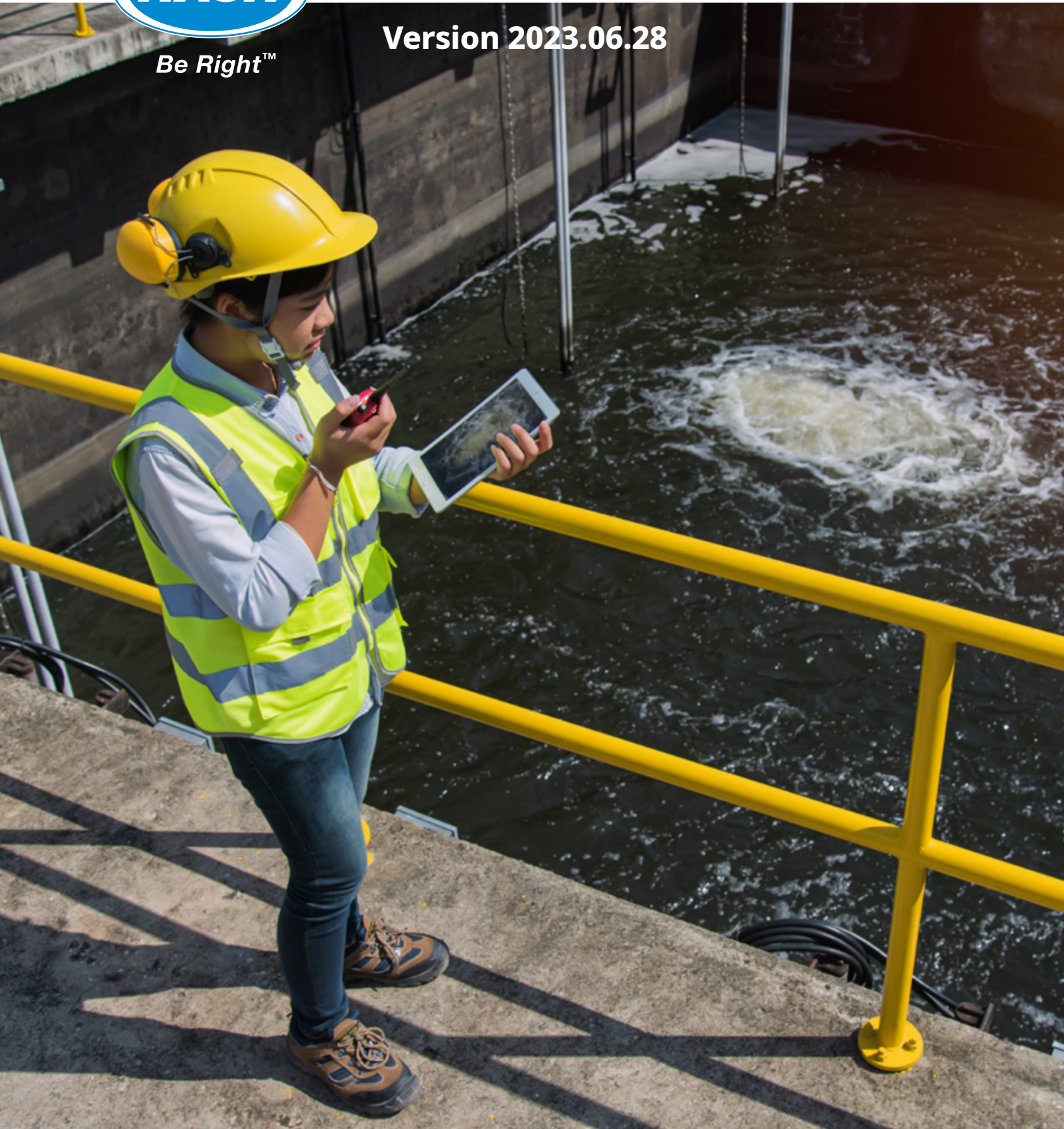




Be Right™

Brand Standards

Version 2023.06.28



Introduction

Purpose statement

The Hach Brand Standards are intended to be a frequently updated, easy-to-use resource for anyone who creates company documents and communications.

The Hach® brand identity is the sum of many elements—both written and visual. With proper and prominent use, these brand elements can strengthen our relationships, our reputation, our market position and our ability to work together toward our mission.

Every time we connect with a customer, we have the chance to build trust in the Hach brand and strengthen relationships. When we build strong partnerships with our customers, we know they become advocates for Hach and our legacy as a leader in water quality analysis.

In order to build these rich connections, it is crucial that our brand elements be used consistently and appropriately in all communications across all media channels.

COMPANION RESOURCES

The 2021 Hach Branding Guide provides general information on Hach brand use in all contexts, but more detailed guidelines may be available. Contact Creative Operations for more information regarding the resources listed below.

Prometheus Master Xd Template

Standards for visual branding and accessibility specific to Hach.com

Industrial Water Cycle Visual Brand Guide

Standards pertaining to materials for industrial audiences (e.g. food & beverage, manufacturing, steam & power, chemical)

Municipal Water Cycle Visual Brand Guide

Standards pertaining to materials for municipal drinking water and wastewater audiences

Claros Visual Brand Guide

Standards pertaining to Hach's family of software solutions

Product Visual Brand Language

Guidelines for the use of logos on physical products

UX / Digital & Firmware Standards

Guidelines for the use of brand assets in digital interfaces

Digital Asset Manager (DAM)

Storage archive for marketing and communications assets

The current release of the Hach Brand Standards replaces all previous versions.

Access the most up-to-date Hach Brand Standards

For a high-level branding overview refer to Hach's online brand guide.

Access the online Hach Brand Digest

REVIEW AND APPROVAL

If in doubt about how these brand guidelines apply to your project, or whether you're in compliance, contact the Brand Governance Committee:

Garrett Evans
garrett.evans@hach.com

Brand Evolution

Graphics and messaging change in response to industry advances, production methods, design best practices and accessibility standards.

