

A close-up photograph of a person wearing a white chef's coat, whisking a white powdery substance (likely flour) in a clear glass bowl. The person's hands are visible, holding the whisk and the bowl. The background is slightly blurred, showing the person's torso and hair.

pampered🍴chef

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Brand Guide

2020

# Ingredients

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The Brand



## Who We Are

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Doris Christopher founded Pampered Chef in 1980 with the belief that quick tips and powerful tools can fuel a faster, no-fuss cooking experience. Over the past 39 years, a lot has changed in the world—but mealtime is more important than ever.

We exist to help you enjoy life's most important moments by inspiring satisfying, stress-free meals that fit into your life. We use the power of cooking to bring people together as the cornerstone of realizing each person's full potential—in the home and in life. We're dedicated to enhancing the quality of family life by providing quality kitchen products supported by service and information for our consultants and customers.

Part of Berkshire Hathaway, Pampered Chef is the premier direct seller of high-quality kitchen tools. At cooking parties, our independent consultants help guests use our unique products to prepare simple and delicious recipes while sharing tips and techniques to make everyday cooking faster and better.



## Our Vision

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At Pampered Chef, we believe that people with a full plate should be free to enjoy mealtime with their loved ones. We're on a mission to reinvent mealtime — connecting people with products, content, and community that simplify, inspire, and last.

We will be a global household name in home cooking, known for building kitchen confidence in our customers. In partnership with our consultants we will be the catalyst to change hundreds of thousands of entrepreneurs' lives by bringing together the ability to earn extra income, a love of food, and a passion for people.

By reinventing mealtime, we will narrow the gap between the aspirational and the actual mealtime experience, creating an everyday opportunity to enrich lives.

## Our Brand Purpose

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# ENRICHING LIVES

*one meal & one memory at a time®*

Our brand purpose brings to life how we intend to change the world for the better in a clear and meaningful way.

It's a statement of belief, of hope, of pursuit. We celebrate the power that mealtimes have to become something more: a way to transform relationships, to create traditions, and to build happier and richer lives.

## Our Brand Positioning

### Who

#### Customer

The Engaged Entertainer, who cooks to show love and loves bringing people together over food but finds herself limited by the building expectations of her everyday life.

#### Customer Insight

In at least one area of my full life, I want to feel like the capable person I show the world.

### What & Why

#### Purpose

# ENRICHING LIVES

*one meal & one memory at a time®*

#### Vision

Reinventing Mealttime

*[Narrowing the gap between the aspirational and the actual mealttime experience]*

### How

#### Positioning

Building kitchen confidence in engaged entertainers through products, content, and community that simplify, inspire and last.

#### RTB's

- **INSPIRE:** Fosters creativity in everyday cooking through meals I want to make with products that both look great and work well together.
- **SIMPLIFY:** Products, content and community that come together to simplify the mealttime journey.
- **LAST:** Products, recipes, tips and tricks that stand the test of time and that I want to pass along.

#### Promise

Empower mealttime wins in every kitchen.

#### Brand Identity

pampered|chef®



#### Tone of Voice

- Warm
- Confident
- Authentic





Our Voice



## Our Content Pillars

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### **Key Messaging**

The content areas we want to be known for.



### **Voice**

The emotional inflection we have when we speak.



### **Tone**

How we convey our personality through our messaging.

## Key Messaging

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These are the content areas we want to be known for:



### Enriching Lives

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Our products and our business opportunity improve the lives of our consultants and our consumers every day.



### Fresh, Inspired Meals

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Mealtimes shouldn't be a chore. We remove the pain points from the cooking process so that fresh, inspired meals are attainable every day.



### Cooking Confidence

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Our products offer something for every lifestyle and skill level, so we all can feel confident in our own kitchens.

## Voice

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How we convey our personality through our messaging.



### Style

---

When we talk to our consultants, coworkers, and consumers, we always sound informal and conversational.



### Wording

---

We use simple, everyday language, and limit our use of proper nouns.



### Perspective

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We speak from a first-person perspective and address everyone we talk to in second person. In other words, act like a real person rather than an entity.



## Tone

---

The emotional inflection we have when we speak.



### Warmth

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Our personality bubbles with an earnest, energetic warmth that draws you in and makes you feel connected.



### Confidence

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We demonstrate a compelling sense of individuality and confidence. We listen first to understand everyday challenges—and then we provide solutions.



### Authenticity

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We're casual and conversational. We act real because we are real, and our honesty gives us immediate credibility.

## Talking to Our Consumers

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Our voice should be **clear, consistent, and conversational.**  
Our content is informative and resourceful, and not riddled with filler information or details that don't matter to the Engaged Entertainer.

## Talking to Our Field

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Our consultants' positive experiences with Home Office are critical to ensuring a highly motivated field. Because of this, we slightly shift our style depending on who we're talking to. Make no mistake: Our voice doesn't change, but what we say and how we say it evolves depending on our audience's experience with and commitment to the business.



## Talking to Our Field

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### New Consultants < 12 Months

We treat our newest consultants with a little extra warmth—because hey, they’re just getting to know us. We strengthen our friendship every day by being clear, instilling trust, and fueling inspiration. We treat their fledgling businesses like a new adventure that’s full of possibilities. In this relationship, we let our simple, rewarding, and fun side shine.

