

BRAND IDENTITY GUIDELINES

# A GUIDE TO APPLYING BRAND IDENTITIES



**WELBILT**<sup>®</sup>

*Bringing innovation to the table*

## A COMPREHENSIVE PORTFOLIO OF LEADING BRANDS

Welbilt equips and serves commercial kitchens, driven by a deep understanding of our customers' business, strategic industry insights, and unparalleled culinary expertise. With a promise of reliability, pragmatic innovation and intelligently connected systems, we strongly believe in simplifying customers' lives through our expertise.

Bringing the Welbilt brand to life, are our industry-leading, global product-brands. Through them, we address customer needs across the food production journey, and deliver powerful foodservice solutions that help operators solve challenges with ease and intelligence.

To embody and deliver on these promises, we have devised a strategic, but inspired visual identity system. This system is especially essential to:

- Establish a consistent and coherent visual language, across the portfolio, that effectively communicates the full range of Welbilt's offerings to potential and existing customers and channel partners
- Visually align each product brand to Welbilt's identity to facilitate equity transfers from the corporate brand and cross-portfolio
- Highlight Welbilt's workflow-based organizational principle and portfolio structure through distinctive visual components for each platform
- Incorporate existing visual equities of the brands to respect and leverage legacy components in the marketplace
- Ensure the organization can be scaled successfully by creating a system that allows for easy integration of new offerings or brands
- Allow application across touchpoints by translating well in all mediums

As such, the enclosed guidelines have been created to introduce and explain the Welbilt portfolio's visual identity and its application. They are intended for any entity that works with our organization, whether they are commissioning, designing or delivering branded communication materials as a member of our internal staff or an external agency.

Please read these identity guidelines carefully as they contain important, detailed information on how to apply the visual identity elements, and ensure we create unique and flexible brand perceptions that are distinctly ours.

# CONTENTS

## DEFINING THE ELEMENTS

- 05** Logo lockup
- 06** Logo variants
- 07** Exclusion zone
- 08** Welbilt endorsement
- 09** Portfolio of product brands
- 10** Logo color formats
- 11** Logo color usage
- 12** Logo sizes
- 13** Use on colored backgrounds
- 14** Please avoid

## OTHER KEY IDENTITY ELEMENTS

- 15** Other Key Elements
- 16** Product brand portfolio colors
- 17** Dispensing and Serving colors
- 18** Service Brand colors
- 19** Our corporate typeface
- 20** Working with typography
- 21** Producing clear print
- 22** Our system typeface
- 23** The arrow and tick device
- 24** Brand taglines
- 25** Imagery
- 26** Imagery checklist

## PUTTING IT ALL TOGETHER

- 27** Our visual style
- 28** Cleveland
- 29** Convotherm®
- 30** Convotherm® 'C' symbol
- 31** Crem®
- 32** Delfield®
- 33** Delfield® (Storing)
- 34** Delfield® (Holding & Displaying)
- 35** Frymaster®
- 36** Garland®
- 37** Kolpak®
- 38** Lincoln®
- 39** Manitowoc®
- 40** Manitowoc® 'Snowflake' symbol
- 41** Merco®
- 42** Merrychef®
- 43** Multiplex®
- 44** FitKitchen®
- 45** Welbilt Beverage®
- 46** FitKitchen®
- 47** KitchenConnect®
- 48** KitchenCare®

## CULINARY TEAM STANDARDS

- 49** A comprehensive outline
- 50** Chef uniform suppliers
- 51** Chef jacket specifications
- 52** Other chef attire
- 53** Logo color variants
- 54** Logo exclusion and colors
- 55** Design checklist
- 56** Further information

# DEFINING THE ELEMENTS



## LOGO LOCKUP

Our product brand logos are critical assets of their respective product brand visual identities. Product brand logos have been designed to establish a strong visual connection to the Welbilt corporate brand.

Our product brand logos are modern, confident and distinctive, and ensure we stand out in the marketplace. They are made up of three elements - the symbol, the product brand wordmark, and the Welbilt endorsement.

These elements are of a fixed size and position relative to one another, and should not be altered in any way. Never attempt to recreate a logo, and always use the master artwork files supplied.

**PLEASE NOTE:** *The brand shown has been used as an example to illustrate the product brand logo lockup formula. All product brands follow the same logo lockup relationship principle as shown on this page. For brand-specific color usage rules please refer to the color section of this document.*



## LOGO VARIATIONS

All Welbilt product brand logos are available in a series of different color versions to ensure maximum impact and reproduction quality in application. The logos must only appear in their approved color combinations.

The use of the accent color (Red shown here for Garland) varies pending on product brand categories. Please refer to the portfolio brands' overview (page 9) and the color section of these guidelines for brand-specific color usage rules.

**PLEASE NOTE:** The brand shown is an example to illustrate the various product logo color variants.



Full Color Logo



Two Color Logo



Single Color Logo



Solid Black Logo



Two Color Reversed Logo



White Logo

## EXCLUSION ZONE

A minimum clear space area around the product brand logo has been defined, into which no other visual elements should be placed. To ensure visual impact, we recommend keeping a large area of white space around the logo wherever possible.

The gray line indicates the exclusion zone for the product brand logo. The zone is based on the cap height of the product brand name lettering. This is the minimum space around the logo, however please keep as large a space as possible around the logo.

**PLEASE NOTE:** *The brand shown has been used as an example to illustrate the exclusion zone principle. All product brands follow the same principle as shown on this page.*



## WELBILT ENDORSEMENTS

The Welbilt endorsement creates a strong connection to our corporate brand, in turn reinforcing our multi-brand approach and the broad range of expertise and offerings we bring to our customers.

The logo and Welbilt endorsement elements are of a fixed size and position relative to one another, and should not be altered in any way. Never attempt to recreate the logo with endorsement, and always use the master artwork supplied.

There is some flexibility for using the endorsement, as the logo should appear on its own (without the endorsement) when used for post-sale touchpoints like product badging (illustrated below).

**PLEASE NOTE:** The brand shown has been used as an example to illustrate the use of the endorsement line. All product brands follow the same principle as shown on this page. For brand-specific color usage rules please refer to the color section of these guidelines.



### Introducing the NEW FilterQuick Intuition™ SUPERIOR BY DESIGN

**RELIABILITY**  
 Mechanical improvements to sensors, fans, controls, and other components to enhance performance and minimize downtime.

**SERVICEABILITY**  
 Serviceable components accessible from front of fryer for easier and quicker removal making service calls more efficient and minimizing downtime.

**INTUITIVE CONTROLS**  
 New next generation, capacitive touch controller with modern user interactions found on a smart device that takes the guesswork out of fryer operations.

**AUTOMATIC, DIRECT INTERNET CONNECTION**  
 No need to connect to Wi-Fi or an edge server for accessing. Cloud capabilities such as remote configuration, data analysis, and diagnostics.



Your Growth is Our Goal 800.221.4583 | frymaster.com



# PORTFOLIO OF BRANDS



## Product Brands

### Storing



### Cooking



### Holding & Displaying



### Dispensing & Serving



**PLEASE NOTE:**

The Convootherm 'C'-icon and the Manitowoc 'snowflake'-icon are used as supporting brand elements for those brands respectively. These visual support elements are NOT part of Convootherm and Manitowoc logo lockups!

Please also see page 27 (Convootherm) and page 37 (Manitowoc) of these guidelines for more information on how to use these visual support elements.

## Service Brands



# LOGO COLOR FORMATS

Product brand logos are available in a series of different color versions for different applications. This spread explains where to use specific versions. Please ensure the correct logo is used when creating online and offline visual materials.

