

A photograph of a brown and white dog running on a green lawn. The dog is holding a red Kong toy in its mouth. The background is a blurred white fence and a bright sky.

KONG®

COMPANY

**BRAND STYLE
GUIDE**

Dogs Need to Play.®

Brand Guidelines

Brand Guidelines ensure that the visual design elements of the KONG® Company are applied correctly in every application in which the KONG brand is identified. Published guidelines are essential for providing consistency in all communications, at a corporate level and with our various partners, customers and licensees. These guidelines should be followed to give KONG a uniform identity, greater visibility and powerful marketing possibilities.

The purpose of these guidelines is to create uniformity in the visual image of the KONG Company. It is important that the standards are strictly followed, especially in regard to those concerning the KONG logo.

If you would like to be supplied with brand artwork, visual or written assets or have any questions regarding the KONG Brand Guidelines please direct them to:

KONG Art Department

Telephone: 303.216.2626

Email: andrew.pfeifer@KONGcompany.com.

Approval Process

KONG Marketing needs to review and approve the content of any advertisement, collateral or promotional materials containing the KONG wordmark, logo or imagery prior to it being released. Please allow a minimum of three (3) business days for the review process to occur. Please submit all materials and direct any questions about the use of the KONG brand to the KONG Art Department (andrew.pfeifer@KONGcompany.com).

Trademark Disclaimer

Use of any of the KONG marks or imagery on printed materials and web sites must be accompanied by a trademark disclaimer identifying them as the KONG marks as follows: KONG® and the trademark, logo and designs are trademarks of the KONG Company. All other symbols, marks, logos and designs (collectively “Trademarks”) are trademarks of and proprietary to their respective owners and used under license.

Asset Library

KONG assets, logos and marketing materials can be found at <https://assets.kongcompany.com/>





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PLEASE NOTE: KONG is in the process of updating packaging to the 1-color logo featured in this document. The 2-color logo will still be seen on packaging and other materials until approximately January 2021. In the duration, both logos are correct until early 2021.

ALL NEW ITEMS SHOULD FOLLOW REGULATIONS IN THIS GUIDE.

Corporate Logo Usage

The KONG corporate logo represents the company in all facets of communication, brand identity, and event participation.



1-COLOR:
PMS 199 Red

← Preferred use unless space dictates text only



1-COLOR:
PMS 199 Red

← Text only rarely used

Corporate Logo Variation - 1-color

The following logo variations have been approved when color options are limited.



1-COLOR: Black



1-COLOR: White
On PMS 199C Red ONLY

NOTE: No version of KONG logo may have a drop shadow behind the word KONG or the KONG shape.

Corporate Logo with Tagline

The color treatment for the tagline on white is Black. On any other color - White. When the tagline is used on an image that has a complex background (grass, sky, etc.). You may use:

Pantone 199C, Black or white. Use your own judgement, but use the color that shows up the best.



↑
The Tagline Font is Pacifico.
® used for US & Canada.



↑
The Tagline Font is Pacifico.
™ used for all other countries.

NOTE: All images and packaging examples represent 1-color logo use that reflects logo and branding moving forward, but may not be fully in use as of publication of this document.

Made In USA logo



The Made in USA Globally Sourced Materials logo is to be used on all products produced in the USA.

All logos will be made available for your use.

Logo Placement



Correct placement and color (Place logo inside a field of white at 90% opacity or greater, with rounded corners, if logo is hard to read. Especially on green, as the complimentary colors can make legibility difficult.)



Incorrect color (Placement is correct as the logo is not covering up the interaction, but the red and green combination make the logo legibility difficult. The black tagline is also suffering from lack of legibility)



Incorrect placement and color (logo is covering up the interaction and tagline is unreadable)

Typography

FONTS

Museo Slab is the primary font used for headings in marketing materials and throughout the website.

When creating a headline such as:

BECAUSE DOGS NEED TO PLAY. Use all caps and Museo 1000

FONTS

Museo Slab 700

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Museo Slab 700 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Museo Slab 900

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Museo Slab 900 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Museo Slab 1000

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Museo Slab 1000 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Pacifico

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Pacifico is used for as complimentary type or text that requires a fun feel in marketing materials and throughout the website.

Typography - Continued

FONTS

KONG Text is the primary body font used for product packaging and marketing materials.

Bilingual packaging: The French Canadian copy is italicized using the same font and weight as the English copy. However, never italicize and always capitalize KONG.

ENGLISH & 9/10 LANGUAGE

KONG Text Book

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

KONG Text Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

KONG Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

FRENCH CANADIAN

KONG *Text Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

KONG *Text Demi Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

KONG *Text Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

9/10 LANGUAGE USE - ONLY IF SPACE IS LIMITED ON BACK OF PACKAGE TEXT

KONG Text Book Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

KONG Text Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Kozuka Gothic Pr6N is the primary body font use for Japanese product packaging and marketing materials. However, always capitalize KONG and keep it in English.

JAPANESE

Kozuka Gothic Pr6N EL

犬は遊ぶのが大好き

Kozuka Gothic Pr6N L

犬は遊ぶのが大好き

Kozuka Gothic Pr6N R

犬は遊ぶのが大好き

Kozuka Gothic Pr6N M

犬は遊ぶのが大好き

Kozuka Gothic Pr6N B

犬は遊ぶのが大好き

Kozuka Gothic Pr6N H

犬は遊ぶのが大好き

Typography - Continued

FONTS

Lantinghei SC is the primary body font use for Mandarin marketing materials. Packaging is in English using KONG Text. However, always capitalize KONG and keep it in English.

MANDARIN

Lantinghei SC Extra Light
狗狗需要玩耍嬉戏

Lantinghei SC Demi Bold
狗狗需要玩耍嬉戏

Lantinghei SC Heavy
狗狗需要玩耍嬉戏

Roboto Slab is the primary font used for headings in marketing materials in Russia.

When creating a headline such as:

Собакам нужно играть Use all caps and Roboto Slab Bold

Myriad Pro is the primary body font used for marketing materials in Russia.

