



Hydranautics - A Nitto Group Company's Brand Identity System Guidelines

Version 1.0
2014.7.1

Introduction

Welcome to the Hydraulics Brand Guidelines

The Hydraulics Brand Identity Guidelines establish the rules for displaying the logo and other branding in a desirable form with the aim of achieving broad appeal. These guidelines are intended to serve as the core in unifying Hydraulics visual identity as part our corporate branding strategy.

Only by maintaining a consistent visual identity will we become a globally recognized company.

Therefore, we ask that you refer to these guidelines and comply with their contents whenever the using the Hydraulics brand.

Contents

A - Basic Design System

- A01 - Logo & Basic Elements
- A02 - Brand Colors
- A03 - Logo Isolation Area & Minimum Size
- A04 - Logo Spacing Area
- A05 - Combination Logo
- A06 - Combination Logo Minimum Size
- A07 - Basic Recommended Typefaces
- A08 - Prohibited Use of Logo
- A09 - Background Control in Brand Colors
- A10 - Background Control in Monochrome
- A11 - Website Address

B - Signage

- B01 - Company Nameplate (1:3) (2 Rows)
- B02 - Company Nameplate (1:1) (2 Rows)

C- Publications

- C01 - Corporate Publications
- C02 - Corporate Brochure
- C03 - Product Brochure
- C04 - Product Brochure
- C05 - Advertisement
- C06 - Advertisement

Glossary

Contact Information

A - Basic Design System

- A01 - Logo & Basic Elements
- A02 - Brand Colors
- A03 - Logo Isolation Area & Minimum Size
- A04 - Logo Spacing Area
- A05 - Combination Logo
- A06 - Combination Logo Minimum Size
- A07 - Basic Recommended Typefaces
- A08 - Prohibited Use of Logo
- A09 - Background Control in Brand Colors
- A10 - Background Control in Monochrome
- A11 - Website Address

Logo & Basic Elements

The logo is the visual representation of Nitto & Hydranautics trademark in the market. The logo was designed to have highly visible characters and a shape which symbolizes our intuitive ability to quickly connect with our customers. It expresses our corporate attitude and flexibility.

Logo Hydranautics



Logo Nitto



A01

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Brand Colors

The Nitto Brand Colors are 'Nitto Blue' and 'Nitto Red'. The Hydranautics Brand Colors are 'Hydranautics Sky Blue' and 'Nitto Blue'. These are the colors used in the logo. Please adhere to the color specifications below. Exceptions are allowed only in special circumstances.

Brand Colors Nitto



Nitto Blue
PANTONE 2746 C
Process: C100 + M90
RGB: R23 G28 B143
HTML: 171C8F



Nitto Red
PANTONE 1795 C
Process: M100 + Y100
RGB: R210 + G38 + B48
HTML: D22630

Brand Colors Hydranautics



Hydranautics Sky Blue
PANTONE 3005 C
Process: C78 + M23
RGB: R24 G158 B217
HTML: 189ED9



Nitto Blue
PANTONE 2746 C
Process: C100 + M90
RGB: R23 G28 B143
HTML: 171C8F

Display Nitto



The monochrome logo must be displayed using only K100 and K80.

Display Hydranautics



The monochrome logo must be displayed using only K100 and K60.

When using the logo in the production of goods, please use the official brand colors as seen above. The official brand colors must be specified using the designated PANTONE colors.

If for some reason you are unable to use the PANTONE colors, you may use the Process colors as a substitute. However, when doing so, please ensure the results are as accurate to the official brand colors as possible.

Reverse Display



A01

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Logo Isolation Area & Minimum Size

In order to preserve the visibility of the logo, a certain amount of space surrounding the logo must be maintained relative to other graphic elements.

Do not place any graphic elements in this isolation area. The minimum allowable size of the logo is 20mm.

Isolation Area



Minimum Size



The minimum allowable size of the logo is 20mm.

If an application requires a smaller size please contact the Corporate Communications Department.

A01

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Logo Spacing Area

In order to preserve the visibility of the logo, a certain amount of space surrounding the logo must be maintained relative to other graphic elements.

Do not place any graphic elements in this isolation area. The minimum allowable size of the logo is 20mm.

