



HerculesTM
INDUSTRIES

Style Guide 2024

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Introduction

A style guide is a reference to ensure consistency across all forms of communication, whether internal or external. It ensures:

Brand Identity and Consistency: It maintains brand consistency by providing guidelines on how the brand should be presented, both graphically and linguistically. This consistency helps in differentiating the product, delivering key messages, and building loyalty through authority and trust.

Clarity in Communication: A style guide helps create clear and understandable content that meets corporate and consumer needs. It ensures that all messaging is straightforward, fostering trust and a meaningful connection with the brand.

Efficiency and Quality: By setting clear rules, a style guide can save time and effort in content creation and review processes. This leads to higher quality content and a more efficient workflow.

Professionalism and Trust: Adhering to a style guide will enhance professionalism and trust. Consistent use of visual and written elements builds brand recognition and assures customers of the company's credibility.

Multi-Platform Communication: In today's multi-channel environment, a style guide ensures that all communications are correct and consistent, which is crucial for a positive customer experience and brand recognition.

Adherence to the principles laid out in this style guide is vital because it directly impacts the company's ability to communicate effectively with its audience and, maintain a strong brand identity. It's a key asset in aligning organizational communications and creating a cohesive presence in the market.

Brand Identity

Hercules Industries is one of America's most efficient and dependable manufacturers and wholesale distributors of high-quality HVAC sheet metal products and equipment.

Founded in Denver in 1962 by William E. Newland, Hercules Industries is one of the largest companies of its type in the Western and Midwestern United States. We operate four manufacturing facilities and seventeen sales and distribution centers in Colorado (Denver, Colorado Springs, Fort Collins, Pueblo, Grand Junction), Utah (Salt Lake City, Sandy), Arizona (Tempe, Phoenix, Flagstaff, Tucson), New Mexico (Albuquerque, Roswell, Las Cruces), Kansas (Topeka), Texas (El Paso), and Wyoming (Casper, Cheyenne).

The Hercules Industries' Employee Stock Ownership Plan (ESOP) provides growth opportunities for our employees in a culture that values the individual and fosters teamwork, personal growth and learning within the context of a positive work environment. As a subcommittee of the ESOP Committee, the ESOP Communication Committee operates with the mission of helping employees to think like owners.

We believe building for tomorrow is as important as building for today. The transition to low Global Warming Potential (GWP) refrigerants represents a positive step for the environment, as it significantly reduces the impact of harmful greenhouse gases. We embrace this change, as it aligns with our corporate commitment to reducing our carbon footprint. Our new refrigerant used in our product lines reduces global warming potential by 78%. That helps all of us reduce our environmental impact and build toward a cleaner future for everyone.

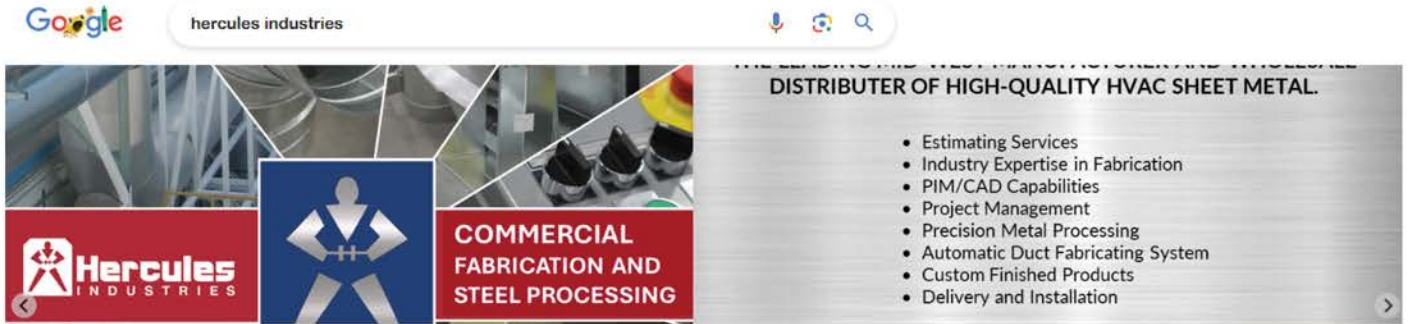
We have four divisions they are Commercial, Multi-Family, Residential, and Add ons & Replacements (AoR).

