

# BRAND CONTINUITY GUIDE



VERSION II // 2021



*Climate Control Solutions*

## PROTECT THE BRAND.

Every person has a unique look and personality, an identity all their own. The same is true for businesses. Each has an identity, or brand. If that brand is constantly changing its appearance or personality, people can start to mistrust the business, or forget about it all together.

That's why we need to protect our brand. And that is precisely what this Brand Continuity Guide is designed to do. It helps ensure that our corporate identity stays comfortably familiar and that every point of contact with the public tells the same story. By carefully managing logo usage, type direction, color reproductions, etc., we ensure that our brand maintains the highest level of trust and recognition.

New brand elements have been incorporated within the existing vertical segments to create a cohesive look across the Bard brand. Colors and fonts will be carried through each segment, so all Bard materials will have a consistent, unified look, reaffirming Bard's stance as an industry influencer and its history of innovation.

The color palettes, fonts, imagery and textures of the vertical markets are tied together with a graphic box that conceptually represents Bard's products. The box can be used in many different applications. This guide features several examples of the box's proper application, along with guidelines on how each vertical segment's brand elements incorporate into Bard's overall brand identity.

## REFERRING TO BARD MANUFACTURING.

Our official, legal name is the Bard Manufacturing Company, Inc. This is the name used in all legal documents. However, it's easy to see how this formal name is cumbersome for use in marketing materials. So, for all outward facing marketing pieces, we refer to the company the first time as "Bard Manufacturing", then simply use "Bard" throughout the remainder of the piece.

For internal pieces, Bard Manufacturing should be used for the first referral, and then simply Bard or "the Company" – with an upper case "C".

When speaking of the Company, please use Bard Manufacturing. It is important to make sure we always differentiate between the Bard Family and the Company.

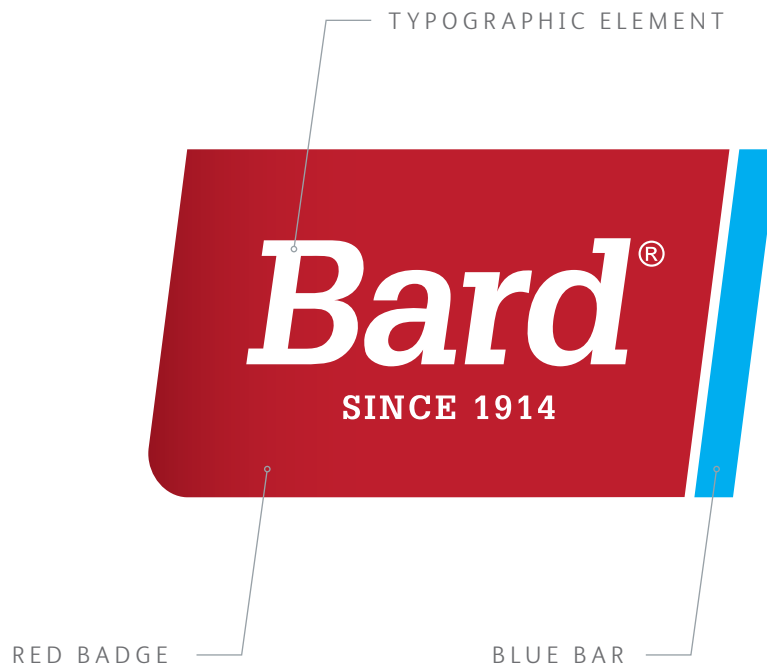
## PRIMARY LOGO.

The primary logo is the workhorse of the Bard brand, and reflects the Company's storied history with a nod to its innovative excellence. The primary logo can be spotted by the three elements – the typographic element that includes the name and date in white, the red badge in Pantone® 200 with a subtle gradient, and the blue bar in 100 % cyan. The space between the red badge and blue bar is always transparent, allowing the background to appear. When appearing on a color background or photo, the logo must have a difference in value of at least 50 %. This version of our logo should be your first choice when selecting a logo, no matter what project you're working on. Alternate versions of the logo are available and can be used when design or production issues make it difficult to reproduce the primary logo clearly.

The logo is a registered trademark and should always appear with the circle R (®), with exceptions noted in this guide.

### *Graphic Proportions*

In order to maintain brand consistency, the logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element, red badge and blue bar as indicated below. The logo should never be cropped off.



## LOGO VARIATIONS.

These alternate logos may be used when production or design issues make it difficult to reproduce the primary logo. When appearing on a color background or photo, the logo must have a difference in value of at least 50%. The space between the badge and bar on the right is always transparent, allowing the background to appear.



### **Flat**

This version is used when the production process makes it impossible to use a gradient in the red badge.



### **Reverse**

This version is used on a field of color or photograph. The color field shown is an illustrated example of a background only and not a control field around the logo.



### **Black and White**

This version is used when the production process makes it impossible to produce the logo in color. Screened versions of the black and white logo are acceptable.

## LOGO RESTRICTIONS.

The Bard logo must always remain easily recognizable. No part of the logo may be altered in any way and must be reproduced only from approved artwork. Below are examples of unacceptable versions of the logo. These restrictions are here to maintain brand consistency.



Never change the colors in the logo.



Never change the typographic element or rearrange elements of the logo.



Never stretch the logo horizontally or vertically.



Never skew or rotate the logo.



Never enlarge the registered mark or "Since 1914" copy.



