

**HOSHIZAKI AMERICA, INC.**



# 2008 Brand Style Guide

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**“A Superior Degree of Reliability”**

## What is a Brand?

It is our company voice, image, personality, values and knowledge, built into a communication system for use in all customer communication and it is intended to increase awareness and improve customer relations.

### Mission Statement

Hoshizaki America's corporate mission is to achieve and maintain optimum customer satisfaction, by consistently providing the highest level of quality in the products and services delivered to all customers throughout the western hemisphere, to perpetuate a healthy, viable organization, and to deserve the reputation as an innovative leader from a technological and people standpoint in the commercial kitchen equipment industry.

### Key Communications Branded Subtext Message otherwise known as a Tag Line:

“A Superior Degree of Reliability”

”The World’s Most Perfect Ice”

### How is our Brand structured?

**Written Communications** – Language and tonality are the most specific forms of communication. It is a messaging system used to guide all of the speaking points we can use to educate our customers about who we are, what we believe, what make us valuable and what sets us apart in the industry.

**Visual Communication** – Our image is how we present ourselves visually. More specifically, it is the range of elements used in our graphic imagery – logo rule lines, color, typesetting, photographic imagery, white space and lastly, how these elements are composed to convey the “look” of Hoshizaki America, Inc.

### What is our Brand Equity?

**Our Name** – it is the single unifying force that identifies the very best

**Our History** – the testimony of a company that survives and prospers, in good times and bad and continues to grow

**Our Product** – we are a leading manufacturer of ice machines and commercial refrigeration equipment.

### Why participate in the Corporate Hoshizaki Brand?

1. The whole is greater than the sum of it's individual parts, and we easily can demonstrate our “strength in numbers” advantages by working together as a single, sizeable, strong entity.
2. Acting independently benefits the competitors.
3. We risk being known by our weakest link.
4. If we mismanage our Brand investment, we lose the equity that so many have worked hard to build.



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## Publishing The Company Name

Company Name:

**Hoshizaki America, Inc.**

**HOSHIZAKI AMERICA, INC.**

**HOSHIZAKI**

1. Always published as one line, either centered, flush left or flush right
2. Hoshizaki name can be published in all caps or upper and lower caps
3. Name can be published without "America, Inc." however, only in all caps when published as one word
4. Name should **never** be published stacked:

  
Hoshizaki  
America, Inc.

  
Hoshizak  
America,  
Inc.

  
Hoshizaki  
America,  
Inc.

**Fonts:** When publishing the entire company name the fonts should be published in:

Arial Typeface

Hoshizaki America, Inc.

Times New Roman Typeface

Hoshizaki America, Inc.

Gill Sans Typeface

Hoshizaki America, Inc.

When publishing the company name **only**, the name must be published in All Caps, Times New Roman

**HOSHIZAKI**

**Industry Listings:** Will always be published as Hoshizaki America, Inc.

**Distribution Center Names:** Will be published to represent their legal names

**Distributor Names:** Used with the Hoshizaki Brand will be published as:

ABC Distributing, Ltd.

Hoshizaki America, Inc. Authorized Distributor



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# 2014 Logo Usage Guide

## Working with the Hoshizaki Logo

### Logo Usage:

The Hoshizaki America, Inc. logo is a registered trademark and can be published in only two formats. The two formats are “right facing” and “left facing” which means the penguin symbol must be positioned to face the action. The exception is when the logo is placed on the vertical center line of a page or object, then you would use the “left facing” logo. The left facing logo is the default logo.

#### Right Facing Logo:



The Penguin Symbol faces action to the right

#### Left Facing Logo:



The Penguin Symbol faces action to the left

#### Left Facing Logo (default) when logo is used centered\*



*\*This supersedes all previous notations of “Right Facing Logo (default)”*



Right Facing Logo when  
logo is used on the left  
side of layout



Left Facing Logo  
(default) when logo is  
used centered\*



Left Facing Logo when  
logo is used on the right  
side of layout

# 2008 Brand Style Guide

## Working with the Hoshizaki Logo

### Logo Color Usage:

The Hoshizaki America, Inc. logo is a registered trademark and can be published in two colors, Black and Cyan (Blue) otherwise known as Process Blue or in one color.

