DELTA

FAUCET COMPANY

Corporate & Multi-Brand Style Guidelines

DFC Brand Guidelines

DELTA
FAUCET COMPANY

DFC Logo Usage

The **full color logo** is the primary DFC logomark. It utilizes Deep Blue and White, from the corporate brand color palette (page 6).

The **reversed logo** utilizes White and Steam Gray from the corporate color palette, and is approved for use on dark backgrounds.

When using any DFC logo, always adhere to rules regarding proper clear space, minimum size, and unapproved usage. (see page 4).

FULL COLOR LOGO

On lighter backgrounds, use the approved full color DFC logo with White & Deep Blue charge mark.

Charge Mark   DFC Wordmark

REVERSED LOGO

On dark backgrounds, use the approved reversed DFC logo with White & Steam Gray charge mark.

DFC Logo Usage

CONTINUED

In addition to the full color logos , black and white versions of the DFC logo may be used when a one-color logo is requested, or when higher contrast is required for brand visibility.

When using any DFC logo, always adhere to rules regarding proper clear space, minimum size, and unapproved usage.

BLACK ONE-COLOR LOGO

WHITE ONE-COLOR LOGO

CLEAR SPACE

Use the droplet trio graphic from the DFC charge mark as a measuring tool for determining the minimum clear space around the DFC logo.

MINIMUM SIZE

The DFC logo should never be smaller than 1.25", or 90 pixels on web/digital.

1.25" / 90px

UNAPPROVED USAGE

DO NOT stretch the DFC logo horizontally or vertically.

DO NOT remove key elements from the logo, such as the charge mark or the "Faucet Company" tag.

DO NOT place the DFC logo inside of any shape, as to avoid confusion with the red Delta® logo.

DFC Typography

The primary Delta Faucet Company brand font is Work Sans (Google Fonts). It should be used in **most** cases.

- Use the ExtraLight font weight for large and medium-sized headlines or subheadlines.
- Use the Regular font weight for medium or small blocks of copy.
- The SemiBold font weight is used for emphasis in all instances.

Barlow Semi Condensed (Google Fonts) is DFC's secondary font. It should be used less often than Work Sans.

- Use this font for small titles, short bulleted or itemized lists, Call to Actions, and other text elements where contrast is needed.
- This font should **always be displayed in ALL CAPS**.
- The SemiBold font weight is the primary weight and should be used in most instances.

PRIMARY FONT

DOWNLOAD WORK SANS ›

Work Sans

Lorem ipsum abori do luptae **modipsunt**.

Lorem ipmsum luptum quiandita vit faccus andae. It, con resecto dem intis sum eiusapero.

Work Sans ExtraLight
Work Sans Regular
Work Sans SemiBold

Lorem ipsum dolor sit amet eosti comnihit quiatisquis autem. Et accaeresed quam ex exces et explaceatum dolestrum resectur, am nis etur? Ficae maior ratiunt aspis rehent. Us qui isimagnia dolorro.

SECONDARY FONT

DOWNLOAD BARLOW ›

BARLOW SEMI CONDENSED

LOREM IPSUM ABORI DO LUPTAE MODIPSUNT.

LOREM IPMSUM *LUPTUM QUIANDITA* VIT *FACCUS* ANDAE. IT, CON RESECTO DEM INTIS SUM *EIUSAPERO*.

BARLOW SEMI CONDENSED SEMIBOLD
BARLOW SEMI CONDENSED REGULAR

- LOREM IPSUM DOLOR SIT
- COMNIHIT QUIATISQUIS AUTEM
- ET ACCAERESED QUAM EX
- EXCES ET EXPLACEATUMASPIS
- LOREM IPSUM DOLOR SIT

DFC Color Palette

The official DFC color palette is inspired by the organization's continuing passion for Water, Quality and Innovation.

Primary: Deep Blue & Blue River
Deep Blue is the best option for text color on lighter backgrounds, as well as the best option for background colors (with lighter text). Blue River can be used as a bold background color or as an accent color. It is also the primary blue tone in our blue wave graphic . *DO NOT use Blue River for smaller text on white or light backgrounds—this will cause legibility issues.*

Secondary: Gold, Blue Steam & Blue Mist
Gold and Blue Steam may be used for small titles, line dividers, bullet points, and other accent elements, while Blue Mist is a good alternative to white when design subtly is desired.

White is used for text and backgrounds.
Black is used for technical documents or other one-color documents.