Never add a keyline or box around the logo.

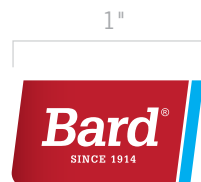
## LOGO SAFE AREA.

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal to the height of the “B” around all sides of the logo art regardless of the size of the logo.



## MINIMUM SIZE AND PLACEMENT.

In order to maintain readability and avoid print production limitations, the logo should never appear smaller than 1" on all traditionally printed marketing materials. While the logo can be located in many different places within a design, it should never be placed less than .5" away from the trim edge. (PLEASE NOTE THAT THE LOGO SHOWN HERE ON THE RIGHT MAY BE REQUIRED TO APPEAR SMALLER AND CLOSER TO THE TRIM EDGE ON SOME SPECIALTY MARKETING MATERIALS, SUCH AS PENS, PENCILS, APPAREL AND LABELS DUE TO PRODUCTION RESTRICTIONS. IN SUCH CASES, THE “®” AND “SINCE 1914” SHOULD BE REMOVED AND ONLY BE USED IN THESE CIRCUMSTANCES.)



(Specialty marketing materials only)

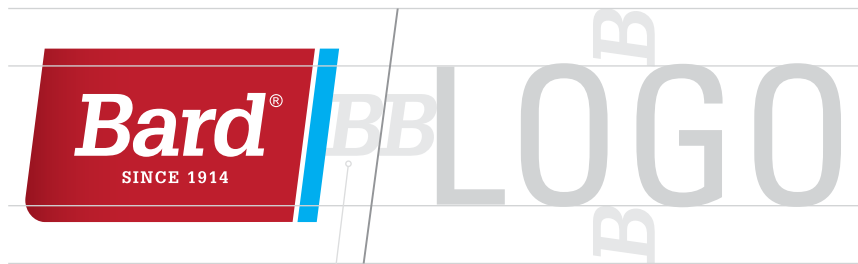


## ***DISTRIBUTOR LOGO USAGE.***

When marketing materials feature a distributor which has a designed graphic/logo of it's own, it should have a specific appearance when used with the Bard logo and follow the graphic guidelines shown here.

### ***Horizontal Distributor Logo Template***

The distributor logo should be centered vertically with the bard logo and be shorter in height. The distributor logo should be placed to the right of the Bard logo, equal in distance to the width of 2 "B"s. A 70 % black keyline is centered between the logos with the same angle as the Bard logo. The keyline is taller in height than the distributor logo, equal in distance to the width of 2 "B"s.



To understand the correct spacing of the logos, use the width of the letter "B" in Bard as a guide. In your design, if the width of the "B" is 1" then the space between the logo and the key line is 1".

### ***Vertical Distributor Logo Template***

The distributor logo should be centered horizontally with the bard logo and maintain the same graphic proportions as the horizontal template. The distributor logo should be placed below the Bard logo, equal in distance to the width of 2 "B"s. A 70 % black keyline is centered between the logos and is wider in length than the larger logo, equal in distance to the width of 2 "B"s.



To understand the correct spacing of the logos, use the width of the letter "B" in Bard as a guide. In your design, if the width of the "B" is 1" then the space between the logo and the key line is 1".

## ***DISTRIBUTOR LOGO EXAMPLES.***

Below are some acceptable examples of how a distributor logo is used with the Bard logo.

### ***Horizontal Distributor Logo Examples***



### ***Vertical Distributor Logo Examples***



## ***DISTRIBUTOR LOGO APPLICATIONS.***

Marketing materials can come in any size and format imaginable. From print materials and digital applications to wearables and give-aways, consistent use of the distributor logo templates embraces the partnership between Bard and it's distributors while allowing both brands to be easily recognizable.





## THE BARD TAGLINE.

“Breathe easy. You’ve Got Bard.” Bard’s tagline says when you’re using our products, there’s nothing to worry about. It says you get more than just a unit—you get a team. It says you can count on us, and we’ve got the track record to prove it. Bard’s tagline says it all.

It differentiates Bard from competitors by elevating the brand, establishing Bard as the go-to cooling company for products and people. As such, the tagline should be used whenever possible on marketing collateral, promotional pieces, apparel and almost any material that faces potential customers. The tagline may be used in-line with copy or as artwork to add to the design of a piece. In-line with the copy, the tagline itself should be typed in standard sentence case as shown here: Breathe easy. You’ve got Bard. As artwork and if space allows, one of the logo and tagline lock-up orientations below may be used.

### Logo and Tagline Lock-up Orientations

(Preferred uses)



*Breathe easy. You've got Bard.*

*(logo must appear somewhere else when this version is utilized)*

(Acceptable uses)



*Breathe easy.  
You've got Bard.*

*(logo must appear somewhere else when this version is utilized)*

*Breathe easy. You've got Bard.*



*Breathe easy. You've got Bard.*

## THE BARD BRAND DESCRIPTOR.

“Climate Control Solutions” is the brand descriptor for Bard Manufacturing. It must appear somewhere on all printed marketing materials, but is not mandatory on items such as products, specialty marketing materials and apparel. The preferred version of the descriptor is displayed in a red bar anchored in the lower right corner of layouts. When design or production issues make it impossible to use the red bar, the descriptor can appear, if necessary, as a tagline beneath the logo. Use the typeface and visual proportions indicated below.



