



Brand Manual

Structural Concepts[®]
DELIVERING FRESH. **ALWAYS.**[™]

SCC Brand Guidelines and Identity Standards Book

The goal is to set the foundation as to its importance, and to be used as a reference point, in striving for consistency in everything we do to promote, present, and preserve the SCC brand.

These guidelines
will define the
framework for visual,
verbal, or written
communication and
set the foundation for
us to grow and thrive.

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**Our brand identity
is an opportunity to
personify our brand,
bring it to life, and
establish a strong
emotional connection
with internal & external
audiences.**

Introduction

Overview

Brand identity is more than a set of colors, templates, images, and words that one uses to distinguish a company. Brand identity is the foundation upon which how we will continue to build the company for the long-term.

The companies that have built strong identities for their brands that have resonated with their customers over time have done so with uncompromising commitment.

Conversely, some organizations can sometimes underestimate the importance of presenting their company through a visual look and compelling messaging that represents a set of values and signifies a purpose. This neglects the emotional bond that the strongest brands have established with their customers, which makes them proud of using your product or services.

A successful brand is constantly building out and developing that identity, giving careful consideration to ensure that it is represented in every aspect of the brand.

The Purpose of the Brand Guidelines

Purpose

The Structural Concepts Corporation (SCC) Brand Guidelines are essential for building brand awareness and creating demand for our products. These standards ensure the SCC brand is experienced consistently through every touchpoint and takes full advantage of leveraging the resources of our vast network.

The SCC brand identity is an inextricable part of the brand's equity and profoundly impacts how customers and end-users experience it. All executions that utilize the SCC brand are part of the brand identity, as they are what these audiences see and associate with our brand.

Brand Guidelines are essential to building a strong brand. They ensure that the brand identity is experienced consistently on a daily basis and protected across every channel.

The Goal of Solidifying Our Branding Strategy

Better Positioning SCC to:

Maintain Authenticity and Build Equity:

The better we represent the brand, the better we can increase mindshare and protect the brand from dilution and commoditization.

Leverage the Scale of Our Organization Across All Markets:

We have an exceptional organization in place; Brand Guidelines provide an efficient means to leverage it for greater consistency and speed to market.

Establish Continuity:

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. When the brand's elements (messaging, imagery, etc.) are developed ad hoc, they have no lasting impact. When these elements are delivered within a consistent framework, their impact can heighten awareness, recognition, and preference.

Facilitate Increased System-Wide Productivity:

Consistencies achieved through system-wide Brand Guidelines allow for longer-lasting materials and potential reuse, thus saving time and money

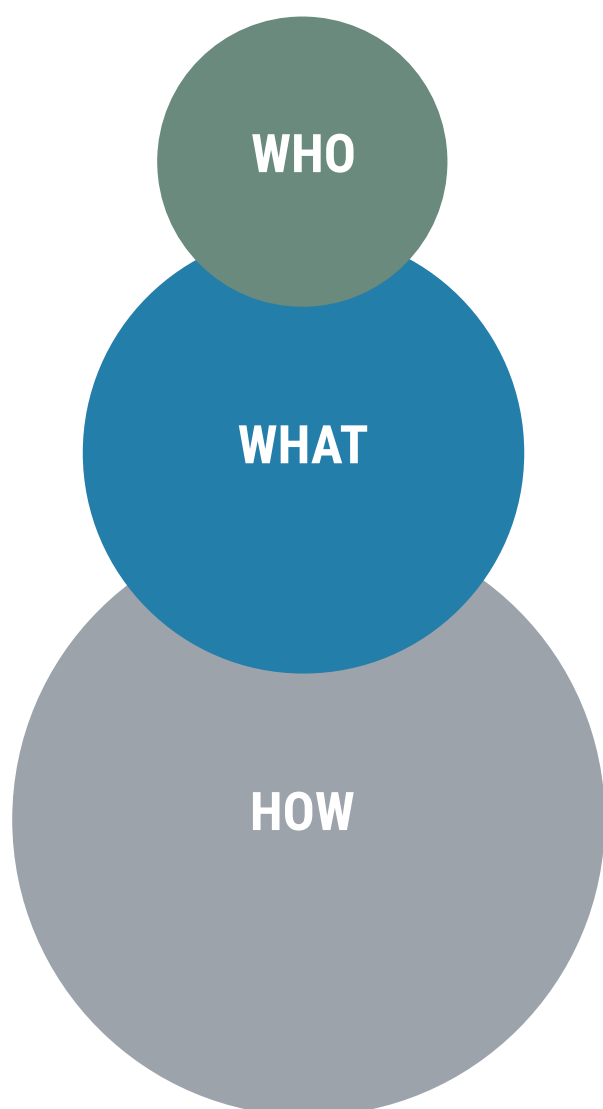
SCC Brand Customer Proposition Model

To establish a positioning that captures the identity (who), utility (what), and delivery (how) of the SCC brand that connects emotionally to our target audiences we must define key areas that stakeholders and decision-makers will care about and will drive differentiation and category leadership that implies meaningful benefits that are achievable and enduring.

BRAND IDENTITY (WHO)	BRAND UTILITY (WHAT)	BRAND DELIVERY (HOW)
<p>Provides the foundation for the brand-customer relationship and captures the essence of the SCC brand.</p> <p>Dedicated: Fully committed, loyal and focused; Industry history of excellence; Customer-centric approach.</p> <p>Accessible: Providing expert knowledge and instruction; Easy to do business with.</p> <p>Assured: Guaranteed with confidence; Dependable, reliable, quality driven.</p> <p>Passionate: Committed to going above and beyond; Focused on every design and manufacturing detail.</p>	<p>Refers to what is provided by the SCC brand in terms of its core offerings and their key attributes.</p> <p>Comprehensive: Holistic in orientation; Deep product portfolio.</p> <p>Standard-Setting: Establishing a level of excellence in whatever activity we are performing or model we are building</p> <p>Advanced: Further ahead and further along in progress, complexity, knowledge, or skill.</p> <p>Responsive: Proven business partner; Supporting and developing channel partners as the most advanced resource.</p>	<p>Refers to the SCCs activities surrounding the product or service which impacts the customer experience.</p> <p>Increasing Efficiencies to create shorter lead times; Faster to market to meet demand.</p> <p>Constantly Innovating to enhance the customer and end-user experience; Transforming the idea of what is possible.</p> <p>Consistently Delivering the most reliable and attractive solutions; Sustainability, price/value.</p> <p>Advanced Resource to the market; Providing information, ideas, and support throughout the lifetime of a product's journey.</p>

Integrated Brand Positioning Statements

Connecting the customer proposition, target audience opportunities, brand scope, and related benefits together.



Since 1972, Structural Concepts

...has consistently set the standard of leading the way by bringing the most innovative, turnkey refrigerated and heated food display solutions to the market by...

...constantly innovating the art of fresh food presentation, making the desired more desirable and improving the protection of the perishable.

....delivering the most attractive, reliable, temperature-controlled display cases, when and where you need them.

...transforming the idea of what is possible, totally redefining the experience in the process.

...identifying more ways to be the most reliable and advanced resources to our consumers.

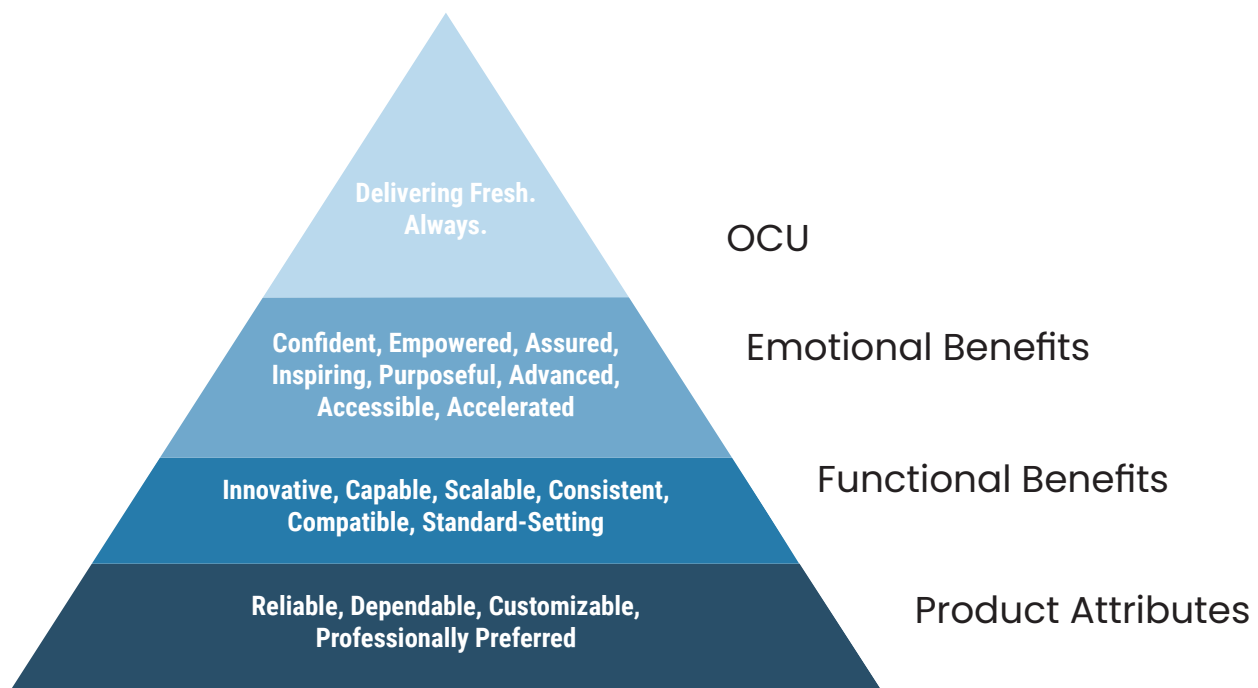
...designing and building merchandisers that last longer, save energy, and minimize operating costs, or an unparalleled commitment to providing backend technical support.

