

Kensington[®]

Graphic Standards Manual

Kensington is a division of ACCO Brands, Inc.





Trademark Standards

2.2 Welcome

2.3 ACCO Brands, Inc.

2.4 The Logo

2.5 Version A

2.6 Version B

2.7 Logo Color

2.8 Logo Placement

2.9 Unacceptable Use

2.10 Logo on Products

Welcome

ACCO Brands, Inc.

The Logo

Logo Color

Logo Placement

Unacceptable Use

Logo on Products

Kensington®

Welcome

This graphic standards manual outlines the core brand elements that communicate Kensington's brand identity. Consistent use of the graphic elements outlined in this manual will underscore our commitment to Kensington's strategic direction, and contribute to enhanced public perception of our company worldwide.

All registered and unregistered trademarks in this Graphic Standards Manual are the property of ACCO World Corporation unless otherwise expressly indicated.
©2003 Kensington Technology Group, a division of ACCO Brands, Inc. All rights reserved.

The Kensington Logo is a registered trademark of ACCO World Corporation. Use of the logo must be in accordance with the guidelines contained within this manual. Use of the Kensington logo by agents, brokers, or any person, organization, or corporation other than ACCO World Corporation or its operating companies is strictly prohibited without prior written permission from ACCO World Corporation.

The Kensington trademark has been registered with the US Patent and Trademark Office. In order to protect Kensington's legal rights in the trademark, the federal registration indicator "®" must appear with the Kensington trademark on all marketing applications within the US. For use of the Kensington trademark outside the US, please contact Kensington's legal department.

Brand Positioning: For the essential computer user who seeks comfortable and productive tools to use at the office, in the home, or on the move, Kensington is the brand of computer accessories that delivers simple, intelligent products, with style and value, to help them do their work in a more enjoyable manner.

[> Download Logo](#)

Trademark Standards

Welcome

ACCO Brands, Inc.

The Logo

Logo Color

Logo Placement

Unacceptable Use

Logo on Products



ACCO Brands, Inc.

Kensington is a division of ACCO Brands, Inc. The ACCO Brands logo is required on all Kensington stationery, business cards, print and electronic advertising, collateral, sales materials and packaging. It must appear red and black in four-color process printing. It prints black in black and white applications only. Always use

available set sizes from 1/4" to 1" in width. Use a reasonable size, keeping it subordinate to the Kensington logo at all times. The preferred position is the lower right corner; the lower left corner is acceptable in some applications.

[> Download ACCO Guidelines](#)

[> Download ACCO Logo](#)

Welcome

ACCO Brands, Inc.

The Logo

Version A

Version B

Logo Color

Logo Placement

Unacceptable Use

Logo on Products

Version A



Version B



There are 2 versions of the Kensington logo. Version A contains only the Kensington wordmark. Version B contains the Kensington wordmark and the tagline “smart made simple”.

The attached table outlines usage guidelines for both logo versions

[> Download Table \(PDF\)](#)

The Logo

The Kensington logo identifies our company by name in specially drawn letterforms that have been carefully proportioned and letter-spaced. The most identifiable feature of the logo is the proprietary ligature between the “g” and the “t”, which represents human connection and interaction with the digital environment. The Kens-

ington logo must never be altered or changed in any way. The Kensington logo must never be typeset. Use only approved reproduction art downloaded from this site or obtained from the Kensington marcom department. See legal notice, page 2.2 for trademark symbol ® guidelines.

Version A

Kensington®

Large Logo Size

When presented positive the Kensington logo prints in Kensington Blue. When reversed out of an approved Kensington color, the Kensington logo knocks out to white.

Kensington®

Small Logo Size

Use this logo no smaller than 1.25 inches. Use same character styling as in large logo size (see above).

Kensington®

Minimum Logo Size

Use this logo when presented below 1.25 inches. Logo should not be shown below .75 inches.

[> Download Logo](#)

Kensington®

Kensington®

Kensington®

Version B

Kensington®
smart made simple

Large Logo Size with Tag Line

When presented positive the Kensington logo prints in Kensington Blue and the tag line prints in Kensington Dark Grey. When reversed out of an approved Kensington color, both the Kensington logo and the tagline knock out to white.

Kensington®
smart made simple

Minimum Logo Size with Tag Line

Use this logo no smaller than 1.25 inches. Use same character styling as in large logo size (see above).

Kensington®

Minimum Logo Size no Tag Line

Use this logo when presented below 1.25 inches. Note: tag line does not appear when logo is less than 1.25 inches. Logo should not be shown below .75 inches.

[> Download Logo](#)

Kensington®
smart made simple

Kensington®
smart made simple

Kensington®

Trademark Standards

Welcome

ACCO Brands, Inc.

The Logo

Logo Color

Logo Placement

Unacceptable Use

Logo on Products

Kensington[®]
smart made simple

Kensington Blue and Kensington Dark Grey

Kensington[®]
smart made simple

100% Process Black

Kensington Blue

Kensington[®]
smart made simple

Kensington Cyan

Kensington[®]
smart made simple

100% Process Black

Kensington[®]
smart made simple

65% Process Black

Kensington[®]
smart made simple

Authorized Appearance

The examples demonstrated on this page represent the only authorized colors for use with the Kensington logo. The Kensington logo must appear in Kensington Blue and the tagline must appear in Kensington Dark Grey on a white background whenever possible. If Kensington Blue is not available, the Kensington logo may appear in black.

Reverse Applications

In applications where the Kensington logo is reversed out of a solid background, the Kensington logo must appear in white. The preferred color backgrounds for use with the white Kensington logo are Kensington Blue and Kensington Cyan. When printing in black and white, 100% Black may be used, or 65% Black to represent a dark grey.

[> Download Logo](#)

Trademark Standards

Welcome

ACCO Brands, Inc.

The Logo

Logo Color

Logo Placement

Unacceptable Use

Logo on Products

Logo with Tagline



Preferred



Alternate

Logo without Tagline



Preferred



Alternate

Clear Space

In order to maintain visual integrity, a minimum clear space equal to the height of the lowercase letters (or the x-height), as indicated by the “x” measurement, must be maintained around the Kensington logo. Whenever possible the clear space should be larger. The Kensington logo should never appear crowded or obscured by distracting elements such as typography, illustration, photography or the trim edge of a printed piece.

Logo Placement

The Kensington logo should be placed in the top left corner with sufficient clear space, leaving it uncluttered and easy to identify.

[> Download Logo](#)

Trademark Standards

Welcome

ACCO Brands, Inc.

The Logo

Logo Color

Logo Placement

Unacceptable Use

Logo on Products



Do not outline the logo.



Do not show the logo in colors other than those specified in the Logo Color page.



Do not contain the logo in a shape.



Do not use the logo with additional type or in text copy.



Do not position the logo at an angle.



Do not place the logo over a pattern, photography, or texture of any kind.



Do not reverse the logo out of colors other than Kensington Blue, Kensington Cyan, Kensington Dark Grey, or Black.



Do not use the logo in conjunction with any other symbols or logos.

Unacceptable Use

Consistent and correct use of the Kensington logo is essential to protecting and maintaining our trademark rights. Examples of incorrect usage, which must be avoided, are shown on this page. Inconsistent application of the Kensington logo dilutes perceived brand quality, degrades brand awareness and is therefore unacceptable.

Trademark Standards

Welcome

ACCO Brands, Inc.

The Logo

Logo Color

Logo Placement

Unacceptable Use

Logo on Products



Logo on Products

The logo on a product is a more permanent fixture in the users' life and need not be as promotional in nature. In these applications, the logo may take on a subtle character, integrating with the color and texture of the material.

Depending on the surface material, the logo may be cast in metal, formed in plastic, stamped into leather, debossed (pressed into a surface),

embossed (pushed out of a surface), etched and filled with enamel, or silk-screened. When selecting an application, consider the use and durability of the material and the wear of the logo. For example, debossing the logo where dirt or oil might gather could create a negative association with the brand.

[> Download logo for use on products](#)



Graphic Standards

3.2 Kensington Colors

3.3 Color Formulas

3.4 Kensington Arcs

3.5 Square Format

3.6 Vertical Format

3.7 Horizontal Format

3.8 Arc Colors

3.9 Applying Photography

3.10 Unacceptable Uses

3.11 Graphic Elements

3.12 Typography

3.13 Serif Font

3.14 Sample Type Layout

3.15 Photography

3.16 Product Photography

3.17 Product Silhouette

3.18 Product-in-Use

3.19 Duotones



Kensington Blue

Kensington®

Primary Kensington Color Palette



Cyan



Lime



Red



Gold



Dark Grey



Light Grey

Secondary Kensington Color Palette



Dark Blue



Dark Green



Orange



Light Blue



Silver

Kensington Colors

The Kensington color palette shown on this page has been coordinated to work with Kensington Blue. Each of these colors has been selected for both its ease-of-printing and its effectiveness in communicating Kensington's brand identity. These colors should always be your first choice in any applications where color predominates.

