

Brand Guidelines

Contents

Brand Platform	03
Design System	06
Overview	07
Logo: Overview & Variations	08
Logo: Clear Space & Minimum Sizes	09
Logo: Color Variation	10
Logo: Usage	11
Logo: Incorrect Usage	12
Color: Primary Palette	13
Color: Extended Palette	14
Color: Usage	15
Color: Incorrect Usage	16
Typography: Primary Typeface	17
Typography: Hierarchy	18
Typography: System Typeface	19
Typography: Company Name in Copy	20
Typography: Usage	21
Typography: Incorrect Usage	22
Photography: Micro to Macro	23
Photography: Our People	24
Photography: Natural Environments	25
Photography: Usage	26
Photography: Incorrect Usage	27

Iconography: Overview	28
Iconography: Bespoke	29
Iconography: Incorrect Usage	30
Data Visualization: Overview	31
Data Visualization: Usage	32
Data Visualization: Incorrect Usage	33
Graphic System: Overview	34
Graphic System: Shape Language A	35
Graphic System: Shape Language B	36
Graphic System: Shape Language C	37
Graphic System: Sketch Device	38
Graphic System: Incorrect Usage	39
Gallery	40

Brand Platform

Brand Platform

Our Positioning Statement

We are The Aeon Group.

From design to delivery, we pioneer the HVAC systems that keep spaces running and people thriving.

In arenas and data centers, on rooftops and in cleanrooms, we've built our reputation on constantly elevating the standards of performance.

With an unmatched commitment to R&D and exceptional engineering, we give people the solutions they need to live, heal, learn, and build.

We meet the demands of today and deliver the capabilities that will serve humanity better tomorrow.

Our Noble Cause

We exist to create opportunities.

Opportunities for our teams, customers, partners, and communities through transformative ideas that keep systems running and people thriving.

Our Values

People & Collaboration

We safeguard what matters: people and ideas. We honor differences, earn trust, and build highly collaborative teams. We learn and win together.

- We Will:**
Champion Safety
Create Belonging
Grow Forward

Partnership That Delivers

We listen first, building partnerships rooted in trust. Our expertise guides how we work with customers, partners and colleagues to deliver on shared goals.

- We Will:**
Be Customer-Centric
Pursue Excellence
Own Outcomes

Shaping Tomorrow

We move with foresight and confidence, drawing on decades of experience to anticipate what’s next and create lasting impact.

- We Will:**
Scale With Intention
Ignite Innovation
Lead With Agility

Design System

Design System: Overview

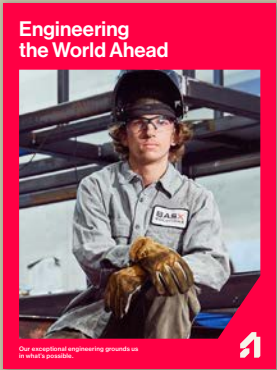
Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

The Aaon Group’s design system embodies bold confidence and a sense of forward momentum, drawing focus to exceptional engineering, the human element, and uncompromising standards.

The dynamic shape language derived from the mark conveys purposeful movement – an allusion to both the precision of engineering and the high standards that define the company.



Neue Haas
Grotesk
55 Roman,
65 Medium



Logo: Overview & Variations

As the cornerstone of our design system, the logo has been crafted to perform across a wide range of applications. Precise adherence to scaling, spacing, and placement guidelines is mandatory to ensure consistent brand recognition.

The Primary Logo is our standard identifier for all high-visibility touchpoints. The Secondary Logo is reserved for height-restricted spaces. The Mark alone is intended for internal collateral or secondary sign-off use, but must always be accompanied by the wordmark – even if the two do not appear adjacent.

Primary Logo



The Aaon Group's mark is built from three individual components forming the letter 'A' – their silhouettes draw from the shapes of the group's products. Together, they express the modular, configurable nature of how those products are engineered, evoking a spirit of constant problem-solving and innovation. Subtly embedded within the forms is the numeral '1' and an upward-pointing arrow, reinforcing the confidence of a leader.

The wordmark is rooted in Neue Haas Grotesk – a typeface renowned for its precision and clarity – with selective customizations throughout.

Secondary Logo



Mark

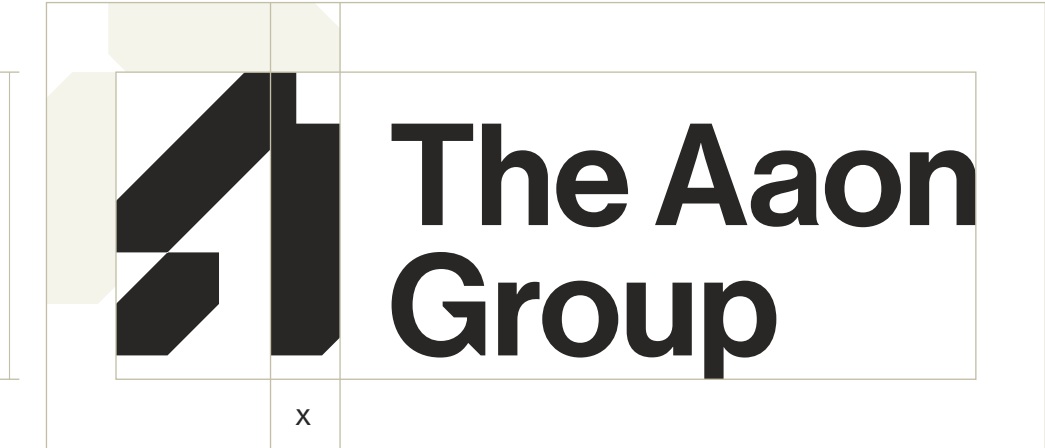


Logo: Clearspace & Minimum Sizes

To preserve the logo's legibility and visual impact, a mandatory clear space – or safe zone – must be maintained on all sides of the mark. This area must remain free of any other typography, secondary logos, or graphic elements that may compete with or distract from the identity.

To prevent the logo from losing detail or becoming illegible at small sizes, it must never be reproduced below the minimum size thresholds outlined below.

Primary Logo



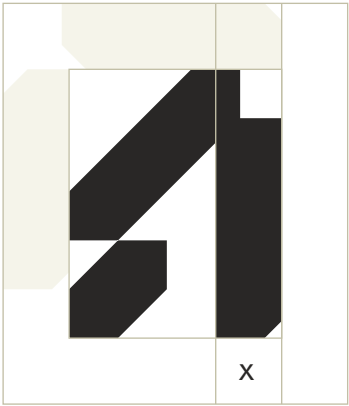
Minimum sizes (height)
Print: 0.5 in
Digital: 48 px

Secondary Logo



Minimum sizes
(height)
Print: 0.3 in
Digital: 32 px

Mark

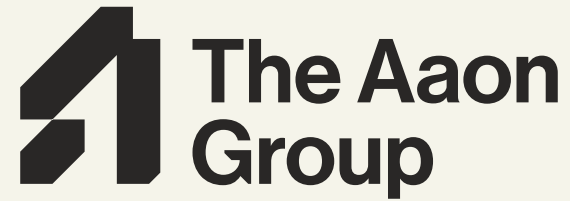


Minimum sizes (height)
Print: 0.3 in
Digital: 32 px

Logo: Color Variations

To maintain visual integrity, the logo must always be applied with maximum contrast against its background. Use the Carbon mark on white or light-neutral surfaces for a grounded, authoritative feel.

On Carbon, dark brand colors, or deep-toned photography, default to the White or Chalk reversed marks to ensure the identity remains legible and impactful.

