

COOLSYS

BRAND
GUIDELINES



TABLE OF CONTENTS

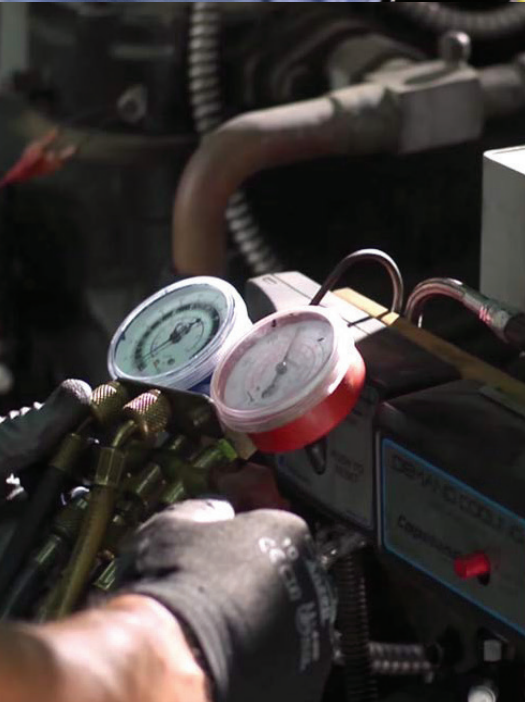
IDENTITY	4
LOGO BRAND MARKS	6
LOGO STANDARDS	8
LOGO PLACEMENT	10
LOGO COLOR PALETTE	12
TEMPLATE STANDARDS	14

CONSISTENT BRAND

In order to protect and enhance the CoolSys brand and identity, this manual was created as a guide to ensure consistency and compliance across brand colors, fonts, verbiage and intellectual property.

These standards and requirements are to be used in the creation of any internal or external collateral such as packaging, labeling, operating instructions, SDS, TDS, brochures, literature, promotional materials, flyers, eBlasts, press releases, websites, etc. and must be strictly followed.

All contents of this manual are approved as is and can be used without further approval. Any deviation, changes, adjustments or modifications need to be routed through the corporate approval process prior to use.



IDENTITY

MISSION

Provide premier solutions and superior quality with a spectrum of services for mission-critical refrigeration and HVAC systems to facilities throughout North America with best-in-class service, technology and exceptional value.

VISION

Lead the mission-critical refrigeration and HVAC industry as a trusted partner to optimize our customers' systems, allowing them to drive operational efficiencies with progressive environmental considerations that directly and positively impact their investments and their customer and workforce experiences.

BRAND VALUES AND PROMISE

VALUE - We promise to keep CoolSys the leading provider of value in the industry by listening and responding to the needs of our customers.

INTEGRITY - We promise to honor our commitments, whether verbal or written, in all our dealings with customers and suppliers.

SERVICE - We promise to continually strive to improve our level of performance by exceeding our customers' service expectations.

ATTITUDE - We promise to continue extending a warm, friendly, enthusiastic and courteous attitude toward our customers and among ourselves.

VALUE PROPOSITION

CoolSys (through its operating businesses) provides the broadest set of resources and solutions in the industry to manage the total cost and performance of your mission-critical refrigeration and HVAC systems better than any other service provider.

BRAND CHARACTERISTICS: IDENTITY & PERSONALITY

The CoolSys brand identity is a reflection of the logo, tone, tagline, typeface and other assets owned and created by CoolSys, representing our stated value to our customers.

The CoolSys brand personality is a set of emotional and associative characteristics connected to the company and brand name. The CoolSys brand personality consists of two main characteristics: sincerity and competence. CoolSys is a brand that exudes “warmth and competence” and this tone should be reflected in all CoolSys collateral.

BRAND ARCHITECTURE (ENDORSER BRAND)

CoolSys follows an endorser brand architecture. The CoolSys parent brand will play a supportive, linking role amongst individual, distinct product brands. As the parent brand, CoolSys links a family of product brands by a shared high-level promise valued by its target customers. That promise is our value proposition:

We provide the broadest set of resources and solutions in the industry to manage the total cost and performance of your mission-critical refrigeration and HVAC systems better than any other service provider.



