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AIR CONDITIONING TECHNOLOGIES

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# LG BRANDING GUIDELINES

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# Legal Agreement

## Per the April 2017 Distributor Agreement

- **LG Marks.** Subject to the terms and conditions of this Agreement, and provided that Purchaser is not an End User, LGEUS hereby grants to Purchaser, a revocable, non-transferable, non-exclusive, limited license to use the logos, trademarks, and trade names owned by or licensed to LGEUS (collectively the “LGEUS Marks”), solely in connection with marketing, advertisement, and sale of the Products in the Territory. Purchaser shall strictly comply with all standards of use for the LGEUS Marks and must display appropriate trademark and copyright notices as provided or instructed by LGEUS. All media advertising, printed material and electronic documents in which an LGEUS Mark is used must be submitted for review by LGEUS in advance and must not be distributed or used in any manner without the prior written approval of LGEUS; provided, however, that if LGEUS has provided Purchaser with written instructions for the use of any of the LG Marks and Purchaser uses same strictly in accordance with such instruction LGEUS’ prior review and approval will not be required.
- Purchaser acknowledges and agrees that the LGEUS Marks and other intellectual property provided to Purchaser by LGEUS, if any, are the sole and exclusive property of LGEUS. Except for the license described in Section 6.A above, Purchaser shall not acquire any right, title or interest under this Agreement in any patent, copyright, LGEUS Mark, or any other intellectual property of LGEUS. No implied license in any patent, copyright, LGEUS Mark, or any other intellectual property right of Company is granted to Purchaser under this Agreement or otherwise.
- During the Term of this Agreement and thereafter, Purchaser will not do anything that will in any way infringe, impeach, dilute or lessen the value of the LGEUS Marks, patents, copyrights or other intellectual property of LGEUS or the goodwill associated therewith or that will tend to prejudice the reputation or sale of LGEUS or any Products.
- Purchaser shall cooperate with LGEUS in safeguarding the LGEUS Marks and shall promptly notify LGEUS of any actual or threatened infringement of the LGEUS Marks which may come to Purchaser’s attention. At LGEUS’ request, Purchaser shall, at LGEUS’s expense and direction, take all necessary steps within its power to protect the LGEUS Marks.

# The Logo

We have a new logo!

Old logo



New logo



- The logo has changed from a serif font to the LG Smart font
- The new logo is more modern, sophisticated and highly visible

# The Logo

There are two versions of the logo

## 3D



## 2D



It is preferred to use the full-color, 3D version of the logo on all communications.

The only time the 2D Logo should be used is when space is not available or when the conditions (such as the material) of the communication piece hinder the correct representation of the 3D Logo.

# The Logo

## Elements of the logo

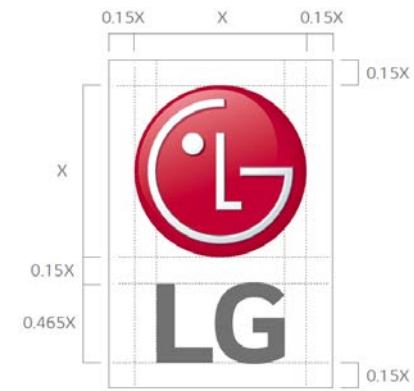
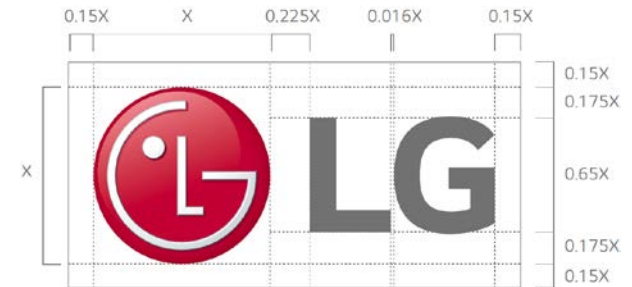
- The logo consists of three elements:
  - Symbol Mark
    - May not be used alone and must ALWAYS have the “LG” next to it
  - Logotype
    - The Logotype should always be LG GRAY(C0, M0, Y0, K70), Black or White.
  - Tagline
    - Life’s Good can be used separately from the Symbol, but not by itself on apparel.
- When possible use the logo with all three elements, if space is limited please use refer to the hierarchy to the right



# The Logo

## Whitespace

- Regardless of what version of the logo you are using, it is important to be mindful of providing the appropriate amount of whitespace
- The minimum amount of whitespace must always surround all versions of the Logo.