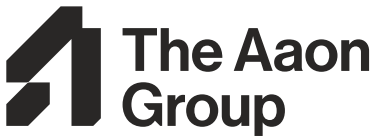


Logo: Usage

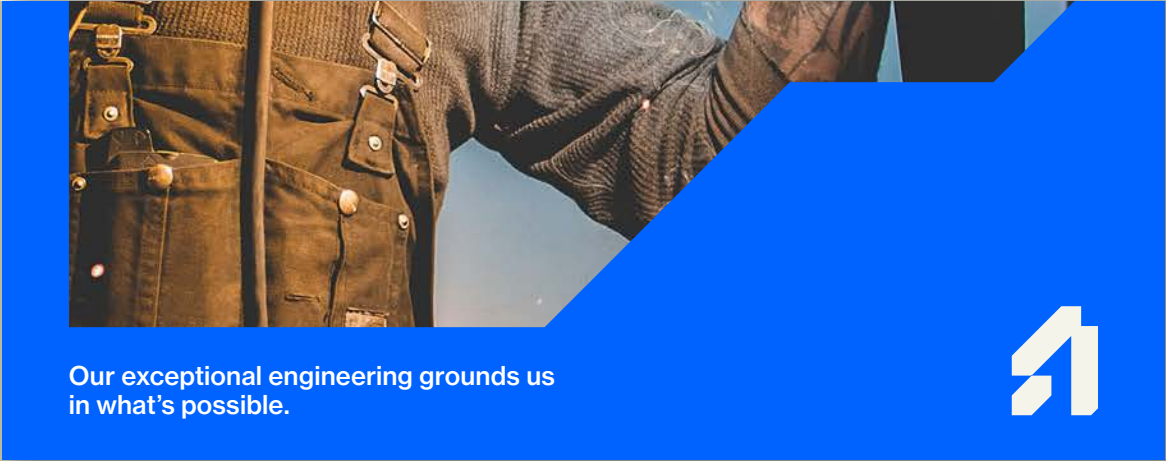
Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

To maintain a cohesive identity across all environments, prioritize the Primary Logo for high-impact digital and print applications – website headers, key brand collateral, and similar touchpoints.

For secondary contexts or social media, the Mark serves as a concise brand sign-off. Default to the One-Line Logo when spatial constraints apply, such as in architectural signage.



The Aaon Group
industry's f



Logo: Incorrect Usage

Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

To maintain brand integrity and professional consistency, the logo must never be altered, distorted, or reconfigured.

Adhering to these restrictions ensures the identity remains recognizable and impactful across all touchpoints.



Do not use any colors for the logo other than those specified in the logo section of these brand guidelines.



Do not alter, rearrange, or restack the logo elements.



Do not stretch, skew, or distort the logo in any way.



Do not substitute The Mark for letters within the wordmark.



Do not apply effects such as drop shadows, outlines, or gradients.



Do not rotate or tilt the logo from its horizontal axis.



Do not compromise legibility by placing light logos on light backgrounds (or dark on dark).



Do not adjust the established spacing between The Mark and the wordmark.

Color: Primary Palette

The Aaon Group’s color palette draws from the legacy of its companies and a shared heritage in manufacturing. Chalk, Steel, and Carbon speak to the tactile world of materials, while the red, white, and blue palette honors a tradition of American manufacturing that The Aaon Group can genuinely call its own. Within that palette, the blue and red draw from the distinct stories of the BASX and

AAON brands. Blueprint Navy is slightly muted in tone, honoring the company’s legacy and history. Signal Red and Coolant Blue look forward – bolder in character, speaking to innovation and the future. Core White is used sparingly throughout the system, appearing in type, buttons, and select backgrounds.

HEX #FAFAFA RGB 250 250 250 Pantone – Core White	HEX #F5F4EA RGB 245 244 234 Pantone 9080 C Chalk	HEX #C2BFA6 RGB 194 191 166 Pantone 7535 C Steel	HEX #292726 RGB 41 39 38 Pantone 440 C Carbon	HEX #FF0044 RGB 255 0 68 Pantone 192 C Signal Red	HEX #0062FF RGB 0 98 255 Pantone 2387 C Coolant Blue	HEX #1C3349 RGB 28 51 73 Pantone 540 C Blueprint Navy
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Color: Usage

Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

Prioritize white space as a functional design element to ensure clarity and impact across all layouts. For high-impact brand touchpoints, use the primary palette exclusively.

To ensure visual comfort, avoid placing Coolant Blue and Signal Red in direct contact – these hues optically vibrate when adjacent. Across all applications, maintain high-contrast pairings and clean compositions to keep the identity sophisticated and accessible.

Our decades of experience let us make the bold moves that deliver progress, performance and impact, everywhere it matters.

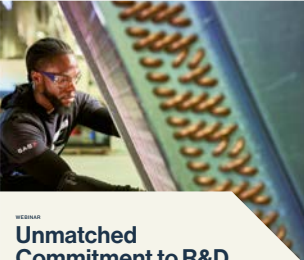
We push boundaries because we understand that comfortable spaces help to create endless possibility.

View products



The Aeon Group

250k followers

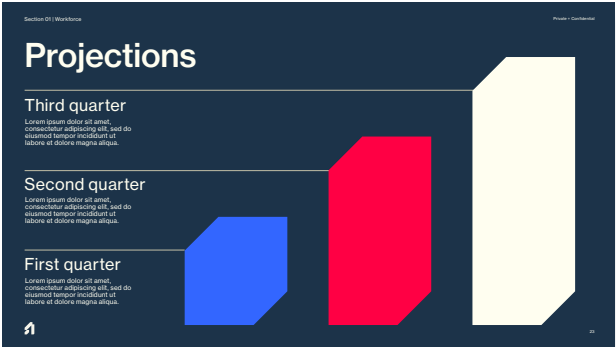
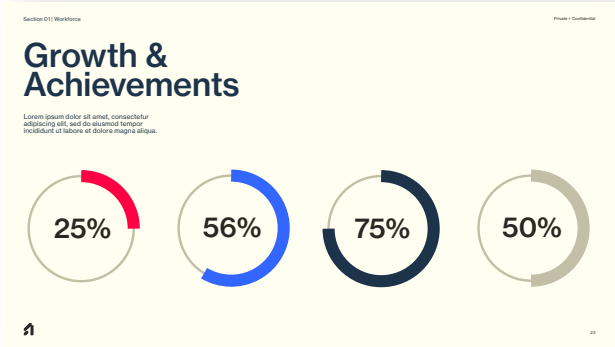


Engineering for the Future

Dec 10 16:00 EST RSVP

Unmatched Commitment to R&D

Dec 10 16:00 EST RSVP

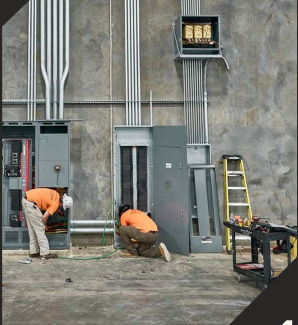


Elevating Standards of Performance



Our exceptional engineering grounds us in what's possible.

Imagining What Comes Next



Our exceptional engineering grounds us in what's possible.

Engineering the World Ahead



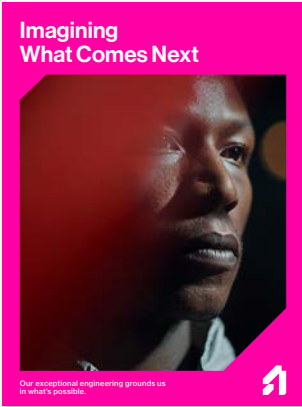
Our exceptional engineering grounds us in what's possible.

Color: Incorrect Usage

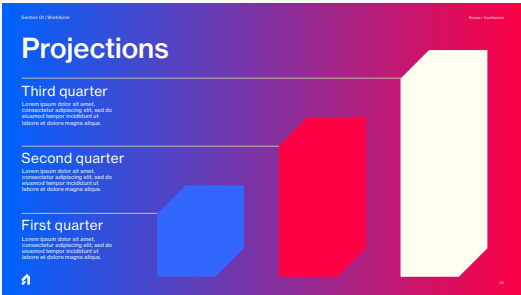
Note: The imagery shown here is placeholder. This imagery should not be reproduced.

To maintain brand integrity and visual clarity, avoid the following practices.

These restrictions ensure the identity remains professional, accessible, and consistent across all platforms.



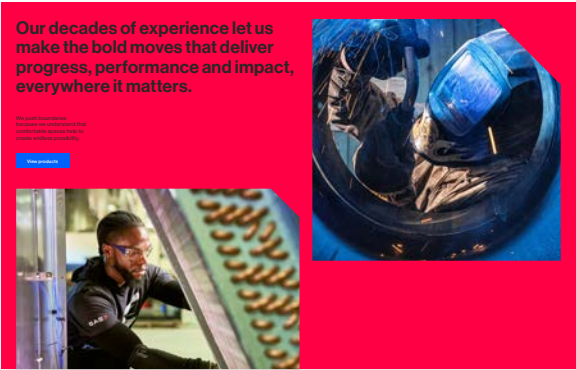
Do not use colors that are not part of the design system.



