KNIGHT FOUNDATION

THE KNIGHT STORY

Knight Foundation supports democracy in America by fostering informed, engaged, and equitable communities.

The foundation invests in journalism, arts and culture in community, research in areas of media and democracy, and in the success of cities and towns where John S. and James L. Knight once published newspapers.

The Knight brothers believed that a well-informed community could best determine its own true interests and was essential to a well-functioning, representative democracy. The brothers pursued those beliefs, building and running one of America's largest and most successful 20th century newspaper companies.

The Knights formed Knight Foundation to promote excellence in journalism and the success of the communities in which they worked, in the words of Jim Knight. The company was sold, and the foundation, ever evolving, carries on this work.

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LOGO

Logo History

The Knight logo has gone through many years of redesign. Since the 1990s, the logo has focused on clear display of the Knight name.

1990s	Logo as used in reports of The Knight Commission 1991 – 2000	Specimen from a Knight Foundation newsletter, 1998	2000s Font: Friz Quadrata
Knight Foundation	KF	K·F JOHN S. AND JAMES L. Knight Foundation	KF 1950 2000 50

2001 – 2006 Font: Times New Roman Colors: ● ● ●		2006 – 2010 Font: Times New Roman + DIN Condensed Italic Colors: ● ● ●
KF John S. and James L. Knight Foundation KF John S. and James L. Knight Foundation		KF John S. and James L. Knight Foundation www.knightfoundation.org KF John S. and James L. Knight Foundation Informed and engaged communities. KF Knight Foundation

2010	2011 Font: The Serif HP7 Bold Colors: ● ● ● ● ●	2015	2016 Font: Tablet Gothic Colors: ● ● ● ● ●
KF Knight Foundation	KF Knight Foundation Informed & Engaged Communities	KF @knightfdn	KF KNIGHT FOUNDATION

Logo

The brand mark is a visual representation of Knight Foundation. Like the Foundation, its integrity must be maintained through close observation of its guiding principles. The brand mark is composed of two parts: the logo mark and the logotype.

KNIGHT FOUNDATION

Logo mark

Logo type

Logo Mark

The mark is optically centered to account for the implied stem of the 'K.' When using the mark contained in a square, use the provided lockups to ensure proper alignment.

Logo Mark: Optically Centered

Lockup

The stacked name of the foundation is set to the right of the KF logo mark. Do not set the type in one line.

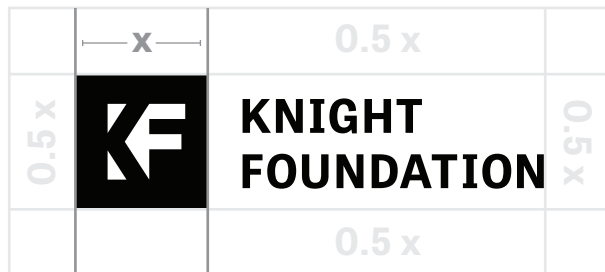# Logo Spacing

The spacing of the logo mark, logo type, and different lockups should not be altered in any way. These assets have been professionally spaced to appear clear at sizes large and small. For most of the logo lock-ups, the space around the logo is equal to half the width of the KF logo mark.

KF KNIGHT FOUNDATION

Horizontal Stack

KF KNIGHT FOUNDATION

Horizontal – No Stack

Logo Don'ts

To maintain consistent brand recognition, the logo should not be altered in any way. Even for special events, the logo should be preserved as it was designed.

Do not round the corners of the logo.

Do not add a drop shadow or other effects.

Do not put the text in a different color.

Do not put the logo in a circle.

Do not stretch the logo.

Do not use a color to fill the *KF*.

Do not set the KF to reveal the photo beneath, or crowd the logo with a complex photo.

Do not use colors from previous brand guides.

Do not set the logo on an angle.

TYPE

Tablet Gothic

Tablet Gothic delivers a sturdy, straightforward, and clean appearance while maintaining a good measure of personality—making it stand out on a page. It is a large, full-featured typeface with several weights, offering a wide range of flexibility. It was designed for digital publishing with a clear understanding of its roots, but also holds up nicely in print.

Aa

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 1234567890
!@#$%^&*()

Weights

Tablet Gothic comes in seven different weights. Bold and regular are often used for general Knight brand applications. In Knight programming, text may be set in Heavy or Light to add texture to a design.

For all applications, the rule of thumb is to have two steps in weight between adjacent type hierarchies.

Thin	The quick brown fox jumps over the lazy dog.
Light	The quick brown fox jumps over the lazy dog.
Regular	The quick brown fox jumps over the lazy dog.
Semibold	The quick brown fox jumps over the lazy dog.
Bold	The quick brown fox jumps over the lazy dog.
Extra Bold	The quick brown fox jumps over the lazy dog.
Heavy	The quick brown fox jumps over the lazy dog.

Type Styles

In general brand applications, Tablet Gothic is used in bold and regular. Titles and small secondary subtitles are set in all caps, while first subtitles and body copy are title case.

Header
Bold, All caps
36pt / 38pt

RESEARCH INITIATIVES

Subtitle
Regular, Title case
18pt / 21pt

New research centers

Lists / Subtitle 2
Bold, Caps or Title Case
10pt / 14pt

- **CARNEGIE MELLON UNIVERSITY: The Center for Informed Democracy and Social Cyber-Security (Ideas)**

CARNEGIE MELLON UNIVERSITY: The Center for Informed Democracy and Social Cyber-Security (Ideas)

Body Copy
Regular, Title case
10pt / 14pt

In 2019, the John S. and James L. Knight Foundation announced it would invest $50 million in new research to better understand how technology is transforming our democracy and to help ensure society is equipped to make evidence-based decisions on how to govern and manage the now-digital public square.
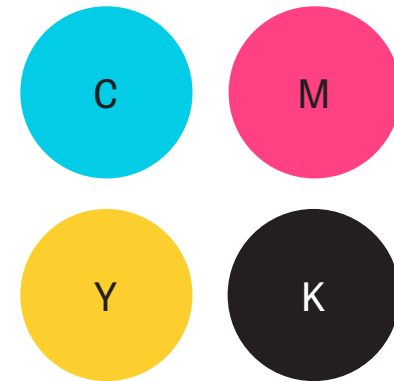
COLOR

