



RHEEM BRAND GUIDELINES

FOR PARTNERS & SPECIALISTS

V1 AUGUST 2022

COMES ON STEADY, HOT AND STRONG

INSTALL A



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Interactive 

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1. THE RHEEM BRAND

The Rheem brand is one of the most familiar and readily identifiable hot water brands in Australia. The brand has been displayed on millions of water heaters manufactured by Rheem in Australia over the past seven decades and offers your customers a proven standard of quality and reliability.

This Style Guide has been created to provide Partners & Specialists associated with Rheem Australia with guidelines on how to use the Rheem Brand Mark, Trademarks and Endorsement logos.

With this Style Guide we aim to keep the Rheem Identity uniform across all materials produced by Partners & Suppliers, and to ensure consistency with the brand's integrity and reputation.

The Rheem logo and other trademarks are available for use by major resellers, plumbing merchants, building suppliers, energy utilities, appliance retailers, hardware outlets and hot water specialists provided approval has been received in writing from the Rheem State Manager in your state or from Rheem Marketing.

2. RHEEM LOGOS

PRIMARY LOGOS

For application on white background.



Only use the Black version of the logo in applications that are entirely in greyscale.

SECONDARY LOGOS

The secondary logo has a white keyline around it and is for applications on colour backgrounds. Make sure the logo's registration mark ® is always visible.



LOGO COLOUR

In print applications the logo can only be reproduced in the 'Rheem Red' - Pantone 485 or its 4-colour specification (CMYK).

Only use the Black version of the logo in applications that are entirely in greyscale. This version cannot be reversed.

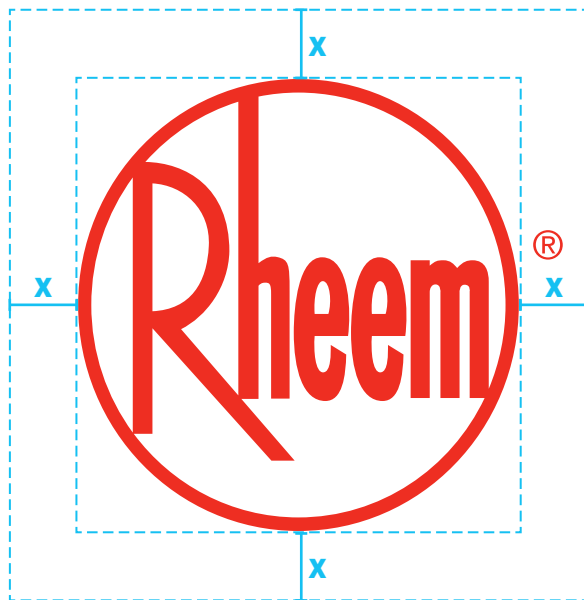
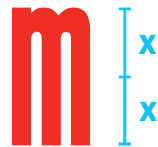
RHEEM RED Pantone 485
 CMYK C0 M95 Y100 K0
 RGB R213 G43 B30
 HEX D42E12

BLACK
 CMYK C0 M0 Y0 K100
 RGB R0 G0 B0
 HEX 000000

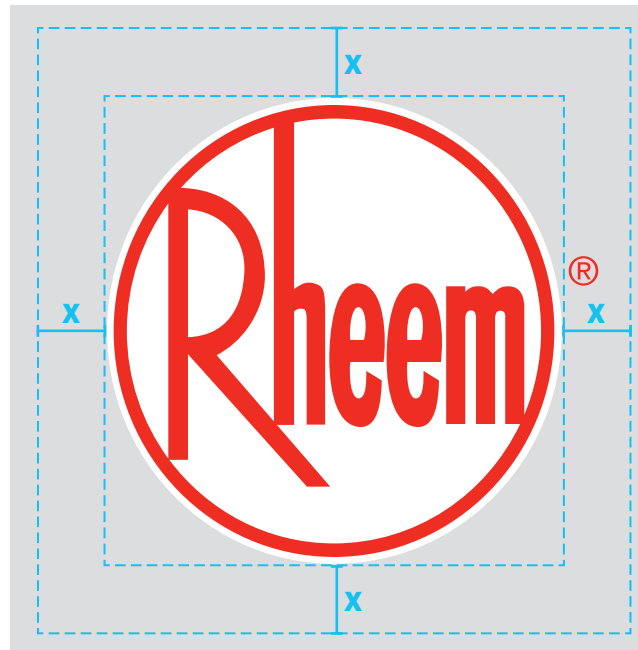
2. RHEEM LOGOS CONTINUED

CLEAR SPACE

An exclusion area has been specifically developed to allow maximum clarity and legibility of the logo. No type or graphic elements should intrude into this space. The exclusion area is measured by unit (X), equal to half the height of the letter 'M' in the logo.



