



BRAND GUIDELINES

WELCOME TO THE NEW BRAND GUIDELINES

Our design foundation

Our brand is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognisable as RepKnight. Two words will crop up several times through the guide; consistency and simplicity – our brand relies on the core elements being applied across all collateral using those words to form your boundaries. These guidelines will help to familiarise you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility. When applying the design principals used here, you are encouraged to follow the spirit rather than the letter of the law. Always ask yourself ‘what would be in the best long-term interests of the brand’ rather than a short term fix.

Why you matter

Great brands are great brands because of the commitment of everyone who works with them. Whatever your relationship with RepKnight, your willingness to use these guidelines matters. What you do makes a difference and it can significantly help RepKnight build on its reputation.

We’re all guardians of the brand. By treating our identity with care and consistency, we protect the RepKnight name and create the conditions in which we can all succeed.

John Reid

CEO

RepKnight Limited

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OUR LOGOS



Our logo is the most visible
element of our identity

1.0



This shows the method of construction and relation of elements that make up the RepKnight logo. Full artwork is available on request. It must never be redrawn or distorted, but always used in full.

REPKNIGHT LOGO

1.2



Our logo is the most visible element of our identity – a universal signature across all RepKnight collateral. It's a guarantee of quality that unites our services. We use the same version in print, on screen, and signage. The logo is made up of two elements: the symbol or brand mark and the logotype.

It must never be redrawn or distorted, but always used in full.

This is the top level logo and represents all of the RepKnight offers and services. When RepKnight as a whole is being portrayed, this version of the logo must be used.



The usual appearance for general printing should be in CMYK colour. If required the design can be used in one colour solid black or reversed white from a contrasting background colour

Your guide should always be for both legibility and clarity for the brand through simplicity of design and colour.

Colour

The logo may only be reproduced in white, black, CMYK grey* and orange depending on requirement.

*In certain circumstances silver foil, ink or thread can be substituted for grey.

Exclusion zone



Minimum size



Exclusion zone

The minimum space which is permitted around the logo is based on the 'K' within the logotype.

Minimum size

The minimum recommended size for the logo is 30mm wide. However, the rule is never to reproduce the logo at a size where it ceases to be legible.

The RepKnight logotype MUST NEVER be used on its own without the helmet.

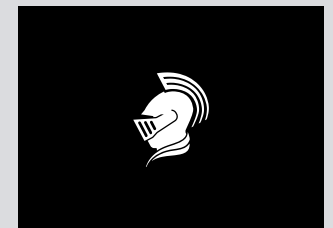
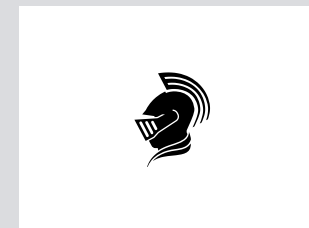
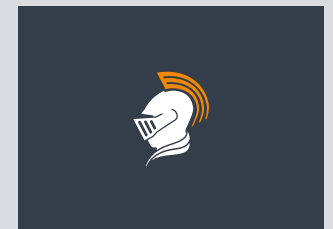
BRAND MARK

1.3

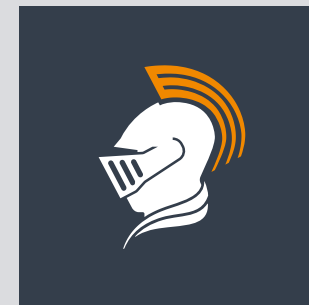
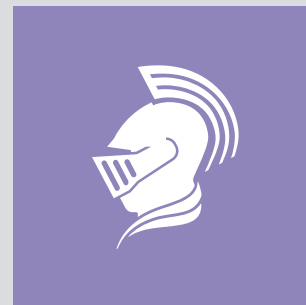
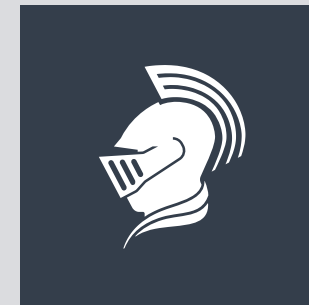
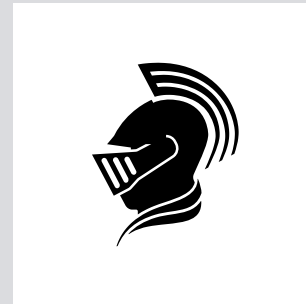


The brand mark represents the ethos of the RepKnight brand. It must never be redrawn or distorted. The brand mark forms the symbol element of the RepKnight logo, but may be used on its own when appropriate to the situation.

