Light. Measurement. Excellence.

BENTHAM

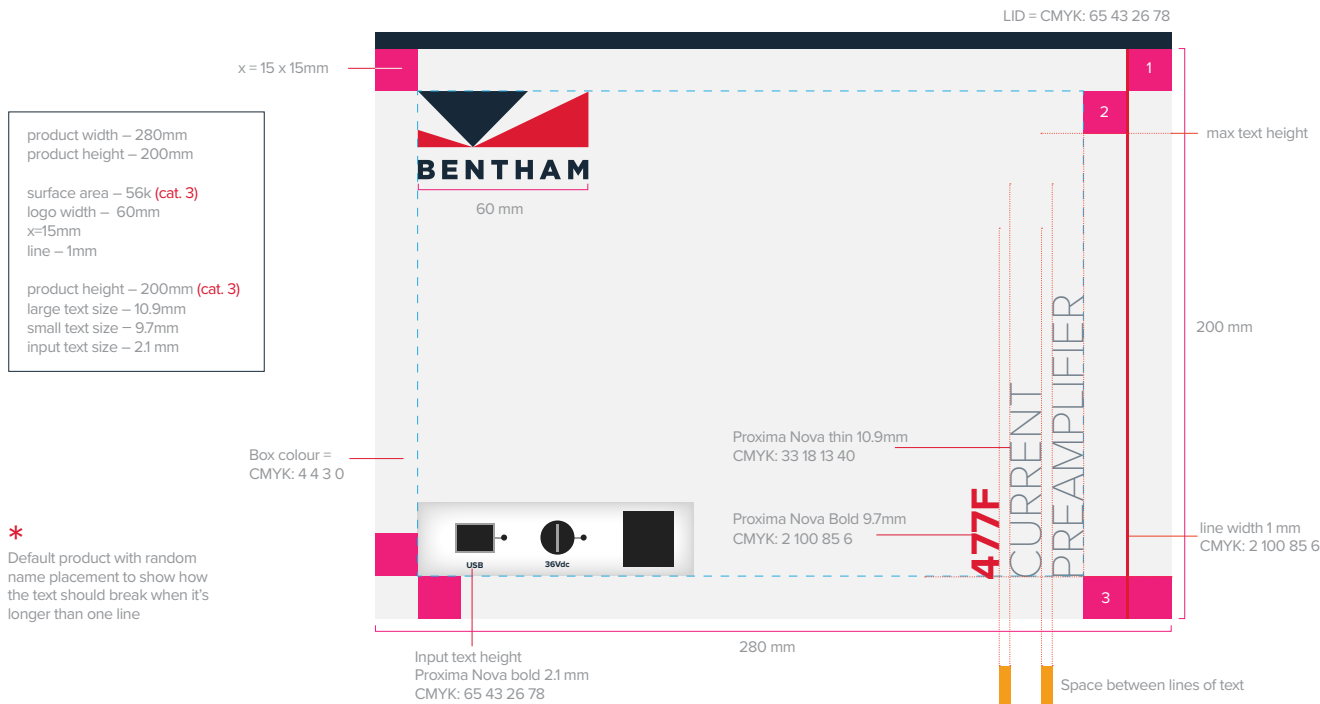# Bentham Product Guidelines 1.2

General rule for placing the logo.
Logo size is proportional to the surface area. The logo and basic unit (x) grows with growing size of the product. We decided to create 5 categories with rounded surface areas to make it simple. Every size has an assigned dimensions for the logo width, unit (x) size and the line width.

General rule for placing the text.
Text size is proportional to products height. When the height grows, text grows. We created 6 categories of different heights with assigned sizes of the text. First, take the height of the product, or if there is something obstructing the full height (e.g. inputs), then the space minus the obstructing height.

Further rules

▶ No items fall outside the border, "x" – This certainly applies to logo and text. And as much as possible other items too.

▶ Longest word for the grey text is to be 13 characters. Any word longer than this should be custom sized proportionally.

▶ If a line of text runs outside the X border due to length it should be moved to two lines as per the below.

