# Brand standards

MOEN

Buy it for looks. Buy it for life.®

# Contents

# Introduction

# What are brand standards?

Not just rules—we're talking tools.

We have guidelines to get us all working together toward one unified expression of Moen. Once you get the system, the rules become a launching pad, allowing you to unleash your creativity to build a cohesive experience at every touchpoint of the Moen consumer journey.

This document explains how the system works. But a brand doesn't live in a set of guidelines. It lives in you—the people who create for Moen—and out in the world. Only by embracing it and working together can we develop a thriving brand that truly expresses who we are as a company.
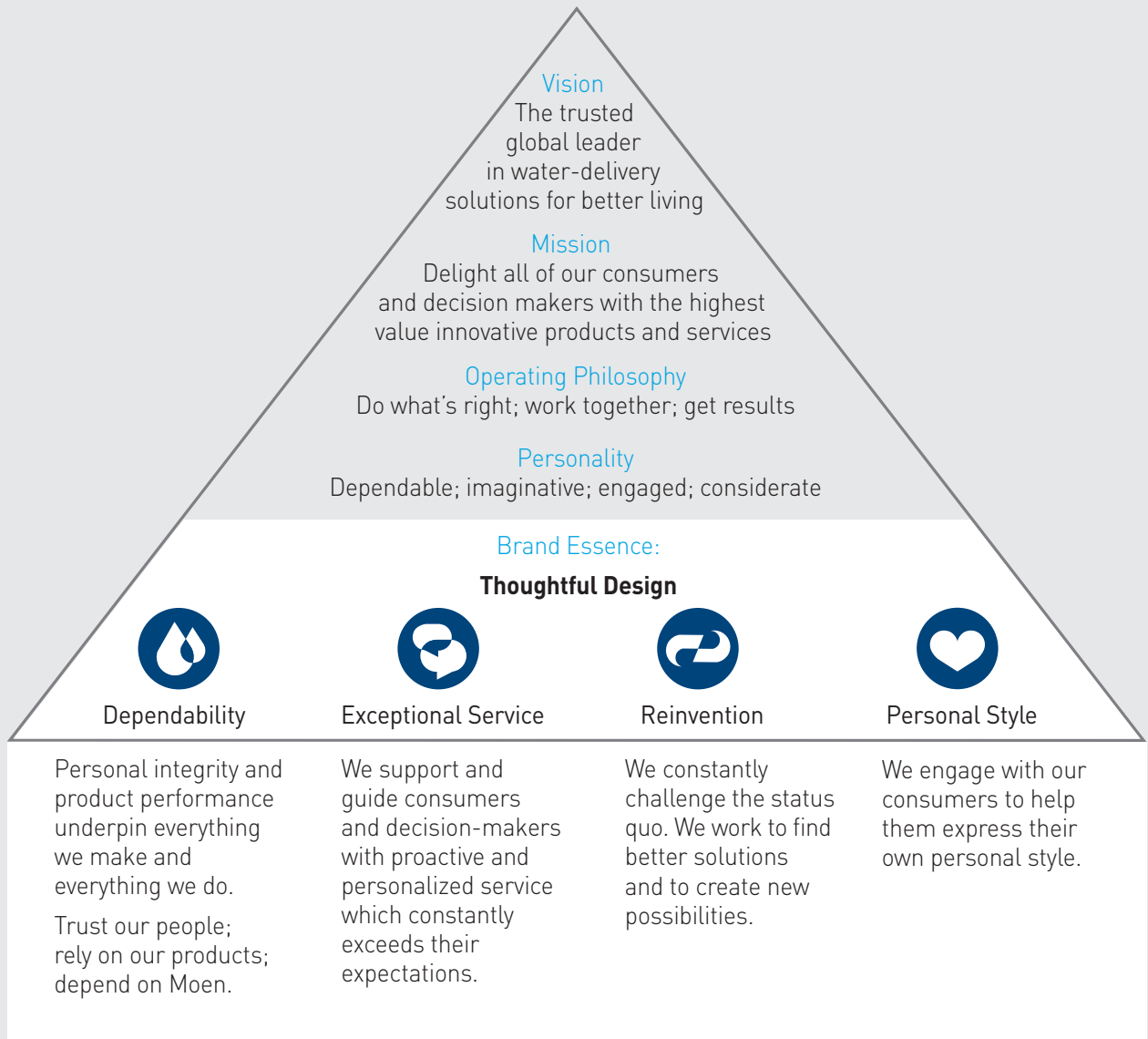
# What's a brand?

It's who we are. What sets us apart. What we want to be—for ourselves, and our customers. It's what keeps us a market leader in our industry and with consumers.

## What does it do?

Brand is an expression of our core values projected into the world for everyone to see.

Brand is the reason people will choose Moen—especially when offered similar products at similar prices from our competitors.

### Vision
The trusted global leader in water-delivery solutions for better living

### Mission
Delight all of our consumers and decision makers with the highest value innovative products and services

### Operating Philosophy
Do what's right; work together; get results

### Personality
Dependable; imaginative; engaged; considerate

### Brand Essence:
**Thoughtful Design**

| Dependability | Exceptional Service | Reinvention | Personal Style |
|---|---|---|---|
| Personal integrity and product performance underpin everything we make and everything we do. Trust our people; rely on our products; depend on Moen. | We support and guide consumers and decision-makers with proactive and personalized service which constantly exceeds their expectations. | We constantly challenge the status quo. We work to find better solutions and to create new possibilities. | We engage with our consumers to help them express their own personal style. |

## The Moen brand platform

# Basic elements

# The Moen logo

It's the most visible element in the brand toolkit. Traditionally it's been the core asset of the company. We say, respect it.

So make sure you're using the official artwork.

In most cases, the only version of the Moen logo you'll need is the full-color logo with tagline.

Full-color logo with tagline

Full-color logo without tagline
(preferred use at sizes below 1.25" in width

# Cultural market logos

In some cultural markets, the logo and tagline may be translated. Our brand elements in these markets are arranged in a fixed relationship and follow the same specifications as on the previous page. Matching these configurations as exactly as possible is the way to go.

Here are our cultural market logos.

The Moen logo with French tagline is specifically intended for use in French communications in Canada's Quebec province. However, it may also appear in English-speaking Canada, the U.S. and Mexico.

The Moen logo with Chinese translation and tagline with Chinese translation is specifically intended for use in China.

There is not an official Spanish translation of the Moen tagline, nor is one to be attempted. The English version of the tagline is to be used in all instances.

For information on placing the trademark designation ®, please see page 12.

Logo with French tagline

Logo with Chinese transliteration and tagline translation (for use in China)

Logo with Chinese transliteration

# Market segment logos

To define Moen's presence and capability in selected adjacent markets, a descriptor has been added to the logo. For example: Commercial has been added to the logo for Moen products used specifically in commercial and institutional buildings and construction. Home Care has been added to the logo for use in our line of bath safety products. Please remember that these are the only approved descriptors to be used with the Moen logo and all brand standards apply to their use.

**MOEN®**
COMMERCIAL

**MOEN®**
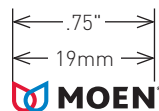HOME ✦ CARE®

# Clear space and minimum size

In all visual executions, make sure the logo has breathing room. There should be a clear space all around it, equivalent in size to the height to the size of the "N" in the logo on all four sides.

