



Brand Guidelines



KAIVAC®

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WHY DO WE HAVE BRAND GUIDELINES?

Kaivac's brand guidelines were developed to:

- Provide the foundation of the Kaivac brand
- Establish an overall brand essence that should be a part of everything we do
- Define who we are, how we speak and how we look
- Guide consistent execution of our brand — effectively and consistently at every touchpoint

Please refer to this guide often to ensure all assets, materials and messaging stay true to Kaivac.

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BRAND OVERVIEW

VISION AND MISSION

VISION

Kaivac will be the World Leader in creating complete cleaning systems that produce healthy results (outcomes).

MISSION

Starting with the restroom, Kaivac will innovate, market, and train scientifically proven cleaning systems that:

- Are functionally and economically “better, faster, and cheaper”
- Are environmentally “lean, green, and mean (on soils)”
- Raise the value of the cleaning industry and the dignity of the worker



THE GOLDEN BULLSEYE



POSITIONING STATEMENT

For the commercial cleaning industry,
TARGET AUDIENCE

Kaivac is the one cleaning system that delivers a
BRAND CATEGORY

deeper, faster and more cost-effective solution
KEY CUSTOMER BENEFITS

than traditional cleaning protocols. Unlike the competition,
COMPETITIVE DIFFERENCES

Kaivac uses worker-inspired product innovation to find better ways
COMPETITIVE DIFFERENCES

to clean, while leveraging science and technology
COMPETITIVE DIFFERENCES

to prove its effectiveness.
COMPETITIVE DIFFERENCES

BRAND PYRAMID

ESSENCE

Kaivac Means Clean

EMOTIONAL ALIGNMENT

A Better Way / Dignity for the Workers
A Healthier and Safer World / American Made

BRAND PERSONALITY

Compassionate / Trustworthy / Determined / Helpful / Disruptive / Friendly / Wise / Humorous

UNIQUE ATTRIBUTES

Innovative / Scientifically-Proven / Value-Driven / Environmentally Responsible / Champion of the Worker / Easy-to-Use

BRAND VOICE

Our Brand Voice — what we say and how we say it — is as much a part of our brand as our visual look and feel. It's the tone and attitude behind every communication.

Our Voice connects with our audience on a human level. We speak with our audience, not up to them or down to them.

Our Voice is welcoming and approachable, clear and concise. We are always informative, respectful and kind. We understand that people are busy, so we're mindful of their time.

BE PERSONAL

Use "I-you" and "we-you," as if you're talking to a neighbor, friend or colleague.

BUSINESS-Y:

Kaivac offers comprehensive solutions to companies and industries.

PERSONAL:

We offer comprehensive solutions to assist you in achieving healthy and safe facilities.

BUSINESS-Y:

The customer should contact customer support with problems.

PERSONAL:

Feel free to contact your customer solutions specialist 24/7/365.

USE EVERYDAY LANGUAGE

Take the point of view of your audience, using familiar words they'd use in conversation, allowing them to have the information simply, quickly and efficiently.

Use contractions because this is the natural way we talk and it appears more approachable and friendly.

BE ACTIVE

Use active voice and strong verbs whenever possible, avoiding passive "there is" and "there are" sentences

PASSIVE:

Here are five Kaivac products that can provide a deeper, faster and more cost-effective clean.

ACTIVE:

Implement these Kaivac products to achieve a deeper, faster and more cost-effective clean.

HEADLINES

Begin with verbs or benefit words (i.e., how or why, or # ways or tips) whenever possible to grab attention and encourage action

VERB HEADLINE:

Customers in store improves the bottom line.

BENEFIT HEADLINE:

When customers stay longer in your store, they buy more.

