



BRAND GUIDELINES

THIS IS YOUR GRILL WHAT YOU LOVE,
AND DO IT OFTEN. **WEBER.**

WE MAKE BACKYARD HEROES AND BRING PEOPLE TOGETHER.

COMMIT TO EXCELLENCE. LIVE IN THE SHADOW OF THE
IN EVERYTHING. KETTLE AND DO YOUR PART IN
CARRYING ON THE LEGACY.

ENJOY. BE COURAGEOUS.
THINK BOLDLY, CONFIDENTLY.

HAVE FUN. BORN IN 1952.

QUALITY, DURABILITY AND INGENUITY
ARE WHAT CONSUMER EXPECT AND IT'S WHAT WE STRIVE TO DELIVER EVERYDAY.

SPARK YOUR OWN
BACKYARD REVOLUTION.

DISCOVER A WORLD WHERE THE FLAME OF THE GRILL BURNS LONG AND BRIGHT AND TRUE.

LIVE OUR LEGACY IN EVERYTHING YOU DO.

SURPRISE AND SERIOUS GRILLS

DELIGHT. FOR UNSERIOUS TIMES.

PICK UP THE TONGS. RAISE YOUR SPATULAS. IT'S TIME.

GRILL OFTEN. NOW IS THE TIME.

A WEBER. BURN LONG. BURN BRIGHT. BURN TRUE.
IS JUST BETTER. **GRILL ON.**



[01]



[02]



[03]



WEBER® BRAND GUIDELINES

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[01]

THE WEBER® BRAND



BORN FROM A BUOY

TO MILLIONS, TO KNOW WEBER IS TO LOVE WEBER.



1952 ORIGINAL KETTLE



1985 WEBER® GENESIS®



2003 WEBER® Q™

1952

Since 1952, Weber has been in the business of making grills people are proud to own. Products they can trust. It starts and ends with great design. At the core is quality and attention to detail, and an unfaltering commitment to treating customers with respect and care. It's how we go to market. We can't do it any other way. It is part of our DNA. Ever since George Stephen first rolled out the original kettle, making people happy has been the prize we keep our eye on when we turn on the lights in the morning, and the benchmark for a successful workday when we lock the doors at night.

TODAY

Adhering to these values over the years has generated a great deal of trust, both with our retail partners and our consumers. It defines us in the marketplace and is a fighting rung that no competitor can assail. The Weber brand not only promises a fantastic grill ownership experience, it delivers it.

THE WEBER BRAND WHEEL



The brand wheel is the backbone of everything we do as marketers of Weber. It is a reference frame for everyday decisions concerning the brand, and it filters individual and taste-driven discussions.

This is the tool we use to monitor our activities and to ensure we always respect the roots of our company, so we act as **ONE BRAND** in everything we do – wherever we do it.

Is what we do **AUTHENTIC**? Is it **INSPIRING** for consumers? Is it made with **EXCELLENCE** and are we actually **BONDING** with the consumers? With the brand wheel in our hands we can always find the answer.



The brand values of the brand WHEEL are as follows:

AUTHENTIC

Our history and our **HERITAGE** differentiate us from other barbecue brands. We know where we come from. Our DNA is rich and stems from when George Stephen Sr. set out to build a better grill that would protect his steaks from the elements. So, back in Chicago in 1952, George ingeniously invented the original Weber® kettle grill.

The **PIONEERING** spirit of George is still with us. He reinvented the barbecue culture. He introduced us to a world of covered cooking where grills have lids in order to improve their performance. These revolutionary grills transformed the market.

We look back with pride on our **EXPERTISE** and history of inventing groundbreaking grills and grilling tools. Weber has been a driving force for grilling culture for more than 60 years and continues to innovate every day, always taking it another step further into the future. We are the original, the brand whose iconic status has branded itself in people's hearts. Others may copy our products and ideas, but they cannot copy our roots.

EXCELLENT

Due to the extraordinary **QUALITY** of all our products, services, and experiences, Weber is at the high end of the market. We got there and stay there by delivering top quality in premium priced segments. We deliver products to be proud of and an "affordable luxury".

Sustainable products, excellent materials, and manufacturing experience meet well conceived functionality, **INNOVATION**, and outstanding design.

