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The Knight Foundation brand is more than a logo

A brand is the relationship between an organization and its various audiences. The Knight Foundation's brand is reflected in each interaction we have with every stakeholder.

In particular, the Knight Foundation's legacy, creativity, and commitment to innovation embody our brand.

The Knight Foundation brand is the totality of this relationship, from our relationships to grantees, commitment to engaging communities in , all the way down to how our audiences feel when they interact with us.

The Knight Foundation brand is versatile

Like any relationship, the Knight Foundation's brand must be nurtured and protected. Whatever we do — or don't do — says something about our brand and influences the perception of Knight. A consistent, on-brand communications strategy is the best way to ensure that people perceive the Knight Foundation as unique, trustworthy, and relevant.

The Knight Foundation can communicate most effectively by:

- Keeping our visual representation consistent.
- Keeping our messaging on point.
- Creating a consistent, reliable experience across all communications channels.

Spike attributes: What makes you uniquely you

These are the attributes that set the Knight Foundation apart from our competitors. They're our brand's DNA. These attributes speak to the effectiveness of the Knight Foundation's communication, our position as an innovator and thought leader, and other elements that define us.

To build the brand, every piece of communications needs to live up to these attributes — they provide the standards by which everything should be evaluated. This is how we will continue to differentiate yourself in the minds of your prospects, so they can make informed decisions about how the Knight Foundation is relevant to their daily lives.

Experimental

Human / Social

Technological

Vital / Compelling

Progressive

Fearless

Innovative

Empowering

Inquisitive

Leading

The Knight logo

The Knight Foundation logo represents our brand — serving as visual shorthand for what the Knight Foundation stands for: journalism and media innovation, community engagement, and arts access and engagement. Consistent use of the Knight logo on all communications across all mediums is vital to reinforcing the Foundation’s involvement in these endeavors.

While the official name of the organization is the “John S. and James L. Knight Foundation,” the refreshed Knight Foundation logo utilizes a simplified presentation of the mark. To build off of this representation of the brand and ensure consistency, all future communications (on- and off-line) should refer to the foundation simply as the “Knight Foundation.” This includes reference to the Foundation online, in print, in speeches, etc.



Main Logo

This is the primary version of the Knight Foundation logo. Consistent application of this logo is crucial to serving as Knight Foundation's visual identity and raising awareness of the brand among target audiences. This main logo should be used on every Knight Foundation corporate communications piece (e.g., website, business cards, publications).

Alternate usage of the Knight Foundation logo

Understanding that the Knight Foundation logo needs to appear in a variety of locations, we have provided the following alternate logo treatments.

These alternate versions are available to use where the main logo proves problematic for one of the following reasons:

① Color Restrictions

② Unique Applications



Alternate Logo 1:

Single Color

Use this logo when color requirements or restrictions prevent the two-color version of the Knight Foundation logo from being used, such as in a printed report or document. Whenever possible, the Knight Foundation logo should appear in Knight Blue, however shades of black or gray are acceptable as well.



Alternate Logo 2:

Insignia Only

This alternate mark should be used for unique circumstances, such as extremely space-prohibitive mediums including mobile or incentive items. The associated wordmark needs to appear along with this mark — the “KF” mark should rarely appear on its own. Use of the insignia is *only* allowed with special approval from Knight Foundation.

Logo on color

The Knight Foundation logo should always appear in white and Knight Blue when used on anything other than white background — such as cobranded communications. Special attention should be paid in order to maintain contrast and legibility of the Knight logo. In special circumstances, the logo may appear in black or gray — e.g. when color restrictions are a factor.

 **Knight Foundation**

 **Knight Foundation**

 **Knight Foundation**

 **Knight Foundation**

 **Knight Foundation**

 **Knight Foundation**

Color palette

There are two core colors used in the Knight Foundation identity system: Knight Blue and Knight Gray. The logo should appear in these colors whenever possible. When Blue and Gray are unavailable, the Knight logo must be black, gray, or white. Note: the white logo should only be used on colored backgrounds.