▶ Input text sits centrally aligned below the input itself, 2.1mm away from the input (note: this is ideal but may have to be done by eye)

LID = CMYK: 65 43 26 78
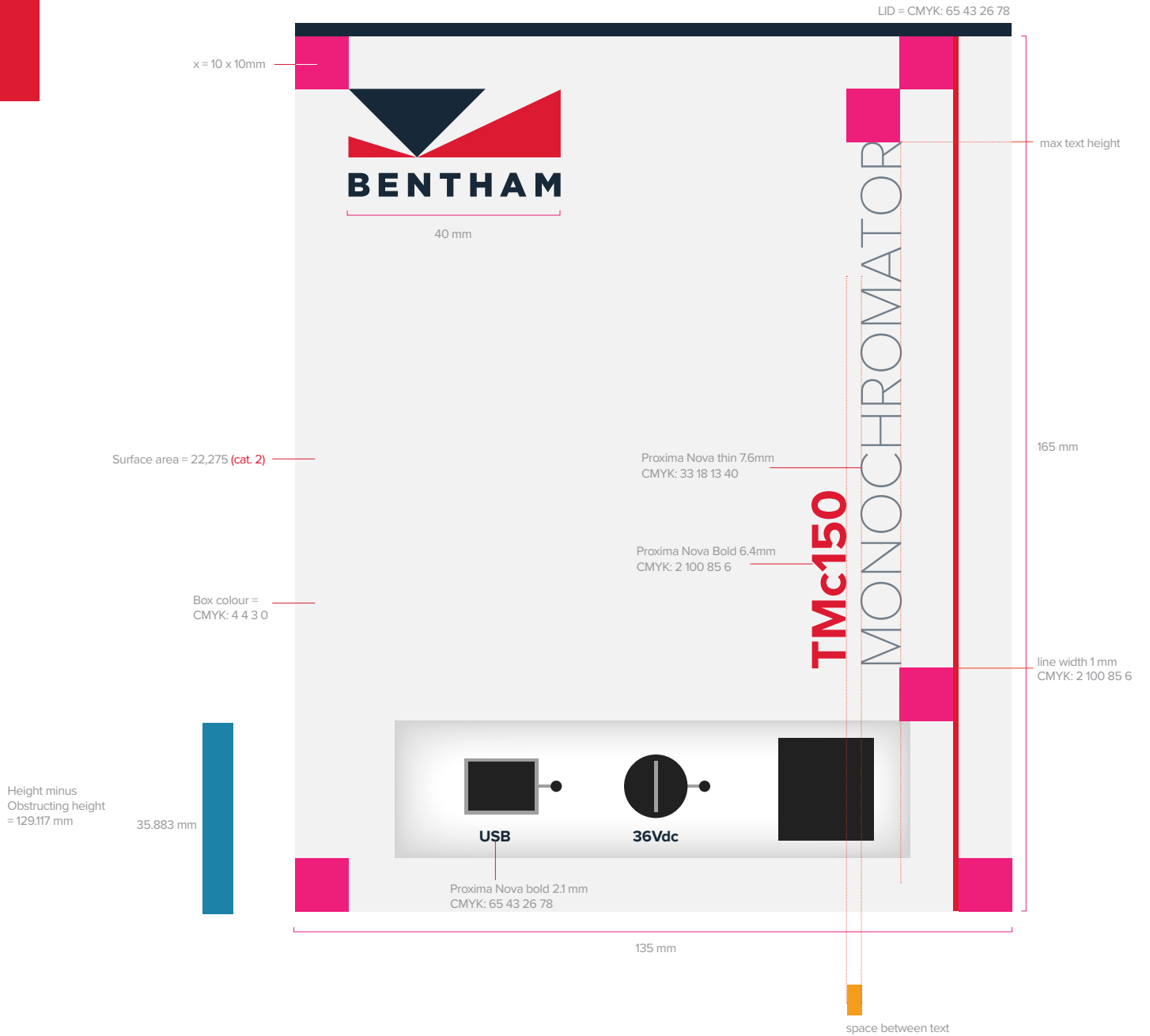
x = 15 x 15mm

1

2

max text height

product width – 280mm
product height – 200mm

surface area – 56k (cat. 3)
logo width – 60mm
x=15mm
line – 1mm

product height – 200mm (cat. 3)
large text size – 10.9mm
small text size – 9.7mm
input text size – 2.1 mm

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60 mm

200 mm

Proxima Nova thin 10.9mm
CMYK: 33 18 13 40

CURRENT PREAMPLIFIER

477F

Box colour =
CMYK: 4 4 3 0

Proxima Nova Bold 9.7mm
CMYK: 2 100 85 6

line width 1 mm
CMYK: 2 100 85 6

*
Default product with random name placement to show how the text should break when it's longer than one line

USB   36Vdc

3

Input text height
Proxima Nova bold 2.1 mm
CMYK: 65 43 26 78

280 mm

Space between lines of text

How to set logo size

	Surface area (height mm x width mm)	Logo (w)	X (mm)	Line (width)
1	5-20 k	25 mm	6 mm	1 mm
2	20-50 k	40 mm	10 mm	1 mm
3	50-100k	60 mm	15 mm	1 mm
4	100-200 k	100 mm	25 mm	2 mm
5	200-400 k	150 mm	37 mm	3 mm

How to set type size

First, take the height of the product, or if there is something obstructing the full height, then the space minus the obstructing height.