(Preferred use)



(Acceptable use)

## USE OF BARD DESCRIPTOR AND TAGLINE.

The Bard descriptor defines what Bard manufactures. The Bard tagline expresses the essence of Bard's purpose and mission and builds an emotional connection with customers. Each should be used whenever possible for their respective applications to describe and promote the Bard brand. Below are examples of both in use.



**Breathe easy.  
You've got Bard.**

Developing advanced technologies and innovations in the HVAC industry for over a century, no one delivers like Bard. With innovative, high-quality, reliable products and economic, easy installation, Bard is a global leader serving School, Equipment Shelter, Telecom, Modular, Light Commercial, Mobile, Residential and International markets. It's all supported by the dedicated, hands-on customer service you've come to expect from a fourth generation family-led company.

Take a look at our latest, industry-leading technologies at [BardHVAC.com](http://BardHVAC.com) for more information.

**Bard**  
SINCE 1914

[BardHVAC.com](http://BardHVAC.com)

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The Bard tagline is used as a headline above. The Bard descriptor placed with the Bard logo at the bottom right corner of the page defines what Bard manufactures.



**With over a million videos, texts and selfies  
a minute blazing through here,  
Bard's keeping it all cool.**

With demanding high internal heat loads, you need cooling technology specifically-designed for the unique demands of equipment shelters, telecom and data centers. Reliable, durable and efficient, Bard's Free-Flow™ Economizer can provide free cooling operation for over 50 % of the run-time. And with Bard's renowned build quality, you know it can handle the heat.

Always innovating, Bard is ahead of the curve with the latest industry science, code updates and efficiency requirements. That's how we develop the hottest technologies to keep yours cool. And have been for over a century.

**Breathe easy. You've got Bard.**

**Bard**  
SINCE 1914

[BardHVAC.com](http://BardHVAC.com)

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The Bard tagline is used in-line with copy above. The tagline could also be incorporated into a sentence within body copy. The Bard descriptor placed with the Bard logo at the bottom right corner of the page defines what Bard manufactures.



**Bard**  
SINCE 1914

***Breathe easy. You've got Bard.***

The Bard tagline used alone, in this case, on tradeshow signage.

## BARD OVERALL BRAND DESIGN ELEMENTS.

These design elements unite all of Bard's vertical markets into one unified brand look and feel, making it possible to market Bard as a whole company rather than individual pieces. By collecting all of Bard's markets of expertise under a single brand, we display Bard's innovation across the entire industry.

### Box Graphics

A three dimensional box graphic unifies the brand and conceptually represents our product. It can be used in any of the brand colors to create a cohesive design standard across various collateral and vertical segments.



## BARD OVERALL BRAND FONT USAGE.

Bard's corporate fonts are the graphic "voice" of the brand. Audiences expect to see a certain "look" from Bard products and marketing materials. And after 100 years, they expect a certain quality, too. These contemporary typefaces deliver on all fronts, helping build brand recognition and eliminating confusion in the marketplace. Use these fonts on all marketing materials across all vertical markets. The entire font family, including italicized and bold versions of each, may be used. OpenType versions of these fonts should be purchased and will work on both Macintosh and PC operating systems. Contact the marketing department to find the correct font foundry version.

### Outward Facing Marketing Materials

Display  
Glypha Black

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Secondary Body Copy  
FS Albert

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Secondary Technical Copy  
Trade Gothic

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### MS Office / Electronic Media / Alternate Print Use

Primary Display  
Impact

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Secondary Body Copy  
Arial

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Photography

Photography should remain consistent across all vertical markets and Bard corporate pieces. Black and white photos with just a touch of color creates a personalized, unique and consistent look for the Bard brand, and reflects the human touch and personality that have made Bard successful for over 100 years. Human subjects should be warm and personable, while inorganic subjects should be striking and graphic.



### Product Photography

Product photography should be arranged in a aesthetically pleasing arrangement and proportionate to the actual sizes of the product. Placement should be secondary to any beauty photos.



### Hi-tech Graphics

Hi-tech graphics can be used across all vertical markets to emphasize text or add interest.



## BARD CORPORATE COLOR USAGE.

Color reproduction is vital to proper usage of the Bard brand. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be taken into account. Screened versions of all colors are acceptable.

### *Corporate Palette*

<b>Pantone® 200 C</b> <b>CMYK</b> 15/100/90/10 <b>RGB</b> 186/12/47 <b>HTML</b> BA0C2F	<b>Pantone® Process Cyan</b> <b>CMYK</b> 100/00/00/00 <b>RGB</b> 00/159/223 <b>HTML</b> 009FDF	<b>Pantone® 40% Black</b> <b>CMYK</b> 00/00/00/40 <b>RGB</b> 167/169/172 <b>HTML</b> A7A9AC
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## CORPORATE TONE AND STYLE.

The corporate brand style and tone is vibrant and confident. Bard is a leader in the industry and that is illustrated with a bold template and bright colors surrounded by lots of white space. The tone of each piece conveys Bard's confidence and pride in its history, as well as the innovative spirit that keeps Bard constantly moving forward. The "Breathe Easy. You've Got Bard." tagline compliments this graphic approach, tying together the tone and visuals to drive home the idea that Bard's ability, experience and products can help any facility and any person keep their cool.

FOCUS: Those who want to "feel" who Bard is.

