

BRAND IDENTITY GUIDELINES

A GUIDE TO APPLYING BRAND IDENTITIES



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	OTHER KEY IDENTITY ELEMENTS	PUTTING IT ALL TOGETHER	CULINARY TEAM STANDARDS
05 Logo lockup	15 Other Key Elements	27 Our visual style	49 A comprehensive outline
06 Logo variants	16 Product brand portfolio colors	28 Cleveland	50 Chef uniform suppliers
07 Exclusion zone	17 Dispensing and Serving colors	29 Convotherm®	51 Chef jacket specifications
08 Welbilt endorsement	18 Service Brand colors	30 Convotherm® 'C' symbol	52 Other chef attire
09 Portfolio of product brands	19 Our corporate typeface	31 Crem®	53 Logo color variants
10 Logo color formats	20 Working with typography	32 Delfield®	54 Logo exclusion and colors
11 Logo color usage	21 Producing clear print	33 Delfield® (Storing)	55 Design checklist
12 Logo sizes	22 Our system typeface	34 Delfield® (Holding & Displaying)	56 Further information
13 Use on colored backgrounds	23 The arrow and tick device	35 Frymaster®	
14 Please avoid	24 Brand taglines	36 Garland®	
	25 Imagery	37 Kolpak®	
	26 Imagery checklist	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®	

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.



Full Color Logo



Two Color Logo



Single Color Logo



Solid Black Logo

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.



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
several 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.



FRYMASTER®
A Welbilt Brand

Your Growth is Our Goal 800.221.4583 | frymaster.com

PORTFOLIO OF BRANDS



Product Brands

Storing



Cooking



Holding & Displaying



Dispensing & Serving



PLEASE NOTE:

The Convotherm '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 Convotherm and Manitowoc logo lockups!

Please also see page 27 (Convotherm) 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



GARLAND
A Welbilt Brand

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 



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 COLOR USAGE

Solid (One Color) Logo

This version is only to be used for reproductions where gradients cannot be reproduced effectively, such as screen printing, etching and embossing.

Please use EPS File Format



Two Color Logo

The two color version of the logo should be used wherever limitations do not allow printing of preferred, full color logo with the gradient arrow icon.

Please use EPS File Format

White Logo

This reversed version of the logo is to be used only on dark backgrounds. However, generally speaking, dark backgrounds should be avoided.

