

Co-op and Advertising Guidelines for the Comfortmaker[®] Brand

International Comfort Products has both the right and the obligation to ensure that where the Comfortmaker trade name is used, proper advertising guidelines have been followed.

The co-op and advertising guidelines were developed to help you create appropriately branded materials for full co-op support and compliance. Please use these guidelines to maintain the integrity of the Comfortmaker brand, its logos and warranties.



GENERAL GUIDELINES

DO: Focus your ad exclusively on Comfortmaker products, and create distinct separation when also advertising other non-competitive products or services.

Comfortmaker Brand

Your business is important to Comfortmaker Air Conditioning & Heating. That's why we've developed an entire program of co-op tools and advertising materials for you to use in your local market. All are designed to maximize your marketing effectiveness by adding your name to the strength of the Comfortmaker brand name.

Advertising

When it comes to Comfortmaker products, no competing products may be promoted or listed with them. Ancillary products and/or services must clearly be separated from the area devoted to the Comfortmaker brand. Ads may not suggest "Authorized Dealer" or imply endorsement by the Comfortmaker brand.

Pre-Built Ad Campaigns

Everything you need for an effective ad campaign can be found in the online Ad Planner at the Comfortmaker GO site in the Business Building Tools section under the tab Advertise To Be Seen In Your Neighborhood, including:

- Ready-to-use newspaper formats
- Radio scripts and spots
- Television production elements and spots
- Direct mail
- Billboard layout ideas
- Mobile and banner ads

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Corresponding audiotapes and videotapes as well as files in a variety of formats are available through the literature order form and order services.

Just follow these guidelines, add in your own information and logos, and you'll be all set to advertise your business with the support and strength of the Comfortmaker brand behind you.

GO Site Materials Are Pre-Approved

All of the pre-built advertising materials in the Ad Planner are pre-approved, so if you use these materials properly you DO NOT need to check further.

Custom Dealer Materials

Custom creative and production—including design, photography, film, layout and other production—must follow all Comfortmaker co-op and advertising guidelines in order to receive co-op reimbursement. Written prior approval is always recommended for dealer/distributor produced or altered Ad Planner advertising and marketing materials to avoid co-op claim disputes and/or denial.

Custom TV and Radio Requirements

Custom TV and radio spots can still qualify for co-op reimbursement following a few simple guidelines. For TV, the Comfortmaker brand logo and tagline must be prominently visible at least once during the spot. The appearance of the logo on vehicles or signage does not qualify. There must also be audible mention of the brand name during the spot. For radio, audible mention of the Comfortmaker name should occur no less than twice in a 30-second spot and three times in a 60-second spot. Audible mention of the brand tagline “Comfort With Confidence” must occur at least one time.

General guidelines quick glance:

1. The Comfortmaker brand logo should have equal treatment and display area to dealer name or logo
2. The Comfortmaker logo should be clearly and prominently shown
3. The current logo should be used without alteration
4. Registration mark (®) or trademark (™) should be visible
5. No competing products may be promoted or listed with the Comfortmaker brand
6. Non-competitive products and/or services must be clearly separated from the area devoted to the Comfortmaker brand
7. Ads cannot suggest “Authorized Dealer” or imply endorsement by Comfortmaker Air Conditioning & Heating
8. For TV, the brand logo and tagline must be prominently shown and the brand name must have audible mention during the spot
9. For radio, audible mention of the brand name at least twice for :30 spots and at least three times for :60 spots, with audible mention of the tagline at least once

TRADEMARK USE GUIDELINES

EXAMPLE: You can say “We service all Comfortmaker® products.” In this case, “Comfortmaker®” modifies the noun “products.” You cannot say “We service Comfortmaker®” because no noun follows the Comfortmaker trade name.



Clearance Area



Comfort with Confidence.



Clearance Area



Brand Trademark

A trademark is a brand, symbol, or word registered by a user and protected by law to prevent others in similar businesses from using it. The first time a registered trademark (®) is used on each page, follow it with the ® superscript. The first time an unregistered trademark (™) is used on each page, follow it with the ™ superscript. All trademark names have the first letter capitalized. Trademarks are used only as adjectives to modify nouns and are not to be used in place of the appropriate noun. Trademarks are subject to change. Any questions regarding trademarks should be directed to the Comfortmaker Marketing Manager.

Logos

The Comfortmaker brand logo should be clearly and prominently shown, and have equal display area as that of the dealer’s main logo. All Comfortmaker logos should be used without any changes or alterations. The Comfortmaker logo may be represented in full color using the Pantone Matching System—PMS 314 Blue and PMS 429 Gray. Use either spot color or 4-color process printing techniques.

- The registration mark “®” should be visible
- The minimum size required for highest clarity is 1/4” in height
- The minimum clearance around the logo is 1/4” on all sides

Brand Tagline

The brand tagline “Comfort with Confidence.” is itself a stylized logotype and cannot be altered. It can be used independently or in conjunction with the brand logo. However, the brand logo must always be present on the artwork if the tagline is used, though the tagline does not have to be placed directly underneath the logo. The Comfortmaker brand tagline has a specific spot color: PMS 429. When printed, use the Comfortmaker spot color or CMYK equivalent whenever possible. The brand tagline may also be printed in black for black and white materials or reversed to white when on a dark background.

One-Color Logo Options

The Comfortmaker logo may be represented in one color, being 100 percent blue (PMS 314) or black.

Reversed Logo

The logo may be reversed out of a dark, colored or photographic background, but should be printed on white whenever possible.