One Common Understanding Brand Pyramid

The SCC brand pyramid represents an abridged customer proposition.

It illustrates how the brand is elevated as it moves up from the product attributes and functional benefits to increasingly more meaningful benefits.

The very top of the pyramid is a succinct expression of all the unique emotional benefits we deliver to the marketplace that better help connect the customer with SCC.



OCU Visual Identity & Meaningful Dissection

Our identity tells our brand story just as well as any mission statement or written communication. Our brand has attributes that are mirrored in this identity; A set of characteristics that powerfully come through in every identifier that crosses the customer's field of vision.

SCC Brand Re[FRESH] & Value Proposition Statement

DELIVERING FRESH. ALWAYS.™

- Speed to market
- Customer satisfaction
- Accessible
- Standard-setting
- Responsive
- Easy, hassle free
- Proactive approach
- Transformative ideas & solutions
- Innovative
- Consultative, knowledgeable
- One-of-a-kind technologies
- Expertise
- Award-winning
- Consistency
- Reliable, proven
- Guaranteed
- Accredited
- Sustainable
- Legacy, history
- On-going support

SCC OCU/CVP Messaging Realized

OCU

Delivering Fresh. Always

CUSTOMER VALUE PROPOSITION

Delivering Fresh. Always. Since 1972, Structural Concepts has set the standard for the most innovative, turnkey refrigerated and heated food display solutions in the market.

BRAND MESSAGING PILLAR Trusted Journey

Structural Concepts sets the standard for better solutions that meet industry requirements, unarticulated needs, and existing market demands. We engineer, manufacture, and create purpose-built solutions. We're constantly innovating and improving, increasing efficiencies, and cementing trust.

From the corner bakery to the largest grocery chain, each is unique, with its own set of requirements. Our fresh food display cases are tailored and customized to fit your needs.

BRAND MESSAGING PILLAR Indulgent Experience

Structural Concepts can see a problem and creatively solve it by taking a transformative approach that turns an opportunity into endless innovative possibilities.

The vertical integration we've established gives us more control over the quality and availability of the solutions we design, engineer, and manufacture.

Structural Concepts is dedicated to producing products that work harder, beautifully.

BRAND MESSAGING PILLAR Sophisticated Simplicity

Structural Concepts is passionate about every design and manufacturing detail and has set the standard for each over our company's rich legacy from store fixture and bakery-focused displays to a top-performing merchandiser manufacturer.

It is our mission to design cases so simply beautiful that they go unnoticed making the product inside the focal point.

EXPANDED VALUE PROPOSITION

Delivering Fresh. Always. Since 1972, Structural Concepts has set the standard for the most innovative, turnkey refrigerated and heated food display solutions in the market.

Constantly innovating the art of fresh food presentation, making the desired more desirable and improving the protection of the perishable, Structural Concepts has spent the past 50+ years delivering the most attractive, reliable, temperature-controlled display cases, when and where you need them.

We are transforming the idea of what is possible, totally redefining the experience in the process. Whether it be identifying more ways to be the most reliable and advanced resource to our customers, designing and building merchandisers that last longer, save energy, and minimize operating costs, or an unparalleled commitment to providing backend technical support, we are committed to making it easier to better display and sell more fresh food today – and tomorrow.

Brands, like people,
have personalities.
The most successful
brands understand
that a distinctive
personality can make
a brand promise
more believable.

SCC Brand Persona

A personality can make a brand and its promise more memorable, enhancing the nurturing process of building customer loyalty, and adding weight to the brand's competitive position.

To enhance recognition and memorability for the SCC brand, our personality must become part of every communication and expression we produce and everything we do.

The SCC brand personality is:

- Dedicated
- Passionate
- Confident
- Smart
- Trustworthy
- Approachable
- Knowledgeable
- Experienced
- Engaging
- Purpose-Driven
- Visionary
- Accountable

The SCC brand is a combination of various personality styles.

I am a **Reliable Friend**

You can always **count on me**. I believe that **Loyalty** is everything and I'm here for you when you need me. Tell me what's on your mind and I'll always be **Sympathetic**. I will treat you with kindness and respect. I share what I have, and give you my all with total **Sincerity**. That way I'll know how to **help** you the most.



I AM AN **INNOVATOR**

Some consider me a **VISIONARY**. I like to think I'm clever and **witty** - but not in a way that confuses people. I'm **determined** and **passionate** about what I do, and I'm always **THINKING AHEAD**. When people notice what I can do, they always say: **WOW!** Why didn't anyone else think of this before?



I AM A **WORKER**

I roll up my sleeves and dig in, no matter what the job is. I've got a **NOSE-TO-THE-GRINDSTONE** attitude. You can't call me a quitter, because I **NEVER GIVE UP**. I'm **TOUGH**, committed and I've got that **STICK-TO-IT SPIRIT** 24/7. When everyone else is done, I **Persevere**.



I am the **Strong But Silent Type**

People say that I'm **understated** but that's just because I'm **CONFIDENT**. I work behind the scenes but I don't need to brag about it - I'm **PROUD** of what I do and I **know who I am**. I'm wise and **SINCERE**. I treat my friendships as bonds because I'm **committed** to others.



Our voice and tone expresses our brand's identity and values in communications, both internally and externally.


SCC Voice and Tone

The voice of SCC is honest, intelligent, ambitious, and consistent. It reflects our personality attributes.

Our voice seeks to foster a connection between customers and third parties with the SCC brand.

The tone of the SCC's voice is informative and functional, expressive and engaging, and clear and genuine. While the SCC voice is constant, our tone may vary slightly depending on the communication medium and the target audience.

Typography, grids,
space, scale, color,
and imagery create
meaning.



Visual Architecture

Brand visual architecture is a framework that organizes brands, products, and services in a way that enables customers to find, understand, and relate to them.

Having an established brand visual architecture is helpful when representing the enterprise, developing taglines, identifying sub-brands, and ideating new products.

Master Brand Logo

The primary frame of reference for our brand is the SCC logo. It is the unifying visual element that appears across all channels, enabling us to build strong brand recognition. With consistent use of our logo, our brand will continue to be an asset that increases in value over time.

Careful consideration has been given to the selection of type face, the positioning of each letter, and the colors assigned to this logo.

Do Not Alter the Logo in Any Shape or Form

Structural Concepts®

Brand Promise Mark

Delivering Fresh. Always.

A brand promise tells the world our purpose and what to expect from us. The SCC brand promise “**Delivering Fresh. Always.**”, is our unique value, benefit, and purpose to our customers as to why we exist as well as differentiating us from our competition.

We are proud to be **Delivering Fresh. Always.** every day for our customers via our product solutions, levels of innovation, sales consultancy, and tools and resources that will put them in a position to succeed.

DELIVERING FRESH. ALWAYS.™

Logo Lockup

The way in which elements are arranged (brand mark, logo type, tagline) in a signature is called a lockup.

The lockup refers to the idea that the proportions, spacing, and placement of each element is 'locked' into place and cannot change even slightly. A lockup is a foundation of cohesive brand messaging — adhering to set guidelines results in appropriate and consistent usage across a variety of applications.

The logo lockup can be used in general applications, such as a headline, brand promise, or a signoff.

The main color and color for the copy Structural Concepts is Blue 500 (#294F69). The brand promise mark color is Green 500 (#698A7D)

Structural Concepts[®]
DELIVERING FRESH. ALWAYS.[™]

Full Color

The full-color logo has several variations based on the surrounding background. The two-color logo over a light background should be used whenever possible.

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Reverse on Blue 500

Structural Concepts®
DELIVERING FRESH. ALWAYS.™

Reverse on Green 700

Structural Concepts®
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Reverse on Blue 900

Structural Concepts®
DELIVERING FRESH. ALWAYS.™

Reverse on Green 900

Clear Space

Clear Space and Minimum Space

Clear space is defined as the space that no other element explicit or implicit shall cross in relation to the Structural Concept Logo. Often referred to as 'runaround,' type, image and/or companies edge should not be placed closer than the x-height surrounding the company's marks.

A sufficient amount of clear space should always be maintained to ensure the brand remains strong and prominent. The clear space requirements must be observed. No elements should ever break this defined safe area.



A consistent
and strategic
application of brand
colors can increase
brand awareness
and recognizability.





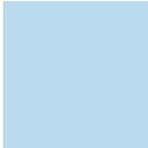
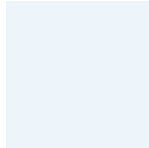



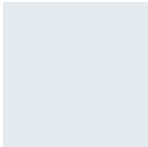
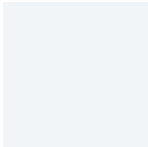
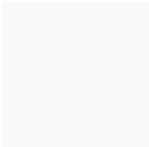




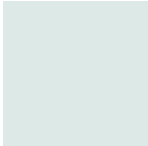

Color

Color Palette

The two color palettes should be used interchangeably to offer variety and visual interest in a design. However, the primary palette (Blues and Neutrals) should be more dominant than the secondary palette (Greens and Neutrals).

The primary palette represents trust, stability and innovation.

The secondary palette represents freshness and support.

