

STYLE GUIDE



It's Hard To Stop A Trane.®

Our Identity

Introduction

The Trane logo is the primary graphic element of the identification program and is the legal trademark of Trane. Consistent application and precise reproduction of the logo will reinforce public awareness of Trane products and your business. When the logo is used properly with other elements of the visual system, a unique style can be effectively established.

Typically, the logo will be produced in Trane Red (Pantone Bright Red) on a white background, with the tagline in Trane Grey (Pantone 430).

The incorrect use of the Trane logo can cause confusion in the customer’s mind, thereby diluting the effectiveness of a logo. Most times this confusion can be avoided

by carefully reviewing all printed media. Ask your commercial printer to review these guidelines before starting a project. Your printer should show you a proof copy of all material that is to be printed. Check the logo, colors and other details before approving the final design of all printed media.

Because of the need for flexibility in the printing of the Trane logo and tagline, there are three distinct-sized digital files of the artwork for reproduction. Do not reproduce the logo from this publication. Download images online from the MAX Image Library on ComfortSite™ or consult your Trane Sales Representative for reproducible artwork of the Trane logo.



Logo & Tagline

The logo and tagline 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.

This is the lockup of the Trane logo with the tagline. This unit is comprised of the Trane logomark, the Trane logotype, and the Trane tagline. 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.

The Trane logo with tagline, It's Hard to Stop a Trane, must be included on all master brand communication materials, such as annual reports, corporate advertising, websites, investor communications, HR, recruitment and corporate presentations. Never use the Trane logo without the tagline and never use the tagline alone. The tagline should NOT be used within accompanying copy or headlines to describe the company or its products. The registered trademark symbols should always be present on both the logo and tagline.

The Trane Technologies logo lockup should be shown on most Trane marketing materials. The Trane Technologies logo can be used as a lockup with the Trane logo as shown, or separately placed in the same visual space as the Trane logo.

