

# Hamilton Beach<sup>®</sup>

— C O M M E R C I A L —

## Brand Design Guide





### About Hamilton Beach Commercial®

Hamilton Beach Brands, Inc. sells over 35 million appliances to retail and commercial customers around the world every year. The company's global commercial brand, aptly named Hamilton Beach Commercial, is highly regarded for its full line of innovative products found in bars, restaurants and hotels worldwide. Dedicated to offering excellent customer service, Hamilton Beach Commercial is always there to support businesses before, during, and after a purchase. It's a highly supportive partnership that ultimately adds significant value to any equipment investment, no matter how large or small.

### How to Use This Design Guide

Hamilton Beach Commercial permits its registered representatives, partners, distributors, and the media ("you") to use its name, trademarks, logos, web pages, screenshots and other brand features only as specified in this guide. By using Hamilton Beach Commercial's visual assets, you agree to adhere to the specifications set out in this guide. If you would like to use the brand features in a way that does not conform with these specifications, you must seek our prior permission.



## Brand Design Guide

### Name and Logo Usage

#### Use of the Hamilton Beach Commercial® Name in Text:

When referring to our company, the full name is **Hamilton Beach Commercial**. When referring to our equipment, the first company reference should be spelled out as "Hamilton Beach Commercial" (HBC) then "HBC" can be used going forward. It must be reiterated for each new document.

#### Using the Hamilton Beach Commercial Logo:



**NOTE: The dropshadow must always be present (except when used on a black field).**

The HBC official logo is a **VECTOR BASED** (Adobe Illustrator/EPS) logo. Never use a **RASTER** or **PIXEL** version of the logo in any case except for web usage/email signatures.

This logo can be used on any color field such as white or black, but is primarily used on the official "yellow" HBC background color. Whenever this logo is on anything but black, a dropshadow must be used.

- Do not alter the logo in any way.
- The logo is composed of black and gradations of black. There is no color, PMS, RGB or CMYK version of the HB PRO logo.
- The drop shadow of the logo should be as close to what you see here as possible.

**Dropshadow:**  
- 90 degree angle  
- 70% Black Opacity  
- Set to "Multiply"  
- Depending on size of logo, dropshadow *distance (offset)* should be relative to what is shown here. There is no "X" axis offset.

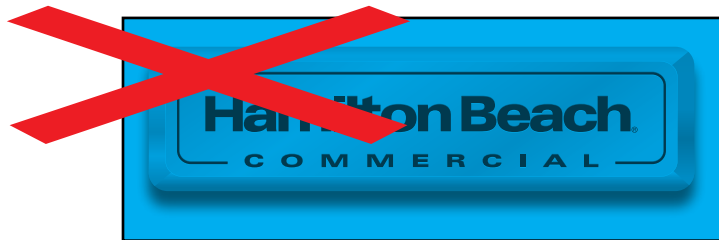




Do not angle or distort logo



Do not use without dropshadow unless on black field.



Do not fade, colorize or ghost logo



Do not alter logo appearance or intensity



Do not use extreme-angle dropshadows

ZURICH (USED IN COPY IN VARYING COMBINATIONS)

ZURICH ROMAN:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

ZURICH LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

ZURICH BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

ZURICH BOLD EXTENDED:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

ZURICH BLACK:

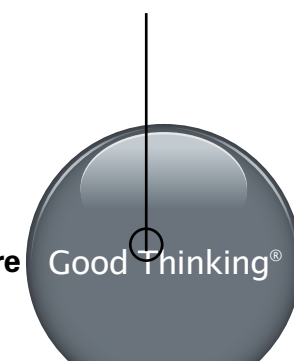
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

LUCINDA GRANDE

LUCIDA GRANDE REGULAR (for use in only "Good Thinking® logo text):

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

For more Good Thinking® visit [www.hamiltonbeachcommercial.com](http://www.hamiltonbeachcommercial.com)



Due to production limitations, all Hamilton Beach Commercial® print and packaging graphics are completely created out of process builds/CMYK print values. There are no (and should be no) PMS color or spot color call-outs in most printed materials. However, when a PMS color is the only choice, for instance in painted walls for tradeshow, or when 1 or 2 color printing is the only option, such as on a business card, you may use the PMS colors called out here.