Spacing Area



A01

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Combination Logo

When combining the logo with secondary information such as company names and addresses, please adhere to the following guidelines regarding relative position and size.

Combination Logo

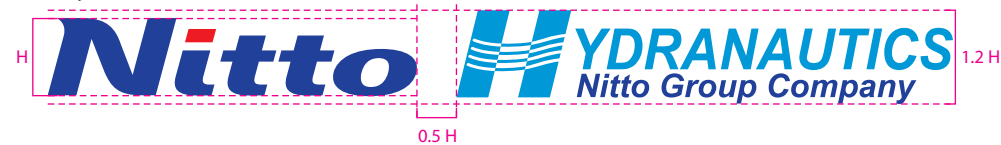
Centre Aligned Up & Down



Left Aligned Up & Down (To Be Used In E-mail Signature)



Side By Side



A01

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Combination Logo Minimum Size

The minimum allowable size for combination logos is displayed below.

Combination Logo



A01

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Basic Recommended Typefaces

Maintaining a consistent typeface will allow us to communicate with a shared corporate image. The basic typefaces are Arial (sans-serif) for English text. The following typefaces are to be used in the production of marketing goods with support from a design or production company.

These typefaces are visually compatible with the logo and help serve to strengthen our brand identity.

English

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
\$ 0 1 2 3 4 5 6 7 8 9

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
\$ 0 1 2 3 4 5 6 7 8 9

A01

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Prohibited Use of Logo

Incorrect use of the logo can result in damage to our brand identity and corporate image. Please use caution and refer to the following guidelines when using the logo.



Do not change the balance, tracking, or positioning of the characters.



Do not apply shadows



Do not render in colors other than the official brand colors.



Do not skew or rotate.



Do not apply highlights or other enhancements.



Do not place graphic elements within the isolation area.



Do not cut or trim.



Do not change the tint of an characters in the monochrome logo.



Do not place against high contrast backgrounds.



Do not place against backgrounds with complicated patterns.



Do not display in outline form.



Do not use the in the body of text documents

A01

A - Basic Design System
 B - Signage
 C - Publications
 Glossary
 Contact Information

Background Control in Brand Colors

The visibility of the logo and clarity of the brand colors can be greatly reduced when placed on color backgrounds. Please refer to the chart below for guidelines regarding color backgrounds.



A01

- A - Basic Design System
- B - Signage
- C - Publications
- Glossary
- Contact Information

Background Control in Monochrome

The visibility of the logo and clarity of the brand colors can be greatly reduced when placed on color backgrounds. Please refer to the chart below for guidelines regarding color backgrounds.



A01

- A - Basic Design System
- B - Signage
- C - Publications
- Glossary
- Contact Information

Website Address

The following is a specially designed rendering of the company website provided as a data file.
It is available to use in e-mail signatures, catalogs, displays, etc. It must always be displayed in monochrome.

Basic

www.membranes.com

Bold

www.membranes.com

A01

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

B - Signage

B01 - Company Nameplate (1:3) (2 Rows)