Color Concept

The brand color palette is inspired by the Knight brothers' origins as newspaper owners. Color newspapers are printed using 4 seperate metal plates. A plate can be Cyan, Magenta, Yellow, or Black. When the 4 color plates are combined, the paper appears to be printed in full color. Thus, the core Knight colors are Cyan, Magenta, Yellow and Black.
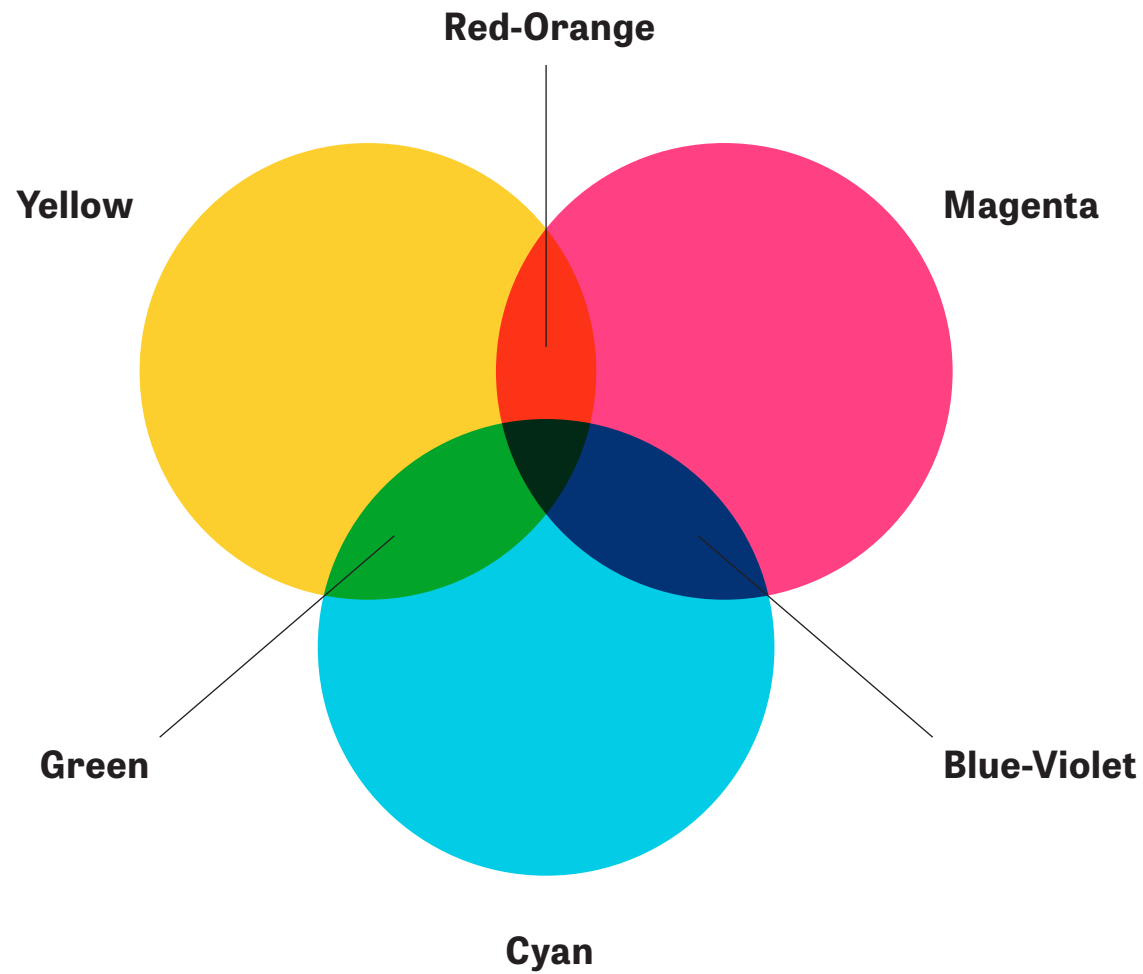

**CMYK Color print plates**

C   M

Y   K

Color Concept

As the Knight brand continues to grow and evolve, any secondary colors are a blend of the original CMYK concept. Using the subtractive color method, Green, Red-orange, and Blue-Violet are suggested.

Red-Orange

Yellow

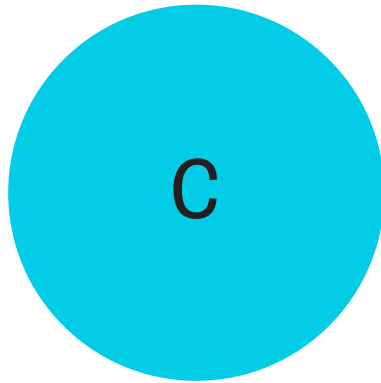**Magenta**

Green

Blue-Violet

Cyan

Secondary Colors

Please reference the CMYK secondary colors to create any additional colors that may be needed for future Knight programs or initiatives.
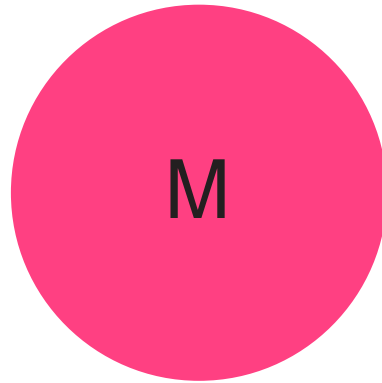
CMYK

