

AAON Marketing Dept.
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AAON Brand Guidelines
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www.aaon.com



Brand Guidelines

Welcome

Welcome to the AAON brand guide—your resource for understanding, protecting, and promoting the visual identity that represents who we are.

The AAON brand is 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**

Our Mission



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.

We drive HVAC
innovation that
powers cleaner,
more efficient
environments.



Our 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.



SECTION 01

LOGO

Primary Logo



Dark Applications



Black & White



Clear Space

As a general rule, a margin equal to the height of the letter "O" in the logo should be preserved around all sides of the logo, ensuring it remains uncluttered and easy to recognize in any application.



Violations

The following examples showcase what "not to do" with our logo. It's vital to preserve the integrity of the AAON brand when designing with our logo.



Altering Color ❌



Altering Opacity ❌



Distortion ❌



Drop Shadow ❌



Tilt or Rotate ❌



Cropping ❌



Outline or Stroke ❌



Altering Font ❌



Disracting Background ❌

SECTION 02

COLOR

Primary Colors

AAON Blue	AAON Sky	AAON Black
Pantone (Spot) 300 C CMYK (4-Color Process) 100/62/7/0 RGB (Digital & Video) 0/92/185 HEX (Digital) #005CB9	Pantone (Spot) 297 C CMYK (4-Color Process) 53/5/3/0 RGB (Digital & Video) 108/196/232 HEX (Digital) #6CC4E8	Pantone (Spot) NEUTRAL BLACK C CMYK (4-Color Process) 72/66/64/72 RGB (Digital & Video) 34/34/34 HEX (Digital) #222222
70%	70%	70%
50%	50%	50%
25%	25%	25%
10%	10%	10%

Grey Colors

Warm Grey CMYK 0/1/3/3 RGB 248/245/241 HEX #F8F5F1	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
	70%	70%
	50%	50%
	25%	25%
	10%	10%

Secondary Colors

BASX Red

Pantone **186 C**
CMYK **23/100/98/18**
RGB **165/30/35**
HEX **#A51E23**

Construction Orange

Pantone **173 C**
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

Pantone **540 C**
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**

Gradients



Subtle variations in AAON Blue for gradient purposes are acceptable only for digital applications. So long as AAON Blue is a spot on the gradient, the color it transitions to should be either a lighter or darker version of that blue.

SECTION 03

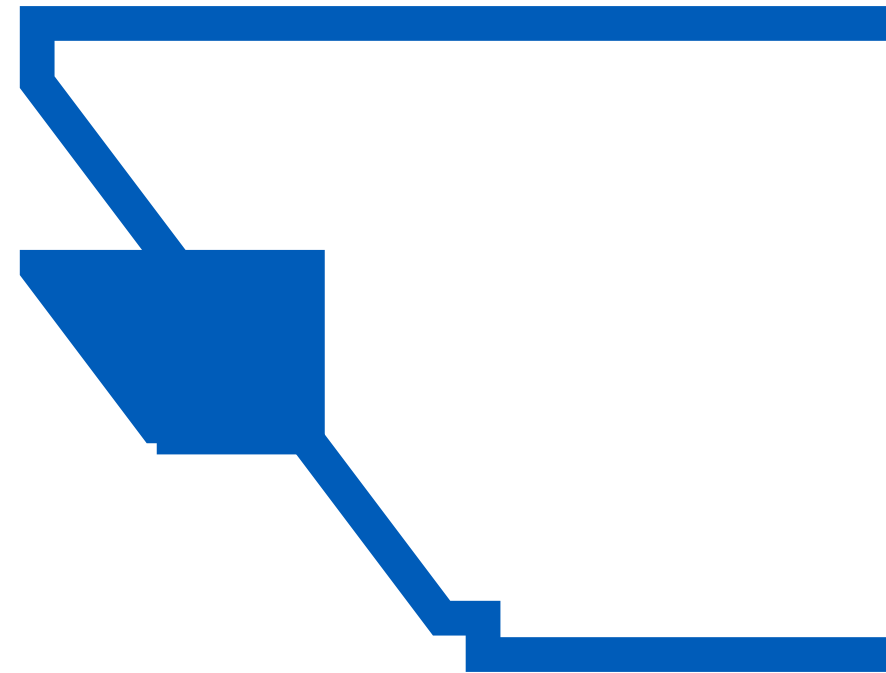
GRAPHICS

Graphic Elements

Supporting graphic elements play a vital role in adding visual interest and reinforcing the AAON brand across all touchpoints. These elements—such as patterns, textures, linework, and geometric accents—are designed to complement the AAON logo and typography without overpowering them.