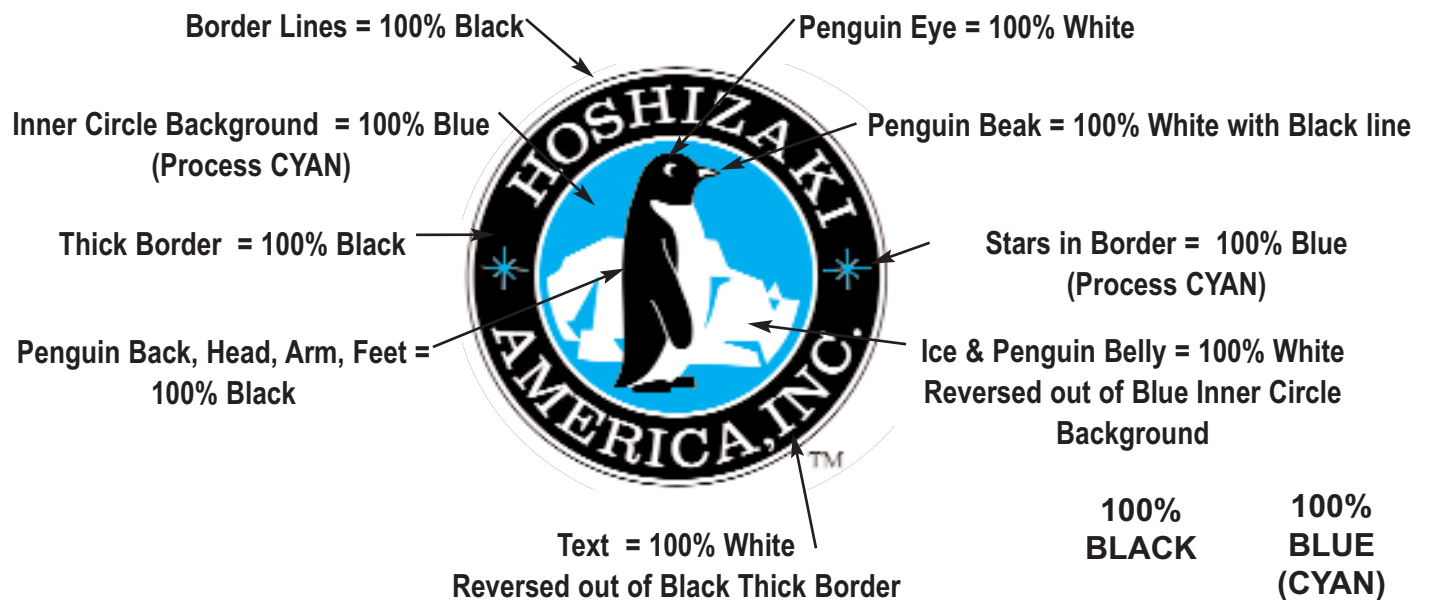
### One Color Logo



### Two Color Logo



### Blue and Black Color Break Down, 2 color only



100%  
BLACK



100%  
BLUE  
(CYAN)



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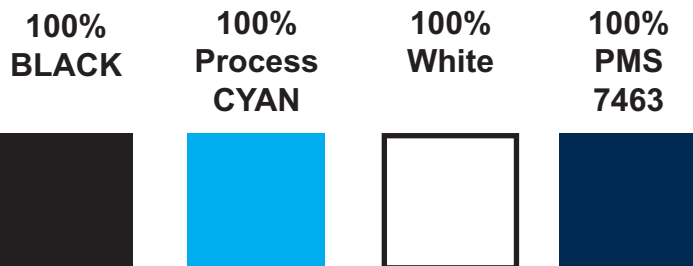
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# 2008 Brand Style Guide

