



# BRAND GUIDELINES

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## THE POWER OF THE BRAND

Whether you're a Heil® distributor, dealer or vendor producing creative materials, it's important to understand the Heil brand, its identity and image. This allows you to align your marketing communications and materials with the correct tone, message and appearance, reinforcing our reputation for quality products, enthusiastic and expert service. Please use these guidelines to maintain the integrity of the Heil brand, its logos and warranties. If you need clarification, contact your Heil representative.

## 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.

## BRAND POSITIONING

Homeowners want high-quality heating and cooling products installed by knowledgeable dealers who are passionate about their work. By understanding what guides and defines the Heil brand identity, it's easier to produce creative materials that make a connection with our customers.

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

- High-quality product
- Enthusiastic, knowledgeable and hardworking dealers
- No hassle, reliability and peace of mind
- Families that are comfortable and happy



## CO-OP GUIDELINES

### Building Your Brand and Ours

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.

Our co-op and advertising guidelines will help you create appropriately branded materials for full co-op support and compliance.

**Materials that do not follow these guidelines will not be eligible for co-op reimbursement, and dealers will be denied co-op payments.**

For more co-op and advertising guidelines — as well as logos, product photography, pre-built templates for online banners, ads, flyers and much more — look under the Marketing Tab section at GoHeil.com.

### 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. This not only applies to traditional print and TV advertising but also to digital banners, online advertising and your dealer website.

***DO: Focus your ad exclusively on Heil products and create a distinct separation when also advertising other noncompetitive products or services.***

### Website, SEO Approvals

ICP brand should be clearly promoted on the home page. It may be stated that you service other brands but cannot use any competitive logos or photos anywhere on the site. Other non-competing brands may be advertised on separate tabs/pages of the websites without being pro-rated.

### Pre-Built Ad Campaigns

Everything you need for an effective ad campaign can be found at GoHeil.com under the Marketing Tab section. Under the "Advertise To Be Seen In Your Neighborhood" tab, you will find:

- Ready-to-use newspaper ads
- Radio scripts
- Fully produced TV spots
- Graphic elements
- Direct mail
- Billboards
- Door hangers
- Website headers
- "Dealer" Sales video
- "Relentless Testing" video
- "Elite Dealer" video
- Product and lifestyle photography

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

All of the pre-built advertising materials are pre-approved, so if you use these materials properly, you DO NOT need any additional authorizations.

### Custom Dealer Materials

Custom creative and production — including design, photography, video, 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 advertising and marketing materials to avoid co-op claim disputes and/or reimbursement ineligibility.

## Custom TV and Radio Requirements

Custom TV and radio spots can still qualify for co-op reimbursement by following a few simple guidelines. For TV, the Heil® brand logo 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 an audible mention of the brand name during the spot. For radio, an 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.

## General Guidelines at a Glance

1. The Heil Brand logo should have a prominent display — at minimum, 50% size of dealer 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. Noncompetitive 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 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 in a 30-second spot and at least three times in a 60-second spot

## Legal Considerations

### 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.

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

### 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.
- Use the appropriate footnote disclaimer copy beginning on page (12) of this guide.

## Warranty Statements

In accordance with the Magnuson-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](http://www.goheil.com/go/bbt/financing.asp).

## TRADEMARK USE

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 of each word 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.

**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.

## CARRIER SIGN-OFF

Heil has its own distinctive brand personality, and all communication should work to build it. However, we do want to acknowledge Heil's relationship with Carrier.

At the bottom of all communication — except on truck wraps and billboards — a copy line should appear stating: *A Proud Member of the Carrier Family* with no period at the end. Visually, this Carrier reference should be no more than 25% of the size of the Heil logo.

This Carrier reference is not meant to replace the brand tagline and should not be used as a lockup with the brand logo. In other words, it should not be placed directly below or attached to the logo. On materials that lack a Heil logo, omit this Carrier reference.

Additionally, if the Carrier name is used in body copy, the first instance should have a registration mark and the Heil brand name must be used in the same sentence with it.

For font and point size, see the typography section on page 18.

**A Proud Member of the Carrier Family**  
©2021 Carrier. All Rights Reserved.

# TAILOR YOUR COMFORT SETTINGS PRECISELY TO YOUR FAMILY



From the factory to your home, our Ion™ System Controls are designed to provide complete command over your comfort preferences. These smart controls provide both touchscreen and remote management of temperature, humidity, energy usage and more.\* Let our highly knowledgeable and trained technicians expertly install one in your home as part of a complete Ion system.

To learn more, contact us today.



**A Proud Member of the Carrier Family**  
©2021 Carrier. All Rights Reserved.

Dealer Customization Area

## 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.



Minimum Height 1/4"



1/4" Clearance Area



Red: CMYK 0/95/100/0  
 Blue: CMYK 100/44/0/0  
 Gray: CMYK 0/2/0/68

### Size/Location

- The Heil logo must be clearly and prominently shown, with treatment and visibility 50% 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.

