

AROMA®

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# 01 INTRODUCTION

## 01.1 WHAT AROMA® STANDS FOR

### Our Mission

**“To design and distribute a line of products and services which enhance and enrich people’s lives.”**

How do we do we design products that enhance, enrich and make life easier for others? Simple. We listen to the ones that matters most—our consumers. That’s how we’re able to provide products that are convenient, unique, innovative and valuable. Ultimately, it’s how we provide products that offer life enriching experiences for our consumers and their families—fostering greater harmony in the world we all share.

### Our Values

Aruma’s core values stem from an unrelenting desire to create products that make people’s lives easier, a whole-hearted dedication to the community and a focus on fostering meaningful and lasting relationships with others.



#### Creativity

Discovering unique and innovative ways to solve our consumers’ problems.



#### Professionalism

Conducting business with integrity and meeting the expectations of both customers and consumers.



#### Reliability

Consistently delivering high quality products without sacrificing value.



#### Honesty

Remaining true to our values when designing products and communicating with others.



#### Relationships

Nurturing authentic and long-lasting collaboration with our customers and consumers.

## 01.2 BRANDING PHILOSOPHY

### Brand Messaging Strategy

The Aroma brand strives to enhance and enrich consumers' lives by taking the "cook" out of home cooking— giving families more time for the things that matter most. By designing convenient and innovative kitchen appliances tailored for the busy families of today, Aroma is taking families out of the kitchen and putting them back around the table. Every consumer touch-point, from product packaging to the Aroma website, communicates this underlining mission through aesthetic designs, purposeful layouts and well-crafted language.

## 02 BRAND ELEMENTS

## 02.1 LOGO

Aroma's logo is the insignia of our brand, comprising a vital element of who we are. A traditional black type-face against a white background forms Aroma's clean and inviting logo. Its elegant simplicity highlights Aroma's focus on creating kitchen solutions that simplify cooking for busy families. The traditional serif font pays homage to Aroma's 36-year history, while the interplay of black and white elicits a modern feel, emphasizing Aroma's position as a leader in cutting-edge innovation. The Aroma logo is the cornerstone of our branding efforts—forming the initial impression of our brand in the minds of our customers and consumers.

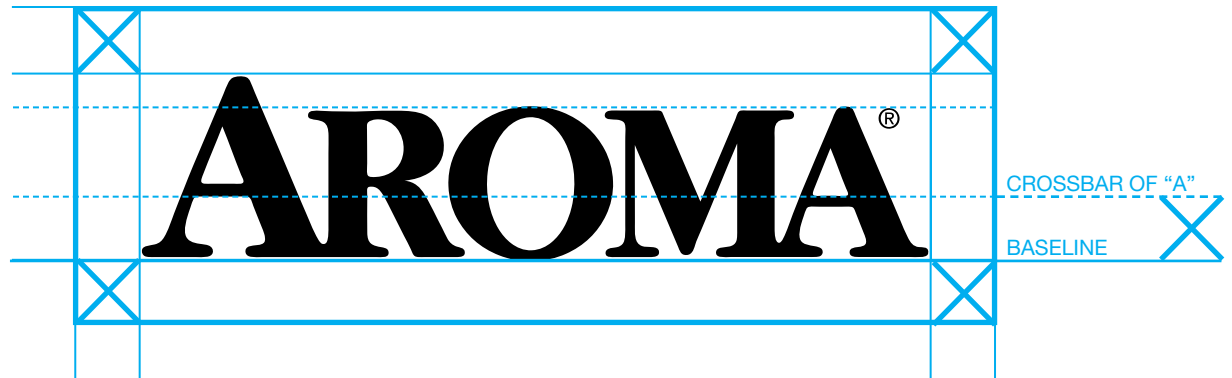


**AROMA®**

## 02.2 CLEAR SPACE

Clear space around our logo is important for legibility and consistency across all of our marketing communications.

Clear space is measured by the height from the baseline of the logo to the crossbar in the “A” of the logo. This space is defined as “x.” The minimum clear space must always be the height of “x” on the left, right, bottom and top of the logo.





## 02.3 TAGLINE

The space between the tagline and the logo is measured and defined by the height of the letter “m” in the “America’s #1 Rice Cooker” tagline.

The space between the baseline of the logo and the top of the “America’s #1 Rice Cooker” tagline is the height of “m.”

The “America’s #1 Rice Cooker” tagline reinforces Aroma’s dominance in the rice cooker category. The tag should always include the ™ symbol and be added beneath the Aroma logo on all marketing collateral for rice products sold in the United States.

**AROMA<sup>®</sup>**  
*America's #1 Rice Cooker*

**AROMA<sup>®</sup>**  
*America's #1 Rice Cooker*

**AROMA<sup>®</sup>**  
*La arrocera # 1 en América*

## 02.4 INCORRECT LOGO USAGE

This does not constitute a comprehensive list of incorrect logo usages. These are only some of the more common incorrect logo usages.



Do not skew or stretch the logo.



Do not change the relationship of the logo to its components.



Do not use colors other than the approved black or white.



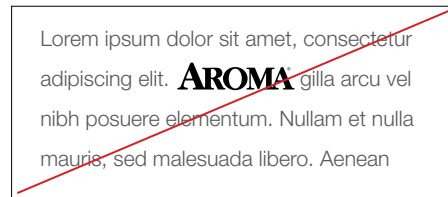
Do not add any new graphical elements or illustrations to the logo.



Do not add unapproved copy to the logo.



Do not re-create or re-draw the logo in any way.



Do not use the logo in copy.



Do not place the logo over photography.



Do not place the logo any direction besides horizontally.

## 02.5 COLOR PALETTE

The two primary colors used for the Aroma brand are Aroma Black and Aroma White.