Graphic Standards













Kensington Colors Color Formulas

Kensington Arcs

Graphic Elements

Typography

Photography

		Pantone® Coated	Pantone® Unoated	Toyo® Inks	CMYK (4-Color Process)	RGB (Web)	Web-Safe Colors	Embroidery Thread Colors
	Kensington Blue	293	293	CF0435	C=100 M=56 Y=0 K=0	R=0 G=51 B=204	0033CC	1177
	Cyan	Process Cyan	Process Cyan	CF0383	C=100 M=0 Y=0 K=0	R=0 G=153 B=255	0099FF	1295
	Lime	382	381	CF0221	C=35 M=0 Y=100 K=0	R=153 G=204 B=0	99CC00	1248
	Red	185	185	CF0071	C=0 M=91 Y=76 K=0	R=195 G=52 B=62	CF4044	1307
	Gold	1235	116	CF0178	C=0 M=29 Y=91 K=0	R=231 G=193 B=56	ECB941	1069/1125
	Dark Grey	432	432	CF1008	C=23 M=0 Y=0 K=79	R=41 G=49 B=51	333333	1041
	Light Grey	430	430	CF0793	C=6 M=0 Y=0 K=47	R=127 G=135 B=139	999999	1118
	Dark Blue	2735	072	CF0450	C=100 M=95 Y=0 K=3	R=55 G=34 B=121	30398D	1167
	Dark Green	347	354	CF0281	C=100 M=0 Y=86 K=3	R=41 G=155 B=91	2E9F64	1280
	Orange	151	151	CF0145	C=0 M=48 Y=95 K=0	R=219 G=158 B=45	E19636	1278
	Light Blue	279	297	CF0396	C=49 M=1 Y=0 K=0	R=163 G=205 B=240	92CCF2	1132
	Silver Metallic	877	877	CF0785	C=0 M=0 Y=0 K=40	R=170 G=170 B=170	A6A8AA	1011

Color Formulas

To maintain the integrity of the Kensington brand, it is essential that the color palette be consistently applied across all media. Use this chart to specify Kensington colors for print, digital media and textiles.

The colors shown on this page and throughout these guidelines have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. Pantone® is a registered trademark of Pantone, Inc.. Toyo is a registered trademark of Toyo Ink Manufacturing Co. Ltd.

Kensington Arcs

Square Format

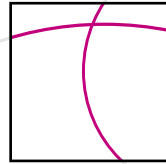
Vertical Format

Horizontal Format

Arc Colors

Applying Photography

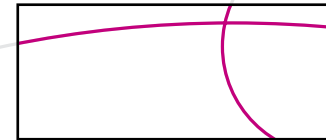
Unacceptable Uses



Square Format



Vertical Format



Horizontal Format

The Kensington Arcs

The Kensington arcs are formed by cropping sections of overlapping circles. Make certain to always use perfect circles –never ovals or random curves. Use of the Kensington arcs is not mandatory. The Kensington arcs are used in applications that are promotional in nature where attention-getting splashes of color are appropriate. These applications may include packaging, direct mail, advertising, sales presentations,

signage and e-commerce. The arcs may not be appropriate on business papers and stationery where a more austere image is desirable.

Important! The arc may only be used in applications where the top and both the left and right sides bleed off the edges of the printed piece. Consult page 3.10, Unacceptable Uses, before proceeding.

Graphic Standards

Kensington Colors

Kensington Arcs

Square Format

Vertical Format

Horizontal Format

Arc Colors

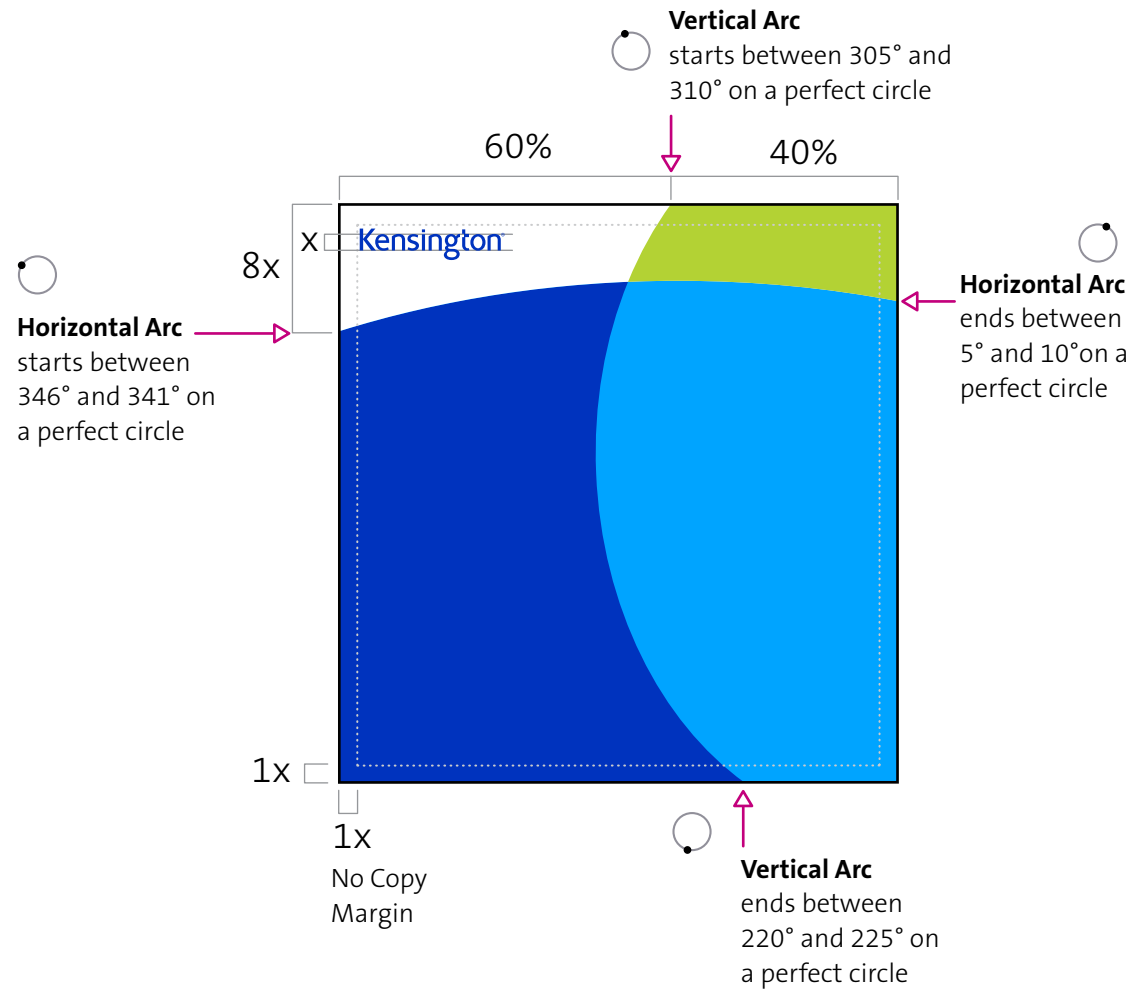
Applying Photography

Unacceptable Uses

Graphic Elements

Typography

Photography



Square Format

Use this format if your application is close to being a square. Arrange the circular arcs so that a 60% to 40% relationship is maintained at the top of the package. X equals the height of

the lower case "n". The Kensington logo must always be placed in the upper left corner and is 1/8 the height of the white area.

Graphic Standards

Kensington Colors

Kensington Arcs

Square Format

Vertical Format

Horizontal Format

Arc Colors

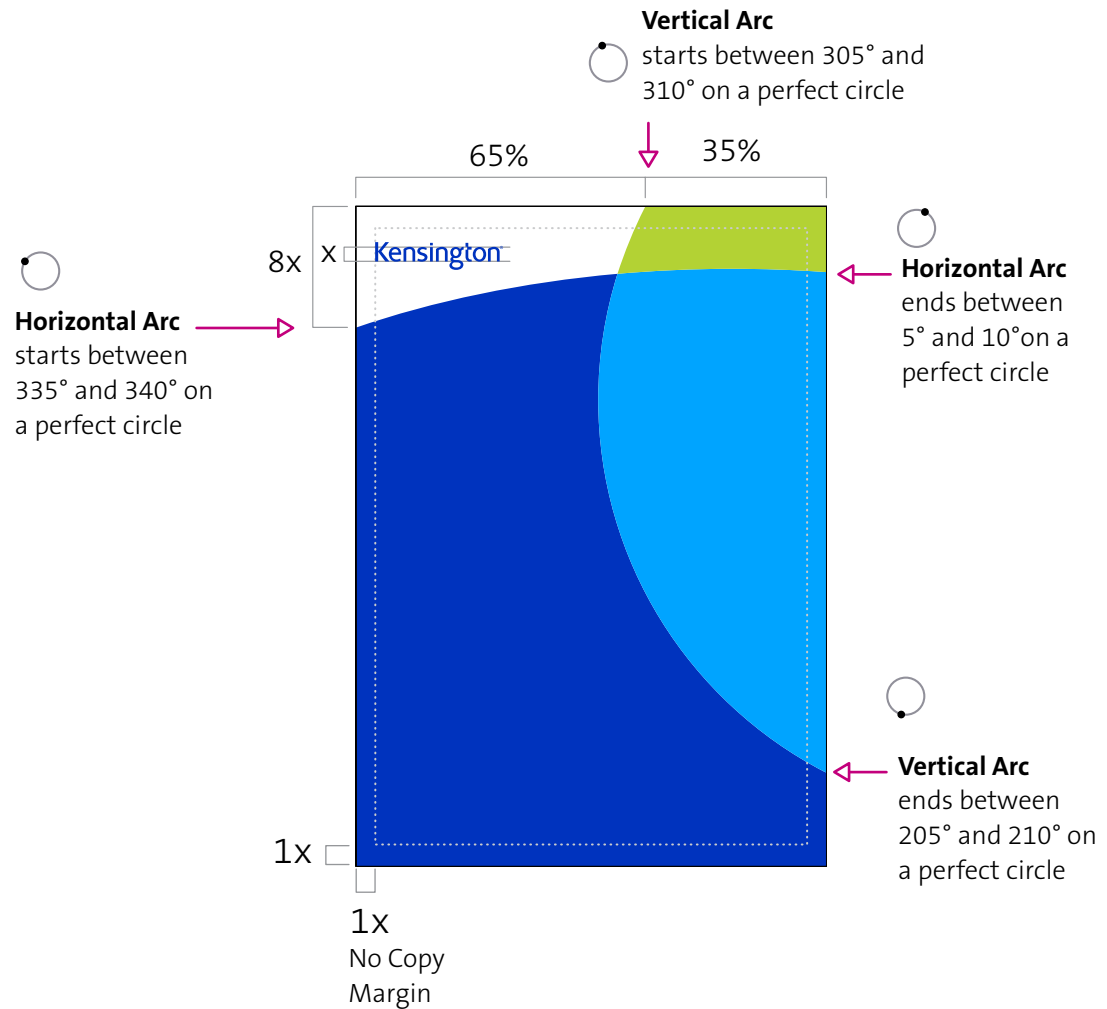
Applying Photography

Unacceptable Uses

Graphic Elements

Typography

Photography



Vertical Format

Use this format if your application is relatively vertical in orientation. Arrange the circular arcs so that a 65% to 35% relationship is maintained at the top of the package. X equals the height

of the lowercase "n". The Kensington logo must always be placed in the upper left corner and is 1/8 the height of the white area.

