SERVER® | Brand Guide

INTERACTIVE PDF | RESELLER BRAND GUIDELINES | MAY 2025

Brand Logic and Hierarchy

Understanding who we are at the core defines our market representation.

The Server brand represents a future-forward food and beverage technology company. This impacts how we design products to reflect both modern form and higher functionality.

Server IxD™ Series is the next generation of innovative serving equipment. Powered by SmartWares® Technology and engineered to deliver upon our Core Four® platform — Speed of Service, Efficiency, Consistency and Simplicity.

In addition, Server Essentials® represents our legacy products — a brand that delivers trusted quality and efficiency for consistent reliability and value.

Server will always be about our customers. Their everyday demands drive us forward as we build and grow smarter products that make their jobs easier. We are thought leaders with a serving mindset — ready for any opportunity to design tomorrow's most intelligent equipment.

OUR BRAND

SERVER

CORPORATE

SERVER
INTELLIGENT BY DESIGN

IxD™ SERIES

SERVER
· IxD™ SERIES ·

LEGACY PRODUCTS

SERVER
· ESSENTIALS® ·

SERVER
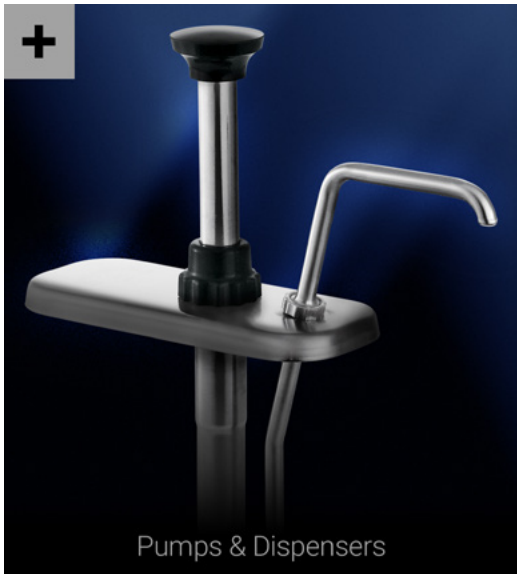
Branding Examples
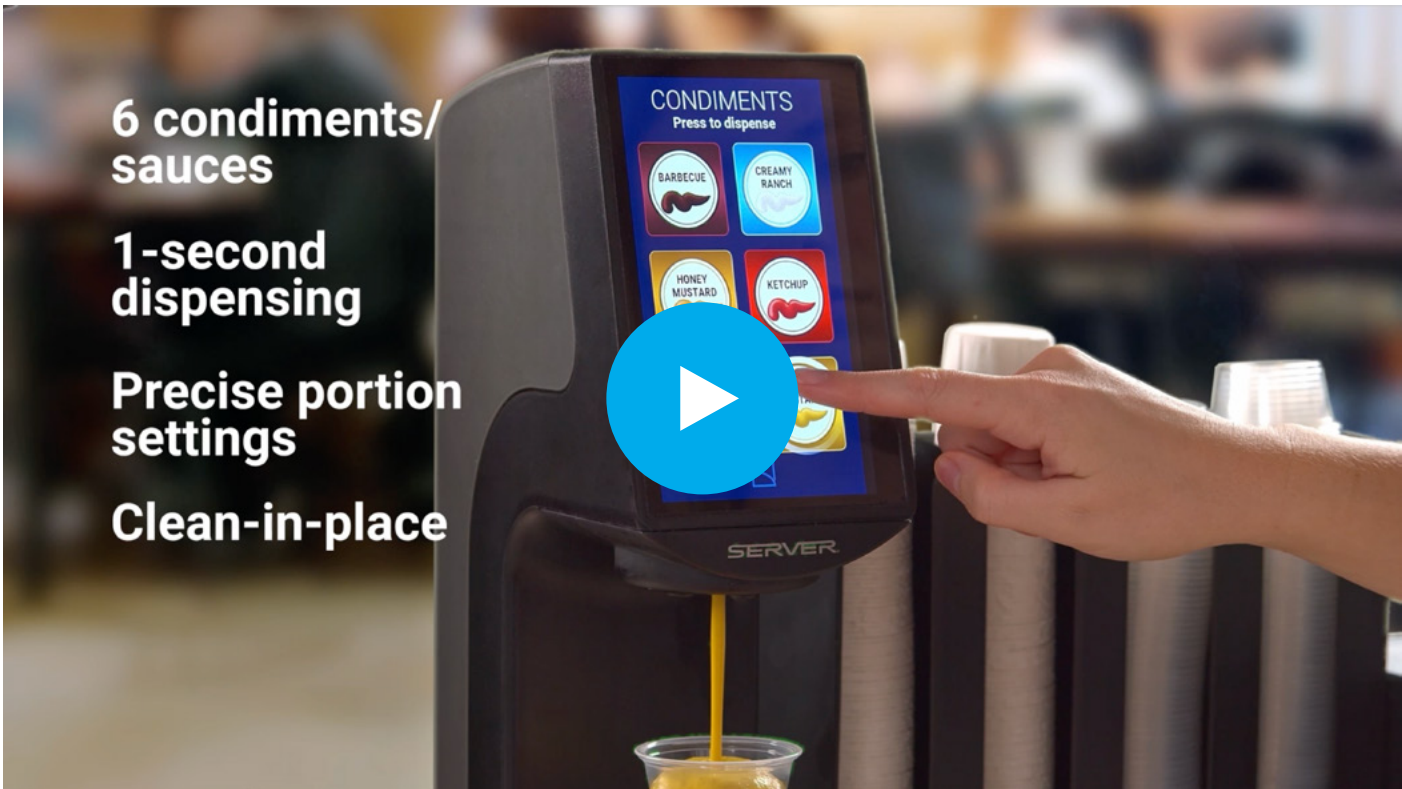
Digital Ad

