



L. R.
B R A N D S™
AN OATEY INNOVATION

BRAND GUIDE 2021

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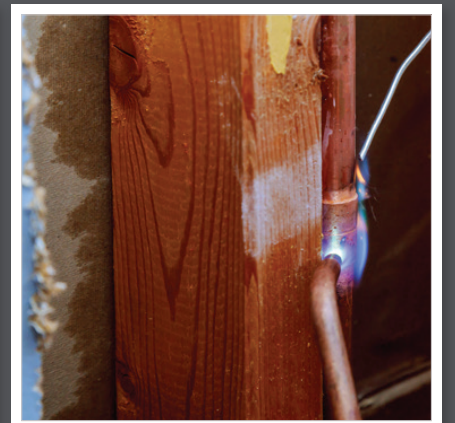
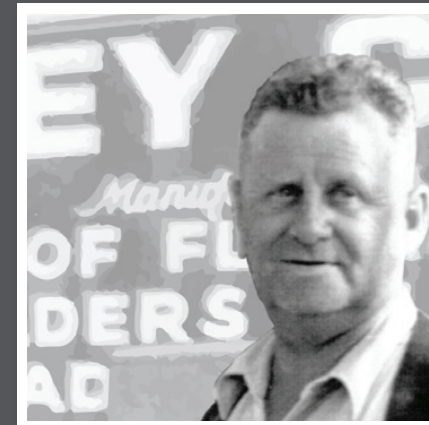
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The professionals' choice

Since 1916, Oatey's mission has been to deliver quality products that improve lives and build trust. More than 100 years and counting and Oatey is still overdelivering on that promise. It's why Oatey and its brands remain the top choice for plumbers, HVAC technicians, electricians and Weekend Warriors too. The Oatey name is synonymous with quality – whether you work in the trades, or occasionally trade your Saturday morning for a quick DIY repair. Just as our founder, L.R. Oatey intended.

Oatey

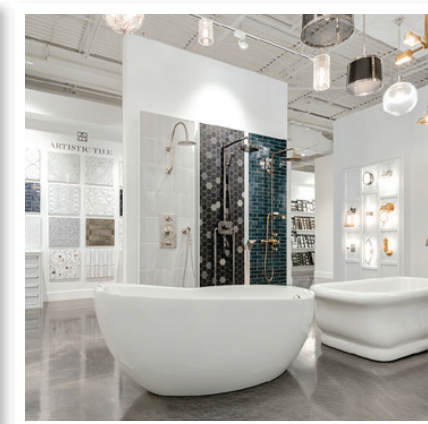
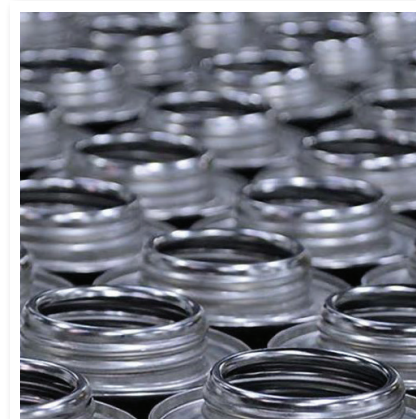


The Opportunity

With more than a century of expertise behind the wall, Oatey and its brands make many products that have the complicated distinction of being widely used, yet infrequently seen.

Whether your career is in the skilled trades or you've just always been pretty handy around the house, brand awareness is high. You have a relationship with Oatey plumbing products, they've been a staple in your truck, shop, and home for years.

Now our goal is to build on our heritage brands known for their quality behind the wall with game-changing new solutions on the finished side of the wall. To bring new bathroom solutions to the table – under one brand – to help you elevate your design.



MEET

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Our Brand Story

Elevate the design you had in mind.

After all these years, we're still craftsmen at heart. We pay attention to the finer details. We sweat the small stuff. It's who we are. It's what our customers expect.

And, that's the inspiration behind our latest Oatey innovation.

L.R. Brands is a carefully curated collection of bathroom products that take your design to the next level. From elegantly engineered total shower solutions to free-standing tub drains, L.R. Brands is the home for design-minded individuals. The women and men who can appreciate that when it comes to bathroom design, the difference is always in the details.