Please use EPS File Format



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

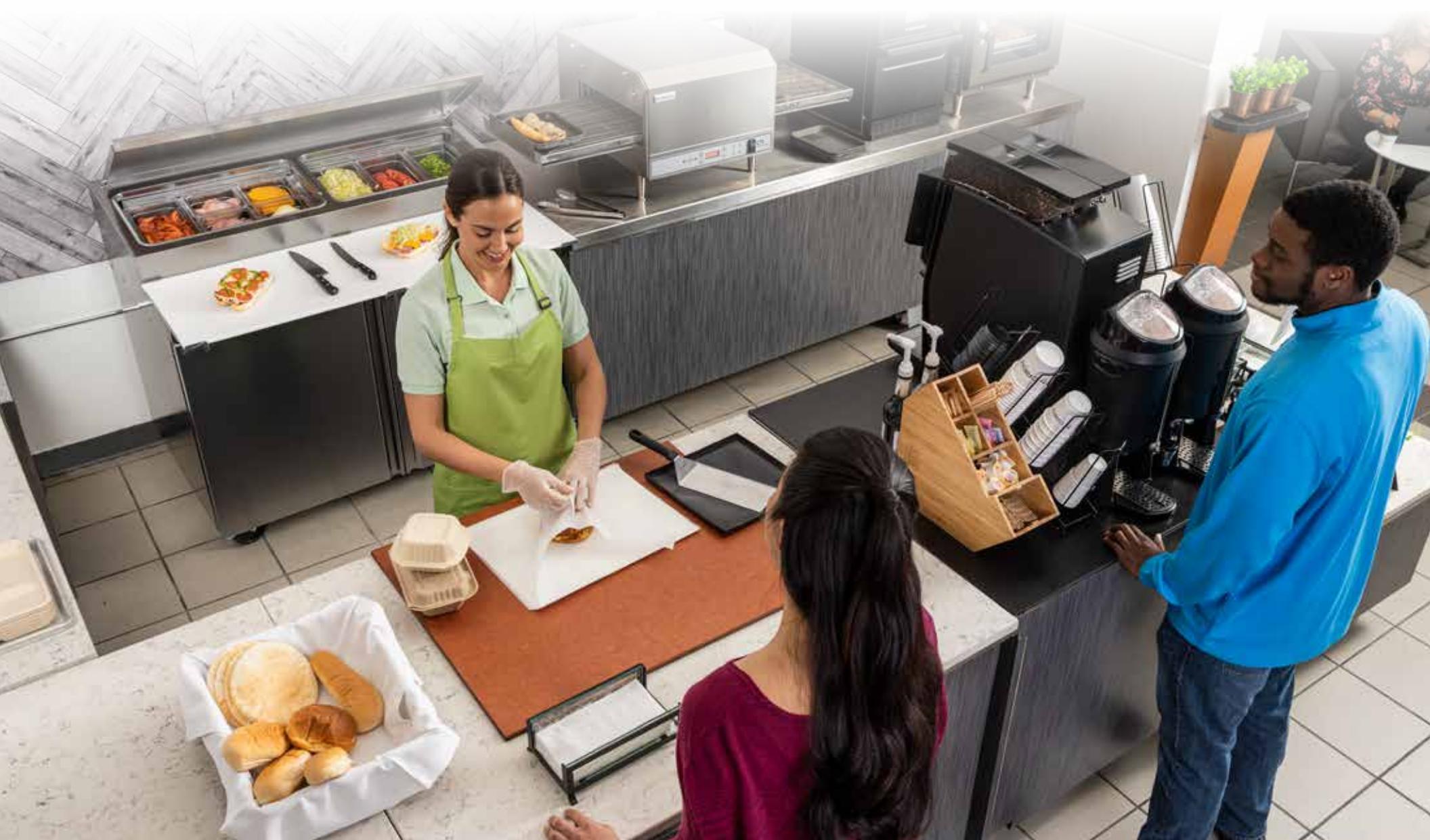


- 🚫 Never change wording of the tagline



- 🚫 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.

STORING BRANDS

Welbilt Blue

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



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.

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



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

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



rage

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



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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 $\frac{1}{2} X$, however please keep as large a space as possible around the logo.



Welbilt Slate Gray

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

Welbilt Red

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

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

Service Brands



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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:

- The text is clear, simple and consistent
- The text is of sufficient size and weight, and is easy to read
- 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
- 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

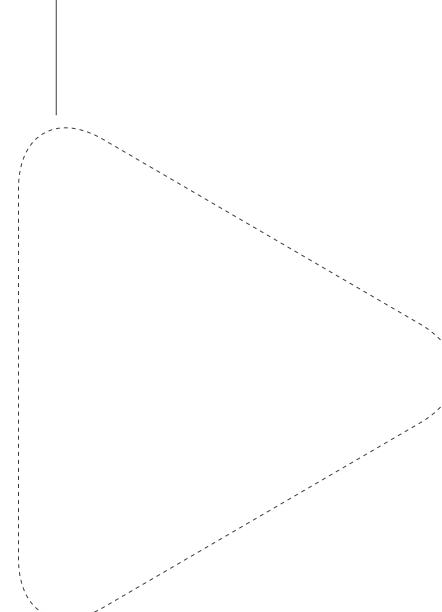
AaBbCcDdEe
\$0123456789
%&@:#?!*

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.