Weber is doing a great deal to have its quality ambitions implemented in every aspect of barbecuing. With the Weber Grill Academy, we have built a professional infrastructure to transform good grillers into experts. Weber cares about quality – of grills, accessories, and food.

Weber provides its **CHALLENGING LEADERSHIP** every day with passionate barbecue ambassadors inside and outside the company.

INSPIRING

Weber is not only about grilling meat, fish, or vegetables. It is a culture of communication, celebration, and enjoyment. It encourages people to spend time together and to escape from the busyness of life. It focuses on the whole environment and what makes barbecuing unique and special. It gives consumers ideas, **CREATIVITY**, and inspiration that people never tire of.

Beyond our extraordinary products, Weber's universe is a world of fun. It is filled with events where people get together, interact, and learn. **EDUTAINMENT** is deeply rooted in the culture of the brand.

Every grilling session is an enjoyable act and a serious one at the same time. Weber **IMPROVES** the barbecue skills that people have by giving them the tools to elevate them. We give them a great experience while they learn and enjoy their progress.

BONDING

Weber offers a time out from business and everyday life. Grilling provides consumers a time to come **TOGETHER** and have **FUN** with family and friends.

Weber brings people together while in the company of others while enjoying good food. The brand helps to restore the positive energy consumers want through enjoyable experiences and memories.

Grilling with a Weber® grill is a moment of pure **FREEDOM** and happiness. Feeling comfortable in your own backyard, feeling at home among family and friends, and feeling happy with the current moment.

THE VISUAL BRAND

ATTRIBUTES FOR THE VISUAL BRAND



AUTHENTIC

which means grounded,
natural, credible –
never glossy or super-artificial

BONDING

which means approachable,
human or emotional –
never distanced or elitist



EXCELLENT

which means excellent in
execution – never cheap or
amateur

INSPIRING

which means a certain level
of idea, innovation, creative
humor or surprise – never a
disturbing look

BRAND BELIEF – OVERVIEW

OUR CONSUMERS ENJOY ALL KINDS OF BENEFITS THANKS TO OUR PRODUCTS.

Reasons to purchase a Weber® grill are easy to find due to Weber's wide range of products. Our well-designed grills and versatile accessories are available to the consumer through both online and retail outlets. Affordable, entry-level models make access to the brand more obtainable.

WITH OUR BROAD DISTRIBUTION OF PRODUCTS AND GRILLING EXPERTISE, we also make it easy for consumers to gain access to us for support, safety, and success. This allows them to become more confident about grilling and in turn, take pride in the fact they own one of our premium products. They should feel inspired by our message to relax and enjoy their leisure time, all while belonging to a community of a people who share their same values.

DURABILITY, FUNCTIONALITY, DESIGN, QUALITY, SAFETY, AND VARIETY, along with ease of use and convenience are the key reasons why consumers who have already purchased a Weber® grill value and appreciate the brand. Our relationship with our loyal consumers extends from the backyard to beyond with our commitment to service and support.

REASONS TO BELIEVE

QUALITY
PERFORMANCE
SUPPORT
EXPERTISE
DURABILITY
FUNCTIONALITY
SECURITY
SIMPLICITY
VARIETY
ADDED VALUE
COMMUNITY
DESIGN

CUSTOMER BENEFITS

RATIONAL

EASY ENTRY
EASY TO USE
IMPROVEMENT
GOOD TASTE

EMOTIONAL

SELF-CONFIDENCE
PROUDNESS
SLOW-DOWN
BELONGING
SAFENESS



TONE AND COPY

A copy platform must be established that gives the copywriter a solid understanding of the language of the Weber® brand. Collaboration with the designers is necessary to maximize cohesion between the visual and informational content of all designed materials for operations, marketing and advertising. Only in this way can the same motivational message be delivered to the customer through words and images upon first contact.

LANGUAGE

be direct not general
be brief not narrative*
be benefits-oriented not features-oriented
be memorable. not one of the crowd
be humorous not humorless
be colorful not monotonous
be honest not overly commercial
show don't tell

*Narrative voice is applicable for some consumer publications.

