



# BRAND GUIDELINES

**bryant**  
Heating & Cooling Systems

# TABLE OF CONTENTS

- INTRODUCTION ..... 2
- BRAND OVERVIEW..... 3
- BRAND HOUSE ..... 4
- KEY SEGMENTATION AUDIENCES
  - Primary Audience..... 5
  - Secondary Audience ..... 6
- LOGO USAGE
  - Typography, Clear Space & Color Usage..... 7
  - Don'ts..... 8
  - Tagline & Old Logos..... 9
- COLORS
  - Primary..... 10
  - Secondary..... 10
  - Web ..... 10
- TRADEMARK USAGE ..... 11
- FONTS..... 12
- PHOTOGRAPHY GUIDELINES
  - Brand ..... 13
  - Product..... 14
- COPY TONE ..... 15
- CONTACT INFORMATION..... 16

Welcome to the Bryant® Brand Standards and Logo Usage Guidelines. These guidelines demonstrate the proper use of our logo and branding. By sharing these guidelines with you, our goal is to ensure a consistent look for the Bryant identity wherever it appears. This builds brand equity, creating value for our company and our customers.

This manual is intended to cover all facets of the Bryant graphic standards program. However, should you encounter a situation not included here, or if you are unclear about a certain usage situation, please contact us at:

**Christina Abbott**

[Christina.Abbott@Carrier.com](mailto:Christina.Abbott@Carrier.com)

Since 1904, we've been building on the reputation for quality and reliability that our founder, Charles Bryant established. This goes beyond creating premium heating and cooling products. It extends to the whole customer experience. We not only strive to go above and beyond product development and assembly, we do everything we can to help position Bryant® dealers to exceed expectations in the field. This philosophy is summed up in our tagline:

### **WHATEVER IT TAKES.®**

When Bryant® dealers display the Whatever It Takes® attitude, they are the very embodiment of our brand personality. Reliable, responsive, trustworthy, supportive, fun, friendly, caring and hardworking – these qualities apply to Bryant dealers, as well as Bryant as a whole. These qualities should permeate every aspect of our marketing materials, creating a consistent and unified brand. The standards and guidelines outlined here will help you reinforce that brand.



PURPOSE

Drive dealer growth and profitability through support, training, and strong brand positioning.

VISION

Top-tier HVAC and air quality brand, providing reliable comfort through passion and service.

TARGET SEGMENTS

College educated and high-income homeowners, though lower spenders. This audience is less tech savvy, strives for an easy decision-making process, and relies heavily on dealers for recommendations.

INSIGHT

Our audience values a dealer's opinion. Positioning our dealers with the right products, tools and training is the key to their and our success.



ESSENCE

Every job matters.

BRAND BENEFITS

- Functional**  
Full-line of reliable and durable comfort solutions to meet our customers' needs.

**Emotional**  
Passionate and dedicated service to get the job done right.

PERSONALITY / BRAND VOICE

Reliable, responsive, trustworthy, hardworking, approachable, knowledgeable, engaging.

KEY MESSAGES

Whatever it Takes.

Bryant and Bryant dealers are a unified force committed to exceeding home comfort expectations through product quality and personalized customer experiences.

Dependability

Our products, our service, and our dealers will not let you down. Testing, training, support, and passion are just a few of the tools used to guarantee our customers can count on us.

Dealers Ready for Action

We equip our dealers with training, tools and products that allow them to deliver exceptionally satisfying experiences to customers who value their recommendation.



# KEY SEGMENTATION AUDIENCES

## Primary Target Audience — *Affluent Delegators*

This group enjoys the highest income with the highest level of college education of any of the clusters, although their spending is lower than average. They rely on the dealer as their source of information and to recommend a brand to purchase because they have had previous experience with them and have developed a level of trust. They are willing to spend more if the value is demonstrated to them, but they prefer to stick to the basics and write a check for their purchase. They are not interested in smartphone control or extended warranties.