Comfort with Confidence.

Blue: CMYK 100/0/9/30

Gray: CMYK 3/0/0/32



Headline:

AaBbCcDd

Gotham Bold

Subhead #1:

AaBbCcDd

Gotham Medium

Subhead #2:

AaBbCcDd

Gotham Medium Italic

Body Copy:

AaBbCcDd

Georgia Regular

Process and Multi-Color Printing

When printing a color piece containing the logo, please specify the printing PMS colors for the logo as indicated in the “Logos” section on page 3. If it’s not possible to match the PMS colors, use the process (CMYK) equivalents as shown or use the logo as 100% black or reversed.

Vinyl/Signage Use

It is important that you match the Comfortmaker blue and gray as closely as possible on vehicles, signs and other painted surfaces.

Illegal Logo Uses

- Do not place logo in a shape.
- Do not let logo touch, overlap, or be used under any other word or design.
- Do not use logo adjacent to or near enough to another logo where they could be assumed as one design.
- Do not use without “®” or less than 1/4” in height.
- Do not screen the logo colors. They should never appear as anything less than their full intensity.

Typeface

In creating a consistent brand style, use “Gotham” and “Georgia” as the Comfortmaker communications typefaces. These classic typefaces are readily available throughout the printing and graphics industry, and they lend themselves well to all applications, from publication to signage.

Both typefaces are available in a full family of weights and sizes. The Georgia “Regular” weight should be used for body copy, addresses and telephone numbers, and most other general information. The Gotham “Bold,” “Medium,” and “Medium Italic” weights should be used on signs and for headings and subheads.

LEGAL CONSIDERATIONS

EXAMPLE: Phrases like “teaming up with the Comfortmaker[®] brand” or “partnering to give a special deal” should never be used.



HINT: When space is limited, you can avoid having to use lengthy disclaimer copy in your advertising materials by making general statements in copy about warranties—such as “Exceptional warranty coverage”—and use the icons with their minimal disclaimer lines to illustrate the “No Hassle” and “10-Year” benefits.

Representation

All advertising materials must represent the dealer or distributor as a dealer or distributor of Comfortmaker products. It should never be thought by the viewer that the advertisement comes from the manufacturer or suggests any kind of special relationship between the dealer and manufacturer.

Warranties

Simple references to warranty certificates must be included with warranty icon use.

- **10-Year Parts Limited Warranty icon:** Timely registration required. See warranty certificate for details and restrictions.
- **No Hassle Replacement™ Limited Warranty icon:** See warranty certificate for details.

Explanations of warranty coverage **MUST** be included when warranties are mentioned anywhere in copy. These can be treated as asterisked (*) copy at the bottom of the printed piece.

- **10-Year Parts Limited Warranty (furnace):** Timely registration required for 10-year parts limited warranty and lifetime limited heat exchanger warranty. Limited warranty period is 5 years for parts and 20 years for heat exchanger if not registered within 90 days of installation. Jurisdictions where warranty benefits cannot be conditioned on registration will receive the registered limited warranty periods. Please see warranty certificate for further details and restrictions.
- **10-Year Parts Limited Warranty (non-furnace):** Timely registration required for 10-year parts limited warranty. Limited warranty period is 5 years if not registered within 90 days of installation. Jurisdictions where warranty benefits cannot be conditioned on registration will receive the registered limited warranty periods. Please see warranty certificate for further details and restrictions.
- **No Hassle Replacement™ Limited Warranty:** If compressor, coil or heat exchanger fails due to defect during the applicable No Hassle Replacement limited warranty time period, a one-time replacement with a comparable Comfortmaker unit will be provided.

Warranty Statements

In accordance with the Maguson-Moss Warranty Act, any ad mentioning “warranty” must designate the warranty as “full” or “limited” and give its

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duration, e.g. 5 years. Also, the ad must disclose any major limitations the warranty has, such as “only on stainless steel heat exchangers” or “excluding parts.” ***Comfortmaker Air Conditioning & Heating offers only a Limited Warranty.*** All ads promoting warranty must include the following copy: ***See warranty certificate for details and restrictions.*** Dealers are required by law to have specimen copies of warranties on hand. Do not make any product warranty representations other than those made by Comfortmaker Air Conditioning & Heating. Comfortmaker Air Conditioning & Heating supports only its own limited warranty.

Use of Extended Service Agreements (ESAs) in Advertising

Due to increasingly strict state regulations concerning extended service warranties, you must adhere to the following guidelines:

Ads cannot offer a “Free” ESA, or even an ESA for a nominal value such as ten dollars. Some states forbid such programs for ESA contracts. Various state regulations require that a cost/value is associated with ESAs and require that the dealer retain files that report the price paid by the homeowner/equipment owner for the contract. These files are subject to audit at any time.

Miscellaneous Legal

Misleading copy, misrepresentations, comparative ads, illegal competitive practices, or libelous references to competitors may not be included in any Comfortmaker advertisement. Comfortmaker Air Conditioning & Heating will not be held liable for such advertisements.

All applicable laws and regulations, including Federal Trade Commission regulations, local codes and regulations, and industry codes and standards must be followed in Comfortmaker branded dealer ads.

This information is intended only as a guideline, and is not intended to specify all of the legal requirements of advertising, especially those that may vary from state to state. Please contact your legal counsel for complete information.

Financing

For more information about financing, please go to www.gocomfortmaker.com/go/bbt/financing.asp.