---

#### Motivation Level

- Must be motivated to engage with Home Office.

#### Tone

- Friendly, get-to-know-you
- Down to earth
- Inspiring
- Clever
- Fun but never cheesy

#### Guidelines

- Refer to Pampered Chef in first personal plural (we, our).
- Avoid the word “business” when possible.
- Focus on “you.”
- Define all acronyms.
- **Light.** This is an adventure, a journey, a beginning.

## Talking to Our Field

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### Consultants > 12 Months Senior Consultants & Team Leaders

We give Pampered Chef consultants support in every aspect of their businesses. In this phase, we are geeked about each other, but the relationship can be fickle. Our goal is to appreciate, celebrate, and motivate them to build a deeper relationship with us and keep their businesses going! We are a side business for many and a growing full-time business for some, so staying with Pampered Chef is a choice they must make every day. As a result, we aim to make the time spent on their businesses simple, rewarding, and fun by keeping our message clear, engaging, and informative—and always emphasizing what is in it for them.

---

#### Motivation Level

- Must be motivated to engage with Home Office.

#### Tone

- Friendly, familiar
- Down to earth
- Inspiring
- Fun but never cheesy
- Compassionate

#### Guidelines

- Refer to Pampered Chef in first personal plural (we, our).
- Some use of the word “business” is OK.
- Focus on “you.”
- Define all acronyms.
- Clarity over cleverness is important.
- They’re in business for themselves, not by themselves. (Example: you can, we will vs. should you, could you)
- Some jargon is used when relevant to show they’re “in the know.”
- **Light/Medium.** This is a side-gig with potential to be more. Keep it light, but at times some weight is OK.

## Talking to Our Field

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### Directors, Advanced Directors & Senior Directors

Our directors are our leaders in the trenches. We continually develop and cheer for our directors and we teach them to develop and cheer for their teams. Our relationship is symbiotic: We work together to help them achieve their goals and reach for the amazing rewards they're offered, and they help us find, coach, and mentor the next generation of directors. We do this by sharing messages that emphasize both what's in it for them today and the greater good possible for tomorrow when we work together.

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#### Motivation Level

- Compelled to engage. They have some skin in the game...

#### Tone

- Friendly, familiar
- Confident
- Empowering
- Inspiring
- In it together
- Fun but never cheesy

#### Guidelines

- Refer to Pampered Chef in first personal plural (we, our).
- The word "business" is fine—there's no sensitivity with this group.
- Focus on "your team"
- Build confidence with detail. They need to know how it works so they can explain it to others.
- Some jargon is used when relevant to show they're "in the know."
- **Medium.** This is a good job or side job that's making a difference in their lives. They take it seriously and we take them seriously.



## Talking to Our Field

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### Executive Directors, Senior Executive Directors & National Executive Directors

Our executives are our biggest influencers, brand ambassadors, and key field spokespeople. They are true partners with Home Office...helping to shape our company direction, acting as the early adopters for our programs and messages, and leading by example with their teams. We strengthen our relationship with them by speaking to them like partners, bringing them in on the hard stuff, letting them in on the secret, providing them with transparency about the business and respecting their experience and feedback.

---

#### Motivation Level

- Inherently compelled to engage. They have a lot of skin in the game.

#### Tone

- Friendly, confidant
- Confident
- Empowering
- Inspiring
- Collaborative
- Respectful

#### Guidelines

- Refer to Pampered Chef in first personal plural (we, our).
- The word “business” is fine—there’s no sensitivity with this group.
- Focus on “your team.”
- Build confidence with detail. They need to know how it works so they can explain it to others.
- Jargon is used when relevant to show they’re “in the know.”
- **Heavy.** This is a full-time career that’s making a difference in their lives. They take it seriously and we take them seriously, and we aren’t fluffy or dismissive.



# Our Visuals

## Design Principles

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Our visual style is clean, rich, and inviting, incorporating white space and clear directional design like bold headlines to draw in readers. Our typography is relaxed and confident, and we **capture the story** being told with beautiful lifestyle photography.

When paired, our visual style and typography create a harmonious blend of traditional and modern. We're a feel-good brand—empowering our consumers and our consultants to **enrich lives, one meal and one memory at a time.**



## Brand Identity System

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## Logo Usage

Our brand has a bold, timeless feel, while retaining a sense of levity and an approachable personality.

### Logo Color

The logo should appear in black, white, or 92% black whenever possible. The logo can also be used in a solid color if there are compelling reasons to do so to support a campaign. Seal colors should follow the same rules as the default logo. Our logo should only be in one color—do not make the spoon a different color.

### Logo Sizing

Smallest size for the logo should be no less than 1" horizontally. The seal should never appear smaller than 0.325". If there is a need to display the seal smaller than indicated, it is at the designer's discretion to size accordingly and get approval from the Legal department.

At designer's discretion, use the bolder version of the default logo and seals for better legibility and production purposes. This version is primarily used for product applications.

*Smallest default logo should not be smaller than 1 inch width or 170x40 px.*



*Default logo in 92% black.*



*Default logo in black.*



*Default logo in white.*

## Logo Spacing

Spacing around the Pampered Chef logo should be equal half the height of the letter e on both top and bottom.

