Vitamix

BRAND GUIDELINES
-VISUAL-

Start exploring
TABLE OF CONTENTS

Visual

A guide to representing the brand through graphics, photography, color typography, etc. Graphical elements may differ slightly across channels and media, but should be grounded in segmentation and end-user focused.

Logo PRINCIPLES

BRAND/HOUSEHOLD & COMMERCIAL LOGO

Our master brand logo represents the Vitamix® quality, heritage, and expertise. Use the logo as the primary representation of the brand. It should be visible on every product, application, and brand piece. These principals apply to the Vitamix logos and any derivations, such as the Vitamix Commercial logo.

ANATOMY

Our Vitamix master brand logo is composed of two elements: the vortex and the wordmark—both of which are legally protected. Because our logo is unique, it may not be redrawn, modified, added to, or distorted in any way. Always start from the original Illustrator, Photoshop, or EPS file of the logo.

The version below is the preferred representation of our Vitamix logo. This version should be used whenever possible to maintain a consistent brand presence.

Vortex   Wordmark

Logo

CLEAR SPACE

A minimum amount of clear space must surround our Vitamix logo to ensure that it is legible and instantly recognizable. The clear space is the height or width of one vortex around the perimeter of the logo. Do not violate this clear space with graphics, typography, or other elements. Use this clear space measurement when placing our logo near the edge of a document or other graphic elements.
No tagline or any other copy should appear within the clear space.

Clear space

SCALING

Always scale the logo uniformly to avoid distortion. Proper logo size is vital in maintaining readability. Our logo should never appear smaller than 1 inch (2.54 cm) wide.

Minimum width: 1.0 in / 2.54 cm

Logo USAGE

The main Vitamix logo should be used to represent the overall brand and household line of business. The Commercial logo is used for commercial purposes only.

NOTE

Our Vitamix logos have been designed and formatted to represent our brand in a clear, consistent manner. Altering the logo by ignoring the usage principles or executing one of the variations below compromises our brand equity and undermines our stance as the category leader. Respecting the logo is respecting the Vitamix brand.

SPOT COLOR
Use these preferred logos when and wherever possible.

vortex: PMS 429
wordmark: PMS 186
background: white

vortex: PMS 429
wordmark: PMS 186
background: white

CMYK
Use these alternatives when printing is limited to CMYK or four colors.

vortex: 40% black
wordmark CMYK: 2.100.85.6
background: white

vortex: 40% black
wordmark CMYK: 2.100.85.6
background: white

BLACK & WHITE
Use these alternatives as a final resort when color printing is not available.

vortex: 40% black
wordmark: 100% black
background: white

vortex: 40% black
wordmark: 100% black
background: white

DO NOT

alter composition

extract elements

add tagline

alter font

outline

apply drop shadows or other effects

scale disproportionately

tilt or angle

warp

reverse colors

apply a transparency effect

alter colors aside from the options to the left

alter language

add claims, tags, names or additional, unapproved text

fill with pattern or texture

use white logo on a too light or too dark background

use full-color logo on black background

use full-color logo on a busy photo, texture or pattern

Rotate logo vertically

Logo PRINCIPLES

VORTEX ICON

The vortex should never be used in place of the of the Vitamix logo. It can be used as a design element, (stand-alone or pattern) but only with brand-team approval.

ANATOMY

The example below shows the preferred representation of the vortex, and should be used whenever possible.

Vortex

CLEAR SPACE

When using the vortex as a stand-alone element (non-pattern), a minimum amount of clear space must surround our vortex to ensure that it is legible and instantly recognizable. The clear space is the height or width of one vortex around the perimeter of the icon. Do not violate this clear space with graphics, typography, or other elements.

Clear space

SCALING

Always scale the vortex uniformly to avoid distortion. Proper logo size is vital in maintaining readability. Our vortex should never appear smaller than a ½ inch (1.27 cm) wide.

PATTERN

The vortex may be used as a pattern but only on solid-color backgrounds (i.e., not on photos). When used in a pattern, do not include the registration mark. This treatment typically reserved for corporate materials. The Corporate logo must always accompany the pattern.

PRODUCT

Logo usage is documented in the Visual Brand Language document and is subject to approval by the ID Team and Brand Team.

LICENSED MATERIALS

Logo usage must be approved by the Brand and Product teams. If vortex is to be used as a standalone element, the brand logo must appear separately on the product as well.

Brand/Household
COLOR PALETTE

PRIMARY

Our primary Vitamix® colors, Vitamix Red and Gray, are the key hues associated with the brand.

SUPPORTING

Our supporting colors are white and Pantone 432.

ACCENT

Accent colors can be derived from key colors in the background photograph (if used).

COLOR USAGE TIPS

Print—Spot (Pantone) or CMYK
Screen—RGB
Web—HEX

VITAMIX RED
Pantone **186**
CMYK **2.100.85.6**
RGB **200.16.46**
HEX **C8102E**

VITAMIX GRAY
Pantone **429**
CMYK **21.11.9.23**
RGB **162.170.173**
HEX **A2AAAD**

WHITE
Print **Knockout / Paper**
CMYK **0.0.0.0**
RGB **255.255.255**
HEX **FFFFFF**

Pantone **432**
CMYK **65.43.26.78**
RGB **51.63.72**
HEX **333F48**

Commercial
COLOR PALETTE

PRIMARY

Our primary Vitamix® Commercial colors, Vitamix Red, and Brushed Stainless, are the key hues associated with the category.

SUPPORTING

Our supporting colors are Vitamix Gray, white and Pantone 432.

ACCENT

Accent colors can be derived from key colors in the background photograph (if used).

COLOR USAGE TIPS

Print—Spot (Pantone) or CMYK
Screen—RGB
Web—HEX

VITAMIX RED
Pantone **186**
CMYK **2.100.85.6**
RGB **200.16.46**
HEX **C8102E**

BRUSHED STAINLESS
Metallic Foil **Proll Mirror M1**
Metallic Ink Pantone **877**
Gradient **white & PMS 429**
CMYK **48.39.39.3** | RGB **138.140.140**
HEX **8A8B8C**

VITAMIX GRAY
Pantone **429**
CMYK **21.11.9.23**
RGB **162.170.173**
HEX **A2AAAD**

WHITE
Print **Knockout / Paper**
CMYK **0.0.0.0**
RGB **255.255.255**
HEX **FFFFFF**

Pantone **432**
CMYK **65.43.26.78**
RGB **51.63.72**
HEX **333F48**

Color
USAGE

DO

Typography
- Use white on top of contrasting, saturated colors or backgrounds like Vitamix Red, Pantone 432, and Black
- Use Vitamix Red to highlight short pieces of information and brief, Vitamix®-specific copy
- Use the supporting color palette to emphasize select moments
- Headline colors can be derived from key colors in the background photograph (if used)

Backgrounds
- Use white as a canvas for layouts with lots of copy, detail or color
- Use a Red vignette to occasionally highlight a layout specific to Vitamix
- Use Vitamix Gray or textured vignette equivalent to occasionally break up the many pages of white

DO NOT

Typography
- Do not use white on top of bright /or very light backgrounds
- Do not use Vitamix Red for large or even standard amounts of copy
- Do not use Vitamix Gray or Pantone 432 on deep or dark backgrounds
- Use multiple colors from background photography

Backgrounds
- Limit the amount of textured or flat color backgrounds in large publications (e.g. cookbooks).
- Do not use every color in the color palette together as a system of backgrounds
- Accent this system with the occasional use of a supporting color background

Photography OVERVIEW

Photography is our strongest tool for providing our consumers a glimpse into the world of Vitamix® and expressing our brand in a way that emphasizes relationships and community over machines.

Just as we don't use two brand voices when we speak about them, we don't draw a hard line between Household and Commercial imagery. All photography should align with our Brand Attributes and Consumer Value Proposition (CVP)*:

- **THE VITAMIX DIFFERENCE**
  - **BRAND**
  - **PRODUCT**

- **HEALTHY**

- **PERSONABLE**

- **APPROACHABLE**

- **FLEXIBLE**

*We will be developing and defining the CVP in 2021

Photography OVERVIEW

Always position our products in a premium light by employing simplicity, natural colors, and true-to-life applications.

LIFESTYLE: HOUSEHOLD

Show people interacting with product or the product recently in use. Focus should be on the people making connections rather than the product.

