Brand Guidelines
Instructions for Proper Partner Use

Issued September 2021

PuriFi

Purpose and Intended Use of This Guide

Our brand is an essential and valuable asset. The team at PuriFi Labs™ has spent more than a decade perfecting the technology behind the PuriFi whole-building air and surface purification system. This Guide is a tool to help strengthen the PuriFi brand, protect it from inappropriate use, and ensure that all communications are consistent.

We appreciate your partnership and know that you will share the responsibility of using our brand correctly.

For questions, please contact **brand@purifilabs.com.**

Strong, recognizable, and memorable brands are the product of dedicated attention and stewardship.

PuriFi

Stand-Alone Logo

The PuriFi logo combines a modern wordmark and symbol. The entire wordmark communicates clean, purified air while the incorporated 'Fi' symbol emphasizes the connectivity of the product.

Proper usage reinforces consistent treatment and appearance, building a strong, cohesive image for our brand.

Whenever possible, the logo should be used in its full-color version (Pantone PMS 298 Blue). If color is not an option, then the logo must be used in either its black or white format. The logo may not be used in any other color or format.

PuriFi

PMS 298
C65 M3 Y0 K0
RGB 65 - 182 - 230
HEX #41B6E6

PuriFi

Note: The white logo must be used with dark backgrounds to ensure its impact.

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Tagline Logo

The tagline establishes and reinforces the essence of our brand. It is used in conjunction with our logo as a consistent reminder of who we are and what we do. There is an established relationship between the logo and tagline that makes them a single unit. It cannot be redrawn or modified in any way.

Vertical (primary)

PuriFi

The science of real-time air and surface purification.

PuriFi

The science of real-time air and surface purification.

Horizontal

PuriFi The science of real-time air and surface purification.

PuriFi The science of real-time air and surface purification.

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Clear Space

Clear space is the minimum area required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images, and the outside edge of materials. Without the proper clear space, the logo will lose its effectiveness. The minimum required clear space for the logo is defined by the measurement "X" as shown. This measurement is equal to ½ the height of the 'Fi' symbol.
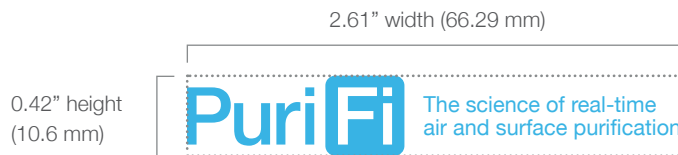
Minimum Size

In determining the logo size, consider the following: the importance of the logo in the specific communications, the size and position of other elements, and the minimum clear space required.

The PuriFi stand-alone logo is restricted to 0.3 inches in height for print and 20px (72ppi) for digital applications. Violating this standard compromises the integrity and legibility of the logo. For tagline logo application needs smaller than the minimum sizes shown, please use the PuriFi stand-alone logo. For logo sizes smaller than the minimum sizes shown, please contact **brand@purifilabs.com** for approval.

Print

0.89" width (22.6 mm)

0.3" height (8 mm)

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2.58" width (65.53 mm)

0.6" height (15.3 mm)

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The science of real-time air and surface purification.

2.61" width (66.29 mm)

0.42" height (10.6 mm)

PuriFi The science of real-time air and surface purification.

Digital

55px width

20px height

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185 px width

43px height

PuriFi
The science of real-time air and surface purification.

185.7 px width

30px height

PuriFi The science of real-time air and surface purification.

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Incorrect Logo Usage

Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork is available for use. Never redraw, translate, or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.

Do not create, retype or redraw our logo.

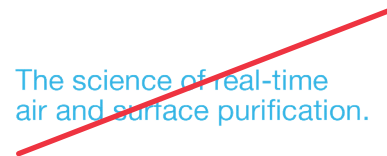**Do not** change the color of our logo.

Do not stretch or alter our logo in any way.

Do not add graphics to our logo.

Do not place our logo near objects without defined clear space.

Do not modify our tagline logo color in any way.

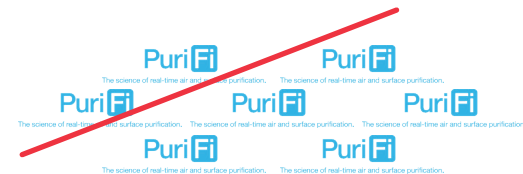**Do not** separate the tagline from the logo.

Do not place our logo on backgrounds without high contrast or that limits legibility.

Do not use our logo as a read-through in text.