TRANE LOGO

TRANE LOGOMARK



REGISTERED TRADEMARK SYMBOL

TRANE LOGOTYPE

TAGLINE



REGISTERED TRADEMARK SYMBOL

TRANE TECHNOLOGIES LOCKUP

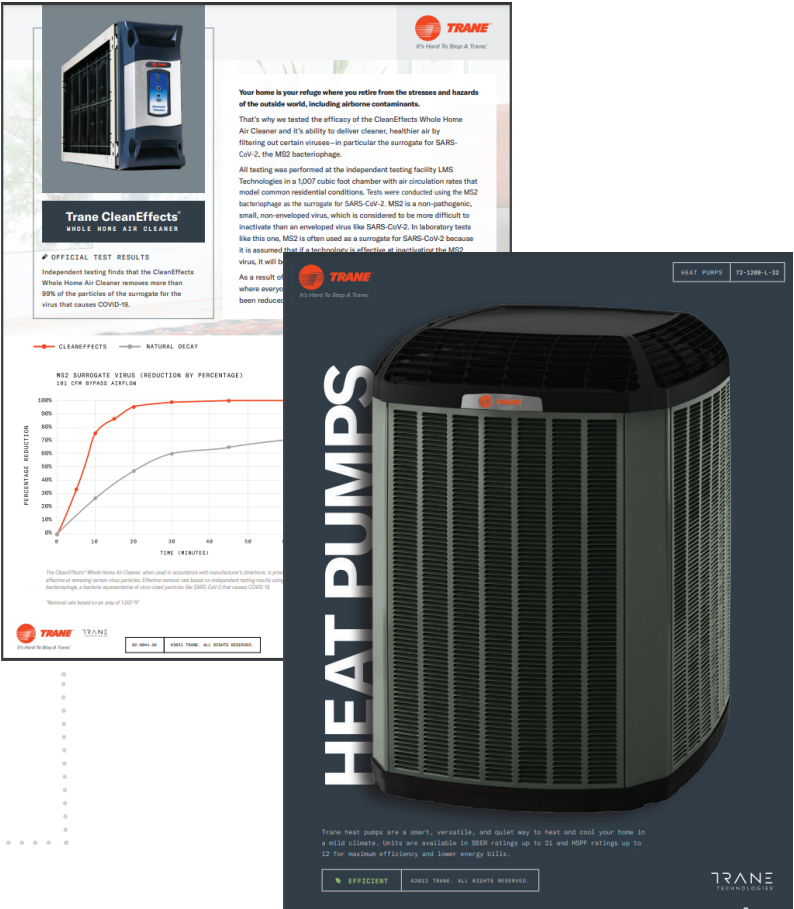


LOCKUP PLACEMENT IN POWERPOINT TITLE SLIDE



LOCKUP PLACEMENT IN FOOTER

SEPARATED PLACEMENT



Trane Logo

LOGO SIZE RESTRICTIONS

The smallest the logo can be used to still be clear and effective is 1.25” wide in print or 125 pixels.



HERO LOGO



This is the preferred Trane logo and tagline lockup. Its use across all mediums provides a consistent appearance and ensures the proper relationship between the Trane logomark and logotype. The tagline should appear as shown in Pantone 430 or C-33, M-18, Y-13, K-40.

REVERSED LOGO



When used on a colored background the logo should always appear in white. Do not use any other color combination. The white logo may also be used on a black background, in place of the “ON BLACK” version, when color is not an option.

STACKED LOGO



The alternate logo format is used only in tight horizontal or square space situations, such as a square panel or nameplate. Do not use this format unless the preferred logo format becomes inappropriate for the situation.

TUCKED LOGO



The alternate logo format is used only in extremely tight vertical space situations, such as a web banners. Do not use this format unless the preferred logo format becomes inappropriate for the situation.

ON BLACK



Optional application of the logo in Trane Red on a black background with tagline dropped out to white. Trane Red must be knocked out of the black background and not an overprint.

