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</tr>
</tbody>
</table>
Since Willis Carrier introduced the world to modern air conditioning in 1902, the name Carrier has stood for innovation in making the world a more comfortable place. Today’s Carrier is every bit as dedicated to that goal as our founder, as we continually bring new thinking and technology to the home, business or institutional application.

This mission – innovation in the name of comfort – informs every aspect of the Carrier brand, including the way we present ourselves to our various audiences. This guide is intended to assist you in the use of marketing tools to communicate with our various audiences. While it is intended to be as flexible as possible to accommodate your specific needs, it is important that the guidelines set forth here be observed faithfully so that we speak with one voice – as “one Carrier” – no matter who or where the audience may be.

It’s an exciting time at Carrier. We’re thinking differently. Thinking bigger. And we hope that these new brand guidelines reflect that sense of excitement and momentum.
Crafting the Carrier Tone of Voice

We’re serious about what we do at Carrier, but that doesn’t mean we take ourselves seriously. We realize that in a perfect world, our customers would never have to think about their HVAC systems.

Authoritative, Yet Always Approachable

Carrier communications should always speak in a warm, personal tone of voice. Think of us as the “friendly tech” provider for home and business. We should always seek to describe our products and services in the simplest way possible, in a way that is more like a conversation between two friends rather than a corporate announcement.

We want our various audiences to always feel comfortable with any exposure to the Carrier brand. After all, that’s our reason for being. In that spirit, here are a few more specific suggestions on how to craft copy that speaks in a distinctly Carrier tone of voice.

Do:
Make things easy to understand. Be simple and straightforward. We’re here to provide solutions, not create complexity.

If you have to get technical, do it in the fewest number of words possible.

Do Not:
Assume that your customers are as fluent in “tech talk” as we are. For instance: If you need to use one of our beloved acronyms (ERV, for instance), be sure you spell it out the first time you use it.

The Carrier Brand
Tone of Voice

Do:
Always think about things from your customers’ points of view. Imagine what you’d want to hear if you were them. And how you’d want things to be explained if you weren’t an expert. That empathy is the key to successful communications, in whatever medium.

Do Not:
Talk like a giant corporation. Sure, we’re proud of our capabilities and scope (after all, we did pretty much invent this industry), but every customer needs to feel as though we are talking to him or her personally.

HOW TO TALK TO THE CUSTOMER:
With a legacy of innovation spanning more than a century, Carrier provides reliable solutions for your family’s heating and cooling needs. What if you could control your home’s climate even when you’re not at home? What if you could lower your energy bills without sacrificing comfort? With new technology from Carrier, “what if” is now what is. For more complete comfort and greater peace of mind, turn to the experts at Carrier.

HOW NOT TO TALK TO THE CUSTOMER:
Carrier knows HVAC. Don’t delay. Buy a Carrier product today!
Still Cool After More Than a Century.

With a legacy of innovation spanning more than a century, Carrier provides reliable solutions for your heating and cooling needs. What if you could control your home’s climate even when you’re not at home? What if you could keep your energy bills low without sacrificing comfort? With new technology from Carrier, “what if” is now what is. For more complete comfort and greater peace of mind, turn to the experts at Carrier.

We Invented Modern Air Conditioning in 1902.

These few examples demonstrate some of the most important principles of the Carrier visual identity. Photography must capture “signs of life” in a natural, warm way. Green accent colors should be incorporated into photos where possible. The Carrier Green should always be used graphically in headline panels. White space, both in the photography and the surrounding page, is also important to the brand’s clean, vibrant look. Whenever possible, the Carrier logo should appear against a white background and with sufficient clear space around it.
Visual Identity Elements
The Importance of Consistency

The Carrier brand is among the company’s most valued assets, and our logo is the visual element most frequently associated with the brand. When used properly, the Carrier logo supports our brand message and reflects the quality, history and innovation that is Carrier.

There are two master brand logos. The residential logo is used for all Home Comfort products, in conjunction with any message directed to the consumer audience. The commercial logo is used for all commercial products that do not have residential applications. In addition, the Carrier Factory Authorized Dealer (FAD) logo is authorized for use only by dealers with current FAD certification. It is to be used in place of the Carrier master brand logo in dealer-specific communications.

Adhering to the standards for these logos is simple and is outlined on this and subsequent pages.