VISUAL GUIDELINES

PRIMARY LOGO

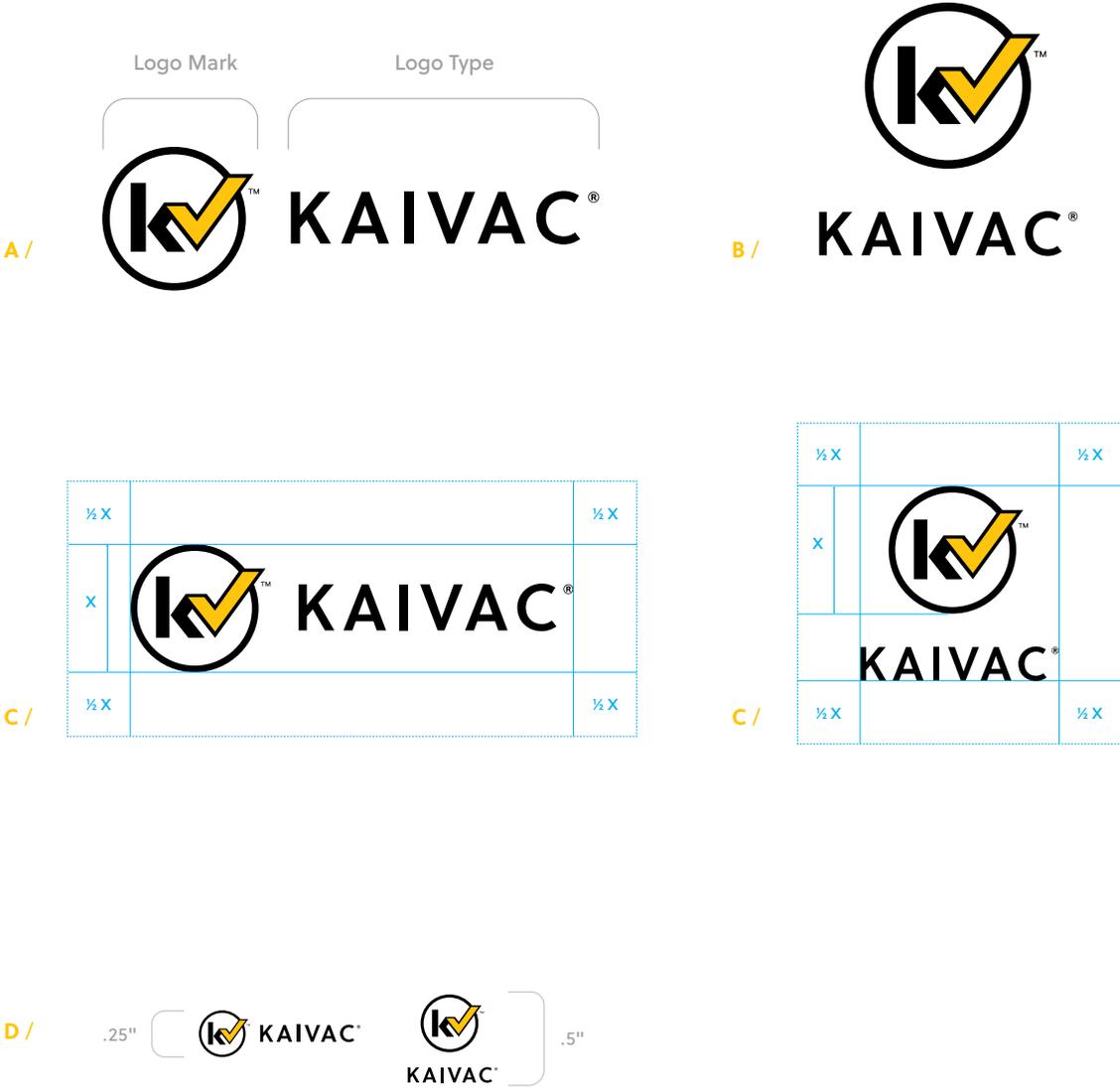
Using logos consistently creates strong brand recognition. The logo is the primary vehicle for visually expressing the brand.

A / PRIMARY LOGO is horizontal and includes the logo mark coupled with the logo type.

