# GLOBAL STAND MIXER IMAGERY & SILHOUETTE GUIDELINES

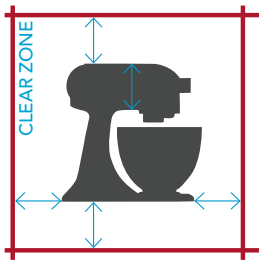
In an effort to protect the stand mixer trademark design globally, KitchenAid has set guidelines for use of stand mixer imagery and the official stand mixer silhouette icon. The images may be used on sales collateral such as point of purchase materials, advertisements, displays and brochures.

All KitchenAid stand mixer imagery and icons are protected trademarks. No trademark indicia is required next to the icon. However, a required legal line must appear on all printed collateral:

*"The design of the stand mixer is a trademark in the U.S. and elsewhere."*

## SIZE REQUIREMENT

Minimum size for icon is 0.3" wide on all materials.




## CLEAR ZONE

On all sides of the stand mixer, there is to be a zone free of text/graphics that is at minimum, equal to the height of the stand mixer head.
No graphics, photo elements, or text can be placed over the image of the stand mixer.

## ICON COLOR

85% Black to be used on white backgrounds.
20% Black to be used on black backgrounds.
White to be used on contrasting color backgrounds.


85% BLACK


20% BLACK


WHITE

## FILE ACCESS

All stand mixer imagery can be found on the Whirlpool Digital Library (http://access.whirlpool.com/wdl)

To download the official stand mixer silhouette icon for trade partner use, please use the following links:

**85% Black:** http://access.whirlpool.com/wdl/ws/file/09001a508018ff21/dl/eps

**20% Black:** http://access.whirlpool.com/wdl/ws/file/09001a508018ff20/dl/eps

**White:** http://access.whirlpool.com/wdl/ws/file/09001a508018ff22/dl/eps

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# GLOBAL STAND MIXER IMAGERY & SILHOUETTE GUIDELINES

No graphics, photo elements or text are to be placed over the image of the stand mixer in any way as to cover up the trademark shape. A clear zone equal to the height of the stand mixer head should remain around it at all times.

## SAMPLE ADS

CORRECT







INCORRECT









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