Winston industries

GUIDELINE
FOR
BRANDING

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IT TAKES A FAMILY

AN INTRODUCTION TO THE WINSTON **HISTORY**

Company founder, Winston Shelton, was born in Lockwood, West Virginia, in 1922, and was the youngest of five children. From the very beginning, Winston knew the value of families working together. His parents, Opal and Norman Shelton, operated a roadside diner. While assisting his mother in the diner's kitchen, young Winston had his first exposure to foodservice and family business.

Founded in 1969, Winston Industries now employs over 150 people, with three generations of the Shelton family working in the business. Nearly half of the organization's employees have been with the company for ten or more years. It is no coincidence that the company roster contains many of the same last names. Our employees come from all over the world, adding diversity and multicultural experience to our family of friends.

Our close family culture extends to our customers and suppliers. The company was started and grew with the endorsement and support of Colonel Harland Sanders and the franchisee family within the KFC system. Although we have expanded our market significantly, Winston Industries still enjoys a strong relationship with KFC worldwide and many other customers from the early years. And just as we have nurtured relationships with highly valued, long-standing customers, we have cultivated solid partnerships with our suppliers over the years.

At Winston, ideas come from everywhere, and we encourage daydreams of new products, markets, and ways of doing things. We understand that we are all part of one family and that our unique family tree of Winston is rooted in innovation, passion, sacrifice, discipline, and an unyielding belief in the future.

LOGOS

ABOUT WINSTON INDUSTRIES **LOGOS.**

Business and industry partners of Winston Industries may use the Winston Industries logos with permission on their websites and approved marketing or sales materials. The logo or its likeness must not be used for any purpose without the written consent of the Winston Marketing Department. If you're not sure, please ask. It won't bother us. It's our job.

LOGO **ELEMENTS.**

All Winston logos have two elements – a stylized W and a wordmark. The two logo elements should be used together whenever possible. Using the stylized W alone is permissible when space availability makes using the entire logo illegible. Again, please give Marketing a shout to ensure it's an acceptable use.

REVERSED **LOGO.**

Reversing the logo is advised on dark backgrounds. White is the only approved version for this instance.

ONE COLOR **LOGO.**

A one color logo is acceptable when required. Use black or white under these circumstances.

.1625" in height.

Stylized W Usage | You may use the Winston Stylized W separately from the wordmark (with permission). It's ordinarily limited to event logos, clothing, or branded tchotchkes. Whenever the logo is used in printed publications or presentations, the complete version, consisting of the stylized W and wordmark, is the preferred logo. The guidelines presented in the full logo section regarding clear space, color, and background guidelines should be followed for the Stylized W logo as well.

Minimum Size | Always display the logo at a size large enough to read the wordmark. We don't want the reader squinting to see the logo. Actual size will vary based on the resolution of the medium, but as a general rule, the stylized W should be no smaller than .1625" in height.

Clear Space | It is essential to maintain an open area surrounding the Winston Foodservice logo to remain recognizable and stay aware of other page elements. The border on each side of the logo/wordmark should equal the height of the stylized W. The bigger the logo, the bigger the clear space. When in doubt, give us a shout.

LOGOS

DIVISION **LOGOS.**

Winston Corporate division logos may only appear in three color choices: two-color spot, black, or white (reverse), unless otherwise approved.

The logos shown in this guide are the latest versions. If you aren't sure whether the logo you have on hand is current, we'll be happy to certify (or provide a more recent version).

USING DIVISION LOGOS | Use the Winston Industries logo with blue accents when creating documents and marketing materials representing the company. The Winston Industries logo should be used for both internal and external communications. Only use division logos when representing that particular division. For example, each division's website uses its specific logo. Win2uit and Winston Manufacturing generally fall under the Winston Industries logo outside of the website. If you have a question about when to use a division logo, please consult with the Foodservice Marketing team.

The Winston Foodservice logo is more widely used because the Foodservice Division encompasses all of Winston's marketing activities. The Foodservice logo is used on the division website, email communications, advertising, marketing materials, tradeshow displays, and social media. When in doubt, please verify which logo should be used with the Foodservice Marketing team for your project.

Standard 2-Color Logos | The two-color logo is preferred and should be used on backgrounds that provide appropriate contrast. The 2-color reverse logo should be used against black or very dark backgrounds.

One Color Logos | The 1-color black logo may be used when color printing is not an option. Black should be used on white or very light backgrounds.

The 1-color white logo may be used when color printing is not an option. White should be used on black or very dark backgrounds.

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The 1-color white logo may be used when color printing is not an option. White should be used on black or very dark backgrounds.

FOODSERVICE LOGOS

ABOUT FOODSERVICE **BRANDS.**

Winston Foodservice owns and promotes two primary brands - CVap® and Collectramatic®. When using these brand names in written copy, the first usage on each page should include the registered trademark (®). It's not necessary to use the trademark on subsequent appearances of either brand name. The logos shown on this guide are the latest version. Folks who have a history with Winston know that the logos have undergone fairly frequent changes over the past few years. If you aren't sure whether the logo you have on hand is current, please contact us. We'll be happy to certify (or provide a more recent version).

CVap Brand Logos | The CVap logo may not be printed in colors other than those shown here without permission. When in doubt, give us a shout.

CVap Brand Logos | The Collectramatic
logo may not be printed in colors other
than those shown here without permission.
When in doubt, give us a shout.

