

Our brand is ***Fellowes***

AeraMax[®] and AeraMax[®] Pro
are the names of our purifiers

Please use this guide for developing Fellowes marketing materials so that our branding is always consistent.

We were

OLD LOGO FOR COMMERCIAL AIR PURIFIERS



OLD PRODUCT NAME FOR COMMERCIAL AIR PURIFIERS

AeraMax Professional III

AM III

Fellowes® AeraMax™ Pro III

Fellowes AeraMax® PRO AM3

OLD LOGO FOR PERSONAL AIR PURIFIERS



OLD PRODUCT NAME FOR PERSONAL AIR PURIFIERS

Fellowes® AeraMax 290 Air Purifier

Fellowes® 290

AeraMax® 290

Now we are

NEW LOGO FOR COMMERCIAL AIR PURIFIERS



NEW PRODUCT NAME FOR COMMERCIAL AIR PURIFIERS

Fellowes® AeraMax® Pro AM3 Air Purifier

Fellowes AeraMax Pro AM3 Air Purifier

Fellowes AeraMax Pro AM3

AeraMax Pro AM3
(when Fellowes already appears)

NEW LOGO FOR PERSONAL AIR PURIFIERS



NEW PRODUCT NAME FOR PERSONAL AIR PURIFIERS

Fellowes® AeraMax® 290 Air Purifier

Fellowes AeraMax 290 Air Purifier

Fellowes AeraMax 290

AeraMax 290
(when Fellowes already appears)

Here is a quick overview of the Fellowes Air Purifier Identity Elements

PRIMARY LOGO



- Used on products and for our website
- Use no smaller than 0.5", preferred 0.75"
- Minimum clear space is required around (equal to half the height of the letter "l")
- Color usage: Black, White or Gray
Recommendations: Black logo on white background. White logo on color/photo background. Gray logo on silkscreens.

COLOR PALETTE



- Primary color is Blue. To be used first for all communications: digital, print and online.

Pantone 295
CMYK 87 74 36 21
RGB 53 71 105
HEX #354769

SECONDARY LOGO WITH CATEGORY DESCRIPTION



- Used on ads, web banners
- Use no smaller than 0.5", preferred 0.75"
- Minimum clear space is required around (equal to half the height of the letter "l")
- This phrase could be used as a title to the catalog, a category heading, or used in body copy.
- Color Usage: Black, White or Blue
Recommendations: Blue or Black logo on white background, White logo on color/photo background.



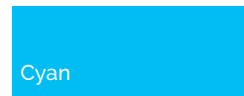
- Secondary color is Gray. To be used for text in all communications: digital, print and online.

Pantone Cool Gray 8
CMYK 0 0 0 80
RGB 88 89 91
HEX #58595b

BRAND FONT

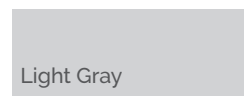
Raleway

- To be used for all communications: digital, print and online
- Raleway is an open source Google font and it can be downloaded [here](#).



- Accent colors are Cyan and Light Gray. To be used minimally for all communications: digital, print and online.

Pantone 638
CMYK 75 0 0 0
RGB 0 189 242
HEX #00bdf2



Pantone Cool Gray 2
CMYK 0 0 0 20
RGB 209 211 212
HEX #d1d3d4

FONT TREATMENTS

Headline

This is body copy

- All weights can be used.
- Recommendations: Light and Regular weights for text. Bold and Medium weights in Blue for titles or emphasis. Titles can be in all caps or title case.
- Color usage: Blue and Gray
Recommendations: Blue for titles and text. Gray can also be used for body text. Black when color is not possible.

ALL CAPS

This is body copy

Product Registration Marks, Trademarks, and Capitalization

REGISTRATION AND TRADEMARKS

A full product name is only necessary on the first or most prominent usage of a document, otherwise it can be shortened to AeraMax Pro or AeraMax. For example:

Fellowes® AeraMax® Pro = AeraMax Pro or AeraMax Pro

Fellowes® AeraMax® = AeraMax or AeraMax

These are only needed the first or most prominent usage of a document.

AeraSmart™

EnviroSmart™

Fellowes®

Fellowes® AeraMax®

Fellowes® AeraMax® Pro

Fellowes® Air Purifiers

Fellowes Brands™ (outside of the U.S.)

PlasmaTrue™ Bipolar Ionizer

PureView™

COMMERCIAL UNITS

S is an abbreviation for stand and PC is an abbreviation for units with PureView displays within product names.

