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## CONTACT INFORMATION

### Mailing Address:

P.O. Box 869  
Union City, Tennessee 38281-0869  
United States of America

### Shipping Address:

4462 Ken-Tenn Highway  
Union City, Tennessee 38261  
United States of America

### Jiffy Steamer Company, LLC

**Toll-Free:** 1.800.525.4339 (In North America)

**Direct:** 1.731.885.6690

**Fax:** 1.731.885.6692

**Email:** [info@jiffysteamer.com](mailto:info@jiffysteamer.com)

# Brand Message

*Defining Personality and Position*

## 1.1 THE BRAND

This brand book has been created to articulate the Jiffy Steamer identity.

By utilizing these brand guidelines, we can ensure a consistent voice and deliver a better brand experience for customers.

### **Definition**

A brand's definition works to identify the unique space the brand occupies in the marketplace and the industry, and how it resonates in the customer's mind. It should serve as the unifying statement from which all marketing communications originate.

### **The Core of Jiffy Steamer**

We provide the best quality garment steamers on the market. They are original, well-built, have proven success, and are made in the USA.

## 1.2 PERSONALITY

The brand personality is composed of descriptive words that, when combined together, encompass the brand's core values and promises.

### **Prestigious**

Earning a respected position in the industry as the oldest and largest steam technology manufacturer with quality products that last a lifetime.

### **Supportive**

Providing responsive customer service from a helpful team of polite and friendly steaming experts.

### **Expert**

Relying on industry knowledge that dates back to 1940 to create the most superior products on the market.

### **All-American**

Offering only American-made steamers that are handcrafted in Union City, Tennessee with the finest components.

### **Trustworthy**

Earning the trust of the biggest names in the fashion industry with the most widely-used commercial steamer in the world.

### **Friendly**

Delivering exceptional, highly personalized service to each person that interacts with the brand.

### 1.3.1 JIFFY STEAMER POSITIONING STATEMENT

“We are the worldwide leader in steaming equipment since 1940.”

#### Supportive Statements

- | “We guarantee the original, highest quality American-made products.”
- | “Trusted by the top names in the clothing industry.” (Choose what the pros use)
- | “We have the highest customer satisfaction and loyalty in the industry.”

# Identity Standards

*Usage, Misusage, Color and Typography*



### 2.1.3 JIFFY STEAMER LOGO

The Jiffy Steamer logo utilizes a modern slab serif typeface that emphasizes the Jiffy name and portrays a modern, up-to-date company. The “J” is transformed into a unique steam symbol that references the power behind the steam technology along with the tightly unified company Jiffy Steamer has become over the past 75 plus years.

This logo should be used for print or web purposes, and is always in one color.



## 2.1.5 STEAM SYMBOL

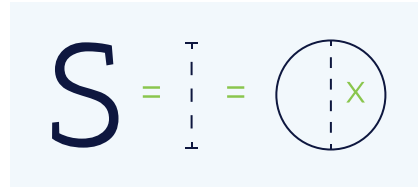
The steam symbol can be used for decorative purposes or in place of the full logo in instances where the brand has been well established. It may be used as a watermark, social media avatar or as a supplementary design asset.



## 2.2.2 JIFFY STEAMER CLEAR SPACE

The Jiffy Steamer logo requires a minimum amount of clear space in order to maintain the integrity of the brand and ensure legibility.

In all applications, the logo should be surrounded with a space equal the height of the "S" in the logo.



### 2.3.2 JIFFY STEAMER LOGO USAGE

The primary logo should be used whenever possible. Substitute the alternate logos only when limited by constraints such as printing, colors, electronic media, etc.

*One Color*



*Inverted One Color*



## 2.4 STEAM SYMBOL USAGE

The logo steam symbol may be used as a stand-alone graphic. It may be used at full opacity, as a semitransparent background graphic or a background pattern.

The background color can be any of the brand colors, but the symbol should only ever be the dark blue or white.

*One Color Dark*



*Background Pattern*



*Inverted One Color*



*Semitransparent Background Graphic*



## 2.5 LOGO MISUSAGE

Avoid the following manipulations to the Jiffy Steamer logo.

*Do not add a stroke of any kind*



*Do not add a drop shadow*



*Do not rotate*



*Do not add a gradient*



*Do not use unapproved colors*



*Do not distort in any way*



*Do not present in "outline only" fashion*

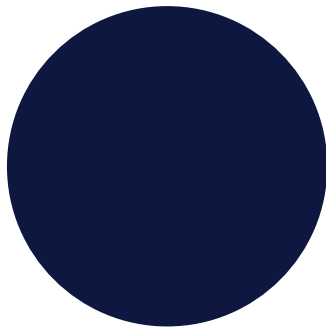


*Do not place on a busy background*



## 2.6 COLOR PALETTE

These brand colors should be used for print and web-related materials.

