



KEEN™

HEATING & COOLING

# Brand Guidelines

Standards for the **KEEN** brand: how it looks, sounds, and gets used.

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VERSION

2.0 · Revised Feb 2026

PREPARED FOR

**KEEN Heat Pump**

Internal & partner reference

## THE KEEN LOGO

### THE PRIMARY MARK, IN TWO VERSIONS



Primary · on white & light surfaces



Reversed · on navy & dark imagery

**Brand naming.** When referring to the brand in copy, always stylize the name in all caps.

✓ KEEN Heat Pump KEEN HomePro KEEN Connect    × Keen keen

### DO

- ✓ Preserve clear space equal to the icon's width on all sides of the mark.
- ✓ Keep the icon and wordmark together as a single locked unit.
- ✓ Use the reversed (grayscale) version on any background darker than 50% gray.
- ✓ Include the ™ in full applications; it may be omitted at sizes under 60px wide.

### DON'T

- × Recolor the icon, stretch the wordmark, or apply shadows, gradients, or outlines.
- × Place the primary logo on busy photography without a solid color backing.
- × Use the icon mark alone unless the wordmark appears elsewhere in the layout.
- × Position the logo closer than its clear-space rule to any other graphic element.

## BRAND ARCHITECTURE

### THREE AUDIENCES, ONE IDENTITY SYSTEM

#### KEEN Heat Pump

Homeowner-facing brand and product hub.

[keenheatpump.com](http://keenheatpump.com)

#### KEEN HomePro

Contractor documentation and the Learning Hub.

[keenhomepro.com](http://keenhomepro.com)


#### KEEN Connect

Marketplace for solar, insulation, electrical & EV partners.

[keenconnect.com](http://keenconnect.com)

## CORE COLORS

NAVY IS THE CORE. TEAL AND SIGNAL BLUE ADD THE ACCENTS.




KEEN  
Navy

PRIMARY · NAVY

HEX #243B7D

RGB 36 / 59 / 125

CMYK 92 / 80 / 15 / 5




Signal  
Blue

ACCENT · SIGNAL BLUE

HEX #1E80D4

RGB 30 / 128 / 212

CMYK 80 / 45 / 0 / 0



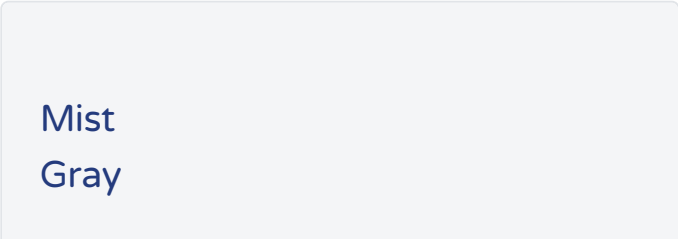
Teal  
Spark

ACCENT · TEAL

HEX #2DBAB0

RGB 45 / 186 / 176

CMYK 72 / 0 / 35 / 0



Mist  
Gray

NEUTRAL · MIST

HEX #F4F5F7

RGB 244 / 245 / 247

CMYK 2 / 1 / 0 / 3

## USAGE RATIO

ROUGHLY HOW MUCH OF EACH COLOR TO USE



Use **Navy** for covers, footers, and headings. **Signal Blue** is for emphasized words and data points. **Teal** goes on dividers, accent lines, and callouts. **Mist Grey** sits behind header strips and content panels. **White** carries the rest of the page.

## TYPOGRAPHY

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VARELA ROUND FOR HEADINGS, ACUMIN PRO FOR EVERYTHING ELSE

DISPLAY HEADING Varela Round · Regular · 32-60pt

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# A Heat Pump **engineered** for cold climates

SUBHEADING Acumin Pro Semibold · 14-22pt

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## Year-Round **Comfort**

BODY COPY Acumin Pro Light · 10-12pt · 1.5 leading

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KEEN Heat Pumps handle heating and cooling from one all-electric system. **No furnace, no window units, no switching back and forth.** Just quiet, consistent comfort all year.

## VOICE

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CONFIDENT, PLAIN-SPOKEN, AND REASSURING

KEEN sounds technical and approachable at once. Start with the proof: cold-climate performance, CVP-rated efficiency, the 10-year warranty. Then say it plainly. Let the numbers speak for themselves. When you're talking to a homeowner, translate industry terms like HSPF2, COP, or R454B into everyday language.

## MESSAGING PILLARS

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THREE CLAIMS THAT SHOW UP IN EVERY CAMPAIGN

### Engineered for cold climates

Up to 100% heating capacity at 5°F.  
Continuous operation as low as -22°F.  
Built for the Northeast and beyond.

### One all-electric system

Year-round heating and cooling from a single heat pump. No furnace, no window units, no switching seasons.

### A new standard of trust

Industry-leading 10-year parts & labor warranty, transferable to new homeowners, with CVP-rated efficiency.