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**THE POWER OF THE BRAND**

**A Successful Brand Partnership**

Recognition of the Comfortmaker® brand in the market is largely due to the consistent image we project. It’s an image we live up to in everything we do, including in our creative materials. You, as a vendor to Comfortmaker, play a vital role in helping us maintain this brand identity.

Whether you create materials for us or for our distributors or dealers, it’s imperative that you familiarize yourself with the details in this style guide so your work can produce the desired effects and complement other Comfortmaker materials. Thank you for committing to the information in this style guide and for working alongside of us to ensure the customer’s experiences with the brand are consistent and effective.

Please contact your Comfortmaker representation for clarification on any brand or style requirements.

## BRAND GUIDELINES: CREATING MATERIALS WITH IMPACT

### BRAND PLATFORM

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

**Comfortmaker Air Conditioning & Heating is the HVAC brand that dealers trust and recommend to deliver quiet comfort with complete confidence that gives you peace of mind.**



### BRAND POSITIONING

Consistent use of words and images that support the brand personality will reinforce what cost-conscious, smart consumers expect from Comfortmaker. When you are selecting words, photos, and graphics for use in Comfortmaker creative materials, make sure they support and enlarge upon the brand positioning statements so you capture the nuances of the brand.

To complement the brand personality of Comfortmaker, your creative materials should capture the following themes and concepts.

- Personable
- Friendly
- Relaxed
- Family-oriented
- Low key

### 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 Comfortmaker brand — as well as logos, product photography, pre-built templates for online banners, ads, flyers, and much more — at [GoComfortmaker.com](http://GoComfortmaker.com) under the Business Building Tools section.

## BRAND GUIDELINES: CREATING MATERIALS WITH IMPACT



### COMFORTMAKER® BRAND LOGO

The Comfortmaker 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 Comfortmaker 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 “Comfort with Confidence.” 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 314 Teal\*. 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.

### COMFORTMAKER BRAND TAGLINE

The tagline for Comfortmaker is: *Comfort with Confidence.* Please observe the following when using the tagline in your materials.

- Use the tagline with the Comfortmaker logo and not as a standalone phrase.
- Do not change or alter the tagline in any way.
- The color for the tagline is PMS 429 Gray\*. 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.



## BRAND GUIDELINES: CREATING MATERIALS WITH IMPACT

### ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS

#### Overall Considerations

- Other logos in the Comfortmaker® family must be the **same size as or smaller** than the primary Comfortmaker brand logo when used together.
- Use other logos only when they add to or fulfill Comfortmaker'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 SoftSound®) 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 Comfortmaker 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 Comfortmaker brand logo.
- No registration mark or trademark should be included with the crest.
- Primary color for this logo is PMS 314 Teal\*.
- PLEASE NOTE: Only certified active Comfortmaker 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 Comfortmaker 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 Comfortmaker® unit will be provided.*
- EPS and JPG files for these logos can be found on GoComfortmaker.com.  
Warranty logos can be reproduced in CMYK, RGB, or 100% black.



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

## BRAND GUIDELINES: CREATING MATERIALS WITH IMPACT

### 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.*

- EPS and JPG files for these logos can be found on GoComfortmaker.com. Warranty logos can be reproduced in CMYK, RGB, or 100% black.

##### Heat Exchanger Limited Warranties

##### (25, 20, 15, 10 and 5 year; Lifetime and Lifetime Stainless Steel)

- 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.*
- EPS and JPG files for these logos can be found on GoComfortmaker.com. Warranty logos can be reproduced in CMYK, RGB, or 100% black.



Timely registration required.  
See warranty certificate for details and restrictions.



Timely registration required.  
See warranty certificate for details and restrictions.



Timely registration required.  
See warranty certificate for details.



Timely registration required.  
See warranty certificate for details.



Timely registration required.  
See warranty certificate for details.



Timely registration required.  
See warranty certificate for details.



Action required.  
Please see warranty certificate for details.



Timely registration required.  
See warranty certificate for details.



Timely registration required.  
See warranty certificate for details.



Timely registration required.  
See warranty certificate for details.

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



# BRAND GUIDELINES: CREATING MATERIALS WITH IMPACT

## 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 Comfortmaker brand logo when used in combination with it.
- Colors for the SmartSense logo are: PMS 314 Teal\* for the word Smart, PMS 429 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.

