



A Family and Employee Owned Company



# BRAND IDENTITY GUIDE

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# Overview

## Our Mission

The Mission of Liberty Pumps is to:

Develop long-term customer relationships by providing high quality, innovative products and total value through exceptional service, reliability and responsiveness; and provide our members with the opportunity for secure, satisfying careers through development, involvement and teamwork.

## Our Vision

Liberty Pumps will continue to be a successful, dynamic, and growing company respected for its vitality and integrity by its customers, members, competitors and community.

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## Guide Purpose

Liberty Pumps operates on a global scale, and to ensure a unified and professional brand presence, it is essential that all communications align with this guide. This is especially important for external-facing materials, as they represent our company to the public and must consistently reflect our brand values and identity. Always refer to the guidelines when creating or reviewing digital content to ensure clarity, accuracy, and consistency, helping to protect and enhance the Liberty Pumps brand.

If you have any questions or need assistance, please reach out to the contact below.

## Contact

**Max Fisher**

Digital Marketing/E-Commerce Specialist

[max.fisher@libertypumps.com](mailto:max.fisher@libertypumps.com)

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## Frequently Asked Questions

**Q: Do I need permission each time I want to use the Liberty Pumps logo?**

**A:** No. Once you've been granted approval to use our logo, follow the guidelines outlined here for proper usage.

**Q: Am I allowed to use images and logos from your website?**

**A:** Yes, but only if you have written permission from Liberty Pumps. Check this guide for the right way to use them.

**Q: Can I include the Liberty Pumps logo in my PowerPoint slides?**

**A:** Yes. Just make sure to follow the usage rules and restrictions detailed in this guide.

**Q: Can I use the Liberty Pumps logo on my website or social media?**

**A:** Yes, if you're an approved reseller or partner with written consent.

**Q: Can I add Liberty Pumps to my domain name or business title?**

**A:** No. Our name is a protected trademark, so it cannot be used in domains, business names, or similar without our explicit written approval.

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# Media Toolkit

## Anarus

This platform allows the download of data by pump category or all categories at once. Each model has downloadable links for digital assets.

If you do not have an account yet, below is a link to request access to all Liberty Pumps product data. When you fill out the user request, it will go through an approval process and then you will receive your User ID and Password. <https://live.anarus.com/createuserrequest?ref=00071>

## Brandfolder

Logos, product images/videos, and literature sheets can be found on Brandfolder. This centralized platform ensures easy access to high-quality, brand-aligned materials.

**For assistance or additional resources, contact:**

Max Fisher

Digital Marketing/E-Commerce Specialist

[max.fisher@libertypumps.com](mailto:max.fisher@libertypumps.com)

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# Media Toolkit

## Logos

This Brandfolder collection provides access to approved Liberty Pumps logos, essential for consistent brand representation. It includes horizontal, stacked, and secondary logos, with and without the tagline “A Family and Employee Owned Company.” These assets are designed for use across digital, e-commerce, and print platforms.

Follow the Logo Guide (Page 9) to ensure proper application and maintain brand integrity.

BrandFolder Link: <https://brandfolder.com/liberty-pumps/us-customers>

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# Media Toolkit

## Product Images & Videos

This Brandfolder collection provides high-quality visual assets for Liberty Pumps products, ideal for e-commerce and marketing:

- Product photos (300 DPI for print, 72 DPI for web).
- Promotional videos showcasing product features and benefits.

Ensure all visuals meet the Image Guide standards (Page 17) for consistency and quality.

Anarus Link: <https://live.anarus.com/login>

BrandFolder Link: <https://brandfolder.com/liberty-pumps/us-customers>

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# Media Toolkit

## Approved Product Descriptions

Find pre-approved product descriptions in Anarus to ensure consistent, accurate messaging:

- Product titles (e.g., "Liberty Pumps 257 Submersible Sump Pump").
- Key features/benefits (e.g., horsepower, materials, warranty).
- Technical specs (e.g., dimensions, voltage, flow rate).

Anarus Link: <https://live.anarus.com/login>



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# Logo Guide

## Horizontal Primary Logo

This is the primary logo file, appropriate for all uses when applicable. The versions with the tagline are preferred. The options without the tagline are to be used only when legibility becomes a concern.

### On Light Background



### On Dark Background

Rust swoosh not used for dark backgrounds



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## Logo Guide

### Stacked Primary Logo

This logo should be used in settings where there is limited space and the horizontal logo would not be legible. The versions with the tagline are preferred. The options without the tagline are to be used only when legibility becomes a concern.

