

# Style Guide

## Graphic Standards

# Logo

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The Novaerus logo is the primary visual element that identifies our brand. It consists of our symbol and brand name that have a fixed relationship. Novaerus has two primary logo layouts: a stacked version and a side-by-side version. The choice of logo depends on the layout of the design.

Please exercise care when using the Novaerus logo. Do not modify or change any of our logo elements (color, font, proportions, etc.) or add any taglines underneath our logo.

For advice on using our logo in co-branded material, please see the Co-Branding guidelines on page 11.

## Logo Options

### Side-by-side Logo with Brand Tagline

Use in horizontal spaces or off center (asymmetrical) layouts.



### Side-by-side Logo

Use in horizontal spaces or off center (asymmetrical) layouts.



### Stacked Logo

Use in vertical spaces or centered layouts.



### Reversed Out Logo

White version of the logo can be used on a solid color background.



### Black and White Logo

Acceptable when color is not available.



# Logo

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## Logo Usage

### Clear Space

To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text. Minimum clear space allowance can be measured by the height of a letter.



### Minimum size

In print the logo should never appear smaller than 1" (25.4 mm).  
On-screen it must appear 125 pixels wide.



1" (25.4 mm)

# Typography

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Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

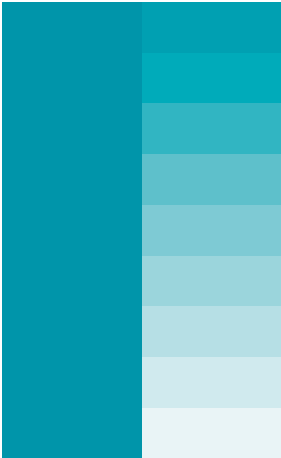
Gill Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Color Palette

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## Primary Brand Color



**PMS 771 I**  
CMYK 98 0 28 4  
RGB 0 151 169  
#0097A9

PMS 771 I is the primary brand color and should take the most space in a layout.

## Secondary and Tertiary Brand Colors



**PMS 382**  
CMYK 28 0 100 0  
RGB 196 214 0  
#C4D600

PMS 382 is a secondary brand color and should be used as an accent or highlight color.



**PMS 166**  
CMYK 0 76 100 0  
RGB 227 82 5  
#E35205

PMS 166 is a tertiary brand color and should be used sparingly.



**PMS 199**  
CMYK 0 100 72 0  
RGB 213 0 50  
#D50032

PMS 199 is a tertiary brand color and should be used sparingly.



**PMS 7540**  
CMYK 67 54 46 40  
RGB 75 79 84  
#4B4F54

PMS 7540 is used instead of black mostly for copy to soften contrast.

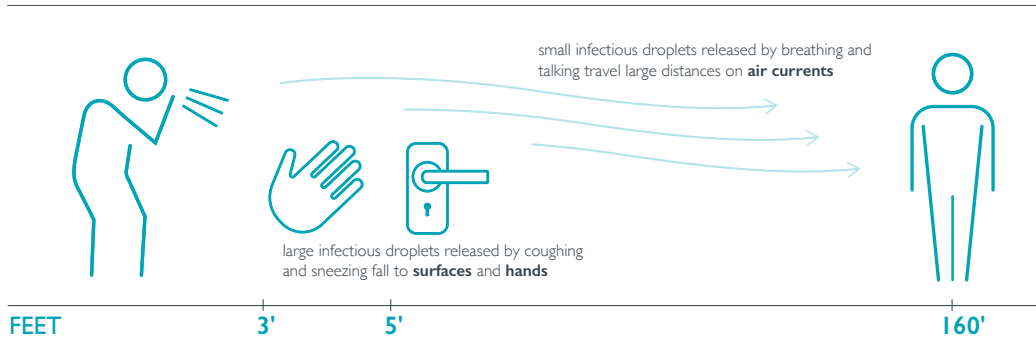
# Photography

Light, bright, clean, positive medical environments. Suggestion of depth/dimension with blurred foreground or background objects.

