



BRAND IDENTITY STANDARDS

STAY TRUE TO RUUD®



[GO TO DIRECTORY](#) →

WELCOME TO THE RUUD BRAND GUIDELINES

The Ruud® brand is dedicated to keeping your family reliably comfortable year-round.

And this is where you'll find all of the brand elements that help communicate that dedication to valued Ruud customers and partners across both the residential and commercial industries. From essential visual standards to the unique Ruud voice, the following guidelines will explain how to bring the Ruud brand to life.





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1

DEFINING THE BRAND

THIS IS RUUD®





DEFINING THE BRAND OVERVIEW

The esteemed Ruud® brand—named for pioneering water heater inventor Edwin Ruud—has its own distinct personality and identity that reflect both its 100-year history and its unique strengths in today's market.

The Ruud brand identity is made up of seven foundational elements:

- Brand Values
- Signature
- Brand Personality
- Audience Alignment
- Positioning Statements
- 360°+1 Design Philosophy
- Registered and Trademarked Names



DEFINING THE BRAND

BRAND VALUES

RELIABILITY

Reliability is the Ruud® brand's number-one promise and central message: **Rely on Ruud.™** True reliability requires the earned trust of customers and partners, the proven durability of Ruud products and the enduring longevity of more than 100 years of dedication to the industry.

QUALITY

Craftsmanship, integrity and value are built into every Ruud product and service.

PIONEERING PRODUCTS

In the pioneering spirit of Edwin Ruud, the Ruud brand will continue to provide products that will define the future of the industry.

SERVICE & SUPPORT

Always here to help and will always make it right.





DEFINING THE BRAND SIGNATURE

RELY ON RUUD.™

This concise, memorable call-to-action in the voice of the Ruud® brand highlights its distinctive commitment to reliability (trust, durability and longevity) and the value it brings to its customers and partners. It serves as the signature and/or sign-off on all collateral and other appropriate brand communications when possible.

NOTE: The signature should never appear as a lockup with the Ruud logo.

If written within body copy, it should be written as follows: **Rely on Ruud.™**



For over 100 years, the Ruud® brand has provided trusted, long-lasting solutions. It has consistently offered reliable heating & cooling products focused on keeping you comfortable. No matter how advanced the engineering has become, Ruud will always make them reliable. With Ruud, you get a history of doing things right and the promise that you can **Rely on Ruud.™**

Example of "Rely on Ruud.™" written within body copy.



DEFINING THE BRAND BRAND PERSONALITY

Words matter. Here are a few of the ones that best describe the Ruud® brand personality. When it comes to products, programs, and all things Ruud, this is how customers and partners should describe the brand's character.

RESOURCEFUL NEIGHBORLY
GENUINE WHOLESOME
RELIABLE HOMETOWN
PROUD
WELL-ESTABLISHED HARD-WORKING
PIONEERING HONEST
CUSTOMER- FOCUSED TRUSTWORTHY
APPROACHABLE





DEFINING THE BRAND AUDIENCE ALIGNMENT

The power of Ruud® brand core values, brand personality, philosophy and visual identity depends on the ability to apply these elements consistently and effectively across all platforms. But further crafting a message's look, feel and tone to align with the wants and needs of its specific audience—while staying true to the Ruud brand—makes these communications even more powerful.

RUUD AUDIENCES:

TRADE

Builders, engineers, remodelers, architects, distributors and contractors within the heating, cooling and water heating industries

CONSUMER

Homeowners and business owners

RUUD FAMILY

Internal stakeholders, partners, suppliers and vendors

NOTE: Occasionally, Ruud communications must speak to a combined audience—such as in collateral for a tradeshow that attracts distributors, contractors, partners and consumers.



DEFINING THE BRAND POSITIONING STATEMENTS

Using a powerful statement that captures the Ruud® brand's unique position in the marketplace, its promise to customers (trade and consumer), and brand personality, communicate the brand instantly—and show how it's different.

POSITIONING STATEMENTS:

TRADE

Drawing on its 100+ years of industry leadership, the Ruud® brand supports heating, cooling and water heating professionals with knowledge, products and business tools that they can rely on to build new relationships and increase sales.

CONSUMER

For more than 100 years, homeowners and business owners have relied on Ruud® brand products to deliver proven quality and durability for their homes and businesses.

COMBINED AUDIENCE (TRADE & CONSUMER)

For more than 100 years, homeowners, business owners and trade professionals have trusted the Ruud® brand to deliver reliable, high-quality products, knowledge and support for their homes and businesses.

RUUD FAMILY

Named for pioneering inventor Edwin Ruud and founded on reliability, the Ruud® brand continues to deliver the high-quality heating, cooling and water heating products, knowledge and support its internal stakeholders and partners have trusted for over 100 years.



DEFINING THE BRAND

360°+1 DESIGN PHILOSOPHY



THE RUUD® PHILOSOPHY OF INNOVATION

The best design delivers everything Ruud customers need and want... And then some. The 360°+1 design philosophy embodies this commitment to examine every aspect of every Ruud product (and program) from every angle, to offer the ultimate in performance, installability, serviceability, durability, integration, peace-of-mind and partnership for consumers and industry professionals alike. The Ruud 360°+1 design philosophy applies to everything the brand represents—from the reliability of its products to its legendary reputation.

NOTE: The Ruud 360°+1 design philosophy messaging is geared toward trade audiences. Because of this, it limits the amount of detail it goes into for homeowners. See page 17 for more details on consumer messaging.

360°+1 SIGN-OFF

Ideally, the 360°+1 icon appears on all trade communication pieces and consumer product pieces where applicable, even when it is not the focus of the message. For these applications, the following language should ideally be used along with the icon, but there will be times the icon alone is used due to space constraints.



Part of the 360°+1 family of innovative air & water products.



DEFINING THE BRAND

360°+1 DESIGN PHILOSOPHY (CONT.)

360°+1 PILLARS: The Ruud® 360°+1 design philosophy is built around seven pillars that guide the brand in pioneering even better products and services for customers.



360° PERFORMANCE®

With every Ruud brand product design and redesign, the goal is to improve efficiency, lower operating costs and energy consumption. These improvements are balanced with a commitment to including components that make Ruud brand products dependable, so trade professionals can continue to offer worry-free comfort to their customers for years to come.



360° INSTALLABILITY®

Innovations make installation faster, easier and more cost-effective. The coined term installability is a testament to how important these considerations are to the Ruud brand and the 360°+1 design philosophy.



360° SERVICEABILITY®

Ruud products are designed for performance that homeowners can count on. Should service ever be required, serviceability features are specially designed to ensure fast, effective service, and maintenance calls. Diagnostic systems make problem-solving quicker, and Ruud products are designed for easy access to unit components. This means they work smarter, so service technicians don't have to work harder.



360° DURABILITY™

Commitment to delivering high-performance products that last. Ruud solutions are designed for peace-of-mind, with more durable components backed by its best-in-class warranty.



360° INTEGRATION®

The power of integration. The Ruud brand is innovating ways to transfer heat, and finding ways to use previously wasted or underutilized energy in combined air and water systems that work together—delivering better performance as well as energy and cost-saving efficiencies. Plus, the EcoNet® compatible products keep you connected from home or on-the-go.



360° PARTNERSHIP™

From products to programs, the Ruud brand delivers what its partners need and want. For example, the free Ruud ProClub Program rewards independent contractors who demonstrate loyalty to Ruud with opportunities to earn points for eligible Ruud product purchases—and redeem these points for a wide variety of valuable goods and services for work or play.



360° PEACE-OF-MIND™

The Ruud brand is about innovative solutions that deliver worry-free comfort. That's why Ruud durable products with next-generation features are backed with industry-leading warranties. Plus, the self-monitoring system sends alerts to homeowners via the control center and EcoNet® app if there's ever an issue. These built-in protections help make the products effortless to maintain, safer to own, and easy to enjoy, year after year.

NOTE: The 360°+1 pillar icons are used whenever speaking about the design philosophy. See page 51 in the visual brand guidelines section for details on proper visual usage in communications.





DEFINING THE BRAND

360°+1 DESIGN PHILOSOPHY (CONT.)



PLUSONE® FEATURES

PlusOne features are the “+1” in the 360°+1 design philosophy. They’re the small details and distinct advantages that separate Ruud® solutions from the rest of the market. PlusOne features are unique within the heating, cooling and water heating industries—or they’re just plain smart ideas that could only come from Ruud.

PlusOne features are primarily focused on the trade audience, so it’s important the trade understands and values these features—and is able to explain them to consumers when necessary. Whenever PlusOne features appear in trade communications, they should be accompanied by copy explaining the benefits of the specific feature.

The secondary audience for PlusOne features is consumers. Features may appear within consumer communications to help spur discussion with a contractor or to encourage the reader to learn more.



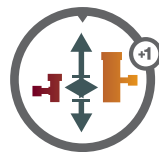
PlusOne® Communication



PlusOne® Diagnostics



PlusOne® Energy Efficiency



PlusOne® Expanded Valve Space



PlusOne® Heat Transfer Technology



PlusOne® Ignition System



PlusOne® Triple Service Access



PlusOne® Venting



PlusOne® Water Management System



PlusOne® Water Savings



PlusOne® Warranty



PlusOne® Water Leak Detection

NOTE: [See page 51](#) in the visual brand guidelines section for details on proper visual usage of PlusOne icons in communications.





DEFINING THE BRAND

360°+1 DESIGN PHILOSOPHY (CONT.)

HIERARCHY 360°+1



The Ruud® 360°+1 design philosophy embodies the commitment to examine every aspect of every product (and program) developed from every angle—to provide the ultimate in performance, installability, serviceability, durability, integration, peace-of-mind, and partnership for consumers and industry professionals alike.

