

VISUAL IDENTITY GUIDE

American Standard[®]
— WATER HEATERS

01 POSITIONING

American Standard[®]
— WATER HEATERS



PURPOSE

Offer families reliable water heaters designed to meet their diverse needs, with strong support and service for their peace of minds.

LEGACY OF QUALITY AND TRUST

Decades of proven reliability and customer satisfaction

Wide range of products meeting diverse needs

Strong customer support, availability, and service

ADVANCED PERFORMANCE

Cutting-edge technology delivering hot water at any condition

User-friendly design for easy installation, usage, and universal replacements

Focus on longevity and reliability for lasting satisfaction

RELIABLE AND DURABLE SOLUTIONS

Consistent performance backed by a solid track record

Simplified designs for easy maintenance

Comprehensive warranty coverage for peace of mind

BRAND STATEMENT

American Standard is committed to providing a diverse range of reliable and user-friendly water heaters designed to meet every family's needs, while always prioritizing longevity and reliability

POINTS OF DIFFERENCE AND REASONS TO BELIEVE

LEGACY OF QUALITY AND TRUST



With decades of proven reliability and a track record of customer satisfaction, American Standards stands as a beacon of quality in the industry. Our wide range of products is meticulously crafted to meet diverse needs, ensuring that every customer finds the perfect solution for their requirements. We pride ourselves on offering strong customer support, availability, and service, providing peace of mind to those who rely on us for their water heating needs.

ADVANCED PERFORMANCE



We take pride in our consistent performance, backed by a solid track record that speaks volumes. Our commitment to user-friendly design ensures easy installation, seamless usage, and universal replacements, catering to the convenience of every customer. Moreover, we prioritize longevity and reliability in all our products, ensuring lasting satisfaction for those who trust in our brand.

RELIABLE AND DURABLE SOLUTIONS



Our designs simplified for easy maintenance, ensure that your water heater stays in optimal condition with ease. Additionally, we understand the importance of peace of mind, which is why we offer comprehensive warranty coverage, guaranteeing your satisfaction and confidence in our products.