We are Innovative, Reliable, Customer-focused, and Sustainable.

As we provide a full line of products for heating and air conditioning systems to contractors throughout the Western United States, we will instill a philosophy and culture of continued improvement in our company. Through growth, we will invest in our business to provide the tools for future opportunities. We will nurture and maintain the family culture of our employee-owned business in which our employees grow financially, intellectually, emotionally and spiritually.

Logo Inconsistencies

A simple Google search of Hercules Industries Logo comes up with 5 different logos. Our building signage logo and colors are inconsistent at our main campus. The 15 minute About Hercules video on Herc-U shows 20+ varieties of our logo.



Logo Usage

Consistent logo usage is essential for maintaining a company's brand identity, as it ensures that the brand is easily recognizable and trustworthy to consumers. Our logo should always go first in a set of logos, in the top left corner; no other logos are to be larger. Minimum printed size 1" wide to ensure legibility.

Primary - 3 Color Logo

This is our main logo for print and should always be used if the background allows.



Digital, Social,
Powerpoint logo.

Secondary - 2 Color Logos

These are our secondary logos to be used in this order only if the 3 color logo does not work with the background.



1 Color Logos

These logos should be used as a last resort.



Tagline Rules

The tagline “**Employee owned. Family founded. Made in the USA.**” Must be included when we use the logo. If the logo is less than 1.5 inches wide it may be placed as a footer at the bottom of the page to ensure legibility. The minimum font size for the tagline is 7pt.



1" wide

Do not place the tagline under the logo if the logo is less than 1.5" wide. Instead include it at the bottom of the page as a footer.



1.5" wide

Employee owned.
Family Founded.
Made in the USA.

At 1.5" wide you may use the tagline stacked at 7pt font. It should align with the top and bottom of the Hercules Industries wordmark.



Employee owned. Family founded. Made in the USA.

2.4" wide

At 2.4" wide you may use the tagline beneath the logo at 7pt font. The tagline should always run the width of the logo, aligned left and right.



Employee owned. Family founded. Made in the USA.

Any logo larger than 2.4" use the tagline evenly beneath the logo, running the width of the logo aligned left and right.

Employee owned. Family founded. Made in the USA.

The 12 labors of Hercules

- 1. Slay the Nemean Lion:** The Nemean Lion's hide was so tough that no weapon could pierce it, making this task particularly challenging. Hercules strangled the lion and then used its own claws to skin it, creating impenetrable armor.
- 2. Kill the nine-headed Lernaean Hydra:** Hercules defeated the Hydra by cutting off its heads, but found that they regrew unless the stumps were cauterized. To ensure the heads wouldn't grow back, he had his nephew, Lolaus, help him by cauterizing the neck stumps with a torch as he cut off each head.
- 3. Get the Golden Hind of Artemis:** King Eurystheus, hoping to get Hercules in trouble with Artemis, told him to capture the hind (who could run faster than an arrow could fly) and bring it back to him. After chasing the hind for over a year, Hercules finally ran it down. Hercules explained to Artemis why he so badly needed to catch the hind and swore to return it if she allowed him to take it, which she did.
- 4. Capture the Erymanthian Boar:** The Erymanthian Boar was a fierce creature that terrorized the area of Mount Erymanthus, making its capture tough. Hercules captured the boar by driving it into deep snow.
- 5. Clean the Augean stables in a single day:** The stables contained thousands of cattle and had not been cleaned for many years, creating an enormous amount of waste to be cleared. Hercules diverted the rivers Alpheus and Peneus to wash out the filth.
- 6. Slay the Stymphalian Birds:** The Stymphalian Birds were man-eating creatures with sharp metallic feathers that could be launched at their victims, adding to the danger of this task. Hercules scared the birds with a rattle given to him by Hephaestus, then shot them with his arrows dipped in the poisonous blood of the Hydra.
- 7. Bring the Cretan Bull to Mycenae:** The Cretan Bull was a symbol of power and fertility, and capturing it required Hercules to overpower the brutal and wild animal. Hercules wrestled the bull to the ground and then sent it back to Eurystheus, king of Mycenae.
- 8. Steal the Mares of Diomedes:** The mares were wild and ferocious, their diet of human flesh made them particularly dangerous. Hercules fed Diomedes to his own mares, which calmed them down, and allowed him to wrangle the mares.
- 9. Obtain the girdle of Hippolyta, Queen of the Amazons:** Hercules was initially successful, but Hera, who was opposed him, spread a rumor that Hercules was abducting the queen, leading to a battle in which Hercules accidentally killed Hippolyta.
- 10. Gather the cattle of the monster Geryon:** Geryon was a fearsome giant with three heads, making him a formidable opponent even for Hercules. Hercules killed Geryon with his arrows and took the cattle.
- 11. Fetch the apples of the Hesperides:** Hercules convinced Atlas to retrieve the apples for him. Atlas, burdened with holding up the heavens, agreed to steal the apples if Hercules would hold the heavens for him while he was gone. Hercules then tricked him into taking the heavens back, thus gaining the apples.
- 12. Carry Cerberus back to Eurystheus:** Cerberus was a fearsome three-headed dog that guarded the gates of the underworld, making his capture a feat of both strength and cunning. Hercules brought Cerberus from the underworld, aided by Hermes and Athena, and presented it to Eurystheus, after which Cerberus was returned to the underworld.

