



Brand Toolkit

# Primary Logo

The primary logo is the main mark for the Knightwell brand and should be used whenever possible. It sets the overall look and tone, so give it space to breathe and keep it clear of anything that might affect legibility.

This version represents the brand at its strongest, so treat it as the default in most situations. With its bold black-and-orange palette and clean, modern typography, the identity communicates confidence, clarity, and a recruitment approach built on trust, accuracy, and lasting impact.



# Alternative Logo

The alternative logos are used when the primary version isn't suitable. These variations keep the brand clear and readable across different colours and layouts. Use them only when the main logo won't work cleanly, and stick to the approved options shown here.



# Brand Icon

The brand icon is the short version of the logo. It uses the icon to give a simple, recognisable mark that works at smaller sizes or when the full logo won't fit. Stick to the approved colour versions and keep the spacing clear so it stays sharp and readable. Use it for things like social profiles, favicons, or tight layouts where the primary logo is too heavy.



# Logo Spacing

Clear space keeps the logo readable and stops anything crowding it. Always leave a gap around the logo that's at least the full height of the mark. Nothing should sit inside this area, whether it's text, graphics, or other elements. Stick to this spacing on every version of the logo so it always looks clean and consistent.



## ❖ Logo & Usage

# Logo Usage

These examples show what not to do with the logo. Don't rotate it, stretch it, change the colours, mess with the spacing, alter the proportions, or add effects. The logo needs to stay consistent so it always looks like the same brand. Stick to the approved versions and avoid any tweaks outside the guidelines.

✗ Don't angle it.



✗ Don't Stretch it.



✗ Don't Change to non-brand colour



✗ Don't change the spacing



✗ Don't Change Proportions



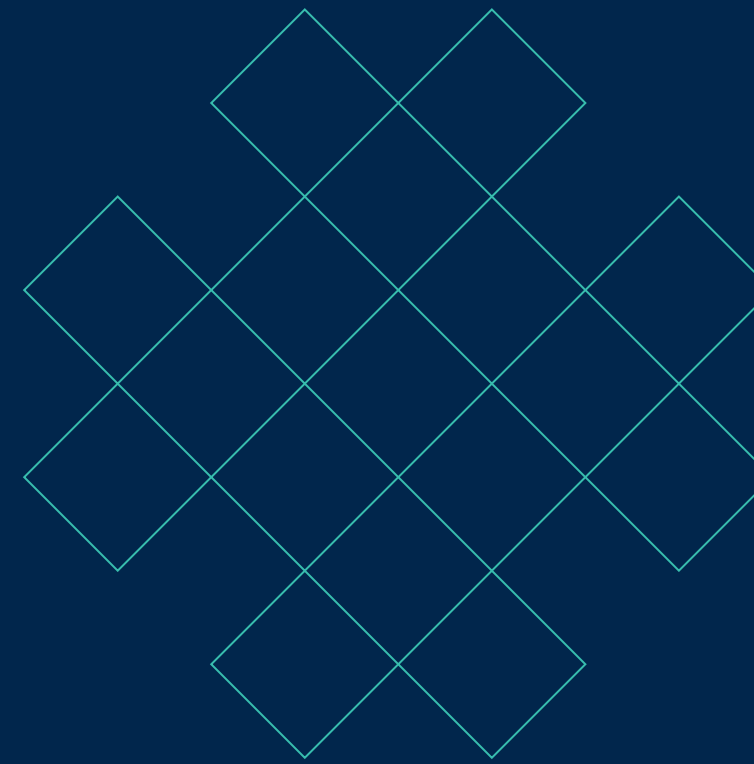
✗ Don't add stroke





# Graphic Style

The graphic style is built around clean shapes, simple layouts, and a modern look. The grid pattern and soft gradients add a bit of depth without overpowering anything. Use these elements to support the brand, not distract from it. Keep things spacious, balanced, and consistent so the visuals always feel sharp and professional.





# Imagery Styling

Knightwell's imagery centers on the real world of talent and business, showcasing professionals in authentic, focused, and confident moments. Photography is selected to represent a wide range of industries, roles, and personalities, highlighting the human connection at the core of effective recruitment. The visual tone is modern, clean, and purposeful, often using natural light, neutral environments, and genuine expressions that communicate trust, clarity, and ambition.

Every image should reinforce Knightwell's mission: connecting exceptional talent with companies that are shaping the future. Whether used in marketing, presentations, or digital platforms, imagery must always feel relevant, credible, and aligned with Knightwell's commitment to insight-led, high-impact recruitment.





# Brand Colors

The colour palette is built around strong contrast and a modern feel. The deep blue gives the brand its weight, while the cyan tones bring energy and movement. The lighter shades support the main colours without fighting for attention, and the white keeps layouts clean and open. Together, the palette is simple, bold, and easy to use across any layout, digital or print.

<div><div>Knight Blue</div><div>#09153b</div></div>	<div><div>Momentum Cyan</div><div>#00c0af</div></div>	<div><div>Chess Blue</div><div>#f9512d</div></div>
	<div><div>Dynamic Aqua</div><div>#0891fa</div></div>	<div><div>Clarity White</div><div>#f1f1f1</div></div>

# Brand Font

Urbanist is the main typeface for the brand. It's simple, modern, and easy to read, which keeps everything looking clean and consistent. Use the bolder weights for headlines and key messages, and the regular weights for body copy and longer text. The font works well across digital and print, so sticking to it makes the whole brand feel tight and unified.

