



BRAND GUIDELINES

MARCH 2023

WELCOME

This is the AAON brand—a visual interpretation of who we are. The AAON logo and accompanying graphics are important expressions of our brand identity. Each element has been carefully designed and chosen to reflect our unique history, our current state, and our future.

The success of AAON's visual communications relies on our ability and desire to promote our brand with pride and excellence. It's important for each team member to recognize what makes our brand visuals unique and to consistently uphold the standards found within this guide.

The marketing department is here to support team members to be ambassadors for AAON's brand and mission. Should branding questions arise, don't hesitate to ask for assistance.

— AAON MARKETING TEAM
MARKETING@AAON.COM

ABOUT US

AAON is a leader in HVAC solutions for commercial and industrial indoor environments.

Our industry-leading approach to designing and manufacturing highly configurable equipment to meet exact needs creates a premier ownership experience with greater efficiency, performance, and long-term value.

At AAON, we build highly configurable HVAC equipment that answers customer-specific needs in any commercial or industrial environment. We are committed to driving the industry forward for a cleaner and more sustainable future.

FOUNDED IN **1988** HEADQUARTERED IN **TULSA, OK**

MISSION

AAON provides premier HVAC solutions that bring long-term value to customers and owners. By leading the HVAC industry in innovation, we create tomorrow's solutions today.

NOBLE CAUSE

We lead the charge in advancing HVAC innovation our world depends on.

VALUES

Demonstrate great moral character

SHOW INTEGRITY AND HIGH ETHICAL STANDARDS

Give your very best

EXHIBIT A STRONG WORK ETHIC AND POSITIVE ATTITUDE

Empower team members

WORK WITH ONE ANOTHER TO BUILD HIGH PERFORMING TEAMS

Innovate and push boundaries

EXEMPLIFY OUR “WE CAN” SPIRIT

Promote a safe, respectful environment

HONOR OUR DIVERSITY WITH INCLUSION, APPRECIATION, AND ATTENTIVENESS

LOGO



White version for dark backgrounds



Logo clear space



AAON blue version for light backgrounds



Black version for black and white applications

LOGO USAGE DON'TS



Do not alter color



Do not alter opacity or make a watermark



Do not distort



Do not add effects



Do not angle



Do not crop



Do not outline



Do not change font



Do not use on a dark/distracting background

COLORS



AAON BLUE

Pantone (spot printing) **300C**
CMYK (4-color process) **100/62/7/0**
RGB (digital and video) **0/92/185**
HEX (digital) **#005CB9**



AAON BLACK

Pantone (spot printing) **NEUTRAL BLACK C**
CMYK (4-color process) **72/66/64/72**
RGB (digital and video) **34/34/34**
HEX (digital) **#222222**



AAON SKY

Pantone (spot printing) **297**
CMYK (4-color process) **53/5/3/0**
RGB (digital and video) **108/196/232**
HEX (digital) **#6CC4E8**



