



Turn to the experts

CARRIER RESIDENTIAL HVAC
BRAND STYLE GUIDE

CARRIER BRAND

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01

*THE
CARRIER
BRAND*

YOU MAKE IT HOME. WE'LL MAKE IT COMFORTABLE.

The way we use our homes is constantly changing. Kitchen tables become home offices, spare bedrooms turn into gyms, living rooms become entertainment centers. And at Carrier, we're constantly reinventing how we think about home comfort, developing smart features designed for the ways you actually live, work and play. Because no matter how you use it, your house will always be your home – and we'll always be imagining new ways to make it more comfortable.

GUIDELINES

These guidelines were developed to ensure Carrier presents a consistent and unified visual identity in all print and digital materials. This not only helps strengthen Carrier's reputation as an industry leader, but it also increases recognition and awareness of the Carrier brand among consumers when interacting with our dealers and distributors.

*OUR BRAND VOICE IS THE DISTINCT VERBAL
EXPRESSION WE USE THROUGHOUT OUR
COMMUNICATIONS AND IS A KEY BUILDING BLOCK OF
BRAND IDENTITY.*

Think of it as our unique personality in the marketplace, brought to life through four key voice attributes, guiding how we speak to audiences across all interactions and experiences, while helping us create deeper, more immediate connections.

When applied consistently in our interactions and experiences in the marketplace, our voice helps us build a strong and recognizable brand, setting us apart from our competitors and creating a clear impression of who we are.

Smart.

We are experts. We speak with a level of humanity: clearly, concisely and with purpose. Avoid meandering language, buzzwords and jargon.

Dynamic.

We're building a better future. We stay relevant and adaptive. Our tone is light on its feet and gives a feeling of movement and connection. And we collaborate with enthusiasm and pride.

Vibrant.

We're confident leaders in the industry. Our tone is bold, energetic and inspiring. We are engaging, but not exasperating.

Imaginative.

Our solutions are future-focused. We are optimistic, yet realistic – thoughtful on a global scale, with confident ideas at the ready.

02

*VISUAL
GUIDELINES*

The Carrier logo is the visual expression of who we are, where we've come from and where we are heading. It elevates how we present ourselves and affirms our stature as a global leader. This logo represents the Carrier corporate entity logo, as well as Carrier residential and commercial go-to-market brands.

COMPONENTS OF THE LOGO

The Carrier logo is composed of three parts: an oval, a wordmark and a keyline.

THE CARRIER OVAL

The Carrier oval is universally recognized and gives visual equity and quick recognition to our brand. The color of the oval is Carrier Blue, which is one of our primary colors. The Carrier oval provides inspiration for our primary graphic element.

THE CARRIER WORDMARK

The Carrier wordmark presents our name in a unique, proprietary typeface. To preserve its individuality, we do not use our wordmark or the typography of the wordmark outside the logo.

THE CARRIER KEYLINE

A thin keyline brings definition to our logo at the edge of the oval. We never use our keyline separately from the logo. Carrier owns the oval logo graphic. It is a registered trademark. The registered symbol ® is not required when using the logo.



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.

The residential logo is used for all home comfort products, in conjunction with any message directed to the consumer audience.

The residential logo should only include the "Turn to the experts" strapline.



Turn to the experts

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.

Use the color versions wherever possible.

The Carrier Blue logo is the preferred version. The color reverse logo should only be used over a Carrier Blue background.

Use the black version over white and lighter tones only when color printing is unavailable.

Use the white version over black and darker tones only when color printing is unavailable.

