

ACCO BRANDS BRAND GUIDELINES

ACCO BRANDS BRAND PROPOSITION

We empower our consumers to feel good when they work, learn and play.

Whether the setting is in the office, at school, at home or in between, our products and people make everyday challenges easier for the stakeholders we serve.

WORK

with more **productivity**

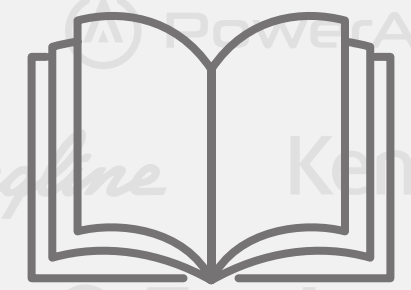
e.g., Kensington®, Leitz®, GBC®



LEARN

with more **confidence**

e.g., Five Star®, Hilroy, Tilibra



PLAY

with more **enjoyment**

e.g., PowerA™, Derwent, Xyron®



ACCO BRANDS

ABOUT US

We are THE LEADER in branded consumer products to help you work with more productivity, learn with more confidence, and play with more enjoyment.

We drive value by developing, nurturing, and acquiring a comprehensive portfolio of distinct and innovative brands to make everyday challenges easier when you work, while you learn, and when you play. We aspire to deliver the products you need to succeed.

At ACCO Brands, we are committed to developing our **people**, supporting our **communities**, delivering for our **customers**, enriching the lives of our **consumers** and being a wise investment for our **shareowners**.

Our Story

At ACCO Brands we are proud of our rich, multinational heritage. For over a century our family of brands has been supporting professionals, students, writers, artists, creators, and gamers to fulfill their potential. Our pioneering past paves the way for a purposeful future, which delivers unparalleled value to all stakeholders.

Fueled by a passionate team, a dedication to quality, and a relentless focus on service, ACCO Brands is committed to delivering outcomes that enrich lives every day while operating responsibly and more sustainably in the communities we serve.

ACCO BRAND PILLARS

Achievement

Our brand portfolio delivers results.
We foster an inclusive culture to help people and businesses reach their full potential.

Creativity

We are innovators and problem solvers.
Our brands help people express their creativity and full potential.

Collaboration

We have a team mentality, internally and with our stakeholders.
Our brands help people work, learn, play productively together.

Organization

A complex portfolio, expertly managed...
Our brands let people be in control of their projects.

RESPECTFUL
PASSIONATE
Integrity
INNOVATION
diversity
ENRICHING
BOLD
RESPONSIBLE
EMPOWERING
LEADING
service
Creativity
VALUE
PURPOSEFUL
EXPERT

PIONEERING PAST, PURPOSEFUL FUTURE

We are proud of our rich, multinational heritage, and our home to brands that have been in market for decades, and even centuries!

Since our inception as the American Clip Company (ACCO®) in 1903, we have developed, nurtured and acquired distinct and innovative brands.

Many of our brands have pioneering pasts,

12 of our brands are market leaders,

And all our brands have purposeful futures.

Pioneering Pasts

MEAD® SINCE 1867

JC Blair created the notebook praised by Mark Twain who said “the invention made his writing work much easier.”

LEITZ® SINCE 1871

When Louis Leitz invented the lever arch file

DERWENT SINCE 1832

England’s first pencil company

HILROY SINCE 1918

Supplying classrooms across Canada for more than a century.

SWINGLINE® SINCE 1925

A pioneer “fastening tool” that started as a small manufacturer and introduced the world’s first strip stapler.

ACCO BRANDS

OUR STORY

The people at ACCO Brands identify solutions to stakeholder challenges, from foundational products related to fastening and organizing to reimagining for the future as the world evolves.

Our people are the key to acquiring, innovating and ensuring that every brand meets its full potential.

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- 01. ACQUIRING BRANDS THAT FIT OUR VISION AND PURPOSE:** More than 50% of our revenue comes from brands acquired since 2012
 - 02. CONSTANTLY DEVELOPING AND INNOVATING THE BRANDS WE OWN:** In the past 10 years, ACCO Brands has been awarded the Red Dot International Design Award 28 times for its innovative product designs.
 - 03. ENSURING THAT EVERY BRAND MEETS ITS FULL POTENTIAL** by realigning them to significant lasting trends: for instance, Leitz's Ergo range has been created to meet the emergent challenges of well-being for workers at home and in the office
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ACCO BRANDS BOILER PLATE

ACCO Brands is the leader in branded consumer products that enable productivity, confidence and enjoyment while working, when learning and while playing. Our widely recognized brands include AT-A-GLANCE®, Five Star®, Kensington®, Leitz®, Mead®, PowerA™, Swingline®, Tilibra and many others. More information about ACCO Brands Corporation (NYSE: ACCO) can be found at www.accobrand.com.

