

knowit

# Visual Identity Guidelines

# Change log

16.02.2024  
Version 1.00

07.01.2025:  
Current version 1.01  
Overall more visual explanation of our guidelines.

- 02 Logotype**
  - Gradients in logo and text removed
- 03 Colour**
  - Clarify colour hierarchy p.24–26
- 04 Typography:**
  - Clarify colour use p.30–37
- 05 Graphics:**
  - Examples of dont’s with the gradient p.43
  - Border values updated to one value reagardless of size p.45
  - Do’s and dont’s to the “Knowit star” p.48–53
- 08 Imagery**
  - Guidelines for AI generated images are updated and will be included shortly p.63

08.12.2025:  
Current version 2  
Changes to guidelines, added graphic elements, examples and new content.

- 03 Colour**
  - Added colours
  - Changes to colour hiarchy
- 05 Graphics:**
  - Examples of do’s with the gradient
  - Added another gradient set
  - Removed two graphics elements (circle and arched window)
  - Extended and added simple windows (square) as graphic element with new usage and examples
  - 04.12.25 – Updated new gradients
- 07 Stationery & Display Materials:**
  - Changed email signature
- 08 Imagery**
  - Added text about Brand Imagery
- 10 Inspiration:**
  - Reviewed and added new examples
- 11 Knowit Experience:**
  - As Knowit now is one brand this section has been removed

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# Introduction

1



Our Visual Identity concept **Nordic Skies** is anchored in our market position and our Nordic mindset.

It's about dappled sunlight on a desk, a glowing city sunset, magnetic northern lights and never ending summer nights...

Skies can be soft, crisp and clear, spectacular, magical and anything in between. Light is a beacon of knowledge and hope, and eliminates fear. Being Nordic we understand how light and colour can make us feel – and look – awesome.

## Nordic Skies: design principles

### \* Simple

Just like the Nordic skies, our visual identity doesn't shout – it whispers, yet has a deep impact.

### \* Unified

No matter where we are in the world, the sky unifies us. It ties everything together into a coherent expression.

### \* Sustainable

The visuals carry forward our vision and back our position as Makers of a Sustainable Future.

### \* Humane

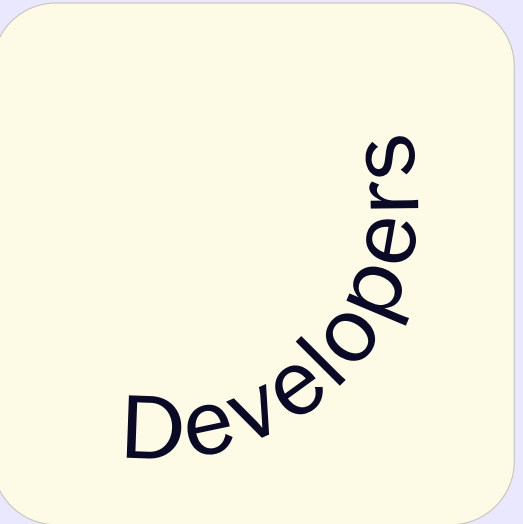
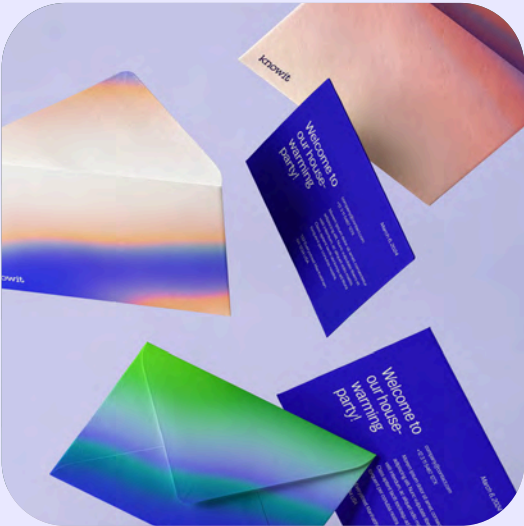
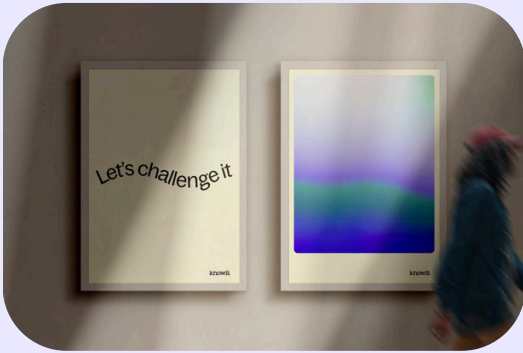
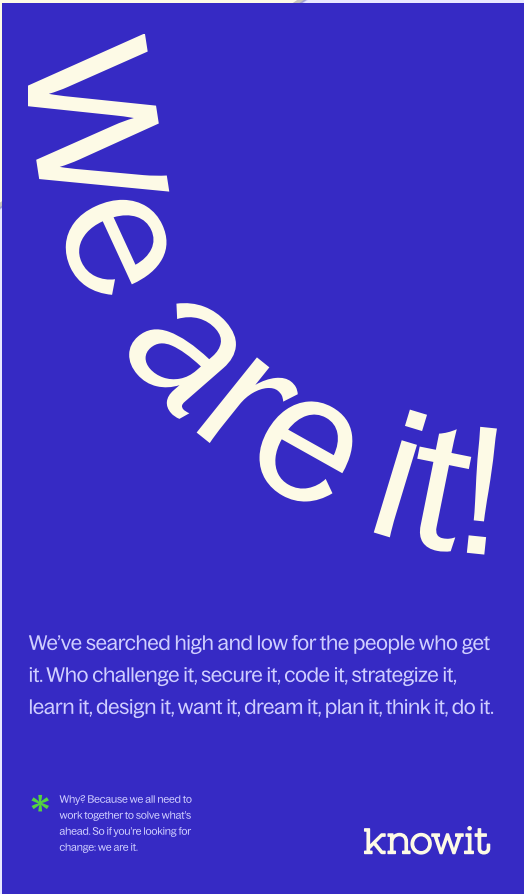
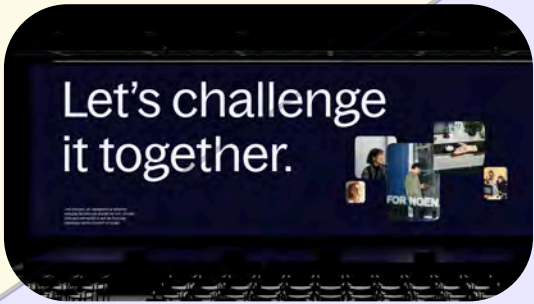
The skies, ever-changing and ever-present, mirror our humane approach. Constantly evolving, yet consistent and reliable.

# Volume level

Our identity can be both colourful and elegant, depending on where it's used. Sometimes we need to focus on our casework, which tones down the identity and opens up to more image use in darker colours.

Make sure to apply the guidelines according to the appropriate level of formality and context.

More colours  
More identity markers  
Louder



Darker  
More focus on cases  
More focus on typography  
Show, not tell



# Tone of voice

This is how we communicate, both externally and internally.

## \* The Nordic way

Use friendly, everyday, accessible language.

Keep it as clear and minimal as possible.

## \* No nonsense

Never use corporate clichés. Unless you're making fun of yourself, of course.

## \* Be professional

Double check any written content, and do a spell and grammar check.

## \* Keep it simple

Don't assume everyone understands complicated abbreviations and tech speak.

Tone of voice  
example 1:  
Recruiting  
talent and  
clients

● Please note! This is example copy only.  
Adapt copy to suit your specific business  
needs.

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# We are it

We've searched high and low for the people who get it.  
Who challenge it, secure it, code it, strategize it, learn it,  
design it, want it, dream it, plan it, think it, do it.

Why? Because we all need to work together to solve  
what's ahead. So if you're looking for change: we are it.



Tone of voice  
example 2:  
Recruiting  
clients

● Please note! This is example copy only.  
Adapt copy to suit your specific business  
needs.

# Hey, we get it

Your business is facing a broad range of challenges right now. And you've probably heard you should be looking for agile consultants, who are consumer centric and work at high velocity. Yeah, yeah we've got all of that.

Need more tech clichés?

Or how about we just have a fika and talk digital transformation?

Tone of voice  
example 3:  
Knowit  
Insight

- Please note! This is example copy only.  
Adapt copy to suit your specific business needs.

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# We're changing it

Management consulting isn't what it used to be. Oh, it's still about understanding your organisation and working methods, optimizing cash flows or business planning. But it's also about making you digital.

We're challenging the industry by building sustainable businesses through a digital approach to management, innovation, organization and operational excellence.

Curious about how we're changing it?

Give us a call.

Tone of voice  
example 4:  
People  
& Culture

● Please note! This is example copy only.  
Adapt copy to suit your specific business  
needs.

# It-boys, it-girls, it-everyone in between

We don't believe in labels, but they are still the norm sometimes. That's why we're working hard to shake things up in board rooms, at work and in society at large.

If you're looking for change: we are it.



Tone of voice  
example 5:  
Knowit  
Experience

● Please note! This is example copy only.  
Adapt copy to suit your specific business  
needs.

# Let's sing it

There is Song.

And then there are the ones who do the actual singing.  
The ones who just have it.

Why don't you join us instead?

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## A note on sustainability

Our company vision is a more sustainable and humane society. This affects everything we do as a company, including our Visual Identity and its implementations.

Our sustainability work needs to impact not just the environment, but also the economic and social aspects of society.

Here are some of our thoughts and pointers regarding sustainability and the new Visual Identity.

### \* Well designed & long lasting

The Visual Identity will always evolve, but it's built to last. This eliminates the need to produce new material over time. Similarly, the Knowit logo remains the same so we don't need to replace for example exterior signs.

### \* Accessibility

The Visual Identity has been carefully designed in order to meet the latest in accessibility standards, when it comes to for example contrasts, typography and visual hierarchies.

### \* Production of digital materials

The Visual Identity has been created in order for everyone to design beautiful artwork just using colours and a minimal amount of fonts and graphics, without the excessive use of images/video.

Always optimize the SEO, as well as images and videos. Only include what's relevant.

### \* Production of printed materials

When it comes to physical/printed design, choose sustainably sourced materials.

Always go digital whenever you can, instead of using print based media.

Choose suppliers that make sense from a sustainability viewpoint.

Logotype

2

# Logotype design

Knowit has a distinct and specially designed logo that should not be altered in any way, including its shape or colour. The Knowit brand is legally protected in the EU and Norway.

[View assets](#) →

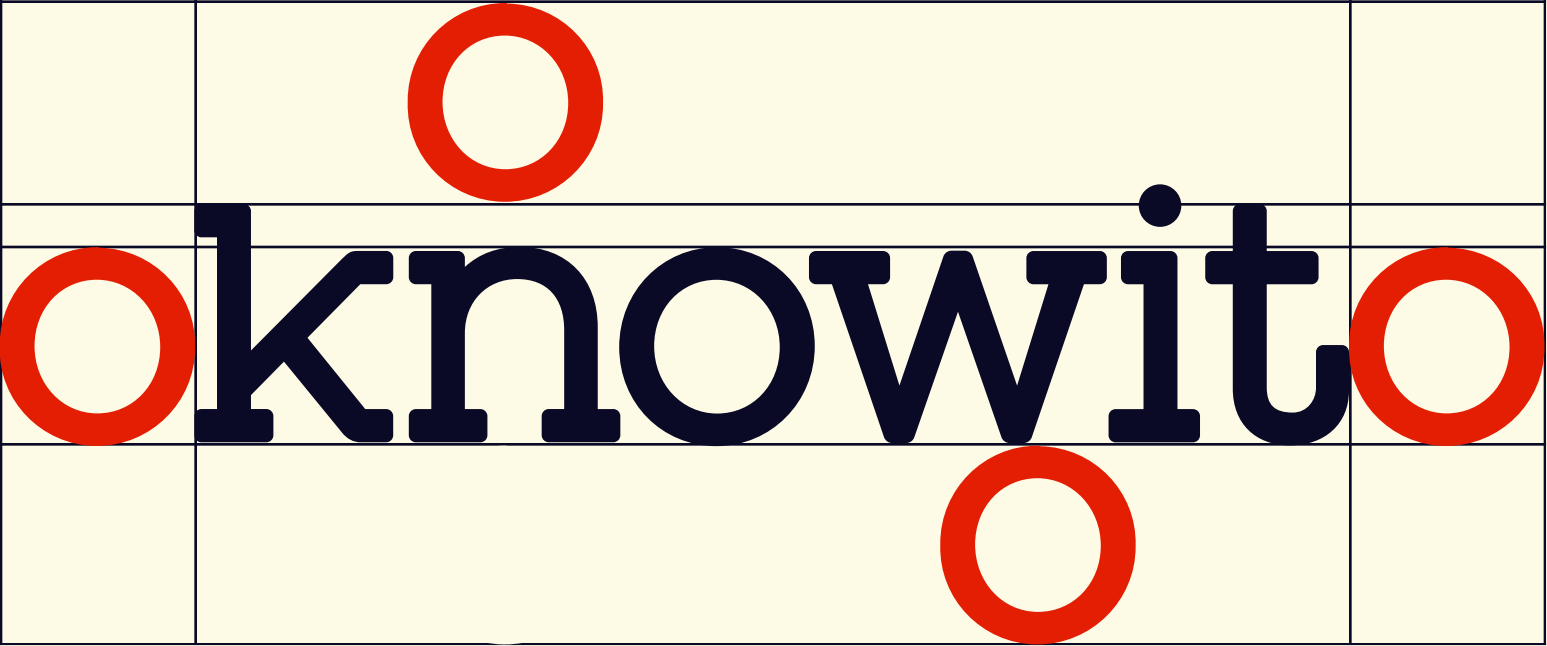
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# Logomark clear space

Our logotype plays a vital role in representing our company and should be treated with care. Maintain the appropriate clear space around the logo in order to achieve a clean and cohesive look.

Minimum print width: 20 mm  
Minimum width for digital screens: 72 px

Minimum print width: 20 mm  
Minimum width for digital screens: 72 px



# Solid colour logotypes

The Knowit logotype is available in four variants: two solid colors and two animated gradients. The solid colors are Knowit Black and Knowit White.

[View assets](#) →

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# Animated logotype as a sign off

We can use the animated logo sign off at the end of videos or social media posts and carousels.

[View assets](#) →

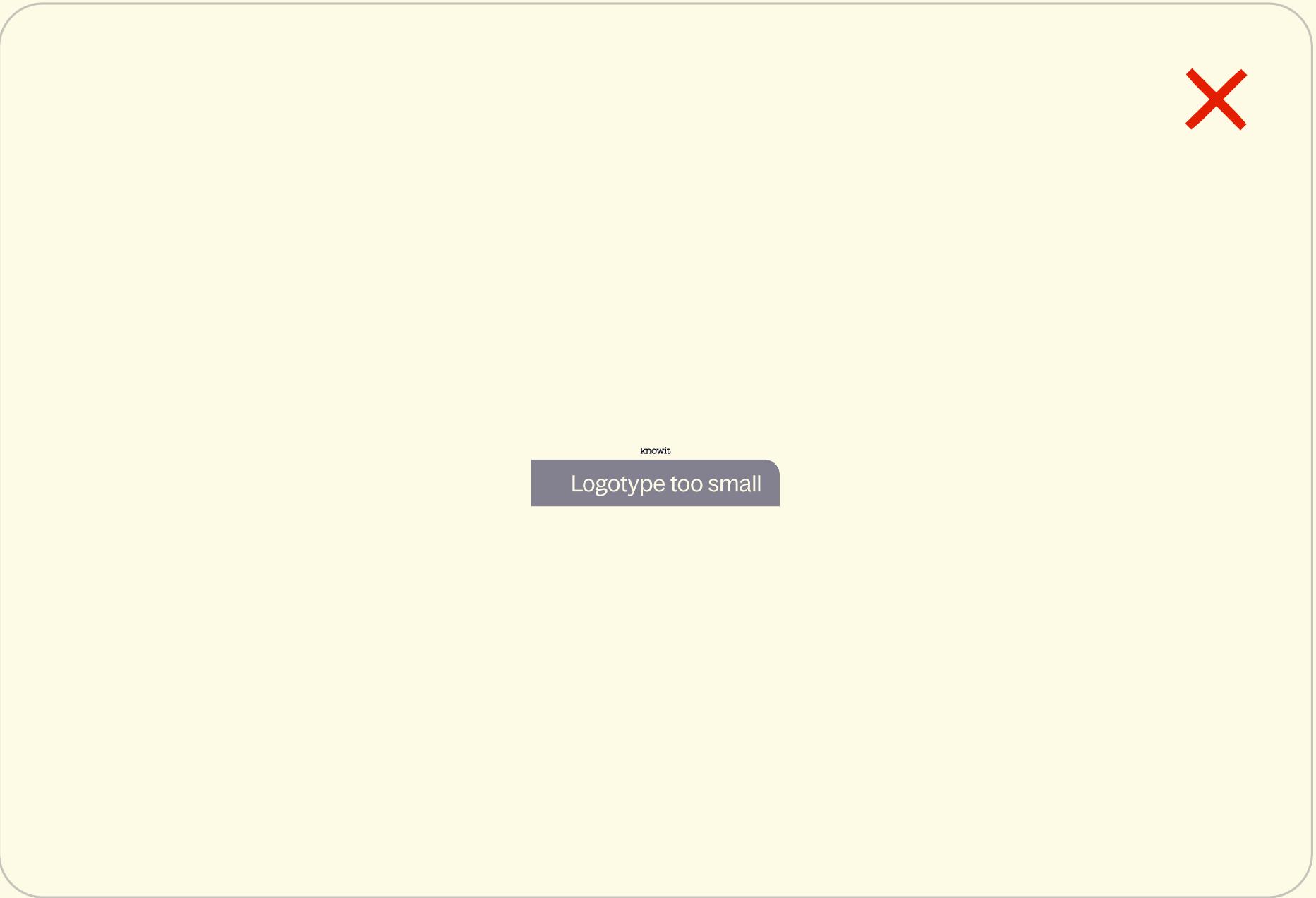
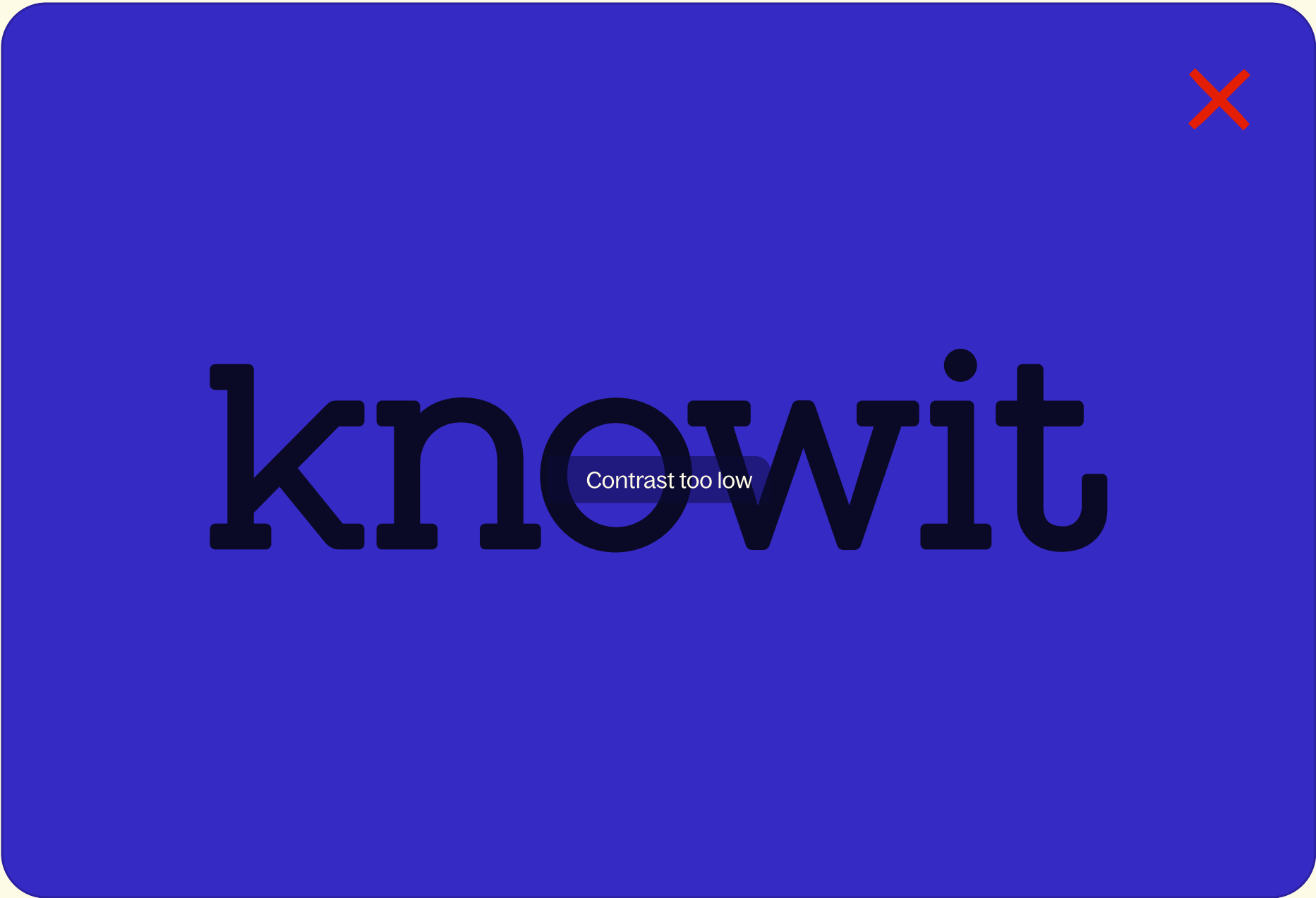


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# Logotype Don'ts

Ensuring consistency and readability is crucial when using the logotype. Avoid the following examples to maintain a cohesive representation.