Color Palette

The color palette should be consistently maintained within our brand to continue strong visual identity, evoke specific emotions and associations, and ensure brand recognition across various platforms.

Commercial (Nemean Red) Named after Heracles' first labor, slaying the Nemean Lion: Red is often associated with energy, power, and action. In a commercial setting, red can convey a sense of passion and drive, which are qualities often associated with businesses and commercial activities.

Residential (Hydra Blue) Named after Hercules' second labor, killing the Hydra: Blue is a calming and soothing color often associated with stability and trust. In a residential context, blue can evoke a sense of tranquility and reliability, qualities that are important in home environments.

Add-on & Replacement (Spark Gold) Named for the sparks associated with steel manufacturing and processing: Gold is a color often associated with luxury, quality, and prosperity. In an add-on and replacement context, gold can convey a sense of value and enhancement, suggesting upgrades and improvements.

Multi-family (Cretan Cream) Named after the seventh labor, returning the Cretan Bull: Cream is a color that can create a sense of comfort and homeliness. In a multi-family setting, cream can convey a sense of community and togetherness, which are important in shared living spaces.



Nemean Red
C13 M100 Y98 K3
Hex: ce2127 PMS: 711C



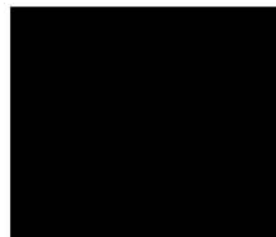
Hydra Blue
C100 M93 Y20 K9
Hex: 0a2d7f PMS: 288C



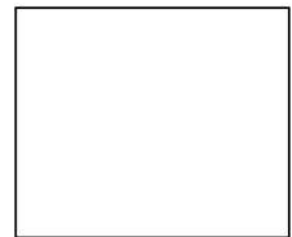
Spark Gold
C16 M18 Y94 K0
Hex: ddc335 PMS: 611C



Cretan Cream
C5 M8 Y22 K0
Hex: f1e4c8 PMS: 7506 C



Black
C0 M0 Y0 K100
Hex: 000000



White
C0 M0 Y0 K0
Hex: ffffff

Typography

Our brand's visual identity is anchored by the use of Helvetica Neue (New) as our standard typeface. This font should be consistently applied across all our branded materials, including internal and external communications, directional signage, promotional flyers, and event posters, to ensure cohesive and professional presentation.

A modern and sleek font like Helvetica Neue can convey a sense of innovation and forward-thinking.