RUSSIAN HEADLINES

Roboto Slab Bold
АБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЦШЩЪЫЬЭЮЯ
абвггдђеёєжзсииййјклљмнњопрстћуўфхцчцшщъыьэюя1234567890

RUSSIAN BODY TEXT

Myriad Pro Regular
АБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЦШЩЪЫЬЭЮЯ
абвггдђеёєжзсииййјклљмнњопрстћуўфхцчцшщъыьэюя1234567890



Myriad Pro Semibold
АБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЦШЩЪЫЬЭЮЯ
абвггдђеёєжзсииййјклљмнњопрстћуўфхцчцшщъыьэюя1234567890

Myriad Pro Bold
АБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЦШЩЪЫЬЭЮЯ
абвггдђеёєжзсииййјклљмнњопрстћуўфхцчцшщъыьэюя1234567890





Myriad Pro Black
АБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЦШЩЪЫЬЭЮЯ
абвггдђеёєжзсииййјклљмнњопрстћуўфхцчцшщъыьэюя1234567890

Color Palette







Primary Color Palette

		CYAN	MAGENTA	YELLOW	BLACK
	PMS 199	0	100	65	0
	Black	0	0	0	100

Secondary Color Palette

		CYAN	MAGENTA	YELLOW	BLACK
	Extreme Category Black	0	0	0	100
	Puppy Category PMS 298	64	10	2	0
	Senior Category PMS 268	82	100	0	12
	Relationship Image Background PANTONE Warm Gray 2	0	2	5	9

Sizing Color Palette

		CYAN	MAGENTA	YELLOW	BLACK
	X-Small Pantone Orange 021	0	53	100	0
	Small PMS 123	0	24	94	0
	Medium Blue	90	57	0	0
	Large PMS 282	100	68	0	54
	X-Large Pantone Purple	38	88	0	0
	XX-Large PMS 348	100	0	85	24

Sizing Guidelines - Rubber Products Only

Font usage is consistent on all sizing tabs as referenced on the Large size tab below.

NOTE: Weight ranges may vary slightly on different products.

US/CANADA TABS

X-Small / X-Petit

Up to 4 lbs (2 kg)

Small / Petit

Up to 20 lbs (9 kg)

Medium / Moyen

15-35 lbs / 7-16 kg

KONG Text
Demi →

Large / Grand

30-65 lbs / 13-30 kg

← KONG Text
Book

X-Large / X-Grand

60-90 lbs / 27-41 kg

XX-Large / XX-Grand

85+ lbs / 38+ kg

9 LANGUAGE TABS

FRONT OF PACKAGE

X-Small / Extraklein
X-Petit / X-Piccolo

Up to 2 kg (5 lbs)

Small / Klein
Petit / Piccolo

Up to 9 kg (20 lbs)

Medium / Mittel
Moyen / Medio

7-16 kg / 15-35 lbs

Large / Groß
Grand / Grande

13-30 kg / 30-65 lbs

X-Large / X-Groß
X-Grand / X-Grande

27-41 kg / 60-90 lbs

XX-Large / XX-Groß
XX-Grand / XX-Grande

38+ kg / 85+ lbs

BACK OF PACKAGE

X-Pequeño / X-Lille
X-Kicsi / Bardzo małe

Up to 2 kg (5 lbs)

Pequeño / Lille
Klein / Kicsi / Małe

Up to 9 kg (20 lbs)

Mediano / Medium
Közepes / Średnie

7-16 kg / 15-35 lbs

Stor / Groot
Nagy / Duża

13-30 kg / 30-65 lbs

X-Stor / X-Groot
X-Nagy / X-Duża

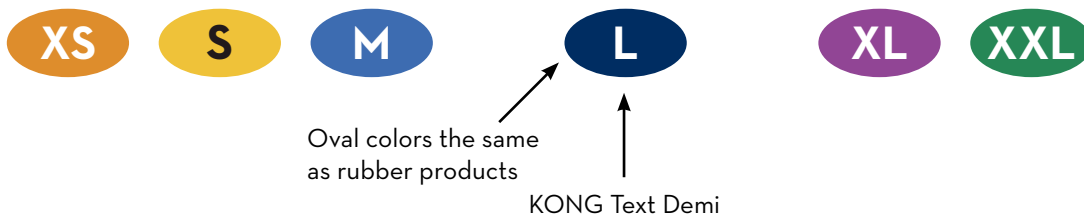
27-41 kg / 60-90 lbs

XX-Stor / XX-Groot
XX-Nagy / XX-Duża

38+ kg / 85+ lbs

Sizing Guidelines - Non-Rubber

Font usage is consistent on all sizing tabs as referenced on the Large size tab below.



Language Guidelines - Packaging

US/Canada Packaging (Used in all countries, except for Europe and Japan) - English & French

European Packaging (Toys) - English, French, German, Italian, Spanish, Dutch, Danish, Hungarian, Polish

European Packaging (Consumables) - English, French, German, Italian, Spanish, Dutch, Danish, Hungarian, Polish, Swedish

Japanese Packaging - Japanese

KONG and product sub-brands are NEVER translated.

Product Line Detail

Red Rubber Toys - The original KONG Classic along with treat dispensers, dental products, and favorites with rope.






The red rubber product line is KONG's core and strongest visual identifier. Key package design elements are highlighted below.

LOGOTYPE FONTS:

Classic - Kaufmann Bold
 Other Red Rubber - Marker Felt



COLOR PALETTE:

-  Logotype - PMS 199 (0, 100, 65, 0)
-  Secondary Color (Rubber Strength) - Blue (90, 57, 0, 0)
-  Insert Treats Graphic - PMS 123 (0, 24, 94, 0)
-  Vet Emblem (on back) - PMS 873 (37, 43, 78, 6)
-  User Guide Tab (on back) - Pantone Orange 021 (0, 53, 100, 0)



Product Line Detail

Extreme Rubber Toys - Represent the most durable version of the original KONG toy.






The ultra-strong, black rubber compound is designed for power chewers. Key package design elements are highlighted below.