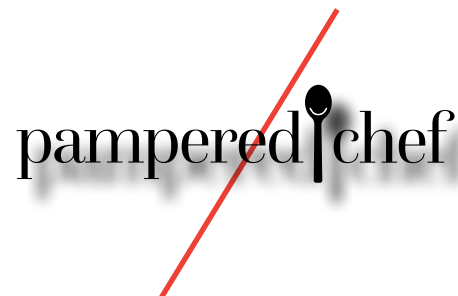


No smaller than 1" or 72 pixels



## Incorrect Logo Usage

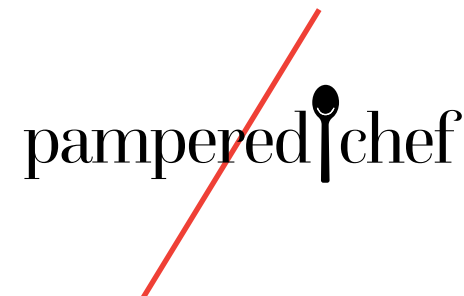
---



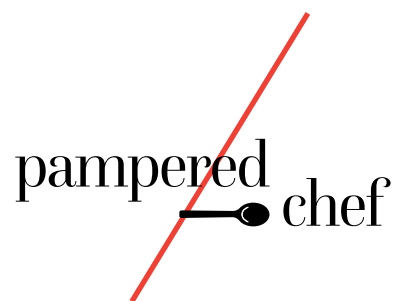
*Do not add any effects.*



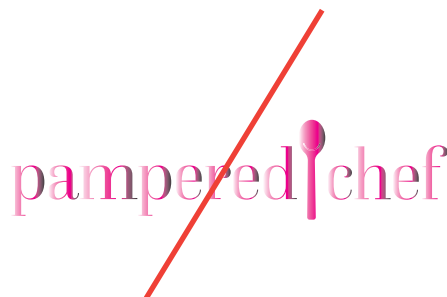
*Do not distort the proportion.*



*Do not use multiple colors.*



*Do not rearrange the mark.*



*Do not use gradients.*



*Do not tilt or change the angle of the brand mark.*

## Berkshire Hathaway Logo Lockup

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When using the text “A Berkshire Hathaway Company” with our company logo, Berkshire Hathaway should be secondary and less prominent. Placement should be below or to the right of the logo.

“A Berkshire Hathaway Company” can also stand alone and does not need to be associated with our logo.

### Examples:

- In our printed marketing materials such as the catalog, “A Berkshire Hathaway Company” is placed on the back cover under the logo and above the company address.
- On our website, “A Berkshire Hathaway Company” is placed in the footer, but does not need to be accompanied by our logo.



## Seal Usage

### Seal Usage

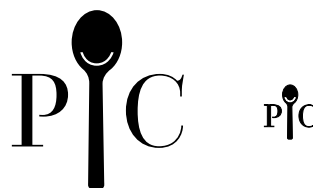
As a preference, use the full logo whenever possible. Use the seal logo only when the company name is also present in the same print or web application. For products with limited space, this is an available option.

Ultimately, the seal should be used at the designer's discretion according to the appropriate application.

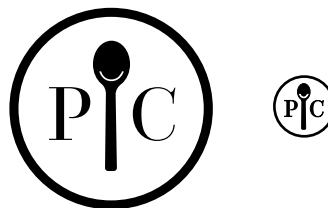
*Smallest default logo should not be smaller than 1 inch width or 170x40 px.*

*A bold version smile for better legibility in smaller applications are available.*