**PLEASE NOTE:** *The brand shown has been used as an example to illustrate logo color formats. All product brands follow the same principles as shown on this page.*

### Full Color Logo

This is the preferred version of the logo and should be used on corporate literature, color advertising and wherever full color reproduction is possible.

Please use EPS File Format >



### XPress Grill

TWO-SIDED COOKING WITH EASYTOUCH®



**SMART DUAL SURFACE GRILLS**  
 saves money, time and space while improving food quality with two-sided cooking



**RAPID RECOVERY**  
 Electronic surface temperature monitoring keeps unit ready for production



**RIGHT SIZE FOR YOUR OPERATION**  
 in various sizes and configurations with 2" cook height supporting fast casual menu volume



**EASYTOUCH CONTROL**  
 offers simple and intuitive Press & Go interface with USB port for easy menu updates



Bring Your Passion to the Surface 800.424.2411 | garland-group.com



### RGB Color Logo

This version should be used for all on-screen applications such as PowerPoint presentations and web.

Please use png OR JPG File Format >

### Solid Logo

This version should be used on applications where only one color reproduction is available, such as forms and fax templates.

Please use EPS File Format >



### Generic Form Example

#### Order Details

##### 1. Item Specifications

Catalog Number \_\_\_\_\_

modification \_\_\_\_\_

technical specs \_\_\_\_\_

color \_\_\_\_\_

##### 2. Payment Terms

account number \_\_\_\_\_

order reference \_\_\_\_\_

Net30 \_\_\_\_\_

##### 3. Shipping Details



## LOGO SIZES

Brand logos should be used in varying sizes depending on the application. Below are the recommended sizes to use on digital and print applications. There is no maximum size at which the logo can be reproduced, although care should be taken to ensure that it is appropriate for its application.

**PLEASE NOTE:** The brand shown has been used as an example to illustrate the logo sizing principle. All product brands follow the same principle as shown on this page.



### Digital



*Please note: The Welbilt endorsement must be removed for digital logos smaller than 30px.*



*Please note: The Welbilt symbol must never be placed at a height below 18px.*

### Service Digital



*Please note: The Welbilt symbol must never be placed at a height below 18px.*

### Print



*Please note: The Welbilt endorsement must be removed for logos 1/4" or smaller.*



*Please note: 1/8" is the minimum acceptable print size. The Welbilt endorsement & registration must be removed for logo 1/8".*

### Service Print



*Please note: 1/4" is the minimum acceptable print size. The registration should be removed for logo 1/4" (0.635cm).*

## USE ON COLORED BACKGROUNDS

Product brand logos should only ever appear on a white or a light tinted background, or neutral areas of imagery. They must never appear over colors that provide insufficient contrast, over busy areas of photography, or on patterns.

**PLEASE NOTE:** *The brand shown has been used as an example to illustrate the colored backgrounds principle. All product brands follow the same principle as shown on this page.*



✓ On a white background



✓ On a light tinted background



✓ On an image with sufficient contrast



✗ On a background with insufficient contrast



✗ Over busy areas of photography



✗ On illustrations or patterns

## PLEASE AVOID

Our product brand logos are valuable visual brand assets and great care must be taken to ensure they are clearly and correctly presented at all times.

In order to preserve the integrity of the logo, please avoid executions which misuse, amend or trivialize the product brand visual identity.

**PLEASE NOTE:** *The Garland brand has been used as an example to illustrate what to avoid when using brand logos. All brands follow the same principle as shown on this page.*



⊘ Never apply a drop shadow to the logo



⊘ Never distort or skew the logo to fit



⊘ Never use the logo in colors other than those approved



⊘ Never place the logo at an angle



⊘ Never modify the relationship between the symbol and the wordmark



⊘ Never change the placement of the symbol relative to the wordmark



⊘ Never add additional elements to the logo



⊘ Never change wording of the tagline



⊘ Never try to recreate the logo

# OTHER KEY ELEMENTS



# PRODUCT BRAND PORTFOLIO COLORS

The Welbilt portfolio brand system colors are specifically defined to create distinction for our various product categories. They must be utilized according to specific brands on all communications as a necessary means of illustrating the look and feel of our brand identity.

Color formulas for the Welbilt portfolio brand colors have been carefully determined based on their appearance across multiple media platforms. These formulas may not match color conversions provided within some graphics applications.

## Welbilt Slate Gray

**PMS** 432C  
**CMYK** 65 / 43 / 26 / 78  
**RGB** 51 / 63 / 72  
**WEB** 333F48

PMS 432 to black equivalent:  
Black equivalent for print, only use this when necessary 75% black

### STORING BRANDS

#### Welbilt Blue

**PMS** 285C  
**CMYK** 90 / 48 / 0 / 0  
**RGB** 0 / 114 / 206  
**WEB** 0072CE



### COOKING BRANDS

#### Welbilt Red

**PMS** 186C  
**CMYK** 2 / 100 / 85 / 6  
**RGB** 200 / 16 / 46  
**WEB** C8102E



### HOLDING & DISPLAYING BRANDS

#### Welbilt Purple

**PMS** 259C  
**CMYK** 67 / 100 / 4 / 5  
**RGB** 109 / 32 / 119  
**WEB** 6D2077



### DISPENSING & SERVING BRANDS

#### Welbilt Navy

**PMS** 2738C  
**CMYK** 100 / 92 / 0 / 1  
**RGB** 6 / 3 / 141  
**WEB** 06038D



#### Welbilt Brown

**PMS** 2317C  
**CMYK** 28 / 47 / 69 / 6  
**RGB** 179 / 134 / 93  
**WEB** B3865D



Please do not use the colors shown on this page, and elsewhere in these guidelines, for color matching. They are not intended to match the PANTONE® Color Standards. For accurate PANTONE® Color Standards, refer to the current edition of the PANTONE® color Formula Guide or pantone.com. PANTONE® is a registered trademark of PANTONE® Inc.



# DISPENSING AND SERVING BRAND COLORS

The Welbilt portfolio brand system colors are specifically defined to create distinction for our various product categories. They must be utilized according to specific brands on all communications as a necessary means of illustrating the look and feel of our brand identity.

Color formulas for the Welbilt portfolio brand colors have been carefully determined based on their appearance across multiple media platforms. These formulas may not match color conversions provided within some graphics applications.

## DISPENSING & SERVING BRANDS

**Welbilt Navy**

<b>PMS</b>	2738C
<b>CMYK</b>	100 / 92 / 0 / 1
<b>RGB</b>	6 / 3 / 141
<b>WEB</b>	06038D



**Welbilt Brown**

<b>PMS</b>	2317C
<b>CMYK</b>	28 / 47 / 69 / 6
<b>RGB</b>	179 / 134 / 93
<b>WEB</b>	B3865D



**Welbilt Beverage**

<b>PMS</b>	2317C
<b>CMYK</b>	28 / 47 / 69 / 6
<b>RGB</b>	179 / 134 / 93
<b>WEB</b>	B3865D



*Please do not use the colors shown on this page, and elsewhere in these guidelines, for color matching. They are not intended to match the PANTONE® Color Standards. For accurate PANTONE® Color Standards, refer to the current edition of the PANTONE® color Formula Guide or pantone.com. PANTONE® is a registered trademark of PANTONE® Inc.*

# SERVICE BRAND LOGOS & COLORS

Our service brand logos are critical assets of their respective visual identity. Service brand logos have been designed to establish a strong visual connection to the Welbilt corporate brand.

