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BRAND USAGE GUIDE 2024



Preface

The following guide sets the standard for equipment and communications bearing the AHRI Certified® Performance mark. This guide is to be used in conjunction with the AHRI Certification Program General Operations Manual and product-specific operations manuals. This guide is intended to be applicable to all AHRI Certification Programs. Product-specific rules regarding the proper display of the AHRI Certified Performance mark can be found in the applicable product-specific operations manual.

The revision of this guide supersedes all previous revisions. The current edition of this guide, as well as the AHRI General Operations Manual and program-specific operations manuals, can be accessed through the AHRI website, www.ahrinet.org. Please note that any requirements outlined in a program-specific operations manual will supersede any requirement in this Guide.

Participation in the program is voluntary. Any manufacturer, regardless of AHRI membership, may obtain approval of Program Ratings and use of the AHRI Certified mark hereinafter referred to as “the mark”. The mark is the participant’s public representation that the ratings of randomly selected samples have been verified by an independent laboratory in accordance with test procedures prescribed by the operations manuals. A Certification Agreement is executed between the manufacturer and AHRI specifying the conditions under which such ratings and the mark may be used. No manufacturer has the right to use Program Ratings or to state that their products have been tested in conformance with the

procedures outlined in the Rating Procedure unless and until they have received written authority from AHRI to use the mark as applied to the specific approved Program Ratings. Each participant is required to annually meet the requirements of the Certification Program in which they joined to ensure their continued participation.

This Brand Usage Guide has been prepared to ensure that administration of the program is carried out in a uniform manner. It is an amplification of the Certification Agreement signed by licensees and AHRI. General information, procedural details, and copies of forms are included in this guide. Provisions of the Brand Usage Guide may be amended as provided in the Certification Agreement.

The AHRI Certification Programs comply with requirements in the latest edition of ISO/IEC 17065, *General requirements for bodies operating product certification systems*.

Note:
This AHRI Brand Usage Guide supersedes all previous versions and the AHRI Brand Usage Manual.

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1. Introduction

1.1 The AHRI Certified Mark. AHRI has developed a consistent, coordinated system of brand identification when referring to AHRI certification: a general certification program mark and program-specific marks. With consistent application, certification program participants and products are easily recognized as being part of the AHRI Certification Program. Proper use of the mark will also bring attention to parties who sell or install AHRI Certified products.

This guide outlines the uses of the AHRI certified mark.

1.2 AHRI Certified Brand Credibility. The AHRI Certified brand can be trusted to signify unbiased and accurate evaluation of products through AHRI's independent measurement and verification of product ratings. The AHRI Certification Program's accreditation by the Standards Council of Canada (SCC) and Comite Francais d'accreditation (COFRAC, Accreditation No. 5-0582 - scope available on www.cofrac.fr) to ISO/IEC 17065, an internationally recognized performance standard for third-party certification bodies, further demonstrates AHRI's commitment and competency in providing trustworthy product performance ratings. This instills consumer confidence in the AHRI brand and enables fair and accurate product comparisons.

1.3 Benefits of Using the AHRI Certification Marks and Promoting Certification. Using the AHRI certification marks and promoting certification in accordance with this guide can:

- help participants win more bids because building owners, specifiers, contractors, and customers know the AHRI Certified brand and ask for it by name;
- make AHRI certified equipment stand out from non-certified equipment;
- ease entry into new international markets as foreign governments increase their country's energy efficiency requirements;
- build public confidence and trust in AHRI Certified products;
- direct regulators and consumers to the AHRI Directory of Certified Product Performance where all certified products and performance ratings are listed;
- show commitment to delivering products with consistently valid ratings to the marketplace; and
- increase awareness of AHRI certified equipment and the brand to potential customers domestically and abroad.

1.4 AHRI Promotion of the AHRI Certified Brand and Products. AHRI promotes AHRI Certified products via the free online AHRI Directory of Certified Product Performance. In addition, certified products are promoted through the AHRI website; trade and consumer advertising; digital media; media outreach initiatives; and face-to-face marketing at trade shows, workshops, and seminars.

