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**THE POWER OF THE BRAND**

**Your Role in Defining Our Brand Identity**

We are proud to have you working alongside of us and our distributors and dealers to produce creative materials that are meaningful to current and future Day & Night® consumers. You’re assuming an important responsibility since your materials must reflect the brand’s identity in voice, tone, graphics, and images in order to guide consumers toward investing in our products.

This style guide will help you to produce successful creative work by explaining the details you must incorporate to maintain the image of the brand. 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 Day & Night representation for clarification on any brand or style requirements.

### BRAND PLATFORM

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

**Day & Night Heating & Cooling Products is the HVAC brand that dealers trust and recommend to deliver constant comfort every hour of every season.**



### BRAND POSITIONING

All materials created for the Day & Night brand should be guided by the brand's core message and impression it leaves on a consumer. Day & Night products are for cost-conscious, smart homeowners who want an HVAC issue resolved quickly and by someone they believe in. Before producing any final materials, you should ensure the following concepts and themes are evident in your text, graphics, and images.

- Environmentally aware
- Modern and progressive
- Community-oriented
- Dynamic
- Natural

### 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 Day & Night brand — as well as logos, product photography, pre-built templates for online banners, ads, flyers, and much more — at [GoDayAndNight.com](http://GoDayAndNight.com) under the Business Building Tools section.

## BRAND GUIDELINES: CONVEYING CONSISTENT MESSAGES

### DAY & NIGHT® BRAND LOGO

The Day & Night 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.

#### Size/Location

- The Day & Night 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 3/8”.
- 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 “Constant Comfort” 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 color for the logo is PMS 356 Green\*. 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

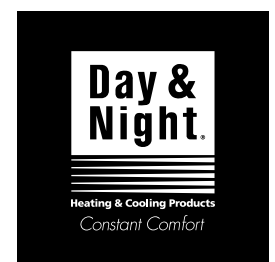
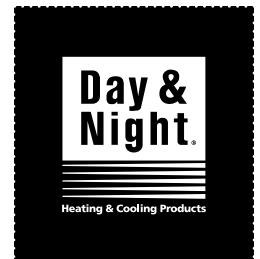
- When printing a color piece with the logo, specify both the printing PMS color and its CMYK equivalent for the printer.
- Use 100% black print for the logo and tagline when it is not possible to match the PMS colors or to print in process colors.

### DAY & NIGHT BRAND TAGLINE

The tagline for Day & Night is: *Constant Comfort*. Please observe the following when using the tagline in your materials.

- Use the tagline with the Day & Night logo and not as a standalone phrase.
- Do not change or alter the tagline in any way.
- The color for the tagline is PMS 356 Green\*. When used with 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.



### ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS

#### Overall Considerations

- Other logos in the Day & Night® family must be the **same size as or smaller** than the primary Day & Night brand logo when used together.
- Use other logos only when they add to or fulfill Day & Night'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 Constant Comfort™) 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 Day & Night 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 Day & Night brand logo.
- No registration mark or trademark should be included with the crest.
- Primary color for this logo is PMS 201 Maroon\*.
- PLEASE NOTE: Only certified active Day & Night 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 Day & Night 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 Day & Night® unit will be provided.*
- EPS and JPG files for these logos can be found on GoComfortmaker.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.

**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.*

- EPS and JPG files for these logos can be found on GoDayAndNight.com. Warranty logos can be reproduced in CMYK, RGB, or 100% black.



Timely registration required. See warranty certificate for details and restrictions.



Timely registration required. See warranty certificate for details and restrictions.

**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.*
- EPS and JPG files for these logos can be found on GoDayAndNight.com. Warranty logos can be reproduced in CMYK, RGB, or 100% black..



Timely registration required. See warranty certificate for details.



Timely registration required. See warranty certificate for details.



Timely registration required. See warranty certificate for details.



Timely registration required. See warranty certificate for details.



Action required. Please see warranty certificate for details.



Action required. Please see warranty certificate for details.



Timely registration required. See warranty certificate for details.

\*See Color Palette on page 7 of this guide for CMYK and RGB values.

## BRAND GUIDELINES: CONVEYING CONSISTENT MESSAGES

### ADDITIONAL LOGOS (cont.)

#### SmartSense™ Technology

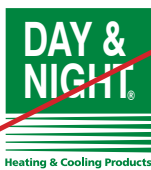
#### Observer® Communicating Control System

- 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 Day & Night® brand logo when used in combination with it.
- Colors for the SmartSense logo are: PMS 1385 Orange\* for the word Smart, 50% Black 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.