They provide flexibility in creating layouts that feel dynamic while still maintaining consistency and cohesion with the brand identity. When applied thoughtfully, graphic elements enhance recognition, convey innovation, and give depth to our communications, ensuring every piece reflects AAON's commitment to quality and forward-thinking design.

Angles are an important design cue within the AAON brand, reflecting the strong, angular construction of our unit cabinets. This geometric precision communicates durability, engineering excellence, and modern design. In visual communications, angled shapes and lines can be used to frame content, guide the viewer's eye toward headlines or key messages, and create a sense of movement and energy. By echoing the angular nature of our products, these elements both strengthen brand recognition and provide a dynamic tool for drawing attention to what matters most.

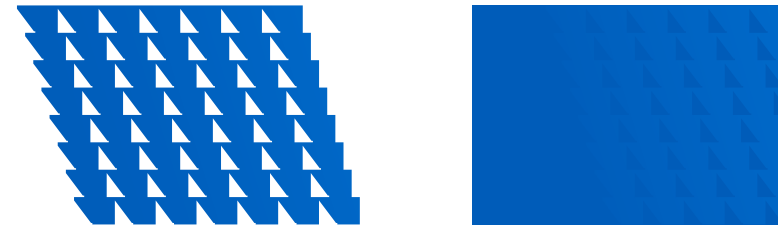


Unit Cabinet Graphic

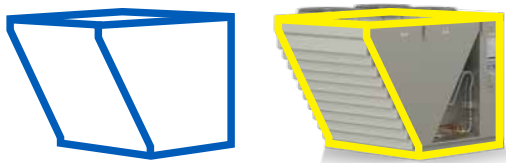
Element



Pattern (Subtle Use)



Symbolism



Negative Space (Creates Upward Trajectory)



Logotype A's Graphic

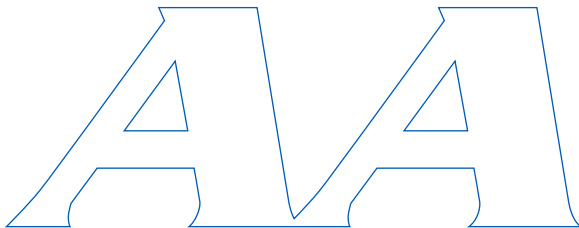
Element



Background (Subtle Use)



Outlined

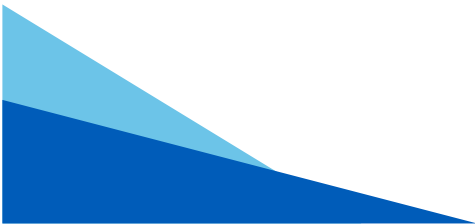


Background (Subtle Use)