2. General AHRI Certified Mark Usage

2.1 Categorization of AHRI Certified Marks.

AHRI Certified marks are specific graphic identifiers used to indicate the certification of a particular product or certified product performance ratings; to signify the participation of a particular manufacturer in the AHRI certification program; to highlight the availability of certified products; or to promote the sale and installation of AHRI Certified products.

Each AHRI Certified mark serves a unique purpose and should be used in accordance with this guide. The marks fall under the following categories.

- AHRI Certified program-specific marks;
- General certification program mark; and
- Promotional marks.

2.2 Registration of Marks. All AHRI Certified marks are registered with the United States Patent and Trademark Office as belonging to the Air-Conditioning, Heating, and Refrigeration Institute. AHRI Certified Program-specific marks that include the Canadian identifier are also registered with the Registrar of Trademarks of Canada.



2.3 How to Obtain the AHRI Certified Mark Labels and Artwork.

Pre-printed vinyl product labels and artwork files (.eps, .jpg, and .png formats) are available from AHRI's Certification Coordinator at 703.524.8800 or logos@ahrinet.org. The authorized display of the AHRI Certified mark varies by application, so please identify the specific label or artwork required. For program-specific labels or artwork refer to the certification letter that lists the name of the certification program in which the product was accepted. Guidelines for using the mark are outlined in Section 3 of this guide.

When ordering vinyl product labels, please identify the quantity of labels required, shipping address, and required date of receipt.

The participant may choose to incorporate the AHRI Certified mark with certification program name and applicable standard into the equipment nameplate. Such requests should be forwarded to the Certification Engineer in charge of the program.

2.3.1 Label Material and Adhesive Recommendation.

If the participant prints the labels, AHRI recommends using a long-lasting vinyl material using an adhesive that sticks to galvanized metal and can withstand the outdoor elements and the hot or cold temperatures generated by the product. The label and adhesive should be able to last throughout the useful life of the product.

3. The AHRI Certified Program-specific Mark

3.1 Purpose of the AHRI Certified Program-specific Mark. The AHRI Certified program-specific mark is used to:

- identify an AHRI Certified product, which means AHRI certified the published performance ratings of the equipment or component in accordance with the rating standard noted on the mark; and/or
- identify the certified performance ratings, in accordance with the rating standard noted on the mark, for an AHRI Certified product.

3.2 Authorization to Use AHRI Certified Program-specific Marks. Only current AHRI certification program participants, both original equipment manufacturers and private brand marketers, are authorized to use AHRI Certified marks for their specific program.

3.3 Choosing the Correct AHRI Certified Program-specific Mark. An AHRI certification program participant may only use the program-specific mark(s) belonging to the program(s) in which he/she holds a signed Certification Agreement. For example, a participant with signed Certification Agreements in the Unitary Small Air Conditioning and Packaged Terminal Air Conditioning Certification Programs is only authorized to use the program-specific marks belonging to those two programs.

Any questions regarding which AHRI Certified program-specific marks belong to a particular certification program should be addressed to AHRI's Certification Coordinator.

3.3.1 When to Choose an AHRI Certified Program-specific Mark with Canadian Identifier. An AHRI Certified program-specific mark with Canadian identifier is required on the equipment labels (or nameplates) of regulated products shipped to Canada. However, the mark with Canadian identifier may also be used on product that is shipped within the U.S. or to other nations at the participant's discretion.

3.4 Using the AHRI Certified Program-specific Mark. Following are the only acceptable uses for the AHRI Certified Program-specific mark.

TABLE 1. USING THE AHRI CERTIFIED PRODUCT SPECIFIC MARK	
APPLICATION	USAGE
Unit/Component Labels	All AHRI Certified equipment is recommended to be labeled with the applicable mark(s). In lieu of an adhesive label, the participant may opt to stamp the mark(s) into the product nameplate. Refer to Section 3.4.1 for additional details.
Publication of AHRI Certified Performance Ratings	Anytime a participant publishes a performance rating that is AHRI Certified, the applicable mark should be displayed in accordance with Section 3.4.2.