LOGO

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LOGO CONSTRUCTION

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CLEAR SPACE



COLOURS

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INCORRECT LOGO USAGE



DO NOT SKEW, ROTATE OR STRETCH



DO NOT APPLY OUTLINES



DO NOT CHANGE BRAND COLOURS



GROUP AND BRAND LOGOS
CANNOT BE USED NEARBY



SOCIAL ICONS



03 BASIC ELEMENTS

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— WATER HEATERS

TYPOGRAPHY

PROXIMA NOVA

Light

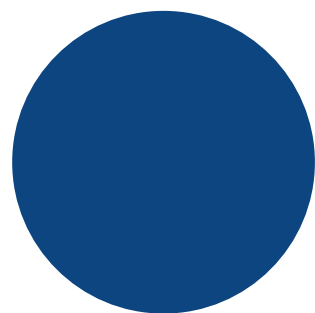
Regular

Semibold

Bold

Extrabold

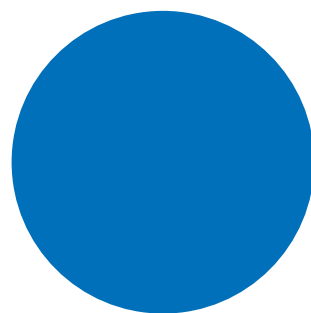
BRAND COLOURS



CMYK
100 | 76 | 21 | 6

RGB
13 | 69 | 128

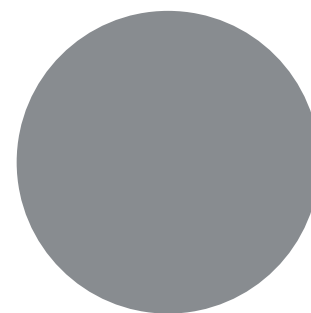
HEX
#0D4580



CMYK
100 | 44 | 0 | 0

RGB
0 | 112 | 186

HEX
#0070BA



CMYK
48 | 36 | 34 | 14

RGB
136 | 140 | 143

HEX
#888C8F

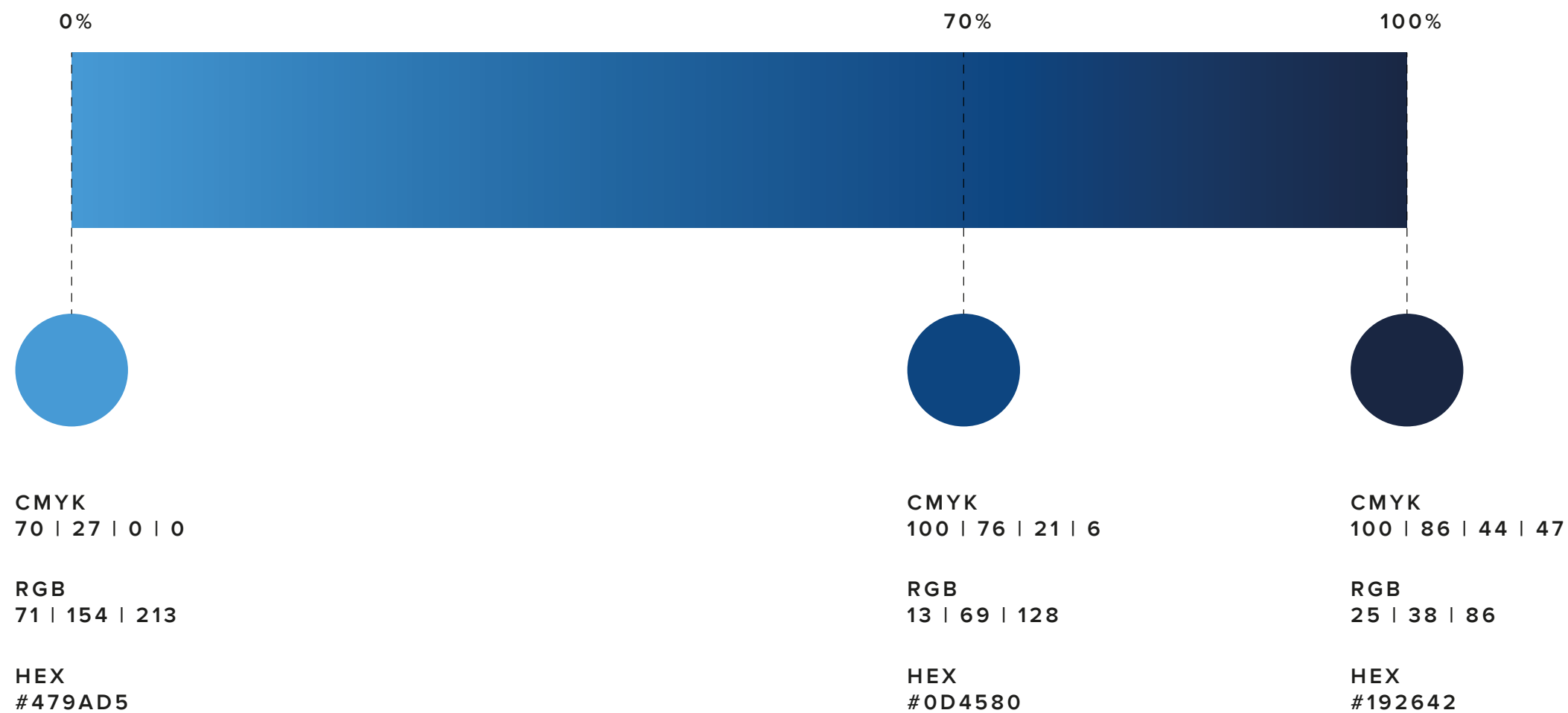


CMYK
10 | 4 | 4 | 0

RGB
234 | 239 | 244

HEX
#EAEFF4

BRAND GRADIENT



04 CONTENTS

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GRAPHIC ELEMENT

GRAPHIC ELEMENT



EXAMPLE OF GRAPHIC ELEMENT APPLICATION

TOP CONNECT

Residential Electric Water Heaters

Features

- FULLY AUTOMATIC SURFACE MOUNTED THERMOSTATS
- DUAL HEATING ELEMENTS

Performance

- UP TO 0.93 UEF
- UP TO 60 GALLONS FIRST HOUR RATING (FHR)
- HFO FOAM INSULATED
- MEETS OR EXCEEDS EFFICIENCY REQUIREMENTS OF THE DEPARTMENT OF ENERGY

