



Representative Brand Guidelines

WELCOME

airsniper.ca

Creating Success Together

Since 2015, Air Sniper has been at the forefront developing safe, effective, and flexible air sanitization solutions to businesses across Canada. Within our 75,000 sq ft, ISO 9001 manufacturing facility, we ensure that all products meet quality standards and are fully functional without compromising on our signature design. Designed and manufactured in Canada, Air Snipers are built to last. We offer a variety of solutions, including our Stand-Alone, In-Line, and Hybrid equipment, with more incredible options to come as we continue reinventing the standards for industrial air purification.

Maintaining constant innovation is our main goal, and that's why we're excited to work with Representatives that possess that same innovative spirit. In order to grow and continue to provide businesses and facilities with this unique and powerful product, it is important to maintain a unified and recognized presence across all marketing material. The guidelines that you'll find in this package will lay out how to incorporate the Air Sniper brand into your social media, website, and more.

We request that as an Air Sniper Representative, you follow the described brand guidelines without modification. If we find that the brand guidelines have been violated, AIR will reserve the right to renegotiate the Representative relationship.



Brand Guide

Utilizing the Air Sniper brand assets correctly
in your marketing communications

Logo



Logo spacing rules



Font Classes

Fifita Ligatures

Colour Codes



PANTONE 3255 C
CMYK 83 0 22 0
RGB 2CCBB8

PANTONE 3242 C
CMYK 63 0 12 0
RGB 60D4CB

PANTONE 305 C
CMYK 79 2 3 0
RGB 40BEE3

PANTONE Blue 0821 C
CMYK 67 2 2 0
RGB 5BC7E7



PANTONE 298 C
CMYK 86 7 0 0
RGB 22A7E0

PANTONE Black C
CMYK 64 55 60 63
RGB 221F1C

PANTONE Black 7 C
CMYK 61 52 56 53
RGB 2F2B27

PANTONE 663 C
CMYK 12 10 6 0
RGB E0DADF

Correct Terminology

Do

Make your brands, names, domains and social media assets distinct from those that belong to Air Sniper.

Don't

Use the Air Sniper brands or names in your company product names, taglines, social media handles, advertising keywords, or any other branding or self-identifying material

Correct	Incorrect
Alpha, ABC Inc,	Alpha Air Sniper Inc, Beta Air
Beta Air Solutions	Sniper Solutions
CharlieAirSolutions.ca	CharlieAirSniperSolutions.ca

Do

Create company and product names that are distinct from Air Sniper to eliminate brand confusion.

Don't

Modify, imitate or abbreviate any Air Sniper brands or names anywhere. This includes misspelling, phonetic or foreign equivalents, rhyming words, stylizations, logos or other variations.



Social Media Use

Do

Create social media handles, tags or the like of property identifying your company and its brands only.

Don't

Create social media handles, tags, or the like that include the Air Sniper brand, abbreviations of those brands or anything similar.

Correct

@AlphaCompany

#BetaCompany

Incorrect

@AlphaAirSniper Sniper

@BetaAirSniper

Social Media Posts

Air Sniper asks that you only use the approved Air Sniper social media posts already shared on our Facebook, LinkedIn, Twitter and Instagram networks. We ask all representatives to not create or share any information online that has not been approved by our head office.



Have Questions about our Representative Brand Guidelines?

Call or email us, or fill out the form to have one of our
customer service specialists get in touch with you.

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Contact us at
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