3.4.1 Labeling Recommendations for AHRI Certified Units and Components. The label should be affixed directly to the product, preferably near or stamped into the nameplate. The label should be visible and meet minimum size recommendations shown in Table 2.

3.4.1.1 Labeling Certified Split-Systems or Systems with Remotely-located Components. If a certified system consists of multiple units, each unit in the certified system should be labeled with the AHRI Certified Product-specific mark.

Example: A certified residential air conditioning system consists of an indoor and outdoor unit. Both the indoor and outdoor units should be labeled with a Unitary Small AC AHRI Standard 210/240 mark.

Example: A certified continuous type ice maker with a remote condensing unit is being sold to a customer in Canada. Both the ice-making section of the ice maker and the condensing unit should be labeled with the Automatic Commercial Ice Maker AHRI Standard 810 mark with Canadian Identifier.

3.4.1.2 Labeling Products Certified Under Multiple Programs. If a product is certified under multiple programs, it should be labeled with all relevant AHRI Certified Program-specific marks.

Example: A certified room fan coil unit is also certified as a unit ventilator. The product should be labeled with a Room Fan-Coil AHRI Standard 440 mark and Unit Ventilator AHRI Standard 840 mark.

3.4.1.3 Labeling Certified Products that are also Part of Certified Systems. If a certified product is also a component of a system certified under a different program, the product should be labeled with each program’s AHRI Certified Program-specific mark.

Example: A certified furnace is also a component of a certified residential air conditioning system. The furnace should be labeled with a Residential Furnace DOE 10 CFR 430 mark and a Unitary Small AC AHRI Standard 210/240 mark. The indoor and outdoor units of the air conditioning system are not permitted to be labeled with a Residential Furnace DOE 10 CFR 430 mark.

3.4.1.4 Labeling Certified Products Embedded with Certified Components.

If a certified product is embedded with certified components, the external product and embedded component should be labeled.

Example: A certified air-to-air energy recovery package contains a certified heat recovery wheel. Both the air-to-air energy recovery package and the heat recovery wheel should be labeled with an Air-to-Air ERV AHRI Standard 1060 mark.

3.4.2 Properly Displaying the AHRI Certified Program-specific Mark with AHRI Certified Performance Ratings. Marketing collateral that claims AHRI Certified performance ratings (e.g., catalog sheet, printout from rating software, web page, mobile application, etc.) should carry the applicable mark(s). If the mark is displayed with or advertises certification to specific operating conditions or equipment, such clarification should be made to avoid confusion with uncertified equipment or operating conditions.

Minimum data should appear on an individual page of participant literature and may include product pictures, dimensional drawings, or shipment information. Be sure to reference the related standard for guidance on how to display data to meet the minimum publishing requirement.

3.4.2.1 Layout. Each AHRI Certified mark is self-contained. Marks may be scaled down as needed, but they should remain undistorted and legible. Minimum size recommendations are outlined below.

TABLE 2. LAYOUT		
AHRI CERTIFIED MARK CATEGORY	APPLICATION	MINIMUM SIZE RECOMMENDATION
AHRI Certified program-specific marks (including those marks used for equipment sold in Canada)	Equipment/component labels	2-5/8" wide
	On-screen displays of AHRI Certified Product Performance Ratings	125 pixels wide
	Mobile display	At the participant’s discretion, provided the aspect ratio is locked and the logo is undistorted and legible.
Certification program participation marks; promotional marks	Printed displays of AHRI Certified Product Performance Ratings	1-3/4" wide
	On-screen displays	125 pixels wide
	Mobile display	At the participant’s discretion, provided the aspect ratio is locked and the logo is undistorted and legible.

3.4.2.2 Color. AHRI Certified marks are required to be reproduced in either black or blue per the following:

Generic Marketing Application and Product Labels:

PMS 300
 C=100, M=42, Y=0, K=0
 R=0, G=101, B=189
 HTML: #0065BD or Black.

If the mark must reverse out on a dark background, use PMS 300 mark, or the black mark. All marks have a white outline.

3.4.2.3 Recommended Clear Space. Clear space is the area surrounding the AHRI Certified mark that should be kept free of other marks, graphics, or text. Clear space also applies when placing the mark near the edge of a surface.