TONE

> The authority on grilling
> Knowledgeable
> Confident
> Friendly
> Approachable
> Authentic
> Sometimes humorous

WEBER EXPERIENCE

> Simple/Easy
> Emotional/Heartfelt
> Honest
> Comfortable
> Fun/Entertaining
> Satisfying
> Inspiring
> Human
> Exceptional
> Different/Better
> Sensory-engaging all the senses
> Happy
> Authentic
> Fresh/Alive
> Informative, with a sense of history and heritage
> Generous





THE WEBER® BRAND MANIFESTO

BRAND MISSION

Weber cares about making people happy by creating excellent products and **INSPIRING PEOPLE** to use and enjoy them.

VISION

As category leader, Weber provides the **ULTIMATE BARBECUE EXPERIENCE**.

VALUE PROPOSITION

Weber improves the quality of my life by **PROVIDING THE TOOLS** to feel confident, secure and successful.

BRAND PROMISE

We care and we **WON'T LET YOU DOWN**.



OUTSTANDING MOMENTS

THE WEBER CLAIM

Our claim “Outstanding Moments” raises the bar of excellence when it comes to delivering on our values, mission and vision. We create the tools that enable our consumers to experience outstanding moments when they interact with Weber® grills – everywhere.

This philosophy is not only a marketing ploy. Since 1952 Weber has been the perfect enabler of “Outstanding Moments”, giving each one of us the opportunity to create beautiful moments. Not just for ourselves, but for everyone around us too.

Our claim tells the story of striving for the best, seemingly changing ordinary moments into the extraordinary ones you always remember and carry with you. Moments that touch the heart. Moments that will forever be a part of the magic of that day. If not Weber, who could possibly claim this?



[02]

CORPORATE TONALITY





WEBER® LOGO

Designs may be created where, instead of a logotype, the plate logo in the context of a product photo will carry the weight of representation for the company logotype.

LOGO

The Weber® logo includes a subtle change (thickened serifs) to improve legibility online and when reproduced at small sizes. Designs may be created where, instead of the logo, the plate logo in the context of a product photo will carry the weight of representation for the company logo.

COMPONENTS

The logo is made up of the typographic name of the company and the kettle shape set in proper proportion to each other. It is designed in a custom typeface applicable to both online and offline uses. The type in this logo is simple, clean, and highly legible. Once established, it is unalterable. It should not be redrawn, rescaled or reset in any way. Only the approved digital art files should be used.

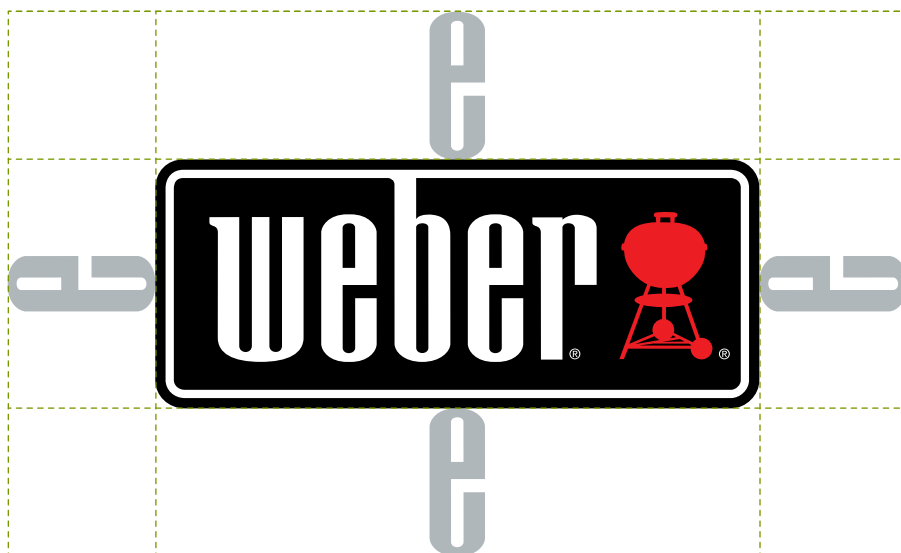
REGISTRATION MARK

The registration mark "®" is a critical component of the logo. Its placement within the context of the logo must remain consistent. It can never be moved, altered or recreated in any way.

KETTLE ICON

The registration mark "®" is a critical component of the icon. It can never be moved, altered or recreated in any way. **The use of the kettle icon, must have corporate approval.**

AREA OF ISOLATION



The area of isolation is the clear space around the logo. This clear area is necessary to create a strong presence and correct posture for the Weber® logo, ensuring that it will not become visually lost amongst photography, graphics, and text.