	Height (mm)	Grey letters height	Red letters height (grey –5pt)	Space between lines of text	Input text height
1	0-50mm	2.8mm	2.4mm (anomaly)	0.9mm	2.1mm
2	50-100 mm	4.7mm	3.6mm	1.3mm	2.1mm
3	100-150 mm	7.6mm	6.4mm	2.3mm	2.1mm
4	150-250 mm	10.9mm	9.7mm	3.5mm	2.1mm
5	250-300 mm	12.8mm	11.6mm	4.2mm	2.1mm
6	350-400 mm	17.0mm	15.9mm	5.7mm	2.1mm

LID = CMYK: 65 43 26 78

x = 10 x 10mm

max text height

MONOCHROMATOR

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40 mm

Proxima Nova thin 7.6mm
CMYK: 33 18 13 40

Surface area = 22,275 (cat. 2)

165 mm

Proxima Nova Bold 6.4mm
CMYK: 2 100 85 6

TMc150

Box colour =
CMYK: 4 4 3 0

line width 1 mm
CMYK: 2 100 85 6

USB   36Vdc

Height minus
Obstructing height
= 129.117 mm

35.883 mm

Proxima Nova bold 2.1 mm
CMYK: 65 43 26 78

135 mm

space between text

A	x size		**A**	10mm
B	Logo width		**B**	40mm
C	Line width		**C**	1mm
D	Grey text		**D**	7.6mm
E	Red text		**E**	6.4mm
F	Space between text		**F**	2.3mm

Product Visuals

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POWER   INPUT 1   INPUT 2   OUTPUT

477F PREAMPLIFIER

BENTHAM

POWER   INPUT 1   INPUT 2   OUTPUT

487F PICOAMMETER

A	x size
B	Logo width
C	Line width
D	Grey text
E	Red text
F	Space between text

A	6mm
B	25mm
C	1mm
D	4.7mm
E	3.6mm
F	1.3mm
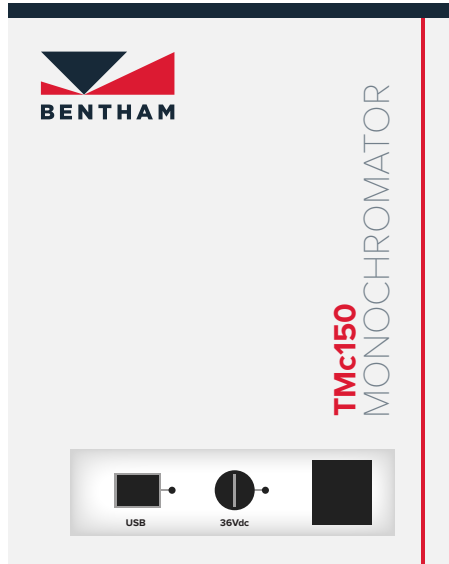
A	x size
B	Logo width
C	Line width
D	Grey text
E	Red text
F	Space between text

A	10mm
B	40mm
C	1mm
D	7.6mm
E	6.4mm
F	2.3mm

Actual product
TMc300
MONOCHROMATOR

BENTHAM

TMc300 MONOCHROMATOR

USB   36Vdc

A	x size
B	Logo width
C	Line width
D	Grey text
E	Red text
F	Space between text

A	15mm
B	60mm
C	1mm
D	10.9mm
E	9.7mm
F	3.5mm

Actual product
TLS120Xe
Tuneable Light Source
–

Due to positioning this product was designed outside of the rules.

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For scenarios like below please contact info@clearbrand.co.uk for custom sizes.

ANOMALY *** SPECIAL CASE

WAVELENGTH

CAUTION
UVA AND UVB
EMITTED FROM
THIS PORT

BENTHAM

POWER ON

USB

OUTPUT

TLS120Xe
TUNEABLE LIGHT SOURCE