Mix

Secondary Colors
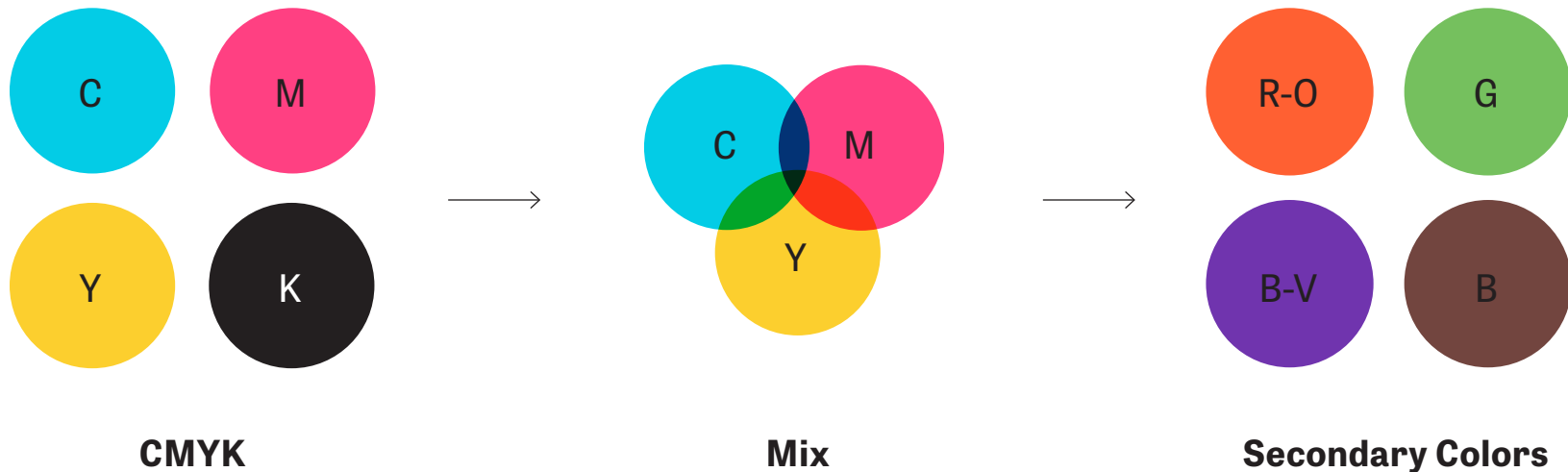
Program Colors

Each of the Knight programs is related to a color from the Knight palette. Journalism is Cyan, Arts is Magenta, Learning and Impact is Yellow, and Communities is Green.
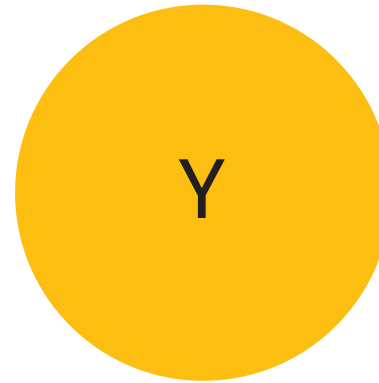
Communities Green follows the example of the aforementioned secondary color rules.
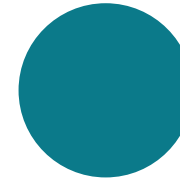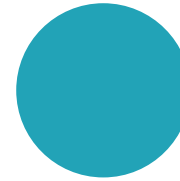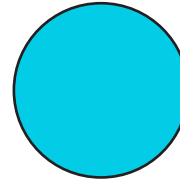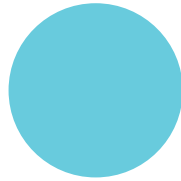
C

Journalism

M

Arts

Y

Learning and Impact

G

Communities

Journalism Cyan
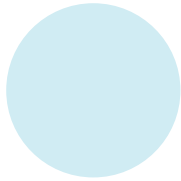
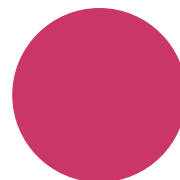|	Pantone	CMYK	RGB	HEX
	Pantone 311 U 20%	17 / 0 / 3 / 0	206 / 245 / 249	#CEF5F9
	Pantone 311 U 70%	53 / 0 / 12 / 0	87 / 219 / 235	#57DBE8
	Pantone 311 U	65 / 0 / 11 / 0	3 / 204 / 230	#03CCE6
	Pantone 7712 U	76 / 16 / 25 / 0	26 / 163 / 183	#1AA3B7
	Pantone 315 U	86 / 38 / 39 / 7	18 / 122 / 137	#127A89

Arts Magenta
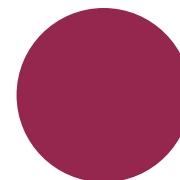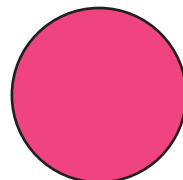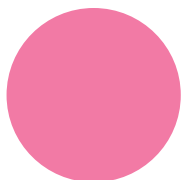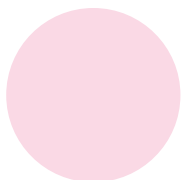
Pantone	Pantone 266 U 20%	Pantone 266 U 70%	Pantone 226 U	Pantone 227 U	Pantone 228 U
CMYK	0 / 18 / 1 / 0	0 / 66 / 7 / 0	0 / 88 / 20 / 0	17 / 93 / 41 / 1	32 / 95 / 54 / 19
RGB	254 / 217 / 230	253 / 123 / 167	255 / 64 / 129	202 / 54 / 104	32 / 95 / 54 / 19
HEX	#FED9E6	#FD7BA7	#FF4081	#CA3668	#97284D

Learning and Impact Yellow
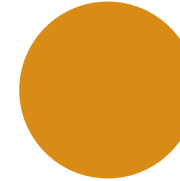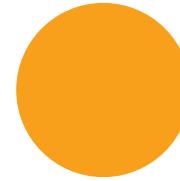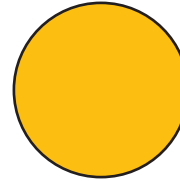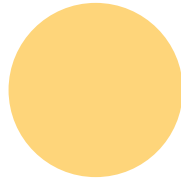
Pantone	Pantone 7401 U	Pantone 2004 U	Pantone 109 U	Pantone 1235 U	Pantone 130 U
CMYK	0 / 7 / 24 / 0	0 / 16 / 61 / 0	0 / 27 / 100 / 0	0 / 43 / 100 / 0	0 / 43 / 100 / 14
RGB	254 / 217 / 230	253 / 123 / 167	255 / 64 / 129	202 / 54 / 104	32 / 95 / 54 / 19
HEX	#FFEBC6	#FFD67B	#FEBE10	#F9A01B	#DA8D17

Communities Green
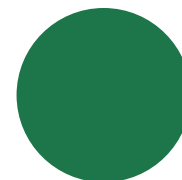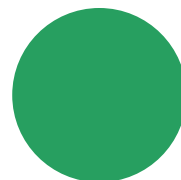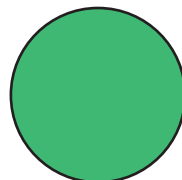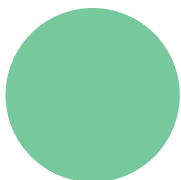
Pantone	Pantone 7479 U 20%	Pantone 7479 U 70%	Pantone 7479 U	Pantone 7482 U	Pantone 356 U
CMYK	15 / 0 / 13 / 0	53 / 0 / 50 / 0	70 / 0 / 74 / 0	80 / 13 / 83 / 1	84 / 30 / 85 / 18
RGB	213 / 244 / 228	109 / 216 / 161	41 / 200 / 118	42 / 159 / 96	36 / 118 / 74
HEX	#D5F4E4	#6DD8A1	#29C876	#2A9F60	#24764A

Supplementary Gray
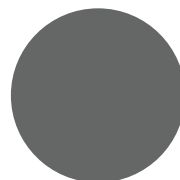
	Warm Gray 1U 25%	Pantone Neutral Black U 25%	Pantone 426 U
Pantone	Warm Gray 1U 25%	Pantone Neutral Black U 25%	Pantone 426 U
CMYK	3 / 2 / 3 / 0	19 / 15 / 16 / 0	60 / 51 / 51 / 20
RGB	245 / 244 / 242	204 / 204 / 204	102 / 102 / 102
HEX	#F5F4F2	#CCCCCC	#666666

TEXTURE

Aura

The Knight program colors are activated through a gradient mesh color blend. The aura represents how Knight Foundation is a blend of multiple program areas.

