

**Comfortmaker®**  
Air Conditioning & Heating



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**BRAND GUIDELINES**

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## THE POWER OF THE BRAND

Whether you're a Comfortmaker® distributor, dealer or vendor producing creative materials, it's important to understand the Comfortmaker 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 Comfortmaker brand, its logos and warranties. If you need clarification, contact your Comfortmaker representative.

## BRAND PLATFORM

Before the final production of any material, ensure that it easily reflects the following high-level statements that guide the Comfortmaker 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 Comfortmaker brand identity, it's easier to produce creative materials that make a connection with our customers.

We represent the Comfortmaker 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 Comfortmaker® Air Conditioning & Heating. 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 Comfortmaker 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 [GoComfortmaker.com](http://GoComfortmaker.com).

### Advertising

When it comes to Comfortmaker 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 Comfortmaker brand. Ads may not suggest "Authorized Dealer" or imply endorsement by the Comfortmaker 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 Comfortmaker 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 [GoComfortmaker.com](http://GoComfortmaker.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 Comfortmaker 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 Comfortmaker 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 Comfortmaker® 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 Comfortmaker 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 Comfortmaker Brand logo should have a prominent display – at minimum, 50% size of dealer logo
2. The Comfortmaker 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 Comfortmaker brand
6. Noncompetitive products and/or services must be clearly separated from the area devoted to the Comfortmaker brand
7. Ads cannot suggest "Authorized Dealer" or imply endorsement by Comfortmaker Air Conditioning & Heating
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 Comfortmaker 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 Comfortmaker 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." **Comfortmaker Air Conditioning & Heating 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 Comfortmaker Air Conditioning & Heating. Comfortmaker Air Conditioning & Heating 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 Comfortmaker® advertisement. Comfortmaker Air Conditioning & Heating 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 Comfortmaker 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.goComfortmaker.com/go/bbt/financing.asp](http://www.goComfortmaker.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 Comfortmaker Marketing Manager.

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

## CARRIER REFERENCE

Comfortmaker has its own distinctive brand personality, and all communication should work to build it. However, we do want to acknowledge Comfortmaker'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 Comfortmaker 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 Comfortmaker 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 Comfortmaker 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*  
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**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.



**Comfortmaker®**  
Air Conditioning & Heating

\*When connected to your home's wireless network.

**Dealer Customization Area**

## COMFORTMAKER® BRAND LOGO

The Comfortmaker brand logo is the most important visual representation of our brand. Therefore, use of the logo is carefully governed.

**PLEASE NOTE:** The text "Air Conditioning & Heating" is part of the logo and should always be included.



Minimum Height 1/4"



1/4" Clearance Area



Teal: CMYK 100/0/9/30

### Size/Location

- The Comfortmaker 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 color for the logo is PMS 314 Teal\*. When it is not possible to match PMS, CMYK or RGB colors, the 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 Comfortmaker teal 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.



Comfort with Confidence.



Comfort with Confidence.



Comfort with Confidence.

## Comfortmaker Brand Tagline

The tagline for Comfortmaker is: *Comfort with Confidence*. Please observe the following when using the tagline in your materials.

- Use the tagline with the Comfortmaker logo and not as a standalone phrase.
- Do not change or alter the tagline in any way.
- The color for the tagline is PMS 429 Gray\*. When used in the black or reversed logo, the tagline should be black or reversed as well.



### 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 Comfortmaker® family must be the same size as or smaller than the primary Comfortmaker brand logo when used together.
- Use other logos only when they add to or fulfill Comfortmaker'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 guidelines. When it is not possible to match PMS or CMYK colors, logos in the Comfortmaker 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 Comfortmaker 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 314 Teal\*.

**PLEASE NOTE:** Only certified active Comfortmaker 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 Comfortmaker® 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 Comfortmaker® unit will be provided.
- EPS and JPG files of these logos can be found at GoComfortmaker.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 [GoComfortmaker.com](http://GoComfortmaker.com). Warranty logos can be reproduced in CMYK, RGB, or 100% black.

**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 Comfortmaker® 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**

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: 1/4" on all sides

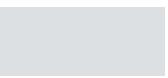
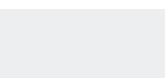
## COLOR PALETTE

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

- Primary** – Teal (PMS 314) is the primary color that defines the Comfortmaker brand. It appears in some form in every brand logo, typically in the most prominent design or text elements.
- Secondary** – Blue (PMS 631) is used as a secondary color and in ways that accentuate the use of the red color.
- Accent Colors** – Green (PMS 367), Light Blue (PMS 630), Gray (PMS 429), and Orange (PMS 171) 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
	Teal	Blue
Pantone	PMS 314	PMS 631
CMYK	100/0/9/30	67/0/12/2
RGB	0/132/169	38/188/215
100% (Solid)		
60% (Tint*)		
40% (Tint*)		
20% (Tint*)		

## ACCENT

	Green	Light Blue	Gray	Orange
Pantone	PMS 367	PMS 630	PMS 429	PMS 171
CMYK	32/0/59/0	47/0/11/0	3/0/0/32	0/53/68/0
RGB	180/216/139	126/208/224	176/183/188	246/144/93
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 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 Comfortmaker® 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 Comfortmaker units as literal doorways or windows that increase personal comfort and peace of mind.

## Product

Comfortmaker 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 Comfortmaker.



## 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 Comfortmaker is the consistent use of typeface and font size.

- “Roboto” is the preferred Comfortmaker 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:



### 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

- Comfortmaker 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 Comfortmaker material being created, the typeface used in mastheads and footers may be formatted differently.

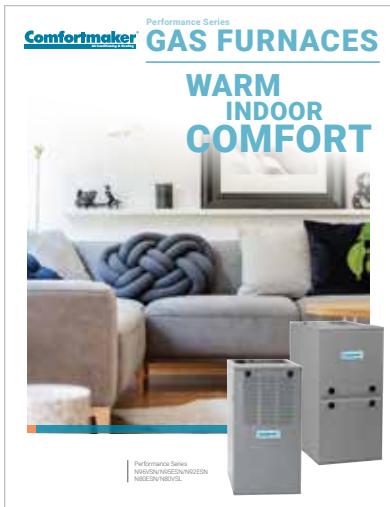
	PRINT	WEB
HEADLINES	<b>ABCDEFG</b> <i>Roboto Black</i>	<b>ABCDEFG</b> <i>Roboto Black</i>
SUBHEAD #1	<b>ABCDEFG</b> <b>abcdefg</b> <i>Roboto Bold</i>	<b>ABCDEFG</b> <b>abcdefg</b> <i>Roboto Bold</i>
SUBHEAD #2	<b>ABCDEFG</b> <b>abcdefg</b> <i>Roboto Bold Italic</i>	<b>ABCDEFG</b> <b>abcdefg</b> <i>Roboto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

*A Proud Member of the Carrier Family*  
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# VISUAL DIRECTION

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

## Product and Program Brochures



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

## Print Ads



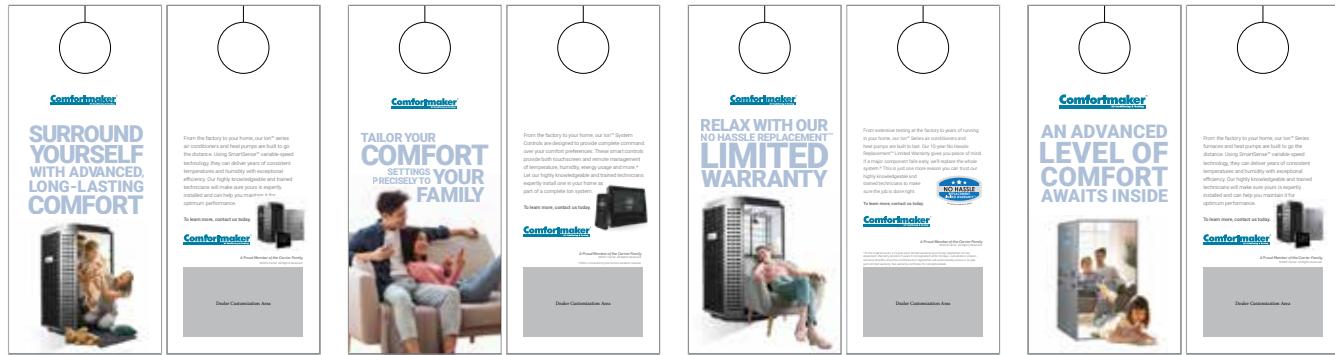
Electronic templates for these ads can be found at [GoComfortmaker.com](http://GoComfortmaker.com) under the Marketing Tab section.

### Direct Mail



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

### Door Hanger



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

## THANK YOU FOR MAINTAINING OUR BRAND

Ensuring the Comfortmaker® 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.