BACHARACH®

Brand Guidelines v 1.3

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Purpose of This Book

This document serves as a foundation for future Bacharach design projects. The guidelines may evolve as different use cases develop, but will help to maintain consistency throughout Bacharach printed and digital materials.
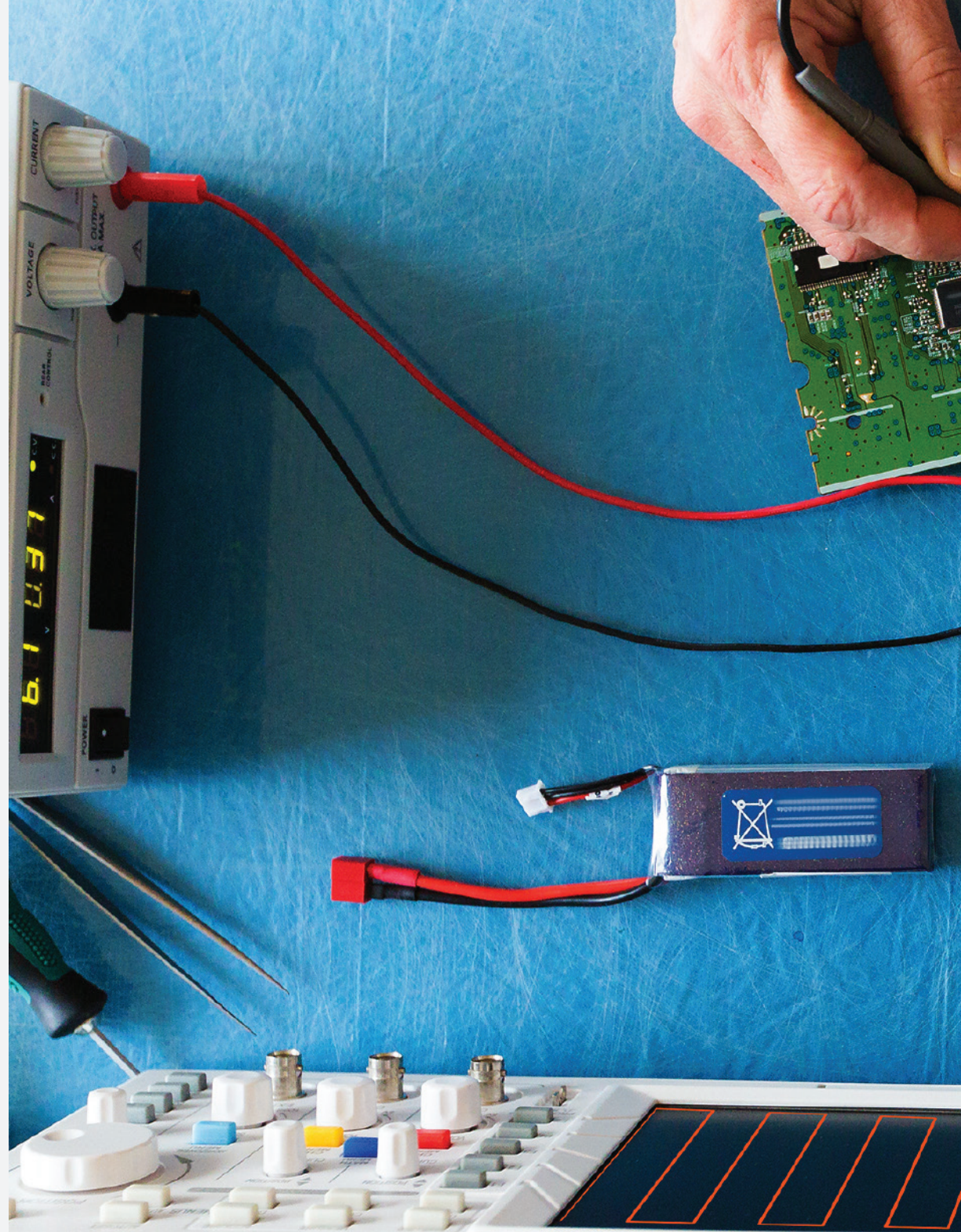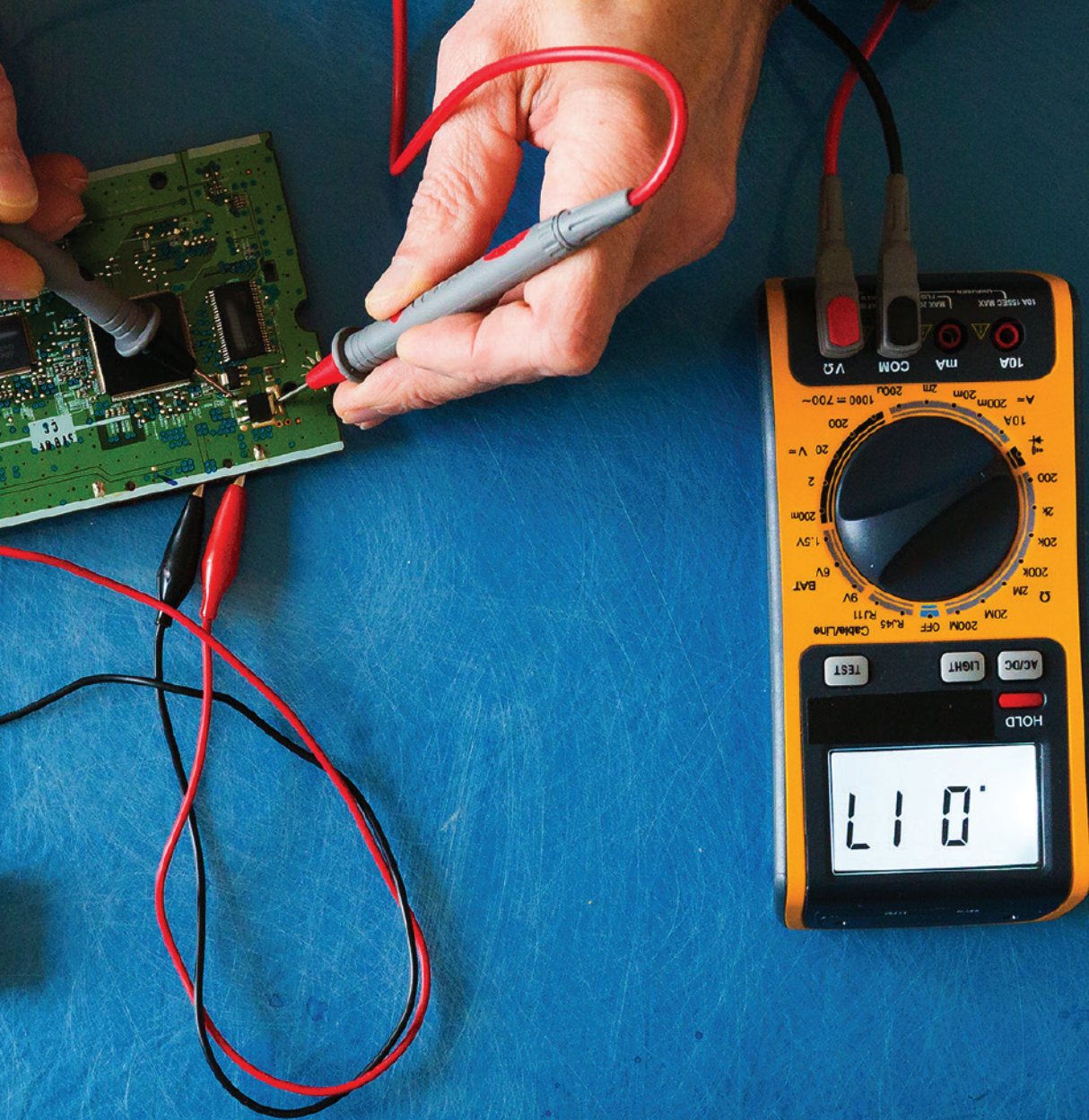
Mission