Knight Blue

PMS **541**
C **100** M **57** Y **0** K **38**
R **0** G **70** B **127**
HEX **24437F**



Knight Gray

PMS **425**
C **0** M **0** Y **0** K **77**
R **95** G **96** B **98**
HEX **666666**

CORE COLORS



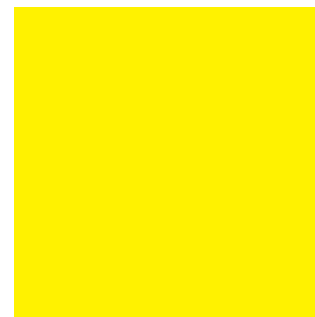
Magenta

PMS **Rubine Red**
C **0** M **100** Y **34** K **8**
R **219** G **9** B **98**
HEX **BA0077**



Cyan

PMS **Process Blue**
C **85** M **19** Y **0** K **0**
R **0** G **176** B **234**
HEX **00B0EA**



Yellow

PMS **Process Yellow**
C **0** M **0** Y **100** K **0**
R **255** G **242** B **0**
HEX **FFE541**

Typographic system

The Knight Foundation logotype is set in TheSerif, designed by LucasFonts. It is recommended that TheSerif not be used for anything other than the logo in order to give it distinction.

Recommended supporting typefaces are Museo Sans and Museo Serif — designed by the type foundry, Exljbris — should be used primarily for display purposes, such as headlines. Helvetica Neue may also be used in all communications materials. Museo is available in a large variety of weights, and it is acceptable to use a mix of weights.

Georgia and Arial are recommended for system text, such as on knightfoundation.org. For web and mobile communications in general, use a sans-serif, standard system font such as Arial or Helvetica to maintain a clean, modern look.

By using typefaces consistently, The Knight Foundation projects a stronger, more unified presence across all mediums. For that reason, other typefaces that may have a similar look, such as Univers, Franklin Gothic, and Unica should not be used.

Logotype

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXx
YyZz1234567890.,'!?:;**

TheSerif

Preferred Display Faces

Museo Slab

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890**

Museo Sans

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890**

Alternate Display Face

Helvetica Neue

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Screen Body Text Face

Arial

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Screen Body Text Display Face

Georgia

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

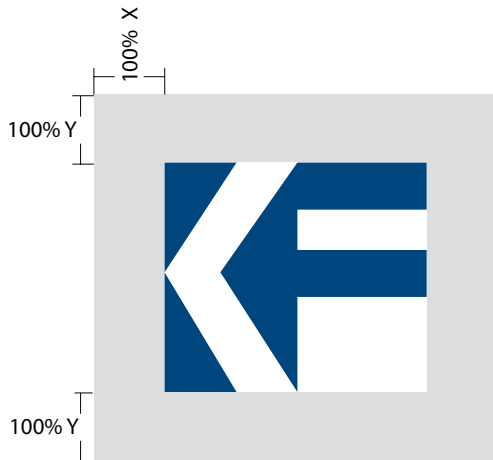
For web and print

Be sure to provide adequate clear space around the logo to maintain its legibility and integrity. The amount of clear space is proportional to the size of the logo. The minimum amount of clear space around all sides of the logo is equal to the height of the mark.