Logotype  
Do's

Ensure the logotype is used consistently, and maintain readability by following these examples.



# Colours

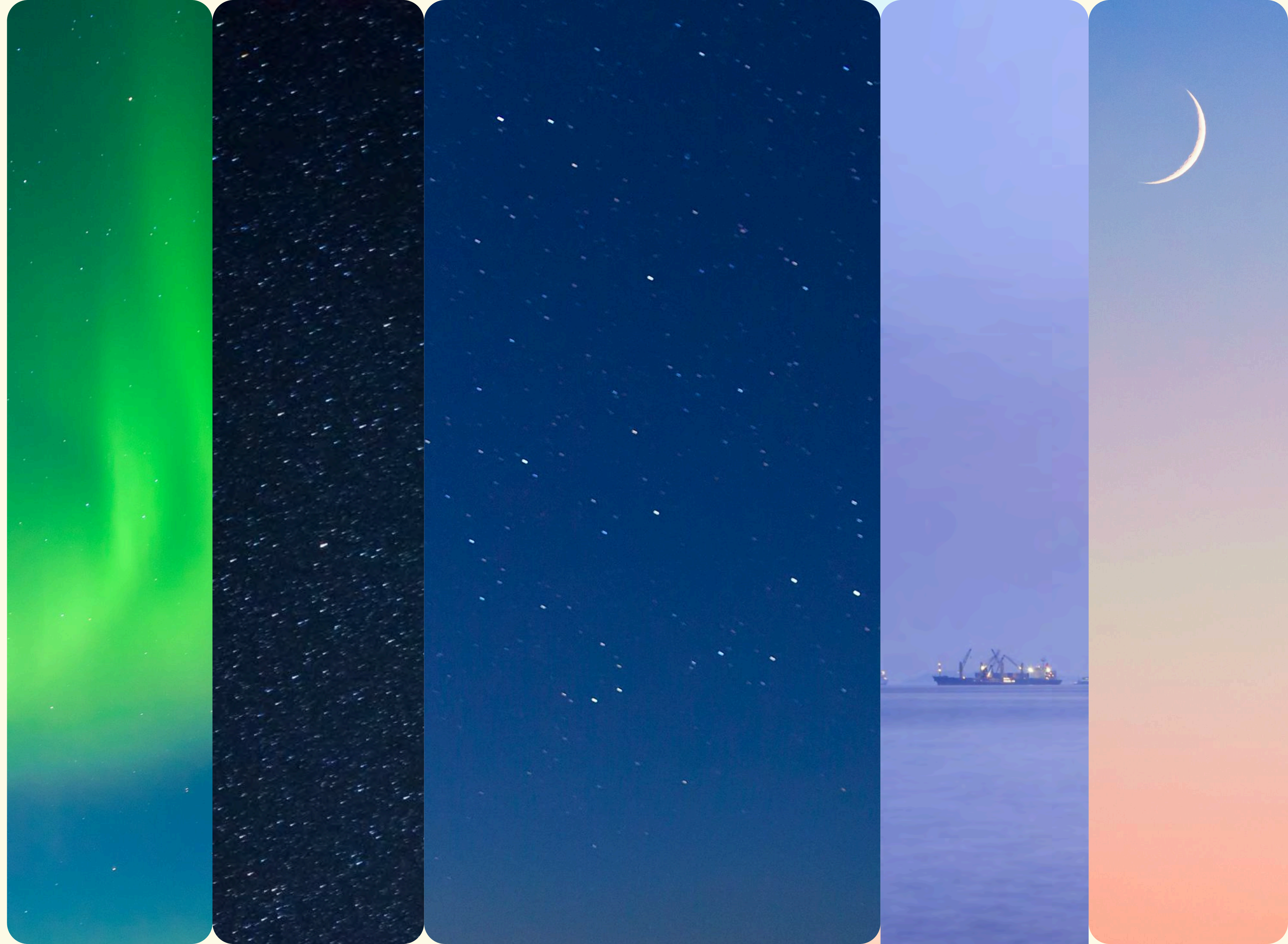
# 3



## Colour concept

Our colours are inspired by Nordic skies. With this concept, we establish a strong connection to our region, reinforcing our market position.

The palette challenges conventions, ensuring we make a lasting impression as an IT company. It also reflects our values of sustainability, innovation, and creativity.





# Primary colour palette

The palette creates a strong, cohesive and recognisable feel. With a connection to our Nordic origin, it effectively communicates our company's values.

For most purposes, use Knowit White and Knowit Black instead of pure black (#000000) or white (#FFFFFF).



Knowit Black

HEX	#0B0B26
RGB	11 / 11 / 38
CMYK	71 / 71 / 0 / 85
Pantone	5255 C

Purple

HEX	#CFCEFF
RGB	207 / 206 / 255
CMYK	19 / 19 / 0 / 0
Pantone	263 C

Knowit White

HEX	#FEFBE6
RGB	254 / 251 / 230
CMYK	0 / 1 / 9 / 0
Pantone	9064 C

Blue

HEX	#372BC5
RGB	55 / 43 / 197
CMYK	91 / 80 / 0 / 0
Pantone	Blue 072 C

# Extended colour palette

Our extended palette adds softness and warmth to our design. These colours enhance the depth and visual appeal of our materials, allowing us a wider range of expressions.

Black and white is allowed in special cases, for example case backgrounds.

## Black and white

HEX

#000000

RGB

0 / 0 / 0

CMYK

0 / 0 / 0 / 100

Pantone

Process black

NCS

S 9000-N

HEX

#FFFFFF

RGB

255 / 255 / 255

CMYK

0 / 0 / 0 / 0

Pantone

11-4001TPG

NCS

S 0300-N

Knowit Black

HEX

#0B0B26

RGB

11 / 11 / 38

CMYK

71 / 71 / 0 / 85

Pantone

5255 C

Green

HEX

#55D440

RGB

85 / 212 / 64

CMYK

63 / 0 / 96 / 0

Pantone

802 C

NCS

S 0570-G20Y

Purple

HEX

#CFCEFF

RGB

207 / 206 / 255

CMYK

19 / 19 / 0 / 0

Pantone

263 C

Pink

HEX

#FFD6B8

RGB

255 / 214 / 184

CMYK

0 / 16 / 28 / 0

Pantone

475 C

NCS

S 1015-Y50R

Knowit White

HEX

#FEFBE6

RGB

254 / 251 / 230

CMYK

0 / 1 / 9 / 0

Pantone

9064 C

Light Pink

HEX

#FFEbdd

RGB

255 / 235 / 221

CMYK

0 / 8 / 13 / 0

Pantone

9220 C

NCS

S 0804-Y50R

Blue

HEX

#372BC5

RGB

55 / 43 / 197

CMYK

91 / 80 / 0 / 0

Pantone

Blue 072 C

Light Purple

HEX

#F7F6FF

RGB

247 / 246 / 255

CMYK

2 / 3 / 0 / 2

Pantone

9023 C

NCS

S 0510-R60B

# Colour hierarchy

Our colour hierarchy strikes a balance between boldness, warmth, and clarity.

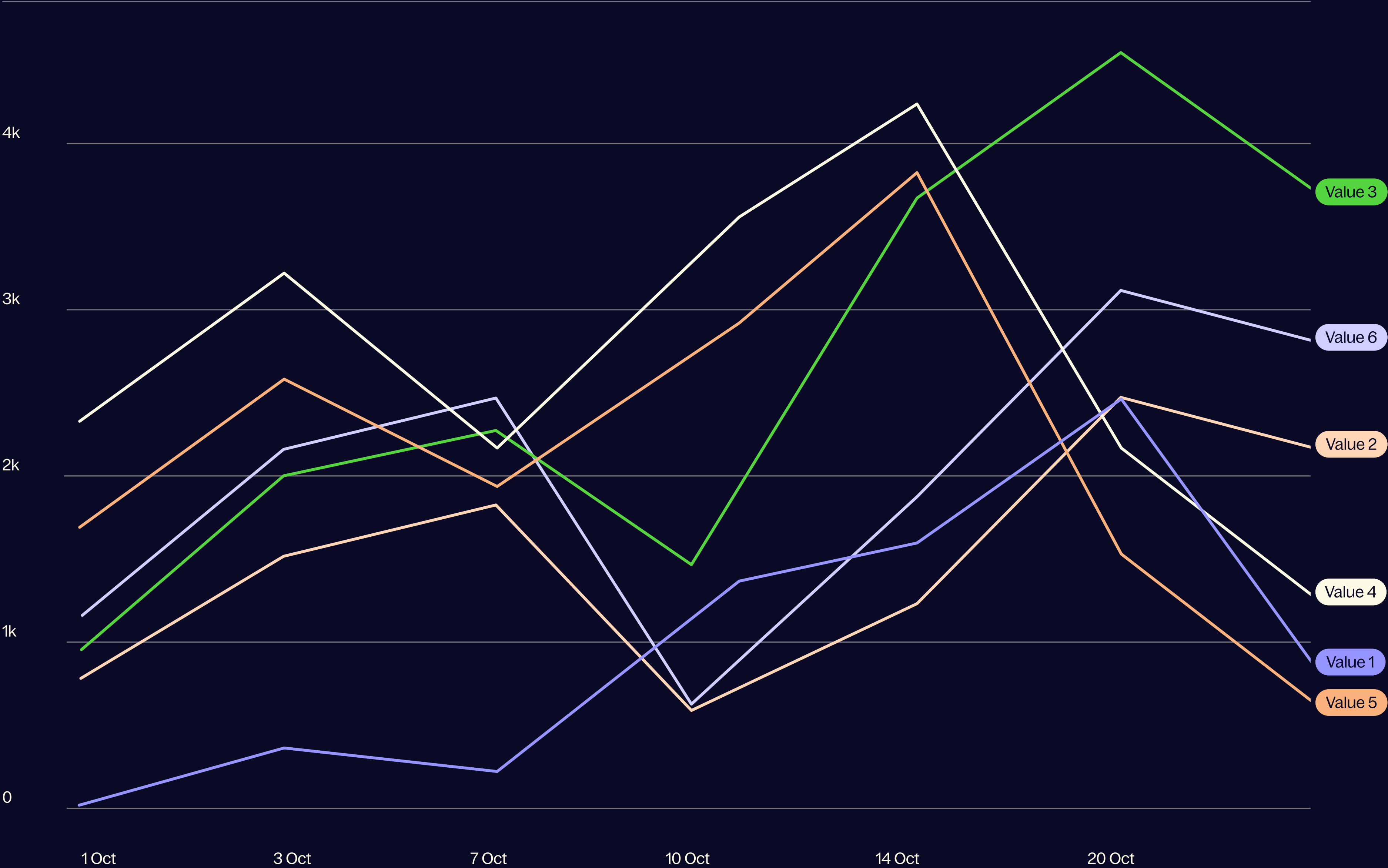
The primary colours should dominate, with the secondary colours serving as supporting elements to balance the overall visual impression.

# Palette for diagrams

To ensure accessibility and comprehension, we use our UI color kit and put diagrams on a dark background to make the colours readable.

Please use maximum contrast between the colours in a diagram. For example start with purple, then use pink and so on.

[View examples](#) →



HEX #9795FF

HEX #FFD6B8

HEX #55D440

HEX #FEFBE6

HEX #FCB27C

HEX #CFCEFF

# Typography

# 4



## Typography

Our brand font is called Bagoss and is one of the identity's most valuable assets.

Released by Displaay Type Foundry in 2022, it's a font with characteristics strong enough for headings, while at the same time maintaining a high level of readability in body text. This ensures both digital and printed materials are accessible, comprehensible while at the same time being characteristic.

Its distinctiveness comes from increased contrast of the strokes and other details such as a tiny single-edge serif. It's the perfect typeface for any occasion where a little character is needed.

# Bagoss Regular

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 Å Ä Ö

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 å ä ö

1 2 3 4 5 6 7 8 9 0  
! ? @ % & €

## Typography – primary colours

These combinations ensure that text is easily readable and accessible to a wide range of users by meeting the AA contrast ratio (16px text) requirements set by WCAG standards for digital formats.

They are also suitable for printed materials where the minimum size for body copy is 8 pt.

Never use pure black or white – use the digital colours in our palette.

- Avoid using any colour combinations that are not specified on this page and the next.

# Headline

24px or larger

## Body

Less than 24px

# Headline

24px or larger

## Body

Less than 24px

# Headline

24px or larger

## Body

Less than 24px

# Headline

24px or larger

## Body

Less than 24px

# Headline

24px or larger

## Body

Less than 24px

# Typography – secondary colours use

Our colour palette provides a diverse range of options to inspire you, whether you're designing presentations or crafting marketing materials.

- Avoid using any colour combinations that are not specified on this page and the previous one.

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Don't use  
these colour  
combinations

These colour combinations don't meet  
our accessibility standards.

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

Headline

24px or larger

Body

Less than 24px

## Typography – fallback font

Whenever it is not possible to use Bagoss,  
we use Arial as a fallback font. It is the  
closest web safe alternative to our  
primary brand font.

# Arial Regular

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 Å Ä Ö

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 å ä ö

1 2 3 4 5 6 7 8 9 0  
! ? @ % & €

Typography  
composition  
– weights and  
hierarchy

We use the Regular font weight throughout. In order to create typographic hierarchies, use plenty of contrasts in size in order to achieve a dynamic, clear and appealing look. See example to the right.

Pro tip: In order to create harmonious text sizes, use the golden ratio. Just multiply or divide your current size by 1.618. For digital purposes, round the result to the nearest number divisible by 8. To add a dynamic feel to your designs, feel free to skip certain steps, just like in the example to the right.

● Bagoss is embedded in our .ppt and Word templates. With Arial as a fallback font in all other instances, this covers the font needs for most co-workers.

A very restricted amount of Bagoss licenses are available for design professionals only. Apply for a font license via the Brand & Communications team.

This is a  
clean looking  
composition

HEADLINE –  
EXAMPLE  
164px/148px

A neat and clear left aligned  
piece of text is the primary  
composition.

STANDFIRST –  
EXAMPLE  
64px/72px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc  
vulputate libero et velit interdum, ac aliquet odio mattis. Class  
aptent taciti sociosqu ad litora torquent per conubia nostra.

BODY – EXAMPLE  
24px/36px

724px

## Typography – highlight color

When applicable you can use a contrasting colour to highlight words or sentences in your presentations or communication material

These are the color combinates you can use when highlighting words or sentences.

Avoid using any color combinations that are not specified on this page. Avoid mixing highlight colors.



This is a  
highlight.

This is a  
highlight.

This is a  
highlight.

This is a  
highlight.

This is a  
highlight.

This is a  
highlight.

This is a  
highlight.

This is a  
highlight.

This is a  
highlight.

This is a  
highlight.

This is a  
highlight.



# Typography

– highlight use

When highlighting words or sentences in your communication, only use it on one word or sentence .

Avoid highlighting several words and sentences.

knowit

✓

We collaborate for equality via:

\* Diversity Charter Sweden  
An European network focusing on diversity and inclusion in buisness.

\* Woman in Tech Sweden  
The largest Swedish tech network for women and non-binary people.

\* Local collaborations  
Communities, NGOs and others.

CORRECT USE

One word is highlighted, and the highlight colour is the same as the bullet points.

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✓

Let's reshape it

CORRECT USE

Correct use of colour. The colour combination meet our accessibility standards.

knowit

✓

We help you prepare for the future.

We combine strategic, creative, and technical skills to drive digitalization.

Together, we create a more sustainable and humane society.

We are it!

CORRECT USE

Only one word is highlighted, in a colour combination that meet our accessibility standards.



Typography  
– highlight  
dont’s

When highlighting words or sentences in your communication, only use it on one word or sentence .

Avoid highlighting several words and sentences.



knowit

We collaborate  
for **equality** via:

- \* Diversity Charter Sweden  
An European network  
focusing on diversity and  
inclusion in buisness.
- \* Woman in Tech Sweden  
The largest Swedish tech  
network for women and  
non-binary people.
- \* Local collaborations  
Communities, NGOs and  
others.



WRONG USE  
Two different colors are used on highlights

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Let's **reshape it**

WRONG USE  
Wrong use of color. The color combination doesn't meet our accessibility standards.

knowit

We help you  
prepare for  
the **future.**

We combine **strategic,**  
**creative,** and **technical** skills  
to drive **digitalization.**

Together, we create a more  
**sustainable** and **humane**  
**society.**

We are it!



WRONG USE  
More than one word in a sentence is highlighted.

# Typography composition – arches

Placing text along curved vector lines can create a dynamic and engaging visual appeal in your designs.

We have created an Adobe Illustrator document that you can use in order to create different types of arches.

[Download asset](#) →

Hello *stranger!*

Undulating text

Developers

Arched text

# Typography composition

–arches

Don'ts

Please take great care when creating  
arches, in order to avoid the following  
scenarios.

Makers of a sustainable future



Too many waves

Makers of a  
sustainable future



Don't divide the text path  
on multiple rows

Let's challenge it



Tracking too tight

Hey, we get it



Tracking too sparse

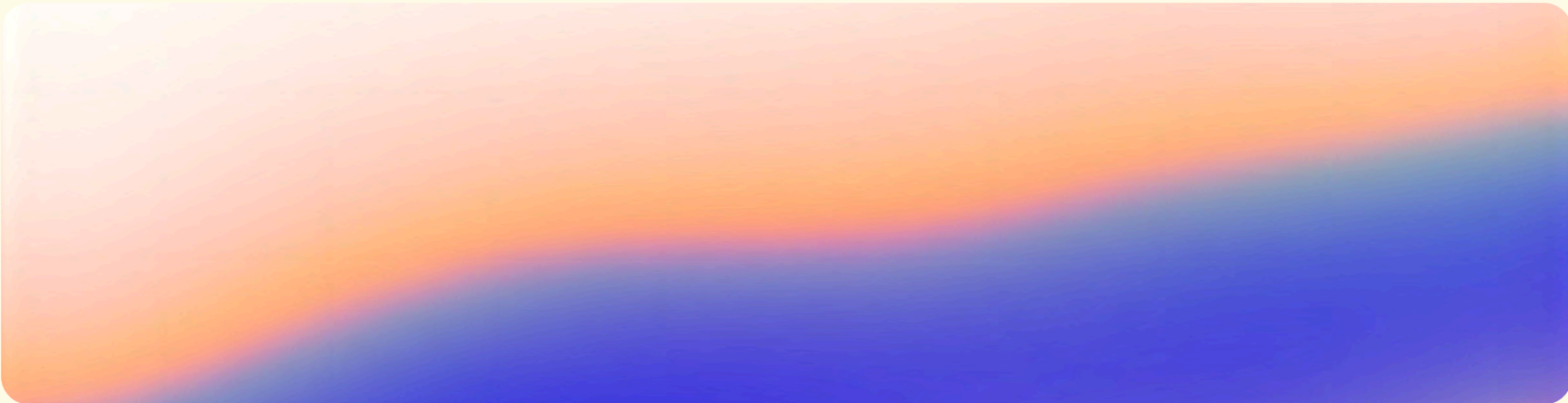
# Text placement

To ensure readability, put text on a flat colour.

Don't put text on top of gradients.

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Hej!/Hei!/Moi!



Knowit / PPT template presentation

14.10.2023

1

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Hej!/Hei!/Moi!