To make a measurable difference to our customers every day.

Our tag line, "The measurable difference" means: We will prosper by providing our customers discernible, differentiated value.

Logo

The revised logo maintains the brand equity that Bacharach has built over the past century. It has been updated for legibility, design, and pragmatic purposes.

1 | **Main Wordmark Logo**

Use Cases

The full version of the logo should appear when a logo is needed. The logo is only to appear on a white background. The only exception is on products; in this case, it is acceptable to depict the logo on gray.

2 | **Full Lockup with Tagline**

THE MEASURABLE DIFFERENCE

Use Cases

The tagline version of the logo should appear in instances when there is little copy to explain Bacharach's value proposition. The tagline should never be separated from the logo and should always scale proportionally.

3 | **Typographic**

Use Cases

The typographic version of the logo should appear if size constraints will lead to legibility issues with the orbit.

4 | **Favicon**

Use Cases

The favicon logo should appear in the browser tab.

Logo / **Color Variations**

1 **Reversed Out**

Use Cases
The logo may be reversed to be depicted on Bacharach Blue or Bacharach Green backgrounds. These are the only acceptable background colors. The logo may only be reversed in these two manners.

2 **Reversed Out**

Use Cases
The logo may be reversed to be depicted on Bacharach Blue or Bacharach Green backgrounds. These are the only acceptable background colors. The logo may only be reversed in these two manners.

3 **Black**

Use Cases
A black and white version of the logo is for specific cases like faxes, copies, stamps and monochrome printed matter.

1 **Main Wordmark Logo**

BACHARACH®

Clear Space
The use of clear space around the logo maintains the sacred nature of the logo.

2 **Full Lockup**

BACHARACH®

THE MEASURABLE DIFFERENCE

Clear Space
The use of clear space around the logo maintains the sacred nature of the logo.

Logo / **Clear Space & Minimum Dimensions**

1 **Logo**

BACHARACH.

|·····························|
1 inch

Minimum Dimensions
These are the smallest dimensions in which the logo can appear to ensure legibility.

2 **Full Lockup with Tagline**

BACHARACH.®

THE MEASURABLE DIFFERENCE

|··|
2 inches

Minimum Dimensions
These are the smallest dimensions in which the logo can appear to ensure legibility.

3 **Typographic**

BACHARACH.

|···········|
.5 inch

Minimum Dimensions
For instances where the logo must appear but there are severe sizing restraints (under .5 inches), only the typographic logo may be used.

Do not
distort the logo. Always
scale proportionally.

Do not
rotate or change the
orientation of the logo.

Do not
alter the colors
of the logo.

Do not
display the logo on
a background color
or image, with the
exception of those
listed on pages 7
and 8.

Do not
add dimensional
effects to the logo.

Do not
permit the logo to
appear within an
expressed shape so
as to be interpreted as
part of the logo.

Do not
alter the dimensions
of the orbit.

Do not
use a poor-quality
reproduction of
the logo.

Typography

The typography is utilitarian, yet modern. It is legible in all sizes and types of printed and digital materials. The typeface is classic and venerable, matching Bacharach as a brand.

Main Brand Fonts

1

Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U VWX Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
. , ; „ " » « / + - – = § € ¥ $ £ % ( ) { }@© ? ! & ß fi fl™*

Aa

This is the primary font for body copy. It should primarily be used in the #333 charcoal color. It should be used primarily in sentence case.

2

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U VWX Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
. , ; „ " » « / + - – = § € ¥ $ £ % ( ) { }@© ? ! & ß fi fl™*

Aa

This is the primary font used for headlines and subtitles. It should be used primarily in all caps.

2

Roboto Slab

A B C D E F G H I J K L M N O P Q R S T U VWX Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
. , ; „ " » « / + - – = § € ¥ $ £ % ( ) { }@© ? ! & ß fi fl™*

Aa

This is the primary accent font. If should be used primarily in sentence case. It is also frequently bolded to draw attention to sentences or phrases, but not standalone words.

3

System Font Substitution

Arial

A B C D E F G H I J K L M N O P Q R S T U VWX Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
. , ; „ " » « / + - – = § € ¥ $ £ % ( ) { }@© ? ! & ß fi fl™*

Aa

This is the primary substitution font for any document created in a Microsoft Office program. This font can be used in sentence case and all caps, and may be bolded for body copy, headlines, and subtitles. Black is an acceptable system font color.
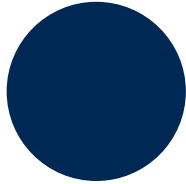
⚠

The use of small capitals (small caps) is prohibited.

