

FOR WORK SAMPLE DISPLAY ONLY



**MARMON**  
Foodservice  
Technologies

**A BERKSHIRE HATHAWAY COMPANY**

# Brand Guidelines

Version 1.0 / November 2019

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# 1 Who We Are



## What can we help you create next?

**Marmon Foodservice Technologies is a global producer of premium commercial food and beverage equipment.**

Around the world, our equipment helps foodservice operators make, hold, and serve unforgettable meals, snacks and drinks that delight their customers.

Because our long-standing relationships with operators means they trust us to support their business as it grows to meet the changing needs of their customers,

we do more than just build equipment, we help operators create what's next.

Our strong portfolio of brands includes category leaders and trusted industry veterans recognized for innovative design, service solutions, and quality performance.

 **ANGELO PO**



**DOMINIONI**



**PRINCECASTLE**

*Renew™*



**SAGI**

**SILVERKING**



# Marmon Foodservice Technologies Corporate Purpose

We enhance the eating and drinking experience, nourishing the people and communities we serve.

## Guiding Principles



We will be guided by our values



We will remain flexible



We will foster two-way communication



We will deliver on commitments

## Our Values

### Character

- Do the right thing for people and communities we serve
- Work hard and humbly for each other
- Build trust through open, honest communication

### Creativity

- Innovation and simplicity determine our success
- Growing through continuous learning
- Relentlessly curious

### Courage

- Own our success and make a difference
- Challenge the status quo
- Be bold to make the tough decisions and take risks

### Community

- People are our greatest asset
- Welcome diversity of people and ideas
- Strong relationships make us better



## Marmon Foodservice Technologies Brand Mission

### ► To create the world's most inspiring foodservice equipment

With a combined history of over 300 years in foodservice, Marmon Foodservice Technologies' strong portfolio of food and beverage equipment brands have led the evolution in how people eat while away from home.

Today, we are continuing to innovate the world's most intuitive, creative food and beverage experiences.

By integrating full life-cycle equipment and service solutions with culinary craftsmanship, our goal is to not only make foodservice more efficient, but also more inspired.

# Marmon Foodservice Technologies Positioning Statement



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To foodservice operators who take pride in the food and beverages they serve, Marmon Foodservice Technologies is the food and beverage equipment partner that builds trust and loyalty by investing their decades of multi-category support, service solutions, innovation and insight into the success of their customers.



## Who is Marmon Foodservice Technologies?



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We are an industry-leading global manufacturer of premium commercial food and beverage equipment and supplies. With a longstanding, successful history in foodservice as well as worldwide product reach, Marmon Foodservice Technologies has built trusted partnerships with top brands, distributor partners, and business owners.

From innovative and leading food and beverage equipment to full life-cycle service solutions, our portfolio of brands have a combined history of over 300 years in the foodservice industry. Consistently recognized for our technological advancements and innovative product solutions, we offer decades of expertise to help solve our partners' most pressing operational challenges.



# 2 Brand Key

- 1 Root Strengths
- 2 Competitive Environment
- 3 Target Consumer
- 4 Insight
- 5 Benefits
- 6 Reasons to Believe
- 7 Personality
- 8 Discriminator
- 9 Brand Essence



## Root Strengths

- **Global industry expertise**
- **Extensive product knowledge**
- **Proven innovation and IP**
- **Strong, long standing, customer relationships**
- **Berkshire Hathaway backing**

## Competitive Environment

While many brands may offer food and beverage equipment, no other company is as respected for innovative design, quality performance and long-standing relationships as Marmon Foodservice Technologies.

### Our competitors include

#### FULL RANGE

Welbilt  
Ali Group  
Middleby  
ITW

#### NICHE

Bunn  
Lancer/Hoshizaki  
FBD  
Celli  
Antunes  
Dukes

#### FULL KITCHEN EQUIPMENT SUPPLIERS

H&K  
Franke

#### BEVERAGE BRANDS

Coke  
Pepsi  
Icee







## Target Customer

**Foodservice can be a hard place to work—fast paced, with long hours, demanding standards and volatile conditions. And our customers are the people who love it.**

The foodservice owners and operators who buy and use our equipment, are loyal, hard-working and creative. To them, every detail matters in creating great consumer experiences—from the back of house to the front. They set high expectations for themselves and those around them—including their suppliers.

As their equipment partner, our greatest priority is to support their ambitions with reliable, efficient, intuitive equipment that is worthy of their efforts.

- Influential brands and emerging brands that are growing, investing, and/or acquiring
- Operators that have scale in their front of house and/or back of house
- Global footprint and/or large geographic footprint
- Non-commercial segment focusing on and growing food and beverage
- Value operational savings, quality assurance, safety, reliability, availability, after market service



## Voice of Customer – Insight

“I love what I do, but it’s complicated. First, it’s really hard to find and keep good employees. Just when they get it, they quit. Then, my customers are always changing their minds about what they want—and now they want everything delivered. I have limited space, limited resources, and no time to even think about it. I know I can’t change everything, but if I don’t do something to keep customers interested, I’ll be out of business.”