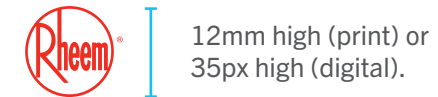
On white background



On colour background

MINIMUM SIZE

The size of the logo depends on the measurements of the collateral where the logo is placed. The primary logo may be applied no smaller than 12mm high in print or 35 pixels high for digital application.



RHEEM STRAPLINE

Rheem strapline is not available for use. The strapline is for Rheem use only.



2. RHEEM LOGOS CONTINUED

DO'S AND DON'TS

Do not flip, rotate or distort the logo.



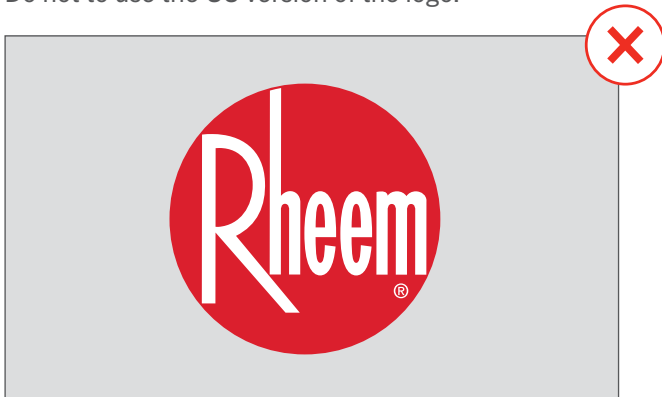
Do not change the logo colour or crop the logo.



Do not place the logo on top of busy imagery.



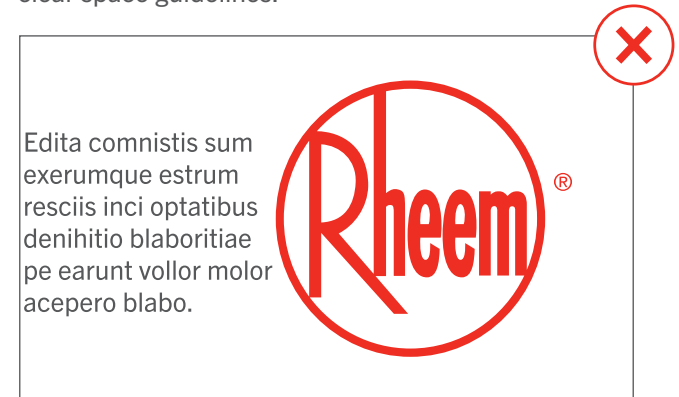
Do not to use the US version of the logo.



Make sure the logo's registration mark ® is always visible i.e. use the logo with the white registration mark when appearing on a red background.



Make sure to always follow the clear space guidelines.