Knight Program Colors
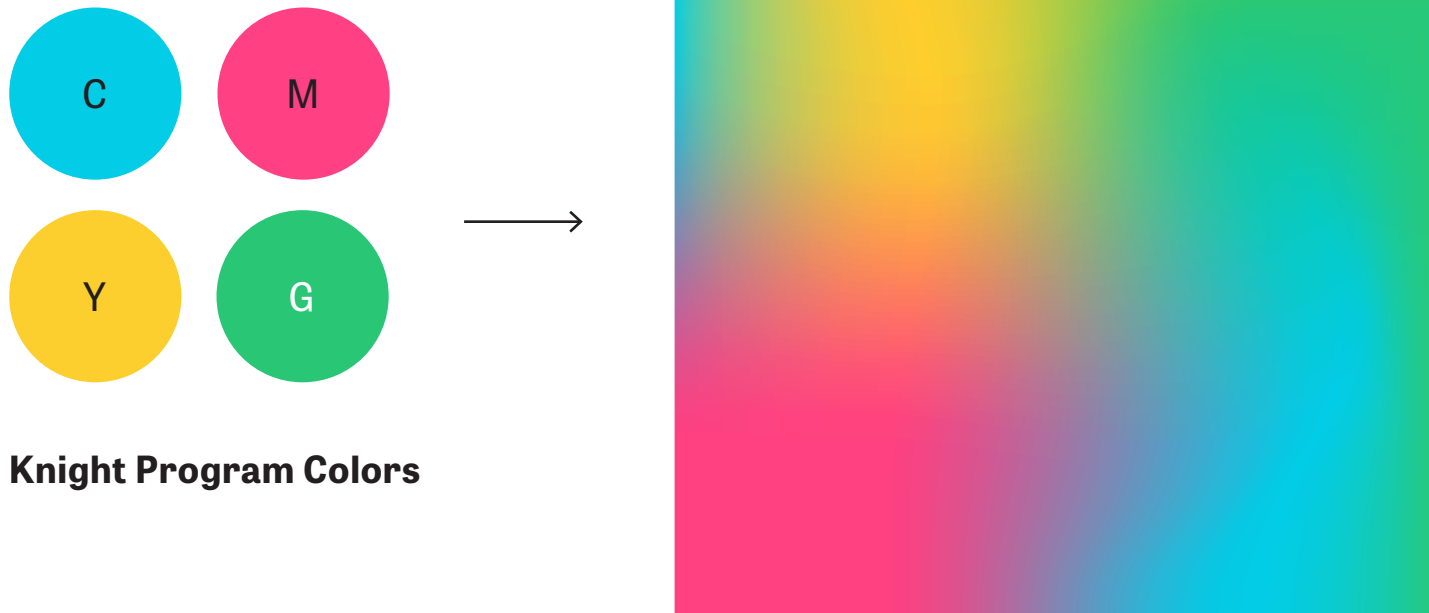
Aura: How-to

The aura is created using the mesh tool in Adobe Illustrator. First create a shape, and then using mesh tool, add points within the shape. When you click on the points, change the color of the individual point to one of the other KF brand program tones, or other program colors.
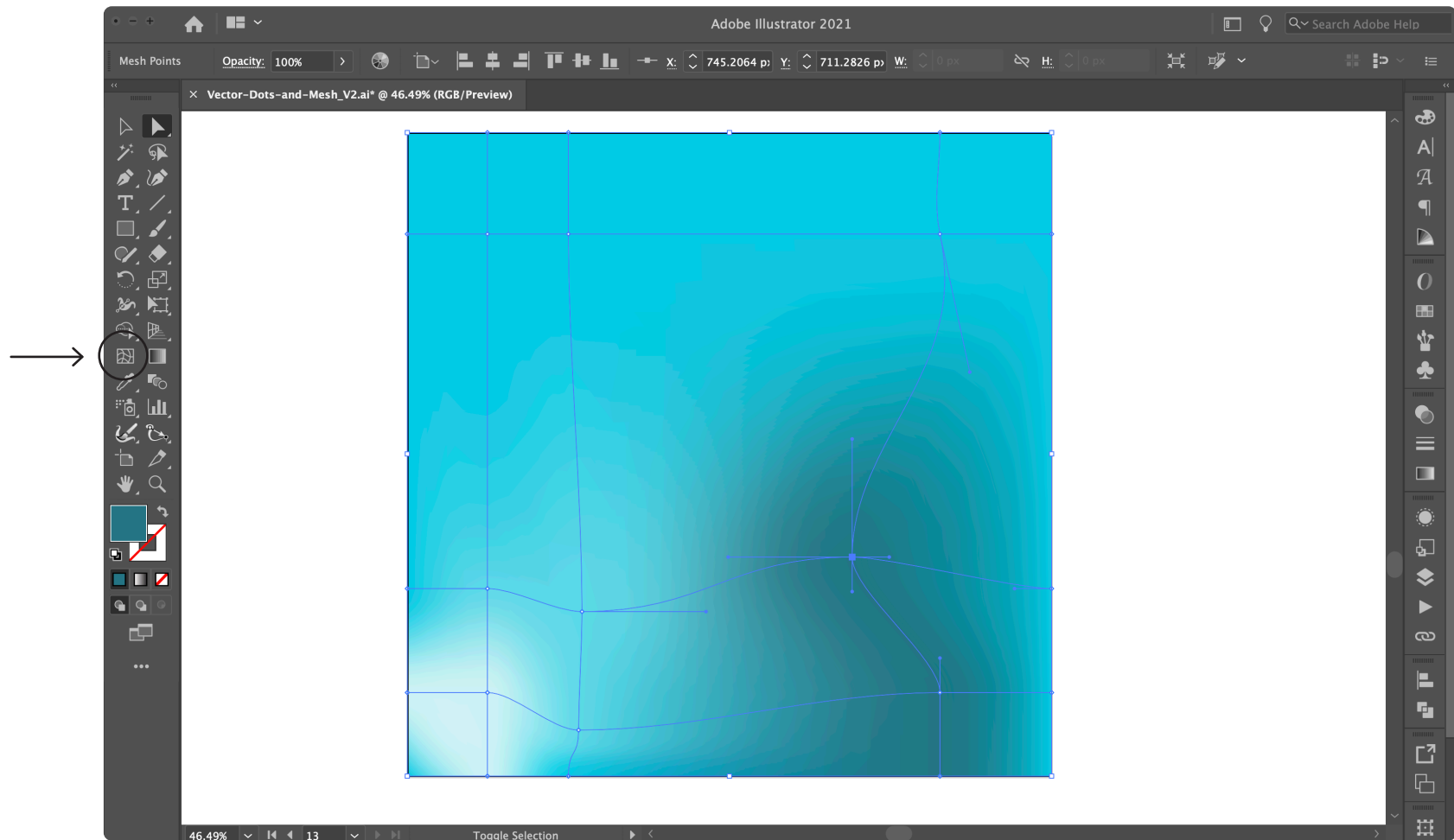
Do's & Don'ts

