, and be written using one of our approved font styles, Arial or Interstate. Refer to Typeface Guidelines on inside.ecolab.com/brand for more detail.

TRADEMARK

The Taking Energy Further tagline is under application for trademark. AP Style guidelines should be followed; therefore, at minimum, use the TM symbol (superscript) with the tagline in the first instance of use in copy.



Taking Energy Further™



70% Black

Always displayed in Interstate Light.

COLOR PALETTE

A standard set of colors brings a sense of consistency to all communications, establishing a familiar Ecolab brand. The Ecolab core and accent colors provide variety. Strategic use of color can help highlight information and draw the eye to a particular message. However, it's important to limit the number of colors you use to avoid creating a “rainbow” effect. Careful color use will bring clarity to your piece and convey a professional tone.



Pantone
3005



Pantone
294

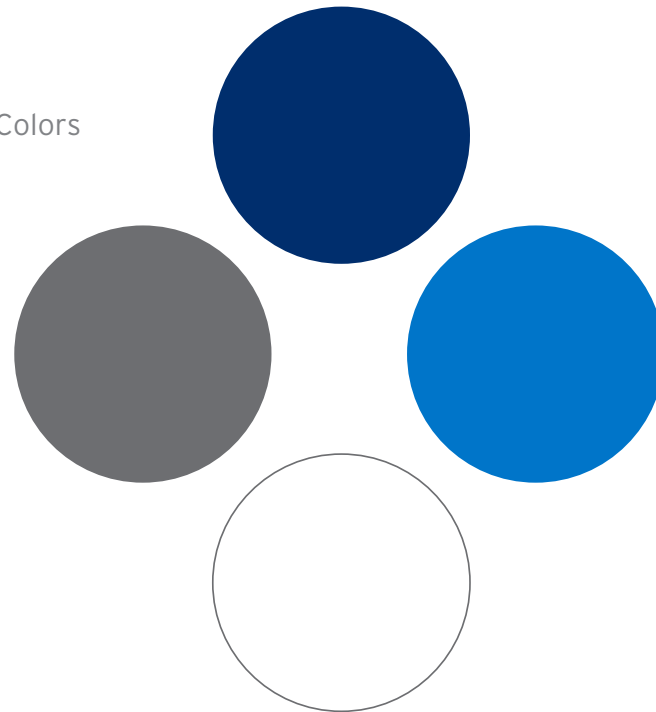


Gray
70% Black



White

Primary Colors



THE DYNAMIC RINGS

The Nalco Champion Dynamic Rings represent the coming together of three companies, and the liquid represents the flow of “Chemistry” between the companies.

CLEAR SPACE

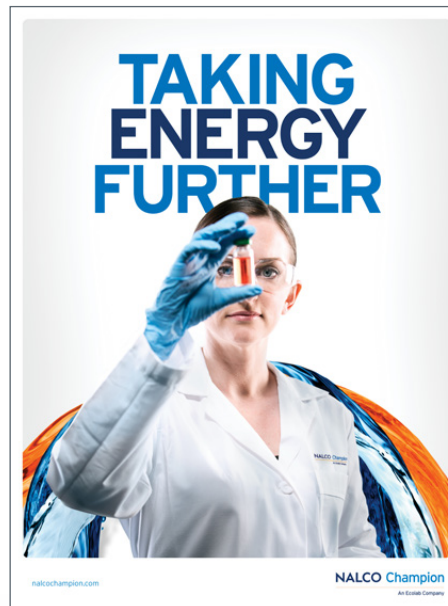
Adequate clear space around The Dynamic Rings protects it from being crowded by other graphic elements and text on a page.

Only the Nalco Champion “people” photos can invade the rings.

(As seen on the poster, and print ad)

USAGE

The preferred crop of the The Dynamic Rings is shown here on the wallpaper graphic. The rings should not be flipped or stretched.



THE GRADIENT AND ROUNDED CORNERS

The Nalco Champion gradient and rounded corners adds dimension and creates a backdrop to help frame the Dynamic Rings and people photography.



TYPOGRAPHY: ARIAL

Arial Regular was chosen as our primary typeface for all internal communication materials because it is readily accessible to a wide variety of users. Also, its sans serif style helps guide the eye through large blocks of text, especially online.

PRIMARY TYPEFACE

Arial Regular is our primary typeface for all other materials. Use it in headlines, subheads, body copy and captions.

SECONDARY TYPEFACE

Arial Narrow is our secondary typeface. It should be used when space is limited.

Arial fonts should be used to create materials such as:

- ◆ Correspondence (e.g., memos)
- ◆ PowerPoint Presentations
- ◆ Websites
- ◆ Emails

Font examples

ABCDEFGFG
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGFG
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow

TYPOGRAPHY: INTERSTATE

A unified system of typography leads to a consistent and memorable brand presence across all communications. Our primary typeface family is Interstate for all professionally designed materials. This familiar sans serif font offers exceptional legibility due to its familiar, clean and simple lines.

PRIMARY TYPEFACE

Interstate Light is our primary typeface for all materials that are professionally designed and printed. Use it in headlines, subheads, body copy and captions.

SECONDARY TYPEFACE

Interstate Regular is our secondary typeface. It should be used when a slightly heavier typeface is needed, such as when emphasizing copy.

BOLD AND ITALICS

Additional Interstate typefaces may be used to further express the brand personality. However, apply them sparingly. Do not specify “bold” or “italic” using the computer’s formatting menu. Instead, use the actual Interstate typefaces listed below.

Interstate Bold:

Use Interstate Bold for headlines and subheads only. Do not use this font for body copy.

Font examples

ABCDEFGFG

abcdefghijklmnopqrstuvwxyz
1234567890

Interstate Light

ABCDEFGFG

abcdefghijklmnopqrstuvwxyz
1234567890

Interstate Regular

TONE AND PERSONALITY

Our brand tone and personality are the style and manner that define and characterize our brand. When used consistently, they help distinguish Ecolab from other brands.

Our tone and personality should be reflected in all of our interactions - at every touch point, in everything we say and do. They should be reflected in every element - not just the words we choose, but in images, video, music - and in the overall “feeling” we create.

The personality of everything we say and do should be:

APPROACHABLE: welcoming, responsive

HUMAN: down to earth, able to relate

KNOWLEDGEABLE: expert, right-hand partner

STRAIGHT FORWARD: direct, real, get the job done

TRUSTWORTHY: honest, reliable, solve the problem

IMAGERY

Every communication is an opportunity to enhance our reputation by accurately conveying the essence of Ecolab: teamwork, cleanliness, innovation, service, safety. Nowhere is this opportunity more powerful than through images. The visual representation of our brand should mirror our purpose to make the world cleaner, safer and healthier – protecting people and vital resources. You can bring this to life through carefully selected photography and illustrations.

GENERAL GUIDELINES

- Use images that quickly convey the essence of your subject matter and that are likely to be relevant to your intended audience, but are also authentic and engaging.
- Use the highest quality imagery whenever possible.
- Do not use clip art. This type of imagery can vary greatly in quality and is most typically used to illustrate word processing and desktop publishing documents – not corporate materials.



IMAGERY/IN THE STUDIO

Our people are truly our greatest asset, and our people are the face of our brand to our customers. That is why we have chosen for our marketing materials to focus on our people. A clean, crisp, and high-end photography style is used to represent our employees in a consistent manner. Stock photography of people should not be used in any marketing materials. Our studio photography style helps represent our employees' industry leadership mentality and the sophistication of our solutions and service delivered through their expertise and performance. Our library of employee photography will be stocked with additional photography on a regular, quarterly basis.



