



WEIL-McLAIN®

Branding Guide

Intro

Weil-McLain Branding Guide

Guidelines for basic usage of the Weil-McLain® brand, including logo, color palette and fonts

Company Overview

Weil-McLain is a leading North American designer and manufacturer of hydronic comfort heating systems for residential, commercial and institutional buildings since 1881. Weil-McLain has manufacturing facilities in Michigan City, Indiana and Eden, North Carolina, along with regional sales offices throughout the United States and an administrative office in Burr Ridge, Illinois. Building on a reputation of quality and innovation, Weil-McLain is committed to creating Simplified Solutions for our Complex World™.

Architects, engineers, contractors, facility managers and homeowners alike rely on Weil-McLain for their comfort heating needs. Installed in homes, offices, schools, restaurants, hotels and other facilities throughout North America and Canada, the Weil-McLain brand is among the most respected and often used in the building industry.

Weil-McLain® hydronic boilers and indirect-fired water heaters integrate the latest in advanced controls and materials including cast iron, stainless steel and aluminum heat exchanger technologies. The reliability and energy efficiency of our products has helped to make Weil-McLain an industry leader. Products are engineered with aesthetics, functionality, safety and structural tolerance in mind. By combining our expertise with the responsiveness of our support operations, we provide our customers with added value and peace of mind.

What is a brand?

A brand is more than the logo or slogan. A brand is how the company is perceived. Branding is built on perceptions and feelings of overall performance by those who use and are impacted by the brand.

The goal of a brand is to contain both practical and emotional elements that effectively express the organization. This is conveyed through traditions, visual elements (the look) and the culture of Weil-McLain.

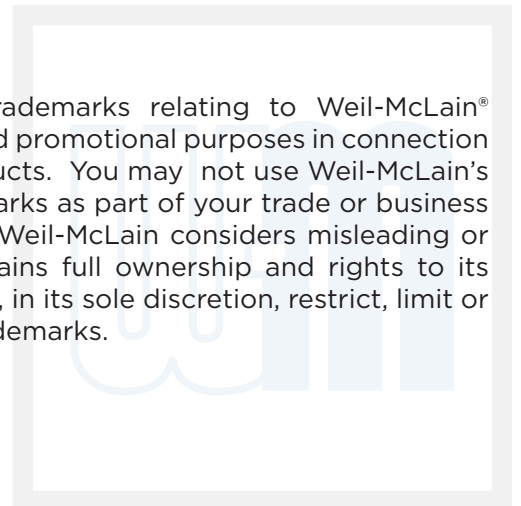
Branding should accomplish:

- Reinforcing our company's focus with clients, employees and others
- Setting us apart from, and putting us ahead of competitors
- Building client trust and loyalty
- Helping be more competitive in the marketplace
- Maximizing the impact and efficiency of our communications
- Providing legal protection from copyright and trademark infringement

As our brand grows and we offer a greater array of products and solutions, it is imperative that Weil-McLain take care to leverage and safeguard our brand.

These guidelines will be a useful and practical model to help build and protect the Weil-McLain brand, specifically when preparing communications pieces. The success of Weil-McLain and the brand is dependent upon becoming familiar with these guidelines.

You may use Weil-McLain's trademarks relating to Weil-McLain® products, but only for display and promotional purposes in connection with sales of Weil-McLain® products. You may not use Weil-McLain's trade name or any of its trademarks as part of your trade or business name or in any other way that Weil-McLain considers misleading or objectionable. Weil-McLain retains full ownership and rights to its trademarks and may at any time, in its sole discretion, restrict, limit or revoke your use of any of its trademarks.



Logo

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A logo is a symbol or design adopted by an organization to use as a form of identity. It is the most recognized of all the branding tools, it is important that all impressions of the logo are aligned with the brand strategy.

The primary goal of a logo is to provide customers with a powerful and instant brand recognition of the company and the services and products the company offers. The goal of a logo is to portray the values and goals of the company while reflecting professionalism and growth.

