CLEANAIR WORLD-LOK BRANDING GUIDELINES

Rev. 3

17 July 2025
Published Version

COMPANY LOGO

A

Company Logo
Globe over Wordmark over Description,
2-Tone Blue, with Circle R

B

Company Logo
Globe Left of Wordmark over Description,
2-Tone Blue, with Circle R

C

Company Logo
Wordmark over Description,
2-Tone Blue, with Circle R

Company Logo
Wordmark over Description,
2-Tone Blue, No Circle R

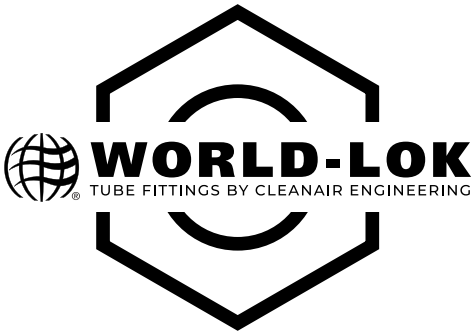
Additional company logo variations, including .AI files, colors, and versions without Circle R notice, are available at: cleanair.com/branding

WORLD-LOK LOGO

Primary Product Line Logo, Dark Blue, CMYK

Primary Product Line Logo, White

Primary Product Line Logo, Black



Horizontal Product Line Logo, Dark Blue, CMYK

Horizontal Product Line Logo, White

Horizontal Product Line Logo, Black

CIRCLE R NOTICE REMOVED

COLORS

RGB: 007CC3
CMYK: 91, 43, 0, 0
Pantone: 285 C

Company Logo:
All Text

RGB: 00355F
CMYK: 100, 43, 0, 65
Pantone: 7463 C

Company Logo:
Globe and Line

World-Lok Logo:
All Elements

FONTS

COMPANY LOGO

Utilizes the font Frutiger LT Std, in two variations:

Main Text: 66 Bold Italic
Description Text: 45 Light

Both require character-level tracking adjustments and don't use "stock" font tracking.

WORLD-LOK LOGO

Uses two fonts:

Main Text: Frutiger LT Std, 95 Ultra Black
Description Text: Monteserrat Regular

USE INSTRUCTIONS

Where any logo must appear, if the circle R mark becomes illegible, the circle R may be removed.

Where possible, colored logos must be used. Company Logo blue tones may not be altered to other shades of blue. Where Logo blues blend into the background, use white or black variations.

COMPANY LOGO

Where possible on the same page, use either A or B versions of the Company Logo, along with a Product Line Logo.

Where possible, use either Logo A or B. If Logo C is used, it must be accompanied by a World-Lok logo which includes the Globe.

WORLD-LOK LOGO

Where possible, use the Primary Product Line Logo instead of a Horizontal variation. Dark Blue is preferred.

Where legible, include the logo version with the Circle R mark.

Where vertical space is limited, a Horizontal Product Line Logo may be used.

Where the description under “World-Lok” becomes illegible, use a Product Line Variation without description. All uses of a Product Line Mini Variation Logo require the use of a Company Logo on the same page. These versions may only be used where space is limited.

World-Lok logo may be recolored with shades of blues or surrounded by other colors.

PRODUCT LINE MINI VARIATION LOGOS,
DARK BLUE, CMYK

PRODUCT LINE MINI VARIATION LOGOS,
BLACK

World-Lok .AI vector and PNG files
are available at: cleanair.com/branding

COPY AND DOCUMENTATION INSTRUCTIONS

Use the company name “CleanAir Engineering” along with “World-Lok tube fittings”, anytime CleanAir is not easily assumed to be the parent brand of World-Lok products.

No circle R mark is required within text.