KNIGHT
FOUNDATION

Style Guide

Abridged 2026 Edition

KF.org

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

Knight Foundation

Specimen from a Knight Foundation newsletter, 1998

John S. and James L. Knight Foundation

2000s

Font: Friz Quadrata

1950 | 2000 50

2001 – 2006

Font: Times New Roman
Colors:

John S. and James L. Knight Foundation

John S. and James L. Knight Foundation

2006 – 2010

Font: Times New Roman + DIN Condensed Italic
Colors:

John S. and James L. Knight Foundation
www.knightfoundation.org

John S. and James L. Knight Foundation
Informed and engaged communities.

Knight Foundation

2010

Knight Foundation

2011

Font: The Serif HP7 Bold
Colors:

Knight Foundation
Informed & Engaged Communities

2015

@knightfdn

2016

Font: Tablet Gothic
Colors:

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.

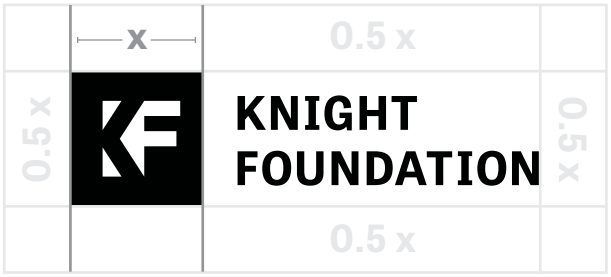
Logo Mark: Optically Centered

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.



Horizontal Stack

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.

Typography

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

Concept

1. **A nod to CMYK—with purpose.**

   Our palette draws inspiration from the foundational CMYK color model—a quiet homage to print and publishing, the original mediums of civic information. We've paired it with RGB, the language of digital screens, creating a modern marriage of print and digital. The result: a palette evolved for a digital-first world, infused with the energy that reflects where Knight is headed.

Concept

2. **Vibrant by design.**

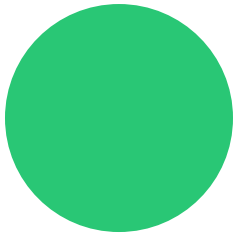
   These colors reflect the community vibrancy and human energy at the heart of Knight's new purpose: to ignite in every person the power to shape thriving communities.

Concept

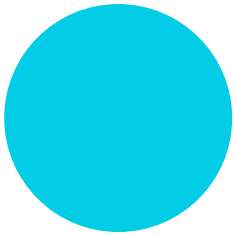
3. **Cohesive, yet flexible.**

   The palette is built to work hard across programs and mediums—from digital campaigns to event signage to research reports—while maintaining a unified visual identity.

Primary Colors

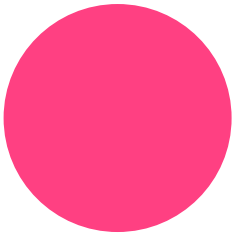


G (from RGB)

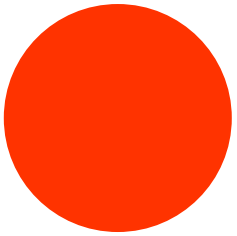


C (from CMYK)

B (from RGB)



M (from CMYK)



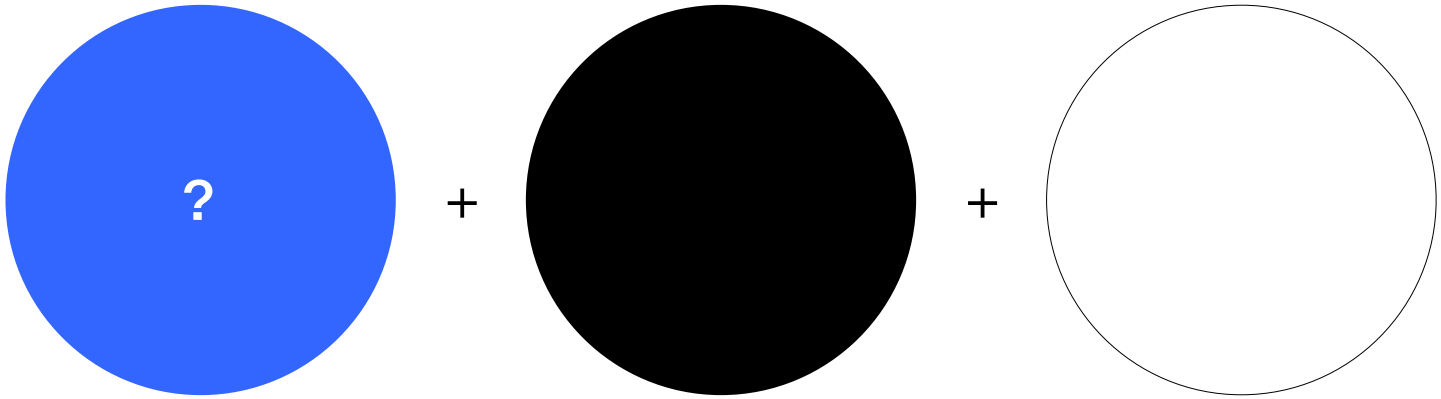
R (from RGB)

