



LIFEBREATH[®]
Indoor Air Systems

LIFEBREATH VISUAL GUIDELINES MANUAL

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September 2017

INTRODUCTION

The Lifebreath brand represents a fresh contemporary new face for the best in ERV and HRV products.

It is important that the refreshed identity and its components be treated with respect. The consistent use of the brand identity components (colour, typography and graphic element choices) will help us to build a strong visual identity that people will come to value and trust. Each of the identity components has been carefully considered to ensure that it communicates the values and positioning of the brand.

This guide has been created to make it easy for you to apply the Lifebreath identity to all types of marketing materials. It identifies the colours to be used for print and digital applications, and provides easy to understand rules that will ensure that the identity appears the same everywhere.

Thank you for your help in building the Lifebreath brand

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CONTACT

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The Lifebreath Brand Character

Few things have the same impact on the voice of the brand and the shape of the experience as much as character.

A brand's character is closely related to the values of the organization and its people, and care must be taken to ensure that the brand character traits are seen as influences in all marketing channels.

The Lifebreath character is:

Warm	Caring	Empathetic	Reliable	Humble
Honest	Trustworthy	Hard working	Loyal	Clever



THE LOGO

Lifebreath's primary logo is a bold wordmark

The rounded rectangles at the top and bottom of the Lifebreath wordmark are symbolic of the cool and warm heat exchange provided by the core. The logo should never be used without them, and it is important that all 4 shapes be clearly distinguishable, whether the logo is in full colour, reversed or gray scale. The company logo is the most visible and recognizable element of the Lifebreath corporate entity.

The logo is a valuable asset and signifies our ownership and endorsement of services and ideas. It is improper for anyone to use our company logo in any manner that has not been approved or strays from the rules found herein. Various applications will require different sizes of the logo, and consideration must be given to all of its elements as it increases or decreases in size.

*All of the above instructions also apply to the french language logo(s).



PURE PERFORMANCE™



PURE PERFORMANCE™



PERFORMANCE PUR^{MD}

LOGO USAGE GUIDELINES

Steps to ensure that
Lifebreath is represented
at its best at all times

DO NOT:

- Alter the logo or tag line in any shape or form
- Change or resize any part of the logo relative to other parts of the logo
- Contain the logo in a box or other shape without ample “safe space” around the logo
- Place the Lifebreath logo on its side, upside down or inverted
- Ever rebuild or recreate this logo
- Scale the logo smaller than the minimum size of 1.5” in width
- Alter the colours of the logo
- Use the Lifebreath logo, symbols or icons on or in connection with any services, promotional and advertising materials, or web sites for any purpose unless otherwise approved by Lifebreath



STAGING & SAFE SPACE

To ensure the logo isn't cropped or cut off, a minimum amount of "safe space" will need to be created. A proportional measuring system creates a consistent layout for use across all Lifebreath applications. The system is based on "X", as determined by the height of the distance between the "red rectangles" in the Lifebreath logo.

The minimum safe space should never be less than X. No other logo or graphic should encroach on this safe space, indicated here in the gray rectangle around the logo.

