



BRAND GUIDELINES

August 2025





QUALITY

- Leading US manufacturer of evaporator coils and air handlers
- Built to the highest quality standards
- Microban® antimicrobial technology
- Advanced performance testing and simulation software



FLEXIBILITY

- Broadest product line in the industry –thousands of variations available
- Products designed to match perfectly with any system
- Personalized programs for distributor partners
- Custom product strategies to meet local needs



SOLUTIONS

- Short lead times
- Low warranty rates with simple claim process
- Insights from industry experts
- Focused on distributor and dealer success
- Quick and easy installation in the field



STYLE GUIDE --- □



LOGO STANDARDS



STYLE GUIDE

The Advanced Distributor Product's logo must be used in the manner displayed below to maintain instant recognition as the identifying symbol of the products or services of ADP. Do not attempt to recreate this logo from other typefaces. Variations that are not listed below should not be used.

Approved Logo Registered



Approved Logo Variants Trademarked



Acceptable Logo Colors



REVERSE LOGO USAGE

STYLE GUIDE



Correct Reverse Logo Usage



Incorrect Reverse Logo Usage



LOGO STANDARDS



STYLE GUIDE

The following notations designate a minimum logo size to ensure readability and prevent disfiguration of the ADP logo. The logo must also always be surrounded by a “safe zone” that acts as a buffer between the logo and any other graphics or text. The diagram shows the proper placement for the safe zone, with a minimum of one Cap height. More generous space should be used whenever possible.

Minimum Logo Sizes



Safe Zone



CO-BRAND GUIDELINE



STYLE GUIDE

These guidelines outline the correct usage and placement of the ADP logo in co-branded materials to ensure visual consistency and brand integrity.



- When placing logos in co-branded graphics or documents, the ADP logo must always appear on the left.
- Use the "A" in the ADP logo as a guide for spacing and alignment between the ADP logo and the co-brand logo.
- Refer to the examples on the right to see the correct applications of ADP logo placement alongside co-branded logos.
- Maintain equal prominence for all logos — the partner's logo should be appropriately sized, not oversized or undersized.
- For partnerships, display the ADP logo alongside the co-brand/partner company logo as shown.
- For sponsorships, place the text 'Sponsored by ADP' beneath the co-brand/partner company logo.



CO-BRAND GUIDELINE



STYLE GUIDE

This section highlights incorrect logo placements in co-branded materials to help ensure proper alignment and usage according to ADP's brand guidelines.



ADP

LENNOX

BRAND COLORS



STYLE GUIDE

Below are guidelines for the proper colors to be used when producing ADP collateral. The secondary colors are to accent the logo and are the only other acceptable colors to use when creating materials for internal and external ADP promotions. This will allow us to create consistent imagery throughout all lines of communication. In addition, the secondary colors are tied to product categories to differentiate them within all marketing collateral.

Primary Colors

R 17	C 17	Hex 111D3D
G 29	M 13	
B 61	Y 0	
	K 76	

R 151	C 3	Hex 97999B
G 153	M 1	
B 155	Y 0	
	K 39	

RGB (Red, Green, Blue) colors are for programs such as Word, Excel, PowerPoint and the web

CMYK (Cyan, Magenta, Yellow, Black) colors are for professional printing and promotional items

Secondary Colors

R 125	C 26	Hex 7D9AAA
G 154	M 9	
B 170	Y 0	
	K 33	

R 99	C 0	Hex 630B16
G 11	M 89	
B 22	Y 76	
	K 61	

R 150	C 0	Hex 965E18
G 94	M 37	
B 24	Y 84	
	K 41	

R 64	C 0	Hex 404040
G 64	M 0	
B 64	Y 0	
	K 75	

Air Handlers



Evaporator Coils



Unit Heaters



Air Handlers, Evaporator Coils, and Unit Heaters each have their respective designated colors, which must be used exclusively for their corresponding product graphics. These specific colors are assigned to visually distinguish each product category and should not be used interchangeably or applied to any other elements outside their designated units. This ensures consistency and clear product identification across all brand materials.

BACKGROUND GRADIENTS

STYLE GUIDE

- The gradients shown below are part of the brand's visual identity and should be used to maintain consistency and visual harmony across all design materials.
- Each gradient transitions from an ADP brand color to white, and this directionality should be preserved in all applications.
- This transition reinforces the brand's visual language and creates a clean, professional look.
- Gradients can be used in backgrounds, section dividers, or as accent elements, but should not overpower key content or reduce legibility.
- Avoid rotating, inverting, or altering the gradients.
- Always ensure sufficient contrast when placing text or icons over a gradient background.



