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## **Branding and Style Manual**



# Bradford White® Water Heaters Branding & Style Manual

This manual defines most aspects of internal and external usage for the Bradford White® Water Heaters logo and secondary logos. We respectfully ask that companies or persons representing the Bradford White® Family of Companies comply with all guidelines defined by this manual.

While we have attempted to be as thorough as possible in preparing this manual, we do recognize that some exceptions may be required to support certain needs in the field. All questions or proposals regarding utilization of Bradford White® assets not defined by this manual can be directed to: **[bwc.marketing@bradfordwhite.com](mailto:bwc.marketing@bradfordwhite.com)**.

*NOTE: Improper use of the Bradford White® name and logo or the names and logos of any Bradford White® subsidiary or brand, including any content or images, without written consent from Bradford White® Corporation is strictly prohibited and violators will be prosecuted to the fullest extent which the law allows.*

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## Primary Company Logo Formats

The following is the only acceptable format for the Bradford White® Water Heaters logo. In addition to the specified colors, the Bradford White® Water Heaters logo may be used in all black, all white (reversed out) or gray scale.



# Primary Company Logo Formats



Pantone 540 Breakdown



## Bradford Blue

#044674 / Pantone 540

<b>H</b> 210	<b>C</b> 100	<b>R</b> 0
<b>S</b> 100	<b>M</b> 77	<b>G</b> 51
<b>B</b> 40	<b>Y</b> 38	<b>B</b> 102
	<b>K</b> 56	



## Bradford Blue 60%

#6685a3 / Pantone 540 - 60%

<b>H</b> 210	<b>C</b> 65	<b>R</b> 102
<b>S</b> 37	<b>M</b> 41	<b>G</b> 133
<b>B</b> 64	<b>Y</b> 23	<b>B</b> 163
	<b>K</b> 1	



## Bradford Blue 30%

#b2c1d1 / Pantone 540 - 30%

<b>H</b> 211	<b>C</b> 30	<b>R</b> 178
<b>S</b> 15	<b>M</b> 17	<b>G</b> 193
<b>B</b> 82	<b>Y</b> 11	<b>B</b> 209
	<b>K</b> 0	

# Primary Company Logo

## Usage Rules

- The Bradford White® Water Heaters logo and its related product logos must be in their authorized versions only.
- Authorized versions are available in high resolution .eps files and as such, can be used for signage, printing, and any large format needs.
- As an .eps file, you will need to use Photoshop or similar type program to access it and manipulate it, and save it as a .tif for use in graphics programs.
- For internet use or on-screen use such as email, etc. this same image file can be used, again using Photoshop or similar program and then saving it as a .gif or .jpg file.
- For offset printing or any off-line use, you must use a minimum 300 DPI (dots per inch) version or “High-res” version.
- Using a low-res version in printing is not permitted or acceptable. Low-res images are strictly used for online applications.



**Quiet area should be equal to height of one “wave”  
on all four sides of the logo when it stands alone and is not  
juxtaposed to a secondary logo.**

# Primary Company Logo

## Usage Rules

- The proportion of the logo is crucial to maintain the proper image and reflect the true logo design.
- Squeezing the logo to fit in an available space is unacceptable and an incorrect use of the logo.
- The text or logotype, together with the “wave” symbol, and the tagline “WATER HEATERS” constitute the logo of Bradford White® Water Heaters.
- The logo is a key element of the Bradford White® brand. Only authorized logos of Bradford White® (plus trademarks and registered marks) may be used.
- The three elements of the logo should always appear as a unit and the elements should remain in their respective place.

### For all permitted uses of our trademarks, **YOU MAY NOT:**

- Alter our logos in any way.
- Make our logo the most distinctive or prominent feature on your website, printed material or other content.
- Use our logos in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person.
- Use our logos on websites or other places containing content associated with hate speech, pornography, gambling or illegal activities.
- Use our logos to, or in connection with, content that disparages us or sullies our reputation.

### Do not distort elements



### Do not re-design elements



### Do not delete elements



### Do not move elements



## Primary Company Logo Special Use

There will be instances where a “stacked” version of the Bradford White® Water Heater logo will appear in marketing materials when the allotted space diminishes the impact of the standard primary logo. If you have a marketing or communications application where you desire to use the stacked logo, please email [bwc.marketing@bradfordwhite.com](mailto:bwc.marketing@bradfordwhite.com). This logo is for limited situations and must be approved before use.





# Design Guidelines

## Color Scheme

Use these colors to stay consistent with the Bradford White® Water Heaters brand.

