



FOR AUTHORIZED AFFILIATES OF JOHNSON CONTROLS



**BRAND GUIDELINES**

AUTHORIZED AND DISTRIBUTED BY:

GLOBAL BRAND MARKETING  
NOVEMBER 27 2017

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# 1

## BRAND OVERVIEW

**1.1**

*Authorized Affiliates*

Brand Overview

## INTRODUCTION

These Brand Guidelines are for Authorized Affiliates of Johnson Controls with authorization to sell, market and distribute YORK® branded products. If you have received these Brand Guidelines, you have contracted with Johnson Controls for one of the Authorized Affiliate designations: YORK® Authorized Dealer, YORK® Authorized Distributor, YORK® Authorized Parts Distributor, YORK® Certified Comfort Expert.

You may only represent your company with the Authorized Affiliate logo for which you have contracted. Any use or misrepresentation using trademarks of Johnson Controls is strictly prohibited.

YORK® is a trademark of Johnson Controls, Inc. in the United States and other countries.

Any questions related to the application of the information in the Brand Guidelines can be directed to the appropriate Regional Communications/ Marketing leader or the Global Brand Team at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).

No individuals should speak directly with media regarding Johnson Controls trademarked products and brands.

**1.2**

*Authorized Affiliates*

Brand Overview

## ARTWORK APPROVAL PROCESS

Users shall request approvals for all materials and applications outside those specified in this document. Prior, written approval is required of all uses of Johnson Controls trademark, trade names and logos (collectively “the Marks”) including without limitation all packages, labels, advertising, displays, web sites and other materials on which the Marks appear.

Approval requests should be submitted to [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com). You can generally expect feedback or approval within 7 business days of submittal.

As an Authorized Affiliate, you can work with your local Marketing/Communications Leader, or the Global Brand Team via [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com) for the logo files.

For printing, use the .eps or .ai files which include color information needed by a printer or embroiderer. For use in Microsoft Office, use the .jpg or .png files.

Under no circumstances should artwork be created or modified locally.

If you have any questions about the information in this book or the YORK® brand, please contact:

**Tricia Kuse**

Director, Global Brand Strategy  
Building Efficiency, Johnson Controls  
[tricia.kuse@jci.com](mailto:tricia.kuse@jci.com)

**1.3**

*Authorized Affiliates*

Brand Overview

## TRADEMARK GUIDELINES

### PROTECTING YOUR TRADEMARK

The following rules should guide your use of YORK® Authorized Affiliate as product brand name, product logo, product name and/or service name:

- A. YORK® is a registered trademark of Johnson Controls, Inc. in the United States and other countries. Prior, written approval is required of all uses of Johnson Controls trademark, trade names and logos (collectively "the Marks") including without limitation all packages, labels, advertising, displays, web sites and other materials on which the Marks appear.
- B. As a YORK® Authorized Affiliate, you do not have permission to use the Johnson Controls logo, name or any other symbol representing the Johnson Controls brand.
- C. Use the registered trademark symbol ® with the YORK® Authorized Affiliate name/logo for every use.
- D. The brand/product name should be used as an adjective to describe a noun, not as a noun.
- E. Do not pluralize a singular trademark name or singularize a plural trademark name.
- F. YORK® should be in all caps when used in a sentence.

ISSUE	WRONG	CORRECT
Use the name as an adjective.	"We install YORK."	"We install YORK® rooftop units."
Do not pluralize a singular trademark name.	"We carry YORKS."	"We carry YORK® air conditioning units."
Emphasis techniques on trademarked name in text. YORK® should be in all caps.	"York products can optimize your environment."	"YORK® products can optimize your environment."

# 2

LOGOS

2.1

Authorized Affiliates

Logos

## YORK® AUTHORIZED AFFILIATES LOGO USAGE

The Authorized Affiliate should always promote their own logo and brand as the primary logo and brand. The YORK® Authorized Affiliate logo may be used as a secondary logo such as in a list of suppliers of products.

**NOTE:** The YORK® Authorized Affiliate logo should be no more than 50% of the size of the primary logo.

The necessity to establish and adhere to standards is based on the fact that the logo is the most visible representation of the brand. All usage must protect the brand and adhere to the guidelines in all design decisions.

Do not adapt or change the logo or colors or change the inherent size relationship of the various elements. Changes diminish the impact and integrity of the logo and, in the long run, harm the YORK® identity and marketing efforts. When using the logo in printed and electronic media it is vital to adhere to its design integrity. The logo should look its best at all times.

