

# Vectair Branding

## Frequently Asked Questions

1. Where can I get an updated version of the Vectair logo and the Brand Guidelines?
  - Updated logos and brand guidelines can be found at [www.vectairsystems.co/brand-hub](http://www.vectairsystems.co/brand-hub)
2. Why has Vectair changed its branding?
  - We have updated our branding and logo to more accurately reflect both who we are as an organization today and who we aspire to be in the future. This new look allows us to better reflect our innovative nature, modernize our look, aligned with our customers aspirations, and will help propel us into our next 30 years as a leader in aircare and hygiene.
3. You removed “Systems” from your logo, has your legal company name changed?
  - We chose to remove “Systems” from our branding as an organization to simplify our branding and better encompass our offerings.

The legal name of our company has not changed, in North and South America we will continue to operate as Vectair Systems, Inc. and in EMEA/Asia-Pacific as Vectair Systems. Ltd. From a legal perspective, nothing is changing with our company’s formal name.

4. Is your website address changing?
  - No, our website address will continue to be [www.vectairsystems.com](http://www.vectairsystems.com).
5. Are your email addresses changing?
  - No, you can continue to email members of our team in the following email format: [FirstnameLastname@vectairsystems.com](mailto:FirstnameLastname@vectairsystems.com).
6. Why am I seeing two different logos for Vectair?
  - We are making every effort to quickly change our logo in the marketplace. Our website, tradeshow booths, selling materials, email signatures, advertisements, and social media profiles will reflect the new look effective mid-November. There may be a slight overlap with multiple logos in the marketplace, but we will make every effort to quickly update our branding with our distribution and selling partners.

7. How long will it take for products to change to the new logo?
  - Most of our products primarily feature product logos, not the Vectair logo. To minimize disruption to operations, logos will be updated on our packaging on a rolling basis when applicable. We anticipate most of our packaging will reflect the new branding within 12–18 months.
8. Where can I get an updated version of the Vectair logo?
  - Updated logos can be found here: [www.vectairsystems.co/brand-hub](http://www.vectairsystems.co/brand-hub)
9. Where can I get updated Safety Data Sheet (SDS) and Right To Know (RTK) files with the new logo?
  - You can find all current product SDS files on our website, [www.vectairsystems.com](http://www.vectairsystems.com) on each product's resource page.
10. I have sell sheets with your old logo and I'd like to have them updated, what should I do?
  - Please visit our brand hub at [www.vectairsystems.co/brand-hub](http://www.vectairsystems.co/brand-hub) to download our style guide and logos.
  - Connect with your sales point of contact and they can work with our internal team on updates.
11. I don't have the new Vectair new fonts, what should I do?
  - Sculpin can be purchased through Process Type Foundry at <https://processtypefoundry.com/fonts/sculpin/purchase-options>
    - i. Alternatively, you can use Varela, which is a free Google Font <https://fonts.google.com/specimen/Varela?query=varela>
  - DM Sans can be downloaded for free here: <https://fonts.google.com/specimen/DM+Sans>
  - DM Mono can be downloaded for free here: <https://fonts.google.com/specimen/DM+Mono?query=dm+mono>
12. Who can I contact if I have any questions about the new branding?
  - You can connect with our marketing team directly at [BrandLaunch@vectairsystems.com](mailto:BrandLaunch@vectairsystems.com)