**smartsense**  
TECHNOLOGY

**smartsense**  
TECHNOLOGY

**smartsense**  
TECHNOLOGY

**Observer**  
COMMUNICATING SYSTEM

**Observer**  
COMMUNICATING SYSTEM

**Observer**  
COMMUNICATING SYSTEM

## ILLEGAL COMFORTMAKER 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.





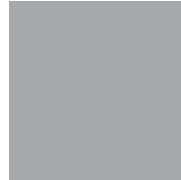

















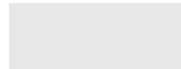
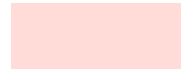


# BRAND GUIDELINES: CREATING MATERIALS WITH IMPACT

## 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, the Comfortmaker® brand has a preferred color palette for vendors to use.

- **Primary** – Teal is the primary color that defines the Comfortmaker brand. Teal appears in some form in every brand logo, typically in the most prominent design or text elements.
- **Secondary** – Black is used as a secondary color and in ways that accentuate the use of the maroon color.
- **Accent Colors** – PMS 631 Blue, PMS 367 Green, PMS 630 Light Blue, PMS 429 Gray, and PMS 171 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.

	<b>PRIMARY Teal</b>	<b>SECONDARY Blue</b>	<b>ACCENT Green</b>	<b>ACCENT Light Blue</b>	<b>ACCENT Gray</b>	<b>ACCENT Orange</b>
<b>Pantone</b>	<b>PMS 314</b>	<b>PMS 631</b>	<b>PMS 367</b>	<b>PMS 630</b>	<b>PMS 429</b>	<b>PMS 171</b>
<b>CMYK</b>	<b>100 / 0 / 9 / 30</b>	<b>67 / 0 / 12 / 2</b>	<b>32 / 0 / 59 / 0</b>	<b>47 / 0 / 11 / 0</b>	<b>3 / 0 / 0 / 32</b>	<b>0 / 53 / 68 / 0</b>
<b>RGB</b>	<b>0 / 132 / 169</b>	<b>38 / 188 / 215</b>	<b>180 / 216 / 139</b>	<b>126 / 208 / 224</b>	<b>176 / 183 / 188</b>	<b>246 / 144 / 93</b>
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

Part of what draws customers to a brand is the emotional and mental associations they have about what it stands for and how its reputation aligns with their own values. This is why it is vital that your creative materials reflect the personality and reputation that the Comfortmaker® brand has developed over the years.

### Lifestyle Photos

Support the brand's message by selecting images of activities, environments, and people that build upon the branding platform and personality of Comfortmaker. When you provide a voice for Comfortmaker using images, those images should reflect a feeling and mood of relaxation and family life and should include scenes of the following:

- A relaxing life at home with family
- Adults and children with dogs and family pets
- Older adults
- Children at play
- Family nostalgia, such as holidays, indoor gatherings

### Product

Comfortmaker appeals to the customer's desire to enjoy a comfortable home, so images that portray lifestyles should be used primarily. If the material, however, is specifically technical or product-focused in nature, it is appropriate to use product images.

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



## 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 Comfortmaker is the consistent use of typeface and font size.

- “Gotham” and “Georgia” are preferred Comfortmaker 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.
  - Comfortmaker 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 Comfortmaker 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**  
Gotham Bold

**Subhead #1:** **AaBbCcDd**  
Gotham Medium

**Subhead #2:** *AaBbCcDd*  
Gotham Medium Italic

**Body Copy:** AaBbCcDd  
Georgia Regular

### Typeface for Web

**AaBbCcDd**  
Gotham Bold

**AaBbCcDd**  
Gotham Medium

*AaBbCcDd*  
Gotham Medium Italic

AaBbCcDd  
Georgia Regular

# BRAND GUIDELINES: CREATING MATERIALS WITH IMPACT

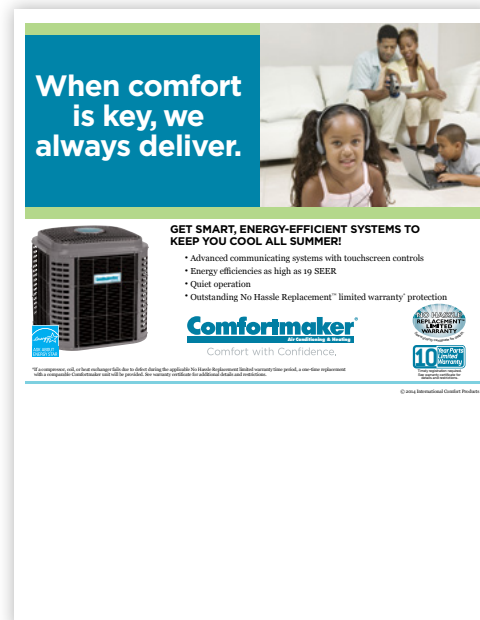
## VISUAL DIRECTION

Shapes and sizes vary between marketing items designed to promote the Comfortmaker 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 Comfortmaker brand, its distributors and/or dealers.