Colors

The color palette revolves primarily around the classic Bacharach legacy combination of navy blue and lime green.
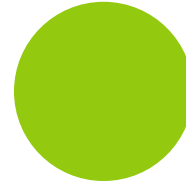
Coated

Bacharach Blue

Pantone	295 C
CMYK	100, 69, 8, 54
RGB	0, 40, 85
Hex	#002855

Our primary blue is intended to
be the main signifying color for
the brand. It should be
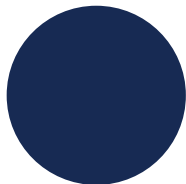used for all solid-fill secondary
graphics.

Bacharach Green

Pantone	2292 C
CMYK	48, 0, 92, 0
RGB	147, 201, 15
Hex	#93c90e

Our primary green is intended
to be the main signifying accent
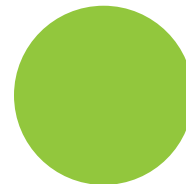color for the brand. It should be
used on the orbits

⚠️

**For all digital
applications the
rgb values for
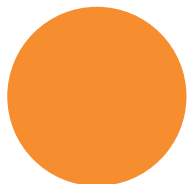the brand colors
should be pulled
from the coated
palette.**

Uncoated

Pantone	295 UC
CMYK	85, 68, 34, 17
Hex	#375172

Pantone	2292 UC
CMYK	45, 0, 100, 0
Hex	#99cc33

Colors / **Secondary Palette**

Orange

Pantone	715 C
CMYK	0, 43, 81, 4
RGB	246, 141, 46
Hex	#f68d2e

In cases where a color palette would provide clear visual distinction in the design, the secondary palette may be used.

Blue

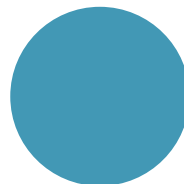| Pantone	7459 C
CMYK	72, 9, 9, 13
RGB	66, 152, 181
Hex	#4298b5

In cases where a color palette would provide clear visual distinction in the design, the secondary palette may be used.

5% Gray

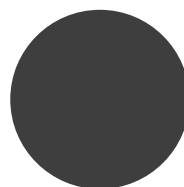| **CMYK**	0, 0, 0, 5
RGB	241, 242, 242
Hex	#f1f1f2

The 5% gray may be used to provide subtle visual seperations in design.

90% Gray

CMYK	0, 0, 0, 90
RGB	65, 64, 66
Hex	#404041

The deeper gray is used primarily for copy on white. It is not to be used in design, just type. This is the primary type color on the Bacharach web site. It is less harsh than 100% black.
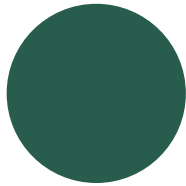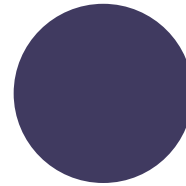
Green

Pantone	626 C
CMYK	80, 18, 56, 54
RGB	40, 92, 77
Hex	#285c4d

If the secondary palette does not prove exhaustive enough for the designers needs, a tertiary palette may be used.

Purple

Pantone	5265 C
CMYK	86, 83, 9, 45
RGB	64, 58, 96
Hex	#403a60
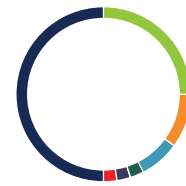
If the secondary palette does not prove exhaustive enough for the designers needs, a tertiary palette may be used.
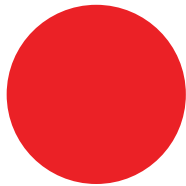
Red

Pantone	2347 C
CMYK	1, 98, 96, 0
RGB	235, 33, 38
Hex	#eb2126

If the secondary palette does not prove exhaustive enough for the designers needs, a tertiary palette may be used.

Color Distribution

75%

Primary
Most of Bacharach's marketing materials must be composed of Bacharach Green and Blue.

20%

Secondary
The secondary color palette may compose around 20% percent of the design.

5%

Tertiary
The tertiary palette should be used sparingly and compose around 5% of the design documentation.

