



# **BRAND GUIDELINES**

This is a tool to help guide and strengthen the body of visual communications that make Diversified Heat Transfer, Inc. a highly recognized and respected brand.

[WWW.DHTNET.COM](http://WWW.DHTNET.COM)

[WWW.SUSSMANBOILERS.COM](http://WWW.SUSSMANBOILERS.COM)

# OUR FOUNDATION

## **Mission:**

To supply our valued customers high quality and intelligently designed, Electric and Indirect Fired Heat Transfer Solutions, for a diverse energy future.

## **Vision:**

To become a world-class manufacturer of innovative heat transfer products globally.

# VALUES- OUR FOUNDATION

Our core values are the cornerstone of who we are, what we stand for and what we do.

## **Structure:**

Be a high-performing and highly engaged diverse team that understands each of their roles and responsibilities within the organizational structure which in turn will strengthen employee talent to allow for greater customer focus, flexibility, and profitability.

## **Communication:**

Openly communicating, actively listening, challenging ideas and processes, and setting reasonable expectations to achieve the best possible outcome.

## **Code of Ethics/Safety:**

- **Code of Ethics:** We conduct ourselves and our business affairs in accordance with the highest ethical standards, and in compliance with all applicable laws, striving always to be a respected corporate citizen.
- **Safety:** We share a personal and professional commitment to protecting the safety and health of our employees, our engineers/contractors, our customers and the people of the communities in which we operate.

## **Quality of Excellence:**

We set exacting standards and strive for consistency and precision in everything we do. We are committed to continuously improving our capabilities. We passionately strive to exceed the expectations of our customers, colleagues, and shareholders and to win in the marketplace.

## **Culture:**

Striving for a workplace where opportunity, openness, enthusiasm, diversity, teamwork, accountability and a sense of purpose combine to provide a rewarding professional experience that promotes fairness, dignity, and respect for all employees.

# BRAND LOGO

THE IMPORTANCE OF CONSISTENCY

## *THE IMPORTANCE OF CONSISTENCY*

The DHT brand is among the company's most valued assets, and our logo is the visual element most frequently associated with the brand. When used properly, the logo supports our brand message and reflects the quality, history and innovation that is DHT.

The DHT "Sail" in our logo is crafted to create the DHT symbol representing power, strength, and innovation.

The two-color logo is our primary logo and should always be used, unless the background does not provide sufficient contrast for legibility of the full color logo, such as over busy photography.



**DIVERSIFIED**  
HEAT TRANSFER INC.

Font(s) used to create Logo:

- MicrogrammaDBolExt
- MicrogrammaDMedExt

# LOGO / BRANDMARK

THE IMPORTANCE OF CONSISTENCY

The DHT Brandmark – Sail – is designed to convey a sense of power, strength, and innovation.

The DHT Sail should be used consistently to help build recognition of our brand.

The DHT Sail symbol is considered a piece of artwork and should not be recreated.



# BRAND LOGO- COLOR VARIATIONS

## THE IMPORTANCE OF CONSISTENCY

There are two color variants of the DHT logo colored and white. Use the Colored Version on light backgrounds and the White Version on dark backgrounds.

### What to avoid:

- Do not alter the brand mark, word mark in any way. Always use the DHT logo in its original state.
- Don't recolor the logo
- Don't skew the proportions
- Don't rotate the logo
- Don't alter the mark shape or placement
- Don't alter the word mark
- Don't apply additional effects
- Don't use the logo as a mask
- Don't add anything to the logo



# BRAND LOGO- VARIATIONS

THE IMPORTANCE OF CONSISTENCY

The **Primary Logo- Horizontal** should be used whenever possible to represent the company officially.



The full **Vertical logo** should be used to substitute the primary horizontal logo if space is limited.



The **Brandmark** should be use should be limited to use on social media, signage, and promotional items.