PURPOSE

To empower our consumers to feel good when they work, learn and play.

MISSION

To provide those who work with more productivity, those who learn with more confidence, and those who play with more enjoyment.

VISION

To deliver unparalleled value by developing, nurturing, and acquiring a portfolio of distinctive and innovative brands, providing solutions for those who work, learn and play through a committed workforce and a growth-oriented culture.

INTRODUCING THE LOGO

01.
PRIMARY LOGO



02. LOGO USAGE

The minimum safe area around the ACCO Brands logo is equal to the size of the N from the word Brands.

N
= Clear space



 **acco**
BRANDS



100 px wide
Minimum size

03. REVERSED LOGO

While our primary logo should be used where possible, the reversed logo will be necessary to accommodate different background colors or when the contrast is too close (like on black or dark colors).

The reversed logo offers a light type version, alongside the red square mark.



04. ONE COLOR LOGO

This variant is to be used when the background color would clash with the solid ACCO red square. The use of the frame is kept as the mark should only be seen solid when used as a red square.

The use of the frame gives the logo type strength and adds a subtlety to the brand mark.

This variant can also be used when the background color is in grayscale as a solid black or white.



05.
SPECIAL USE LOGO

A special use logo is to be used **ONLY** when space is confined. The **PRIMARY LOGO** should **ALWAYS** be used if design allows.

acco
BRANDS

acco
BRANDS

acco
BRANDS

acco
BRANDS

acco
BRANDS

06.
TAGLINE

The tagline is used only in the variations to the right. The tagline will always appear on the same document or surface as the logo, meaning the tagline does not stand on its own without the logo appearing on the same page, banner, webpage or more. The variation used correlates to the logo variation being used. For example, if the One Color White logo is in use, then the One Color White Tagline should be used.



Above is the approved logo lockup with the tagline. This should only be used in email signature styling. (See 13a-13b)



work. learn. play.



work. learn. play.



work. learn. play.



work. learn. play.

07. PRIMARY COLORS

The core colors of ACCO Brands are a strong bold and classic mix of ACCO Red, ACCO Black and White with ACCO Gray used as a supporting color.

The ACCO Red must never be used in lighter shades **(Pink is not allowed)**.

The darker shades can be chosen from a range starting at ACCO Red going down to the ACCO Darkest Red:

ACCO DARKEST RED

R 120 G 0 B 30
Hex #78001E



08. SECONDARY COLORS

A selection of secondary colors have been chosen for their balance and contrast with the ACCO Red.

These should be used sparingly and in balance with, not in conflict of, the primary colors.

Can be used for stand-out or to create sections when used with the right pairings, seen on next page.

<div>ACCO DARK RED</div> <div>R 160 G 0 B 40</div> <div>Hex #A00028</div>	<div>ACCO CREAM</div> <div>R 251 G 242 B 228</div> <div>Hex #FBF2E4</div>
<div>ACCO YELLOW</div> <div>R 254 G 195 B 54</div> <div>Hex #FEC336</div>	<div>ACCO GREEN</div> <div>R 30 G 194 B 176</div> <div>Hex #1EC2B0</div>
<div>ACCO LIGHT BLUE</div> <div>R 41 G 194 B 245</div> <div>Hex #29C2F5</div>	<div>ACCO SEA BLUE</div> <div>R 30 G 99 B 124</div> <div>Hex #1E637C</div>
<div>ACCO MID BLUE</div> <div>R 19 G 110 B 188</div> <div>Hex #136EBC</div>	<div>ACCO PURPLE</div> <div>R 39 G 23 B 77</div> <div>Hex #27174D</div>

