BRAND ELEMENTS

LOGO

The Moen logo is the primary form of identification across all visual elements.

MOEN®

COLORS

Our brand palette allows for a modern, consistent look for the brand.

TYPOGRAPHY

Our primary brand typeface is Din Pro with Bodoni Italic as our accent font.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

PHOTOGRAPHY

Our photos are inspired by the world around us. Inspirational and evocative, they reflect the beauty and power of water in thought-provoking ways.

As part of our brand evolution, we made the decision to evolve our logo. With our newly modernized brand, our new logo reflects our forward-looking, contemporary outlook.

MOEN®

13

CLEAR SPACE

In all visual executions, make sure the logo is free of distracting elements and is surrounded by a generous amount of space. The logo should have a clearance equal to the height and width of the "N" of the Moen logo. When available, greater open space is recommended.

CAP HEIGHT

MOEN

PRIMARY LOGO

MINIMUM SIZE

To ensure legibility and brand consistency, the Moen logo should always be scaled proportionally and not appear smaller than the values listed below.

0.75in

MINIMUM SIZE FOR PRINT APPLICATIONS

MOEN

50px, 72dpi

MINIMUM SIZE FOR DIGITAL APPLICATIONS

MOEN

PRIMARY LOGO

REGISTRATION SYMBOL

In consumer-facing communication, typically, there are no requirements to use the ® symbol, but there are some significant benefits. The benefits are that (i) it helps put counterfeiters and copycats on notice that we have registered rights, and (ii) in many countries, if you give notice of your registration, you are in a better position to get a monetary award against an infringer. In these cases, please follow the below size and clearance requirements. As a rule of thumb, the registration symbol is not treated as a graphical element, so the same clearance and size requirements still apply to the main logo (i.e, the registration symbol is not accounted for in clearance space or size).

LOGO CLEARANCE WITH REGISTRATION SYMBOL

0.75in

MINIMUM SIZE FOR PRINT APPLICATIONS

PRIMARY LOGO

COLOR VARIATIONS

When layout or printing requirements cannot accommodate the logo in the primary brand color, Moen Blue, a 100% black version is available. In instances that require a dark background, a one-color reverse is ideal. Below are the only approved color variations for the Moen logo.

MOEN BLUE **MOEN**

ICE BLUE **MOEN**

BLACK **MOEN**

REVERSED **MOEN**

PRIMARY LOGO

LEGACY USE

The legacy Moen "Water Drop" logo featuring the water drop icon has been an integral part of Moen visual communication for years. Because of the scale of the Moen organization, there will be instances where the Water Drop will still exist (e.g. building signage or current packaging inventory). The use of the Water Drop is not incorrect, but as we move forward with our modernized branding, any new communications with a Moen logo should have the Water Drop logo replaced with the simplified Moen logo (without water drop icon) on page 13.

PRIMARY LOGO

INCORRECT USE

Below are some common examples of incorrect usage of the logo. They do not illustrate every violation of the Moen logo. Stay safely within guidelines and represent the brand consistently by not modifying the logo in any way.

Do not stretch or distort logo in any direction

Do not set logo in non-approved colors

Do not tilt or rotate logo

Do not resize any of the individual letters or elements of the logo

Do not use logo in non-approved reversed colors

Do not apply outlines

Do not apply drop shadows

Do not use the logo in Burnt Sienna

The "Inspired By" campaign logo isn't incorrect, but all new materials should leverage the new Moen brand look

ADDITIONAL LOGOS

INNOVATION WORDMARKS

As Moen modernizes its visual identity, it is important to create visual consistency across all innovations. Instead of individual product innovation logos that tend to compete with Moen branding, we will now use the Moen logo followed by the name of the innovation in Din Pro Light, treating the Moen logo as an element of the copy, creating a cohesive wordmark. These are to be applied in instances where an innovation is called out and highlighted. In cases where multiple innovations are listed or the Moen logo exists on the communication, the innovation name can be simply spelled.