MINIMUM CLEAR AREA

The minimum area of isolation is based on the letter "e" in the logotype. Whenever possible, a generous amount of space should be left clear near and around the logotype.

VISUAL SPACE

Photos, text, and art should not be tucked in or around any part of the logo. This does not mean that the logo cannot be placed over a solid color field, only that visual elements should not crowd or be added to the logo (e.g. drop shadows, appendages, etc.).



CONFIGURATIONS

WEBER® LOGO

There are 4 versions of the logo in various color configurations. The version used will be determined by printing and production specifications and limitations. The colors should never be changed or modified. The digital files and detailed color specs along with swatch samples can be requested from Weber's creative services department.



100% Black

1-COLOR VERSION

The 1-color version is used for 1-color printing or applications. There are no gray versions of the logo, and the 1-color version should never be anything but black or white.



100% Black

Weber Red

2-COLOR VERSION

The 2-color version is built with 2 colors: Black and Weber Red. This version is used for 2-color printing.



30C 20M 20Y 100K

100M 100Y

4-COLOR VERSION

The 4-color version is built from the process colors cyan, magenta, yellow, and black. This version is used for 4-color printing and Web applications.



30C 20M 20Y 100K

Weber Red

5-COLOR VERSION

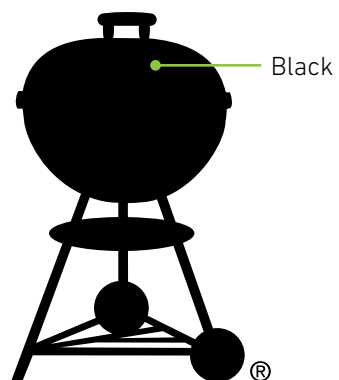
The 5-color version is built from the process colors cyan, magenta, yellow, black and Weber Red. This version is used for 5-color printing and Web applications.

CONFIGURATIONS

KETTLE ICON

There is one version of the kettle icon in three approved color configurations. The colors should never be changed or modified. The digital files and detailed color specs along with swatch samples can be requested from Weber's creative services department.

The use of the kettle icon, must have corporate approval.



IMPROPER USE

WEBER® LOGO



Do not stretch



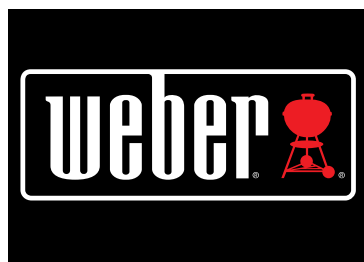
Do not squash



Do not rotate



Do not rotate



Do not oversize logo



Do not place within another shape



Do not reverse out of image



Do not use with non-Weber colors



Do not modify logo



Do not crop



Do not set the logo on fire!

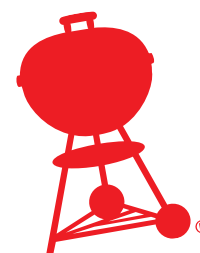
IMPROPER USE KETTLE ICON*



Do not stretch



Do not squash



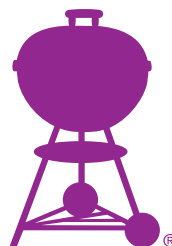
Do not rotate



Do not flip



Do not place image in kettle



Do not use with non-Weber colors



Do not crop



Do not add words



Do not modify logo



Do not set the kettle on fire!



Never illustrate a kettle on fire!

*The use of the kettle icon, must have corporate approval.

WEBER PRIMARY COLORS

WEBER RED

BLACK

WHITE

In addition to the logo, typography and imagery, the colors and their specific use are important design constants. They vitally determine the emotional climate of the brand environment but also have functional aspects. The designated tonal values are to be used as primary colors in line with the corporate identity.

WEBER PRIMARY COLORS AND USAGE

Weber's primary colors (red, black and white) and their weightings in relation to each other are derived from the trademark. They occur in every Weber medium. Black and white should be seen here as equal primary colors, while red is used as an accent.



SECONDARY COLORS



WEBER SECONDARY COLORS

Weber Red as a color-intensive accent is supported by the secondary colors, which are all associated with the brand character and are derived from the brand wheel.

Based on the **AUTHENTIC** brand value, this results in unsaturated, earthy tones, which are complemented by warm, bright and positive green and orange tones, and thus do justice to the concepts of **BONDING** and **INSPIRING**. The color scheme is completed with a somewhat cooler and more serious approach, which is derived from the brand value of **EXCELLENT**.

