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Knowhow Style Guide

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INTRODUCTION

Knowhow provides the opportunity for everyone, young and old to easily access our online education database. Our focus and dedication is towards providing the customer with confidence and excitement in learning online with Knowhow.

The Knowhow brand is just as important as our service , which is why both need to be maintained at an excellent level. In this style guide document we have created shows what represents and communicates the guidelines that will continue to make Knowhow successful. These standards are strict and must be followed.
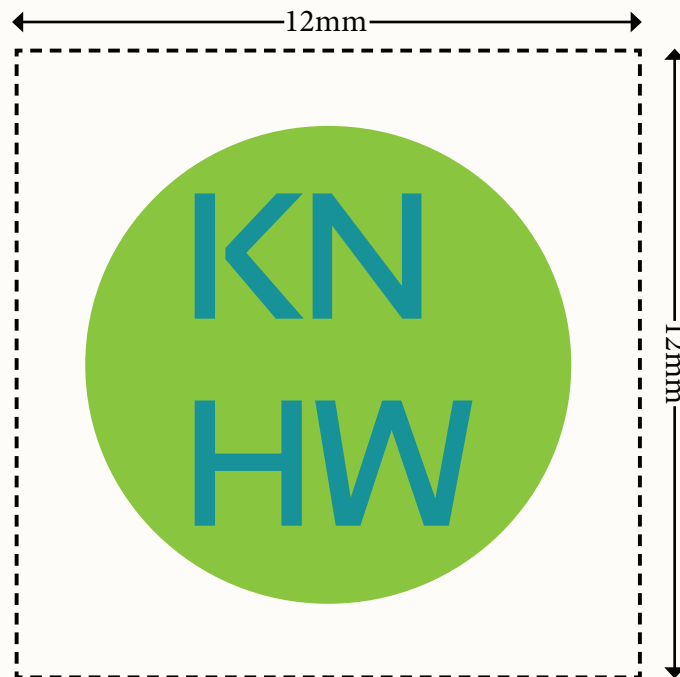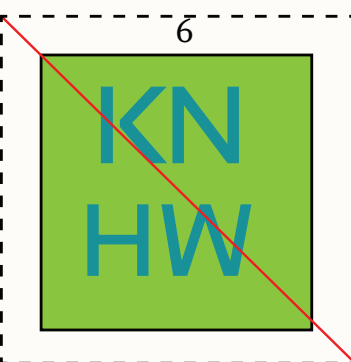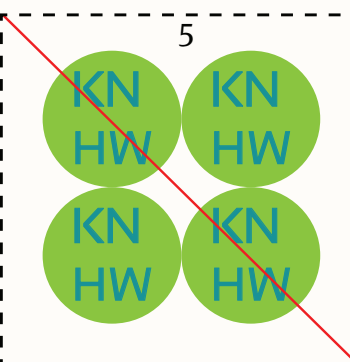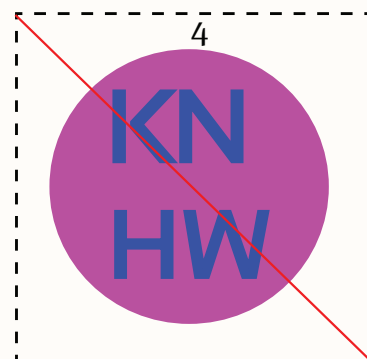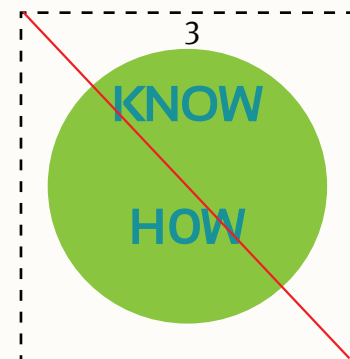
LOGO USAGE

The Knowhow logo is one of if not our greatest marketing tool available, when using the Knowhow logo it must be represented in the correct manner.

The Knowhow logo should be placed in a background of which is lighter in colour than the logo, this is going to offer more of a visual enhancement. If this can't be achieved then a compromise of the "black and white" Knowhow logo can be used.

the clear spacing requirements which are shown must be used when placing the logo to reduce visual obstructions and visually enhance it. the logo when represented can not be any smaller than 12mm by 12mm which includes the clear space, the clear space Logo here has been scaled 7:1.

