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### Brand Overview

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PP&S is committed to creating a memorable and positive impression each time a customer, supplier or vendor comes into contact with our firm. Contact with PP&S occurs in many ways – our products and services, our written, visual and spoken communications, our attitude – right down to our tone of voice. All the experiences we create and the perceptions people form of us combine to define the PP&S brand.

Brand may start as an ideal, a logo, slogan and brochure, but these are just the tip of the iceberg. Each of us contributes to the PP&S brand in every action we take and verbal and non-verbal message we send. How we execute our brand will either make us shine in a crowded marketplace or foster confusion, erode trust and lose opportunities.

This BrandGuide serves as a roadmap for understanding the PP&S identity and promise. Let’s use it to rekindle excitement and a commitment to building a strong brand that delivers a consistently positive experience to all our stakeholders.
Why talk about brand now?

Ours is a mature market in a tough economy. Opportunities for new uses and users of the products we sell are not growing. Instead, we now compete for market share – a defined and dwindling number of buyers – against several well-established competitors.

One way to increase share without undercutting price, value and profits, is to differentiate by offering better product lines and support services. We do that. But we’ve found that competitors argue they do too. So how can we stand out in the minds of our target customers?

A market advantage we truly own is providing our stakeholders a better experience – in essence, consistently doing it better than everyone else. Sure, we offer a broad scope of high quality equipment and services. But at PP&S, we have a long-term track record of building relationships – of partnering in our customers’ challenges, solutions and business success. And we don’t just say it, we prove it every day.

That’s a powerful attribute around which to strengthen the PP&S brand.
A strong brand is the foundation for everything we do, and at its core is the claim to value we bring to the marketplace. Delivering on this claim is how we accomplish “better” and gain customer preference:

PP&S provides comprehensive rotating and process equipment solutions to end users, engineering and contracting firms. We partner at all organization levels to optimize equipment selection, utilization and asset management – achieving our customers’ total lowest cost of ownership. Our goal is to positively impact the bottom line and make life easier for all our business partners.

Across all our target markets, customers are trying to simplify operations, reduce overhead and waste, even cut staff. Wherever we can increase efficiencies improve uptime and minimize costly repairs, we add value as a business partner.

Other than price alone, some of the goals in choosing a supplier are speed, accuracy and dependability. We not only offer services that simplify the process for our customers, we are remarkably fast, reliable and easy to work with.
Brand principles define attitude, guide behavior and shape experience.

Our attitudes and behaviors define not only how we engage with each other, but most importantly, how the customer experiences PP&S.

So it’s not sufficient for management to emphasize teamwork, continuous improvement and customer-centricity. All PP&S associates must EMBRACE these principles as integral to creating positive experiences that differentiate our brand in the marketplace.

These principles explain how to "be the brand".

**Passion**
We are passionate about our customers, our jobs, our people and our industry. It’s this exceptional energy that defines PP&S in the marketplace and motivates us to constantly raise the bar on what we can achieve.

**Action**
We actively seek opportunities – for personal and professional growth, to build our technical intellect and to know and respond to what’s happening in the industry and marketplace. By staying ahead of opportunity, we empower our customers to achieve their goal of market leadership.

**Relationship**
We obsess about customer needs, not product features. We listen constantly and apply our talent and tools to meet and exceed customer expectations. We leverage our CRM system to assure that every customer engagement provides a top-notch experience, no matter who provides the point of contact.

**Teamwork**
We recognize and capitalize on the power of many. We utilize the full strength of our organization’s talent and resources to provide outstanding solutions to our customer’s needs.

**Network**
We leverage the full assets of our manufacturer and supplier alliances to maximize the knowledge, resources and solutions we bring to our customers. It’s through these valued partnerships that we all gain a competitive advantage.

**Execution**
We strive for 0% defects/100% satisfaction in all deliverables. Our customers have grown to trust in our accountability and commitment to deliver on promises, no matter the challenge.

**Responsibility**
We lead by example and stand up for what’s right with courage, honesty and transparency. Our integrity is non-negotiable.
revitalizing the PP&S brand

Staying ahead of industry trends and technology means growing and changing to meet the challenge. It's one thing to follow the market, it's quite another to blaze the path. PP&S has consistently and proactively expanded our expertise and product scope in anticipation of the changing manufacturing, business and economic landscape. As a result, we're an even stronger company at 30 years, and ever-more equipped to serve our customers.

