

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 regardless 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 hierarchy

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.

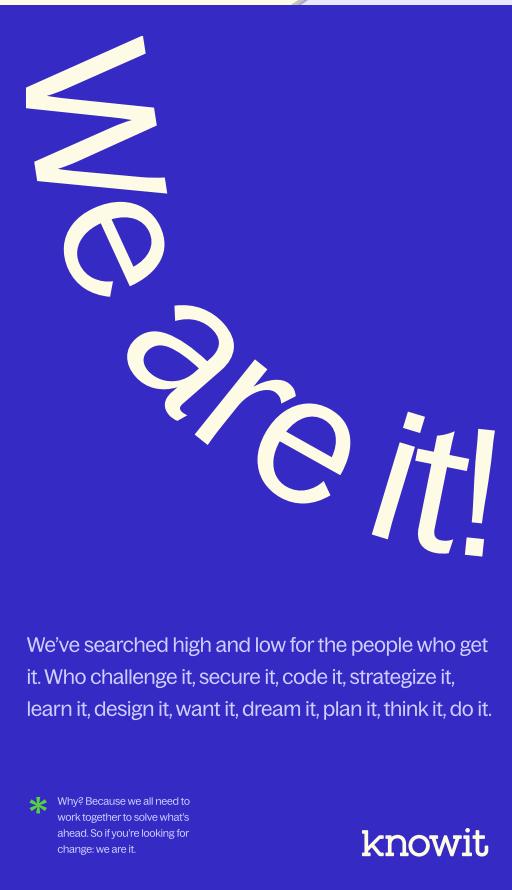
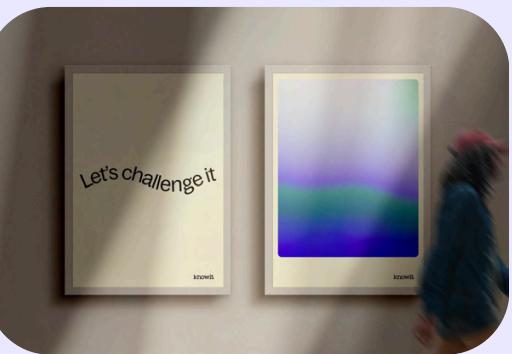
Make sure to apply the guidelines according to the appropriate level of formality and context.

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

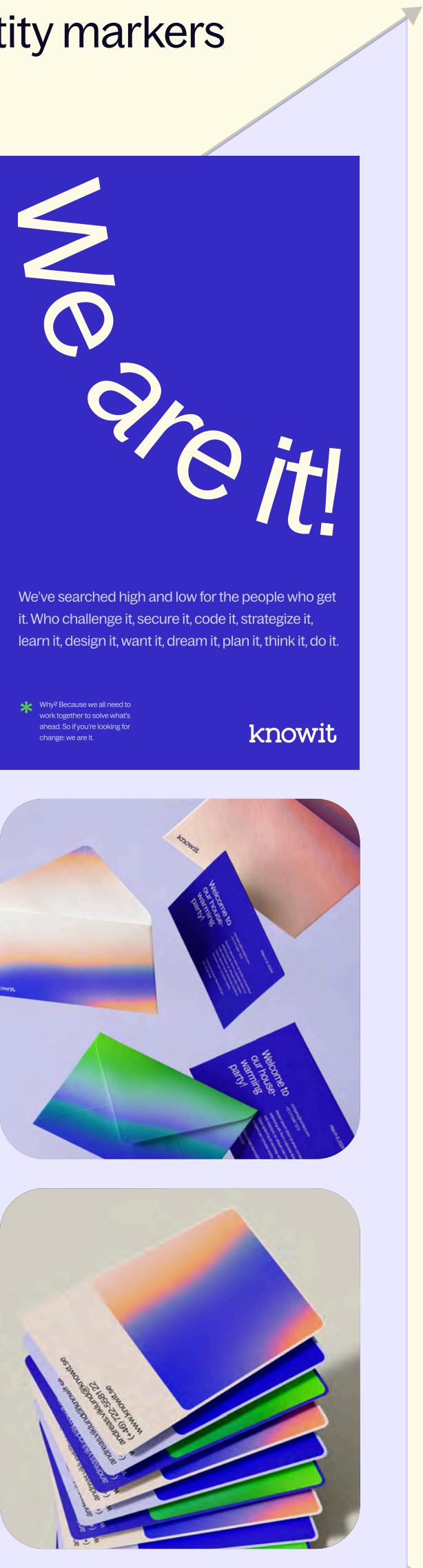
Elegant – darker, simpler, bolder



Developers



More colours
More identity markers
Louder



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Playful - More colours

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.

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.

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?

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.

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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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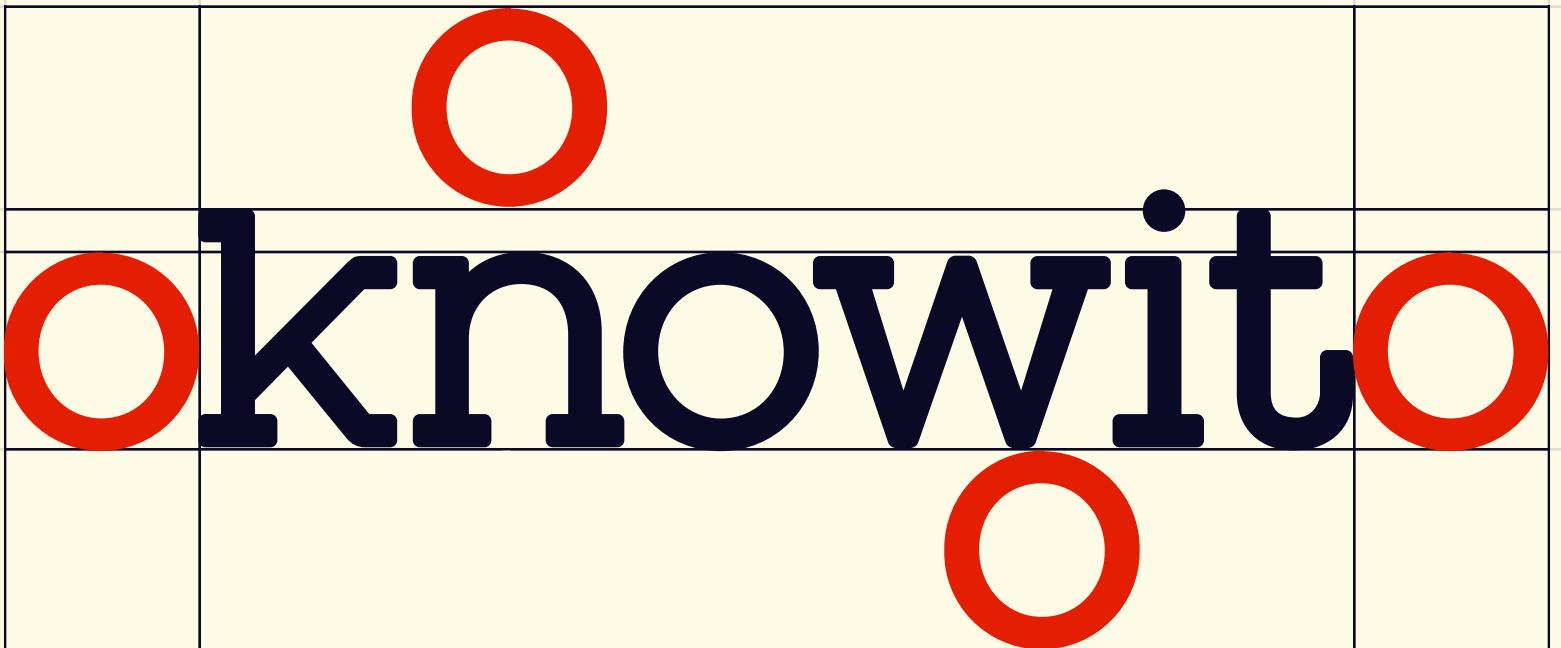
knowit

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



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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.

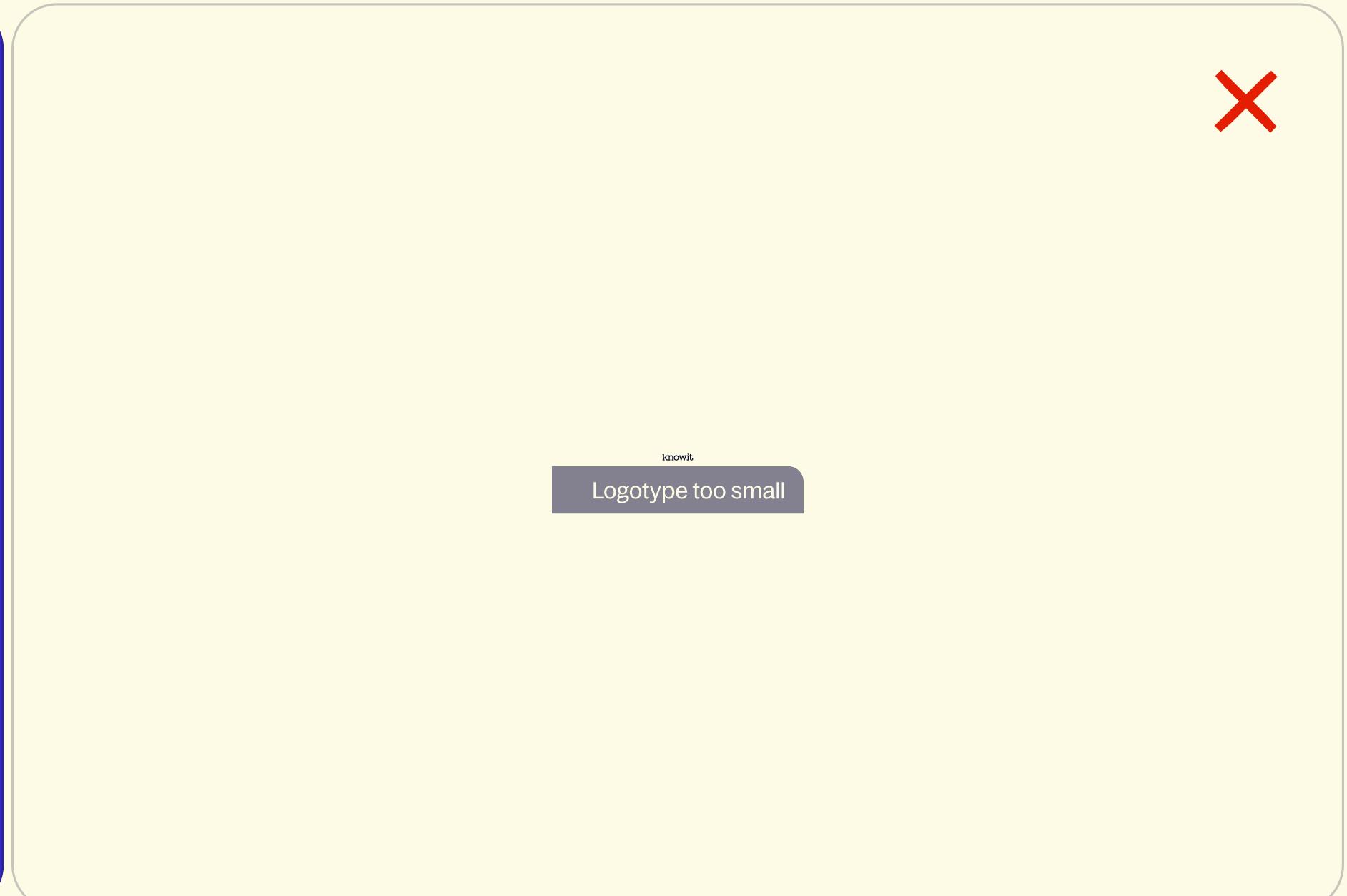
[View assets →](#)



Logotype Don'ts

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

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Logotype Do's

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



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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 #FEFBEB
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



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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 #FEFBEB
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

Green

HEX #55D440
RGB 85 / 212 / 64
CMYK 63 / 0 / 96 / 0
Pantone 802 C
NCS S 0570-G20Y

Pink

HEX #FFD6B8
RGB 255 / 214 / 184
CMYK 0 / 16 / 28 / 0
Pantone 475 C
NCS S 1015-Y50R

Light Pink

HEX #FFEBDD
RGB 255 / 235 / 221
CMYK 0 / 8 / 13 / 0
Pantone 9220 C
NCS S 0804-Y50R

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.

