

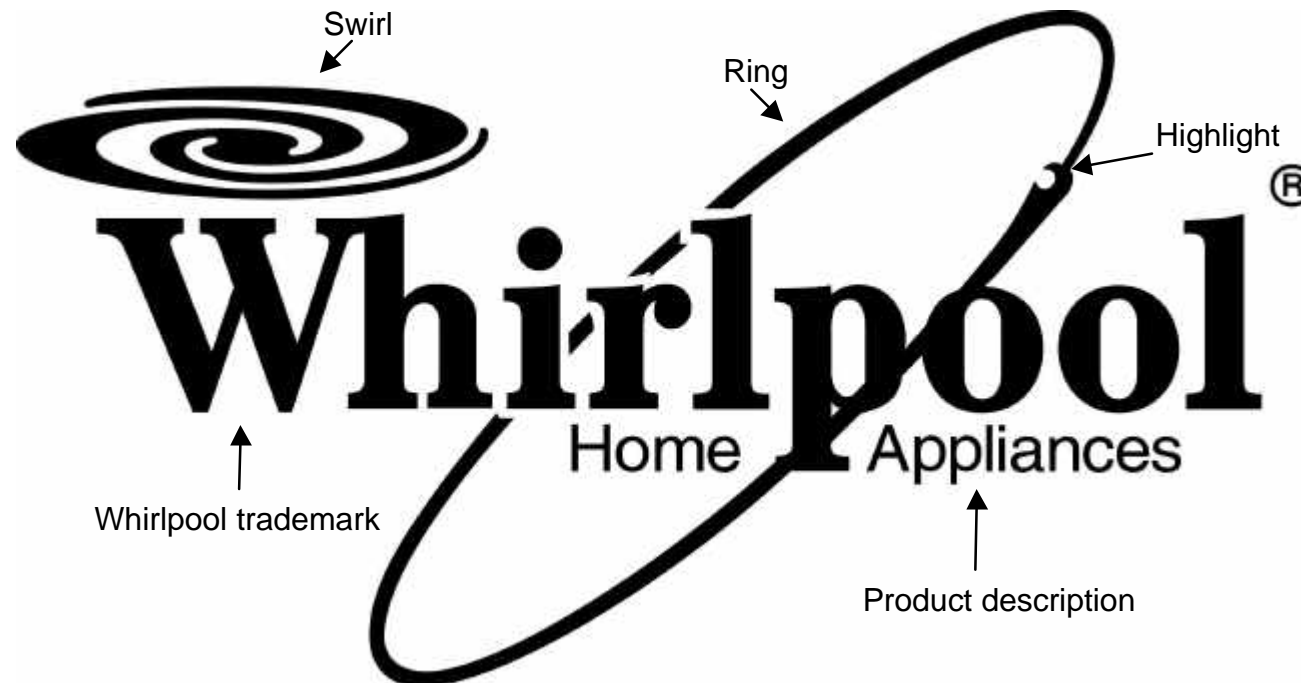
Whirlpool Brand Logo Guidelines

- **Elements of the Whirlpool Logo**
 - **Preferred Logo Usage**
 - **Blue Background**
 - **Logo Usage in T.V. Advertising**
 - **Logo Usage in Print Advertising**
 - **Logo Usage in Product Catalogues**
 - **Logo Usage on Business Cards, Stationery and Corporate Signs**
-

Global Communication Council

Elements of the Whirlpool Logo

The Whirlpool Logo is a registered trademark made up of several elements that contribute to its distinctive identity. The various elements are:



Elements of the Whirlpool Logo

The use of Whirlpool alone is generic and dilutes the trademark and jeopardizes legal protection of the asset. The Whirlpool Logo requires the use of descriptive wording, e.g. “Corporation” or a product description like “Home Appliances”. *



- * It is also acceptable to use single product descriptors: Refrigerators, Ranges etc. or Service descriptors: Home Cleaning Services. The descriptor should be used at all times with the trademark symbol in communication materials, such as advertising, print materials and corporate documents. The only exception is when the logo is being used physically on the products, then the descriptor is not needed.