Our logos are modern, confident and distinctive, and ensure we stand out in the marketplace. They are made up of three elements - the symbol, the Welbilt wordmark, and the service brand wordmark.

These elements are of a fixed size and position relative to one another, and should not be altered in any way. Never attempt to recreate a logo, and always use the master artwork files supplied.

### Exclusion Zone

A minimum clear space area around the service brand logo has been defined, into which no other visual elements should be placed. To ensure visual impact, we recommend keeping a large area of white space around the logo wherever possible.

The gray line indicates the exclusion zone for the service brand logo. The zone is based on the height of the Welbilt arrow symbol ('X'). The minimum space around the logo is 1/2 X, however please keep as large a space as possible around the logo.



### Welbilt Slate Gray

<b>PMS</b>	432C
<b>CMYK</b>	65 / 43 / 26 / 78
<b>RGB</b>	51 / 63 / 72
<b>WEB</b>	333F48

PMS 432 to black equivalent:  
 Black equivalent for print, only use this when necessary 75% black

### Welbilt Red

<b>PMS</b>	186C
<b>CMYK</b>	2 / 100 / 85 / 6
<b>RGB</b>	200 / 16 / 46
<b>WEB</b>	C8102E

### Service Brands



Please do not use the colors shown on this page, and elsewhere in these guidelines, for color matching. They are not intended to match the PANTONE® Color Standards. For accurate PANTONE® Color Standards, refer to the current edition of the PANTONE® color Formula Guide or pantone.com. PANTONE® is a registered trademark of PANTONE® Inc.

## OUR CORPORATE TYPEFACE

Our corporate typeface is Open Sans, a type super-family of fonts which is available in a variety of weights and styles allowing for scope and creativity in application.

It is a modern, distinctive and versatile typeface that has been designed to communicate confidence and authority, retain a technical and engineered appearance, and yet suggest a friendly personality. Open Sans is optimized for legibility across print, web, and mobile interfaces.

Open Sans should be used for all professionally produced materials including annual reports, brochures and advertising.

# Open Sans

AaBbCcDdEe  
\$0123456789  
%&@:#?!\*

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
Open Sans Bold  
*Open Sans Bold Italic*  
Open Sans Extrabold  
*Open Sans Extrabold Italic*

## WORKING WITH TYPOGRAPHY

Our corporate font has a wide range of weights available to ensure full flexibility in application. The use of font weights and sizes across various applications may require a different tone and feel to be communicated.

The advantage of the Open Sans font family is the ability to mix and match the various weights and styles together in applications to create a well-structured information hierarchy for the user.

# *This is an example headline*

This is an example introduction paragraph. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it can not deceive the eye or brain.

This is example body copy. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. Dummy settings which use other languages or even gibberish to approximate text have inherent disadvantages that they distract attention towards themselves.



# THIS IS AN EXAMPLE HEADLINE

**This is an example introduction paragraph. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it can not deceive the eye or brain.**

This is example body copy. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. Dummy settings which use other languages or even gibberish to approximate text have inherent disadvantages that they distract attention towards themselves.



## PRODUCING CLEAR PRINT

When designing and producing any form of print collateral, it is important to adhere to our legibility requirements and ensure the following:

- ① The text is clear, simple and consistent
- ① The text is of sufficient size and weight, and is easy to read
- ① The contrast between the text and background is as high as possible – only white or light backgrounds should be used with black or dark text
- ① The text should not appear in front of complicated or high contrast images

## OUR SYSTEM TYPEFACE

Calibri is our system typeface and should be used when restrictions mean that Open Sans cannot be used. These include internally created documents, letters and electronic media.

The Calibri typeface is a web safe font and has been chosen to complement Open Sans. It is readily available on all PCs.

**PLEASE NOTE:** *this typeface should not be used for external, professionally created applications, including corporate materials, advertising and communications. These should use the Open Sans typeface family.*

# Calibri

AaBbCcDdEe

\$0123456789

%&@:#?!\*

Calibri Regular

*Calibri Italic*

Calibri Bold

***Calibri Bold Italic***

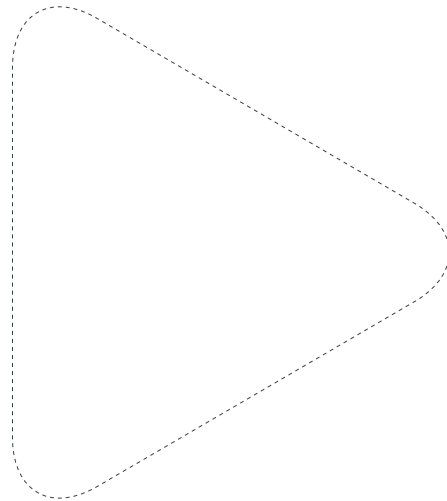
# THE ARROW AND TICK DEVICE

The arrow device, derived from the Welbilt logo, builds the foundation for the graphic style that should be used throughout communications to establish a memorable look for our product brands.

It is a dynamic device that encapsulates our forward-looking ethos and forms the basis of our visual style.

The arrow device has been created specifically for Welbilt – never attempt to recreate it, and always use the master artwork supplied.

The tick device adds an emphasizing directional highlight to text and important areas of communications. The device is most effective when placed at the right or left of text to highlight that specific headline. The tick should be the same height of the text that follows it.



## DOUBLE LINE HEADLINE AND TITLE

## SINGLE LINE HEADLINE

- ▶ The arrow device can be used to highlight bullets
- ▶ This is a placeholder second bullet



### A flexible Asset

The arrow device can be used in the product brand colors, knocked out of a background color or image, or as a cropping frame for icons.

# BRAND TAGLINES

**How to use:**

**SIGN-OFFS**

The tagline can be used as a sign-off in marketing materials (both brand and product marketing)

**HEADLINES**

For brand communications – or marketing materials, the tagline, depending on the content, can be used as the headline or the title page of a presentation. Avoid using the tagline as the headline for slides in a presentation or as the lead headline in product specific materials and advertisements

**COMMUNICATIONS**

The tagline can be used to supplement the content in a print, video, and/or digital communication. It is a dynamic device that encapsulates our forward-looking ethos and forms the basis of our visual style.

- Cleveland ..... ***Timeless Quality, Trusted for Life®***
- Convotherm ..... ***Advancing Your Ambitions®***
- Crem ..... ***Crafted For Every Taste®***
- Delfield ..... ***Fresh Solutions, Fit for You®***
- Frymaster ..... ***Your Growth is Our Goal®***
- Garland ..... ***Bring Your Passion to the Surface®***
- Kolpak ..... ***Protecting Your Future®***
- Lincoln ..... ***Consistency You Can Count On®***
- Manitowoc ..... ***Engineered for Ease®***
- Merco ..... ***Serving Quality On Demand®***
- Merrychef ..... ***Expanding Your Opportunities®***
- Multiplex ..... ***Refreshing the Experience®***
- FitKitchen ..... ***Dynamic by Design®***
- KitchenConnect ..... ***Turning Patterns into Profits®***
- KitchenCare ..... ***Tomorrow’s Success Starts Today®***

**How NOT to use:**

**LOGO LOCKUPS**

A tagline should never be locked up in a portfolio brand’s logo. It should always say “A Welbilt Brand”. “A Welbilt Company” is not acceptable use of Logo Lockup.

**STYLIZED**

The tagline should never be uniquely stylized, it should always be in the same approved font or typeface as outlined in the product brand visual identity guidelines

**ON PRODUCT**

Taglines should never be physically placed on a product

**PRODUCT NAMING**

The tagline should never be used as a product name, or the name of a product-series

- Welbilt Beverage ..... ***Power to Own Your Next Cup®***
- Welbilt ..... ***Bringing Innovation to the Table®***



# IMAGERY

Welbilt imagery should depict moments and interactions within the foodservice world in authentic situations and realistic environments. Never contrived or clichéd.