Primary						
	Blue 900 RGB: 15, 31, 41 CMYK: 86, 71, 58, 69 PMS: 5395 C #0F1F29	Blue 500 RGB: 40, 80, 105 CMYK: 89, 64, 40, 23 PMS: 7700 C #294F69	Blue 300 RGB: 38, 120, 171 CMYK: 84, 47, 13, 1 PMS: 307 C #2678AB	Blue 200 RGB: 112, 168, 204 CMYK: 56, 22, 9, 0 PMS: 542 C #70A8CC	Blue 100 RGB: 186, 217, 237 CMYK: 25, 5, 2, 0 PMS: 290 C #BAD9ED	Blue 50 RGB: 236, 243, 249 CMYK: 6, 2, 0, 0 PMS: 656 C #ECF3F9
						
	Neutral 900 RGB: 77, 92, 97 CMYK: 71, 53, 50, 25 PMS: 431 C #4D5C61	Neutral 700 RGB: 94, 107, 112 CMYK: 65, 49, 46, 16 PMS: 431 C - 80% #5E6B70	Neutral 500 RGB: 156, 163, 171 CMYK: 41, 30, 27, 0 PMS: 7543 C #9CA3AB	Neutral 300 RGB: 227, 232, 235 CMYK: 10, 5, 5, 0 PMS: 7543 C - 25% #E3E8EB	Neutral 200 RGB: 240, 242, 245 CMYK: 4, 2, 2, 0 PMS: 7543 C - 15% #F0F2F5	Neutral 100 RGB: 247, 248, 249 CMYK: 2, 1, 1, 0 PMS: 7543 C - 5% #F7F8F9
						
	Green 900 RGB: 38, 64, 56 CMYK: 80, 53, 68, 52 PMS: 560 C #264038	Green 700 RGB: 56, 97, 84 CMYK: 78, 43, 65, 28 PMS: 626 C #386154	Green 500 RGB: 105, 138, 125 CMYK: 62, 33, 51, 7 PMS: 5555 C #698A7D	Green 300 RGB: 153, 178, 168 CMYK: 42, 20, 34, 0 PMS: 5575 C #99B2A8	Green 100 RGB: 222, 232, 229 CMYK: 12, 4, 9, 0 PMS: 5575 C - 25% #DEE8E5	Green 50 RGB: 245, 247, 247 CMYK: 3, 1, 1, 0 PMS: 5575 C - 8% #F5F7F7
						Secondary

Color Groups

There are two defined color palette groupings for SCC: blue and green. As the primary brand color, blue should be the dominant palette used. Green should be used to add variety to a design.

The blue and green palettes should never be used together.

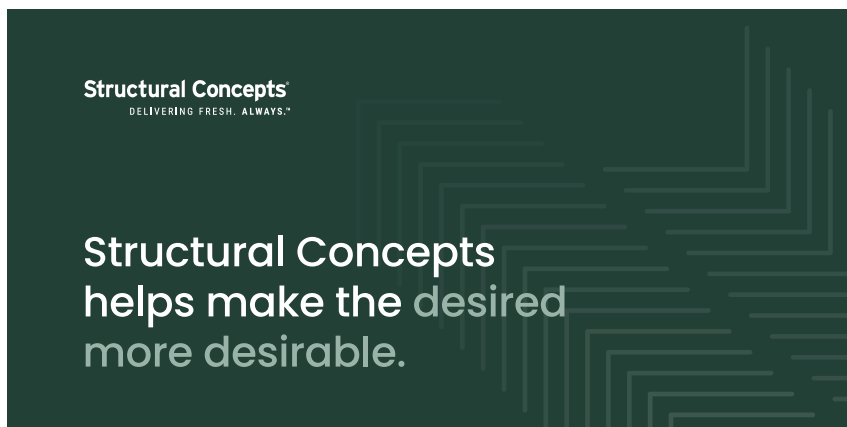
A tone-on-tone approach should be used when applying color (Blues with blues and greens with greens).



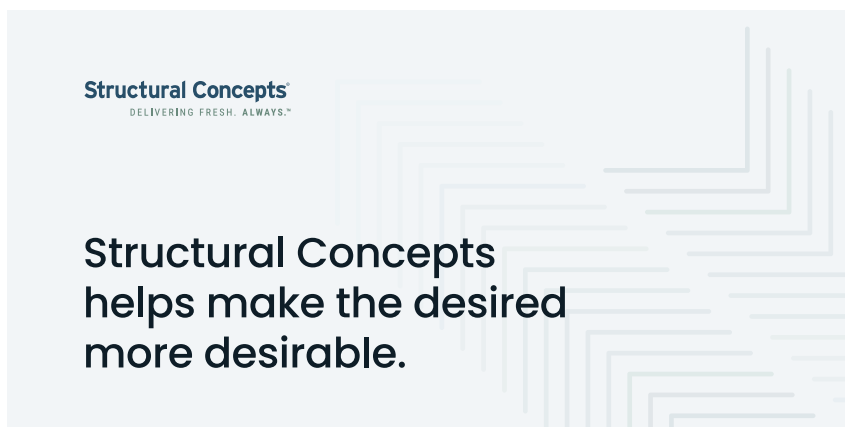
Example Usage



Tonal (Blue 500, Blue 200 and White)



Tonal (Green 900, Green 300 and White)



Base

**Typefaces and fonts
convey the values and
the tone of our brand
just like colors do.**



Typography

Brand Typography

Proper typesetting is critical for communicating the right message. The SCC brand utilizes two typefaces: Poppins and Roboto Condensed. Paired together, these fonts create a uniform and structured look that reinforces the brand integrity.

Roboto Condensed should **never** be used at large sizes. All large headlines should use Poppins Medium.

Headlines should be set in sentence case.

Roboto Condensed should always be set in all capitals.

POPPINS MEDIUM

Main Headlines
Links

POPPINS REGULAR

Body Text

ROBOTO CONDENSED BOLD

**SUBHEADLINES
MICROCOPY**

Poppins

Poppins Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+ (.,)

Poppins Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+ (.,)

Roboto Condensed

Roboto Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Graphic Elements

Brackets

Considering that SCC is in the fresh food enclosure business, the use of brackets to create an added design element to house and place emphasis on an image or a key message, is a part of the brand's visual language.

In some cases, the brackets take on more of a supportive role lending themselves to provide more depth and distinction to an overall presentation.



Iconography

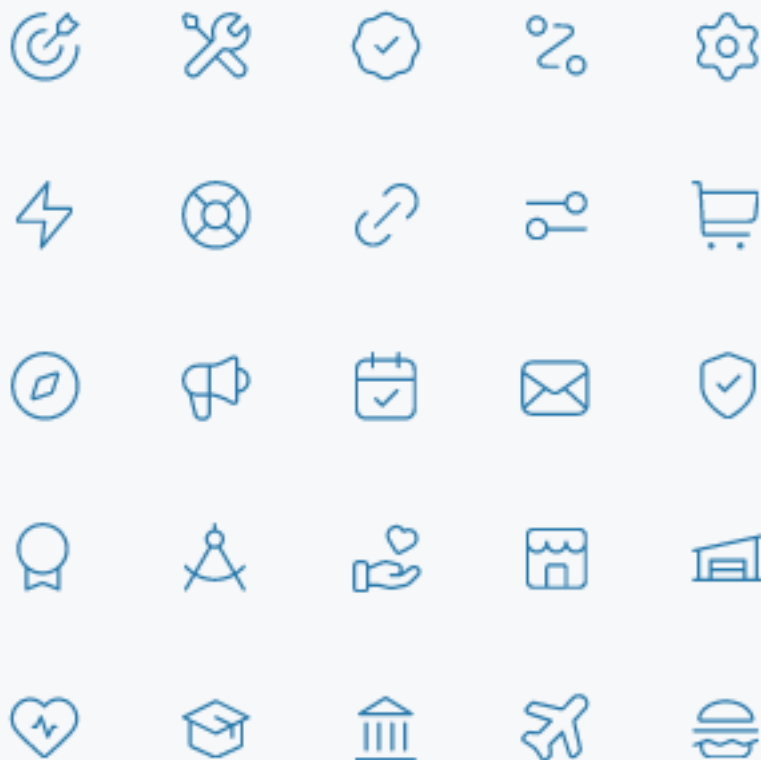
Iconography is a unified visual language that can be understood by people from different locations and cultures. The right usage of icons helps to make product/market navigation more accessible and increase business metrics.

Consistency, readability, and scalability are the core parameters of any design system. Consistency influences the general trustworthiness of a product, readability increases the speed of interactions, and scalability lets SCC products grow effectively.

All iconography is sourced from the Untitles UI icon library using the free Line Icon variation.

Approved Icon Colors:

- **Primary:** Blue 300
- **Secondary:** Blue 900
- **On Dark:** Blue 100, Blue 200