Elements of the Whirlpool Logo

The elements of the global logo are symbolic and consistency of use and application is critical. The global identity logo must always be reproduced consistently. They should never be altered, distorted, redesigned or rearranged for any reason. Deviation can jeopardize the protection of these valuable corporate identifiers and result in consumer confusion.

All Whirlpool trademark use must be reviewed by the Whirlpool properties trademark attorney: Andrea Denklau. Any exceptions to the rules contained in this document must be approved by the director of Brand Communication in your region and by Whirlpool Properties

Corporate use of the Whirlpool Logo

When the Whirlpool Logo is used as part of the company name, the local company name must be substituted for the words “home appliances”.



Corporate use of the Whirlpool Logo

Certain subsidiaries and joint ventures may request and be granted the right under license to use the Whirlpool name as part of their corporate trade names.

All uses of the global identity logo as part of the company name and artwork must be approved by the Whirlpool properties trademark attorney: Andrea Denklau

Recommend that the preferred Logo be White Logo with yellow ring on blue photographic background to align with goddess campaign

Preferred logo usage



Prints white with yellow (PMS 124C) ring when used on blue-black photographic background (or PMS 289C background) for communication materials.



Prints black with yellow (PMS 124C) ring
in 4-color or 2-color applications.

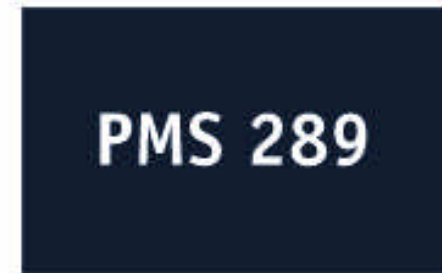


Prints 100% black
in black & white applications.

When logo artwork is unavailable, the “Just Imagine” tag may be created as follows:
ITC Officina Sans Bold Caps 10% condensed, 40 units letter spacing + Word spacing.
Positioned under Whirlpool logo exactly as shown above.

Appropriate Color Treatment of the Whirlpool Logo

- **White logo, Yellow ring with Blue background** for tv & print campaign, brochures/catalogues, packaging and POS materials



* Whenever possible, a four color photographic blue background is required on all communication materials

Logo Usage in T.V. Advertising Campaign



Just Imagine - NAR, LAR



Brings Quality to
Life - WER,
Emerging Markets

Required logo usage with t.v. campaign is white logo with yellow ring on photographic blue background

Logo Usage in Print Advertising Campaign

Preferred Logo usage in print campaigns is White logo with yellow ring on photographic blue background

4-COLOR CONSUMER PRINT

All printed materials, should feel like a natural extension of the “Just Imagine” TV campaign. When no “goddess” image appears, the campaign look should be maintained through consistent typefaces, “Whirlpool color” and logo placement.

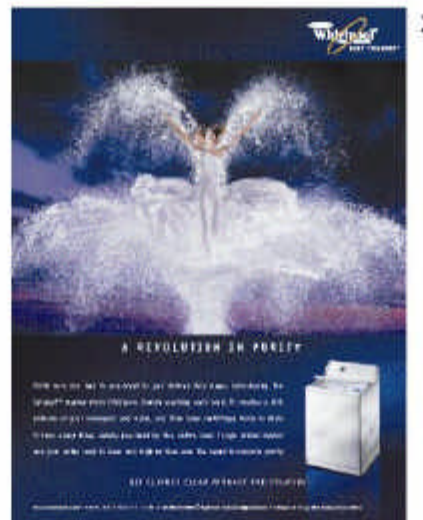


1 - Senseon Dryer Ad-U.S.

2 - Conquest Refrigerator Ad-U.S.

3 - Catalyst Washer Ad-U.S.

4 - Talent Microwave Ad-Europe



Note: To view more global advertising examples, visit www.whirlpool.com

Logo Usage in Product Catalogues

Preferred Logo usage in catalogue covers is White logo with yellow ring on photographic blue background. If needed inside the catalogue you may use the black logo with yellow ring on White background. Wherever possible should try to use White logo, yellow ring with photographic blue background.

Product literature such as catalogs and brochures should follow the examples on this page as a guide for graphic and type treatment.