The recommended minimum size for the brand mark when used on its own is 10mm wide. However, the rule is never to reproduce the brand mark at a size where it ceases to be legible.



Exclusion zone



Exclusion zone

The minimum space which is permitted around the brand mark is based on the width of the 'e' of RepKnight as shown.

Colour

In the solid two colour version, the brand mark may only be reproduced in the primary RepKnight colours of grey and orange*.

The single colour variation can be used with any of the RepKnight primary or secondary colours depending on requirement.

*In certain circumstances silver foil, ink or thread can be substituted for grey.

BRAND COLOURS



Pick a colour, any colour

2.0

PRIMARY COLOURS

2.1



RK orange

Pantone® 158

C 0 M 56 Y 100 K 0
R 233 G 122 B 3
HEX #E97A03



RK grey

Pantone® 432

C 58 M 39 Y 23 K 70
R 54 G 64 B 76
HEX #36404C



RK silver*

Pantone® 877

C 46 M 34 Y 34 K 14
R 141 G 144 B 145
HEX #8D9091

* SILVER FOIL ALTERNATIVE

Our core colours are what give us our personality. We're classic, sophisticated and professional.

Along with black and white, the RepKnight brand consists of three primary corporate colours: RepKnight orange, RepKnight grey and RepKnight silver*.

Simplicity is a key element in our identity. Depending on intended audience for the collateral and reproduction method used, these colours should form the base of any branding portraying the top level or overview of RepKnight and its activities and facilities.

Simplicity and legibility is the aim.

*In certain circumstances silver foil, ink or thread can be substituted for grey.

SECONDARY COLOURS



**RepKnight
blue**

Pantone® 2925

C 70 M 20 Y 0 K 0
R 25 G 153 B 210
HEX #1899D1



**RepKnight
green**

Pantone® 382

C 30 M 0 Y 100 K 0
R 196 G 209 B 7
HEX #C4D007



**RepKnight
purple**

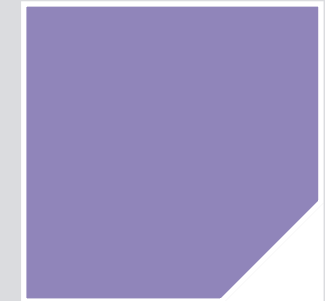
Pantone® 2655

C 50 M 50 Y 0 K 0
R 141 G 120 B 177
HEX #8D7881

These secondary colours are intended to enhance and work within the RepKnight brand, particularly when differentiating sub offers within the overall RepKnight brand. Tints of these shades along with the primary colours can be used within the body of a piece of collateral. However, they are intended to be used as accent colours and appear in a minor role to the primary colours.

As always, simplicity is a key element in our identity and multiple colours on any one document should be avoided.

TINTS



RepKnight orange

100%	100%
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%
30%	30%
20%	20%
10%	10%

RepKnight grey

100%	100%
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%
30%	30%
20%	20%
10%	10%

RepKnight blue

100%	100%
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%
30%	30%
20%	20%
10%	10%

RepKnight green

100%	100%
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%
30%	30%
20%	20%
10%	10%

RepKnight purple

100%	100%
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%
30%	30%
20%	20%
10%	10%

Tints are acceptable if appropriate to the design. However, care should be taken to ensure that any text placed over a tint remains clear and legible as a contrasting colour.

As always, simplicity is a key element in our identity and multiple colours appearing adjacent to each other on any one document should be avoided.

TYPOGRAPHY



Easy on the eye, consistent in use

3.0

The RepKnight brand uses three type families; **Open Sans**, **Calibri** and **Arial**.

These type families have been chosen to work across a range of applications. They compliment the RepKnight logo and form an integral part of the overall brand.