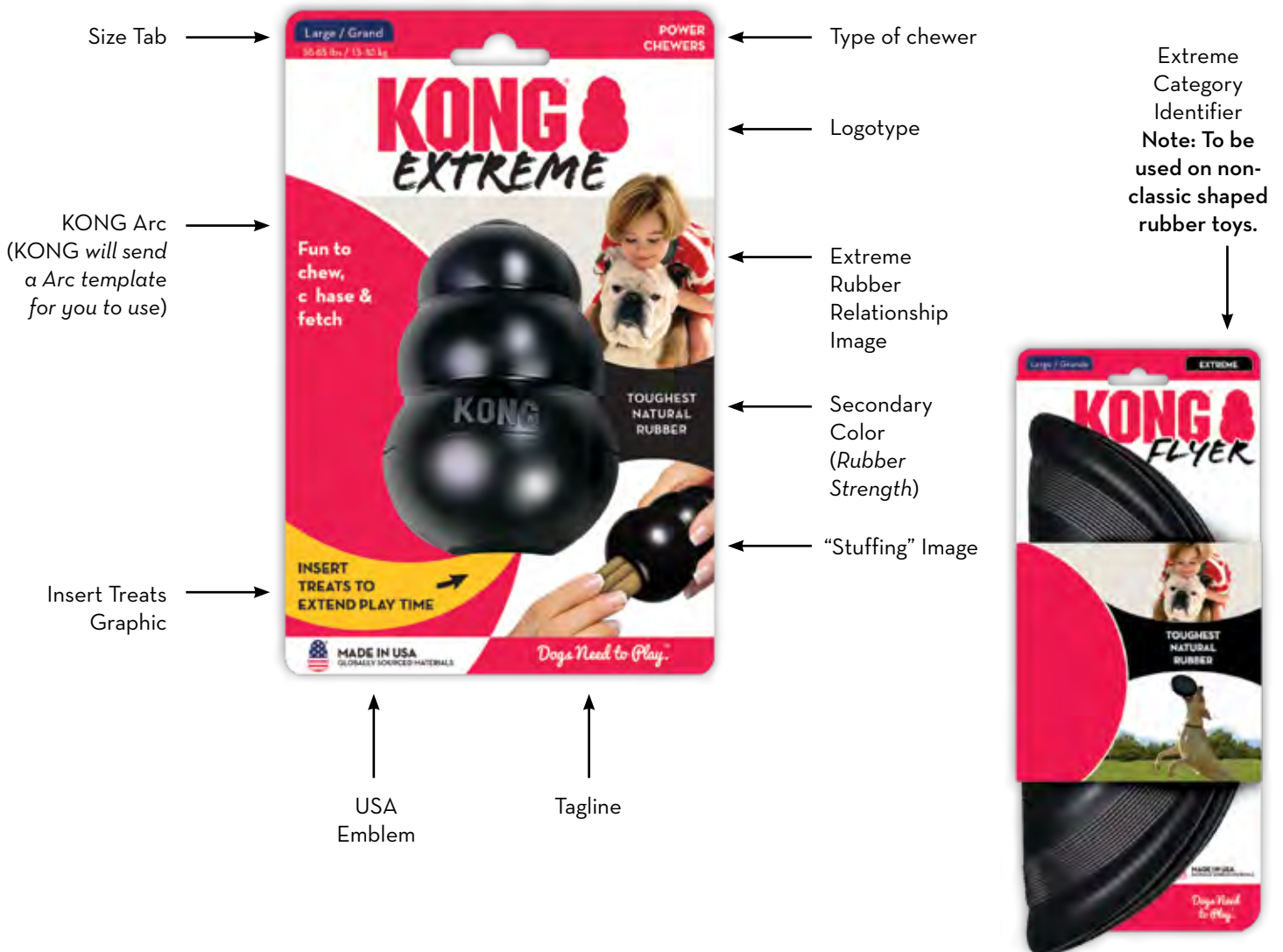
LOGOTYPE FONTS:

Flood



COLOR PALETTE:

-  Logotype - Black (0, 0, 0, 100)
-  Secondary Color (Rubber Strength) - Black (0, 0, 0, 1000)
-  Insert Treats Graphic - PMS 123 (0, 24, 94, 0)
-  Vet Emblem (on back) - PMS 873 (37, 43, 78, 6)
-  User Guide Tab (on back) - Pantone Orange 021 (0, 53, 100, 0)



NOTE: All images and packaging examples represent 1-color logo use that reflects logo and branding moving forward, but may not be fully in use as of publication of this document.

Product Line Detail

Puppy Rubber Toys - Represent KONG toys made with the exclusive teething rubber formula to promote proper chewing behavior while gently cleaning teeth and soothing sore gums.






Key package design elements are highlighted below.

LOGOTYPE FONTS:

Postina



COLOR PALETTE:

-  Logotype - PMS 298 (64, 10, 1, 0)
-  Secondary Color (Rubber Strength) - PMS 298 (64, 10, 1, 0)
-  Insert Treats Graphic - PMS 123 (0, 24, 94, 0)
-  Vet Emblem (on back) - PMS 873 (37, 43, 78, 6)
-  User Guide Tab (on back) - Pantone Orange 021 (0, 53, 100, 0)



Product Line Detail

Senior Rubber Toys - Represent KONG toys made with KONG's gentle but durable senior formula natural rubber. Perfect for aging teeth and jaws.






Key package design elements are highlighted below.

LOGOTYPE FONTS:

Chocolate Box



COLOR PALETTE:

-  Logotype - PMS 268 (82, 100, 0, 12)
-  Secondary Color (Rubber Strength) - PMS 298 (82, 100, 0, 12)
-  Insert Treats Graphic - PMS 123 (0, 24, 94, 0)
-  Vet Emblem (on back) - PMS 873 (37, 43, 78, 6)
-  User Guide Tab (on back) - Pantone Orange 021 (0, 53, 100, 0)







Product Line Detail

Non-Rubber KONG Toys - Represent all KONG toys not made with with one of the four exclusive KONG rubber formulas. Includes all TPR, plush and other products.

Key package design elements are highlighted below.

COLOR PALETTE:

-  Red on Package PMS 199 (0, 100, 65, 0)
-  Violator/Benefit Callout Background - PMS 123 (0, 24, 94, 0)
-  Relationship Image Background - PMS Warm Grey 2 (0, 2, 5, 9)
-  "Squeaks"/Accent Elements - Yellow (0, 10 100, 0)



Interaction Type Callout

Horizontal KONG Arc Field of Red (KONG will send a Arc template for you to use)

Violator/ Benefit Callout (Text should be all-caps, black & KONG Text Bold)

Toy Line Relationship Image to right of toy logo with field of Warm Grey 2 behind image. (Every line has own unique image). **Preferred method.**

Toy Line Relationship Image under of toy logo with field of Warm Grey 2 behind image. **On smaller packages the image may be moved to under the logo, rather than to the right of it.**