### Customer Needs

- Menu innovation to drive sales
- Operational efficiencies
- Global consistency
- Localization of supply and support
- Differentiation
- Food safe solutions
- Employee safe environment
- EZ after market support
- Speed and quality of service
- Adapt to consumer trends to stay relevant

### Customer Pain Points

- Lower capital investment
- Declining traffic
- Consumer demand for delivery
- Labor shortage
- Increasing minimum wage
- Equipment downtime
- Difficulty sourcing service and support
- Limited space for equipment placement
- Current operations do not meet consumer preference



# Benefits

## Trust

Our legacy of quality and safety makes Marmon Foodservice Technologies the trusted choice for brands across foodservice.

## Simplicity

One point of contact provides access to 12 brands in multiple categories.

## Expertise

Our product, consumer and market knowledge create best-in-class support.

## Stewardship

We help manage your budget with innovations that save time and money.

## Partnership

We are invested in your success.

## Trust

Our legacy of quality and safety makes MFT the trusted choice for brands across the foodservice industry.

- Over 300 years foodservice experience
- Long-standing and awarded customer relationships
- Tested to receive the most stringent certifications
- Owned by Marmon Holdings, Inc, which is wholly owned by Berkshire Hathaway Inc.

## Simplicity

One point of contact provides access to 12 brands in multiple categories.

- Multi-category expertise from one source
- Product bundling across brands creates better pricing
- Global footprint and infrastructure results in consistent solutions

## Expertise

Our product, consumer and market knowledge creates best-in-class support.

- Decades of subject matter expertise across categories and services
- Industry leaders in FOH and BOH integration
- Global presence provides extensive access to market research

## Stewardship

We help manage your budget with innovations that save time and money.

- Real-time data reduces waste and downtime
- Improved speed to serve
- Increased accuracy, quality and consistency
- Lowest cost of ownership

## Partnership

We are invested in your success—for the long term.

- Foster collaborative, long-standing relationships
- Align and focus our resources on your priorities
- Design equipment that improves your customer engagement
- Meet your revenue goals on time and in full

# Brand Personality

PROVEN INNOVATOR	Demonstrated success in transformation
EXPLORER	Open, inquisitive, and curious, discovery is never complete
MODERN	Forward thinking, up-to-date
TRUSTWORTHY	Say what we do and do what we say
SUPPORTIVE	Through thick and thin
CONSISTENT	We're in it for the long haul

# Discriminator

Marmon Foodservice Technologies brings together the most trusted brands to empower our foodservice partners to be their most successful.

Essence  
Stronger Together





# 3 Brand Tone

## Why is tone of voice important?

**A consistent tone of voice is part of creating a recognizable and distinctive brand.**

By defining the tone, every brand ambassador can speak more confidently on behalf of Marmon Foodservice Technologies as it moves from one communication method to another. No matter if it's at a tradeshow, online, in a video or on sales collateral, in all our messaging, our tone should remain true to the brand.

### Marmon Foodservice Technologies

IS

Confident  
Wise  
Pragmatic  
Honest  
Optimistic  
Premium  
Innovative

ISN'T

Arrogant  
Condescending  
Boring  
Abrasive  
Unrealistic  
Unattainable  
Complicated







# 4 Our Style

## Confident, with just a touch of curiosity.



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Our style is composed and collected—a calm and level-headed presence in an otherwise chaotic industry. We are the voice of reason, calling on our years of experience and global exposure to confirm our position as a confident leader.

### **But we aren't boring.**

Foodservice is a place of exceptional creativity and artistry. We are always looking for ways to help operators express their ideas, and in that spirit, we are genuinely excited about what's possible.





# 5. Key Message

## What can we help you create next?

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The purpose of a key message is to build brand recognition through consistency and frequency of use. Primarily used as a headline, this key message could appear on sales collateral, booth materials and the website, as well as other mediums where Marmon Food Technologies is the subject.

A key message is not a tagline. It is an anthem, designed to connect various marketing materials under a singular thought. The use of a key message reduces the risk of brand confusion caused by too many copy variations being distributed to our target customers.

The key message, “What can we help you create next?” should be used to engage customers in a conversation about their needs and how Marmon Foodservice Technologies can be a creative, collaborative partner in helping them explore their next opportunity.





# 6 Visual Guidelines Logo Usage

# Primary Identity

The encircled Marmon logo, or Marmon Button, is a reference to both a plate and an overhead of a drinking glass, and is the foundation for the primary brand mark for Marmon Foodservice Technologies. The primary identity should be considered first, except for exceptions noted in this manual.

The proportions or placement of any of these elements should not be altered. Only use authorized digital artwork.



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# Identity Elements

The Marmon Foodservice Technologies brand mark is made up of four components: The Marmon Button, the Divider, the Type Lockup, and the Berkshire Hathaway Company line.

All four components should be used together at all times.

THE MARMON BUTTON

THE DIVIDER

THE TYPE LOCKUP



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SET IN GOTHAM BOLD

## Minimum Size

The Marmon Foodservice Technologies logo is a highly legible brand mark that retains its readability in applications as small as 1.25" wide. The overall width of the lockup, defined by the footprint of the Marmon Button and Type Lockup, constitute the left and right extremes determining the overall width. Ensure all elements of the brand mark remain legible across each application.





# Clear Space

Allowing for air around the logo is essential for a clear and consistent presentation of the brand mark. The minimum clear space is calculated by reducing the Marmon Button to 25% of the final size of the button within the brand lockup. The same formula can be used on all logo options. This iteration represents the minimum required space, but allowing for more is always recommended.



