The Leader in HVACR Certification

As the nation’s largest non-profit certification organization for heating, ventilation, air conditioning and refrigeration (HVACR) technicians, North American Technician Excellence (NATE) certification allows new and experienced technicians to demonstrate their ongoing ability to perform at the industry’s highest standards.

Founded in 1997, NATE is the only technician certification organization developed and supported by the entire HVACR industry. Considered the HVACR certification program of choice, NATE aims to be the leader in developing and recognizing professional HVACR technicians, while serving as a partner in advancing professional competence for contractors, distributors, manufacturers, and utilities.
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Leveraging and Protecting the NATE Brand

As the nation’s largest non-profit certification organization for heating, ventilation, air conditioning and refrigeration technicians, North American Technician Excellence (NATE) has been recognized for quality since 1997. The NATE logo is a visual representation of our brand, and as a certification organization, proper usage is key to increasing awareness for what we do: Certifying the finest in HVACR.

Our brand reaches a broad range of audiences—contractors, manufacturers, technicians, testing organizations, training partners and utilities—and our logo can be used in an array of applications, from print advertising and collateral to clothing and websites. As a result, these guidelines have been created for all of our stakeholders to best leverage (and protect) the NATE brand through correct and consistent logo usage.

If you have any questions about using the NATE logo, please contact NATE via the information found on the back cover.
The Basic NATE Logo

The Basic NATE Logo is used when identifying North American Technician Excellence (NATE) and is available in two formats: the 3D Preferred Logo and the 2D Three-, Two-, and One-Color Logo. While these logos are intended primarily for NATE, variations for our industry partners have been made available and are discussed on pages 11-17.

3D PREFERRED LOGO

This is the preferred NATE logo format and is recommended for a broad range of media, from 4-color and grayscale printing to online applications. Available in EPS and PNG. Only logos with black circle type available in JPG.*

2D THREE-COLOR LOGO and 2D TWO-COLOR LOGO

While use of the 3D format is preferred, there may be instances when four-color or halftone printing is not an option. In such instances, the 2D Three-Color Logos and 2D Two-Color Logo may be used. Available in EPS formats.

2D ONE-COLOR LOGOS

Available in EPS formats.

*EPS vector files are for high-resolution print projects. PNG files are transparent files for web use. JPG files are on a white, non-transparent background for web use.
Logo: Minimum Size/Clear Space

LOGO TREATMENT

The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logo’s orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo’s colors.
4. Display the logo with color combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logo’s text.
8. Add special effects to the logo.
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy photography.
11. Display other elements within the logo’s designated clear space.
12. Crop the logo in any way.

MINIMUM CLEAR SPACE

The recommended clear space on all sides of the logo should be no less than the width of the “N” in “NATE.” Text, other logos, complicated background images and the outer edges of the document must not intrude into the clear space. See Incorrect Usage for an example.

MINIMUM SIZE

For the purpose of readability, the NATE logo should never be reproduced smaller than 1” in height and width.
Incorrect Logo Usage

The integrity and value of the NATE logo relies upon strict adherence to the standards set forth in these guidelines. The following are examples of how NOT to use the logo and are prohibited. If you have any concerns about logo usage, please contact NATE marketing. Their contact information is on the last page of this guide.

NEVER show the logo without the outer type

DO NOT skew or stretch the logo

DO NOT add any other positioning lines, taglines, or slogans

Do not alter the hue or saturation of the colors in the logo

DO NOT surround the logo with a border

DO NOT display the logo at less than 100% opacity

DO NOT place the logo within any additional graphic device

DO NOT use an old version of the logo

DO NOT alter the logo colors

DO NOT crop the logo

DO NOT place logo on a background color making readability difficult

Never use a low-res file, especially when it is the wrong color!
Incorrect Logo Usage continued

- DO NOT join or make the logo part of another object, brand, or character.
- DO NOT use out-of-date patches.
- DO NOT use the old logo. Do not use pixellly, low-resolution art that looks fuzzy.
- DO NOT use out-of-date patches.
Incorrect Logo Usage continued

DO NOT use an old logo and only use fonts designated in this guide

DO NOT use an old logo, unspecified NATE brand fonts, and old partner identities

DO NOT use any NATE logo that has yellow type around the circle. Only black circle type or white circle type are accepted.

DO NOT use outdated partner logos. See correct logos on page XX.

Please see all NATE partner logos on page 11.
BRAND GUIDELINES

Color Palette

**PRIMARY**
The NATE logo is based upon these the first three colors at right. Use these colors as your first choice. Use Rich Black, the fourth color at right, when producing 4-Color process text and art for print.

