



# **BRAND GUIDELINES**

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# INTRODUCTION

## the noritz brand

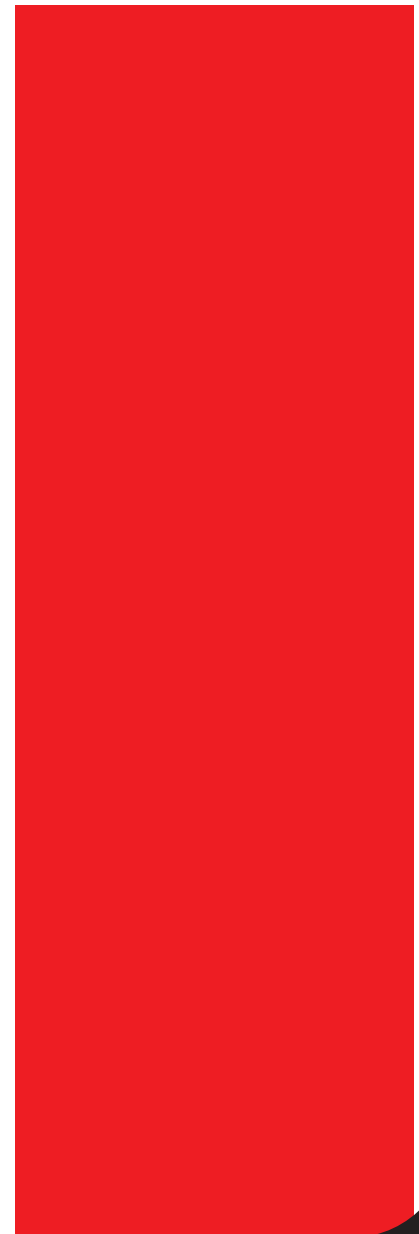
As we grow and advance as an organization, it sometimes becomes necessary to reevaluate our visual identity. That's why I am pleased to introduce this manual, which outlines the standards for Noritz America Corporation's updated logotype, and its application on various forms of communications. Although many aspects of the logotype have been refined, much remains familiar.

As a global leader in providing tankless water heaters and hot water solutions, Noritz has built a reputation as the company that delivers innovation to aid and improve the life of its customers. Our well-respected brand is our most valuable asset. It embodies all that we stand for, conveys the beliefs and principles upon which we operate and serves as our introduction in any forum.

This manual contains guidelines, rules and examples for upholding the brand throughout all aspects of Noritz's corporate and marketing communications. Every Noritz associate is responsible for ensuring the materials produced, internally and externally, under their supervision adhere to these standards. The Noritz marketing department can provide expert and authoritative assistance on applications requiring further detail.

Sincerely,

HISASHI URYU  
President  
Noritz America Corporation



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**NORITZ BRAND MANAGEMENT 4**

about noritz

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## about noritz

Noritz America Corporation is a subsidiary of Noritz Corporation in Japan, which is the leading manufacturer in the world for Tankless Technology. Noritz offers a full line of tankless gas water heaters to meet most demands of residential or commercial applications.

Realizing a growing demand among American consumers for more cost saving and environmentally friendly gas water heaters for the home and business, Noritz America was established in 2001 to meet this demand. With a solid commitment to research and development and through the dedication of its employees to improving life, Noritz Corporation is shaping the future of heating water in the U.S. through its tankless gas water heaters.

## vision statement

Noritz America's vision is to fundamentally alter the way hot water is viewed in America in a way that will reduce the detrimental effects to the environment caused by manufacturing and using water heating appliances while increasing the comfort that these products deliver to the user. Through integrity in these actions, Noritz will become a premier supplier and educator in the water heater industry.

## mission statement

### Customer Focus

Noritz America commits to giving customer satisfaction the highest value, We will provide the best technical and customer service available in the industry, and we will treat our entire distribution base with the integrity and respect they deserve as the founders and supporters of our business.

### Technology

Noritz America seeks to increase the technical level of the entire water heating industry by introducing advance products designed for professionals in the marketplace and providing the education and support required by such progressive products.

### Development

Noritz America will continue to put significant investment into research and development in order to ensure that the products made available to the market contain the highest quality and most up to date technology available.

### Responsible Business Practice

Noritz America commits to providing valuable products to the consumer while constantly maintaining the financial stability of the company in order to continue to supply the ultimate in customer support and employee security for the foreseeable future.

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## **BRAND ARCHITECTURE 6**

noritz logo

preferred usage

reproducing in black and white

use with taglines

incorrect usage

secondary logos

## noritz logo

The Noritz logotype consists of the 'Noritz Bubble', a group of red circles containing the letter 'N' and the logo type (example 1). The 'N' stands for 'Noritz'.