### Clear Space

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

### Color

- The primary colors for the logo are PMS 485 Red\* 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.

### 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.

Please follow these guidelines unless otherwise specified and approved by International Comfort Products.

\*See Color Palette on page 16 of this guide for CMYK and RGB values.



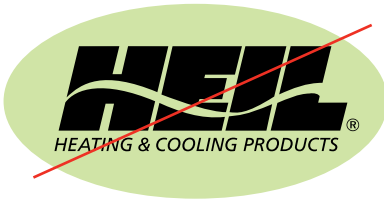


## Heil Brand Tagline

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 300 Blue\*. When used in the black or reversed logo, the tagline should be black or reversed as well.

\*See Color Palette on page 16 of this guide for CMYK and RGB values.



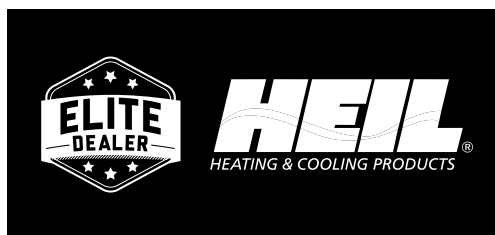
## Improper Brand Logo Usage

- 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 that they could be perceived 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.

## 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 in 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 colors specified in these 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 Logos

#### 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.
- The Elite Dealer logo needs to be the same size or smaller than the brand logo.
- Do not use the shield without the brand logo as an advertising piece.
- 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.

\*See Color Palette on page 16 of this guide for CMYK and RGB values.

## 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 15 of this guide for CMYK and RGB values.*





## 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](http://GoHeil.com). Warranty logos can be reproduced in CMYK, RGB, or 100% black.





**smart**sense  
TECHNOLOGY



**smartsense**  
TECHNOLOGY



**smartsense**  
TECHNOLOGY

## SmartSense™ Technology

SmartSense requires a 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.
- 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 the logo.



**ion**  
SYSTEM CONTROL



**ion**  
SYSTEM CONTROL



**ion**  
System Control

## ion™ System Control

Logo must be used without change or alteration and must be used with the appropriate trademark (™).







- 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.
- Clear Space: ¼" on all sides









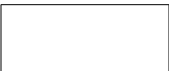



\*See Color Palette on page 16 of this guide for CMYK and RGB values.

## 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** – Red (PMS 485) is the primary color that defines the Heil brand. It appears in some form in every brand logo, typically in the most prominent design or text elements.
- **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	SECONDARY
	Red	Blue
Pantone	PMS 485	PMS 300
CMYK	0/95/100/0	100/44/0/0
RGB	238/49/36	0/121/36
100% (Solid)		
60% (Tint*)		
40% (Tint*)		

	ACCENT			
	White	Dark Red	Cool Gray	Green
Pantone	White	PMS 484	PMS Cool Gray 11	PMS 363
CMYK	0/0/0/0	0/95/100/29	0/2/0/68	68/0/100/24
RGB	255/255/255	179/35/23	113/112/115	67/149/57
100% (Solid)				
60% (Tint*)				
40% (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 imagery you use in your marketing materials is an opportunity to connect with your customers without saying a word. A picture is worth a thousand words, and nowhere is that more true than in marketing. The pictures you choose help set the tone of your message and can make the difference between whether customers connect with your message or ignore it.

### Product + Customer Main Images

For covers and main images of marketing materials, please use approved photos of Heil® systems enveloping customers in total comfort. These attention-grabbing photos show units with exterior walls missing, revealing families relaxing in comfort inside. These images depict Heil units as literal doorways or windows that increase personal comfort and peace of mind.

## Product

Heil appeals to the customer's desire to enjoy a comfortable home, so images that portray lifestyles should be used primarily. However, the material 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 and knowledgeable, enthusiastic dealers
- High-quality products
- 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.

- “Roboto” is the preferred Heil typeface. It is readily available in the industry and lends itself well to print and online applications.
- This typeface is available in a full family of weights (boldness) and sizes, including oblique/italic.

Please **ONLY** use the specific fonts detailed here.

### Headlines

- Should be set in Roboto Black in a larger sized font than any subheads or body copy. It should also be set in all caps.
- Headlines should not overlap any photos
- The following color profiles should be used:

# HEADLINE

<b>CMYK</b>	<b>RGB</b>	<b>Hex</b>
31/18/5/0	174/191/216	aebfd8

### Subheads

- Should be set in Roboto Bold or Bold Italic in a smaller sized font than any headlines but larger than any body copy.

