

VISUAL IDENTITY GUIDE



04 POSITIONING





PURPOSE

Simplify contractors' work through seamless collaboration and ensure the satisfaction of their customer with high-quality and energy-efficient products.

THE WATER HEATING SPECIALIST

Innovative water heaters
crafted in the USA since 1974

Committed to advanced
research and development

Part of Ariston Group, leader
in thermal comfort solutions

STATE-OF-THE-ART PRODUCTS

High-quality components
made in the USA

Energy-efficient products
for top-tier performance

Products 100% checked
and tested

EFFORTLESS COLLABORATION WITH STAKEHOLDERS

Committed to delivering
exceptional service

Regular technical trainings
for continuous improvement

HTP warranty options
for peace of mind

BRAND STATEMENT

HTP leads the way by offering innovative, energy-efficient water heaters crafted entirely in the USA with premium materials, ensuring lasting durability and customer satisfaction.



BRAND



Since 1974, when Mr. Raymond B. Davis founded HTP as a designer and fabricator of heat exchangers for the boiler and solar industries, our focus has been on delivering innovative and energy-efficient products that consistently exceed customer expectations.



Today, HTP is a brand of the Ariston Group and is dedicated to manufacturing state-of-the-art water heating products supported by a global industry leader.



HTP products are entirely crafted in the USA with premium materials to ensure lasting durability and top performance, backed by a commitment to advanced research and development.



Our mission is clear: Simplify contractors' work through seamless collaboration and ensure the satisfaction of their customer with high-quality and energy-efficient products.



POINTS OF DIFFERENCE AND REASONS TO BELIEVE

THE WATER HEATING SPECIALIST



HTP has led the way in innovation since 1974, manufacturing energy-efficient water heaters in the USA. As part of Ariston Group, leader in thermal comfort solutions, we remain deeply committed to advanced research and development.

STATE-OF-THE-ART PRODUCTS



We ensure excellence with high-quality components made in the USA, crafting energy-efficient solutions for top-tier performance. At HTP every product undergoes rigorous 100% checks and tests to guarantee exceptional quality.

EFFORTLESS COLLABORATION WITH STAKEHOLDERS



At HTP we are dedicated to simplifying contractors' work and delivering exceptional service, offering regular technical training for continuous improvement and warranty options to provide peace of mind.

