SERVER

INTELLIGENT BY DESIGN®

Expressing our brand intelligently.

It all starts here. Use this guide to consistently make our brand come to life.

Brand logic and hierarchy

Understanding who we are at the core defines our market representation.

Welcome to the next generation of **Server**. We are proud to have re-imagined an industry-leading brand and position it for success for generations to come as we evolve to become a food and beverage technology company. The new Server brand represents a future-forward position and a promise of clean lines, streamlined housings and a progressive approach to function and technology. Designated by our sleek, new brandmark, we will proudly display our significant achievements in product design and development.

As part of this transformation, we have also launched **SmartWares™ Technology** which will improve product functionality and deliver a simplified user experience. This fundamental shift will impact how we design products to reflect both modern form and higher functionality. Represented by our Smart Element, this simple designation can be incorporated into equipment decals, company signage and product literature.

In addition, we will rebrand our legacy products under **Server Essentials**, a brand that will deliver a refined product portfolio for even greater reliability and value.

While our identity has evolved, Server will always be about our customers — their everyday demands drive us forward as we build and grow smarter products that make their jobs easier. We are thought leaders with a serving mindset — ready for any opportunity to design tomorrow's most intelligent equipment.

CORPORATE

SERVER®
INTELLIGENT BY DESIGN®

OUR BRAND

SERVER®

LEGACY PRODUCTS

SERVER®
· E S S E N T I A L S ·

SMARTWARES™ TECHNOLOGY

SERVER®
INTELLIGENT BY DESIGN®

Branding examples

SERVER
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Every core brand asset online.

A shared online library for every project. Look here for any brand asset — from colors to logos to icons and more.

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The signature of our work
Our sleek, future-forward logo.

Choose a version of our logo to see it's usability options.

Server with Tagline Lockup

Our sleek, future-forward logo with a message.

Corporate projects, press releases, internal communications, general advertising, videos and our company sign-off. ◺ (The Smart Element icon can be used in conjunction with this logo).

Server

Our sleek, future-forward logo.

New Product Designs, along with any literature, videos, social media, boxes, labels and advertisements for these products. ▢ (Use the Smart Element when SmartWares Technology is a product feature).

Server Essentials

Our brand. Our heritage.

Legacy products have now been re-branded under Server Essentials.
(Use the Smart Element only when SmartWares Technology is a product feature).

On white backgrounds the Full Color Logo is preferred In both digital and print.

Server Blue is the preferred dark background color — the Reverse Full Color logo should be used with it.

If only one color is available, the Server Blue, PMS 2766C Logo is preferred.

If only one color is available, use Server Blue PMS 2766C for the background color. The All White Logo should be used.

If the piece is only Black & White, the Server Black Logo is preferred.

A Solid Black Logo has been provided in case it is requested by a printer.

For black & white applications, use Server Black for the background color. The All White Logo should be used.

Use the Solid Black Logo if it is requested by the printer.

The Smart Element

More than an Icon. It represents the smart ideas and designs incorporated into our new products.

The Smart Element may be used freely (unlocked) from our brandmark.
As such, it should be used as an element of the design but treated properly.

- The Smart Element icon should never be used as the
  sole brand identification.

- Always use in the 15% opacity versions providedin the CC Library.

- Use at any size but never bleed off the edge — use the icon's
  thickness to guide distance from an edge..

- Use the color guide to select the correct Smart Element to use
  over your background color.

- NEVER rotate in any way.

- Don't overuse. One is enough.

- NEVER use as a bullet point.

- NEVER add glows or shadows.

- Only use at 100% opacity in small feature representation
  in literature or charts.

Floating, centered,
equal-distance example

®

Voice

Leadership, intelligence and technologically relevant to the foodservice industry. Spoken through clear, functional expressions.

We discuss a lot of technology and functional ideas, but the Server voice should not sound cold and robotic. It should be functionally helpful while maintaining a positive, food-friendly, human expression.

FUNCTIONAL EXAMPLE

FUNCTIONAL

Function means helpful — it organizes thoughts clearly and engages the audience so they have an enjoyable product experience. Used primarily for product information and explanation — copy seamlessly calls attention to the product, not itself. It's never sterile but always clear.

EXPRESSIVE

Expressive copy—where our brand personality and foodservice leadership combine to convey tangible, intelligent thoughts. Expressive copy is fresh, relevant and interesting. Tell a complete and compelling story without being wordy. Meet the audience's needs and make every word count.

Typography

One font family. Endless possibilities.

Please use sentence case for all headlines, sub-heads, body copy and bullet points.
Use all caps sparingly as emphasis on category headers or in charts.

Roboto Designed by Christian Robertson

LARGE HEADLINES

Roboto Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;:'"!@#$%^&*()_+=

SMALLER & SUB HEADLINES

Roboto Light (smaller headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?;:'"!@#$%^&*()_+=

Thin
Thin italic
Light
Light italic
Regular
Regular Italic
Medium
Medium italic
Bold (ALL CAP CAPTIONS)
Bold italic
Black
Black italic

Photography

Our photography is honest. Product is clean and sharp.
People are authentic and relatable. Food is real and believable.

The goal: every photo and video is identifiably Server. Product stories are clearly about the product and the food it applies to. We use people sparingly, thoughtfully and with intention.

Icons

SmartWares technologies, applications & thicknesses, certifications, plug types and warranties.

Final Design Submission

Share your design for Server review.
Contact us for assistance and guidance.