30, 40, & 50 Gallon Capacities
208 or 240 V Single Phase
Up to 6,000 Watts Power







SPECIFICATIONS AND APPLICATION DATA

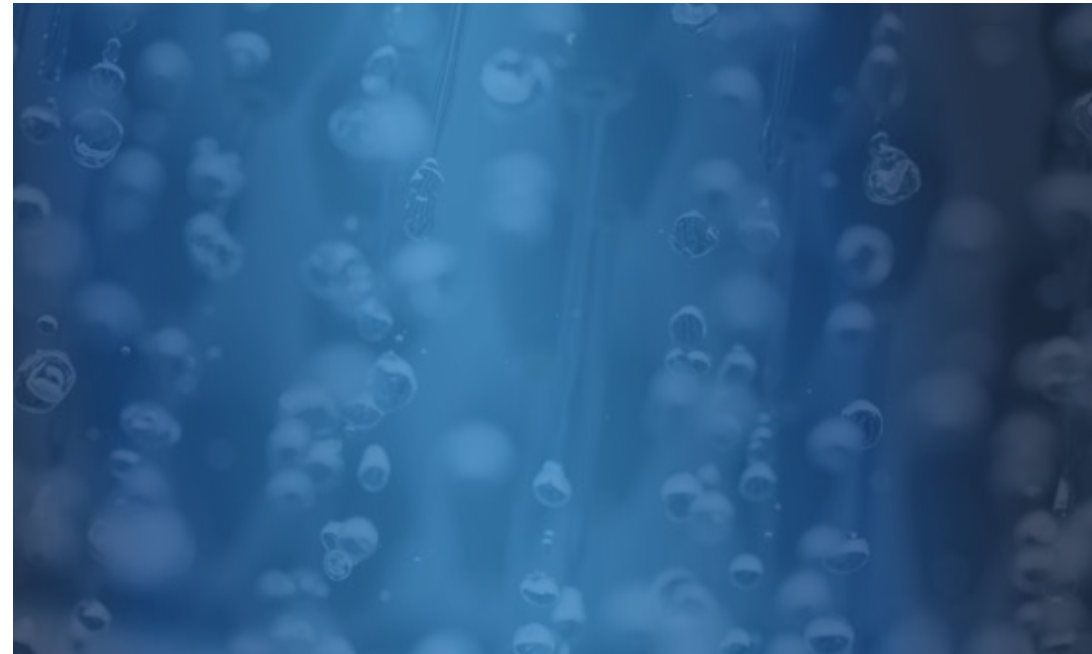
DIMENSIONS IN INCHES

MODEL NUMBER	NORMAL CAPACITY (GAL)	ICE BUCKET CAPACITY (GAL)	FIRST HOUR RATING (GAL)	STANDARD WATTAGE	MAXIMUM WATTAGE	GPH RECOVERY AT 90° RISE	UNIFORM ENERGY FACTOR	JACKET DIA.	FLOOR TO TOP OF WATER FITTINGS	APPROX. SHIP WEIGHT (LBS)
TALL (TOP CONNECTED)										
ENS30T-6	30	27	41	4,500	6,000	21	0.92	18 1/4	50	95
ENS40T-6	40	36	51	4,500	6,000	21	0.93	20 1/4	51 1/4	113
ENS40H-6	40	37	51	4,500	6,000	21	0.92	18 1/4	63 1/4	116
ENS50T-6	50	45	60	4,500	6,000	21	0.92	22 1/4	50 1/4	129
ENS50H-6	50	45	58	4,500	6,000	21	0.92	20 1/4	61 1/4	150
ENS30LJ-6	25	27	40	4,500	6,000	21	0.95	22 1/4	34 1/4	105
ENS40LJ-6	38	36	41	4,500	6,000	21	0.91	24 1/4	36 1/4	105
ENS40LJ-6	45	42	52	4,500	6,000	21	0.95	26 1/4	38 1/4	116
ENS30LJH-6	30	28	40	3,500	4,500	21	0.92	18 1/4	32	104
ENS40LJH-6	40	38	50	3,500	4,500	21	0.92	22 1/4	34	109

*Insulation blanket required to achieve UEF value. Water heater dimensions indicated are prior to installing insulation blanket. Blanket will be included with water heater. The blanket adds 3 inches to the tank height and 6 inches to tank diameter.

