



FRIEDRICH

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Friedrich Air Conditioning Marketing Asset Usage Policy

Thank you for your interest in promoting Friedrich products. As an authorized retailer or distributor, you have been granted access to professional product imagery as well as other marketing materials via the Friedrich website at www.friedrich.com/advertising.

Rules regarding Friedrich marketing asset use:

- (1) Assets provided by Friedrich for advertising/communications should be used "as provided" with no alterations, modifications, or derivative works unless prior approval is obtained from the Friedrich Marketing Department with the exception of properly sizing an asset for use in marketing materials.
- (2) The Friedrich brand should be legible in all materials.
- (3) Only the current Friedrich logo and product images/names may be used in marketing materials. Exceptions may be granted by Marketing when the retailer or distributor has an active inventory of an obsolete product or model.
- (4) Trademark TM and Registration [®] marks must be used as indicated
- (5) Derivative works (e.g. combining your assets with Friedrich assets to create promotional materials) should conform to usage guidelines and requires prior approval (please allow 3 business days for review and response). Friedrich reserves the right to accept, reject, or conditionally approve the derivative work (with changes).
- (6) Creating or registering website domains containing registered Friedrich brands and trademarks is strictly prohibited
- (7) Friedrich assets may not be used to sell other brands

Assets include, but are not limited to: photography, videos, marketing text (ex: brochures, advertisements, etc.), advertising templates, diagrams, interactive content, website content, logos, trademarks, and other imagery

Following these guidelines as well as the logo usage guidelines on our website will ensure that Friedrich brand messaging is consistent and up-to-date.

If you have any questions, please contact the Director of Marketing at hbeck@friedrich.com.