

WELBILT IDENTITY GUIDELINES FOR PRODUCT BRANDS

A Guide to Applying Welbilt Product Brand Identities

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WELBILT[®]

Bringing innovation to the table

INTRODUCTION

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.

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Product Brand Logos



PRODUCT BRAND LOGOS
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 Garland brand 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 these guidelines.



The W symbol should never be separated for use as a standalone element for any product brand.

The W in the triangle symbol should always be knocked out/transparent. It should never have white or any other color fill/background or be changed to any colors other than approved corporate variations.

Only Welbilt Corporate has the rights to use the mark as a singular element in the allotted color variations seen in the bottom row to the right.

If you are unsure about branding, please contact fsmarketing@welbilt.com

Incorrect uses of W symbol for Welbilt & Product Brands



Correct uses of W symbol for Welbilt Corporate use ONLY



PRODUCT BRAND LOGOS

Color & Version Variants

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 Garland brand has been used as an example to illustrate the various product logo color variants.

The Welbilt endorsement logo version has been used as an example. The color variations below still apply with or without the Welbilt endorsement. Please do not manipulate logo files.



Full Color Logo



Two Color Logo



Single Color Logo



Solid Black Logo



Full Color Reversed Logo



Two Color Reversed Logo



White Logo

PRODUCT BRAND LOGOS

Welbilt Endorsement

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).

The tagline should be used as a replacement for having the Welbilt logo on literature. This ensures there are not two competing logos on the page.

The Welbilt logo and Brand logo should not be on the same page together. The Welbilt endorsement brand logo replaces the need for two competing logos.

Please note: The Garland brand 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.



PRODUCT BRAND LOGOS

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 Garland brand has been used as an example to illustrate the exclusion zone principle. All product brands follow the same principle as shown on this page.



PRODUCT BRAND LOGOS

Portfolio of Product 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 28 (Convotherm) and page 37 (Manitowoc) of these guidelines for more information on how to use these visual support elements.

PRODUCT BRAND LOGOS

Logo Color Formats with Endorsement

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 Garland brand 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



RGB Color Logo

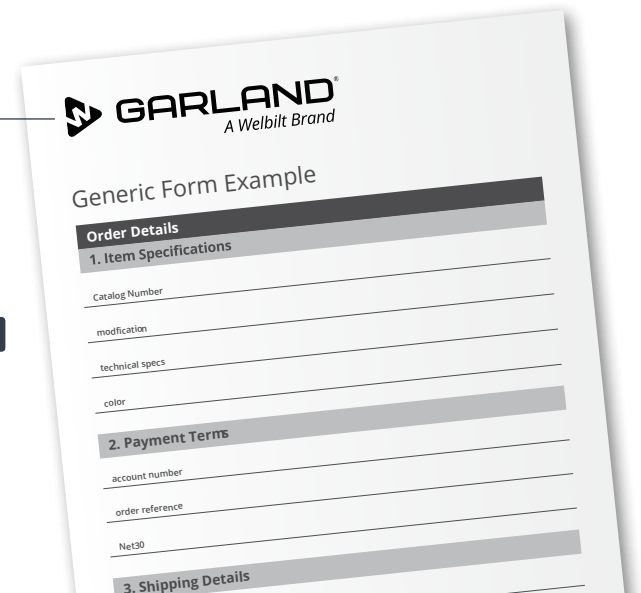
This version should be used for all on-screen applications such as PowerPoint presentations and web.

▶ 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



PRODUCT BRAND LOGOS

Logo Color Formats without Endorsement

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 Garland brand 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 without Endorsement

The following is a multibranded banner example which would need the Welbilt Tagline logo applied. The Welbilt Endorsement is only removed from a product brand when accompanied by the Welbilt or Welbilt Tagline logo version. The Welbilt tagline logo is preferred on multibranded materials.

▶ PLEASE USE EPS FILE FORMAT



RGB Color Logo without Endorsement

This version should be used for all on-screen applications that require a logo smaller than 30px tall.

