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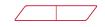
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Aalberts integrated piping systems umbrella

Aalberts integrated piping systems stands as a beacon of innovation and excellence, uniting the strengths of our four key brands: "Apollo" Valves, Pegler, VSH Technology, and Shurjoint under one robust umbrella. Like a family, each brand brings its unique prowess, specialty, and is driven by a shared mission to challenge the status quo and exceed market expectations. With products crafted with an unwavering commitment to quality, our offerings contribute uniquely to our collective goal of redefining industry standards. We are more than individual entities; we are Aalberts integrated piping systems - a powerful force taking ownership and driving excellence in the piping and valve industry.



our brands



business unit - Aalberts integrated piping systems

- first reference use Aalberts integrated piping systems
- upon second or more references, refer to Aalberts IPS



technology brands - "Apollo" Valves | VSH Connection technology

- refer to "Apollo" Valves as the entire brand entity
- refer to VSH Connection technology as the entire brand entity





supportive brands - Shurjoint

· refer to Shurjoint as the entire brand entity



Aalberts colors



Aalberts color scheme and codes

We own the red at Aalberts. In doing so the Aalberts red must be the dominant color in all applications. To guarantee that the Aalberts red has presence, it will be complemented by the noncompeting colors of black, grey and white. Nevertheless, when a wider color palette is required, for example a pie chart, it is allowed to apply variations of the Aalberts red. However, this should only be applied in special circumstances.

primary colors

Aalberts red PMS 186 red C 000 M 100 Y 065 K 005 R 206 G 014 B 045 HEX #DD042B

secondary colors

C 010 M 090 Y 075 K 005 R 206 G 051 B 057

C 005 M 070 Y 060 K 005 R 221 G 101 B 086

C 005 M 050 Y 040 K 005 R 228 G 149 B 135

C 005 M 030 Y 025 K 000 R 239 G 195 B 182

C 000 M 010 Y 010 K 005 R 244 G 228 B 220

C 000 M 010 Y 005 K 000 R 253 G 237 B 236

C 000 M 000 Y 000 K 090 R 025 G 025 B 025

C 000 M 000 Y 000 K 070 R 080 G 080 B 080

C 000 M 000 Y 000 K 050 R 127 G 127 B 127

C 000 M 000 Y 000 K 030 R 200 G 200 B 200

C 000 M 000 Y 000 K 010 R 237 G 237 B 237

C 000 M 000 Y 000 K 005 R 246 G 246 B 246

Aalberts grey PMS 423 C 000 M 000 Y 000 K 060 R 206 G 014 B 045 HEX #878787

Aalberts secondary grey*
PMS cool gray 10
C 000 M 000 Y 000 K 075
R 102 G 102 B 102
HEX #666666

black PMS black C 000 M 000 Y 000 K 000 R 0 G 0 B 0 HEX: #000000





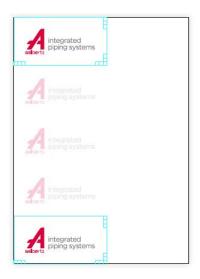


correct usage

The business unit logo should only be used on a clean, non-color conflicting background, white is recommended. Alternatively, it may be reversed into white for red or darker backgrounds, or black for black and white application.

position and lock-up

We are freeing the business unit logo and allowing it to float free. However, when we do so, we must be hyperconscious of the colors we place the logo on and it is therefore important to choose complementary colors on which to place the logo. Since the logo is now free of constraints, it can be applied in all four quadrants of the layout. You should also make sure that the clear space surrounding the logo is still applied. Ensure that this space has no noise or conflicting colors that distract from the logo. The templates enclosed in these guidelines will provide guidance on the preferred logo positioning and size.

















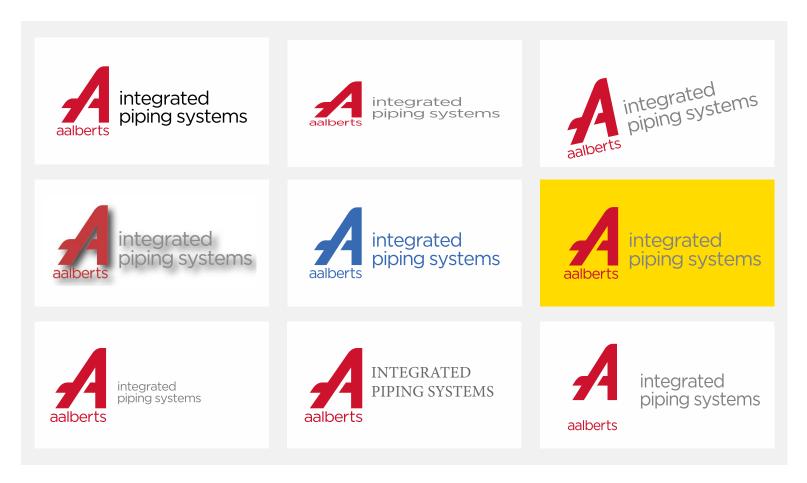


incorrect usage

It is our aim to ensure that the Aalberts brand is communicated as consistently and uncluttered as possible. The Aalberts integrated piping systems logo is not to be rotated or distorted. No graphic or typographic elements of the logo may be altered, nor may any additional elements be added to the logo.

