



Brand ID & Style Guide

North American Market

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TABLE OF CONTENTS

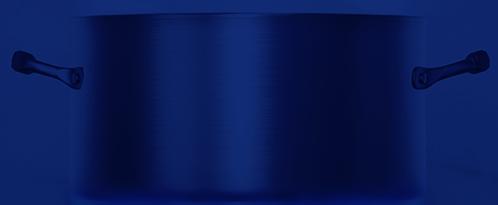
TABLE OF CONTENTS

SECTION 1		OVERVIEW	PAGE 4
SECTION 2		LOGO + TAGLINE	PAGE 10
SECTION 3		TYPOGRAPHY	PAGE 22
SECTION 4		COLOR PALETTES	PAGE 29
SECTION 5		BRAND VISUAL APPLICATION	PAGE 33
SECTION 6		BRAND FORMATTING + VISUAL EXECUTION	PAGE 44

ROBAM



OVERVIEW



BRAND OVERVIEW

Founded in 1979, ROBAM is known around the world for its high-end kitchen appliances and ranks #1 in global sales for both built-in cooktops and range hoods.

From integrating state-of-the-art Field-Oriented Control (FOC) technology and hands-free control options, to embodying an entirely new design aesthetic for the kitchen that doesn't hold back on functionality, ROBAM's suite of professional kitchen appliances offer the perfect combination of power and prestige.



ROBAM's mission is to maintain our global leadership position by introducing innovative, high-performing kitchen appliances that inspire culinary exploration in homes around the world.

EMOTIONAL BENEFIT

POSITION

High Performance

**EMOTIONAL
BENEFIT**

Confidence

EXECUTION
(MOOD)

Adventure You Can Taste™

POSITIONING STATEMENT

For **upscale, active, middle-aged (36-50) suburban homeowners with children**, ROBAM is the **adventurous designer and manufacturer of a full suite of premium kitchen appliances** that provides **high performance** and **confidence** because only ROBAM is **the global leader in kitchen appliances with thousands of patents for engineering highly precise, multi-functional cooking solutions for home chefs worldwide.**



TARGET AUDIENCE

— CURRENT CUSTOMERS

ROBAM's current customers in the U.S. are primarily affluent Asian American couples living in metropolitan areas.

- Age: 30-65, some with children and others with no children
- Income: \$50k - \$150k or higher
- Typically owns two family properties
- Bilingual
- Interests: Luxury living, economic literature, cooking

— ENHANCED TARGET

ROBAM's long-term strategy is to expand and broaden its target audience to include a wider variety of American consumers, beginning with upper middle-class families from a variety of backgrounds that live in primarily suburban areas who live active lives.

- Age: 36-50, with children between the ages of 8-14
- Income: \$75k - \$150k
- Homeowners with high-credit awareness
- Pays bills on time, primarily online
- Online shoppers, known to shop at home improvement stores
- Interests: Athletic outdoor activities, modern home design, cooking



BRAND TONALITY

ADVENTUROUS

Smart Nerdy Trustworthy Exciting

Powerful **CONFIDENT**

Creative Meticulous Professional

INSPIRING *Innovative*



LOGO & TAGLINE

PRIMARY LOGO & TAGLINE LOCK-UP

The primary ROBAM logo and “Adventure You Can Taste™” tagline uses an edge-to-edge lockup. Approved logo variations are included in this document to make sure scale and spacing are consistent and maintained while in use.

Continue to ensure all guidelines are followed and our logo is always looking its best.

ROBAM
Adventure You Can Taste™

CLEARSPACE REQUIREMENTS

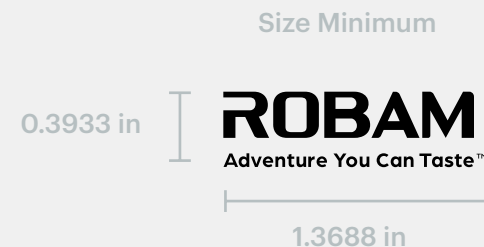
The logo's safe zone is equivalent to the height and width of the "O" in the logo on all sides.

TRADEMARK REQUIREMENTS

The trademark symbol must be included and remain the size it is in the approved logo.

DIMENSIONS

Keep in mind that a size minimum should be maintained for legibility. The minimum size the logo should be is 1.3688 in" W x 0.3933" H



INCORRECT LOGO USAGE

The primary logo lockup includes both the ROBAM brand name and the “Adventure You Can Taste” tagline. While alternative approaches are presented later in this guide, most branding efforts should be executed using this lockup. Scale and spacing are to remain consistent in all applications.

Continue to adhere to all guidelines in order to ensure that the logo is always looking its best.



Don't Squish Logo



Don't Stretch Logo



Don't Angle/Twist Logo



Don't Use a Different Font



Don't Outline Text



Don't Make Logo Too Small



Don't Place Logo in Shape or Frame



Don't Shift Text in Logo

COLOR USAGE

The primary logo color is black. For optimal brand recognition and clarity, use black and white in the logo for improved identification. When the background color is light, opt for black, and when it's dark, use white. Black and white colors provide strong contrast, creating a sophisticated and refined look that enhances the brand's image in various applications.