Logo Use and Permissions

The logos are registered and the property of the company. Use of any logo in any form must be approved by the Marketing Department. **All inquiries and requests about logos should be directed to marketing@weil-mclain.com.**

The Weil-McLain® logo may be used for marketing purposes such as, advertising, websites, literature, apparel, and promotions.

Icon



Logo Type

WEIL-McLAIN®

Registration

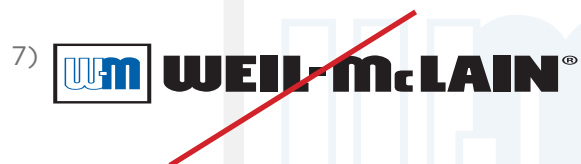
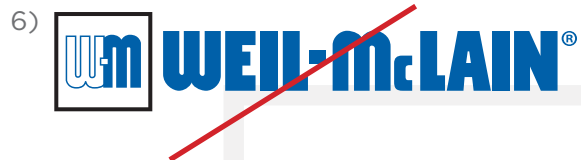
Logo Guidelines

The Weil-McLain® logo consists of the custom designed logo type and icon.

- 1) The logo must have a registration mark
- 2) No other font may be used with icon
- 3) The icon must be in proportion to the logo type
- 4) There is one configuration of the logo: horizontal not vertical. The horizontal configuration is preferred in all applications.
- 5) The icon and logo type cannot be separated
- 6) The logo type can only appear in black or white; no other color
- 7) The logo must be proportional
- 8) When appearing with another logo Weil-McLain must be larger and more prominent

Additional Logo **Do NOTs**

- **Do NOT** place logo on busy pattern or photo
- **Do NOT** change the icon background color, it must remain white
- **Do NOT** crop the logo
- **Do NOT** place a logo in a white box to make it visible on a dark or busy background
- **Do NOT** add any effects to the logo including, but not limited to, embossing, glow, pattern, gradient, stroke/outline, drop shadow, etc.



Logo

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Logo Color Guidelines

The Weil-McLain® logo colors are not to be changed under any circumstances.

PMS Match/Pantone Color:

A PMS or Pantone color is a spot color. It is a specially mixed ink used in printing. Spot color inks come in a rainbow of colors, including some specialty inks such as metallic and fluorescent. Use: Print/Promotions

CMYK:

CMYK is an abbreviation for “Cyan, Magenta, Yellow, Black”. It is a color system that is used by printers to put each color on a separate printing plate in order to create a final full color image. It is also known as “four color printing.” Use: Print

RGB:

RGB is an abbreviation for “Red, Green, Blue”. RGB is a color model used on displays where red, green, and blue light are combined to make millions of colors. Use: Web Pages/Email

Hex Code:

Hexadecimal numbers or “hex” numbers use 16 distinct characters to define colors. Use: Web Pages/Email

PMS Match:
2945 C

CMYK:
C100, M84, Y11, K3

RGB:
R0, G96, B169

Hex Code:
0060a9

Logo Color Guidelines

The Weil-McLain® logo should have at least 1 width of the icon on all sides. In some cases adjustment for visual balance must take place, but the logo should never appear connected to other elements.



Tagline

The Weil-McLain® tagline, SIMPLIFIED SOLUTIONS FOR OUR COMPLEX WORLD™ is also a branding tool. A tagline is a catchphrase or slogan used in advertising. This tagline is meant to promote an overall positive view of the company. It reflects the expression of our brand attributes and communicates the value of Weil-McLain.

Tagline Uses and Permissions

The tagline may appear with the Weil-McLain logos. The tagline is never a replacement for the logo and cannot stand alone. The tagline is trademarked and is the property of the company. Use of the tagline in any form must be approved by the Marketing Department. **All inquiries and requests about the tagline should be directed to marketing@weil-mclain.com.**

When using the tagline with the Weil-McLain® logo, the tagline may only be used for the following: email signatures, the cover page of Power Point presentations, and stationary.

Tagline Uses and Permissions

The Weil-McLain® logo consists of the custom designed logo type and icon.

