

Kensington®

SmartFit™ Logo Style Guide



These guidelines are crafted to help you seamlessly and consistently integrate our updated SmartFit™ logo and hand chart into all your communications, ensuring uniformity across global platforms. Whether you're designing marketing materials, crafting digital content, or preparing corporate presentations, these instructions will assist you in using our logos and icons with precision and intent.



SmartFit™ Logo & Hand Chart Use

General Notes:

- SmartFit goes from SmartFit® to SmartFit™
- Going forward: “SmartFit™” not “SmartFit™ System”
- Approved Tagline: SmartFit™ – Comfort Made Easy

Find your SmartFit™ size

Yellow	XL
Red	L
Blue	M
Green	S

1. Place your palm on the line

2. Align middle finger

Kensington®

The SmartFit™ Logo Transition

Logo refresh:

- Update and relaunch the SmartFit™ story
- Differentiated positioning
- Modernize branding; introduce new logo
- Current SmartFit branding only applies to products that can be adjusted—expanding SmartFit to Input devices based on the ideal hand size for each product.

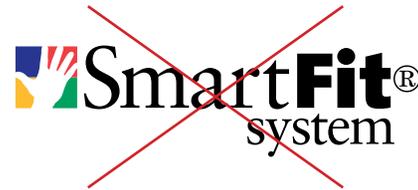
Messaging:

- Business buyer: Provide flexible ergonomic workspaces to hybrid & in office workers
- End use: Purchase with confidence

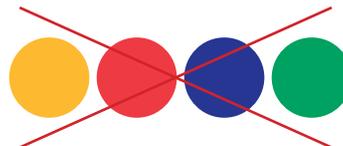
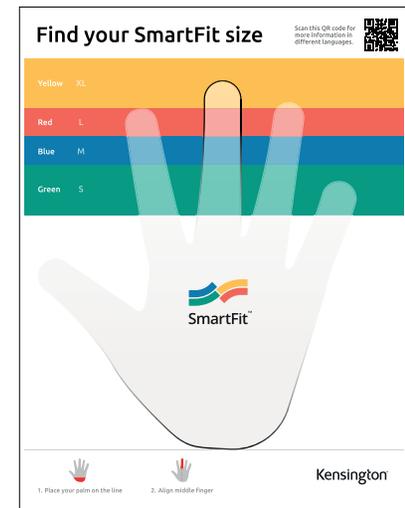
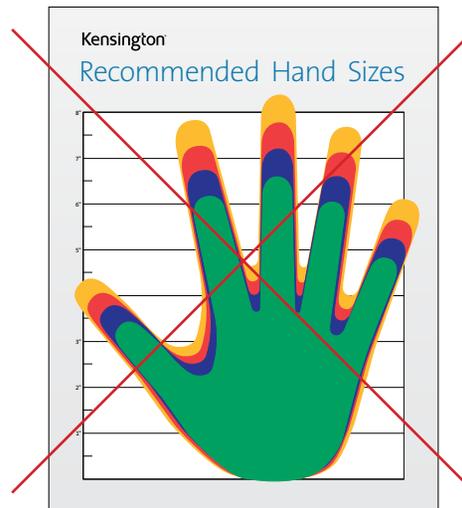
Colors:

- Color have been refined to more closely match the Kensington corporate brand guidelines.
- The SmartFit colors should not be used for anything outside of SmartFit sizing.

2005



2024



SmartFit Logomark

The SmartFit logo signifies the new generation of SmartFit products geared towards comfort and ergonomics.

Logomark Structure

In the Logo structure, the X size is represented by the thickness of each element within the logo symbol. This measurement structures the logo, and it constitutes the distance from the typeface.

Logomark Safe space

Always apply safe space guidelines whenever the SmartFit logo is used.