A LOOK BACK

Hach's core visual brand has received several updates over time.



In 1948, the company's name was changed to Hach Chemical and Standard Sample Company (formerly Standard Sample Company) and the familiar oval logo shape emerged.



Hach's ever-expanding digital presence—not to mention our society's increasing reliance on mobile devices—has prompted recent changes to our brand:

We're replacing print-optimized colors with screen-optimized alternatives.

New Blue
PMS: 7461 C

Accessibility Blue
HEX: 007EB5

We're phasing out the wave in favor of clean, horizontal elements.



We've begun using our website favicon as a standalone graphic element.



We're using all-caps callouts sparingly, not just because sentence case copy is more approachable, but also because studies have demonstrated that it's more reader-friendly.

CASE STUDY: RTC-P IN BEVERAGE APPLICATIONS

PHOSPHORUS LIMIT COMPLIANCE, OPTIMISE CHEMICAL DOSAGE & PROCESS CONTROL

PROBLEM	SOLUTION	BENEFITS
A major soft drink manufacturer has a limit of 2mg per liter of total phosphorus in their final effluent. With production spills and scheduled discharges of non-compliance product, a local plant was at risk of not meeting their phosphorus limits.	Real time analysis from Hach's RTC-P system, combined with ChemTreat's B200-L precipitant, helped reduce the manufacturer's phosphorus levels to below their allowable limit.	The manufacturer has been able to meet their compliance limits. These phosphate discharge values are now controlled at less than 2 parts per million total phosphorus. Total suspended solids and turbidity readings are also reduced by approximately 50%.

ADD TO CART

CASE STUDY: RTC-P IN BEVERAGE APPLICATIONS

Phosphorus Limit Compliance, Optimise Chemical Dosage & Process Control

Problem	Solution	Benefits
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Add to Cart

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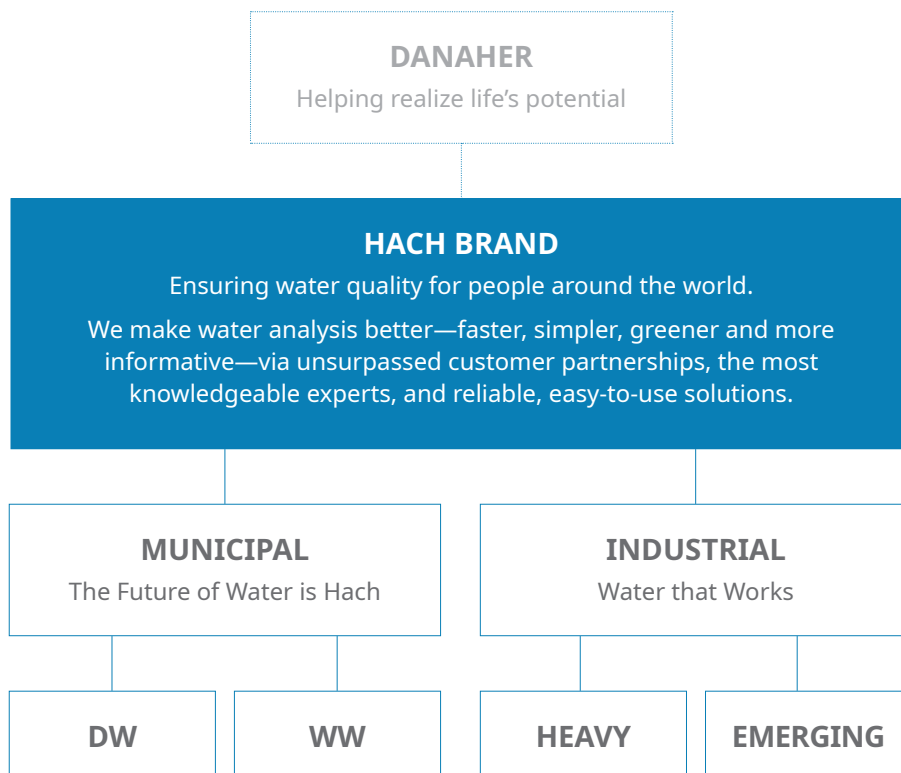
Brand Overview

Messaging Architecture

All messaging nests under the brand and provides connection points to thought leadership and bigger, loftier ideas about water, the environment and the future of water quality analysis.

AUDIENCE MATTERS

More about Municipal and Industrial market segments can be found on page 17.



Strategic messaging strengthens at the roots




Ensures early business stakeholder buy-in, visibility and adoption of creative ideas.



Makes tactical campaign work easier, faster and more scalable because of resources and JOPs.



Connects ideas, concepts and initiatives across the entire organization to foster consistent CX.



Creates a framework that is easy to interpret and adapt for specialized communications and across channel/unit needs.

Our Mission

Ensuring water quality for people around the world.

Our Vision

We make water analysis better—faster, simpler, greener and more informative—via unsurpassed customer partnerships, the most knowledgeable experts, and reliable, easy-to-use solutions.

Our Promise

Be confident in your water analysis. Be right with expert answers, outstanding support, and reliable, easy-to-use solutions from Hach.

Brand Personality

- Accurate
- Practical
- Supportive
- Confident
- Technically proficient
- Forward-looking

WHY IT MATTERS

Repetition of the Hach Mission and Vision helps us connect with our customers and each other on a strong emotional level, setting our sights on our shared goals and building strategies to achieve them.

Feel free to use this standardized language whenever appropriate. More standardized language can be found on page 10.

DESIGN PRINCIPLES

*Hach's product development process strives to achieve **Accuracy, Ease of Use** and **Durability** in the eyes of our customers.*

Our Story

Water is our most valuable resource. Every living organism needs water to survive. Our own bodies work because of the water in us. It's what powers us.