Fellowes® AeraMax® Pro AM2 Air Purifier	9416101
Fellowes® AeraMax® Pro AM2 Stand Accessory	9540901
Fellowes® AeraMax® Pro AM2 Recess Kit	9540801
Fellowes® AeraMax® Pro AM3 Air Purifier	9416201
Fellowes® AeraMax® Pro AM3S Air Purifier	9450001
Fellowes® AeraMax® Pro AM3 PC Air Purifier	9573001
Fellowes® AeraMax® Pro AM3S PC Air Purifier	9573201
Fellowes® AeraMax® Pro AM4 Air Purifier	9416301
Fellowes® AeraMax® Pro AM4S Air Purifier	9451201
Fellowes® AeraMax® Pro AM4 PC Air Purifier	9573101
Fellowes® AeraMax® Pro AM4S PC Air Purifier	9573301
Fellowes® AeraMax® Pro AM3R Air Purifier	5999701
Fellowes® AeraMax® Pro AM3R PC Air Purifier	5002001
Fellowes® AeraMax® Pro AM3 Stand-To-Wall Kit	5999601
Fellowes® AeraMax® Pro AM4R Air Purifier	5999801
Fellowes® AeraMax® Pro AM4R PC Air Purifier	5002101
Fellowes® AeraMax® Pro AM4 Stand-To-Wall Kit	5999901
Fellowes® AeraMax® Pro AM4 FLEX Air Purifier	5000101

PERSONAL UNITS

Fellowes® AeraMax® DX5 Air Purifier	9320601
Fellowes® AeraMax® DX55 Air Purifier	9320701
Fellowes® AeraMax® DX95 Air Purifier	9320801
Fellowes® AeraMax® 90 Air Purifier	9286001
Fellowes® AeraMax® 190 Air Purifier	9286101
Fellowes® AeraMax® 290 Air Purifier	9286201
Fellowes® AeraMax® 100 Air Purifier	9320301
Fellowes® AeraMax® 200 Air Purifier	9320401
Fellowes® AeraMax® 300 Air Purifier,	9320501

PRODUCT FEATURES: CAPITALIZATION, HYPHENATION AND ABBREVIATIONS

AeraMax

Aera+™ Mode

AeraSafe™ Antimicrobial Treatment

AeraSmart™ Sensor

Each, for single items = EA

EnviroSmart™ Technology

Pack, for units of 2 or more = PK

PC = PureView within product names

PlasmaTrue™ Bipolar Ionizer

PlasmaTrue™ Technology

PureView™ Technology

S = stand within product names

True HEPA filters

AeraMax® Pro AM4 FLEX can be abbreviated to AM4 FLEX. FLEX must always be accompanied with AM4. FLEX must always be capitalized.

COMMERCIAL FILTER

Filter measurements should appear after the filter type to differentiate it from the model number the filter fits.

Fellowes® AeraMax® Pro AM2 Hybrid 1-3/4" Filter – 1 EA	9544501
Fellowes® AeraMax® Pro AM2 True HEPA 1-3/4" Filter – 1 EA	9544301
Fellowes® AeraMax® Pro AM2 Carbon 1-3/4" Filter – 1 EA	9544601
Fellowes® AeraMax® Pro AM2 Pre-filters – 4 PK	9608401
Fellowes® AeraMax® Pro AM3 or AM4 Carbon 3/8" Filters w/ Pre-filters – 4 PK	9416502
Fellowes® AeraMax® Pro 3 or 4 True HEPA 2" Filters – 2 PK	9416602
Fellowes® AeraMax® Pro AM3 or AM4 Hybrid 2" Filters w/ Pre-filters – 2 PK	9436902
Fellowes® AeraMax® Pro AM3 or AM4 Carbon 2" Filters w/ Pre-filters – 2 PK	9436802
Fellowes® AeraMax® Pro AM3 or AM4 Pre-filters – 4 PK	9600501

PERSONAL UNIT FILTERS

Fellowes® AeraMax® 90/100/DX5 Carbon Filters – 4 PK	9324001
Fellowes® AeraMax® 190/200/DX55 Carbon Filters – 4 PK	9324101
Fellowes® AeraMax® 290/300/DX95 Carbon Filters – 4 PK	9324201
Fellowes® AeraMax® 90/100/DX5 True HEPA Filter – 1 EA	9287001
Fellowes® AeraMax® 190/200/DX55 True HEPA Filter – 1 EA	9287101
Fellowes® AeraMax® 290/300/DX95 True HEPA Filter – 1 EA	9287201