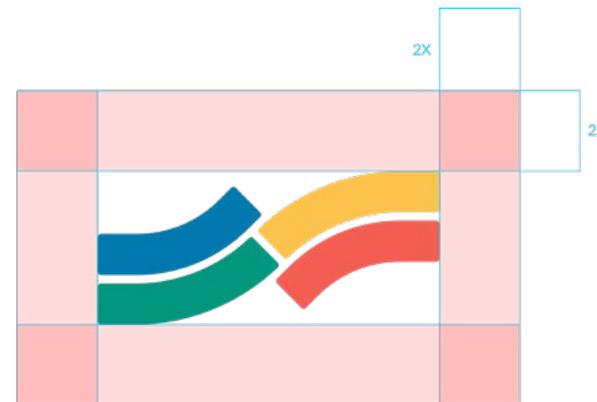
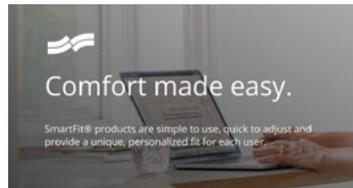
SmartFit™



SmartFit Reduced Logo

The reduced SmartFit logo can be used in appropriate instances as follows:

- When the the logotype needs to be placed on a wide and horizontal space.
- When the logotype is used in a very small size
- When the logotype is used within tags (example below) on the website and therefore needs to have small size.
- When the full version of the logo (with the logomark and the logotype) already exists on the page, this reduced version acts as a secondary reference.



Reduced Logo – Safe space

Always apply safe space guidelines whenever the reduced version of the SmartFit logo is used.

Logo Assets

The SmartFit logo signifies the new generation of SmartFit products geared towards comfort and ergonomics.

These are the approved versions of the logo.

- ▶ [Download PNG logos](#)
- ▶ [Download SVG \(vector\) logos](#)



Logo Do's and Don'ts

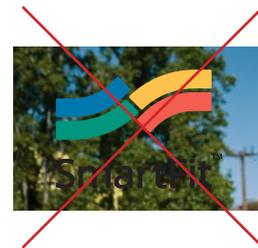
It's important to be consistent and respectful of the logo. Please follow these guidelines and use common sense when implementing the SmartFit logo into your projects.

Sizing

- Place in a visible location so the user can easily read SmartFit and that is not too large or too small to detract from the design of the asset.

Use

- Do not modify, warp, flip, or edit the SmartFit logo.
- Do not remove the TM.
- Do not position SmartFit logo on similar color backgrounds (especially colors that are close to the SmartFit logo, like blue, green, yellow, or red).
- Always use approved logo asset files.
- Apply logo directly on background. Avoid using it inside a container shape.



Logo Sizing

It's important to be consistent and respectful of the logo. Please follow these guidelines and use common sense when implementing the SmartFit logo into your projects.

In certain situations the registered trademark will need to be enlarged to ensure legibility, thereby effectively legally protecting the mark. Use one of the preset Kensington logotypes with registered mark, based on the size you need.

Kensington Digital logo - Maximum size - 433x255 px (Main visual on a page section)



Kensington Digital logo - minimum size - 32x18 px (e.g. Section labels)

Kensington Master logo - Larger than 2,5 in. size (63.5 mm) - banners, posters, signage



2.5 in. to 1.25 in. size (63.5 mm to 31.75 mm)



0.75 in. to 1.25 in. size (19.05 mm to 31.75 mm)