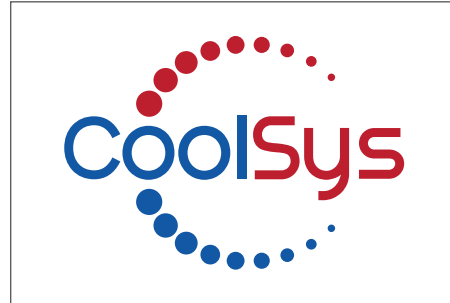
LOGO BRAND MARKS

The CoolSys logo is the cornerstone of the CoolSys brand and is ultimately a reflection of the integrity of our business. The logo signifies the quality of our services and products, and should always be used when promoting CoolSys.

Because the logo is one of our most valuable assets, it should always be used correctly to ensure brand consistency.

The CoolSys logo includes two key components, the brand name and graphic. Do not manipulate or remove the graphic without prior approval.

Color logo on white background



Color logo on black background



White logo on muted photography



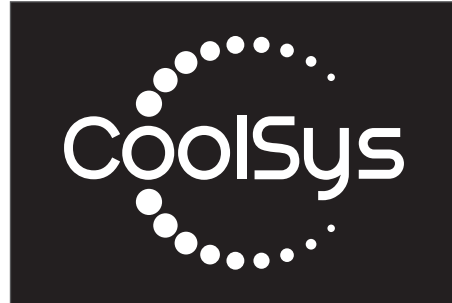
White logo on solid background



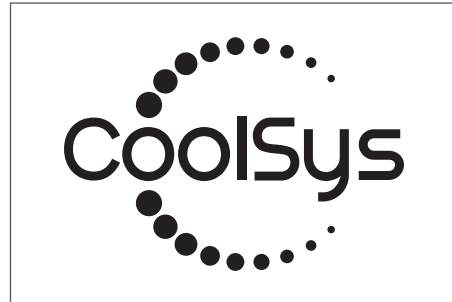
LOGO

BRAND MARKS

White logo on black background



Black logo on white background



Grayscale logo on white background



LOGO STANDARDS

FORMAT

The logo mark and type should not be altered or redrawn in any way. Alteration of the CoolSys logo letterforms or space between letterforms is not allowed. The full name is approved in the format shown (exhibit 1.1). The letterforms for CoolSys are custom-designed type.

SIZE

The CoolSys logo is never less than 1" in width (exhibit 1.2).

Exhibit 1.1



Exhibit 1.2



LOGO SPACE & STRUCTURE

AREA OF ISOLATION

Any other information that accompanies the CoolSys logo such as type, photos and any other graphics, must be kept out of the area of isolation at a minimum distance identified Exhibit 1.3. The clear zone (x) is 1/2 the height of the brand logo.

DISTORTION

Size proportions of the logo must not change. Alteration, such as changing orientation, skewing the logo or changing the horizontal or vertical proportions, is not acceptable (Exhibit 1.4).