NALCO CHAMPION USAGE GUIDELINES



NALCO Champion

An Ecolab Company

BUSINESS CARDS

Business cards will be available for ordering on Day One for all Nalco Champion employees. However, with the exception of sales and other functions that have direct contact with customers, employees are encouraged to hold off on ordering until their current supply runs out.

GUIDANCE

- Sales employees are encouraged to place orders on Day One
- All other employees should wait to place orders until their supply runs out
- Use existing job titles for initial card orders

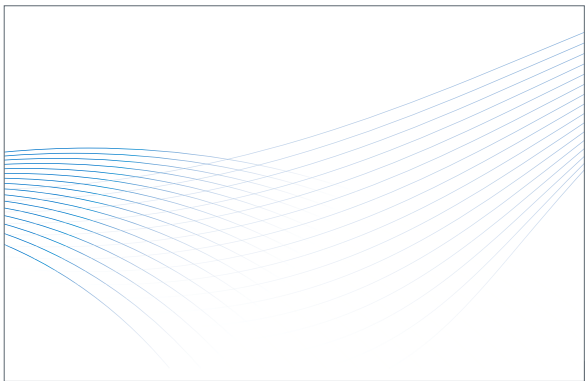
ACCESS

A direct link to the BCSI website will be included on the Nalco Champion pages on both Ecolab and Champion intranets

PRINT SPECIFICATIONS

In order to drive a consistent brand experience globally, it is recommend that the following print specifications are met for those regions outside of the U.S.

- Paper weight: minimum 120# C (130# C is preferred if available)
- Paper stock: white, minimum 94% brightness
- Print technique: dull thermography on front of card



EMAIL SIGNATURES

Templates for email signatures can be found on Brand ID and the Champion Intranet for download. All Nalco Champion employees should start using the new standard template following Day One.

Emails should remain business-professional at all times. Graphic elements and information other than basic contact information should **not** appear within email signatures. This includes, but is not limited to:

- Background art
 - Logos or other icons (recipients receive these as attachments)
 - Quotations and personal salutations
 - Recycling messages and other recommendations as to when emails should or should not be printed, etc.
-

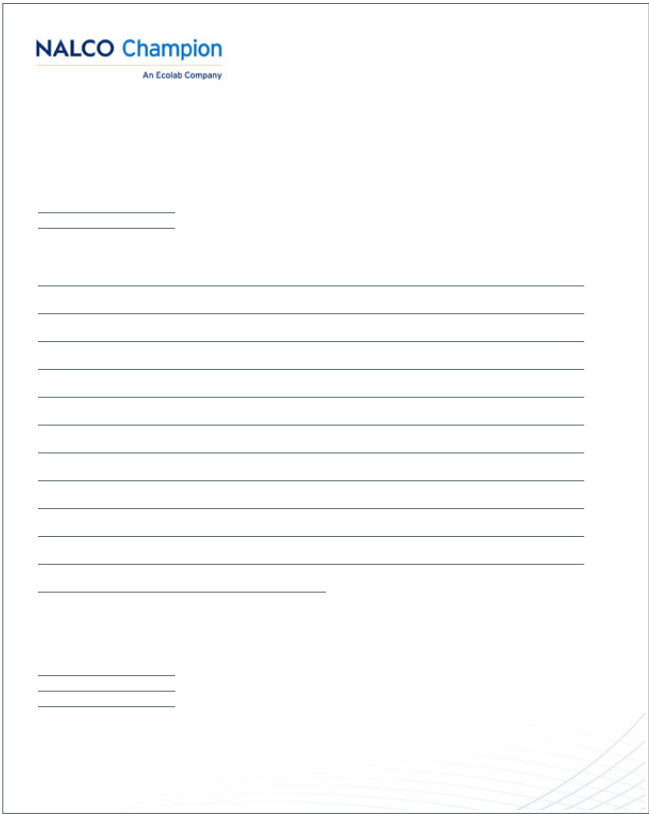
Jonathan Doe

DIRECTOR OF MARKETING

NALCO Champion | **An Ecolab Company** 370 WABASHA STREET NORTH, ST. PAUL, MN 5512
T 713 555 5555 **M** 832 555 5555 **E** Jonathan.Doe@ecolab.com

