

style version 11 - 2012 guide

CLARK+
KENSINGTON™

How to use this guide

This style guide will help you create communication and design materials related to the Ace Clark+Kensington™ line of premium paint. The guidelines within this document should provide you with the tools you need to create a compelling and consistent messaging and visual identity that is both effective and on-brand. Many of the elements in this document are common-sense design guidelines, while some of the concepts are more specific and exclusive to the C+K brand. Our goal is to remove any of the functional questions you might have and let you focus on creating highly-effective communications that meet the goals of your project.

Version info.

Please use this style guide until further notice by Ace. Ace can update style guide at any time, at their discretion.

Who to contact with questions (about this style guide):

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1 Clark+Kensington: Why

The Clark+Kensington brand manifesto 05

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Clark+Kensington brand manifesto

We believe that bringing a little color
into your life shouldn't be

worrisome
or daunting
or something that doesn't result
in pure delight
each time you walk into that room.

We think that you deserve style,
and you deserve value
and not just one or the other.

But most of all,
we know that after 82 years
we've learned a few things about paint;
and we just can't wait to start helping
folks like you.

Our commitment
to helping our neighbors
began in 1929 in a little store on Clark St. ...
and today, that same commitment
lives on Kensington Ct.,

on main street
on your street
in your home
on your walls.

We are Clark+Kensington

and you'll only find us at
the Helpful Place.

Clark+Kensington's brand manifesto functions like a roadmap. In an inspirational narrative, it delineates where we have been and where we are headed. Its purpose is to help each of us to stay true to our mission. Our brand manifesto is meant only to frame our work, not be our work. Please resist any temptation to share it with an external audience verbatim.





Brand attributes

These brand attributes for Clark+Kensington may never find their way directly into an ad as text, instead they serve as a guide to how the brand should “feel” and what we stand for.

clever
craftsmanship
familiar
guidance
fresh
bright+colorful
insight
performance
options
contemporary
inspiration
reassurance
validation
approachable
trustworthy
smarter
bold
suprising value
exactly what I need
clear
inclusive
road map
dark+premium



CLARK+ KENSINGTON™

how we say hello...

We have decades of paint know-how - but we're not old-fashioned and tired

We're a breath of freshness, vibrance,
and accessible design verve - without being decor snobs
or for the fortunate few

We're inspired by the whole world - but meaningful in your home town

We bring color, design and joy
to everyone - yet we never feel mass market

Mini-mood board

Images should look genuine, premium and inspirational.

Choosing the right image to communicate Clark+Kensington plays a key role in communicating our brand. Images should look genuine, premium and inspirational. Avoid setting up situations that feel contrived or busy. For first resource, use pre-approved images on Ace Brand Place.



2 Logo and product usage

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The Clark+Kensington logo

The Clark+Kensington logo was created to be simple, bold, design-inspired, and evocative of a premium experience. The plus symbol is a key element that is both graphic and also relates to key brand attributes.

(learn more on page 13 and 14)

CLARK+
KENSINGTON™
PAINT + PRIMER IN ONE

Logo composition and safe areas

It is important that the logo have proper space apart from other graphic elements so that the visual brand identity stays intact. Below are guidelines for proper clear space.

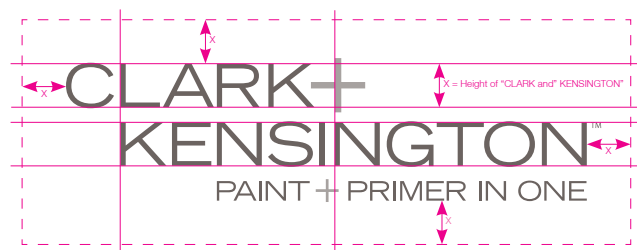
Standard logo



MINIMUM CLEAR SPACE AREA

Our logo needs its personal space. Allow about as much space around the logo as the height of the letters "CLARK" and "KENSINGTON".