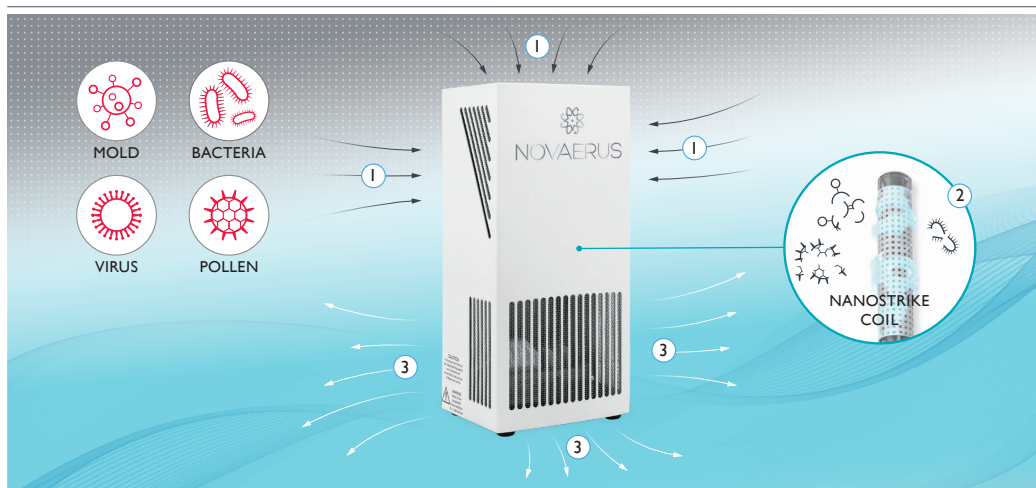


# Infographics

Stylized line drawings to explain narrative concepts.



Photographic images incorporated into infographics.

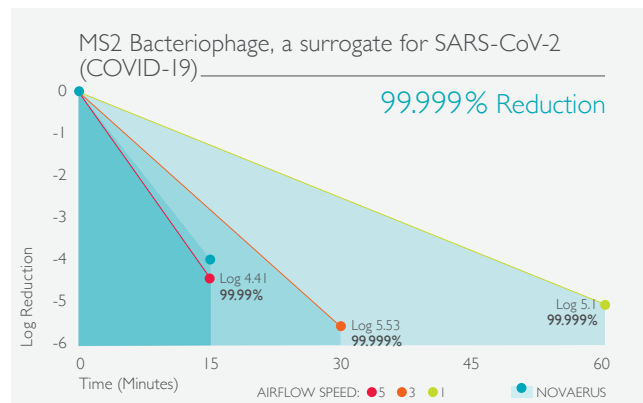


Data tables

TYPE	NAME	REDUCTION	TIME	SPACE	MODEL
VIRUSES	SARS-CoV-2 <sup>1</sup>	99.99%	15 min	563 ft <sup>3</sup>	NVI050
	Measles <sup>2</sup>	99.87%	20-30 min	1,006 ft <sup>3</sup>	NVI050
	Influenza A	99.9%	10-20 min	1,006 ft <sup>3</sup>	NVI050
	Phi X 174	98.8%	30 min	2,119 ft <sup>3</sup>	NVI050
	SARS-CoV-2 <sup>3</sup>	99.99%	5 hours	563 ft <sup>3</sup>	NV900
	Norovirus <sup>4</sup>	99.99%	5 hours	563 ft <sup>3</sup>	NV900
	Influenza A <sup>5</sup>	99.99%	5 hours	563 ft <sup>3</sup>	NV900
BACTERIA	Bacillus Globigii endospores	99.99%	15 min	563 ft <sup>3</sup>	NVI050
	Tuberculosis <sup>6</sup>	97%	30 min	1,059 ft <sup>3</sup>	NVI050
	MRSA <sup>7</sup>	99.94%	15 min	1,059 ft <sup>3</sup>	NVI050
	Clostridium difficile spores	99.9%	40 min	1,006 ft <sup>3</sup>	NVI050
	Staphylococcus epidermidis	99.9%	60 min	2,119 ft <sup>3</sup>	NVI050
	MRSA	99.99%	4 hours	35 ft <sup>3</sup>	NV900
	Bacillus subtilis	86.63%	6 hours	563 ft <sup>3</sup>	NV900
Escherichia coli	71.80%	5 min <sup>8</sup>	18 ft <sup>3</sup>	NV200	
MOLD SPORES	Aspergillus niger	99.99%	30 min	562 ft <sup>3</sup>	NVI050
	Aspergillus niger	99.10%	4 hours	562 ft <sup>3</sup>	NV900
VOCs	Nitrogen Dioxide	99.49%	7.2 min	562 ft <sup>3</sup>	NVI050
	Formaldehyde	99.68%	1.1 min	562 ft <sup>3</sup>	NVI050
	Toluene	99%	9.1 min	696 ft <sup>3</sup>	NVI050
PARTICULATE	PM 1	99%	6.33 min	696 ft <sup>3</sup>	NVI050
	PM 2.5	99%	6.26 min	696 ft <sup>3</sup>	NVI050