Copy Writing

The tone of Bacharach copy will reflect the brand's venerable status, and will efficiently communicate Bacharach's value proposition.
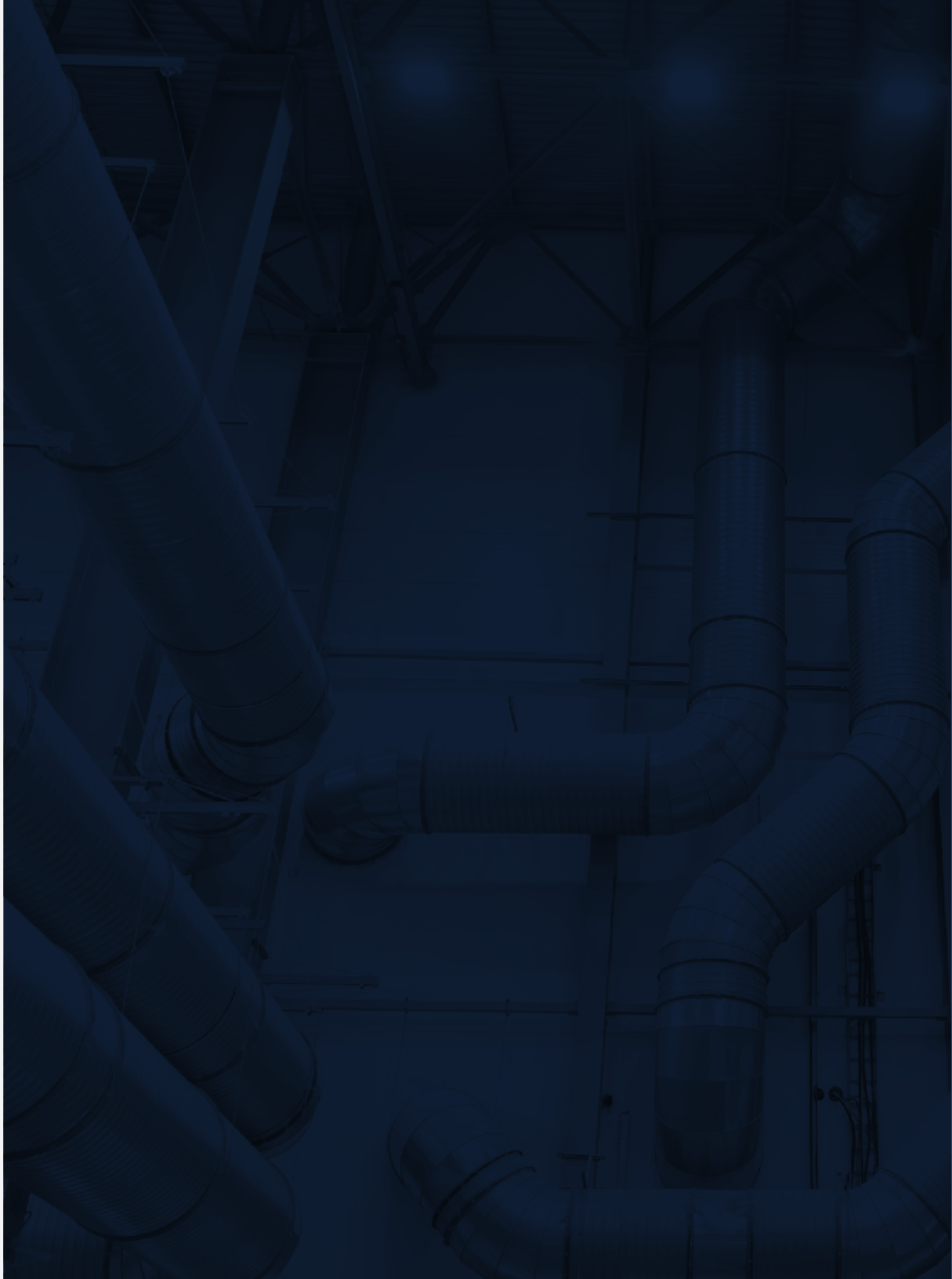
Helpful and straightforward. Traditional, yet technologically sound. The copy should be concise. Superlative without hyperbole. Organized. Convey wisdom gleaned from a century in business. Copy should be easy to read, simple, with industry-specific words used to describe products. Benefits should be communicated without the use of technical jargon. Copy should evoke trust and communicate industry expertise.

Photography

Bacharach's image and application photography has a clean, simplistic, yet colorful style that shows Bacharach's venerable industry prestige maintained through constant innovation, research, and development.