See the next page for incorrect color usage.



ROBAM
Adventure You Can Taste™



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ROBAM
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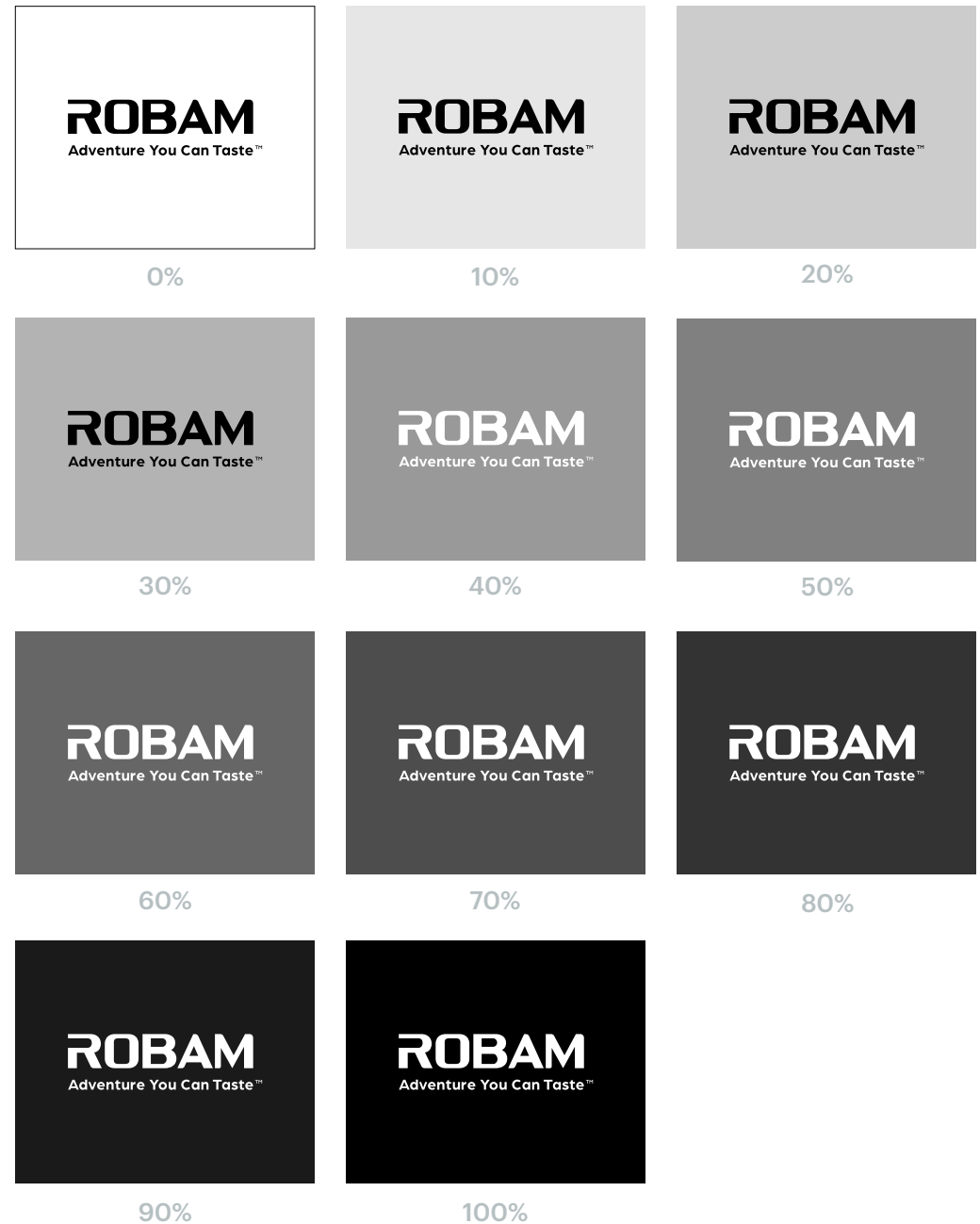


ROBAM
Adventure You Can Taste™

COLOR SHIFTING

Whenever possible, avoid using additional grayscale colorways as the background element for the ROBAM logo. However, if a grayscale application is mandatory for particular applications, reference the grid on this slide to determine whether the logo element itself is rendered in black or white.

As a general rule of thumb, use the black logo for any grayscale background that is 39% or lower. Use the white logo for any grayscale background that is 40% or higher.



INCORRECT COLOR USAGE

The color of the logo should remain consistent and unchanged across all applications, appearing only in black or white. This helps to maintain ROBAM's brand identity and recognition with a clear, cohesive visual representation that feels sophisticated and refined. Deviating from the designated logo colors may dilute the brand's impact.