360°+1 PILLARS

The 360°+1 pillars bring the Ruud design philosophy to life, helping further explain the innovations engineered into Ruud solutions. The pillars can be used whenever speaking about the design philosophy in trade. They should not be used in consumer pieces.



PLUSONE® FEATURES

PlusOne features are used to further explain and emphasize key benefits of Ruud solutions. Each PlusOne feature falls under one of the 360°+1 pillars.

360° PERFORMANCE®	360° INSTALLABILITY®	360° SERVICEABILITY®	360° DURABILITY™	360° INTEGRATION®	360° PEACE-OF-MIND™
PlusOne® Energy Efficiency	PlusOne® Expanded Valve Space	PlusOne® Diagnostics	PlusOne® Warranty	PlusOne® Communication	PlusOne® Water Leak Detection Alert
PlusOne® Heat Transfer Technology	PlusOne® Venting	PlusOne® Triple Service Access			
PlusOne® Ignition System	PlusOne® Water Management System				
PlusOne® Water Savings					

NOTE: See page 51 in the visual brand guidelines section for details on proper usage of these visuals in communications.





DEFINING THE BRAND

360°+1 DESIGN PHILOSOPHY (CONT.)

HOW TO USE 360°+1 WITH TRADE AUDIENCES

The Ruud® 360°+1 messaging is geared toward trade audiences. Because of this, more detail on the 360°+1 pillars and PlusOne® advantages are provided here. Below is approved messaging for use in trade deliverables:

TRADE – BLURB

(BEST FOR ADS OR OTHER PIECES WITH A LIMITED AMOUNT OF SPACE)



*Part of the 360°+1
family of innovative
air & water products.*

- This can be used when talking about any Ruud products
- It can also be used when referring to a single product or a group/line of products

TRADE – SHORT SUMMARY

(BEST FOR LITERATURE, LANDING PAGES, ETC.)

For nearly a century, the Ruud® brand has been the industry leader, delivering numerous industry firsts including smart features that meet the needs of homeowners and contractors. That's why the Ruud products and programs are designed and redesigned with the Ruud 360°+1 design philosophy. Every detail from top to bottom, inside and out, and everything in between is evaluated. This includes the work that goes into installing and servicing the Ruud brand products as well as how to deliver the best homeowner experience... And then we take it further. That's 360°+1.



DEFINING THE BRAND

360°+1 DESIGN PHILOSOPHY (CONT.)

HOW TO USE 360°+1 WITH TRADE AUDIENCES (CONT.)

TRADE – LONG SUMMARY

(BEST FOR EDUCATIONAL PURPOSES OR WHERE MORE DETAILS ARE NEEDED)

The Ruud® brand is about innovation—and creative solutions and critical thinking, and... never stops. For nearly a century, the Ruud brand has been the industry leader, delivering numerous industry firsts including smart features that meet the needs of homeowners and contractors. That's why Ruud products and programs are designed and redesigned with the Ruud 360°+1 design philosophy. Every detail from top to bottom, inside and out, and everything in between is evaluated. This includes the work that goes into installing and servicing Ruud brand products as well as how to deliver the best homeowner experience.

- When possible, the 360°+1 logo should accompany this copy
- This can be used when talking about any Ruud product
- It can also be used when referring to a single product or a group/line of products

EXAMPLE

Introducing the *Ultra*™ Series line of high efficiency water heaters. With performance, efficiency, serviceability and more in mind—Ruud thought of everything, and then some. That's the 360°+1 design philosophy. The new high-efficiency Hybrid, Condensing Power Direct Vent, and Tankless Water Heaters aren't just the most innovative—they're the best on the market.

NOTE: Product names in the examples above can be customized to the product focus.



DEFINING THE BRAND

360°+1 DESIGN PHILOSOPHY (CONT.)

HOW TO USE 360°+1 WITH CONSUMER AUDIENCES

The Ruud® 360°+1 messaging is geared towards trade audiences. Because of this, there are limits to the amount of detailed information for the homeowners. The goal is to show a homeowner that Ruud products are thoughtfully designed, which means they are quality air and water solutions. Below is approved messaging for use in consumer collateral:

CONSUMER – BLURB

(BEST FOR ADS OR OTHER PIECES WITH A LIMITED AMOUNT OF SPACE)



*Part of the 360°+1
family of innovative
air & water products.*

- This can be used when talking about any Ruud product
- It can also be used when referring to a single product or a group/line of products

REFERRING TO PLUSONE® FEATURES WITH CONSUMERS:

- A PlusOne name, such as PlusOne® Ignition System, can be mentioned in consumer pieces; It's important to ensure any accompanying copy be consumer friendly
- PlusOne icons should not be used in consumer pieces

CONSUMER – LONG SUMMARY

(BEST FOR LITERATURE, LANDING PAGES, ETC.)

Designed to keep your family comfortable for years to come, Ruud® products are developed using the 360°+1 design philosophy. The Ruud brand strives to deliver the very best homeowner experience by evaluating every detail of the product from every angle. That's 360°+1. And that's why you can count on Ruud air and water solutions to bring you and your family years of comfort.

- When possible, the 360°+1 logo should accompany this copy
- This can be used when talking about any Ruud product
- It can also be used when referring to a single product or a group/line of products

If desired, "...the Ruud products are..." can be altered to focus on an individual product—for example, "... the Ruud® Ultra™ Series





PROTECTING THE BRAND REGISTERED & TRADEMARKED NAMES

- Ruud® is a registered trademark. In order to establish this fact in the minds of audiences, the first instance of the brand name Ruud will appear as “Ruud®” within a communication; If the piece may be consumed one section at a time, be sure to write “Ruud®” for the first instance within each section of the piece
- Many products, processes and conventions within the Ruud brand have been registered and should be used with “®”; Depending on where a Service Mark or Trademark is in the registration process, a “™” or “SM” may be needed

RUUD TIER NAMES

This chart identifies the correct trademark indication to use with Ruud tier names according to product category.

RUUD	WATER HEATERS	HVAC
<i>Ultra</i>	TM	TM
<i>Achiever Plus</i>	®	®
<i>Achiever</i>	®	®
<i>Ruud Builder Advantage</i>	TM	TM

STAND-ALONE EXAMPLE USAGE

The Ruud® *Ultra*™ High Efficiency Condensing Tankless Water Heater offers great performance and energy savings.

NOTE: See trademark guidelines for full listing.



2

VISUAL BRAND GUIDELINES

LOOKING RUUD®





VISUAL BRAND GUIDELINES OVERVIEW

Visual brand guidelines provide the necessary framework to build a complete, compelling and consistent picture of the Ruud® brand, while also allowing expression in new and exciting ways. These standards should be used for all visual representations of the Ruud brand across all uses, media and channels, and will continue to evolve as the brand evolves.

Visual approaches to trade-facing messaging and consumer-facing messaging with the Ruud brand are intentionally very different. Each is designed to appeal to the hearts and minds of its audience through the use of specially chosen image styles, layouts and other visual elements. Maintaining these key distinctions in look and feel between the brand's trade and consumer messages is one of the most important steps to take toward showcasing the value of the Ruud brand to its different audiences.

THE RUUD VISUAL BRAND GUIDELINES INCLUDE NINE FOUNDATIONAL ELEMENTS

- Logo Versions, Usage, Unacceptable Usage, Signature Usage
- Color Palette
- Unifying Graphic Elements
- Typography & Fonts
- Visual Brand Language
- Headline Treatments
- Imagery: Product and/or Lifestyle
- 360°+1 Icons & Visual Usage
- Product, Program & Tool Logos





2B

VISUAL BRAND GUIDELINES

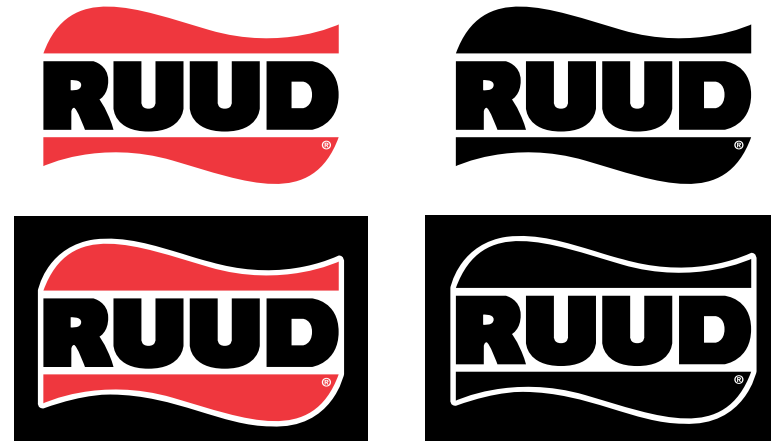
LOGO: VERSIONS



3D LOGO (PREFERRED)

The 3-dimensional Ruud® logo is the preferred logo for use in all print, digital and broadcast media. It's meant to be an emblem and an official seal representing the core values of the Ruud brand. To enhance the dimensional feel, the logo should have a slight drop shadow applied as shown. The PMS 185 Red in the 3D logo will appear darker due to the shading in the logo.

Logo style should remain consistent throughout a deliverable.



APPROVED 1- AND 2-COLOR OPTIONS AND USAGE

The flat Ruud logo in color (PMS 185 Red and Black) and Black & White logo should be used sparingly when the 3D logo can NOT be used—for example, in black & white print ads, applications such as embroidery, silkscreen and vinyl decals, two-color or spot printing for two-color or spot color printing for business cards. Make sure the logo is never knocked out and is built with a white stroke.

The flat Ruud logo is also used in related graphics, program materials and some digital applications due to size, primarily in mobile apps. The flat Ruud logo should use PMS 185 Red and Black for color and Black & White logo for non-color layouts where the flat logo is needed. The flat Ruud logo should never be redesigned with other colors or design elements.



2B

VISUAL BRAND GUIDELINES

LOGO: USAGE

MINIMUM SIZE

To ensure the logo is legible, it should be more than 1" in width. If it has to be smaller, the 1- or 2-color logo should be used.



