

price[®]

BRAND GUIDELINES

April 2025

LOGO

Logomark

The logomark should always appear crisp, clean and contain all of its original detail in its original proportions with the proper space around it. Improper manipulation and layout of the logomark will distort the logo and impede recognition.

Logomark with Tagline Lockup

The logo and tagline lockup should be used wherever possible to strengthen the trade mark of “The Science of Comfort”.

Application and spacing should be considered before using the lockup treatment.

[Download logo package](#)



LOGO

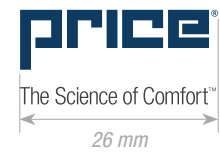
Minimum Space

A minimum area within and surrounding the identity must be kept clear of any other typography as well as graphic elements such as photographs, illustrations, thematic images and patterns, and the trim edge of a printed piece. This spacing should match the height of the letter 'e'.

More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum Width

Minimum size refers to the smallest size at which the logo may be reproduced and still maintain legibility. To ensure its legibility, the minimum reproduction size is 26 millimeters wide. The logo should scale proportionally.



LOGO

Colour

Where possible, always print the Price logo in its official corporate Pantone color, 2965 C, or color process equivalent. 100% Black and 100% White are also permissible.

When using the logo superimposed on an image use either the white or the black logo to create the most contrast and readability.



COLOURS

The following are the breakdowns of Price's product family colors for print (Pantone, CMYK), web devices (RGB, Hex), and plastics (RAL).

Primary Palette

Our primary palette is bold and conveys trust.

Secondary Palette

The secondary palette supports and complements Price's primary palette. This allows variety in design.

Download palette for Office 

PRICE BLUE

PMS 2965 C
CMYK 100, 40, 0, 82
RAL 5011

RGB 0 58 99
Hex #003A63

PRICE BLACK

PMS Process Black C, 90%
CMYK 0, 0, 0, 90
RAL 7016

RGB 64 64 65
Hex #404041

PMS 2377 C
CMYK 100, 40, 0, 82
RAL 1016

RGB 29 85 120
HEX #1D5578

PMS 2149 C
CMYK 70, 33, 8, 7
RAL 5012

RGB 24 131 175
HEX #1883AF

PMS COOL GRAY 6 C
CMYK 33, 24, 20, 2
RAL 9006

RGB 167 168 170
HEX #A7A8AA

PMS COOL GRAY 1 C
CMYK 10, 7, 5, 0
RAL 7047

RGB 217 217 214
HEX #D9D9D6

PMS 375 C
CMYK 40, 0, 98, 0
RAL 1016

RGB 151 215 0
HEX #97D700

Primary Palette

Secondary Palette

COLOURS

Business Unit Colours

The following are the breakdowns of Price's Business Unit colors for print (Pantone, CMYK), web devices (RGB, Hex), and plastics (RAL).

BEAMS PMS 368 C CMYK 54, 0, 100, 0 RGB 141 198 63 HEX #8DC63F RAL 6018	DISPLACEMENT PMS 569 C CMYK 96, 1, 59, 20 RGB 0 129 110 HEX #00816D RAL 6000
NOISE CONTROL PMS 2011 C CMYK 0, 43, 88, 0 RGB 249 157 49 HEX #F99D31 RAL 2011	CONTROLS PMS 682 C CMYK 29, 80, 8, 12 RGB 160 66 118 HEX #A04276 RAL 4006
FAN & BLOWER COILS PMS 7599 C CMYK 1, 85, 92, 19 RGB 191 49 26 HEX #BF311A RAL 2002	TERMINAL UNITS PMS 484 C CMYK 1, 90, 92, 33 RGB 139 14 4 HEX #8B0E04 RAL 3002
CRITICAL ENVIRONMENTS PMS 179 C CMYK 0, 88, 85, 0 RGB 238 49 36 HEX #EE3124 RAL 3028	GRILLES PMS 2223 C CMYK 84, 20, 22, 22 RGB 0 120 138 HEX #00788A RAL 5025
UNDERFLOOR PMS 7669 C CMYK 70, 66, 0, 0 RGB 99 97 154 HEX #63619A RAL 4005	DAMPERS PMS 6166 C CMYK 100, 0, 94, 5 RGB 0 140 72 HEX #008C48 RAL 6024
LOUVERS PMS 6166 C CMYK 100, 0, 94, 5 RGB 0 140 72 HEX #008C48 RAL 6024	DIFFUSERS PMS 2161 C CMYK 87, 51, 9, 26 RGB 0 85 129 HEX #005581 RAL 5005
RADIANT PMS 618 C CMYK 19, 16, 82, 18 RGB 172 159 60 HEX #AC9F3C RAL 1024	AIR PURIFICATION PMS 570 C CMYK 54, 0, 30, 0 RGB 107 202 186 HEX #6BCABA RAL 6027

