

LOGO PRESENTATION



Brand Overview



Brand name

KnowDemWell

Brand Mission:

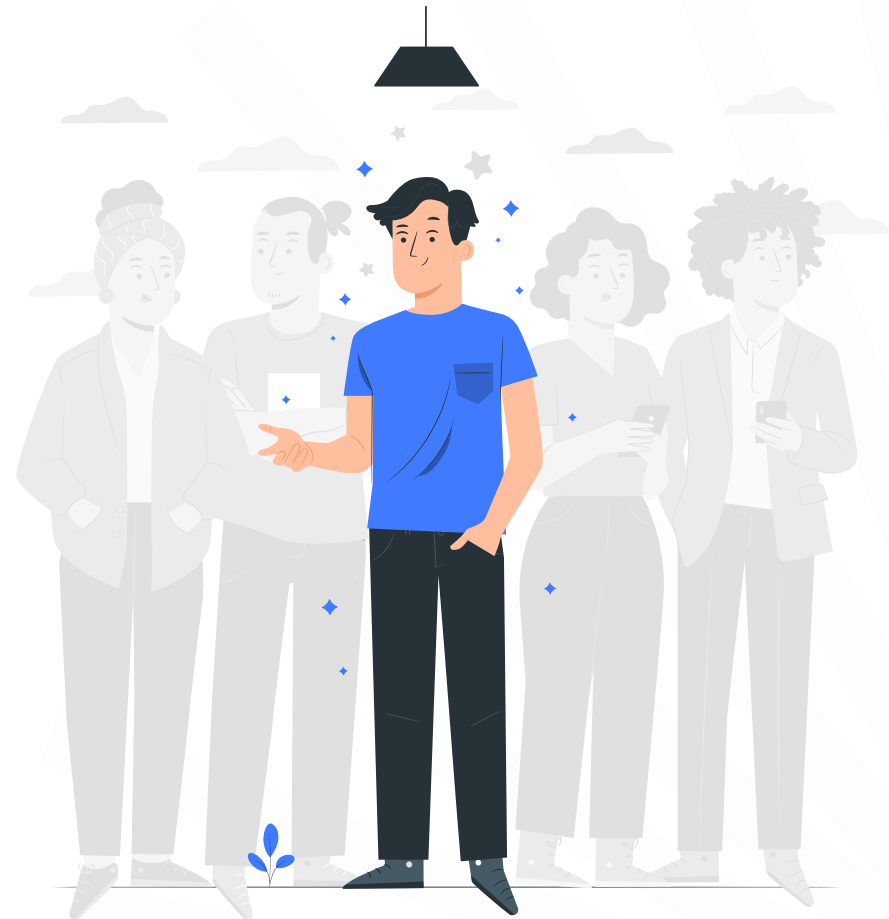
KnowDemWell is on a mission to bring transparency and accountability to the world of electoral candidates. We aim to empower citizens by providing in-depth, unbiased information about political candidates, so they can make informed choices in elections.

Brand Vision

Our vision is a world where voters have easy access to comprehensive and factual information about their potential representatives, helping to build a more informed and engaged electorate.

Brand Identity

KnowDemWell embodies trust, integrity, and the spirit of democracy. Our brand stands for transparency, truth, and the pursuit of knowledge in the political landscape.



Logo

Design Concept

The square box represents structure, balance, and trustworthiness in delivering well-organized information about political candidates.

The beam of light signifies transparency and the pursuit of truth, illuminating the facts and helping voters make informed decisions.

At the center, the vigilant eye represents the engaged citizen, emphasizing scrutiny, watchfulness, and the brand's dedication to providing the information voters seek.

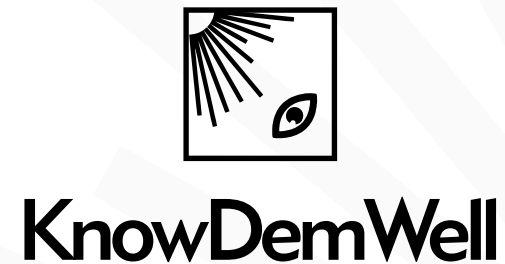
The 45-degree angle adds a dynamic touch, indicating a fresh perspective and a forward-looking approach.

Together, the elements in the logo reflect the brand's commitment to transparency, trust, and empowering citizens with knowledge in the realm of politics.

Horizontal Use



Vertical Variation



Logo



Logo



Colours

#000000
Ro Go Bo

#0A2463
R10 G36 B99

Typography

Heading Font

Geometr415

AaBbCcDd

1234567890

!@#\$%^&*()

Paragraph Font

Raleway

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