**Wordmark** should be used on limited use with approval from Marketing Department on signage and promotional items.



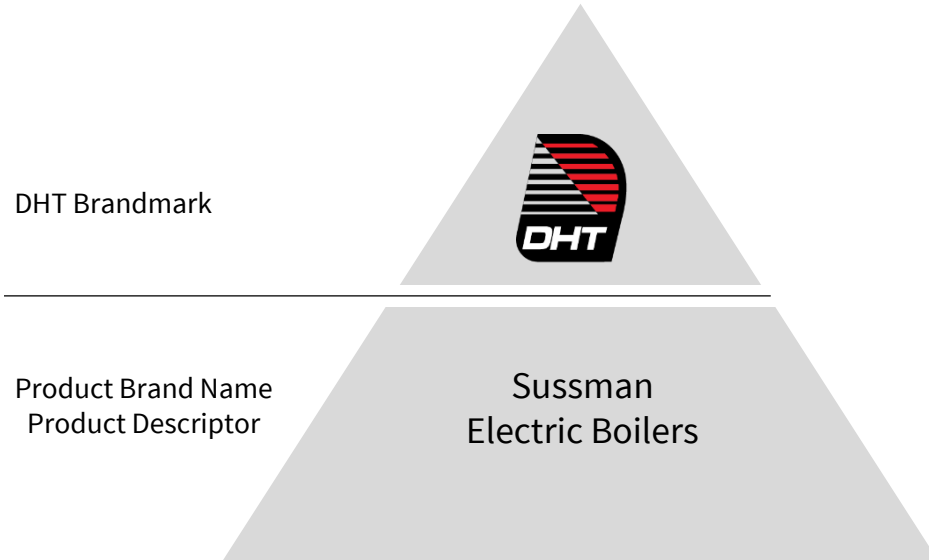
# BRAND ARCHITECTURE

## Product Line Branding

Product Branding will bring the DHT brand mark together with the proper identification for a particular product.

The preferred approach aligns all two tiers of branding:

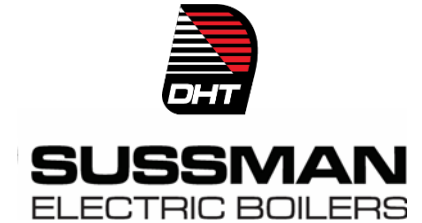
- DHT source brand
- Product brand/ Product descriptor



Primary Logo  
Horizontal



Secondary Logo  
Vertical





# BRAND LOGO- CLEAR SPACE

LET THE LOGO BREATHE

The logo should have a clear visual separation from all other elements, including headlines, text, imagery, and the outer edge of the document or applications.

The minimum clear space that must surround the logo is equivalent to the height of its capital **D** in “DIVERSIFIED”.



# CO-BRANDING

LET THE LOGO BREATHE

The Diversified Heat Transfer logo and the partner logo should always be divided by a line. When the logos are placed horizontally, the line should be vertical. When the logos are placed vertically, the line should be horizontal.

For best possible contrast, use the positive version with a black line on white and bright backgrounds. On darker backgrounds, use the negative version, with a white line.

*The “Partner logo” graphic is only provided as a placeholder logo.*

The minimum clear space that must surround the logo is equivalent to the height of its capital D in “DIVERSIFIED”.

Horizontal

**PARTNER**



vertical

**PARTNER**



# MAIN COLOR PALETTE

## CONSISTENT USE OF COLOR

Color is a strong, communicative element of any brand identity. It unifies an identity, enhances brand association and accelerates differentiation. The DHT colors is made up of a dynamic palette that brings color and vibrance to all communication materials.

*Use all colors at 100 percent opacity. The use of shades is not permitted.*

### Primary Colors

**RED** is our primary brand color and is both distinctive and vibrant.

- **Usage:** Use sparingly to highlight key elements, call-to-actions, and important information. Avoid oversaturation in marketing and sales collateral to maintain a balanced and professional look.

**BLACK** provides a grounded, strong, confident feel.

- **Usage:** Utilize for text, headers, and as a primary background color to convey strength and confidence.

**WHITE** creates a sense of freshness and space.

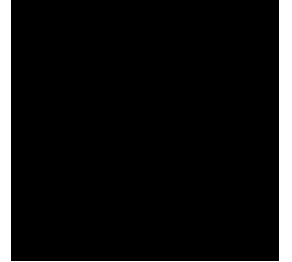
- **Usage:** Apply generously as a background color to create a sense of freshness and space. Use for text and graphical elements to provide contrast against DHT Red and Black.