Front & Back Cover: Fabric Care Brochure



Front & Back Cover



Interior Spread: Fabric Care Brochure



Interior Spread:

Suggest use NAR guidelines in those markets that are just introducing the campaign and the European guidelines in those markets where campaign is established or that sell mainly European type product and can use the European style photos.

Logo Usage on Business Cards, Stationery and Corporate Signs

- Black Logo, Yellow ring with White background is recommended for usage on business cards, stationery and corporate signs



Prints black with yellow (PMS 124C) ring
In 4-color or 2-color applications.

Whirlpool Brand Logo Guidelines

- **Logo Usage on Products**
 - **Logo Usage on Packaging**
 - **Logo Usage on Instructions for Use**
 - **Logo Usage on Sponsorship Billboards**
 - **Logo Usage in POP, POS and Other Applications**
-

Global Communication Council

Logo Usage on Product

Currently the logotype stylemaster No. 906701 with black logo, black ring and no “spot” highlight in the ring is the officially required logo on product.



However many variations of the logo currently exist on products (especially in Europe).



Recommend that we work with Industrial Design to define more consistent brand logo application on product in line with VBL.

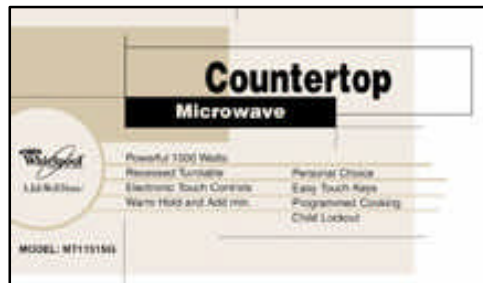
Logo Usage on Packaging

Currently most large products have little branding on the packaging. Most products are in a large cardboard box or shrink-wrapped with the addition of white paper label with Solid Black logo and serial number



Logo Usage on Packaging

Exceptions are the packaging for talent MWO and the new air treatment packaging.



Recommend that we request Air Treatment and MWO global business unit to utilize packaging in line with brand campaign.

Logo Usage on Instruction For Use

IFU in NAR are dual language and branded (With solid black logo) , while IFU in Europe currently branded.








Logo Usage on Sponsorship Billboards

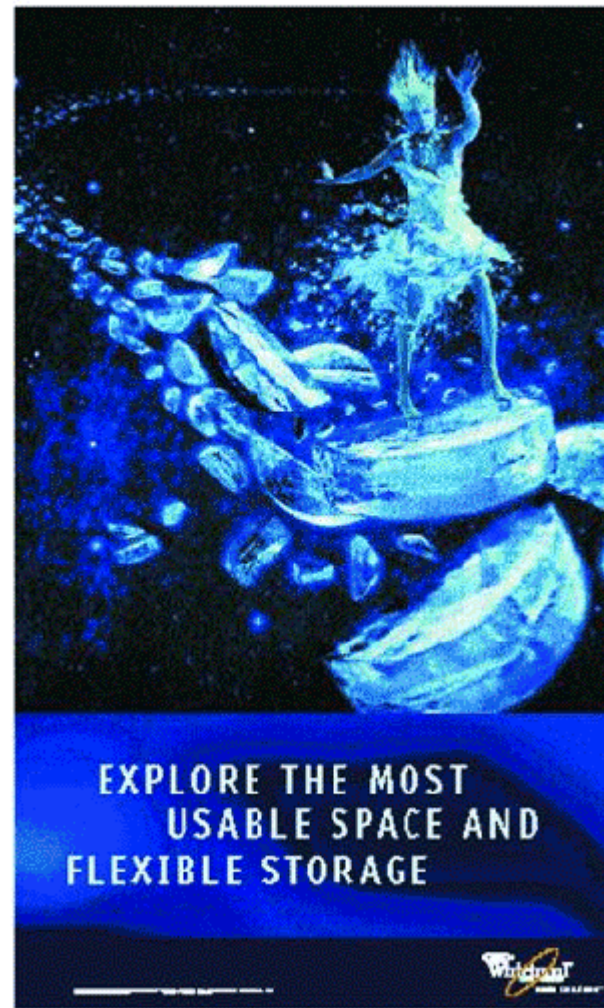


Where visibility and space is a problem like billboards and event and team sponsorships, use of the logo without the ring is currently allowed.