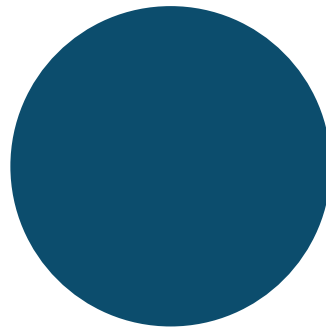


Values range from 100% - 20%  
decreasing by 20% with each value

**RGB** 17 25 64

**CMYK** 100 93 41 50

**HEX** #101940

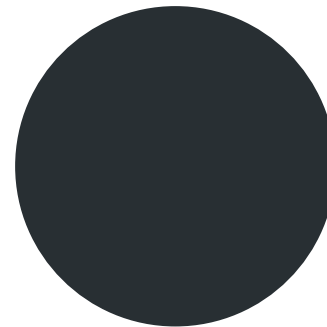


Values range from 100% - 20%  
decreasing by 20% with each value

**RGB** 4 78 110

**CMYK** 97 67 37 20

**HEX** #044D6D

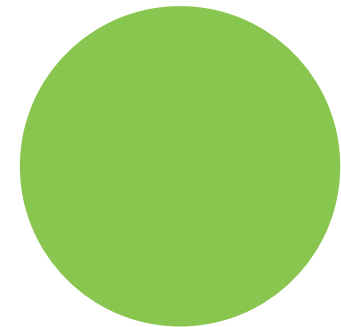


Values range from 100% - 20%  
decreasing by 20% with each value

**RGB** 41 48 52

**CMYK** 76 65 59 59

**HEX** #292F34



Values range from 100% - 20%  
decreasing by 20% with each value

**RGB** 140 199 79

**CMYK** 50 0 91 0

**HEX** #8BC64E

# Product Guidelines

*Imagery and Product Descriptions*



## 3.1 PRODUCT OVERVIEW

When referencing the Jiffy Steamer products on any website or social media account, the following guidelines should always be followed to maintain brand and product integrity and consistency.

### Product Title

Always use the full product title in first reference. The following are the titles for the most popular Jiffy Steamer products.

- Jiffy Personal Clothing Steamer (J-2000)
- Jiffy Classic Personal Clothing Steamer (J-2)
- Jiffy Pro-Line Series Commercial Clothing Steamer (J-4000)
- ESTEAM Handheld Travel Steamer (ESTEAM)

### Product Name

Always reference Jiffy with the product name or model number.

### Product Color

When including the color of the steamer in the name, include it at the end of the title. For example, "Jiffy Personal Clothing Steamer in Pink."

### Product Listings

For product listings on an ecommerce site, use Jiffy approved photography from Jiffy's imagery catalog and utilize the product descriptor text below.

### 3.2 JIFFY PERSONAL CLOTHING STEAMER

This is the newest model of Jiffy Steamer's personal clothing steamer. Refrain from using the model number on social media. If you do reference the number (J-2000), always be sure to use a hyphen and reference whether the steamer is a personal or professional steamer. Do not refer to this steamer as "plastic." It should be called "engineered polymer plastic."

Utilize the description below if you are posting more detailed information about the steamer on your website or other online property.

The Jiffy Steamer J-2000 quickly and efficiently removes wrinkles from most fabrics and is perfect for home or light commercial use. Steam is the gentler alternative to ironing and is great for removing wrinkles from clothing, tablecloths, bedspreads and delicate materials. With a Jiffy Steamer, there is no need for a temperature setting like on an iron.

*J-2000 in Pink*



*J-2000 in Beige*



### 3.3 JIFFY CLASSIC PERSONAL CLOTHING STEAMER

This is the classic model of Jiffy Steamer's personal clothing steamer. Refrain from using the model number on social media. If you do reference the number (J-2), always be sure to use a hyphen and reference whether the steamer is a personal or professional steamer.

Utilize the description below if you are posting more detailed information about the steamer on your website or other online property.

The classic Jiffy Steamer J-2 quickly and efficiently removes wrinkles from most fabrics and is perfect for home or light commercial use. Steam is the gentler alternative to ironing and is great for removing wrinkles from clothing, tablecloths, bedspreads and delicate materials. With a Jiffy Steamer, there is no need for a temperature setting like on an iron.

*J-2 in Pink*



*J-2 in Gray*



### 3.4 JIFFY PRO-LINE SERIES COMMERCIAL CLOTHING STEAMER

This is the professional model of Jiffy Steamer's clothing steamer. It is for commercial use only and is not recommended for at-home use. Refrain from using the model number on social media. If you do reference the number (J-4000), always be sure to use a hyphen and reference whether the steamer is a personal or professional steamer.

Utilize the description below if you are posting more detailed information about the steamer on your website or other online property.

The Pro-Line Series is Jiffy Steamer's most powerful model and is designed for commercial use. Department stores, restaurants and many other businesses around the world rely on the efficiency of the J-4000 as an integral part of their operations. Steam is the gentler alternative to ironing and is great for removing wrinkles from clothing, tablecloths, bedspreads and delicate materials. With a Jiffy Steamer, there is no need for a temperature setting like on an iron.

*J-4000 in Pink*



*J-4000 in Gray*



### 3.5 ESTEAM® HANDHELD TRAVEL STEAMER

The ESTEAM is the travel model of Jiffy Steamer's personal clothing steamer. It is for personal use only.

Utilize the description below if you are posting more detailed information about the steamer on your website or other online property.

The easy-to-use Jiffy ESTEAM Travel Steamer conveniently removes clothing wrinkles without the use of an iron. With a Jiffy Steamer, there is no need for a temperature setting like on an iron. ESTEAM's compact, lightweight design makes it ideal for use anywhere space is a premium and a perfect gift for travelers, college students or newlyweds.

*ESTEAM in Pink*



*ESTEAM in Black*