09. COLOR PAIRINGS

HEADLINE

Body copy example Dam nonempos aut
quis invenda qui ad molut eatium idusc

HEADLINE

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10. COLOR BALANCE

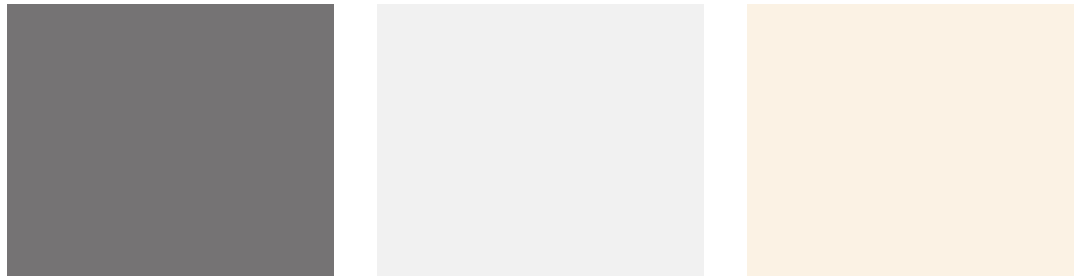
When using primary and secondary colors, strong emphasis should be placed on using primary colors and staying within a monotone and neutral color space. **Only when needed for stand-out or clarity should the secondary colors be introduced.**

The priority of color is shown on the right.

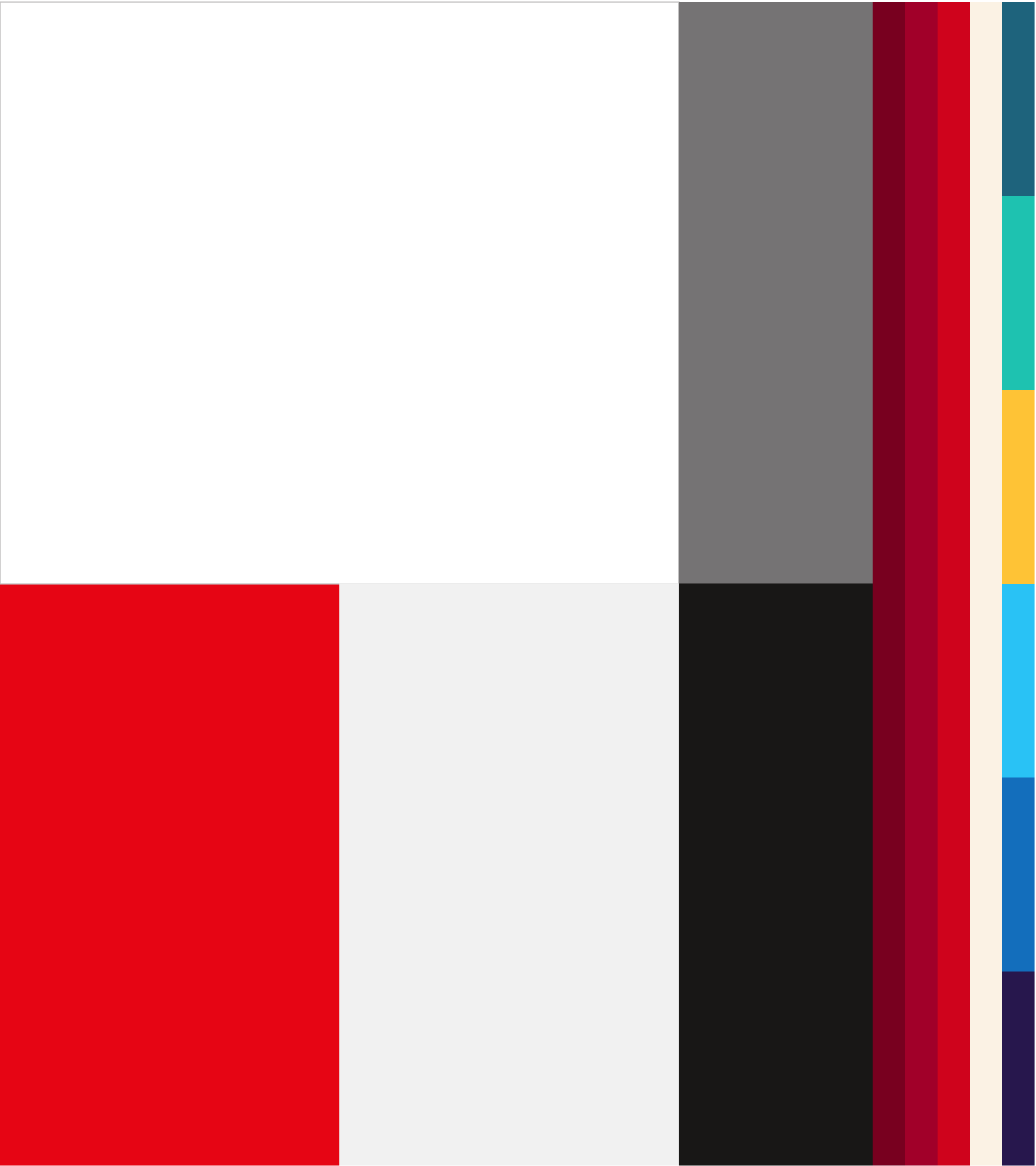
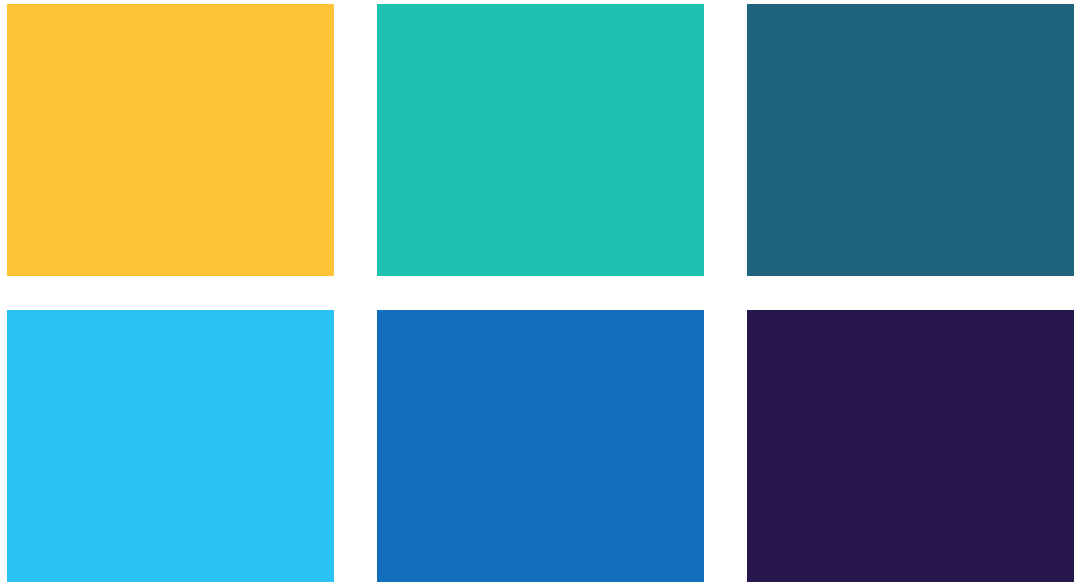
Monotone



