

The background of the slide is a photograph of two white ceramic bowls. One bowl is in the foreground, slightly out of focus, and the other is behind it, more in focus. They are both empty and have a simple, clean design. The lighting is soft and even.

**Kellogg's breakfastware™**  
Tabletop Style Guide

- 01 Tabletop Brand Rules
- 02 SKU Grids
- 03 Program Mood
- 04 Materials & Color Palette
- 05 Form Inspiration
- 06 SKU Grids
- 07 Graphic Application
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**Kellogg's breakfastware™**  
Conceptual Program Positioning

In tabletop the **Kellogg's breakfastware™** brand visions **simple expressions of the breakfast ritual.**

**Kellogg's is Breakfast.** It therefore designs for consumer lifestyle in relation to their breakfast needs. Making life easier and aligning design with how consumers want their breakfast - what to eat, how to eat it and where to eat it.

## Kellogg's breakfastware™ Breakfast Lifestyle

Kellogg's breakfastware™ understands consumers eat breakfast **AtHome**, **OnTheGo** or **AtTheOffice** and aims to provide consumers with Information, Education, Products and Services, to help themselves to a Healthy Start to the day to Start Good. Feel Good.



AtHome

33% of people eat  
breakfast at home.



AtTheOffice

33% of people eat  
breakfast at the office.



OnTheGo

33% of people eat  
breakfast on the go.



## Kellogg's breakfastware™ Brand Rules

When designing for any aspect of the **Kellogg's breakfastware™** brand please ensure that you sign off on all 5 brand rules.



### Breakfast Related

Products **MUST** be directly related to breakfast and breakfast lifestyle.



### Focus on Health

Products **MUST** talk to health. Where possible this should be integrated into product design, functionality, packaging and marketing.



### Innovate for Convenience

Products **MUST** incorporate some level of innovation and newness in their design and functionality for modern day convenience.



### Keep It Authentic

Products **MUST** be authentic in pure functionality. Simplicity and convenience are key. Functionality is king.



### Fusion of Retro + Modern

Products must maintain a retro-modern fusion in look+feel and styling. Materials, form, color, mood and function to be informed by this.





## Kellogg's breakfastware™ Tabletop Brand Rules

The Design Direction for **Kellogg's breakfastware™** tabletop is a harmonious fusion of retro and modern.

**Authenticity**, utility and pure functionality of a farmer mood.



Retro inspired classic shapes, embracing old fashioned country simplicity, evoking a sense of history and soul.

**Innovation** and modern functionality, to reinterpret retro classics and bring it to modern form by eliminating or enhancing particular design details or by reinterpreting proportion, materials, and finishes.

**Health** informs product groupings and individual product innovation or design.





## Kellogg's breakfastware™ AtHome SKU list

AtHome CONCEPTS	CERAMICS	GLASSWARE	FLATWARE BAKELITE	WOOD
BreakfastForOne (snack sets) 	Bowl/milk jug + tray beaker + tray egg cup + tray	tall glass x2	knife fork spoon egg spoon	
BreakfastInBed (for 2) 	plate bowl cup + saucer condiments pots	small glass x2	knife fork spoon teaspoon x2	bed tray
Boxed Breakfastware Settings (for 2 or 4)	plate 2 sizes cups + saucers cereal bowl mug egg cup	small glass tall glass	knife fork spoon teaspoon egg spoon	
Smoothie Breakfast		tall glass glass pitcher	smoothie spoon	
Portion Control	3 sized bowls (with portion rings)	2 sized glasses with oz measurements		
Breakfast Extra Items	teapot + infuser egg cup set milk jug + sugar bowl condiments pots large ceramic pitcher juice squeezer			table tray



## Kellogg's breakfastware™ OnTheGo SKU list

OnTheGo CONCEPTS	MELAMINE/PLASTIC	WOOD/METAL	CERAMIC	THERMAL
In the Car 	Bowl, cup, plate to fit tray to keep breakfast fresh, separated, hot or cold with non-grip and non-slip features  Mug holder surround	Car tray for bowl + cup + mug		Insulated travel mug
Commuting 'PrepAndGo'  Ingredients from home that you pack to go. 	Complete Breakfast kit with lids for storage and portability to keep breakfast fresh, separated, hot or cold.		Complete ceramic breakfast kit with lids for storage and portability to keep breakfast hot or cold.	
Commuting - bus/train 'ReadyToGo'				
Kiosk 'BuyAndGo'				



## Kellogg's breakfastware™ AtTheOffice SKU list

AtTheOffice CONCEPTS		MELAMINE/PLASTIC	WOOD/METAL	CERAMIC	THERMAL
Breakfast		Complete Breakfast kit with lids for storage and portability to fit in drawer and keep breakfast fresh, separated, hot or cold.			
Tea/Water				Mug/Cup + lid/warmer to keep hot Teapot ForOne	
SnackTime					

## Mood



Modern farmer mood  
Purity  
Authenticity  
Simplicity

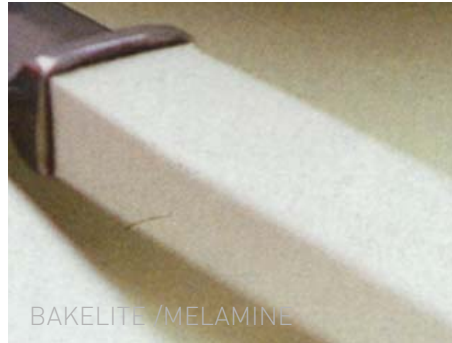
## Materials



CERAMIC



GLASSWARE



BAKELITE / MELAMINE



ENAMELWARE



STAINLESS STEEL



WOOD [OAK] RAW AND PAINTED

An unexpected mix  
of materials + finishes  
and surfaces  
that inspire touch.

