

CHANNEL  
STYLE  
GUIDE

BUILT TO A HIGHER STANDARD®

*American Standard®*

HEATING & AIR CONDITIONING

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# **01** **IDENTITY**

# LOGO, TAGLINE AND HEADLINE

## LOGO AND TAGLINE

The corporate logo is the simplest and most direct expression of the company's message, and therefore is applied to all corporate communication materials, including annual reports, corporate advertising, online applications, investor communications, HR, and recruitment programs.

There are two versions of the American Standard Logo – one with the 'Built to a Higher Standard' tagline and one without. The version with the tagline is preferred. The optional logo without the tagline should only be used when space is restricted.

The registered trademarks and brand descriptor are legally required. The 'Built to a Higher Standard' tagline cannot be used on its own.

The first logo on the right is the lock up of the American Standard logo with the tagline. This unit is comprised of the American Standard logomark, the American Standard logotype, the American Standard tagline, and brand descriptor. The size relationship shown here must be maintained in all its applications. These elements, the size ratio of each element to one another, and their position in relation to one another should never be altered, resized, redrawn or modified in any way.

### PREFERRED LOGO WITH TAGLINE



### OPTIONAL LOGO WITHOUT TAGLINE



# HEADLINE

The headline shown to the right is an optional, limited-application element that can be used in conjunction with the American Standard logo. The type treatment and size relationship shown here must be maintained in all its applications. This headline is not intended as a replacement for the tagline or the American Standard logo itself. Limited-application examples may be; wall-murals, t-shirts, and various merchandise.

HEADLINE

BUILDING

A HIGHER

STANDARD.

COLOR #04365B

COLOR #0069B3

PERIOD

UNDERLINE

HEADLINE

# LOGO & HEADLINE GUIDELINES

SPACING

ON WHITE OR LIGHT IMAGE



CLEAR SPACE

ON WHITE OR LIGHT IMAGE



CLEAR SPACE:

Height/Width of the  
'A' in American



While not recommended, it is acceptable to use the  
1-color logo on color backgrounds.

BUILT TO A HIGHER STANDARD®

*American Standard*®

HEATING & AIR CONDITIONING

BUILT TO A HIGHER STANDARD®

*American Standard*®

HEATING & AIR CONDITIONING

BUILT TO A HIGHER STANDARD®

*American Standard*®

HEATING & AIR CONDITIONING

HEADLINE ON WHITE

# BUILDING A HIGHER STANDARD.

TYPEFACE: Galano Grotesque Black (All Caps)

COLOR: #04365b and #0069b3

TRACKING: 20

HEADLINE ON BLUE (AND ALL OTHER BACKGROUND COLORS)

# BUILDING A HIGHER STANDARD.

TYPEFACE: Galano Grotesque Black (All Caps)

COLOR: #111111

TRACKING: 20

LOGO SIZE RESTRICTIONS

The smallest the logo can be used to still be clear and effective is 1.5" wide in print or 125 pixels.

Do NOT remove the brand descriptor or registered trademark symbols.



1.5" Print Minimum



125px Web Minimum

LOGO ORIENTATION USAGE

The horizontal American Standard logo lockup is preferred in any application. When placement and spacing become an issue: the stacked American Standard logo lock-up should be used to maximize size and legibility.



HORIZONTAL



VERTICAL

LOGO

---

# BLACK AND WHITE PRINTING

## BLACK AND WHITE PRINTING

When black and white printing is required, black or white one color logos are available to use. The full color logo is always preferred when the option is available.

BUILT TO A HIGHER STANDARD®  
*American Standard*®  
HEATING & AIR CONDITIONING

BUILT TO A  
HIGHER STANDARD®  
*American  
Standard*®  
HEATING & AIR  
CONDITIONING

BUILT TO A HIGHER STANDARD®  
*American Standard*®  
HEATING & AIR CONDITIONING

BUILT TO A  
HIGHER STANDARD®  
*American  
Standard*®  
HEATING & AIR  
CONDITIONING

LOGO AND TAGLINE

---

**INCORRECT  
USAGE**

LOGO AVOIDANCES



DO NOT vertically or horizontally stretch the logo



DO NOT use the logo as outlines



DO NOT use the logo without the brand descriptor "HEATING AND AIR CONDITIONING"



DO NOT use logo in a sentence



DO NOT recolor the logotype



DO NOT apply a stroke around the logo



DO NOT use an old or unapproved version of the logo



DO NOT apply any effects to the logo (e.g. drop shadow)



DO NOT resize the brand descriptor

TAGLINE AVOIDANCES

*American Standard*<sup>®</sup>  
HEATING & AIR CONDITIONING  
BUILT TO A HIGHER STANDARD<sup>®</sup>

DO NOT place the tagline below the logo

BUILT TO A HIGHER STANDARD<sup>™</sup>  
*American Standard*<sup>®</sup>  
HEATING & AIR CONDITIONING

DO NOT use an unapproved color for the tagline

BUILT TO A HIGHER STANDARD<sup>®</sup>  
*American Standard*<sup>®</sup>  
HEATING & AIR CONDITIONING