COIL USAGE

STYLE GUIDE



Correct Logo Usage on Gradients



Incorrect Logo Usage on Gradients



Gradient backgrounds must use only the reverse (white) logo, which should be placed on the darkest part of the gradient for optimal visibility.

COIL USAGE

STYLE GUIDE

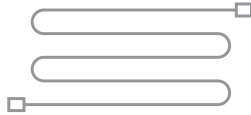


- Coil lines are a distinctive design element in our visual system and should be used with consistency and clarity.
- They are intended to subtly support headings or content without overpowering or distracting from the message.
- Acceptable uses include placing coil lines under primary headings, aligning them proportionally with the text, or connecting them to supporting labels when appropriate.
- Avoid misusing coil lines by placing them between multiple lines of text, stretching them disproportionately, or using them as decorative elements detached from the text.
- The examples shown here illustrate correct applications (✓) and improper ones (X) to guide consistent execution across all brand materials.



COIL USAGE

STYLE GUIDE



- Curved coils are designed to be used in only one corner of the graphic.
- Coils represent a key element of ADP's brand identity.
- The presence of the coil immediately draws the user's attention.
- Only one curved coil should be used per graphic; using multiple coils is not allowed.
- The coil must not be combined with any text, images, or illustrations.



Low Profile Air Handler



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Low Profile Air Handler



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COIL USAGE – POWERPOINT PRESENTATION



STYLE GUIDE



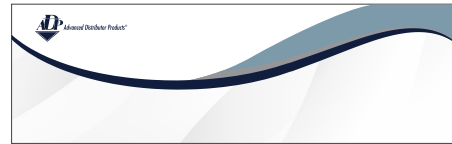
- Use this variation of the coil exclusively for PowerPoint slide headings.
- It must be applied consistently across all slide titles, including section divider slides.
- Use the “A” in the ADP logo as the guide for spacing and alignment between the heading and the coil to ensure consistency.
- This coil–heading variation is permitted only for PowerPoint presentations and should not be applied in other formats.

WAVE PATTERN

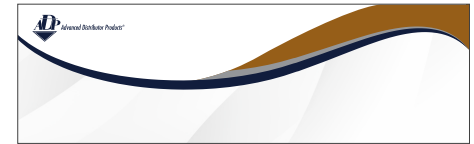
STYLE GUIDE

- The wave pattern is a key visual element in the brand’s design system and must be used with consistency and restraint. It should only be applied as a header or footer graphic within layouts.
- Using the wave in any other orientation—such as sideways—or incorporating multiple wave patterns in a single design is not permitted, as it disrupts the visual balance and diminishes the overall brand integrity.
- To maintain a clean and cohesive look, limit usage to one wave element per layout and ensure it aligns with the edge of the composition.
- Refer to the examples shown to distinguish correct and incorrect applications.
- **The two types of wave styles are illustrated on the right side.**

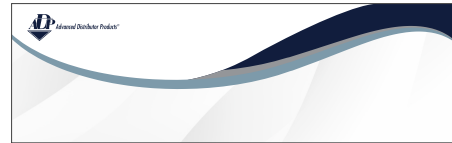
Wave Style 1



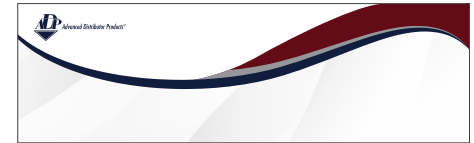
Wave Style 2



Wave Style 3



Wave Style 4



FONTS AND STYLE



STYLE GUIDE

The ADP primary font is Source Sans Pro. Use this on our website and corporate brand materials.

Headings and Subheadings

Font: Source Sans Pro SemiBold

Font Style: Bold

Effects: Heading written in all caps

Alternative Font for Print: Merriweather

Body Copy

Font: Source Sans Pro

Font Style: Regular

STYLE PREFERENCES



STYLE GUIDE

- Spell out numbers one through nine and use numerals for numbers 10 and above.

- Don't capitalize words that are three letters or less (a, an, the, it, etc.) when they appear in a title.

- Acronyms should be spelled out on first reference. For example, when first writing the company name it should be written as "Advanced Distributor Products". After the first reference, "ADP" can be used.

- The use of "&" should only be used in titles.

- Use a person's full name on first reference and only their last name on second reference for press releases and news pitches. For social media and website content, we break from AP style and use people's first name on second reference to make content friendlier.

- There should always be space between the number and the unit abbreviation, i.e. 120 V, 89 °F.

- When referring to product names, no dash is used, i.e. B Series.

- The full name Advanced Distributor Products (ADP) must be spelled out upon first mention.