Logo Usage on POP, POS, Other Applications



		Stylemaster #
Preferred Logo usage is White logo with yellow ring on photographic blue background to align with goddess campaign		906690
Also allowed is Black logo with yellow ring on White background		4214302
For solid black and White use the black logo with interruptions		4124306
On a Exception basis, when space restrictions apply you may use the logo w/out ring		824702
Wider letters may be used only for very small reproductions of the Whirlpool logo, usually in newspaper ads		906783

Use the goddess to attract customer attention, then use appliance-interior signage to highlight features.



CO-OP PRINT ADVERTISING COLOR


All printed materials, should feel like a natural extension of the "Just Imagine" TV campaign. When no "goddess" image appears, the campaign look should be maintained through consistent typefaces, "Whirlpool color" and logo placement.

**GET CLOTHES CLEAN
WITHOUT PRE-TREATING**

Catalyst™ Cleaning System
Eliminates pre-treating
SoakPro™ Temperature
Management System
Wet triple load dispenser



\$900
CATALYST™



**A REVOLUTION IN
PURITY**

**Retailer
Logo**
1234 Street
City, ST 00000

All specifications subject to change without notice.

A REVOLUTION IN PURITY


Catalyst™ Clean up to 4 lbs
of stains, all load post-wash
SoakPro™ Temperature
Management System
Wet triple load
Dispenser

\$900
CATALYST™

All specifications subject to change without notice.

5 TIMES AS FAST PER TIME

The fastest of 5. Packed In 5. Dry in 5.
With Speed™ Control & drying
Capacitance™ Motor



\$600
SPEED CONTROL™

All specifications subject to change without notice.

**Retailer
Logo**
1234 Street
City, ST 00000

CO-OP PRINT ADVERTISING BLACK & WHITE

All printed materials, should feel like a natural extension of the “Just Imagine” TV campaign. When no “goddess” image appears, the campaign look should be maintained through consistent typefaces, “Whirlpool color” and logo placement.

JUST IMAGINE

6D27DIXH

- More usable space
- Ice has been moved to the door
- Shelves that fold away

CONQUEST™

\$000⁰⁰

THE CONQUEST OF SPACE

MODEL #

- product features
- product features
- product features

\$000⁰⁰

EPO

MODEL #

- product features
- product features
- product features

\$000⁰⁰

EPO

Retailers Logo

RETAILERS ADDRESS & PHONE NUMBER

*Registered trademark. †Trademark of Whirlpool, U.S.A. ©2000 Whirlpool Corporation.

JUST IMAGINE

GSX9885JQ/T

- Virtually eliminates pre-treating
- AccuWash™ Temperature Management System
- Seven cycle-speed combinations

CATALYST™

\$000⁰⁰

GEX9868JQ/T

- The Industry's Fastest Drying*
- Whirlpool's Gentlest System
- Super Capacity Plus

SENSEON™

\$000⁰⁰

A REVOLUTION IN PURITY

MODEL #

- Product features
- Product features
- Product features

\$000⁰⁰

MODEL #

- Product features
- Product features
- Product features

\$000⁰⁰

MODEL #

- Product features
- Product features
- Product features

\$000⁰⁰

MODEL #

- Product features
- Product features
- Product features

\$000⁰⁰

EPO

EPO

EPO

EPO

& DRYING TIME THAT FLIES

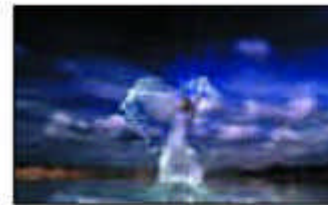
Retailers Logo

RETAILERS ADDRESS & PHONE NUMBER

*Based upon a 90 second drying test run. †Registered trademark. †Trademark of Whirlpool, U.S.A. ©2000 Whirlpool Corporation.

Note: When creating black and white advertising, the goddess is not used.

CO-OP ADVERTISING TV



Imagine

washing clothes clean

without pre-treating,



drying clothes

as fast as you can wash them,

(music)

Whirlpool. Just Imagine.



Hurry to American Home Center

for the impressive line of
Whirlpool appliances.

Plus now get special financing
on select Whirlpool models.

Come to American Home Center
today.

