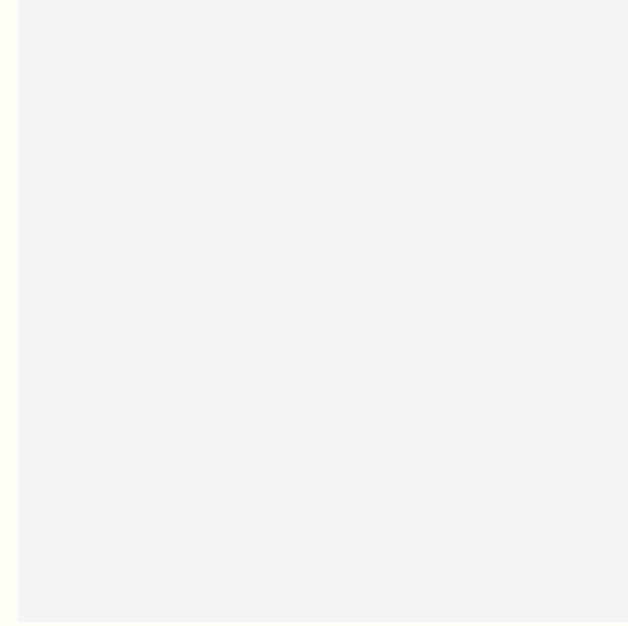
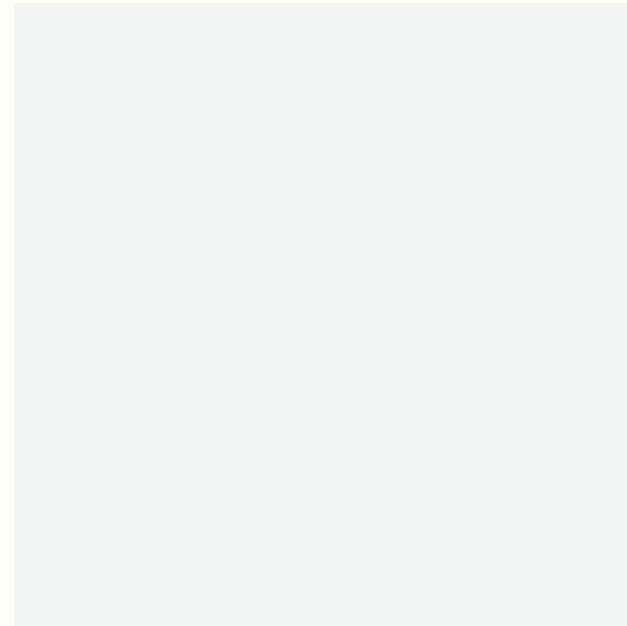




COPELAND



Copeland Brand Standards: Europe

A brand usage guide for distributors, wholesalers, and channel partners

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The purpose of this document is to assist distributors and channel partners who represent or market any product or brand within the Copeland family.

It provides a detailed overview of our brands, including those transitioning as part of the process of becoming a standalone organization.

If you have any questions regarding anything covered in this document, please contact your Copeland sales representative.

Company Overview

In June of 2023, with the backing of Blackstone private equity, Copeland separated from Emerson and became a newly created standalone company. While we move forward with great pride in our legacy as a 100+ year-old HVAC/R technology leader, we are even more optimistic about the future and the “new Copeland” brand we are building.

Copeland is invested in improving our world by focusing our resources, expertise and innovation to deliver new solutions that make a difference. We help residential, commercial and industrial customers reduce their carbon emissions and improve energy efficiency. Our products range from compressors, condensing units and controls, to thermostats, monitoring services and other HVAC/R system components -- all proven and trusted by some of the world’s leading brands.

The following pages summarize changes we are making as we rebrand our company and product portfolio.



OUR VISION

Together, we create sustainable solutions that improve lives and protect the planet, today and for future generations.

Copeland Family of Brands

Our brand strategy and family of brands are evolving now that Copeland is the company name and primary brand. As a result, all products will undergo a brand change in 2024-2025. Some will reflect an updated logo and look, while others will be rebranded to Copeland.

This page summarizes the brands that will continue to be marketed and sold by Copeland, and the role they play in the product portfolio.

