

# Brand playbook



**knak.**



# The Knak logo

Our logo encompasses our brand identity at its core. It’s important that we maintain the integrity of the Knak logo in everything we do and create. Here are some clear do’s and dont’s when it comes to our brand logo usage.

## Safe space

The grid below represents the minimum space required for separating our logo from any other elements.

Ensuring proper logo usage is key to conveying a professional, consistent, and trusted brand image.



## Incorrect usage

- Do not use non-approved logo colours (see approved logo variations on the right)
- Do not apply gradients or effects
- Do not alter the elements of the logo
- Do not stretch or distort the logo in any way



Use the full white logo on darker colours



Use the full colour logo on white or light backgrounds



Use the light coloured logo on dark or black backgrounds



Use the full dark logo on midtone colours



# Percentages and purpose



## Blue – Light and dark

Our brand’s darkest and lightest colours of blue are primarily used for typography, backgrounds, and some sections.



## Blue – Midtones

Our Knak blue is used heavily for graphic elements and text (so long as we are able to meet accessibility compliance). Navy blue is used primarily for CTA buttons and text links.



## Green – Knak brand colour

Similar to it’s use in our logo, the Knak green is used for accent elements. This could include iconography, graphic elements and shapes, or backgrounds.



## Secondary colours

These colours are used more selectively. They won’t often take center stage, but can be used for iconography and small graphic elements or shapes.



## Gradients

Gradients are used throughout a variety of backgrounds and brand textures and on marketing materials.



# Typography

Always opt to use our darkest blue for typography. Never use black. Our blue is still a high-contrast colour, but it gives a more modern and branded look.

## Marketing

We use **Poppins** exclusively for all marketing materials. It features nine font weight options – giving us plenty of variety for drawing attention to keywords or bold statements.

## Product

We use **Poppins** whenever possible – however, there are instances where it simply won't be as legible (smaller or more detailed functional objects). For these instances, we rely on **Helvetica**.

Poppins

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXx  
YyZz0123456789!@ \$

Thin  
Extra Light  
Light  
Regular  
Medium  
Semi-bold  
Bold  
Extra Bold  
Black

Thin  
Extra Light  
Light  
Regular  
Medium  
Semi-bold  
Bold  
Extra Bold  
Black

# Iconography

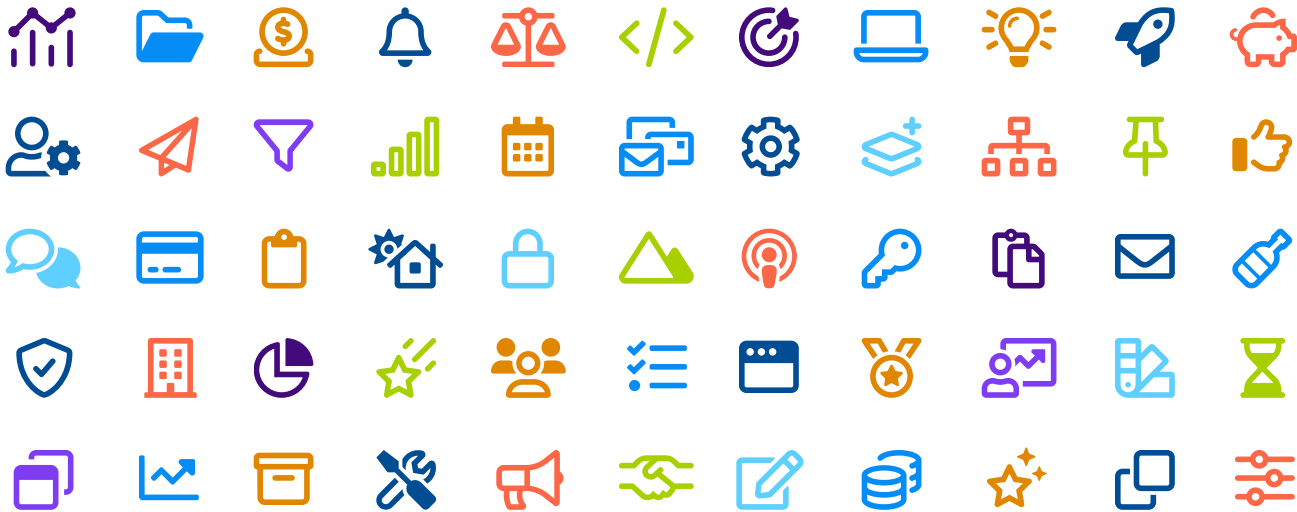
Visit [fontawesome.com](https://fontawesome.com) to see all the icon variations and options. If you need Font Awesome licensing on your computer, please connect with the Product team .

## Style

We use **Font Awesome** as our main source for icons and ensure that all iconography follows this style. They are simple, clean, and friendly looking.

## Usage

Icons should be used to represent or help communicate a single idea or concept. Some examples of this can include key features in a slide deck, USPs on a web page, or UI elements in the platform.



Knak employees can visit our [Design Resources](#) folder in the shared Google Drive to access a wide variety of icons to free use.



Knak employees can visit our **Design Resources** folder in the Google Drive to access a wide variety of illustrations.

# Illustration

Our illustration style reflects our visual brand — it is simple, clean, and whimsical.

## Style

We use soft, rounded edges to keep things looking friendly and playful.

A rougher, chalk-like brush is used for details on our illustrations. This helps give them a more organic and *handmade* look. These brush strokes match our decorative “doodle” elements and help to represent creativity and creation.

With this approach to illustration, we are able to tell human stories without relying on human characters. This helps to keep our style inclusive and create a broader appeal overall.



# Photography

## Authentic

Show diverse people with real expressions (nothing overly posed or *stock photo-like*).

## Decorative elements

Add Knak elements such as spheres, to give stock photography more of a personalized and branded look.

## Light

Choose imagery that has natural, bright light.





# Visual elements

We use a variety of visual elements to infuse playfulness and creativity into our brand.

## Decorative elements

### Spheres

Using circles and sphere shapes is a great way to infuse our logo DNA into our branding. These shapes can be used to add balance to a page or highlight specific information.

### Stars

Our 4-point stars help to add playfulness to design assets. Use them sparingly in the corners of other elements.

### Doodles

Hand-drawn doodles are a great way to draw attention to specific information or visuals. Use these to add more organic flare to your designs.

## Stylistic elements

### Gradients

We use gradients in two ways:

- To help highlight specific text/words
- To add depth and intrigue to a background and/or element

### Grain texture

We use subtle textures to add a natural, organic element to our visuals, which ties back to our illustration style, and gives a sense of “handmade creation.”

**Codeless**  
email and  
landing page  
creation

knak.

Create.  
Collaborate.  
**All in one place.**



**Create.  
Collaborate.  
All in one place.**

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