Do:
Always use the company-supplied logo art. The color version is preferred, but the logo may be presented in either black or white (reversed on a black background) when color reproduction is not an option.

Do Not:
Modify the logo elements. The ellipse, tagline and leaf have specific colors assigned to them, and their sizes and spacial relationships have been carefully considered.

Never use the logo in a way that compromises its strength and legibility.

Residential Logos

Full-color logo (Preferred)
Can be reproduced with spot colors, in CMYK or in RGB

Use one-color logo when full-color reproduction is not available
Can be reproduced in black or Carrier Blue (PMS 072)

Reverse the logo to white when placing it on a dark background color

Commercial Logos

Recommended logo for under 2” wide
Recommended logo for over 2” wide

Full-color logo (Preferred)
Can be reproduced with spot colors, in CMYK or in RGB

Use one-color logo when full-color reproduction is not available
Can be reproduced in black or Carrier Blue (PMS 072)

Factory Authorized Dealer (FAD) Logos

Full-color logo (Preferred)
Can be reproduced with spot colors, in CMYK or in RGB

Use one-color logo when full-color reproduction is not available
Can be reproduced in black or Carrier Blue (PMS 072)
Clear Space

Carrier marketing and communications should have a clean, airy quality that presents us as a modern, innovative and environmentally conscious company.

Allowing sufficient clear space around the Carrier logo, devoid of copy, photography and graphics, contributes to that quality. The required “clear space” around the logo is half the height of the Carrier ellipse.

Another principle of the Carrier visual identity is that a white background is preferred for the logo. You’ll see examples of this throughout this book.

Minimum Logo Size

To ensure legibility, minimum size standards have been created for the residential, commercial and FAD logos. If available space is so limited that the 3/4" logo is too large, the logo alone – without tagline, UT logo or leaf – may be used at 1/2".

Minimum Sizes

<table>
<thead>
<tr>
<th>Minimum size for residential logo</th>
<th>Minimum size for commercial logo</th>
<th>Minimum size for FAD logo</th>
<th>Minimum size when using logo without tagline or leaf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only acceptable for use on promo items and very small printing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Using the Logo With Other Elements

To give marketing communications clean and inviting appearances for the Carrier brand, it’s important to keep the message clear and concise. This approach extends to the number of visual elements used in proximity to the corporate logo. Additional product or certification logos will dilute the impact of the Carrier marque.

A supporting logo may be used if required to tell the story, but the Carrier logo must still be the dominant marque.

Likewise, product imagery used near the brand logo should be avoided. It may be included when it plays a critical role, but it should be kept as small as possible to avoid competing with the brand logo.

Examples on this page demonstrate the relative size of logos and inset photos when used in proximity to a brand logo. In the examples, the brand logos are shown as if they are 100%. Product logos and feature logos are 50% as large. Certification logos are 25% as large. And inset photography is kept to a minimal size, large enough that detail isn’t obscured but small enough so as not to compete with the brand logo.

Brand Logos
Whether it’s the residential logo or the commercial logo, Carrier is always the dominant logo on any communication.

Product and Feature Logos
Carrier product logos should only be used when absolutely necessary. In those cases they should be used at a size that is approximately 50% the width of the brand logo.

Certification Logos
Certification logos should only be used when absolutely necessary. In those cases their size is subservient to the brand logo (and to the product logo if it appears). They should be used at a size that is approximately 25%, the width of the brand logo.

Product Portrait Photography
Product portrait photos should only be used when absolutely necessary. Their size should be small enough that the photo doesn’t compete with the Carrier logo.

Dealer and Distributor Logos
Can be the same size as the residential and commercial Carrier brand logos, but not larger.
The Carrier® Comfort™ Series Energy Recovery Ventilator (ERV) may be slender, but don’t be fooled by its size. In a package just 7.25” wide, it delivers a full load of innovation and performance. Its unique design allows it to be installed in upflow, downflow or horizontal positions right onto a furnace or return air duct. It integrates easily into your home design, providing fresh, outdoor air year-round. Best of all, it comes from the experts at Carrier, so you can breathe easier recommending it to your customers.

Introducing Toshiba Carrier VRF zoning solutions. Now you have total flexibility to connect your design vision with your building’s functional needs. Toshiba Carrier VRF systems are 100% inverter-driven to maximize energy efficiency, performance and control. Plus, your clients will enjoy precise zoning, individualized room comfort, quiet operation and integrated building control. We’ve expanded our portfolio. So you can, too.

