

brand guidelines



contents

here to help

If you have a problem creating any Sentinel branded item please contact **marketing@sentinelprotects.com** or speak to a member of our marketing team on **+44 (0)1928 704 330**.

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section 01
our identity

sent



our identity

1.01 standard logo

a fresh look, same DNA

We've updated our logo to better reflect our place within the Aalberts hydronic flow control family. You'll notice we've kept our signature lozenge shape and white keyline – it's a nod to our roots and the brand you already know and trust. It's the same 'us', just with a modern edge.

better together

To stay in sync with the wider Aalberts team, we've refreshed our typeface and colours. This alignment isn't just about looking good; it's about visually showing our connection to a global network of engineering excellence. The new look is cleaner, bolder, and designed to work perfectly alongside our parent company while keeping our unique spirit alive.



our identity

1.02 minimum logo sizes

size is everything

The logo is easily recognisable at almost any size – but the smaller it goes, the greater the chance of it reproducing incorrectly. For that reason, we'd prefer the logo to be at least 20 mm/200px in width, but appreciate this is not always achievable, which is why we've restricted the minimum size it can be used to a width of 10 mm/100 px (including the white keyline).

The logo is provided with and without the registration mark - please use the logo without the registration mark at widths of 20 mm/200px and below. Please use caution when printing at smaller sizes with all content.

The Sentinel logo is shown at its minimum size. It consists of the word "sentinel" in white lowercase letters on a red rectangular background. A thin blue line is positioned directly below the red rectangle.

10 mm / 100 px

minimum size

The Sentinel logo is shown at its preferred minimum size. It consists of the word "sentinel" in white lowercase letters on a red rectangular background. A thin blue line is positioned directly below the red rectangle.

20 mm / 200 px

preferred minimum size (no ® at this size and below)

The Sentinel logo is shown with a registration mark. It consists of the word "sentinel" in white lowercase letters on a red rectangular background, followed by a small registered trademark symbol (®). A thin blue line is positioned directly below the red rectangle.

Above 20 mm / 200 px

logo must include ® (registration mark)



our identity

1.03 logo colour

Check the colour. There are three colour versions of the logo available – **Red**, **Black** and **White**.

Red

You should use the Red version whenever possible.

Black

Only to be used when the Red logo cannot be used.
E.g. single-colour or restricted colour applications.

White

Only to be used in single colour applications, on red, black, grey or metallic backgrounds.

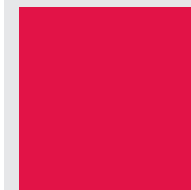
This logo has no solid background colour and consists of the white typeface and keyline only, therefore whatever surface this is printed onto it will be visible through the logo. E.g. when printing onto red coloured promotional materials (table cloths, pens, umbrellas, etc.) the logo will appear to be red.

When placing this logo on a red background, please choose a red that it is as close as possible to the red opposite.

NEVER use the White logo on a background other than those stated. If you are not sure, please contact us for advice.



Red logo - use whenever possible

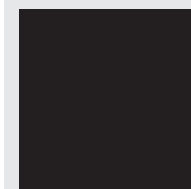


Red

PMS 186
CO M100 Y65 K5
R206 G14 B45



Black logo - use on single-colour or restricted colour applications only

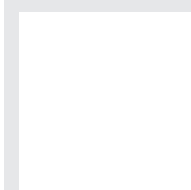


Black

PMS Black
CO M0 Y0 K100
R0 G0 B0



White logo - use on single-colour applications on red, black, grey or metallic backgrounds only



White

CO M0 Y0 K0
R255 G255 B255



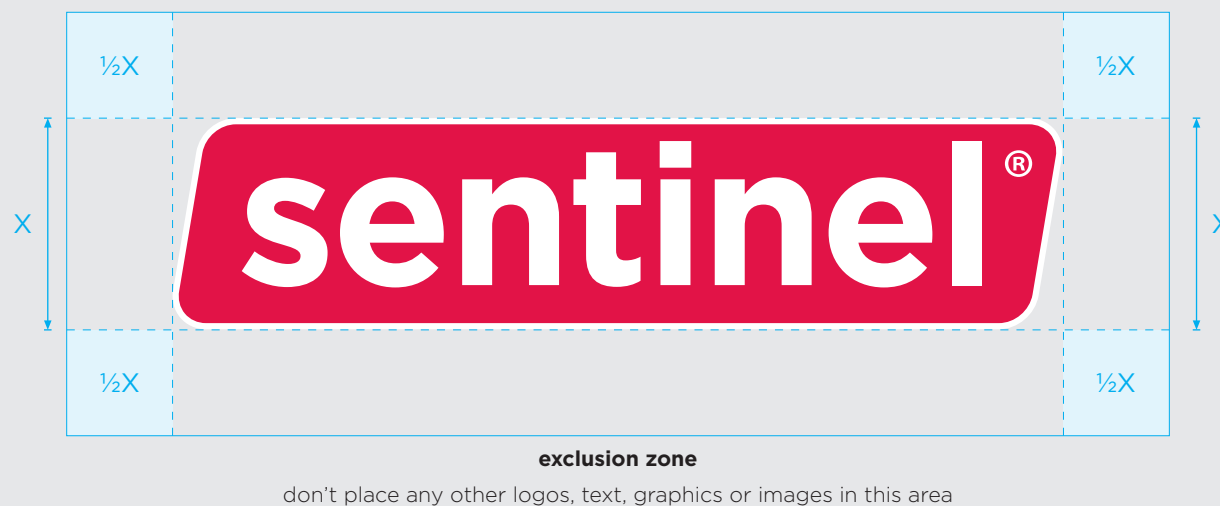
our identity

1.04 exclusion zone

room to breathe

It's important to allow any brand identity the space to stand out, especially when it sits next to other logos, text or graphics. To achieve this we've recommended leaving clear space around the logo at all times. This exclusion zone is equal to half the height of the logo (including the white keyline) all the way around.

When placing other logos, text, graphics or images next to the Sentinel logo, always place them outside of the exclusion zone.



our identity

1.05 positioning

pick a corner

For all media, with the exception of limited space items like packaging and instructions, the logo should appear in the top left, top right, or bottom right corner. **Top right is the preferred position.**

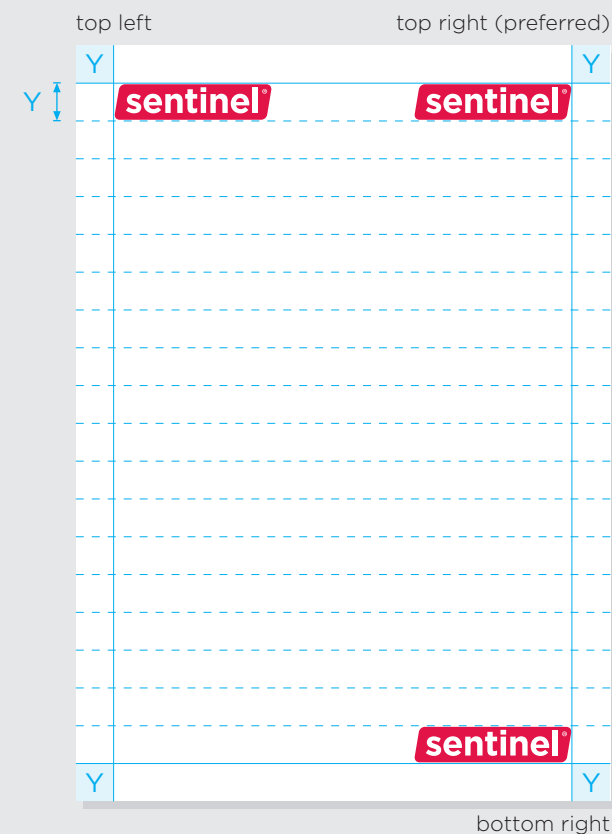
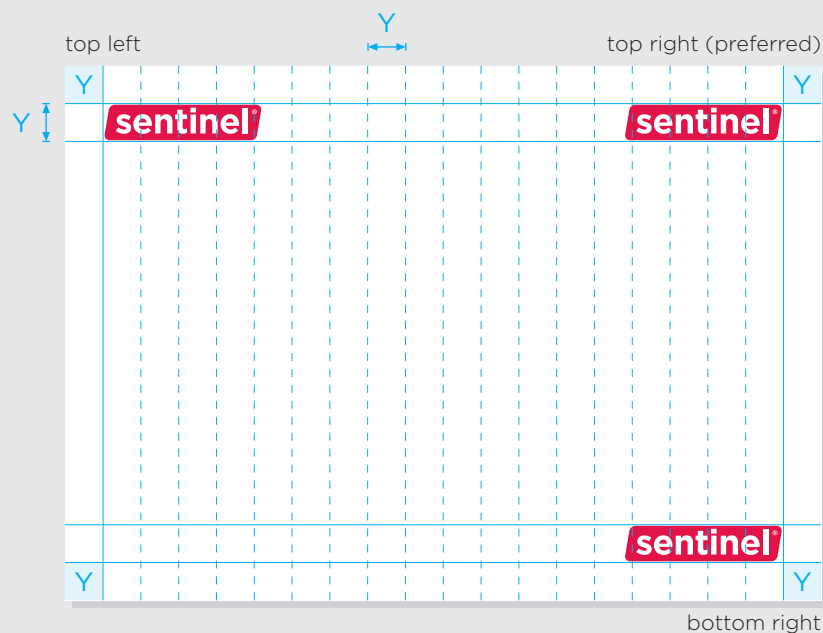
Do not put the logo in the bottom left corner - this area is usually reserved for other graphic devices or the Aalberts hydronic flow control endorsement logo.

