BRAND IDENTITY GUIDELINES

RESIDENTIAL DISTRIBUTORS & RETAILERS

May 2024

Speed Queen®

The Proven Performer in Laundry

CONTENTS

INTRODUCTION

HOW TO USE THESE GUIDELINES

Speed Queen® is a member of the Alliance Laundry Systems family of brands. Alliance is the world leader in commercial laundry. As the leader we take special care to communicate our brands consistently – consistency communicates quality.

These guidelines are specifically for Speed Queen marketing teams, and the agencies they work with.

Agencies and designers with inquiries not working with Speed Queen teams must contact **corporatemarketing@alliancels.com** for guidance.

Designers and brand managers must always use the digital artwork and electronic templates when reproducing signatures and adapting any applications.

OUR MISSION

We make the world cleaner as the premier provider of laundry solutions.

We deliver leading performance through our exceptional employees, unmatched quality and our commitment to innovation.

WHAT MAKES US DIFFERENT

Speed Queen's rich history, dating back to 1908, commercial quality, and ultimate reliability all contribute to the brand's Built Better to last longer tagline. Those elements also play prominently in how we speak about the brand in marketing materials.

Obviously, our commercial quality pedigree is serious business, and we use numbers, such as 10,400 cycles – our testing threshold, which translates to 25 years of life in the average home, where possible to help differentiate our product from other is the marketplace.

Our commercial quality delivers real benefits to real people. So, our writing style is designed to bring personality to our communications in creating a brand persona that's fun and approachable, while maintaining an expert position that no other brand can claim.

Positioning phrase

The Proven Performer in Laundry

KEY MESSAGES

Speed Queen® promises: Proven laundry performance that outshines the competition

People who write and produce Speed Queen marketing materials must be familiar with these messages.

They are to be repeated in all communications, such as copy for brochures, videos, websites, media releases and advertising. The copywriter will adapt these messages in response to various audiences and opportunities.

However, Speed Queen serves many audiences in many regions. They have varying needs. It's important to adjust the weight of these points according to local culture, brand understanding and competitive factors.

The Proven Performer in Laundry.

Built Better to Last Longer.®

Industry-Best Warranties.
All Parts and In-Home Labor.

Built to Last 25 Years.
Tested to 10,400 Cycles.

BRAND PILLARS

MOST RELIABLE BRAND	CARE FOR PETS	CARE FOR ALL LIFESTYLES	CARE FOR FABRIC	OWNER SUPPORT
Commercial Heritage	Pet Plus™	Sanitize	Commercial Leader	Owner Resources
Industry-Best Warranties	Hair Removal	Steam	Commercial Experience	Owner Use & Care
American Quality	Pet Items	Convenience	Technologies	Stain Removal & Laundry Tips
National Accolades	Philanthropy	Make Life Easier	Speed Queen Perfect Wash™	Product Maintenance
Built for 25-Years Worth of Laundry	Rally to the Cause	Meeting Needs	Speed Queen Classic Clean™	Support Tools
Engineering & Testing	Partnerships		Over-dry Protection including moisture sensing and adaptive cool-down	Ratings & Reviews
Built Better to Last Longer®				

BRAND TONE

Utilizing the brand pillars and tone will keep content on-brand and on-target.

We drive brand value and preference through genuine, emotional, relatable and sustainable content and tone.

Speed Queen promises: Proven laundry performance that outshines the competition

Genuine

Authentic

Relatable

Sustainable

Rally to the Cause

Be Clever – Be Fun

Use Facts – Solve Problems

Be Confident – Not Boastful

Be Supportive

AP Style

We defer to the **Associated Press Stylebook** on matters of grammar, syntax and punctuation. American English spelling is preferred. Some commonly referenced topics are below:

Capitalization

Headlines and Titles

Headlines and titles should be written using title case capitalization. All caps may also be used at the designer's discretion. In title case, major words are capitalized, and most minor words are lowercase. In sentence case, most major and minor words are lowercase (proper nouns are an exception in that they are always capitalized)

Major words: Nouns, verbs (including linking verbs), adjectives, adverbs, pronouns, and all words of four letters or more are considered major words.

Minor words: Short (i.e., three letters or fewer) conjunctions, short prepositions, and all articles are considered minor words.

If a headline or title is a complete sentence or a question, punctuation should be used.

Subheads and Subtitles

Title case capitalization should also be used for subheads and subtitles. In general, subheads and subtitles should be kept short. If a subhead is a complete sentence, discretion can be used on whether title case or sentence case should be used. If a subhead or subtitle is a complete sentence or a question, punctuation should be used.

Body Copy

Sentence case capitalization should be used in body copy. Capitalize only proper nouns and the first words in sentences.

Position Titles

Capitalize formal titles that come directly before a name. Lowercase formal titles that appear on their own or follow a name. Never capitalize job descriptions regardless of whether they are before or after a name.

Ex: The Water Quality Control Division Sarah contacted the division.

Dates and Times

Dates and times have a number of formatting considerations.

Dates: Follow this format: Monday (day), July 1 (month + date), 2023 (year).

Times: Don't use colons for times on the hour. Ex: 3 p.m., 8:30 a.m. (a.m. and p.m. should use periods and lower case letters).

Days: Omit st., th., and rd.
Ex: July 1, not July 1st. Never say "yesterday." Use the day of the week instead.

Months: Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when writing out a specific date. Spell out names of months when not used to indicate a specific date.
Ex: Aug. 3, 2018

Years: Use numerals rather than spelling them out.
Ex: 2018, not twenty-eighteen.

Locations

Follow AP style for locations. Examples:

- 1313 Mockingbird Lane, Smallville, Utah 12345
- Houston, Texas

WRITING STYLE
FREQUENTLY USED TERMS

Products

top load washer
topload washer (not recommended)
top-load washer (not recommended)

front load washer
frontload washer (not recommended)
front-load washer (not recommended)

dryer
single load dryer (not recommended)
front load dryer (not recommended)

stacked washer-dryer
stack washer/dryer (not recommended)
stack washer dryer (not recommended)
stack washer-dryer (not recommended)
stackable washer-dryer (not recommended)
STAX (not recommended)

top load washer and matching dryer
top load pairs (not recommended)
top load sets (not recommended)

front load washer and matching dryer
front load pairs (not recommended)
front load sets (not recommended)

pedestal

Segments

Residential (not consumer or home)
retail (not recommended)

Commercial Through Retail (CTR)
Core Line Up
Special Order

Controls

front control
front-control (not recommended)
front controlled (not recommended)

rear control
rear-control (not recommended)
rear controlled (not recommended)

mechanical control
e-mech control (electromechanical)
mechanical Knob

Miscellaneous

pairs
laundry pairs
sets (not recommended)
laundry sets (not recommended)

matte black
black (not recommended)

white

Speed Queen®

Built Better to Last Longer®
Speed Queen® Classic Clean™
Speed Queen® Perfect Wash™
Pet Plus™
Over-Dry Protection
The Laundry Scoop

Payments

coin drop
single coin drop
coin-operated
coin (not recommended)

prep for card
card (not recommended)

coin slide
coinslide (not recommended)

push-to-start
non-vended

TRADEMARKS

As a premium brand, Speed Queen® vigorously protects its trademarks. The Speed Queen logo and name is trademarked and should be denoted with the notation ®. Wherever possible, the ® mark Speed Queen logo should always be used for both external and internal materials.

In text the ® or ™ mark is only required to be used for its first appearance on a page or the most prominent display on a document page.

Due to the readability and limitation of production, the ® or ™ mark is not required for the following situations.

- Small giveaway items
- Embossing or embroidery effects
- Office buildings and signage

®
Speed Queen®

Built Better to Last Longer®

TM
Speed Queen Perfect Wash™

Speed Queen Classic Clean™

Pet Plus™

IDENTITY ELEMENTS

SPEED QUEEN LOGO

CLEAR SPACE RULE
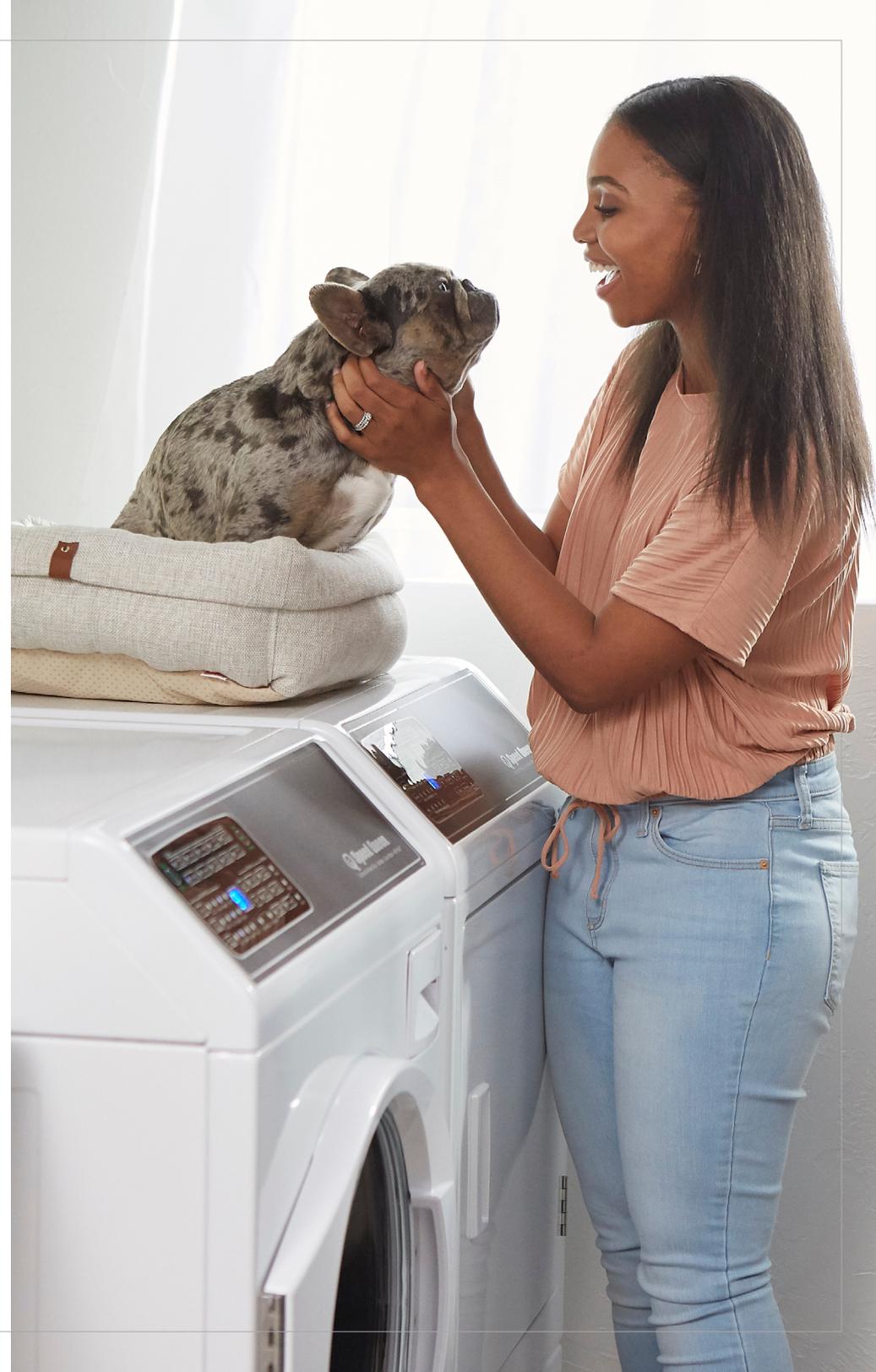
LOGO SIZE

LOGO COLOR

COLOR VERSIONS

SPECIAL TREATMENTS

MISUSE

SPEED QUEEN LOGO

Our logo is the focal point of our brand identity. It should be included in all communication touchpoints.

The Speed Queen logo must never be redrawn or altered and must always be produced from the master artwork.

Logo files can be obtained from the **Retailer Marketing Center**.

CLEAR SPACE RULE

It is important to leave clear space around the Speed Queen® logo. This will help to protect visual integrity and ensure maximum impact.

A minimum clear space must surround the logo at all times. Minimum clear space is determined by measuring the height of the Speed Queen logo's "X". Wherever possible, allow more than the minimum amount of clear space.

Please note that the clear space does not define the margin of your layout, but the minimum distance to other content around the logo.

The clear space should be kept free of all type, graphic elements, keylines, photography and visual clutter.

X = Height of Q symbol without tail

LOGO SIZE

Sizing the Logo

To ensure communications are branded clearly and consistently, we have developed rules for setting the logo measurements for a range of different applications. Please follow the logo-sizing table when applying our Speed Queen logo to various applications. These logo sizes provide the correct balance and proportion for the size and format.

Non-Standard Formats

For any items that are not included in the list, as a general rule, use the logo size for the nearest standard format. However, the logo size may be adjusted depending on the specific layout content and communication objective.

Minimum Size

Minimum size restrictions ensure that the Speed Queen logo is always clearly legible in print and on screen. The overall width of the logo determines its minimum size.

Ensure the logo never appears smaller in width than the specified sizes. The logo is in danger of losing clarity if reproduced any smaller than this.

Example Applications	Format (w) x (h)	Logo Size (width)
Printed Materials		
U.S. Letterhead	8.5" x 11"	2.6"
Brochure	8.5" x 11"	2.6"
Product Spec Sheet	8.5" x 11"	2.6"
Print Advertisement	8.5" x 11"	2.6"
Roll-Up Banner	33" x 81"	17"
Digital Materials		
Web Banner	300px x 250px	220px
Video Opening	1920px x 1080px	830px
PowerPoint	1920px x 1080px	Cover: 830 px, Inside: 390px

Speed Queen

0.75 in - minimum size for print media

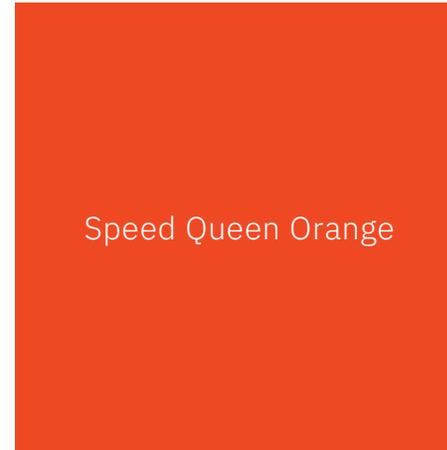120 px - minimum size for digital media

LOGO COLOR

Color is a powerful means of expression and is important to the Speed Queen brand identity.

Speed Queen Orange is our primary color. Consistent use of our color palette creates a recognizable identity and strengthens our positioning of maximum performance in laundry.

Speed Queen Orange

Speed Queen Orange represents strength and confidence but also represents passion and care. The Speed Queen Orange should be used predominantly across all communication materials.

Speed Queen Orange

Color matching: Be sure to carefully match your color needs to the specifications above. If you are in doubt about an accurate match and you believe an adjustment may be necessary, contact the Alliance Corporate Communications team. The colors shown here and throughout these guidelines have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE® Color Standards. PANTONE® is a registered trademark of PANTONE, Inc.