- With a more consolidated and connected family of brands:
- Our offering is simplified and united
 - Those outside of Copeland can more easily understand and navigate our products
 - Our marketing investment is more efficient and effective

Primary brand

Copeland is the global leader in sustainable climate solutions. Our products, expertise, and innovation play a vital role in helping residential, commercial, and industrial customers improve energy efficiency and decarbonize heating, cooling, and refrigeration globally.



Copeland has a dual role in our portfolio. It is the company brand, and also the product brand for compression, electronics, controls, monitoring, and integrated solutions.

Endorsed brands

The Sensi, Verdant, Vilter, and White-Rodgers product brands have strong associations and equity with buyers and decision-makers in their markets. Adding a “by Copeland” endorsement to these brands links them for audiences who don’t know there is a relationship. This achieves a transfer of equity that goes both ways, helping to build both Copeland and the product brands and driving greater cumulative value for the entire organization.

The Sensi logo, featuring the word "sensi" in a blue, lowercase, sans-serif font, with "by COPELAND" in a smaller, grey, uppercase font below it.	The Sensi hydro logo, featuring the words "sensi hydro" in a blue, lowercase, sans-serif font, with "by COPELAND" in a smaller, grey, uppercase font below it.	The Verdant logo, featuring the word "VERDANT" in a green, uppercase, sans-serif font, with "by COPELAND" in a smaller, grey, uppercase font below it.	The Vilter logo, featuring the word "VILTER" in a blue, uppercase, sans-serif font, with "by COPELAND" in a smaller, grey, uppercase font below it.	The White-Rodgers logo, featuring the words "WHITE-RODGERS" in a black, uppercase, sans-serif font, with "by COPELAND" in a smaller, grey, uppercase font below it.
Residential smart thermostats and multiple thermostat controls for light commercial buildings	A home comfort system sold exclusively in China	Smart thermostats that maximize comfort and energy savings	Compressors and systems for demanding industrial applications	Thermostats, valves, controls, and system protectors for heating, air conditioning, and refrigeration

Associate brand

Cooper-Atkins remains a standalone brand for temperature management in food service, maintaining its equity with equipment buyers.



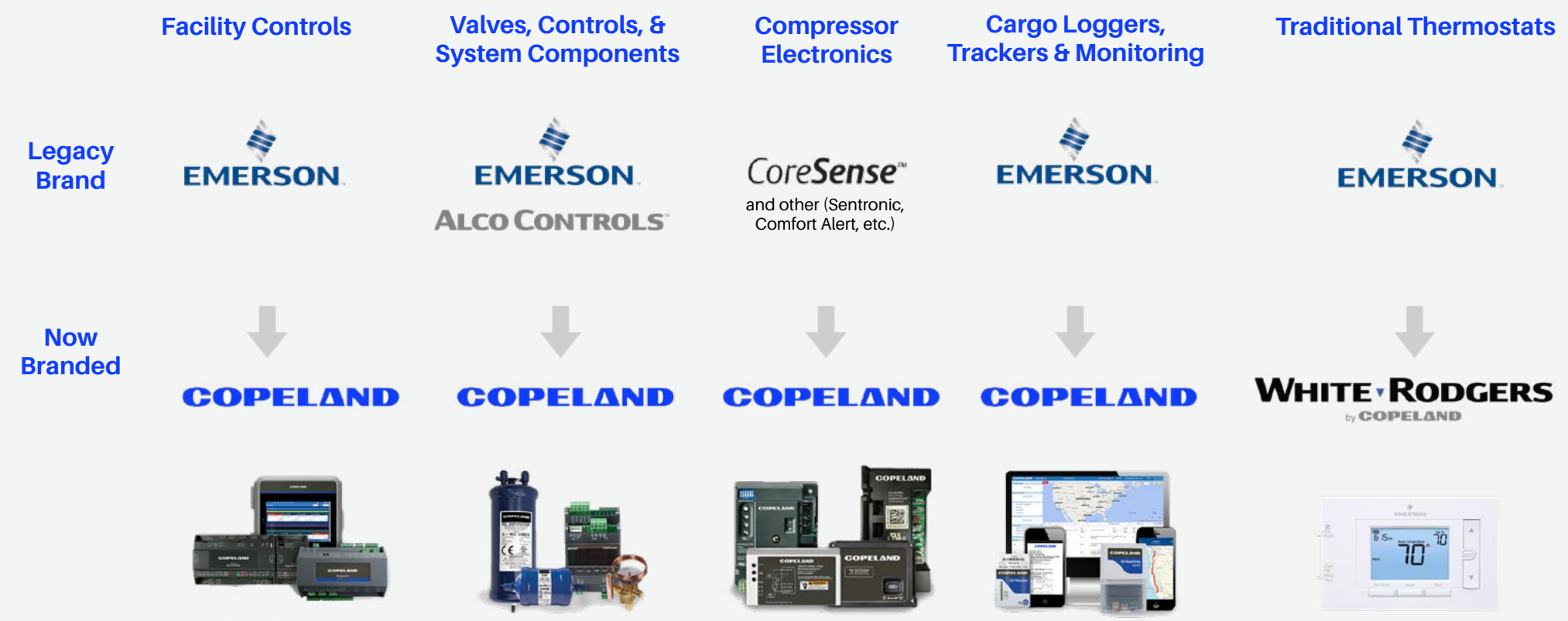
This is a full view of our brand family, however not all of our brands are available globally. Refer to page [8](#) for more information about the brands in your region.

