




75F[®]

STYLE GUIDE



TABLE OF CONTENTS

- 
1. Logo Usage
 2. Colors
 3. Fonts
 4. Photography
 5. Iconography
 6. Branded Product
 7. Design Examples

LOGO

The primary logomark is what defines the very first impression of all 75F materials, from our website to our printed materials and products. It's the most recognizable and unique piece of our entire brand. As such, it should be utilized consistently and respectfully in order to maintain the positive image our brand builds in the community.

Should the Full Color Logo not be usable in a given circumstance or isn't ideal, use the White Logo or One Color as deemed fit.

Use the registered logo (see ®) when the logo is in prominent display and/or is the first instance of the logo and company name being shown in a given document. While there is no legal requirement to use the registered logo, it lends the brand legitimacy to competitors and clients.

FULL COLOR



WHITE LOGO



ONE COLOR



LIGHT BACKGROUND

WITH LOGO MARK



FULL COLOR



ONE COLOR



GREY

WITHOUT LOGO MARK



ONE COLOR



GREY

DARK BACKGROUND

WITH LOGO MARK



FULL COLOR



ONE COLOR



GREY

WITHOUT LOGO MARK



ONE COLOR



GREY

LOGO DO'S & DON'TS

Since the logo in all its forms can manifest itself in many ways and stay in brand, it is important to ensure that any execution of the logo does not degrade the overall brand image. Examples of do's and don'ts are as follows, though not an exclusive list.



When using a portion of the logomark, ensure that enough of the symbol is visible that it is recognizable, though not so much to make the cutoff look like a mistake



When using the logo in white, never place over a busy background. Instead, place them over an easily legible image or color that won't crowd or confuse the logo.

COLORS

It's important when bringing color into any materials that they read as consistently as the rest of the brand.

Overall, our brand should always read as sophisticated, upscale, and confident. Official colors are as follows.

75F Orange



PANTONE
SOLID COATED 1665 C

HEX: #e24301
RGB: 226 / 67 / 1
CMYK: 6 / 88 / 100 / 1

75F Charcoal



PANTONE
SOLID COATED COOL
GRAY 11 C

HEX: #55565a
RGB: 86 / 86 / 90
CMYK: 76 / 57 / 52 / 29

FONTS

For formal marketing materials, Proxima Nova is used for headers, and Calibri Light is used for body text. All text should be 75F Charcoal – never black (in the case of display materials such as ads or banners, text may also be 75F Orange or white).

It's important that 75F documents maintain a light, airy look. To achieve this, make sure the leading in your body text is at least 2pt greater than your font size, and include full breaks between paragraphs. Avoid having too much text per page.

While body and header sizes may vary between marketing documents, maintain a ratio similar to a header size of 20pt, and a body size of 12pt. For informative documents such as case studies and product introductions, justify text with last line aligned left.

—

When documents are opened by end users that don't have the fonts used in the document, formatting changes often occur. This results in a loss of quality and reduces the credibility of our overall brand.

Because of this, Calibri is used as both the body text and header font when creating documents in programs like Microsoft Word, Excel, or PowerPoint where there is potential for the end user to open it in the program it was made in. Here, headers are set at 13pt, with all body text set at 11pt.

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789639

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789639

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789639

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789639

Calibri Light

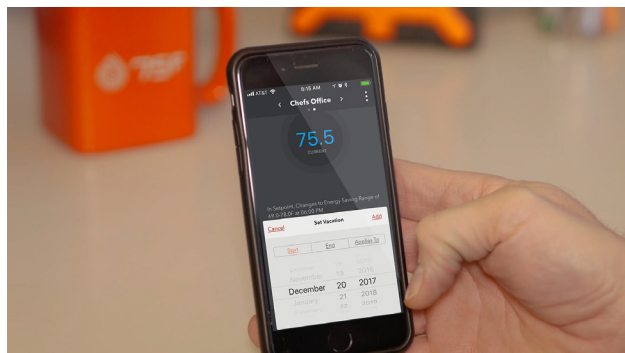
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789639

PHOTOGRAPHY

75F photos are warm, bright, candid and inviting. They should be well composed, high resolution, with a strong focal point and a shallow depth of field when featuring people or product. Use in-house photography whenever possible. When choosing stock photos, find photos that match our brand and avoid anything that is overly posed or unnatural.