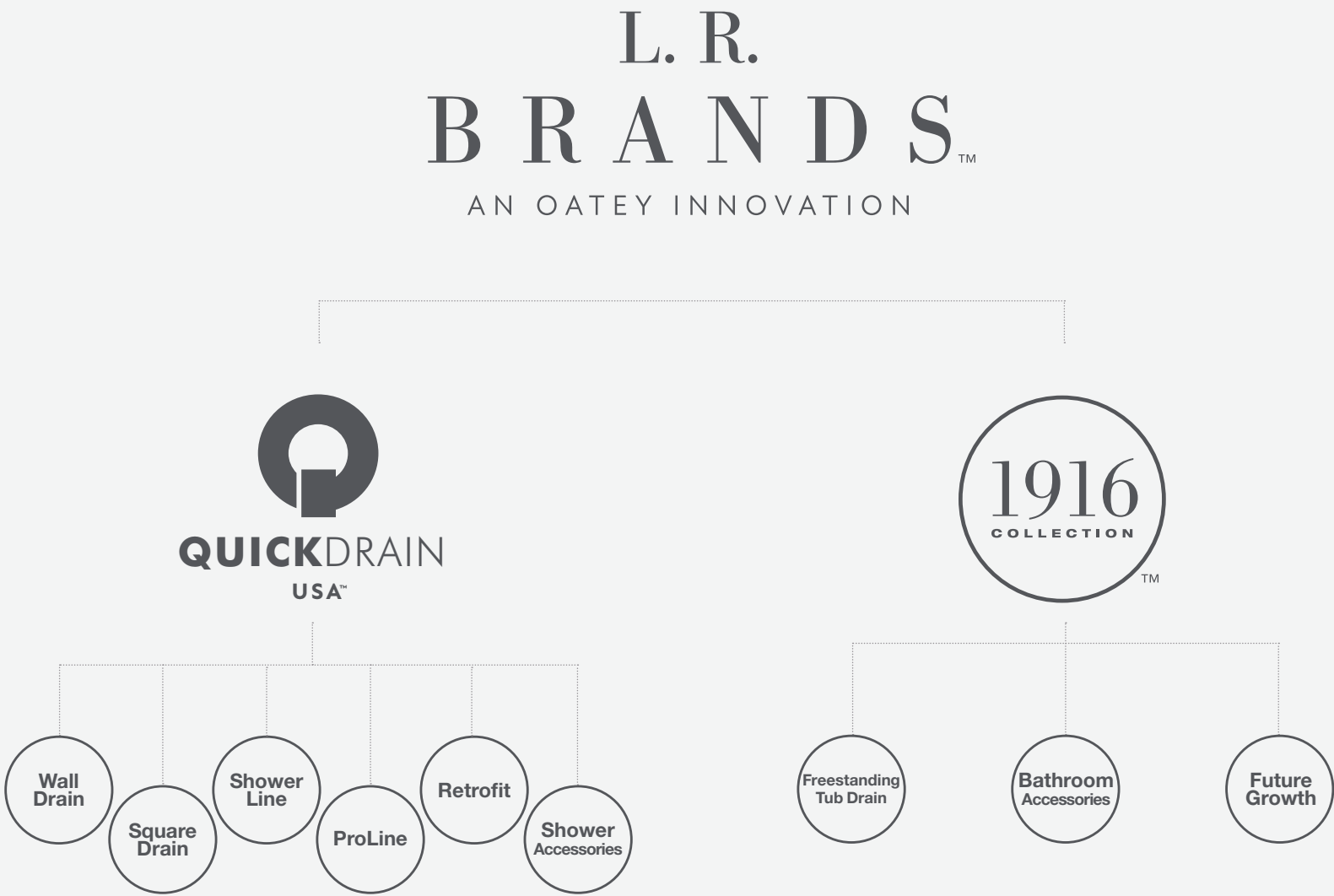
Committed To The Craft

L.R. Brands, an Oatey innovation is the enterprise brand. The name is a nod to our rich history locked up in a clean, modern, spacious typography.

Below the parent brand live two brands that share L.R. Brands’ commitment to craftsmanship – QuickDrain and 1916 Collection.

QuickDrain pushes the boundaries of bathroom design with custom-feeling shower drainage solutions.

1916 Collection is a carefully curated portfolio of thoughtfully designed, exceptionally engineered bath accessories that enhance both the form and function of every bath experience.



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Brand vision

L.R. Brands will be the one thing that contractors, designers and customers will all agree upon.