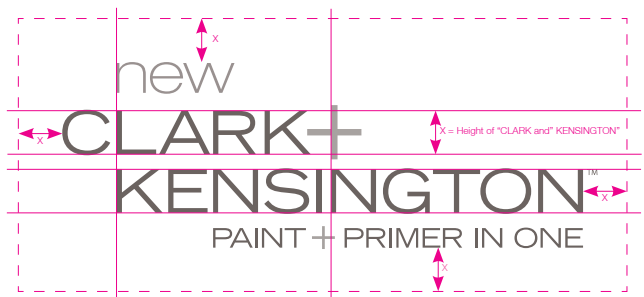
Logo with PP1 lockup



PAINT+PRIMER IN ONE - lockup

See page 12 for instructions on when to use the logo that has "paint+primer in one" underneath it.

Logo with "new" callout PP1 lockup



NEW - lockup

The word "new" may be added above the Clark+Kensington logo until further notice.

Using the logo only vs. logo with paint+primer lockup

Standard logo

CLARK+
KENSINGTON™

vs.

Logo with PP1 lockup

CLARK+
KENSINGTON™
PAINT + PRIMER IN ONE

The Clark+Kensington brand is brought to life in part through the products that bear the Clark+Kensington name. The launch and “hero” product for C+K is Clark+Kensington paint+primer in one. Use logo with paint+primer in one lockup in any communication in which paint+primer in one is the primary message.

Use the Standard Logo in any communication in which there is a general brand message.

Note: the above guideline sets the standard moving forward. Some early Clark+Kensington materials already designed to date aligned with this guideline.

Logo colors

Any of the following logo color variations may be used, as long as the following rules are followed:

1. If there is a key C+K product highlighted in the communication, match the color of the plus in the C+K logo with the same color of the hero product. For reference on product colors, see page 20.
2. Alternatively to rule #1, the C+K grey logo may be used anywhere at any time for any communication.
3. If multiple C+K products are used in the communication, the C+K logo may match any of the products used.

	C+K grey	PANTONE: Cool Gray 7 C C=0 M=0 Y=0 K=37	CLARK+ KENSINGTON™
	C+K green	PANTONE: 368 C C=57 M=0 Y=100 K=42	CLARK+ KENSINGTON™
	C+K yellow	PANTONE: 107 C C=0 M=4 Y=79 K=0	CLARK+ KENSINGTON™
	C+K blue	PANTONE: 306 C C=75 M=0 Y=7 K=0	CLARK+ KENSINGTON™
	C+K red	PANTONE: 185 C C=0 M=91 Y=76 K=0	CLARK+ KENSINGTON™
	C+K purple	PANTONE: 253 C C=43 M=95 Y=0 K=0	CLARK+ KENSINGTON™
	C+K turquoise	PANTONE: 319 C C=52 M=0 Y=19 K=0	CLARK+ KENSINGTON™
	C+K orange	PANTONE: 137 C C=0 M=35 Y=90 K=0	CLARK+ KENSINGTON™

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KENSINGTON™

Example color matching

The following examples show the usage rules in action.

The C+K logo color matches
hero can color.



The C+K logo color matches
hero can color.



The C+K logo color is grey,
which may be used with any
can in any communication at
any time.



The C+K logo matches one of
the products used in the layout.



Paint+primer in one headline

The paint+primer in one lockup may be used whenever this element is desired to communicate a leading benefit of many C+K products. The plus sign in paint+primer in one should match the color of the C+K logo used on the layout. The plus may also be white if it overlays on a colored backdrop. NEVER CHANGE THE RELATIVE SPACE BETWEEN WORDS AND THE PLUS SIGN.

Three line lockup for use within tall and narrow copy spaces.



Two line lockup for use within long and wide copy spaces.



Examples of what not to do

Any materials that use CLARK+KENSINGTON logos or trademarks require review and approval by the ACE Brand Integrity Department. Only use the logo provided; do not attempt to create your own version of the logo by changing the shape or content.

