

ONE KNOWLEDGE

BY
POPUL8IT

BRAND GUIDELINES

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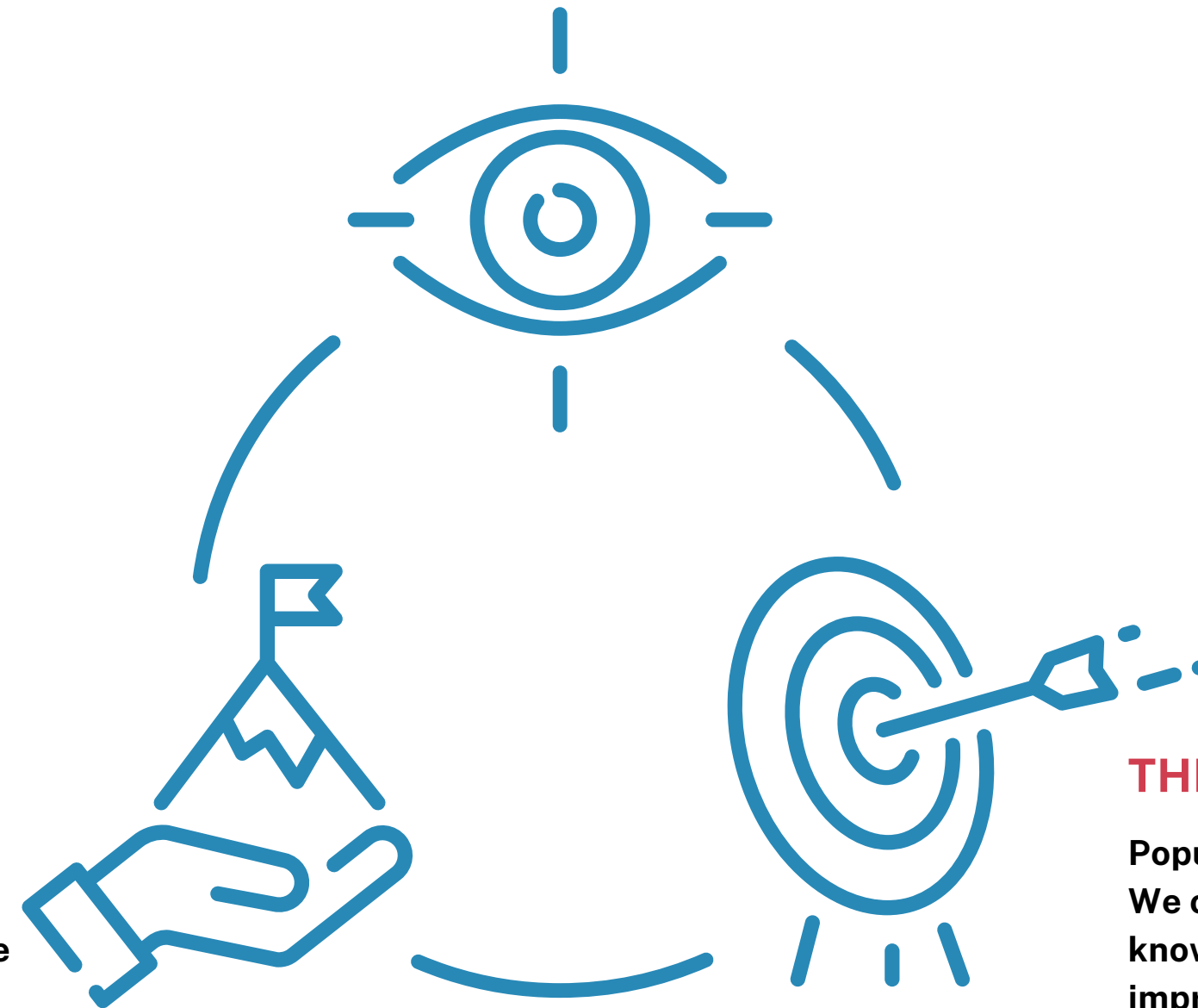
BRAND STRATEGY

Our brand is more than our name or our logo. It's the sum total of everything we say and do. At OneKnowledge, we set and achieve ambitious goals. The quality of our services reflects our identity. Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognisable, and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Brand

STRATEGY

ONEKNOWLEDGE



HONESTY & INTEGRITY

THE QUALITY

PASSION & LEARNING

OUR BELIEFS

VISION STATEMENT

To be a premier brand passionately known for its quality, service, and promoting excelling in the workforce to the world with our identity, dreams, and values.