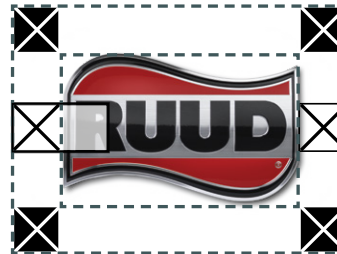
Minimum size = 1"



For uses 1" and smaller

CLEAR SPACE

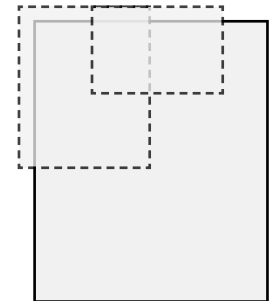
When placing the logo near other graphics and/or text, use the visual guideline below to maintain approved distances.



X = letter height of RUUD

PLACEMENT AREA

Preferred logo placement is in either the top left corner or the top center.



Textured Background



Solid Color Background



Photography Background

USE ON BACKGROUNDS

When used on both dark and light backgrounds (including approved solid colors, textures and environmental photography), the logo should have a drop shadow and a slight white highlight applied behind it to enhance dimension and separate it from the background.



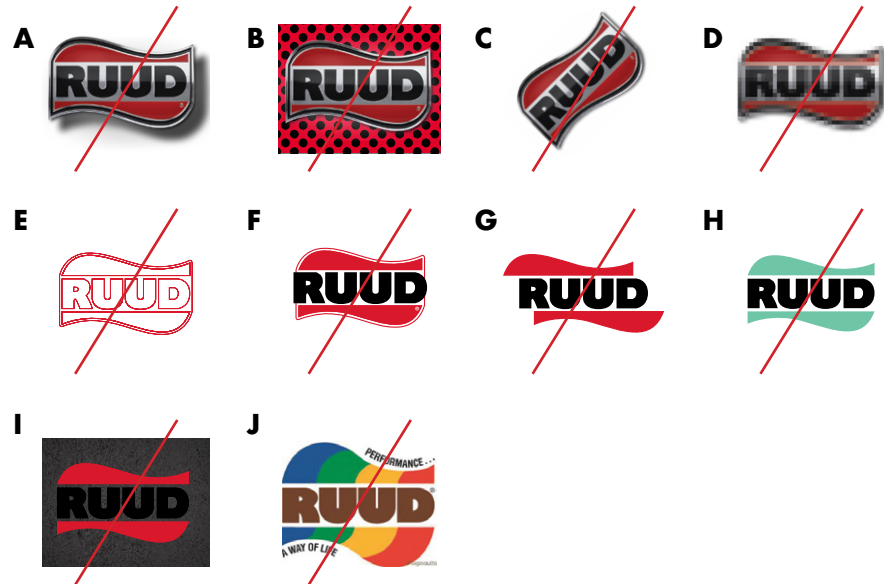
2B

VISUAL BRAND GUIDELINES

LOGO: UNACCEPTABLE USAGE

It is important to keep logo use correct and consistent throughout all Ruud® branded communications, therefore the logos must not deviate from those shown previously in this manual. Below are examples of some unacceptable uses of the Ruud logo:

- A. Never alter the drop shadow
- B. Never place on a complex background
- C. Never rotate
- D. Never use as low-resolution
- E. Never outline
- F. Never alter or add elements
- G. Never reposition any logo component
- H. Never alter the color
- I. Never use the flat logo without the white background on a dark surface
- J. Never use an outdated version





VISUAL BRAND GUIDELINES

SIGNATURE

RELY ON RUUD.™

MINIMUM SIZE

The signature should always be exactly the same width as the logo. If the Ruud® logo is smaller than 1" in width, no signature can be used.

NOTE: The signature should never appear as a lockup with the Ruud logo.



RELY ON RUUD.™

Minimum size = 1"

CLEAR SPACE

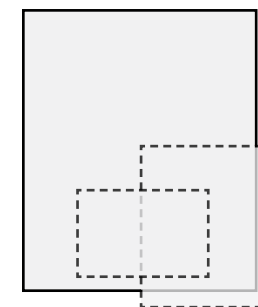
Clear space should be the same as the placed Ruud logo, with one exception: the bolt can infringe into the clear space.

NOTE: "X" height of "RUUD" determines clear space. When used with bolts and/or with metal bar, it should be vertically centered.



PLACEMENT AREA

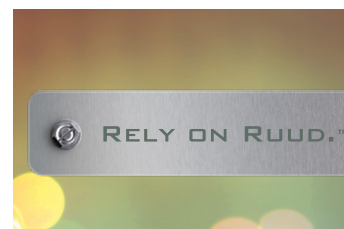
Preferred signature placement is in either the bottom right corner or the bottom center.



Black Textured Background



Solid Color Background



Photography Background

USE ON BACKGROUNDS

Preferred signature color is PMS 445 Steel Blue. Use white on dark backgrounds. Use the metal bar element when possible.





VISUAL BRAND GUIDELINES

SIGNATURE: UNACCEPTABLE USAGE

RELY ON RUUD.™

This signature says a lot about the Ruud® brand in three short words. That's why it's important to use it as powerfully and consistently as possible. Using the signature as a sign-off reinforces the brand's reliability and its commitment to trade partners and consumers.

- A.** Never place the signature under the logo or beside the logo as a lockup; always treat the logo and signature as two distinct graphic elements
- B.** Never drop the period and ™ symbol
- C.** Never recreate in type
- D.** Never place on a complex background
- E.** Never rotate
- F.** Never outline
- G.** Never use an outdated version





VISUAL BRAND GUIDELINES COLOR PALETTE

Color plays an important role in brand presence and recognition. The Ruud® brand has a broad color palette that stands out against the competition. When used effectively, these colors help convey a brand that's bold yet approachable.

PRIMARY COLORS

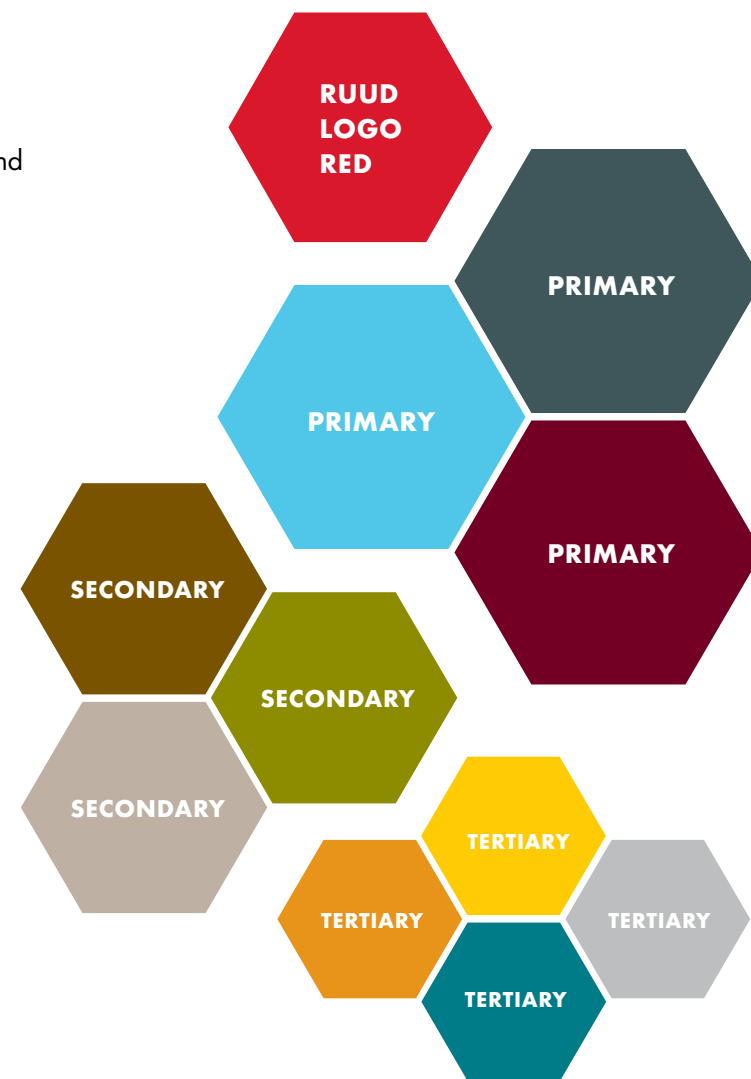
Primary colors are dominant ones that convey the strength, confidence and personality of the brand. In addition to those shown, PMS 185 Red is considered a primary color, but is not to be used outside of the flat color logo or the 3D logo gradient. Solid black is to be used for text only; the black textured background (pg. 30) should be used when a black background is desired, primarily on trade.

SECONDARY COLORS

Secondary colors complement the primary colors. Especially in consumer-facing pieces, they help to balance the bold primary colors with colors that convey openness and accessibility.

TERTIARY COLORS

Tertiary colors are available to give special emphasis to graphics, like callouts, and should be used thoughtfully and sparingly.





2D VISUAL BRAND GUIDELINES COLOR PALETTE (CONT.)