COMPANY PROFILE

Pioneering new techniques for water analysis since 1933

Developed more EPA-approved methods than any other company

Core expertise: drinking water, wastewater, beverage & power

3900 employees worldwide

Manufacturing & engineering locations in USA, Germany, France, Switzerland and China

The largest direct sales force in the industry: 40+ countries

Representatives or distributors in an additional 50 countries

Watch "Hach By The Numbers" on Vimeo

Read more about Hach's History and Heritage

That's how important quality water is. And that's why we work so hard to understand it. At Hach, we've built our legacy on sharing knowledge and putting the right tools in the hands of water quality experts so they can do their best work.

Back in 1947, our founders Clifford and Kitty Hach set us on the right path to simplify water analysis. In 2004, we united with an equally committed organization – Dr. Bruno Lange GmbH of Germany – to expand our offering and become a truly global organization. Today, we educate the world about the importance of water quality, and we rely on nearly a century of analytical chemistry expertise to guide us. **We continue to innovate and adapt in a digital world, where data and water science intersect, to optimize measurement and process control.**

When we think about drinking water, we immediately know why safe water is important. Hach exists to empower the water quality professionals across the world who are taking care of their communities by taking care of water.

We support the industries that support the world's everyday needs. Quality water is an important factor in nearly every production process, whether water is a tool or a final output.

So, whether it's getting water to its optimal state to create the sweetest, fizziest soft drink or balancing water's properties to form a supportive rubber sole for your favorite running shoe, the water has to be just right.

We are problem-solvers creating solutions for the most complex water challenges of our time. We are simplifying water analysis across Global Water Cycles and shaping the future of water.

Wherever there's water, there's Hach.

Core Messaging

Know the 'Why'

Hach is a global brand with a very clear mission: *to ensure water quality for the world*. Keeping that top of mind helps you focus on the customer whenever you craft a message.

WHY IT MATTERS

Every day at Hach, in all job functions, we use words to breathe life into our brand. Whether communicating internally or externally, there are some general guidelines that can help you create a message that is clear, concise, engaging and actionable.

TIP

Long-form writing should be broken into smaller chunks, about 120 words per paragraph.

VOICE: the distinctive way our brand sounds

This is our personality, rhythm, pace and vocabulary. We are friendly experts, approachable, trusted and always ready to share what we know to help our customers be right.

tone: how we use our voice in different situations and with different audiences

Tone always considers the reader or end-user of the message. Have we spoken to each audience in a way that is most meaningful to them? Are we inclusive and credible through facts?

STYLE: our specific word choices, sentence/paragraph structure that help us convey meaning

Our style of choice is simple and jargon-free. When writing longer copy, break up the text with short, engaging subheads that help a reader scan for information and understand the bigger story.

Writing Style

For general grammar, structure and punctuation standards, we defer to the AP Stylebook.

DID YOU KNOW?

The AP Stylebook is an English grammar style and usage guide created by American journalists working for or connected with the Associated Press. It has been a consistent resource for grammar, spelling and language usage since 1953, and is Hach's choice for good writing standards.

To access our AP Stylebook license, please contact Creative Operations via Wrike.

TECHNICAL TERMINOLOGY

*Are you using the right word?
Are you using it correctly?*

[Access Hach's
Glossary of Chemical Terms](#)

TIP

Keyword research is often provided in the brief at the start of major marketing campaigns and initiatives.

PLAIN ENGLISH

Plain English is *a message, written with the reader in mind—using brand-approved tone, voice and style—that is clear and concise.*

For our messaging purposes, Plain English, Simple English and Global English are the same.

Plain English is:

- Writing with the specific audience and customer in mind
- Saying exactly what you mean, using the simplest words that fit
- Using jargon, buzzwords and niche terms intentionally and minimally
- Keeping sentences short (15-20 words max)
- Varying sentence length
- Using active voice to engage (passive voice can be used to soften a message, as in a customer apology or retraction message, delivering bad news, etc.)
- Maintaining scientific integrity, but presenting complex ideas, subjects and terms in conversational, but clear, ways
- Avoiding regional colloquialisms, idioms and concepts
- Using bullets and lists for clarity and to highlight important information for the reader

SEO CONSIDERATIONS

If you are writing for the Hach website or other digital channels, please use general Hach brand guidance for style, tone and length.

Also consider Search Engine Optimization (SEO). Writing for the reader, anticipating their questions and answering them, and using thoughtful, well-placed keywords in your content (headlines, image descriptions) will help search engines find, prioritize and share your writing.

Handy general-purpose SEO Keywords include:

- Wastewater
- Solutions
- Simple, effective
- Be right
- Water quality analysis

“Boilerplate” Language

Using standardized bits of text increases efficiency and consistency in written communications.

STANDARD HACH LANGUAGE A

Since 1933 Hach has provided innovations to support our customers. Hach gives customers confidence in their water analysis by delivering expert answers, outstanding support, and reliable, easy-to-use solutions. Hach analytical instruments, services, software and reagents are used to ensure the quality of water in a variety of industries in more than 100 countries globally.

STANDARD HACH LANGUAGE B

Since its founding, Hach (www.hach.com) has been working to ensure water quality for people all over the world. Our reliable, accurate instrumentation, chemistries and software solutions make water analysis better, faster and greener for our customers.

SHORT SNIPPETS

- Hach is your partner for water analysis.
- Hach offers full solutions for your water analysis needs.
- Hach is your water partner.
- Hach offers complete solutions across your entire water cycle.
- Hach is here.
- Hach can help.
- Let's work together to solve the world's most complex water issues.

INSPIRATIONAL STATEMENTS (UNDER REVIEW)

Municipal

When the workday is done, you'll know the water where you live is safe and the infrastructure is sound. You're shaping the future of water analysis, and Hach is here to help you do it. Together, we'll use leading-edge digital technologies to innovate and tackle complex water challenges across Global Water Cycles. **The future of water is Hach.**

Industrial

Water powers us. All of us. And it powers industry. Maybe it's getting water to the optimal state to create your favorite craft brew. Maybe it's balancing water's properties to support your chemical plant. We put tools and knowledge in the hands of experts like you, so you can focus on process efficiencies and saving money. Hach knows water. **And we'll make water work for you.**

The Hach Logo

Always

abide by the following guidelines:

WHY IT MATTERS

Consistent logo use builds awareness and recognition, while helping Hach stand out from our competition, while inconsistent or inappropriate logo use causes confusion and loss of credibility.