ICONOGRAPHY

The following is official 75F icon set. Use icons to compliment major selling points and ideas in 75F literature. Icons can be used in both circle and outline format.



Reduce costs



Airflow/quality



Save energy



Increase comfort



Self optimizing



Scheduling



Data visibility



Zones / DAB



Humidity



Pressure



Daylighting



Remote management



Easy installation



Industrial



Predictive maintenance



Lighting



HVAC



Refrigeration



Restaurants



Retail



Office



Sustainable



Retrofit



ROI



Efficient



Intelligent



Smart Stat



Smart Node



Sensors



Facilisight



Rooftop Unit



VAV



CCU

BRANDED PRODUCT

When branding SWAG and similar products for 75F, think bold and simple. Stick to white, orange, or light grey product with minimal messaging.





DESIGN EXAMPLES

ADS & COVERS

Ads and literature covers for flyers, brochures, etc. should be bold, colorful and with minimal text.



Make your building
work for you.



Talk to us: 612-812-0149

www.75f.io



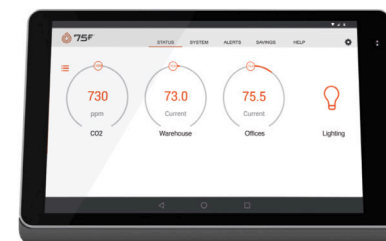
SAVING ENERGY NEVER FELT BETTER

RETAIL AUTOMATION

75F delivers solutions that predict building automation needs, making retail spaces more energy efficient and cost-effective.



Is Your Building Smart?



75F offers a smart thermostat that pays you back. Onsite control at your fingertips – plus, manage your buildings remotely with our suite of web and mobile apps.



DESIGN EXAMPLES LITERATURE

For literature, note the use of white space, icons, and photo bleeds. Note that even in our case studies, which are data heavy, the overall appearance is light and uncrowded.

AMAZING LASH CASE STUDY

CUSTOMER COMFORT THROUGH ZONE CONTROL
FOR FAST GROWING RETAIL SERVICES FRANCHISE



Since 75F has been installed, it really runs itself. I don't feel like I have to oversee it on a daily basis.

Patty C. | Franchise Owner

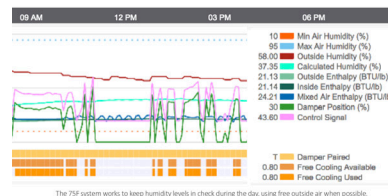


THE 75F SOLUTION

Amazing Lash initially vetted the 75F solution against Carrier*, a major provider of heating and air-conditioning systems. They found the 75F system to be a significantly better fit and value, both in terms of installation and operational costs. The 75F system was designed into the plans by an engineer and bid against by contractors. 75F has provided a solution to Amazing Lash which improves the overall use of the building while offering significantly lower operational and installation costs, as compared to traditional zone systems from larger HVAC suppliers.

A single rooftop unit was already installed, which was fitted with the 75F* Outside Air Optimization™ solution, including sensors, controls and software interface. Outside Air Optimization saves energy by optimizing the amount of outside air allowed into HVAC package units while maintaining high comfort standards.

In addition to Outside Air Optimization, Amazing Lash implemented 75F* VAV Zoning™ solution with the 75F* Smart Node™ – a multi-purpose terminal equipment controller – and the 75F* Remote Temperature & Humidity Sensor™ (RTH). The Smart Node and RTH communicate and work to continually monitor and control both the temperature and the humidity for each of the five zones at Amazing Lash. Predictive algorithms mean that the system is always working to keep temperatures comfortable and to optimize energy usage.



THE CHALLENGE

Amazing Lash Studio is a premium salon franchise offering eyelash extensions. A fast-growing retailer, Amazing Lash's current portfolio of 160 locations has an additional 114 future sites planned for immediate expansion. Amazing Lash recently opened two new locations in the Minnesota market, where they have partnered with 75F to install our building automation system.

Since Amazing Lash offers a premium experience with a focus on comfort, they were seeking zoned environmental controls and humidity levels within their studios, which meant the new buildout required zone controls. Large windows in the Amazing Lash lobby area were creating solar gain, with swings in temperature which needed to be balanced. The lash rooms at Amazing Lash function like individual offices, where it's important to be able to finely control the temperature and humidity from zone to zone.

AT A GLANCE

Example Location Profile Minnesota

75F Solutions	75F* Outside Air Optimization™ 75F* VAV Zoning™
Square Footage	2,400
Rooftop Units	1
Average RTU Size	6 tons
Previous System	New buildout
Zones	5

See more client success stories at 75f.io/casestudies

THE RESULT

Amazing Lash plans to continue working with 75F for a series of retrofits and national rollouts. Our innovative technology has dramatically lowered the initial costs for HVAC zoned systems. 75F* Facilisight™, our suite of web and mobile apps – which is included in all solutions – provides insight into buildings across a portfolio and makes operating multiple locations easy.

Thanks to 75F* VAV Zoning™ and Outside Air Optimization™, Amazing Lash now benefits from precise zone controls which ensure consistent temperature and humidity levels across their buildings. Ease of installation by contractor and simple setup made the 75F system a standout choice for Amazing Lash. Dramatically increased comfort and lower operating costs have provided an improved experience for customers and franchise owners alike.



Each of the zones at Amazing Lash can be individually controlled and monitored through Facilisight™, our suite of web and mobile apps.

I'm really excited to have a mobile app to get insight and control the system from home.

Patty C. | Franchise Owner

To learn more about our intelligent building solutions, visit www.75f.io

AMAZING LASH CASE STUDY



75F for Restaurants

Increase Guest Satisfaction, Employee Productivity & Energy Efficiency

75F utilizes the Internet of Things (IoT) and our proprietary cloud computing algorithms to create systems that predict, monitor and manage the needs of all the restaurants you manage. Whether you are looking to increase energy efficiency, create a comfortable environment for your guests and staff or remotely manage multiple locations, we eliminate inefficiencies and increase your bottom line. 75F is a proud member and sponsor of the national Restaurant Facility Management Association, ensuring that restaurants like yours run effectively.



Smart Solutions for Restaurants

- HVAC Optimization**
Control temperature across zones, create a comfortable kitchen and dining area and optimize outside air for free cooling savings.
- Refrigeration Monitoring**
Remote and automated logging and alerts for compliance and quality assurance.
- Advanced Lighting**
Schedule and automate lighting based on occupancy, daylight harvesting and more.

- Humidity Control**
Sense and manage humidity for improved comfort and reduced mold risks by using the RTU to cool and dry air overnight.
- IAQ Management**
Monitor and automatically manage CO2 & VOC levels for occupant health and productivity.
- Pressure & Odor Management**
Balance differential pressure so doors operate smoothly and so customers don't experience kitchen odors or smoke.

How We Make it Possible

75F is reinventing building controls using modern technology, such as cloud computing, wireless networking and mobile apps. 75F offers an easily-installed, wireless building automation solution that delivers sophisticated HVAC and lighting control, while reducing HVAC and lighting utility costs by 30-50%. Our system comes in at a fraction of the cost of comparable systems, providing a larger profit margin at a lower price point for you.



75F* Facilisight™, our suite of web and mobile apps, offers a single-pane-of-glass monitoring and management solution for your restaurant's HVAC/R, IAQ, pressure, humidity, lighting and energy management. View real-time temperature and energy status across sites, drill down to zones and equipment for analysis and remote diagnostics and push schedule changes and other updates across sites.

“We have employees and vendors telling us that they've never been in restaurants in our company that have been this comfortable.”

BRIAN D. | BORDER FOODS FACILITIES DIRECTOR

www.75f.io | [@75F_io](https://twitter.com/75F_io) | (888) 590-8995