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THE POWER OF THE BRAND

What You Create Matters

If you are providing creative services for the Arcoaire brand, one of its distributors and/or dealers, please familiarize yourself with these brand guidelines. Doing so will ensure the materials you produce are consistent and align with the voice, style, and visual identity that customers associate with the Arcoaire brand.

When you create materials that complement and support our brand image, Arcoaire consumers experience certain thoughts and feelings, making them more inclined to thoughtfully consider or to purchase our products and services. The guidelines in this document contain the details you need to make sure your creative work produces the desired effect.

Arcoaire’s brand identity and how well it lives up to the promises and the images it shares with consumers is what defines the company’s reputation and success. Thank you for following the information in this brand guide and for working alongside the Arcoaire brand to ensure the customers’ experiences with the brand are consistent and effective.

Please contact your Arcoaire representation for clarification of any brand or style requirement.

BRAND PLATFORM

Before the final production of any material, ensure that it easily reflects the following high-level statements that guide the Arcoaire® brand strategy.

Arcoaire is:

- A rugged brand, delivering enduring performance and reliability
- Dealer trusted and recommended
- Worthy of a consumer's trust



BRAND POSITIONING

Acquaint yourself with the foundational brand positioning statements so the essence of the brand can be captured in your creative materials. Effective materials can inspire, persuade, and motivate consumers to consider purchasing Arcoaire products and services.

The core of the Arcoaire brand is represented by:

- Solidly built product that is rugged and tough
- A dependable product and brand
- Trustworthy, confident, and hardworking dealers
- A focus on service
- A reliable solution for a cost-conscious consumer
- Confidence

Important Co-Op Considerations

A vendor's compliance to the requirements set forth in this brand guide impact whether or not a dealer is approved to receive co-op funds to underwrite all or part of the materials. Materials that do not follow these guidelines will not be eligible for co-op reimbursement and dealers will be denied co-op payments.

You can find more Co-op and Advertising Guidelines for the Arcoaire brand — as well as logos, product photography, pre-built templates for online banners, ads, flyers, and much more – at GoArcoaire.com under the Business Building Tools section.

BRAND GUIDELINES: Maximize the Arcoaire® Experience



ARCOAIRE BRAND LOGO

The Arcoaire brand logo is the most important visual representation of our brand. Therefore, use of the logo is carefully governed. PLEASE NOTE: the text bar which includes the words "Air Conditioning & Heating" is part of the logo and should always be included.

Size/Location

- The Arcoaire logo must be clearly and prominently shown, with treatment and visibility equal to that of any dealer logo used.
- Logo must be used without change or alteration and must be used with the appropriate registration mark (®).
- The minimum height for the logo is 1/4".
- Do not place the logo in a shape, over a shape, add any wording on or over the logo, or alter the logo in any way.
- The tagline "Enduring Performance" should be used with the logo in the appropriate location whenever practical. See below for details.

Clear Space

- Observe an equal clearance of 1/4" on all sides of logo.

Color

- The primary color for the logo is PMS 201 Maroon*. When it is not possible to match PMS, CMYK or RGB colors, the logo can be represented in 100% black.
- The logo can be displayed in reverse color in cases where the background color of the creative material prevents a clear and prominent representation of the logo.
- Do not use screens to dilute the logo colors.

Printing

- When printing a color piece with the logo, specify both the printing PMS color and its CMYK equivalent for the printer.
- Use 100% black print for the logo and tagline when it is not possible to match the PMS colors or to print in process colors.

ARCOAIRE BRAND TAGLINE

The tagline for Arcoaire is: Enduring Performance. Please observe the following when using the tagline in your materials.

- Use the tagline with the Arcoaire logo and not as a standalone phrase.
- Do not change or alter the tagline in any way.
- The color for the tagline is PMS 408 Tan*. When used in the black or reversed logo, the tagline should be black or reversed as well.

*See Color Palette on page 7 of this guide for CMYK and RGB values.



Minimum Height 1/4"



1/4" Clearance Area



Enduring Performance.



ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS

Overall Considerations

- Other logos in the Arcoaire family must be the **same size as or smaller** than the primary Arcoaire brand logo when used together.
- Use other logos only when they add to or fulfill Arcoaire's brand messaging and are appropriate for the type of material.
- Do not place any logo in or over a shape, add any wording on or over any logo, or alter any logo in any way.
- Registration marks or trademarks of secondary logos (or product series such as DuraComfort™) must be displayed in superscript when used as text for the first time on a page. Subsequent mentions on that same page do not have to display the registration mark or trademark. However, for any new page, the registration mark or trademark should be used again with the first reference.
- Print the logo in the color specified in this guideline. When it is not possible to match PMS or CMYK colors, logos in the Arcoaire family can be represented in 100% black.