### Use of the logotype

The precise position and proportion of all the logotype elements is fixed and must always be reproduced in the set relationship shown here. The elements must never be re-drawn or modified in any way.

### Master artwork

Always use master artwork when reproducing the Noritz logotype. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for your application.

### Exclusion zone

The Noritz logotype must always be surrounded by an area, which is entirely clear of typography and any other graphic devices. The minimum exclusion area, shown here in example 2, is made up of half the width and height of the "Noritz Bubble" at the chosen size.



1. The Noritz logotype



2. Exclusion zone

# BRAND ARCHITECTURE

## preferred usage

Where possible, the Noritz logotype should be displayed on a white background (example 3).

The logotype can also be displayed as white reversed out of black (example 4).

When reproducing the logotype for print, care must be taken to ensure that the area surrounding the logotype is tonally even and either sufficiently light or sufficiently dark to ensure the logotype is legible (example 5).

When using a textured background, the legibility of the logotype is of paramount importance (example 6).

Extra care should be taken to maintain legibility of the Noritz red when placing the logotype on a colored background with a similar hue and tone (example 7).



3. Preferred usage



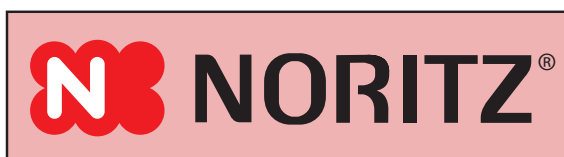
4. Alternate usage



5. Logotype must be clearly visible on background hue



6. Logotype can only be placed on textured back ground that does not distract from the logo



7. Logotype must be clearly visible on background hue similar to logo colors

## reproducing in black & white

For printed material, the logotype should only be reproduced in black and white when appearing on black and white print backgrounds. The “Noritz Bubble” should always be reproduced in black or white with a reverse “N” color when appearing on black and white print backgrounds. Wherever possible, the logotype should be reproduced in the Noritz red and black.

When printing in black and white, the Noritz logotype can be reproduced as black reversed out of white on a light background (example 8), or white reversed out of black on a dark background (example 9).

Care should be taken to ensure that the area surrounding the logotype is tonally even and either sufficiently light or sufficiently dark so that the logotype is clearly legible (example 10).

When using a textured background, the legibility of the logotype is of paramount importance (example 11).



8. Preferred usage



9. Alternate usage



10. Logotype must be clearly visible on background hue



11. Logotype can only be placed on textured back ground that does not distract from the logo

# BRAND ARCHITECTURE

## use with taglines

Correct use of the taglines is critical to the successful implementation of the brand identity for Noritz. Careful and consistent use is absolutely necessary.

Noritz: Always Hot, Noritz: Tankless for Professionals, and Noritz: Tankless Water Heaters are Noritz approved taglines. The taglines wordings must never be altered or substituted with another phrase.

The “lockup” (examples 12-14) are the proper arrangements when the taglines are used in conjunction with the logotype. Always use the provided artworks for the lockup. Refer to the examples for the appropriate colors.



12. For use in end user focused material



13. For use in industry focused material



14. For general use

The following taglines and labels have been Registered by Noritz America Corporation and must conform to the following formats.



Noritz America®

ALWAYS HOT®

# BRAND ARCHITECTURE

## incorrect usage

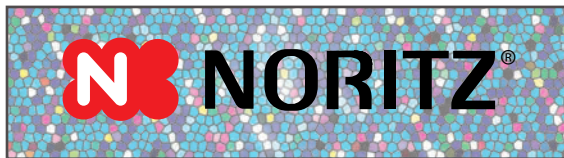
Examples 15-20 show inconsistent use of the Noritz logotype. Altering the Noritz logotype will undermine the impact of the identity and therefore the Noritz brand.



15. Do not distort the logotype in any way



16. Do not change the colors of the logotype



17. Do not use backgrounds that distract from the impact of the logotype



18. Do not try to recreate the logotype with different typefaces



19. Do not delete any elements or add any other graphic elements to the logotype



20. Do not use without the correct "Registered" marks

## secondary logos

The following logos are secondary Noritz logos. Each logo can only be used in accordance to the set guidelines.



21. May be used in advertisements and promotions to emphasize the efficiency and the "Green" factor of Noritz tankless water heaters.