DO NOT change the typeface of the tagline

BUILT TO A HIGHER STANDARD<sup>®</sup>  
*American Standard*<sup>®</sup>  
HEATING & AIR CONDITIONING

DO NOT increase the size of the tagline

BUILT TO A HIGHER STANDARD<sup>®</sup>  
*American Standard*<sup>®</sup>  
HEATING & AIR CONDITIONING

DO NOT change the tracking or kerning of the tagline

Built to a Higher Standard<sup>®</sup>  
*American Standard*<sup>®</sup>  
HEATING & AIR CONDITIONING

DO NOT change the case of the tagline

TAGLINE USAGE

The “Built to a Higher Standard” tagline should ONLY be used in the American Standard logo, it cannot be used by itself.

~~BUILT TO A HIGHER STANDARD~~



LOGO AND HEADLINE

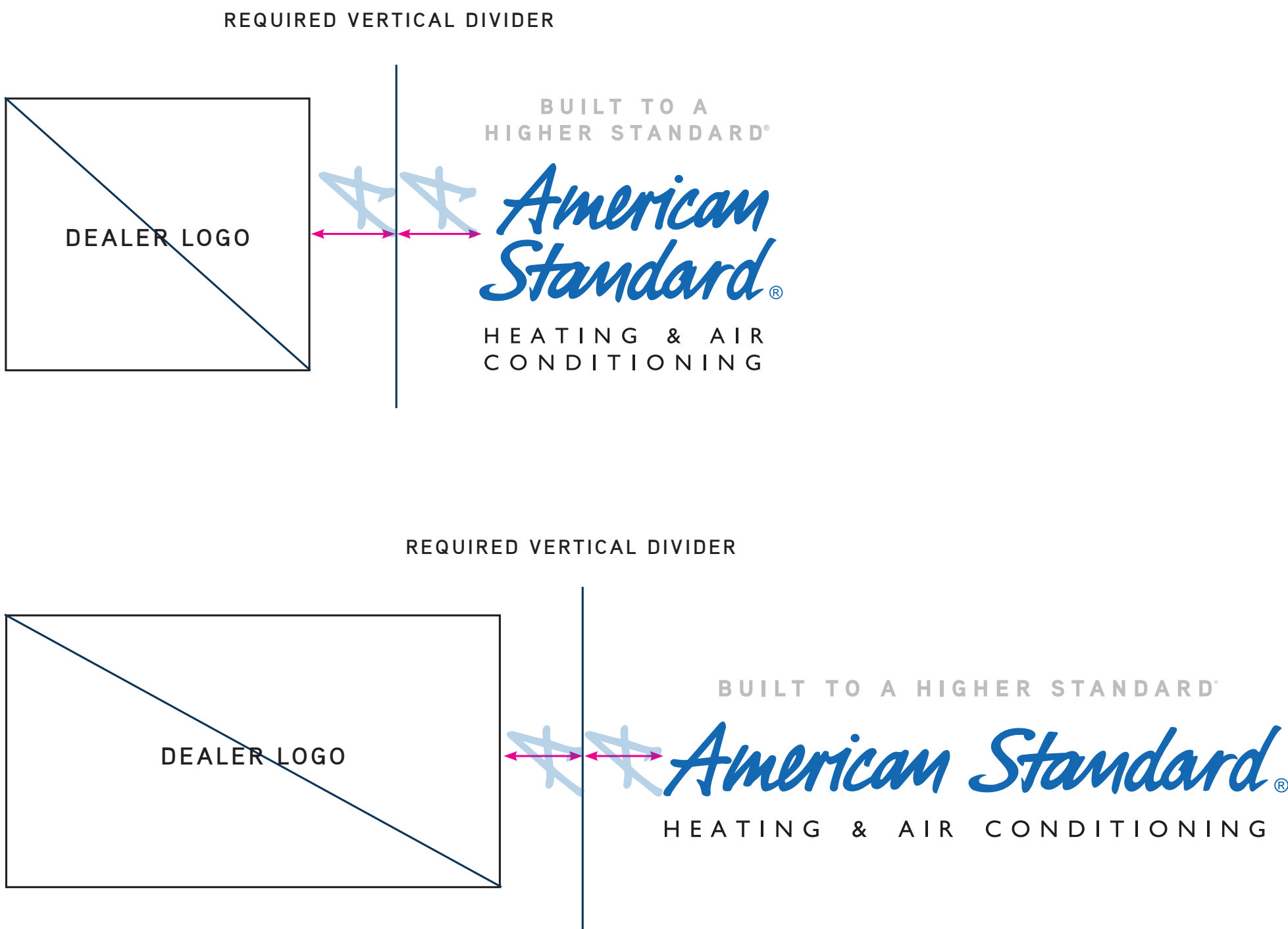
---

# BRAND LOCKUPS

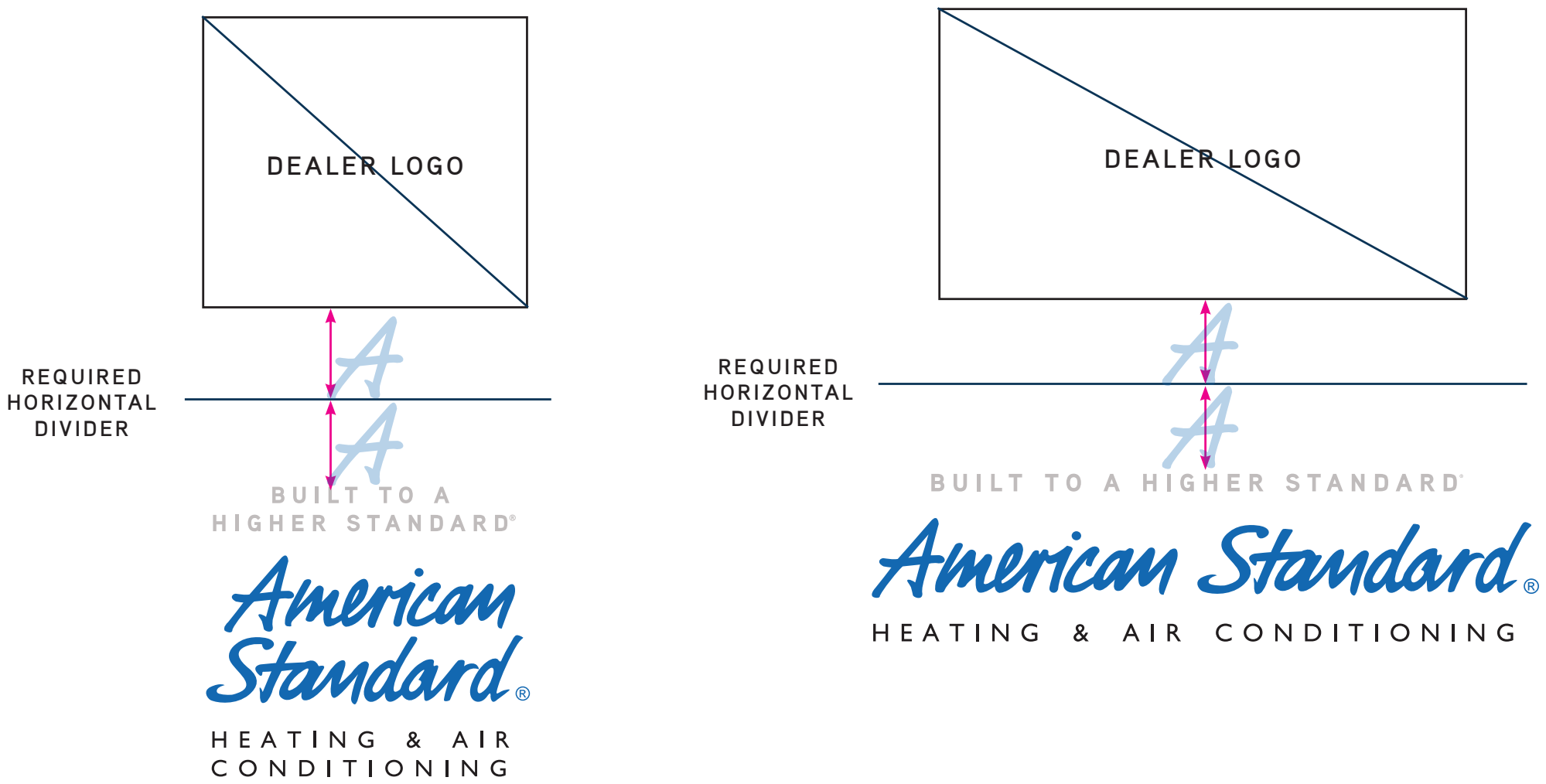
BRAND LOCKUPS: DEALER

When locking up the American Standard logo with a dealer's logo, follow the guidelines below. A horizontal divider separates both logos with equal spacing on both sides based on the height of the "A" in the logo. The logos themselves should be proportionate in size to each other.

HORIZONTAL



VERTICAL



# BRAND MENTIONS IN COPY

## When using the brand name in copy:

The first mention must use the entire name and descriptor, e.g. American Standard® Heating and Air Conditioning. The first reference of the brand name should always be followed by a registered trademark symbol. All additional mentions can be just the name minus the descriptor and registered trademark symbol, e.g. American Standard.

Co-op requires the entire name and descriptor to be used in full just once. This is both for sake of brevity as well as committing to a more neighborly, established tone.

## Whenever you are reading or producing your own tag to video or radio promotions:

Use "American Standard Heating and Air Conditioning. Built to a Higher Standard." Optionally you can simply use "American Standard Heating and Air Conditioning."

"Built to a Higher Standard" should never be used as a standalone phrase. It should ALWAYS be connected to the brand name.

