



Welcome to Brand Camp!

FUN. INFORMATIVE. 100% POISON IVY-FREE.



Why Brand Standards & Guidelines?

PEOPLE BUY BRANDS THEY TRUST

Consistency

Brand Standards & Guidelines ensure the brand has a cohesive presence across all touchpoints, evoking professionalism, purpose and stability.



Recognition

Consistency leads to people beginning to recognize the brand, helping to leverage previous brand successes, building brand equity and protecting the investment in the brand.



Trust

Recognition of a brand helps people know what to expect from it and know they will like the outcome, leading to a brand experience they can count on.



Rheem & Ruud Brand Standards & Guidelines Roll-Out Meeting

Introduction

Ruud Brand Guidelines Review

Brand Transition

Rheem Brand Guidelines Video

Rheem Brand Guidelines Review

Break for Lunch / Q & A



RUUD - Audience Alignment & Positioning Statements



The power of Ruud® brand core values, brand personality, philosophy and visual identity depends on the ability to apply these elements consistently and effectively across all platforms. But further crafting a message's look, feel and tone to align with the wants and needs of its specific audience—while staying true to the Ruud brand—makes these communications even more powerful.

RUUD AUDIENCES:

TRADE

Builders, engineers, remodelers, architects, distributors and contractors within the heating, cooling and water heating industries

CONSUMER

Homeowners and business owners

RUUD FAMILY

Internal stakeholders, partners, suppliers and vendors

POSITIONING STATEMENTS:

TRADE

Drawing on its 100+ years of industry leadership, the Ruud® brand supports heating, cooling and water heating professionals with knowledge, products and business tools that they can rely on to build new relationships and increase sales.

CONSUMER

For more than 100 years, homeowners and business owners have relied on Ruud® brand products to deliver proven quality and durability for their homes and businesses.

COMBINED AUDIENCE (TRADE & CONSUMER)

For more than 100 years, homeowners, business owners and trade professionals have trusted the Ruud® brand to deliver reliable, high-quality products, knowledge and support for their homes and businesses.

RUUD FAMILY

Named for pioneering inventor Edwin Ruud and founded on reliability, the Ruud® brand continues to deliver the high-quality heating, cooling and water heating products, knowledge and support its internal stakeholders and partners have trusted for over 100 years.

RUUD - Visual Guidelines



3D LOGO (PREFERRED)

The 3-dimensional Ruud® logo is the preferred logo for use in all print, digital and broadcast media. It's meant to be an emblem and an official seal representing the core values of the Ruud brand. To enhance the dimensional feel, the logo should have a slight drop shadow applied as shown. The PMS 185 Red in the 3D logo will appear darker due to the shading in the logo.

Logo style should remain consistent throughout a deliverable.



APPROVED 1- AND 2-COLOR OPTIONS AND USAGE

The flat Ruud logo in color (PMS 185 Red and Black) and Black & White logo should be used sparingly when the 3D logo can NOT be used—for example, in black & white print ads, applications such as embroidery, silkscreen and vinyl decals, two-color or spot printing for two-color or spot color printing for business cards. Make sure the logo is never knocked out and is built with a white stroke.

The flat Ruud logo is also used in related graphics, program materials and some digital applications due to size, primarily in mobile apps. The flat Ruud logo should use PMS 185 Red and Black for color and Black & White logo for non-color layouts where the flat logo is needed. The flat Ruud logo should never be redesigned with other colors or design elements.

COLOR PALETTE

Color plays an important role in brand presence and recognition. The Ruud® brand has a broad color palette that stands out against the competition. When used effectively, these colors help convey a brand that's bold yet approachable.

PRIMARY COLORS

Primary colors are dominant ones that convey the strength, confidence and personality of the brand. In addition to those shown, PMS 185 Red is considered a primary color, but is not to be used outside of the flat color logo or the 3D logo gradient. Solid black is to be used for text only; the black textured background (pg. 30) should be used when a black background is desired, primarily on trade.

SECONDARY COLORS

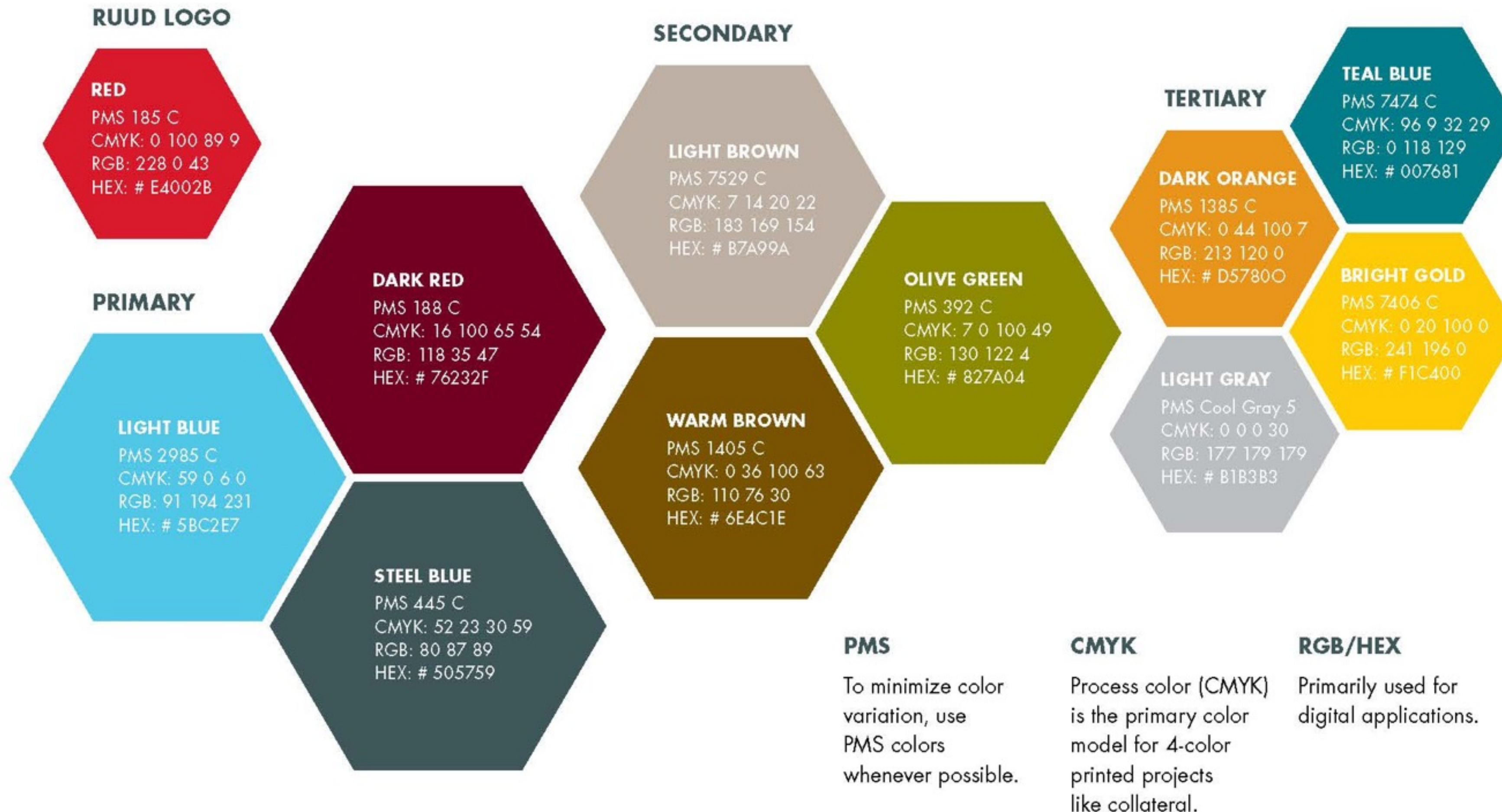
Secondary colors complement the primary colors. Especially in consumer-facing pieces, they help to balance the bold primary colors with colors that convey openness and accessibility.

TERTIARY COLORS

Tertiary colors are available to give special emphasis to graphics, like callouts, and should be used thoughtfully and sparingly.



RUUD - Visual Guidelines



UNIFYING GRAPHIC ELEMENTS

METALLIC BAR WITH ROUNDED CORNERS

The metallic bar with rounded corners helps express the rugged durability of the brand. This flexible element can be used vertically, horizontally, large or small. Ideally, this bar is only used once per page, and can be combined with the thin metallic divider or the metallic bar header/footer.