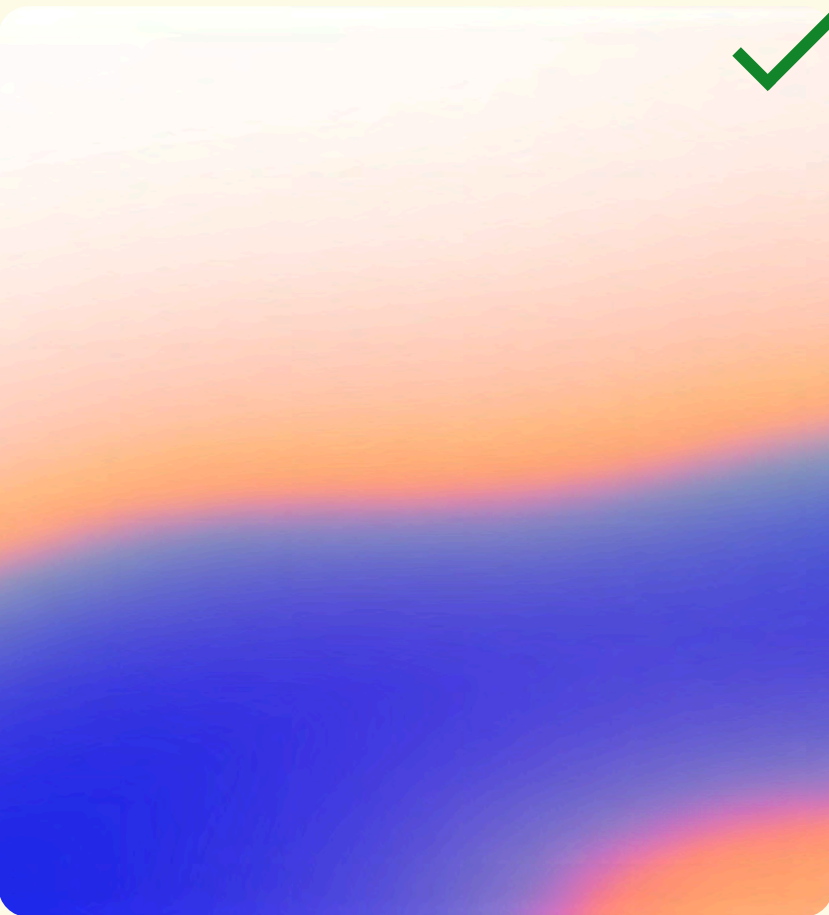


Knowit / PPT template presentation

14.10.2023

1

Hej!/Hei!/Moi!



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Hej!/Hei!/Moi!



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# Graphics

# 5



# Gradients

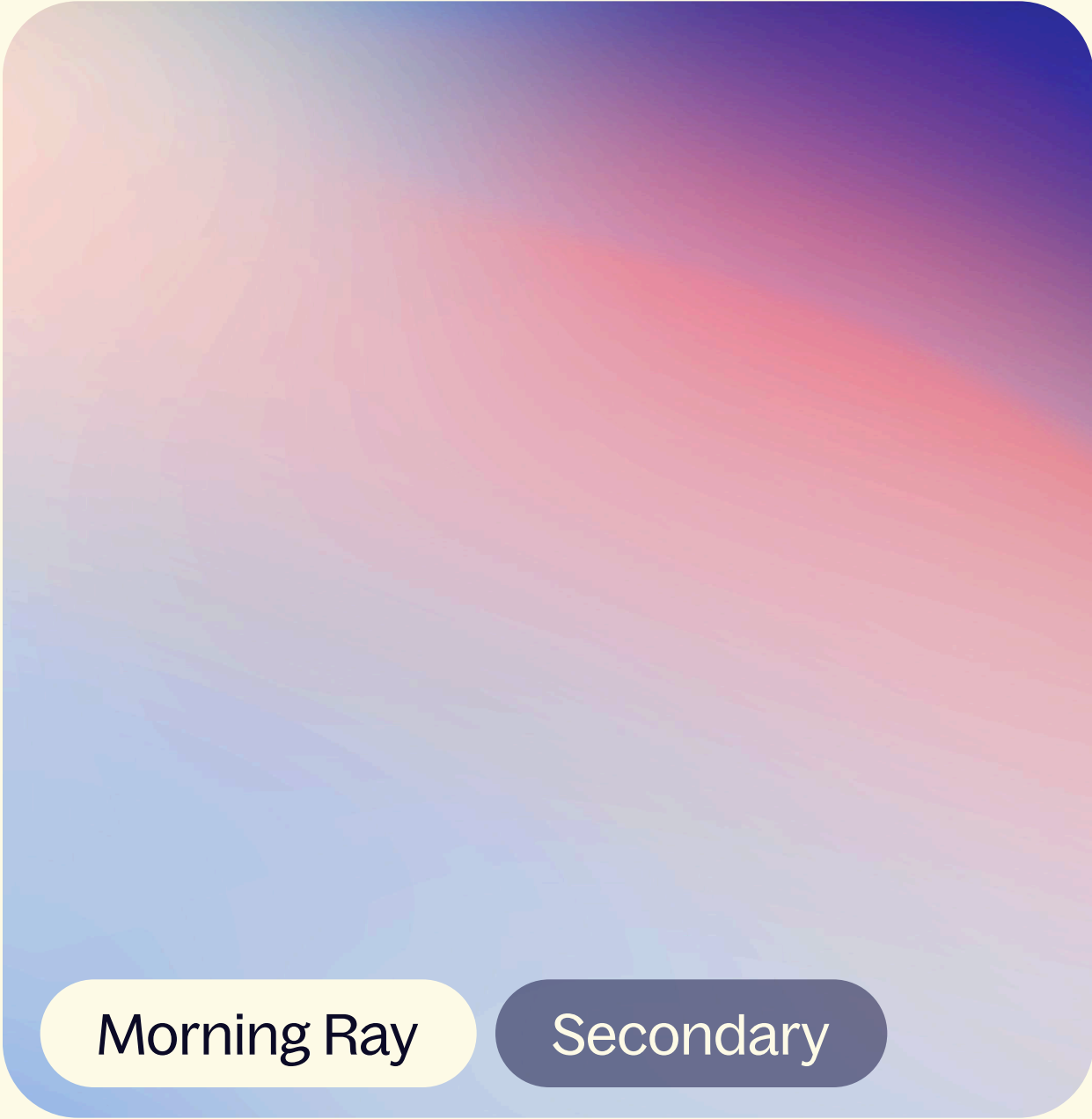
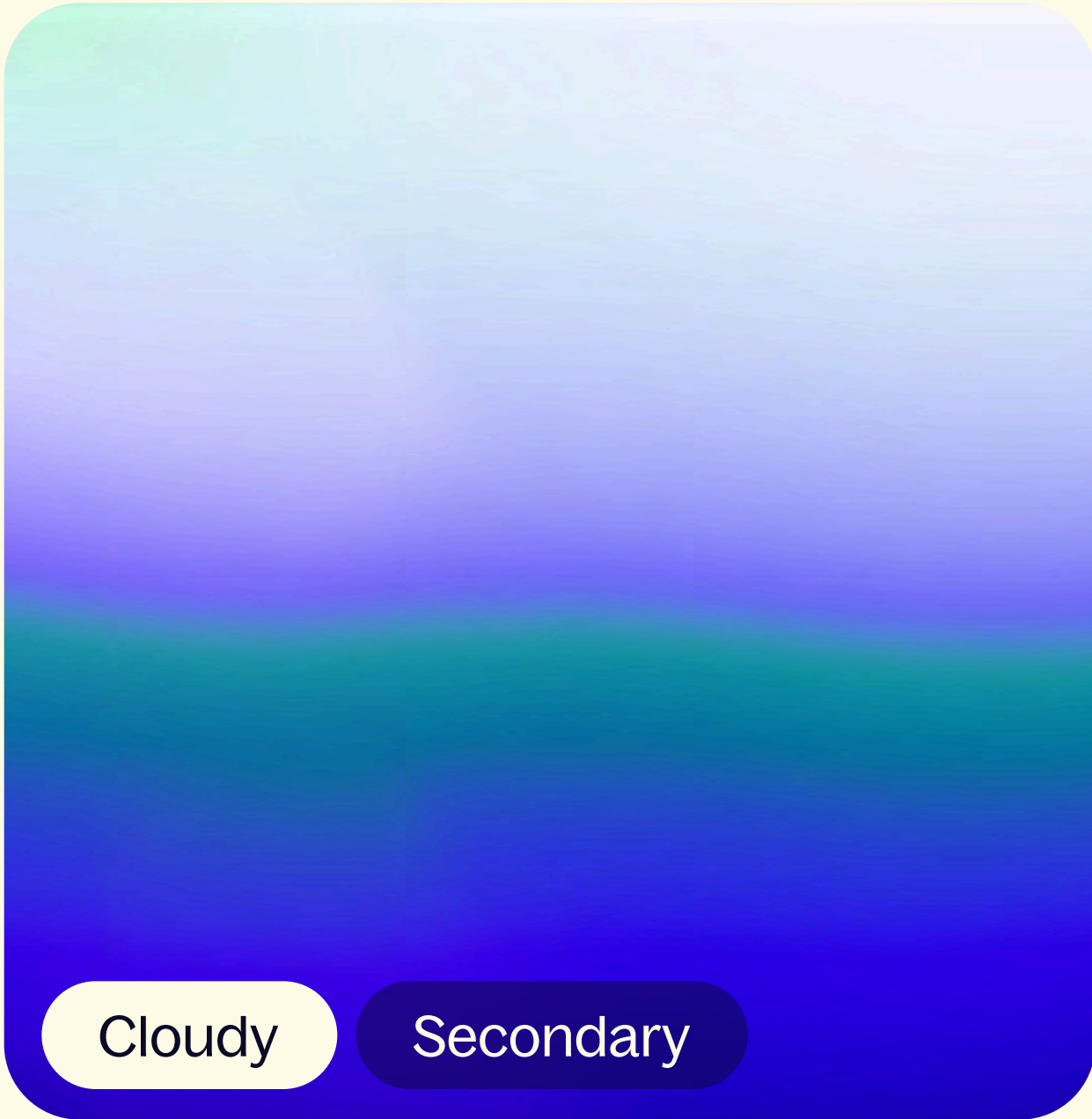
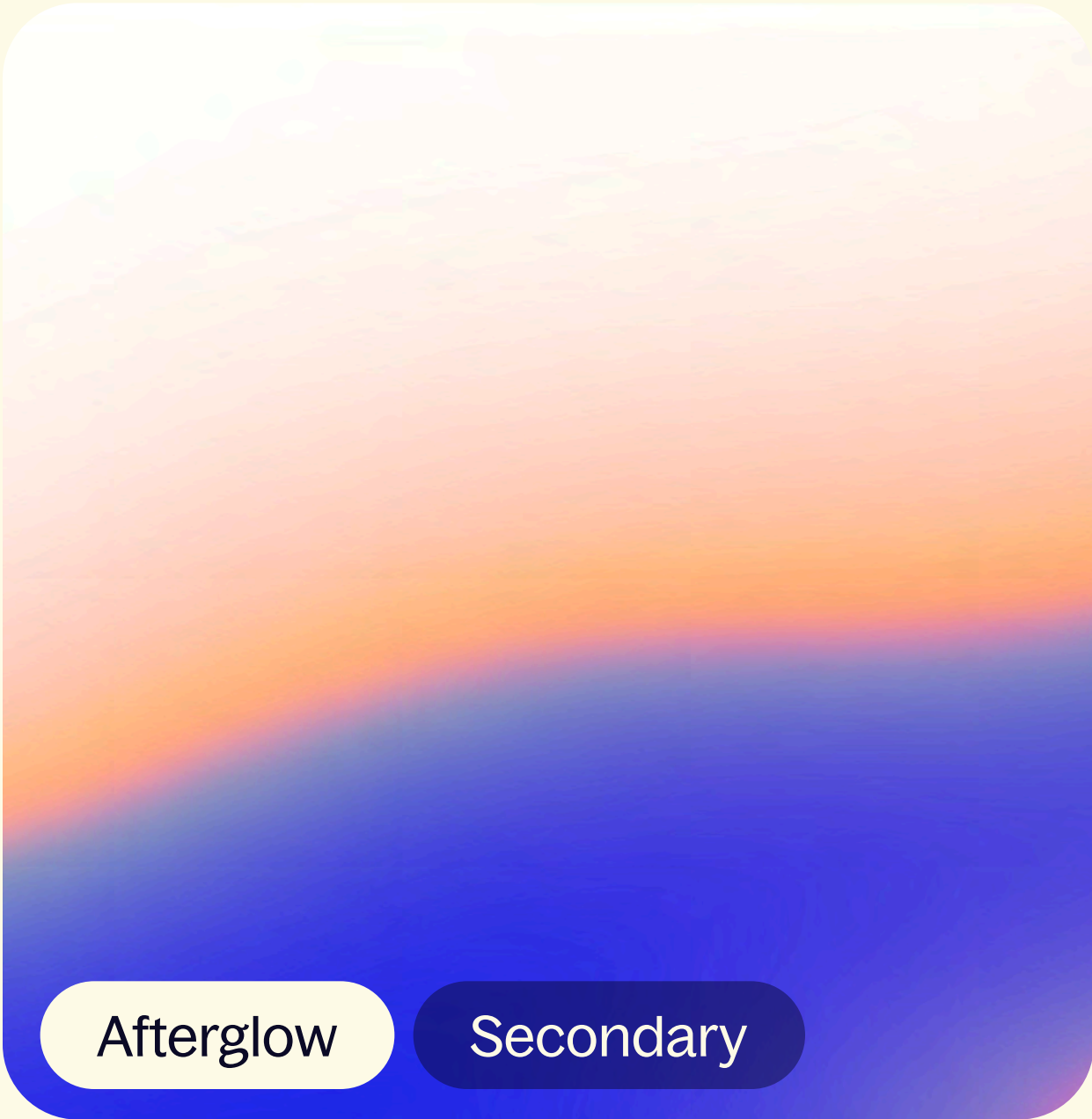
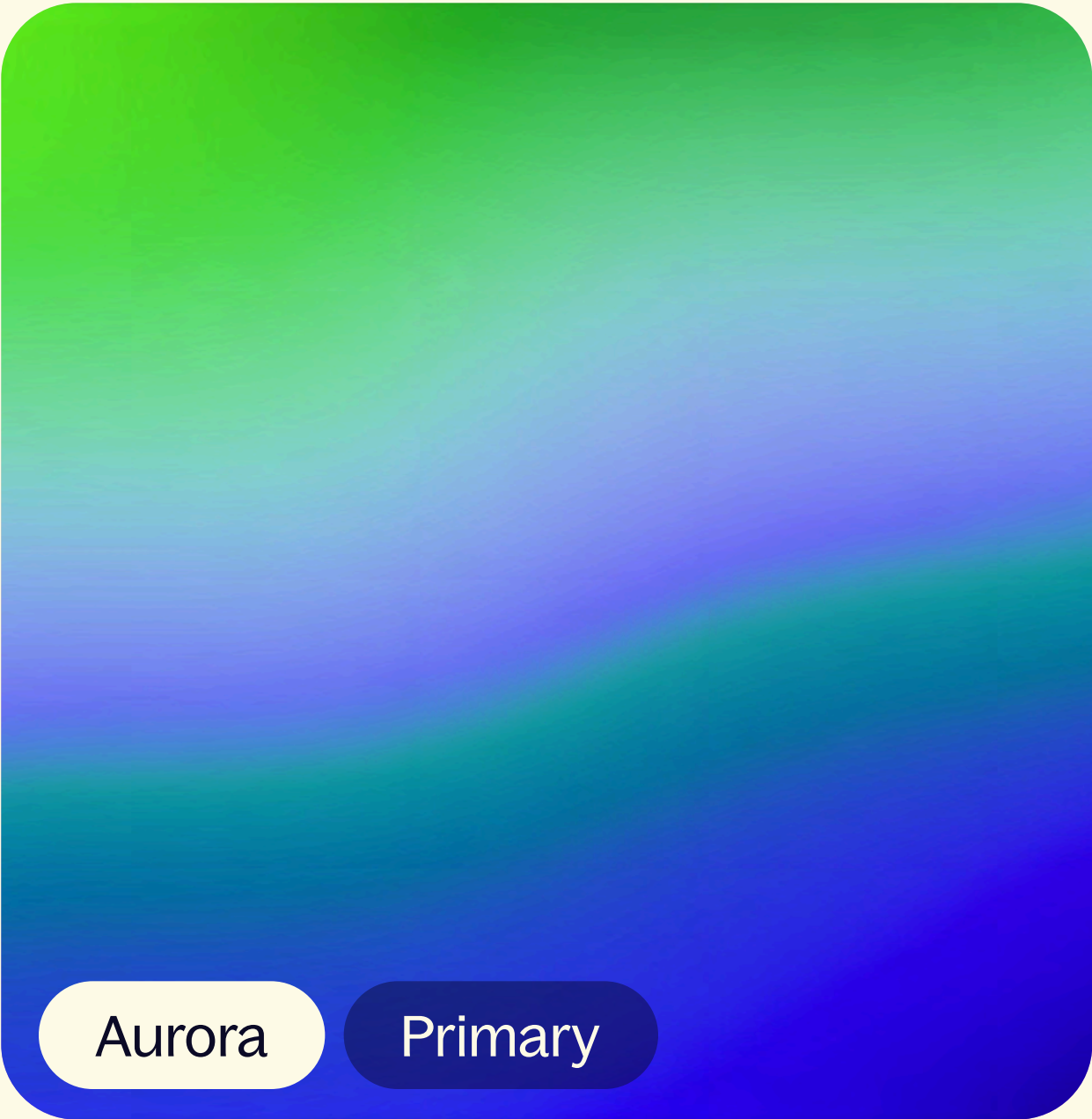
Pre-designed gradients provide an easy and effective way to elevate visual appeal. They effortlessly add depth and a captivating atmosphere to designs.

For consistency, use the high-res files provided here when adding gradients instead of creating your own.

Text should not be put on top of gradients. [See example.](#)