The only exception for alteration is in the “+” color, depending on what background it’s on.



DO NOT make the logo transparent.



DO NOT use the logo at an angle.



DO NOT crop logo.



DO NOT stretch the logo vertically.



DO NOT stretch the logo horizontally.



DO NOT use any other color scheme for the logo.



DO NOT use the logo within a sentence.



DO NOT take the logo out of its correct stacked configuration.



DO NOT blur the logo.



DO NOT add a drop shadow to the logo.



DO NOT place the logo on a background that doesn't provide enough contrast.



DO NOT place the logo on a background that doesn't provide enough contrast for the “+”.



DO NOT place the logo on part of background that would cut the logo in pieces.



DO NOT place the logo on a busy background.



DO NOT place the logo in a tightly-cropped container.

Product design overview

The Clark+Kensington packaging was designed to be fresh, colorful, helpful, and both contemporary and classic. The color system was created to make selection in a retail environment easy, fast and accurate.

- Interior cans have a black background on the top of the can.
- Exterior cans have a white background on the top of the can.
- Each sheen is color coded with the system below, regardless if it is for interior or exterior.

INTERIOR



• Flat enamel



• Flat (non-glare)



• Eggshell enamel



• Satin enamel



• Semi-gloss enamel



• Ceiling flat

EXTERIOR



• Semi-gloss enamel



• Flat enamel



• Satin enamel

How to display products

Include instructions on clear space around cans, and tell them that when using multiple cans they must have some sort of space between them and not be edge to edge. Avoid crowding products too close to each other or moving them too far apart.



DO NOT space can cuts too far apart.



DO NOT space can cuts too close together.

3 Primary palette

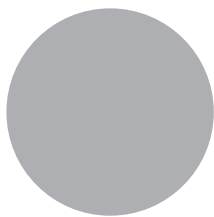
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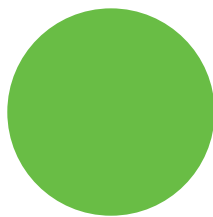
Headline colors 22



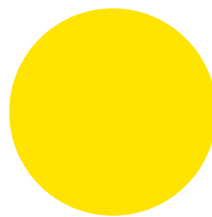
Clark+Kensington palettes



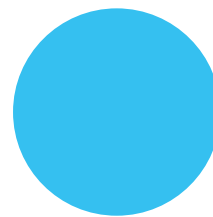
C+K grey
PANTONE: Cool Gray 7 C
C=0
M=0
Y=0
K=37



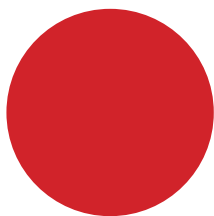
C+K green
PANTONE: 368 C
C=57
M=0
Y=100
K=42



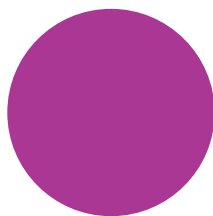
C+K yellow
PANTONE: 107 C
C=0
M=4
Y=79
K=0



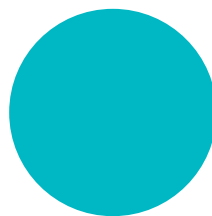
C+K blue
PANTONE: 306 C
C=75
M=0
Y=7
K=0



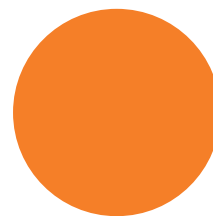
C+K red
PANTONE: 185 C
C=0
M=91
Y=76
K=0