▶ PLEASE USE PNG OR JPG FILE FORMAT



Solid Logo without Endorsement

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

FILE TYPE DEPENDS ON PLATFORM



PRODUCT BRAND LOGOS

Logo Color Formats

*The W should always be knocked out of all materials.
Please contact fsmarketing@welbilt.com
for approval on all custom promo materials.*

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

Reversed 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

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



PRODUCT BRAND LOGOS

Logo Sizes

Product 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 Garland brand 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.

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".

PRODUCT BRAND LOGOS

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.

The W in the triangle symbol should always be knocked out/transparent. It should never have white or any other color fill/background.

Please note: The Garland brand 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

PRODUCT BRAND LOGOS

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 product brand logos. All product brands follow the same principle as shown on this page.



x Never use the triangle without the brand name unless for Welbilt Corporate see page 5 for more details.



x Never apply a drop shadow to the logo



x Never distort or skew the logo to fit



x Never use the logo in colors other than those approved for each specific product brand



x Never place the logo at an angle



x Never modify the relationship between the symbol and the wordmark



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



x Never add additional elements to the logo



x Never change wording of the tagline



x Never try to recreate the logo

Other Key Identity Elements



OTHER KEY IDENTITY 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	PMS 432 to black equivalent: Black equivalent for print, only use this when necessary 75% black
CMYK	65 / 43 / 26 / 78	
RGB	51 / 63 / 72	
WEB	333F48	

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



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.

OTHER KEY IDENTITY ELEMENTS

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

OTHER KEY IDENTITY ELEMENTS

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.



OTHER KEY IDENTITY ELEMENTS

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

OTHER KEY IDENTITY ELEMENTS

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

OTHER KEY IDENTITY ELEMENTS

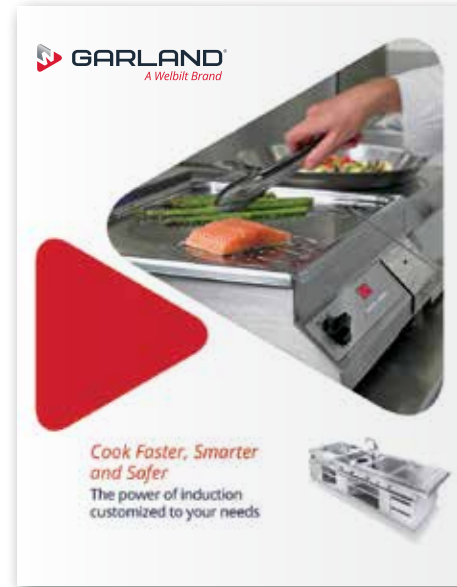
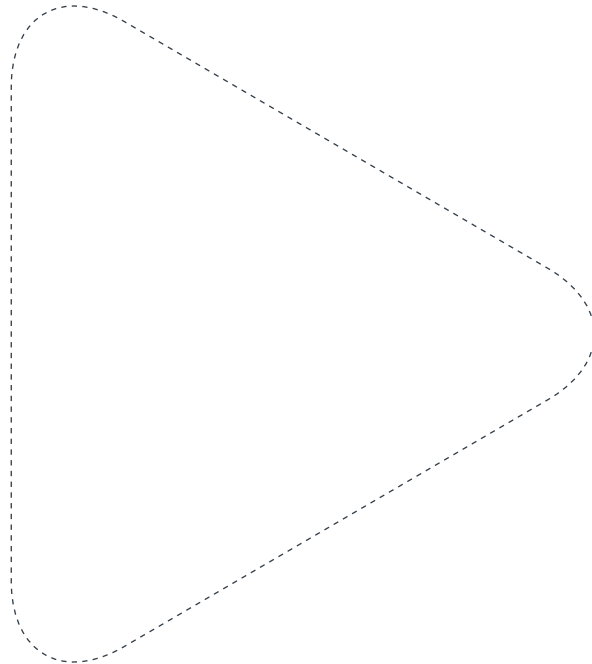
The Arrow Device

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.