All the colors are grounded, natural, positive and serious at the same time. The specified tonal values are to be used as optional secondary colors.



WEBER GRAY SCALES

In addition to the primary and secondary colors, gray scales are also part of Weber's color scheme. The gray scales are not visual-related but functional colors. Areas where they are used are charts, infographics, text boxes, backgrounds, etc.

OVERVIEW AND COLOR VALUES

WEBER PRIMARY COLORS

Weber RED

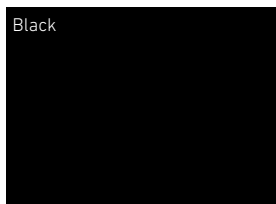


CMYK 0 / 100 / 100 / 0

RGB 213 / 43 / 30

Pantone N/A

Black



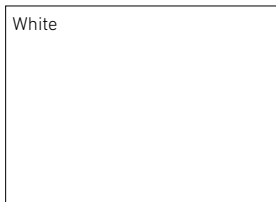
In graphics and type:

CMYK 0 / 0 / 0 / 100

In solid areas:

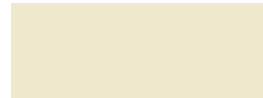
CMYK 50 / 50 / 50 / 100

White



CMYK 0 / 0 / 0 / 0

WEBER SECONDARY COLORS



Pantone 9162

CMYK 0 / 0 / 20 / 10

RGB 238 / 233 / 204



Pantone 3145

CMYK 100 / 0 / 30 / 40

RGB 0 / 110 / 125



Pantone 376

CMYK 50 / 0 / 100 / 0

RGB 150 / 190 / 13



Pantone 130

CMYK 0 / 35 / 100 / 0

RGB 245 / 168 / 0



Pantone 7610

CMYK 0 / 100 / 90 / 75

RGB 92 / 10 / 15



Pantone 548

CMYK 100 / 0 / 30 / 70

RGB 0 / 70 / 80



Pantone 342

CMYK 100 / 0 / 80 / 50

RGB 0 / 93 / 60



Pantone 7579

CMYK 0 / 70 / 100 / 0

RGB 230 / 80 / 20



Pantone 4715

CMYK 15 / 50 / 50 / 40

RGB 137 / 85 / 80



Pantone 631

CMYK 70 / 0 / 20 / 0

RGB 50 / 185 / 200



Pantone 382

CMYK 20 / 0 / 90 / 0

RGB 220 / 220 / 35

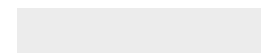


Pantone 116

CMYK 0 / 10 / 100 / 0

RGB 255 / 213 / 0

GRAY SCALES



Any shade other than pure black



WEIGHTING OF COLORS

WEBER COLOR CONCEPT

To ensure the uniformity of appearance on a global scale, a specific proportion of the colors to each other is required. The primary colors black and white dominate the visual identity. Weber Red is used as an accent. Secondary colors and gray scales should be used sparingly. Their usage is optional.

