

Visual Identity Guide



01 NTI positioning

Message House



Purpose

Meet everyone's needs by developing the latest, most efficient heating solutions and providing the most caring support service.

The heating specialist

Ideal solutions to meet everyone's needs

Pioneer of condensing boilers

The latest, most efficient and smartest technologies

Enduring quality

Reliable solutions conceived to last

Quality and scalable operations

Highest safety standards

Excellent caring

First-class technical service support

(Pro)active listening to professional partners' and customers' needs

Care for the planet

Brand statement

NTI is a leader in the heating solution industry, with its wide range of reliable and efficient products that meet every need and the most caring service support.



Purpose

Since our foundation in 1967, we've been providing a full range of innovative heating solutions and excellent customer support.

We are pioneers in the development of the most advanced and efficient hydronic heating for both home owners and businesses, and we continue to invest in innovation to provide efficient and sustainable heating solutions.

Our products are smart, energy-conscious, connected, reliable and safe, and offer unmatched heating performance.

We are close to all our customers, be they professionals or end users of our products.

We listen to their feedback to drive our innovation and we ensure an exceptional combination of online and offline tools to simplify their life or their work.

With NTI you get quality, Made in North America products and unrivaled support.

NTI, products you need from people who care.

That's what makes us unique

- **The heating specialist**
- **Enduring quality**
- **Excellent caring**

**Points of difference
and reasons to believe**

The heating specialist

Ideal solutions to meet everyone's needs

Since 1967 NTI has been providing a full range of innovative and energy-conscious heating solutions, for both home owners and businesses, and a broad range of capabilities and power for every need.

Pioneer of condensing boilers

NTI is a pioneer in the most advanced and efficient hydronic heating systems, and is committed to ongoing investments and innovation, aiming to constantly provide efficient and sustainable heating solutions.

The latest, most efficient and smartest technologies

The full integration of different technologies makes our products the best fit solution for every need.

Enduring quality

Reliable solutions conceived to last

We firmly believe in the reliability of our products and solutions. This is because we are committed to use the best components and materials available. Furthermore, we certify the quality of each of our products before, during and after their production, through a number of checks and tests. All of our products are provided with a solid warranty to ensure their long-lasting durability.

Quality and scalable operations

We strive to ensure high standards of quality throughout all our processes and functions. This is demonstrated by our significant manufacturing presence around the world, as well as by our excellent logistics. Not to mention that our manufacturing facilities are involved in a continuous performance and quality monitoring processes, constantly perfecting every aspect of production and plant maintenance. An extensive application of the World Class Manufacturing program integrates flexibility, process time control and manufacturing cost reduction, while increasingly focusing on safety and the environment.

Highest safety standards

We truly care about our customers' peace of mind. Our products and solutions are highly reliable and boast unique safety systems designed to give users a strong sense of security.

Excellent caring

First-class technical service support

We offer an outstanding combination of online and offline services.

The on-site laboratory and training facilities ensures to develop the technical expertise.

NTI solutions and products are smarter, and always connected for remote assistance.

(Pro)active listening to professional partners' and customers' needs

We listen to customers' feedback to drive innovation. That's why our products are versatile, flexible, easy to install and maintain. We provide support tools to empower them: from training options to bespoke solutions designed to help professionals grow their businesses, streamline their work, and ultimately enhance their sense of belonging to a community they can trust.

Care for the planet

As part of Ariston Group, global leader in thermal comfort, NTI is committed to delivering sustainable heating solutions.

Caring

Communicate in a way that makes professionals and customers feel valued, appreciated, and supported. Use of language and messaging that demonstrates understanding, and a genuine concern for them.

Honest

Use language and messaging that is truthful, transparent, and straightforward. Communicating in a way that accurately represents our values. Avoid using vague or ambiguous language, and use clear, concise language that accurately describes our products and services.

Professional

Communicate in a way that reflects our expertise, competence, and our authority in the heating solution industry. Knowledgeable and up-to-date on heating trends, regulations, and best practices, providing expert insights and advice to customers and professionals.