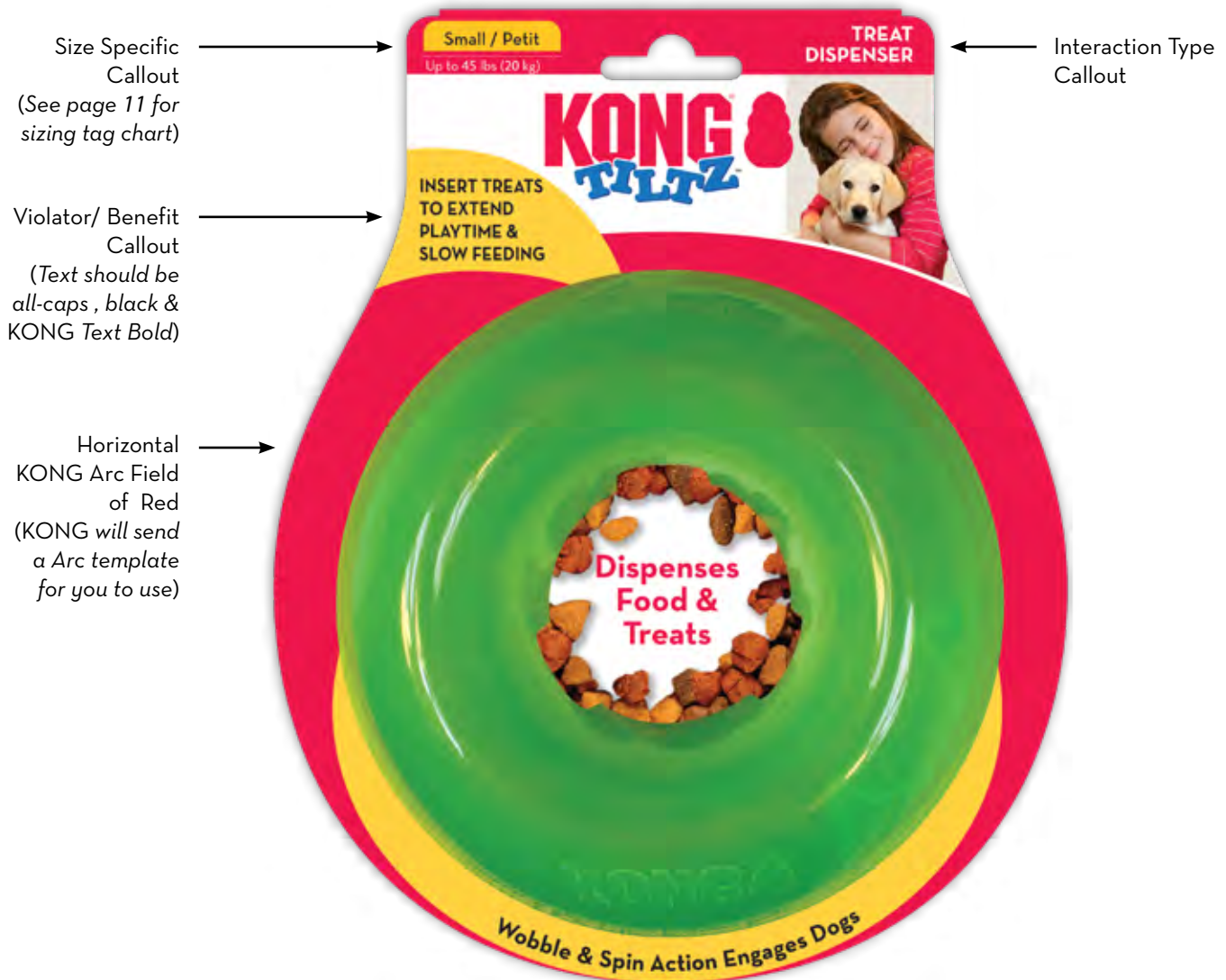
Product Line Detail

Treat Dispensing and Size Specific Toys - Represent all KONG toys that are treat dispensing and/or size specific in nature, in order to better serve the dogs for play and safety.

Key package design elements are highlighted below.

COLOR PALETTE:

-  Red on Package PMS 199 (0, 100, 65, 0)
-  Violator/Benefit Callout Background - PMS 123 (0, 24, 94, 0)
-  Relationship Image Background - PMS Warm Grey 2 (0, 2, 5, 9)



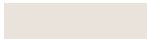


Product Line Detail

Puppy Toys - Represent all KONG toys that are treat dispensing and/or size specific in nature, in order to better serve the dogs for play and safety.

Key package design elements are highlighted below.

COLOR PALETTE:

-  Red on Package PMS 199 (0, 100, 65, 0)
-  Puppy Tab Callout - PMS 298 (64, 10, 1, 0)
-  Relationship Image Background - PMS Warm Grey 2 (0, 2, 5, 9)



Interaction Type Callout

Puppy Tab Callout

Puppy Version of Relationship Images Optional

Puppy Version of Secondary Brand Optional

Horizontal KONG Arc Field of Red (KONG will send a Arc template for you to use)