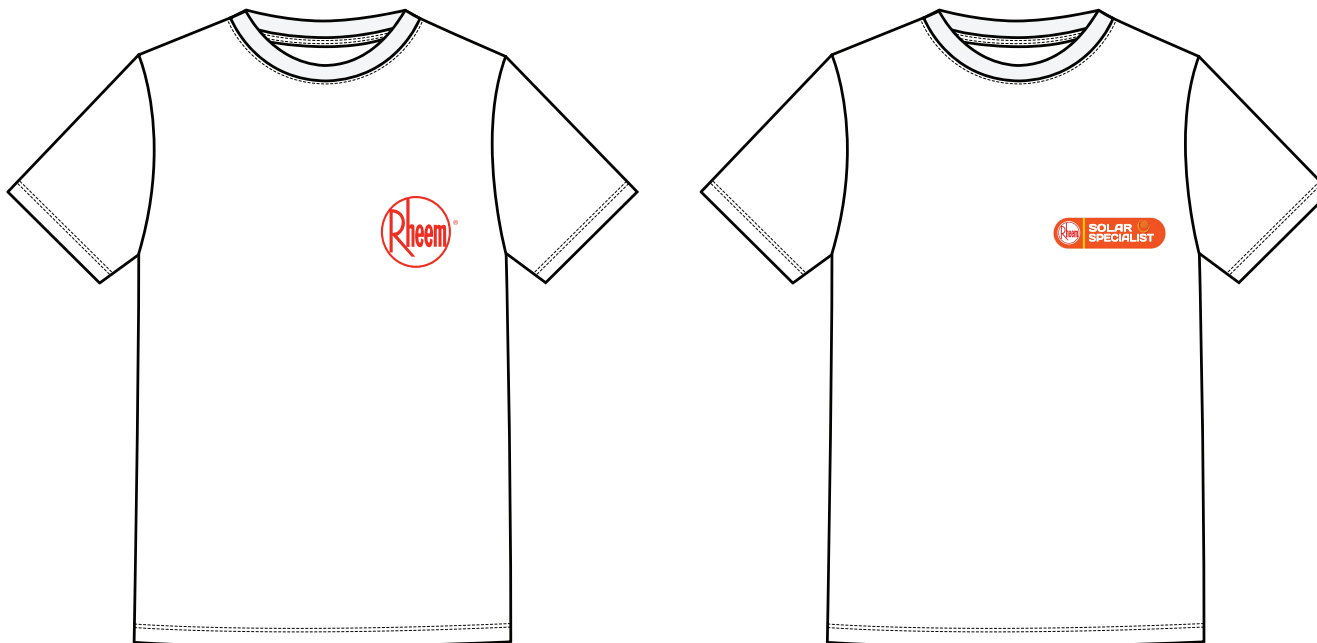




2. RHEEM LOGOS CONTINUED

RHEEM CLOTHING AND PROMOTIONAL ITEMS

The Rheem logo or the RSS logo can be used on clothing and promotional items. However both logos should not be used on the same item.



NOTE: The Rheem strapline is not approved for use on garments.

3. AquaMAX LOGOS

PRIMARY LOGO

The AquaMAX logo in its original format is a 4 colour logo that is executed across all print and digital media, product identification, packaging and signage.

Details on how to correctly use the AquaMAX logo across a range of branding executions and reproduction are detailed with in this Brand Guidelines.

The AquaMAX logo is made up of customised lettering with the 'q' and 'M' joined with a graphical element representative of plumbing. The word AquaMAX is filled with a blue strip at its base followed by slimmer white then green then white lines topped by a red band at the top. The descriptor 'Water Heaters' appears below the letters 'MAX'.



LOGO COLOUR

GREEN Pantone 355C
 CMYK C94 M0 Y100 K0
 RGB R0 G169 B79
 HEX 1C9D4A

RED Pantone 485C
 CMYK C0 M95 Y100 K0
 RGB R238 G49 B36
 HEX E92F3F

BLUE Pantone 293C
 CMYK C100 M69 Y0 K4
 RGB R0 G61 B165
 HEX 003DA5

BLACK Pantone Black C
 CMYK C0 M0 Y0 K100
 RGB R0 G0 B0
 HEX 000000

3. AquaMAX LOGOS CONTINUED

SECONDARY LOGOS

The AquaMAX logo is to be primarily used in its colour format on a white background, however there are some applications which will require a secondary format for the logo. In such circumstances, the logo can be used in one of three secondary formats.



Black Outline

For use in mono print executions and where a smaller simpler logo is required for labels and promotional items.



White Outline

For use in mono print executions and where a smaller simpler logo is required for labels and promotional items.



