

BRAND

THE NEXT 100

Speed Queen®

BUILDING A BRAND

It's not just a logo. It's not simply a color. And it's more than a tagline. Building a brand is all about making a meaningful, emotional connection with our customers that has them thinking about Speed Queen, even when they're not thinking about Speed Queen. And as we move forward into our second century, it's time to infuse new energy into our image. We need to reach our customers through a relevant message that powerfully conveys who we are today, while still paying homage to our past. This is the first step in building that relationship — identifying who we are, how we want our customers to perceive us and what we need to do to continue making the emotional connection that is so essential to our success.

THE BRAND FOUNDATION

Brand attributes are the characteristics that define us as a company. They tell our customers who Speed Queen is, what we stand for and why they should put their trust in our products. But we need to understand who we are before our customers can. And we must believe it, or they never will. We are **RENOWNED** With more than 100 years in the industry, no one has more laundry experience than we do. **RELIABLE** Speed Queen products are masterfully crafted with commercial-grade construction for unmatched durability and performance. **KNOWLEDGEABLE** Our global support network consists of true experts in laundry. **DEDICATED** We are not an appliance company. Laundry is all we do. And we've perfected our craft. **LIBERATING** An unwavering commitment to quality. Industry-leading warranties. Unparalleled customer support. They all contribute to our customers' confidence and peace of mind that their laundry needs will not only be met, but surpassed.



BE AN AMBASSADOR

You are the face of Speed Queen. Your customers see our company through you. Thus, our ability to create a powerful brand relies on your steadfast partnership. When customers interact with you, they should be filled with the comfort that emerges when working with a world leader. So your role can be summed up in three words: BE AN AMBASSADOR. Simply put, ensure that you and your company are representative of the Speed Queen brand and our attributes. We wholeheartedly appreciate your efforts. And with your help, there's no limit to what the Next 100 will bring.

THE BRAND LOOK

While a brand isn't just a logo, color or tagline, these components still play an integral role in a customer's perception. They represent an entry point through which our customers can engage with our brand. Often, they are precisely what link the customer with the emotion. For this reason, it is extremely important that the visual representation of the Speed Queen brand remain consistent. So when our customers see our color, our logo and our verbiage, they immediately recognize Speed Queen and identify us with our brand attributes.

SQ BRAND FONTS

Use only the Speed Queen fonts identified below in print communications. ITC Avant Garde Gothic Extra Light is to be used for primary messaging and headlines. Use LFT Etica Light for body copy, subheads and captions.

ITC AVANT GARDE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

LFT ETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

SQ BRAND COLORS

The Speed Queen color system is comprised of two palettes. The primary color palette consists of PMS warm red and PMS black — the dominant branding colors. The secondary palette is made up of five colors. They should be used as accent colors to enhance communication without distracting from the primary brand palette.

PMS: BLACK C C:0 M:0 Y:0 K:100	PMS: WARM RED C C:0 M:87 Y:100 K:0			
PMS: 7534C C:1 M:1 Y:13 K:15	PMS: 7536C C:13 M:15 Y:31 K:24	PMS: COOL GREY 6C C:0 M:0 Y:0 K:40	PMS: COOL GREY 9C C:0 M:0 Y:0 K:60	PMS: COOL GREY 11C C:0 M:0 Y:0 K:80

SQ BRAND IDENTITY MARKS

When the Speed Queen logo type and Speed Queen Q logo must appear as primary elements in a communication, they must only be used in our primary brand colors. Secondary brand elements that include the logo, such as background textures, design elements or support graphics, may appear using the secondary palette, but only as a complement to the primary brand mark. In the case of dark backgrounds, the logos may also appear in reversed-out white.

Speed Queen.

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100 **Speed Queen**®

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