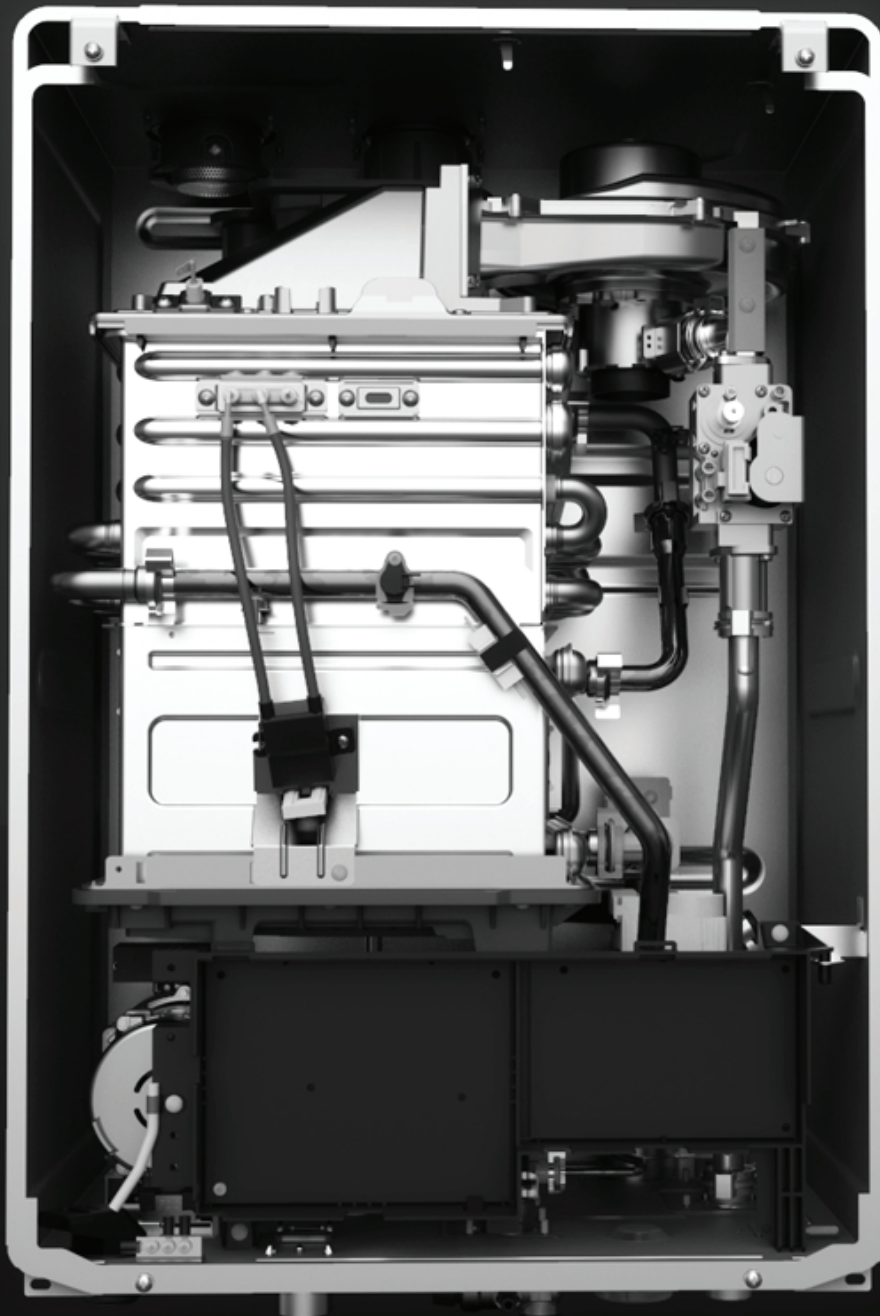


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# Noritz America Brand Guidelines Manual