Welbilt imagery covers a range of themes: from expertise that leads to great products, to the kitchen staff who is passionate about using our equipment to create dishes that their guest love.

Welbilt has an extensive library of digital images that should always be leveraged when requiring photography usage for marketing materials:

Also see page 25 of these guidelines for general rules to keep in mind when selecting and using imagery.

## OUR EXPERTISE

*we invest in our products and services*



## OUR PRODUCTS

*designed and engineered to make kitchens work*



## THE KITCHEN STAFF

*the people we develop our products around*



## THE DISHES

*the great-tasting food and drinks we help make*



## THE GUESTS

*the people that enjoy our customer's delicious offerings*



## IMAGERY CHECKLIST

This checklist has been developed to ensure all pieces of design created are 'on-brand' and ensure that we are building a consistent and recognizable identity.

Before any work goes to final production, please ensure the following points are adhered to:

- > Use the images displayed in these guidelines as guidance when selecting imagery.
- > Avoid using clip art illustration or composed stock photography in place of the recommended photography. Messages are better portrayed through photographs of real people, real environments, and real commercial kitchen situations.
- > It is stronger to use one overall photo in single-page applications, such as advertisements and banner displays.
- > When selecting photos for larger layouts or complex messages, look for opportunities to tell a simple story which supports the written message and helps our audience understand and engage with the message.
- > Crop photos to create dynamic scale relationships on your layout. Eliminate distracting or less attractive details and focus on the most important aspect.
- > Full-color images should be bright and energetic. Use interesting perspectives and angles to create a direct, fresh, and dynamic look.
- > When showing people in imagery, consider the diversity of people within Welbilt and in our marketplace. This includes age, gender, dress, and ethnicity. We also want to depict people that are 'real', not models or photography that has been extensively retouched to create the illusion of a perfect world.
- > When showing people in imagery, consider focusing on one individual rather than a complex group and ensure the person is facing towards the audience, face-forward, with a friendly and optimistic expression.

# PUTTING IT ALL TOGETHER



# OUR VISUAL STYLE

Our visual style is meant to effectively help capture the personality, key benefits, and vision of our product brands. We have established a distinctive palette of core visual brand identity elements that, when combined, will present each product brand as a strong leader in its category.

So, how will we apply our visual branding elements in the real world of our brands' communications? First, by knowing your audience. Second, by staying flexible. Third, by being inspired.



-  **DELFIELD**<sup>®</sup>  
*A Welbilt Brand*
-  **KOLPAK**<sup>®</sup>  
*A Welbilt Brand*
-  **CLEVELAND**  
*A Welbilt Brand*
-  **CONVOTHERM**<sup>®</sup>  
*A Welbilt Brand*
-  **FRYMASTER**<sup>®</sup>  
*A Welbilt Brand*
-  **GARLAND**<sup>®</sup>  
*A Welbilt Brand*
-  **LINCOLN**  
*A Welbilt Brand*
-  **MERRYCHEF**<sup>®</sup>  
*A Welbilt Brand*
-  **DELFIELD**<sup>®</sup>  
*A Welbilt Brand*
-  **MERCO**<sup>®</sup>  
*A Welbilt Brand*
-  **MANITOWOC**<sup>®</sup>  
*A Welbilt Brand*
-  **MULTIPLYX**<sup>®</sup>  
*A Welbilt Brand*
-  **CREM**<sup>®</sup>  
*A Welbilt Brand*

# Open Sans

AaBbCcDdEe  
\$0123456789  
%&@:#?!\*



# EXAMPLES: CLEVELAND

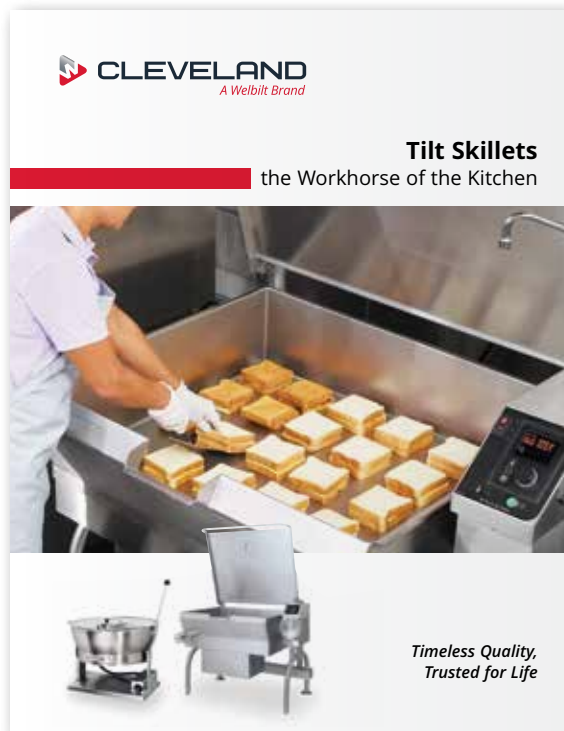


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Cleveland identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Timeless Quality, Trusted for Life

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



The Application Examples shown throughout this document are conceptual only and are meant to provide general guidance on the type of overall look and feel we aspire to establish for our brand. Photography used throughout this identity guidelines document has NOT been cleared for usage in actual marketing collateral.

# EXAMPLES: CONVOTHERM

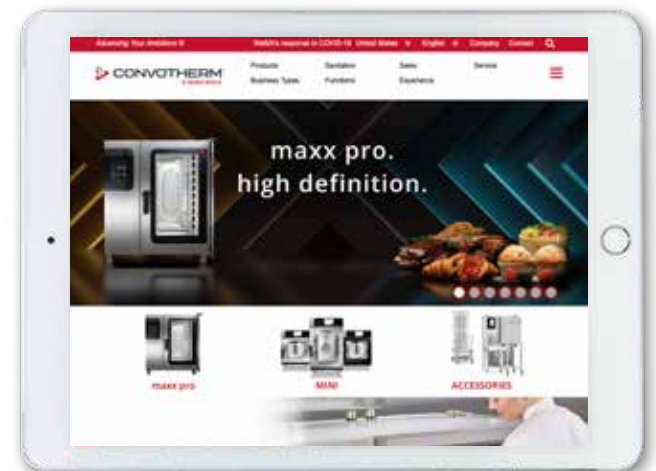
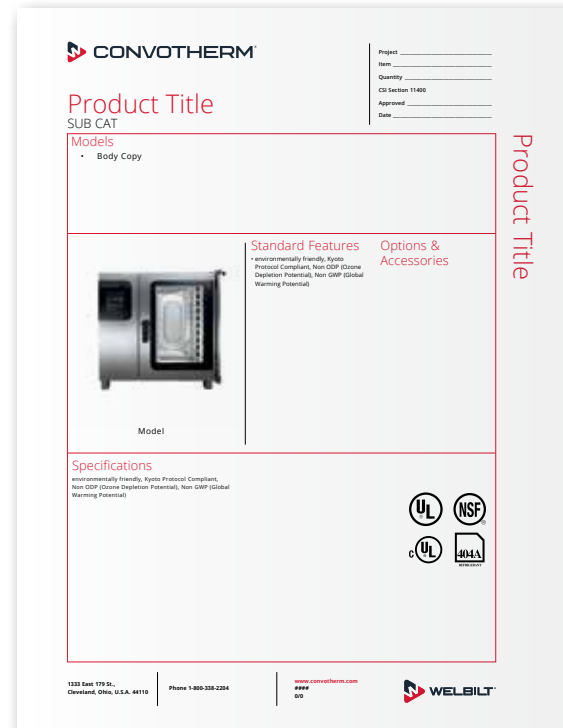


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Convotherm identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Advancing Your Ambitions

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



The Application Examples shown throughout this document are conceptual only and are meant to provide general guidance on the type of overall look and feel we aspire to establish for our brand. Photography used throughout this identity guidelines document has NOT been cleared for usage in actual marketing collateral.

