



Style Guidelines

Updated May 2024

Table of Contents

About Reznor 3

 Our Company’s History..... 3

Reznor’s Roadmap..... 3

 The Mission..... 3

 The Culture 3

Main Branding Guidelines 3

 Style Rules and Regulations..... 3

Our Company and Product Logos 4

 Brand Logo Treatment 4

 Print Formats 5

 Print Formats continued 6

 Print Formats continued 7

 Print Formats continued 8

Registration Marks 9

Reznor Marketing Department:10

About Reznor

Our Company's History

Reznor HVAC has 130 years' experience manufacturing a wide range of industry-leading industrial and commercial HVAC products. Reznor built its reputation by providing reliable, high-quality heating, ventilation, and cooling systems. The company's mission is to enhance comfort, well-being and productivity in buildings and homes with world-class products. Whether it is a distribution center, manufacturing facility, or workshop, Reznor delivers unmatched comfort and energy savings for any application.

Reznor's Roadmap

The Mission

Enhance comfort, well-being and productivity in buildings and homes with innovative heating solutions.

The Culture

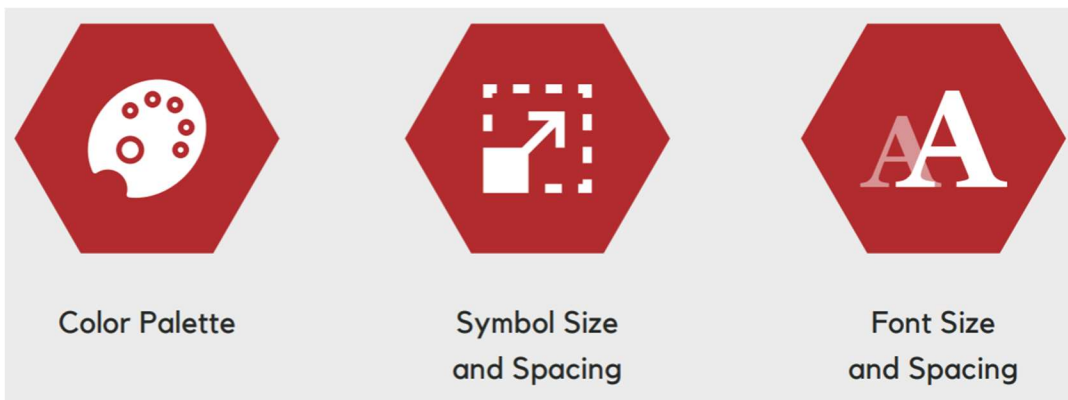
Creating an **Entrepreneurial** safe haven in an environment of **Trust** where leaders with a **Bias for Action** can thrive.

Main Branding Guidelines

Style Rules and Regulations

Reminders for Our Brand

Don't Forget



Our Company and Product Logos

Brand Logo Treatment

Whenever possible, the Reznor logo is to be displayed in the approved maroon color as shown here, printed on a white background. Using the maroon logo on a color background is allowed, but special attention should be paid to the color contrast.

The logo can also be printed in black or white.

Reznor Maroon
PMS: 201

C: 25%
M: 100%
Y: 75%
K: 20%

R: 159
G: 28
B: 55

REZNOR®

Reznor
Black & White

REZNOR®
REZNOR®

Huracan Maroon
PMS: 201

C: 25%
M: 100%
Y: 75%
K: 20%

 **Huracān™**

Huracan

Black & White

 **Huracān™**

 **Huracān™**



Allies In Comfort (English and Spanish) Maroon
PMS: 201, C: 25% M: 100% Y: 75% K: 20%



Allies In Comfort (English and Spanish) Black & White

Print Formats

- A. Corporate and Brand Logo In Print
 - 1. Printed Promotional or Technical Material
 - a. Size

Brand Name

There is no designated maximum size for the brand name logo; however, the design should avoid making the logo too large so that it detracts from the message of the sales piece.
 - b. Location

Brand Name

The brand name logo will appear prominently on any printed sales material.

There are no restrictions on the number of times the brand name logo may appear throughout the interior of the printed material.