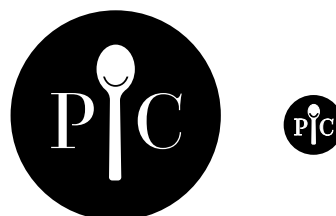
*Default spoon seal.*



*Single stroke spoon seal.*



*Solid spoon seal.*



*Single standing spoon seal.*

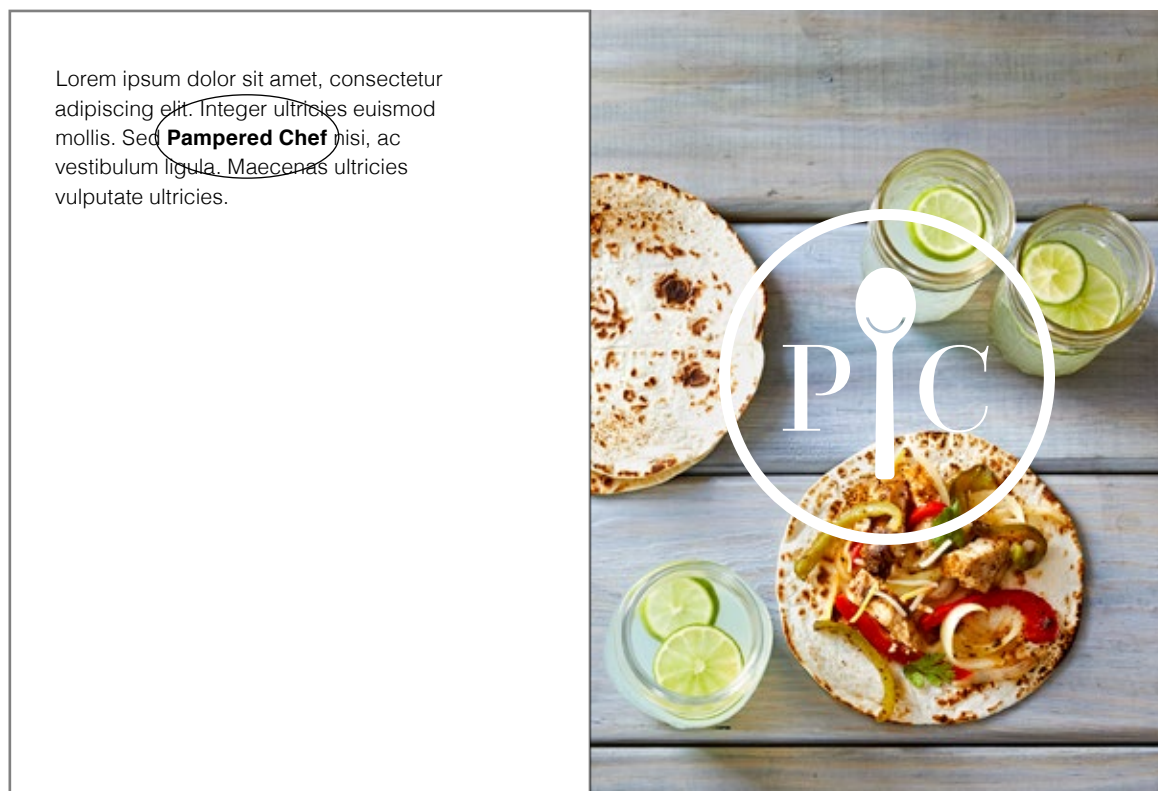


The Happy Spoon is one of our brand icons, designed to stand alone as a symbol of Pampered Chef. To maintain brand consistency, we avoid modifying "The Happy Spoon" in any way. Depicting the spoon in a literal form is not a practice we want to promote.

## Seal Usage Example

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In marketing applications, accompany the seal with the company name somewhere in the content.



If the Pampered Chef company name is present, we can use the PC seal.

## Copyright Guidelines

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The essence of copyright is originality—which implies that the author originated the work. Original works are entitled to copyright protection, such that others may not simply reproduce a copyrighted work. Pampered Chef copyrighted materials include the catalog, training materials, recipe collections, cookbooks, brochures, flyers, and other business materials. All such materials prepared by or on behalf of Pampered Chef should bear the © symbol along with the following text:

### **English (US, Canada)**

© 2020 Pampered Chef used under license.

### **French (Canada)**

© 2020 Pampered Chef utilisée sous licence.

### **Spanish (US Hispanic)**

© 2020 Pampered Chef utilizado con autorización.

### **German (Germany, Austria)**

© 2020 Pampered Chef verwendet unter Lizenz.

\*The copyright notice should identify the year the work was first published.  
A new version of a prior work should use the publication date of the newest version.

# Trademark Guidelines

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## Logo and Company Name

### Product, Packaging, and Logo/Recognition Items

For product, packaging, and logo/recognition items, forgo using the registered trademark symbol (®).

### Marketing Materials

For marketing materials, forgo using the registered trademark symbol (®) on the most prominent area (i.e., cover of the catalog), and if there is an opportunity to have a secondary logo that is less prominent (i.e., back of catalog) use the registered trademark symbol (®). When forgoing the trademark, please add the following language next to our copyright line: “Pampered Chef, Pampered Chef and Spoon design, PC and Spoon design, and Spoon design are trademarks used under license.”

### Forms and Legal Documents

For forms and legal documents, such as Consultant Agreement, Order Form, and Consultant Policy Guide, use the logo with the registered trademark symbol (®).

### Digital Communications

For digital communications, such as emails, social media, and on the website/mobile app, forgo using the registered trademark symbol (®). Use the following text on digital communications: “Pampered Chef, Pampered Chef and Spoon design, PC and Spoon design, and Spoon design are trademarks used under license.”

### Referencing the Company Name

When referencing the company name Pampered Chef in marketing materials, forgo using the ®. But in all legal documents and forms, continue to mark it with the ® at least on the first instance of the company name on the page. There may be instances where it is more practical just to leave it in all instances, such as in the Consultant Policy Guide.

### International Markets

For Canada, Germany, and Austria, the same trademark guidelines apply. For Germany, do not use the trademark symbol (™) as it is not recognized in that market. Registered trademarks (®) are recognized in Germany.

## For All Other Logos and Marks

### Sub-brands and Product Names

For all of our sub-brands and product names that are protected trademarks, use the trademark or registered trademark symbols (™ or ®) in all instances.

## Trademark Lines

### English (US/Canada):

Pampered Chef, Pampered Chef and Spoon design, PC and Spoon design, and Spoon design are trademarks used under license.

### Spanish (US Hispanic):

Pampered Chef, Pampered Chef y el diseño de la Cuchara, PC y el diseño de la Cuchara, y el diseño de la Cuchara son marcas comerciales utilizadas bajo licencia.

### French (Canada):

Pampered Chef, Pampered Chef et le désign de la Cuillère, PC et le désign de la Cuillère, et le désign de la Cuillère sont marques de commerce utilisée sous licence.

### German (Germany, Austria):

Pampered Chef, Pampered Chef und Löffel-Design, PC und Löffel-Design sowie Löffel-Design sind Warenzeichen verwendet unter Lizenz.



