



HOSHIZAKI

Brand Style Guidelines

Hoshizaki America, Inc.
April 2019

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Overview guidelines

It is important for a brand to have a style – a defined visual identity that customers will instantly recognize. This creates a familiarity with the brand – recognizing the look before they even read the product brochure, advertisement, website, social media post, building sign, etc. Think of your favorite brand of shoes, insulated tumbler, golf balls, or car. Your style is made up of multiple brands – and so are commercial kitchens.


The 5-star Penguin mark is Hoshizaki's global logo for products and sales & marketing materials. It is instantly recognizable for any country group – and in any commercial kitchen, office breakroom, hospital, convenience store, hotel, or anywhere that uses foodservice equipment. It is important to use the logo exactly as it is and following the guidelines outlined in this document.

A brand identity incorporates logo, colors, text, voice, and more. Follow the rules in this style guide for anything related to Hoshizaki brand. For questions, email marketingrequest@hoshizaki.com.



Count on Hoshizaki to perform beyond expectations with relentless durability and sustainability – giving the operator peace of mind.



Logo usage



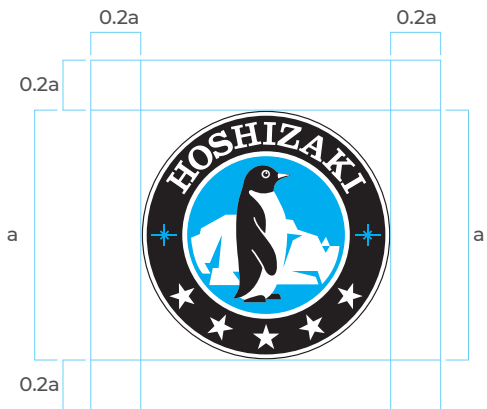
- When logo is placed in the CENTER the penguin mark faces left
- When logo is placed in the RIGHT the the penguin mark faces left
- When logo is placed in the LEFT the the penguin mark faces right



The penguin should always be looking towards the content on the page – whether its print or digital. If the logo is located in the middle of a design, the penguin should face left. When using the combo logo penguin mark will always face (right) towards HOSHIZAKI text logo and be placed in any location on the page.



Logo usage



When using the penguin mark and the Hoshizaki text logo together, always use the file with both combined so the proper distance is between them. Each mark, logo and combination must also have the appropriate space around each in order to give proper visibility and prominence without being obscured or diminished by other surrounding elements.



Logo variations

Penguin mark

Light background logo has black outline



Full color logo

Dark background logo does not have black outline.



One-color logo



Grayscale logo



The Penguin Mark logo can be placed on a light or dark background, but have different logos according to which background is used. The difference in the logos is the outer circle. The outer circle is black on a light background and white on a dark background.

Combo logo



Full-color combo logo



Grayscale black combo logo



One-color black combo logo

Text logo

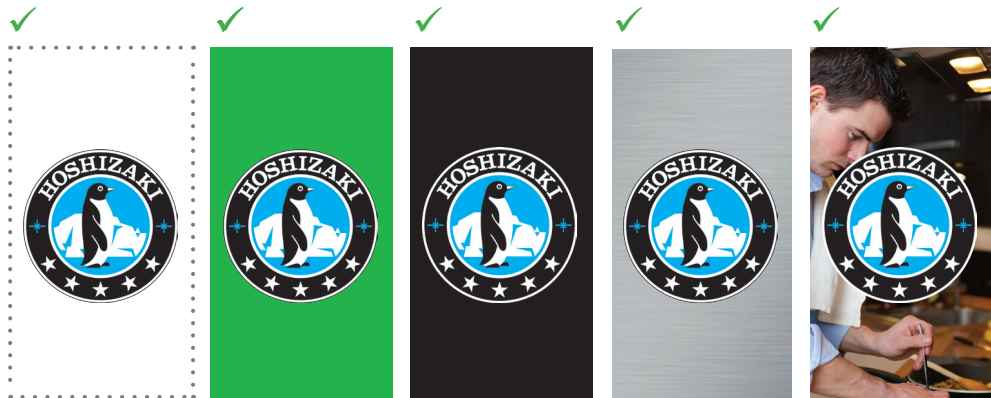


One-color black text logo



One-color cyan text logo

Appropriate logo usage



Light Background logo on 0% background

Light Background logo on 49% background

Dark Background logo on 100% background

Light Background logo on 49% background

Dark Background logo use because most of the background is dark. Use your best judgement when logo falls on top of an image.