## Color Guide

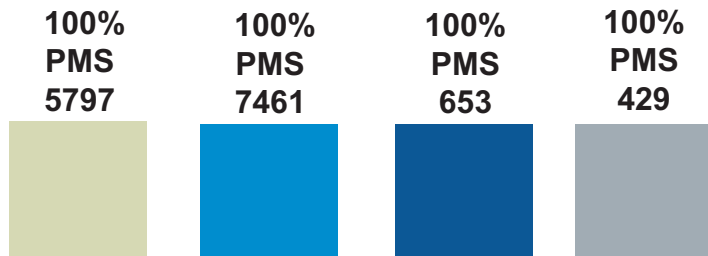
Color is a vital part of our identity and branding program. It supports and strengthens the emotional component of the brand. When consistently applied to all communications, it will serve to unify and strengthen our marketing impact and foremost our brand.

### Primary Color Palette:






























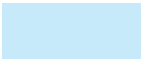







	Black C-75 R-0	M-68 G-0	Y-67 B-0	K-90
	Cyan C-98 R-0	M-21 G-147	Y-9 B-201	K-0
	White C-0 R-255	M-0 G-255	Y-0 B-255	K-0
	PMS 7463 C-100 R-0	M-80 G-147	Y-40 B-201	K-32
	PMS 5797 C-21 R-204	M-12 G-207	Y-33 B-177	K-0
	PMS 7461 C-89 R-0	M-40 G-128	Y-8 B-186	K-0
	PMS 653 C-92 R-42	M-73 G-83	Y-21 B-137	K-5
	PMS 429 C-36 R-167	M-26 G-173	Y-24 B-179	K-0

### Secondary Color Palette:



**Gradients and Screens:** Color palette choices can be increased by utilizing screen percentages and gradients within a composition. Value may range from 10% to 80% or 0% white to 100% color.

	Black	Cyan	PMS 7463	PMS 5797	PMS 7461	PMS 653	PMS 429
100%							
80%							
60%							
40%							
20%							



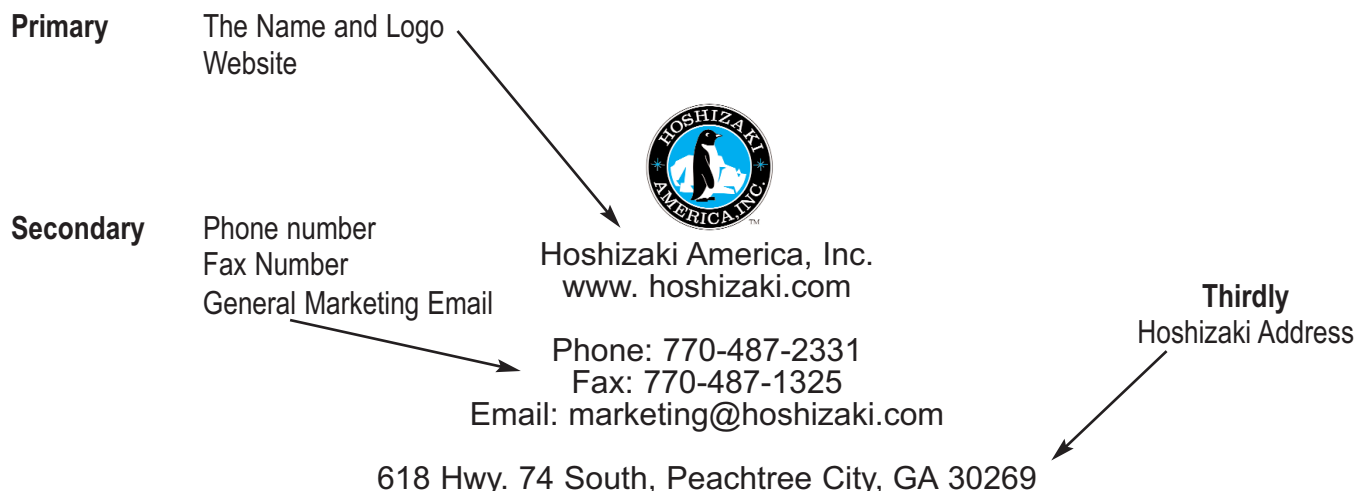
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# 2008 Brand Style Guide