Puppy vs Regular Logo Treatment

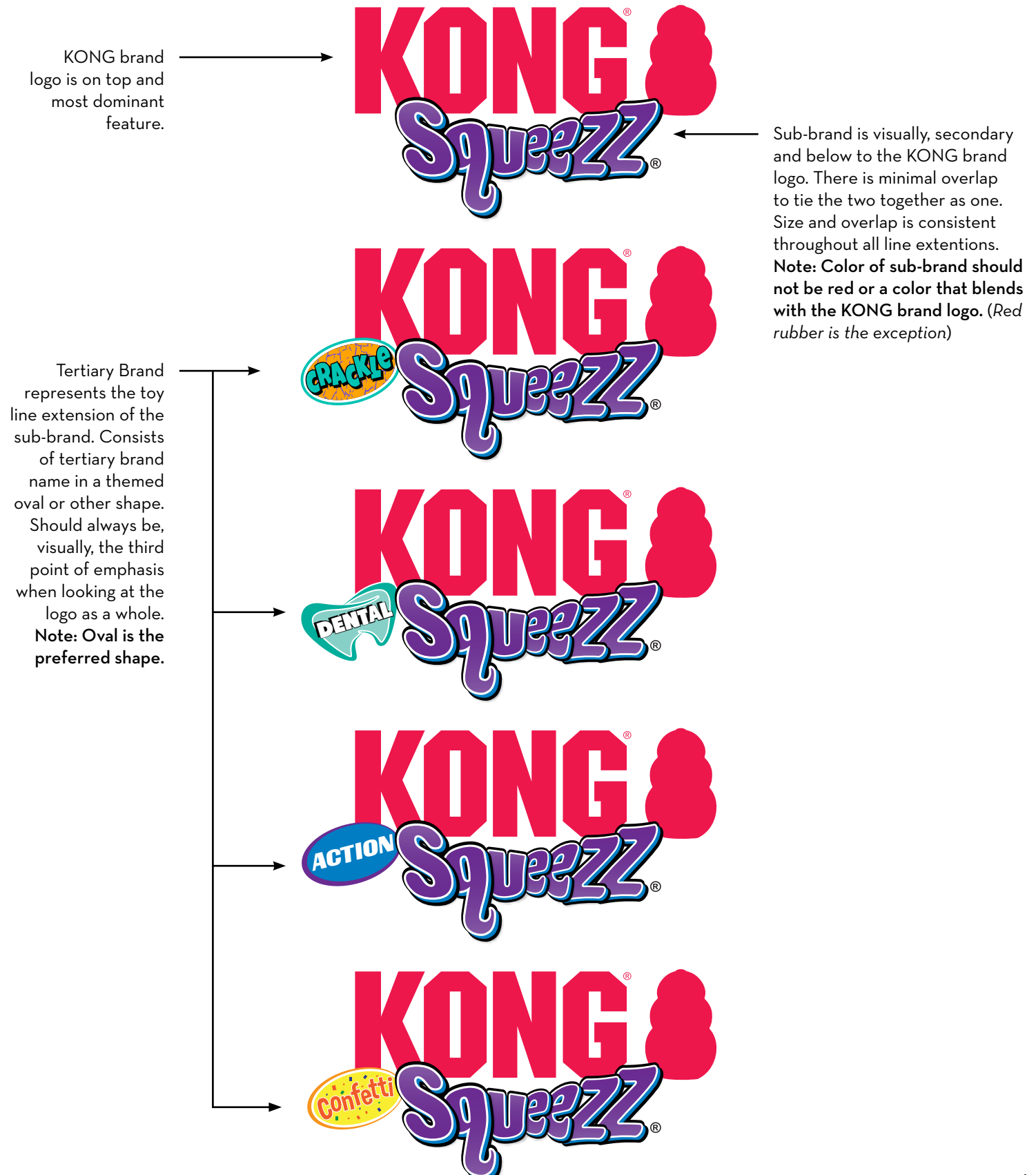
Secondary Brand changed to Puppy Blue

Regular Version of logo

Product Line Logo Detail

Secondary and Tertiary Brands - Represent all KONG toys lines and how sub-brands are treated vs. tertiary line extensions.

Key brand logo design elements are highlighted below.



KONG brand logo is on top and most dominant feature.

Sub-brand is visually, secondary and below to the KONG brand logo. There is minimal overlap to tie the two together as one. Size and overlap is consistent throughout all line extensions. **Note:** Color of sub-brand should not be red or a color that blends with the KONG brand logo. (Red rubber is the exception)

Tertiary Brand represents the toy line extension of the sub-brand. Consists of tertiary brand name in a themed oval or other shape. Should always be, visually, the third point of emphasis when looking at the logo as a whole. **Note:** Oval is the preferred shape.

NOTE: All images and packaging examples represent 1-color logo use that reflects logo and branding moving forward, but may not be fully in use as of publication of this document.

Packaging Detail

Back side of packaging - Represents all dog packaging for US/Canada.

Key package design elements are highlighted below.

RUBBER TOYS

Size Tab →

User Guide Pocket with call out. →

Product benefit bullets - English →

English important statement. Box is color of rubber strength →

Social media and website information →

KONG address (USA & EU offices) →

USA Emblem →

Product SKU, description and barcode. Copywrite year, revision date & package code. **Note: R0719 relates to month and year, i.e. July, 2019** ←

Vet seal of approval ←

Product benefit bullets - French ←

French important statement. Box is color of rubber strength ←

Patent, wind energy & environmentally friendly information (if applicable) ←

USA Emblem ←

NON-RUBBER TOYS

Interaction type callout. English on left, French on right. →

Product logo →

English feature bullets →

English important statement. Box is main color of sub-brand →

French feature bullets →

French important statement. →

KONG Arc Field of Red →

Tagline →

Optional product SKU, description and barcode placement, if space does not allow it to be placed in field of red. ←

Social media and website information ←

KONG US and UK address and website information ←

Product SKU, description and barcode. Copywrite year and revision date. **Note: R0819 relates to month and year, i.e. August, 2016** ←

European Packaging Detail

9 Language (9L) Packaging - Represents basic requirements for all dog toy packaging for the United Kingdom and the European Union. Regular elements apply. Changes to elements are listed below.

Key package design elements are highlighted below.

FRONT OF PACKAGE

Interaction type callout.
English, French,
German & Italian

Product logo in English



Interaction type callout. Spanish, Dutch, Danish, Hungarian & Polish

9 Required Languages (In Order):

- English
- French
- German
- Italian
- Spanish
- Dutch
- Danish
- Hungarian
- Polish

BACK OF PACKAGE

Interaction type callout.
English, French, German
& Italian. If space, other
5 languages on the right
in red bar.

Feature bullets &
Important section in 9
required languages.
(2 letter country
code in red.)

**NOTE: Must contain the
line, "Not intended
for children."**

Social media and
website information



CE mark
Must be at least
5mm tall

Tagline with "TM"

KONG UK address and
contact email.

Japanese Packaging Detail

Japanese Packaging - Represents basic requirements for all dog packaging for the United Kingdom and the European Union. Regular elements apply. Changes to elements are listed below.

Key package design elements are highlighted below.

FRONT OF PACKAGE

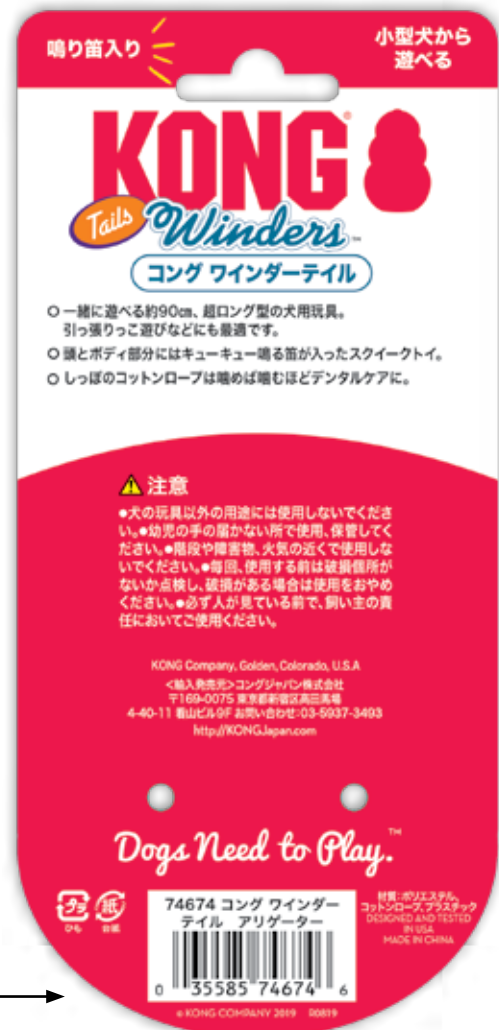


← Interaction type callouts

← Product logo in English

← Product name in Japanese.
Characters and outline are dominant color of the sub-brand.

BACK OF PACKAGE



← Interaction type callouts

← Feature bullets with open circle bullet point

← KONG Japan address and web address

← Tagline in English with TM

← Recycled material logos

← Description includes product JAN code

← Product material list

Consumables Packaging Detail

Consumables - Designed for stuffing KONG toys, KONG Easy Treat, Snacks and Ziggies products are perfect as anytime and training treats. The finest quality ingredients are used to create a wide range of products for different tastes and life stages.