**Logo Color Standards:** Please follow the logo standards when using the logo and its palette under varying conditions of surrounding and printable colors. These are approved applications. The full color logo is always preferred.

Authorized Affiliates are NOT permitted to use the YORK® or Johnson Controls logos for any product endorsement or for any other logo application.

The YORK® Authorized Affiliate logos can be requested from your Johnson Controls Marketing/ Communications Leader or via email at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).



2.2

Authorized Affiliates

Logos

The YORK® Authorized Affiliate logos can be requested from the Johnson Controls regional Marketing/Communications leader or via email at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).

## YORK® AUTHORIZED AFFILIATES LOGOS



### 2.3

#### Authorized Affiliates

#### Logos

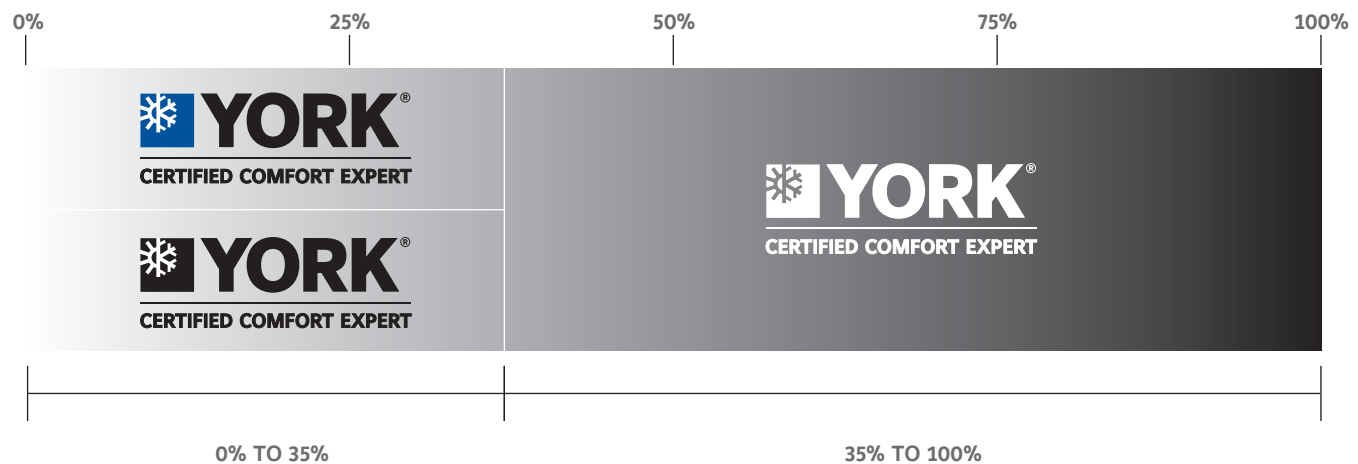
**NOTE:** A sample logo is used here. The same guidelines apply to all YORK® Authorized Affiliate logos.

## BACKGROUND CONTROL

To ensure optimum legibility and impact, select the logo version that provides maximum contrast. On an image background, never use busy and high contrast areas that interfere with the readability of our signature.

- The logo should only be used on single color backgrounds. If a dark background color is used, the reversed color logo (white) should be used to optimize legibility.
- For use on apparel, the logo should appear on a white or light-colored background whenever possible.

The logo reproduces best on the tonal values demonstrated below:



2.4

Authorized Affiliates

Logos

## CLEAR SPACE

Clear space frames the signature, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.

The clear space indicated is the minimum amount allowed. Whenever possible, allow more than this amount of clear space.

### CLEAR SPACE



## MINIMUM SIZE

Be conscious of logo size and legibility. A logo that is too small has little or no impact.

### LOGO MINIMUM SIZE



2.5

Authorized Affiliates

Logos

## COMMON LOGO MISUSES TO AVOID



Do not use a drop shadow.



Do not use colors other than the approved colors.



Do not use logo on complex backgrounds.



Do not move the icon.



Do not display logo at an angle.



Do not use the icon independent of the logotype.

- \* Li European lingues es membres del sam familie.
- \* Lor separat existentie es un myth.

Do not use the Sunflake icon as bullet points.



Do not use the YORK name as part of a service.

# 3

**BASIC ELEMENTS**

### 3.1

#### *Authorized Affiliates*

##### Basic Elements

## BRAND FONT

The primary YORK® Authorized Affiliate typeface is Arial, which is used for the majority of information, including displays. It's a modern and versatile sans-serif face with a broad array of weights and style to express the human and technical personalities of YORK®.

