

SY-KLONE[®]
Now everything's clear[™]

BRAND STANDARDS | 2026

The Sy-Klone brand is an integrated system of logos, colors, images, and trademark elements. When used properly, the brand communicates a strong commitment to our core mission to become the global leader in advanced air filtration systems for engines and enclosures.

We welcome your use of Sy-Klone's brand elements to promote both your business and Sy-Klone products. Before you do so, it is important that you understand how to use these assets correctly. This guide (our "Brand Standards") provides general rules about using our brand assets and showcasing Sy-Klone content. These rules apply to all media, including digital, web, and print media.

Sy-Klone's intellectual property, which includes our trademarks, is one of the company's core components and forms the foundation of our brand value. The use of our trademarks, when legally permitted and consistent with our guidelines, helps Sy-Klone build the value of our brand which brings value to everyone involved in the distribution of our products. Illegal or improper use of our trademarks diminishes the value of our brand and erodes our efforts to be identified as the global leader in advanced air filtration systems for engines and enclosures.

We look forward to working together to grow our businesses collectively in the marketplace through innovative and consistent usage of the Sy-Klone brand.

If you have questions or need additional materials, please contact marketing@sy-klone.com.

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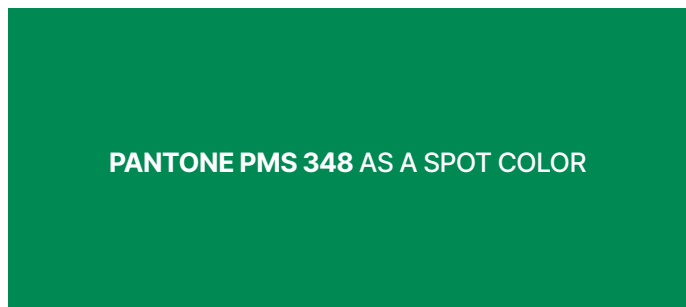
Colors & Spelling

SY-KLONE GREEN

Sy-Klone Green is a specific shade of green and is a key part of our brand identity. You may display the logo in Sy-Klone green, or if printing black and white, you may use the logos in black on a light background or in white on a dark or Sy-Klone green background.

No other colors should be used on our logos other than black, white, and Sy-Klone Green.

The Sy-Klone Green shade is Pantone **PMS 348**. Pantone Matching System is a color definition that is used across industries and materials. It allows colors to be matched in printer's ink, paint, plastic, fabric dyes, embroidery thread, screen colors, and many other mediums.



PANTONE PMS 348 AS A SPOT COLOR

Pantone (for professional printing) - specify **PMS 348 as a spot color**, or use the CMYK values (below) that match PMS 348.

RGB (on-screen colors are made of red, green and blue light)

R: 0 G: 136 B: 82

CMYK (color printers makes all colors from cyan, magenta, yellow, and black (K) ink)

C: 100 M: 0 Y: 85 K: 24

HEXADECIMAL (web colors used in HTML and CSS)

#008852

SPELLING OF SY-KLONE

Sy-Klone is often misspelled. Misspelling Sy-Klone can lead to customer confusion and impact a prospect or current customer's ability to find your business online.

Sy-Klone | SY-KLONE

- **Spacing:** There is no space before or after the dash.
- **Capitalization:** When using mixed case, both the S and the K are capitalized.
 - **Sy-Klone** (correct)
 - **SY-KLONE** (correct)
 - **Sy-klone** (wrong; k is not capitalized)
 - **Sy - Klone** (wrong; there is a space after the dash)
 - **Sy -Klone** (wrong; there is a space before the dash)
 - **Sy - Klone** (wrong; space before and after dash)

Trademarks

New Generation	Old Generation or Legacy Products
Sy-Klone®	RESPA®: RESPA®-CFX, RESPA®-CF
Series 9000®	OPTIMAX®
RESPA®: RESPA®-CF2, RESPA®-CFX2, RESPA®-FFX2, RESPA®-PFX, RESPA®-Pure, RESPA®-IQ	Gideon®
RESPA Advisor®	Vortex HyperFLOW®
RadialSHIELD®: RadialSHIELD® MERV 16/F9, RadialSHIELD® HEPA/H13, RadialSHIELD®, Odor/HEPA, RadialSHIELD® Gas/HEPA	
Vortex®	
XLR Powered Precleaner®	

CORRECT WAY TO USE SY-KLONE'S TRADEMARKS:

When discussing specific products, you should combine Sy-Klone with one of the other marks identified in the list above. For example, Sy-Klone® RESPA®-CF, Sy-Klone® Series 9000® or Sy-Klone® XLR Powered Precleaner®.