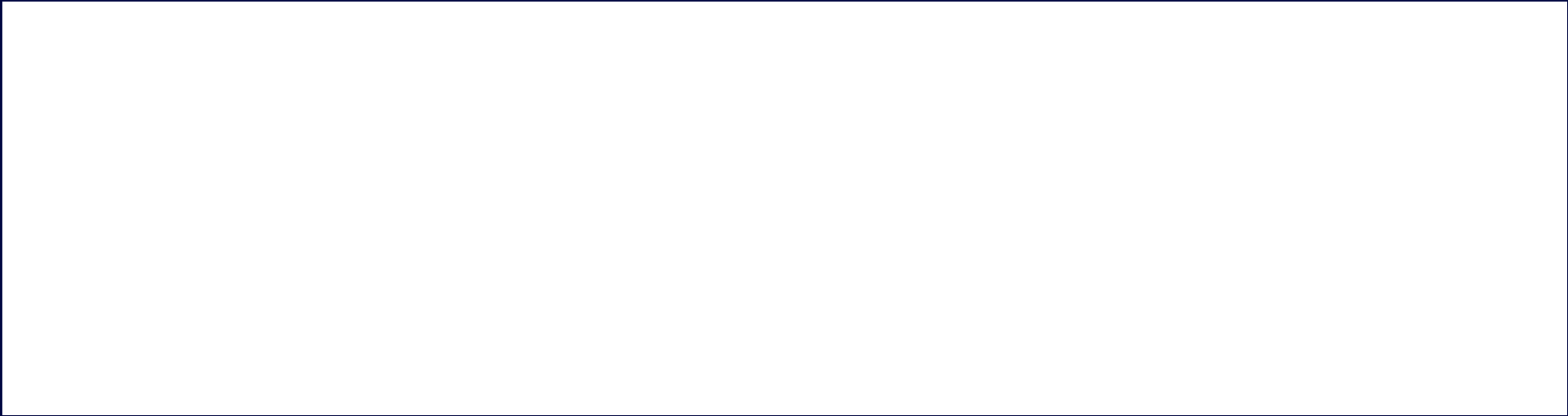Essentials® Web Graphic

Social Post

Website

Product Video

Infographic

Every core brand asset online.

Look here for any brand asset — from
colors to logos to icons and more.

SERVER®

The Signature of Our Work

Our sleek, future-forward logo.

Choose a version of our logo to see its usability options.

Server

Our sleek, future-forward logo.

New product designs, literature, videos, social media, boxes, labels and general advertisements.

Server with Tagline Lockup

Our sleek, future-forward logo with a message.

Corporate projects, press releases, internal communications, general advertising, videos and our company sign-off.

Server IxD™ Series

Smarter. Faster. Simpler. For all.

IxD™ Series literature, videos, social media, boxes, labels and general advertisements.