The Arial font should be used for advertising, tradeshow, and other materials promoting YORK® products.

### 3.2

#### Authorized Affiliates

##### Basic Elements

Color is a key driver of building brand recognition and strength.

When used consistently over time, a color will come to represent the brand in the mind of the consumer. The color palette consists of the following: A primary palette used for type and backgrounds, and a secondary palette which is used moderately for call-outs and accents.

**Please note:**

In brand communication, color should primarily come from the imagery used. Please refer to usage examples in subsequent pages.

## COLOR PALETTE

### PRIMARY COLORS



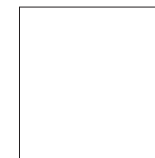
**Black**  
**PANTONE BLACK**  
**CMYK** 60 52 53 70  
**RGB** 46 42 37  
**#** 2E2925



**Blue**  
**PANTONE 661**  
**CMYK** 100 69 0 9  
**RGB** 0 84 158  
**#** 00539E



**Cyan**  
**PANTONE 306**  
**CMYK** 75 0 7 0  
**RGB** 0 188 228  
**#** 00BBE3



**White**  
**CMYK** 0 0 0 0  
**RGB** 255 255 225  
**#** ffffff



**Off-white**  
**CMYK** 3 13 0  
**RGB** 245 247 244  
**#** f4f6f3

### SECONDARY COLOR



**Solar Yellow**  
**PANTONE 123**  
**CMYK** 0 28 88 0  
**RGB** 254 189 56  
**#** FD3C38



**Warm Red**  
**PANTONE 152**  
**CMYK** 0 66 100 0  
**RGB** 244 119 33  
**#** F37720



**Bright Green**  
**PANTONE 381**  
**CMYK** 20 5 100 0  
**RGB** 214 213 37  
**#** D5D537



**4**

**AUTHORIZED AFFILIATES**



4.1

Authorized Affiliates

## SOCIAL MEDIA GUIDELINES

Social media has become an increasingly important platform to help businesses grow relationships with customers. As an individual, Johnson Controls supports and encourages your participation in external blogs, websites, online communities and social networks. **However, social media strategies that position an affiliate as a spokesperson for Johnson Controls or one of our product brands is prohibited.**

NOT ACCEPTABLE



ACCEPTABLE



4.2

Authorized Affiliates

**NOTE:** The YORK® Authorized Affiliate logo should be no larger than 50% of the size of the primary logo.

## WEBSITE

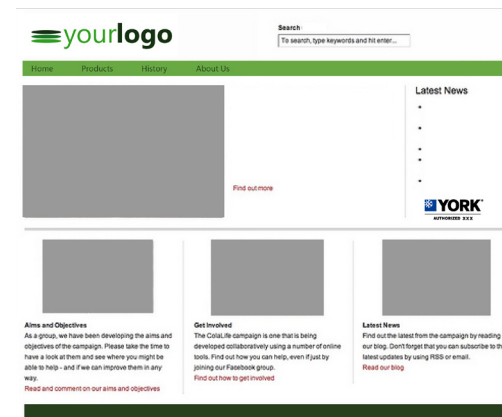
YORK® Authorized Affiliates should use their own format for all Websites. The “YORK® Authorized Affiliate” logo may simultaneously appear, but must have adequate separation. The “Affiliate” logo must appear as the primary brand identification (larger) and the “YORK® Authorized Affiliate” logo must appear as a secondary (smaller) brand.

All uses of the “YORK® Authorized Affiliate” logo must be reviewed and approved by the appropriate Johnson Controls Regional Marketing/ Communications Leader or via email at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).

### NOT ACCEPTABLE



### ACCEPTABLE



4.3

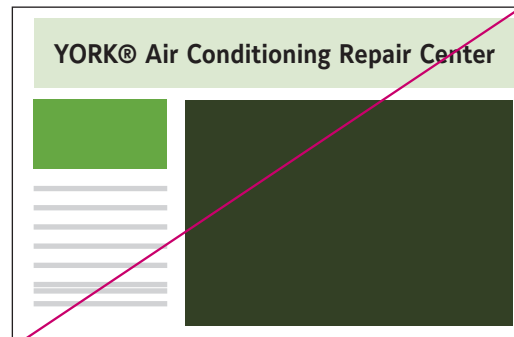
Authorized Affiliates

## WEBSITE DOMAIN NAME

YORK® Authorized Affiliates must not use YORK in their domain name, email address, or any other web related names to identify themselves.