Due to the manner in which color is represented on-screen, the colors shown here may not accurately represent the true Speed Queen logo colors. Therefore, do not use the colors shown here (or a printed version of this page) for color matching. Instead, always refer to the color specifications and visually match the specified colors accurately.

COLOR VERSIONS

Alternative color versions of the Speed Queen logo enable flexibility across various communication channels.

Recommended Use

The recommended logo color is the full color version reproduced on a white background.

Alternative Use

When you cannot use the full color logo (such as for black and white press advertisements), please use either the white logo on a dark background or the black logo on a white background.

These alternative logo versions can be used on a photographic background. However, the result must have sufficient contrast and the logo must be fully legible.

Recommended: Full color logo on white background

Black color logo on white background

White logo on dark background

SPECIAL TREATMENTS

Other Logo Treatments

Some materials, processes and printing methods don't reproduce high resolution graphics very well (such as embroidery, embossing and hot stamping on promotional items). Always obtain approval from the Speed Queen brand Communications team before production commences.
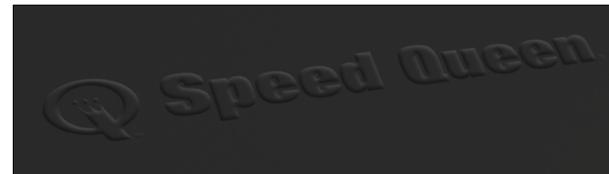

Foil stamping (for print)

Embroidery (for textiles)

Hot stamping (leather)

Embossing (for print)

Embroidery (for textiles)

MISUSE

Don't distort the logo.

Don't add a drop shadow or other special effects.

Ensure optimal legibility when placing the logo on a photographic background.

Don't add a mirror effect.

Don't create the logo in unapproved colors.

Don't add a gradient to the logo.

Don't use a keyline or stroke around the logo.

Don't add a transparency effect to the logo.

Don't skew or "italicize" the logo.

Don't create new or unapproved logo lockups.

Don't use the logomark without "Q" symbol.

Lorem ipsum Speed Queen dolor sit

Don't use the logo within a sentence.

LOGO WITH POSITIONING PHRASE

INTRODUCTION

"The Proven Performer in Laundry" is Speed Queen's positioning phrase.

The Speed Queen® logo and positioning phrase are vital to the brand. Together they make a strong, clear and confident statement about our promise to customers and our positioning in the market.

Depicted here is the primary lockup of the Speed Queen brand logo with the positioning phrase. This unit comprises the main Speed Queen logo and the positioning phrase.

Wherever possible, the positioning phrase should be included on materials such as advertising, websites, brochures, sales collaterals and trade show displays.

The positioning phase can only be used in English. Do not translate it into other languages. Instead provide an explanation in body copy.

Logo files can be obtained from the **Retailer Marketing Center**.

Logo

Positioning phrase
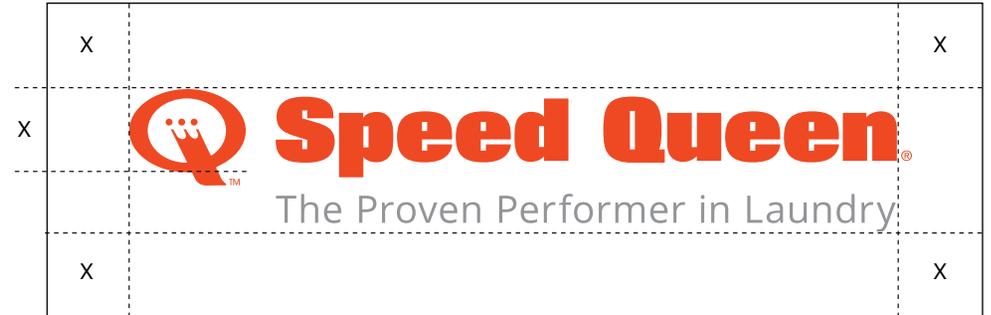
The Proven Performer in Laundry

CLEAR SPACE RULE

It is important to leave clear space around the Speed Queen® logo. This will help to protect visual integrity and ensure maximum impact.

A minimum clear space must surround the logo at all times. Minimum clear space is determined by measuring the height of the Speed Queen logo's "X". Wherever possible, allow more than the minimum amount of clear space.

Please note that the clear space does not define the margin of your layout, but the minimum distance to other content around the logo.

The clear space should be kept free of all type, graphic elements, keylines, photography and visual clutter.

X = Height of Q symbol without tail

MINIMUM SIZE

Minimum size restrictions ensure that the Speed Queen® logo is always clearly legible in print and on screen. The overall width of the logo determines its minimum size.

Ensure the logo lockup never appears smaller in width than the specified sizes. The logo lockup is in danger of losing clarity if reproduced any smaller than this.

Speed Queen.
The Proven Performer in Laundry

1.20 in - minimum size for print media
200 px - minimum size for digital media

COLOR VERSIONS

Alternative color versions of the Speed Queen® logo with positioning phrase enable flexibility across various communication channels.

Recommended Use

The recommended logo color is the full color version reproduced on a white background.

Alternative Use

When you cannot use the full color logo (such as for black and white press advertisements), please use either the white logo on a dark background or the black logo on a white background.

These alternative logo versions can be used on a photographic background. However, the result must have sufficient contrast and the logo must be fully legible.

Recommended: Full color logo with positioning phrase on white background

Black color logo with positioning phrase on white background

White logo with positioning phrase on dark background

SPECIAL TREATMENTS

Other Logo Treatments

Some materials, processes and printing methods don't reproduce high resolution graphics very well (such as embroidery, embossing and hot stamping on promotional items). Always obtain approval from the Speed Queen brand Communications team before production commences.

Foil stamping (for print)

Embroidery (for textiles)

Embroidery (for textiles)

MISUSE

These examples show misapplication of the Speed Queen® logo and positioning phrase.

Please use our logo and positioning phrase correctly at all times, as instructed in these guidelines. If you have any questions about the usage, please contact the Speed Queen Brand Communications Team.

The positioning phrase can only be used in English (do not translate it into other languages), although an explanation may be provided in the body copy.

Don't recolor the positioning phrase.

Don't change the size relationship between the logo and the positioning phrase.

Don't rearrange the position of the positioning phrase and logo.

COLOR PALETTE

PRIMARY COLOR

SUPPORTING COLORS

PRIMARY COLOR

Speed Queen® Orange are our primary and preferred color. It should be used predominantly in our applications. The solid PANTONE® color is our preferred method of reproduction to maintain a high quality standard in all our printed communications.

Process color (CMYK) are provided here for use in cost-effective printing but bear in mind that there will be color variations between print jobs and colors may be inaccurate. RGB and HEX colors are provided for screen media use, such as computer monitors and television sets.

Please note that colors display differently according to the media screen type, monitors, papers and inks used.

PANTONE: 2027C
CMYK: 0C 87M 100Y 0K
RGB: R240 G73 B35
HEX: #F04923

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SUPPORTING COLORS

The supporting color palette consists of eight colors. The role of the supporting colors is to support the Speed Queen® brand personality, highlight information and offer variety when using complex charts and diagrams.

The supporting colors must be used sparingly and should never be used in large areas so as to not overpower the core colors.

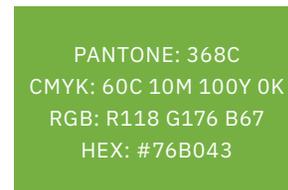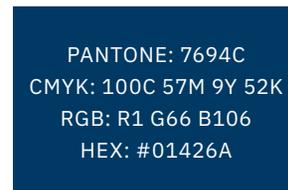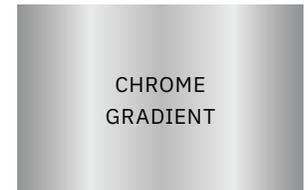Only the specific tint breakdowns provided can be used.