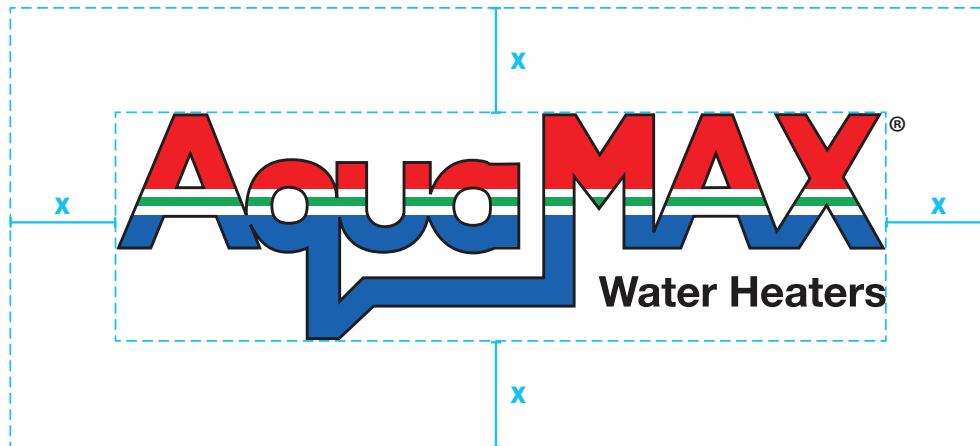
Colour with White Outline

For use on all approved dark backgrounds, namely dark blue variants.

3. AquaMAX LOGOS CONTINUED

CLEAR SPACE

The AquaMAX logo requires an equal area of clear space surrounding the logo to ensure clear presentation. The clear space area is to be no less than the width of the 'X' which constitutes what is known as the 'x' height and 'x' width. The area of exclusion is measured from the outer most limit of each side of the logo.



MINIMUM SIZE

The size of the logo depends on the measurements of the collateral where the logo is placed. The primary logo may be applied no smaller than 35mm wide in print or 100 pixels wide for digital application.



35mm wide (print) or
100px wide (digital).

3. AquaMAX LOGOS CONTINUED

DO'S AND DON'TS

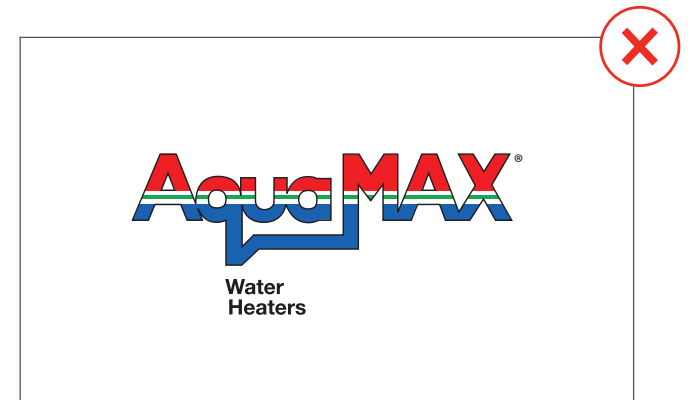
Do not flip, rotate or distort the logo.



Do not change the logo colour or crop the logo.



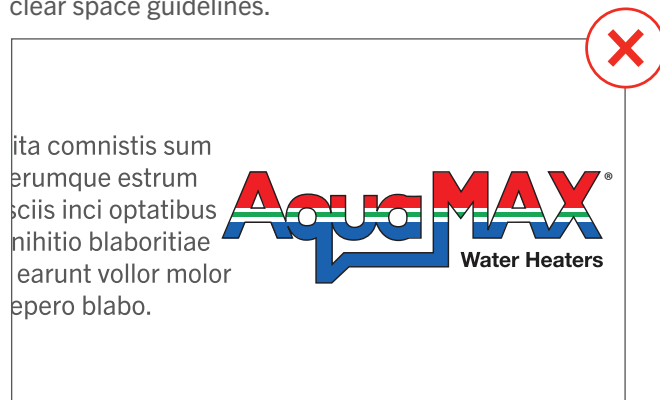
Do not alter the logo in anyway.



Do not place the primary on dark background.
See page 9 for secondary logo alternative.



Ensure that you always follow the
clear space guidelines.



4. VULCAN LOGOS

PRIMARY LOGO

The Vulcan primary logo should be used wherever possible and must always appear with the registration mark ® symbol.



LIMITED SPACE LOGO

Where space is limited the VMan secondary logo can be used in isolation and must always appear with the registration mark ® symbol.



