

Brand Guidelines—

External Usage of CAIRE Brands




CAIRE[®]
O₂ is what we do.

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Our Brand

Overview

These guidelines describe the visual elements that represent CAIRE's corporate identity.

Our CAIRE brand, including the logo, name, colors and identifying elements, are valuable company assets. These guidelines reflect CAIRE's commitment to quality, consistency and style.

Our Name

The CAIRE name and trademarks may be used when following the guidelines below.

Correct Usage

You must use CAIRE in a respectful manner.

You may not mislead customers.

The wordmark CAIRE should always be capitalized: CAIRE or CAIRE Inc.

Use the CAIRE trademark only in connection with CAIRE products, and always put CAIRE before the product name, such as CAIRE FreeStyle Comfort.

Incorrect Usage

Using CAIRE as a noun or in a way that implies a generic or common meaning.

Using CAIRE in variations, abbreviations or transliteration

Using CAIRE to imply CAIRE Inc.'s endorsement or affiliation of a sponsorship or support of a third party product or service.

Incorporating CAIRE into your own registered or non-registered company name, service name, logo, trademark, or domain name.

Placing your company name, service name, trademark, or product name together with CAIRE or the CAIRE product names in a manner that implies CAIRE is legally associated with your company.

Examples

OK

CAIRE

CAIRE Inc.

We distribute CAIRE portable oxygen concentrators.

CAIRE FreeStyle Comfort

AirSep

AirSep model AS-D+

Not OK

CAIRE-like

The CAIRE is great.

AirSep-like



Logo Standards

Only use electronic authorized reproductions of the CAIRE and AirSep logos. Never attempt to modify an existing logo, nor create your own CAIRE or AirSep logo.

Authorized, official reproductions are available in .eps, .jpg and .png formats.

EPS vector files can be scaled to any size without loss of quality. Use EPS files for high quality prints. This is the best format to supply to a printer.

JPG files are raster images that are pixelated. Do not scale up or use for high quality printing. Use for screen (web, presentations, etc.) and on desktop printers.

PNG files are raster images that are pixelated. Do not scale up or use for high quality printing. Use for screen (web, presentations, etc.) and on desktop printers.

Minimum size (print / screen)

In order to ensure legibility, the logo should never appear smaller than 1.5" (when used in print materials) or 103 pixels wide (when used on screen).

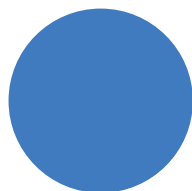


1.5" (print) or 103 pixels (screen)



1.5" (print) or 103 pixels (screen)

CAIRE Primary Logo Colors

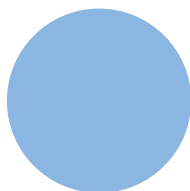


PANTONE: 660 C

CMYK (%): 75 / 47 / 0 / 0

RGB (%): 64 / 124 / 202

HEX: 407CC9



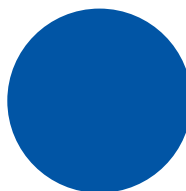
PANTONE: 278 C

CMYK (%): 42 / 18 / 0 / 0

RGB (%): 141 / 184 / 233

HEX: 8CB7E8

AirSep Primary Logo Colors



PANTONE: Reflex Blue

CMYK (%): 100 / 73 / 0 / 2

RGB (%): 0 / 85 / 164

HEX: 0055A4

The bottom of the "S" in the AirSep logo use a gradation that runs from a tint of the Reflex Blue to 100% Reflex Blue.

Logo Visibility

To ensure the logo is highly visible, it should be separated from surrounding elements. This clear space should be half the height of the logo on all sides.










Place the logo parallel to the top and bottom edges of the page.



Color Logo Usage

Follow the below guide to determine correct logo per usage need.

OK

	<p>Primary color logo — for use in advertising, literature, manuals, labels, price lists, presentations, promos, trade show graphics, web graphics, etc.</p>	
	<p>Grayscale logo — for use in advertising, literature, manuals, labels, price lists, promos, etc. where more distinction can be called to the logos.</p>	
	<p>Primary black logo — for use in advertising, literature, manuals, labels, price lists, promos, etc. where black/white printing is only available.</p>	
	<p>Primary white logo — for use in advertising, literature, manuals, labels, price lists, presentations, promos, trade show graphics, web graphics, etc.</p>	
<p>NA</p>	<p>Secondary white logo — for use in advertising, literature, manuals, labels, price lists, promos, etc. where black/white printing is only available.</p>	



Do not change the color of the logo.



Do not apply effects to the logo.



Do not add text or names to the logo.



Do not skew the logo.



Do not place the logo in front of a pattern.



Do not add shapes to the logo.



Our Copyrighted Materials

CAIRE owns the copyright to any materials created by CAIRE, including but not limited to, photographs, images, and videos. You may not use CAIRE copyrighted material in a way that overshadows your own logo or imagery, in terms of size or position.