C+K purple
PANTONE: 253 C
C=43
M=95
Y=0
K=0



C+K turquoise
PANTONE: 319 C
C=52
M=0
Y=19
K=0



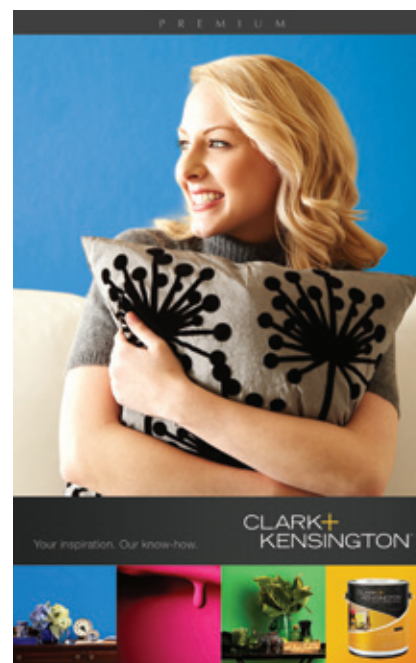
C+K orange
PANTONE: 137 C
C=0
M=35
Y=90
K=0

Color use

Here are some examples of how the color palette is brought to life within layouts. Overall, darker layouts using the Clark+Kensington background pattern (see page 35) are preferred, using “pops” of color from the Clark+Kensington palette.



Generally, cans are placed over areas of color or part of a grid that shares the same color as the can itself.



Headline colors

The Clark +Kensington packaging was designed to be fresh, colorful, helpful, and both contemporary and classic. The color system was created to make selection in a retail environment easy, fast and accurate.

- 1 - If the C+K dark patterned background is used, the headline should ideally be white.
- 2 - Avoid headlines of any sort over complex areas of photographs.



4 Fonts and typography

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Fonts we use

Typography is a subtle but significant detail that communicates Clark+Kensington's personality. Consider it almost as you would a tone of voice, a means of expression that gives added meaning to our words. Clark+Kensington's primary typeface is warm, yet modern and aptly reflects our brand.

Use for headlines and large type.

Use italics in headlines sparingly and only when necessary.

HelveticaNeue LT 33 ThinEx

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Use for subheads,
body copy and other
smaller type.

HelveticaNeue LT 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Use for subheads,
body copy and other
smaller type.
Use when the light version of
this font is not readable.

HelveticaNeue LT 33 ThinEx

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Use in very limited circum-
stances as bulleted type when
indicating product benefits or
premium quality aspects of
C+K. Never use as headline,
subhead or body copy.

Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The preferred Microsoft-compatible
font for documents including
Powerpoint presentations.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Upper and lower case

Clark+Kensington is an accessible, warm, friendly brand that still has a premium look. Use lower case when creating large headlines or large type. This creates a conversational, approachable feel for your message. Sub headlines, body copy and bullets should follow standard grammatical capitalization structures.



beauty+
harmony

New Clark+Kensington™ paint+primer in one makes it easy to find colors you love. With designer-inspired palettes that work seamlessly together, it's easy to create your own beautiful space.

CLARK+
KENSINGTON
PAINT + PRIMER IN ONE

Your inspiration. Our know-how.

SUPER PREMIUM QUALITY • EXCEPTIONAL COVERAGE • LIFETIME WARRANTY

Klingbell
ACE
Lumber
& Building Supply

TEL 310-363-8888
1234 Anytown Blvd.
Anytown, CA 90210
M-F 7:00am-6pm
Sat 8am-5pm, Sun 9am-5pm
KlingbellAcehardware.com

- wide selection of paint and painting supplies
- helpful staff with experts in painting
- convenient location close to town

Exclusively at
ACE
The helpful place.



curb appeal
without the
peel.

New super premium Clark+Kensington™ paint+primer in one makes it easy to add color outside that lasts and lasts.

CLARK+
KENSINGTON
PAINT + PRIMER IN ONE

Your inspiration. Our know-how.

SUPER PREMIUM QUALITY • EXCEPTIONAL COVERAGE • LIFETIME WARRANTY

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TEL 310-363-8888
1234 Anytown Blvd.
Anytown, CA 90210
M-F 7:00am-6pm
Sat 8am-5pm, Sun 9am-5pm
KlingbellAcehardware.com

- wide selection of paint and painting supplies
- helpful staff with experts in painting
- convenient location close to town

Exclusively at
ACE
The helpful place.