[View static assets](#) →

[View animated assets](#) →



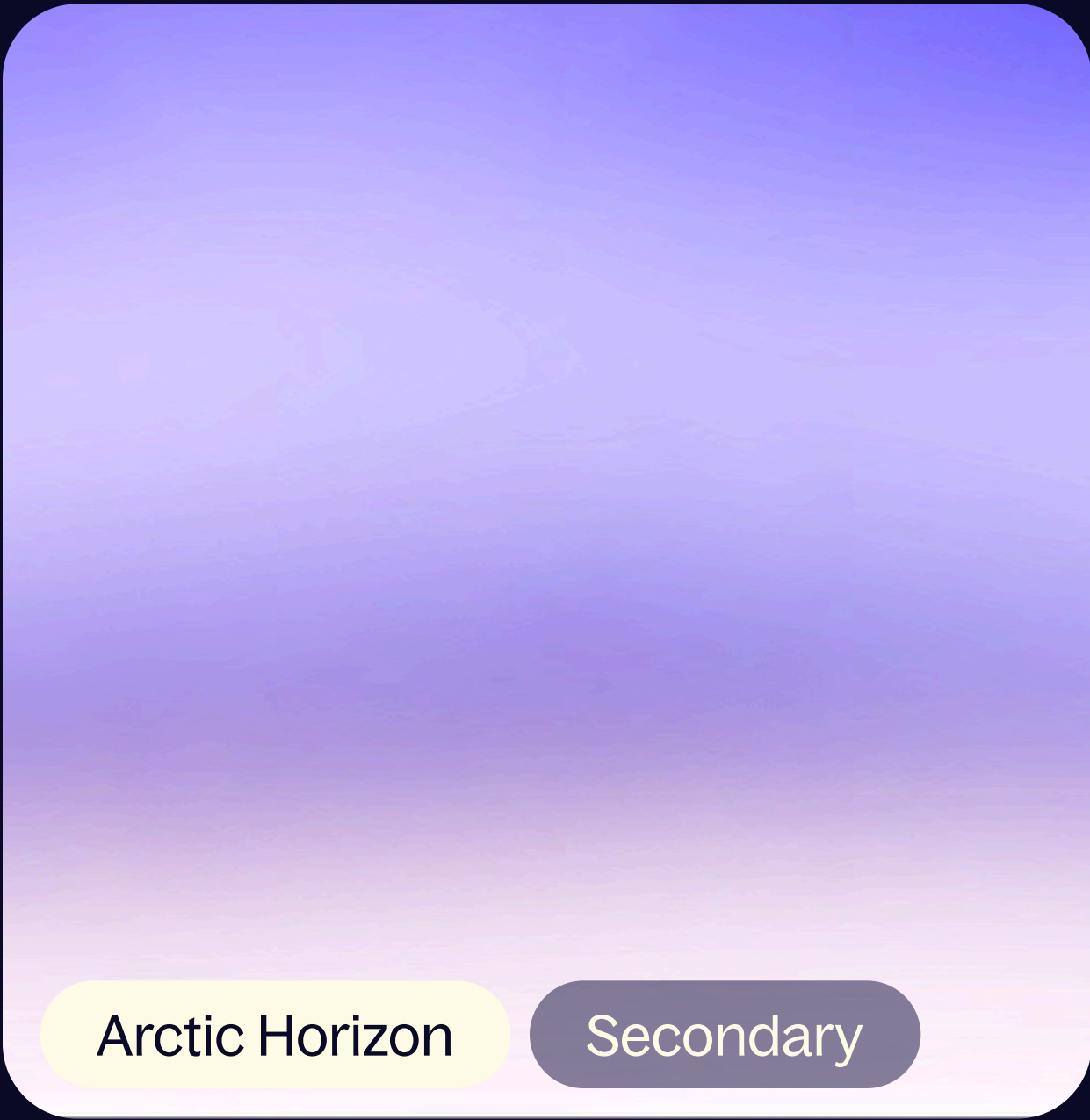
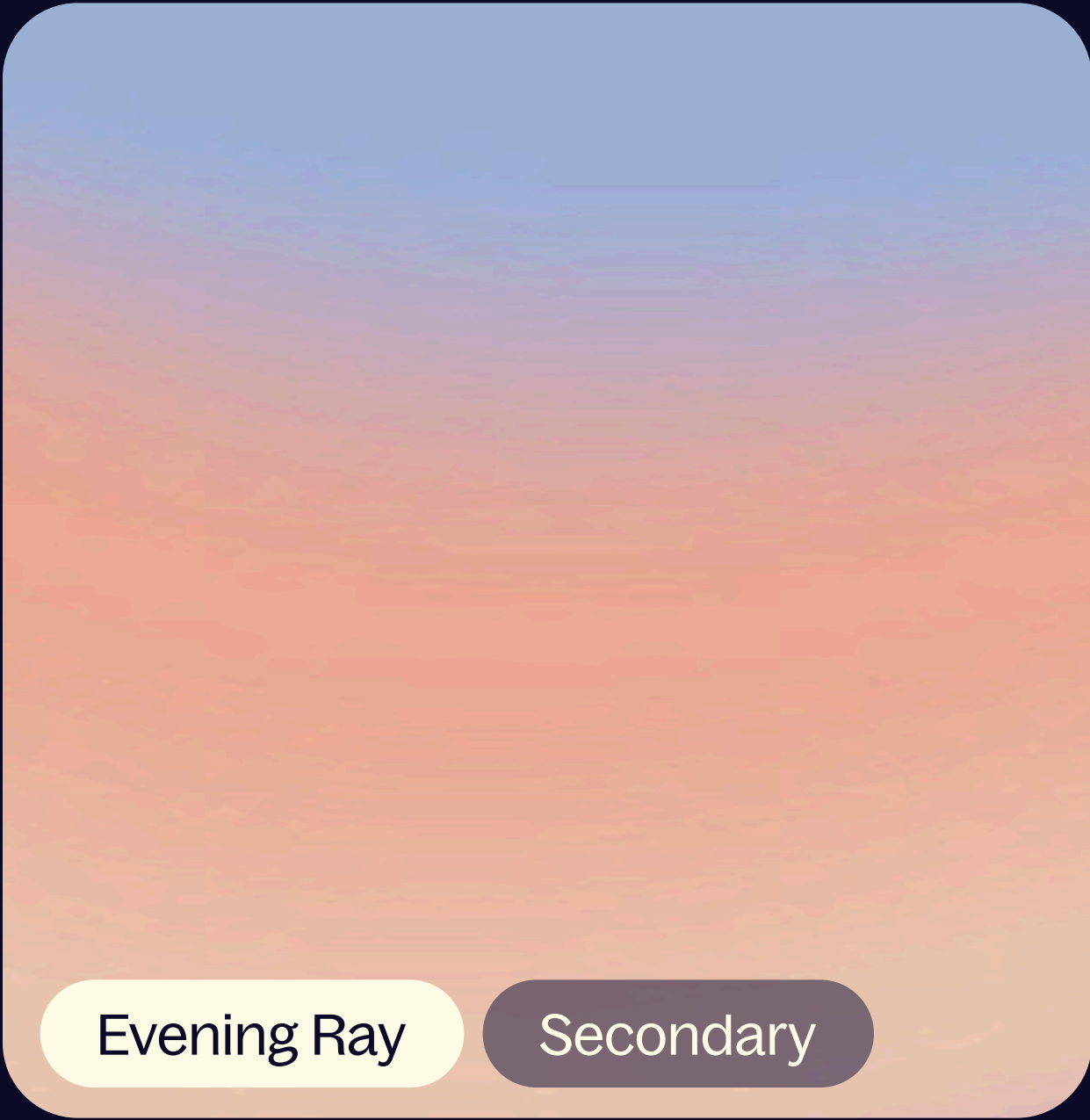
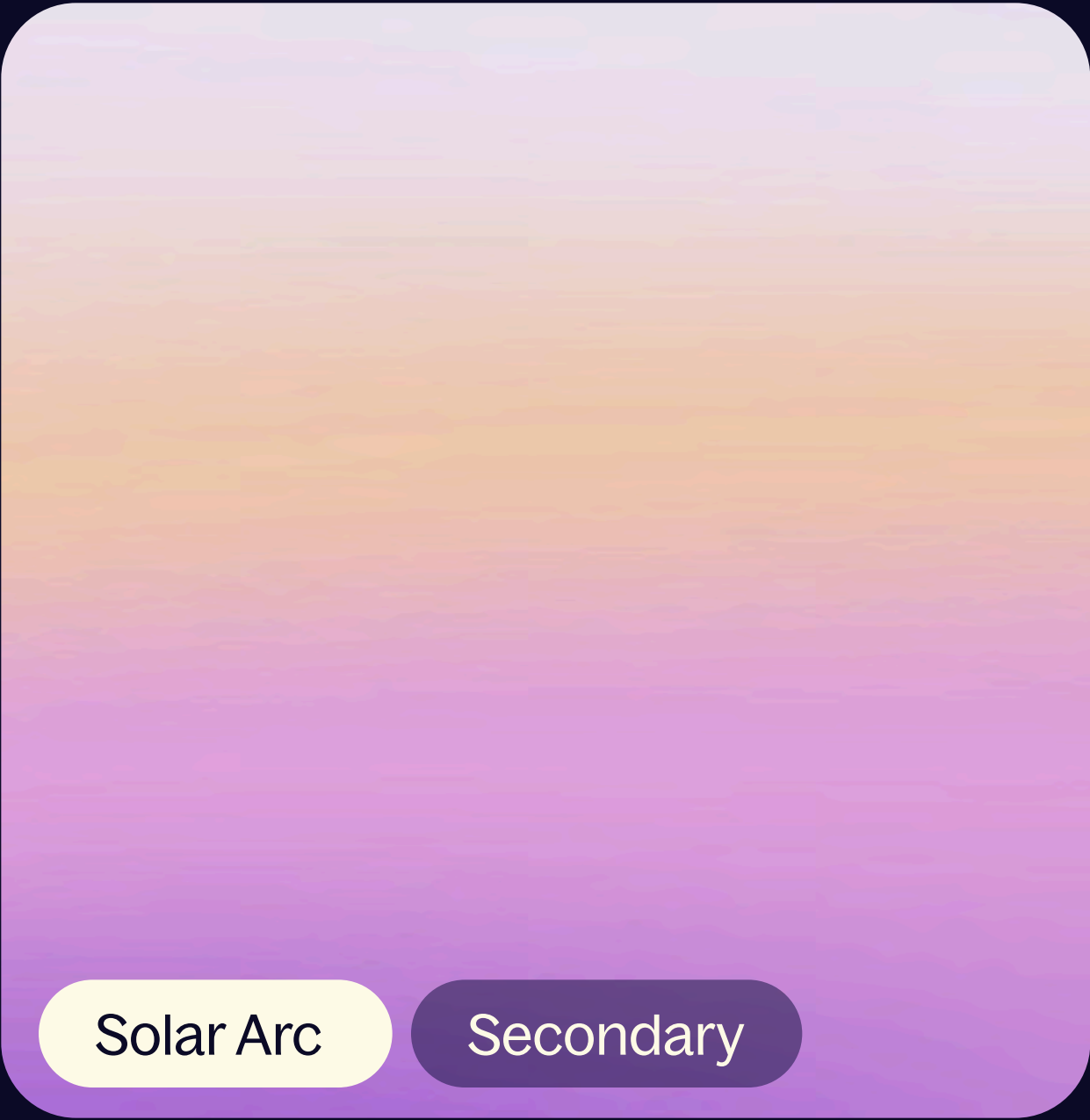


# Calmer gradients (Assets are coming this week!)

For some uses a more calmer background  
is needed. These also work better on dark  
backgrounds.

[View static assets](#) →

[View animated assets](#) →





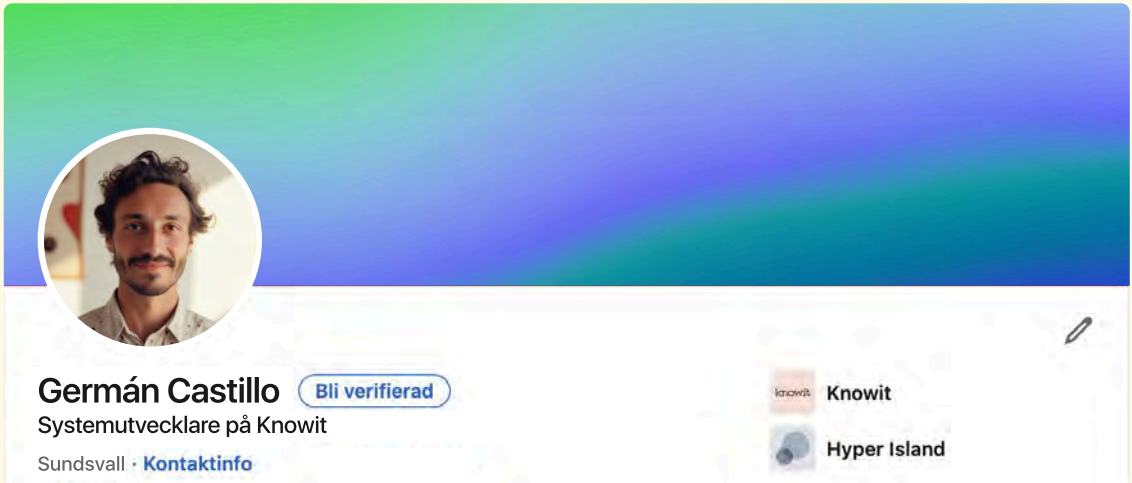
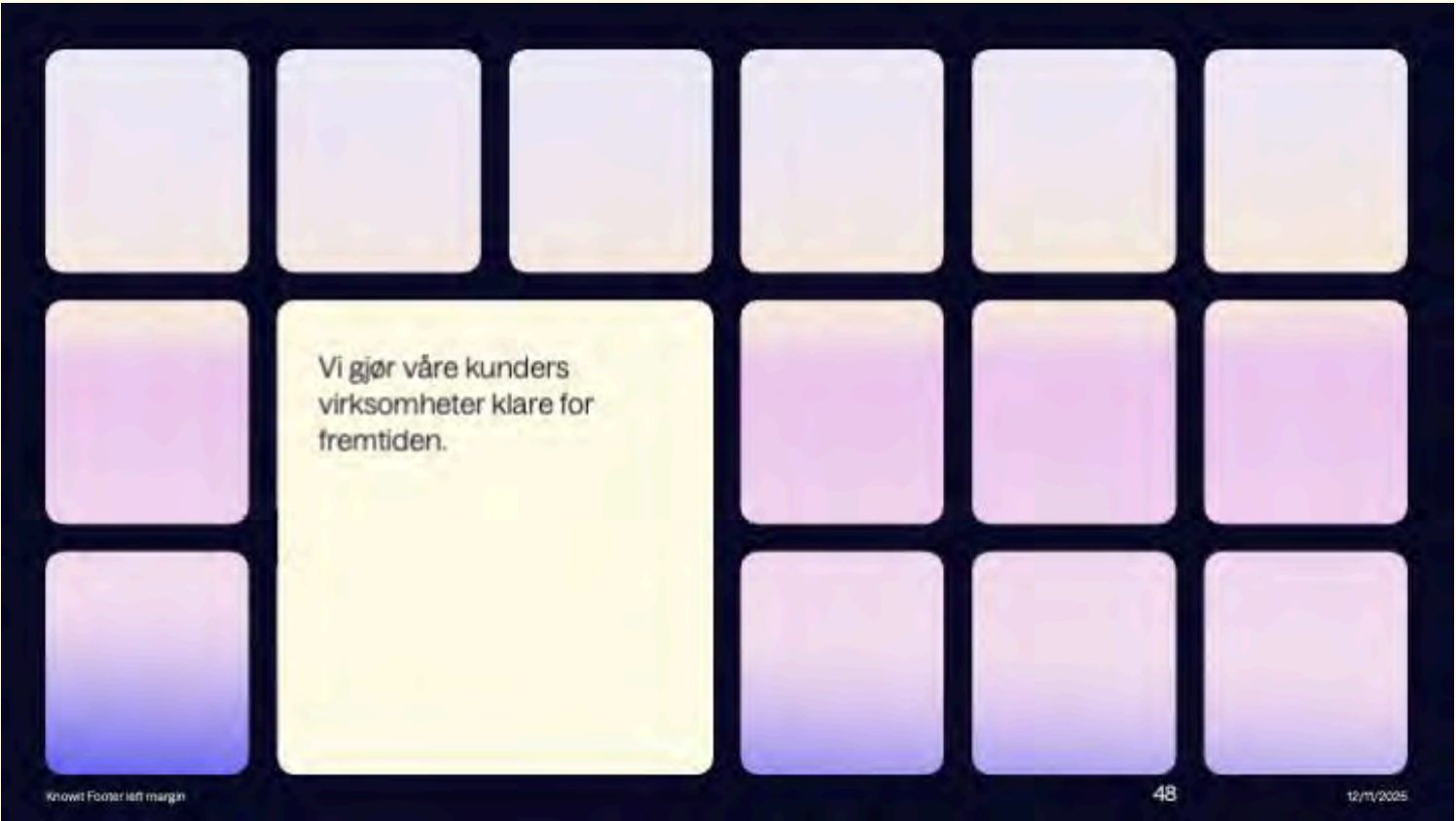
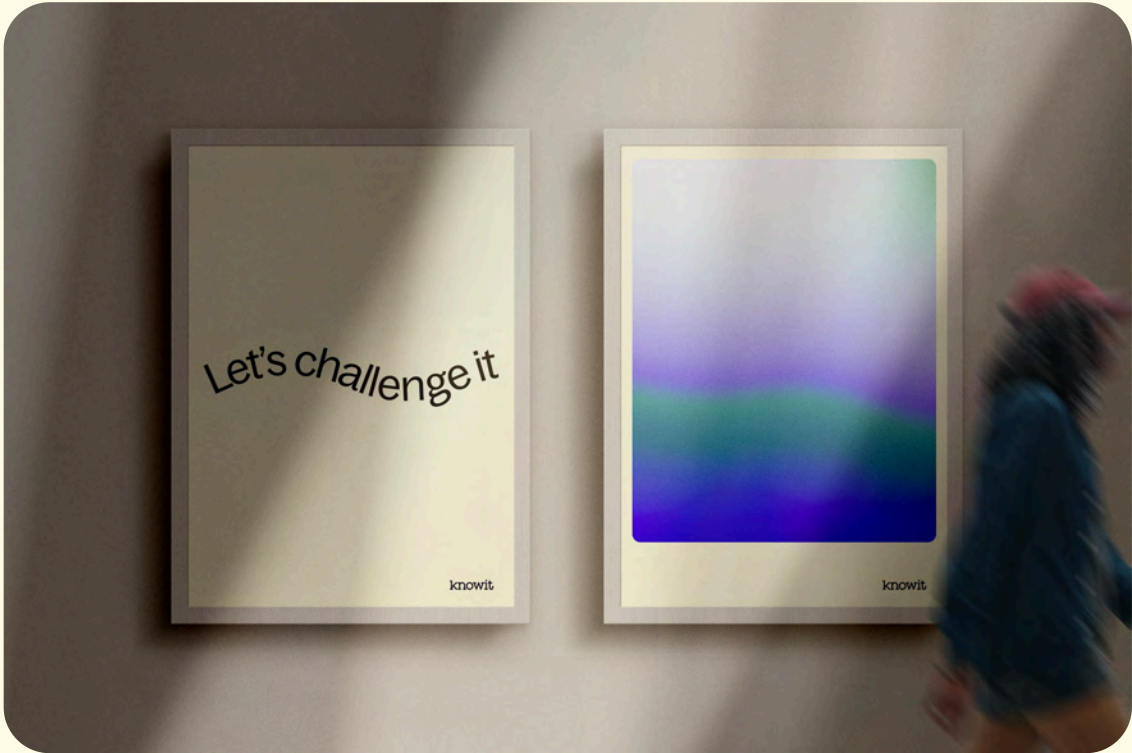
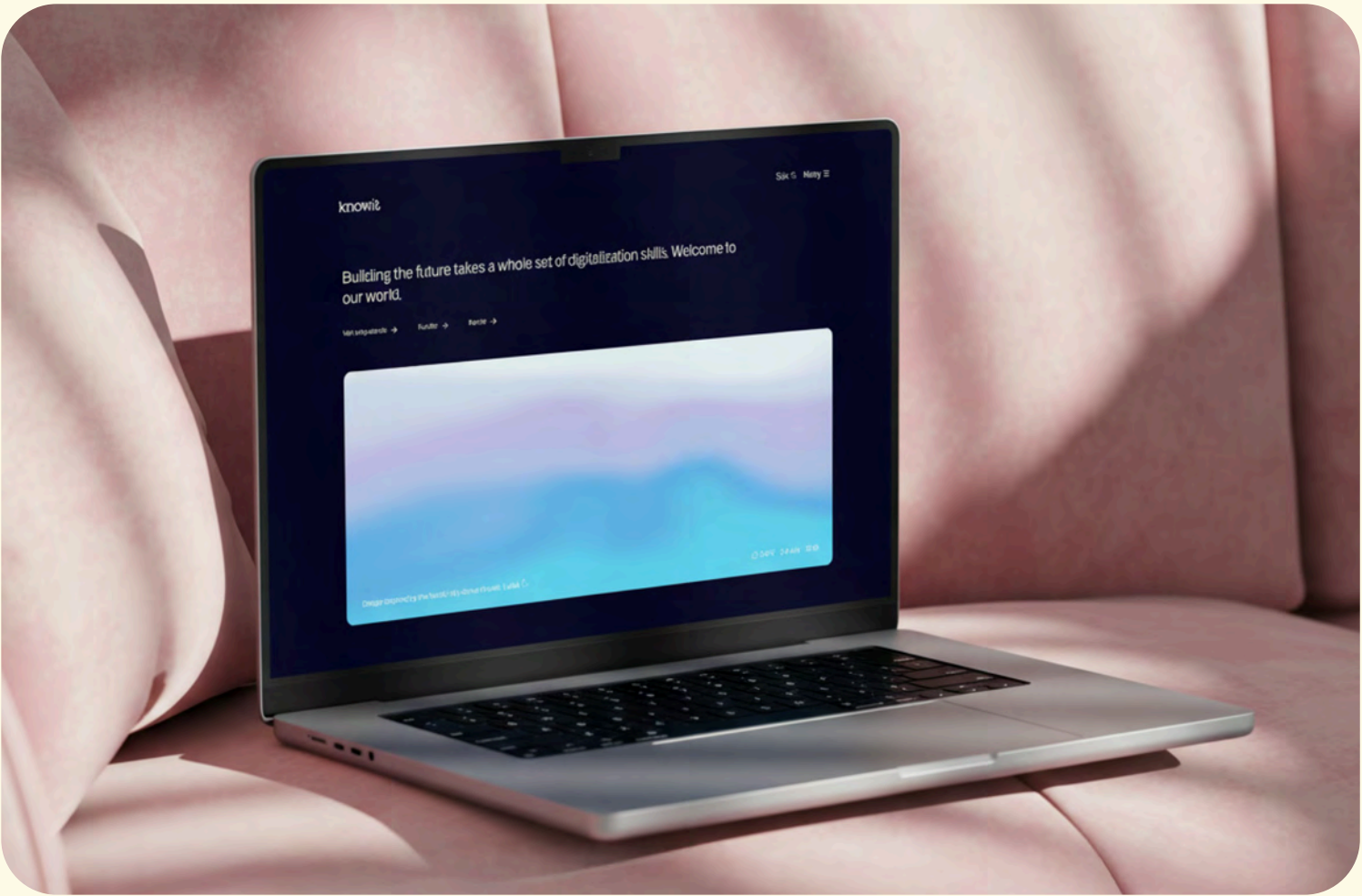
# Gradients

## – do’s

Gradients are used in contained windows to elevate a surface where you don’t have images.

Gradients can add a more visual element to your presentations.

It’s important to not over use them.





# Gradients

## – dont's

Think of the gradients as image content that stands alone on a surface. There is no need to make it more complex with other elements competing.



TEXT ON GRADIENTS  
Text on gradient reduces readability.



GRADIENT IN TEXT  
Using gradient in text reduces readability.



BORDER GRADIENT  
Using gradient as borders makes them unclear and creates clutter in our communications.