The height of the logo should ideally be 1Y.

The margin should also be 1Y.

Y = longest side of media : 20

When used, the Aalberts hfc endorsement height should be 2Y.



our identity

1.06 hfc endorsement

We're proud to be part of Aalberts hydronic flow control (hfc). To show this connection, always include the hfc endorsement as a sign-off on your designs.

a choice of four angles

The hfc endorsement is available in four different 'angles', one for each corner. You can use any of the four angles, depending on whether you want to place the logo at the bottom or at the top. **The bottom left endorsement is the preferred option.** The endorsement should always be locked in the corner.

Using the endorsement consistently across all media helps link the Sentinel brand to the expertise and scale of our parent company.

The height of the endorsement is 2Y.

Y = longest side of media : 20

Note: The Aalberts brand guidelines derives Y by splitting the longest side of the media by 15 rather than 20, and the endorsement is sized to the height of 1½Y rather than 2Y. While the measurements are different across the two guidelines, the height of the endorsement is the same (longest side of media : 10).



top left



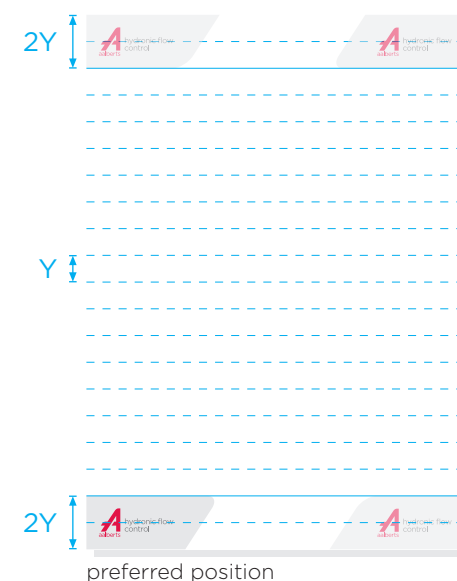
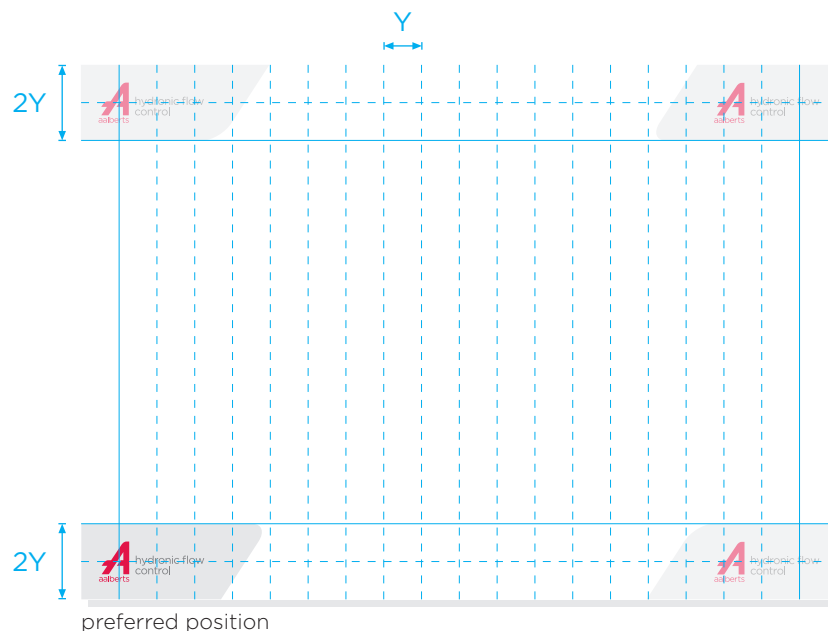
top right



bottom left (preferred)



bottom right



our identity

1.07 logo dos and don'ts

We want our brand image to be consistent wherever it's seen. Please follow the guidelines below to keep our logo looking great:

do

- Always use the original logo files.
- Always make sure the logo is clear and legible.

don't

- Never place the logo on a busy background image.
- Never redesign or alter the logo in any way, including:
 - Stretching
 - Squashing
 - Changing the keyline
 - Changing the colour
 - Changing the lozenge
 - Removing the lozenge



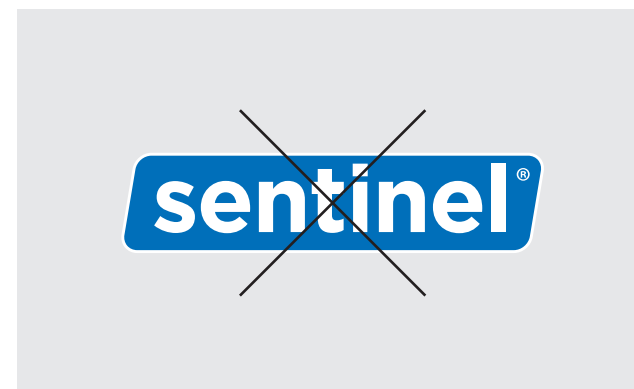
Don't stretch it



Don't squash it



Don't change the keyline



Don't change the colour



Don't change the lozenge



Don't remove the lozenge



our identity

1.08 sign off logo lock-ups

back cover logo lock-up

For back covers of brochures the sign off should always be a centred lock-up containing the Sentinel logo, postal address, telephone number and web address.

The Aalberts hfc address and telephone number should be beneath this.

After this, the company trademark information, along with any trademarked products mentioned in the brochure should be listed.

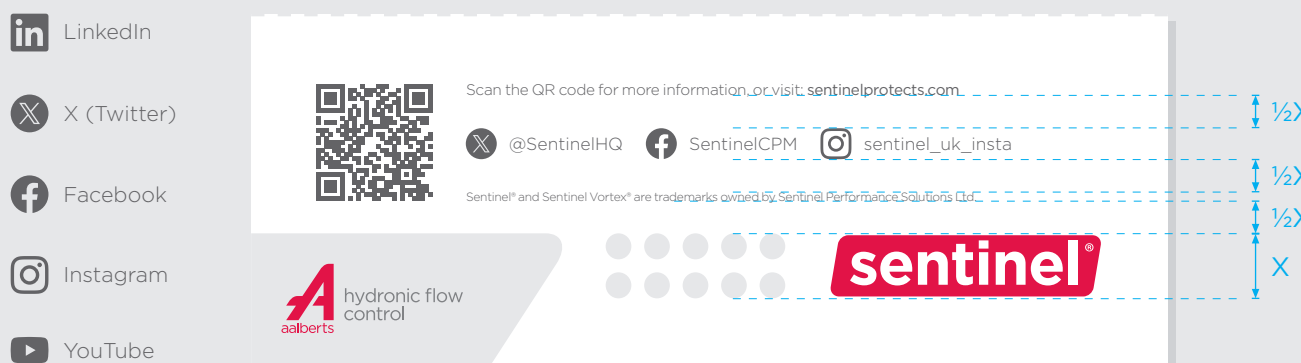
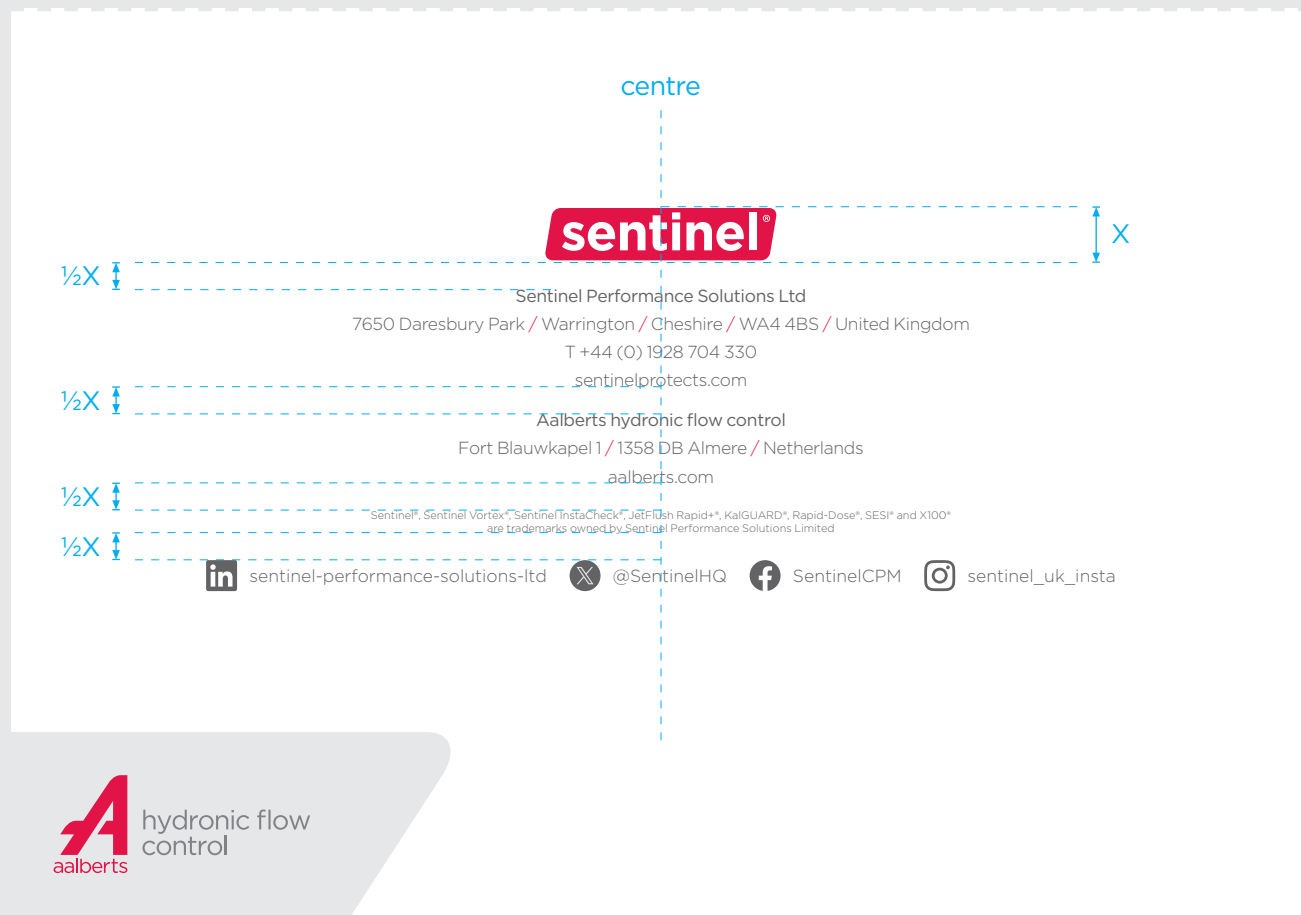
This lock-up should be positioned in the bottom half of the page, above the Aalberts hfc endorsement.