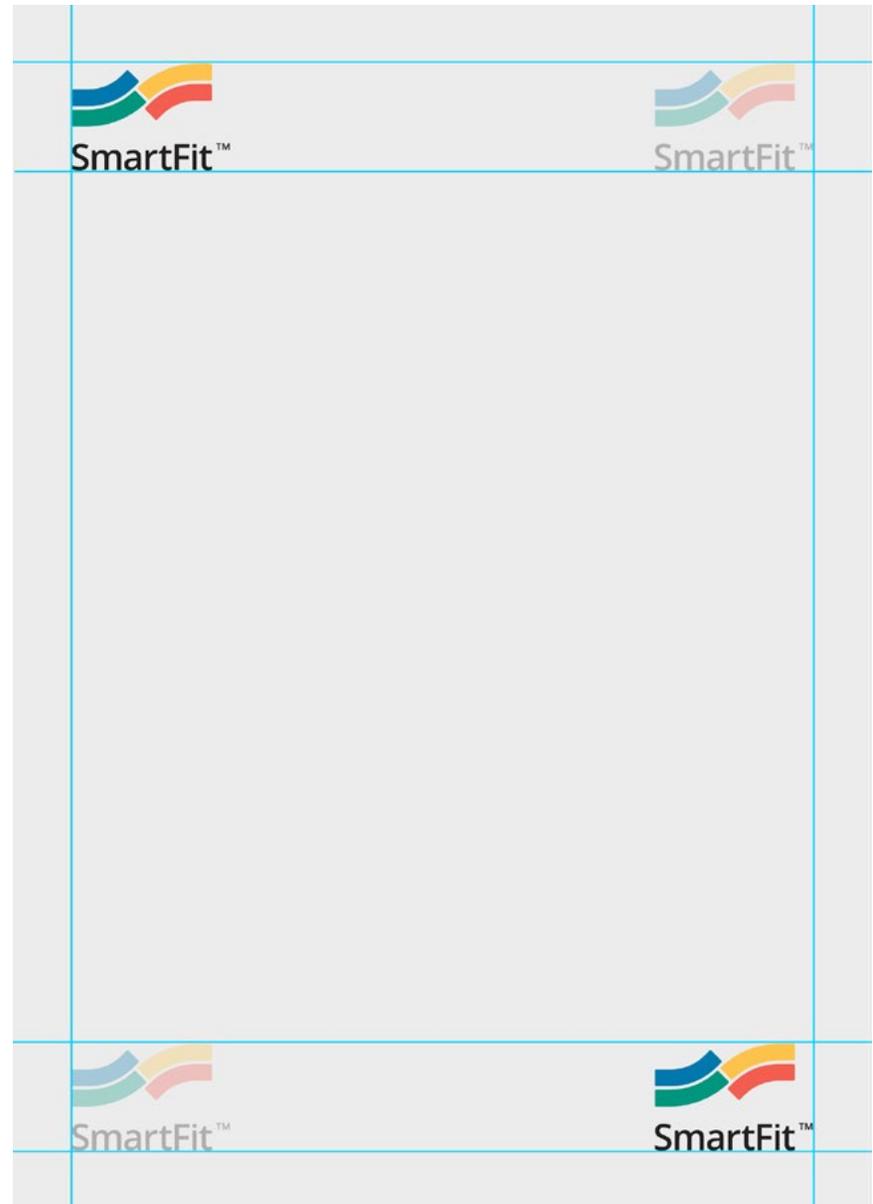
0.75 in. and below size (19.05 mm)



Logo Positioning

The shape of the SmartFit logotype allows it to be easily placed in all four corners of any layout.

It would be preferable to use the logotype at the beginning or at the end of the reading path.