## EXAMPLES: CONVOTHERM 'C' SYMBOL



*Please ensure the new Welbilt Red is being used for the 'C' symbol. See page 17.*



The 'C' symbol is a well established identifier for the Convotherm brand that has built valuable equity with our customers. While the 'C' symbol is not part of Convotherm product brand logo lockup, this graphic device will continue to be a prominent supporting identity

element across the brands various touchpoints. In particular on product labeling, the 'C' symbol serves as a key identifier for the Convotherm brand. Please always use the 'C' graphic supplied by the Convotherm brand team. Never try to recreate the Convotherm 'C' symbol.



**Use of Convotherm 'C' symbol**

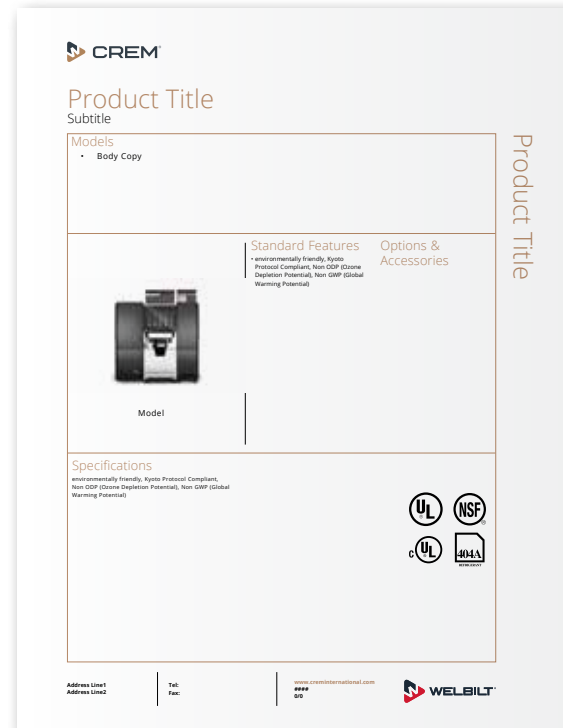
*The Application Examples shown throughout this document are conceptual only and are meant to provide general guidance on the type of overall look and feel we aspire to establish for our brand. Photography used throughout this identity guidelines document has NOT been cleared for usage in actual marketing collateral.*

## EXAMPLES: CREM



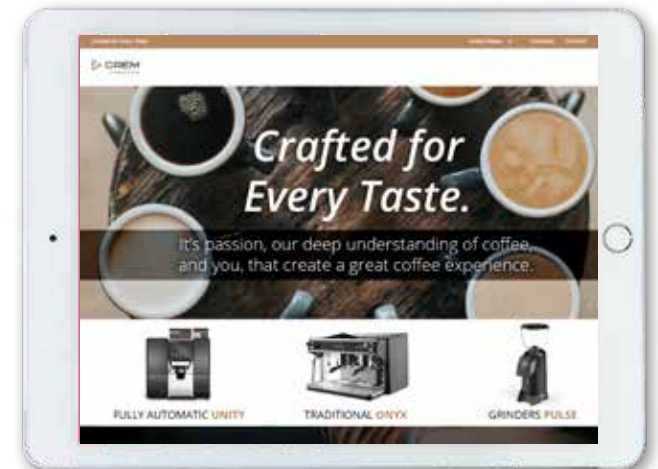
Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Crem identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.



### Crafted For Every Taste

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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## EXAMPLES: DELFIELD

At touchpoint communications, when the Delfield brand is meant to represent its complete set of offerings (i.e., a product catalog), the Welbilt Blue version of the Delfield logo should be used.

Indicative of the storing workflow platform, this logo will encompass the full refrigeration line, as well as portions of the fabrication line, including drop-ins and utility stands.



### Specification Line®

24/7 connection, easy to use & energy efficient



*Fresh Solutions, Fit for You*

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# EXAMPLES: DELFIELD (STORING)



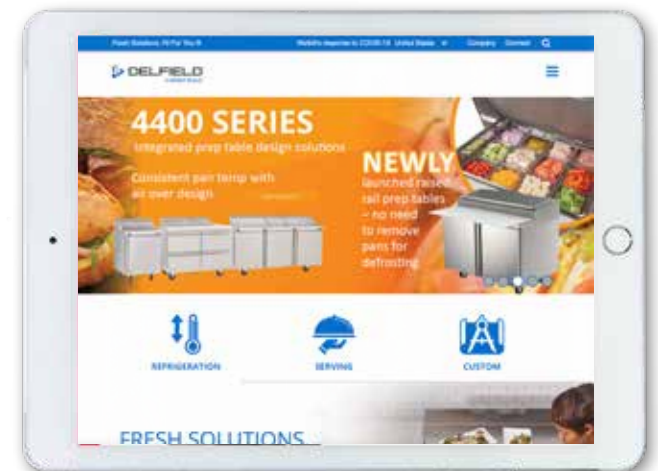
Delfield branded communications that are specifically promoting storing products should use the Welbilt Blue version of the Delfield product brand identity.

As you implement the design elements of the Delfield identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.



## Fresh Solutions, Fit for You

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: DELFIELD (HOLDING & DISPLAYING)

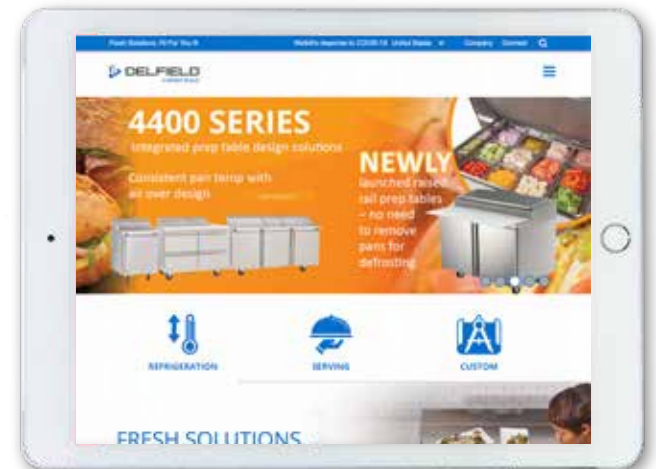


Delfield branded touchpoints that are distinctly related to post-cooking and serving fabrication should use the Welbilt Purple version of the Delfield product brand identity.