General Photo Style
Photos should be shot at a direct angle whenever possible, with a strong lighting source, true to life color ranges and minimal filtering to maintain a dynamic appearance and authentic natural situation.

Photography / **Product Shots**

1 **Portable Instruments**

Fixed Detectors **2**

Preferred Angle

Acceptable Angle

Preferred Angle

Product Shots
The product should be shot at an angle with a slight bird's-eye view to show depth on the right side. If certain features of the product are on the left, it is acceptable to photograph the product from the opposite angle. Bacharach's product photography should be shown by itself on a plain white background as a cut-out with correct perspective and lighting.

Shadow
The use of shadows on product photography is permitted to indicate three dimensions, to convey depth and base of product. A slight shadow will soften the depth of the product. Shadow opacity is set at 15% black. The shadow should not be covered by any design elements or cut off at the edge of the photo. Mirroring product photos are not permitted.

Graphic Elements

In order to maintain a consistent visual language, Bacharach employs the use of several design elements that reflect the most recognizable aspect of the brand — the logo — through subtle visual cues.

Orbit Overlay

The orbit overlay may be used in cases that require a break between image and white space for copy or as a clean, isolated area for the logo. This treatment should be reserved for high-impact visual areas, such as web heroes or for ad space.

Horizontal Orbits

Similarly, if a document or image needs a visual break, the horizontal strokes may be used. These elments are derived from the orbits of the Bacharach logo.

Iconography

Icons are to be used as visual shorthand to indicate certain recurring categories, features, and benefits that will help a potential customer understand the product quickly. Icons are only to be developed if they can be used in at least 10 instances.

Iconography Style
The icons reflect the timeless, simple Bacharach style and incorporate the orbit element from the logo.

Iconography Usage
Icons will be used with a written descriptor in their first occurence in collateral with space constraints. An icon key will be included in branded materials when space is permitted. Icons will be used for marketing purposes only, not on products or packaging.

Applications

The guidelines contained in this document cover all practical applications of Bacharach branding — from internal communications to external marketing, from print to digital.

Applications/ **Email Signature**

US

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Vice President, Sales and Marketing

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bphillips@mybacharach.com

Email Signature
In all cases Bacharach is to use the default "send" email address for all users to be in the form of first initial last name @ mybacharach.com

For example:
dpreston@mybacharach.com

In an exception when the first initial last name creates an unfortunate word, then the default is to use:

firstnamelastname@mybacharach.com

All office locations use a standard legal disclaimer.

Letterhead

Bacharach Inc. | 621 Hunt Valley Circle, New Kensington, PA 15068 | 800-736-4666 | 724-334-5000

Bacharach | THE MEASURABLE DIFFERENCE | New Kensington, PA, USA | Dun Laoghaire, Ireland | Toronto, Canada | mybacharach.com

Business Cards

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Marketing Communication Manager

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#10 Envelope

THE MEASURABLE DIFFERENCE

621 Hunt Valley Circle,
New Kensington, PA
15068-7074, USA

Applications/ **Powerpoint Template**

Cover

Interior

End

Splash

Splash

Front

REFRIGERANT MONITOR
MVR-300

FEATURES	BENEFITS
Easy to install	Fits in standard electrical 2-gang back-box
Flush mount	Aesthetic non-intrusive appearance
Interoperability	Two relays and Modbus communication
Alarm management	LED, buzzer, two levels, configurable delay and fail-safe
Easy to maintain	Compliant with EN 378 and ASHRAE 15

The VRF/VRV System Refrigerant Leak Detection, Design, Communication, Installation, Calibration, Compliant, Solution.

DESCRIPTION

The MVR-300 area monitor is specifically designed to provide continuous monitoring of refrigerant leaks in individual rooms of e.g. hotels, dormitories, hospitals, offices, and apartment buildings. When a VRF/VRV (Variable Refrigerant Flow/Variable Refrigerant Volume) or Multi-Split system is used as the air conditioning system in such installations, a refrigerant leak could easily flood a room. A high concentration of refrigerant will cause Oxygen depletion at floor level and could pose the risk of asphyxiation.

The MVR-300 is mounted at floor level to quickly identify any accumulation of refrigerants. The visual and audible alarms will alert the occupant and the MVR-300 simultaneously communicates to a BMS/BAS (Building Management System/Building Automation System) to initiate countermeasures and mitigate the risk.

