



# Co-op and Advertising Brand Guidelines for the Day & Night® Brand

International Comfort Products has both the right and the obligation to ensure that where the Day & Night 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 Day & Night brand, its logos and warranties.

## GENERAL GUIDELINES

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

## Day & Night Brand

Your business is important to Day & Night 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 Day & Night brand name.

## Advertising

When it comes to Day & Night 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 Day & Night brand. Ads may not suggest "Authorized Dealer" or imply endorsement by the Day & Night brand.

## Pre-Built Ad Campaigns

Everything you need for an effective ad campaign can be found in the online Ad Planner at the Day & Night 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



## Day & Night® Co-op and Advertising Brand Guidelines

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 Day & Night 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 Day & Night 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 Day & Night 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 Day & Night 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 "Constant Comfort" must occur at least one time.

#### ***General guidelines quick glance:***

1. The Day & Night brand logo should have equal treatment and display area to dealer name or logo
2. The Day & Night 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 Day & Night brand
6. Non-competitive products and/or services must be clearly separated from the area devoted to the Day & Night brand
7. Ads cannot suggest "Authorized Dealer" or imply endorsement by Day & Night 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



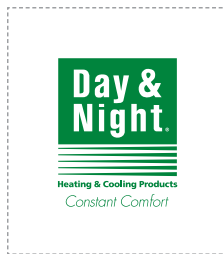
## Day & Night® Co-op and Advertising Brand Guidelines

### TRADEMARK USE GUIDELINES

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



Clearance Area



Clearance Area



Minimum Height 1/2"



Positive Logo



Reversed Logo

### 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 Day & Night Marketing Manager.

### Logos

The Day & Night brand logos should be clearly and prominently shown, and have equal display area as that of the dealer’s main logo. All Day & Night logos should be used without any changes or alterations. The Day & Night logo may be represented in full color using the Pantone Matching System—PMS 356 Green and White. Use either spot color or 4-color process printing techniques.

- The registration mark “®” should be visible
- The minimum size required for highest clarity is 1/2” in height
- The minimum clearance around the logo is 1/4” on all sides

### Brand Tagline

The brand tagline “Constant Comfort” is itself a stylized logotype and cannot be altered. It can be used independently or adjacent to 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 Day & Night brand tagline has a specific spot color: PMS 356 Green. When printed, use its 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

When printed on white the logo may be represented in one color, being 100 percent green (PMS 356) or black.

### Reversed Logo

The logo is designed with a field of white behind it and may overlay a dark, colored or photographic background. Under normal circumstances, the logo should never need to be reversed. Only under special circumstances can the logo be reversed. (See “One-Color Vinyl/Silkscreen Use.”)



## Day & Night® Co-op and Advertising Brand Guidelines



Heating & Cooling Products  
Constant Comfort

Green: CMYK 95/0/100/27

White: CMYK 0/0/0/0



### 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.

### One-Color Vinyl/Silkscreen Use

It is important that you match the Day & Night green and white as closely as possible when reproducing in vinyl or silkscreen on vehicles, signs and other surfaces. Two-color use is most appropriate; only rarely is it appropriate to use the logo reversed. In such circumstances, the logo may only be printed as one-color white on a dark background. One example is the logo appearing as white on a dark pen or other promotional item where multi-color printing may be cost prohibitive. The Day & Night logo should never appear as only white in any embroidered apparel item.

### 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 1/2” 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 “Swiss 721” and “Helvetica” as the Day & Night 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 Helvetica “Regular” weight should be used for body copy, addresses and telephone numbers, and most other general information. The Swiss 721 “BT Bold” and “BT Bold Italic” weights should be used on signs and for headings and subheads.

#### Headline:

**AaBbCcDd**

Swiss 721 BT Bold

#### Subhead #1:

**AaBbCcDd**

Swiss 721 BT Bold

#### Subhead #2:

**AaBbCcDd**

Swiss 721 BT Bold Italic

#### Body Copy:

AaBbCcDd

Helvetica Regular

### LEGAL CONSIDERATIONS

**EXAMPLE:** Phrases like “teaming up with the Day & Night® 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 Day & Night 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 Day & Night 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



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“excluding parts.” **Day & Night 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 Day & Night Heating & Cooling Products. Day & Night 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 Day & Night advertisement. Day & Night 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 Day & Night 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.godayandnight.com/go/bbt/financing.asp](http://www.godayandnight.com/go/bbt/financing.asp).