

# BRAND GUIDELINES



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# ABOUT THE MAINLINE® BRAND

## BRAND STORY

The Mainline® brand offers high-quality plumbing and HVAC products that are preferred by professionals. Depend on Mainline® to have the right product for the right job and also feature innovative designs with uncompromising performance. Suitable for commercial and residential applications, Mainline® products stand up to the high demands of trend or traffic. We marry the latest finishes with solid construction; abundant replacement parts, world class customer service and comprehensive warranties. Rely on Mainline® for an ever-expanding line of trouble-free, exceptional products like pumps, food waste disposers, sinks, faucets, HVAC parts & equipment and much more.

## BRAND POSITIONING

Suitable for residential and commercial applications alike, Mainline® products are high-quality goods for professional plumbing contractors, such as faucets, sinks, pumps, disposers, HVAC units, fittings, fasteners, valves, supplies, drains, chemicals and more. Mainline® has the durable, professional-grade plumbing products you need and the quality you demand.

## BRAND PROMISE

Mainline® is the product preferred by professionals. With it, contractors and consumers alike experience durable, trouble-free plumbing and HVAC products that feature innovative designs, world-class manufacturing, exceptional customer service and comprehensive warranties.

## BRAND PERSONALITY

Professional-Grade - High-Quality - Reliable - Tough - Hard Working - Pro-Preferred - World Class - Durable - Trouble-Free - Guaranteed

## BRAND BASICS

Our elements and marks include the Mainline® mark, the M® logo, the Preferred by the pros.™ slogan, and other marks, logos and slogans, as well as graphics, words, phrases, images or other designations that incorporate these marks.

# THE TRADEMARK

Consistent use enables us to deliver a strong, instantly recognizable brand. By following these standards, we will achieve a common look and feel in everything that bears our trademark. Each impression of the trademark will reinforce all the others, making it stronger each time it is seen.

## TRADEMARK USAGE

The following are acceptable ways of reproducing the Mainline® trademark:



## ONE COLOR

The Mainline® trademark may also appear in black when color printing is not feasible.



## REVERSED

The Mainline® trademark may also be used in this option as a reverse out of black. However, this option should only be used for instances where the color or black Mainline® trademark is not practical.



# TAGLINES & GRAPHICS

## TAGLINE USAGE

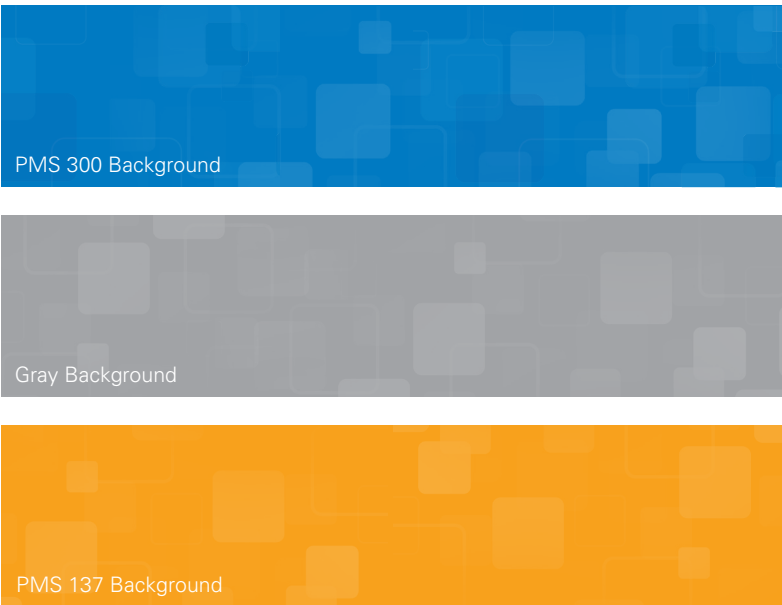
The following taglines can be use for any of the Mainline® brand materials. They can be use them in black, grey, white or any other Mainline® brand color.

