

BRAND GUIDELINES: STYLE, VISUALS, AND VOICE MATTER



TABLE OF CONTENTS

BRAND PLATFORM	2
BRAND POSITIONING	2
BRAND LOGO AND TAGLINE	3
ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS	4-6
ILLEGAL TEMPSTAR BRAND LOGO USES	6
COLOR PALETTE	7
BRANDING WITH IMAGES	8
BRANDING WITH VOICE	9
TYPOGRAPHY (PRINT/WEB)	9
VISUAL DIRECTION	10-11

THE POWER OF THE BRAND

CREATING ON-MESSAGE MATERIALS

Successful creative efforts on your part contribute to the overall success of the Tempstar® brand – and to retaining existing and discovering new customers. When your creative reflects our brand and message, then we portray a consistent identity to our customers – an identity that they expect from us and that can make a difference in their buying preferences.

Use this style guide to familiarize yourself with the Tempstar brand and its personality so you can most effectively create materials for us and for our distributors and dealers. 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 Tempstar representation for clarification on any brand or style requirements.

BRAND GUIDELINES: STYLE, VISUALS, AND VOICE MATTER

BRAND PLATFORM

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

Tempstar Heating and Cooling Products is the HVAC brand with a passion for quality that dealers trust and recommend because it's built with technology that delivers smart, efficient comfort solutions. It's quality you can feel.



BRAND POSITIONING

The Tempstar brand and its products are for smart homeowners who want quick resolution of a heating or cooling issue and who want to interact with someone they trust. When you are selecting words, photos, and graphics for use in Tempstar creative materials, make sure they support and fulfill the brand's message while capturing Tempstar's essence, which includes the following descriptions.

- Modern
- Quality-driven
- Sophisticated
- High-tech

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

BRAND GUIDELINES: STYLE, VISUALS, AND VOICE MATTER



TEMPSTAR® BRAND LOGO

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

SIZE/LOCATION

- The Tempstar 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 “Quality you can feel.” 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 “Tempstar” and Black for “Heating and 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.

TEMPSTAR BRAND TAGLINE

The tagline for Tempstar is: *Quality you can feel.* Please observe the following when using the tagline in your materials.

- Use the tagline with the Tempstar 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.



BRAND GUIDELINES: STYLE, VISUALS, AND VOICE MATTER

ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS

OVERALL CONSIDERATIONS

- Other logos in the Tempstar® family must be the **same size as or smaller** than the primary Tempstar brand logo when used together.
- Use other logos only when they add to or fulfill Tempstar'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 SmartComfort™) 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 Tempstar 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 Tempstar brand logo.
- No registration mark or trademark should be included with the crest.
- Primary color for this logo is PMS 285 Blue*.
- PLEASE NOTE: Only certified active Tempstar 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 Tempstar 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 Tempstar® unit will be provided.
- Colors* used for this logo are gradients of Yellow Orange (CMYK) and Black. EPS and JPG files of these logos can be found at GoTempstar.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: STYLE, VISUALS, AND VOICE MATTER

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.*

- Colors* used for this logo are gradients of Yellow Orange (CMYK) and Black. EPS files of this logo can be found at GoTempstar.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.
- Colors* used for these logos are gradients of Yellow Orange (CMYK) and Black. EPS and JPG files of these logos can be found at GoTempstar.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: STYLE, VISUALS, AND VOICE MATTER

TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

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 Tempstar brand logo when used in combination with it.
- Colors for the SmartSense logo are: PMS 285 Blue* for the word Smart, PMS 422 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

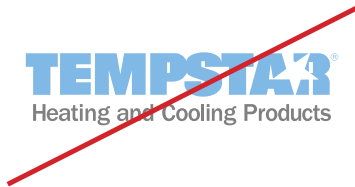
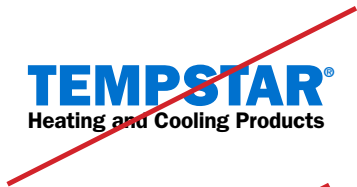
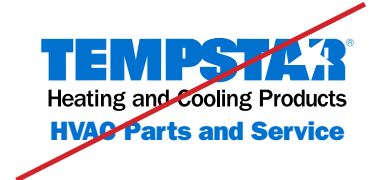
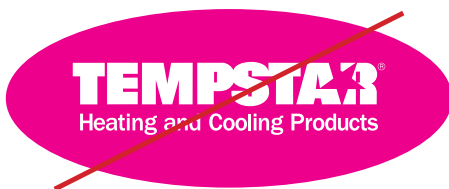
Observer
COMMUNICATING SYSTEM

Observer
COMMUNICATING SYSTEM

Observer
COMMUNICATING SYSTEM

ILLEGAL TEMPSTAR 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.




