How to Utilize the Content Kits

Downloading the Zip File:

Access the content kit by downloading the provided zip file.

Contents of the Zip File:

Each content kit will include various files pertaining to the listed topic.

The kit may contain the following components:

- **Infographic/Informational Files:** One-pagers covering different aspects of the topic, suitable for co-branding and featuring a space for the user's rep office logo and contact information.

- **Presentation:** A presentation slide deck focused on the topic, designed for co-branding with space for the user's rep office logo.

- **Social Media Content:** Pre-packaged content optimized for use on social media platforms. Users can create high-quality posts using these assets. Additionally, links to AAON's previous social media posts related to the topic are provided for easy sharing.

- **Other Additional Content:** While not guaranteed, the kit may include supplementary assets such as:
  - Podcasts: Links to relevant podcast episodes.
  - Videos: Any video assets related to the content.
  - Further Resources: Links to additional knowledge base articles, technical papers, etc.

- **Instructions:** There will be brief instructions on how to use the content.

- **Design Files:** The content will be provided in their respective design file formats, allowing users the flexibility to fully customize the content pieces according to their preferences.

Sharing Social Content:

We welcome you to tag AAON in your social media posts. Below are the **links** and **handles** to our pages:

@AAON, Inc.   @aaonhvac   @AAON Inc.   @AAONHVAC   @AAONHVAC

Rules for Using the Content Kit:

Adhere to brand guidelines regarding the utilization of AAON's logo and branding elements.
www.aaon.com/brand-guide

> *Disclaimer: We acknowledge the importance of making the content your own to better connect with your clients or prospects. However, we want to emphasize that any changes made to the content are at the discretion and responsibility of the individual sales representative.*

Follow any provided instructions on utilizing the content.

Updates and Maintenance:

These content kits are dynamic and regularly updated with new content relevant to the topic.

Users are encouraged to check back periodically for updates and additional resources related to the topic.

How to Customize a PDF

Customize:

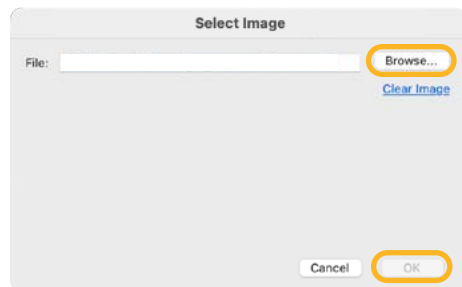1. Open the **PDF file** in **Adobe Acrobat.**

2. Find the **Contact Info and Logo section** at the bottom of your document:

   Contact Name
   Phone | Email
   Website

3. Click on the **Photo Icon** and it will pull up the **Select Image box.**

   Click **Browse.** Find your logo file on your computer and click **OK.**

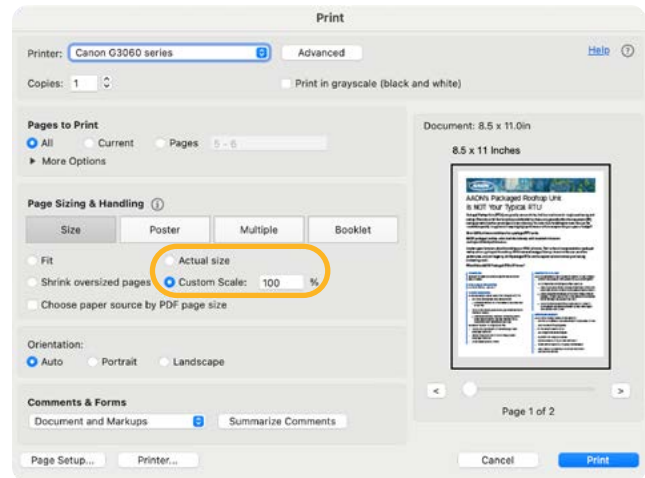4. Add your **Name and Contact Info** in the provided spaces.

   John Smith
   123-456-7890 | johnsmith@aaon.com
   aaon.com

5. **Save** a copy of the PDF on your computer. You can now **email** and **share** your customized PDF.

Printing a PDF:

If you wish to print the PDF, use the version with **_print** at the end of the file name. The **_print files** have a margin built in so should print on **letter size 8.5 x 11 inch paper** at **actual size** or **100%** with no trimming.

If you wish to print any other versions we recommend using a professional print vendor.

If you have any questions about customization or branding, contact marketing@aaon.com