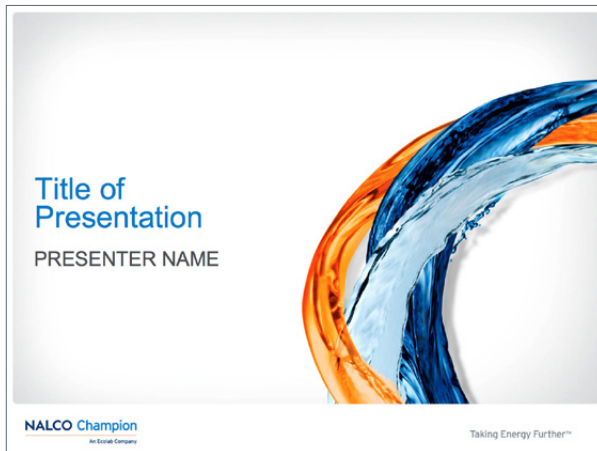
LETTERHEAD

When having your letterhead professionally printed, spot-color is recommended (vs. four-color process) to provide a better line read on text. Use a bright white, 60# paper stock. You may also print your correspondence on your color office or home printer, using the Ecolab letterhead template. On personalized letterhead, use the international standard format for phone numbers (use spaces between digits – no dashes or periods).

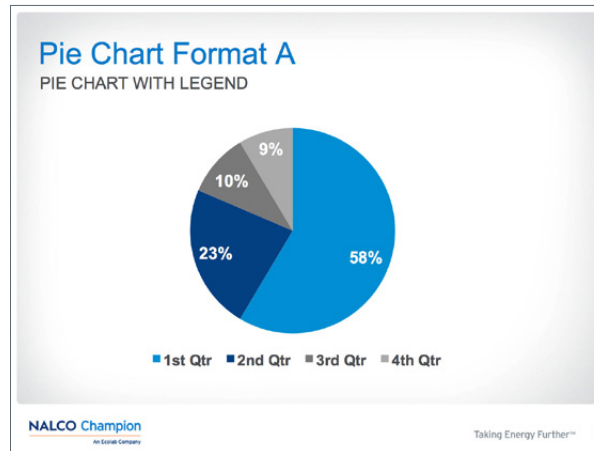


POWERPOINT

Visual consistency of messaging across all platforms, including internal and external presentations, plays a critical role in reinforcing the strength of a brand. The Nalco Champion PowerPoint template is flexible. You'll find options for title, transition and content slides that offer variety while conveying an established brand look and feel.



Title Slide



Data Slide



Content Slide

ADVERTISING

Nalco Champion advertising can take many forms – from brand advertising to small-space ads, trade ads, sponsorship ads and more. Although your intentions and audience may vary with each ad, it is essential that the Nalco Champion identity is always communicated with consistency and clarity.

ADVERTISING BASICS

- Ads can be created in color or in black-and-white.
- Be well aware of your intended purpose and who your audience is.
- The copyright line must appear on all ads.
- All identity standards must be followed.

Taking Energy Further™

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Visit nalcochampion.com to learn more.

6,700
employees

450+
scientific experts

49
reaction facilities

12
technology centers

NALCO Champion
An Ecolab Company

Taking Energy Further™

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Visit nalcochampion.com to learn more.

6,700
employees

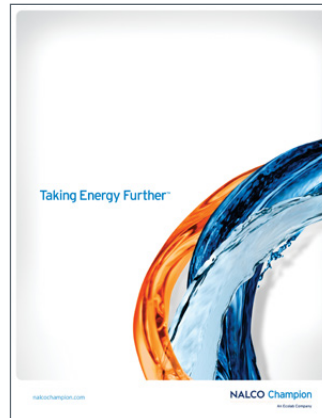
450+
scientific experts

49
reaction facilities

12
technology centers

NALCO Champion
An Ecolab Company

Guidelines for brochures will be updated later in 2013. Temporary branded templates featuring the Nalco Champion logo have been created for use in the interim if needed. These templates should be used in partnership with a creative agency and the Global Marketing and Communications team.