Helvetica Neue Bold - Use for headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()

Helvetica Neue Regular - Use for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()

In corporate communications, we prioritize the use of Helvetica Neue as our main font. However, if there are exceptional circumstances where Helvetica Neue is not available or feasible, we may consider using Arial as a substitute. The goal remains to maintain consistency and professionalism across all our material and only used as a last resort.

Arial Bold - Use for headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()

Arial Regular - Use for body copy

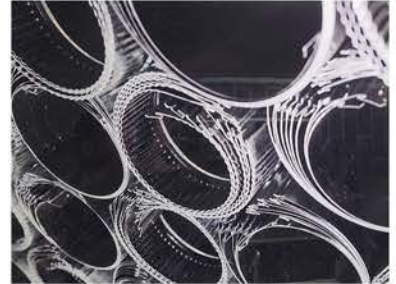
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&*()

Photography & Imagery

High-quality, professional images reflect the brand's commitment to quality and professionalism. They also set the brand apart by showcasing its unique aspects and personality. Moreover, consistent imagery across various platforms aids in establishing a recognizable visual identity, which is fundamental to brand recognition. Images and photography to be updated as we move forward with a bold feel, crisp imagery, and close up details of our unique shapes, and equipment.



Graphic Elements

Graphic elements are a brand's visual ambassadors, appearing in email signatures to reinforce identity, on flyers to attract attention, and in presentations to communicate effectively. They're also integral in social media profiles for brand consistency, on websites for user experience, and in product packaging to enhance recognition. These visuals serve as cohesive touch-points that connect customers to the brand, ensuring a consistent and memorable brand experience across all platforms.

Header/footers - make sure white line is present



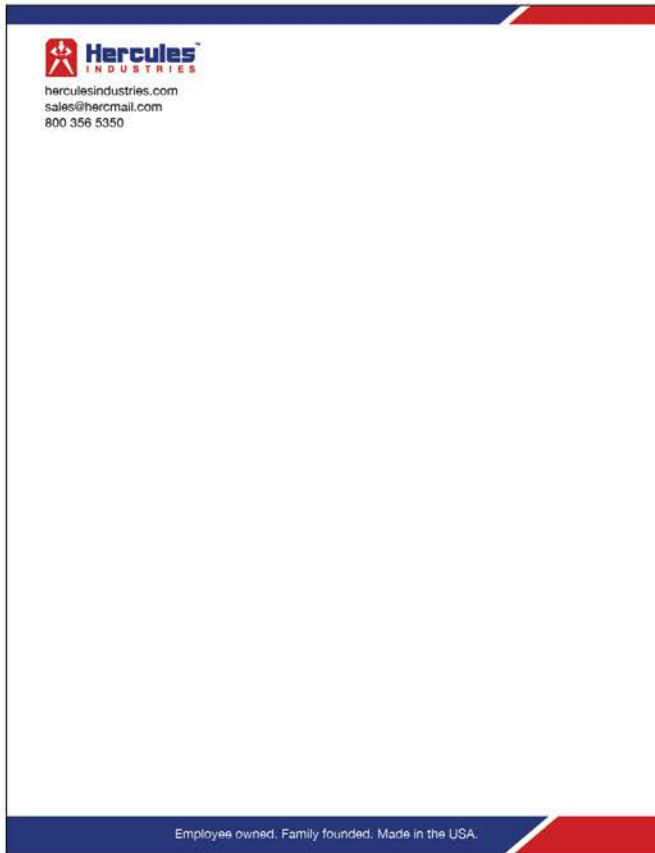
Backgrounds and assets



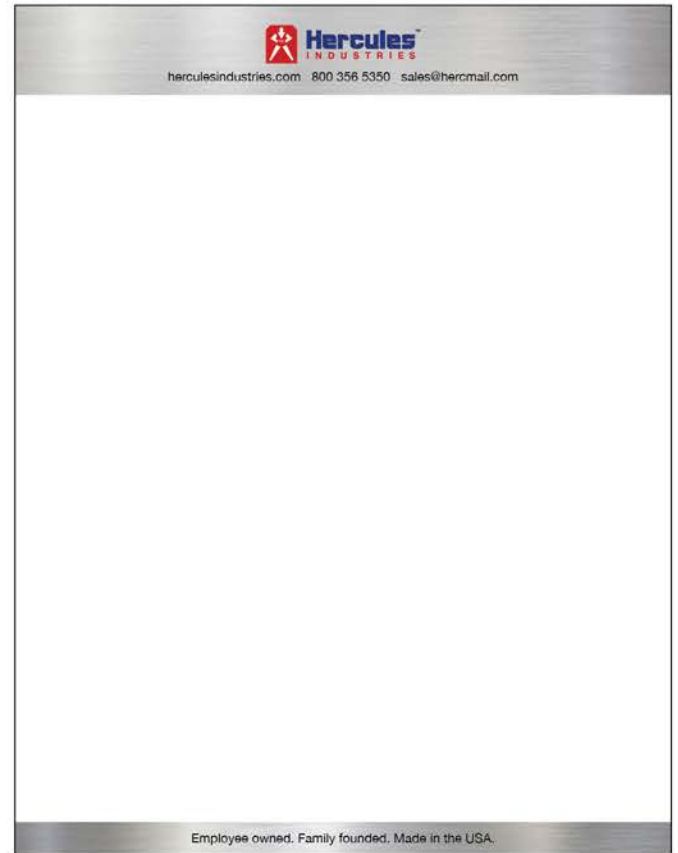
Usage Examples

Below are some examples of how to use the various logos, graphics, imagery, and other elements of the brand. It is important to remain consistent while using them to ensure that the brand's identity is reinforced at every point of customer and internal interaction.

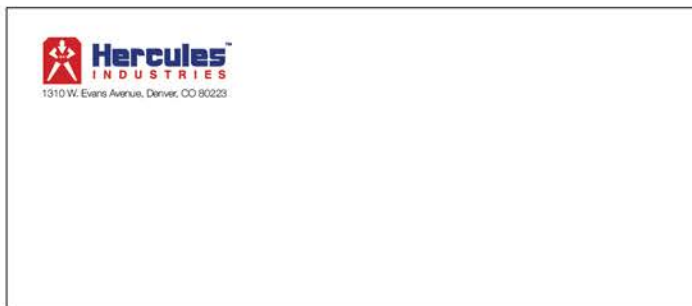
Letterhead
Option 1



Option 2



Envelope



Business Card



Usage Examples Continued

Power Point Templates

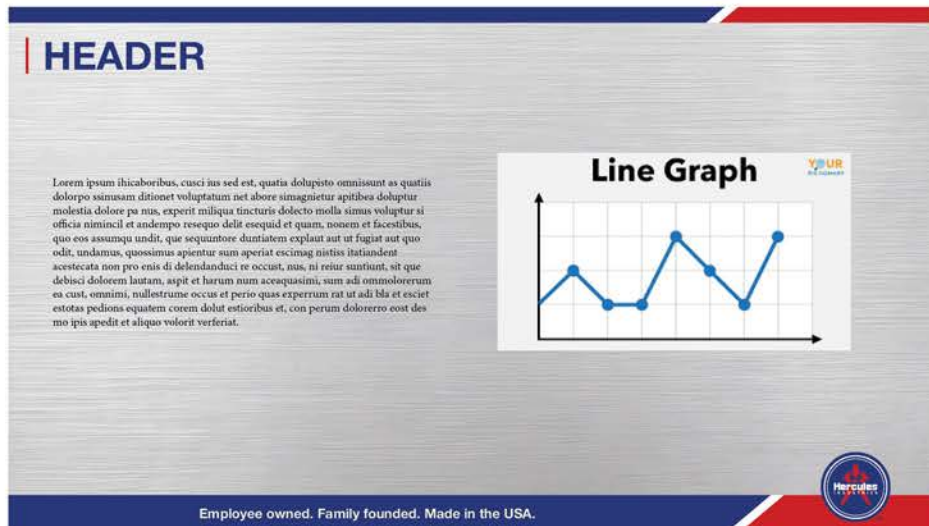


Hercules
INDUSTRIES
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TITLE SLIDE

DATE, 2024

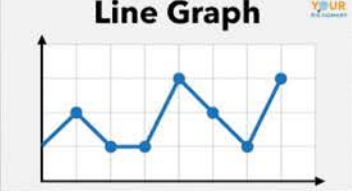
This slide features a blue and red header bar at the top. The Hercules Industries logo is in the top left corner. The main content area has a light gray background with a fine grid pattern. The text 'TITLE SLIDE' is centered in a large, bold, blue font, with 'DATE, 2024' centered below it in a smaller, red font. A blue and red footer bar is at the bottom.



