

knak.

Brand Guidelines



Overview

Guidelines found within this document contain the rules for our visual communication system. Following these strictly will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

This document includes all of the elements you may need:
Logo variations, proper usage instructions, typefaces, colors, visual assets and more.



WELCOME

Message from the Co-Founder

Our brand is an important part of what makes Knak special.

It is meant to represent how we are innovative, future thinking and simple.

Let's show the world how we go above and beyond and strive to be creative in everything we do.

These brand guidelines are meant to be the guardrails that empower everyone at the company to be creative in connecting with their audience - whoever that might be.

Pierce Ujjainwalla
Co-Founder & CEO

The Brand

01



MISSION STATEMENT

**No code, decentralized, fully integrated email
& landing page creation platform for marketers.**



VISION STATEMENT

**It should be quick & easy for anyone
at Enterprise companies to create on-brand,
high performing campaigns.**



Our Logo

02

Primary Lockup

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Knak brand. It is essential that the logo is always applied with care and in the following color variations.

The image shows the primary lockup of the Knak brand on a light background. It consists of two versions of the logo: 'knak.' in a blue sans-serif font with a yellow dot on the period, and 'knak.' in a bold black sans-serif font with a black dot on the period. The two versions are positioned side-by-side with a small gap between them.

knak. **knak.**

Light Background

The image shows the primary lockup of the Knak brand on a dark background. It consists of two versions of the logo: 'knak.' in a blue sans-serif font with a yellow dot on the period, and 'knak.' in a bold white sans-serif font with a white dot on the period. The two versions are positioned side-by-side with a small gap between them.

knak. **knak.**

Dark Background

Secondary Lockup

These are the go-to logos for special use cases. It should be used when there is not enough space or the Primary logo is already being used.



Light Background



Dark Background

Colors

03

Primary Colors

Our primary brand color, “Knak Blue” provides excellent contrast and pops efficiently against both light and dark backgrounds. Wherever possible, utilize our color palette featured below.

The core palette will cover the majority of your needs. It is intentionally small in variety to help consumers quickly identify our brand.

Blackberry

HEX #19191B
RGB 25 / 25 / 27
CMYK 7 / 7 / 0 / 89
PANTONE Black 6 C

Blueberry

HEX #058DF5
RGB 33 / 157 / 250
CMYK 87 / 37 / 0 / 2
PANTONE Process Blue C

Kiwi

HEX #A8D000
RGB 168 / 208 / 0
CMYK 19 / 0 / 100 / 18
PANTONE 375 C

Smoothie

Blueberry to Kiwi

Typography

04

Brand Typeface

Telegraf is only to be used for headlines.

Telegraf combines the forms of mid-century grotesks with rigid angles. As its weight increases, Telegraf's counters become more rectangular, to help with on-screen viewing at small sizes, and to increase impact at large sizes.

It would define itself as a well-planted modern grotesk with a powerful presence and a touch of brutalism Suitable for both large-scale and indie projects.

The Slanted have a comfortable 15° angle for your editorial or long-form content. We also created an extreme 30° Oblique for a more brutalist and graphic approach.

↓ [Download](#)

Be sure to use the appropriate font sizes based on the project and medium you are working on.

Font Family

Telegraf

Light

Regular

Medium

Bold

Small caps

abcdefghijklmnop
pqrstuvwxyz

All caps

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Numbers & characters

1234567890
{!@#\$%^&*()+=<~}

Brand Typeface

Inter is to be used for H3s and higher and for body text.

Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

↓ [Download](#)