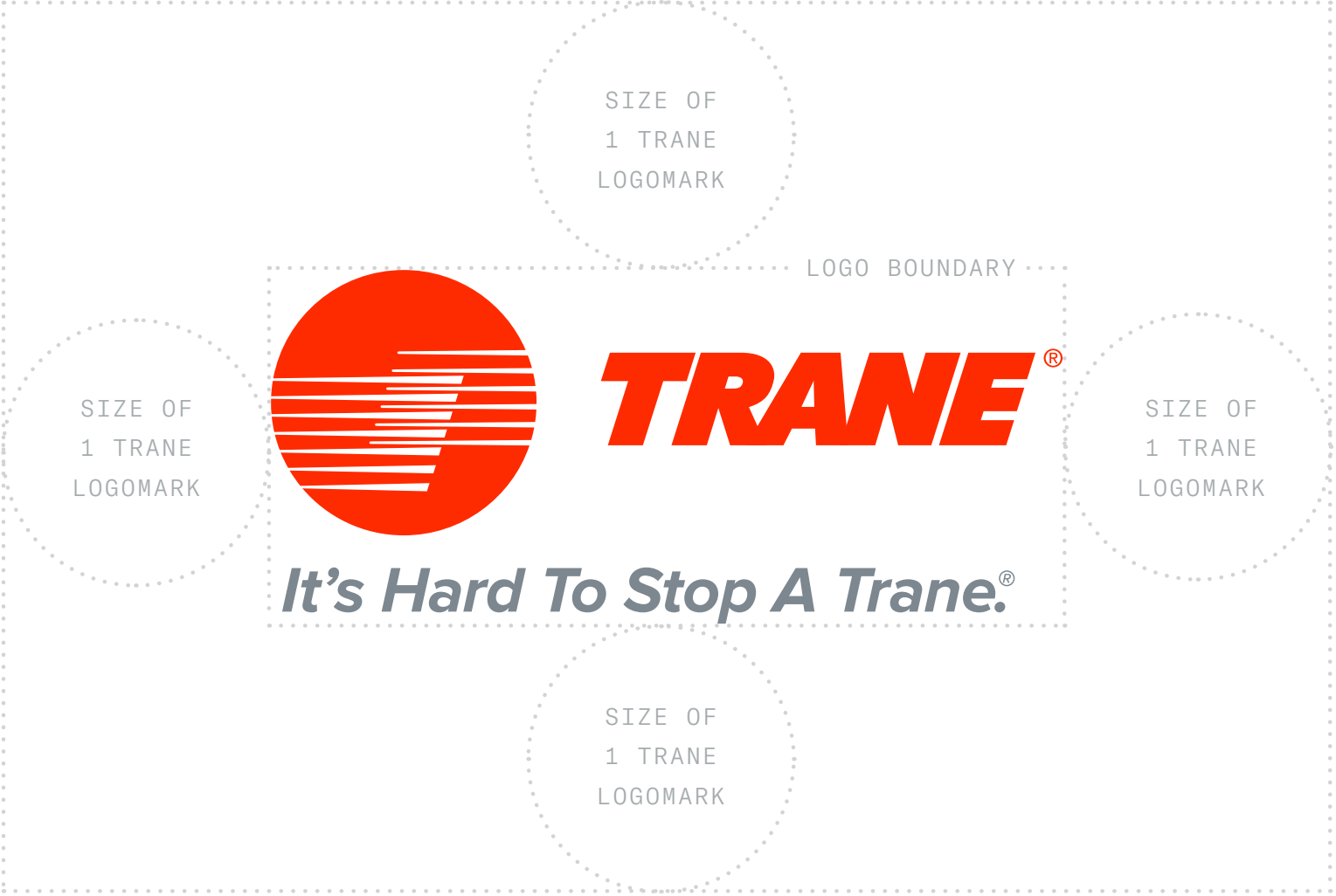
BLACK & WHITE



The logo and tagline in black printed on a white background.

Logo Spacing

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



Incorrect Logo Usage

Any modification of our logo confuses its meaning and diminishes its impact.

- 1. DO NOT stretch, skew or distort the logo.
- 2. DO NOT create new or unapproved logo lockups.
- 3. DO NOT alter the proportions of the symbol and logotype or adjust the positioning of the logo elements.
- 4. DO NOT add words to the lockup.
- 5. DO NOT use the Trane logotype alone.
- 6. DO NOT add a drop shadow or other special effects.
- 7. DO NOT recreate the logo in unapproved colors.
- 8. DO NOT outline the logo.
- 9. DO NOT use the Trane logomark without the Trane logotype.
- 10. DO NOT use the Trane tagline alone.

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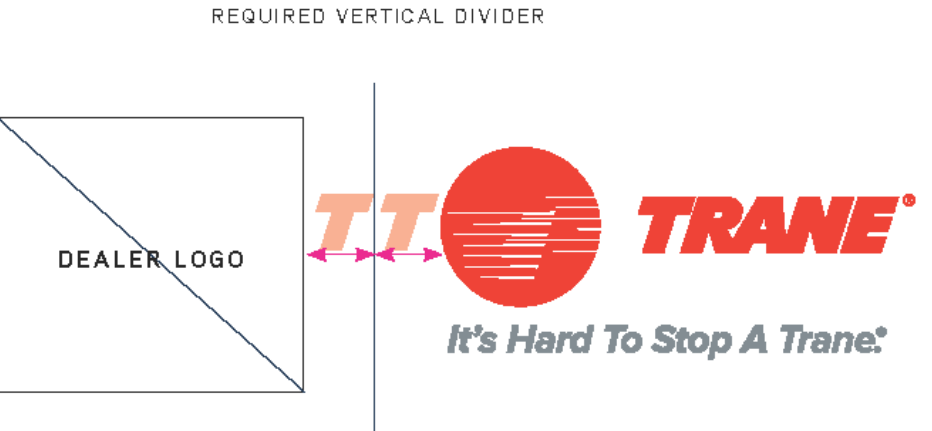


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Brand Lockups

When locking up the Trane 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 “T” in the logo. The logos themselves should be proportionate in size to each other.



Brand Lockups

Below are examples of how the Trane logo locks up with other brand logos. Consult with the brand team to determine when to use these lockups.



This is the standard logo lockup when displaying the full line of Residential brands. This lockup is also available in a square and vertical layout to use when space permits.



When displaying Trane and RunTru™, use the lockup shown here.

Logo lockups can be located in MAX in the “Image Library” under “Logos.”