Angles

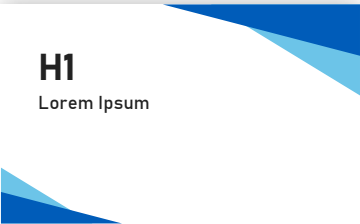
Element



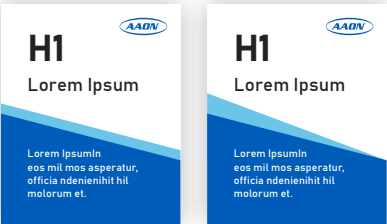
Variations



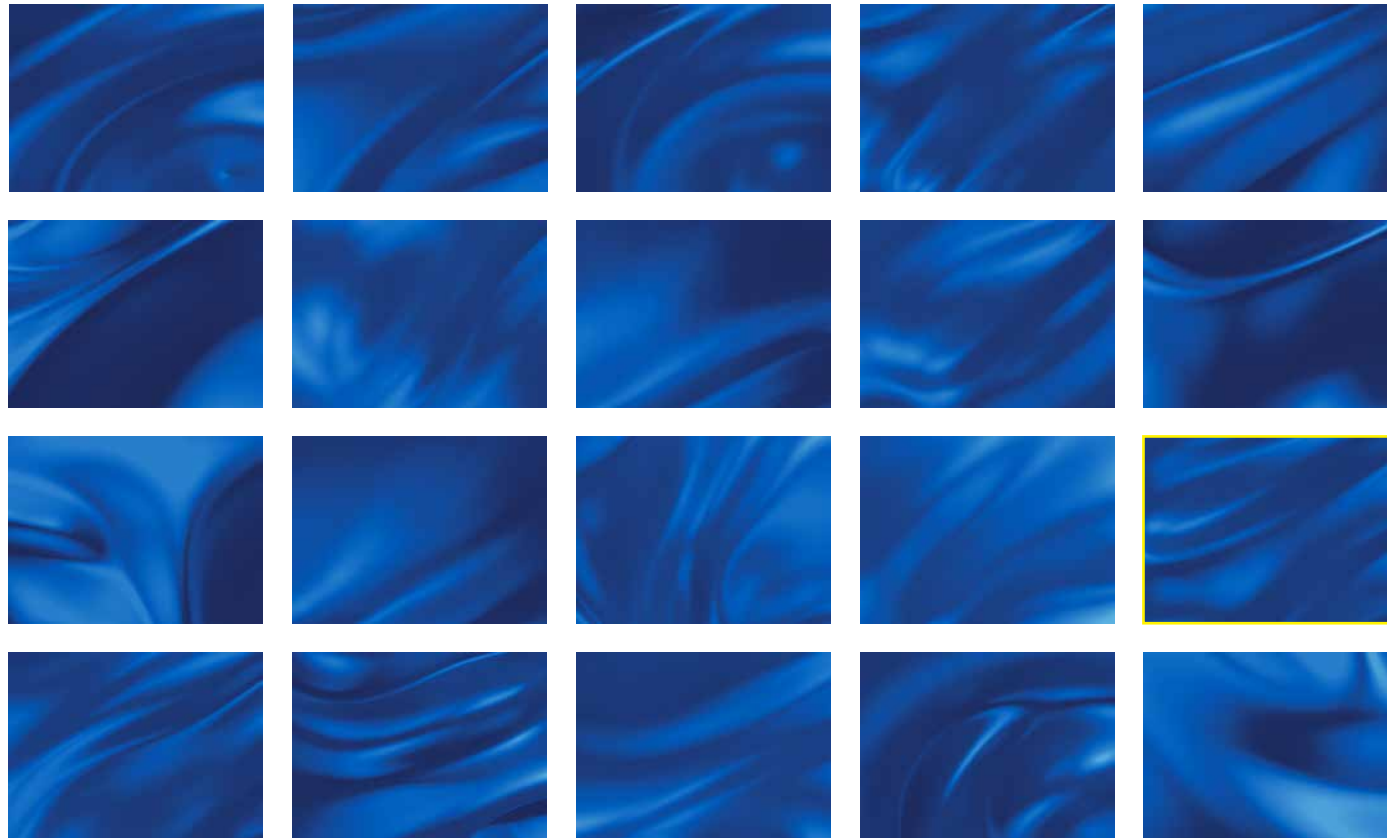
Edge & Corner (Embellishment)



Page Division (Information Hierarchy)