The arrow device provides a framework for important messaging or communication features. It is a dynamic device that encapsulates our forward-looking ethos and forms the basis of our visual style.

Images can be cropped in the arrow shape (or square rounded corner shapes that mimic the arrow's rounded corner style). The arrow also serves as a template for colored support graphics or social icons.

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



- ▶ 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 imagery.

OTHER KEY IDENTITY ELEMENTS

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 23 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



OTHER KEY IDENTITY ELEMENTS

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.

The Design Tone



THE DESIGN TONE

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.

Front



Back Signoff

Welbilt Slate Gray may replace Welbilt Red signoff background if needed. Text & logo must remain white.



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



Open Sans

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



THE DESIGN TONE

Our 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

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 Company"

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

Cleveland	<i>Timeless Quality, Trusted for Life</i>
Convotherm	<i>Advancing Your Ambitions</i>
Delfield	<i>Fresh Solutions, Fit for You</i>
Frymaster	<i>Your Growth is Our Goal</i>
Garland	<i>Bring Your Passion to the Surface</i>
Kolpak	<i>Protecting Your Future</i>
Lincoln	<i>Consistency You Can Count On</i>
Manitowoc	<i>Engineered for Ease</i>
Merco	<i>Serving Quality On Demand</i>
Merrychef	<i>Expanding Your Opportunities</i>
Multiplex	<i>Refreshing the Experience</i>

THE DESIGN TONE

Examples for Applying our Design Tone: 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.

For all current templates or questions please contact marketing: fsmarketing@welbilt.com

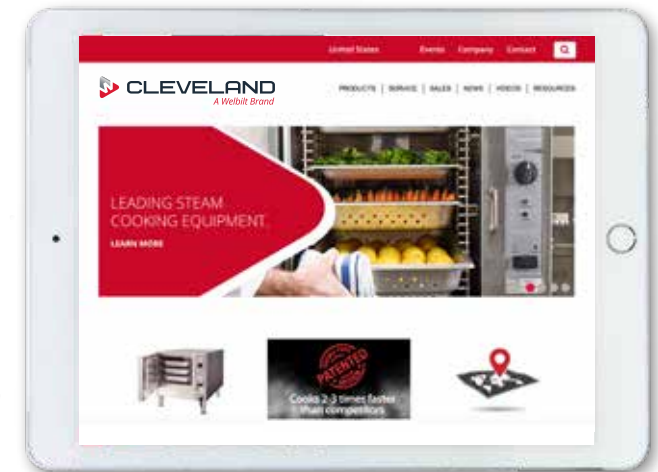
As you implement the design elements of the Convotherm identity, remember that one of the cornerstones of a memorable brand experience is a consistent expression of that brand.



Spec sheets can be full color if digitally printed or for electronic distribution. They can also be printed in 2 color if offset printed. Both templates are available from the marketing department.

Timeless Quality, Trusted for Life

The tagline should not be edited in any way or added to the logo. Please see page 27 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.

THE DESIGN TONE

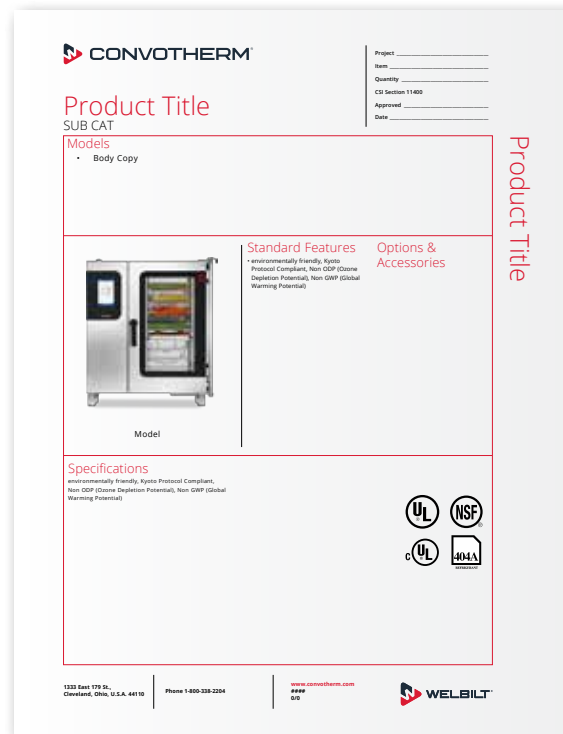
Examples for Applying our Design Tone: Convotherm



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.