When placing the logo on an image background, it is crucial to maintain a strong contrast between the logo and the image to ensure optimal visibility and legibility.



ROBAM Blue



Tumeric Orange



Cloud Gray



Passport Navy



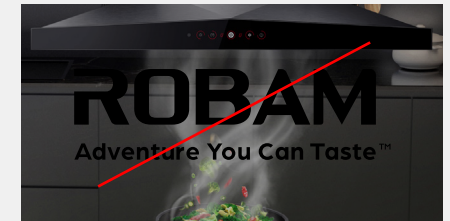
Blue Gradient



Orange Gradient



Poor Contrast and Busy Background



Poor Contrast on Dark Image

PRIMARY LOGO VARIATIONS

The following are the primary logo lockups that should be used consistently across all brand materials and applications. These lockups have been carefully designed to represent the brand's visual identity in the most effective and impactful way. By adhering to these primary logo lockups, we ensure brand consistency and maximize recognition, establishing a strong and cohesive brand presence across various platforms.

The primary logo & tagline lockup should be used whenever possible. For instances where the primary lockup is too tall, the tagline centered to the right is approved for use. In instances where the tagline display smaller than approved, use the logo without a tagline.

Primary Lockup, Stacked

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Adventure You Can Taste™



Center Aligned Lockup

ROBAM Adventure You Can Taste™



Logo, No Tagline

ROBAM



SUPPORTING ELEMENTS

In addition to the primary logo lockups, the following supporting logo elements have been created to provide versatility and enhance the brand's visual presence. By utilizing these supporting logo elements, we maintain a consistent brand identity while adapting to diverse applications.

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ROBAM Credibility



ROBAM Co-Op Media Partnership

BADGE ELEMENT

When subtlety is desired, the ROBAM badge icon can be used in place of a full brand logo lockup.

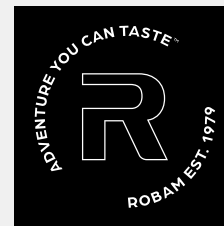
When this mark is used, ensure that the brand name is visible or near in relationship with the badge. For example, a recipe card would have the full logo on one side and the badge design on the other. This will help reinforce brand recognition.

MINIMUM SIZE

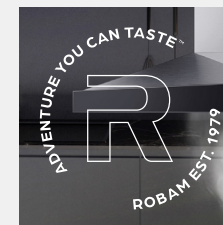
At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is 1" for print and 50px for digital application.



Approved Color Usage



Approved Background Color



Ensure Strong Contrast

PROFILE ELEMENT

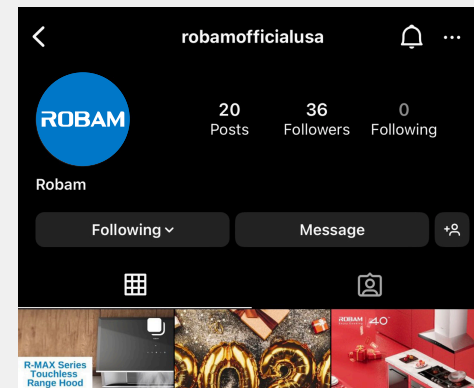
The primary profile image background color is ROBAM Blue. Jet Black and Passport Blue are also approved but ROBAM Blue should be the primary usage since ROBAM has built equity with the brand blue and it provides an eye-catching pop of color to both light and dark mode application settings.



Primary Use



Approved for Use



Example Profile

Note: Most apps auto-populate a circular profile image.

VIDEO LOGO PLACEMENT

Logo spacing on 16:9 horizontal and 9:16 vertical screens should be centered with a high contrast, on brand color for the logo.

The logo should be 348.001 px by 100 px for a 4K screen.



16:9



9:16

TYPOGRAPHY

HEADLINE FONT

ORPHEUS

REGULAR

The quick brown fox jumps over the lazy dog
1234567890

ITALIC

The quick brown fox jumps over the lazy dog
1234567890

MEDIUM

The quick brown fox jumps over the lazy dog
1234567890

BOLD

The quick brown fox jumps over the lazy dog
1234567890

PARAGRAPH FONT

GRAPHIK

REGULAR

The quick brown fox jumps over the lazy dog
1234567890

MEDIUM

The quick brown fox jumps over the lazy dog
1234567890

SEMIBOLD

The quick brown fox jumps over the lazy dog
1234567890

TYPOGRAPHY USAGE

The typography point sizes are here as suggestions and should be used as a starting point. When creating final creative assets, keep in mind overall scale and ratios between headlines, subheadings and paragraphs that best represent the guidance below and the final size of the pieces being produced.