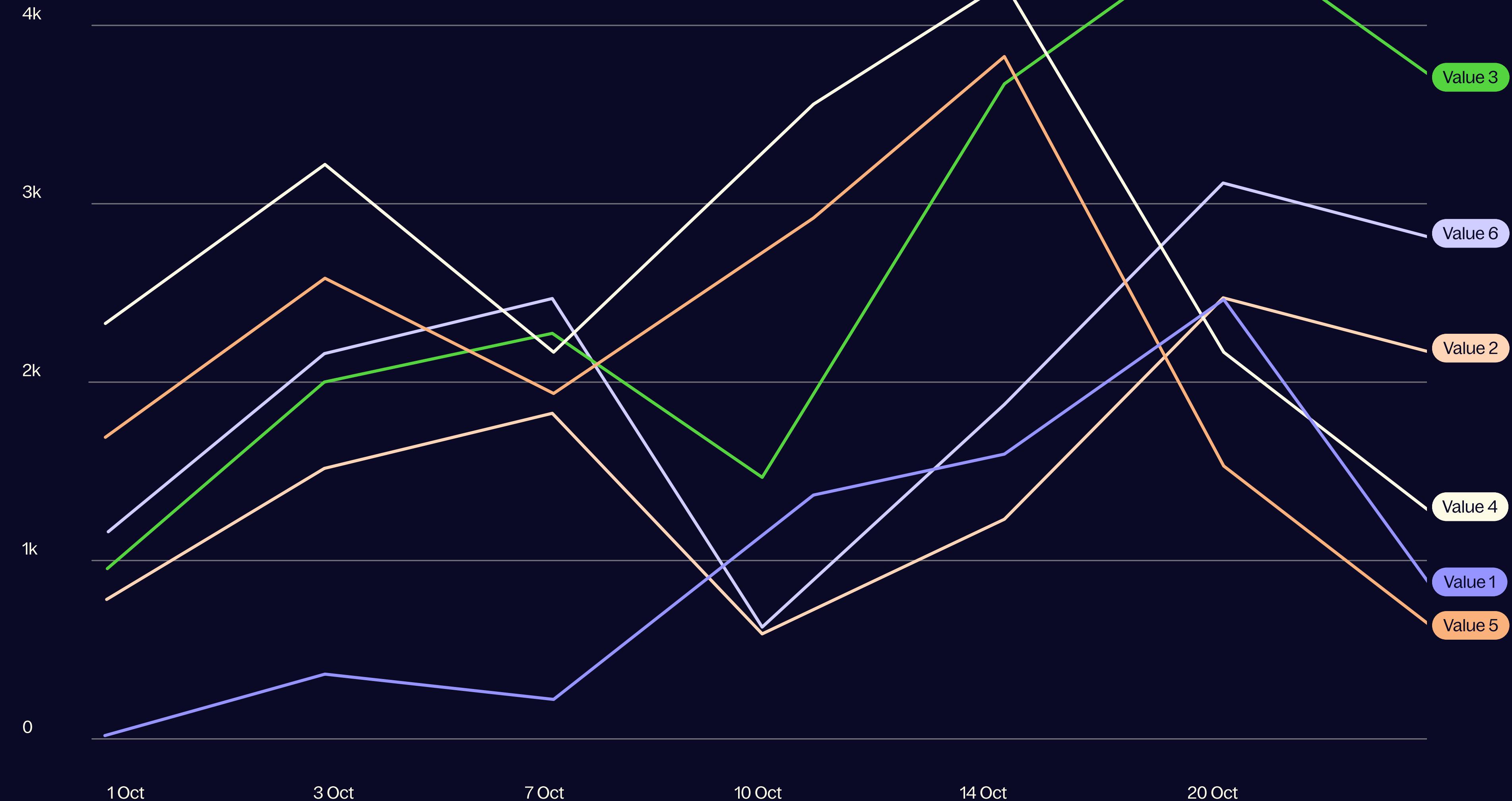
The primary colours should dominate, with the secondary colours serving as supporting elements to balance the overall visual impression.

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 #FEFBEE

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

1234567890
! ? @ % & €

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

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

1234567890
! ? @ % & €

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

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

HEADLINE - EXAMPLE

STANDFIRST – EXAMPLE

BODY – EXAMPLE

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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.

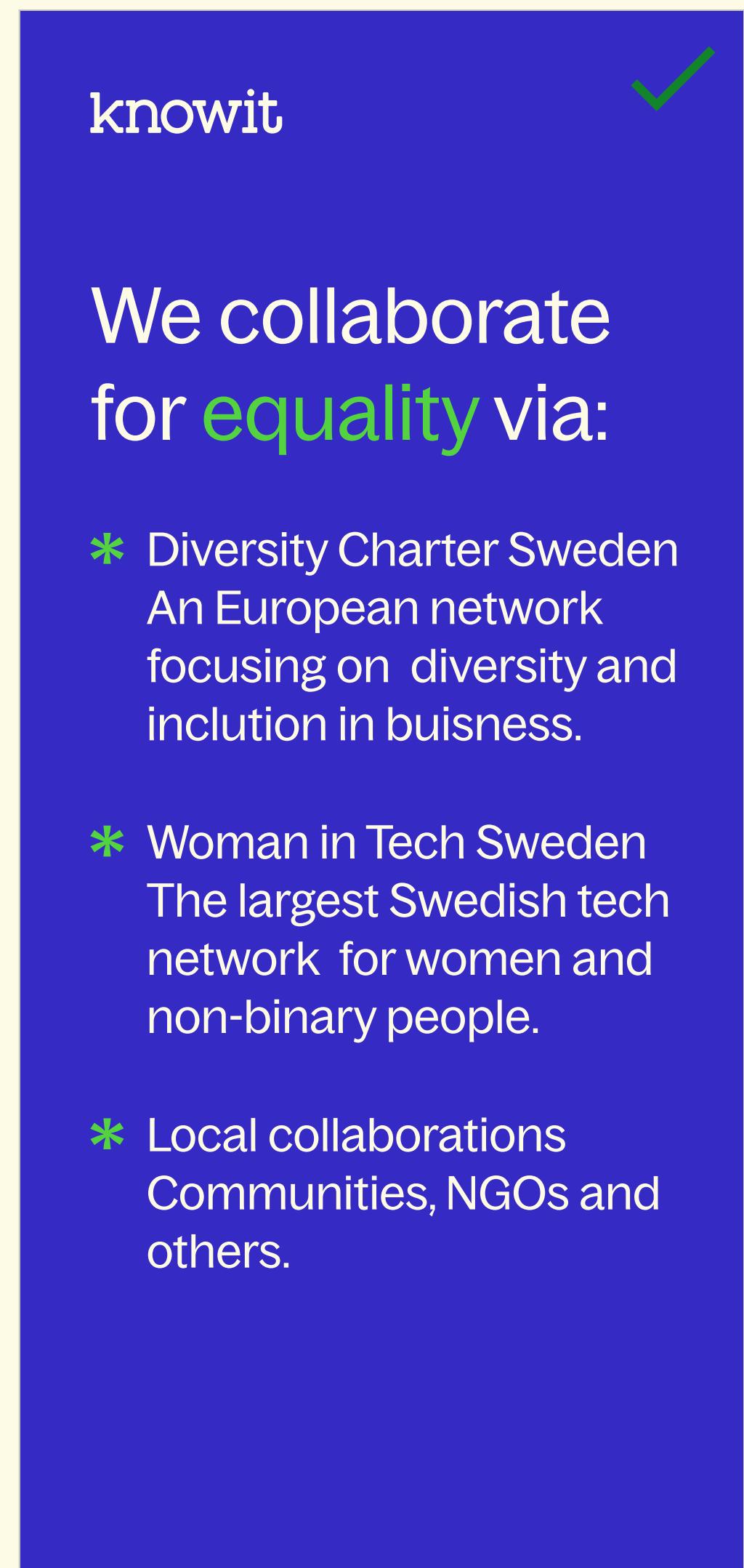
Avoid using any color combinations that are not specified on this page. Avoid mixing highlight colors.

This is a
highlight.

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.
•



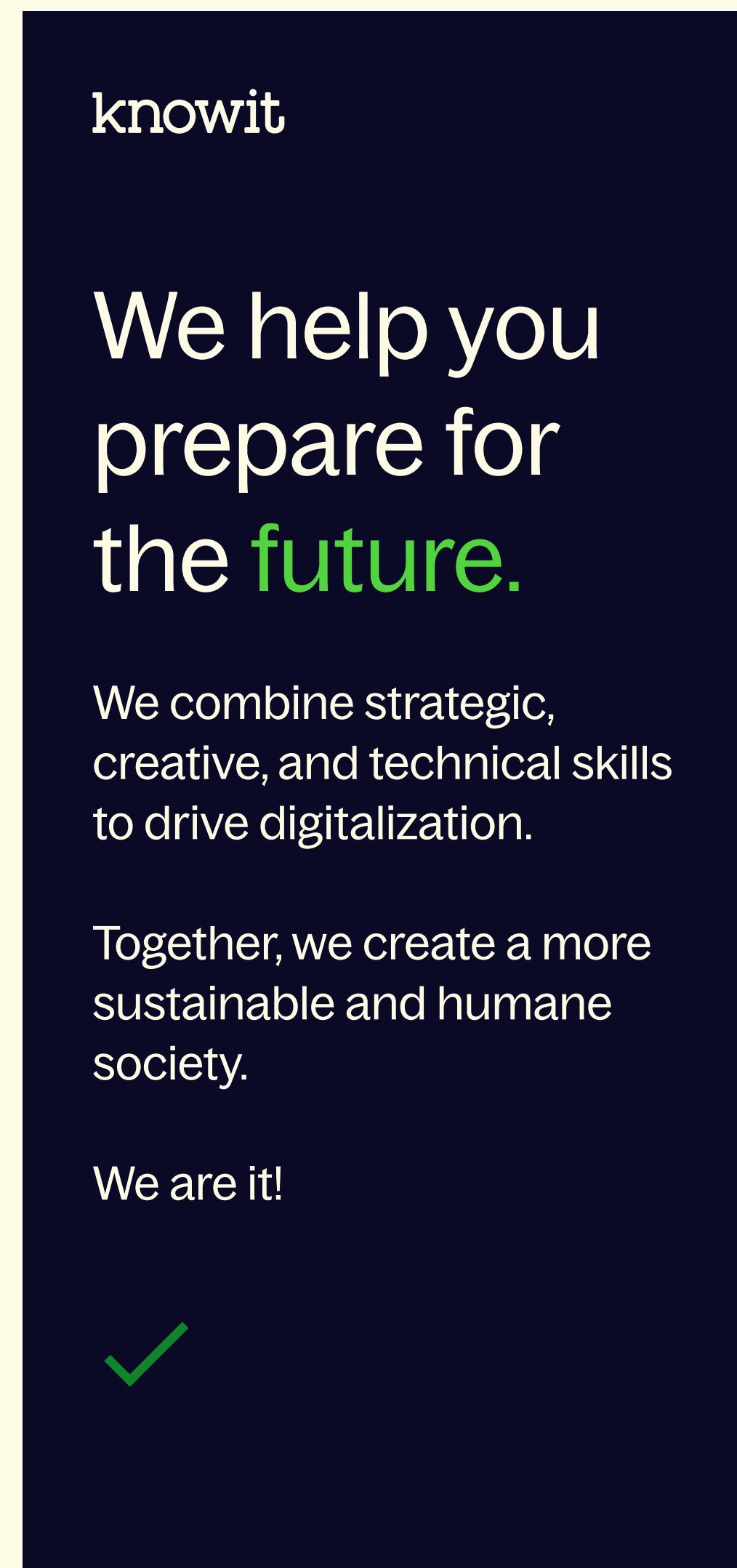
CORRECT USE

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



CORRECT USE

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



CORRECT USE

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

Typography – highlight don'ts

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

Avoid highlighting several words and sentences.
•

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We collaborate
for **equality** via:

- * Diversity Charter Sweden
An European network focusing on diversity and inclusion in business.
- * 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.