LIGHT GREY

CMYK **36/29/28/0**
RGB **167/168/170**
HEX **#A7A8AA**



MEDIUM GREY

CMYK **62/53/48/19**
RGB **99/101/106**
HEX **#63656A**



BASX RED

CMYK **23/100/98/18**
RGB **165/30/35**
HEX **#A51E23**



CONSTRUCTION ORANGE

CMYK **0/82/100/0**
RGB **240/85/35**
HEX **#F05523**



SAFETY YELLOW

CMYK **0/32/95/0**
RGB **252/181/37**
HEX **#FCB525**



MIDNIGHT BLUE

CMYK **100/92/31/31**
RGB **21/41/91**
HEX **#1D295B**



PLUM PURPLE

CMYK **71/100/20/7**
RGB **105/40/117**
HEX **#692875**



LAWN GREEN

CMYK **95/0/100/0**
RGB **0/168/79**
HEX **#00A84F**

TYPOGRAPHY

DIN 2014

AaBbCcDdEeFfGg
HiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

INNOVATION
OUR WORLD
DEPENDS
ON

DIN 2014 REGULAR

HEADLINES

DIN 2014 BOLD

SUBHEADS

DIN 2014 REGULAR

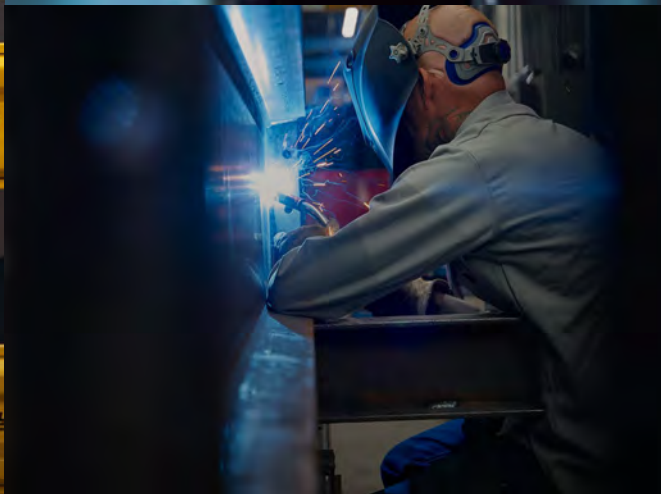
Body copy.

DIN 2014 BOLD

Bold callouts

PHOTOGRAPHY

AAON photography is bold and dramatic. Unique angles draw the eye in and colors are saturated and high contrast. People are captured at work or confidently looking at the camera. Repeating patterns or technical details capture the beauty of the equipment.



PHOTOGRAPHY



PHOTO TREATMENTS

A subtle edge burn can be used as well or by itself to draw the eye in and add drama. Use a blue multiply over a black and white version of photos to add visual interest or to allow text to go on top of photo.




3D EQUIPMENT RENDERINGS


AAON renderings are crisp and clean. They feature a white background and subtle shadow.



BRAND SAMPLES





MASTERS OF HVAC




Building a Strong Foundation for
Top Performing Sales Representatives

INNOVATION OUR WORLD DEPENDS ON







FACTORY VISIT GUIDE



WELCOME TO TULSA



AAON MOBILE EXPERIENCE SMALL TRAILER HOSTING GUIDE



This document is not a sales or marketing piece.
Do not share this document with customers.

ZERO DEGREE COLD CLIMATE AIR-SOURCE HEAT PUMPS

AAON is making tomorrow's sustainability possible today
with the first unitary cold-climate ASHP tested and proven to zero degrees.


Heat pump heating down to 0°F outdoor temperatures
AAON Zero Degree Cold Climate Air-Source Heat Pumps operate at lower ambient temperatures than traditional heat pumps and with higher heating capacities at all operating conditions. They simply perform in climates where traditional heat pumps cannot.

High-efficiency electrified heating and high-efficiency cooling temperatures
AAON Zero Degree Cold Climate Air-Source Heat Pumps have AHRI-certified heating COP of up to 3.7 and cooling EER up to 21.5, saving energy costs in both the winter and the summer.


Precise comfort control without burning fossil fuels
Variable speed compressor heat pump heating combined with an auxiliary modulating electric heater allows comfortable heating controls, even on extreme off-design days without the use of fossil fuels. The variable speed compressor system also provides precise cooling control.

Tested, proven, reliable performance
AAON has tested and verified this solution's heat pump heating performance down to an ambient temperature of 0°F in the NAAC laboratory psychrometric testing chambers. The integrated data acquisition system in the chambers is capable of reading, processing, and saving over 93,000 points of data per minute. The psychrometric test chambers are capable of creating ambient test conditions from -20°F to 120°F. AAON Zero Degree Cold Climate Air-Source Heat Pumps cooling and heat pump heating performance is AHRI certified.


AAON Zero Degree Cold Climate Air-Source Heat Pumps are a critical solution that meets the increasing demand for building decarbonization in cold climates.




Contact your AAON representative to learn more www.AAON.com/find-a-rep




LEADING THE CHARGE.




AAON is a leader in HVAC solutions
for commercial and industrial
indoor environments.


 **FIND AN AAON REP**
www.aaon.com/find-a-rep




PREMIER OWNERSHIP EXPERIENCE.




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PUSHING THE BOUNDARIES.




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INDUSTRY- DEFINING INNOVATION.