## Typography

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## Typography Families

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Antonio evokes confidence. It's a bold font that represents stability and clarity.

### Antonio Regular

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$¢%?![\*]©®

### Antonio Bold

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$¢%?![\*]©®

Questa is timeless. This font helps our brand retain a sense of levity and an approachable personality.

### Questa Regular

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$¢%?![\*]©®

### Questa Medium

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$¢%?![\*]©®

### *Questa Medium Italics*

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*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$¢%?![\*]©®*

Helvetica is classic. This font helps keep the clutter to a minimum.

### Helvetica Light Condensed

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$¢%?![\*]©®

### Helvetica Condensed

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$¢%?![\*]©®

### Helvetica Bold Condensed

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**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$¢%?![\*]©®**

## Typography Usage

### Primary Headline

A mix of our brand fonts, Antonio and Questa, can be used interchangeably to form a primary headline treatment. Using only Antonio or Questa is also an option.

In most cases, Antonio is our main headline font, supported by Questa. Questa can either be used to create emphasis on key words, or to de-emphasize “non-essential” terms (like prepositions and articles).

#### Here are a couple good rules to follow:

1. Whenever a treatment is established for a campaign or series of assets, headline treatments should remain consistent across all platforms.
2. To maintain efficiency, Antonio Regular is our go-to headline font and works across all platforms. Antonio should never be in all caps for a headline.

### Deks

Deks directly support a primary headline and can appear in Questa Medium or Helvetica. Questa Medium is most commonly used.

### Body Copy

Running text or paragraphs can appear in Helvetica or Questa. Most often, Helvetica is used.

#### Examples of headline treatments that work well:



#### Primary Headline:

*Questa Medium Title case with the exception of “non-essential” terms appearing in lower case. This works well with very short headlines consisting of fewer than four words.*

*Oversized Questa Medium Italic appearing in lower case creates emphasis.*



#### Primary Headline:

*Antonio Regular title case. Questa Medium Italic to de-emphasize “non-essential” terms like short prepositions and articles.*

*Dek: Questa Medium*

#### A. Whipped Cream Maker

Ditch the store-bought toppings and make your own whipped cream for pies, sundaes, cakes, waffles, other baked goods, coffee, and hot cocoa. The pumping lid locks in place. Nonskid silicone base doubles as a storage lid. 1-cup capacity to fill line; makes 2 cups of whipped cream.

**#1461 \$25.00** ① (DWS)

**Catalog Product Title:** *Helvetica Bold Condensed*

**Body Copy:**  
*Helvetica Light Condensed*

## Web Typography Family

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Our primary typeface for pamperedchef.com webpages is Museo Sans and type family.

### Museo Sans 100

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®

### *Museo Sans 100 Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®

### Museo Sans 300

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®

### *Museo Sans 300 Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®

### Museo Sans 500

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®

### *Museo Sans 500 Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®

### Museo Sans 700

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®

### *Museo Sans 700 Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®

### **Museo Sans 900**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®**

### ***Museo Sans 900 Italic***

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;'\$%!?(\*)©®**

## Web Typography Family

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Our primary typeface for Consultant's Corner webpages is Foundation Sans and type family.

### Foundation Sans Light

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890&.,;:'\$¢%!?(\*)©®

### Foundation Sans Roman

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890&.,;:'\$¢%!?(\*)©®

### Foundation Sans Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890&.,;:'\$¢%!?(\*)©®**

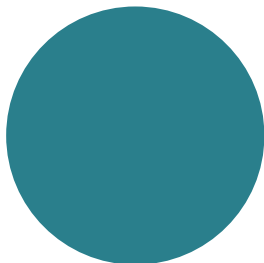
## Color System

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## Brand Colors

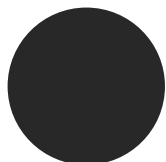
### Primary Colors



CMYK 82 / 36 / 39 / 6  
RGB 42 / 127 / 140  
HEX #2a7f8c

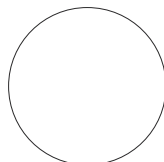
**Pantone 5483 C**

### Secondary Colors



CMYK 0 / 0 / 0 / 95  
RGB 40 / 40 / 41  
HEX #282829

**Pantone Black C 3**



CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HEX #ffffff

Our brand blue is used for:

- Corporate Identity
- Packaging

Our secondary colors are used for:

- Logo treatment
- Packaging
- Corporate Identity
- Copy

### Accent Colors



CMYK 77 / 7 / 36 / 0  
RGB 0 / 173 / 174  
HEX #00adae

**Pantone 326 C**



CMYK 3 / 75 / 76 / 1 / Tint: 90  
RGB 233 / 115 / 90  
HEX e9735a

**Pantone 7416 C Tint: 90**



CMYK 34 / 9 / 68 / 0  
RGB 177 / 197 / 118  
HEX #b1c576

**Pantone 577 C**



CMYK 0 / 0 / 0 / 70  
RGB 109 / 110 / 113  
HEX #6d6e71

**Pantone Cool Gray 11 C**



CMYK 0 / 0 / 0 / 40  
RGB 167 / 179 / 172  
HEX #a7a9ac

**Pantone Cool Gray 6 C**



CMYK 0 / 0 / 0 / 10  
RGB 230 / 231 / 232  
HEX #e6e7e8

**Pantone Cool Gray 1 C**

Our accent colors are used for:

- Consultant support materials
- Accents in seasonal launch materials
- Opportunity support materials

**For the Digital Style Guidelines, please check on the DAM.**

## Career Title Colors

Each career title has its own designated color that can be used for print or web. These colors are only to be used for career title recognition and not to be used within our brand colors.