It is preferred that the Moen logo with tagline should be set no smaller than 1.25" in width to ensure the tagline's legibility

The logo without the tagline should be set no smaller than .75" in width. And in the rare instance where the logo needs to be smaller than .75" inch because of strict usage requirements (on a pen, for example), please check with the brand team.



**MOEN**
Buy it for looks. Buy it for life.®

1.25"
32mm

**MOEN**
Buy it for looks. Buy it for life.®
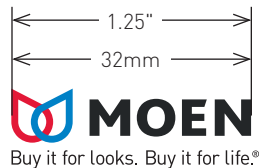
Minimum size for logo with tagline

.75"
19mm

**MOEN**®

Minimum size for logo without tagline

# Logo color variations

When layout requirements cannot accommodate the full-color logo with tagline, one-color, black and reverse versions are available. The one-color, blue variation is the preferred variation on limited color applications. It can be reproduced as blue on white or reversed to white on a blue background. These color variations are available for the logo when used without the tagline. Other single colors may be used but are not preferred.
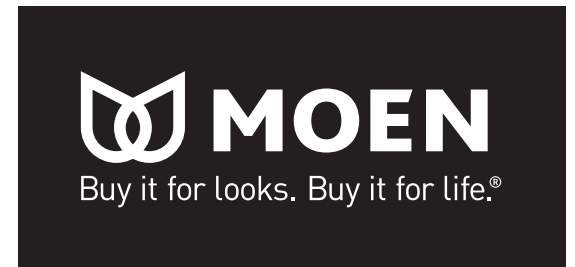
MOEN
Buy it for looks. Buy it for life.®

Full-color

MOEN
Buy it for looks. Buy it for life.®

Full-color reverse

MOEN
Buy it for looks. Buy it for life.®

One-color

MOEN
Buy it for looks. Buy it for life.®

One-color reverse

MOEN
Buy it for looks. Buy it for life.®

Black

MOEN
Buy it for looks. Buy it for life.®

Reverse

# Logo misuse

At times, what we shouldn't do is as important to emphasize as what we should do.

1. The elements of the logo should never be separated or rearranged.

2. The logo should never be stretched or distorted.

3. Drop shadows, outlines or other visual effects should never be applied to the logo.

4. Never print a shape around the logo.

5. The colors of the logo should never be changed.

6. The tagline should never be separated or placed in a different position

7. The logo should never be used as a read-through in a sentence.

8. The Moen water drop symbol should never be used as a stand alone graphic, in a pattern or as a watermark.

9. Outdated versions of the logo should never be used.
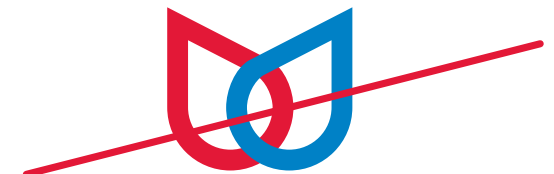
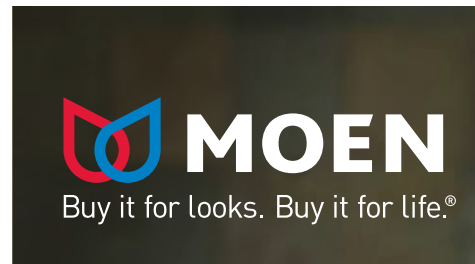# Background control

The Moen logo is best staged on a white background, which ensures maximum visibility within a layout.

When staging the logo on a photographic background, select an area that provides sufficient contrast and is free of distracting elements.

# Trademark placement

The Moen trademarks are some of our most valuable assets, in that they identify our products and speak to the quality, reliability, value and style that have made Moen one of the most trusted names in our industry.

Our trademarks must be protected through correct usage of the appropriate trademark symbols in accordance with our trademark status.

– The ® symbol is for use when a property has been registered.

– The ™ symbol is for use when registration is pending.

The trademark symbols are to be used in the first or most prominent mention of a protected property. Subsequent mentions do not require the trademark symbols to be repeated.

It is important to note that a trademark symbol applies to the entire logo – the symbol, wordmark and tagline. It does not apply only to the component to which it is attached.

In the U.S. market, the Moen logo and tagline have both secured registered trademark status. The registered trademark symbol – ® – is to appear with the artwork whenever it is used. It must be sized so it is clearly visible and easily read.

## U.S., Canada and Mexico

When using the Moen logo with tagline, the ® symbol immediately follows the tagline in superscript style, as shown on page 6.

When using the logo without the tagline, the ® symbol immediately follows the Moen wordmark in superscript style, as shown on page 6.

## Chinese Markets

– In the Chinese market, only the Moen logo without tagline has secured registered trademark status. The registered trademark symbol – ® – is to appear with the artwork, as specified below, whenever it is used.

– When using the Moen logo with tagline in China, no ® symbol is used for the tagline translation or the wordmark transliteration. However, the ® symbol follows the Moen wordmark.

– When using the Moen logo without tagline, the ® symbol immediately follows the Moen wordmark in superscript style.

# Color palette

# Primary color palette

Moen's primary palette consists of two colors: Moen Bright Blue and White.

Moen Bright Blue is the anchor color. It is used in the graphic band, website navigation, in headlines, sub headings, icons and as a highlight color when appropriate.

Although we know that technically white isn't a true color, let's call it a color here—and use it wherever we can, liberally. White space will make for a cleaner, less cluttered, and more easily read layout.

Moen Bright Blue
Pantone 2995
CMYK: 87.1.0.0
RGB: 0.169.224
HEX: 00A9E0
ICI Paint: 50BG 30/384

White
CMYK: 0.0.0.0
RGB: 255.255.255
HEX: FFFFFF

The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy. Please refer to the latest edition of the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.

# Secondary color palette

Moen's secondary palette consists of six accent colors. Their role is to support the primary palette on bullets, color-coding in graphs and charts and other secondary elements. They are not to be used for primary messaging or backgrounds.

Moen Dark Blue
Pantone 295
CMYK: 100.68.8.52
RGB: 0.47.95
HEX: 002F5F
ICI Paint: 30BB 08/188

Moen Purple
Pantone 269
CMYK: 80.95.0.35
RGB: 75.48.106
HEX: 4B306A
ICI Paint: 43RB 07/249

Moen Bright Aqua
Pantone 3125
CMYK: 89.0.20.0
RGB: 0.176.202
HEX: 00B0CA
ICI Paint: 88GG 32/346

Moen Maroon
Pantone 208
CMYK: 10.97.37.43
RGB: 136.35.69
HEX: 882345
ICI Paint: 80RR 12/516

Moen Green
Pantone 364
CMYK: 73.9.94.39
RGB: 66.119.48
HEX: 427730
ICI Paint: 30GY 21/429

Moen Gray
Pantone Cool Gray 8
CMYK: 23.17.13.41
RGB: 139.141.142
HEX: 8B8D8E
ICI Paint: 00NN 25/000

# Logo colors

The logo colors use Moen Logo Red and Moen Logo Blue in the waterdrops symbol, and Moen Black in the wordmark.