## CORPORATE GRAPHIC STYLES.

The Bard Corporate graphic style gives the overall Bard brand a clean look that can be used on its own when representing the Bard company as a whole or in conjunction with the specific vertical market elements that follow in this guide.

### Corporate Graphic Style Applications



**Breathe easy.  
You've got Bard.**

Developing advanced technologies and innovations in the HVAC industry for over a century, no one delivers like Bard. With innovative, high-quality, reliable products and economic, easy installation, Bard is a global leader serving School, Equipment Shelter, Telecom, Modular, Light Commercial, Mobile, Residential and International markets. It's all supported by the dedicated, hands-on customer service you've come to expect from a fourth generation family-led company.

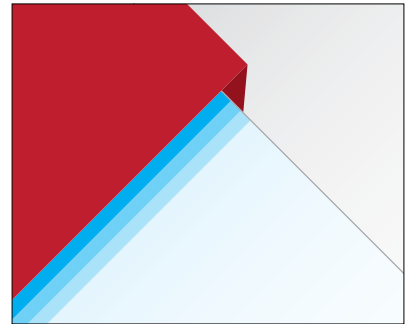
Take a look at our latest, industry-leading technologies at [BardHVAC.com](http://BardHVAC.com) for more information.



[BARDHVAC.COM](http://BARDHVAC.COM)

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The Bard corporate “gradiated lines” represent the overall Bard brand. They can be used in various applications to indicate a piece is coming from Bard.



The Bard corporate gradiated lines should be incorporated with other vertical market design elements when the overall Bard brand is referenced. This helps unify the Company look, while giving vertical markets their own unique, distinct feel.



Existing airflow and movement graphics will continue to be used but new corporate brand elements should be incorporated into any new materials.

## EDUCATION COLOR USAGE.

Color reproduction is vital to proper usage of the Bard Education sub-brand. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be taken into account. Screened versions of all colors are acceptable.

### *Education Palette*

<b>Pantone® 200 C</b> <b>CMYK</b> 15/100/90/10 <b>RGB</b> 186/12/47 <b>HTML</b> BA0C2F	<b>Pantone® Process Cyan</b> <b>CMYK</b> 100/00/00/00 <b>RGB</b> 00/159/223 <b>HTML</b> 009FDF	<b>Pantone® 40% Black</b> <b>CMYK</b> 00/00/00/40 <b>RGB</b> 167/169/172 <b>HTML</b> A7A9AC	<b>Pantone® 368 C</b> <b>CMYK</b> 65/00/100/00 <b>RGB</b> 120/190/32 <b>HTML</b> 78BE20
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Additional colors previously incorporated in the education palette are acceptable as well. However, these should be the main colors utilized on any new materials.

▲ Vertical Market Color

## EDUCATION TONE AND STYLE.

Education pieces take on a different look to illustrate the importance of the end-user – the students in the classrooms. Through the use of bright, primary colors with a watercolor theme, the idea that Bard’s classroom products help students learn is beautifully brought to life. The professional tone positions Bard as experts by demonstrating leadership, knowledge and expertise in this market.

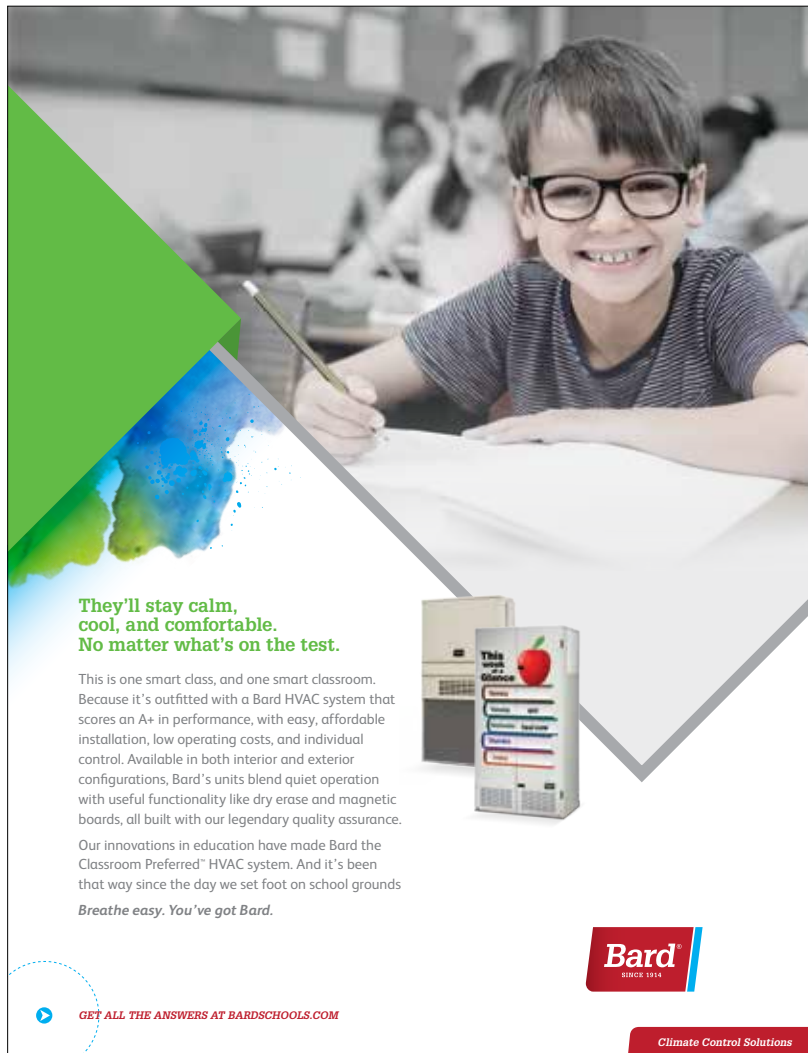
FOCUS: Those who see and understand the students and their needs, and know that the job goes beyond specifications and engineering requirements.