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



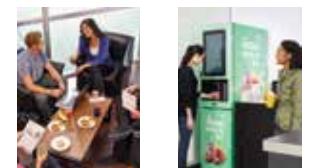
THE DISHES

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®**
A Welbilt Brand
- KOLPAK®**
A Welbilt Brand
- CLEVELAND**
A Welbilt Brand
- CONVOTHERM®**
A Welbilt Brand
- FRYMASTER®**
A Welbilt Brand
- GARLAND®**
A Welbilt Brand
- LINCOLN**
A Welbilt Brand
- MERRYCHEF®**
A Welbilt Brand
- DELFIELD®**
A Welbilt Brand
- MERCO®**
A Welbilt Brand
- MANITOWOC®**
A Welbilt Brand
- MULTIPLEX®**
A Welbilt Brand
- CREM®**
A Welbilt Brand

Open Sans

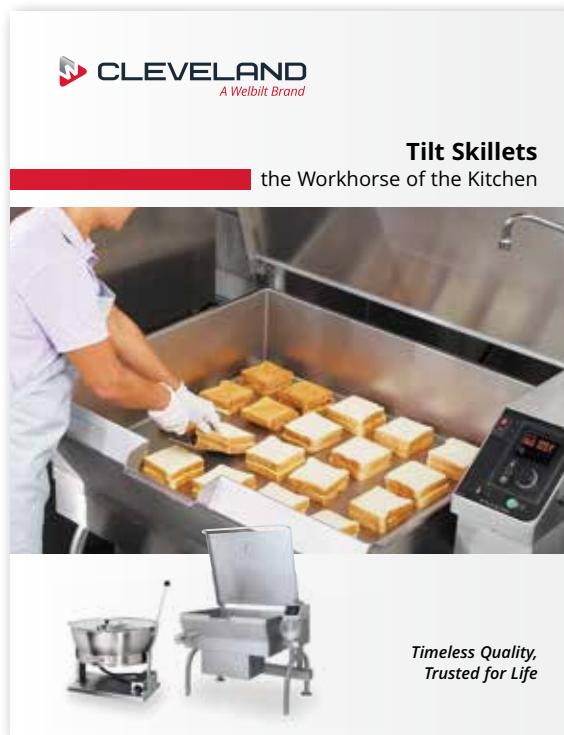
AaBbCcDdEe
\$0123456789
%&@:#?!*

PMS 432C

PMS 285C PMS 186C PMS 259C PMS 2738C PMS 2317C



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.



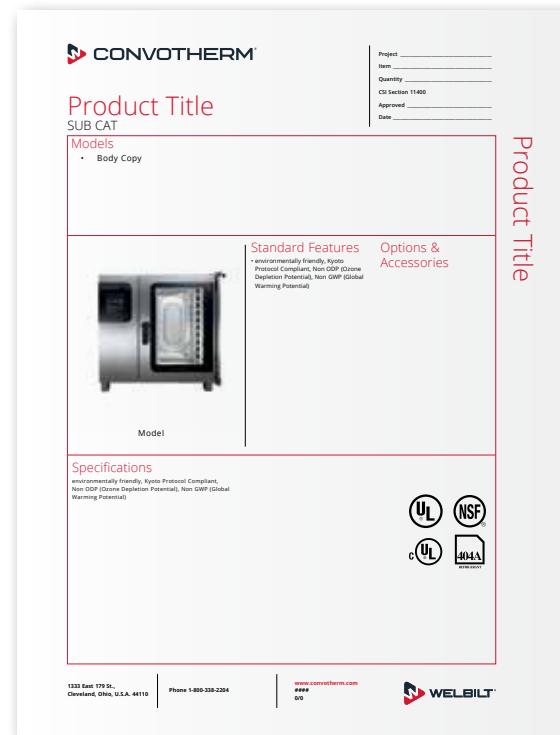
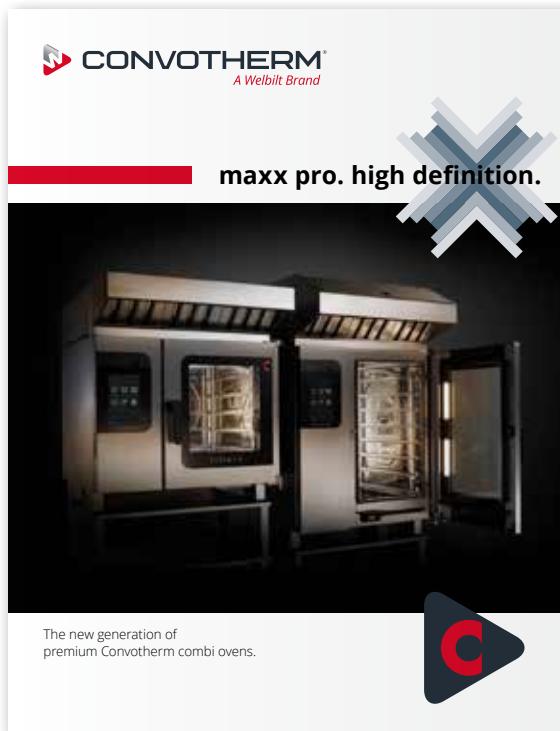
The Application Examples shown throughout this document are conceptual only and are meant to provide general guidance on the type of overall look and feel we aspire to establish for our brand. Photography used throughout this identity guidelines document has NOT been cleared for usage in actual marketing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