Dark background logo used on light background

Dark background logo used on light background

Dark background logo used on light background

Light background logo used on dark background

The Penguin mark and text logo may not be altered in anyway. Nothing can be added to the logo, placed behind the logo, and colors cannot be changed.



Email Signature

Email signatures should be as shown below. The Word file can be found in Hoshizaki Marketing Tools in the "Logos" folder. Please use this file to copy and paste into your signature line in Outlook. Keep layout and logos in place and replace text with your personal information.



Pete Penguin

Service Technician | Hoshizaki America, Inc.

P: 123.456.7890 ext. 11111
E: ppenguin@hoshizaki.com

618 Highway 74 South
Peachtree City, GA 30269

www.hoshizakiamerica.com



New **KME**Design - increased ice production with better energy efficiency!

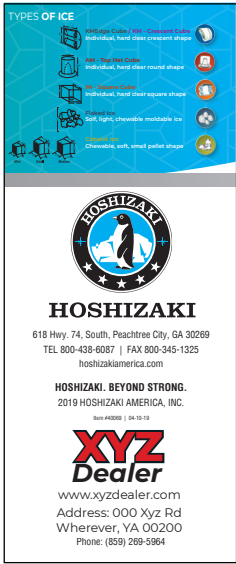


Co-branding


We encourage the use of co-branded materials. The HOSHIZAKI logo must be as large, or larger, than the dealer information and logo. For custom literature requests email: marketingrequest@hoshizaki.com

Co-branded accordion


✓



✓



✗



XYZ logo is smaller than Hoshizaki logo

XYZ logo is the same size as Hoshizaki logo


XYZ logo is larger than Hoshizaki logo

Co-branded segment flyer

✓



✗



XYZ logo is same size as Hoshizaki logo

XYZ logo is larger than Hoshizaki logo

Use of HOSHIZAKI logos and products online
 Website must be evident that dealer is selling HOSHIZAKI equipment. Find logo information for web data by referring to the logo guidelines at: www.hoshizakiamerica.com/marketingtools/webdata

Projects using logo(s) must be approved by Marketing
 Find branding resources on the Google drive at: www.hoshizakiamerica.com/marketingtools



Logo matrix



HOSHIZAKI



HOSHIZAKI



HOSHIZAKI
HOSHIZAKI AMERICA, INC.

Sales Tools & Marketing Literature	✓		✓	
Manufacturing Plants & Offices		✓		✓
Letterhead/Office Stationary		✓		✓
Dealer/Distributor Building Signage	✓		✓	
Websites	✓		✓	
Advertisements	✓		✓	
Apparel	✓		✓	
Promotional Items	✓		✓	

See the “Hoshizaki Corporate Identity Design Guidelines” for Distribution Center logos.



Other logos



Beyond Strong combo logo: This logo can be used when marketing any Hoshizaki equipment. Logo is available in both black and white text and can be used on light and dark backgrounds.

**HOSHIZAKI.
BEYOND
STRONG.**

Beyond Strong text logo: The text logo is stacked as shown.

HOSHIZAKI. BEYOND STRONG.

Beyond Strong text logo: The one line logo should be typed in upper caps with punctuation as shown.



Steelheart logo: This logo can be used when marketing the Steelheart refrigeration line. Logo can be used on light and dark backgrounds.

KM||EDGE

KMEdge logo: This logo can be used when marketing the crescent cube ice machines. Logos are available in both black and white text and can be used on light and dark backgrounds.