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Color

WHITE  
C0 M0 Y0 K0

PALE CREAM  
CERAMIC C2 M3 Y8 K0

RICH CREAM  
CERAMIC REFERENCE

BRIGHT RED  
PANTONE 199C C0 M100 Y62 K0







## Form Inspiration



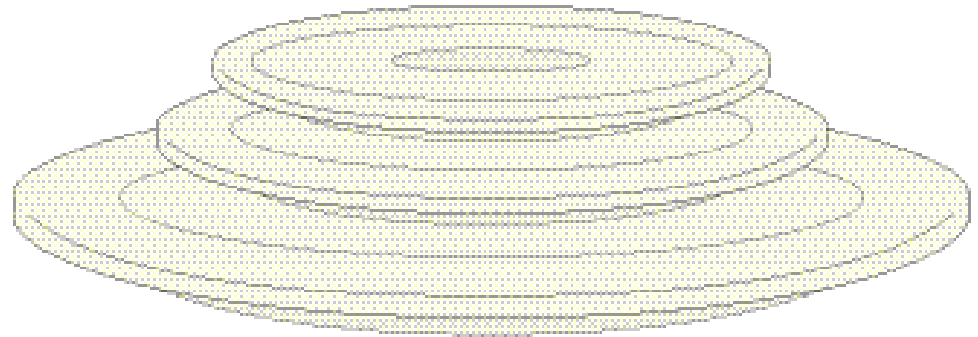
Breakfast Plate



Lid/Side Plate



Saucer



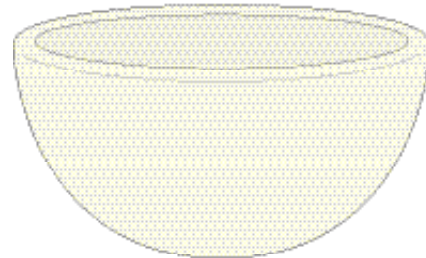


## Form Inspiration

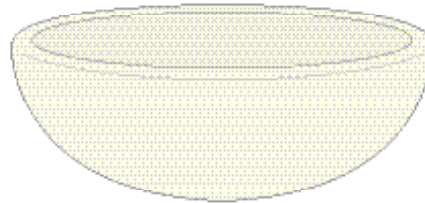
Lid/Side Plate



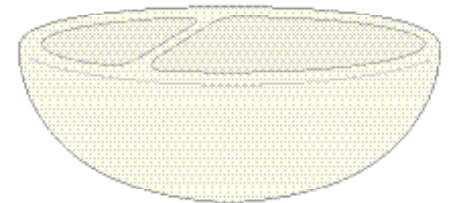
Cereal Bowl



Portion Controlled Breakfast Bowl



Compartment Breakfast Bowl





## Form Inspiration

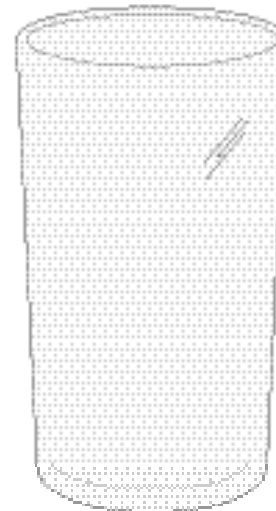


Handless beaker with lid



## Form Inspiration

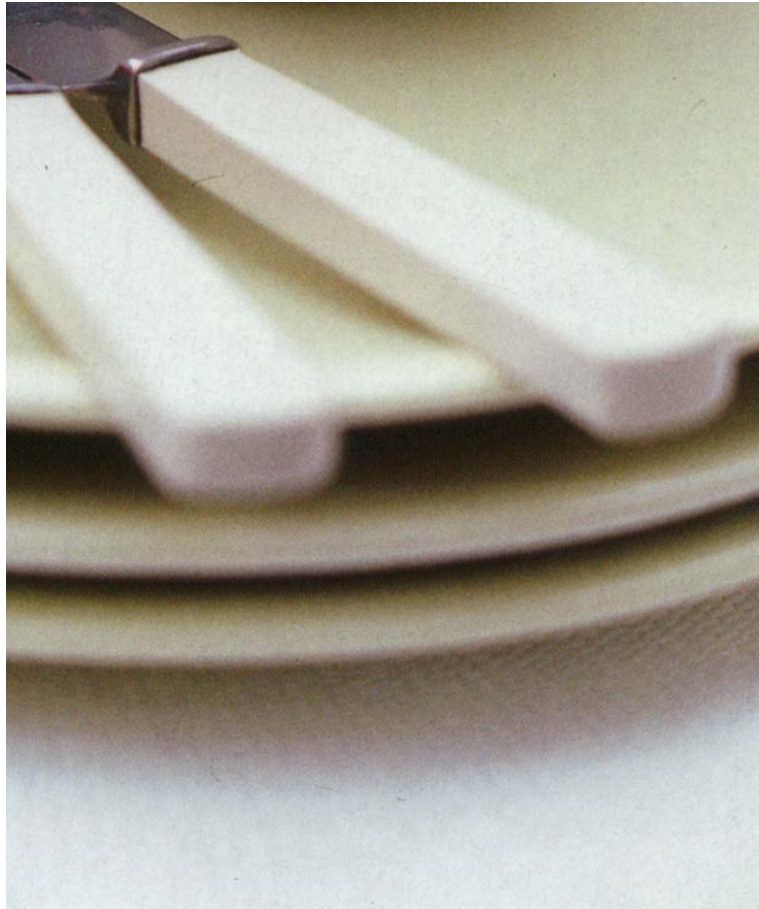
Tall Glass



Tempered glass for strength and durability

Small Glass





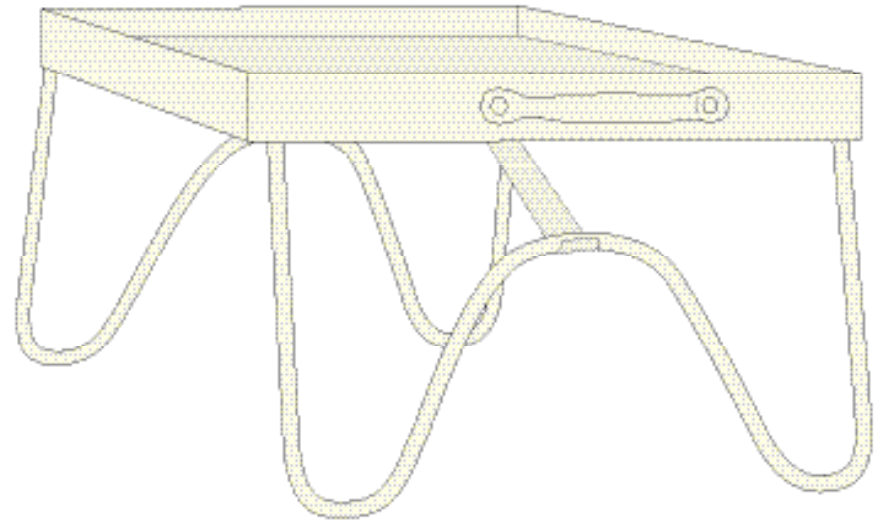
## Form Inspiration





## Form Inspiration

2 in 1 table/bed tray idea



## Graphic Application

The Graphic Direction for **Kellogg's breakfastware™** tabletop is a harmonious fusion of retro and modern inspired by the Feel Good simplicity of a farmer mood.

**01**

Graphics speak for themselves with a sensitivity to placement, to create a sense of negative space that balances graphic density throughout the range.

**02**

Graphics are uncomplicated and never over designed, with a purity and simplicity that represents the brand.

**04**

Graphics are used to create a warm Feel Good morning mood and evoke a sense of nostalgia.