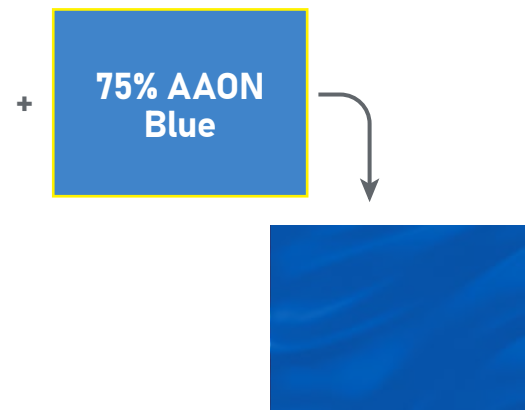


Abstract Backgrounds



Visual Interest

When using large areas of solid color, incorporate abstract background graphics subtly to introduce a sense of flow and movement within the design. These elements should enhance, not distract from, the overall composition. For a more refined and cohesive appearance, consider applying a block of 75% opacity AAON Blue to soften the background and maintain brand consistency. (See below)



SECTION 04

TYPOGRAPHY

Typography

AAON's primary typeface is Bahnschrift, chosen for its clean, modern, and highly legible design. Its precise geometry and balanced proportions reflect the clarity, reliability, and innovation that define our brand.

Bahnschrift is used consistently across all communications—whether in print, digital, or environmental applications—to ensure a unified and recognizable voice. By using Bahnschrift thoughtfully and consistently, we reinforce AAON's professional identity and create a cohesive visual presence across every touchpoint.

Main Typography

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 @ # \$ %

Bahnschrift

Hierarchy

Type hierarchy refers to the usage of our brand font within written documents, publications, brochures, presentations and literature media. These rules do not apply to more graphical elements such as advertisements, social media content, etc. Use these hierarchy rules as a strong suggestion or baseline for layout and not an "end-all be-all" solution. When in doubt, stick to the "Golden Ratio" (1.618) as a solution to determine type hierarchy. From the baseline body copy, multiply the font size by this ratio to determine the next level of type.

Usage	HTML Tag / Role	Font Weight	Point Size (Desktop)	Notes / Function
Headline	<h1>	Bold	48 pt / 3rem	Primary page titles or hero headlines. Strong, confident, and clean.
Sub-headline	<h2>	Semi Bold	32 pt / 2rem	Section headers or secondary page titles; maintains hierarchy without overpowering.
Tertiary Headline	<h3>	Regular	24 pt / 1.5rem	Used for smaller sections, card titles, or supporting headers.
Body Copy (Primary)	<p>	Light	16 pt / 1rem	Standard paragraph text for web and general content readability.
Callouts	<p>	Regular	16 pt / 1rem	Standout statements or short phrases in a sentence used to emphasize copy.
Tagline / Intro Text	<h4> or <p class='tagline'>	Semi Light Italic	18 pt / 1.125rem	Used for short, expressive statements or brand phrases. The light italic adds movement.
Quotes	<blockquote>	Semi Bold Italic	24 pt / 1.25rem	Pull quotes or testimonial highlights. Italic helps distinguish voice.
Caption / Footnote	<small> or <p class='caption'>	Light	12 pt / 0.75rem	Image captions, legal disclaimers, or technical notes. Small but readable.

Implementation

Line height:

1.4–1.6 for body text;

1.1–1.3 for headlines.

Letter spacing:

Slightly tightened for large headers (–0.02em)

Slightly loosened for small captions (+0.02em).

Responsive scaling:

Mobile: reduce headline sizes by ~25–30%.

Tablet: reduce by ~15%.

Accessibility:

Maintain a minimum 4.5:1 contrast ratio for body and caption text.

Caption / Footnote

12pt Light

Body Copy

16pt Light

Callouts

16pt Regular

Tagline / Intro Text

18pt Semi Light Italic

Quotes

24pt Semi Bold Italic

Tertiary Headline

24pt Regular

Sub-Headline

32pt SemiBold

Headline

48pt Bold

Type System Sample

Headline

AAON Making Bold Moves

Sub-Headline

Alpha Class Next-Gen Models

Body

AAON's next generation of Alpha Class is set to unveil some

Callout

exciting new technology that will address critical changes in the HVAC industry.