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PHOTOGRAPHY



COMFORT

CUSTOMER &
PROFESSIONAL



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APPLICATION EXAMPLES

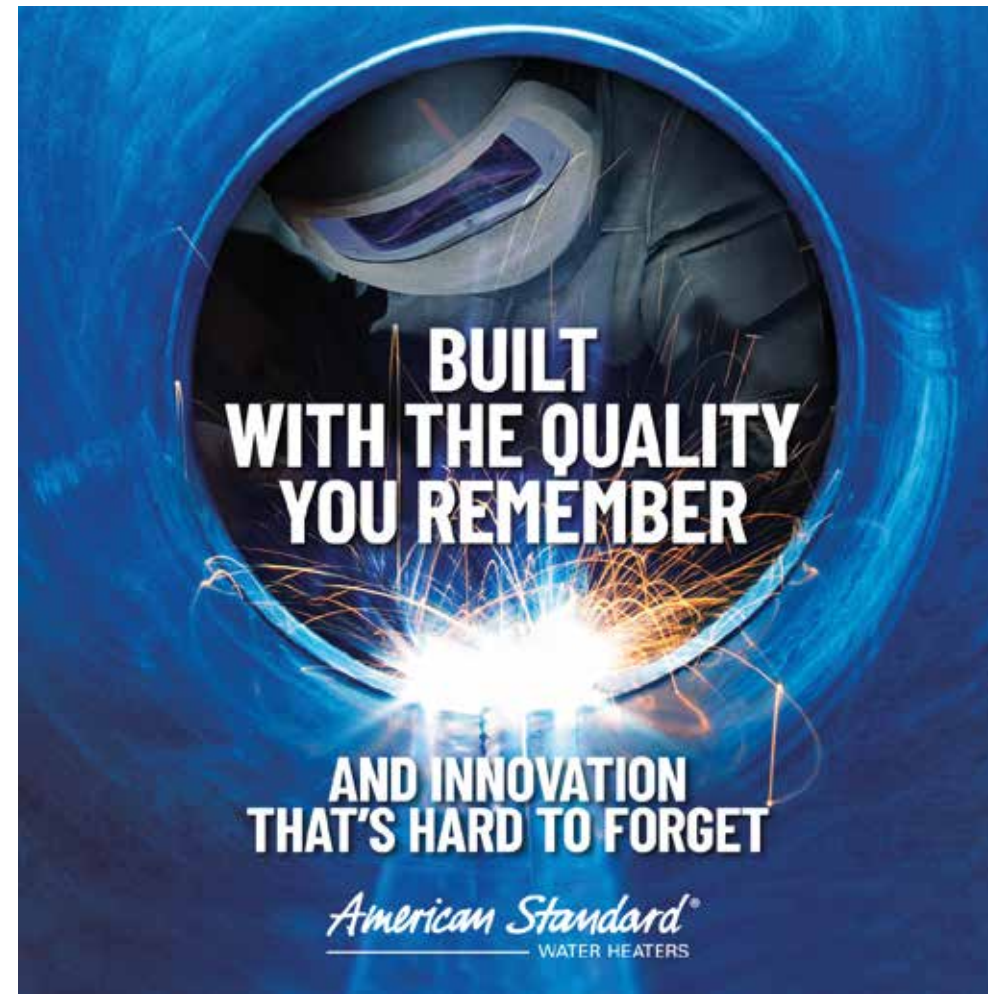


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SETTING THE **NEW** STANDARD

2024 PRODUCT CATALOG
COMPLETE LINE

The cover features a blue background with water splashes and bubbles. Two white water heaters are shown in the bottom right corner.



**BUILT
WITH THE QUALITY
YOU REMEMBER**

**AND INNOVATION
THAT'S HARD TO FORGET**

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The advertisement shows a welder in a dark jacket and helmet working on a large metal pipe. Bright sparks are visible from the welding process. The background is a deep blue.



**IF YOU THINK
NO ONE BUILDS THEM
LIKE THEY USED TO...**

THINK AGAIN

Our comprehensive line of superior products combines the craftsmanship of generations before, with the forward-thinking technology of tomorrow.

Tanks crafted from thick stainless steel • Standard 12-year warranty available • Second anode rod for dual cathodic protection

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AmericanStandardWaterHeaters.com

The advertisement features a craftsman in a dark jacket and a head-mounted device, looking towards the camera. In the foreground, several American Standard water heaters are displayed. The background is a blurred workshop setting.

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