Download .ase swatch files for Adobe programs **here**.

Download the chrome gradient swatch **here**.

Blues and greens should be used sparingly outside of the Pet Plus™ campaign.

Color matching: Be sure to carefully match your color needs to the specifications above. If you are in doubt about an accurate match and you believe an adjustment may be necessary, contact the Alliance Corporate Communications team. The colors shown here and throughout these guidelines have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE® Color Standards. PANTONE® is a registered trademark of PANTONE, Inc.

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CMYK: 0C 0M 0Y 100K
RGB: R0 G0 B0
HEX: #000000

CMYK: 0C 0M 0Y 0K
RGB: R255 G255 B255
HEX: #FFFFFF

PANTONE: Cool Gray 9C
CMYK: 0C 0M 0Y 50K
RGB: R147 G149 B152
HEX: #939598

CMYK: 0C 0M 0Y 20K
RGB: R209 G211 B212
HEX: #D1D3D4

CHROME
GRADIENT

PANTONE: 7694C
CMYK: 100C 57M 9Y 52K
RGB: R1 G66 B106
HEX: #01426A

PANTONE: 630C
CMYK: 48C 0M 10Y 0K
RGB: R119 G197 B213
HEX: #77C5D5

PANTONE: 368C
CMYK: 60C 10M 100Y 0K
RGB: R118 G176 B67
HEX: #76B043

PANTONE: 375C
CMYK: 35C 0M 96Y 0K
RGB: R178 G211 B60
HEX: #B2D33C

TYPOGRAPHY

PRIMARY TYPEFACE

PRIMARY TYPEFACE - PREFERRED

USE

SECONDARY TYPEFACE

MISUSE

PRIMARY TYPEFACE

The IBM Plex type family is our primary typefaces used by designers and agencies for all external communication materials.

The large type family is a neutral, yet friendly Grotesque style typeface that includes a Sans, Sans Condensed, Mono and Serif. Also, it is optimized for print, web and mobile interfaces, and has excellent legibility characteristics in its letterforms.

The many styles and weights in the IBM Plex type family allow for a tremendous amount of flexibility in design. However, Serif-Bold and Sans-Light are the two styles and weights that should be predominately used.

The IBM Plex type family is licensed under the **Open Font License** which means it can be downloaded, redistributed and used freely, even on the web.

The IBM Plex type family is free, but it doesn't come pre-installed on computers or devices. You can **download the fonts here**.

Serif	Sans	Condensed	Mono
Thin	Thin	Thin	Thin
Thin Italic	*Thin Italic*	*Thin Italic*	*Thin Italic*
Extralight	Extralight	Extralight	Extralight
Extralight Italic	*Extralight Italic*	*Extralight Italic*	*Extralight Italic*
Light	Light	Light	Light
Light Italic	*Light Italic*	*Light Italic*	*Light Italic*
Regular	Regular	Regular	Regular
Italic	*Italic*	*Italic*	*Italic*
Text	Text	Text	Text
Text Italic	*Text Italic*	*Text Italic*	*Text Italic*
Medium	Medium	Medium	Medium
Medium Italic	*Medium Italic*	*Medium Italic*	*Medium Italic*
Semibold	**Semibold**	**Semibold**	**Semibold**
Semibold Italic	***Semibold Italic***	***Semibold Italic***	***Semibold Italic***
Bold	**Bold**	**Bold**	**Bold**
Bold Italic	***Bold Italic***	***Bold Italic***	***Bold Italic***

PRIMARY TYPEFACE - PREFERRED USE

The many styles and weights in the IBM Plex type family allow for a tremendous amount of flexibility in design. However, Serif-Bold and Sans-Light are the two styles and weights that should be predominately used.

Typesetting for a Majority of Items:

Headline: IBM Plex Serif - Bold
ALL CAPS, Tracking: 50

Subhead: IBM Plex Sans - Light
50% Size of Headline
ALL CAPS, Tracking: 50

Body Copy: IBM Plex Sans - Light
Sentence case, Tracking: 25

HEADLINE STYLE
SUBHEAD STYLE

Body copy style. Ulpa sequia et faceptati si andus, consequatem fuga. Pa dolorepudae resto min corition nonseque veni dollabore, ut volupti ut labo. Otatiam usciisquatem sum re nate vendero.

Ut rem repedigent, quos etur? Osani bla comnitas ius, quibus asit, sunt, eum accumque eat exero eatentore offic tota nonsequis et maximax iminctem et faccatempor moluptae dem ullit odi untur aut omnis volori ut fugiam re excest et arum ex et por seque nis eat earibus quaecto et, occatiurist, tectust perspel estrum sum doloria sandebit officim periam andipsani doluptatium. Nequasp elibusa nihicil.

SECONDARY TYPEFACE

Arial is our secondary typeface for Speed Queen internal desktop communications and Microsoft Office® products like Word® and PowerPoint® and other electronic communications.

Arial complements our professional typefaces and can be used with equal success for reports, presentations, email and other tasks.

Use Arial at all times as our desktop font so that all documents retain a consistent appearance. This also means that text can be copied easily from one application to another, preserving the integrity of designs and layouts.

IMPORTANT: Arial is part of our standard MS Office® package. No font licenses are required.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (&1234567890$£¢@#%-_'"",.;:/!?)

Arial, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (&1234567890$£¢@#%-_'"",.;:/!?)

Arial, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (&1234567890$£¢@#%-_'"",.;:/!?)

Arial, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (&1234567890$£¢@#%-_'"",.;:/!?)
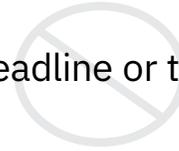
Arial, Bold Italic

MISUSE

In order to communicate consistently, please follow these rules:

1. Do not use sentence case for headlines or titles

2. Do not alter word kerning or tracking when typesetting body copy

3. Turn off hyphenation when typesetting body copy
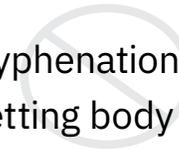
4. Never fully justify text
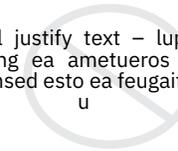
5. Never use drop caps

1

Headline or title

2

Kerning or tracking

3

Hyphenation when type-setting body copy

4

Full justify text – luptat nostionulla feugait acing ea ametueros nibh elit lut praessim nonsed esto ea feugait nos ad tatisim autatem q   u   a   t   .

5

Drop caps

PHOTOGRAPHY

INTRODUCTION

Images play a vital role in strengthening the recognition of our brand and help to differentiate it from other market players.

Speed Queen is represented by distinctively emotional image style. It aims to consistently portray a friendly warmth that reflects the confidence of our brand.

Our imagery is generally categorized as:

- Lifestyle

- Product

Lifestyle

Product

LIFESTYLE

Lifestyle photography must be shot in real or simulated working environments and depict current model equipment in an uncluttered environment.

Surroundings must be well lighted and convey a modern efficiency. Any people in these locations should be natural, engaged.

PRODUCTS

Three views of products are available: front, left and right. Any of the three can be used, but when used singularly try to have angled images facing into the layout. They should not be facing out or away from the message. When in doubt use the front facing image.

Close-up angles of the control panels are available to show more detail. In some cases, exploded views showing interior parts are also available.

All current product images can be obtained from the Retailer Marketing Center.

marketing.speedqueen.com

Although Speed Queen has a rich legacy, marketing materials should reflect the most up-to-date product offerings. Historical photos may be appropriate for select messages that focus on our history, such as social posts celebrating significant historical events or a history timeline.

Left

Front

Right

MISUSE

Here are some examples of images that send the wrong message. These styles do not reflect our brand image.

Avoid using stock images of people. Real images of models from Speed Queen photoshoots are preferred, as they convey a more genuine feel.

