



Visual Identity Guide

Introduction / Contents

The Globe Brand

Consistent and proper use of Globe Fire Sprinkler Corporation branding tools is critical in building awareness and equity in our brand.

These guidelines attempt to address the ever-evolving ways in which each of us can build and protect the Globe brand every day.

Globe Fire Sprinkler Corporation is a USA-based manufacturer of fire sprinklers, valves and accessories.

Since the introduction of the first Globe Issue “A” Sprinkler in 1914, the Globe name has persisted in its enduring identity and continued innovation, developing the earliest lever-fulcrum dry pipe valve, Globe Save All center strut sprinklers, and eventually becoming the first US company to utilize 5mm and 3mm Glass Bulbs in its commercial and residential sprinklers.

This visual identity standards guide is an important tool to help ensure that each use of the Globe name and logo supports our company’s growth and success.

Our brand name and our logo are the primary voices of our company and its reputation. Consistent presentation, including logo placement, color and image selection and word usage, will contribute to building and protecting the Globe brand in all our visual communications.

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Intellectual Property Protection

The history and reputation of Globe Fire Sprinkler Corporation is an important building block of the Globe brand. For that reason, the Globe name is an important part of this business unit's identity.

The protection of the Globe name, as well as of product names such as UMC Universal Manifold Check or RCW Water Control Valve, depend on consistent use of language and registration information.

The Globe logo and "Globe Fire Sprinkler Corporation" are registered trademarks of Globe Fire Sprinkler Corporation.

This protective designation should always appear within any communication issued by the company. It can be used in "fine print" in an unobtrusive place, such as the end of a video or the back cover of a brochure.

Logo

In any communication, the Globe Fire Sprinkler Corporation logo (such as on the cover of a brochure) should be accompanied by the "®" symbol. This includes uses of either the logo or logotype by themselves.

Exceptions can be made in cases where the "®" would not be legible because of limitations of production methods (such as embroidery or very small reproduction), or in cases where the logo is large enough that the symbol may become obtrusive.



Name

In any communication, the first use of the entity name should always be:

Globe Fire Sprinkler Corporation®

Subsequent uses within the same communication do not require the "®" symbol — although, again, the protective designation language must appear somewhere.

After a full use of the entire company name, the name may be expressed as:

Globe Fire Sprinkler

Globe

A general first-person reference to the corporate "we," "us," or "ours" is acceptable in all materials.

Corporate Logo – Sizes

A corporate logo is one of the most visible components of a brand, and its consistent and appropriate use is vital to maintaining the integrity of the brand.

It is preferred the Globe logo appear in color, unless used in a non-color print application, in which case it may be black. The logo may also be reversed out white on a solid color background ([see page 7](#)).

Selecting Logo Size:

When selecting a logo size for a given application, the most important consideration is ensuring the logo is legible and the size will not compromise print quality. The following should be considered guidelines, but are not intended to cover all scenarios.

- For most material, including print and apparel the preferred logo width is 2" (50 mm) but is acceptable at smaller sizes when required.
- For large scale applications, including flags, banners, fleet identification graphics and signage, the minimum logo width is 12" (30 cm).

Note: Size selection may be impacted by open space requirements ([see page 5](#)).