Brands in Transition

Retired Brands

We are retiring a number of brands in our portfolio. The majority are migrating to the Copeland brand to help unify our compressors, controls, electronics, software and monitoring under a single brand.

Our traditional thermostats are one exception. These products are migrating from Emerson to White-Rodgers.



Rebranding Guidelines

Now is the time to scan your showrooms and website for opportunities to replace old branding with new.

Any material or content containing the Emerson name or logo should be removed or updated to the Copeland name or new logo, in order to properly represent our company branding. Additionally, material or content that contains old or retired product brands should be updated to reflect the new brand and/or logo. Refer to page 8 to understand which brands apply in your region and how to access the logo files.

We appreciate your help with making these updates as soon as possible to avoid causing confusion with customers.

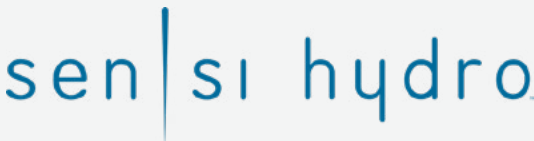
Consider all of the different areas, both print and digital, that may need to be updated. Some examples are below:

- Websites
- Table cards
- Counter mats
- Posters and banners
- Digital monitor content
- Vehicle stickers
- Print Ads
- In-store merchandising