TYPOGRAPHY

The **Helvetica Neue LT Std** type family is our corporate font.

Helvetica Neue LT Std is a simple and versatile font with 50 styles in the family, good for both headline and text.

Use Helvetica wherever possible, but in cases where Helvetica is unavailable use **Arial**.

Corporate Font

Helvetica Neue LT Std

- + 25 Ultra Light
- + 26 *Ultra Light Italic*
- + 35 Thin
- + 36 *Thin Italic*
- + 45 Light
- + 46 *Light Italic*
- + 55 Roman
- + 56 *Italic*
- + 65 Medium
- + 66 *Medium Italic*
- + 75 Bold
- + 76 *Bold Italic*
- + 85 Heavy
- + 86 *Heavy Italic*
- + 95 Black
- + 96 *Black Italic*
- + 27 Condensed Ultra Light
- + 27 *Condensed Ultra Light Oblique*
- + 37 Condensed Thin
- + 37 *Condensed Thin Oblique*
- + 47 Condensed Light
- + 47 *Condensed Light Oblique*
- + 57 Condensed
- + 57 *Condensed Oblique*
- + 67 Condensed Medium
- + 67 *Condensed Medium Oblique*
- + 77 Condensed Bold
- + 77 *Condensed Bold Oblique*
- + 87 Condensed Heavy
- + 87 *Condensed Heavy Oblique*
- + 97 Condensed Black
- + 97 *Condensed Black Oblique*
- + 107 Condensed Extra Black
- + 107 *Condensed Extra Black Oblique*
- + 23 Extended Ultra Light
- + 23 *Extended Ultra Light Oblique*
- + 33 Extended Thin
- + 33 *Extended Thin Oblique*
- + 43 Extended Light
- + 43 *Extended Light Oblique*
- + 53 Extended
- + 53 *Extended Oblique*
- + 63 Extended Medium
- + 63 *Extended Medium Oblique*
- + 73 Extended Bold
- + 73 *Extended Bold Oblique*
- + 83 Extended Heavy
- + 83 *Extended Heavy Oblique*
- + 93 Extended Black
- + 93 *Extended Black Oblique*

Alternate Font

Arial

- + Regular
- + *Italic*
- + **Bold**
- + ***Bold Italic***

URL FORMATTING

Use of ‘www’

Price’s corporate website URL or web address should always drop the www and be displayed as priceindustries.com unless included within a paragraph, in which case www.priceindustries.com is warranted.

No alterations should be made to the placement of elements or fonts, nor should any graphics or type be added.

***Some external marketing assets require modifications to the web address in order for it to be displayed correctly. Please contact the marketing department for assistance when required.**

Example:

“...to learn more about our products, please visit www.priceindustries.com.”

URL as a Focal Point

When the URL is not being highlighted as an important focal point, this default formatting should be used.

priceindustries.com should be formatted using Helvetica Neue Condensed.

Example:

priceindustries.com

When the URL is being highlighted as an important focal point, this bolded formatting should be used.

priceindustries.com should be formatted using Helvetica Neue Bold Condensed, excluding the .com suffix. The suffix should be formatted using Helvetica Neue Condensed.