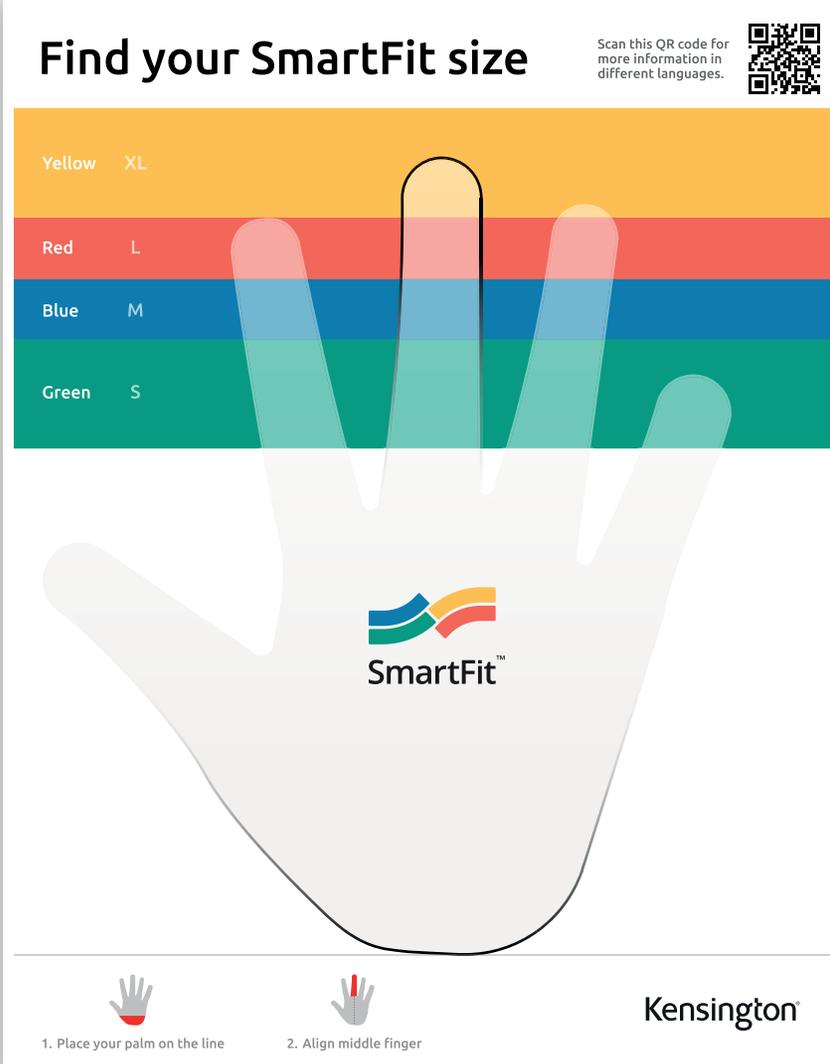
Color Usage

RGB 0, 120, 174 HEX #0078AE CMYK 85.5, 42.9, 12.5, 1.2 PMS 307 C	RGB 244, 94, 81 HEX #F45E51 CMYK 0, 74.7, 63.5, 0 PMS 7416 C	RGB 35, 31, 32 HEX #231F20 CMYK PMS
RGB 1, 150, 126 HEX #01967E CMYK 81.5, 15.9, 58.6, 2.1 PMS 3285 C	RGB 254, 195, 76 HEX #FEC34C CMYK 0, 27.1, 77.2, 0 PMS 135 C	RGB 250, 250, 250 HEX #FFFFFF CMYK PMS

Hand chart

The hand chart should be displayed at full size to allow the user to correctly measure their SmartFit size. Please download the appropriate regional paper size below.

- ▶ [Download Letter-sized PDF](#)
- ▶ [Download A4-sized PDF](#)



The hand chart is a visual guide for determining the correct SmartFit size. It features a large, light gray hand silhouette with the SmartFit logo on the palm. The hand is positioned against a background of four horizontal color bands: Yellow (XL), Red (L), Blue (M), and Green (S). A black outline of a hand is overlaid on the chart, showing the correct placement of the palm on the bottom line and the middle finger aligned with the top line of the corresponding color band. The chart includes a QR code in the top right corner for more information and two numbered steps at the bottom: 1. Place your palm on the line, and 2. Align middle finger.

Find your SmartFit size

Scan this QR code for more information in different languages.

Yellow	XL
Red	L
Blue	M
Green	S

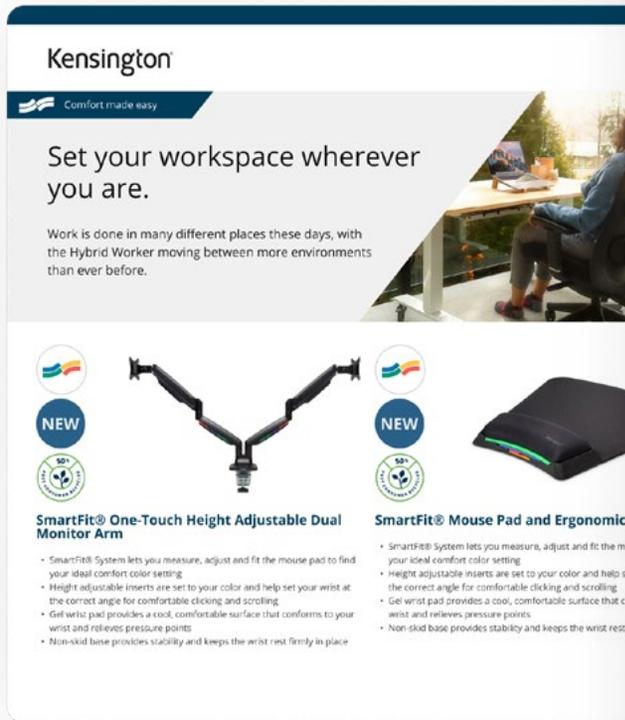
SmartFit™

1. Place your palm on the line

2. Align middle finger

Kensington

Brand Applications



Kensington

Comfort made easy

Set your workspace wherever you are.

Work is done in many different places these days, with the Hybrid Worker moving between more environments than ever before.