02

Logo

- 2.1 Logo construction
- 2.2 Clear space and minimum size
- 2.3 Logo with tagline
- 2.4 Colours
- 2.5 Incorrect logo usage
- 2.6 Logo with website and address

2.1 Logo

Logo construction

The NTI logo is the core element of our visual identity and consists of the ellipse icon and the NTI wordmark.

These two elements are never to be separated from each other.

Both elements are vertically and horizontally centered.

Proportions should always be respected.



2.2 Logo

Clear space and minimum size

The effectiveness of a logo can be diminished by crowding. Other graphics and photos can intrude upon the “breathing room” of the brand logo, reducing its presence. To avoid crowding, a safe zone has been established, based on the “N” in NTI at 100 per cent. Using this as a unit of measure will ensure adequate breathing room around the brand logo.

Proportion: Note the proportions of the NTI logo and Chandler logo in relation to each other. They are not of equal length or height. Instead, they have been sized by “weight” to ensure equal visual impact. Use this approach in all multi-logo applications.



Logo minimum size

10 mm

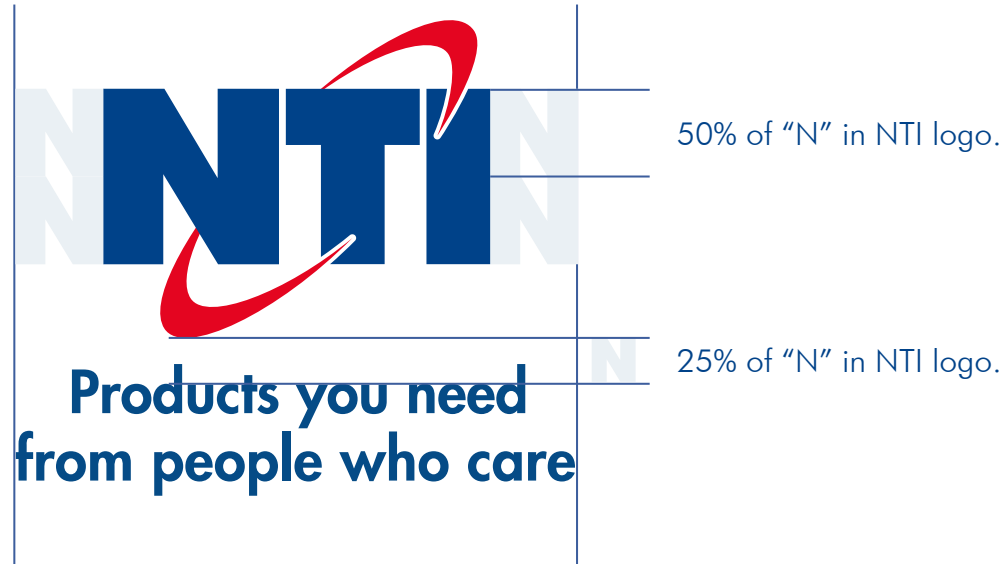
2.3 Logo

Logo with tagline

Please follow these proportions and colours when associating the NTI logo with the company tagline and website.

Tagline font: Futura Heavy
Tagline font colour: Blue 2945C

Font for tagline should not be reduced past 9pt font.



2.4 Logo

Colours

As our logo incorporates two colours, it is recommended that we use our full colour whenever possible. A black version of the logo is available for executions where colour is not possible. Our logo can also be presented in reverse, in cases where the background colour is as dark or darker than the main colour in the full-colour logo.

Placement of the NTI logo over an image is not preferable. If you want to do this, you must request permission ahead of time from the NTI marketing team. Contact marketing@ntiboilers.com.



2.5 Logo

Incorrect logo usage

To ensure the identity's strongest impact, do not modify or distort the logo. The uses shown are all unacceptable treatments to the logo. Most questions about logo usage will be answered by reviewing the improper examples given.

1. Do not apply outlines.
2. Do not add drop shadows.
3. Do not add gradation.
4. Do not skew, rotate or stretch.
5. Do not change orientation.
6. Do not contain in a shape.
7. Do not change brand colours.
8. Do not add elements.
9. Do not add special effects



2.6 Logo

Logo with website and address

Please follow these proportions and colours when associating the NTI logo with the company website and address.