Minimum size print

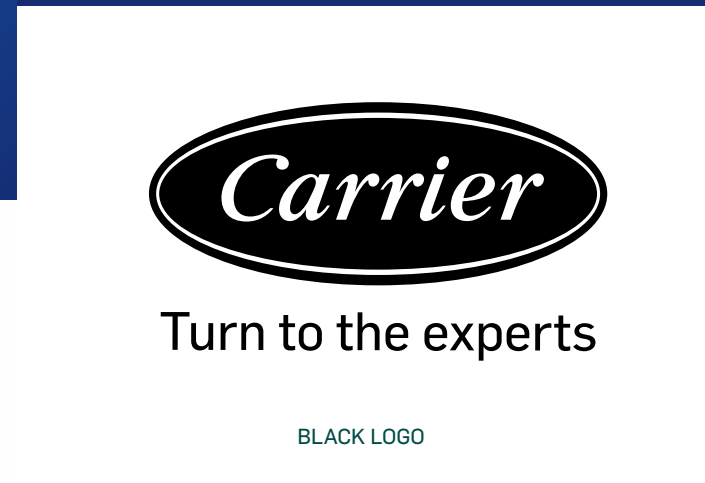


.75" wide

Minimum size digital

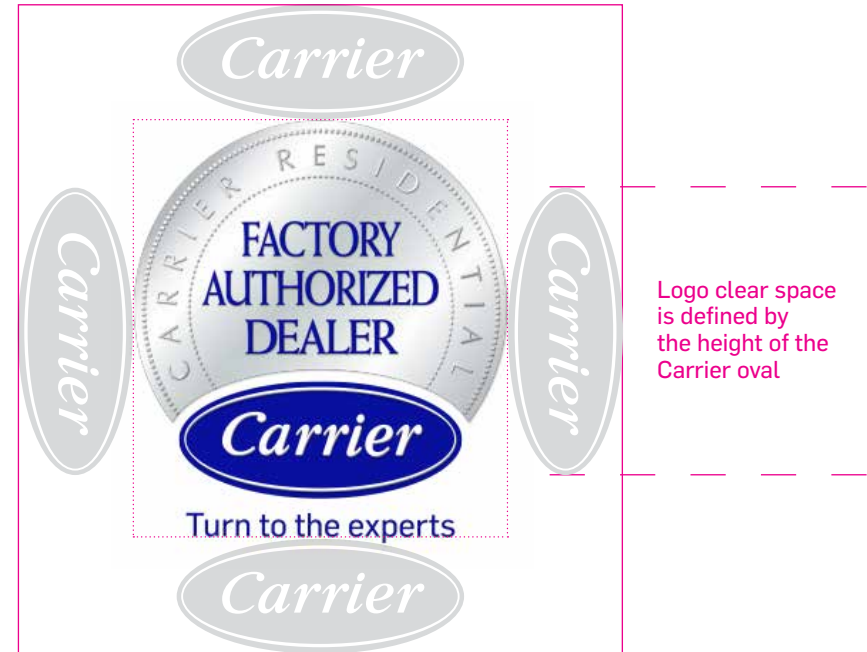


125 pixels wide



Our logo makes a statement, and surrounding it with clear space helps ensure that statement is heard. Clear space is the area surrounding our logo that should be free of any text or graphics. The Carrier logo clear space is determined by the height of the "C" in the Carrier wordmark. The CFAD logo clear space is determined by the height of the "Carrier oval." The visuals below demonstrate the required space. Always follow the clear space guidance and use more clear space than the minimum shown here whenever possible.

Logo clear space is defined by the height of the "C" in Carrier



Logo clear space is defined by the height of the Carrier oval

There are a limited number of ways to use our logo correctly. Always use approved logo artwork and never alter the existing artwork or create new versions. Please be sure to avoid these common mistakes.

Do not use the Carrier turn to the experts logo with any other taglines. The rules shown on this page apply to all Carrier brand logos.



Turn to the experts

DON'T modify our logo in any way (e.g., stretching or adding borders).



Turn to the experts

DON'T change the color of the logo or use unapproved color variations (e.g., the logo in Carrier Light Blue).



DON'T use any of the logo components separately.



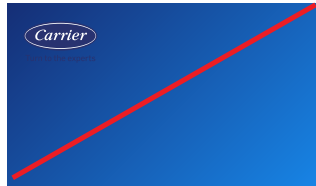
Turn to the experts

DON'T change the size of the Turn to the experts tagline.



Stay cool

DON'T create new lockups.



DON'T place the logo over the darkest area of the gradient.



Turn to the experts

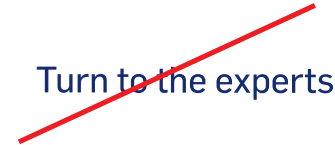
DON'T fill the oval in the logo with imagery.



DON'T alter the angle of the logo.



DON'T enclose the logo in a holding shape.



Turn to the experts

DON'T use only the tagline.



DON'T use the logo over more than one solid color at a time.



DON'T use our logo on backgrounds with insufficient contrast.



DON'T use the black or white logo versions where color reproduction is available.



DON'T use the Carrier logo over Carrier Blue.

Color types

Our primary palette is composed of two groups – solid colors and gradients.