FONTS

ABOUT DIVISION **FONTS.**

All Winston marketing and promotional materials should utilize the Myriad
Pro family of fonts (Light, Regular, and Bold). Any variation from this font
should be approved by the Winston Marketing Manager. The approved font
for communications generated using Microsoft Office applications is the
Segoe UI family of fonts (Regular, Semibold and Bold).

Myriad Pro Light   Segoe UI Regular
Myriad Pro Regular   **Segoe UI Semibold**
Myriad Pro Bold   **Segoe UI Bold**

Additional Fonts | All Winston marketing and promotional materials should primarily utilize the approved fonts listed above unless otherwise approved.

If any materials require additional typefaces in order to draw the eye to it (i.e. trade show signage or other customer-facing materials), the marketing team will use their best judgement on which fonts work best for the project. Heck, that's why we have them around, right? However, Myriad Pro should be remain the primary font for all Winston marketing materials. All marketing materials should not utilize additional fonts for more than than 20% of the overall completed design.

Winston industries

PMS 3005C	PMS Black	White
CMYK 100/31/0/0	CMYK 0/0/0/100	CMYK 0/0/0/0
RGB 0/119/200	RGB 0/0/0	RGB 255/255/255
Web 0077C8	Web 000000	Web FFFFFF

Winston foodservice

PMS 7626C	PMS Black	White
CMYK 0/93/95/2	CMYK 0/0/0/100	CMYK 0/0/0/0
RGB 198/53/39	RGB 0/0/0	RGB 255/255/255
Web C63527	Web 000000	Web FFFFFF

Win2uit® electronics

PMS 1385C	PMS Black	White
CMYK 2/56/100/3	CMYK 0/0/0/100	CMYK 0/0/0/0
RGB 213/120/0	RGB 0/0/0	RGB 255/255/255
Web D57800	Web 000000	Web FFFFFF

Winston manufacturing

PMS 7493C	PMS Black	White
CMYK 42/5/98/29	CMYK 0/0/0/100	CMYK 0/0/0/0
RGB 143/153/62	RGB 0/0/0	RGB 255/255/255
Web 8F993E	Web 000000	Web FFFFFF

CVap®

PMS 297C	*PMS Black*	*White*
CMYK 52/0/1/0	*CMYK 0/0/0/100*	*CMYK 0/0/0/0*
RGB 113/197/232	*RGB 0/0/0*	*RGB 255/255/255*
Web 71C5E8	*Web 000000*	*Web FFFFFF*

COLLECTRAMATIC®

PMS 7493C	*PMS 7540C*	*White*
CMYK 42/5/98/29	*CMYK 41/28/22/70*	*CMYK 0/0/0/0*
RGB 143/153/62	*RGB 75/79/84*	*RGB 255/255/255*
Web 8F993E	*Web 4B4F54*	*Web FFFFFF*

CULTURE CONTINUES TO EVOLVE.

EMAIL SIGNATURES

OUTLOOK EMAIL **SIGNATURES.**

All new and current Winston Industries team members should update their Outlook email signature to the current standard set forth by Corporate Marketing.

All team members must use the appropriate Outlook signature and color scheme that matches their assigned division. Please contact Marketing or IT for questions or assistance with signature.

All Outlook signatures should follow this format:

COMMUNICATION GUIDELINES

PILLARS OF WINSTON **TONE OF VOICE.**

All communications should employ our UFIA (unapologetic, fun-loving, informal, authentic) TOV. But what does that mean?

Unapologetic	Informal
Fun-Loving	Authentic

Tone of Voice (TOV) is not about WHAT we are saying but HOW we are saying it to our audience. Thus, how it influences people to ingest our messaging. Our TOV represents our brand personality and values.

TOV varies at times depending on the AUDIENCE we are communicating with (customer, prospects, reps, etc.). The MEDIA we are using as formats and lengths change. And, from the GOAL OR INTENT of the piece we are delivering. CONSISTENCY is key and TOV should always carry through from piece-to-piece and medium-to-medium.

The goal is for tone to shine through even if there isn't a Winston logo present. A defined TOV builds a connection with our audience. It builds trust, memorable experiences and ultimately increases brand recognition and sales revenue. Who doesn't want that right?

Unapologetic | Winston Foodservice builds equipment that's unlike anyone else's. Likewise, the Winston Foodservice family is also unique and offers no apologies for being different. Far from it, we take pride in what sets us apart, and we're eager to point it out. We don't take any crap from anybody.

Oops. We did it again. And, we don't regret it. We aren't apologizing for who we are. We've always been out of the box when it comes to doing things. Sometimes that may rub one the wrong way.

Fun-Loving | We never shy away from an opportunity to fly our fun flag. Our communications should reflect a spirit of fun (in an unapologetic but not inappropriate way). A well-written paragraph should prompt a smile.

We get the job done and are serious about our work, but that doesn't stop us from throwing in a joke, prank or two.

Informal | Rather than sounding corporate and stiff, we should strive to sound more casual - as though talking to a good friend. The foodservice industry is dominated by large, very corporate-sounding companies. We want to stand apart from that business-speak. Try to avoid industry jargon and clichés.

Like a fine mullet. All business in the front, party in the back. We don't love to dress up, but when we do it's on. Our delivery is casual and relaxed, but to the point.

Authentic | Most people have great BS detectors - they can smell phony a mile away, so always communicate with authenticity. Our communications should always be honest, empathizing with the reader and the challenges they face. Authenticity is all about keeping it real, original, and genuine.

We are genuine. Winston swagger is easy to define. We are real people who make real products for real people. Yeah, we invented some things and are passionate about it, but we put our pants on just like anyone else.