For all current templates or questions please contact marketing: fsmarketing@welbilt.com

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.



Spec sheets can be full color if digitally printed or for electronic distribution. They can also be printed in 2 color if offset printed. Both templates are available from the marketing department.

Advancing Your Ambitions

The tagline should not be edited in any way or added to the logo. Please see page 27 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.

THE DESIGN TONE

Examples for Applying our Design Tone: Convotherm 'C' symbol



Please ensure the new Welbilt Red is being used for the 'C' symbol. See page 16.

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.

THE DESIGN TONE

Examples for Applying our Design Tone: 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.

For all current templates or questions please contact marketing: fsmarketing@welbilt.com



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.

THE DESIGN TONE

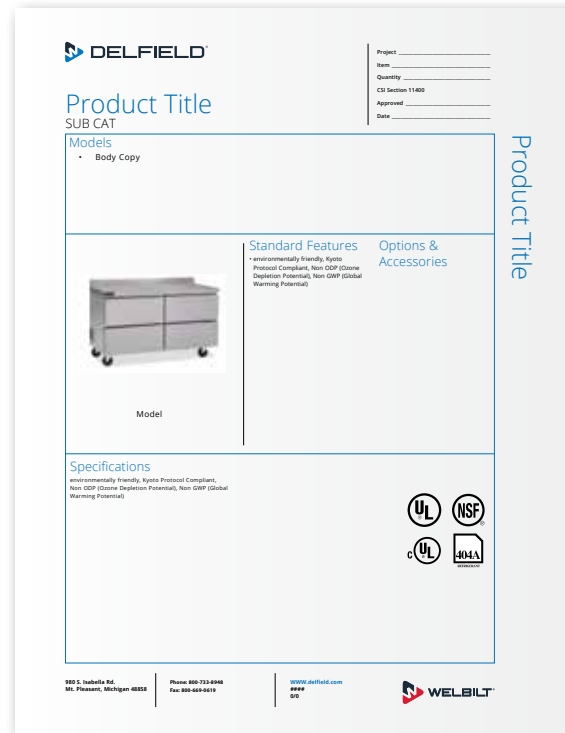
Examples for Applying our Design Tone: Delfield (Storing)



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.

For all current templates or questions please contact marketing: jsmarketing@welbilt.com



Spec sheets can be full color if digitally printed or for electronic distribution. They can also be printed in 2 color if offset printed. Both templates are available from the marketing department.

Fresh Solutions, Fit for You

The tagline should not be edited in any way or added to the logo. Please see page 27 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.

THE DESIGN TONE

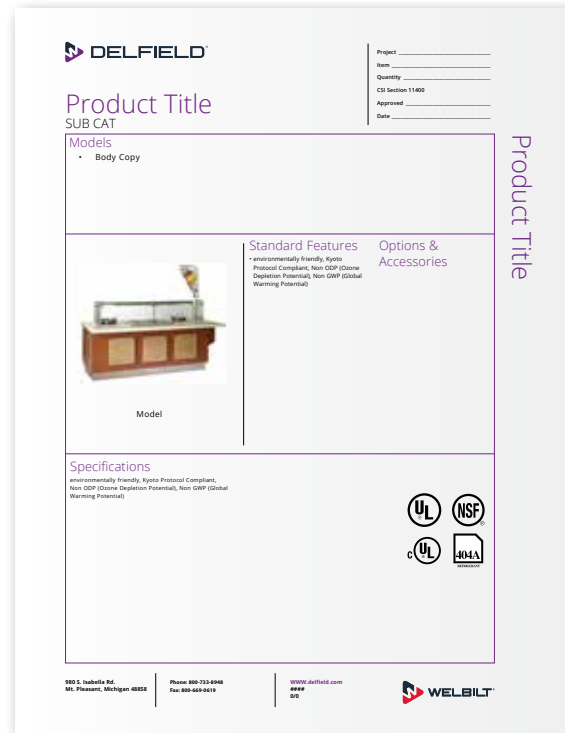
Examples for Applying our Design Tone: Delfield (Holding & Displaying)



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.