Exhibit 1.3

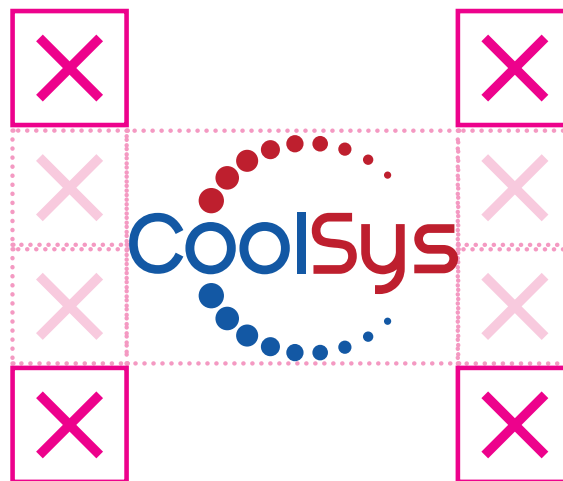
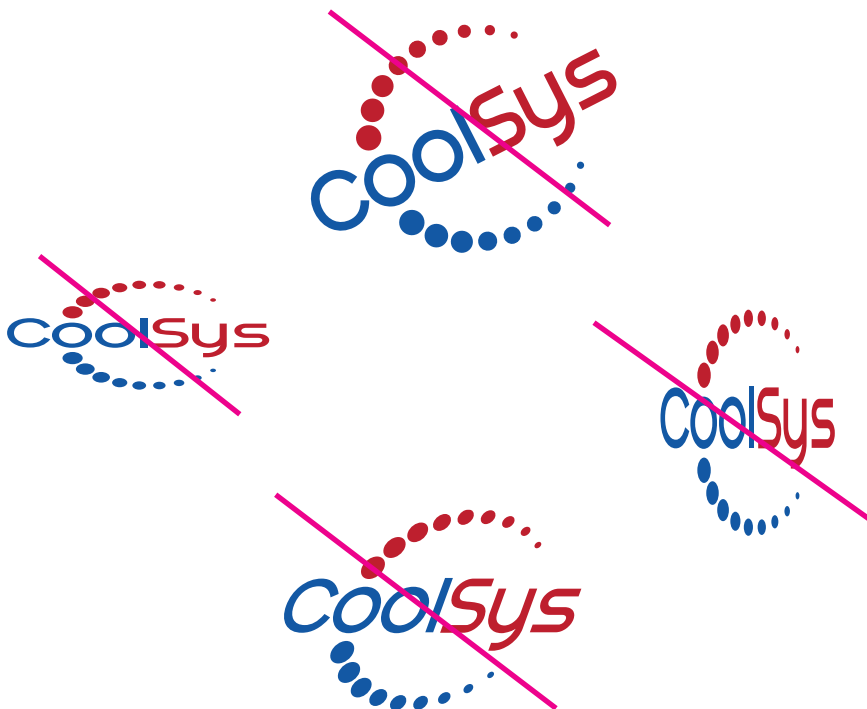


Exhibit 1.4



LOGO PLACEMENT

Use of the CoolSys logo against any encumbered background such as a dark color, busy pattern, or complex photo, is not in keeping with the approved graphic standards (Exhibits 1.5 & 1.6). The logo is always printed on a white or solid muted color background (Exhibit 1.7), or simple tinted color image (Exhibit 1.8).

If the logo must be placed over an image, it should be placed in an unencumbered area of the image so that legibility is maximized (Exhibit 1.8). All printing should be done on white or off-white paper stock. Printing on colored stock is not acceptable.

If the logo must be placed on a dark color background, it is acceptable to reverse the logo letterforms to white (Exhibit 1.9). Exercise caution when using reverse color letterforms. Certain darker color values are not appropriate as backgrounds, and if the logo does not “pop,” a full reversed version should be used.

Exhibit 1.5



Exhibit 1.6

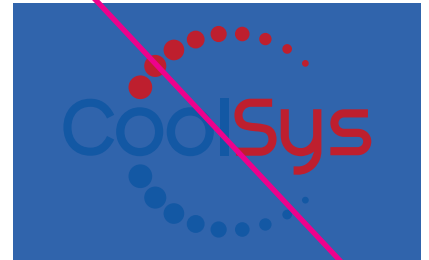
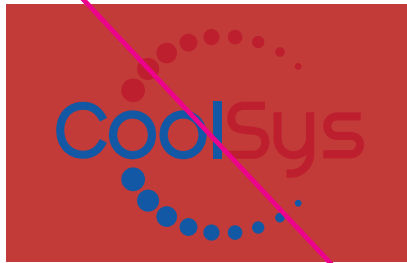


Exhibit 1.7



Exhibit 1.8



Exhibit 1.9



LOGO PLACEMENT

CO-BRANDING

On occasion, CoolSys will produce materials that are co-branded with partners. When placing the CoolSys logo in conjunction with another logo, the logo relationship can either be an equal relationship or a subordinate relationship.