Key package design elements are highlighted on the following pages.

LOGOTYPE FONTS:

El Grande



COLOR PALETTE by Flavor:

-  Flavor, Liver Recipe - PMS 4705 (0, 62, 71, 49)
-  Flavor, Peanut Butter Recipe - PMS 723 (0, 43, 97, 17)
-  Flavor, Bacon & Cheese Recipe - PMS 716 (0, 45, 91, 0)
-  Flavor, Puppy Recipe - PMS 298 (64, 10, 2, 0)

Consumables - Key package design elements.



NOTE: All images and packaging examples represent 1-color logo use that reflects logo and branding moving forward, but may not be fully in use as of publication of this document.

Consumables Packaging Detail

Consumables - Designed for stuffing KONG toys, KONG Easy Treat, Snacks and Ziggies products are perfect as anytime and training treats. The finest quality ingredients are used to create a wide range of products for different tastes and life stages.





Key package design elements are highlighted on the following pages.

LOGOTYPE FONTS:

Sign Painter



COLOR PALETTE by Flavor:

-  Flavor, Liver Recipe - PMS 4705 (0, 62, 71, 49)
-  Flavor, Peanut Butter Recipe - PMS 723 (0, 43, 97, 17)
-  Flavor, Bacon & Cheese Recipe - PMS 716 (0, 45, 91, 0)
-  Flavor, Puppy Recipe - PMS 298 (64, 10, 2, 0)
-  Flavor, Pepperoni Recipe - PMS 194 (0, 100, 64, 33)
-  Flavor, Chicken Recipe (ZIGGIES) - PMS 199 (0, 100, 65, 0)

Consumables - Key package design elements.



Australian Consumables Packaging Detail

Consumables - Designed for stuffing KONG toys, Snacks and Farmyard Friends products produced for the Australian market and are perfect as anytime and training treats. The finest quality ingredients are used to create a wide range of products for different tastes and life stages.

Regular elements apply.

Changes to elements are listed below.



COLOR PALETTE by Flavour:

-  Flavour, Liver Recipe (Snacks) - PMS 4705 (0, 62, 71, 49)
-  Flavour, Peanut Butter Recipe (Snacks) - PMS 723 (0, 43, 97, 17)
-  Flavour, Puppy Recipe (Snacks) - PMS 298 (64, 10, 2, 0)
-  Flavour, Smoked Bacon Flavour (Farmyard Friends) - PMS 188 (33, 92, 72, 38)
-  Flavour, Roast Lamb Flavour (Farmyard Friends) - PMS 294 (100, 86, 29, 23)
-  Flavour, BBQ Chicken Flavour (Farmyard Friends) - PMS 2623 (71, 100, 28, 16)

Consumables - Key package design elements specific to Australia.



English Only
(British English)



Made in Australia Seal
(Specifies percentage of product from Australia)

European Consumable Packaging Detail

10 Language (10L) Packaging - Designed for stuffing KONG toys, KONG Easy Treat, Snacks and Ziggies products are perfect as anytime and training treats. The finest quality ingredients are used to create a wide range of products for different tastes and life stages. Represents basic requirements for all dog consumable packaging for the United Kingdom and the European Union.

Regular elements apply. Changes to elements are listed below.

LOGOTYPE FONTS:

El Grande



COLOR PALETTE by Flavour:

- Flavour, Liver Recipe - PMS 4705 (0, 62, 71, 49)
- Flavour, Bacon & Cheese Recipe - PMS 716 (0, 45, 91, 0)
- Flavour, Puppy Recipe - PMS 298 (64, 10, 2, 0)

10 Required Languages (In Order):

- English
- French
- German
- Italian
- Spanish
- Dutch
- Danish
- Hungarian
- Polish
- Swedish

FRONT OF PACKAGE

10L size tab - 4-5 languages on front, based on space

Flavor Callout in first 5 languages in order of above.

Call outs in English & German (If space allows, languages added in order they are on back of package).

For Dogs in first 4 languages, due to space.

KONG toy size compatibility statement in English & German

Net weight information in all 10 languages.

BACK OF PACKAGE

Flavor Callout in remaining 5 languages in order.

Directions for use, storage instructions, callouts from front & analytical constituents information, grouped by language in the correct order. (Languages that do not fit can be moved to the sides of the package if applicable) If space is limited condensed fonts may be used for analytical constituents.

10L size tab - remaining languages



Social media and website information

KONG UK address and contact email




Tagline with "TM"

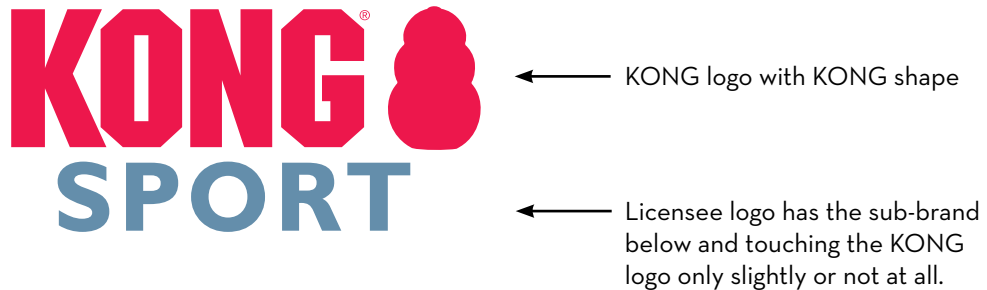
Product description, barcode and revision date is on the bottom panel.

Licensee Guidelines

Follow design attributes as outlined throughout this guide. However Licensee packaging guidelines are slightly different as follows:

COLOR PALETTE:

-  Red on Package PMS 199 (0, 100, 65, 0)
-  Violator/Benefit Callout Background - PMS 123 (0, 24, 94, 0)
-  Relationship Image Background - PMS Warm Grey 2 (0, 2, 5, 9)



Best Practices

The best practices when it comes to packaging and advertising are as follows. These are an examples and should be taken as such.

Licensee Best Practices

Licensee Packaging - The best practices when it comes to packaging and advertising for licensee partners are as follows.

These are an examples and should be taken as such.

SAMPLE PACKAGE



BAGS HERE

CLEAN DISPENSER

KONG
HandiPOD

KONG Arc
(KONG will send a Arc template for you to use)

Relationship image
When choosing images try to make sure both the person and the animal, look happy and not stressed. No images of an arm or hand on the neck of the dog, as that can be perceived as negative

Convenient ready to use 2-in-1 pick up bag dispenser

Hand sanitizer pod

Degradable bags with handles included

Includes degradable bags with handles & gel

KILLS 99.9% OF GERMS

Violator/ Benefit Callout
(Text should be all-caps, black & KONG Text Bold)

Product tagline in Pacifico
Responsibility made safe & easy

HANDIPOD CLEAN SHOWN

Licensee Advertising Guidelines

Advertisements for Licensee products should keep with the spirit of the KONG Brand, showing positive imagery and concise messaging.