<sup>1</sup> Tested on MS2 Bacteriophage, a surrogate for SARS-CoV-2.  
<sup>2</sup> Tested on Human parainfluenza type 3 (HPIV3), a surrogate for Measles.  
<sup>3</sup> Tested on MS2 Bacteriophage, a surrogate for SARS-CoV-2.  
<sup>4</sup> Tested on MS2 Bacteriophage, a surrogate for Norovirus.  
<sup>5</sup> Tested on MS2 Bacteriophage, a surrogate for Influenza.  
<sup>6</sup> Tested on Mycobacterium smegmatis, a surrogate for Mycobacterium tuberculosis.  
<sup>7</sup> Tested on Staphylococcus epidermidis, a surrogate for MRSA.  
<sup>8</sup> Tested for 5 minute period to evaluate physical distortion of bacteria cell structure.

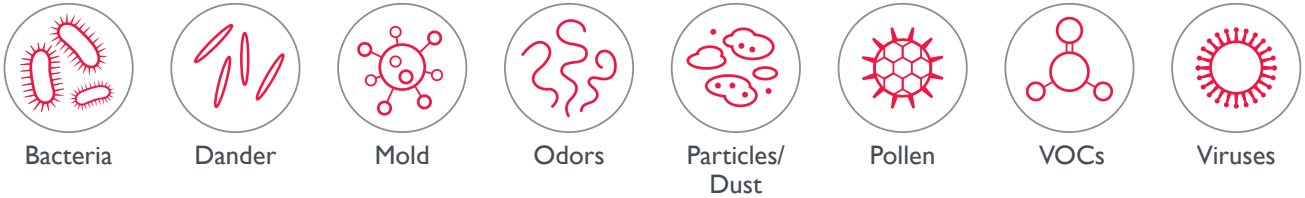
Reduction graphs



# Icons

## Icons

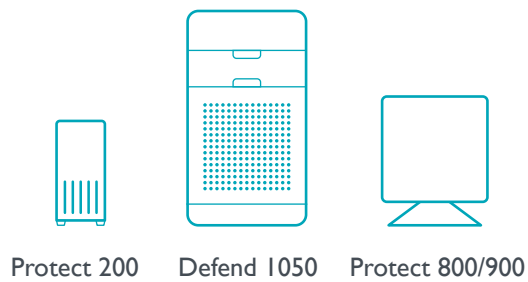
### Bacteria/Germ



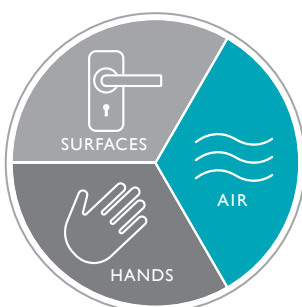
### Sources



### Products



### Combined

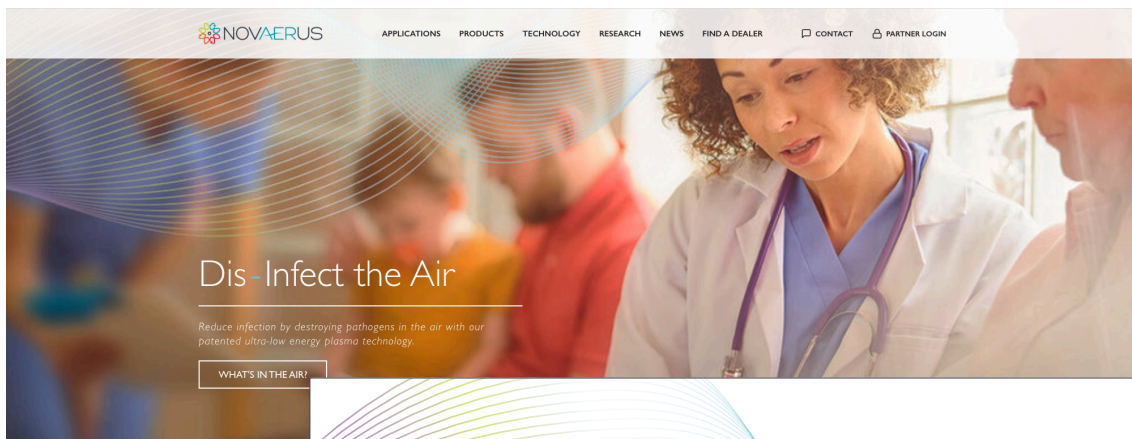
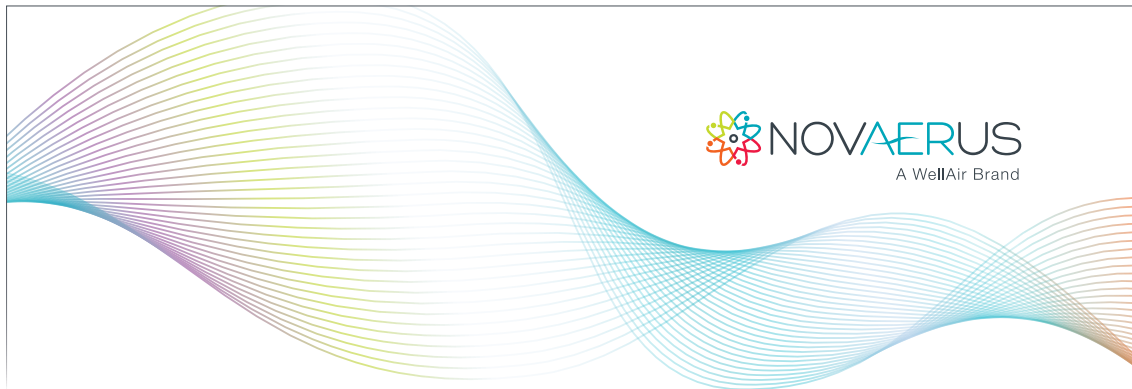




# Graphic Elements

## The “Wave” Image

The Novaerus Wave graphic can be used to frame the logo, as a background texture, or be combined with photographs.