Graphic Standards

Kensington Colors

Kensington Arcs

Square Format

Vertical Format

Horizontal Format

Arc Colors

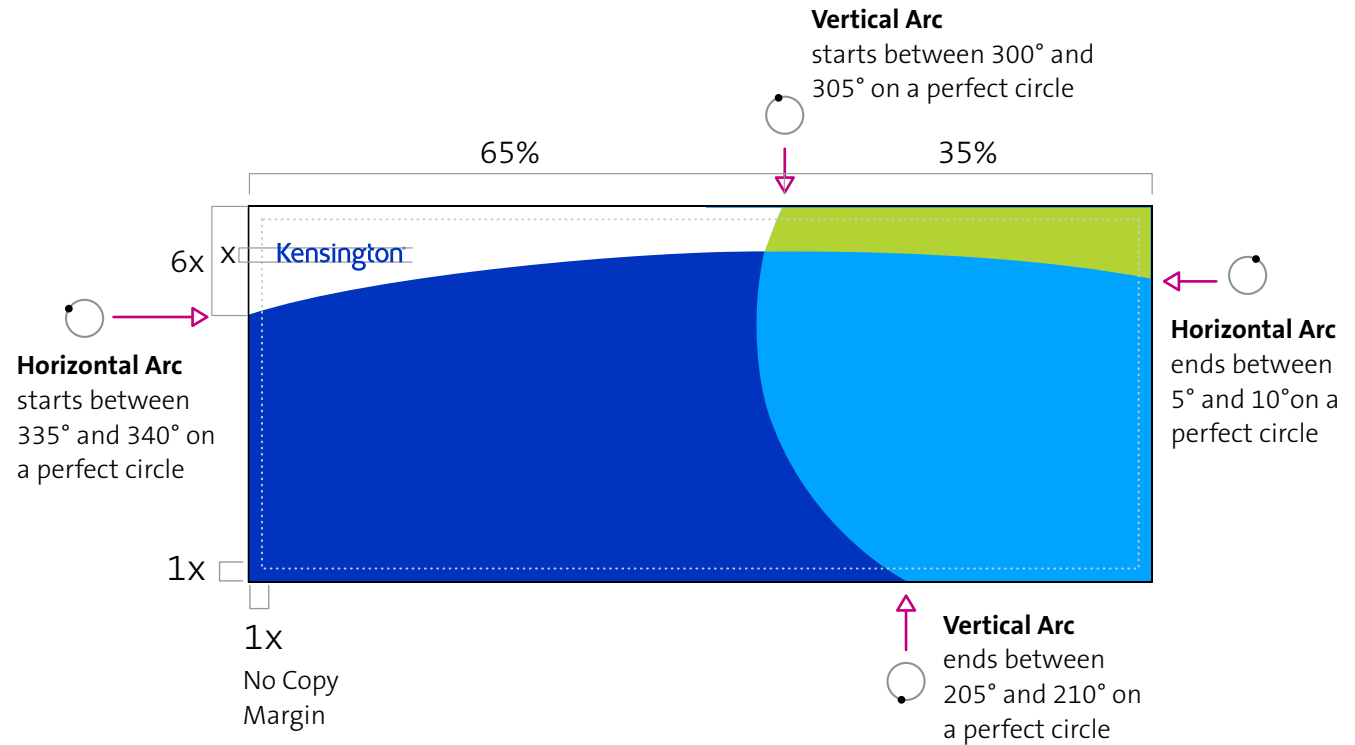
Applying Photography

Unacceptable Uses

Graphic Elements

Typography

Photography



Horizontal Format

Use this format if your application is relatively horizontal in orientation. Arrange the circular arcs so that about a 65% to 35% relationship is maintained at the top of the package. X equals

the height of the white area at left. The height of the lower case "n". The Kensington logo must always be placed in the upper left corner and is 1/4 the height of the white area.

Graphic Standards

Kensington Colors

Kensington Arcs

Square Format

Vertical Format

Horizontal Format

Arc Colors

Applying Photography

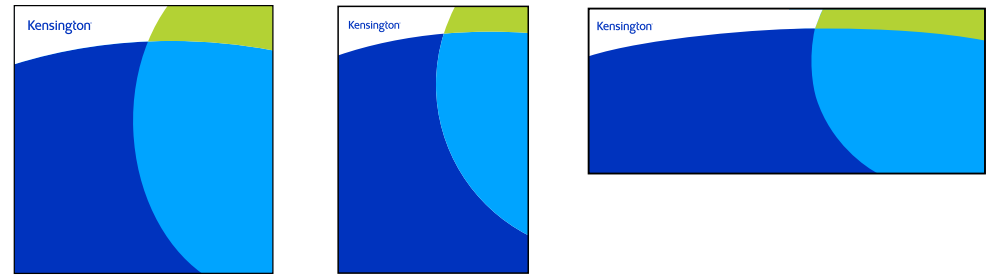
Unacceptable Uses

Graphic Elements

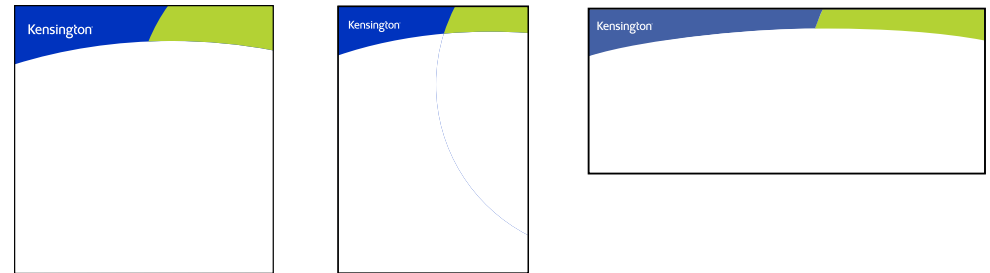
Typography

Photography

1. Standard Color System



2. Alternate Color System



Kensington Arc Colors

The Kensington arc system must only be used when it is allowed to bleed off the sides of the application. Only three colors are to be used – Kensington Blue, Kensington Cyan and Kensington Lime. Kensington Blue must always appear as the dominant color. Use of Kensington Lime is not required – and when used, must appear as a secondary accent.

For optimum legibility of the Kensington logo, it is preferred that the upper left area of the arc appear in white (figure 1) with the logo printing Kensington Blue. In applications on white backgrounds – such as brochures and postcards where the sides are allowed to bleed, the left corner may appear in Kensington Blue (figure 2) with the logo reversed to white.

Graphic Standards

Kensington Colors

Kensington Arcs

Square Format

Vertical Format

Horizontal Format

Arc Colors

Applying Photography

Unacceptable Uses

Graphic Elements

Typography

Photography



Duotone Imagery

> [Go to Duotones Page](#)



Four Color Product Photography

> [Go to Product Photography Page](#)

Applying Photography

On packaging where the actual product is displayed, duotone images appear within the lime and cyan arc areas on the right side of the package. Use only the duotone images downloaded from the Duotones page of this manual.

On packaging where the actual product is not visible, full-color photography appears in the

right arc area. Background imagery should be contained within the right arc area while the featured product is allowed to extend beyond the arc into the main blue panel. Take care to maintain consistency in both the camera angle and the angle of the product.

Graphic Standards

Kensington Colors

Kensington Arcs

Square Format

Vertical Format

Horizontal Format

Arc Colors

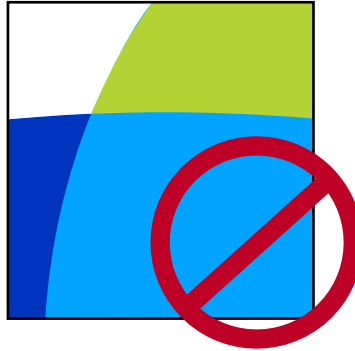
Applying Photography

Unacceptable Uses

Graphic Elements

Typography

Photography



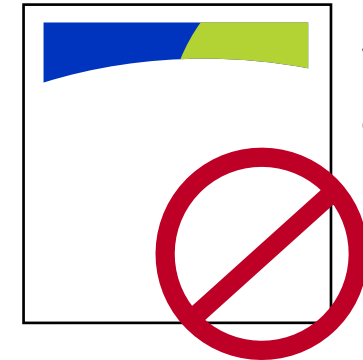
Do Not use arcs in unauthorized proportions.



Do Not use the arcs when they cannot bleed off the edges of the application.



Do Not use colors other than those authorized on the Arc Colors Page.



Do Not use the arcs when they cannot bleed off the edges of the application.