Correct Usage

You may use CAIRE copyrighted materials provided to you by CAIRE for the purpose of selling, advertising, marketing, or otherwise promoting CAIRE products. You must clearly indicate that you are a CAIRE distributor and your contact details must be clearly displayed.

Incorrect Usage

Do not alter CAIRE copyrighted materials in any way which changes them from their original appearance.

Do not reproduce copyright materials in lower resolution than recommended.

Do not share copyrighted materials with a third party.

Do not display CAIRE copyrighted materials as the most prominent element on your web page or in printed materials.

Do not use copyrighted materials in a way that suggests an association with a brand of product other than CAIRE.

Our Imagery

CAIRE presents a clean, crisp image of products and product applications. To achieve and maintain this standard, the following guidelines are in place.

CAIRE will provide images for use. To request photos, email marketing@caireinc.com. The Marketing team will provide a Graphics Release Form to be completed by requester. Upon receipt of fully-executed form, Marketing will send links from which requester can access images.

Product-Only Images

Product will be photographed and/or edited to have white backgrounds, with products clearly showcased in their proper usage configurations. Samples below.

OK



Not OK



Accessory/Parts-Only Images

Accessories and parts will be photographed and/or edited to have white backgrounds, with accessories clearly showcased. Samples below.

OK



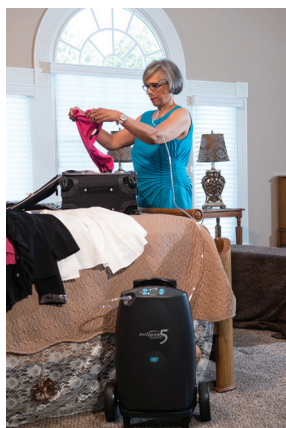
Not OK



Action Images

Action images are intended to highlight the end result/end use of the CAIRE products. Action images should feature end users or end applications and demonstrate correct usage of the products. Samples below.

OK



Not OK



(photo taken with crowded background and unit placed in unapproved manner)



(photo edited to replace concentrator with LOX)



(product obscured by other art)

Trademarks

CAIRE Inc. holds many trademarks. Below is an alphabetical list of these trademarks, indicating how they should be used in text. The trademark symbols TM or ® must be indicated in the first reference in a document, and thereafter may be left off. For a comprehensive listing of trademarks, including country of trademark registration, please contact our Legal Department.

See Our Name section for specifics about use of trademark names.

Trademarks List

AirSep®	Dual Topaz™ Plus	OS-Series™
Alpha-Series™	ECLIPSE®	Regalia™
AS-Series™	ECLIPSE 2®	Reliant™
AST-Series™	ECLIPSE 3®	SAROS™
ATF®	ECLIPSE 5®	SeQual®
autoDose	eQuinox™	Spirit™
autoSAT®	FreeStyle®	Stroller®
CAIRE® -- word and logo mark	HELiOS™	Topaz™
Centrox™	Integra®	Topaz™ Plus
Comfort®	Liberator®	Topaz™ Ultra
Companion® (LOX)	Marathon®	Ultrox™
Companion 5™	Onyx™	
CR-Series™	Onyx™ Plus	
CRP-Series™	Onyx™ Ultra	

For products with combined names, mark each word correctly in the first reference. For instance: FreeStyle® Comfort®, HELiOS® Plus, Topaz™ Ultra.

Our Domain Names

Do not register or create domain names, or any sub-level domain names, that incorporate any CAIRE, AirSep, or other trademarks, or any variants.

Correct Usage

You may register your own company's name as the domain name.

Incorrect Usage

Registering or creating domain names or sub-domains containing CAIRE, AirSep, or any brand names that are virtually identical to those belonging to CAIRE Inc.

OK

www.yourdomain.com

www.yourcompanyname.com/caire

Not OK

www.caire-product.com

www.yourcompany-caire.com

www.caire.yourdomain.com

www.caire.com.mx

A large amount of effort and time are continuously invested in the CAIRE websites www.caireinc.com, www.airsep.com, and our other official sites. Your website should maintain its own look and feel and should not imitate or copy the CAIRE site in its entirety or in its elements.

Visitors to your website must be clear at all times that they are NOT visiting a CAIRE website, but rather that they are on the website of a distributor or retailer of CAIRE products. There can be no confusion.

Your website must contain an attribution to CAIRE's ownership of the CAIRE trademarks on your website. See the **Our Trademarks** section for verbiage.

Correct use

Display your own logo and company name as the most prominent part of the website.

Showcase the look and feel of your own brand on your website.

Have pictures of CAIRE products on your website with correct attribution.

Link or refer to CAIRE or AirSep videos from the official CAIRE YouTube channel.