RUUD LOGO

RED

PMS 185 C
CMYK: 0 100 89 9
RGB: 228 0 43
HEX: # E4002B

PRIMARY

LIGHT BLUE

PMS 2985 C
CMYK: 59 0 6 0
RGB: 91 194 231
HEX: # 5BC2E7

DARK RED

PMS 188 C
CMYK: 16 100 65 54
RGB: 118 35 47
HEX: # 76232F

STEEL BLUE

PMS 445 C
CMYK: 52 23 30 59
RGB: 80 87 89
HEX: # 505759

SECONDARY

LIGHT BROWN

PMS 7529 C
CMYK: 7 14 20 22
RGB: 183 169 154
HEX: # B7A99A

WARM BROWN

PMS 1405 C
CMYK: 0 36 100 63
RGB: 110 76 30
HEX: # 6E4C1E

OLIVE GREEN

PMS 392 C
CMYK: 7 0 100 49
RGB: 130 122 4
HEX: # 827A04

TERTIARY

DARK ORANGE

PMS 1385 C
CMYK: 0 44 100 7
RGB: 213 120 0
HEX: # D57800

LIGHT GRAY

PMS Cool Gray 5
CMYK: 0 0 0 30
RGB: 177 179 179
HEX: # B1B3B3

TEAL BLUE

PMS 7474 C
CMYK: 96 9 32 29
RGB: 0 118 129
HEX: # 007681

BRIGHT GOLD

PMS 7406 C
CMYK: 0 20 100 0
RGB: 241 196 0
HEX: # F1C400

PMS

To minimize color variation, use PMS colors whenever possible.

CMYK

Process color (CMYK) is the primary color model for 4-color printed projects like collateral.

RGB/HEX

Primarily used for digital applications.



VISUAL BRAND GUIDELINES

GRAPHIC ELEMENTS: METALLIC BARS

METALLIC BAR WITH ROUNDED CORNERS

The metallic bar with rounded corners helps express the rugged durability of the brand. This flexible element can be used vertically, horizontally, large or small. Ideally, this bar is only used once per page, and can be combined with the thin metallic divider or the metallic bar header/footer.



Horizontal Metallic Bar with Rounded Corners

NOTE: Grain must be vertical when bar is horizontal, and bolts are mandatory.



Metallic Bar Snipe

NOTE: Metal bars can be cut off by edge of shape or bleed off page. Only one bolt should be used on the opposite side.



Vertical Metallic Bar with Rounded Corners

NOTE: Grain must be horizontal when bar is vertical, and bolts are mandatory.





VISUAL BRAND GUIDELINES

GRAPHIC ELEMENTS: METALLIC BARS (CONT.)



Metallic Bar Header

NOTE: Bar must bleed off of both edges and include bolts on each end.



Metallic Bar Footer

NOTE: Same as header but includes signature in the middle.



THIN METALLIC DIVIDER

The metallic divider can be used to separate sections, images, etc. It can be small and/or bleed off edges, and should always be less than .25" in height.

NOTE: Do not use the dividers vertically, and the grain should always run vertically.



BOLTS

The metal bolts add dimension to the brand and make the metallic bar appear even sturdier. There should never be more than two bolts per bar and they should not be rotated (to keep shadowing consistent) or placed on any other background but the metallic bar. The bolts should never be used with the thin metallic divider due to size. The bolts should never appear smaller than .125" or larger than .25" in diameter.

NOTE: Unless used on large-format applications where size should be increased in proportion with other elements.





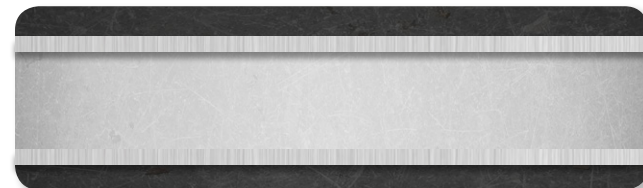
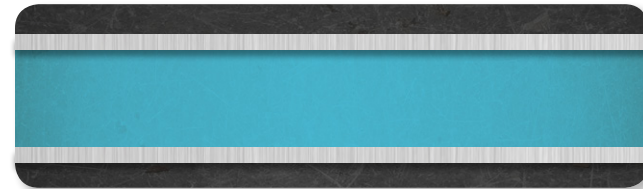
VISUAL BRAND GUIDELINES

GRAPHIC ELEMENTS: TEXTURED BACKGROUNDS



BLACK TEXTURED BACKGROUND

The black textured background is used for both trade and consumer communications. In trade, it is used primarily as a full-bleed background. For consumer audiences, it should be used minimally, (covering less than 25% of the live area) to support the full-background lifestyle photography.



COLORED TEXTURED BANDS

Color textured bands are used in trade communication to support the full black textured background for callouts and highlights. Textured bands should cover 1/3 or less of the live area. Any of the primary or secondary colors can be used, but should match the color used in the standout copy in the headline.



VISUAL BRAND GUIDELINES

GRAPHIC ELEMENTS: BOLT & ROUNDED CORNER FRAMES



BOLT FRAMES

When needed, lifestyle images can be placed into bolt shapes so as to house a visual image. These should be limited to one cluster of frames per piece unless more are necessary to convey the message, like on multiple page brochures. An outer shadow may be necessary to separate the frame from the background. Frames can also be used without imagery as messaging callout areas.

NOTE: You may use a 2 pt. border around the bolt and rounded corner frames on white and colored textured backgrounds. Please use a color from the color palette in these instances.



SAVE ENERGY
WITH HIGH-EFFICIENCY
RUUD® BRAND PRODUCTS

ROUNDED CORNER FRAMES

An alternative to the bolt frame is the simple rectangle with .125" curved corners. These should be limited to one cluster of frames per piece unless more are necessary to convey the message, like on multiple page brochures. An outer shadow may be necessary to separate it from the textured black background. Frames can also be used without imagery as messaging callout areas.



VISUAL BRAND GUIDELINES

GRAPHIC ELEMENTS: MIXED FRAME USAGE

MIXED FRAMES

Mixed frame styles should only have a maximum of 3 frames per cluster. Unless the frames are overlapping, they should always maintain the same distance apart from each other within a cluster.





VISUAL BRAND GUIDELINES

GRAPHIC ELEMENTS: BOLT & ROUNDED FRAME EXAMPLES

BLACK BACKGROUND

On a black background, a 2 pt. stroke can be used to separate the frame from the background. The stroke can be any color from the Ruud® color palette that is complementary to the color in the image in the frame or the color used in the standout copy of the headline. Ideally, use the same color border on frames that appear multiple times on the same page, spread or layout.

Ruud frame borders should not be white.





VISUAL BRAND GUIDELINES

TYPOGRAPHY & FONTS: PRINT FONTS

A LOVE OF THUNDER

Use this bold font in uppercase for headlines only.

FUTURA BOOK / Futura Book / *Futura Oblique*

Use this versatile font in UPPERCASE for subheads and sentence case for body copy.

FUTURA BOLD / Futura Bold / *Futura Bold Oblique*

Use this version of the body copy font to add weight to callouts. Use UPPERCASE for subheads/titles and sentence case for body copy or when using the slimmer font over complex backgrounds.

TO REQUEST
RUUD® FONTS:
Email
creative@ruud.com



VISUAL BRAND GUIDELINES

TYPOGRAPHY & FONTS: WEB FONT

Arial Font is used for web or digital communications.

Arial Black

This web-friendly font should only be used for headlines on the web and with Microsoft Office® (MSO) programs.

Arial / Arial Italic

This web-friendly font should only be used for subheads and body copy on the web and with Microsoft Office® (MSO) programs.

Arial Bold / Arial Bold Italic

Use this stronger version of the body copy font to add weight to callouts (use all caps for subheads/titles, sentence case for body copy) or if encountering readability issues when using the slimmer font over complex backgrounds in Microsoft Office® (MSO) programs.

TO REQUEST RUUD® FONTS:

Email creative@ruud.com



VISUAL BRAND GUIDELINES

HEADLINE TREATMENTS

FONT CHOICE/USAGE

- Use A Love of Thunder font with Futura Book

BACKGROUNDS

- For headlines with dark backgrounds, use Light Blue, White, Light Gray or Bright Gold
- For lighter backgrounds, common headline colors are Steel Blue, Dark Red, Warm Brown and Olive Green

FONT COLOR USAGE

- Use White or Light Gray for subheads on dark backgrounds and Black or Steel Blue on light backgrounds
- Use the Ruud® color palette for consumer headline colors
- Choose colors that separate well from the background image/color

PLACEMENT

- Do not place headlines on the focal point of lifestyle imagery



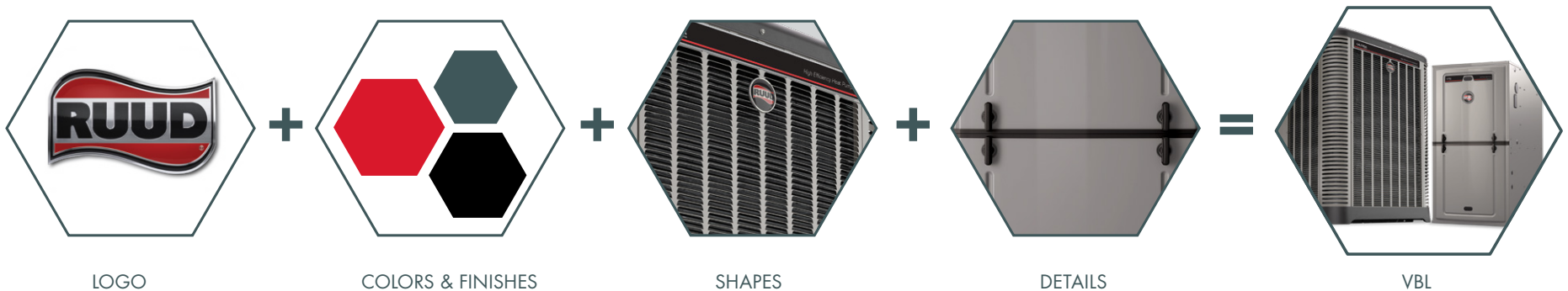


VISUAL BRAND GUIDELINES

VISUAL BRAND LANGUAGE

The Ruud® brand core values can be expressed through a combination of visual cues. When used in combination, the following visual cues help trigger preferred emotional responses in a viewer and properly position Ruud products in a customer's mind relative to competitive products.