# Reversed Identity

When using the Marmon Foodservice Technologies logo on blue or other dark backgrounds, always use the appropriate reversed logo demonstrated in this iteration.

Never recolor the primary logo to white to reverse the logo.



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## Grayscale Identity

The preferred identity, in full color, should always be considered first. When print or production specifications dictate, or unique creative applications are desired, the Marmon Foodservice Technologies black & white logo may be used.



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# Identity Don'ts

The Marmon Foodservice Technologies brand identity must always be shown as stated in these guidelines. Do not alter the shape, color, or arrangement of the brand elements in any way.



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Do not change proportions of any element in the brand lockup



A BERKSHIRE HATHAWAY COMPANY

Do not reorder the brand lockup



A BERKSHIRE HATHAWAY COMPANY

Do not change the font of the wordmark



A BERKSHIRE HATHAWAY COMPANY

Do not change the color of any element in the brand lockup



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Do not squash or stretch the brand lockup



Do not remove the Divider or the Berkshire Hathaway qualifier



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Do not distort the logo



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Do not outline any element in the brand lockup



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Do not add gradients to the brand lockup





# Visual Guidelines Typography

# Typography

Gotham reflects a confident yet approachable voice for the Marmon Foodservice Technologies brand. It is a highly legible and versatile family of weights and styles.

The use of Gotham maintains visual consistency across multiple touchpoints, as well as a visual connection to the brandmark.

## Gotham

Gotham Family

Gotham Light

*Gotham Light Italic*

Gotham Book

*Gotham Book Italic*

**Gotham Medium**

***Gotham Medium Italic***

**Gotham Bold**

***Gotham Bold Italic***

**Gotham Black**

***Gotham Black Italic***



A large white graphic element on the left side of the page, consisting of three overlapping circles of different sizes. The top circle is the largest, the bottom-left circle is medium-sized, and the bottom-right circle is the smallest. They are arranged in a triangular pattern, with the top circle overlapping the other two.

# Visual Guidelines Color Palette

# Color Palette

Color is a key component of the Marmon Foodservice Technologies brand identity. Our simple color palette of blue and grays, represents the Marmon Foodservice Technologies brand at its most effective use.

Using these core colors in a consistent manner will build recognition for the brand, while also reinforcing a unified look and feel throughout the various branded applications.



## BLUE

SPOT PMS REFLEX BLUE C

CMYK: 100/87/0/20

RGB: 22/54/131

HEX: 163683



## GRAYS

SPOT PMS BLACK C

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: 000000

While any gray can be used in brand applications, 70% black is ideal for complimentary text coloring while 5% gray is recommended for backgrounds.





# 9 Visual Guidelines Design Elements

# Business Cards

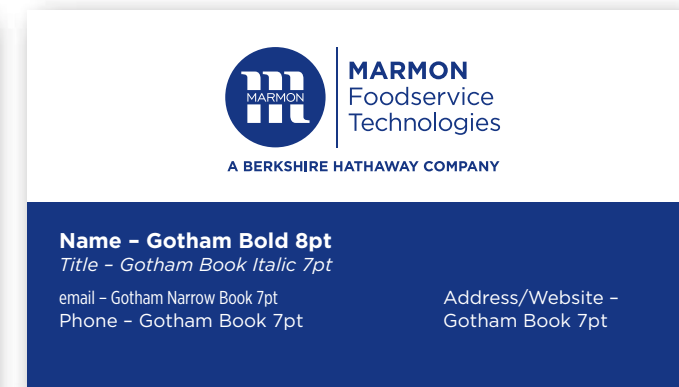
The Marmon Foodservice Technologies business cards are designed to clearly present the brand and who represents it.

The front of the card contains the employee's information while the back features the brands in the brand portfolio.

## VERTICAL



## HORIZONTAL



## BACK



All business cards should be printed on 130lb matte or silk cover stock.

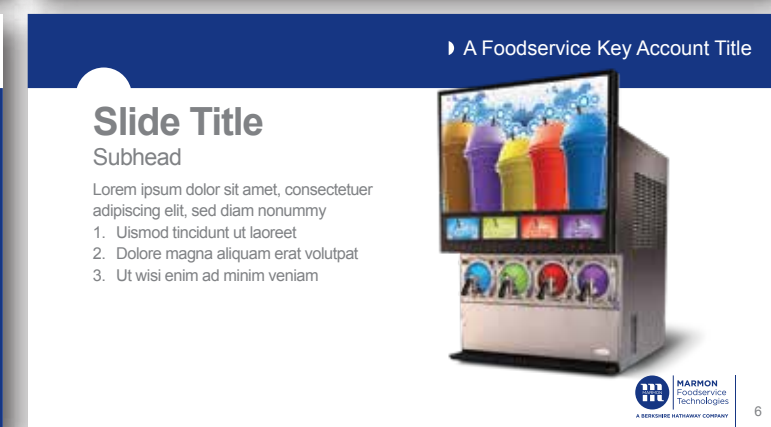
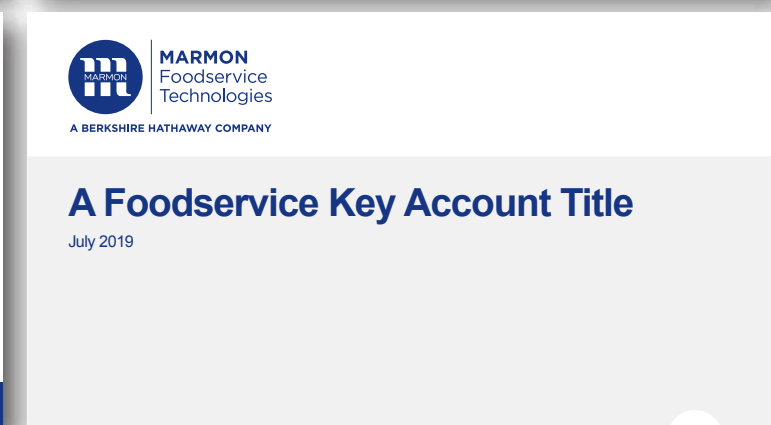
Add a satin aqueous coating to help protect the ink and to inhibit offsetting.