Example:

priceindustries.com

Secondary Links

Marketing documents using direct or business unit links such as brochures, case studies, catalogs, cutsheets, etc., should always display the corporate URL as “priceindustries.com/” in a regular weighted font. The direct link or business unit should be formatted in a bold weighted font (see below).

“priceindustries.com/” should be formatted using Helvetica Neue Condensed including the forward slash (/). The direct link or business unit link should be formatted using Helvetica Neue Bold Condensed.

Example:

priceindustries.com/trainingprograms

PROPER USE OF TRADEMARK SYMBOLS

What Are the Different Trademark Symbols?

There are three main trademark symbols:

™ (TM): Used for common law trademarks representing goods or services that are not federally registered. It broadly covers both product and service marks, including marks with pending registration.

SM (SM): Specifically used for common law trademarks representing services. It is less common than ™ but serves a similar purpose for service-related marks.

® (R): Reserved for trademarks registered with the USPTO. It can only be used after federal registration is granted and applies to goods or services listed in the registration.

When Should the Symbols Be Used?

Using trademark symbols (™, SM, and ®) is not legally required but is beneficial as it signifies ownership of trademark rights. These symbols have no legal weight but act as informal claims. Here are general guidelines for their use:

1. Frequency

- + Use the symbol with the first prominent mention of the mark, e.g., in a heading.
- + Repeated use on the same page is unnecessary and can be cluttered.
- + For **print materials**, use the symbol in the first instance for short documents (1–2 pages) and at least once per page for longer ones, ideally in headers or footers.
- + For **electronic materials**, use the symbol at least once per webpage, preferably in a static element like a logo or header.
- + On **social media**, use the symbol sparingly, typically in the account's username or bio, as frequent use in posts is rare and may appear excessive.

2. Third Party Use

- + When allowing third parties to use your trademarks, provide clear usage guidelines, including proper symbol use, appearance, and attribution.
- + Monitor third-party usage to maintain quality standards and prevent trademarks from becoming generic.
- + Require periodic samples of use for review and incorporate regular policing of third-party use in the marketplace.

Proper trademark symbol usage helps protect the mark's integrity and prevents potential loss of rights.

BRAND HIERARCHY

Holding Company Brand Logo

The Anvil brand is the holding company brand used for internal purposes such as stakeholder presentations and not as a customer brand.



Principal Brand Logo

The corporate manufacturing brand logo is used as a primary brand identifier on relative corporate strategic brand communications.



Endorsed Brand Logos

Price supports a collection of Price Standalone Brands, which have excellent recognition, brand equity, and value in their specific markets. These brands are supported and managed independently of the Price Brand Management System. They have their own logos, brand colors, and identity standards. In some cases, they have their own architecture of sub-brands, product brands, and service brands.



Family Brand Logos

Each endorsed brand logo has its own logo, which is used independently on products and communications materials. In some cases, they have their own architecture of sub-brands, product brands, and service brands.

Endorsed brandmarks must be used beginning with the Price brand.



Product Brand Logos

The product brand logos are managed by the business unit they fall under.
















USAGE OF PRICE BRANDS

There are many branches that fall under the Price umbrella and require guidelines unique to their brand. To better understand each brand and how to use them, refer to their respective brand guideline document or the expertise of their marketing department.

To download guidelines and/or logo packages required, click on the logo needed.

Logo packages contains logos in the PNG format. If a different format is needed, contact the marketing department of that brand.

		e.h.price International			
					
		ULTRASUITE®	PRICE PURE	MODUFLEX	DISIO
price BEAMS	price DISPLACEMENT	price NOISE CONTROL	price CONTROLS	price FAN COILS	price TERMINALS
price CRITICAL ENVIRONMENTS	price GRILLES	price UNDERFLOOR	price DAMPERS	price LOUVERS	price DIFFUSERS
price RADIANT	price AIR PURIFICATION				