

Co-op and Ad Planner Guidelines

Heil® Brand

Your business is important to International Comfort Products. That's why we've developed an entire program of co-op tools and advertising materials for you to use in your local market. All are designed to maximize your marketing by adding your name to the strength of the Heil® brand name.

Ad Campaigns

Everything you need for an effective ad campaign can be found in the online Ad Planner at the branded GO site in the **Business Building Tools** section under the tab *Advertise to be Seen in Your Neighborhood*: ready-to-use newspaper formats, radio scripts and spots, television production elements and spots, direct mail, plus billboard layout ideas. Just follow the guidelines included at the beginning of each section, and you'll be all set to tell your community about reliable Heil products.

Be sure to check your "GO" Online HVAC Resource Center for these and other advertising and marketing materials: www.goheil/go/bbt/adguide.com or use the Search Feature and type in Advertising Guidelines.

All Materials Are Pre-Approved

All of the pre-built advertising materials in the Ad Planner are pre-approved, so if you use these materials properly, you DO NOT need to check further.

Custom creative and production—including design, photography, film, layout and other production—must follow all Heil co-op and advertising guidelines in order to receive co-op reimbursement. Written prior approval is *always recommended* for dealer/distributor produced or altered Ad Planner advertising and marketing materials to avoid co-op claim disputes and/or denial.

General guidelines include:

1. The Heil logo must be clearly and prominently shown. **The current Heil logotype must be used in all materials without alteration.** See the section on Logo Usage for the correct logo usage information.
2. No competing products can be promoted or listed in the advertisement.
3. Ancillary products and/or services such as dealer service, space heaters, gas fireplaces, humidifiers, etc. should be clearly separated from the area devoted to the Heil brand.
4. When locally producing any advertising materials, the brand name or logo should always receive equitable treatment with the dealer name and/or logo.

Check It Out

Please remember, these guidelines are not a substitute for the advice of your own legal counsel, but simply a guide. Consult the Better Business Bureau or your business attorney for additional information.

What You Can Advertise

International Comfort Products has both the right and the obligation to ensure that where the trade name “Heil” is used, proper advertising guidelines have been followed. Therefore, the Heil online Ad Planner contains approved advertising materials—including newspaper formats, radio scripts and spots, television, direct mail and more—to which dealers may add their own identification messages. Corresponding audio and videotapes and files in a variety of formats are available through the literature order form and order services.

Brand Trademark

A trademark is a brand, symbol, or word registered by a user and protected by law to prevent others in similar businesses from using it. The first time a registered trademark (®) is used on each page, follow it with the ® superscript. The first time an unregistered trademark (™) is used on each page, follow it with the ™ superscript. All trademark names have the first letter capitalized. Trademarks are used only as adjectives to modify nouns and are not to be used in place of the appropriate noun. Trademarks are subject to change. Any questions regarding trademarks should be directed to the ICP Marketing Manager.

Brand Logo Usage

The Heil logo and dealer logo must receive equitable treatment in all ads. They should be comparable and equal in size for printed advertising materials. For broadcast materials such as radio and TV, the Heil brand name and the dealer company name should receive the same number of spoken mentions. In all cases, the dealer should be positioned as the company the consumer needs to contact.



The right way.



*Do not place the logo
in a shape.*

Logotype

The Heil brand has a unique trademark and a unique representation of that trademark—it’s called a logotype.

The phrase “Depend On Heil.®” can be used as a secondary logotype.

To help you enhance the Heil image and build awareness for our products, we have assembled a few simple, easy-to-follow guidelines.

1. Use the Heil logotype only as shown in the approved examples in the online Ad Planner. The Heil logotype should never be placed inside a box, circle, or other shape, which might be construed to be part of the logotype. It should never touch, overlap, or be used under any other word or design. It may be used in either positive or negative form regardless of



Do not place the logo over a shape.



Minimum size: 3/16" height



Do not place any word over the logo.



Color Logo Specs

The Heil logotype should be printed in blue and red whenever practical. The specific shade of blue matches number 301 and the red matches number 199 in the Pantone Matching System (PMS). Most printers can match Heil blue and red perfectly when you specify these PMS numbers.



The right way—color full strength.



The wrong way.



The right way.



The wrong way.

One-Color Printing

Many printed pieces are reproduced using only one color, and it is not always practical to use Heil blue or red. In this instance, any ink color is permissible, but the following graphics rules apply:

1. When the logotype is used in positive form, it should be printed using the color in full strength. Do not “screen” the color.
2. There will be times when you will want the background to be a color, so it will be necessary to “reverse” the logotype. In these cases, the word “Heil” will be blank (will not print) and the background will print in color. *Remember: Do not screen the color.*

Multicolor Printing

When printing a color piece containing the logo, please specify the printing PMS colors for the logo. However, if it is not possible to match the PMS colors, follow the rules listed above under “one-color printing.”

- the background color. The choice should be based on which form will achieve the greatest contrast.
2. The small registered trademark symbol ® must be used every time the logotype is used. **There are no exceptions.** See examples in the clip art section of the online Ad Planner or in the print version of the Ad Planner.
3. When the word “Heil” is used in any form other than the logotype, the ® must be added to the first, or most prominent, use.
4. If the Heil logotype is ever used with another logo, it should be positioned separately so no one will assume they are one design.
5. The logotype can be enlarged as much as necessary. The same is not true for reduction. The logotype must never be used smaller than 3/16” in height.
6. Good reproduction quality is essential. Distortion can often occur when artwork is printed. For that reason, avoid reproducing from a previously printed piece not specifically prepared as camera-ready art. Always give your printer a fresh piece of artwork for each printed piece.
7. Reproduction quality images of “camera-ready” logotypes are available in the clip art section of the Ad Planner or online at www.goheil.com.