As you implement the design elements of the Delfield identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Fresh Solutions, Fit for You

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: FRYMASTER

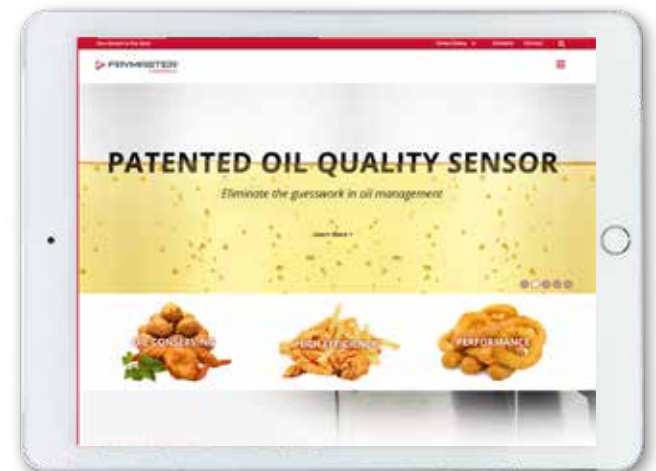


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Frymaster identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Your Growth is Our Goal

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: GARLAND



Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Garland identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Bring Your Passion to the Surface

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: KOLPAK

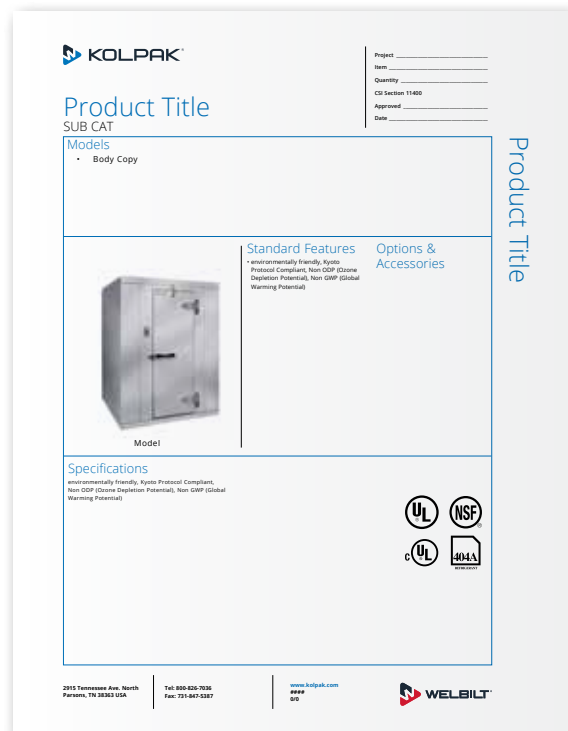


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Kolpak identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Protecting Your Future

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: LINCOLN



Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Lincoln identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Consistency You Can Count On

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: MANITOWOC

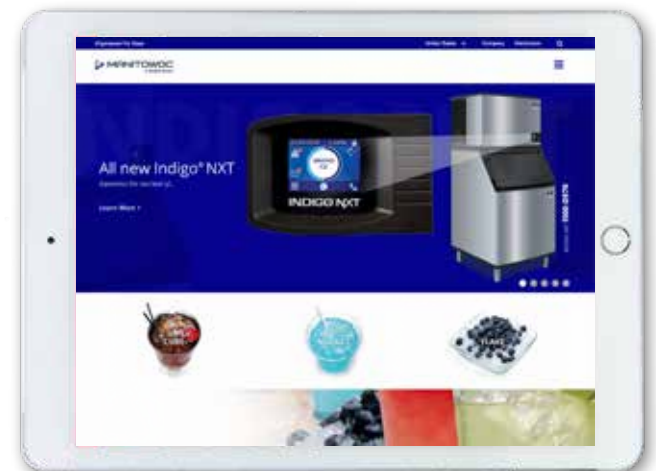
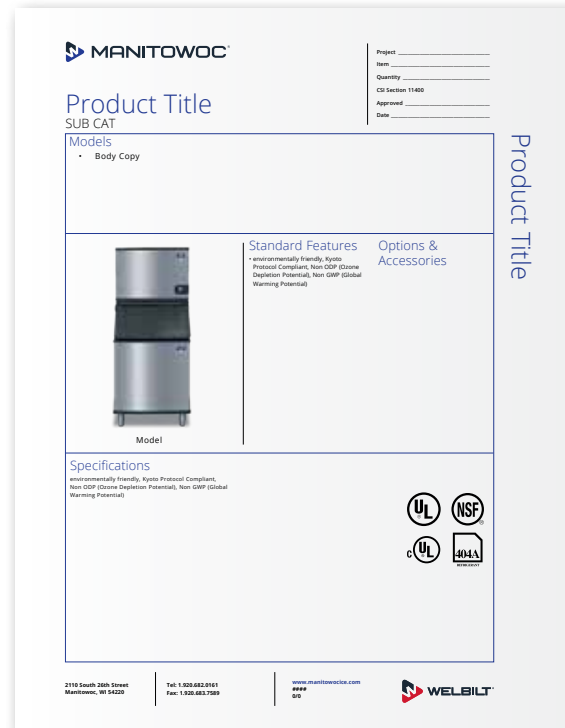


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Manitowoc identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Engineered for Ease

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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## EXAMPLES: MANITOWOC 'SNOWFLAKE' SYMBOL



*Please ensure the new Welbilt Navy Blue is being used for the 'snowflake' symbol. See page 17.*

The 'snowflake' symbol is a well established identifier for the Manitowoc brand that has built valuable equity with our customers. While the 'snowflake' symbol is not part of Manitowoc product brand logo lockup, this graphic device will continue to be a prominent supporting identity element across the brands

various touchpoints. In particular on product labeling, the snowflake serves as a key identifier for the Manitowoc brand. Please always use the 'snowflake' graphic supplied by the Manitowoc brand team. Never try to recreate the Manitowoc 'snowflake' symbol.



Use of Manitowoc 'snowflake' symbol

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# EXAMPLES: MERCO

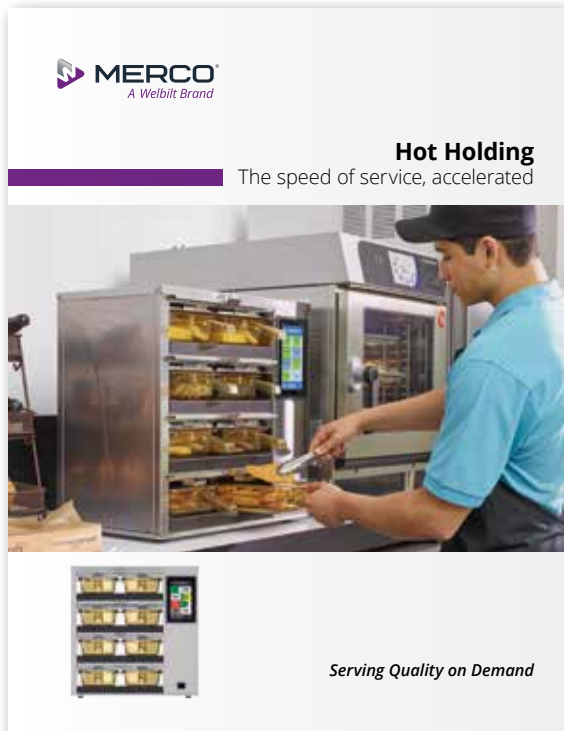


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Merco identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Serving Quality On Demand