DEEP BLUE
Pantone 289 C
CMYK: 99 84 45 51
RGB: 24 34 62

BLUE RIVER
Pantone 283 C
CMYK: 40 13 0 0
RGB: 159 194 239

GOLD
Pantone 7503 C
CMYK: 26 37 72 2
RGB: 176 148 87

BLUE STEAM
Pantone 535 C
CMYK: 47 32 13 0
RGB: 142 162 186

BLUE MIST
Pantone 656 C
CMYK: 12 6 3 0
RGB: 235 240 249

WHITE
Pantone 000 C White
CMYK: 0 0 0 0
RGB: 255 255 255

BLACK
Pantone Black 6 C
CMYK: 0 0 0 100
RGB: 0 0 0

DFC Web Color Palette

This is an expanded color palette that is for **web use only**. This color palette features:

- A **Web-Only Gold** to be used in place of the standard Gold (darkened for visibility based on ADA web compliance).

- Two (2) additional blue-gray colors—**Web-Only Gray Steam** and **Web-Only Gray Mist**—to be used in place of any dark or light gray.

This color palette should **only** be used for:

- The DFC website.

- Digital applications & phone applications.

* Indicates a web-only color—not intended for use on any printed collateral

DEEP BLUE
HEX: #18223E

BLUE RIVER
HEX: #9FC2EF

WEB-ONLY GOLD*
HEX: #997F48

WEB-ONLY GRAY STEAM*
HEX: #63738D

BLUE STEAM
HEX: #8EA2BB

WEB-ONLY GRAY MIST*
HEX: #B0BED1

BLUE MIST
HEX: #EBF0F9

WHITE
HEX: #FFFFFF

BLACK
HEX: #000000

Blue Wave Graphic

Further deepening our connection to water, our **blue wave** graphic can add a visual element to any design piece that may need a touch of energy and movement.

Use the blue wave graphic for:

- Simple presentation slides with white as the background color.
- Simple printed pieces with minimal text or visuals, and with white as the background color.

DO NOT use the blue wave graphic:

- On any background color other than white, or overtop of other graphics.
- On multi-branded materials.
- On digital or printed pieces with other key visuals.
- If it takes up more than one-third of the total height of the piece.

PRIMARY (FULL) VERSION

Here is the primary graphic element—always place it at the bottom, full bleed (edge-to-edge) graphic. *In rare instances, the blue wave graphic may be placed at the top of the design piece.*

NARROW VERSION

Use this narrow version of the blue wave graphic when the primary (full) version is too large for the design piece, or if space is limited due to other elements.
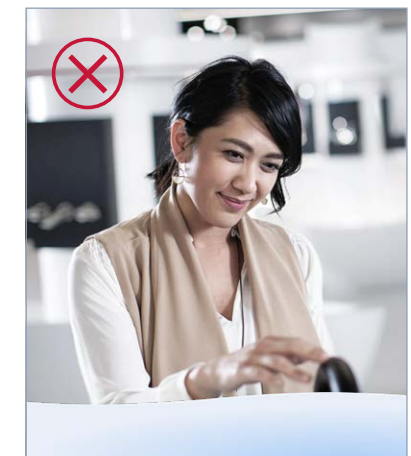
UPPER THIRD

MIDDLE THIRD

The graphic should never take up more than one-third of the total height of the piece.

