



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

Brand Guidelines

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

With three keywords in mind, *eco, relax and clean*, Noritz America's vision is to fundamentally alter the way hot water is viewed in America. Noritz tankless water heaters will reduce the detrimental effects to the environment caused by manufacturing and using water heating appliances, while increasing the comfort to the user. Through integrity in these actions, Noritz will become a premier supplier and educator in the water heating 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.

BRAND ARCHITECTURE

Noritz Logo

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.



Example 1
The Noritz logotype



Example 2
Exclusion Zone

BRAND ARCHITECTURE

Preferred Usage

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).

Additionally, the Noritz bubble can be placed on top of the Noritz name (example 8).



Example 3: Preferred Usage



Example 4: Alternate Usage



Example 5: Logotype must be clearly visible on background hue.



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



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



Example 8: Additional Alternate Usage

BRAND ARCHITECTURE

Reproducing in Black & White

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).



Example 8: Preferred Usage



Example 9: Alternate Usage



Example 10: Logotype must be clearly visible on background hue.



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

BRAND ARCHITECTURE

Use with Taglines

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, Noritz: Tankless Water Heaters, and Noritz: The Simple Comforts of Life are Noritz approved taglines. The taglines wordings must never be altered or substituted with another phrase.

The “lockup” (examples 12-15) 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.

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

 **NORITZ**[®]

Noritz America[®]

ALWAYS HOT[®]

The Simple Comforts of Life[®]

 **NORITZ**[®]
A L W A Y S H O T[®]

Example 12: For use in end user focused material.

 **NORITZ**[®]
Tankless for Professionals[™]

Example 13: For use in industry focused material.

 **NORITZ**[®]
TANKLESS WATER HEATERS

Example 14: For general use.

 **NORITZ**[®]
The Simple Comforts of Life

Example 15: For general use.

BRAND ARCHITECTURE

Incorrect Usage

INCORRECT USAGE

Examples 16-24 show inconsistent use of the Noritz logotype. Altering the Noritz logotype will undermine the impact of the identity and therefore the Noritz brand.



Example 16: Do not distort the logotype in any way.



Example 17: Do not change the colors of the logotype



Example 18: Do not use backgrounds that distract from the impact of the logotype



Example 19: Do not lighten the colors of the logotype



Example 20: Do not fill in any elements of the logotype



Example 21: Do not use different typefaces to recreate the logotype



Example 22: Do not delete or add any graphic elements to the logotype



Example 23: Do not use logotype without the correct "Registered" marks



Example 24: Do not use backgrounds that blend into the logotype

BRAND ARCHITECTURE

Incorrect Usage continued

INCORRECT USAGE

Examples 25-28 show prohibited use of the Noritz logotype. Altering the Noritz logotype will undermine the impact of the identity and therefore the Noritz brand.



Example 25: Do not use patterned or decorative background that distract from the logotype



Example 26: Do not use backgrounds that blend into the logotype



Example 27: Do not use backgrounds that blend into the logotype



Example 28: Do not use backgrounds that blend into the logotype

COLOR USAGE

Logotype Color Breakdown

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:
C0, M100, Y100, K0 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



PHOTOGRAPHY

Image Usage Guidelines

IMAGE USAGE GUIDELINES

Images owned by Noritz America are to be used ONLY for internal literatures. This includes Noritz website, brochures, catalogs, etc. Any other literatures that include any third party branding, aside from Noritz, are expected to purchase their own images that conveys the following:

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.



TYPOGRAPHY

Brand Fonts & Usage

BRAND FONTS & 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, Condensed or Franklin Gothic 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 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Franklin Gothic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