## EDUCATION GRAPHIC STYLES.

The following is the graphic “voice” of the Bard Education vertical market. Audiences for this market expect to see a soft, more personal visual that reflects the market’s tone. Education material should feature a watercolor effect and a bright color pallet to build brand recognition and eliminate confusion in the marketplace. These design elements should be incorporated with the Bard corporate brand elements.

### Education Graphic Style Applications



**They'll stay calm, cool, and comfortable. No matter what's on the test.**

This is one smart class, and one smart classroom. Because it's outfitted with a Bard HVAC system that scores an A+ in performance, with easy, affordable installation, low operating costs, and individual control. Available in both interior and exterior configurations, Bard's units blend quiet operation with useful functionality like dry erase and magnetic boards, all built with our legendary quality assurance. Our innovations in education have made Bard the Classroom Preferred™ HVAC system. And it's been that way since the day we set foot on school grounds.

*Breathe easy. You've got Bard.*

**Bard**  
SINCE 1914

▶ GET ALL THE ANSWERS AT [BARD.SCHOOLS.COM](http://BARD.SCHOOLS.COM)

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Bard Manufacturing  
**Classroom Preferred™**  
School HVAC Solutions.

**Bard**  
Climate Control Solutions



Think **Smart.**

**Bard**  
Climate Control Solutions

The Education “watercolor effects” applied with the Bard corporate design elements represent this vertical market within the overall Bard brand. They can be used in various applications to indicate a piece is coming from the Education vertical market.

Existing Education layouts will continue to be used but new corporate brand elements should be incorporated into any new materials.



## LIGHT COMMERCIAL/MOBILE COLOR USAGE.

Color reproduction is vital to proper usage of the Bard Light Commercial/Mobile sub-brand. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be taken into account. Screened versions of all colors are acceptable.

### *Light Commercial/Mobile Palette*

<b>Pantone® 200 C</b> <b>CMYK</b> 15/100/90/10 <b>RGB</b> 186/12/47 <b>HTML</b> BA0C2F	<b>Pantone® Process Cyan</b> <b>CMYK</b> 100/00/00/00 <b>RGB</b> 00/159/223 <b>HTML</b> 009FDF	<b>Pantone® 7706 C</b> <b>CMYK</b> 100/16/10/44 <b>RGB</b> 0/106/142 <b>HTML</b> 006A8E	<b>Pantone® 5275</b> <b>CMYK</b> 74/68/07/31 <b>RGB</b> 89/84/120 <b>HTML</b> 595478
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▲ Vertical Market Color

## LIGHT COMMERCIAL/MOBILE TONE AND STYLE.

Bard understands the specific needs and challenges of the Light Commercial and Mobile industries. Industry-leading leadership is demonstrated through reliable products, quality service and a history of in-the-field success. Visually this is demonstrated with illustrative elements that call out product specifics. The copy focuses on Bard's commitment to this industry, showcased by a broad spectrum of products. Bard's unique know-how and experience is behind every product.

FOCUS: Straight-forward, specification-driven purchasers.

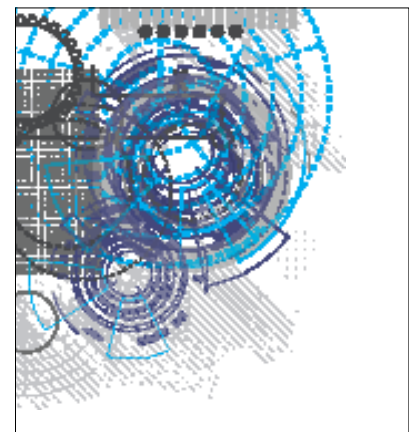
## LIGHT COMMERCIAL/MOBILE GRAPHIC STYLES.

Bard's Light Commercial and Mobile units are punctuated by sophisticated technology in a simple, straight-forward package. To highlight that, we use industry specific photography alongside graphic elements that capture the look and feel of forward-thinking and innovation. We're known for over a century of developing high-quality cooling solutions for unique industries, and this design represents how we bring those two worlds together.

### Light Commercial/Mobile Style Applications



The Light Commercial/Mobile graphic elements applied with the Bard corporate design elements represent this vertical market within the overall Bard brand. They can be used in various applications to indicate a piece is coming from the Light Commercial/Mobile vertical market.



Existing Light Commercial/Mobile layouts will continue to be used but new corporate brand elements should be incorporated into any new materials.

## MODULAR COLOR USAGE.

Color reproduction is vital to proper usage of the Bard Modular sub-brand. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be taken into account. Screened versions of all colors are acceptable.