This manual describes how to use the logo in marketing and communication materials; please refer to the Industrial Design Style Guide for detailed information about using the logo on physical products.

Download approved Hach logo files via Brandfolder

Keep letters white against blue or black. The tagline and ® may be the color of the oval or white, depending on the background.

Ensure the ® always appears with the logo.

Ensure that no content is placed within a safe zone equivalent to x (1/2 the height of the oval) on all sides of the logo and tagline.

Use a smaller safe zone when "Be Right" is absent.

Include the tagline (with TM) in the initial/primary view of the logo in documents, tradeshow booths, website, etc. The tagline is never translated. The ® and "Be Right TM" may be left off when they would be unreadable due to low resolution or production constraints.

Never

compromise the logo's integrity by:

Changing its colors.

Stretching/distorting its proportions.

Compromising readability with harsh shadows or textures.

Exception: Sometimes a subtle outer glow can enhance readability on busy backgrounds.

Rotating or changing its orientation.

Using it at low resolution.

Core Visual Brand

Colors

Adoption of a new web platform in 2019 has prompted updates to marketing colors in all media

WHY IT MATTERS

Despite most communications appearing on screens, it's still important to maintain print equivalency values.

PMS (Pantone Matching System) and CMYK (4-color process) values provide a target to ensure our physical products and materials provide the same visual experience as our digital ones.

Keep in mind, however, that matching across color systems is not an exact science! Minor variations in formulas and appearances are bound to occur.

BRAND PRIMARY

Hach Accessibility Blue

HEX: 007EB5
PMS: 7461
RGB: 0 / 126 / 181
CMYK: 85 / 42 / 9 / 0

Hach Gray 1 - 70% Black / Gray-700

HEX: 4D4D4D
RGB: 77 / 77 / 77
CMYK: 0 / 0 / 0 / 70

Hach Gray 2 - 40% Black / Gray-500

HEX: 999999
RGB: 153 / 153 / 153
CMYK: 0 / 0 / 0 / 40

BRAND SECONDARY

Hach Red Dark

HEX: 940925
PMS: 7427
RGB: 148 / 9 / 37
CMYK: 26 / 100 / 88 / 26

Hach New Orange

HEX: F79B2E
PMS: 3588
RGB: 247 / 155 / 46
CMYK: 1 / 46 / 92 / 0

Hach Light Blue

HEX: B5D1E8
PMS: 277
RGB: 181 / 209 / 232
CMYK: 27 / 9 / 0 / 0

Hach Navy

HEX: 134169
PMS: 4154
RGB: 19 / 65 / 105
CMYK: 99 / 77 / 35 / 21

Hach Teal

HEX: 4CCED1
PMS: 319
RGB: 76 / 206 / 209
CMYK: 51 / 0 / 18 / 0

Hach Green

HEX: A3AF07
PMS: 383
RGB: 163 / 175 / 7
CMYK: 18 / 0 / 100 / 18

Typography

The preferred marketing display font is Noto Sans. No other decorative fonts are acceptable.

[Download Noto Sans](#)

Changes in the new web platform required the use of a new font. Noto Sans is highly accessible and designed to remain visually harmonious across multiple languages. All Noto fonts are open-source and can be shared, copied and redistributed.

Use case	Sample	Face	Size (default)	Color (default)	Style
Kicker/ Label	FREE WEBINAR • AUGUST 8, 2020 • 11AM PST	Semibold	Varies (10-12 pt.)	Varies (reversed on color bar or over image)	All caps, left aligned
Headline	Hach Knows Water	ExtraBold	Varies (24-36 pt.)	Varies (70% black / HEX: 6D6E71)	Title case, left aligned
Subhead/ Large intro	Let us help you reduce costs with online monitoring.	Medium	Varies (12-16 pt.)	Varies (70% black / HEX: 6D6E71)	Sentence case, left aligned
Body copy	Save costs and maintain compliance with continuous online monitoring of your key parameters, with Hach's innovative technology.	Regular	9.5 pt. 12.5 pt. leading	70% black / HEX: 6D6E71	Sentence case, left aligned Space after: .0625
Caption	Figure 1: EZ Series 7800 units installed in Oakland	Semi-condensed Light	8.5 pt. 11 pt. leading	70% black / HEX: 6D6E71	Sentence case, left aligned

INTERNATIONAL ALPHABETS

As of 1 January 2021, there are 156 Noto Sans fonts, including Latin, Greek, Cyrillic and CJK for East Asian scripts, and accommodating 150 of 154 scripts identified in Unicode 13.0

[Verify coverage of your international alphabet HERE.](#)

MICROSOFT PRODUCTS

When Noto Sans is not available, please use:

Headlines:
Verdana Bold

Text:
Verdana

Graphic Elements

Graphics help enhance brand recognition and direct our audiences with the use of few to no words.

COMING SOON!

Watch for an expanded list of graphic elements in a future release of the Hach Brand Standards!

THE NEW! MARK

Use at any size to call out a product or service less than a year old.