# Approved Alternate Logos

- Vertical Logo – to only be used when a horizontal logo cannot be applied. The 3D version should be used over the 2D version.
- One Color Logos - to be used when a full color logo can't be used.
  - Black One Color



**LG**

3D



**LG**

2D



- White One Color



# Logo Backgrounds

When determining which logo to use where, please refer to the spectrums below:

- Full-Color Logos



- One Color Logos





# Improper Logo Use

Please avoid these common logo misuses



Do not use the old version



Do not alter the size of the tagline



Do not alter the position of the tagline



Do not change the ratio of the LG Logotype and the tagline.



Never alter the size of the LG Logotype



Do not rearrange or resize the Logo elements



Do not stretch or alter the size of the Logo elements



Do not use the Logo in the sentences



Do not change the typeface of the tagline



Do not alter the perspective of the Logo



Do not alter the direction of the elements



Never change the color of the Symbol Mark elements



Never change the colors of the tagline



Do not change the colors of the Logo elements arbitrarily



Never transform the LG Symbol Mark



Do not add the tagline to the Vertical Logo



Never outline the elements of the LG Symbol Mark



Do not crop the LG Symbol Mark



Do not rearrange or resize the Logo elements



Do not use the Symbol Mark without the Logotype



Do not use previous versions of the Logo with tagline



Do not use any busy background



Symbol Mark should not be caricatured



Never resize the Logo elements

# LG Colors – Primary

- LG's three official colors are LG RED, LG GRAY, and White. These official colors must be used in a consistent manner as specified in the guidelines to build a strong visual identity.
  - LG RED is the primary color that communicates the brand identity of LG to customers.
  - LG GRAY is mainly used to render the Logotype featured on a bright background.
  - White is mainly used to render the Logotype featured on a dark background.

LG RED

Spot : Pantone Plus 207C  
Process : C 0, M 100, Y 62, K 22  
RGB Web & Video : R165 G0 B52  
Hex : #A50034

LG GRAY

Process : C 0, M 0, Y 0, K 70  
RGB Web & Video : R107 G107 B107  
Hex : #6b6b6b

White

Spot : White  
Process : C 0, M 0, Y 0, K 0  
RGB Web & Video : R255, G255, B255  
Hex : #FFFFFF

# LG Colors – Secondary

- Additional accent colors (Secondary palette) are available for use on supporting graphics elements, product USP icons, charts and graphics in collateral and powerpoint presentations

LG Deep Purple

Spot : Pantone Plus 259C  
Process : C 55, M 100, Y 0, K 15  
RGB Web & Video : R112, G32, B118  
Hex : #702076

LG Purple

Spot : Pantone Plus 233C  
Process : C 11, M 100, Y 0, K 0  
RGB Web & Video : R204, G0, B122  
Hex : #CC007A

LG BrightPurple

Spot : Pantone Plus 189C  
Process : C 0, M 37, Y 10, K 0  
RGB Web & Video : R253, G163, B186  
Hex : #FDA3BA

LG Yellow

Spot : Pantone 144C  
Process : C 0, M 48, Y 100, K 0  
RGB Web & Video : R243, G138, B0  
Hex : #F38A00

LG Bright Green

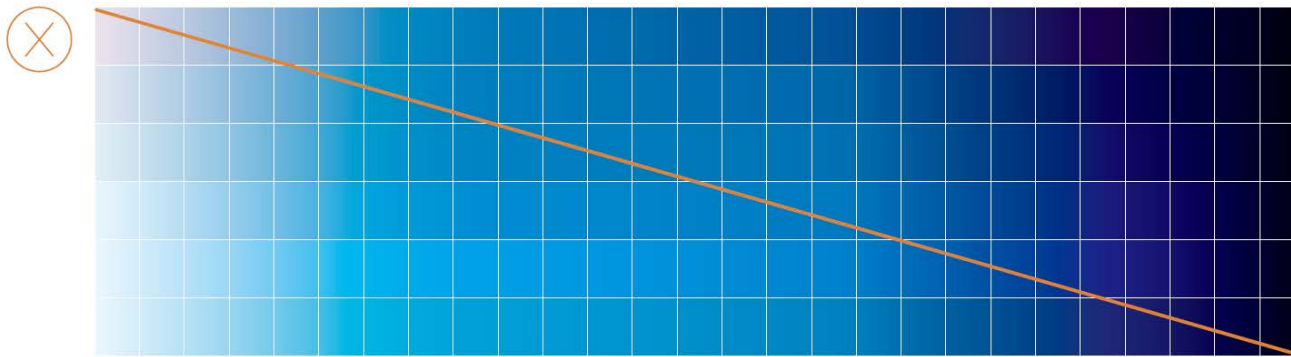
Spot : Pantone 382C  
Process : C 29, M 0, Y 100, K 0  
RGB Web & Video : R195, G213, B0  
Hex : #C3D500

LG Green

Spot : Pantone 369C  
Process : C 60, M 0, Y 100, K 7  
RGB Web & Video : R98, G116, B10  
Hex : #62A60A

# LG Colors – No Blue Policy

- Any shade of blue should be avoided to clearly differentiate LG from other companies.
- However, blue may be used to depict nature (ex. sky, water, or wind) with limited amount (less than 50% of the entire space.)