- Connection over whole-foods
- Building relationships
- Healthy lifestyle
- Talent should be diverse and represent end-user segment
- Talent should be full-frame and not cropped

LIFESTYLE: COMMERCIAL

Show people interacting with Vitamix products. Product should be in use or obviously recently used (e.g. messy container)

- Community coming together
- Authentic sets/props/wardrobe
- Healthy lifestyle and whole-food focus
- Talent should be diverse and represent end-user segment
- Showcase WOW moments when possible

RECIPE

Highlight recipes that excel with the Vitamix *(See Recipe Guidelines for more information)*

- Recipe should be healthy and feature healthy alternative ingredients when necessary
- Commercial recipes shown in props specific to the industry (to-go cups)
- Use large/non-cut, whole-food ingredients as accents
- Does not need to be perfectly styled - looks authentic
- Can feature human interaction with featured food

GRABS

While shooting lifestyle photography featuring talent, try to get extra grabs of the talent interacting with the resulting recipe and/or other talent on set. This helps maximize storytelling opportunities.

- Product does not need to be included, but should show final output (i.e. recipe)
- Variety of shots can be included e.g., full talent, close up, etc

ENVIRONMENT

Use the environment to tell the story. Carefully consider the placement of the product, as well as the ingredients, prepared food, materials, and surface and how they relate to the target audiences.

- Authentic sets/props/wardrobe authentic to segments
- Healthy lifestyle
- Does not need to be perfectly styled
- Fill the product container to 3/4 of its maximum capacity with ingredients.

PRODUCT USAGE

Show step by step process to be used in tips and tricks messaging or to be used to create GIF formatted videos to ensure customer success.

- Simple background
- Focus on action
- Step by step
- Locked down framing
- Showcase The Vitamix Difference when possible

Product
PHOTOGRAPHY

The following categories outline standards by which we showcase our product and its versatility.

PRODUCT VIEWS:
- **FRONT**
- **LEFT GLAM**
- **RIGHT GLAM**
- **PROUD**
  - Shoot against a white background
  - Accurately show the dimension of the product
  - Do not hide parts of the product in shadows unless it is unavoidable
  - Focus on the product and do not include ingredients or food in the shot

PRODUCT DETAIL
- Shoot against a white background
- Highlight unique machine features
- Focus on the product and do not include ingredients or food in the shot
- Components of products should be shot individually and the composited together when necessary

PRODUCT CONTAINING INGREDIENTS
- Shoot against a white background
- Fill the product container to ¾ of its maximum capacity with ingredients. It is preferred that these ingredients are not blended. Ingredients should be large and rough cut (no pre-diced items) to show the blender helps reduce prep time.
- Prop the scene with finished food / beverage and ingredients used to make the recipe

PRODUCT HERO
- On the occasion when the product must be shown as the hero, ensure the device appears bold and stands alone.
- Food mid-preparation and a little imperfection go a long way to imply humanity without actually showing a person.
- Should be shot on both dark and light backgrounds for variety of use. Color can be used as added an option.
- Lighting can be use to emphasize key product features

front view

left glam

right glam

product with build

product detail

product hero

non-blender example
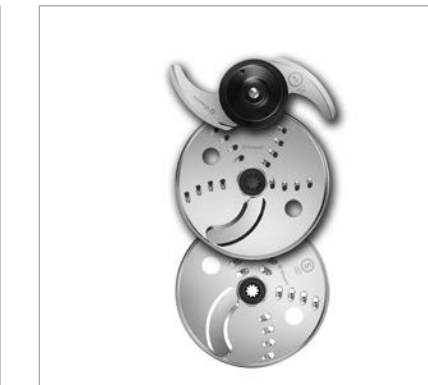
product component composite

Photography
STYLING

The setting, surfaces and materials that represent our brand require special attention. Follow the guidelines below to ensure our product is always shown in a context consistent with the Vitamix® lifestyle.

SETTINGS

Show products in the kitchen or commercial food-prep environment. Lighting is situation dependent, but ensure the food or product is the clear focus when environment focused. Select an accent palette to provide a cohesive look throughout the setting.

Foodcycler is the exception and should be shown where it's used. (Garage, kitchen, mudroom, or basement)

SURFACES

Any surface that features food or product should feel authentic. The texture of the surface should be more recessive than dominant and complement the featured food or product, not distract from it. Avoid loud, overly textured backgrounds.

PROPS

Utilize props that are authentic to the scene and situation. Household props should reflect the target audience and various consumer segments. Commercial props should be relevant to the workspace.

ANGLES

A variety of angles can be used and are encouraged when talent is involved. For recipes, limit to overhead or straight on to focus on the texture of the recipe. For product specific angles, see page 18.

FOOD

Styling should be simple and realistic for the end-user to achieve. Featured recipes should be made in a Vitamix machine and highlight the Vitamix difference. Use real food and ingredients. Can be messy to appear more authentic and lifelike. Healthy options and alternatives should be included. Use large whole-food ingredients as props.