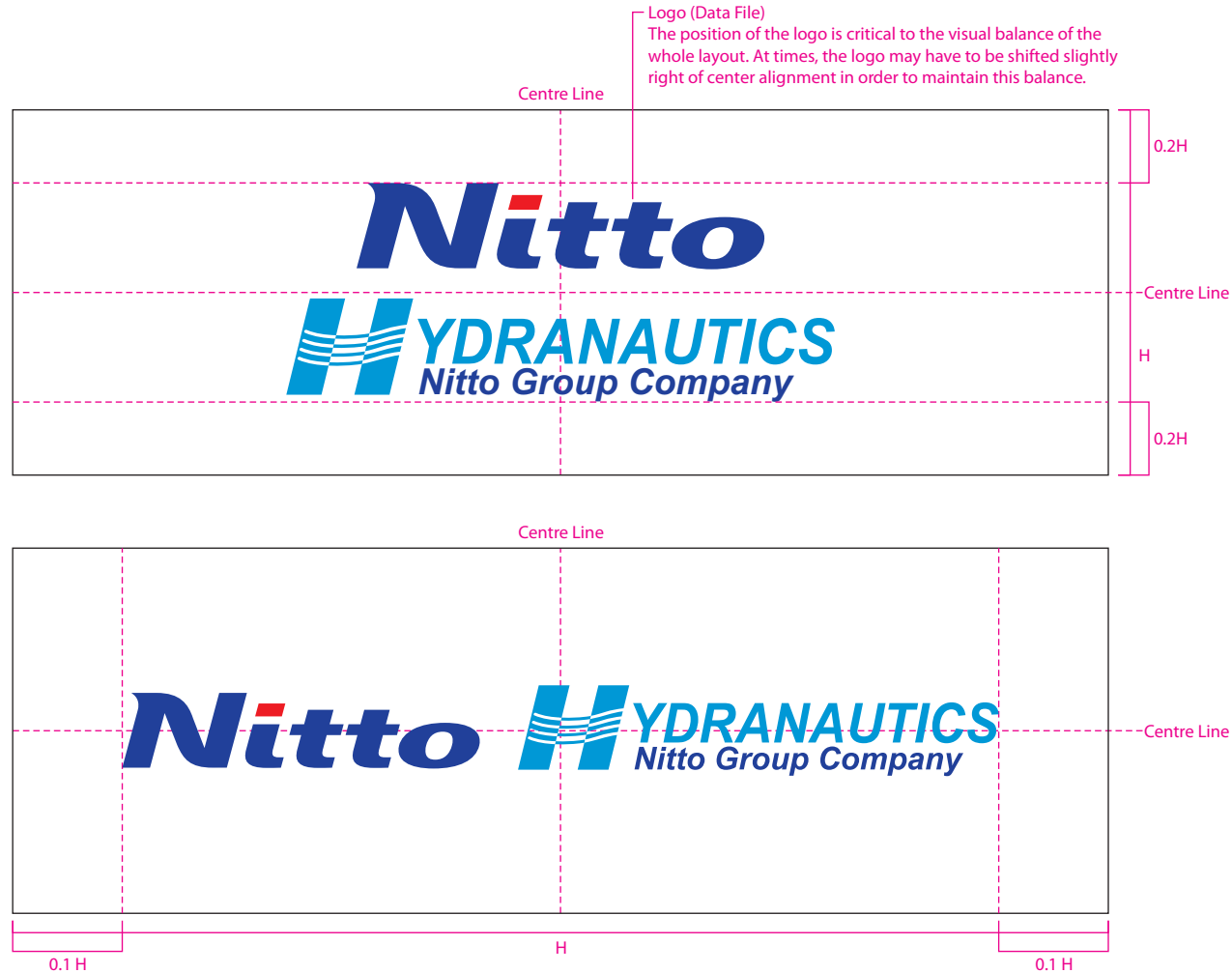
B02 - Company Nameplate (1:1) (2 Rows)

B02

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Company Nameplate (1:3) (2 Rows)

The logo and the group company logo in either English or the local language are displayed in two rows. This layout may only be used by small group companies in locations where the use of the local language by itself is sufficient. Use of this layout must be approved by the appropriate level management personnel (e.g. the group company president). Please inform the Marketing & Communications Department when using this layout.



Logo Colored etching

Color Specification

Nitto Logo:

Nitto Blue & Nitto Red

Hydranautics logo:

Hydranautics Sky Blue and Nitto Blue

B02

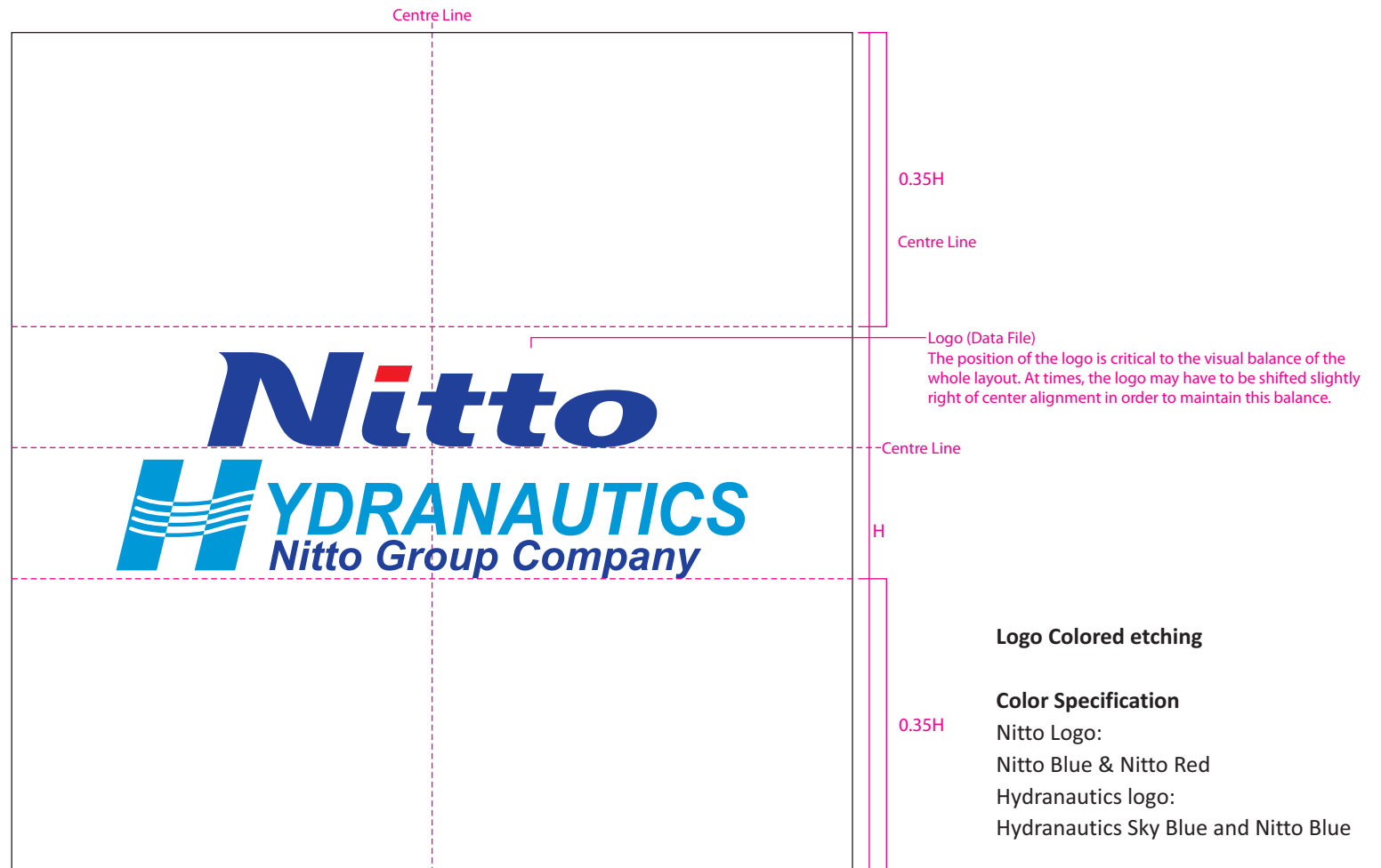
A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Nitto **HYDRANAUTICS**
Nitto Group Company

©2014 Hydranautics – A Nitto Group Company. All Rights Reserved.

Company Nameplate (1:1) (2 Rows)

The logo and the group company logo in either English or the local language are displayed in two rows. This layout may only be used by small group companies in locations where the use of the local language by itself is sufficient. Use of this layout must be approved by the appropriate level management personnel (e.g. the group company president). Please inform the Marketing & Communications Department when using this layout.



B02

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

C - Publications

C01 - Corporate Publications

C02 - Corporate Brochure

C03 - Product Brochure

C04 - Product Brochure

C05 - Advertisement

C06 - Advertisement

C03

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Corporate Publications

The standard basic recommended typefaces is Arial.