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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.

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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

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Hej!/Hei!/Moi!



Knowit / PPT template presentation

14.10.2023

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Hej!/Hei!/Moi!



Graphics

5

Gradients

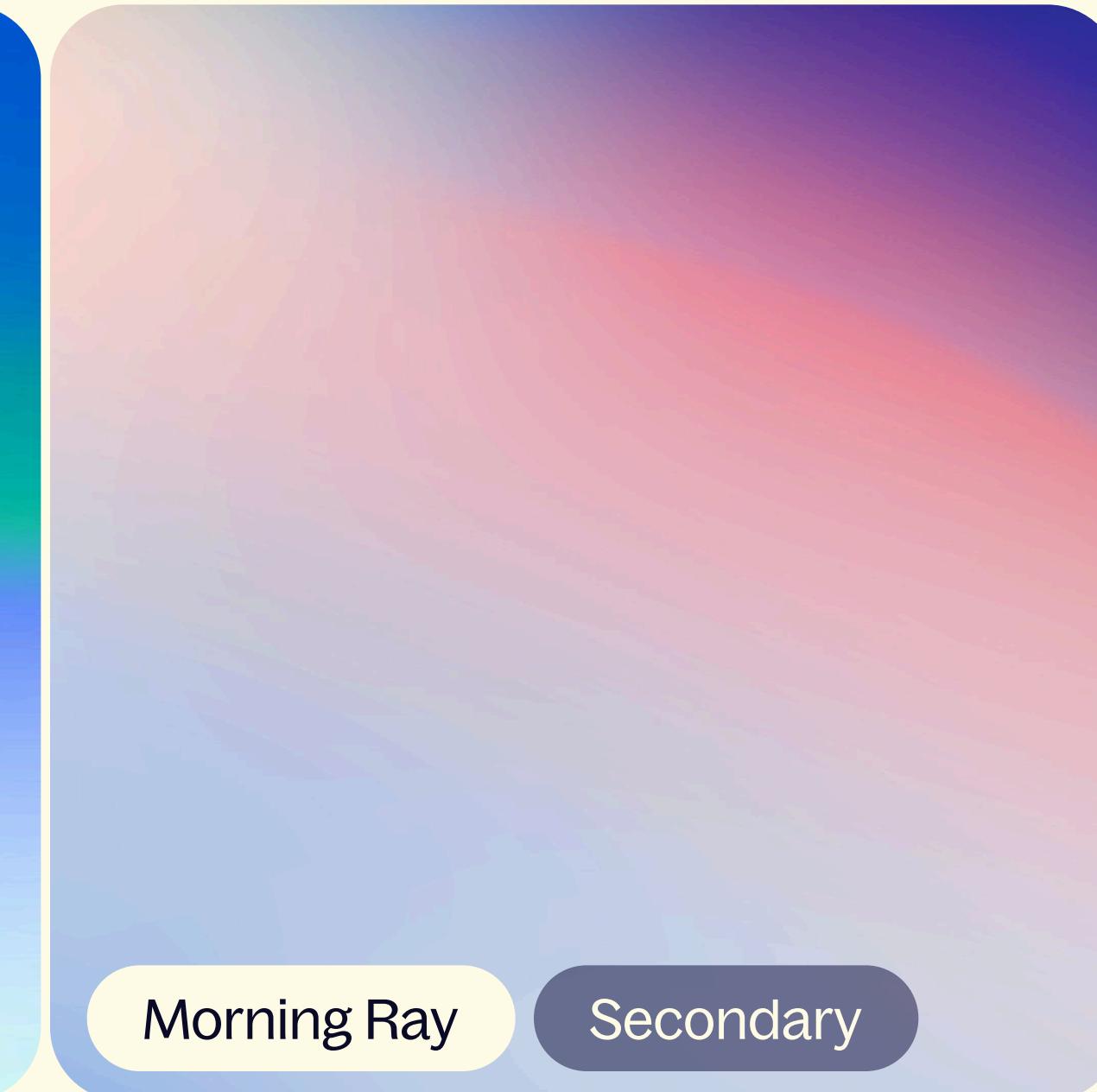
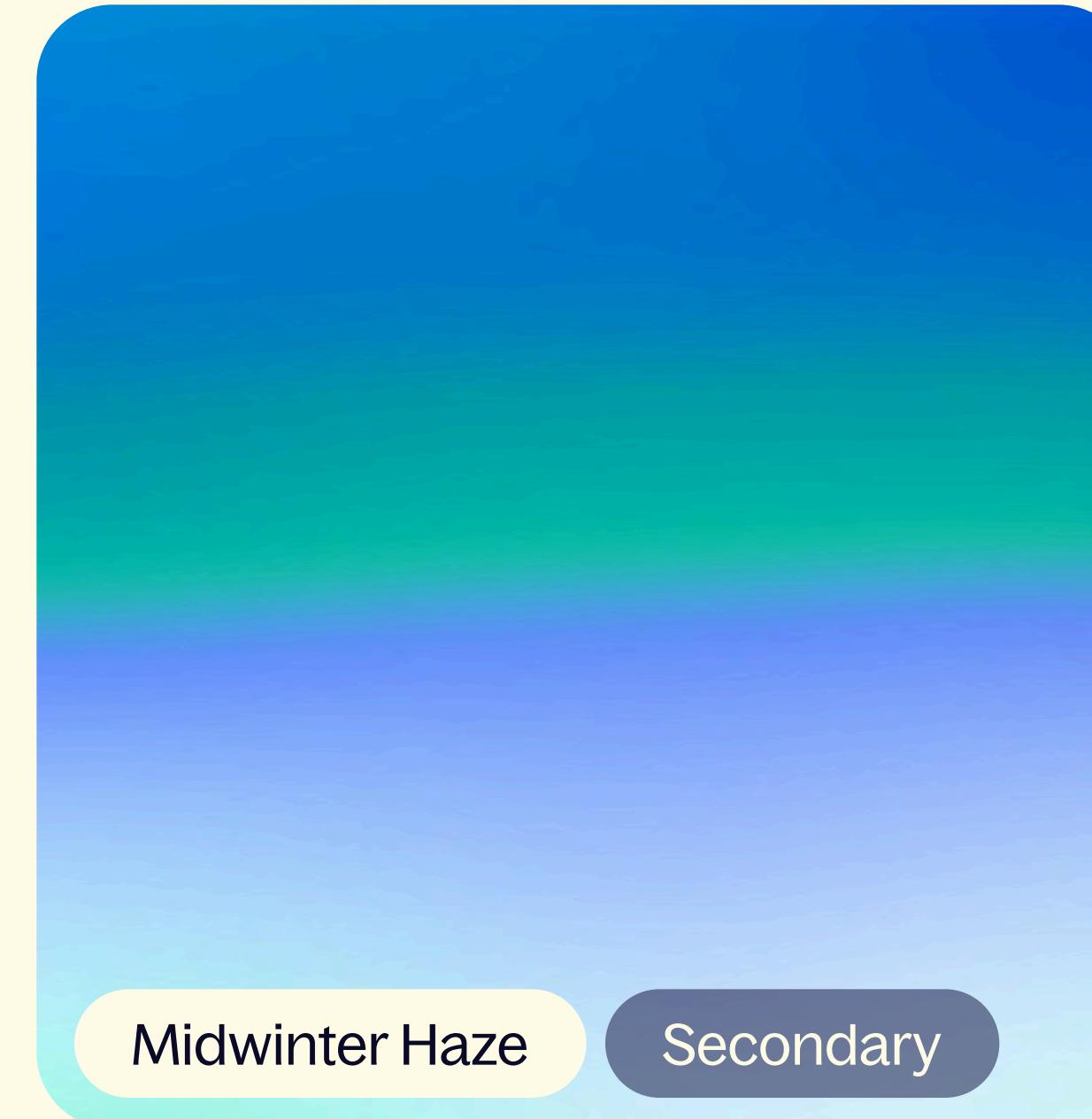
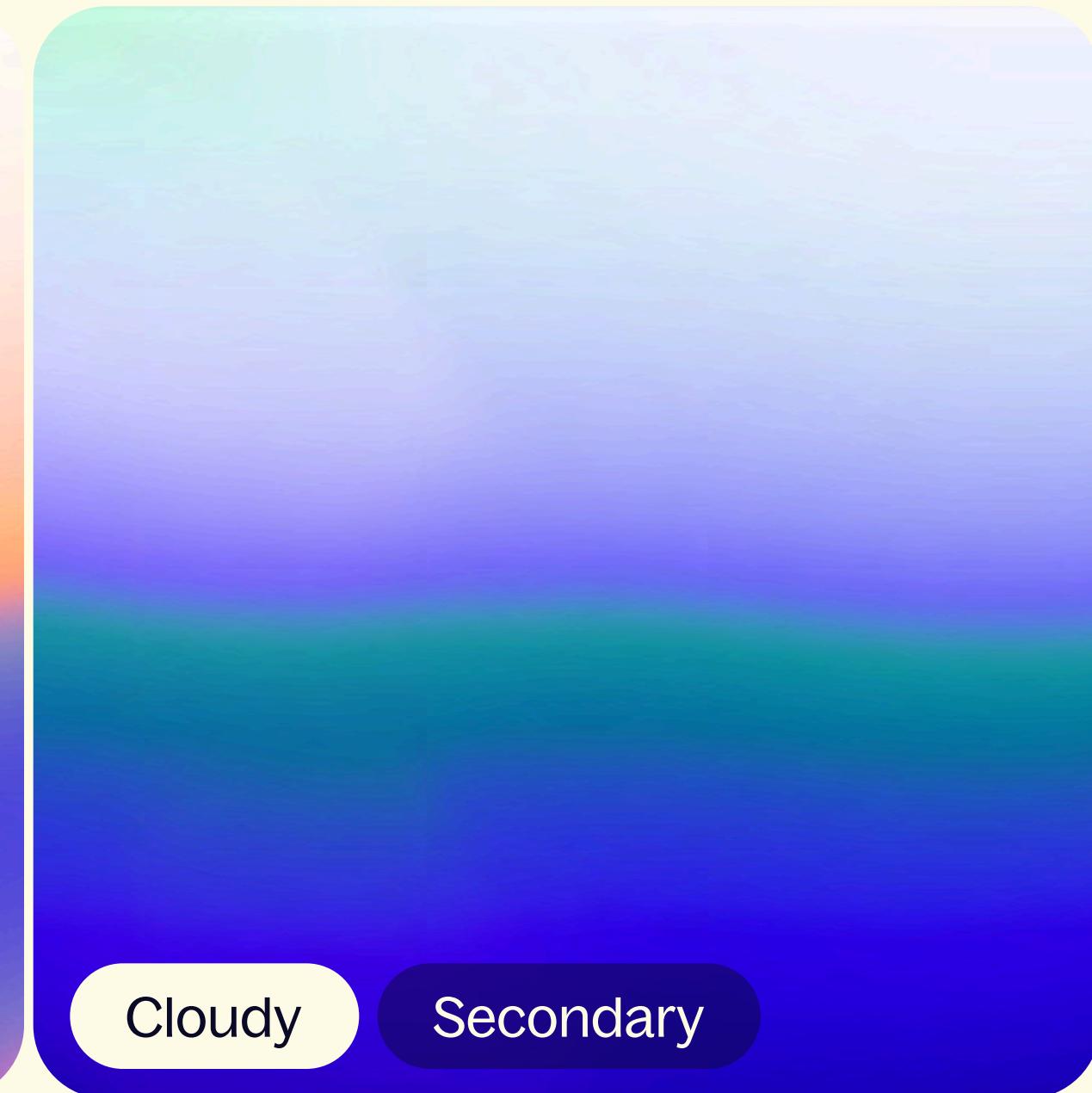
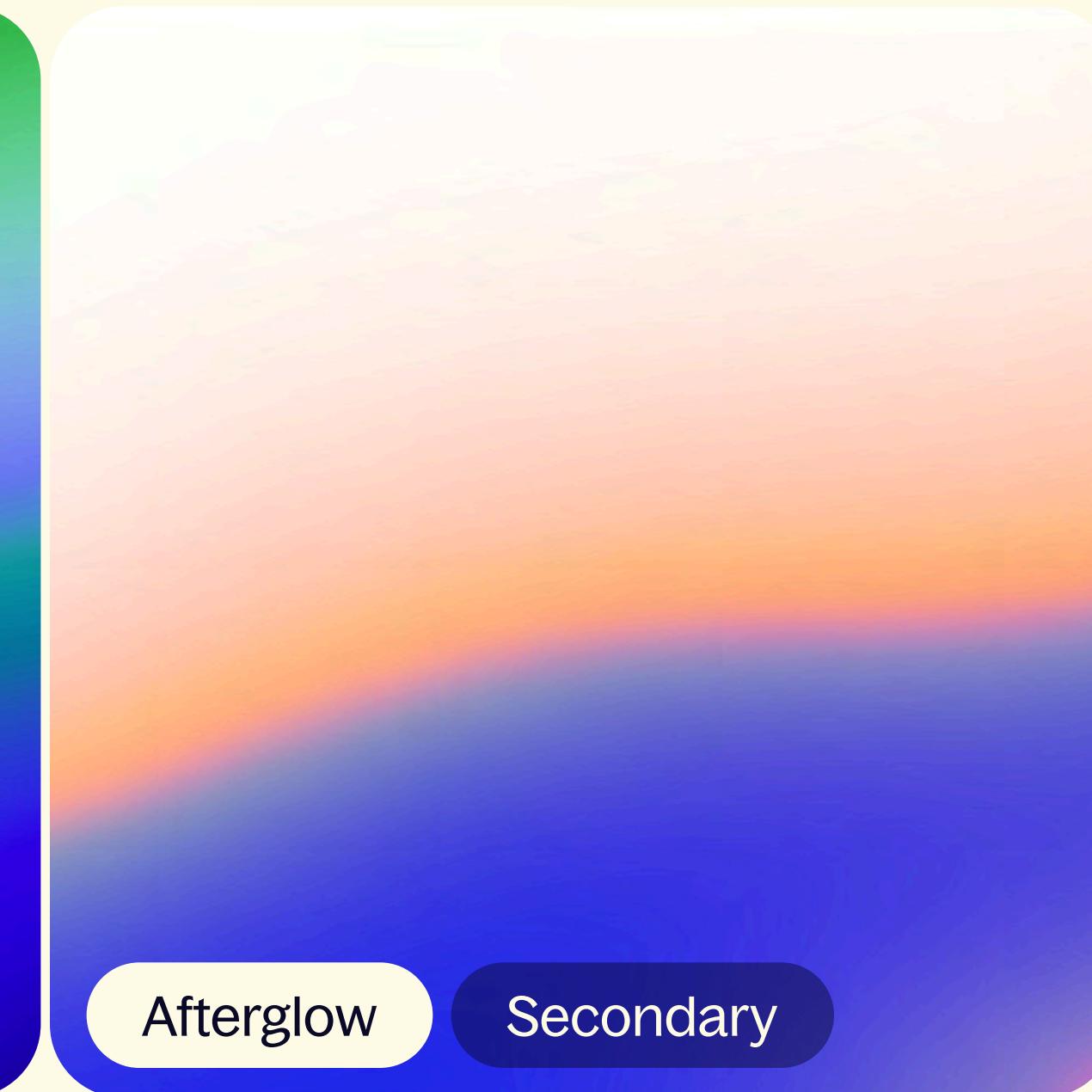
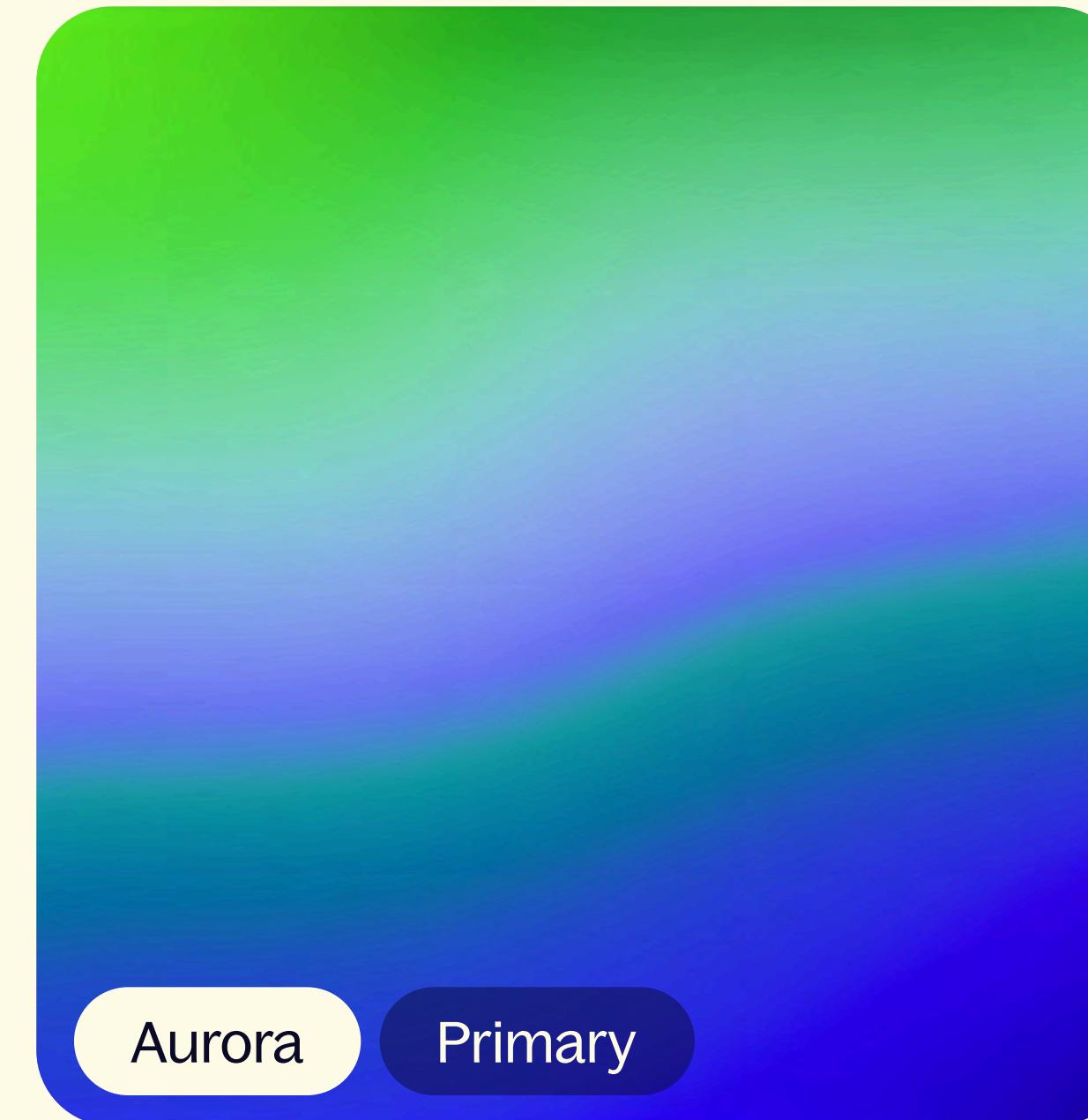
Pre-designed gradients provide an easy and effective way to elevate visual appeal. They effortlessly add depth and a captivating atmosphere to designs.

