Nuheat®

Change the way you heat™

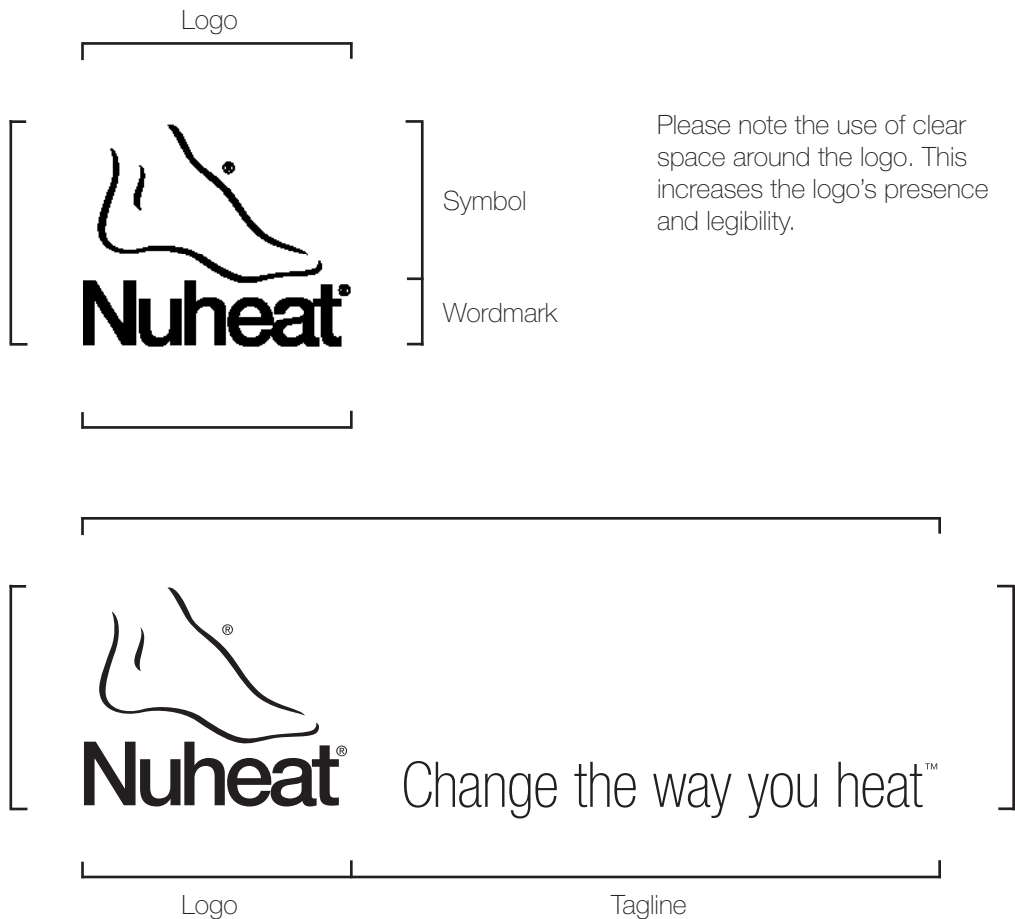## Corporate Identity and Logo Standards Manual

⁝LOGOS

Logo Designs

There are two Nuheat logo designs available for use: 1) Basic Nuheat logo and 2) Nuheat logo with tagline. Please note that Nuheat, the Foot Design, and Nuheat and the Foot Design, are trademarks and the property of Nuheat.

Standards

When using the Nuheat logo, minimum clear space must be observed around the logo. Maintaining adequate clear space around the logo is key to preserving legibility and visual presence.

As a general rule, the symbol (foot) and the wordmark should always appear together. Special exceptions are permitted in special circumstances and must be approved by the Nuheat Marketing Team.

Examples

Logo

Symbol

Wordmark

Please note the use of clear space around the logo. This increases the logo's presence and legibility.