social media icons

Depending on the intended audience for the collateral we can incorporate our bespoke LinkedIn, X (Twitter), Facebook, Instagram or YouTube icons below the trademark information.

product leaflet sign off

Due to less available space, on the back page of an A5 product leaflet the sign off should be at the bottom of the page and include the website QR code, web address, social media icons, trademark information, Aalberts hfc endorsement, dots, and the logo as shown. A4 leaflets can include the address after the web address.



our identity

1.09 Sentinel and third party logos

side-by-side

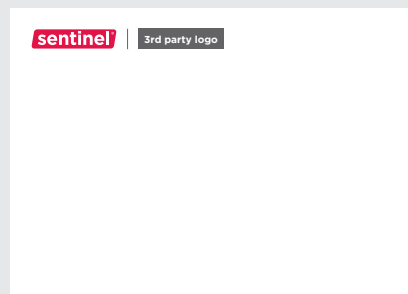
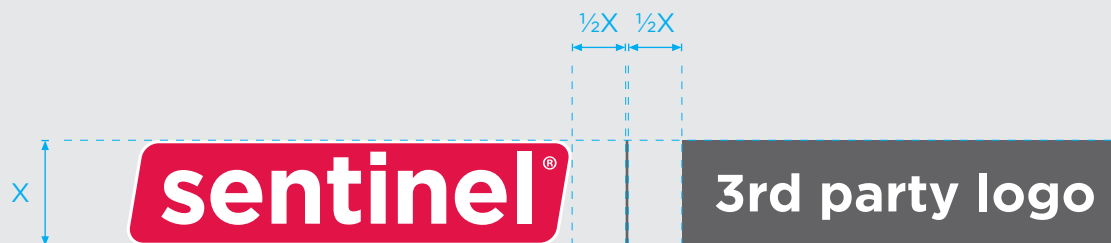
When using the Sentinel logo alongside a third party logo (e.g. plumbing merchant, boiler manufacturer or installer) you should give equal billing to both logos.

The third party logo should be proportional in size to the Sentinel logo. The logos should be separated by a line divider, and respect the exclusion zone (leave a $\frac{1}{2}X$ gap between the logos and the line divider - X is equal to the height of the Sentinel logo).

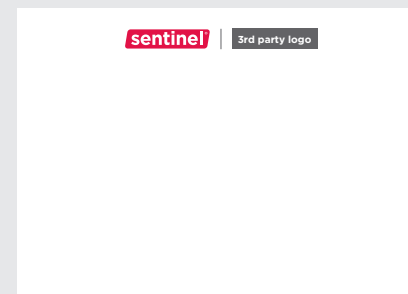
When used centrally, this logo lock-up should always have the Sentinel logo on the left. However, when used at the edge of a page, the Sentinel logo should be nearest to the edge.

third party specific literature

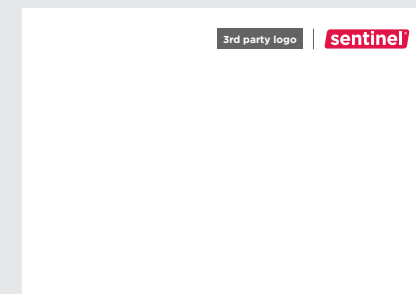
When producing literature in conjunction with a third party (e.g. merchant deal/product sheets) the two logos can be separated to promote the third party logo. This is helpful on smaller items, where space is limited. In this instance place the third party logo in the top right corner, and the Sentinel logo on the bottom right corner. Remember to respect the Y rule for the margin and logo sizing.



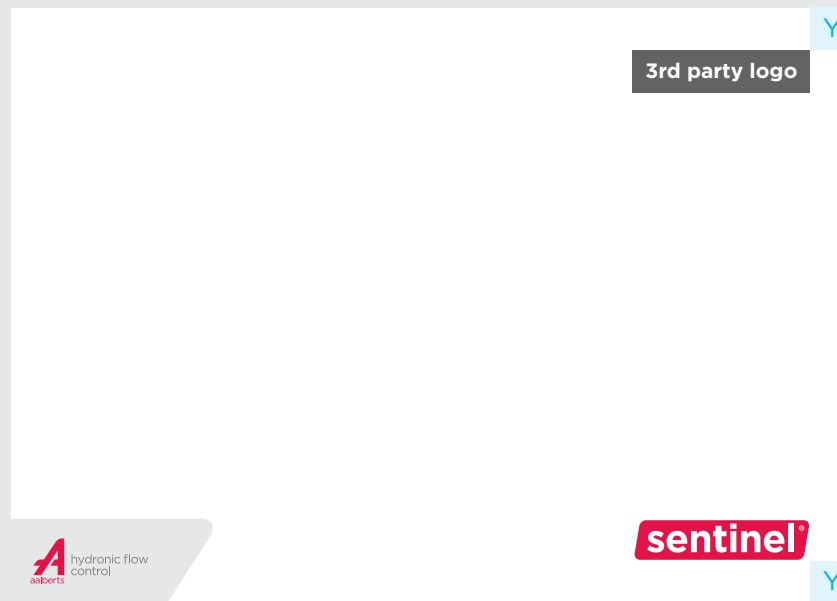
Lock-up left



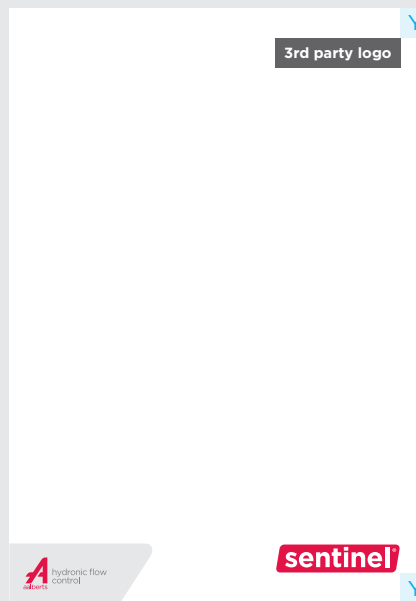
Lock-up centre



Lock-up right



Separate the logos on merchant literature



our identity

1.10 Powered by Sentinel logo

white-label partnerships

The 'Powered by Sentinel' logo serves as a mark of origin and quality assurance for our white-label partnerships. It can be applied to co-branded packaging, technical manuals, and marketing literature where the product is sold under a third-party brand but retains Sentinel's proprietary engineering. This logo acts as a 'seal of authenticity,' ensuring the end-user recognizes the underlying technology as a genuine Sentinel product.