**Nate Purple**
PMS 268  
cmyk: 85/99/14/3  
rgb: 79/38/131  
hex: 502D7F

**Nate Yellow**
PMS 114  
cmyk: 3/8/85/0  
rgb: 251/222/66  
hex: FBDE42

**Nate Black**
Pantone Black  
cmyk: 0/0/0/100  
rgb: 35/31/32  
hex: 231F20

**Rich Black**
cmyk: 70/50/30/100  
rgb: 0/0/13  
hex: 00000D

**SECONDARY**
Use these colors as substitutes for the primary colors only when you need a darker color for text or backgrounds. NEVER use these colors in the NATE logo.

**Dark Purple**
PMS 2627  
cmyk: 91/99/19/21  
rgb: 51/30/84  
hex: 331e54

**Gold**
PMS 125  
cmyk: 22/42/100/2  
rgb: 196/111/35  
hex: 606F87

**Dark Gray**
PMS 7545  
cmyk: 50/34/14/34  
rgb: 175/177/180  
hex: 9FB1B4

**Light Gray**
PMS Cool Gray 5  
cmyk: 0/0/0/36  
rgb: 175/177/180  
hex: 9FB1B4

**TERTIARY**
Use this third group of colors sparingly. NEVER use these colors as the predominant color in text or art.

**Teal**
PMS 562  
cmyk: 86/34/46/8  
rgb: 12/126/131  
hex: 0C7E83

**Brick**
PMS  
cmyk: 16/86/96/4  
rgb: 79/38/131  
hex: 4F2683
Primary and Secondary Fonts

Use only primary, secondary, and specialty fonts for any NATE-related print or web use.

**PRIMARY FONT 1**

With a variety of widths and weights, Univers Condensed is available for license on both Mac and PC platforms. In situations where Univers cannot be used—such as on a website—Helvetica Neue Condensed or a similar condensed sans serif font may be substituted.

- Univers 47 Light Condensed
- Univers 47 Light Condensed Oblique
- Univers 57 Condensed
- Univers 57 Condensed Oblique
- Univers 57 Bold Condensed
- Univers 57 Condensed Oblique

**SECONDARY FONT 1**

With a variety of widths and weights, Franklin Gothic is available for license on both Mac and PC platforms. In situations where Univers cannot be used—such as on a website—Helvetica Neue Condensed or a similar condensed sans serif font may be substituted.

- Franklin Gothic Condensed
- Franklin Gothic Extra Condensed
- Franklin Gothic No. 2 Roman
- Franklin Gothic Medium Condensed
- ITC Franklin Gothic S Book Condensed
- FranklinGothic URW Compressed Book
- FranklinGothic URW Compressed Book Italic
- FranklinGothic URW Compressed Demi
- FranklinGothic URW Compressed Demi Italic

**PRIMARY FONT 2**

Chapparal Pro is available for license on both Mac and PC platforms. In situations where Chapparal cannot be used, do not substitute any other serif font. Only use Primary font 1.

- Chapparal Pro Light
- Chapparal Pro Light Italic
- Chapparal Pro Regular
- Chapparal Pro Italic
- Chapparal Pro Semibold
- Chapparal Pro Semibold Italic
- Chapparal Pro Bold
- Chapparal Pro Bold Italic

**SECONDARY FONT 2**

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Secondary and Specialty Fonts

SECONDARY FONT 2
Fago is available for license on both Mac and PC platforms. In situations where Fago cannot be used, do not substitute any other serif font. Only use Primary font 1.

FagoNoRegularLF
FagoNoRegularLF Italic
FagoNoMed Roman
FagoCoMed Roman
FagoNoMED Caps
FagoNoBoldTf Regular
FagoNoBlack Regular

SPECIALTY FONT 1
Magnesium is available for license on both Mac and PC platforms. You may use this font only as a headline. Use Magnesium font very sparingly, as in a four word (or less) headline in print materials, or a short headline in large exhibit materials. In situations where Magnesium cannot be used, only use a Primary or Secondary font.

SPECIALTY FONT 2
Double Digits Round is available for license on both Mac and PC platforms.

When Double Digits Round is used with a numbered list, always enlarge each DDR character four points larger than the accompanying text font. Adjust the vertical spacing so each DDR character is centered with the accompanying text font. (See the list on page 4 as reference.) In situations where Double Digits Round cannot be used, only use numerals from a Primary font.
NATE Industry Partner Logos

CONTRACTORS

Contractor Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- A1_3D_PROUD_TO_EMPLOY_color.eps
- A1_3D_PROUD_TO_EMPLOY_color.png
- A1_3D_PROUD_TO_EMPLOY_color.jpg
- A2_2D_PROUD_TO_EMPLOY_blk.eps
- A2_2D_PROUD_TO_EMPLOY_blk.jpg
- A2_2D_PROUD_TO_EMPLOY_blk.png
- A3_2D_PROUD_TO_EMPLOY_white.eps
- A3_2D_PROUD_TO_EMPLOY_white.png
NATE Industry Partner Logos continued