Moen Logo Red
Pantone 186
CMYK: 0.100.75.4
RGB: 198.12.48
HEX: C60C30
ICI Paint: 19YR 13/558

Moen Logo Blue
Pantone 3005
CMYK: 100.28.0.0
RGB: 0.122.201
HEX: 007AC9
ICI Paint: 99BG 22/432

Moen Black
CMYK: 0.0.0.100
RGB: 30.30.30
HEX: 1E1E1E
ICI Paint: 00NN 05/000

# Typography

# Typography: for markets using Latin characters

DIN creates a distinctive visual impression in our messaging to complement the other design elements in our toolkit.

DIN Light is used for all principal text applications, including messaging, body copy, titles and headlines.

DIN Regular is used for all supporting text applications, including captions, text blocks and callouts. It may be used as needed for body copy in PowerPoint® presentations to ensure text legibility on screen.

DIN Bold is used when emphasis is required.

In web applications, Arial should be substituted for DIN.

DINOFFC is available to all Moen employees through the IT department.

External partners and agencies can purchase DIN at www.fontshop.com/fonts/family/ff_din/

This is DIN Light, modern and legible.

This is DIN Regular, modern and legible.

**This is DIN Bold, modern and legible.**

# Typography: for markets using Chinese characters

DFLiHei is a perfect replacement for DIN. 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 is used for all principal text applications, including messaging, body copy, titles and headlines.

DFLiHei Regular is used for all supporting text applications, including captions, text blocks and callouts. It may be used as needed for body copy in PowerPoint® presentations to ensure text legibility on screen.

DFLiHei Bold is for showroom use only.

这 是 我 们 的 字 体 。 简 单 干 净 。

这 是 我 们 的 字 体 。 简 单 干 净 。

**这 是 我 们 的 字 体 。 简 单 干 净 。**

# Photography

# Photography

Photography is a critical tool that reflects the personality of our brand. We take many types of photos: product up close, full kitchen or bath sets, and – importantly – sets with talent. In all cases, careful attention must be given to product, set, talent, and overall composition. The next few pages serve to guide you in that process. The images at right showcase some good examples.

# Photography

## People

Talent should not interact directly with the camera. If possible, capture talent in action to add movement and energy to the shot. Cast multiple demographics.

Use this list as a quick reference guide when shooting Moen photography.

– Expressions should always feel genuine.

– Feature both genders, a range of ages, ethnic background and family relationships.

– Always capture people enjoying a moment with water or in the presence of faucets and fixtures.

– Avoid eye contact with the camera.

– Interaction should always feel natural.

– Expressions should appear genuine and of the moment.

– Catch talent enjoying a simple, meaningful moment in proximity to a Moen product.

– Feature two or more people interacting or a single individual with details that suggest the presence of another person.

– Show a positive emotional connection and a personal bond.

– Talent should not appear to be wearing makeup in bathing or face-washing shots.

# Photography

## Places

Stage the shot places where life happens, a clean, modern and stylish home environment. Present the environments simply, with a natural, but aspirational feel.

Use this list as a quick reference guide when shooting Moen photography.

– Show common in-home environments (bathroom, kitchen) that appear naturally lit.

– Feature modern and classically styled homes.

– Home interiors should reflect customary or regional styling, i.e., typical room sizes, common design styles or relevant bath/ shower configurations.

– Demonstrate product-appropriate locations, both interior and exterior, or other appropriate environments such as hospitality.

– When selecting props, be thoughtful and include only those props that are critical to the narrative. Use Moen lighting and accessories whenever possible.

# Photography

## Details

Don't forget the little details that make up daily life. Use this list as a quick reference guide when shooting Moen photography.

– Actions should be natural, unposed.

– Create a distinct moment.

– Capture the action.

– Situations should never be negative.

– Demonstrate everyday moments in a home environment where people would naturally interact with or around water.

– Highlight product attributes of style, quality, durability and reliability.

# Photography

## Angles

Always shoot faucets from a horizontal angle to showcase product design, craftsmanship and material quality. Horizontal angles in increments of 45º are preferred.

Products with deep dimensions, specifically sinks, may be shot from a direct overhead angle in order to highlight their construction.

Mind the gap at the back of some products. Product seams should never be retouched out of shots, so that the products are accurately represented.

Horizontal angle: top view

camera

FRONT
45°
90°
camera
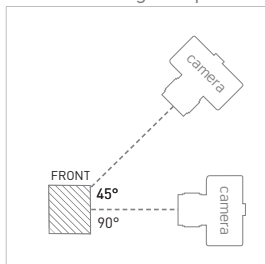
Vertical angle: side view

camera

TOP
less than or
equal to 30°
0°
camera
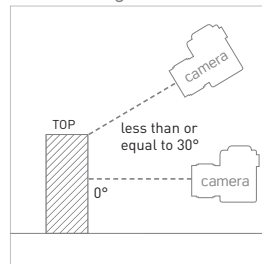
# Photography

## Lighting

Moen photography is authentic and real so it should appear naturally lit. Avoid overly dramatic lighting and harsh shadows.

Water should look clean against a background that prevents blending, i.e., no white on white. Water drops should not be visible. If water will be added in post production, be sure to shoot with the faucet handle up and always show fully docked, correct installation.

# Photography

## Crop

Always anticipate the end use of your images. For example: Moen web marquis shots and narrow banner ads require extreme horizontal crops that show a well-composed environment. Extreme verticals are often used in merchandising applications and long narrow crops should be thoughtfully addressed.

Products or parts should never be cropped.



Marquis crop



Extreme vertical crop



Full-page crop

# The graphic band

# The graphic band

A simple visual element with a wide range of possibilities, the graphic band reinforces the essence of the Moen brand, while providing a unifying design element.

The band appears in solid Moen Bright Blue at an 80% transparency. The use of the spot color, Pantone 2995, is always preferred in printed applications.

Use the graphic band to stage messages.

Its size may be adjusted according to the dimensions of the layout. See pages 31 and 32 for guidance on sizing the graphic band.

When placing the band, it is important that it complements and accents the other elements in the layout, especially photography and messaging, while also delivering an unmistakable expression of the Moen brand color.

