



LOGO GUIDELINES

The Ruud® Pro Partner™ logo should be used when referring to the Ruud Pro Partner Program in program materials, as well as in marketing, advertising and promotional collateral supporting the Pro Partner Program (such as on contractor websites and marketing materials advertising the contractor as an official Ruud Pro Partner). **Ruud no longer approves the “Ruud Team” logo for use in connection with Ruud’s Pro Partner advertising.**

The Pro Partner Logotype is composed of four elements: Ruud brand mark, vertical divider, stacked Pro Partner type and checkmark. Because the Ruud brand mark is part of the Pro Partner logo, the logo may be used alone on materials OR appear with additional Ruud-branded elements.

The Ruud Brand Mark will always use the Ruud consumer flat logo. Preferred usage is on a white background, but the logo may be used on color backgrounds as described below. The Ruud brand mark should never be placed over a red gradient background.

The Checkmark will have limited color variations depending upon its application, as described in the color guide below. The four-color logotype will use a checkmark in the lighter gray within the respective brand color palette.

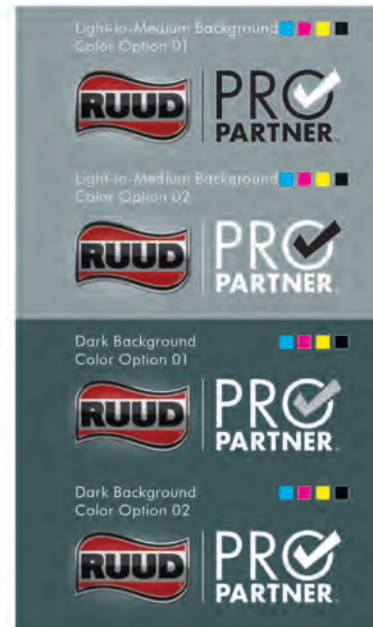
ACCEPTABLE USAGE



COLOR VARIATIONS



PRIMARY LOGOTYPE



LIMITED USE LOGOTYPE





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UNACCEPTABLE USAGE

It is important to keep all graphic elements consistent throughout all Ruud® Pro Partner™ branded communications. Logo guidelines have been provided to guide you in proper, consistent usage. For reference, examples of some unacceptable uses of the Pro Partner logo are illustrated below.

- A. Never use a large drop shadow on the logo
- B. Never outline the logo
- C. Never reposition any parts of the logo
- D. Always use approved colors for the logo
- E. Always maintain the logo's clear space or legibility will be compromised
- F. Never modify the logo artwork in any way or add elements to it
- G. Never place the logo on a photo or illustration where legibility will be compromised
- H. Always use a high-resolution version of the logo
- I. Do not rotate the logo
- J. Do not use the Ruud Team logo



PRO PARTNER LOGO SIZE REQUIREMENT

“Minimum size” refers to the smallest size applicable to ensure readability and recognition. The minimum size, in width, of the Pro Partner logo is 1.0 inch.



CLEAR SPACE

“Clear space” refers to the minimum distances from the Pro Partner logo to any other graphic element or outer edge of a given design. This space should always be kept clean and free of additional graphics, photography, text and other marks. Ruud must approve exceptions for special use of the logo individually. Clear space dimensions are equal to the width/height of the Ruud logo on all sides of the Pro Partner logo.



Logo files can be found on My.Ruud.com > Marketing > Brand Guidelines and Creative Assets