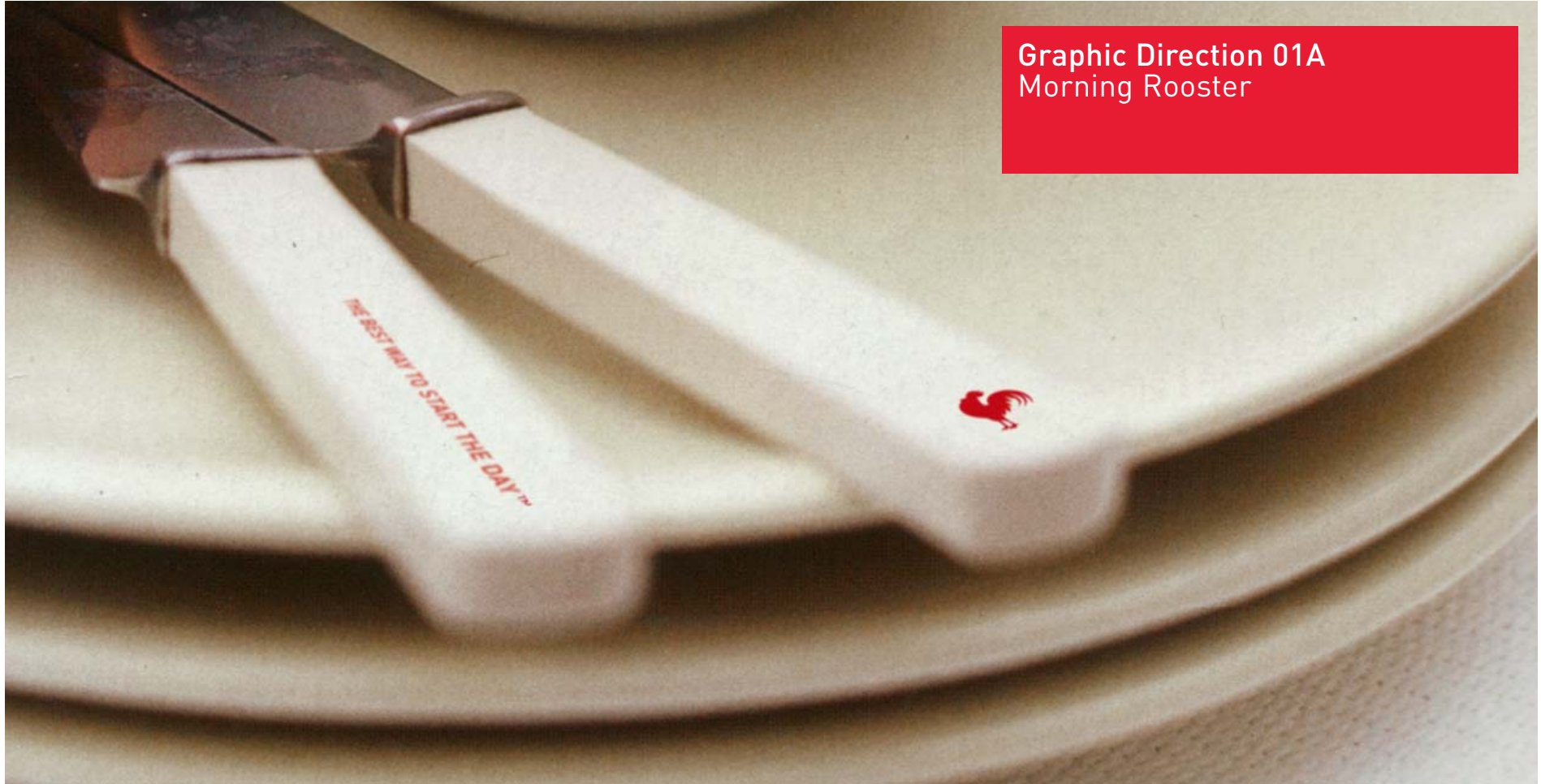
**03**

Graphics are used where appropriate to enhance the form and functionality of product.

**05**

Graphics are used with scale only where appropriate.

Graphic Direction 01A  
Morning Rooster

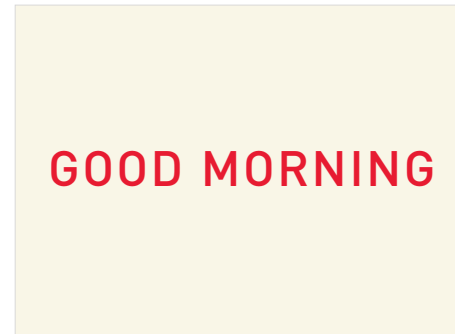


## Graphic Direction 01A

### Graphic Elements

This graphic direction combines an iconic **Kellogg's** morning rooster, a bold retro stripe and Good Morning phrases from the **Kellogg's** Archive.

A Feel Good mood inspired by farmer simplicity.  
Wake Up well with **Kellogg's**.



## Graphic Direction 01A

### Rooster Icons



**ROOSTER 001.tif**

A detailed illustrative version of the rooster icon.

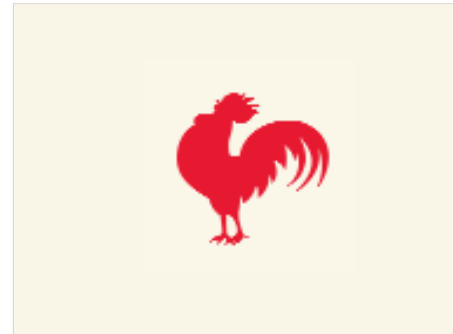
Background color represents material color on which the artwork will be placed.



**ROOSTER 001 REVERSE.tif**

A detailed illustrative version of the rooster icon for reversed out applications.

Background color represents material color on which the artwork will be placed.



**ROOSTER ICON 001.tif**

A simplified version of the rooster icon to be used for small scale applications where detail may be lost.

Background color represents material color on which the artwork will be placed.



**ROOSTER ICON 001 REVERSE.tif**

A simplified version of the rooster icon to be used for small scale reversed out applications where detail may be lost.

