



Co-op and Advertising Guidelines for the Heil® Brand

INTERNATIONAL COMFORT PRODUCTS HAS BOTH THE RIGHT AND THE OBLIGATION TO ENSURE THAT WHERE THE HEIL TRADE NAME IS USED, PROPER ADVERTISING GUIDELINES HAVE BEEN FOLLOWED. THE CO-OP AND ADVERTISING GUIDELINES WERE DEVELOPED TO HELP YOU CREATE APPROPRIATELY BRANDED MATERIALS FOR FULL CO-OP SUPPORT AND COMPLIANCE. PLEASE USE THESE GUIDELINES TO MAINTAIN THE INTEGRITY OF THE HEIL BRAND, ITS LOGOS AND WARRANTIES.

GENERAL GUIDELINES

DO: Focus your ad exclusively on Heil products, and create distinct separation when also advertising other non-competitive products or services.

Heil Brand

Your business is important to Heil Heating & Cooling Products. That's why we've developed an entire program of co-op tools and advertising materials for you to use in your local market. All are designed to maximize your marketing effectiveness by adding your name to the strength of the Heil brand name.

Advertising

When it comes to Heil products, no competing products may be promoted or listed with them. Ancillary products and/or services must clearly be separated from the area devoted to the Heil brand. Ads may not suggest "Authorized Dealer" or imply endorsement by the Heil brand.

Pre-Built Ad Campaigns

Everything you need for an effective ad campaign can be found in the online Ad Planner at the Heil GO site in the Business Building Tools section under the tab Advertise To Be Seen In Your Neighborhood, including:

- Ready-to-use newspaper formats
- Radio scripts and spots
- Television production elements and spots
- Direct mail
- Billboard layout ideas
- Mobile and banner ads

Corresponding audiotapes and videotapes as well as files in a variety of formats are available through the literature order form and order services.

Just follow these guidelines, add in your own information and logos, and you'll be all set to advertise your business with the support and strength of the Heil brand behind you.

GO Site Materials Are Pre-Approved

All of the pre-built advertising materials in the Ad Planner are pre-approved, so if you use these materials properly you DO NOT need to check further.

Custom Dealer Materials

Custom creative and production—including design, photography, film, layout and other production—must follow all Heil co-op and advertising guidelines in order to receive co-op reimbursement. Written prior approval is always recommended for dealer/distributor produced or altered Ad Planner advertising and marketing materials to avoid co-op claim disputes and/or denial.

Custom TV and Radio Requirements

Custom TV and radio spots can still qualify for co-op reimbursement following a few simple guidelines. For TV, the Heil brand logo and tagline must be prominently visible at least once during the spot. The appearance of the logo on vehicles or signage does not qualify. There must also be audible mention of the brand name during the spot. For radio, audible mention of the Heil name should occur no less than twice in a 30-second spot and three times in a 60-second spot. Audible mention of the brand tagline "Depend On Us" must occur at least one time.

General guidelines quick glance:

1. The Heil brand logo should have equal treatment and display area to dealer name or logo
2. The Heil logo should be clearly and prominently shown
3. The current logo should be used without alteration
4. Registration mark (®) or trademark (™) should be visible
5. No competing products may be promoted or listed with the Heil brand
6. Non-competitive products and/or services must be clearly separated from the area devoted to the Heil brand
7. Ads cannot suggest "Authorized Dealer" or imply endorsement by Heil Heating & Cooling Products
8. For TV, the brand logo and tagline must be prominently shown and the brand name must have audible mention during the spot
9. For radio, audible mention of the brand name at least twice for :30 spots and at least three times for :60 spots, with audible mention of the tagline at least once

TRADEMARK USE GUIDELINES

EXAMPLE: You can say “We service all Heil® products.” In this case, “Heil®” modifies the noun “products.” You cannot say “We service Heil®” because no noun follows the Heil trade name.



Clearance Area



Minimum Height 5/16"



Clearance Area



Brand Trademark

A trademark is a brand, symbol, or word registered by a user and protected by law to prevent others in similar businesses from using it. The first time a registered trademark (®) is used on each page, follow it with the ® superscript. The first time an unregistered trademark (™) is used on each page, follow it with the ™ superscript. All trademark names have the first letter capitalized. Trademarks are used only as adjectives to modify nouns and are not to be used in place of the appropriate noun. Trademarks are subject to change. Any questions regarding trademarks should be directed to the Heil Marketing Manager.

Logos

The Heil brand logo should be clearly and prominently shown, and have equal display area as that of the dealer’s main logo. All Heil logos should be used without any changes or alterations. The Heil logo may be represented in full color using the Pantone Matching System—PMS 300 Blue, PMS 485 Red, and PMS 11 Cool Gray. Use either spot color or 4-color process printing techniques.