SECTION 2

Visual System

ADVERTISING MATERIALS

PRIMARY COLORS

TRANE RED

PANTONE BRIGHT RED C

C / 0 R / 255
M / 88 G / 43
Y / 100 B / 0
K / 0 HEX / FF2B00

TRANE GREY

PANTONE 430 C

C / 33 R / 124
M / 18 G / 135
Y / 13 B / 142
K / 40 HEX / 7C878E

TRANE LIGHT GREY

PANTONE 427 C

C / 7 R / 208
M / 3 G / 211
Y / 5 B / 212
K / 8 HEX / D0D3D4

SECONDARY COLORS

TRANE BLACK

PANTONE BLACK 6 C

C / 100 R / 16
M / 79 G / 24
Y / 44 B / 32
K / 93 HEX / 101820

TRANE GREY 4

PANTONE 432 C

C / 65 R / 51
M / 43 G / 63
Y / 26 B / 72
K / 78 HEX / 333F48

TRANE GREY 3

PANTONE 431 C

C / 45 R / 91
M / 25 G / 103
Y / 16 B / 112
K / 59 HEX / 5B6770

TRANE GREY 2

PANTONE 429 C

C / 21 R / 162
M / 11 G / 170
Y / 9 B / 173
K / 23 HEX / A2AAAD

TRANE GREY 1

PANTONE 428 C

C / 10 R / 193
M / 4 G / 198
Y / 4 B / 200
K / 14 HEX / C1C6C8

80%

80%

80%

80%

80%

40%

40%

40%

40%

40%

20%

20%

20%

20%

20%

GT America

The GT America Font Family is Trane's approved brand typeface. It's a very versatile type system consisting of eighty-four styles across six widths and seven weights.

The brand will take advantage of GT America's versatility in marketing communications, but when it comes to advertising materials only GT America Mono Light Italic and GT America Regular should be used to keep things simple and consistent across all dealer and consumer advertising pieces.

Never use any other fonts in advertising materials.

Specific fonts, usages, and examples are shown here.

Contact your channel marketing team to access the font.

GT America Mono Light Italic

HEADLINE

GT AMERICA MONO LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

HEADLINE EXAMPLE

FROZEN,
YET
RUNNING.

USE ALL CAPS

FONT SIZE = 41pt LEADING = 35pt

TRACKING = +30

GT America Regular

BODY

GT AMERICA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

BODY COPY EXAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec imperdiet bibendum augue vel scelerisque. Aliquam commodo tincidunt lectus, consequat euismod dolor dictum ac. Pellentesque tristique convallis auctor. Aenean sit amet faucibus lacus. Vivamus ullamcorper sapien et nisl cursus facilisis semper vitae diam. In nec gravida augue. Etiam rutrum nunc nibh. Nunc felis risus, faucibus et cursus nec, laoreet sit amet ligula. Nam posuere felis non tempus porta. Ut posuere metus vestibulum, egestas nisi eleifend, rhoncus nunc.

FONT SIZE = 9pt LEADING = 17pt

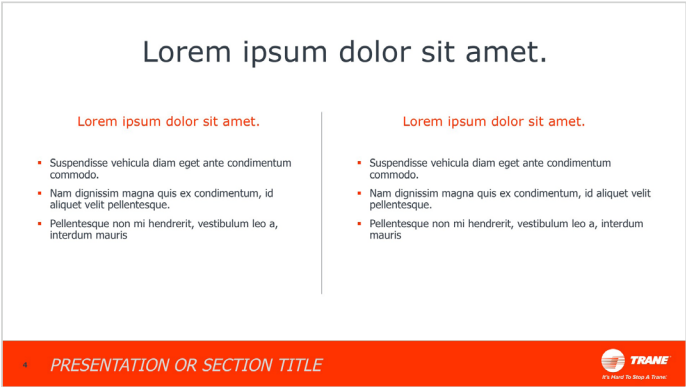
TRACKING = 0

Dealer Toolkit

Presentation Templates

To keep things simple and to ensure that we develop consistent presentations, we have developed a template that is aligned with our visual system. Always use this template as a starting place, whether you’re building a presentation for internal or external use.

The template shown can be found in MAX in the “Info Center” under “Brand Marketing.”