Background color represents material color on which the artwork will be placed.

## Graphic Direction 01A

### Rooster Repeat



**ROOSTER PRINT 001.tif**

An allover repeat rooster print.

Background color represents material color on which the artwork will be placed.

SCALE 1:3



**ROOSTER PRINT 001 REVERSE.tif**

An allover repeat rooster print for reversed out applications.

Background color represents material color on which the artwork will be placed.

SCALE 1:3



**ROOSTER PRINT 002.tif**

An allover repeat rooster print.

Background color represents material color on which the artwork will be placed.

SCALE 1:1



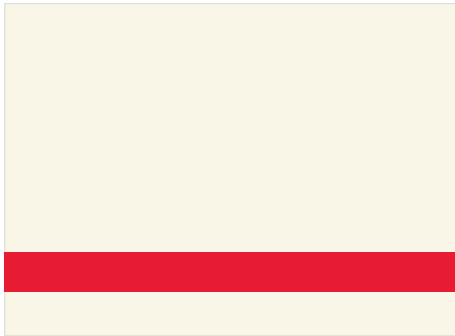
**ROOSTER PRINT 002 REVERSE.tif**

An allover repeat rooster print for reversed out applications.

Background color represents material color on which the artwork will be placed.

SCALE 1:1

## Graphic Direction 01A Retro Stripes



RETRO STRIPE 001.eps  
Single red stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 001 REVERSE.eps  
Single cream stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 002.eps  
Triple red stripe.

Background color represents material color on which the artwork will be placed.

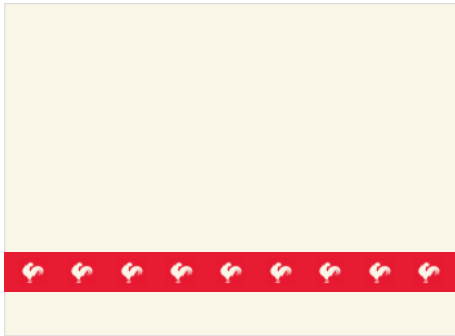


RETRO STRIPE 002 REVERSE.eps  
Triple cream stripe.

