FLOWSERVE

TARGETZERO

Corporate Campaign Branding Guidelines

Version 1.0

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CAMPAIGN COLORS

PMS: 165 C
CMYK: 0.62.95.0
RGB: 255.103.31
HEX#: FF671F

Black
HEX#: 000000

White
HEX#: FFFFFF

LOGO COLOR VERSIONS

On white background:

TARGETZERO

On orange background:

TARGETZERO

On black background:

TARGETZERO

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LOGO CLEARING SPACE

The height of the logo determines the amount of clear space the logo needs around it. No other text or image should be within the space. This will allow for better legibility.

LOGO MODIFICATIONS

The logo(s) for the TargetZero campaign should not be modified in any way. The TargetZero logos should not be combined with any other logos, including the Flowserve Logo and Global Operational Excellence Marks. These are only some examples of what should not be done.

INDIVIDUAL GOAL LOGO VERSIONS

Just like the TargetZero campaign logo, each of the goals have their own logo version for white, orange and black backgrounds. These individual goal logos can be used when branding a message that only applies to one of the goals. The same branding guidelines apply to these as the TargetZero logo described in the previous pages.

On white background:

On orange background:

On black background:

TARGETZERO WITH ALL GOALS LOGO VERSIONS

If a campaign or initiative encompasses more than one of the goals, one of the following logos will be utilized. The same branding guidelines apply to these as the TargetZero logo described in the previous pages.

On white background:

On orange background:

On black background:

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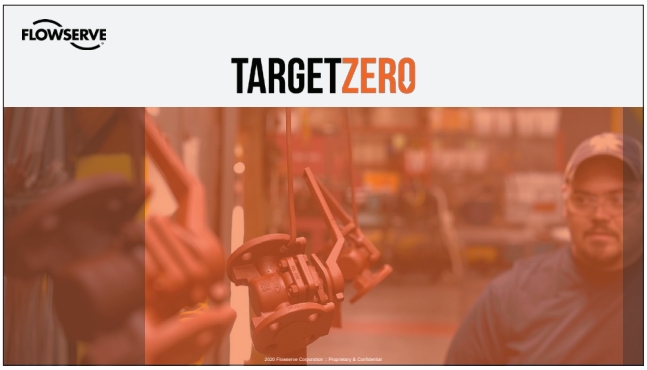
TEMPLATES

The following templates are available for you to use as part of a broader TargetZero campaign or initiative.

Standard Presentation

The TargetZero PowerPoint presentation template is for internal use only.



Statement

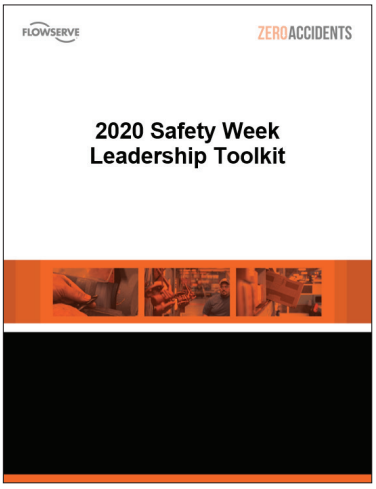
This template can be used internally to display an approved policy, pledge or commitment statement.

TargetZero Slide

The standard TargetZero slide can be used internally and externally to introduce or provide a high-level overview of the program. Talking points are included in the notes section.

Playbook and Toolkit

The internal playbook and toolkit template can be utilized to outline program details or provide detailed campaign instructions.



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CREATIVE ASSETS

Below are examples of the creative assets available for TargetZero campaigns, initiatives and programs. The style and design will be consistent for each type of asset. Additional creative assets can be developed on an as-needed basis.