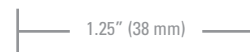
Corporate Logo



Preferred Logo Size



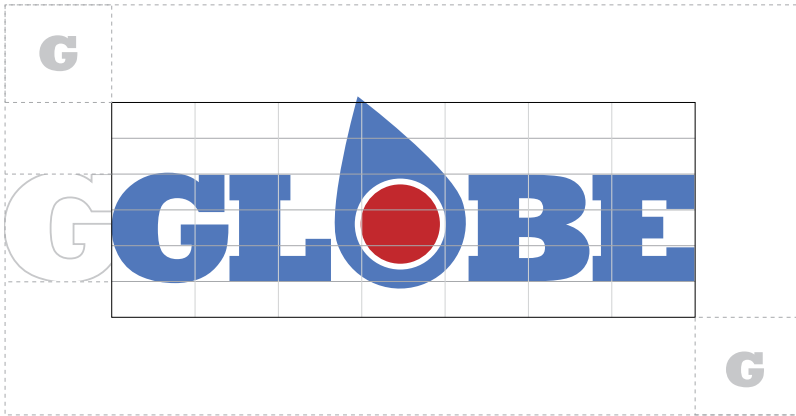
Minimum Logo Size



Corporate Logo – Space Requirements

Open Space

To draw as much attention as possible to the logo, there must be a minimum amount of clear space between the logo and any other graphic elements, images or copy. This amount of open space grows and shrinks (is variable) based on the height of the letter “G” in “GLOBE” (labeled “G” in the diagram below). Whenever possible, use more than the minimum required open space to enhance the element’s visibility and legibility.



Sample



The Globe UMC can be used to meet NFPA 13 requirements for Floor Control Valve Assemblies in buildings exceeding two stories that are zoned by floor — or in any application that specifies separate control and floor zoning.

Misuse



The Globe UMC can be used to meet NFPA 13 requirements for Floor Control Valve Assemblies in buildings exceeding two stories that are zoned by floor — or in any application that specifies separate control and floor zoning.

Colors

Primary Colors

A distinctive color palette is an effective communication tool, and an important component of Globe's visual identity system. The primary colors are taken directly from Globe Fire Sprinkler Systems logo. These are Light Blue, Blue and Red.

These colors should be used on the dominant graphic elements in Globe communications.

Preferred background colors:

- White
- Globe family of Blues
- Globe family of Grays
- Photographic or material backgrounds or textures composed largely of any of these colors



LIGHT BLUE

PANTONE 659 C
C:55 M:30 Y:0 K:0
R:115 G:157 B:210
HEX: #739DD2



BLUE

PANTONE 7683 C
C:78 M:52 Y:0 K:0
R:8 G:113 B:185
HEX: #0871B9



RED

PANTONE 200 C
C:15 M:100 Y:90 K:8
R:193 G:39 B:44
HEX: #C1272C

Secondary Colors

A palette of secondary accent colors enhances the depth of Globe's communications. These colors have been selected to complement the primary color palette.

When used in general Globe corporate communications, they are not intended to serve as a substitute for the primary colors, but can be applied to backgrounds, supporting graphics and images where appropriate.

Other accents colors may be used in moderation.



MEDIUM BLUE

PANTONE 7463 C
C:100 M:80 Y:40 K:35
R:12 G:52 B:85
HEX: #0C3455



DARK BLUE

PANTONE 539 C
C:100 M:80 Y:55 K:50
R:2 G:40 B:60
HEX: #02283C



LIGHT GRAY

PANTONE 420 C
C:0 M:0 Y:0 K:25
R:199 G:200 B:202
HEX: #C7C8CA



MEDIUM GRAY

PANTONE 423 C
C:0 M:0 Y:0 K:60
R:128 G:130 B:133
HEX: #808285

Backgrounds

Globe logos and icons may be applied to a white or solid color background, but only those colors within the Globe color family (see page 6). Never place the Globe logo over a color not within the Globe color family, images, illustrations, graphics or other background. Special backgrounds for outside signage or embossing and debossing items may be acceptable under certain conditions.

As always, when selecting a background, the primary consideration is legibility. This is especially true when considering a gray background. Note that a gray background may make the standard logo difficult to see, and should be avoided.

Color on White Background (Preferred)



Grayscale on White Background



White on Black Background (Reversed)



Color on Color Background



Color on Gray Background (Not Recommended)



Misuse

Legal Trademark Protection Statement: The Globe name, and all Globe trademarks and logos are owned by Globe Fire Sprinkler Corporation, its affiliates or subsidiaries. The unauthorized use of any trademark displayed is strictly prohibited.