Typefaces

AaBbCcDd
Triplex Cond Regular

AaBbCcDd
Berkeley Book

Ink And Paint Color

It is important that you match the Heil blue and red as closely as possible on vehicles, signs, and other painted surfaces.

Typefaces

To help create a consistent image, International Comfort Products recommends the use of either “Triplex” or “Berkeley Book” as the Heil communications typefaces. These classic typefaces are readily available throughout the printing and graphics industry, and they lend themselves well to all applications, from publications to signage.

Both typefaces are available in a full family of weights and sizes, including “Regular,” “Italic,” and “Bold.” The “Regular” weight should be used for body copy, addresses and telephone numbers, and most other general information. The “Bold” should be used on signs and for headings and subheads.

The Use of “Authorized Dealer” in Consumer Advertising

The dealer relationship is maintained by the local distributor and ICP has no direct relationship with dealers. Because the business relationship is between a dealer and its local distributor and not with ICP directly, ICP is unable to “authorize” or otherwise endorse any particular dealer ads claiming “Authorized Dealer” status or otherwise implying specific dealer endorsement by ICP. Advertising materials stating “Authorized Dealer” are misleading and are not eligible for co-op funding.

Representation

All advertising materials must represent the distributor or dealer as a distributor or dealer of Heil Heating & Cooling Products.

Advertising Warranty

When creating consumer advertising materials referencing warranty, it is very important that the proper explanatory notes are included so that the consumer is fully informed of the warranty coverage provided. The dealer must add the proper explanatory note immediately below the applicable logo or in a footnote at the bottom of the printed advertising material. Proper explanatory notes not only protect the dealer, but also protect the distributor and ICP.

The explanatory notes for limited warranty below have been approved by the ICP legal department and **MUST** be included on the advertising material to receive co-op reimbursement.

10 Year Parts Limited Warranty Logo:

Timely registration required. See warranty certificate for details.

No Hassle Replacement™ Limited Warranty Logo:

See warranty certificate for details.

10 Year Parts Limited Warranty Reference in Print (Furnace):

Timely registration required for 10 year parts limited warranty and lifetime limited heat exchanger warranty. Limited warranty period is 5 years for parts and 20 years for heat exchanger if not registered within 90 days of installation. Jurisdictions where warranty benefits cannot be conditioned on registration will receive the registered limited warranty periods. Please see warranty certificate for further details and restrictions.

10 Year Parts Limited Warranty Reference in Print (Non-Furnace):

Timely registration required for 10 year parts limited warranty. Limited warranty period is 5 years if not registered within 90 days of installation. Jurisdictions where warranty benefits cannot be conditioned on registration will receive the registered limited warranty periods. Please see warranty certificate for further details and restrictions.

No Hassle Replacement™ Limited Warranty Reference in Print:

If a compressor, coil, or heat exchanger fails due to defect during the applicable No Hassle Replacement limited warranty time period, a one-time replacement with a comparable Heil unit will be provided.

When Your Advertisement Includes Financing

The ICP consumer financing program with Citi Retail Services requires suitable wording for retail credit offers made in association with the various promotions they offer as outlined by the federal government (see special note below). However, if you are not using ICP's consumer financing, then you should consult with the entity offering the financing program to get any required language. In any case, the following is essential to protect all interests in this advertising area:

In order to satisfy different laws governing the promotion of financing programs, ads need to be prepared individually for each credit program and reviewed/approved by the entity providing the financing.

Special Note: Federal and legislative changes according to Reg Z, have set in motion consumer credit plan names and advertising guidelines. For additional details, please carefully review the Citi Retail Services information at GoHeil.com in the Business Building Tools tab. Type this link in your browser to access quickly: www.goheil.com/go/bbt/citi.asp.

The federal regulations include compliance responsibility to extend to retailers as well as creditors and states "All persons (definition specifically includes corporations, partnerships and similar organizations) must comply with the advertising provisions."

Effective close of business December 31, 2010, Retail Credit Services Private Label Programs will change. See the Consumer Financing Program summary for details.

For complete advertising guideline information regarding consumer financing, type this link or click on www.goheil.com/go/bbt/citi.asp.

Warranty Statements

In accordance with the Maguson-Moss Warranty Act, any ad mentioning “warranty” must designate the warranty as “full” or “limited” and give its duration, e.g. 5 years. Also, the ad must disclose any major limitations the warranty has, such as “only on stainless steel heat exchangers” or “excluding parts.” *ICP offers only a Limited Warranty.* All ads promoting warranty must include the following copy: “Ask or see your dealer for details.” Dealers are required by law to have specimen copies of warranties on hand. Do not make any product warranty representations other than those made by ICP. ICP supports only its own limited warranty.

Use of Extended Service Agreements (ESAs) in Advertising

Due to increasingly strict state regulations concerning extended service warranties, you must adhere to the following copy guideline:

Ads cannot offer a “Free” ESA, or even an ESA for a nominal value such as ten dollars. Some states forbid such programs for ESA contracts. Various state regulations require that a cost/value is associated with ESAs and require that ICP retain files that report the price paid by the homeowner/equipment owner for the contract. These files are subject to audit at any time.

Miscellaneous Legal

Misleading copy, misrepresentations, comparative ads, illegal competitive practices, or libelous references to competitors may not be included in any Heil advertisement. ICP will not be held liable for such advertisements. All applicable laws and regulations, including Federal Trade Commission regulations, local codes and regulations, and industry codes and standards must be followed in Heil ads.

This information is intended only as a guideline, and is not intended to specify all of the legal requirements of advertising, especially those that may vary from state to state. Please contact your legal counsel for complete information. Refer to the current Ad Planner and Co-op Advertising guidelines for specific brand information details.

Advertisements not meeting co-op and advertising guidelines will be denied co-op payments.