



**NORTH STAR**<sup>TM</sup>  
WATER TREATMENT SYSTEMS

# Brand Guidelines



## Introduction

To help create a distinct and memorable image for North Star Water Treatment Systems<sup>™</sup>, we have created this guide. In it we define how to use the North Star brand name and logo. These standards allow us to maintain consistency in all of our communications as well as legally protect our trademark.

Adhering to these standards is critical to building and maintaining a strong identity for North Star.

If you have any questions about these standards, please contact Carla Turcotte, EcoWater Systems, 905-361-8514, [turcottec@ecowater.com](mailto:turcottec@ecowater.com)



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## Brand Positioning

### Why

- Create a distinct and memorable image
- It's essential that all communication elements including contact point with customers are managed effectively because they form the "Total Brand Experience". If the experience is managed effectively the result will be greater brand loyalty, leading to sustainable, profitable growth.

### How

- To effectively manage the North Star brand experience, it is essential to have a defined and consistent identity strategy that systematically arranges and uses constant design elements
- This is the objective of the North Star identity guide:
- It establishes the design standards for a cohesive and manageable visual identity, yet, the identity standards are intended to be open enough for creativity and flexibility to respond to the demands of a changing market.

### Target

- Plumbers, Distributors

### Soul Rationale

- *Experience* - North Star is an established company with a reputation for quality, reliability and service. The company has been manufacturing quality water treatment products since 1925. Today, they're the world's largest manufacturer of residential water treatment systems.
- *Quality* - Quality is built into every North Star water softener. North Star manufactures 95% of every water softener part, including salt tanks, mineral tanks, valves and controls. North Star's manufacturing facility is ISO 9001-2000 certified to ensure the highest level of quality. In addition, North Star water softeners are designed and built with fewer moving parts—and no metallic parts to become rusted or corroded. The result is a solidly constructed, reliable water softener that gives you precisely conditioned water day after day.
- *Innovation* - North Star uses advanced filtration technology and state-of-the-art computer controls to give you uniformly consistent softened water – together with the greatest salt and water savings possible.
- *Service* - North Star water softeners are The Professionals' Choice and are sold exclusively through professional contractors so you know the job will be done right the first time. Also, each North Star water softener is backed by an industry leading warranty, ensuring quality and reliability. If there's a problem with the water softener, we will fix it.

### Brand Nature: Experience, Quality, Innovation, Service

## Key Brand Elements

Four-Color Horizontal Logo



One-Color Horizontal Logo



Grayscale Horizontal Logo



Four-Color Vertical Logo



One-Color Vertical Logo



Grayscale Vertical Logo



## Key Brand Elements

Four-Color Horizontal Reversed Logo



One-Color Horizontal Reversed Logo



Four-Color Vertical Logo



One-Color Vertical Logo





## Key Brand Elements

### Color Palette



**Pantone:** 288  
**CMYK:** 100/80/6/32  
**RGB:** 0/45/114  
**HEX:** #002D72



**Pantone:** Cool Gray 6  
**CMYK:** 16/11/11/27  
**RGB:** 167/168/170  
**HEX:** #A7A8AA

### Point of Entry Product Identification Color



**Pantone:** 208  
**CMYK:** 15/100/37/45  
**RGB:** 134/31/65  
**HEX:** #861F41

### Speciality & Accessories Product Identification Color



**Pantone:** Yellow C  
**CMYK:** 0/1/100/0  
**RGB:** 254/221/0  
**HEX:** #FEDD00

### Point of Use Product Identification Color



**Pantone:** 369  
**CMYK:** 68/0/100/0  
**RGB:** 100/167/11  
**HEX:** #64A70B

### Commercial/Institutional Product Identification Color



**Pantone:** 164  
**CMYK:** 0/59/80/0  
**RGB:** 255/127/65  
**HEX:** #FF7F41

## Key Brand Elements

### Clear Space

When using the North Star logo, a space equal to the height of the North Star “N” must be clear on all sides of the logo.

Logo







## Key Brand Elements

### Typography

North Star Packaging & Literature Text — Futura PT

### Logo Typography

Customized ProximaNova Bold

**NORTH STAR**<sup>TM</sup>  
WATER TREATMENT SYSTEMS

Customized ProximaNova Light

### Tagline Typography

Futura PT Book

Futura PT Heavy

TAP OUR **EXPERTISE**

## Key Brand Elements

### Incorrect Use

Do not alter colour



Do not separate or remove elements



Do not distort logo



Do not place on dark or distracting background