Open Sans

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 @#&£?!()
%*

Calibri

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 @#&£?!()
%*

Arial

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 @#&£?!()
%*

Open Sans is

RepKnight's primary typeface for all printed applications.

There are several weights available in the Open Sans family. The light weight is preferred for all body copy.

Open Sans Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 @#&£?!()
%*

Open Sans Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 @#&£?!()
%*

Open Sans Semi Bold

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 @#&£?!()
%*

Calibri is RepKnight's primary system typeface and should be used on internal or electronic communications.

Calibri is part of the MS Office Suite and is available on most operating systems and platforms.

There are three weights available in the Calibri family. The light and medium weights are preferred in most cases. The bold weight should only be used occasionally as an accent typeface or for headings.

Calibri has been chosen to allow conformity of use across all computer platforms and software.

Calibri Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ
1234567890 @#&£?!()**%***

Calibri Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ
1234567890 @#&£?!()**%***

Calibri Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNO**PQRSTUVWXYZ**
1234567890 @#&£?!()%*****

Arial is RepKnight's secondary system typeface and should be used on internal or electronic communications where Calibri is unavailable.

There are two weights available in the Arial family, regular and bold. These can be used in cases where a standard system font is required, such as Microsoft Powerpoint, Microsoft Word documents or HTML content on web applications.

Arial is the fallback font of last resort and has been chosen to allow conformity of use across all computer platforms and software, particularly those using older software or operating systems.

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!()*%*

Arial Bold

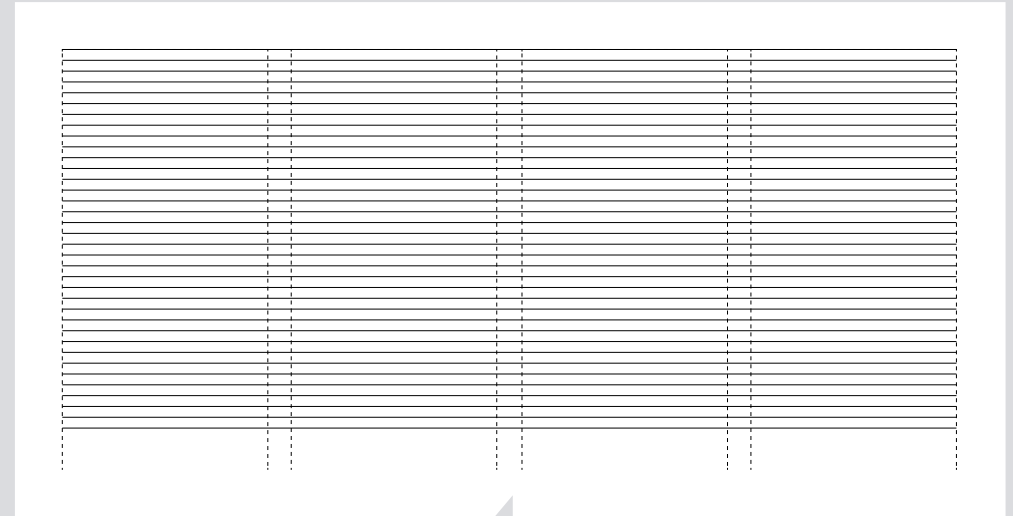
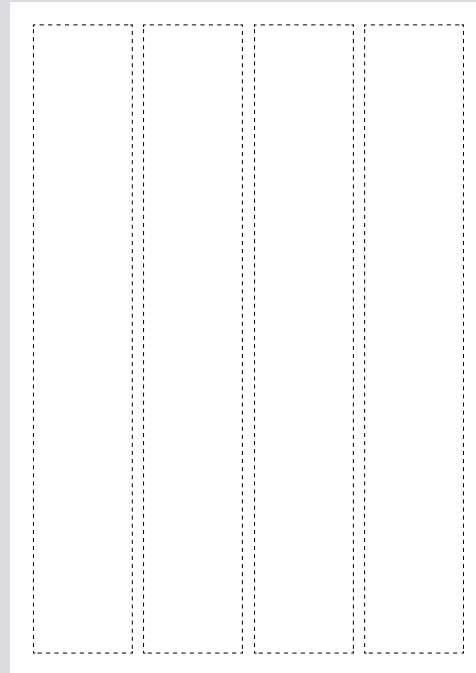
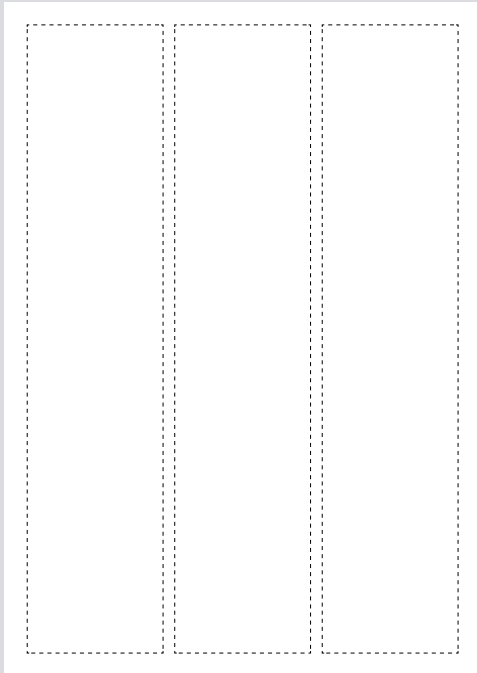
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @#&£?!()*%*

