



## CO-OP GUIDELINES

**BUILDING YOUR BRAND AND OURS:** Your business is important to Day & Night® Heating & Cooling Products. That's why we've developed an entire program of co-op tools and advertising materials for you to use in your local market. All are designed to maximize your marketing effectiveness by adding your name to the strength of the Day & Night brand name.

Our co-op and advertising guidelines will help you create appropriately branded materials for full co-op support and compliance. **Materials that do not follow these guidelines will not be eligible for co-op reimbursement, and dealers will be denied co-op payments.**

For more co-op and advertising guidelines — as well as logos, product photography, pre-built templates for online banners, ads, flyers and much more — look under the Marketing Tab section at GoDayAndNight.com.

**ADVERTISING:** When it comes to Day & Night products, no competing products may be promoted or listed with them. Ancillary products and/or services must clearly be separated from the area devoted to the Day & Night brand. Ads may not suggest “Authorized Dealer” or imply endorsement by the Day & Night brand. This not only applies to traditional print and TV advertising but also to digital banners, online advertising and your dealer website.

**DO:** Focus your ad exclusively on Day & Night products and create a distinct separation when also advertising other noncompetitive products or services.

**WEBSITE, SEO APPROVALS:** ICP brand should be clearly promoted on the home page. It may be stated that you service other brands but cannot use any competitive logos or photos anywhere on the site. Other non-competing brands may be advertised on separate tabs/pages of the websites without being pro-rated.

**PRE-BUILT AD CAMPAIGNS:** Everything you need for an effective ad campaign can be found at GoDayAndNight.com under the Marketing Tab section. Under the “Advertise To Be Seen In Your Neighborhood” tab, you will find:

- Ready-to-use newspaper ads
- Radio scripts
- Fully produced TV spots
- Graphic elements
- Direct mail
- Billboards
- Door hangers
- Website headers
- “Dealer” Sales video
- “Relentless Testing” video
- “Elite Dealer” video
- Product and lifestyle photography

Just follow these guidelines, add in your own information and logos, and you'll be all set to advertise your business with the support and strength of the Day & Night brand behind you.

**GO SITE MATERIALS:** All of the pre-built advertising materials are pre-approved, so if you use these materials properly, you **DO NOT** need any additional authorizations.

**Custom Dealer Materials:** Custom creative and production — including design, photography, video, layout and other production — must follow all Day & Night co-op and advertising guidelines in order to receive co-op reimbursement. Written prior approval is always recommended for dealer/distributor produced or altered advertising and marketing materials to avoid co-op claim disputes and/or reimbursement ineligibility.

**CUSTOM TV AND RADIO REQUIREMENTS:** Custom TV and radio spots can still qualify for co-op reimbursement by following a few simple guidelines. For TV, the Day & Night® brand logo must be prominently visible at least once during the spot. The appearance of the logo on vehicles or signage does not qualify. There must also be an audible mention of the brand name during the spot. For radio, an audible mention of the Day & Night name should occur no less than twice in a 30-second spot and three times in a 60-second spot.

### LEGAL CONSIDERATIONS:

**Representation:** All advertising materials must represent the dealer as a dealer of Day & Night products. It should never be thought by the viewer that the advertisement comes from the manufacturer or suggests any kind of special relationship between the dealer and manufacturer.

**EXAMPLE:** Phrases like “teaming up with the Day & Night brand” or “partnering to give a special deal” should never be used.

**Warranties:** Simple references to warranty certificates must be included with warranty icon use.

- **10-Year Parts Limited Warranty icon:** Timely registration required. See warranty certificate for details and restrictions.
- **No Hassle Replacement™ Limited Warranty icon:** See warranty certificate for details.
- Explanations of warranty coverage must be included when warranties are mentioned anywhere in copy. These can be treated as asterisked (\*) copy at the bottom of the printed piece.
  - Use the appropriate footnote disclaimer copy:
  - Requires a trademark (™).
  - The informational tagline **MUST** always appear under the main portion of the logo and read: See warranty certificate for details.
  - When warranty is mentioned in copy, always use this footnote disclaimer: If compressor, coil or heat exchanger fails due to defect during the applicable No Hassle Replacement Limited Warranty time period, a one-time replacement with a comparable Day & Night® unit will be provided.

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

**Use of Extended Service Agreements (ESAs) in Advertising:** Due to increasingly strict state regulations concerning extended service warranties, you must adhere to the following guidelines: Ads cannot offer a “Free” ESA or even an ESA for a nominal value, such as ten dollars. Some states forbid such programs for ESA contracts. Various state regulations require that a cost/value is associated with ESAs and require that the dealer retain files that report the price paid by the homeowner/equipment owner for the contract. These files are subject to audit at any time.

**Miscellaneous Legal:** Misleading copy, misrepresentations, comparative ads, illegal competitive practices or libelous references to competitors may not be included in any Day & Night® advertisement. Day & Night Heating & Cooling Products will not be held liable for such advertisements.