**GRAY** provides a balancing neutral.

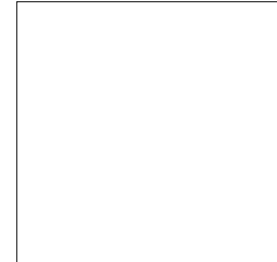
- **Usage:** Employ as a balancing neutral for backgrounds, secondary text, and dividing lines. It helps to soften the overall design and provide a modern, clean appearance.



Vivid Red  
PANTONE: 185C  
CMYK: 0 / 98 / 98 / 1 RGB: 252 / 5 / 5  
Hex: #e4002b



True Black  
Pantone: Black C  
CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0  
Hex: #000000



White  
Pantone: 000C  
CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
Hex: #FFFFFF



Grey  
Pantone: Cool Gray 3 U  
CMYK: 0 / 0 / 0 / 24  
RGB: 194 / 194 / 194  
Hex: #C2C2C2

# SECONDARY COLOR PALETTE

CONSISTENT USE OF COLOR

## Secondary/ Accent Colors

Accent colors are to be used only when additional colors are required, for example on graphs, charts and tables. Accent colors are not to be as backgrounds but are there to create distinctive highlights and motifs when a hint of color is required to obtain the desired effect.

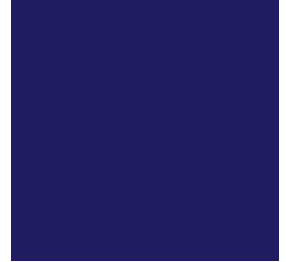
*Use all colors at 100 percent opacity. The use of shades is not permitted.*

### Secondary Colors are ADA Compliant:

ADA compliance means that colors are chosen in a way that's easily read and understood by everyone. ADA stands for the American Disabilities Act and the term "ADA compliance" refers to a set of rules put in place to ensure people with disabilities would be able to access, use, and enjoy.



Bright Blue  
PANTONE: 2727 C  
CMYK: 74 / 49 / 0 / 0  
RGB: 66 / 130 / 254  
Hex: #4282FE



Navy  
Pantone: 273 C  
CMYK: 26 / 27 / 0 / 62  
RGB: 31 / 28 / 97  
Hex: #1f1c61



Green  
Pantone: 364 C  
CMYK: 29 / 0 / 35 / 52  
RGB: 48 / 122 / 33  
Hex: #307a21



Yellow  
Pantone: 123 C  
CMYK: 0 / 20 / 82 / 0  
RGB: 255 / 205 / 46  
Hex: #FFCD2E

# TYPEFACE

CONSISTENT USE OF TYPOGRAPHY

## Preferred

Our primary brand typeface is Source Sans Pro. Use this typeface for all communication applications unless there is a strongly prohibitive licensing or technical reason. Its distinctive style allows for a variety of uses, from text to display applications.

### Source Sans Pro is a sans serif typeface

- The family currently includes six weights, from ExtraLight to Black, in upright and italic styles.
- Availability - The Source Sans family is available for use on the web via font hosting services including Typekit, WebInk, and Google Web Fonts.
- Language support is used around the world, we chose a font that supports a wide variety of languages using Latin script, including Western and Eastern European languages, Vietnamese, and the pinyin Romanization of Chinese

Aa

Source Sans Pro- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Source Sans Pro- Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

Source Sans Pro- Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

Source Sans Pro- Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# TYPEFACE

CONSISTENT USE OF TYPOGRAPHY

## Alternative

Use Source Sans Pro whenever possible, but for circumstances where Source Sans Pro is unavailable or can't be used our default typeface is Arial.

Aa

Arial- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Aa

**Arial- Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

# TYPEFACE

CONSISTENT USE OF TYPOGRAPHY

## Size and weight

- Limit type to no more than three sizes.
- Use Regular for paragraph/ body text.
- Use Light for subheads, but not for headlines
- Use **Semibold** or **Black** for headlines.

## Case

- Sentence case is our standard for all communications.
- Use all-uppercase sparingly—for titles, short headings, or subheadings, and never for full paragraphs.
- Do not use all-lowercase type.

## Justification

- Type should always be set flush left, ragged right.
- Do not hyphen.

