





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 united and recognized presence across all marketing material. The guidelines explain how best to incorporate the Air Sniper brand into your social media, website, and more.

The integrity of the Air Sniper brand is critical to our collective success. As an Air Sniper Representative we rely on you to help us protect the integrity of the Air Sniper brand by following these guidelines. If you have any questions or concerns that are not explained here, please contact Air Sniper for clarification.



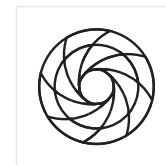
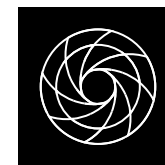
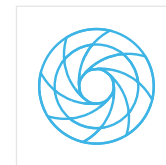
BRAND GUIDE

Logo & Icon

The Air Sniper logo is available in color, black, and white. When using the logo please prioritize clarity and contrast as well as ensuring there is a minimum amount of “safe” space surrounding the logo, i.e, the width of the letter “a” within the logo.

The Air Sniper icon can be used as a separate graphic element to provide visual interest while underscoring the brand identity.

It is critical to ensure the integrity of the Air Sniper brand identity to never alter, distort, or change the logo in any way.

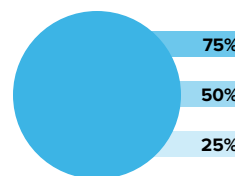




BRAND GUIDE

Brand Colors

The Air Sniper color palette is made up of the following colors. These colors must be prominent in all Air Sniper communications. These colors are an important part of Air Sniper's identity and are always reproduced with the color values shown here. Tints, i.e., percentages of the color values, can be used when and where it makes good visual sense to do so.

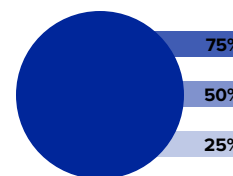


PMS 298 C

CMYK 67 2 0 0

RGB 65 182 230

HTML 41B6E6

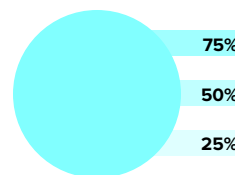


PMS Dark Blue C

CMYK 100 86 0 10

RGB 0 36 156

HTML 00249C

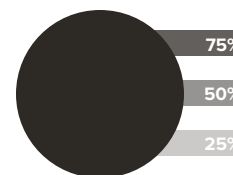


PMS 310 C

CMYK 48 0 9 0

RGB 129 255 255

HTML 81FFFF

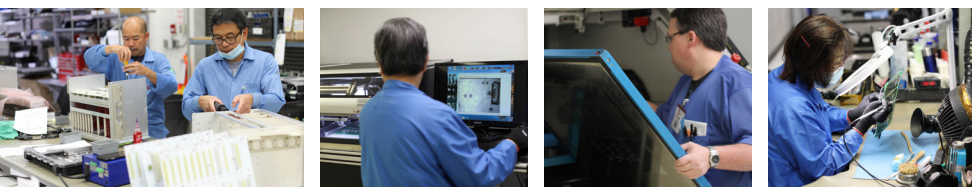


PMS Black C

CMYK 0 0 0 100

RGB 44 42 41

HTML 2C2A29





BRAND GUIDE

Typography

Air Sniper uses Proxima Nova by Google Fonts for all of its primary typography requirements in both print and online applications. These fonts can be paired effectively to create dynamic and engaging typography. The following chart is intended to give an overall sense of the Air Sniper typography and hierarchy.

FONT	HEAD	SUBHEAD	BODY	EMPHASIS
Proxima Nova Black	✓			
Proxima Nova Bold	✓	✓		
Proxima Nova Bold Italic				✓
Proxima Nova Regular			✓	
Proxima Nova Italic				✓





BRAND GUIDE

Best Practices

Do

- Make your brands, names, domains and social media assets *distinct* from those that belong to Air Sniper.
- Create company and product names that are *distinct* from Air Sniper to eliminate brand confusion.

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.
- 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.

Examples

- Alpha
- ABC Inc.
- Beta Air Solutions
- CharlieAirSolutions.ca

Examples

- Alpha Air Sniper Inc.
- Beta Air
- Sniper Solutions
- CharlieAirSniperSolutions.ca



BRAND GUIDE

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.

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.

Examples

- @AlphaCompany
- #BetaCompany

Examples

- @AlphaAirSniper Sniper
- @BetaAirSniper



Have questions about our Representative Brand Guide?

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

1.866.472.1059

info@airsniper.ca

Air Sniper Bay 11
6565 40 St SE
Calgary, AB T2C 2J9, CAN