# Frames of light – graphic element

Windows are open geometries that invite light, imagery, and text.

They represent our belief in transparency, curiosity, and shared perspective, framing our content through the lens of Nordic light.

We can use the shapes to frame images in different compositions, divided in two categories:

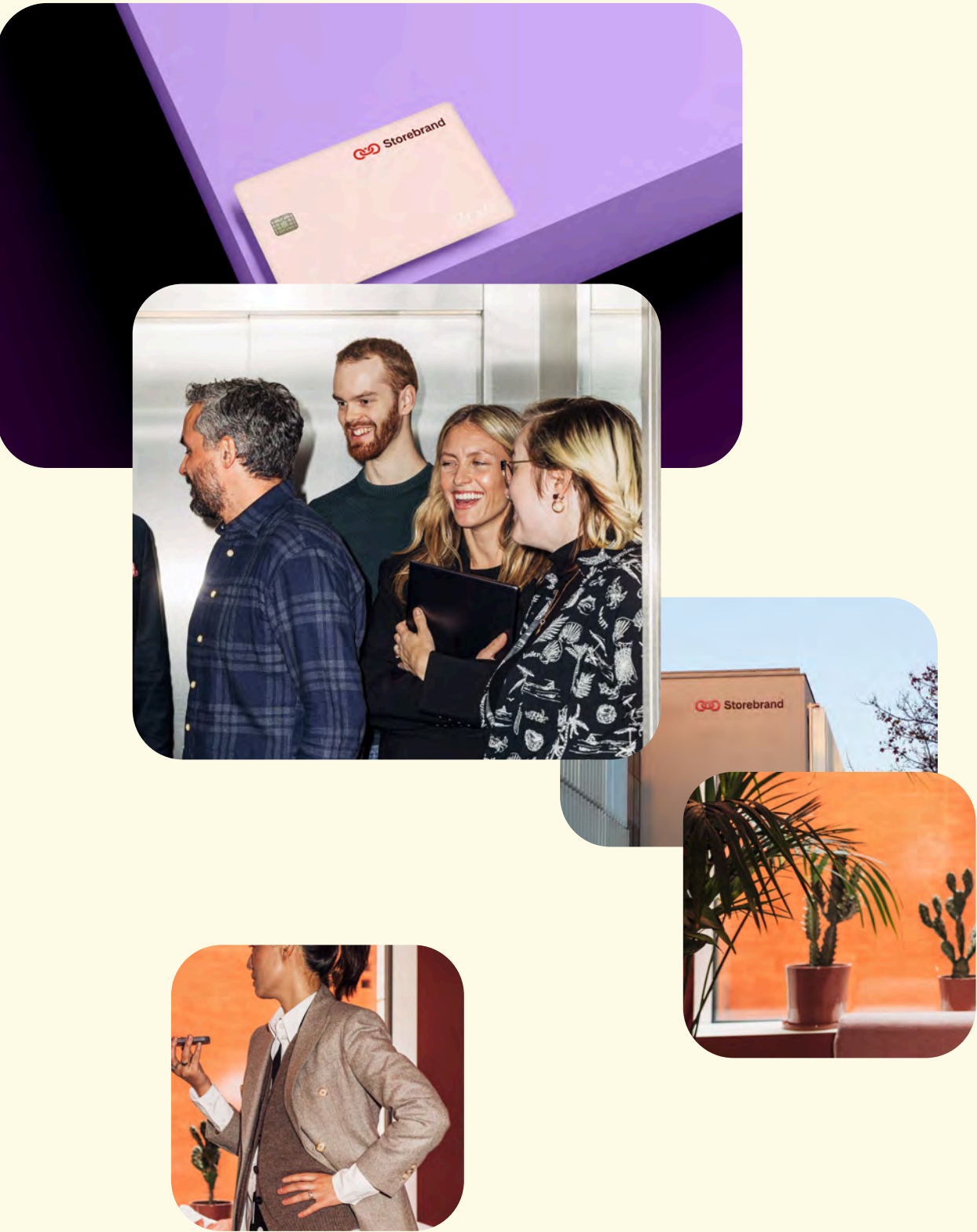
### Cluttered images

More playful layout compositions used with case images, portraits and more high-level visuals.

### Structured images

More structured layout compositions, used for image containers in environments with other elements. Still flexible in height and width, but is simpler and more clean.

Cluttered images



Structured images



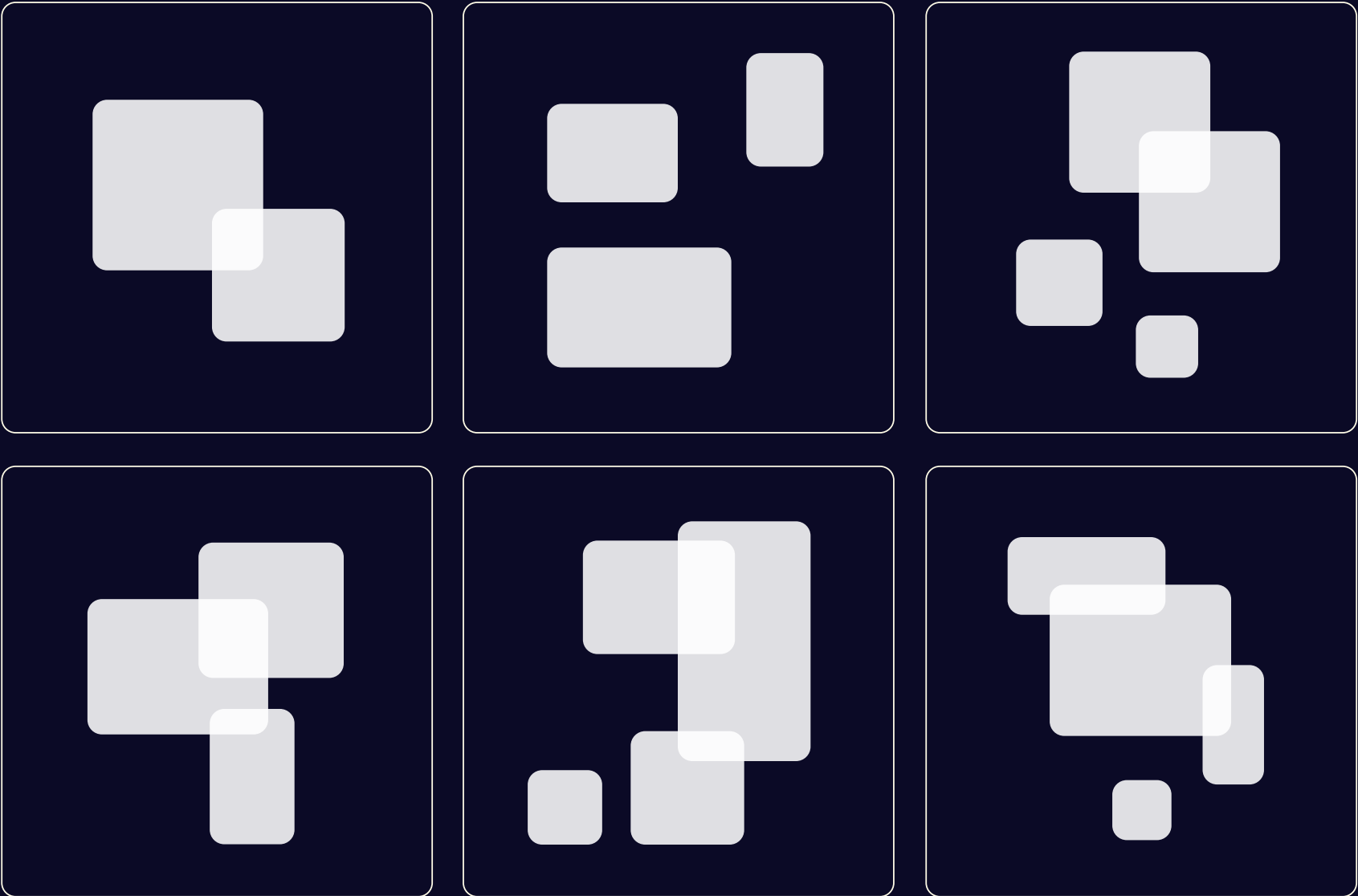
# Compositions

The compositions are made to flexible.  
You can use these premade examples as reference to make your own layouts. You can use other layouts, as long as you follow the general rules.

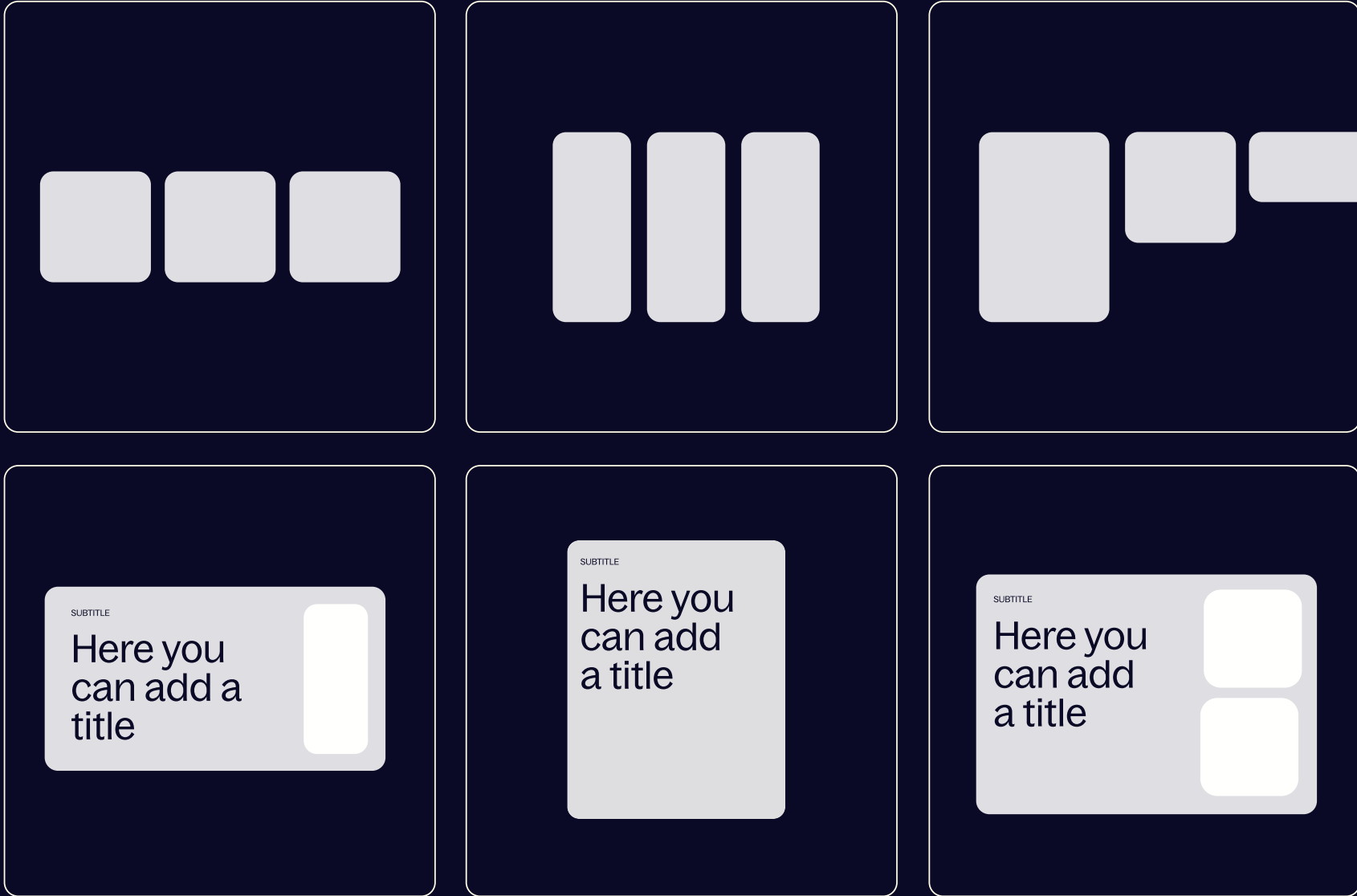
See “Inspiration” to see concrete designs.

A tool for exporting different compositions is on the way.

Cluttered images



Structured images



# Radius consistency

Ensure radiused elements scale proportionally by gradually increasing the radius.

To avoid distortion when creating strokes, divide the inner object's radius by the margin to it's parent and round to the closest eight.

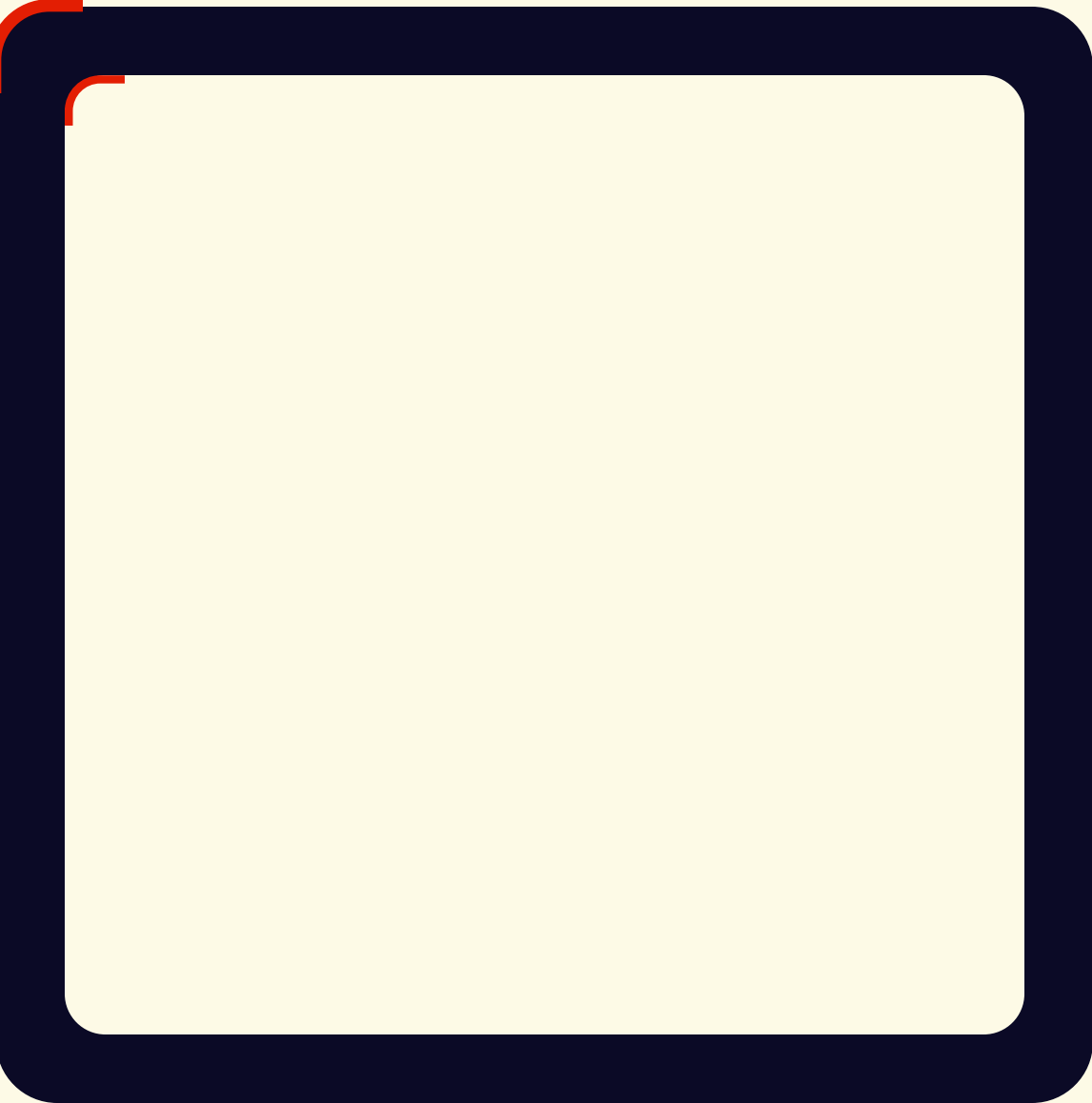
24px



24px



24px



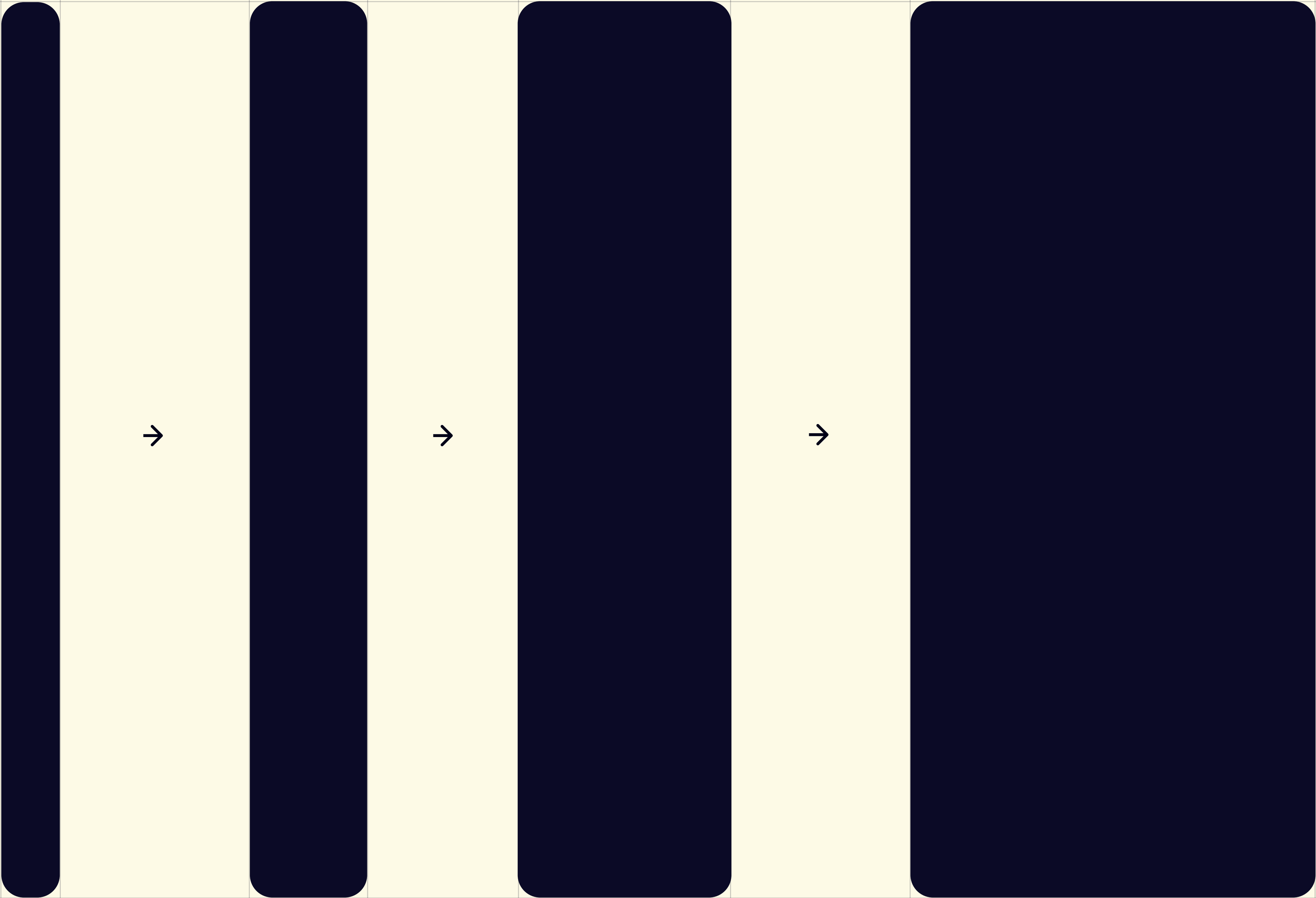
24px



# Windows as a dynamic object.

Extend these shapes in either direction to create surfaces for your design, especially for motion and transitions, but also in static surfaces.

Never stretch the radiused corners.





# Structured windows – do’s

The structured windows is also flexible in size, but are more grid based containers for images and text. They can also be used between sentences. Keep 24px spacing between them.

The images should always fill the whole window, never stretch or be tiled.

See next page for don'ts.



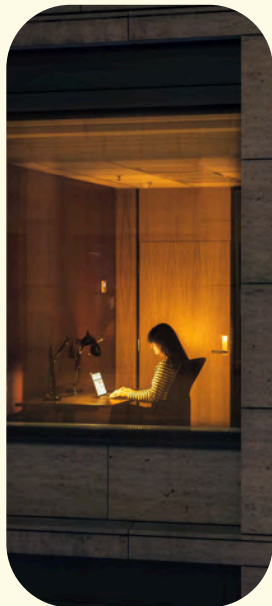
CORRECT USE

Minimum 24px/16px/8px space between images depending on surface.



