The background features several overlapping, curved shapes in various shades of teal and purple. A large, light purple shape is prominent on the right side, while a bright teal shape is on the left. At the bottom, there are more teal shapes in different tones, creating a layered, organic feel.

Andersen Sterilizers, Inc.

A legacy of Innovation

Brand Guidelines



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New Brand Narrative

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Helping our Customers
Perform Miracles

OUR MISSION



Overview & About

Founded more than 65 years ago by surgeon Harold W. Andersen, M.D., Andersen Sterilizers, Inc.™ is a leading manufacturer of ethylene oxide (EO) gas sterilization for many industries, including healthcare, veterinary, research and manufacturing.

From the start, Dr. Andersen focused on equipping medical providers with better devices and techniques for caring for their patients. This dedication to a customer-centric approach has been passed down from generation to generation.

Today, we are as devoted as ever to helping to ensure our customers are able to protect the lives of their patients with a unique, effective and efficient sterilization solution.

Our brand platform unites us, energizes us and empowers us to deliver state-of-the-art low-temperature gas sterilization solutions worldwide. This brand guide provides us with the tools we need to ensure our message resonates and engages those for whom sterility matters.

Organizational Goals

- > We will create customer-centric experiences, ensuring healthy customers.
- > We will increase revenue by 10 percent year over year.

Messaging Framework

- > **Our Vision** Helping our customers perform miracles
- > **Our Mission** Deliver effective, compatible, low-temperature sterilization solutions worldwide using the lowest amount of ethylene oxide.
- > **Our Positioning** We design and manufacture sterilization solutions using a micro-dose of ethylene oxide – a complement to steam and H2O2 modalities and the only one approved for long narrow lumens.
- > **Brand Pillars**