STANDARD TYPEFACES - WEB

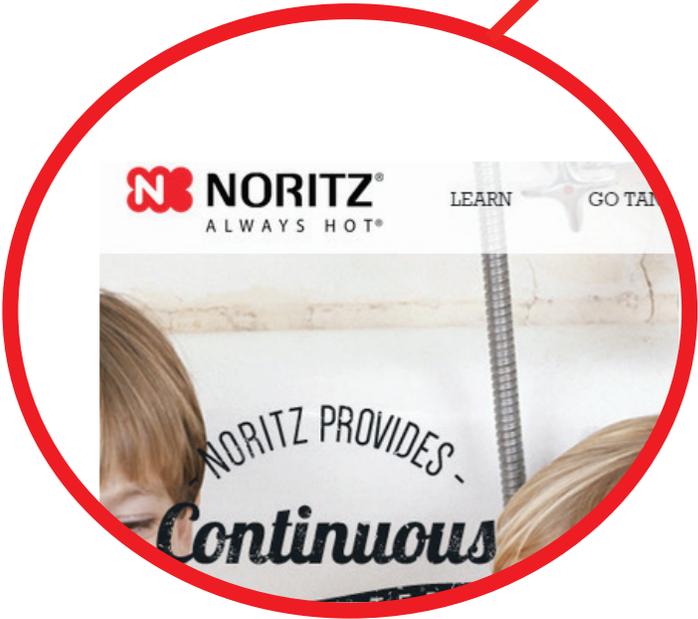
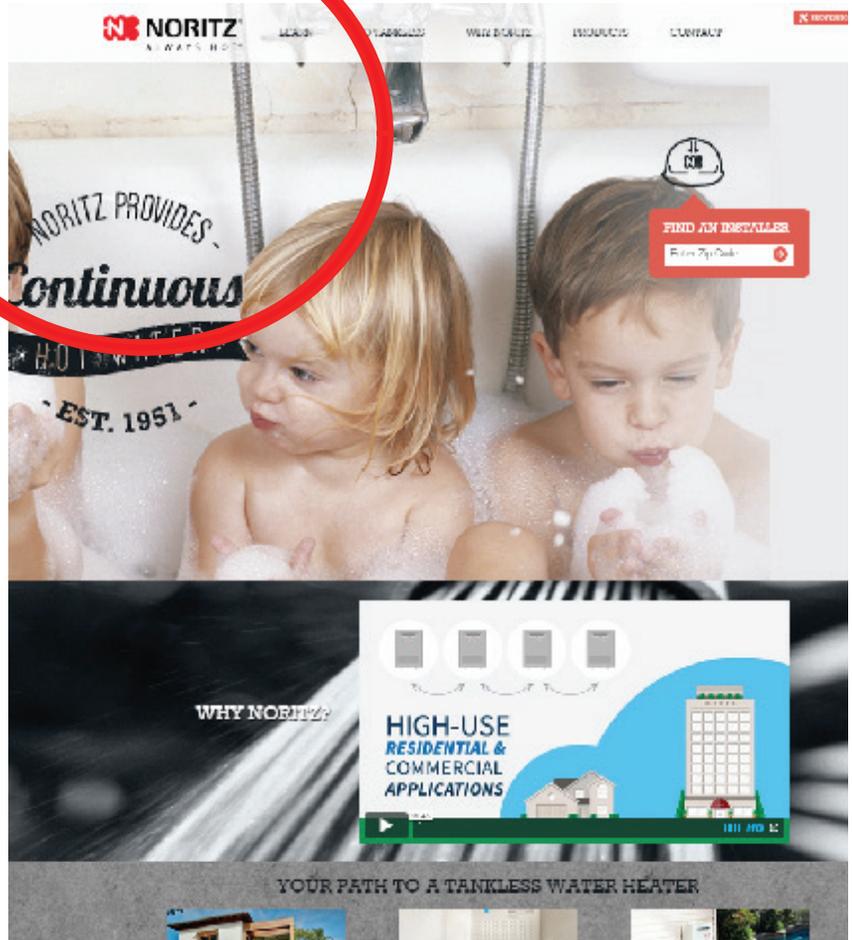
Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

APPLYING THE BRAND STANDARDS

Websites

WEBSITES

The company logo should be placed on the upper left hand corner of each page of the website and visible throughout. Tagline may change depending on the audience, but only a logo with an approved tagline is acceptable.



APPLYING THE BRAND STANDARDS

Business Cards

BUSINESS CARDS

For business cards, example 1 and 2 show appropriate templates for print.



Example 1



Example 2

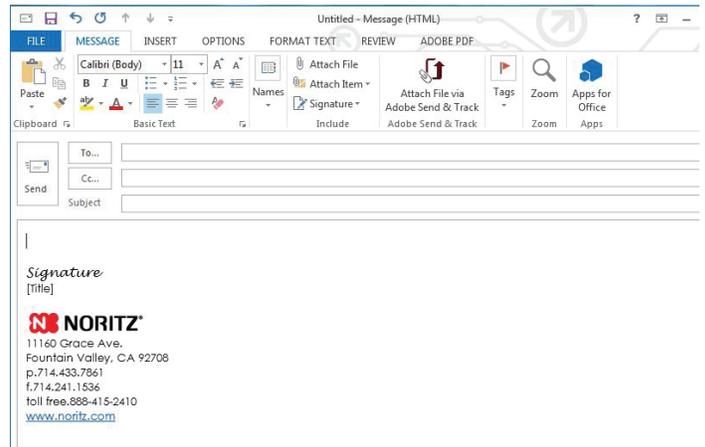
APPLYING THE BRAND STANDARDS

E-Mail Signature

E-MAIL SIGNATURE

When creating an e-mail signature, the format in the example is the correct format. An accepted logotype should be placed on top of the company information. Height of logo should be 0.31" and a width of 1.46" with lock aspect ratio. The company address, phone/fax/toll free numbers, and website should be visible and written in the Century Gothic font at a 10 size.

Any additions to the signature (including signature of name font and title) can be designed up to the employee's discretion.



Signature
[Title]

NORITZ
11160 Grace Ave.
Fountain Valley, CA 92708
p.714.433.7861
f.714.241.1536
toll free.888-415-2410
www.noritz.com



Contact & Resources

The Noritz Brand

The logos are available as master artwork at
www.noritz.com/logos

For general inquiries:

Noritz America Corporation
11160 Grace Avenue
Fountain Valley, CA 92708
email: info@noritz.com
phone: 866.766.7489
www.noritz.com

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

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Phone: 714.433.7831
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