



Co-op Advertising Program and Brand Guideline



This program is designed to assist you with advertising expenses when promoting ICC Chimney & Venting, RSF Woodburning Fireplaces, Renaissance Fireplaces and Le BOL Grill.

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How does the Co-op Program work?

When your business promotes any ICC-branded product, ICC will pay up to 50% of the advertising cost. If you advertise non ICC-branded products in the same ad, you will be credited only for the portion dedicated to the ICC-branded products.

- Pre-approval is required by your distributor on creative BEFORE submitting for publication. A copy must be provided to and approved by your ICC distributor.
- Your distributor will credit your account for the authorized amount.
- Claims are to be submitted to your distributor within the 30-days of the advertising campaign launch. Claims will be credited in the calendar year they are received by ICC. Fourth quarter claims must be received by January 31.
- Any funds not used by the end of the calendar year will be forfeited and they will NOT carry forward.
- Co-op is 2% of the previous year's purchases of ICC-branded products.
Example: \$100,000 x .02 = \$2,000 maximum allotted funds.
- Co-op may be applied to online advertising with a maximum of 0.5% of total annual purchases. **Example: \$100,000 x .005 = \$500 maximum for online advertising.**
- Co-op may be applied to the cost of clothing. ICC will pay 100% of clothing which is solely ICC branded, **up to a limit of 1% of annual purchases.** Clothing which has shared branding with the retailer or distributor will be treated as regular co-op and will be paid at 50%. Clothing with multiple brands or competitor brands will not be available for co-op.

See the detailed co-op example on the following page.

How to use ICC Co-op funds?

Example:

ABC retailer spends \$100,000 on ICC products in a calendar year. The following year, 2% of their total spend will be available through their distributor as ICC Co-op funds.

$\$100,000 \times 0.02 = \$2,000$ maximum available co-op

- ABC retailer decides on an ICC branded truck wrap for their business. They receive an estimate for \$2,000. The creative is pre-approved for co-op by their distributor representative. They hire the supplier and within 30-days of receiving the invoice, the distributor submits it to ICC as advertising co-op on behalf of the dealer. The full amount is approved at 50% by ICC for advertising co-op fund usage.

$\$2,000 \times 50\% = \$1,000$ credit is sent to the distributor from ICC. The distributor will credit the dealer \$1,000 in turn.

- They have used \$1,000 of ICC Co-op funds, with \$1,000 ICC Co-op funds remaining. They spend \$1,000 on Google and Facebook ads promoting RSF Fireplaces. Their distributor submits the request and paperwork to ICC on their behalf.

$\$1,000 \times 50\% = \500 online advertising expenses

- ABC retailer has used \$1,500 of ICC Co-op funds and has \$500 ICC Co-op funds remaining.

They submit \$500 for Renaissance Fireplaces branded jackets. ICC pays 100% of the cost for clothing from co-op, since the jackets are uniquely branded with ICC products.

\$500 for clothing

ABC retailer's distributor confirms all of the ICC Co-op funds have been used for the calendar year.

Clothing

- 100% of the cost for clothing will be paid by co-op, up to a limit of 1% of your annual purchases of ICC products.
**e.g. Dealer purchased \$100,000 of ICC product the year prior.
\$100,000 x 0.01 = \$1,000 of co-op is available for clothing**
- Clothing must be exclusively branded ICC and cannot be shared with ICC competitor brands or suppliers (with the exception of the dealer or distributor logo). Clothing which has shared branding with the retailer or distributor will be treated as regular co-op and will be paid at 50%.
- Clothing is claimed through your or your ICC distributor's established clothing program.