Dealer Recognition Logo

Elite Dealer

- The crest must be used with and appear to the left of the Arcoaire brand logo.
- No registration mark or trademark should be included with the crest.
- Primary color for this logo is PMS 201 Maroon*.
- PLEASE NOTE: Only certified active Arcoaire Elite Dealers can use the Elite Dealer logo within their brand and marketing materials. For more information on this program, contact your ICP Distributor.



Warranty Logos

- Do not make any warranty representations other than those approved by Arcoaire per legal rules and requirements.

No Hassle Replacement™ Limited Warranty

- Requires a trademark (™).
- The informational tagline **MUST** always appear under the main portion of the logo and read: See warranty certificate for details.
- When warranty is mentioned in copy, always use this footnote disclaimer:
If compressor, coil or heat exchanger fails due to defect during the applicable No Hassle Replacement limited warranty time period, a one-time replacement with a comparable Arcoaire® unit will be provided.
- Colors* used for this logo are: PMS 201 (Maroon) for the word No, 100% Black for the word Hassle, PMS 408Tan for the words Replacement™ Limited Warranty and year number (1, 5 or 10) if designated, and Black for the informational tagline.



*See Color Palette on page 7 of this guide for CMYK and RGB values.

ADDITIONAL LOGOS (cont.)

Warranty Logos (cont.)

10-Year Parts Limited Warranty

- No registration mark or trademark.
- The informational tagline **MUST** always appear under the main portion of the logo and read: Timely registration required. See warranty certificate for details.
- When the 10-year parts warranty is mentioned in copy, always use its respective footnote disclaimer:

10-Year Parts Limited Warranty (furnace): *Timely registration required for 10-year parts limited warranty and lifetime limited heat exchanger warranty. Limited warranty period is 5 years for parts and 20 years for heat exchanger if not registered within 90 days of installation. Jurisdictions where warranty benefits cannot be conditioned on registration will receive the registered limited warranty periods. Please see warranty certificate for further details and restrictions.*

10-Year Parts Limited Warranty (non-furnace): *Timely registration required for 10-year parts limited warranty. Limited warranty period is 5 years if not registered within 90 days of installation. Jurisdictions where warranty benefits cannot be conditioned on registration will receive the registered limited warranty periods. Please see warranty certificate for further details and restrictions.*

- Colors* for this logo are: PMS 201 Maroon for the words 10Year and the boxed area, White (reverse) for the word Parts, PMS 408Tan for the words Limited Warranty, Black for the informational tagline.
- Logo can also be reproduced in black or white (reverse).



Heat Exchanger Limited Warranties (25, 20, 15, 10 and 5 year; lifetime)

- No registration mark or trademark.
- lifetime has no capital letters when used within logo.
- The informational tagline **MUST** always appear under the main portion of the logo and read: Timely registration required. See warranty certificate for details.
- Colors* for the Heat Exchanger Limited Warranty logos are: PMS 201 Maroon for the number of years word and the boxed area, White (reverse) for the words Heat Exchanger, PMS 408Tan for the word Limited, Black for the informational tagline.
- Logos can also be reproduce in black or white (reverse).



*See Color Palette on page 7 of this guide for CMYK and RGB values.

BRAND GUIDELINES: Maximize the Arcoaire® Experience



ADDITIONAL LOGOS (cont.)

SmartSense™ Technology

Observer® Communicating Control System

- SmartSense requires a trademark (™); Observer requires a registered trademark (®).
- Clearance area should be at least 1/4" from all sides of the logo.
- Logos should be no larger than 75% of the Arcoaire brand logo when used in combination with it.
- Colors for the SmartSense logo are: PMS 201 Maroon* for the word Smart, PMS 422 Gray* for Sense, and 100% Black for Technology.
- Colors for the Observer logo are: 63% Black for Observer, 100% Black for Communicating System.
- Logos can be reproduced in black or white (reverse).
- Do not add drop shadows, apply a gradation, rearrange or drop the secondary word(s) – Technology from SmartSense or Communicating Control System from Observer – from the logo.



ILLEGAL ARCOAIRE BRAND LOGO USES

- Do not place logo in a shape.
- Do not let logo touch, overlap, or be used under any other word or design.
- Do not use logo adjacent to or near enough to another logo where they could be assumed as one design.
- Do not use without "®" or less than 1/4" in height.
- Do not reproduce the logo in unapproved colors.
- Do not screen the logo colors. They should never appear as anything less than their full intensity.
- Do not reproduce the logo in a different font or change the capitalization of its letters.
- Do not add an unapproved tagline.




