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THE POWER OF THE BRAND

YOUR CREATIVITY MAKES A DIFFERENCE

As a vendor producing creative materials for Heil and our distributors and dealers, it's important that you understand the Heil® brand and its identity and image in the market. Doing so ensures that your materials complement and align with the tone, message, and appearance that customers associate with Heil.

When you apply the details in these guidelines to your work, you help reinforce Heil's excellent reputation in the market. Thank you for committing to the information in this style guide and for working alongside of us to ensure that our customers' experiences with the brand are consistent and effective.

Please contact your Heil representative for clarification on any brand or style requirements.

BRAND PLATFORM

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

Heil Heating & Cooling Products is the HVAC brand that dealers have trusted and recommended for over 50 years to deliver outstanding, reliable performance you can depend on.



BRAND POSITIONING

Before creating any materials, you must become familiar with the brand personality that captures the essence of the Heil brand. Heil appeals to homeowners who want a trusted dealer to provide a quick resolution to an HVAC issue. By understanding what guides and defines the Heil brand identity, it will be easier for you to produce creative materials that result in customers experiencing certain emotions and thoughts when they see our logo or hear our name.

We represent the Heil brand to customers by focusing on images and text that suggest the following:

- American-engineered
- Quality-made
- Trusted, dependable, and reliable
- Tradition and heritage
- Hardworking people who are family-oriented

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

HEIL® BRAND LOGO

The Heil 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 Heil 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 “Depend On Us.” 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 285 Blue* for “Heil” and PMS Cool Gray 11 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.

HEIL BRAND TAGLINE

The tagline for Heil is: *Depend On Us.* Please observe the following when using the tagline in your materials.

- Use the tagline with the Heil logo and not as a standalone phrase.
- Do not change or alter the tagline in any way.
- The color for the tagline is PMS 285 Blue*. 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.



1/4” Clearance Area



ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS

OVERALL CONSIDERATIONS

- Other logos in the Heil® family must be the **same size as or smaller** than the primary Heil brand logo when used together.
- Use other logos only when they add to or fulfill Heil'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 QuietComfort®) 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 Heil 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 Heil brand logo.
- No registration mark or trademark should be included with the crest.
- Primary color for this logo is PMS 485 Red*.
- PLEASE NOTE: Only certified active Heil 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 Heil 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 Heil® unit will be provided.
- EPS and JPG files of these logos can be found at GoHeil.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.

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 GoHeil.com. Warranty logos can be reproduced in CMYK, RGB, or 100% black.



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 GoHeil.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.

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 Heil brand logo when used in combination with it.
- Colors for the SmartSense logo are: PMS 485 Red* 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.

smartsense
TECHNOLOGY

smartsense
TECHNOLOGY

smartsense
TECHNOLOGY

Observer
COMMUNICATING SYSTEM

Observer
COMMUNICATING SYSTEM

Observer
COMMUNICATING SYSTEM

ILLEGAL HEIL 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.



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

- Primary – Blue is the primary color that defines the Heil brand. Blue appears in some form in every brand logo, typically in the most prominent design or text elements. PMS 485 or CMYK 0 / 95 / 100 / 0
- Secondary – Blue (PMS 300) is used as a secondary color and in ways that accentuate the use of the Red color.
- Accent Colors – White, PMS 484 Dark Red, PMS Cool Gray 11, and PMS 363 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 Red	SECONDARY Blue	ACCENT White	ACCENT Dark Red	ACCENT Cool Gray	ACCENT Green
Pantone	PMS 485	PMS 300	White	PMS 484	Cool Gray 11	PMS 363
CMYK	0 / 95 / 100 / 0	100 / 44 / 0 / 0	0 / 0 / 0 / 0	0 / 95 / 100 / 29	0 / 2 / 0 / 68	68 / 0 / 100 / 24
RGB	238 / 49 / 36	0 / 121 / 193	255 / 255 / 255	179 / 35 / 23	113 / 112 / 115	67 / 149 / 57
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

The images used in your creative materials must be ones that appeal to and reflect the lifestyles of customers most likely inclined to purchase a Heil® product or service. When you select images, be sure they represent the values, emotions, and situations stated in the brand platform and positioning statement while also being visually appealing.

LIFESTYLE PHOTOS

Selecting images that reinforce the brand personality can evoke intense responses in customers and make them more likely to consider purchasing Heil. When selecting images, look for activities, environments and people that support the brand message by fitting into these categories, which suggest friendliness and comfort.

- Americana
- Family and couples
- Children at play and sports
- Nostalgia, such as photos suggesting childhood or dogs at rest
- Community
- Relaxing at home

PRODUCT

Heil 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 Heil.

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

- “Frutiger LT Std” and “Georgia” are preferred Heil 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.
 - Heil 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 Heil 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**
Frutiger LT Std 75 Black