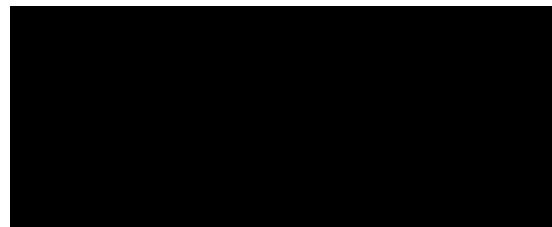
**AS CMYK ("PROCESS") COLORS**



**HBC YELLOW BUILD:**  
C=0, M=22, Y=100, K=0  
Used as the typical background color in all packaging and all collateral unless changed with permission from Commercial Sales Manager or HB Creative Director.



**HBC DARK GRAY BUILD:**  
C=64, M=51, Y=43, K=15  
Used as a bar of color in all packaging and as an option of color in print pieces or web art (designers choice).



**100% BLACK BUILD**  
Some fonts and elements

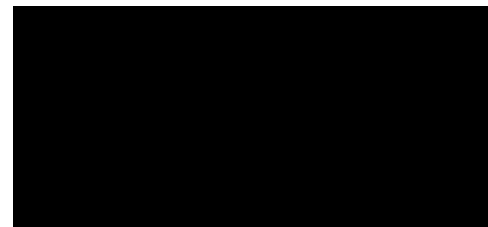
**AS PMS ("SPOT") COLORS**



**HBC YELLOW SPOT COLOR:**  
PMS 116

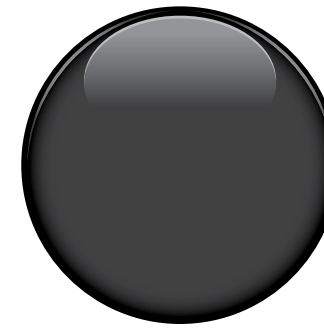


**HBC DARK GRAY SPOT COLOR:**  
PMS 431

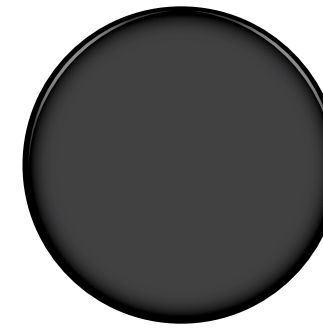


**PMS BLACK**

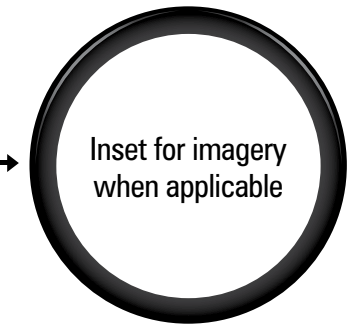
Black "bubbles" are used in packaging, print and web to highlight specific details about the product or call out its key selling feature(s). The bubbles are vector-based images provided by Hamilton Beach Commercial ONLY. Do not use or design custom bubbles or artwork. Do not change the colors of the bubbles (use the overall black bubble provided only).



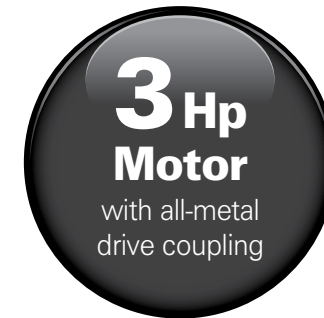
**Bubble A**  
(reflection at top)



**Bubble B**  
(no reflection at top)



Inset for imagery  
when applicable



POP Sample



Contained Inset



Inset with Silo

**Combination of POPs example:**

Here is an example showing how each bubble is used. Bubble A is always on left while Bubble B is used on the right. In this case Bubble B has an image centered in the bubble but still shows enough of the black bubble to get a bubble/frame effect.