Neutral



Secondary



11. TYPEFACE

The fonts for ACCO Brands

Barlow Condensed

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Barlow

Bold

AaBbCcDdEeFfGgHh
1234567890!@£\$%^&*()_+

Regular

AaBbCcDdEeFfGgHh
1234567890!@£\$%^&*()_+

12. TYPOGRAPHY

The proposed fonts for ACCO Brands are **Barlow** and **Barlow Condensed**.

Main headlines are in upper case, while secondary headlines and body copy are in upper and lower case.

Headlines

BARLOW CONDENSED EXTRA BOLD ALWAYS IN CAPS.

Lead paragraphs

Barlow bold is used for lead paragraphs.

reprect otatatqui aut ex et essus. Aximolore, ut dit volor simporibus exceaquo idenihiciam, nos

Body Copy

Barlow Regular is used for our body copy with **pull-outs in bold** where needed.

Ictur moditae pe mi, cum qui occabor esequate volluptur aut res quae que remoluptur alit libuscipid eum qui ut quati accupta tatectus dolut voluptiuntur sequi bearciam fuga.

Footer copy

BARLOW CONDENSED MEDIUM WITH 150 LETTER SPACING IS USED FOR PAGE DETAILS

13a. EMAIL SIGNATURES

Primary and Regional Signature Styling

The **primary signature style** applies to any employee with an acco.com address. See the **secondary signature style** on the next page for special circumstances when communicating to an audience with domain names, i.e. @PowerA.com @Kensington.com.