AaBbCcDd
Frutiger LT Std 75 Black

Subhead #1: **AaBbCcDd**
Frutiger LT Std 65 Bold

AaBbCcDd
Frutiger LT Std 65 Bold

Subhead #2: **AaBbCcDd**
Frutiger LT Std 66 Bold Italic

AaBbCcDd
Frutiger LT Std 66 Bold Italic

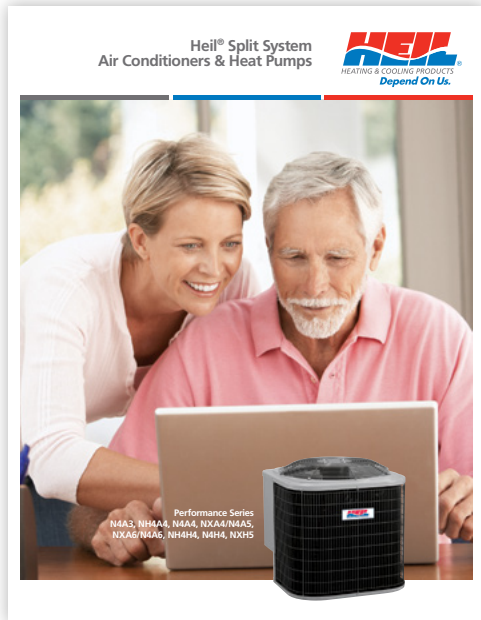
Body Copy: AaBbCcDd
Georgia Regular

AaBbCcDd
Georgia Regular

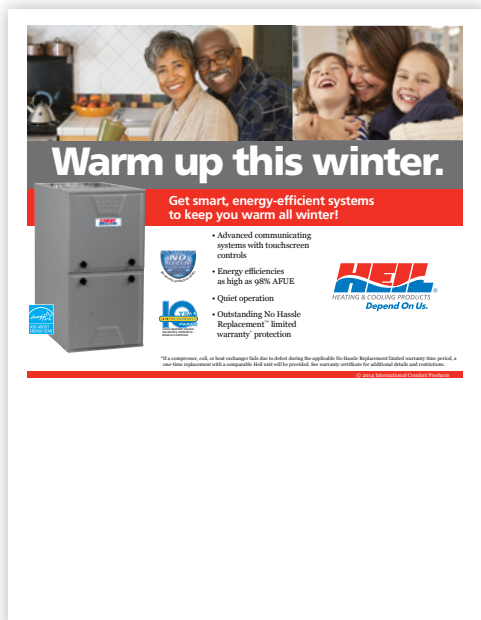
VISUAL DIRECTION

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

PRODUCT AND PROGRAM BROCHURES



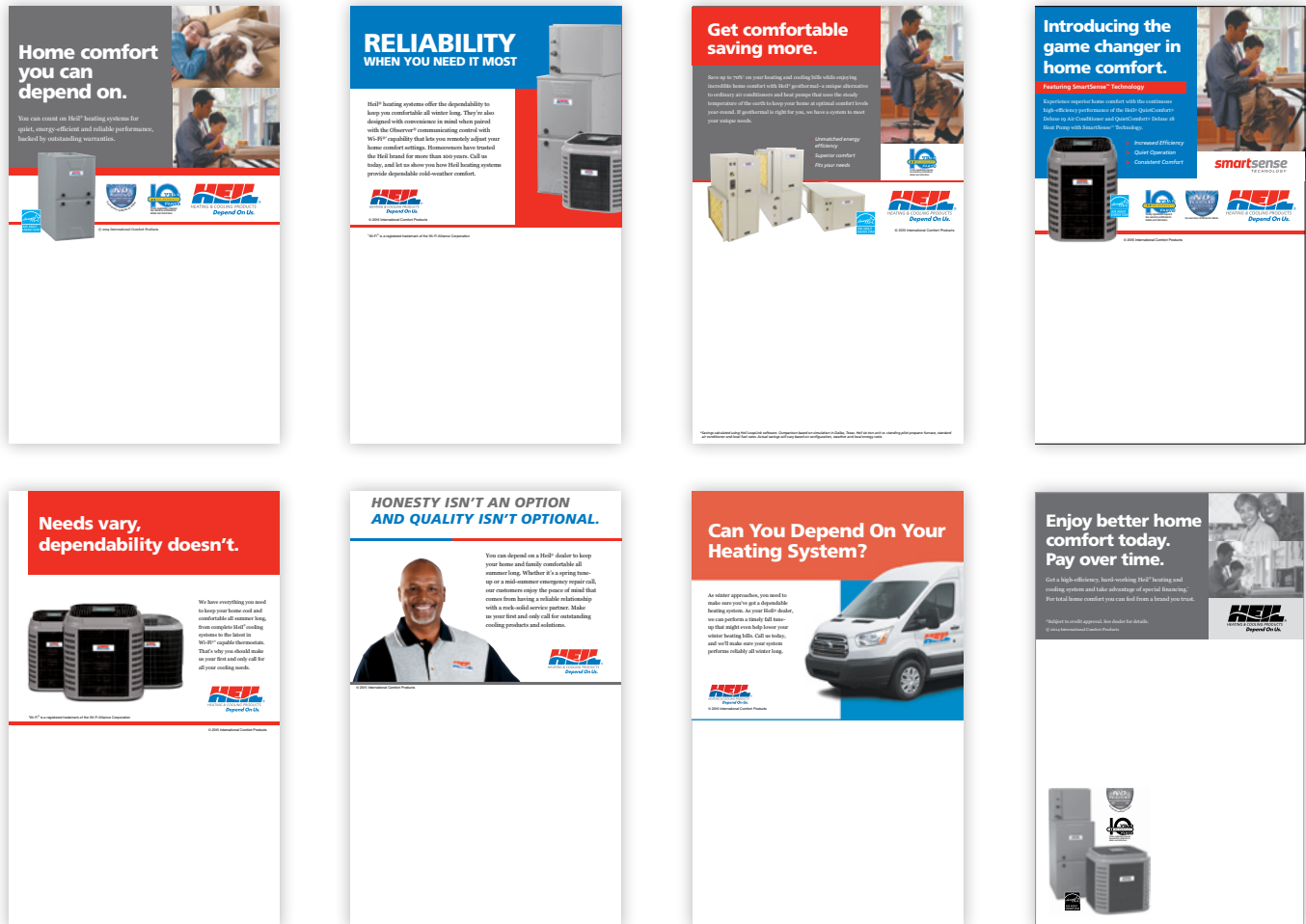
MARKETING FLYERS*



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

VISUAL DIRECTION

PRINT ADS*



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

THANK YOU FOR YOUR DILIGENCE

Ensuring the Heil® 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.