

Brand Overview

Version 1, June 2020



BRANDMARK

Knowby uses a strong brandmark which is representative of the transfer of knowledge, the essence of Knowby.

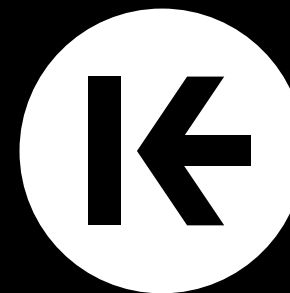
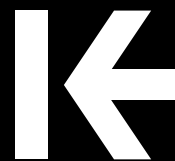
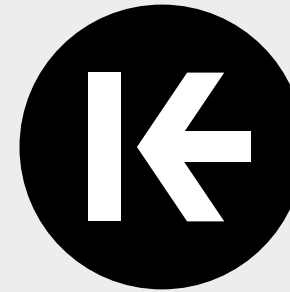
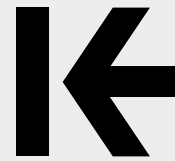
The brandmark and monogram should only be used separately – see indicative collateral for examples of usage.



MONOGRAM

The monogram consists of the arrow and vertical line form the letter K for Knowby. Symbolically representing guidance and the transfer of knowledge,

It should not be used on the same page as the landmark to prevent the doubling up of the K monogram



TYPOGRAPHY – PRIMARY

Knowby's primary typefaces are Muli Regular and Light and should be used across all forms of communication where possible.

Ag

Muli Regular

Used for headings and sub headings

<https://fonts.google.com/specimen/Muli>

Ag

Muli Light

Used for body copy and pullout text

<https://fonts.google.com/specimen/Muli>

TYPOGRAPHY – SYSTEM

When Knowby's primary typeface can not be accessed for either digital or print, a default system font will need to be used in its place.

Arial should be used in place of Muli. This typeface is common across both Mac and PC platforms.

Ag

Arial Bold

Used for headings and sub headings.

Ag

Arial Regular

Used for body copy and pullout text

PRIMARY COLOUR PALETTE

Pantone (PMS) and CMYK colour values are used for printed applications. RGB and Hex (#) values are used for digital and screen applications.

When printing in CMYK, request the printer to match the colour to the PMS equivalent as closely as possible to ensure consistency.

Coral red and golden yellow is to be used sparingly for highlighting specific text, buttons, CTA's etc.

NAVY BLUE

PMS coated 7687 C
PMS uncoated 281 U
CMYK 100/93/24/9
RGB 40/48/110
#28306e

NEUTRAL GREY

PMS coated 427 C
PMS uncoated 427 U
CMYK 8/6/7/0
RGB 237/237/237
#ededed

CORAL RED

Pantone Warm Red C
Pantone Warm Red U
CMYK 2/79/60/0
RGB 231/83/85
#e75355

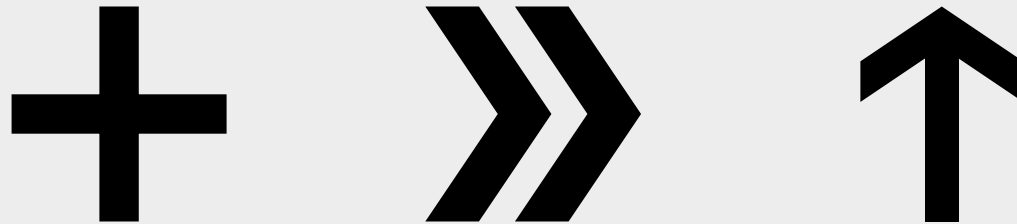
GOLDEN YELLOW

PMS coated 123 C
PMS uncoated 121 U
CMYK 5/23/95/0
RGB 245/197/0
#f5c500

GRAPHIC ELEMENT – ICONS

Icons are used throughout collateral to represent certain aspects of the Knowby experience.

The style of icons are based off the logo using the same weight and scale proportions.



GRAPHIC ELEMENT – DEVICE

The logo can be used as a graphic device to highlight information, steps in a Knowby or key features.



GRAPHIC ELEMENT – BOXES

Boxes can be used as a graphic device to highlight/separate information and images.

Once you Knowby,
you'll never look back.

Ellis Humphries,
Sydney
Short term rentals

"Knowby makes it so easy for me to share instructions for my short term rental customers. Easy to use, easy to build, easy to share. That's Knowby. Great value for money too."



