

## SAFE ZONE



### THE MARK OF DISTINCTION

The Comfort Specialists signature was built with care and thought to the specific perfect relationship between the elements. Do not attempt to re-create any of these elements. Always use approved artwork.

8

### THE “OO” SPACE

In order to keep the Comfort Specialists signature uncluttered, it needs to be placed in a clean environment. A clearance area that measures double the height of the uppercase letter “O” in “Cooling” should be maintained on the sides of the mark.

OO

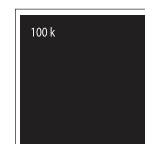
Do not place text or clutter the safe zone. Keep it clear for professional distinction in any applied collateral.

## LOGO: COLOR



PMS 1505 CP c 0 m 56 y 90 k 0 r 255 g 105 b 0 #ff6900	PMS 1807 CP c 10 m 93 y 71 k 33 r 164 g 52 b 58 #a4343a	PMS 1215 CP c 0 m 6 y 53 k 0 r 251 g 216 b 114 #ffd872
PMS 188 CP c 16 m 100 y 65 k 58 r 118 g 35 b 47 #76232f	PMS 485 CP c 0 m 95 y 100 k 0 r 218 g 41 b 28 #da291c	PMS Process Black C c 0 m 0 y 0 k 100 r 44 g 42 b 41 #2c2a29

## LOGO: BLACK & WHITE



## LOGO: TYPEFACES USED

The Comfort Specialists signature strategically uses the typeface Desire for “Comfort Specialists” and the typeface LHF Workhorse for “Heating & Cooling.”

Desire  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789 !@# \$

**LHF Workhorse**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789 !@# \$**