12mm

12mm

contents
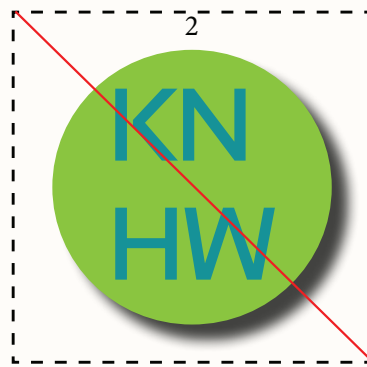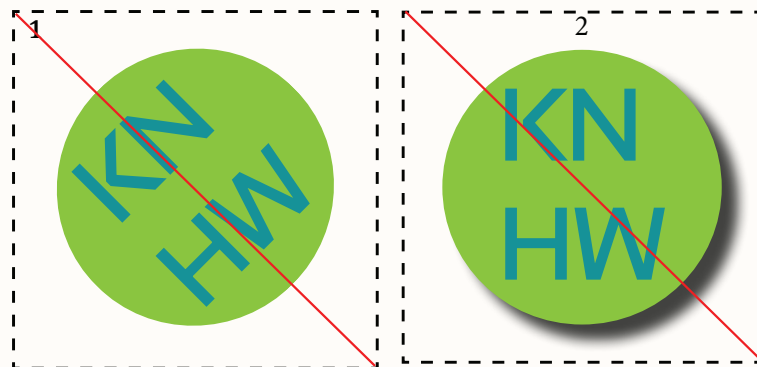
Do not

1. Change orintation of logo

2. Add effects that aren't specified in this document

3. Change the lettering of the logo

4. Change the colour of the logo

5. Add multiple logos within the clear-space or unnecessarily on a page

6. Make the circle into a different shape

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COLOUR PALETTE

1. Primary colours have been designed to be recognisable and promote the Knowhow brand. These colours are the primary colour of the logo and the core colour palette.

2. Secondary and accent colours provide enhancements to the primary colours for Knowhow.

Primary Green

RGB (141,198,63)
CMYK (50%,0%,100%,0%)
HEX # 8DC63F

Primary Blue

RGB (0,145,152
CMYK (83%,24%,40%,2%)
HEX # 009198

2

Blue

RGB (51,182,234)
CMYK (66%,8%,0%,0%)
HEX # 33B6EA

Black

RGB (35,31,32)
CMYK (70%,68%,64%,74%)
HEX #231F20

Grey

RGB (209,211,212)
CMYK (17%,12%,12%,0%)
HEX # D1D3D4

White

RGB (255,255,255)
CMYK (0%,0%,0%,0%)
HEX # FFFFFF

Meta Serif Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPGY

Typography is a major part of the promotion and all together communication of Knowhow. "Meta Serif" family is the selected typography for Knowhow's body text.

"MetaSerif Book" is the preferable font weight though other weights such as bold and regular are more than acceptable. For the majority of the cases regarding the text body the font size will be 12 pt.

For headings "Sansations" is the prefered typography, it brings elegance and style to current and possible future customers. the size of the heading for the majority of cases will be 18 pt though depending on the case a larger or smaller font size is acceptable.

IMAGERY

The images shown are a good representation of Knowhow and what we feel best targets our audience which include the young, intelligent, busy and willing to become more successful.

the use of photography should be relevant and without the apperarance of being staged. The lighting should be bright and colourful, with the people in the photos looking presentable.

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Knowhow
challenge yourself the easy way