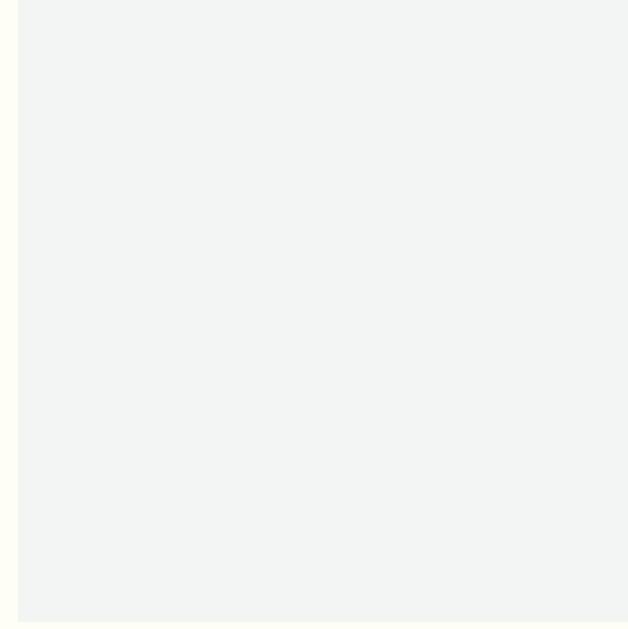
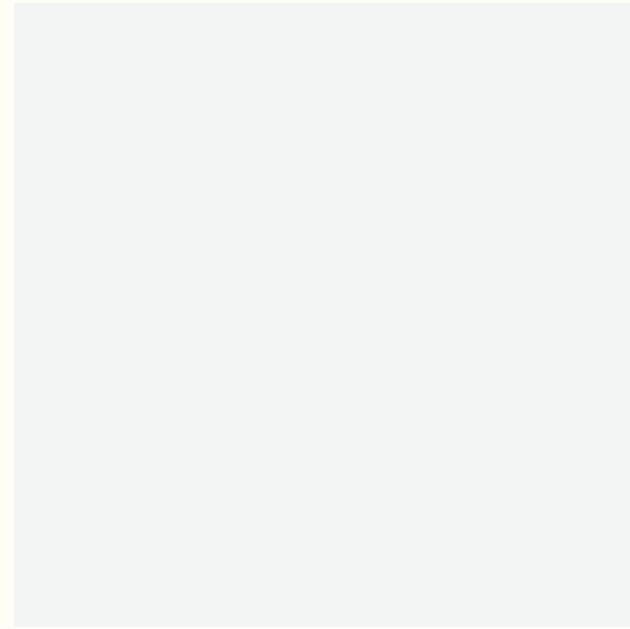
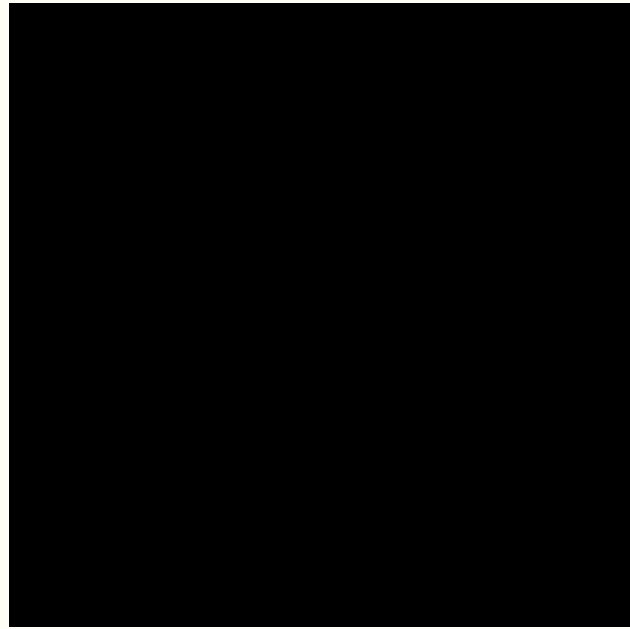
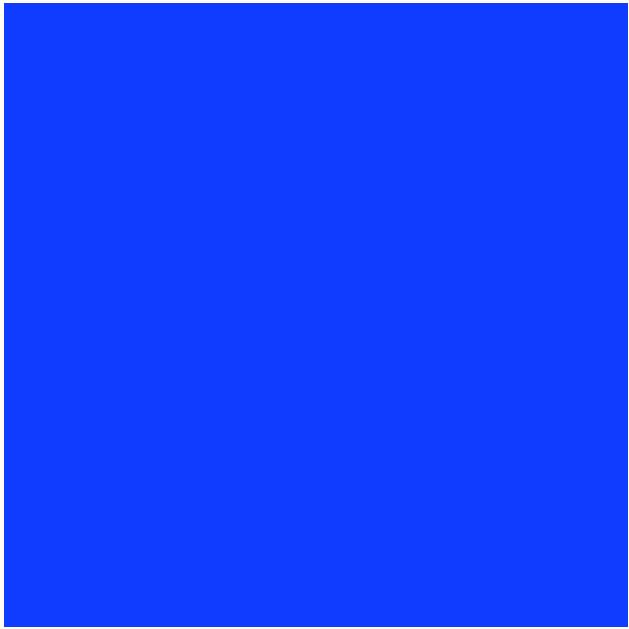
A good first step is to tackle the “easy” items such as Emerson banners, video screens, flags, and other displays in-store that won’t cause confusion by being removed.

OBSOLETE BRAND MARKS*

The logos shown on this page are no longer active or authorized for use. If you have material with these brands, remove or update it to be compliant with our brand standards.



*Not an exhaustive representation



Brand Usage Standards

Brands in Your Region

Be sure to review and understand the full scope of products that apply to your business. Usage standards for each brand are outlined on the following pages and logo files can be accessed by visiting <https://www.copeland.com/en-gb/campaign/aftermarket>.