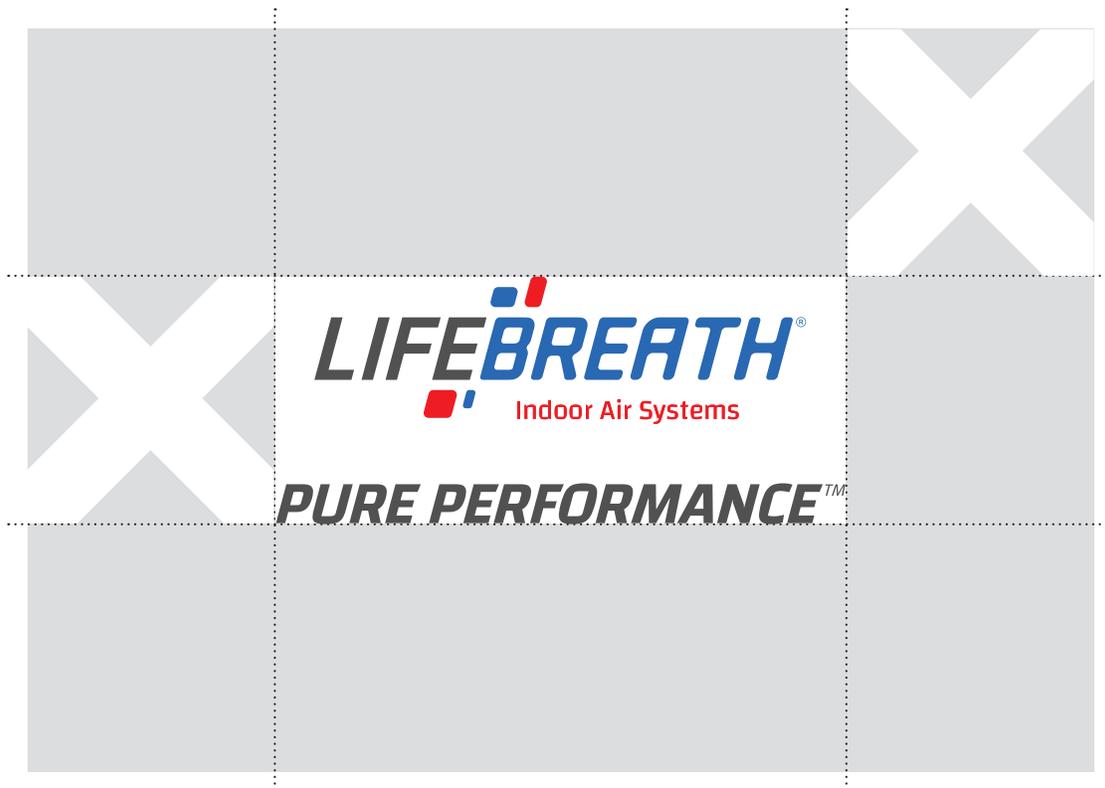


FRENCH
VERSION



STAGING & SAFE SPACE

Logo alternate with
“Indoor Air Systems”



STAGING & SAFE SPACE

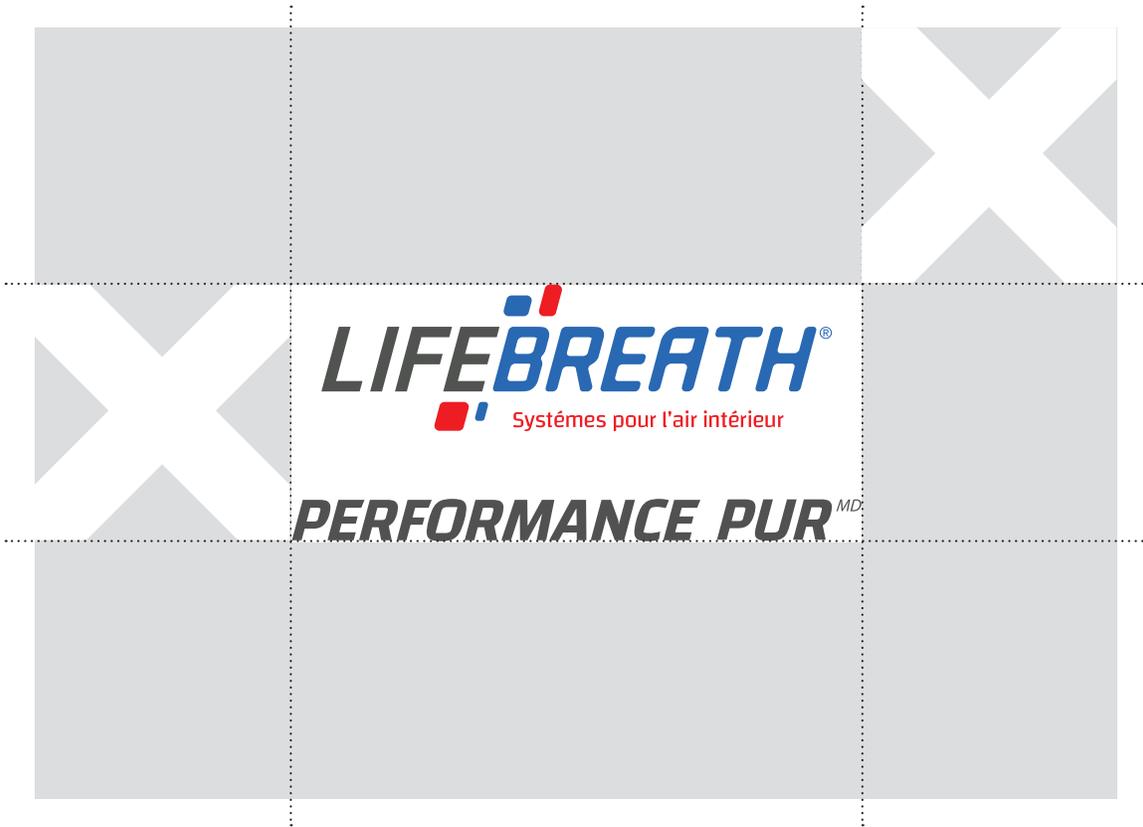
Logo alternate with “Pure Performance™”