Home   About   Lessons
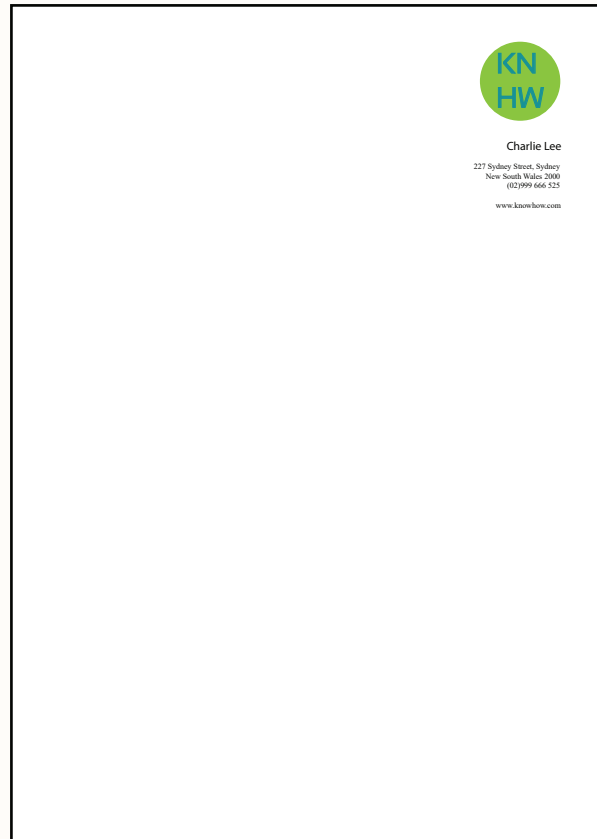
Free Trial

Log in
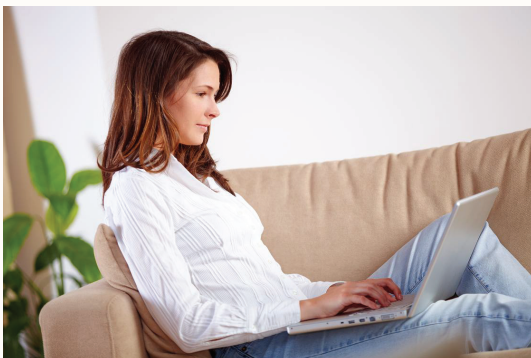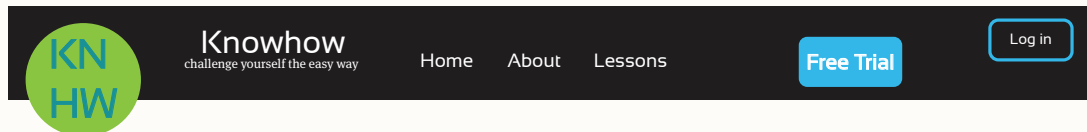
INTERACTIVE ELEMENTS

This example of a home page is not necessary a template for use but rather a suggested guide regarding the layout, buttons, and menu features.

M (02) 999 666 525

E knowhow@gmail.com

connect with us

in   f   ▶   🐦

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Charlie Lee

227 Sydney Street, Sydney
New South Wales 2000
(02)999 666 525

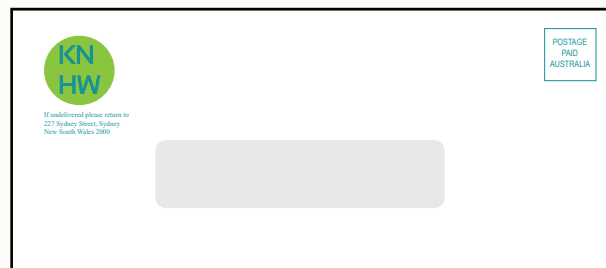www.knowhow.com

STATIONERY

1. Letter Head example on a scaled down A4 paper, using the clear space dimensions requirements. Use the layout provided for standards

2. Envelope example using DL format standards, which can be used for windowed and non-windowed and other desired sizes

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POSTAGE
PAID
AUSTRALIA

If undelivered please return to
227 Sydney Street, Sydney
New South Wales 2000

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Become a Member
Find a Skill
Learn Wherever
Learn Whenever

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Learn Online Like Never Before

KNOWHOW
LEARNING
COMMUNITY
4EVERY1

FREE TRIAL WITH SIGNUP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer eget dictum leo. Nullam lobortis nisl fringilla odio facilisis ullamcorper. Suspendisse ac felis felis. Sed

www.knowhow.com
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3. The offical Knowhow flyer with DL standars sizes. Make sure to maintain the Knowhow flyer's structure including the colour, Logo and photography placement.

4. The offical Knowhow web signiture with dimensional mesaurments of 140mm wide and a height of 50mm

5. Front of business card with dimensional measurements of 85mm wide and a height of 55mm

6. Back of business card with dimensional measurements of 85mm wide and a height of 55mm

QUESTIONS

call any day or night

(02) 999 666 525

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