do not:

- mix the color of the logo
- stretch the logo
- rotate the logo
- put the logo in a box
- change the color of the logo
- put a drop shadow on the logo
- change the proportions
- write in uppercase
- disconnect the logo elements



"Apollo" Valves retro logo

correct usage

The logo is used with a full color version (black and yellow) on a white background. If this is not possible, you can use the alternative versions seen here. Always make sure that there is sufficient contrast.

color scheme

Aalberts red PMS 186 red C 000 M 100 Y 065 K 005 R 206 G 014 B 045 HEX #DD042B



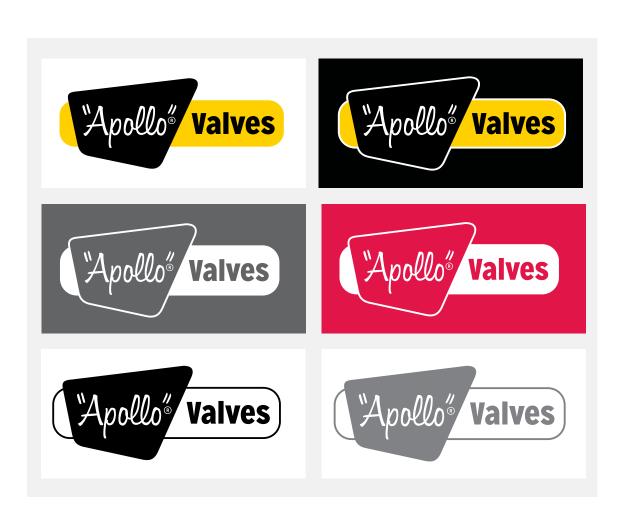
"Apollo" yellow C 001 M 016 Y 100 K 000 R 255 G 209 B 000 HEX #FFD100



black PMS black C 000 M 000 Y 000 K 000 R 0 G 0 B 0 HEX: #000000









correct usage of "Apollo"® Press

The logo is used with a full color version (black and yellow) on a white background. If this is not possible, you can use the alternative versions seen here. Always make sure that there is sufficient contrast.

color scheme

Aalberts red PMS 186 red C 000 M 100 Y 065 K 005 R 206 G 014 B 045 HEX #DD042B



"Apollo" yellow C 001 M 016 Y 100 K 000 R 255 G 209 B 000 HEX #FFD100



black PMS black C 000 M 000 Y 000 K 000 R 0 G 0 B 0 HEX: #000000









correct usage of "Apollo" PowerPress

The logo is used with a full color version (black and yellow) on a white background. If this is not possible, you can use the alternative versions seen here. Always make sure that there is sufficient contrast.

color scheme

Aalberts red PMS 186 red C 000 M 100 Y 065 K 005 R 206 G 014 B 045 HEX #DD042B

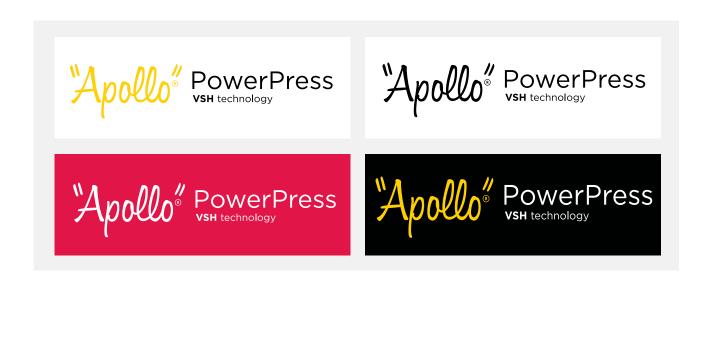


"Apollo" yellow C 001 M 016 Y 100 K 000 R 255 G 209 B 000 HEX #FFD100



black PMS black C 000 M 000 Y 000 K 000 R 0 G 0 B 0 HEX: #000000









correct usage of "Apollo"® SmartPress®

The logo is used with a full color version (black and yellow) on a white background. If this is not possible, you can use the alternative versions seen here. Always make sure that there is sufficient contrast.