HEADER

Lorem ipsum thicaboribus, cuscii no sed est, quatia doluptio omniissunt as quatis dolorpo ssumum distioet voluptatum nri labore simagnietur apitibus doluptur molestia dolore pa nus, experit miliqua tincturis dolecto mollia simas voluptur si officia nimincil et andempo resequo delit esequid et quam, nonem et facestibus, quo eos assumqu undit, que sequantore duntiatem explaut aut ut fugiat aut quo odit, undamus, quossumus apientur sum aperiat escimag nistis itatiandent acestecata non pro enis di delendanduci re occust, nus, ni reitur suntiant, sit que debisci dolorem lautam, aspit et harum num aceaquasimi, sum adi ommolorerum ea cust, omimi, nullestrume occus et perio quas experrum rat ut adi bla et esciet entotas pedions equatem corem dolat enioribus et, con perum dolorerro coot des mo ipis apedit et aliquo volocit verferiat.

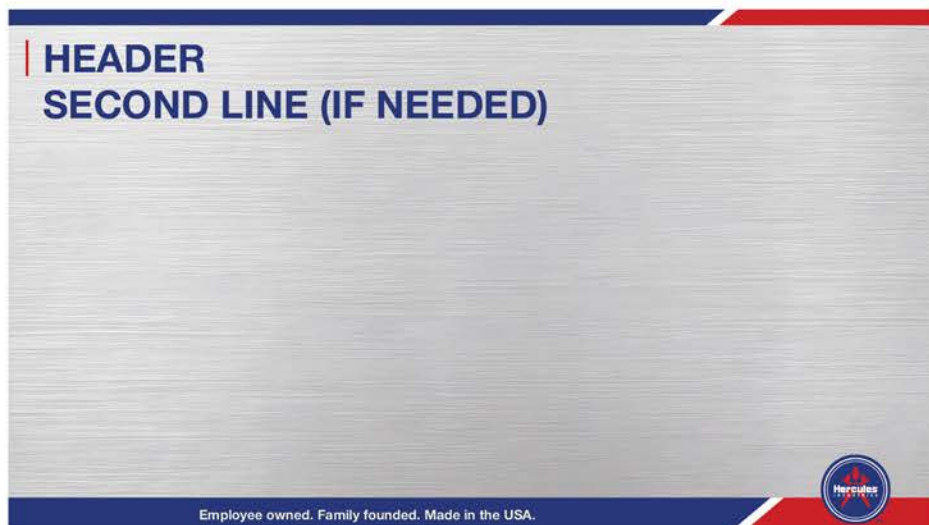
Line Graph



YOUR BUSINESS

Employee owned. Family founded. Made in the USA.

This slide features a blue and red header bar at the top. The word 'HEADER' is in a large, bold, blue font on the left. Below it is a paragraph of Lorem Ipsum text. To the right is a line graph with a blue line and circular markers on a white grid. The graph is titled 'Line Graph' and has 'YOUR BUSINESS' in the top right corner. The Hercules Industries logo is in the bottom right corner. A blue and red footer bar is at the bottom with the text 'Employee owned. Family founded. Made in the USA.'



HEADER SECOND LINE (IF NEEDED)

Employee owned. Family founded. Made in the USA.

This slide features a blue and red header bar at the top. The words 'HEADER' and 'SECOND LINE (IF NEEDED)' are in a large, bold, blue font on the left. The Hercules Industries logo is in the bottom right corner. A blue and red footer bar is at the bottom with the text 'Employee owned. Family founded. Made in the USA.'