So it makes sense to adapt the “face” and “voice” of PP&S to better reflect the strength of the PP&S organization – our offerings, our people, our market leadership, and most importantly, our customers.
Modernizing our corporate iconography is not just a key component of our brand revitalization, it’s central to our business strategy as well. The decision to transition our name and logo to an acronym is based on sound rationale:

• we’re no longer just about pumps.
• we want a more streamlined look to reflect how we simplify our customers’ process.
• we want a powerful and modern look to reflect our strength and business-forward strategies.
• we’ve got 30 years equity in recognition of our combined name and icon.
• most people abbreviate our name, when both written and spoken.

The ‘ripple effect’ appears as a design element throughout our updated brand program. It represents:

• our expanding products and capabilities from pumps/repair to integrated equipment and services.
• our ability to partner with customers from the initial planning process, straight through long-term equipment lifecycle and cost solutions.
• the positive influence and consistency we lend to the process.

The result is an ultra-clean, powerful and confident expression of our brand leadership.
Three versions of the logo have been developed for very specific purposes, as described below. Please see page 15-20 for instructions for obtaining art files and importing into Office and production applications.

**Icon Logo.**

The Icon Logo should be used for applications that meet the following criteria:

- size requirement makes it difficult to read a slogan (pens)
- the logo is placed nearby a primary headline which would compete visually or contextually with the slogan
- another logo version (corp or marketing) appears somewhere else on the page

**Corporate Logo.**

The Corporate Logo should be used in applications that represent the company as a whole – where it’s important the full name be known. Applications include:

- **official documents**
  - letterhead, invoices, quotations
  - legal docs / contracts
  - signage
- **final “sign-off”**
  - with the physical address
  - back of brochures, bottom of line cards
  - bottom of web pages and e-marketing
  - email signature

**Marketing Logo.**

Use the Marketing Logo in promotional efforts for PP&S and as the prominent logo in the “selling” area of all marketing literature. Since this logo includes our slogan, it’s used wherever it’s important to describe what we do, or position ourselves in our marketplace. Applications include:

- masthead on brochures, linecards
- promotional items:
  - cups, shirts, hats, banners
Our brand will lead in leveraging the power, reach, immediacy and intimacy of the web as a marketing tool. In visual approach, content and comprehensiveness, our web presence rises far above the competition in every market.

Since we first established an online presence over 10 years ago, utilization of the www in business applications has exploded. Our website is the first place prospects go for information about our products, services, credibility – and to compare us against the competition.

Our new website is the most comprehensive marketing tool we’ve endeavored to date. It not only reflects our products and services, it tells the story of who we are as a company – our values, our mission, our methodology.

In short, our new website tells our brand story, and as such, it’s the responsibility of every PP&S employee to know it and own it!
Brand revitalization doesn't stop with a new logo and website. We’ve devised a unified and cohesive program of marketing vehicles and communication tools.

Our comprehensive program can be downloaded by customers, prospects and employees from the website, including line cards, stock reports, success case studies, service planning tools. In addition to KAMs and the CC team, all employees should be familiar with the entire program so that we can support each other in providing an exceptional customer experience.

All employees will be notified and trained on email and web promotions as well, so that individually, each of us can serve as brand ambassadors, and collectively, we speak with one voice.
We all need to be vested in our brand to assure its success – to rally around our revitalization and take an active role in learning and shaping our brand’s future. Our new employee engagement website provides the perfect venue for that exchange.

All announcements, training and instructions regarding our brand are posted in the main ‘brand blog’ area. You’ll receive a notice in your new RSS feed in Outlook each time a new topic new posts.

Just like a blog, employees can post ideas, ask questions or answer each other’s questions. This site brings the whole company together as a brand team.

All associates have access to new brand materials. Download and familiarize yourself with EVERYTHING about our brand!

Associates are encouraged to contribute to our brand message and share ideas for improvements that advance our brand. And these contributions earn points to be used toward rewards, days off and bonuses.
A powerful brand is consistent. By assuring strict adherence to our brand design and editorial program, we build recognition in the marketplace, as well as the perception of dependability.

How well we execute our brand will either make us shine in a crowded marketplace or foster confusion. It’s up to each of us to be well educated on all aspects of our brand and to utilize the new program materials.

Under no circumstances should old program logos, letterhead or line cards be used. Please alert the marketing department if you need an old brochure converted to our new brand identity, or see an old logo or brochure in circulation.

To assure consistency, all associates are provided a brand kit, and have access to the appropriate marketing materials in the OneVoice brand resource library.

The Associate Brand Kit is initially provided via email and contains:

- Logo files for import to Office programs
- MS Word letterhead
- Line cards and stock reports
- Powerpoint template
- Program fonts for Powerpoint

After our initial brand launch, this kit will always be available in the OneVoice resources section.

All associates are responsible for the proper usage of brand materials and for proper approvals of self-created materials prior to dissemination.

The rest of this guide is devoted to brand usage standards.
Consistent use of color, graphics, typeface and message helps people quickly identify and understand the PP&S brand out of the thousands of images and messages that compete for attention in today's world.

Anyone who has a hand in creating or influencing the outward expression of the PP&S brand – from marketing and publicity materials to sales tools/training, displays, promotional items, even email – should refer to these guidelines often.
This document serves as an overall description of the PP&S logo digital files posted to the Brand Resources section of the OneVoice website for use by PP&S employees. Production and support vendors are to be supplied higher resolution bitmap and Illustrator files available in the Marketing department.

There are 3 different versions of PP&S’ newly revised logo, each of which is used for a different purpose. It’s important to understand which logo version to use in your particular application, to avoid brand confusion in the marketplace. Logos versions are separated by folder. Each folder contains several sizes and file types. The logos are organized as follows, with a description of when to use that logo and which file to use:

**PPS2010 MASTER LOGOS**  This is the main folder storing all the logo files. Subfolders are as follows:

- **2010PPS CorpLogos**
  Use the **CorpLogo** in applications that represent the company as a whole, where it’s important the full name of the company be known. Applications include official documents (letterhead, invoices, quotations, legal), signage and in the final “sign-off” on marketing vehicles along with the physical address (back of brochure, bottom of web page, email, linecard).

- **2010PPS MrktgLogos**
  Use the **MrktgLogo** in promotional efforts for PP&S* (cups, shirts, hats, banners) and as the prominent logo in the “selling” area of all marketing literature† (brochures, linecards, mastheads). Since this logo includes our slogan, it’s used wherever it’s important to describe what we do, or position ourselves in our marketplace.

- **2010PPS wIconLogos**
  The **IconLogo** should be used in promotional efforts meeting the following criteria:
  - size requirement makes it difficult to read a slogan (pens)
  - the logo is placed nearby a primary headline which would compete visually or contextually with the slogan
  - another logo version (corp or mrktg) appears somewhere else on the page.
There are several logo types AND file formats within the Brand Resources section of the OneVoice website. Use the following hierarchy to navigate to the proper logo and format:

- **PPS2010 MASTER LOGOS**
  - **2010PPS CorpLogos**
    - **Illustrator EPS** – Vector art files for production vendors to use in CMYK and very large-scale applications, and in CAD-based programs
    - **RGB jpegs** – This format will be used most frequently by employees in Office programs (150dpi), for web-based documents (96dpi), and production-grade RGB output (300dpi). Choose a dimensional size version to be within ±25% of the final scale in your document.
    - **RGB tiffs wKO** – “KO” = knock-out. In these files, the white field of the background becomes transparent so the logo can be used over one of the lighter colors specified in our program. The type is black. Use a 150dpi logo file in Microsoft Office, 96dpi for web and 300dpi for production-grade RGB output. Choose the dimensional size to be within ±25% of the final scale in your document.

- **White Type Logos** – Use these file types over one of the darker colors specified in our program, or over a saturated photo. This folder contains subfolders of Illustrator files (production use) and RGB tiffs wKO (150dpi for Office programs and 96dpi for web applications).

- **2010PPS MrktgLogos** – Contains the same subfolders as above
- **2010PPS wIconLogos** – Contains the same subfolders as above

**Best Practices:**

Hold down the shift key when scaling picture files in Office programs to maintain accurate height/width proportions!

Choose the dimensional size to be within ±25% of the final scale in your document.
standards for correct logo use

Since a comprehensive array of file formats and sizes has been provided, the logo should not be deconstructed for any reason, or copied/pasted from any other documents where the integrity or quality could be compromised. If you have questions or need a logo built for a specific use, be sure to contact the Marketing department.

**minimum tolerance:**
The logo should always have ample space around it, with at least the minimum whitespace proportion indicated here. No other elements should fall within this area (see photo instructions next page). The PP&S logo should always be larger than any other logo on the page (including vendor logos).

**examples of incorrect usage:**

1. **Do not use the old logo**
2. **Do not deconstruct the logo or use alternative fonts**
3. **Do not rearrange logo elements or change size proportions**
4. **Do not stretch or shrink logo disproportionately. Hold down the shift key while resizing in Office programs!**
**Standards for correct logo use**

**Multicolor vs single color logo:**
With the advancement of technology, many communication mediums allow for multicolor, rather than single- or two-ink colors. For instance, most marketing is disseminated via the internet, in PDF, Word or Powerpoint form, and in jpeg / flash formats (all RGB). With the advent of digital printing, 4-color (cmyk) printing can be as cost-effective as traditional 2-color offset printing. For this reason, the PP&S logo has been provided for intra-company use in color format only. If a single-color application arises, please contact Marketing for an appropriate file.