### *Modular Palette*

<b>Pantone® 200 C</b> <b>CMYK</b> 15/100/90/10 <b>RGB</b> 186/12/47 <b>HTML</b> BA0C2F	<b>Pantone® Process Cyan</b> <b>CMYK</b> 100/00/00/00 <b>RGB</b> 00/159/223 <b>HTML</b> 009FDF	<b>Pantone® 40% Black</b> <b>CMYK</b> 00/00/00/40 <b>RGB</b> 167/169/172 <b>HTML</b> A7A9AC	<b>Pantone® 7692 C</b> <b>CMYK</b> 100/45/5/40 <b>RGB</b> 0/79/126 <b>HTML</b> 004E7D
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▲ Vertical Market Color

## MODULAR TONE AND STYLE.

The Modular market requires a level of precise craftsmanship that only Bard can deliver. The tone of these materials captures that dedication to quality, a commitment to innovation and our drive to evolve the industry. These pieces should focus on Bard units' quick installation and simple serviceability, highlighting how only Bard can solve the biggest questions this market faces. And how only Bard is Made for Modular.

Focus: Innovative, straight-forward, simple to service.

## MODULAR GRAPHIC STYLES.

The Modular vertical market graphic style focuses heavily on highlighting Bard's products, demonstrating the level of quality and craftsmanship that the audience demands and that Bard has brought to this specific market for over 50 years. To build brand recognition and eliminate confusion in the marketplace, incorporate these design elements with the Bard corporate brand elements.

### Modular Graphic Style Applications



**MADE FOR MODULAR**

For over 50 years, Bard has been developing groundbreaking innovations in modular building comfort. Our units are specially designed for the modular market, delivering the durability, flexibility and reliability the industry demands, along with easy installation and the unmatched serviceability that comes standard with every Bard system.

As the industry evolves, we'll be there to drive the next generation. That's how we became the leading HVAC supplier. And that's why we are Made for Modular.

*Breathe easy. You've got Bard.*

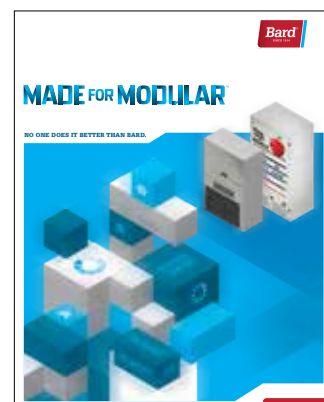
**Bard**  
SINCE 1918

[VISIT MADEFORMODULAR.COM TO LEARN MORE](http://MADEFORMODULAR.COM)

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The Modular “cubes” applied with the Bard corporate design elements represent this vertical market within the overall Bard brand. They can be used in various applications to indicate a piece is coming from the Modular vertical market.

The “Made for Modular” type treatments may be used in modular marketing pieces as a graphic element and/or headline.



Existing Modular layouts will continue to be used but new corporate brand elements should be incorporated into any new materials.

## RESIDENTIAL COLOR USAGE.

Color reproduction is vital to proper usage of the Bard Residential sub-brand. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be taken into account. Screened versions of all colors are acceptable.

### *Residential Palette*

<p><b>Pantone® 200 C</b> <b>CMYK</b> 15/100/90/10 <b>RGB</b> 186/12/47 <b>HTML</b> BA0C2F</p>	<p><b>Pantone® Process Cyan</b> <b>CMYK</b> 100/00/00/00 <b>RGB</b> 00/159/223 <b>HTML</b> 009FDF</p>	<p><b>Pantone® 40% Black</b> <b>CMYK</b> 00/00/00/40 <b>RGB</b> 167/169/172 <b>HTML</b> A7A9AC</p>	<p><b>Pantone® 368 C</b> <b>CMYK</b> 65/00/100/00 <b>RGB</b> 120/190/32 <b>HTML</b> 78BE20</p>
	▲ Oil Furnace/Residential Vertical Market Color		▲ Geothermal/Residential Vertical Market Color

## RESIDENTIAL TONE AND STYLE.

These pieces bring home Bard's long history of Residential heating and cooling. Fresh and colorful lifestyle images with lively background colors demonstrate the comfort and ease Bard products provide. The tone is more consumer friendly, highlighting our history along with the confidence in smart, innovative products. Bard's expertise is also highlighted so everyone, from dealers to architects, can feel confident recommending Bard for their clients.

FOCUS: Leveraging confidence, credibility and comfort to showcase benefits of Bard products.

## RESIDENTIAL GRAPHIC STYLES.

The following is the graphic “voice” of Bard’s Residential vertical market. Residential audiences turn to Bard for home cooling products that can keep houses comfortable for years, and only Bard can deliver that level of quality and service. To elevate the Bard brand and set it apart in the market, Residential pieces feature personal, slice-of-life imagery of families enjoying their space thanks to Bard. These design elements should be flowed into the Bard corporate brand elements.

### Geothermal/Residential Graphic Style Applications



### Oil Furnace/Residential Graphic Style Applications



The Residential graphic elements applied with the Bard corporate design elements represent this vertical market within the overall Bard brand. They can be used in various applications to indicate a piece is coming from the Residential vertical market. Existing Residential layouts will continue to be used but new corporate brand elements should be incorporated into any new materials.

## EQUIPMENT SHELTER/TELECOM COLOR USAGE.

Color reproduction is vital to proper usage of the Bard Equipment Shelter/Telecommunications sub-brand. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be taken into account. Screened versions of all colors are acceptable.