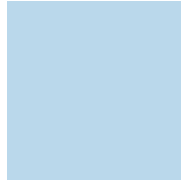





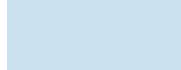





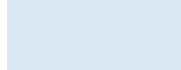


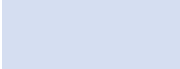




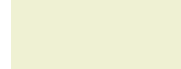


BRAND GUIDELINES: STYLE, VISUALS, AND VOICE MATTER

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

- Primary – Blue is the primary color that defines the Tempstar 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 Blue	SECONDARY Dark Purple	ACCENT Light Purple	ACCENT Light Blue	ACCENT Yellow Orange	ACCENT Green
Pantone	PMS 285	PMS 2766	PMS 666	PMS 290	PMS 130	PMS 583
CMYK	89 / 43 / 0 / 0	100 / 94 / 0 / 47	31 / 30 / 0 / 7	25 / 2 / 0 / 0	0 / 30 / 100 / 0	23 / 0 / 100 / 17
RGB	0 / 125 / 195	17 / 23 / 94	163 / 160 / 200	185 / 224 / 247	253 / 185 / 19	176 / 188 / 34
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: STYLE, VISUALS, AND VOICE MATTER

TEMPSTAR®
Heating and Cooling Products
Quality you can feel.



BRANDING WITH IMAGES

A picture tells a thousand words is not just an age-old saying; it's a fact that images can evoke intense thoughts and emotions from those who view them. That's why it's important for you to use photos that speak to what the Tempstar® brand is and what it values.

LIFESTYLE PHOTOS

Images should reflect a modern lifestyle that includes the latest technology and suggest comfortable living that embraces innovation.

- Modern lifestyle
- Everyday comfort
- Smart, innovative living
- Technology-oriented

PRODUCT

Tempstar 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 Tempstar.

BRAND GUIDELINES: STYLE, VISUALS, AND VOICE MATTER

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 Tempstar[®] is the consistent use of typeface and font size.

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

AaBbCcDd
ITC Franklin Gothic Std Demi

Subhead #1:

AaBbCcDd
ITC Franklin Gothic Std Medium Condensed

AaBbCcDd
ITC Franklin Gothic Std Medium Condensed

Subhead #2:

AaBbCcDd
ITC Franklin Gothic Std Medium Condensed Italic

AaBbCcDd
ITC Franklin Gothic Std Medium Condensed Italic

Body Copy:

AaBbCcDd
Helvetica Neue Regular

AaBbCcDd
Arial Regular

BRAND GUIDELINES: STYLE, VISUALS, AND VOICE MATTER

VISUAL DIRECTION

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

PRODUCT AND PROGRAM BROCHURES



MARKETING FLYERS*



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

BRAND GUIDELINES: STYLE, VISUALS, AND VOICE MATTER

VISUAL DIRECTION

PRINT ADS*

Home comfort is our specialty.

With technology designed to maximize performance, Tempstar Heating and Cooling Products delivers home comfort you can feel. Choose one of our quiet, energy-efficient home cooling systems, each backed by an outstanding limited warranty.




TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

© 2016 International Comfort Products

Delivering quality you can feel.

With technology designed to maximize performance, Tempstar Heating and Cooling Products delivers home comfort you can feel. Choose one of our quiet, energy-efficient home heating systems, each backed by an outstanding limited warranty.




TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

© 2016 International Comfort Products

Get comfortable saving more.

Save up to 10% on your heating and cooling bills while enjoying incredible home comfort with Tempstar's performance air conditioning to enhance air conditioning and freshening the cool, steady temperatures of the earth to keep your home at optimal comfort levels year-round. If performance is right for you, we have a solution for your unique needs.

Increased energy efficiency
Superior comfort
Fit your needs.




TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

© 2016 International Comfort Products

Introducing the game changer in home comfort.

Experience superior home comfort with the continuous high-efficiency performance of the Tempstar® SmartSense™. Choose 18 Air Conditioner and SmartControl™ Power 18 Heat Pump with SmartSense™ Technology.

- Increased Efficiency
- Quiet Operation
- Consistent Comfort




TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

© 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 Tempstar® cooling systems to the latest in VLT™ capacitor technology. That's why you should make us your first and only call for all your cooling needs.



TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

© 2016 International Comfort Products

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

You can depend on a Tempstar® 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 trusted service partner. Make us your first and only call for outstanding cooling products and solutions.



TEMPSTAR®
Quality you can feel.

© 2016 International Comfort Products

Plan Ahead For Quality Comfort

The key to winter-long comfort is to get a timely fall tune-up. As your Tempstar® dealer, we'll make sure your heating system is running at peak performance—and it might even lower your monthly heating bills. You can feel the quality in every Tempstar product, so schedule a tune-up and stay comfortable all winter long.



TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

© 2016 International Comfort Products

Ready for an upgrade? Special financing available.

Get a high-efficiency, innovative Tempstar® heating and cooling system and take advantage of special financing. Enjoy quality you can feel with an efficient Tempstar system backed by outstanding warranties. Subject to credit approval. See dealer for details.




TEMPSTAR®
Heating and Cooling Products
Quality you can feel.

© 2016 International Comfort Products

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

THANK YOU FOR YOUR DILIGENCE

Ensuring the Tempstar® 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.