

BRAND GUIDELINES: Materials That Match the Message



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THE POWER OF THE BRAND

Your Important Role in Our Branding

Consistently conveying the brand personality of KeepRite® in your materials is paramount to the brand's success. When materials that span all kinds of promotional vehicles support our image, consumers are more likely to consider a KeepRite purchase because the message is what they've come to expect from the brand.

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 KeepRite representation for clarification on any brand or style requirements.

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BRAND PLATFORM

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

KeepRite Heating & Cooling Products is the HVAC brand that the pros know and recommend because it's the smart choice to always keep their customers comfortable.



BRAND POSITIONING

KeepRite products are perfectly matched for savvy homeowners who want a quick and cost-conscious solution for a heating or cooling issue and want it delivered by someone they trust. Reinforce the brand's personality and message and by making sure your creative materials support the following concepts in text, graphics, and images.

- Down-to-earth
- Multicultural
- Tried and true
- Traditional
- Conservative

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 KeepRite brand — as well as logos, product photography, pre-built templates for online banners, ads, flyers, and much more – at GoKeepRite.com under the Business Building Tools section.

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KEEPRITE® BRAND LOGO

The KeepRite brand logo is the most important visual representation of our brand. Therefore, use of the logo is carefully governed. PLEASE NOTE: the text "Heating & Cooling Products" is part of the logo and should always be included.

Size/Location

- The KeepRite 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 "The Pros Know." 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 colors for the logo is PMS Cyan* for "KeepRite" and 75% Black for "Heating & Cooling Products". When it is not possible to match PMS, CMYK or RGB colors, the entire 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.

KEEPRITE BRAND TAGLINE

The tagline for KeepRite is: *The Pros Know.* Please observe the following when using the tagline in your materials.

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



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ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS

Overall Considerations

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



See warranty certificate for details.



See warranty certificate for details.

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

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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 of this logo can be found at GoKeepRite.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.

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.*
- EPS and JPG files of these logos can be found at GoKeepRite.com. Warranty logos can be reproduced in CMYK, RGB, or 100% black.



Timely registration required.
Please see warranty certificate for details.



Timely registration required.
Please see warranty certificate for details.



Timely registration required.
Please see warranty certificate for details.



Timely registration required.
Please 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.

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

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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 KeepRite brand logo when used in combination with it.
- Colors for the SmartSense logo are: PMS 715 Orange* for the word Smart, 50% Black 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 KEEPRITE 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" 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:

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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 KeepRite® brand has a preferred color palette for vendors to use.

- Primary – Blue is the primary color that defines the KeepRite brand. Blue appears in some form in every brand logo, typically in the most prominent design or text elements. PMS 285 or CMYK 89/43/0/0
- Secondary – Dark Purple (PMS 2766) is used as a secondary color and in ways that accentuate the use of the blue color.
- Accent Colors – PMS 666 Light Purple, PMS 290 Light Blue, PMS 130 Yellow Orange, and PMS 583 Green 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 Cyan	SECONDARY Teal	ACCENT White	ACCENT Warm Gray	ACCENT Light Cyan	ACCENT Orange
Pantone	PMS Cyan	PMS 3258	White	PMS 402	PMS 637	PMS 715
CMYK	100 / 0 / 0 / 0	59 / 0 / 33 / 0	0 / 0 / 0 / 0	0 / 6 / 14 / 31	55 / 0 / 9 / 0	0 / 36 / 71 / 0
RGB	0 / 174 / 239	96 / 197 / 186	255 / 255 / 255	187 / 176 / 163	98 / 202 / 227	251 / 175 / 95
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.*

BRAND GUIDELINES: Materials That Match the Message



BRANDING WITH IMAGES

Because images can tell powerful stories in creative materials, it's important that you select ones that capture and reflect the KeepRite® message. When matching photos to the brand, keep in mind the brand platform and positioning statements.

Lifestyle Photos

Using lifestyle photos that convey the following concepts will complement KeepRite's brand image and keep your materials on-message.

- Multicultural families
- Traditional home life
- Work/life happiness
- Busy families
- Quality times, such as eating with the family and children playing

Product

KeepRite materials rarely use product images. Instead, the focus is on lifestyle images that complement the brand's personality. Only use product images when the material is technical or product-focused in nature.

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

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 KeepRite® is the consistent use of typeface and font size.