EXAMPLES: CONVOTHERM



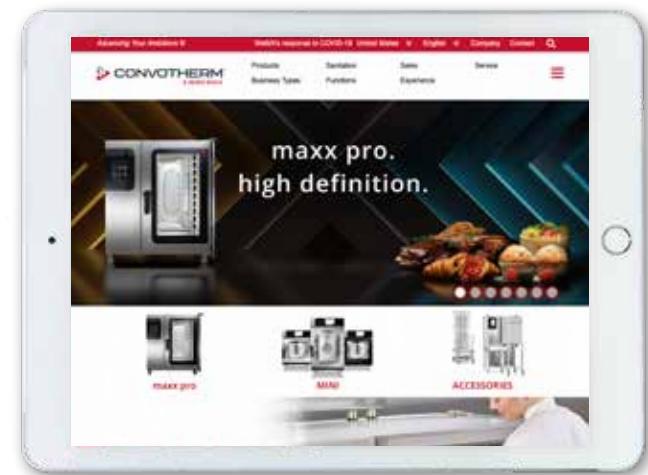
Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

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.



CREM

Product Title

Subtitle

Models

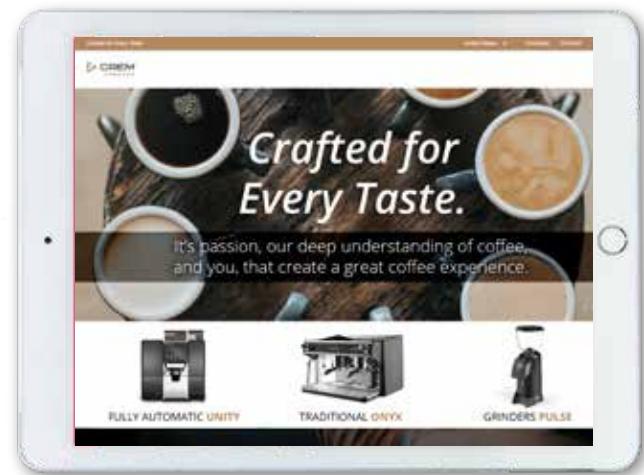
- Body Copy

 Model	Standard Features <ul style="list-style-type: none"> environmentally friendly, Kyoto Protocol Compliant, Non ODP (Ozone Depletion Potential), Non GWP (Global Warming Potential) Options & Accessories
<small>Specifications</small> <small>environmentally friendly, Kyoto Protocol Compliant, Non ODP (Ozone Depletion Potential), Non GWP (Global Warming Potential)</small>	

Address Line1 | Tel:
Address Line2 | Fax:
www.creminternational.com | 800 444 4444 | **WELBILT**

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.



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: 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.



A large stainless steel commercial refrigerator with two doors. A chef in a white uniform is leaning into the open door, looking inside where various fruits and vegetables are displayed on shelves. To the left of the main image is a smaller inset showing a tall, narrow stainless steel refrigerator unit on wheels.

Specification Line®

24/7 connection, easy to use & energy efficient

Fresh Solutions, Fit for You

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EXAMPLES: DELFIELD (STORING)

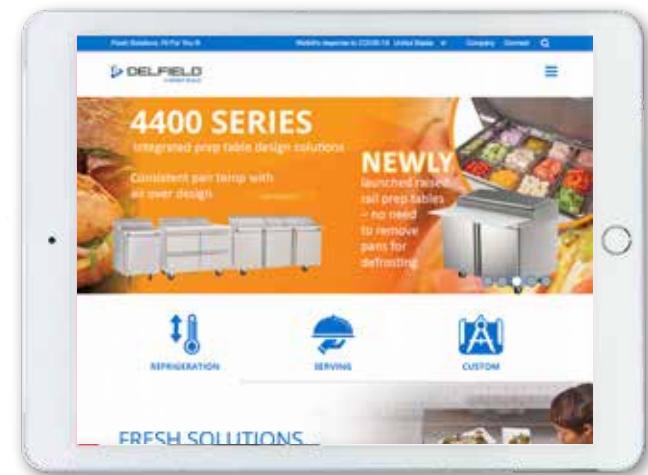


Delfield branded communications that are specifically promoting storing products should use the Welbilt Blue version of the Delfield product brand identity.

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

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EXAMPLES: FRYMASTER



FRYMASTER
A Welbilt Brand

Filtration Equipment
Preserve oil life and maintain food quality

Your Growth is Our Goal

FRYMASTER

Product Title
SUB CAT

Project _____
Item _____
Quantity _____
CSI Section 11400
Approved _____
Date _____

Models
• Body Copy

<p>Model</p>	<p>Standard Features</p> <ul style="list-style-type: none"> • environmentally friendly, Kyoto Protocol Compliant • Non ODP (Ozone Depletion Potential), Non GWP (Global Warming Potential) <p>Options & Accessories</p>
<p>Specifications</p> <p>environmentally friendly, Kyoto Protocol Compliant, Non ODP (Ozone Depletion Potential), Non GWP (Global Warming Potential)</p>	

Product Title

8700 Line Avenue
Shreveport, LA 71106-4800 USA
Tel: 318.645.1711
Fax: 318.645.4932
E-mail: info@frymaster.com

www.frymaster.com
Bulletin No. 0324
Created: 6/29/17

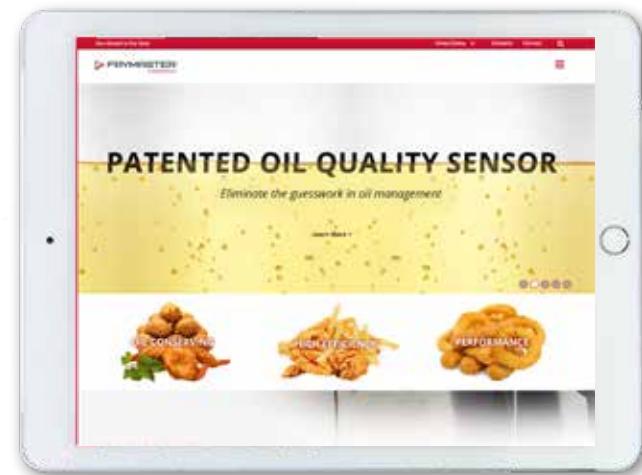
WELBILT

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



GARLAND®
A Welbilt Brand

XHP Broiler
High Performance, Efficiency, Energy Savings & Durability



Bring Your Passion to the Surface



GARLAND®

Product Title
SUB CAT

Project _____
Item _____
Quantity _____
CSI Section 11400
Approved _____
Date _____

Models
• Body Copy

 <p>Model</p>	<p>Standard Features</p> <ul style="list-style-type: none"> • environmentally friendly, Kyoto Protocol Compliant, Non ODP (Ozone Depletion Potential), Non GWP (Global Warming Potential) <p>Options & Accessories</p>
<p>Specifications</p> <p>environmentally friendly, Kyoto Protocol Compliant, Non ODP (Ozone Depletion Potential), Non GWP (Global Warming Potential)</p>	

Product Title

(UL) (NSF) (cUL) (40A)

Garland Commercial Ranges Ltd.
1117 Kenna Road,
Mississauga, Ontario
L4W 1A4 CANADA

General Inquiries 1-800-624-2320
USA Sales, Parts and Service 1-800-634-2411
www.garland-group.com
#999
CS
Canada or USA Parts/Service 1-800-427-6668

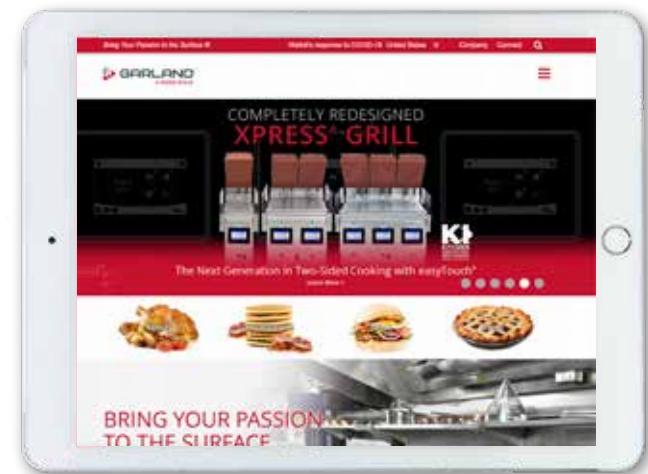
WELBILT

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.

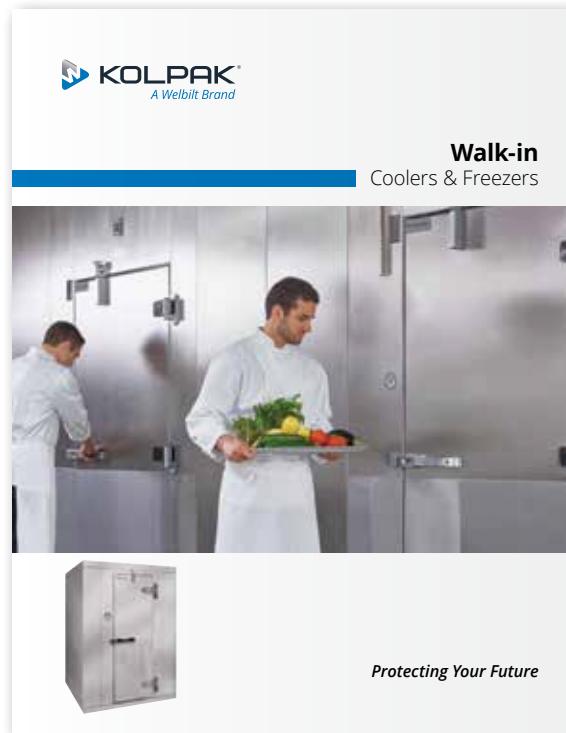
Bring Your Passion to the Surface

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



LINCOLN
A Welbilt Brand

Ventless Countertop
Impinger® Solutions

Consistency You Can Count On

LINCOLN

Product Title
SUB CAT

Project _____
Item _____
Quantity _____
CSI Section 11400
Approved _____
Date _____

Models
• Body Copy

 Model	Standard Features • environmentally friendly, Kyoto Protocol Compliant, Non GWP (Global Warming Potential)	Options & Accessories
Specifications <small>environmentally friendly, Kyoto Protocol Compliant, Non GWP (Global Warming Potential)</small>		

Product Title

18201 St. Clair Street
Cleveland, OH 44110
Tel: 888-417-5462
Fax: 800-305-6111
E-mail: info@lincolnbtp.com
www.lincolnbtp.com

WELBILT

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



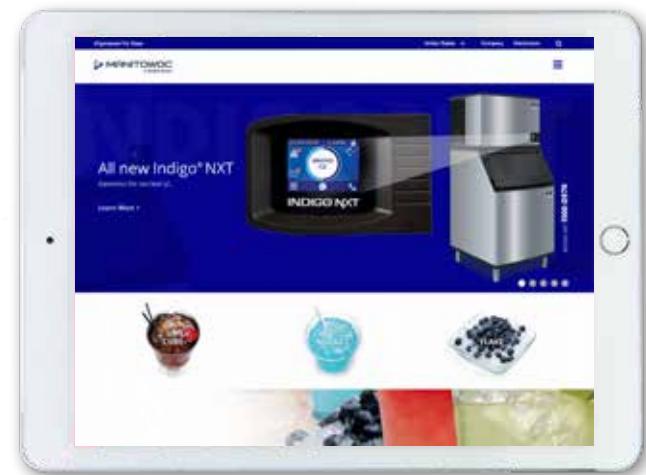
Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

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.



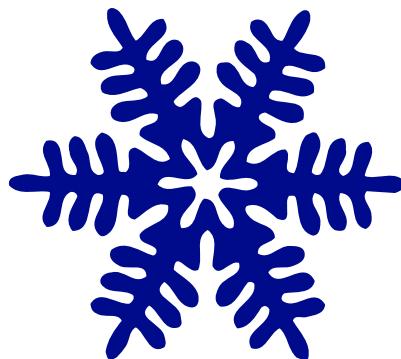
Engineered for Ease

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.

MERCO
A Welbilt Brand

Hot Holding
The speed of service, accelerated



Serving Quality on Demand



MERCO

Product Title

SUB CAT

Models

- Body Copy

Standard Features	Options & Accessories
Model	
Specifications	
environmentally friendly, Energy Protocol Compliant, Non-GDP (Ozone Depletion Potential), Non-GWP (Global Warming Potential)	

Project
Item _____
Quantity _____
CSI Section 11400
Approved _____
Date _____

Product Title

UL **NSF**
cUL **404A**

8700 Line Avenue
Shreveport, Louisiana 71106 | Marco Sales: 1.800.221.4533
Marco Service: 1.877.362.7770
email: MercoCustomer@welbilt.com | www.mercoproducts.com

WELBILT

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.



eikon® e4s
Quicker, quieter and more energy efficient



Expanding your Opportunities

MERRYCHEF

Product Title
SUB CAT

Models
• Body Copy

	Standard Features • environmentally friendly, Kyoto Protocol Compliant, Non ODP (Ozone Depletion Potential), Non GWP (Global Warming Potential)	Options & Accessories
Specifications <small>environmentally friendly, Kyoto Protocol Compliant, Non ODP (Ozone Depletion Potential), Non GWP (Global Warming Potential)</small>		
   		

Project _____
Item _____
Quantity _____
CSI Section 11400 _____
Approved _____
Date _____

Product Title

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



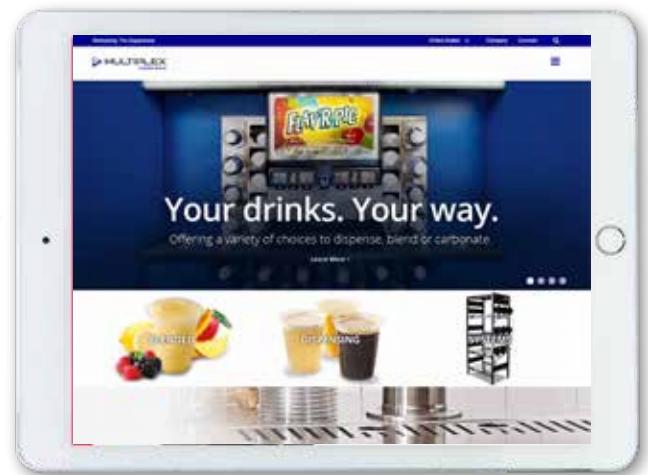
Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

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.