GRIDS



A place for everything and
everything in its place

4.0



Grid templates provide a consistent look and feel to the RepKnight collateral.

Use the grid templates as your starting point.



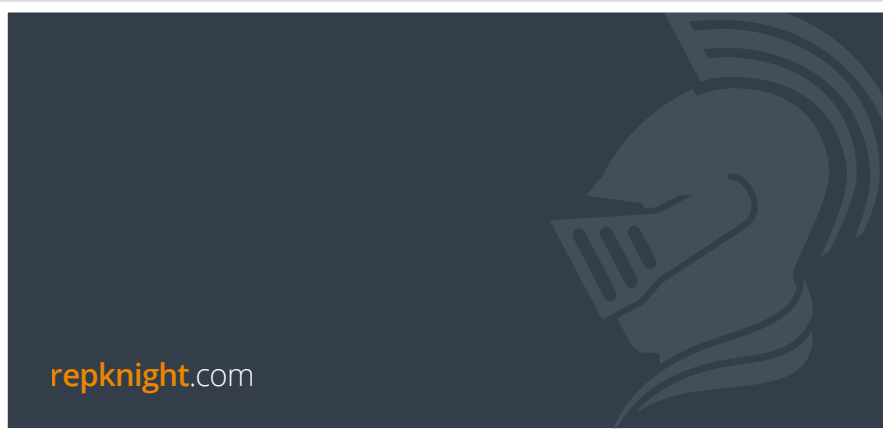
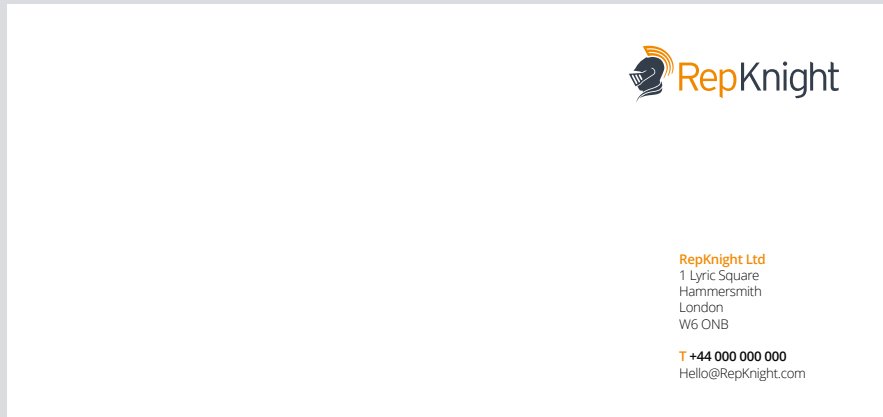
First impressions count

5.0

STATIONERY

5.1

Stationery templates exist for all items and must not be altered in terms of positioning. The stationery is often the first view people have of RepKnight and that first impression counts. Artwork templates are available. Do not redraw these items.