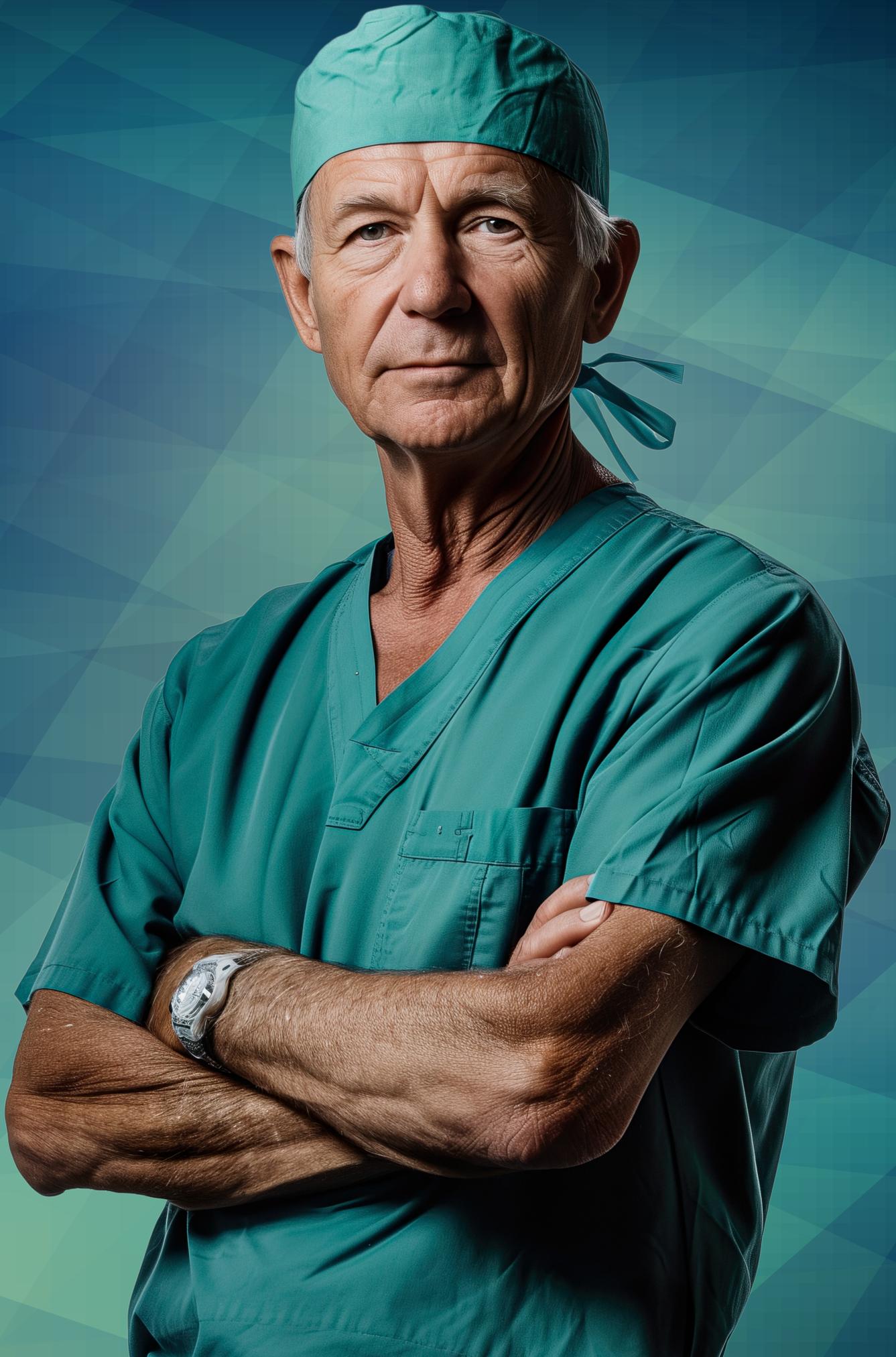
Messaging Framework Explained

The messaging framework captures the key elements of Andersen Sterilizers' brand story. Our purpose and ambition explain why we exist, what we want to accomplish and how we intend to achieve our goals.

The positioning and brand pillars are the key elements of our messaging. They help us in telling our story to our core audiences:

- > Healthcare
- > Veterinary
- > Research
- > Manufacturing

The language in our messaging framework should be used consistently and with discipline. Representing the Andersen brand, you are a critical communicator of our story. Our brand is stronger when everyone is communicating the same story. Resist the urge to recreate the wheel.





Andersen Boilerplate

Use this language to describe who we are in communications, including press releases and email signatures.

Established more than 65 years ago by physicians, Andersen Sterilizers is the leader in in-house Ethylene Oxide-Flexible Chamber Technology (EO-FCT) sterilization in the U.S. and around the world. For decades, Andersen has focused on perfecting one thing – the design and manufacturing of effective and affordable low-temperature sterilization solutions for healthcare, veterinary, research and manufacturing markets. Andersen’s FDA-cleared systems are an essential complement to any infection prevention strategy. Andersen’s sterilizers are lethal on pathogens, helping to protect patients. Yet, they are gentle on expensive medical devices, preserving them for future use. Learn more at sterility.com.

Condensed

Andersen Sterilizers designs and manufactures FDA-cleared low-temperature sterilizers, featuring award-winning Ethylene Oxide-Flexible Chamber Technology (EO-FCT). These systems provide terminal sterilization solutions for healthcare, veterinary, research and manufacturing markets.

Primary Call To Action

Protect your patients. Preserve your instruments.

#ProtectYourPatients #PreserveYourInstruments

Supporting Statements

Andersen Sterilizers – Low-Temperature. Low-Dose. Low-Emissions.
Low-Acquisition Cost.

Never has peace of mind required so little investment.

Andersen Sterilizers. Tough on pathogens, gentle on instruments.

Lethal enough to kill; gentle enough to save.

Is High-Level Disinfection (HLD) Enough?

Andersen Sterilizers' FDA-cleared systems are the perfect complement to any infection control strategy, ensuring our nation's most vulnerable are protected.

Andersen Sterilizers – the last line of defense and the perfect complement to any infection control strategy.

Andersen Sterilizers – Protecting America's most vulnerable patients with the lowest dose of EO of any other on the market.

Other taglines and slogans can be used, but these will be used as the primary creative ideas for future communications.







The first element of our brand identity is our logo, engaging symbolism that helps bring our brand pillars to life. It's triple symmetry – sometimes referred to as the Andersen "A," provides a nod to our legacy, reminds us that we work with a very effective sterilant and illustrates the vital connectivity we must create with one another, our customers and our partners if we are to achieve our bold goals.

Our logo achieves some very specific goals for Andersen:

- > Clearly identifies Andersen
- > Loosely associates with the ethylene oxide molecule 
- > Illustrates our interconnectivity



Our logo should be treated with respect. It can appear in multiple manners but follows a few basic rules.

Logo Language

In a Nutshell

Brandmark Logo



A brandmark is a symbol that represents a brand without the accompanying name. The world's most recognizable companies (Nike swoosh) use brandmarks because they are so well-known that their symbol is enough (our goal).

Brandmarks are also known as iconic logos or logomarks. They can be useful for small businesses, like Andersen Sterilizers.

Wordmark Logo

A wordmark logo is the custom design of the brand name. It includes the exact typeface, color, letter spacing and arrangement of a word(s). The entire word is managed by its typography and the nuance handling the letters, but without symbols.

ANDERSEN
STERILIZERS

The benefit of a wordmark is that it clearly features the full name of an organization, promoting clear brand recognition.

Logo Lockup



Wordmark logos and brandmark logos can present locked together as pictured to the left. This creates an entirely new look. Lockups can feature a main logo along with the corporate name wordmark logo and can even be locked up with a name of a department or product name. An example of this includes:

Andersen Sterilizers brandmark + corporate name wordmark + product name wordmark (see page 15).