Unacceptable Uses

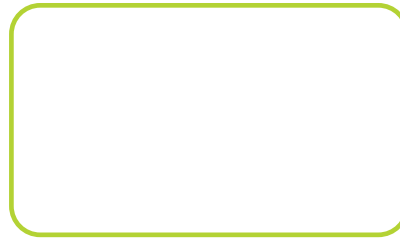
The Kensington Arcs must be used according to the proportions demonstrated on the previous pages of this section. It is imperative that the arcs be used only when they are allowed to

bleed off the edges of the application. Kensington Blue, Kensington Cyan and Kensington Lime - in order of importance - are the only colors to be used with the Kensington arcs.



Callouts

The callout line can be used to draw attention to a specific area of a photograph. Rules are generally 1 point in thickness. Do not use callout lines on the front panel of packaging.



Rounded Corner Box

The rounded corner box can be used to contain photography or other elements. The corner radius is .15 inches and the rule is typically 2 points in thickness. Choose a color from the Kensington Colors page.



Circle

The circle should only be used to contain photography. The rule is typically 2 points and the color can be chosen from the Kensington Colors page.



Rules

Rules are a useful tool in dividing information. They can be vertical or horizontal. Rules are generally 1 to 2 points in thickness. Use a complimentary or contrasting color from the Kensington Colors page.

Graphic Elements

Graphic elements are necessary tools in helping to organize information. Above are a few devices that may be used when needed. Elements such as these should be used as functional devices to further communicate an idea, or to separate up information. They should never be used decoratively.

The Sans Kensington

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Sans Kensington Extra Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZa
bcdefghijklmnopq
rstuvwxyz123456
78901234567890

The Sans Kensington Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZa
bcdefghijklmnopq
rstuvwxyz123456
78901234567890

The Sans Kensington Semi Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZa
bcdefghijklmnopq
rstuvwxyz123456
78901234567890

The Sans Kensington Semi Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZa
bcdefghijklmnopq
rstuvwxyz123456
78901234567890

The Sans Kensington Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZa
bcdefghijklmnopq
rstuvwxyz123456
78901234567890

Primary Font

Consistent use of typography is key in establishing a recognizable look for Kensington. We have selected two typefaces, The Sans Kensington, shown above, and Sabon (see page 3.13), for use in all Kensington communication

materials. To request these fonts, contact systems_supportsKTG@kensington.com.

Use The Sans Kensington for titles, headlines, subheads and in applications where emphasis is required.

Sabon

ABCDEFGHIJK
LMNOPQRSTU
VWXYZabcdefg
hijklmnopqrstu
vwxyz1234567
890

Sabon Bold

ABCDEFGHIJKL
MNOPQRSTUV
WXYZabcdefghij
klmnopqrstuvwxyz
1234567890

Sabon Italic

ABCDEFGHIJKL
MNOPQRSTUV
WXYZabcdefghij
klmnopqrstuvwxyz
1234567890

Sabon Bold Italic

ABCDEFGHIJKL
MNOPQRSTUW
XYZabcdefghijkl
mnopqrstuvwxyz
1234567890

Serif Font

Sabon is Kensington's only authorized serif font.

To request this font, contact:

systems_supportsKTG@kensington.com.

Use Sabon for large blocks of running text such as typewritten correspondence and literature.

Graphic Standards

Kensington Colors

Kensington Arcs

Graphic Elements

Typography

Serif Font

Sample Type Layout

Photography

Margins

The preferred margin size is twice the “x” height of the Kensington logo.

Header

The Sans Kensington Semi Bold, in 100% Black or Kensington Dark Grey, left justified with the Kensington logo. The header should be the first read and is generally twice the “x” height of the Kensington logo.

Subhead

The Sans Kensington Semi Light, in 100% Black, aligned flush left with the Kensington logo and left justified. The size should approximate half the “x” height of the Kensington logo.

Body Copy

The Sans Kensington Semi Light, aligned flush left with the Kensington logo and left justified. The size should approximate .25 the “x” height of the Kensington logo.

Captions

The Sans Kensington Bold in Black or Kensington Blue. For sub captions use The Sans Kensington Semi Light in Black or Kensington Blue. Both are left justified. The size should approximate .25 the “x” height of the Kensington logo, the sub caption is typically smaller than the caption.

Key Words and Important Information

To emphasize a word or phrase use The Sans Kensington Bold.



Correct Font Usage

The key typographic elements, as well as their size and position on the page, maintain a clear and consistent hierarchy of information on all Kensington applications. This hierarchy organizes

information in order to enhance the readers' understanding and knowledge of our company and our products.

Graphic Standards

Kensington Colors

Kensington Arcs

Graphic Elements

Typography

Photography

Product Photography

Product Silhouette

Product-in-Use

Duotones



Styling

Style of photography, whether applied to data-sheets, packaging or the internet, has a direct effect on the consumers' perceived quality of our products. In many applications, such as advertising and promotions, the photograph of our product is the product. For this reason it is important to pay particular attention

to composition, camera angle, lighting, background and cropping. Select a photographer that specializes in product photography as opposed to landscapes and portraits. Review this manual with your photographer to assure consistency in style across all Kensington applications.

Graphic Standards

Kensington Colors

Kensington Arcs

Graphic Elements

Typography

Photography

Product Photography

Product Silhouette

Product-in-Use

Duotones



Product Photography

The function of product photography is to generate interest in our products and invite the customer to try them. A consistent style of product photography differentiates the Kensington line of products from that of our competition. It is important that all of our products be represented through dramatic photography that incorporates interesting product angles, relevant props, dynamic lighting and rich backgrounds.

Lighting

Lighting should emphasize the dimensional form of the product through bright highlights and rich shadows. Highlights should focus on product features. Deep shadows should not obscure important details.

Cropping

Cropping should be tight enough to de-emphasize less important parts of the product, or elements that are not included; such as monitors or laptop computers.

Propping

Props should be used only when relevant to communicating the functionality of the product. Do not crowd the product by overpropping. Select props in Kensington Colors or that are complementary to the product.

Angle

Angle will most often be overhead, with emphasis on the most important features of the product.

Background

Background adds context to the product. The background environment must be simple so that it does not compete with the product, remaining slightly out of focus.

Uses might include: packaging, corporate presentations, brochures and catalogs

Graphic Standards

Kensington Colors

Kensington Arcs

Graphic Elements

Typography

Photography

Product Photography

Product Silhouette

Product-in-Use

Duotones



Focus

The entire product should be kept in focus. On larger products, focus on the most interesting or unique feature or benefit.

Drop Shadow

A light grey drop shadow placed underneath the product adds depth to the image and avoids a “pasted on” appearance. The shadow is a 15-30% screen of black.



Silhouette

This style of photography utilizes no background, creating visual interest by allowing the unique shape of each product to stand out. Silhouettes work best in applications with white backgrounds such as datasheets, back panels of packaging and digital media where clean and efficient communication is required. Silhouettes are particularly suited to applications that

involve a dense amount of information, where a photographic background might prove distracting.

Uses may include: catalogs, product brochures, datasheets, technical briefs or diagrams, specification guides, and digital applications.

Graphic Standards

Kensington Colors

Kensington Arcs

Graphic Elements

Typography

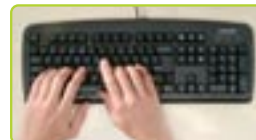
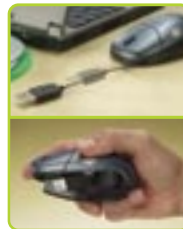
Photography

Product Photography

Product Silhouette

Product-in-Use

Duotones



Focus

The whole product should be in focus with an emphasis on the most important benefits / features.

Cropping

Crop in on the area in use that is being demonstrated. Photo is typically contained in a box with round corners and a green outline that borders the image.

Propping

Use props only when it helps to communicate the use of the product.

In-Use Photography

The purpose of in-use photography is to provide specific details about a unique feature or benefit of a product. For this reason, product-in-use photography is usually cropped close in to the product to highlight a particular detail. The functional requirements of this style of

photography may dictate that the lighting be brighter and the camera angle less dramatic. The product is usually positioned to correlate with a specific caption or call-out information.

Uses might include: packaging, brochures, and catalogs.

Graphic Standards

Kensington Colors

Kensington Arcs

Graphic Elements

Typography

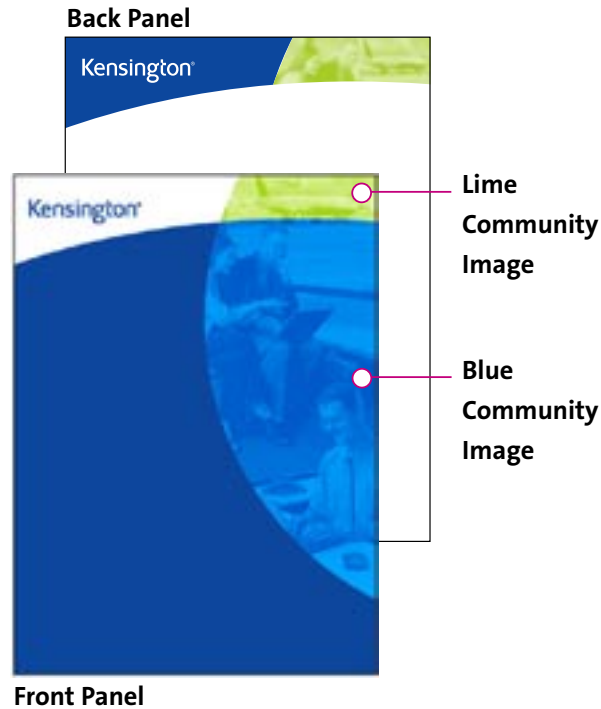
Photography

Product Photography

Product Silhouette

Product-in-Use

Duotones



Download images from list below:

INPUT	Blue Duotone	Lime Duotone
	> front small > front large	> front > back > back extra wide
MOBILITY	Blue Duotone	Lime Duotone
	> front	> front > back

Duotone Photography

The community image is a decorative duotone background element that adds textural interest to Kensington applications. It may be used in conjunction with the Kensington arc system, on the right side only. The community image may appear in either a Cyan/Blue duotone Lime monotone as shown. The community image is most often used when the actual product is present and/or product photography

is not required – such as on input packaging for example. Approved community image artwork has been created for use in Kensington applications and is available via download or by request from the Kensington marcom department.