Avoid representing your company as the inventor/owner/manufacture of the Sy-Klone products; you should always reflect Sy-Klone as the source of the product.

Never use **"our"** in reference to Sy-Klone products.

Incorrect Representation	Correct Representation
Our RESPA cab air quality system	Sy-Klone RESPA® cab air quality system Our team installed a Sy-Klone RESPA® system We are air quality experts, with extensive experience installing Sy-Klone RESPA® systems on heavy equipment serving the mining industry
We offer Series 9000 engine precleaners	We offer Sy-Klone Series 9000® engine precleaners

CORRECT USAGE OF THE ® REGISTERED SYMBOL IN WRITTEN MATERIAL

In written documents - website descriptions, promotional materials, articles, press releases and the like - it is only necessary to use a ® symbol with the first instance of the use of the mark or with the most prominent placement of the mark. You will note how we incorporate the symbol in our letter head so that it appears with the first instance of the use of the mark on the page and with the most prominent placement of the mark on the page.

It is a common misconception that every instance of the use of a mark must bear a trademark symbol. That is not the case and overuse creates visual clutter and detracts from the aesthetic appeal of the document. Provided there is at least one conspicuous use of the ® or ™ on the face of the writing, do not be afraid to eliminate superfluous markings.

Whenever possible, the ® registered symbol should be super-scripted, which will make it less distracting.

NOTE: Presently all of Sy-Klone's trademarks are registered trademarks so you should use the registered symbol ®. If we introduce a new product trademark, we will use the ™ symbol until we receive the official registration ® from the U.S. Patent office. We will notify you so you can update your text with the correct mark.

TIP: Using one of our logos (see below) on the page, which already contain the product name with registered symbol, is an easy way to establish the inclusion of the TM or ®.

TIP: On a Windows PC with a number keypad, you can type the registered symbol by holding down the Alt-key while typing 0174 on the keypad. This shortcut does not work on the number keys above the letters, only on the number keypad. Otherwise, you can copy and paste it from the Character Map, a Windows accessory program.

Logos

Official logo files are available in the Sy-Klone Distributor Resources Portal. If you are using any Sy-Klone logos with ™, they are out of date and need to be updated to the new ® files. Contact marketing@sy-klone.com if you need additional materials.

LOGO USAGE & PLACEMENT

- The logos should not touch any other image or logo, or be used as an element in another image, nor may they be altered in any form.
- When scaling logos, you must maintain the aspect ratio of the logo; do not stretch or squeeze the images. In Windows programs, you can do this by holding down the Shift-key while scaling.
- The Sy-Klone logo should be clearly visible and not altered in proportion, color, or design.
- Do not modify or recreate the Sy-Klone logo.



INCLUDED FORMATS:

Resolution independent vector formats, can be scaled to any size:

EPS: For use in graphics programs such as Adobe Photoshop or Illustrator, Corel Draw, etc. and for when professionally printing.

Bitmap formats, cannot be scaled without loss of quality:

JPG or PNG: For web use.

Disclaimer

Nothing in these Brand Standards grants any ownership interest, license beyond revocable permission, or other rights in Sy-Klone intellectual property.

Provided you have a fully executed and valid reseller agreement with Sy-Klone, you may use the trademarks and logos to assist you with selling Sy-Klone products and display our logos and trademarks on your advertisements, letterhead, signage, and web pages. HOWEVER, the trademarks do NOT belong to you; they remain the registered trademarks of Sy-Klone International. When you use our trademarks, you must make a disclaimer acknowledging that they are Sy-Klone's trademarks, used with our permission; edit the product list in the disclaimer paragraph below to make it relevant to your usage:

Sy-Klone® Series 9000®, OPTIMAX®, Gideon®, RESPA®, Vortex®, XLR Powered Precleaner®, RadialSHIELD®, RESPA Advisor®, their respective logos, as well as corporate and product identity used herein, are registered trademarks of Sy-Klone International and are used by permission. All rights reserved.