### Bradford White® Colors



#### Bradford Blue

#044674 / Pantone 540

<b>H</b> 210	<b>C</b> 100	<b>R</b> 0
<b>S</b> 100	<b>M</b> 77	<b>G</b> 51
<b>B</b> 40	<b>Y</b> 38	<b>B</b> 102
	<b>K</b> 56	



#### Bradford Blue 60%

#6685a3 / Pantone 540 - 60%

<b>H</b> 210	<b>C</b> 65	<b>R</b> 102
<b>S</b> 37	<b>M</b> 41	<b>G</b> 133
<b>B</b> 64	<b>Y</b> 23	<b>B</b> 163
	<b>K</b> 1	



#### Bradford Blue 30%

#b2c1d1 / Pantone 540 - 30%

<b>H</b> 211	<b>C</b> 30	<b>R</b> 178
<b>S</b> 15	<b>M</b> 17	<b>G</b> 193
<b>B</b> 82	<b>Y</b> 11	<b>B</b> 209
	<b>K</b> 0	

### Support Colors



#### Support Grey 50

#939598 / Process Black

<b>H</b> 214	<b>C</b> 0	<b>R</b> 147
<b>S</b> 3	<b>M</b> 0	<b>G</b> 149
<b>B</b> 60	<b>Y</b> 0	<b>B</b> 152
	<b>K</b> 50	



#### Support Grey 25

#c7c8ca / Process Black

<b>H</b> 199	<b>C</b> 0	<b>R</b> 199
<b>S</b> 200	<b>M</b> 0	<b>G</b> 200
<b>B</b> 202	<b>Y</b> 0	<b>B</b> 202
	<b>K</b> 25	



#### Support Med Blue

#0072bc / Process Mix

<b>H</b> 204	<b>C</b> 100	<b>R</b> 0
<b>S</b> 100	<b>M</b> 50	<b>G</b> 114
<b>B</b> 74	<b>Y</b> 0	<b>B</b> 188
	<b>K</b> 0	



#### Support Light Blue

#c7eafb / Process Cyan

<b>H</b> 200	<b>C</b> 20	<b>R</b> 199
<b>S</b> 21	<b>M</b> 0	<b>G</b> 234
<b>B</b> 99	<b>Y</b> 0	<b>B</b> 251
	<b>K</b> 0	

## Design Guidelines

### Typography

This is the current advertising typography or font(s) used for Bradford White® Water Heaters until otherwise communicated.

## Bradford White Type Face 1

### Helvetica Neue Type Family

Main Heads and Sub-Heads can be Pantone (PMS) 540 or similar break down, black, or reversed to white depending on the background.

Body Text should be black.

Bullet Text when used as a call to action can be PMS 540, similar or black.

Bullet Points can be PMS 540, similar or black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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Main Heads - Helvetica Neue Bold Extended

**Bradford White Commercial Gas Water Heaters**

Sub-Heads - Helvetica Neue Bold Extended

**Bradford White Commercial Gas Water Heaters**

# Design Guidelines

## Typography

### Bradford White Type Face 1

(continued)

#### Helvetica Neue Type Family

Body Text - Helvetica Neue 55 Roman  
Bradford White Commercial Gas Water Heaters

*Body Text - Helvetica Neue 56 Roman Italic*  
*Bradford White Commercial Gas Water Heaters*

**Body Text - Helvetica Neue 75 Bold**  
**Bradford White Commercial Gas Water Heaters**

*Body Text - Helvetica Neue 76 Bold Italic*  
*Bradford White Commercial Gas Water Heaters*  
(8-10 points, should not go over 14 points)

**Bullet Text/Bullet Points - Helvetica Neue 75 Bold**  
**Bradford White Commercial Gas Water Heaters**  
( • )

(8-10 points, should not go over 14 points)

Chart and Table Text - Helvetica Neue 57 Condensed  
Bradford White Commercial Gas Water Heaters

**Chart and Table Text - Helvetica Neue 77 Bold Condensed**  
**Bradford White Commercial Gas Water Heaters**

# Design Guidelines

## Typography

### Bradford White Type Face 2

#### Gotham Type Family

Main Heads and Sub-heads can be Pantone (PMS) 540 or similar break down, black, or reversed to white depending on the background.

Body Text should be black.

Bullet Text when used as a call to action can be PMS 540, similar or black.

Bullet Points can be PMS 540, similar or black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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#### Main Heads - Gotham Bold/Black

**Bradford White Commercial Gas Water Heaters**  
**Bradford White Commercial Gas Water Heaters**

#### Sub-Heads - Gotham Bold/Medium

**Bradford White Commercial Gas Water Heaters**  
**Bradford White Commercial Gas Water Heaters**

***NOTE:** Other fonts may be used for the Main heads as long as they enhance the look and feel of the piece.*

# Design Guidelines

## Typography

### Bradford White Type Face 2

(continued)

#### Gotham Type Family

Body Text - Gotham Book/Light

Bradford White Commercial Gas Water Heaters

Bradford White Commercial Gas Water Heaters

*Body Text - Gotham Book italic/Light Italic*

*Bradford White Commercial Gas Water Heaters*

*Bradford White Commercial Gas Water Heaters*

#### Body Text - Gotham Bold/Medium

**Bradford White Commercial Gas Water Heaters**

**Bradford White Commercial Gas Water Heaters**

*Body Text - Gotham Bold/Medium Italic*

***Bradford White Commercial Gas Water Heaters***

***Bradford White Commercial Gas Water Heaters***

(10 points, should not go over 12 points)

(Preferred letter tracking at -30)

#### Body Text/Bullet Points - Gotham Bold

**Bradford White Commercial Gas Water Heaters**

( • )

(10 points, should not go over 12 points)

(Preferred letter tracking at -30)

Chart and Table Text - Gotham Book Condensed

Bradford White Commercial Gas Water Heaters

Chart and Table Text - Gotham Bold Condensed

**Bradford White Commercial Gas Water Heaters**

## Secondary Logos and Taglines

### Boilers & Water Heaters Logos

The marks shown below are used by Bradford White® Water Heaters in special circumstances when promoting boilers or boilers and volume water heaters. Bradford White® Water Heaters will remain as the selling entity (company name), but these logo options allow customers to better appreciate the full offerings of the company.

If you have a marketing or communications application where you desire to use either of these logos, please email [bwc.marketing@bradfordwhite.com](mailto:bwc.marketing@bradfordwhite.com). This logo is for limited situations and must be approved before use.

#### Boilers & Water Heaters Logo

For use on boiler or boiler and volume water heater ads and literature only.



#### Boilers Logo

For use on boiler only ads and literature as well as promotional material such as shirts and hats.



## Secondary Logos and Taglines

### Built to be the Best®

Built to be the Best® is a mark that is representative of the Bradford White® Family of Companies. The mark may be used as a primary or secondary element in marketing communications as a standalone item or directly linked in a graphically compatible manner to a subsidiary logo.

Standalone:

**Built to be the Best®**

Built to be the Best®

Built to be the Best®

Linked to a subsidiary logo:



## Secondary Logos and Taglines

### For The Pro®

For The Pro® is a mark that is used by Bradford White® Water Heaters to reinforce the company's commitment to the professional contractor. It is used in marketing communications and is a reference to a number of benefits and services that Bradford White® Water Heaters makes available to its valued customers in the United States and Canada. Bradford White® professionals are encouraged to register for the exclusive For The Pro® information portal at [www.bradfordwhite.com/fortheopro](http://www.bradfordwhite.com/fortheopro).

For The Pro® graphics will generally be used as a primary and secondary element in Bradford White® Water Heaters advertising. In copy, it may appear as For The Pro® or FOR THE PRO®.



**FOR THE PRO**®



**FOR THE PRO**®



**FOR THE PRO**®



## Secondary Logos and Taglines

### Bradford White is American Strong™

Bradford White is American Strong™ is a mark that is representative of the Bradford White® Family of Companies. This mark is to be used within the US market only. Do not use this mark outside of the US market. Please visit [bradfordwhitecorporation.com/americanstrong](http://bradfordwhitecorporation.com/americanstrong) for details.

Bradford White is American Strong™ mark must always be used with the following lead in when presented as a graphic in marketing communication material or on products and product packaging. In the following examples, American Strong™ will always be preceded by:

**Bradford White is American Strong™** (Bradford White® Corporation and Bradford White® Water Heaters)

Use of Bradford White is American Strong™ mark, in all advertising, requires use of the following disclaimer(s):

Long version (web only) - *Bradford White is an American company with its manufacturing facilities located in the United States of America. Products made by Bradford White are manufactured in the United States using the finest raw materials and components from around the world to deliver the highest quality and value to our customers.*

Short version (ads, spec sheets, banners, etc.) - *Products made by Bradford White are manufactured in the United States using the finest raw materials and components from around the world.*

— BRADFORD WHITE IS —

**AMERICAN  
STRONG™**

— BRADFORD WHITE IS —

**AMERICAN  
STRONG™**

— BRADFORD WHITE IS —

**AMERICAN  
STRONG™**

## Secondary Logos and Taglines

### How you heat your water matters®

How you heat your water matters® is a mark that is representative of the Bradford White® Family of Companies. The mark may be used as a primary or secondary element in marketing communications as a standalone item.

How you heat your water matters®

How you heat your water matters®

How you heat your water matters®

## Resources for Logos

If you need to obtain a logo file for any purpose, please submit your request via email to the Bradford White Marketing team at [bwc.marketing@bradfordwhite.com](mailto:bwc.marketing@bradfordwhite.com). In your email request, please indicate the intended use of the logo and specify the file format needed.