Though very abstract, the aura style is unique to Knight foundation.

✕ **No**
- Sections of color are small.
- There are too many points of color in the gradient mesh, creating smaller sections of color that look like dots.
- The fields of color do not blend seamlessly.
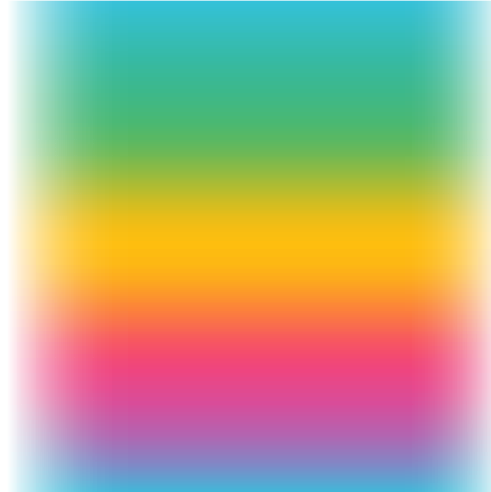
✕ **No**
- The colors appear as stripes across the square.
- The colors do not bleed to the left and right edges.
- Color stripes appear as a rainbow, instead of separate program color fields.

✓ **Yes**
- Color fields appear to smoothly blend from one color to the next.
- There are less points of color in the gradient mesh.
- Colors are not arranged in rainbow order.
- Colors bleed across the entire square.

Halftone

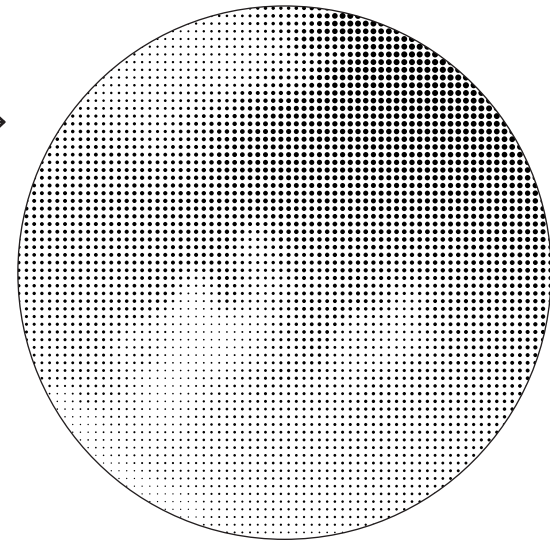The idea of Knight Foundation's newspaper origins also relates to image halftone effects. Images that are printed in a newspaper have dotted texture.

The dots change scale to reflect the amount of white/grey/black in the image.

Halftone Dots on Printed Newspaper

Close-up of Dots

# Halftone: How-to

To create the halftone effect, we use a plugin for Adobe Illustrator called Phantasm. The phantasm halftone tool will allow any image or gradient to become filtered into a variety of dot sizes.

Dots should have ample space around them without overlapping. The size of the circles is small and subtle. The pattern is set to "Grid, Regular." Circles are used for general KF branding.

Do's & Don'ts

Like the aura, the halftone texture adds a subtle texture to brand applications.
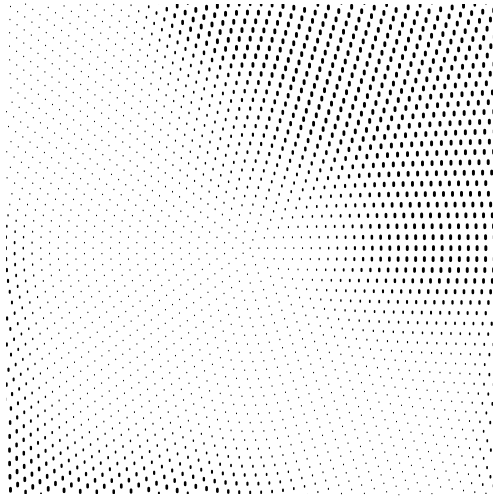
✕ No
- Do not use a radial grid.
- Do not use any shape besides a circle for KF general applications (although program design has some flexibility).
- The smallest dots are too small.
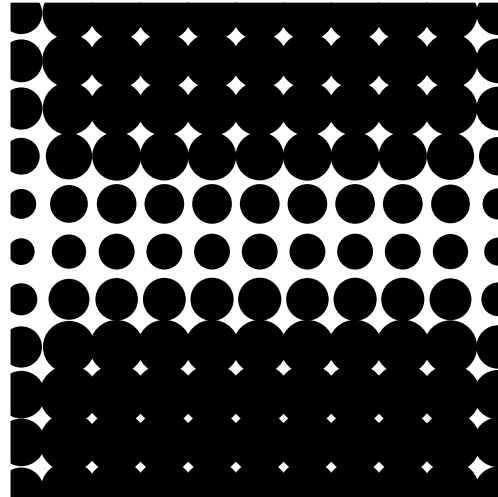
✕ No
- Dot scale is too large.
- Do not let the dots overlap each other.

✓ Yes
- Dots are evenly spaced on a rectangular grid pattern.
- There is some scale shift between dot sizes, and both size dots are not too big or too small.

