



knoware

Brand Guidelines

BRAND LOGO

01.

LOGO MARK

At its core, KnoWare represents intelligent clarity. The name combines the words “Know” and “Ware,” symbolizing a system that doesn’t just store information, but actively understands it, processes it, and evolves it into meaningful results.

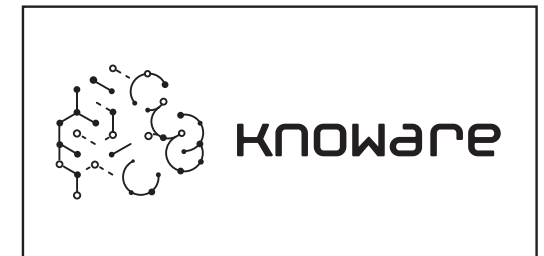
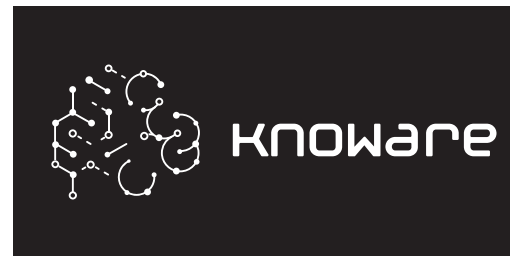
In a field defined by emergence, where the capabilities of Artificial Intelligence emerge from the unknown, KnoWare represents the transition from ambiguity to clear knowledge, the moment when nowhere becomes know-where, the moment when something vague becomes concrete.

The logo is based on an abstract brain motif, divided into two complementary visual languages: the structured, geometric side represents logic, data, algorithms, and computational precision, the architecture of knowledge.

The fluid, circular side represents creativity, adaptability and human thinking, the intuition that transforms knowledge into ware: something that can be used, applied and shared.



LOGO BACKGROUND



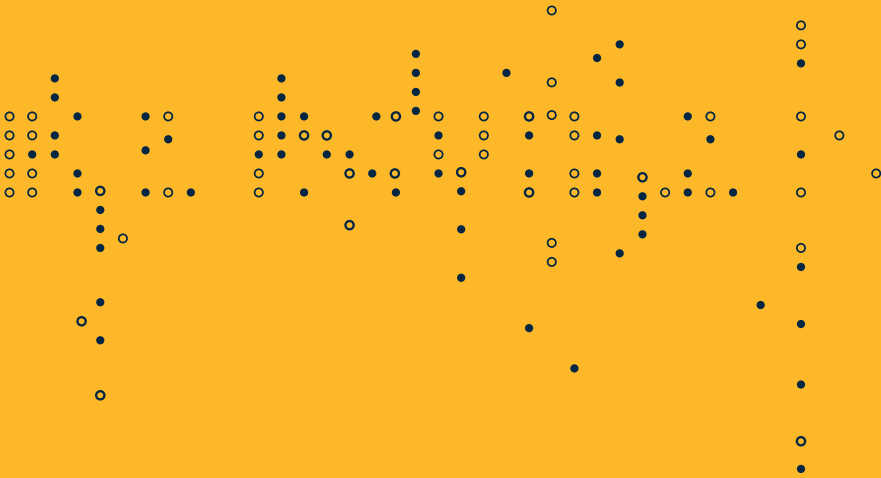
DOS



DON'Ts



BRAND COLOR



02.

COLOR TINS

Color Strategy

The color palette reinforces a duality:

Teal conveys trust, intelligence, and technological reliability.

Golden yellow introduces energy, innovation, and insight, symbolizing moments of discovery.



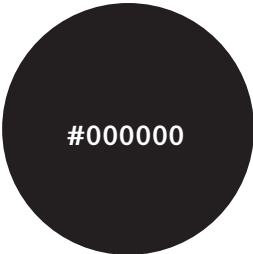
TORQUISE	
RGB	043 164 173
CMYK	95 00 36 00
HEX	#2ba4ad