# Purpose of the Noritz Brand Guidelines Manual

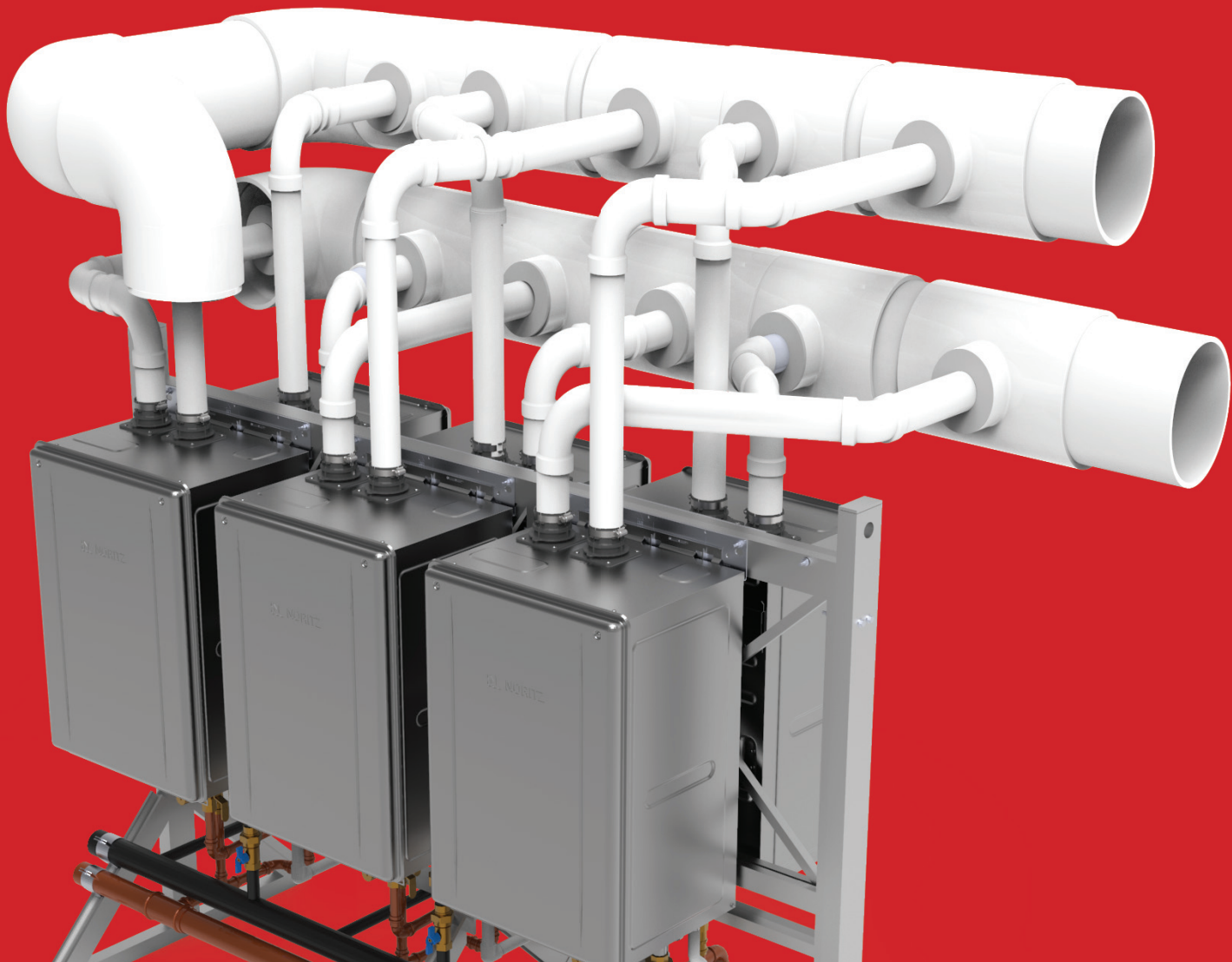
This manual is designed to communicate the Noritz visual system and guidelines that ensure all Noritz products and promotions maintain visual consistency and meet brand expectations.





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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,  
Soichiro Kokui  
President and CEO  
Noritz America Corporation



## 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.

**Quality**  
**Teamwork**  
**Innovation**  
**Empowerment**  
**Customer Focus**  
**Accountability**





## Our Core Values

Noritz America is dedicated to quality products and service, made possible by the teamwork of all our team members. We bring our innovation to the world and empowerment to each other to help us grow and achieve our goals. Our unmatched customer focus and accountability to our products has made us the industry leader in tankless technology.

# Identity Tool Kit & Logos

Included in this toolkit are all of the visual identity elements of the brand and for maintaining the consistency of the brand.