Positioning the Logo With Other Elements
Using supporting elements such as logos and product photos in proximity to the brand logo is discouraged. But if they play a vital role, they may be used by following the sizing relationships and logo positioning section of this book.

Examples on this page demonstrate the placement of logos and inset photos when used in proximity to a brand logo.
Colors are a strong visual cue for the Carrier brand. That is why we limit our palette to a few well-defined colors: green, gray and white.

The appropriate ratio of these colors presents the brand in an airy, fresh and contemporary manner and allows our logo and imagery to stand out.

Color Specifications
Carrier has defined specifications for both print and digital displays to ensure consistency. It is important that these are adhered to. These are outlined on the table to the right.

Tints/Transparency
Tints of Carrier Green and Gray are acceptable when they are overlaid on imagery. More detail on this is provided in the Translucent Colors section.

The ratio of color balance is as important as the colors themselves, as different balances leave a very different impression. When using color, please try to adhere to the general framework outlined in the pie chart to the right.

Color Formulas
The top number is the Pantone Matching System (PMS) spot color for printing, and the second number is the four-color process (Cyan-Magenta-Yellow-Black) printing equivalent. The third number is the RGB digital display equivalent color (Red, Blue, Green) for screen display. The bottom number is the HTML HEX value.

<table>
<thead>
<tr>
<th></th>
<th>CARRIER GREEN*</th>
<th>CARRIER GRAY</th>
<th>WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Spot Color</td>
<td>PMS 376</td>
<td>PMS 423</td>
<td>N/A</td>
</tr>
<tr>
<td>CMYK Formula</td>
<td>46:0:100:15*</td>
<td>40:60% of black</td>
<td>0:0:0:0</td>
</tr>
<tr>
<td>RGB Formula</td>
<td>130:176:52</td>
<td>147:149:152</td>
<td>255:255:255</td>
</tr>
<tr>
<td>Hex Value</td>
<td>#7a972d</td>
<td>#8d8d8d</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>

* For the Carrier Green, the CMYK formula is preferred over the Pantone spot color.

Space Ratios
Another important component of the Carrier brand look is the apportioning of color and photography. While it is not a precise guide, the pie chart to the right shows the ideal color ratio for a full-page ad. Try to follow the spirit of the look – clean, airy and with minimal design elements.
The Carrier identity system uses a small number of colors as accents in communications. They are used in situations such as charts, tables and diagrams.

Drawing from this limited palette will help present a strong and consistent brand appearance. These colors include blue, black, red, orange and purple. Their specifications can be found in the table to the right.

These colors can be replicated as solids (100%) or at the specified tints of 60%, 40% and 20%.

### Color Formulas

The top number is the Pantone Matching System (PMS) spot color for printing, and the second number is the four-color process (Cyan-Magenta-Yellow-Black) printing equivalent. The third number is the RGB digital display equivalent color (Red, Blue, Green) for screen display. The bottom number is the HTML HEX value.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Color</th>
<th>CMYK Formula</th>
<th>RGB Formula</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrier Blue</td>
<td>PMS 072</td>
<td>100-85-0-0</td>
<td>21-44-115</td>
<td>#152c73</td>
</tr>
<tr>
<td>Black</td>
<td>Black</td>
<td>0-0-100</td>
<td>0-0</td>
<td>#000000</td>
</tr>
<tr>
<td>Red</td>
<td>PMS 207</td>
<td>22-100-78-15</td>
<td>172-29-55</td>
<td>#cc1637</td>
</tr>
<tr>
<td>Orange</td>
<td>PMS 716</td>
<td>3-64-100-0</td>
<td>237-122-35</td>
<td>#d66c00</td>
</tr>
<tr>
<td>Purple</td>
<td>PMS 526</td>
<td>67-98-6-0</td>
<td>117-47-139</td>
<td>#752f8b</td>
</tr>
</tbody>
</table>

**Accent Colors**

Accent colors are primarily for use in charts and graphs, in presentations and with secondary imagery within brochures or on the web.
The application of color is a vital part of our brand identity. Not only is using the right color specifications essential, but so too is the way colors are used in layouts. Please adhere to the following principles when designing.