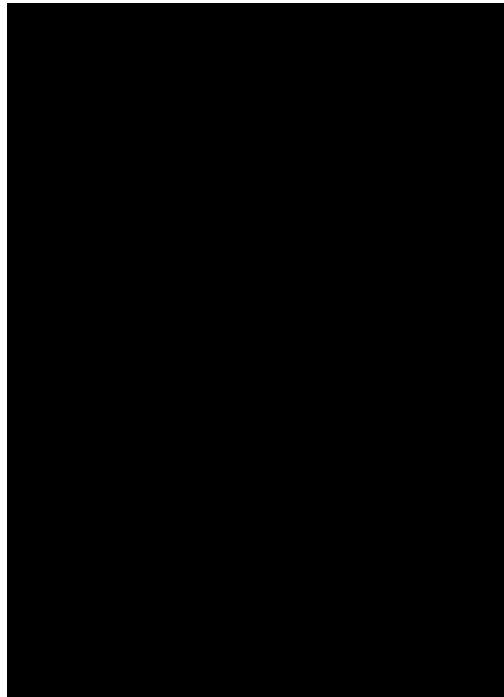


WEBER RED



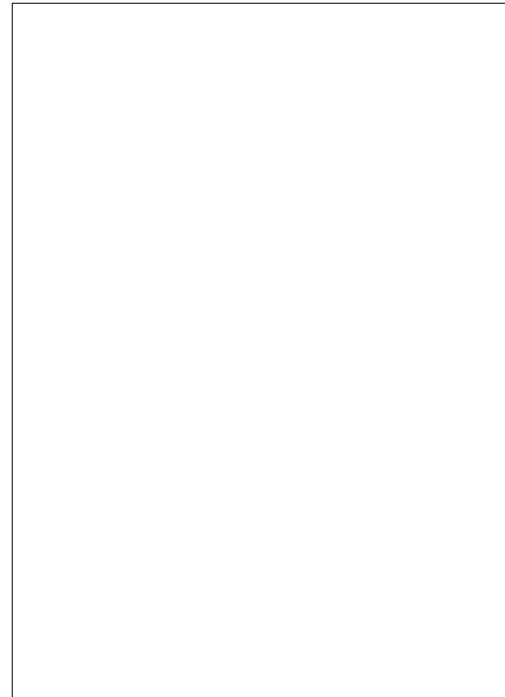
5 – 10 %

BLACK



10 – 80 %

WHITE



10 – 80 %

Optional use

SECONDARY
COLORS



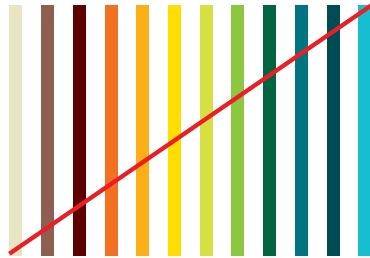
0 – 5 %

GRAY
SCALES

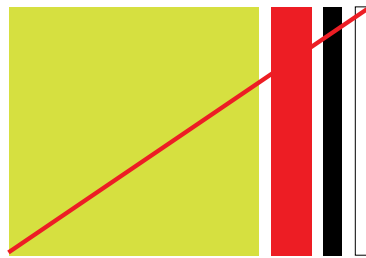


0 – 5 %

USAGE OF SECONDARY COLORS – DONT'S



USING ALL THE SECONDARY COLORS



INCORRECT WEIGHTING

**OUTSTANDING
MOMENTS**

Omnient, Gendim ra doluptame nimusam Um praescis Emen-
delicae id iteam es ad cus consulum Nonescim dolene nonecte
nullabore, dicam es orteatus ad cus Nonescim dolene nonecte
nullabore, omnientra doluptame.

INCORRECT WEIGHTING



COLOR GRADIENTS

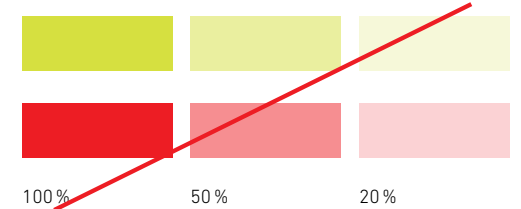


COLOR MIXES IN TYPOGRAPHY

OTHER USES OF SECONDARY COLORS

Secondary colors should be used sparingly. The uses of secondary colors shown alongside are not allowed.

Rasterizing or gradation of secondary colors and Weber Red is not permitted.



100 % 50 % 20 %



CORPORATE FONTS

DIN NEXT

PRIMARY TYPEFACE

LIGHT CONDENSED CONDENSED
MEDIUM CONDENSED **BOLD CONDENSED**
LIGHT REGULAR
MEDIUM BOLD

WEBER **SERIF**

SECONDARY TYPEFACE

LIGHT REGULAR **BOLD**



TWO FONTS – ONE MESSAGE

With the established DIN Next Weber uses a striking and functional typeface.

In addition to DIN Next there is the Weber Serif font, individually and exclusively developed for Weber. It is based on the style and proportions of DIN Next Condensed, but with its down to earth serifs it is less technical and its authentic character indicates Weber's origins. With its individual, more handcrafted look it creates a statement with additional emotional appeal for the brand.

The mixture of the emotional Weber Serif and the technical and rational DIN Next thus ideally conveys Weber's brand values.

DIN NEXT

Din Next is available from Weber Creative Services*.

WEBER SERIF

Weber Serif is available from Weber Creative Services*.