Urbanist

AaBbCc

Connecting  
world-class talent

Discover More

Discover More

Urbanist SemiBold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

Urbanist Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()



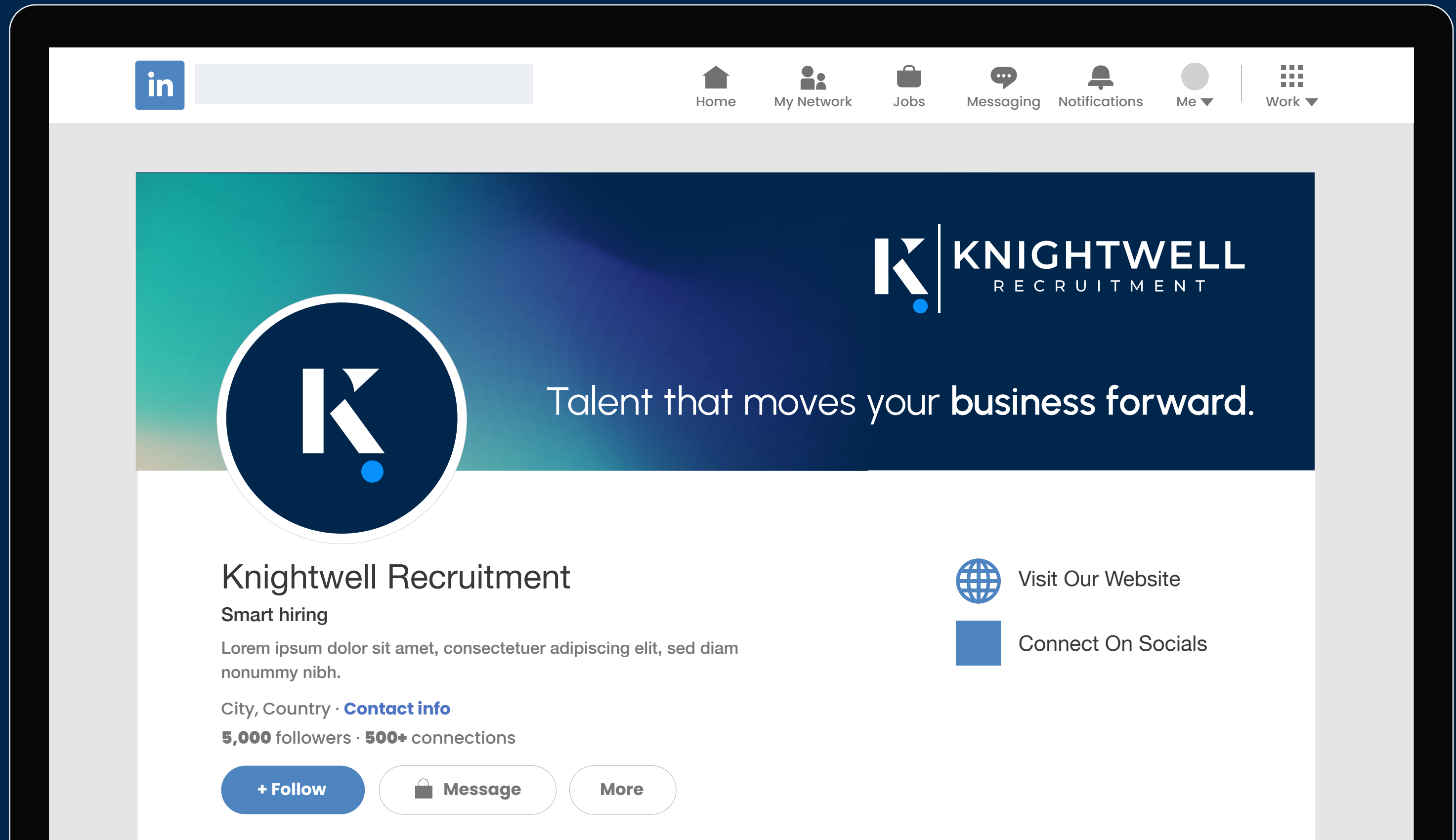
# Apparel

Branded apparel keeps the look of the identity consistent in everyday use. The designs stay simple, using the logo, clean layouts, and the core colours so everything feels aligned with the rest of the brand. Whether it's for the team or for giveaways, the clothing should look sharp, easy to wear, and instantly recognisable as Knightwell.



# LinkedIn Banner

These LinkedIn banner layouts show how the brand should appear online. They use the core colours, clean typography, and simple structure to keep everything clear and professional. The aim is to make the brand look consistent across both company pages and personal profiles. Keep the design minimal, give the logo space, and let the message stand out without any clutter.





# Social Examples

These social examples show how the brand works across posts. The layouts use bold contrasts, clean type, and the core graphic elements to keep everything instantly recognisable. Keep the message short, the spacing tidy, and the visuals clear. The aim is simple: make each post look sharp, on brand, and easy to read at a glance.