Horizontal Metallic Bar with Rounded Corners

NOTE: Grain must be vertical when bar is horizontal and bolts are mandatory.



Metallic Bar Snipe

NOTE: Metal bars can be cut off by edge of shape or bleed off page.



Vertical Metallic Bar with Rounded Corners

NOTE: Grain must be horizontal when bar is vertical and bolts are mandatory.

UNIFYING GRAPHIC ELEMENTS (CONT.)



Metallic Bar Header

NOTE: Bar must bleed off of both edges and include bolts on each end.



Metallic Bar Footer

NOTE: Same as header but includes signature in the middle.



THIN METALLIC DIVIDER

The metallic divider can be used to separate sections, images, etc. It can be small and/or bleed off edges and should always be less than .25" in height.*

**Do not use the dividers vertically and the grain should always run vertically.*

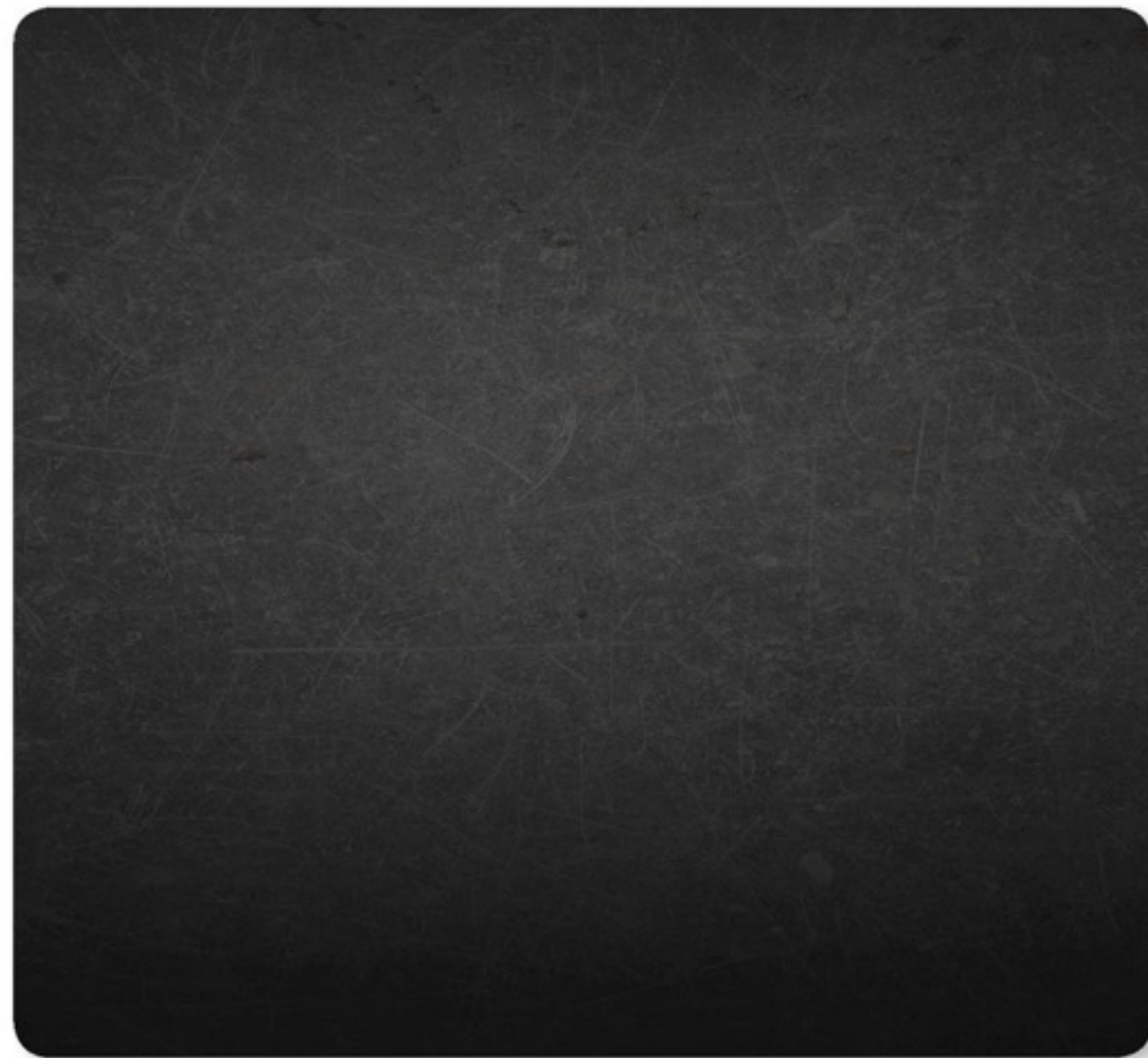


BOLTS

The metal bolts add dimension to the brand and make the metallic bar appear even sturdier. There should never be more than two bolts per bar and they should not be rotated (to keep shadowing consistent) or placed on any other background but the metallic bar. The bolts should never be used with the thin metallic divider due to size. The bolts should never appear smaller than .125" or larger than .25" in diameter.*

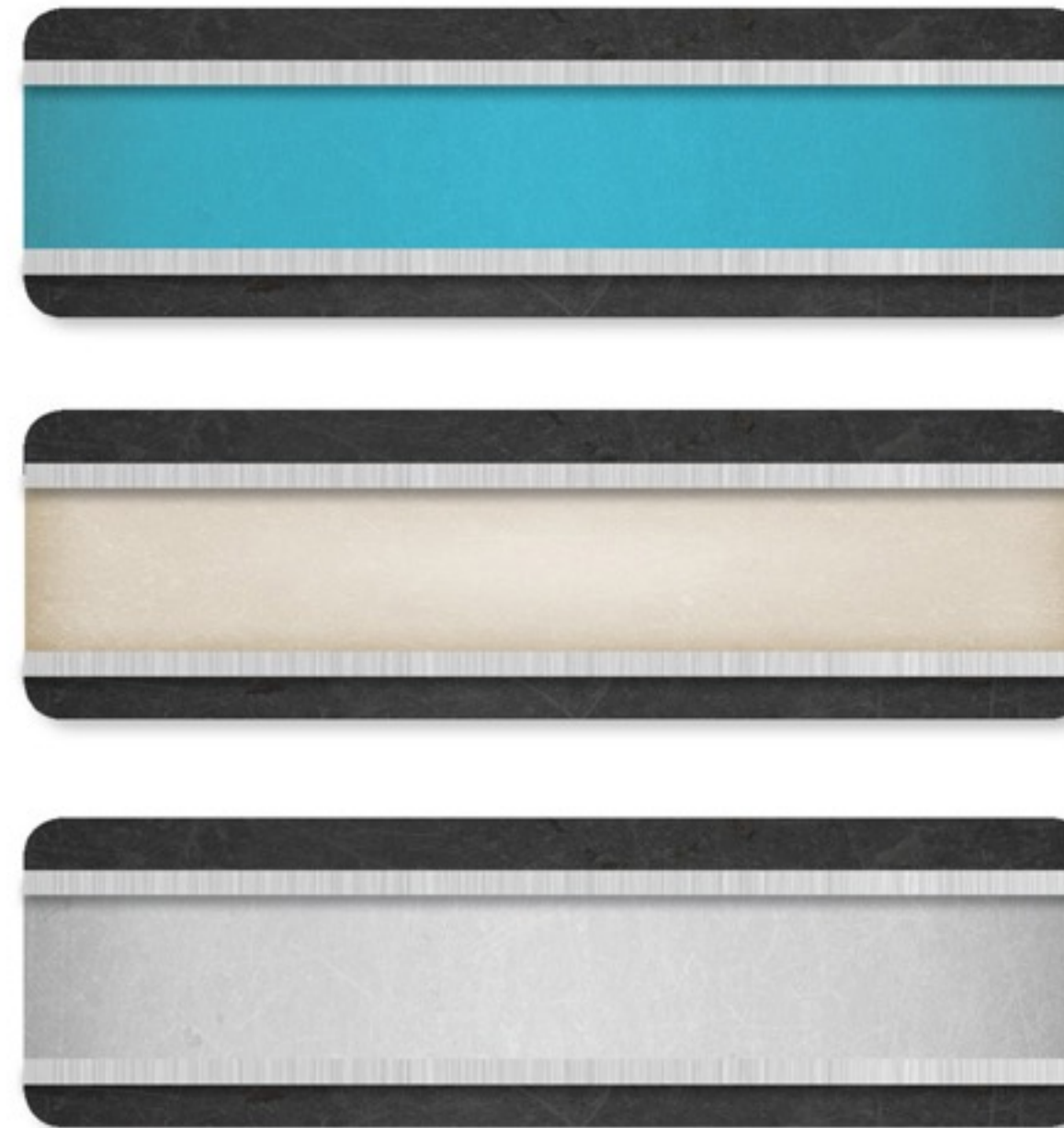
**Unless used on large format applications where size should be increased in proportion with other elements.*

UNIFYING GRAPHIC ELEMENTS (CONT.)