KM||EDGE X
ICE MACHINE SERIES

KMEdge X logo: This logo can be used when marketing the KMEdge X Series Ice machines. Logos are available in both black and white text and can be used on light and dark backgrounds.



MODwater

MODwater logo: Must be used when marketing the DWM-20A. Logo is available for, both, dark and light backgrounds.



Branding colors

Original colors

Black

C 0	R 0	HEX 000000
M 0	G 0	
Y 0	B 0	
K 100		

White

C 0	R 255	HEX ffffff
M 0	G 255	
Y 0	B 255	
K 0		

Cyan

C 100	R 0	HEX 009fdf
M 0	G 159	
Y 0	B 223	
K 0		

The Hoshizaki colors are recognized worldwide: penguin black, intense cyan blue, and iceberg white. We've added grey for our all stainless steel products and green for our environmentally friendly focus as well as some fun gradients for a playful and energetic, yet still Hoshizaki feel.

Other colors

Grey

C 79	R 50	HEX 323e48
M 64	G 62	PMS 432C
Y 52	B 72	
K 44		

Dark Blue

C 100	R 0	HEX 00386c
M 60	G 56	
Y 0	B 108	
K 50		

Dark Green

C 94	R 0	HEX 006738
M 37	G 103	
Y 100	B 56	
K 24		

Green

C 80	R 13	HEX 0db14b
M 0	G 177	
Y 100	B 75	
K 0		

Light Green

C 64	R 13	HEX 0db14b
M 0	G 177	
Y 100	B 75	
K 0		

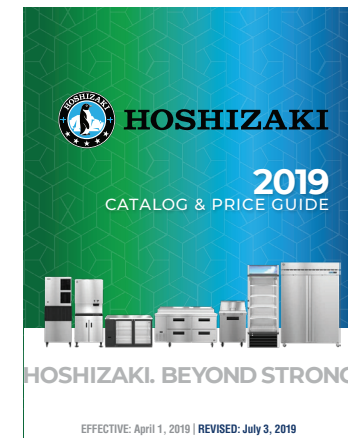
Gradient
Black and Cool Gray 9U

Gradient
Dark Green, Light Green, Cyan, Dark Blue

Gradient
Dark Green, Green, Light Green

Gradient
PMS 432 and White

Gradient
Cyan and White



Front of the Catalog & Price List



Fonts

Use the listed fonts for all HOSHIZAKI materials. Montserrat is a Google font and can be downloaded via Google. If unable to download use Segoe UI available in Microsoft Office Suite. (The text throughout this guide is Montserrat)

Montserrat Light

Montserrat Light Italic

Montserrat Regular

Montserrat Italic

Montserrat SemiBold

Montserrat SemiBold Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat ExtraBold

Montserrat ExtraBold Italic

Montserrat Black

Montserrat Black Italic

Segoe UI Light

Segoe UI Light Italic

Segoe UI Semilight

Segoe UI Semilight Italic

Segoe UI Regular

Segoe UI Italic

Segoe UI Semibold

Segoe UI Semibold Italic

Segoe UI Bold

Segoe UI Bold Italic

Segoe UI Black

Segoe UI Black Italic



Iconography



Bar



Business



C-Store



Education



Grocery



Hospital



Hotel



Restaurant

The icons listed can be used on marketing materials to emphasize different segments that support Hoshizaki equipment. The colors of the icons can be used in cyan blue, grey, black and white. Icons cannot be altered or have any additional art added.

✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✗	✗	✗	✗	
✗	✗	✗	✗	

Photography



Hoshizaki offers a variety of product images including group images and industry application photos. Images used for advertising HOSHIZAKI equipment must include the HOSHIZAKI product. These images are available on the google drive. www.hoshizakiamerica.com/marketingtools



Resources

Find branding resources on the Google drive at:
www.hoshizakiamerica.com/marketingtools

For marketing requests please email:
marketingrequest@hoshizaki.com

Web resources can be found at:
hoshizakiamerica.com/marketingtools/webdata