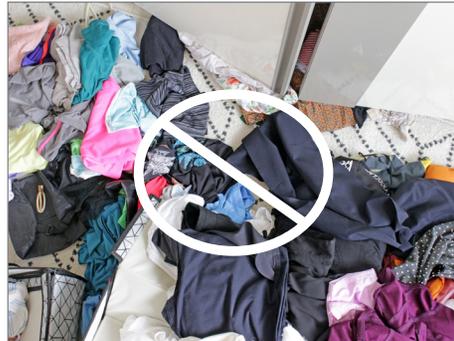Don't use unorthodox camera perspectives, angles or lenses.

Do not show images of non-Speed Queen equipment.

Do not edit photos in ways that are inconsistent with reality. Photo shown has been flipped horizontally.

Do not use photos of dated equipment, unless referencing a historical product.

Do not use photos that convey a cluttered or unpolished feel.

Do not apply unnecessary edits to images.

Do not use photos with technical errors such as low resolution imagery, poor focus, composition or lighting.
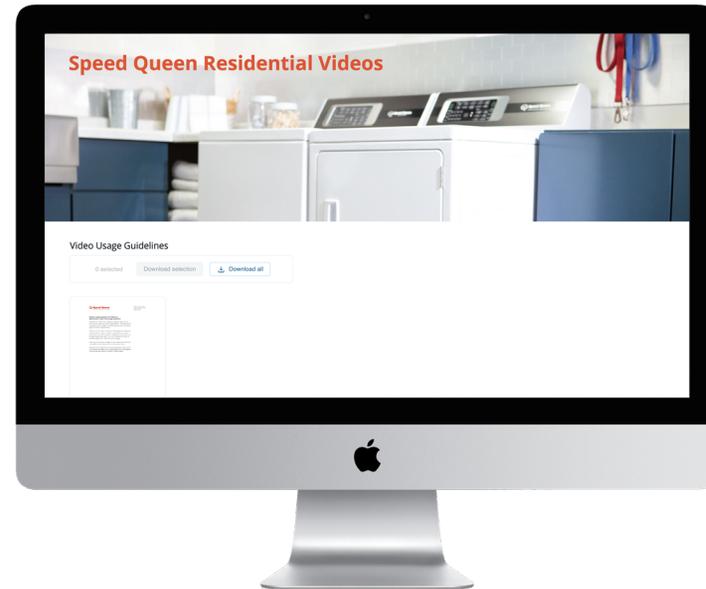
VIDEOGRAPHY

INTRODUCTION

GRAPHICS

INTRODUCTION

Videos play a crucial role in enhancing the visibility of our brand and distinguishing it from competitors in the market.

Video usage guidelines can be found **here** and obtained from the Retailer Marketing Center.

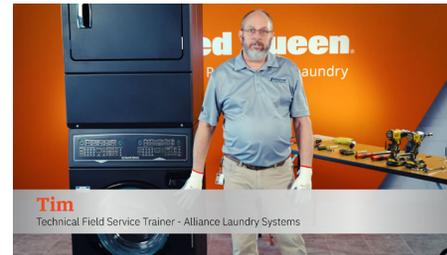All current videos can be obtained from the Retailer Marketing Center.

marketing.speedqueen.com

GRAPHICS

Video graphics should not distract from the content, and should reflect the premium look and feel of the Speed Queen brand.

Download the lower third and closing frame graphic examples on this page **here**.

Tim
Technical Field Service Trainer - Alliance Laundry Systems

Removing Shipping Materials
Front load washers & stacked washer-dryers

SF7007BE
Stacked washer-dryer

① **Remove Bottom Access Panel**

Speed Queen by Alliance Laundry Systems

SUPPORTING GRAPHICS

WHITE AND OUTLINE BORDER

CHARTS AND GRAPHS

TABLES

ICONOGRAPHY

PET HAIR, DON'T CARE CAMPAIGN

WHITE AND OUTLINE BORDER

To convey the premium and modern look for the Speed Queen brand, we've created a white border that can be used across different materials, such as brochure covers and advertisements.

Some applications are better with a bleeding image, and in those instances we use a gray outline in the place of the border - see figure 3.
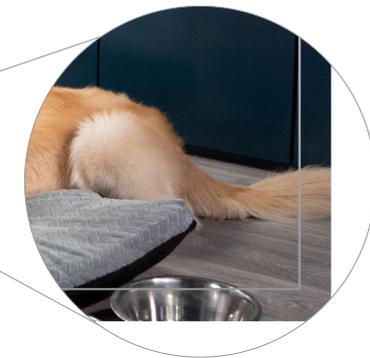

Figure 1

Figure 2

Figure 3

Gray outline border
in place of white border

CHARTS AND GRAPHS

Charts and graphs convey complex data and information in an engaging way that is easy to understand. Our approach to charts and diagrams is clean, straightforward and clear.

The preferred style for charts and graphs is simple, flat and two dimensional.

Don't use drop shadows, 3D effects or other distracting graphic treatments.

Use our primary color palette to achieve a consistent look and feel. Apply the supporting color palette only if complexity is unavoidable.

Wherever possible, our information graphics use the first four shades in the primary color palette. The four supporting colors (5 to 8) can also be used for very complex graphs. Choose the colors you need, prioritizing 1 to 8.

Color usage priority
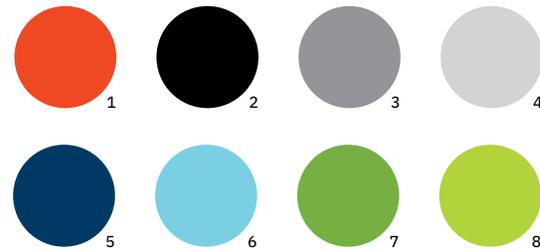
Examples
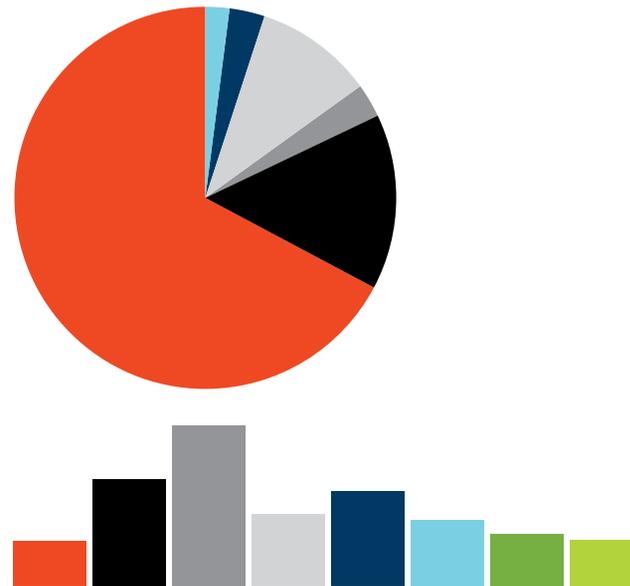
TABLES

The example shown here demonstrate the variations possible with respect to the rules:

Top row can be highlighted with black color panel Divide columns using thin lines. Use gray color panels to separate rows
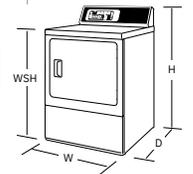
DRYERS