- 1) In all caps
- 2) With a Trademark (™)
- 3) Font: Arial Treatment: Bold
- 4) Gray (60% Black)

Additional Logo **Do NOTs**

- **Do NOT** place tagline on busy pattern or photo
- **Do NOT** edit the tagline
- **Do NOT** place the tagline in a white box to make it visible on a dark or busy background
- **Do NOT** add any effects to the tagline including, but not limited to, embossing, glow, pattern, gradient, stroke/outline, drop shadow, etc.

SIMPLIFIED SOLUTIONS FOR OUR COMPLEX WORLD™



Logo

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Sub-Brand Logos

Some Weil-McLain® products have individual logos, known as a sub-brand logo. The sub-brand logo may be used when the product image appears, but is not a requirement.

The sub-brand logo may appear slightly larger than the Weil-McLain logo, however the Weil-McLain® logo must be legible and must be one-third the sub-brand logo.

The following sub-brand logos may be used.



Color Guidelines

A color palette is a group of colors in which a brand is conveyed in both print and electronic media.

The color palette is a visual component to aid in the remembrance of a brand. By using a consistent color palette the brand will create instant recognition.

Color Guidelines

The following colors may be used for marketing purposes such as, advertising, websites, literature, apparel, and promotions. Colors not provided in this palette shall not be approved for usage. **If you have questions regarding the color usage please contact marketing@weil-mclain.com.**

Brochure

PMS Match: 2945 C
CMYK: C100, M84, Y11, K3
RGB: R0, G96, B169
Hex Code: 0060a9

PMS Match: 3285 C
CMYK: C100, M2, Y49, K14
RGB: R0, G147, B139
Hex Code: 00938b

CMYK: C100, M100, Y100, K 100
RGB: R3, G0, B0
Hex Code: 030000

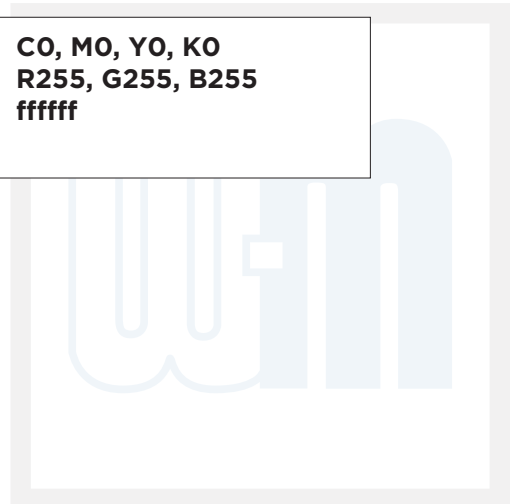
CMYK: C0, M0, Y0, K0
RGB: R255, G255, B255
Hex Code: ffffff

Web and Fliers

PMS Match: 2945 C
CMYK: C100, M84, Y11, K3
RGB: R0, G96, B169
Hex Code: 0060a9

CMYK: C100, M100, Y100, K 100
RGB: R3, G0, B0
Hex Code: 030000

CMYK: C0, M0, Y0, K0
RGB: R255, G255, B255
Hex Code: ffffff



Fonts

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Font/Typeface

A font is a series of printable or displayable text characters in a specific style and size. A type design for a set of fonts is the typeface. Variations of the type design make up the typeface family.

The color palette is a visual component to aid in the remembrance of a brand. By using repetition in font selection, the font will create instant recognition with the brand.

Font/Typeface Guidelines

The following fonts/typeface may be used for marketing purposes such as, advertising, websites, literature, apparel, and promotions. Fonts not provided in this list shall not be approved for usage. **If you have questions regarding the fonts/typeface usage please contact marketing@weil-mclain.com.**

Brochure:

Typeface: Gotham (Sample)

Fliers:

Typeface: Helvetica Neue (Sample)

Web:

Typeface: Gotham (Sample)

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trademark/Registration

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A trademark is a brand name. A trademark or service mark includes any word, name, symbol, device, or any combination, used or intended to be used to identify and distinguish the goods/services of one seller or provider from those of others, and to indicate the source of the goods/services.

Although federal registration of a mark is not mandatory, it has several advantages, including notice to the public of the registrant's claim of ownership of the mark, legal presumption of ownership nationwide, and exclusive right to use the mark on or in connection with the goods/services listed in the registration.

