visual brand toolkit

CREATING THE RIGHT RUUD LOOK

The Ruud® brand is dedicated to providing reliable home comfort. Here, you'll discover the brand elements that help the brand communicate that dedication and how to bring the Ruud brand to life for the valued customers.
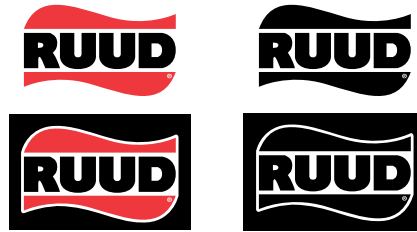
LOGO

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.

Flat Logo

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.

TAGLINE

The **Rely on Ruud™** signature serves as the sign-off on all collateral and other appropriate brand communications when possible. It should never appear as a lockup with the Ruud logo.

PRINT FONT

A LOVE OF THUNDER

Headlines only.

Futura
abcdefghi ABCDEFGHI
12345683
Use the Futura family of fonts in all print communications.

NOTE: Adode will stop supporting Type1 fonts in January 2023. Adobe has a version of Futura that is labeled as Futura PT. It can be activated by using the Creative Cloud Application and selecting the fonts icon symbol that looks like a lowercase f. Futura PT has a smaller "X" height than the Type 1 version. After converting your file's fonts to Futura PT, you may need to increase the point size at least 1/2 a point size or more depending on weight that is used.

WEB/DIGITAL FONT

Arial
abcdefghi ABCDEFGHI
12345683
Use the Arial family of fonts in all digital communications.

LOGO USAGE

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

Minimum size = 1"

For uses 1" and smaller

COLOR PALETTE

Logo

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

Secondary

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

Tertiary

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

DARK ORANGE
PMS 1385 C
CMYK: 0 44 100 7
RGB: 213 120 0
HEX: # D5780O

Primary

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

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

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

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

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

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

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

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.

METAL BAR AND BOLTS

As header and footer, these elements should be used horizontally and only once per page. Plus, the thin 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.

Header

Thin Metallic Divider

Bolts

NOTE: The bolts should never be used with the thin metallic divider due to size—and never appear smaller than .125" or larger than .25" in diameter.

Footer

RELY ON RUUD.™

NOTE: Header and footer bar must bleed off of both edges and include bolts on each end.

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

RELY ON RUUD.™

*NOTE: Metal bars can be cut off by edge of shape or bleed off page.*

Vertical Metallic Bar with Rounded Corners

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

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.)
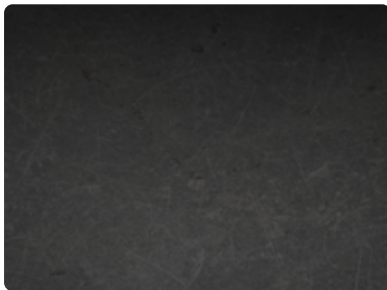
Colored Textured Bands

Color textured bands are used in trade communication to support the full black textured background for callouts and highlights. Textured bands should cover $\frac{1}{3}$ or less of the live area.

NOTE: Whether primary or secondary, the color used should match the standout copy in the headline.

BOLT & ROUNDED CORNER FRAMES

These should be limited to one cluster of frames per piece unless more are necessary to convey the message, like on multiple page brochures. Unless the frames are overlapping, they should always maintain the same distance apart from each other within a cluster.

Bolt Image Frames

Rounded Corner Frames

Bolt Content Frames

PROUD SPONSOR OF SNOW DAYS

SAVE ENERGY

Rounded Corner Content Frames

SAVE ENERGY WITH HIGH-EFFICIENCY RUUD® BRAND PRODUCTS

COOL SUMMER WITH HIGH-EFFICIENCY RUUD® BRAND PRODUCTS

HEADLINE USAGE

Use A Love of Thunder font with Futura Book. Choose colors that separate well from the background image/color. Do not place headlines on the focal point of lifestyle imagery.

BETTER ENERGY SAVINGS TOP TO BOTTOM

PROUD SPONSOR OF **SUMMER**

BREAKTHROUGH TECHNOLOGY BUILT ON YOUR FEEDBACK

LIFESTYLE IMAGERY

Ruud® offers Contractors, Distributors and Ruud employees a bank of approved lifestyle images that have been pre-purchased for your use. For more information, please see pages 41-50 in the Ruud Brand Guidelines.

These approved lifestyle images are free and available for download via **MyRuud.com/BrandStandards**

TRADEMARKED NAMES

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

RUUD	WATER HEATERS	HVAC
Ultra	™	™
Achiever Plus	®	®
Achiever	®	®
Ruud Builder Advantage	™	™

Stand-Alone Example Usage

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

NOTE: Please contact Legal (rheem_ip@Rheem.com) with any questions on trademark status.

COLLATERAL EXAMPLES: TRADE AND CONSUMER ADS

Trade Audiences

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

THE NEW **RUUD**® HYBRID

EASY TO INSTALL. EASY TO SERVICE. EASY TO SELL.

THE RUUD® HYBRID ELECTRIC WATER HEATER

Consumer Audiences

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

ENDEAVOR

Performance and Sustainability **You Can Rely On**