### ILLEGAL DAY & NIGHT BRAND LOGO USES














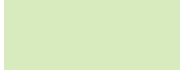





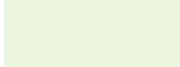




- Do not place logo in a shape.
- Do not let logo touch, overlap, or be used under any other word or design.
- Do not use logo adjacent to or near enough to another logo where they could be assumed as one design.
- Do not use without "®" or less than 1/4" in height.
- Do not reproduce the logo in unapproved 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.



## 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 Day & Night® brand. To maintain consistent use of the colors across all materials, Day & Night has a preferred color palette for vendors to use.

- Primary – Green is the primary color that defines the Day & Night brand. Green appears in some form in every brand logo, typically in the most prominent design or text elements. PMS 356 or CMYK 95 / 0 / 100 / 27
- Secondary – Light Green is used as a secondary color and in ways that accentuate the use of the Green color.
- Accent Colors – PMS 1385 Orange, PMS 1225 Light Orange 1, PMS 1355 Light Orange 2, and PMS 342 Dark 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 Green	SECONDARY Light Green	ACCENT Orange	ACCENT Light Orange 1	ACCENT Light Orange 2	ACCENT Dark Green
Pantone	PMS 356	PMS 366	PMS 1385	PMS 1225	PMS 1355	PMS 343
CMYK	95 / 0 / 100 / 27	20 / 0 / 44 / 0	0 / 44 / 100 / 7	0 / 17 / 80 / 0	0 / 20 / 56 / 0	98 / 0 / 72 / 61
RGB	0 / 133 / 63	208 / 228 / 166	232 / 148 / 26	255 / 210 / 79	255 / 207 / 130	0 / 88 / 61
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

Choose images that are creative and eye-catching but that still support the Day & Night® brand. Use images that suggest the following scenarios.

### Lifestyle Photos

To capture environments and situations that reflect Day & Night products and to appeal to the homeowners who invest in them, make use of the following kinds of images that suggest a fresh modern life, coupled with comfort and environmental awareness:

- Contemporary family and pet-friendly interiors
- Children playing in an active home environment
- Racial diversity
- Photos that lend themselves to green and golden color palettes

### Product

Day & Night 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 Day & Night.



**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 Day & Night® is the consistent use of typeface and font size.

- “Swiss 721 BT” and “Helvetica” are preferred Day & Night 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.
  - Day & Night 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 Day & Night 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**  
Swiss 721 BT Bold