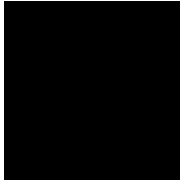








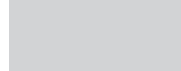


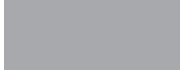


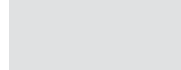


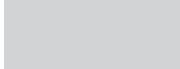


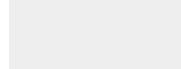

Enduring Performance.



COLOR PALETTE

Colors used in logos, images, design elements, and photographs are used to create certain emotions, thoughts, and feelings in the consumer that reflect back to the brand. To maintain consistent use of the colors across all materials, Arcoaire has a preferred color palette for vendors to use.

- Primary – Maroon is the primary color that defines the Arcoaire brand. Maroon appears in some form in every brand logo, typically in the most prominent design or text elements. PMS 201 or CMYK 0/100/63/29
- Secondary – Black is used as a secondary color and in ways that accentuate the use of the maroon color.
- Accent Colors – White, PMS 408 Tan, PMS 422 Gray, and PMS 1375 Orange can be used in creative materials for those elements that do not demand as much attention as other elements or messages, and can be used in elements like charts, tables, and diagrams.

	PRIMARY Maroon	SECONDARY Black	ACCENT White	ACCENT Tan	ACCENT Gray	ACCENT Orange
Pantone	PMS 201	Black	White	PMS 408	PMS 422	PMS 1375
CMYK	0 / 100 / 63 / 29	0 / 0 / 0 / 100	0 / 0 / 0 / 0	0 / 10 / 11 / 34	0 / 0 / 0 / 33	0 / 40 / 90 / 0
RGB	179 / 8 / 56	0 / 0 / 0	255 / 255 / 255	180 / 165 / 159	182 / 184 / 186	250 / 166 / 52
100% (Solid)						
60% (Tint*)						
40% (Tint*)						
20% (Tint*)						

**Tints should only be used in situations such as charts, tables and diagrams. Drawing from this limited palette will help present a strong and consistent brand appearance.*



BRANDING WITH IMAGES

When creating materials, keep in mind what appeals to the Arcoaire audience. The voice and visual elements of your materials should reflect the personality, lifestyle, routines and activities that appeal to Arcoaire customers. Graphics and images should always promote the brand position while being visually creative and appealing.

Lifestyle Photos

Lifestyle photos that depict or impart emotions, thoughts, and feelings associated with the following themes are consistent with the Arcoaire brand identity and message.

- Americana
- Working-class families
- Environments showing shared family activities being enjoyed
- People with a smart, can-do attitude toward home life
- Sense of enjoying the results from performing hard or rewarding work
- Nostalgia
- Inviting home setting but not high-end

Product

Product or component photos should be used sparingly in materials, unless the material is deliberately technical or product-focused in nature. When used, product photos should be sized no larger than necessary to show detail.

Ancillary products by other manufacturers or products that are not HVAC focused should be separated from information, photographs, and graphics devoted to Arcoaire.

BRANDING WITH VOICE

When crafting text, strive to achieve the following tone of voice in your creative materials.

- Conversational but straightforward; casual but knowledgeable
- Appreciation of consumers who seek enduring performance at an affordable price
- Dependability
- Simplified technical details, and mentioned only when necessary

Typography (Print/Web)

Part of creating a memorable brand image for Arcoaire is the consistent use of typeface and font size.

- “Trade Gothic LT Std” and “Univers LT Std” are preferred Arcoaire typefaces. They are readily available in the industry and they lend themselves well to print and online applications.
- Both typefaces are available in a full family of weights (boldness), sizes, including oblique/italic.
 - Headlines should be in a larger sized font than any subheads or body copy. Primary subheadings should be a larger sized font than secondary subheadings and body copy.
 - Bold should be used for headings and subheadings.
 - Arcoaire body copy, addresses, telephone numbers, and similar information use Standard or Regular weight and are not bolded.
 - Secondary subheads use oblique or italics.
- Depending on the type of Arcoaire material being created, the type used in mastheads and footers may be formatted differently.
- All body copy should be left aligned.

Please use the specific fonts noted below.

Typeface for Print

Headlines:	AaBbCcDd Trade Gothic LT Std Bold No. 2
Subhead #1:	AaBbCcDd Trade Gothic LT Std Bold
Subhead #2:	<i>AaBbCcDd</i> <i>Trade Gothic LT Std Bold Oblique</i>
Body Copy:	AaBbCcDd Univers LT Std 55 Roman

Typeface for Web

Headlines:	AaBbCcDd Trade Gothic LT Std Bold No. 2
Subhead #1:	AaBbCcDd Trade Gothic LT Std Bold
Subhead #2:	<i>AaBbCcDd</i> <i>Trade Gothic LT Std Bold Oblique</i>
Body Copy:	AaBbCcDd Univers LT Std 55 Roman

VISUAL DIRECTION

Shapes and sizes vary between marketing items designed to promote the Arcoaire brand, its products and services. Therefore, the following templates are meant to give a general visual direction to ensure consistency between all promotional elements. Please follow as best as you can logo placement, color usage, and text placement within all marketing items you help to create for the Arcoaire brand, its distributors and/or dealers.