### Consultant

**Pantone 578 C**

CMYK 30 / 7 / 50 / 0  
RGB 183 / 205 / 150



### Senior Director

**Pantone 141 C**

CMYK 4 / 23 / 75 / 0  
RGB 242 / 199 / 92



### Senior Consultant

**Pantone 7454 C**

CMYK 66 / 36 / 14 / 0  
RGB 95 / 141 / 181



### Executive Director

**Pantone 321 C**

CMYK 84 / 29 / 38 / 3  
RGB 0 / 140 / 149



### Team Leader

**Pantone 218 C**

CMYK 4 / 72 / 0 / 0  
RGB 229 / 109 / 177



### Senior Executive Director

**Pantone 7679 C**

CMYK 80 / 90 / 16 / 4  
RGB 86 / 61 / 130



### Director

**Pantone 193 C**

CMYK 16 / 100 / 75 / 5  
RGB 191 / 13 / 62



### National Executive Director

**Pantone 312 C**

CMYK 76 / 15 / 10 / 0  
RGB 0 / 169 / 206



### Advanced Director

**Pantone 2955 C**

CMYK 100 / 82 / 35 / 24  
RGB 0 / 56 / 101

## Iconography

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## Running Your Business



In-Person Party



Pampered Chef Party



Booking a Party



Recruiting



First Party Booked



Virtual Parties



Sales Reward/  
Milestone



Director-Bound  
(Recruiting)



Building a Team



Reflect or  
Self-Assessment



The Future Is Bright



Dream Big



First Steps



Keep Going!



Unboxing



Hosting Rewards



Growing Your  
Business



Promoting Your  
Business



Reach Out to  
Customers



Career Sales  
Milestone



3 Months of  
Consistency



6 Months of  
Consistency



9 Months of  
Consistency



12 Months of  
Consistency

## Benefits of the Opportunity



Earning Money



Flexibility



Fun or Celebration



Travel

## Career Levels



Senior Consultant



Team Leader



Director



Advanced Director



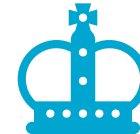
Senior Director



Executive Director



Senior Executive Director



National Executive Director

## General Use



Happy Spoon



Blog



See It in Action  
(Video)



Product



Promotions



Future Promotions



No



Yes



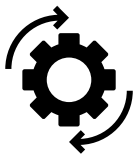
Maybe or Question



Tip



Remember



Tech Update



Weddings and  
Registries



Website



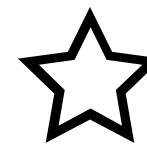
Welcome



Promotions/Offers



Charitable



Featured  
This Month

## Enrichables™



Sauces, Spreads,  
Dressings & Soups



Drinks & Smoothies



Batters & Doughs



Pasta, Rice &  
Oatmeal



Ground Meat



Sprinkle



Non-GMO



Vegan



Gluten-Free



Dairy-Free



Soy Free



Made Without Nuts

## Incentive Trips



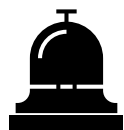
Travel



Arrive at destination



Hotel



Check-in



Meals



VIP Event



Hospitality Desk



## Products



Coated Tomato Knife



Serrated Peeler



Paring Knife



Coated Chef's Knife



Microplane® Adjustable Coarse Grater



Oven Mitt



Deep Covered Baker



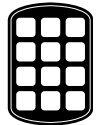
Emoji Cookie Cutter Set



Microwave Popcorn Maker



Make & Take Mason Jar



Brownie Pan



Apple Wedger



Classic Batter Bowl



Mini Serving Spatula



Mix 'N Chop



Food Chopper



Manual Food Processor



Indoor Outdoor Portable Grill



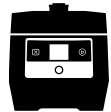
Large Chef's Tongs



4-qt. Rockcrok® Slow Cooker Set



Rockcrok® Slow Cooker Stand



Quick Cooker



Deluxe Cooking Blender



Kids' Measuring Cup Set



Kids' Mixing Bowl



Kids' Nylon Spoon (not sold separately)