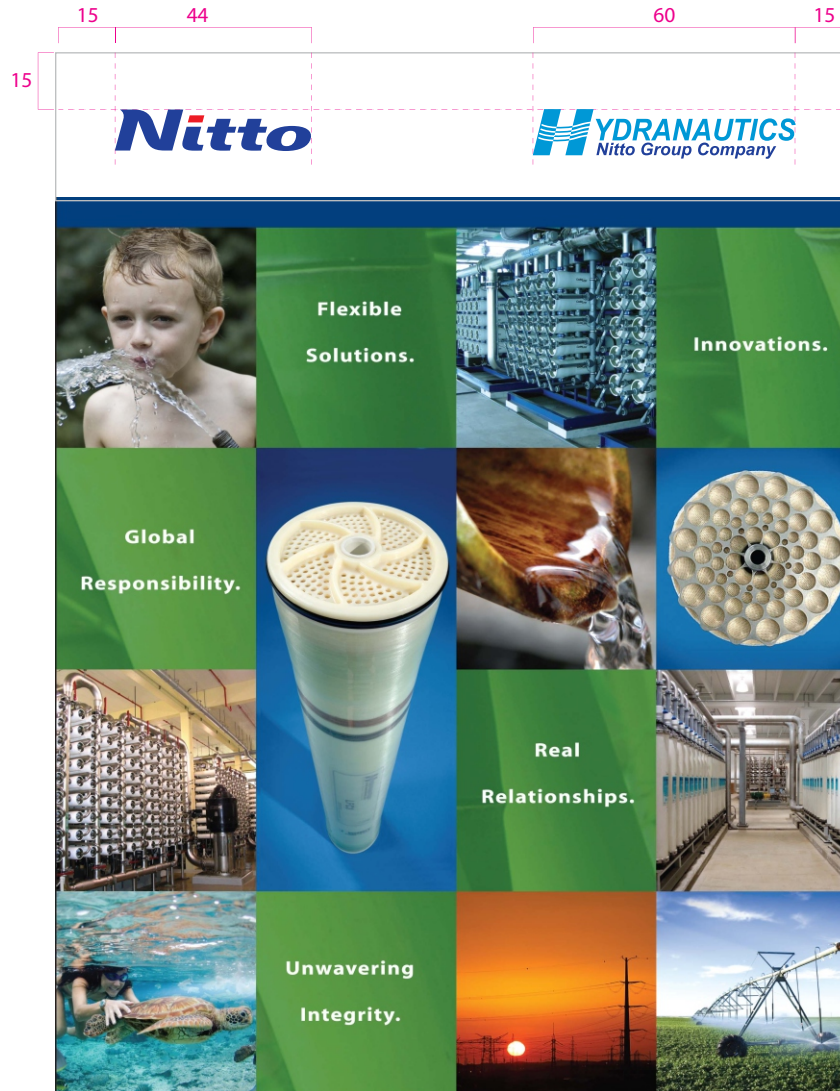


C03

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Corporate Brochure

While producing brochures, the company logo must be added according to below given dimensions. In case a need arise of smaller sized logo, proportionality must be maintained.



C03

- A - Basic Design System
- B - Signage
- C - Publications
- Glossary
- Contact Information

Product Brochure

While producing brochures, the company logo must be added according to below given dimensions. In case a need arise of smaller sized logo, proportionality must be maintained.



Nitto

HYDRANAUTICS
Nitto Group Company

Nano-SW

NF Membrane Technology for Sulfate Removal Process in Oil and Gas Industry

When high rejection of Sulfate is required under demanding conditions, the Nano-SW membrane from Hydranautics - A Nitto Group Company sets new standards for high Sulfate rejection combined with lower biological fouling.

Everyday new advancements are made in offshore oil drilling technology to keep pace with the rapid increase in global demand for oil. But the operation of an offshore oil well entails a significant investment because of the logistical and operational challenges involved. If the oil well were to face frequent downtime on account of inefficient processes, it would have a significant negative impact on the entire operation, increasing the costs.

This situation can arise when sea water injection is used in offshore oil wells. The presence of sulfate in the sea water leads to problems like scale formation and reservoir souring.

The Nano-SW offers the perfect solution for this problem. It not only offers a higher rejection of Sulfate at 99.8%, but it is a significantly more robust membrane with the enhanced ability to fight off biofouling. This translates into fewer number of cleanings and reduced downtime for your oil well operation!

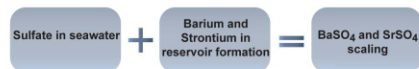
Seawater Injection in Offshore Oil Well:

In offshore oil production, sea water is injected into the oil reservoir, increasing the pressure and thereby stimulating and increasing the oil production.