### **AROMA BLACK**

C/M/Y/K 0/0/0/100

RGB 35/31/32

### **AROMA WHITE**

C/M/Y/K 0/0/0/0

RGB 255/255/255

## 02.6 PRIMARY FONT

Aroma's primary typeface is Helvetica Neue Lt Std. The font is a sans-serif friendly typeface that our consumers can relate to. It is also legible at small sizes.

### PRIMARY FONT

Helvetica Neue LT Std Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz1234567890

*Helvetica Neue LT Std Light Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*  
*abcdefghijklmnopqrstuvwxyz1234567890*

**Helvetica Neue LT Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz1234567890**

**Helvetica Neue LT Std Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz1234567890**

## 02.7 ALTERNATE FONTS

In Social Media messaging, secondary typefaces are used to support the primary Aroma typeface. In applications where the primary typeface is not available, such as Word, Powerpoint and HTML, Arial should be used as a substitute.

### SECONDARY FONTS

*Daniel*  
ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890  
abcdefghijklmno pqrstuvwxyz1234567890

### Bree Serif

ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890  
abcdefghijklmno pqrstuvwxyz1234567890

### SUBSTITUTION FONTS

Arial  
ABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890  
abcdefghijklmno pqrstuvwxyz1234567890

## 03 IMAGERY

## 03.1 PRODUCT IMAGE LIBRARY

Product images show a given product in a clear and compelling manner, visually communicating its unique style and features. The product should be shot straight on or at a slight angle to ensure clarity and sensory appeal. Shadows should highlight product definition without distorting or clouding the overall image. A crisp, clean image of the product against a soft white background provides an aesthetically pleasing visual that highlights our brand's commitment to style and quality in our product offerings.



## 03.2 FOOD IMAGE LIBRARY

Food images consist of top-down shots of various foods and drinks. The food shots should look appetizing and be naturally lit. When arranging food shots next to each other particular attention should be given to the balance of colors and food options— both for aesthetic appeal and for communicating the food that can be prepared by a particular product. Rice cookers and other circular products should have top-down shots of food in the product, while products that don't allow for a circular top-down view should have plated food shots instead. These food shots should be used on all appropriate marketing collateral to maintain a consistent and memorable look for our brand.

**Top-Down Plated**



**Top-Down Inner Pot**





## 03.3 FAMILY IMAGE LIBRARY

Every family image should communicate Aroma's core focus—taking families out of the kitchen and bringing them together at the table and beyond. Whether the images show families around a table or spending time together in a non-dining setting, they should convey familiar settings that resonate with our consumers. A collective overview of family shots used should reveal a range of diverse cultures as to emphasize Aroma's varied core demographic. Family members should be shown interacting with each other in a light and playful mood. Shots of individuals should look natural and unstaged. Images should be cropped asymmetrically to heighten visual appeal and elicit a more realistic tone.



04 COPY

## 04.1 FUNCTIONS & BUTTONS

There are three acceptable ways to refer to a product's functions. Once an option has been selected for a given piece of content, it's recommended to use that same option throughout for the sake of consistency.

### 1. Title Case Function Name, Lower Case "function"

**Example:**

Add vegetables to be steamed and set the rice cooker to its Steam function.

Add cake batter and set the rice cooker to its Cake function.

**Exception:**

The ONLY exception is with respect to the "Keep-Warm" function on our products. "Function" should not follow "Keep-Warm". The methods outline in "Option 2" and "Option 3" should be used instead.

**Example:**

Once the rice cooker switches to Keep-Warm.

**NOT:**

Once the rice cooker switches to its Keep-Warm setting.

Once the rice cooker switches to its Keep-Warm function.

### 2. Title Case Function Name, No Following Descriptor

**Note:** "Option 2" should never be used in instruction manuals. When writing instruction manuals the methods outlined in "Option 1" and "Option 3" should be used.

**Example:**

Using Sauté-Then-Simmer™, sauté onions and garlic until translucent.

Set to Cake and pour in your batter.

**NOT:**

Using Sauté-Then-Simmer™ setting, sauté onions and garlic until translucent.

Set to Cake mode and pour in your batter.

### 3. Capitalize Button Name or Interaction Point, Lowercase "button"

**Example:**

Press the CAKE button.

Add all ingredients to the inner pot and press the SAUTÉ-THEN-SIMMER™ button.

Press the COOK SWITCH.

**NOT:**

Press the Cake function.

Press the White Rice button

## 04.2 ACCESSORIES, PRODUCT NAMES & TRADEMARK USAGE

These are general guidelines that apply to all types of marketing material.

### Accessories

#### Title Case When Proper Name Is Used

**Note:** In instruction manuals the proper name should always be used as listed on the manual's "Parts Identification" page when referring to product accessories or parts.

#### Example:

Bamboo Serving Spatula  
 Nonstick Inner Pot  
 Recipe Booklet  
 Rice Measuring Cup  
 Rice Measuring Tumbler  
 Serving Spatula  
 Steam Rack  
 Steam Tray  
 Wire Steam Rack  
 Cappuccino Attachment  
 Latte Attachment  
 Steamer Lid  
 Drip Tray  
 Steam Bowl

### Product Names

#### Title Case Full Name (No Abbreviations), Include <sup>TM</sup> When Appropriate

#### Example:

Aroma 20-Cup Digital Rice Cooker & Food Steamer  
 Aroma Hot H2O X-Press<sup>TM</sup> Electric Water Kettle  
 Aroma 7-Cup Electric Water Kettle  
 Aroma Super Pot<sup>TM</sup> 3-in-1 Indoor Grill  
 Aroma 6-Quart Digital Pressure Cooker