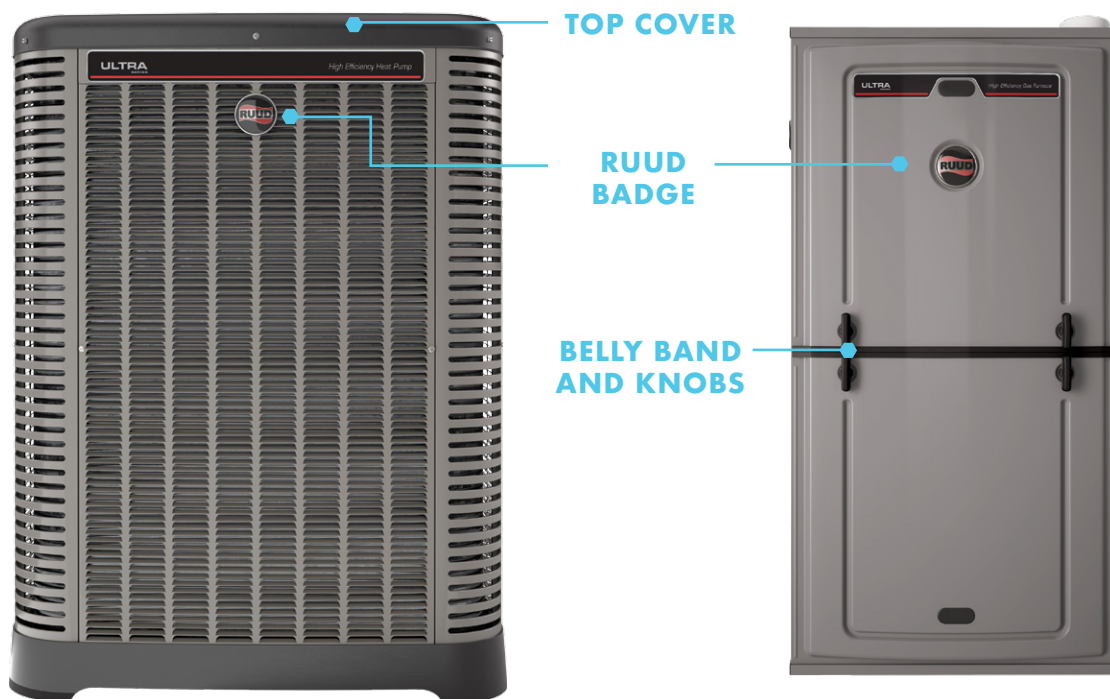
Visual Brand Language (VBL) is a system of signature shapes, forms, colors, patterns, materials and textures combined to communicate meaning about a brand to a customer. VBL is part of the Ruud DNA and creates visual consistency within Ruud brand product families.





VISUAL BRAND GUIDELINES

VISUAL BRAND LANGUAGE: SIGNATURE ELEMENTS



TOP COVER

The black top cover of the Ruud® Tier I & II air conditioners and heat pumps is a visual identifying element that establishes a reliable and trust-worthy product to the consumer.

RUUD BADGE

The Ruud “badge” or logo is required to appear on all products. Approved designs of the Ruud badges and logos are intended to be timeless and therefore may not be altered in any way.

BELLY BAND AND KNOBS

The black belly band and knobs of the Ruud Tier I gas furnaces are a visual identifying element that establishes a reliable, well-established and trust-worthy product to the consumer.

NOTE: Water Heating and Heating & Cooling use their own set of approved logo badges. Badging may reflect design exceptions and not follow all standards





2 |

VISUAL BRAND GUIDELINES

PRODUCT IMAGERY: HERO IMAGES

HERO IMAGES

Ruud® products are carefully engineered for performance and efficiency—and thoughtfully designed to look great in every application, whether in a home or business. The hero images help bring this attention to detail to life, using dramatic angles and lighting to highlight the style and innovations built into Ruud solutions. Hero images are reserved for promotional marketing communications, including advertising, collateral, websites and video for trade and consumer audiences.

TRADE AUDIENCES

The hero image is the central focus of the communications piece.



NOTE: When featuring just a single product, hero images should always be facing into the page.

CONSUMER AUDIENCES

The hero image is a smaller, supporting image with lifestyle photography as the lead visual.



NOTE: Make sure your images are at the right resolution for the best results. For print, images must be at least 300 DPI effective resolution (100% placement). A lower DPI may be acceptable for large format billboards, tradeshow panels, etc. Contact your printer for requirements in these situations. Products should be shown proportionate in size when showing more than one product. The images shown here are the preferred view with the ideal drop shadow treatment. The shadow and coloring should appear natural and not too dark.





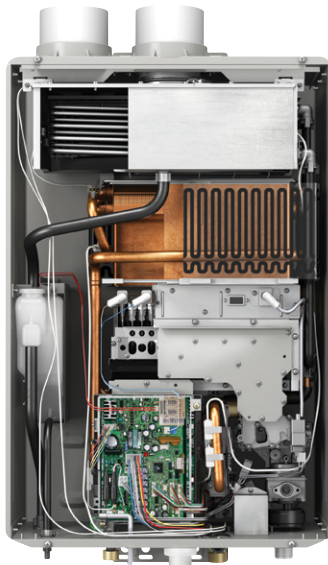
2

VISUAL BRAND GUIDELINES

PRODUCT IMAGERY: EDUCATIONAL / INFORMATIONAL

EDUCATIONAL / INFORMATIONAL IMAGES

In contrast to hero images, educational or informational product images are used to represent the look of the product for reference purposes—often appearing in product guides or sales sheets. Ideally, the product should face forward and be realistically lit. Sometimes, the cover of a product will be removed or a particular product area will be zoomed in on to highlight a specific product feature.



NOTE: Make sure your images are at the right resolution for the best results. For print, images must be at least 300 DPI effective resolution (100% placement). A lower DPI may be acceptable for large format billboards, tradeshow panels, etc. Contact your printer for requirements in these situations. Products should be shown proportionate in size when showing more than one product. The images shown here are the preferred view with the ideal drop shadow treatment. The shadow and coloring should appear natural and not too dark.





2

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY

STYLE

For consumers, imagery should be lifestyle-focused, unposed, outdoor and reflect the approachability, family/community centeredness and rugged wholesomeness of the Ruud personality. Models should be relatable rather than aspirational. Narrative compositions should be mid-action, conveying movement, energy and enjoyment in exterior settings to emphasize Ruud's role in enhancing our everyday lives. A sense of nostalgia and warmth is further achieved using filtered light, natural, patriotic-inspired colors and subject-focused cropping. Images should be season-appropriate, reflecting the featured product or key message of the communication.

USAGE

All of the suggested images found in the Ruud® brand lifestyle imagery bank come from Shutterstock.com. Included in the following pages are samples of Ruud-approved photos that have been purchased for your use. Make sure your images are at the right resolution for the best results. For print, images must be at least 300 DPI resolution (100% placement). A lower DPI may be acceptable for usages including web sites and other digital executions. Contact your printer or consult with your design professional if you have questions about the correct resolution to use.

The approved lifestyle images are available for download via MyRuud.com/BrandStandards

To request additional imagery: email creative@ruud.com





2 |

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: WARM WEATHER

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES





2 |

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: WARM WEATHER (CONT.)

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES





2

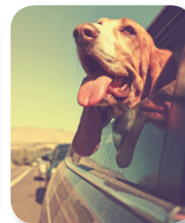
VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: WARM WEATHER (CONT.)

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES





2 |

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: WARM WEATHER (CONT.)

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES





2

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: WARM WEATHER (CONT.)

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES



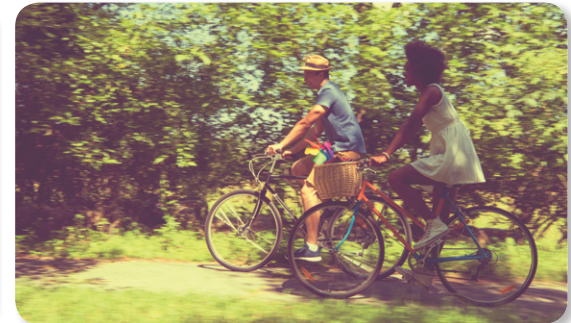


2 |

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: WARM WEATHER (CONT.)

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES





2 |

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: WARM WEATHER (CONT.)

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES





2 |

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: COOL WEATHER

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES





2

VISUAL BRAND GUIDELINES

LIFESTYLE IMAGERY BANK SAMPLES: COOL WEATHER (CONT.)

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES



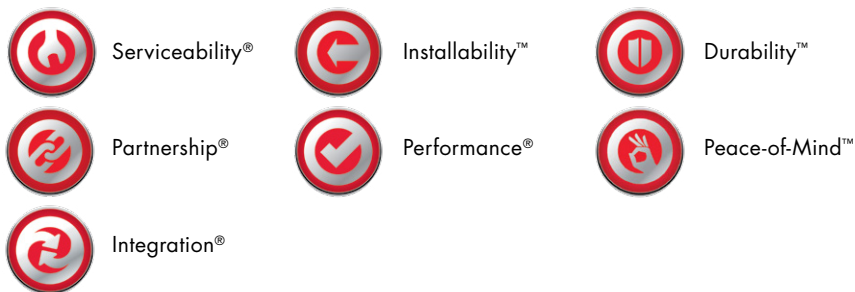


2

VISUAL BRAND GUIDELINES 360°+1 ICONS

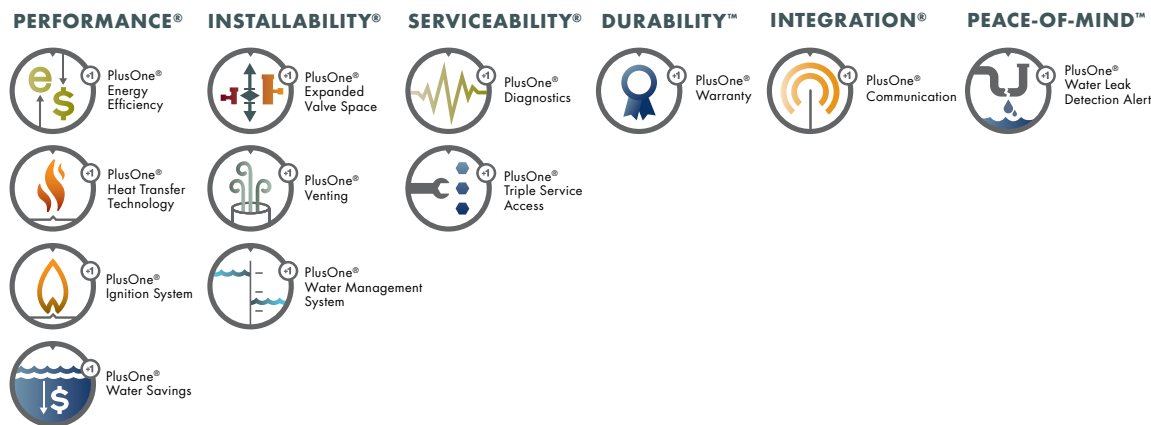
The 360°+1 pillar icons are used whenever speaking about the design philosophy in trade pieces and should not be used in consumer pieces.