**NOTE:** The Moen logo is NOT to be placed within the graphic band under any circumstances.

# Literature

# Front cover

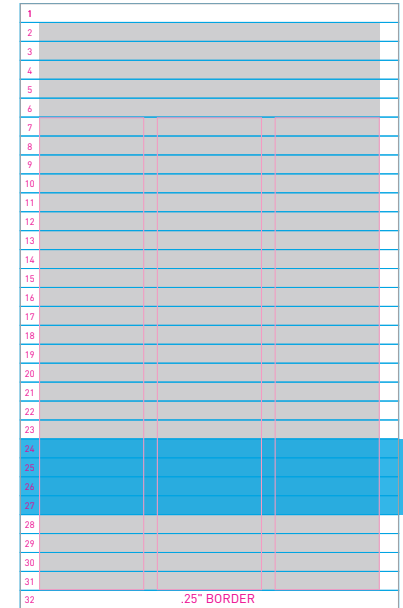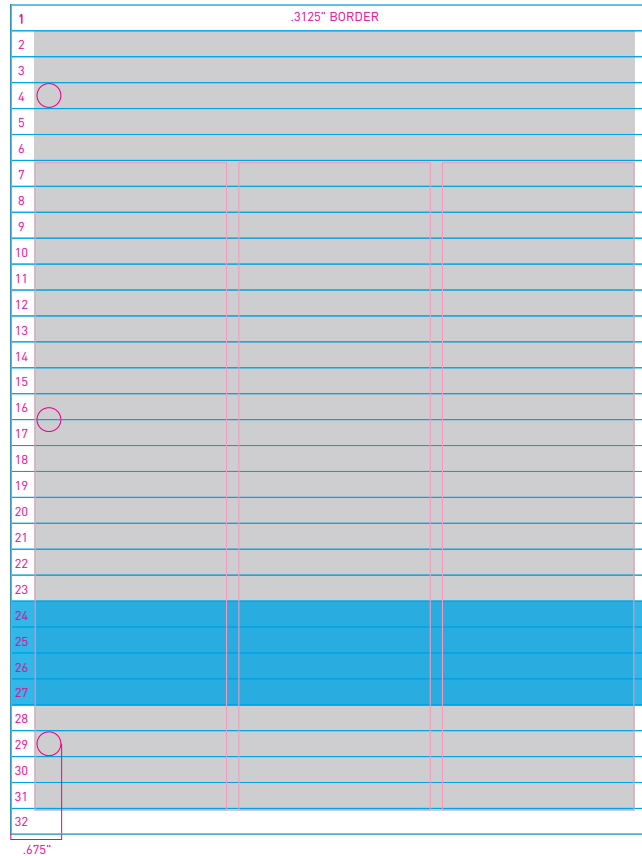## Border and grid

We start with setting the document border.

**Document size:**     **Border size:**

8.5" x 10.875"     .3125"

5" x 8"     .25"

As you'll see on the following pages, photography may not extend past the border.

As shown, the basic grid structure for standard formats will make creating organized layouts easy. Three columns and 32 rows allow for clean layout approaches. The gutter matches the border. Drill holes are .325" and placed as shown in the exhibit.

The graphic band occupies row 6 through 9 counting from the bottom of the page. It always these same rows regardless of the size of the layout. The graphic band bleeds on the right and left hand sides and is always Pantone 2995 set at 80% opacity.

.3125" BORDER

.25" BORDER

.675"

# Front cover

## Border and grid

We start with setting the document border.

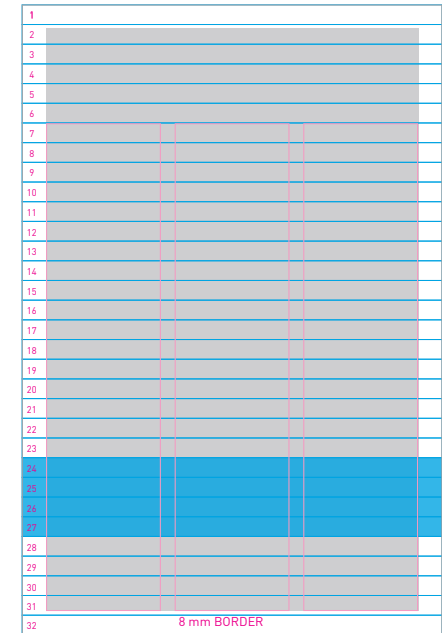**Document size:**   **Border size:**
210mm x 285 mm   8 mm
140 mm x 210 mm   8 mm

As you'll see on the following pages, photography may not extend past the border.

As shown, the basic grid structure for standard formats will make creating organized layouts easy. Three columns and 32 rows allow for clean layout approaches. The gutter matches the border.

The graphic band occupies row 6 through 9 counting from the bottom of the page. It always these same rows regardless of the size of the layout. The graphic band bleeds on the right and left hand sides and is always Pantone 2995 set at 80% opacity.



8 mm BORDER

17 mm

# Front cover

## Logo and copy

The full-color logo with tagline should always be used. It should be placed in the upper left-hand corner and aligned as shown.

Size and place the logo as shown in the exhibit at right.

Please use the templates provided for building pages. Copy is placed within the graphic band in two lines, centered top to bottom on the graphic band: headline and sub head each set on one line only and left-aligned with the Moen logo.
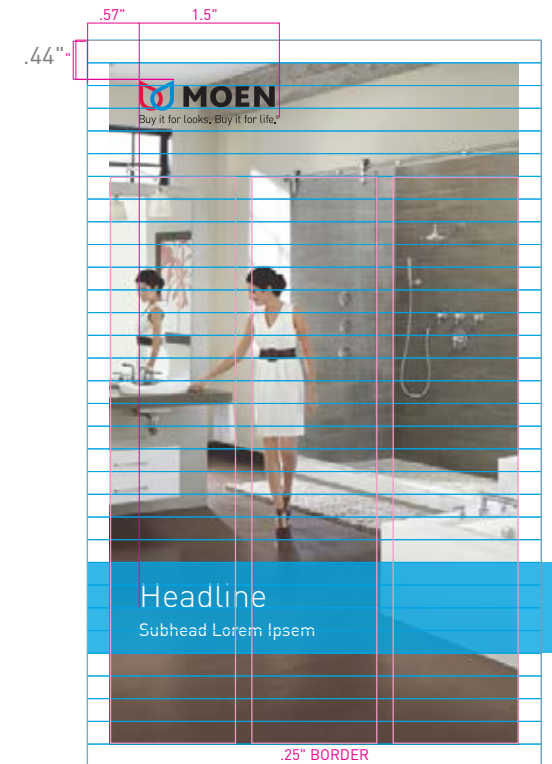
Document size: 8.5" x 10.875"

| Headline size: | Sub head size: |
|---|---|
| Din Light 32/34.4 | Din Light 20/29 |

Document size: 5" x 8"

| Headline size: | Sub head size: |
|---|---|
| Din Light 26/35 | Din Light 14/23 |

Headline and subhead style tips:

– Do not use an ampersand (&) always spell out the word "and".

– The year should always follow its descriptor, i.e., Catalog 2014.

– Use standard descriptive terms, i.e., catalog or collection, not guide.

– Please use the templates provided for building pages.

.3125" BORDER

1"  2"  .58"

Headline
Subhead Lorem Ipsem

.57"  1.5"  .44"

Headline
Subhead Lorem Ipsem

.25" BORDER

# Front cover

## Logo and copy

The full-color logo with tagline should always be used. It should be placed in the upper left-hand corner and aligned as shown.

Size and place the logo as shown in the exhibit at right.

Please use the templates provided for building pages. Copy is placed within the graphic band in two lines, centered top to bottom on the graphic band: headline and sub head each set on one line only and left-aligned with the Moen logo.

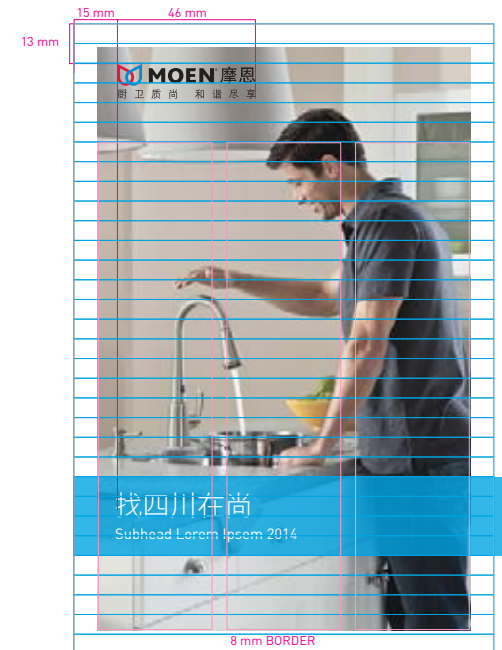Document size: 210 mm x 285 mm
Headline size:              Sub head size:
DFLiHeiLight-B5 32/34.4    Din Light 20/29

Document size: 140 mm x 210 mm
Headline size:              Sub head size:
DFLiHeiLight-B5 26/35      Din Light 14/23

Headline and subhead style tips:

– Do not use an ampersand (&) always spell out the word "and".