#### NOT:

Aroma 6-Qt. Digital Pressure Cooker  
 Super Pot 3-in-1 Indoor Grill

### Trademark Usage

#### USE <sup>TM</sup> in the following material:

Packaging  
 Instruction Manuals  
 Product Descriptions  
 Website

#### DO NOT USE <sup>TM</sup> in the following material:

Blog Posts  
 Social Posts

## 04.3 RECIPE NAMES & TRADEMARKS

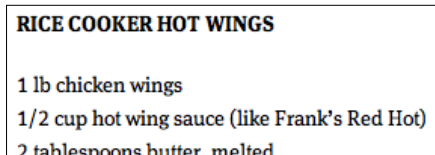
All Aroma recipes both online and in print should follow the same rules outlined below:

### Recipe Names

#### Blog Recipes

Blog Recipe Title  
All Caps, Bold

Aroma Test Kitchen Blog Example:



#### All Other Recipes

(Instruction Manuals, Packaging, Website)  
Title Case, Bold

Website Recipe Example:

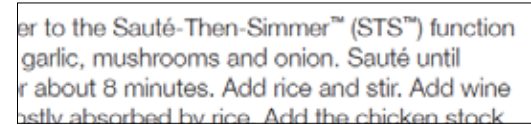


### Trademark Usage

USE <sup>TM</sup> in the following Recipes:

(Instruction Manuals, Packaging,  
Product Descriptions, Website)

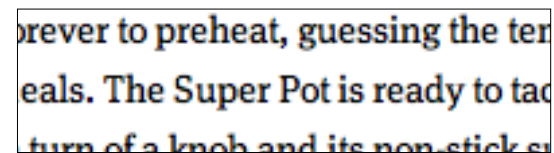
Instruction Manual Recipe Example:



DO NOT USE <sup>TM</sup> in the following Recipes:

(Blog Posts, Social Posts)

Aroma Test Kitchen Blog Example:



## 04.4 INGREDIENT LIST & RECIPE INSTRUCTIONS

### Ingredient List

No Header, Lowercase, One Ingredient Per Line,  
Prep Notes/Modifications Come After A Comma

(Except Box and QR Callouts)

dash of salt  
pinch of red pepper flakes  
salt and pepper  
1 onion, chopped  
1 cup Cabernet wine, or other wine of your  
choice  
optional: grated cheese for serving

### Measurements/Abbreviations:

lbs  
tsp  
tblsp  
oz  
16-oz  
1/2 cup  
1 cup  
2 cups

### Recipe Directions

No Header, Natural Step Divide with Line Break

(Blog, Website, Instruction Manuals)

Direction paragraph one. Continuation of first step.

This makes sense in this paragraph as well.

Direction paragraph 2.

Direction paragraph 3.

### Aroma Test Kitchen Blog Example:

**Set your rice cooker to Sauté-then-Simmer. Brown the garlic, onion and mushrooms in a little olive oil. Add the ground beef and cook until browned.**

**Stir in quinoa and feta cheese. Season to your liking and add parsley and enough stock to hold mixture together, about 1/2 cup.**

**Place 1 cup of chicken broth in your inner pot. Fill your peppers with the meat and quinoa mixture. Place your peppers inside the pot and steam for 25 minutes.**

**Use tongs to remove peppers from your rice cooker and enjoy!**

## 04.5 TWO INGREDIENT RECIPE

### Two Ingredient Recipe

If there are 2 sets of ingredients/directions in one recipe:

**For the A:** (bold, ingredient list starts on new line)

Ingredient 1

Ingredient 2

...

**For the B:**

Ingredient 1

Ingredient 2

...

**To make the A:** Direction 1. (bold, directions start on same line)

Direction 2

...

**To make the B:** Direction 1. (bold, directions start on same line)

Direction 2

### Example:

#### **QUICK 'N' TASTY BBQ RIBS AND MASHED POTATOES**

##### **For the ribs:**

2 pounds boneless ribs

1 bottle BBQ sauce

##### **For the mashed potatoes:**

5 pounds small red or golden potatoes, rinsed and scrubbed

1 stick of butter

2 tbs milk

salt and pepper to taste

**To make the ribs:** Place ribs into the pressure cooker and cover with sauce, swimming in sauce, just slightly covered, stir to coat if necessary)

Set to cook on High Pressure for 15 minutes. When the pressure cooker releases pressure. Once pressure is released, check meat for doneness.

Wrap in foil to keep warm while you whip up quick batch of mashed potatoes.

**To make the potatoes:** Place potatoes in the pressure cooker and cook on High Pressure for 15 minutes. When the pressure cooker releases pressure, add butter, milk, salt and pepper to taste. Mash with a potato masher or fork.

# 04.6 BOX/QR CODE DIRECTIONS

**Title Case Recipe Name**

**Serving Size, Italicized**

**Ingredients listed out grammatically correct (refer to (04.5 Ingredients List))**

**Recipe steps layed out in numerical order**

**Clean food shot of recipe cropped in half-circle**

*Aroma's Favorite*  
**Honey Mint Tea**

*Serves 4*

4 tbsp honey  
 1-2 fresh mint leaves  
 1 wedge lemon

1. Boil water with the Simply Stainless Electric Kettle.
2. Add all ingredients in a heat-safe mug and muddle with a spoon.
3. Pour hot water over ingredients and mix. Enjoy!



# 05 INSTRUCTION MANUALS

## 05.1 FOOTER ICONS

### Footer Icons

Footer icons are used to provide additional information in the form of warnings, helpful hints and recommendations that do not explicitly relate to properly using the appliance as outlined in the manual steps. All information that is necessary to ensure proper use of the appliance should be included in a numbered step.



NOTE

Use this icon for important auxiliary information with respect to using the product, the food/drink related to the product, cleaning the product and so on.



HELPFUL HINTS

Use this icon for additional information that though helpful, is not necessary for using or cleaning the appliance. Often this information offers a tip on how to get better cooking results or save more time when using the appliance.



CAUTION

Use this icon for very important information that deserves explicit attention for safety purposes. It's suggested to also bold the entire note (or relevant portions of it) to emphasize the importance of reading the note to ensure safe and proper use of the appliance.