Photography
USAGE

DO NOT

- Blend without lid
- Do not use props that are a replacement for Vitamix techniques (e.g. mortar and pestle, competitors, food processor)
- Limit large appliances in imagery
- Do not use perfectly even studio lighting
- Do not use fake food in the imagery
- Do not show obviously staged, styled, composed, or flawless situations
- Do not use food as decoration, pattern, or graphics
- Talent and sets should not be overly staged
- Do not put an overt focus on travel and location
- VItamix is not an authority on medical claims
- Do not show dicing or small cuts as props (unless diced in the blender) or within the blending container build
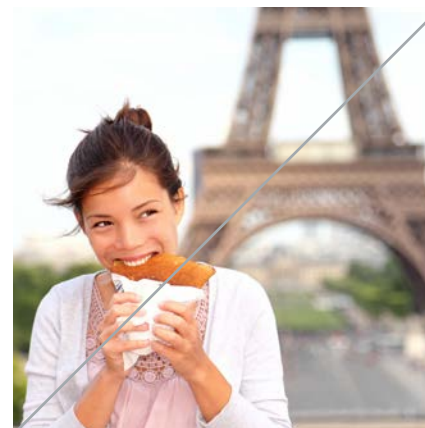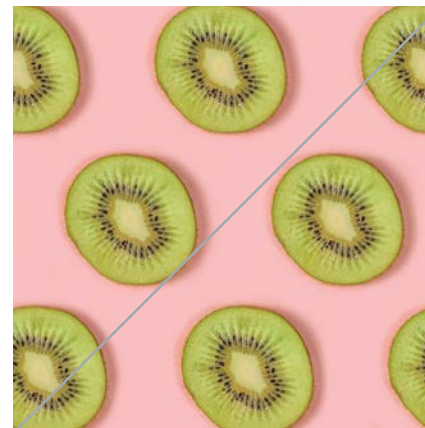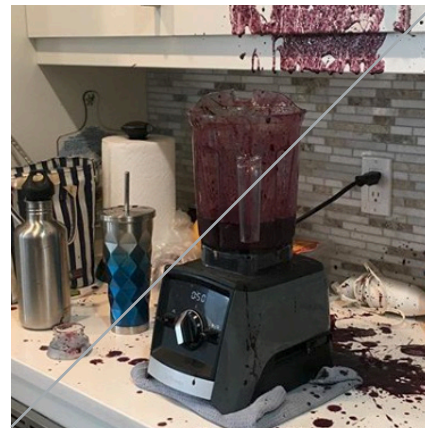
Typography PRINCIPLES

PRIMARY FONT

Gotham is our primary brand font that should be used throughout literature. Gotham should always be the body copy font.

ACCENT FONTS

Sentinel is primarily used as an accent font for Commercial but can be used to highlight important information in household. See examples page 26. Use to highlight positive brand expressions or sentiments like customer quotes or brand differentiators. Call outs and headlines only.

Aa
Gotham Medium
THIS IS A HEADLINE EXAMPLE

Aa
Gotham Book
This is a body copy example

Light	*Light Italic*
Book	*Book Italic*
Medium	*Medium Italic*
Bold	***Bold Italic***
Black	***Black Italic***

Aa
Gotham Narrow Medium
THIS IS A HEADLINE EXAMPLE

Aa
Gotham Narrow Book
This is a body copy example

Light	*Light Italic*
Book	*Book Italic*
Medium	*Medium Italic*
Bold	***Bold Italic***
Black	***Black Italic***

Aa
Sentinel Medium
This is a Headline example

Aa
Sentinel Book
This is a body copy example

Light	*Light Italic*
Book	*Book Italic*
Medium	*Medium Italic*
Semi-Bold	*Semi-Bold Italic*
Bold	***Bold Italic***

Aa
Freeland
Call out Example

Illustration
PRINCIPLES

ILLUSTRATION

Illustration can be used when the application lends itself to a more creative execution, as a way to emphasize important information, or as an option when photography isn't available. Illustration should be utilized in infographics with simplistic and easy-to-understand graphics that are colorful and eye catching. For projects that are meant to be expressive and playful, illustration can appear more natural and gestural. Illustration can be used as an opportunity to represent fun and Joy.