These brands are phasing out and will no longer be represented in the Copeland product portfolio:

- Alco
- CoreSense (and related compressor electronics)
- Emerson
- ProAct

Europe

The following brands and products are sold by Copeland in Europe:

COPELAND

- Compressors
- Drives
- Condensing units
- Compressor electronics
- Facility controls and monitoring
- HVAC and refrigeration equipment controls
- Valves, controls and system components
- Cargo loggers, trackers and monitoring

VILTER by COPELAND

- Industrial compressors (screw and reciprocating)
- Industrial heat pumps

VERDANT by COPELAND

- Energy management solutions

COOPER-ATKINS

- Temperature measurement devices
- Compliance solutions
- Wireless monitoring systems for foodservice

Using the Copeland Brand

Maintaining a minimum amount of space around the brand mark ensures it is always clear and legible. Never allow any other graphic element or words in this area. At a minimum, the clear space around the Copeland logo must be equal to the height of the A on top and bottom and the width of the A to the left and right. More space is preferred.

Copeland’s three primary brand colors are Copeland blue, black and off-white. The Copeland logo may only be used in these colors. Values have been included to assist with duplicating the colors for digital screens and for printing. Please visit <https://www.copeland.com/en-gb/campaign/aftermarket> to download logos and other assets.

Clear space requirements



Copeland Color Palette

Off-White

HEX
#FFFEF5

RGB
255/254/245

PMS
9345 C
9345 U

CMYK
0/0/3/0

Copeland Blue

HEX
#0F3CFF

RGB
15/60/255

PMS
2728 C
286 U

CMYK
100/85/0/0

Black

HEX
#000000

RGB
0/0/0

PMS
BLACK 6 C
BLACK 6 U

CMYK
0/0/0/100

Mistakes to Avoid

It is important that the application and appearance of the logo remain consistent. The following showcases common mistakes to avoid:

1. Do not stretch the logo.
2. Do not display the logo in any color other than what is on the Copeland color palette.
3. Do not rotate logo.
4. Do not mask images in logo.
5. Do not break up the logo into two or more lines.
6. Do not apply effects on logo.
7. Do not include "by Copeland" with the Copeland logo.
Unlike our endorsed brands, which serve exclusively as product brands, the Copeland brand also stands as our company brand and should never carry an endorsed line below it.

The delta symbol is a critical part of the Copeland logo. Symbolizing change, it underscores the transformation of the organization to a global sustainability leader. The delta should only be utilized with purpose; overuse will dilute the impact of the symbol. Here are a few key mistakes to avoid:

1. Do not pull the delta symbol out as its own branded icon.
2. Do not scale the delta bigger than the rest of the logo.
3. Do not lock up the delta as a symbol with the wordmark.

~~COPELAND~~

~~COPELAND~~

~~COPELAND
by COPELAND~~

~~COPELAND~~

~~COPE
LAND~~

~~COPELAND~~

~~COPELAND~~

~~COPELAND~~

~~Δ
COPELAND~~

Using Copeland with Other Brands

In order to clearly communicate to our shared customers, it is vital to ensure correct usage of your company's brand identity and the Copeland logo in layouts where both appear in close proximity.

Your company's logo should always appear larger than the Copeland logo when creating marketing material that promotes Copeland or our product brands.

Do not use the Copeland logo for any other purpose than promoting the Copeland products you are authorized to represent. Additionally, please adhere to the clear space and minimum sizing requirements specified in this document.

When promoting Copeland products alongside other brands that you sell, ensure the Copeland logo is at least equal in size to those brands. Copeland may appear larger, but should never be smaller than other brands.

When using your logo and Copeland together, the side-by-side configuration is preferred, to avoid any confusion about the relationship between our brands. Only use the alternate stacked arrangement when space or sizing constraints make it necessary, and be sure to adhere to the clear space standards [\(page 9\)](#).

Copeland and your company logo

Side-by-side approach (preferred)



Correct size and layout of the Copeland logo and your company brand. A minimum clear space of two delta widths should be placed between your logo and the Copeland logo.

Stacked approach (alternate)



When a stacked arrangement is necessary, a description explaining the relationship must be included (ex. "Distributor for Copeland."). Adhering to the clear space requirement of one delta above the description and around all sides of the Copeland logo ensures that both logos will be visible.