THE STORY

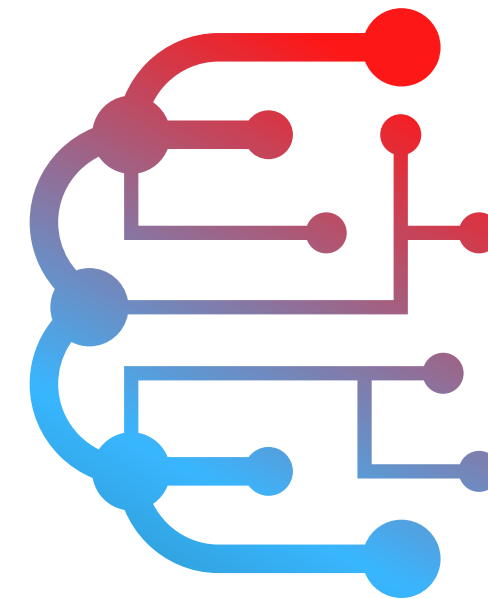
Popul8it Plans to Support you in your Career!
We offer you to complete the missing part of your knowledge by enrolling in our Certified Training to improve yourself to get a spot in our team or We can nominate you to one of our International clients in the industry as we offer to recruit as a service as well.



LOGO

The single most identifiable element of our identity is our logo.

Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

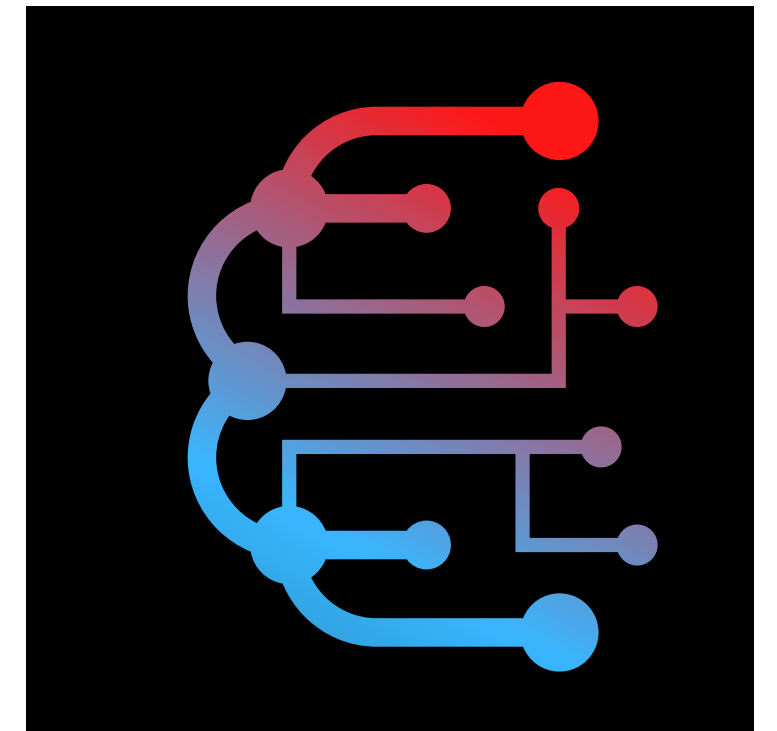
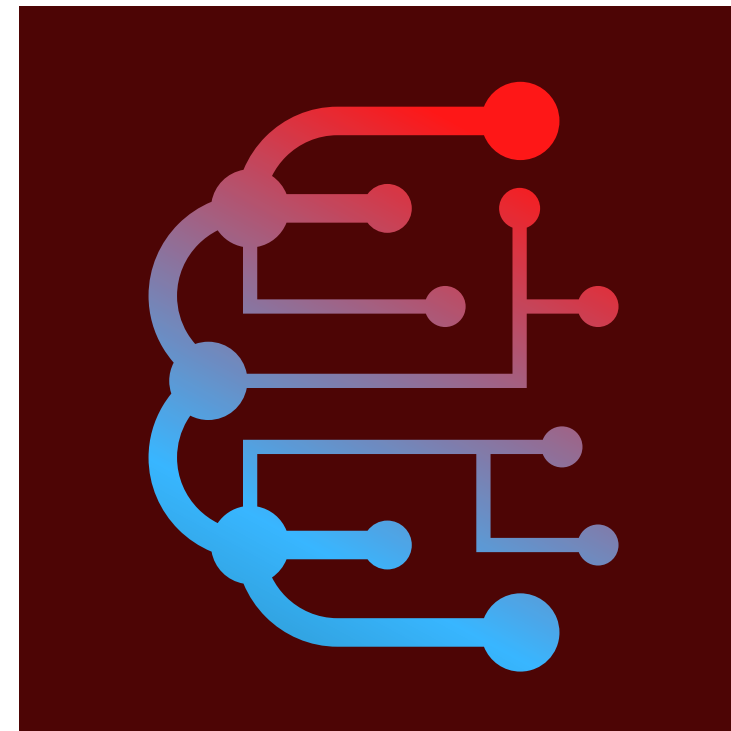
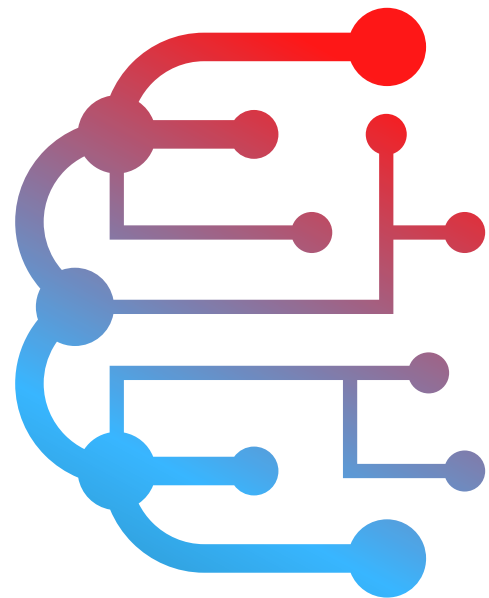