### *Equipment Shelter/Telecom Palette*

<b>Pantone® 200 C</b> <b>CMYK</b> 15/100/90/10 <b>RGB</b> 186/12/47 <b>HTML</b> BA0C2F	<b>Pantone® Process Cyan</b> <b>CMYK</b> 100/00/00/00 <b>RGB</b> 00/159/223 <b>HTML</b> 009FDF	<b>Pantone® 40% Black</b> <b>CMYK</b> 00/00/00/40 <b>RGB</b> 167/169/172 <b>HTML</b> A7A9AC	<b>Pantone® 3262 C</b> <b>CMYK</b> 75/00/35/00 <b>RGB</b> 0/191/179 <b>HTML</b> 00BFB3
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▲ Vertical Market Color

## EQUIPMENT SHELTER/TELECOM TONE AND STYLE.

Equipment capable of keeping telecom technology online is essential in this specialized, global market. And Bard fundamentally understands the demanding needs of the telecommunications industry around the world. In this series, Bard's dominance and expertise is highlighted by the use of black and white photography with touches of vibrant color and geometric shapes. The overall tone is serious and straight forward, leveraging Bard's quality, service, and track record to market to an industry that relies on vendors that get the job done right and on time. Time and time again.

FOCUS: Major players in the Equipment Shelter/Telecom industry. Demonstrate familiarity with technology and final applications.



## EQUIPMENT SHELTER/TELECOM GRAPHIC STYLES.

Bard's Equipment Shelter/Telecom vertical market is defined by products that are capable of keeping today's most essential technology cool. This audience deals with sophisticated, contemporary components, and Bard materials feature a graphic style to match. As with other markets, these design elements should be built into Bard corporate brand elements to increase brand recognition and eliminate confusion in the marketplace.

### Equipment Shelter/Telecom Graphic Style Applications



**With over a million videos, texts and selfies a minute blazing through here, Bard's keeping it all cool.**

With demanding high internal heat loads, you need cooling technology specifically-designed for the unique demands of equipment shelters, telecom and data centers. Reliable, durable and efficient, Bard's Free-Flow<sup>®</sup> Economizer can provide free cooling operation for over 50% of the run-time. And with Bard's renowned build quality, you know it can handle the heat.

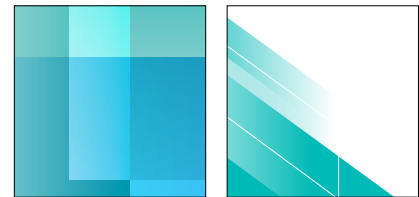
Always innovating, Bard is ahead of the curve with the latest industry science, code updates and efficiency requirements. That's how we develop the hottest technologies to keep yours cool. And have been for over a century.

*Breathe easy. You've got Bard.*

**Bard**  
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Climate Control Solutions




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**Telecom**  
Signal Reliability. Structure You Trust.

**Bard**  
SINCE 1916

The Equipment Shelter/Telecom “transparency effects” applied with the Bard corporate design elements represent this vertical market within the overall Bard brand. They can be used in various applications to indicate a piece is coming from the Equipment Shelter/Telecom vertical market.

Existing Equipment Shelter/Telecom layouts will continue to be used but new corporate brand elements should be incorporated into any new materials.



## INTERNATIONAL MARKET BRAND APPLICATION.

The International market takes on the palette of the individual vertical or brand and translates into the language of the market the communication is being utilized.

**THE BARD BRAND IN USE.**

A visual sample of the current Bard brand in use. The templates are managed by Bard Marketing.

## Newsletter Template

TELECOM. RUGGED RELIABILITY. ANYWHERE YOU NEED IT.

**Bard**  
since 1915

ISSUE 5 / APRIL / 2017

## Bard Springs Forward Into 2017 with Exciting New Innovations for Verizon Customers

We know you have choices when it comes to HVAC, so we'd like to thank you and your contractors for your continued trust and commitment to Bard. Much like you, our world is centered around telecom, and more specifically, making sure Bell wall-mount air conditioners keep you worry free, with time to focus on the overall highest ranked cell network in America. The team at Bard Manufacturing has been deep in innovation, developing opportunities to better serve you. And we are proud to announce exclusive new technologies and services that will help you maintain the highest quality of service. Please read below to hear more about special updates just for you.

Your feedback in the past has led to many of the upcoming products and services being launched for Verizon. I welcome your continued feedback and I am always available to talk with you about your experiences. The entire Bard team is passionate about service and sales to continue to improve in our responsiveness to you.

Ryan Ritzema | Sales Engineer for Equipment Shelters | Bard Manufacturing  
Email: [Ryan.Ritzema@bard.com](mailto:Ryan.Ritzema@bard.com)

## FUSION-TFC: The Next Generation of Air Conditioning with Bard's PLC Technology

Bard set out to create the most cost effective shelter cooling solution for you, and today we are excited to announce the arrival of the latest innovation from the Bard family—FUSION-TFC wall-mount air conditioners—just in time for 2017 HWC change out and upgrade projects.

FUSION-TFC offers a peak-efficiency economizer with an ultra-high efficiency air conditioning system. The economizer allows for more efficient cooling by using the benefit of outdoor air, achieving nearly free cooling. Also, an even more economizer offers a wide window of operation with EER efficiency exceeding 14.

