



eternal  [®]
Brand Style Guide

Eternal hybrid™ Logo with tagline and Usage:

The logo features the Eternal name and mark (see 1a). This logo is used to brand Eternal hybrid™ in conjunction with other textual elements (see 1b). This logo can appear black or white (1a, 1c). White versions need to be placed over the Eternal orange, black, or steel colors listed below, or over dark colored graphic elements (see 1b) or dark colors/black. Black versions of the logo may be placed on light colors and eternal orange and white. Do not use logo over complex backgrounds, skew or stretch. The Eternal logo should not be used at sizes smaller than 1 inch width. Spacing around the logo should always be .25 inch or greater. The Eternal logo must be used as a whole, with all elements of logo visible as shown in 1a and 1c. Unauthorized and incorrect usage of this logo may result in legal action.



Incorrect Usage:



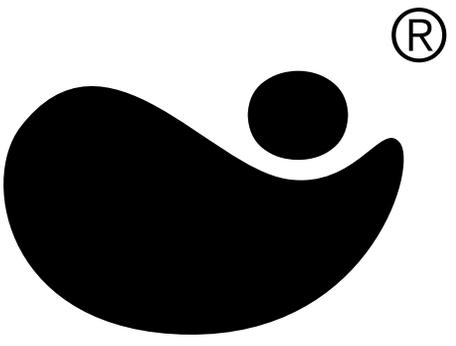
Eternal FAST Logo and Usage:

FAST is an acronym for Factory Authorized Service Tech. This logo is provided to service technicians that meet predetermined guidelines. Additionally, the colors for this logo are the same as the eternal colors show in this document. The logo may be used at full color, solid black or solid white. The full color logo (2a) should be used in most applications given that the media supports full color. In instances where full color is impractical, the solid black or solid white should be used. The black logo can be used on light backgrounds and the white logo should be used on dark backgrounds as shown in examples 2b and 2c. Do not use logo over complex backgrounds, skew or stretch. The FAST logo should not be used at sizes smaller than and 1 inch width. Spacing around the logo should always be .25 inch or greater. The FAST logo must be used as a whole, with all elements of logo visible as shown in 2a, 2b and 2c. Unauthorized and incorrect usage of this logo may result in legal action.

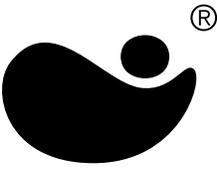


Incorrect Usage:



eternal ®

ADVANCED HYBRID WATER HEATING

eternal ®

ADVANCED HYBRID WATER HEATING

 eternal
FAST
FACTORY AUTHORIZED SERVICE TECH

eternal ®
ADVANCED HYBRID WATER HEATING

 eternal
FAST
FACTORY AUTHORIZED SERVICE TECH

eternal ®
ADVANCED HYBRID WATER HEATING

 eternal
FAST
FACTORY AUTHORIZED SERVICE TECH

 eternal
FAST
FACTORY AUTHORIZED SERVICE TECH

Fonts, Paragraphs and Colors:

The following fonts are utilized by Grand Hall for Eternal brand:

Eurostile - headlines and subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica - all other copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Paragraphs are left or right justified, never center justified.

Colors:

Eternal Orange
C:0, M:61, Y:97, K:0
R:245, G:128, B:37

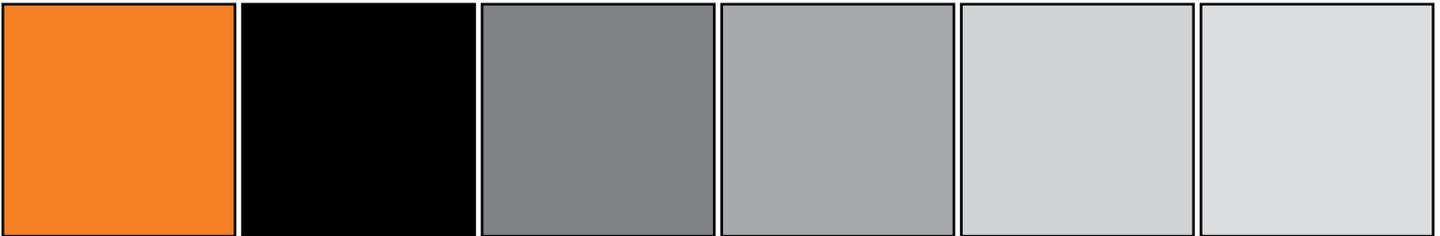
Black
C:0, M:0, Y:0, K:100
R:0, G:0, B:0

Steel
C:0, M:0, Y:0, K:60
R:128, G:130, B:133

Gray
C:0, M:0, Y:0, K:40
R:167, G:169, B:172

20% Gray
C:0, M:0, Y:0, K:20
R:209, G:211, B:212

15% Gray
C:0, M:0, Y:0, K:15
R:220, G:221, B:222



10% Gray
C:0, M:0, Y:0, K:10
R:230, G:231, B:232

White
C:0, M:0, Y:0, K:0
R:255, G:255, B:255



Other Graphical Elements:

The Eternal brand uses various graphical elements in addition to the Eternal logo. These elements are highly stylized, impart a high tech feel, and are visually congruent with Eternal hybrid, a technologically advanced product. These are the graphical elements and their usage. Please see example 3e for correct usage and placement of graphical elements.



- 3a. Orange Plus – Used above or behind headline as show in 1e. color: eternal orange
- 3b. Eternal Hand Image – this is the main image used with our eternal branding.
- 3c. Lead in – Used, in conjunction with the eternal orange plus sign, which calls out the headline. color: black
- 3d. Plus Pattern – Placed over images to impart high tech feel. color: white, opacity: 50%
- 3e. Example of how graphical elements should be placed