Quote

With AAON's 30+ years of industry-defining innovation, we're well-prepared for new regulations, efficiency standards and wider temperature ranges.

industry-defining innovation

Caption



AAON Alpha Class RN-B Series

SECTION 05

PHOTOGRAPHY

Photos

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





Photo Treatments

A subtle edge burn can be applied to photos to provide a vignette appearance that draws the eye in to add drama. A gradient map applied to photos can also be used for "text over image" applications. The gradient map should adhere to the gradient color rules in Section 02 of this guide.



SECTION 06

RENDERINGS

Unit Renderings

AAON takes great pride in its award-winning unit cabinet construction. Showcasing these units is an important part of our design and marketing efforts. Always use current approved renderings when applicable.

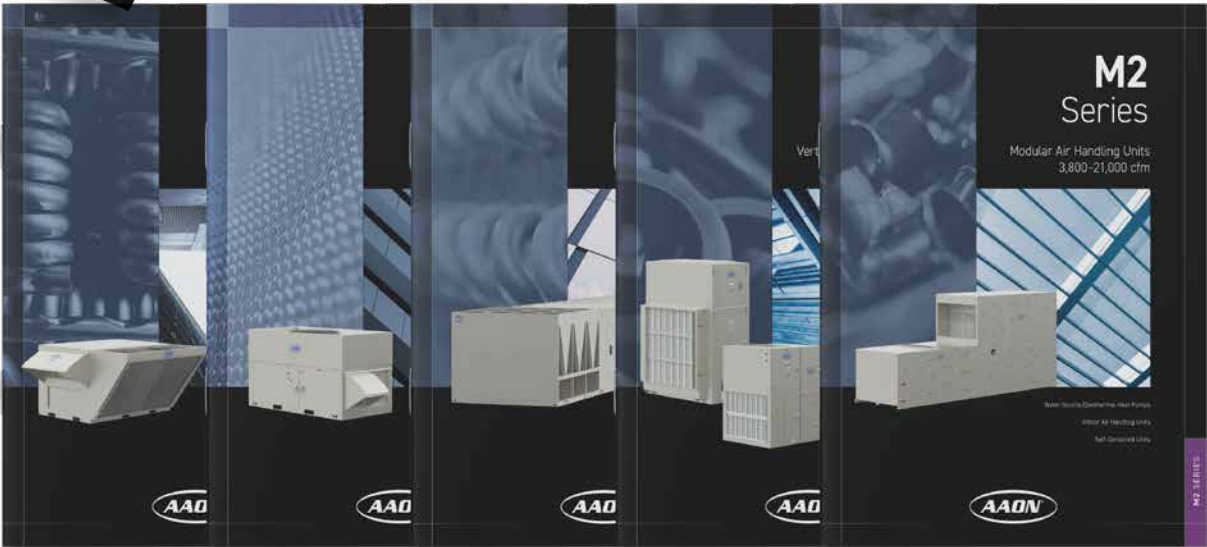
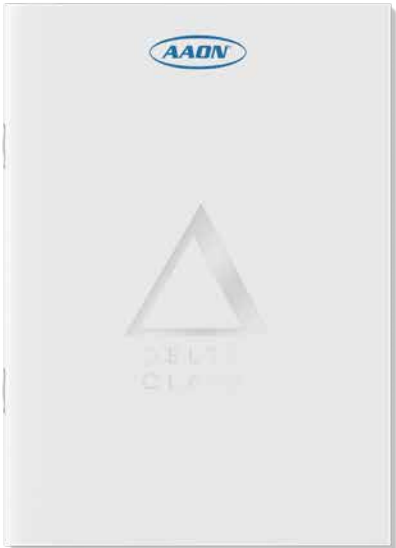