Do not create logos of merged elements.

Do not create logos of any kind.

Use only approved colors in the Globe logo. Refer to [page 6](#) for proper color usage.



Do not place a color Globe logo on a background color outside the Globe color family.



Do not place a color Globe logo on a patterned background.



Do not place a color Globe logo on a photograph or other graphic element background.



Fonts

Fonts can be used to great effect to portray a distinct brand personality and character. Globe uses **Univers**, a popular sans serif font, as its primary corporate typeface. This font should be used on all print and electronic materials. Any style or weight found within the Univers family may be used.

The Globe logotype is built using **GeoSlb712 XBd BT** which can be used for headlines and other applications where emphasis is desired. This font should be used in moderation and not for large blocks of copy.

Note: If Univers is not available, acceptable substitutes include:

- Helvetica
- Arial

Body Copy Fonts

Univers Condensed

The brown fox jumped
over the lazy dog.

Univers Condensed Bold

**The brown fox jumped
over the lazy dog.**

Univers Regular

The brown fox jumped
over the lazy dog.

Univers Bold

**The brown fox jumped
over the lazy dog.**

Headline and Specialty Fonts

GeoSlb712 XBd BT

**The brown fox jumped
over the lazy dog.**

GeoSlb712 XBd BT (All Caps)

**THE BROWN FOX JUMPED
OVER THE LAZY DOG.**

Univers Regular

The brown fox jumped
over the lazy dog.

Univers Condensed Bold

**The brown fox jumped
over the lazy dog.**

The Icon

The unique graphic element of the Globe logo is a symbol of a water drop enveloping the globe icon, which (while updated) dates back over 100 years.

Artwork

Always use artwork provided by Globe. Do not “build” the graphic in other programs, or crop it from the logo artwork.

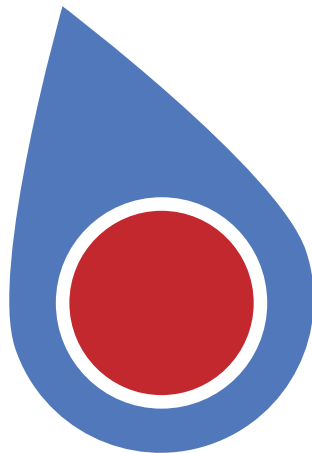
While the icon can be used independently, the shape should not be altered or embellished in any way.

Angle and Proportions

Do not alter the angle, proportions or aspect ratio of the mark.

The icon may be scaled as necessary to fit available space. It should not be rotated, or condensed or expanded in length or width.

The Globe Drop Icon



Color and Transparency

The icon should always appear in the primary corporate colors, grayscale or reversed. The reversed version may be used in any degree of transparency, so long as the graphic elements are clearly delineated.

Misuse

Do not alter the angle, proportions or aspect ratio of the icon.

Do not change the colors in the icon.

Do not embellish in any way.



Letterhead

Each time a letter is released on Globe letterhead, it provides an opportunity to reinforce the Globe brand. Standard Globe letterhead is preprinted in color. When printing letterhead from a template, the letter should be printed in color on white paper only.

Globe letterhead includes the primary corporate logo and contact information (see the example at right). Follow the guidelines at right for location of the elements of a standard business letter.

Standard Letterhead



Month 1, 2017

Addressee's Name
Business Name
Street Address
City, State ZIP Code

Dear Mr./Mrs. Addressee,

This is an example of a business letter set in a format compatible with the Precision Components standard letterhead design. Align the date, addressee information and body of the letter with the left margin as established by the letters in the primary corporate logo.

All business letters should be written in 10, 11 or 12 point Arial Narrow, single line space. Start the date 12 single return lines from the top of the letterhead for standard and A4 stationery. Allow two to four lines of space between the date and address block, depending on the length of the letter, and one line space above and below the salutation.

Do not indent at the beginning of paragraphs, and always skip one line between paragraphs. There should be only one space after a period before the beginning of the following sentence.