## **02 OUR VISUAL SYSTEM**

# BRAND ELEMENTS

WHITE BACKLIGHT

PRODUCT

PRODUCT REFLECTION

LOGO WITH TAGLINE

BUILT TO A HIGHER STANDARD®

*American Standard®*

HEATING & AIR CONDITIONING

**SURPRISES:**

**GOOD FOR PARTIES.**

**BAD FOR FURNACES.**

GRAY BACKGROUND

HEADLINE

SHADOW BAR

LOGO WITHOUT THE TAGLINE

GRAY BACKGROUND

WHITE BACKLIGHT

PRODUCT

PRODUCT REFLECTION

HEADLINE

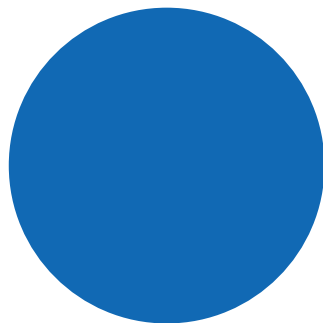
SHADOW BAR



# COLOR & TYPOGRAPHY



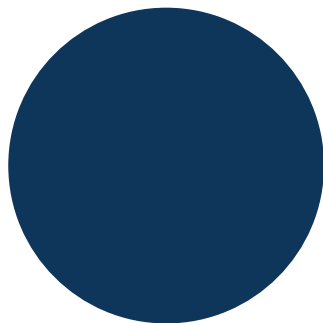
COLOR PALETTE



AMERICAN STANDARD BLUE

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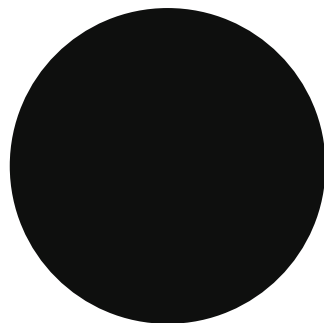
C	91	R	0
M	59	G	105
Y	0	B	180
K	0		
<hr/>			
HEX: #0069b3		PMS: 285 C	



NAVY

---

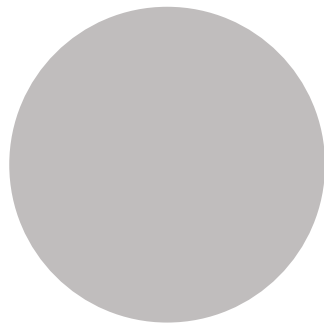
C	100	R	17
M	81	G	55
Y	38	B	91
K	30		
<hr/>			
HEX: #04365b		PMS: 302 C	



BLACK

---

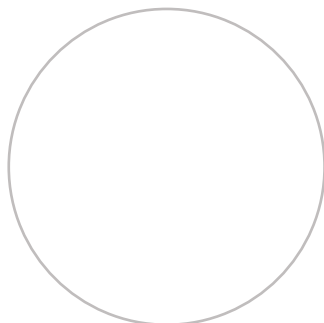
C	73	R	18
M	67	G	17
Y	66	B	17
K	83		
<hr/>			
HEX: #111111			



GRAY

---

C	25	R	192
M	21	G	189
Y	21	B	189
K	0		
<hr/>			
HEX: #C0BDBD			



WHITE

---

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		
<hr/>			
HEX: #FFFFFF			

HEADLINE:  
GALANO GROTESQUE BLACK  
(ALL CAPS)

THE QUICK BROWN FOX  
JUMPS OVER THE  
LAZY DOG.

SUBHEAD:  
AAUX BOLD  
(ALL CAPS)

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ELIT.

BODY COPY:  
AAUX REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec placerat mi. Fusce diam risus, suscipit accumsan metus ac, commodo consectetur nibh. Sed quis vehicula ligula. Cras commodo, arcu quis aliquam congue, mauris mauris consectetur ante, eget auctor nulla odio in leo. Phasellus ac dui commodo, tincidunt nisl sed, posuere diam. Cras vestibulum, mauris ultrices vulputate lacinia, nunc leo tincidunt turpis, sit amet bibendum erat metus quis nunc. Maecenas faucibus, eros et condimentum cursus, est velit interdum arcu, in consequat arcu metus at est.

TYPE STYLING

The first part of the headline should be in the brand Navy. The second part in American Standard Blue. This provides emphasis to the headline.

TRACKING: 20

LEADING: 4% less than point size

TYPE STYLING

Set in all caps and tracked out, Aaux Bold subhead provides a nice compliment to the heavier Galano Grotesque Black.

Subheads should be set in Navy unless on a dark background. Our Gray should be utilized otherwise

TRACKING: 120

TYPE STYLING

When typesetting body copy, legibility is of utmost important. Aaux Regular in Navy with a healthy amount of leading ensures the reader maximum legibility.