Do not apply gradients as they are not a part of the brand's visual language.

Two job listings are shown side-by-side on a solid blue background. Each listing has a red header, a red body of text, and a red button at the bottom. The text is white, making it difficult to read against the red background. The listings are for "Machine maintenance technician" positions.

Do not place Coolant Blue and Signal Red adjacent to each other as they clash and vibrate visually.



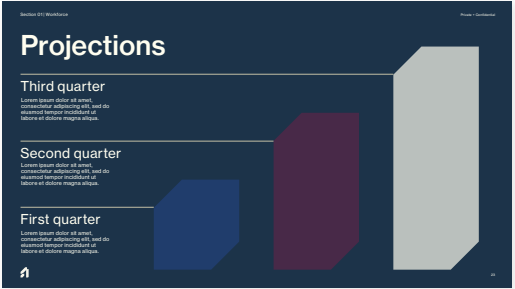
Do not use imagery that clashes with the background color and vice versa.



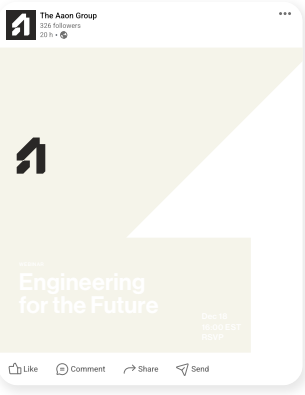
Do not use the extended palette for high-impact touchpoints; they are reserved for web and data visualization.



Do not use colored typography; refer to the Typography section for more information on color and usage.



Do not apply opacity or transparency to brand colors in a way that alters their intended appearance.



Do not use low-contrast color combinations that reduce legibility or accessibility.

Typography: Primary Typeface

Neue Haas Grotesk is our primary typeface, chosen for its structural clarity and modern, professional tone. Rooted in Swiss modernist tradition, it carries associations with precision, craftsmanship, and timelessness. Its carefully calibrated spacing and proportions ensure legibility from display sizes down to dense body copy, across both digital and physical environments.

A limited selection of weights is recommended – providing enough range for expressive typographic hierarchy while preserving a cohesive, consistent visual voice throughout.

Neue Haas
Grotesk
55 Roman
65 Medium

Neue Haas
Grotesk
55 Roman
65 Medium

Typography: Hierarchy

The design system relies on the deliberate combination of font weights applied with clear hierarchy. Neue Haas Grotesk should be used only in the recommended weights to achieve a consistent balance – appearing bolder where needed, subtle where appropriate – that rewards attention to detail.

Adhering to these guidelines brings visual order and clarity, allowing type to pair harmoniously with the bold palette and maintain a sense of sophistication throughout.

Heading 1
Font: Neue Haas Grotesk
Display Medium
Leading: 95%
Kerning: 0

Heading 1

Body 1
Font: Neue Haas Grotesk
Text Pro Medium / Roman
Leading: 130%
Kerning: 0
Size: ≈17% of H1

Body 1 in Neue Haas Grotesk
55 Roman, with **65 Medium** for
emphasis.

Heading 2
Font: Neue Haas Grotesk
Display Medium
Leading: 115%
Kerning: 0
Size: ≈54% of H1

Heading 2

Body 2
Font: Neue Haas Grotesk
Text Pro Medium / Roman
Leading: 140%
Kerning: 0
Size: ≈15% of H1

Body 2 in Neue Haas Grotesk
55 Roman, with **65 Medium** for
emphasis.

Heading 3
Font: Neue Haas Grotesk
Display Medium
Leading: 120%
Kerning: 0
Size: ≈42% of H1

Heading 3

Numbers + Stats
Font: Neue Haas Grotesk
Display Medium / Roman
Leading: 100%
Kerning: 0
Size: H1, H2, H3

17% 20%

Subheading 1
Font: Neue Haas Grotesk
Display Medium / Roman
Leading: 128%
Kerning: 0
Size: ≈29% of H1

Subheading 1

Caption
Font: Neue Haas Grotesk
Text Pro Medium / Roman
Leading: 130%
Kerning: 10
Size: ≈12.5% of H1

Caption text is used in infographics,
image annotations or legal disclaimers.

Subheading 2
Font: Neue Haas Grotesk
Display Medium / Roman
Leading: 140%
Kerning: 0
Size: ≈21% of H1

Subheading 2

Helvetica
Regular
Bold

Helvetica
Regular
Bold

Typography:

Company Name in Copy

When referencing the company in written copy, always use the full name: The Aaon Group.

To maintain a consistent tone, “Aaon” must always be set in sentence case – never in all caps. “The” is always considered part of the name and should never be omitted.

The Aaon Group

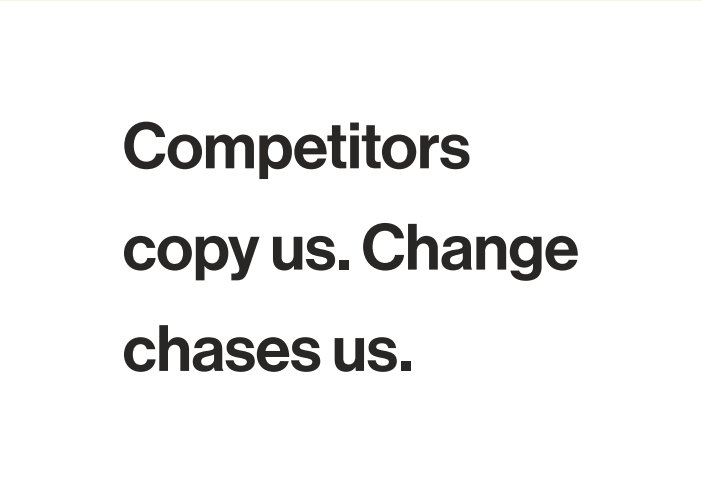
Typography: Incorrect Usage

To maintain visual clarity, observe the following typography restrictions.

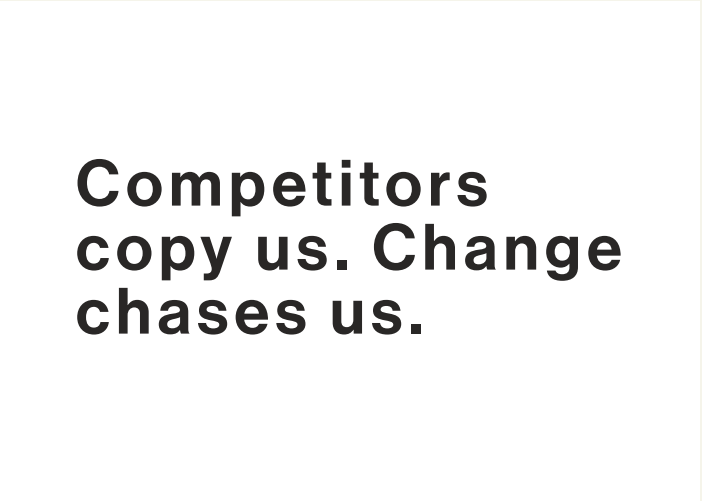
Adhering to these standards ensures our communications remain legible, and consistent across all brand assets.



Do not use colors outside of Carbon, Chalk, or Core White for any typographic elements.



Do not over-adjust leading; refer to the hierarchy guide for approved spacing.



Do not over-adjust kerning; refer to the hierarchy guide for approved spacing.



Do not outline type.



Do not apply effects such as drop shadows, or gradients to type.



Do not center-align text.



Do not substitute or mix our primary typeface, Neue Haas Grotesk, with any other fonts.



Do not place dark type on dark backgrounds or light type on light backgrounds; always prioritize high contrast and legibility.

Photography: Micro to Macro

Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

Our photography captures a range of styles, from close ups of significant details to wider vistas that feature vast workspaces with people and without. This category captures the technical expertise through details in macros with selective depth of field, bringing a sense of precision, storytelling, innovation and craft. The vast vistas of interior and exterior environments show installation, factories,

capturing moments within manufacturing and the scale of The Aeon Group's operations.
Style notes: Dynamic angles and interesting compositions that create intrigue. Subjects should be candid, never looking at the camera. Lighting is soft and ambient, not harsh or high contrast.



