

# eureka

**EASY. CLEAN. DONE.**

BRAND &  
DESIGN GUIDELINES



# Welcome to the eureka brand.

These guidelines will ground you in the newly created values and personification that have re-shaped our brand and will continue to guide us into the future. Our brand pyramid, brand story and tone will give you the tools to become a true Eureka brand ambassador and bring it to new heights.

We can build upon this strong foundation by applying these principles purposefully and consistently in all facets of work – from product design to marketing campaigns. In doing so, we will all represent Eureka with unified brand expressions that strengthen our emotional connection with consumers, maintain continuity and increase brand awareness.

As Eureka continues to evolve, additional assets and strategic principles will be developed and added to this document.

We all must be stewards and advocates of the Eureka brand. Together we can show people that our products will make their lives easier.

# eureka

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**1909**

Founded in Detroit  
by Fred Wardell

**1915**

A Eureka vacuum wins  
Grand Prize at the San  
Francisco International  
Exposition

**1960**

Ventured beyond vacuums  
to produce a thermal battery  
for NASA and the first US  
product electric car

**1974**

Purchase by Electrolux

**1982**

TIME Magazine names  
Mighty Mite top 10  
design of the year

**2008**

Envirovac that helps  
consumers achieve  
a greener clean

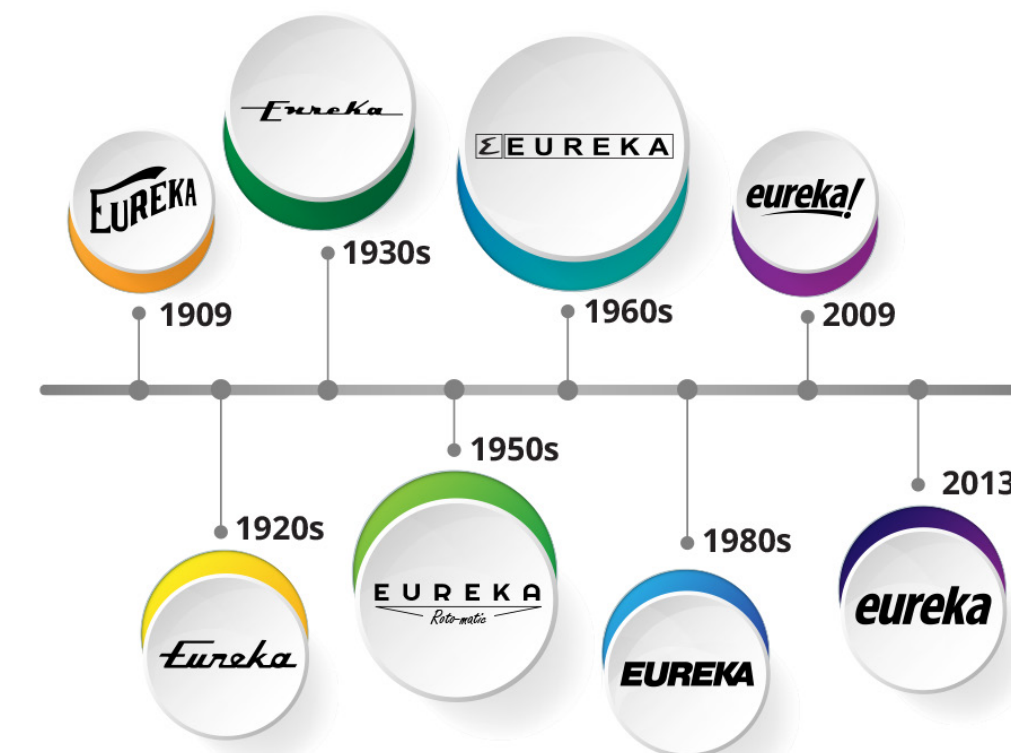


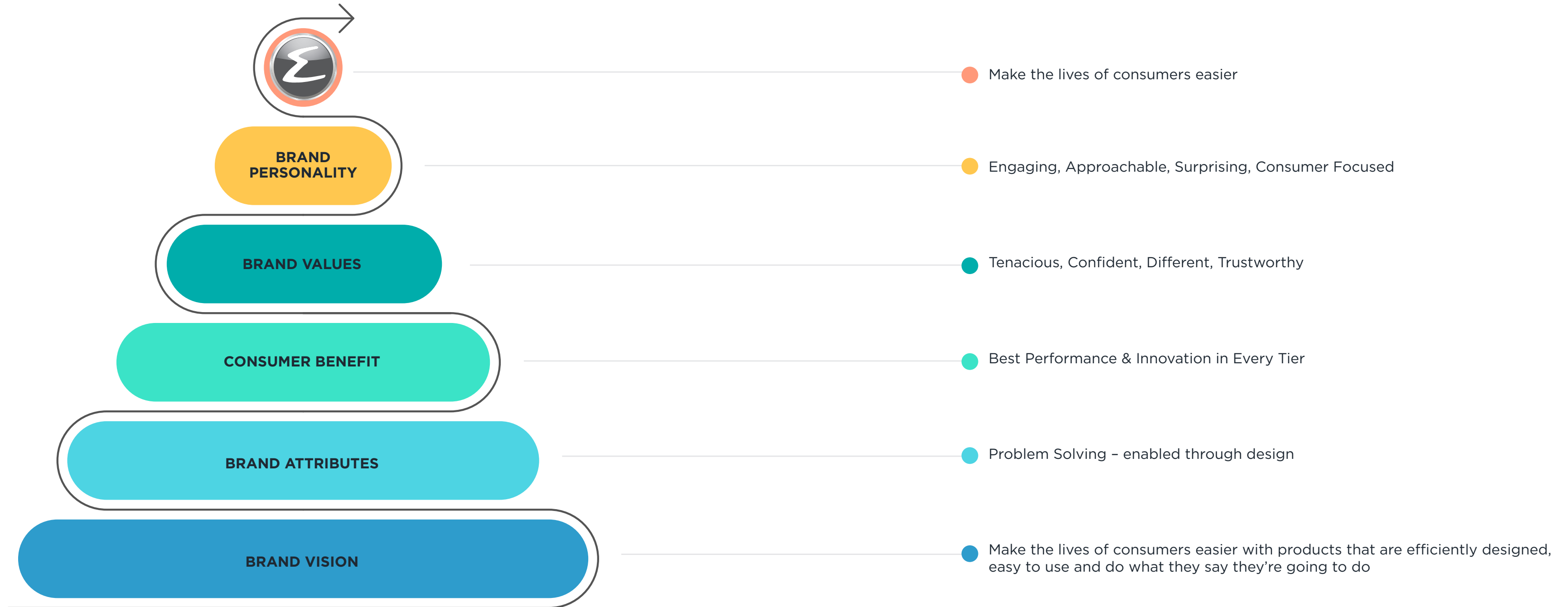
Over 100 years of innovation

## LOGOS: Yesterday, Today & Tomorrow

# eureka

As our brand name implies, Eureka is all about innovation and discovery. Each of our models boasts technologies that aim to make cleaning effortless and rewarding.