Photography/Image Style

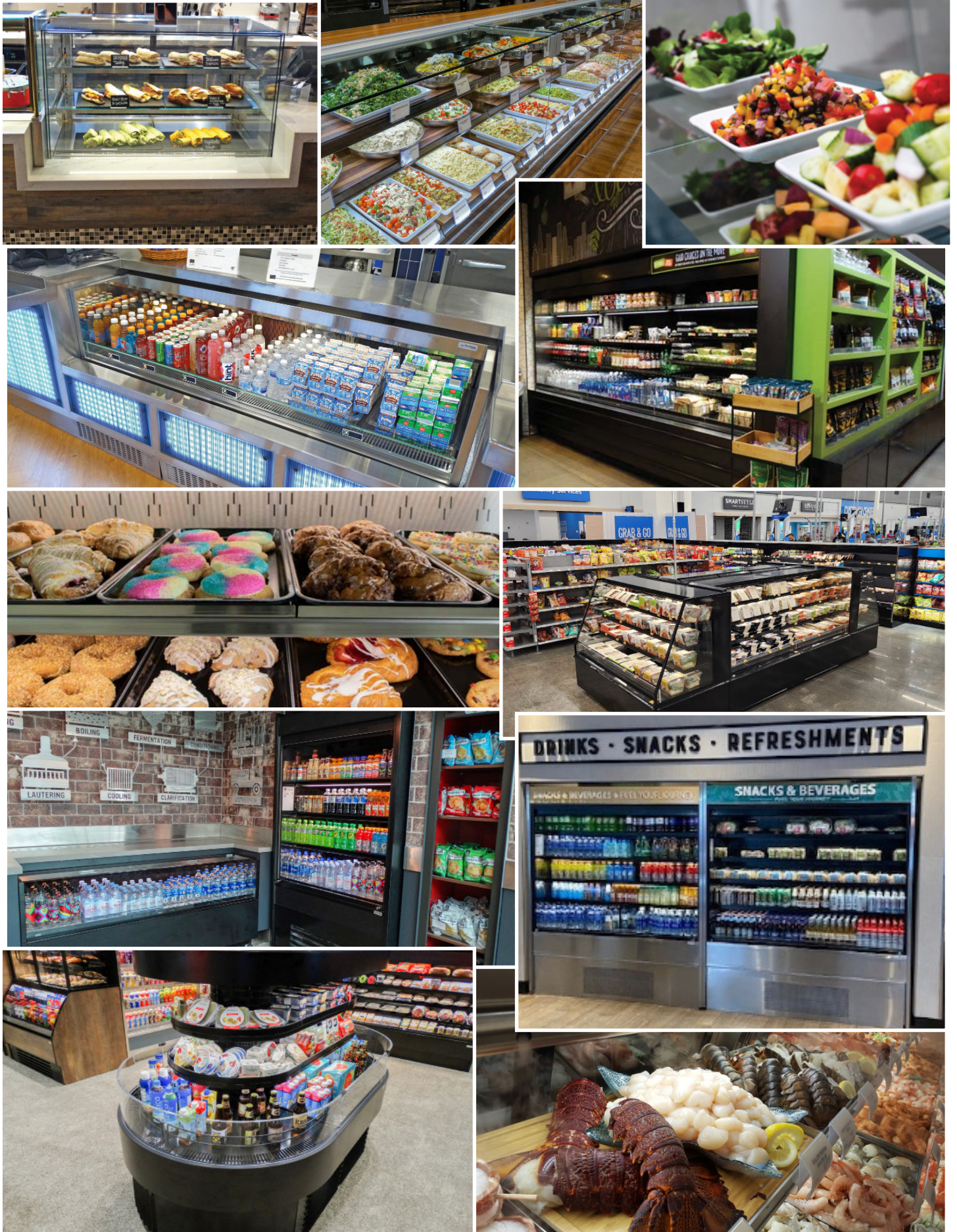
SCC is about Delivering Fresh. Always. and the imagery of our fresh food merchandisers enable our mission of designing cases so simply beautiful that they go unnoticed, making the product inside the focal point. Hence, the photography style featured throughout all touchpoints should visually convey that Structural Concepts is dedicated to producing products that work harder, beautifully.

By focusing on delivering the most attractive, reliable, temperature-controlled display cases, imagery should capture the essence of the art of fresh food presentation for audiences. Images of our merchandisers should never look like stock photography; they should instead have a lifestyle feel with natural lighting while fully and artistically capturing the application and environment, thus allowing the image itself to tell the story.

Considerations

The depth of our Marketing image library relies on those who are consistently in the field as they are the closest to our new or current product installations. When providing images that can be used in our commercialization efforts, please consider the following:

- Take photos of the merchandisers from straight ahead AND from each of the corners of the case. This will allow an image capture of the front and side of the case as well as increasing the chances of attaining clear shots of the case, its size, and how it fits in its environment.
- Make sure the entire case is in the shot; Make sure the camera is straight to prevent any distortion.
- Be sure to take additional close-up shots to accompany these shots in an effort to depict how SCC is constantly innovating the art of fresh food presentation, making the desired more desirable, and improving the protection of the perishable.
- Always send the largest file size so we have images we can use, not the smallest file just because it sends the fastest.



**Brand touchpoints
play a vital role in
establishing and
sustaining a positive
and strong relationship
between our brand and
our customers.**

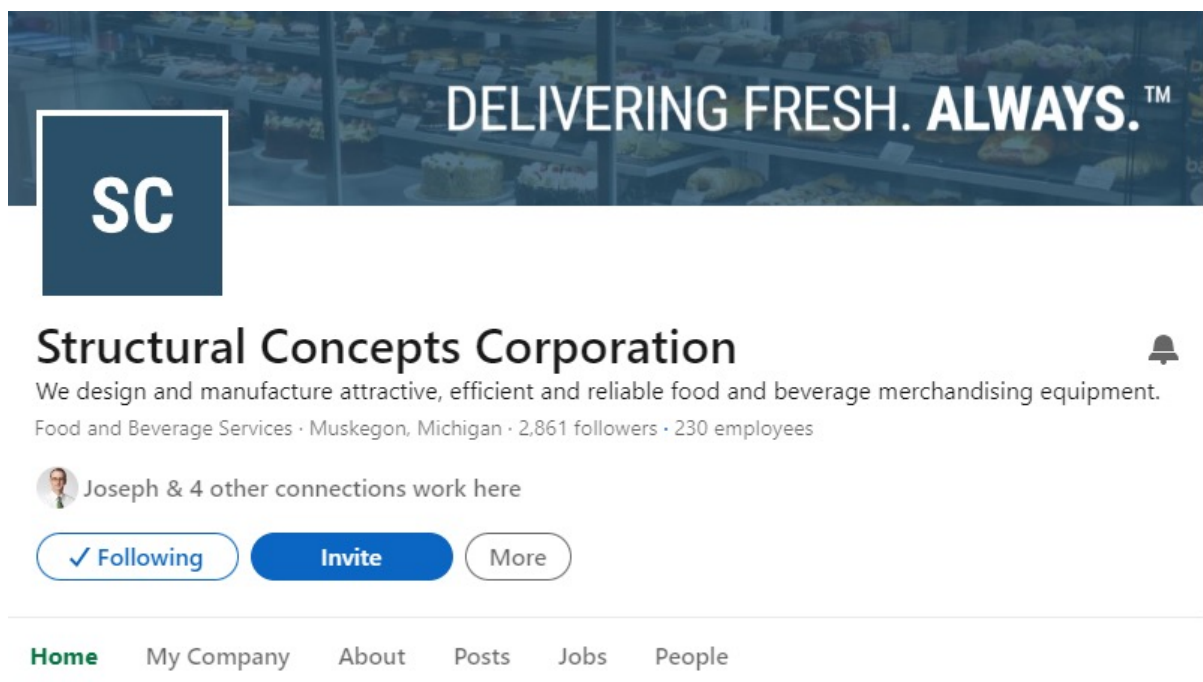
Applications

Digital Communications

Social Media Profile

To adhere to scale restraints, the SCC LinkedIn page should use the abbreviated “SC” in Roboto Condensed type font. The primary and secondary brand colors noted within this Style Guide are available for use in social profile images as long as the color combinations follow the guidelines outlined.

SCC employees are encouraged to use the SCC LinkedIn template for their own personal profiles. This template can be found in the SCC Brand Portal.



Email

Email marketing offers a high visibility and ample space to communicate a message, and a variety of other benefits to the SCC communication strategy. Typically, there are three different kinds of email themes deployed per period meant to be informative, engaging, and fresh.

Marketing currently utilizes a template to consistently brand each application to establish a content-build hierarchy that conveys messaging, creates a call to action, and build familiarity with its audiences so that they can easily recognize the communication from SCC within this channel and act accordingly.

Market Dynamics

70%

of US employers offer some kind of employee wellness program, showing a clear, top priority among employers.

More Companies are Investing in Their Kitchen & Dining Spaces

With ever-changing governmental regulations, fluctuating enrollment sizes, and shrinking budgets, it continues to be a challenge.

Structural Concepts can help schools completely rethink their post-pandemic operational strategies by offering more proper hot and cold holdings and safer food safety, adapting to many changes, and improving the sustainability performance in cafeterias.

To learn more about how Structural Concepts is Delivering Fresh, Always, by being the most reliable and advanced foodservice resource to our customers, please click on the button below.

[Learn More](#)

Structural Concepts, 888 E Porter Road, Muskegon, MI 49441, United States.
800-433-9459
[Unsubscribe Manage Preferences](#)

Product Highlight

KITCHEN INNOVATIONS 2023 AWARD

Autonomous Retail is Smart, Efficient, and Profitable

Stay relevant in today's fast-paced marketplace with autonomous retail. 80% 10% of small and mid-sized businesses expecting their customers to continue to order contactless payments. Structural Concepts is the only refrigerated OEM to design and manufacture a complete smart retail solution for **autonomous shopping**.

Offering latest challenges, an operating team handling format with increased capacity, a cashier-less transaction system, and the ability to streamline inventory management, this single solution provides a quick path to turning the investment profitably.

[View Product Page](#)

[Talk to a Sales Rep](#)

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800-433-9459
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Customer Spotlight

Portillo's

In late 2020, Portillo's was searching for a refrigerated self-service merchandiser that could be integrated into a grab-n-go concept they were designing for new and existing stores. Their search led them to Structural Concepts.

Culinary Equipment Group, the Chicago-based representatives for Structural Concepts, promptly delivered a case that Portillo's could test side-by-side against those of a couple competitors. The quality stood out immediately, in both appearance and performance. After pulling the case through its paces, Structural Concepts was selected. Portillo's facilities purchasing and marketing staff worked with Culinary Equipment Group to hammer out the specifications, including the case size and the laminate selection. Shortly after, the orders started rolling in and the merchandisers started shipping out.

To learn more about how Structural Concepts is Delivering Fresh, Always, by focusing on the love consumers have for fresh food and on all the competitive advantages in delivering a great in-store experience, please click on the button below.

[Learn More](#)

Structural Concepts, 888 E Porter Road, Muskegon, MI 49441, United States.
800-433-9459
[Unsubscribe Manage Preferences](#)

Website

The Web Guidelines establishes rules for the SCC brand in the context of website design and website elements.

Web Guidelines

The Structural Concepts Web Guidelines establishes rules for the SCC brand in the context of website design and website elements.

Structural Concepts®
DELIVERING FRESH. ALWAYS.™

Colors

The SCC web color palette utilizes the Brand Blue and Neutral colors. The Brand Green colors should **NOT** be used on any web elements.

Contrast Ratio

The minimum contrast ratio, established by the [Web Content Accessibility Guidelines \(WCAG\)](#), is a set of rules around color contrast when dealing with text. Following these guidelines improves the accessibility and user experience of a website by enabling users with visual impairments to still engage with the content.

