

Brand Identity Standards



**Universal HVAC/R
Parts and Supplies**



for Totaline[®]

Totaline® offers a full-line of quality universal HVAC/R parts and supplies that will work on any brand of equipment.

These affordable parts are easy to stock on the truck and are conveniently located at your Totaline® Parts and Service Center.

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Brand Identity Standards

Totaline®

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 art 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.



Totaline® Red:

PMS #485 Red

CMYK:

C 0, M 95, Y 100, K 0

RGB:

R 218, G 41, B 28



Totaline® Black:

PMS #Black

CMYK:

C 0, M 0, Y 0, K 100

RGB:

R 35, G 31, B 32

Brand Identity Standards

Totaline®

Acceptable Color Applications

2 Color Factory Authorized Parts Logo



Universal HVAC/R
Parts and Supplies

2 Color Logo
485 Red
and Black



Universal HVAC/R
Parts and Supplies

2 Color Logo
on Black

1 Color Factory Authorized Parts Logo



Universal HVAC/R
Parts and Supplies

1 Color Logo
485 Red
and Black



Universal HVAC/R
Parts and Supplies

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

Totaline®

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

Totaline[®]

Standard and Minimum Sizes

Standard Size



Minimum Size



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

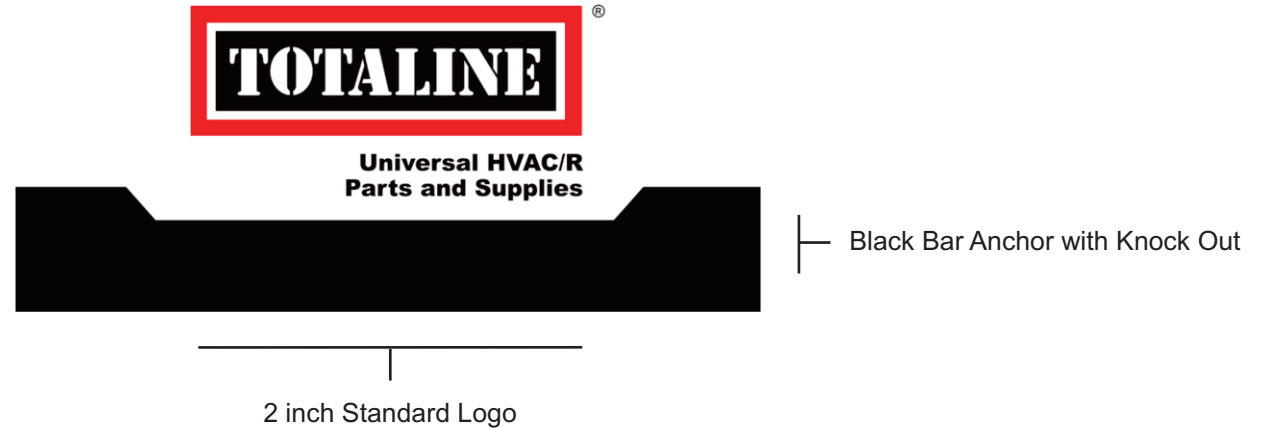
Black Bar - the Anchor

To help maintain consistency in design aspects of our Totaline® Brand we often use a black bar with a knock out to anchor the Totaline® logo on our literature pieces. We also use the standard size 2” logo on these pieces. Example and design attributes are shown to the right.

Brand Identity Standards

Totaline®

The Black Bar Anchor



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

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

Totaline[®]

Preferred Fonts

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