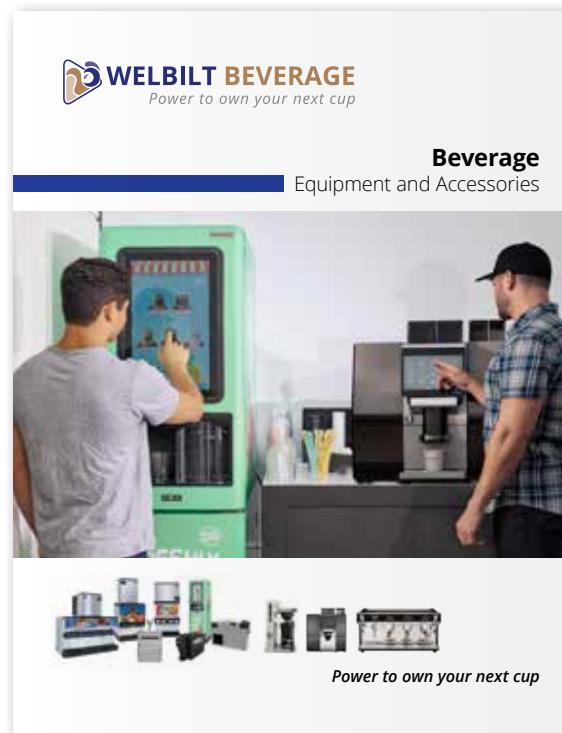
Refreshing the Experience

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

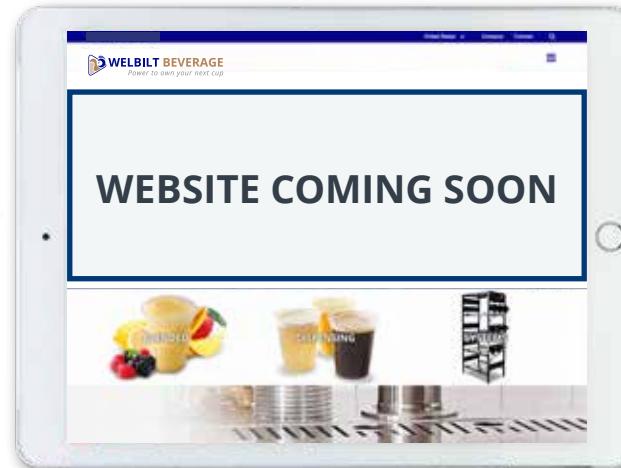


Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

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



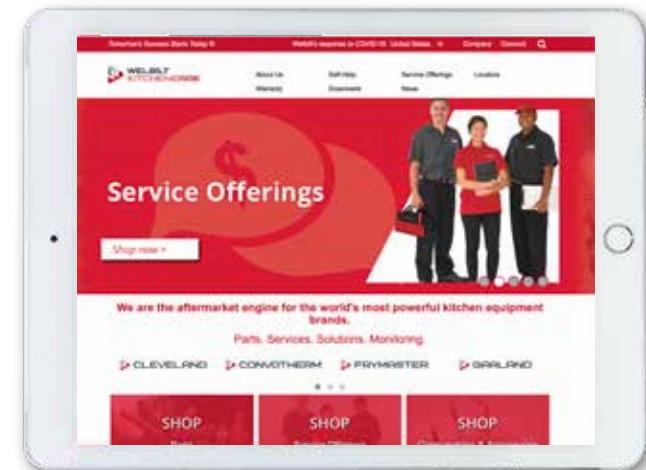
Using the core identity elements in a consistent manner will build credibility, speed recognition, differentiate us from the competition, and ultimately inspire trust in our brand messages.

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

NewChef - Gray/Short Sleeve Chef Coat
www.newchef.com

Other Chef Uniform Attire Supplier - INWK/HHG:

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

Two Color Logo



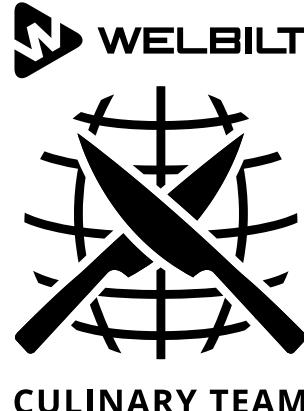
Single Color Reversed Logo



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 the 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

Welbilt, Inc.
2227 Welbilt Boulevard
New Port Richey, FL 34655
+1.877.375.9300
www.Welbilt.com