

ARMSTRONG AIR™

Brand Guidelines



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Introduction

The Armstrong Air™ brand has been revitalized to help reinforce its updated positioning as “The Professional's Choice.”

For more than 80 years, Armstrong Air has been dedicated to delivering the highest quality in our products and services. We've developed new brand standards to ensure our communication and materials are just as professional and effective.

Adopting these standards, and applying them accurately and consistently, will build brand strength and increase our visibility over time.

If you have questions about this guide or how to apply the standards to your communications, please email us at alliedairenterprisesmarketing@alliedair.com.

Brand Voice

The Armstrong Air brand voice is that of a trusted expert. Above all, it is professional and confident, but it has a straightforward, honest and friendly tone that engages target audiences and tells them they can feel good about their choice. Along with offering assurance, the brand voice conveys an overall sense of quality and pride in workmanship. Technical details are highlighted, but they are communicated simply and in a way that's relevant to the needs of audiences.

Whether expressed in an ad headline, brochure copy or website content, the voice should be conversational, and make audiences feel comfortable.

“The Armstrong A952V furnace. Chosen by people who know comfort—and people who love comfort.”

“Armstrong Air systems are designed with perfection in mind, and incorporate quality materials throughout. Because that's how a professional does it.”

“Built by professionals for installation by professionals, Armstrong Air systems are precision engineered with the highest degrees of craftsmanship.”

“When you select an Armstrong Air furnace or air conditioner, you're selecting the brand backed by more than 80 years of expertise, testing and research in home comfort.”

“Choosing Armstrong Air is the smart choice. Because it's The Professional's Choice.”

Defining the Brand

Logo Treatment

The Armstrong Air™ logo is a key element of our brand identity. Proper and consistent usage of the logo helps maintain the integrity of the brand and enhances marketplace recognition.

Correct Logo Usage

The logo is most often used in **Pantone® 286 Blue, Pantone 185 Red** and **Black**.

CMYK breakdowns:

PMS 286 – **C** 100%, **M** 60%, **Y** 0% **K** 5.88%

PMS 185 – **C** 0%, **M** 90.98%, **Y** 76.08% **K** 0%

RGB breakdowns:

PMS 286 – **R** 0, **G** 96, **B** 169

PMS 185 – **R** 239, **G** 62, **B** 66



The Professional's Choice

Typical usage



The Professional's Choice

Typical usage in black-&-white publication



For usage on black or dark background

Space Constraints

The Armstrong Air logo must always be surrounded by a "safe zone," which acts as a buffer between the logo and competing text and graphics. The diagram at right illustrates the proper placement for the safe zone, with a minimum of one small cap height.



Color Palette

The Armstrong Air™ primary colors are **Pantone® 417 Tan** (used at 90%) and **Pantone 547 Blue** (used at 80%) to complement Armstrong Air equipment and the Armstrong Air logo. The accent color is **Pantone 7407 Gold**, which adds to the professional look of the palette, while creating bold impact.

CMYK breakdowns:

90% PMS 417 Tan – **C** 1%, **M** 0%, **Y** 23% **K** 59%

80% PMS 547 Blue – **C** 80%, **M** 15%, **Y** 0% **K** 60%

PMS 7407 Gold – **C** 3%, **M** 34%, **Y** 68% **K** 8%



Typography

The two main typefaces of Armstrong Air are Officina and Gill Sans. Both are highly legible and versatile, and have a professional feel.

Headlines, subheads and text callouts:

ITC Officina Serif Book
ITC Officina Sans Book
ITC Officina Sans Bold

Body copy:

Gill Sans light
Gill Sans bold
Gill Sans light italic

Charts/graphs:

Gill Sans light
Gill Sans regular
Gill Sans bold

Designing the Brand

Brochure Design

From brochures to tradeshow backdrops to website product pages, every piece of marketing material created for the Armstrong Air™ brand should support the message that Armstrong Air is professional and trustworthy. Each piece should also integrate harmoniously with Armstrong Air colors, typefaces and photography.

Dealer Brochure



Dealer brochures show technicians standing by Armstrong equipment in residential installation settings. A headline overprinted on a translucent blue background reinforces the positioning of Armstrong Air as "The Professional's Choice." An inset image of the product and accompanying callout with model number help dealers quickly delineate one brochure from another.

Consumer Brochure



The front cover of consumer brochures highlights the Armstrong Air tagline, "The Professional's Choice." This positioning is supported by close-up imagery of a technician interacting with Armstrong Air equipment. Like dealer pieces, the brochures feature an inset image of the product in its entirety, along with a model number.

Photography

Armstrong Air™ photography casts heating and cooling equipment in a hero role, while bringing into the picture a slight element of human interaction. Colors are bold and dramatic, with selective focus often used to put a subtle spotlight on the premium Armstrong Air equipment featured.





Due to our policy of continuous improvement, specifications are subject to change without notice.

Printed in U.S.A.
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Form No. ABS-300 (5/12) PC68557