Solid colors

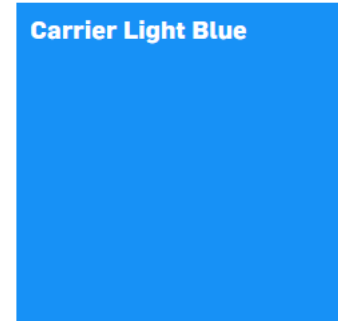
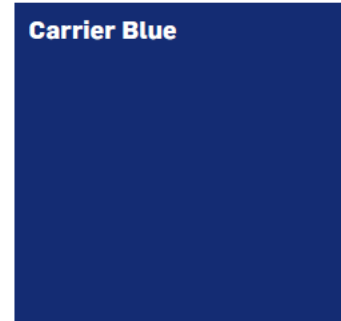
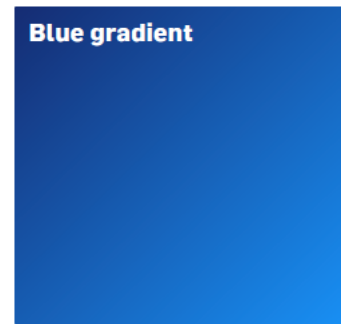
Our primary solid colors – Carrier Blue and Carrier Light Blue – are the base of our color palette. These two colors will be seen in virtually all of our applications.

Carrier Blue is the color we use in our logo and also the color we use for display text over white. Additionally, it is the darker color in our blue gradient.

Carrier Light Blue defines the lighter end of our blue gradient. It complements Carrier Blue in applications. It is also the sole color in our secondary graphic element gradient, the dynamic current.

Gradients

Gradients provide the background for the majority of our applications, particularly covers and first reads such as posters, printed materials and landing pages. Our blue gradient is used most often. Our silver gradient is used in conjunction with and presented next to the blue gradient. See page 16 for more details.

Primary colors**Solid colors****Gradients**

Our solid colors are used often throughout our system. First – and most prominently – Carrier Blue is used in our logo. Carrier Blue fills the oval of our logo, immediately identifying applications as Carrier-owned.

Solid primary colors are also used in the dynamic oval on interior spreads and second reads. Either Carrier Blue or Carrier Light Blue may be used to fill the dynamic oval on interior spreads.

Carrier Blue
PMS Blue 072C

C 100	R 21
M 85	G 44
Y 0	B 115
K 0	

Hex 152C73

Carrier Light Blue
PMS 2925C

C 85	R 24
M 21	G 145
Y 0	B 246
K 0	

Hex 1891F6



Carrier Blue in the Carrier logo



Carrier Light Blue in the dynamic oval on an interior spread

Our secondary color palette is composed of Dark Gray, Light Gray, white and black.

Grays

Dark Gray is used in our data visualization system.

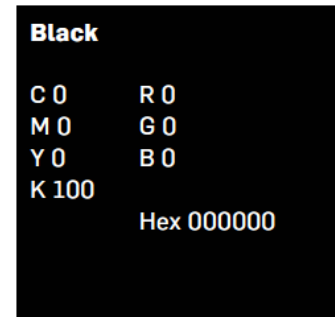
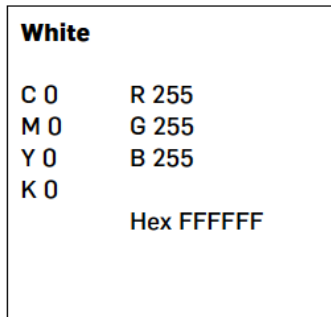
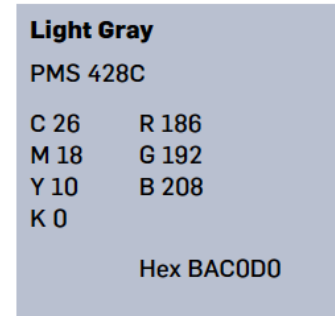
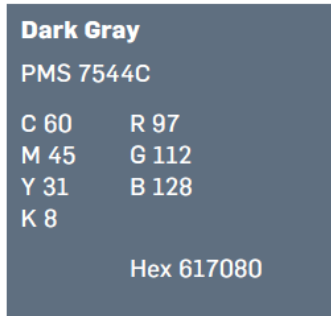
Light Gray is used as a background color for data visualization. It is also used to build the silver gradient.

White

White is an important element of composition on our interior spreads and second reads, as we use ample white space for layouts to breathe. White areas give structure and elegance to our interior spreads, organize space and allow a viewer to absorb the impact of the information presented.

Black

Black is used in type, primarily in body copy, throughout our system. Do not use black for backgrounds or within the dynamic oval.