TRADESHOWS/EVENTS

Tradeshows represent a major marketing opportunity, providing high exposure within the industry and a unique opportunity to personally connect with customers. Therefore, the role of booth design is extremely important. Good booth design must capture attendees' attention quickly, then clearly and immediately communicate who we are, the benefits we deliver and why we are the best choice. Due to the production expenses required to create tradeshow structures and components, all tradeshow booth structural designs, headers, subheads and display graphics must be approved PRIOR TO PRODUCTION. Contact Global Marketing and Communications for consultation and approval.

UNIFORMS

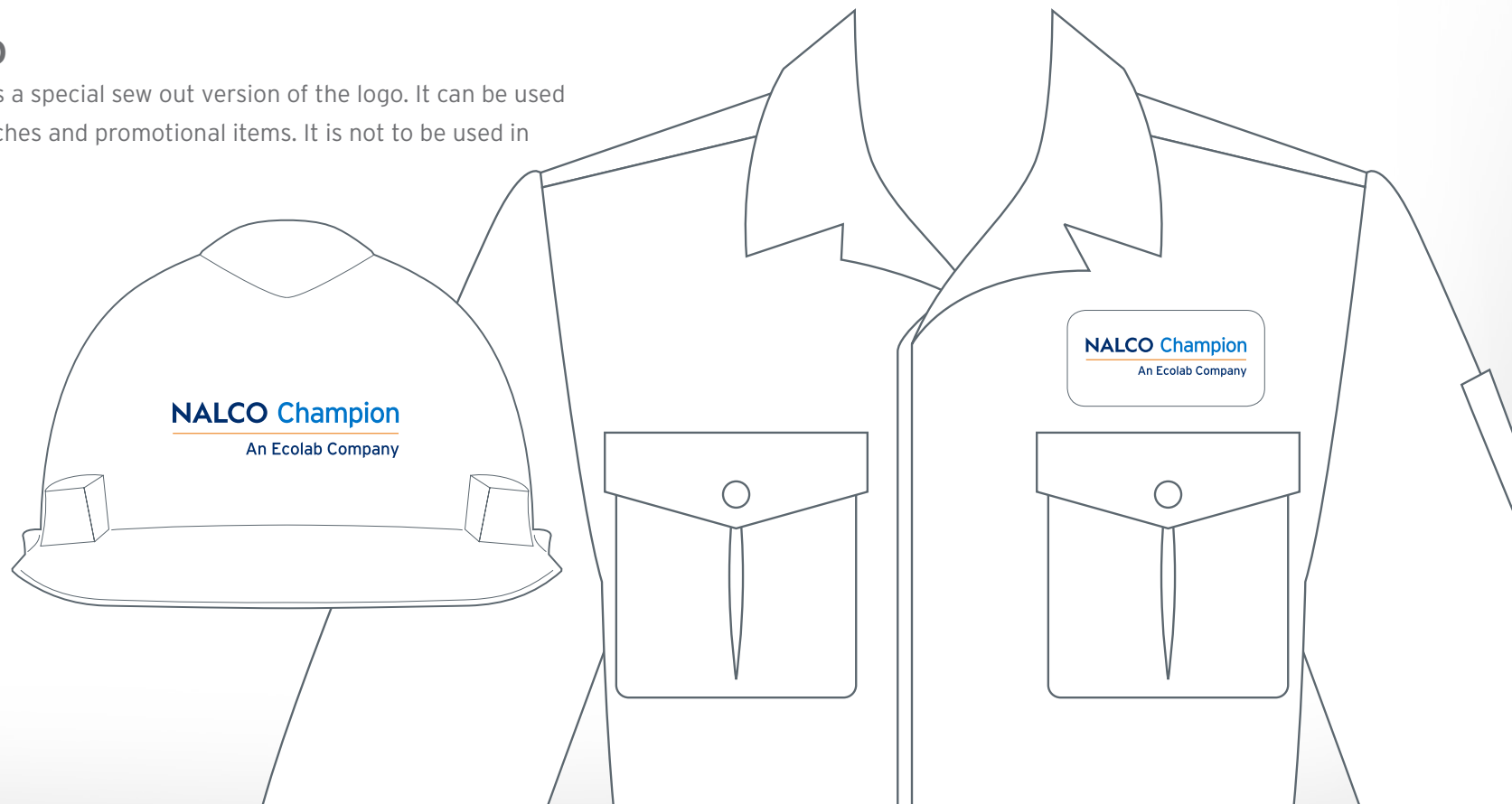
A consolidated ordering process for all Nalco Champion uniforms is in the process of being developed. Teams are encouraged to continue using current processes until a new system is launched. Questions regarding uniform ordering can be directed to EcolabID-HELP@ecolab.com

