

HARDI

BRANDING GUIDELINES

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WHO WE ARE



What we stand for



Integrity over influence

We don't chase headlines, panic, or trends.
We move with intention and only act when it meaningfully benefits our members.



Steadfast advocacy

Our members know we'll fight for what's right.
We stay the course even when it's complex or unpopular.



Clarity through complexity

We simplify the complicated without dumbing things down. Truth, not noise.



Respect the craft

We speak the language of our industry because we're of it. We know our audience and honor their work and time.



Reliable friend

We're the friend you come to for advice when you're stuck. We give you solid, grounded advice, and maybe we'll do a shot of whiskey with you as we talk it through.

BRAND PERSONA

WHO WE ARE:

Think of HARDI as
a seasoned industry
veteran who's been
around the block
— approachable,
experienced, honest,
and unshaken.

Grounded

We don't overpromise or dramatize. We speak with authority because we've done the work.

Trusted

We're the reliable go-to when things get confusing or uncertain.

Straightforward

No jargon for the sake of jargon. No fluff.

Wryly warm

We bring levity and wit when appropriate — like a cigar-smoking mentor who doesn't sugarcoat but knows how to make you laugh when it counts.

Unpretentious

We're sharp, but never elitist. We're proud to serve a skilled, blue-collar-rooted industry.

VOICE & TONE

HOW WE SOUND:

If HARDI had a voice, it wouldn't shout. It wouldn't whisper. It'd lean in and tell you exactly what you need to know — no fluff, no fear tactics, no nonsense.

Our voice is built for trust: steady, smart, and just wry enough to keep things interesting. Whether we're breaking down policy changes, sharing a stat-packed blog, or helping a member navigate something complex, we speak like a partner who's been around the block — and still has dirt on their boots.

This section outlines how our tone flexes depending on the moment, while always staying true to who we are.

VOICE & TONE

Our voice is like your trusted industry buddy: sharp, capable, doesn't waste time — and knows how to tell a good story when the moment calls for it.

We Are

Direct and grounded

Informed and confident

Approachable and clear

Wry and witty (when it fits)

Respectful of the reader's time

Blue-collar smart

We Are Not

Sensational or clickbaity

Overly casual or jargon-heavy

Cold or robotic

Sarcastic or flippant

Long-winded or over-explaining

Overly academic or inaccessible

TONE BY SCENARIO

While our voice stays consistent, our **tone** shifts depending on what we're saying, how urgent it is, and who's listening. Here's how we flex:

Scenario	Tone	What That Means	Examples
Technical Reports / Press Releases	Factual, neutral, steady	Keep emotion out of it. Prioritize clarity, accuracy, and utility. Avoid dramatics.	Press Release State of the Channel
Alerts / Advocacy Communications	Calm, informative, clear	Speak with authority and urgency if needed, but be reassuring. Avoid "the sky is falling."	Straightforward updates Calm news reporting Time-sensitive CTA
Presentations / Trainings	Confident, engaging, occasionally warm	Add energy. Use real-world examples and moments of personality to keep it human.	A well laid out PPT
Blogs / Vlogs / Educational Videos	Conversational, smart, wry when relevant	Polished enough to be quoted, but still let the subject matter expert's voice shine. Banter and humor when appropriate.	Informative but allows SME's voice to shine through Adding a little flare to educational videos
Marketing / Campaigns	Catchy, clever, emotionally resonant	This is where we turn up the energy. Grab attention with storytelling. Draw a little outside the lines, but don't sacrifice authenticity.	Informative but still fun Getting playful in the copy Connecting with the audience

AUDIENCE AWARENESS

We speak to a wide range of professionals across the HVACR channel — from boots-on-the-ground employees to high-level execs. Our voice stays consistent, but our tone and depth adjust slightly to meet them where they are:

Audience	Tone & Style	How to Connect
Entry-Level	Straightforward, instructional, clear	Avoid assumptions. Define acronyms. Use examples and explain why things matter.
Mid-Level Managers	Strategic, supportive, context-rich	Provide insights they can act on. Be clear but don't oversimplify.
Executives / Owners	High-level, efficient, data-driven, narrative-backed	Lead with what's at stake. Support with facts. Wrap it in a bigger-picture story.