TRACKING: 0

LEADING: 50% more than point size

03

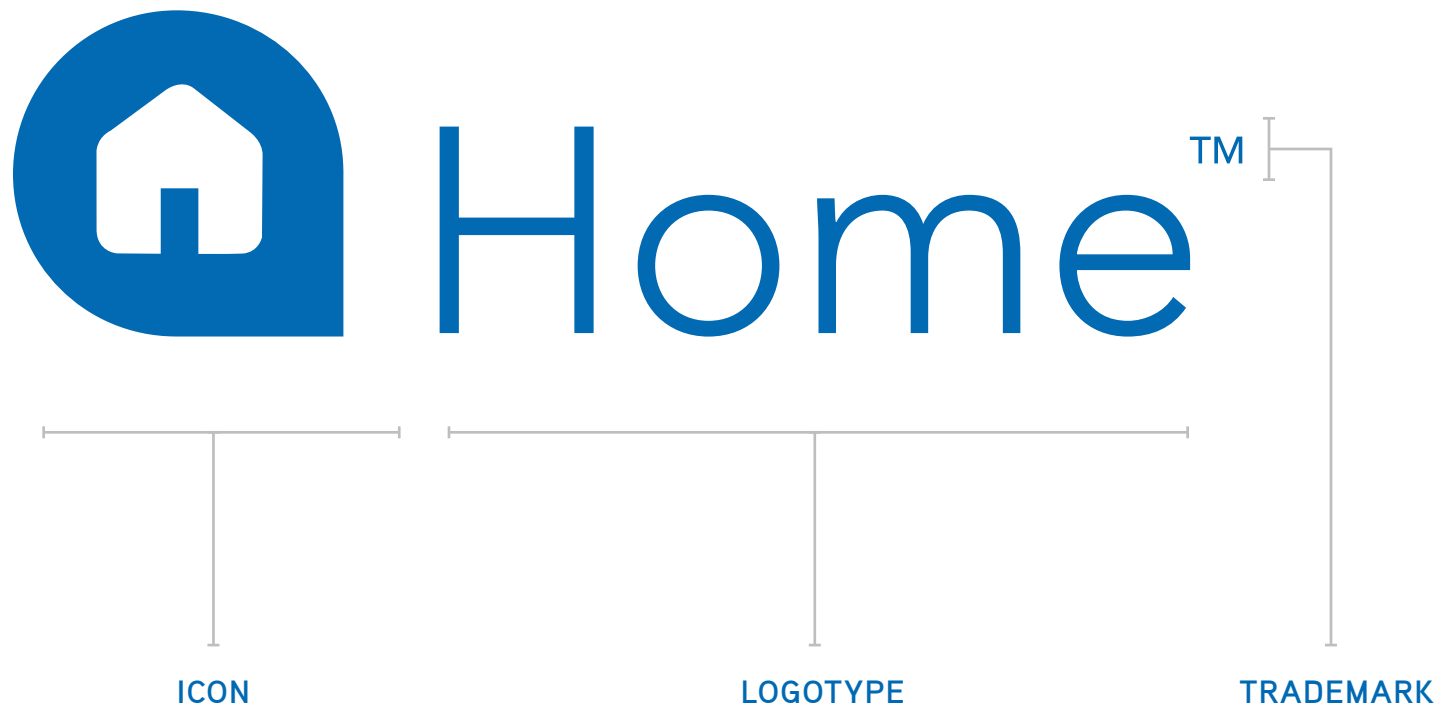
# MONIKERS

# AMERICAN STANDARD HOME

This is the American Standard Home Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the American Standard logo to reinforce these branded services, but never shown as a side-by-side lockup. The icon is part of the moniker and should never be used separately from the logotype.\* The American Standard Home Moniker is currently available in American Standard Blue. Black or Reversed can be used when necessary. The trademark symbol must always be shown.

*\*The icon can only be used on a standalone basis when needed for a mobile application or a notification due to space restrictions.*

AMERICAN STANDARD BLUE:



BLACK:



REVERSED:



# AMERICAN STANDARD DIAGNOSTICS

This is the American Standard Diagnostics Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the American Standard logo to reinforce these branded services, but never shown as a side-by-side lockup. The icon is part of the moniker and should never be used separately from the logotype.\* The American Standard Diagnostics Moniker is currently available in American Standard Blue. Black or Reversed can be used when necessary. The trademark symbol must always be shown.

*\*The icon can only be used on a standalone basis when needed for a mobile application or a notification due to space restrictions.*

AMERICAN STANDARD BLUE:



BLACK:



REVERSED:



# AMERICAN STANDARD LINK

This is the American Standard Link Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the American Standard logo to reinforce these branded services, but never shown as a side-by-side lockup. The icon is part of the moniker and should never be used separately from the logotype.\* The American Standard Link Moniker is currently available in American Standard Blue. Black or Reversed can be used when necessary. The trademark symbol must always be shown.

