



FRIEDRICH

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2019 BRAND STYLE GUIDE

www.friedrich.com

PURPOSE STATEMENT:

A company is largely measured - fairly or unfairly - by the way its brand is communicated across all media channels in content and form. The Friedrich 2019 Brand Style Guide allows the company to leverage its position and image as an industry leader by creating, then following a uniform standard of graphic elements that convey those strengths.

To accomplish those goals, we have created a Friedrich 2019 Brand Style Guide that conveys our strength through consistency of all visual and written communications.

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VERTICAL LOGOS

HERO LOGO

3-DIMENSIONAL LOGO ON WHITE

The vertical 4 color logo is the primary logo to be used whenever 4 color process inks are used or when a color logo is used in digital media (R,G,B)



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HERO LOGO

3-DIMENSIONAL LOGO ON BLACK



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SECONDARY HERO LOGO

SOLID PMS COLORS

These versions to be used when 4 color processing cannot be done due to budget, application, or other reasons. These versions can be printed with 2 spot colors: Reflex Blue and Pantone Black U 100%



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HORIZONTAL LOGOS



HERO LOGO

3-DIMENSIONAL LOGO ON WHITE



FRIEDRICH

HERO LOGO

3-DIMENSIONAL LOGO ON BLACK



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SECONDARY HORIZONTAL LOGOS

SOLID PMS COLOR OR C,M,Y,K MATCH

These versions to be used when 4 color processing cannot be done due to budget, application, or other reasons. These versions can be printed with 2 spot colors: Reflex

Blue and Pantone Black U 100%



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COLOR APPLICATION



COLOR APPLICATION

HERO LOGO COLOR GUIDE

To be printed in CMYK only pantones for color reference only



PANTONE REFLEX BLUE U

PANTONE 306 U

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PANTONE BLACK U 100%



PMS
Reflex Blue U
C 100 / M 90 / Y 0 / K 0



PMS
306 U
C 70 / M 0 / Y 0 / K 0

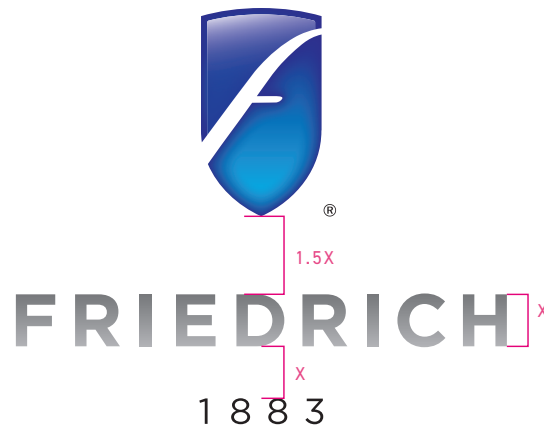


PMS
Cool Gray 7 U 100%
C 0 / M 0 / Y 0 / K 50

HERO VERTICAL LOGO

SPACING

x = the measurement of the height of the logo type



COLOR APPLICATION (CONT.)

SECONDARY GRADIENT AND SOLID LOGOS - COLOR GUIDE

These versions to be used when 4 color processing cannot be done due to budget, application, or other reasons. These versions can be printed with 2 spot colors: Reflex Blue and Pantone Black U 100%



PANTONE REFLEX BLUE U 100%

FRIEDRICH

PANTONE COOL BLACK U 100%

1 8 8 3



PMS

Reflex Blue U

C 100 / M 90 / Y 0 / K 0



PMS

Black U

C 0 / M 0 / Y 0 / K 100

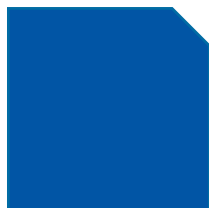
COLOR PALETTE

COLOR USE GUIDE

Friedrich color palette used in printed materials.

COLOR PALETTE

PRIMARY COLORS



PMS

7691

C 100 / M 43 / Y 0 / K 30



C 0 / M 0 / Y 0 / K 70



C 0 / M 0 / Y 0 / K 10

COLOR PALETTE

SECONDARY COLORS



PMS

144

C 0 / M 51 / Y 100 / K 30



PMS

360

C 63 / M 0 / Y 84 / K 0



PMS

7688

C 69 / M 19 / Y 4 / K 0

COLOR PALETTE

COLOR USE EXAMPLE

2019 product literature cover design



Chill® Premier Smart Window Air Conditioners



Quietmaster® technology

Quiet, it's in the details

Smart, effortless control

Integrated Wi-Fi allows you to control Chill Premier with the Friedrich Go™ app on your smartphone. Also compatible with Amazon Alexa.