LOGO COLOUR

In print applications the logo can be only be reproduced in the '**Vulcan Teal**' - Pantone 322 or its 4-colour specification (CMYK).

Other applications including vinyl or paint should match the Vulcan Pantone reference as closely as possible. It should always be on a light background unless reversed.

TEAL	Pantone 322C
CMYK	C100 M30 Y50 K23
RGB	R0 G124 B133
HEX	007377

4. VULCAN LOGOS CONTINUED

SECONDARY LOGOS

The Vulcan logo is to be primarily used in its colour format where ever possible, however there are some applications which will require a secondary format for the logo. In such circumstances, the logo can be used in one of three secondary formats.



Reversed on PMS 322



Reversed on PMS Cool Grey 7 or Silver



Mono (Black and white)

4. VULCAN LOGOS CONTINUED

CLEAR SPACE

The Vulcan logo requires an equal area of clear space surrounding the logo to ensure clear presentation. The clear space area is to be no less than internal width of the 'V' which constitutes what is known as the 'x' height and 'x' width. The area of exclusion is measured from the outer most limit of each side of the logo.



MINIMUM SIZE

The size of the logo depends on the measurements of the collateral where the logo is placed.

The primary logo may be applied no smaller than 5mm high in print or 15 pixels high for digital application.

The secondary (reversed) logo may be applied no smaller than 6.5mm high in print or 18.5 pixels high for digital application.



NOTE: In extreme circumstance that the logo has to appear smaller than the sizes dictated, Marketing **MUST** be consulted.

4. VULCAN LOGOS CONTINUED

DO'S AND DON'TS

Do not flip, rotate or distort the logo.



Do not change the logo colour or crop the logo.



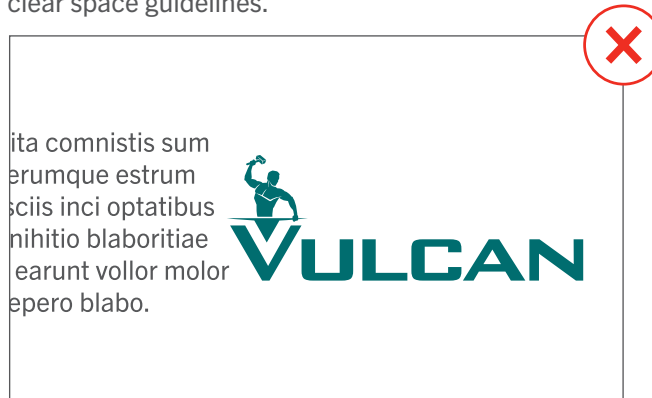
Do not alter the logo in anyway.



Do not place the logo on a non contrasting background.
See page 13 for secondary logo alternative.



Ensure that you always follow the
clear space guidelines.



The logo must always appear with the registration
mark ® symbol.



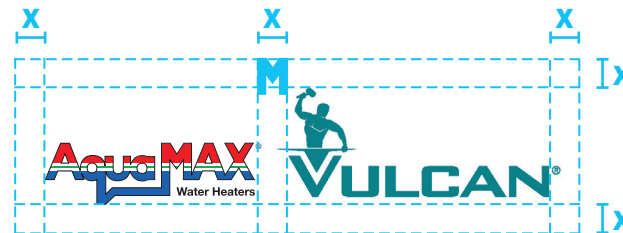
5. AquaMAX AND VULCAN LOGO LOCK-UP

The AquaMAX and Vulcan logo lock-up is available when co-branding is required. The top of the letter 'Q' in the AquaMAX logo is at the same level as the top of the letter 'V' of the Vulcan logo. The distance (X) between the two logos is the width of the letter 'M' in 'AquaMAX' logo. The logo lock-up can be placed underneath the Rheem Strapline.



CLEAR SPACE

An exclusion area has been specifically developed to allow maximum clarity and legibility of the logo. No type or graphic elements should intrude into this space. The exclusion area is measured by unit (X), equal to the width of the letter 'M' in AquaMAX logo.



MINIMUM SIZE

The AquaMAX and Vulcan logo lock-up may be applied no smaller than 12mm high in print or 35 pixels high for digital application.