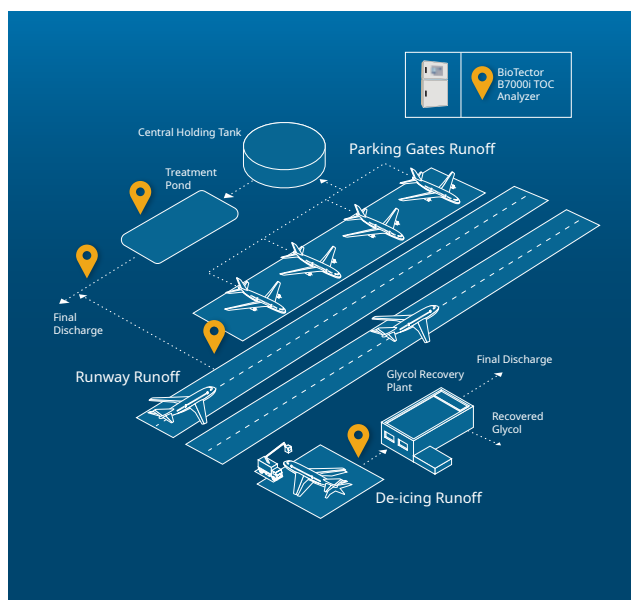


NEW_CIRCLE-green.ai

PROCESS FLOW DIAGRAMS

Illustrations help customers instantly recognize that Hach understands their requirements, and can be relied on to solve their challenges. Updated Process Flow Diagrams are currently in development.

Example Process Flow Diagram



Photography

Images have the power to instantly build—or erode—our credibility and customer experience.

OBTAINING IMAGES

Creative Operations licenses stock photographs of generic topics (such as water imagery, personas, industries, landscapes, etc.) for company use through a paid subscription to Adobe Stock.

Custom photography of Hach-specific products, processes, personnel and sites is also available. Browse the existing collections, or contact Creative Operations to ask about booking a new shoot.

Request access to the Hach Image Library

PEOPLE

Any image that conveys the human connection. Used primarily in social media, customer materials and other relationship-building materials.



Images with lots of room around the subject can be used in a variety of crops

Subjects look happy, confident and engaged in their work; eye contact is optional but can increase engagement on social

Be true to our customers. Include real (believable) workers: wearing what they'd wear, using the PPE and tech they would use. Choose photos that are appropriate to the region, and consider diversity and inclusion as well as technical accuracy.

PROCESS

Any image that aims to place Hach equipment in-situ or allude to the processes customers are familiar with. Used in case studies, app notes and marketing materials that describe a specific water cycle process.



Subject matter should be specific enough to create a conversation with the target, but general enough to appeal to a market audience.

Dynamic shots, captivating angles and compelling colors help catch viewers' attention (and can increase engagement on social), however subject matter accuracy is more important than aesthetic appeal

TIP

Seek SME input to ensure that images depict the correct stage of the correct process.

Any small-yet-critical element that is factually wrong can erode Hach's credibility.

PRODUCT

Any use case scenario or studio shot. Used in case studies, app notes marketing materials and E-comm.

WATER IMAGERY & LIFESTYLE

When choosing aspirational images of water, clean landscapes and end users, keep the Hach mission top of mind: Ensuring water quality for people around the world.

Icons

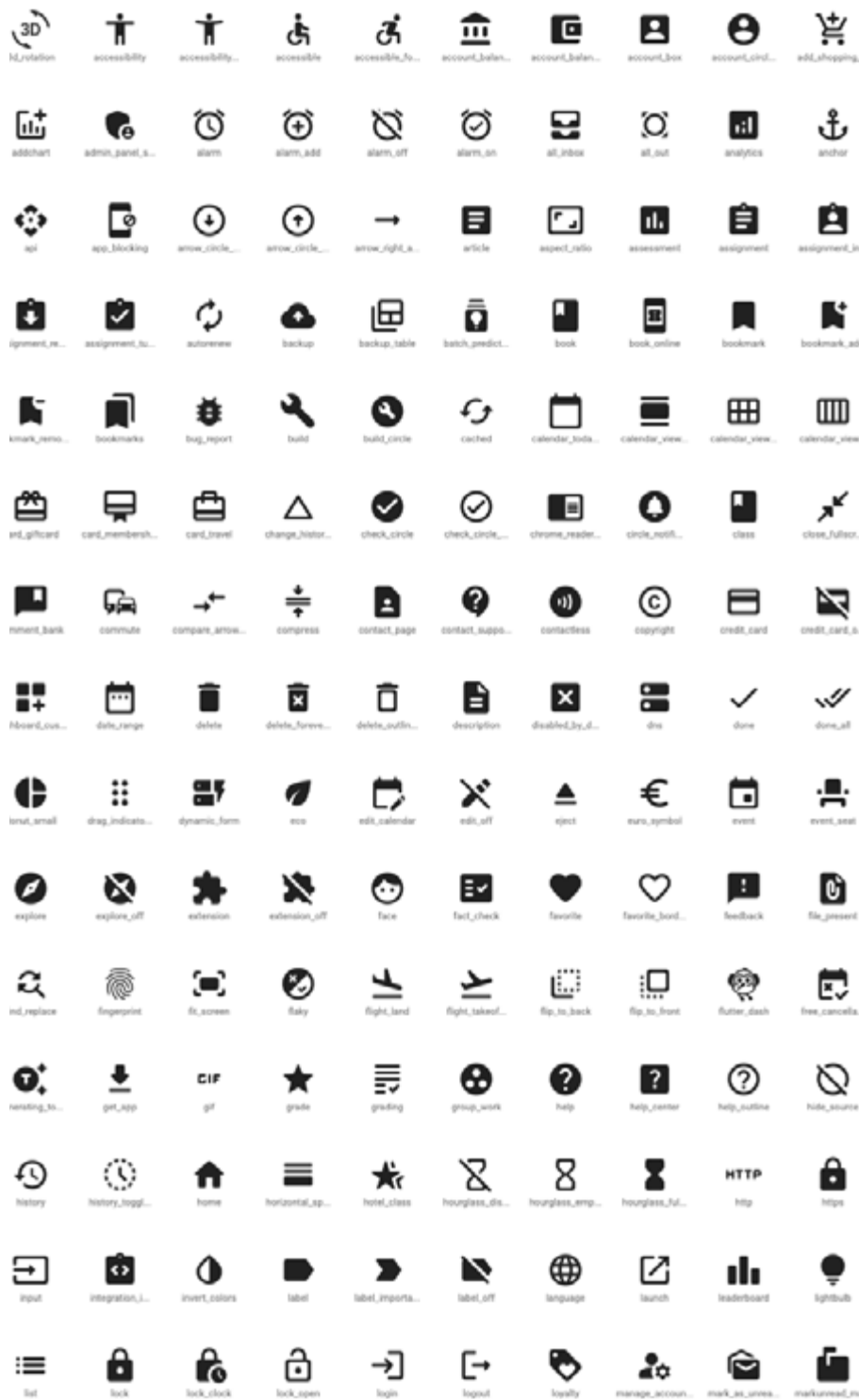
Hach.com uses “Round” icons from Google Material for common actions and items. For consistency, use these icons in other communications too—on or off the web.

