NORTH AMERICAN TECHNICIAN EXCELLENCE

CERTIFYING THE FINEST IN HVACR ®

NATE

BRAND GUIDELINES

The Leader in HVACR Certification

As the nation's largest non-profit certification organization for heating, ventilation, air conditioning and refrigeration (HVACR) technicians, North American Technician Excellence (NATE) certification allows new and experienced technicians to demonstrate their ongoing ability to perform at the industry's highest standards.

Founded in 1997, NATE is the only technician certification organization developed and supported by the entire HVACR industry. Considered the HVACR certification program of choice, NATE aims to be the leader in developing and recognizing professional HVACR technicians, while serving as a partner in advancing professional competence for contractors, distributors, manufacturers, and utilities.

BRAND GUIDELINES

Table of Contents

Leveraging and Protecting the NATE Brand

As the nation's largest non-profit certification organization for heating, ventilation, air conditioning and refrigeration technicians, North American Technician Excellence (NATE) has been recognized for quality since 1997. The NATE logo is a visual representation of our brand, and as a certification organization, proper usage is key to increasing awareness for what we do: Certifying the finest in HVACR.

Our brand reaches a broad range of audiences—contractors, manufacturers, technicians, testing organizations, training partners and utilities—and our logo can be used in an array of applications, from print advertising and collateral to clothing and websites. As a result, these guidelines have been created for all of our stakeholders to best leverage (and protect) the NATE brand through correct and consistent logo usage.

If you have any questions about using the NATE logo, please contact NATE via the information found on the back cover.

The Basic NATE Logo

The Basic NATE Logo is used when identifying North American Technician Excellence (NATE) and is available in two formats: the 3D Preferred Logo and the 2D Three-, Two-, and One-Color Logo. While these logos are intended primarily for NATE, variations for our industry partners have been made available and are discussed on pages 11-17.

3D PREFERRED LOGO

This is the preferred NATE logo format and is recommended for a broad range of media, from 4-color and grayscale printing to online applications. Available in EPS and PNG. Only logos with black circle type available in JPG.*

NATE_3D_BLK_CIR_TYPE.eps
NATE_3D_BLK_CIR_TYPE.png
NATE_3D_BLK_CIR_TYPE.jpg

NATE_3D_WHITE_CIR_TYPE.eps
NATE_3D_WHITE_CIR_TYPE.png

NATE_3D_K_K_CIR_TYPE.eps
NATE_3D_K_K_CIR_TYPE.png
NATE_3D_K_K_CIR_TYPE.jpg

NATE_3D_K_W_CIR_TYPE.eps
NATE_3D_K_W_CIR_TYPE.png

2D THREE-COLOR LOGO and 2D TWO-COLOR LOGO

While use of the 3D format is preferred, there may be instances when four-color or halftone printing is not an option. In such instances, the 2D Three-Color Logos and 2D Two-Color Logo may be used. Available in EPS formats.

NATE_2D_BLK_P_Y.eps

NATE_2D_WHITE_P_Y.eps

NATE_2D_P_Y.eps

2D ONE-COLOR LOGOS

Available in EPS formats.

NATE_2D_PURPLE_only.eps

NATE_2D_BLK_only.eps

NATE_2D_WHITE_only.eps

*EPS vector files are for high-resolution print projects. PNG files are transparent files for web use. JPG files are on a white, non-transparent background for web use.

Logo: Minimum Size/Clear Space

LOGO TREATMENT

The logo must be used as is and not be altered in any way. This means that you must not:

1 Change the logo's orientation or rotation.

2 Disproportionately scale or resize the logo.

3 Change the logo's colors.

4 Display the logo with color combinations not previously specified.

5 Display the logo in a configuration not previously specified.

6 Attempt to recreate the logo.

7 Make alterations to the logo's text.

8 Add special effects to the logo.

9 Add an outline to the logo or display the logo as an outline.

10 Use the logo on top of busy photography.

11 Display other elements within the logo's designated clear space.

12 Crop the logo in any way.

MINIMUM CLEAR SPACE

The recommended clear space on all sides of the logo should be no less than the width of the "N" in "NATE." Text, other logos, complicated background images and the outer edges of the document must not intrude into the clear space. See Incorrect Usage for an example.
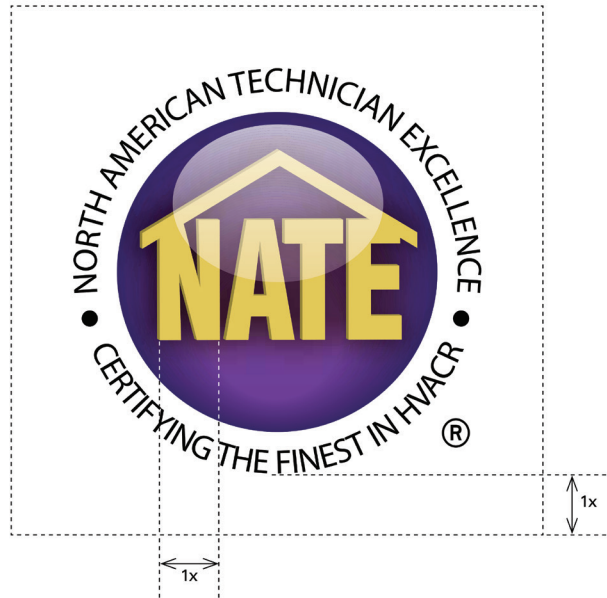
MINIMUM SIZE

For the purpose of readability, the NATE logo should never be reproduced smaller than 1" in height and width.

Incorrect Logo Usage

The integrity and value of the NATE logo relies upon strict adherence to the standards set forth in these guidelines. The following are examples of how NOT to use the logo and are prohibited. If you have any concerns about logo usage, please contact NATE marketing. Their contact information is on the last page of this guide.

**NEVER show the logo
without the outer type**

**DO NOT skew
or stretch the logo**

**DO NOT add any other positioning
lines, taglines, or slogans**

**Do not alter the hue or satura-
tion of the colors in the logo**

**DO NOT surround
the logo with a border**

**DO NOT display the logo
at less than 100% opacity**

**DO NOT place the logo within
any additional graphic device**

**DO NOT use an
old version of the logo**

**DO NOT alter the
logo colors**

**DO NOT
crop the logo**

**DO NOT place logo on a background
color making readability difficult**

**Never use a low-res file, especially
when it is the wrong color!**

Incorrect Logo Usage continued

DO NOT join or make the logo part of another object, brand, or character

DO NOT use out-of-date patches

DO NOT use out-of-date patches

CERTIFIED TECHNICIANS

DO NOT use the old logo. Do not use pixelly, low-resolution art that looks fuzzy.

Incorrect Logo Usage continued

DO NOT use an old logo and only use fonts designated in this guide

DO NOT use an old logo, unspecified NATE brand fonts, and old partner identities

DO NOT use any NATE logo that has yellow type around the circle. Only black circle type or white circle type are accepted.

DO NOT use outdated partner logos. See correct logos on page XX.

Color Palette

PRIMARY

The NATE logo is based upon these the first three colors at right. Use these colors as your first choice. Use Rich Black, the fourth color at right, when producing 4-Color process text and art for print.

Nate Purple
PMS 268
cmyk: 85/99/14/3
rgb: 79/38/131
hex: 502D7F

Nate Yellow
PMS 114
cmyk: 3/8/85/0
rgb: 251/222/66
hex:FBDE42

Nate Black
Pantone Black
cmyk: 0/0/0/100
rgb: 35/31/32
hex: 231F20

Rich Black

cmyk: 70/50/30/100
rgb: 0/0/13
hex: 00000d

SECONDARY

Use these colors as substitutes for the primary colors only when you need a darker color for text or backgrounds. NEVER use these colors in the NATE logo.

Dark Purple
PMS 2627
cmyk: 91/99/19/21
rgb: 51/30/84
hex: 331e54

Gold
PMS 1245
cmyk: 22/42/100/2
rgb: 199/147/22
hex: C79316

Dark Gray
PMS 7545
cmyk: 50/34/14/34
rgb: 96/111/135
hex: 606F87

Light Gray
PMS Cool Gray 5
cmyk: 0/0/0/36
rgb: 175/177/180
hex: 9FB1B4

TERTIARY

Use this third group of colors sparingly. NEVER use these colors as the predominant color in text or art.

Teal
PMS 562
cmyk: 86/34/46/8
rgb: 12/126/131
hex: 0C7E83

Brick
PMS
cmyk: 16/86/96/4
rgb: 79/38/131
hex: 4F2683

Primary and Secondary Fonts

Use only primary, secondary, and specialty fonts for any NATE-related print or web use.

PRIMARY FONT 1

With a variety of widths and weights, Univers Condensed is available for license on both Mac and PC platforms. In situations where Univers cannot be used—such as on a website—Helvetica Neue Condensed or a similar condensed sans serif font may be substituted.

Univers 47 Light Condensed
Univers 47 Light Condensed Oblique
Univers 57 Condensed
Univers 57 Condensed Oblique
Univers 57 Bold Condensed
Univers 57 Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

PRIMARY FONT 2

Chapparal Pro is available for license on both Mac and PC platforms. In situations where Chapparal cannot be used, do not substitute any other serif font. Only use Primary font 1.