If the pre-set alarm thresholds are exceeded in an area, the MVR-300 activates two on-board relays triggering the e.g. shut-off refrigerant supply lines to specific zones within the building, activation of exhaust fans, and initiation of emergency calls as well as any additional counter measures.

When connected via the Modbus RTU interface, the MVR-300 issues an online status report on the current gas concentration as well as a self test analysis and performance. The MVR-300 mimics the relay functions and offers additional user information. Factory settings and configurations of the MVR-300 can be customized to any application specific requirements using a great number of Modbus registers.

VISIBLE ALARM

ORDERING INFORMATION

PART NO.	Description
6203-0001	Refrigerant Leak Monitor, MVR-300, R-410a, 0 to 2,500 ppm
6203-0002	Refrigerant Leak Monitor, MVR-300, R-410a, 0 to 5,000 ppm
6203-0003	Refrigerant Leak Monitor, MVR-300, R-410a, 0 to 10,000 ppm

mybacharach.com

Back

TECHNICAL DATA

COMMERCIAL   REFRIGERATION

PRODUCT ATTRIBUTES	DESCRIPTION		DEFINITION
Detectable Gases	R-22, R-32, R-134a, R-404a, R-407c, R-410a		
Measuring Ranges	0 to 2,500 ppm, 0 to 5,000 ppm, 0 to 10,000 ppm		
Housing	Flush mount, white ABS, optional decals for cover plate adaptation. Fits in most 2-gang electrical back-boxes 2" (50 mm) deep; not included		
Size (L x W x D, approx.)	6" x 4.1" x 1.75" (150 x 105 x 45 mm) including bezel. Depth of bezel 0.39" (10 mm)		
Protection	Indoor: IP40, NEMA 1		
Weight (approx.)	8 oz (230 g)		
Power	100 to 230 VAC, 50/60 Hz, 4 W max.		
Indicator	Tri-colour LED: green, amber, red		
Buzzer	80 dB at 12" (30 cm)		
Relay	Two SPDT: low alarm and high alarm / fault, normal or fail-safe; configurable. Rating: 1 A at 30 VDC, 1 A at 125 and 240 VAC, resistive load		
Alarm Delay	0 to 15 minutes; configurable 0, 5, 10, 15		
Wiring	Power	3-core cable, 14 to 20 AWG (0.5 to 2.0 mm2)	
	Relay	3-core cable, 18 to 20 AWG (0.5 to 1.0 mm2)	
	Modbus	2-core twisted pair shielded cable 18 to 24 AWG (0.2 to 1 mm2) with 120 Ohm characteristic impedance (e.g. Belden 8761)	
Modbus RTU	Baud Rate	9,600 or 19,200; configurable	
	Start Bits	1	
	Data Bits	8	
	Parity	none, odd, even; configurable	
	Stop Bits	1 or 2; configurable	
	Retry Time	500 ms, min time between retries	
	End of Message	Silent 3.5 characters	
Environmental Parameters	Temperature	32 to 120 °F (0 to 50 °C)	
	Storage	- 5 to 100 °F (- 20 to 40 °C)	
	Humidity	5 to 90% RH, non-condensing	
	Pressure	23.6 to 32.5 inch of Hg (800 to 1,100 hPa)	
	Elevation	0 to 6,560 ft. (2,000 m) altitude	
Sensor life	5 to 8 years (typical)		
Approvals	CE, UL/CSA/IEC/EN 61010-1		
Alarm/Range	0 to 2,500 ppm	0 to 5,000 ppm	0 to 10,000 ppm
Alarm 1	500 ppm	1,000 ppm	2,000 ppm
Alarm 2	2,000 ppm	4,000 ppm	8,000 ppm

80.0001 | Rev.0 | Marketing communications | LI | Printed in USA | Chlorine free, environmentally compatible | Subject to modifications | © Bacharach Inc

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mybacharach.com | help@mybacharach.com

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User Manual and
Installation Guide

**Refrigerant
Monitor
MVR-300**
1100-2020

mybacharach.com

This document is intended to describe the fundamental principles of Bacharach's corporate image. Although concrete examples have been provided, other applications exist. Deviations from these guidelines provided here are permitted only with approval of the publisher.

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