

LOGO SPECIFICATION

Logo Specifications

The Logo

A logo is a specific graphic treatment of the trademark. The Aire-Flo logo must be used in the manner specified. In this way, no matter who uses the logo, it will instantly be recognizable as the identifying symbol of the Aire-Flo product. The logo in its entirety includes the following elements: the letters spelling out Aire-Flo with the TM symbol, the rectangular shape and border, and the rules underneath. The logo must not be altered in any way.



Aire-Flo Heating and Cooling and/or its advertising agency are the only approved sources for electronic files and materials. All advertising material and promotional items using the Aire-Flo logo must be produced with materials provided by these sources.

Color

The only acceptable colors when reproducing the Aire-Flo logo is black or shades of black depending on whether the greyscale or line art version is used. No other colors are acceptable.

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