**Use of logo with photography and art:**
Whenever placing the logo over a photo or color field, be sure that all elements of the logo are fully readable. Use the white type logo to provide contrast against a dark photo or color, use the RGB tiff with KO against a light background.

---

**Yes**

WPPS_CorpLogo_RGB300-2.5.tif
This is a White PP&S Corporate Logo in RGB format, 300dpi resolution, 2.5" wide
2010PPS CorpLogos > White Type Logos

**Yes**

PPS_CorpLogo_RGB150-2.5.tif
This is a Knock out PP&S Corporate Logo in RGB format, 150dpi resolution, 2.5" wide
2010PPS CorpLogos > RGB tiffs wKO > 150dpi_tiff

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**No**

In this application, there is not enough contrast between the logo and the background photo.
While technology provides a lot more freedom to use color and stay on budget, it’s important to maintain color consistency between all visible expressions of the PP&S brand. The following palette has been established to provide a broad range of colors that work well with each other. Use the following emphasis and numeric values when specifying color, and/or use the provided color templates for Office programs:

### primary color palette:

<table>
<thead>
<tr>
<th>Color</th>
<th>Process</th>
<th>RGB</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>PP&amp;S Gold</td>
<td>10C 32M 100Y 3K</td>
<td>206 142 0</td>
<td>ce8e00</td>
</tr>
<tr>
<td>PP&amp;S Gray Lite</td>
<td>14C 10M 10Y 5K</td>
<td>198 198 200</td>
<td>c6c6c8</td>
</tr>
<tr>
<td>PP&amp;S Gold Dark</td>
<td>26C 43M 100Y 10K</td>
<td>150 106 16</td>
<td>966a10</td>
</tr>
<tr>
<td>PP&amp;S Gray Dark</td>
<td>59C 46M 43Y 15K</td>
<td>82 84 87</td>
<td>525457</td>
</tr>
</tbody>
</table>

**primary color palette:** If anything other than black type is used along with the logo in a document, use this palette in the order of priority shown (gold as a 2nd color, gray as 3rd, dark gold as 4th, etc)

### secondary color palette:

<table>
<thead>
<tr>
<th>Color</th>
<th>Process</th>
<th>RGB</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>PP&amp;S Red</td>
<td>11C 95M 88Y 8K</td>
<td>179 31 36</td>
<td>b31f24</td>
</tr>
<tr>
<td>PP&amp;S Blue</td>
<td>79C 60M 0Y 0K</td>
<td>59 70 149</td>
<td>3b4695</td>
</tr>
<tr>
<td>PP&amp;S Green</td>
<td>78C 20M 57Y 5K</td>
<td>43 117 94</td>
<td>2b755e</td>
</tr>
<tr>
<td>PP&amp;S Purple</td>
<td>58C 78M 15Y 5K</td>
<td>98 52 106</td>
<td>623462</td>
</tr>
</tbody>
</table>

**secondary color palette:** These colors have been selected to support and complement the PP&S primary color scheme as accent colors. The secondary palette should be used to color-code our core service areas as indicated in color name, and can be additionally used for charts and graphs.
In order to create a cohesive look and feel, only san serif fonts should be used in PP&S materials. Under no circumstances should Times Roman, Garamond or any other serif font be used.

Most of the PP&S program will be provided through the marketing department, which has access to display typography. For any printed material, Helvetica Black and Helvetica Light display fonts should be used for main headlines. Use Helvetica Black to provide emphasis for key words and Helvetica Light for the balance of the headline. For smaller subheads, use Helvetica Black. Helvetica Light should be used for running text. These fonts have been supplied in your Associate’s Kit, as well as in the Brand Resources section of the OneVoice website, and must be installed in your font folder for documents to properly display and print.

In order to use PP&S Powerpoint templates, the Helvetica Black/Light fonts must be installed.

It’s important to note that these fonts cannot be viewed on customers’ computers since our program fonts are not standard Windows system fonts. For that reason, an alternative typography set has been established. Guidelines for marketing typography and PC substitutions are as follows:

**Marketing program typography**

- **Helvetica Black:** main heads + subheads
- **Helvetica Light:** main heads + text

**Alternative program for general PC use and circulation**

- **Arial Black:** main heads + subheads
- **Arial:** main heads + text
  or
- **Helvetica:** main heads + text
Our brand

...is as solid as our ability to consistently portray it. The importance of maintaining a unified look and sound in the marketplace cannot be emphasized enough. Whenever possible, materials should be sent to the marketing department for review prior to dissemination to assure brand integrity. Be sure to contact marketing with any questions regarding the guidelines presented in this brochure or applications not covered here. And be sure to share questions and ideas on our OneVoice interface!