		DR7	DR5	DR3	DC5
Product Code	Gas:	DR7004WG *(White)* DR7004BG *(Matte Black)*	DR5004WG	DR3003WG	DC5003WG
	Electric:	DR7004WE *(White)* DR7004BE *(Matte Black)*	DR5004WE	DR3003WE	DC5003WE
Capacity – Cu. Ft.		7.0	7.0	7.0	7.0
Galvanized Cylinder		●	●	●	●
ADA Compliant		●	●	●	●
Cylinder Light		●	●	●	●
Reversible Door		●	●	●	●
Lint Filter Guard		●	●	●	●
Sanitize		●	●	●	●
Preset Cycles		10	9	3	4
Temperature Selections		4	5	3	4
End-of-Cycle Signal		●	●		
Extended Tumble		●	●		●
Moisture Sensor		●	●		
Commercial Cool-Down Technology		●	●		
ENERGY STAR® Certified		●	●		
Steam Boost		●	●		
Steam Refresh		●	●		
Steam Sanitize		●			
Anti-Static		●			
Time Remaining Display		●			
Favorite Cycles		●			
Pet Plus™ Cycles		●			
Warranty		7-Year Parts & Labor	5-Year Parts & Labor	3-Year Parts & Labor	5-Year Parts & Labor
Model No. (Gas)		ADGE9RYS118TW01 ADGE9RYS118TB01	ADG6HRYS118TW01	ADG3SRGS117TW01	ADG4BRGS117TW01
(Electric)		ADEE9RYS178TW01 ADEE9RYS178TB01	ADE6HRYS178TW01	ADE3SRGS177TW01	ADE4BRGS177TW01
UPC (Gas)		810084500156 810084500620	810084500132	810084500057	810084500118
(Electric)		810084500149 810084500613	810084500125	810084500040	810084500101

For the most accurate information, the installation guide should be used for all design and construction purposes. Due to continuous product improvements, design and specifications are subject to change without notice. The quality management systems of Alliance Laundry Systems are registered to ISO 9001.

Dimensions	W-Width	H-Height	D-Depth	WSH-Work Surface Height	Depth with Door Open
DR7004WG / DR7004WE / DR7004BG / DR7004BE	26 ⅞"	42 ¾"	28"	36"	51 ½"
DR5004WG / DR5004WE	26 ⅞"	42 ¾"	28"	36"	51 ½"
DR3003WG / DR3003WE	26 ⅞"	42 ¾"	28"	36"	51 ½"
DC5003WG / DC5003WE	26 ⅞"	42 ¾"	28"	36"	51 ½"

Optional Accessories

Drying Rack – Part # D512082
Directional Exhaust Kit – Part # 528P3

Conversion Kit = Gas to LP – Part # 649P3
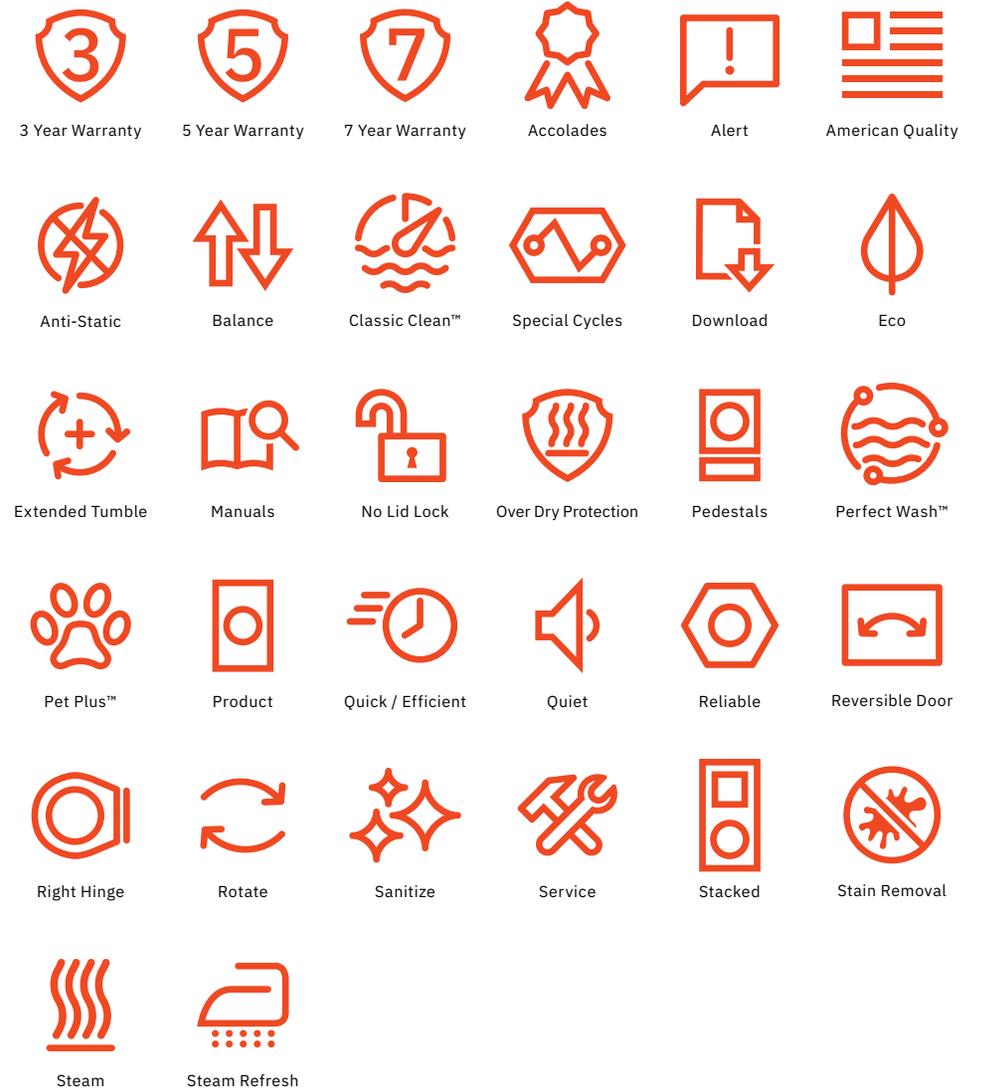Flexible Metal Vent Kit – Part # 521P3

Agency approvals: cULus, CSA us star, MA gas board

ICONOGRAPHY

Feature iconography creates a useful shorthand for product benefits and features.

Our icon style is two-dimensional and simple – drawn in Speed Queen Orange color, with consistent line weight.

All icons can be downloaded from Alliance DAM system. Please do not change these icon sets, use the master artwork supplied. If you need to create new icons, please contact corporatemarketing@alliancels.com.

3 Year Warranty	5 Year Warranty	7 Year Warranty	Accolades	Alert	American Quality
Anti-Static	Balance	Classic Clean™	Special Cycles	Download	Eco
Extended Tumble	Manuals	No Lid Lock	Over Dry Protection	Pedestals	Perfect Wash™
Pet Plus™	Product	Quick / Efficient	Quiet	Reliable	Reversible Door
Right Hinge	Rotate	Sanitize	Service	Stacked	Stain Removal
Steam	Steam Refresh				

PET HAIR DON'T CARE
CAMPAIGN BRAND SYSTEM

The Pet Hair, Don't Care campaign was created to promote the Pet Plus™ features on the 7-series washers and dryers. The tone of the campaign is fun and playful, and the audience is pet owners. Please refer to the full Pet Hair, Don't Care campaign brand system for additional guidance **here**.
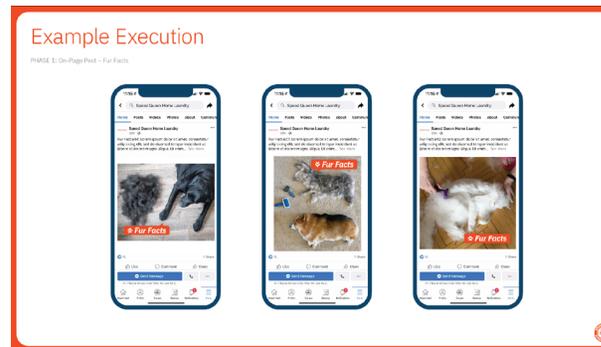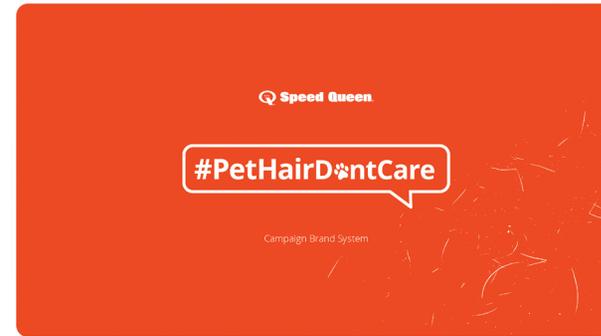
APPLICATION