Noritz Eco-friendly  
Product Symbol

22. May be used in advertisements and promotions to label those heaters that are 80-90% efficient.



Noritz Super Eco-friendly  
Product Symbol

23. May be used in advertisements and promotions to label those heaters that are 93% efficient and above.



24. May be used in advertisements and promotions to express Noritz's commitment to professional distribution.

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**COLOR USAGE 13**

logotype color breakdown

secondary color usage

# COLOR USAGE

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## logotype color breakdown

Accurate reproduction of the Noritz red is essential in communicating a clear and consistent message about interactively via the 'Noritz Bubble'.

Special spot color for print:

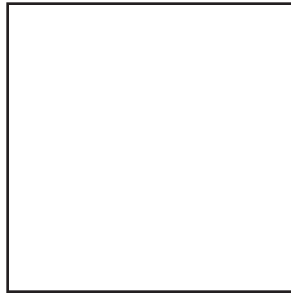
Pantone 032 should be used wherever possible.

CMYK breakdown:

M100, Y100 is the breakdown for process color and should be matched as closely as possible, depending on materials and print process. The color should always be signed off by the Noritz brand manager.

RGB:

On screen the RGB breakdown is 237, 28, 36



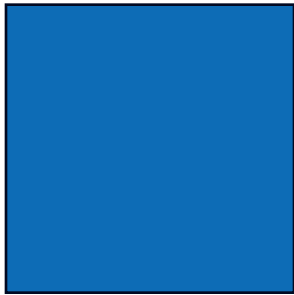
Noritz brand colors

# COLOR USAGE

## secondary color usage

A color palette has been developed to coordinate with the corporate colors. This palette is recommended to complement, but never replace, the corporate colors. Using this palette will help maintain a consistent look throughout all collateral materials.

### Noritz secondary brand colors



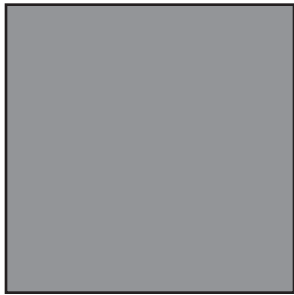
For use in reference to the commercial line of Noritz products.

CMYK breakdown:

C90, M57

RGB:

On screen the RGB breakdown is 5, 108, 782

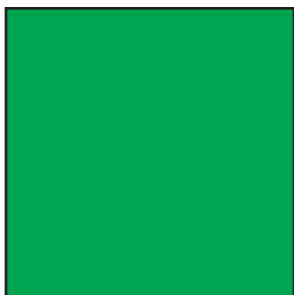


CMYK breakdown:

K50

RGB:

On screen the RGB breakdown is 128, 128, 128



For use in reference to the hydronic boiler line of Noritz products.

CMYK breakdown:

C100, Y100

RGB:

On screen the RGB breakdown is 0, 166, 81

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**PHOTOGRAPHY 16**

consumer/residential images

commercial images

green images

# PHOTOGRAPHY

## consumer/ residential images

Images used for consumer and/or residential material should convey comfort. Noritz's vision is to fundamentally alter the way hot water is viewed in America.



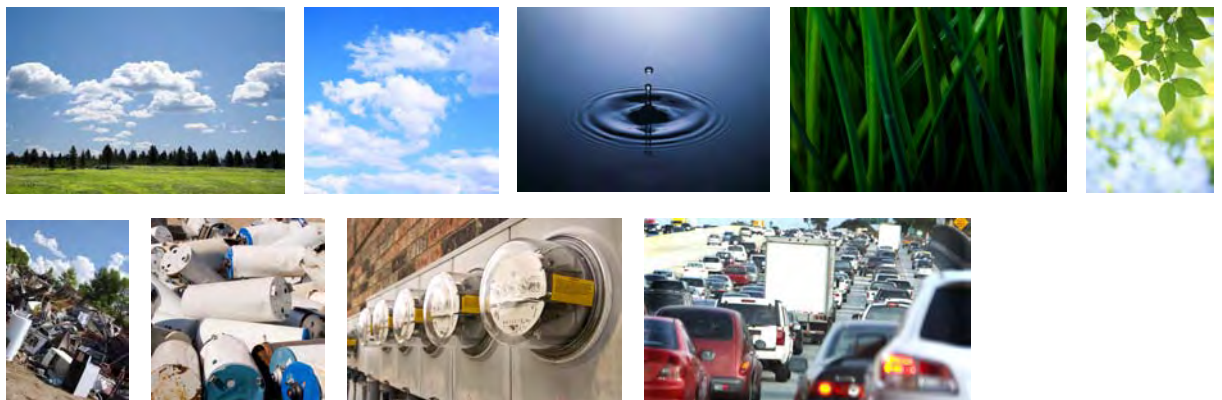
## commercial images

Noritz America is the leading manufacturer of tankless technology. All images associated with the commercial line of products should convey strength, durability and performance.