CATEGORIES

The image at right is just a small sampling of the hundreds of Material icons, which are available in the following categories:

- Action
- Alert
- AV
- Communication
- Content
- Device
- Editor
- File
- Hardware
- Home
- Image
- Maps
- Navigation
- Notification
- Places
- Search
- Social
- Toggle

Browse and Download “Round” Icons



Market Segments

Industrial Water Cycle

This look positions Hach as a desired partner for energy, chemical, manufacturing, food and beverage customers.

WHY IT MATTERS

IWC audiences include engineers, highly educated technical professionals, and E&C firms, in addition to plant and lab operators and managers, and are generally less aware of the Hach brand and Hach solutions, and have less contact with our sales cycle than their counterparts in municipal audiences.

To bridge their "familiarity gap", IWC materials must demonstrate that we speak their language, understand their specialized processes and challenges, and provide solutions relevant to their needs.

**Access the IWC Design Guide
(COMING SOON)**

INTANGIBLE ATTRIBUTES

- Accurate
- Practical, no-frills
- Supportive
- Technically proficient
- Forward-looking

KEY VISUAL FEATURES

"Angular geometry" and the "Hach Wedge" (a 90°-64°-26° triangle derived from the oval logo's proportions)



Constrained color palettes



Photo retouching for color harmony



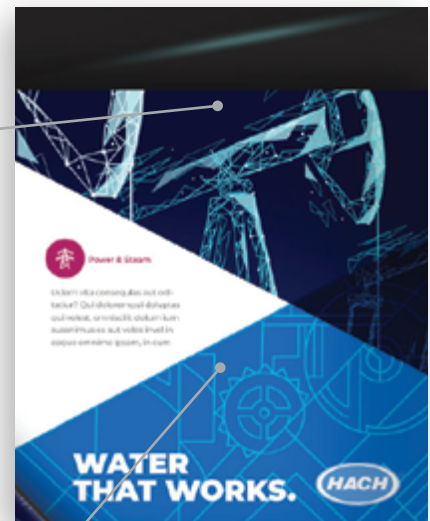
Linear textures (e.g. schematics) applied into color fields using blending effects



Clear, sophisticated infographics



Strong, high-contrast visuals



Municipal Water Cycle

This look reinforces Hach's strong position as a partner in the municipal wastewater and drinking water space.

Access the MWC Design Guide (COMING SOON)

INTANGIBLE ATTRIBUTES

- Trusted
- Reliable
- Established
- Comprehensive
- Flowing



KEY VISUAL FEATURES

"Circular geometry" and familiar concentric rings aligned to diagonals based on the 90°-64°-26° triangle derived from the oval logo's proportions

Opportunity to use imagery in overlays and content in open circle centers.



WW and DW color themes

Wave lines applied into photo areas using blending effects



Photo retouching for color harmony

Color and b/w photography

Quick Reference

Prometheus Best Practices

For best results, start from the Prometheus file and use components. Verify against standards often.

CREATING A NEW WEB PAGE?

All content, images and calls to action on Prometheus web pages must be organized into modules, which consist of varying combinations of headings, copy blocks, images and buttons.

Access the Prometheus PDF Lookbook (COMING SOON)

DESIGNERS: Request access to the Prometheus Xd Template

CALLS TO ACTION

Primary CTA

Use cases: Most homepage CTAs; CTAs that encourage shopping

Examples: Shop Now; Register Now, See Details, Add to Cart, Select Options

Shop Now

Secondary CTA - Main Site

Use case: When one CTA is less desirable (e.g. continue research vs. begin shopping) or two varying tiers. Always place Secondary CTA before the Primary CTA.

Examples: See Details, Try Demo

Try Demo

Register Now

Secondary CTA - Ecommerce

Use case: When one CTA is less desirable. Always place Secondary CTA below Primary CTA

Examples: Add to Quote, View Replacements

Add to Cart

Add to Quote

BrandInfo

Use case: Less prominent actions designed to educate or support the visitor

Examples: View More, Download Now, Learn More, Watch Now, Get Support, Try Demo, Ask a Question, Live Chat, Discover Now, Contact Us

Learn More

BrandAccent (Outline CTA)

Use case: Secondary CTA on hero banners or additional options in ecommerce

Examples: Any of the above Secondary or BrandInfo; Chat with Our Expert, Option, Pick&Ship

Call to Action

Call to Action

Call to Action

Templates

General marketing collateral is available as Adobe Creative Suite and Microsoft PoppowerPoint templates.

COMING SOON!

Creative Operations is working on Brandfolder-based templates to help non-designers create a variety of standard marketing materials on demand.

Watch for updates in a future release of the Hach Brand Standards!

AVAILABLE IN ADOBE CREATIVE SUITE (INDESIGN, XD)

- Marketo emails
- Marketo landing pages
- Social posts (LinkedIn, Facebook)
- Web banners
 - Search
 - Promo
 - Family page
 - Mobile
- Case studies & App notes (update coming soon)



- Email signature/footer



- Industrial Water Cycle brochures

- Powerpoint (company deck)



Legal Protection

Reference to trademarks (® and ™) or patents must appear precisely in accordance with each legal jurisdiction.

COLLATERAL

The guidelines here refer to PIM content and other print and non-website content.