Whipped Cream Maker



Pizza & Crust Cutter



Rockcrok® Dutch Oven



Salad Chopper



Classic Scraper



Simple Slicer



Vegetable Peeler



Veggie Spiralizer

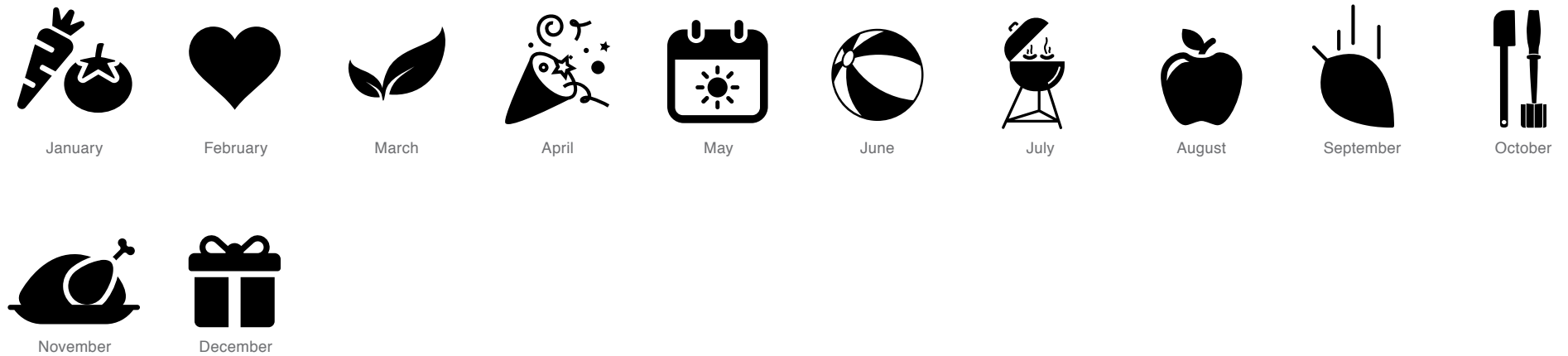


Veggie Strip Maker



Stainless Steel Whisk

## Energy Map



## Core Values



## Photography

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## Tonal Guardrails

Our photography captures intimate slices of life, using neutral tones to highlight our subjects and pops of color in our tools, ingredients, and accent props. Blues and grays are used to enhance our primary brand color and can be dialed up or down to fit the season.



## Applied Examples

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## A New Way of Cooking

The Deluxe Cooking Blender makes it easy to blend and cook delicious foods from scratch using fresh ingredients.

Ask us again in about 30 minutes.

Blend the smoothies.

Crust creations out butters.

Make jam without the hassle and time commitment.

Turn frozen berries into smooth purées.

Create flavorful sauces from scratch.

Make creamy alternative milk.

Cook your favorite foods from scratch.

Use the tamper to push food clinging up the sides of the pitcher back into the blades.

The programmed Heated Wash setting helps clean the pitcher after you use it.

Includes a cooking guide with more than 60 recipes to help you get started.

Get the recipes on [pamperedchef.com](http://pamperedchef.com).

Rachio Cheese Sauce  
Vegetable Pures  
Almond Milk

Salted Caramel Peach Milkshake  
Sweet Potato Soup  
Cucumber Melon Smoothie

Peanut Butter  
Raspberry Jam

4 (888) OUR-CHEF

See it in action on [pamperedchef.com](http://pamperedchef.com).

**GET YOURS AT A DISCOUNT OR FOR FREE**  
When you host a party, you get rewards you can spend on the products you want. Ask your consultant for details!

**A. NEW > Deluxe Cooking Blender**  
Blend and cook your favorite foods from scratch with our innovative, new blender. It has 6 preprogrammed settings that take the guesswork out of cooking. You can make everything from smoothies and milkshakes to soups, jams, alternative milks, and nut butters. With a 2-peak horsepower motor\*, this blender has a lot of power behind it. That power helps produce the smoothest smoothies and creamy nut butters. It has a 6-cup capacity for hot food and 7-cup capacity for cold food. The blender comes with a tamper, dual-sided cleaning brush, strainer lid, fold-over guard, and a cooking guide with more than 60 recipes. 17½" tall. **#100125 \$340.00**

**B. Dual-Sided Cleaning Brush**  
Scrub away any remaining residue in your blender or other kitchen tools with this brush. Perfect for cleaning small, tight spaces. Pointed end gets into tight spaces to dig out dirt and grime. 7½". Included with a purchase of the Deluxe Cooking Blender. **#100169 \$6.00**

**C. NEW > Deluxe Cooking Blender Soup Set**  
Includes the Deluxe Cooking Blender, 4-Piece Freezer Bowl Set, and Nylon Straining Lids. **#100162 Retail \$300.00 \$379.00**

**D. NEW > 4-Piece Freezer Bowl Set**  
Freeze your favorite soup, chili, or broth in the bowls, then reheat it in the microwave or oven. Bowls are freezer-, microwave-, and oven-safe to 400°F. Freezer-safe lids included. Set of four 1-cup bowls. **#100127 \$35.00**

**E. NEW > Nylon Straining Lids**  
Scoop, strain, and pour food all with this lid! The holes strain liquid and the spout makes it easier to pour. The weighted ergonomic handle is perfectly balanced and won't roll. 1-cup capacity. **#100126 \$15.00**