MIN SIZE

web: 190px width
print: 1.25" width



MIN SIZE

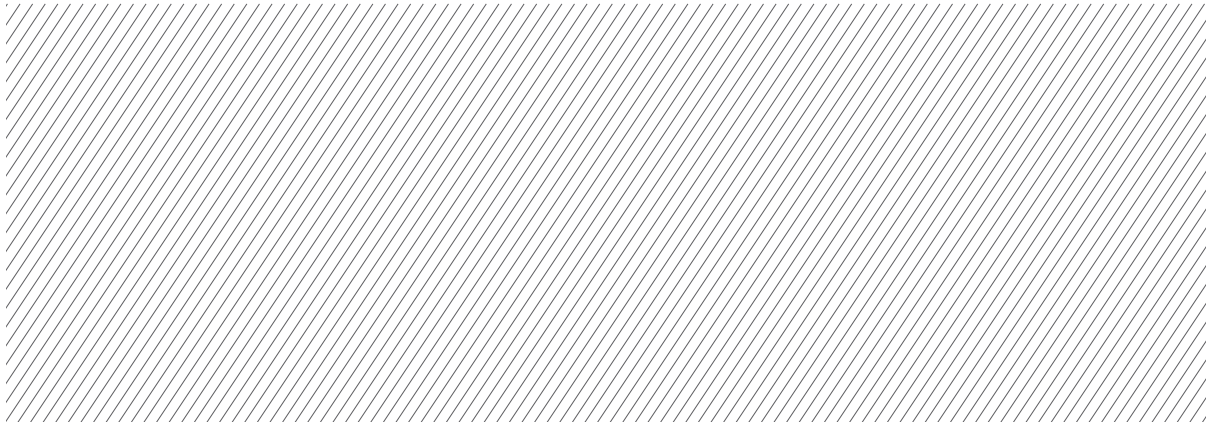
web: 16px width
print: .5" width

Note on Size

The variation in device sizes and screen resolutions in which the Knight Foundation logo is used makes it difficult to provide strict size guidelines. It is recommended that in any application, the designer work to maintain the visual integrity of the logo as much as possible.

Textures

A simple set of textures have been introduced into the Knight visual system. The textures are intended to mimic the angles used in the Knight Foundation insignia. While these textures exist primarily on KnightFoundation.org, they can be repurposed for other official Knight Foundation needs, such as microsites, reports, presentations, publications, etc. Textures are only recommended for use with the official Knight Foundation color palette.



Logo misuse

The following are guidelines that will help you preserve the integrity of the Knight Foundation logo.



Do not alter the typographic elements.



Do not alter the mark.

~~Knight Foundation~~

Do not allow the wordmark to appear without the logo.

~~ Knight Foundation~~

Do not reverse, distort, or misalign the logo.

~~ Knight Foundation~~

Do not alter the color of the logo.

~~
Knight Foundation~~

Do not alter or re-create any elements, proportions, or typography.

Tagline

The Knight Foundation tagline is a succinct and memorable amplification of the organization's mission. It should be used whenever added context is necessary.

Recommended Tagline Usage:

The tagline serves to reinforce Knight’s brand and should appear with the brand name or logo whenever possible.

As a general rule-of-thumb, the tagline should be used on all of the Knight Foundation’s “ownable” communications materials that represent the brand as a holistic entity—as opposed to its individual projects or programs.

Use in Headlines or Copy:

Examples of appropriate tagline usage:

- The website
- Reports, press releases, newsletters
- Marketing/promotional/advertising materials
- Stationery and business cards
- Trade show materials (e.g., booth signage) and giveaway items (e.g., tote bags)
- Cobranded communications with partners

The tagline is not recommended for use on materials such as:

- Any space-prohibitive materials that will affect legibility of the tagline



Use With Logo:

If the tagline appears adjacent to the logo, this is the recommended logo-tagline lockup. It is recommended that this lockup be used when speaking about the Knight Foundation on corporate communications pieces.

Informed & Engaged Communities

It is recommended that the tagline always appears preceded by the Knight Foundation logo, stylized as above (font size may vary based on logo application needs).

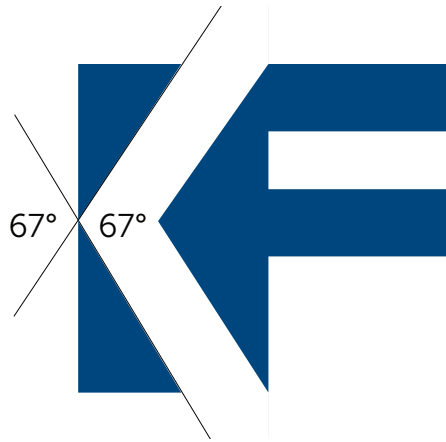
Other visual elements

Arrows

Graphic arrows are a useful part of the Knight Foundation visual system. Consistent use of the arrows is crucial to maintaining Knight Foundation's visual identity. Graphic arrows are used primarily as functional or dynamic elements, serving as dominant call to action or as wayfinding.

Wherever arrows are used (e.g., website, business cards, publications), they should be treated consistently. The arrow shape directly reflects the 67 degree angle used in the Knight Foundation "KF" insignia.

Graphic arrows are only recommended to be used with the official Knight Foundation color palette. In instances where color restrictions exist, such as black and white printing, black, gray, or white arrows may be used.



MISSION

Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. We believe that democracy thrives when people and communities are informed and engaged.

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