MRCOOL®
COMFORT MADE SIMPLE

DESIGN AND
BRAND GUIDELINES

2022

WELCOME TO MRCOOL®

Once upon a time, heating and cooling was one size fits all. All the big name brands stopped innovating. If you needed more or less heat or A/C, different installation option, or a wide variety of features, you were out of luck. Not anymore.

MRCOOL® Heating and Cooling Solutions are the cutting edge of what modern, flexible fabrication can produce. These systems rely on state-of-the-art manufacturing processes and advanced design to deliver high efficiency air comfort anywhere you need it.

With three different ways to install, including with No-Vac® Quick Connect®, the MRCOOL® Universal® Series can replace just about any central system on the market with an innovative new DC Inverter Heat Pump that can operate more efficiently at a much wider range of temperatures.

Our ductless mini-splits are designed to fit in any home, and our DIY® series mini-splits are designed to be installed by anybody. We expanded with wireless and smartphone technology, allowing you to control your MRCOOL® ductless mini-splits from anywhere. But that wasn't enough. We improved the MRCOOL® Smart HVAC Controller® module and smartphone app, and made our mini-splits compatible with Google Assistant® and Amazon Alexa®.

MRCOOL® GeoCool® Geothermal Systems are the best in their class for high-end performance and efficiency. GeoCool® Geothermal Package Units are an unmatched eco-friendly HVAC solution.

We have some big ideas here at MRCOOL®. We never stop innovating.

IDENTITY GUIDE
CONTENTS

LOGOS

The MRCOOL® **primary logo** is a wordmark and character icon. The lettering style reflects our simple designs, and it emphasizes our personal values of comfort made simple. The polar bear is the key figure in making the brand recognizable and memorable.

This is the main logo that will be used across primary brand applications. This trademark helps our buyers identify our products, ads, and other marketing materials to enhance the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines. The logo works on light backgrounds with a white option for darker backgrounds. Do not reproduce the MRCOOL® logo without consent.

The MRCOOL® **alternative logos** can be used in place of the primary logo but should never be used directly next to the primary logo. For example, never use the primary logo as a header and a secondary logo as a profile image. This looks repetitive and is not a good use of the brand elements.

MINIMUM SIZE

The smallest the logo
should be represented
is 1/8" tall

CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This isolation keeps the logo from competing with other graphic elements that may conflict or overcrowd the impact of the mark.

07

A

B

C

Sometimes our primary logo needs a hand fitting into a tight spot to get the message across. Elements of the vertical logo are not to be re-proportioned, redrawn, or modified.

TYPOGRAPHY

MRCOOL® **typography** is a powerful brand tool when used consistently. This set of typefaces best represent the bold and modern feel of the brand and should be used across all print and web applications. Body copy should never be smaller than 9 pt with rare exceptions, while legal copy should always be no smaller than 6 pt.

abcdef

Aa

Aviano
Use for MRCOOL

ZEPPELIN
use for "comfort made simple"

ROBOTO
use for headlines

Open Sans light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans semi-bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans extra bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans light italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans semi-bold italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Open Sans bold italic
abcdefghijklmnopqrstuvwxyz
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Open Sans extra bold italic
abcdefghijklmnopqrstuvwxyz
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0123456789

COLOR

The MRCOOL® **color palette** is an integral part of our brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling of cool to our audience.
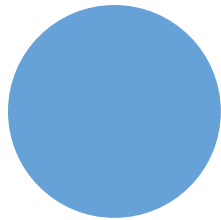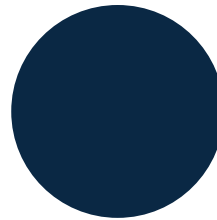
MRCOOL EXTRA LIGHT