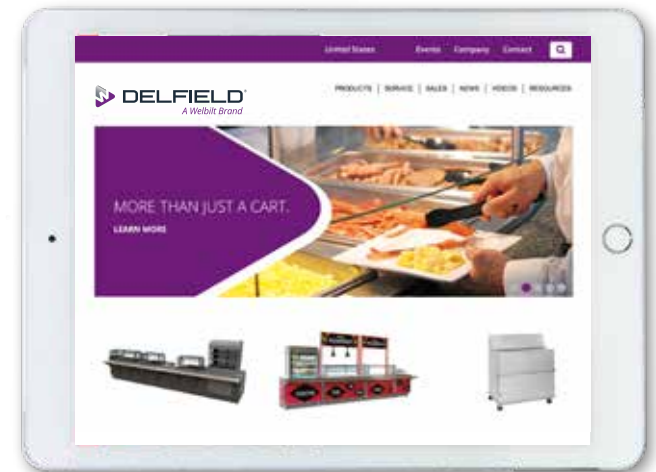
For all current templates or questions please contact marketing: jsmarketing@welbilt.com



Spec sheets can be full color if digitally printed or for electronic distribution. They can also be printed in 2 color if offset printed. Both templates are available from the marketing department.

Fresh Solutions, Fit for You

The tagline should not be edited in any way or added to the logo. Please see page 27 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.

THE DESIGN TONE

Examples for Applying our Design Tone: 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.

For all current templates or questions please contact marketing: fsmarketing@welbilt.com



Spec sheets can be full color if digitally printed or for electronic distribution. They can also be printed in 2 color if offset printed. Both templates are available from the marketing department.

Your Growth is Our Goal

The tagline should not be edited in any way or added to the logo. Please see page 27 for full details.



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THE DESIGN TONE

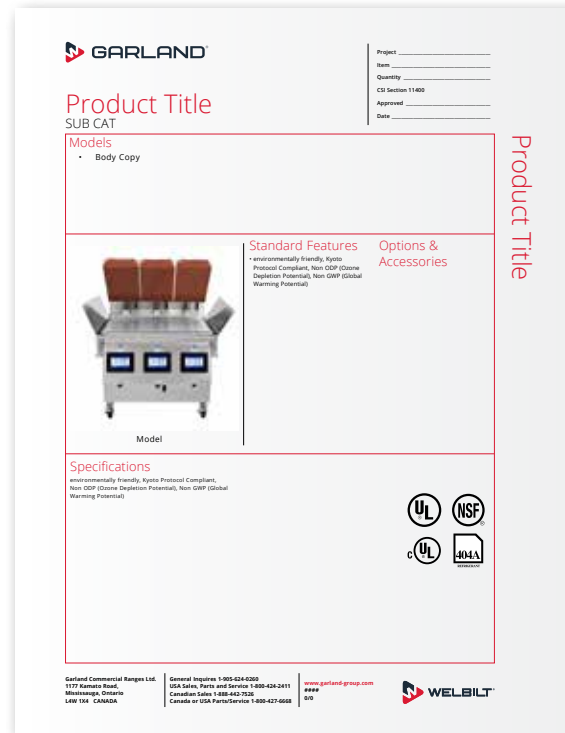
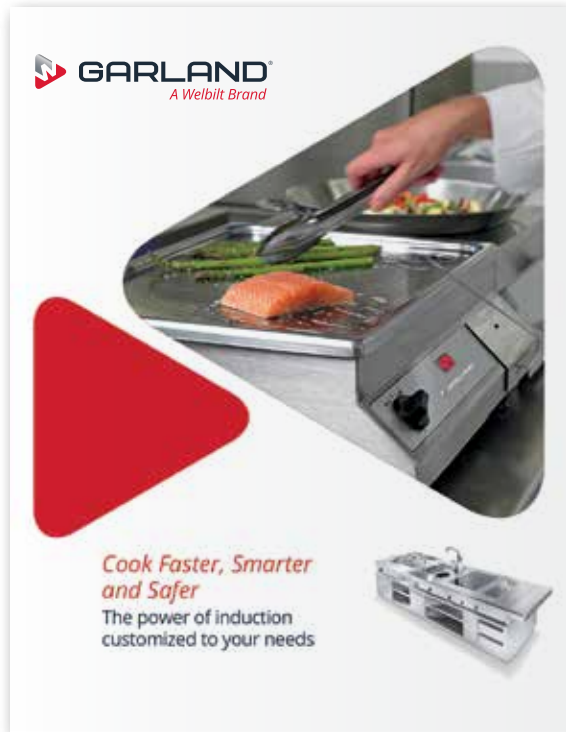
Examples for Applying our Design Tone: Garland