# 05.2 HEADER ICONS

## Header Icons

Header icons are used to introduce different sections of the manual. These sections include cooking instructions, recipes, warranty information, cleaning and more. The icon should coincide with the content of the section it is accompanying as closely as possible. These icons are found in the top left corner of the manual pages or on the front of the manual.



**INTRO/PARTS IDENTIFICATION**  
Use Parts ID image to create product icon for **each** product.



**TO CLEAN**  
Add clean burst to product icon for **each** product.



TO MAKE RICE



IMPORTANT SAFEGUARDS



BOIL/WARM



TO FROTH



DELAY TIMER



TROUBLESHOOTING/ QUESTIONS



NOTES



TO STEAM (frother)



STEAM



WARRANTY



TO BREW



ICE CREAM



STEAM/COOK



RECIPES



REMOVE DEPOSITS



SELECTING THE RIGHT COOKWARE (induction)



SLOW COOK/COOK SOUP/ SAUTÉ-THEN-SIMMER



CUSTOMER SERVICE



OATMEAL



QUICK RICE/ PRESSURE COOKER



ABOUT RICE



ASSEMBLY



BROIL

## 05.3 BOLDING TEXT

Text within the instruction manual should be bolded in the following scenarios:

All of the text in the numbered steps describing how to operate the appliance should be bolded.



Whenever a page number is referenced in a Caution, Note, or Helpful Hint icon note, the page number should be bolded.

**NOTE**

- Food can be steamed at any time while rice cooks, however for best results food should be steamed toward the end of the rice cooking cycle. This will allow for rice and steamed food to be ready at the same time. See the “Rice/Water Measurement Table” on **page 8** for approximate rice cooking times.

Whenever information in a Caution, Note, or Helpful Hint icon note is deemed to be especially important, the specific piece of information (entirely or in part) of importance should be bolded.

**!**

- Do not attempt to cook more than **4 cups (uncooked)** of rice if steaming and cooking rice simultaneously. The steam tray will not fit properly if more than 4 cups of rice are cooked.
- Food can be steamed at any time while rice cooks, however for best results food should

## 05.4 DESCRIPTION SUPPORT COPY

In some circumstances it might be more appropriate to place a note beneath the header. The note should aid or explain in more detail the steps on the page. The font should be bold and italicized.

Example:

 <b>STEAMING TABLES</b> <i>When steaming, Aroma® recommends using 3 cups of water with the provided measuring cup.</i>			Vegetable Stea
Meat Steaming Table			VEGETABLE
MEAT	STEAMING TIME	SAFE INTERNAL TEMPERATURE	
Fish	25 Min.	140°F	Asparagus

Often steps will begin mid-sequence since the prior steps have already been detailed previously in the manual. In this case, a note should be provided under the title to instruct readers to reference previous steps before continuing with the steps below. The text should be in white against a black background to increase visibility.

Example:

 <b>TO USE THE DELAY TIMER</b>	
<b><i>Follow steps 1 to 7 of "To Cook Rice" beginning on page 5.</i></b>	

# 06 PACKAGING

## 06.1 INVENTORY PACKAGING

Aroma's standard packaging highlights the brand's underlining mission of making life easier in the kitchen for consumers. A clean black and white look with beautiful product and food photography sets the tone of the packaging. Clear copy, simple icons and crisp images communicate product benefits in a friendly and approachable way. Rounded meal shots hinged along the top of the packaging add style and uniqueness that further perpetuates Aroma's distinct brand messaging.

Product Title Font:

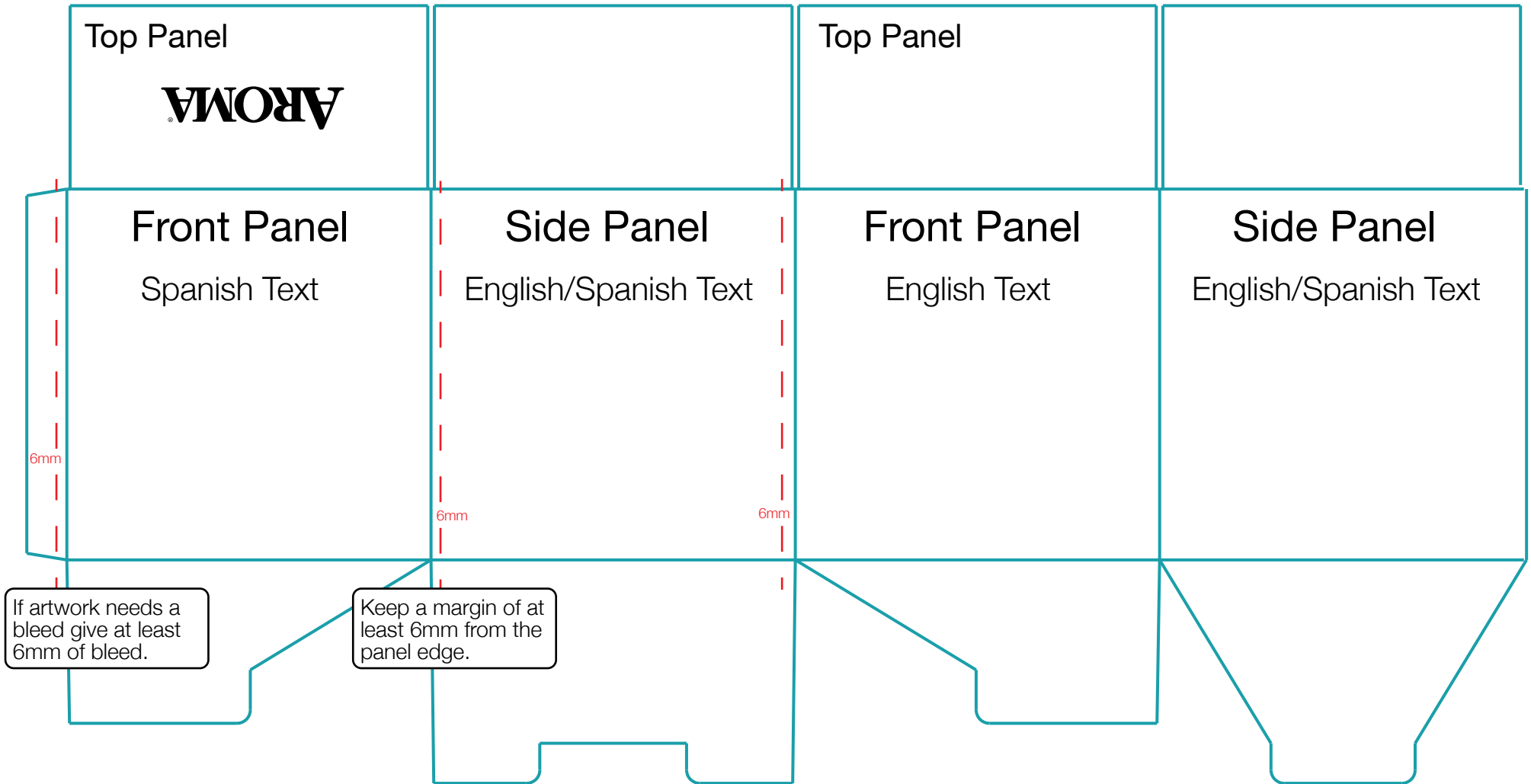
Helvetica Ultra Light

Bullet/Copy Font:

**Helvetica Bold**  
Helvetica Regular



## 06.2 BOX DIELINE





# 06.3 PACKAGING COPY



Rice Cooker & Food Steamer

Product Name  
Title Case,  
No Ending  
Punctuation



AROMA Rice Cooker & Food Steamer

Rice... and So Much More!



Quick & Easy Recipes



Product Name  
Title Case,  
No Ending  
Punctuation

Recipe Callout  
Title Case,  
Include  
Punctuation

Burst  
Title Case,  
Include  
Punctuation

Recipe Steps  
Sentence Case,  
Include  
Punctuation

Burst Subtext  
Sentence Case,  
No Ending  
Punctuation

Header  
Title Case,  
Include  
Punctuation

Food Callouts  
Title Case,  
No Ending  
Punctuation,  
Include Spanish  
Copy Below

Recipe Title  
Title Case

Recipe Ingredients  
Title Case,  
Reference Recipe  
Section for Food  
Measurements  
(Pg. X)



AROMA Rice Cooker & Food Steamer

- Smarter Way to Cook Rice
- Healthy One-Pot Meals
- Cooks in a Hurry
- Sets to Your Schedule
- Seals in Flavor



Bullets  
Title Case,  
Max. 30  
Characters

Bullet Subtext  
Sentence  
Case,  
No Ending  
Punctuation,  
Max. 50  
Characters

Burst  
Title Case,  
No Ending  
Punctuation  
Except When  
Using  
Exclamation  
Mark

Burst Subtext  
Sentence  
Case, Include  
Punctuation



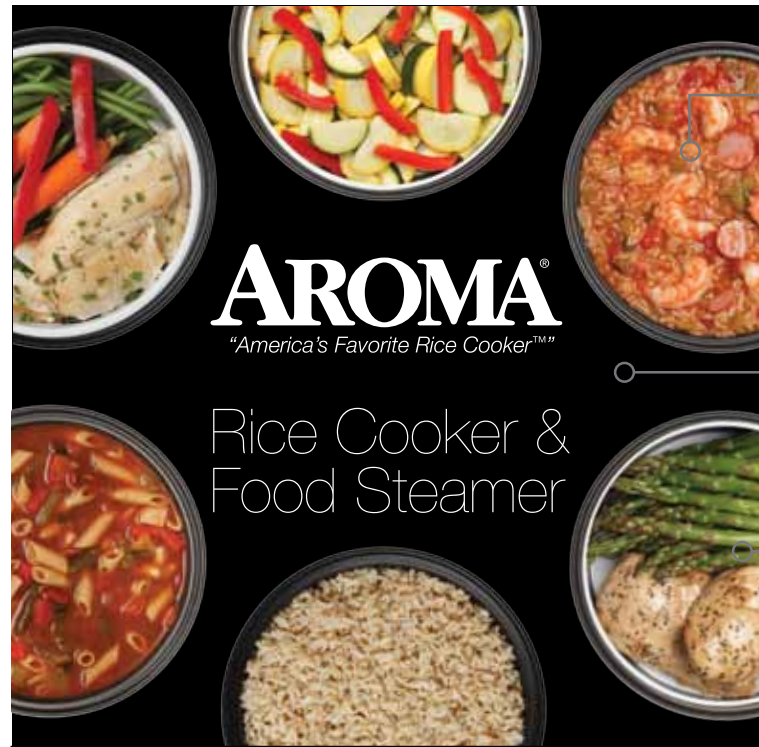
AROMA Rice Cooker & Food Steamer



Spotlight Feature  
Sentence  
Case, Include  
Punctuation,  
Include Spanish  
Copy Below

Feature Callouts  
Sentence Case,  
No Ending  
Punctuation,  
Include Spanish  
Copy Below

# 06.4 PACKAGING DESIGN



The top panel features top down views of the product's food possibilities.

100% Black

**AROMA**  
"America's Favorite Rice Cooker™"

Rice Cooker & Food Steamer

Top view food shots leak over to side panels to increase their visibility on the shelf.

Product features are called out on the side panel.

Logo is placed in the upper left portion of each panel.

Capacity is expressed through iconography.