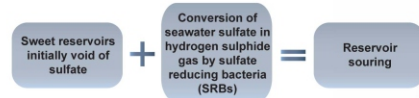
The Water Injection Technique:

The Sulfate content in seawater is usually 2500 ppm to 3000 ppm SO₄. This can lead to scale formation and/or reservoir souring in the following manner:

Scale Formation:



Reservoir souring:



Nano-SW Features

- Superior Selective Membrane Chemistry
- High Sulfate Rejection – 99.8%
- Maximal Flow
- Low-Fouling Feed Spacer Design
- HYDRABlock™ Antibacterial Technology

Performance:

MgSO₄	
Permeate Flow (Nominal):	11,000 gpd (41.7 m ³ /d)
MgSO ₄ Rejection (Nominal):	99.8%
MgSO ₄ Rejection (minimum):	99.6%
Seawater	
Permeate Flow* (Nominal):	6,500 gpd (24.6 m ³ /d)
Cl ⁻ Rejection* (Nominal):	25%
SO ₄ ⁼ Rejection (Nominal):	99.8%

* All elements are tested with MgSO₄ in Hydranautics' wet test OC. Seawater performance is for reference purposes.



Test Conditions:

The stated performance is based on the following test conditions:

MgSO₄	Seawater
2000 ppm MgSO ₄	35,000 ppm NaCl + 8000 ppm MgSO ₄
130 psi (0.9 MPa) Applied Press	200 psi (1.4 MPa) Applied Press
77 °F (25 °C) Operating Temp	77 °F (25 °C) Operating Temp
15% Permeate Recovery	15% Permeate Recovery
6.5 – 7.0 Feed pH	6.5 – 7.0 Feed pH



Advantages:

- High sulfate rejection - permeate will not form scale when mixed with groundwater containing barium.
- High sodium and chloride passage minimizes the increase in osmotic pressure leading to lower pressures.
- Innovative feed spacer design prevents trapping of colloidal particles and reduces the colloidal fouling of the NF membranes.
- Novel HYDRABlock™ Technology (patent pending) provides the biostatic properties to retard the growth of bacteria and reduce biological fouling.
- The lower fouling and easy cleanability ensure that the membrane provides optimal and consistent performance throughout the membrane's life.



Hydranautics - A Nitto Group Company is a global leader in research, including reverse osmosis, nanofiltration, ultrafiltration, and microfiltration. Our membrane products (CPA, ESPA, LFC, SWC, ESNA, HYDRAcap, HYDRAcap MAX and HYDRASub) are used extensively in municipal & industrial water and wastewater treatment.

With a rich experience of 5 decades in the membrane technology arena, we at Hydranautics - A Nitto group company are committed to creating innovative membrane technologies which provide clean water to a thirsty world.

Our global membrane division is headquartered in Oceanside, CA, USA. With three state-of-the-art manufacturing sites located in Oceanside - CA - USA, Shiga - Japan and Shanghai - China, Hydranautics has a combined manufacturing area in excess of 131,000 m² (1,400,000 ft²). Our world-wide sales and customer service offices are located throughout Europe, Asia, the Middle East, North America and South America.

Hydranautics Corporate Office:

401 Jones Road, Oceanside, CA 92058, USA. Toll Free: 1-800-CPA-PURE Phone: +760-901-2500 Fax: +760-901-2578
Email: info@hydranautics.com Website: www.membranes.com

Americas Hydranautics	Europe/Africa Hydranautics	Middle East Hydranautics	Indian Subcontinent Hydranautics	S.E. Asia/Australia Nitto	Japan Hydranautics / Nitto
401 Jones Road Oceanside, CA 92058, USA Tel: +760 -901-2500 Tel: 1-800-CPAPURE Fax: +760 -901-2578	Wilhelmina Singel 116, NL 6221 BL Maastricht, The Netherlands Tel: +31 -(0) 43-350-3479 Fax: +31 -(0) 43-350-3489	Office no 31 Bldg no. S10122 (A2) South Zone, Jebel Ali Free Zone P O Box: 112939 Dubai United Arab Emirates Tel: +971 4 889 5806	407, Palm Springs Center, Link Road, Malad (West), Mumbai 400 064, India Tel: +91 -22-40030500 Fax: +91 -22-40030496	438 Alexandra Road #19-01/04, Alexandra Point Singapore 119958 Tel: +65 -6878-3820 Fax: +65 -6223-7690	East Tower, Gatecity Osaki, 1-11-2 Osaki Shinagawa, Tokyo Japan, 1410032 Tel: +81 -3-57402166 Fax: +81 -3-57402265

PB-201-rev2- NANO SW

C03

A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Nitto **HYDRANAUTICS**
Nitto Group Company

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Product Brochure

While producing brochures, the company logo must be added according to below given dimensions. In case a need arise of smaller sized logo, proportionality must be maintained.

