

# BRAND GUIDELINES



WOOD  STONE



## THE POWER TO PERFORM

Wood Stone Corporation, based in Bellingham, Washington, has been manufacturing stone hearth and specialty commercial cooking equipment for the foodservice industry since 1990. We have more than 18,000 installations in over 80 countries worldwide.

Wood Stone built its reputation on our family of stone hearth ovens. Our technologically advanced ceramics and engineering expertise, coupled with our high quality construction techniques and attention to detail, are typical of all of our products and relied upon by our loyal customers.

Our product offerings have grown since inception and Wood Stone now also designs, engineers and manufactures a line of specialty commercial cooking equipment in addition to our oven offerings.

In 1989, challenged with the task of finding a wood-fired stone hearth oven or “brick oven” that could withstand the intense rigors of the restaurant world, Keith Carpenter set out for perfection. Inspired to create a better wood-fired oven, Carpenter pitched some ideas to Harry Hegarty, an experienced builder of large-scale, high-temperature ceramic incinerators. This meeting marked the beginning of an integral partnership, and by 1990, Wood Stone was born.

Just five years later in 1995, Wood Stone introduced gas-fired and gas-assist stone hearth ovens, with many different configurations to meet the breadth of commercial demands and most importantly, the needs of high-yield cook lines. Ever since, the value, versatility and production of our ovens have continued to grow, driven by high industry demands. With the large 2007 expansion of our manufacturing facility—including a dedicated research and development lab and a state-of-the-art integrated metal fabrication system—Wood Stone now spans over 117,000 square feet.

Additionally, our facility offers a full-service 1,500-square-foot Test Kitchen. Inside, our corporate chefs immerse visitors in all things Wood Stone, showcasing our unique recipes and enabling customers to try their hand using the ovens. Year round, the Bellingham Test Kitchen sees chefs from small “mom and pop” pizza parlors to corporate chain restaurants to hotels and educational institutions.

In January of 2014, Wood Stone was acquired by the Henny Penny Corporation, a global leader in foodservice equipment solutions and the inventor of the first commercial pressure fryer. Located in Eaton, Ohio, Henny Penny manufactures commercial-grade cooking, holding and merchandising equipment for thousands of restaurants, supermarkets and institutions around the world. Like Wood Stone, Henny Penny is a market leader and premier brand in the foodservice equipment industry.

On December 30, 2014, Henny Penny and Wood Stone became employee-owned (ESOP). This ensures our continuing success as privately held and independently operated companies. Together, we look forward to a bright future.

Today, Wood Stone is here for you, steadfast in our commitment to the values of relationships, trust, innovation, accountability and quality. Our vision is to be the trusted industry leader - inspired by pride and our customers' success. Our mission is to help customers create great food and a memorable experience.

### LOGOS | Primary & Logo Badge

The primary Wood Stone logo should appear on all brand communications and products. The Logo Badge is NOT the Wood Stone logo. It is a secondary graphic that should be treated as a decorative element. The Primary Logo must always be present when the Logo Badge is used.

WOOD  STONE

WOOD  STONE

Primary Logo



Logo Badge

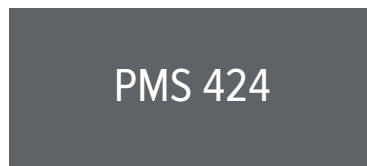
### BRAND COLORS | Primary

The primary colors for the Wood Stone brand include PMS 158 CP, PMS 424 CP, and Pantone Process White. Altering colors or changing color combinations is prohibited.



PMS 158

CMYK	RGB	HEX
C 0	R 245	#f57f29
M 62	G 127	
Y 95	B 41	
K 0		



PMS 424

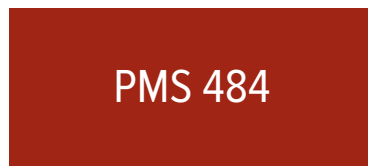
CMYK	RGB	HEX
C 30	R 95	#5F6366
M 20	G 99	
Y 19	B 102	
K 58		



WHITE

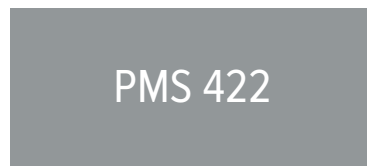
CMYK	RGB	HEX
C 0	R 255	#FFFFFF
M 0	G 255	
Y 0	B 255	
K 0		

### BRAND COLORS | Secondary



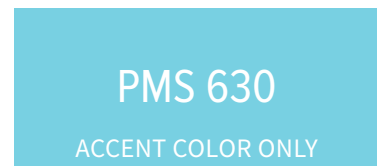
PMS 484

CMYK	RGB	HEX
C 8	R 160	#A02816
M 92	G 40	
Y 100	B 22	
K 33		



PMS 422

CMYK	RGB	HEX
C 19	R 146	#929799
M 12	G 151	
Y 13	B 153	
K 34		



PMS 630

ACCENT COLOR ONLY

CMYK	RGB	HEX
C 48	R 122	#7AD0E2
M 0	G 208	
Y 10	B 226	
K 0		

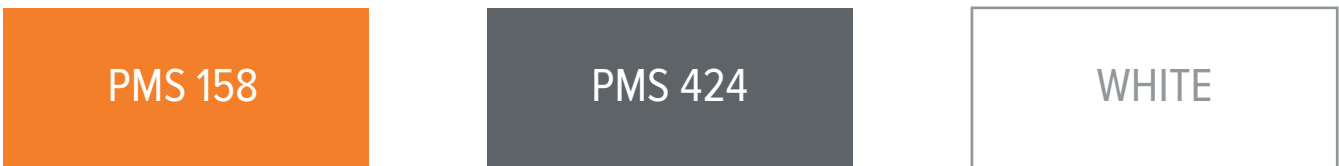
### OneRev COLORS | Primary

The primary colors for the OneRev brand include PMS 548 CP, PMS 630 CP, PMS 422 CP, and Pantone Process White. Altering colors or changing color combinations is prohibited.



CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX
C 100	R 0	#003644	C 48	R 122	#7AD0E2	C 19	R 146	#929799	C 0	R 255	#FFFFFF
M 21	G 54		M 0	G 208		M 12	G 151		M 0	G 255	
Y 28	B 68		Y 10	B 226		Y 13	B 153		Y 0	B 255	
K 76			K 0			K 34			K 0		

### OneRev COLORS | Secondary



CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX
C 0	R 245	#F57F29	C 30	R 94	#5E6367	C 0	R 255	#FFFFFF
M 62	G 127		M 20	G 99		M 0	G 255	
Y 95	B 41		Y 19	B 103		Y 0	B 255	
K 0			K 58			K 0		



## Primary & Secondary Logos

The Primary Wood Stone logo should appear on all brand communications and products.

The Secondary Stacked logo is appropriate for situations where a vertical logo is more effective.

The Secondary Flame Badge should be treated as a decorative element, not as a replacement for the primary logo.

Primary Logo:



Secondary Stacked Logo:



Secondary Flame Badge:



## Wood Stone Name - Two Words

The correct spelling of the Wood Stone name is two separate words.

Correct Spelling:

**Wood Stone**

**WOOD STONE**

Incorrect:

~~WoodStone~~

~~Woodstone~~

~~WOODSTONE~~

## Typography

STONE  
HEARTH  
OVEN  
COOKING

HANDS ON DEMO

**HANDS ON**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text.

### LARGE HEADLINES

PROXIMA NOVA THIN  
FONT-SIZE: 54 PT  
LEADING: 48 PT  
KERNING: OPTICAL  
TRACKING: 40

### MEDIUM HEADLINES

PROXIMA NOVA REGULAR  
FONT-SIZE: 28 PT  
LEADING: 31 PT  
KERNING: OPTICAL  
TRACKING: 60

### EMPHASIZED TEXT

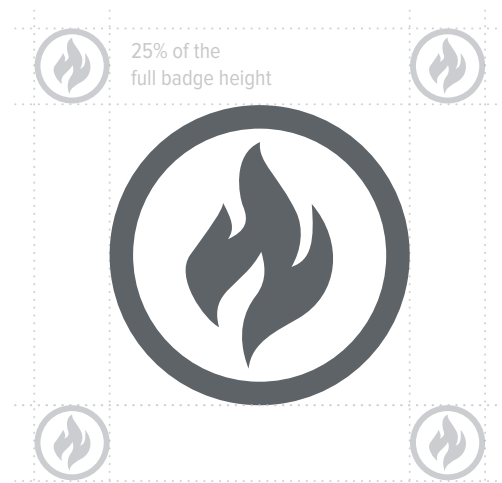
PROXIMA NOVA BOLD

### BODY COPY

PROXIMA NOVA REGULAR  
FONT-SIZE: 12 PT  
LEADING: 18 PT  
KERNING: OPTICAL  
TRACKING: 40

## Logo Clear Space

To preserve the Wood Stone logo's integrity, always maintain a minimum clear space around the logo from competing graphic elements such as other logos, copy, backgrounds, etc. The minimum clear space for the primary and secondary stacked logo is defined as the height of the "S" on all sides. The minimum clear space for the secondary flame badge is 25% the height of the badge.



## Acceptable Logo Use on Dark or Patterned Backgrounds

Depending on what provides the best contrast, the Wood Stone logo may be inverted (white), placed as gray (PMS 424), orange (PMS 158), or black.



## Non-Acceptable Logo Use

The goal is clarity and simplicity for clear communication and recognition.



*Don't add multiple colors*



*Don't use effects like a drop shadow or outline*



*Don't add border/stroke or place in a box*



*Don't place over a photo that makes the logo difficult to read*



## Logo File Formats

Vector based PDF and pixel based transparent PNG files are provided in the approved colors

WOOD  STONE

WS\_Logo\_Horiz\_Orange.pdf &  
WS\_Logo\_Horiz\_Orange.png

  
WOOD  
STONE

WS\_Logo\_Vert\_Orange.pdf &  
WS\_Logo\_Vert\_Orange.png



WS\_Badge\_Orange.pdf &  
WS\_Badge\_Orange.png

WOOD  STONE

WS\_Logo\_Horiz\_Gray.pdf &  
WS\_Logo\_Horiz\_Gray.png

  
WOOD  
STONE

WS\_Logo\_Vert\_Gray.pdf &  
WS\_Logo\_Vert\_Gray.png



WS\_Badge\_Gray.pdf &  
WS\_Badge\_Gray.png

WOOD  STONE

WS\_Logo\_Horiz\_White.pdf &  
WS\_Logo\_Horiz\_White.png

  
WOOD  
STONE

WS\_Logo\_Vert\_White.pdf &  
WS\_Logo\_Vert\_White.png



WS\_Badge\_White.pdf &  
WS\_Badge\_White.png