TCS Badge

Trane Customer Specialist Badge

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

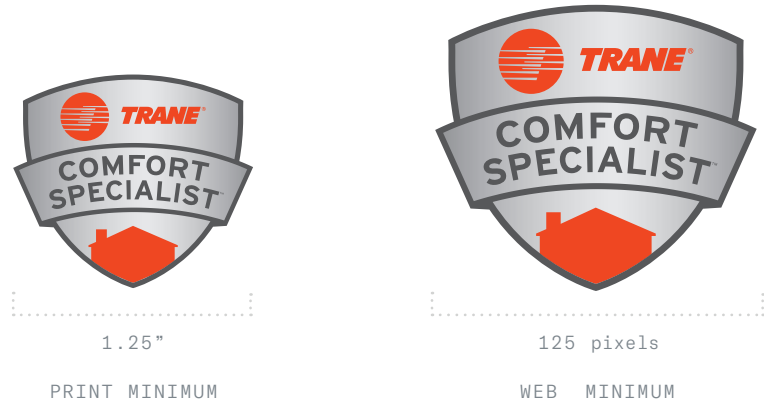
The TCS Badge is available in a standard color version. The one-color version can be used in black and white print media only when necessary. If you need specialized artwork for unique purposes, such as use on dark-colored vehicles, please reach out to your distributor or Trane marketing contact for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

HERO BADGE



BADGE SIZE RESTRICTIONS

The smallest the logo can be used to still be clear and effective is 1.25” wide in print or 125 pixels.



FOR BLACK & WHITE PRINT MEDIA ONLY



When the color version cannot be used in black and white print media, the TCS badge may be reproduced in all-white and placed on a one-color background in black, 80% black or Trane Red.

SPACING

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



How to Pair the Badge

When pairing the TCS 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 house shape in Badge should be left between the Badge and other information).

There is no specific requirement as to whether you place the TCS 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.

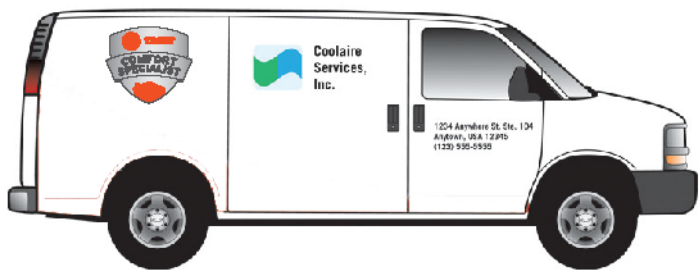
HORIZONTAL PAIRINGS



ALTERNATE VERTICAL PAIRING



EXAMPLE PLACEMENT ON VAN



Moniker Usage

Trane Home

This is the Trane Home Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the Trane Residential 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 Trane Home Moniker is currently available in Trane Red, Black and Reversed can be used when necessary. The Trademark symbol must always be shown.

TRANE RED:



BLACK:



REVERSED:



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

Trane Diagnostics

This is the Trane Diagnostics Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the Trane Residential 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 Trane Diagnostics Moniker is currently available in Trane Red, Black and Reversed can be used when necessary. The Trademark symbol must always be shown.

TRANE RED:



BLACK:



REVERSED:



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

Trane Link

This is the Trane Link Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the Trane Residential 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 Trane Link Moniker is currently available in Trane Red. Black and Reversed can be used when necessary. The Trademark symbol must always be shown.

TRANE RED:



BLACK:



REVERSED:



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

Trane Source

This is the Trane Source Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the Trane Residential 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 Trane Source Moniker is currently available in Trane Red, Black and Reversed can be used when necessary. The Trademark symbol must always be shown.

Trane Source should primarily be separated from American Standard® 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.

