



ADP BRAND GUIDELINES

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OUR COMPANY





OUR COMPANY



About ADP

In 1992 a group of HVACR professionals pursued a vision to develop a solution for an industry-wide need: high-quality, dependable evaporator coils for indoor residential use. That vision led to the creation of Advanced Distributor Products, ADP. A company designed to provide superior quality products at industry leading cycle-times through an experienced sales force.

Today, ADP offers a wide range of premier products with exclusive design advantages. We pride ourselves on our quality, flexibility, and solutions. We design our products to fit any application and simplify installation. And we're always open to new partnerships with businesses and the communities we serve.

OUR COMPANY

Timeline

1992



Began indoor
Evaporator Coil
production

1997



Introduced Air
Handler line

2003



Established
industry-exclusive
Microban partnership

2010



Introduced
aluminum tube
and fin coils

2011



Developed hairpin
manufacturing
building to
increase quality
control

2014



Launched Hybrid
aluminum design
to include copper
header for
improved reliability

2020



Opened brand new
288,000 sq. ft.
Distribution Center

OUR COMPANY

ADP Pillars



QUALITY

- We're proud of our products.
- It's all we do.
- #1 U.S. producer of residential evaporator coils
- Innovation labs and extensive testing
- Exclusive Microban® technology prevents the growth of mildew



FLEXIBILITY

- Products designed to match perfectly with any system
- Flexible business partnerships
- Product variations that allow for quick installation and easy access



SOLUTIONS

- We solve problems!
- Choice of products – 10,000 SKUs
- Advanced technical capabilities
- Short lead times are typical
- Experts in our industry



STYLE GUIDE



STYLE GUIDE



Logo Standards

The Advanced Distributor Product's logo must be used in the manner displayed below to maintain instant recognition as the identifying symbol of the products or services of ADP. Do not attempt to recreate this logo from other typefaces. Variations that are not listed below should not be used.

Approved Logo

Registered



Advanced Distributor Products®

Approved Logo Variants

Trademarked



Advanced Distributor Products™

Acceptable Logo Colors

- Navy Blue
(refer to page 8 for color information)
- Black
- White

STYLE GUIDE

Logo Standards

The following notations designate a minimum logo size to ensure readability and prevent disfiguration of the ADP logo. The logo must also always be surrounded by a “safe zone” that acts as a buffer between the logo and any other graphics or text. The diagram shows the proper placement for the safe zone, with a minimum of one Cap height. More generous space should be used whenever possible.

Minimum Logo Sizes



Safe Zone





STYLE GUIDE

Brand Colors

Below are guidelines for the proper colors to be used when producing ADP collateral. The secondary colors are to accent the logo and are the only other acceptable colors to use when creating materials for internal and external ADP promotions. This will allow us to create consistent imagery throughout all lines of communication. In addition, the secondary colors are tied to product categories to differentiate them within all marketing collateral.

Primary Colors

Hex: #111D3D
RGB: R 17 G 29 B 61
CMYK: C 17% M 13% Y 0% K 76%

Hex: #97999B
RGB: R 151 G 153 B 155
CMYK: C 2% M 1% Y 0% K 39%

Secondary Accent Colors

Hex: #404040
RGB: R 64 G 64 B 64
CMYK: C 0% M 0% Y 0% K 75%

Hex: #7D9AAA
RGB: R 125 G 154 B 170
CMYK: C 18% M 6% Y 0% K 33%

Hex: #965E18
RGB: R 150 G 94 B 24
CMYK: C 0% M 22% Y 49% K 41%

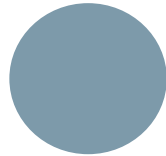
Hex: #630B16
RGB: R 99 G 11 B 22
CMYK: C 0% M 35% Y 30% K 61%

RGB (Red, Green, Blue) colors are for programs such as Word, Excel, PowerPoint and the web
CMYK (Cyan, Magenta, Yellow, Black) colors are for professional printing and promotional items

STYLE GUIDE

Brand Colors

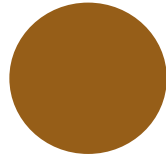
Secondary Accent Colors



Air Handlers



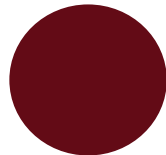
AIR HANDLERS



Evaporator Coils



EVAPORATOR COILS



Unit Heaters



UNIT HEATERS



STYLE GUIDE



Fonts and Style

The ADP primary font is Source Sans Pro. Use this on our website and corporate brand materials.

Headings and Subheadings

- Font:
Source Sans Pro SemiBold
- Font Style:
Bold
- Effects:
Heading written in all caps
- Alternative Font for Print:
Merriweather

Body Copy

- Font:
Source Sans Pro
- Font Style:
Regular

Style Preferences

- Spell out numbers one through nine and use numerals for numbers 10 and above.
- Don't capitalize words that are three letters or less (a, an, the, it, etc.) when they appear in a title.
- Acronyms should be spelled out on first reference. For example, when first writing the company name it should be written as “Advanced Distributor Products”. After the first reference, “ADP” can be used.
- The use of “&” should only be used in titles.
- Use a person's full name on first reference and only their last name on second reference for press releases and news pitches. For social media and website content, we break from AP style and use people's first name on second reference to make content friendlier.
- There should always be space between the number and the unit abbreviation, i.e. 120 V, 89 °F.
- When referring to product names, no dash is used, i.e. B Series.

STYLE GUIDE



ADP Name and Logos

Approved Logo

- If the company name “Advanced Distributor Products” is not written on the material(s), use one of the full logos shown below.
- When abbreviating the company name to “ADP”, use one of the full logos shown below.



Advanced Distributor Products[®]

Advanced Distributor Products[®]

Approved Logo Variants

- When “Advanced Distributor Products” is written out on the material(s), the shortened logo can be used.



- If there is limited height space on material(s), use the logo shown below.

Advanced Distributor Products[™]