Logo

Tagline

⦂LOGOS

Logo Samples

The Nuheat logo is available in three different colours: red, black, and white. When using the Nuheat logo, choose a logo colour that offers the best contrast against the background colour to maximize the logo presence.
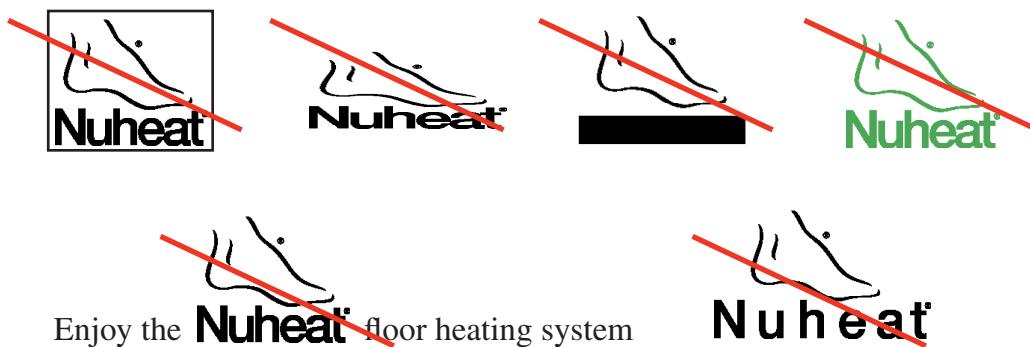
Examples

Logo Misuse

When using the logo, you may NOT distort or skew the logo, use unauthorized colours, substitute the logo font, place a box around the logo, alter the letterspacing, or use it in a sentence. What you may not do with the logo includes but is not limited to the following.

Examples

▤ LOGOS

Logo Types

Nuheat logos are available in TIFF, JPG, GIF and EPS formats. Please refer to the guides below in choosing the most appropriate file format for your needs.

Choosing the appropriate file format is crucial as the reproduction of the Nuheat logo should remain crisp and clear with a strong page presence.

Legend	
●	Recommended
○	Acceptable
⊘	Not permitted

Troubleshooting

1. Opening logo files

If you cannot open the logo file:

i) Create a new document in your preferred software program (i.e. Adobe Illustrator, Adobe Photoshop, etc)

ii) Insert or import the logo file into the new document

2. EPS files

EPS files will print with crisp clean edges regardless of their appearance on-screen. Considering that EPS are vector graphics, they can be resized without distortion or loss of detail.

3. TIF, GIF, JPG files

TIF, GIF, and JPG files are raster graphics and will lose image quality as you enlarge them.

Type of Project	Recommended file format			
	EPS	TIF	GIF	JPG
Banners	●	●		
Books	●	●		
Business Cards	⊘	⊘	⊘	⊘
Environmental Graphics	●			
Journals	●	●		
Letterhead	⊘	⊘	⊘	⊘
Stationery	⊘	⊘	⊘	⊘
Newsletters	●	●		
Newspapers	●			
Offset Printing	●			
Poster Sessions	●	●		
Signs	●			
Television		●		●
Videos		●		●
Vinyl Output	●			
Webpages			●	●

Type of Software	Recommended file format			
	EPS	TIF	GIF	JPG
Desktop Publishing	●	●		
Drawing Programs	●			
Illustration Programs	●			
Page Layout	●	●		
Painting Programs		●		●
Video Editing	○	●		○
Web Building (Vector based)	●		○	○
Web Building (Pixel based)			●	●
Word Processing	○	●	○	●

▤IMAGES

Image Types

Nuheat images may be divided into three categories: 1) Product 2) Lifestyle and 3) Installation. Please choose the image type that is most appropriate for your needs. All Nuheat images are the sole property of Nuheat and may not be used without authorization by Nuheat. Nuheat images may not be used in connection with any other product or service which is not expressly authorized in writing by Nuheat.

File Types

The majority of Nuheat images are available in large scale 300 dpi TIFF files and may be converted into other formats if required. Please let the Nuheat Marketing team (Marketing@nuheat.com) know what specs you would like your image file prepared to; if possible, we will provide you with a file to your requested specs.

Product Image Examples

Lifestyle Image Examples

Installation Image Examples

▦STANDARD TEXT