Caps - minimum logo sizes

ICC logo
2" minimum diameter



RSF logo
3" minimum length



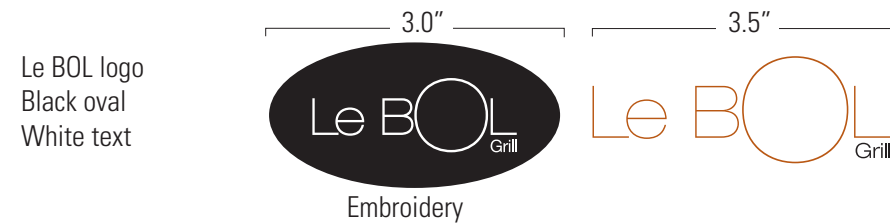
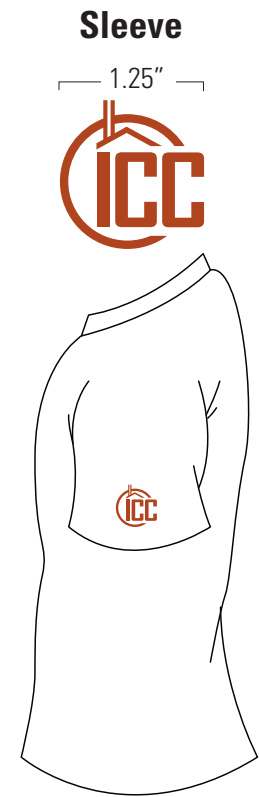
Renaissance logo
4" minimum length



Le BOL Grill logo
4" minimum length



Clothing - minimum logo sizes



Accepted Advertising

- ICC will accept any conventional print media advertising including newspaper, magazine, billboards, event sponsorship, radio and TV. Digital advertising with web banners on third party websites, advertising on search engine's such as Google and social media platforms such as Meta (Facebook) are also accepted when the ad is dedicated to ICC branding. Please see the examples in the digital advertising section.
- This program does not cover Yellow Pages advertising.
- ICC wants you to be able to utilize innovative advertising methods. We will consider almost anything, within reason. **However, all conventional and unconventional promotions must be authorized by your distributor in advance of publication.**
- ICC will pay for the prorated portion of events and trade show space at your local home show dedicated to ICC-branded products (you must submit a photo and a floorplan of the entire booth).
- ICC reserves the right to deny any request for reimbursement if the above conditions are not met.

Digital Advertising

Google Adwords, social media sponsored ads (i.e. Facebook, Instagram, Pinterest), web banners and advertising placed on third-party web sites which are designed to drive traffic back to the dealer's website are advertising methods accepted under this co-op program.

Social media advertising must tag the ICC profile for that social network to be accepted.

When submitting for digital co-op, additional information is required, such as:

- Detailed media invoices which include:
 - the budget
 - pay per impression (PPI) or pay per click (PPC)
 - targeted demographics (age, gender and geographic location)
- Screenshot of the ad showing text and call to action

Use of hashtags are encouraged. See our list of official ICC hashtags on page 10.

Complete information will ensure a timely credit.

ICC-branded logos and product photos are available for download from the 'MEDIA' link in the footer of **icc-rsf.com**. Additional file formats are available upon request.

Examples

Social media hashtags:

ICC: #iccrsf

Recommended: #iccchimney #chimney #csiacertified #nfcertified

RSF Fireplaces: #rsffireplaces

Recommended: #iccrsf #woodheat #woodburningfireplace #fireplace #cozy #fire

Renaissance Fireplaces: #renaissancefireplaces

Recommended: #iccrsf #woodburningfireplace #fireplace #cozy #fire

Le BOL Grill: #lebol

Recommended: #iccrsf #lebolgrill #cookingoutdoors #outdoorgrills #foodporn, #meat, #grilling

Google Adwords:

Ad · www.dealer web address.com

[ICC Chimney & Venting | Dealer store](#)

Premium Chimney for Professional Installers. Unmatched for quality and warranty.