In an equal co-branded relationship, it is important to visually size the two logos so that they appear equal in size.

The two logos must be separated by a divider line that is a 50% neutral color and is at a distance from the logos equal to the minimum clear-area guidelines set forth in this document for the CoolSys logo (Exhibit 1.10). If the clear space for the other logo is greater, use those guidelines.

In a subordinated co-branded relationship, the logos are stacked, with the dominant logo on top. No divider line should be used when stacking logos.

The subordinate logo is preferable at equal size but may be no smaller than 70% of the equal co-branded relationship and must be separated from the dominant logo at a distance equal to the minimum clear-area guidelines set forth in this document for the CoolSys logo (Exhibit 1.11). If the clear space for the other logo is greater, use those guidelines.

Exhibit 1.10

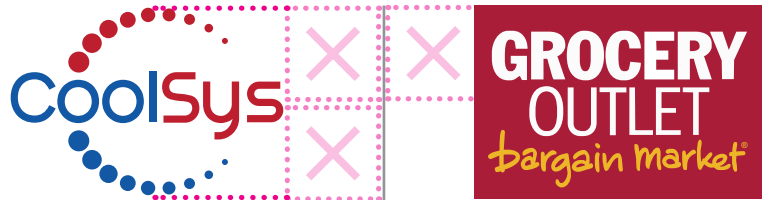


Exhibit 1.11



LOGO COLOR PALETTE

FORMAT

The full name is approved in the format shown (Exhibit 1.12).

The letterforms for CoolSys are custom-designed type and can be displayed with or without ornamental design.

The CoolSys logo is designed as a color logo consisting of two Pantone spot colors: PMS 7455 C and PMS 200 C (Exhibit 1.13).

The following are spot color values and their conversions for CMYK, RGB, and HEX#.

The logo should not veer from this color combination. It may be displayed in 100% black as well (Exhibit 1.14), and a grayscale version (Exhibit 1.15).

Exhibit 1.12



Exhibit 1.13

PMS 7455 C				PMS 200 C			
C	M	Y	K	C	M	Y	K
96	71	3	0	18	100	91	8
R	G	B	R	G	B		
9	90	165	190	32	46		
HEX #				HEX #			
0459a4				bd202d			

Exhibit 1.14

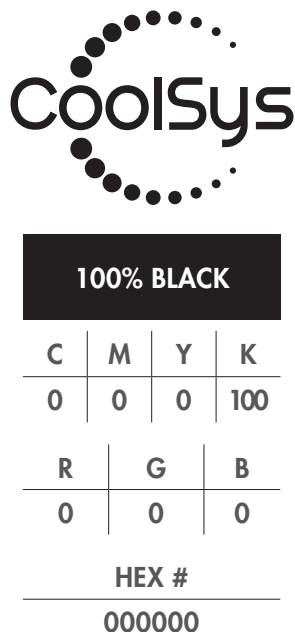
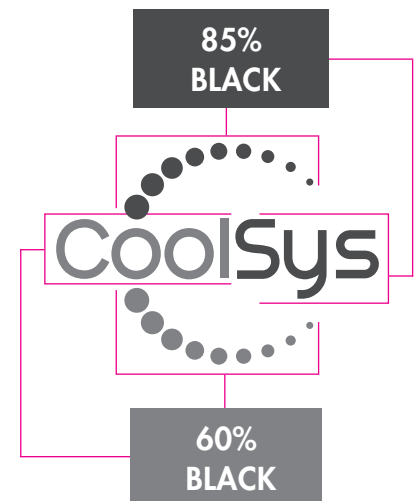


Exhibit 1.15



COLOR TINTS

Select secondary color tints of 20% and 50% may be used for graphics, charts, graphs and tables. Options are as follows:

COLOR STANDARDS FOR TABLES

Table backgrounds/fills use the secondary color palette or white. A 20% or 50% tint of any accent color may also be used, as long as it is used consistently.