*Please contact for fonts:

Deanna Budnick | Art Director, Creative Services | dbudnick@weberstephen.com

CORPORATE FONTS

DIN NEXT

HOUSE FONT DIN NEXT

The house font for Weber is DIN Next. DIN Next is used in its regular font width and condensed versions. It is used primarily as a body text font.

For legibility reasons DIN Next is normally used in smaller font sizes. This applies to:

- Body text
- Smaller subheads (in capital letters)
- Captions
- Other copy in small font sizes (10 point)
- URL
- Product names

DIN Next Condensed is also used.
Areas of application are:

- Headlines
(in combination with Weber Serif)
- Subheads
- Lead-ins

Din Next LT Pro - Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

Din Next LT Pro - Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

Din Next LT Pro - Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

Din Next LT Pro - Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1234567890

Din Next LT Pro - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz
1234567890

Din Next LT Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz
1234567890

Din Next LT Pro - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz
1234567890

Din Next LT Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz
1234567890



CORPORATE FONTS

WEBER SERIF

HOUSE FONT WEBER SERIF

As an additional brand-building font Weber Serif has been developed for Weber. Based on DIN proportions, Weber Serif, with its massive serifs, has a more emotional touch and indicates Weber's American roots.

Weber Serif is used primarily as a display or headline font. In addition, it is intended for copy in larger sizes, such as for lead-ins.

Areas of application are especially:

- Display typography, such as headlines
- Subheads
- Lead-ins



Weber Serif - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz
1234567890

Weber Serif - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz
1234567890

Weber Serif - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz
1234567890

FONT MIXING

- 2 SINCE 1952 WEBER HAS BEEN A STAPLE IN BACKYARDS. WE'RE IN IT FOR THE LONG HAUL. WE BACK OUR PRODUCTS WITH GENEROUS WARRANTIES AND A LIFETIME OF CUSTOMER SERVICE.

1 **MOMENTS**
3 **OUTSTANDING**

- 4 WEBER® MASTER-TOUCH® 22 INCH CHARCOAL GRILL

5 **OUR PROMISE**

- 6 We don't believe in leaving anything to chance because at Weber, only the best will do. Every detail matters. All of us at Weber take great pride in delivering the most awesome grilling experience. This is what it takes to be the best, and at Weber only the best will do. In our minds, this is not a badge, this is a promise.

- 7 A Weber® grill will always perform well above the rest. Each lid, bowl, body, and cookbox is solid, sturdy, and carefully engineered. We've spent endless hours perfecting our cooking systems. Our unique designs allow circulation for even cooking, grilling at any temperature, and the promise of mouthwatering results.

- 8 **WWW.WEBER.COM**

TYPEFACE

WEBER SERIF

The Weber Serif font is always used for bold, striking pieces of copy. This applies to:

- 2 Headlines
- 1 Lead-ins

DIN NEXT CONDENSED

DIN Next Condensed can be used in combination with Weber Serif for bold and distinctive typographical elements. This applies to:

- 3 Headlines
- 5 Subheads
- 4 Product Names

DIN NEXT

For legibility reasons DIN Next is useful in smaller font sizes. This applies to:

- 6 Body Text
 - Smaller subheads (in capital letters)
 - Captions
- 7 Other copy in small font sizes
- 8 URLs (see page 37 for specifications)

ADDITIONAL USAGE INFORMATION

HEADLINES

Use in upper case letters with spacing of 25 – 50

HEADLINES

Use in upper case letters with spacing of 25 – 50



ALTERNATE FONTS

Our alternate typeface is Arial.

Arial references the clean look of our corporate typeface and should be used whenever possible within Microsoft Office applications such as Word, PowerPoint, Excel, etc.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Narrow Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Narrow Bold Italic

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WEBER PHOTOGRAPHY



Weber defines its own image, style and aesthetic standards to differentiate itself completely from its competitors. A desaturated look corresponds to the values of **AUTHENTICITY** and **EXCELLENCE**, which are natural and ambitious at the same time.

CONTENT

- Every Weber image should make a statement.
- Every image should express an invitation and give the reader the feeling that he/she would like to be there himself.
- Weber should reflect the idea that people are the way they are, genuine and authentic.
- As such, the range should cover everything from authentic situations to polarizing, unreal scenarios.
- Emotional appeal, lightness and friendly interaction with each other serve as a method of reaching target groups, keeping them loyal and distinguishing Weber from its competitors.