Three food shots focused on highlighting the product's versatility are featured on the side panel



**AROMA** Rice Cooker & Food Steamer  
"America's Favorite Rice Cooker™"

- A Smarter Way to Cook Rice**  
Digital functions for white and brown rice
- Healthy One-Pot Meals**  
Steams meat and veggies while cooking rice
- Cooks in a Hurry**  
Quick Rice option for rice in a pinch
- Sets to Your Schedule**  
Programmable: rice ready when you need it
- Seals in Flavor**  
Locking lid seals in moisture to keep food fresh



**A Mighty Meal-Maker!** Whole meals at the press of a button!

4-20 cups cooked



**AROMA** Rice Cooker & Food Steamer

- Nonstick cooking pot, steam tray, serving spatula and measuring cup included.
- Removable nonstick cooking pot (is dishwasher safe)
- Exterior stays cool to the touch
- Easy-to-use digital controls



**AROMA** Arrocera y Vaporera  
"La arrocera favorita de los Estados Unidos™"

- Una forma más inteligente de cocinar arroz**  
Funciones digitales para arroz blanco o integral
- Comidas sanas en una olla**  
Cocina carne y verduras al vapor mientras se hace el arroz
- Cocina a gran velocidad**  
Opción Quick Rice para cocinar arroz a último momento
- Cocina a tu horario**  
En cuanto estás listo, el programador de tiempo ya tiene comida preparada
- Sellos de sabor**  
La tapa de seguridad sella contra la humedad para mantener los alimentos frescos

**¡Un gran cocinero en su propia casa!**

**¡Una comida completa con solo presionar un botón!**

4-20 tazas cocidas



**AROMA** Rice Cooker & Food Steamer

**Rice... and So Much More!**

- Perfect Pilaf
- Healthy Steamed Meals
- Hearty Beef Stew

Arroz... ¡y mucho más!

**Quick & Easy Recipes!**

**Aroma's Favorite Jambalaya**

- 1 lb. Spicy Smoked Sausage
- 1 lb. Shrimp
- 2 cups Cooked Chicken
- 1 1/2 cups Rice
- 4 cups Chicken Broth
- 1 Acid: Canned Green Chilies
- 2 step. Creole Seasoning

- Add all ingredients to rice cooker.
- Press the WHITE RICE button.
- Automatically switches to warm once the meal is ready!

**Hungry For More?**  
For more recipes (or even to submit your own) visit [www.AromaCo.com](http://www.AromaCo.com)

ETL Intertek  
AROMACO GREEN  
www.AromaCo.com/Green

Iconography is used with each feature bullet. Copy is concise and focused on product benefits.  
See page 06.6 for icon library

Greener Good Initiative logo for products that have green packaging.

Additional features (such as accessories and cleaning) are called out in secondary photos.

A burst focused on the product's chief benefit/unique feature is located on the lower left of the front panel.

A simple recipe is included to better express the product's food possibilities.

A call to visit our website encouraging to browse or submit recipes.

## 06.5 PHOTOGRAPHY OVERVIEW

Packaging photography should be clean and simple. The product should be displayed beautifully, visually emphasizing its unique features and look. Food shots should be appetizing and colorful, emphasizing the varied meals the product can make. Hero shots should be taken at eye level and can include props as long as they do not hinder or take focus away from the product. The side panel should feature exploded product shots to highlight the design and built-in features of the product, while the accessory shots should clearly depict included accessories and parts against a white background.

**Hero photos**



**Side panel**



**Top panel**



**Accessory photos**



# 06.6 ICON LIBRARY

Icons are used to communicate product features and functions in a clear and easily understandable way. All icons should convey clear relevance to the accompanying copy and/or images. Simple icons are preferred over more complex ones, though the complexity of the icon will vary depending on the feature/function being highlighted. If none of the current icons are applicable, a new icon can be used as long as the design and look is consistent with the current inventory of icons.



## 06.7 SUB-BRAND LOGOS

*Simply  
Stainless™*

**AROMA®** gourmet™

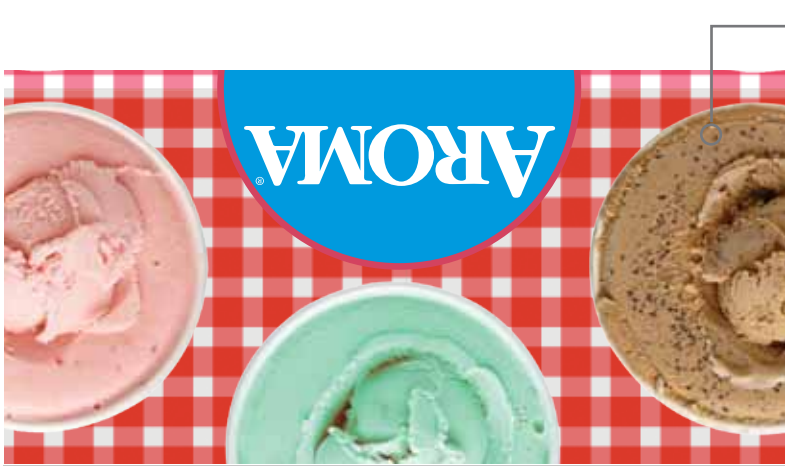
**AROMA®** **forté**  
series

**AROMA®** | PROFESSIONAL™

NutriWare™

**AROMA®**  
Wellness™

# 06.8 ICE CREAM PACKAGING DESIGN



The top panel features top down views of the product's food possibilities.

Three food shots focused on highlighting the product's versatility are featured on the side panel



Gingham background pattern is used to evoke a sense of fun.

Top view food shots leak over to side panels to increase their visibility on the shelf.

A higher angle photo is used to show the depth of the product.

**AROMA** *Máquina para hacer helados*

- Memorias hogareñas**  
A todos les encantará hacer helados en casa
- Una tradicional diversión familiar**  
Gire la manivela para crear buenos momentos
- Eléctrica y fácil**  
El motor eléctrico bate helado delicioso
- Endulza cualquier ocasión**  
Ideal para barbacoas, fiestas, picnics y más

Includes a hand crank (incluye una manivela moldeada)

Capacity: 4 quarts (capacidad de 4 cuartos)

Iconography is used with each feature bullet. Copy is concise and focused on product benefits.

Capacity is expressed through iconography.

**AROMA** *Ice Cream Maker*

*They'll All Scream for (Homemade) Ice Cream!*

- Velvety Vanilla**  
Vanilla artesanal
- Rich Chocolate**  
Chocolate sabroso
- Delicious Strawberry**  
Fresas deliciosas

**Aroma's Favorite Easy Vanilla Ice Cream**

5 cups half and half  
1 can sweetened condensed milk  
2-1/2 tbsp real vanilla extract

- Mix all ingredients in a large bowl.
- Add mixture to canister.
- Churn ice cream until done. Enjoy!

**Hungry for More?**  
For more recipes (or even to submit your own) visit [www.AromaCo.com](http://www.AromaCo.com)

A simple recipe is included to better express the product's food possibilities.

**AROMA** *Ice Cream Maker*

- Homemade Memories**  
Everyone will love making ice cream at home
- Old-Fashioned Family Fun**  
Churn out good times with the hand crank
- Electric & Easy**  
Powerful electric motor stirs delicious treats
- Sweetens Any Occasion**  
Great for BBQs, parties, picnics and more

Includes a hand crank (incluye manivela moldeada)

**4 Qt. Capacity**

A burst focused on the product's chief benefit/unique feature is located on the lower left of the front panel.

Stock photography showing children enjoying and the finished product

**AROMA** *Ice Cream Maker*

- Easy on/off electric motor churns ice cream automatically  
El motor eléctrico de fácil encendido y apagado bate el helado en forma automática.
- Clear-view lid allows you to watch ice cream as it freezes  
La tapa de visión le permite ver el helado mientras se congela.
- Aluminum freezing canister freezes ice cream quickly  
La galleta de aluminio congela el helado con rapidez.
- Durable hand-crafted fir wood bucket with stainless steel bands  
Cuenta con un cubo de madera de abeto hecho a mano con bandas de acero inoxidable.

Enjoy the old-fashioned fun of churning ice cream with the included die-cast hand crank!  
Disfruta la diversión tradicional de hacer helado con la manivela moldeada incluida.

Includes everything you need to make your favorite ice cream at home!  
Incluye todo lo que necesitas para hacer sus helados favoritos en el hogar.

Additional features (such as accessories and cleaning) are called out in secondary photos.

Product features are called out on the side panel.

# 06.9 NUTRIWARE™ PACKAGING DESIGN

NutriWare™ is a high quality line of kitchen electrics designed to preserve the nutritional benefits of food. This new generation of kitchen appliances gives back what traditional cooking methods take away. NutriWare™ packaging blends earthy tones with descriptive copy to communicate the brand's focus on bringing ease to nutritional meal making. The sprouting leaves and soft natural colors of the NutriWare™ logo echoes the healthy and nutritional benefits of the sub-brand's kitchen appliances.



Capacity is expressed through iconography.

Natural texture colored background.

Our message and mission is clearly stated on the top panel of the box.

Additional features (such as accessories and cleaning) are called out in secondary photos.

Additional features (such as accessories and cleaning) are called out in secondary photos.

Green grass effect gives a natural and earthy feel.

**NutriWare™ Stainless Steel Rice Cooker & Food Steamer**

**Sauté-Then-Simmer™ Technology**  
Stovetop Favorites in Three Easy Steps!

**Quick & Easy Recipes!**

**Sauté-Then-Simmer™ Risotto**

1/4 cup yellow onion, diced small	1 cup whipping cream
1 large garlic clove, chopped	3 tbsp butter
1 tsp olive oil	1/3 cup Parmesan cheese
1 cup Arborio rice, uncooked	
1/4 cup vermouth	
4 cups chicken broth	

1. Press SAUTÉ-THEN-SIMMER. Sauté onion, garlic, olive oil and rice.  
2. Add vermouth, chicken broth and whipping cream. Cover with lid and allow to cook.  
3. Rice cooker switches to "Keep-Warm" once risotto is ready.

**Recipe Book Included!**  
Filled with easy-to-prepare healthy recipes from *Cooking with Grains* by Colleen & Bob Simmons.

**NutriWare™ Stainless Steel Rice Cooker & Food Steamer**

**Surgical Stainless Steel**  
Cooking pot and steam tray are made entirely of non-reactive surgical 304-grade stainless steel.

**Delicious Whole Grains**  
Brown rice function flawlessly cooks heart-healthy whole grains—automatically!

**Well-Balanced Meals**  
Cooks rice and grains perfectly, while steaming vegetables and proteins in the stainless steel steam tray.

**Stovetop Favorites Made Easy**  
Sauté-Then-Simmer™ reaches a high heat and switches to a simmer once liquid is added. Perfect for risotto, stir fries, pilaf's, chili, Spanish rice and much more!

**4-14 cups** cooked rice

**2 Year** Warranty

**Recipe Book Included!**

**Non-Reacting Surgical Grade Stainless Steel**

www.MyNutriWare.com

**NutriWare™ Stainless Steel Rice Cooker & Food Steamer**

**Tempered Glass Lid**  
Easily view your meal as it cooks.

**Stainless Steel Steam Tray**  
Steam vegetables, fish or poultry—even while simultaneously cooking rice. Prepare a variety of delicious, nutritious meals in just one pot.

**Digital Control Panel**  
Simple, precise and smart. Digital functions for White Rice, Brown Rice, Steam, Sauté-Then-Simmer™ and Warm.