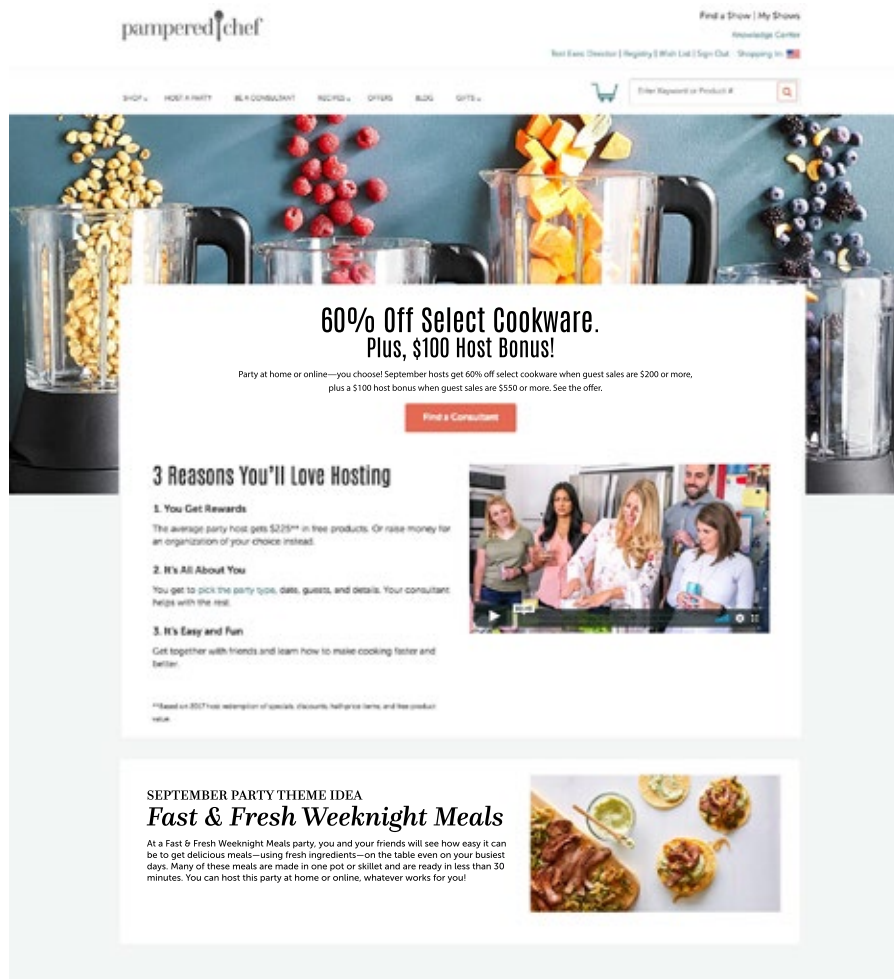
**F. NEW > Deluxe Cooking Blender & Freezer Bowl Set & Rack**  
Make extra soup and freeze it in the 1-cup bowls for meals throughout the week. The rack keeps the bowls together in the freezer. The bowls are freezer-, oven-, and microwave-safe to 400°F. Freezer-safe lids included. The rack is freezer- and oven-safe to 400°F. Rack, 14½" x 10½" x 2". **#100158 \$50.00**

**G. NEW > Fine Mesh Strainer**  
Strain liquids to create smooth, silky soups and stocks. Use it when you make custards or even to wash your quinoa. Dishwasher safe. Flared rim to prevent food spills. 8" diameter. **#100124 \$50.00**

Make your own stock for homemade soup.



## Webpages, Emails & Social



**60% Off Select Cookware. Plus, \$100 Host Bonus!**

Party at home or online—you choose! September hosts get 60% off select cookware when guest sales are \$200 or more, plus a \$100 host bonus when guest sales are \$550 or more. See the offer.

[Find a Consultant](#)

### 3 Reasons You'll Love Hosting

- 1. You Get Rewards**  
The average party host gets \$225\*\* in free products. Or raise money for an organization of your choice instead.
- 2. It's All About You**  
You get to pick the party type, date, guests, and details. Your consultant helps with the rest.
- 3. It's Easy and Fun**  
Get together with friends and learn how to make cooking faster and better.

\*\*Based on 2017 host redemption of specials, discounts, full-price items, and free product value.

### SEPTEMBER PARTY THEME IDEA

#### Fast & Fresh Weeknight Meals

At a Fast & Fresh Weeknight Meals party, you and your friends will see how easy it can be to get delicious meals—using fresh ingredients—on the table even on your busiest days. Many of these meals are made in one pot or skillet and are ready in less than 30 minutes. You can host this party at home or online, whatever works for you!



### A New Way of Cooking

The Deluxe Cooking Blender makes it easy to blend and cook delicious foods from scratch using fresh ingredients.

[Shop Now >](#)



### Premium-Powered 2-Peak Horsepower\*

The motor is powerful enough and the blades strong enough to pulverize nuts for creamy, homemade nut butters.

[Shop Now >](#)



### 8 Pre-Programmed Settings

It makes everything from soups, jams, smoothies, and alternative milks.

[Shop Now >](#)



### Heated Wash

Cleanup is fast with the touch of a button.

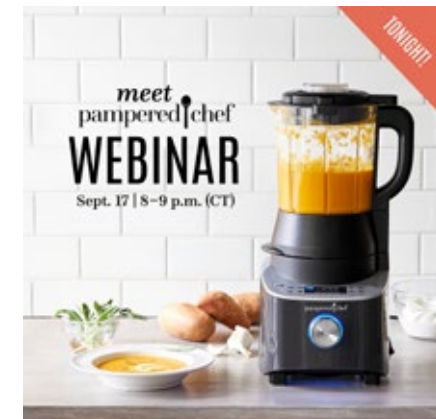
[Shop Now >](#)



~~\$349~~  
**\$139.60**

Get it for 60% off

[Host a Party >](#)



meet pampered|chef

## WEBINAR

Sept. 17 | 8-9 p.m. (CT)

**TONIGHT!**