Web Tagline font: Futura Heavy
Web Tagline font colour: Blue 2945C

Address Tagline font: Futura Heavy
Address Tagline font colour: Blue 2945C
& Black 7 C

Font for tagline should not be reduced
past 9pt font.



25% of "N" in NTI logo.



2.6 Logo

Social icons

It is preferred that the NTI logo is represented free of a container but if a container works best for your needs, feel free to use either a square, or square with rounded corners.



Logo Social Icon



Rounded Square
Social Icon



Square
Social Icon

Logo application on products

-

03

Basic elements

3.1 Brand Colours

3.2 Brand gradient

3.3 Graphic Element - The Oval

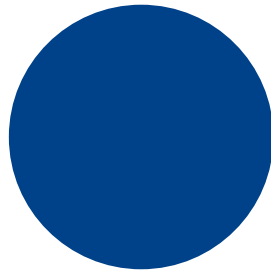
3.1 Basic Elements

Brand Colours

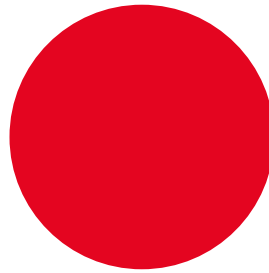
Our primary colours are at the core of our visual identity. These are our consistent colours, which must be represented exactly in our brand logo. The primary colour palette inspires confidence, trust and growth.

Secondary colours can be used to add aesthetic appeal, by including complimentary secondary tones and accents to marketing materials. They complement the primary colours used within the logo and highlight the primary brand colours effectively, giving them more impact. The secondary palette is safe to use for supporting materials.

PRIMARY COLOURS

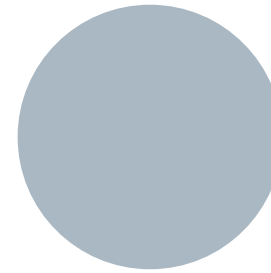


Pantone **2945 C**
CMYK **100 / 72 / 0 / 18**
RGB **0 / 73 / 144**
HEX **#004990**

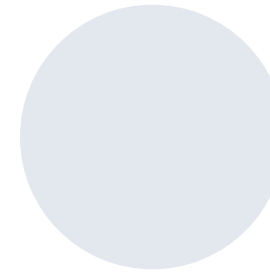


Pantone **185 C**
CMYK **0 / 100 / 91 / 0**
RGB **237 / 27 / 46**
HEX **#ED1B2D**

SECONDARY COLOURS



Pantone **Cool Gray 7 C**
CMYK **34 / 20 / 18 / 0**
RGB **170 / 184 / 194**
HEX **#AAB8C2**



Pantone **Cool Gray 3 C**
CMYK **10 / 4 / 4 / 0**
RGB **225 / 232 / 237**
HEX **#E1E8ED**

CMYK colours for printed materials.

RGB colours must be used on the Web and in multimedia presentations, never use them for printing in any circumstance.

CMYK

RGB

Never use the wrong colours.

