



VIKING RANGE, LLC

# GRAPHIC STANDARDS

# VIKING RANGE, LLC

Viking Range, LLC has established its image in the marketplace through years of consistent branding. The look and message have evolved with the product lines. But each and every ad, brochure, and point-of-purchase is born from a strict aesthetic. Every time a Viking logo or product appears in print or online, it reflects the brand as a whole. And if every usage maintains the Viking brand identity, they all add up to a much greater impact in the consumer's mind. In turn, each individual usage is also strengthened by this brand equity. We want to make it as easy as possible for our dealers and distributors to capitalize on the Viking brand. So this Graphic Standards manual offers the files and basic guidelines to effectively communicate the Viking name.

Effective April 1, 2013, the official company name of Viking Range Corporation became Viking Range, LLC. (A comma is required between "Range" and "LLC".)

*Viking Range, LLC products are sold under the Brigade brand in Canada.*



# LOGOS

There are three basic logos approved for use in Viking materials – Corporate (blue), Professional (black), and Viking (black). The Corporate logo should be employed for general communication regarding the company at large and may be used with or without the taglines as shown below. The Professional and Viking logos are intended to be used in materials promoting their respective product lines.

These logos are registered trademarks of Viking Range, LLC. For the Corporate and Viking logos, ® should be placed at the bottom right corner aligned with the bottom of the logo. For the Professional logo, ® appears higher on the right, but aligned with the bottom edge of the black area. (Please note that this signifier is not included in the downloadable logo files.)

Corporate



Professional



Viking



VIKING RANGE, LLC



Professional Performance for the Home™



VIKINGRANGE.COM

Four-color Process



Grayscale



Two-color Vector



One-color Vector



Note: For vinyl window decals, colors should match Gregory brand vinyl  
Intense Blue and Metallic Silver



You may not alter or modify the logos, in whole or in part, for any reason other than to change their size while retaining proportions. You may not depict or refer to any images or logos in any manner that would be disparaging to Viking Range, LLC.

# TYPEFACES

## Avenir

Used in all applications

Pair with all other approved typefaces

## TUNGSTEN

Pair with Avenir

Use for Innovative Product Collateral

## Archer

Pair with Avenir

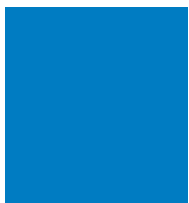
Use for 3 Series Collateral

## *Bodoni Italic*

Pair with Avenir

Use for Viking Professional 5 and 7 Series Collateral

# COLORS



PMS 285

Viking Blue



PMS 286

Used for Viking Blue in some print applications



Tuscan Blue

CMYK

99 / 87 / 33 / 25

Viking Tuscany



Steel Blue

CMYK

56 / 28 / 25 / 2

Viking Professional literature



Dark Gray

CMYK

0 / 0 / 0 / 85

Viking Professional literature

# PRODUCT IMAGES

Viking Media Portal is your online resource for product images. Simply register online as a user for access to logos and product photography. Register at <http://www.vikingmediaportal.com>

You may not alter or modify the images on the site, in whole or in part, for any reason other than to change their size while retaining proportions. You may not depict or refer to any images or logos in any manner that would be disparaging to Viking Range, LLC.

# WEB USAGE



This logo may be displayed on websites of Authorized Viking Internet Dealers only.

Viking logos may be displayed on the websites of Viking Range, LLC strategic partners, in addition to authorized distributors and dealers. Appropriate graphic files may be downloaded from the Viking Media Portal. Each website displaying one or more of the Viking logos should store a copy of each applicable logo on its own server rather than linking to the file that exists on the Viking Range, LLC (i.e. no hot-linking.) Each logo should be displayed on a plain white background when possible, and should not be altered or incorporated in any other graphics or rich media elements without prior permission. Any time a Viking logo is displayed on a website, it should link to [Vikingrange.com](http://Vikingrange.com); unless otherwise instructed.

# TRADEMARK RULES

As the innovator of Professional Performance for the Home™, Viking Range, LLC has introduced a number of new concepts to the culinary world. Many of these phrases and features are now trademarks of Viking Range, LLC. The following terms should appear with ™ as noted:

## GENERAL TERMS

- Professional Performance for the Home™
- Design Integrity™

## COOKING

- Gourmet-Glo™ Infrared Broiler (gas and electric ovens)
- ProFlow™ Convection Air Baffle (convection ovens)
- Vari-Speed Dual Flow™ Convection System (convection ovens)
- Rapid Ready™ Preheat System (convection ovens)
- TruGlide™ Full Extension Oven Racks (convection ovens)
- TimePiece™ Electric Single and Double Ovens
- VariSimmer™ Setting (gas surface burners)
- MagneQuick™ Induction Power Generator (induction models)
- QuickCook™ Surface Elements (electric and induction models)
- TruSteam™ Cooking (steam oven)
- Steam Heat™ Cooking (steam oven)
- ReHeat Plus™ Function (steam oven)

- Combi Steam/Convect™ Oven (steam oven)
- SureSpark™ Ignition System
- VSH™ Pro Sealed Burner System (ranges and rangetops with Viking-patented sealed burners)
- TruConvec™ Convection Cooking (dual fuel ranges, electric ranges, electric oven, and steam oven)
- DrawerMicro™ Ovens
- TruPowerPlus™ 18,500 BTU Burner

## VENTILATION

- VersaVent™ Rear Downdraft

## REFRIGERATION (built-in refrigerators)

- ProChill™ Temperature Management System
- QuietCool™ Performance
- Adjustable Cold Zone™ Drawer
- Adjustable Humidity Zone™ Drawers
- Variable Speed DC Overdrive™ Compressor
- Odor Eliminator™ Evaporator
- Super Clog-Resistant™ Condenser
- Tru-Flush™ Design

# TRADEMARK RULES

## CONTINUED

- Cobra™ Hinge
- Plasmacluster™ Ion Air Purifier (Plasmacluster– is a trademark of SHARP Corp.)
- TriTemp™ Storage System (full-height wine cellar)

### KITCHEN CLEANUP (dishwasher)

- Central Intelligence™ System
- Vari-Pressure Intelli-Wash™ System
- Triple-Clean™ Filtration
- HydroFlo™ Water Heater
- Airflo™ Gentle Drying
- Quiet Clean™ Performance Packages
- Sturdi-Bilt™ Racks
- Diamond-Brite™ Stainless Steel Tank and Inner Door
- Hold-Tight™ Dividers

- DishGuard™ Protector
- Roller Bearing™ Upper Rack
- Sure-Temp™ Water Heating
- Flexible-Fluid™ Coupling
- Scrubbing Power™

### OUTDOOR

- 18 SR™
- TruSear™ Infrared Burner
- Gourmet-Glo™ Infrared Rotisserie Burner (E-Series grills)
- Grease Control™ System (replaces grease management system)
- Power Porcelain™ Cast Iron Grates
- EasyLift™ Canopy System
- Positive Position Ignition™

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### BASIC RULES OF ® AND ™ WORDS:

- Use ™ word at least once on each piece of literature/data, preferably in the opening/most prominent position. It is not necessary to continually ™ the word each time it appears in the same document; once is sufficient protection
- Always use Viking® as an adjective; never a noun – Correct: Viking® Range; Incorrect: Vikings®
- Never use Viking® possessively – Correct: The Viking® Range; Incorrect: Viking's® Range
- Never use Viking® as plural – Correct: The Viking® Ranges; Incorrect: the Vikings®