Chapparal Pro Light
Chapparal Pro Light Italic
Chapparal Pro Regular
Chapparal Pro Italic
Chapparal Pro Semibold
Chapparal Pro Semibold Italic
Chapparal Pro Bold
Chapparal Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

SECONDARY FONT 1

With a variety of widths and weights, Franklin Gothic is available for license on both Mac and PC platforms. In situations where Univers cannot be used—such as on a website—Helvetica Neue Condensed or a similar condensed sans serif font may be substituted.

Franklin Gothic Condensed
Franklin Gothic Extra Condensed
Franklin Gothic No. 2 Roman
Franklin Gothic Medium Condensed
ITC Franklin Gothic S Book Condensed
FranklinGothic URW Compressed Book
FranklinGothic URW Compressed Book Italic
FranklinGothic URW Compressed Demi
FranklinGothic URW Compressed Demi Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Secondary and Specialty Fonts

SECONDARY FONT 2

Fago is available for license on both Mac and PC platforms. In situations where Fago cannot be used, do not substitute any other serif font. Only use Primary font 1.

FagoNoRegularLF
FagoNoRegularLF Italic
FagoNoMed Roman
FagoCoMed Roman
FagoNoMed Caps
FagoNoBoldTf Regular
FagoNoBlack Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

SPECIALTY FONT 1

Magnesium is available for license on both Mac and PC platforms. You may use this font *only* as a headline. Use Magnesium font very sparingly, as in a four word (or less) headline in print materials, or a short headline in large exhibit materials. In situations where Magnesium cannot be used, only use a Primary or Secondary font.

MAGNESIUM

ABCDEFGHIJKLMN OPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRST UVWXYZ 1234567890

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED.

SPECIALTY FONT 2

Double Digits Round is available for license on both Mac and PC platforms.

When Dougle Digits Round is used with a numbered list, *always enlarge* each DDR character four points larger than the accompanying text font. Adjust the vertical spacing so each DDR character is centered with the accompanying text font. (See the list on page 4 as reference.) In situations where Double Digits Round cannot be used, only use numerals from a Primary font.

⓪①②③④⑤⑥⑦⑧⑨⑩⑪⑫
❶❷❸❹❺❻❼❽❾❿⓫⓬
⟮⓪①②③④⑤⑥⑦⑧⑨⟯⟮⓪①②③④⑤⑥⑦⑧⑨⟯◯
◗◐●

NATE Industry Partner Logos

A CONTRACTORS

Contractor Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- A1_3D_PROUD_TO_EMPLOY_color.eps
- A1_3D_PROUD_TO_EMPLOY_color.jpg
- A1_3D_PROUD_TO_EMPLOY_color.png

- A2_2D_PROUD_TO_EMPLOY_blk.eps
- A2_2D_PROUD_TO_EMPLOY_blk.jpg
- A2_2D_PROUD_TO_EMPLOY_blk.png

- A3_2D_PROUD_TO_EMPLOY_white.eps
- A3_2D_PROUD_TO_EMPLOY_white.png

A1

A2

A3

NATE Industry Partner Logos continued

B | PROCTORS/TESTING PROVIDERS

Proctors/Testing Providers Partner Logos
at right are available in .eps (print), .png (web),
and .jpg (web). 2D white logos are only
available as .eps and .png.

File names for logos at right are:

- A1_3D_APPR_TEST_PROV_color.eps
- A1_3D_APPR_TEST_PROV_color.jpg
- A1_3D_APPR_TEST_PROV_color.png

- A2_2D_APPR_TEST_PROV_blk.eps
- A2_2D_APPR_TEST_PROV_blk.jpg
- A2_2D_APPR_TEST_PROV_blk.png

- A3_2D_APPR_TEST_PROV_white.eps
- A3_2D_APPR_TEST_PROV_white.png

B1

B2

B3

NATE Industry Partner Logos continued

C | TRAINING PROVIDERS

Training Provider Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- C1_3D_RECOG_TR_PROV_color.eps
- C1_3D_RECOG_TR_PROV_color.jpg
- C1_3D_RECOG_TR_PROV_color.png

- C2_2D_RECOG_TR_PROV_blk.eps
- C2_2D_RECOG_TR_PROV_blk.jpg
- C2_2D_RECOG_TR_PROV_.png

- C3_2D_RECOG_TR_PROV_white.eps
- C3_2D_RECOG_TR_PROV_white.png

C1

C2

C3

NATE Industry Partner Logos continued

D | TRAINING AND TESTING PROVIDERS

Training and Testing Providers Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- D1_3D_TRAIN+TEST_PROV_color.eps
- D1_3D_TRAIN+TEST_PROV_color.jpg
- D1_3D_TRAIN+TEST_PROV_color.png

