

# BRAND GUIDELINES



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# ABOUT MAINLINE®

## BRAND

### BRAND STORY

Mainline® HVAC, established in 2017, has been dedicated to delivering top-notch heating and air conditioning solutions since its inception. Our journey began with a simple mission: to create environments where comfort meets efficiency. Our commitment to excellence and innovation drives us to continually exceed expectations. At Mainline® HVAC, we believe in more than just regulating temperatures; we believe in enhancing lives.

### BRAND POSITIONING

Mainline® HVAC offers solutions tailored to the unique needs of our customers. Our trademarked tagline, “Reliably Comfortable,” encapsulates our promise to deliver unparalleled comfort and reliability. With a focus on providing systems with “Cool Features and Hot Technology,” we ensure that our clients experience the perfect balance of innovation and comfort. At Mainline® HVAC, “Reliability is in the Air,” and we are dedicated to keeping you in control of your home’s comfort.

### BRAND PROMISE

At Mainline® HVAC, we promise to deliver high-quality heating and cooling systems that empower you to take control of your home’s comfort. With our trademarked tagline, we pledge to provide solutions that offer peace of mind and that are “Reliably Comfortable.” Our commitment to excellence means that every interaction with our brand is characterized by transparency, professionalism, and exceptional service. So, relax and enjoy that just-right feeling with Mainline® HVAC.

### BRAND PERSONALITY

Mainline® HVAC embodies a personality characterized by expertise, reliability, and warmth. We are knowledgeable professionals who are passionate about what we do, and it shows in every interaction with our customers. Our brand exudes confidence and competence while maintaining a friendly and down-to-earth demeanor that resonates with customers from all walks of life. With Mainline HVAC, expect nothing less than exceptional service and results that stand the test of time.

# THE TRADEMARK

Consistent use enables us to deliver a strong, instantly recognizable brand. By following these standards, we will achieve a common look and feel in everything that bears our trademark. Each impression of the trademark will reinforce all the others, making it stronger each time it is seen.

## TRADEMARK USAGE

The following are acceptable ways of reproducing the Mainline® HVAC trademark:



## ONE COLOR

The Mainline® HVAC trademark may also appear in black when color printing is not feasible.



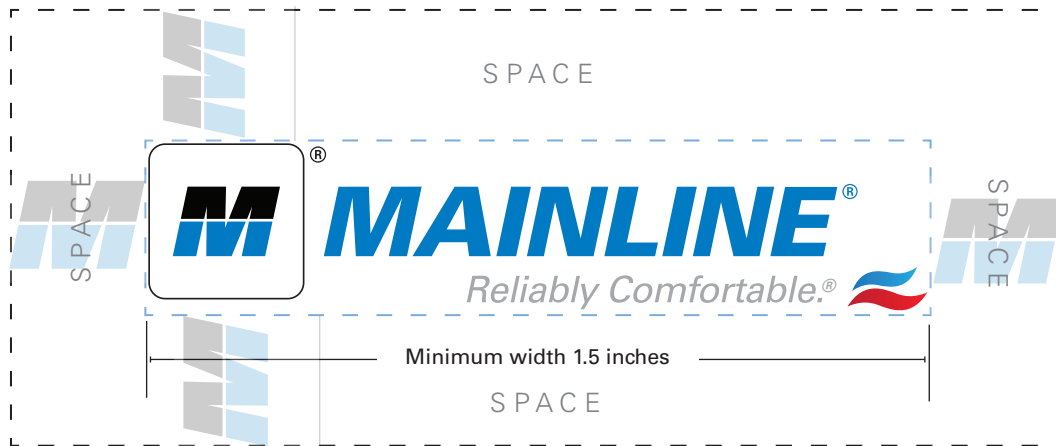
## REVERSED

The Mainline® HVAC trademark may also be used in this option as a reverse out of black. However, this option should only be used for instances where the color or black Mainline® HVAC trademark is not practical.



# CLEAR SPACE

In all applications, the clear space around the brand should equal the width of the letter “M” in the brand. Any background inside this clear space should be even, unpatterned, and free from typography or any other graphic elements. If the brand is used directly on a photographic image, the clear space area must still provide for good contrast between background and brand and be even in tone and pattern-free. To achieve maximum impact in every graphic environment, the minimum clear space must be maintained. The minimum width that the logo may be reproduced is 1.5 inches.



# INCORRECT USAGE



Don't distort the brand. Don't combine the brand with any other graphic elements. Maintain® HVAC Proper height/width ratio.



Don't add unauthorized text to the brand, including clear space.



Don't reproduce the brand in any color other than those approved.



Don't tile the logo to create a pattern.



Don't change position of elements in the brand.



Don't change the typeface of the brand.



Don't add glows, gradients, bevels or other effects to the brand.



# COLOR SPECIFICATIONS

## THE OFFICIAL COLORS FOR MAINLINE® HVAC ARE BLUE, BLACK AND RED.

For best reproduction of these colors, please specify spot color ink whenever possible. If printing with Pantone® inks is not possible or economically practical, the table below lists acceptable alternatives for four-color process printing as well as output for web and video. Please do not use any colors other than those listed below without prior approval from the Marketing Department.