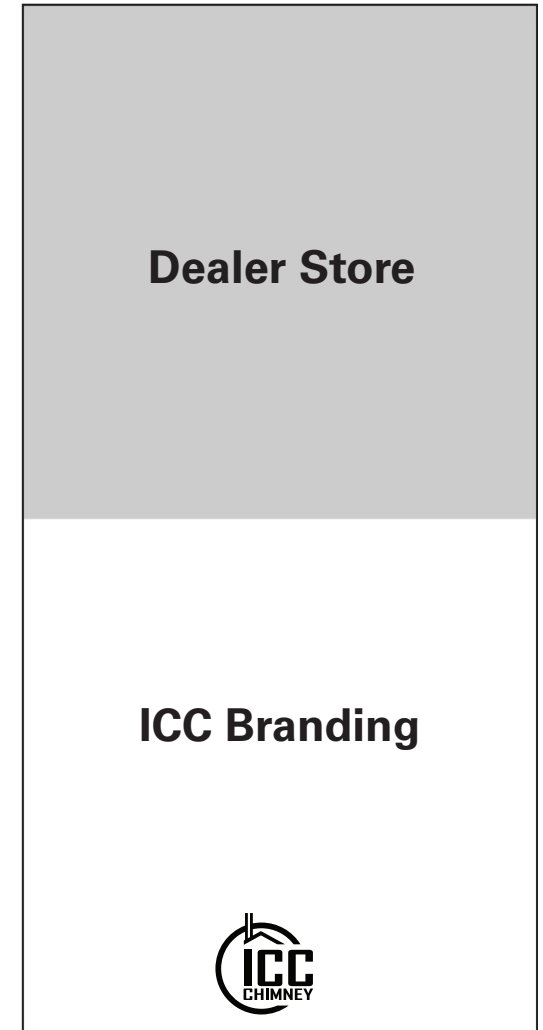
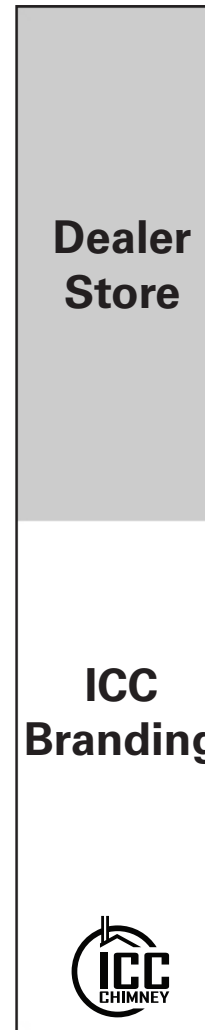
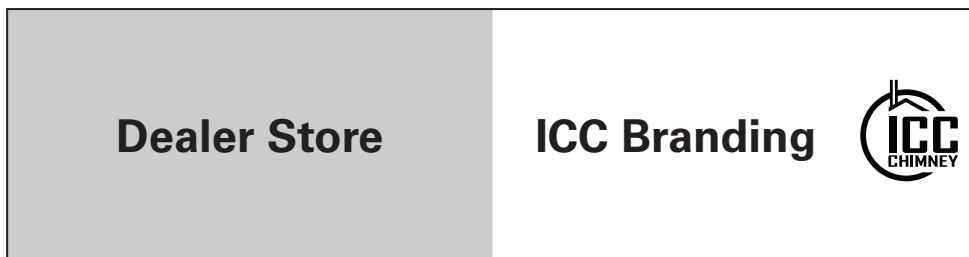
Ad · www.dealer web address.com

[Dealer store | RSF woodburning | Residential Fireplaces](#)

OPEL burning showroom. High Efficiency for Heat.

Banner Ads:

ICC branding must represent 50% of the web banner space and be the sole brand - the space cannot be shared with competitor's product or branding.



Print Advertising

ICC's products are premium in nature therefore, we recommend creating ads which promote the brand name, clean-burning, high efficiency, and quality products. We strongly discourage discount price advertising. **We will not accept ads which promote any direct competitors' products***. ICC reserves the right to deny any request for reimbursement if these conditions are not met.

When submitting for advertising co-op, additional information is required, such as: detailed media invoices, full-page tear sheets, radio and TV scripts, proof of airtime, home show contracts, etc.