BLACK TEXTURED BACKGROUND

The black textured background is used for both trade and consumer communications. In trade, it is used primarily as a full-bleed background. For consumer audiences, it should be used minimally, (covering less than 25% of the live area) to support the full-background lifestyle photography.



COLORED TEXTURED BANDS

Color textured bands are used in trade communication to support the full black textured background for callouts and highlights. Textured bands should cover 1/3 or less of the live area. Any of the primary or secondary colors can be used, but should match the color used in the standout copy in the headline.

UNIFYING GRAPHIC ELEMENTS (CONT.)



BOLT FRAMES

When needed, lifestyle images can be placed into bolt shapes so as to house a visual image. These should be limited to one cluster of frames per piece unless more are necessary to convey the message, like on multiple page brochures. An outer shadow may be necessary to separate the frame from the background. Frames can also be used without imagery as messaging callout areas.

*NOTE: You may use a 2pt. border around the bolt and rounded corner frames on white and colored textured backgrounds. Please use a color from the color palette in these instances. **White should not be used on borders of Ruud frames.***



SAVE ENERGY
WITH HIGH-EFFICIENCY
RUUD® BRAND PRODUCTS

ROUNDED CORNER FRAMES

An alternative to the bolt frame is the simple rectangle with .125" curved corners. These should be limited to one cluster of frames per piece unless more are necessary to convey the message, like on multiple page brochures. An outer shadow may be necessary to separate it from the textured black background. Frames can also be used without imagery as messaging callout areas.

UNIFYING GRAPHIC ELEMENTS SAMPLES

MIXED FRAMES

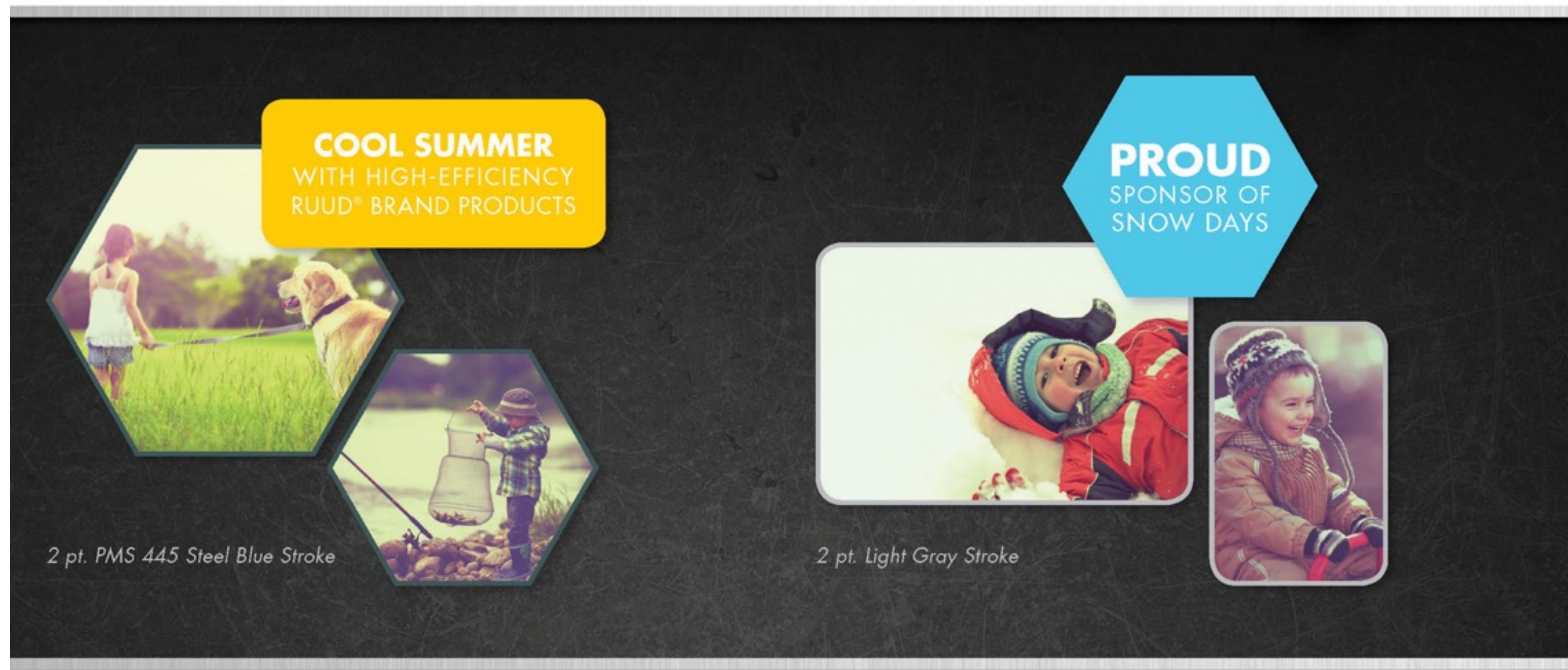
Mixed frame styles should only have a maximum of 3 frames per cluster. Unless the frames are overlapping, they should always maintain the same distance apart from each other within a cluster.



UNIFYING GRAPHIC ELEMENTS SAMPLES

BLACK BACKGROUND

On a black background, a 2 pt. stroke can be used to separate the frame from the background. The stroke can be any color from the Ruud® color palette that is complementary to the color in the image in the frame or the color used in the standout copy of the headline. Ideally, use the same color border on frames that appear multiple times on the same page, spread or layout. **Ruud frame borders should not be white.**



TYPOGRAPHY: PRINT FONTS

A LOVE OF THUNDER

Use this bold font in uppercase for headlines only.

FUTURA BOOK / Futura Book / *Futura Oblique*

Use this versatile font in caps only for subheads and sentence case for body copy.

FUTURA BOLD / Futura Bold / *Futura Bold Oblique*

Use this version of the body copy font to add weight to callouts. Use all caps for subheads/titles and sentence case for body copy or when using the slimmer font over complex backgrounds.

TO REQUEST

RUUD® FONTS:

Email

creative@rheem.com

TYPOGRAPHY: WEB FONT

A Love of Thunder and Futura fonts are preferred. Arial Font is used for web or digital communications where postscript fonts can't be used.

Arial Black

This web-friendly font should only be used for headlines on the web and with Microsoft Office® (MSO) programs.

Arial / *Arial Italic*

This web-friendly font should only be used for subheads and body copy on the web and with Microsoft Office® (MSO) programs.

Arial Bold / *Arial Bold Italic*

Use this stronger version of the body copy font to add weight to callouts (use all caps for subheads/titles, sentence case for body copy) or if encountering readability issues when using the slimmer font over complex backgrounds in Microsoft Office® (MSO) programs.