When combining layered objects and/or backgrounds:

- Provide sufficient contrast for the clear viewing of ALL elements
- Color combinations compliment and present a cohesive image
- Table colors are consistent throughout design

COLOR STANDARDS FOR GRAPHS AND CHARTS

Charts and graphs often require the use of multiple colors. Therefore, the secondary color palette is used. However, as with tables, the use of color should be consistent throughout the design. Colors selected must display appropriate contrast for readability.

Where necessary, 20% tints of selected secondary colors are used.

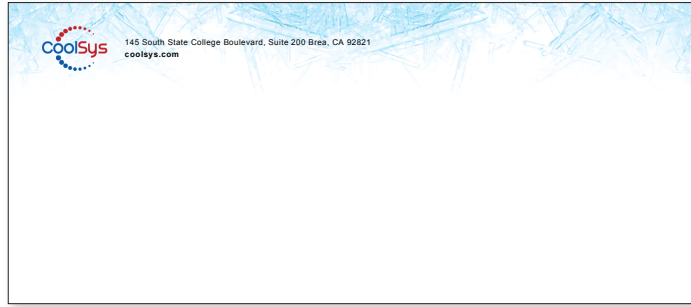
100%	PMS 7455 C	PMS 200 C
50%	PMS 7455 C	PMS 200 C
20%	PMS 7455 C	PMS 200 C

100%	A	B
20%	1	1
20%	2	2

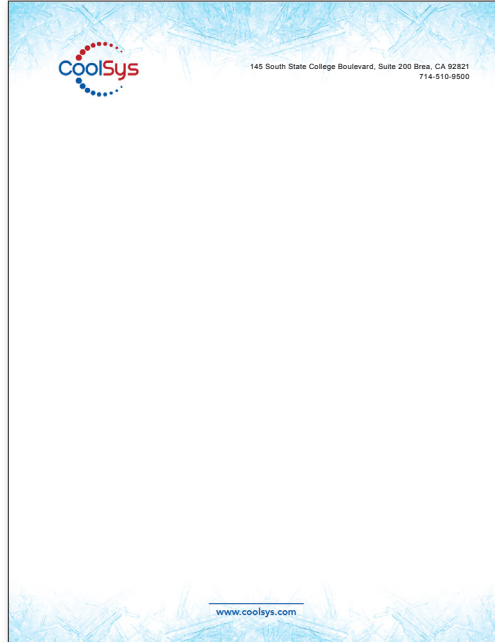
TEMPLATE STANDARDS

Templates provide standard brand layouts for assorted business initiatives across Coolsys. They are leveraged to preserve brand delivery across numerous communication channels.

ENVELOPE



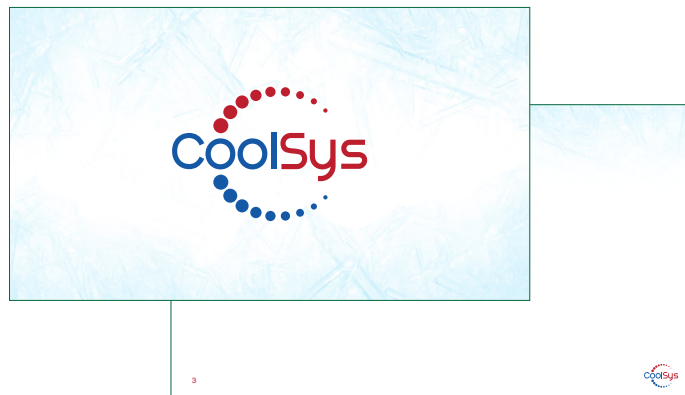
LETTERHEAD



BUSINESS CARD



POWERPOINT



EMAIL SIGNATURE





145 SOUTH STATE COLLEGE BOULEVARD, SUITE 200 | BREA, CA 92821
COOLSYS.COM