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Logo

MASTER LOGO

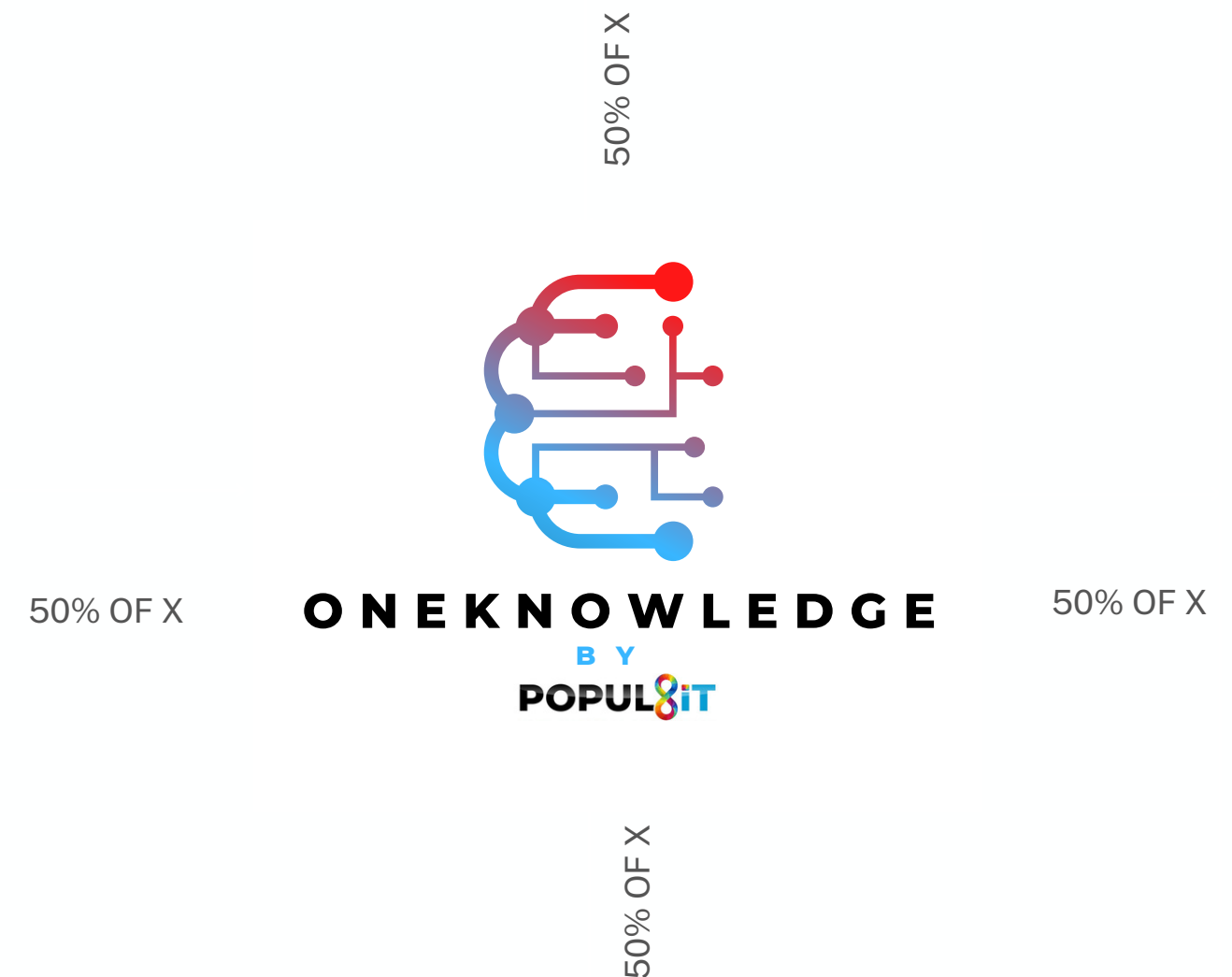
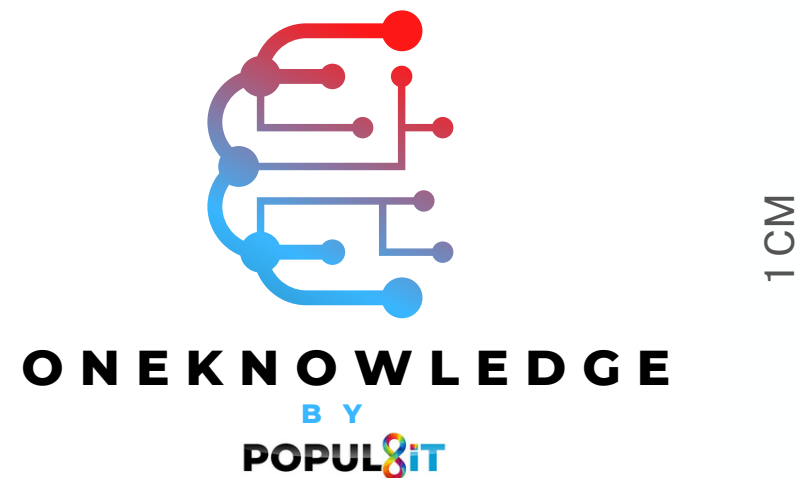
Our logo is simple, clean, and stylish. This logo can be used with the icon or without. The logo is available for use in different colours and in white in all instances where the logo is used on its own. Overall style - modern and professional.