– The year should always follow its descriptor, i.e., Catalog 2014.

– Use standard descriptive terms, i.e., catalog or collection, not guide.

– Please use the templates provided for building pages.

15.6 mm    55 mm
8 mm BORDER
16 mm

找 四 川 在 尚
Subhead Lorem Ipsem 2014

15 mm    46 mm
13 mm

找四川在尚
Subhead Lorem Ipsem 2014

8 mm BORDER

# Front cover examples

8.5" x 10.875"



**MOEN**
Buy it for looks. Buy it for life.®

Designed for Living
Kitchen and Bath Collections 2014



**MOEN**
Buy it for looks. Buy it for life.®

Looks that inspire
Premium Collection 2014

# Front cover examples

8.5" x 10.875"



**MOEN**
Buy it for looks. Buy it for life.®

Imagina, siente...¡vívelo!
Catálogo de Producto



**MOEN®**
C O M M E R C I A L

Commercial Products
Catalog 2014

# Front cover examples

5" x 8"



**Spotlight**
Kitchen and Bath Collections 2013



**Spotlight**
Kitchen and Bath Collections 2013



**Spotlight**
Kitchen and Bath Collections 2012
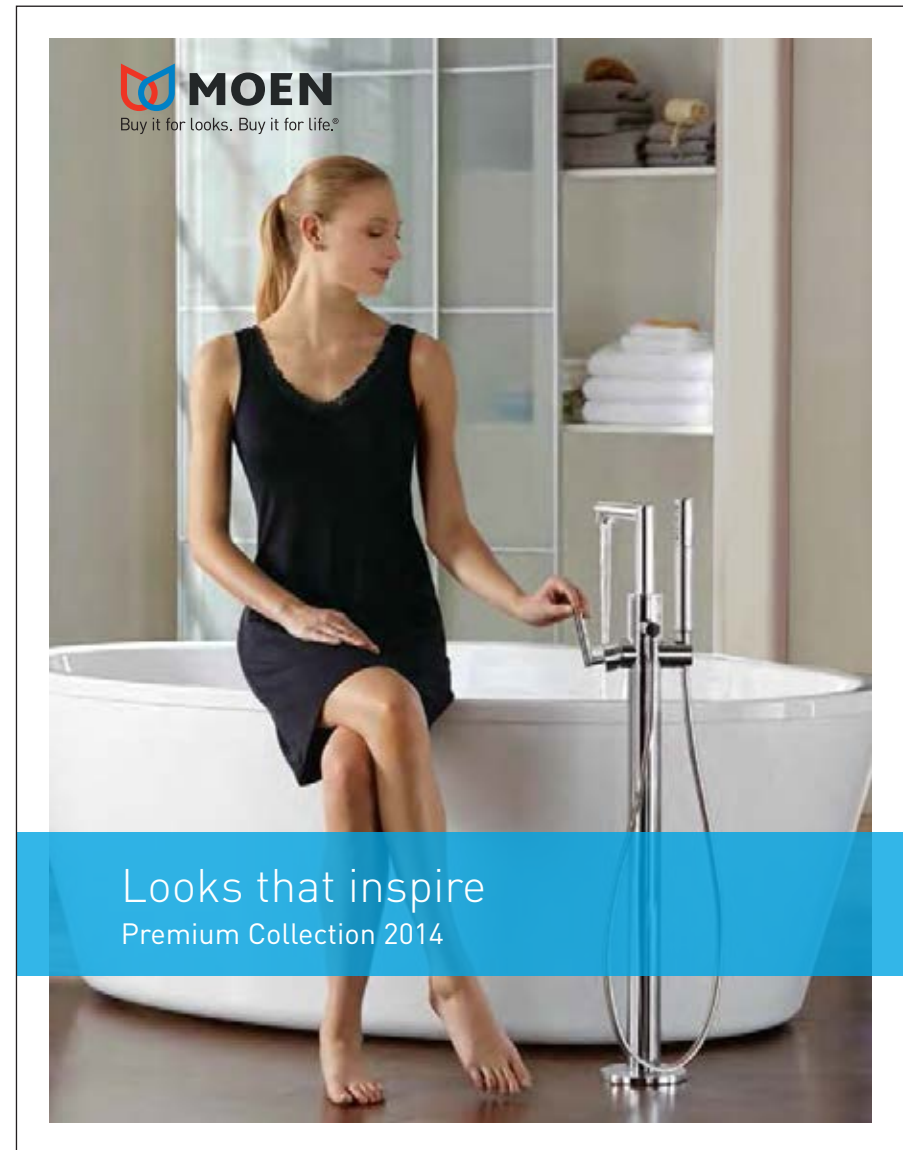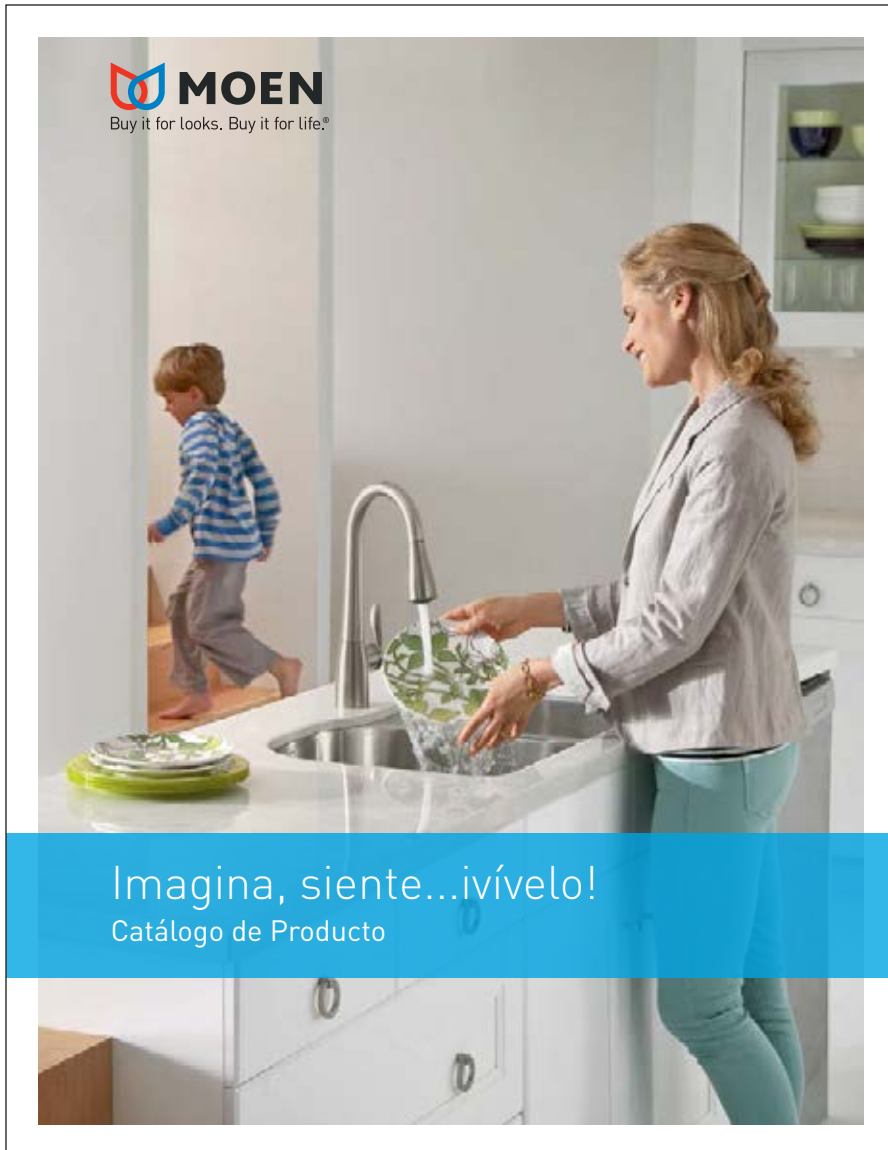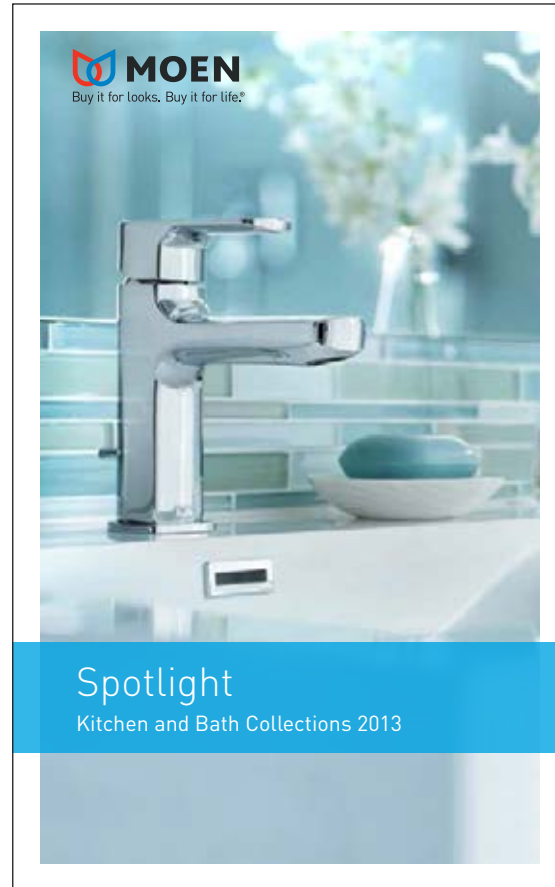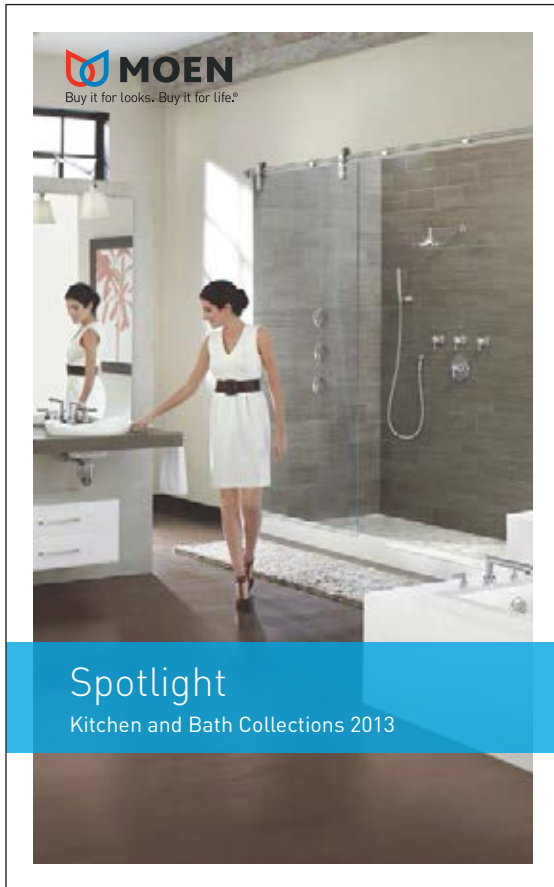
# Front cover examples