### Product and Program Brochures



### Marketing Flyers\*

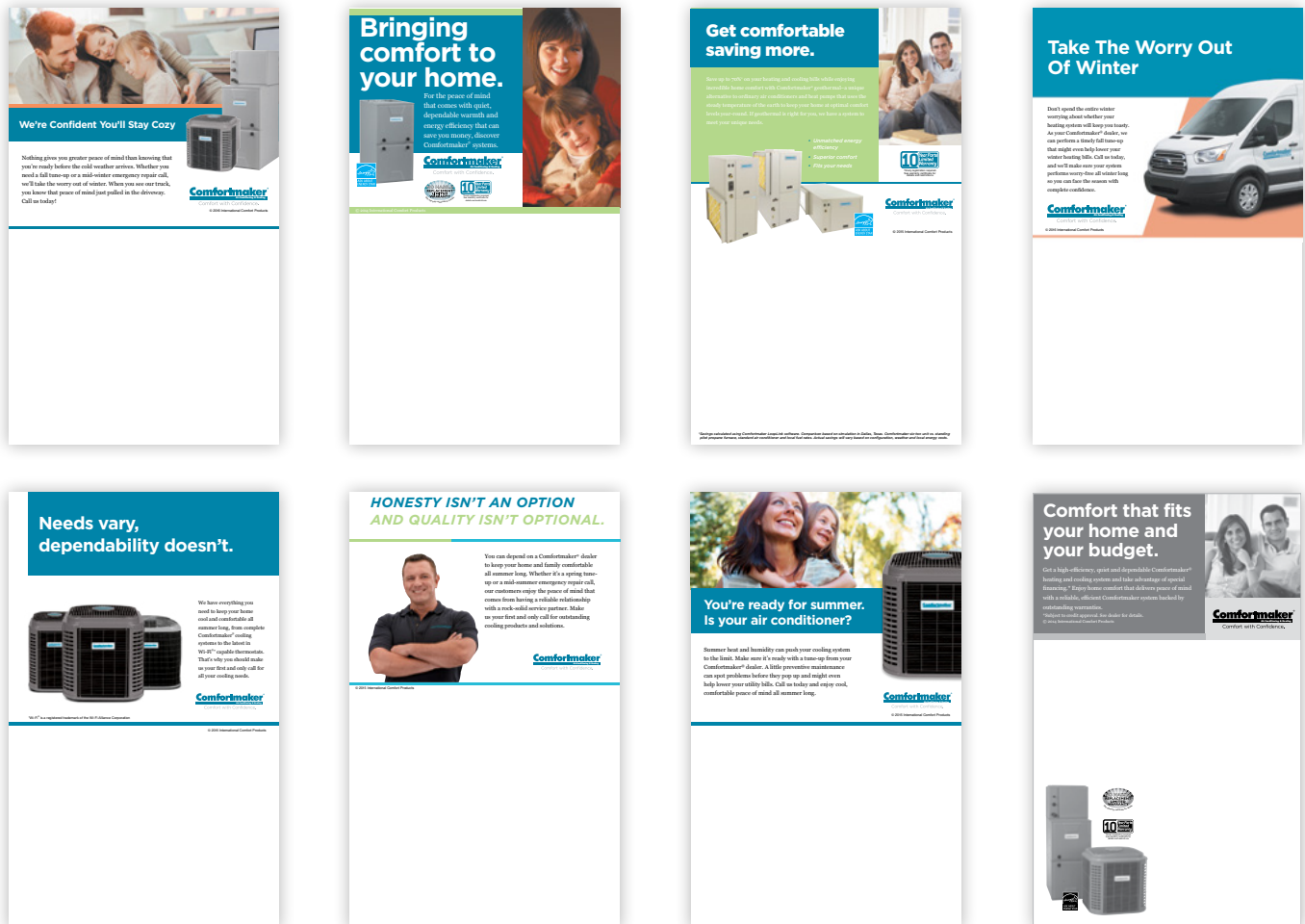


\*Electronic templates for these flyers can be found at [GoComfortmaker.com](http://GoComfortmaker.com) in the Business Building Tools section.

# BRAND GUIDELINES: CREATING MATERIALS WITH IMPACT

## VISUAL DIRECTION

### Print Ads\*



\*Electronic templates for these ads and other marketing materials can be found at [GoComfortmaker.com](http://GoComfortmaker.com) in the Business Building Tools section.

## THANK YOU FOR YOUR DILIGENCE

Ensuring the Comfortmaker 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.