Grey 431C Bubble

The "Good Thinking Bubble" is used throughout Hamilton Beach Commercial (HBC) print and collateral. The slogan "Good Thinking" represents the Hamilton Beach Brands drive behind producing the best line of products in the world. The slogan and bubble logo can be used in any of its product advertising from commercial to retail. The bubble itself is a vector-based Adobe Illustrator file, provided by HBC, that can be inserted or linked into any graphic file. It may not be reproduced or altered in any way.

Some examples of where the bubble can be used/added are:

- Centered in a brochure panel
- At the bottom of a trade show banner
- As a centerpiece in a tradeshow backdrop
- As an element in a product advert
- etc

It is **FREQUENTLY** used along with the website call to action, as seen below:



**Note:** it also may be shown running off the bottom of a graphic, such as at the bottom of a sale sheet or banner, as shown below:



The following warranty logos may be used in graphics or adverts when needing to convey that the product falls under the specific Hamilton Beach Commercial (HBC) warranty guidelines. They are typically used very small immediately next to the product image or the list of products.



May be used if the product or list of products fall within the HBC warranty guidelines **in the United States ONLY.**



May be used if the product or list of products fall within the HBC warranty guidelines **OUTSIDE of the United States.**

**NOTE:** Typically, an explanation of the warranty should be included within the advert or printed piece so the consumer can better understand the overall limitations of the warranty. At a minimum, the sentence "see website for details" or "contact your local representative..." should be used somewhere in relation to the warranty logo to help guide the consumer to additional information.

Example:

		conversation		
2 years or 20K cycles*			2 years or 25K cycles*	
 *Express Care (US Only)		* Please contact your local representative for detailed warranty information.		

If you are not sure of a product's warranty, consult your HBC representative.

The following are examples of print materials showing the colors, fonts, black bubbles and overall brand look expected in any use of the Hamilton Beach Commercial (HBC) brand. This look should appear uniform through all print, packaging, and digital materials.