### Targeting

- College educated
- High income earners
- Relatively old-school (i.e. not tech savvy)
- Heavily reliant on dealers

### Messaging

- Stick to the basics as this group wants to make a quick decision
- Help the dealers be efficient with them
- Don't necessarily do a lot of messaging online / retail
- Group typically has the means, but is waiting on the dealer to help guide them with recommendations

### Service

- Other things that are likely more important
- Keep focused and make sure they are getting the best of all worlds without having to put too much into the decision or the process

### Expectations

- Likely rely on the dealers
- Less attention to the brands
- Brand decision made through the dealer



# KEY SEGMENTATION AUDIENCES

## Secondary Audience — *Bread & Butter Consumers*

HVAC matters a great deal to this group and they back that up by spending the most of any of the clusters. They are most likely to have a brand in mind and have past experience to rely on with the brand and the dealer, being the oldest cluster in the industry. They get the information they need directly from the dealer and from researching manufacturer and dealer websites. They take advantage of tax credits and maintenance agreements more than any other cluster. Because of their relationship with the dealer, they talk about indoor air quality and are thus more likely to also purchase a thermostat that controls other devices as well as IAQ products.



### Targeting

- Oldest group, and most likely to be retired
- Lower home values
- Lowest level of education
- More Town & Rural people, most likely to live in the South
- Lowest level of Millennials

### Messaging

- HVAC matters a great deal to this group & they do their homework
- Have a lot of experience and will typically work with a dealer they already have worked with before
- Use manufacturer websites to do research and thus are more likely to have a brand in mind
- Durability and reliability may be good items to emphasize

### Service

- Dealer-focused group willing to spend on their HVAC needs
- Care about their air quality
- Willing to spend on programmable thermostats
- Most likely to purchase maintenance agreements moving forward

### Expectations

- Likely to be very satisfied
- Isn't their first time purchasing HVAC products
- Willing to spend
- Most likely to be considered the "comfort" group as they will often choose the best solution available

## Typography, Clear Space & Color Usage

### Typography

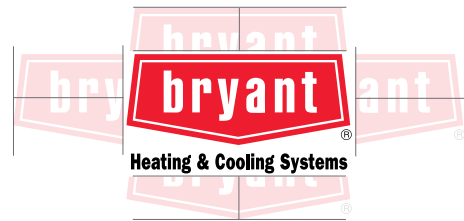
The Bryant® brand logo and the type line below is set in Franklin Gothic ITC Heavy (at 70% horizontal scaling). The position relationship of each item is set and must be maintained at all times.

The type size cannot vary and is to be centered with the logo, as shown.



### Clear Space

Always leave proper clear space around the Bryant logo and tagline as shown here. On each side, the correct amount of clear space is equal to 50 percent of the Bryant shield's length. On the top and bottom, the correct amount of clear space is equal to 50 percent of the Bryant shield's height. Use only the approved logo art in your Ad Kit. Never attempt to recreate the logo art yourself.



### Colors

The preferred color usage is full color. However, if that isn't an option, the only other acceptable color treatments are all black or all white (reversed). The logo can be reproduced in reverse or knocked-out when used over a colored background or image. When reproducing the artwork above, use the following preferred color specification: **PANTONE 485**.



White logo example on black background.

## IMPORTANT NOTE

Always use approved vector artwork when reproducing any identity. Never create, recreate, retype, modify or rebuild artwork.



## Don'ts

1. Do not print the logo in any color other than the specified corporate colors.



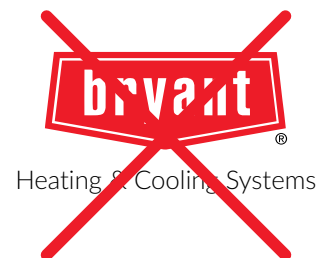
2. Do not position the logo at an angle or vertically.



3. Do not print the logo on a background with too little contrast.



4. Do not use different type fonts for the logotype.



5. Do not change the proportion or position of the symbol and logo type.



# LOGO AND TAGLINE USAGE

## Whatever It Takes® Logo

Whatever It Takes is Bryant's tagline. It is also a logo. The Whatever It Takes logo can be used as a stand-alone element or locked up with the Bryant logo as shown to the right. The single line version should be used with the Bryant logo for side-by-side applications, while the two-line version should be used when stacking it with the logo. The Whatever It Takes logo should not be altered and can be used in black, **PANTONE 485** and white.