The only instance whereby the brand identity may be modified is when it is being used in conjunction with the tag line “Pure Performance™”. In this instance, the correct wording and placement is as follows.

To ensure the logo isn’t cropped or cut off, a minimum amount of “safe space” will need to be created. A proportional measuring system creates a consistent layout for use across all Lifebreath applications. The system is based on “X”, as determined by the top most red rectangle to the bottom of the words Pure Performance™. The minimum safe space should never be less than X. No other logo or graphic should encroach on this safe space indicated here in the gray rectangle around the logo.

There is no need to ever move this wording closer to the bottom of the logo as seen above. The space between the bottom red rectangle and the words Pure Performance™ is to be the same distance as the height of the letters that make up Lifebreath.

FRENCH
VERSION



.....

STAGING & SAFE SPACE

Logo alternate with
“Pur Performance^{MD}”

GRAY SCALE



GRAY SCALE with tag line



REVERSE WHITE AND GRAY



REVERSE WHITE AND GRAY with tag line



FULL REVERSE



FULL REVERSE with tag line



COLOUR & REVERSE APPLICATIONS

The full-colour logo should be used whenever possible, on a white or very light coloured background. When limitations exist like a black and white newspaper, the logo can be printed in black and shades of gray.

The logo also comes in a fully reversed (white) form. The fully reversed logo needs to be used for the smallest of applications where the nuances of the shades of gray won't be discernable to the viewer. The reversed versions of the logo are to be used if placed on a dark colour so that it can still be clearly seen and read.

Use approved logo files for these applications.

*All of the above instructions also apply to the french language logo(s).

1



MINIMUM SIZE

The smallest the logo should be represented is 1.5” wide.



2



MINIMUM SIZE

The smallest the combination logo should be represented is 1.75” wide.



MINIMUM LOGO SIZE

Maintaining legibility when the logo must be small

The smallest suggested size that logo iteration 1 should be scaled down to is 1.5 inches in width. Any smaller than this and the words “Indoor Air Systems” or “Systèmes pour l’air intérieur” become too small to be legible.

The smallest suggested size that logo iteration 2 should be is 1.75 inches in width from the left of the letter P in Pure/Pur and to the right of the TM/MD at the end of the word Performance. Any smaller than this and the words “Indoor Air Systems” or “Systèmes pour l’air intérieur” become too small to be read legibly.

Both logo versions should be equal in visual weight or larger when accompanying other logo(s).