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.

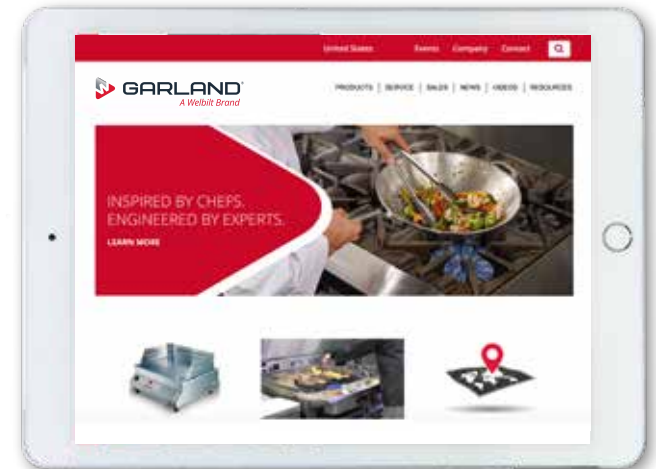
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Bring Your Passion to the Surface

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THE DESIGN TONE

Examples for Applying our Design Tone: Kolpak



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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.

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Protecting Your Future

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THE DESIGN TONE

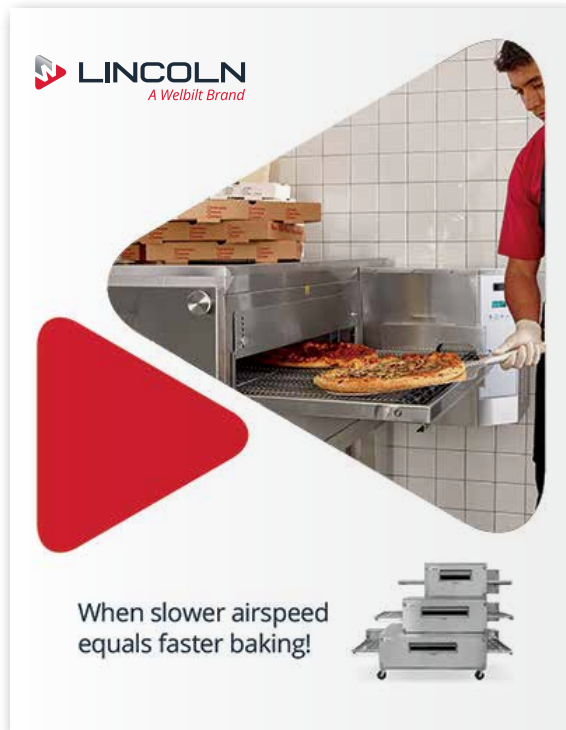
Examples for Applying our Design Tone: Lincoln



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.