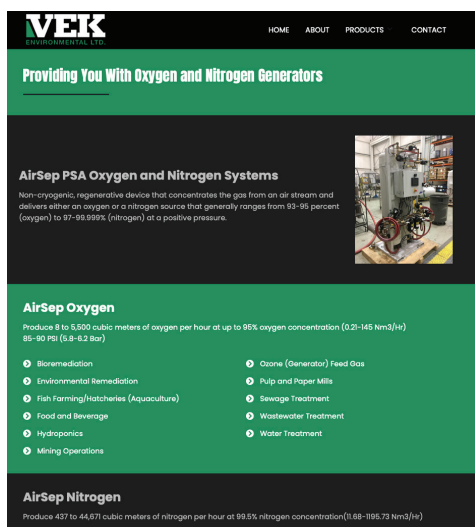
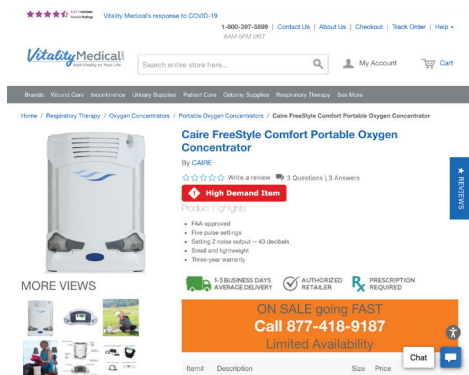
Incorrect use

Display the CAIRE, AirSep or other brand logos as the most prominent element on your web page.

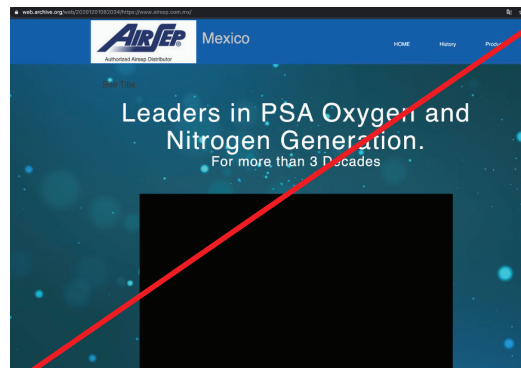
Design a CAIRE or AirSep look-alike web page.

Use CAIRE brand photos or videos in a way that suggests an association with a product or brand other than CAIRE.

OK



Not OK



Our Social Media

Social media communication must represent your own company, not CAIRE. Do not use the CAIRE logo or other materials for which CAIRE owns the copyright in social media without express permission from CAIRE (i.e. Graphics Release Form).

Correct use

Linking or referring to official the CAIRE website, web pages or social media sites from your own page or website, as long as it is clear that you are linking to CAIRE's official pages.

Including a description or note explaining that the CAIRE website, web pages or social media sites that are displayed or linked to are produced by and the copyright is owned by CAIRE.

Sharing, retweeting, or otherwise forwarding or commenting on a CAIRE social media post as yourself.

Incorrect use

Use of CAIRE or CAIRE brand names in online identities, user names, avatars and icons.

Creating pages in social media forums which imitate or copy in part or in full the CAIRE web page.

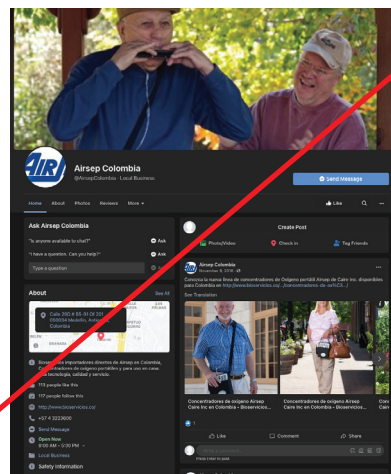
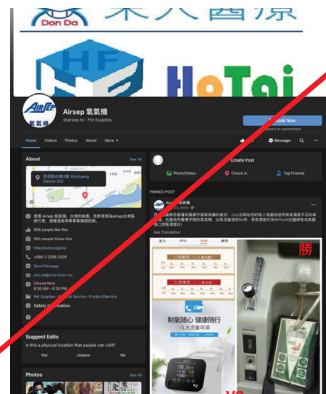
Acting or responding as a CAIRE representative in social forums.

Copying CAIRE videos to create your own YouTube channels, or linking to your own copy of CAIRE videos.

OK



Not OK



Copyright Statements

It is important to use acceptable copyright statements on CAIRE materials in order to protect CAIRE's intellectual property. If you have a question about what language specifically may need to be included, please contact the CAIRE Legal Department.

Examples of approved copyright statements:

© 2021 Copyright CAIRE Inc. All Rights Reserved.

CAIRE and CAIRE Inc. are registered trademarks of CAIRE Inc. Please visit our website below for a full listing of trademarks. Trademarks: www.caireinc.com/corporate/trademarks/.

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www.caireinc.com

CAIRE Inc.
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