It can be in fine print at the bottom of an advertisement or on each web page where Sy-Klone logos are displayed. If your website has a legal page, you could put the disclaimer there instead of it being on each page. It could be in a lighter color, for example gray text on a page where the other text is black. It does not need to be bold or distracting; it just needs to be there.

If you use the Sy-Klone iFrame product listings within your website, the legal disclaimer is already included for those pages. See the website article in the Solution Provider Portal for more information.

In the event of any conflict between these Brand Standards and a reseller agreement, the reseller agreement shall control unless Sy-Klone states otherwise in writing.

These Brand Standards shall be governed by the laws of the State of Florida, without regard to conflict-of-laws principles.

Claims

You must not make claims about Sy-Klone products that we have not already endorsed, as this could expose you and Sy-Klone to unintended consequences. Resellers may not publish test data, performance comparisons, or competitor comparisons unless specifically approved in writing by Sy-Klone.

Any claims we make on our website or print materials may be considered pre-approved. It is strictly forbidden to exceed these claims, specifically:

Value Proposition	Incorrect Positioning	Correct Positioning
Health	Never make claims that our products will improve health or prevent health problems.	Instead, we claim that we reduce operator exposure to substances that can cause health problems.
Equipment maintenance and repairs	Never indicate Sy-Klone products will eliminate repairs.	Instead, we claim that Sy-Klone products will extend (engine, HVAC, electronics) life by reducing the introduction of dust and debris that can cause component failure.
Sy-Klone systems are designed to support, achieve, and maintaining ISO 23875 conformance through the proper installation of fresh air systems, recirculation filtration, and pressure monitoring.	Exceeds ISO 23875 standards. "ISO compliant guaranteed." Our product alone meets ISO 23875.	"Designed to support achieving and maintaining ISO 23875 conformance." Because ISO 23875 is a pass/fail standard and real-world operating conditions vary, conformance depends on the system proper installation, equipment condition, and operating environment.

Social Media, Website and Print



SOCIAL MEDIA

We encourage you to post about Sy-Klone on social media channels. We are active on the most common platforms. Please follow and share, and you are welcome to repost as long as credit is given. Send photos, tradeshow announcements, and other updates, and we will reshare or post on Sy-Klone's pages. Per the applicable reseller agreement, if a reseller publishes images of Sy-Klone products, in print or in any electronic transmission, the publication shall be deemed to grant to Sy-Klone a nonexclusive license to use the images. AI-generated content depicting Sy-Klone products, logos, or likenesses may not be used without prior written approval. Testimonials, endorsements, and influencer content involving Sy-Klone products require prior written approval and must comply with applicable advertising and disclosure laws.



WEBSITE

When featuring Sy-Klone products on your website, a hyperlink back to www.sy-klone.com must be included. Sy-Klone blogs, videos and online tools such as the savings calculators, can be used on your site or linked for additional promotional support. Per applicable reseller agreements, resellers are permitted to sell online via their website, but are prohibited from selling on auction sites and third-party retail portals such as Amazon, ebay, Alibaba, Facebook Marketplace, or other external marketplaces.



PRINT

The Sy-Klone brand team has created co-branded brochures and print materials for you to leverage in promoting your business and the Sy-Klone portfolio of products. Access the current catalogs, brochures and sales tools in the Sy-Klone Distributor Resources Portal: <https://sy-klone.com/distributor-resources/>.

Custom materials designed to promote your business and the selling of Sy-Klone products must be reviewed and approved by Sy-Klone. To streamline and expedite the review process, please share the brand guidelines outlined in this kit with your designer. Reach out to your salesperson to initiate the review, allowing 10-business days for review prior to intended use.

Media and Press Opportunities



Sy-Klone distributors are encouraged to actively promote Sy-Klone products in their local markets. Sy-Klone requires resellers to notify the Sy-Klone marketing team for advanced review and approval of public-facing content pieces. If a press opportunity, such as a feature in a trade magazine, online publication, podcast, interview, or any other type of public content arises, please contact Sy-Klone marketing to coordinate support, align on positioning, and receive approval on trademark/creative asset usage. Sy-Klone will review the opportunity and frequently provides quotes and/or access to company leadership for interviews.