Designers will love our finishing touches that take their designs to new heights. And customers won't believe that their ideal at-home escape was so easy to find in one convenient place. Contractors will appreciate products designed from more than a century of behind-the-wall expertise.

Brand promise

To finish the design you had in mind.

Our promise takes two unique audiences into consideration simultaneously.

For the designers and DIY remodelers, L.R. Brands is the perfect solution for helping those statement bathroom pieces sing.

For tilers, installers and plumbers, L.R. Brands gives you the confidence that you can deliver the look your customer wants...without any trouble.

L.R. BRANDS **Brand Colors + Fonts**

Primary Colors

Our L.R. Brands, QuickDrain and 1916 Collection logos appear in our primary color palette Pantone Cool Gray 11c, Pantone 653c and Pantone 10128c. Formulas for reproducing this color in other media are shown on the right. You may choose to screen back this color based on your application and background.



PMS Cool Gray 11c

HEX: 53565A
RGB: 83 86 90
CMYK: 63 52 44 33



PMS 653c

HEX: 326295
RGB: 50 98 149
CMYK: 84 54 3 10



Metallic Premium PMS 10128c

HEX: B28B33
RGB: 178 139 51
CMYK: 0 22 71 30

Secondary Colors

Textures subtly reinforce the L. R. Brands identity, while adding depth to backgrounds and other graphics. Each texture alludes to L. R. Brands family of products and environments and can stand on their own as a design element or subtle background image.

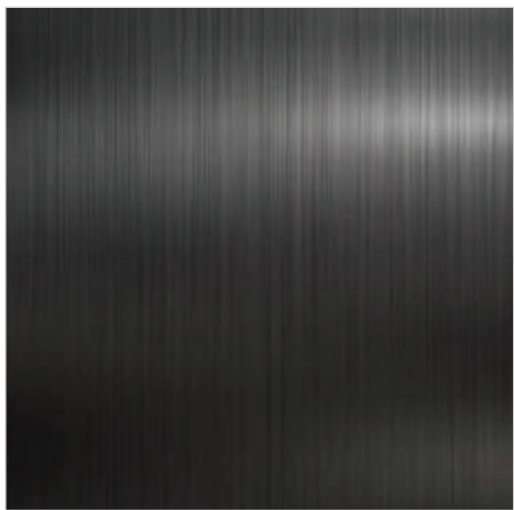
Textures also extend the L. R. Brands identity through their flexibility. They can be used at any scale and incorporated into diagrams, illustrations, infographics, and ad concepts.



TEXTURE - Cool Concrete



TEXTURE - Blue Linen



TEXTURE - Black Brushed Metal

Colors in Combination

While primary and secondary colors are designed to complement one another, appropriate weighting of usage is important. The layout to the right is a key to proper weighting of both primary and secondary colors.

PMS 653c
326295
50 98 149
84 54 3 10

PMS Cool Gray 11c
53565A
83 86 90
63 52 44 33

PMS 10128c

PMS White



Font Usage

To maintain a consistent look and feel across all L.R. Brands marketing and communications materials, we have selected one font family for headlines and display type. Under no circumstances should additional fonts be used without consulting the L.R. Brands communications department.

PRIMARY TYPEFACES

Bodoni BE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Atten New
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue
35 Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Visual Identity + **Logo Usage**

Our Logos

L.R. Brands is the patriarch of our new “family of brands.” As such, the L.R. Brands logo will appear on all marketing materials and packaging and will be complemented by either the QuickDrain or 1916 Collection logos depending on the products.



Primary brand logo



QuickDrain identifier



Denotes a product in 1916 Collection

Logos & Taglines



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Logo Formats

Our primary logo, locked up with the tagline as shown, can be used in all marketing communications including print advertising, sales collateral, video, trade show displays, and corporate identity materials (letterhead, business cards, etc.). This tagline lockup does not apply to logo usage on apparel, merchandise (e.g. coffee mugs, water bottles), and instances where a smaller logo size would make the tag line unreadable.

Alternate formats of our primary logo have been developed to help provide flexibility in cases where the stacked logo may not work as well. The horizontal logo can be used in all marketing communications including print advertising, sales collateral, video, trade show displays, and corporate identity materials (letterhead, business cards, etc.).



LOGO LOCKUP STACKED



LOGO LOCKUP HORIZONTAL

Color Usage

Our L.R. Brands logo should only appear in our primary color palette Cool Gray 11c. Alternatively, it can also be reversed out of the primary colors and textures.