Photography: Our People

Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

People photography consists of portraits of The Aaon Group's employees working across a range of environments with the focus on them, rather than equipment or the space they are in. We put our people at the center of our brand and this category makes them the hero, sometimes in candid moments unaware of the camera and sometimes posing for it but always capturing their role and work they

do through their clothing, environment and stance. The subject is always captured authentically in the moment. The human aspect of the brand is reflected through its people, and capturing an authentic, natural style helps bring a no-nonsense work ethic. **Style notes:** Photojournalistic, natural, honest and authentic. Ambient, soft light, not harsh or high contrast.



Photography: Natural Environments

Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

The Aaon Group believes in sustainability and protecting the world we live in. Images of natural environments are part of our brand ethos and reflect our sustainable practices. Various types of extreme climate and animals are shown as a metaphor for the temperature-controlled environments we enable.

Style notes: Inspiring shots showing natural landscapes with or without animals. Nature is shown in all its grandeur and splendor.



Photography: Usage

Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

When using our photographs, make sure there is a range of various scales and depth between shots. Photography can be used to tell rich stories around our people and operations.

Always allow for a range of colors and diversity of people so that the collective feels like a good representation of the world we live in.



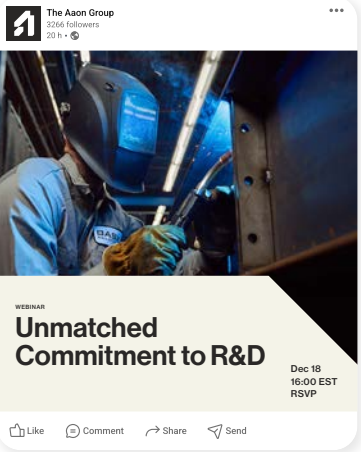
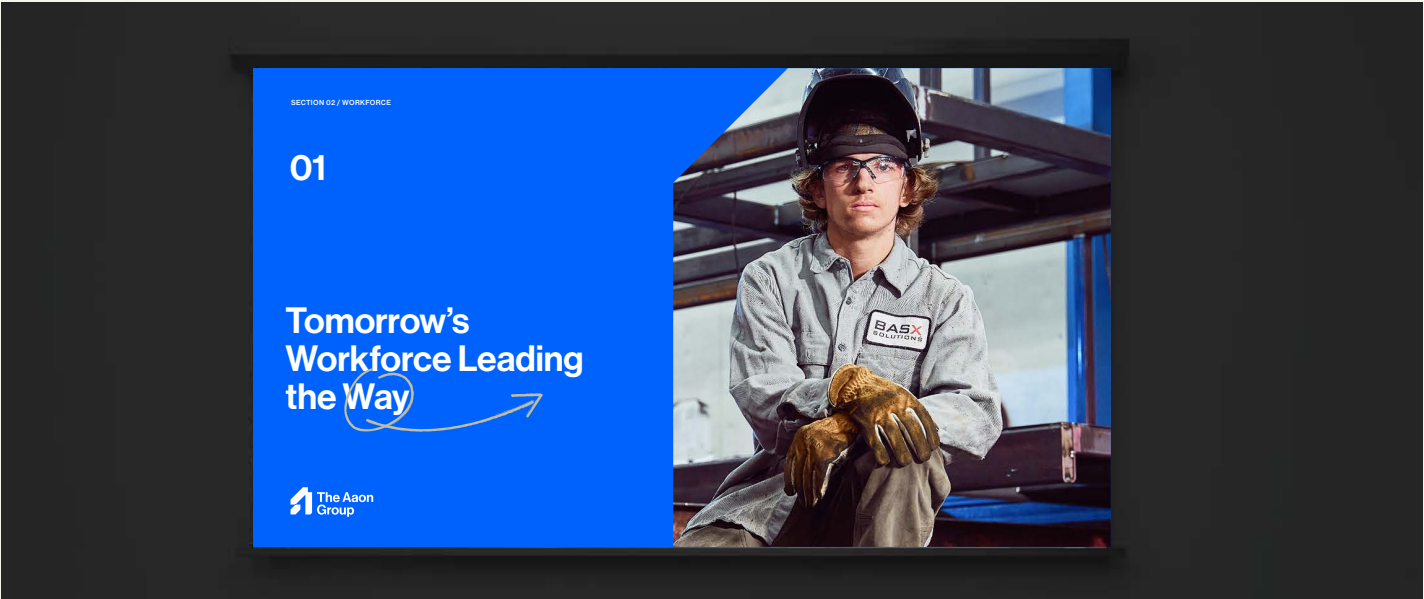
The Aeon Group announces zero degree cold climate air-source heat pump.



Experience the art of innovation: The Aeon Group's suspended unit.



Leading the industry with early adoption of A2L refrigerant, R-454B.



Photography: Incorrect Usage

Note: The imagery shown here is placeholder.
This imagery should not be reproduced.

Don't use images that don't match our photographic style. It can result in a fragmented brand expression and diminish our ability to present a clear and differentiated point of view.

Here are some examples of what to avoid when applying our photography.



Do not use images that are overly staged or unauthentic.



Do not use photographs with stock-like gestures.



Do not use images that feel flat or distracting due to heavy patterns.



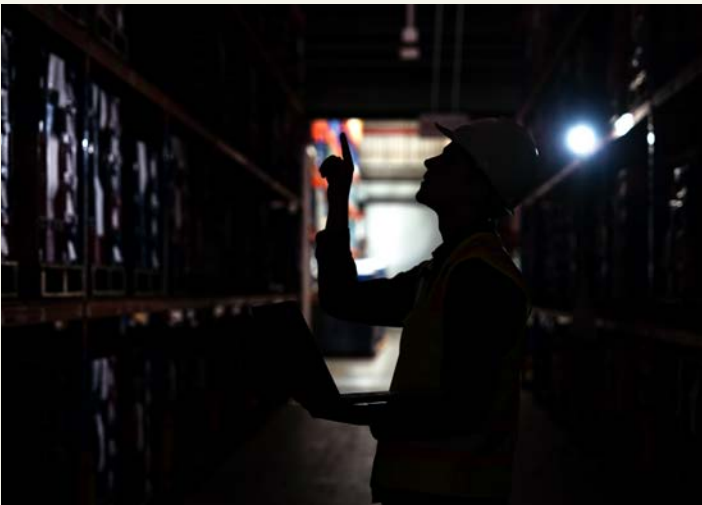
Do not use over-stylised compositions.



Don't use photographs that are too busy, without a clear focal point.



Do not use color filters.



Do not show excessively dark environments.