YELLOW	
RGB	232 183 034
CMYK	00 30 94 00
HEX	#e8b722



NAVY BLUE	
RGB	027 039 062
CMYK	100 80 43 50
HEX	#1b273e

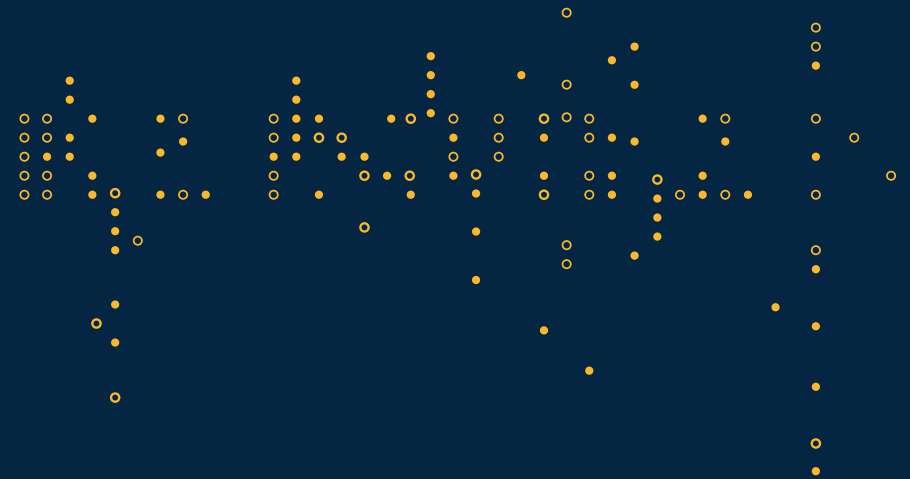


BLACK	
RGB	000 000 000
CMYK	00 00 00 100
HEX	#000000

COLOR PALETTE



TYPOGRAPHY



03.

LOGO TYPOGRAPHY

Font Style.

Monospace

Regular

Bold

Moby

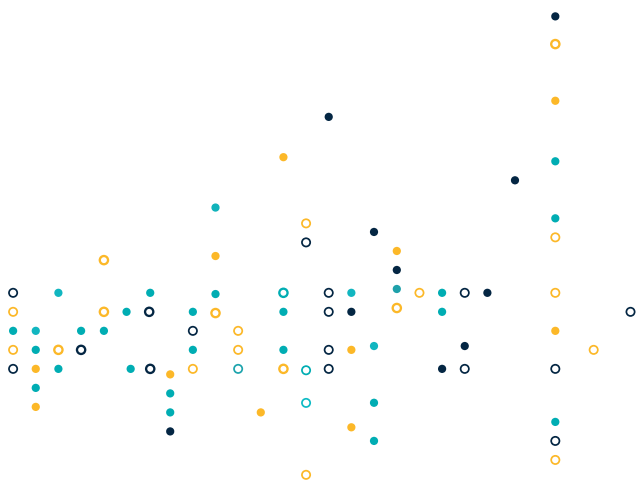
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 .
! @ # \$ % ^ & * () ← → ?

Download

<https://www.dafont.com/moby.font>



SECONDARY FONT

Font Style.

Extra Light
Extra Light Italic
Light
Light Italic
Regular
Regular Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black

Muli

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

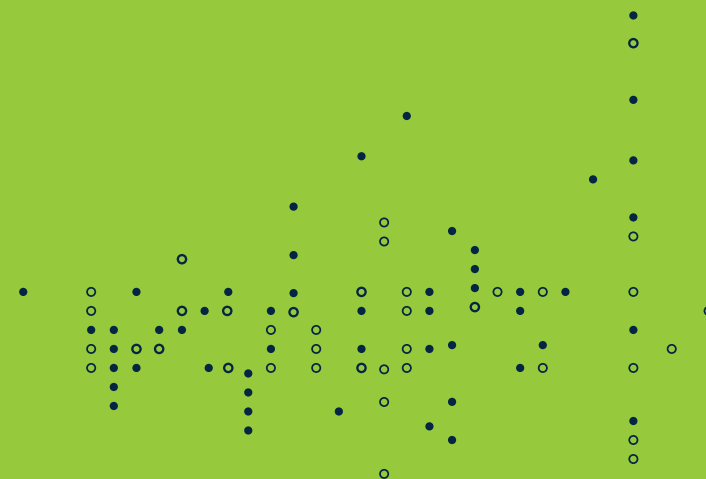
1234567890.
!@#\$%^&*()<>?

Download

<https://www.fontsquirrel.com/fonts/muli>



LOGO APPLICATIONS

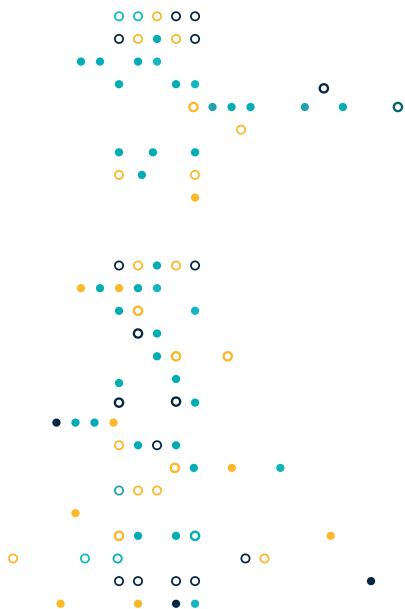


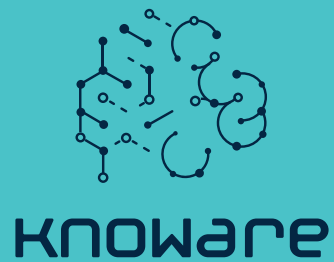
04.

MOCKUPS

Across all applications, the KnoWare logo maintains its integrity and clarity.

From interfaces to brand communications, it functions as a consistent visual anchor—reinforcing the intelligent and modern identity.





CONTACT US:



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