210 mm x 285 mm



找四川在尚
Price Catalog 2014



雅言看与洲言主与
Series Collections 2014

# Front cover examples

140 mm x 210 mm



雅言看与洲言主 找四
Kitchen and Bath Collections 2014

找四川在尚
Price Catalog 2014

雅言看与洲言主
Styles For Living Bath & Kitchen Collections 2014

# Back cover

## Border and grid

The border and grid structure is identical to front covers. Please see pages 31 – 34 for details.

## Above the graphic band

An area has been designated for marketing messaging in the first two columns not to exceed the column height and no element should bleed off the page except the graphic band. The third column has been reserved for additional address locations if needed.
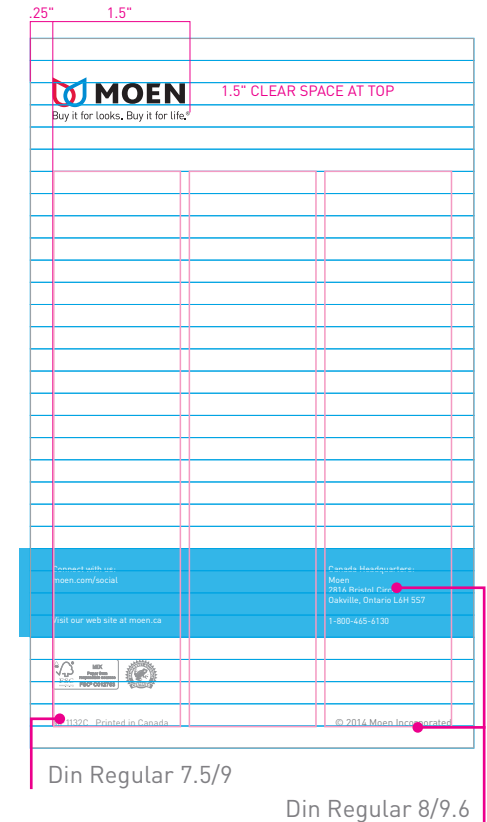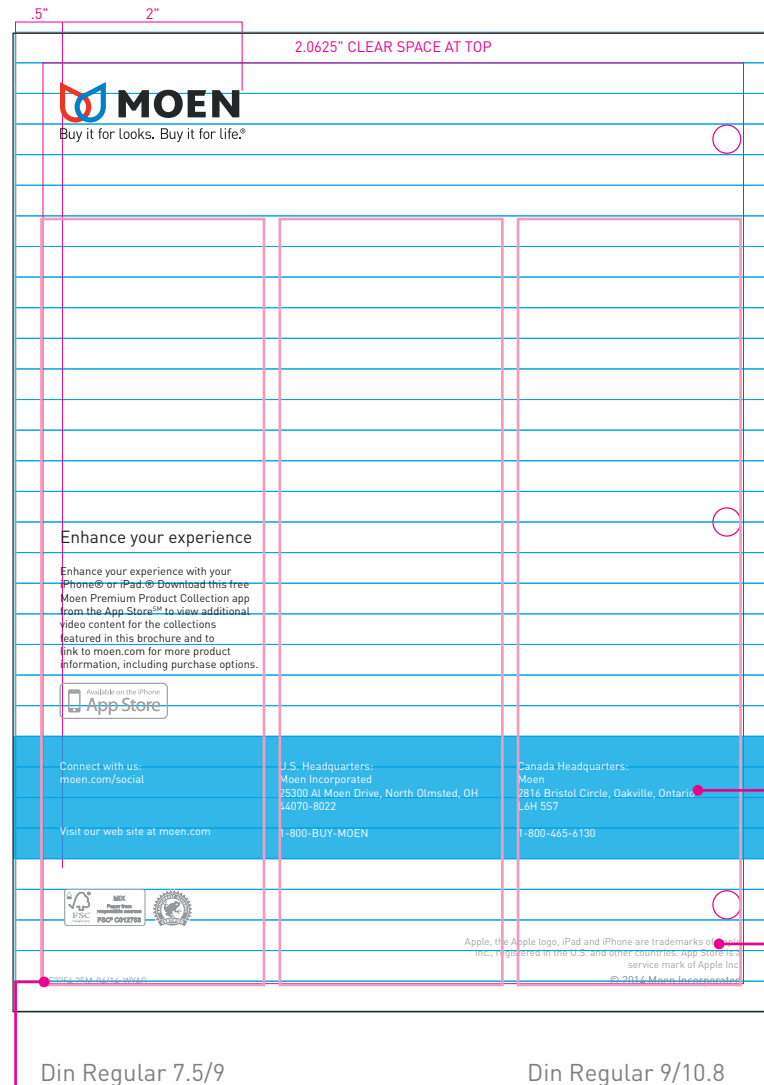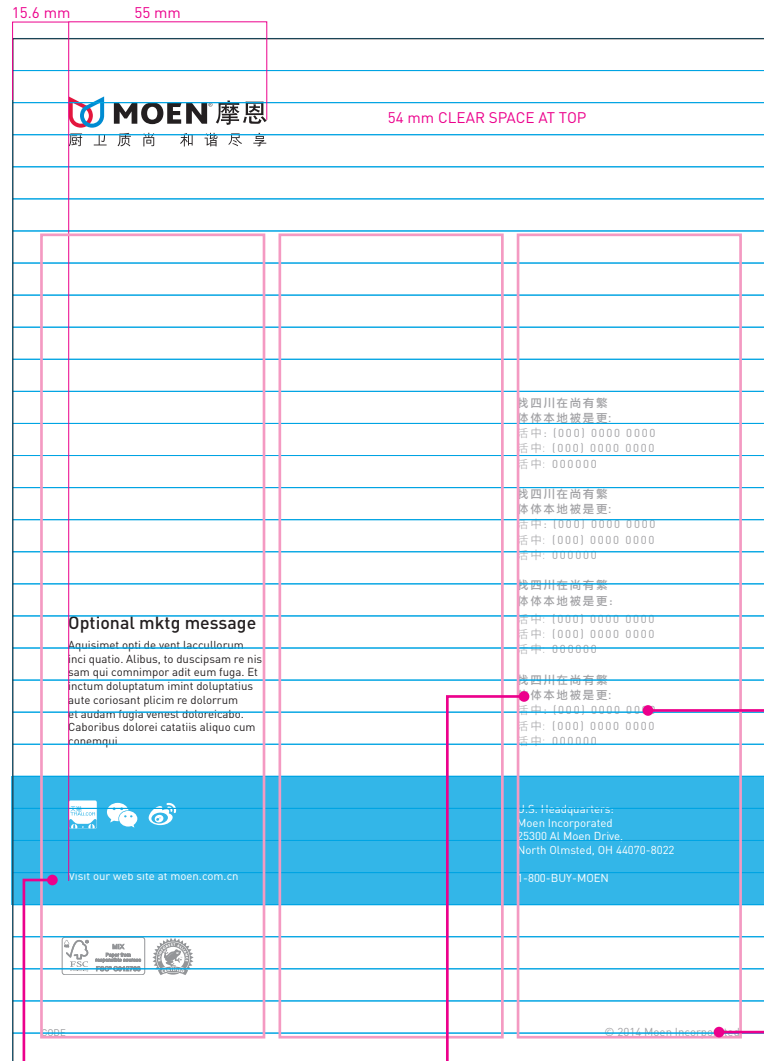
## Within the graphic band

Column one: In North America, social media is identified by a link, moen.com/social, to direct readers to the Moen social media page. This page shows a clickable lineup of current social media icons, which will take them directly to the Moen page on each site.

Columns two and three: Headquarters address (up to 2) is placed in the band and reversed to white.
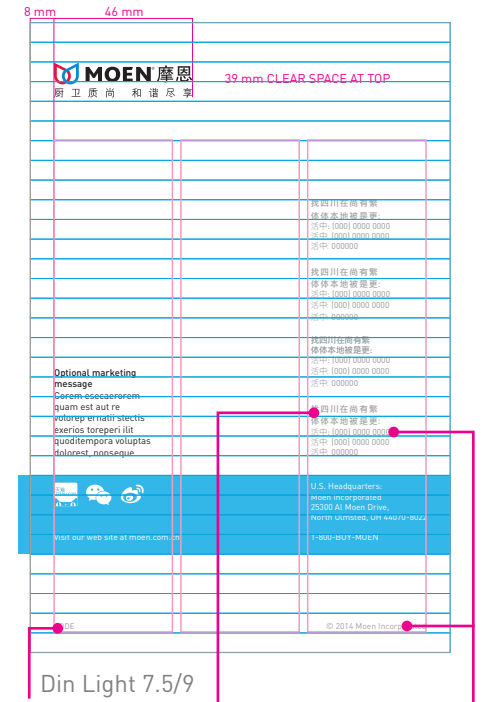
## Below the graphic band

Environmental logos as a group should be no taller or wider than the Moen logo without the tagline, and should be in a neutral color. The © line is placed in the bottom right-hand corner, document number is placed in the bottom left-hand corner.

---

.5"   2"

**2.0625" CLEAR SPACE AT TOP**

**MOEN**
Buy it for looks. Buy it for life.®

Enhance your experience

Enhance your experience with your iPhone® or iPad.® Download this free Moen Premium Product Collection app from the App Store℠ to view additional video content for the collections featured in this brochure and to link to moen.com for more product information, including purchase options.

Available on the iPhone
App Store

Connect with us:
moen.com/social

Visit our web site at moen.com

U.S. Headquarters:
Moen Incorporated
25300 Al Moen Drive, North Olmsted, OH 44070-8022

1-800-BUY-MOEN

Canada Headquarters:
Moen
2816 Bristol Circle, Oakville, Ontario L6H 5S7

1-800-465-6130

MIX
Paper from responsible sources
FSC FSC® C012783

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Din Regular 7.5/9          Din Regular 9/10.8

---

.25"   1.5"

**MOEN**
Buy it for looks. Buy it for life.®

**1.5" CLEAR SPACE AT TOP**

Connect with us:
moen.com/social

Visit our web site at moen.ca

Canada Headquarters:
Moen
2816 Bristol Circle, Oakville, Ontario L6H 5S7

1-800-465-6130

MIX
Paper from responsible sources
FSC FSC® C012783

112C   Printed in Canada          © 2014 Moen Incorporated

Din Regular 7.5/9

Din Regular 8/9.6

# Back cover

## Border and grid
The border and grid structure is identical to front covers. Please see pages 31 – 34 for details.

## Above the graphic band
An area has been designated for marketing messaging in the first two columns not to exceed the column height and no element should bleed off the page except the graphic band. The third column has been reserved for additional address locations if needed.

