

GUARDAIR®

Logo & Brand Identity Guidelines

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Introduction

The Guardair Corporation Corporate Standards Manual is a valuable organizational asset that distinguishes Guardair from other organizations.

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

The use of the logo should reflect the corporate identity of Guardair Corporation. 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 Guardair Corporation's Marketing Department.

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

This Corporate Standards Manual and the logos herein can be found on the Guardair Corporation website under www.guardair.com/brandstandards.

Logo Usage: Acceptable Versions

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

The Guardair 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 Guardair logo in another format, please contact our Marketing Department at marketing@guardair.com.

GUARDAIR®

Two color or CMYK

GUARDAIR®

One color or CMYK

GUARDAIR®

Black and White



Reversed out on Blue Background



Reversed out on Black Background



Reversed out on Blue Background

Logo Usage: Color

Standard Two-Color Version



Pantone Reflex Blue

This color is to be used in every possible situation. Avoid using the CMYK version as much as possible since it can print purple if not closely monitored.

CMYK C-100 M-82 Y-0 K-2

RGB R-0 G-35 B-149

HTML #002395



Pantone 279

This color is used when an exact representation needs to be used.

CMYK C-70 M-33 Y-0 K-0

RGB R-75 G-146 B-219

HTML #4B92DB

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

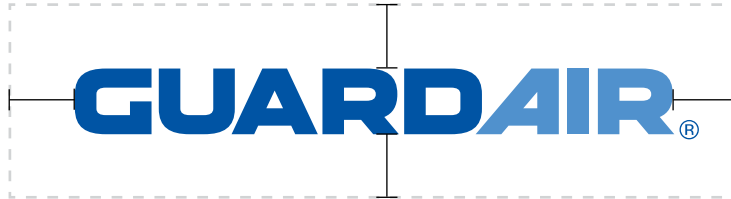
To make sure that our logo stands out clearly, it should always be framed within an area of unobstructed space.

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 Guardair Marketing Department. E-mail marketing@guardair.com.

Diagram #1

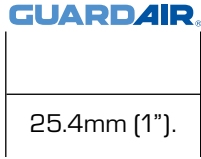
Margin space



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

The Guardair Shield may be used as a secondary mark. Not to be used as a substitution for the main Guardair logo.



This version of the logo can be used for purposes of Guardair as a Corporation (i.e., corporate stationery, corporate web site, corporate documents, etc.).



This version of the logo can be used for marketing purposes of the Guardair brand.

Guardair Shield (Secondary Mark)

The Guardair Shield is a secondary logo that can be used in material, clothing or swag. This logo is not to replace the Guardair logo, but to complement it.



Pantone 279

This color is used when an exact representation needs to be used.

CMYK C-70 M-33 Y-0 K-0

RGB R-75 G-146 B-219

HTML #4B92DB

Fonts

The font used by Guardair 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@guardair.com.

Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Social Media

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



Facebook and Instagram Biography: Guardair manufactures durable OSHA-compliant, safety air guns and pneumatic vacuums used for industrial cleaning.



LinkedIn Biography: Guardair manufactures OSHA-compliant, safety air guns and pneumatic vacuums used for industrial cleaning. With an unwavering commitment to worker safety and innovation, Guardair has earned a reputation for durable products that maximize safety, performance, and operator comfort.



YouTube Biography: Guardair manufactures OSHA-compliant, safety air guns and pneumatic vacuums used for industrial cleaning. With an unwavering commitment to worker safety and innovation, Guardair has earned a reputation for durable products that maximize safety, performance, and operator comfort.

GUARDAIR[®]
C O R P O R A T I O N

47 Veterans Drive • Chicopee, MA 01022-1062
Toll-Free: 800-482-7324 | Local: 413-594-4400 | Fax: 413-594-4884
guardair.com | info@guardair.com