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 →](#)

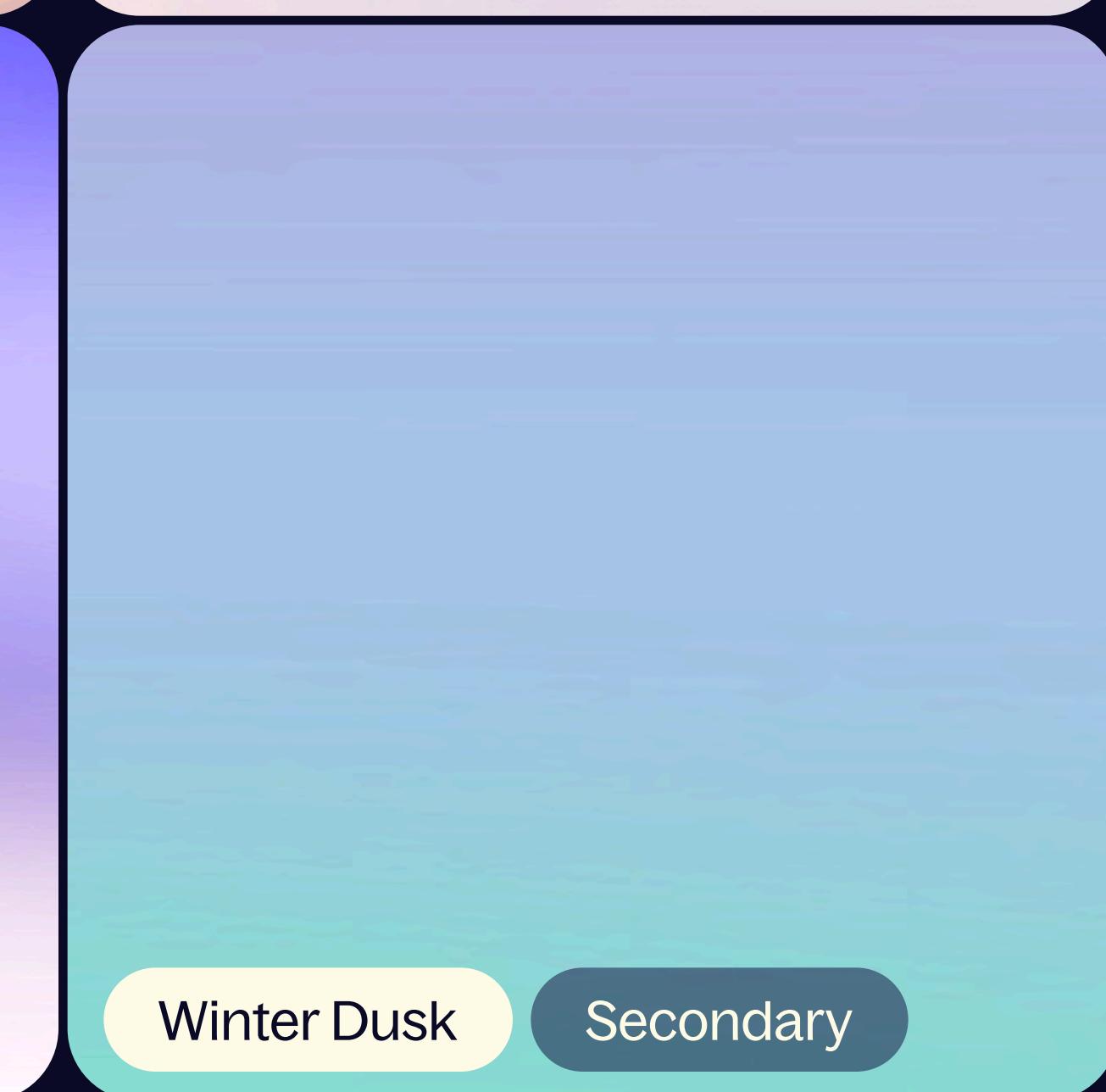
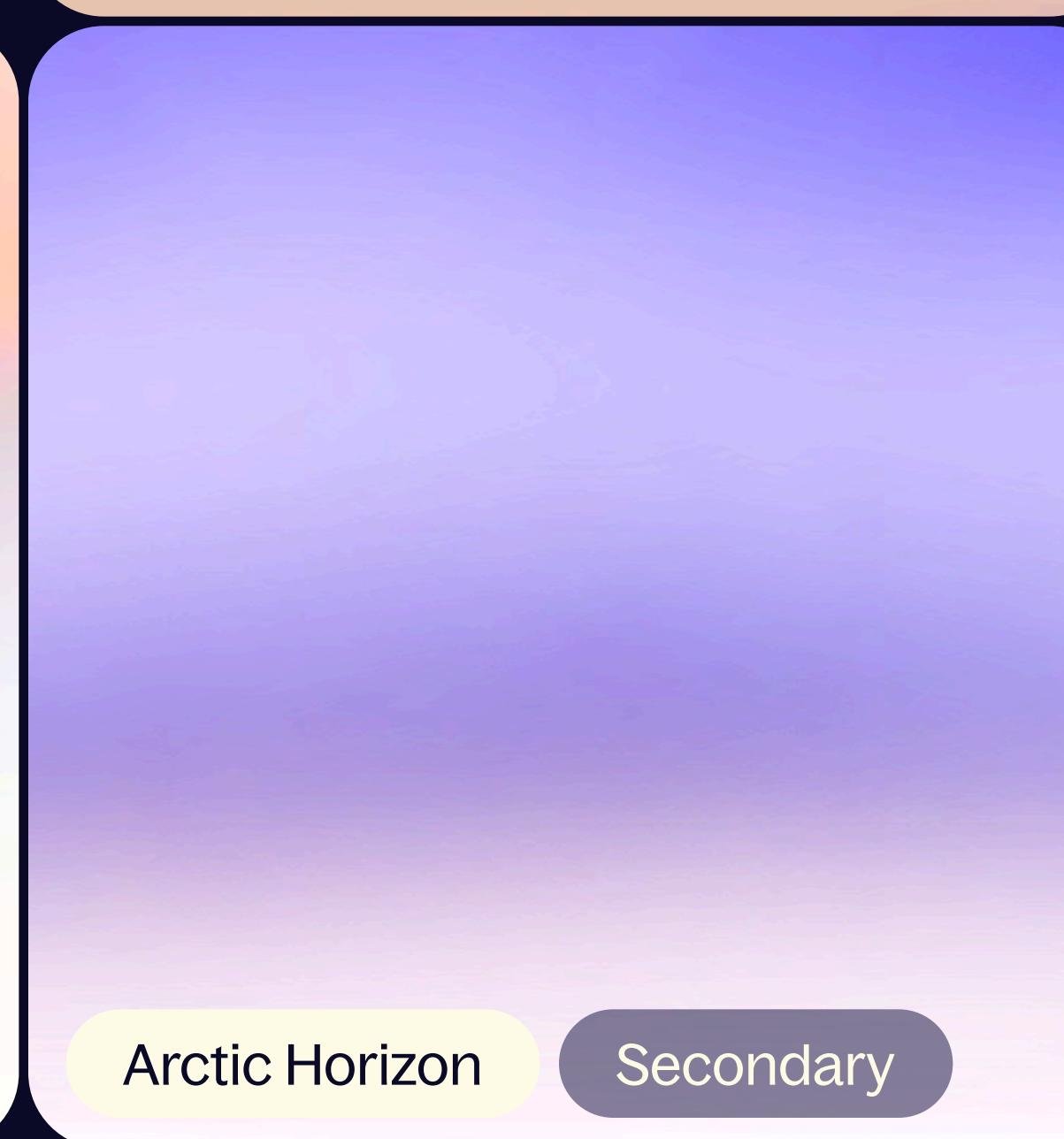