	TYPEFACE	WEIGHT	FONT SIZE	LEADING
HEADLINE 1	ORPHEUS	BOLD	60	58
HEADLINE 2	ORPHEUS	BOLD	48	46
HEADLINE 3	ORPHEUS	BOLD	36	34
SUBHEADING (ALL CAPS)	GRAPHIK	MEDIUM	16	18
<i>Subheading (Alternative)</i>	ORPHEUS	ITALIC	20	22
Paragraph 1	GRAPHIK	REGULAR	16	20
Paragraph 2	GRAPHIK	REGULAR	12	18

TYPE HEIRARCHY

Large headlines should use Orpheus Pro set in the title case (upper and lowercase). Subheads should use Graphik in all caps while large blocks of copy should use Graphik in sentence case.

LARGE MAIN HEADLINE

Orpheus Pro, Headline 1, Passport Navy, Title Case or All Caps

SUBHEADLINE

Graphik, Subheading (All Caps), ROBAM Blue

BODY COPY

Graphik, Paragraph 1, Jet Black

Adventure You Can TasteTM

— TASTE FOR FOOD, TASTE FOR ADVENTURE,
TASTE FOR LIFE

All innovation is born out of passion and necessity. Our passion is to infuse each cooking experience with an irresistible sense of exploration and to inspire people around the world to try new things in the kitchen. Not simply new recipes, but also entirely new methods for preparing them. So the culinary adventures are endless.

TYPE HEIRARCHY

Large headlines should use Orpheus Pro set in the title case (upper and lowercase). Subheads should use Graphik in all caps while large blocks of copy should use Graphik in sentence case.

LARGE MAIN HEADLINE

Orpheus Pro, Headline 2, Passport Navy, Title Case or All Caps

SUBHEADLINE

Graphik, Subheading (All Caps), ROBAM Blue

BODY COPY

Graphik, Paragraph 2, Jet Black

Adventure You Can Taste™

— TASTE FOR FOOD, TASTE FOR ADVENTURE,
TASTE FOR LIFE

All innovation is born out of passion and necessity. Our passion is to infuse each cooking experience with an irresistible sense of exploration and to inspire people around the world to try new things in the kitchen. Not simply new recipes, but also entirely new methods for preparing them. So the culinary adventures are endless.

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LARGE MAIN HEADLINE

Orpheus Pro, Headline 2, Passport Navy, Title Case or All Caps

SUBHEADLINE

Graphik, Subheading (All Caps), ROBAM Blue

BODY COPY

Graphik, Paragraph 1, Jet Black

Adventure You Can Taste™

— TASTE FOR FOOD, TASTE FOR ADVENTURE,
TASTE FOR LIFE

All innovation is born out of passion and necessity. Our passion is to infuse each cooking experience with an irresistible sense of exploration and to inspire people around the world to try new things in the kitchen. Not simply new recipes, but also entirely new methods for preparing them. So the culinary adventures are endless.

WEB FONT ALTERNATIVES

Although all specified type is available for both print and digital usage, some real world applications may require a shift to more broadly available fonts. For example, everyday email body copy should be rendered in a complementary typeface that is more broadly accessible for users worldwide.

To complement the character of Orpheus Pro for headlines, use Baskerville instead. To complement the clean legibility of Graphik for body copy, use Arial.

HEADLINE WEB FONT BASKERVILLE

REGULAR

The quick brown fox jumps over the lazy dog

1234567890

BOLD

The quick brown fox jumps over the lazy dog

1234567890

PARAGRAPH WEB FONT ARIAL

REGULAR

The quick brown fox jumps over the lazy dog

1234567890

BOLD

The quick brown fox jumps over the lazy dog

1234567890

ROBAM

COLOR PALETTE

PRIMARY & SECONDARY COLOR PALETTES

The primary colors for ROBAM include ROBAM Blue and Passport Navy. Secondary colors which should be used sparingly and in a supporting role are the Jet Black, Turmeric Orange and Cloud Gray. Tertiary colors are the two gradients, Yellow Orange and Blue Navy which should be used minimally, never together and only for digital/screen display.

CMYK and Pantone colors should be used for offline printing, textiles and painting.

RGB colors should be used for online use.