### Body Copy

- Heil body copy, addresses, telephone numbers, and similar information use Roboto Light
- All body copy should be left-aligned.
- Set the type in 80% black

### Calls to Action

- Set CTAs in Roboto Medium
- Set the type in 80% black

### A Proud Member of the Carrier Family

- Set this copy in 8 pt. Flama Italic, Carrier’s typeface

### Copyrights

- Set this copy in 6 pt. Roboto Light
- Use the © mark followed by the year and the words: Carrier. All Rights Reserved.
- Depending on the type of Heil material being created, the typeface used in mastheads and footers may be formatted differently.

	PRINT	WEB
HEADLINES	<b>ABCDEFGF</b> <i>Roboto Black</i>	<b>ABCDEFGF</b> <i>Roboto Black</i>
SUBHEAD #1	<b>ABCDEFGF</b> <b>abcdefg</b> <i>Roboto Bold</i>	<b>ABCDEFGF</b> <b>abcdefg</b> <i>Roboto Bold</i>
SUBHEAD #2	<b>ABCDEFGF</b> <b>abcdefg</b> <i>Roboto Bold Italic</i>	<b>ABCDEFGF</b> <b>abcdefg</b> <i>Roboto Bold Italic</i>
BODY COPY	ABCDEFGF abcdefg <i>Roboto Light</i>	ABCDEFGF abcdefg <i>Roboto Light</i>
CTA	<b>ABCDEFGF</b> <b>abcdefg</b> <i>Roboto Medium</i>	<b>ABCDEFGF</b> <b>abcdefg</b> <i>Roboto Medium</i>

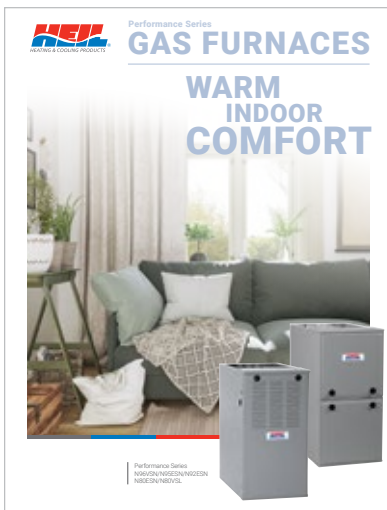
*A Proud Member of the Carrier Family*  
©2021 Carrier. All Rights Reserved.



## 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



Electronic templates for these brochures can be found at [GoHeil.com](http://GoHeil.com) under the Marketing Tab section.

### Print Ads



Electronic templates for these ads can be found at [GoHeil.com](http://GoHeil.com) under the Marketing Tab section.

## Direct Mail

<p>From the factory to your home, our 50™ Series air conditioners and heat pumps are built to go the distance. Using SmartSense™ variable-speed technology, they can deliver years of consistent performance and handling with exceptional efficiency. Our highly knowledgeable and trained technicians will make sure your system is properly installed and can help you maintain it for optimum performance.</p> <p>To learn more, contact us today.</p> <p>A Proud Member of the Carrier Family</p> <p>Dealer Collaboration Area</p>	<p>From the factory to your home, our 50™ System Controls are designed to provide complete control over your comfort preferences. These smart controls provide both touchscreen and remote management of temperature, humidity, energy usage and more. Let our highly knowledgeable and trained technicians expertly install one in your home as part of a complete air system.</p> <p>To learn more, contact us today.</p> <p>A Proud Member of the Carrier Family</p> <p>Dealer Collaboration Area</p>	<p>From extensive testing at the factory to years of working in your home, our 50™ Series air conditioners and heat pumps are built to last. Our 10-year No Hassle Replacement™ Limited Warranty gives you peace of mind. It's easy to understand. It's built to last. It's our 10-year No Hassle Replacement™. This is just one more reason you can trust our highly knowledgeable and trained technicians to make sure the job is done right.</p> <p>To learn more, contact us today.</p> <p>A Proud Member of the Carrier Family</p> <p>Dealer Collaboration Area</p>	<p>From the factory to your home, our 50™ Series furnaces and heat pumps are built to go the distance. Using SmartSense™ variable-speed technology, they can deliver years of consistent performance and handling with exceptional efficiency. Our highly knowledgeable and trained technicians will make sure your system is properly installed and can help you maintain it for optimum performance.</p> <p>To learn more, contact us today.</p> <p>A Proud Member of the Carrier Family</p> <p>Dealer Collaboration Area</p>

Electronic templates for these direct mails can be found at [GoHeil.com](http://GoHeil.com) under the Marketing Tab section.

## Door Hanger

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Electronic templates for these door hangers can be found at [GoHeil.com](http://GoHeil.com) under the Marketing Tab section.

# THANK YOU FOR MAINTAINING OUR BRAND

Ensuring the Heil® brand is consistently represented to consumers in our creative materials is a vital part of growing our identity and image in the marketplace. Thank you for the role you play in helping us maintain it.