6. RHEEM, AquaMAX AND VULCAN LOGO LOCK-UP

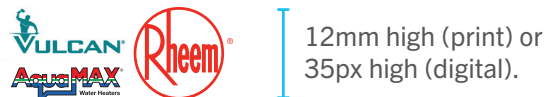
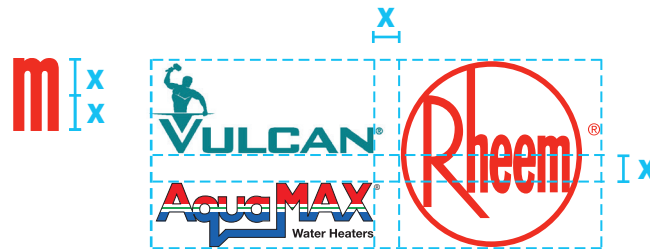
The Rheem, AquaMAX and Vulcan logo lock-up is available when appearing in collateral not produced by Rheem. The width of the AquaMAX and Vulcan logo are equal and their combined height is the same height of the Rheem logo. Consistent with the Rheem logo guidelines the distance between each logo is 'X', half the height of the letter 'M' in the Rheem logo.

CLEAR SPACE

An exclusion area has been specifically developed to allow maximum clarity and legibility of the logo. No type or graphic elements should intrude into this space. The exclusion area is measured by unit (X), half the height of the letter 'M' in the Rheem logo.

MINIMUM SIZE

The Rheem, AquaMAX and Vulcan logo lock-up may be applied no smaller than 12mm high in print or 35 pixels high for digital application.



Example



*For full Terms and Conditions and to view the list of eligible products visit www.rheem.com.au. Please review before determining whether you are eligible to participate. Promotion starts 11:00am AEST on 01/08/2022 and closes 11:00pm AEST on 31/08/2022 (Promotional Period). For purchases made by 31/08/2022. Bonus points must be redeemed within 90 days of expiration. Promotions do not stack to subsequent promotional periods, and applicable partners and their associated valid partner's banner (used in an Australian State or Territory). Bonus Points are not transferable. Participants can earn an unlimited bonus points for eligible models during the Promotional Period.



7. RHEEM SOLAR SPECIALIST LOGO

PRIMARY LOGO

This is the Rheem Solar Specialist logo. It has a thin white keyline when appearing on colour background.



CLEAR SPACE

An exclusion area has been specifically developed to allow maximum clarity and legibility of the logo. No type or graphic elements should intrude into this space. The exclusion area is measured by unit (X), equal to the height of the letter 'S' in the logo.



SECONDARY LOGOS

The secondary Rheem Solar Specialist logos are simplified versions only for special applications and promotional material such as T-shirts. Please contact Tanya from the Marketing team for approval of the use of these logos.



Simplified logo
(Colour)



Simplified logo
(Black)

MINIMUM SIZE

The primary logo may be applied no smaller than 12mm high in print or 35 pixels high for digital application.



12mm high (print) or
35px high (digital).

COLOUR PALETTE

The Rheem Solar Specialist colour palette consists of five colours, each representing a STC zone. The Rheem Red, Orange and RSS Light Orange (Raypak) is consistent with the Rheem colour palette.

RSS DARK RED

CMYK	C15 M100 Y100 K5
RGB	R199 G33 B39
HEX	C62026

RHEEM RED Pantone 485

CMYK	C0 M95 Y100 K0
RGB	R213 G43 B30
HEX	D42E12

ORANGE Pantone 432

CMYK	C0 M68 Y100 K0
RGB	R243 G115 B33
HEX	F37320

RSS LIGHT ORANGE Pantone 1375

CMYK	C0 M40 Y90 K0
RGB	R250 G166 B52
HEX	FAA633

RSS YELLOW

CMYK	C0 M0 Y100 K0
RGB	R249 G227 B0
HEX	F9E300

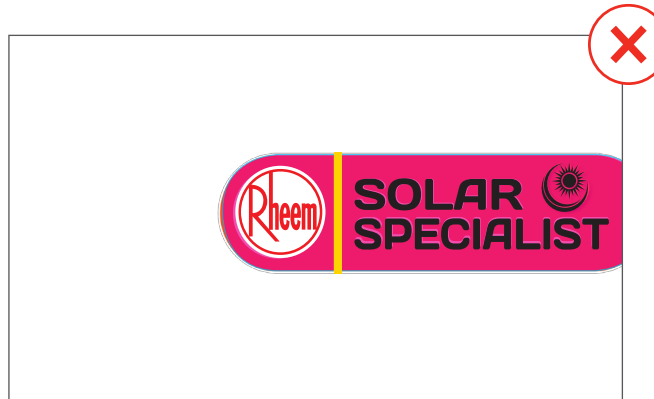
7. RHEEM SOLAR SPECIALIST LOGO CONTINUED