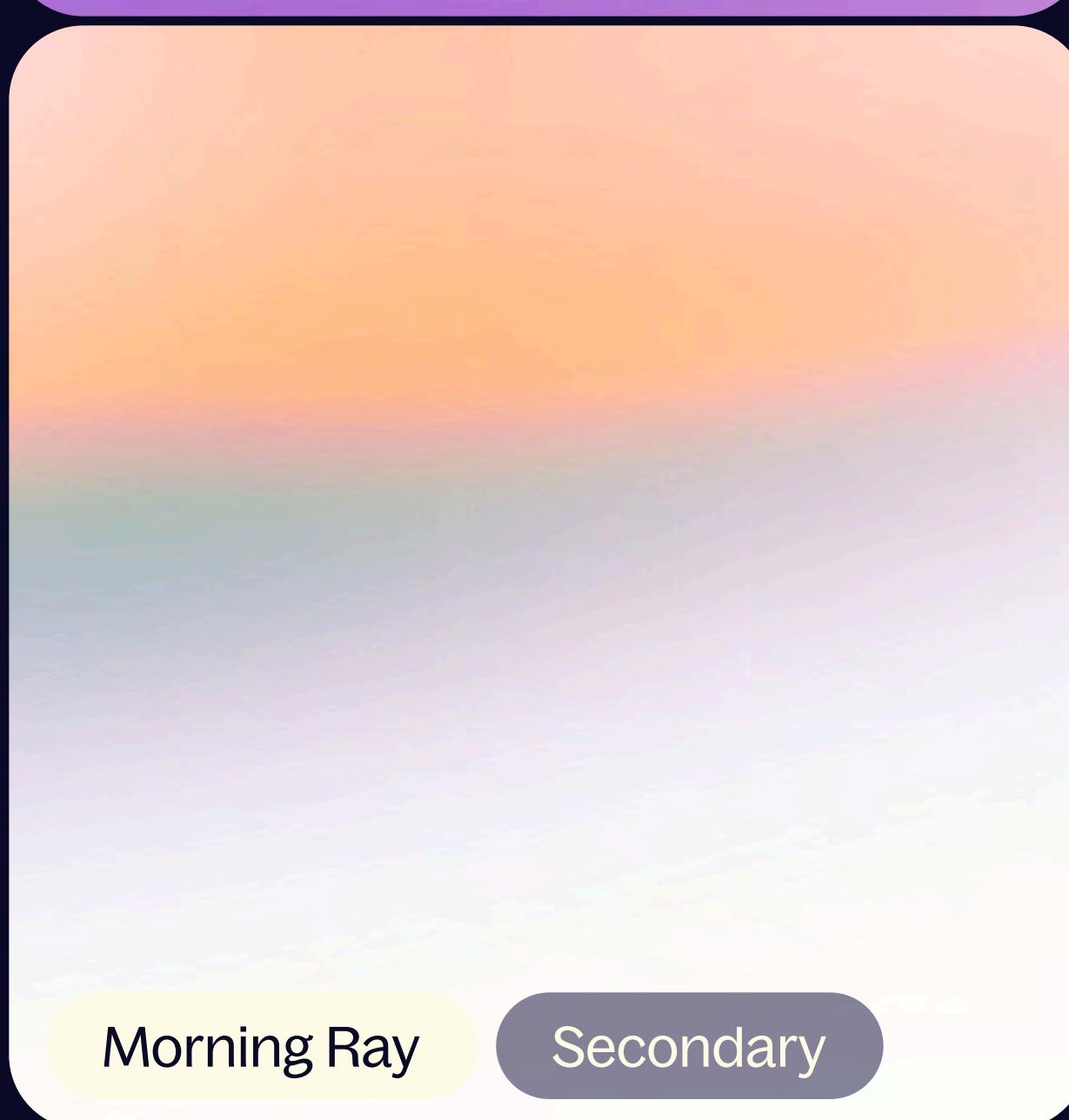
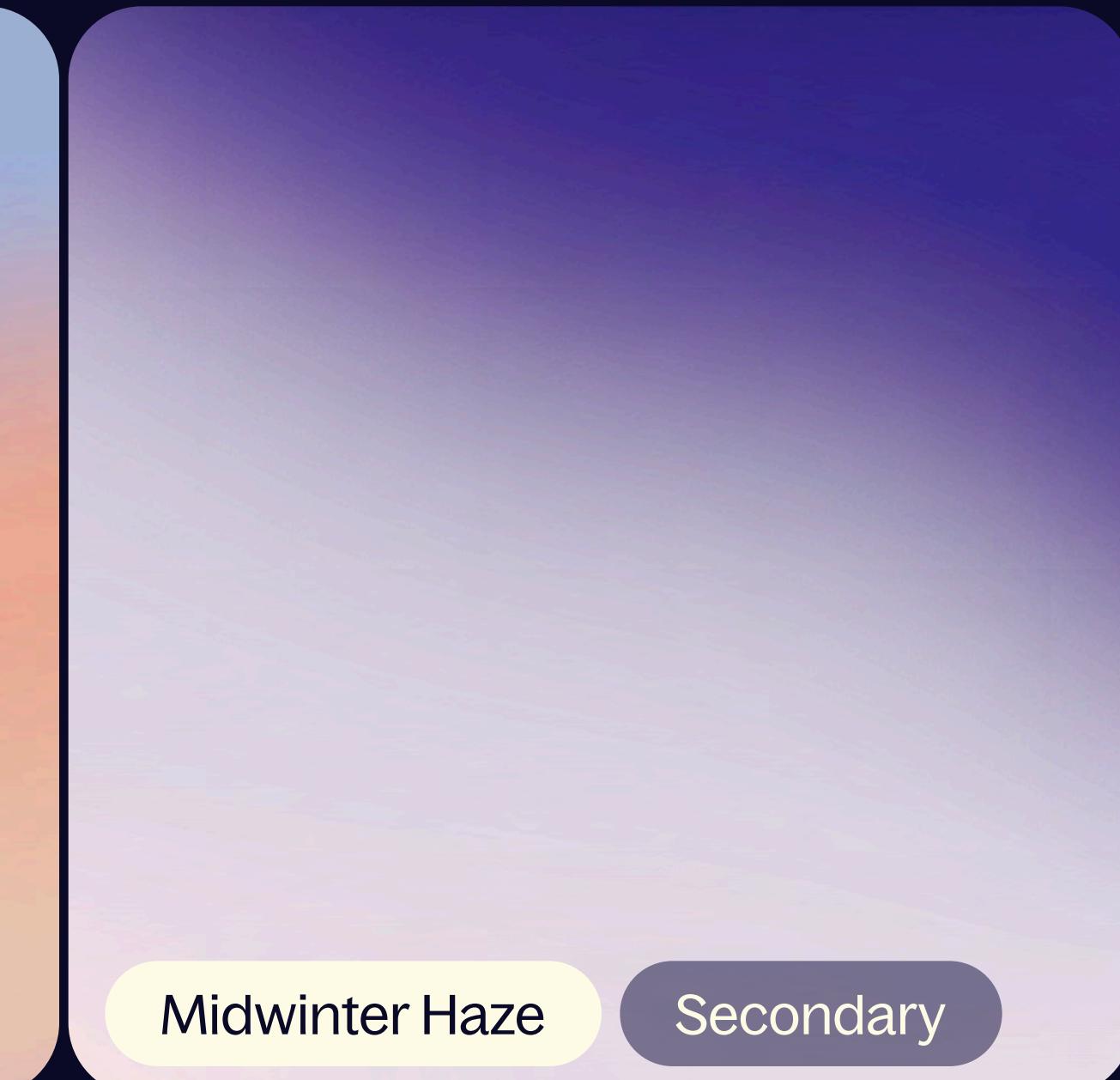
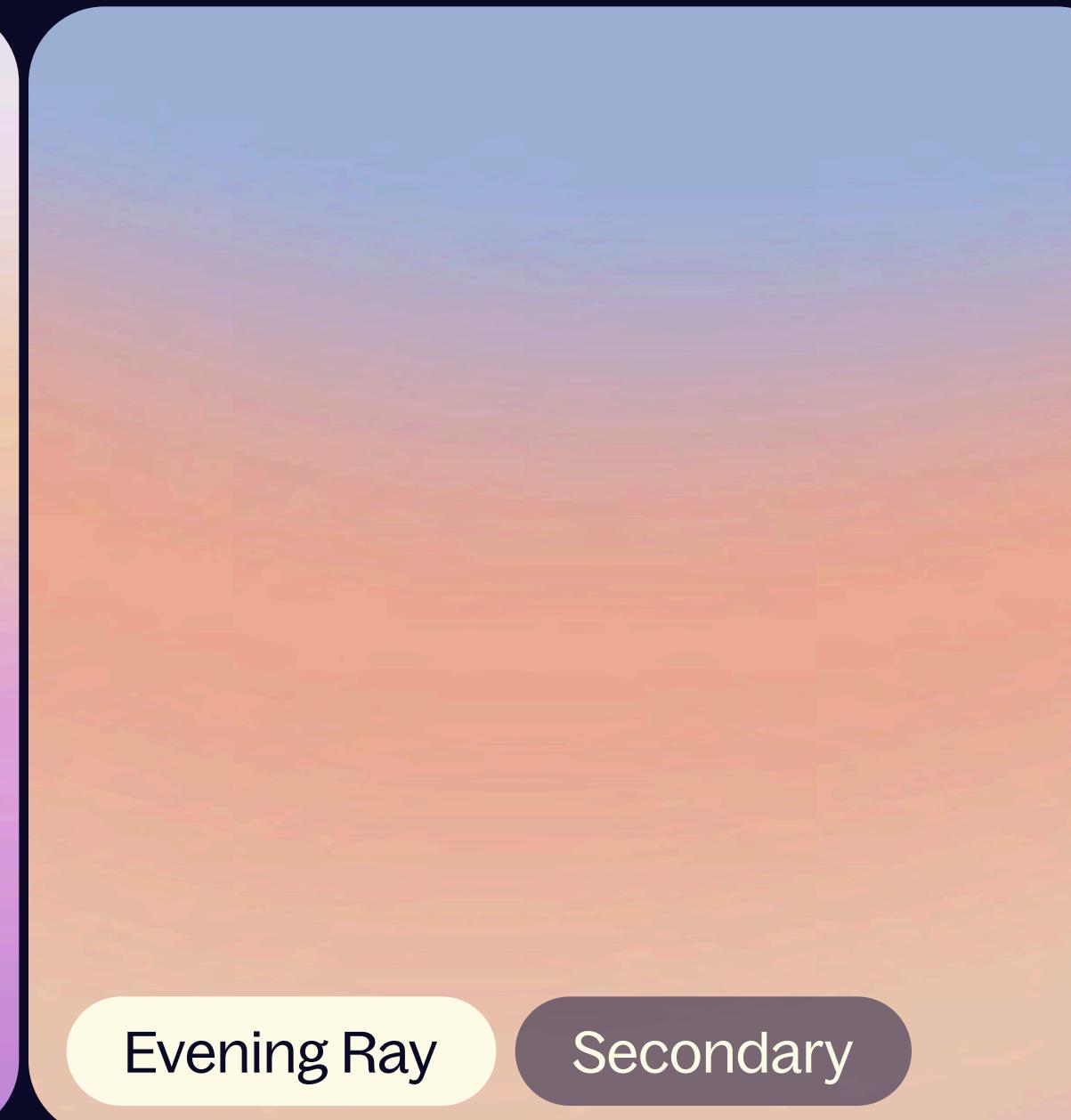
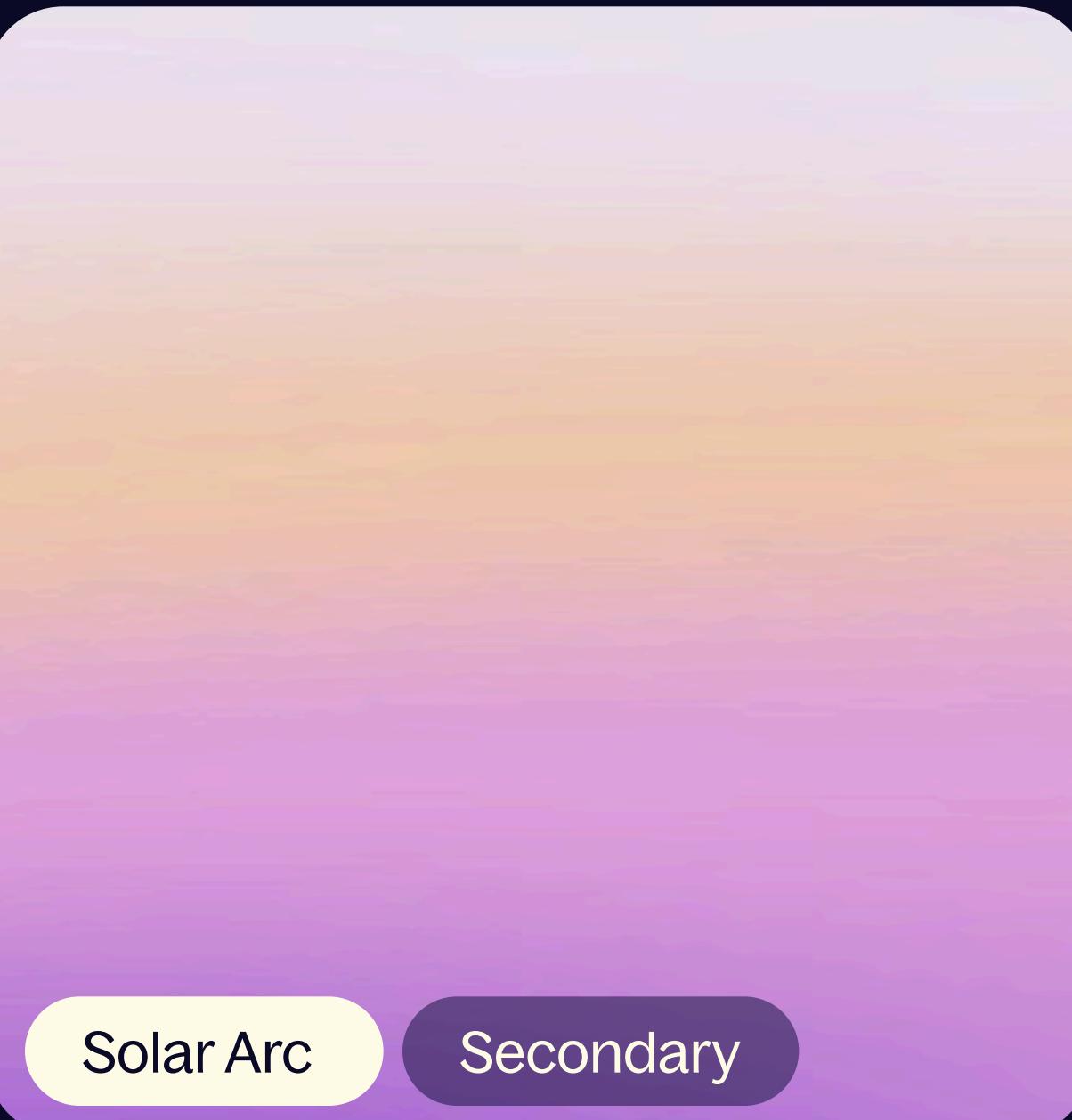