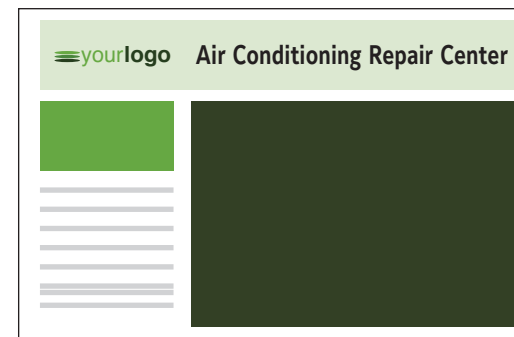
### NOT ACCEPTABLE

www.YorkAuthorizedAffiliateName.com



### ACCEPTABLE

www.AuthorizedAffiliateName.com



4.3

Authorized Affiliates

**NOTE:** Under no circumstances can the YORK® Authorized Affiliate logo be used on items that are deemed inappropriate, offensive, or violent. Examples include toys, weapons, lighters, etc.

## APPAREL AND MERCHANDISE

Brand usage on apparel and merchandise items will vary on a case-by-case basis. The “YORK® Authorized Affiliate” logo may simultaneously appear on branded apparel and merchandise, but must have adequate separation. The “Affiliate” logo must appear as the primary brand identification (larger) and the “YORK® Authorized Affiliate” logo must appear as a secondary (smaller) brand. In the case of a two-sided item, such as a coffee cup or bag, it is preferred that the primary logo and the “YORK® Authorized Affiliate” logo appear on opposite sides.

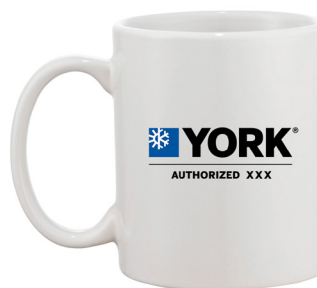
All uses of the “YORK® Authorized Affiliate” logo must be reviewed and approved by the appropriate Johnson Controls Regional Marketing/ Communications leader or via email at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).



FRONT



BACK



4.4

Authorized Affiliates

**Note:**

In North America, Residential and Light Commercial YORK dealers and distributors can download brochures and other marketing tools from the YORK Marketing Action Center (MAC).

At the MAC, sales associates can choose the products they want to promote, select the features and benefits that most appeal to their customers, then add their company information to personalize their sales pitch.

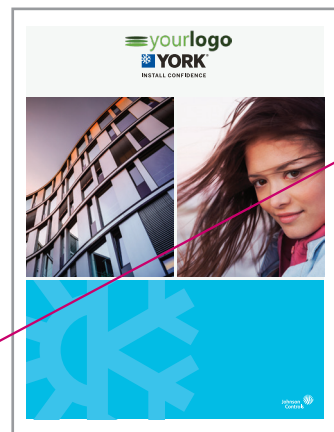
**NOTE:** The YORK® Authorized Affiliate logo should be no larger than 50% of the size of the primary logo.

## BROCHURE

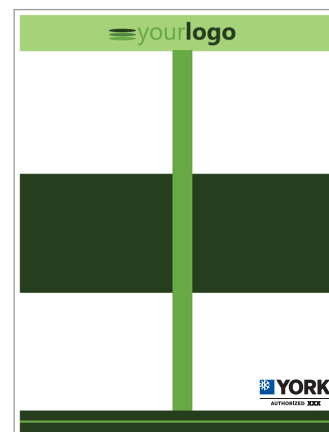
YORK® Authorized Affiliates should use their own format for all advertising Brochures/Line Cards. The “YORK® Authorized Affiliate” logo may simultaneously appear on promotional brochures and line cards, but must have adequate separation. The “Affiliate” logo must appear as the primary brand identification (larger) and the “YORK® Authorized Affiliate” logo must appear as a secondary (smaller) brand.

All uses of the “YORK® Authorized Affiliate” logo must be reviewed and approved by the appropriate Johnson Controls Regional Marketing/Communications Leader or via email at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).