Save the Date Flyer

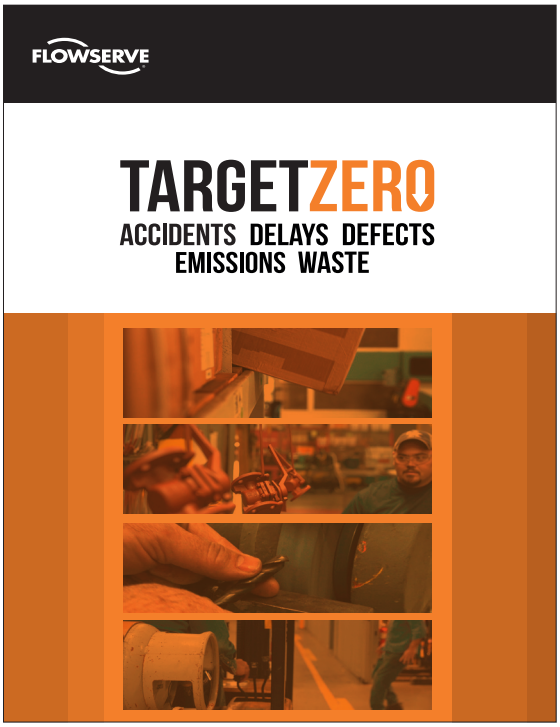
Can be designed with and without the date.

Campaign Flyer

Campaign flyers can be customized based on the needs of the campaign or initiative.

Poster

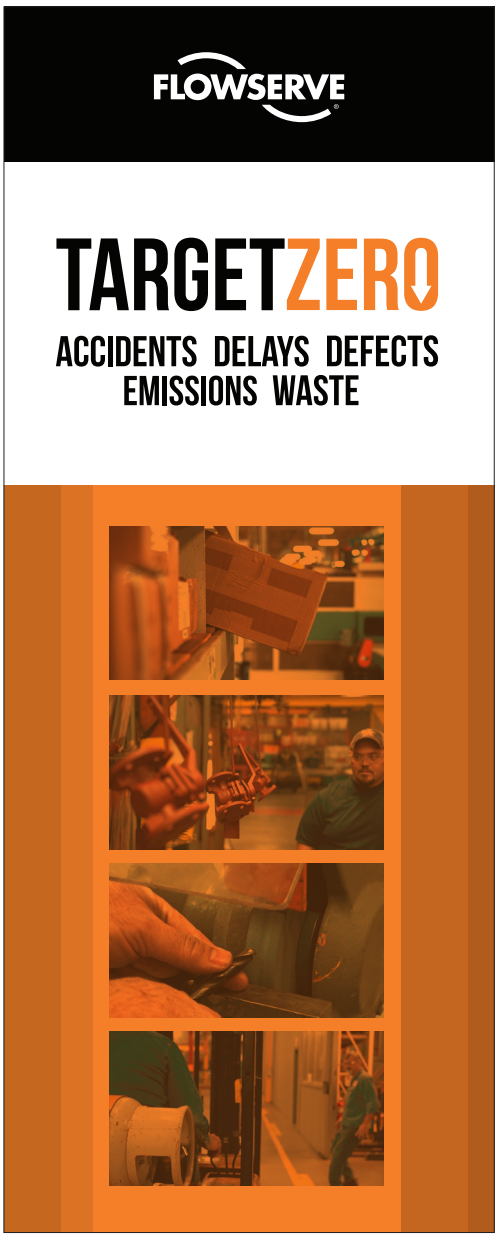
For long-term campaigns, large posters can be designed to be placed in prominent areas in a facility.



CREATIVE ASSETS *(continued)*

Vertical/Pull-up Banner

Banners will incorporate the applicable TargetZero logo.



Video

Video assets will utilize the standard TargetZero intro and outro as well as specifically designed type treatment and graphic style.

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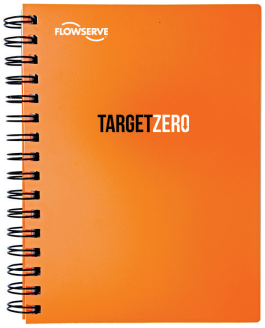
EXAMPLES OF THE LOGO APPLICATION ONTO GIVEAWAYS

The preferred colors for the actual items/products are orange, white or black. The TaregetZero and goal logos are preferred to be pinted in 2 colors. You should also always include and consider the placement of the Flowserve logo. **The Flowserve logo should only be printed in black or white.** Here are some examples of how the branding of items should look.

On orange products:

ues the black and white logo



Flowserve logo on other side

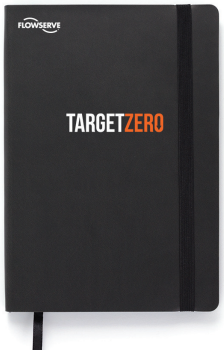
On white products:

use the black and orange logo

Flowserve logo on other side

On black products:

use the white and orange logo



Flowserve logo on other side