Clear

SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.



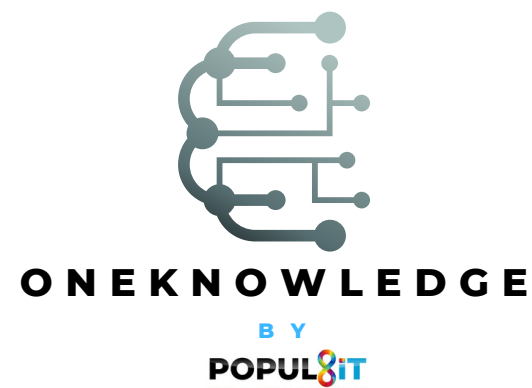
THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

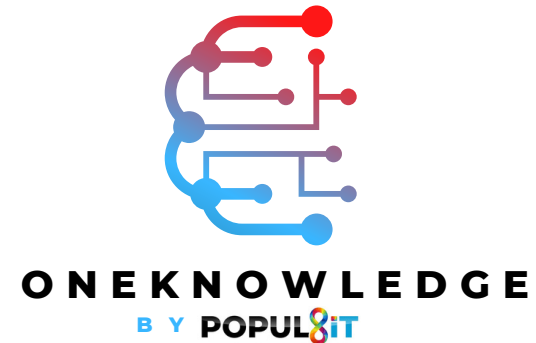
Logo

MISUSE

Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific “do not” for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.



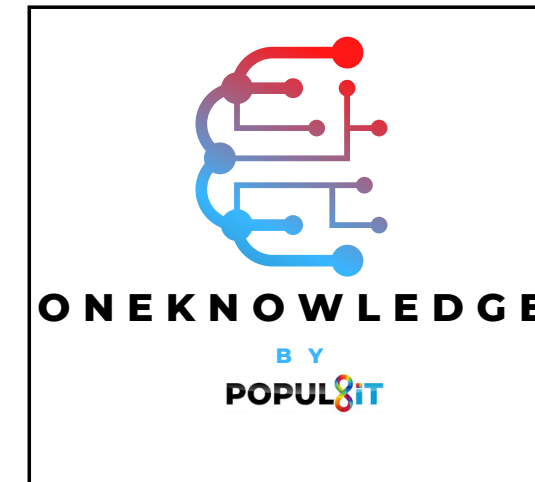
Do not alter the logo's colors in any way.