Calmer
gradients
(Assets are
coming this
week!)

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

[View static assets →](#)

[View animated assets →](#)



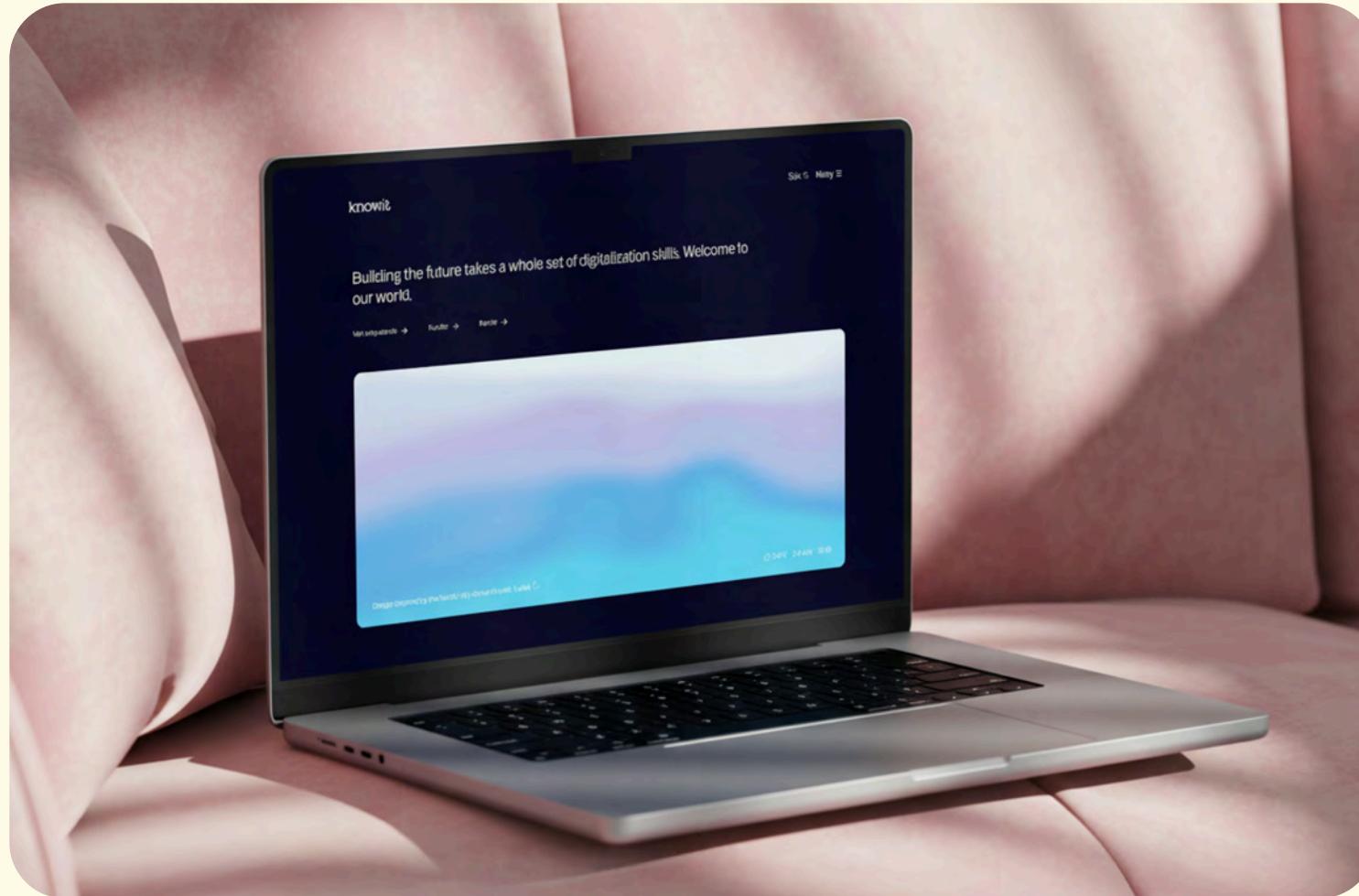
Gradients

- do's

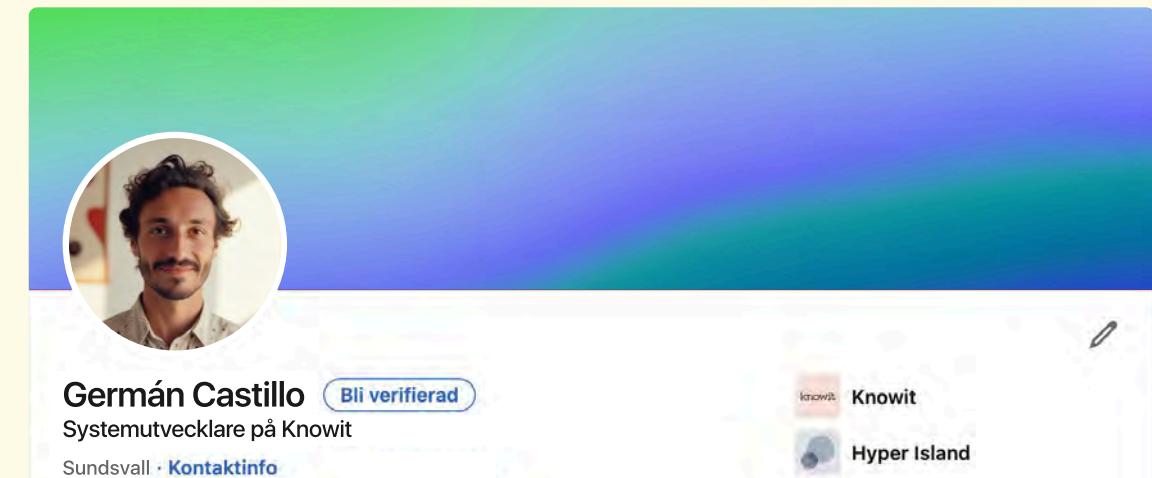
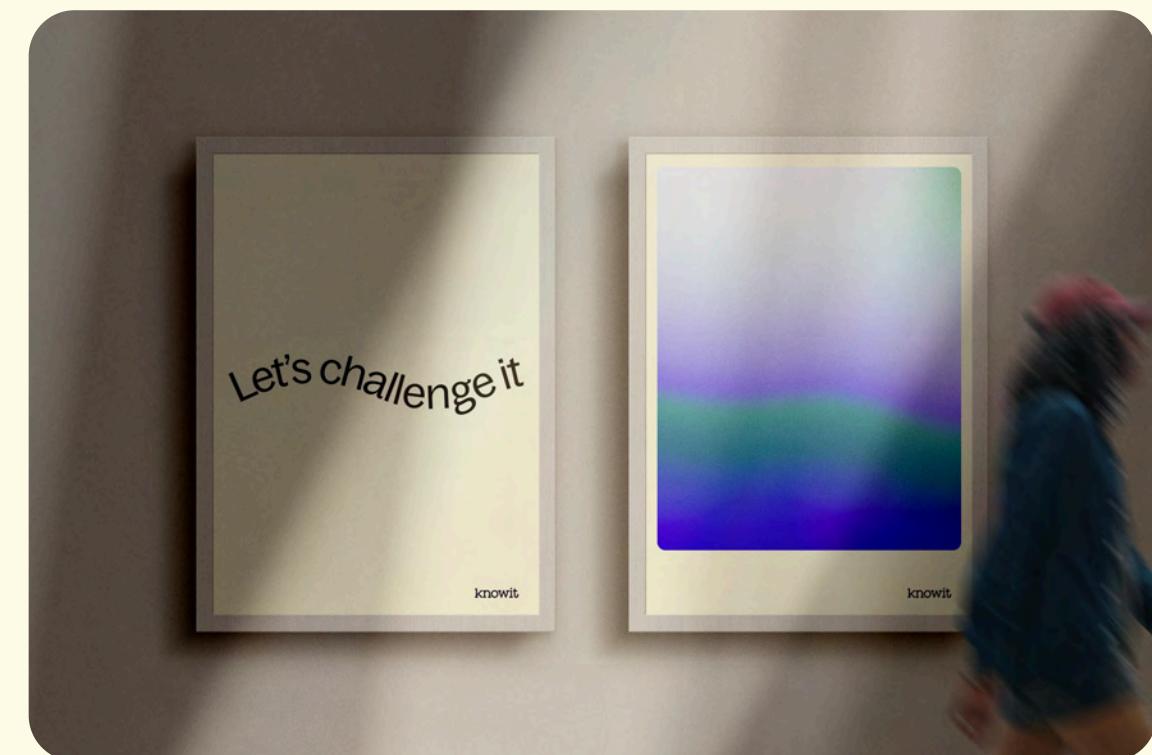
Gradients are used in contained windows to elevate a surface where you don't have images.