Server Essentials®

Our brand. Our heritage.

Legacy products are represented by the Server Essentials® brand mark.

On white backgrounds the Full Color Logo is preferred In both digital and print.

Server Blue is the preferred dark background color — the Reverse Full Color logo should be used with it.

If only one color is available, the Server Blue, PMS 2766C Logo is preferred.

If only one color is available, use Server Blue PMS 2766C for the background color. The All White Logo should be used.

If the piece is only Black & White, the Server Black Logo is preferred.

A Solid Black Logo has been provided in case it is requested by a printer.

For black & white applications, use Server Black for the background color. The All White Logo should be used.

Use the Solid Black Logo if it is requested by the printer.

The Smart Element

More than an icon. It represents the smart ideas and designs incorporated into our new products.

The Smart Element may be used freely (unlocked) from our brandmark.
As such, it should be used as an element of the design but treated properly.

- The Smart Element should never be used as the
  sole brand identification.

- Always use the 15% opacity versions provided in the CC Library.

- Use at any size but never bleed off the edge — use the icon's
  thickness to guide distance from an edge.

- Use the color guide to select the correct Smart Element to use
  over your background color.

- NEVER rotate in any way.

- Don't overuse. One is enough.

- NEVER use as a bullet point.

- NEVER add glows or shadows.

- Only use at 100% opacity in small feature representation
  in literature or charts.

Floating, centered,
equal-distance example

Contents

Voice

Leadership, intelligence and relevance to the foodservice industry. Spoken through clear, functional expressions.

We discuss a lot of technology and functional ideas, but the Server voice should not sound cold and robotic. It should be functionally helpful while maintaining a positive, human tone.

FUNCTIONAL EXAMPLE

FUNCTIONAL

Function means helpful — it organizes thoughts clearly and engages the audience so they have an enjoyable product experience. Used primarily for product information and explanation — copy seamlessly calls attention to the product, not itself. It's never sterile but always clear.

EXPRESSIVE

Expressive copy — where our brand personality and foodservice leadership combine to convey tangible, intelligent thoughts. Expressive copy is fresh, relevant and interesting. Tell a complete and compelling story without being wordy. Meet the audience's needs and make every word count.

Typography

One font family. Endless possibilities.

Roboto Designed by Christian Robertson

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

Headlines can use any weight of Roboto, as long as it is legible and the clear priority in the messaging hierarchy. If using a gradient fill, Roboto Black should be used in all caps (see below).

HEADLINE WITH GRADIENT

Body copy should use Roboto Light or Regular when possible. If legibility is an issue, a heavier weight may be used.

Photography

Our photography is honest. Product is clean and sharp.
People are authentic and relatable. Food is real and believable.

The goal: every photo and video is identifiably Server. Product stories are clearly about the product and the food it applies to. We use people sparingly, thoughtfully and with intention.

Icons

Our icons should be used to help communicate product features, benefits and specifications.

Final Design Submission

Share your design for Server review.
Contact us for assistance and guidance.

Email your design for a quick review or reach out if you need assistance with your:
• Customer promotions
• Advertising and sales materials
• Digital marketing including social
• Web-based communications

Submit/contact us at: *MarketingCMS@Server-Products.com*

Please include the following information:
• Name
• Business name
• Contact info (phone and email)
• Project title
• Feedback deadline for project

SERVER®

Intellectual Property

All external communication pieces must be approved by Server Products. Proper brandmark treatment must be used with all trademarks including logos, taglines and product names. The following are intellectual property of Server Products and must include the proper brandmark treatment as shown.

DOMAINS

2-ounce-pumps.com	server-equipment.com
beverage-station.com	server-products.com
coffee-serving-solutions.com	server-pumps.com
conservewell-notdipperwell.com	server-scoop.com
countertop-food-warmers.com	signature-touch.com
dessert-rewards.com	slim-jar.com
dry-dispenser.com	slimline-dry-dispensers.com
dry-dispensing.com	smoothie-solutions.com
eco-dispensers.com	squeeze-bottle-solutions.com
express-pumps.com	supreme-warmers.com
extreme-dispenser.com	Smartwares.com
ez-topper.com	SweetStation-Dispensers.com
insweeten.com	SweetStation-Dispensers.com
insweeten.com	syrup-pump.com
intelliserv-warmers.com	topping-solutions.com
myserver.server-products.com	wirewise-organizers.com
remote-dispensing.com	