Halftone + Aura

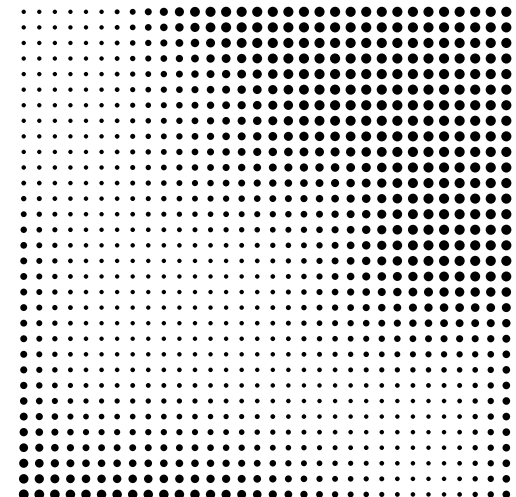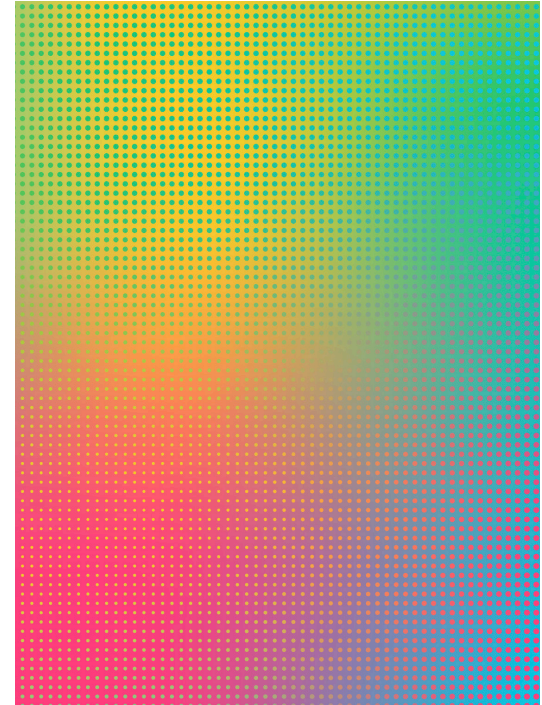In use, the aura and halftone work together to create dimensional backgrounds. There are many ways to use the two elements to create visually interesting effects.
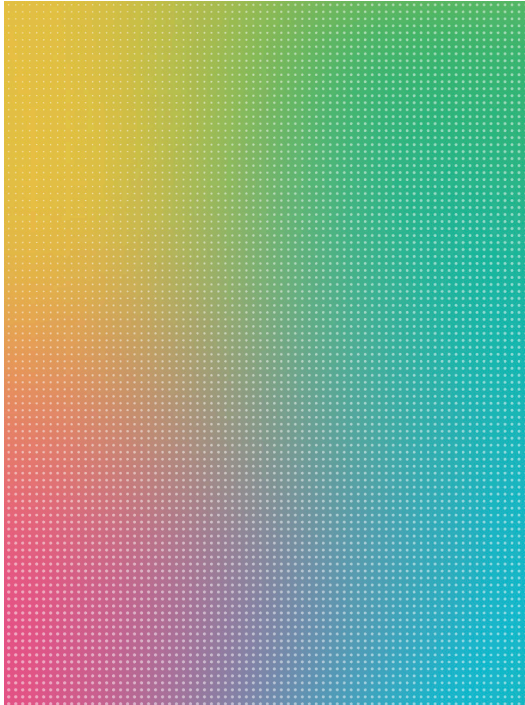
White Halftone / Color Aura
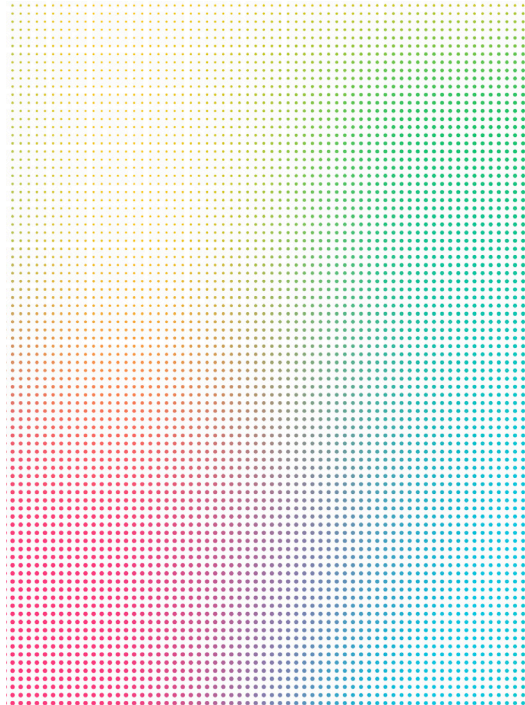
Color Halftone / White

Color Halftone / Color Aura

COMPOSITION

Composition

To build a composition with the logo, type, color, and halftone dots, rectangular black or grey color fields help to anchor the elements and provide dimension.

Rectangles bleed off the edge of pages, overlap each other, and have a variety of uses. See the next page for variations.

The grey field aligns with the vertical stroke of the F.

A horizontal line may help separate the title and subtitle.

KNIGHT FOUNDATION

INFORMED AND ENGAGED COMMUNITIES

Subtitle text

KF.org | #knight

Aura color is related to the Knight program field (Journalism).

Small halftone dots are placed over the blue aura.

URL and hashtag are always featured at the corner opposite of the logo.

Composition

These rectangular color fields can be used in a variety of ways. They may interact with image colors, change type color, or be filled with color auras. The width of the rectangle is variable, and the colors or fill can change with the shapes or size of the composition.