Product logo in easy to read and simplified area with tagline below.

KONG HandiPOD
Responsibility made safe & easy

NEW!

The all-in-one solution for

Picking up Cleaning up Lighting up

The KONG HandiPOD range is developed for responsible pet owners who want to freshen up after they clean up. Because picking up poop and touching slobbery tennis balls are all part of life with our pets.

Image dominate that shows a happy, healthy, active dog.

Easy to read copy that is concise.

Benefits images that are easy to understand and presented cleanly on a simplified background.

KONG HandiPOD range

Available in Standard and Mini sizes, the KONG HandiPod offers high quality poop bags, a powerful LED flashlight attachment, and cleansing hand sanitizer. Day or night, rain or shine, the KONG HandiPOD is a must on any walk.



Product shot of product line.

Tone and Style of Imagery:

Imagery plays an important role in the KONG brand's graphic style, identifying KONG products and showing them in active, everyday use.







Correct use of photography - Dog looks happy & healthy. The product is the key visual in the overall composition of the photo.

Lifestyle Images

Advertisements for Licensee products should keep with the spirit of the KONG Brand, showing positive imagery and conveying the following attributes: Natural, Engagement (could either be the animal with the product or with the addition of a human interacting with the pet/toy), Discovery and Fun.

In addition to product photographs, there are two other categories of imagery that can be used in communications: (1) KONG Product Usage Imagery (animals with products); (2) Relationship Imagery (people and pets, can be either with products or without).

Imagery should also reflect a comfortable view from the animal's perspective, **i.e. no excessive hugging, choking or awkward poses or holding if with a person or group of people.**

Incorrect use of relationship images

(animal looks unhappy & composition is awkward)



Incorrect use of relationship images

(Animal looks dirty)



Incorrect use of photography

(Composition looks unnatural)



Incorrect use of photography

(animal is not engaged with the product)



Correct use of relationship image



Correct use of relationship image



Correct use of photography



Correct use of photography



Correct use of photography



Correct use of photography



KONG Online Believers

We are so lucky to have a network of online BELIEVERS that like to represent our brand in the online and social media world. We only ask that a few brand guidelines are adhered to, in order to keep consistent branding of KONG across all platforms.



First and foremost, like our tagline states:

Dogs Need to Play.[®]

It's true! We always like to keep a fun, upbeat, and positive tonality. KONG is about fun!

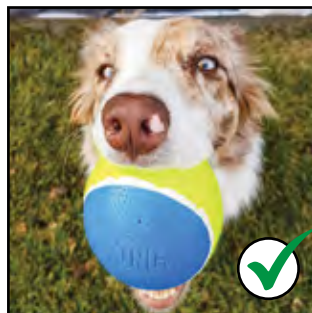
Secondly, KONG should always be in all capitals.

We also never say that KONG is indestructible. We may be tough, but no dog toy is indestructible!

Images & Video

Great pictures and video are our bread & butter! There are a few things we look for that seem to work really well for the brand and receive the most traction for you too!

Many “Influencer” posts simply lay the items received next to the dog and have a “thank you for the goodies” type of caption under it. As much as those are sweet, we really try to be more organic and love photos and videos of the dogs actually playing, interacting, or even cuddling with the toys. We also love high-res or high quality photos and video!



Correct use of photography



Incorrect use of photography

(Animal is not engaged with the product & product is still in package.)

Our official social media:



@KONGcompany
Hashtag: #KONGdog



facebook.com/KONGCompany



youtube.com/KONGvideo



KONG Solutions Guidelines

We are so lucky to have a network of online BELIEVERS that like to represent our brand in the online and social media world. We only ask that a few brand guidelines are adhered to, in order to keep consistent branding of KONG across all platforms.



KONG Solutions Logo Usage

The KONG Solutions logo represents the company and its stance in helping dogs with behavior challenges they may face throughout their life in all facets of communication and event participation.



← **2-COLOR:**
PMS 199 Red
Black

← Pacifico typeface.
May be translated into various languages.
NOTE: Use Pacifico font whenever possible. If language does not support the Phoenician alphabet, use boldest version of supported fonts listed on pages 7 & 8.

NOTE: No version of KONG Solutions logo may have a drop shadow.

KONG Solutions Wheel

The KONG Solutions wheel is the hallmark of the KONG education program, and it should always be shown in its entirety.

Key design elements and guidelines are on the pages that follow.

COLOR PALETTE:

	Red Ring PMS 199 (0, 100, 65, 0)
	Chewing - Yellow (0, 10, 95, 0)
	Teething - Orange (0, 50, 100, 0)
	Separation Anxiety - Blue (70, 15, 0, 0)
	Boredom - Grey (0, 0, 0, 50)
	Digging & Barking - Purple (75, 100, 0, 0)
	Crate Training - Green (90, 30, 95, 30)
	Weight Management - Dark Blue (100, 100, 25, 25)



NOTE: All images and packaging examples represent 1-color logo use that reflects logo and branding moving forward, but may not be fully in use as of publication of this document.