CORRECT USE

Either use a top or bottom aligned images in structured layouts.



Through

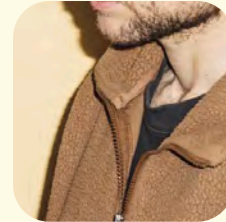
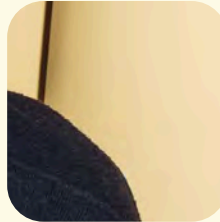


climate reporting.



CORRECT USE

You can use a structured image between two sentences. Be careful of creating more words and sentences.



CORRECT USE

Feel free to use squares in

CORRECT USE ↓

You use text and other elements in structured windows.

TITLE IN CAPITALS

# We know it.

Um, incium, sit, exceperis a sitionse volupta tectem ea duciet re rum dende rcilis aut perrovid ut aut es dolutaa uassequ iature conem el ipsae.





# Cluttered windows – do’s

As the cluttered windows are more playful, it’s also easier to make them seem unbalanced. Try to to use the layout that is suitable for your images.

See next page for don’ts.

CORRECT USE

The spacing between images should always be either 24px (16px on small surfaces) or more

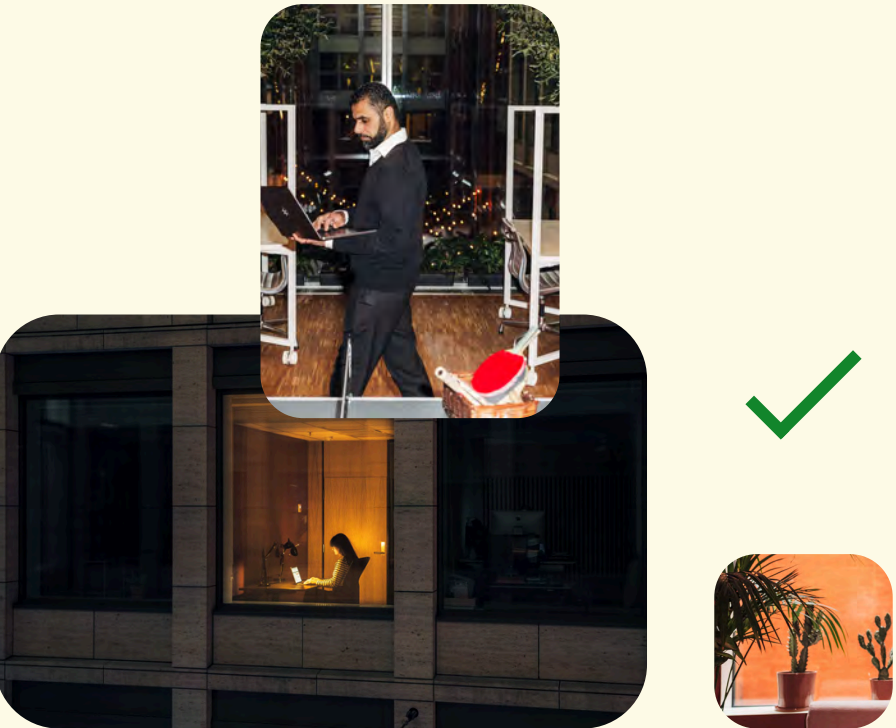


CORRECT USE

You can hook together two or more shapes with the same image to get a cleaner look. Also, keep a certain scale difference to make it seem randomized.

CORRECT USE

You can use a structured image between two sentences. Be careful of creating more words and sentences.



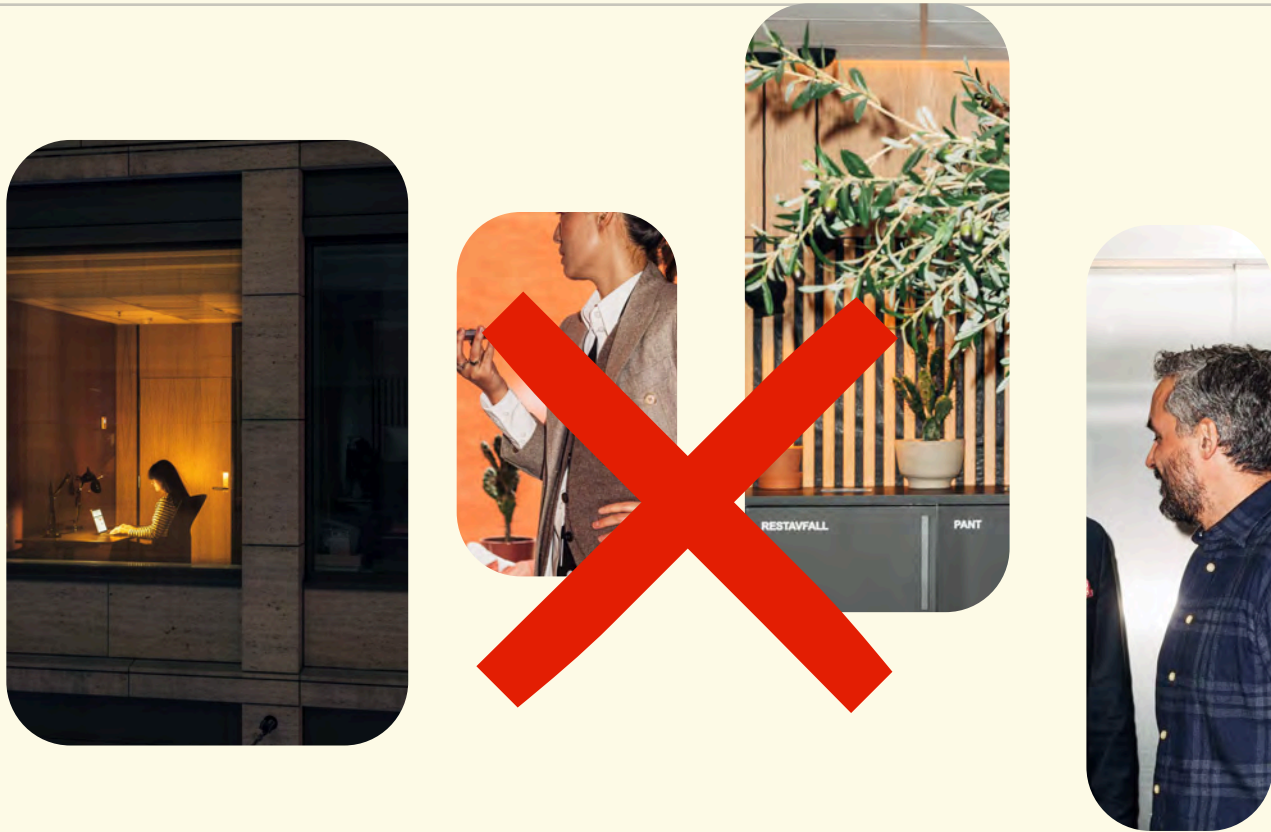
CORRECT USE

Feel free to vary the shape in formats and sizes, but keep it as simple as possible.



# General for both structured and cluttered – don'ts

The windows should be flexible in size and number. To successfully create clutter the images should clearly overlap, or not at all. They should always have at least 24px between them if they don't overlap.



WRONG USE  
The images should always top or bottom align, avoiding the pulse.



WRONG USE  
The images should always have space around them. The dark surface is



WRONG USE  
Avoid pill shapes.



WRONG USE  
Do not center images.



WRONG USE  
Do not overlap on top of overlap. Also, be mindful that the positioning should be visible overlapping or visible distanced from each other.

WRONG USE  
Avoid making a caterpillar shape, and using the same image in different windows.

# The Knowit star – graphic element

The Knowit star is a distinctive graphic element, which ties in with the Nordic Skies concept. It symbolizes our commitment to making things better.

We use it only in the following contexts:

- As a “pin” for highlighting chunks of text
- As bullets

It can be used with discretion in our brand colours. Don't overuse it.

[View assets](#) →

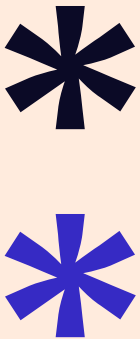
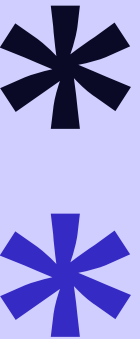
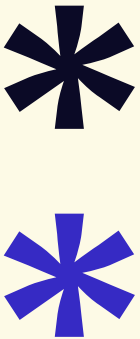
- \* Choose courage
- \* Trust in transparency
- \* What’s in it for we?

- \* Choose courage
- \* Trust in transparency
- \* What’s in it for we?

# Graphic element – colour combinations

These are the available colour combinations you can use,

Make sure to follow them to obtain accessibility.



## Graphic elements – as bullets

When using the Knowit star as bullets it is important that the size of the star is not too big. There is an easy way to calculate the correct size:

- Take the text size
- Divide the text size by 1.5
- Then you will have a good size ratio between the text and star.



- \* Choose courage
- \* Trust in transparency
- \* What's in it for we?

CORRECT BULLET

$36\text{px}/1.5 = 24\text{px}$



- \* Choose courage
- \* Trust in transparency
- \* What's in it for we?

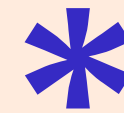
WRONG BULLET

Text size and bullet has the same size



## Graphic elements – as pin

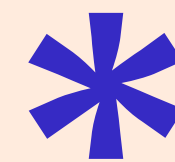
When using the star as pin it is important that the size of the star is not too big. The reason is to have a good visual hierarchy so the pin and the content do not fight for attention. Our content is number one in the hierarchy.



We spread  
our own  
nordic light.

CORRECT PIN

Balance between the elements harmonise and the message is most important in the hierarchy.



We spread  
our own  
nordic light.

PIN TOO BIG

The pin and message compete for attention and are equally important in the hierarchy.



# Graphic elements

## – as pin

Integrate the star into to your design.  
Make the star an active element in your designs so it's not interpreted as a logo symbol or just as a decoration.

knowit



CORRECT USE

The star has a function to highlight the secondary text



WRONG USE

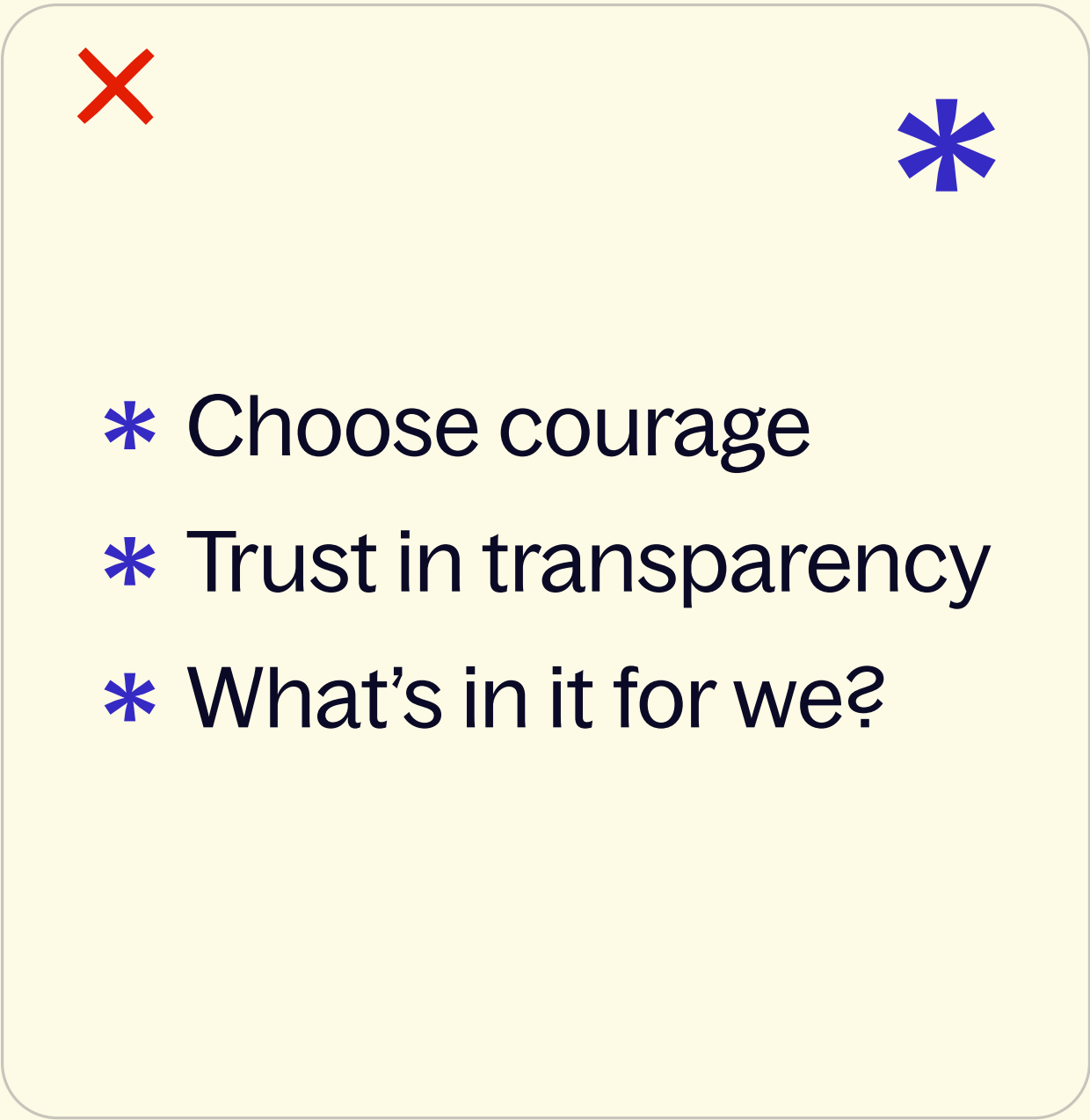
The start becomes decoration and gives the impression of being Knowit's logo symbol.

# Graphic elements

## – dont’s

When using the star as bullets it is important that the size of the star is not to big. There is an easy way to calculate the correct size:

- Take the text size
- Divide the text size by 1.5
- Then you will have a good size ratio between the text and star.



DOUBLE TROUBLE

Never use the star as both pin in the top right corner and as bullets in one and the same layout.



DOUBLE TROUBLE

In communication materials, only use one large scale symbol per piece of work such as the star or an arrow.

# Icons

We have embedded a number of versatile icons in our PowerPoint templates. They have been carefully selected in order to harmonise with our Visual Identity and tonality. Use the icons to make your presentations more inspiring.

These icons are the only ones you're allowed to use. If you're missing a specific icon for your presentations, please contact the brand team.

The icons can only be used:

- In presentations, as above
- Very rarely, they can also be used in high level brand contexts. This requires permission from christina.johansson@knowit.se.

## Basic



## Accessibility



## Tech



## Business



## Reactions



## Achievements



## Festive & seasonal



## Sustainability



## Other

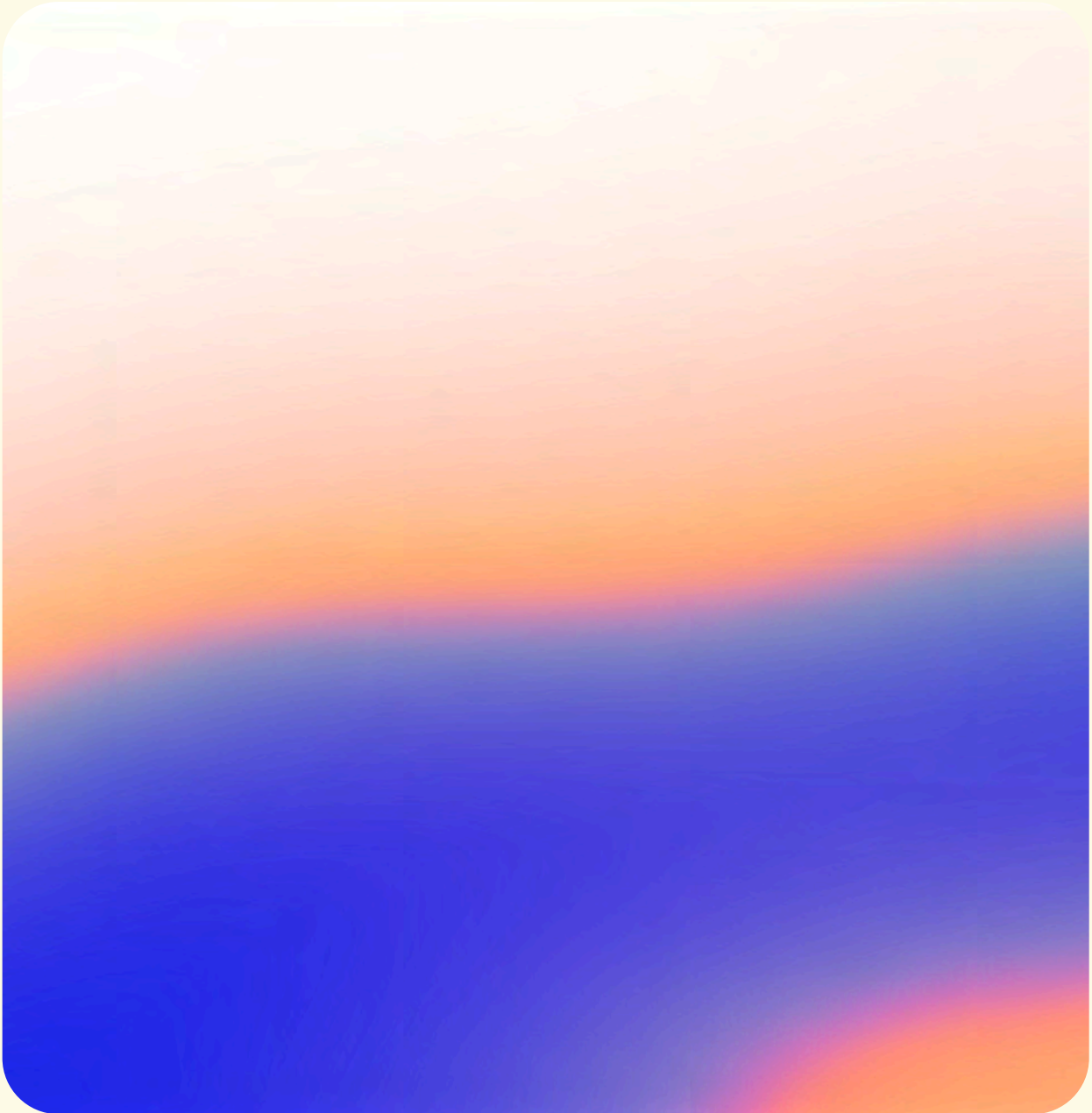




Element  
composition

Our elements combined create coherent  
graphics suitable for any occasion.

A guide to  
**Sustainable  
tech**



*Let's challenge it*

knowit



*Light eliminates fear*



We've searched  
high and low for the  
people who get it

knowit

# Motion Graphics

6

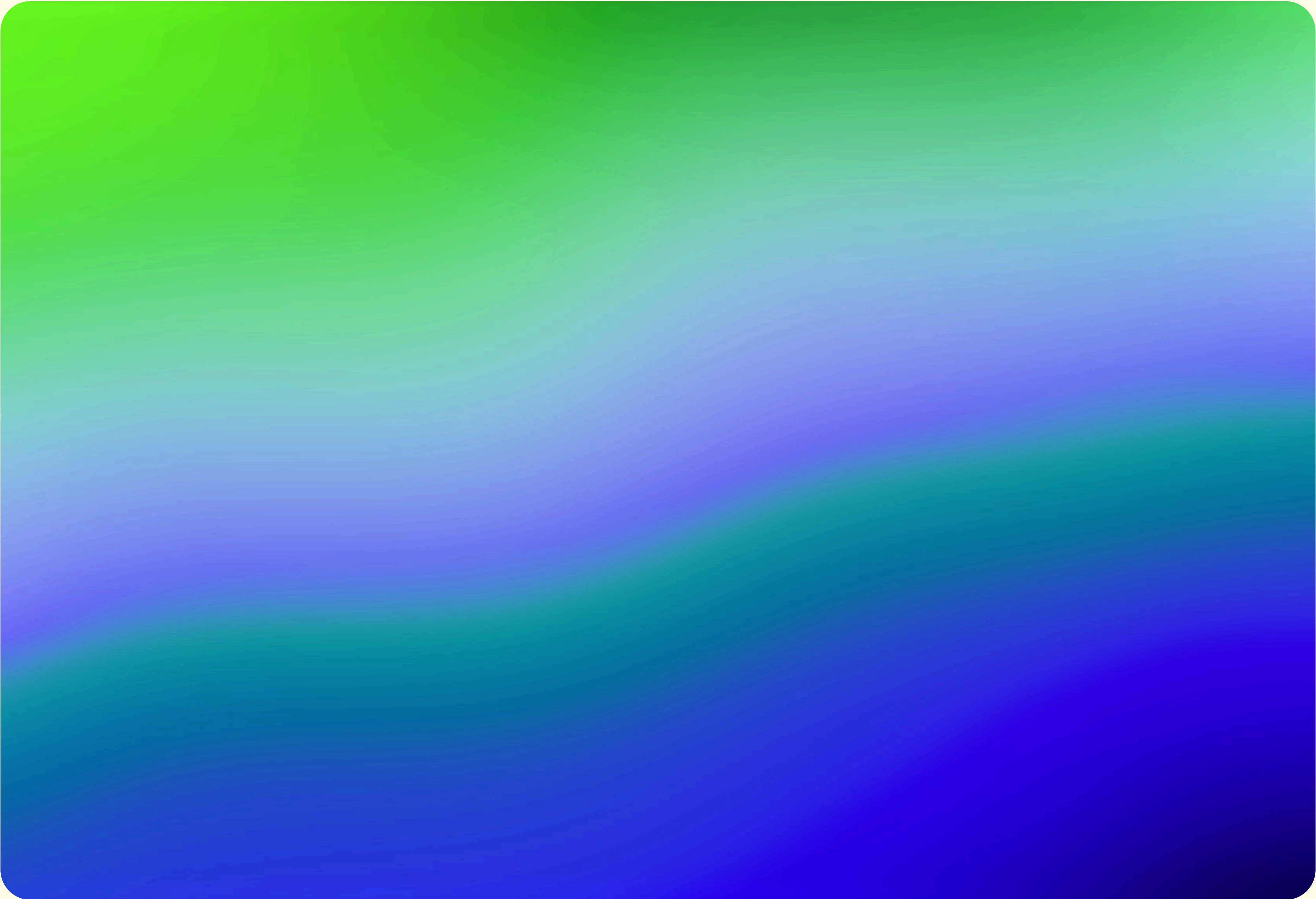


# Animated gradients

Our animated gradients serve as an ideal opener for presentations or exhibition screens. They can be cropped to shapes for graphics or used as a sign-off in social media carousels with a logo on top.