DESIGN



PRIMARY LOGO



HARDI

This is our primary logo used in most circumstances.



HARDI

Use all white logo on dark or colored backgrounds.

SECONDARY LOGO



HARDI

HEATING AIR-CONDITIONING REFRIGERATION
DISTRIBUTORS INTERNATIONAL

Our secondary logo is used in circumstances where the audience has likely never heard of our brand before.

INCORRECT LOGO USAGE



HARDI



Don't change the color of the logo, even to a supporting palette color.



HARDI



Don't put the dark logo on a dark colored background.



HARDI



Don't distort the logo.



HARDI
HEATING AIR-CONDITIONING REFRIGERATION
DISTRIBUTORS INTERNATIONAL



Don't independently change the sizing of the secondary logo.

INCORRECT LOGO USAGE

HARDI

HARDI

HARDI
Heating, Air-conditioning & Refrigeration Distributors International

HEATING AIR-CONDITIONING REFRIGERATION
DISTRIBUTORS INTERNATIONAL



Do not use any variation of our previous logos. (RIP rounded A)



HEATING, AIRCONDITIONING & REFRIGERATION DISTRIBUTORS INTERNATIONAL



If you have access to this logo, you must be a seasoned veteran employee
— congrats! But please scrub this from all your active files.

COLOR PALETTE



Navy

HEX 1d3c47

RGB 29/60/71

CMYK 88/64/53/45



Orange

HEX faa864

RGB 250/168/100

CMYK 0/40/67/0



Light Blue

HEX a3bac6

RGB 163/186/198

CMYK 36/18/16/0



Maroon

HEX 6f332b

RGB 111/51/43

CMYK 36/81/77/43



Burnt O.

HEX d35930

RGB 211/89/48

CMYK 12/78/93/2

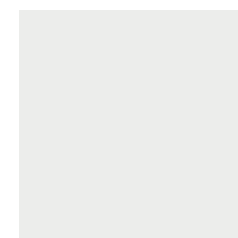


Grey Green

HEX 959e93

RGB 149/158/147

CMYK 44/30/41/1

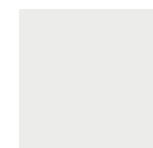
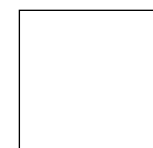


Neutral W.

HEX ededeb

RGB 237/237/235

CMYK 6/4/5/0



TYPOGRAPHY

Sweet Sans Pro
Medium Weight

—————
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?

Sofia Pro
Light Weight

—————
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?

TYPOGRAPHY SAMPLE

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit

Header text should be in Sweet Sans Pro Medium.

LOREM IPSUM

Subheader text should be in Sweet Sans Pro Medium in all caps with 75 tracking.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat. Ut wisi enim ad
minim veniam, quis nostrud exerci tation.

Body text should be in Sofia Pro Light with 150% leading.

BUTTON

Button should follow the same style as subheader text with a filled background & square corners.