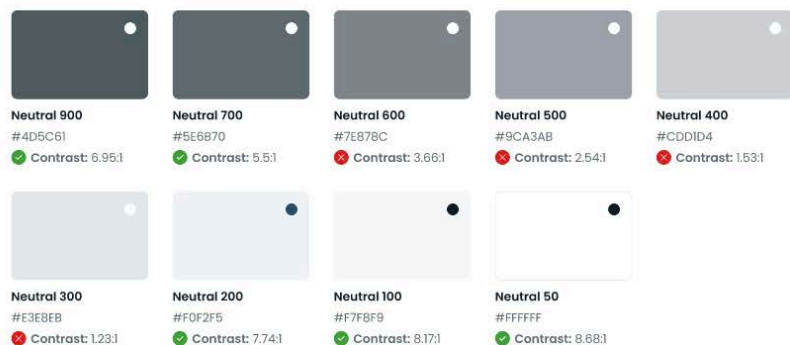
The guidelines are as follows:

1. A minimum contrast ratio of 4.5:1 should be met for all text on a website, with an exception for text that is purely decorative and not critical to the experience of the website.
2. Large text (anything over 24px in size) can have a contrast ratio of 3:1.
3. Icons, logos and images do not have a contrast requirement.

Blue



Neutral



Typography

Structural Concepts uses two font families for all web usage. Both are available to download for free on [Google Fonts](#).

↓ Poppins

↓ Roboto Condensed

Poppins Medium

Used for main headlines and text links.

Color on Light: Blue 900

Color on Dark: Neutral 50

Poppins Regular

Used for paragraph text.

Color on Light: Neutral 700

Color on Dark: Neutral 50

ROBOTO CONDENSED BOLD

Used for small sub-headlines and microcopy.

Color on Light: Blue 300

Color on Dark: Blue 100 or Neutral 50

Aa

Bb

Cc

Iconography

All iconography is sourced from the [Untitled UI icon library](#) using the free Line Icon variation.

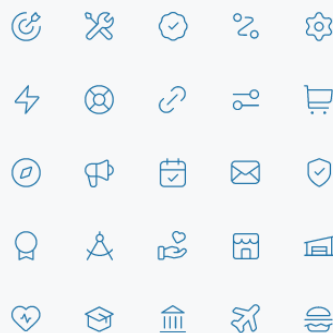
Approved Icon Colors

Primary: Blue 300

Secondary: Blue 900

On Dark: Blue 100, Blue 200

↗ Untitled UI Icon Library



Buttons

Buttons are a critical part of the user experience and should be used to guide the user to take certain actions, such as engaging with a new page or downloading a resource.

Button Variants

Type: Primary, Secondary, Tertiary
Size: Base, Small
Background: Light, Dark
State: Default, Hover, Pressed

Action Button Variants

Type: Primary, Secondary
Icon: Can be swapped out for different actions
State: Default, Hover, Pressed

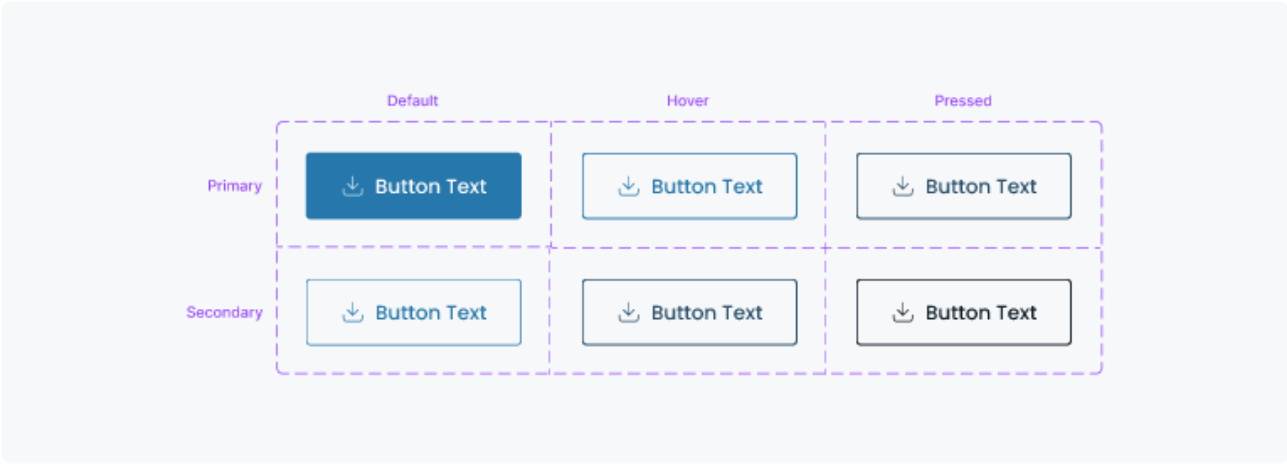
Buttons

Buttons are the primary CTA on the website.



Action Buttons

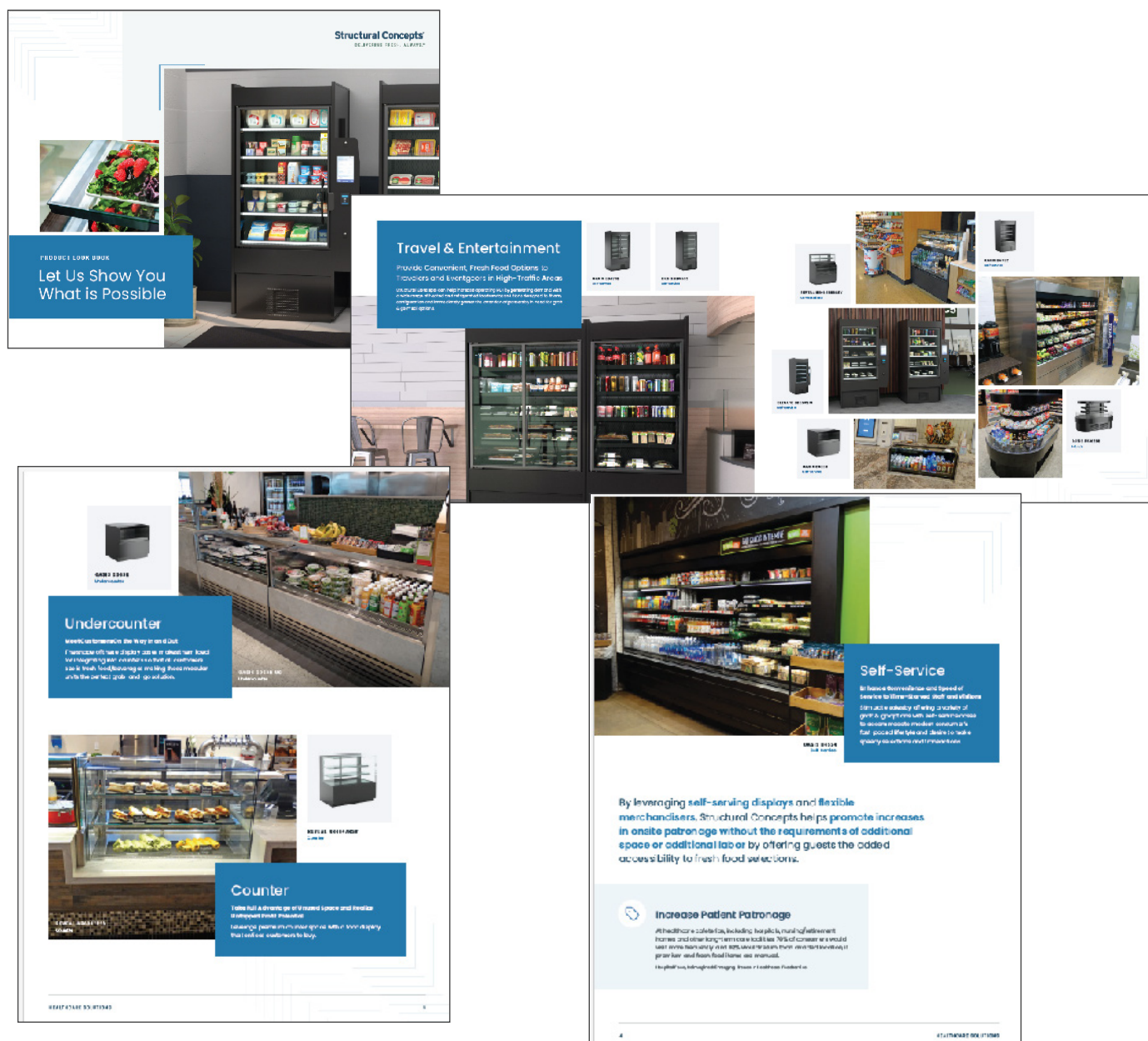
Action Buttons include an icon to represent a specific action, such as downloading or sharing.



Print Communications

All print communications should be intuitive, inspiring, smart, credible, and inviting. They should be presented in a user-friendly manner to convey their meanings clearly and simply. Collateral should clearly curate the essential issues while providing immediate and distinct solutions. They should keep audiences engaged with provocative ideas presented in an accessible manner.

Each piece should tell a similar narrative how SCC is Delivering Fresh. Always. using the overarching customer value proposition and market/product messaging hierarchies to convey those individual messages. All customer-facing inclusive of brochures, presentation decks, etc. should adhere to the same logo, font, messaging, imagery, and color usage as stated within these guidelines.



Trade Show Communications

All trade show communication applications should be intuitive, inspiring, smart, credible, and inviting. They should be presented in a user-friendly manner to convey their meaning clearly and simply. Conference and event collateral should clearly curate the essential issues while providing immediate and distinct solutions.

These elements should draw audiences in by piquing their interest with relevant information. All conference and event communications and signage should adhere to the same logo, font, messaging, imagery, and color usage as stated within these guidelines.



Corporate Templates

Email Signature Example

Erik Flores
Sales Engineer
eflores@Structuralconcepts.com
Phone: 231-798-6609

Structural Concepts®
DELIVERING FRESH. ALWAYS.™

Corporate Stationery

Consistent and coordinated use of SCC's visual identity elements on stationery is a vital part of preserving, enhancing, and protecting the value of the SCC Brand.

