



**2020 CORPORATE BRANDING
EASY-USE GUIDELINES**



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C O R P O R A T E L O G O U S A G E



2020 CORPORATE BRANDING EASY-USE GUIDELINES

The Viking® logo is the cornerstone of our visual identity, and its consistent use helps us establish a strong, recognizable brand.

The non-tagline version below should be used almost exclusively; the tagline version will be used in advertising and high-profile, selective marketing efforts. These should only be reproduced from authorized digital files. Do not attempt to typeset or recreate them yourself.



CORPORATE LOGO

ONE COLOR — BLACK. NO METALLIC OR RENDERED USES



THE FIRST. STILL THE BEST.

CORPORATE LOGO (WITH NEW TAGLINE)

ONE COLOR — BLACK. NO METALLIC OR RENDERED USES

NOTE: Only use approved Viking® Logo files. Never redraw, typeset, reproportion, or alter them. The Marketing Team will provide artwork as needed.



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CORPORATE LOGO

ONE COLOR – WHITE. NO METALLIC OR RENDERED USES



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SIZE

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—both in print and on screen. There is no maximum size limit, but use discretion when sizing the logo.



No smaller than 1.25 inches wide

NOTE: Using the proper vector files, the logo can be proportionately scaled as large as necessary.

CLEAR SPACE

To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured using the height of the capital V in the logo, as shown.



NOTE: No other graphic elements, typography, rules, or images should appear inside this clear space.

IMPLEMENTATION

To ensure consistent use of the logo, here are some practices to avoid.

DON'T

skew, stretch, or bend the logo in any way.



DON'T

use drop shadows or other visual effects.



DON'T

outline the logo, or its elements.



DON'T

use any colors other than those specified in this document.



DON'T

crop the logo.





2020 CORPORATE BRANDING EASY-USE GUIDELINES

TYPOGRAPHY



2020 CORPORATE BRANDING EASY-USE GUIDELINES

The Viking® display typeface is Proxima Nova. This is a strong, versatile font that can be used for headlines, subheads, numerals, and callouts. To obtain font files, please contact the Marketing Team.

NOTE: When creating materials that will be displayed on computers that don't have these fonts, replace Proxima Nova with Helvetica.

CORPORATE TYPEFACE

PROXIMA NOVA

WEIGHTS

THIN / MEDIUM / **BOLD** / **BLACK**

Examples of each shown on the following pages.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$\$%&

abcdefghijklmnopqrstuvwxyz

01234567890 !@#\$\$%&

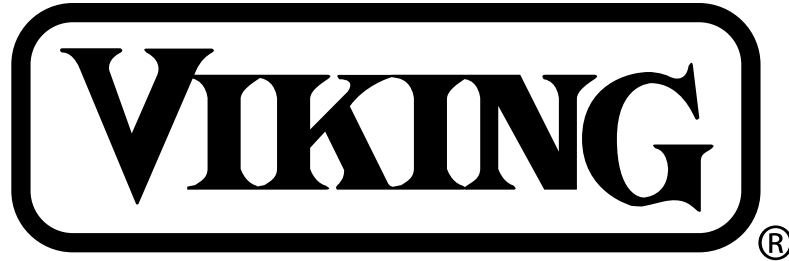


2020 CORPORATE BRANDING EASY-USE GUIDELINES

COLOR PALETTES



2020 CORPORATE BRANDING EASY-USE GUIDELINES



CORPORATE COLOR PALETTE

Our corporate color palette has three layers: primary (Viking® Corporate) products (Viking Series) and extended (Contemporary).

Communications will lean heavily on bold photography and typography, but will also mix with the three supporting palettes to build color schemes that are complementary and balanced.



2020 CORPORATE BRANDING EASY-USE GUIDELINES

PRODUCT SERIES COLOR PALETTE

Our Product Series color palette helps to visually differentiate the Product lines.

Communications will lean heavily on bold photography and typography, but will also mix with the three supporting palettes to build color schemes that are complementary and balanced.