PMS Cool Gray 11c

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Reverse out of primary color Pantone Cool Gray 11c



Reverse out of primary color Pantone 653c



Reverse out of blue linen texture

Clear Space & Minimum Size

Using the vertical distance defined as the letter “L” in our name, we have established a minimum clear area around and within the logo. The height of the letter “L” is used to define the area that must remain free of any text, photography or any other graphic element. This “clear zone” enables our logo to be easily recognized and ensures a prominent position within the layout.

MINIMUM SIZE

The L.R. Brands logo should never appear at a height of less than .75”. See illustration at right. When reproduced at a size smaller than shown, our logo loses integrity and legibility.



X HEIGHT OF L = CLEAR SPACE





Logo Formats

There are two approved formats for the QuickDrain logo, stacked and horizontal versions. Our QuickDrain logo can be used in all marketing communications including print advertising, sales collateral, video, trade show displays, and corporate identity materials (letterhead, business cards, etc.).



LOGO LOCKUP STACKED



LOGO LOCKUP HORIZONTAL

Color Usage

Our QuickDrain USA logo can appear in our primary color palette Pantone Cool Gray 11c and Pantone 653c. Alternatively, it can also be reversed out of the primary colors and textures.

PMS 653c



Reverse out of primary color

PMS Cool Gray 11c



Reverse out of primary color

Black metal on concrete



Black metal texture



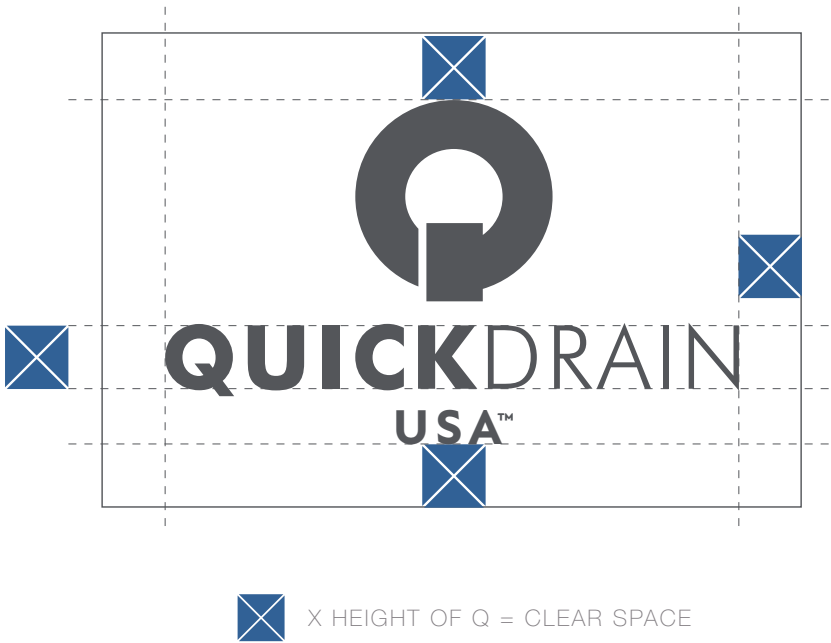
Black metal texture on concrete background

Clear Space & Minimum Size

Using the vertical distance defined as the letter “Q” in our name, we have established a minimum clear area around and within the logo. The height of the letter “Q” is used to define the area that must remain free of any text, photography or any other graphic element. This “clear zone” enables our logo to be easily recognized and ensures a prominent position within the layout.

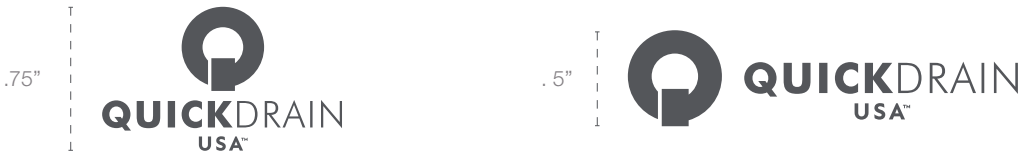
MINIMUM SIZE

The QuickDrain logo should never appear at a height of less than 0.5 (horizontal logo) or 0.75 (stacked logo). See illustration at right. When reproduced at a size smaller than shown, our logo loses integrity and legibility.