B / SECONDARY LOGO is a stacked version of the logo mark and logo type. It is to be used in situations where horizontal space is at a premium.

C / CLEAR SPACE ensures the logo is legible and prominently featured. Clear space must appear around the entire logo both vertically and horizontally equal to the 1/2 the height of the logo mark.

D / MINIMUM SIZE for the horizontal logo is .25" high. Minimum for the stacked logo is .5" high.



LIMITED COLOR LOGOS

A / Kaivac logo

The Kaivac logo is created from the Primary Color Palette. Use this version when placing the logo on a White or Gold or light colored backgrounds.

B / Logo on a black or dark background

The Logo Type and trademark become white and the remainder of the Logo Mark doesn't change.

C / When placing a logo over a photo, select a simple area so that the logo has plenty of clear space around it.

D / When budget limits color and the 2-color logos can't be used, the logo can be used in a 1-color version using Black, Gold, or White from the Primary Color Palette.



A /



B /



C /

D /

LOGO DON'T

Incorrect use of the Kaivac logo will compromise its integrity and effectiveness.

Although these examples don't represent every misuse, they reflect situations to avoid. To ensure correct reproduction, always begin by reviewing these guidelines.



Don't change the color of the logo type or logo mark or use it in a non-approved color



Don't change the font of the logo type



Don't skew, stretch or distort the logo



Don't remove the circle or change the K-check logo mark



Don't adjust the scale or positioning of the logo mark or logo type



Don't use on a background that interferes with legibility



Do not use drop shadows or other design effects



Don't use on a busy background

LOGO MARK

LOGO MARK may be used independent of the logo type as long as the full brand logo appears somewhere within the same execution. Solo use of the logo mark can be used on any media where space is limited or square, including on products and digital communication.

- The logo mark should be centered in the available space
- Minimum clear space around it that equals 1/2 its height
- The logo mark should be used on its own in moderation
- The logo mark should have visual impact

Approval from Kaivac Marketing Department is required for this application.



PRIMARY COLOR PALETTE

A brand's color palette is a key component to its overall visual identity.

Proper use of the color palette helps to reinforce the brand's equity, aids in brand identification and identifies the Kaivac brand more readily.

There are four colors in the primary palette. Ideally we want to promote the Kaivac Gold and Black in our communications as much as possible.



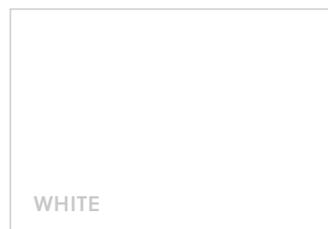
Pantone 7408
CMYK 0 . 24 . 100 . 0
RGB 238 . 185 . 39
HEX EEB927



Pantone Black
CMYK 20 . 20 . 20 . 100
RGB 0 . 0 . 0
HEX 000000



Pantone 422
CMYK 17 . 12 . 13 . 30
RGB 157 . 159 . 160
HEX 9D9FA0



WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 . 255 . 255
HEX FFFFFFFF

SECONDARY COLOR PALETTE

The secondary color palette is a supplement to the primary palette and provides balance and visual interest.

The secondary palette should not be used in place of our primary color palette, but rather to add a level of diversity to items such as charts, tables and infographics to highlight important information and help make content easier to scan.

These colors should be used rarely and sparingly.
Under no circumstances should any of them become the predominant color for the Kaivac brand.

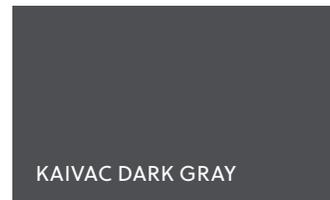
* In certain instances, KAIVAC YELLOW (secondary color) can be used in place of KAIVAC GOLD for large color fields where greater contrast is needed between product/content. Please check with the marketing department to ensure usage is considered on brand.