The logo is available in the same 3 colourways as the Sentinel logo; Red, Black and White:

- Red for use on full colour applications.
- Black for use on restricted colour applications or instances where the Red logo is not acceptable - this is the preferred logo for most applications.
- White for use in single colour applications.

The logo has a $\frac{1}{2}X$ exclusion zone, which should be respected at all times.



exclusion zone

don't place any other logos, text, graphics or images in this area



Red



Black (preferred)



White



our identity

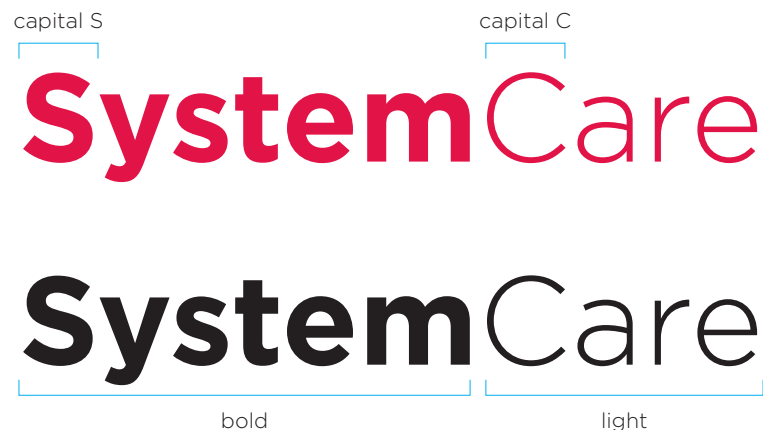
1.11 the SystemCare logotype

elevating the SystemCare brand

We are establishing a new standard for SystemCare to better reflect its status as a premier Sentinel offering. By unifying our presentation, we transform SystemCare from a descriptive term into a recognizable, high-value brand mark.

To ensure consistency and brand authority, please apply the following styling:

- **One-word identity**
SystemCare should always be written as a single word with 'S' and 'C' capitalized to maintain its unique identity.
- **Distinctive typography**
To make the name stand out on page titles and product packaging, use a bold weight for 'System' and a lighter weight for 'Care.'
- **Seamless integration**
This typographic styling applies everywhere, from bold headlines to standard body copy, ensuring our signature look is instantly recognizable at every touchpoint.



page title / packaging examples

SystemCare

Boiler breakdown is inconvenient for both the homeowner and contractor. Through SystemCare, we can deliver a bespoke solution to each customer, helping to reduce the cost and disruption of emergency call-outs, whether for boiler replacement or repair.

copy example



section 02
typography

sent



typography

2.01 primary typeface

Gotham

To align with the Aalberts hfc visual identity, Sentinel has adopted Gotham as our primary display typeface. This shared aesthetic creates a unified brand presence that is unique, recognizable, and memorable. Gotham should be used for all external publications and presentations, as its design perfectly embodies the Aalberts core values: self-confidence, accountability, passion, professionalism, pragmatism, and inspiration.

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

Gotham bold in lower case is a strong font 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 text and it recommended to always display it in lower case.

The Gotham typeface is available from Hoefler & Co. (www.typography.com/fonts/gotham) and is currently available through Adobe Fonts (users with paid Creative Cloud subscriptions can activate and use it across Adobe applications at no extra cost).

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ÿ ? ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ÿ ? ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ÿ ? ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ÿ ? ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©



typography

2.02 limited space typeface

Gotham Extra Narrow

Think of Gotham Extra Narrow as the ‘space-saving sibling’ of our primary Gotham typeface. The Extra Narrow weight keeps that same clean, modern look but the individual characters are thinner, making it much easier to fit more text into smaller areas without it feeling cluttered.

Gotham Extra Narrow can be used for limited room, text heavy areas of our packaging to make sure fine print at smaller sizes is easy to read, e.g. instructions and contact details on our multi-language additive labels. This gives us the freedom to include all the necessary details while keeping the design looking sharp and professional.

Since the letters are more slender, feel free to give them a little extra ‘air’ (tracking) if the text starts to feel a bit tight on the eyes!

Gotham Extra Narrow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ÿ ? ! & @ ‘ ’ “ ” « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Gotham Extra Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ÿ ? ! & @ ‘ ’ “ ” « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Gotham Extra Narrow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ÿ ? ! & @ ‘ ’ “ ” « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Gotham Extra Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ÿ ? ! & @ ‘ ’ “ ” « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©



typography

2.03 alternative typeface

Arial

Websites, PDFs, Microsoft PowerPoint and Word (if 'embed font' selected during saving) and professional design software (i.e. Adobe Creative Cloud) 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 doesn't allow font embedding (i.e. Microsoft Excel). 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.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # \$ £ € ¢ / () [] { } . , ® ©



typography

2.04 headline and subtitle

headline

Headlines are in lower case Gotham Light, in either red, white or black.

Line spacing = 120% x-height.

The headline font size must be twice the size of the subtitle.

subtitle

Subtitles are in lower case Gotham Book, in a colour different colour to the headline; red, white, black or dark grey (75% black).

Subtitle font size = ½ headline font size (½ x-height).

headline font size =
x-height
line spacing =
120% x-height

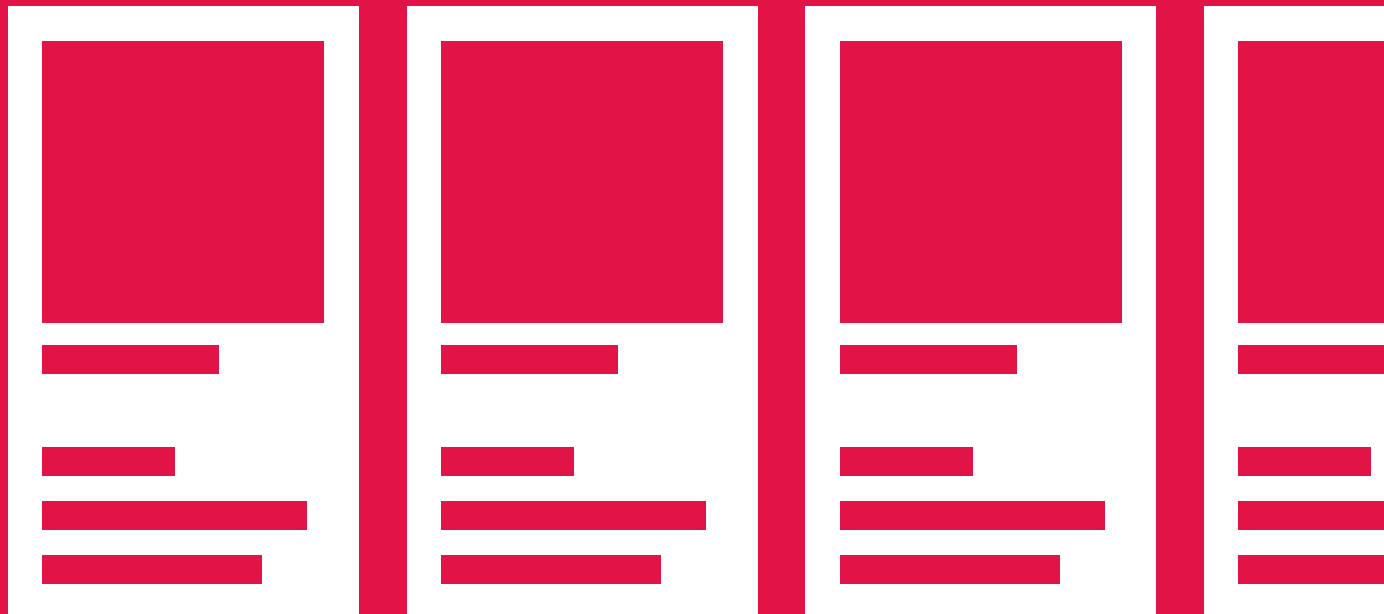
lorem ipsum
devisw et warset
dilanos quive

subtitle font size =
½ headline font size

hymnette di patio

section 03

our colour palette



our colour palette

3.01 core colours

Red has always been at the heart of Sentinel. It's more than just a colour to us; it's an integral part of our identity that represents the energy, passion, and reliability we've built our reputation on over the years. From our very first products to our latest innovations, red is the thread that connects our history to our future.

a fresh look, together

To celebrate our place in the wider family, we've updated our signature red and greys to match those from the Aalberts hfc colour palette. By aligning our look with our parent company, we're strengthening our global connection while keeping that classic Sentinel feel. It's a subtle shift that makes a big impact on how we show up together.



