

## IMAGE USE GUIDELINES

As an American Standard Heating & Air Conditioning dealer, you have access to a library of photo assets for use on your website, advertisements and collateral. American Standard Heating & Air Conditioning owns the rights to many of the images available to you, however the national brand team also has license agreements with third-party stock companies including Getty Images and VEER. All images – produced or licensed – have specific usage rights.

The third party vendors proactively monitor for unauthorized use and may assess financial penalties to the brand team or any distributor or dealer who does not comply with the individual licensing agreements.

The following document outlines usage guidelines for the various images available to you.

### **American Standard Heating & Air Conditioning produced images**

Photos that were taken for American Standard Heating & Air Conditioning, by an in-house or hired photography, who releases all rights to the brand.

Examples:

- American Standard Heating & Air Conditioning product photography
- American Standard Heating & Air Conditioning brand logo
- Many of the images available through MARC

Guidelines:

- You may use the produced images multiple times for multiple projects without incurring any fees or financial penalties.
- Produced images may be used on any project associated with your work for the brand including website, brochures, advertisements, consumer literature, direct mail, etc.

### **Licensed images**

Photos purchased from a stock company (e.g., Getty Images or VEER). The brand team's licensing agreements vary by image. Contact Christy Lee or another member of the brand marketing team to ensure compliance and avoid a fee from the stock company.

Examples:

- Any image, beyond the product photos or brand logo, found on the national American Standard Heating & Air Conditioning site
- Images used in consumer and dealer literature and brochures
- Many of the lifestyle images available through MARC

Guidelines:

- The majority of the images found on the newly redesigned website are available, royalty-free, for use on your individual website or printed pieces. Please contact Christy Lee or another member of the brand marketing team before you use any of the images found

on the national brand site. Brand marketing will provide specific usage instructions for each selected photo and can provide you with a high-resolution version of the selected image.

- To satisfy the brand team's license agreements, the licensed image must be clearly tied to the American Standard Heating & Air Conditioning brand (e.g., the licensed image must be in close proximity to the brand logo). Because the image is licensed to the American Standard Heating & Air Conditioning brand, the stock company would contest use of their images on a dealer's website or printed materials where brand marks beyond American Standard Heating & Air Conditioning's are noted (this include other HVAC brand names/logos, industry logos, etc.).

If a dealer would like to use an image on a web page or material that refers to multiple brands, the dealer will need to enter a separate license agreement with the stock company. The new agreement would be tied to that specific dealer regardless of which manufacturers or other brands are mentioned.

Regardless of if an image is produced or licensed, its specific usage rights may expire at some point meaning neither the brand team nor anyone affiliated with the brand are able to use said image. If the usage rights to any of the images available to you expire, the brand team will send an update to all regional managers and distributors. At that time, anyone using the expired image must pull all web pages and printed materials that include that image.

If you have any questions regarding image use, please contact Christy Lee or another member of the brand marketing team.

If a third party source, such as Getty Images, contacts you or questions the use of a specific image, please contact brand marketing to remedy the situation.