# Presentations

The Marmon Foodservice Technologies presentation template is a key component in the expression of the brand.

Using the template will build recognition for the brand, while also reinforcing a unified look and feel of all branded pieces.



# Email Signature

An email signature is an important component for professional correspondence with clients and vendors. The email signature in this iteration is the preferred signature to use when representing Marmon Foodservice Technologies. When replying in email threads, the optional reply signature may be used.

## EMAIL SIGNATURE #1



**MARMON**  
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**Toby Campbell**  
Senior Director Business Development  
**Marmon Foodservice Technologies**  
T: 630 539 6850 | C: 630 254 1018  
101 Regency Drive  
Glendale Heights, IL 60139  
[toby.campbell@marmonfoodservice.com](mailto:toby.campbell@marmonfoodservice.com)  
[www.marmonfoodservice.com](http://www.marmonfoodservice.com)

## OPTIONAL REPLY SIGNATURE

**Toby Campbell**  
Senior Director Business Development  
**Marmon Foodservice Technologies**  
T: 630 539 6850 | C: 630 254 1018

### Text Styling

- Arial Bold 14/Auto
- Arial 11/Auto
- Arial Bold 11/Auto
- Arial 11/Auto
- Arial Bold 11/Auto

### Text Coloring



- Arial Bold 12/Auto
- Arial 10/Auto
- Arial Bold 10/Auto



# Email Signature

## EMAIL SIGNATURE #2



**MARMON**  
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### Toby Campbell

Senior Director Business Development

**Marmon Foodservice Technologies**

**T: 630 539 6850 | C: 630 254 1018**

101 Regency Drive

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[toby.campbell@marmonfoodservice.com](mailto:toby.campbell@marmonfoodservice.com)

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



# Framed Poster

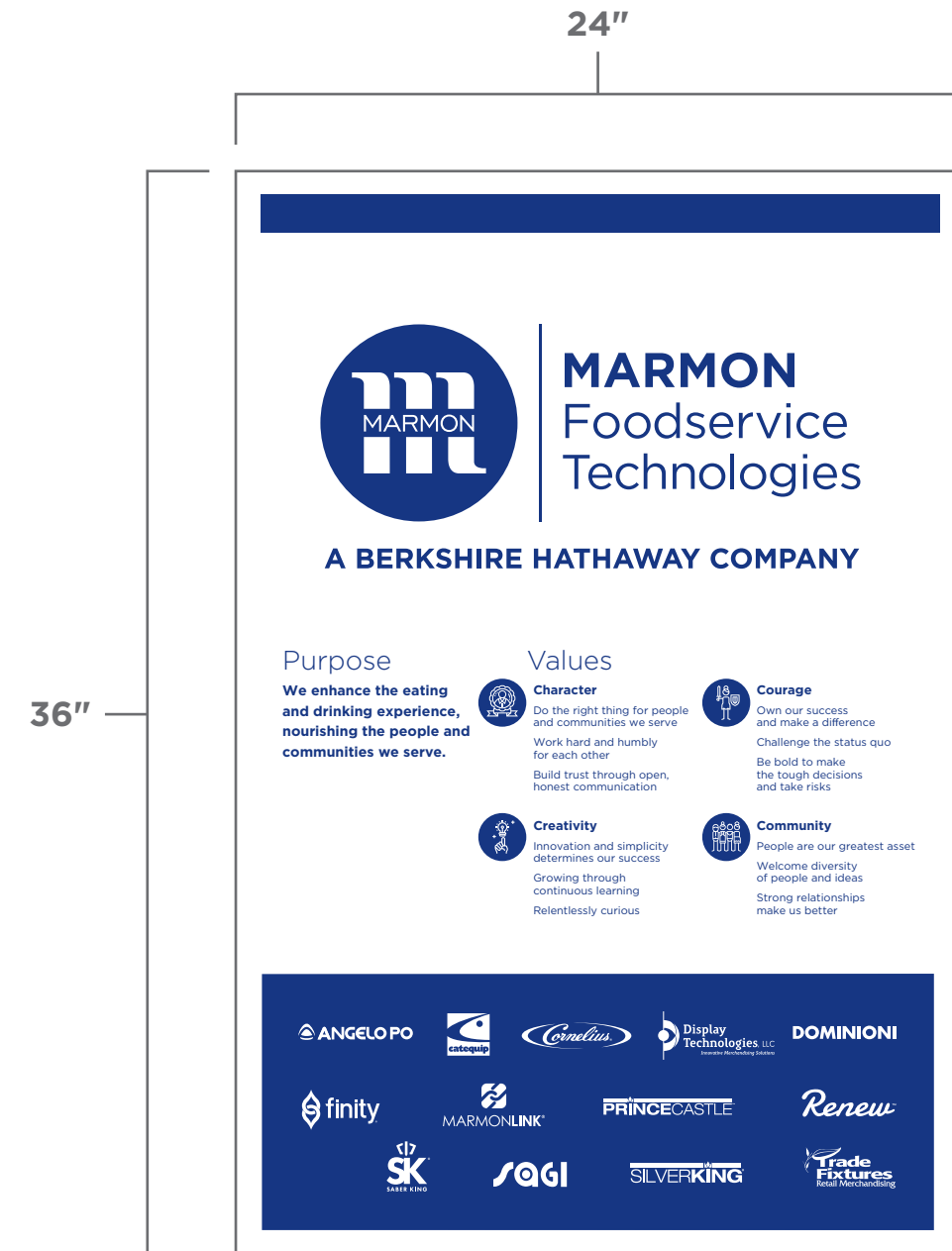
Featuring Purpose and Values Statements and Strong Portfolio of Brands