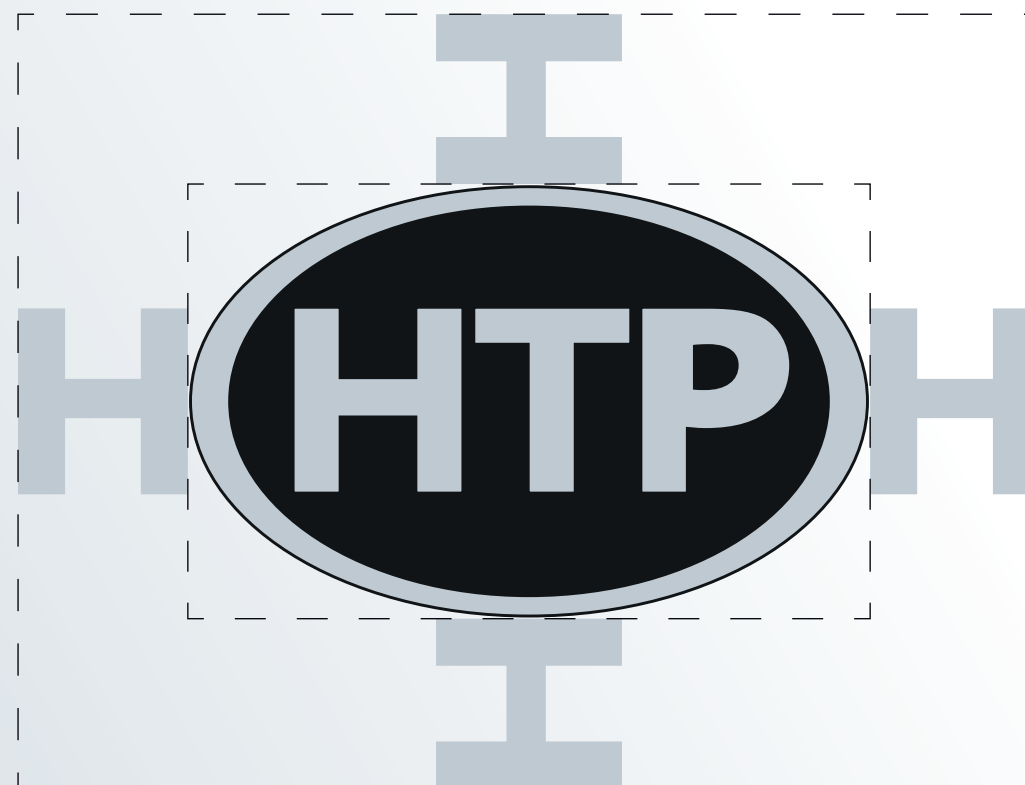




LOGO CONSTRUCTION



CLEAR SPACE AND MINIMUM SIZE



LOGO + ARISTON GROUP



ARISTON
GROUP



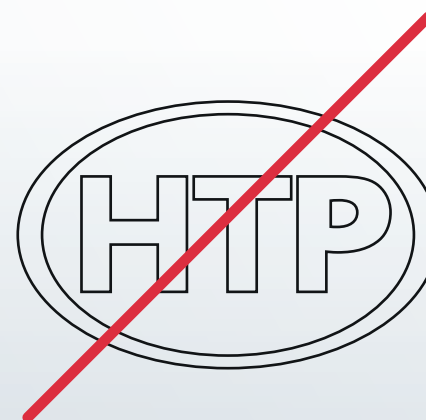
COLOURS



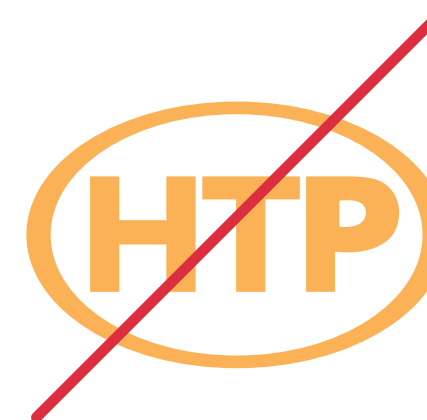
INCORRECT LOGO USAGE



DO NOT SKEW, ROTATE OR STRETCH



DO NOT APPLY OUTLINES



DO NOT CHANGE BRAND COLOURS



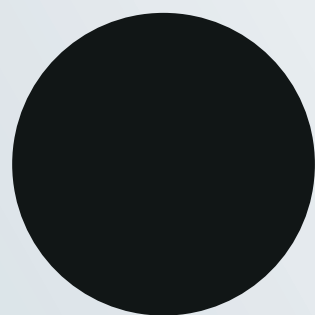
SOCIAL ICONS



BASIC ELEMENTS

HTP

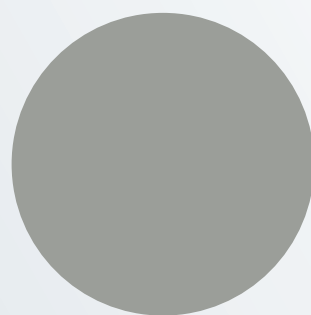
BRAND COLOURS



CMYK
75 | 64 | 63 | 80

RGB
30 | 31 | 29

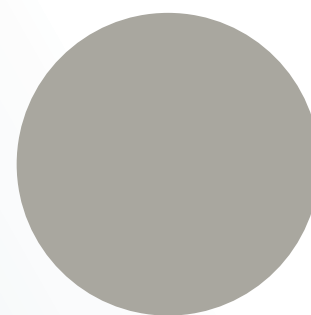
HEX
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CMYK
37 | 38 | 32 | 8

RGB
166 | 166 | 161

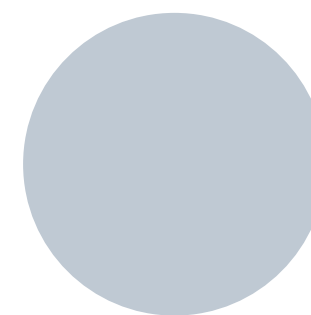
HEX
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CMYK
31 | 26 | 31 | 6

RGB
181 | 175 | 167

HEX
#B5AFA7



CMYK
24 | 15 | 11 | 0

RGB
203 | 209 | 218

HEX
#CBD1DA

BRAND GRADIENT



CMYK
92 | 80 | 58 | 90

RGB
7 | 9 | 15

HEX
#07090F

CMYK
37 | 38 | 32 | 8

RGB
166 | 166 | 161

HEX
#A6A6A1



GRAPHIC ELEMENT



GRAPHIC ELEMENT

EXAMPLE



**AT HTP, OUR MISSION IS
TO PROVIDE A SMOOTH
COLLABORATIVE
EXPERIENCE FOR
CONTRACTORS,
SIMPLIFYING THEIR
WORK AND ENSURING
THE SATISFACTION
OF THEIR CUSTOMERS.**

HTP water heaters are crafted using top-quality materials to ensure longevity, energy savings, and cost-effectiveness. Our commitment to customer satisfaction is evident through free consultations provided before any product purchase, ensuring our customers fully understand the systems.



04 PHOTOGRAPHY



PHOTOGRAPHY



CUSTOMER &
PROFESSIONAL



COMFORT



CONTENTS



TYPOGRAPHY

PROXIMA NOVA

Light

Regular

Semibold

Bold

Extrabold