# NanoStrike™

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NanoStrike™ is a WellAir ingredient brand, with its own narrative, applications, benefits and scientific research.

Logo



Reversed Logo



Label



Colors



PANTONE 299 C



PANTONE 361 C



PANTONE 7546 C  
50% PANTONE 7546 C

## Novaerus / NanoStrike Logo Lock Up



# Co-Branding

When co-branding marketing material, care must be taken to ensure that neither the product nor either brand is misrepresented.

Examples of Novaerus and a partner logo lockups

Side by side:



Vertical:



Stacked:

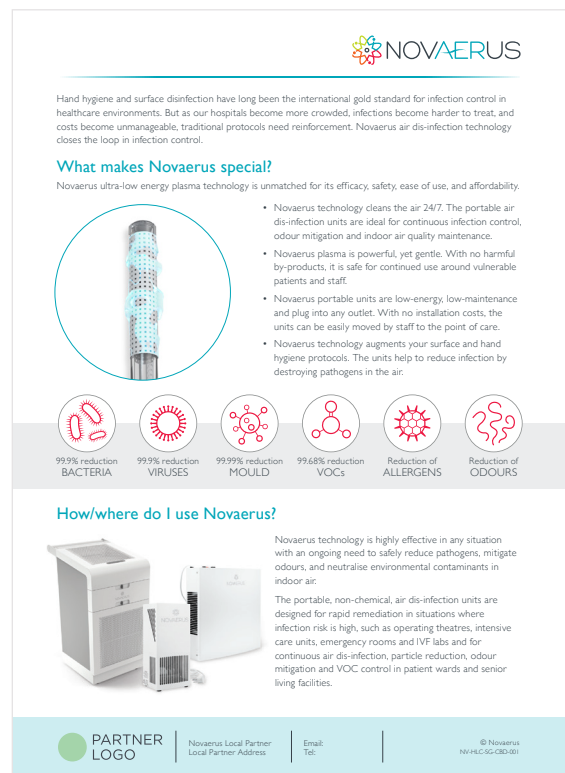


These guidelines illustrate predefined logo locations for material that we frequently co-brand with our partners:

- Brochures
- Flyers
- Signage
- Advertising



Co-branded print ad



Co-branded brochure

Material that is NOT suitable for co-branding:

- Technical Documentation
- Clinical Reports

This is not an exhaustive list - if you have any questions about a piece of collateral, please contact us at [marketing@novaerus.com](mailto:marketing@novaerus.com).