15
44
60
15



Nitto, Shiga - Japan



Hydranautics, Oceanside - USA



Nitto, Shanghai - China

Hydranautics - A Nitto Group Company is a global leader in research, development and manufacture of water filtration membranes including reverse osmosis, nanofiltration, ultrafiltration and microfiltration. Our membrane products (CPA, ESPA, LFC, SWC, HYDRAcap and HYDRAsub) are used extensively in municipal and industrial water and wastewater treatment.

Hydranautics and Nitto have 5 decades of experience in membrane technology. We remain committed to bringing innovative membrane technologies which provide clean water to a thirsty world.

Our global membrane division is headquartered in Oceanside, CA, USA. We have three state-of-the-art manufacturing sites located in Oceanside - CA, USA, Shiga - Japan and Shanghai - China with combined manufacturing area in excess of 131,000 m² (1,400,000 ft²). Our worldwide sales and customer service offices are located throughout Asia, Europe, the Middle East, North America and South America.

Please visit us online, www.hydranautics.com, or email us, info@hydranautics.com




Membrane Technology Evolved

The LD Technology™





Regional Headquarters for Sales and Technical Services

Americas Hydranautics	Europe/Africa Hydranautics	Middle East Hydranautics
401 Jones Road Oceanside, CA 92058, USA Tel: +760-901-2500 Tel: 1-800-CPA-PURE Fax: +760-901-2578	Wilhelmina Singel 116, NL 6221 BL Maastricht, The Netherlands Tel: +31-(0) 43-350 3470 Fax: +31-(0) 43-350 3489	Office no 31 Bldg no - S10122 (A2) South Zone, Jebel Ali Free Zone P.O. Box: 112839 Dubai - United Arab Emirates Tel: +971 4 889 5806
Indian Subcontinent Hydranautics	S.E. Asia/Australia Nitto	Japan Hydranautics / Nitto
407, Palm Springs Center, Link Road, Malad (West), Mumbai 400 064, India Tel: +91-22-40030500 Fax: +91-22-40030496	438 Alexandra Road #19 - 01/04, Alexandra Point Singapore 119958 Tel: +65 6879 3820 Fax: +65 6223 7690	East Tower, Gatecity Osaki, 1 - 11 - 2 Osaki Shinagawa, Tokyo Japan, 1410032 Tel: +81-3-57402166 Fax: +81-3-57402285

Hydranautics Corporate Office - 401 Jones Road, Oceanside, CA 92058, USA
Sales Service Worldwide: 1-800-CPA-PURE Phone: 760-901-2500 Fax: 760-901-2578
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C03

- A - Basic Design System
- B - Signage
- C - Publications
- Glossary
- Contact Information

Advertisements

While producing advertisements, the company logo must be added according to below given dimensions. In case a need arise of smaller sized logo, proportionality must be maintained.

The advertisement is a vertical rectangular layout with a blue and white color scheme. At the top, the Nitto logo is on the left and the Hydranautics Nitto Group Company logo is on the right. Below the logos, the headline reads "Energizing the Power Industry with LD Technology™". The background features a large image of a power plant with cooling towers and a water splash. In the center, two cylindrical RO membranes are shown: CPA5-LD (green with orange stripes) and SWC5-LD (green with green stripes). Below the membranes is a white cylindrical HYDRAcap-UF filter. The text provides technical specifications for the membranes and lists benefits of the HYDRAcap-UF filter. At the bottom, contact information for Indian and Corporate offices is provided. Dimensions are indicated by pink brackets: 15, 44, 60, 15, and 10.