color scheme

Aalberts red PMS 186 red C 000 M 100 Y 065 K 005 R 206 G 014 B 045 HEX #DD042B

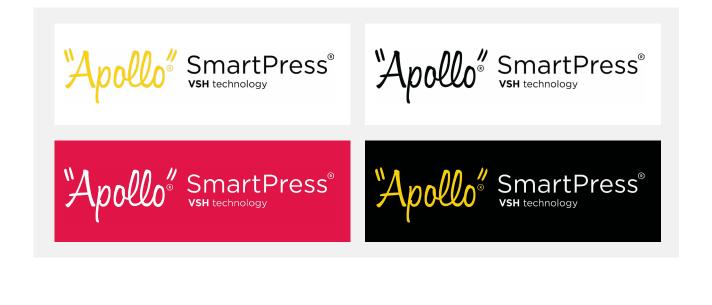


"Apollo"* yellow C 001 M 016 Y 100 K 000 R 255 G 209 B 000 HEX #FFD100



black PMS black C 000 M 000 Y 000 K 000 R 0 G 0 B 0 HEX: #000000





Shurjoint logos

correct usage of Shurjoint

The logo is used with a full color version (orange, black and white) on a white background. If this is not possible, you can use the alternative versions. Always make sure that there is sufficient contrast. In rare occasion, the full color version including white letters may be represented with a black background.

color scheme

Aalberts red PMS 186 red C 000 M 100 Y 065 K 005 R 206 G 014 B 045 HEX #DD042B



Shurjoint orange C 000 M 070 Y 097 K 000 R 242 G 111 B 036 HEX #F26F24



black PMS black C 000 M 000 Y 000 K 000 R 0 G 0 B 0 HEX: #000000







font - gotham



Gotham as primary font

Gotham is our choice for a display typeface because it delivers a strong visual signature that is unique, recognizable, and memorable. It should be used for ALL external publications and presentations. It is crafted and designed in a way that expresses many of the values of Aalberts - self-confident, accountable, passionate, professional, pragmatic and inspiring.

Gotham Light and Gotham Book are a clean, unfussy and easily readable typeface. When used in upper and lower case, the preferred Light font is perfect for headlines and body copy, whilst Gotham Book can be used for sub-heads and introduction text.

Gotham Bold in lower case is a strong typeface and an alternative option for headlines. When used sparingly, it has impact and individuality. When overused, it can lack the simplicity and elegance that underpins the brand, so avoid more than one dominant piece of Gotham bold per surface. It should never be used for body copy and it recommended to always display it in lower case.

Arial - alternative font

Websites, PDF's, MsPowerPoint and MsWord (if 'embed font' selected during saving) and professional software (i.e. Adobe Creative Suite) can perfectly handle the Gotham font.

Since Gotham is not a default font on every operating system, Arial must be applied for e-mail and all other computer based media that don't allow font embedding (i.e. MsExcel). This will ensure that documents transferred from one computer to another will view and print as intended.

If there is a specific need for the Gotham fonts to be used within a document, they can either be imported as image files or the document can be saved as a PDF file. Both options will ensure that the receiver of the medium will be able to view and print as intended.

gotham light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

gotham book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

gotham medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

gotham bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

arial book

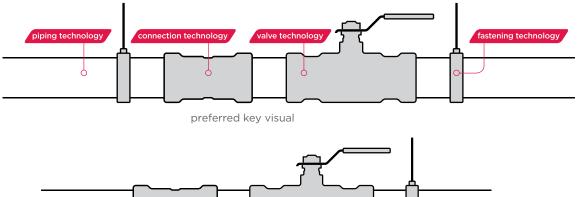
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

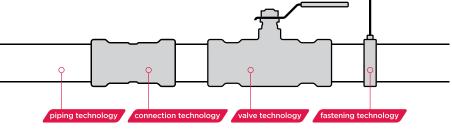
pipe icon



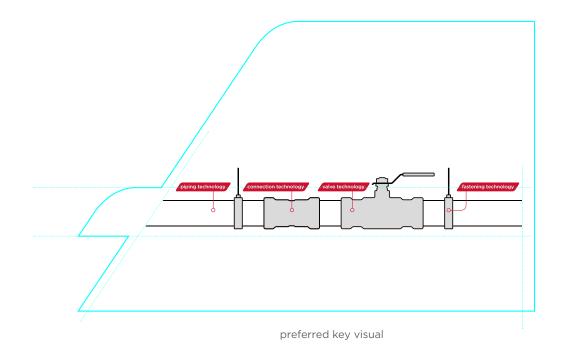
guidelines

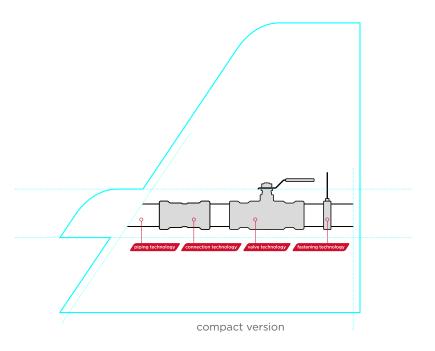
- preferably placed on a white background
- preferably centered in the horizontal bar of the A-shape, if this part is visible within the page layout
- drawing, text boxes and colors may not be modified
- for small portrait layouts, a compact version can be used