- “ITC Franklin Gothic Std” and “Helvetica Neue” or “Arial” are preferred KeepRite 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.
 - KeepRite 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 KeepRite 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

Typeface for Web

Headlines: AaBbCcDd
Adelle Basic SemiBold

AaBbCcDd
Adelle Basic SemiBold

Subhead #1: AaBbCcDd
Adelle Basic SemiBold

AaBbCcDd
Adelle Basic SemiBold

Subhead #2: AaBbCcDd
Arial Bold

AaBbCcDd
Arial Bold

Body Copy: AaBbCcDd
Arial Regular

AaBbCcDd
Arial Regular

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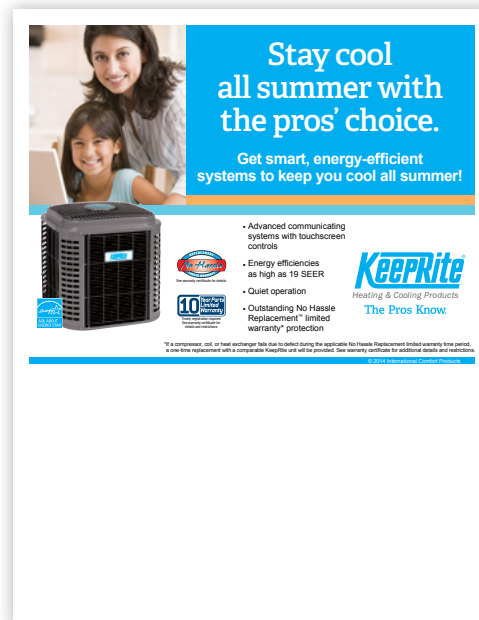
VISUAL DIRECTION

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

Product and Program Brochures



Marketing Flyers*



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

BRAND GUIDELINES: Materials That Match the Message



VISUAL DIRECTION

Print Ads*

Introducing the game changer in home comfort.

Featuring SmartSense™ Technology

- Superior system home control with the continuous high efficiency performance of the KeepRite™ ProComfort™ Design
- 10 Year Comfort and Protection™ Design
- 10 Year Home with SmartSense™ Technology
- Unmatched Efficiency
- Quiet Operation
- Consistent Comfort

© 2016 International Comfort Products

Makes heating a no-brainer.

Get smart, energy-efficient systems to keep you warm all winter!

- Advanced communicating systems with touchscreen controls
- Energy efficiency as high as 98% A/C
- Quiet operation
- Challenging No Heating Requirements™ "lowest energy" protection

© 2016 International Comfort Products

Get comfortable saving more.

Save up to 10% on your heating and cooling bills while enjoying unparalleled home comfort with KeepRite™ performance. A virtual alternative to furnace and condenser and heat pumps that uses the steady temperature of the earth to keep your home at optimal comfort levels year-round. If furnace is right for you, we have a system to meet your choice.

- Dramatic energy efficiency
- Superior comfort
- Pay your words

© 2016 International Comfort Products

Stay cool all summer with the pros' choice.

With energy-efficient engineering and outstanding warranties on our best home cooling systems, KeepRite™ heating and cooling products are the choice for homeowners who know the value of home comfort.

© 2016 International Comfort Products

Needs vary, dependability doesn't.

We have everything you need to keep your home cool and comfortable all summer long, from complete KeepRite™ cooling systems to the most cooling systems to be used up your first and only call for all your cooling needs.

© 2016 International Comfort Products

HONESTY ISN'T AN OPTION AND QUALITY ISN'T OPTIONAL.

You can depend on a KeepRite™ dealer to keep your home and family comfortable all summer long. Whether it's a spring tune-up or a mid-summer emergency repair call, our customers enjoy the peace of mind that comes from having a reliable relationship with a knowledgeable service partner. Make us your first and only call for outstanding cooling products and solutions.

© 2016 International Comfort Products

A Pro Tip For Staying Comfy

Before winter gets back, you need to take some your heating system up to the challenge. As your KeepRite™ dealer, we can perform a timely fall tune-up that might even help lower your winter heating bills. Call us today, and the KeepRite price will make sure you stay comfortable all winter long. Relax and let the pros handle it!

© 2016 International Comfort Products

Ready for an upgrade? Special financing available.

Make the smart choice with a KeepRite™ heating and cooling system and take advantage of special financing. Call efficient home comfort with a reliable, efficient KeepRite system backed by outstanding warranties. KeepRite is your answer. See how for more.

© 2016 International Comfort Products

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

THANK YOU FOR YOUR DILIGENCE

Ensuring the KeepRite® 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.