**AaBbCcDd**  
Swiss 721 BT Bold

**Subhead #1:** **AaBbCcDd**  
Swiss 721 BT Bold

**AaBbCcDd**  
Swiss 721 BT Bold

**Subhead #2:** **AaBbCcDd**  
*Swiss 721 BT Bold Italic*

**AaBbCcDd**  
*Swiss 721 BT Bold Italic*

**Body Copy:** **AaBbCcDd**  
Helvetica Regular

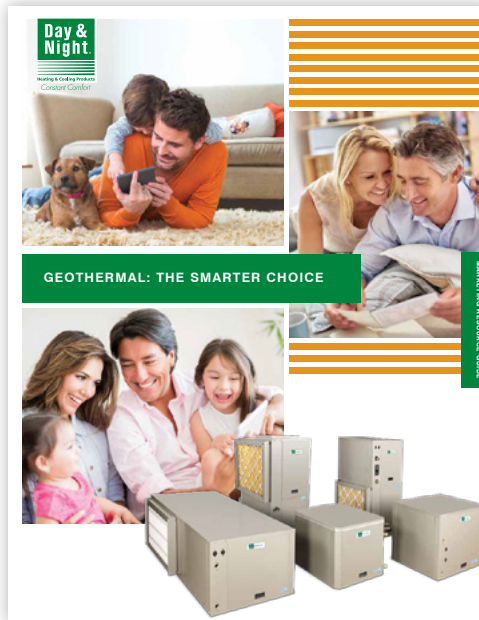
**AaBbCcDd**  
Helvetica Regular

# BRAND GUIDELINES: CONVEYING CONSISTENT MESSAGES

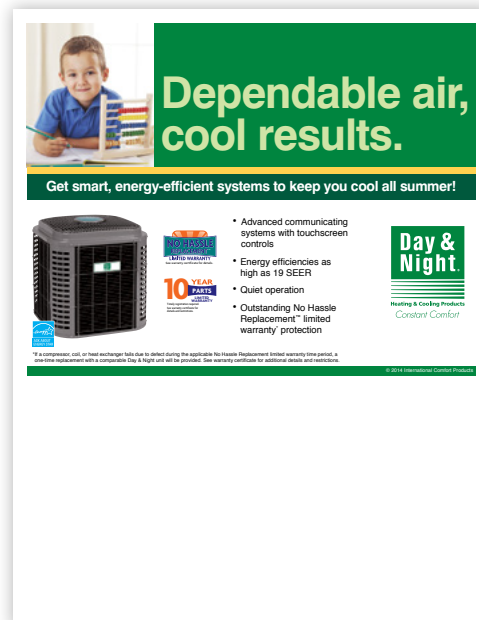
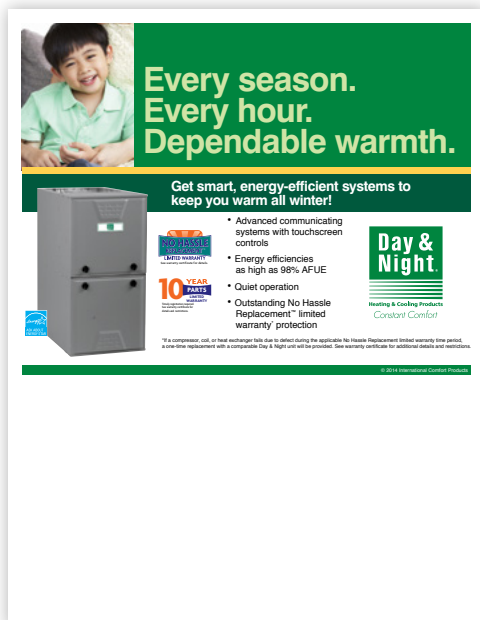
## VISUAL DIRECTION

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

### Product and Program Brochures



### Marketing Flyers\*



\*Electronic templates for these flyers can be found at [GoDayAndNight.com](http://GoDayAndNight.com) in the Business Building Tools section.

# BRAND GUIDELINES: CONVEYING CONSISTENT MESSAGES



## VISUAL DIRECTION

### Print Ads\*

**Introducing the game changer in home comfort.**

Featuring SmartSense™ Technology

- Exceptional comfort levels center with the maximum high-efficiency performance of the Day & Night® Constant Comfort™ Series 12 Hour Pump with SmartSense™ Technology
- Increased Efficiency
- Quiet Operation
- Consistent Comfort

10 Year Limited Warranty

© 2016 International Comfort Products

**We're The Experts In 24-Hour Comfort**

We understand that winter calls for constant comfort. Our goal is to keep you consistently cozy, and a fall freeze-up can often prevent an emergency call in the middle of winter. You deserve to stay toasty, whatever the hour. Call us when you need round-the-clock comfort.

10 Year Limited Warranty

© 2016 International Comfort Products

**Get comfortable saving more.**

Save up to 30% on your heating and cooling bills while enjoying incredible home comfort with Day & Night® geothermal—a unique alternative to ordinary air conditioning and heat pumps that uses the steady temperature of the earth to keep your home at optimal comfort levels year-round. If geothermal is right for you, we have a system to meet your unique needs.

- Unmatched energy efficiency
- Superior comfort
- Fit your needs

10 Year Limited Warranty

© 2016 International Comfort Products

**Stay Cozy Around The Clock**

Winter calls for consistent comfort, and that's exactly what Day & Night® heating systems deliver. You get round-the-clock comfort that's consistently reliable whether it's midnight or noon. And when paired with the Observer™ communicating control with Wi-Fi capability, you can remotely adjust your home comfort settings. Choose Day & Night heating systems for the best in 24-hour comfort.

10 Year Limited Warranty

© 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 Day & Night® cooling systems to the latest in Wi-Fi® capable thermostats. That's why you should make us your first and only call for all your cooling needs.

10 Year Limited Warranty

© 2016 International Comfort Products

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

You can depend on a Day & Night® 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 skilled service team. Make us your first and only call for outstanding cooling products and solutions.

10 Year Limited Warranty

© 2016 International Comfort Products

**You're ready for summer. Is your air conditioner?**

Summer heat and humidity can push your cooling system to the limit. Make sure it's ready with a tune-up from your Day & Night® dealer. A little preventive maintenance can spot problems before they pop up and might even help lower your utility bills. Call us today and enjoy cool, comfortable peace of mind all summer long.

10 Year Limited Warranty

© 2016 International Comfort Products

**Energy efficiency and better comfort—make it happen with financing.**

Get an energy-efficient Day & Night® heating and cooling system and take advantage of special financing. Enjoy reliable home comfort with an efficient Day & Night system backed by outstanding financing.

\*Subject to credit approval and terms for lease.

10 Year Limited Warranty

© 2016 International Comfort Products

\*Electronic templates for these ads and other marketing materials can be found at [GoDayAndNight.com](http://GoDayAndNight.com) in the Business Building Tools section.

## THANK YOU FOR YOUR DILIGENCE

Ensuring the Day & Night® 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.