Background color represents material color on which the artwork will be placed.



## Graphic Direction 01A Rooster Stripes



ROOSTER STRIPE 001.tif

Single red stripe with simplified rooster repeat. Must retain these proportions for scaled applications.

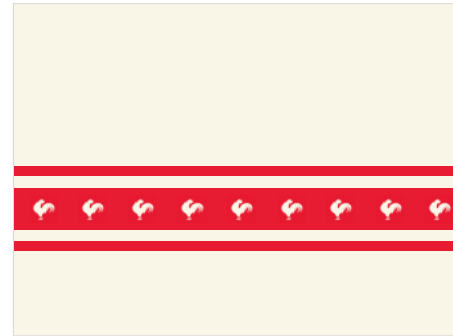
Background color represents material color on which the artwork will be placed.



ROOSTER STRIPE 001 REVERSE.tif

Single cream stripe with simplified rooster repeat. Must retain these proportions for scaled applications.

Background color represents material color on which the artwork will be placed.



ROOSTER STRIPE 002.tif

Triple red stripe with simplified rooster repeat. Must retain these proportions for scaled applications.

Background color represents material color on which the artwork will be placed.



ROOSTER STRIPE 002 REVERSE.tif

Triple cream stripe with simplified rooster repeat. Must retain these proportions for scaled applications.

Background color represents material color on which the artwork will be placed.

## Graphic Direction 01A

### Good Morning Archive Phrases

THE BEST TO YOU EACH MORNING™

THE BEST TO YOU 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

GOOD MORNING

GOOD MORNING 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

MORNING - LETS FACE IT TOGETHER™

MORNING 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words..

IT'S GONNA BE A GREAT DAY™

GREAT DAY 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

## Graphic Direction 01A

### Good Morning Archive Phrases

THE BEST  
TO YOU  
EACH MORNING™



THE BEST TO YOU 002.eps

Single graphic element must be shown in its entirety. Must retain alignment of the phrase and rooster, and never separate, distort or change the composition.

  
GOOD  
MORNING

GOOD MORNING 002.tif

Single graphic element must be shown in its entirety. Must retain alignment of the phrase and rooster, and never separate, distort or change the composition.

  
MORNING...  
LETS FACE IT TOGETHER™

MORNING 002.tif

Single graphic element must be shown in its entirety. Must retain alignment of the phrase and rooster, and never separate, distort or change the composition.

IT'S GONNA  
BE A GREAT DAY™



GREAT DAY 002.tif

Single graphic element must be shown in its entirety. Must retain alignment of the phrase and rooster, and never separate, distort or change the composition.

It is recommended that these graphic elements always appear small with negative space, and are combined only where appropriate.

This Graphic Direction would suit breakfast sets..

## Graphic Direction 01A Recommended SKU Application

Bowls  
Plates  
Cups  
Saucers  
Side Plates  
Glasses [2 sizes]  
Condiment Pots  
Teapot  
Milk Jug  
Sugar Bowl  
Flatware  
Breakfast Tray



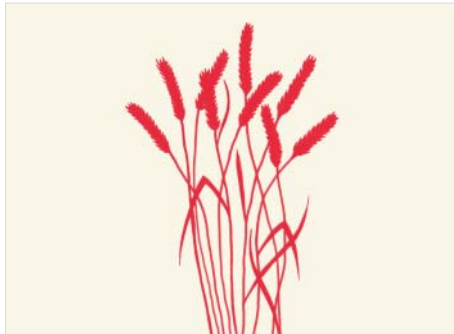


This graphic direction combines an iconic **Kellogg's** wheat icon, a bold retro stripe and Health phrases from the **Kellogg's** Archive.

A Feel Good mood inspired by farmer simplicity.  
Wake Up well with **Kellogg's**.

## Graphic Direction 01B

### Graphic Elements



GOOD... AND GOOD FOR YOU™



## Graphic Direction 01B

### Wheat Icons



WHEAT 001.tif

A vertical version of the wheat icon.

Background color represents material color on which the artwork will be placed.



WHEAT 001 REVERSE.tif

A vertical version of the wheat icon for reversed out applications.

Background color represents material color on which the artwork will be placed.



WHEAT 002.tif

A horizontal version of the wheat icon to be used for wrapped applications to compliment product shape.

Background color represents material color on which the artwork will be placed.



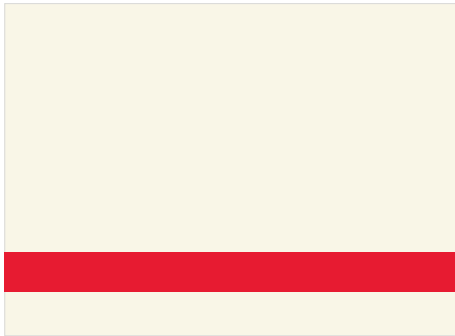
WHEAT 0021 REVERSE.tif

A horizontal version of the wheat icon to be used for reversed out wrapped applications to compliment product shape.

Background color represents material color on which the artwork will be placed.