LOWER THIRD
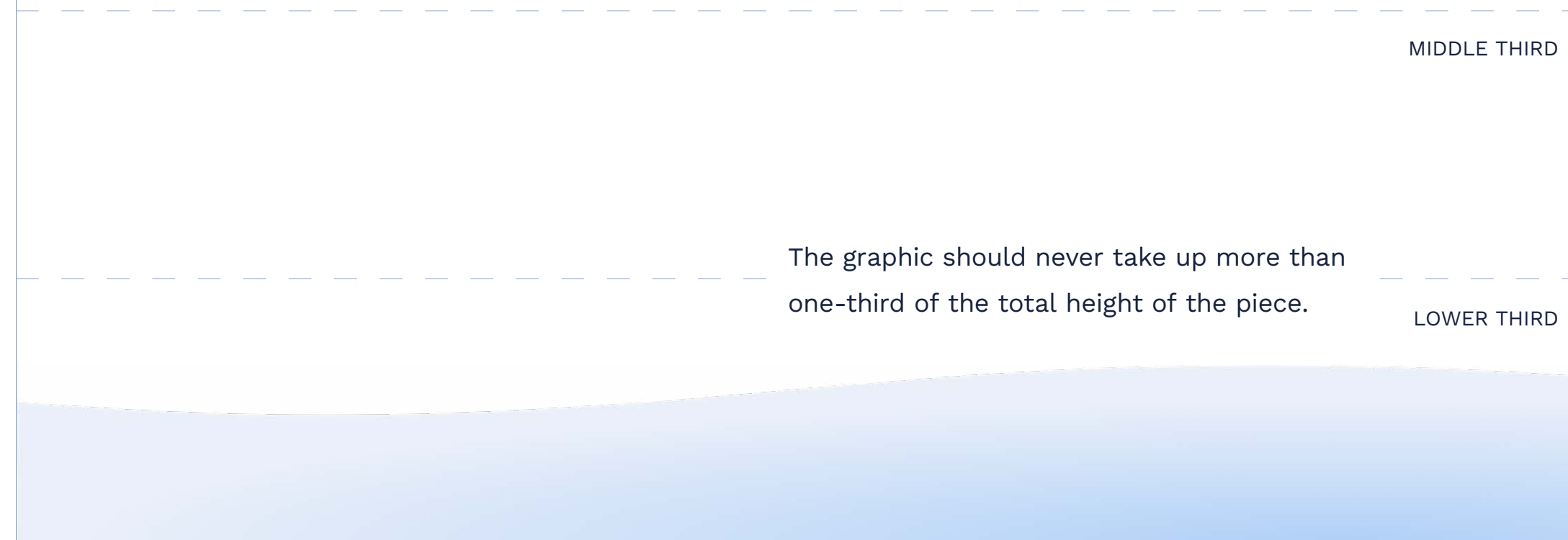
UNAPPROVED USAGE

DO NOT use the graphic as an oversized design element. Always show the full graphic.
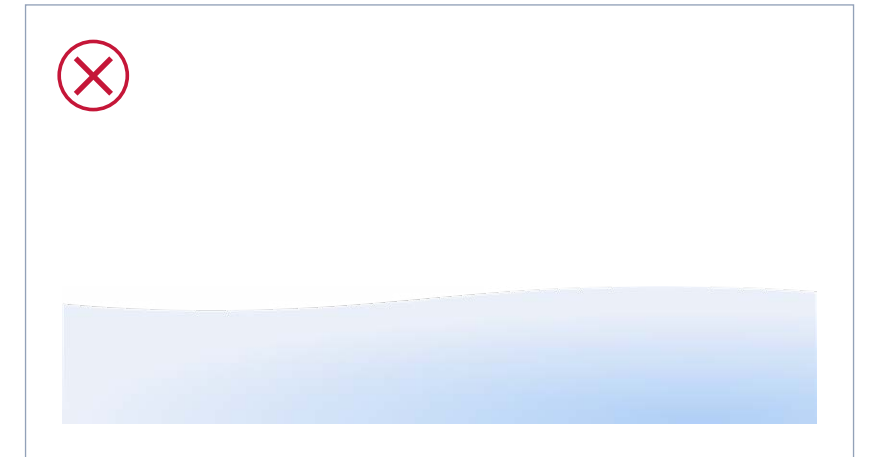
DO NOT show the edges of the graphic—the graphic should always span the design piece edge to edge.

DO NOT use the blue wave graphic on top of another large graphic. **DO NOT** use the graphic on any background color other than white.

Multi-Brand Guidelines

DELTA
FAUCET COMPANY

Multi-Brand Guidelines

DFC CORPORATE LOGO USAGE

The **DFC logo** applies at the highest levels. It represents our company— not any specific brand—and it should never be used in place of the Delta® brand logo.

Use the **DFC logo** when you are:

- Creating a presentation about DFC as a whole, or when a *portion* of a presentation (such as an introduction) is about DFC as a whole.

- Creating DFC corporate materials.

- Addressing a broad group of DFC employees.

Multi-Brand Guidelines

COMBINING BRANDS

When creating a multi-branded piece that involves **more than one core brand**, always adhere to the DFC Corporate typography (page 5), color palette (page 6) and multi-brand logo lockups (pages 12-13).

See pages 12-13 for more logo lockups and guidelines.

MULTI-BRANDED LOGO LOCKUP EXAMPLE *See all multi-brand logo lockups on pages 12-13.*

DFC CORPORATE TYPOGRAPHY FOR MULTI-BRAND MATERIALS

Work Sans

Work Sans Light
Work Sans Regular
Work Sans SemiBold

Lorem ipsum abori do luptae **modipsunt**.