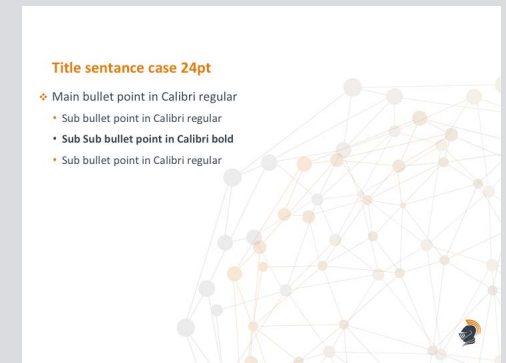
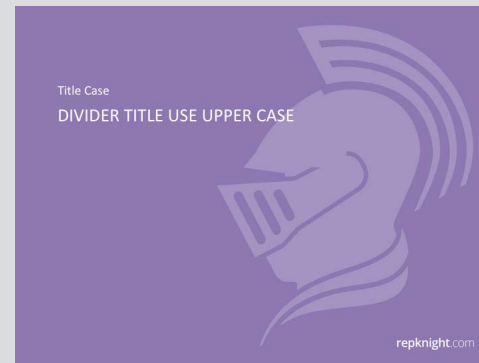
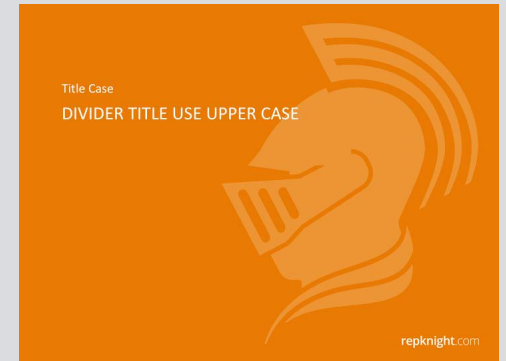
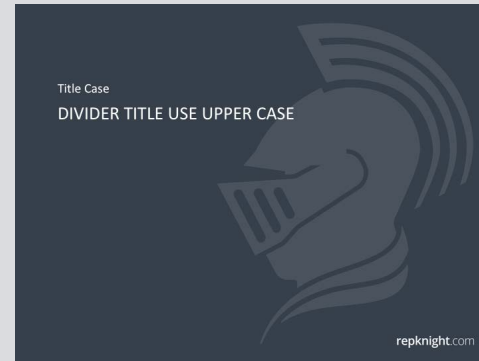
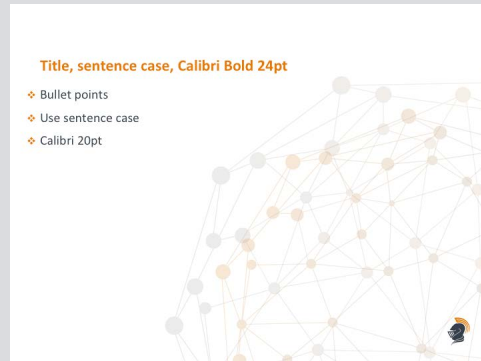


Legible, informative, consistent

6.0

POWERPOINT 4:3 RATIO

6.1



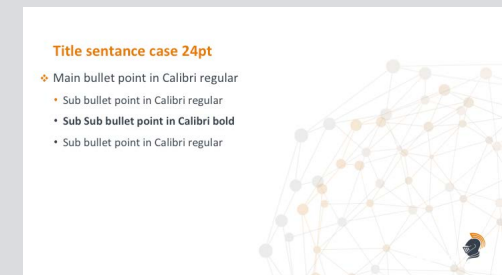
Simple, clean templates with a minimum of complication.

Use this master if working with a traditional 4:3 ratio screen.

Strict use of the masters will allow fast and accurate changes to be applied and a consistent feel to the presentation throughout.

POWERPOINT 16:9 RATIO

6.2



Simple, clean templates with a minimum of complication.

Use this master if working with a widescreen 16:9 ratio screen.

Strict use of the masters will allow fast and accurate changes to be applied and a consistent feel to the presentation throughout.



THANK YOU

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality.

We know applying these principles takes time and effort, but the way we portray our collateral will be stronger for it. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact brand.manager@RepKnight.com