

Brand Colours



Primary colours

Our primary colours represent our brand colours, as seen in our logo. **Blue** is our main colour and is used throughout our visual brand to easily recognize Knak. **Green** is our second most prominent colour and ties back closely to our brand. Especially when used alongside blue.

Secondary colours

These colours allow for greater variety. This expanded palette projects playfulness and vibrancy. They can be used to support unique campaigns, or simply to draw attention when used as icons, in illustration, etc.

Expanded palette

Our expanded palette is used minimally and most subtly (*with the exception of Blue 6 for text*). It aids in giving us more variety and options in background colours, as well as UI variables (hover states, labels, etc.).

Blueberry
#058DF5
C94 M41 Y0 K0
R5 B141 G245
Contrast: Large text AA

Kiwi
#A8D000
C40 M0 Y100 K0
R168 B208 G0
Contrast: AAA

Daiquiri
#FB6747
C0 M75 Y75 K0
R251 B103 G71
Contrast: AA

Popcorn
#FFCD1C
C0 M18 Y96 K0
R255 B205 G28
Contrast: AAA

Grape
#A277EE
C47 M57 Y0 K0
R162 B119 G238
Contrast: Large text AA

Licorice
#95A0AD
C44 M31 Y25 K0
R149 B160 G173
Contrast: AA

#EFAE5
AAA

#D3F7B0
AAA

#079F44
LARGE TEXT AA

#025E37
AAA

#003F19
AAA

#FFF0ED
AAA

#FFAD9A
AAA

#DE300A
AA

#A00000
AAA

#730000
AAA

#F6F9FC
AAA

#C5F3FF
AAA

#5ECFFF
AAA

#004D94
AAA

#002B4B
AAA

#F5EFFF
AAA

#CEB7F5
AAA

#7F3DF3
AA

#420A7A
AAA

#300F51
AAA

#FFFFFF
AAA

#DEE5F1
AAA

#5B6A79
AA

#243644
AAA

#000000
AAA

#FDF9EE
AAA

#FFE8B7
AAA

#E08700
AA

#A95100
AA

#7D2F00
AAA