



# Brand Identity Standards

**Factory Authorized Parts™** have been designed and built specifically for Carrier®, Bryant® or Payne® equipment. These parts are the perfect fit, restoring equipment to its original performance and are available at your local Carrier, Bryant or Payne equipment distributor.

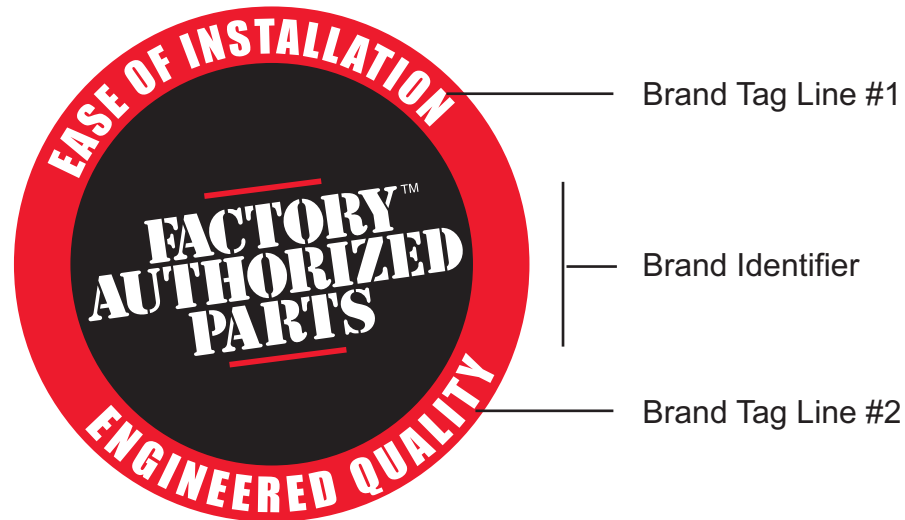
**Contents:**

- 2 Brand Signature
- 3 Color Applications
- 4 Clear Space
- 5 Standard and Minimum Sizes
- 6 Preferred Fonts

# Brand Identity Standards

## Factory Authorized Parts™

### *Brand Signature*



Use only approved original art files. Do not attempt to re-create or alter the logo. Do not attempt to develop your own logo files.

In order to police the Logo and Design Standards please request artwork such as Logos and art files through the Marketing Department.

*When making a request for art please specify how it will be used, the application or software you are using so the proper file formats will be supplied.*

## Usage and Color

The preferred usage of the brand signature is on a white or light background. However, it can be reversed out of black or color. The brand signature can also be displayed on an image in its positive form or in white. It should be placed in an area that is not visually complicated to distract from the legibility of the brand signature.

Color is one of the most memorable elements of our brand. Color specifications are listed below.



### F. A. P. Red:

PMS #485 Red

CMYK:

C 0, M 95, Y 100, K 0

RGB:

R 218, G 41, B 28



### F. A. P. Black:

PMS #Black

CMYK:

C 0, M 0, Y 0, K 100

RGB:

R 35, G 31, B 32

## Brand Identity Standards

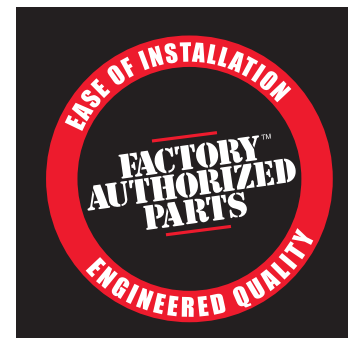
# Factory Authorized Parts™

## Acceptable Color Applications

### 2 Color Factory Authorized Parts Logo



2 Color Logo  
485 Red  
and Black



2 Color Logo  
on Black

### 1 Color Factory Authorized Parts Logo



1 Color Logo  
485 Red  
and Black



1 Color Logo  
on Black

## Clear Space

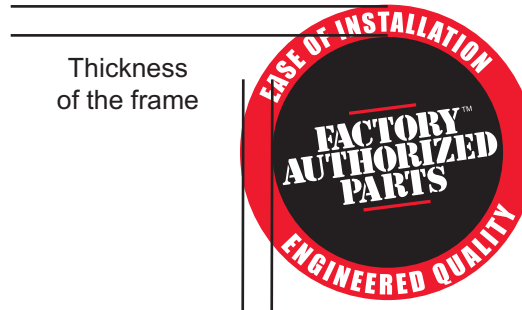
For maximum impact, a minimum clear space must surround the brand signature as displayed to the right. This will form an invisible frame around the brand signature and ensure it is properly staged.

The required clearance equals the thickness of the frame and is indicated in the example to the right.

## Brand Identity Standards

# Factory Authorized Parts™

### *Clear Space for Maximum Impact:*



### *Clear Space Between Logos and Text...*



## Standard Size and Minimum Size

The standard size can be utilized in most situations.

Minimum-size files should be used by designers and graphic professionals.

The minimum size is dictated by legibility of the type in the tag Line.

## Brand Identity Standards

# Factory Authorized Parts™

### Standard and Minimum Sizes

#### Standard Size



1.75 inch Diameter

#### Minimum Size



6pt text

.875 inch Diameter

The minimum size is dictated by legibility of the type in the tag Line.

## FONTS

The consistent use of a specific typeface helps drive brand recognition and establish a tone of voice. Our primary brand font is called ARIAL.

## Brand Identity Standards

# Factory Authorized Parts™

### *Preferred Fonts*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