TO REQUEST RUUD® FONTS:

Email creative@rheem.com



HEADLINE TREATMENTS

FONT CHOICE/USAGE

- Use A Love of Thunder font with Futura Book

BACKGROUNDS

- Use Light Blue, White, Light Gray, Bright Gold for headlines with dark backgrounds
- For lighter backgrounds, common headline colors are Steel Blue, Dark Red, Warm Brown and Olive Green

FONT COLOR USAGE

- Use White or Light Gray for subheads on dark backgrounds and Black or Steel Blue on light backgrounds
- Use the Ruud® color palette for consumer headline colors
- Choose colors that separate well from the background image/color

PLACEMENT

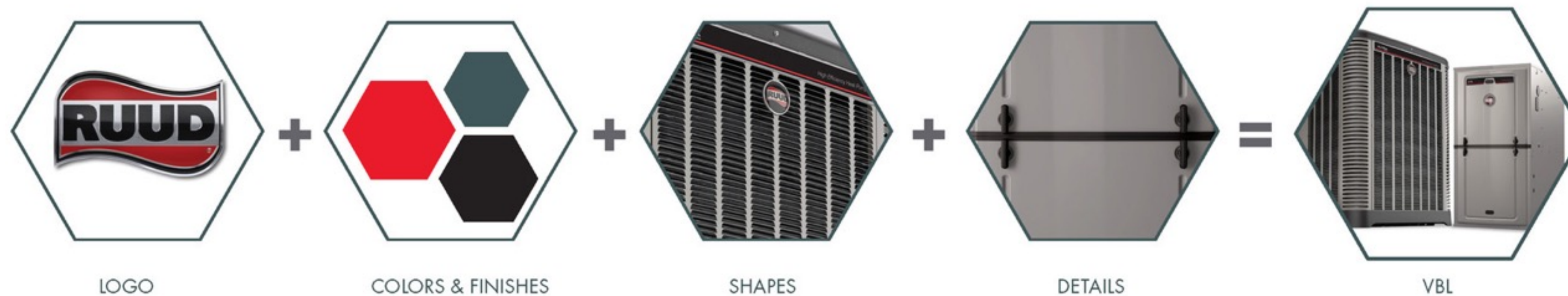
- Do not place headlines on the focal point of lifestyle imagery



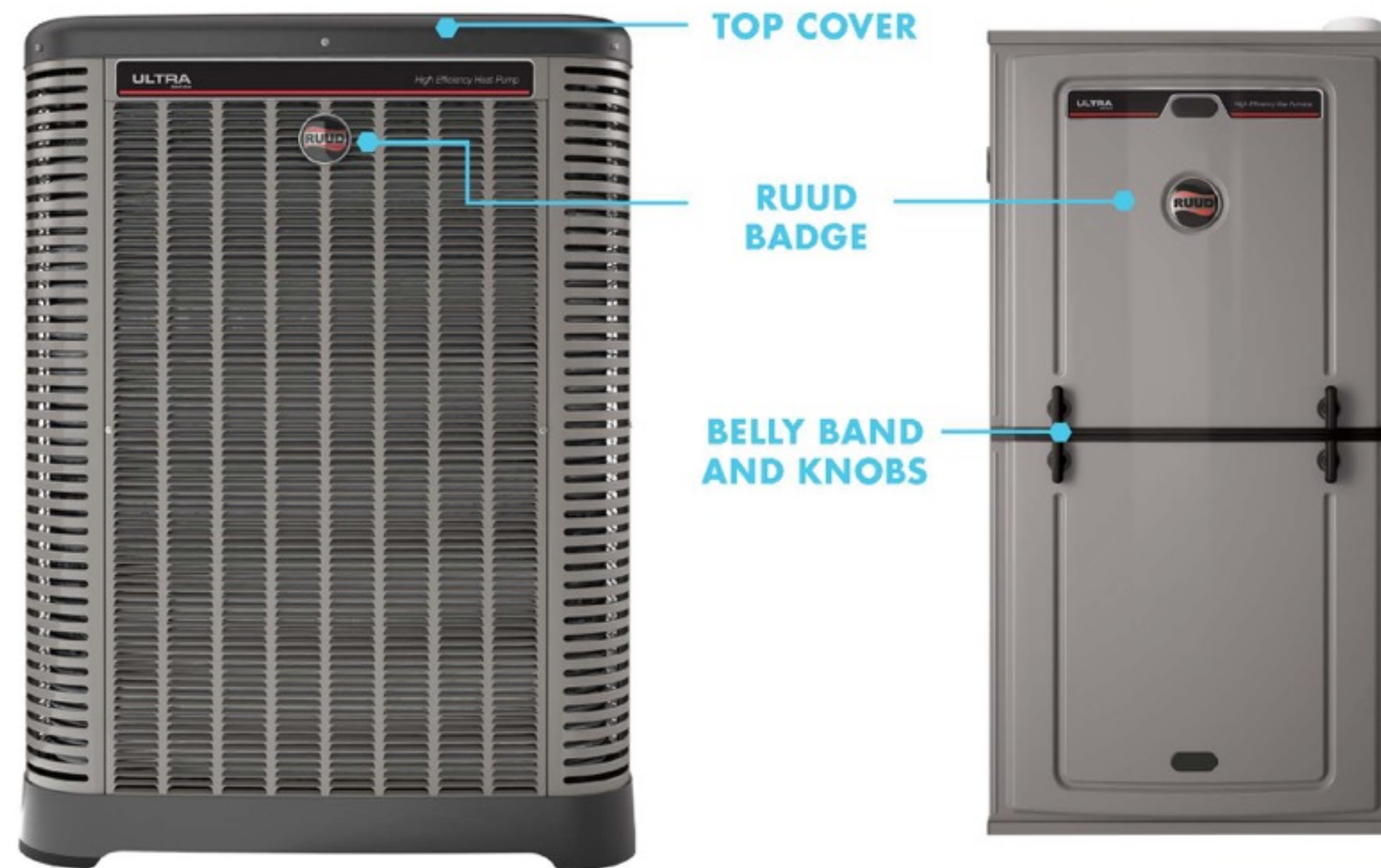
VISUAL BRAND LANGUAGE

The Ruud®-brand core values can be expressed through a combination of visual cues. When used in combination, the following visual cues help trigger preferred emotional responses in a viewer and properly position Ruud products in a customer's mind relative to competitive products.

Visual Brand Language (VBL) is a system of signature shapes, forms, colors, patterns, materials and textures combined to communicate meaning about a brand to a customer. VBL is part of the Ruud DNA and creates visual consistency within Ruud-brand product families.



PRODUCT IMAGERY



TOP COVER

The black top cover of the Ruud® Tier I & II air conditioners and heat pumps is a visual identifying element that establishes a reliable, well-established and trust-worthy product to the consumer.

RUUD BADGE

The Ruud “badge” or logo is required to appear on all products. Approved designs of the Ruud badges and logos are intended to be timeless and therefore may not be altered in any way.

BELLY BAND AND KNOBS

The black belly band and knobs of the Ruud Tier I gas furnaces are a visual identifying element that establishes a reliable, well-established and trust-worthy product to the consumer.

NOTE: Water Heating and Heating & Cooling use their own set of approved logo badges.

PRODUCT IMAGERY: HERO IMAGES

HERO IMAGES

The products Ruud® offers are carefully engineered for performance and efficiency—and thoughtfully designed to look great in every application, whether in a home or business. The hero images help bring this attention to detail to life, using dramatic angles and lighting to highlight the style and innovations built into Ruud solutions. Hero images are reserved for promotional marketing communications, including advertising, collateral, websites and video for trade and consumer audiences.

TRADE AUDIENCES

The hero image is the central focus of the communications piece.



NOTE: When featuring just a single product, hero images should always be facing into the page.

CONSUMER AUDIENCES

The hero image is a smaller, supporting image with lifestyle photography as the lead visual.

