

A man in a white t-shirt is shown from the back, looking out over a vast landscape under a sunset sky. The scene is captured in a cinematic style with soft, warm lighting. The man's profile is visible as he gazes towards the horizon. The sky is filled with soft, golden clouds, and the landscape below is a mix of blue and green tones, suggesting a coastal or mountainous area.

Auburn

A Nederman Company

Brand Identity and Style Guide 2025



These guidelines have been created to introduce Auburn's brand identity.

This document defines Auburn's brand foundation to maintain consistency in messaging, visuals, and customer perception across all touch-points. It serves as a reference for employees, partners, and external agencies.



Who We Are

With decades of expertise, thousands of installations worldwide, and the strength of a global clean-air leader, Auburn delivers accurate, reliable solutions built for longevity. Our know-how and technology provides real-time insights and filtration control to keep industrial processes running efficiently, safely, and stay compliant. With precision — we provide solutions proven today and engineered to evolve into the future.

We are the Particulate Monitoring Company

Auburn
A Nederman Company

Our Vision & Mission

Vision —

Auburn's vision is to be the global leader in Particulate Measurement, Control & Optimisation solutions and Specialist Services for Industrial Processes.

Mission —

We shape the future with insights.



Our
Promise

We Boost Businesses.

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Our Delivery



Boosted
by insights

Energy Use

Efficient Design &
Operation

Process Efficiency

Enhanced Production &
Reduced Downtime

Health & Safety

Protect People, Planet &
Production

Compliance

Product & Safety
Regulation Compliance

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