Resellers may not present themselves as Sy-Klone partners, exclusive representatives, joint ventures, or affiliates unless expressly authorized by SY-Klone in writing.

If you are working with the press or industry publications on a content piece, submit details on the publication, the content piece, and a draft of the content to Sy-Klone at marketing@sy-klone.com prior to use, allowing 10-business days for review prior to editorial deadline.

Minimum Advertised Price



Pricing is a key driver of brand perception and perceived value in the market. Sy-Klone has a Minimum Advertised Price (MAP) requirement to ensure that Sy-Klone product perception is not undermined in the market due to low-cost pricing tactics.

If a price is identified in any public communication or advertisement, the price should not be lower than the US-dollar-equivalent manufacturers' suggested retail price (MSRP) published by Sy-Klone in annual pricing files and accessible via store login, unless expressly permitted in writing by Sy-Klone. International resellers' MSRP should be the equivalent of the U.S. dollar MSRP translated into local currency.

The MAP requirement includes all online or physical advertisement, or public communication that includes Sy-Klone products. MAP does not include in-store advertising displayed in the reseller's storefront or customer-specific price quotes. Prices displayed on a reseller's website must adhere to MAP requirements, excluding the final point of purchase screen.

MAP specifically addresses advertised pricing only and is not intended to control, influence, restrict, or set pricing at which resellers may sell Sy-Klone products.

For questions or to request a review of a pricing-related advertisement or communication, contact marketing@sy-klone.com.

Adding Labels to Filters

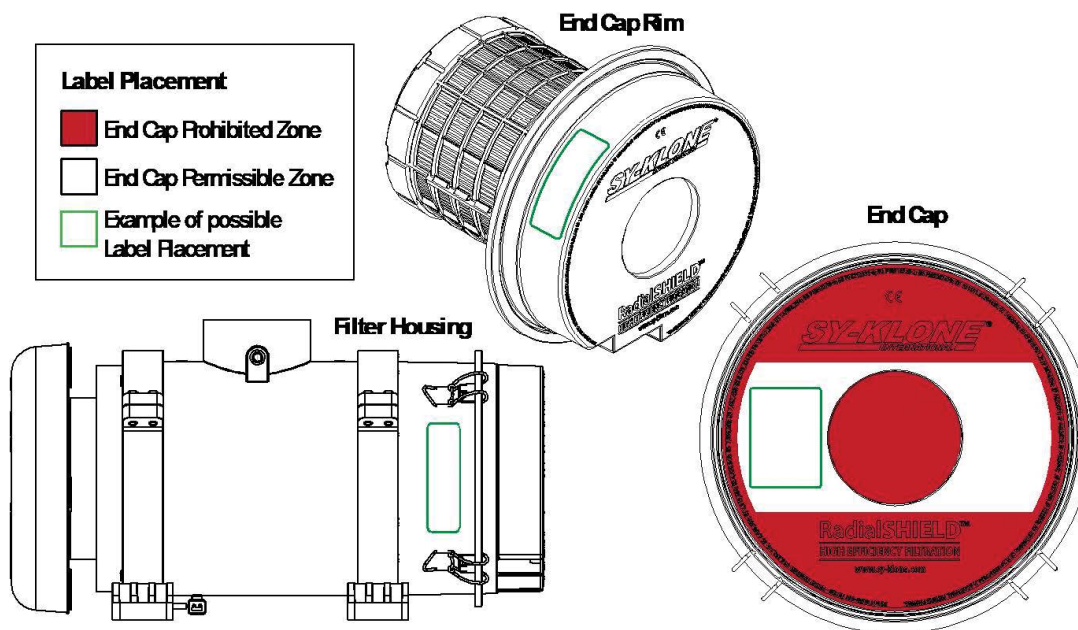
Sy-Klone allows resellers to add a third-party sticker or label to Sy-Klone filters to encourage reorders and make it easier for end users to contact you directly as the Authorized Sy-Klone Dealer. Adding a Reseller label or sticker is permitted as long as it follows the guidelines below.

Do's:

- Label is adhered to approved, permissible area on the system or filter (end cap or end cap rim).
- Label does not extend beyond white permissible zone if placed on the end cap or exceed 3.5-inch x 1-inch (90 × 25 mm) in size if placed on the end cap rim.
- Label contains permitted information and does not include prohibited content (see next page).
- Reseller is responsible for adding the label to the filter upon receipt of the filter.
- Label is submitted and approved in advance of usage by Sy-Klone marketing; submit questions and draft labels to marketing@sy-klone.com.