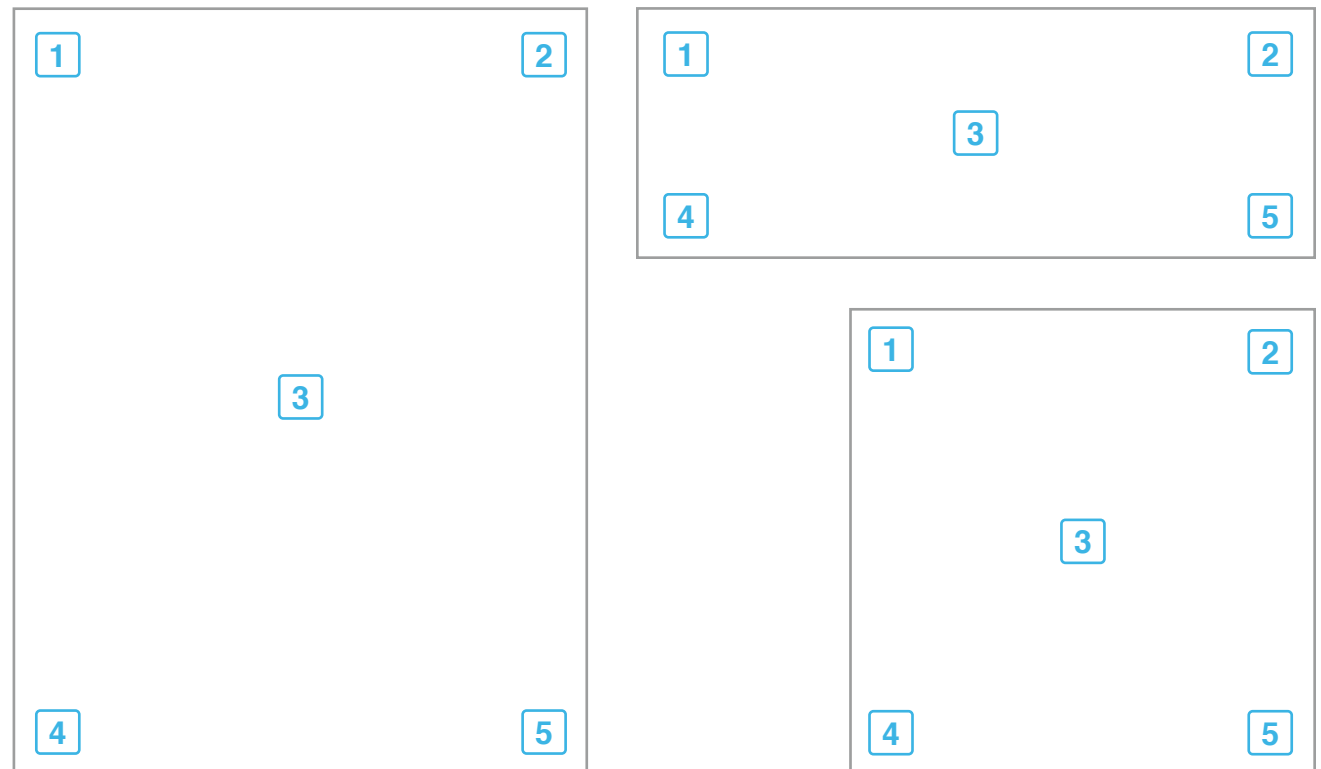**Do not** use graphic effects (drop shadows...) on our logo.

Do not create a pattern with our logo.

Logo Placement

Regardless of communication size or dimension, you may only place the PuriFi logo in five locations. This keeps logo placement simple and consistent while allowing flexibility. Please keep in mind the logo clear space when placing the logo in a corner.

In no particular order, the placement options are:

1. Top left corner
2. Top right corner
3. Centered
4. Bottom left corner
5. Bottom right corner

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Color Usage

The use of color must be consistent across all applications. Pantone PMS 298 Blue is our primary brand color and used to drive a consistent feel across communications. Colors from our supporting palette should be used as accent colors only and never the dominant color.