SmartFit® One-Touch Height Adjustable Dual Monitor Arm

- SmartFit® System lets you measure, adjust and fit the mouse pad to find your ideal comfort color setting
- Height adjustable inserts are set to your color and help set your wrist at the correct angle for comfortable clicking and scrolling
- Gel wrist pad provides a cool, comfortable surface that conforms to your wrist and relieves pressure points
- Non-skid base provides stability and keeps the wrist rest firmly in place

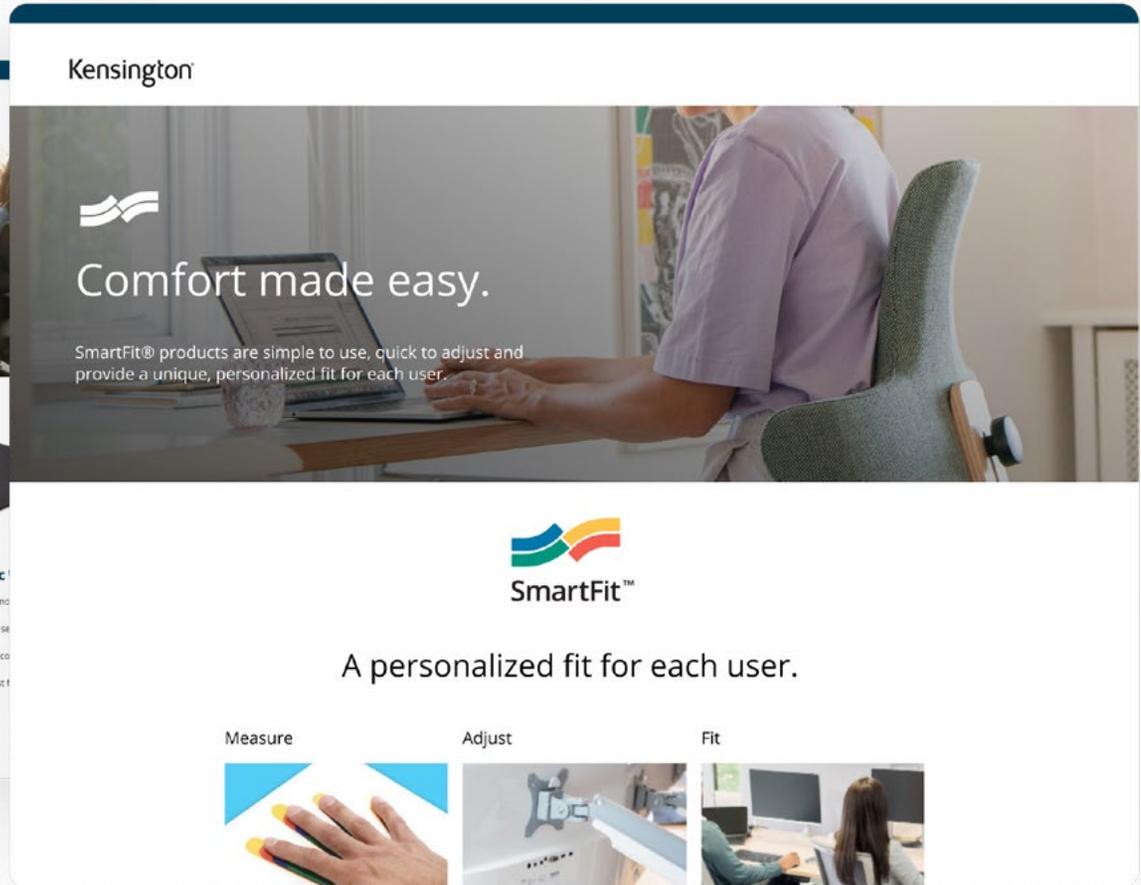
NEW



SmartFit® Mouse Pad and Ergonomic Mouse

- SmartFit® System lets you measure, adjust and fit the mouse pad to find your ideal comfort color setting
- Height adjustable inserts are set to your color and help set your wrist at the correct angle for comfortable clicking and scrolling
- Gel wrist pad provides a cool, comfortable surface that conforms to your wrist and relieves pressure points
- Non-skid base provides stability and keeps the wrist rest firmly in place

NEW



Kensington



Comfort made easy.