Lorem ipmsum *luptum quiandita vit faccus* andae. It, con *resecto dem* intis sum eiusapero.

Lorem ipsum dolor sit amet eosti comnihit quiatisquis autem. Et accaeresed quam ex exces et explaceatum dolestrum resectur, am nis etur? Ficae maior ratiunt aspis rehent. Us qui isimagnia dolorro.

BARLOW SEMI CONDENSED

BARLOW SEMI CONDENSED REGULAR
BARLOW SEMI CONDENSED SEMIBOLD

Multi-Brand Guidelines

COMBINING BRANDS: LOGO LOCKUPS

The following logo lockups should be used when creating a **multi-brand** digital or printed piece; that is, a piece that promotes more than one core brand.

You **would** use a multi-brand logo lockup for:

- Multi-branded trade show display signage (asset developed by corporate branding team).
- Corporate collateral (email signatures, letterhead, special event invitations, etc.).

You **would not** use a multi-brand logo lockup for:

- Any type of advertising, social media or paid media.
- Leave-behind or stand-alone customer/ consumer pieces.
- When in doubt, contact a member of the brand teams.

APPROVED MULTI-BRAND LOGO LOCKUPS FOR DARK BACKGROUNDS (STACKED AND IN-LINE)

DO NOT remove the corporate DFC logo

DO NOT reorder or rearrange lockups. The core brands should always be displayed in the order 1) Brizo®, 2) Delta®, 3) Kraus®, 4) Peerless®.

Stacked

In-Line

APPROVED MULTI-BRAND LOGO LOCKUPS FOR LIGHT BACKGROUNDS (STACKED AND IN-LINE)

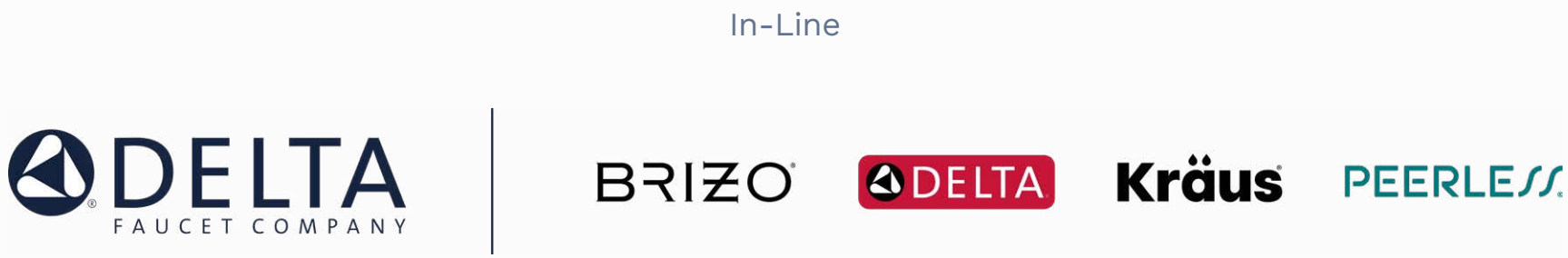**DO NOT** remove the corporate DFC logo

DO NOT reorder or rearrange lockups. The core brands should always be displayed in the order 1) Brizo®, 2) Delta®, 3) Kraus®, 4) Peerless®.

Stacked

In-Line

Multi-Brand Guidelines

COMBINING BRANDS: LOGO LOCKUPS (CONTINUED)

In addition to the color multi-brand logo lockups (pages 12), all-white and all-black versions are available for one-color applications.

APPROVED ALL-WHITE MULTI-BRAND LOGO LOCKUPS FOR DARK BACKGROUNDS (STACKED AND IN-LINE)

Stacked

In-Line

APPROVED ALL-BLACK MULTI-BRAND LOGO LOCKUPS FOR LIGHT BACKGROUNDS (STACKED AND IN-LINE)

Stacked

In-Line

Multi-Brand Guidelines

INDIVIDUAL BRANDS: LOGO USAGE

In some instances, it may be appropriate to use a specific **core brand logo** in place of the DFC logo or multi-brand logo lockups. It is important to maintain each brand's individual integrity by following their respective brand guidelines .

You should use a specific **core brand logo and style** when you are:

- Creating a presentation that is focused solely on one brand, **not multiple brands.**
- Creating brand-specific materials.
- Addressing employees about a brand-specific topic.