<p>PRIMARY COLOR</p> <p>ROBAM BLUE</p> <p>PANTONE: 3005 C RGB: 0/119/200</p> <p>CMYK: 84/49/0/0 HEX: #0077C8</p>	<p>PRIMARY COLOR</p> <p>PASSPORT NAVY</p> <p>PANTONE: 2766 C RGB: 6/17/73</p> <p>CMYK: 100/97/33/46 HEX: #061149</p>
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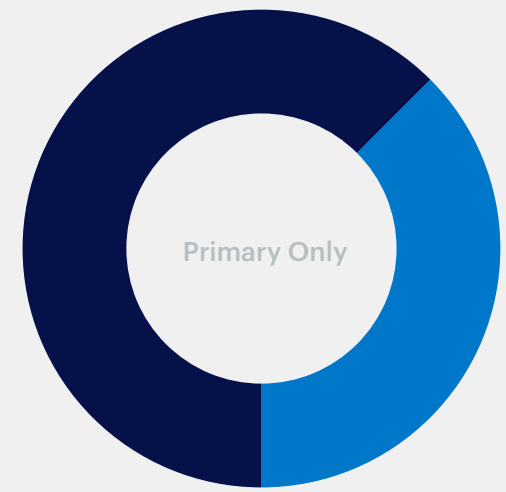
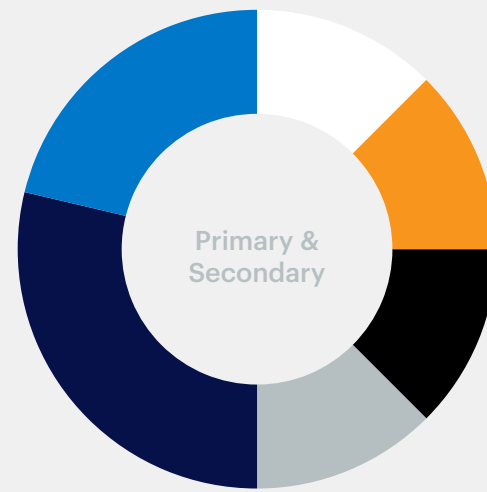
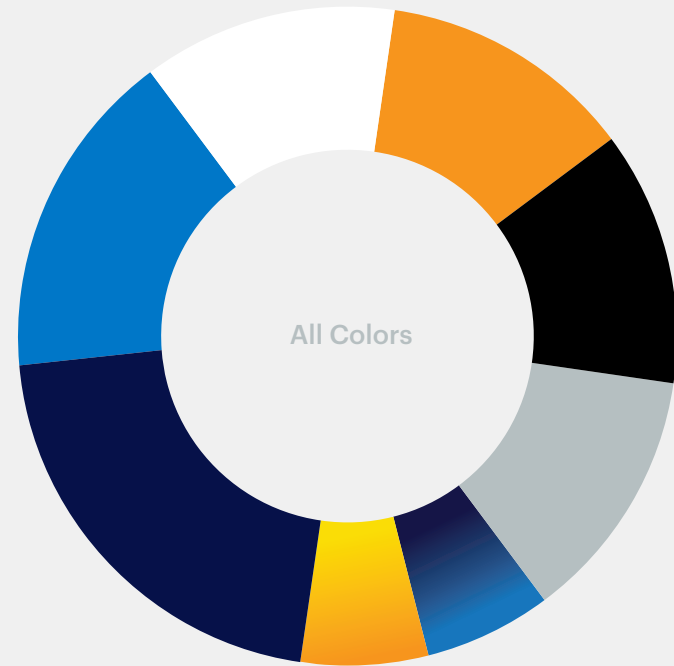
<p>SECONDARY COLOR</p> <p>JET BLACK</p> <p>PANTONE: BLACK 6 C</p> <p>CMYK: 75/68/67/90</p> <p>RGB: 0/0/0</p> <p>HEX: #000000</p>	<p>SECONDARY COLOR</p> <p>TURMERIC ORANGE</p> <p>PANTONE: 2013 C</p> <p>CMYK: 0/49/100/0</p> <p>RGB: 255/150/10</p> <p>HEX: #FF960A</p>	<p>SECONDARY COLOR</p> <p>CLOUD GRAY</p> <p>PANTONE: 441 C</p> <p>CMYK: 29/18/20/0</p> <p>RGB: 182/191/193</p> <p>HEX: #B6BFC1</p>
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<p>GRADIENT</p> <p>YELLOW ORANGE</p> <p>HEX: #FFDE00</p>	<p>GRADIENT</p> <p>BLUE NAVY</p> <p>HEX: #FF960A</p>	<p>HEX: #0077C8</p>	<p>HEX: #061149</p>
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COLOR USAGE

Use the color ratio graph for guidance on color applications used throughout branded elements. Also, reference the Brand Visual Application section of this guide.

The secondary colors should be used minimally and only as accents to avoid distracting from the main brand colors.

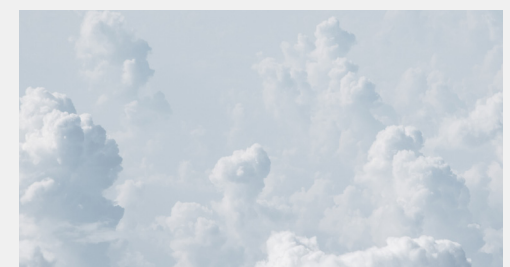


COLOR STRATEGY

ROBAM Blue is an original color of the brand, and is complemented by Passport Navy in the primary color palette for its sophisticated appeal. Passport Navy serves as a neutral anchor, conveying a sense of travel.

The secondary colors were carefully chosen to harmonize with the primary colors while adding their own distinctive qualities to the brand. Turmeric Orange represents spices, infusing warmth and vibrancy into the brand. Cloud Gray, a supporting color, should be used sparingly to provide grounding and evoke the image of clouds viewed from an airplane window.

These colors, each unique in their own right, work together harmoniously to bring the ROBAM brand to life. They communicate a shared passion for both travel and adventure, whether it be in life or in the kitchen.