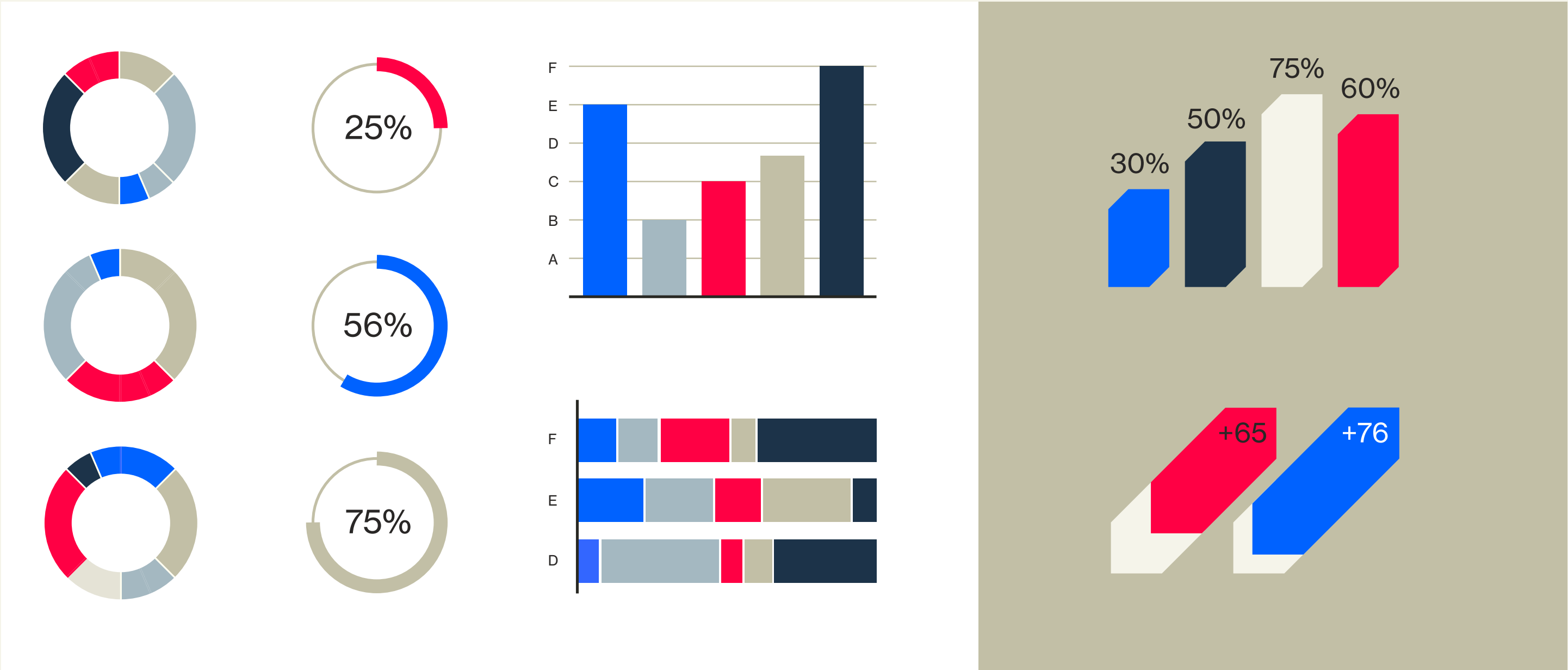


Do not crop people, creating odd compositions.

Data Visualization: Overview

When applying data visualization, pair colors from the extended palette that provide sufficient contrast between values. For date modules or full-page layouts, use Light Gray, Steel, or Dark Gray backgrounds.

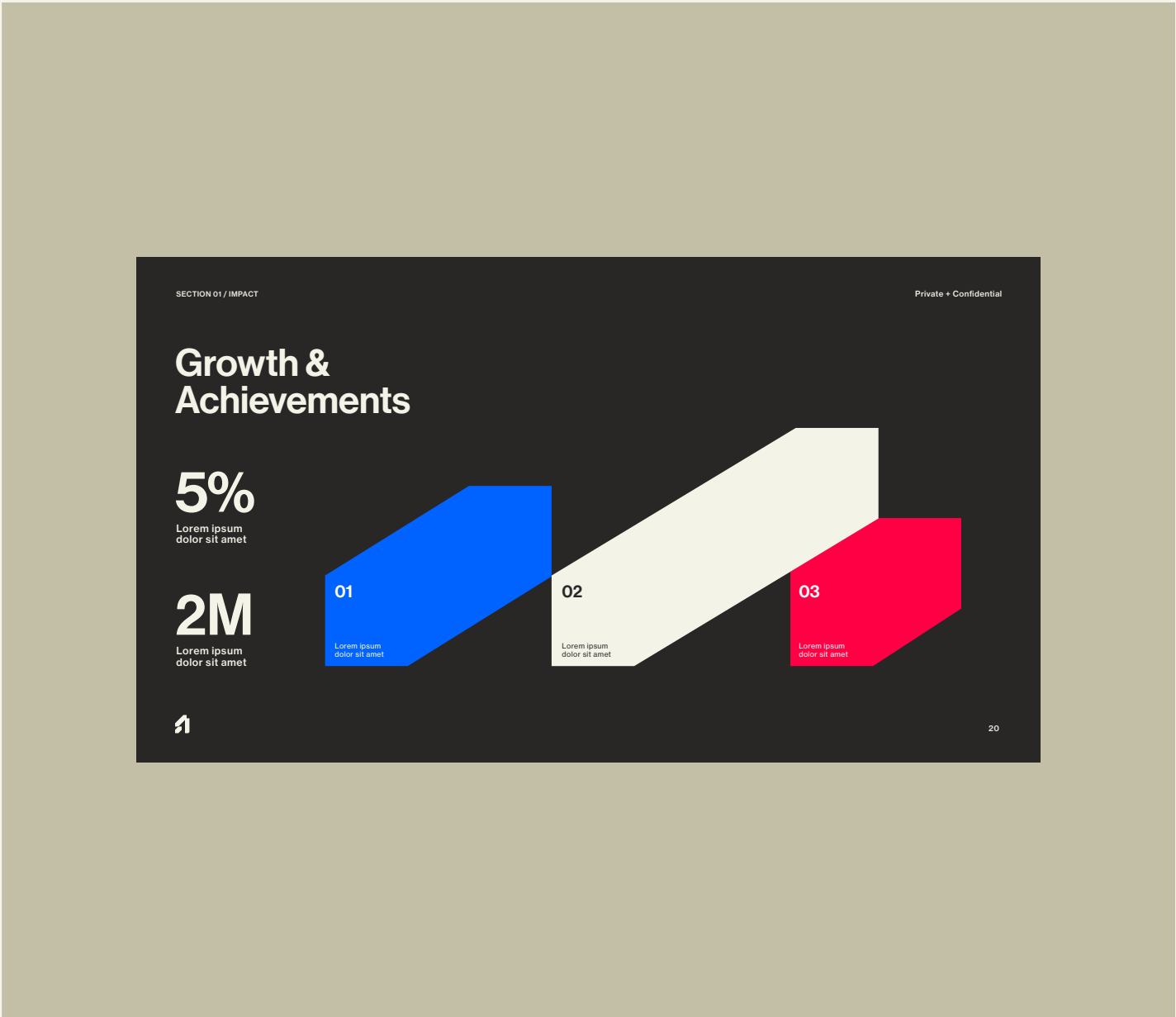
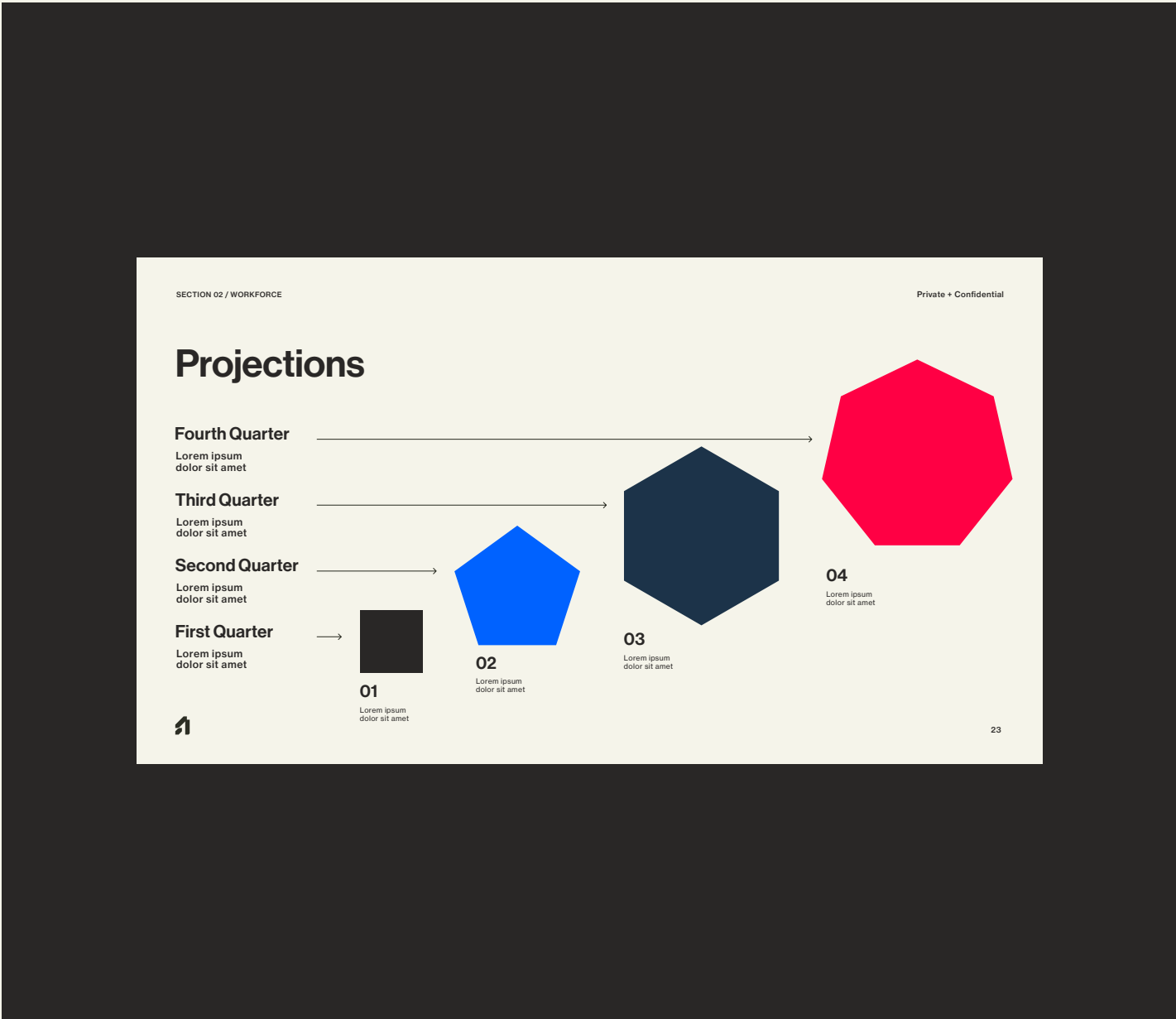
Standard charts and bar graphs produced in PowerPoint require no additional design treatment – simply ensure brand colors and typefaces are applied correctly. In the rare cases where bespoke data visualization is warranted, all graphics should remain consistent with the design system and draw inspiration from the logo.