Structural Concepts has one official administrative template for letterhead, envelopes, and business cards. They can be accessed by going to the SCC Brand Portal, and it's simple to implement. Do not attempt to create, design, or print stationery products.

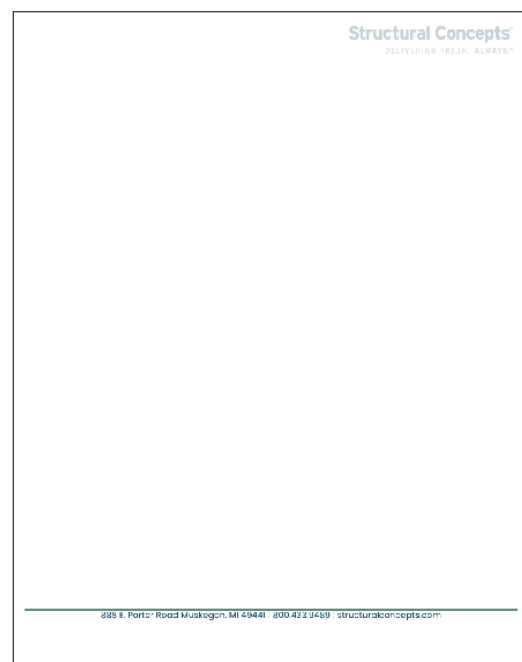
Visuals:

- Letterhead
- Envelope
- Business card
- PowerPoint Template



Letterhead

Business Cards



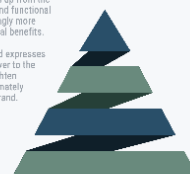
PowerPoint Template



The SCC Brand OCU (One Common Understanding)

The SCC brand pyramid illustrates how the brand is elevated as it moves up from the product attributes and functional benefits to increasingly more meaningful emotional benefits.

SCC's brand pyramid expresses the benefits we deliver to the marketplace to heighten awareness, and ultimately preference, of the brand.



OCU (one common understanding)
Delivering Fresh. Always.

Emotional Benefits
Confident, Empowered, Assured, Inspiring, Purposeful, Adventurous, Accessible

Functional Benefits
Innovative, Capable, Scalable, Sustainable, Competitive

Product Attributes
Reliable, Dependable, Customizable, Professionally Preferred

STRUCTURAL CONCEPTS

Ad Specialty Items/Logo'd Merchandise

Promotional items are used to create and reinforce the SCC brand with customers, employees and others, and to create a sense of community and teamwork among employees and partners. Common promotional items may include hard goods, and apparel.

- Use approved SCC logo and SCC logo and tagline.
- All merchandise must be of the highest quality and represent the SCC brand as the best available.
- Consider using a preferred vendor.
- For all apparel, the SCC logo should appear on the left chest, whereas the tagline should appear either on the left sleeve or on the back of the item – dependent on the type of clothing.



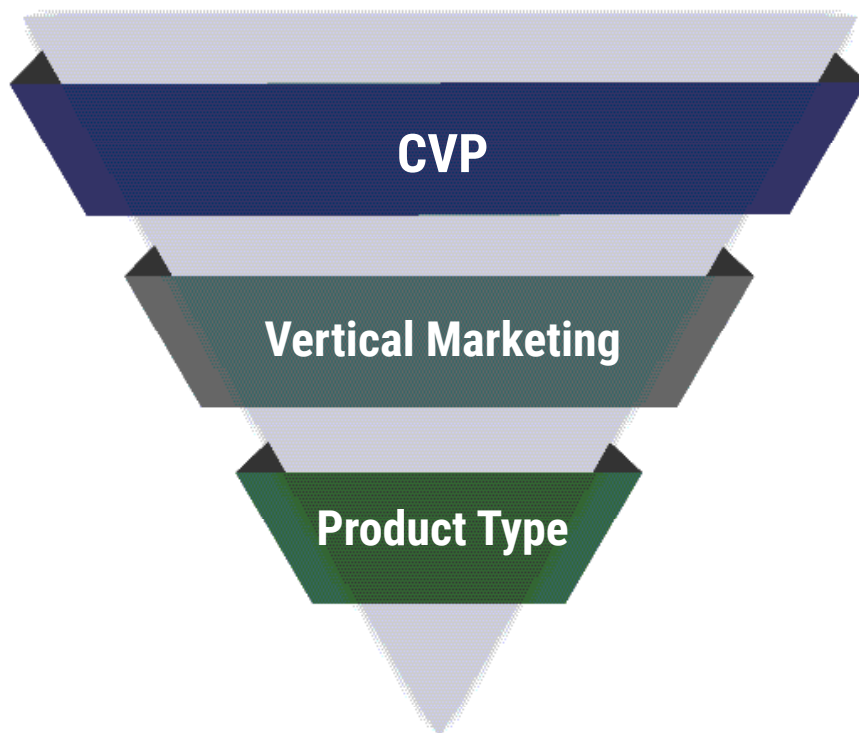
Messaging is about how we deliver on our company values and promises. Focusing on the “why” and “how” are the ideal place to start building a messaging framework because they help us get concise and precise with our language.

Messaging Architecture

Messaging Funnel

It is imperative that we immediately and clearly define and present ourselves differently to our audiences to avoid the industry clutter.

We have established a “top down” messaging strategy that accounts for the overall brand, customer value proposition, vertical market, and product type.



CVP: Focus on producing high-quality information about the company/brand; Address what makes the company unique and different.

Vertical Marketing Messaging: Address pain points directly with specific groups of audiences; Main task is to push them to learn more about the product(s) to meet their needs.

Product Type Appropriation: Space for audience to compare products with competitors; Goal is to take immediate action.

Customer Messaging Narratives

SCC provides solutions to various levels of customers within seven (7) vertical markets with each one having its own unique set of needs.

By focusing on the VOC (Voice of the Customer), the messaging created for each of these channels is directly geared toward creating customer opportunities and solving for their pain points. These narratives are meant to be treated as a resource when creating copy to communicate with these audiences via sales and marketing channels.

The optimal sequencing is to pair this messaging with customer/market insights and/or product types to fully demonstrate how SCC addresses key areas of interest using its vast knowledge of fresh food merchandising solutions, thus providing SCC is the right partner of choice.

Supermarket

Segment Pain Points/Areas of Interest:

Price (value), functionality, after sales support, fit and finish, lead times.

Call shopper's attention to hot and cold fresh food offerings with displays that fit into any store footprint.

From service merchandisers lined up across multiple departments to single grab & go cases, Structural Concepts delivers value by combining an enticing visual experience while delivering a high-level of refrigeration and heating performance supported by first-rate aftermarket support.

Offer a wide range of prepared meals and other food selections through a wide variety of service and self-service merchandiser and display options, when and where you need them, that provide functionality and space optimization, and aligns with any store décor – all while placing a premium on the food inside.

Structural Concepts allows for the presentation of fresh food anywhere in the store, including in high traffic areas, improving the buying experience for shoppers while incorporating unique upsell and impulse-buying opportunities.

Leverage Structural Concepts' proprietary design platform ensures cases align in a single profile and removes visually distracting variations in lineups to provide an eye-catching presentation of fresh food. This design strategy prevents unsanitary, unsightly gaps while maintaining a seamless appearance.



C-Store

Segment Pain Points/Areas of Interest:

Solutions, aftermarket service, fresh food merchandising needs, performance and reliability.

Increase sales by offering customers healthy, fresh food selections on-the-go.

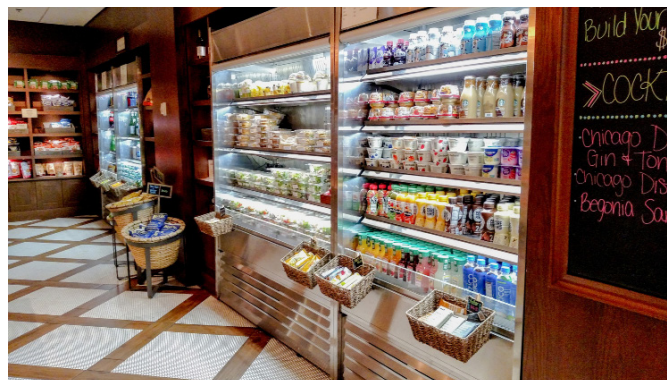
Generate incremental demand by responding to customer's busy lifestyles by offering more meal solutions that match their increasing needs. Structural Concepts helps enhance convenience and speed of service to time-starved and health-conscience shoppers with a multitude of merchandisers that can be optimized across all store formats, including within key locations, such as high-traffic areas and at checkout.

Realize untapped profit potential by increasing the visibility of popular or on-sale items that can easily draw customer's attention. Grab & go displays and cases are designed to stimulate impulse sales by putting the focus on the product.

Structural Concepts has long recognized the growing trend of convenience stores seen as a destination for fresh food by proactively delivering innovative display options that not only blend in with the store format but also offer cost-effective configurable turnkey solutions when merchandising strategies change over time.

Utilize existing floor and counter space by taking advantage of space-saving self and self-service merchandisers that create a harmonious environment and pleasing presentation.

Seen as the one of the most reputable manufacturers in the market, Structural Concepts delivers a combination of solutions, performance, and technical support that convenience stores and chains have long relied on to ensure their on-going success.



Healthcare

Segment Pain Points/Areas of Interest:

Lead times, fresh food merchandising needs, performance and reliability, unattended food merchandising, low maintenance.