Email your design for a quick review or reach out if you need assistance with your:
• Customer promotions
• Advertising and sales materials
• Digital marketing including social
• Web-based communications

Submit/contact us at: *MarketingCMS@Server-Products.com*

Please include the following information:
• Name
• Business name
• Contact info (phone and email)
• Project title
• Feedback deadline for project

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Intellectual Property

All external communication pieces must be approved by Server Products. Proper brandmark treatment must be used with all trademarks including logos, taglines and product names. The following are intellectual property of Server Products and must include the proper brandmark treatment as shown.

DOMAINS

2-ounce-pumps.com	intelliserv-warmers.com
beverage-station.com	myserver.server-products.com
can2pouch.com	remote-dispensing.com
cereal-serv.com	server-equipment.com server-products.com
chilled-dispenser.com	server-pumps.com server-scoop.com
coffee-serving-solutions.com	signature-touch.com
conservewell-notdipperwell.com	slim-jar.com
countertop-chillers.com	slimline-dry-dispensers.com
countertop-food-warmers.com	smoothie-solutions.com
dairy-chiller.com	solution-pumps.com
dessert-rewards.com	squeeze-bottle-solutions.com
dry-dispenser.com	supreme-warmers.com
dry-dispensing.com	Smartwares.com
eco-dispensers.com	SweetStation-Dispensers.com
express-pumps.com	SweetStation-Dispensers.com
extreme-dispenser.com	syrup-pump.com
ez-topper.com	topping-solutions.com
insweeten.com	wirewise-organizers.com
insweeten.com	

TRADEMARKS

Advantage™ Warmer	Server Express™
Can2Pouch™	Server Touchless Express®
CerealServ®	ServCast™ (newsletter)
ConserveWell® Utensil Holders	SingleServ™ (® app. filed)
Eco™ Pumps	SignatureTouch™
Server Express®	Slim Express™ Dispensers
Extreme™ Dispenser	SlimLine™ Dry Dispensers
EZ-Topper® Warmers	Smart Dispenser™
FastFill™ Bottle Filler	SmartServ™ (® app. filed)
Intelligent By Design®	SmartWares™ (® app. filed)
InSeason™	Solution™ Pumps
InSweeten®	Supreme™ Warmers
IntelliServ® Warmer	SweetStation® Dispensers
PerfectSense™ (® app. filed)	ThermaServ®
MaxUse™ (® app. filed)	Touchlesss Express™ (® app. filed)
Mix-N-Serve™	Touchpoint™ Technology (® app. filed)
MultiServ™ (® app. filed)	WireWise® Organizers

Consistent Language

All external communication pieces must use consistent language.
Use this term listing as reference to avoid discrepancies.

48-hour	drive-thru	MasterCard	SBW	**Use fractional numbers**
ADA	drop-in	mess-less	self-serve	**in body copy & tables**
air dry (two words)	eco-friendly	mm - 64 mm (space between)	server-products.com	**(i.e. 1⁄4)**
back-of-house	entrée	MNS	setup	
bag-in-box	fitment	non-insulated	signage	**Metric conversions:**
bbq	fitments	non-skid	single-handed	Catalog:
blend-in	five-day	NSF	single-serve	only for Int'l electrical units
blend-ins	fl oz (use with pouch sizes to avoid weight/volume confusion)	o-ring	SKU	Spec Sheets:
BPA	flush-mounted	onsite	soft-serve	Metric conversions in Specifier
BSW-SS	FOB	open-frame	spigot-style	Statement & tables; omit in sales
changeout	foodservice	oz - 64oz (no space)	spsales@server-products.com	copy
changeouts	fountainette	p (for page in catalog, no period)	SY	Catalog:
clean-in-place	FP-V	pick-up (like pick-up tube)	TableCraft®	round all fractions up to closest 1/16
clean-up	FPV-DI	platescape	take-down	of inches (rather than 32nds)
color-code	FS	platescaping	thermoset	
color-coded	FS/FSP	portion-control	Thousand Island	**lowercase abbreviations**
connector	FSP	portion-controlled	TP	**for most units:**
continuous-flow	FSPW-SS	pourable	triple-tiered	floz
counterspace	gauging	pre-assembled	troubleshooting	oz
countertop	gel-filled	pre-heated	two-year	mm
CP-200	HACCP	pre-heating	UK	lb
CP-F	handheld	pre-made	upside down	qt
creme (like marshmallow creme)	hassle-less	pumpable	Vol-Pak®	cm
daypart	high-temperature	purée	wall-mounted	kg
dayparts	high-traffic	Quick Connect	water-bath	g gram
degrees 57 °C (space between when Celsius is abbreviated)	Hollandaise	requester	widemouthed (jar)	gal gallon
degrees "57°C(Celsius)" (no space when Celsius is in parenthesis after C)	K–12 (en dash rather than hyphen)	rethermalization	wire-frame	
DFD	lift-off	rethermalizer	Wisconsin	**except uppercase for:**
dia (diameter when used in charts, no period)	low-profile	rethermalizers	workflow	L Liter
disher	low-temperature	Richfield	1/6-size	AC
dishers	LTO	right-side up	1/4-size	V Volt
DPD	matcha	rollout	1/3-size	
	max (for maximum)	rollouts		
	mess-free	sanitization		

Brand Ownership
Proper contact and legal sign-offs.

LEGAL REQUIREMENTS

All external communication pieces must be approved by Server Products.

TRADEMARKS

The Server Products® brandmark should always appear with the legal trademark symbol "®" in the text, as demonstrated in this guide.

The tagline "®" trademark symbol should always align to the top of the highest letter in the word it is attached to. It should be no larger than ¼ the height of the highest letter.

LEGAL SIGN-OFF

All communications should contain a copyright and trademark line as a sign-off at the footer on the last page of the specific document. This font type should never be smaller than 5 points. See below for example.

©2022 Server Products, Inc.

(Note: the copyright date should reflect the year in which the materials within the campaign are produced or revised.

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