Allow one line space between the last paragraph and the complimentary close and signature block. Then skip four or five lines between the closing and the sender's typed name to allot enough room for the sender's signature.

Sincerely,

Sender's Name

Globe Fire Sprinkler Corporation
4077 Airport Drive, Standish, MI 48658, USA

Technical Support +1 989.414.2600
Customer Service +1 989.846.4583

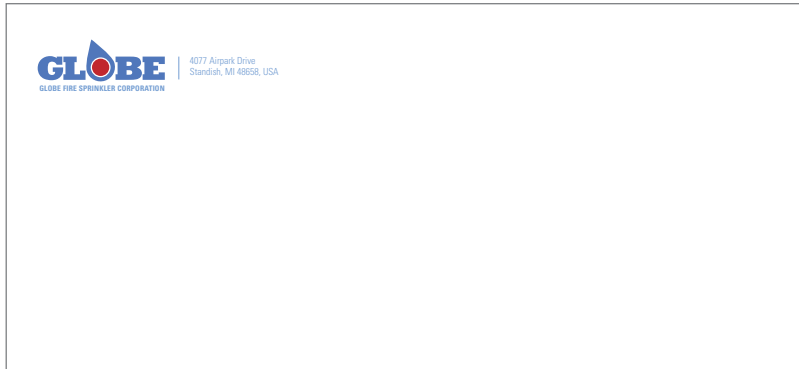
globesprinkler.com

Envelope / Mailing Label

Envelope

Standard #10 envelopes should follow the format indicated. Globe envelopes include the primary corporate logo with return address information printed on the front.

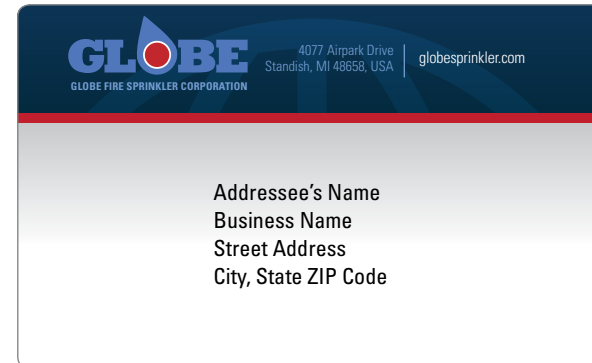
When addressing an envelope, begin typing the recipient's name or business name in the center of the envelope. All typography is set flush left.



Mailing Label

Mailing labels may be printed on a standard desktop printer using Avery Label #5164 and should follow the format indicated. Globe mailing labels include the primary corporate logo and return address in the upper left.

When addressing a mailing label, begin typing the recipient's name or business name in the center of the label. All typography is set flush left.



Business Card

Standard Business Card

The standard Globe business card includes the primary corporate logo, and space for the employee name, title and contact information.

Do not use non-approved business card layouts.

Standard Business Card Front



Standard Business Card Back (Optional)



Email Signature

Email Signature

When customers, suppliers and other partners receive emails from Globe staff, it's important that they be able to easily identify the sender and locate contact information. A unified, consistent standard email signature makes it easy for them.

When sending emails, whether internally or externally, please use the approved email signature format, which contains the Globe logo, sender name, title and contact information. Optional technical and customer support information is also encouraged when appropriate.

Signature with Support/Service Option



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This message contains confidential information and is intended only for the recipient. If you are not the intended recipient, you should not distribute or copy this message. If you have received this message by mistake, please notify us immediately by return e-mail and promptly delete this message and any attachments from your computer system. Globe Fire Sprinkler Corporation and its affiliated companies.