Gradients are one of the key elements of our visual system used in most of our applications. We use two gradients as backgrounds and in the dynamic oval – the blue gradient and the silver gradient.

Blue gradient

We use the blue gradient as a background for applications and in the dynamic oval. We always build the blue gradient from our two primary colors – Carrier Blue and Carrier Light Blue. At right, we show the specifications for composing the blue gradient. Always use the correct values for Carrier Blue and Carrier Light Blue at 100% density.

Silver gradient

We use the silver gradient as a background and in the dynamic oval in limited circumstances only – we only use the silver gradient where a viewer would also be seeing the blue gradient in a sequence of applications. The limit is one use of the silver gradient for every two uses of the blue gradient. For example, in a sequence of three posters displayed side by side, two of the posters would use a blue gradient, while one would use the silver gradient. We refer to this as the 2:1 rule.

Always use the correct values for Dark Gray and Light Gray at 100% density. The silver gradient is always set at the same angle as the blue gradient.

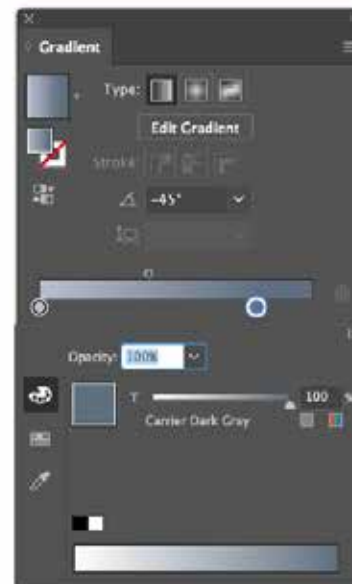
Blue gradient



Illustrator screenshot

Construction specifications for the blue gradient

Silver gradient



Illustrator screenshot

Construction specifications for the silver gradient

Our font is Flama. Flama is a clean and sophisticated sans serif initially designed for signage, which mixes aspects of European and American sans serifs. Flama proves to be highly efficient for signage, corporate uses and editorial design. Its bold, sophisticated and approachable forms are balanced and speak to our stature as a global company.

Use Flama for all external marketing materials and any internal materials where it is available (outside the Microsoft Office Suite). Use only the weights shown to the right.

If you need Flama, contact Carrier WHQ Marketing at carrier.branding@carrier.com.

Flama Basic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890#%.,?!

Flama Basic Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890#%.,?!*

Flama Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890#%.,?!**

Flama Bold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890#%.,?!***

Arial is our system font, and we use it when Flama is not available. We use Arial throughout the Microsoft Office Suite, including Word and PowerPoint. For desktop uses, Arial is our backup to Flama.

For PowerPoint and Word documents, or when Flama isn't available, use Arial. Use only the weights shown to the right.

Arial Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890#%.,?!

Arial Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890#%.,?!*

Arial Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890#%.,?!**

Arial Bold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890#%.,?!***

Construction

The icons are simply constructed of consistently weighted linework only, with no fill or holding shape. Each element should be constructed and combined as simply as possible. The outside of strokes should be mostly rounded to reduce the angularity of corners and give a friendlier, more approachable appearance. Inside corners are more angular to give an impression of solidity and internal structure.



Full icon



Corner details (rounded)



Interior details (angular)

Stroke colors



Carrier Blue



Carrier Light Blue



Light Gray



Dark Gray



Black

Color

When applying color to the icons, the color should be applied only to the stroke – or linework – and not to the background – or fill. Use any of the solid primary colors or any of the secondary colors. Use green only as an accent to represent sustainability. Do not use any other tertiary colors.

Scale

Place the icons at a small scale and leave clear space equal to roughly half the width of an icon. When using multiple icons together, place them at a similar scale and ensure that lineweights are equal in each of the icons.

Fill colors



Over Carrier Blue



Over Carrier Light Blue



Over Light Gray



Over Dark Gray



Over the Blue Gradient

Our icons are small, simple, symbolic pieces of art used to represent general concepts. We tie them symbolically to broad ideas and use them to form a visual link to those concepts in any of our applications – print, digital or animation. We use them at a smaller scale of our typography than the scale of our imagery. The examples shown here are representative illustrations of the icons' simplicity in construction and appearance with further examples being developed.



We use photography to create a powerful, emotional connection and to bring warmth and humanity to our communications.

Our imagery style reinforces our brand values by highlighting our people and main business benefits. Our images should always feel crisp, clear, modern and sophisticated.