*\*The icon can only be used on a standalone basis when needed for a mobile application or a notification due to space restrictions.*

## AMERICAN STANDARD BLUE:



## BLACK:



## REVERSED:



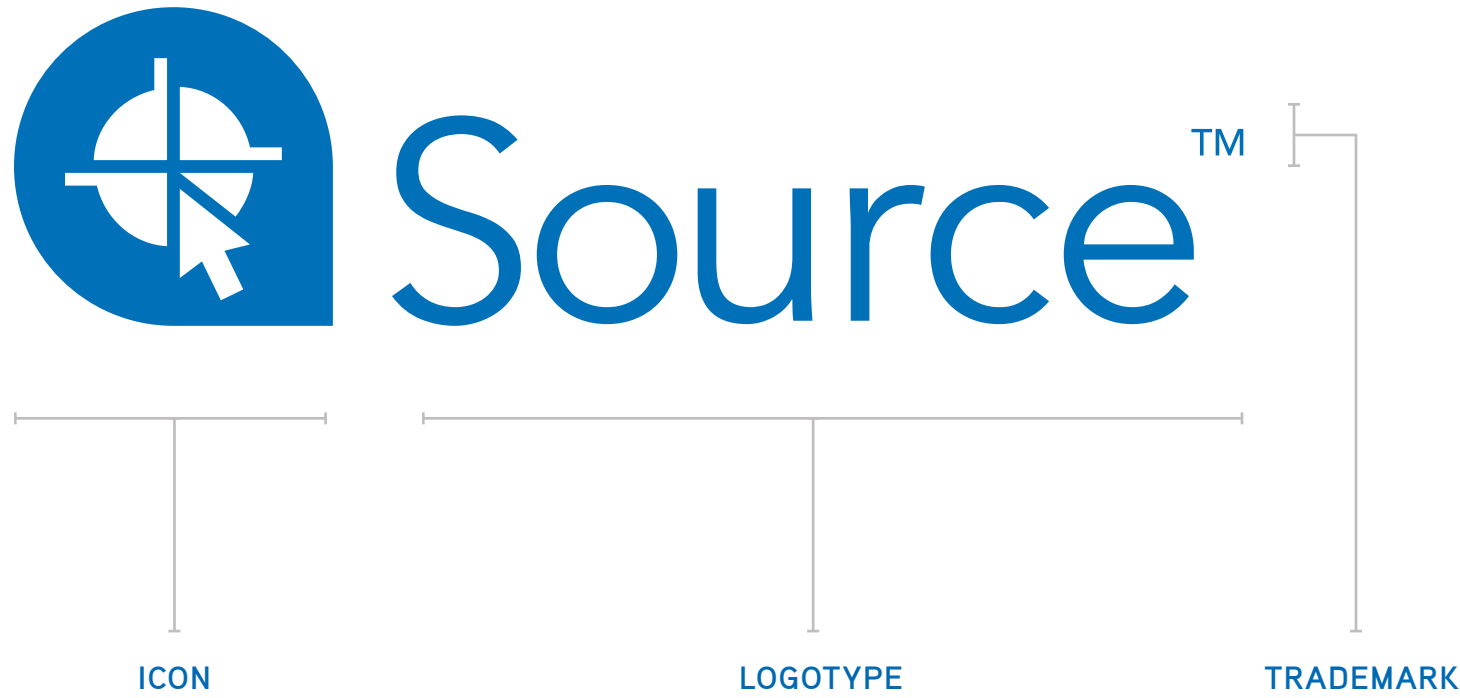
# AMERICAN STANDARD SOURCE

This is the American Standard Source Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the American Standard logo to reinforce these branded services, but never shown as a side-by-side lockup. The icon is part of the moniker and should never be used separately from the logotype.\* The American Standard Source Moniker is currently available in American Standard Blue. Black or Reversed can be used when necessary. The trademark symbol must always be shown.

American Standard Source should primarily be separated from Trane® Source in marketing materials. In some cases, both brands can be combined. Consult with the brand team to determine how to address this service with both brands.

*\*The icon can only be used on a standalone basis when needed for a mobile application or a notification due to space restrictions.*

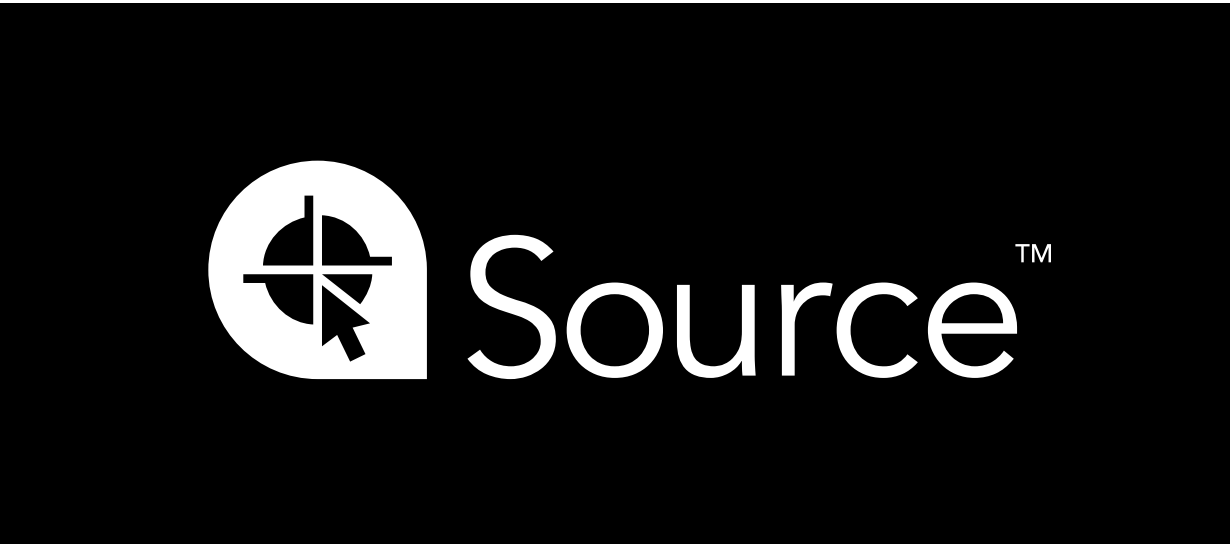
AMERICAN STANDARD BLUE:



BLACK:



REVERSED:

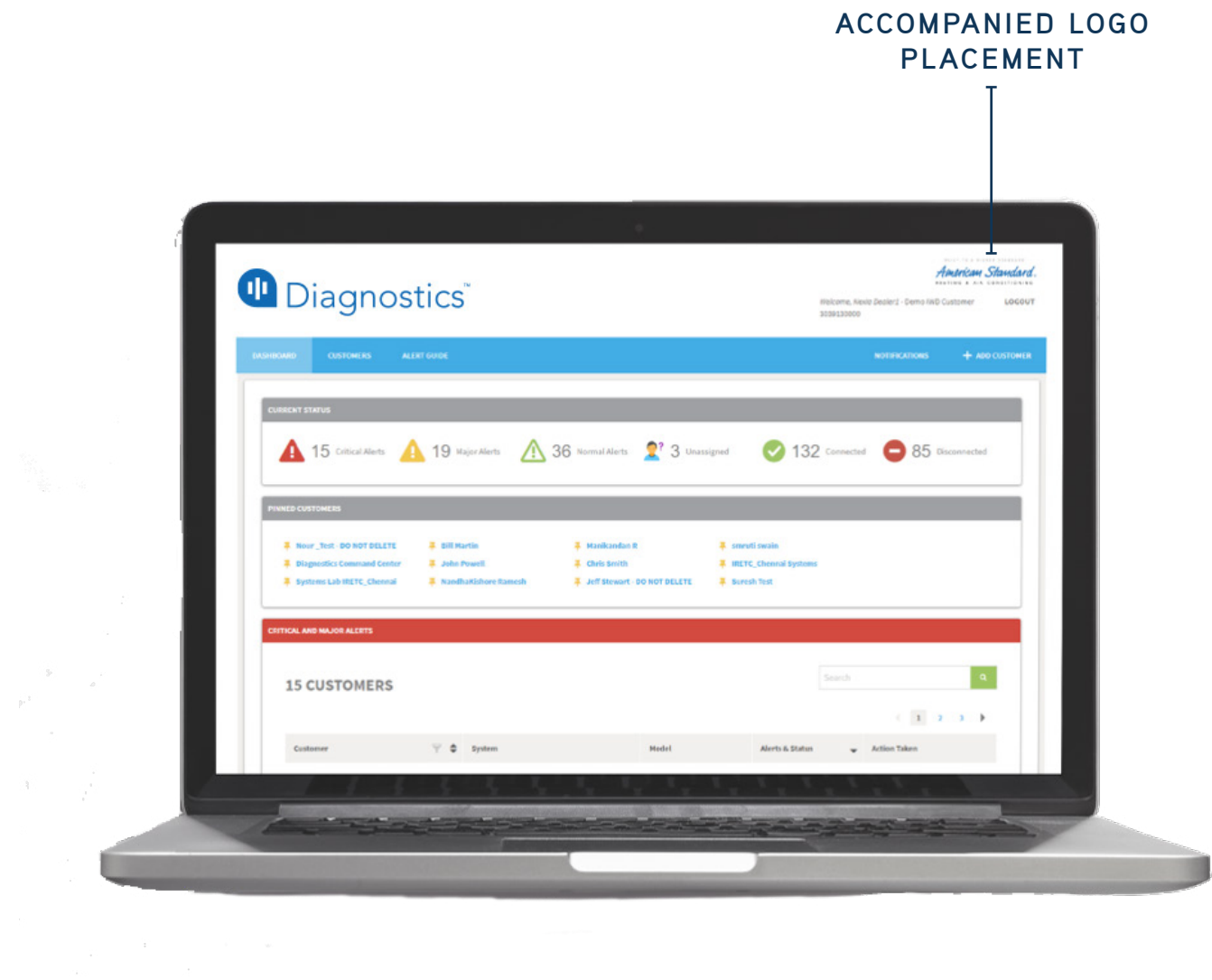


BEST PRACTICES & SPACING

An appropriate amount of space (diameter of 1 logomark) should be left between the Moniker and other information, such as product names and other graphics.

The Moniker should never be placed directly next-to, above, or below the American Standard logo. The moniker should be placed appropriately, but still accompanied by the American Standard logo somewhere on all print and digital placements. Wherever the moniker is used, the American Standard logo should also be visible.