Pantone 116
CMYK 0 . 16 . 100 . 0
RGB 255 . 210 . 0
HEX FFD200



Pantone 131
CMYK 18 . 47 . 100 . 10
RGB 192 . 132 . 38
HEX C08426



Pantone Cool Gray 10
CMYK 67 . 59 . 53 . 34
RGB 77 . 79 . 83
HEX 4D4F53



Pantone Cool Gray 3
CMYK 8 . 5 . 7 . 16
RGB 199 . 201 . 200
HEX C7C9C8

TYPOGRAPHY

In order to create and maintain a consistent look throughout all Kaivac materials, the same families and styles of typography should be used at all times.

SOLEIL is our primary typeface. We have chosen it for its clean and contemporary feel, and because its form is similar to the Kaivac logo type. Soleil has a broad range of weights allowing for design flexibility.

SOLEIL

Light

abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Book

abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Regular

abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Semibold

abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Bold

abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Extra Bold

abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz

Book Italic

*abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz*

Italic

*abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz*

Semibold Italic

*abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz*

Bold Italic

*abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz*

Extra Bold Italic

*abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz*

Secondary Typeface.

ARIAL is the secondary typeface. It is an acceptable alternative in Microsoft applications, such as PowerPoint or Word. Don't use this typeface for any other purpose.

ARIAL

Regular

abcdefghijklmnopqrstuvwxyz 0123456789

Regular Italic

abcdefghijklmnopqrstuvwxyz 0123456789

Bold

abcdefghijklmnopqrstuvwxyz 0123456789

Bold Italic

abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHIC BEST PRACTICES

Typographic hierarchy cues readers to content importance on a page.

Use the type samples to the right as a starting point for branded materials.

SIZE AND WEIGHT RECOMMENDATIONS

At the right, you'll see recommended type sizes and leading for a typical marketing piece (such as a brochures, sell sheets or direct mail).

There are additional notes about Body Copy and Bulleted Lists noted within the text at the right.

ITALICS should not be used for headlines or subheads. It should only be used for emphasis in body copy or quotes.

COMMAS

When listing multiple items in a sentence, don't use a comma (also known as the Oxford comma) before "and."

WIDOWS

Keep at least two words on the last line of a paragraph to eliminate widows.

RUNNING HEAD

Soleil Bold
8pt. / 10 Leading
+200 Tracking

RUNNING HEAD

HEADLINE

Soleil Extrabold
24pt. / 25 Leading
+25 Tracking

HEADLINE
GOES HERE

SUBHEAD A

Soleil Bold
13pt. / 18 Leading

Subhead A

SUBHEAD B

Soleil Bold
9pt. / 14 Leading
+50 Tracking

SUBHEAD B

BODY COPY

Soleil Book
9pt. / 14 Leading

This is the suggested Body Copy style. Please note that type size and leading can change proportionally based on the format and layout needs. Don't use other typefaces other than Soleil, even if they fit thematically with your design. Body copy should be black, but can be 85% black instead of Kaivac Gray. Choosing black insures that only 1 ink (K, of CMYK) prints for the text and allows for sharper text appearance in most cases. This is especially true the smaller the text size.

BULLETED LIST

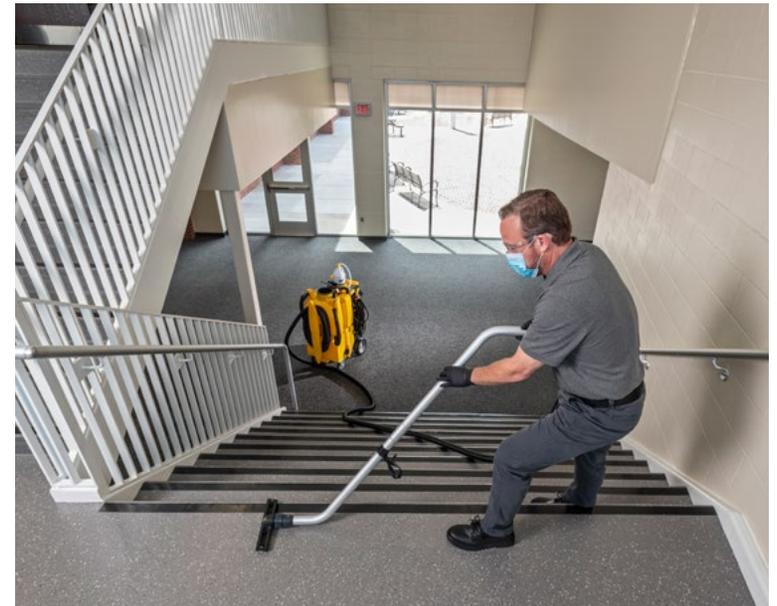
Soleil Book
9pt. / 12 Leading
6 pica Space After