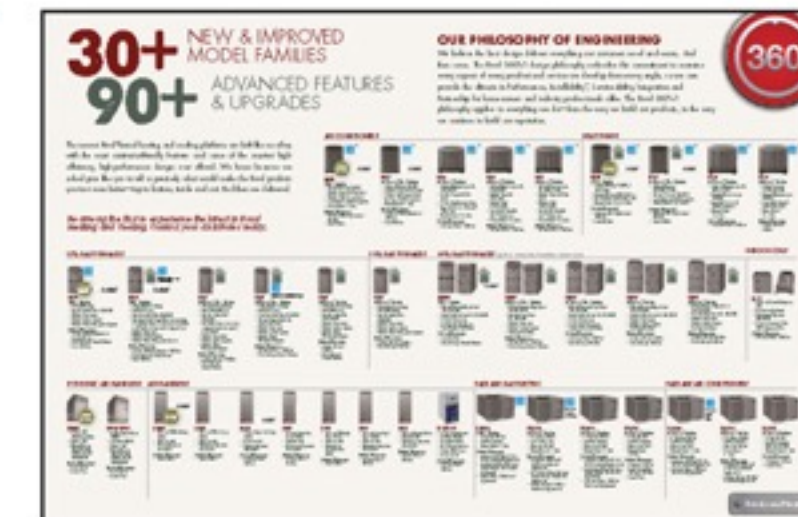
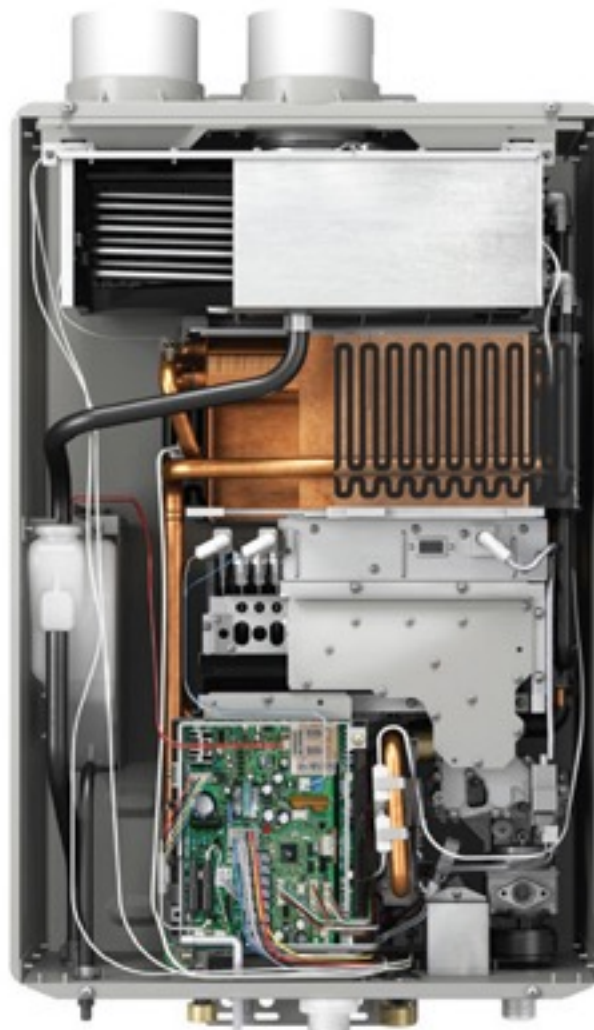


NOTE: Make sure your images are at the right resolution for the best results. For print, images must be at least 300 DPI effective resolution (100% placement). A lower DPI may be acceptable for large format billboards, tradeshow panels, etc. Contact your printer for requirements in these situations. Products should be shown proportionate in size when showing more than one product. The images shown here are the preferred view with the ideal drop shadow treatment. The shadow and coloring should appear natural and not too dark.

PRODUCT IMAGERY: EDUCATIONAL / INFORMATIONAL

EDUCATIONAL / INFORMATIONAL IMAGES

In contrast to hero images, educational or informational product images are used to represent the look of the product for reference purposes—often appearing in product guides or sales sheets. Ideally, the product should face forward and be realistically lit. Sometimes, the cover of a product will be removed or a particular product area will be zoomed in on to highlight a specific product feature.



NOTE: Make sure your images are at the right resolution for the best results. For print, images must be at least 300 DPI effective resolution (100% placement). A lower DPI may be acceptable for large format billboards, tradeshow panels, etc. Contact your printer for requirements in these situations. Products should be shown proportionate in size when showing more than one product. The images shown here are the preferred view with the ideal drop shadow treatment. The shadow and coloring should appear natural and not too dark.

LIFESTYLE IMAGERY

All of the suggested images found in the Ruud® brand lifestyle imagery bank come from Shutterstock.com. Included in the following pages are samples of Ruud-approved photos that have been purchased for your use. Make sure your images are at the right resolution for the best results. For print, images must be at least 300 DPI resolution (100% placement). A lower DPI may be acceptable for usages including web sites and other digital executions. Contact your printer or consult with your design professional if you have questions about the correct resolution to use.

The approved lifestyle images are available for download via MyRuud.com/brandstandards

To request additional imagery: email Creative@rheem.com



FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES



RUUD - Visual Guidelines



FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES



RUUD - Visual Guidelines

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES



FULL LAYOUT



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RUUD - Visual Guidelines

FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES



FULL LAYOUT



ROUNDED CORNER INSETS OR BOLT FRAMES



360°+1 ICONS - VISUAL USAGE

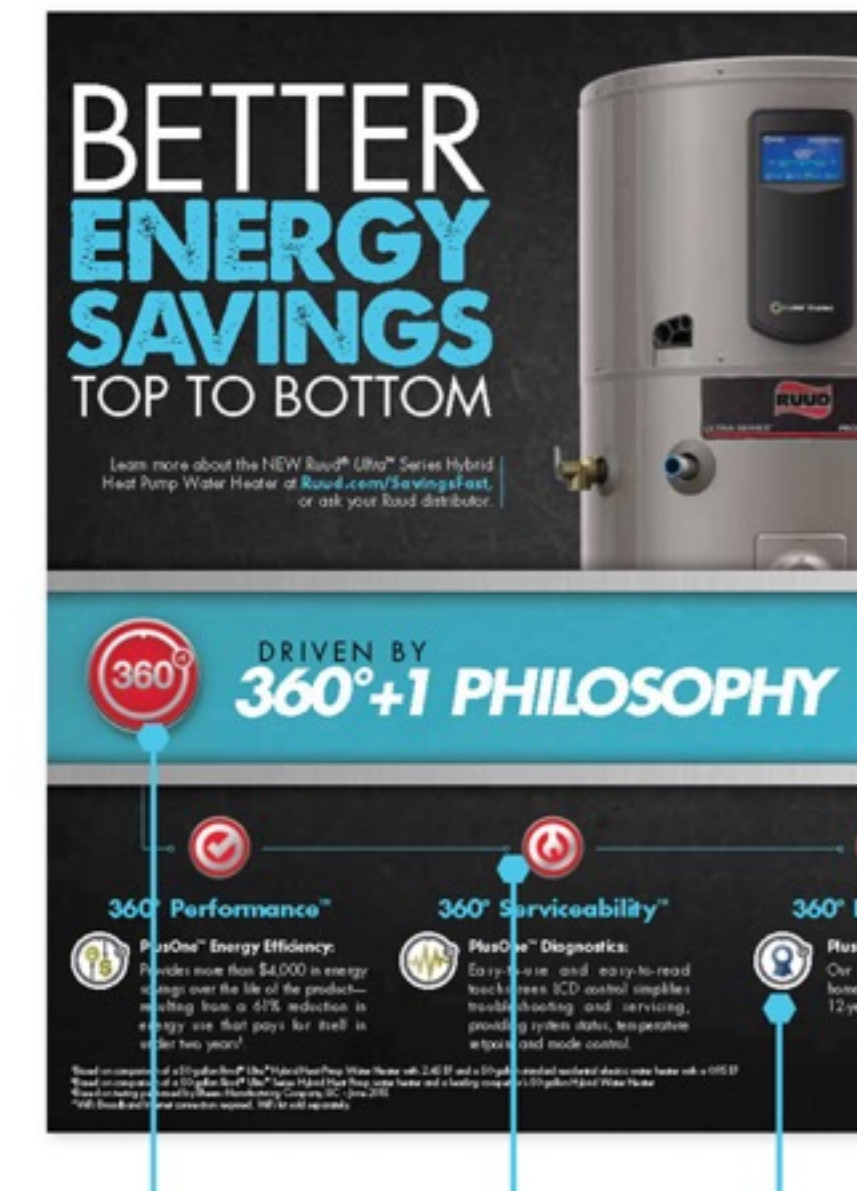
The 360°+1 pillar icons are used whenever speaking about the design philosophy in trade pieces and should not be used in consumer pieces.

360°+1 PILLAR ICONS



360°+1 PLUSONE[®] ICONS

PlusOne feature icons are used to further explain and emphasize key benefits of Ruud[®] solutions in trade, and each one falls under one of the 360°+1 pillars. They should not be used in consumer pieces.



360°+1 icon is the largest. However, it should never appear larger than the Ruud logo.

360°+1 pillar icons help organize and clarify key benefits under the 360°+1 design philosophy.

PlusOne features provide further detail on Ruud innovations.

NOTE: Example image is cropped to show details and not representative of the full piece.