KNIGHT FOUNDATION

INFORMED AND ENGAGED COMMUNITIES

Subtitle text

KF.org | #knight

KNIGHT FOUNDATION

INFORMED AND ENGAGED COMMUNITIES

Subtitle text

KF.org | #knight

KNIGHT FOUNDATION

INFORMED AND ENGAGED COMMUNITIES

Subtitle text

KF.org | #knight
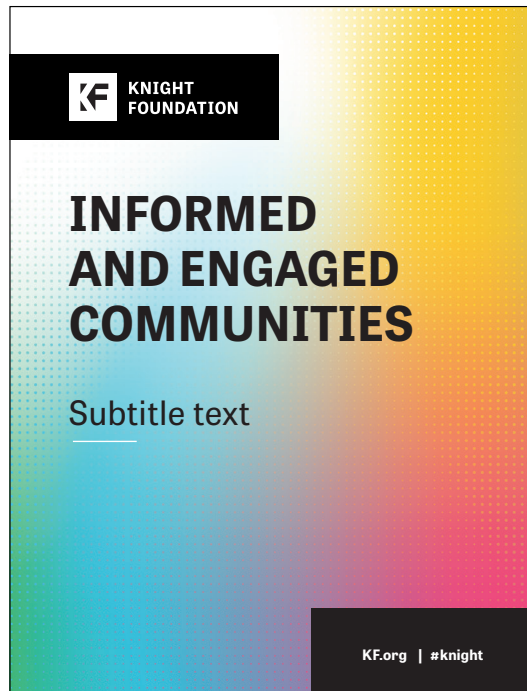
All color aura/halftone background

Aura and halftone in rectangles
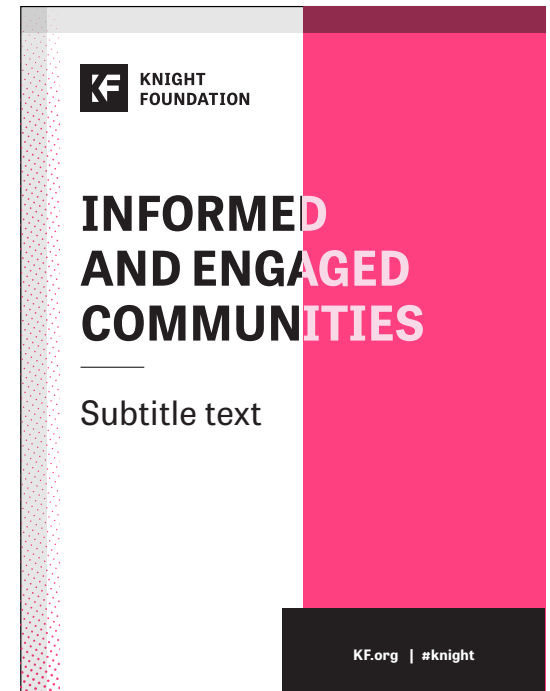
Rectangle interacts with text

PROGRAM DESIGN

Program Design

For special events or programs, there is more room to expand beyond the Knight type styles and compositions. However these events do still use Tablet Gothic and brand colors as they relate to the program host. Here are other loose principles to designing special identities for KF events.

1

Events maintain brand program colors and typefaces. Do not use typefaces outside of Tablet Gothic.

2

Logo square is sometimes used in lock-ups.

3

Imagery is a balance of modernist principles, graphic shapes, and realistic textures.

4

Tablet Gothic can be manipulated, stretched, or mixed with other weights.

5

Where Knight general branding assets have strict rules, the programs are a place to explore creativity.

Knight Arts Challenge

The Knight Arts Challenge focuses on image treatments in Art Magenta. The 2019 campaign focused on radiating bands of color across images.

The 2021 campaign used swaths of painterly texture, split between realistic and phantasm filters.

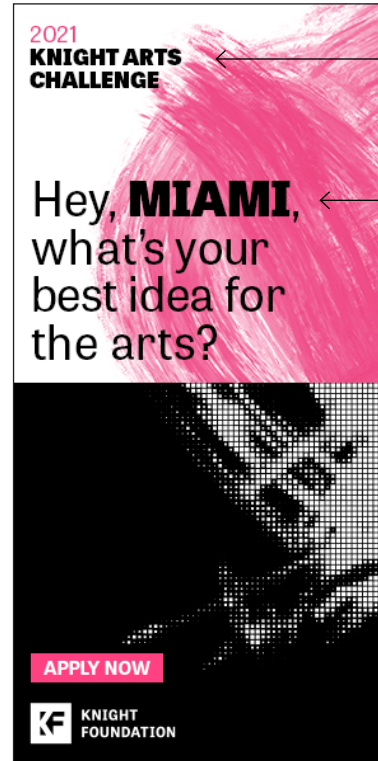High contrast black and white, paired with Arts Magenta tones →

KAC lockup with current year →

Use of Tablet Heavy →
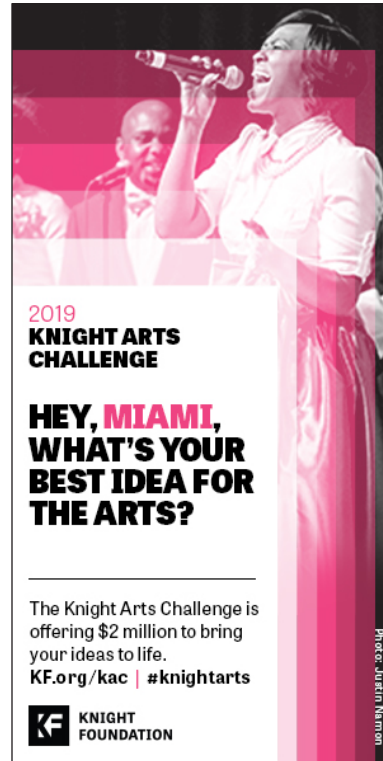
2019
300 × 600 px digital ad

← KAC lockup with current year

← Use of Tablet Regular and Heavy

← High contrast black and white halftone, with Arts Magenta painterly texture. Halftone is set to squares instead of circles.
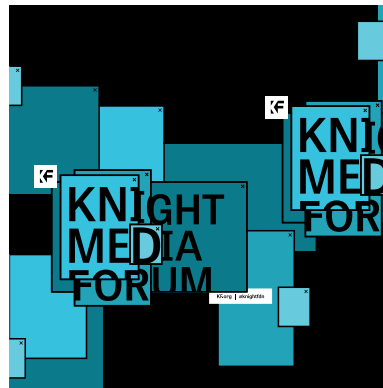

2021
300 × 600 px digital ad

Knight Media Forum

The Knight Media Forum (KMF) identities often need a simple logo mark that can be expanded to larger backdrops and event swag. The core concepts relate to journalism in the digital age.
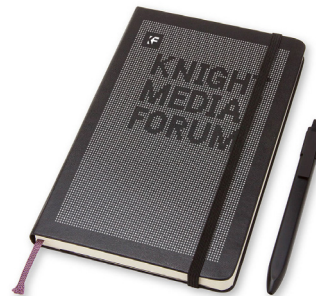

↓

2019
Tablet bold is placed into web browser screens that can be expanded or rearranged into a pattern.

↓

2020
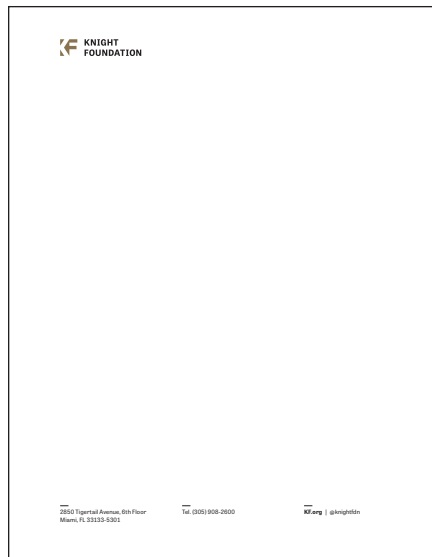Tablet bold is translated into a dot grid LED font.