## When to Omit It

The Whatever It Takes logo should be removed in instances where locking it up with the Bryant brand logo will force the words "Heating & Cooling Systems" in the Bryant brand logo to become unreadable. Eliminate the Whatever It Takes logo in small print ads, web banner and on trucks and merchandise when the single-line version becomes smaller than 2.5" wide or the vertical version becomes smaller than 1" wide.

**WHATEVER IT TAKES.®**

**WHATEVER  
IT TAKES.®**



**WHATEVER  
IT TAKES.®**



**WHATEVER IT TAKES.®**

## Out-of-date Logos

All logos shown below are outdated. For current logos, use the Bryant® Ad Kit at [hvacpartners.com](http://hvacpartners.com).



## IMPORTANT NOTE

*Always use approved vector artwork when reproducing any identity. Never create, recreate, retype, modify or rebuild artwork.*

# COLORS

## Primary

Bryant uses two colors — red and black. Together, these colors present a bold and strong image of Bryant, reinforcing our underlying Whatever It Takes® positioning as well as the notions of durability and reliability.

### NOTE

*Use rich black everywhere but copy. Use 100% black for copy.*

#### PMS 485

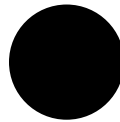


C: 0  
M: 100  
Y: 91  
K: 0

R: 237  
G: 27  
B: 46

Hex #ed1b2e

#### PMS Black



C: 30  
M: 30  
Y: 30  
K: 100

R: 0  
G: 0  
B: 0

Hex #000000

## Secondary

Cool Gray may be used in Bryant marketing materials as an accent color. It is a perfect complement to both of the primary colors. However, it should never be used as a replacement for the primary colors since it lacks their boldness.

#### PMS Cool Gray 7



C: 0  
M: 0  
Y: 0  
K: 50

R: 152  
G: 153  
B: 155

Hex #adadad

## Web Colors

#### Primary



#ed1b2e

#### Primary CTA



#b9eaea

#### Accent Colors



#5e5e5e



#a5121f

#### Text & Backgrounds



#ed1b2e



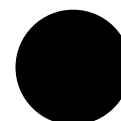
#5e5e5e



#adadad















#e6e6e6



#000000

# TRADEMARK USAGE

When using Bryant logos and proprietary names, it is important to use them properly. This chart identifies the proper designation for the intellectual property as well as the proper colors when using spot color versions of the logo.

	®		®
<b>WHATEVER IT TAKES.®</b>	®		™
 <b>RACING</b>	®		™
	®		™
	®		™
	® Text ™ Logo		™
<b>EVOLUTION</b> SYSTEM	™	<b>Touch·n·Go</b>	™
<b>PREFERRED</b> SERIES	™		None
<b>LEGACY</b> LINE	™		

## NOTE

To download these logos, please visit the Bryant ad kit located in HVAC Partners under *Marketing>Marketing Your Business>Marketing Materials & Messages>Ad Kit*.

Bryant uses one font family: Lato.

## Headlines

Treatments will vary and can use Lato Black, Bold, Medium, Regular and Light.

## Body Copy

Always use Lato Light at 100% black.

## Charts

Since space tends to be limited, use Lato Regular *with 80% horizontal scaling*. For chart headers, any Lato family font can be used with or without horizontal scaling, depending on space available.

## Lato

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### Lato Bold - Headlines

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Lato Bold - Headlines

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Medium Regular - Headlines

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Lato Regular - Headlines

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Lato Light - Headlines & Body Copy

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**



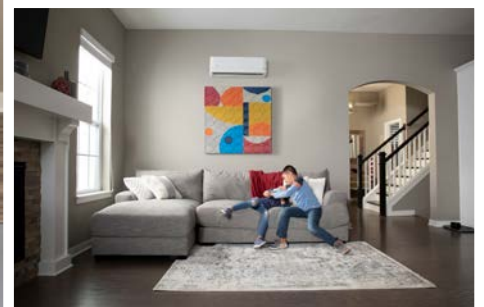
# PHOTOGRAPHY GUIDELINES

## Brand Photography

Communicating the Bryant brand through photography is just as important as it is in words and graphics. To consumers, seeing how Bryant® products and its dealers make them more comfortable is far more interesting than showing the systems themselves. This is why, whenever possible, we prefer to use lifestyle photography that depicts situations in which Bryant's products and dealers are clearly making customer's lives better.



Photographic scenarios should feel natural and not staged. To enhance the perception of Bryant remaining at the forefront of heating and cooling technology, settings should be modern, but not ultra-modern. Additionally, we want to make sure that the Bryant color palette of red and black is tastefully worked into wardrobe and background colors. Like the scenarios themselves, the presence of these colors should feel natural and not forced. This allows us to ensure that the photos are unmistakably part of the Bryant brand.





# PHOTOGRAPHY GUIDELINES

## Product Photography

Product photography should always reflect the quality of our products. It is essential that product photography be consistent, regardless of where it is displayed. The following guidelines should help you maintain excellent product photography.

- Photos must be high resolution.
- The minimum size for a rasterized file should be 9 inches across by 12 inches high, at a resolution of 300dpi – that is, 2700 x 3600 pixels.
- Formats should be one of the following; high resolution JPEG files (.jpg), TIFF (.tif) files or RAW.
- Photos should be in color and use 24-bit or higher color depth
- Don't edit or alter the photograph by cropping.
- Do not crop the in-camera image too tight.

Shoot so the photograph can be cropped both wide view and tight.



**bryant**  
Heating & Cooling Systems

**WHATEVER**  
**time you spend at home,**  
**MAKE IT HEALTHIER.**

With its Capture and Kills® technology, the Bryant® Evolution™ air purifier features an advanced filter that can inactivate 99% of select airborne bacteria and viruses it traps from the air flowing through your HVAC system, including coronavirus.<sup>1</sup>

- Inactivates 99% of select airborne pathogens trapped on the filter.<sup>1</sup>
- Removes 95% of dust, pollen, pet dander and other air impurities.<sup>2</sup>
- Helps improve air quality for both asthma and allergy sufferers.

To learn how you can convert your home to a healthier home, **schedule an appointment today.**

**Bryant. Whatever It Takes.®**

**ACME**  
Heating & Cooling

**(123) 456-7890**  
[www.acmeheatingandcooling.com](http://www.acmeheatingandcooling.com)

Evolution™ Air Purifier

©2020 Carrier. All Rights Reserved. \*The Evolution Air Purifier has demonstrated effectiveness against the murine coronavirus, based on third-party testing (2020) showing a >99% inactivation, which is a virus similar to the human novel coronavirus (SARS-CoV-2) that causes COVID-19. Therefore, the Evolution Air Purifier can be expected to be effective against SARS-CoV-2 when used in accordance with its directions for use. Third-party testing (2012, 2007) also shows >99% inactivation for the type of virus that causes common colds, Streptococcus pyogenes and human influenza. Airborne particles must flow through your HVAC system and be trapped by the Infinity filter to be inactivated at 99%. Learn how it works at [bryant.com/purifier](http://bryant.com/purifier). \*Based on third-party testing (2012) showing 95% of particles size 1.0 to 3.0 microns captured.

## Headlines

Bryant is an active brand and headlines should reflect this. They should be short and written in an active voice. The word “whatever” should also be in the headline as this ties into Bryant’s slogan. “Whatever” is a relative pronoun and a determiner that is often used to emphasize a lack of restriction or a large sense of scale. This broadness allows us to dramatize the scale of challenges that Bryant and Bryant® dealers solve for their customers and allows us to bolster their credibility.

## Body Copy

Like headlines, body copy should be written in an active voice. It should quickly demonstrate how Bryant products and dealers can make them more comfortable. Overall length should be short and to the point. This is in line with the expectations of our primary audience, Affluent Delegators, who are well educated and want to make a quick decision, but rely on their dealer to help them make their final decision.

## CONTACT INFORMATION

If you have any questions or concerns regarding your use of the Bryant® brand, please do not hesitate to contact us. We're here to help and are excited to be a part of your success.

### **Bryant Heating & Cooling Systems**

30 South Meridian Street, Suite 500

Indianapolis, IN 46204

1-888-994-7237