Data Visualization: Bespoke

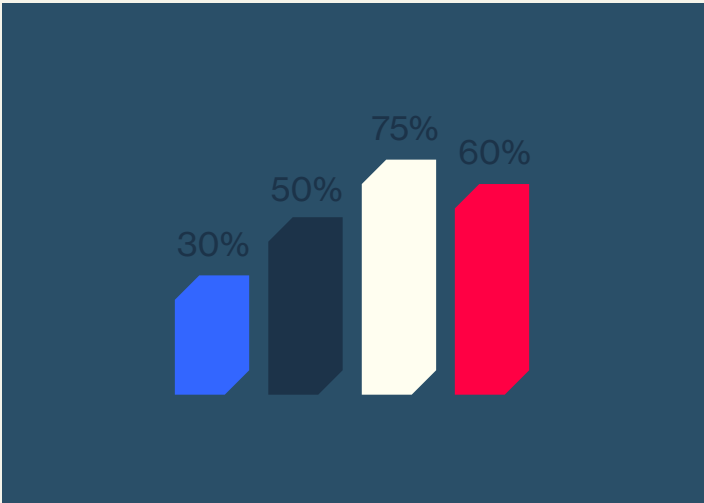
This bespoke visualization style draws from the angular geometry of Mark used by the The Aon Group’s logo. Graphics are designed to reflect that aesthetic while maintaining simplicity and cohesion.

Reserved for presentations where custom graphics are possible, it should be applied with care and intention.

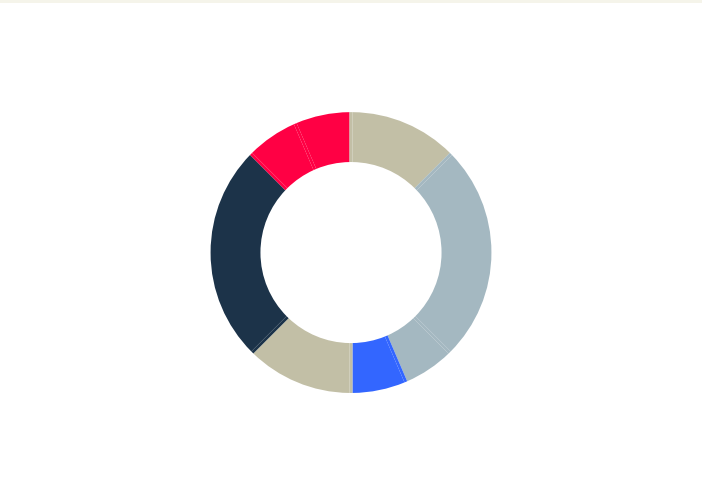


Data Visualization: Incorrect Usage

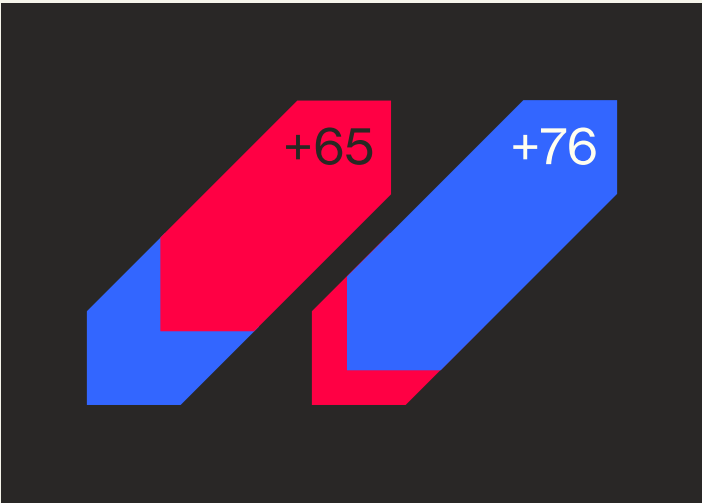
Ensure that all data vizualiations use a variety of our colors and have sufficient contrast between them. Please avoid the following situations:



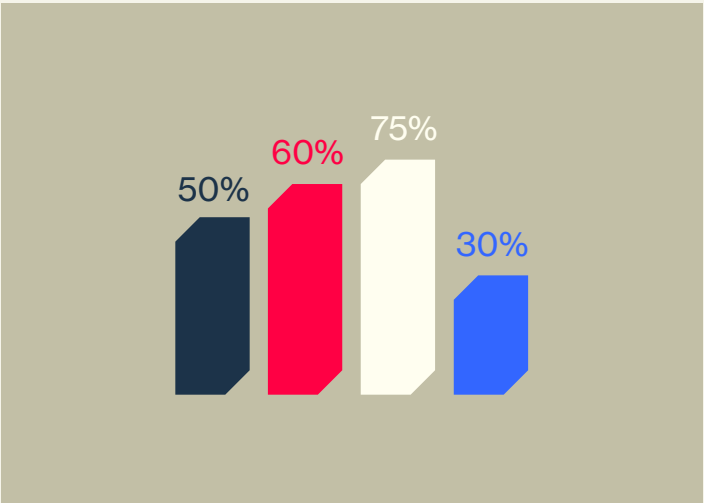
Do not use colors in data vizualization elements that are not legible.



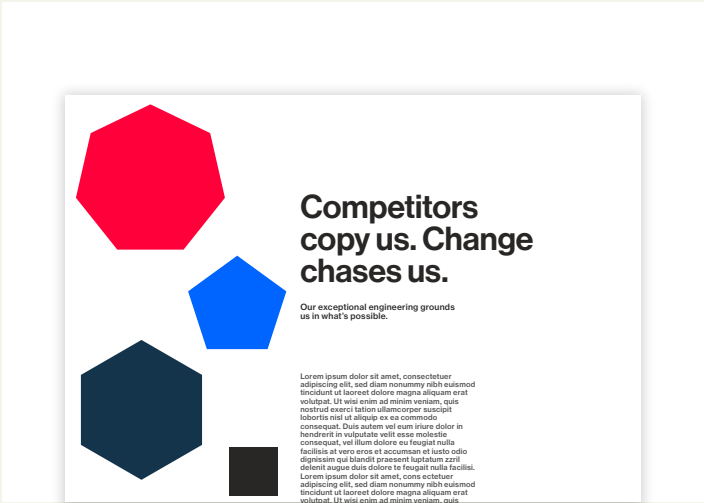
Always use a gap within two adjacent data points for better accessiblity.