Karl Charlton,
Macquarie
Agriculture Sector

"We use Knowby in my agriculture business, and it's really helped make staff self-sufficient. It's helping us become more sustainable too by shifting to paperless processes."

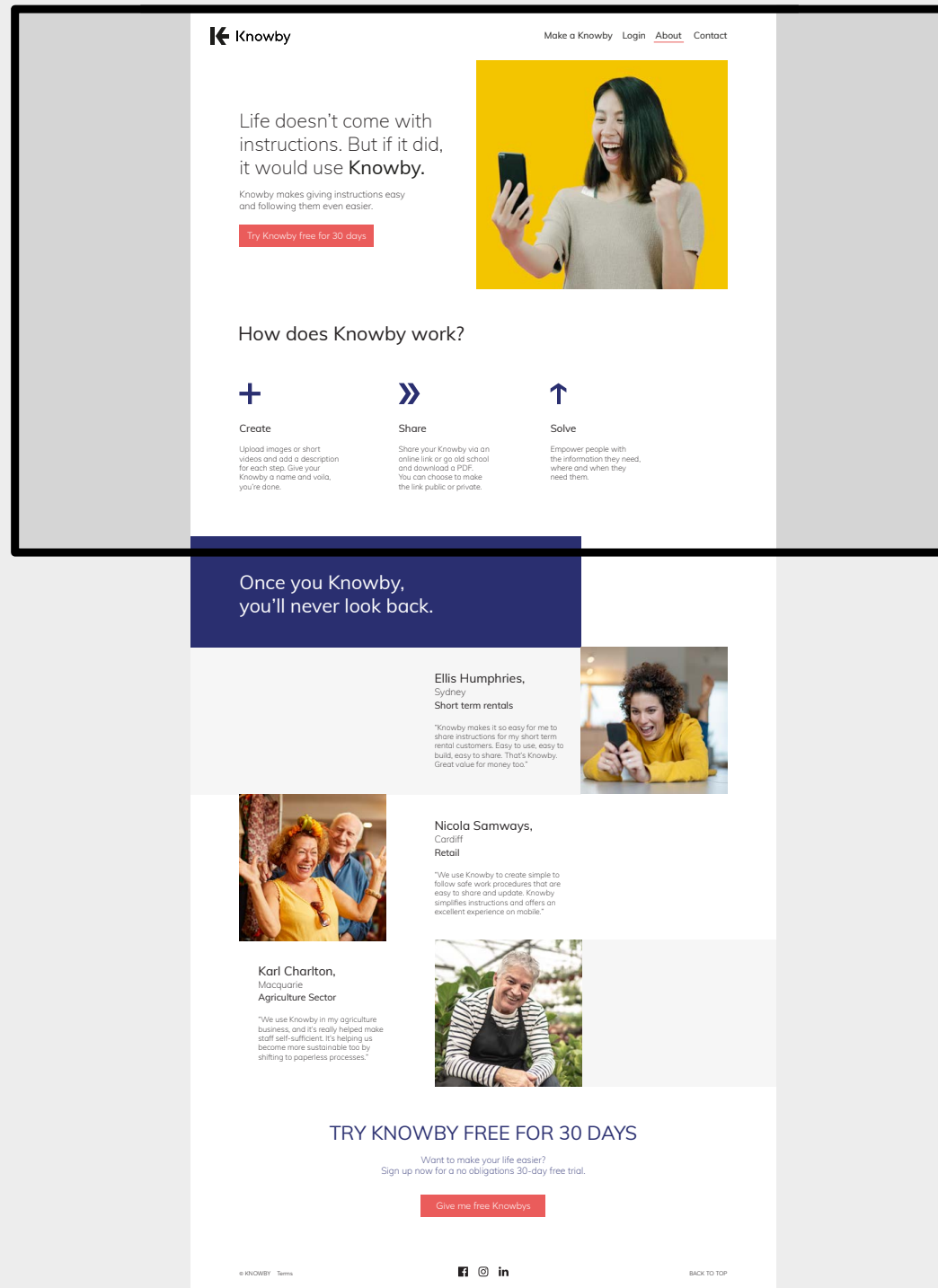


PHOTOGRAPHY STYLE

Knowby photography is light and quirky with a sense of community. People are at the heart of the brand so are always present in any photography used. Please use the imagery style shown as a guide when shooting or selecting photography.