SmartFit® products are simple to use, quick to adjust and provide a unique, personalized fit for each user.

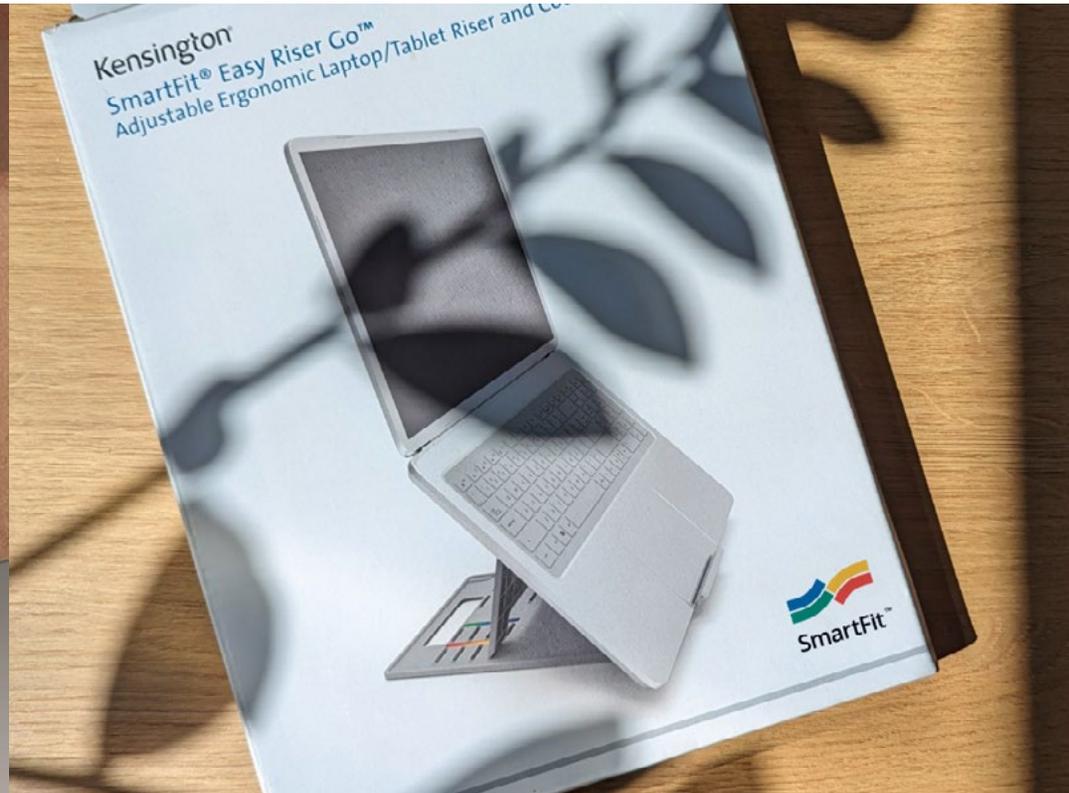


A personalized fit for each user.