EXAMPLE PLACEMENT



ACCOMPANIED LOGO PLACEMENT



CLEAR SPACE:  
Height/Width of logomark



MONIKER SIZE RESTRICTIONS

The smallest a Moniker can be used to still be clear and effective is 1.5" wide in print or 125 pixels.

Do NOT use the logo-mark/icon by itself.



1.5" Print Minimum



125px Web Minimum

ACCOMPANYING LOGO

All Monikers must be accompanied by the American Standard logo on any application, but NOT shown directly next to, above, or below as a lock-up. Below are the approved logos that can be used on the same application as the Monikers.



HORIZONTAL



VERTICAL

# INCORRECT USAGE

LOGO AVOIDANCES



DO NOT vertically or horizontally stretch the logo

DO NOT use the logo as outlines

DO NOT place the American Standard logo directly next-to, above or below the moniker.



DO NOT use logo in a sentence

DO NOT recolor the logotype

DO NOT apply a stroke around the logo



DO NOT apply any effects to the logo (e.g. drop shadow)

DO NOT use the moniker logotype alone or without the Trademark symbol.

DO NOT separate the icon from the logotype or use the icon alone.

# MENTIONS IN COPY

## When using the brand name in copy:

When referring to these services in written text, the service should always be accompanied by the brand name; "American Standard® Home" "American Standard® Link" "American Standard® Diagnostics" and "American Standard® Source." The first reference of the brand name should always be followed by a registered trademark symbol. The service name should never be followed by a trademark symbol in written text. The service names themselves should never be used alone.

Words that follow the Moniker names are not capitalized. For example, American Standard® Link system or American Standard® Link technology (NOT American Standard® Link Technology or American Standard® Link System).

"Technology" should be used when emphasizing that the service is a communicating technology. It is correct to say "equipment with American Standard® Link technology." It is incorrect to say "American Standard® Link equipment."

## Whenever you are reading or producing your own tag to video or radio promotions:

Use "American Standard Home" "American Standard Link" "American Standard Diagnostics" or "American Standard Source"

"Home", "Link", "Diagnostics" or "Source" should never be used as a standalone phrase. It should ALWAYS be connected to the brand name.

**04**

# **CUSTOMER CARE BADGE**

# THE CUSTOMER CARE DEALER BADGE

This is the American Standard Customer Care Badge that is meant to be used exclusively for Elite Dealers. Per best practice instructions, this Badge does NOT need to be utilized with the American Standard logo and should typically be used on it's own. It should never be shown as a side-by-side lockup.

An appropriate amount of space (diameter of inside circle) should be left between the Badge and other information, such as product names and other graphics.

The Customer Care Badge is available in a standard color version. The grayscale version can be used in black and white print media only when necessary. If you need specialized artwork for unique purposes, such as use on dark vehicles, please reach out to your distributor or American Standard marketing contact for assistance.

STANDARD CUSTOMER CARE BADGE:



SPACING:



GRAYSCALE:



# HOW TO PAIR THE BADGE

When pairing the Customer Care Badge with a business address, company logo or similar, it is preferred that a .5 pt black line is used as a divider. If a black line cannot be used, general spacing rules stated earlier apply (diameter of inside circle should be left between the Badge and other information).

There is no specific requirement as to whether you place the Customer Care Badge to the right or to the left of your logo, however, please be consistent in its usage in all marketing materials.

The horizontal pairing is preferred, but when necessary, a vertical pairing may be used as an alternate option.

The same rules apply for vehicle placement.

## HORIZONTAL PAIRINGS

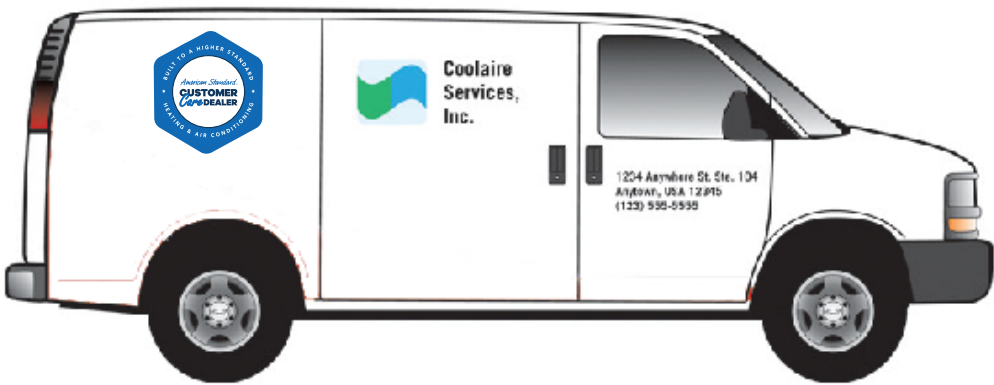
DEALER NAME  
Dealer Address  
Dealer City, TX 12345



## ALTERNATE VERTICAL PAIRING



## EXAMPLE PLACEMENT ON VAN



BUILT TO A HIGHER STANDARD<sup>®</sup>

*American Standard<sup>®</sup>*

HEATING & AIR CONDITIONING