3.2 Basic Elements

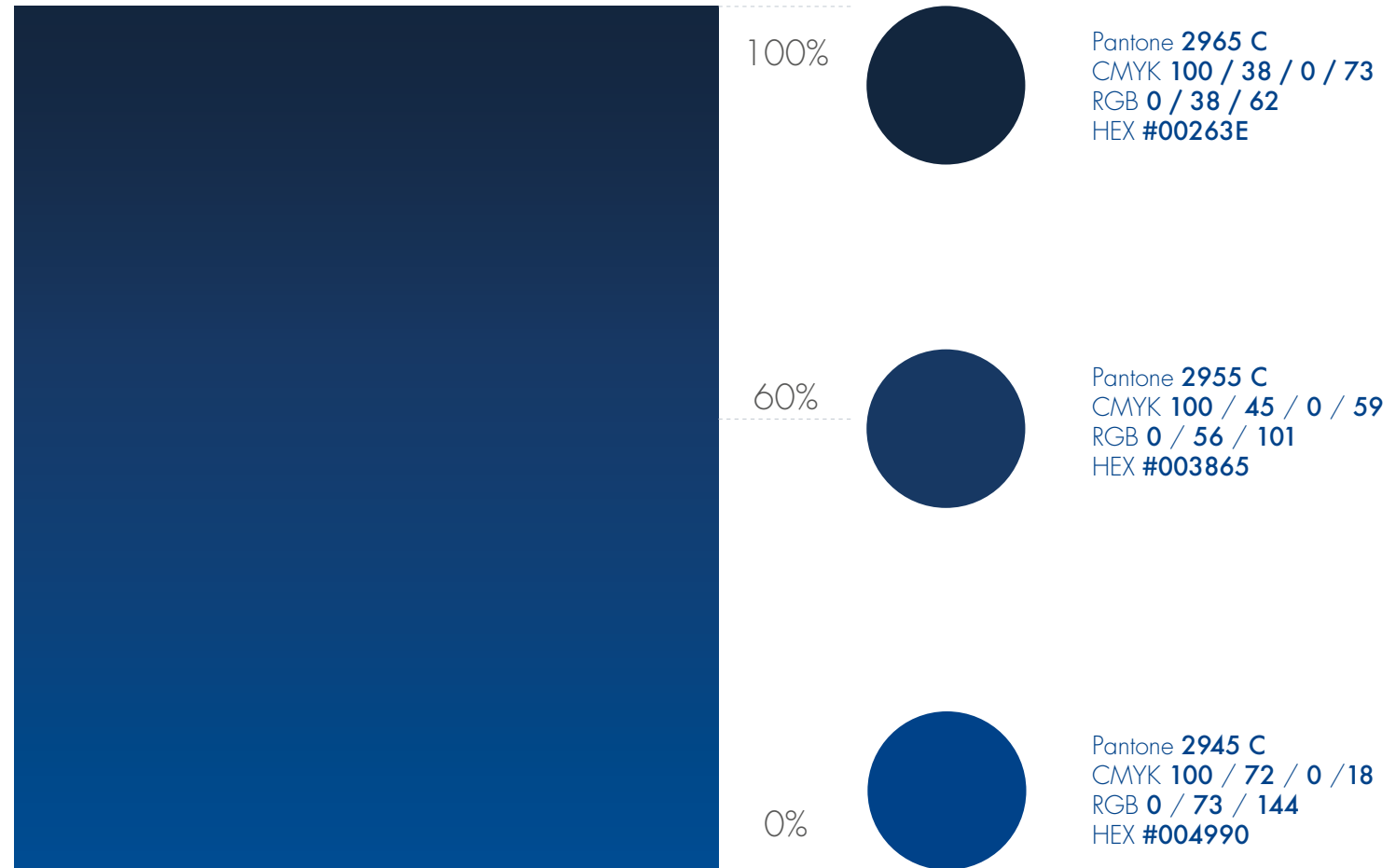
Brand Gradient

The gradient is usually used with a 90° angle from the bottom.

The gradient starts from a dark blue on top and goes all the way to a brighter and vivid one. Three blues define the gradient, each occupying a certain position (0% – 60% – 100%).

The blue in the 0% position corresponds to Pantone 2945 C.

BRAND GRADIENT



3.3 Basic Elements

The oval

Graphic Elements



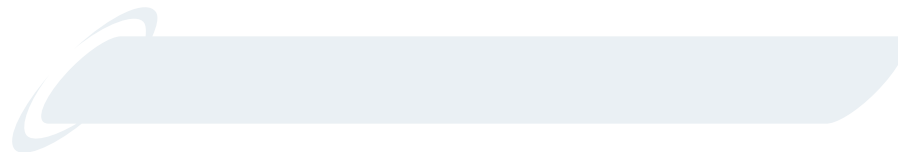
Pantone **2945 C**
CMYK 100 / 72 / 0 / 18
RGB 0 / 73 / 144
HEX #004990