BRIZO®

DELTA®
see what Delta can do℠

Kräus®

PEERLESS®

Multi-Brand Guidelines

INDIVIDUAL BRANDS: SIMPLIFIED STYLE GUIDES

When creating a piece specific to **one of the four core brands**, it is imporant to adhere to the styles already in place for each brand.

- Always respect the individual brand styles— logos, typography, colors, photo styles.

- **DO NOT** merge styles from one brand with styles from another.

- Always use a ® after the first mention of a brand in a headline, subhead, *and* copy block.

- **NEVER** verbally use "Delta Brizo" as if they are one brand.

- The brands should be written and spoken as "the Brizo and Delta brands". **DO NOT** write the brands out as "Delta/Brizo."
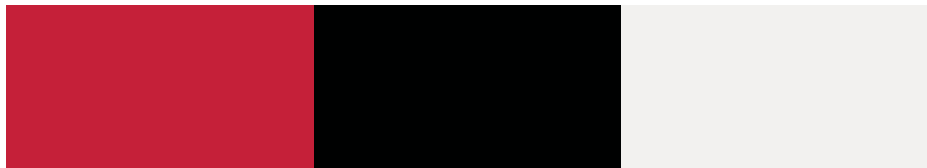
BRAND SPECIFIC LOGOS   **BRAND SPECIFIC COLORS**   **BRAND SPECIFIC TYPOGRAPHY**

BRIZO®

| SOFT BLACK | WARM GRAY | COOL GRAY |

See the Brizo® Brand Style Guide for Color Breakdowns

DIN MITTELSCHRIFT

Domaine Display Narrow Regular

Domaine Text Regular

DELTA — see what Delta can do™

| DELTA RED | DELTA BLACK | OFF WHITE |

See the Delta® Brand Style Guide for Color Breakdowns

TRADE GOTHIC BOLD

Calluna Light

Trade Gothic Light

Kräus®

| RICH BLACK | AQUA BLUE | GREEN |

See the Kraus® Brand Style Guide for Color Breakdowns

Proxima Nova Semibold

Proxima Nova Medium

Proxima Nova Light

PEERLESS®

| BLUE | GREEN | GRAY |

See the Peerless® Brand Style Guide for Color Breakdowns

Kiro ExtraLight   Kiro Regular

Kiro Light   **Kiro Bold**

Multi-Brand Guidelines

INDIVIDUAL VS. MULTI-BRAND

When creating a piece specific to **one of the four core brands**:

- Avoid using Delta® brand imagery with black backgrounds or other dominant elements.
- Use brand-specific photography.
- Use brand-specific fonts.
- Always use logos to specify the brand, especially when using brand-specific colors, fonts, and images.

BRIZO® PIECE

Brizo brand logo, typography and imagery

DELTA® PIECE

Delta brand logo, typography and imagery

KRAUS® PIECE

Kraus brand logo, typography and imagery

BRIZO

Small Title
MAIN HEADLINE
Lorem ipsum dolor sit amet consecuteur

DELTA
see what Delta can do

SMALL TITLE
MAIN HEADLINE
Lorem ipsum dolor sit amet consecuteur

Kräus

Small Title
Main Headline
Lorem ipsum dolor sit amet consecuteur

Multi-Brand Guidelines

INDIVIDUAL VS. MULTI-BRAND (CONTINUED)

When creating a **multi-brand** piece:

- Use imagery that represents multiple brands.

- Use the appropriate multi-brand logo lockup (pages 10-13) that represents the brands featured in the imagery and messaging.

- Use the DFC corporate typography (page 5).

When creating a **non-specific** DFC piece:

- Use general corporate brand imagery that does not clearly feature a specific core brand.

- Use the DFC corporate logo (pages 3, 4 and 10).

- Use the DFC corporate typography (page 5).

PEERLESS® PIECE

Peerless brand logo, typography and imagery

PEERLESS

SMALL TITLE
MAIN HEADLINE
Lorem ipsum dolor sit amet consecuteur

MULTI-BRAND PIECE

Multi-brand logo lockup; DFC corporate typography and multi-brand imagery

DELTA FAUCET COMPANY   BRIZO   DELTA   Kräus   PEERLESS

SMALL TITLE
Main Headline
Lorem ipsum dolor sit amet consecuteur

NON-SPECIFIC DFC PIECE

DFC logo, DFC corporate typography and non-specific or corporate imagery

DELTA FAUCET COMPANY

SMALL TITLE
Main Headline
Lorem ipsum dolor sit amet consecuteur