Do not lock up text to the logo.



Do not add elements or shadows.



Do not place the logo in a holding shape.



Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

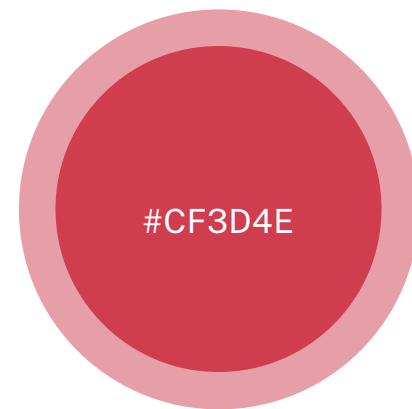
Palette

BRAND COLOURS

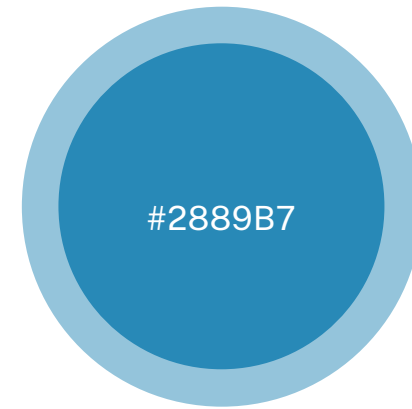
The primary colour palette is constant throughout all communications. A colour hierarchy has been implemented, Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



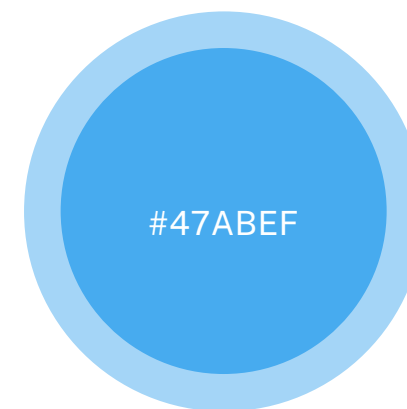
Colour code
#FF1616



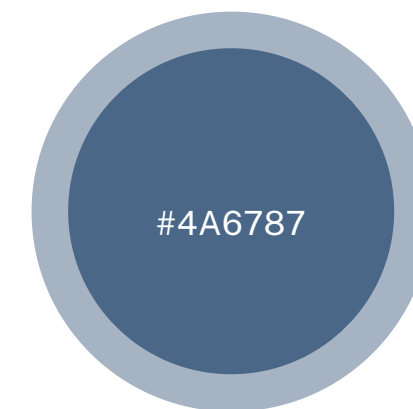
Colour code
#CF3D4E



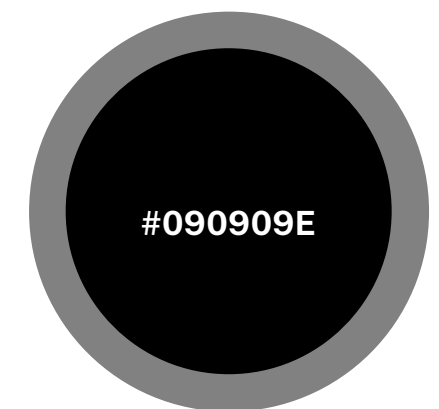
Colour code
#2889B7



Colour code
#47ABEF



Colour code
#4A6787



Colour code
#090909

Palette

HERO COLOUR

light blue is minimal. It's a colour that works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this colour in incremental tints. Avoid using any other tints. Colour is a key element of this design, therefore it is important that colours P are used to print the designs rather than red.

#47ABEF

Blue

10%

20%

30%

40%

50%

60%

70%

80%

90%



TYPOGRAPHY

Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.

Typography

PRIMARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Montserrat semi-bold is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

MONTSERRAT SEMI-BOLD

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

Aa

Typography

SECONDARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Public Sans is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

PUBLIC SANS

Bold is our headings weight.

Regular is used for captions
and some bodies of text.

Regular Italics is used for quotes and interviews.

Aa

Typography

MAIN COLLECTION

MONTSERRAT EXTRA- BOLD ABCDEFGHIJKLMNOPRSTUVWXY Z

To be used for headings and titles.

abcdefghijklmnoprstuvwxyz

1234567890!@#%&()+

PUBLIC SANS ABCDEFGHIJKLMNOPRSTUVWXYZ

To be used for main copy and body of text.

abcdefghijklmnoprstuvwxyz

1234567890!@#%&()+

montserrat semi-bold

To be used mainly for captions and secondary titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnoprstuvw

yz

1234567890!@#%&()+
