



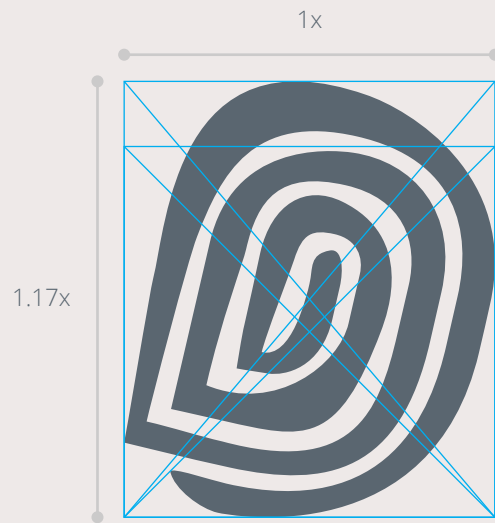
| Analysis

| Introduction

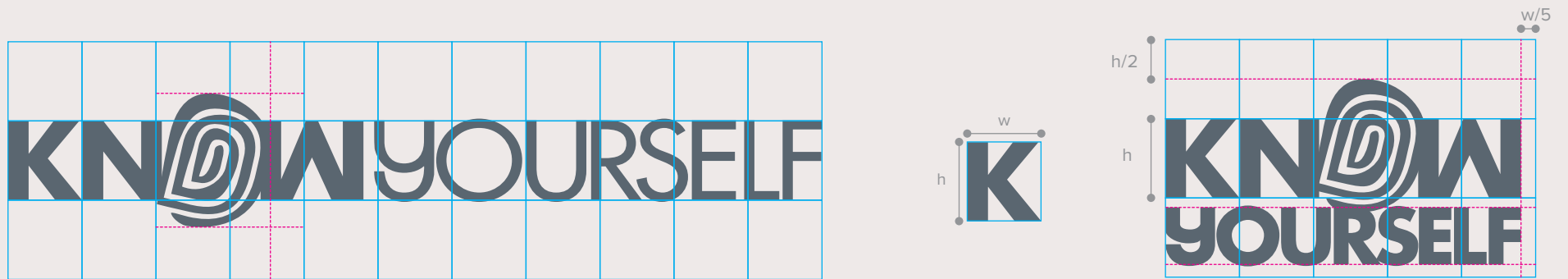
This document presents an extensive analysis on the Know Yourself brand usage, the components and communicational units that represent it's identity.

These elements and how to use them, in both digital and print media, define the brand message, universe and graphic tone of voice.

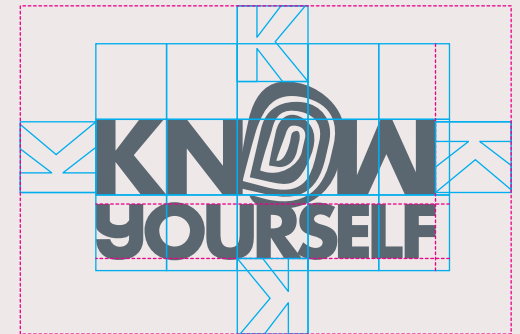
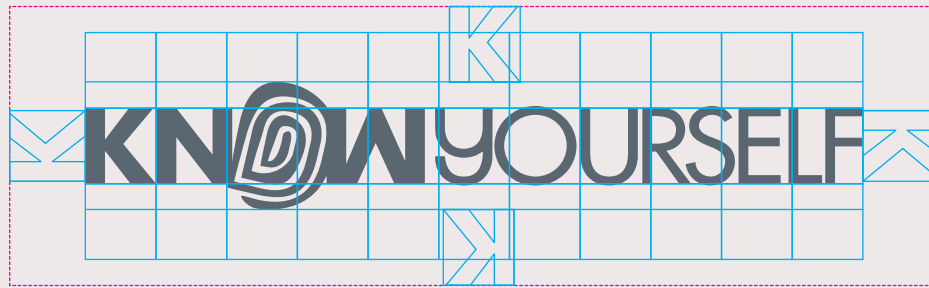
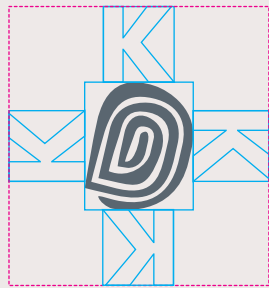
| Isologotype



Isotype is not built using a proportional grid. An harmonic and homogeneous grid will generate a solid-space structure, making this isotype more consistent.



| The grid is the morphological core of the isologotype. We found a grid based on the dimensions of the typographic character “K” to generate safe margins.



A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark. This clear space is based on the height of the letter “K”.