TRADEMARKS

Advantage™ Warmer	Multi+™
ConserveWell® Utensil Holders	PerfectSense™ (® app. filed)
Core Four®	Sauce+™
Eco™ Pumps	Server Express™
Essentials®	ServCast™
Server Express®	SignatureTouch™
Extreme™ Dispenser	Single+™
EZ-Topper® Warmers	Slim Express™ Dispensers
Flavor+™	SlimLine™ Dry Dispensers
Food & Beverage Insider™ (® app. filed)	Smart Dispenser™
Intelligent By Design®	SmartWares®
InSeason™	Spin+™
InSweeten®	Supreme™ Warmers
IntelliServ® Warmer	SweetStation® Dispensers
IxD™ Series	Touchpoint™ Technology (® app. filed)
MaxUse™ (® app. filed)	WireWise® Organizers
Mix-N-Serve™	

Consistent Language

All external communication pieces must use consistent language.
Use this term listing as reference to avoid discrepancies.

48-hour	drive-thru	MasterCard	SBW	**Use fractional numbers**
ADA	drop-in	mess-less	self-serve	**in body copy & tables**
air dry (two words)	eco-friendly	mm - 64 mm (space between)	server-products.com	**(i.e. ¼)**
back-of-house	entrée	MNS	setup	
bag-in-box	fitment	non-insulated	signage	**Metric conversions:**
bbq	fitments	non-skid	single-handed	Catalog:
blend-in	five-day	NSF	single-serve	only for Int'l electrical units
blend-ins	fl oz (use with pouch sizes to avoid weight/volume confusion)	o-ring	SKU	Spec Sheets:
BPA	flush-mounted	onsite	soft-serve	Metric conversions in Specifier
BSW-SS	FOB	open-frame	spigot-style	Statement & tables; omit in sales
changeout	foodservice	oz - 64oz (no space)	spsales@server-products.com	copy
changeouts	fountainette	p (for page in catalog, no period)	SY	Catalog:
clean-in-place	FP-V	pick-up (like pick-up tube)	TableCraft®	round all fractions up to closest 1/16
clean-up	FPV-DI	platescape	take-down	of inches (rather than 32nds)
color-code	FS	platescaping	thermoset	
color-coded	FS/FSP	portion-control	Thousand Island	**lowercase abbreviations**
connector	FSP	portion-controlled	TP	**for most units:**
continuous-flow	FSPW-SS	pourable	triple-tiered	floz
counterspace	gauging	pre-assembled	troubleshooting	oz
countertop	gel-filled	pre-heated	two-year	mm
CP-200	HACCP	pre-heating	UK	lb
CP-F	handheld	pre-made	upside down	qt
creme (like marshmallow creme)	hassle-less	pumpable	Vol-Pak®	cm
daypart	high-temperature	purée	wall-mounted	kg
dayparts	high-traffic	Quick Connect	water-bath	g gram
degrees 57 °C (space between when Celsius is abbreviated)	Hollandaise	requester	widemouthed (jar)	gal gallon
degrees "57°C(Celsius)" (no space when Celsius is in parenthesis after C)	K–12 (en dash rather than hyphen)	rethermalization	wire-frame	
DFD	lift-off	rethermalizer	Wisconsin	**except uppercase for:**
dia (diameter when used in charts, no period)	low-profile	rethermalizers	workflow	L Liter
disher	low-temperature	Richfield	1/6-size	AC
dishers	LTO	right-side up	1/4-size	V Volt
DPD	matcha	rollout	1/3-size	
	max (for maximum)	rollouts		
	mess-free	sanitization		

Brand Ownership

Proper contact and legal sign-offs.

LEGAL REQUIREMENTS

All external communication pieces must be approved by Server Products.

TRADEMARKS

The Server Products® brandmark should always appear with the legal trademark symbol "®" in the text, as demonstrated in this guide.

The tagline "®" trademark symbol should always align to the top of the highest letter in the word it is attached to. It should be no larger than ¼ the height of the highest letter.

LEGAL SIGN-OFF

All communications should contain a copyright and trademark line as a sign-off at the footer on the last page of the specific document. This font type should never be smaller than 5 points. See below for example.

©2025 Server Products, Inc.

(Note: the copyright date should reflect the year in which the materials within the campaign are produced or revised.

SERVER

INTELLIGENT BY DESIGN®