Pantone **185 C**
CMYK 0 / 100 / 91 / 0
RGB 237 / 27 / 46
HEX #ED1B2D



Pantone **Cool Gray 7 C**
CMYK 34 / 20 / 18 / 0
RGB 170 / 184 / 194
HEX #AAB8C2



Pantone **Cool Gray 3 C**
CMYK 10 / 4 / 4 / 0
RGB 225 / 232 / 237
HEX #E1E8ED

3.3 Basic Elements

The oval

Graphic Elements



Oval light

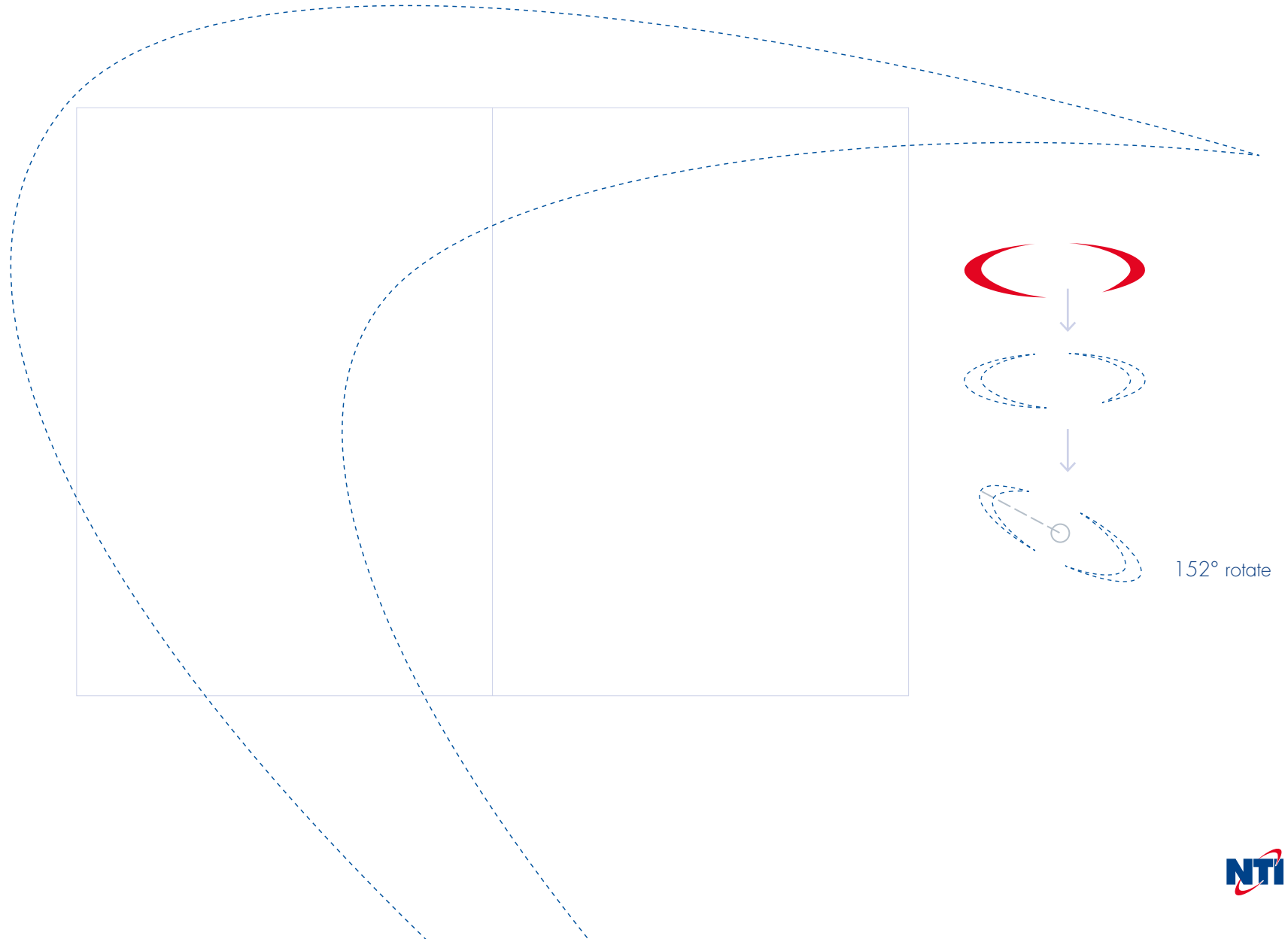


Oval light applied

3.3 Basic Elements

The oval

Horizontal construction



3.3 Basic Elements

The oval
Horizontal construction
example

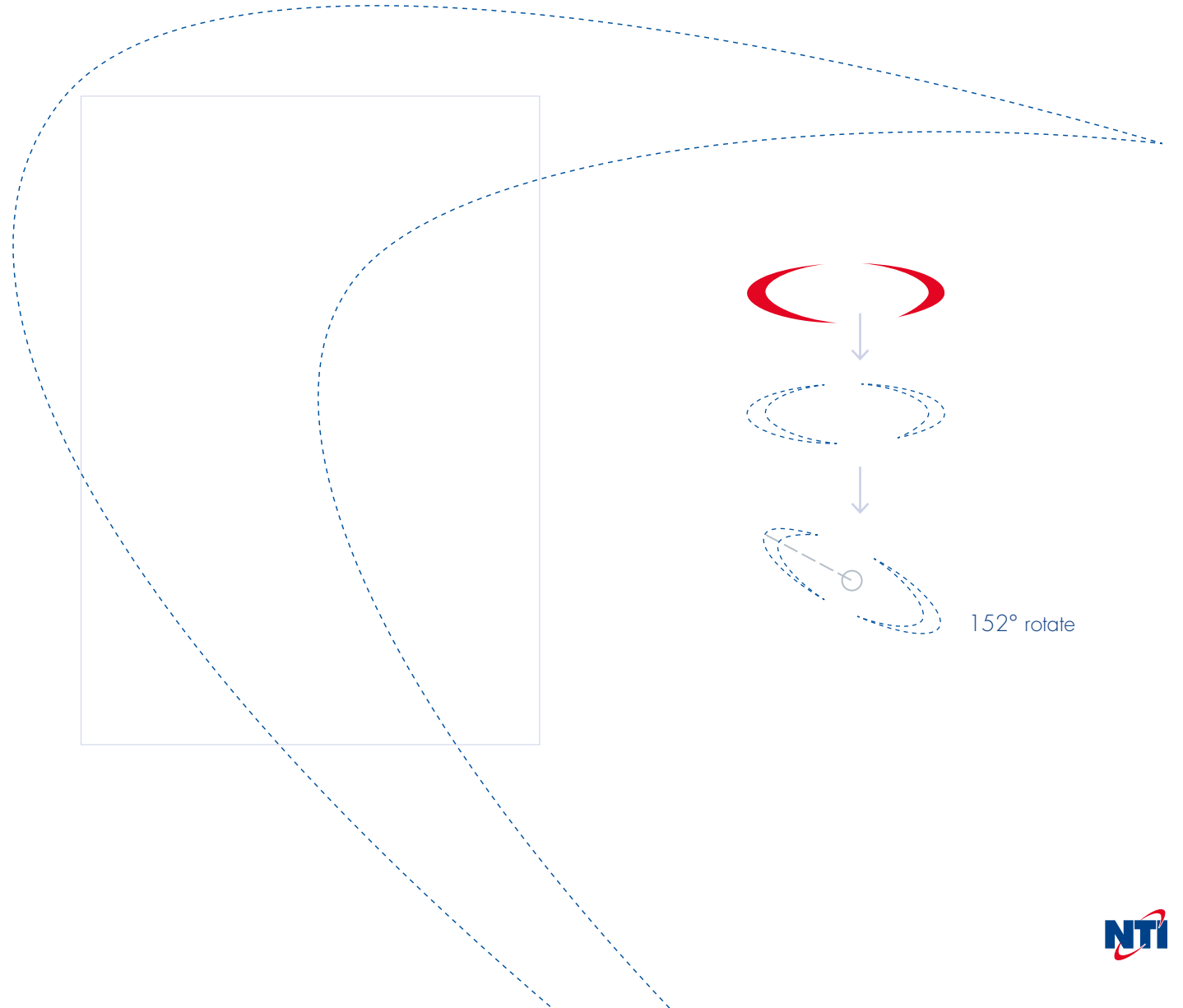


Catalog double spread

3.3 Basic Elements

The oval

Vertical construction



3.3 Basic Elements

The oval

Vertical construction
example



3.3 Basic Elements

The oval

Vertical construction example



04

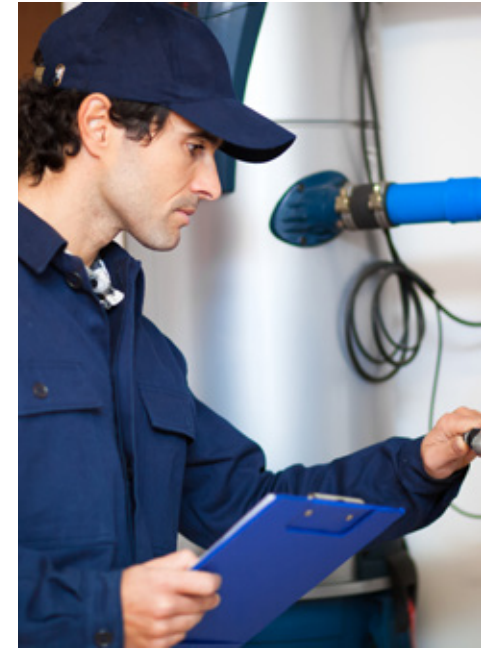
Photography

- 4.1 Men at work
- 4.2 Customer & Professional
- 4.3 Comfort

4.1 Photography

Men at work

We recommend to choose images portraying our professionals at work, in order to show their professionalism and readiness to provide qualified support and service.