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: MERRYCHEF

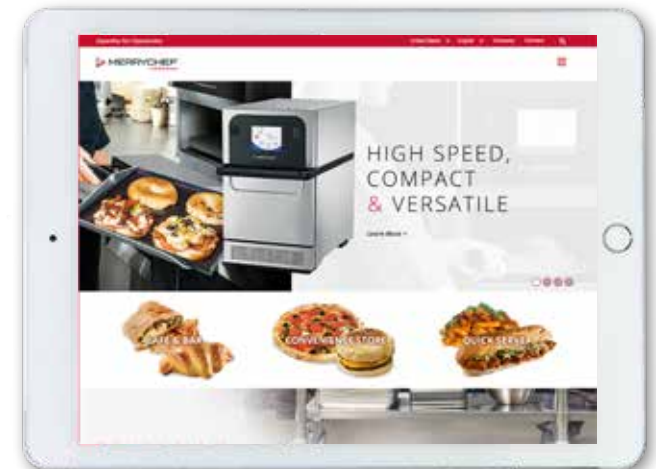
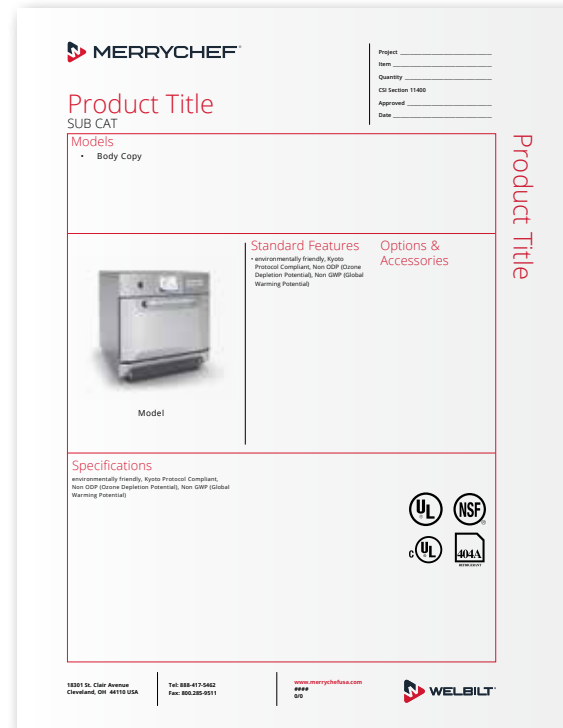


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Merrychef identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Expanding Your Opportunities

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: MULTIPLEX

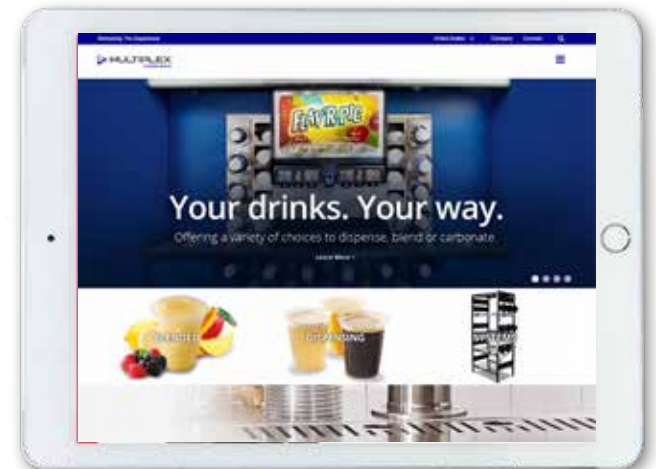
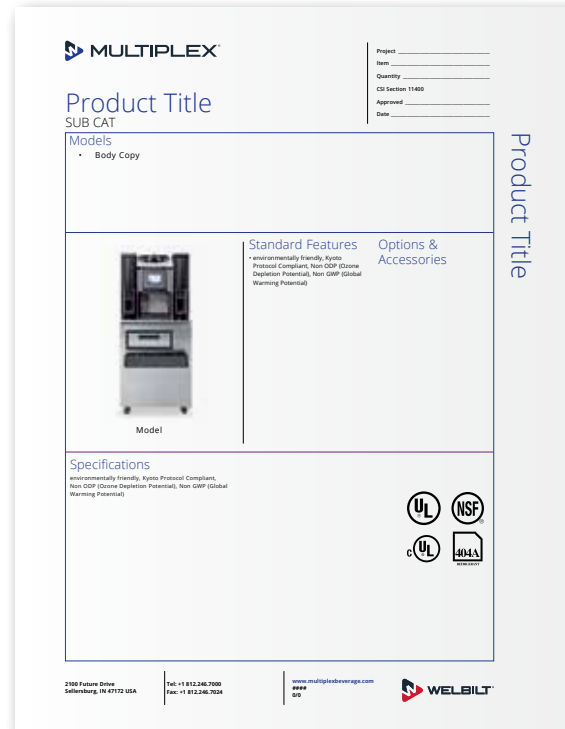


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Multiplex identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Refreshing the Experience

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: WELBILT BEVERAGE

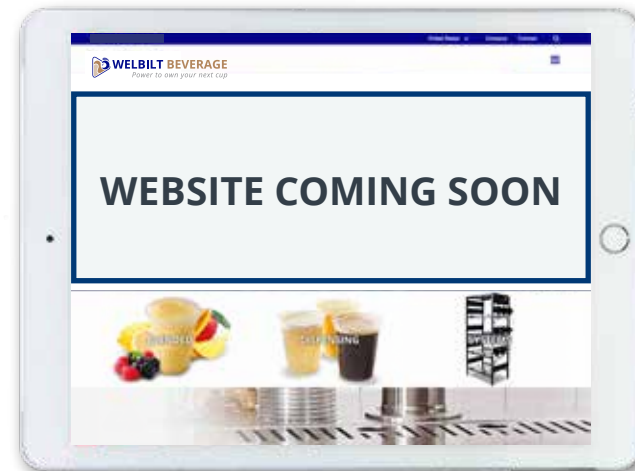


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the Multiplex identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## Power to Own Your Next Cup

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: FITKITCHEN

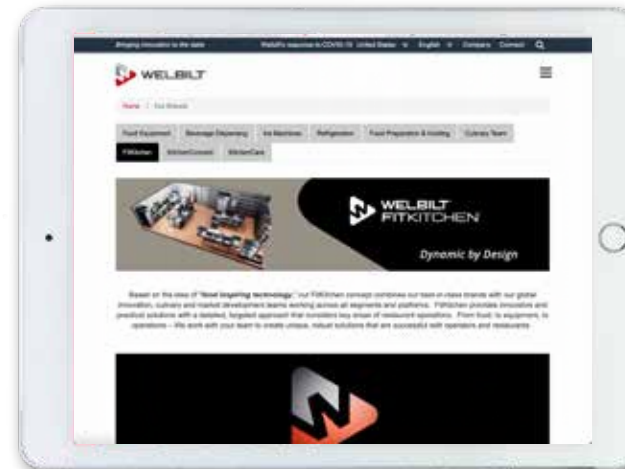


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the FitKitchen identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

## *Dynamic by Design*

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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## EXAMPLES: KITCHENCONNECT

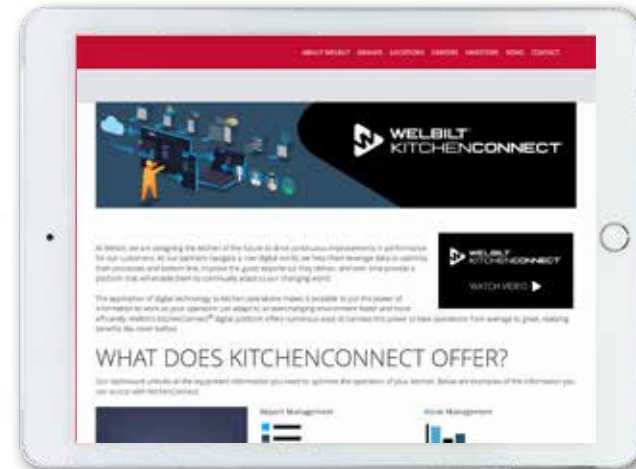


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the KitchenConnect identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.