WEBSITE

Hach.com will have one English master version with ® and ™ to be used globally for any English site. We will not remove the ® and ™ in non-US countries and will not need to break inheritance.

APPROVAL

Get local sign-off by marketing or other personnel to ensure that rules are respected.

WHEN TO COMPLY

Be sure all new content adheres to these requirements; existing content should be revised whenever it is being brought up to date, but it does not to be reworked solely for trademark compliance.

EXCEPTIONS

The ® and “Be Right ™” may be left off when they would be unreadable due to low resolution or production constraints.

For customer materials relating to products which are sold in more than one region, please contact Legal in Loveland.

U.S. REQUIREMENTS

Hach Logo

- The Hach oval has a superscript ®
- The “Be Right” tagline has a superscript ™

Hach® Brand name

- The first appearance of the word “Hach” following the first headline uses a superscript ® (e.g. Hach®)
- No other appearances of the word “Hach” use the ®
- No headlines include ® or ™

All Other Trademarks

- The first appearance of a registered product or brand name uses the appropriate mark.
- No headlines include ® or ™

Patents

- A patented product or feature may include “Patented, www.hach.com/patentlabel” in the text.

Example

DR6000 UV VIS Spectrophotometer

The DR6000™ is the industry's most advanced lab spectrophotometer. [...]

Combining the DR6000 with Hach®'s patented* TNTplus® reagent vials, you gain additional accuracy [...]

*Patented, www.hach.com/patentlabel

ALL OTHER GEOGRAPHIES

(Includes Canada)

Hach Logo

- The Hach oval has a superscript ®
- The “Be Right” tagline has a superscript ™

Hach® Brand name

- The first appearance of the word “Hach” following the first headline uses a superscript ® (e.g. Hach®)
- No other appearances of the word “Hach” use the ®
- No headlines include ® or ™

All Other Trademarks

- With the exception of the Hach logo, never use an ® in graphics or text.

Patents

- Do not mention “patented” or show patent numbers in text. You may substitute the word “innovative” for “patented” in text for translation.

Example

DR6000 UV VIS Spectrophotometer

The DR6000 is the industry's most advanced lab spectrophotometer. [...]

Combining the DR6000 with Hach's innovative TNTplus reagent vials, you gain additional accuracy [...]

List of U.S. Trademarks

These trademarks should appear only in content designed for U.S. markets.

WHY IT MATTERS

Federal trademark protection guarantees ownership of the mark and exclusive right to use it in connection with registered goods and services.

Failure to use our registered marks consistently and correctly can result in loss of the mark.

Questions about U.S. Registered Trademarks? Contact the Brand Governance Committee:

Garrett Evans
garrett.evans@hach.com

REGISTERED STYLIZED TRADEMARKS

AccuGrow®
Aquacloud™
BioTector®
Claros™
Clean & Cal™
(pH Sensor Mount)
ez COD®
IntelliCAL®
MolyVer®
OTT Hydromet®
TNTplus®
TRUTEST®
UniVer®

REGISTERED UNSTYLIZED TRADEMARKS

360° x 90° Detection®
ACCU4®
Accuvac®
Anatel®
Aquachek®
Aquachek Pool and Spa
Test Strips®
Aquachek Pro®
Aquachek Pro II®
Aquachek Select®
Aquachek Spa®
Astro®
Autocat®
BioTector®
Chemkey®
Chromaver®
Claros™
Datasonde®
Dithiver®
Event Monitor®
FerroMo®
Ferrover®
FLO-DAR®
FLO-TOTE®
FLO-WARE®
FSDATA®
Gelex®
GLI International®
Hach®
Hach ServicePlus®
Hach WarrantyPlus®
HIAC®
(Beckman Coulter)
HQD®
Hydrolab®

Job CAL®
M-COLIBLUE24®
MeterLab®
Mini Lab®
Minisonde®
Nitriver®
Nitriver®
Orbisphere®
Permachem®
Phosver®
Plus Program™
Pocket Pro®
Portable Parallel
Analyzer®
PRI-SC®
(USP)
Quanta®
Quantab®
Quikchem®
Sension+®
Shockchek®
Sofchek®
Soiltest®
Stablcal®
Station-Ware®
Station-Analyzer®
Sterichek®
Sulfaver®
Surface Scatter®
Surveyor®
Tensette®
Titralab®
TU5 Series®
Voluette®
WarrantyPlus®
Wet Labs®
WIMS™

Product & Brand Names

Use uniform, coordinated rules to ensure optimal understanding and recognition in any language.

NEW PRODUCTS

Ensure naming is developed according to standard work and HSO guidelines.

Access product launch workbook (COMING SOON)

EXCEPTIONS

Product and brand names may not comply to these rules in some existing customer materials, and may need to be updated as materials are revised with other up-to-date content.

*However, a few existing non-complying product and brand names (denoted by *) may persist because an update would have too many implications to be practical.*

Questions about a product or brand name? Contact the Brand Governance Committee:

Garrett Evans
garrett.evans@hach.com

PRODUCT NAMING GUIDELINES

Letters Only (e.g. Cartrical)

Initial capital followed by lowercase

Letters + Numbers (e.g. SC1000)

Letters appear in all capitals

Numbers follow without a space

Name tags (e.g. "c" or "sc")

Add to Letters Only product names with a blank space e.g. Nitratax sc

Add to Letters + Numbers product names without a space e.g. SC4200c

Product Families (e.g. SC Controllers or EZ Series)

Cite with common capitals

Examples

5500sc

Addista

Amtax inter

AN-ISE sc, A-ISE sc, N-ISE sc

Chemkey

DR6000, DR3900, DR1900, DRB200

HT200S*, HQD*, HQ14D*, HQ430D*

Intellical

Laton

LCK480

Lico 690

Link2sc*

LT200

Nitratax sc

Pocket Colorimeter

Prognosis

QBD1200

SC200, SC4200c

Sension+

SL1000

Stabcal

Titralab

BRAND NAMING GUIDELINES

Compound Names (e.g. WarrantyPlus)

Each word is spelled with an initial capital, and there is no space between words

Brand Names (e.g. Hach)

Initial capital followed by lowercase

Examples

Buehler, Bühler

Danaher

Hach

Lachat

Polymetron

Radiometer Analytical

BioTector*

AppliTek*

NOTE: the capitalization of the "T" is an exception allowed only for these two company sub-brands.