Y (from CMYK)

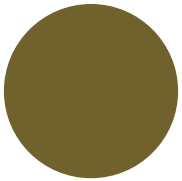
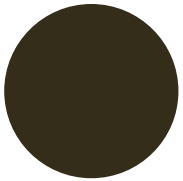
In Practice: Color Selection

First, select **one** of KF's six primary colors. Choose based on campaign, tone, or image subject.

Though we have an offering of **six** primary colors to choose from, we suggest using **one** color, plus black and white, be used at a time.

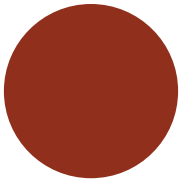
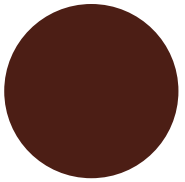


Primary Color Expansion

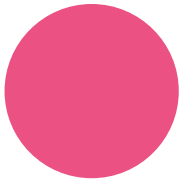
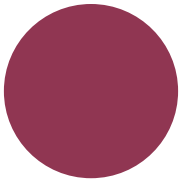
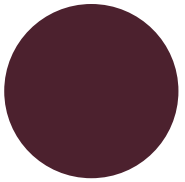
CMYK	0 / 30 / 23 / 0	0 / 27 / 100 / 0	48 / 50 / 96 / 29	60 / 60 / 82 / 67
RGB	253 / 241 / 204	246 / 208 / 84	113 / 97 / 44	52 / 45 / 26
HEX	#FCF0CA	#F5D053	#71612C	#342D1A

Primary Color Expansion

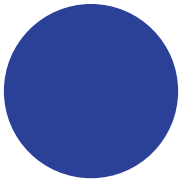
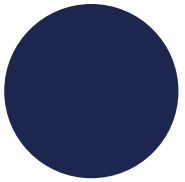
CMYK	0 / 26 / 19 / 0	2 / 88 / 100 / 0	28 / 90 / 100 / 28	42 / 82 / 82 / 64
RGB	249 / 198 / 188	235 / 38 / 72	113 / 97 / 44	76 / 30 / 21
HEX	#F9C6BC	#EB4826	#90301C	#4C1E15

Primary Color Expansion

CMYK	0 / 25 / 3 / 0	0 / 88 / 20 / 0	35 / 90 / 50 / 20	50 / 83 / 58 / 58
RGB	249 / 201 / 216	235 / 81 / 130	144 / 54 / 82	76 / 33 / 46
HEX	#F9C9D8	#EB5182	#903652	#4C212E

Primary Color Expansion

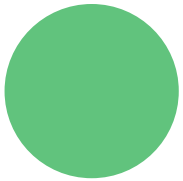
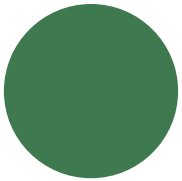
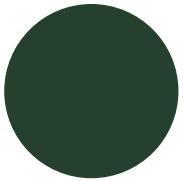



CMYK	20 / 14 / 0 / 0	80 / 45 / 0 / 0	97 / 87 / 4 / 0	99 / 91 / 39 / 38
RGB	195 / 207 / 252	63 / 101 / 246	43 / 65 / 151	28 / 38 / 79
HEX	#C3CFFC	#3F65F6	#2B4197	#1C264F

Primary Color Expansion

CMYK	18 / 0 / 3 / 0	65 / 0 / 11 / 0	78 / 39 / 39 / 6	85 / 60 / 55 / 43
RGB	205 / 238 / 246	93 / 201 / 226	61 / 124 / 139	36 / 66 / 73
HEX	#CDEEF6	#5DC9E2	#3D7C8B	#244249

Primary Color Expansion

CMYK	18 / 0 / 19 / 0	70 / 0 / 74 / 0	77 / 31 / 81 / 17	78 / 48 / 80 / 54
RGB	206 / 236 / 215	97 / 195 / 125	63 / 121 / 79	37 / 65 / 45
HEX	#CEECD7	#61C37D	#3F794F	#25412D

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

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