Signature with Promotional Option



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Desktop



Mobile



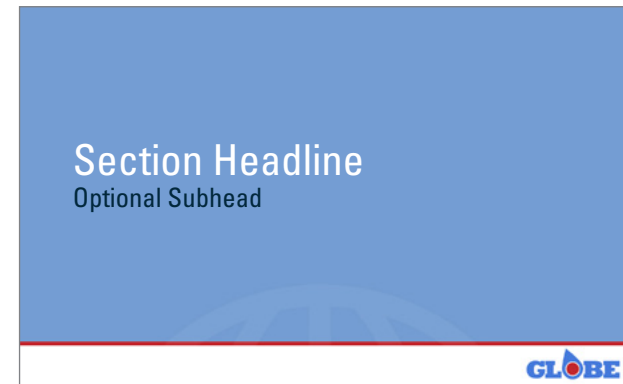
External PowerPoint® Presentation

When creating PowerPoint® presentations to audiences external to Globe, the template shown should be used. To use the template, simply enter your desired text in the designated fields. The font used in Globe PowerPoint® presentations is Arial. Remember, using minimal text can often provide the maximum impact.

The template allows you to import charts, tables, graphics and photos and scale them to fit. There are a number of different types of page templates designed to accommodate a wide range of presentation needs. Please keep Globe color palettes and image standards in mind.



External PowerPoint® Template



Branded Apparel & Merchandise

Apparel

For customer events, white or dark blue are the preferred background colors for clothing items that are imprinted or embroidered with the Globe logo. In those cases, the logo should appear in its standard blue & red colors as shown.

Employee apparel in colors outside the corporate color palette are permissible. In each case, the logo guidelines on [page 7](#) of this guide will still apply.



Social Media

Social media is a powerful brand-building tool. We encourage employees to become Globe brand ambassadors and leverage social networking sites. To drive more traffic to our online channels, use the available social media icons provided.



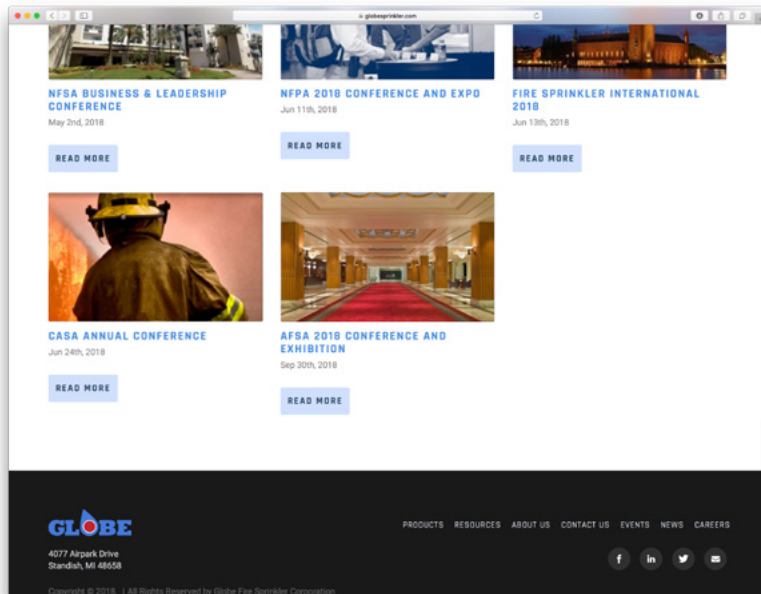
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Please use this format of social media icons in for presentations, web, etc.



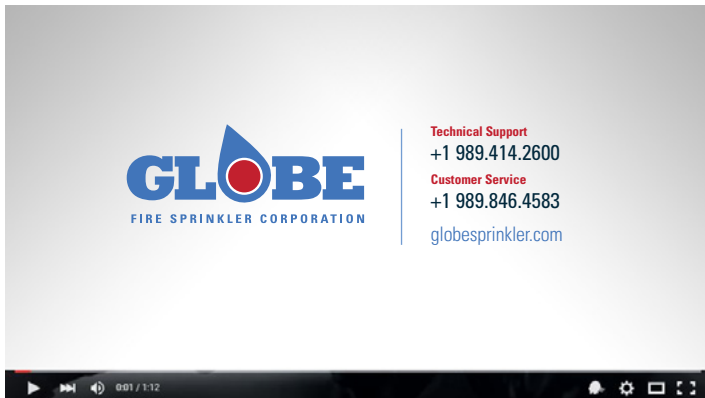
Important note:

To protect yourself and the Globe brand online, please adhere to Globe's Social Networking Policy.