Save big on energy

Manage energy use with ease



FRIEDRICH
1883

THE EXPERTS IN ROOM AIR CONDITIONING

COLOR PALETTE

COLOR USE EXAMPLE

2019 trade advertising

If Time
Is Money,
Meet
Your
Newest
Money Maker.



THE **EASIEST DUCTLESS** TO INSTALL, CLEAN AND SERVICE

40%
FASTER*
TO INSTALL

45%
FASTER*
TO CLEAN

50%
FASTER*
TO SERVICE



NEW Floating Air® Pro & Premier Series

Friedrich FastPro design makes installation easier and gives you the fastest access to the parts and components that typically require cleaning and service.

*Faster than similar installation, cleaning and service performed on standard ductless wall-mounted units.

MAKE MORE MONEY ON DUCTLESS!

visit <http://info.friedrich.com/fastpropreview>
or call 1-866-623-7822



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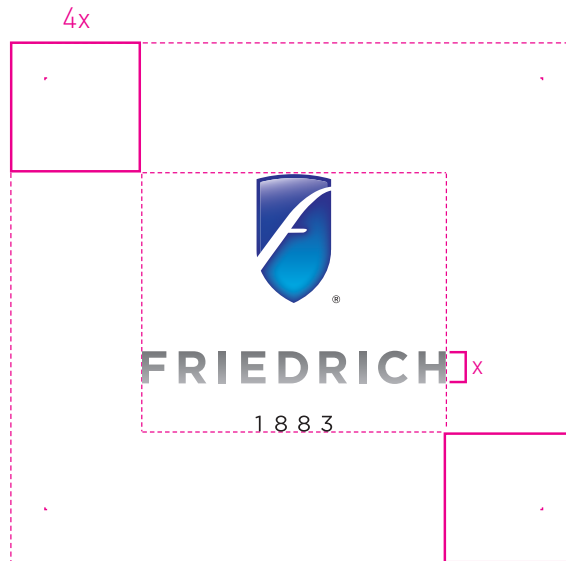
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LOGO SAFETY AREA

LOGO SAFETY AREA

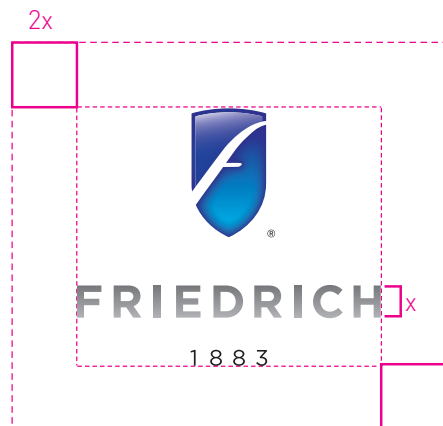
CORRECT SAFETY AREA

In most applications, a margin of clearance surrounding the logo is recommended for proper visual effect.

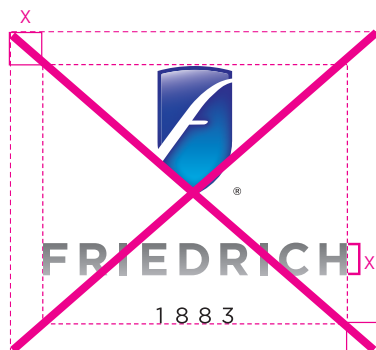


The ideal margin of clearance is equal to the width of one of the logo squares.

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In cases where space is limited, a margin of clearance equal to 2x may be used.



Avoid placement of text or graphics where the margin is similar to the height of the logo letter forms.

LOGO APPLICATION

SHIELD WITH BORDER



On dark backgrounds shield with border should be used.



Avoid using shield with border on light backgrounds.

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LOGO APPLICATION

SHIELD WITHOUT BORDER



On light backgrounds shield with no border should be used.



Avoid using shield with no border on dark backgrounds.

LOGO APPLICATION

SHIELD WITHOUT BORDER (Acceptable Application)

WHITE



White background for best contrast and most readability.

< 25% GRAY



Only place on background that is lighter than 25% gray.

LOGO APPLICATION

NON-Acceptable Application

BLACK



Do not place on black background.

> 25% GRAY



Do not place on background that is darker than 25% gray.

DARK COLOR



Do not place on colored background.

ANY IMAGE



Do not place on image.

LOGO APPLICATION

SHIELD WITH BORDER (Acceptable Application)

BLACK



Black background for best contrast and most readability.

50% GRAY



Only place on background that is darker than 50% gray.

DARK COLOR



Dark color should be visually darker than a 50% gray for best contrast and most readability.

DARK SIMPLE IMAGE



Only place on image that has a simple texture and is darker than a 50% gray.

White



Do not place on white background.

< 50% Gray



Do not place on background that is lighter than 50% gray.

Light Image



Do not place on a light colored image (lighter than 50%).