Use within copy and copy tonality

Body copy:

- Within body copy, the brand is always referenced as Clark+Kensington. There should be no space between the plus sign and the “k” in Clark and the “k” in Kensington.
- The first use of Clark+Kensington within body copy should include the registered trademark placed as Clark+Kensington™.
- When referencing the product formulation including paint+primer in one, the copy should read paint+primer in one, in lower case and with no space preceding or following the plus sign.
- Plus signs should not be used within body copy, except within Clark+Kensington and paint+primer in one, unless the plus sign is part of a technical specification.
- Internal, non-consumer facing Ace communications may shorten Clark+Kensington to C+K, as you have seen throughout this guide.
- Consumer facing communications should never reference the brand as C+K.

Copy tonality:

Clark+Kensington messaging within copy should be conversational, smart, helpful, confident, friendly and direct. While some technical language is sometimes unavoidable, in general, Clark+Kensington communications should strive to be written in language that is understandable to consumers and not overly technical. Avoid terms that consumers may not understand in favor of more plain-English descriptions that highlight benefits and reasons to buy.

5 Clark+Kensington messaging

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For the initial launch of Clark+Kensington, there are several messages that, when used consistently, can be clear, compelling and relevant to our consumers. View the following messages as a menu of items that can be combined together to create communications for a wide range of needs, or used individually in specific scenarios.

Brandwide tagline

Your inspiration. Our know-how.SM

Can be used as a headline or tagline near the Clark+Kensington logo or separated. If used as a tagline, it should be smaller than the Clark+Kensington logo. Please see page 25 of this styleguide.

General brand messages

Headline:

smart+stunning

Headline:

fast+fantastic

Headline:

simple.smart.beautiful

Body copy:

New super premium Clark+Kensington™ paint+primer in one gives you a beautiful finish, faster - whether you're painting inside or outside.

Décor and design messages

Paired with the right décor imagery, these messages help reinforce the fact that C+K is a décor-inspired paint destination.

Headline:

beauty+harmony

Headline:

it's the perfect time for a fresh look.

Headline:

colors that harmonize, beauty that lasts.TM

Body copy:

New Clark+Kensington™ paint+primer in one makes it easy to find colors you love. With designer-inspired palettes that work seamlessly together, it's easy to create your own beautiful space.

General exterior messages

Headline:

curb appeal without the peel.

Body copy:

New super premium Clark+Kensington™ paint+primer in one makes it easy to add color outside that lasts and lasts.

Headline:

paint that outsmarts nature.

Headline:

fresher. longer.

Body copy:

New super premium Clark+Kensington™ paint+primer in one has advanced features to outsmart fading, peeling, mildew and algae—so you can add color outside that lasts and lasts.

General interior messages

Headline:

“wow” has never been easier.

Body copy:

Experience beautiful coverage in half the time with new Clark+Kensington™ paint+primer in one.

Headline:

fresh+lively

Body copy:

Transform your space in half the time with new super-premium Clark+Kensington™ paint+primer in one.

Headline:

finish painting.
start living.

Body copy:

Transform your space in half the time with new super-premium Clark +Kensington™ paint+primer in one.

Functional product benefit messages

Supportive text only - should be treated with a smaller typeface in an ad.

INTERIOR

Excellent Coverage.

Delivers more hiding power than ordinary paints.

Feels Ultra Smooth.

Levels out the ridges and valleys left behind by brushes and rollers.

Cleans Easily.

Forms a stain resistant barrier that keeps your home looking fresh.

Reduces Sticking.

Makes opening a window or door after painting a breeze.

EXTERIOR

Resists Peeling and Cracking.

Gets a good grip by bonding better to properly prepared surfaces.

Resists Stains and Dirt.