↓

2021
Use of Tablet Regular with an animated pixel effect over top.
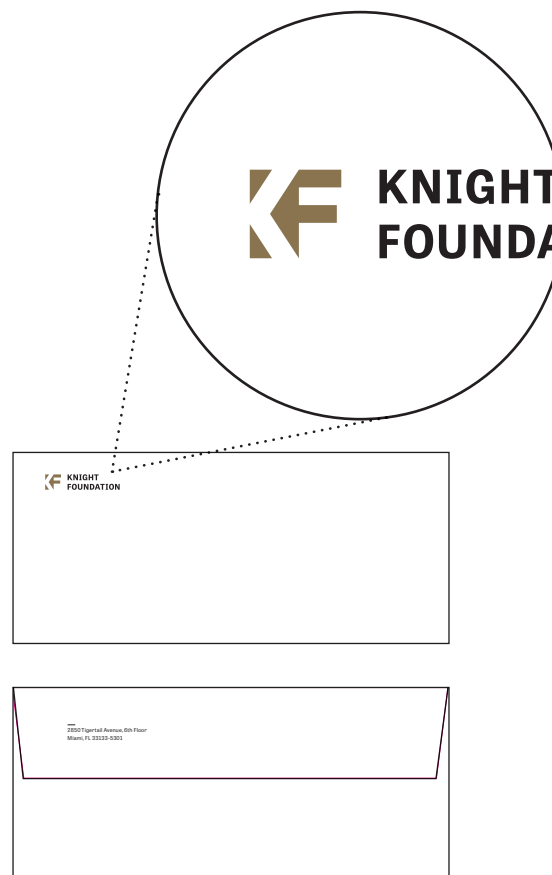
APPLICATIONS

Stationery

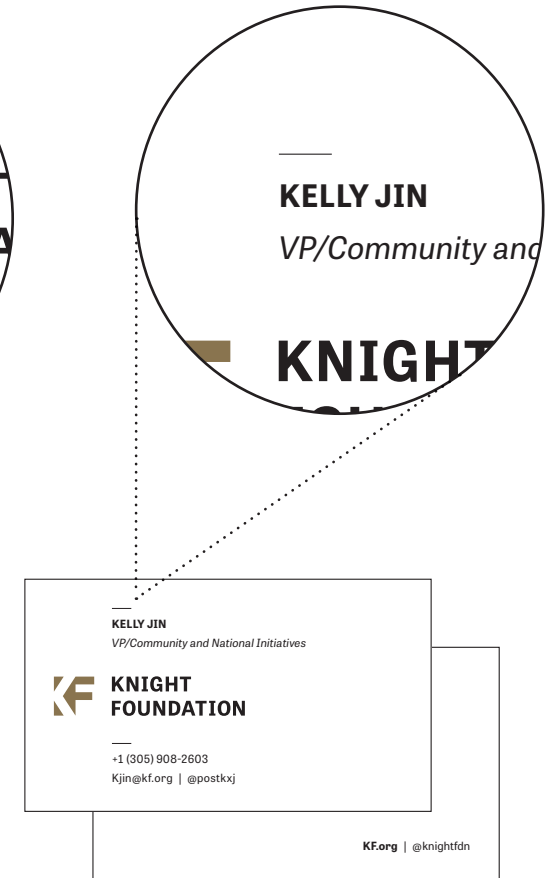The Knight stationery is the only place that the reverse logo mark is used in application.

The "KF" is printed in a gold metallic ink. Note the use of a horizontal line to group text.

KF KNIGHT FOUNDATION

KELLY JIN

VP/Community and

KNIGHT

KF KNIGHT FOUNDATION

2850 Tigertail Avenue, 6th Floor
Miami, FL 33133-5301

Tel. (305) 908-2600

KF.org | @knightfdn

Letterhead

No. 10 Envelope

KELLY JIN
VP/Community and National Initiatives

KF KNIGHT FOUNDATION

+1 (305) 908-2603
Kjin@kf.org | @postkxj

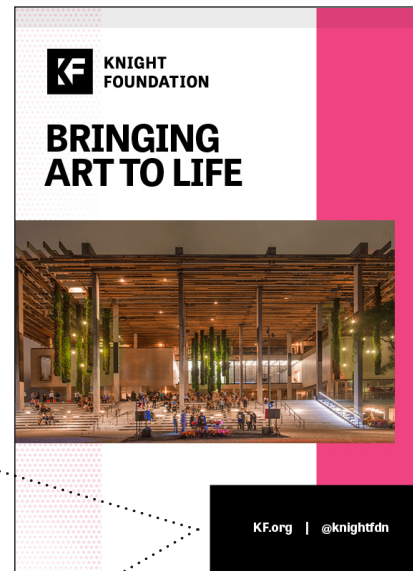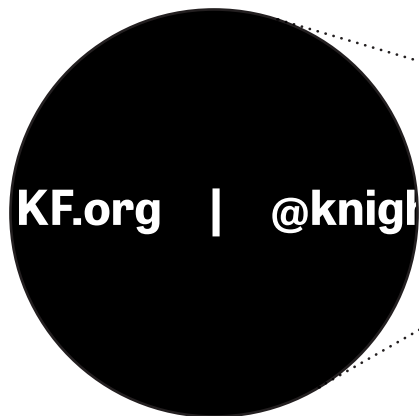**KF.org** | @knightfdn

Business Card

Advertising

Across different sizes, ads for Knight foundation maintain graphic language of rectangular shapes, halftones, and program colors. Note the consistent placement of logos, url and hashtag information. This information is seperated by a vertical line.

7" × 4" Ad

KF.org | @knigh

8.5" × 11" Printed Ad

10" × 20" Full Page Ad

For more information about Knight Foundation branding and the rules in this guideline, please contact:

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BRAND DESIGN MANUAL
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