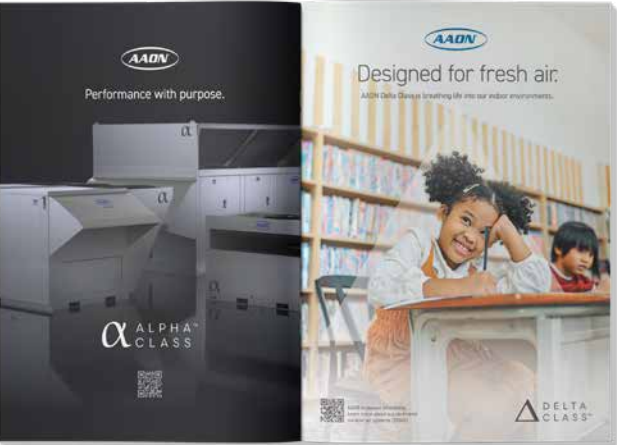
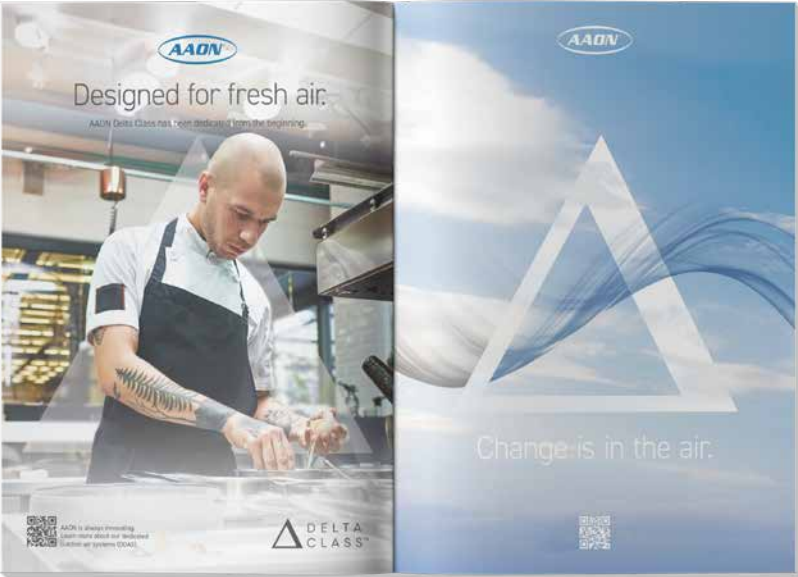




SECTION 07

SAMPLES







α ALPHATM
CLASS



 DELTATM
CLASS





Industry-defining innovation since 1988

We don't just respond to the world's demand for better solutions—we lead the charge.

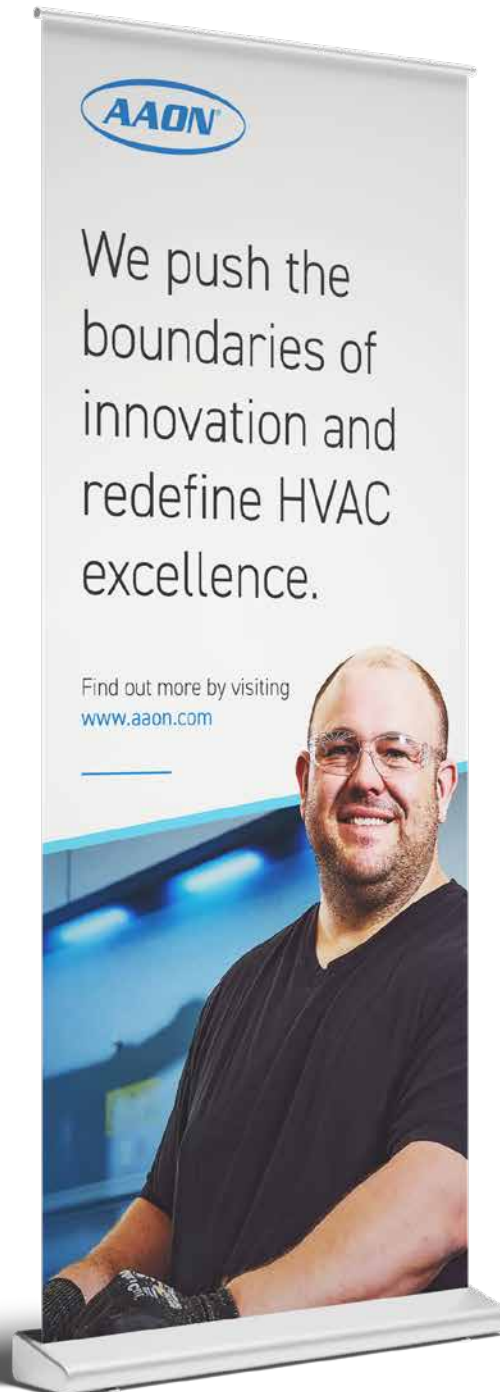
Since 1988, AAOON has been dedicated to advancing the HVAC industry with efficient, cutting-edge technologies that ensure a cleaner and more sustainable future.