# The eureka clean promise.

## Performance

Our vacuums are expertly engineered to create powerful suction and deep cleaning performance. We take our promise one step further with warranties at every level, easy access to required maintenance parts and accessories and best practices to keep your vacuum performing at its best.

## Quality

Providing high-quality cleaning products for over 100 years isn't just a promise, it's what we have done and will continue to do. Our teams of engineers and quality specialists continually work to test and improve our product offerings so you have a great cleaning experience.

## Value

We manufacture performance & innovation driven products at every price point for our consumers. Our offerings include a diverse line of products for all types of cleaning needs. We believe value goes beyond the product – from customer support to helpful tips, Eureka will make your life easier.





# Core consumer target

Our target is a psychographic, NOT a demographic:  
**“The Intelligent Shopper”**

**“The Intelligent Shopper”** wants the best possible  
**performance and innovation in their price range**  
that will save time and **make their life easier.**

**“The Intelligent Shopper”** can be anyone; blue collar,  
white collar or no collar.

We identified 3 Intelligent Shopper Segments...

CORE CONSUMER TARGET

BRAND







## THE FAMILY



Runs on managed chaos. Their children have busy schedules, mom and dad likely both work, and time is at a premium. With kids, and likely a pet or two, cleaning is necessary in their daily routine.

Children may be relied upon to help out as well with their own “chore” list, so for parents and kids, cleaning needs to be easy, done right the first time and not be time consuming.

**Home = House, condominium or apartment in suburb or rural area**



## THE COUPLE



Married or unmarried, lives in relatively smaller space but they try to maximize the space they have. They very likely own a pet (their “fur baby”) who is allowed to have free range on furniture, rugs, beds, etc., so pet shedding for them can be the big cleaning issue.