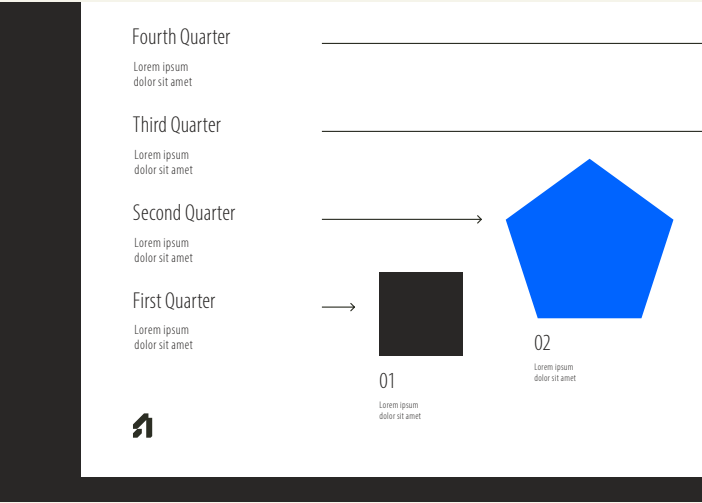
Do not place vibrant colors next to each other, they should always be supported/with neutrals in between.



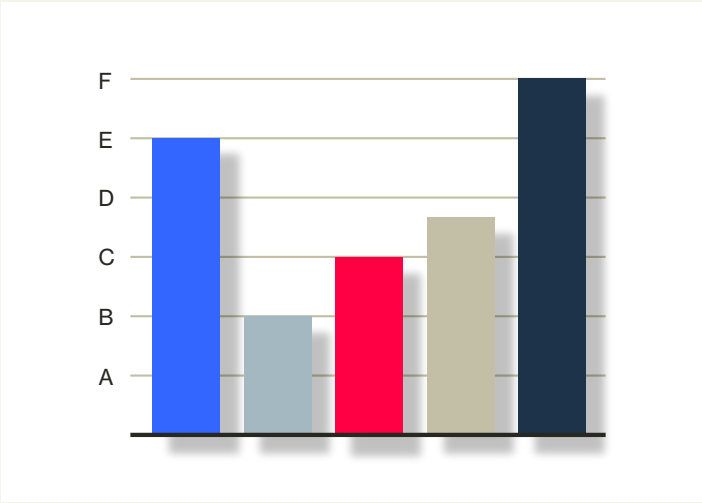
Do not use colors outside the ones mentioned in the typography section even for labels.



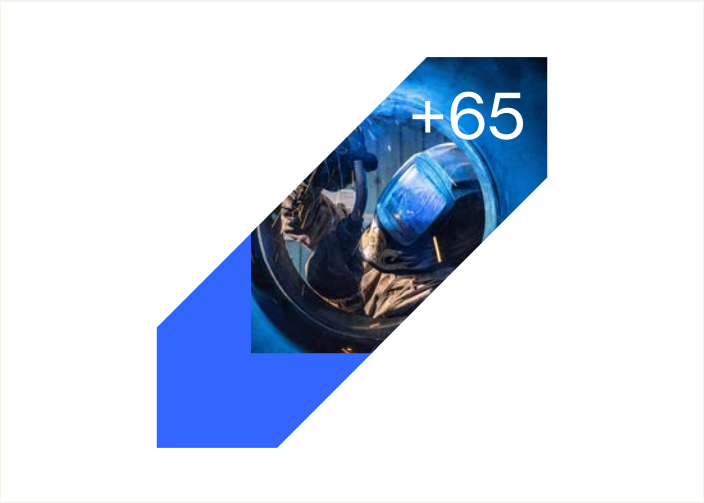
Do not use bespoke data vizualiation elements as decorative pieces or as part of the design system. They are meant to be used purposefully.



Do not use any other fonts other than our primary typeface for labelling data.



Do not apply special effects like drop shadows to data visualization.



Do not fill data visualization shapes with imagery.

Graphic System: Overview

The graphic system is rooted in The Aaon Group’s Mark. Various configurations of the mark are developed for use as standalone graphics or as containers and masks for photography.

The forms introduce a sense of movement and visual momentum while maintaining synergy with the mark itself. It is essential that these shapes be applied with restraint – functioning equally as independent graphic elements or as compositional frames for imagery.



Engineering the Future of Thermal Exchange

Our exceptional engineering grounds us in what's possible.

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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui.



Pioneering Future Defining Technologies

Our exceptional engineering grounds us in what's possible.

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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros

Tomorrow's Workforce Leading the Way





Competitors copy us. Change chases us.

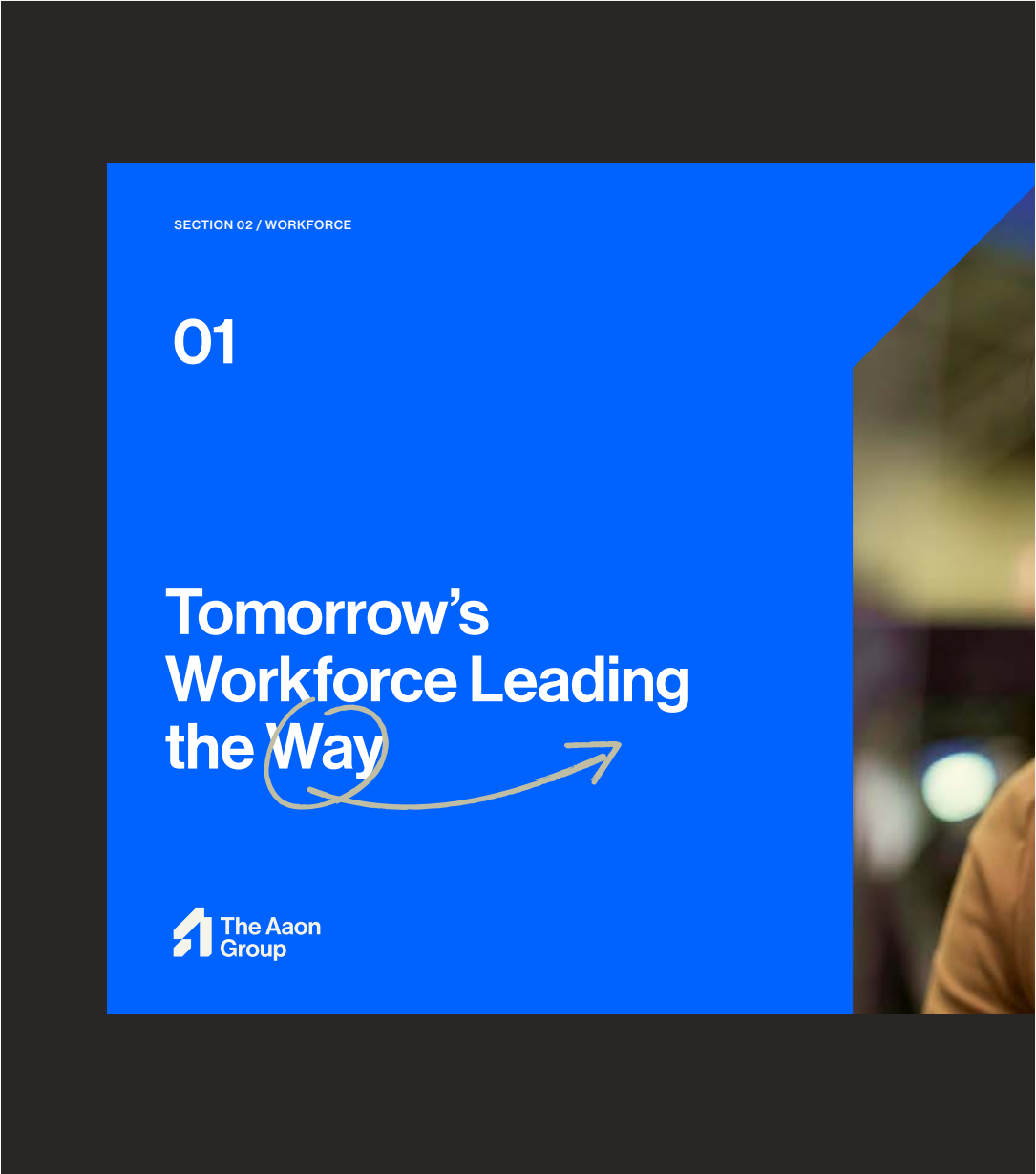
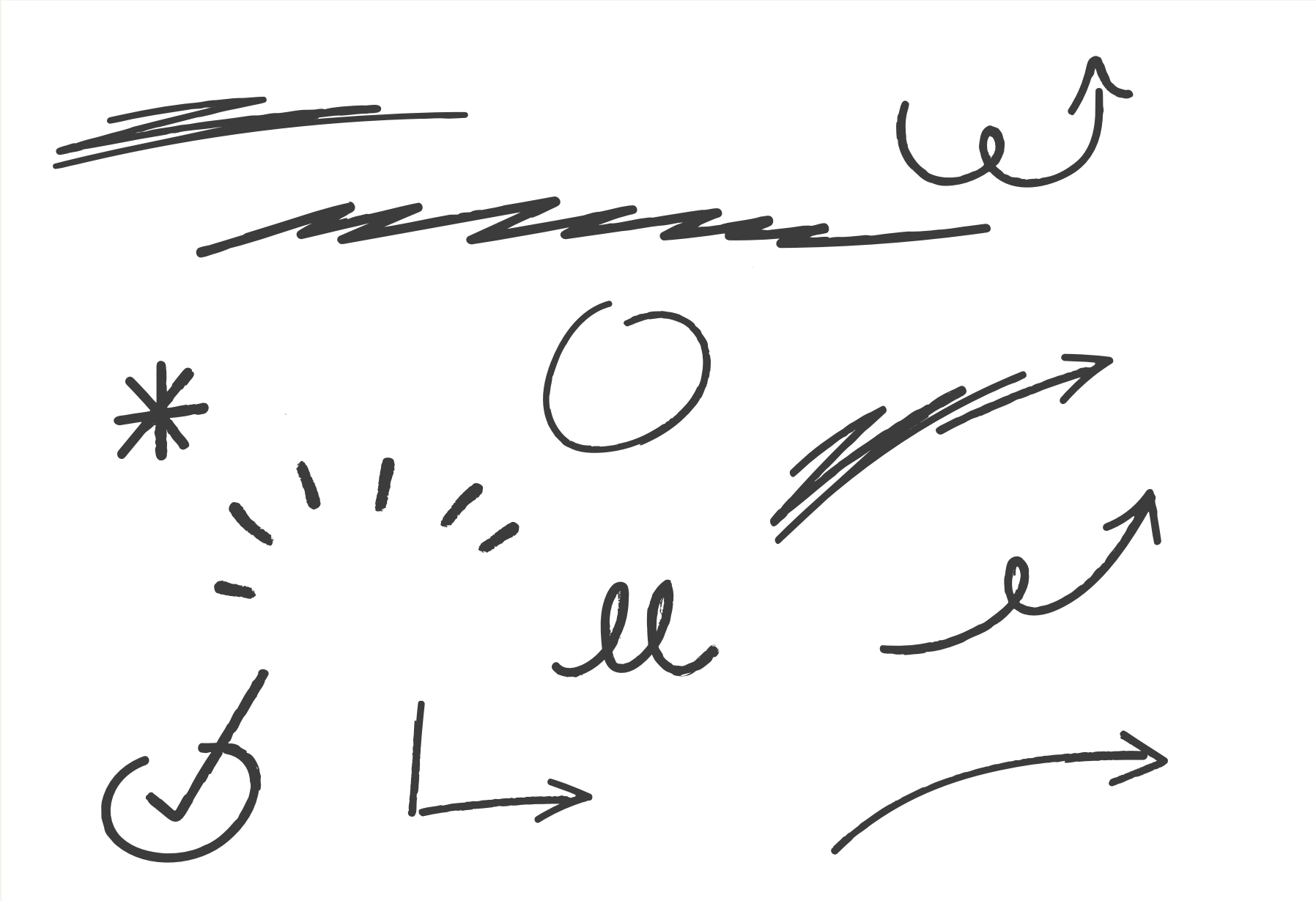
Our exceptional engineering grounds us in what's possible.