Copeland with other products or competitive brands



If possible, long logos should not exceed the length of the Copeland logo.



If possible, tall logos should not exceed twice the height of the Copeland logo.

Tips for Rebranding Your Marketing Material

Refer to the examples on this page as guide when rebranding existing content with our new logos. Proper placement and sizing of logos is important, whether you are updating the branding on marketing material created by your company or co-branded material supplied by Copeland.

Keep the following in mind:

1. Do not integrate elements of Copeland’s distinctive look into your marketing material.
2. Do not attempt to utilize the delta symbol.
3. The examples on the right showcase literature, however the same rules should also apply to promotional assets, signage, event branding, and other forms of marketing content.

Distributor marketing content featuring one product brand

Place Copeland or the relevant endorsed logo in a secondary position to your company brand: at the bottom of the page if your logo is at the top, or to the right of your logo if the two brands are side-by-side. In either case, your logo should be the largest on the page.

ABC Company

IN STOCK

COPELAND COMPRESSORS



SCROLL

- Superior Efficiency
- Reliable
- Wide HorsePower Capacity Range



HERMETIC

- Dependable
- Cost - Effective
- Versatile



SEMI - HERMETIC

- Full Temperature Range Performance
- Premium Alternative



Download The Copeland Mobile App

The Copeland Mobile app is designed to give you instant, on-the-go access to over 30 years of online product information.

Scan with your smartphone or visit <https://apps.copeland.com/CopelandMobile/login>



COPELAND

Co-branded marketing content

When you are co-branding material provided by Copeland, find the most open area to accommodate your company logo. This will generally be along the bottom. Be sure there is enough separation between your information and any existing branding on the piece.

Copeland ZP large commercial scroll

Delivers greater energy efficiency and lower life-cycle cost in commercial air conditioners.

Offers distinct features and benefits that improve system efficiency and reliability.



Features and benefits

- Copeland qualified tandem and trio configuration for superior part load efficiency
- Copeland scroll axial and radial compliance for superior reliability
- Low sound and vibration
- Improved reliability with low oil circulation rates

EFFICIENT

- Superior industry efficiency
- Optimized for R410A application

RELIABLE

- Axial and radial compliance
- Low oil circulation rate
- Better liquid handling

QUIET

- Quiet operation with good sound quality

ABC Company

COPELAND

Example featuring more than one product brand

When you are promoting more than one product from Copeland’s family of brands, be sure to use the endorsed logo, maintain the scale and arrange them in alphabetical order.

Tip: The first letter of each logo should be the same size.

For example, the height of the “S” in Sensi should be the same height as the “W” in White-Rodgers.

ABC Company


ENTER FOR A CHANCE TO

WIN A \$500

VISA GIFT CARD*

sensi

WHITE-RODGERS



Only two weeks left to enter!

Take the Sensi Touch 2 Training before May 31st, and score an entry* into our \$500 Visa gift card sweepstakes.

Plus, you'll earn an extra entry for every extra White Rodgers course you complete. Visit, check out the Sensi Touch 2, and enter to win today!

Enroll in training, learn, and enter to win here

Resources & Additional Updates Coming Soon

Standing up our new brand and all of the supporting guidelines will be an ongoing effort in 2024 and 2025. Please note that this document is the first of three brand standards we will release to our channel partners.

Copeland Marketing is developing new standards for the following and we will notify you as soon as the information and/or assets are available.

Product Information standards	Rebranded product images	In-Store and Online marketing standards
Guidance on category listings and product naming to support your product information database requirements for web/ecommerce	Updated library of product images that feature our new branding	New design standards and templates to support your Copeland product marketing and promotional activities. This will include store signage, kiosks, counter, shelf and end cap merchandising, website banners and landing page content,digital/video monitor content, advertising, social media and direction for other local marketing needs
Expected Fall 2024	Expected Fall 2024	Expected Spring 2025

Contact Information & Helpful Links

Our brand standards are intended to address the most common questions and needs, but may not be the answer for every situation. If you have a unique case or a question that needs special attention, please reach out to your sales representative for support.

For more information regarding our rebranding process, please visit <https://www.copeland.com/en-gb/brands>.

You can also visit <https://www.copeland.com/en-gb/campaign/aftermarket> to view and download the latest logo files and other assets.