Measure **Adjust** **Fit**



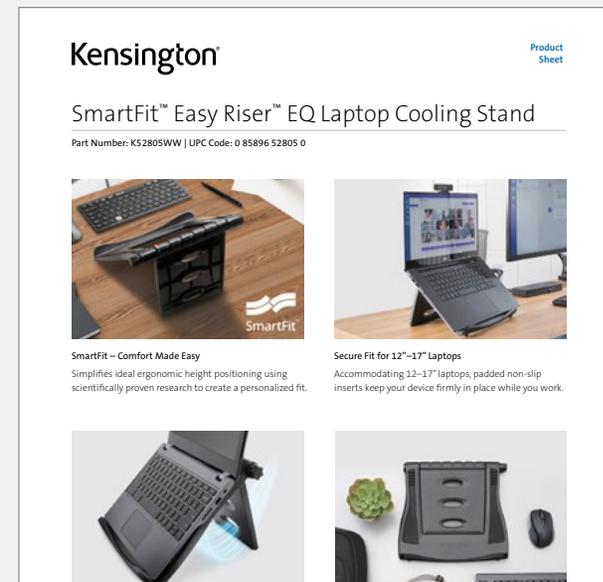
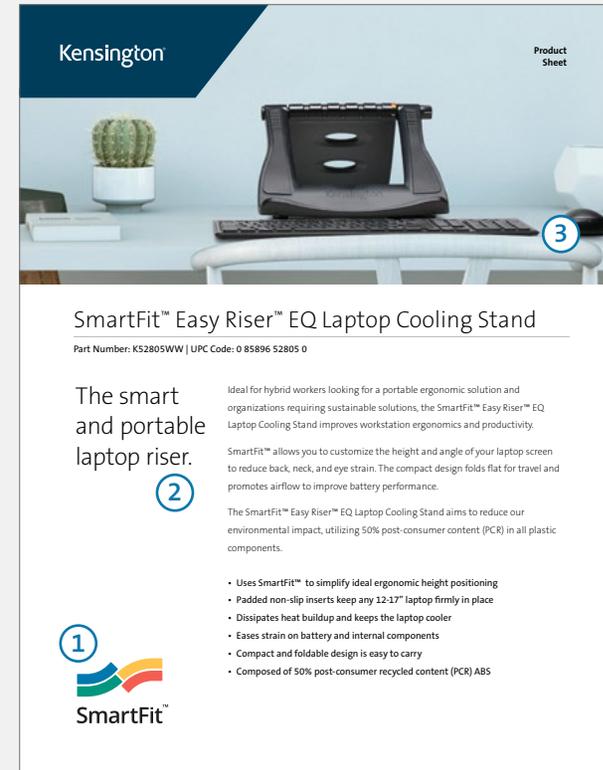
Brand Applications



Asset Examples

Product Sheet

1. **SmartFit Logo:** Position the SmartFit logo in the bottom left corner of page 1, to the left of the body copy.
2. **Tagline:** Use the primary reason to purchase the product as the tagline, which may not always include SmartFit.
3. **Approved Images:** Use only approved product images or other legally approved images.



Asset Examples

PowerPoint Decks

1. **SmartFit Logos:** Place near the product.
2. **Approved Images:** Use only approved product images or other legally approved images.

SmartFit™ Easy Riser™ EQ Laptop Cooling Stand

- **SmartFit — Comfort Made Easy**
Simplifies ideal ergonomic height positioning using scientifically proven research to create a personalized fit.
- **Secure Fit for 12"-17" Laptops**
Accommodating 12-17" laptops, padded non-slip inserts keep your device firmly in place while you work.
- **Promotes Air Circulation**
By lifting the laptop off the desktop, the riser dissipates heat buildup and keeps the laptop cooler, easing strain on the battery and internal components.
- **Portable and Lightweight**
Ideal for hybrid workers, the compact and foldable design is highly portable, ensuring you can carry it with ease wherever you go.
- **Sustainability Focused**
Aimed at reducing our environmental impact, the plastic material used in this laptop riser is composed of 50% post-consumer recycled content (PCR) ABS.



The image shows a black, foldable laptop cooling stand. It has a rectangular frame with a central opening for a laptop. The stand is shown from a three-quarter perspective, highlighting its compact and portable design. Two callout numbers are present: a '1' in a blue circle pointing to the SmartFit logo on the top right, and a '2' in a blue circle pointing to the front edge of the stand.

SmartFit

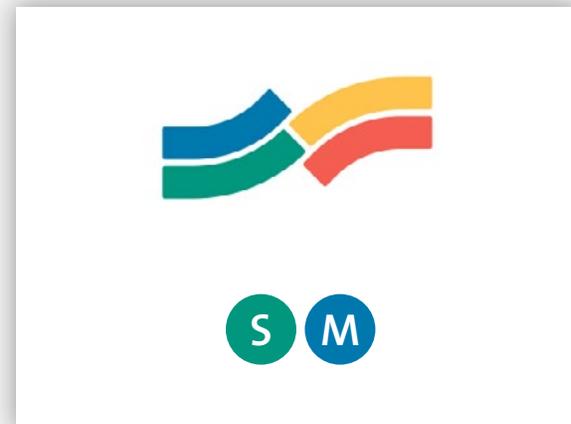
KS2805WW

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Asset Examples

EFB

- Include this image in the set of EFB images if your product features SmartFit compatibility.
- Where it fits within the order of EFB imagery will be decided by the product manager.