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BRAND SAMPLES

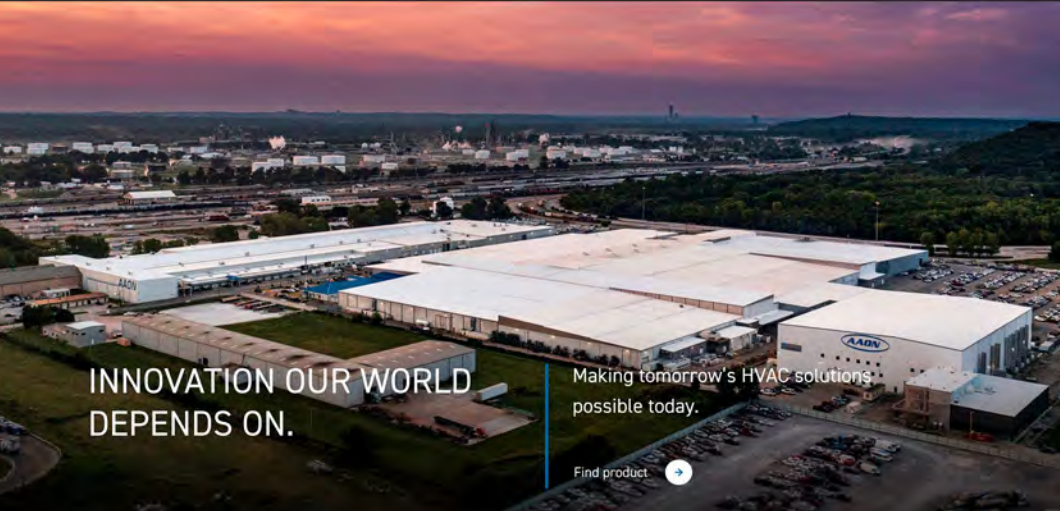
[MY REP HARRY'S HVAC, WA](#)



AAON (NASDAQ)
54.73 USD +2.19 (3.85%)

NEWS ABOUT WHAT WE DO PRODUCTS INVESTORS

Q CONTACT LOGIN



INNOVATION OUR WORLD
DEPENDS ON.

Making tomorrow's HVAC solutions
possible today.

Find product

NEWS ABOUT WHAT WE DO PRODUCTS INVESTORS

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WHAT WE DO

Industries

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Products

Parts

Service

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Data Centers Education

Entertainment Venues

Government

Health Care

Hospitality

Indoor Agriculture


Manufacturing

Office Buildings

Restaurants

Supermarkets

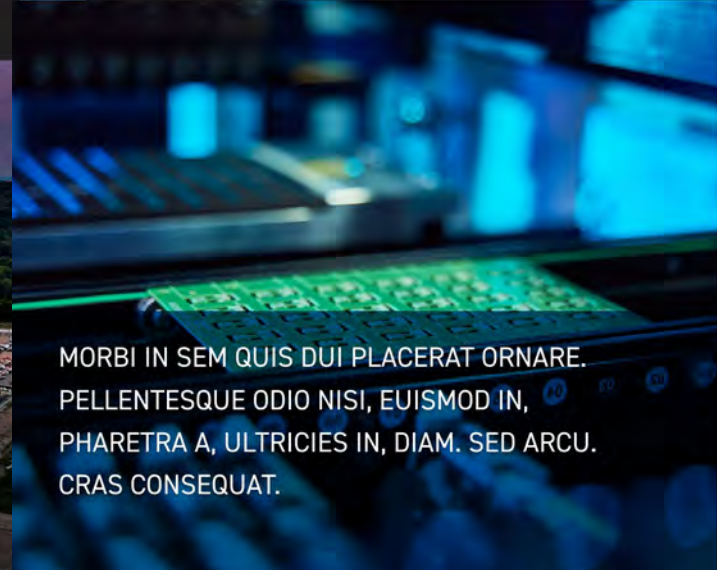
Clean Rooms



Founded in 1988, AAON is a world leader in HVAC solutions for commercial and industrial indoor environments. AAON is headquartered in Tulsa, Oklahoma, where its world-class innovation center and testing lab allows AAON engineers to continuously push boundaries and advance the industry.

NEWS ABOUT WHAT WE DO PRODUCTS INVESTORS

Q CONTACT LOGIN



MORBI IN SEM QUIS DUI PLACERAT ORNARE.
PELLETESQUE ODIO NISI, EUISMOD IN,
PHARETRA A, ULTRICIES IN, DIAM. SED ARCU.
CRAS CONSEQUAT.

Morbi in sem quis dui placerat ornare.
Pelletesque odio nisi, euismod in,
pharetra a, ultricies in, diam. Sed arcu.
Cras consequat.

Morbi in sem quis dui placerat ornare.
Pelletesque odio nisi, euismod in,
pharetra a, ultricies in, diam. Sed arcu.
Cras consequat.



WE'RE HIRING PRODUCT-MARKET MANAGER

www.aaon.com/careers



This guide can be accessed online at www.aaon.com/brand-guide
Contact marketing@aaon.com with any questions.