## Within the graphic band
Column one: In North America, social media is identified by a link, moen.com/social, to direct readers to the Moen social media page. This page shows a clickable lineup of current social media icons, which will take them directly to the Moen page on each site.

Columns two and three: Headquarters address (up to 2) is placed in the band and reversed to white.

## Below the graphic band
Environmental logos as a group should be no taller or wider than the Moen logo without the tagline, and should be in a neutral color. The © line is placed in the bottom right-hand corner, document number is placed in the bottom left-hand corner.

15.6 mm    55 mm

MOEN 摩恩
厨卫质尚 和谐尽享

54 mm CLEAR SPACE AT TOP

找四川在尚有繁
体体本地被是更：
活中：(000) 0000 0000
活中：(000) 0000 0000
活中：000000

找四川在尚有繁
体体本地被是更：
活中：(000) 0000 0000
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找四川在尚有繁
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找四川在尚有繁
体体本地被是更：
活中：(000) 0000 0000
活中：(000) 0000 0000
活中：000000

**Optional mktg message**
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inci quatio. Alibus, to duscipsam re nis
sam qui comnimpor adit eum fuga. Et
inctum doluptatum imint doluptatius
aute coriosant plicim re dolorrum
et audam fugia venest dotoreicabo.
Caboribus dolorei catatiis aliquo cum
conemqui

Visit our web site at moen.com.cn

U.S. Headquarters:
Moen Incorporated
25300 Al Moen Drive,
North Olmsted, OH 44070-8022

1-800-BUY-MOEN

CODE

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Din Light 7.5/9

DFLiHeiLight-B5 9/12

DFLiHeiMedium-B5 9/12

8 mm    46 mm

MOEN 摩恩
厨卫质尚 和谐尽享

39 mm CLEAR SPACE AT TOP

找四川在尚有繁
体体本地被是更：
活中：(000) 0000 0000
活中：(000) 0000 0000
活中：000000

找四川在尚有繁
体体本地被是更：
活中：(000) 0000 0000
活中：(000) 0000 0000
活中：000000

找四川在尚有繁
体体本地被是更：
活中：(000) 0000 0000

**Optional marketing message**
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quam est aut re
volorep ernatit stectis
exerios toreperi ilit
quoditempora voluptas
dolorest, nonseque

找四川在尚有繁
体体本地被是更：
活中：(000) 0000 0000
活中：(000) 0000 0000
活中：000000

Visit our web site at moen.com.cn

U.S. Headquarters:
Moen Incorporated
25300 Al Moen Drive,
North Olmsted, OH 44070-8022

1-800-BUY-MOEN

CODE

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Din Light 7.5/9

DFLiHeiLight-B5 8/9.6

DFLiHeiMedium-B5 8/12

# Table of contents

The same basic grid structure for standard formats apply to the table of contents, but they utilize an 8-column grid to accommodate varied text widths.

If using an image on a 2-page spread, the image may be adjusted from 8- to 2-columns in width.

See templates for specifications.



Contents

Catalog Name | 13

Din Regular 14/16.8

Din Light 9/14

Din Light 9/14, PMS2995

# Table of contents

The same basic grid structure for standard formats apply to the table of contents, but they utilize an 8-column grid to accommodate varied text widths.

If you're not using an image on a 2-page spread, the text column width can range from 2- to 4-columns.

See templates for specifications.

Optional tab

Optional tab

## Contents

The industry's most distinctive portfolio of accessories combine style and quality to enhance the beauty of your bath.

**Enhance your experience.**
Use you smartphone to scan the codes throughout this catalog for additional information.
Download app at getscanlife.com.

Catalog Name | 6

Din Regular 14/16.8

Din Light 9/14

Din Light 9/14, PMS2995

# Table of contents

For Spotlight catalogs, the table of contents utilizes a 7-column grid to accommodate varied text widths.

The text column width can be varied as needed to best fit the content, with a minimum width of 2-columns. No images are used.

See templates for specifications.

## Contents

**Enhance your experience.**
Use you smartphone to scan the codes throughout this catalog for additional information.
Download app at getscanlife.com.

Catalog Name | 2

Din Regular 10/11

Din Light 9/11

Din Light 9/11,
PMS2995

# Brand voice

# Introduction

When writing or speaking on behalf of the Moen brand, it is important to maintain a consistent tone of voice that complements our visual style and accurately reflects the Moen personality attributes.

All messaging should be energetic but controlled, so remember to use the active voice and to limit the use of modifiers. Always strive to establish a tone that is professional yet human, confident yet personable.

Here, we have provided examples of the Moen brand voice, as demonstrated in boilerplate and brochure copy.

Please keep in mind that markets may also influence the tone, manner and word choice of a communication. It is extremely important that all written and verbal materials are culturally sensitive to the markets in which they appear.

The Moen brand essence, **Thoughtful Design**, is for internal reference only. It is NOT a tagline nor an approved message for use in any external communications.

**NOTE:** It is of great importance that any translated materials are thoroughly vetted for any language or described situations that may be deemed inappropriate due to cultural sensibilities.

## Examples

### Press Releases

As the #1 faucet brand in North America, Moen offers a diverse selection of thoughtfully designed kitchen and bath faucets, showerheads, accessories, bath safety products and kitchen sinks for residential applications – each delivering the best possible combination of meaningful innovation, useful features, on-trend styling and lasting value.

Moen is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that help fulfill the dreams of homeowners and help people feel more secure. The Company's trusted brands include Moen® faucets, Master Lock® and Sentry® Safe security products, MasterBrand® cabinets and Therma-Tru® entry door systems. Fortune Brands holds market leadership positions in all of its segments. Fortune Brands is part of the S&P MidCap 400 Index. For more information, please visit www.FBHS.com.

### Defining "Modern"

Your definition of modern doesn't include words like hip and trendy. You understand that modern design extends beyond contemporary styling. For you, modern is a way of life. Your life. The collection of bold and sophisticated designs from Moen helps you create a modern interior to match your modern style. From urban loft to minimalist chic or Euro-inspired luxury, Moen offers kitchen and bath products that allow you to set the scene, make a statement and realize your vision. Learn more at moen.com

# Examples

The Moen brand voice is as easy to deliver in shorter messages as it is in longer copy. The following headlines were written by professional copywriters to accompany a number of consumer-facing materials.

They have been provided here for creative inspiration when developing messaging, or they may be applied to new consumer pieces when a natural fit presents itself.

Brand Messaging:
It's the little things that can make life perfect.

Make everyday life an experience.

A little peace of mind. Every turn. Every day.

For little moments and lasting memories.

For a better tomorrow. Or simply a better today.

Product messaging:
Relax. We've got you covered.  (Showering)

Styles for every lifestyle.

Beauty that's more than skin deep.