Imagery that complements our primary brand colors and sits well in a layout should be selected. Imagery will ideally have a light and airy quality to it and will have accents of green that approximate Carrier Green. Photos will generally occupy about 50% of a layout.

**Headline Panel**

Headline panels are translucent green and will generally sit over a white canvas and image. This translucency should allow a slight “peek through” of the image behind but should not be so clear as to hinder the legibility of the headline in the panel. To ensure legibility, copy in the headline panels is 100% white.

**Copy Orbs**

Copy orbs, when used, are translucent Carrier Gray. They may vary in size but should never be more than 15% of the width or height of the page, whichever is less. And they should never be smaller than 10% of the width or height of the page, whichever is less. These orbs are always perfect circles, never ovals or other shapes. To ensure legibility, copy in the orbs is 100% white.

Black and White Situations

If a document is to be reproduced in black and white, it is best to use a solid black for headline panels and translucent gray orbs.
Translucent Colors

The headline panel and copy orbs should be set to “multiply” to give them a translucent effect. The Carrier Green panel should be set to 100% and the Gray copy orbs should be set as 30–60% screens of black (depending on the percentage that looks best with the particular photo). If the section of the photo they occupy isn’t too dark or too busy, that’s all that’s required.

If the photo creates legibility problems for the text in the panels and orbs, it can be mitigated by inserting a translucent white element between the photo and the panels. These white panels should be set to an opacity of 30–60% (depending on the percentage that looks best with the particular photo). The exact opacity will vary by situation but should provide the best combination of text legibility while still giving the top panels a transparent look.

Dealing With Complex Photos

It is best to select photography that is simple enough to accommodate translucent headline panels and copy orbs. However, if your photo has so much contrast or so much detail that it hinders the legibility of the text in the headline panel (or copy orb) area, you can improve the situation with a simple technique.

Place a translucent panel of white between the headline panel (or copy orb) and the photo. This will soften the offending area of the photo (see example to the right).
The consistent use of a unique typeface helps drive brand recognition. Our headline font is called Rotis Semi Serif Bold, and it will help Carrier be identifiable even when no other brand elements (color, imagery, etc.) are present.

Headline Panel Typography
Rotis Semi Serif Bold is used for headlines which appear in the green headline panel. This copy is always centered in the panel and is set in title case.

Subheads
News Gothic MT Bold is used for subheads. It is always set in sentence case. Subheads are set in black unless they’re a call-to-action, in which case they can be set in green. Subheads are left aligned.

Body Copy
News Gothic MT Regular is used for body copy and is set in sentence case. Body copy is set in black when appearing on white. News Gothic MT Italic may be used for emphasis or when referencing a title. Body copy is left aligned.

Copy is never justified, but slight kerning adjustments may be made if required.
In addition to using the correct fonts, it is equally important that type be set to an appropriate size, line spacing and measure. A hallmark of the Carrier visual identity is a generous use of white space. Type set too large can destroy the sense of white space. Type set too small can be overwhelmed by the visuals and can pose legibility problems for some readers.

The example on this page is a scaled-down version of a full-page ad. Naturally, documents of different sizes will affect the type sizes chosen. But the goal is to make the size ratios of the headline, the subhead, the body copy and the mandatory copy similar to this example.

**Headline**
Rotis Semi Serif Bold set in title case. Depending on the length of the message and the available space for the panel, the type should be between 16–18 point size with two points of line spacing. Type centers line-for-line.

**Copy Orbs**
News Gothic MT Regular set in all caps. These are optional and should only be used if there is an important short phrase. A single keyword can be set larger than the rest of the message, but it’s also permissible to set copy all in the same size. **NOTE:** The size and placement of the orbs are determined by how they fit within the photo and the length of the messages inside the orbs. Varying the size of the orbs adds interest and depth to the photo.

**Subheads (when applicable)**
News Gothic MT Bold set in sentence case. Type is 10 point.

**Body Copy**
News Gothic MT Regular set in sentence case. Type is nine points in size with nine points of line spacing. Type is set flush left, ragged right. In the example it is set to a measure of 36 picas, but the measure is variable, depending on the length of copy and the space available.

