

Arizer Brand & Marketing Guidelines

Arizer is a true pioneer in the vaporizer industry, established in 2005. Through extensive research and exceptional design, for over a decade Arizer has continually raised the bar and set new standards in quality and performance. Arizer is world renowned for offering high-quality products at reasonable prices, backed by the best customer service in the business. We're a proudly Canadian company, based out of Kitchener Ontario. Experience why Arizer is Better By Design.

Brand Guidelines

Images & Logos:

Please feel free to use the provided images from our Media Kit for the best representation of our products. We have provided a variety of images in both black and white backgrounds, to suite most dark or light websites. Our Brand and Model Logos are also provided in our Media Kit. Please feel free to contact us for any special image requests!

MEDIA KIT URL: <https://arizer.com/media-kit/>

Videos:

Current promotional & quick start videos are available for download or embedding. A list of the URLs can also be found in the media kit and available on our Vimeo and Youtube Channels.

Vimeo Channel (download & embed): <https://vimeo.com/arizer>

Youtube Channel (social media sharing): <http://www.youtube.com/c/Arizertech>

Fonts:

1. Helvetica Neue
2. Helvetica
3. Alternates:
 - a. Myriad Pro
 - b. Arial

Arizer Brand Taglines:

1. Better By Design
2. Experience why Arizer is Better By Design
3. Easy to Use, Easy to Clean.
4. Quality Vaporizers
5. World Renowned, Award Winning Vaporizers
6. Pioneers in the Industry, Innovating since 2005

Theme Colors:

Arizer Blue

Hex: 165bad



Arizer Yellow

Hex: f2ad11



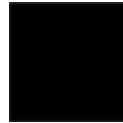
Arizer White:

Hex: f2f2f2



Arizer Black:

Hex: 000000



Model Specific

Arizer Air

Taglines:

1. Small Size, Big Performance!
2. Perfectly Portable.

Colors:

Black
Silver
Titanium

Air II

Taglines:

1. Same small size, even BIGGER performance!
2. Purity is in the Air II.

Colors:

Carbon Black
Mystic Blue

Solo

Taglines:

1. Simple. Powerful. Efficient.
2. Our Original Award Winning Portable Vaporizer.

Colors:

Black
Silver

Solo II

Taglines:

1. Our Most Powerful Portable Yet!
2. Vapor the way you like it without the need for apps or gimmicks.

Colors:

Carbon Black
Mystic Blue

Arizer Go (ArGo)

Taglines:

1. Ready. Set. Go.
2. Ultimate Portability.
3. Go farther and stay longer.

Colors:

Black

Extreme Q

Taglines:

1. Versatile. Reliable. Remote Controlled.
2. Award Winning Desktop Vaporizer.

Colors:

Storm Black

V-Tower

Taglines:

1. So Efficient It Pays For Itself.
2. Designed with Efficiency In Mind

Colors:

Brushed Stainless Steel