

BELKIN® Desk Accessory



DESIGN LANGUAGE



The form used in Belkin often seems to be created by an intersection of two forms. One shape overlaps another, but neither is dominant, and they seem to create a balance to the form.



Use of color is where simplicity and is generally of a high contrast composition. In this USB hub, the green is very eye-catching, and the soft edges of its bounding shape act as contour lines to express the object's form more clearly.



Simplicity is Belkin's heart-beat and all of their products feature a minimalist approach to interactions. Concise shapes define the small look that is achieved. The simplicity of form that Belkin seeks creates the complex task of arranging them to hang in perfect balance.





Founded in 1982, Belkin is now one of the fastest growing computer accessory companies...

Originally a one man act from the inside of a garage in Compton, California, Belkin is now located in Northampton, England and is spreading its style worldwide. Belkin is over 1,200 people strong, and shows no sign of slowing down.

...with products that excel in form and function, leading the world in design, interactivity, appeal, and simplicity.

Product Lineup



Three Hole Punch



Stapler



Pencil Sharpener



Paper clip Dispenser



Business Card Scanner

The goal of this project is to first select a company, identify it's major defining characteristics, and understand its identity. With this knowledge, the style of the company is applied to a new set of products. In this instance, the company Belkin, of computer accessory fame, has been translated across the spectrum into the world of office desk accessories. The five piece set mirrors the recurring interconnections, color, and other characteristics of forms identified with Belkin. As a supplementary consideration, the concepts were developed with the technology advanced in mind, with the products featuring a blend of advanced and simple technology.