Should conditions require the ultra-efficient air conditioner to turn on, peak performance continues with the multi-stage air conditioner: it delivers precisely the right amount of cooling based on real-time conditions in the shelter. With air conditioner EER's greater than 12 and an IPW above 15, FUSION-TFC provides highly sensible cooling to target telecom shelter heat loads. Whenever there is a need for cooling, FUSION-TFC will automatically determine the most cost-effective mode of operation to save energy and reduce your annual operating expenses.

In addition to adaptable cooling capacity and superior performance, the FUSION-TFC product line offers three models which cover 90% of shelter cooling applications. The HR05, 5-ton FUSION-TFC is currently available to order through local Verizon approved Bard distribution partners and through ProjectPoint in the near future. To support "right-sizing," the FUSION-TFC product line has two different 3-ton models. The HR05 FUSION-TFC model is a 3-ton, 12-1/2" R134a unit designed as a direct replacement for shelters where 5-ton wall mount units are being removed, available in late 2017. The HR05 modelers come with effective, right-sized HVAC for shelters where heat loads have been reduced over time. Finally, the HR05 FUSION-TFC model is a direct replacement HR05 package for shelters with 5-ton air conditioners, and will be available in early fall 2017.

FUSION-TFC Product Rendering

The FUSION-TFC is performance engineered for telecom, but the many features and functions of FUSION-TFC were thoughtfully designed with installers and the end user in mind. From the simplified installation process to predictive maintenance notifications, FUSION-TFC is the complete solution for all telecommunications shelter cooling needs.

### SOME ADDITIONAL BENEFITS OF FUSION-TFC INCLUDE:

- AHR certified performance
- 2 year warranty available at no additional cost (requires installer training and certification)
- No wet and patch brick-and-mortar work when replacing older wall mounts
- Simple, 4-wire connection between units and LV1000 shelter controller
- Connect up to 4 wall mounts on the same network with the LV1000 shelter controller
- Highly sensible cooling
- Integrated dehumidification mode
- Outdoor air quality detection system
- Direct condenser coil deflection system
- Available Bard Guard Theft Deterrent system

Combining the FUSION-TFC exceptional performance with ease of installation, means each project will have a favorable ROI, generate a total payback and provide the durability and reliability you expect from Bard. We recognize that shelter cooling solutions are long-term and FUSION-TFC gives you the broadest service partnership possible.

Visit [Bard telecom.com](http://Bard telecom.com) for the detailed specifications or contact [Ryan Ritzema](mailto:Ryan.Ritzema@bard.com) for additional information.

## We're Standing With You

### VIDEO TECH SUPPORT SERVICE STARTING MAY 2017

Coming this spring, Bard will offer a new service in field support, exclusively for Verizon wall-Bard factory-certified technicians. Our technical service representatives will begin offering live support through video, so it's like we're standing right beside you. By calling our technical service line, we will be able to connect you with our technicians through your cell phone camera so we can see exactly what you see—and you can watch us show you how to solve the problem. This innovative service is available for all Verizon customers and our service is available for all Verizon customers. This service will be available for all Verizon customers.

## Brochure

[illegible]

## Vertical Market Ads



**Breathe easy.  
You've got Bard.**

Developing advanced technologies and innovations in the HVAC industry for over a century, no one delivers like Bard.

With innovative, high-quality, reliable products and economic, easy installation, Bard is a global leader serving School, Equipment Shelter, Telecom, Modular, Light Commercial, Mobile, Residential and International markets.

It's all supported by the dedicated, hands-on customer service you've come to expect from a fourth generation family-led company.

Take a look at our latest, industry-leading technologies at [BardHVAC.com](http://BardHVAC.com) for more information.

**Bard**  
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[BardHVAC.COM](http://BardHVAC.COM)

Climate Control Solutions

Corporate



**They'll stay calm,  
cool, and comfortable.  
No matter what's on the test.**

This is one smart class, and one smart classroom. Because it's outfitted with a Bard HVAC system that scores an A+ in performance, with easy, affordable installation, low operating costs, and individual control. Available in both interior and exterior configurations, Bard's units blend quiet operation with useful functionality like dry erase and magnetic boards, all built with our legendary quality assurance.

Our innovations in education have made Bard the Classroom Preferred™ HVAC system. And it's been that way since the day we set foot on school grounds.

*Breathe easy. You've got Bard.*

**Bard**  
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[GET ALL THE ANSWERS AT BARD.SCHOOLS.COM](http://GETALLTHEANSWERSATBARD.SCHOOLS.COM)

Climate Control Solutions

Education



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Climate Control Solutions

Equipment Shelter/Telecom



**MADE FOR MODULAR**

For over 50 years, Bard has been developing groundbreaking innovations in modular building comfort. Our units are specially designed for the modular market, delivering the durability, flexibility and reliability the industry demands, along with easy installation and the unmatched serviceability that comes standard with every Bard system.

As the industry evolves, we'll be there to drive the next generation. That's how we became the leading HVAC supplier. And that's why we are Made for Modular.

*Breathe easy. You've got Bard.*

**Bard**  
SINCE 1916

[VISIT MADEFORMODULAR.COM TO LEARN MORE](http://VISITMADEFORMODULAR.COM)

Climate Control Solutions

Modular

*Breathe easy. You've got Bard.*

Bard Manufacturing Company, Inc.  
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**[www.bardhvac.com](http://www.bardhvac.com)**

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