INDICATIVE COLLATERAL



DIGITAL AD – STATIC

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6 May · 

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DIGITAL AD – ANIMATED

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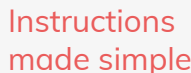
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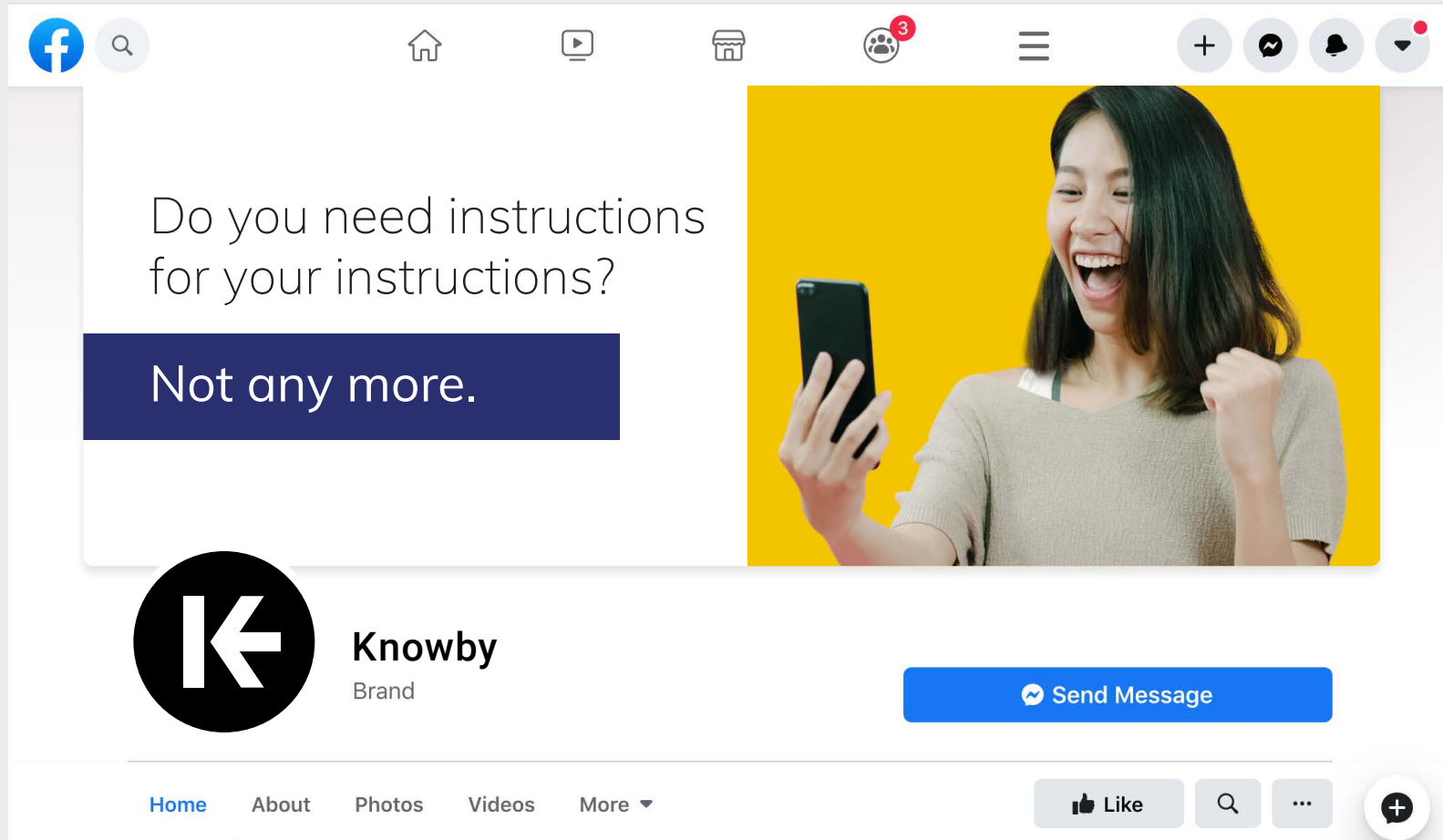
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FACEBOOK BANNER



Thank you

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