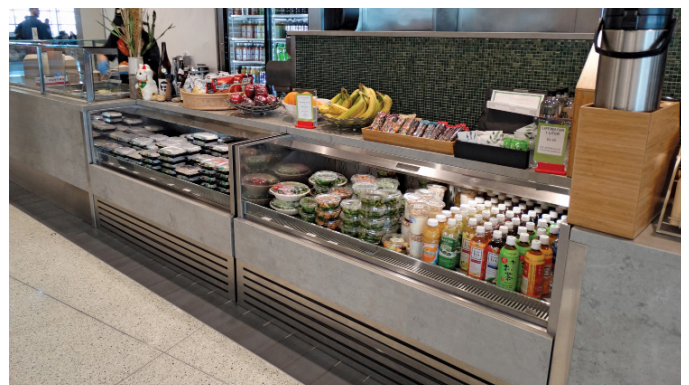
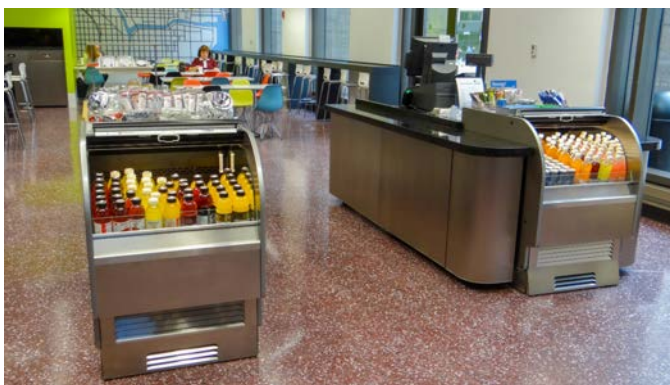
Provide visitors and staff fresh food options that can be displayed independently or integrated within existing serving lines.

Enhance the presentation of more food options by providing a mix of service and self-service options, such as scalable micromarket formats, to meet the needs of convenience-seeking diners.

By leveraging self-serving displays and flexible merchandisers, Structural Concepts helps promote increases in onsite patronage without the requirements of additional space or additional labor by offering guests the added accessibility to fresh food selections.

Designing and building merchandisers that last longer, save energy, and minimize operating costs, while driving a return on investment, Structural Concepts has long been recognized over time by the Healthcare industry as one of the most dependable and advanced foodservice suppliers.

Structural Concepts continues to support the mission of health and wellness by providing the most attractive, reliable, temperature-controlled display cases in the industry, when and where you need it.



Businesses & Institutions

Segment Pain Points/Areas of Interest:

Lead times, fresh food merchandising needs, performance and reliability, unattended food merchandising, low maintenance, tech support.

Satisfy employees needs for convenient fresh, healthy snacks or meal options.

Structural Concepts can help businesses capitalize on the modern consumer's fast-paced lifestyle by setting the standard of leading the market by producing the most innovative, turnkey refrigerated and heated food display and beverage merchandisers that can be seamlessly integrated into any environment and perform at the highest level.

From the corporate cafeteria to areas with limited space, Structural Concepts provides adaptable, multi-purpose options ranging from full service to grab & to go fit any space requirements to visually present fresh food selections and drive sales.

Structural Concepts reduces the need for additional staffing while still increasing foodservice sales with customizable solutions that are designed with self-serve employees in mind throughout an entire office campus.

Whether it be identifying more ways to be the most reliable and advanced foodservice resource to our customers, designing and building merchandisers that last longer, save energy, and minimize operating costs, or an unparalleled commitment to providing technical support, Structural Concepts delivers food display solutions when and where you need them to perform at the highest level.



Education

Segment Pain Points/Areas of Interest:

Price (value), fresh food merchandising needs, performance and reliability, unattended food merchandising, low maintenance.

Serve more students quickly and efficiently while providing fresh food offerings.

Structural Concepts helps streamline student and faculty traffic flow with a variety of solutions within serving lines and/or near checkout with full service and self-service options to complement existing foodservice menus.

Meeting the demand for healthier options and better-for-you foods, Structural Concepts' depth and breadth of flexible merchandisers and display cases perform at the highest levels within ambient environments. Extending across the remote parts of campuses, Structural Concepts offers self-contained merchandisers for displaying fresh food in even the most far-reaching locations.

The versatility of serving more types of meals via turnkey merchandisers and display cases encourages students to spend more money on food in the dining halls rather than going elsewhere to eat, while also reducing the reliance on labor.

With a commitment to reliability and performance, and providing the highest service support, Structural Concepts provides a level of unparalleled value to schools and institutions by making it easier to display and sell more fresh food today – and tomorrow.



Travel & Entertainment

Segment Pain Points/Areas of Interest:

ROI, fit and finish, fresh food merchandising needs, performance and reliability, resources, aftermarket service, traffic flows, responsiveness.

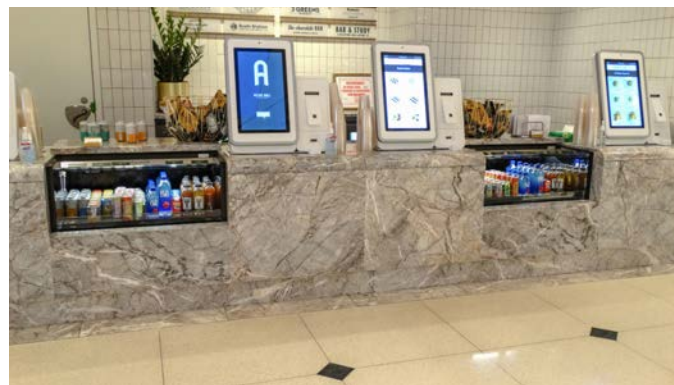
Provide convenient, fresh food options to travelers and eventgoers in high-traffic areas looking for quick, healthy alternatives.

Increase operating ROI by generating demand with a wide range of heated and refrigerated foodservice solutions designed to fit any configuration and immediately garner the attention of passersby in need for grab & go meal options.

Structural Concepts specializes in visualizing a solution and then thoughtfully develops merchandisers and displays that can be easily integrated into new or existing formats to ensure continuity of fit and design.

Partner with Structural Concepts and benefit from the sheer volume of foot traffic from regulars and non-regulars alike by maximizing food merchandising capacity using versatile displays that draw in the consumer.

Structural Concepts delivers endless innovative possibilities through an established vertical integration that puts more control over the quality and availability of the solutions we design, engineer, manufacture, and service.



QSR

Segment Pain Points/Areas of Interest:

Price (value), fresh food merchandising needs, performance and reliability, product scope, low maintenance.

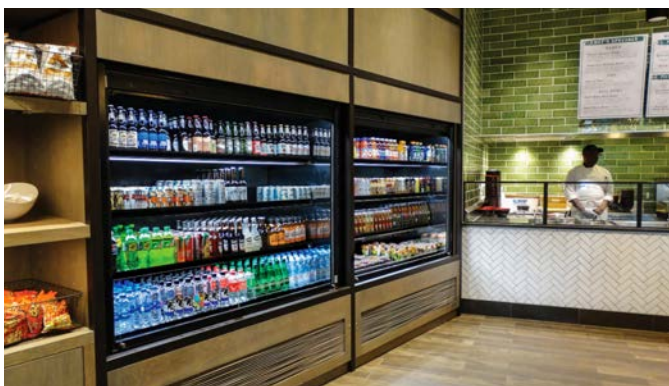
Increase customer patronage by taking advantage of thrifty and time-crunched restaurant goer's desire for fresh food convenience.

Increase your fixed capacity by turning over more customers by moving them in and out more quickly with grab & go displays as well as service merchandisers where workers can immediately access selected menu items.

Increase customer patronage by taking advantage of thrifty and time-crunched restaurant goer's desire for fresh foods that complement menu items that can be quickly selected while reducing operator labor.

Restaurants have relied on Structural Concepts as a resource for innovative, wide-ranging unit designs and convenient service formats that fit most applications to help them remain competitive.

Structural Concepts provides an unparalleled value by meeting restaurant's expanded needs for high-quality, fresh food offerings with a variety of reliable, flexible merchandisers and displays that work harder, better display and sell more food, and minimize operating costs.



Product Messaging Narratives

The foundation of the SCC portfolio comprises seven (7) different product types or categories of displays and merchandisers, whereas each delivers a unique value to our customers.

Each of these product types are applicable and are sold within every one of our vertical markets.

Considering the universality of these product types, the messaging created for each of these categories takes a high-level view in presenting its respective features and benefits. In other words, they have not been authored specifically from a market perspective to reduce complexities and create consistencies and efficiencies.

The goal is to pair these product attributes with the vertical market narratives (see previous section) to communicate an overarching storyline around the need + product = solution.

Service

Entice customers with visually appealing service cases of different capacities.

Keep food fresh longer within a fully enclosed display and interact with customers to provide a high level of service and satisfaction.

Streamline fresh food merchandising and cleaning with lift-up front glass that safely lifts out of the way for complete access.

Available in both heated and refrigerated options to accommodate a wide range of applications.

Proprietary technology ensures cases line up perfectly without mismatched profiles, unnecessary double ends, and unsanitary, unsightly gaps.



Mobile

Mobile refrigerated self-service displays on casters use less floor space by displaying product vertically instead of horizontally and can be easily pushed up against shelving, walls, columns, or used back-to-back.



Self Service

Stimulate sales by offering a variety of grab & go options with self-service cases to accommodate modern consumer's fast-paced lifestyle and desire to make speedy selections and transactions.

Under counter refrigerated grab & go display cases are ideal to drive impulse sales and capitalize on quick transactions, whereas multi-shelf floor merchandisers available in a variety of sizes can be used for displaying a magnitude of products along any wall, alcove, or aisle.

These merchandisers provide clear visibility to the products inside and are designed to be positioned throughout any footprint to encourage impulse purchases.

Also providing a self-monitoring, grab & go option, micro market models can continuously measure the temperature of the food inside and automatically restrict access to the case if temperatures become unsafe.

Display options include depth that fits conveniently through standard 36" door openings for easy delivery, installation, and customer use.

Perfectly lit, easy to clean, and effortless to restock, these grab & go displays merchandisers are a great addition to any space.



Combination

Combination models optimize floor space with multiple display areas in a single piece of equipment, providing flexibility to offer a variety of fresh foods within different methods for serving the customer.

Service above self-service, side by side self-service and preparation with self-service in refrigerated, heated and ambient temperatures combinations that offer ultimate flexibility.

Look for the combination that is tailored to your fresh food offering.