## Call To Action


A Call to Action is a line of text which provides contact information and encourages the reader to take a specific desired action; typically to make a phone call or visit a website. All Hoshizaki marketing collateral should have a “Call to Action” on all marketing materials. Hoshizaki “Call to Action” must include the following:



**Email Signatures:** All company wide email signatures should be represented with the Hoshizaki Name and a “Call to Action”. For Example:

Name  
Title  
Logo  
Address, City, State, Zip  
Phone  
Fax  
Web

Options:  
Cell Number  
Extension (only after phone #)  
Tag Line (only below logo, with a line separating company name)

Dear Distributor,  
Thank you for utilizing the Hoshizaki Brand Style Guide. This is a sample of a branded email signature.  
For more information, please contact me at extension 1320.  
Regards,  
Julie H. Strain  
Marketing Manager  
  
Hoshizaki America, Inc.  
618 Hwy. 74 South, Peachtree City, GA 30269  
P 770.487.2331  
F 770.487.1325  
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# 2008 Brand Style Guide

## Internet and Website Branding

### Publishing Hoshizaki's Web Address:

Hoshizaki America, Inc. is part of a global network. Our communication needs to illustrate we are an international organization with representation around the world. Hoshizaki's website will always be published as [www.hoshizaki.com](http://www.hoshizaki.com) to direct end users to the global map, then directing end users to North America.

Hoshizaki America's website will always be published as:

[www.hoshizaki.com](http://www.hoshizaki.com)

Do not publish our website as:

[www.hoshizaki.com](http://www.hoshizaki.com)



**Internet:** What you can find on Hoshizaki's Website

### Open to All Users (Hoshiplus Membership Not Required)

- Online Product Specifications
- PDF Specs
- List Pricing
- Industry Sizing Guides
- Tech Specs, Tips, FAQ and Service Bulletins
- Online Warranty Registration & Validation
- Training Schedules
- Authorized Distributor Locator
- Service Rep Locator
- News Release
- Tradeshow Schedule

### Distributor Only (Hoshiplus Membership Required)

- Equipment Shipment Information and Rates
- National Advertising
- e-Update Archive
- Custom Collateral
- Leads Database
- Order Forms
- MRF Details
- Service Tracking (Service Center)
- Service Parts, Listings and Publications
- Scratch and Dent



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## Print and Design Vocabulary

This will help explain the most common terms associated with the Hoshizaki brand, graphics and the printing industry.

### Glossary of Terms:

#### Bitmapped Image

An electronic representation of an image made up of many small squares called Pixels. The overall process is Bitmap. This a format typically used by graphic arts professionals.

#### Body Copy

The main portion of the copy (text) on a page, usually involving more than one sentence. Branding Hoshizaki America's voice, image, personality, values, knowledge and marketing built into a communication system for use in all client touch points, intended to bolster customer awareness and relations.

#### Bleed

When color/hue runs off the edge of the page. The page is saturated with color to the edges. Full color bleed represents color to all 4 edges of the paper.

#### Call to Action

A line of text which provides contact information and encourages the reader to take a specific desired action; typically to make a phone call or visit a website.

#### CMYK (Process Color)

A color management formula that is used primarily in commercial printing to optically generate the full spectrum of the color wheel. C=Cyan M=Magenta Y=Yellow K=Black. All images sent out for commercial printing need to have all images and color formulas converted to CMYK process, if you are printing on an in-house color printer, you would likely default to using CMYK as well. However, some in-house printers actually give better color accuracy when left in RGB formula. You will need to determine which color formula works best for you. An exception to the rule is Spot Color.

#### Collateral

A term that defines all printed marketing material such as flyers, brochures, postcards. etc.

#### Color Palette

The collection of colors and shades available within the Hoshizaki brand.

#### Compositions (Layout)

The overall arrangement of items on a page and how they interact with each other.