**Application:** Locate in conference rooms, cafeterias, and lobby-waiting areas. This asset is content heavy and best viewed in seated venues.

**Usage:** When using the Marmon Foodservice Technologies' brand logo please also use our portfolio brand logos in the same application. We are building the brand and this will help establish brand awareness and credibility.

## Instructions to Print:

Bryan Pieper • 630-814-9212 • Bpieper1000@gmail.com





# Pop-Up Banners

**Application:** Locate in lobby entrance, along with main and central hallways.

**Usage:** When using the Marmon Foodservice Technologies' brand logo please also use our portfolio brand logos in the same application. We are building the brand and this will help establish brand awareness and credibility.

## Instructions to Print:

Bryan Pieper • 630-814-9212 • Bpieper1000@gmail.com



# Pop-Up Banners

## Instructions to Print:

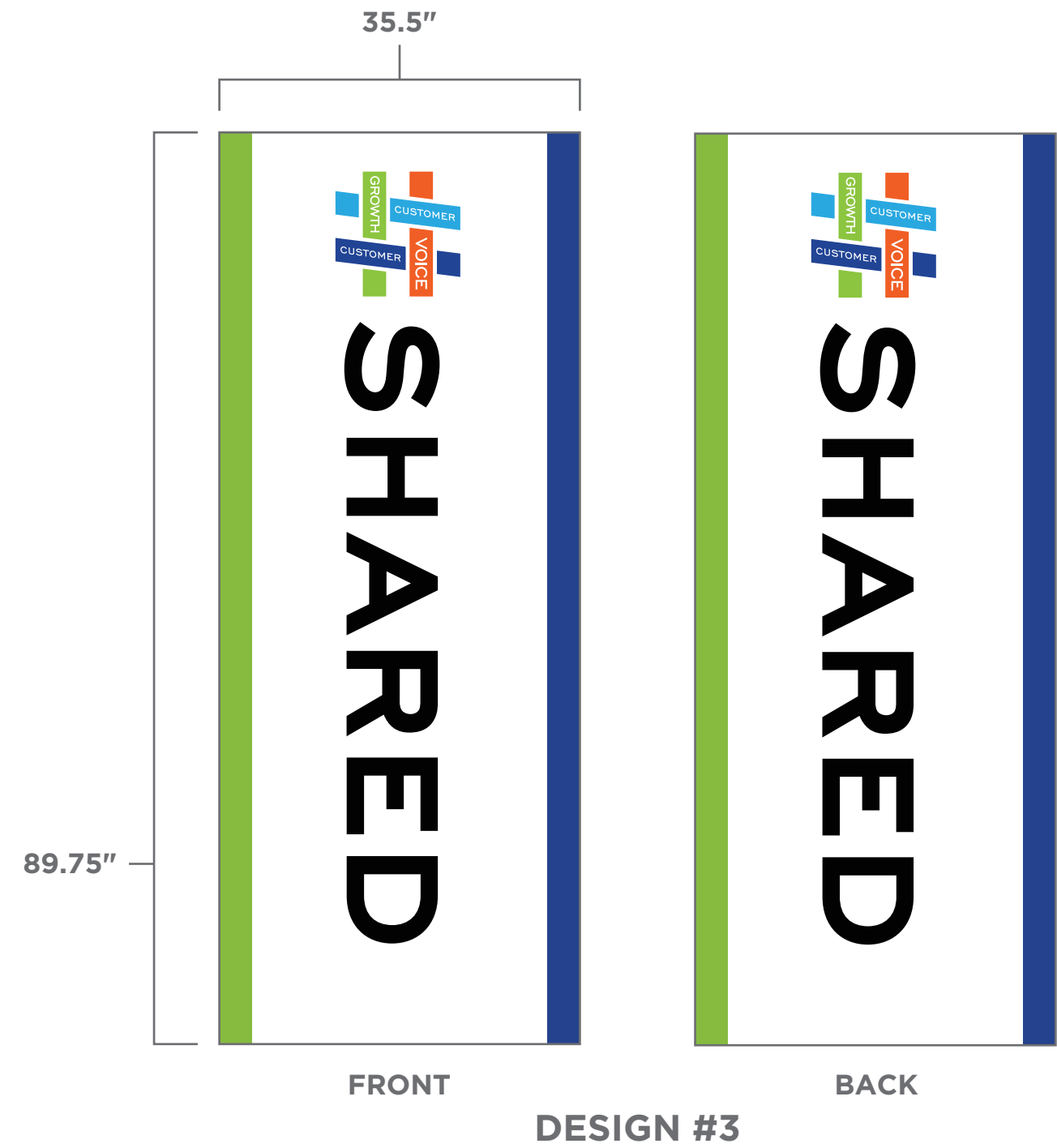
Bryan Pieper • 630-814-9212 • Bpieper1000@gmail.com