### Turning Patterns into Profits

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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# EXAMPLES: KITCHENCARE



Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

As you implement the design elements of the KitchenCare identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.



## Tomorrow's Success Starts Today

The tagline should not be edited in any way or added to the logo. Please see page 23 for full details.



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## A COMPREHENSIVE OUTLINE OF WELBILT CULINARY TEAM STANDARDS

As part of your role as both chef and corporate ambassador for the business, we will provide chefs jackets, hats and aprons for you to undertake your daily working responsibilities. We do not provide pants, shoes or other clothing – unless it is a specific event where this is required i.e tradeshow related expense dresscode.

Chef jackets should only be worn in the office, kitchens, for client presentations, or at trade shows. Chef jackets are not to be worn for traveling, i.e. on airlines or in non-business hours, i.e. after an event. Please provide your own attire/ or corporate wear provided for these activities.

If you are visiting any of the corporate locations, & kitchens globally including Tampa, Shanghai, Hangzhou, Singapore, Sheffield, Guildford, Eglfing, Herborne, Haryana, Mexico, & Canada, please be respectful of the local culture and dress codes, and remember you are on company business, and representing the team.



## **CHEF UNIFORM** SUPPLIERS

### **Chef Jacket Supplier -**

#### **Bragard - Long sleeve white**

[www.bragardusa.com](http://www.bragardusa.com)

#### **NewChef - Gray/Short Sleeve Chef Coat**

[www.newchef.com](http://www.newchef.com)

### **Other Chef Uniform Attire Supplier - INWK/HHG:**

Customer Service is available Mon-Fri 8am-5pm CST

[support.welbilt@inwk.com](mailto:support.welbilt@inwk.com)

<https://welbilt.cgconverge.com>

# CHEF JACKET SPECIFICATIONS

## Jacket Style:

White long sleeve - Narvic chef jacket

Gray short sleeve - Miami chef coat

## EMBROIDERY IS AS FOLLOWS:

### Left Chest

Welbilt logo – L - 3 ¾ inch (This is the length for the entire Welbilt logo)

H - 1" (This is for the W part of the Welbilt logo only)

H – 3/8" (This is for the Welbilt portion of the logo)

Personalization – Full Name only in Open Sans Regular font, H - 3/8".

Corporate chef title - All will say "Corporate Chef"

### Left Arm

Instrument holder - no graphics

### Right Arm

Culinary Team logo – W - 2 ½ x H - 3 ½

EURO SIZES	CHEST INCHES	CHEST CM
44	34½	88
46	36	92
48	38	96
50	39½	100
52	41	104
54	42½	108
56	44	112
58	46	116
60	47	120
62	49	124
64	51	130
66	53	134
68	55	140

## Optional Logos - Right arm under Culinary logo - white jacket only

ACF Logo

Bocuse d' Or ( in approved colors)

Do not add any other logos – such as RCA/ Craft Guild of Chef, WWAC.

## Buttons:

- Silver buttons are used for day-to-day.
- Color Buttons: Special events or client presentations
- VIP events: gunmetal silver grey button color

## Chef Jacket Available Style/Colors

The color and style determination is at the discretion of the culinary lead for the event.



Narvic Chef Jacket - White



Miami Chef Jacket - Gray

## OTHER CHEF ATTIRE SPECIFICATIONS

### Aprons

Long-style, white half apron embroidered with Welbilt corporate logo

- 50 in a box
- Apron is 65% polyester and 35% cotton
- Dimensions: 38½ inches wide x 31 inches deep
- Ties: (2) 40 inches long

Bib Apron Butchers Stripe, no logo

- Dimensions: 28" wide x 33" long
- 100% heavy duty cotton

### Pants

Black for client visits, appointments/testing or trade shows. No jeans, khakis or shorts.

### Shoes

Black, non-slip, closed toe kitchen shoes. No tennis shoes or trainers.

### Undershirt

White only. No patterns or color permitted.

Black undershirt for gray jackets with mesh back.

### Socks

Black only. No patterns or color permitted.

### Hat

White "Le Toque" Chef hat with Welbilt corporate logo.

- 50 in a box
- Viscose, pleated, vented
- 9" Tall



# COLOR VARIANTS

Welbilt Culinary Team logo is available in a series of different color versions to ensure maximum impact and reproduction quality in application. The logos must only appear in their approved color combinations.

Color variations are only intended for non-embroidered materials, unless approved by the marketing team. For approval or requests, please contact [fsmarketing@welbilt.com](mailto:fsmarketing@welbilt.com)

Two Color Logo



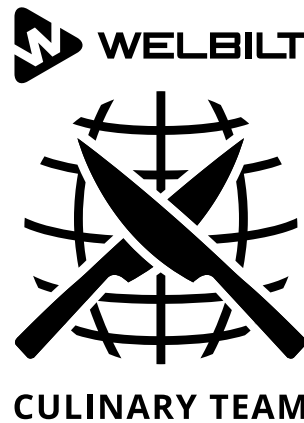
Single Color Reversed Logo



Single Color Logo



Solid Black Logo



White Logo



# LOGO EXCLUSION ZONE & COLORS

The Culinary Team logo is designed to showcase connection of our culinary staff as one united team with Welbilt.

A minimum clear space area around the logo has been defined, into which no other visual elements should be placed. To ensure visual impact, we recommend keeping a large area of white space around the logo wherever possible.

The gray line indicates the exclusion zone for the service brand logo. The zone is based on the height of the Welbilt arrow symbol ('X'). The minimum space around the logo is  $\frac{1}{2} X$ , however please keep as large a space as possible around the logo.

The Welbilt Culinary Team colors are specifically defined to create a connection to our corporate brand identity.



## Welbilt Slate Gray

**PMS** 432C  
**CMYK** 65 / 43 / 26 / 78  
**RGB** 51 / 63 / 72  
**WEB** 333F48

PMS 432 to black equivalent:  
 Black equivalent for print, only use this when necessary 75% black

## Welbilt Red

**PMS** 186C  
**CMYK** 2 / 100 / 85 / 6  
**RGB** 200 / 16 / 46  
**WEB** C8102E

*Please do not use the colors shown on this page, and elsewhere in these guidelines, for color matching. They are not intended to match the PANTONE® Color Standards. For accurate PANTONE® Color Standards, refer to the current edition of the PANTONE® color Formula Guide or pantone.com. PANTONE® is a registered trademark of PANTONE® Inc.*

## DESIGN CHECKLIST

This checklist has been developed to ensure all Welbilt product/service brand designs are on brand, and that we are building a consistent and recognizable identity for our products and services.

Before any work goes to final production please ensure the following points are adhered to:

- ▶ The product/service brand logo is an appropriate size for the application and has been positioned correctly
- ▶ The appropriate design tone style has been used for the communication
- ▶ The imagery used is authentic, clear and dynamic
- ▶ The arrow/tick device usage complements imagery used
- ▶ The correct color palette for the specific product/service brand has been used
- ▶ The correct typefaces have been used
- ▶ There is a sign off from your marketing communications team

## **FURTHER** INFORMATION

Our aim is to build strong, lasting and consistent visual expressions for all of our portfolio brands. Each area of their visual brand identity, from advertising to stationery should adhere to these identity guidelines. If you have any questions about them or their usage, please contact:

**[fsmarketing@welbilt.com](mailto:fsmarketing@welbilt.com)**

**Welbilt, Inc.**  
**2227 Welbilt Boulevard**  
**New Port Richey, FL 34655**  
**+1.877.375.9300**  
**[www.Welbilt.com](http://www.Welbilt.com)**