All applicable laws and regulations, including Federal Trade Commission regulations, local codes and regulations, and industry codes and standards must be followed in Day & Night branded dealer ads.

This information is intended only as a guideline and is not intended to specify all of the legal requirements of advertising, especially those that may vary from state to state. Please contact your legal counsel for complete information.

**Financing:** For more information about financing, please go to [www.GoDayAndNight.com/go/bbt/financing.asp](http://www.GoDayAndNight.com/go/bbt/financing.asp).

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

**EXAMPLE:** You can say, “We service all Day & Night® products.” In this case, “Day & Night®” modifies the noun “products.” You cannot say “We service Day & Night®” because no noun follows the Day & Night trade name.



**CARRIER SIGN-OFF:** Day & Night has its own distinctive brand personality, and all communication should work to build it. However, we do want to acknowledge Day & Night’s relationship with Carrier.

At the bottom of all communication — except on truck wraps and billboards — a copy line should appear stating: A Proud Member of the Carrier Family with no period at the end. Visually, this Carrier reference should be no more than 25% of the size of the Day & Night logo.

This Carrier reference is not meant to replace the brand tagline and should not be used as a lockup with the brand logo. In other words, it should not be placed directly below or attached to the logo. On materials that lack a Day & Night logo, omit this Carrier reference.

Additionally, if the Carrier name is used in body copy, the first instance should have a registration mark and the Day & Night brand name must be used in the same sentence with it.

**A Proud Member of the Carrier Family**

- Set this copy in 8 pt. Flama Italic, Carrier’s typeface

**Copyrights**

- Set this copy in 6 pt. Roboto Light
- Use the © mark followed by the year and the words: Carrier. All Rights Reserved.
- Depending on the type of Day & Night material being created, the typeface used in mastheads and footers may be formatted differently.

*A Proud Member of the Carrier Family*

©2023 Carrier. All Rights Reserved.

# TAILOR YOUR COMFORT

## SETTINGS PRECISELY TO YOUR FAMILY



From the factory to your home, our Ion™ System Controls are designed to provide complete command over your comfort preferences. These smart controls provide both touchscreen and remote management of temperature, humidity, energy usage and more.\* Let our highly knowledgeable and trained technicians expertly install one in your home as part of a complete Ion system.

To learn more, contact us today.




*A Proud Member of the Carrier Family*  
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Dealer Customization Area

## LOGO GUIDELINES

The Day & Night brand logo is the most important visual representation of our brand. Therefore, use of the logo is carefully governed.

**PLEASE NOTE:** The text "Heating & Cooling Products" is part of the logo and should always be included.



Minimum Height 3/8"



1/4" Clearance Area



### SIZE / LOCATION:

- The logo must be clearly and prominently shown, with treatment and visibility 50% to that of any dealer logo used.
- Logo must be used without change or alteration and must be used with the appropriate registration mark (®).
- The minimum height for the logo is 3/8".
- Do not place the logo in a shape, over a shape, add any wording on or over the logo or alter the logo in any way.

### CLEAR SPACE:

- Observe an equal clearance of 1/4" on all sides of logo.

### COLOR:

- The primary color for the logo is PMS 356\*. When it is not possible to match PMS, CMYK or RGB colors, the logo can be represented in 100% black.
- The logo can be displayed in reverse color in cases where the background color of the creative material prevents a clear and prominent representation of the logo.
- Do not use screens to dilute the logo colors.

### PRINTING:

- When printing a color piece with the logo, specify both the printing PMS color and its CMYK equivalent for the printer.
- Use 100% black print for the logo and tagline when it is not possible to match the PMS colors or to print in process colors.

### VINYL / SIGNAGE USE:

- It is important that you match the Day & Night green as closely as possible on vehicle es, signs and other painted surfaces.

### DAY & NIGHT BRAND TAGLINE:

The tagline for Day & Night is: Constant Comfort. Please observe the following when using the tagline in your materials.

- Use the tagline with the Day & Night logo and not as a standalone phrase.
- Do not change or alter the tagline in any way.
- The color for the tagline is PMS 356. When used in the black or reversed logo, the tagline should be black or reversed as well.

### IMPROPER BRAND LOGO USAGE:

- Do not place logo in a shape.
- Do not let logo touch, overlap or be used under any other word or design.
- Do not use logo adjacent to or near enough to another logo that they could be perceived as one design.
- Do not use without "®" or less than 1/4" in height.
- Do not reproduce the logo in unapproved colors.
- Do not reproduce the logo in a different font or change the capitalization of its letters.
- Do not add an unapproved tagline.