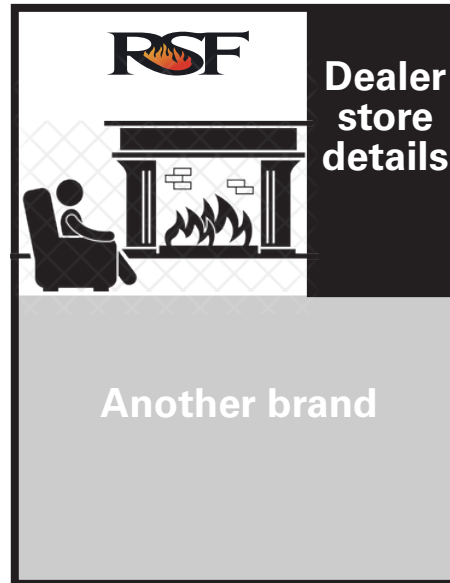
These are examples of payable ad space, up to 50% of the ad cost based on dedicated ICC brand space and eligibility.

Examples

Up to 50%
co-op eligibility*



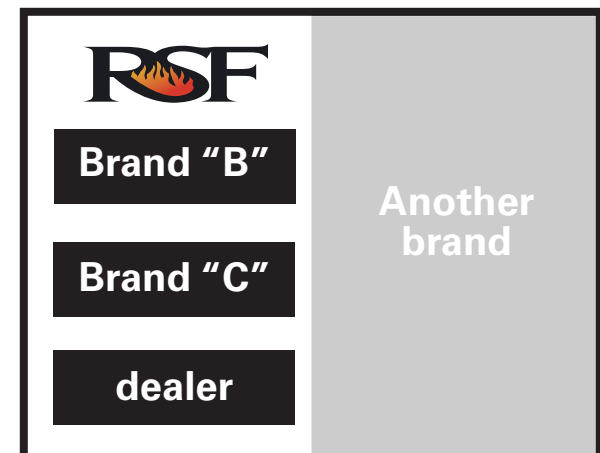
Up to 25%
co-op eligibility*



Up to 12%
co-op eligibility*



Up to 6%
co-op eligibility*



We will not accept ads which promote any direct competitors' products*.

Brand Guideline

Use the following guidelines when creating your advertising. ICC-branded logos and product photos are available for download from the 'MEDIA' link in the footer of icc-rsf.com. Additional photos and file formats are available upon request. All advertising needs to be preapproved for co-op funding.

Color Guide



ICC Orange is PMS 1675C

- C=0; M=67; Y=100; K=28
- R =173; G=94; B=41



RSF Orange

- C=0; M=58; Y=100; K=10
- R =223; G=122; B=28



Renaissance Orange is PMS 471C

- C=5; M=70; Y=100; K=23
- R =187; G=83; B=18



Le BOL Orange is PMS 471C

- C=5; M=70; Y=100; K=23
- R =187; G=83; B=18



Renaissance Brown is PMS 7532C

- C=23; M=36; Y=43; K=64
- R =94; G=77; B=66

Font Guide

UNIVERS is the primary font used for ICC branding.

It is a sans serif font designed by Adrian Frutiger. The Univers font family includes several width and weight options:

Univers LT Std

- 45 Light Condensed
- 55 Roman used for body copy
- 57 Condensed
- 67 Condensed Bold
- 65 Bold

If Univers is unavailable, Helvetica may be substituted.

An example of how to use the Univers font family. Font sizes should be adjusted according to design and layout spacing:

Headings and titles

47 Univers LT, 50 point

Subtitles or secondary headings

67 Univers Bold Condensed, 20 point

Body copy, including paragraphs and bullet points

55 Univers Roman, 15 point

Logo Guide



ICC Corporate Logo

The square ICC corporate logo is used to represent the ICC organization. **Avoid using this logo over textured backgrounds and photographs unless high contrast between the logo and the background exists.**



Use the ICC logo without the square frame, on clothing or where logo size and contrast are challenged, such as over solid PMS 1675 or dark backgrounds.