*Preferred by the pros.*  
*Preferred by the pros.*  
*Preferred by the pros.*  
*Preferred by the pros.*  
*Preferred by the pros.*  
*Preferred by the pros.*  
*Preferred by the pros.*

*Brilliantly inspired.®*  
*Brilliantly inspired.®*  
*Brilliantly inspired.®*  
*Brilliantly inspired.®*  
*Brilliantly inspired.®*  
*Brilliantly inspired.®*  
*Brilliantly inspired.®*

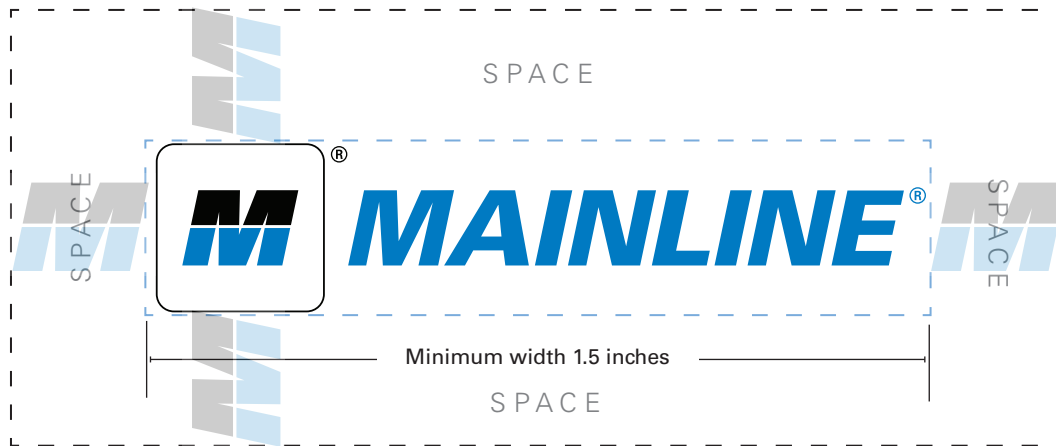
## SQUARE PATTERN TILES GRAPHIC USAGE

Here are examples of the Mainline® “Squares” pattern that can be use on headlines, toppers, gondolas strips or any other print media.



# CLEAR SPACE

In all applications, the clear space around the brand should equal the width of the letter “M” in the brand. Any background inside this clear space should be even, unpatterned, and free from typography or any other graphic elements. If the brand is used directly on a photographic image, the clear space area must still provide for good contrast between background and brand and be even in tone and pattern-free. To achieve maximum impact in every graphic environment, the minimum clear space must be maintained. The minimum width that the logo may be reproduced is 1.5 inches.



# INCORRECT USAGE



Don't distort the brand. Don't combine the brand with any other graphic elements. Maintain Proper height/width ratio.



Don't add unauthorized text to the brand, including clear space.



Don't reproduce the brand in any color other than those approved.



Don't tile the logo to create a pattern.



Don't change position of elements in the brand.



Don't change the typeface of the brand.



Don't add glows, gradients, bevels or other effects to the brand.



Don't place the brand on a patterned background. Don't rotate or skew the brand.

# COLOR SPECIFICATIONS

## THE OFFICIAL COLORS FOR MAINLINE ARE BLUE, BLACK AND YELLOW.

For best reproduction of these colors, please specify spot color ink whenever possible. If printing with Pantone® inks is not possible or economically practical, the table below lists acceptable alternatives for four-color process printing as well as output for web and video. Please do not use any colors other than those listed below without prior approval from the Marketing Department.

BLUE	BLACK	GOLDEN YELLOW
<b>SPOT COLOR PRINTING</b> Blue, Pantone 300	<b>SPOT COLOR PRINTING</b> Pantone Process Black	<b>SPOT COLOR PRINTING</b> Golden Yellow Pantone 137
<b>PROCESS COLOR PRINTING</b> Blue C=100, M=43, Y=0, K=0	<b>PROCESS COLOR PRINTING</b> C=0, M=0, Y=0, K=100	<b>PROCESS COLOR PRINTING</b> C=0, M=35, Y=90, K=0
<b>HEX (WEB)</b> 8-bit Color #0091ff	<b>HEX (WEB)</b> 8-bit Color #000000	<b>HEX (WEB)</b> 8-bit Color #ffa619

## SECONDARY COLORS FOR OTHER APPLICATIONS.

These additional colors can be use on different media such as brochures, flyers, or any other printed materials or websites. Don't alter any of this colors other than those listed below without prior approval from the Marketing Department.