Font Family

Inter

Light

Regular

Medium

Bold

Small caps

abcdefghijklmnop
pqrstuvwxyz

All caps

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Numbers & characters

1234567890
{!@#\$%^&*()+=<~}

Icons

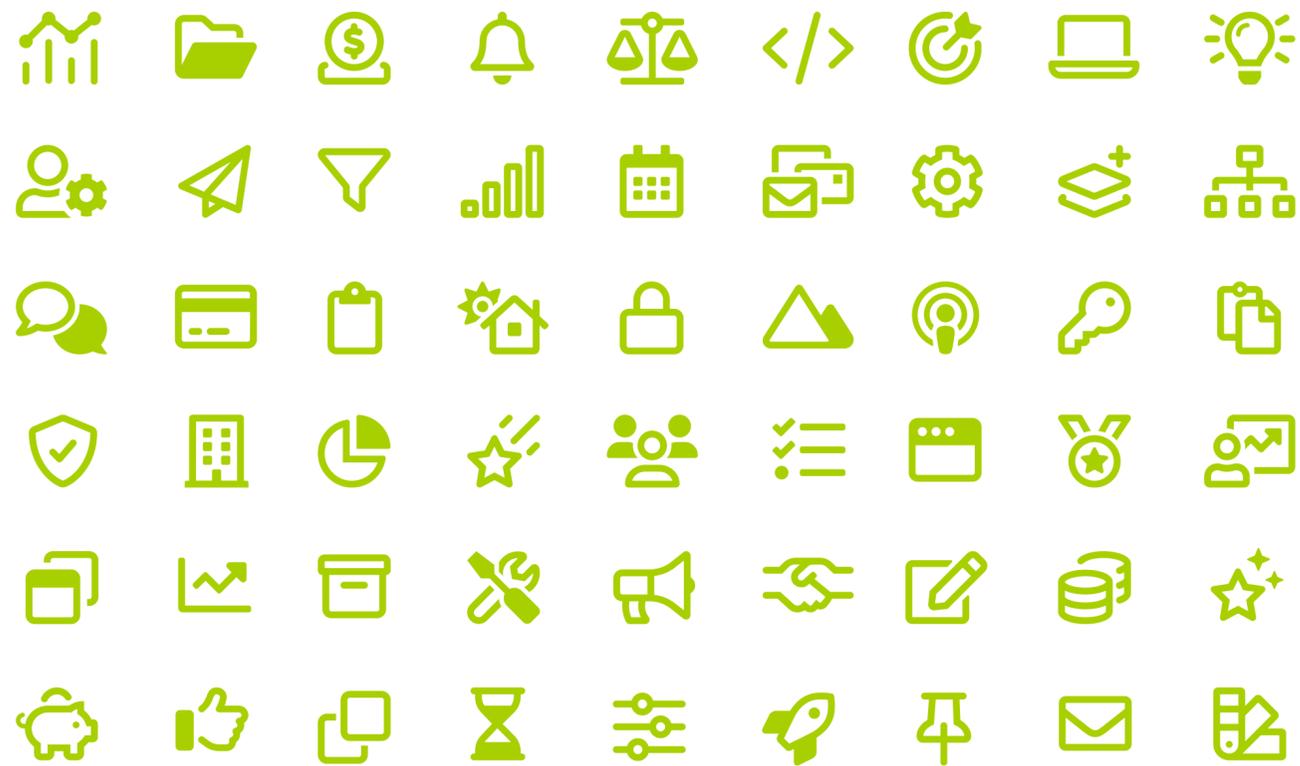
05

Iconography

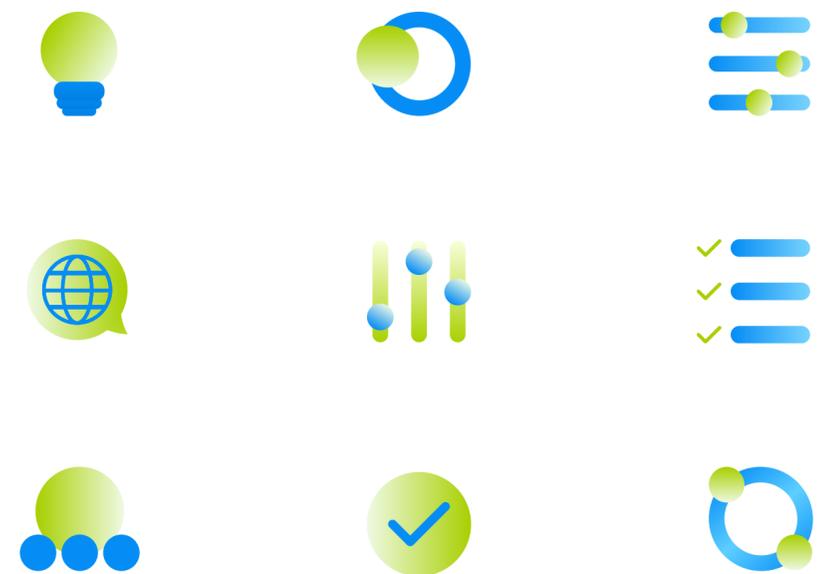
We are using 2 sets of icons. Premade icons from fontawesome.com for our day-to-day use and within the product and a custom-made icon set created specifically for the features on our website and for our marketing purposes. Incorporating icons into layouts make content more visual and easily digestible.

NOTE: If additional icons are required, make sure they stay consistent in style and size. Start with making a 48×48 pixels frame, and apply a 2px stroke weight to the icon. The strokes should be outlined before scaling up or down in size.

Primary Icons



Decorative Icons



[Download](#)