- While we value creativity, we ask that email pages are free of wallpaper, tinted backgrounds, personalized messages such as icons or quotes.
- Font size should be 10 to 12 point in Barlow or Arial Examples (See right)
- Email requirements can differ by country and regional law (See right)

Primary Example: For all employees to use as a standard signature.

Regional Example: For employees who require more details in their signature based on legal requirements per country.

Primary and Regional Signature Styling with Legal Line

Be sure to follow any regional requirements or practices related to email footers and disclaimers. For example, some regions require that employees identify the legal entity they work for and also provide a link to that legal entity’s Privacy Notice. If you have any questions about footer and disclaimer requirements, please contact the in-house counsel for your region. (See right)

Legal Line text should be between 6 to 8 point **Barlow or Arial**.

[Artwork for Primary and Regional signatures in the Brand Center](#)

Primary Example

First and Last Name

Title
Department/Function
Street Address (optional)
Country

Mobile/Office Number
(optional)
Email@acco.com



Regional Example

Insert Regional Email
Requirements by Law here or
below Signature Line

First and Last Name

Title
Department/Function
Street Address (optional)
Country

Mobile/Office Number (optional)
Email@acco.com



Primary and Regional Example with Legal Line

First and Last Name

Title
Department/Function
Street Address (optional)
Country

Mobile/Office Number
(optional)
Email@acco.com



This communication, along with any documents, files or attachments, is intended only for the use of the addressee and may contain confidential information. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of any information contained in or attached to this communication is strictly prohibited. If you have received this message in error, please notify the sender immediately and destroy the original communication and its attachments without reading, printing, or saving in any manner.

13b. EMAIL SIGNATURES

Secondary Signature Styling

There are special circumstances for employees who have different domain names, i.e. @PowerA.com and @Kensington.com.

In this case, employees can use the secondary option with the brand logo and artwork serving as a hyperlink to their e-commerce branded website.

The placement of the logo should be on the bottom/last signature line.

Examples (See right)

Approved Domain addresses:

@PowerA.com

@Kensington.com

Optional Customization: If you work on one or more brand within ACCO Brands and want to acknowledge them, LIST no more than three and write the brands out, i.e. Five Star®

The ACCO logo, paired with the tagline, is also an accepted option for Primary and Regional Signature Styling. This logo design is approved only for signature use.

Optional Customization Example

First and Last Name

Title

Department/Function

Street Address (optional)

Country

Mobile/Office Number (optional)

Email@kensington.com



Optional Customization Example

First and Last Name

Title

Department/Function

Street Address (optional)

Country

Mead®, Five Star®, At-A-Glance®

Mobile/Office Number (optional)

Email@acco.com



Optional Customization Example

First and Last Name

Title

Department/Function

Street Address (optional)

Country

Mobile/Office Number (optional)

Email@PowerA.com



Logo and Tagline Example

First and Last Name

Title

Department/Function

Street Address (optional)

Country

Mobile/Office Number (optional)

Email@acco.com



14. PRODUCT PACKAGING

The Fair Packaging and Labeling Act (FPLA) requires that product packaging in the U.S. includes certain information to ensure transparency and consumer protection. All product packaging must carry a **corporate distribution line** and include:

1. Name and Place of Business of the Manufacturer, Packer or Distributor

- a. The label must clearly state the company responsible for manufacturing,
- b. If the product is not made by the company whose name appears on the label, it must include a qualifying phrase like **“Manufactured for”** or **“Distributed by”** to clarify their role.

2. Address Requirements

- a. For the U.S. where there are **multiple distribution locations**, the company name and address of the manufacturing or distribution location of the product is to be included (city, state and zip code).

3. Clarity & Placement

- a. The required information must be **easily readable** and **conspicuously placed** on the package.
- b. It should be in a type size proportional to the label for easy visibility.

In the U.S., the www.accobrand.com website address should be placed under the distribution line. All other countries should use their appropriate website address when placing it under the distribution line.

Swingline® Example:

ACCO Brands
101 Bolton Ave 9E
Booneville, MS 38829 USA
www.swingline.com

www.accobrand.com

Five Star® Notebook Example:

ACCO Brands
949 Main Street
Alexandria, PA 16611-2821 USA
www.fivestar.com

www.accobrand.com

For regions outside the U.S., the local packaging regulations need to be followed for the specific requirements of the distribution line.