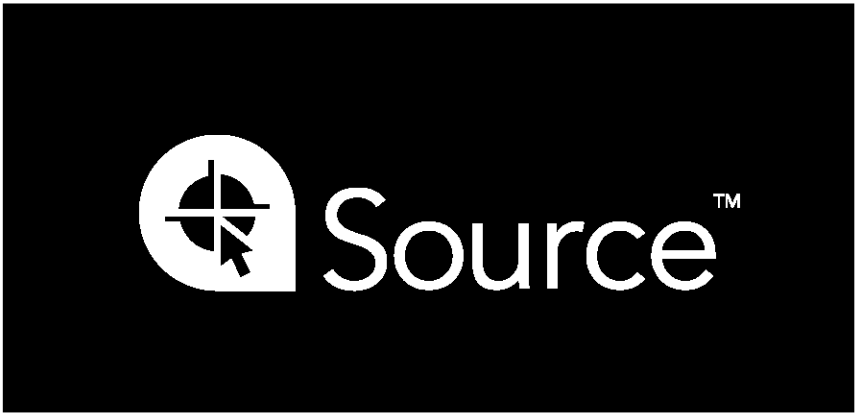
TRANE RED:



BLACK:



REVERSED:



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

Best Practices

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 Trane logo. The moniker should be placed appropriately, but still accompanied by the Trane logo somewhere on all print and digital placements. Wherever the moniker is used, the Trane logo should also be visible.

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.



1.25"

PRINT MINIMUM



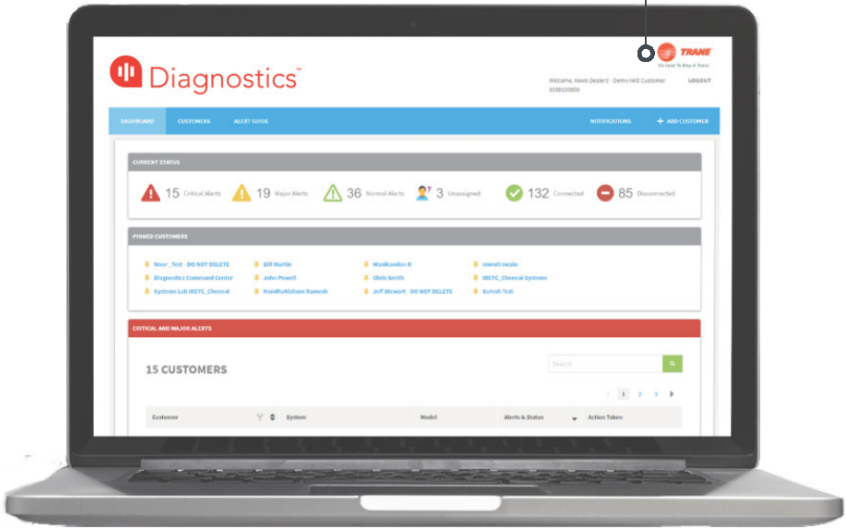
125 pixels

WEB MINIMUM



CLEAR SPACE:
Height/Width of logomark

ACCOMPANIED BRAND LOGO PLACEMENT



ACCOMPANIED BRAND LOGO PLACEMENT



Incorrect Moniker Usage

Any modification of the monikers confuses its meaning and diminishes its impact.

- 1. DO NOT stretch, skew or distort the moniker.
- 2. DO NOT display the moniker without the Trademark symbol.
- 3. DO NOT alter the proportions of the symbol and logotype or adjust the positioning of the moniker elements.
- 4. DO NOT add words to the moniker.
- 5. DO NOT use the moniker logotype alone.
- 6. DO NOT add a drop shadow or other special effects.
- 7. DO NOT recreate the moniker in unapproved colors.
- 8. DO NOT outline the moniker.
- 9. DO NOT place the Trane logo directly next-to, above or below the moniker.
- 10. DO NOT separate the icon from the logotype or use the icon alone.

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Mentions in Copy

Mentions in Copy

When using the brand name in copy:

The first reference of the brand name should always be followed by a registered trademark symbol. The Trane tagline, It's Hard to Stop a Trane, should NOT be used within accompanying copy or headlines to describe the company or its products. The tagline should only ever be seen within the Trane logo itself.

When using moniker names:

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

In copy:

Words that follow the Moniker name are NOT capitalized. For example, Trane® Link system or Trane® Link technology (NOT Trane® Link System or Trane® Link Technology).

“Technology” should be used when emphasizing that the service is a communicating technology. It is correct to say “equipment with Trane® Link technology.” It is incorrect to say “Trane® Link equipment.”

In your own video or radio tags:

Use “Trane Home” “Trane Link” “Trane Diagnostics” or “Trane Source”

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



It's Hard To Stop A Trane.®