Print advertising logo size


For print advertising, such as newspaper, magazine, or flyers, the minimum display size of the ICC square corporate logo is 1.25" wide.

1/4 Horizontal page ad
7" x 2 3/8"




A diagram of a 1/4 horizontal page advertisement. The text "1/4 Horizontal page ad" and "7" x 2 3/8"" is in the top left. The ICC logo is in the bottom right. A dimension line above the logo indicates a width of 1.25".

1/2 page ad
7" x 5"




A diagram of a 1/2 page advertisement. The text "1/2 page ad" and "7" x 5"" is in the top left. The ICC logo is in the bottom right. A dimension line above the logo indicates a width of 1.25".

3/4 page ad
7" x 7 5/8"



A diagram of a 3/4 page advertisement. The text "3/4 page ad" and "7" x 7 5/8"" is in the top left. The ICC logo is in the bottom right. A dimension line above the logo indicates a width of 1.25".

Full page ad
7" x 10 1/4"



A diagram of a full page advertisement. The text "Full page ad" and "7" x 10 1/4"" is in the top left. The ICC logo is in the bottom right. A dimension line above the logo indicates a width of 1.25".



ICC Chimney Logo

The ICC Chimney logo is used to represent the Residential and Industrial chimney and venting product lines. The orange is PMS 1675C.

Avoid using this logo over textured background and photographs unless high contrast between the logo and the background exists.

Examples of the logo on different backgrounds:



French versions of the ICC Chimney logo:



Print advertising logo size

For print advertising, such as newspaper, magazine, or flyers, the minimum display size of the ICC Chimney logo is 1.25" wide.


1/4 Horizontal page ad
7" x 2 3/8"

1.25"




1/2 page ad
7" x 5"

1.25"




3/4 page ad
7" x 7 5/8"

1.25"



Full page ad
7" x 10 1/4"

1.25"





RSF Woodburning Fireplaces

The RSF Woodburning Fireplaces logo is available in full color (CMYK), solid black and reverse (white). The color breakdown includes 100% black and a gradient of orange in the center.

Avoid using this logo over textured background and photographs unless high contrast between the logo and the background exists.

Examples of the logo on different backgrounds:



Print advertising logo size

For print advertising, such as newspaper, magazine, or flyers, the minimum display size of the RSF Woodburning Fireplaces logo with its descriptor is 2.5" wide. When used without its descriptor, the minimum size is 1.75" wide.

1/4 Horizontal page ad
7" x 2 3/8"



1/2 page ad
7" x 5"



3/4 page ad
7" x 7 5/8"



Full page ad
7" x 10 1/4"





Renaissance Fireplaces

The Renaissance Fireplaces logo is available in color, in black and in white. **Avoid using this logo over textured background and photographs unless high contrast between the logo and the background exists.**

Examples of the logo on different backgrounds:



French versions of the Renaissance Fireplaces logo:



Print advertising logo size

For print advertising, such as newspaper, magazine, or flyers, the minimum display size of the Renaissance Fireplaces logo with or without its descriptor is 2.5" wide.

1/4 Horizontal page ad
7" x 2 3/8"



3/4 page ad
7" x 7 5/8"



Full page ad
7" x 10 1/4"



1/2 page ad
7" x 5"





Le BOLL Grill Logo

The Le BOLL Grill logo is available in color, in black and in white. Due to the line thickness of the logo, the minimum size permitted in print advertising is when the "L" measures 3/8" high on a white background and 1/2" high on a color or black backgrounds.



French versions of the Le BOLL Grill* logo:



* in French, grill is spelt **gril**

Print advertising logo size

For print advertising, such as newspaper, magazine, or flyers, the minimum display size for the Le BOL Grill logo is 2.5" wide.

1/4 Horizontal page ad
7" x 2 3/8"



1/2 page ad
7" x 5"



3/4 page ad
7" x 7 5/8"



Full page ad
7" x 10 1/4"