4.2 Photography

Customer & Professional

We recommend to choose images showing



4.3 Photography

Comfort

Having an NTI product in one's home means increased comfort. We recommend the use of images capable of immediately and directly conveying this benefit.



4.3 Photography

Examples

In this page you can see some examples of photos applied.



05

Contents

5.1 Typography - primary font

5.2 Typography - default font

5.1 Contents

Typography primary font

The NTI typeface is bold, simple, and universal. Use the bold for primary headlines. The medium for secondary headlines and light for all other forms of copy.

Futura Light

abcdefghijklmABCDEFGHIJL1234567890

Futura Medium

abcdefghijklmABCDEFGHIJL1234567890

Futura Bold

abcdefghijklmABCDEFGHIJL1234567890

5.2 Contents

Typography default font

When creating documents using Microsoft Office suite (e.g. Word and PowerPoint), Arial and Arial Black fonts should be used in place of the institutional typeface.

Arial Regular

abcdefghijklmABCDEFGHIJL1234567890

Arial Italic

abcdefghijklmABCDEFGHIJL1234567890

Arial Bold

abcdefghijklmABCDEFGHIJL1234567890

Arial Bold Italic

abcdefghijklmABCDEFGHIJL1234567890

Arial Black

**abcdefghijklmABCDEFGHIJL
1234567890**

Book - 9 pt / 10 pt

Les chauffe-eau “passe-partout” : fixés au mur,
posés au sol ou accrochés au plafond avec un jeu
de sangles

Book Italic - 10 pt / 10,5 pt

*“Easy to sell, easy to install, easy to service”:
Chaffoteaux boilers are made to fit every
need.*

Bold - 11 pt / 12 pt

**Les chauffe-eau “passe-partout”:
fixés au mur, posés au sol ou
accrochés au plafond avec un jeu de
sangles**

Bold Italic- 12 pt / 13 pt

***“Easy to sell, easy to install, easy
to service”: Chaffoteaux boilers
are made***

Black - 14 pt / 15 pt

**Les chauffe-eau
“passe-partout” :
fixés au mur, posés au sol**

06

Print Design

6.1 Print Design Example

6.1 Print design

Examples

In this page you can see some examples of print design.



6.1 Print design

Examples

In this page you can see some examples of print design.