Red	Black	White
PMS 186	PMS Black	
C0 M100 Y65 K5	C0 M0 Y0 K100	C0 M0 Y0 K0
R206 G14 B45	R0 G0 B0	R255 G255 B255



Dark Grey	Grey	Light Grey
PMS Cool Grey 11	PMS 423	PMS Cool Grey 1
C0 M0 Y0 K75	C0 M0 Y0 K60	C0 M0 Y0 K10
R64 G64 B64	R135 G135 B135	R237 G237 B237



our colour palette

3.02 product colours

While our core colours lead the way, they don't have to work alone. These 'hero' colours are designed to sit perfectly alongside our wider product colour palette. Use our core colours to anchor your design and provide a consistent frame, then let the product colours bring in the variety and detail needed for specific ranges or technical info.

versatility through contrast

To give you more flexibility in your designs, each of our product colours comes with a light and dark variant. This ensures you always have the right level of contrast, whether you're layering text over a background or creating clear, easy-to-read charts. It's all about making sure our technical information is as accessible as it is colourful.

X100, & Vortex300	X200, JetFlush Rapid+ & Condensafe+	X300	X400, R600 & SESI	X500 & Vortex250 Flush	X700 & Vortex200
					
C0 M12 Y100 K0 R255 G218 B0	C0 M100 Y65 K5 R201 G1 B61	C100 M52 Y0 K0 R0 G103 B178	C59 M0 Y6 K0 R98 G198 B233	C100 M0 Y86 K3 R0 G148 B83	C7 M100 Y36 K25 R178 G6 B77
					
C0 M45 Y100 K0 R245 G156 B0	C0 M100 Y65 K30 R176 G9 B48	C100 M75 Y0 K5 R1 G67 B143	C80 M12 Y18 K0 R0 G162 B198	C100 M30 Y86 K3 R0 G121 B77	C30 M100 Y40 K42 R126 G17 B62
X800 & Vortex500	X910, X910C & Vortex150	Leak Sealer, R100 & R200	CalSanit, R500, R500C, R800 & Vortex250 Drain	HX850	InstaCheck, SystemCheck & Vortex700
					
C50 M100 Y0 K0 R149 G27 B129	C0 M65 Y100 K0 R238 G114 B3	C0 M35 Y85 K0 R249 G178 B51	C40 M0 Y100 K0 R175 G202 B11	C73 M68 Y0 K0 R95 G91 B165	C60 M0 Y20 K0 R99 G195 B209
					
C65 M100 Y10 K45 R100 G27 B101	C0 M75 Y100 K15 R207 G82 B8	C0 M55 Y85 K0 R241 G137 B50	C60 M15 Y100 K0 R122 G166 B44	C94 M100 Y0 K1 R63 G38 B130	C95 M0 Y30 K0 R0 G160 B182



section 04

graphic devices



graphic devices

4.01 dot array

Our signature dot array is a repeating horizontal dot device that keeps our look clean and consistent. When working with a tight layout, the number of dots in the row can be reduced to perfectly fit your specific space (to a minimum of 5 dots wide). While it's a versatile tool, we use two specific versions to keep our collateral and packaging distinct.

which version should I use?

For collateral: Use the 2-row version for banners, brochures, presentations, stationery, etc. To keep it subtle and professional, stick to 10% black, 25% black or white. Use it with a 50% opacity on coloured backgrounds to keep it discreet but on-brand.

For packaging: Exclusive to our products, this 3-row version can be used in any of our packaging colours to match the specific product. Only use the dark product colour on a light background, and vice-versa.

do

- Include a margin whenever possible around the dots (especially with close print cropping)
- Match the height of the Sentinel logo when using side-by-side.

don't

- Rotate the dots in any direction.
- Use very large dots.
- Distort the dots.

2-row version (for collateral) examples



25% black dots on 10% black background



10% black dots on white background



white dots on red background

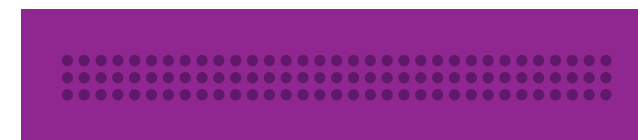


25% black dots with 50% opacity on red background

3-row version (for packaging) examples



X100 dark dots on X100 light background



X100 dark dots on X100 light background



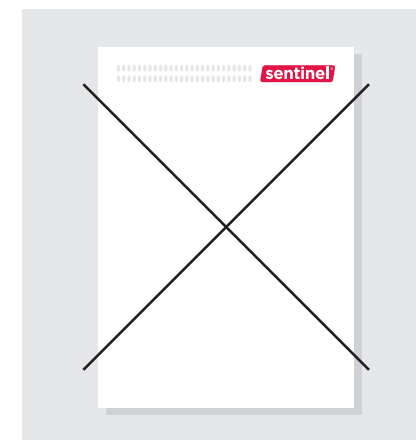
R600 light dots on R600 dark background



Don't rotate the dots



Don't use large dots



Don't distort the dots



graphic devices

4.02 angled shape

Our second graphic device is a bold, rounded rectangle designed to add a sense of movement and energy to our layouts. This shape can be any width or height, but should always be set at a 15° or -15° angle with a corner radius of $\frac{1}{2}Y$ to maintain consistency.

Because this is a more prominent element, you have total creative freedom with the size and the palette - it can be used in any of our core or product colours. It's a great way to highlight text or frame imagery while staying true to our visual identity.

off the edge

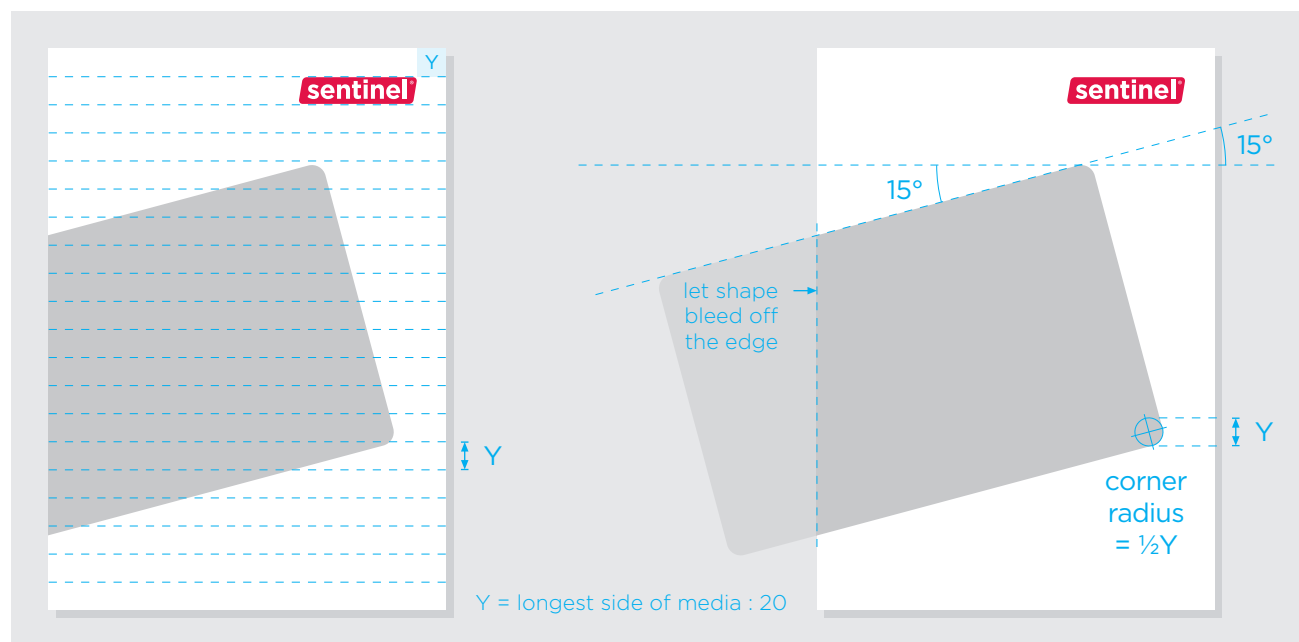
To get the most dynamic effect, this shape works best when it bleeds off the edge of the frame. Instead of floating it in the centre, let it 'cut off' at the edge of the layout to create a more modern, expansive feel that draws the eye across the page.

multiple shapes

Use more than one shape on a page to create areas of interest. To keep the design from feeling cluttered, we recommend sticking to our core colours plus one chosen product colour, or the light and dark colours for a single product when featuring multiple shapes in a single layout.

using both devices together

Feel free to use the angled shapes and dot array on the same layout, but when doing this make sure the dot array always appears at the bottom of the page, with a margin of $1Y$.



Let the device bleed off the edge



Use more than 1 angled shape



Use angled shapes and dot array



graphic devices

4.03 product infographic icons

Derived from our core Clean Protect Maintain (CPM) icons (see section 05), this bespoke suite of graphic devices is designed to communicate specific product benefits at a glance.

These secondary icons can be used to compliment the primary CPM icons across both print and digital media. Keep the size of the outer circle the same across each icon, this will maintain line weight across the icons and ensure consistency on the page.

