

AIRSPADE®

Logo & Brand Identity Guidelines

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Introduction

The AirSpade Standards Manual is a valuable organizational asset that distinguishes AirSpade from other organizations.

This guide explains the proper use and display of the AirSpade logo within the corporate identity program. The use of these standards will assist in presenting AirSpade consistently and uniformly.

The use of the logo should reflect the corporate identity of AirSpade. Therefore authorization to use the logo on any printed, electronic or promotional material is restricted to purposes outlined in this guide. Permission to use the logo for purposes not outlined in this guide must be obtained from AirSpade's Marketing Department.

For any questions regarding the proper use of the AirSpade logo, contact AirSpade's Marketing Department by e-mailing marketing@airspade.com.

This Corporate Standards Manual and the logos herein can be found on the AirSpade website under www.airspade.com/pages/brand-guidelines.

Logo Usage: Acceptable Versions

The AirSpade logo is available in color and black and white.

The AirSpade logo is available in the following formats:

Adobe Illustrator (eps/ai)

Adobe Illustrator is a drawing program that is primarily Macintosh (Apple) based but PC formats are also available on request.

TIFF (tif)

The TIFF versions should be used in Word and Excel documents.

JPEG (jpg)

The JPEG versions should be used in Web Applications, PowerPoint presentations and Word documents.

Corporate Communications and Marketing are currently using the following versions of software:

Adobe Illustrator CC and Adobe Photoshop CC

If you require the AirSpade logo in another format, please contact our Marketing Department at marketing@airspade.com.

AIRSPADE®

Two color or CMYK

AIRSPADE®

One color or CMYK

AIRSPADE®

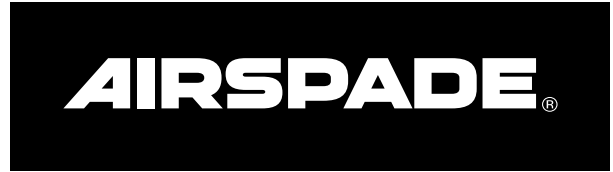
Black and White

AIRSPADE®

Two color or CMYK with outline on SPADE



Two color or CMYK



Reversed out on Black Background



Reversed out on Black Background

Logo Usage: Color

Standard Two-Color Version



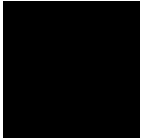
Pantone 116

This color is to be used in every possible situation.

CMYK C-0 M-12 Y-100 K-0

RGB R-254 G-203 B-0

HTML #FECB00



Black

CMYK C-0 M-0 Y-0 K-100

RGB R-30 G-30 B-30

HTML #000000

Logo Usage: Unacceptable Versions



DO NOT
Reverse the colors of the logo



DO NOT
Change the colors of the logo



DO NOT
Rotate the logo



DO NOT
Use the logo with another element

Logo Usage: Unacceptable Versions



DO NOT
Stretch the logo



DO NOT
Skew the logo



DO NOT
Put the logo in a white box

Logo Usage: Margin Allowance

Clear Zone – Logo

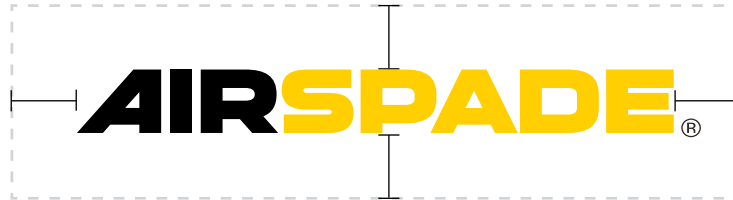
To make sure that our logo stands out clearly, it should always be framed within an area of unobstructed space.

There is one way to determine the clear zone around the logo. This space must be at least the same height as the character height of the logo as it is scaled. See Diagram #1.

This applies to placement of the logo relative to the edge of a page, sign, TV screen, specialty advertising item, merchandise, etc. At times, exceptions may apply, but only with the approval of the AirSpade Marketing Department. E-mail marketing@airspade.com.

Diagram #1

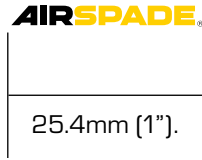
Margin space



Logo Usage: Minimum Size

Minimum size restrictions ensure that our logo is always clearly legible.

Minimum width for the horizontal logo is 25.4mm (1").



Logo Taglines

Not to be used as a substitution for the main AirSpade logo.



This version of the logo can be used for marketing purposes of the AirSpade brand (i.e., corporate stationery, corporate web site, corporate documents, etc.).

Fonts

The font used by AirSpade is Eurostile. This font should be used consistently throughout all communications materials. For these materials, it is ideal to use Eurostile Bold for headlines, while Eurostile Regular should be used primarily for body text. If these fonts are not available, they can be purchased online at www.myfonts.com or we can share them. Please e-mail marketing@airspade.com.

Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Social Media

AirSpade employs the following social media icon, channels, and biography.



Facebook and Instagram Biography: AirSpade is a leading manufacturer of air-powered soil excavation tools used by arborists, landscapers, and utility workers.



LinkedIn Biography: AirSpade is a leading manufacturer of air-powered soil excavation tools. Used in place of traditional digging methods by arborists, landscapers, and utility workers. AirSpade is widely recognized as the preferred method of safe and efficient soil excavation.



YouTube Biography: AirSpade is a leading manufacturer of air-powered soil excavation tools. Used in place of traditional digging methods by arborists, landscapers, and utility workers. AirSpade is widely recognized as the preferred method of safe and efficient soil excavation.



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