## green images

Noritz America wants to conserve energy and space world wide by developing products that reduce the detrimental effects to the environment. Images chosen to match our environmental policy should show nature as well as the different improvements Noritz is making through its products.



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**TYPOGRAPHY 18**

brand fonts and usage  
standard typefaces

# TYPOGRAPHY

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## brand fonts and usage

Myriad Pro is the Noritz corporate typeface.

Myriad Pro and Myriad Pro Condensed should be used within interactive applications where Noritz is the primary brand.

For printed material, headings, sub-headings and body copy can be set in Myriad Pro Bold, Regular, Condensed Bold, or Condensed depending on the layout required. Red, black or white text should be used.

For web material, headings, sub-headings and body copy can be set in Arial Bold or Arial Regular depending on the layout required. Red, black or white text should be used.

### standard typefaces- print

Myriad Pro  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

**Myriad Pro Bold**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

Myriad Pro Condensed  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

**Myriad Pro Bold Condensed**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

### standard typefaces- web

Arial Regular  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

**Arial Bold**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

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**APPLYING THE BRAND STANDARDS 20**

printed collateral

medial regulations

signage

wearables

# APPLYING THE BRAND STANDARDS

## advertisements

All Noritz advertising materials should utilize the same basic elements-- the Noritz color palette, the corporate fonts, the logotype and bold primary imagery. All this serves to guarantee continuity and reinforce the brand.

### Category 1: Magazine and Newspaper

Magazine and newspaper advertising create clear and compelling statements about the Noritz brand. Even though the look in this category of advertising can show the most variation, the feel should remain the same throughout.

Bold, large imagery should be used along with large blocks of color. They can also contain body copy, if the design allows for that.



### Category 2: Direct Mail

Advertising for specific events, publications or installers should utilize the identifying markers established for collateral material. The logotype should be utilized in a pleasing and consistent way. Besides using the established markers, the ads should otherwise be compelling and consistent. The logotype should be utilized in a pleasing and consistent way and should be easily visible. The headline should be large and to the point, stressing the advantages of tankless water heaters.

**NORITZ**  
TANKLESS WATER HEATERS

## STOP Wasting - Start Saving!

Enjoy the endless comfort of Noritz tankless water heaters.

**COMPLETE HOME TANKLESS SYSTEM**

UP TO **\$525** UTILITY REBATES

PLUS

UP TO **\$1500** FEDERAL STIMULUS PACKAGE TAX CREDIT

UP TO **\$2025** TOTAL SAVINGS

UP TO \$1500 TAX CREDIT PACKAGE

- No Storage, No Shortage
- Hot Water For Any Size Homes
- Flexible Installation Options
- Lower Water Heating Costs

Garage Install (Before)

Outdoor Install (After)

*We just installed a new tankless system at your neighbors house on Berwick Drive!*

**YOUR LOGO HERE** Call today! **555-555-5555**

# APPLYING THE BRAND STANDARDS

## signage

Whatever medium the signage takes, care must be taken to protect the integrity of the logotype in all applications and to ensure proper clear space around the logotype, as well as proper contrast in each environment.



1. Sample banner



2. Sample truck sticker

## wearables

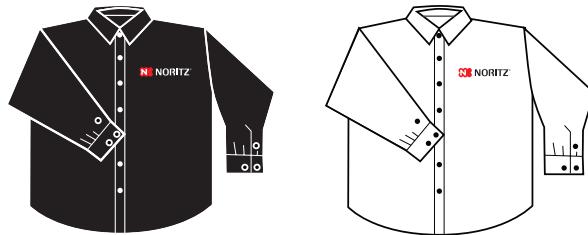
Wearables can be an easy way to reinforce awareness of Noritz's identity and promote the Noritz brand at events. They also carry the Noritz name to a broader audience by displaying the signature on clothing items.

Care should be taken in selecting the premiums as far as color, quality, and the appropriateness is concerned. Therefore, when choosing colors for wearable premiums, the Noritz color pallet should be kept in mind.

The logotype may also be used on wearables. The usage should ways adhere to the rules set forth in this guidebook.



1. Sample polo shirt



2. Sample long-sleeve button shirt



3. Sample T-shirt- front and back



4. Sample hat



## Contact & Resources

the noritz brand

**The logos are available as master artwork at [www.noritz.com/logos](http://www.noritz.com/logos)**

**If you have any questions about the Noritz brand please contact:**

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