**Call-to-Action**
News Gothic MT Bold set in sentence case. Type is 10 point.

**Mandatory**
News Gothic MT Regular set in sentence case. Disclaimer(s) and copyright type will be the same size as the body copy. If, in any case, the body copy is larger than 10 point, disclaimer(s) and copyright will be 10 point.
The lifestyle photography of Carrier, whether for residential or commercial products, strives to capture “signs of life,” an instance in the workday or home life of busy individuals. These people must look totally natural, as if they are completely unaware of the photographer. They should not overwhelm the photo since the subject is actually the comfortable environment.

Even when people are not in the shot, the environment should look as though a busy person just left the room. Files might be left open, dishes stacked up, beds unmade, etc. All should have an airy, light quality about them. The people, environments and props should be chosen carefully.

As a reference to our Carrier Green, accents of that hue should be incorporated into photos where possible.

Carrier is committed to diversity in hiring and in communications. Please ensure that your photograph – whether representing consumers or Carrier employees – represents this commitment.
While this photography focuses on tight shots of people, the principles are similar to the lifestyle photography of Carrier. It should still capture an instance in the workday or home life of busy individuals. The people must look believable and natural, not like models. Any visible background must be appropriate to the subject and situation.

As a reference to our Carrier Green, accents of that hue should be incorporated into photos where possible.
Our products are the embodiment of Carrier innovation. It is important that our communications portray them in a stylish and respectful manner that highlights their progressive design and our attention to detail. While products are important, we must remember that our promise to customers is not the products themselves, but a more comfortable and efficient home or place of business. It is always preferred that we lead our communications with lifestyle imagery.

To present our products in a distinctive way, products should:

- Be shot at a slight upward or downward angle
- Accentuate the most interesting angle of a product
- Use sharp white lighting that highlights the product’s lines
- Be presented against a white background
- Feature a drop shadow

Due to the size of many of the Carrier products and the fact that some are computer prototypes, studio photographic shoots will not always be possible. CGI may be used, but it must be photo-realistic and achieve the “look” outlined above.

Examples of the proper size, density and depth for drop shadow
With a legacy of innovation spanning more than a century, Carrier provides reliable solutions for your family’s heating and cooling needs. What if you could control your home’s climate even when you’re not at home? What if you could keep your energy bills low without sacrificing comfort? With new technology from Carrier, “what if” is now what is. For more complete comfort and greater peace of mind, turn to the experts at Carrier.

Still Cool After More Than a Century.

For all your cooling and heating needs, visit carrier.com.

Carriera

For more information visit carrier.com

For all your cooling and heating needs, visit carrier.com.
Consumer-Facing Digital Ad

Headline
Rotis Semi Serif Bold is the headline font and should follow capitalization outlined in the Typography section. Headline panel centers left to right on the photo box. The panel centers top to bottom along the top edge of the photo box. The width and depth of the panel are determined by the length of the copy. Most headlines will be one or two lines. On a two-line head, the baseline of the first line should rest on the top edge of the photo box.

Body Copy
Body copy is News Gothic MT Regular. Type is a minimum of 14 pixels.

Logo
The logo should be prominent without overwhelming the ad. Having adequate free space around the logo will automatically allow the logo to command attention without making it larger than necessary.

Mandatory
All necessary legal information should be one click away, and the ad should clearly direct the consumer to click for additional terms and exclusions.

Call-to-Action
Call-to-action is News Gothic MT Bold at a minimum of 13 pixels. The copy should be short enough to stay on a single line.
Don't Sweat It.
Stay Comfortable With Carrier.

Stay Comfortable With Carrier.
Enjoy greater comfort and energy efficiency with a home comfort system from Carrier. With a parts limited warranty of up to 10 years and efficiency ratings of up to 21 SEER, Carrier® Infinity® systems offer reliable solutions for your family's home cooling needs. For more complete comfort and greater peace of mind, turn to the experts at Carrier.

To find the system that's right for you, contact your local Carrier dealer.

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Example of proper dealer logo placement and size
Enjoy greater comfort and energy efficiency with a home comfort system from Carrier. With a parts limited warranty of up to 10 years and efficiency ratings of up to 21 SEER, Carrier® Infinity® systems offer reliable solutions for your family’s home cooling needs. For more complete comfort and greater peace of mind, turn to the experts at Carrier.

To find the system that’s right for you, contact your local Carrier dealer.

Don’t Sweat It.

Stay Comfortable With Carrier.

Direct Mail (9” x 6”)

Call 1-800-227-7437

Call 1-800-227-7437
For further information, please contact:
expertcentral@carrier.com