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Consistency You Can Count On

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THE DESIGN TONE

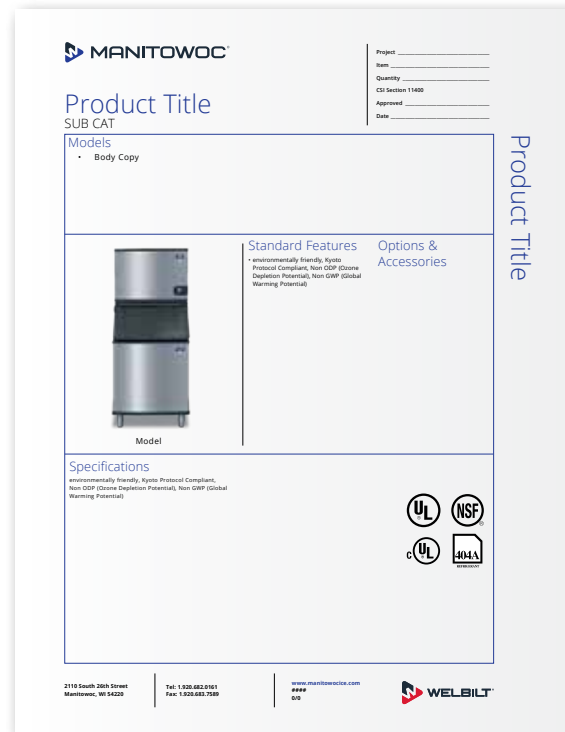
Examples for Applying our Design Tone: Manitowoc



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.

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Engineered for Ease

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THE DESIGN TONE

Examples for Applying our Design Tone: Manitowoc 'snowflake' symbol



Please ensure the new Welbilt Navy Blue is being used for the 'snowflake' symbol. See page 16.

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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THE DESIGN TONE

Examples for Applying our Design Tone: 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.

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Serving Quality On Demand

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THE DESIGN TONE

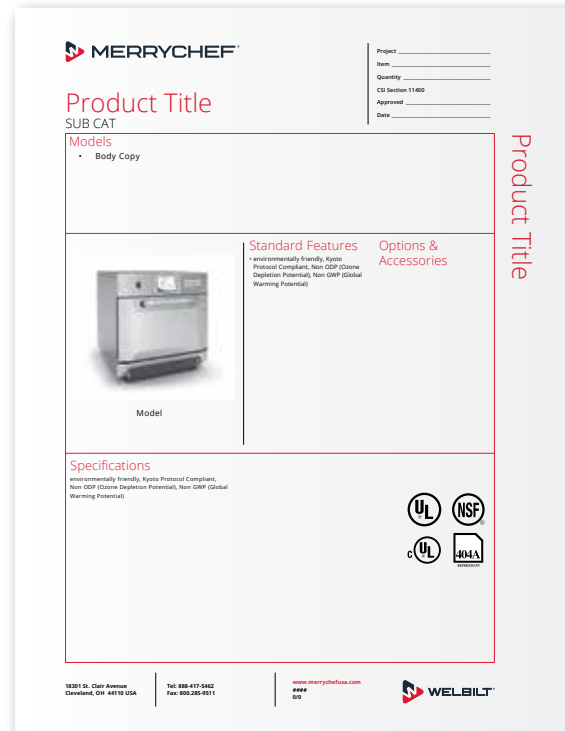
Examples for Applying our Design Tone: Merrychef



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.

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Expanding Your Opportunities

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THE DESIGN TONE

Examples for Applying our Design Tone: Multiplex



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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.

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Refreshing the Experience

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APPLYING THE ELEMENTS

Design Checklist

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

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

- ▶ The product 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 device usage complements imagery used
- ▶ The correct color palette for the specific product brand has been used
- ▶ The correct typefaces have been used
- ▶ There is a sign off from your marketing communications team

APPLYING THE ELEMENTS

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 queries about them or their usage, please contact:

fsmarketing@welbilt.com

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