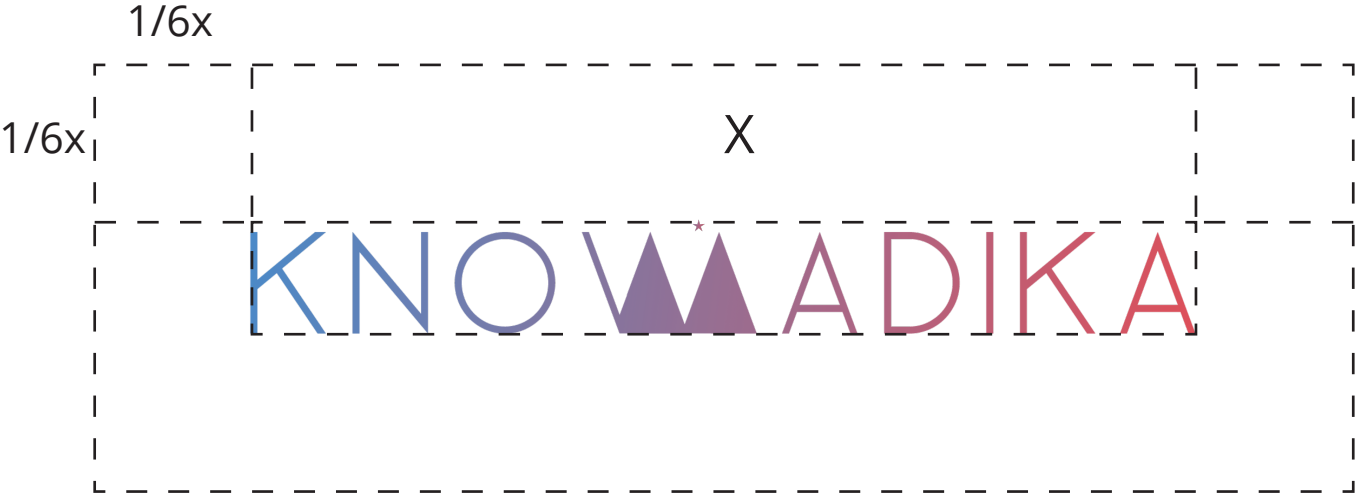


KNOWADIKA

Style Guide | Free Space



## Style Guide | Scalability

5" KNOW<sup>\*</sup>ADIKA


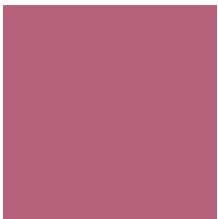

3" KNOW<sup>\*</sup>ADIKA

1" KNOW<sup>\*</sup>ADIKA

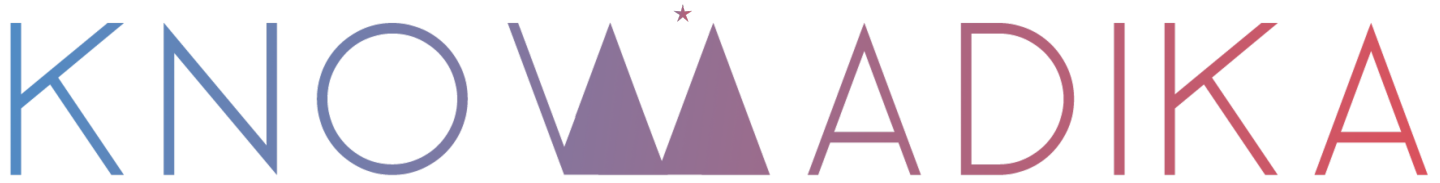
.5" KNOW<sup>\*</sup>ADIKA

Style Guide | Color Scheme

KNOWADIKA

				
CMYK	76, 31, 0, 14	19, 26, 0, 37	0, 46, 33, 29	0, 73, 73, 1
RGB	52, 152, 219	130, 119, 160	181, 98, 122	256, 68, 68

## Style Guide | Concept



This concept encapsulates a sense of connection between nomad-ism and pursuit of knowledge in an abstract way. It consists of three primary key points,

- Solid fill M is intended to resemble mountains, and a valley to represent nomads
- The little star amongst mountains serves as the guide. In ancient days people often relied on stars as a guide for their journey.
- W and M are combined together to convey the connection between know and nomad.

For colors, I have picked relatively bold blue and red as I wanted the logotype to be fresh, and bold. It was also inline with client's suggestions for bold colors. I have used a dual tone gradient to give a modern and edgy appeal to the logotype. As Knowmadika is a startup, I felt that this approach would be more appropriate.

For typeface, I have selected Manifesto as I wanted it primarily to be sharp with absolutely no curves. These sharp corners are not only a good fit to resemble mountains (W and M) but it also give a sense of upward movement / navigation (see A). Additionally, it stands out uniquely and thereby creates a sense of brand identity that can be associated with Knowmadika