knowmadika

Style Guide

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Logo & Colors

knowmadika

CMYK
1, 96, 0, 0

RGB
235, 35, 144

CMYK
91, 76, 1, 0

RGB
49, 84, 163

CMYK
65, 6, 0, 0

RGB
48, 186, 236

Typography

This logo's primary typeface is Futura Bold. It is to be paired with Georgia Regular in promotional materials.

Futura

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Scalability

The logo can be freely scaled to various sizes (displayed below at 5-, 3-, 1-, and ½-inch sizes).

knowmadika

5″

Scalability

3″

1″

.5″

Mandatory Safe Area

The logo should have a safe area based on the size of the white triangular area in the top-center of the logo's symbol. This is an equilateral triangle that determines the width and height of the logo's safe area.

Color Variants

Photo Samples

Below are 4 photo samples of how this logo can be placed in promotional images for advertising, marketing, etc.

Photo Samples

T-Shirts

Two T-shirt designs are available in white and black.
Logo dimensions are provided for reproduction purposes.

3.9″ x 2.5″

10.21″ x 1.8″

10.21″ x 1.8″

8.5″ x 5.67″

Client Summary & Design

Knowmadica is an app meant to support content-rich nomadic inquiry in museum settings. In other words, it is meant to facilitate and augment scientific learning on-the-go. Students K-12 will use mobile devices loaded with the Knowmadica web-based application to learn about science-related topics in a museum setting.

The Knowmadica Team has requested a logo that conveys concepts such as teamwork and discovery. They wanted a logo with bright colors to convey these concepts, and provided samples of logos that they liked the look and feel of.

I wanted to go with a clean, bright design that conveyed ideas surrounding knowledge and being 'nomadic' in a bright, cheerful way. As such, I thought about the concept of "nomads" and how mountain travel is often associated with that imagery. I think the mountains were also a meaningful concept as learning is often thought of as "climbing a mountain" or a journey. Coincidentally, the shape of the symbol also looks like an "M" as in "museum."I chose a bright complementary color scheme that emulated one of the logos used for inspiration, as it provided contrast, and highlighted the clean geometry of the logo's symbol. I chose Futura Bold as a nice, clean typeface that has a very contemporary look, and has a thick quality to it that is easy to read.