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GLOBAL BRAND MARKETING
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BRAND GUIDELINES

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1

BRAND OVERVIEW

1.1

Brand Overview

INTRODUCTION

This document is your guide to all things YORK®. It provides insight into the YORK brand's guiding principles and personality as well as specific instructions on how to communicate those principles and that personality to customers and affiliates. These guidelines are for employees; they should never be shared with customers.

No individuals should speak directly with media regarding Johnson Controls trademarked products and brands without prior approval from the Johnson Controls Public Relations team.

For assistance, contact the Building Efficiency Global Brand Team at BrandGuidelines@jci.com.

1.2

Brand Overview

ARTWORK APPROVAL PROCESS

The Brand Marketing site on my.jci.com has logos, templates and graphic elements to help you bring the YORK® brand to life. To download JPG/PNG or art/design files, visit the Brand Marketing site on my.jci.com – see the BE Brand Books and Templates, BE Brand Logos and Asset Library pages.

Under no circumstances should artwork be created or modified locally.

If you have an application that is not outlined in this document, contact your local Marketing or Communications leader or the Global Brand Team at BrandGuidelines@jci.com.

If you have any questions about the information in this book or the YORK brand in general, please contact:

Tricia Kuse

Director, Brand Strategy, Building Efficiency
tricia.kuse@jci.com

1.3

Brand Overview

BRAND DEFINITION

Brand Pillars:

Performance Innovation, Professional Grade and Universal Confidence.

Brand Personality:

Efficient, Genuine, Progressive and Tenacious

Brand Vision Statement:

YORK® High-performance environments for life.

Brand Story:

When the plans are approved for a revitalized city center, when a university gets a grant that will double its campus, when homeowners trust their contractor or designer with a big decision. These moments – and countless others – are when doing things right the first time means a lifetime of things working right.

So we start by listening. We apply a deep understanding earned over generations and from around the world and designed for the way life really works to create the equipment that is going to be right for the experts we partner with and the environments YORK products and services work for.

Because with every building decision comes the opportunity to create an environment that's more efficient, more intelligent and more connected – an environment optimized for the way we live and work.

YORK® High-performance environments for life.

1.4

Brand Overview

TONE OF VOICE

YORK® speaks with utmost confidence while always remaining approachable. Our audiences are smart and have high expectations. We relate to them as fellow experts who share our high standards of excellence. We speak as the leading authority with decades of experience. YORK is intelligent, authentic, forward-thinking and hard-working. YORK is always business-like, never gimmicky.

EXAMPLE

HEADLINE:

Why can't this space be as perfect for people as this space?

BODY COPY:

To create a building environment that's ideal for people to live and work in, you need something that's both extraordinarily innovative and exceptionally reliable. You need something that gives you confidence. So why would you install anything but YORK? **Visit YORK.com.**

1.5

Brand Overview

As a whole, the line talks directly to customers and promises what's most important to them – reliability, consistency, durability.

TAGLINE:

INSTALL CONFIDENCE

Directly from our
customer's lexicon.

The higher level value that our customers want
to deliver; says reliability and durability

CHINESE

FRENCH

PORTUGUESE

SPANISH



建信 筑心



CONSTRUISEZ AVEC CONFIANCE



CONSTRUA COM CONFIANÇA



CONSTRUJA CON CONFIANZA

1.6

Brand Overview

TRADEMARK PROTECTION

PROTECTING YOUR TRADEMARK

The following rules should guide your use of YORK® as a product brand and product logo:

- A. Use the registered symbol (®) with the name/logo.
- B. The brand/product name should be used as an adjective to describe a noun, not as a noun.
- C. Do not pluralize a singular trademark name or singularize a plural trademark name.

ISSUE	WRONG	CORRECT
Use the name as an adjective.	"We install YORK."	"We install YORK® rooftop units."
Do not pluralize a singular trademark name	"We carry YORKs."	"We carry YORK® air conditioning units."

1.6.1

Brand Overview

TRADEMARK PROTECTION CONTINUED...

USING YOUR TRADEMARK

- The registered symbol should always be included when the name is used in a headline and always with the first occurrence of the brand/product name in a document.
- Include the registered trademark symbol (®) **every time** you use your trademarked name in a website or digital collateral – this ensures that if the text is copied and pasted, the relevant registered symbol will accompany the brand/product name.
- **Every use** of the trademarked name should stand out when used in text. **YORK® should be used in all caps when used in a sentence.**

ISSUE	WRONG	CORRECT
Emphasize trademarked name in text.	"The York portfolio offers solutions to optimize your environment."	"The YORK® portfolio offers solutions to optimize your environment"

Additional information can be found on the Brand Marketing site at my.jci.com.



2

LOGOS



2.1 Logos

Logo Color Standards

Please follow these standards when using the logo and its palette under varying conditions of surrounding and printable colors.

These are the approved applications. The YORK full color logo is always preferred.

The Johnson Controls logo should be used as an endorsement only for marketing materials distributed by Johnson Controls branch offices.

Third party affiliates do NOT use the Johnson Controls endorsement for any logo application.

The font used for the logo and the tagline is the Benton Sans font.

The font for YORK marketing materials is the same as is used for Johnson Controls: Maurea or Arial.

More information can be found in **Brand Elements, section 3.**

The YORK logo can be downloaded from the Brand Marketing site on my.jci.com.

YORK® LOGO

1. PRIMARY LOGO – FULL COLOR

Color is a powerful means of visual identification. Consistent use of our full color identity will build visibility and recognition for our brand.

2. BLACK

Use this version if black is the only color available.

3. REVERSED

The signature may be reversed out of color backgrounds as long as there is sufficient contrast to ensure legibility. Do not attempt to change the color, blue or black artwork to white. It has been created to compensate for the optical thickening of the strokes that occur in all reversed art.

1.



2.



3.





2.2 Logos

YORK® LOGO

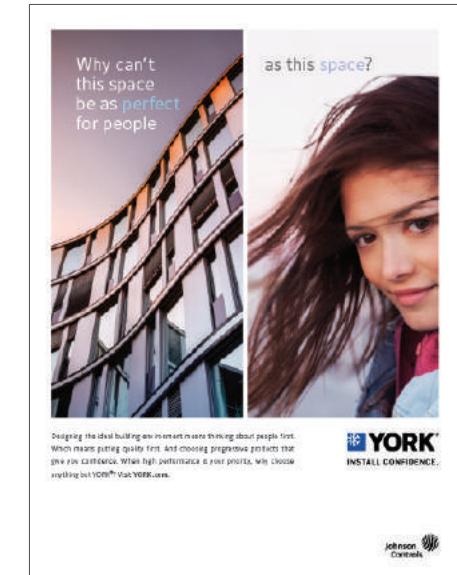
JOHNSON CONTROLS ENDORSEMENT

All YORK® and YORK® VRF collateral and communications for Johnson Controls branch offices (print and digital) need to contain a Johnson Controls endorsement for distribution through Johnson Controls branch offices. The Johnson Controls logo needs to be represented on the layout but not connected to the YORK logo. The preferred location is the bottom right corner of the layout. However, if the layout doesn't accommodate this placement, use the next best location. (Please refer to the communication examples in section 5, Communications.)

When both logos appear on the same page/screen, the YORK or YORK VRF logo should be in full color (if possible), and the Johnson Controls logo should be smaller and in Johnson Controls Black (exception: Johnson Controls logo should be in full color in Asia). The logo can also be reversed out in white if placed in a solid color block.

See the Johnson Controls logo details in the Logos section of this Brand Book.

3rd party affiliates of YORK should not use the Johnson Controls logo in any collateral/digital items or any communications materials unless their contract allows it.





2.3
Logos

These logos represent the **ONLY** authorized YORK® sub-brand logos in use. Any other logo applications should be discontinued and/or converted to one of the logos shown here.

The Johnson Controls logo should be used as an endorsement only for marketing materials distributed by Johnson Controls branch offices. Third party affiliates do NOT use the Johnson Controls endorsement for any logo application.

YORK® SUB-BRAND LOGOS



CERTIFIED COMFORT EXPERT



AUTHORIZED DISTRIBUTOR



AUTHORIZED DEALER



CERTIFIED COMFORT EXPERT



AUTHORIZED DISTRIBUTOR



AUTHORIZED DEALER



CERTIFIED COMFORT EXPERT



AUTHORIZED DISTRIBUTOR



AUTHORIZED DEALER

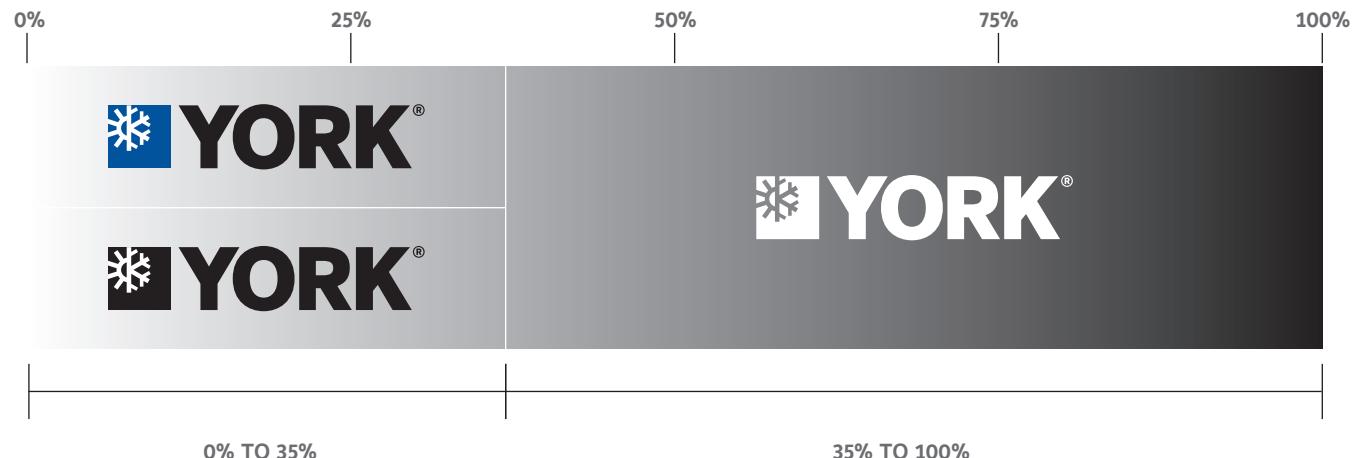
2.4
Logos

BACKGROUND CONTROL

To ensure optimum legibility and impact, select the logo version that provides maximum contrast. On an image background, never use busy and high contrast areas that interfere with the readability of our signature.

- The logo should only be used on single color backgrounds. If a dark background color is used, the reversed color logo (white) should be used to optimize legibility.
- For use on apparel, the logo should appear on a white or light-colored background whenever possible.

The logo reproduces best on the tonal values demonstrated below:





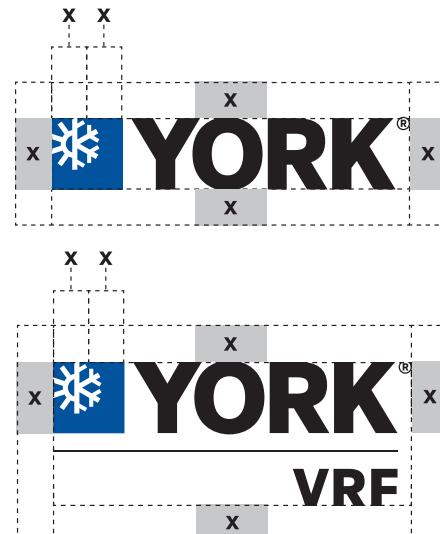
2.5 Logos

CLEAR SPACE

Clear space frames the signature, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.

The clear space indicated is the minimum amount allowed. Whenever possible, allow more than this amount of clear space.

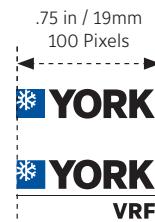
CLEAR SPACE



MINIMUM SIZE

In reproducing the YORK® signature, be conscious of its size and legibility. A signature that is too small has little or no impact.

LOGO MINIMUM SIZE





2.6 Logos

For information on how to endorse the YORK logo for Johnson Controls branch offices, go to the YORK Endorsement page in this section, number 2.2

The YORK logo with tagline can be downloaded from the Brand Marketing site on my.jci.com.

YORK® TAGLINE

The purpose of the YORK® tagline is to summarize the key brand message into a statement that's easy to say, understand and remember. Use the tagline in external marketing and sales support materials and selected internal communications materials. The tagline should be used as presented on the right, and may NOT be changed or translated without prior review and approval by the Global Brand Team. The tagline is "locked up" to the logos so they appear consistent for all applications. The tagline should be used for all external communications in the appropriate language for the audience.

YORK hardware or software labeling or packaging should NOT include the tagline.

CLEAR SPACE



CHINESE



建信 筑心

FRENCH



CONSTRUISEZ AVEC CONFIANCE

PORTUGUESE



CONSTRUA COM CONFIANÇA

SPANISH



CONSTRUYA CON CONFIANZA

NOTE: Multiple language taglines are available for download from the Brand Marketing site on my.jci.com from the Brand Logos page.



2.7
Logos

COMMON LOGO MISUSES TO AVOID



Do not use logotype independently



Do not screen or apply transparencies



Do not alter proportions, stretch or compress the logo



Do not use a drop shadow



Do not colors other than the approved colors



Do not use logo on complex backgrounds



Do not move the icon



Do not display logo at an angle



Do not alter or scale logo elements



Do not alter the logo with other fonts



Do not scale the logo below the minimum size

*Li European lingues es membres del sam familie.
*Lor separat existentie es un myth.

Do not use the Sunflake icon as bullet points



Do not use the YORK name as part of a service

2.8
Logos

See the YORK Endorsement page in this section for detail on how to use the Johnson Controls logo to endorse the YORK logo for Johnson Controls branch offices.

Logo Color Standards

Please follow these standards when using the logo and its palette under varying conditions of surrounding and printable colors. These are the approved applications.

The Johnson Controls logo can be downloaded from the Brand Center on my.jci.com

JOHNSON CONTROLS LOGO

1. PRIMARY LOGO – FULL COLOR

Color is a powerful means of visual identification. Consistent use of our full color identity will build visibility and recognition for our brand.

2. ONE-COLOR SOLID

The signature may be reproduced in PMS 661 in one-color applications when necessary.

3. BLACK

Use this version if black is the only color available.

4. REVERSED

The signature may be reversed out of color backgrounds as long as there is sufficient contrast to ensure legibility. Do not attempt to change the color, blue or black artwork to white. It has been created to compensate for the optical thickening of the strokes that occur in all reversed art.

1.



2.



3.



4.