Branded Videos

Video is an impactful storytelling tool. Please check out our company [YouTube channel](#) to access branded videos – as well as to stay current on the latest updates as we continually develop our video library.

Video Bumpers



Video Titles



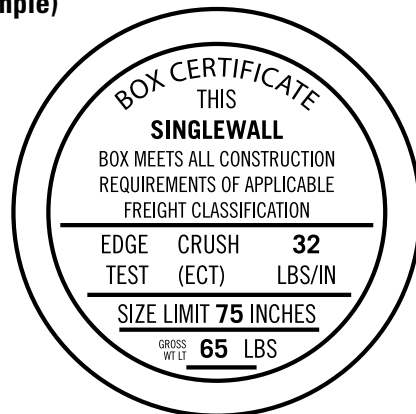
Packaging

Below are required elements for all packaging designs. The following page provides examples of existing packaging applications. For specific specifications please contact your marketing communications representative.

Product Information Form

CONTRACTOR	_____
PURCHASE ORDER	_____
JOB	_____
LOCATION	_____
SIZE	_____
ORIENTATION	_____
NOTES	_____ _____ _____

Box Certificate Seal (Example)

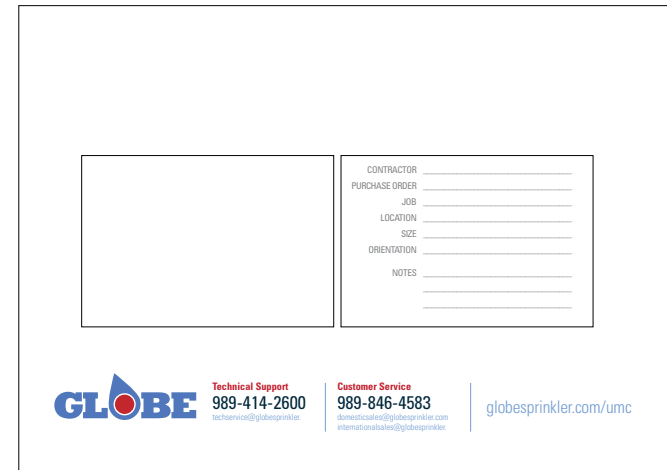
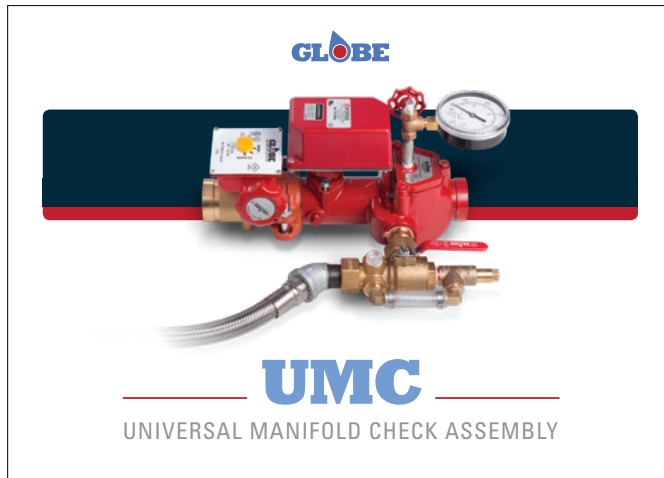


Model/Manufacture Indication Label (Example)

317806-R-B	
	
GLOBE	
STANDISH, MICHIGAN	
	
 MANUFACTURED IN USA 08/01/2017 11:05	

Packaging

UMC Exterior Packaging Example



Literature

Most literature is available for ordering on the Globe digital storefront. For literature templates, please contact your marketing communications representative.