Things to consider

- Emphasize one-point perspective and dynamic curves
- Depict people facing forward
- Take inspiration from the Carrier color palette
- Emphasize food, trees and accessories to add bright color
- Incorporate vibrant blues
- Show silver surfaces from well-lit product shots
- We prefer bright images taken in natural daylight
- Show diversity in gender, ethnicity and age
- Depict expressions that are warm and positive
- Show people in action
- Emphasize product benefits in family life

Things to avoid

- Cluttered or dark backgrounds
- Staged compositions that look studio-shot
- Large moments of warm, vibrant colors
- Multicolor compositions
- Muddy colors and dark settings
- Overly saturated colors
- Unnatural or manipulated imagery
- Sun halos, flares and sunsets
- Overly dramatic contrast of light and shadow



Our products are Carrier innovation in physical form. Therefore, always try to represent them in a sleek, stylish and forward-looking manner. Experiment with different lighting and angles to capture interesting details and dramatic close-ups that convey to consumers our products are truly technologically advanced.



03

*SAMPLE
EXECUTIONS*

Visit HVAC Partners at hvacpartners.com for more current available templates and marketing materials.

LOGO PLACEMENT

Logo sits at the top of the page, either to the left or the right.

HEADLINE

Headlines are set in Flama Italic.

OVAL

Adds movement and gives a nod to the visual identity of the logo.

ICONS

Used to highlight key product features and benefits.

Carrier
Turn to the experts

*HOME OFFICE
CREATED BY YOU.
COMFORT CREATED
BY CARRIER.*

We're constantly reinventing how we think about home comfort. These days, your customers are using their homes in different ways, which is why we're continually advancing our innovations in air filtration, humidity control, performance optimization and more. Plus, we're introducing smart new features, like over-the-air software updates, that let you serve more customers in less time — which can help keep your business in a pretty comfortable place, too.

UP TO 26 SEER
UP TO 400% BETTER HUMIDITY CONTROL*
BLUETOOTH DIAGNOSTICS

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Carrier
Turn to the experts

*AT-HOME
YOGA STUDIO
DESIGNED
BY HER.
COMFORT
DESIGNED
BY CARRIER.*

We're constantly reinventing how we think about home comfort. These days, your customers are using their homes in different ways, which is why we're continually advancing our innovations in air filtration, humidity control, performance optimization and more. Plus, we're introducing smart new features, like over-the-air software updates, that let you serve more customers in less time — which can help keep your business in a pretty comfortable place, too.

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ALT LAYOUT

This layout is also acceptable. The blue section cuts straight across.



*THE HOME COMFORT
YOU NEED RIGHT NOW.*

*FINANCING OFFERS
THAT LET YOU SAVE
MORE FOR TOMORROW.*

Carrier
Turn to the experts
HEALTHYHOMES

Now enjoy 60-month financing* on a new home comfort system from Carrier.

At Carrier, we're dedicated to helping everyone achieve their home comfort goals by providing convenient 60-month financing. So, whether you're looking for a new system that delivers premium heating and cooling performance or want advanced filtration with our Infinity[™] air purifier that can help provide cleaner, healthier indoor air, you don't have to wait to call your local Carrier expert.

Learn how it works at carrier.com/purifier.



**ENJOY
60-MONTH
FINANCING***

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*Subject to credit approval and additional terms. Financing offered through Wells Fargo Bank, N.A.

DEALER SPACE

This space allows Carrier dealers to customize with their own content.



Carrier
Turn to the experts

HEALTHYHOMES

*YOU MAKE
IT HOME.*

*WE'LL MAKE IT
HEALTHIER.*



Innovative products to improve
your indoor air quality.

LEARN MORE

NOW ENJOY 60-MONTH FINANCING* ON A NEW HOME COMFORT SYSTEM FROM CARRIER.

At Carrier, we're dedicated to helping everyone achieve their home comfort goals by providing convenient 60-month financing. So, whether you're looking for a new system that delivers premium heating and cooling performance or want advanced filtration with our Infinity[®] air purifier that can help provide cleaner, healthier indoor air, you don't have to wait to call your local Carrier expert.

Learn how it works at carrier.com/purifier.




**ENJOY
60-MONTH
FINANCING***

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*Subject to credit approval and additional terms. Financing offered through Wells Fargo Bank, N.A.



BACK

**THE HOME COMFORT
YOU NEED RIGHT NOW.
FINANCING OFFERS
THAT LET YOU SAVE
MORE FOR TOMORROW.**



Carrier
Turn to the experts
HEALTHYHOMES

FRONT

For further information, please contact:
expertcentral@carrier.com