360°+1 PILLAR ICONS



360°+1 PLUSONE® ICONS

PlusOne feature icons are used to further explain and emphasize key benefits of Ruud® solutions in trade, and each one falls under one of the 360°+1 pillars. They should not be used in consumer pieces.



360°+1 icon is the largest. However, it should never appear larger than the Ruud logo.

360°+1 pillar icons help organize and clarify key benefits under the 360°+1 design philosophy.

PlusOne features provide further detail on Ruud innovations.

NOTE: Example image is cropped to show details and not representative of the full piece.





VISUAL BRAND GUIDELINES PRODUCT, PROGRAM & TOOL LOGOS



The EcoNet® logo conveys advanced air and water integration, and the blend of energy savings and performance optimization, achieved by this innovative technology. This logo appears on all EcoNet materials and products featuring EcoNet.



WebSuite™ makes it more affordable for HVAC contractors to enjoy all the benefits of the best presence on the web—without all the hoops or hassles. The redesigned and comprehensive WebSuite provides a choice of three unique website packages, helping contractors gain a competitive advantage in their local market, generate more leads and grow their businesses. With its sleek new designs, enhanced features, and reporting, contractors can take advantage of a modern, responsive website designed to fit their business needs, budget and online goals.



The H₂AC® logo evokes the powerful, cyclical integration of air and water. It represents the advanced technology driving the Ruud® H₂AC system visually, which uses off-cast warm air from A/C elements to heat water—allowing businesses to save significantly on energy costs, without sacrificing needed performance.



Ruud® continues to put the pedal to the metal on innovation—delivering air and water solutions for both residential and commercial applications. The Ruud Racing™ logo speaks to the brand's high level of performance and commitment to leading the pack within the industry. It should never be used, however, to promote the performance of any of Ruud brand products. The logo may only be used in communicating the Ruud Racing NASCAR® Program created to support the sponsorship of Richard Childress Racing®.



VISUAL BRAND GUIDELINES PRODUCT, PROGRAM & TOOL LOGOS



The sharp, vibrantly colored star and energetic forward movement of the DesignStar® logo is used to convey the speed, ease and high-performance results delivered by DesignStar—a robust online sales support platform including a load calculator, proposal generator, home energy auditor, consumer tools and reporting dashboard exclusively for enrolled Ruud® contractors.

CERTISPECSM

Commercial water heating sizing software

The sharp, bold and straight forward design of the CertiSpec logo demonstrates the speed, ease and accuracy of the results delivered by CertiSpecSM—the industry's best online sizing tool to spec commercial water heaters. CertiSpec allows contractors to enter application information quickly to get a list of the right-sized Ruud® Water Heaters for the job and product details to print or email right from their desktop.



The vivid colors and high energy of the DesignStar® Professional logo illustrates the ease of use and navigation of this enhanced web-based software tool—a platform that enables HVAC design professionals to specify, select and document Ruud® Commercial Series equipment for new construction or replacement HVAC projects. DesignStar Pro allows designers to complete professional, customized submittal packages in minutes—creating, saving and accessing projects 24/7.



The stylized “K” of the KwikComfort® logo represents the complete range of fast, flexible financing options available to help contractors close sales and customers purchase and enjoy new Ruud® brand products.



VISUAL BRAND GUIDELINES PRODUCT, PROGRAM & TOOL LOGOS



The shield and plus sign within the Protection Plus® logo communicates the confidence and peace-of-mind offered by the Protection Plus program. This is an extended service plan for homeowners and value-added sales offering for contractors helps cover servicing costs in the case of unexpected, unbudgeted product repairs once the manufacturer's warranty expires.



The Ruud® University crest stands for its centralized, comprehensive contractor training program. Offering the latest online and in-the-field curriculum and tools, it was designed to help Ruud contractors continually succeed and surpass the competition.



Built for contractors, EZ-Spec™ tankless software is an advanced online tool that takes the guesswork out of choosing the right model, number of units, and accessories needed to just about any Ruud® Commercial Tankless installation. Simple-to-use and highly accurate, it runs a complex set of calculations to determine fixture/appliance usage, and determine the best tankless solution.



VISUAL BRAND GUIDELINES

PRODUCT, PROGRAM & TOOL LOGOS



ProClub is the brand's loyalty program that rewards contractors for selling or installing qualified Ruud® Residential and Commercial products, as well as for participating in ongoing training. Members can redeem earned points for really cool gear for both work and play, and the logo says it best: Reward Yourself.



The Pro Partner Program logo represents a select group of Ruud® independent contractors who continually demonstrate outstanding dedication to the sale, servicing and improvement of Ruud brand products. This logo replaces the former Ruud Reliable logo, and can only be used by the Ruud brand contractors who maintain their Pro Partner status. This logo can be used at any size that maintains legibility. It should always appear smaller than the Ruud logo.

NOTE: For more details on the Pro Partner Program, download the Distributor Guide by visiting MyRuud.com.

For a quick reference guide that includes a summary of logo usage rules, download the Distributor Toolkit at MyRuud.com/BrandStandards.





3

BRAND VOICE

SOUNDING RUUD®





BRAND VOICE OVERVIEW

How a brand speaks to audiences is essential to building and maintaining a strong brand identity that resonates. Ruud® brand language should always be audience aligned. Use words that are well crafted and officially approved to ensure the message captures the brand.

The Ruud brand voice overview includes the following:

- Referring to Ruud
- Identifying the Brand Audience
- Off-Brand Wording
- Headline Bank



BRAND VOICE

REFERRING TO RUUD

- Ruud® is a brand. Ruud is not a company or business; “Ruud Manufacturing” does not exist
 - In each piece of communication, it is important to establish Ruud as a brand rather than a company or business; Once this is established, it is okay to shorten “Ruud brand” to simply “Ruud” as long as it does not imply that Ruud is a company or business or that Ruud produces products
- The Ruud brand was “...named for water heating pioneer, Edwin Ruud” or “...named for pioneering inventor, Edwin Ruud.” Do not state Ruud was “founded” or Edwin Ruud is the “founder” of Ruud
- The Ruud brand “offers” or “provides” products; It does not produce anything. Because of this, do not use verbs like “make”, “create”, “design” or “engineer”* when referring to Ruud brand products
- Refer to “Ruud products” (where Ruud brand is inferred), not “Ruud’s products”
- Establish Ruud as a registered trademark. To do so, write Ruud as “Ruud®” for the first instance within a communication. If the piece may be consumed one section at a time, write “Ruud®” for the first instance within each section of the piece

**It is permissible to say “We design..”, “We engineer...” as the “we” being referred to is Rheem Manufacturing Company, such as describing the 360°+1 design philosophy: “With every product we design and redesign, we set out to improve efficiency to lower operating costs and energy consumption.”*



BRAND VOICE HEADLINE BANK

The following are examples of recently used Ruud® headlines that exemplify the Ruud voice and headline style:

TRADE

- **ENGINEERED TO DELIVER**
TIME AND TIME AGAIN
- BREAKTHROUGH TECHNOLOGY
BUILT ON YOUR FEEDBACK
- **INVERTER-DRIVEN** POWERED TO OUTPERFORM
- BETTER **ENERGY SAVINGS** TOP TO BOTTOM
- **NEXT GENERATION GAME-CHANGERS**
- NEW RUUD TANKLESS SOLUTIONS
BETTER. SMARTER. BOLDER.
- UPGRADE TO THE **POWER OF PRO**
THE RIGHT PRODUCTS. THE RIGHT PEOPLE.
AND NOW THE RIGHT PROGRAM.
- HEAT UP CONNECTIONS WITH **MORE CUSTOMERS**
RIGHT FROM THE GET-GO

CONSUMER

- **WORK HORSE RELIABLE**
- **UNMATCHED EFFICIENCY UNBEATABLE SAVINGS**
- **SMARTER HOT WATER & SAVINGS**
THAT PACKS A PUNCH
- **HEAT UP ENERGY SAVINGS WITH SMARTER**
HOT WATER
- **HOT WATER AND SAVINGS** THAT NEVER RUN COLD
- **SPLASH INTO SAVINGS** DAY IN & DAY OUT
- **RELIABLE COMFORT THAT OUTPERFORMS**
EVEN THE SAVINGS ARE RELIABLE
- BETTER **ENERGY SAVINGS** TOP TO BOTTOM





BRAND VOICE ON-BRAND WORDING

RUUD® WORDS

These words capture the Ruud brand and are a good source of inspiration for headlines and other key content:

RESOURCEFUL NEIGHBORLY
GENUINE WHOLESOME
RELIABLE HOMETOWN
 WELL-ESTABLISHED **PROUD**
HARD-WORKING
PIONEERING HONEST
CUSTOMER- TRUSTWORTHY
FOCUSED APPROACHABLE

- Rely/Reliable
- Neighbor
- Local
- Hometown
- Community
- Team
- Winning
- True
- Trust
- Genuine
- Help
- Proud
- Strong
- Save/Savings
- Engineered
- Pioneered





BRAND VOICE OFF-BRAND WORDING

REPLACE WORDS

These words don't reflect the Ruud® brand, so if you see them, be sure to replace them:

RHEEM®-LEANING

- Innovation
- Develop
- Progress
- Technology
- Forefront
- Focus
- Dependability
- Advanced
- Global
- Smile
- Opportunity
- Forward
- Air & Water
- Solutions

SUPERLATIVES

- Amazing
- Awesome
- Incredible
- Fantastic
- Perfect
- Stupendous

ABBREVIATIONS

- HVAC
- A/C

POTENTIALLY NEGATIVE CONNOTATIONS

- Consumer
- Cheaper
- Fire-related words (flame, boil, burn, etc.)
- Rude
- Rudd (misspelling)



4

SAMPLE GALLERY

RUUD® BRAND STANDARDS IN ACTION





SAMPLE GALLERY OVERVIEW

This gallery of strong, on-brand Ruud® examples is the easiest and quickest way to see how to apply the brand standards correctly, and to check whether a communications piece is staying true to Ruud—from language to layout.