- Bulleted List should only use the circle (command+8). Circle should only be between 70-100% of text size and be centered across from the text. In very rare instances, you can use a plus icon as a bullet.
- The text should be indented 9p or .125"
- Bullets can be color of text (or a brand color if appropriate)
- There should be a space after set so the bullets have visual separation

LIFESTYLE PHOTOGRAPHY

Imagery is powerful and a key component to bringing the essence of the Kaivac brand to life.

Photography engages the audience through style, color and content. It also helps to reinforce brand messaging.



Style

Mid-level contrast and should be neutral with “pops” of color to complement the equipment and contrast between clean and dirty surfaces.

Perspective

Unique cropping and perspectives used to focus on the people and the task which creates a focus the action and equipment.

Talent

Represent an audience diverse in race, gender and age. Expressions should be genuine.

Safety equipment

Safety is important and should be addressed in imagery when applicable.

PRODUCT PHOTOGRAPHY

Imagery is powerful and key component to bringing the Kaivac product line to life.

A / WHITE BACKGROUND PHOTOGRAPHY

- Allow for clear focus on the product and its details
- Promotes consistency among all products
- Use of realistic ground shadows
- Photos of product should be taken at multiple angles to communicate size, texture and key features

B / LIFESTYLE AND CONTEXTUAL PHOTOGRAPHY

- Allow for clear focus on the product and its details
- Shows the context of use



A /



B /

GRAPHIC ELEMENTS

ANGLES

The angle for Kaivac is based on the check mark in the K-Check logo mark.

- Angles 147° / 33°
- Must be run vertically in upward direction, in the same orientation on the “check mark” in logo
- The angle is used to create the triangle corners that can appear in page design

DUOTONES

Duotones can visually enrich the brand, adding depth and sophistication.

- You can create a duotone by using the Kaivac Gold from the Kaivac Primary Color Palette over a black/white image.
- Contrast of the monochromatic can be adjusted based on the photography selected.

Steps for Creating a Duotone:

- Convert Image to Grayscale
- Image>Mode>Duotone>Type>Monotone>PMS 131 (Adjust Levels/Curves as needed)
- Convert to CMYK>New Layer>Adjustment Layer>Solid Color (PMS 7408)>Set to Multiply



147° / 33°

Angle is based off of the check mark in the logo mark.

ICONOGRAPHY

Icons are a highly effective way to quickly convey ideas or navigate content.

- Icons are a combination simple geometric linework, subtle rounded corners and rounded end caps.
- Icons may appear as either positive or negative, however the Icons must appear as a single Kaivac primary color.
- The icon library may continue to grow to match business and communication needs.
- **DON'T** create your own icons without checking with the Kaivac marketing dept.