Uses may include: promotional brochures, direct mail, catalogues, signage, environments, and packaging.



Packaging

4.2 Getting Started

4.3 Glossary of Elements

4.4 Proportional Variations

Panel Layout Guidelines

4.5 Logo Placement

4.6 Front

4.7 Back

4.8 Left

4.9 Right

4.10 Top and Bottom

Package Structures

4.11 Six-Sided Box

4.12 Hybrid

4.13 Clamshell

4.14 Hang Tag

4.15 B2B

4.16 International

4.17 Master Carton

4.18 Info Panel

4.19 Warranty

4.20 Secondary Logos

Getting Started

Glossary of Elements

Proportional Variations

Panel Layout Guidelines

Package Structures

Info Panel

Warranty

Secondary Logos

Steps to Designing a New Package:

1. Secure Dieline

Work with your structural engineer to develop the correct structure and dieline for your package. If you are working on an existing structure, the dieline can often be obtained from the printer or color separator.

2. Secure Copy and UPC Code

Decide on the product name and product descriptor, then call out key benefits and features. Secure the product number, UPC code number, back panel copy and required legal information.

3. The Kensington Promise and Third Party Endorsements

See the Warranty page (4.19) for the various Kensington Promises/Warranties and choose the appropriate artwork. Use of third party endorsements may require legal permission and may take time to acquire.

4. Select a Proportion

Is your package oriented vertically, horizontally, or is it a square? See Packaging Proportions in this section to select a shape that resembles your package. This will be the starting point for creating the Kensington Arc layout that serves as the foundation of the Kensington packaging architecture.

5. Layout all Panels

Follow the Panel Layout Guidelines in this section for the structure you are designing (clam-shell, hybrid box, six-sided box etc.) Place-holder copy, sketches or available photography may be used during this stage.

6. Photography

Photography required (product hero vs. product-in-use) is determined by the type of package structure. Hybrid boxes, for example, display the actual product and require no product photography.

[> Go to Photography Section](#)

7. Contact Printer

Contact the printer to discuss the printing process, materials, costs and restrictions. Get on the printing calendar early, as it can take up to two months to print your package.

Packaging

Getting Started

Glossary of Elements

Proportional Variations

Panel Layout Guidelines

Package Structures

Info Panel

Warranty

Secondary Logos

Logo Placement

Upper left corner.
Prints Kensington Blue.

Benefits

2-3 short, key statements with important words and/or features called out in bold.

Violators

Symbols, third party endorsements, and secondary logos.

Sub Brand

A trademarked name for a line of products.

Product Name

This is the largest copy element on the front panel and should be placed in the bottom left corner.

The Primary Display Panel (PDP)

Refers to the entire front panel and is the surface facing the viewer from the store shelf.

Lime Green Trapezoid

Imagery is an extension of the scene below.

The Kensington Promise and Warranty

See the Warranty page in this section for guidelines.

Duotone or Product Photography

Kensington Cyan and Blue duotone. Bound by vertical arc and Kensington Lime trapezoid.

Kensington Arcs

The Kensington Blue, Cyan, and Lime shapes are the foundation for the graphic layout of each package. See Proportional Variations to layout the appropriate arcs.



Product Descriptor

A one line statement that describes the product.

Product Number

Each product has a number for internal identification.

Glossary of Elements

The Kensington packaging system is designed to capture the consumers' attention in the retail environment while clearly communicating the product type and its key features. The primary

display panel elements illustrated above have been organized into a structured hierarchy that communicates this information efficiently and effectively.

Packaging

Getting Started

Glossary of Elements

Proportional Variations

Panel Layout Guidelines

Package Structures

Info Panel

Warranty

Secondary Logos



[> Go to Square Format Page](#)



[> Go to Vertical Format Page](#)



[> Go to Horizontal Format Page](#)

Proportional Variations

This page gives a general overview of the flexibility of the packaging system to accommodate for various types of packaging. Above you see examples of the proportional variations at work.

Packaging

Getting Started

Panel Layout Guidelines

Logo Placement

Front

Back

Left

Right

Top and Bottom

Package Structures

Info Panel

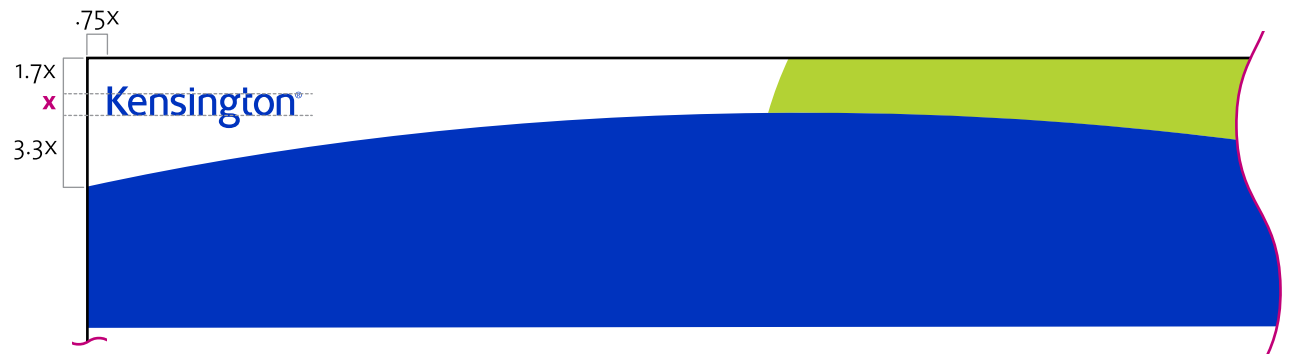
Warranty

Secondary Logos

x = height of lowercase characters in the Kensington logo



Square and Vertical Formats



Horizontal Formats

Logo Placement

The Kensington logo must be staged at the top left corner of the package. It prints Kensington Blue on a white background. Maintain minimum clear space requirements (see Clear Space, pg. 2.6) allowing no other graphic element to crowd the logo.

Packaging

Getting Started

Panel Layout Guidelines

Logo Placement

Front

Back

Left

Right

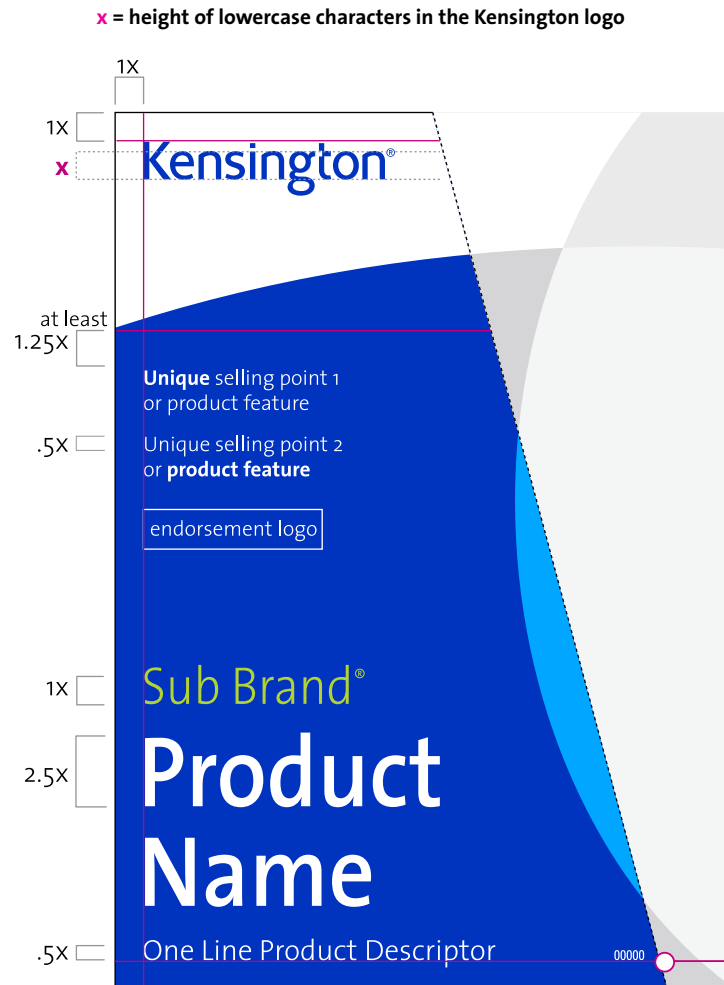
Top and Bottom

Package Structures

Info Panel

Warranty

Secondary Logos



Benefit Statements

The Sans Kensington Light, with key words highlighted in The Sans Kensington Bold. Always place the benefit statements closer to the arc than to the product info. Allow a minimum of 1.25x between the lowest point of the top arc and the start of the first benefit statement. Limit Benefits to 2 or 3 statements with no periods. Rag copy so the lines appear as equal in length as possible. Prints White.

Sub Brand: The Sans Kensington Light, horizontally scaled 90%. Cap Height= 1x. Prints Kensington Lime.

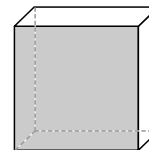
Product Name: The Sans Kensington Semi Bold, horizontally scaled 90%. Cap Height= 2.5x. Manually kern all product names when needed. Prints White.

Product Descriptor: The Sans Kensington Light. Size= .5x. Aligns 1x from bottom and left of package (flush with edge of live copy area frame). Prints White.

Product Number: Univers 57 Condensed. Height= .4x, not to exceed 3.2mm. Baseline aligns with product descriptor, right justified. Prints White.