Logo Usage on POP, POS, Other Applications

Exceptions

- In the USA, due to wide recognition of the brand, additional latitude is allowed for one colour versions of the logo in POS materials to match trade partner colour schemes if needed.

However, the white logo, yellow ring with blue background is the preferred logo use in the USA and elsewhere.

Whirlpool Brand Logo Guidelines

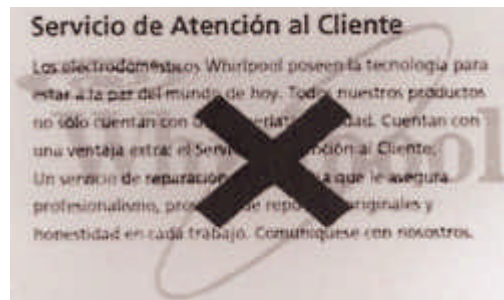
- **Appropriate Treatment of the Whirlpool Logo**
-

Global Communication Council

Appropriate Treatment of the Whirlpool Logo

Never Superimpose Trademarks

- A trademark or trade name must never have any symbol, text or images superimposed on it.



Appropriate Treatment of the Whirlpool Logo

Never Superimpose on the Goddess Image

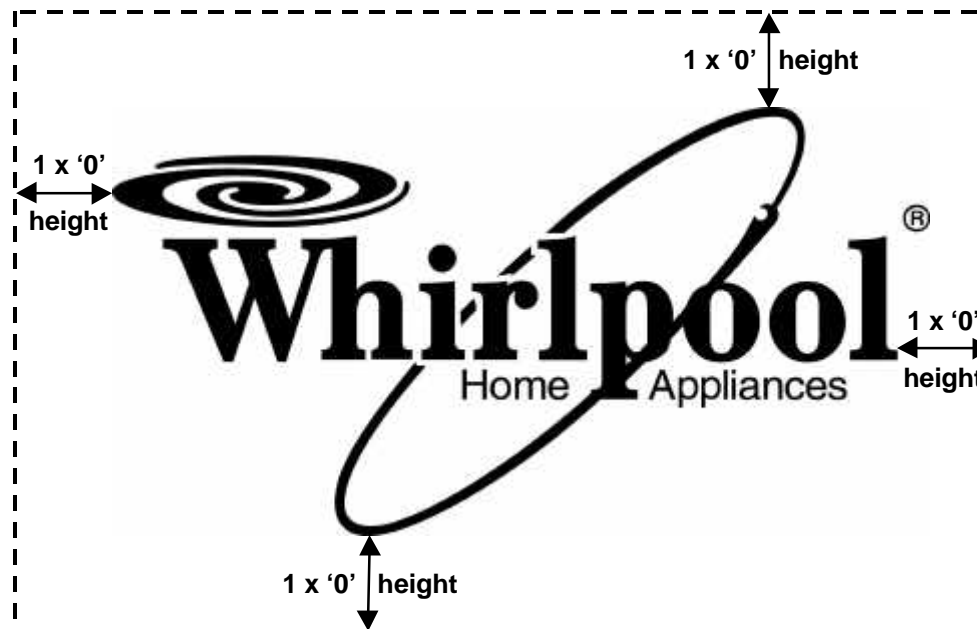
- Never place type, product (appliance), body copy or the logo over the goddess image. The logo should always appear on the blue background



Appropriate Treatment of the Whirlpool Logo

Clear Zones

- A minimum amount of space or “clear zone” is necessary around the trademark logo. A clear zone must be observed around the logo to ensure its optimum recognition. No other symbols, text or images are to encroach this area



Appropriate Treatment of the Whirlpool Logo

Running Text

- In running text (press releases, body copy, etc.), a trademark should be used in a type face that differs from the rest of the text or in all upper case letters for special emphasis

Example:

- “The Whirlpool washing machines...”
- “**Whirlpool** washing machines...”

Appropriate Treatment of the Whirlpool Logo

Trademark Legal Lines

- Trade mark legal lines must be used on all advertising, promotional items and other printed materials greater than 1/4 of an 8 1/2" X 11" page
- Trademark legal lines are not required for most television commercials and audio-visual presentations
- The R and TM symbols must be used in the USA and Common Law countries

® Registered Trademark of Whirlpool, U.S.A.