EXAMPLES
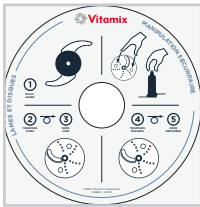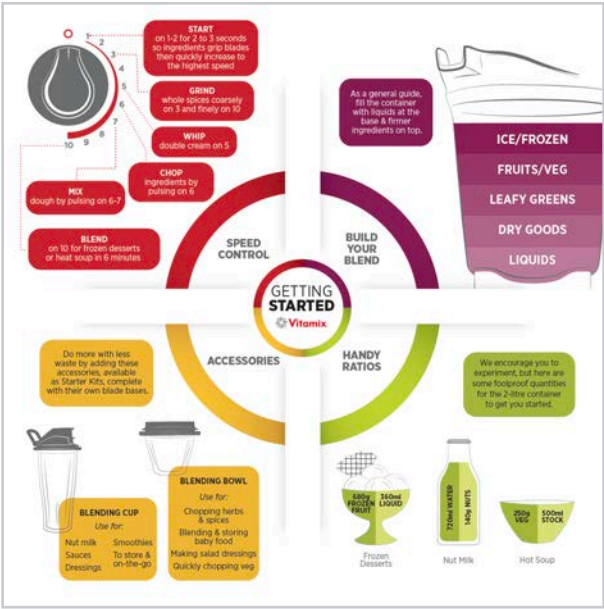
ICONS

Icons should be used to represent easily identifiable concepts or used when photography is otherwise unavailable. Icons can accompany copy to make their meaning more impactful but should be able to stand on their own.

EXAMPLES

Household
LAYOUT EXAMPLES

Commercial
LAYOUT EXAMPLES

Video
GUIDELINES

Follow these production guidelines to create branded video content successfully.

LEGAL APPROVAL

- Prior to shoot, contact the Vitamix legal team to discuss the content of the planned video and determine the extent of legal approval required. Note: All competitive claims must be approved prior to video production)

SETS & CASTING

- Sets should be globally relevant, with special consideration paid to kitchen sets and appliances
- Casting should reflect diversity in a natural, authentic way, and be culturally ambiguous—not suggesting a particular region or country. Casting should be reflect end-use segments when applicable.
- Always check talent usage rights before using or posting existing videos
- Frames and cropping with vary throughout the video but include a full frame/uncropped image of the talent when possible (e.g., enjoying final completed recipe, using the machine)

ANIMATION

- Does not overpower live action but used a to emphasize actions
- Full animation videos should be used to show complicated storytelling that is hard to represent through live action
- Use as a way to emphasize fun and joy

PROPER LANGUAGE

- The product should always be referred to as a Vitamix® machine, Vitamix blender, or as its individual model name. Never call the product a "Vitamixer" or any other name
- The proper names of other features/components are: motor base, container, tamper, lid, lid plug, lid plug opening. Do not call the machine features by different names
- Refer to program settings as "programs," not "speeds" or "presets"
- Make sure all proper trademark symbols are included with product names that appear on screen. (Note: Local trademark registrations should be considered for each market where the video will be used)

PROPER MACHINE USE

- Always have the lid securely fastened and straight when the machine is in use. Lid flaps should be perpendicular to the spout
- Attempt to show the front of the machine as frequently as possible. But the talent should interact with the machine comfortably and naturally
- Clean any dust, fingerprints, and smudges off the machine(s) prior to shooting

- If shooting the blending vortex inside the container, do so through the lid plug only. Do not shoot the machine in use without the lid in place
- Do not use the tamper without the lid securely in place
- Make sure the dial is set to 0 and the on/off switch is in the off position before blending
- Ensure sound covers are securely closed, if applicable, while recording
- When possible, avoid straining blended mixtures through a chinois, mill, cheesecloth, etc. Chefs use these tools more often in recipes, which is acceptable
- Do not use any other competitive blender on set
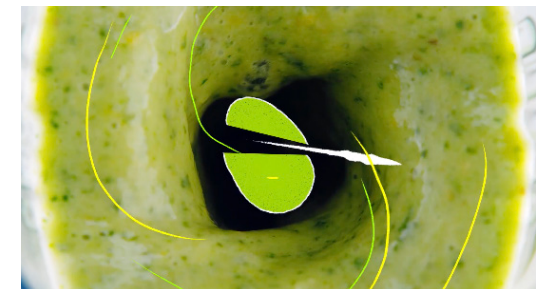
EXAMPLES
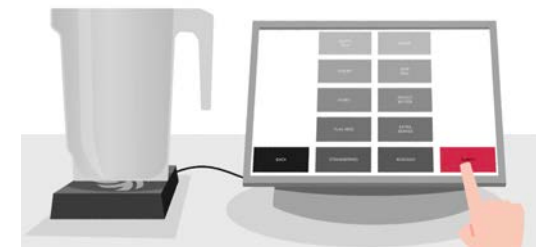
Digital GUIDELINES

Please follow these guidelines when creating digital marketing assets.