The Ruud sample gallery includes the following:

- Trade Examples, Details, Product Launch Materials, Program Materials
- Brand Templates: PowerPoint/Business Cards
- Consumer Examples, Details
- Video Details

NOTE: When creating custom marketing materials not included in the brand sample gallery, please refer to the design checklist on [page 74](#).





4B

SAMPLE GALLERY

TRADE AD EXAMPLES

TRADE ADS

INSIDE: 2016 SPECIAL PRODUCT AND PROGRAMS GUIDE



NEW RUUD® TANKLESS SOLUTIONS

BETTER. SMARTER. BOLDER.

ENERGY EFFICIENCY AND COST SAVINGS DAY IN, DAY OUT

New Ruud® Ultra® Series Condensing and Mid-Efficiency Tankless Water Heaters provides your customers with constant hot water all day long—plus energy, water, and cost savings now and for years to come.

LIMITED-TIME FEDERAL TAX CREDIT OF \$300*

- SAVES ON ENERGY COSTS**
Estimated lifetime savings of over \$1,100
- SAVES WATER**
Exclusive PlusOne® Water Savings Setting can save up to 1,100 gallons of water per year*
- SAVES MONEY AND TIME ON INSTALLATION**
Compatible with the standard 1/2" gas line†

RELY ON RUUD.™


NEXT-LEVEL INVERTER TECHNOLOGY

CHECK OUT THE NEW RUUD® SERIES VARIABLE-SPEED AIR CONDITIONERS & HEAT PUMPS AND ACHIEVER PLUS® THREE-STAGE HEAT PUMPS

Energy Efficiencies up to 20 SEER / 14.5 EER cooling performance¹ and up to 11 HSPF heating performance²

Inverter Technology cools up to 107°F³, heats down to 7°F³


Copeland Scroll™ Variable-Speed Compressor delivers a 1200–7000 RPM speed range for exact load requirements⁴



UP17 HEAT PUMP

UA20 AIR CONDITIONER

UP20 HEAT PUMP



EcoNet® **EMERSON** Climate Technologies

¹Performance up to 13-EER on Model UA20 and up to 14.5-EER on Model UP20; ²Applies to UP20; ³Applies to UA20; ⁴Applies to UA20 and UP20.

Ruud.com/InverterDriven





4B

SAMPLE GALLERY

TRADE AD EXAMPLES (CONT.)

TRADE ADS

INSIDE: 2017 SPECIAL PRODUCT AND PROGRAMS GUIDE



NEW RUUD® TANKLESS SOLUTIONS

BETTER. SMARTER. BOLDER.

ENERGY EFFICIENCY AND COST SAVINGS DAY IN, DAY OUT

New Ruud® Ultra® Series Condensing and Mid-Efficiency Tankless Water Heaters provide your customers with constant hot water all day long—plus big energy, water and cost savings for years to come.

- SAVES ON ENERGY COSTS**
Estimated lifetime savings up to \$1,200
- SAVES WATER**
Exclusive PlusOne™ Water Savings Setting can save up to 1,100 gallons of water per year
- SAVES MONEY AND TIME ON INSTALLATION**
Compatible with the standard 1/2" gas line*

RELY ON RUUD.™



NEW RUUD® TANKLESS SOLUTIONS GROW YOUR BUSINESS WITH RUUD TANKLESS

PREFERRED BY CONTRACTORS¹

SAVE TIME ON INSTALLATION

- PVC Venting Compatible - for all Ruud condensing tankless models
- Built-In Condensate Neutralizer - removes additional install step for condensing models

PROVIDE SAFETY & COMFORT

- Ruud Exclusive Hot Start Programming - Minimizes cold water sandwich
- Overheat Film Wrap - prevents dangerous temperatures

Visit **RUUD.COM/TANKLESS** or see your distributor today.

Our Tankless Technical Support Team is available 7 days/week from 7 am - 7 pm CST at 1-866-720-2076

SAVES HOMEOWNERS UP TO AN ESTIMATED \$1,135 IN LIFETIME ENERGY COSTS²

¹According to a 2015 survey of tankless contractors by HomeAdvisor on behalf of Ruud. Savings based on DOE fuel efficiencies available with our models featuring an E in the model number. ²Condensing models only. Savings based on included components and compatibility. Installation conditions vary. Consult the Fuel Line and Gas Manual, the Ruud One Piping Facts brochure (RUCOW-12), the National Fuel Gas Code (NFPA 54, ANSI Z223.1) and any other local gas codes when installing a Ruud Tankless Water Heater. ³Based on comparison of natural gas model against 50-gallon tank type model with the fuel type. Savings for Liquid Propane models may be higher.





4B SAMPLE GALLERY TRADE AD DETAILS

Ruud® logo is placed in the preferred location and has a slight drop shadow and white highlight to separate it from the background.

The tone of the headline is consistent with the Ruud brand.

Text on the metal bar should appear in a brand color dark enough to be readable.

Body copy is Futura Book and Bold font.

Black background texture provides visual interest and is over 60% of the total visual space.

RUUD

NEW RUUD® TANKLESS SOLUTIONS
GROW YOUR BUSINESS WITH RUUD TANKLESS

PREFERRED BY CONTRACTORS!

SAVE TIME ON INSTALLATION

- PVC Venting Compatible - for all Ruud condensing tankless models
- Built-In Condensate Neutralizer - removes additional install step for condensing models

PROVIDE SAFETY & COMFORT

- Ruud Exclusive Hot Start Programming - Minimizes cold water sandwich
- Overheat Film Wrap - prevents dangerous temperatures

Visit **RUUD.COM/TANKLESS** or see your distributor today.

Our Tankless Technical Support Team is available 7 days/week from 7 am - 7 pm CST at 1-866-720-2076

SAVES HOMEOWNERS UP TO AN ESTIMATED \$1,135 IN LIFETIME ENERGY COSTS*

*According to a 2015 survey of tankless contractors by Hanover Research on behalf of Ruud. †Savings based on DOE test procedures, available only on models featuring a -1 in the model number. ‡Condensing models only. ††Savings based on included components and compatibility; installation conditions vary. Consult the Ruud Use and Care Manual, the Ruud Gas Piping Facts brochure (IK-GPP-12), the National Fuel Gas Code (NFPA 54, ANSI Z223.1), and any other local gas codes when installing a Ruud Tankless Water Heater. †††Based on comparison of natural gas model against 50-gallon tank type model with like fuel type. Savings for liquid propane models may be higher.

Thin metallic divider used to separate content.

Product image and orientation emphasizes sleek design.

Brand colors and bolt frames are used to highlight the product and features.





4B

SAMPLE GALLERY

TRADE EXAMPLES: PRODUCT LAUNCH MATERIALS

RUUD

SIMPLER SALES, INSTALLS, SERVICE & SMARTER PROFITS

THE NEW RUUD® ULTRA® SERIES HYBRID ELECTRIC WATER HEATER

50, 65 & 80 GALLON MODELS AVAILABLE

OUR NEW HYBRID ELECTRIC IS THE MOST EFFICIENT WATER HEATER AVAILABLE ON THE MARKET, making it easy to help your customers save up to an estimated \$4,000 in energy costs over 10 years.¹ It's also the quietest Hybrid out there and full of smart features homeowners will love—like our exclusive Water Leak Detection Alert.² Plus, innovative features like our maintenance and service alerts put your contact information regularly in front of the homeowner, providing you with new revenue streams.

EASY TO SELL
At an amazing 3.50 EF, it saves homeowners thousands in energy costs³ with a payback in less than 2 years.³ Plus, it's packed with smart features and operates at a sound level just above a whisper.

EASY TO INSTALL
Now compatible with more applications, especially where space or climate is an issue, thanks to a built-in duct adapter, and features easy access to the junction box for fast installation.

EASY TO SERVICE
Designed for worry-free ownership from start to finish with smart features and design backed by a 10-year warranty—plus important notifications and alerts like our exclusive Water Leak Detection.²

EARTH-FRIENDLY EFFICIENCY
Shower, do the dishes, and wash the laundry all while producing fewer greenhouse gases thanks to the super high efficiency of the all-new Ruud Hybrid Electric Water Heater.