REFERRING TO RUUD

- Ruud® is a brand. Ruud is not a company or business; “Ruud Manufacturing” does not exist
 - In each piece of communication, it is important to establish Ruud as a brand rather than a company or business; Once this is established, it is okay to shorten “Ruud brand” to simply “Ruud” as long as it does not imply that Ruud is a company or business or that Ruud produces products
- The Ruud brand was “...named for water heating pioneer, Edwin Ruud” or “...named for pioneering inventor, Edwin Ruud.” Do not state Ruud was “founded” or Edwin Ruud is the “founder” of Ruud.
- The Ruud brand “offers” or “provides” products; It does not produce anything. Because of this, do not use verbs like “make”, “create”, “design” or “engineer”* when referring to Ruud brand products
- Refer to “Ruud products” (where Ruud brand is inferred), not “Ruud’s products.”
- Establish Ruud as a registered trademark. To do so, write Ruud as “Ruud®” for the first instance within a communication. If the piece may be consumed one section at a time, write “Ruud®” for the first instance within each section of the piece.

Exceptions—the following lines may be used with quotation marks as show below:

“No matter how advanced the engineering has become, the Ruud products are always made to be reliable.” “Ruud products are carefully engineered for performance and efficiency—and thoughtfully designed to look great in every application, whether in a home or business.”

It is permissible to say “We design..”, “We engineer...” as the “we” being referred to is Rheem Manufacturing Company, such as describing the 360 ° +1 design philosophy: “With every product we design and redesign, we set out to improve efficiency to lower operating costs and energy consumption.”

ON-BRAND WORDING

RUUD® WORDS

These words capture the Ruud brand and are a good source of inspiration for headlines and other key content:

RESOURCEFUL NEIGHBORLY
GENUINE WHOLESOME
RELIABLE HOMETOWN
PROUD
WELL-ESTABLISHED HARD-WORKING
PIONEERING HONEST
CUSTOMER- FOCUSED TRUSTWORTHY
APPROACHABLE

- | | | | |
|-----------------|-------------|-----------|----------------|
| • Rely/Reliable | • Community | • Trust | • Strong |
| • Neighbor | • Team | • Genuine | • Save/Savings |
| • Local | • Winning | • Help | • Engineered |
| • Hometown | • True | • Proud | • Pioneered |

OFF-BRAND WORDING

REPLACE WORDS

These words don't reflect the Ruud® brand, so if you see them, be sure to replace them:

RHEEM®-LEANING

- Innovation
- Develop
- Progress
- Technology
- Forefront
- Focus
- Dependability
- Advanced
- Global
- Smile
- Opportunity
- Forward
- Air & Water
- Solutions

SUPERLATIVES

- Amazing
- Awesome
- Incredible
- Fantastic
- Perfect
- Stupendous

ABBREVIATIONS

- HVAC
- A/C

POTENTIALLY NEGATIVE CONNOTATIONS

- Consumer
- Cheaper
- Fire-related words (flame, boil, burn, etc.)
- Rude
- Rudd (misspelling)





TRADE AD EXAMPLES

TRADE ADS

INSIDE: 2016 SPECIAL PRODUCT AND PROGRAMS GUIDE



NEW RUUD® TANKLESS SOLUTIONS
**BETTER.
SMARTER.
BOLDER.**

ENERGY EFFICIENCY AND COST SAVINGS DAY IN, DAY OUT

New Ruud® Ultra® Series Condensing and Mid-Efficiency Tankless Water Heaters provides your customers with constant hot water all day long —plus energy, water, and cost savings now and for years to come.

SAVES ON ENERGY COSTS
Estimated lifetime savings of over \$1,100

SAVES WATER
Exclusive PlusOne® Water Savings Setting can save up to 1,100 gallons of water per year*

SAVES MONEY AND TIME ON INSTALLATION
Compatible with the standard 1/2" gas line*

LIMITED-TIME FEDERAL TAX CREDIT OF \$300*

RELY ON RUUD.™



**TOTAL HOME COMFORT
TOTALLY RELIABLE**

Ruud® products, including **UA20 Air Conditioners, UP20 Heat Pumps, U97V Gas Furnaces, and Hybrid Heat Pump Water Heaters** are engineered for exceptional reliability, energy efficiency and performance that just won't quit.**

Visit **Ruud.com/EcoNetConnect.com** to learn more and see a full list of Ruud EcoNet® Enabled products.

EcoNet®
CONTROL & ALERTS FROM HOME OR ON-THE-GO*

360°

Innovative tools for your business:
Ruud.com/HVACTools

TRADE AD EXAMPLES (CONT.)

TRADE ADS



RUUD

MINIMUM FOOTPRINT
MAXIMUM PERFORMANCE

THE RUUD® ACHIEVER PLUS™ SERIES INDUCED DRAFT WATER HEATER

- **Small, Yet Powerful**—29-gallon unit with 61 GPH recovery rate outperforms standard 50-gallon models* by 49%.
- **Efficient, Low-Emission Design**—Features up to 0.70 EF and eco-friendly, low-NOx burner.
- **Lasting Performance & Peace-of-Mind**—Guardian System® & Sensor, the industry's best FVR system, featuring exclusive air/fuel shutoff and maintenance free design.
- **Perfect for Replacement**—17-3/4" diameter for a small footprint in a post-NAECA market.

Visit Ruud.com/InducedDraft or visit your distributor today.

RELIABLE TOOLS FOR YOUR BUSINESS.
Learn more at Ruud.com/Tools

 **SAVE TIME**
 **GROW YOUR BUSINESS**
 **REWARD YOURSELF**

*Atmospherically vented 50-gallon, 40k Btu/h gas water heater with 0.60 EF and 38.4 GPH recovery rate.

360°



RUUD | **PRO PARTNER**

UPGRADE TO THE
POWER OF PRO

THE RIGHT PRODUCTS.
THE RIGHT PEOPLE.
AND NOW THE RIGHT PROGRAM.

WANT MORE DETAILS?
CONTACT A RUUD DISTRIBUTOR TODAY

THE ALL-NEW RUUD® PRO PARTNER®:

- EXCLUSIVE RECOGNITION
- VALUABLE RELATIONSHIPS
- REWARDS TO MAXIMIZE PERFORMANCE

BEST CONTRACTOR-CENTRIC EQUIPMENT
Offering complete lines with efficiencies up to 97% AFUE, 20 SEER, 13+ EER and 13 HSPF.

BEST-IN-CLASS PROGRAMS
Helping contractors generate and close more leads.

BEST PEOPLE AND COMPANY
Privately owned, we focus our efforts around our contractors and channel.

*Specific features must be met to be eligible for Pro Partner membership. Learn more at Ruud.com/ProPartner or ask a Ruud distributor.

RUUD.COM

TRADE AD DETAILS

Ruud® logo is placed in the preferred location and has a slight drop shadow and white highlight to separate it from the background.

Headline blends Futura Book and Love of Thunder Fonts; Love of Thunder font is used to emphasize certain words.

Product image and orientation emphasizes sleek design.

Brand colors and bolt frames are used to highlight the product and features.

Website provides a clear call to action and appears in the Futura Bold font.

INSIDE: 2016 SPECIAL PRODUCT AND PROGRAMS GUIDE



NEW RUUD® TANKLESS SOLUTIONS

BETTER. SMARTER. BOLDER.

ENERGY EFFICIENCY AND COST SAVINGS DAY IN, DAY OUT

New Ruud® Ultra® Series Condensing and Mid-Efficiency Tankless Water Heaters provides your customers with constant hot water all day long —plus energy, water, and cost savings now and for years to come.

LIMITED TIME
FEDERAL TAX
CREDIT OF
\$300*

SAVES ON ENERGY COSTS
Estimated lifetime savings of over \$1,100*

SAVES WATER
Exclusive PlusOne™ Water Savings Setting can save up to 1,100 gallons of water per year*

SAVES MONEY AND TIME ON INSTALLATION
Compatible with the standard 1/2" gas line*

Ruud.com

RELY ON RUUD.™

Thin metallic divider used to separate content.

The tone of the headline is consistent with the Ruud brand.

Body copy is Futura Book and Bold font.

Black background texture provides visual interest and is over 60% of the total visual space.

Preferred size of the signature should be same width as Ruud logo above.

TRADE EXAMPLES: PRODUCT LAUNCH MATERIALS

RUUD

SIMPLER SALES, INSTALLS, SERVICE & SMARTER PROFITS

Our new Hybrid Electric is the most efficient water heater available on the market, making it easy to help your customers save up to an estimated \$4,000 in energy costs over 10 years.¹ It's also the quietest Hybrid out there and full of smart features homeowners will love—like our exclusive Water Leak Detection Alert.² Plus, innovative features like our maintenance and service alerts put your contact information regularly in front of the homeowner, providing you with new revenue streams.

THE NEW RUUD® ULTRA® SERIES
HYBRID ELECTRIC WATER HEATER

50, 65 & 80 GALLON MODELS AVAILABLE

EASY TO SELL
At an amazing 3.50 EF, it saves homeowners thousands in energy costs savings¹ with a payback in less than 2 years.² Plus, it's packed with brilliant features and operates at a sound level just above a whisper.

EASY TO INSTALL
Now compatible with more applications, especially where space or climate is an issue, thanks to a built-in duct adapter, and features easy access to the junction box for fast installation.

EASY TO SERVICE
Designed for worry-free ownership from start to finish with smart features and design backed by a 10-year warranty—plus important notifications and alerts like our exclusive Water Leak Detection.²

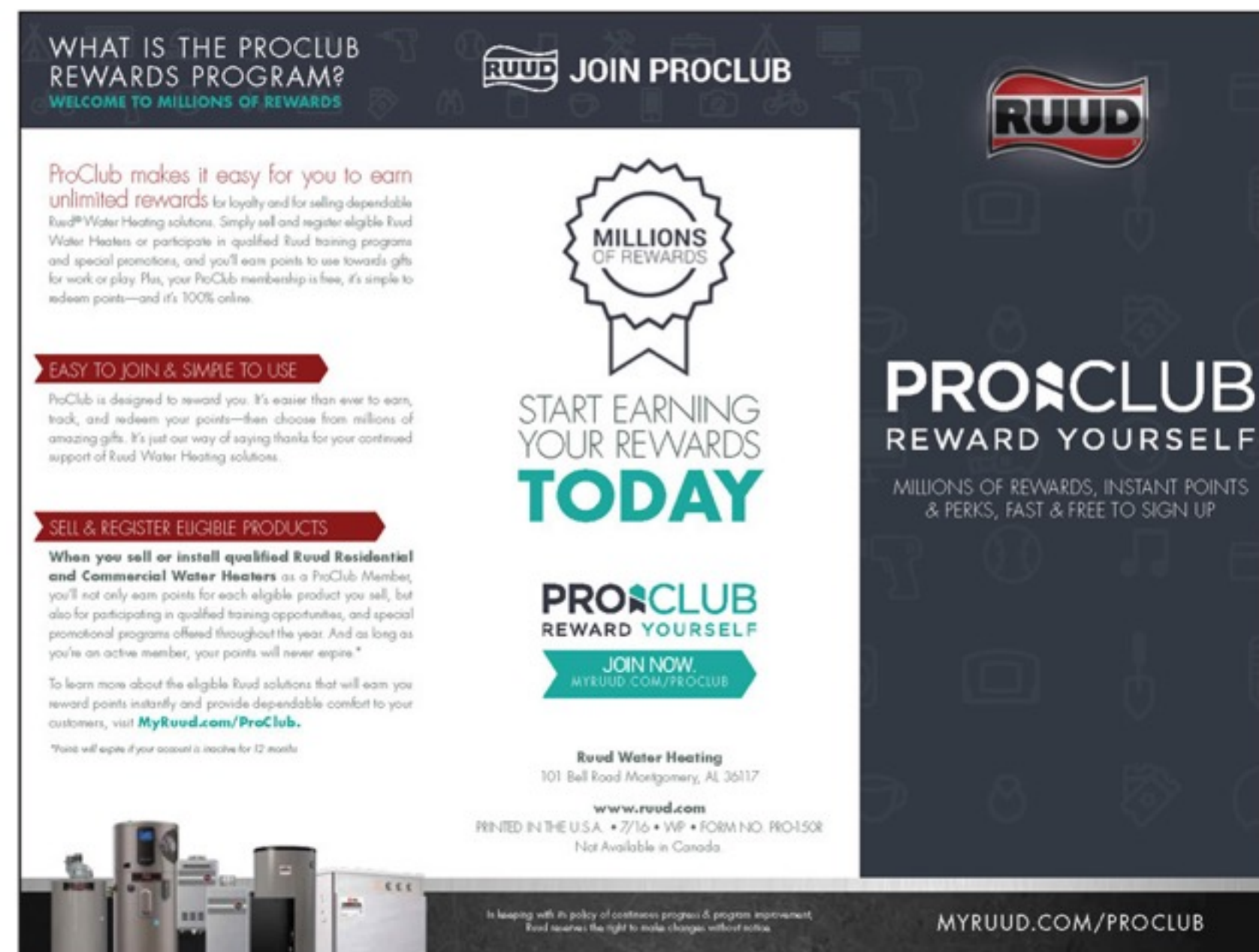
EARTH-FRIENDLY EFFICIENCY
Shower, do the dishes, and wash the laundry all while producing fewer greenhouse gases thanks to the super high efficiency of the all-new Ruud Hybrid Electric Water Heater.

LEARN MORE AT RUUD.COM/HYBRIDSOLUTIONS, OR ASK YOUR RUUD DISTRIBUTOR

¹ Based on comparison of a 20-gallon Ruud® Ultra® Series Hybrid Electric Water Heater with 3.50 EF and a 20-gallon standard residential electric water heater with a 0.92 EF.
² Based on purchase price and energy cost savings of a 20-gallon Ruud® Ultra® Series Hybrid Electric Water Heater with 3.50 EF over a 20-gallon standard residential electric water heater with a 0.92 EF. * FIE, 10, 100 Broadband Internet connection and EcoNet App required. Installations are dependent on national factors beyond Ruud's control.

TRADE EXAMPLES: PROGRAM MATERIALS

Some of the programs within the Ruud® portfolio require their own distinct branding. This type of program branding uses elements of the Ruud family brand, but has its own, unique visual style. This helps better position each program for target audiences—using the program's key features and benefits to create the look, feel and key messaging.



PROCLUB



PRO PARTNER

CONSUMER AD EXAMPLES

CONSUMER PRODUCT SHEETS



RUUD AIR HANDLERS RHMV

LONG LASTING COMFORT THAT FEELS JUST RIGHT

Depend on the **Ruud® EcoNet™ Enabled High-Efficiency Modulating RHMV Air Handler** to deliver energy-efficient comfort to your home. The unit is designed to help save you money on utility bills while quietly enhancing indoor air conditions. RUUD.COM

Reduce Energy Bills
Reducing your monthly energy bills is easier than ever because the heart of Ruud's RHMV Air Handler is the high-efficiency, constant CFM, variable-speed blower motor which modulates the airflow based on cooling demand for enhanced SEER performance.

Advanced Comfort
The sturdy design of our air handler adjusts airflow in the home to help control humidity. Airflow can be set for specific needs, so your home feels just the way you want it.

EcoNet®
This innovative technology sends you important alerts and reminders to keep your system working at its best. Plus it's easy to adjust your comfort from home or away.*

RELY ON RUUD.™



RUUD HEAT PUMPS UP20

KICK BACK WITH HIGH QUALITY COMFORT

UP20 ULTRA™ SERIES
Cooling Efficiencies up to 20 SEER / 14.5 EER
Heating Efficiencies up to 13 HSPF*

VARIABLE-SPEED TECHNOLOGY IS SMART COMFORT
With variable-speed technology, you can rely on your heat pump to adapt quickly and consistently to your heating and cooling needs, regardless of the conditions outside.

ENERGY EFFICIENCY AND SAVINGS
Our Variable Speed Heat Pump provides cooling efficiencies up to 54% higher and heating efficiencies up to 58% higher than typical heat pump designs. You can also expect more than \$2,000 in lifetime savings.** Ruud inverter-driven technology provides just the right amount of heating and cooling under all conditions for dependable comfort and energy savings year-round.

QUIET & EFFICIENT OPERATION
By running at lower speeds throughout the day, our Variable Speed model streamlines airflow and reduces vibration, running quieter than other systems.