GENERAL GUIDELINES

Our supply chain organization is working on approved uniform vendors and global standards for all uniforms. Standards will be released once they are finalized. Please hold off on ordering uniforms until formal guidance is given. New uniform designs must be reviewed and approved by Global Marketing and Communications prior to production.

SEW OUT LOGO

For embroidery there is a special sew out version of the logo. It can be used only on wearables, patches and promotional items. It is not to be used in any other instance.



PROMOTIONAL ITEMS

Our new Nalco Champion logo is one of our most valuable assets. Ensuring consistent branding and logo usage across all materials, including premium and promotional items, is key to delivering a strong and familiar company identity. Company branded items can serve multiple purposes, such as tradeshow giveaways, employee recognition awards, customer giveaways, gifts and incentives, and meeting and event souvenirs.

GENERAL GUIDELINES AND BEST PRACTICES

- The recommended color for Nalco Champion promotional items is white.
- Use the special sew out version of the logo.
- A full color logo is preferred. If white is not available, follow these alternatives:
 - Light colored (light gray, ivory, etc.) promotional items with full color logo.
 - Other color combinations may be acceptable – review any alternative selections with Global Marketing and Communications prior to production.
- Consider your audience. Select items that your target audience would find interesting or useful.
- Select recognition mementos that appear to have a value appropriate for the achievement.
- Choose high-quality items for gifts.
- Always have your vendor create a sample or pre-production proof for you to review before beginning production.

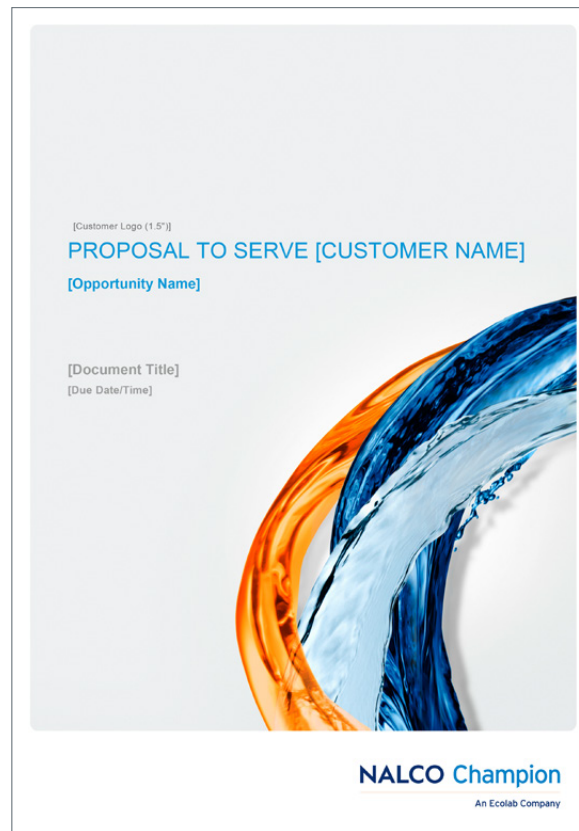


FACILITIES AND VEHICLE SIGNAGE

Guidelines for external signage on facilities and vehicles will be coming soon. Please contact Global Marketing and Communications at EcolabID-HELP@ecolab.com before making any decisions around signage or until final guidelines are made available on Brand ID.