Primary Logos

There are multiple configurations of our logo, allowing latitude to select the composition best suiting a particular space. The Andersen Sterilizers logo cannot be modified under any circumstance without permission.



LOGO

Product and Sister Company Lockups

With many products, it is critical that we adhere to responsible branding, maintaining the core brand throughout. Extending the brand will be done by adding the product model beneath the full logo. The typeface for extensions is Avenir Next Medium, 70% Black.



ANDERSEN
S T E R I L I Z E R S

AN75i



ANDERSEN
S T E R I L I Z E R S

AN75j



ANDERSEN
S T E R I L I Z E R S

EOGas 4[®]



ANDERSEN
S T E R I L I Z E R S

EOGas 4^{PLUS}

Partner/Sister Company Logo Lockup



ANDERSEN
S T E R I L I Z E R S

EOGas 3



ANDERSEN
S C I E N T I F I C



ANDERSEN
S T E R I L I Z E R S

H.W. ANDERSEN PRODUCTS
of CALIFORNIA



ANDERSEN
S T E R I L I Z E R S

H.W. ANDERSEN PRODUCTS LTD

File Types

Andersen logos are available in the following formats:

> EPS

This is a vector file format that can be easily scaled and is best used for printing on swag, gear and t-shirts.

> JPG

This is an image type that is a smaller file size and has a white background. It is best used for web.

> PNG

This is an image type with a transparent background that is best used digitally.

> PDF

This will be the preferred file type for most print jobs.

Incorrect Uses

> **Don't**

remove, add or change any elements of the logo, and do not add third-party names to the logo.

> **Don't**

change the logo's orientation.

> **Don't**

apply bevel and boss effects to the logo.

> **Don't**

apply glow effects to the logo.

> **Don't**

add drop shadows to the logo.

> **Don't**

distort proportions of the logo by stretching or squeezing the logo. To resize the logo, click/select the corner of the picture frame, hold down the shift key and drag to desired size. Other methods can be viewed here: <https://youtu.be/XifR8ZBgqWA?si=i613-ferVqbPw1-A>

> **Don't**

change the typeface or font featured in the logo.

> **Don't**

recreate elements or replace them with something else.

3 Color Palette

The second key element of building a brand identity is color selection. Every color has a different feel and association. Colors act as fabulous identifiers and evoke particular feelings toward our brand.

Always use the correct color mode and ink formation for the appropriate application to ensure color consistency across all mediums.

> Primary Colors

The primary associated with our brand are:

- blue fire
- tropical teal
- periwinkle

> Secondary Colors (three points of the Andersen A)

The secondary colors include:

- seaside blue
- storm blue
- deep teal

> Tertiary Colors

Tertiary colors should be used sparingly and as accents. They include:

- tangerine
- eggplant
- sunflower yellow

Tints & Shades

A variety of tints and shades of our color palette are available to use when needing flexibility. Tints are available at 20% and 40% lighter than the original color.

Shades are available at 20% and 40% darker than the original color. **For product membranes, please consult with the Marketing Department for specific color codes.**

Brand Colors

Primary Colors



C=73 M=15 Y=1 K=0 1
Hex #04A9DE
RGB 4, 169, 222
CMYK 73, 15, 1, 0



C=64 M=4 Y=23 K=0 1
Hex #4EBCC6
RGB 78, 188, 198
CMYK 64, 4, 23, 0



C=42 M=40 Y=0 K=0 1
Hex #9695C9
RGB 150, 149, 201
CMYK 42, 40, 0, 0

Secondary Colors



C=81 M=28 Y=14 K=0 1
Hex #0092BD
RGB 0, 146, 189
CMYK 81, 28, 14, 0



C=91 M=56 Y=9 K=0
Hex #006CA9
RGB 0, 108, 169
CMYK 91, 56, 9, 0



C=88 M=39 Y=37 K=7 1
Hex #00788C
RGB 0, 120, 140
CMYK 88, 39, 37, 7

Tertiary Colors (to be used sparingly)



C=0 M=53 Y=89 K=5
Hex #EA8832
RGB 234, 136, 50
CMYK 0, 53, 89, 5

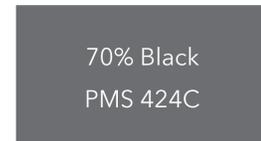


C=84 M=91 Y=35 K=27 1
Hex #412E5C
RGB 65, 46, 92
CMYK 84, 91, 35, 27

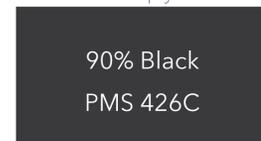


C=5 M=21 Y=75 K=0
Hex #F2C75C
RGB 242, 199, 92
CMYK 5, 21, 75, 0

Andersen Logo



Copy



Typography

The third key element of building a brand identity is our font, or typography.