#### Copy / Script

Typically a Word document that contains all of the copy (text) that will be used within a marketing piece.



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## Print and Design Vocabulary

### Copyright

All marketing material should include the following: © 2006 all rights reserved. Hoshizaki America, Inc. Change the date with each new year.

### Embedded File

A file such as an image, logo font or chart, permanently placed with in another document. Typically an embedded file is placed into a Word, Powerpoint, Quark or Pagemaker document.

### EPS – Encapsulated PostScript

1. First to know - .eps is a sign that you are using a vector based line art file. All illustrator files should end with .eps it is the preferred format when placing our logo into a high end page layout program ie. Quark. This format delivers superior line quality without pixelated edges.
2. EPS is a file format used to transfer graphic images within compatible software applications.

### Flush Left or Flush Right

This is a typesetting term used to describe type that is either aligned on the left or the right side of the column. Justified means aligned on both the left and right side.

### Fonts

A complete assortment of letters, number, punctuations, etc. of a given size and design.

### GIF

Graphics Interchange Format (GIF) is the file format commonly used to display indexed-color graphics and images in Hypertext Markup Language (HTML) documents over the World Wide Web and other online services.

### Gradient

The transition of one color to another color.

### Halftone

The representation of a printed image on paper using dots of various shapes, sizes and colors. Scanning a printed image will reveal the halftone.

### Header

The top portion of the page that may contain branded design elements. We use headers on flyers, stationery and presentations.

### Headline

A prominent element of a print advertisement and typically carries the primary message.



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## Print and Design Vocabulary

### **Hue (Color)**

Hue is what is commonly called color. A hue can have a different value (light to dark and typically represents 100% to 10% value.)

### **Imagery**

The stylized photos used in the Hoshizaki brand. In a broad sense, an image may also be a map, schematic, chart or even a logo.

### **Justified**

This is a typesetting term use to describe type that is alighted on both the left and right side of the column.

### **JPG**

Joint Photographic Experts Group (JPEG) format is commonly used to display photographs and other continuous-tone images in hypertext markup language (HTML) documents over the World Wide Web and other online services. JPEG format supports CMYK, RGB, and Grayscale color modes, and does not support alpha channels. Unlike GIF format, JPEG retains all color information in an RGB image but compresses file size by selectively discarding data.

### **Leading**

The amount of space between letters and words in a sentence.

### **Logo**

The main visual symbol which identifies Hoshizaki America, Inc.

### **Pantone Color (PMS)**

A color matching system used for specific colors.

### **Point Size**

The size (measured in points) of a font.

### **PPI, Pixels per inch or DPI, Dots per inch**

A standard for pixilated images within the digital domain. Higher the pixels the sharper the image, the bigger the file size. Printed imagery should be no less than 300ppi, web imagery should be 72ppi.

### **Proof**

A sample of marketing collateral either electronic or print for customer's to proof read, typically changes are noted or the proof is "signed-off" by the customer.



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## Print and Design Vocabulary

### Resolution

Resolution refers to the amount of pixels contained within a square inch, represented as ppi. Also referred to low res is 72 ppi for web imagery and high res is 300 ppi for printed imagery.

### Specifications

A term used to describe the specific elements of a project, such as 4 color, full bleed, size is 8.5x11 and quantity.

### TIFF

Tagged-Image File Format (TIFF, TIF) is used to exchange files between applications and computer platforms. TIFF is a flexible bitmap image format supported by virtually all paint, image-editing, and page-layout applications.

### Trademark

The exclusive rights to property being used in marketing or promotional material

### Typesetting

The use of type in a given space. A well designed piece will begin the composition using only type as a design element.

### Vector

An editable file which contains anchor points.

### Most Common Graphic Design Software

Composition:	Quark, Indesign and Pagemaker
Photo manipulation:	Photoshop
Design:	Illustrator and Freehand
Presentation:	Powerpoint and Flash
Web Layout:	Dreamweaver and Flash
Proof View:	Adobe Reader and Acrobat



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