BRAND VISUAL APPLICATION

PRIMARY KITCHEN DESIGN STYLE

— THE MODERN AMERICAN KITCHEN*

Modern is ROBAM's primary kitchen design style. The sleek and sophisticated approach allows ROBAM products to shine front-and-center with technology as one of the focal points for modern kitchen design.

CRISP LINES

- Sharp lines across all wall surfaces
- Avoid galley-style; utilize at least one right angle
- Add dimension with an eat-in island

LAYERED LIGHTING

- Recessed lighting as well as pendants
- Lighting should emphasize key features, but not necessarily the appliances
- Daylight through windows

PROPPING

- Minimal elements on countertops or islands
- Use geometric shapes and small, intentional color pops
- Clean-lined stools and chairs
- No frills and minimal fabrics

BOLD & STARK COLORS

- Black, white or beige base
- Focus on creating contrast between walls and cabinetry, countertops, etc.
- No pastels or busy patterns

MATERIALS/FINISHES

- Full cabinetry or open shelving with clean lines, inset doors
- Porcelain or ceramic tile for backsplashes, or potentially exposed brick
- Natural materials: maple, birch, ash

FLOORING

- Hard wood with complementary finish to balance with cabinetry and countertops
- Subtle geometric patterns are ok (i.e. herringbone)

*Based on current industry design trends and should be evaluated yearly.



Modern kitchens are designed to keep clutter to a minimum. Reflective surfaces and high-tech materials, such as ROBAM products, are central to the most modern kitchens, and exotic woods that add a touch of luxury without frills or fabric. Iconic midcentury seating; and seating made of highly polished woods is often utilized.

OTHER APPROVED KITCHEN STYLES

Farmhouse Kitchens

Open and inviting kitchens that use farmhouse tables and furniture-like cabinetry, and an eclectic mix of finishes helps create a comfortable, lived-in look. Farmhouse colors range from primary red, yellow and blue to aged tones of cream and pale yellow. Mixing rather than matching is the farmhouse way to go.

Cottage Kitchens

With their homespun touches and imperfect finishes, cottage-style kitchens are always one of a kind and serve as the perfect backdrop for offbeat art and collectibles. To marry serious cooking with whimsical style, look for high-end appliances.

Contemporary Kitchens

The look is a carefully curated mix of materials: new and old, casual and polished. Add gourmet cooking equipment, comfortable, durable seating and lots of open space for a kitchen perfectly suited to 21st-century living.

*Based on current industry design trends and should be evaluated yearly.



Farmhouse: Reclaimed wood, painted cabinets, open shelving, shiplap and design touches drawn from the past.



Cottage: Painted cabinets and handmade accessories create a delightful space to cook and eat.



Contemporary: Incorporate rustic, modern and traditional features while keeping everything definitively up to date.

OTHER APPROVED KITCHEN STYLES CONT.

Coastal Kitchens

Seagrass and wicker seating are casual, comfortable and coastal. Fabrics and flooring that can withstand coastal weather and window treatments that allow for maximum sunlight display a beachy and inviting theme.

Traditional Kitchens

Paneled or glass doors on cupboards contribute timeless style, and latched or icebox hardware is often added for period detail. White tiles add a clean look and help reflect light, and artisanal or vintage-look light fixtures add special touches.

Industrial Kitchens

With the trend of urban lofts converted into living spaces, industrial kitchens often feature exposed ductwork and large, factory-style windows.

*Based on current industry design trends and should be evaluated yearly.



Coastal:
Pastel paints, warm and textured woods and materials. Shiplap and eclectic lighting displays.



Traditional:
Light, bright and open layout. Older style knobs or latches for traditional appeal



Industrial:
Concrete or metal countertops, brick backsplashes, outdoor-style light fixtures.

INCORRECT KITCHEN STYLES

The following kitchen styles should be avoided:

Mediterranean

- Avoid rich wood textures to ornate accents.

French Country

- Avoid rich colors like gold, deep red and olive. Avoid granite countertops, furniture-like cabinetry and ornate flooring.

Old World

- Avoid dark mahogany finishes with lots of carving and detail, countertops with ogee or bullnosed edges, and stone floors.

Boho

- Avoid vintage elements, plants, and heavy patterns in wallpaper and tile.

Midcentury Modern

- Avoid light-colored walls like pale yellow or green, pastel design accents, flat paneled cabinets.

Mediterranean



French Country



Old World



Boho



Midcentury Modern



CHARACTER/PEOPLE PHOTOGRAPHY REFERENCES

When selecting character and people photos, it is crucial to establish a strong connection with our target audience. These images should depict individuals cooking, enjoying food, or engaging in activities aligned with the marketing message of ROBAM. By showcasing a stylized setting that resonates with our audience's aspirations and desires, we create an emotional bond that strengthens brand affinity.

