Knights Construction Group

Logo & Brand Identity Guidelines

Contents

0.1 The Logo Family
0.1.1 Logo Specifics
0.2 Typeface Details
0.2.1 Typography in Use
0.3 Colour Specifications
0.4 Logo Styles
0.5 Logo Best Practices

0.1 The Logo Family

Logo Clear Space

There are six variants of the Knights logo - shown here.
The purpose of each is to represent the individual subsidiaries of the Knights Group whilst maintaining a consistent and recognisable theme.

All logos are shown here as depicted on a white background and whilst under this circumstance, they must maintain the colour balance as displayed. If any of the logos are required to be overlaid on a shaded background - on which it is likely to cause the logo to appear muddy, distorted or generally less predominant - the logo may be placed into a bounding box with a light-coloured background. This is to ensure an acceptable level of contrast remains whilst in Primary Full Tone Colour guise.

*Find further information on this in the chapter "Colour Specifications".

A)

KNIGHTS
CONSTRUCTION HOLDINGS LTD

B)

KNIGHTS
CONSTRUCTION GROUP

C)

KNIGHTS
CONSTRUCTION

D)

KNIGHTS
DEVELOPMENTS

E)

KNIGHTS
DESIGN & BUILD

F)

KNIGHTS
PLANT HIRE

The Knights Group logos are available in the following formats:
.ai, .eps, .pdf, .jpg
A request for the required logo and a description of its intended use must be submitted either by post to:
Knights Construction Group,
Hafod Y Bwch,
Middle Sontley,
Wrexham LL13 0YP *or by email to:*
info@knightsconstructiongroup.co.uk

0.1.1 Logo Specifics

Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement '*x*' (equal to the height of the 'cap-height' of the secondary text. The width is equal to the height.)

This ruling is applied to all logo variants.

Logo Construction

Blue '*y*'indicates overall proportions for the logotype and logomark.

The blue area must be kept free of all other graphical and visual elements.

Magenta indicates the proportions of the logomark. '*w*' is logomark height & width. 1/3 of this dimension is used for the spacing of the logomark from the type.

0.2 Typeface Details

The Typeface

The Knights typeface family consists of only two font styles. Only one font style is used for the logo: Tex Gyre Adventor.

The second font which is permissable to be used (under the correct circumstances) - is Century Gothic.

When to Use:

Tex Gyre Adventor is the primary font used for the logotype/logo wording.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondance.

Tex Gyre Adventor (Reg)

ABCDEF

abcd12

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&()

When to Use:

Century Gothic Regular is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

Century Gothic (Reg)

ABCDEF

abcd12

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&*()

0.2.1 Typography in Use

Tex Gyre Adventor (Reg)

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CONSTRUCTION GROUP

When to Use:

Tex Gyre Adventor is used for: **Knights** and **subsidiary variant**.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Century Gothic (Reg)

When to Use:

Century Gothic is used in all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

Kind regards

Name
Position

t: 01978 846 841
m: 07921 708 229

e: name@knightsconstruction.co.uk
w: www.knightsconstructiongroup.co.uk
a: Hafod y Bwch, Middle Sontley, Wrexham, LL13 0YP

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$^&*()

0.3 Colour Specifications

Pantone 2728

PROCESS C94 M71 Y5 K0

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Pantone 7454C Base (Gradient)

PROCESS C66 M33 Y0 K0

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Pantone Cool Grey 11CP

PROCESS C8 M4 Y0 K65

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0.4 Logo Styles

**Knights Construction Group logo shown for example purposes*

Primary Full Tone Colour

This is the primary logo to use, and includes a gradient within the faces of the Cube. This is your main go-to version of the logo, except for limited exceptions below.

Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.

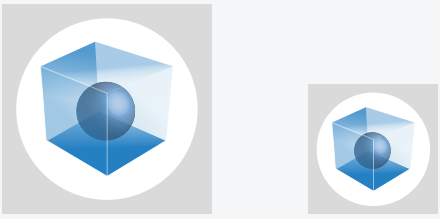
Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.

Social Media

There are two versions of the Social Media profile image. Each are saved with Transparent backgrounds.

The first version can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).



The second version is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container. The grey area is shown for contrast.

0.5 Logo Best Practices

Do Not: Logomark

To ensure brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

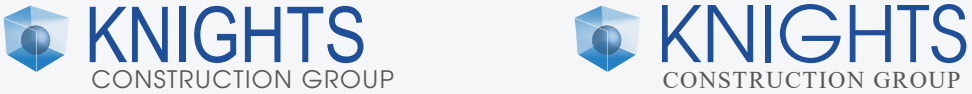
**Knights Construction Group logo is shown here for illustrative purposes however ruling must be applied to all variants.*

Do Not: Logomark

Do not resize or change the position of the logomark.

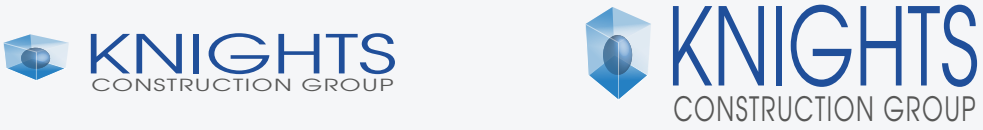
Do Not: Fonts

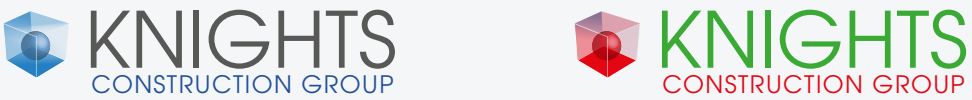
Do not use any substitute fonts. The fonts permitted for use are outlined in this guide.



Do Not: Sizing

Do not resize any element of the logo without scaling restraints active. Any resizing must be proportional.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines