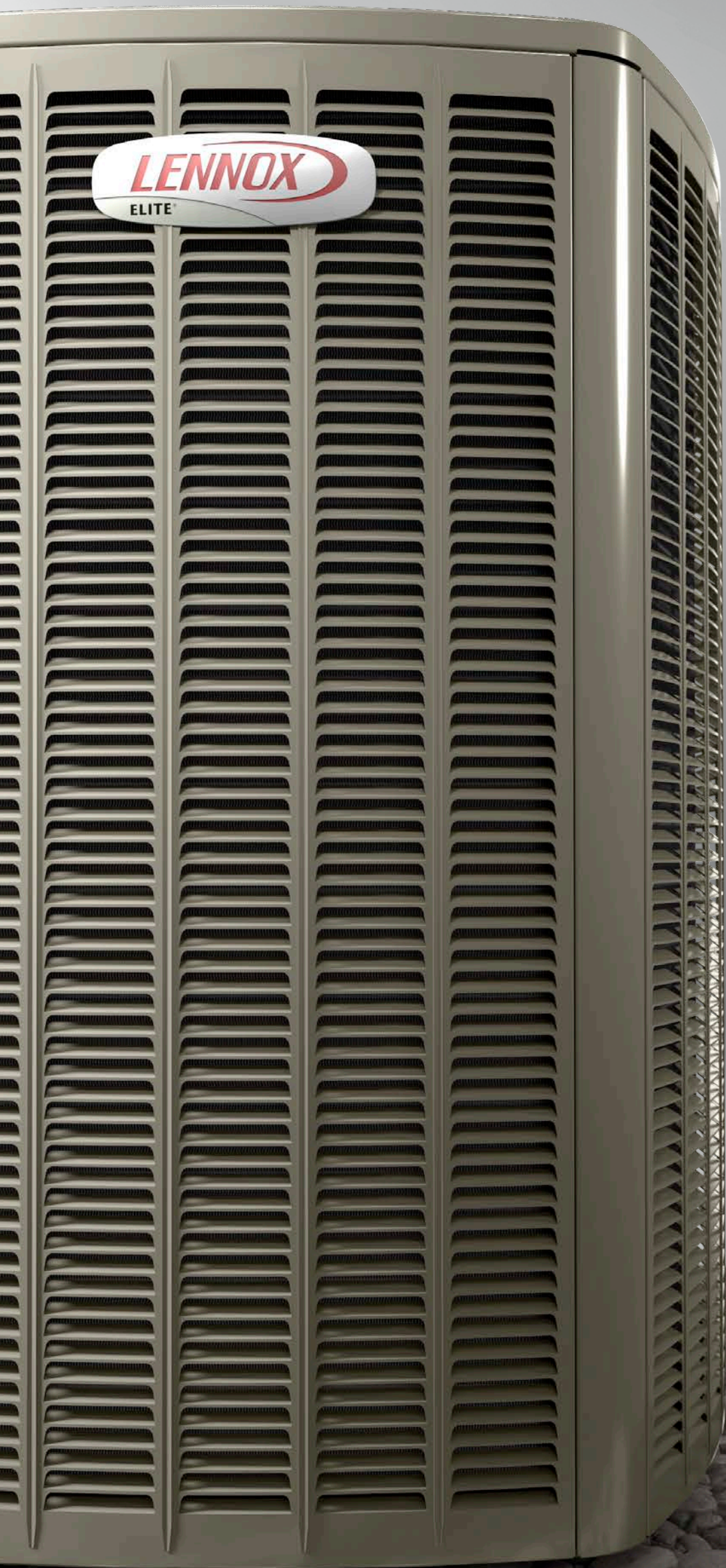


Brand Guidelines



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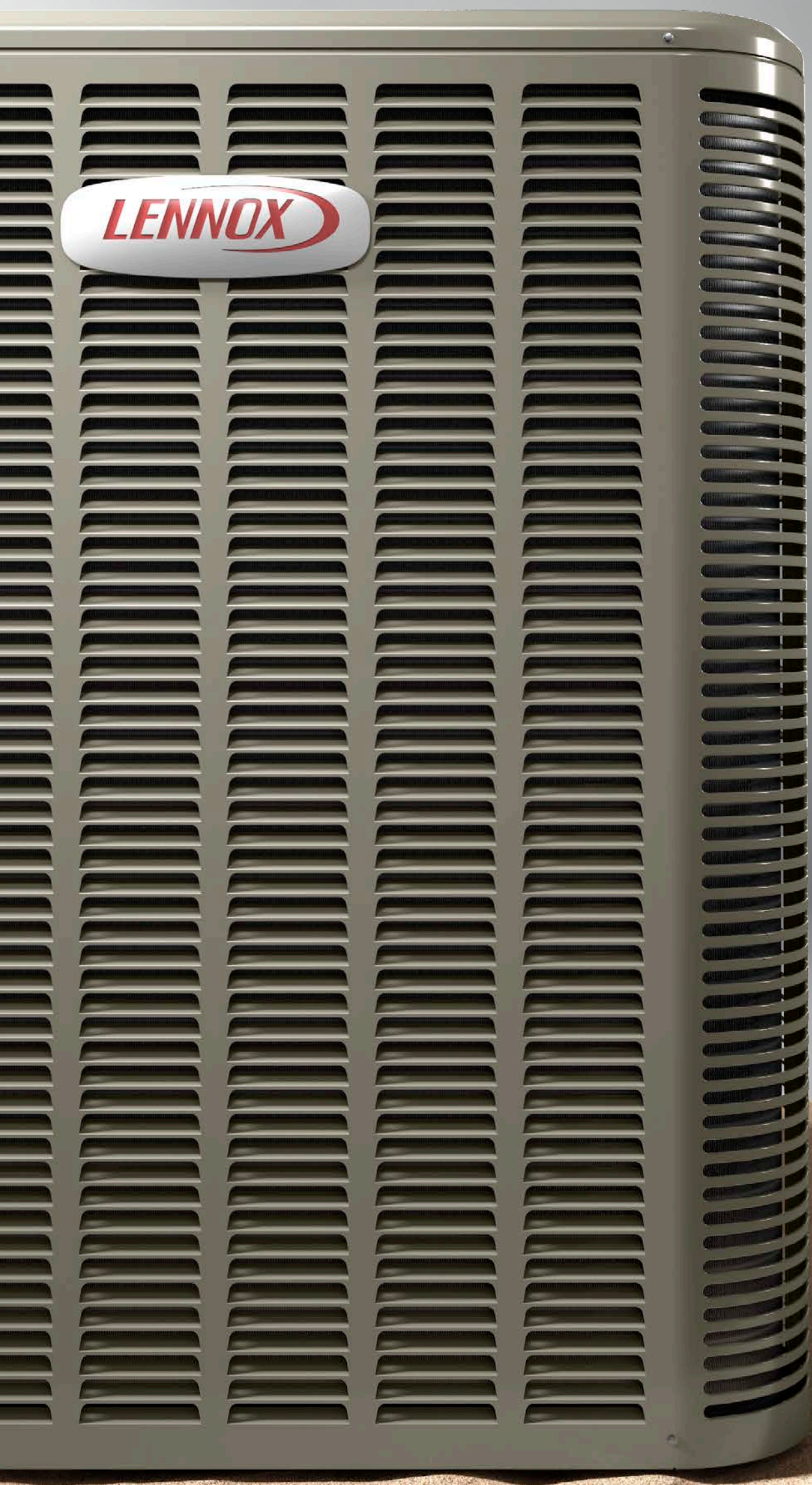


Introduction

In today's highly competitive marketplace, driving and maintaining a consistent brand image is critically important to our long-term success. This guide (formerly called Lennox Graphic Standards) is designed to help ensure this consistency by providing instructions and insight into the Lennox® brand and proper use of our colors, typefaces, trademarks, photography and other assets. Adherence to these guidelines ensures our legal rights are protected and maintains the brand image we've all worked so hard to create.



These guidelines are strictly enforced. Do not manipulate imagery assets.



Brand Essentials

Integrity

We behave in an honest and straightforward manner.

Respect

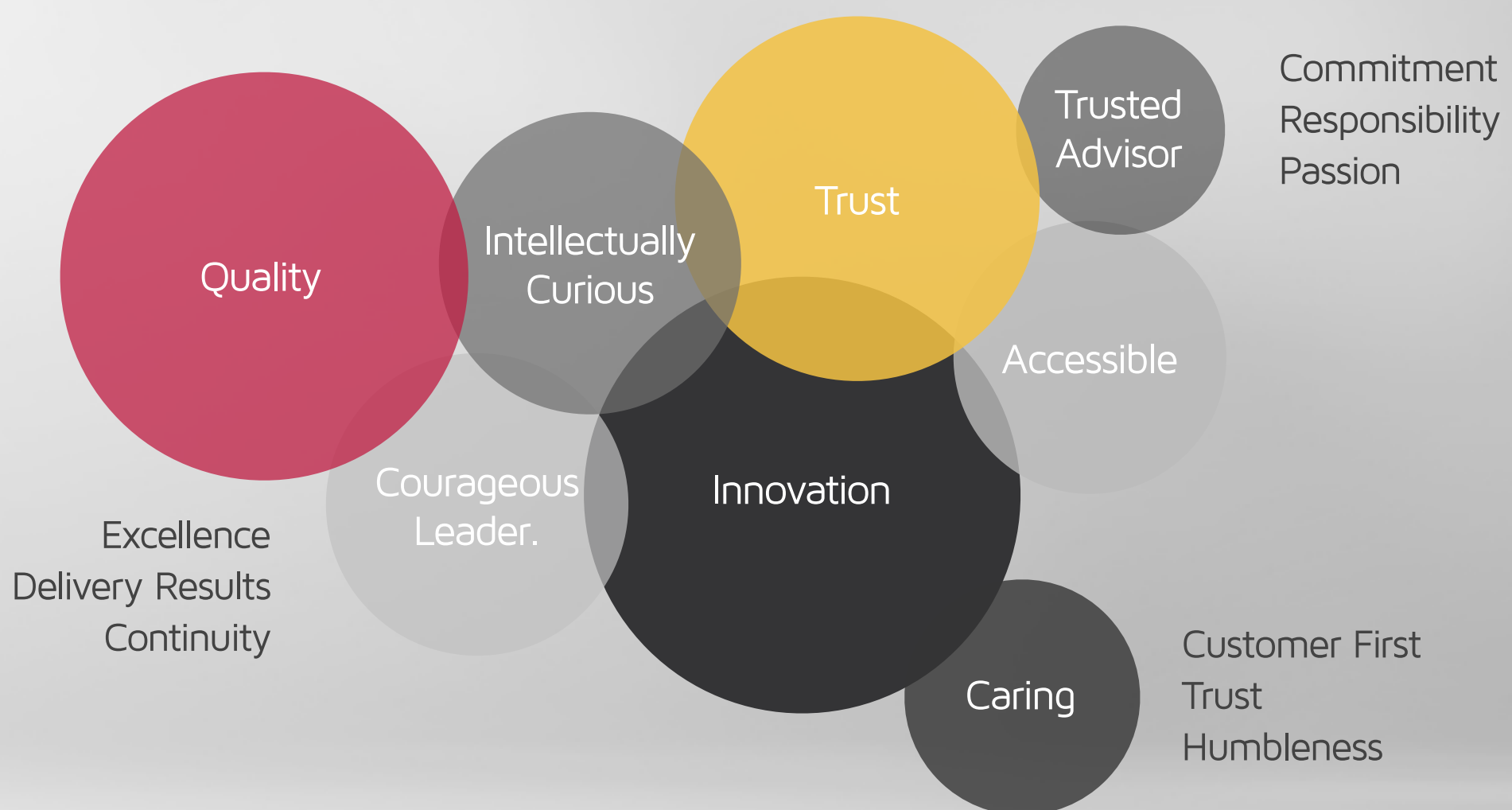
We respect our employees, customers, suppliers, competitors and the communities where we work and live.

Excellence

We value high performance from our employees and suppliers and quality in our products and services. We deliver value to our shareholders.



Trust Innovation Quality

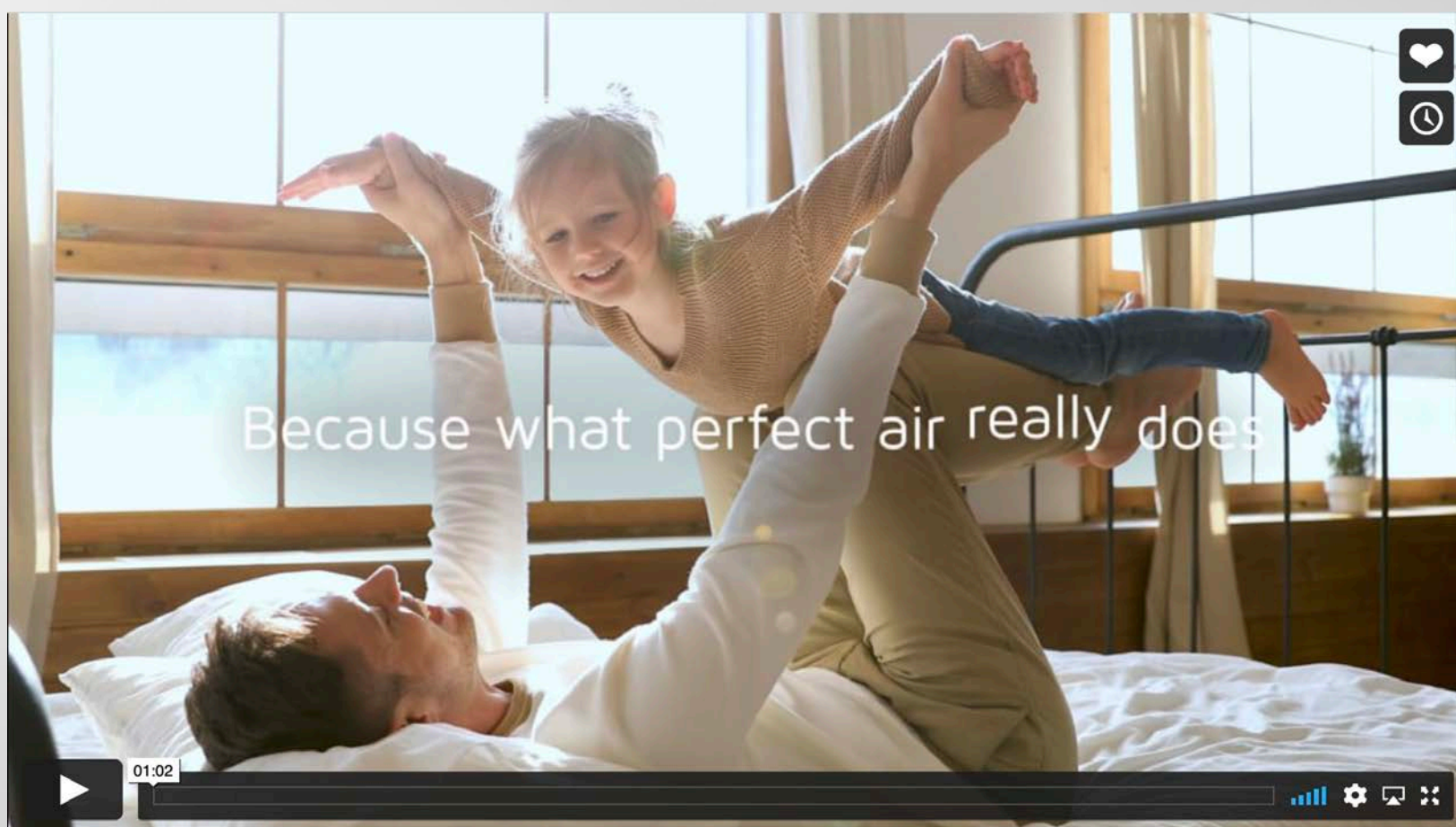


Lennox® is more than HVAC. It's a promise.

A promise that we always do the right thing, even when it's hard. It's a promise that we'll push the boundaries when it comes to what's possible. Never settling.

We are in constant pursuit of perfect air because we believe everyone deserves it, not because it guides our bottom line. Our dedication to making world-class products and delivering an exceptional experience is what drives us...and our foundation of integrity is what keeps us grounded.

We are in the business of relentless improvement. Whether it's improving physical environments or the lives of those we do business with or the lives of those in our communities, we strive for constant and meaningful progress. We drive for perfect, searching for excellence along the way.



To see how this mission defines us, watch our brand essence video:

<https://vimeo.com/414900418/fd26fa6f83>



Attitude

Lennox is on a mission to improve the way people feel. Our passion is transforming the air around them to make it cooler, warmer, dryer, cleaner and better so that every homeowner can find their personal degree of perfection. We go to work every day with the job of making people feel better in the quietest, most energy efficient ways possible.

Tone

When we speak to **homeowners** (i.e. consumers), we speak in plain, simple language. And we speak about what matters most to them: the comfort, relaxation, health and well-being that only perfect air can provide. We focus on the feelings our products create first and their function second. Words like SEER, BTU's and aluminum coils don't connect as well as conveying how our whole-home comfort systems offer unprecedented control over their air and, in turn, have a significant impact on their overall well-being. Finally, our knowledge of how to improve quality of life for our consumers makes us a trusted advisor, not just another HVAC manufacturer. That's an honor we take seriously.

When we speak to **dealers**, we once again lead by focusing on the homeowner benefit: how perfect air promotes comfort, relaxation, health and well-being. From there, we layer in product specifics and solutions to support the prior benefits.

To sum it up, our goal is to keep things clear and simple as well as smart and to-the-point. Let's also lead with feeling and emotional benefits instead of functionality and stats.

We know it's easier said than done, so, **here's an example:**

This:

Made with sound-absorbing materials for quiet operation.

or

Stops sound in its tracks.

Not this:

The precision-engineered scroll compressor, with its sound-dampening system, provides low sound levels and durability.



We are:

- Human
- Confident
- Courageous
- Engaging
- Straightforward
- Knowledgeable
- Caring
- Supportive
- Buttoned up
- Clever
- Honest/Authentic
- Premium

We are not:

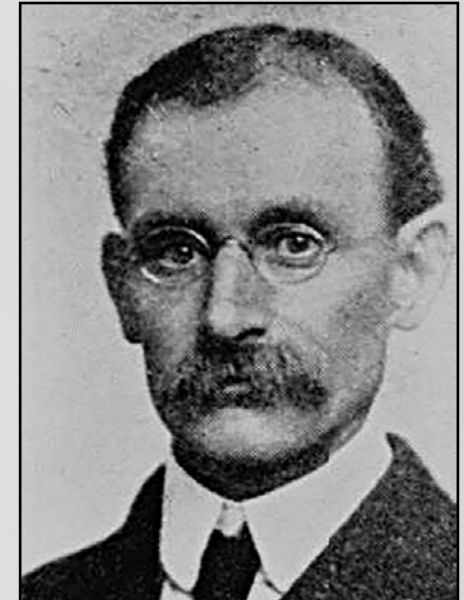
- Reckless
- Cocky
- Overpowering
- Overly technical
- Casual
- Impersonal
- Unprofessional
- Silly
- Disingenuous/Non-transparent
- Inaccessible
- Demeaning/Condescending



Dave Lennox Character

Dave Lennox founded this company on a set of values that we still hold true to today. And while the actor portrayal of him (Bob Tibbets) retired in 2016 and was removed from all literature and materials, the legacy of Dave Lennox lives on in every person that wears the Lennox badge.

The official Dave Lennox illustration will remain on the product packaging and, on occasion, his handwritten signature may appear as a supporting visual with copy covering the company history.



Dave Lennox, Founder

Dealers

DO NOT use the illustration or signature in any case.

Internal Employees and Agency Partners

They may use, but ONLY if they follow the guidelines below.

Do:

It's okay to use the approved Dave Lennox illustration when communicating with dealers directly

Use Dave Lennox handwritten signature when referring to the historical reference of the company

Don't:

Use the image or illustration of Dave Lennox in consumer-facing materials





Core Message: **Air is life. Make it perfect.**

We believe that the key to a healthy, comfortable home starts with the air with which we live and breathe. Our dedication to the pursuit of perfect air has been a driving force behind each and every innovation since 1895. We make the air cooler, warmer, dryer, cleaner and better with premium, award-winning systems that are exceptionally quiet and energy efficient. So no matter what your definition of the perfect environment is, we can make it happen reliably and precisely.

Our dedication to the homeowner doesn't stop there. Once they begin to rethink their air and its effect on themselves and their family, they'll need a trusted advisor to help navigate their purchase and installation. We understand that perfection is personal, so Lennox trains and equips our dealers to be that trusted expert with resources and support to make perfection a reality.

The air around us has an enormous impact on our quality of life and happiness and Lennox is committed to improving the lives of those we serve.

Brand Style Guide





Registration Mark Usage & Use of Lennox Name

Registration Mark Usage

Make sure the Lennox name has a registration mark (®) on the first reference of every page. All subsequent mentions do not require the mark.

EXAMPLE

Correct

Registering your Lennox® product gives you access to the latest updates and offers, and you can let others know about your experience with a review. The ideal Lennox system for you is closer than you think with multiple financing options to accommodate every budget.

Incorrect

Registering your Lennox® product gives you access to the latest updates and offers, and you can let others know about your experience with a review. The ideal Lennox® system for you is closer than you think with multiple financing options to accommodate every budget.

Possessive Usage

The word “Lennox” represents the name by which the Lennox company is identified. Try to avoid instances where Lennox is possessive in copy, but when necessary, place an apostrophe after the name without an s.

EXAMPLE

Correct

Lennox’ commitment to innovation is unwavering.

Incorrect

Lennox’s commitment to innovation is unwavering.



Registration Mark Sizing

on a new Lennox® system.

40pt @65%

on a new Lennox® system.

25pt @65%

on a new Lennox® system.

20pt @65%

on a new Lennox® system.

15pt @65%

on a new Lennox® system.

13pt @65%

on a new Lennox® system.

12pt @65%

on a new Lennox® system.

11pt @65%

on a new Lennox® system.

10pt @100%

on a new Lennox® system.

8pt @100%

on a new Lennox® system.

6pt @100%



Lennox Leading Edge Logo

Only three colors are permitted when reproducing the Lennox logo. Whenever possible, the Lennox logo should be reproduced in Lennox Red.

Lennox Red



Black



White





Logo Clear Space Requirements

The Lennox logo must always be surrounded by a “safe zone.”

This acts as a buffer between the logo and other text or graphics. The diagram illustrates how to create the proper clear space that must surround the logo. Allow as much space as possible in this zone.

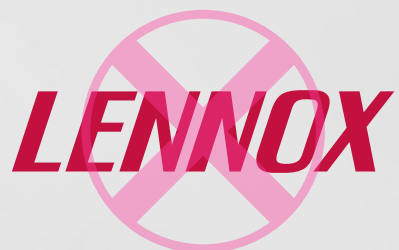


A safe zone equal to the height of the type in the logo **MUST** be maintained. The letter X represents this safe zone and is always relative to the size of the logo.

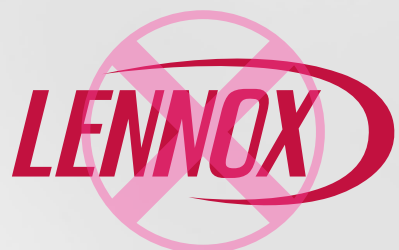


Improper Use

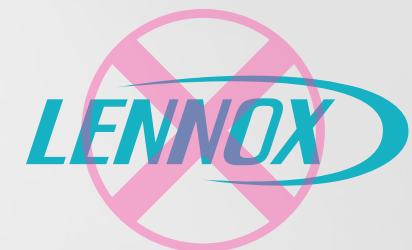
The Lennox logo should be used in its entirety.
The logo may not be altered in any way.



DO NOT use the letters by themselves



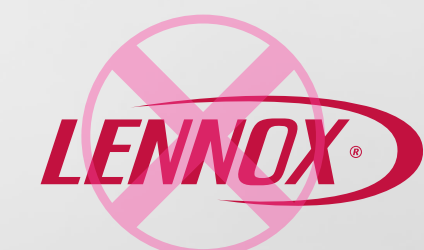
DO NOT stretch or compress the logo



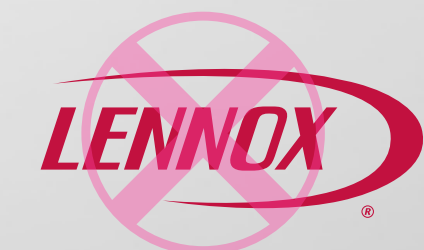
DO NOT use an unapproved color



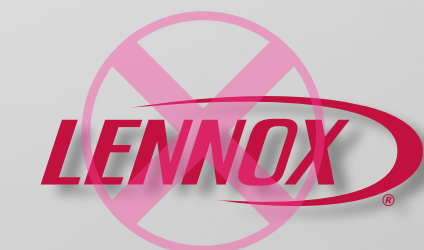
DO NOT reorient the elements



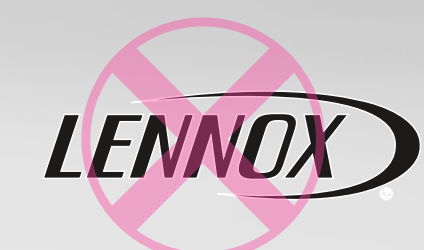
DO NOT reposition the registered trademark symbol



DO NOT resize elements independently



DO NOT use with heavy drop shadows



DO NOT use with textures or special effects

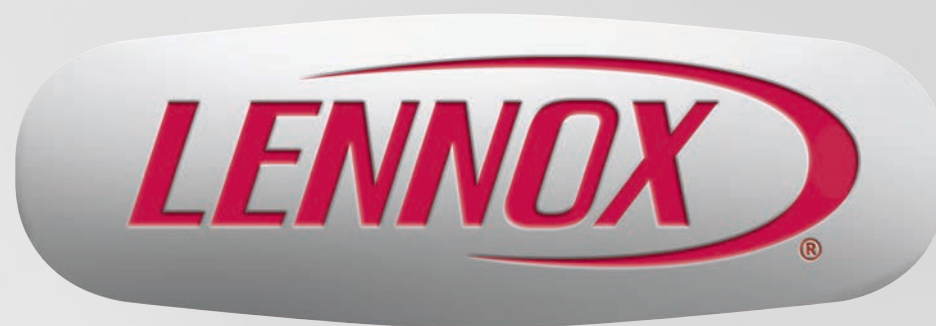


Product Equipment Badges

Usage & Restrictions

The Lennox equipment badge is a three-dimensional element that visually represents the badge as it appears on the face of our products. The Lennox equipment badge is **only to be used on Lennox product**. The badges on the right are depictions of the Lennox equipment badge as it appears on product.

Do not use the badge on anything including, but not limited to: Presentation templates, collateral or point of sale, signage or marketing materials.





Air is life. Make it perfect.TM

This tagline defines Lennox' brand purpose.

In all cases, the line should always be written in sentence case and used with a TM, on the first reference.



Logo + Tagline Lock-Up: Vertical



Air is life. Make it perfect.TM

The Lennox vertical “lock-up” refers to the combination of the Lennox logo and tagline as a single vertical unit.



A safe zone equal to the height of the type in the logo MUST be maintained. The letter X represents this safe zone and is always relative to the size of the logo.

Like the Lennox logo, the vertical lock-up must always be surrounded by a “safe zone” to act as a buffer between the logo and other text or graphics. Allow as much space as possible in this zone.

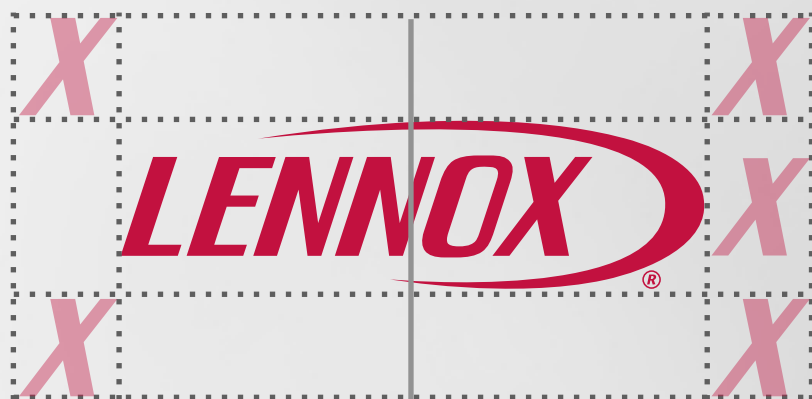


Logo + Tagline Lock-Up: Horizontal



Air is life. Make it perfect.TM

The Lennox horizontal “lock-up” refers to the combination of the Lennox logo and tagline as a single unit.



Air is life. Make it perfect.TM

A safe zone equal to the height of the type in the logo **MUST** be maintained. The letter X represents this safe zone and is always relative to the size of the logo.

Like the Lennox logo, the horizontal lock-up must always be surrounded by a “safe zone” to act as a buffer between the logo and other text or graphics. Allow as much space as possible in this zone.

Leading Edge Graphic

The leading edge graphic can be used to create emphasis or to call attention to ownable language within a headline. It is not a replacement for the logo itself.



- Do: Use the Leading Edge logo in social, digital, and video executions.
- Don't: Use the Leading Edge logo in any print execution

Example:



1

PRODUCT TIERS

3

1

The Dave Lennox *Signature*[®] Collection.

2

Not only is the SLP99V gas furnace part of the Dave Lennox *Signature*[®] Collection, it's part of the Ultimate Comfort System[™].

1

Maven Pro

Maven Pro is the primary Lennox brand typeface, and is used as sentence case for headlines, or all-caps for short descriptors. The preferred weight is Maven Pro Regular. In situations where the scale of the final piece exceeds regular format into large format, the preferred type is 300. This prevents the font from becoming too heavy or bold and maintains the airiness that is unique to the Lennox brand.

In the case of bringing emphasis or power to a sub-head line or a portion of body copy, please use Maven Pro Medium or **Bold**.

2

Open Sans

Open Sans is the secondary Lennox brand typeface. It is used primarily for all body copy in print and in web. The preferred weight is Open Sans Regular. When necessary, Open Sans Semibold and Bold may be used for subheads or other points of emphasis.

3

Kanit

Because of Kanit's similarities to Maven Pro, and Maven Pro's lack of Italic font weights, Kanit's Italic weights are also used as a Maven Pro Italic substitute. For example, the word "*Signature*" in Dave Lennox *Signature*[®] Collection or the "*S*" in PureAir[™] *S*.

Kanit is also the Lennox primary mobile experience typeface, used for all mobile, apps and IOT devices, and replaces any instance Maven would be used. Maven Pro has a limited web range of thinner font weights, so Kanit is implemented to allow the fonts to stay thin at smaller footprints. Kanit is especially similar to Maven Pro, which makes it a strong solution for these specific instances.



Capitalization

Headlines & Body Copy

Primary headlines and body copy should always be in sentence case. The only instances when a headline will have initial caps is whenever you are including a product line, name or trademark.

EXAMPLE

Air is life. Make it perfect.

The Ultimate Comfort System™ combines the best of the Dave Lennox *Signature*® Collection to create an unprecedented whole-home comfort system. Ready to Rethink Your Air?

Titles

Titles are used with initial caps, as they are not complete thoughts or sentences. They are purposed to give a brief preview of what a following description is about.

EXAMPLE

Federal HVAC Tax Credits

Taking advantage of the innovation of a Lennox system may also mean you can take advantage of multiple federal, eco-friendly tax credits on high-efficiency systems to save even more.

Lists

Sentence case or all caps are acceptable when using a short description for a category that precedes a bulleted list.

EXAMPLE

SILVER

- EL16XC1 Air Conditioner
- Healthy Climate® PureAir Air Purification System
- Comfort E30 Smart Thermostat



Bullet Points

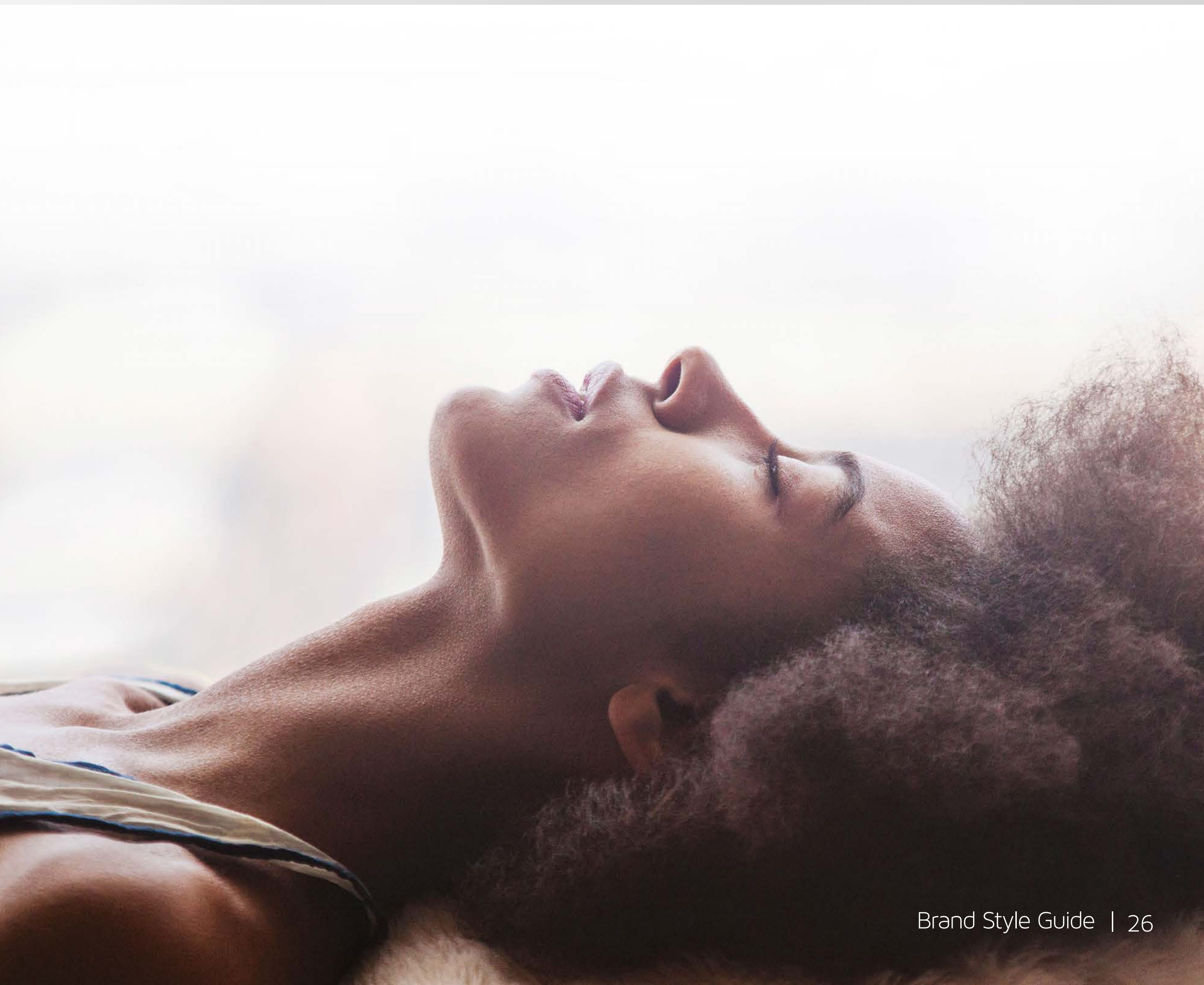
When making a bulleted list, make the bullets Lennox red. This gives it an accent color that is easier to separate from the copy. Align all of the copy on the left so that the bullet hangs off the side.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

The bullet size should be approximately one third of the height of the first uppercase letter.

• Lorem ipsum

The following section addresses our approach to photography. In general, the goal is to maintain a neutral and clean look. The strength of this direction lies in its simple execution. In minimizing noise and clutter, we avoid consumers confusion and ensure the audience can relate to what is depicted.



The Lennox photography library contains assets completely owned by Lennox for usage across all mediums. This should always be your first choice when searching for photography. If you're unable to find a photo that suits your needs, search for stock photography based on the guidelines on page 32.

Regardless of whether they're featuring a homeowner, dealer, or both, these assets always convey what we call "micro moments." These are situations that look and feel real. The talent is never looking directly at the camera, and the staging is always natural and clean.

All photography assets can be downloaded here:

lennoxpros.com/partner-resources/marketing/brand-assets



Lifestyle Photography

The following guidelines are for agency partners that need to shoot new lifestyle photography content.

Our proprietary lifestyle photography visually supports our commitment to helping people feel comfortable, healthy, and happy in their homes, and is designed to help potential customers aspire to that same experience.

Every attempt should be made to capture homeowners in situations that look and feel real because the homeowners are perfectly comfortable in their environment (e.g., the interaction of a father and daughter reading a book, or a grandmother baking cookies with her grandson). Lastly, using direct angles allows the viewer to more easily place themselves in the environment.



Dealer Photography

The following guidelines are for agency partners that need to shoot new dealer photography content.

Our proprietary dealer photography visually supports how dealers play a pivotal role in ensuring homeowners are getting the attentive, expert service they deserve.

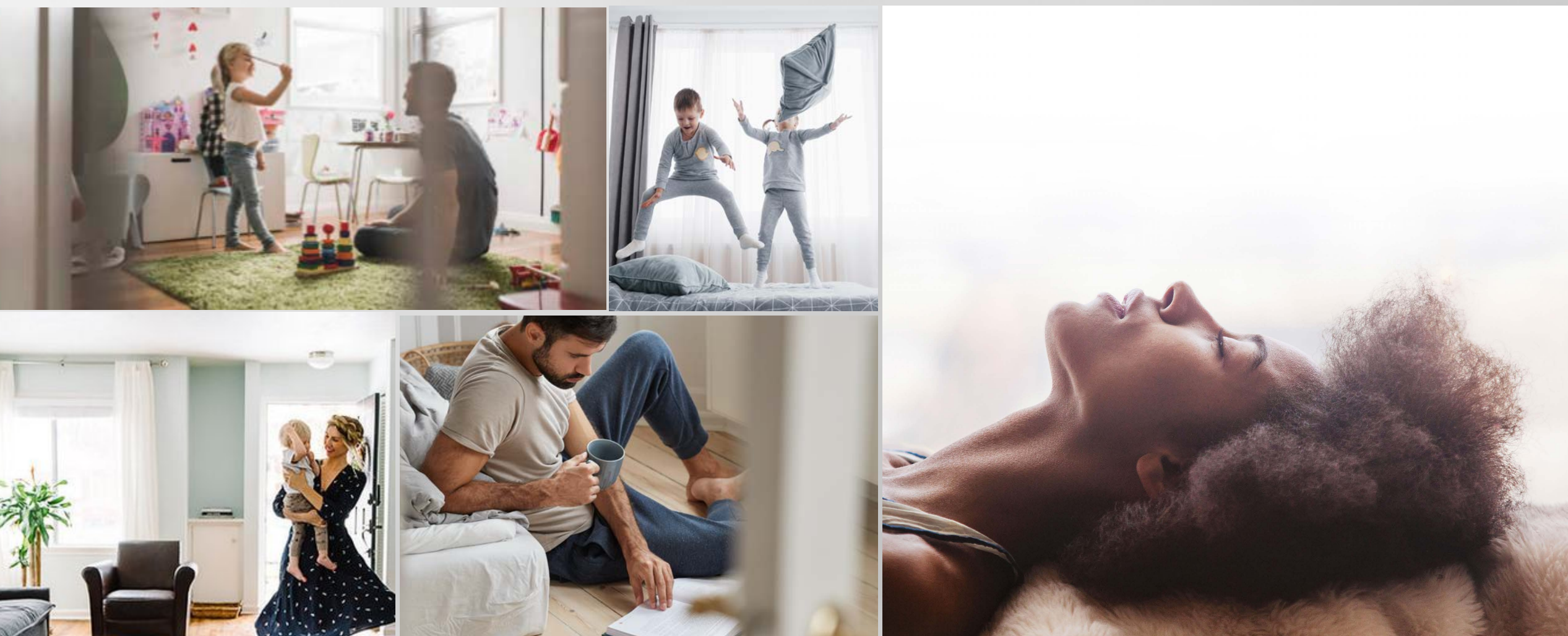
When showcasing dealers interacting with homeowners, it's crucial to convey that the dealer is relaying information in a professional and informative manner. And this is also reflected in the look of the homeowners themselves, who should appear as if they're content with everything they're hearing. When we feature dealers servicing units, it should feel seamless and clean to convey that our dealers know exactly how to install and care for our systems.



Stock Photography

If you're unable to find a suitable photo in the Lennox Photography Library, you may search for stock using the following guidelines.

Stock imagery follows the same basic premise as Lennox-owned photography. When looking for stock, keep “micro-moment” at the forefront of the selection process. The environments should be high-key and desaturated while maintaining full color richness in people and the colors associated with each product tier. Images should take a storytelling approach and focus on relational scenarios where people are interacting with each other, or are by themselves and fully present in the moment. It is preferred for people to look off or near camera, but not directly at it. As before, the essence should be that the homeowner is completely at ease in the moment because their home is perfectly comfortable.



Background Textures

Texture "A"

Background A is used as the background layer for most marketing materials. While it is not exclusive to product images only, the dramatic lighting lends itself well to showcasing product.

Do not manipulate background images.



Texture "B"

Background B is also used as an alternate background for marketing materials. The lighting is less dramatic than Background A and may be considered when inserting lifestyle photography that is incorporated with products, although its use is not limited solely to this purpose.

Do not manipulate background images.



Texture "C"

Background C is an alternate texture used primarily for product literature. It is in a vertical format with the lighting positioned to best accommodate the volume of imagery, text and charts typically used in that application.

Do not manipulate background images.



These background images can be found here:

<https://www.lennoxpros.com/partner-resources/marketing/brand-assets>

Please note that Lennox Red is used selectively in order to emphasize copy or specific elements such as the logo, and Lennox Gold is used exclusively for referencing the Elite system.

The CMYK mixes were custom selected as the best representation of the desired brand colors for four color process printing. When building files in CMYK, be sure to manually key in the mixes as defined below rather than relying on automated PMS conversions or those found on pantone.com.

Lennox Red

C	2	R	198	PMS 193
M	99	G	12	
Y	62	B	53	HEX c60c35
K	11			

Lennox Gold

C	0	R	245	PMS 135 C
M	25	G	188	
Y	85	B	62	HEX F5Bc3E
K	3			

Lennox Black

C	0	R	26	PMS*
M	0	G	26	
Y	0	B	26	HEX 222222
K	90			

Lennox Light Gray

C	15	R	214	PMS 427 C
M	11	G	215	
Y	9	B	219	HEX DDDDDD
K	0			

*When printing as spot, use black ink at 90%.

Lennox Dark Gray

C	63	R	90	PMS 424 C
M	55	G	90	
Y	54	B	90	HEX 666666
K	28			

White

C	0	R	255	HEX FFFFFFFF
M	0	G	255	
Y	0	B	255	
K	0			

Examples of red usage

Print

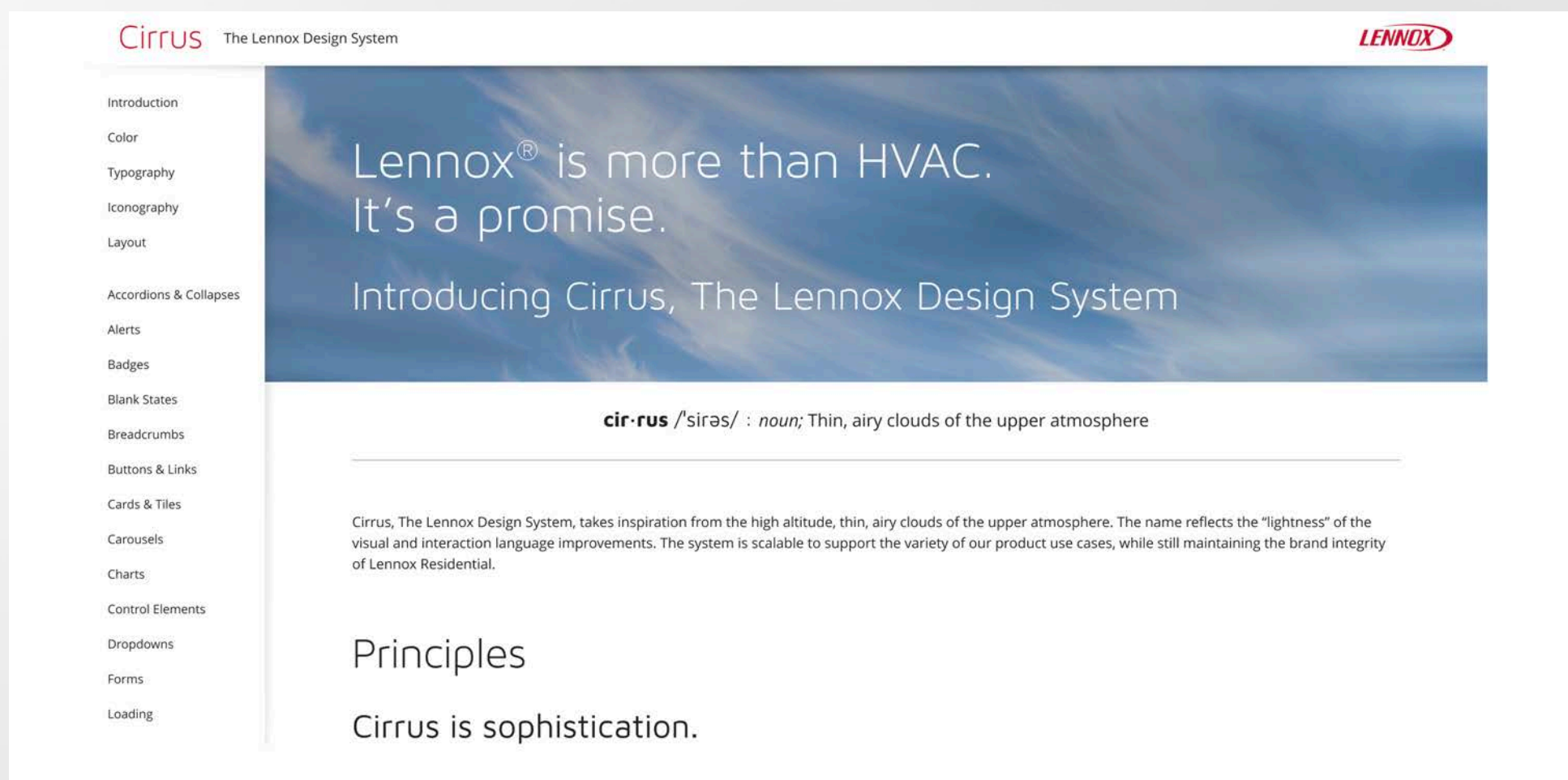
Social

Lennox has a separate digital design system called **Cirrus** for all branded digital assets.

When creating any digital applications for websites — mobile & desktop — native mobile, and IoT, please refer to our detailed guidelines below.

View the full guidelines here:

<https://xd.adobe.com/view/d4159f64-917a-4d2c-86e1-08c81cbee2b8-8146/?fullscreen+to+access>





Product

Lennox Product Tiers

The Lennox product tiers were created to provide a robust selection of product offerings that allows homeowners the choices and options necessary to dial in their personal degree of perfection. Lennox provides a catalog of choices to deliver customizable comfort for every home and every family.



DAVE LENNOX
signature
COLLECTION



ELITE[®]
SERIES



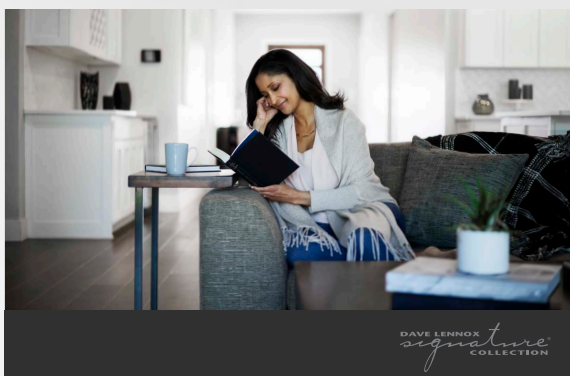
MERIT[®]
SERIES



Product Tier Profiles

These colors have been selected to give each product tier a singular identity across photography and other visual materials.

DAVE LENNOX
signature
COLLECTION



Dave Lennox *Signature*[®] Collection

Dave Lennox *Signature* Collection is the **ultimate** in creating the ideal home. From supreme efficiency to unprecedented performance, this product family delivers incomparable comfort. For those unwilling to settle for anything less than extraordinary, there is only one option. Dave Lennox *Signature* Collection.

Transcend Your Air.

The Dave Lennox *Signature*[®] Collection is represented with black accents in order to communicate the most advanced, premium product tier.

Profile:

An upper-class, middle-aged or older family portrays this target audience.

ELITE[®]
SERIES



Elite[®] Series

Elite Series takes the Lennox[®] promise of **exceptional** comfort and performance to the next level. This superior product family delivers remarkable efficiency. It's time to elevate your environment. It's time for Elite.

Elevate Your Air.

The Elite Series is denoted with gold accents to signify elevated quality and performance.

Profile:

In lifestyle photography, this product tier features a financially conscious, middle-aged or younger family.

MERIT[®]
SERIES



Merit[®] Series

Welcome to the Lennox[®] **standard of excellence**. Merit Series is the introductory product line that raises the bar for heating and cooling equipment. Don't settle when it comes to the air inside your home – ask for more. Ask for Merit.

Ask More from Your Air.

Merit Series materials use red elements to call attention to the Lennox standard of excellence in comfort and innovation.

Profile:

A young, value-focused family represents this product tier in lifestyle photography.



The Dave Lennox *Signature*® Collection

Visual Direction

The Dave Lennox *Signature* Collection photography will be portrayed by a middle-aged or slightly older family. One or both parents have a successful career and disposable income. Their children are near college-aged or have already graduated.

These homeowners are well-off financially and take pride in owning name-brand products that add value and quality to their home. Their wardrobes are sophisticated and their home is modern, spacious and tidy, featuring the most current appliances and decor.

Usage

Please reference the photo library to retrieve the accompanying imagery specific to the Dave Lennox *Signature* Collection. This product tier is represented by Lennox Black color through props and styling to communicate the most advanced, premium product tier.

Do not manipulate images.



The lifestyle library can be found here:

<https://www.lennoxpros.com/partner-resources/marketing/brand-assets>



Visual Direction

The Elite Series photography will establish itself through a middle-aged to slightly younger family. The parents have a youthful and energetic appearance and wear stylish clothes with casual, functional accents. Their kids are between elementary and middle school-aged.

The family is financially conscious but values products with more advanced functionality and reliable longevity. Their home is clean yet filled with character.

Usage

Please reference the photo library to retrieve the accompanying imagery specific to the Elite Series. This product tier is represented by Lennox Gold color through props and styling to signify elevated quality and performance.

Do not manipulate images.



The lifestyle library can be found here:

<https://www.lennoxpros.com/partner-resources/marketing/brand-assets>

Visual Direction

The Merit Series photography will be represented by a younger family. The parents dress more casually to accommodate their busy lifestyles and events with their children. Their kids are elementary school-aged or younger.

The family gravitates towards products that don't break down and are known to be good investments. While their home is high-quality, kids' toys and clothing in the frame give it a familiar, lived-in feel.

Usage

Please reference the photo library to retrieve the accompanying imagery specific to the Merit Series. This product tier is represented by Lennox Red color through props and styling to call attention to the Lennox standard of excellence in comfort and innovation.

Do not manipulate images.





Lennox Non-Tiered Products

- When using a product that is outside one of the three main Lennox tiers, use the medium grey as the primary color.
- If the product is available as a rendered asset on a surface, that is the best option
- Between the Lennox backgrounds, typography, photography and color palette, every product has a way to be integrated into an ad
- Avoid using Tier-Specific messaging for these Non-Tier products like "superior product line" and "standard of excellence"

Non-Tiered Product Example — Product Trading Card

Packaged Units





Lennox[®] packaged units come appointed with:

A packaged unit is your all-in-one solution that delivers gas heating for cold weather and electric cooling for hotter days

Compact footprint that allows for quick installation and seamlessly blends with your outdoor environment

Consistent temperature and reliable cooling comes standard thanks to a dependable rotary scroll compressor and trustworthy blower motor

An internally mounted fan keeps sound levels low and allows for easier servicing

	Gas/Electric LRP16GE	Gas/Electric LRP14GE	Low Nox LRP16GX	Low Nox LRP14GX	Heat Pump LRP16HP	Heat Pump LRP14HP	Air Conditioner LRP14AC
Energy Efficiency	16.00 SEER 81% AFUE	14.00 SEER 81% AFUE	16.00 SEER 81% AFUE	14.00 SEER 81% AFUE	16.00 SEER 8.20 HSPF	14.00 SEER 8.00 HSPF	14.00 SEER 11 EER
Blower Motor	High-Efficiency Variable-Speed	Power Saver™ Constant-Torque	High-Efficiency Variable-Speed	Power Saver Constant-Torque	High-Efficiency Variable-Speed	Power Saver Constant-Torque	Power Saver Constant-Torque
Heating And Cooling Operation	Two-Stage	Single-Stage	Two-Stage	Single-Stage	Two-Stage	Single-Stage	Single-Stage
SilentComfort™ Fan Motor	✓		✓		✓		
Sound Rating Outdoor	As Low As 74 dB	As Low As 78 dB	As Low As 74 dB	As Low As 77 dB	As Low As 71 dB	As Low As 76 dB	As Low As 78 dB
Healthy Climate® Accessory Readiness	✓				✓		
ENERGY STAR® Certified	✓		✓		✓		
Limited Heat Exchanger Warranty	20-Year	20-Year	20-Year	20-Year	20-Year	20-Year	N/A
10-Year Limited Warranty On Compressor	✓	✓	✓	✓	✓	✓	✓
5-Year Limited Warranty On Covered Components [®]	✓	✓	✓	✓	✓	✓	✓

Contact your local utility company to determine if there are available rebates.

For a full list of product details and warranty information, visit Lennox.com/terms-and-conditions.

www.lennox.com 1-800-9-LENNOX

For a complete list of the registered and common law trademarks owned by Lennox Industries Inc., please visit www.lennox.com.
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Healthy Climate Solutions is a line of Indoor Air Quality Products. It is unique in that it isn't a part of any of the Lennox product tiers, but is its own product line.



- When creating a Healthy Climate Solutions ad, make sure the logo is used — whether that is a stand alone placement or including a product that includes the logo on it.
- All other non-tiered product rules apply: the medium grey color as the accent color, products rendered on a surface, gradient backgrounds, Lennox typography, and photography.

Healthy Climate Air Filter — Product Trading Card

Healthy Climate Air Filters



There's filtration.
Then there's unrivaled filtration.

Promising cleaner, fresher air while reducing energy use,* the Lennox® line of Healthy Climate® filters are, without question, the best whole home filters available. Consistently cleaning more aspects of your air and effortlessly allowing greater airflow than any other whole home filtration solution.

	Large Particles			Medium Particles					Small Particles			Converts Ozone to Oxygen	Neutralizes Odors	Works w/ Non-Lennox Product	Filter Life
	Dust	Pollen	Lint	Mold	Mildew	Pet Dander	Smoke	Smog	Germ s	Viruses	Bacteria				
<div>Healthy Climate 11 Media Air Filter</div> <div>The everyday media filter for allergen-reduction that's ideal for households with pets.</div> <div>★★★★☆</div>	Eliminates up to 87%			Eliminates up to 65%					Eliminates up to 28%			⊗	⊗	⊙	Up to 12 months
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙				
<div>Healthy Climate 13 Media Air Filter</div> <div>The healthy-household media filter for families wanting protection from viruses and bacteria.</div> <div>☆☆☆☆☆</div>	Eliminates up to 99%			Eliminates up to 86%					Eliminates up to 54%			⊗	⊗	⊙	Up to 12 months
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙				
<div>Healthy Climate Carbon Clean 16® Media Air Filter</div> <div>The healthiest media filter for ozone reduction and filtration of allergens and germs.</div> <div>★★★★☆</div>	Eliminates up to 100%			Eliminates up to 99%					Eliminates up to 95%			⊙	⊙	⊙	Up to 12 months
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙				

*Based on in-duct testing that shows Healthy Climate® filters reduce air flow restriction. Greater restriction of air flow creates a greater load on a unit's fan motor, increasing energy consumption. Healthy Climate Filter cabinet warranty is five years for residential and one year for non-residential. Filters are not covered under warranty.



Product Imagery

The Lennox brand is a premium brand and should be conveyed as such in both photography and product imagery. Product images are created using computer-generated imagery (CGI). They should maintain a sense of drama, using a hero image that faces forward at a bold and proud angle.

This is typically achieved through lighting that incorporates shadows, as illustrated in the examples provided here.

When the product is the hero of an image, it is always attached to a surface.

However, products are available without a surface. Please reference the product library for the specific product and surface you are looking for.

Do not manipulate images.

The lifestyle library can be found here:

<https://www.lennoxpros.com/partner-resources/marketing/brand-assets>





Video Guidelines

Best practices for internal and homeowner-facing videos.



When shooting still and live-action shoots, the following is a best practice guide and should be referenced for any production.

Casting

- **Incorporate diversity** into cast
- **DLSC:** Slightly older couple, adult children, young grandparents
- **Elite:** Established couple, family with junior high - high school kids in the home
- **Merit:** Young couple or family with baby or small children
- **Plan for backup actors** to be on standby in case something happens with selected talent (e.g. illness, accident, extreme weather, etc.)
- Talent depicting female technicians should have **natural makeup and nails**

HVAC Equipment

- **Consider any Lennox equipment** that would need to be on set
- **No visible competitive equipment**
- **Feature up-to-date digital tools** rather than analog/outdated options such as auto-commissioning tools.
- **Have a real technician or FTC on location** to ensure proper product interaction. Or, pre-record a demo of any Lennox apps, equipment and tools that talent will use during the shoot to show how to hold it, use it, etc.
- When featuring smart thermostats or zoning (M30, S30, iHarmony, etc.) **talent can use demo on iComfort app** to show interaction or control screens can be animated in post-production

Location

- **Locations should be** upscale, modern, open, light/bright, airy — see references [here](#)
- **Over-communicate** on location directions and parking instructions
- **Send a Google link** and picture of location and/or parking destination; Have clear signs near site

Usage

- Desire is to **secure usage rights** for as long as possible
- **Remember dealer use**
- **Obtain estimates** for one and two years
- **Consider desired usage/applications** (broadcast TV, digital, social, internal, etc.)

Set/Props

- **Minimal propping**, clean and clear shelves & surfaces. No personal or overly seasonal styling
- **Simple, minimal patterns**
- **A few accent pieces are fine**; cue brand colors when appropriate (grays, blacks, golds, red, white)

Misc.

- **Schedule a pre-production meeting** to align on script, location, talent, shoot schedule, etc.
- **Provide shooting day agenda** as soon as possible, particularly start times
- **When ordering food** for the crew, take dietary restrictions into account and avoid sushi



DLSC



Elite



Merit

General Overview

- **Clothing should be** somewhat fitted, seasonally agnostic
- **Layering is good**
- **Colors should stay light** and in the neutral family (white, cream, tan, grey, light pink, light blue-denim)
- **Solids and minimal patterns are best practice**; avoid heavy, dark colors
- **Bring extra clothing options** for talent in shoot

Accessory Options

- When appropriate, **include a few tasteful pieces** (necklace, watch) to align w/ brand tiers
- **Wedding rings** should be used when trying to signal partners/family
- **Bring belts** and additional accessory options for talent in shoot

DLSC Specifics

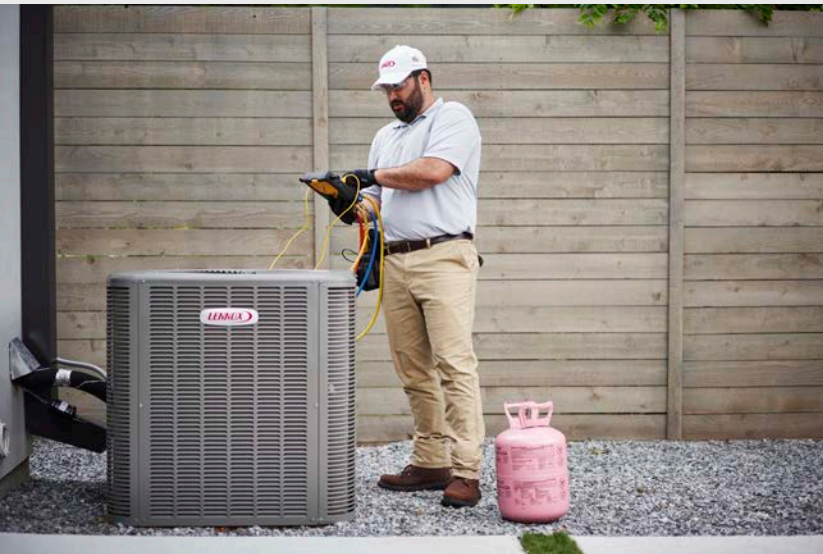
- **No medium- or light-washed denim jeans**
- **Button-up shirts for men**
- **Accessorize:** necklaces, watches
- **Shopping inspiration:** Neimans, Nordstrom, Trunk Club; Nike, Lulu Lemon; Peter Millar; CrewCuts & Mini Boden

Elite Specifics

- Can be **more casual**, but still needs to feel upscale
- **Shopping inspiration:** Nordstrom, J. Crew, Banana Republic; Gap Lids & Target

Merit Specifics

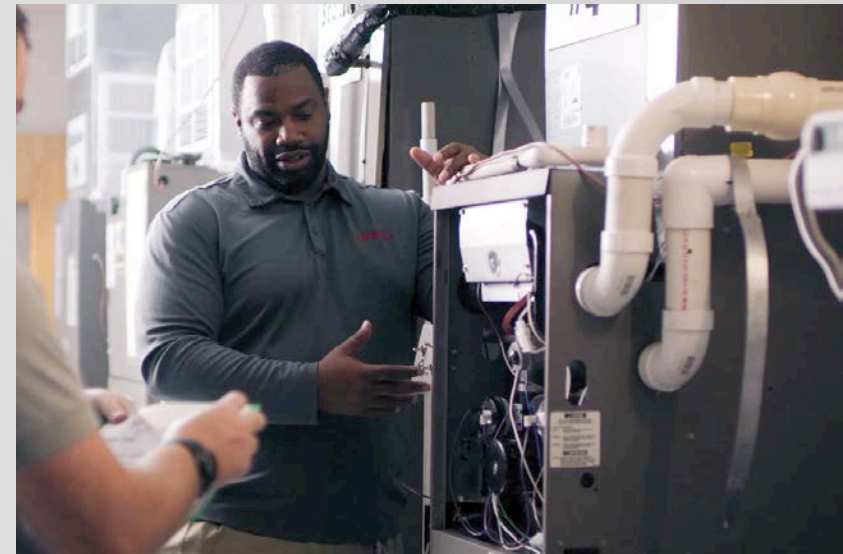
- **Most relaxed of the three**, but still polished and put together
- **Shopping inspiration:** Gap, H&M; Target (for kids)



Field Technician



Comfort Advisor



Dealer

Field Technicians

- **Facial hair acceptable**, but needs to be tamed
- **No tattoos**
- **No jeans**; instead wear khakis, cargo pants or black/dark colored Dickies work pants
- **No white shirt or polo**; instead wear light or dark grey polos with Lennox logo/NATE certification logo; can wear white undershirt
- **Clean baseball cap** with Lennox logo
- **Work boots**
- **Belt**
- **Can wear a tool belt** or carry a tool bag/backpack (backpack is more common)
- **Tech glasses**, clear (not yellow)
- **Tech gloves**
- **Head light** for furnace installations and hard-to-reach places
- **Mobile phone** to show homeowner how to use tools
- **iPad/tablet** with rubber guard for durability on the job demonstration

Comfort Advisor

- **More professional** and clean cut than technicians
- **Facial hair acceptable**, but needs to be tamed
- **No tattoos**
- **No jeans**; instead wear khakis
- **White or grey button down polo** with Lennox logo
- **Professional shoes**
- **Belt**
- **Name badge**
- **Minor accessories** like a wedding ring and watch
- **Bring iPad** to show Lennox tools like proposal builder at the kitchen table with homeowner

Dealer

- **Similar to Comfort Advisors** (professional), but with dealer branding
- **Dark colored slacks or khakis**
- **Polo or button down shirt** with dealer logo - Professional shoes
- **Belt**
- **Minor accessories** like a wedding ring and watch
- **Optional**: baseball cap with dealer logo



For internal videos in which a presenter will be speaking directly to camera, follow these tips for an optimal performance:

The presentation style of your video should be a combination of a coach who is enthusiastic and assuages the fears of the audience; a connector, who highlights what they have in common and listeners feel is 'one of them'; a storyteller, who provides anecdotes that align with your main points and elicit emotion; and a visual facilitator, who uses large colorful slides with small quantities of text to tell their story. To learn more about the presentation styles, go here: <https://www.indeed.com/career-advice/career-development/types-of-presentations>

Do's	Dont's
<ul style="list-style-type: none">• Have a transcript on hand as a backup for the talent or for teleprompter purposes.• Keep firm eye contact with the camera.• Have inflection in your voice to keep the listener engaged.• Have subtle facial expression to match the content and inflection in your voice.• Keep a firm stance and it's also okay to shift weight every now and then.• Take your time speaking and finish sentences with strong diction.• Be confident! Remember: you're the subject matter expert.• Relate to your audience and engage with them—even if it's a static, one-way video. We want the viewer to feel engaged in the conversation.• Use hand gestures like you would engaging in a conversation.• Get comfortable with the script. Rehearse in front of the mirror before production and, if possible, memorize your script so it's not obvious you're reading off a teleprompter/cue cards.• Print out the script just in case you need an extra copy.• Wear solid-colored clothes with minimal patterns to avoid any unnecessary distractions.	<ul style="list-style-type: none">• Look away and seem disinterested.• Rock side to side when you're speaking.• Be locked to one position with your hands or feet.• Speak really fast.• Leave your hands lifeless, hanging by your side.



Production | Shooting Best Practices

A checklist of tips, tricks and best practices to ensure a brand-right experience.

- To avoid re-work later, be sure to **have storyboards ready** and printed on location, with any needed transition/flow shots planned ahead of time
- **Remember to follow the rule of thirds.** Never center your talent in the frame
- When capturing video where a presenter is speaking directly to camera, **shoot talent on a medium grey backdrop.** This allows the speaker to stand out and their wardrobe to have better contrast, which avoids washing them out



Rule of the Thirds

- For lifestyle-type videos where there is not a presenter, the featured **talent should not look directly into the camera**
- If there's a high likelihood the video will be viewed on mobile devices, **ensure the video works in a vertical format** as well. This means either making sure that all necessary information doesn't fall out of the vertical crop, or having different set ups for both wide and vertical and shooting them separately
- **Avoid long, single takes** that force the talent to read their entire script correctly. This can be accomplished by either having a two-camera setup for easy cutaways or employing jump cuts
- **Capture a clean plate** video clip and/or still image of background (without talent) that reflects the scene composition/lighting/movement for use in other applications
- During live shoots, **attempt to capture still images and behind-the-scenes shots** if budget permits



Live Action



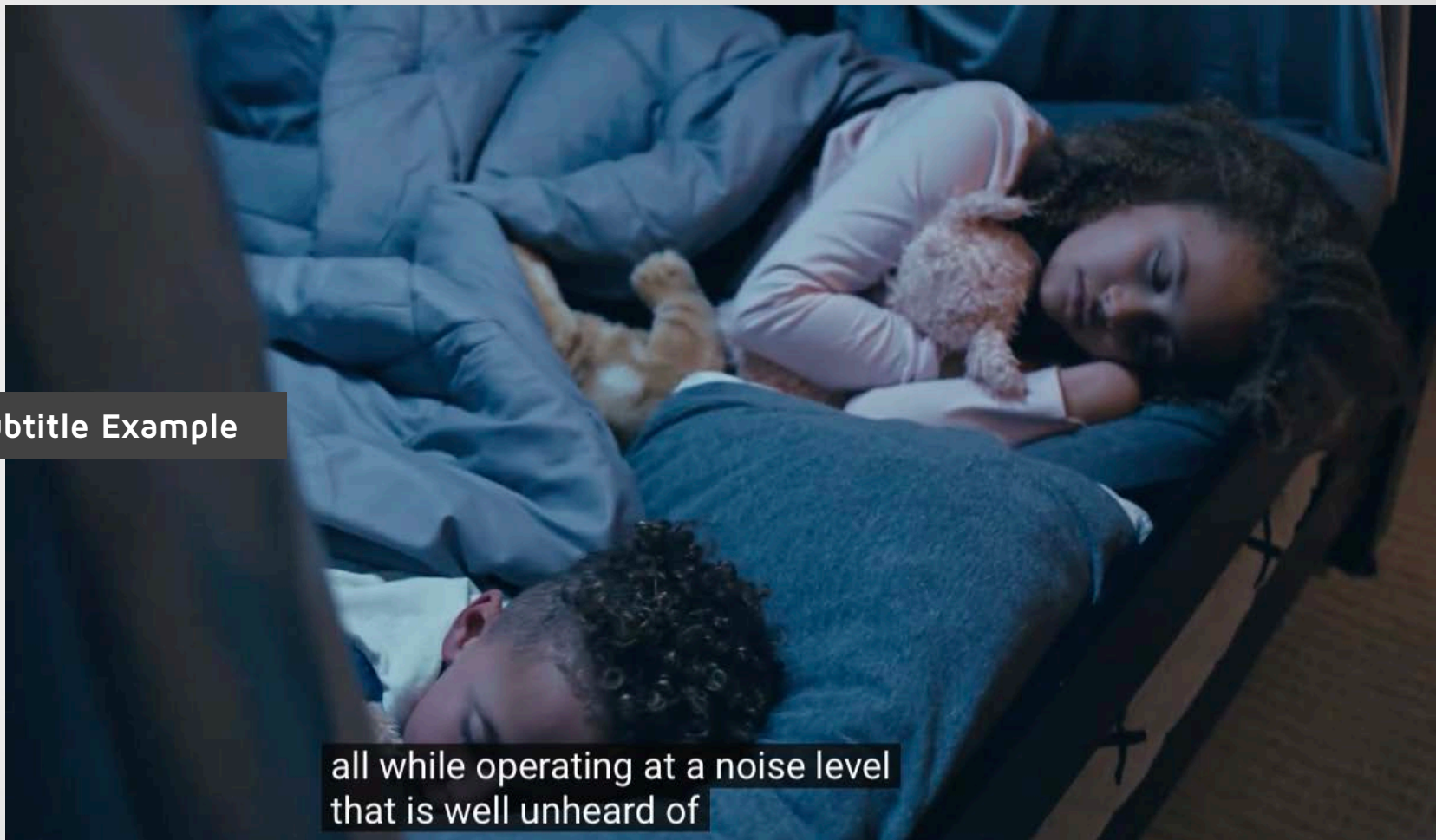
Behind-the-Scenes



Post-Production | Editing Best Practices & Music Guidelines

Below are some editing principles to keep in mind so that videos remain consistent and on par with brand quality standards.

- **Jump cuts are widely accepted** and can help maintain interest when pacing falls off.
- **In general, less is more** for edits when it comes to the length of the video and production. Keep videos as succinct and engaging as possible by making them just long enough to convey the topic/information without unnecessary padding.
- **Always use subtitles or captions** when posting on a medium that can be viewed without sound, such as social media like Facebook, Instagram or YouTube. When implementing standard subtitles, embed an .srt file with the upload. If implementing captioning, which is a condensed version of the full script to aid speed and legibility, this must be done manually by a video editor. Using captions and subtitles helps with SEO, and 80% of U.S. consumers are more likely to watch an entire video when captions are available.



Subtitle Example



- **Music** should serve as a complementary backdrop and never take the lead.
- Search for instrumental **tracks that have a mid-tempo and an optimistic sound** in a major key that aligns with the feeling of “perfect air.”
- **Avoid tracks that are overly monotonous** while also keeping in mind that too many changes can be distracting.
- **Make sure to monitor the usage rights** of any audio you are planning on securing (i.e. Royalty-Free/Rights-Managed).

Below is a link for an audio reference that is on brand.

<https://www.youtube.com/watch?v=-dGK-IKt5ZI>



Post-Production | Art Card Guidelines

As a reminder, when designing and laying out art cards, the core brand style requirements all apply. You may view the Brand Style Guide section [here](#).

If you are shooting talent on a backdrop, capture a shot without the talent in frame for any supers, like a clear call-to-action at the end of your video (e.g., “Learn more at lennoxpros.com”)

This is to create consistency between the background with the talent and the background for text and logos.

Talent on Backdrop



Learn more at lennoxpros.com

LENNOX

If you are creating a video without live action footage and are relying on animation with 2D or 3D assets, use one of the Lennox gradient backgrounds, found [here](#).

2D Animation



Learn more at lennoxpros.com

LENNOX

When inserting the bulk of text into videos always use negative space to place the copy into. The Lennox visual brand revolves around clean, open layouts that allow all elements to breathe.

Negative Space



Customize your brochure to fit market needs.

For secondary callouts only, create a rounded rectangle box with the Lennox medium grey to place your text in. The fewer words the better. These callout boxes should always bleed off the edge of the composition and are allowed to overlap elements to create depth.

Callouts





When animating art cards, objects or text, keep in mind that the Lennox brand from its photography to color to animation strives to make things feel light, airy and natural.

Do's	Dont's
<ul style="list-style-type: none">• Use organic, natural feeling transitions like fading in or out, animating text or objects in or out from masks and using scaling• Ease animations on the speed graph so that objects or text aren't moving at the same speed throughout the duration of the animation, and have natural-feeling momentum• Use motion blur	<ul style="list-style-type: none">• Use dramatic and jarring animations like spinning, warping or tiling• Keep animations moving at the same speed throughout a movement as it feels unnatural

Example of copy animating from below a mask

Example headline.

Example headline.

Example headline.

Example of copy animating in sideways from mask

Example headline.

Example headline.

Example headline.

Example of the Lennox leading edge animating in on a stroke path.



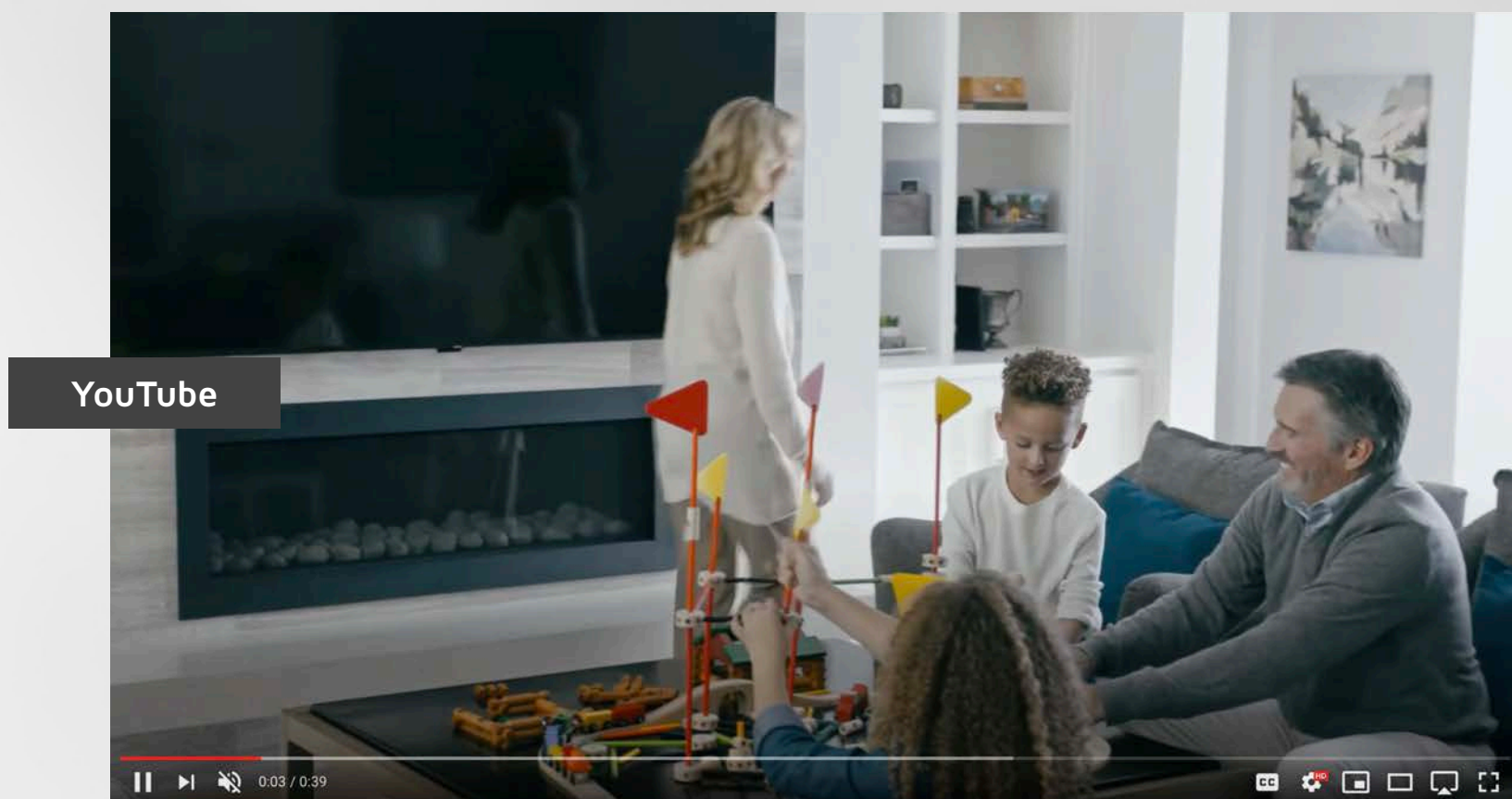
Below is a link to an example Lennox video that leverages animated type to tell a brand story.

<https://vimeo.com/331241113/148dde673a>



Post-Production | Posting Best Practices

- A majority of these videos will be posted to YouTube, but make sure to **embed your videos** on whichever site you're using (learnlennox.com, lennoxpros.com, etc.)
- **Limit page-load times** by using on-demand loading instead of auto-loading. Embed the thumbnail and have the video fetched. If that's not possible, lazy load the video.
- **Always include a concise CTA** in the video description that has a link to send them to a relevant landing place on the Lennox website



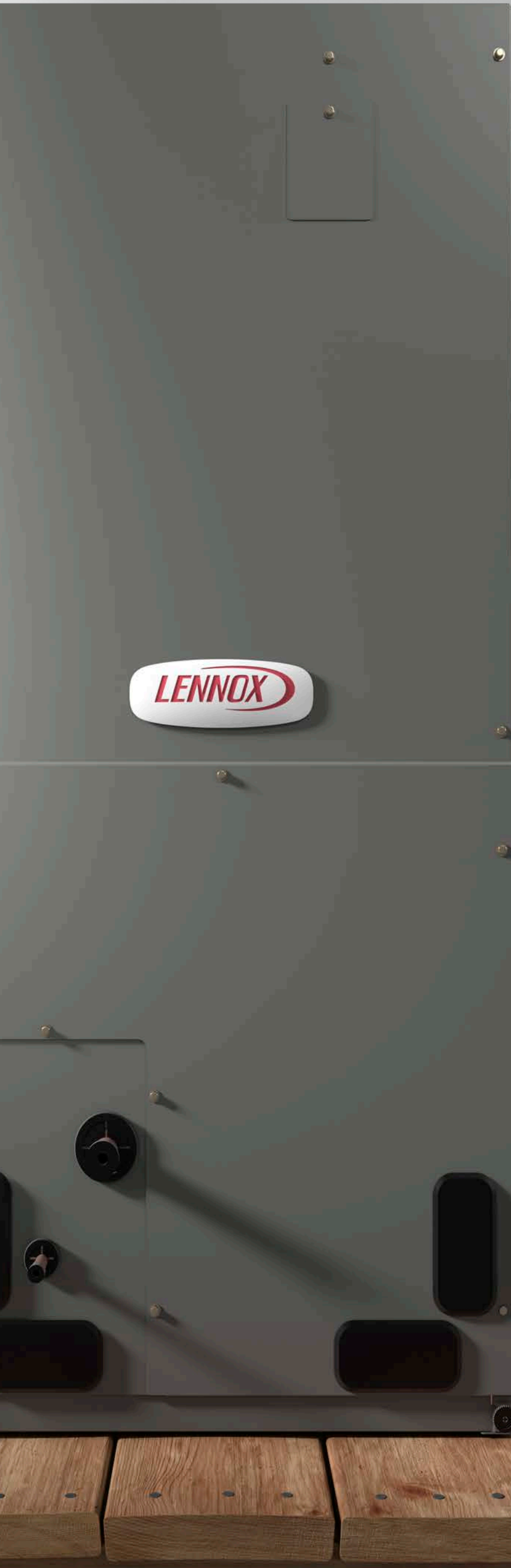
Video Thumbnail

Choose a thumbnail image or create a custom thumbnail image that will entice your audience to watch.



SEO Input

Reach out to the Brand Marketing team at brandhelp@lennoxind.com to obtain SEO input related to voice search, title, description, and tags.



Campaigns



Rethink Your Air Campaign Manifesto

We don't just breathe the air around us. **We live in it.**

Lennox' new campaign challenges people to rethink the impact air can have on their health, comfort and how they feel.

What led to the campaign?

People go to all kinds of lengths to be healthy and relaxed. But what good is all that if the air where you live and breathe isn't what it should be? Of all the things you'll do to feel better, live healthier and improve the environment you live in, wouldn't it make sense to start with the most basic?

It's time to rethink your air.

This language can be referenced in marketing and advertising materials as needed.

Rethink Your Air.

- This line is not to be used as standalone copy. It must always be paired with a headline and/or body paragraph of setup copy. Setup copy should speak broadly to the benefits of perfect air highlighted in the campaign, including relaxation, health, happiness and overall well-being. This keeps the storyline of the Rethink Your Air campaign intact across platforms and executions.
- This line should always come before the Lennox logo, in terms of flow and hierarchy.
- When the “Rethink your air” campaign line is used the tagline should always be paired with the logo lock-up.

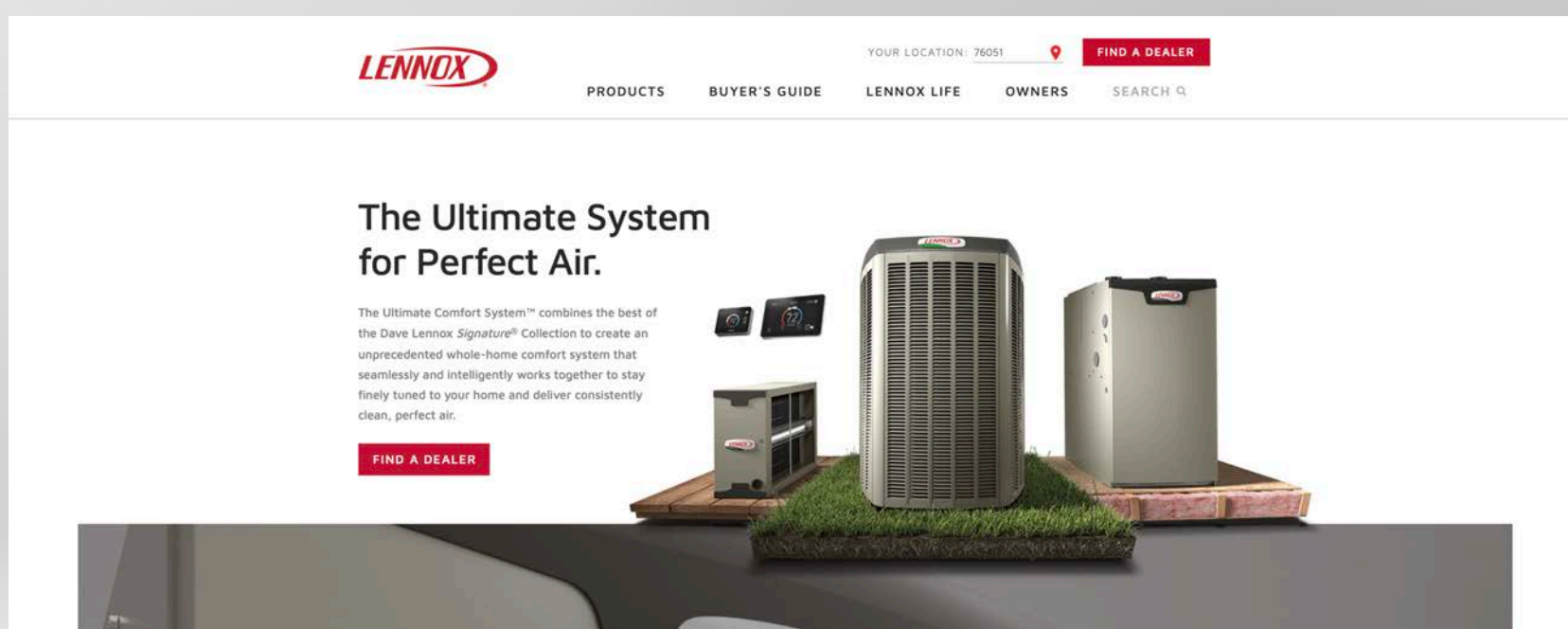


The Ultimate Comfort System

- The headline “The Ultimate System for Perfect Air” should be the first choice.
- If needed, support lines can speak to this being the most efficient or advanced system ever. (e.g., “Meet the most efficient system ever,” or “The most advanced heating and cooling system ever.”)
- If longer copy is needed, here is some approved language:

The Ultimate Comfort System™ combines the best of the Dave Lennox *Signature*® Collection to create an unprecedented whole-home comfort system that seamlessly and intelligently works together to stay finely tuned to your home and deliver consistently clean, perfect air.

- Lastly, note that the first mention of “The Ultimate Comfort System” on every page should always include the trademark symbol (™). Subsequent mentions do not require the trademark symbol.



For additional language and talking points visit:

<https://www.lennox.com/products/systems/ultimate-comfort-system>



Sample Work

Homeowner Ads

When creating homeowner ads, keep in mind that the most important things to highlight are a clear message, engaging visual that is relevant to the audience and a concise call-to-action. Trying to stuff an ad full of multiple messages and several call-to-actions creates confusion and makes it harder for an audience to quickly understand the point of your ad.

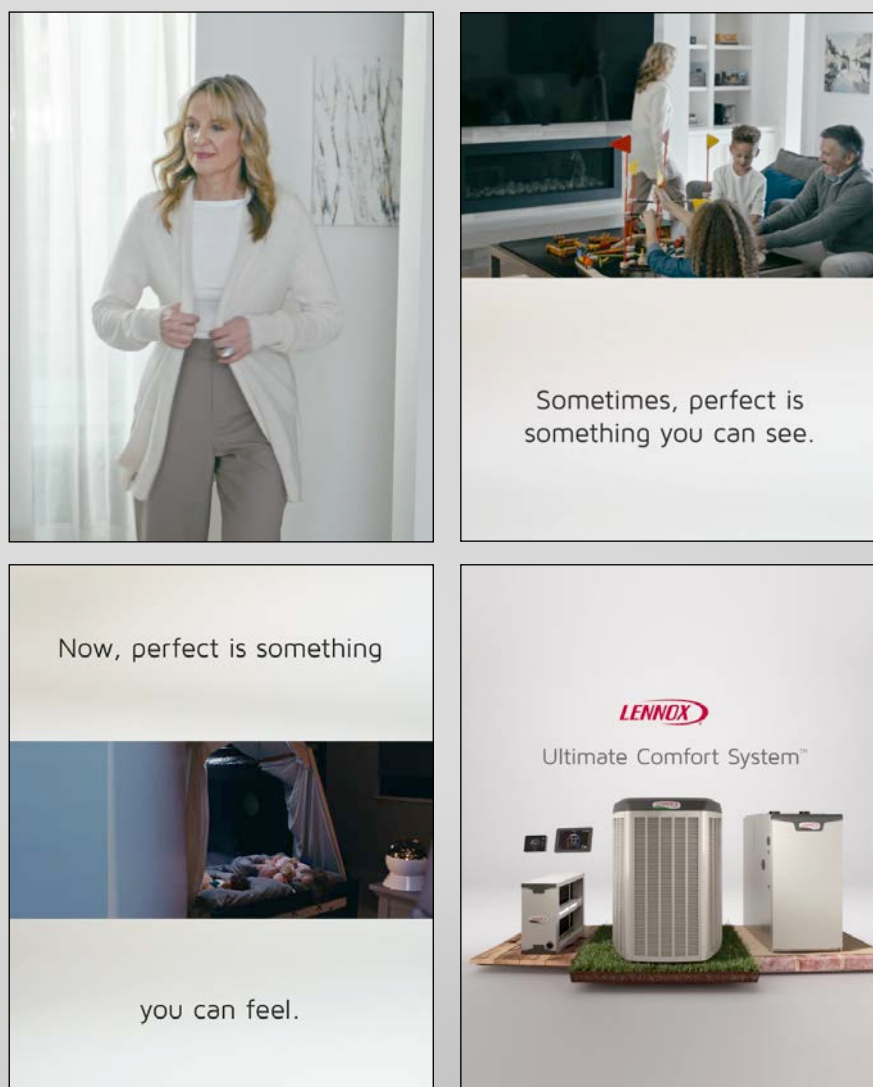
The homeowner audience is viewing your ads to find a solution to one of their problems. Using consumer-friendly messaging will engage them effectively.

Poster



24"x36"

Social

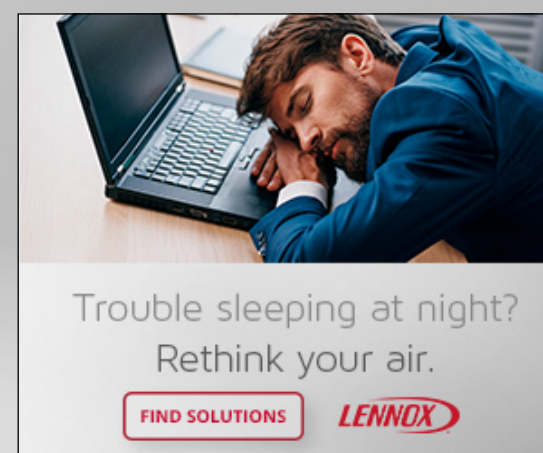


1080px x 1350px

Web Banners



300px x 250px





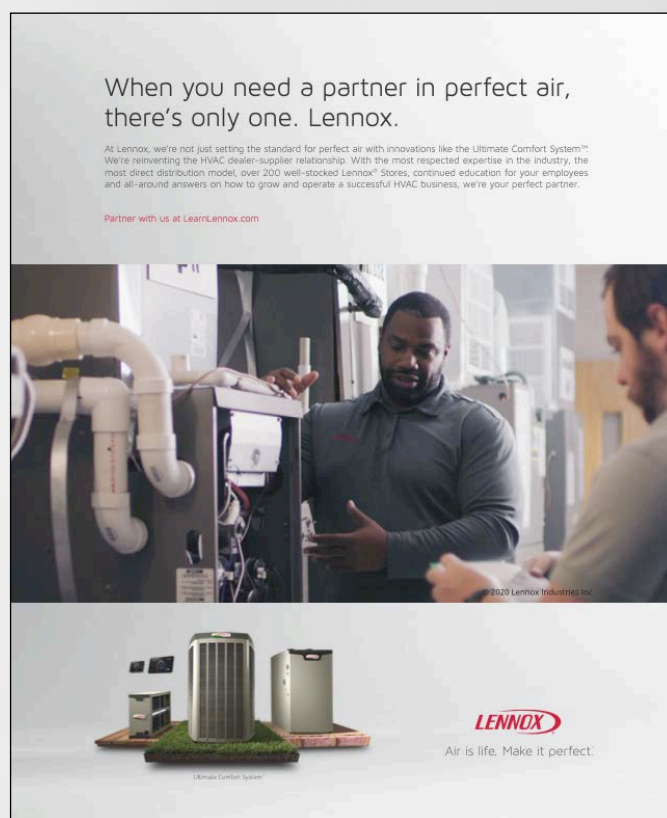
Sample Work

Trade Ads

When creating trade ads, keep in mind that the most important things to highlight are a clear message, an engaging visual that is relevant to the audience and a concise call-to-action.

The main difference with these ads is that you are targeting an audience you are hoping to generate interest in for a Lennox career. This means you can invite them into the mission that Lennox is on in creating perfect air.

Print — Magazine Cover



10"x12"



10"x12"

Print — Magazine Spread



16.75"x 10.875"

The lifestyle library can be found here:
<https://www.lennoxpros.com/partner-resources/marketing/brand-assets>

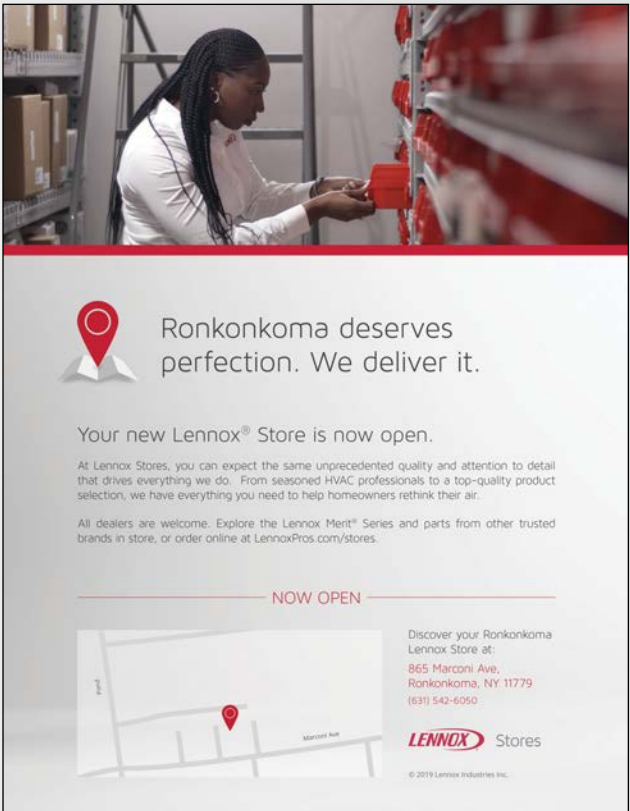


Store Ads

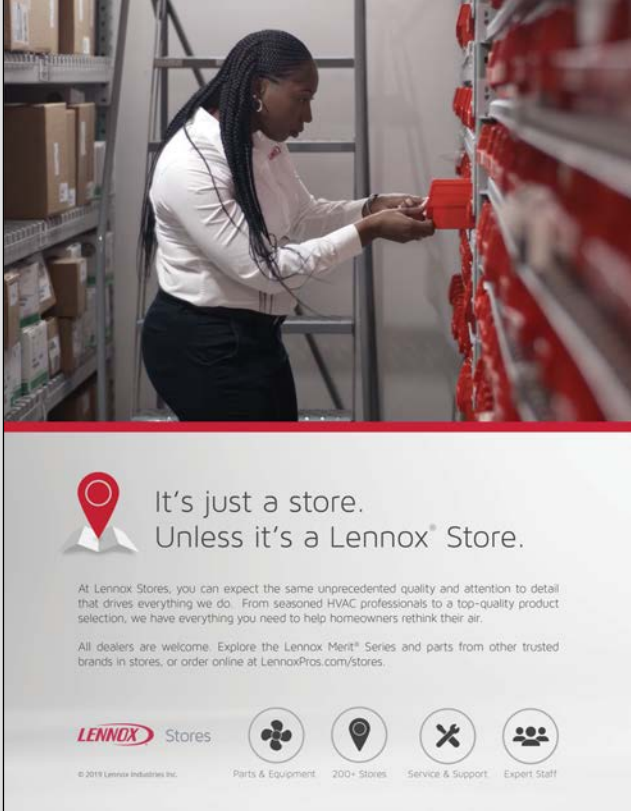
When creating store ads, keep in mind that the most important things to highlight are a clear message, engaging visual that is relevant to the audience and a concise call-to-action.

While store ads might have more information in them than homeowner or trade ads, it's important to create a messaging hierarchy to ensure the most important things are clear. If you are promoting a new store, make sure it's part of the headline or near the beginning of the ad.

Print

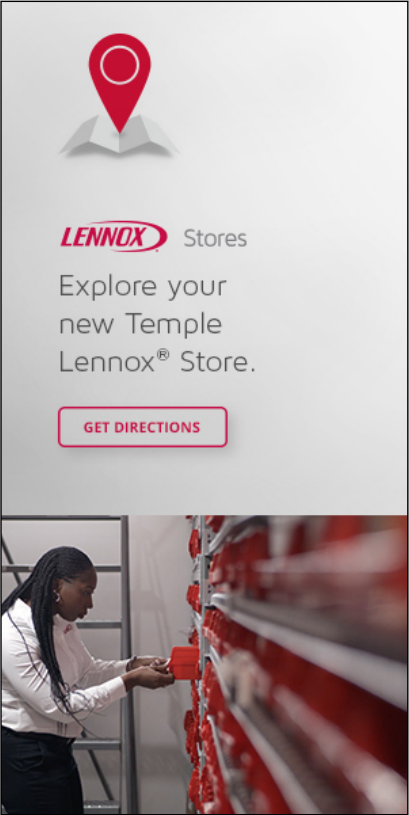


9"x12"

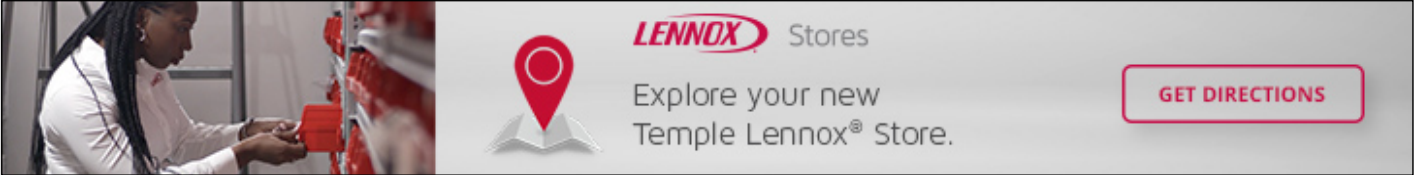


9"x12"

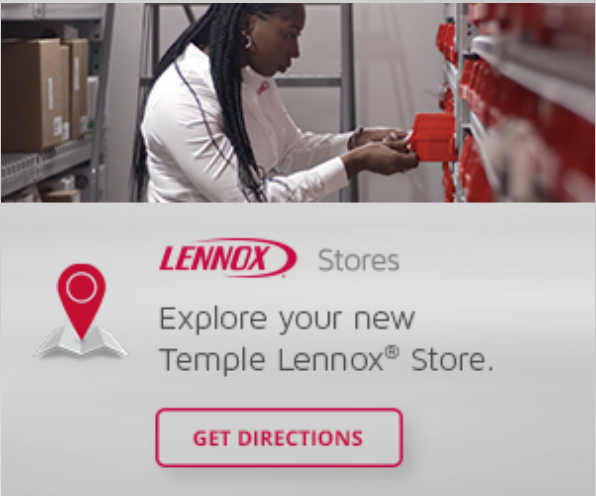
Digital



300px x 600px

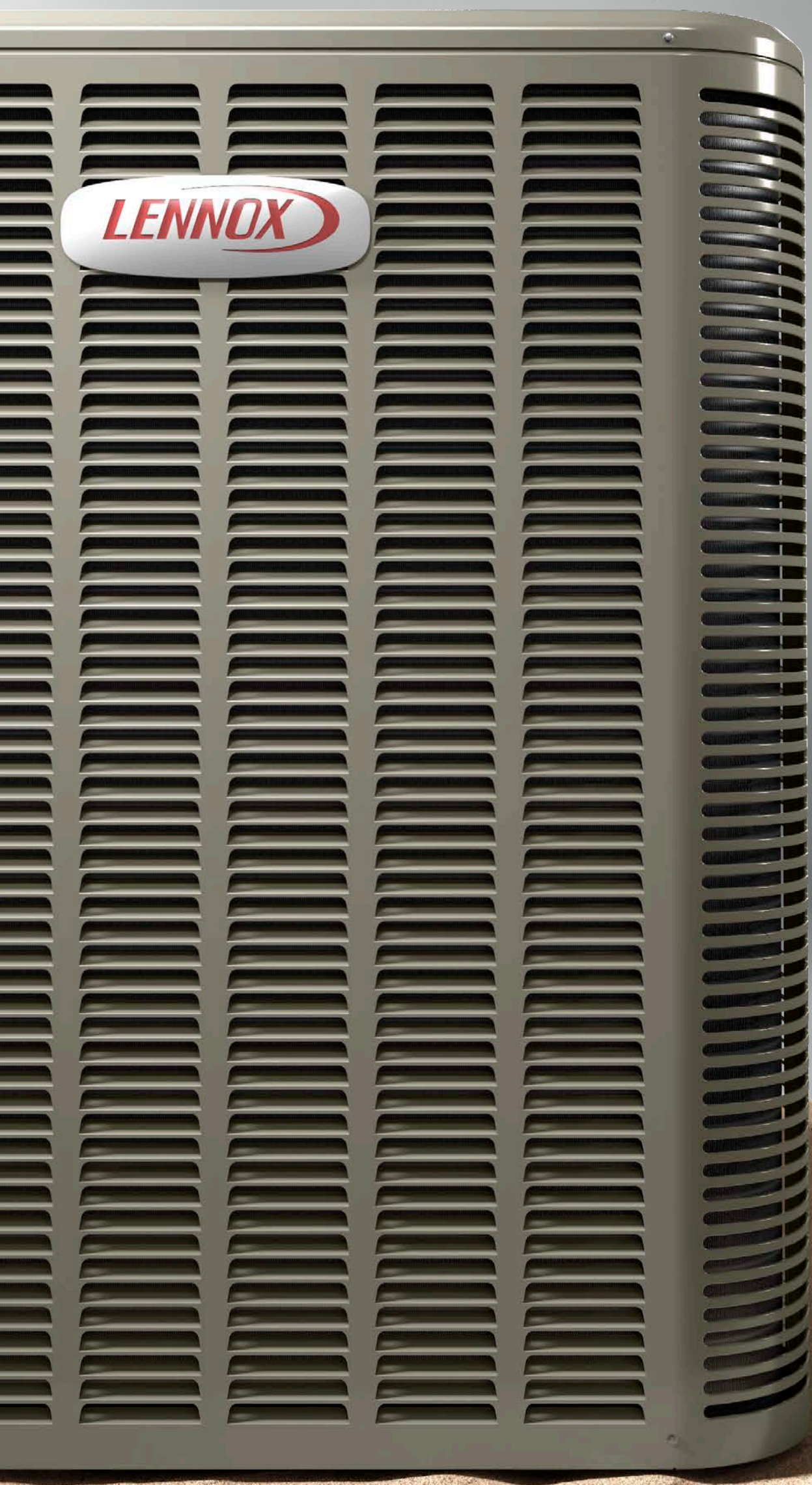


728px x 90px



300px x 250px

The lifestyle library can be found here:
<https://www.lennoxpros.com/partner-resources/marketing/brand-assets>



Co-Branding

Co-Branding | General Overview

This section will outline how other partners, dealers, vendors and agencies should co-brand their materials with Lennox.

The artwork below are samples of co-branding, but are not actual templates available for use. To build ads using Lennox assets, please access the library here: <https://www.lennoxpros.com/partner-resources/marketing/brand-assets>.

If further cobranding assistance is needed, learn more from CAP here: [LennoxPros.com/CAP](https://www.LennoxPros.com/CAP).

Billboards



Newspaper



Poster



Poster



Display



Each advertising medium will determine how co-branded information is laid out. In addition to the Lennox logo + tagline, there will always be space for the partner logo and additional information like a tagline, phone number, and URL.

No matter the context for the ad, **the Lennox logo + tagline should be placed at the same sizing as the dealer logo + tagline.** This keeps an equal brand presence for both parties.

The logos will sign off the messaging of the ad and live either after the main messaging or at the bottom. In addition, a vendor or partner logo should never be presented without the Lennox logo.



Perfect air.
Perfect summer.

Save up to \$1600 on a new Lennox® system.
Offer expires 8/30/19. These dates may be subject to change. See dealer for details.

LENNOX
Air is life. Make it perfect.™

 **Dave's Heating and Cooling**
heating · air conditioning · indoor air quality

555-555-1212
davesheatingandcooling.com

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Co-Branding | Advertising Messaging Hierarchy

The type of messaging will determine how your co-branded information should be laid out.

Example A



When the ad is more brand focused, keep the Lennox logo locked up with that messaging, like Example A.

Brand-focused

Example B



If the ad is a specific offer or message related to a partner, then that partner logo and additional information should be locked up with that content, like Example B

Promo-focused

Example C



An alternative way to layout information is by using a divider bar between Lennox and partner. Lennox should always come first, like Example C.

Co-branded lock-up



Resources & Links

Lennox Brand Essence Video:

<https://vimeo.com/414900418/fd26fa6f83>

Download Photography and Video Assets:

<https://www.lennoxpros.com/partner-resources/marketing/brand-assets>

Cirrus Digital Design System:

<https://xd.adobe.com/view/d4159f64-917a-4d2c-86e1-08c81cbee2b8-8146/?fullscreen+to+access>

The Ultimate Comfort System talking points:

<https://www.lennox.com/products/systems/ultimate-comfort-system>



Questions regarding the Lennox® Brand Guidelines should be addressed to:

Brand Marketing

Email: brandhelp@lennoxind.com

Thank You