For easy, deep cleaning all around their tight space, they seek high performance and compact design.

**Home = Condominium or apartment in urban city or suburb**



## THE INDIVIDUAL



Lives alone, or with a roommate or two. He or she may also have a pet, and if they live alone, the pet is their main focus. Space is small but it's theirs, whether it's their own apartment, a room as part of a shared dwelling or a studio environment. They want to keep their space as clean as possible, no matter what happens.

If they are in a shared space, then multiple people may be using and cleaning should be simple - they value simplicity and performance over bells and whistles to perform the basic and simple cleaning tasks at hand.

**Home = Condo, studio or multi-room apartment**



# Brand tone

## Engaging

We will not be easily forgotten and strive to constantly captivate our consumers

## Approachable

We don't take ourselves too seriously making it easier for our consumers to relate to us

## Surprising

We think outside the box and leave "the same old thing" at the door

## Consumer Focused

Everything is about the consumer and their experience with the brand

## Overall Message Direction

Avoid telling our consumers that we know them. Instead, show how we understand them when referring to our products and benefits.

- We provide Intelligent Solutions that improve your overall cleaning experience.
- We're all about you and our products are designed solely with you in mind.
- We strive to make cleaning suck less for you.

## Eureka Reason To Believe

Eureka has been innovating for over 100 years. In everything we do we believe in making the lives of consumers easier. We believe in thinking differently and with purpose. The way we make the lives of our consumers easier is with products that are efficiently designed, easy to use and do what they say they're going to do.





# Brand positioning

Eureka makes your life easier with intelligent cleaning solutions that improve your overall cleaning experience.

We strive to make  
**cleaning suck less for you.**





# Design guidelines





LOGO

A logo is a visual element used for immediate identification of a business or product. Logos are legally protected and therefore must not be altered or recreated in any way. The Eureka logo should only be used as specified in these guidelines. **Always make sure you are using the most recent version of the logo.**



TRADEMARK USAGE

When “Eureka” is used to refer to a product (e.g., Eureka® AirSpeed® ONE Pet AS2030BA), use a registered trademark symbol upon first mention on a page or other surface. If “Eureka” is used as a company name (e.g., the Eureka brand or Eureka manufactures vacuums...), it is not necessary to use the registered trademark symbol.



**Minimum size**  
The minimum width on print is **20mm**  
The minimum width on digital media is **100 pixels**



On product, the logo preferably appears in black, white or silver variant.

**Logo color**  
Our Eureka logo black is always reproduced using one of the following color specifications.

<b>CMYK:</b>	C:83 M:70 Y:50 K:60
<b>Pantone:</b>	432C
<b>RGB</b>	R:31 G:41 B:51



Minimum clear space of **.5x** the height of the logo should be maintained in all communications. This space should remain clear of any design elements, including images and patterns.

In print, the color of the logo should appear in black or white only, whichever is appropriate for maximum contrast.



Example — when logo is pared with product name for packaging use, etc., use **.5x** the height of the logo as clear space between the logo and product name below.

CLEAN PROMISE BADGE



C: 91  
M: 53  
Y: 0  
K: 0



C: 76  
M: 25  
Y: 0  
K: 0



C: 80  
M: 12  
Y: 1  
K: 0

CLEAN PROMISE BADGE



- When use the Eureka Clean Promise badge on carton, POP or Quick Start Guides, the badge is placed on a colored sphere. This colored sphere is the primary color of the referenced product.
- The Eureka Clean Promise badge inner graphic should remain the same.