External Trademarked Names

Avoid using Trademarks owned by other companies in customer-facing documents.

WHEN TO COMPLY

Be sure all new content adheres to these requirements; existing content should be revised whenever it is being brought up to date, but it does not be reworked solely for trademark compliance.

The list on this page is representative of well-known trademarks but is not comprehensive. If you have questions about using a third-party company name, please get approval from Water Quality Legal team before proceeding.

GUIDELINES

Due to legal requirements, external brand names such as “Teflon,” “Viton,” “Ryton” etc. must not be used in any customer facing content. Instead, use appropriate generic replacement terms listed below:

Product name	Acronym	Chemical Name
Aflas®	TFE/P	Tetrafluoroethylene and propylene copolymer
Araldite®	EP	Epoxy resin
Chemraz®	FFKM, FFPM	Perfluorinated rubber
Dacron™	PET	Polyethylene terephthalate
Delrin™	POM	Polyoxymethylen
Durethan™	PA	Polyamide
Gore-Tex™	PTFE	Polytetrafluoroethylene
Halar®	ECTFE	Ethylene-chlorotrifluoroethylene
Kalrez®	FFKM, FFPM	Perfluorinated rubber
Kynar®	PVDF	Polyvinylidenfluorid
Lexan®	PC	Polycarbonate
Luran®	ASA	Acrylonitrile styrene acrylate
Mylar®	PET	Polyethylene terephthalate
Novodur®	ABS	Acrylonitrile butadiène styrène
Pharmed®	PP TPE	Polypropylene-based thermoplastic elastomer
Plexiglas	PMMA	Poly(methyl methacrylate)
Quad-Ring	Four-lobed seals	n/a
Ryton™	PPS	Polyphenylensulfid
Silastic®	FVMQ/MFQ	Fluorosilicone rubber
Solef™	PVDF	Polyvinylidenfluorid
Styropor™	PS-E	Polystyrene Expanded
Tedlar™	PVF	Polyvinylfluorid
Teflon®	PTFE or PFA	Polytetrafluoroethylene
Tefzel®	ETFE	Fluoropolymer
TPX®	PMP	Polymethylpenten
Ultem™	PEI	Polyetherimid
Viton®	FKM/FFPM	Fluoroelastomer
Zytel®	PA	Polyamide

Media Kit

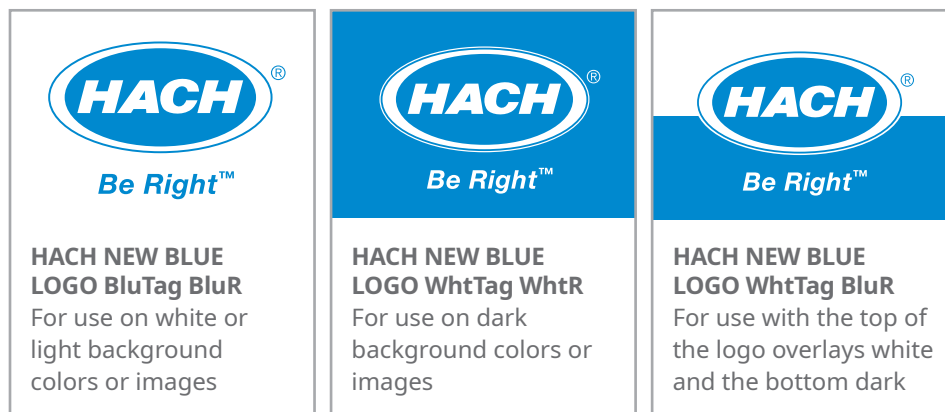
Brandfolder Downloads

For some outside partners, the full branding guide is too in-depth. Our online branding site includes logos, fonts, colors and limited graphics for appropriate use.

Download Media Kit assets via Brandfolder

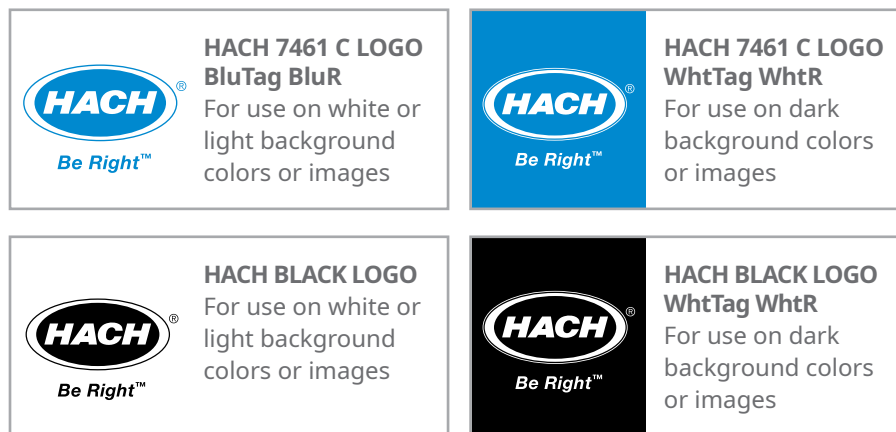
CMYK LOGOS FOR FULL-COLOR PRINTING (3 VERSIONS)

All Hach marketing materials print in 4-color process, and do not use a Pantone "spot" color to achieve Hach New Blue.



TWO-COLOR LOGOS FOR SPECIALTY ITEMS (4 VERSIONS)

When printing in blue, ask the vendor to match PMS 7461 C.



ONE-COLOR LOGOS FOR SPECIALTY ITEMS (2 VERSIONS)

In these logos, the oval's negative is transparent to show the color of the item.