Minimum clear space equals 1x where “x” is defined by the width of the “H” in the AHRI acronym in the mark.

RECOMMENDED CLEAR SPACE



3.5 The AHRI Certified Program-specific Mark. Following are all AHRI Certification Program-specific marks, provided for reference only. To request a logo, contact logos@ahrinet.org.





Refrigerant Recovery/Recycling Equipment
AHRI Standard 740



Automatic Commercial Ice-Makers
AHRI Standard 810



Ice Storage Bins
AHRI Standard 820



Unit Ventilators
AHRI Standard 840



Direct Geoechange HP
AHRI Standard 870



VAV Terminals
AHRI Standard 880



Indoor Pool Dehumidifiers
AHRI Standard 910



DX-Dedicated Outdoor Air System Units
AHRI Standard 920



Air-to-Air ERV
AHRI Standard 1060
Energy Recovery COMPONENT is certified. Actual performance in packaged equipment may vary.



Heat Pump Pool Heaters
AHRI Standard 1160



Transport Refrigeration
AHRI Standard 1110



Commercial Refrigerated Display Merchandisers and Storage Cabinets
AHRI Standard 1200



Variable Frequency Drives
AHRI Standard 1210



Variable Refrigerant Flow (VRF) Multi-Split AC and HP
AHRI Standard 1230



Active Chilled Beams
AHRI Standards 1240/1241



Central Station Air-Handling Unit Casings
AHRI Standard 1350



Datacom Cooling
AHRI Standard 1360



Commercial Boilers
AHRI Standard 1500



Water Source HP
ANSI/AHRI/ASHRAE/ISO13256



Commercial Finned Tube Radiation
AHRI Testing and Rating Standard for Finned Tube (Commercial) Radiation



Commercial Furnaces
DOE 10 CFR Part 431



Direct Heating Equipment
DOE 10 CFR Part 430



Commercial Water Heaters
DOE 10 CFR Part 431



Residential Baseboard Radiation
Performance certified according to the Residential Baseboard Radiation Procedural Guide.



Residential Boilers
DOE 10 CFR Part 430



Indirect-Fired Water Heaters
Performance certified according to the Performance of Indirect-Fired Water Heaters Standard.



Residential Furnaces
DOE 10 CFR Part 430



Residential Water Heaters
DOE 10 CFR Part 430



Water Source HP
ANSI/AHRI/ASHRAE/ISO13256

4. Using Marks to Highlight Program Participation

4.1 Displaying the AHRI Certified Mark in General Marketing Applications.

AHRI strongly recommends using the AHRI Certified logo in general marketing applications, as listed below.

- product catalog covers
- product description pages
- specifications
- product brochures
- product packaging materials, including user and operation/maintenance manuals
- news releases
- trade show materials and customer displays
- web pages
- annual reports
- presentations
- promotional materials

Along with displaying the AHRI Certified mark with no program identifier, include the following statement within your application: "The AHRI Certified® mark indicates [insert participant's name] participation in the AHRI Certification program. For verification of individual certified products, go to www.ahridirectory.org."

5. Using Promotional Phrase Marks

5.1 Using the Mark in a General Marketing Application Where not all Advertised Products are Certified.

If the application displays or references a variety of products, not all of which are AHRI Certified, use the "Ask About our Certified Products" phrase mark.



5.2 Using the Mark in Applications Where not all Models Within the Product Line are Certified.

If the certification mark is used in a general advertisement for a product line where only certain models or ratings are certified, include language that clarifies not all products are AHRI Certified.

Example: 'The [product model name] is certified by AHRI to AHRI Standard [Number].'

Alternatively, you may include specific language under each of the certified models noting its AHRI certification.

5.3 Displaying the AHRI Certified Mark with Phrase Marks.

Use the AHRI Certified phrase marks in marketing and advertising material to show that a company carries AHRI Certified equipment and components. The three approved phrase marks are:

- WE INSTALL CERTIFIED PRODUCTS
- ASK ABOUT OUR CERTIFIED PRODUCTS
- WE INSTALL CERTIFIED MATCHED SYSTEMS (applicable to unitary small air conditioners and heat pumps only)



These marks may be used on an array of promotional materials, including your company's website, point-of-purchase displays, sales materials, contractor advertisements, clothing, and company owned cars and vans, etc.