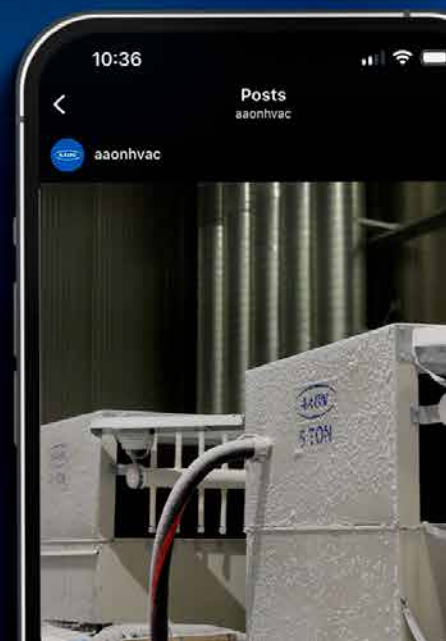
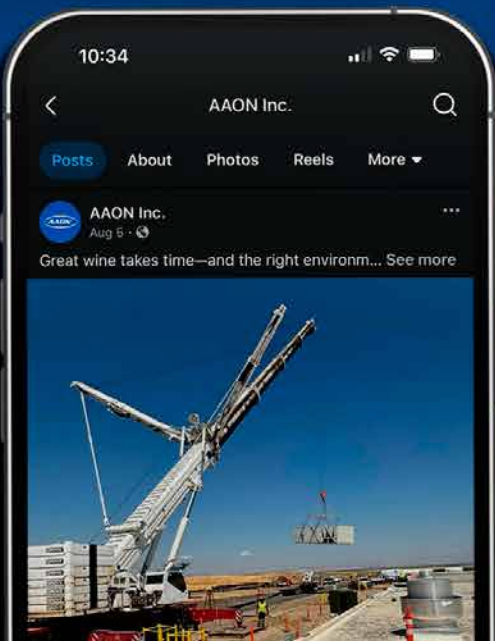