2.8.1
Logos

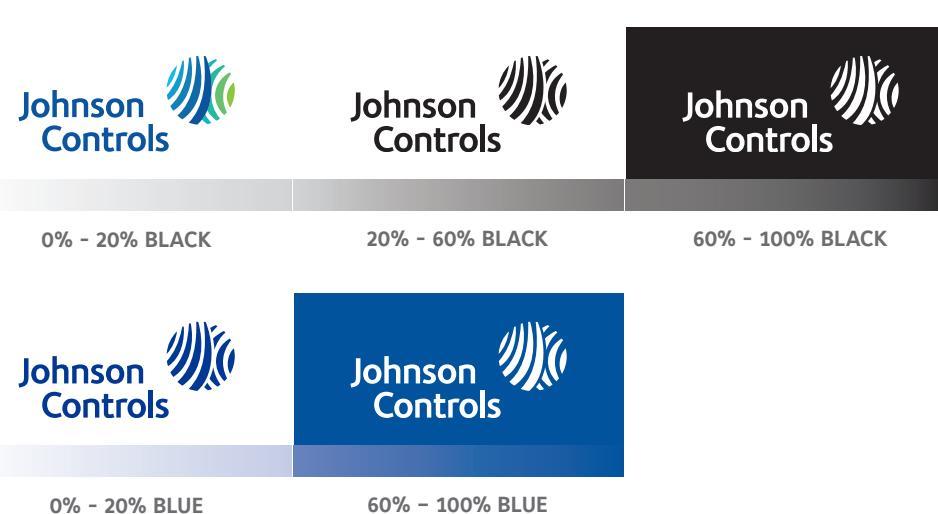
JOHNSON CONTROLS LOGO CONTINUED...

BACKGROUND CONTROL

To ensure optimum legibility and impact, select the logo version that provides maximum contrast. On an image background, avoid busy and high contrast areas that interfere with the readability of our signature.

On solid color backgrounds, it is important to remember visibility and impact of the logo as well. The preferred white background for our full-color signature is most impactful.

Apparel or merchandise applications can use a tone-on-tone version of the logo.





2.8.2 Logos

JOHNSON CONTROLS LOGO CONTINUED...

CLEAR SPACE

Clear space frames the signature, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.

The clear space indicated is the minimum amount allowed.

Whenever possible, allow more than this amount of clear space.

PREFERRED SIZE

On printed materials in standard sizes (e.g., US Letter/A4), the logo should be used in its preferred width of 2 inches (50mm). The Johnson Controls logo should appear as 40% the size of the YORK® logo.

MINIMUM SIZE

In reproducing the Johnson Controls signature, be conscious of its size and legibility. A signature that is too small has little or no impact.

CLEAR SPACE



LOGO PREFERRED SIZE

----- 2 in / 50mm -----



LOGO MINIMUM SIZE

----- .75 in / 19mm -----





3

BASIC ELEMENTS

3.1

Basic Elements

The Maurea font should be used for advertising, tradeshows, and other materials promoting Metasys® and its products.

Please Note: When using the "degree" symbol in text, the symbol isn't available in the Maurea font so each time the symbol is used, it needs a glyph override. Optionally, using the Arial font, the degree symbol is available.

BRAND FONT

The primary YORK® typeface is Maurea, which is used for the majority of information, including displays. It's a modern, and versatile sans-serif face with a broad array of weights and style to express the human and technical personalities of YORK.

The preferred weights for YORK Brand communications are Maurea Light for headlines and body copy. The bold weights of Maurea are used occasionally for emphasis and call-outs within body copy.

Arial is used as the preferred font when Maurea cannot be used.

Maurea Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,:?&{}()*%@

Maurea Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,:?&{}()*%@

Maurea Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,:?&{}()*%@

3.2

Basic Elements

The typographic treatment for the brand communication feels very approachable. The headline is set in the light weight and floats over the imagery eloquently expressing the human and functional aspects of YORK®.

The body copy paragraph is also set in the light weight with a call-to-action in bold at the end.

Please note:
YORK should have a registered trademark symbol “®” in all headlines and at the first mention in body copy. The “®” symbol should always appear with the YORK logo in digital applications. YORK should always be written in all caps.

TYPOGRAPHY

HEADLINE EXAMPLE FOR BRAND ADVERTISING

Maurea Light

24 pt/27 leading as shown here

Why can't
this space
be as **perfect**
for people

as this space?

BODY COPY EXAMPLE

Maurea Light

10 pt/16 leading

To create a building environment that's ideal for people to live and work in, you need something that's both extraordinarily innovative and exceptionally reliable. You need something that gives you confidence. So why would you install anything but YORK®? **Visit YORK.com.**

3.3

Basic Elements

Color is a key driver of building brand recognition and strength.

When used consistently over time, a color will come to represent the brand in the mind of the consumer. The YORK® color palette consists of the following: A primary palette used for type and backgrounds, and a secondary palette which is used moderately for call-outs and accents.

Please note:

In brand communication, color should primarily come from the imagery used. Please refer to usage examples in subsequent pages.

COLOR PALETTE**PRIMARY COLORS**

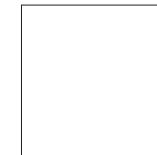
Black
PANTONE BLACK
CMYK 60 52 53 70
RGB 46 42 37
2E2925



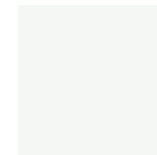
Blue
PANTONE 661
CMYK 100 69 0 9
RGB 0 84 158
00539E



Cyan
PANTONE 306
CMYK 75 0 7 0
RGB 0 188 228
00BBE3



White
CMYK 0 0 0 0
RGB 255 255 225
ffffff



Off-white
CMYK 3 1 3 0
RGB 245 247 244
f4f6f3

SECONDARY COLOR

Solar Yellow
PANTONE 123
CMYK 0 28 88 0
RGB 254 189 56
FDBC38



Warm Red
PANTONE 152
CMYK 0 66 100 0
RGB 244 119 33
F37720



Bright Green
PANTONE 381
CMYK 20 5 100 0
RGB 214 213 37
D5D537

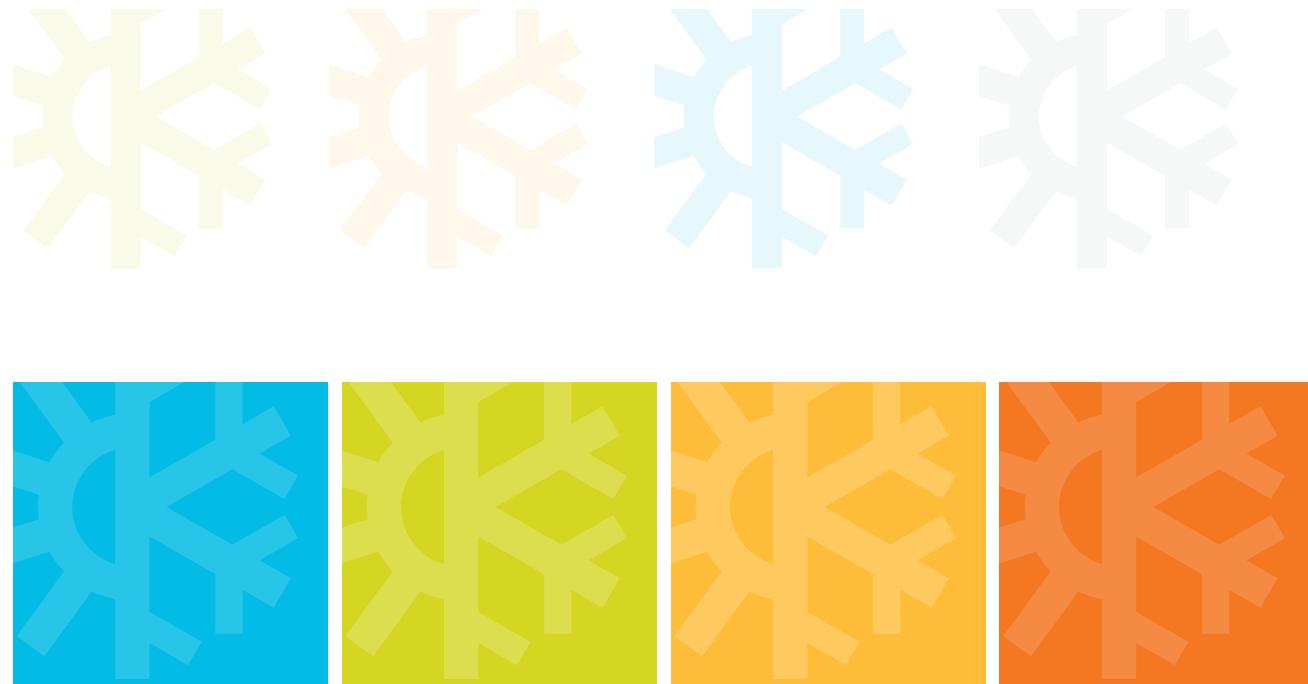
3.4

Basic Elements

The graphic elements shown here are used in conjunction with the color palette. They are derived from the YORK® "sunflake" icon and are meant to be used as background elements to complement layout designs for collateral material such as brochures, point of purchase items, merchandise, screen backgrounds, etc. Refer to usage examples in the Communications section.

These graphic elements can be downloaded from the Asset Library on the Brand Marketing site on my.jci.com.

GRAPHIC ELEMENTS



3.5

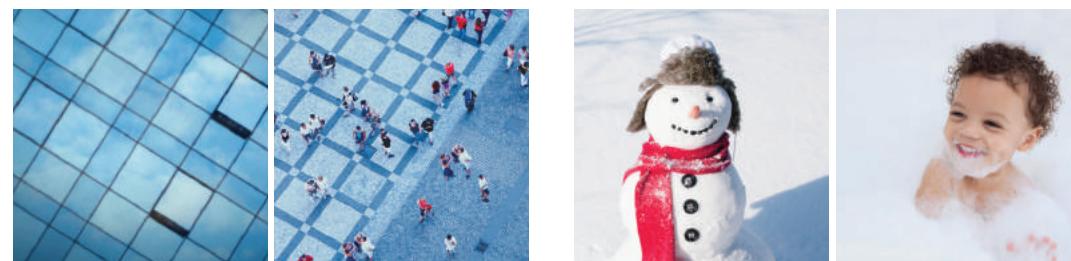
Basic Elements

The photographic technique for the brand communication plays off the duality of the functional aspects of YORK® and the people it impacts. The images should feel very approachable and optimistic. The images used not only graphically connect to each other but also connect through their inherent hues.

The people photos should have a confident, honest and straightforward quality to them.

Photography can be downloaded from the Asset Library on the Brand Marketing site on my.jci.com.

BRAND PHOTOGRAPHY



NOTE: Sample photography. More available from the Asset Library on the Brand Marketing site on my.jci.com.



4

BRANDING APPLICATIONS

4.1

Branding Applications

Please work with the Global Brand Team (BrandGuidelines@jci.com) when applying these updates to the YORK products for the first time. This will provide the opportunity to refine the labeling approach to optimize the branding impact.

For more information, contact Tricia Kuse at tricia.kuse@jci.com.

For any applications not outlined in this section, please contact your Marketing or Communications leader or the Global Brand Team.

PRODUCT LABELING

YORK® Label Guidelines

Labels and packaging provide a good opportunity for building name recognition and brand awareness. If done well, it can reinforce the durability and quality of our products by continuing to look fresh and professional even after many years of use and wear in all weather conditions. This should be taken into account in all purchase decisions related to labels.

All labels and packaging for YORK® products should prominently display the YORK logo. Taglines are not used on labels.

Labels – Overall Guidelines

- Be sure to respect the clear space requirements for the logo when determining placement. Do not place the logo in the corner of the unit but rather set in from the edge so it is prominently displayed.
- The artwork for various label options are available on the Asset Library page of the Brand Marketing site on my.jci.com, from your local Marketing or Communications leader, or by request from BrandGuidelines@jci.com.

Air-Handling Equipment

- The YORK logo should be placed in a location that is separated significantly from required safety, warning and registration labels to allow for optimal readability and visibility of the logo.
- The label should be a minimum width of 13"/33cm. The model number, name and taglines should not be part of the label.



4.1.1

Branding Applications

Please work with the Global Brand Team when applying these updates to the YORK products for the first time. This will provide the opportunity to refine the labeling approach to optimize the branding impact.

For more information, contact Tricia Kuse at tricia.kuse@jci.com.

For any applications not outlined in this section, please contact your Marketing or Communications leader or the Global Brand Team.

PRODUCT LABELING CONTINUED...

Outdoor Equipment

- Select an extremely high quality sticker with extreme durability and color protection. This will allow for the equipment to maintain its high quality look throughout the life of the product.
- Place all safety, warning and registration labels on one door to allow for free space to be used for the logo on the second door. The label should be a minimum width of 24"/66cm. The label should only display the YORK® logo; the model number, name, endorsement and tagline should not be part of the label.



Indoor Equipment

- For water-cooled chillers with a circular endcap, use a cut vinyl transfer sticker to apply the YORK logo to the endcap.
- A YORK label should be placed on the Opti-View panel. The label should only display the YORK logo; the model number, name, endorsement and tagline should not be part of the label.



4.1.2

Branding Applications

Please work with the Global Brand Team when applying these updates to the YORK products for the first time. This will provide the opportunity to refine the labeling approach to optimize the branding impact.

For more information, contact Tricia Kuse at tricia.kuse@jci.com.

For any applications not outlined in this section, please contact your Marketing or Communications leader or the Global Brand Team.

PRODUCT LABELING CONTINUED...

Other YORK® Equipment

- **Residential HVAC Equipment:** labeling and badging should reflect its position as the premium brand in the portfolio.
- **ERV, Economizers, Concentrics, and other YORK equipment:** use the YORK logo in a prominent position on the equipment using a high quality label; the name, endorsement and tagline should not be part of the label.
- **YORK VRF equipment:** use the YORK VRF badge with the approved YORK VRF logo. Work with the VRF Marketing team for the correct logo treatment. Contact **Vicki Toner** at victoria.m.toner@jci.com. See the YORK page in the Logo section for the correct logo treatment.
- **YORK Oil:** use the YORK logo with a high quality label, "quality seal" and design to differentiate it from competitors and off-brand oils.

4.2

Branding Applications

SIGNAGE, UNIFORMS AND VEHICLE BRANDING

For direction using the YORK® logo or name on signage, uniforms or vehicle branding, contact your regional Marketing or Communications leader or email the Global Brand Team at BrandGuidelines@jci.com.

4.3

Branding Applications

For use on apparel, the logo should appear on a white or light-colored background whenever possible. The logo should appear in full color.

When used in conjunction with the Johnson Controls endorsement, for Johnson Controls branch offices only, use YORK® as the primary logo and Johnson Controls as the secondary logo.

See Endorsement page in the Logo section for more details on when and how to endorse the YORK and YORK VRF product brands.

APPAREL AND MERCHANDISE

YORK® - ENDORSED



FRONT

BACK

The Johnson Controls logo is in the secondary position.

4.3.1

Branding Applications

For use on apparel, the logo should appear on a white or light-colored background whenever possible. The logo should appear in full color.

APPAREL AND MERCHANDISE CONTINUED...

YORK® - NOT ENDORSED





5

COMMUNICATIONS

5.1 Communications

SOCIAL MEDIA

Social media has become an increasingly important platform to help businesses grow a relationship with a wider and more global audience. As an individual, Johnson Controls supports and encourages your participation in external blogs, websites, online communities and social networks. However, social media strategies to promote Johnson Controls or our products must be developed with approval from the Johnson Controls Public Relations/Social Media teams.

- Johnson Controls employees should review and follow the Communication Policy available on the Brand Center.
- If you post about Johnson Controls, your profile should include a disclaimer statement to note that your own ideas do not represent those of the company. Ex., "The views expressed on this (blog, website) are my own and do not necessarily reflect the views of Johnson Controls." This also tells the reader that you may have a conflict of interest since you are compensated by Johnson Controls for your work.
- Preserve the confidentiality of your company, avoid errors and be mindful that once something is posted on the Internet, it is never really gone.
- If you are interested in being an *Authorized Social Media Representative* for Johnson Controls, please contact the Johnson Controls Public Relations/Social Media team.

5.2

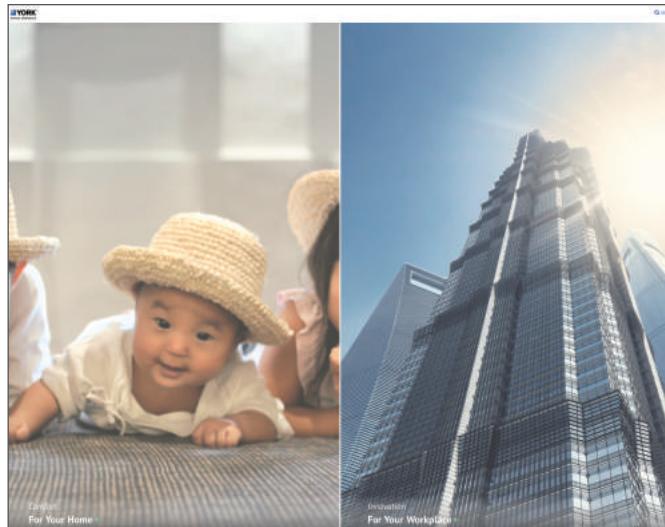
Communications

To uphold a cohesive yet unique design for websites and apps around the world, the images on the splash page should be localized to individual markets/countries while using these brand templates. All sites and apps should be responsive and mobile optimized.

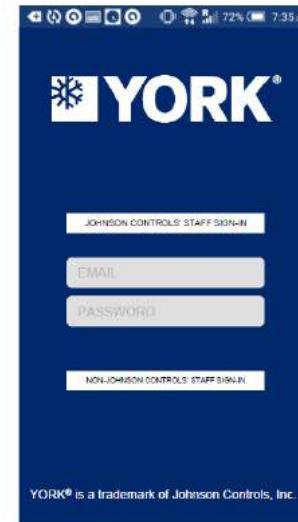
For assistance with image selection, contact your regional Marketing or Communications leader or email the Global Brand Team at BrandGuidelines@jci.com.

DIGITAL

YORK.COM HOME PAGE



MOBILE APPLICATION SCREEN



5.3
Communications

VIDEO

Videos are a critical component to bring the brand to life. All YORK® branded videos should start and end with a consistent YORK brand message. Visit the Brand Marketing site to download the latest YORK video endcap.



5.4

Communications

YORK® brand advertising illustrates how the brand understands the connection between people and buildings and how this understanding enables us to create reliable, efficient environments for people to work and live.

All YORK brand advertising should use the YORK logo with tagline. In addition, all brand advertising must contain a clear call to action to drive brand engagement.

ADVERTISING – PRINT



NOTE: Sample ad. More imagery available from the Asset Library on the Brand Marketing site on my.jci.com.

5.4.1

Communications

YORK® brand advertising illustrates the relationship between YORK products and how they enable the creation of reliable, efficiency environment for people to work and live.

All YORK brand advertising should use the YORK logo with tagline. For channel partners, all advertising should use the YORK partner logo.

ADVERTISING – PRINT CONTINUED...

Our line of residential HVAC equipment is built to *outlast the heat*. Our portfolio of indoor, outdoor, and remote control units serves all of your comfort and cooling needs.



The YORK® line of light commercial equipment is engineered to control any environment. Our energy efficient equipment is built for comfort and designed for long-lasting reliability, making our products your preferred choice for your comfort and cooling needs.

5.4.2

Communications

YORK® brand advertising illustrates the relationship between YORK products and how they enable the creation of reliable, efficiency environment for people to work and live.

All YORK brand advertising should use the YORK logo with tagline. For channel partners, all advertising should use the YORK partner logo.

ADVERTISING – DIGITAL

DIGITAL ADS



5.5

Communications

POSTERS AND BANNERS

Posters and banners are effective tools to bring the YORK® brand to life both internally and for our channel partners. When used internally, the YORK logo should appear with the tagline. For channel partners, all posters and banners should use the YORK partner logo.



5.6

Communications

The brochure template for YORK® is available on the Brand Marketing site on my.jci.com.

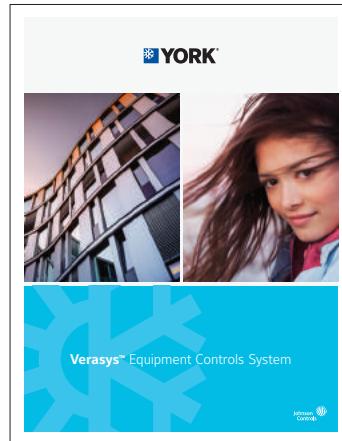
Trademark protection rules apply to all external uses in text, including collateral and digital. See the Trademark Protection page in the Brand Overview section.

