

LOGO GUIDELINES – CREATING THE RIGHT RHEEM® LOOK

At Rheem®, we have a passion for providing perfect home comfort. Here, you'll discover the brand elements that help us communicate that passion and how to bring our brand to life for our valued customers and partners across residential and commercial industries. Together, we'll continue to build a consistent and meaningful brand that delivers on our promise – providing “The new degree of comfort” – and ensure that all the work we do is always perfectly, powerfully Rheem.



The new degree of comfort.®

CONSUMER FLAT

This version of the logo is used in all consumer-audience communications and for internal audiences.

PREFERRED USAGE: white background

PROHIBITED USAGE: red background

NOTE: The red Consumer Flat logo should never appear with a black tagline.



The new degree of comfort.®

TRADE 3D

This version of the logo is used in all trade-audience communications.



The new degree of comfort.®

RETAIL PLATINUM

The Rheem tagline should accompany the logo in the first appearance on a piece. If the logo is used multiple times within a piece, it can be used without the tagline after the first use.

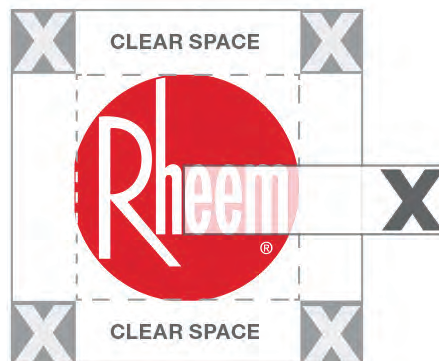
NOTE: Other Rheem logos are also used in retail applications.



Minimum size = .75"
Trade 3D



Minimum size = .5"
Consumer Flat



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

The new degree of comfort.®

The Rheem tagline should accompany the logo in the first appearance on a piece. If the logo is used multiple times within a piece, it can be used without the tagline after the first use.

Questions? Download our full brand guidelines at MyRheem.com/BrandStandards



UNACCEPTABLE LOGO USAGE

It is important to keep logo use correct and consistent throughout our apparel and merchandise; therefore, do not deviate from the logos shown previously in this guideline. Below are examples of unacceptable usage of the Rheem logo.

- a. Never use an outlined version of the logo. Additionally, an outline around the logo is not preferred but is acceptable if you have to use it for the logo to appear clear
- b. Never reposition, delete or overlap any parts
- c. Use only approved colors (white & PMS 185C) with the exception of tone on tone
- d. Always maintain the logo's clear space
- e. Never modify the logo artwork in any way or add elements to it
- f. Do not rotate
- g. Do not use old or other versions of the logos or taglines
- h. Do not stretch the logo; proportions of the logo must remain the same whether reduced or enlarged