We are currently working on motion templates and guidelines for how to use other parts of our identity.

[View assets](#) →



# Stationery & Display Materials

7

# Email signature

An email signature can be accessed in Outlook when you're signed in to your Microsoft 365 account.

Occasionally, Knowit will create special banners that you can also access.



pellentesque.

Suspendisse potenti. In ultricies libero elit, ac tempus Pellentesque malesuada dui eu iaculis auctor. Suspendisse Vivamus congue ultricies condimentum. Praesent congue non facilisis pulvinar.

Best regards,

**Emily Nguyen**  
Designer

**knowit**

Vikingsgatan 3, SE-411 04 Göteborg  
+46 (0)722 30 38 96  
[knowit.com](https://www.knowit.com)

Email signature with logo

Happy holidays!

**knowit**

Take care & stay safe!

**knowit**

Proud supporter of UNHCR's work for refugees 2025

Email banners

pellentesque.

Suspendisse potenti. In ultricies libero elit, ac tempus Pellentesque malesuada dui eu iaculis auctor. Suspendisse Vivamus congue ultricies condimentum. Praesent congue non facilisis pulvinar.

Best regards,

**Emily Nguyen**  
Designer

Knowit  
Vikingsgatan 3, SE-411 04 Göteborg  
+46 (0)722 30 38 96  
[knowit.com](https://www.knowit.com)

Email signature plain text

Summer vacations:  
Office closed weeks 29-32

Don't miss our webinar  
AI: Impact on the day to day  
Thursday 23 Sep / 10AM

# Imagery

# 8



# Brand imagery

The presence of natural light is important in all our imagery.

Aim for imagery that is relaxed, authentic, and candid. Avoid using artificial looking lighting, unnatural poses, retouching, or filters. Opt for colour images with a short focal depth. Strive for clarity.

● Please note – these moodboards images are for internal use only.



Photography by Anne Valeur



Photography by Anne Valeur



Photography by Anne Valeur



Image generated using Midjourney





Photography by Anne Valeur



Photography by Anne Valeur



Photography by Anne Valeur



Photography by Anne Valeur

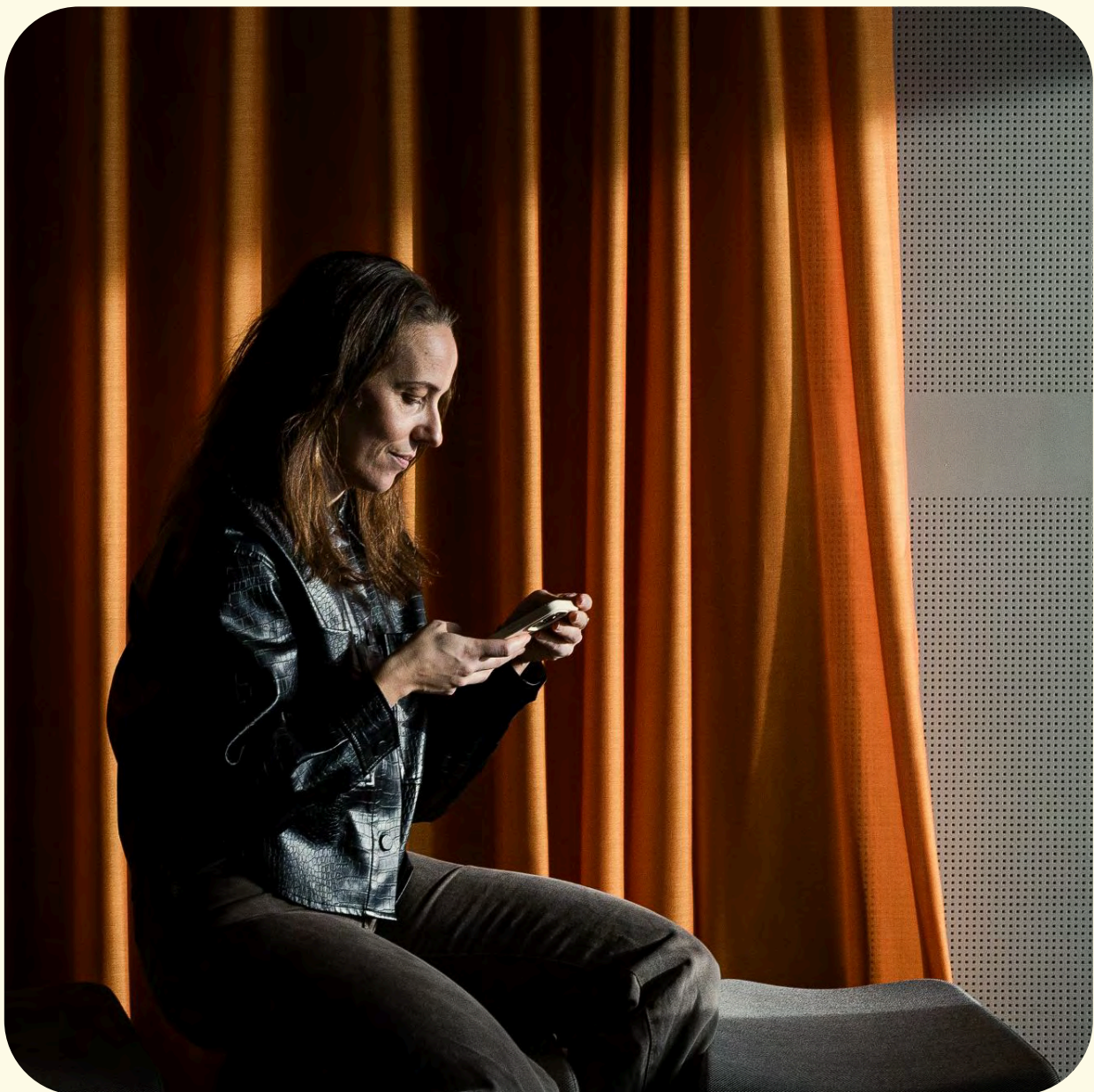
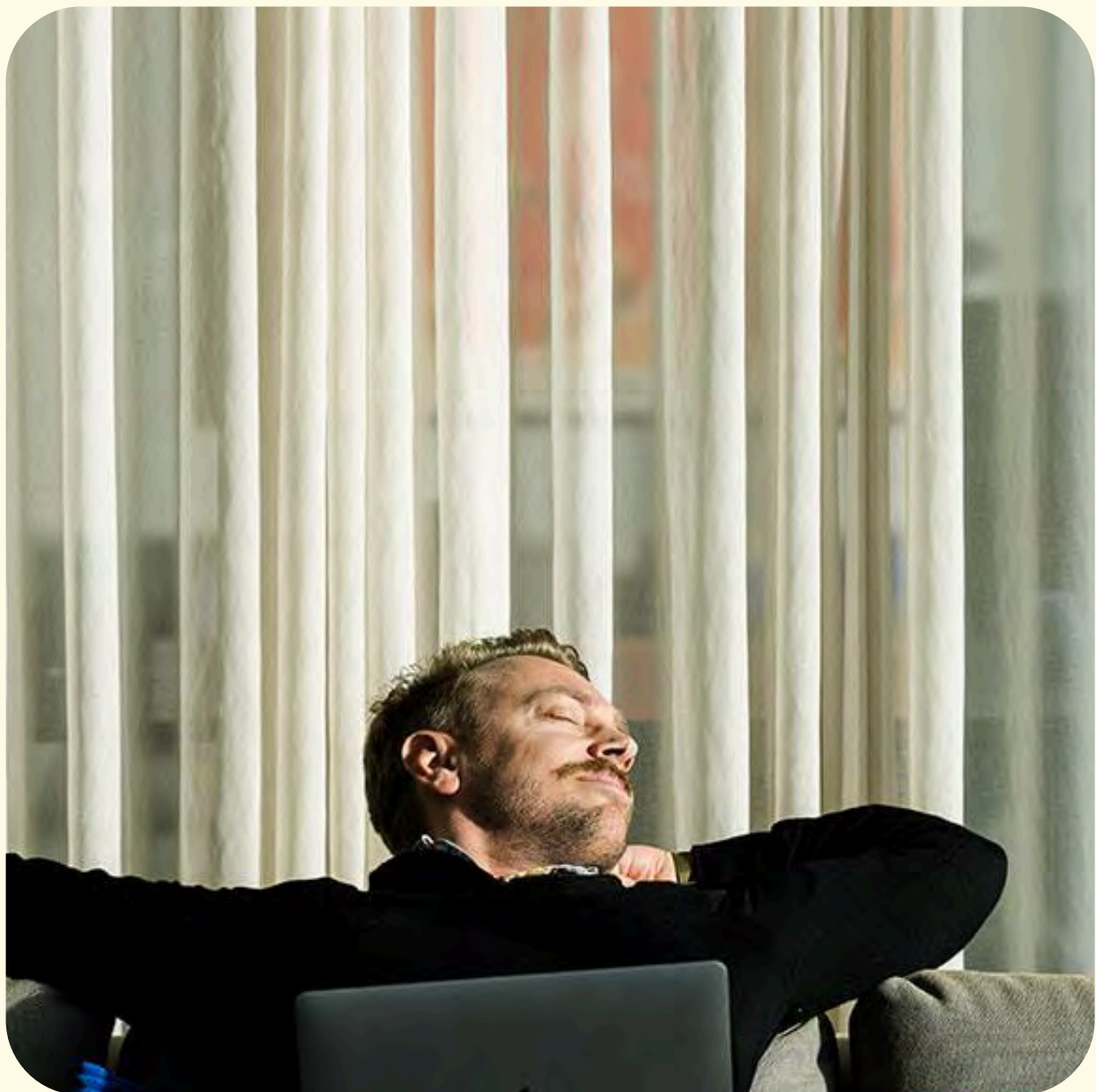
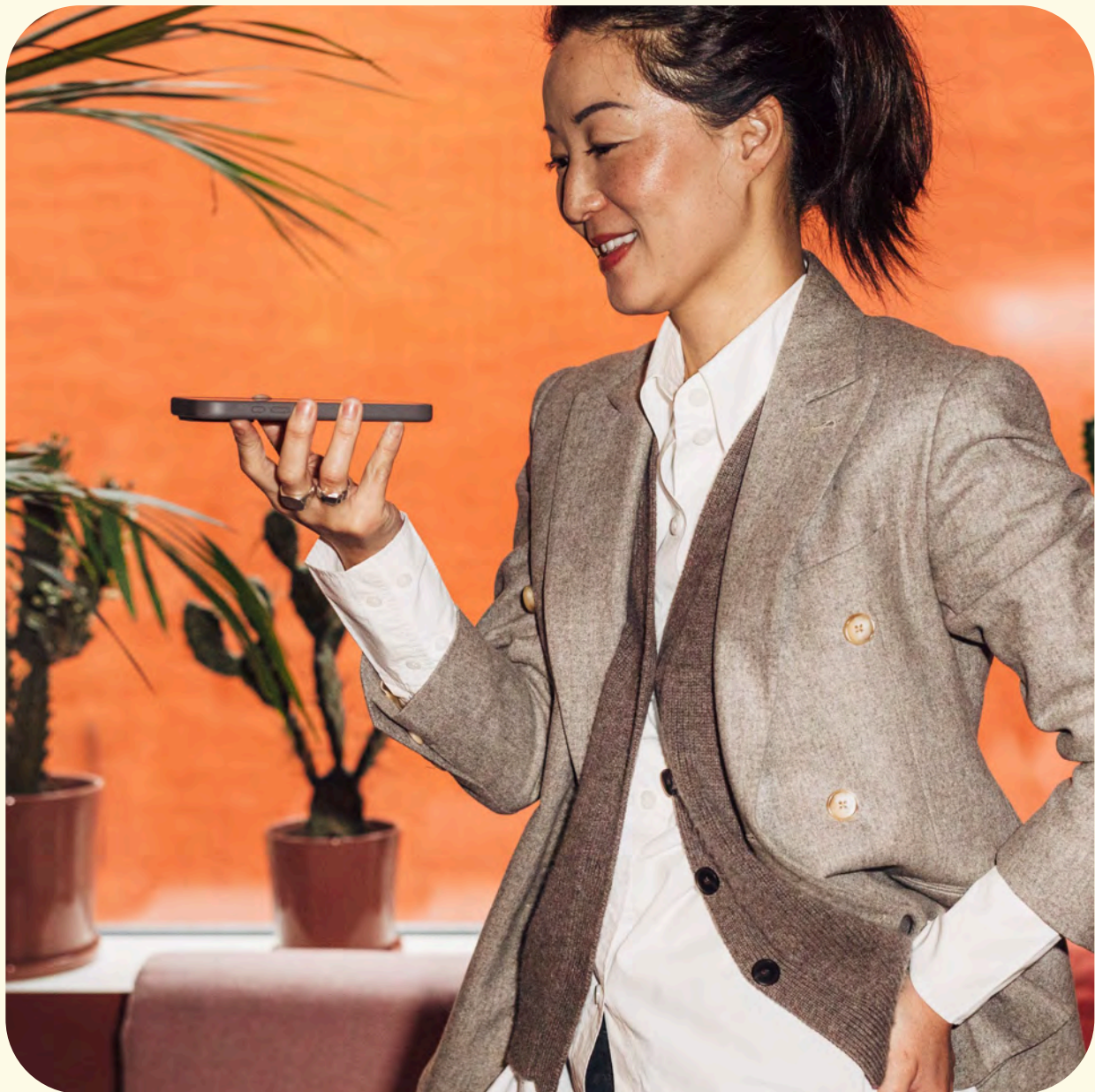




# High level brand images

We are currently building an image bank for high-level brand imagery. A “brand images” folder has been created for high level brand uses, for the times you want to talk about our culture or people.

The goal is to create a reliable collection that everyone can use, ensuring our visual expression stays consistent and unmistakably ours. With strong images at hand, we strengthen our storytelling and make every presentation, proposal, and communication piece more impactful.





# Brand imagery

The presence of natural light is important in all our imagery.

Aim for imagery that is relaxed, authentic, and candid. Avoid using artificial looking lighting, unnatural poses, retouching, or filters. Opt for colour images with a short focal depth. Strive for clarity.

● Please note – these moodboards images are for internal use only.



## For experienced photographers

- Natural light emphasis: Prioritize natural light. Use it to highlight authenticity and clarity in your images.
- Gobo use: If natural lighting conditions aren't ideal, especially when shooting indoors, feel free to use gobos to create dappled light effects.
- Creative Freedom: You have the liberty to experiment with angles, compositions, and lighting to capture the essence of the brand while ensuring images remain relaxed, candid, and clear.
- Depth of field: Aim for a short depth of field to focus on the subject while softly blurring the background, enhancing the photo's intimacy.

## For photographers with less experience

- Window light: Position your subject near a window to take advantage of natural light. This creates a soft, diffused illumination.
- Plain backdrop: Use a plain, light-colored wall as a backdrop. This helps in achieving a clean, uncluttered look.
- Avoid over-posing: Encourage subjects to be themselves. Aim for natural, relaxed postures over forced poses.
- Simplicity is key: Keep your compositions simple. Focus on capturing the subject clearly and authentically.



Digital

9

# MS PowerPoint presentations

Templates are automatically available when you are logged into your Microsoft 365 account. The right fonts are embedded in the templates.

● Don't overload slides with text.

Stick to using the template design, avoid inventing your own layouts.

[Download templates](#) →

knowit

Hej!/Hei!/Moi!



1.2

## Sub chapter

By 2030, 80 % of net sales shall contribute to at least one of the UN sustainable development goals where Knowit can make the largest difference.

Knowit is a climate-positive company in 2022 and shall halve its CO2e emissions before 2030.

knowit

15

About Knowit

## Proessen må være strukturert, standardisert og regelbasert

- Knowit shall be an inclusive workplace with an even gender distribution (40–60 percent over time) among executives at all levels.
- We support customers in the digital transformation, simplify people's everyday



knowit

35

knowit

Tack/Takk/Kiitos

Call to action lorem ipsum dolor sit amet Knowit and client.

5

knowit

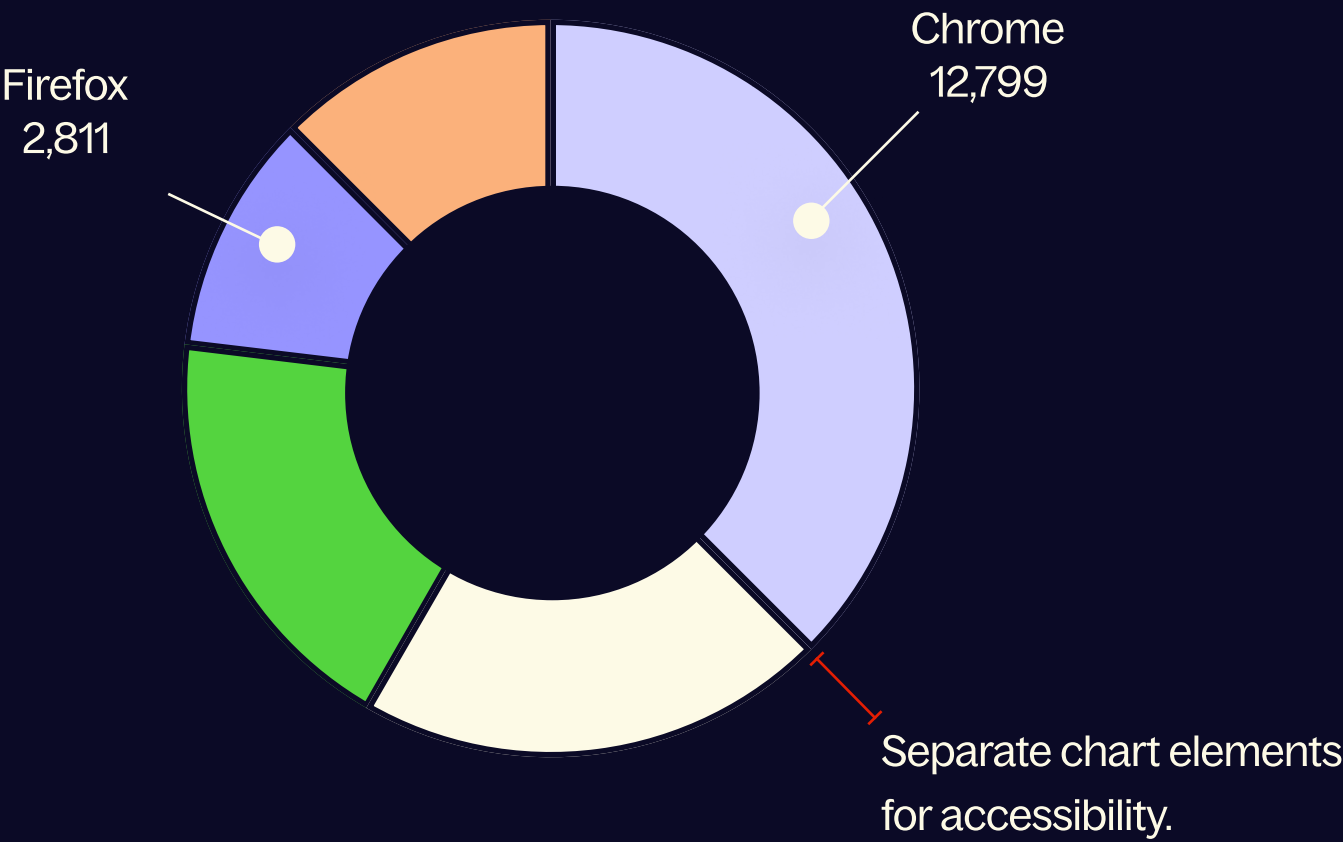
# Charts and diagrams

As explained [here](#), colours for charts and diagrams deviate from the brand palette to be accessible and easy to distinguish.

## Statistics

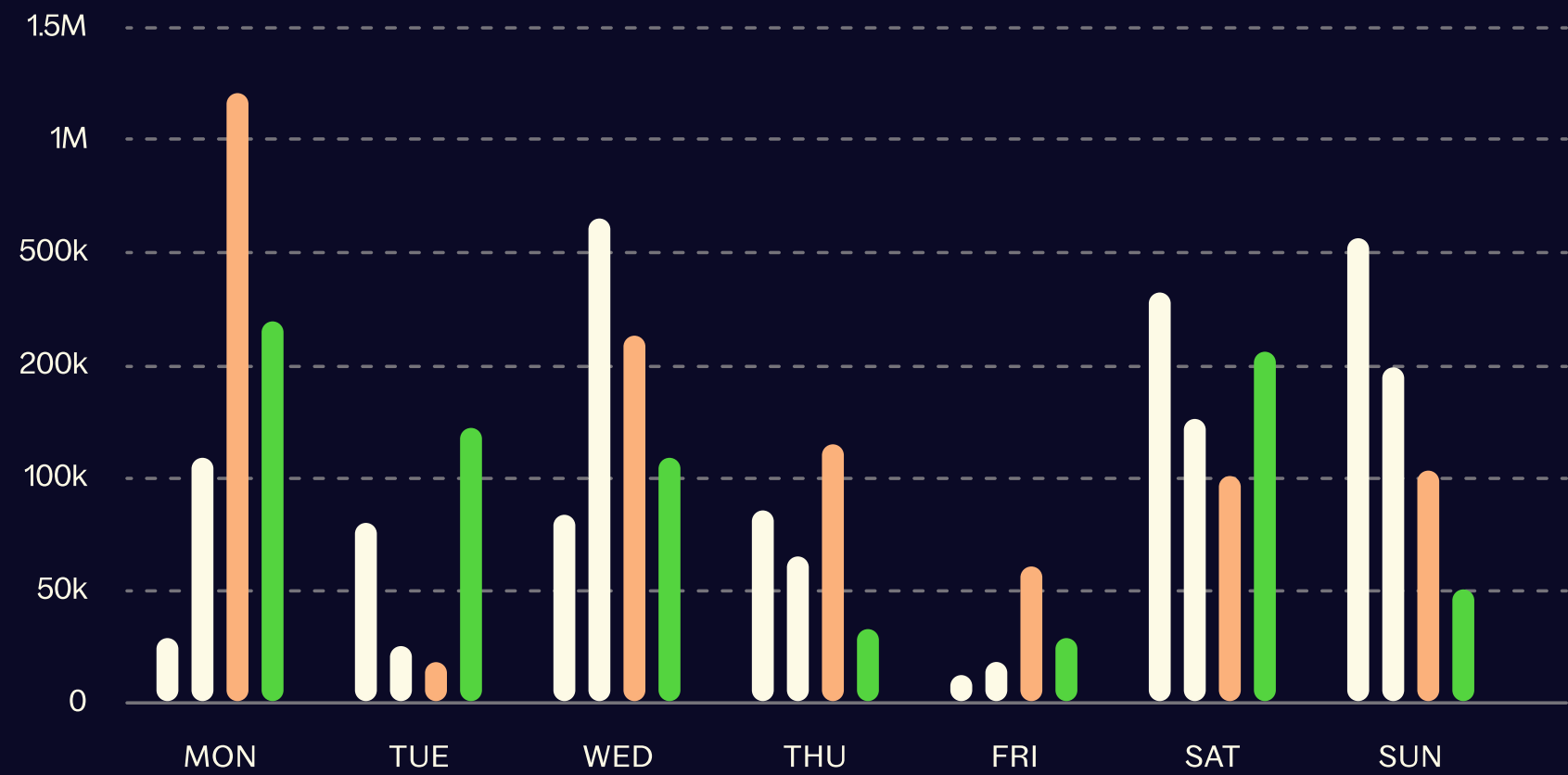
Browser usage

This week  
229,293



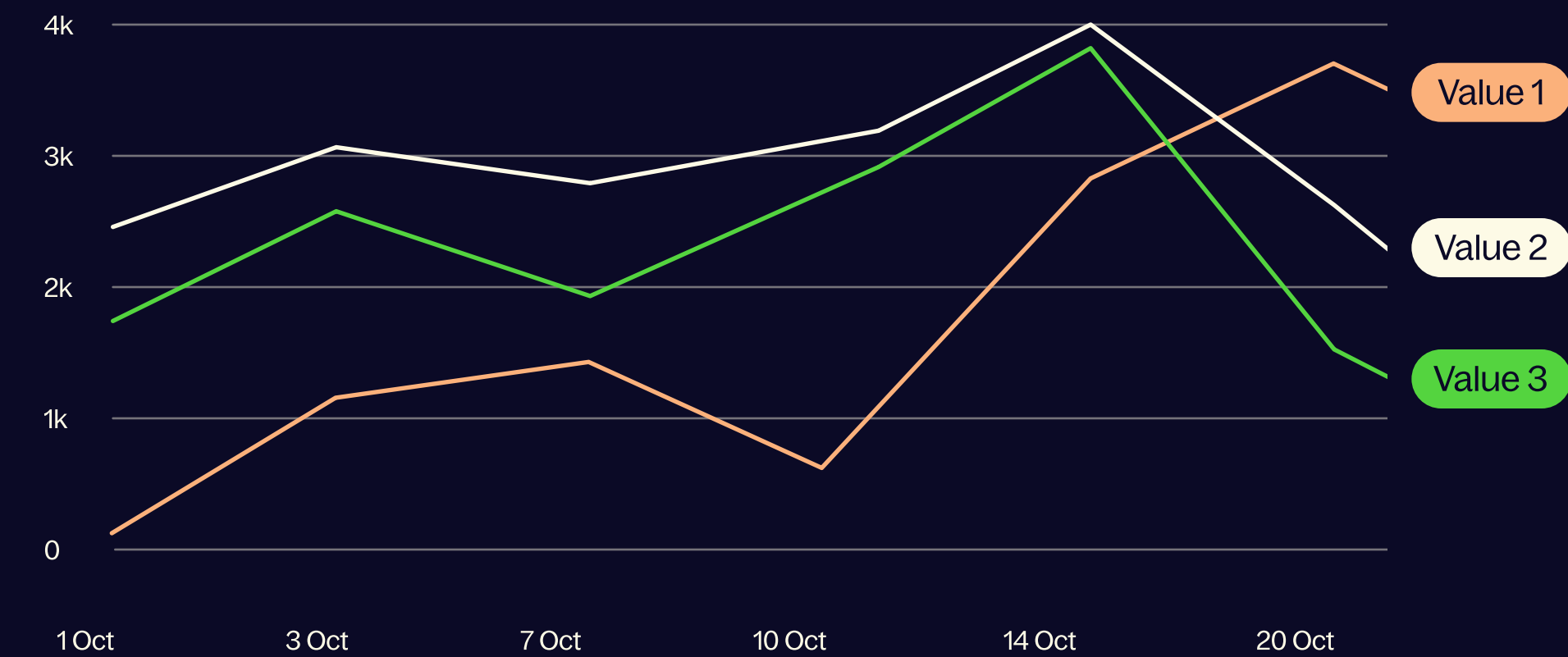
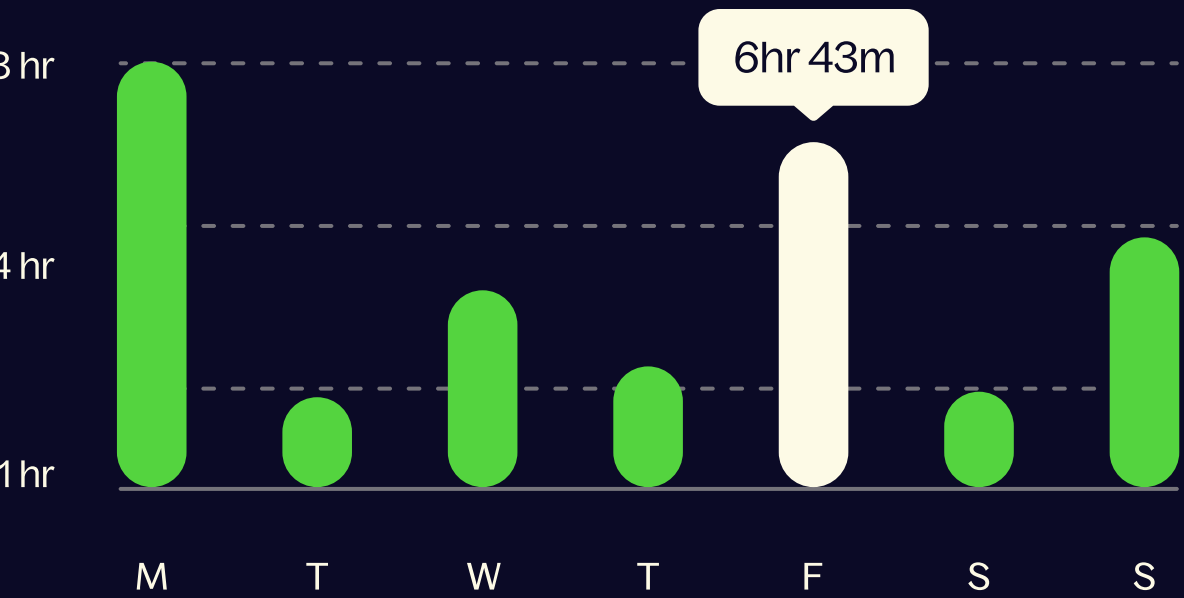
## Statistics

Total summary of sales



Average time spent

4h 35m ↓



# Interface color styles

These tints are only to be used for web and application design. Identity color are marked with a dot.

<div></div>	<div>DARK BLUE 100 #010017</div>	<div></div>	<div>BLUE 100 #2C16B4</div>	<div></div>	<div>PURPLE 100 #9795FF</div>	<div></div>	<div>PINK 100 #FCB27C</div>	<div></div>	<div>OFF-WHITE 100 #FFFEF6</div>
<div></div>	<div>DARK BLUE 80 #020124</div>	<div></div>	<div>BLUE 80 #372BC5</div>	<div></div>	<div>PURPLE 80 #B2B0FF</div>	<div></div>	<div>PINK 80 #FFC499</div>	<div></div>	<div>OFF-WHITE 80 #FEFBE6</div>
<div></div>	<div>DARK BLUE 60 #0A0A2D</div>	<div></div>	<div>BLUE 60 #5C44ED</div>	<div></div>	<div>PURPLE 60 #CFCEFF</div>	<div></div>	<div>PINK 60 #FFD6B8</div>	<div></div>	<div>OFF-WHITE 60 #FAF6DD</div>
<div></div>	<div>DARK BLUE 40 #100A3A</div>	<div></div>	<div>BLUE 40 #7660FF</div>	<div></div>	<div>LIGHT PURPLE 40 #E9E9FF</div>	<div></div>	<div>PINK 40 #FFE0CA</div>	<div></div>	<div>OFF-WHITE 40 #F3EFD5</div>
<div></div>	<div>DARK BLUE 20 #120850</div>	<div></div>	<div>BLUE 20 #8176FF</div>	<div></div>	<div>LIGHT PURPLE 20 #F7F6FF</div>	<div></div>	<div>PINK 20 #FFEADB</div>	<div></div>	<div>OFF-WHITE 20 #EFEACC</div>
<div></div>	<div>DECORATIVE GREEN #55D440</div>	<div></div>		<div></div>	<div>DARK BLUE 0.88 ALPHA #0B0B26</div>	<div></div>	<div>OFF-WHITE 0.88 ALPHA #FEFBE6</div>	<div></div>	
<div></div>		<div></div>		<div></div>	<div>DARK BLUE 0.66 ALPHA #0B0B26</div>	<div></div>	<div>OFF-WHITE 0.66 ALPHA #FEFBE6</div>	<div></div>	
<div></div>		<div></div>		<div></div>	<div>DARK BLUE 0.44 ALPHA #0B0B26</div>	<div></div>	<div>OFF-WHITE 0.44 ALPHA #FEFBE6</div>	<div></div>	
<div></div>		<div></div>		<div></div>	<div>DARK BLUE 0.22 ALPHA #0B0B26</div>	<div></div>	<div>OFF-WHITE 0.22 ALPHA #FEFBE6</div>	<div></div>	
<div></div>	<div>VALIDATION GREEN (TEXT ONLY) #12862B</div>	<div></div>	<div>ALERT RED (ALERT TEXT ONLY) #E31F04</div>	<div></div>	<div>DARK BLUE 0.08 ALPHA #0B0B26</div>	<div></div>	<div>OFF-WHITE 0.08 ALPHA #FEFBE6</div>	<div></div>	





Inspiration

10



knowit

Sök  Meny 

Building the future takes a whole set of digitalization skills. Welcome to our world.

Vårt erbjudande →   Kunder →   Karriär →



☁ 5.6°C 2.4 m/s 10:19

Design inspired by the Nordic sky above Knowit, Luleå 



Hej! / Hei! / Moi!

We are thrilled to have you join our team. At Knowit, we cherish innovation, collaboration, and continuous development. We are eager to see your unique talents and ideas contribute to our collective goals.

Remember to always support you in  
Let's create amazing things together!

Warmest welcome aboard!

# Welcome to Knowit!

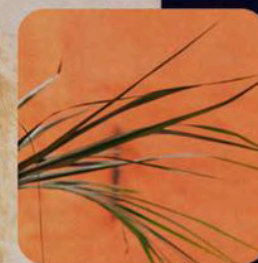


knowit

Hej!

Hei!

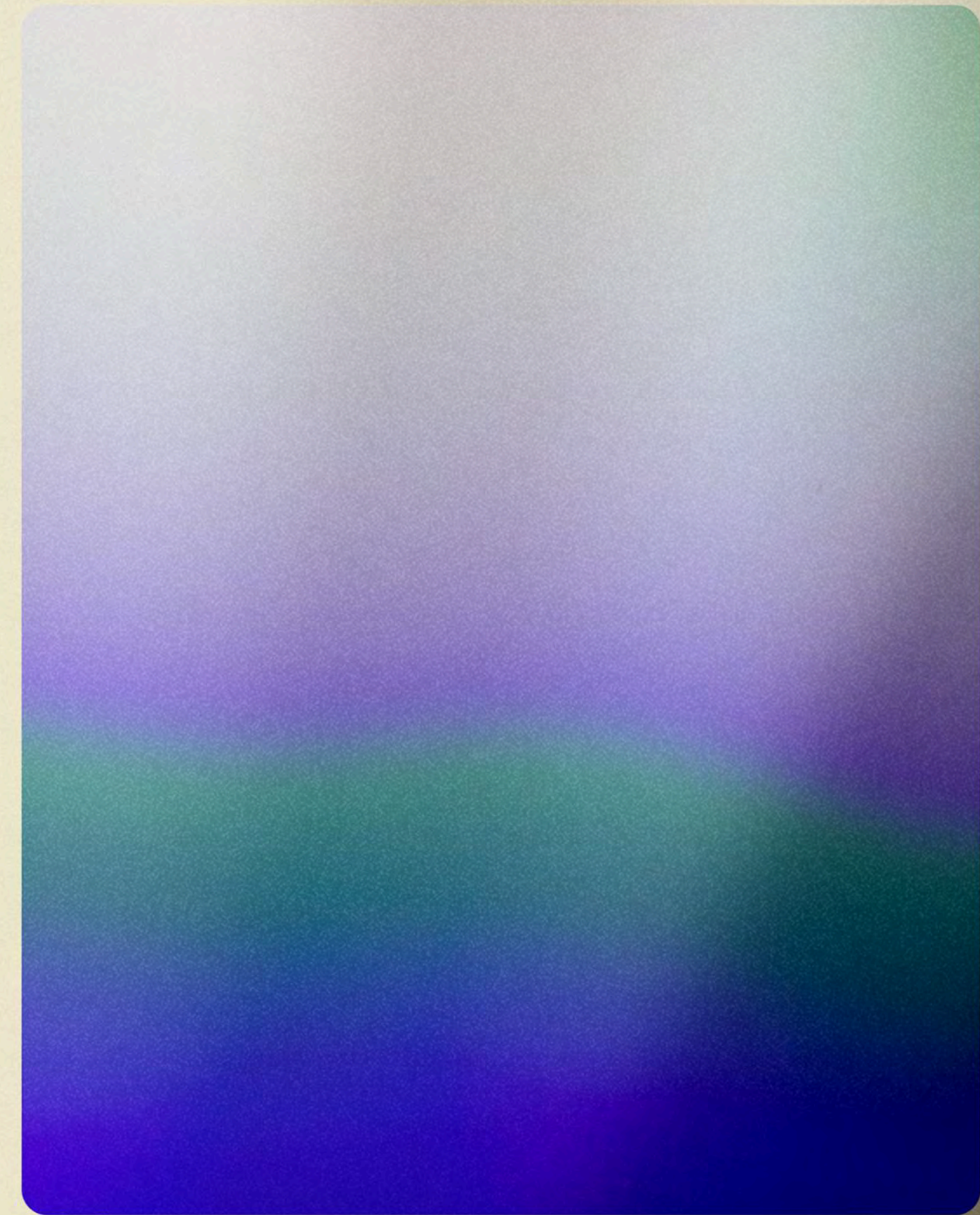
Moi!





Let's *challenge* it

knowit



knowit





2025

# Sustainable Technology

In a fast-moving world, we assist our clients in staying relevant, agile and profitable by driving significant transformations. We operate fluidly between strategy and execution to develop innovative services.

knowit



BLOGG

## Dataskydd – kompext, verk- samhetsnära och allas ansvar

Fiona Hansson  
Rådgiver



BLOGG

## Dataskydd – kompext, verk- samhetsnära och allas ansvar

Fiona Hansson  
Rådgiver



# Continued growth with good profitability



Net sales increased by 16.2% to sek 1,970.5 (1,695.3) million

The operating profit (ebita) increased by 2.7% to sek 197.2 (192.1) million. the adjusted operating profit (ebita) increased by 2.0% to sek 198.1 (194.2) million<sup>1)</sup>

The operating margin (ebita) was 10.0% (11.3). the adjusted operating margin (ebita) was 10.1% (11.5)<sup>1)</sup>

Results after tax increased to sek 104.1 (121.7) million

Earnings per share increased to sek 3.64 (4.34)<sup>2)</sup>

Cash flow from operating activities increased to sek 106.5 (5.2) million

<sup>1)</sup> EBITA is adjusted for items that affect comparability between periods, to improve understanding of the Group's underlying operative activities. For more information, see definitions on page 25.

<sup>2)</sup> Before and after dilution.

The information contained herein is such as shall be made public by Knowit AB (publ) in accordance with the EU Market Abuse Regulation and the Securities Market Act. The information was made public through the agency of CEO and President Per Wallentin, at 07:30 CEST on May 3, 2023.



# Let's challenge it together.

Um, incium, sit, exceperis a sitionse  
volupta tectem ea duciet re rum dende  
rciis aut perrovid ut aut es dolutaq  
uassequ iature conem el ipsae.



knowit





Building the future takes a  
whole set of digitalization  
skills. Welcome to our  
world.



knowit

# Changing the world



As we know it.



# Continued growth with good profitability



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# Light



# eliminates fear

knowit





A GUIDE TO

# Sustainable Technology

Um, incium, sit, exceperis a sitionse volupta  
tectem ea duciet re rum dende rciis aut perrovid  
ut aut es dolutaq uassequ iature conem el ipsae.



Building the  
future takes a  
whole set of  
digitalization  
skills.

Welcome to  
our world.



Get everyone on  
the train

Do you want to get better at leading yourself  
and others? Improve team collaboration  
whether you are under the same roof or  
working remotely? Exchange your business  
with us.





2023.02.09 Press release

Continued growth in an  
uncertain market



2023.02.09 Press release

Knowit and Verisure in a new  
strategic...



2023.02.09 Press release

Knowit continues to invest in  
cloud



Become one of us



# Hvordan effektivisere bank med KI som driver?

SPEAKER

Peder Midstuen  
(Storebrand) og Carine  
Nylander (Knowit)

STED

Knowit Experience



Real insights. Bold ideas.  
Knowit talks.

knowit







# knowit