Do Not's:

- **Do not identify specific filter type or classification.** Industry standards outline specific information that must be included for filter classifications. This information is in the round Sy-Klone label in the center of the Filter Endcap and should not be duplicated, abbreviated, or included in a reseller label.
- **Do not place stickers in prohibited areas identified below.** The areas in red must not be obstructed or covered by any third-party label or sticker.
- **Do not claim ownership of filter:** Do not add a dealer-specific part number, or label it as being your own filter.



ABC HVAC (Logo or Name of Company)
Authorized Sy-Klone® dealer
For replacement or service parts,
call **XYZ-1234** or visit **abcHVAC.com**

Example of Permitted
Filter Label

Examples of Permissible Label Text	Prohibited Label Text
For Sy-Klone® parts & service, contact ABC HVAC, Inc.	HEPA Filter from ABC HVAC, Inc. <i>Do not list filter classification</i>
Reorder Sy-Klone® filters from ABC HVAC, Inc. or Sy-Klone® filter supplied by ABC HVAC, Inc.	Reorder Part #12345 from ABC HVAC <i>Do not add your own part number</i>
ABC HVAC, Inc. is your Authorized Sy-Klone® Distributor	Reorder ABC HVAC's Filter <i>Do not claim ownership of the filter</i>

Submit draft label designs and planned placement in advance of usage to marketing@sy-klone.com for approval.

AUDITING AND APPROVAL PROCESS

Periodically, Sy-Klone’s marketing and/or legal department will conduct an audit of reseller websites, brochures, and other marketing materials to ensure compliance with these guidelines. Should there be any inconsistencies, you will be given a grace period of a reasonable duration determined by Sy-Klone, to make corrections.

Any material you create that includes our trademarks, including advertisements, signage, tradeshow displays, web pages, whitepapers, etc., should be submitted to Sy-Klone for pre-approval before publication. Contact your Sy-Klone Sales rep to initiate this process.

FAQ

CAN I SAY THAT SY-KLONE'S PRODUCTS PROTECT YOUR HEALTH?

You are not allowed to make any "health claims" related to Sy-Klone's Products.

CAN I SAY THAT SY-KLONE'S PRODUCTS ARE CERTIFIED?

Sy-Klone may provide a Certificate of Conformance when our products meet specific standards, for example ISO 23875-conforming filters and/or cab monitor. You should not state, suggest or infer that Sy-Klone, or its products, have received any certification or compliance from any regulatory agency or mining, safety, or health organization except as expressly authorized in writing by Sy-Klone. Proper installation as outlined by Sy-Klone can in some instances allow for a Certificate of Conformance with certain international standards. For more information, contact your Sy-Klone Sales rep.

CAN I MAKE MY OWN MARKETING MATERIALS FOR SY-KLONE'S PARTS?

Sy-Klone offers ready-to-use promotional and co-branded materials including brochures, catalogs and more; many feature a location on the cover or back panel that you can add your logo and company contact information via a sticker or PDF editor. If you create custom marketing materials related to Sy-Klone or any of its Products, you must submit the materials to Sy-Klone at marketing@sy-klone.com prior to use. You may only use the materials after you have received express written permission from Sy-Klone approving the materials.

CAN I USE A WATERMARK WITH MY COMPANY'S NAME OVER A SY-KLONE PROVIDED IMAGE?

No. The images authorized for use with Sy-Klone's products are considered proprietary and may not be modified in any manner without Sy-Klone's prior written permission.

WHAT HAPPENS IF I FAIL TO COMPLY WITH THESE GUIDELINES?

By your use of any Sy-Klone trademark or brand element, including logos and product names, and as a condition to Sy-Klone agreeing to allow you to use Sy-Klone's trademarks and brand elements, you agree to the restrictions and limitations in this document. Failure to comply with these terms or failure to comply with Sy-Klone's Branding Standards, may result in the termination of your ability to use any Sy-Klone Marks.

OTHER QUESTIONS?

If you have questions or need additional materials, please contact marketing@sy-klone.com.