## Graphic Direction 01B

### Retro Stripes



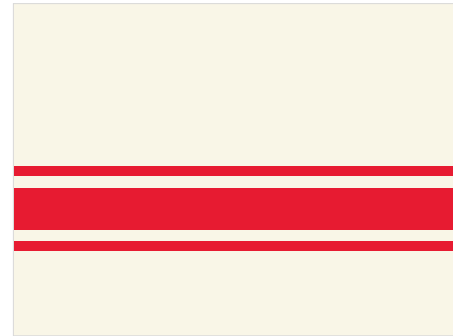
RETRO STRIPE 001.eps  
Single red stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 001 REVERSE.eps  
Single cream stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 002.eps  
Triple red stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 002 REVERSE.eps  
Triple cream stripe.

Background color represents material color on which the artwork will be placed.



## Graphic Direction 01B

### Archive Phrases

HELP YOURSELF TO HEALTH™

HELP YOURSELF TO HEALTH 001.eps  
Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

A GOOD START IN THE MORNING™

GOOD START 001.eps  
Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

GOOD... AND GOOD FOR YOU™

GOOD FOR YOU 001.eps  
Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words..

START GOOD.FEEL GOOD™

START GOOD FEEL GOOOD 001.eps  
Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.



It is recommended that these graphic elements always appear small with negative space, and are combined only where appropriate.

This Graphic Direction would suit breakfast sets..

## Graphic Direction 01B Recommended SKU Application

Bowls  
Plates  
Side Plates  
Cups  
Saucers  
Beakers  
Mugs  
Teapot  
Milk Jug  
Sugar Bowl



Graphic Direction 02  
Archive Script



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This graphic direction celebrates the richness of the **Kellogg's** Archive by showcasing retro script as a bold dynamic graphic. These graphics must be used oversized and cropped.

A retro mood inspired by archive script.  
Enjoy **Kellogg's**.

## Graphic Direction 02A

### Graphic Elements



**Graphic Direction 02A**  
Archive Script Oversize



DELICIOUS 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic.  
Application reference page 29.

Background color represents material color on which the artwork will be placed.



DELICIOUS 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic.  
Application reference page 29.

Background color represents material color on which the artwork will be placed.



EAT 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic.  
Application reference page 29.

Background color represents material color on which the artwork will be placed.



EAT 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic.  
Application reference page 29.

Background color represents material color on which the artwork will be placed.

**Graphic Direction 02A**  
Archive Script Oversize



HUNGRY 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



HUNGRY 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



ENJOY 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



ENJOY 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.

**Graphic Direction 02A**  
Archive Script Oversize



FRESH 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed..



FRESH 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



FLAVOR 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



FLAVOR 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.

## Graphic Direction 02A

### Archive Script Oversize



FOR FRESHNESS 003.tif

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed..



FOR FRESHNESS 003 REVERSE.tif

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



WHATS INSIDE 001.tif

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



WHATS INSIDE 001 REVERSE.tif

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.

It is recommended that these graphic elements always appear oversized and cropped on product.

This Graphic Direction would suit small product groupings.

**Graphic Direction 02A**  
Recommended SKU Application

Bowls [Set of 4]  
Beakers [Set of 4]  
Cup+Saucer [Set of 4]  
Mugs {Set of 4}  
Milk Jug + Sugar Bowl  
Butter Dish  
Teapot



This graphic direction celebrates the richness of the **Kellogg's** Archive by showcasing retro script as a bold dynamic graphic. These graphics must be used small and centred on product.

A retro mood inspired by archive script.  
Enjoy **Kellogg's**.

## Graphic Direction 02B

### Graphic Elements



Single graphic element must be shown in its entirety.  
To be used as a small isolated graphic with negative space.  
Must retain the angle wherever possible, and never be cropped or distorted.

Background color represents material color on which the artwork will be placed.

## Graphic Direction 02B

### Archive Script Small



FRESH 002.eps



FRESH 002 REVERSE.eps



FLAVOR 002.eps



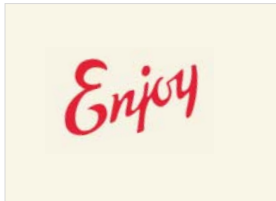
FLAVOR 002 REVERSE.eps



HUNGRY 002.eps



HUNGRY 002 REVERSE.eps



ENJOY 002.eps



ENJOY 002 REVERSE.eps



DELICIOUS 002.eps



DELICIOUS 002 REVERSE.eps



EAT 002.eps



EAT 002 REVERSE.eps



## Graphic Direction 02B

### Archive Script Small



ENJOY A BOWL 001.eps

Single graphic element must be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be cropped or distorted.

Background color represents material color on which the artwork will be placed.



ENJOY A BOWL 001 REVERSE.eps

Single graphic element must be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be cropped or distorted.

Background color represents material color on which the artwork will be placed.



FLAVOR DOES IT 001.eps

Single graphic element must be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be cropped or distorted.

Background color represents material color on which the artwork will be placed.



FLAVOR DOES IT 001 REVERSE.eps

Single graphic element must be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be cropped or distorted.

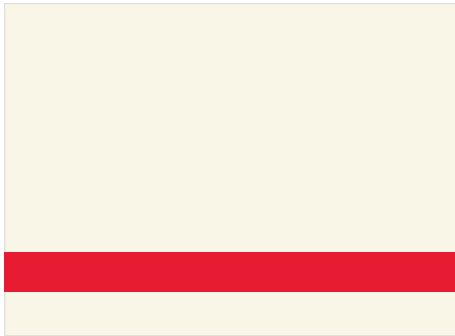
Background color represents material color on which the artwork will be placed.