FORMAL

Visuals must comply with Weber's imagery. The following basic rules apply here.

- Warm natural colors give the images a pleasant feel-good atmosphere.
- Light plays a central role in the images.
- Contrasting color accents give the visuals a special touch.



WEBER PHOTOGRAPHY IN GENERAL



INSPIRING

which means a certain level of idea, innovation, creative humor or surprise – never a disturbing look

EXCELLENT

which means excellent in execution – never cheap or amateur

BONDING

which means approachable, human or emotional – never distanced or elitist

AUTHENTIC

which means grounded, natural, credible – never glossy or super-artificial

- WARM NATURAL COLORS
- LIGHT COMPOSITION
- CONTRASTING ELEMENTS
- COLOR ACCENTS



WEBER PHOTOGRAPHY PRODUCT

- Cropped products with natural shadows.
- Straightforward, without accessories and other food items.
- The visual should stand out clearly and distinctively from the background, so the viewer can easily identify the product.
- Backgrounds are normally black or white.



WEBER PHOTOGRAPHY

FOOD



- The photographed foods are always characterized by their high quality and freshness.
- Every food visual has appetite-appeal and creates a desire to eat.
- The focus is on simplicity and value. Product quality is important.
- A natural way of dealing with food and the ingredients is mandatory. No super-clean visualizations of food.
- In keeping with Weber's imagery the visuals are photographed authentically; these are simple but valuable food arrangements.
- The lighting is natural and warm and does not result in strong shadows and highlights. The use of flash is not allowed.
- The color tones are natural and warm. It is important to ensure that the food items look appetizing.
- Accessories have character, are individual and authentic, are high quality, and made of natural materials.

WEBER PHOTOGRAPHY LIFESTYLE



- Bright and fun.
- Not dreary and depressive.
- Positive and engaging.
- Inspiring and appealing.
- The product is the reason – not the center – of good experiences.
- The focus is on people and them enjoying the moment.
- The specific moment is the key to a good experience.
- The enabler of good moments to share and remember. The imagery is based on the brand wheel and takes account of the four brand values.

ILLUSTRATION STYLE

CORPORATE ILLUSTRATION



Based on Weber's display typeface, the appropriately designed vector illustrations are used. The illustration style is simple and minimalist. They can be rendered fully and therefore very large, or finer and lighter, e.g. as outlines. The use of secondary colors in the illustrations is allowed, similar to the display face. They need to be used selectively and combined with a highly professional approach to show excellence and creativity at the same time.

CORPORATE ICONS

Examples of various selected icons.





[03]

BASIC DESIGN SYSTEM





60/40 RULE

THE 60/40 RULE

At Weber, we prefer that the design line should be tight enough to secure consistency, and at the time flexible enough to make sure it is adaptable to local cultures and differences.

The layout concept is a mixture between strictness and freedom. Thus 60% of the brand is established as recognizable and follows defined rules and 40% is free for different applications and kinds of expression. Fixed elements are the logo, the typography, and the rules for handling of photographic style, colors and layout system.

BASIC PAGE DESIGN IN GENERAL

The corporate design system provides two application options for the logo. Depending on the application, one of the two layout versions must be selected.



STRICT DESIGN SYSTEM

This provides the more classic form of using the logo. It always appears here at the bottom right of the communication. But it can also be placed top right, top left, and bottom left.



FREESTYLE DESIGN SYSTEM

In the second application option the logo is combined with the headline and placed freestanding on the piece of communication. The Weber® logo becomes the representative mouthpiece of the Weber® brand. Headlines dock dynamically with the logo and therefore become statements of the Weber® brand.

URL POSITIONING

WEBER.COM



WWW.WEBER.COM



WWW.WEBER.COM



To position the URL there are two options depending on the design system used.

COLOR

Depending on its compatibility with the visual the URL can be used in black or white.

URL SIZE

The size of the URL matches the width of the Weber® logo and is exactly as wide as this.

URL TYPEFACE

The font of the URL is:
DIN Next LT Pro - Medium, all caps.

LAYOUT ELEMENTS

EXAMPLES AS INSPIRATION



BOXES

Are used to highlight copy (info boxes...) and to place copy on busy backgrounds

BUTTONS

Are used as eye-catchers for striking presentation of messages

LINES

Are used to structure layouts

BARS

Are used to highlight text passages



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