# Pop-Up Banners

## Instructions to Print:

Bryan Pieper • 630-814-9212 • Bpieper1000@gmail.com

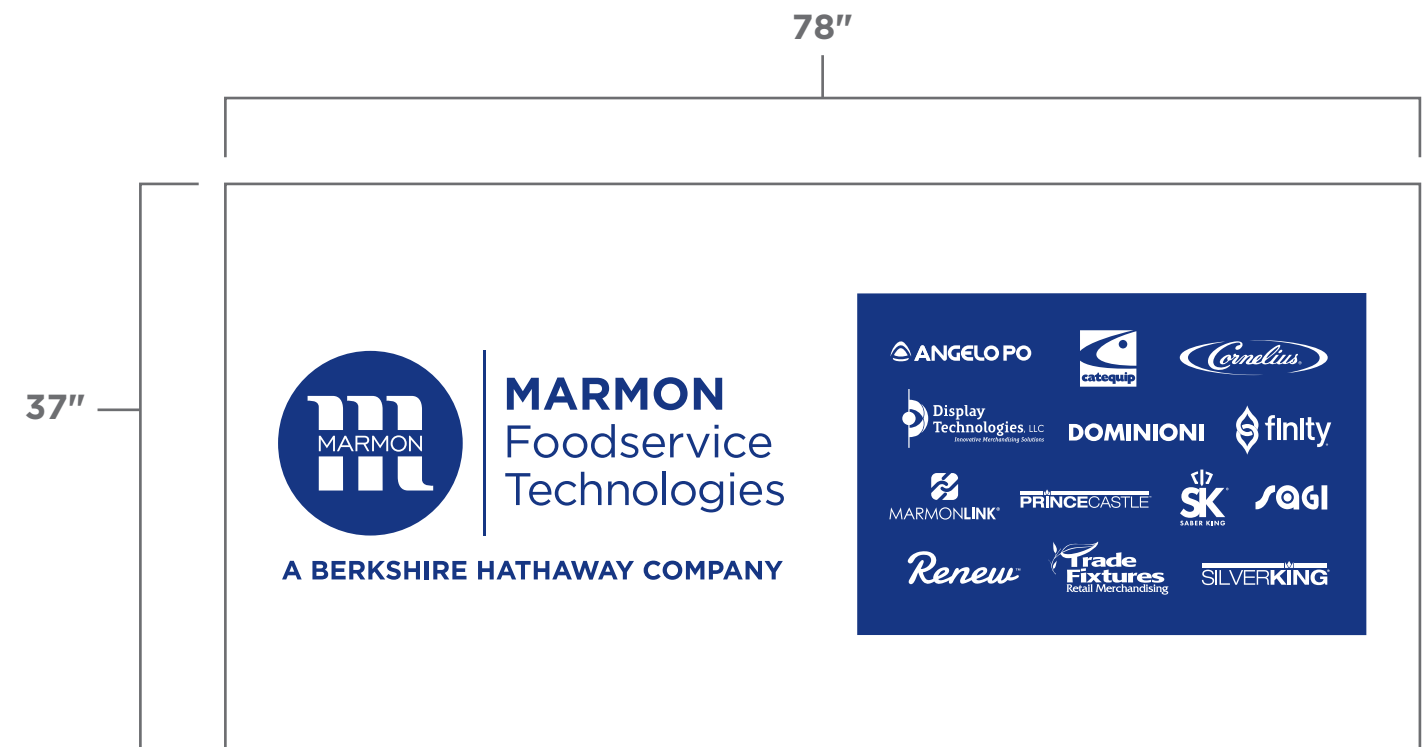




# Hanging Banner

**Application:** Locate in lobby entrance, main and central hallways, along with employee events and meetings.

**Usage:** When using the Marmon Foodservice Technologies' brand logo please also use our portfolio brand logos in the same application. We are building the brand and this will help establish brand awareness and credibility.