 X HEIGHT OF Q = CLEAR SPACE

MINIMUM SIZE



Tagline Placement

QuickDrain products literally blend in. By design. They complete your vision. So, we flipped that idea on its head with the tagline. While our products are comfortably flush below your feet – what they are really doing is elevating your design experience.

The QuickDrain logo, locked up with the tagline as shown, can be used in all marketing communications including print advertising, sales collateral, video, trade show displays, and corporate identity materials (letterhead, business cards, etc.). This tagline lockup does not apply to logo usage on apparel, merchandise (e.g. coffee mugs, water bottles), and instances where a smaller logo size would make the tag line unreadable.



 X HEIGHT OF Q = TAG SPACING



TM

Logo Formats

There are three approved formats for 1916 Collection logo, the solid brand badge, the open brand badge, and the minimum size format. Our 1916 Collection logo can be used in all marketing communications including print advertising, sales collateral, video, trade show displays, and corporate identity materials (letterhead, business cards, etc.).



BADGE LOCKUP SOLID



BADGE LOCKUP OPEN

When displaying 1916 Collection logo along with any other brand logo, ONLY use this open version of the logo.



MINIMUM SIZE FORMAT

Color Usage

Our 1916 logo can appear in our primary color palette Pantone Cool Gray 11c and Pantone 653c.

PMS 653c



PMS Cool Gray 11c



Reverse out of primary color



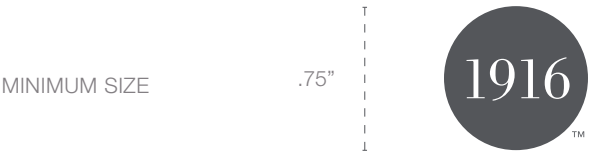
Reverse out of primary color

Clear Space & Minimum Size

Using the vertical distance defined as the numbers “1916” in our name, we have established a minimum clear area around and within the logo. The height of “1916” is used to define the area that must remain free of any text, photography or any other graphic element. This “clear zone” enables our logo to be easily recognized and ensures a prominent position within the layout.

MINIMUM SIZE

The 1916 logo should never appear at a height of less than .75”. See illustration at right. When reproduced at a size smaller than shown, our logo loses integrity and legibility.



PLEASE NOTE:
For readability when using the logo at minimum size please use the 1916 logo format that does NOT include “collection.”

Tagline Placement

As a line, our strength comes from the impact of each individual piece. This tagline lets our customers know that the 1916 Collection is deliberately designed to add and enhance a space’s stylish flair.

1916 Collection logo, locked up with the tagline as shown, can be used in all marketing communications including print advertising, sales collateral, video, trade show displays, and corporate identity materials (letterhead, business cards, etc.). This tagline lockup does not apply to logo usage on apparel, merchandise (e.g. coffee mugs, water bottles), and instances where a smaller logo size would make the tag line unreadable.



1/2-X HEIGHT OF 1916 CENTERED = TAG SPACING

Visual Identity + **Imagery**

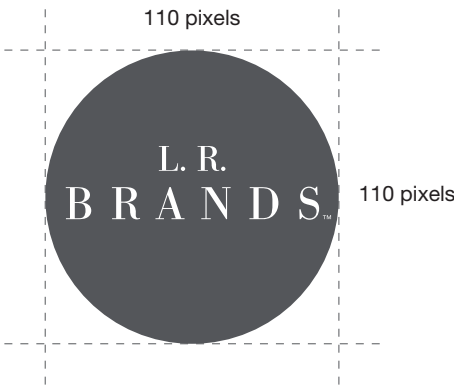
Imagery

Aspirational & Elegant

The imagery here represents our brand story and how we want users to relate to us. With bright photography and lifestyle shots, these images connect people to their environments in an aspirational way. Not only do we elevate your shower design; we transform your entire experience.



Social Media Presence



Instagram Profile Picture

For reference, keep in mind the minimum profile picture size for Instagram is 110 x 110 pixels - a perfect square. Don't deviate too far from this minimum; staying below 200 x 200 is encouraged so users don't see a blurry or stretched photo when visiting our profile page.



Photo will appear on page as 170 x 170 pixels on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones.

Must Be 180 pixels

Facebook Business Page Profile Picture

Facebook recently changed its Profile image for Business Pages to appear to the left side of the screen. The new look helps Facebook Business Pages stand out among personal accounts. However, the dimensions are the same, but the photo appears on the page slightly different depending on device.