SMART CONTROLS AND ALERTS
Innovative EcoNet™ technology sends you important alerts and reminders to keep your system working at its best. Plus, it's easy to adjust your comfort settings from home or away.*

RELY ON RUUD.™

Ruud.com

CONSUMER AD DETAILS

Ruud® logo is placed in the preferred location and has a slight drop shadow and white highlight to separate it from the background.

Headline blends Futura Book and Love of Thunder fonts; Love of Thunder font is used to emphasize words and Ruud primary light blue provides visual interest while complementing colors of the ad. Headline and body copy placement ideally should not overlay subject matter in the lifestyle photography.

Photo is active, outdoors and relates to a seasonal message based on the product being advertised.

Horizontal metallic bar with rounded corners is used only once on page, grain is vertical.



RUUD

AIR HANDLERS
RHMV

LONG LASTING COMFORT THAT FEELS JUST RIGHT

Depend on the **Ruud® EcoNet™ Enabled High-Efficiency Modulating RHMV Air Handler** to deliver energy-efficient comfort to your home. The unit is designed to help save you money on utility bills while quietly enhancing indoor air conditions.

RUUD.COM

Reduce Energy Bills
Reducing your monthly energy bills is easier than ever because the heart of Ruud's RHMV Air Handler is the high-efficiency, constant CFM, variable-speed blower motor which modulates the airflow based on cooling demand for enhanced SEER performance.

Advanced Comfort
The sturdy design of our air handler adjusts airflow in the home to help control humidity. Airflow can be set for specific needs, so your home feels just the way you want it.

EcoNet®
This innovative technology sends you important alerts and reminders to keep your system working at its best. Plus it's easy to adjust your comfort from home or away.*

RELY ON RUUD.™

The tone of the headline is consistent with the Ruud brand.

Body copy is Futura Book font.

Website provides a clear call to action and appears in the Future Bold font.

Thin metallic bar used to separate content.

Product image and orientation emphasizes sleek design.

Black background texture provides visual interest and is no more than 25% of the total visual space.

Preferred usage of the signature on bar, in color PMS 445, same width as Ruud logo above.

VIDEO DETAILS

INTRO



CLOSE



Always feature the appropriate audience bumpers (trade or consumer visually) at the beginning and end of each video.

All product branding needs to correspond with brand audience. Rheem® and Ruud® products cannot be featured in the same video.

Music and voiceovers can be the same on both brands.

Characters in all videos need to be brand neutral and should be ethnically ambiguous.

Refer to brand guidelines for all fonts and color palette. When content heavy, the video should have kinetic text so there is limited static moments.

Most videos should remain under two minutes in length unless its use is for training purposes.

All video storyboards should be approved by the Marketing Department before going into production.

CONTACT

Email video@rheem.com

RUUD - Additional Resource



RUUD

visual brand toolkit

CREATING THE RIGHT RUUD LOOK

The Ruud® brand is dedicated to providing reliable home comfort. Here, you'll discover the brand elements that help the brand communicate that dedication and how to bring the Ruud brand to life for the valued customers.

LOGO

3D Logo (preferred)
The 3D logo is the preferred logo for use in all print, digital and broadcast media. To enhance the dimensional feel, the logo should have a slight drop shadow applied as shown.
Logo style should remain consistent throughout a deliverable.

Flat Logo
The flat Ruud logos in color (PMS 185 Red and Black) and black-and-white should be used sparingly when the 3D logo can NOT be used.

LOGO USAGE

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

Minimum size = 1"

For uses 1" and smaller

TAGLINE

RELY ON RUUD.™

The *Rely on Ruud*® signature serves as the sign-off on all collateral and other appropriate brand communications when possible. It should never appear as a lockup with the Ruud logo.

PRINT FONT

A LOVE OF THUNDER

Headlines only.

Future
abndtgh ABCDEFGH
12345683
Use the Future family of fonts in all print communications.

WEB/DIGITAL FONT

Arial
abndtgh ABCDEFGH
12345683
Use the Arial family of fonts in all digital communications.

Additional questions? Download our full brand guidelines at MyRuud.com/BrandStandards

RUUD

visual brand toolkit (cont.)

COLOR PALETTE

Logo

Primary

- RED**
PMS 185 C
CMYK: 0 100 89 9
RGB: 220 0 43
HEX: #E60038
- Light Blue**
PMS 2985 C
CMYK: 50 0 4 0
RGB: 91 194 231
HEX: #5BC0E7
- Dark Red**
PMS 188 C
CMYK: 16 100 65 54
RGB: 118 35 47
HEX: #762129
- Steel Blue**
PMS 445 C
CMYK: 52 21 30 30
RGB: 80 87 89
HEX: #505759

Secondary

- Light Brown**
PMS 7501 C
CMYK: 7 14 30 22
RGB: 189 188 154
HEX: #BFA99A
- Olive Green**
PMS 792 C
CMYK: 7 0 100 49
RGB: 120 122 4
HEX: #5D7A04
- Warm Brown**
PMS 5405 C
CMYK: 0 56 100 43
RGB: 100 76 30
HEX: #664C1E

Tertiary

- Dark Orange**
PMS 165 C
CMYK: 0 44 100 7
RGB: 209 126 9
HEX: #D3790D
- Bright Gold**
PMS 7406 C
CMYK: 0 30 100 0
RGB: 180 180 0
HEX: #FFCC00
- Light Gray**
PMS CoolGray 5
CMYK: 0 0 0 50
RGB: 127 127 127
HEX: #808080
- Teal Blue**
PMS 7474 C
CMYK: 35 0 32 20
RGB: 0 118 126
HEX: #008181

PMS
To maximize color accuracy, use PMS colors whenever possible.

CMYK
Process color (CMYK) is the primary color model for all color printed projects like collateral.

RGB/HEX
Primarily used for digital applications.

Additional questions? Download our full brand guidelines at MyRuud.com/BrandStandards

RUUD

visual brand toolkit (cont.)

METAL BAR AND BOLTS

As header and footer, these elements should be used horizontally and only once per page. Plus, the thin metallic divider can be used to separate sections, images, etc. It can be small and/or bleed off edges and should always be less than 25" in height.

Header

Thin Metallic Divider

Bolts

Footer

NOTE: Header and footer bar must bleed all of both edges and include bolts on each end.

METALLIC BAR WITH ROUNDED CORNERS

The metallic bar with rounded corners helps express the rugged durability of the brand. This flexible element can be used vertically, horizontally, large or small. Ideally, this bar is only used once per page, and can be combined with the thin metallic divider or the metallic bar header/footer.

Horizontal Metallic Bar with Rounded Corners

Vertical Metallic Bar with Rounded Corners

NOTE: Corners must be rounded when bar is horizontal and both are mandatory.

Metallic Bar Snipe

BOLT & ROUNDED CORNER FRAMES

These should be limited to one cluster of frames per page unless more are necessary to convey the message, like on multiple page brochures.

Bolt Image Frames

Rounded Corner Frames

Bolt Content Frames

Rounded Corner Content Frames

NOTE: Whether primary or secondary, the color used should match the standard copy in the headlines.

Additional questions? Download our full brand guidelines at MyRuud.com/BrandStandards

RUUD

visual brand toolkit (cont.)

HEADLINE USAGE

Use A Love of Thunder font with Futura Book. Do not place headlines on the focal point of lifestyle imagery.

BETTER ENERGY SAVINGS
TOP TO BOTTOM

COLD SPONSOR OF SUMMER

BREAKTHROUGH TECHNOLOGY
BUILT ON YOUR FEEDBACK

TRADEMARKED NAMES

This chart identifies the correct trademark indication to use with our tier names according to product category.

RUUD	WATER HEATERS	HVAC
Ultra	™	™
Achiever Plus	®	®
Achiever	®	®
Ruud Builder Advantage	™	™

LIFESTYLE IMAGERY

Ruud offers Contractors, Distributors and Ruud employees a bank of approved lifestyle images that have been pre-purchased for your use. For more information, please see pages 42-50 in the Ruud Brand Guidelines.

These approved lifestyle images are free and available for download via MyRuud.com/BrandStandards

COLLATERAL EXAMPLES: TRADE AND CONSUMER ADS

Trade Audiences
The hero image is the central focus of the communications piece.

Consumer Audiences
The hero image is a smaller, supporting image with lifestyle photography as the lead visual.

Additional questions? Download our full brand guidelines at MyRuud.com/BrandStandards

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