Asset Examples

Amazon A+ Content

1. **Kensington Logo:** Place the Kensington logo at the top left on the first module.
2. **SmartFit Module:** The second module should focus on SmartFit, with copy describing personalization or adjustability, and feature a product photo (showing the colors, if possible).
3. **Approved Images:** Use only approved product images or other legally approved images.
4. **Usage:** Apply logo directly on background (make sure to not use Kensington Blue). Avoid it being used in a container shape or bubble.



Kensington **1**

SmartFit™
Easy Riser Go
Laptop Riser

Smart Portability

SmartFit Easy Riser Go Adjustable Ergonomic Laptop Riser and Cooling Stand for up to 17" laptops
Smart Portability.



2

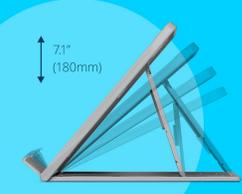
4

SmartFit™

Personalized Fit

- Takes the guesswork out of finding the right height
- Scientifically proven research to support proper fit

Personalized Fit
Simplifies ideal ergonomic height positioning using scientifically proven research to support proper fit and individualized comfort.



71"
(180mm)

Foldable and Height Adjustable

- Lift laptop to eye level
- Space-saving desktop footprint
- Portable design

Foldable and Height Adjustable
Provides additional viewing and height flexibility options within a space-saving desktop footprint.



Smart Portability

Space-Saving Design

- Dissipates heat
- Stability focused design
- Space-saving footprint
- Slim folding design

Space-Saving Design
Provides a space-saving footprint that can fit a variety of desktop spaces, a flat and slim folding structure for traveling, a built-in handle for easy carrying and durable hard-edges for extra protection.



Kensington **1**

SmartFit™ Extra Wide
Monitor Stand for
up to 27" Screens

Lift your monitor for optimal viewing.

SmartFit Extra Wide Monitor Stand for up to 27" Screens
Lift your monitor for optimal viewing.



SmartFit™

Allows you to find your ideal setting, with adjustable snap-in risers that provide 3 height options to match to your personal comfort color using the included hand chart.

2

SmartFit™

SmartFit
Allows you to find your ideal setting, with adjustable snap-in risers that provide 3 height options to match to your personal comfort color using the included hand chart.



Extra-wide Universal Platform Design
Fits any monitor up to 27" and 40lbs.

Extra-wide Universal Platform Design
Fits any monitor up to 27" and 40lbs.



Desktop Optimization
Provides enough storage space for a full-size keyboard with 20.62" clearance between the legs under the stand.

Desktop Optimization
Provides enough storage space for a full-size keyboard with 20.62" clearance between the legs under the stand.

Asset Examples

Amazon Carousel

1. **SmartFit Module:** The second module should focus on SmartFit, with copy describing personalization or adjustability, and feature a product photo (showing the colors, if possible).
2. **Approved Images:** Use only approved product images or other legally approved images.
3. **Usage:** Apply logo directly on background. Avoid it being used in a container shape or bubble.



Asset Examples

Catalog / Office Product Catalog Pages




Comfort Made Easy

SmartFit™ simplifies finding the right trackball size, ensuring employees feel comfortable at their desks.



Trackballs		SKU	S	M	L	XL
	Orbit® Optical Trackball	K64327WW				
	Orbit® Wireless Trackball with Scroll Ring – Black with Red Trackball – Black with Space Gray Trackball	K70990WW K72675WW				
	Orbit Trackball with Scroll Ring – Black with Blue Trackball – Black with Space Gray Trackball – White with Space Gray Trackball	K72337WW K75327WW K72500WW				
	Orbit® Wireless Mobile Trackball	K72352WW				
	Pro Fit™ Ergo Vertical Trackball – Wireless – Wired	K75326WW K75256WW				
	Pro Fit™ Ergo TB550 Trackball	K72196WW				
	Pro Fit™ Ergo TB450 Trackball	K72194WW				
	SlimBlade™ Pro Trackball	K72080WW				
	SlimBlade™ Trackball	K72327WW				
	Expert Mouse® Trackball – Wireless – Wired	K72359WW K64325				



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The Professionals' Choice®

Asset Examples

Tradeshow Graphics / Banners



For any questions on these guidelines,
please reach out to Kensington Global Marketing:
globalmarketing@kensington.com