## Font Sizes:

Body text - Source Sans Pro- Regular (<8~14pt)

Subhead text Source Sans Pro- Light (14~30pt)

**Headline text**

**Source Sans Pro- Semibold**

**Source Sans Pro- Black**

**(32~72pt+)**

# BRAND MESSAGING

Brand messaging is a practical set of high-level pieces that can be mixed and matched within our content to help the target audience understand critical aspects of our brand.

This messaging helps us tell the story of our brand strategy. Other messaging may also be created for specific campaigns or special topics.

## **FOUR PARTS OF BRAND MESSAGING:**

### **Who we are**

Diversified Heat Transfer (DHT) has been a trusted name in heat exchange equipment and systems for over 80 years. They have a proven track record of providing high-quality and cost-effective solutions for various residential, commercial, and industrial applications. Recently, DHT expanded its brand portfolio by acquiring Sussman Electric Boilers, which allowed them to offer electric steam and hot water boilers for industrial, commercial, and specialized applications. This move has further cemented DHT's position as a leading engineering and manufacturing company dedicated to providing innovative and technology-driven products to its customers.

### **What we do**

DHT designs, engineers, and manufactures field-proven Electric and Indirect-Fired Heat Transfer Solutions for a diverse energy future.

### **Why we do it**

At Diversified Heat Transfer (DHT), we are committed to understanding the critical role our heat exchange equipment and systems play in our customers' operations. This dedication to reliability, innovation, and excellence allows us to create innovative and technology-driven products for our customers. At the same time, it provides hands-on experience and career opportunities for employees to achieve their personal and professional aspirations.

### **How we do it**

At DHT, we believe in the power of strong relationships. We provide unwavering support to our manufacturer representative /customers, ensuring they have the tools and knowledge they need to succeed. This, coupled with our unparalleled delivery responsiveness and exemplary customer service, sets us apart in the industry.



# BRAND VOICE

DIRECT, CONFIDENT, ENCOURAGING, AND UPBEAT.

Our brand's voice should reflect our personality and values and accurately portray our brand promise. Consider these principles when writing content for all brand applications. It helps DHT demonstrate their leadership, showing, rather than telling, the world why we are market leaders.

Adhering to these guidelines ensures that DHT consistently communicates its values, expertise, and commitment to excellence, fostering a strong and recognizable brand identity.

## Core Attributes:

- **Innovative:** Forward-thinking and always ahead of the curve, we bring the latest advancements to the market.
- **Expert:** Our extensive knowledge and experience make us a trusted authority in the industry.
- **Reliable:** Dependable solutions and consistent performance are at the heart of everything we do.
- **Customer-Focused:** We prioritize our customers' needs, providing solutions and exceptional service.
- **Sustainable:** We are dedicated to creating environmentally responsible products that contribute to a greener future.

# BRAND VOICE

DIRECT, CONFIDENT, ENCOURAGING, AND UPBEAT.

## Tone and Style:

- **Professional yet Approachable:** While we maintain a high level of professionalism, we communicate in a manner that is accessible and engaging.
- **Confident and Reassuring:** Our voice instills confidence through clear, assertive, and positive language.
- **Clear and Concise:** We value our audience's time and deliver information in a straightforward, easy-to-understand manner.
- **Informed and Insightful:** Our communications are rich with knowledge, providing valuable insights and guidance.

## Language Guidelines:

- **Use Technical Precision:** Incorporate industry-specific terminology appropriately, ensuring accuracy and relevance and free of unnecessary company jargon.
- **Be Solution-Oriented:** Highlight how our products solve problems and meet customer needs.
- **Showcase Innovation:** Emphasize our latest technological advancements and how they benefit our customers.
- **Maintain Consistency:** Ensure that our messaging is consistent across all channels and materials.
- **Active Voice:** When possible, use active voice in communications.

# FOR FURTHER DETAILS

CONTACT US AT:

## **Diversified Heat Transfer**

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**PLEASE SEND ALL SALES INQUIRES AND PURCHASE ORDERS TO**

DHT: [sales@dhtnet.com](mailto:sales@dhtnet.com) Sussman: [seb@dhtnet.com](mailto:seb@dhtnet.com)

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