PROCTORS/TESTING PROVIDERS

Proctors/Testing Providers Partner Logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- A1_3D_APPR_TEST_PROV_color.eps
- A1_3D_APPR_TEST_PROV_color.jpg
- A1_3D_APPR_TEST_PROV_color.png
- A2_2D_APPR_TEST_PROV_blk.eps
- A2_2D_APPR_TEST_PROV_blk.jpg
- A2_2D_APPR_TEST_PROV_blk.png
- A3_2D_APPR_TEST_PROV_white.eps
- A3_2D_APPR_TEST_PROV_white.png
NATE Industry Partner Logos continued

C | TRAINING PROVIDERS

Training Provider Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- C1_3D_RECOG_TR_PROV_color.eps
- C1_3D_RECOG_TR_PROV_color.jpg
- C1_3D_RECOG_TR_PROV_color.png
- C2_2D_RECOG_TR_PROV_blk.eps
- C2_2D_RECOG_TR_PROV_blk.jpg
- C2_2D_RECOG_TR_PROV_blk.png
- C3_2D_RECOG_TR_PROV_white.eps
- C3_2D_RECOG_TR_PROV_white.png
NATE Industry Partner Logos continued

TRAINING AND TESTING PROVIDERS

Training and Testing Providers Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:
- D1_3D_TRAIN+TEST_PROV_color.eps
- D1_3D_TRAIN+TEST_PROV_color.png
- D2_2D_TRAIN+TEST_PROV_blk.eps
- D2_2D_TRAIN+TEST_PROV_blk.jpg
- D2_2D_TRAIN+TEST_PROV_blk.png
- D3_2D_TRAIN+TEST_PROV_white.eps
- D3_2D_TRAIN+TEST_PROV_white.png
NATE Industry Partner Logos continued

MANUFACTURERS

Manufacturers Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:
- A1_3D_WE_ENCOUR_color.eps
- A1_3D_WE_ENCOUR_color.jpg
- A1_3D_WE_ENCOUR_color.png
- A2_2D_WE_ENCOUR_blk.eps
- A2_2D_WE_ENCOUR_blk.jpg
- A2_2D_WE_ENCOUR_blk.png
- A3_2D_WE_ENCOUR_white.eps
- A3_2D_WE_ENCOUR_white.png
NATE Industry Partner Logos continued

Utilities Partner logos at right are available in .eps (print), .png (web), and .jpg (web). 2D white logos are only available as .eps and .png.

File names for logos at right are:

- F1_3D_WE_RECOM_color.eps
- F1_3D_WE_RECOM_color.jpg
- F1_3D_WE_RECOM_color.png
- F2_2D_WE_RECOM_blk.eps
- F2_2D_WE_RECOM_blk.jpg
- F2_2D_WE_RECOM_blk.png
- F3_2D_WE_RECOM_white.eps
- F3_2D_WE_RECOM_white.png
NATE Industry Partner Logos Requirements

The requirements on this page apply to all logos shown on pages 11-16.

MINIMUM CLEAR SPACE
The recommended clear space on all sides of the logo should be no less than the width of the “TE” in “NATE.” Text, other logos, complicated background images and the outer edges of the document must not intrude into the clear space.

MINIMUM SIZE
For the purpose of readability, all NATE Partner Logos should never be reproduced smaller than 1.5” in height and width.
The NATE symbol is recognized by the industry and growing numbers of consumers as the mark of technician excellence. NATE-certified technicians have proven they have the knowledge to be the best, and have earned the honor to wear the distinctive NATE patch. Proper display of the certification patch and service/installation specialty chevrons is key to reinforcing certification to consumers.

**NATE CERTIFICATION PATCHES**

There are three certification patches available to technicians:

- NATE-Certified Heating & Cooling Professional
- NATE-Certified Refrigeration Professional
- NATE-Certified Efficiency Analyst Professional

These patches are preferably displayed on the front shirt pocket, opposite technician name/company as shown here.

**NATE SERVICE CHEVRON**

The NATE service chevron is worn in combination with the certification patch, the preferred placement is on the left arm as shown here. Technicians may choose to display their chevrons in order of attainment or alphabetical order.

**NATE INSTALLATION CHEVRON**

The NATE installation chevron is worn in combination with the certification patch, the preferred placement is on the right arm as shown here. Technicians may choose to display their chevrons in order of attainment or alphabetical order.
Questions?

If you have any questions, or are encountering a situation involving the NATE logo that may result in an exception to these guidelines, please contact NATE.

Wear your NATE with pride.

877-420-6283