BUSINESS CARD

U.S. LETTERHEAD

WEBSITE

WEBSITE - PRODUCT PAGES

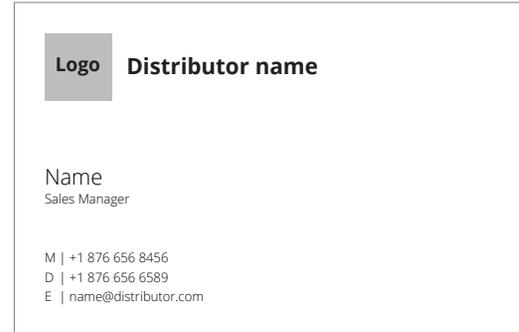SOCIAL MEDIA POSTS

PRINT ADVERTISEMENT TEMPLATE

SERVICE VEHICLES

BUSINESS CARD

This shows how the authorized distributor can apply a Speed Queen logo on their business card. The following rules apply:

The Speed Queen logo can never be used by itself, it must always be accompanied by the text "Authorized distributor".

Use a full color logo and follow the rules for clear space. Please refer to logo section.

Logo	**Distributor name**

Name
Sales Manager

M | +1 876 656 8456
D | +1 876 656 6589
E | name@distributor.com

Front

DISTRIBUTOR NAME
Lorem ipsum dolor sit amet, consectetur
adipiscing elit Aenean hendrerit purus eleifend
ligula quis
Tel: +1 877 724 0187

www.distributor.com

Authorized distributor   Logo   **Speed Queen**   Logo   Logo   Logo
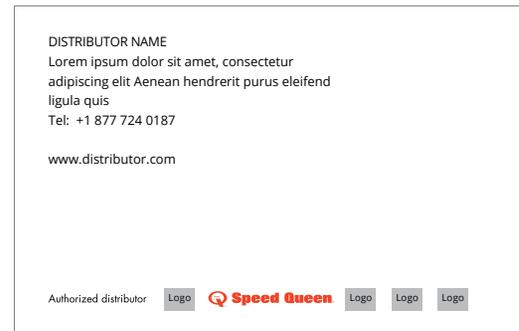
Back

U.S. LETTERHEAD

This example shows how authorized distributors and retailers are permitted to use the Speed Queen logo on their letterhead. The following rules apply:

The Speed Queen logo can never be used by itself, it must always be accompanied by the text "Authorized distributor".

Use a full color logo and follow the rules for clear space. Please refer to logo section.

Logo **Distributor name**

[Recipient]
[Title]
[Company]
[Address]

Dear [Recipient]:

Fusce neque mi, consectetuer gravida, co nvallis ac, varius a, pede. Fusce pellentesque pretium quam. Ut luctus, justo id volutpat iaculis, est diam pulvinar sem, quis bibendum turpis dui eget mauris. Sed in mauris. Ut massa. Pellentesque condimentum felis nec sapien. Integer posuere elit at turpis. Nulla facilisi. Sed sapien ipsum, commodo ut, facilisis vitae, ultrices non, metus. Aenean non nulla. Curabitur molestie volutpat magna. Vestibulum tempor faucibus nisi. Pellentesque vitae enim.

Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellus. Donec sed augue eget lacus placerat adipiscing. Ut convallis suscipit nulla. Morbi posuere ullamcorper ligula. Duis sit amet odio nec lorem ornare gravida. Suspendisse ante nulla, gravida quis, eleifend sit amet, placerat eget, purus. Sed egestas magna ut erat. Vivamus euismod, odio id mattis porttitor, tellus nisl consectetuer turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor tempor.

In ante. Phasellus convallis, nisl in vestibulum facilisis, lacus pede bibendum urna, dapibus pellentesque eros magna sed nibh. Etiam tortor arcu, porta nec, laoreet quis, mollis in, libero. Aenean dapibus est a metus. In sit amet elit. Pellentesque luctus lacus scelerisque arcu. Cras mattis diam. Sed molestie, lectus id bibendum luctus, magna orci luctus quam, et auctor urna diam sit amet ligula. Sed purus dui, suscipit et, malesuada non, consectetuer in, augue. .

Sincerely,

John Smith
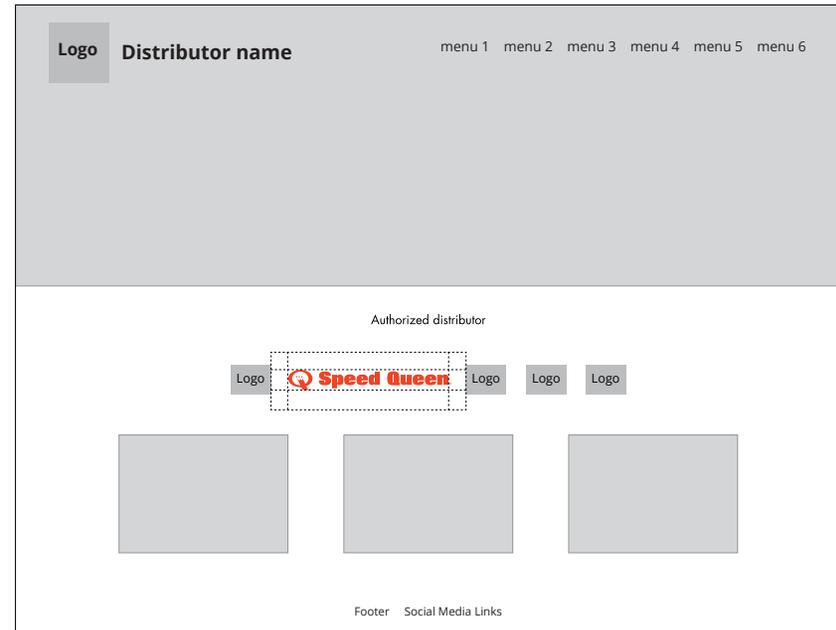Marketing Director International
Latin America

Authorized distributor   Logo   Speed Queen   Logo   Logo   Logo

WEBSITE

This example shows how authorized distributors
and retailers are permitted to use the Speed
Queen logo on their website. The following
rules apply:

The Speed Queen logo can never be used by
itself, it must always be accompanied by the
text "Authorized distributor".

Use a full color logo and follow the rules for clear
space. Please refer to logo section.

Logo	**Distributor name**	menu 1　menu 2　menu 3　menu 4　menu 5　menu 6

Authorized distributor

Logo　🔴 Speed Queen　Logo　Logo　Logo

Footer　　Social Media Links

WEBSITE - PRODUCT PAGES

Product pages on the retailer websites should include the following information:

- Product Image
- Name (TR7)
- Product Code (TR7003WN)
- Warranty Length (7 Years)
- Specification and FAB (Features and Benefits) copy

Product data and images ready for web can be obtained from the Digital Showroom accessed via the **Retailer Marketing Center**.

TR7
TR7003WN

7 year parts & in-home labor warranty.

- 3.2 Cu. Ft. top load washer with commercial-grade stainless steel wash tub and time remaining display.

- 16 preset cycles, 4 load size selections, 4 temperature selections, 4 soil level selections.