LEARN MORE AT RUUD.COM/HYBRIDSOLUTIONS, OR ASK YOUR RUUD DISTRIBUTOR

¹ Based on comparison of a 50-gallon Ruud® Ultra® Series Hybrid Electric Water Heater with 3.50 EF and a 50-gallon standard residential electric water heater with a 0.93 EF.
² WLD Kit (optional) internet connection and EcoNet App required. Notifications are dependent on internet feature beyond Ruud's control. ³ Based on purchase price and energy cost savings of a 50-gallon Ruud® Ultra® Series Hybrid Electric Water Heater with 3.50 EF over a 50-gallon standard residential electric water heater with a 0.93 EF.

HPH-310-3





4B

SAMPLE GALLERY

TRADE EXAMPLES: PROGRAM MATERIALS

Some of the programs within the Ruud® portfolio require their own distinct branding. This type of program branding uses elements of the Ruud brand, but has its own, unique visual style. This helps better position each program for target audiences—using the program’s key features and benefits to create the look, feel and key messaging.

WHAT IS THE PROCLUB REWARDS PROGRAM? WELCOME TO MILLIONS OF REWARDS

JOIN PROCLUB

ProClub makes it easy for you to earn unlimited rewards for loyalty and for selling dependable Ruud® Water Heating solutions. Simply sell and register eligible Ruud Water Heaters or participate in qualified Ruud training programs and special promotions, and you'll earn points to use towards gifts for work or play. Plus, your ProClub membership is free, it's simple to redeem points—and it's 100% online.

EASY TO JOIN & SIMPLE TO USE

ProClub is designed to reward you. It's easier than ever to earn, track, and redeem your points—then choose from millions of amazing gifts. It's just our way of saying thanks for your continued support of Ruud Water Heating solutions.

SELL & REGISTER ELIGIBLE PRODUCTS

When you sell or install qualified Ruud Residential and Commercial Water Heaters as a ProClub Member, you'll not only earn points for each eligible product you sell, but also for participating in qualified training opportunities, and special promotional programs offered throughout the year. And as long as you're an active member, your points will never expire.*

To learn more about the eligible Ruud solutions that will earn you reward points instantly and provide dependable comfort to your customers, visit MyRuud.com/ProClub.

*Points will expire if your account is inactive for 12 months.

MILLIONS OF REWARDS

START EARNING YOUR REWARDS TODAY

PROCLUB REWARD YOURSELF

JOIN NOW. MYRUUD.COM/PROCLUB

Ruud Water Heating
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Not Available in Canada.

In keeping with its policy of continuous progress & program improvement, Ruud reserves the right to make changes without notice.

MYRUUD.COM/PROCLUB



PROCLUB

IT'S PRO TIME

PRO PARTNER

EXPERIENCE THE POWER OF RUUD™ PRO PARTNERSHIP



2017 **Distributor** Guide

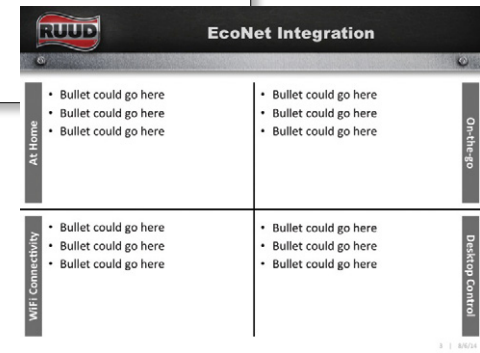
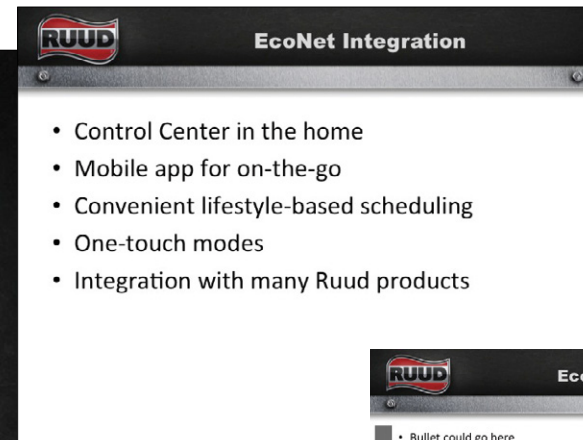
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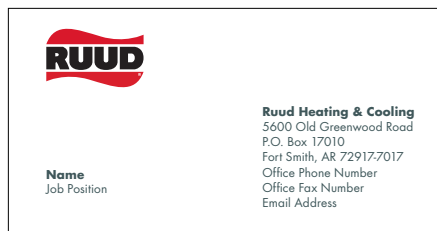


SAMPLE GALLERY BRAND TEMPLATES

POWERPOINT



BUSINESS CARD





4D

SAMPLE GALLERY CONSUMER AD EXAMPLES

CONSUMER PRODUCT SHEETS

**AIR HANDLERS
RHMV**

RUUD

LONG LASTING COMFORT THAT FEELS JUST RIGHT

Depend on the **Ruud® EcoNet™ Enabled High-Efficiency Modulating RHMV Air Handler** to deliver energy-efficient comfort to your home. The unit is designed to help save you money on utility bills while quietly enhancing indoor air conditions.

RUUD.COM

Reduce Energy Bills
Reducing your monthly energy bills is easier than ever because the heart of Ruud's RHMV Air Handler is the high-efficiency, constant CFM, variable-speed blower motor which modulates the airflow based on cooling demand for enhanced SEER performance.

Advanced Comfort
The sturdy design of our air handler adjusts airflow in the home to help control humidity. Airflow can be set for specific needs, so your home feels just the way you want it.

EcoNet®
This innovative technology sends you important alerts and reminders to keep your system working at its best. Plus it's easy to adjust your comfort from home or away.*

RELY ON RUUD.™

**HEAT PUMPS
UP20**

RUUD

KICK BACK WITH HIGH QUALITY
COMFORT

**UP20
ULTRA™ SERIES**
Cooling Efficiencies up to 20 SEER / 14.5 EER
Heating Efficiencies up to 13 HSPF

**VARIABLE-SPEED TECHNOLOGY IS
SMART COMFORT**
With variable-speed technology, you can rely on your heat pump to adapt quickly and consistently to your heating and cooling needs, regardless of the conditions outside.

ENERGY EFFICIENCY AND SAVINGS
Our Variable Speed Heat Pump provides cooling efficiencies up to 54% higher and heating efficiencies up to 56% higher than typical heat pump designs. You can also expect more than \$2,000 in lifetime savings** from Ruud inverter-driven technology provides just the right amount of heating and cooling under all conditions for dependable comfort and energy savings year-round.

QUIET & EFFICIENT OPERATION
By running at lower speeds throughout the day, our Variable Speed model streamlines airflow and reduces vibration, running quieter than other systems.

SMART CONTROLS AND ALERTS
Innovative EcoNet™ technology sends you important alerts and reminders to keep your system working at its best. Plus, it's easy to adjust your comfort settings from home or away.*

RELY ON RUUD.™

RUUD.COM





4D SAMPLE GALLERY CONSUMER AD DETAILS

Ruud® logo is placed in the preferred location and has a slight drop shadow and white highlight to separate it from the background.

Headline blends Futura Book and Love of Thunder fonts; Love of Thunder font is used to emphasize words and Ruud secondary warm brown provides visual interest while complementing colors of the ad. Headline and body copy placement ideally should not overlay subject matter in the lifestyle photography.

Photo is active, outdoors and relates to a seasonal message based on the product being advertised.

Horizontal metallic bar with rounded corners is used only once on page, grain is vertical.

**AIR HANDLERS
RHMV**

**LONG LASTING COMFORT
THAT FEELS JUST RIGHT**

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EcoNet®
This innovative technology sends you important alerts and reminders to keep your system working at its best. Plus its easy to adjust your comfort from home or away.*

RELY ON RUUD.™

The tone of the headline is consistent with the Ruud brand.

Body copy is Futura Book and Bold font.

Website provides a clear call to action and appears in the Future Bold font.

Thin metallic bar used to separate content.

Product image and orientation emphasizes sleek design.

Black background texture provides visual interest and is no more than 25% of the total visual space.

Preferred usage of the signature on bar, in color PMS 445, same width as Ruud logo above.





4E SAMPLE GALLERY VIDEO DETAILS

INTRO | CONSUMER



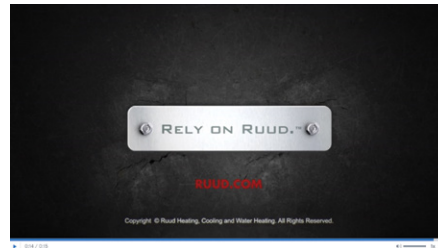
CLOSE | CONSUMER



INTRO | TRADE



CLOSE | TRADE



Always feature the appropriate audience bumpers (trade or consumer visually) at the beginning and end of each video.

All product branding needs to correspond with brand audience. Rheem® and Ruud® products cannot be featured in the same video.

Music and voiceovers can be the same on both brands.

Characters in all videos need to be brand neutral and should be ethnically ambiguous.

Refer to brand guidelines for all fonts and color palette. When content heavy, the video should have kinetic text so there is limited static moments.

Most videos should remain under two minutes in length unless its use is for training purposes.

All video storyboards should be approved by the Marketing Department before going into production.

CONTACT

Email video@rheem.com





5

ASSETS & ASSISTANCE

WHERE TO GO WHEN YOU NEED HELP





5A

ASSETS & ASSISTANCE

DESIGN CHECKLIST

- Is the layout simple and uncluttered?
- Is the image an approved Ruud® image?
- Are you using the correct version of the logo?
- Is there appropriate clear space around the logo?
- Are you using the approved fonts for print and digital materials?
- Are the correct legal disclaimers included in your materials?
- Are the proper registration and trademarks being applied accurately?
- Are approved unifying graphic elements being used?
- Should this be approved by the Marketing Department?

CONTACT

For product/lifestyle imagery, other brand assets, or any additional inquiries, please visit [MyRuud.com/BrandStandards](https://myruud.com/BrandStandards)

For any additional inquiries, please email creative@ruud.com



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