KONG Solutions Wheel

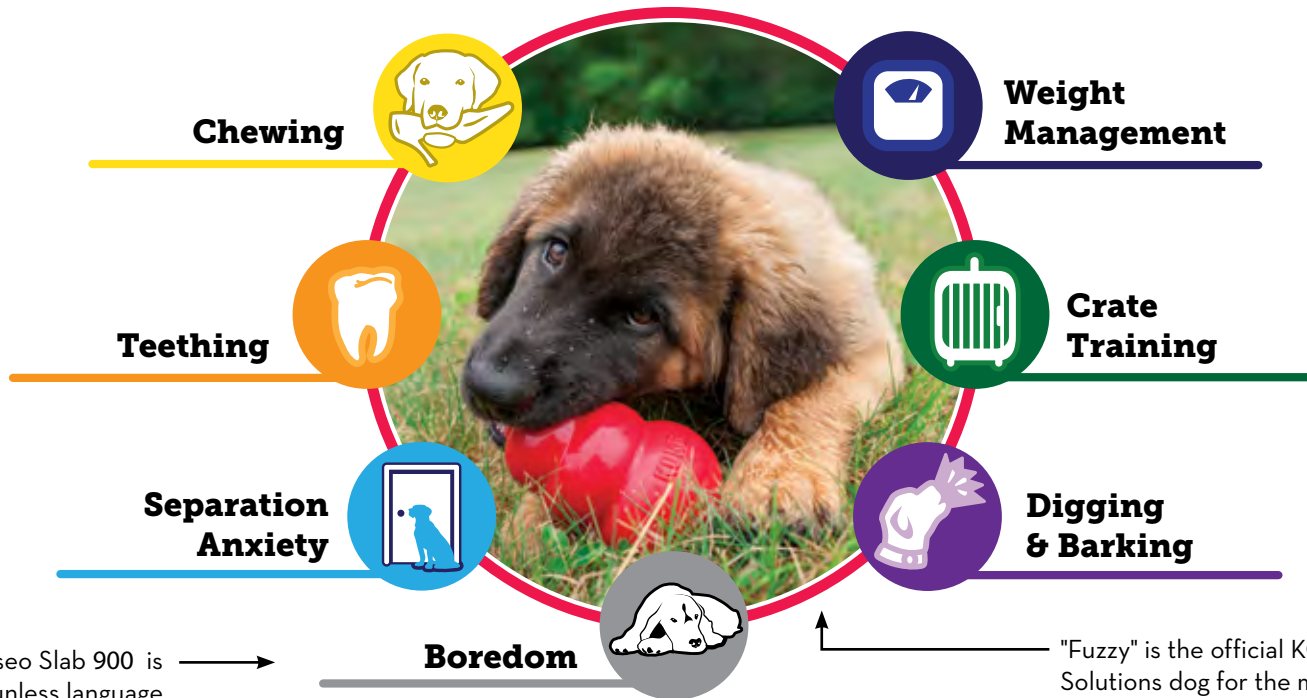
The KONG Solutions wheel is the hallmark of the KONG education program, and it should always be shown in its entirety.

Key design elements and guidelines are below.

KONG Logo with shape is used in title.

KONG® Helps Solve...

Museo Slab 1000 is used for title unless language is not supported by font.
Note: If language does not support the Phoenician alphabet, use boldest version of supported fonts listed on pages 7 & 8.



Museo Slab 900 is used unless language is not supported by font.

Note: If language does not support the Phoenician alphabet, use boldest version of supported fonts listed on pages 7 & 8.

"Fuzzy" is the official KONG Solutions dog for the main image and may not be replaced by other images.

Icon order and placement shown is the only acceptable order and placement on the KONG Solutions Wheel.

NOTE: Solutions may be translated into other languages for use in non-English speaking countries.

KONG Solutions icons and labels can **NEVER** be shown as stand alone items.
KONG Solutions is intended to be a total package, therefore no one solution may be displayed in a way that singles out or makes one solution a priority over another one.

KONG Solutions Wheel Use

The nature of use of the KONG Solutions Wheel is important to the education of the KONG Brand and Classic shaped rubber toys.

Key design use elements and guidelines are below.



On a display or in line on a store display, wheel should be at eye level and in the middle or surrounded by the core Classic shaped rubber toys.



KONG Solutions Wheel Use

The nature of use of the KONG Solutions Wheel is important to the education of the KONG Brand and Classic shaped rubber toys.

Key design use elements and guidelines are below.

IF FEATURING ONE SOLUTION

KONG logo with tagline. →



← Corresponding image for solution.



← Include solution icon and corresponding color

Chewing

Without an acceptable outlet for the natural instinct to chew, many dogs turn to destructive chewing in the home. Prevention is key—teaching dogs acceptable chewing behaviors with KONG helps avoid destructive chewing from the start.

→ Include description of specific solution. Note: Descriptions can be found in the KONG Solutions booklet and other marketing materials. Please contact KONG for more information.



← Show entire wheel



← Include KONG Solutions Logo

KONG Solution Images

Each solution has approved images associated with them, that are to be used to keep the message consistent.

Images and corresponding solutions are below..



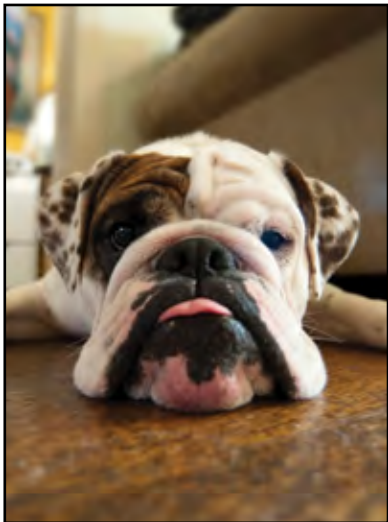
Chewing



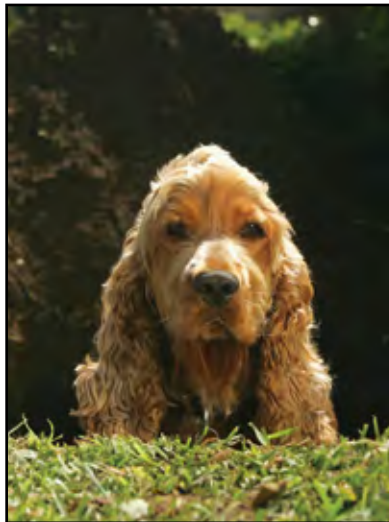
Teething



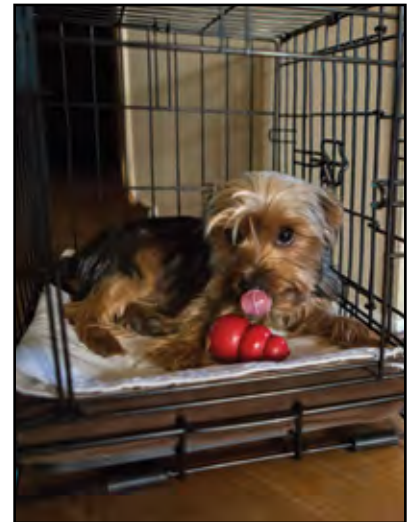
Separation Anxiety



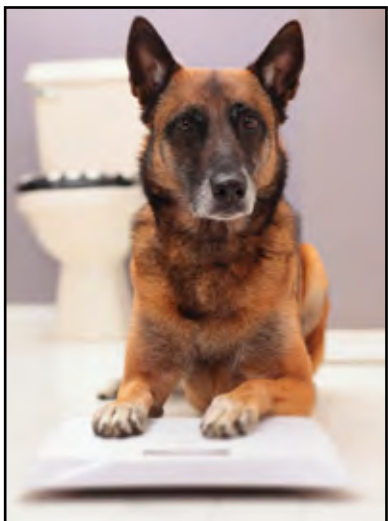
Boredom



Digging & Barking



Crate Training



Weight Management

Images may be requested from the KONG Art Department or found on our image resource site.

<https://assets.kongcompany.com/>



KONG

COMPANY

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