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 Guide 17065, General requirements for bodies operating product certification systems.

Note:
This AHRI Brand Usage Guide supersedes all previous versions.
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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) to ISO/IEC Guide 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 Usage. The AHRI Certified mark may never be used in any manner (including advertising, sales, or promotional purposes) that could suggest or imply that AHRI endorses a specific manufacturer or distributor. Nor should it be implied that certification extends to a unit or component not covered by the written Certification Agreement.

2.4 Enforcement. AHRI actively monitors the use of the AHRI Certified mark, including references and claims to AHRI certification. Misuse and/or misrepresentation may result in legal action.

Misuse or misrepresentation by a certification program participant will result in a program violation and may result in termination from the Certification Program in accordance with the General Operations Manual and the program-specific Operations Manual.

Program applications will be terminated if a program applicant falsely claims certification prior to receiving official notification of entry into the program.

2.5 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 certification@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. For AHRI Certified logos for general marketing applications, refer to Section 3 of this guide to see the available variations.

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. If printed on the nameplate, AHRI must pre-approve a sample of the nameplate including the AHRI Certified mark, or a drawing of the nameplate specification,
prior to printing. Such approval requests should be forwarded to AHRI’s Certification Coordinator, at certification@ahrinet.org.

2.5.1 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. AHRI certification program participants are those who hold a signed Certification Agreement with AHRI and official notice from AHRI stating that their equipment has achieved AHRI certification, and that they maintain good standing in the program, including meeting all requirements noted in the governing documents.

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.

3.4 Using the AHRI Certified Program-specific Mark. The applicable AHRI Certified Program-specific mark shall be used as follows. These are the only acceptable uses for the AHRI Certified Program-specific mark.
Table 1. Using the AHRI Certified Product Specific Mark

<table>
<thead>
<tr>
<th>Application</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit/Component Labels</td>
<td>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.</td>
</tr>
<tr>
<td>Publication of AHRI Certified Performance Ratings</td>
<td>Anytime a participant claims published performance is AHRI Certified, the applicable mark is recommended to be displayed in accordance with Section 3.4.2.</td>
</tr>
</tbody>
</table>

3.4.1 Labeling Requirement for AHRI Certified Units and Components. When marks are used on certified products, it is required that the appropriate AHRI Certified program-specific mark(s) are applied. The label should be affixed directly to the product, preferably near or stamped into the nameplate. The label must be located in a visible location and meet minimum size requirements per Section 3.4.2.1 of this guide.

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 is recommended to 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 are recommended to 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 are recommended to 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 is recommended to be labeled with both programs’ AHRI Certified Program-specific mark.

Example: A certified room fan coil unit is also certified as a unit ventilator. The product is recommended to 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 is recommended to 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 is recommended to 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 is recommended to be labeled. The embedded component is also recommended to 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 are recommended to 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, webpage, mobile application, etc.) is recommended to carry the applicable mark(s).

| Table 2. Properly Displaying the AHRI Certified Program-specific Mark with AHRI Certified Performance Ratings |
|--------------------------------------------------|--------------------------------------------------|
| **Application**                                  | **How to Display the AHRI Certified Performance Mark and Reference Certification** |
| A participant is claiming AHRI Certification for a product that is AHRI Certified and only AHRI Certified ratings are displayed. | The AHRI Certified mark with certification program name and applicable standard number shall be displayed. |
| A participant is claiming AHRI Certification for a product that is AHRI Certified. However, the operating conditions for which performance data are displayed are outside the scope of the certification program (i.e. non-AHRI tolerances, special customer-requested test or rating methods). | The participant shall display the AHRI Certified mark with certification program name and applicable standard number. The non-certified rating shall be accompanied by the statement: “This rating is outside the scope of the AHRI certification program.” |
| The participant is claiming AHRI Certification for a product that is AHRI Certified. AHRI Certified ratings are shown on the same page as non-certified ratings (i.e., ratings at conditions that are outside the scope of the certification program). | The participant shall display the AHRI Certified mark with certification program name and applicable standard number, and clearly distinguish between certified and non-certified ratings. |
| The participant is publishing performance for a product that is not AHRI Certified; however an AHRI performance standard was used to establish performance rating data. | The participant shall not make any claims to AHRI Certification but may claim the published performance is rated in accordance with the applicable standard. |
The participant is publishing performance for a product that is AHRI Certified; however, no reference to AHRI appears anywhere with the published document.

The participant may publish AHRI Certified performance data without the mark, provided the participant does not reference AHRI.

Minimum data shall 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. A mark may not be added to, cut, or altered in any way. A mark may be scaled with locked aspect ratio, but must be undistorted, legible at all times, and meet minimum size requirements as noted below.

<table>
<thead>
<tr>
<th>Table 3. Layout</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AHRI Certified Mark Category</strong></td>
</tr>
<tr>
<td>AHRI Certified program-specific marks (including those marks used for equipment sold in Canada)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Certification program participation marks; promotional marks</td>
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<tr>
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<td></td>
</tr>
</tbody>
</table>

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 abbreviation in the mark.
4. Using Marks to Highlight Program Participation

4.1 Displaying the AHRI Certified Mark in General Marketing Applications. It is strongly recommended that the AHRI Certified mark with no program identifier be displayed in all general marketing applications, such as:

- 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
- webpages
- 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 the situation to note which products are AHRI Certified.

(e.g. ‘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 (e.g., include a bullet point ‘AHRI Certified® to AHRI Standard X’ in a list of product attributes).

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:

1) WE INSTALL CERTIFIED PRODUCTS
2) ASK ABOUT OUR CERTIFIED PRODUCTS
3) 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.

The “Ask About Our Certified Products” phrase mark should be used in materials in which some products being promoted are certified and some are not.
6. Non-Graphical References to AHRI Certification

6.1 AHRI Certified Boilerplate for News Releases and Marketing Collateral. When you issue a news release related to a certified product, please consider adding the following text as standard boilerplate language following your company’s standard news release 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 Additional Promotional Materials

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, you must do the following:

The first occurrence of AHRI Certified phrase in the body (e.g., “Our AHRI Certified® liquid-to-liquid heat exchanger...”) of any text must 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

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