™ Trademark of Whirlpool, U.S.A.

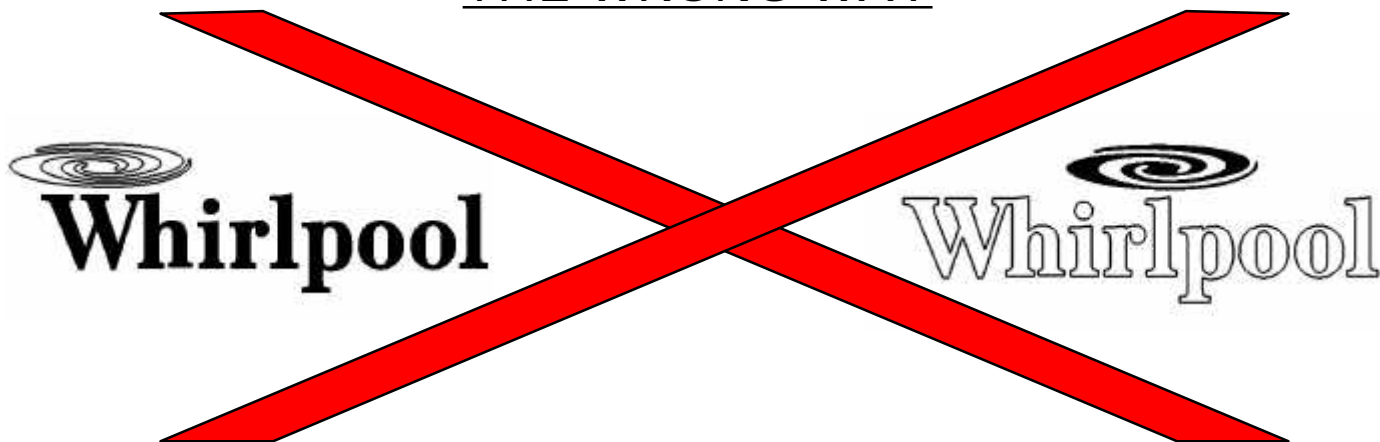
Appropriate Treatment of the Whirlpool Logo

Logo

Mixed Elements

- Elements from the solid and outline versions of the Whirlpool logo should not be mixed. The outline swirl must never be used with solid letters and the solid swirl must never be used with outline letters

THE WRONG WAY

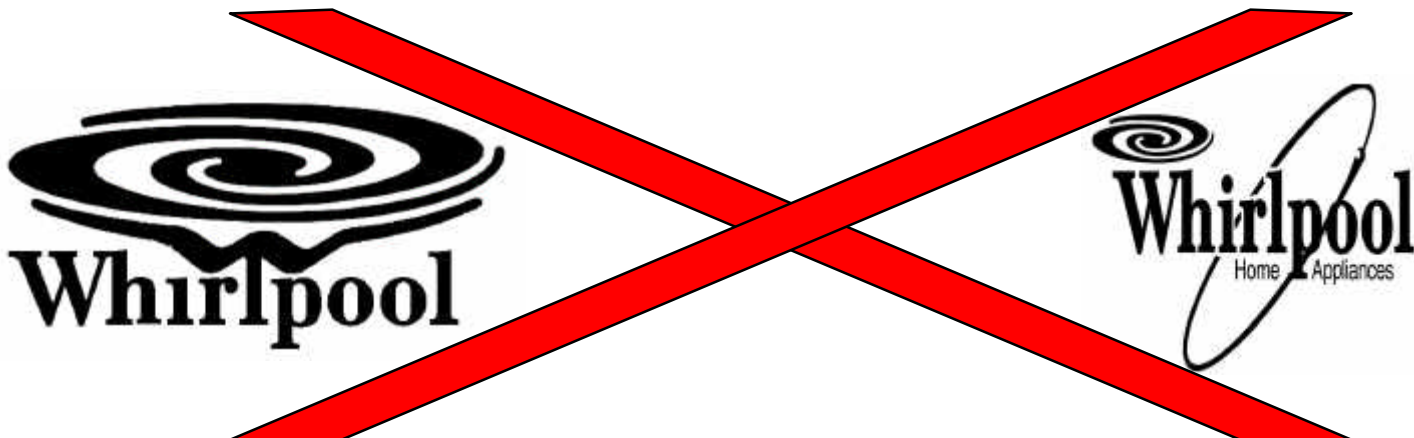


Appropriate Treatment of the Whirlpool Logo

Distorted Elements

- Elements may not be distorted from the designed logo specifications. If the artwork is obtained from an electronic source, no computer-generated distortions are permitted

