



GRAPHIC STANDARDS MANUAL



Viking Range Corporation has established its image in the marketplace through years of consistent branding. The look and message have evolved with the product lines. But each and every ad, brochure, and point-of-purchase is born from a strict aesthetic. Every time a Viking logo or product appears in print or online, it reflects the brand as a whole. And if every usage maintains the Viking brand identity, they all add up to a much greater impact in the consumer's mind. In turn, each individual usage is also strengthened by this brand equity.

We want to make it as easy as possible for our dealers and distributors to capitalize on the Viking brand. So this Graphic Standards Manual offers the files and basic guidelines to effectively communicate the Viking name.



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Logos

There are six basic logos approved for use in Viking materials – Corporate, Brigade, Professional, D3, Outdoor, and Commercial. The logos are available in both color and black-and-white versions. Take care to make sure you select the proper logo for your usage. The Brigade, Professional, D3, Outdoor, and Commercial logos are intended to be used in materials promoting their respective product lines. The Corporate logo should be employed for general communication regarding the Viking brand at large.

These logos are registered trademarks of Viking Range Corporation. For the Corporate logo, ® should be placed on the baseline and slightly below the “g” in “Viking”. With the Professional logo, ® appears higher on the right, but on the same baseline as the “g”. (Please note that this signifier is not included in the downloadable logo files.) (Note: The D3 and Brigade logos do not require ® at this time.)

Logos

We suggest printing out this page in color for easy reference. High-resolution artwork files can be downloaded from the Viking My Marketing website, <https://imageengine.goimec.com/vikinglogin.asp>, for use in layouts.

Four-color – Process



Two-color Vector – Pantone 285/Black



One-color Vector – Black



Four-color – Process



One-color – Grayscale



One-color Vector – Black



Web Usage

Viking logos may be displayed on the websites of Viking strategic partners, in addition to authorized distributors and dealers. Appropriate graphic files may be downloaded from the Viking My Marketing website. Each website displaying one or more of the Viking logos should store a copy of each applicable logo on its own server rather than linking to the file that exists on the Viking server (i.e. no hot-linking). Each logo should be displayed on a plain white background when possible, and should not be resized, altered, or incorporated in any other graphics or rich media elements without prior permission. Any time the Viking logo is displayed on a website, it should link to vikingrange.com, unless otherwise instructed.

Registered and Trademark Rules

As the innovator of Professional Performance for the Home, Viking has introduced a number of new concepts to the culinary world. Many of these phrases and features are now trademarks of Viking. The following terms should appear with the ® or ™ as noted:

GENERAL TERMS

Viking® Products

- Professional Performance for the Home™
- Design Integrity™

COOKING

- Gourmet-Glo™ Infrared Broiler (gas and electric ovens)
- ProFlow™ Convection Air Baffle (convection ovens)
- Vari-Speed Dual Flow Convection System™ (convection ovens)
- Rapid Ready™ Preheat System (convection ovens)
- TruGlide™ Full Extension Oven Racks (convection ovens)
- TimePiece™ Electric Single and Double Ovens
- VariSimmer™ Setting (gas surface burners)
- MagneQuick™ Induction Power Generator (induction models)
- QuickCook™ Surface Elements (electric and induction models)
- TruSteam™ Cooking (steam oven)
- Steam Heat™ Cooking (steam oven)
- ReHeat Plus™ Function (steam oven)
- Combi Steam/Convect™ Oven (steam oven)
- SureSpark™ Ignition System
- VSH™ Pro Sealed Burner System (ranges and rangetops with Viking-patented sealed burners)
- TruConvect™ Convection Cooking (dual fuel ranges, electric ranges, electric oven, and steam oven)
- ThermaFresh™ Warming Drawer
- DrawerMicro™ Ovens
- TruPowerPlus™ 18,500 BTU Burner

VENTILATION

- VersaVent™ Rear Downdraft

REFRIGERATION

- ProChill™ Temperature Management System (built-in refrigerators)
- MeatSavor™/Produce Drawer (built-in and freestanding refrigerators)
- QuietCool™ Performance (built-in refrigerators)

- Adjustable Cold Zone™ Drawer (built-in refrigerators)
- Adjustable Humidity Zone™ Drawers (built-in refrigerators)
- Variable Speed DC Overdrive™ Compressor (built-in refrigerators)
- Odor Eliminator™ Evaporator (built-in refrigerators)
- Super Clog-Resistant™ Condenser (built-in refrigerators)
- Tru-Flush™ Design (built-in refrigerators)
- Cobra™ Hinge (built-in refrigerators)
- Plasmacluster™ Ion Air Purifier (built-in refrigerators)
(Plasmacluster is a trademark of SHARP Corp.)
- TriTemp™ Storage System (full-height wine cellar)
- TruProtect™ System (undercounter refrigeration)