For awareness, **Avenir** or **Avenir Next** is the primary font for copy and text.

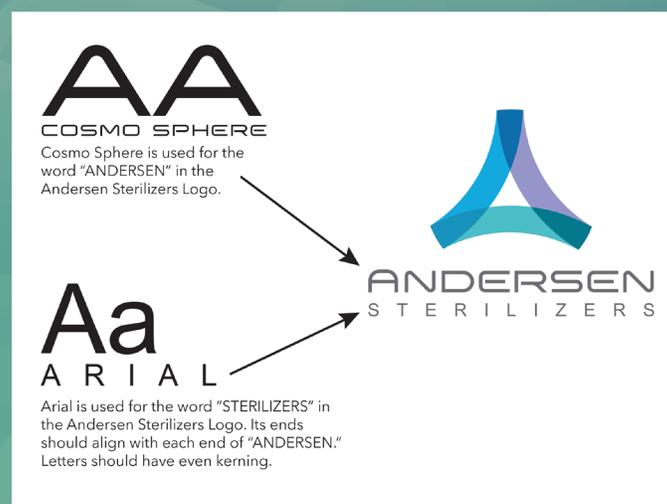
Avenir offers many variations. Avenir, French for ‘future,’ is a geometric sans-serif typeface that reads well digitally. Avenir is available on most platforms.



Georgia is our supporting font that is available on most desktop platforms.

Enhance communications – especially headlines – with this font, but it is not required.

Andersen Logo: Cosmos + Arial (legacy typography featured in logo only)



Co-Branding

The Andersen Sterilizer logo cannot be locked up with any third-party logos. Use a vertical line to separate logos.



Social Media

LinkedIn
@Andersen Sterilizers

Facebook
@Andersen Sterilizers

Instagram
@asterilizers

Marketing's Stylebook

Andersen Sterilizers Marketing Department adheres to the Associated Press (AP) Stylebook, 57th Edition. The AP stylebook has been the guiding force for journalists, editors and writers in all professions for more than 30 years.



Front



Back

Andersen Stationary

Some of our most visible interactions occur through everyday materials, including letterhead, business cards and notepads. The adjacent illustrates our letterhead and business cards featuring our logos.

Email Signature

12 point,
Name = Georgia Bold
All else = Avenir Regular

Multiple colors can be selected for names, including:

- > #007888C Deep Teal
- > #006CA9 Storm Blue
- > #0092BD Seaside Blue
- > #412E5C Eggplant

Example: #006CA9 Storm Blue

Name Here (font: Georgia)
Title Here (font: Avenir Next)

Andersen Sterilizers, Inc. (Avenir Next ongoing)
Health Science Park
3154 Caroline Drive
Haw River, NC 27258

Phone Here, ext. Here
Cell Here

sterility.com (please insert hyperlink <https://sterility.com> into text)

Advertising Creative Ideas

Examples of potential media that could be used for Google ads, social media ads and industry journal ads.

Hot Diggity-Dog! Summer Savings Soar!



Alex Rios
West Coast
Account Manager

Don't let this summer slip by without letting us show you the many ways Andersen's low-temperature sterilization systems can help you improve your bottom line!

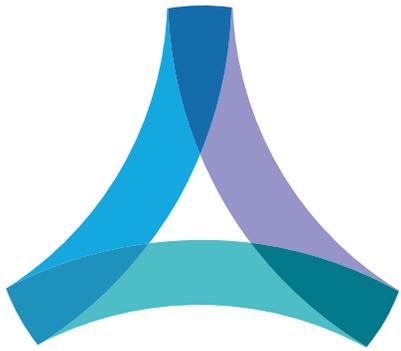
Low temperature.
Low dose. **Low emissions.**
Low cost.

Never has protecting patients required so little investment.

#ProtectYourPatients
#PreserveYourInstruments



sterility.com



ANDERSEN
STERILIZERS

Tough on
pathogens,
gentle on
instruments.

Lethal enough to kill.
Gentle enough to
save.

sterility.com



Protect your patients. Preserve your instruments.



ANDERSEN
STERILIZERS

Employing ethylene oxide,
the most effective, compatible
and widely used sterilant.

sterility.com

Andersen's EO-Flexible Chamber
Technology[®] requires just a microdose
of EO to achieve terminal sterilization.
Now, that's **game-changing** technology!



ANDERSEN
STERILIZERS

Low Temperature.
Low Dose. **Low Emissions.**
Low Acquisition Cost.

Never has peace of mind
required so little investment.

sterility.com



For questions related to Andersen Sterilizers branding,
please email at karen.butler@sterility.com.

To access logo files, visit Brand Resources.



ANDERSEN
S T E R I L I Z E R S