Restrooms



Spills



Refrigeration



Specialty Area



Ineffective Cleaning Methods



Education



Industrial



Healthcare



Retail



Fitness



Cafeteria



No Touch



Sports



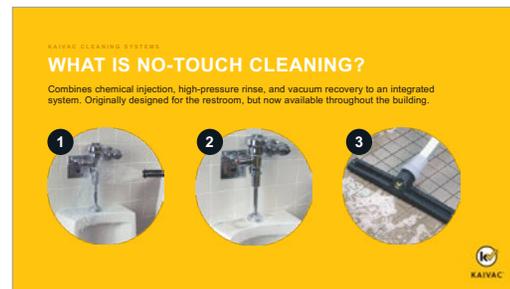
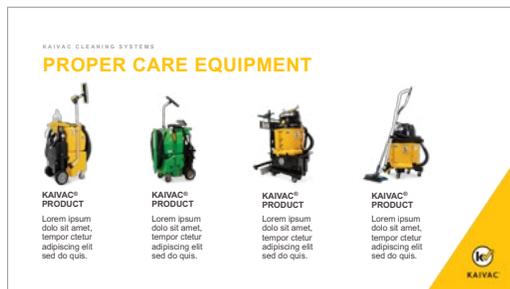
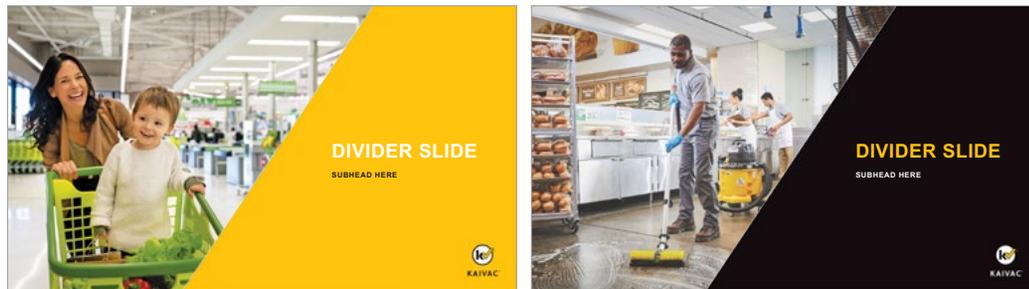
Battery



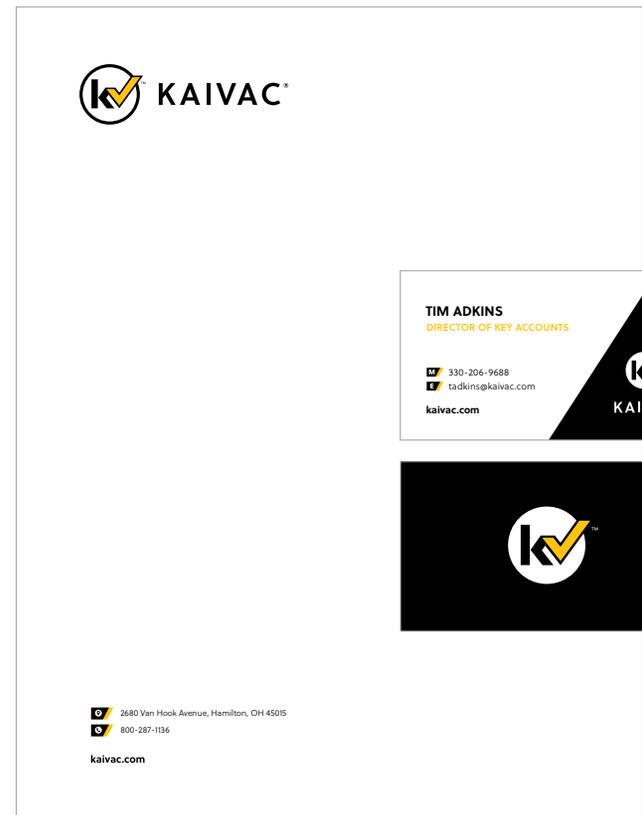
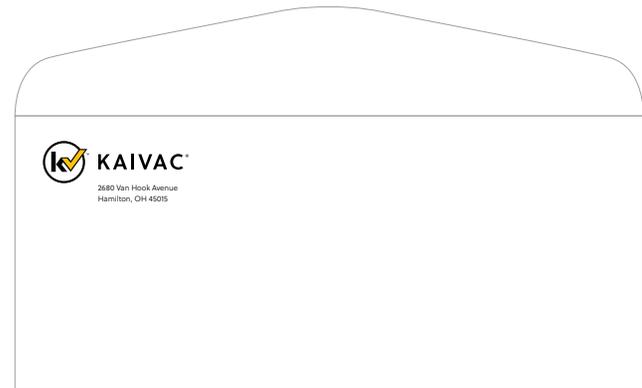
Corded