VIKING 7 SERIES



7 SERIES MAIN COLOR



VIKING 5 SERIES



5 SERIES MAIN COLOR



VIKING 3 SERIES



3 SERIES MAIN COLOR

NOTE: A complete product and extended RGB, CMYK & HEX color value code chart is included on the following pages.



2020 CORPORATE BRANDING EASY-USE GUIDELINES

EXTENDED COLOR PALETTE

Our extended color palette ties-in our Contemporary Color Collection into marketing efforts.

Communications will lean heavily on bold photography and typography, but will also mix with the three supporting palettes to build color schemes that are complementary and balanced.



FROST WHITE



PACIFIC GRAY



DAMASCUS GRAY



CAST BLACK



VANILLA CREAM



CYPRESS GREEN



BLACK FOREST GREEN



ARCTIC GRAY



BYWATER BLUE



ALLUVIAL BLUE



SLATE BLUE



SAN MARZANO RED



REDUCTION RED




















KALAMATA RED

NOTE: A complete product and extended RGB, CMYK & HEX color value code chart is included on the following pages.



2020 CORPORATE BRANDING EASY-USE GUIDELINES

| PRODUCT COLOR PALETTE | | RGB | CMYK | HEX |
|---|---------------------------|--------------------------|-------------------------------|--------|
|  | 7 SERIES | R: 40 / G: 56 / B: 73 | C: 90 / M: 76 / Y: 45 / K: 41 | 283849 |
|  | 5 SERIES | R: 1 / G: 93 / B: 135 | C: 99 / M: 62 / Y: 22 / K: 3 | 015d87 |
|  | 3 SERIES | R: 118 / G: 157 / B: 172 | C: 57 / M: 28 / Y: 27 / K: 1 | 769dac |
| EXTENDED COLOR PALETTE | | RGB | CMYK | HEX |
|  | FROST WHITE | R: 220 / G: 222 / B: 220 | C: 8 / M: 6 / Y: 8 / K: 0 | dcdedc |
|  | PACIFIC GRAY | R: 171 / G: 163 / B: 154 | C: 34 / M: 31 / Y: 34 / K: 0 | aba39a |
|  | DAMASCUS GRAY | R: 88 / G: 88 / B: 88 | C: 63 / M: 55 / Y: 51 / K: 26 | 585858 |
|  | CAST BLACK | R: 47 / G: 47 / B: 47 | C: 76 / M: 65 / Y: 58 / K: 62 | 2f2f30 |
|  | VANILLA CREAM | R: 224 / G: 221 / B: 189 | C: 3 / M: 0 / Y: 20 / K: 3 | e0ddbd |
|  | ARCTIC GRAY | R: 171 / G: 176 / B: 172 | C: 34 / M: 24 / Y: 26 / K: 0 | abb0ac |
|  | CYPRESS GREEN | R: 101 / G: 104 / B: 76 | C: 57 / M: 42 / Y: 70 / K: 22 | 65684C |
|  | BLACK FOREST GREEN | R: 50 / G: 64 / B: 56 | C: 73 / M: 52 / Y: 65 / K: 48 | 324038 |
|  | ALLUVIAL BLUE | R: 1 / G: 93 / B: 135 | C: 99 / M: 62 / Y: 22 / K: 3 | 015d87 |
|  | BYWATER BLUE | R: 167 / G: 220 / B: 220 | C: 35 / M: 0 / Y: 11 / K: 0 | a7dcdc |
|  | SLATE BLUE | R: 40 / G: 56 / B: 73 | C: 90 / M: 76 / Y: 45 / K: 41 | 283849 |
|  | SAN MARANZO RED | R: 173 / G: 44 / B: 52 | C: 20 / M: 99 / Y: 80 / K: 5 | ad2c34 |
|  | REDUCTION RED | R: 105 / G: 43 / B: 43 | C: 37 / M: 87 / Y: 68 / K: 40 | 692B2B |
|  | KALAMATA RED | R: 75 / G: 41 / B: 41 | C: 47 / M: 78 / Y: 62 / K: 57 | 4b2929 |