Makes keeping your home's curb appeal much easier.

Resists Mold, Mildew and Algae.

Triple-guard protection inhibits the growth of unsightly discoloration.

Can be Applied in Temps as Low as 35°F.

Cold weather application extends the traditional painting season considerably.

Seasonal messages

Paint has seasonality — but we can inspire folks to look to Clark+Kensington year round.

SPRING / SUMMER

Headline:

fresh+lively

Tagline:

Celebrate spring and add a lively new look to your space.

Headline:

summer+color

Tagline:

Add some color to your life easily, and get back to enjoying summer — sooner.

AUTUMN / WINTER

Headline:

cozy+comfy

Tagline:

Warm up your space with a new look that invites lingering.

Headline:

new year+new color

Tagline:

Give your wall color a new year's resolution.

Summary

Ultimately, these messages are to serve as a guide as Clark+Kensington enters the market and becomes a cornerstone of the refreshed, reimagined Ace Paint Experience. Look for more messages as the brand lifecycle continues.

5 Brand cues

The plus sign: what it means and how to use it 33

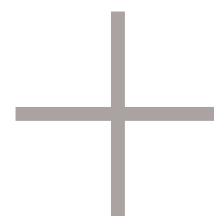
Layout cues 34

Patterned background 35



The plus sign: what it means and how to use it

The plus sign is a key part of the Clark+Kensington logo, but it also stands for something significantly larger than just a graphic element. Clark+Kensington joins together many concepts—modern and classic, style and function, affordability and premium and more. So, the plus serves as both a graphic and conceptual link to represent the connection of two things made possible by the Clark+Kensington experience.



Guidelines for use of the plus sign:

- Ideally, limit the graphic plus sign to use in large headlines and don't overuse the plus sign.
- Within a layout, the plus sign may be any color from the C+K palette, including white.
- In most cases the color of any large graphic plus sign should match the color of the plus sign used within the Clark+Kensington logo within a given layout.
- Within body copy, only the following elements may include a plus sign (more information on body copy is available on page 26)
 - "paint+primer in one"
 - "Clark+Kensington"
 - "C+K"



Avoid over use of the plus sign.

Layout cues

The Clark+Kensington brand is manifested in design with a crisp, linear look and feel.

In general,

- When using can cuts within a color block that color block should match the color of the can cut it features.
- Ideally, try and avoid two of the same or similar color blocks being placed, directly touching one another.

Use a more linear design approach and avoid elements that create a “freeform” or “flowing” design style—keep it clean, linear and simple.