Counter

Leverage premium counter space with a fresh food display that entices customers to buy.

Increase your sales potential with appealing grab & go merchandisers that can be positioned on counters and integrated into millwork to bring fresh food directly in front of customers.

Consider frameless glass merchandisers for a seamless presentation and integration of the surroundings, placing the focus on the food inside, not the merchandiser.

Take full advantage of unused space and realize untapped profit potential by capitalizing on impulse buys.



Endcaps

Take full advantage of unused premium space and realize untapped profit sales potential by capitalizing on impulse buys.

Perfect near check outs and high traffic locations to convert browsers into buyers.

Promote popular and profitable items that help create points of destination and accommodate modern consumer's fast-paced lifestyle and desire to make speedy selections and transactions.

Finding new ways for shoppers to interact with products increases interest levels in what is being offered, endcaps are ideal for keeping products organized, presenting at a high level, and driving awareness, and creating profitability.



Islands

Easily create impulse-buy sites, provide daypart merchandising flexibility, and the ability to cross merchandise through departments with self-contained refrigerated islands.

The modularity of BLEND islands saves owner/operators cost in replacing full islands when merchandising strategies change.

Adapt faster to consumer shopping trends with mobile and modular islands that are easily adjusted to accommodate changing consumer behaviors.

The easy-entry case depth and heavy-duty, leveling casters allow for delivery through standard sized doorways and provides mobility when future opportunities arise to rearrange or replace cases if a different temperature or size is desired.

Mobile refrigerated self-service displays on casters use less floor space by displaying product vertically instead of horizontally.

These cases can be easily pushed up against shelving, walls, columns, or used back-to-back.

Create families of reconfigurable, multi-temperature cases that together form a modular island perfect for the ultimate cross-merchandising experience in any space.

With refrigerated, heated, and ambient case options in one island, products can be displayed more dynamically, attracting more consumers, and increase opportunities to produce more revenue.

No matter what configuration or temperature the layout requires, each island is formed with standard size cases, so solution planning is consistent and worry-free.



Sub Brands

A sub brand is a product or service brand that possesses a differentiated name, persona, and/or visual identity from the master brand that can be uniquely trademarked but remains endorsed by the master brand and retains some of its perception.

To avoid a proliferation of brands and sub brands that cannot be supported in the marketplace, the following is the sub brand creation criteria: Strategic advantage that is ownable, patentable, can be registered or trademarked, and creates a distinct difference to current lineup.

SCC possesses what has been deemed a “collection” of product brands that act as an umbrella of sorts to house certain groups of products, such as core product types and in-use applications, as well specifications involving temperature and depth.

Collection Overview

Elevate™

Elevate is Structural Concepts' newest line featuring a complete, smart technology-driven solution for autonomous shopping presenting an innovative way to stay relevant and meet customer demands while transforming your cost structure and generating higher profits.

Providing operational efficiencies including offsetting labor challenges and the ability to streamline inventory management, Elevate heightens the overall customer experience with an easy-to-use cashier-less system, increased speed and accuracy of transactions, and an emphasis on food safety and product consistency. Operating seamlessly across remote locations, Elevate is ideal for colleges and universities, healthcare and business campuses, and travel and entertainment applications.



Oasis®

The Oasis® Collection of products offers dynamic self-service solutions like dual-sided cases perfect for foodservice settings like schools and convenience stores; high environment cases designed to handle higher temperature and humidity that are ideal for use in hospitals, schools, and arenas; and mobile, self-contained refrigerated islands that easily create impulse-buy sites, provide daypart merchandising flexibility and the ability to cross merchandise through departments



Reveal®

The Reveal® food display merchandisers are frameless and minimal in appearance, so the focus is on the product inside, not on the case. Designed with UV-bonded glass to provide superior refrigeration and heating performance, Insulated Glass (UVIG) technology is leveraged to permit ample air space between the panes of glass to deliver the insulation needed to prevent condensation and allow glass-to-glass seams making the box seem to virtually disappear.



Blend®

The Blend® Collection is a family of reconfigurable, multi-temperature cases that together create a modular island perfect for the ultimate cross-merchandising experience in any space. Blend self-service cases form an attractively efficient display that increases market share in the deli department of supermarkets, large convenience stores, hospital cafes, and on college and university campuses. This modular platform was designed with seamless transition features and the very best refrigeration and heating technology making it a beautiful and profitable addition to any retail space.



Grocerant

Refrigerated, Grocerant service and self-service cases present popular favorites like yogurt parfaits, a variety of side dishes, and salads in a way that preserves freshness. In a grocery store that offers a restaurant experience for dine-in or take-home meals, well-designed, ergonomic food bars are essential to providing a good customer experience and for maximizing store earning potential.



Harmony

The Harmony Collection offers winning solutions for applications that include, but are not limited to, bakeries, delis, cafes, convenience stores, airports, and hotels. The Harmony refrigerated service cases and self-service cases are a perfect fit for applications like bakeries that offer whole, unsliced cakes, while refrigerated self-service cases hold prepackaged items like single-serving desserts, yogurt, and fruit cups, sushi, salads, drinks, and sandwiches.



Impulse

The Impulse Collection is every sweet tooth's best friend. This family of non-refrigerated service and self-service cases is what customers see at eye level when they approach a countertop that offers bakery items. These countertop cases are a seamless fit in a bakery for serving customers interested in pies, cakes, and other baked goods by the dozens like fresh cookies.



Addenda®

Addenda® is a non-refrigerated, self-service, floor merchandiser for bakery items. This case is specifically designed for merchandising grab-and-go, freshly baked donuts, pastries, bread rolls, buns, and bagels in the bakery department. It features two full-length end panels with mirror interior, clear glass swinging front doors that are self-closing to ensure preserved food quality, and LED-lit tray support shelves to enhance the product on display.



Ingredient Brands

Ingredient and branding is a strategy to communicate and convey the benefits and strengths of an ingredient or component (tangible or otherwise) of a product and/or service to heighten the master brand's perceived value.

The objective is for the master brand (SCC) to benefit by borrowing some of the equity within the ingredient to increase its own desirability. The ingredient brand also benefits in several ways. It gains exposure and further legitimacy from the master brand, and it can create a dependence on the master brand's part that can be turned to the ingredient's advantage.

When positioned strategically, ingredient branding helps add credibility, aids in memory, enhances communication, and offers a basis for a competitive advantage.

In the case of SCC, the ingredient branding refers to the technological advances the company has made in advancing refrigerated and heating capabilities forward.

SCC Ingredient Brands Overview

We believe owning a refrigerated display case shouldn't be hard work. That's why we designed **Breeze and Breeze-E** slide-out refrigeration systems with rugged reliability, unmatched ease of service, and superior temperature consistency, providing a better operational experience and performance for our customers.

Both Breeze and Breeze-E's systems feature **EnergyWise**, our proven energy-saving refrigeration design. The EnergyWise refrigeration system utilizes several energy-efficient components to significantly reduce daily energy consumption.

Clean Sweep® is our award-winning technology, that solves the problem of dirty, clogged condenser coils by using an electronically controlled brush mechanism that automatically cleans dust and debris from the condenser coil daily.

Alignext™ is a proprietary design platform that ensures cases align in a single profile. Alignext removes visually distracting variations in lineups to provide an eye-catching presentation of food that stimulates an impulse to buy. This design strategy prevents unnecessary double ends and unsanitary, unsightly gaps while maintaining a seamless visual.



External Ingredient Brands and Certifications

SCC has acquired various certifications from external organizations and bodies that will provide ongoing value to our customers, and to raise awareness for both entities.

These external ingredient brands/certifications should be positioned as follows.



Structural Concepts Corporation has partnered with Instant Retail Systems LLC to offer a fully integrated autonomous retail solution to US and Canadian-based customers, becoming the first refrigerated merchandiser manufacturer to offer a complete smart solution for autonomous shopping.



R290 is a refrigerant-grade propane used on a wide range of commercial refrigeration and air conditioning units. A highly pure propane, it has a low environmental impact and nominal global warming, meaning it possesses no qualities that can destroy the ozone layer.

The MI33R, MI44R, and MI46R units have a variable speed compressor that is energy efficient that operates more reliably and quieter than traditional compressors.



Reveal® food display merchandisers have been awarded the Energy Star rating having met the stringent energy saving standards from the EPA.

Structural Concepts is the ONLY manufacturer in the Service Over Counter category that meets the requirements for energy conservation.

Trademarks help
protect our brand
identity.

Trademarks

The words and phrases listed below need to have the registered icon regardless of the application it is being used on.

List of All Copy Words:

- Structural Concepts®
- Delivering Fresh. Always.™
- Elevate™
- Oasis®
- Reveal®
- Blend®
- Addenda®
- Clean Sweep®
- Alignext™

The letters TM mean that a name, word, logo, or phrase is an unregistered trademark. If you are selling goods, you should use the TM trademark symbol to identify your unregistered trademark, including names, logos, and phrases. The TM also shows that the trademark for the name, word, logo, phrase has been applied for with the USPTO.

Registered and Trademark Copy

Every time you use an SCC trademark, you have the option to use a symbol with it. There is no requirement to use Trademark Symbols. Still, it's a good idea to use Trademark Symbols for several reasons.

1. Using Trademark Symbols conditions consumers to start looking at your trademark as your brand. This is a meaningful way to introduce your brand to consumers.
2. Using Trademark Symbols lets the competition know you're claiming the trademark as yours. This is an effective way to ward off potential copying by competitors.
3. If you do not use a trademark symbol, you can lose out on certain money damages like lost profits.

Consider using trademark symbols (registered or otherwise) one time in copy, preferably in a header or toward introductory content. Omit it in all subsequent references to the mark.

Structural Concepts®

DELIVERING FRESH. ALWAYS.™



Questions relating to the Structural Concepts Brand Standards Program:

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patrick.rooney@structuralconcepts.com

Rebeka Spiwak
Marketing Manager
rebeka.spiwak@structuralconcepts.com