#### On Light Background



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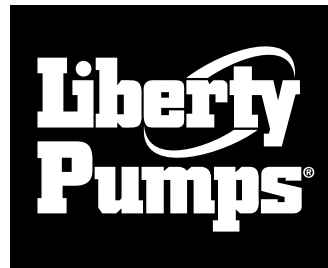
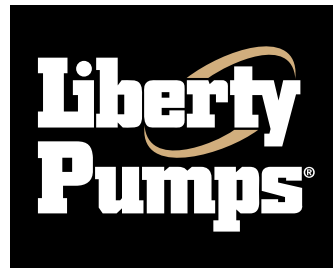
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#### On Dark Background

Rust swoosh not used for dark backgrounds



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# Logo Guide

## Secondary Logo

This logo is only to be used in conjunction with the horizontal or stacked primary logo. In no case should this be the only Liberty Pumps logo on any form of collateral. For example, it can be on a sleeve with the primary logo on the chest.

### On Light Background



### On Dark Background

Rust swoosh not used for dark backgrounds



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# Logo Guide

## Incorrect Logo Usage

In order to maintain consistency throughout our identity, it is essential that the logo is never altered in any way.



Do not stretch the logo



Do not compress the logo



Do not skew the logo



Do not crop any part of the logo



Do not rotate the logo



Do not rearrange the logo



Do not add drop shadows to the logo



Do not change the colors of the logo



Do not change the transparency of the logo

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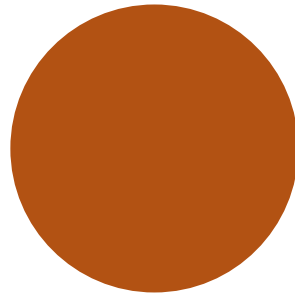
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## Brand Colors

We use limiting colors that serve to strengthen our brand.



### **Rust**

RGB 178, 82, 19

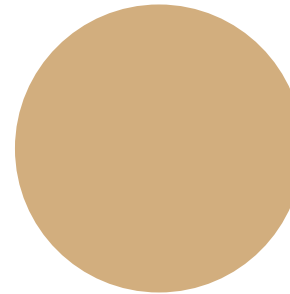
CMYK 0, 70, 100, 31

HEX# B25113

Pantone:

167C (coated)

1637U (uncoated)



### **Tan**

RGB 210, 174, 126

CMYK 18, 30, 56, 0

HEX# D1AE7D

Pantone:

465C (coated)

466U (uncoated)

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# Font Usage

The fonts listed below are most used on our advertising and sales literature.

## Headlines

Industry Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

## Body Copy

Museo Sans (family)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Body Copy Alternate

Acumin Pro (family)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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Liberty Pumps

## Product Logos

We have several logos that represent our product lines.

Do not alter, stretch, skew, rotate, or otherwise modify the trademarked logo in any way.

**Ascent™ II**  
Macerating Toilet System

**Liberty Pumps®**  
commercial**series**

  
**NightEye®**  
Wireless Enabled Alarm

**OilTector®**

  
**Omnivore®**  
Grinders

  
**Omnivore® X2**  
2-Stage Grinders

**Pro370**  
QuickTree® Technology

**Pro380**  
QuickTree® Technology

**ProVore®**

**ProVore® 380**  
QuickTree® Technology

**ProVore® 680**  
QuickTree® Technology

**QuickTree®**

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## Product Logos

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## Image Guide

Only use approved brand images to ensure consistency and quality.

### Image Do's and Don'ts



Use full color images



Do not stretch images or logos to fill a space



For print, images should be 300 DPI. For web use, images should be 72 DPI.



Do not allow images to become pixelated from oversizing

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## Trademark Usage

The trademark should always be followed by the appropriate symbol:

- Use ™ for unregistered trademarks.
- Use ® for registered trademarks.
- Example: [Ascent™] or [ProVore®].

## Compliance

We ask that any promotional pieces you create on behalf of Liberty Pumps **do not** convey broad based statements that all products by Liberty Pumps are “Made in the USA”

While over 90% of our products are proudly manufactured and assembled in Bergen NY, we cannot make broad-based claims of “Made in the USA” due to a percentage of our component sourcing coming from outside the U.S.

Qualified statements, such as “Made in the USA with U.S. and Globally Sourced Components”, are applicable to many of our products. Please refer to the product marketing and promotional materials for reference when creating product descriptions.



**800-543-2550**

**[www.LibertyPumps.com](http://www.LibertyPumps.com)**

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