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## Graphic Direction 02B

### Retro Stripe



RETRO STRIPE 001.eps  
Single red stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 001 REVERSE.eps  
Single cream stripe.

Background color represents material color on which the artwork will be placed.



It is recommended that these graphic elements always appear small and centred on product.

This Graphic Direction would suit boxed breakfast sets.

**Graphic Direction 02B**  
Recommended SKU Application

#### Individual Boxed Sets

Egg Cup [Set of 4]

Bowls [Set of 4]

Mugs [Set of 4]

Plates [Set of 4]

Cup+Saucer [Set of 4]

#### Boxed Breakfast Set for 4

Bowls

Cups+Saucer

Plates 2 sizes

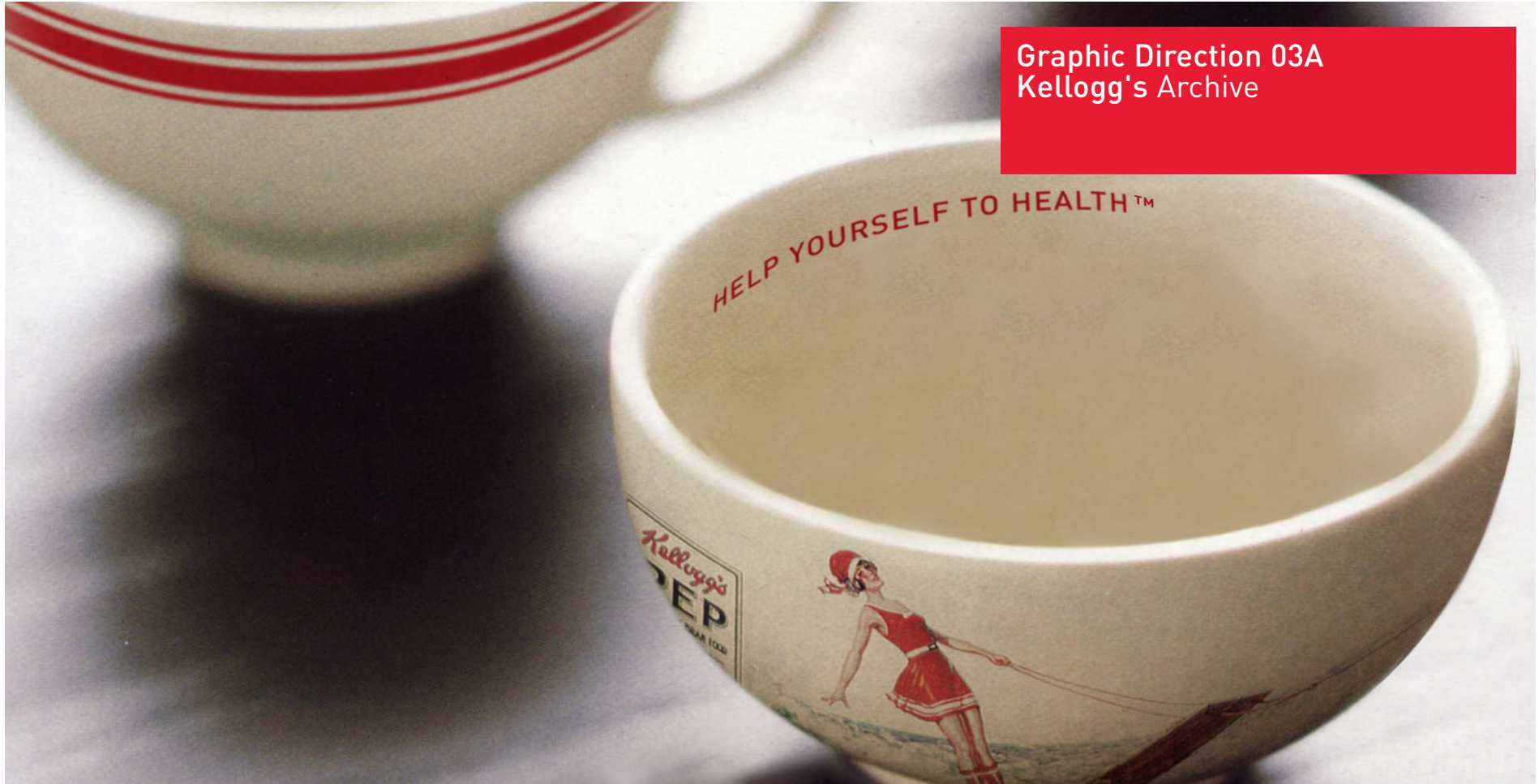
Egg Cup

Glasses

Flatware



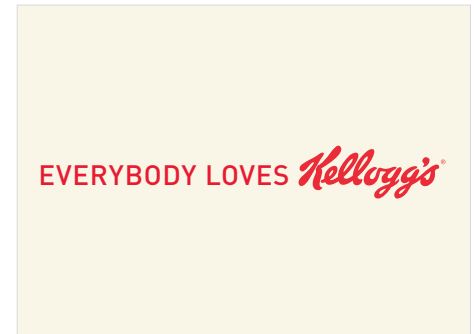
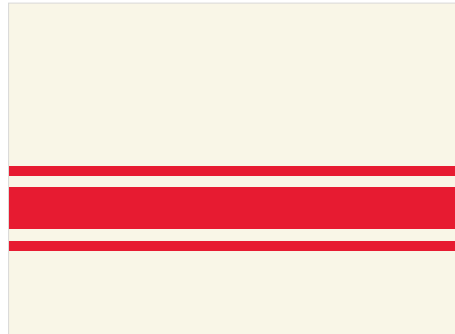
Graphic Direction 03A  
Kellogg's Archive



This graphic direction showcases the beauty of the **Kellogg's** Archive, it's images and language. The hero archive shots convey a sense of health and freshness and are supported by retro graphics that are derived directly from the images themselves. A retro mood injected with a Feel Good approach to health. Everybody loves **Kellogg's**.