Live Copy Area Frame: The Kensington logo aligns in the top left corner of the Live Copy Area Frame, while the product information aligns with the bottom left corner of the Frame. No type is placed outside of the frame.

Front Panel



Packaging

Getting Started

Panel Layout Guidelines

Logo Placement

Front

Back

Left

Right

Top and Bottom

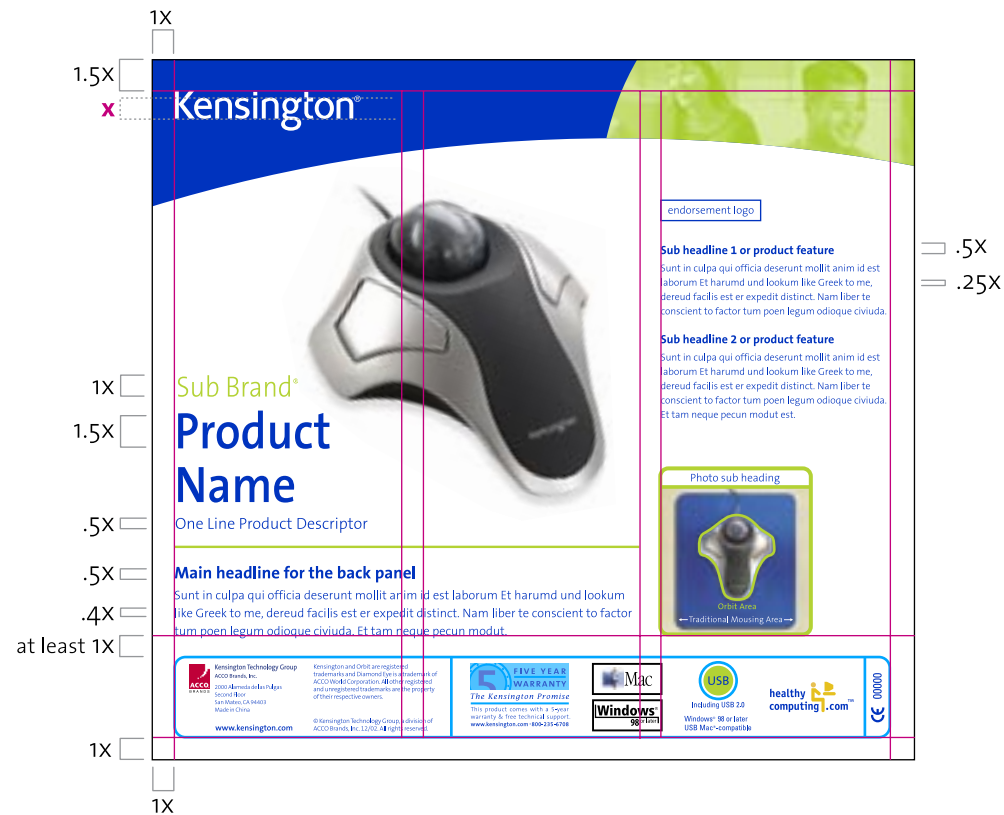
Package Structures

Info Panel

Warranty

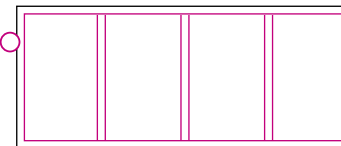
Secondary Logos

x = height of lowercase characters in the Kensington logo



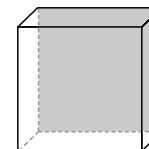
Grid System:

Square back panels use a 3-column grid (see above). Horizontal structures use a 4-column grid (see right).



Back Panel

On back panels, the white and blue arc colors are inverted and the Kensington logo reverses out to white.



Sub Brand: The Sans Kensington Light, horizontally scaled 90%. Cap Height= 1x. Prints Kensington Lime.

Product Name: The Sans Kensington Semi Bold, horizontally scaled 90%. Cap Height= 1.5x. Manually kern all product names if needed. Prints Kensington Blue.

Product Descriptor: The Sans Kensington Light. Cap Height= .5x. Prints Kensington Blue.

Main Headline: The Sans Kensington Bold. Height= .5x. Prints Kensington Blue.

Main Body Copy: The Sans Kensington Light. Height=.4x. Prints Kensington Blue.

Sub Head: The Sans Kensington Bold. Cap Height= .5x. Prints Kensington Blue.

Sub Copy: The Sans Kensington Light. Cap Height= .25x. Prints Kensington Blue.

Photography:

- > Silhouette Photography
- > Product-in-Use Photography

Packaging

Getting Started

Panel Layout Guidelines

Logo Placement

Front

Back

Left

Right

Top and Bottom

Package Structures

Info Panel

Warranty

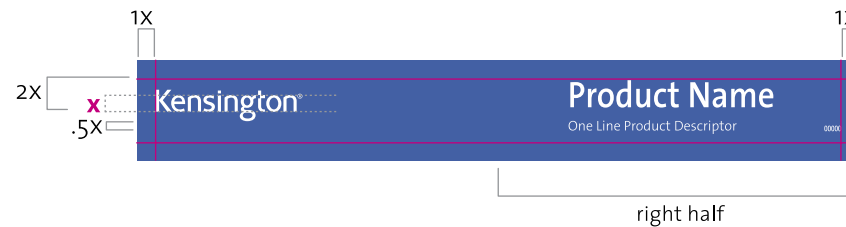
Secondary Logos

x = height of lowercase characters in the Kensington logo



Standard

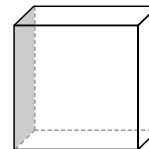
The trademark, Kensington Lime rule, sub brand, product name, and product descriptor should be centered vertically on panel. The trademark is aligned parallel to the shelf.



Alternate

The trademark, product name, and product descriptor should be centered vertically on panel. Also, the product name and product descriptor should be centered horizontally within the right half on the panel.

Left Panel



Sub Brand: The Sans Kensington Light, horizontally scaled 90%. Height= 1.5x. Prints Kensington Lime.

Product Name: The Sans Kensington Semi Bold, horizontally scaled 90%. Cap Height= 2.5x. Manually kern all product names when needed. Prints White.

Product Descriptor:

The Sans Kensington Light. Cap Height= .75x. Prints White.

Product Number: Univers 57 Condensed. Right justified and aligned 1.3x from bottom and right of package. Height= .4x. Prints White.

Product Name: The Sans Kensington Semi Bold, horizontally scaled 90%. Cap Height= 2x. Manually kern all product names when needed. Prints White.

Product Descriptor: The Sans Kensington Light. Cap Height= .5x, Prints White.

Product Number: Univers 57 Condensed. Height=.4x. Baseline aligns with Product Descriptor, right justified, 1x from right of package. Prints White.

Packaging

Getting Started

Panel Layout Guidelines

Logo Placement

Front

Back

Left

Right

Top and Bottom

Package Structures

Info Panel

Warranty

Secondary Logos

x = height of lowercase characters in the Kensington logo



Standard

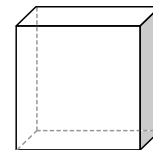
The trademark, white rule, sub brand, product name, product descriptor, and logos should be centered vertically on panel. Background prints Kensington Cyan.



Alternate

The trademark, white rule, product name, and product descriptor should be centered vertically on panel. Background prints Kensington Cyan.

Right Panel



Sub Brand: The Sans Kensington Light, horizontally scaled 90%. Cap Height= 1.5x. Prints White.

Product Name: The Sans Kensington Semi Bold, horizontally scaled 90%. Cap Height= 2.5x. Manually kern all product names when needed. Prints White.

Product Descriptor: The Sans Kensington Light. Cap Height= .75x. Prints White.

Product Number: Univers 57 Condensed. Height= .4x. Aligns 1.3x from bottom and right of package. Prints White.

Product Name: The Sans Kensington Semi Bold, horizontally scaled 90%. Cap Height= 2x. Manually kern all product names when needed. Prints White.

Product Descriptor: The Sans Kensington Light. Cap Height= .5x. Prints White.

Product Number: Univers 57 Condensed. Height= .4x. Baseline aligns with product descriptor, right justified, aligned 1x from right of package. Prints White.

Packaging

Getting Started

Panel Layout Guidelines

Logo Placement

Front

Back

Left

Right

Top and Bottom

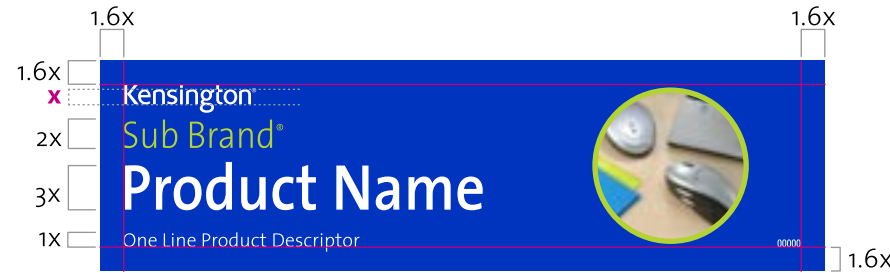
Package Structures

Info Panel

Warranty

Secondary Logos

x = height of lowercase characters in the Kensington logo



Standard

Top panel uses photo in Kensington Lime circle. The sub brand, product name, and product descriptor fall under the trademark.



Alternate

The trademark, product name, and product descriptor should be centered vertically on panel. Also, the product name and product descriptor should be centered horizontally within the right half on the panel.

Sub Brand: The Sans Kensington Light, horizontally scaled 90%. Cap Height= 2x. Prints Kensington Lime.

Product Name: The Sans Kensington Semi Bold, horizontally scaled 90%. Cap Height= 3x. Manually kern all product names when needed. Prints White.

Product Descriptor: The Sans Kensington Light. Size= 1x. Prints White.