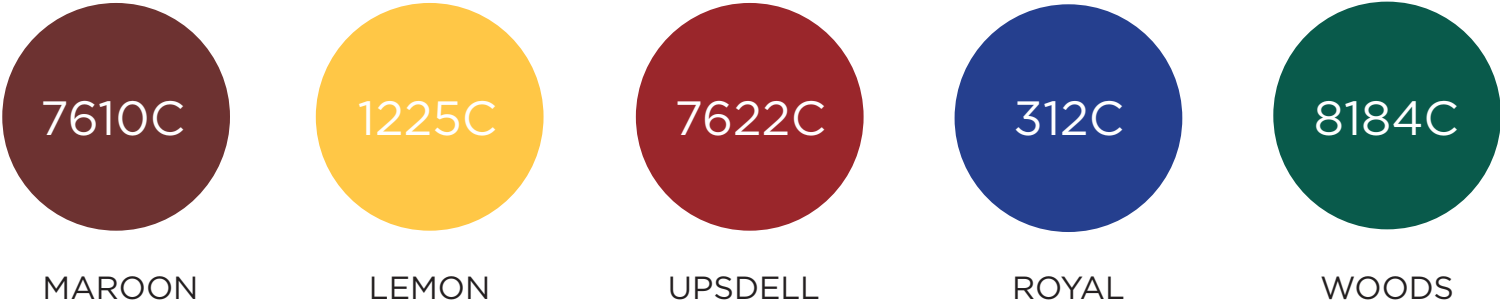


PRIMARY BRAND COLORS

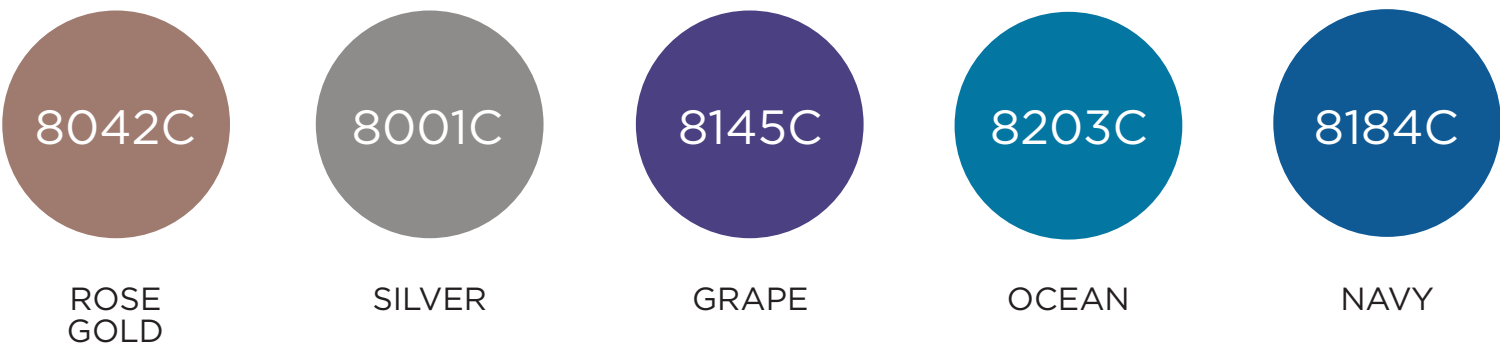


SECONDARY COLORS

Solid Coated



Metallics Coated



FONTS

**GOTHAM** is our brand typeface and font family. It has been selected for friendly and modern look and clear legibility. We use Gotham for packaging, POP, and guides within the brand.

GOTHAM THIN

GOTHAM EXTRA LIGHT

GOTHAM LIGHT

GOTHAM BOOK

GOTHAM MEDIUM

GOTHAM BOLD

GOTHAM BLACK

GOTHAM ULTRA

gotham thin  
gotham extra light  
gotham light  
gotham book  
gotham medium  
gotham bold  
gotham black  
gotham ultra

Our logo font is **QUANTIFY**. This font is for title and logo use only, we do not use this font for presentation, print or digital body content.

QUANTIFY  
quantify

**ARIAL** has been selected for all Powerpoint presentation usage.

ARIAL  
arial

## FREE-STANDING HERO

Embrace the design of our products by showing in a simple, clean manner. When showing a product, use engaging and dynamic compositions clearly express shape, beauty, and function.

In a hero shot, the goal is to emphasize an iconic shape and design, which means we can shot from above, straight on, or from a three-quarters view.



## RENDERING

There are many reasons why we use renderings over photography, for example: when a product color is unavailable, when current product is incorrect, or when we need to show an exploded view to demonstrate a technology. In some cases graphics are added to show functionality and effect.

When using renderings, make sure the end result looks as natural as possible. Detail should be shown in sharp focus.



## LIFESTYLE

The goal here is to achieve an iconic , natural, unrehearsed scene, yet still highlight our products.

Environment should be clean and bright. This will help guide our consumers through a enjoyable cleaning experience.

Please use in-house photography for packaging, pop and quick start guide needs. Stock photography can only be use in presentation, branding guides only.