Trademark/Registration Uses and Permissions

The Weil-McLain logo must always appear with a registration, as mentioned previously. In written text it must also be applied with the first appearance of the name Weil-McLain when such name is used as a proper adjective (not a noun) on every page. This applies to any form of communication: webpages, print materials, emails, etc. The written name should appear with the superscripted registration after the name. Please see below for correct and incorrect usage.

Correct:

Weil-McLain® boilers....

Incorrect:

Weil-McLain®

®Weil-McLain

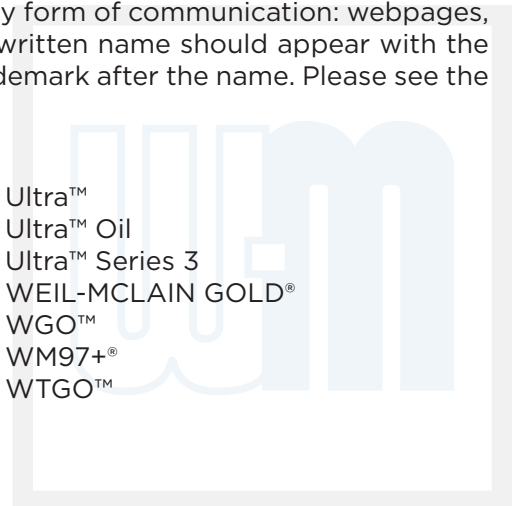
Weil-McLain® is a company....

In addition, to the company logo, Weil-McLain has products and programs with trademarks and/or registrations. The product logo must always appear with a registration or trademark. In written text it must also be applied with the first appearance of the product name on every page. This applies to any form of communication: webpages, print materials, emails, etc. The written name should appear with the superscripted registration or trademark after the name. Please see the list below for your reference.

ALUMIPEX®
AQUA NOW™
AQUA PLUS®
AQUALOGIC®
Boiler Bucks™
CGi™
CGa™
CGt™
ECO®

ECO (& Globe Leaf Design)®
EG™
Evergreen®
GL®
GV90+®
LGB®
SGO™
SLIMFIT®
UCONTROL®

Ultra™
Ultra™ Oil
Ultra™ Series 3
WEIL-MCLAIN GOLD®
WGO™
WM97+®
WTGO™



Product Images

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Product Images Guidelines

Weil-McLain® product images should be obtained through the Marketing Department by contacting marketing@weil-mclain.com. Images should never be obtained by conducting an image search online, as images online may be outdated or incorrect.

Product images may be used only by distributors and contractors that currently sell Weil-McLain products. These images may be used in advertising such as newspaper/publications or outdoor advertising/signage. Product images may also be used on distributors and contractors website pending the approval of the Weil-McLain Marketing Department.

Weil-McLain® product images must appear with the Weil-McLain logo. The logo must appear with the product. If on a website, the logo and product must appear on the same page.

In advertising the distributor or contractor logo may appear slightly larger than the Weil-McLain logo, however the Weil-McLain logo must be legible and must be at least half the size of the distributor or contractor logo.

Website



Newspaper/ Publications

Outdoor Advertising/Signage

Wallington
PLUMBING & HEATING SUPPLY

**Now Stocking
the Weil-McLain®
Evergreen™**

SIZES 220MBH, 299MBH, 399MBH

<p>DURABLE Stainless steel fire tube heat exchanger</p>	<p>FLEXIBLE 24-zone capacity Mounts on floor or wall</p>	<p>EASY Control presets Accessible parts</p>
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2396 Hamburg Turnpike
Wayne, NJ
(973) 616-4100

116 Wallington Avenue
Wallington, NJ
(973) 471-2455

21 Passaic Avenue
Fairfield, NJ
(973) 244-0002

545 N Midland Avenue
Saddle Brook, NJ 07663
(201) 773-6410

WEIL-McLAIN
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WEIL-McLAIN®
Hydronic Comfort
Heating Since 1881

Weil-McLain®-
the solution for
your hydronic
heating needs.

J.L. BRADY CO. Since 1915
"Do It the Brady Way...The Right Way"

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