

# Aire-Flo™ STANDARDS MANUAL

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## **Foreword**

The purpose of the Standards Manual is to provide employees, dealers, suppliers and agents with a comprehensive guide to the proper and legal use of the Aire-Flo logo and trademark. These standards apply to all uses of the Aire-Flo trademark and logo.

The proper use of trademarks and logos have tremendous value to the merchandisability and image of the brand. Therefore, it is mandatory the guidelines in this document be strictly enforced.

We recognize the importance of trademark protection. The consistent, correct use of trademarks not only protects the rights to their use, but also contributes to our strength and recognition in the marketplace.

Any existing materials in violation of these standards must be corrected or destroyed as soon as possible.

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## *DEALER USE OF TRADEMARKS*

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### **Dealer Use of Aire-Flo Trademarks**

All dealers are encouraged to use the Aire-Flo trademark on signage, displays, promotional literature, advertising, and other materials.

The rules in this manual apply to both U.S. and Canadian dealers.

### **Word Use of the Aire-Flo Name**

When using the word “Aire-Flo” in copy as opposed to using a logo, the proper use will have a upper case “A” and “F” with a hyphen between “Aire” and “Flo.”

Example:

Aire-Flo™ air conditioner

### **Proper Description of the**

### **Aire-Flo™ brand Name**

When promoting or advertising Aire-Flo products, references or inferences cannot be made that Aire-Flo product is built or manufactured by Lennox Industries Inc.

**Correct:** We sell the Aire-Flo™ furnace.

**Incorrect:** We sell the Lennox Aire-Flo™ furnace.

**Incorrect:** We sell the Aire-Flo™ furnace by Lennox.

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## ***TRADEMARK TERMINOLOGY***

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### **Trademark Terminology**

A trademark is a word, name, symbol or device or any combination of these attached to products, services or merchandise to identify the goods or services and distinguish them from those of others.

### **Rules For Proper Trademark Usage**

A trademark must always be used and identified as a trademark. Since a trademark identifies a particular brand of some product or service offered by a company, it is not the name of the product itself. The public must recognize a trademark for what it is—a brand name. It is relatively easy to protect and care for trademarks if you follow these simple rules on all business documents, advertising literature, displays, packaging, labels and correspondence.

#### **Grammatical Usage**

1. A trademark is always used as an adjective, never as a noun or verb. This means the trademark name cannot be used as a stand alone word.

Using a trademark as a noun weakens the trademark and threatens to make it become generic, which result in losing its rights to the

trademark. Always use the generic description of the product or service in association with the trademark name.

2. Since trademarks are not nouns, they should not be used in the plural form. Instead, pluralize the generic product/service name that the trademark describes.
3. Trademarks should never be used in the possessive form.
4. As a minimum requirement, the trademark symbol (® or TM) should follow the mark at least once in each piece of printed material and, preferably, the first time the trademark appears both in the headline and the text.
5. Never embellish or make additions to a trademark or change the spelling, insert or delete hyphens, make one word into two words or combine two words into one. Mutilation of a trademark is absolutely prohibited. To do so risks dilution of the strength of a trademark name and may result in loss of the trademark.

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## LOGO SPECIFICATION

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### Logo Specifications

#### The Logo

A logo is a specific graphic treatment of the trademark. The Aire-Flo logo must be used in the manner specified. In this way, no matter who uses the logo, it will instantly be recognizable as the identifying symbol of the Aire-Flo product. The logo in its entirety includes the following elements: the letters spelling out Aire-Flo with the ™ symbol, the rectangular shape and border, and the rules underneath. The logo must not be altered in any way.



**Aire-Flo Heating and Cooling and/or its advertising agency are the only approved sources for electronic files and materials. All advertising material and promotional items using the Aire-Flo logo must be produced with materials provided by these sources.**

#### Color

The only acceptable colors when reproducing the Aire-Flo logo is black or shades of black depending on whether the greyscale or line art version is used. No other colors are acceptable.

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