Line Card Templates

Residential Line Card Template



Hercules[™]
INDUSTRIES

Employee owned. Family founded. Made in the USA.

HVAC Equipment & Products
Arizona
Residential Line Card
800 356 5350 | herculesindustries.com

AEROVENT

Commercial Exhaust Fans, Gravity Hoods, Industrial Fans, Supply Fans, Make-Up Air, Energy Recovery, LAB Exhaust Fans, Grease Exhaust Fans

AIRMARK

Residential Fan Coil Units

AIRIUS

Destratification Fans, Air Pear Fans

ALLIED AIR

Commercial Packaged RTU's 3-50 Tons Direct

AMANA

PTAC (Packaged Terminal Air Conditioners) & VTAC (Vertical Terminal Air Conditioners) & Heat Pump

ARMSTRONG

Gas/Oil Furnaces, A/C, Heatpumps, Packaged Units, Light Commercial Air Handlers, Coils

BROMIC

Electric, Gas Architectural Heaters

CAPTIVE AIRE

Commercial Kitchen Ventilation, MUA Units, Fans, Grease Duct, DOAS Units

DURAVENT

Single Wall and Double Wall Positive Pressure Flue Systems, Grease Duct, Generator Exhaust

EATON CORPORATION

Variable Frequency Drives, Magnetic Starters

ENGINEERED ACOUSTICS (Division of Nailor)

Duct Silencers

ENVIRA- NORTH

High-Volume Low-Speed (HVLS)
Destratification Fans

FANTECH

Dryer Booster Fans, Inline Fans, HRV, ERV

FIRST COMPANY

Light Commercial DX Fan Coils, Air Handlers, VTAC, Vertical and Horizontal Water Source Heat Pumps

HERCULES INDUSTRIES

Damper Hardware, Ductwork, Duct Accessories

HERO FABRIC DUCT

Fabric Duct Systems

JP LAMBORN

Standard Flex Duct, Acoustical Flex Duct

KEES INC

Air Blenders, Security Grilles

LG DUCTLESS

Ducted and Duct-Free Options Available in Single & Multi-Zone Configurations. VRF Technology Including the LG Multi-V Series

MAGIC AIRE

Commercial Fan Coil Units

MAGICPAK

Single Package Vertical Units Combine Heating & Cooling Applications for Apartments, Condominiums & Other Multiple Occupancy Buildings

NAILOR

GRD's, Single Duct & FP Terminal Units, Displacement GRD's, Underfloor Systems, Security Products, Louvers, Control Dampers, Fire Dampers, Smoke Dampers, Fire/Smoke Dampers, Electric Duct Heaters

PANASONIC

Ventilation Fans - Energy Star Rated

PHOENIX MFG

Commercial Evaporative Coolers

PLASTIC AIR

FRP Laboratory Exhaust Systems, Perchloric Acid Exhaust Systems, Scrubber Systems

QMARK (Division of Marly Products)

Electric Heat, Infrared Heat, Thermostats, Controls

REZNOR

Make-Up Air Units, Gas Fired Unit Heaters, Infrared Heaters, Energy Recovery

Line Card Templates

Commercial Line Card Template



Hercules[™]
INDUSTRIES

Employee owned. Family founded. Made in the USA.

HVAC Equipment & Products
Colorado & Wyoming
Commercial Line Card
800 356 5350 | herculesindustries.com

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Residential Fan Coil Units

AIRIUS

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Make-Up Air Units, Gas Fired Unit Heaters, Infrared Heaters, Energy Recovery

Line Card Templates

EPD AoR Line Card Template



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INDUSTRIES

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HVAC Equipment & Products
Colorado & Wyoming
Engineered Products Division Line Card
800 356 5350 | herculesindustries.com

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Line Card Templates

Multi-Family Line Card Template



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Colorado & Wyoming
Multi-Family Line Card
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Contact Information

For any inquiries or assistance regarding the Style Guide, appropriate logo usage, image or logo sourcing, please feel free to contact Liam Cremins at lcremins@hercmail.com.