**Stainless Steel Cooking Pot**  
Cooking pot is made entirely of 304-grade stainless steel to get back what you put in.

**Measuring cup and serving spatula included.**

**2 Year** Warranty

**Non-Reacting Surgical Grade Stainless Steel**

www.MyNutriWare.com

**NutriWare™ Stainless Steel Rice Cooker & Food Steamer**

**Get Back What You Put In**  
Cooking with surgical stainless steel guarantees the best possible flavor. Stainless steel does not react with foods, not even those that are acidic, preserving the taste and nutrition nature intended.

**Benefits of Stainless Steel:**

- Non-reactive cooking surfaces
- Preserves nutrients & flavor
- Protects against bacteria
- Resists corrosion & stains
- Completely recyclable

**Greener Good Initiative**

**HOUSEHOLD USE ONLY**

www.MyNutriWare.com

A recipe is included to further demonstrate the STS™ function.

Recipe book call out

Warranty is called out on the box front.

Copy is focused on product and health benefits.

Product features are called out on the side panel.

Exploded product photo shows the product's components.

Everything included in the box is shown on the side panel.

Greener Good Initiative logo for products that have green packaging.

# 06.10 WALMART PACKAGING DESIGN

Aroma's Walmart packaging is very similar to Aroma's standard design, using icons accompanied with medium-length copy, similar product images and rounded meal shots hinged along the top of the packaging. The major difference is the use of a soft lime green in select areas coupled with rounded icons and callouts that elicit a more familiar and welcoming look.

CMYK  
60,5,95,21

Product features are called out on the side panel.

Circle iconography is used with each feature bullet. Copy is concise and focused on product benefits.  
See page 06.6 for icon library

Three circled food shots highlight the product's versatility are featured on the side panel.

Logo is placed in the upper left portion of each panel.

The top panel features a split top-down view of product's food possibilities.

**AROMA** Rice Cooker & Food Steamer

Stainless steel exterior stays cool

Easy-to-use digital controls

Removable parts and all accessories clean easily in the dishwasher!

Nonstick cooking pot, steam tray, serving spoons and measuring cup included.

Hinged, locking lid

Steamer while rice cooks below

Adjustable nonstick cooking pot

Digital functions include White Rice, Brown Rice, Steam and Programable Slow Cook, Keep Warm and Cook/Reheat programmable.

**AROMA** Arrocera y Vaporera

"La arrocera favorita de los Estados Unidos™"

Digital • Frio al tacto • Bandeja de vapor grande

Ventaja extra! Modo de cocimiento lento

- Una forma más inteligente de cocinar arroz. Funciones digitales para arroz blanco o integral.
- Recetas favoritas de cocimiento lento. Programables de 2 a 10 horas para las comidas del día.
- Cocción automática. Manténgala cocinando para sus largos días.
- Comidas sanas en una olla. Cocine carne y verduras al vapor mientras se hace el arroz.
- Se adapta a sus horarios. Programable: el arroz está listo cuando usted lo necesita.
- Sellos de sabor. La tapa de seguridad sella contra la humedad para mantener los alimentos frescos.

¿Un gran cocinero en su propia casa? ¿Qué puede cocinar Aroma para su familia?

3 litros / 4-20 tazas cocidas

**AROMA** Rice Cooker & Food Steamer

Rice... and So Much More!

Nutritious Brown Rice | Healthy Steamed Meals | Tender Pot Roast

Quick & Easy Recipes

**Aroma's Favorite Pulled Pork**

1-1/2 lbs pork tenderloin  
2 cups barbecue sauce  
1/3 cup bottled chili sauce  
1 white onion, diced  
4 to 6 sandwich buns

- Add all ingredients to the rice cooker (except buns).
- Slow cook for 8 hours.
- Shred pork with a fork and serve on sandwich buns.

Hungry For More? For more recipes (or even to submit your own) visit [www.AromaCo.com](http://www.AromaCo.com)

**AROMA** Rice Cooker & Food Steamer

"America's Favorite Rice Cooker™"

Digital • Cool-Touch • Large Steam Tray

Bonus! Slow Cook Feature

- A Smarter Way to Cook Rice. Digital functions for white and brown rice.
- Slow Cooked Favorites. Sets 2 to 10 hours for deliciously tender meals.
- Automatic Cooking. Handles the cooking so you have more time.
- Healthy One-Pot Meals. Steam meat and veggies while cooking rice.
- Sets to Your Schedule. Programmable: rice is ready when you need it.
- Seals in Flavor. Locking lid seals in moisture to keep food fresh.

A Mighty Meal-Maker! What can Aroma cook for your family?

3 quarts / 4-20 cups cooked

Additional features (such as accessories and ease of cleaning) are called out in rounded rectangle secondary photos.

A burst focused on the product's chief benefit/unique feature is located on the lower left of the front panel.

Capacity is expressed through iconography.

A simple recipe is included to better express the product's food possibilities.

A call to visit our website encouraging to browse or submit recipes.

Rounded rectangle borders house feature bullets and icons.

Greener Good Initiative logo for products that have green packaging.

HOUSEHOLD USE ONLY  
ESTE APARATO ES SOLAMENTE PARA USO DOMÉSTICO

[www.AromaCo.com](http://www.AromaCo.com)

SGS TESTED | UL LISTED 120V/60Hz | Continuous improvements made in Aroma's product development may result in slight differences between the photographs on this box and the actual contents. Debido a que hacemos continuas mejoras en el desarrollo de productos, podrá haber ligeras diferencias entre las fotografías que aparece en la caja y el producto incluido en la misma. AROMA HOUSEWARES COMPANY • San Diego, CA 92121 • U.S.A. ©2011 Aroma Housewares Company • All rights reserved • Todos los derechos reservados. MADE IN CHINA • HECHO EN CHINA

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