

# Aire-Flo™ STANDARDS MANUAL

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## Foreword

The purpose of the Standards Manual is to provide employees, dealers, suppliers and agents with a comprehensive guide to the proper and legal use of the Aire-Flo logo and trademark. These standards apply to all uses of the Aire-Flo trademark and logo.

The proper use of trademarks and logos have tremendous value to the merchandisability and image of the brand. Therefore, it is mandatory the guidelines in this document be strictly enforced.

We recognize the importance of trademark protection. The consistent, correct use of trademarks not only protects the rights to their use, but also contributes to our strength and recognition in the marketplace.

Any existing materials in violation of these standards must be corrected or destroyed as soon as possible.

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