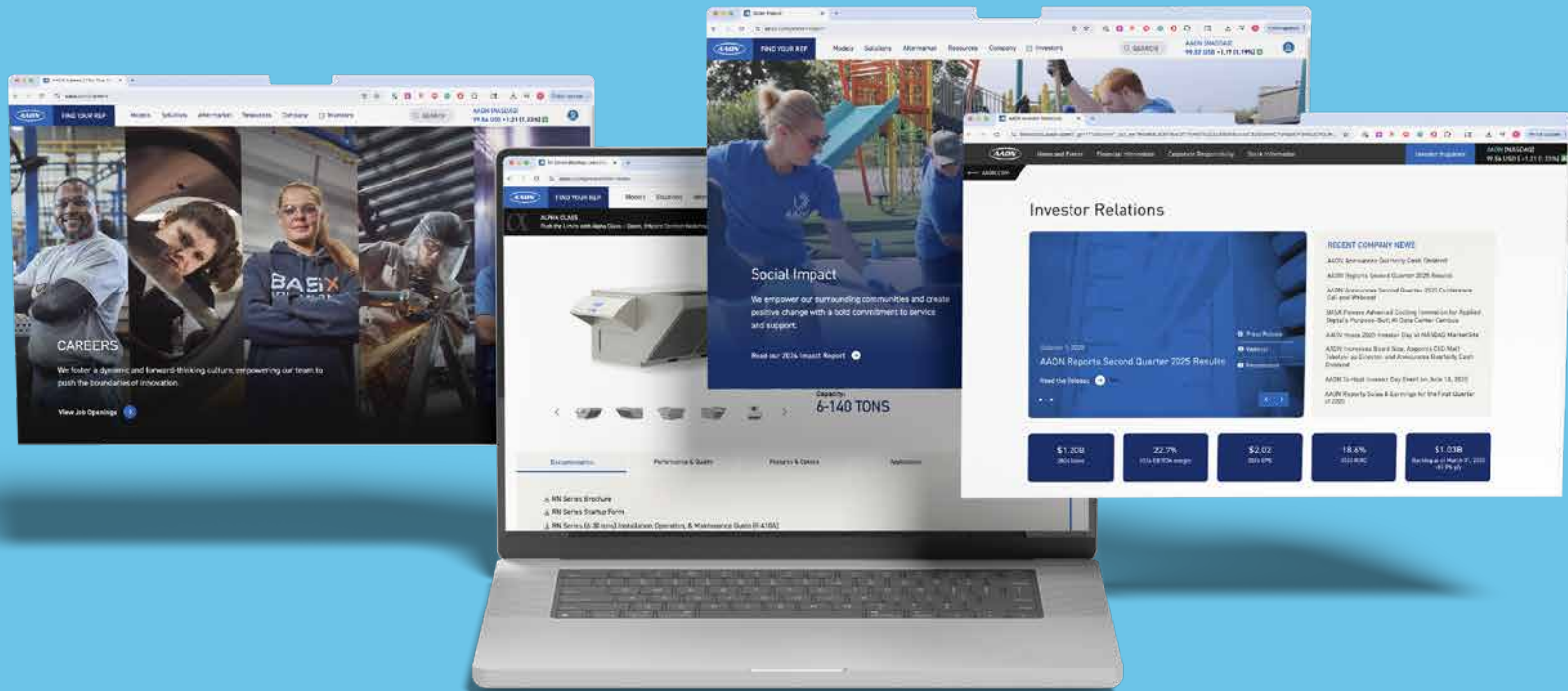
We push boundaries, redefining HVAC excellence while striving to improve our environmental impact.

AAOON delivers highly configurable HVAC solutions that answer customer-specific needs in any commercial or industrial environment.









SECTION 08

MESSAGING

The Story

2024 AAON Annual Report - BOUNDLESS

Breathing Life Into Tomorrow:

All around the globe, in spaces where we gather, dream, learn, and grow, our solutions work invisibly to make life better.

For decades, we've been the quiet force engineering not just equipment but experiences.

Our team of visionaries sees beyond metal and mechanics to the families celebrating holidays, the students discovering ideas, and to the professionals advancing industries.

We push boundaries because we understand that comfortable spaces help to create endless possibility. Our systems hum with purpose, serving our greater mission: to enhance the moments that matter most, while preserving essential resources for generations to come.

We are AAON. We lead the charge in advancing HVAC innovation our world depends on. Creating comfortable, sustainable environments today, for all the dreams of tomorrow.



Taglines

Industry-defining innovation.

Leading the charge.

Premium ownership experience.

Pushing boundaries for a more sustainable future.

Built to last. Built for you.

Performance with purpose.

Reliability that lasts decades.

Finding a better way is the AAON way.

Setting industry firsts since 1988.

Reasons to Believe

Prolific “Firsts”

AAON has a remarkable history of unprecedented innovations that continue to raise the bar and force the entire industry to improve.

Norman Asbjornson Innovation Center

In 2020, AAON opened the world's most capable HVAC laboratory with the ability to test extremes and push the boundaries of what's possible.

Leading the Charge

Since 1988, AAON has been out front in moving the world toward sustainability while constantly exceeding efficiency and environmental regulations.



Culture

Empowering

Never a place of entitlement, AAON values and empowers its people to create greatness together.

Innovative

Finding a better way IS the AAON way—in every aspect of the business.

Fiercely Driven

AAON is an agile force for good — outpacing the industry and making a difference in the world.



Connection

Confident

AAON provides the assurance and peace of mind that comes to working with the proven leader.

Valued & Energized

AAON delivers the excitement of a first-in-class experience.

A Sense of Ease

AAON is simply easy to do business with in every way.



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Thank You