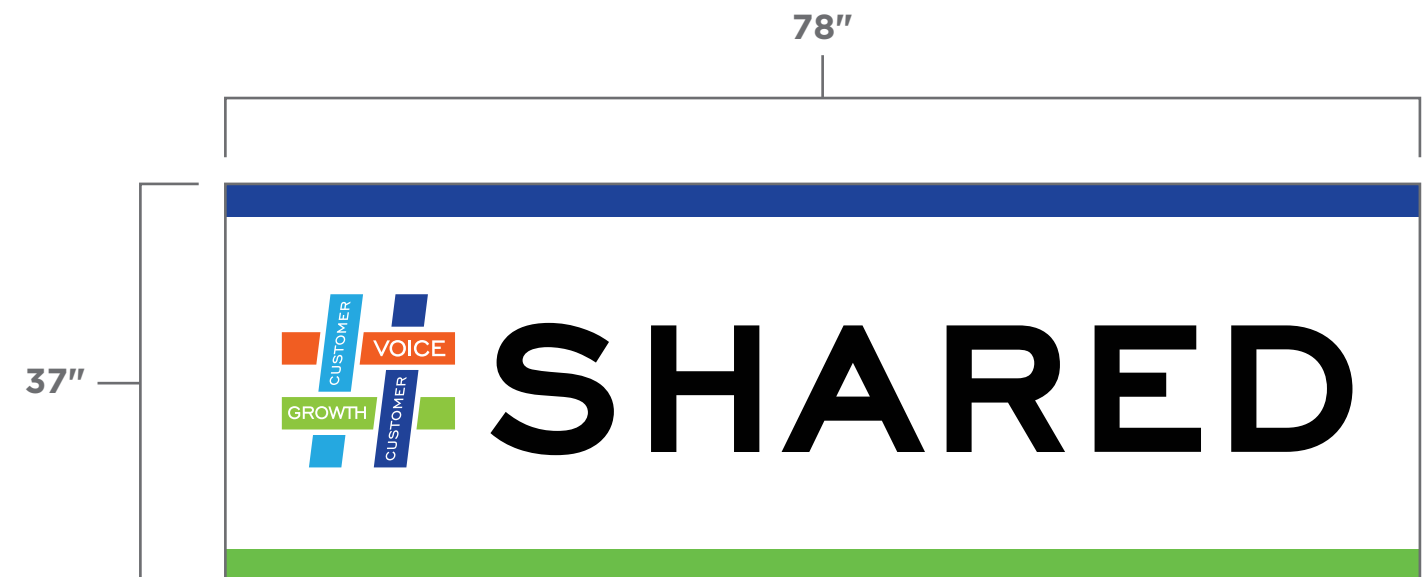


**DESIGN #1**

## Instructions to Print:

Bryan Pieper • 630-814-9212 • Bpieper1000@gmail.com

# Hanging Banner



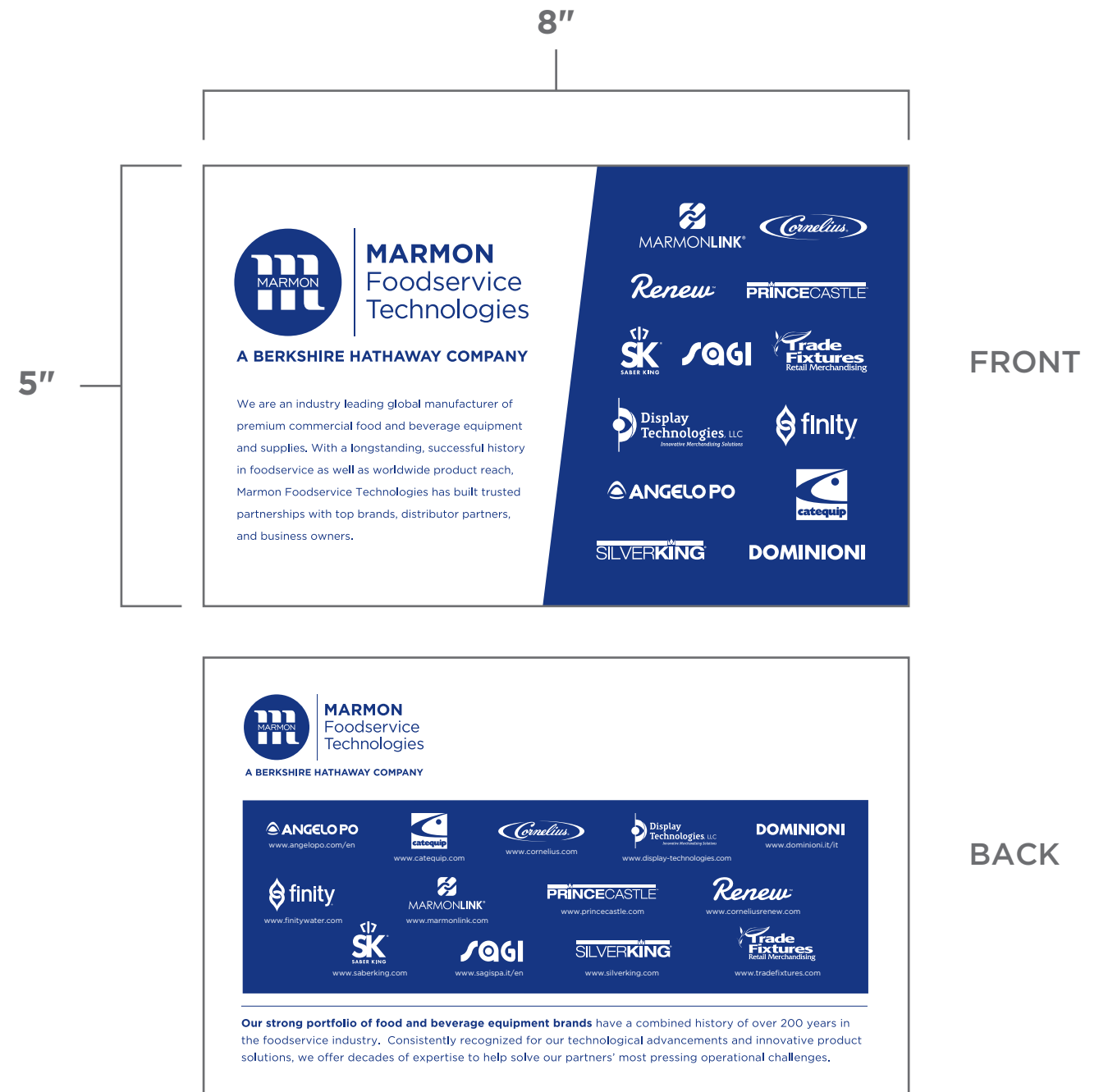
DESIGN #2

## Instructions to Print:

Bryan Pieper • 630-814-9212 • Bpieper1000@gmail.com

# Postcard

The Marmon Foodservice Technologies postcard is designed to tell the story of our parent brand and clearly present the brands within the portfolio.



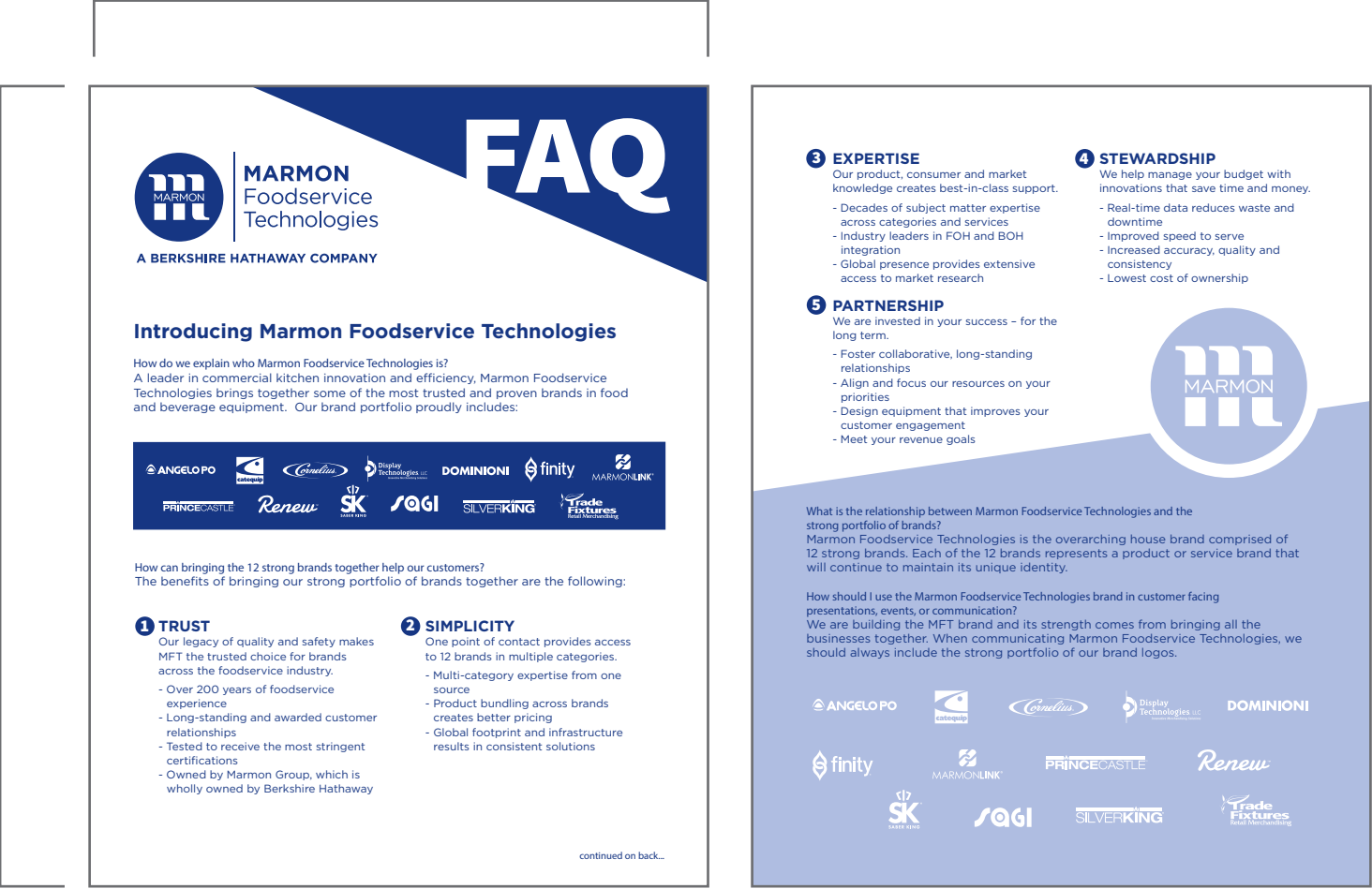


# FAQ Sheet

The Marmon Foodservice Technologies FAQ Sheet is designed to answer most commonly asked questions about the brand.

11"

8.5"



FRONT

BACK

## Thank you for your help.

---

The Marmon Foodservice Technologies brand is in your hands now. It represents the contributions of a cross-functional team of people—from operations to engineering, sales, marketing, finance and more. We are all working to build a brand backed by exceptional products and service. We thank you for your contributions in helping share our brand with the world.

---

**For questions about logo usage or to request digital brand files, don't hesitate to contact us.**

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