



GKNOW

Simplifying genograms, Amplifying insights.

LOGO ASSETS

FAVICON



PRIMARY LOGO



LOGOTYPE



BRAND INSPIRATION



CALM | MINDFUL | WELCOMING | CLEAN | RELAXING

COLOUR PALETTE

BRAND



Tranquil Tree
HEX #5A8465



Greenogram
HEX #89AC8A



Office Fern
HEX #A4C4A6

IN-APP



Clean Slate
HEX #ACACAA



Calm Stone
HEX #D9D9D9

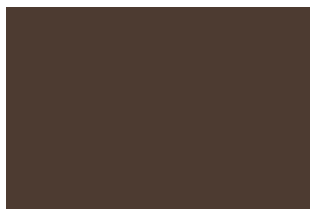


Head Fog
HEX #FCFCFC

ALTERNATE



Candace's Couch
HEX #251E18



Family Roots
HEX #4D3B30



Scroll Paper
HEX #FFFFFB

BRAND FONTS

SAFIRA MARCH

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BLINKER BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY RULES

IPAD: 64PX, 40PX, 20PX
WEB: 64PX, 24PX, 12PX
PRINT: 160PX, 25PX, 18PX

BLINKER REGULAR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9