Busy Image



Do not place on image that has a complicated textures and/or patterns.

LOGO HIERARCHY

PRIMARY & SECONDARY LOGOS



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PRIMARY LOGO

To be used in most cases and
where possible.



FRIEDRICH

1 8 8 3

PRIMARY LOGO

To be used in most cases and where
possible on black background.

LOGO HIERARCHY

PRIMARY & SECONDARY LOGOS



SECONDARY LOGO

To be used in most cases where **X** equals more than 1 inch and there is not space for primary logo.



SECONDARY LOGO

To be used in most cases and where possible on black background and where **X** equals more than 1 inch and there is not space for primary logo.

2 color vertical logo

3rd PRIMARY



FRIEDRICH
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2 color horizontal solid logo

3rd PRIMARY



FRIEDRICH

1 color horizontal 100% K

4th PRIMARY



FRIEDRICH
1 8 8 3

1 color horizontal 100% K

4th PRIMARY



FRIEDRICH

vertical web - on light background

5th PRIMARY



FRIEDRICH
1 8 8 3

horizontal web - on light background

5th PRIMARY



FRIEDRICH

TYPOGRAPHY

TYPEFACE

While the logo is the primary source of our identity, typography is also an important element in defining our brand. This guide introduces Din as our main typeface.

DIN Preferred font for general use

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

55 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

56 Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

65 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz

76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz



STYLE GUIDELINES



Because Friedrich trademarks, trade dress, service marks and trade names are important assets, we ask that you help us by following these guidelines to reinforce our brand and corporate identities to protect our very valuable trademarks.

Remember, by using our logos, partly or in whole, you acknowledge Friedrich is the sole owner of its various trademarks and that you will not challenge or interfere with our company's rights.

INTERNAL/EMPLOYEE USE

Email Tags, Newsletters, Conferences, Seminars, Press Releases

The following rules must be followed for email tags, conferences, seminars, press releases, and all documents using the Friedrich logo that are created to promote Friedrich products:

- The Friedrich shield or Friedrich name cannot be altered in color or type per the branding guidelines.
- Email signature line must not contain quotes or messaging not related to the Friedrich lines of products or any non-approved language.
- Email direct response communications must mirror the same design, color usage, imagery and typography standards as all other direct response communications.
- All brand expression guidelines apply to all forms of e-marketing, including email blasts to customers, email newsletters to opt-in subscribers, ETC.
- Design standards from web designs to direct response marketing, particularly those that link directly to Friedrich websites, should be combined for use in e-newsletters, and for one-on-one correspondence between sales teams and existing customers.
- Also, for suggested email protocol, if the email is a follow-up to a printed ad, web visit or direct mail, all imagery and copy in the email needs to provide a connection, both visually and message-wise, to the original source.
- Friedrich does not support the use of its logos, product names or product images to give the impression that it endorses conferences or seminars.
- Friedrich approved document templates can be found on the Team Friedrich site

EXTERIOR USE

The following rules must be followed for all materials, including advertisements and displays, created to promote Friedrich products by retailer and distributors.

In-Store Displays, Online and Print Advertisements

- The Friedrich shield or Friedrich name cannot be altered in color or type per the branding guidelines.
- Email direct response communications must mirror the same design, color usage, imagery and typography standards as all other direct response communications.
- All brand expression guidelines apply to all forms of e-marketing, including email blasts to customers, email newsletters to opt-in subscribers, ETC.
- Follow the logo hierarchy as shown in the 2013 Brand Guide.
- Do not display multiple Friedrich logos on the same page. Instead, use the single logo that best relates to the intent of the advertisement.
- All Friedrich logos must be attributed properly by placing a trademark symbol (TM, SM) after the trademark in fine print after the copyright notice.
- Any reference to Friedrich, when a logo is used, is not considered an endorsement, sponsorship or association with the company. Any use of the Friedrich logo or its products being shown in a false or derogatory light is prohibited.
- Use the appropriate color treatment – whether color or black-and-white – for all logos.
- Do not place Friedrich logos with white backgrounds lighter than 50% gray on a light-colored image lighter than 50%, or on images that have complicated textures or backgrounds.
- The logo without the shield border can only be used on white backgrounds or backgrounds lighter than 25% gray.



BRANDING DON'TS

- Any takeoffs or variations of Friedrich logos in slogans or taglines created by third-party entities are forbidden for any purpose.
- Any use of a Friedrich logo in a disparaging manner is prohibited.
- The Friedrich shield or Friedrich name cannot be altered in color or type per the branding guidelines.
- Do not place Friedrich logos with white backgrounds lighter than 50% gray on a light-colored image lighter than 50%, or on images that have complicated textures or backgrounds.
- The logo without the shield border can only be used on white backgrounds or backgrounds lighter than 25% gray.