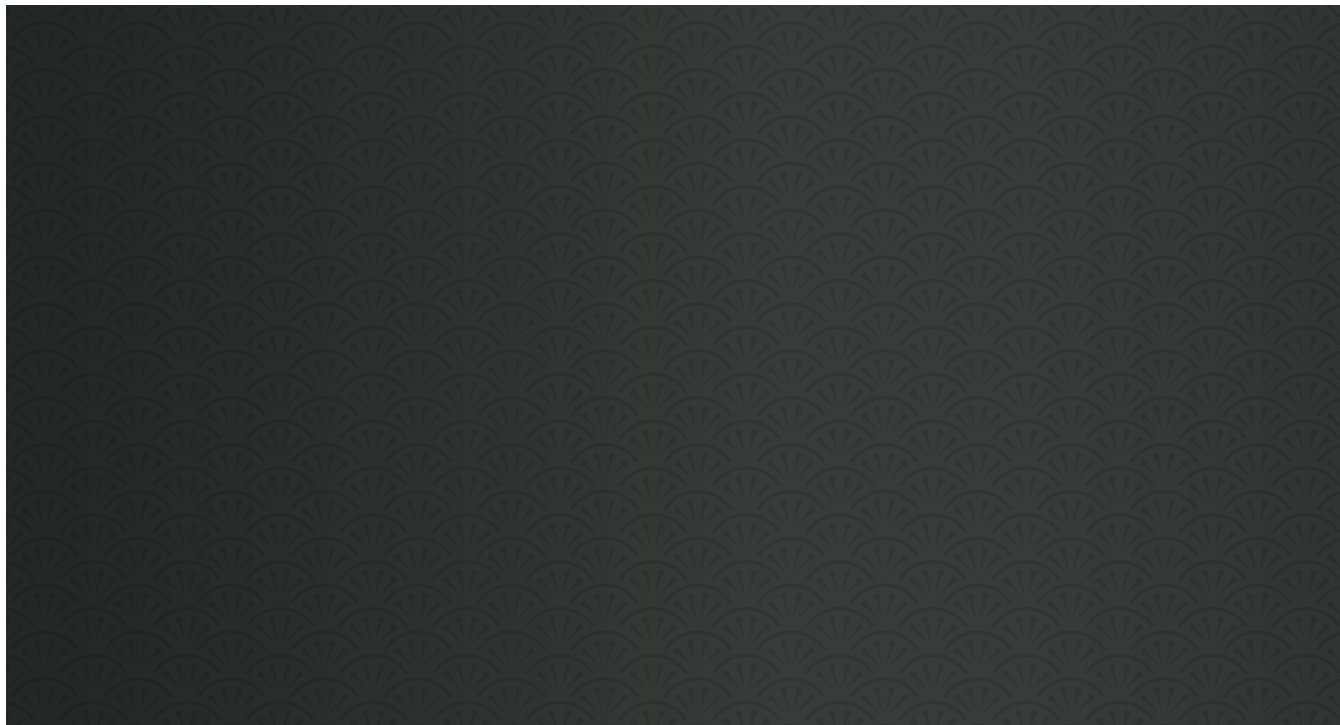
The advertisement features a dark grey background with a repeating fan-like pattern. At the top, the text 'new CLARK+ KENSINGTON™ PAINT + PRIMER IN ONE' is displayed in white and blue. Below this, a horizontal strip of seven images is shown: a blue surface with flowers, a pink paint drip, a blue paint can, a yellow chair, a woman holding a patterned pillow, a green wall with a plant, and an orange paint can. At the bottom, the text 'Superior coverage in half the time' is written in white.

Patterned background

A major visual aspect of the visual brand identity is the C+K patterned background. This background creates a rich, premium, décor-inspired cue and allows bright pops from the color palette to create interest and vibrance.

Guidelines for using the dark patterned background:

- only large headlines should use color from the C+K palette.
- all other type should be reversed out of white.
- ensure that the pattern repeat is not larger than the average word-size of the body copy.



6 Photography

Importance and logic of the tableau 37

Approved imagery 38



Importance and logic of the tableau

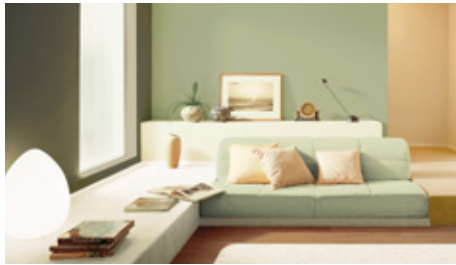
Color is only the beginning of the story. Clark+Kensington is as much about color as it is about the moments that color creates—the feeling, the mood, the experiences in life that occur in the spaces we love to live in the most. Clark+Kensington delivers a wide range of design-inspired colors and so much more. We create spaces, both inside and out, that allow personal expression of décor and design creating moments of delight.

It is these moments that are captured in “tableau” brand photography. Tableau means many things, including “vivid graphic description”, “a striking incidental scene” or an arrangement.

For C+K, the tableau is a vivid moment against a Clark+Kensington color on or near a wall. The moment can be a table-top display of personal style, or a moment shared between people. Inherently, the tableau is always rich in lifestyle cues that convey decor, design, and a contemporary and fresh outlook on living in the moment.



Approved imagery





Notes:

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KENSINGTON™