KITCHEN CLEANUP

- Convect-Air™ Drying (dishwasher)
- Central Intelligence™ System (dishwasher)
- Vari-Pressure Intelli-Wash™ System (dishwasher)
- Triple-Clean™ Filtration (dishwasher)
- HydroFlo™ Water Heater (dishwasher)
- Airflo™ Gentle Drying (dishwasher)
- Quiet Clean™ Performance Packages (dishwasher)
- Sturdi-Bilt™ Racks (dishwasher)
- Diamond-Brite™ Stainless Steel Tank and Inner Door (dishwasher)
- Hold-Tight™ Dividers (dishwasher)
- DishGuard™ Protector (dishwasher)
- Roller-Bearing™ Upper Rack (dishwasher)
- Sure-Temp™ Water Heating (dishwasher)
- Flexible-Fluid™ Coupling (dishwasher)
- Jam-inator® Button (disposer)
- Scrubbing Power™ (dishwasher)

Registered and Trademark Rules

OUTDOOR

- Gravity Feed™ Charcoal Smoker
- Black Diamond™ Briquettes
- 18 SR™
- TruSear™ Infrared Burner/Griller (outdoor)
- C4™ Charcoal Ceramic Cooking Capsule (outdoor grill/smoker)
- Elliptical™ Airflow (C4 grill)
- Gourmet-Glo™ Infrared Rotisserie Burner (T-Series and E-Series grills)
- Outdoor Range™ (T-Series grill cart with oven)
- Grease Control™ System (replaces grease management system)
- Power Porcelain™ Cast-Iron Grates
- EasyLift™ Canopy System
- Positive Position Ignition™

CULINARY

- Easy-Glide™ Rear Wheels (stand mixer and food processor)
- Cyclonic™ Blending Action (blender)
- Sure-Temp™ Heating (coffee maker)
- Brew-Break™ (coffee maker)

BASIC RULES OF ® AND ™ WORDS:

- Use ® or ™ on the word at least once on each piece of literature
 - Preferably in the opening/most prominent position
 - Not necessary to continually ® or ™ the word each time it appears in the same document; once is sufficient protection
- Always use as adjectives; never nouns:
 - Viking® Range; Not Viking®
 - Band-Aid® Adhesive Strip; Not Band-Aid®
- Never use possessively:
 - The Viking® Range; Not Viking's Range
 - Viking® Range's griddle; Not Viking's griddle
- Never use as plural:
 - The Viking® Ranges; Not the Vikings
 - The Band-Aid® Adhesive Strips; Not the Band-Aids

My Marketing

My Marketing is your online resource for Viking materials. Simply register as a user at <https://imageengine.goimec.com/vikinglogin.asp> for access to logos, product photography, brochures, print ads, radio spots, television commercials, and more. Some advertising materials have been created with dedicated "dealer taggable" space for your specific information and logo. There is no charge to download My Marketing materials. The My Marketing site also offers a "print on demand" feature. Simply select the brochure, spec sheet, or other asset you'd like to print, specify the quantity, and the printed materials will be shipped directly to you at a per unit cost.

Note: You may not alter or modify the images on this site, in whole or in part, for any reason other than to change their size while retaining proportions.

My Marketing

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Powered by 

Guest User Sign In

Entering as a Guest User will give you immediate access to product images. To gain full access to other materials, click on the Registered User link below.

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Registered User Sign In

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Password:

SIGN IN

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VIKING PRODUCT IMAGES

- Commercial Products
- Galaxy Products
- Custom Panel Products
- SS Series Products
- Business Structure Images
- Outdoor Products
- Professional Service Products

VIKING LOGOS

- Viking Corporate
- Other Viking Logos

MARKETING TOOLBOX

- Viking Range Marketing Materials
- Viking Gallery Marketing Materials

For customer service or technical support, please contact Viking directly at 800-426-8800 or 813-388-6288. Business hours are 8:00am - 5:00pm EST, central time.






Welcome to the Viking My Marketing Portal.

The entire image library is at your disposal. You can quickly download everything from individual product shots and product literature, to sets of wide free, 3000 dpi high and low-resolution file types are available. Just click the navigation in the left side bar to begin browsing.

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VIKING PRODUCT IMAGES

- Commercial Products
- Galaxy Products
- Custom Panel Products
- SS Series Products
- Business Structure Images
- Outdoor Products
- Professional Service Products

VIKING LOGOS

- Viking Corporate
- Other Viking Logos

MARKETING TOOLBOX

- Viking Range Marketing Materials
- Viking Gallery Marketing Materials

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Search for your Asset needs...



You can search for a product image by typing in a phrase or a keyword. See [Search Tips](#) for additional information.

Search for: **Search** [Search Tips](#)

List of the material is restricted to Viking Range Collection and non-affiliate assets.

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