- Traditional full size agitator helps move water through the clothes to create a better gentler wash.

- Solid mount suspension system features a steel base with heavy duty springs for best in class out of balance performance, less vibration, and longer machine life.

- Porcelain coated steel outer tub is designed for use in a coin laundry. It won't chip, crack or corrode and it lasts longer than plastic.

- Electronic touch pad control designed for commercial use and tested to 1,000,000 depressions.

- Includes 9 favorite cycle options, 8 special cycles, an end of cycle signal, delayed start, and speed cycle option.

- Fill hoses included.

- Dimensions: 25 $^{5/8}$"W x 28"D x 42 $^{3/4}$"H

- Weight: 186 lbs

Speed Queen

SOCIAL MEDIA POSTS

A social media presence can promote our brand, and connect with our audience in an environment that allows for a more personal communication style.

Speed Queen provides pre-designed social media posts with copy and instructions for retailers and distributors. These posts can be obtained from the **Retailer Marketing Center**.
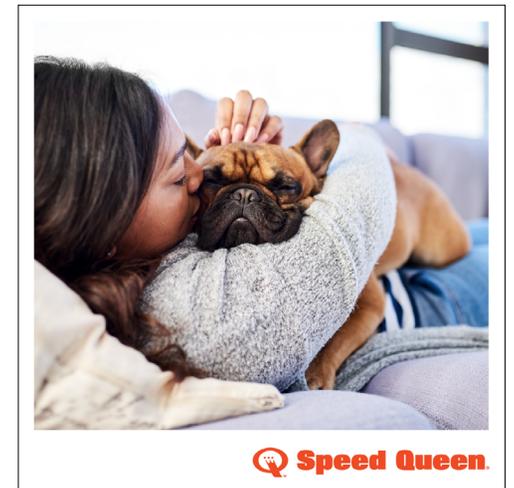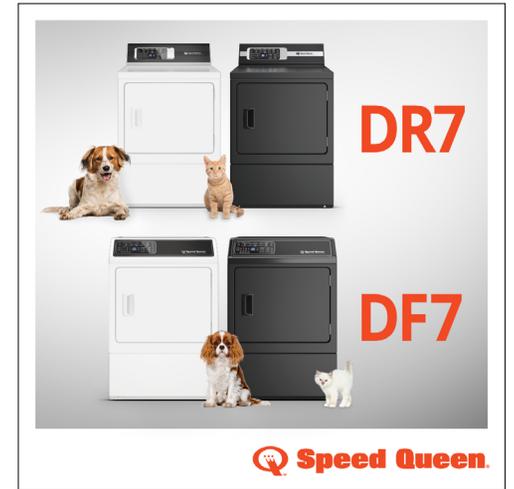
PRINT ADVERTISEMENT TEMPLATE

Speed Queen authorized retailers can put their
company logo, company name and contact
information on Speed Queen print advertisement
templates.

Retailers are not permitted to alter print ad
artwork provided by Speed Queen.

Area for retailers

SERVICE VEHICLES

Vehicle graphics are an important part of showcasing the relationship between Speed Queen and its authorized distributors and retailers.

The following rules apply:

- The Speed Queen logo can never be used by itself, it must always be accompanied by the authorized distributor/retailer logo and company name.

- Use a full color logo and follow the rules for clear space. Please refer to logo section.

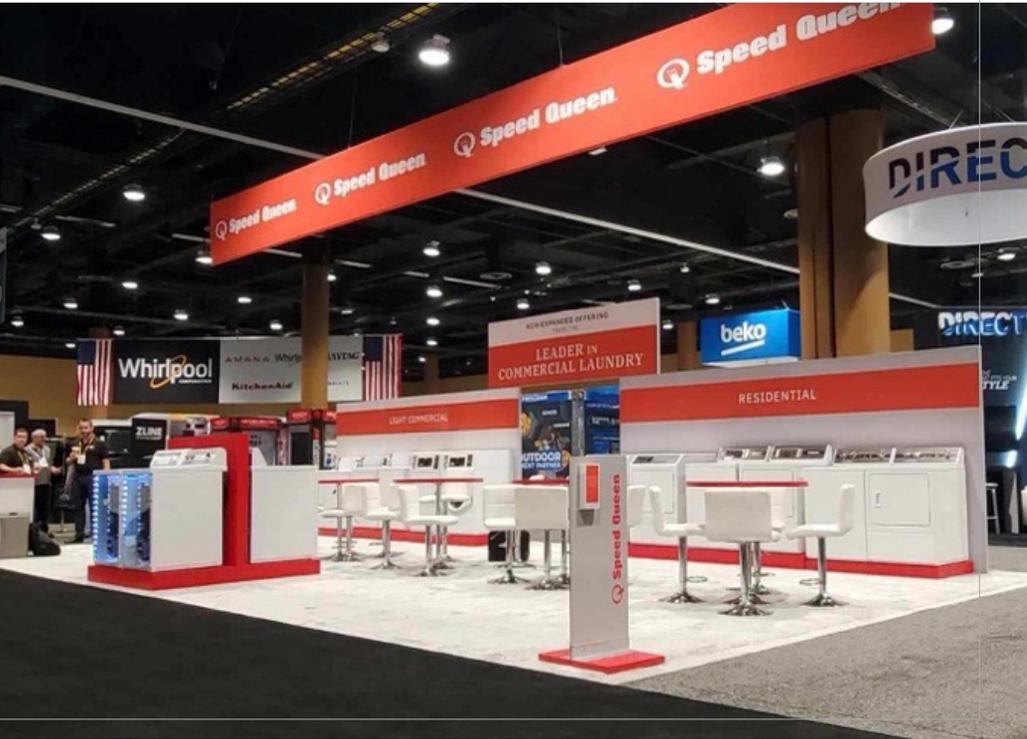- The Speed Queen logo should be placed in a visible spot on the vehicle.

Car

Truck

COMMERCIAL THROUGH RETAIL (CTR)

INTRODUCTION

INTRODUCTION

While Speed Queen Commercial Through Retail bears the same branding as Speed Queen Residential laundry equipment, it's important to note key differences between how it can be marketed.

- Speed Queen Commercial Through Retail (CTR) equipment is for commercial applications only

- The products cannot be marketed or advertised to consumers

- If you design materials that include both product lines, you must clearly differentiate between the two –they cannot be grouped together

We have also included some "dos and don'ts" as they relate to the two product ranges.

DO:

- Include "For Commercial Use only" when marketing Commercial Through Retail products

- Clearly identify residential and commercial-use products in the same advertisement (For Residential Use, For Commercial Use)

DON'T:

- Display commercial and residential side-by-side without clearly identifying residential and commercial

FURTHER INFORMATION

PARENT BRAND ENDORSEMENT

PAPER RECOMMENDATIONS

PARENT BRAND ENDORSEMENT

Alliance Laundry Systems is the parent brand of our brand family. To strengthen the relationship of the parent brand and product brand, an endorsement line 'Speed Queen by Alliance Laundry Systems' should always be featured on different product brands' marketing communication materials.

The parent brand endorsement line is typeset as text only.

Always use a consistent endorsement treatment to strengthen our brand and our relationship with Alliance Laundry Systems.
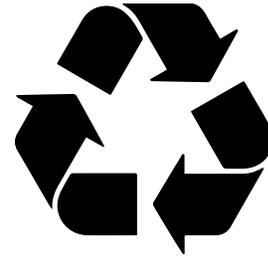
Usage

The parent brand endorsement line in text format should be placed at the bottom of the material in black or white only.

Speed Queen by Alliance Laundry Systems

PAPER RECOMMENDATIONS

We use various types of paper depending on the application. Wherever possible, FSC certified and recycled paper is recommended for sustainability.