BRAND IN ACTION

CORPORATE MATERIALS



PowerPoint



Stationery

CUSTOMER COLLATERAL



Clean is Good for Business.

You've innovated in every part of your grocery business. Now, if only there were an innovative way to clean it. There is.

Welcome to Kaivac®.

At Kaivac, there's nothing magical about clean. We simply think common cleaning problems all the way through, by putting ourselves in the shoes of the worker. Then we create and test science-based, worker-friendly solutions that measurably deliver maximum results with minimum effort while remaining cost-effective—all while protecting the worker.

That's how we approach everything we do. And it's why we say, "Don't just clean it, KAIVAC it."

A Smarter Clean.

KAIVAC® CLEANING SYSTEMS FOR GROCERY STORES

Grocery Store Cleaning: A Bigger Challenge than You Think

You know grocery store cleaning presents unique challenges. Keeping a clean, safe and inviting store is incredibly demanding, but absolutely necessary. From customer impressions to food safety, cleanliness in the grocery business is a key component in customer loyalty, reputation and profitability.

RESTROOMS

You might think keeping restrooms clean and comfortable is only a convenience you provide for shoppers. Turns out, it's much bigger than that. Unkept restrooms can directly impact profits, cost double on food safety, harm your store's reputation on social media, and ultimately lose customers.

- Clean restrooms encourage customers to shop longer, which equates to more purchases.
- Dirty restrooms drive customers away... permanently. A Harris Interactive study shows 50% of customers wouldn't return to a grocery store with dirty restrooms.
- Researcher, customer often complains on social media before visiting a store's customer service desk.

SPILLS

Spills are more than just an annoyance. They take employees away from productive tasks. They create traffic jams, slow shoppers down and prevent them from reaching the products they seek. Worse yet, they present a massive slip-and-fall liability. Acid whey spills, for example, can be as slippery as oil, and some are actually dangerous to handle.

- According to Lawyers.com, average settlements for slip-and-fall injuries range between \$1200 and \$25000.
- Floors remain wet for a dangerously long time.
- Hazard signs are actually a tripping hazard.

REFRIGERATION

When you don't know can end is hurting you. Lurking beneath the surface of your cooler and freezer cases are clogged coils that increase power consumption and wear out components faster. And those frequent employees don't see the need for such basic, collecting pools of stagnant liquid, bio-film and food waste, product that threaten food safety. Clean the drains of these basins back up and spill onto the floor.

Clogged coils make the machinery:

- Work harder
- Use more power
- Shorten liquid and bio-film
- Retains
- Food droppings, packaging, price tags and other debris

Air cycles over these pools and directly onto exposed products, paving the way to food safety.

SPECIALTY AREAS

Deli, Food Court, Butcher's, Seafood, Bakery and others. These all represent special cleaning challenges that directly affect customer and employee safety. Many have grease and food by products that accumulate on floors, create slip-and-fall hazards and are often in tight setting areas that make cleaning difficult.

Grease, Food and other matter that accumulates on floors:

- Meat trimmings
- Cooking grease
- Food spills
- Dry baking ingredients

INEFFECTIVE CLEANING METHODS

None of these issues are new but managers and workers in this day are faced with an incredible range of equipment and processes to address them.

Mops actually:

- Don't spread soils, contaminants and grease around
- Remove very little
- Involve a painfully slow process

Auto-scrubbers are:

- Expensive
- Difficult to maintain
- Hard to operate
- Can be unsafe around customers

HELP!