Printed



Screen



Minimum logo usage size for digital and print media.

| Color

Color Palette

Color	Pantone 485
RGB:	R 226 / G 35 / B 26
CMYK:	C 5 / M 98 / Y 100 / K 0
HEX:	E2231A

Color	Pantone 137
RGB:	R 250 / G 164 / B 0
CMYK:	C 0 / M 42 / Y 100 / K 0
HEX:	FFA400

Color	Pantone 431
RGB:	R 92 / G 102 / B 112
CMYK:	C 66 / M 52 / Y 44 / K 17
HEX:	5C6670

Color	Pantone 109
RGB:	R 255 / G 209 / B 0
CMYK:	C 0 / M 16 / Y 100 / K 0
HEX:	FFD100

Color	Pantone Cool Gray 10
RGB:	R 100 / G 101 / B 105
CMYK:	C 61 / M 52 / Y 47 / K 19
HEX:	646569

Color	Pantone 382
RGB:	R 196 / G 214 / B 0
CMYK:	C 29 / M 0 / Y 100 / K 0
HEX:	C4D600

Color	Pantone Warn Gray 10
RGB:	R 123 / G 110 / B 102
CMYK:	C 19 / M 50 / Y 54 / K 16
HEX:	7B6E66

Color	Pantone 2995
RGB:	R 38 / G 168 / B 224
CMYK:	C 80 / M 12 / Y 0 / K 0
HEX:	26A8E0

Color
Saturation



Color
Mixing



Main font

Rockwell

Regular / Bold

Secondary font (WEB)

Open Sans

Regular / Bold

Secondary font (print)

Futura

Book / Medium / Heavy
Condensed Medium / Condensed Extrabold

| Typography

Rockwell
Regular

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+<>?{}|\

Rockwell
Bold

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+<>?{}|

Open Sans
Regular

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+<>?{| \

Open Sans
Bold

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+<>?{| \

Futura
Book

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{| \

Futura
Medium

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{| \

Futura
Heavy

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{| \

Futura Condensed
Medium

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+<>?{}|

Futura Condensed
Extrabold

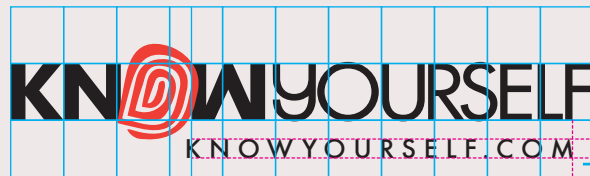
Aa

abcdefghijklmnopqrstuvwxyz

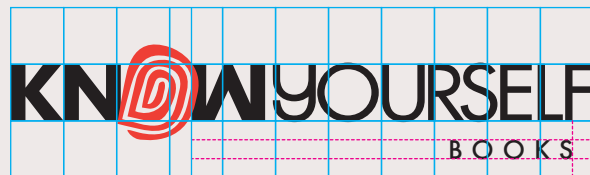
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+<>?{}|

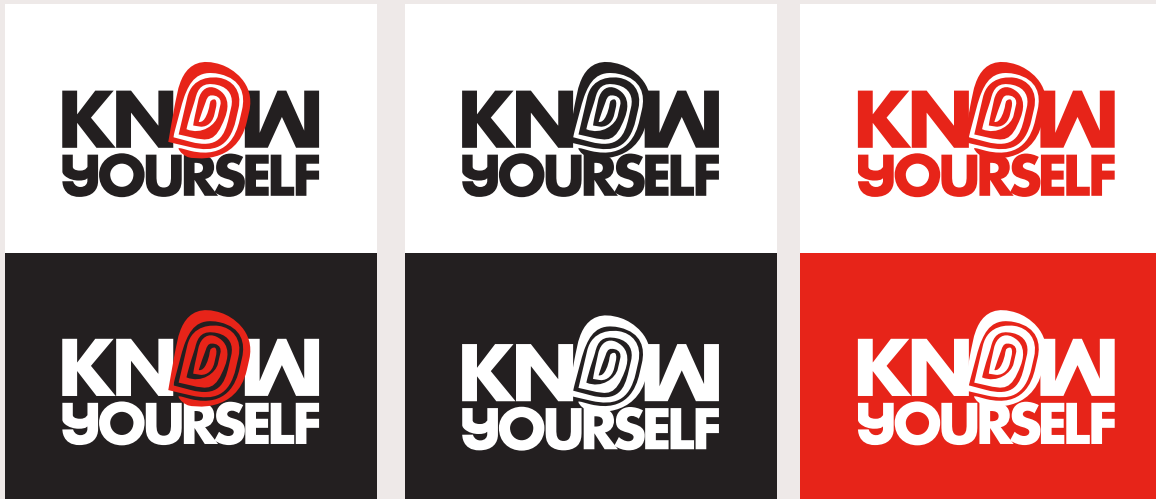
| Application



Futura Book
Right Alignment
Kerning 290%
Height 1/3h



How to use taglines.



Logo usage hover solid color backgrounds.



Make sure to respect clear spaces when applying the logo on a graphic piece, trying to avoid using boxes as containers if possible.



When using the logo hover a photo or a complex pattern, make sure to use a box as container.

Never use the logo hover photos or complex patterns without a safe area or containing box.



Don't distort the shape in any way.



Don't change the colors.



Use clear spaces.



Don't change the size or placement of any element.



Don't recreate or replace elements



Don't place over similarly-colored backgrounds.



Don't change the orientation.



Don't add effects.



Don't outline.



Don't stretch or squeeze to distort proportions.

| Logo usage don't's.

| Conclusions

| Made by Tangelo

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