X100

- 1 Extends system life
- 2 Trusted for 35 years
- 3 All system metals

X200

- 1 Reduces noise
- 2 Restores efficiency
- 3 All system metals

X300

- 1 Powerful cleaning
- 2 Removes install debris
- 3 Washes off grease/oil

X400

- 1 Eliminates cold spots
- 2 Restores circulation
- 3 Prepares for new parts

X500

- 1 Prevents freezing
- 2 Prevents gas formation
- 3 Enhanced protection

X700

- 1 Biocide/fungicide
- 2 Compatible with X100
- 3 Non corrosive

X800

- 1 Fastest ever formula
- 2 Targeted cleaning
- 3 Works in cold systems

Leak Sealer

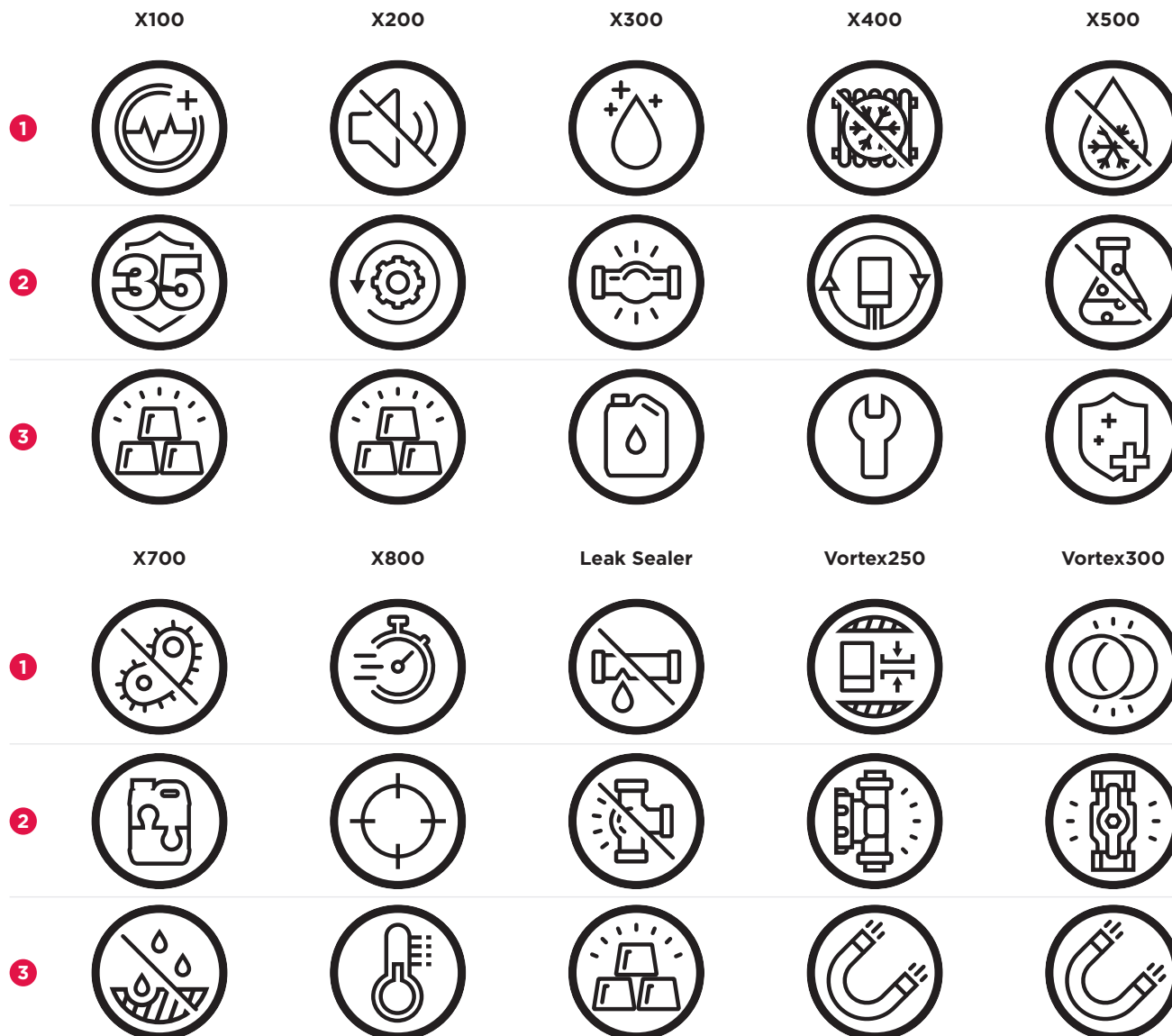
- 1 Seals minor leaks
- 2 Does not block
- 3 All system metals

Vortex250

- 1 Ideal for tight spaces
- 2 High quality T-piece
- 3 Powerful magnet

Vortex300

- 1 Dual seals
- 2 High quality valves
- 3 Powerful magnet



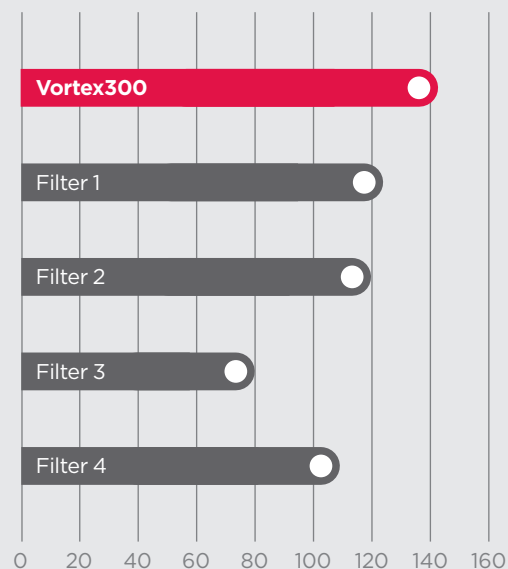
graphic devices

4.04 graphs and charts

fun fact

Facts and figures don't have to be boring. That's why our graphs and charts should represent information in the most colourful and engaging way possible – in other words, have fun!

Designs should aim to incorporate our Sentinel visual architecture as much as possible, especially the dots, core and product colours and typeface.



section 05
clean, protect and maintain



clean, protect and maintain

5.01 introduction

Sentinel products offer an entire system of care. So to help our audiences understand that better, we've introduced our Clean, Protect and Maintain icons.

best practice

These icons represent each stage in our best practice solution for the lifetime protection of heating and hot water systems:

- **Clean** to prepare for greater performance
- **Protect** to prolong system efficiency
- **Maintain** to ensure durable protection

They also allow us to categorise our broad range into the different stages of the process, so it's easier for customers to see where each product plays its part.

When the Clean, Protect and Maintain (CPM) device is used in its entirety (as shown opposite) it should appear in dark grey (or white when placed on a dark background).



clean, protect and maintain

5.02 variations

The icons can be used flexibly. Even though the graphic icons should never be changed, the way they're used allows for a great deal of flexibility.

All the versions shown here are acceptable and can be used depending on the location or situation.

1 The complete device

Can be translated into other languages where necessary.

2 No links

Use this version when the links are inappropriate – for example, a divided banner.

3 Descriptor

When there is a need to highlight one category in the sentinel system, this should be done as shown, using the Sentinel red to highlight the category.

4 Vertical

This is ideal for use on areas such as exhibition stands, where space dictates the standard horizontal version is impractical.

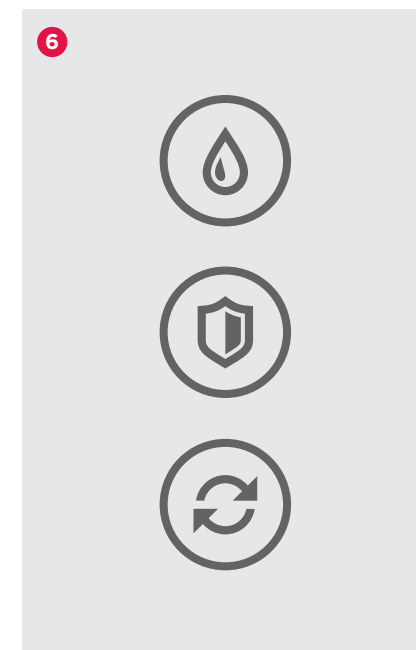
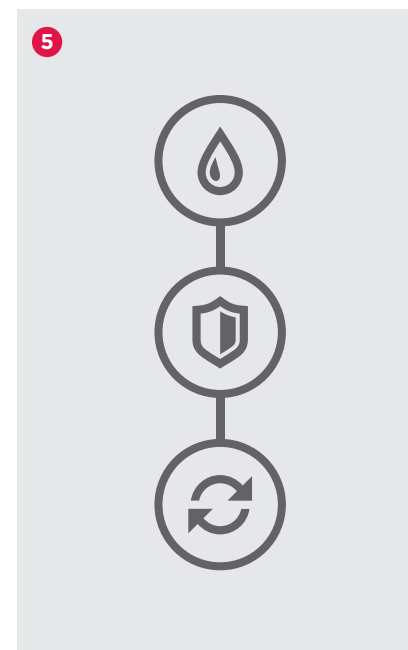
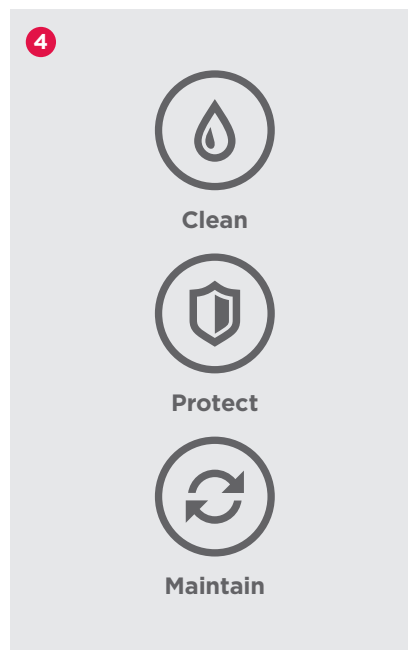
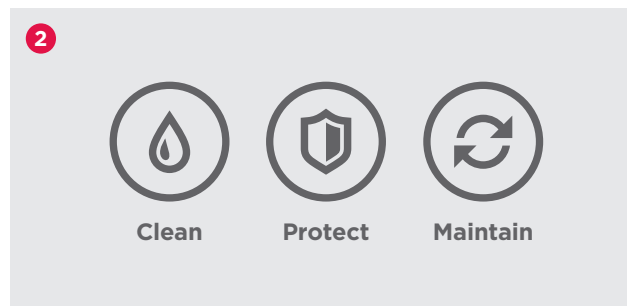
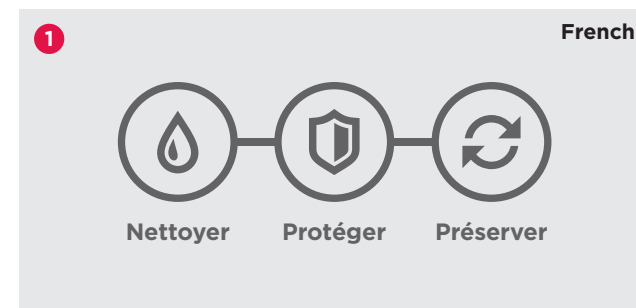
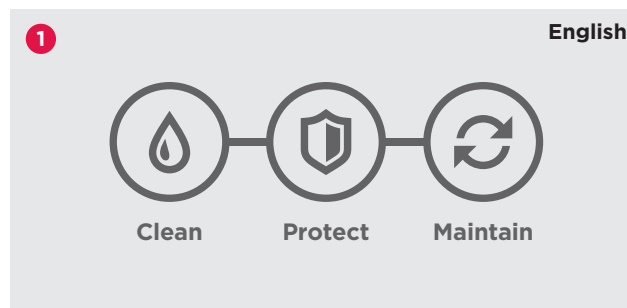
5 Vertical with links

Use this in narrow spaces where supporting copy describes Clean, Protect, Maintain.

6 Icons only

Use this version when the links are inappropriate and supporting copy describes Clean, Protect, Maintain (can be used horizontal or vertical).

The individual icons can be used to denote a product's primary use (see examples on page 32).



clean, protect and maintain

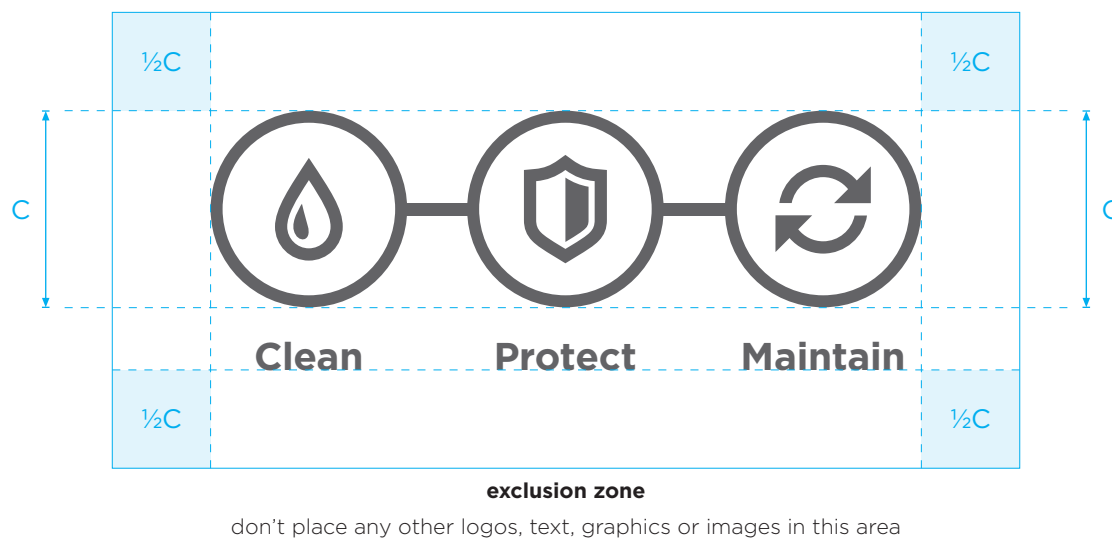
5.03 exclusion zone

As with the main logo, space is important. That's why we've specified an exclusion zone around the CPM device that makes sure it remains distinct from any other graphic element it may sit next to.

The exclusion zone has been based on the height of the icons as shown.

Exclusion zone = $\frac{1}{2}C$ around the device

C = height of icons



clean, protect and maintain

5.04 examples

Feel free to use the CPM device in Sentinel collateral to promote our best practice solution for the lifetime protection of heating and hot water systems.

Collateral featuring the CPM device can take many forms, here are a small selection of examples of how the device can be used.

The Sentinel System



Clean
Protect
Maintain

We've organised our products into three categories; **Clean, Protect and Maintain** to help make best practice solutions simple.

The Sentinel System encourages lifetime protection for heating and hot water systems with the best practice process of Clean, Protect and Maintain.

page 2 | Introduction

The Sentinel System



Clean
to prepare for greater performance

- Cleaning a new system will remove any installation debris and the residue which, if left inside the system, will cause corrosion.
- Restoring a dirty system will remove sludge build-up, improving the efficiency of the system and help save on fuel costs.

Protect
to prolong system life and efficiency

- After cleaning, it is important to protect your system from immediate corrosion and sludge build-up.
- Chemical inhibitors and physical system filters are proven to provide ongoing protection.

Maintain
to ensure durable protection

- Once a system is cleaned and protected, it is important to ensure that the protection is maintained on a regular basis.
- Many factors can impact the level of protection a heating system has, for instance, the removal of a radiator whilst decorating.
- We advise checking the quality of the water and level of protection annually as a minimum.

For more in-depth product information including product fact sheets, safety data sheets and usage guidance visit www.sentinelprotects.com

title solutions | page 3

brochure spread
complete device and horizontal icons



trusted to **Clean, Protect and Maintain** heating systems for over 35 years



the best just got better



Vortex300 filter
Compact central heating filter with powerful magnet and 3 bypass valves

HydraCheck
Hydraulic flow control device with Vortex300, CPM and 300T

X300 Cleaner
Powerful 3-stage cleaning solution for heating systems

X400 Cleaner
Specialised cleaner for removing scale and sludge from radiators and pipework

X800 Cleaner
Advanced cleaning solution for removing stubborn deposits and corrosion

X100 Inhibitor
Protects against corrosion and scale formation

X700 Biocide
Prevents bacterial growth and odour

VistaCheck
Visual inspection tool for checking system pressure and flow

Hydronic flow control

www.sentinelprotects.com

exhibition stand
complete device



trusted to **Clean, Protect and Maintain** heating systems for over 35 years



Vortex300

Heating system filter
with strong magnetic and category leading debris collection

Why install a heating system filter?

- Protects components against harmful magnetic debris that can build up in heating systems
- Ensures efficient heat transfer by reducing the chance of debris build up and cold spots in circulation

A quality heating system filter, like Vortex300, captures harmful debris so it can be removed, for optimum system efficiency and service life.

Performance



Why choose Vortex300?

Premium performance

- Category leading debris collection performance
- Fast installation
- 300T adjustable T-piece for in-line installation in minutes onto a variety of pipework orientations
- 2 isolation valves included, in a choice of 3 sizes: 22mm, 1/2" NPT and 1/2" F
- Simple servicing
- Redesigned, easy to open top collar (new for 2025)
- Flush in seconds under system pressure
- Removes filtration chamber to inspect collected debris and clean the sieve - no specific tool required
- Quality confidence
- New premium look and finish (new for 2025)
- 10 year total product guarantee
- Updated shut off arrangement that doesn't require replacing at service (new for 2025)

Hydronic flow control

product leaflet
'Protect' descriptor

section 06

collateral



collateral

6.01 tone of voice

Our collateral is more than just paper and pixels; it's the steady handshake that builds lasting trust.