In addition, maintaining a focus on quality is paramount. All images must be high-resolution, allowing for sharp details and vibrant colors that captivate the viewer. Paying meticulous attention to proper exposure, focus, and composition ensures that the photography maintains a professional and visually appealing standard. These elements combine to create a compelling visual experience that reinforces our brand's message and captivates our target audience.



INCORRECT CHARACTER/PEOPLE PHOTOGRAPHY

Avoid overly corporate characters or characters with an urban or grunge style. Avoid over stylized character locations that venture too far from the kitchen or culinary environment. Use imagery that is exciting and adventurous.



COOKING PHOTOGRAPHY REFERENCES

When capturing ingredients and food photos, the goal is to showcase well-prepared dishes that exemplify meticulous styling, quality plating, and exquisite culinary techniques.

The food and ingredients should be fresh, vibrant, and representative of dishes that can be easily prepared in a home kitchen. Evoking a sense of accessibility and encouraging our audience to explore their culinary skills.

The photography should feature a deliberate 10-15% of “perfect imperfection” (crumbs, spices, etc.) to create texture and authentically represent the essence of culinary exploration and hands-on kitchen experiences.



BAKING PHOTOGRAPHY REFERENCES

Baking photography should embody an adventurous, raw, and authentic feel, utilizing flour and textures of breads to evoke a sense of culinary exploration. Embracing the inherent messiness that comes with baking, we should leverage it as an opportunity to enhance the authenticity of the photography, capturing the genuine and tactile experience of working with dough and ingredients.

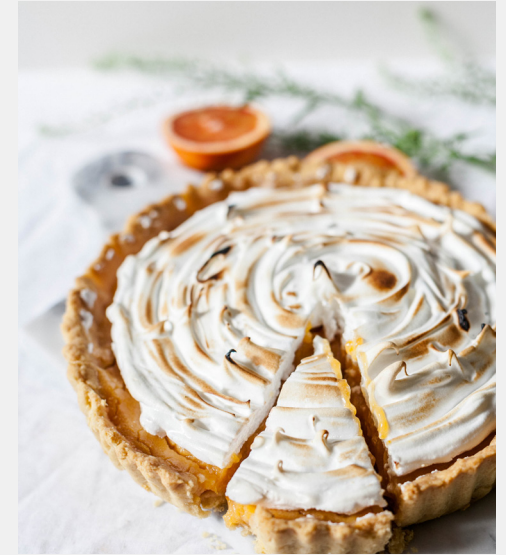
The photography should feature a deliberate 10-15% of “perfect imperfection” (crumbs, spices, etc.) to create texture and authentically represent the essence of culinary exploration and hands-on kitchen experiences.



DESSERT PHOTOGRAPHY REFERENCES

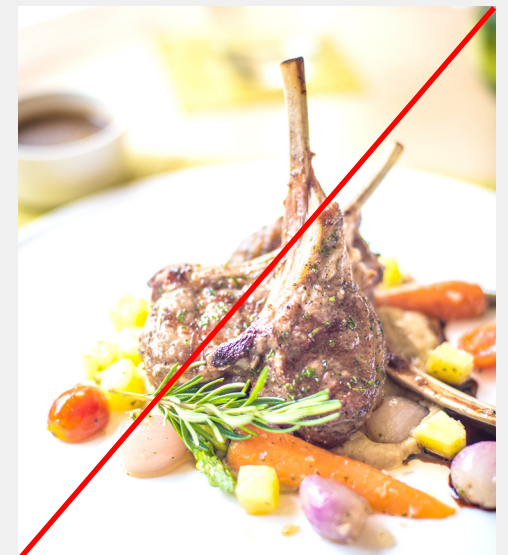
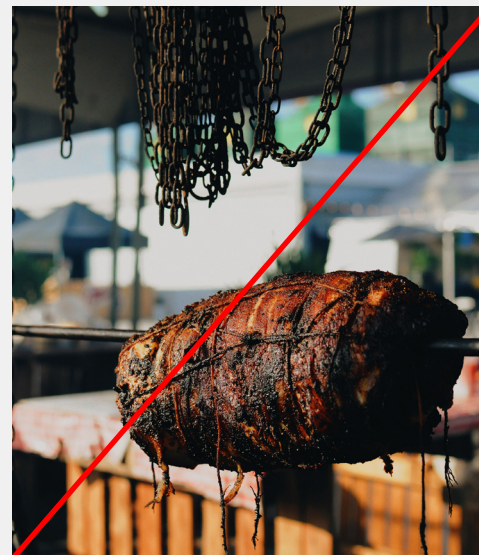
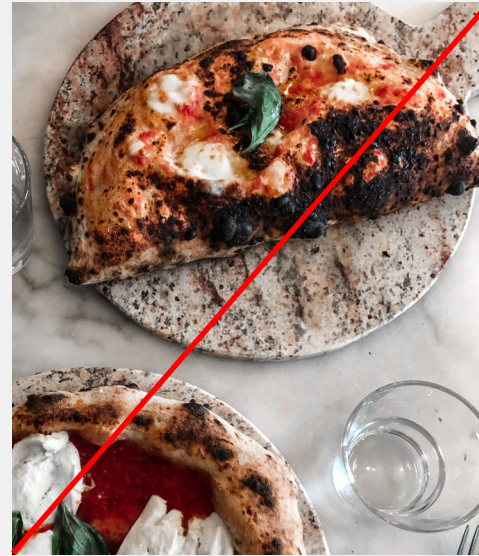
Dessert photography should be bright, light, and crave-worthy showcasing the precision and control that ROBAM offers. We can achieve this by utilizing vibrant fruits to add pops of color, and incorporating icing and creams that show expertise and control while adding textural elements.