Secondary Colors

Pantone 7738
CMYK: C=74 M=0 Y=91 K=0
RGB: R=97 G=179 B=97
HEX: #61B361

Pantone 114
CMYK: C=0 M=9 Y=84 K=0
RGB: R=255 G=255 B=97
HEX: #FFE161

Pantone 130
CMYK: C=0 M=35 Y=100 K=0
RGB: R=249 G=180 B=57
HEX: #F9B439

Pantone 185
CMYK: C=0 M=94 Y=74 K=0
RGB: R=255 G=67 B=67
HEX: #FF4343

Pantone 2592
CMYK: C=54 M=79 Y=0 K=0
RGB: R=152 G=67 B=222
HEX: #9843DE

Pantone 676
CMYK: C=32 M=100 Y=44 K=13
RGB: R=147 G=37 B=86
HEX: #932556

Primary Colors

Pantone 298
CMYK: C=65 M=3 Y=0 K=0
RGB: R=65 G=182 B=230
HEX: #41B6E6

Pantone 423
CMYK: C=49 M=39 Y=39 K=3
RGB: R=138 G=140 B=141
HEX: #8A8C8D

Pantone 560
CMYK: C=81 M=53 Y=63 K=45
RGB: R=46 G=69 B=66
HEX: #2E4542

For Print Text: use 80% Black

Pantone 7468
CMYK: C=93 M=44 Y=24 K=2
RGB: R=29 G=1716 B=2153
HEX: #1d7499

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Typography

Primary Typeface - Helvetica Neue
The primary typeface for the brand is the Helvetica Neue family of fonts. The examples shown are the main brand weights. Italic and Condensed fonts can also be used.

Body Copy
Helvetica Neue Light, Helvetica Neue Regular - 80% Black

Headline Copy
Helvetica Neue Medium, Helvetica Neue Bold -
80% Black or solid PMS 298 Blue

Support Copy
(Charts, footnotes, and areas where space is limited)
Helvetica Neue Condensed, Light, Regular, Medium, Bold -
80% Black

Alternative Typeface - Arial
If the primary Helvetica Neue typeface cannot be used, Arial is the alternative typeface. Arial is often used for Windows applications, digital documentation, and email communication. Approved Arial font weights are Light, Light Italic, Regular, Italic, Medium, Medium Italic, Bold, and Bold Italic.

Helvetica Neue Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Alternate – Arial Family
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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Brand Name in Text

The logo is a symbol and is the way to show the mark of PuriFi. It is not a word. Never use the logo as a substitute for the word "PuriFi" within a headline, sentence, or other copy. Use only the typeset letters "PuriFi" with the letter "F" capitalized.

Correct
The latest air purification technology from PuriFi

Incorrect
The latest air purification technology from PuriFi

Correct
PuriFi works with your central HVAC fan

Incorrect
PuriFi **works with your central HVAC fan**

Correct
Never use the logo
when referring to PuriFi
within a sentence.

Incorrect
Never use the logo
when referring to PuriFi
within a sentence.

Correct
PuriFi is intelligent air quality management

Incorrect
PuriFi **is intelligent air quality management**

Product Claim Compliance

Below are the legal ways in which you may represent PuriFi products and technology. As mandated by the regulations, these approved claims must also include the disclaimer statement.

Claims

PuriFi does not have medical device approval at this time. There can be no claims made that PuriFi is used to cure, mitigate, treat, or prevent disease.

General Particulate Statements

When mentioned that "PuriFi cleans, neutralizes, or inactivates viruses, bacteria, allergens, mold, odors, etc." the word "tested" must be placed in front of said particulates. And you must reference the disclaimer with the test report link at a minimum font size of 9 pt.

Example: PuriFi technology cleans indoor air and surfaces of tested viruses, allergens, odors, and bacteria.*

Test Reports Disclaimer
To view test reports on specific contaminants, environmental test conditions, and performance levels of PuriFi, please visit PuriFiLabs/test-reports/. Actual results may vary based on environment and occupied space.

Test Results Statements

PuriFi continues to research and test against airborne pathogens and particulates in challenging environments. The following test reports are published. These published test results must be used as stated below and with their respective disclaimer.

99% Inactivation
PuriFi inactivates up to 99.99% of tested viruses, allergens, odors, and bacteria in occupied environments.*

To view test reports on specific contaminants, environmental test conditions, and performance levels of PuriFi, please visit PuriFiLabs/test-reports/. Actual results may vary based on environment and occupied space.

SARS-CoV-2 Neutralization
PuriFi neutralizes tested airborne virus SARS-CoV-2 in real-world conditions: 97% total neutralization in 29 minutes.*

Environmental Test Conditions: 1,280 cu. ft. biosafety room, 73°-77° F, 41%-45% RH, 170 CFM, and 8 ACH. There is currently no universal solution for preventing coronavirus infections. PuriFi Labs encourages following hygiene guidelines in the manner suggested by government authorities. To view complete test reports, visit our Test Report page: PurifiLabs. com/test-reports

SARS-CoV-2 (Delta) Variant Neutralization
PuriFi demonstrates a 95% total airborne reduction of the SARS-CoV-2 Delta variant in 29 minutes, with a progressive reduction of 99.999% in 59 minutes.*

Environmental Test Conditions: 1,280 cu. ft. biosafety room, 75°-79° F, 41% RH, 170 CFM, and 8 ACH. There is currently no universal solution for preventing coronavirus infections. PuriFi Labs encourages following hygiene guidelines in the manner suggested by government authorities. To view complete test reports, visit our Test Report page: PurifiLabs.com/test-reports

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Co-Branding Application

Co-branding shows a partnership between PuriFi and another company, representing an exchange of credibility between brands. The integrity of the PuriFi logo must be preserved in all co-branding situations. The logo clear space and color standards apply.