We engage our audience by striking a careful balance, staying sharp, witty, and easy to understand across our brochures, socials, and beyond. By keeping our tone **casual** and **fun**, yet grounded in **respect** and **expertise**, we turn every interaction into a clear signal that we know our stuff and value yours.

Ensure the trust is maintained by following the guidelines opposite when writing copy for any of our communications.

casual

We communicate in everyday language that is simple and easy to understand, making even complex ideas easy to grasp. Our wording is precise, specific and clear. We always use active voice, as it is more direct.

fun

Our tone is playful and humorous, but never inappropriate. We use wordplay and metaphors, but never locker room talk or other forms of below the belt humour. We are always more quick-witted than just being a "jokester", using anecdotes and observations as a way to connect with the audience.

respectful

Communication is always respectful, taking into account the importance of reputation and trust. We sound confident, but never arrogant. We're always approachable, as a way to connect with our target audience.

expertise

We're neither overly enthusiastic nor boringly sober. We induce deep feelings of trust and safety by knowing and tapping into the challenges of our target audience - and also highlight performance and quality, backed up by facts or examples.



collateral

6.02 brochure covers

front covers

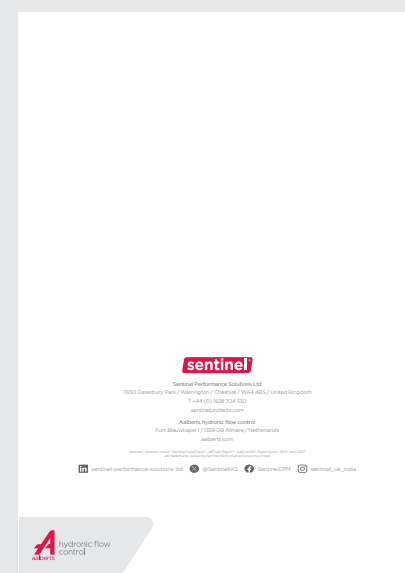
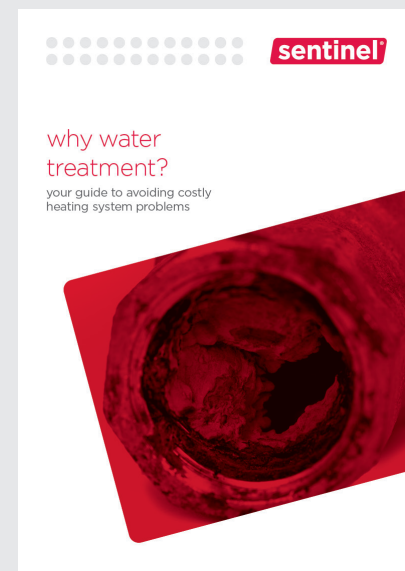
Use the logo, text, imagery, colours, devices and icons to create a clean, fresh and focussed cover.

The Sentinel logo should always appear top right, and remember to use plenty of white space to allow the images and text to breathe.

back cover

The back cover of a brochure should be as detailed on page 11 of this document:

A centred lock-up containing the Sentinel logo, address, telephone number and web address, followed by the Aalberts hfc address and telephone number, trademark information, and socials. The lock-up should be positioned in the bottom half of the page, above the Aalberts hfc endorsement.



6.03 brochure layouts

Brand Guidelines | Page 36

how Vortex **Protects** your system

minutes to install, seconds to clean

Rotate T-piece to suit pipework
Save time on site with its in-line installation and 360° positionable T-pieces, which allows easy fitting onto many different orientations of pipework.

Ultra-powerful neodymium magnet assembly
removes magnetic debris from flow

Customise your Vortex300
Add your own logo to the Vortex300 to give your customers a personalised touch to your install

Redesigned collar and dual seal arrangement
on T-piece and lid

360° positionable T-piece with quality brass valve
fits any pipe

Innovative Vortex Core
enhances retention of debris and ensures the filter cannot block

Flush, or wash clean
For servicing and cleaning, simply withdraw the magnet and flush via the anti-tamper flush valve. Alternatively, to show collected debris, unscrew the top of the filter and clean.

Anti-tamper flush valve
Empties the filter in seconds

Additive dosing
Flush valve compatible with Sentinel Rapid-Dose®

10 year guarantee
Our filters are engineered and individually tested to meet the exacting standards we have demanded of our products since 1988.

total solutions | page 9



of boilers installed since April have experienced some kind of fault.

Keep your tenants happy

that's...

21.5 million

unhappy people who have experienced a home without heat or hot water.

Source: Which boiler survey

Boiler breakdown is an inconvenience for both the homeowner and contractor.

Through Redfearn, we can reduce a domestic boiler's time to earth customer, helping to keep the cost and duration of emergency calls.

Whether for boiler replacement or repair, Redfearn is the go-to for homeowners and landlords.

SpiesOnGas has been designed with market-leading products and expertise to ensure that you can recover the required time and cost of water

Investment upon installation, Redfearn's replacement system keeps the customer and adds value to the property.

Our water care system reduces the time taken to install and the cost of the system to replace the boiler.

6.04 leaflets

As with all Sentinel collateral, use the logo, text, imagery, colours, devices and icons to bring our leaflets to life.

On the front product leaflets, the Sentinel logo should always appear top left, with the product name below, and the descriptive subtitle below that.

For other leaflets the logo can be placed in any corner except bottom left - this area is reserved for the Aalberts hfc endorsement on all leaflets, and must appear on at least one of the side.

Detailed information about the product leaflet sign-off is available on page 11 of this document.



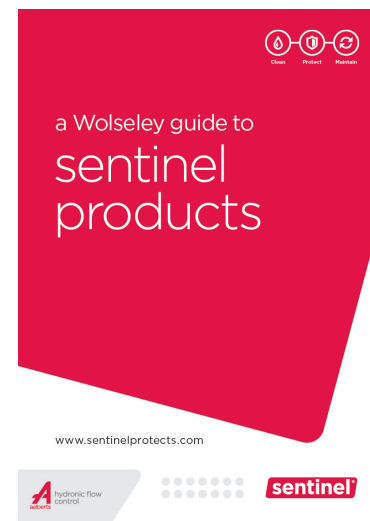
product leaflet
front



product leaflet
back



merchant leaflet
front



merchant leaflet
back

collateral

6.05 exhibition stands

For all exhibition stands, roller banners and other large format graphic panels use a variation of the logo, text, imagery, colours, devices and icons to achieve the best results.

The Sentinel logo should always appear at the top, with the Aaberts hfc endorsement bottom left. Remember to use plenty of white space to allow the images and text to breathe.



trusted to **Clean, Protect** and **Maintain** heating systems for over 35 years



CleanProtectMaintain

the best just got better

Vortex300 filter
compact central heating filter with powerful magnet and 2 isolation valves



Customise
add your own logo for a personalised touch



VortexCheck
interactive service reminder compatible with Vortex300, 500 and 700 filters



X300 Cleaner
heavy duty cleaner, specifically designed for new systems



X400 Cleaner
thorough sludge remover, ideal for pre-circulating 3-4 weeks before filling



X800 Cleaner
rapid cleaner, specifically designed to clean systems inside 1 hour



X100 Inhibitor
ultra-low system inhibitor, recommended by boiler manufacturers



X700 Biocide
protects low temperature systems such as underfloor heating



InstaCheck
on-site testing kit and app for checking water quality and inhibitor levels



the best just got better
sentinelprotects.com



hydraulic flow control

www.sentinelprotects.com

exhibition stand
complete cpm and
angled shape devices



Vortex300

powerful magnetic system filter with 10 year guarantee

minutes to install, seconds to service

dual seals that do not require replacement

quick and easy to clean without strip down

category leading debris collection

leak-free guarantee

the best just got better
sentinelprotects.com





10 years guarantee



10 minutes to install



10 seconds to service



hydraulic flow control

roller banner
angled shape devices
and product icons



INSTA CHECK

water testing kit with accompanying app

instant results and recommended actions through the app

test at install or service

record your work and show systems are:

- clean
- inhibitor free
- protected by X100 inhibitor

immediate lab-style results
sentinelprotects.com/instaCheck





hydraulic flow control

roller banner
angled shape device
and maintain icon

Brand Guidelines | Page 38



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[sentinelprotects.com](https://www.sentinelprotects.com)

Aalberts hydronic flow control

Fort Blauwkapel 1 / 1358 DB Almere / Netherlands

[aalberts.com](https://www.aalberts.com)

Sentinel® is a trademark owned by Sentinel Performance Solutions Limited



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[@SentinelHQ](https://twitter.com/SentinelHQ)



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[sentinel_uk_insta](https://www.instagram.com/sentinel_uk_insta)