6. Non-Graphical References to AHRI Certification

6.1 AHRI Certified Boilerplate for News Releases and Marketing Collateral.

When issuing a news release related to a certified product, please consider adding the following text as standard boilerplate language following the standard company boilerplate.

Option 1

AHRI Certified® is the trusted mark of performance for heating, air conditioning, water heating, and commercial refrigeration equipment. Products earning the mark are subject to rigorous, independent, annual evaluation to ensure that they perform according to the participant's published claims. Certifying equipment and component performance allows consumers to compare products based on independently verified performance ratings. To find AHRI Certified products, go to www.ahridirectory.org.

Option 2

AHRI Certified® is the trusted mark of performance for heating, air conditioning, water heating, and commercial refrigeration equipment. To find AHRI Certified products, go to www.ahridirectory.org.

6.2 Pre-approved Promotional Language

6.2.1 AHRI Directory of Certified Product Performance. Access the comprehensive, online AHRI Directory of Certified Product Performance (www.ahridirectory.org) to obtain certified performance ratings for more than one million HVACR and water heating equipment and components. The directory not only provides real-time product information, but also gives you the tools to conduct performance comparisons of similar products offered by multiple manufacturers.

6.2.2 AHRI Certificate of Product Ratings.

In the AHRI Directory of Certified Product Performance, you can search for certified HVACR and water heating equipment and components and print an AHRI Certificate of Product Ratings. The certificate provides proof of the equipment's certified performance ratings.

6.3 AHRI Certified Text References. To build immediate recognition and understanding of the AHRI Certified mark's brand value in the marketplace, it is important to use consistent language to explain your product's certification achievement.

6.3.1 Using the Registered Trademark Symbol in Text.

The AHRI Certified mark is a registered trademark of the Air-Conditioning, Heating, and Refrigeration Institute. When using the AHRI Certified phrase or mark in communications and marketing materials, please follow the formatting procedures outlined below:

The first occurrence of AHRI Certified phrase in the body (e.g., "Our AHRI Certified® liquid-to-liquid heat exchanger...") of any text should be followed by the symbol. Do not include a space before the registered trademark symbol or use italics for the registered trademark symbol, regardless of the format of text that precedes it. A paragraph heading is considered part of the body of any text. After the first occurrence of the AHRI Certified phrase, the registered trademark symbol may be omitted.

Certification participants may include the registered trademark statement: "AHRI Certified® is a registered trademark of the Air-Conditioning, Heating, and Refrigeration Institute." The registered trademark statement may be placed where normal explanatory information is found (e.g. at the bottom of an advertisement or poster, at the bottom of the relevant page in a manual or brochure, or on the product packaging).

6.3.2 'C' vs. 'c.' 'C' in "Certified" should be capitalized when referencing the program.

Example: [Manufacturer] is a participant in the Datacom Cooling Certification Program; X product is AHRI Certified.

6.3.3 A Word About Rated vs. Certified.

When manufacturers claim their products are "rated in accordance with AHRI Standard [number]," it does not mean their products' ratings have been independently tested and certified by AHRI. Only participants that have voluntarily submitted their products for annual, independent testing, and have had their performance claims verified, can apply the AHRI Certified mark on the product and have it listed in the AHRI Directory of Certified Product Performance.

6.3.4 Acceptable and Unacceptable Language for Use with the AHRI Certified Mark in Advertising or Promotional Material

Acceptable Language

- AHRI Certified
- Certified by AHRI
- Tested and certified by AHRI
- ABC's company product is certified by AHRI to AHRI Standard #
- ABC Company's product is listed in the AHRI Directory of Certified Product Performance
- The trusted mark of performance assurance

Unacceptable Language

- Approved by
- Verified by
- "Seal" or "Seal of Approval"
- AHRI Approved
- "Tested against" or "Audited against"
- "Tested to" or "Audited to"
- "Tested by" or "Audited by"
- Meets AHRI requirements