THE WRONG WAY



Appropriate Treatment of the Whirlpool Logo

Element Separation

- The swirl must always be used when the ring is used

THE WRONG WAY



Appropriate Treatment of the Whirlpool Logo

Logo

Element Separation

- The swirl must never be used alone or with any other word, letter, symbol, or device

THE WRONG WAY



Appropriate Treatment of the Whirlpool Logo

Background Detraction

- The background on which a trademark or trade name appears may not interfere or detract from the instant recognition of the trademark or trade name. Multicolour backgrounds should be avoided

THE WRONG WAY



Official Translations of “Home Appliances”

Note: Descriptive words are in local languages.

JAPANESE



BAHASA INDONESIA



RUSSIAN



HUNGARIAN



SPANISH



BAHASA MALAYSIA



POLISH



CZECH



SLOVAK



THAI



CHINESE (COMPLEX)



ROMANIAN



DUTCH



FRENCH



VIETNAMESE



CHINESE (SIMPLIFIED)



GERMAN



ITALIAN



BULGARIAN



KOREAN



HINDI



Official Translations of “Trademark Legal Lines”

German:

“Whirlpool ist ein eingetragenes
Warenzeichen von Whirlpool, USA.”

French:

“Whirlpool est une marque déposée de
Whirlpool, USA.”

Spanish:

“Whirlpool es una marca registrada de
Whirlpool, USA.”

Italian:

“Whirlpool è un marchio commerciale
registrato della Whirlpool, USA.”

Dutch:

“Whirlpool is een geregistreerd
handelsmerk van Whirlpool, USA.”

Norwegian:

“Whirlpool er et registrert varemerke for
Whirlpool, USA.”

Finnish:

“Whirlpool on Whirlpool, USA:n
omistama tavaramerkki.”

Swedish:

“Whirlpool är ett av Whirlpool, USA,
registrerat varumärke.”

Danish:

“Whirlpool varemærket er registreret af og
tilhører Whirlpool, USA.”

Portuguese:

“Whirlpool é uma marca registada da
Whirlpool, USA.”

Polish:

“Whirlpool jest zastrzeżonym znakiem
towarowym Whirlpool USA.”

Greek:

“To “Whirlpool” είναι εμπορικό σήμα
κατατεθέν της Whirlpool, USA.”

Slovak:

“Whirlpool je zaregistrovaná ochranná
znamka Whirlpool USA.”

Czech:

“Whirlpool je registrovaná obchodní
značka podniku Whirlpool USA.”

Hungarian:

“A Whirlpool a Whirlpool USA védjegye.”

BAHASA INDONESIA

Whirlpool adalah suatu merk terdaftar
dari Whirlpool, U.S.A.

BAHASA MALAYSIA

Whirlpool ialah tanda perdagangan
terdaftar Whirlpool, U.S.A.

CHINESE

Chinese Traditional (Hong Kong and Taiwan)
惠而浦乃美國惠而浦 Whirlpool, U.S.A.
的註冊商標

Chinese Simplified (PRC Only)

惠而浦乃美国惠而浦 Whirlpool, U.S.A.
的注册商标

JAPANESE

ワールプールの Whirlpool, USA.
USA登録商標です。

KOREAN

“월풀”은 미국 월풀사의 등록상표입니다.

THAI

เวีร์ลพูล เป็นเครื่องหมายการค้าจดทะเบียน ของ
Whirlpool, USA.

VIETNAMESE

Whirlpool là một nhãn hiệu đã đăng
ký của Whirlpool, USA.

HINDI

‘वर्लपूल’ वर्लपूल कॉर्पोरेशन, यू.एस.ए. का
रजिस्टर्ड ट्रेडमार्क है।