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Graphic System: Sketch Device

The design system includes a subtle ingredient that speaks to the agile, inventive nature of the people at The Aaon Group. Sketch-like devices introduce a human touch – evoking the ability to innovate, craft, and collaborate.

These gestures should remain simple and universal, used selectively to add emphasis without ever drawing attention away from the primary message.



Graphic System: Incorrect Usage

To maintain brand integrity and visual clarity, avoid the following practices.

These restrictions ensure the identity remains professional, accessible, and consistent across all platforms.



Do not clip the corner excessively.



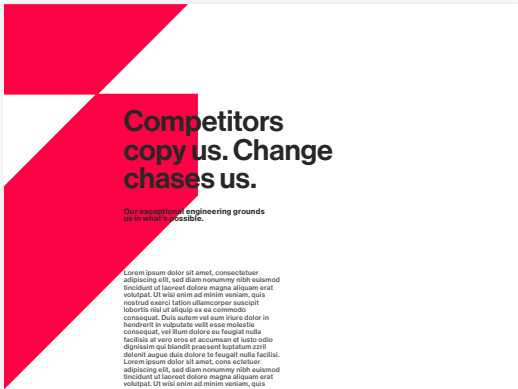
Do not clip more than two sides.



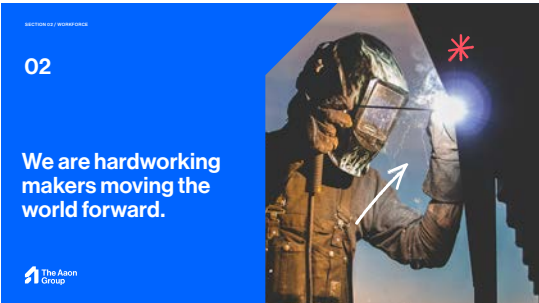
Do not distort the shape in any manner.



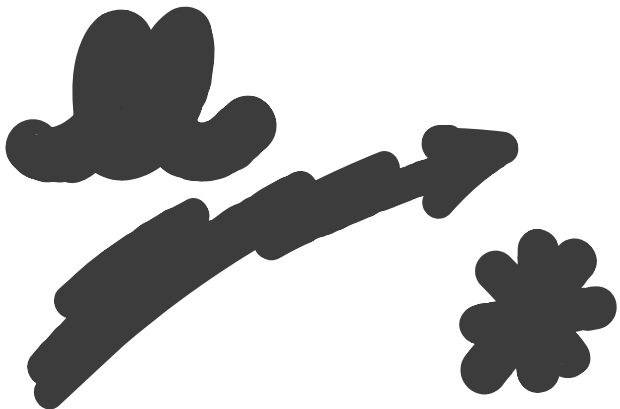
Do not add the angled graphic shape on more than two sides.



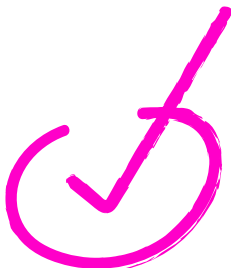
Avoid placing text on colored shapes that reduce legibility.



Do not use the sketch device over imagery or in a way that it looks decorative, they should be purposefully used.



Do not edit the sketch device in a way that it gets blotchy or is hard to decipher what it is.



Do not apply colors outside our brand palette to the sketch device.

Gallery

Elevating Standards of Performance



Our exceptional engineering grounds us
in what's possible.



Imagining What Comes Next



Our exceptional engineering grounds us
in what's possible.



Engineering the World Ahead



Our exceptional engineering grounds us
in what's possible.



Note: The imagery shown here is placeholder. This imagery should not be reproduced.



Engineering the Future of Thermal Exchange

Our exceptional engineering grounds us in what's possible.

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Pioneering Future Defining Technologies

Our exceptional engineering grounds us in what's possible.

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Note: The imagery shown here is placeholder. This imagery should not be reproduced.

Growth & Achievements

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Our decades of experience let us make the bold moves that deliver progress, performance and impact, everywhere it matters.

We push boundaries because we understand that comfortable spaces help to create endless possibility.

[View products](#)



Note: The imagery shown here is placeholder. This imagery should not be reproduced.

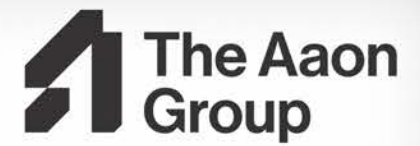


Note: The imagery shown here is placeholder. This imagery should not be reproduced.



A large stage presentation in a dark auditorium. A speaker stands on the left side of a large white screen, gesturing towards the text. The screen displays the slogan 'Improvin lives through future-deining technologies.' and the The Aon Group logo. The audience is seated in the foreground, silhouetted against the stage light. The stage is lit with a blue and white geometric pattern.

Improvin lives through
future-deining technologies.



Note: The imagery shown here is placeholder. This imagery should not be reproduced.





Contact

For additional information or resources, please contact the Marketing team:
marketing@theaaongroup.com