Logo Lock-Up
Partner co-branding requires placing the PuriFi logo side-by-side with another company's logo in a "lock-up" format. Size each logo to be optically equal. Place the PuriFi logo in the horizontal lock-up's left position and at the top of the vertical lock-up.

All co-branded uses of the PuriFi logo must adhere to the following guidelines:

- Make all logos appear equal in size.
- Center-align the PuriFi logo horizontally or vertically with the other logo.
- Maintain an equal distance between all logos adhering to the minimum clear space required.
- A 1-pt 80% Black stroke divider is used between the logos. The vertical stroke should extend ½ of the PuriFi logo clear space (½ of 'X') at the top and bottom. The horizontal stroke should extend ½ of the PuriFi logo clear space (½ of 'X') to the left and right.
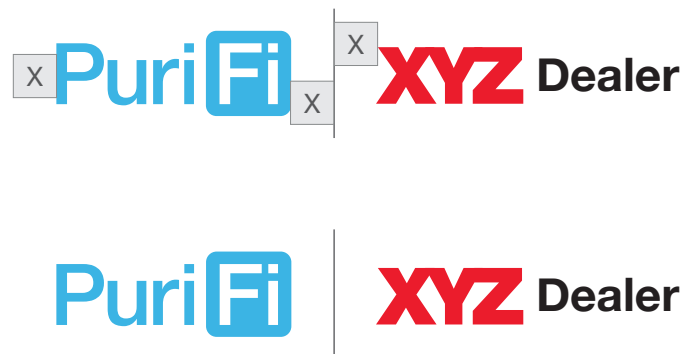
Vertical Lock-Up

Horizontal Lock-Up
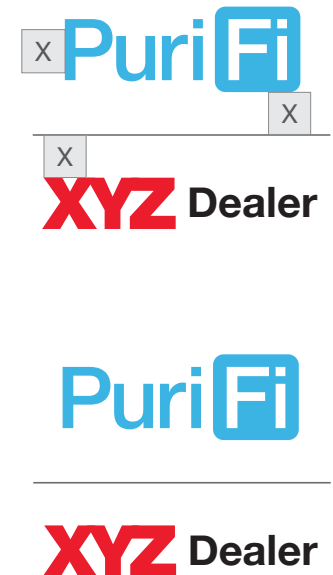
Choosing the Right File Format

The PuriFi logos are provided in three file formats: EPS, JPEG, and PNG. These three formats should work for all common business purposes. Each file format is best suited for the purposes described.

EPS Format
The EPS file is a vector-based art file format used with professional design applications and for high quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. An EPS logo file should not be used for on-screen, Microsoft® Office, or website applications.

The EPS file format may be used to create exact size images for other image file formats in either CMYK or RGB color profiles. Professional design software programs are needed to open and view these files.

JPEG Format
The JPEG file format is a pixel-based image file used for both on-screen and document printing applications. Choosing the proper JPEG image resolution is critical to image display quality. On-screen applications (RGB) use the exact-size JPEG image at 72 dpi. Document printing applications (CMYK) use the exact-size JPEG image at 150 to 300 dpi. JPEG files may not be scaled up in size. Enlarging JPEG files will compromise image quality. Make sure to always maintain the aspect ratio when sizing.

Note: *JPEG files are a "lossy" image file format, meaning whenever saved, JPEG files compress and "lose" image data. If the file is saved repeatedly, image integrity will be compromised.*

PNG Format
The PNG file format is a bit map image file used for on-screen applications. Choosing the proper PNG image resolution is critical to image display quality. On-screen applications (RGB) use the exact-size PNG image at 72 dpi. PNG files may not be scaled up in size. Enlarging PNG files will compromise image quality. Make sure to always maintain the aspect ratio when sizing.

Note: *PNG files hold their image integrity better than JPEG files. Try to use PNG files for most on-screen visual applications.*

For questions, please contact **brand@purifilabs.com.**

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