Sell Sheet



MULTIPLE PATENTS PENDING



UMC
UNIVERSAL MANIFOLD CHECK

COMPLETE FLOOR CONTROL ASSEMBLIES:

INTEGRATED CHECK VALVE | CONTROL VALVE
TEST & DRAIN | ADJUSTABLE RELIEF VALVE
SYSTEM GAUGE

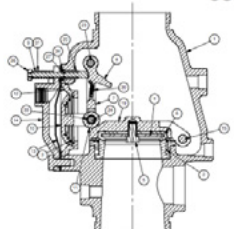
The revolutionary design of the Globe UM/UMC is UL listed and FM approved in multiple configurations and is rated for pressures up to 300 psi. The multiple configurations, pressure rating and small envelope allow the UM/UMC to overcome site-specific installation challenges in the field.

SAVE SPACE. SAVE TIME. SAVE MONEY.

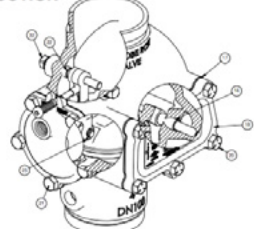
- Straight out of the box, the unit integrates all necessary pre-mounted components: control valve, check valve, flow switch, test and drain, pressure relief kit and gauges.
- Compact design saves valuable space in tight-quarter installations such as halls, stairwell landings and alcoves.
- Available in both left- and right-handed orientations for horizontally-mounted applications.
- Available in a variety of sizes to meet nearly any application.

Data Sheet

FIGURE 1: MODEL RCW MATERIALS OF CONSTRUCTION



SECTION VIEW



ISOMETRIC VIEW

ITEM	DESCRIPTION	MAT'L	4" [100mm] P/N	6" [150mm] P/N	ITEM	DESCRIPTION	MAT'L	4" [100mm] P/N	6" [150mm] P/N
1	RCW BODY	Ductile Iron	SEE ORDERING INFORMATION		19	CLAPPER	BRONZE	317423	317462
2	MACHINED SEAT RING	BRASS	317421	317467	20	RESET BUSHING	BRASS	317426	317469
3	DIAPHRAGM TAPER SPRING	STAINLESS	317432	317432	21	HEX HEAD CAP SCREW, 1/2-13	STEEL	317433	317553
4	CLAPPER RETAINER PLATE	STAINLESS	317417	317470	22	TOP ARM BUSHING	BRONZE	317411	317548
5	HEX HEAD CAP SCREW 1/2-13 X .75	STAINLESS	317552	317552	23	TOP ARM PIN	STAINLESS	317412	317472
6	CLAPPER GASKET	EPDM	317416	317647	24	ROLLER ARM PIN	STAINLESS	317420	317474
7	ROLLER ARM	BRONZE	317413	317466	25	ROLLER PIN & CLIP	STAINLESS	317427	317479
8	RCW CLAPPER LATCH	BRONZE	317422	317422	26	RESET PLUNGER KNOB	ABS	317427	317407
9	RESET PLUNGER	BRONZE	317426-4	317426-6	27	PLUNGER O-RING	EPDM	317436	317436
10	PUSH ROD	BRONZE	317423	317468	28	NAME PLATE	STAINLESS	317428	317428
11	ROLLER	STAINLESS	317410	317478	29	DRIVE SCREW	STEEL	325420	325420
12	DIAPHRAGM RETAINER	BRASS	317425	317465	30	LATCH RETURN SPRING	STAINLESS	317425	317425
13	DIAPHRAGM	EPDM	317424	317477	31	RESET PLUNGER SPRING	STAINLESS	317426	317426
14	DIAPHRAGM COVER	DUCTILE IRON	317405	317463	32	1/2" NPT PIPE PLUG	STEEL	311003	311003
15	CLAPPER HINGE PIN	STAINLESS	317415	317476	33	ROLLER BUSHING	BRONZE	317424	317482
16	CLAPPER HINGE PIN BUSHING	BRONZE	317414	317414	34	PLUNGER BUSHING SUBNO. 42-514	EPDM	317435	317435
17	COVER GASKET	EPDM	317419	317473	35	1/2-13 HEX HEAD CAP SCREW (COVER BOLTS)	STEEL	317554	317551
18	MACHINED HAND HOLE COVER	DUCTILE IRON	317418	317464					