The photography should feature a deliberate 10-15% of “perfect imperfection” (crumbs, spices, etc.) to create texture and authentically represent the essence of culinary exploration and hands-on kitchen experiences.



INCORRECT INGREDIENTS/FOOD PHOTOGRAPHY

Avoid high exposure or burnt food. Avoid messy plating and unrefined dishes. Avoid showing food on non-ROBAM products.



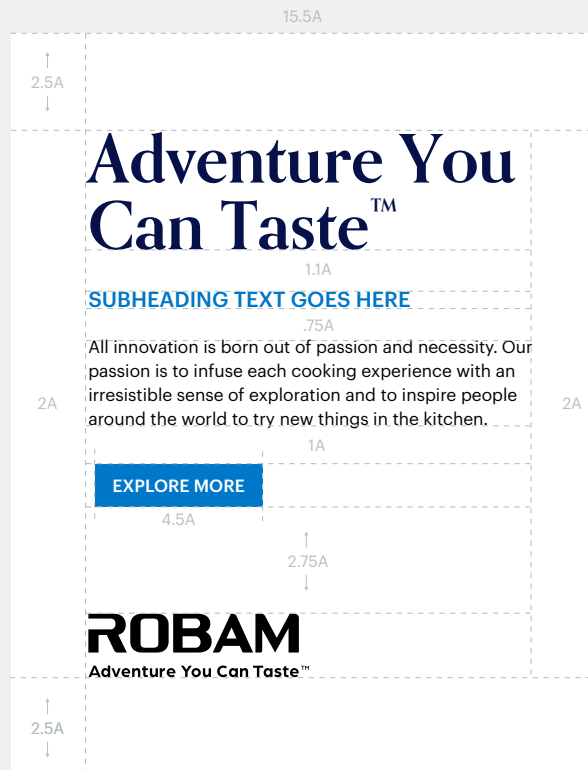
BRAND FORMATTING + VISUAL EXECUTION

BRAND FORMATTING

— HORIZONTAL (1920X1080)



IMAGE BACKGROUNDS:
 Formatting applies to full image backgrounds as well. Ensure strong contrast between image and text for maximum legibility.



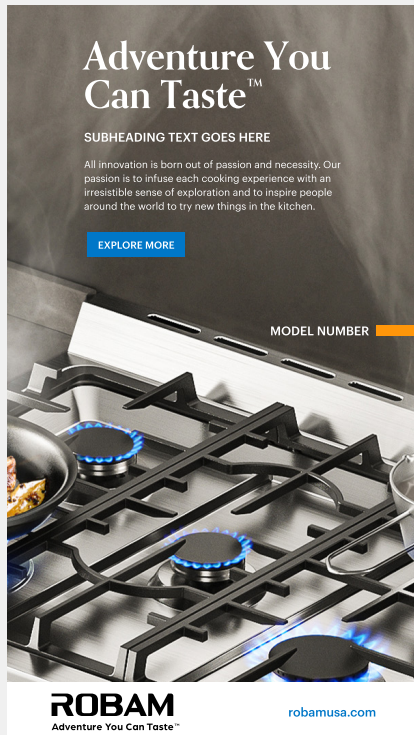
- Logo, copy and button left aligned
- Heading**
 Orpheus Pro, 96pt
 25pt Leading
- Subheading**
 Graphik Medium, 30pt
- Body Copy**
 Graphik Regular, 25pt
 9pt Leading
- Button Copy**
 Graphik Medium, 25pt
- Note: If a button is not required, remove the button and use the same 1.5A spacing between the image and the body copy.
- Logo Lockup**
 323.6 x 92.5 px

BRAND FORMATTING

— VERTICAL (1080X1920)



IMAGE BACKGROUNDS:
 Formatting applies to full image backgrounds as well. Ensure strong contrast between image and text for maximum legibility.



Center align text and button group to artboard

Logo, copy and button left aligned

Heading
 Orpheus Pro, 96pt
 25pt Leading

Subheading
 Graphik Medium, 30pt

Body Copy
 Graphik Regular, 25pt
 9pt Leading

Button Copy
 Graphik Medium, 25pt

Note: If a button is not required, remove the button and use the same 1.5A spacing between the image and the body copy.

Logo Lockup
 323.6 x 92.5 px

Center align footer content horizontally