Product and Program Brochures



Marketing Flyers*



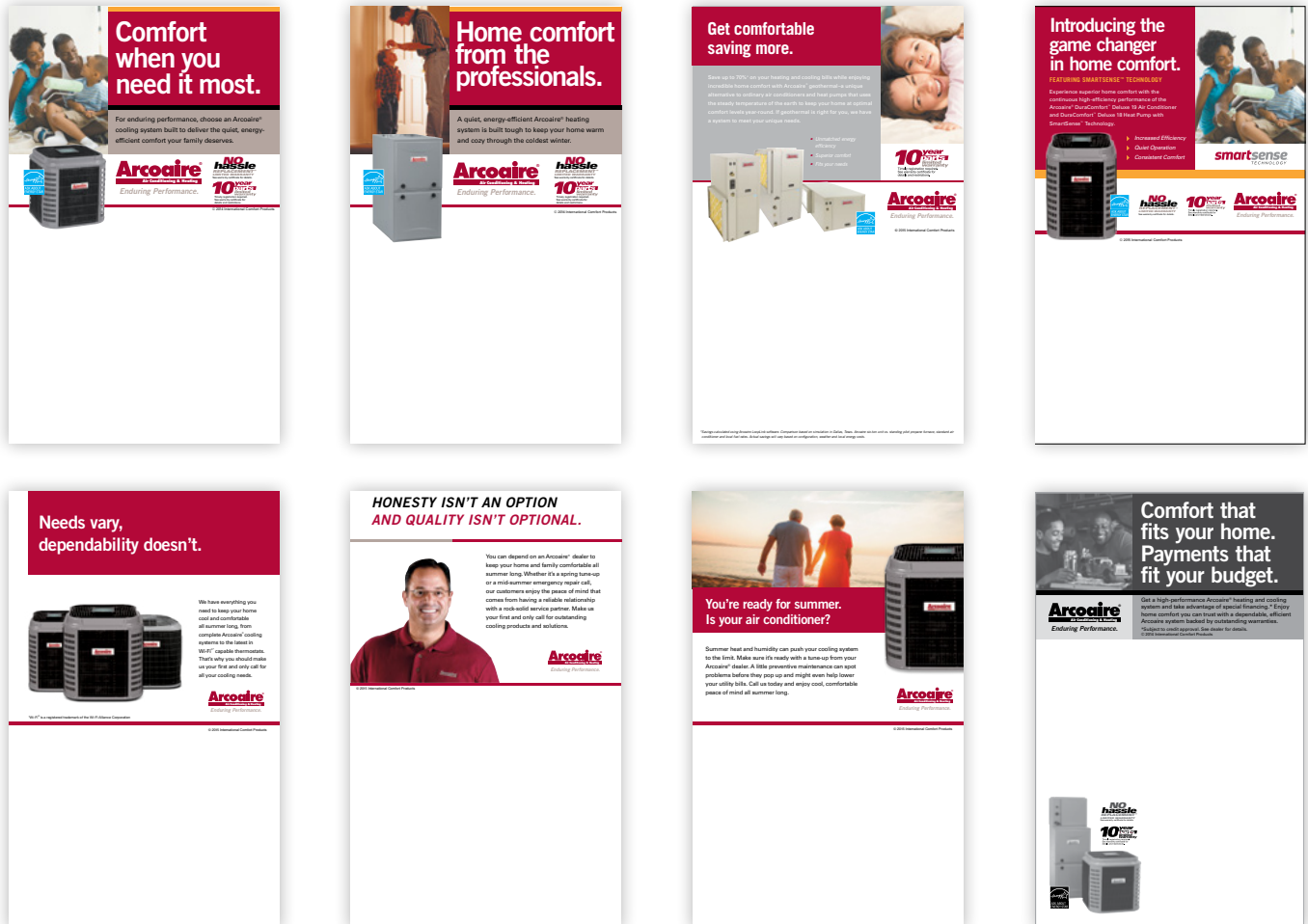
*Electronic templates for these flyers can be found at GoArcoaire.com in the Business Building Tools section.

BRAND GUIDELINES: Maximize the Arcoaire® Experience



VISUAL DIRECTION

Print Ads*



*Electronic templates for these ads and other marketing materials can be found at GoArcoaire.com in the Business Building Tools section.

THANK YOU FOR YOUR DILIGENCE

Ensuring the Arcoaire brand is consistently represented to consumers in our creative materials is a vital part of growing our identity and image the market place. Thank you for the role you play in helping us achieve this.