NOTE: SOME PARTS ARE NOT FIELD SERVICEABLE. CONTACT CUSTOMER SERVICE FOR AVAILABILITY.

• Where difficulty in performance is experienced, the manufacturer or its authorized representative shall be contacted before any field adjustment is to be made.

Clapper Facing. The rubber clapper facing should be checked for wear or damage to determine that it is free of dirt and other foreign substances. If found to be worn or damaged (e.g., foreign matter embedded in the surface), the facing should be replaced. If it is dirty, it should be cleaned. Compounds which could damage the rubber facing must never be used.

Seat Ring. The seat ring should be checked for nicks and for stones, dirt or other foreign matter lodged in the grooves or holes. It should be cleaned thoroughly. If the seat ring is found to be damaged, valve should be replaced.

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Signage & Vehicles

All Globe branded signage should observe the guidelines presented in this guide within the boundaries of safety and regulatory requirements.

Signage



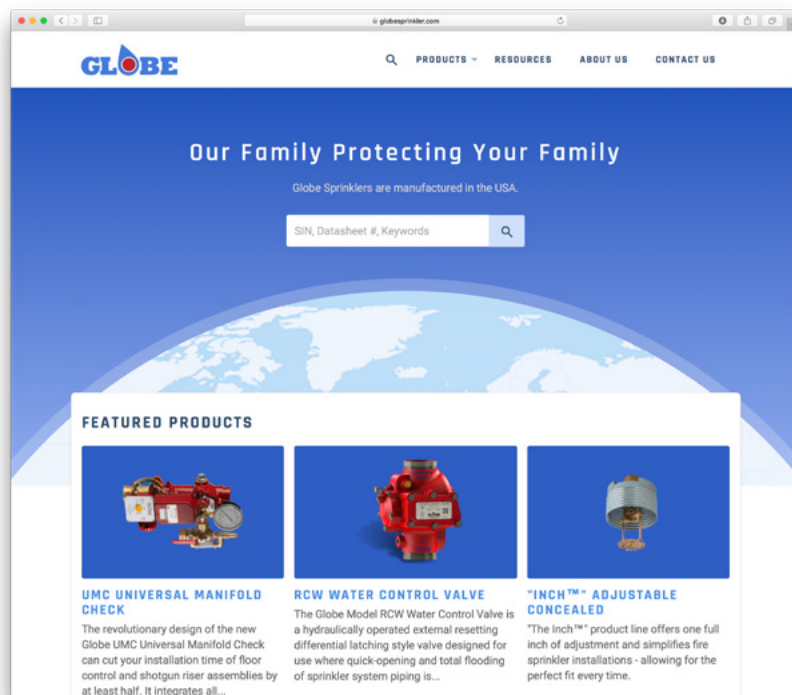
Fleet



Website

For information regarding website templates or content please contact your marketing communications representative.

Web



Mobile



Trade Show

There are several exhibit structures and displays available for shows and events both large and small. This page contains a few examples of available items. Contact your marketing communications representative for availability.

20 x 20 Exhibit



Signs and Accessories



10 x 10 Exhibit



Storage and Display Options



Examples

Below are examples of the brand in action. For specific examples or questions please contact your marketing communications representative.

Literature



Booklet



Advertising



Catalog



Trade Shows & Events



E-News



Packaging





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globesprinkler.com