IMAGERY



75%

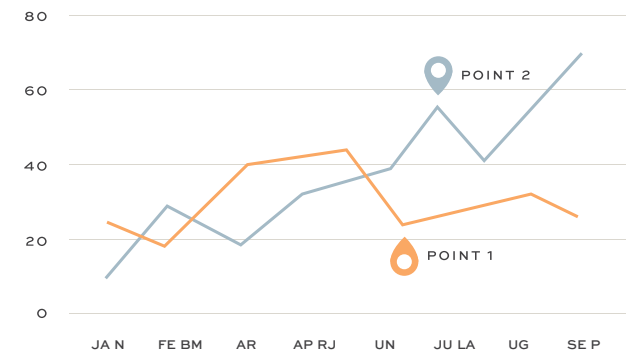
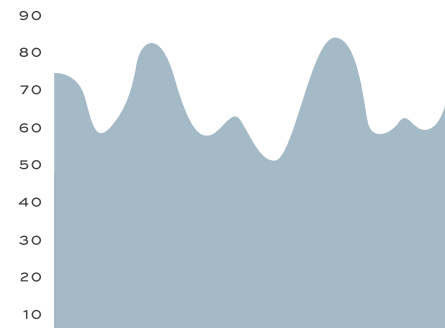
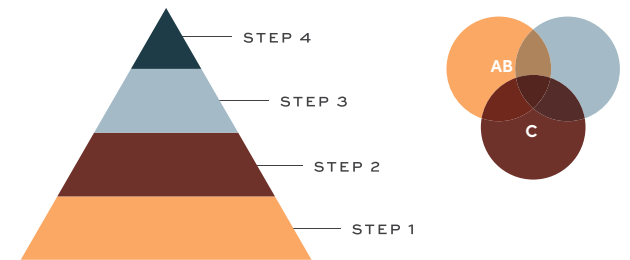
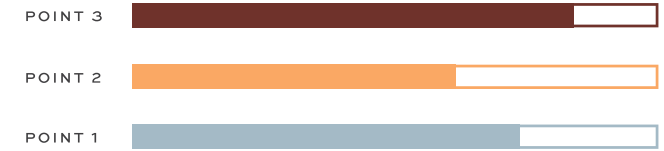
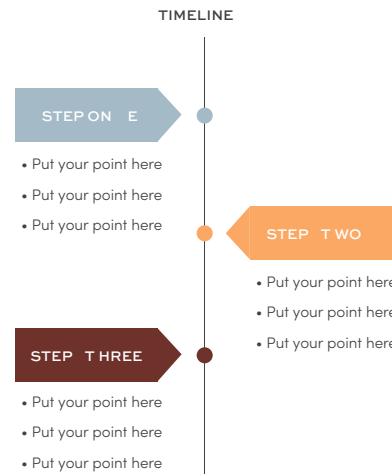
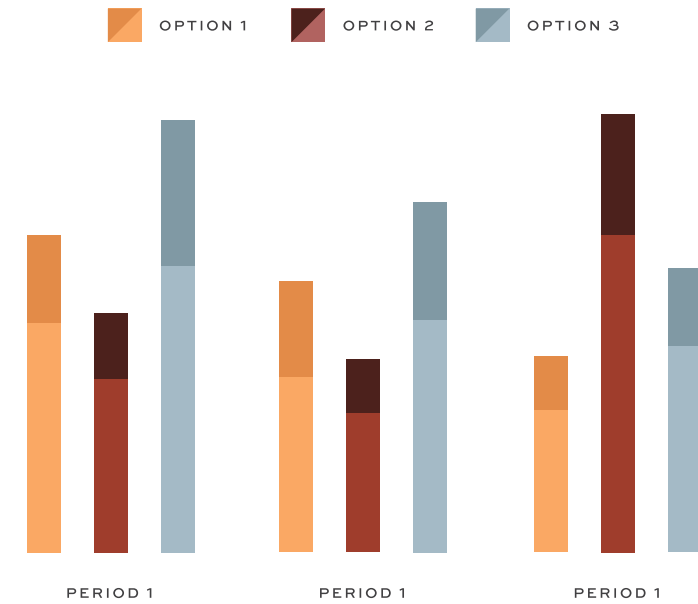
Primary imagery includes
black and white photography
with color overlays



25%

Secondary imagery
includes outline
iconography

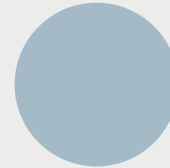
CHART IMAGERY/COLORS



USE OF WHITE SPACE



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



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