Product Number: Univers57 Condensed. Height= .4x. Aligns 1.6x from bottom and right of package. Prints White

Photography:

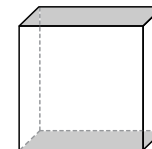
> [Product Photography](#)

Product Name: The Sans Kensington Semi Bold, horizontally scaled 90%. Cap Height= 2x. Prints White. Manually kern all product names when needed.

Product Descriptor: The Sans Kensington Light. Cap Height= .5x. Prints White.

Product Number: Univers 57 Condensed. Height= .4x. Baseline aligns with product descriptor. Product number is aligned 1x from right of package. Prints White.

Top & Bottom Panels



Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Six-Sided Box

Hybrid

Clamshell

Hang Tag

B2B

International

Master Carton

Info Panel

Warranty

Secondary Logos

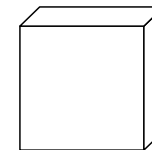
Clipped Product Photography
Part of the product will jut out of 4-color space. The product is clipped and a drop shadow has been added.
> **Product Photography**



UPC Code
The UPC Code is placed on right panel.
> **Right Panel**

Product-in-Use Photography
Front panel uses product-in-use photos in addition to main product photography.
> **Product-in-Use Photography**

Six-Sided Box Panels



Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Six-Sided Box

Hybrid

Clamshell

Hang Tag

B2B

International

Master Carton

Info Panel

Warranty

Secondary Logos

Product Photography

This panel acts as the secondary display panel. If stacked, this panel would become the display panel, therefore, it needs to contain a photo and pertinent product information.

> **Product Photography**



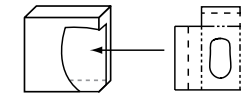
Duotone Imagery

Copy about duotone imagery on front panel.

> **Duotone Imagery**

Clamshell Insert

Duotone image and warranty are printed on the clamshell insert



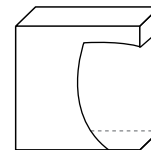
UPC Code

The UPC code is located on the bottom panel for Hybrid packaging. It is centered vertically and right justified.

Diecut/No Diecut

On some back panels, optical mice for example, a diecut is used to reveal the product. Information on the back panel will shift accordingly, following the grid guidelines.

Hybrid Panels



Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Six-Sided Box

Hybrid

Clamshell

Hang Tag

B2B

International

Master Carton

Info Panel

Warranty

Secondary Logos

**Product-in-Use
Photography**
Front panel uses product-in-use photography.
> **Product-in-Use
Photography**

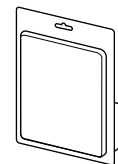
40 mm Well
Clamshells have a 40 mm well on the back panel. The UPC code must not be within the well or it will not scan. In packages with heavy copy, the UPC code may come out of the info panel to avoid the well (see below).



Duotone Imagery
Front panel uses duotone imagery.
> **Duotone Imagery**



Clamshell



Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Six-Sided Box

Hybrid

Clamshell

Hang Tag

B2B

International

Master Carton

Info Panel

Warranty

Secondary Logos

Diagram Illustration

Back panel uses diagram illustrations to reinforce product benefits.

Product Illustrations

Front panel uses line art illustrations to reinforce product benefits.

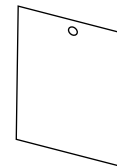


4-Color Photography

Front panel uses 4-color photography similar to a six-sided box. The product juts out of 4-color space and becomes a clipped photo with a drop shadow.

[> Go to Product Photography](#)

Hang Tag



Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Six-Sided Box

Hybrid

Clamshell

Hang Tag

B2B

International

Master Carton

Info Panel

Warranty

Secondary Logos



Business to Business

B2B Packaging is not typically seen by the end user and therefore, does not require the normal in store package design.

There are no images or die cuts and the entire package is printed in one color, Kensington Blue

[> Download B2B Guidelines](#)

Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Six-Sided Box

Hybrid

Clamshell

Hang Tag

B2B

International

Master Carton

Info Panel

Warranty

Secondary Logos

6 Languages

List in the order of: English, French, German, Dutch, Italian, Spanish.

Benefit Statements

The Sans Kensington Light. No words are bolded.

Product Descriptors

The Sans Kensington Light. Bullets are used to separate the various languages.

Legal Copy

Only English and French are required.

Back Panel

Use a 2 column grid.



3 Languages

List in the order of: English, French, and Spanish.



Back Panel

When space allows, a photograph may be aligned at the top of the second column.

International

Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Six-Sided Box

Hybrid

Clamshell

Hang Tag

B2B

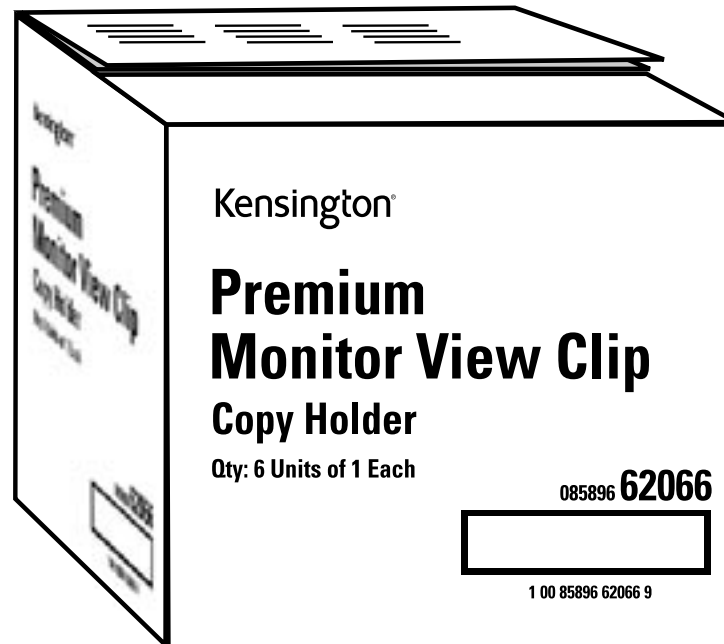
International

Master Carton

Info Panel

Warranty

Secondary Logos



Master Carton

[> Download Master Carton Guidelines](#)

[> Download Healthy Computing Logo](#)

Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Info Panel

Warranty

Secondary Logos

Corporate Section

This section of the panel houses the Kensington address, ACCO logo, copyright, legal info, and website.

Logos / Icons Section

This section houses logos, icons, and third party endorsements.

Product ID Section

Contains the product number, CE icon, and/or UPC code.



Corporate Copy

The Sans Kensington Light and Semi Bold. Left justified. Prints Kensington Blue.

ACCO Logo
> Download

The Kensington Promise

Refer to the Warranty Page of this section to download the appropriate Kensington Promise.
> Go to Warranty Page

Warranty Copy

The Sans Kensington Light and Semi Bold. Left and Right justified. Prints Kensington Blue

Logos

Download third party logos directly from their website.
> apple.com
> microsoft.com

Healthy Computing logo

> Download

Connectivity Icon

Refer to the Secondary Logos page.
> Secondary Logos

Connectivity Copy

Univers 57 Condensed. Left justified. Prints Kensington Blue

Product Number

Univers 57 Condensed. Prints Kensington Blue.

Acceptable Variations:



Information Panel

Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Info Panel

Warranty

Secondary Logos

1 Year Warranty



*The Kensington Promise*SM

2 Year Warranty



*The Kensington Promise*SM

3 Year Warranty



*The Kensington Promise*SM

5 Year Warranty



*The Kensington Promise*SM

Lifetime Warranty



*The Kensington Promise*SM

Acceptable Front Panel Variations:



*The Kensington Promise*SM



*The Kensington Promise*SM



*The Kensington Promise*SM

Acceptable Back Panel Variations:



*The Kensington Promise*SM

This product comes with a 5-year warranty & free technical support.
www.kensington.com
8 0 0 - 2 3 5 - 6 7 0 8



*The Kensington Promise*SM

This product comes with a 5-year warranty & free technical support.
www.kensington.com • 800-235-6708

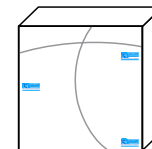
Back Panels: warranty is contained in the Info Panel.

[> Go to Info Panel](#)



Warranty

Kensington Promise is a service mark of ACCO World Corporation. There are three acceptable locations for the warranty on the front panel. The warranty will also be repeated in the Info Panel on the back panel.



- [> Download One Year Warranties](#)
- [> Download Two Year Warranties](#)
- [> Download Three Year Warranties](#)
- [> Download Five Year Warranties](#)
- [> Download Lifetime Warranties](#)

Packaging

Getting Started

Panel Layout Guidelines

Package Structures

Info Panel

Warranty

Secondary Logos



DiamondEye Logo
> [Download](#)

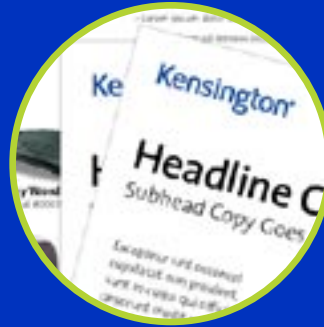


K & Lock Design
> [Download](#)



PS2 & USB Icons
> [Download PS2 Icon](#)
> [Download USB Icon](#)
> [Download PS2/USB Icon](#)

Secondary Logos



Collateral

5.2 Getting Started

Layout Guidelines

- 5.3 Arcs / No Arcs
- 5.4 Layout with Arcs
- 5.5 Layout without Arcs
- 5.6 Sample Grids

5.7 Stationery

- Click to Download
PowerPoint® Templates
- > **Landscape Template**
- > **Portrait Template**

Getting Started

Layout Guidelines

Stationery

Steps to Designing Collateral:

1. Identify the Audience

Is this an internal piece or a promotional item? Is it intended to inform or to sell? Is it a data sheet, price list, brochure or newsletter?