DO'S AND DON'TS

Do not flip, rotate or distort the logo.



Do not change the logo colour or crop the logo.



Do not place the logo on top of busy imagery.



Do not modify the design of the logo.



Make sure to always follow the clear space guidelines.



7. RHEEM SOLAR SPECIALIST LOGO CONTINUED

CO-BRANDING

When co-branding, the dealer's contact details must be clearly associated with the dealer's logo, not the Rheem Solar Specialist logo. Please ensure the proportion of both logos is balanced i.e. neither logo appears larger or visually more dominant than the other.

The support statement "only available through" can not be used when only one dealer is promoted. In this instance, the statement can appear within the body copy and/or disclaimers. The Rheem Strapline also can not be used when only one dealer is promoted.

When only one dealer is promoted:



HURRY! PROMOTION EXTENDED

SWITCH TO SOLAR

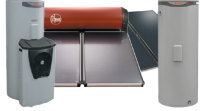
SAVE \$500

WHEN YOU REPLACE YOUR OLD HOT WATER SYSTEM FOR A NEW RHEEM HILINE, PREMIER HILINE, LOLINE OR PREMIER LOLINE SOLAR HOT WATER SYSTEM OR RHEEM HEAT PUMP OF 270 LITRES CAPACITY OR GREATER¹

OFFER VALID FROM 1 MARCH 2021 TO 30 APRIL 2021²

- Generous solar incentive³
- Choice of Stainless Steel or Vitreous Enamel tank⁴
- Choice of colours to suit your roof in Hiline SS systems⁵
- Manufacturing for over 80 years in Australia
- Optional upgrade to gas boost available
- Offer only available through Rheem Solar Specialists network⁶.

 **SOLAR SPECIALIST**

  For a free in-home consultation call Salmon Plumbing on **073862 2600**

*Terms & Conditions

1. The Trade-In offer is a Point of Sale discount offer on the range of Rheem products listed below. It is not a redemption or Cash Back offer. Offer not available with any other offer relating to Rheem or the participating products.
2. This promotion commences on 01/03/2021 and ends at 11:59pm AEST on 30/04/2021 (Promotion Period). No extensions to the promotion period will be offered.
3. Offer valid on the following systems of 270 litres capacity and greater in 50W & 52L with L, NPT200 & CSA2007 Collectors, 520 & 52C with NPT200 Collectors, Premier Loline Indirect with SPA2000 & CSA2007 Collectors, Loline SS and VE Direct with NPT200T & CSA2007 Collectors and Heat Pumps - BPL & HD models.
4. Offer only available through Rheem Solar Specialists network. Offer valid in QLD, VIC, ACT, NT & SA only.
5. Not all systems are suitable for all geographical areas, due to frost / freeze conditions or water chemistry. In areas subject to frost / freeze conditions, only systems with frost protection will be offered. Conditions apply, see Rheem's warranty not set in the product's Rheem's Guide or view it at www.rheem.com.au. Ask your Rheem Solar Specialist for details or Phone 131 131 for details.
6. Incentive in the form of Small scale Technology Certificates (STC) may be available. STC financial benefit value is subject to change. Please refer to www.solar.rheem.com.au/solarincentives for further details. Can only be claimed after installation is completed.
7. Please refer to www.solar.rheem.com.au/promotion for full terms and conditions.



Do not use the support statement



Do not use the Rheem Strapline



THANK YOU

For further information, assets or resources
please contact the Marketing team:

Tanya Nielsen

Marketing Services Manager

Tanya.Nielsen@rheem.com.au

COMES ON STEADY, HOT AND STRONG

INSTALL A