CMYK: 58, 25, 0, 0

RGB: 84, 170, 255

HEX: #54AAFF

MRCOOL NAVY

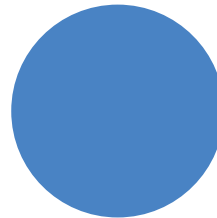CMYK: 98, 81, 46, 47

RGB: 15, 42, 69

HEX: #0F2A45

MRCOOL LIGHT

CMYK: 72, 42, 0, 0

RGB: 28, 142, 255

HEX: #1C8EFF

MRCOOL BLUE

CMYK: 95, 64, 13, 1

RGB: 0, 96, 156

HEX: #00609C
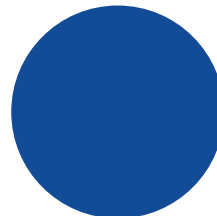
MRCOOL NAVY
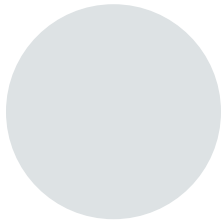
CMYK: 100, 81, 9, 0

RGB: 0, 75, 150

HEX: #004b96
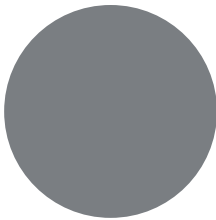
SILVER

CMYK: 12, 7, 7, 0

RGB: 220, 224, 227

HEX: #DCE0E3

The MRCOOL® **neutral color palette** conveys tone and contrast between all colors and components on the page. Copy should always remain legible.
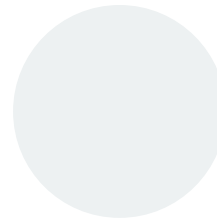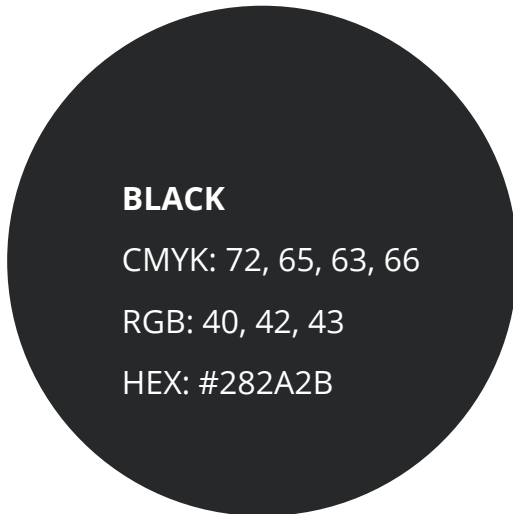
MEDIUM GREY

CMYK: 55, 44, 42, 8

RGB: 121, 124, 128

HEX: #797C80

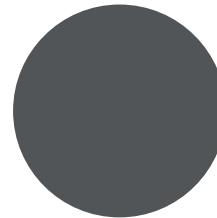**WHITE**

CMYK: 6, 3, 3, 0

RGB: 235, 239, 242

HEX: #EBEFF2

LIGHT GREY

CMYK: 37, 29, 28, 0

RGB: 166, 168, 171

HEX: #A6A8AB

BLACK

CMYK: 72, 65, 63, 66

RGB: 40, 42, 43

HEX: #282A2B

CHARCOAL

CMYK: 66, 56, 54, 30

RGB: 82, 85, 87

HEX: #525557

The GEOCOOL® **neutral color palette** is an integral part of our brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to our audience.

A mixture of greens and brown are reminiscent of energy efficiency and green living.

geocool®
Reliable energy-saving comfort.

GEOCOOL GREEN

CMYK: 73, 35, 100, 24

RGB: 71, 110, 48

HEX: #476E30

LIGHT GREEN

CMYK: 49, 14, 68, 0

RGB: 142, 178, 117

HEX: #8EB275

BLACK/BROWN

CMYK: 70, 67, 64, 74

RGB: 35, 31, 32

HEX: #231F20

TONE

THE MRCOOL® VOICE

Think of MRCOOL® as your friend who is an expert about HVAC equipment and all the cool tidbits that come along with it. When we speak, we keep the talking to a minimum, we feel relatable, we are conversational, and we are full of surprises.

THANK YOU