2. Check Specifications

Meet with your printer to select papers and ink colors, and to check costs, printing restrictions and scheduling. Review postal restrictions if this is a direct mail piece.

3. Secure Copy and Photography

Make certain the photography reinforces the written text. Content will determine the length of your piece, whether it is one, two or four pages.

> [Go to Photography Section](#)

> [Go to Typography Section](#)

4. Obtain Third Party Endorsements, Legal Copy and Warranty Information

Approval is often required to use the logos of other companies.

5. Select a Format

Arcs or no arcs? Arcs are to be used on promotional items where the arc elements are allowed to bleed off at least three sides of the piece. Next, select a grid layout that best accommodates your copy and photography.

> [Go to Arcs / No Arcs Section](#)

> [Go to Sample Grids Page](#)

6. Compose the Layout

A simple layout will keep your information organized and create a fresh, approachable appearance. Avoid unnecessary decoration. Align type and artwork with the vertical lines of the grid. Keep headlines short, copy well-ordered and use lots of white space.

> [Go to Layout Guidelines Section](#)

Collateral

Getting Started

Layout Guidelines

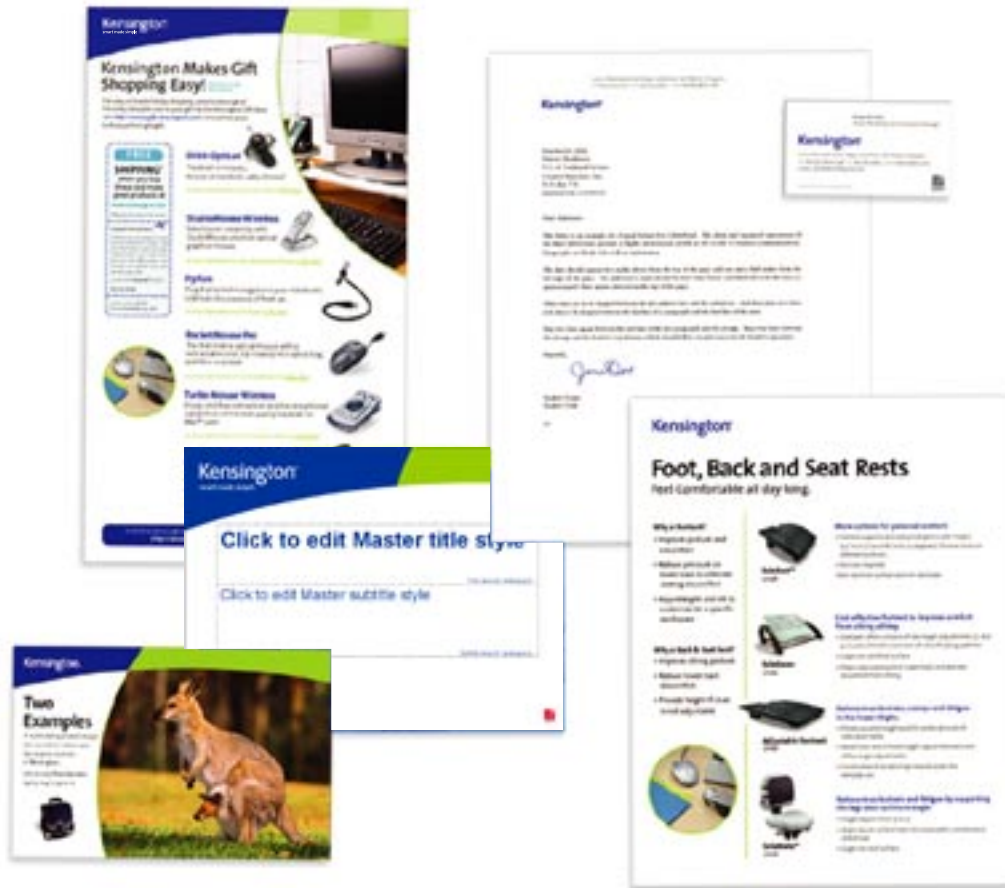
Arcs / No Arcs

Layout with Arcs

Layout without Arcs

Sample Grids

Stationery



Arcs / No Arcs

The Kensington Arcs are a secondary identity element. Use of the Arcs is not required. The Arcs lend themselves best to promotional applications such as direct mail and sales brochures. The Arcs must always bleed off the sides of the application.

Use of the arcs may not be appropriate for identity materials such as stationery and business cards, or in dense informational items such as financial statements, where a more austere image is desired.

Collateral

Getting Started

Layout Guidelines

Arcs / No Arcs

Layout with Arcs

Layout without Arcs

Sample Grids

Stationery

The Kensington Logo

should be placed in the top left corner. See the Color Formulas page for Kensington Process Blue when Pantone® colors are not available.

> [Go to Trademark Section](#)

The Kensington Arc

helps to separate the image area from the copy area. The lime green trapezoid imagery is an extension of the scene below.

> [Go to Arcs Section](#)



Environmental Photography

Environmental or promotional photography is bound by the arcs. Photography continues underneath the green portion of the arc, where it becomes a duotone.

> [Go To Photography Section](#)

Copy

Headline copy should be in The Sans Kensington Semi Bold, in Kensington Dark Grey. Body copy is in The Sans Kensington Semi Light, in Kensington Light Grey. All copy is aligned with the Kensington logo, left justified.

> [Go to Typography Section](#)

Product Photography

Images of products where possible are silhouetted on a white background with a drop shadow to add dimension.

> [Go to Photography Section](#)

Layout with Arcs

Arcs are recommended for advertising, signage and direct mail.

Collateral

Getting Started

Layout Guidelines

Arcs / No Arcs

Layout with Arcs

Layout without Arcs

Sample Grids

Stationery



Environmental Photography

When not using arcs, environmental photography should be contained within a circle or a round cornered box or should bleed off the page.

> [Go to Photography Section](#)

Copy

Headline: copy should be in The Sans Kensington Semi Bold, in Kensington Dark Grey.

Body: copy is in The Sans Kensington Semi Light, in Kensington Light Grey. All copy is left justified.

> [Go to Typography Section](#)

Product Photography

Images of products where possible are silhouetted on a white background with a drop shadow to add dimension.

> [Go to Photography Section](#)

The Kensington Logo

Place in the top left corner when possible. The only other acceptable location for the logo is the lower right corner. This placement may be desirable for advertisements or direct mail pieces.

> [Go to Trademark Section](#)

Layout without Arcs

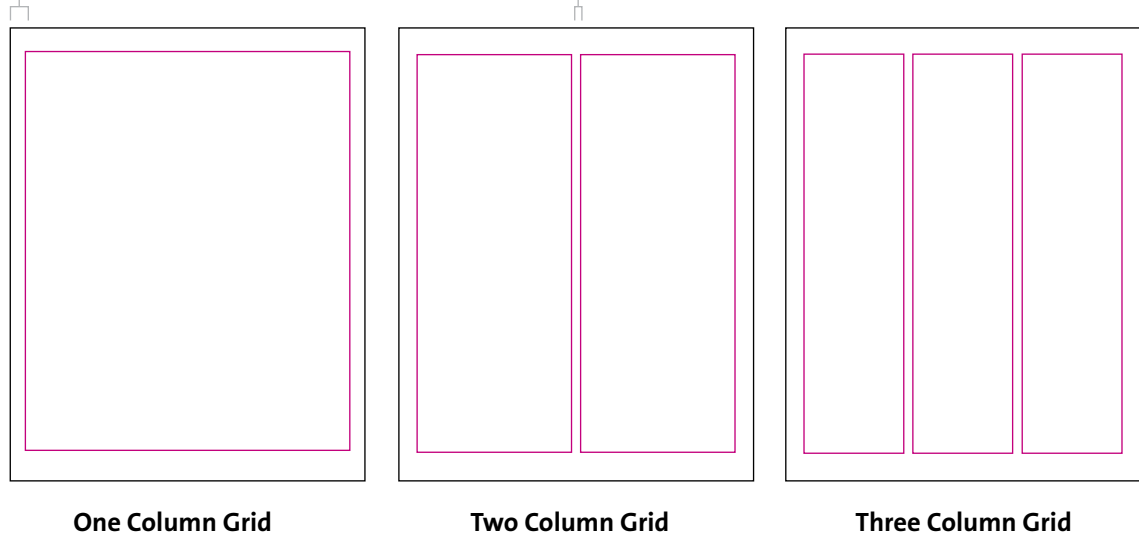
Arcs are NOT recommended for in-house mailings or printed pieces where bleeds are impossible.

Margin

The margin refers to the space left around the perimeter of a page. Often the top and bottom margins are wider than the side margins. Margins should be a minimum of .25 inches.

Gutter

A gutter is the space between 2 columns to prevent the copy from running too close together. Gutters should be a minimum of .375 inches wide.



Using a Grid

A two or three column grid will maintain a simple, organized layout that is inviting to the reader. Use the vertical grid lines to align your type, photographs and other artwork. Maintain adequate margins and white space so your information is easy to read.

Above are examples of one, two and three column grids. These can be sub-divided to accommodate more complex layouts. For example, a two column grid can be changed to a four column grid by dividing the columns in half.



Stationery

When typing correspondence, use Sabon typeface 9 point with 13 point leading and double spaced paragraph breaks.

To order fonts, contact:
systems_supportsKTG@kensington.com

Kensington Technology Group
ACCO Brands, Inc.

2000 Alameda de las Pulgas
Second Floor
San Mateo, CA 94403

www.kensington.com

Kensington is a registered trademark of ACCO World Corporation. All other registered and unregistered trademarks are the property of their respective owners.

© 2003 Kensington Technology Group,
a division of ACCO Brands, Inc.
All rights reserved.