Nitto **HYDRANAUTICS**
Nitto Group Company

Energizing the Power Industry with LD Technology™

CPA5-LD - Brackish water RO membranes
Rejection- 99.7%, (min-99.6%), Flow rate- 11,000 gpd

SWC5-LD- Seawater RO membranes
Rejection- 99.8% (min-99.7%), Flow rate- 9,000 gpd

Superior Quality Permeate
Higher Salt Rejection Including Boron and Silica
Lower Biological and Colloidal Fouling
Reduced Energy Consumption

HYDRAcap-UF
Prevent Colloidal Fouling, Optimize RO Productivity

Indian Subcontinent office: 407, Palm Springs Center Link Road, Malad (West), Mumbai 400 064, Maharashtra, India
Phone: +91-22-40030500, Fax: +91-22-40030496, Email: sinfo@hydranautics.com | Website: www.membranes.com
Corporate office: 401 Jones Road, Oceanside, CA 92058, USA, Tel: 760 910 2500 fax 760 9012578

C03

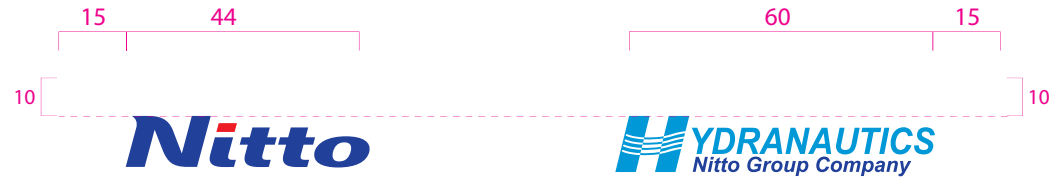
A - Basic Design System
B - Signage
C - Publications
Glossary
Contact Information

Nitto **HYDRANAUTICS**
Nitto Group Company

©2014 Hydranautics – A Nitto Group Company. All Rights Reserved.

Advertisements

While producing advertisements, the company logo must be added according to below given dimensions. In case a need arise of smaller sized logo, proportionality must be maintained.



Solutions you need.
Technologies you trust!

Hydranautics' continuing commitment to research and technology results in the ongoing development of a range of specialized membrane products. Hydranautics' products are currently in use on seven continents throughout the world for such diverse applications as potable water, boiler feedwater, industrial process water, wastewater treatment, surface water treatment, seawater desalination, electronic rinse water, agricultural irrigation and pharmaceuticals.

RO **UF**
NF **MF**

Comprehensive customer service and support are available virtually around the clock and around the world. Hydranautics' global business base is supported by a network of worldwide sales offices throughout the United States, Latin America, Europe and Asia.

Hydranautics - A Nitto Group Company

Indian Subcontinent office: 407, Palm Springs Center Link Road, Malad (West), Mumbai 400 064, Maharashtra, India
Phone: +91-22-40030500, Fax: +91-22-40030496 | Email: sinfo@hydranautics.com | Website: www.membranes.com
Corporate office: 401 Jones Road, Oceanside, CA 92058, USA, Tel: 760 910 2500 fax 760 9012578

C03

- A - Basic Design System
- B - Signage
- C - Publications
- Glossary
- Contact Information

Glossary

■ Logo

The Hydranautics logo is the visual representation of Hydranautics trademark in the market. The logo was designed to have highly visible characters and a shape which symbolizes our intuitive ability to quickly connect with our customers.

■ Brand Colors

Brand Colors represent the identity of brand. The Nitto Brand Colors are 'Nitto Blue', 'Nitto Red' and 'Hydranautics Sky Blue'.

■ Signature

Signature is the combination of the Logo and textual data.

■ CMYK

CMYK is a color model used primarily in printing. The colors Cyan, Magenta, Yellow and Black are mixed in a given ratio to achieve a desired color.

■ RGB

RGB is color model used primarily for screens and displays. Red, Green and Blue light are combined to achieve a desired color.

■ Pantone

Pantone color matching system is a standardized color system used in printing and the production of goods.

■ Basic Recommended Typefaces

This Typeface to be used by all employees for documents, presentations, internal communications as well as in the production of brochures, leaflets, external communications etc.

■ Recommended Typefaces

Typefaces to be used in the production of brochures, leaflets, external communications, etc.

■ Application

Application develop into variation such as Logo, Corporate items and Promotion items.

Contact Information

Jayesh Shah
Global Product Marketing & Communications Manager,
The Marketing & Communications Department,
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Corporate Headquarters: 401 Jones Road,
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