Blue applied to render a natural setting



Excessive use of blue



# Co-Branding

- Co-branding with the LG logo is permitted but must adhere to the following
  - Use the horizontal logo without the tagline
  - If the two logos are next to each other, they need to be equal size
  - Must adhere to the minimum whitespace requirements
- Things you cannot do when co-branding
  - Create an additional graphical element to join the two logos
  - Use the symbol mark without the “LG”
  - Do not stack the vertical logo on top of another logo.



# LG with Other Logos

- If you are using the LG logo with other brands you carry you must adhere to the following:
  - The LG logo must be given the same level of prominence



- Do not use the logo with the “Life’s Good” tagline
- Do not use the vertical logo



# Promotional Items and Apparel

- All promotional items with the LG Brand must be cleared by the LG Marketing Department
- Promotional items cannot be
  - Items associated with drinking, gambling, smoking or violence
  - Items made by other manufacturers
  - Items that are easily broken
  - Items that are food or disposable
- Apparel
  - Hats
    - Placement should be on the front or the side
    - Preferred hat colors are white, black and red
  - Shirts
    - Placement should be on the chest or on the sleeve
    - The LG logo cannot be put on blue apparel



# Process for Receiving Co-op

1. Verify with LG regional sales engineer or manager the following:
  - You have co-op funds available
  - The activity you wish to use co-op for is eligible for co-op reimbursement (see slide “Co-op for marketing activities” for list of eligible activities)
2. Develop marketing materials, if using “LG” branding ensure you have written marketing approval to proceed
3. Once the ad has run, event occurred, purchased the promo items, etc. submit to your regional sales engineer or manager the following (co-op claims will not be approved without both of these):
  - A receipt or paid invoice for the amount claimed
  - Documentation that the marketing activity actually happened (photo of event, copy of the ad, etc.) Please note: In the case of a dealer spiff/incentive programs a spreadsheet showing sales and names of spiff winners must be provided for spiff or giveaways



# Co-op for Marketing Activities

You can use co-op for the following:

- Radio, Television, and Magazine Ads
- Online Advertising
- Product Displays
- Promotional Items
- Training Events
- Truck/Van Signage
- Counter Promotions
- Yellow Page and Directory Ads
- Show Homes & Local Sponsorships
- Newspapers & Supplements
- Dealer Spiff/Incentive Programs
- Mailers & Postcards
- Email Campaigns
- Billboards
- Trade Shows
- Literature



You cannot use co-op for the following:

- Equipment
- Customer satisfaction payments for equipment or labor
- Any marketing activities where LG is not promoted
- Any advertisements or signage that does not meet LG branding guidelines
- Any branded elements that haven't been approved
- Freight claim reimbursements
- Parts
- Product discounts



**NOTE:** All promotional materials and advertisements must follow LG Branding guidelines in order to be eligible for reimbursement

# Marketing Resources Available

A number of marketing resources have been created by the LG Marketing Department to help you in your marketing efforts. You can access these assets below:

What:	Where:
LG Logos	Log into <a href="http://mylg HVAC.com">mylg HVAC.com</a> > Marketing Materials > Branding Materials
LG Smart Font	Log into <a href="http://mylg HVAC.com">mylg HVAC.com</a> > Marketing Materials > Branding Materials
Product and lifestyle images	Log into <a href="http://mylg HVAC.com">mylg HVAC.com</a> > Marketing Materials > Image Gallery
Marketing Co-op Kit for Distributors	To review and request these assets, visit: <a href="http://www.lg-dfs.com/dealer-co-op-kit.aspx">http://www.lg-dfs.com/dealer-co-op-kit.aspx</a>

# Approval Process

- Per the distributor agreement, anything using LG marks, LG name or LG product images needs to be approved in writing by the LG Air Conditioning Technologies Marketing team.
- If you create your own creative using any of the aforementioned items and need to request approval, please use this form: [REQUEST LG APPROVAL](#)