Primary Wordmark



Secondary Wordmark



Icon



Stacked Wordmark



Color Palette



Pantone: 032 C  
R239 G51 B64  
C0 M90 Y76 K0  
HEX: EF3340



Pantone: 419 C  
R35 G31 B32  
C70 M67 Y64 K74  
HEX: 231f20

Typography

Franklin Gothic URW Book  
Franklin Gothic URW Medium  
Franklin Gothic URW Demi



# Primary Wordmark

## Noritz Wordmark

The Noritz wordmark 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 redrawn 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.

## Clearspace

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 is made up of half the width and height of the "Noritz Bubble" at the chosen size.

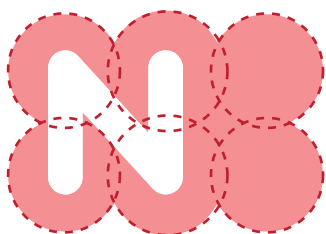
## Primary Wordmark Example 1



## Clearspace



## Variations



## Secondary Wordmark



## Clearspace



## Variations



## Stacked Wordmark



## Clearspace



## Variations



# Color Palette

## Noritz Red



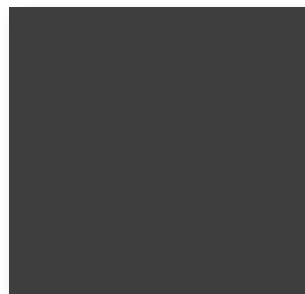
Pantone: 2347 C  
R237 G28 B36  
C0 M100 Y100 K0  
HEX: ed1c24

## Noritz Black



Pantone: 419 C  
R35 G31 B32  
C70 M67 Y64 K74  
HEX: 231f20

## Dark Grey



Noritz black with a 90% tint. Primarily used for headlines and body copy.

## Incorrect Usage

The Noritz wordmark and logos should maintain eligibility across all platforms and usage. Avoid these transformations of our logo.

Do not stretch or compress



Do not change brand colors



Do not use gradients



Do not rotate



Do not use different typefaces



Do not distort



Do not use against complex backgrounds



Do not use fills on elements of the wordmark



Do not add or remove elements to original wordmark



Always use wordmark with registration marks





# Typography

## Franklin Gothic URW Book

Franklin Gothic URW Book is used primarily for body copy and subheaders.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

## Franklin Gothic URW Medium

Franklin Gothic URW Medium is used to highlight headers and subheaders.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

## Franklin Gothic URW Demi

Franklin Gothic URW Demi is primarily used for larger titles and headers.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

# The Green Benefits Of Tankless Water Heaters

## Green Benefits For Residents



If you're a green-conscious homeowner, you know the importance of decreasing your carbon footprint. By using a tankless water heater, you are sure to do just that. Tankless water heaters work to reduce carbon emissions. They do this by using less energy to heat your water since you don't need to heat a full tank. The heater goes to work only when hot water is needed.

Hydronic floor heaters are another growing trend for homeowners. They are great for heating your home and are also beneficial in reducing energy consumption. Tankless water heaters are an added bonus if you are considering hydronic floor heaters, or already have them installed. Because they require a steady flow of hot water, you can easily imagine how a tankless water heater would provide exactly that. Unlike a traditional water heater, you don't have to worry about running out of hot water.

Lastly, homeowners know all too well the damage caused by a failing water heater. It's one of the dreaded nightmares of owning a home; coming home to water everywhere, leaking from a busted water heater. Not only is it disastrous, but all that water is wasted. With a tankless water heater, you no longer need to stress about this. Not only does it eliminate the need for stored up water, but they also last up to two times longer than traditional water heaters. This is an added green benefit, as that equates to a decrease in landfill waste.



# Photography

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.



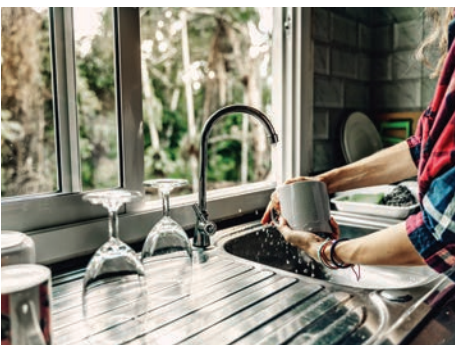
### Commercial Images

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.





## Contact & Resources

The Noritz Brand

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

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

**Marketing@Noritz.com**