EMAILS

- Only use the Freeland accent font to highlight a word or small headline of three words or less.
- Use a cinemagraph (or seamless looping) animated GIF where a video would be (as you cannot embed videos in emails), this improves engagement rates
- Include static play button overlaid on image when a GIF is not an option
- Emails should always include one button or arrow in each module to indicate a clickable call to action. Do not include more than one button per module as this is a confusing experience.
- Call to action should be clear and concise. It must be Moment-of-Truth based and should focus on the end user's benefits.
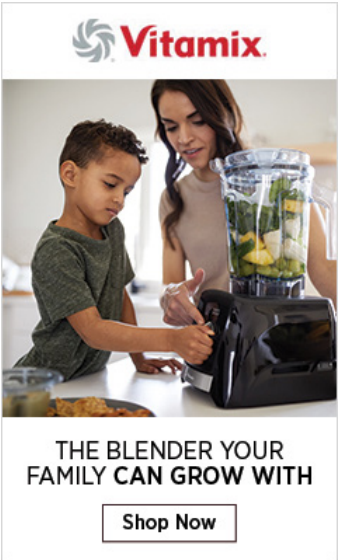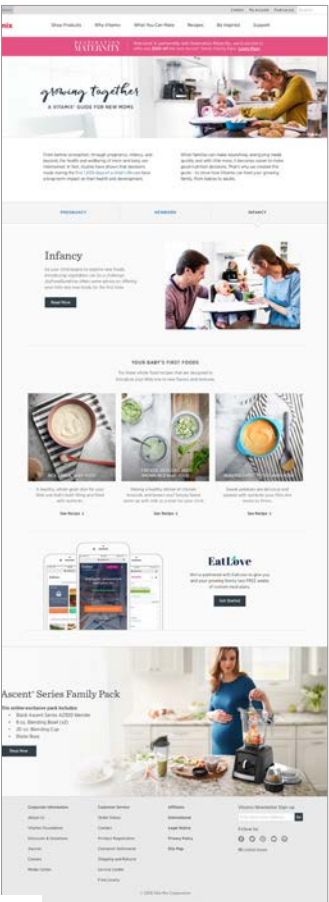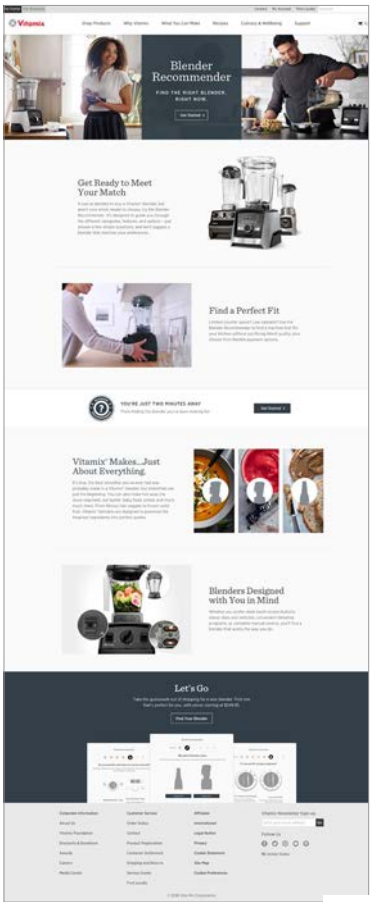
BUTTONS

- Buttons should always be square or rectangular (without rounded corners) and use Gotham Narrow Medium in title case.
- If a button is on a white background, the button should have a solid fill of Conquer (#333F48) OR be dark text with no fill and have a 1px hairline border of Conquer (#333F48).
- If a button is on a dark background, the button should have a semi-transparent white (15% to 20% opacity) background with a white 1px hairline border of (20% to 40% opacity).

MEDIA BANNERS

- Place a 1px inset border around all media banners in #dddddd gray.
- Media banners should always include one button or arrow if space allows, to indicate that it's clickable. Do not include more than one button as this is a confusing experience.
- Do your best to follow the space requirements in the logo guidelines. If space does not allow a vortex width around the entire logo, do your best to "allow it to breathe" without placing the logo too close to other graphic elements.
- Try to use the Freeland accent font to highlight an appropriate word in the headline.

Digital EXAMPLES