- D2_2D_TRAIN+TEST_PROV_blk.eps
- D2_2D_TRAIN+TEST_PROV_blk.jpg
- D2_2D_TRAIN+TEST_PROV_blk.png

- D3_2D_TRAIN+TEST_PROV_white.eps
- D3_2D_TRAIN+TEST_PROV_white.png

D1

D2

D3

NATE Industry Partner Logos continued

E | MANUFACTURERS

Manufacturers Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- A1_3D_WE_ENCOUR_color.eps
- A1_3D_WE_ENCOUR_color.jpg
- A1_3D_WE_ENCOUR_color.png

- A2_2D_WE_ENCOUR_blk.eps
- A2_2D_WE_ENCOUR_blk.jpg
- A2_2D_WE_ENCOUR_blk.png

- A3_2D_WE_ENCOUR_white.eps
- A3_2D_WE_ENCOUR_white.png

E1

E2

E3

NATE Industry Partner Logos continued

F | UTILITIES

Utilities Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- F1_3D_WE_RECOM_color.eps
- F1_3D_WE_RECOM_color.jpg
- F1_3D_WE_RECOM_color.png

- F2_2D_WE_RECOM_blk.eps
- F2_2D_WE_RECOM_blk.jpg
- F2_2D_WE_RECOM_blk.png

- F3_2D_WE_RECOM_white.eps
- F3_2D_WE_RECOM_white.png

F1

F2

F3

NATE Industry Partner Logos Requirements

The requirements on this page *apply to all logos* shown on pages 11-16.

MINIMUM CLEAR SPACE

The recommended clear space on all sides of the logo should be no less than the width of the "TE" in "NATE." Text, other logos, complicated background images and the outer edges of the document must not intrude into the clear space.

1x

1x

1.5"

MINIMUM SIZE

For the purpose of readability, all NATE Partner Logos should never be reproduced smaller than 1.5" in height and width.

1.5"
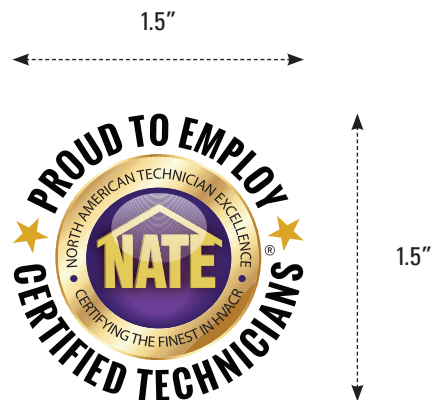
NATE Logo for Technician Uniform Usage

The NATE symbol is recognized by the industry and growing numbers of consumers as the mark of technician excellence. NATE-certified technicians have proven they have the knowledge to be the best, and have earned the honor to wear the distinctive NATE patch. Proper display of the certification patch and service/installation specialty chevrons is key to reinforcing certification to consumers.

NATE CERTIFICATION PATCHES

There are three certification patches available to technicians:

NATE-Certified Heating & Cooling Professional

NATE-Certified Refrigeration Professional

NATE-Certified Efficiency Analyst Professional

These patches are preferably displayed on the front shirt pocket, opposite technician name/company as shown here.

NATE SERVICE CHEVRON

The NATE service chevron is worn in combination with the certification patch, the preferred placement is on the left arm as shown here. Technicians may choose to display their chevrons in order of attainment or alphabetical order.
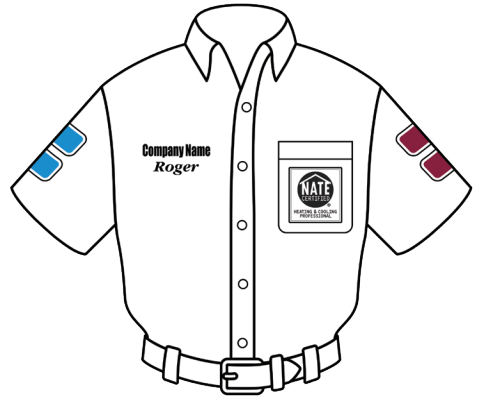
NATE INSTALLATION CHEVRON

The NATE installation chevron is worn in combination with the certification patch, the preferred placement is on the right arm as shown here. Technicians may choose to display their chevrons in order of attainment or alphabetical order.

Patches

■

Training Manuals

■

Accessories

■

Decals

■

Apparel

■

Recertification

store.natex.org
Wear your NATE with pride.

877-420-6283

Questions?

If you have any questions, or are encountering a situation involving the NATE logo that may result in an exception to these guidelines, please contact NATE.

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Arlington VA 22201

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