## MAINLINE HVAC

### SPOT COLOR PRINTING

Blue, Coated Paper Pantone 300 C

### PROCESS COLOR PRINTING

Blue C=100, M=56, Y=0, K=3

HEX (WEB) ##0097c1

### SPOT COLOR PRINTING

Red, Coated Paper Pantone 293 C

### PROCESS COLOR PRINTING

Blue C=100, M=76, Y=0, K=9

HEX (WEB) #0038e8

### SPOT COLOR PRINTING

Coated Paper Pantone Process Black C

### PROCESS COLOR PRINTING

C=0, M=0, Y=0, K=100

PMS 300

100% BLACK

PMS 293

PMS 185

40% BLACK



SECONDARY COLORS  
FOR OTHER  
MEDIA USAGE ONLY

# FONT USAGE

The primary font to be used for Mainline®—including packaging—is Univers, suitable for most typographic needs, from signage to body copy. It is a modern sans-serif typeface available in a variety of weights and sizes, including condensed and expanded versions. Here are basic guidelines for the use of Univers relating to the Mainline® brand.

**HEADLINE (Univers Bold)** This font is best utilized in a headline or a title. Univers bold is used for the product number on packaging labels.

**BODY COPY (Univers Roman)** This font is best utilized in the body of a paragraph. A bold and/or all caps treatment can be used for emphasis. It is also used as the primary font for packaging labels.

**SUBHEAD (Univers Light)** This font is best utilized for further description of the headline. It should be smaller in relationship to the headline font.

## Univers Bold and Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz,:!()?}=+&#\$\$@%"  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz,:!()?}=+&#\$\$@%"

## Univers Roman and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz,:!()?}=+&#\$\$@%"  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz,:!()?}=+&#\$\$@%"

## Univers Light and Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz,:!()?}=+&#\$\$@%"  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz,:!()?}=+&#\$\$@%"

## SAMPLE COPY BLOCK SET IN UNIVERS (10pt type on 14pt spacing)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



# IMAGERY, VOICE & TONE

**IMAGERY:** Our imagery showcases the impact of our HVAC solutions on people's lives, portraying scenes of comfort, relaxation, and productivity. Whether it's a cozy home environment or a bustling commercial space, our visuals capture the essence of what Mainline® HVAC stands for: enhancing environments for better living and working.

**VOICE AND TONE:** Our brand voice is professional, knowledgeable, and approachable. We communicate with clarity and confidence, offering expert advice and guidance in a friendly and personable manner. Whether in written content or verbal communication, our tone remains consistent, reflecting our commitment to excellence and customer satisfaction.

**CONCLUSION:** At Mainline® HVAC, we are dedicated to providing high-quality heating and cooling systems that keep you in total control of your home's comfort. With our trademarked tagline, "Reliably Comfortable," and our commitment to innovation and excellence, we ensure that our customers experience the perfect balance of comfort and reliability. So, relax and enjoy that just-right feeling with Mainline® HVAC.



# OTHER APPLICATIONS

## THE TRADEMARK USAGE

The following are additional acceptable ways of reproducing the Mainline® HVAC trademark: [NOTE: Please add the ® symbol after the M logo throughout.]



## COLOR CHART



# OTHER APPLICATIONS

## THE TRADEMARK USAGE

The following are additional acceptable ways of reproducing the Mainline® HVAC trademark: *[NOTE: Please add the ® symbol after the M logo throughout.]*



## COLOR CHART

100% - BLACK

30% - BLACK

PMS - 300

# PREFERRED PRO

## APPLICATIONS



# PERFORMANCE

## APPLICATIONS



# TRADEMARK AND BRAND

The Mainline® trademarks and logos are protected by a variety of registrations with the U.S. Patent and Trademark Office and have been used consistently at common law. These and all artwork or logotypes are the exclusive property of Hajoca Corporation and must be used and displayed as shown in these Brand Guidelines unless otherwise stated in writing from the Marketing Manager or Director of Private Label Brands. In other words, they must appear with any ownership symbols exactly as received, and no additional symbols are to appear in connection with them. If the Brand Guidelines indicates the artwork or logotype is the subject of a U.S. trademark registration certificate, it should always appear with the ® symbol. The ® symbol are placed on the upper right of the last letter of the trademark or symbol and in a size that is approximately one-third the size of the largest letter or element in the trademark (but never so small that it can't be read).

An attribution statement must be placed at the bottom of any advertisement or poster that clearly identifies trademarks or design marks of Hajoca Corporation. This might read as follows: "Mainline® is a registered trademark of Hajoca Corporation."

If you have any questions concerning correct trademark usage, please contact Jenny Haget, Mainline Marketing Manager at [jenny.haget@hajoca.com](mailto:jenny.haget@hajoca.com) for further guidance.

Hajoca Corporation maintains its right to regulate use of trademarks and constrain it whenever it, in its sole discretion, deems it necessary to do so.