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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.
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
- Skew the logo
- 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”).

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.

GUARDAIR®
CORPORATION

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.).

GUARDAIR®
INNOVATION IN THE AIR

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@gmail.com.

Eurostile Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890

Eurostile Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890
AirSpade employs the same rules and uses the same font as the Guardair brand, excluding color logo mark and color palette.

**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
Allpax employs the same rules and uses the same font as the Guardair brand, excluding color logo mark and color palette. Whenever possible, use the Allpax logo on a black background. It is acceptable to use it on a white background if needed.

**Pantone 485**
This color is to be used in every possible situation.

- **CMYK:** C-0 M-93 Y-95 K-0
- **RGB:** R-213 G-43 B-30
- **HTML:** #D52B1E

**Black**

- **CMYK:** C-0 M-0 Y-0 K-100
- **RGB:** R-30 G-30 B-30
- **HTML:** #000000