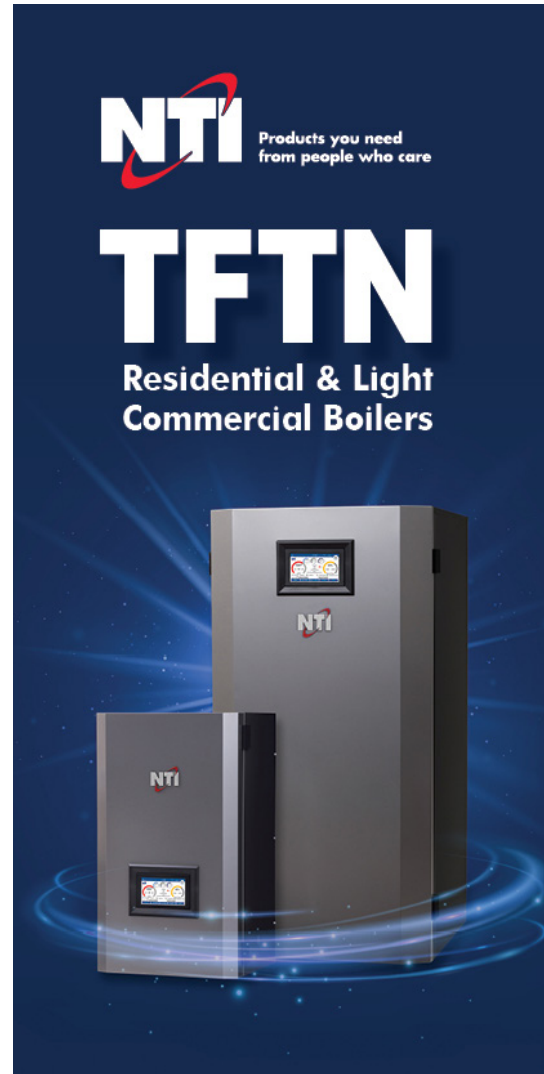


Roll-up
Suggested format: 80x200 cm

6.1 Print design

Examples

In this page you can see some examples of print design.



6.1 Print design

Examples

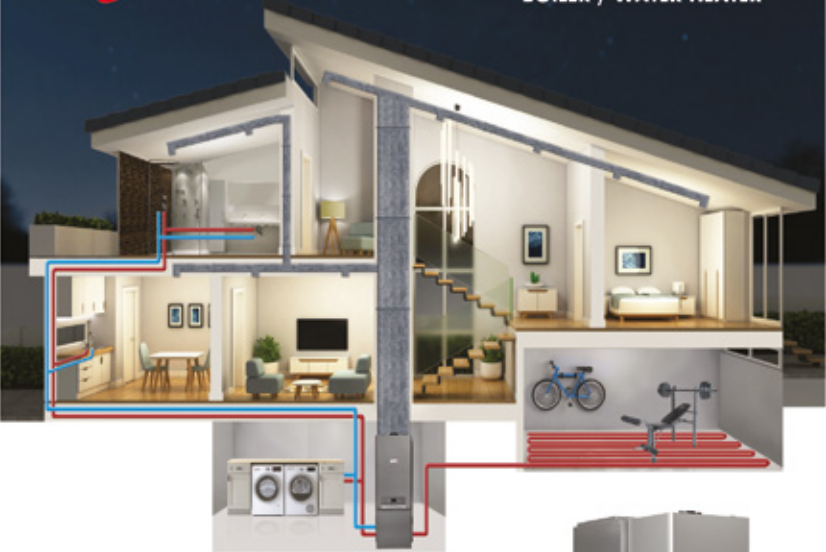
In this page you can see some examples of print design.



Products you need from people who care

GF150

COMBINATION FURNACE
BOILER / WATER HEATER



NTI's GF150 merges its popular TRX Combi Boiler with an ECM driven air handler to provide forced-air heating, domestic hot water and hydronic capabilities. Using GREEN FURNACE Technology delivers up to 95% AFUE and reduced temperature swings, fuel consumption, costs and emissions when compared to standard furnaces.

Integrated Wi-Fi for remote monitoring & troubleshooting. 





• Meet the GF150

NTIBOILERS.COM

OUR HIGHEST PERFORMANCE TANK- EVER.

Small But Mighty.
Our S20W Series Indirect Water Heater's compact design allows for smart space allocation and worry-free domestic hot water supply.



Products you need from people who care



• Meet the S20W

NTIBOILERS.COM

OUR HIGHEST PERFORMANCE TANK – EVER.

Small But Mighty.
Our S20W Series Indirect Water Heater's compact design allows for smart space allocation and worry-free domestic hot water supply.



Products you need from people who care



• Meet the S20W

NTIBOILERS.COM