Do not compress



Do not change logo colours



Do not stretch



Do not place logo over patterns or colours



Do not rotate



Do not change logo elements

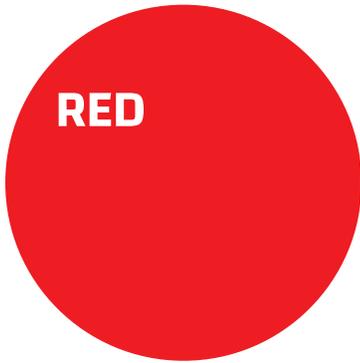


Do not remove logo elements



Do not have other logos or elements encroach on the safe space of the Lifebreath logo

THINGS TO AVOID WHEN USING THE LIFEBREATH LOGO

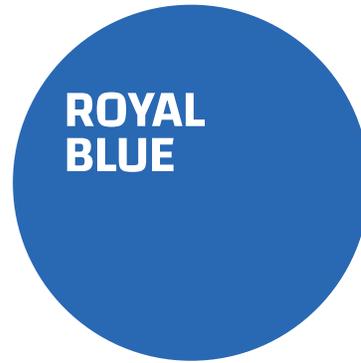


CMYK
0 100 100 0

RGB
237 28 36

HEX
#E4282C

PANTONE
1797 C

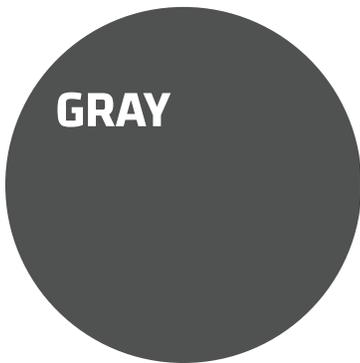


CMYK
86 61 0 0

RGB
48 104 176

HEX
#3068B0

PANTONE
2935 C

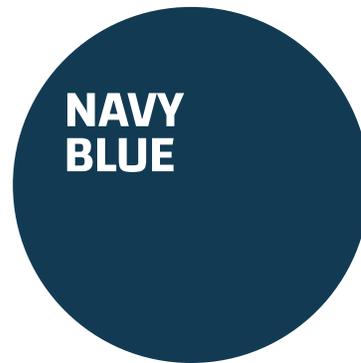


CMYK
65 56 57 34

RGB
81 83 81

HEX
#515251

PANTONE
432 C



CMYK
97 77 50 30

RGB
24 60 83

HEX
#173B53

PANTONE
2965 C

The Lifebreath logo is available in 3 colour forms. They are as follows:

CMYK – to be used on printed materials such as brochures and advertisements.

RGB AND HEX – to be used on digital screen displays such as monitors, mobile phones or tablets.

***PANTONE** – to be used on printed materials and signage whenever possible to ensure the exact colours as intended.

*Pantone Matching System (PMS), a proprietary color space used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

COLOUR PALETTE

Strong colour choices representing a strong brand

CONSISTENT use of the colour palette will not only reinforce the cohesiveness of your brand, but colour also serves a psychological purpose by communicating a certain feeling to your audience. Colour is an integral part of brand identity.

The royal blue and bright red colour selections are updated, vibrant, confident and contemporary choices that hearken back to Lifebreath's original logo.

The navy blue colour choice is one of strength and confidence. It is to be used sparingly as an accent colour.

CHANGA SEMIBOLD

Use for headlines.

UPPERCASE

Letterspacing -20.

CHANGA

SEMIBOLD

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () + < >

CHANGA LIGHT

Use for secondary type,
following headlines.

Sentence case

Letterspacing -40.

Should be no smaller
then half the height of
the preceding headline
of Changa SemiBold.

Changa

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () + < >

TYPOGRAPHY

A powerful tool when
used consistently

HEADLINES This set of typefaces best represent the bold and professional feel of the brand and should be used across all print and web applications.

Changa is a websafe font available from Google typekit, which means it is available to all modern web browsers.

OSWALD LIGHT

Use for bodycopy.

Sentence case
Letterspacing 20.

Body copy should be 10.5pt.
This size maintains good
readability. It is ideal for
advertisements, letterhead
and regular communications.

Copy can be as small as
7pt in tables and charts
if needed. Any smaller
than 7pt and copy becomes
difficult to read.

Micetype/legal copy should
be no smaller than 6pt.

OSWALD

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () + < >



BODY COPY The Oswald typeface best represents a modern feel, is very legible and works well because of its compressed nature so more copy can fit in limited spaces. Oswald should be used across all print and web applications.

Oswald is a websafe font available from Google typekit, which means it is available to all modern web browsers.

This font family comes equipped with Bold and Italics which can be used to draw attention to a part of the text. Use those treatments sparingly.