BID TENDERS/PROPOSALS

An interim Tender/Proposal Management process to centralize bidding approvals will take effect on Day One. The purpose of this new process is to prevent undue risk associated with new financial or legal terms that are not aligned with Nalco Champion's goals and risk tolerance. It also aims to minimize duplication of efforts as a new organization by ensuring we do not bid on the same projects. For more information, write to: TenderManagement@ecolab.com



SECURITY BADGES

Facilities, Marketing and Security are currently working on the layout and design of the new Nalco Champion access badges. Our intent is to begin issuing new badges as soon as possible, however, we must coordinate across the entire organization to ensure standardization. As soon as we have a final, approved, badge design we will distribute it for use. In the meantime, should an employee require a badge, please continue to issue legacy badges as you have done.

The only exception to this would be those individuals (Senior Management, etc.) that require immediate access to both Nalco and Champion facilities. In this event, please contact Tabitha Jones, Security Coordinator, at 713-423-7856 to arrange for a dual technology badge to be issued.

Thank you for your patience and continued support in this matter.

BRANDING GUIDELINES: FREQUENTLY ASKED QUESTIONS

Following are FAQs addressing the brand standards for Nalco Champion, an Ecolab company

How do I get access to our brand standards? Where can I find our templates?

Our Nalco Champion brand standards, including Word and PowerPoint templates, are available on the Ecolab Brand ID site and on the Champion ONE Intranet. Legacy Champion and CorsiTech employees won't have access to the Ecolab Brand ID site until our networks are integrated and cross-access is available.

How should the logo be used on branded promotional items?

Branded items should be white and use the standard tri-color logo. If white promotional materials are not available, silver, ivory or a similar substitute can be used. If only darker colors are available for a branded item, use the reversed (white) logo, assuming the background color is dark enough to ensure legibility. Check the Branding Quick Start Guide for information. Also, don't use the Nalco Champion logo on items that are considered weapons, such as knives.

What about my email signature? Can I use our logo in my email?

The official email signature template can be found in the Employee Quick Start Guides and on Inside Ecolab and Champion ONE. This signature should not be altered in any way, which includes changing the color or placement of the elements. Employees also should not use any logos, quotations, decorative backgrounds or photos/images with their email signature.

How do I order new business cards?

A link on Inside Ecolab and Champion ONE provides guidance on how to order business cards. It also lists regional or local contacts who can provide assistance or answer questions.

Should the word "Nalco" be uppercase or sentence case?

In our logo treatment, Nalco appears in all uppercase letters. However, when the name of the organization is written, it should be sentence case: Nalco Champion, an Ecolab company.

How should I brand vehicles, facility signage and uniforms?

Standards for vehicle branding, facility signage and uniforms are coming soon. These will be communicated once finalized. Please wait to order uniforms, signage or vehicle branding until this guidance is provided. Branded designs must be approved by Global Marketing and Communications prior to production.

How can I get a copy of the logo?

The official versions of the Nalco Champion logo will be available for download soon on the Ecolab Brand ID site and Champion ONE. You also can contact Global Marketing and Communications if you have questions about the logo.

When should we use "Nalco Champion" and "Energy Unleashed" branded material?

Customer-facing or external documents – advertisements, proposals, customer letters, business cards, email signatures – should use Nalco Champion branding. Energy Unleashed is the name for our integration effort; internal communication materials will use Energy Unleashed branding as a signal to you that the information it contains is related to integration.