- The registration mark “®” should be visible
- The minimum size required for highest clarity is 5/16” in height
- The minimum clearance around the logo is 1/4” on all sides

Brand Tagline

The brand tagline “Depend On Us.” is itself a stylized logotype and cannot be altered. It can be used independently or in conjunction with the brand logo. However, the brand logo must always be present on the artwork if the tagline is used, though the tagline does not have to be placed directly underneath the logo. The Heil brand tagline has a specific spot color: PMS 300. When printed, use the Heil spot color or CMYK equivalent whenever possible. The brand tagline may also be printed in black for black and white materials or reversed to white when on a dark background.

One-Color Logo Options

The Heil logo may be represented in one color, being 100 percent black.

Reversed Logo

The logo may be reversed out of a dark, colored or photographic background, but should be printed on white whenever possible.



Red: CMYK 0/95/100/0

Blue: CMYK 100/44/0/0

Gray: CMYK 0/2/0/68



Headline:

AaBbCcDd

Frutiger LT Std 75 Black

Subhead #1:

AaBbCcDd

Frutiger LT Std 65 Bold

Subhead #2:

AaBbCcDd

Frutiger LT Std 66 Bold Italic

Body Copy:

AaBbCcDd

Georgia Regular

Process and Multi-Color Printing

When printing a color piece containing the logo, please specify the printing PMS colors for the logo as indicated in the “Logos” section on page 3. If it’s not possible to match the PMS colors, use the process (CMYK) equivalents as shown or use the logo as 100% black or reversed.

Vinyl/Signage Use

It is important that you match the Heil blue, red and gray as closely as possible on vehicles, signs and other painted surfaces.

Illegal 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 5/16” in height.
- Do not screen the logo colors. They should never appear as anything less than their full intensity.

Typeface

In creating a consistent brand style, use “Frutiger” and “Georgia” as the Heil communications typefaces. These classic typefaces are readily available throughout the printing and graphics industry, and they lend themselves well to all applications, from publication to signage.

Both typefaces are available in a full family of weights and sizes. The Georgia “Regular” weight should be used for body copy, addresses and telephone numbers, and most other general information. The Frutiger “LT Std 75 Black,” “LT Std 65 Bold,” and “LT Std 66 Bold Italic” weights should be used on signs and for headings and subheads.

LEGAL CONSIDERATIONS

EXAMPLE: Phrases like “teaming up with the Heil® brand” or “partnering to give a special deal” should never be used.



HINT: When space is limited, you can avoid having to use lengthy disclaimer copy in your advertising materials by making general statements in copy about warranties—such as “Exceptional warranty coverage”—and use the icons with their minimal disclaimer lines to illustrate the “No Hassle” and “10-Year” benefits.

Representation

All advertising materials must represent the dealer or distributor as a dealer or distributor of Heil products. It should never be thought by the viewer that the advertisement comes from the manufacturer or suggests any kind of special relationship between the dealer and manufacturer.

Warranties

Simple references to warranty certificates must be included with warranty icon use.

- **10-Year Parts Limited Warranty icon:** Timely registration required. See warranty certificate for details and restrictions.
- **No Hassle Replacement™ Limited Warranty icon:** See warranty certificate for details.

Explanations of warranty coverage **MUST** be included when warranties are mentioned anywhere in copy. These can be treated as asterisked (*) copy at the bottom of the printed piece.

- **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.
- **No Hassle Replacement™ Limited Warranty:** 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.

Warranty Statements

In accordance with the Maguson-Moss Warranty Act, any ad mentioning “warranty” must designate the warranty as “full” or “limited” and give its

duration, e.g. 5 years. Also, the ad must disclose any major limitations the warranty has, such as “only on stainless steel heat exchangers” or “excluding parts.” ***Heil Heating & Cooling Products offers only a Limited Warranty.*** All ads promoting warranty must include the following copy: ***See warranty certificate for details and restrictions.*** Dealers are required by law to have specimen copies of warranties on hand. Do not make any product warranty representations other than those made by Heil Heating & Cooling Products. Heil Heating & Cooling Products supports only its own limited warranty.

Use of Extended Service Agreements (ESAs) in Advertising

Due to increasingly strict state regulations concerning extended service warranties, you must adhere to the following guidelines:

Ads cannot offer a “Free” ESA, or even an ESA for a nominal value such as ten dollars. Some states forbid such programs for ESA contracts. Various state regulations require that a cost/value is associated with ESAs and require that the dealer retain files that report the price paid by the homeowner/equipment owner for the contract. These files are subject to audit at any time.

Miscellaneous Legal

Misleading copy, misrepresentations, comparative ads, illegal competitive practices, or libelous references to competitors may not be included in any Heil advertisement. Heil Heating & Cooling Products will not be held liable for such advertisements.

All applicable laws and regulations, including Federal Trade Commission regulations, local codes and regulations, and industry codes and standards must be followed in Heil branded dealer ads.

This information is intended only as a guideline, and is not intended to specify all of the legal requirements of advertising, especially those that may vary from state to state. Please contact your legal counsel for complete information.

Financing

For more information about financing, please go to www.goheil.com/go/bbt/financing.asp.