GREEN	OTHER BLUE
<b>SPOT COLOR PRINTING</b> Blue, Pantone 375	<b>SPOT COLOR PRINTING</b> Bluee Pantone 306
<b>PROCESS COLOR PRINTING</b> Blue C=50, M=30, Y=100, K=0	<b>PROCESS COLOR PRINTING</b> C=100, M=20, Y=11, K=0
<b>HEX (WEB)</b> 8-bit Color #80b300	<b>HEX (WEB)</b> 8-bit Color (256) #00cce3



# FONT USAGE

The primary font to be used for Mainline®—including packaging—is Univers, suitable for most typographic needs, from signage to body copy. It is a modern sans-serif typeface available in a variety of weights and sizes, including condensed and expanded versions. Here are basic guidelines for the use of Univers relating to the Mainline® brand.

**HEADLINE (Univers Bold)** This font is best utilized in a headline or a title. Univers bold is used for the product number on packaging labels.

**BODY COPY (Univers Roman)** This font is best utilized in the body of a paragraph. A bold and/or all caps treatment can be used for emphasis. It is also used as the primary font for packaging labels.

**SUBHEAD (Univers Light)** This font is best utilized for further description of the headline. It should be smaller in relationship to the headline font.

## Univers LT Std 85 Extra Black and Extra Black Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvxyz.,'!()?}{+&#\$\$@%''**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvxyz.,'!()?}{+&#\$\$@%''**

## Univers LT Std Bold and Bold Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvxyz.,'!()?}{+&#\$\$@%''**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvxyz.,'!()?}{+&#\$\$@%''**

## Univers LT Std Roman and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvxyz.,'!()?}{+&#\$\$@%''  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvxyz.,'!()?}{+&#\$\$@%''

## Univers 45 Light and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvxyz.,'!()?}{+&#\$\$@%''  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvxyz.,'!()?}{+&#\$\$@%''

## SAMPLE COPY BLOCK SET IN UNIVERS (10pt type on 14pt spacing)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

# OTHER APPLICATIONS

## THE TRADEMARK USAGE

The following are additional acceptable ways of reproducing the Mainline® trademark:  
 [NOTE: Please add the ® symbol after the M logo throughout.]



## COLOR CHART



# COLLECTION

## MAINLINE® BRAND COLLECTION



## MAINLINE® SUITE COLLECTION

VODOX

Madeline®

PREDICTION®

B'Leese

Tremé®

Lisburn™

Chelmsford

Traditional

PROVINCIAL

centurion

CONTINENTAL

Amiche®

# TRADEMARK AND BRAND

The Mainline® trademarks and logos are protected by a variety of registrations with the U.S. Patent and Trademark Office and have been used consistently at common law. These and all artwork or logotypes are the exclusive property of Hajoca Corporation and must be used and displayed as shown in these Brand Guidelines unless otherwise stated in writing from the Marketing Manager or Director of Private Label Brands. In other words, they must appear with any ownership symbols exactly as received, and no additional symbols are to appear in connection with them. If the Brand Guidelines indicates the artwork or logotype is the subject of a U.S. trademark registration certificate, it should always appear with the ® symbol. The ® symbol are placed on the upper right of the last letter of the trademark or symbol and in a size that is approximately one-third the size of the largest letter or element in the trademark (but never so small that it can't be read).

An attribution statement must be placed at the bottom of any advertisement or poster that clearly identifies trademarks or design marks of Hajoca Corporation. This might read as follows: "Mainline® is a registered trademark of Hajoca Corporation."

If you have any questions concerning correct trademark usage, please contact Jenny Kemp Haget, Mainline Marketing at [jenny.kemphaget@hajoca.com](mailto:jenny.kemphaget@hajoca.com) for further guidance.

Hajoca Corporation maintains its right to regulate use of trademarks and constrain it whenever it, in its sole discretion, deems it necessary to do so.