With all these known issues, you're probably starting to wonder why nobody out there is really focused on developing cleaning systems designed especially for grocery.

Now there is...

Brochure



KAIVAC® COOLER CASE CLEANER REFRIGERATION

What if there were a fast, easy and touchless way to clean the internal basins and coils of refrigerated display cases? Too good to be true? Think again. The Kaivac Cooler Case Cleaner is designed especially for this unique grocery industry cleaning task.

Just pull the case's base panels, vacuum all the liquid and debris out of the catch basin, blast contaminants and dust out of the coils and the basin with the spray wand, and... DONE. It's truly that simple. Refrigeration cases are left clean and efficient, eliminating odor, protecting expensive product, reducing power bills, and prolonging the life of the case.

Kind of a no-brainer, right?

CUSTOMER COLLATERAL

A Cooler Clean.

KAIVAC® COOLER CASE CLEANER

FEATURES + BENEFITS

- Proper case temperatures reduce product spoilage and waste while protecting customers from foodborne illness.
- Clean coils not only help improve energy efficiency by 25% or more, they also extend the life of the cooler.
- Cooler coils estimate a primary cause of convenience and easy service calls.
- Sanitary appearance and conditions increase customer satisfaction and purchases.
- Increased productivity over other methods – 50% or better.
- The integration of pressure washing and vacuum retention provide unrivaled soil and odor removal.
- The simple system is easy to learn and worker friendly.
- Hygienic cleaning capability reduces the risk of illness or outbreaks from biological contamination.

KAIVAC® COOLER CASE CLEANER
REFRIGERATION

What if there were a fast, easy and touchless way to clean the internal basins and coils of refrigerated display cases? Too good to be true? Think again. The Kaivac Cooler Case Cleaner is designed especially for this unique grocery industry cleaning task.

Just pull the case's base panels, vacuum all the liquid and debris out of the catch basin, blast contaminants and dust out of the coils and the basin with the spray wand, and... DONE. It's truly that simple. Refrigeration cases are left clean and efficient, eliminating odors, protecting expensive products, reducing power bills, and prolonging the life of the case.

Kind of a no-brainer, right?

SEE THE KAIVAC COOLER CASE CLEANER IN ACTION

KAIVAC COOLER CASE CLEANER

Kaivac's Cooler Case Cleaner offers a simple, effective solution for successful maintenance of your commercial refrigeration units. With a specially designed built-in indoor pressure washer and a powerful wet vacuum, you can achieve clean, safe and odor-free coolers operating at peak efficiency in less than half the time of conventional cleaning methods.

VACUUM WAND
Sturdy one-piece wand made of anodized aluminum for cleaning inside surface bins.

17-GALLON RETENTION TANK
Holds 17 gallons of soiled water to support tank, floor, sump and combined with quick flush dump hose complete emptying and cleaning of tank.

LARGE-CAPACITY CLEAN WATER TANK
Holds nearly 20 gallons of clean water. Tank can be filled with multi-faucet fill hose or easy screw fill port.

INSTANT DRAIN
Attaches to vacuum hose and captures floor moisture. Low-lying moisture creating a vacuum-powered floor drain.

KAIFOR™
Video training system leads the operator through the cleaning process.

16-FT. SPRAY HOSE & DISCONNECT WAND
Spray pressure is delicate enough to use on condenser coils but powerful enough to clean heavily soiled areas.

FLEXIBLE POWER OPTIONS

GENIC POWER CORD (20 FT.)
Allows the unit to cover multiple areas by untagging length off-power cord as needed.

LITHIUM-ION BATTERY (OPTIONAL)
Allows free and quick movement at any time of the day throughout the facility.

KAIVAC

Save time. Save money.
Build your business with the power of clean.

Call Kaivac today for a free consultation at 800-287-1136 or visit us online at kaivac.com

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Product Sales Sheet

WEBSITE

FPO