# ADDITIONAL LOGOS, REGISTRATION MARKS AND TRADEMARKS

## OVERALL CONSIDERATIONS:

- Other logos in the Day & Night® family must be the same size as or smaller than the primary Day & Night brand logo when used together.
- Use other logos only when they add to or fulfill Day & Night’s brand messaging and are appropriate for the type of material.
- Do not place any logo in or over a shape, add any wording on or over any logo or alter any logo in any way.
- Registration marks or trademarks of secondary logos (or product series such as QuietComfort®) must be displayed in superscript when used in text for the first time on a page. Subsequent mentions on that same page do not have to display the registration mark or trademark. However, for any new page, the registration mark or trademark should be used again with the first reference.
- Print the logo in the colors specified in these guideline. When it is not possible to match PMS or CMYK colors, logos in the Day & Night family can be represented in 100% black.



## DEALER RECOGNITION LOGOS:

### Elite Dealer

- The crest must be used with and appear to the left of the Day & Night brand logo.
- No registration mark or trademark should be included with the crest.
- The Elite Dealer logo needs to be the same size or smaller than the brand logo.
- Do not use the shield without the brand logo as an advertising piece.
- Primary color for this logo is PMS 356\*.



**PLEASE NOTE:** Only certified active Day & Night Elite Dealers can use the Elite Dealer logo within their brand and marketing materials. For more information on this program, contact your Ferguson HVAC TM.

## COLOR PALETTE:

### Elite Dealer

Colors used in logos, images, design elements and photographs are used to create certain emotions, thoughts and feelings in the consumer that reflect back to the brand. To maintain consistent use of the colors across all materials, the Day & Night® brand has a preferred color palette for vendors to use.

- **Primary** – Green (PMS 356) is the primary color that defines the Day & Night brand. It appears in some form in every brand logo, typically in the most prominent design or text elements.
- **Secondary** – Light Green (PMS 366) is used as a secondary color and in ways that accentuate the use of the red color.
- **Accent Colors** – Orange (PMS 1385), Light Orange 1 (PMS 1225), Light Orange 2 (PMS 1335), and Dark Green (PMS 343) can be used in creative materials for those elements that do not demand as much attention as other elements or messages, and can be used in elements like charts, tables and diagrams.

	ACCENT				PRIMARY	SECONDARY
	Orange	Light Orange 1	Light Orange 2	Dark Green	Green	Light Green
Pantone	PMS 1385	PMS 1225	PMS 1335	PMS 343	PMS 356	PMS 366
CMYK	20/0/44/0	0/17/80/0	0/20/56/0	98/0/72/61	95/0/100/27	20/0/44/0
RGB	232/148/26	255/210/79	255/207/130	0/88/61	0/133/63	208/288/166

100% (Solid)						
60% (Tint*)						
40% (Tint*)						
20% (Tint*)						

\*Tints should only be used in situations such as charts, tables and diagrams. Drawing from this limited palette will help present a strong and consistent brand appearance.

## DEALER BRANDING

Improve your company’s professional image and gain visibility with branding. Make sure your truck or van has eye-catching signage to leave an imprint in consumer’s minds. Professional work attire makes a positive impression with customers and helps your keep your employees looking their best. Please see Boundless page for more information on uniforms.\*

### PLATINUM ELITE DEALER:

- Uniforms / Elite Dealer Badges (Available upon request, value up to \$300)
- Vehicle Wraps (\$2,000 investment, \$4,000 value)
  - One vehicle wrap from preferred vendor up to \$4,000 value for one vehicle
  - Additional vehicles can be wrapped with approval and additional costs

### ELITE DEALER:

- Vehicle Wraps (\$1,000 investment, \$2,000 value)
  - One vehicle wrap from preferred vendor up to \$2,000 value for one vehicle
  - Additional vehicles can be wrapped with approval and additional costs

*The Day & Night logo must be clearly and prominently shown, with treatment and visibility 50% to that of any dealer logo used.*

*Additionally, the Day & Night logo must be on both sides of vehicle to receive full co-op credit.*



## DEALER MARKETING | ADVERTISING CO-OP

### PLATINUM ELITE DEALER:

- Dealer will receive two percent of Day & Night® equipment purchases to use towards pre-approved advertising expenses
- Dealer must submit paid invoice with proof of advertising to Ferguson HVAC before a 100% credit will be applied to the dealer’s Ferguson HVAC account
- All marketing must be pre-approved through the Ferguson HVAC Marketing Department
- Dealer must hit minimum Day & Night equipment purchase commitment to earn Co-Op
- Dealer must stay on track with purchase commitment to receive Co-Op; account will be reviewed every other month

### ELITE DEALER:

- Dealer will receive two percent of Day & Night equipment purchases to use towards pre-approved advertising expenses
- Dealer must submit paid invoice with proof of advertising to Ferguson HVAC before a 100% credit will be applied to the dealer’s Ferguson HVAC account
- All marketing must be pre-approved through the Ferguson HVAC Marketing Department
- Dealer must hit minimum Day & Night equipment purchase commitment to earn Co-Op
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