MOEN MAGNETIX™

MOEN SPOT RESIST™

HORIZONTAL   **MOEN** POWER CLEAN™

MOEN
MAGNETIX™

MOEN
SPOT RESIST™

MOEN
STACKED   POWER CLEAN™

BRAND COLORS

The Moen colors portfolio has been evolved to reflect a new and modern brand direction. And a more premium position in the market. These colors are to replace any uses of prior colors in ALL cases of new communication development, from internal PowerPoint documents to external brand marketing. Pantone and CMYK are to be used for print while RGB and HEX are to be used for digital purposes.

MOEN BLUE

PANTONE	PMS 5415
CMYK	56/24/11/34
RGB	91/127/149
HEX	5B7F95

PRIMARY COLOR

Moen Blue is the primary brand color and should be the dominant color used across all visual materials.

ICE BLUE

PANTONE	PMS 5445
CMYK	21/5/4/8
RGB	183/201/211
HEX	B7C9D3

DEEP BLUE

PANTONE	PMS 534
CMYK	95/74/7/44
RGB	27/54/93
HEX	1B365D

SECONDARY COLORS

Ice Blue and Deep Blue may be used as lower-hierarchy colors that support the Moen Blue—but never should they overpower the Moen Blue or the content. These colors can also be used as an accent color when necessary.

BURNT SIENNA

PANTONE	PMS 7510
CMYK	5/41/77/10
RGB	198/137/63
HEX	C6893F

ACCENT COLOR

Burnt Sienna is strictly used as an accent color and should never be the primary visual color or used for branding.

BRAND TYPOGRAPHY

The Moen brand typeface is the sans serif Din Pro. This typeface creates a distinctive visual impression in our messaging to complement the other design elements in our toolkit. Below are the approved font variations within the Din Pro typeface. Please contact your local IT to install all brand fonts on your local computer.

DIN PRO LIGHT

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

PRIMARY TYPEFACE

Use for all principal text applications, including messaging, body copy, titles and headlines.

DIN PRO REGULAR

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

DIN PRO BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACES

Use for all supporting text applications, including captions, body copy below 10pt, text blocks and callouts.

Din Pro Bold should be used when emphasis or additional legibility at smaller sizes is required.

BODONI LIGHT ITALIC

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

TERTIARY TYPEFACE

Use to complement the Din Pro family fonts and to be used mainly as an accent font.

BRAND TYPOGRAPHY

ALTERNATIVE TYPEFACES

In rare instances where Din Pro cannot be used, please download the Google font, Roboto Condensed as an alternative: https://fonts.google.com/specimen/Roboto+Condensed

ROBOTO CONDENSED LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRIMARY ALT TYPEFACE

Use for all principal text applications, including messaging, body copy, titles and headlines.

ROBOTO CONDENSED REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ROBOTO CONDENSED BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

SECONDARY ALT TYPEFACES

Use for all supporting text applications, including captions, body copy, text blocks and callouts.

Roboto Condensed Bold should be used when emphasis or additional legibility at smaller sizes is required.

BRAND TYPOGRAPHY

MANDARIN & GLOBAL

DFLiHei is a perfect replacement for Din Pro. It has even strokes within the characters and it appears modern and legible. It is available in both Traditional and Simplified character sets.

DFLIHEI LIGHT

这是我们的字体。简单干净。

DFLIHEI MEDIUM

这是我们的字体。简单干净。

DFLIHEI BOLD

这是我们的字体。简单干净。

PHOTOGRAPHY

CORRECT PHOTOGRAPHY USE

Our photos are inspired by the world around us. Inspirational and evocative, they reflect the beauty and power of water in thought-provoking ways. While they showcase these attributes, they never depict water's more dangerous aspects. Our images should be simple and free from distracting elements. Because we are celebrating the natural beauty of water, avoid artificial filters, distortions or superfluous objects. The following pages are to serve as a general visual direction for photography.

APPLICATIONS

The following pages are not meant to be prescriptive, but rather to serve as a visual guide for how the evolved Moen brand lives across channels and applications.

CONTACT INFORMATION

For any questions regarding these brand guidelines,
email Andrea Maher at andrea.maher@fbgpg.com