compact version for small layouts





classic red shape

literature cover call out

The classic red shape serves as a prominent visual element meticulously positioned on the forefront of every multi-page document. Within the red shape the focal product is called out to represent the content within the piece of literature. This shape can also be used within a single-page document to highlight a product line.



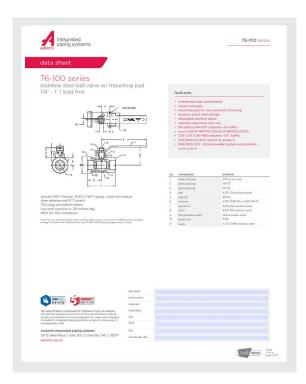
additional uses:

data sheet

call out document type

butterfly valve

call out product line





referencing our brand, technology and product lines



reference our brand

For clear directions on how to reference our brands in terms of verbiage, please refer to page 4.

reference our products and technology

When referencing our technology and products please depict them as they are listed below:

- "Apollo"® Press
- "Apollo"® PowerPress®
- "Apollo"® SmartPress®
- "Apollo"® Valves
- VSH technology
- Shurjoint
- Pegler

write out and reference rules to follow

- 1. Partnerships: reference the partnership with Aalberts integrated pipings systems based on who is the lead brand. If the marketing is partner-led, the content should be written in a way that indicates that the partner is leading the marketing effort in collaboration with Aalberts IPS.
- 2. Product lines: when referencing a specific product line, use the appropriate name and trademark as needed.
- 3. Lowercase emphasis: for all other parts of a title that does not include the product line or brand name, use lowercase convention. i.e. "Apollo" Press model 120T-PR (33 Series) globe valve or Shurjoint end protection tee

product lines example usage and reference:

- "Apollo" Press model 120T-PR (33 series) globe valve
- "Apollo"® AE series electric actuators
- Shurjoint outlet coupling, NBR gasket
- Apollo International® LC149 series cast iron butterfly valves
- "Apollo" SmartPress is made to withstand the harshest of environments

brands example usage and reference:

- "Apollo"® Valves is proudly manufactured in the USA
- VSH technology is a patented 'smart' sealing element technology
- Shurjoint produces individual piping components.
- The Pegler valves portfolio now combines with modern connection technologies to provide solutions for the flow control market.

how to interact with us on our social platforms



Aalberts integrated piping systems social platforms



- @aalbertsipsa
- **f** @aalbertsipsa
- Aalberts integrated piping systems
- @apollo_valves

"Apollo"® Valves social platforms



- @apollovalves
- @apollo_valves

when to tag

Our Instagram presence aims to bridge the gap between our corporate persona and the vibrant human elements that define our company. We encourage both employees and external individuals to engage with us on this platform, sharing content that reflects the human side of our business.

how to tag

- 1. Human-centric content: We love to see posts that highlight the human experiences within our industry. Share your personal stories, challenges and achievements. Have a group photo from a team-building exercise or a collaborative project? These moments of teamwork and camaraderie are perfect to show the world how we thrive together.
- 2. Professional yet personal: content should be professional yet personable. Whether it's a group photo at a company event or a personal reflection on a project milestone, if it adds a human touch to our corporate image, it belongs on @aalbertsipsa.
- 3. Clear and communicative text: Every post should be accompanied by text that clearly conveys what the viewer is about to see. This ensures our content is accessible and engaging for all our followers. Consider using alternative text for static photo posts.

when to tag

This account is dedicated to showcasing the technical and product-centric side of our business, specifically catering to professionals and enthusiasts in valves, plumbing, HVAC, and industries verticals such as oil and gas, lithium mining and battery plants, and chip manufacturing.

how to tag

- 1. Product-centric posts: If your post is about an "Apollo" Valves product, whether it's a new valve or an innovative plumbing solution, tag @apollovalves. Our account is a hub for all things product-related, offering a detailed look at what sets "Apollo" products apart in the market.
- 2. Focus on the product, not people: Our account is less about human stories and more about the products themselves. Ensure that your posts are focused primarily on showcasing our products in action, without a human-centric parrative.

Clear and informative text: Each post should include text that immediately informs the viewer about the product or topic being showcased. Avoid ambiguity – clarity is key to effectively communicating the value and specifics of our products.