Gradients can add a more visual element to your presentations.

It's important to not over use them.



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Gradients – don'ts

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:

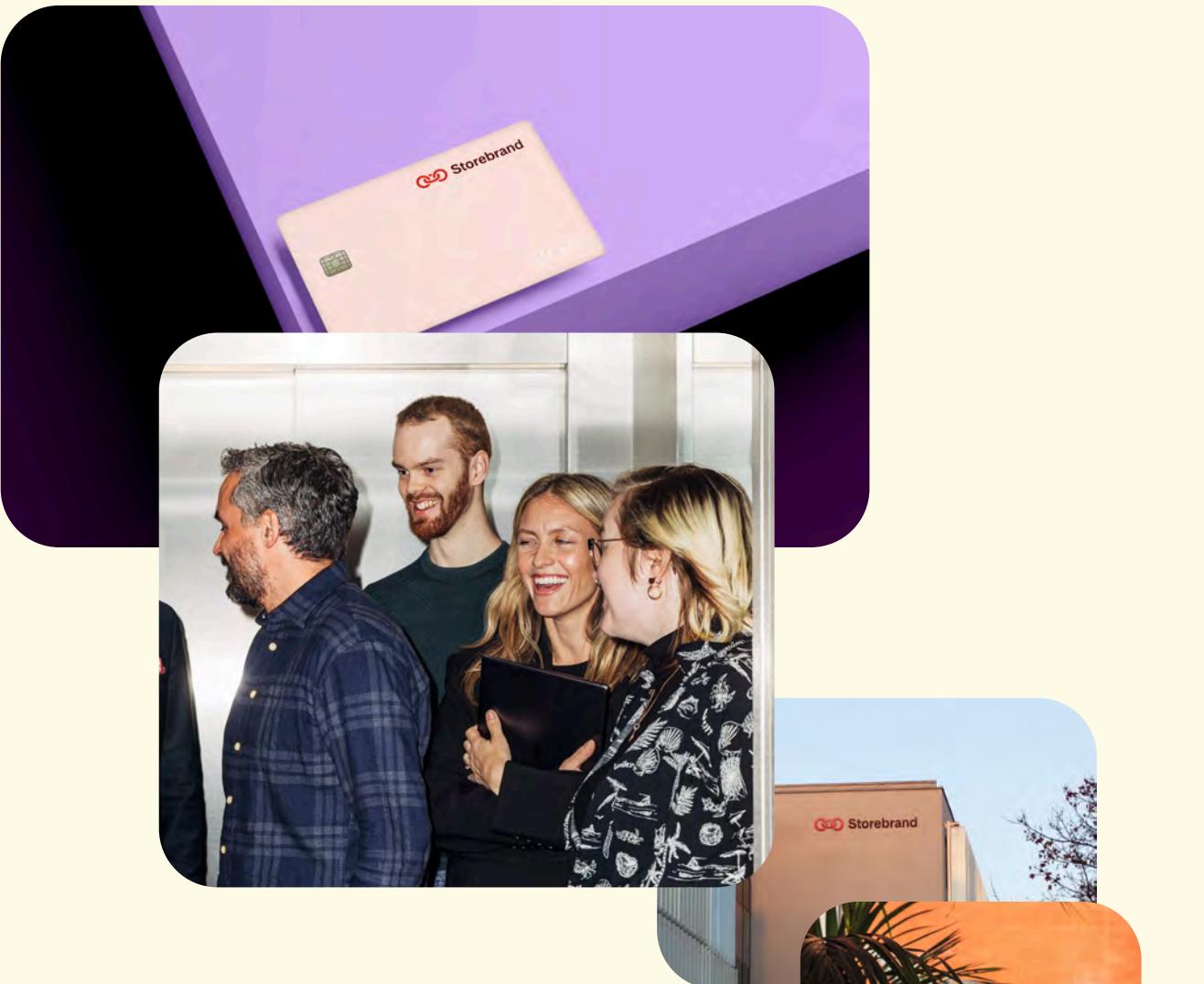
Cluttered images

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



BLOGG

Skap godt innhold med AI



Compositions

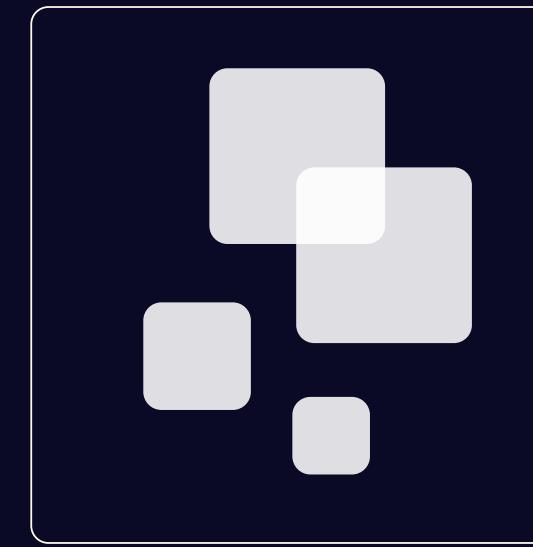
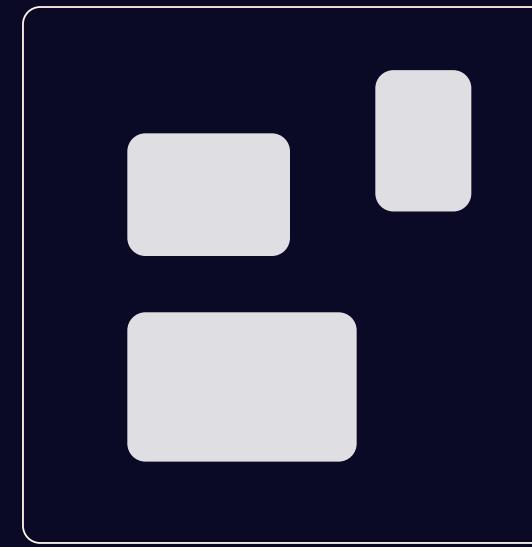
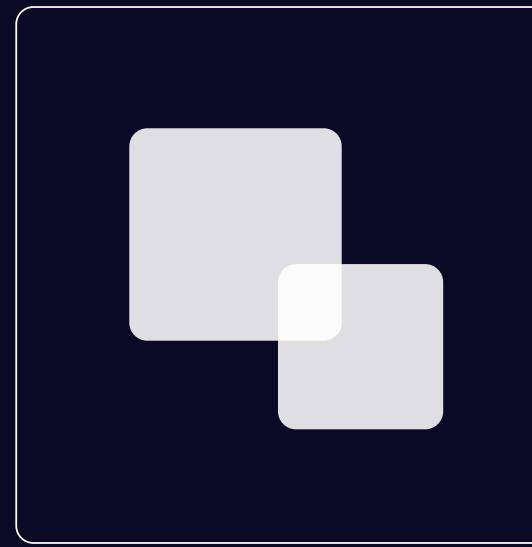
The compositions are made to be flexible.

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.