### NOT ACCEPTABLE



### ACCEPTABLE



4.5

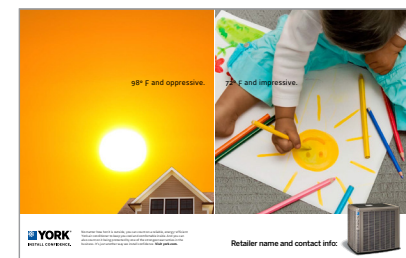
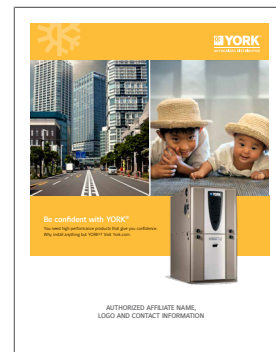
Authorized Affiliates

## CO-OPERATIVE ADVERTISING

As a YORK® Authorized Affiliate, you have advertising templates available for your use. These templates allow you to promote your affiliation with the YORK® brand with an attractive advertisement, while driving leads to your business. Work with your Regional Marketing/Communications Leader to learn more about the available advertising templates for your region.

In North America, residential and light commercial contractors and distributors can download co-operative advertising and other marketing tools from the YORK® Marketing Action Center (MAC) found on UPGnet.com.

Some sample templates are shown here but several different styles and varieties are available. Be sure to ask about how you can promote your business and the YORK® product brand.



4.6

Authorized Affiliates

**NOTE:** The YORK® Authorized Affiliate logo should be no larger than 50% of the size of the primary logo.

## POWERPOINT

YORK® Authorized Affiliates should use their own format for all PowerPoint Presentations. The "YORK® Authorized Affiliate" logo may simultaneously appear on presentations, but must have adequate separation. The "Affiliate" logo must appear as the primary brand identification (larger) and the "YORK® Authorized Affiliate" logo must appear as a secondary (smaller) brand.

All uses of the "YORK® Authorized Affiliate" logo must be reviewed and approved by the appropriate Johnson Controls Regional Marketing/ Communications Leader or via email at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).

### NOT ACCEPTABLE



### ACCEPTABLE



## 4.7

### *Authorized Affiliates*

**NOTE:** The YORK® Authorized Affiliate logo should be no larger than 50% of the size of the primary logo.

## SIGNAGE

### BUILDING SIGNAGE, VEHICLE SIGNAGE, POINT-OF-SALE SIGNAGE

Building Signage, Vehicle Signage and Point-of-Sale Signage all represent high-profile opportunities to promote your brand.

YORK® Authorized Affiliates should use their own format for all signage. The "YORK® Authorized Affiliate" logo may simultaneously appear on signage, but must have adequate separation. The "Affiliate" logo must appear as the primary brand identification (larger) and the "YORK® Authorized Affiliate" logo must appear as a secondary (smaller) brand.

All uses of the "YORK® Authorized Affiliate" logo must be reviewed and approved by the appropriate Johnson Controls Regional Marketing/ Communications leader or via email at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).



4.8

Authorized Affiliates

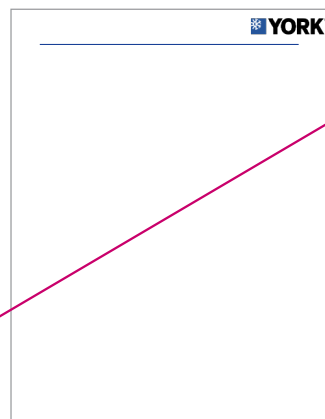
**NOTE:** The YORK® Authorized Affiliate logo should be no larger than 50% of the size of the primary logo.

## STATIONERY

YORK® Authorized Affiliates should use their own letterhead, envelopes and business card format for all Stationery Packages. The “YORK® Authorized Affiliate” logo may simultaneously appear on letterhead, but the logos must have adequate separation. The “Affiliate” logo must appear as the primary brand identification (larger) and the “YORK® Authorized Affiliate” logo must appear as a secondary (smaller) brand.

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### NOT ACCEPTABLE



### ACCEPTABLE



4.9

*Authorized Affiliates*

**NOTE:** The YORK® Authorized Affiliate logo should be no larger than 50% of the size of the primary logo.

## EXHIBITS

Exhibits, particularly at a tradeshow, represent a high-profile opportunity to promote your brand.

YORK® Authorized Affiliates should use their own format for all exhibits. The “YORK® Authorized Affiliate” logo may simultaneously appear on exhibits, but must have adequate separation. The “Affiliate” logo must appear as the primary brand identification (larger) and the “YORK® Authorized Affiliate” logo must appear as a secondary (smaller) brand.

All uses of the “YORK® Authorized Affiliate” logo must be reviewed and approved by the appropriate Johnson Controls Regional Marketing/ Communications leader or via email at [BrandGuidelines@jci.com](mailto:BrandGuidelines@jci.com).

### NOT ACCEPTABLE



### ACCEPTABLE