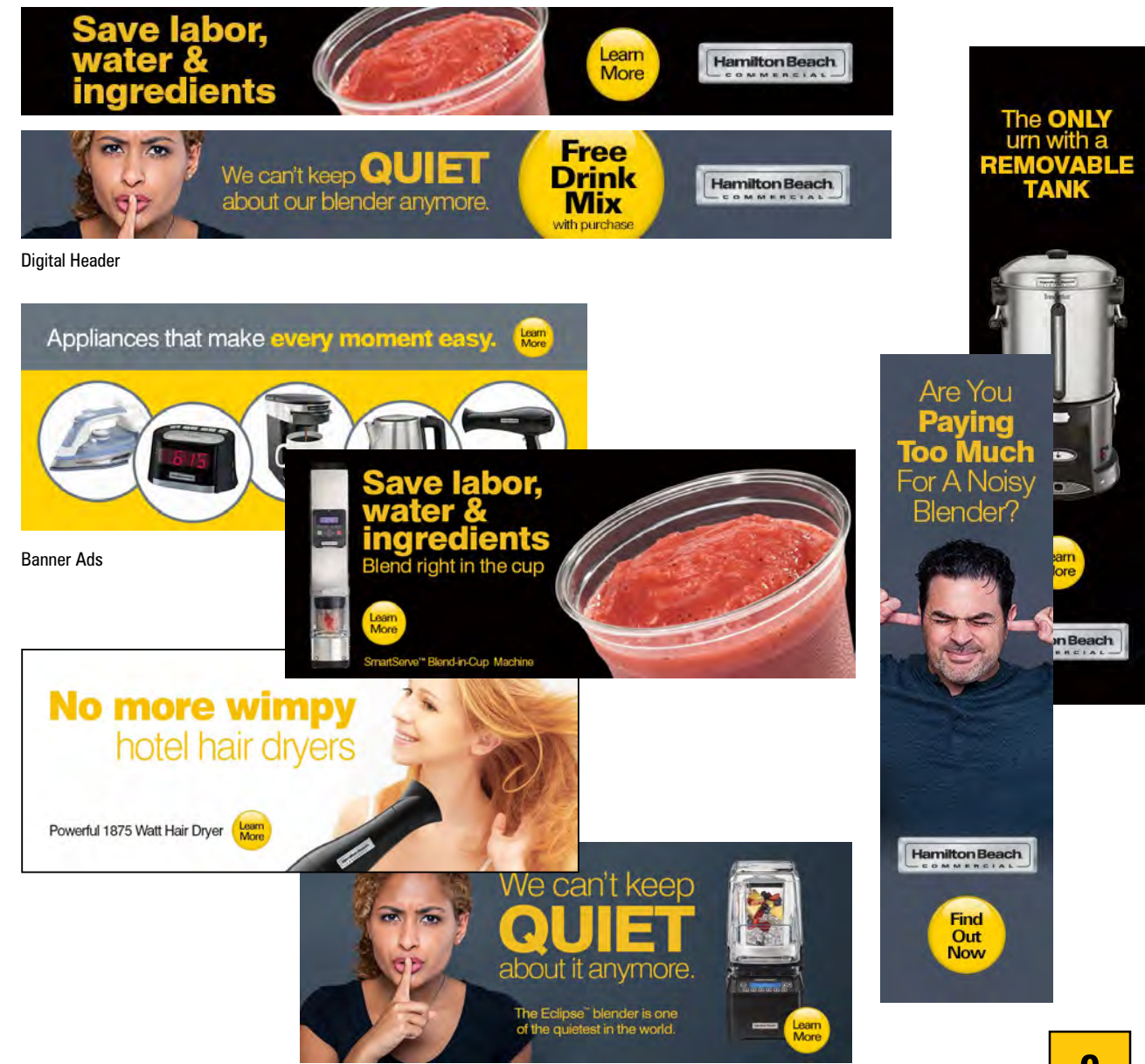
*There is no instance when out-of-the-box design elements and colors may be used outright. If a sales person, customer or other party is not sure if the design they have created meets HBC design standards, the design MUST be approved by HBC before being used in a public forum.*



The following are examples of digital materials showing the look and tone that is allowed when creating a Hamilton Beach Commercial (HBC) digital asset. The main HBC colors must be used but can alternate for creative reasons when necessary. For instance: the bubble shown here can be the HBC yellow version of the bubble so as to contrast to the background. Some flexibility with the art is allowed, but any art that is in question must be approved by the Hamilton Beach Commercial Creative Director.



Yellow 116C Bubble



**COMPANY**

Hamilton Beach Commercial®

Proctor Silex® Commercial

**POSITIONING**

Good Thinking®

For more Good Thinking®, visit [www.hamiltonbeachcommercial.com](http://www.hamiltonbeachcommercial.com)

Now that's Good Thinking® / ... now that's Good Thinking®

**PRODUCTS**

908® Bar Blender

BrewStation® Coffeemaker / BrewStation® Urn

Durathon® Iron / Durathon® Nonstick Soleplate

Eclipse™ High-Performance Blender

Expeditor™ Culinary Blender Line / Expeditor™ Food Blender

Fury™ High-Performance Bar Blender

Mix 'n Chill® Drink Mixer – with Smart-Start™ One-Hand Motor Activation / Smart-Start™ Mixing Shaft for HMD900 Series

PrimePour™ Cocktails on Tap

Quiet Blend™ Technology

Quiet Shield™ Sensor / Quiet Shield™ Sound Enclosure

Revolution® Ice Shaver / Revolution® Portion System

Rio® Blender

SmartServe™ Blend-in-Cup Machine / SmartServe™ Mix-in-Cup Machine

Summit® Blender

Sure Grip™ Feet – on all Blenders

Tango® Blender - with Shear Force™ Blades

Tempest® Blender

Tested. Proven.®

Wave~Action® System