BROCHURES – PRODUCT MARKETING



5.6.1
CommunicationsBROCHURES – PRODUCT MARKETING CONTINUED...

GUIDELINES: COVER



HEADLINE EXAMPLE FOR BROCHURE COVERS

Maurea Bold Maurea Light
25 pt/30 leading as shown here

YORK® YVAA Air-Cooled
Screw Chillers

- Photos chosen should fit within the established grid system and be sized/cropped to coincide graphically with each other
As shown on left: The curve of the hair mirrors the flowing shape of the building
- YORK logo with tagline should be centered at top
- Color block at bottom should be chosen from the color palette and relate to colors in the images
NOTE: As shown on left: One of the dominant colors in the image is blue, so "cyan" was selected
- Reversed Johnson Controls logo to be displayed in bottom right corner for endorsed product sales through Johnson Controls branch offices only
- Sunflake graphic is set in a tint of the color block (80–90%) depending on color and readability

5.6.2 Communications

BROCHURES – PRODUCT MARKETING CONTINUED...

GUIDELINES: CONTENT PAGES, OPTION 1



- Header color block and footer rule should be set in the same color from the color palette
- Sunflake graphic is set in a tint of the color block (80-90%) depending on color and readability

HEADER - OPTION 1

MAUREA REGULAR - ALL CAPS

9 pt/14 leading as shown here

YORK® YVAA AIR-COOLED VARIABLE-SPEED SCREW CHILLERS

INTRO COPY

Maurea Regular

14 pt/16 leading as shown here

Choose superior chillers.

SUBHEAD

Maurea Regular

10 pt/12 leading as shown here

Color should match top color block

Minimize your environmental impact dramatically:

BODY COPY

Maurea Light

9 pt/12.5 leading as shown here

.1" paragraph return

- Less electricity generation
- No losses of cooling-tower water

CAPTION

Maurea Regular / Maurea Light

12 pt/16 leading as shown here

9 pt/12.5 leading as shown here

Integrated by design:

The Simplicity® SE platform...

5.6.3 Communications

BROCHURES – PRODUCT MARKETING CONTINUED...

GUIDELINES: CONTENT PAGES, OPTION 2



- Accent rule should be set in the same color as the footer block color
- Sunflake graphic is set in a tint of the color block (10%)

HEADER - OPTION 2

MAUREA REGULAR - ALL CAPS

10 pt/14 leading as shown here

YORK® YVAA AIR-COOLED VARIABLE-SPEED SCREW CHILLERS

HEADLINE

Maurea Regular

20 pt/23 leading as shown here

Confidence-driven.

SUBHEAD

Maurea Regular

12 pt/14 leading as shown here

Color should match bottom color block

Performance-proven.

BODY COPY

Maurea Light

9 pt/12.5 leading as shown here

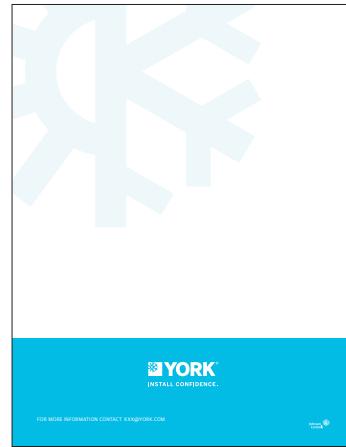
.1" paragraph return

You can be sure you are making the right choice when you select the YVAA chiller. Our experience is unsurpassed.

5.6.4
Communications

BROCHURES – PRODUCT MARKETING CONTINUED...

GUIDELINES: BACK PAGE



CONTACT INFO COPY

MAUREA REGULAR - ALL CAPS, REVERSED

9 pt/14 leading

- Sunflake graphic is set in a tint of the color block (10%)
- YORK logo with tagline should be centered at bottom within color block
- Reversed Johnson Controls logo to be displayed in bottom right corner only for endorsed product sales through Johnson Controls branch offices.
- Brochure footers must contain a clear call to action to drive brand engagement.
- Contact Product Marketing to request a publication number which should be placed in the footer of all brochures.

5.7
Communications

STATIONERY

YORK® – ENDORSED

For Johnson Controls employees, use the Johnson Controls stationery templates for all correspondence. The templates are available on the Brand Center.

YORK® – NOT ENDORSED

For unendorsed stationery, use the YORK stationery template available on the Brand Marketing site at my.jci.com.

BILLBOARD

If you need assistance with outdoor/billboards, contact your Marketing or Communications leader or the Global Brand Team at BrandGuidelines@jci.com.

5.8
Communications

ASSET LIBRARY

All creative assets are available on the Brand Marketing site at my.jci.com. When using elements of any creative asset for applications not included in these guidelines, please send layouts and details of the situation to BrandGuidelines@jci.com for review and approval.

Please allow a minimum of one week for a response.

Items available in the Asset Library:

- Photography
- Graphic Elements
- Approved copy blocks
- Label template
- Ad template