REZNOR

UNIT HEATERS

APPLICATIONS
Space Heating

- » WAREHOUSES
- » FACTORIES
- » GREENHOUSES
- » COMMERCIAL
- » INDUSTRIAL
- » GYMNASIUMS
- » RESIDENTIAL GARAGES



Capacities	
	30 - 1,200 MBH
	380 - 16,750 CFM
	2 - 60 KW
	13 - 350 MBH

www.RezSpec.com/UH

By Design...

Aesthetically Pleasing

One of the great things about Reznor unit heaters is that they can be installed anywhere that you need affordable, reliable space heating.

These heaters are robust enough for traditional installations such as warehouses and factories. They are also stylish enough to be installed in retail stores, meeting halls, or other public places.



Energy Efficient

Model UEAS cuts heating bill by 24%!

At a test site in a Michigan warehouse, two older unit heaters were replaced with new Model UEAS, 90%+ efficient units. In the spring, the owners reviewed their heating bills from the previous two winters. After comparing the total amount of natural gas used and the weather data (degree days), they calculated that their heating bill was reduced by 23.8%.



Versatile

Reznor unit heaters are sturdy enough to handle the rigors of demanding commercial/industrial applications, so you'll have no worries applying this to a residential garage or workshop.

- ▶ Maintain warm, comfortable working temperature.
- ▶ Store temperature sensitive items for the winter.
- ▶ Stay comfortably warm from home to car.



For complete catalog information including submittals, energy calculations, dimension drawings, and more go to www.RezSpec.com or call 800-695-1901.

Note: In keeping with our policy of continuous product improvement, we reserve the right to alter, at any time, the design, construction, dimensions, supply list, or equipment information shown here.

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Examples of printed promotional material

Print Formats continued

- A. Corporate and Brand Logo In Print
 - 1. Printed Promotional or Technical Material

REZNOR

Form I-COND
Installation/Operation/Maintenance

Air Cooled Condensing Unit
Designed for Reznor Split Systems





R-410A
Refrigerant
Only

This booklet includes operation, maintenance, and service information. Before beginning any procedure, carefully review the information, paying particular attention to the warnings. All installation procedures including handling of refrigerant must be in compliance with all codes and requirements of authorities having jurisdiction.

Keep this booklet for future reference.

P/N 220746

Examples of technical printed material

FOR SERVICE OR REPAIR, FOLLOW THESE STEPS IN ORDER:

FIRST: Contact the installer.

Name _____

Address _____

Phone _____

SECOND: Contact the nearest distributor (See telephone Yellow Pages.) If no listing, contact Authorized Factory Representative, 1-800-695-1901 (Press 1).

THIRD: Contact: REZNOR®
150 McKinley Avenue
Mercer, PA 16137
Phone: (724) 662-4400

Model No. _____

Unit Serial No. _____

Date of Installation _____



(800) 695-1901
www.RezSpec.com
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9/06 Form I-COND

Page 44

Great Combinations #289 Peanut Butter and Jelly

Another Great Combination...

Introducing a NEW innovation for building ventilation. The Z.62e series integrates an energy recovery device into a modulating heat pump system in one rooftop packaged unit. This unique hybrid provides:

- True demand based controls
- Low operational cost - 17 EER
- Proven technology
- Plug-and-play ventilation

To schedule your FREE
"Lunch-and-Learn,"
contact us today at:

www.RezSpec.com/289
or call 800-695-1901, ext. 1

REZNOR®

02011

Print Formats continued

A. Corporate and Brand Logo in Print

3. Premium and Promotional Items

Brand name logo should always be prominently featured on any and all premium or promotional items such as hats, shirts, pens, banners, etc.

Logos should not be disproportionately stretched or reduced, nor should they be curved or altered in any other way for printing/embroidery.



Registration Marks

Reznor is registered in the following countries:

Australia	Germany	Russia
Austria	Greece	Slovak Republic
Benelux	Hungary	Slovenia
Canada	Ireland	South Africa
Chile	Italy	Spain
China (PRC)	Japan	Sweden
Croatia	Korea	Switzerland
CTM	Macedonia	Turkey
Czech Republic	Mexico	United Kingdom
Denmark	New Zealand	U.S.A.
Finland	Norway	Yugoslavia
France	Poland	

For all print media the following statement must accompany the Reznor logo:

Reznor® is a registered trademark.

The location for this statement is preferred near the bottom left or bottom right hand of the ad or page.

Reznor Marketing Department:

Please direct questions regarding Reznor's Style Guidelines to:

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