## Graphic Direction 03A

### Graphic Elements



## Graphic Direction 03A

### Archive Images + Elements



IT PEPS YOU UP 001.eps

Genuine Kellogg's Archive image must be shown true to original and must never be recolored or distorted.

Background color must always be cream and represents material color on which the artwork will be placed.



RETRO STRIPE 002.eps

Triple red stripe.

Background color represents material color on which the artwork will be placed.



WHATS INSIDE 002.eps

Genuine Kellogg's Archive image must be shown true to original and must never be recolored or distorted.

Image may be used oversized and cropped where appropriate.



RETRO ARROW 001.eps

Retro Arrow.

Background color represents material color on which the artwork will be placed.



## Graphic Direction 03A

### Archive Phrases

THE BEST WAY TO START THE DAY™

BEST WAY 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

IT'S GOING TO BE A GREAT DAY!™

GREAT DAY 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

HELP YOURSELF TO HEALTH™

HELP YOURSELF TO HEALTH 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

EVERYBODY LOVES *Kellogg's*

EVERYBODY LOVES KELLOGGS 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

It is recommended that these graphic elements are combined only where appropriate.  
This Graphic Direction would suit boxed breakfast sets.

## Graphic Direction 03A Recommended SKU Application

### Individual Boxed Sets

Egg Cup [Set of 4]

Bowls [Set of 4]

Mugs [Set of 4]

Plates [Set of 4]

Cup+Saucer [Set of 4]

### Boxed Breakfast Set

Teapot

Milk Jug

Sugar Bowl

Beaker [Set of 4]



Graphic Direction 03B  
Start Good. Feel Good

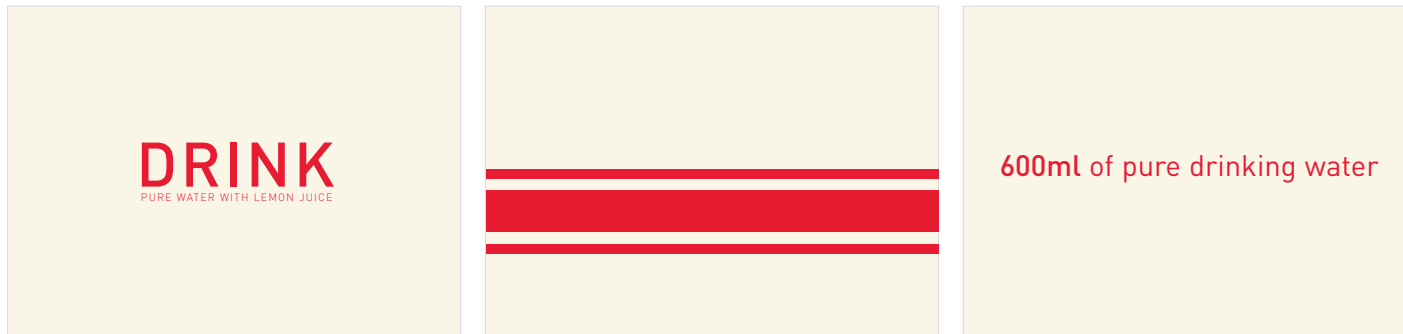
TEA  
RICH IN ANTIOXIDANTS

HELP YOURSELF TO HEALTH™

This graphic direction communicates health as fun and accessible with informative tips, measurement call-outs, wellbeing affirmations and ways to start the day well.  
A Feel Good mood inspired by **Kellogg's** heritage of health.  
Start Good. Feel Good with **Kellogg's**.

## Graphic Direction 03B

### Graphic Elements



The graphic direction is evocative of utilitarian simplicity and the warmth of a 1920's General Store kitchen with informative tips, measurement call-outs, wellbeing affirmations and ways to start the day well.

A Feel Good mood inspired by **Kellogg's** heritage of health.

**Graphic Direction 03B**  
Start Good . Feel Good

**MILK**

**JUICE**

**HONEY**

**TEA**

**CEREAL**

250g

**EGGS**  
PURE, NATURAL + FRESH

**DRINK**  
PURE WATER WITH LEMON JUICE

600ml pure drinking water

HELP YOURSELF TO HEALTH™

START GOOD . FEEL GOOD™

**600ml**  
PURE FRESH MILK FOR CALCIUM



It is recommended that these graphic elements always appear small and centred on product.

This Graphic Direction would suit small product groupings or SKUs that communicate health.

### Graphic Direction 03 Recommended SKU Application

Glasses [2 sizes]  
Glass Pitcher  
Ceramic Pitcher  
Portion Control Bowls  
Butter Dish  
Milk Jug  
Sugar Bowl + Lid  
Honey Jug  
Flatware