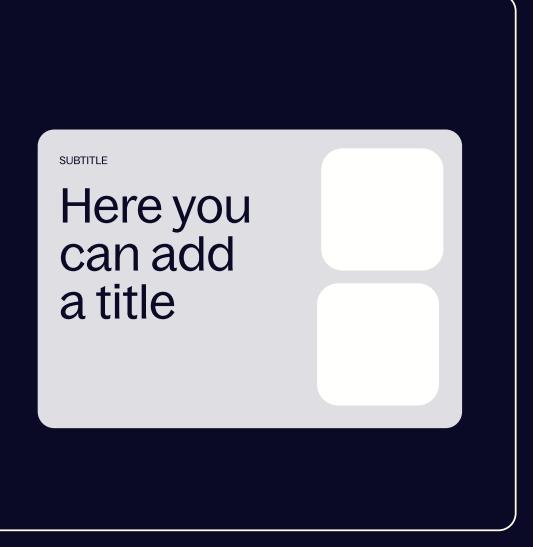
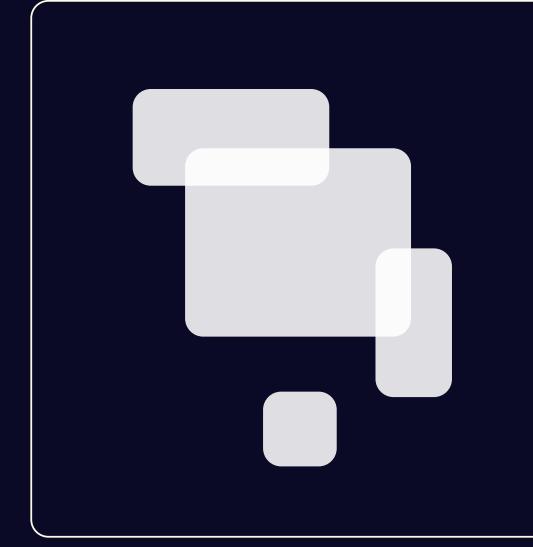
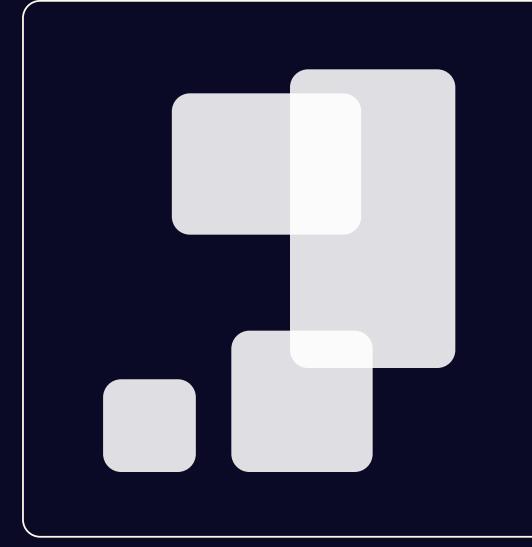
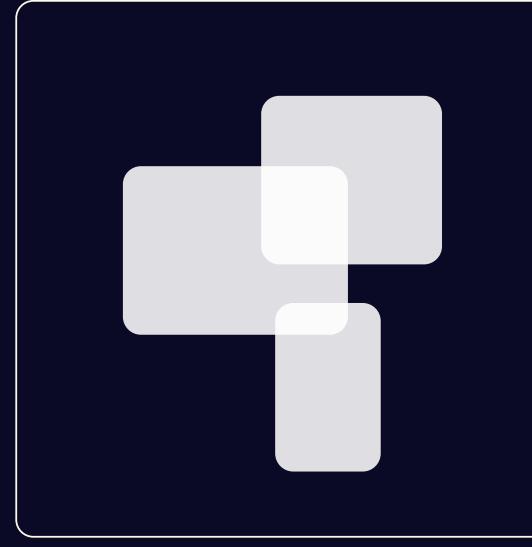
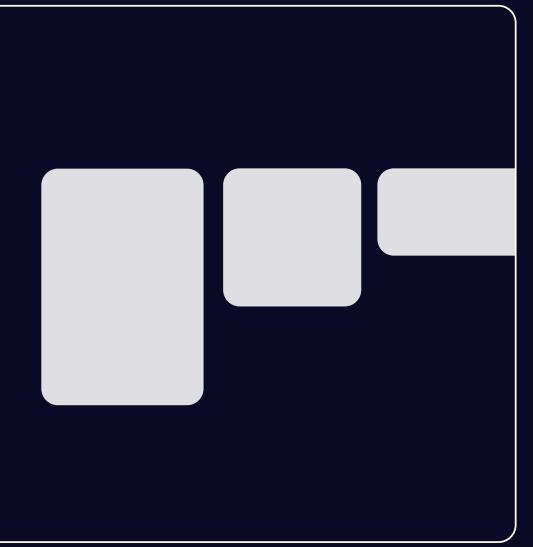
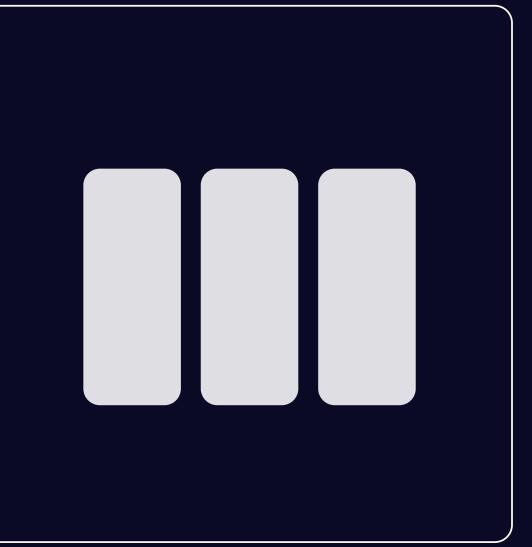
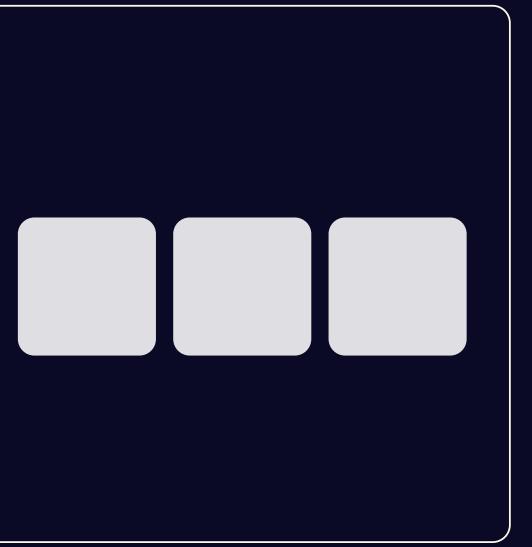
See "Inspiration" to see concrete designs.

A tool for exporting different compositions is on the way.

Cluttered images



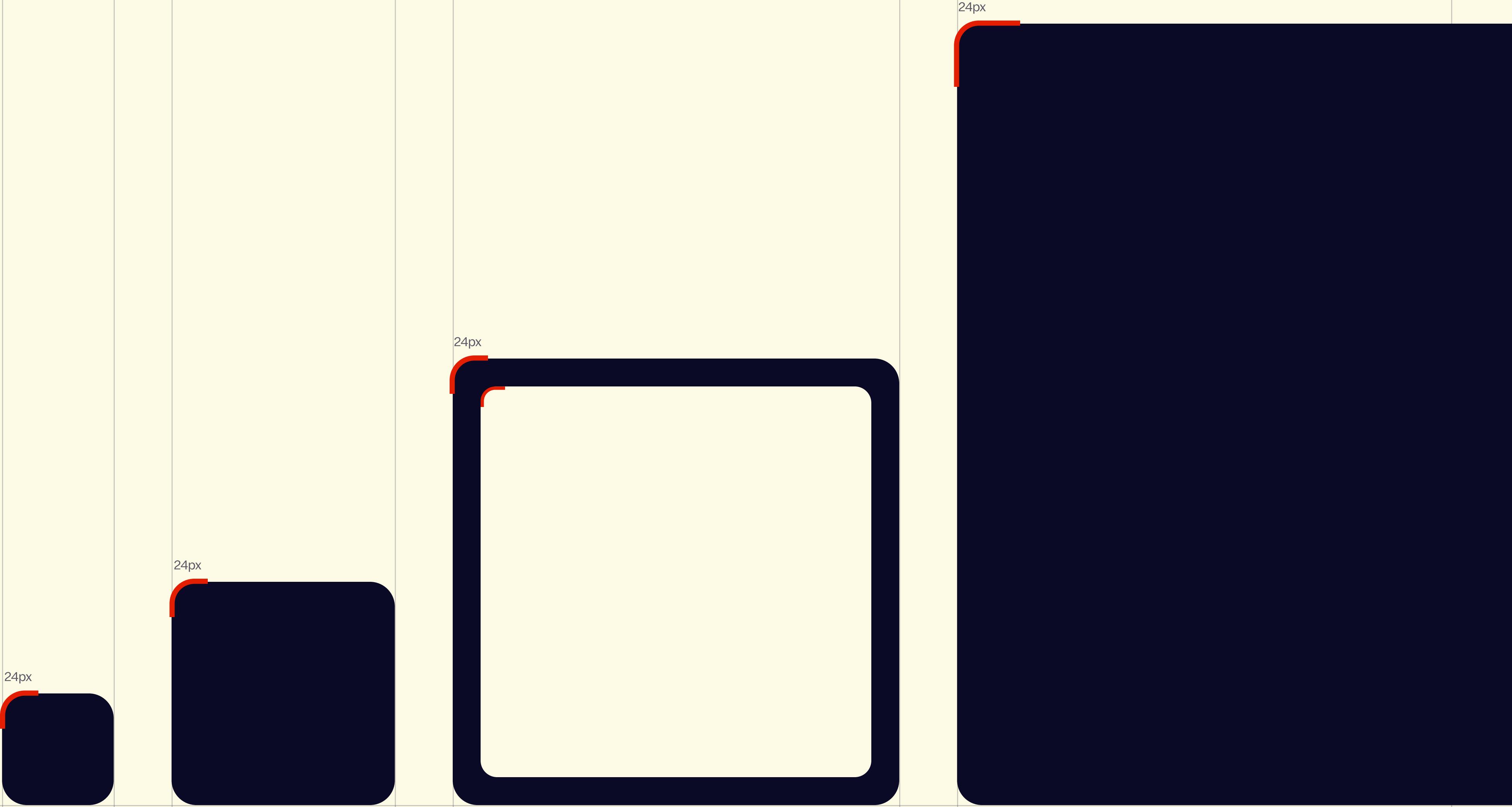
Structured images



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 its parent and round to the closest eight.



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 radiusued 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.

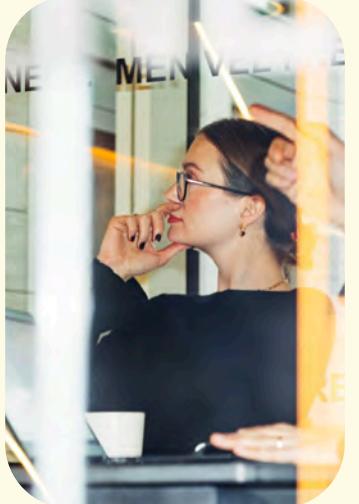
See next page for don'ts.



24

✓

Through



climate reporting.

✓

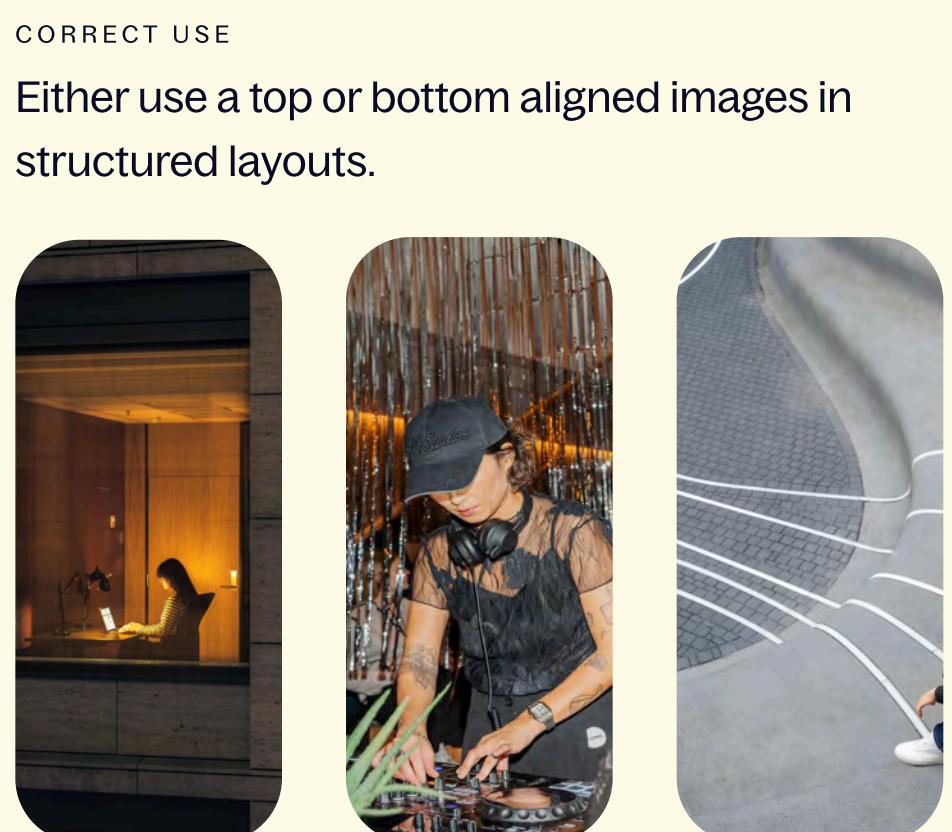


✓



✓

Feel free to use squares in



✓

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

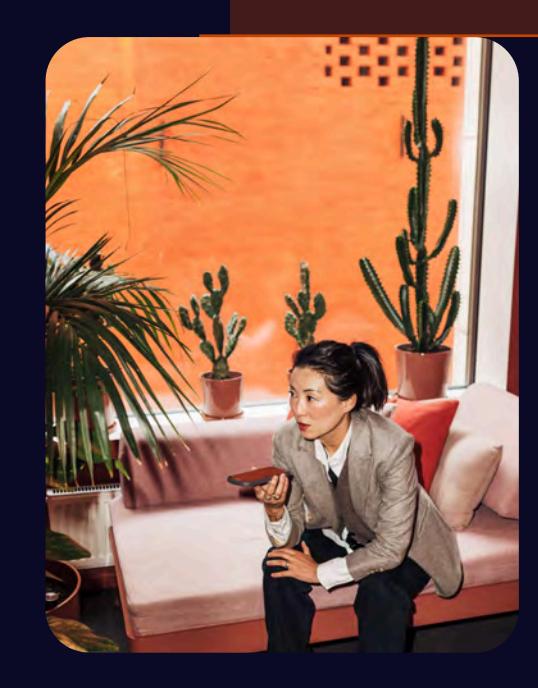
CORRECT USE ↓

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 rcis aut perrovid
ut aut es dolutaq uassequ iature conem el ipsae.



✓

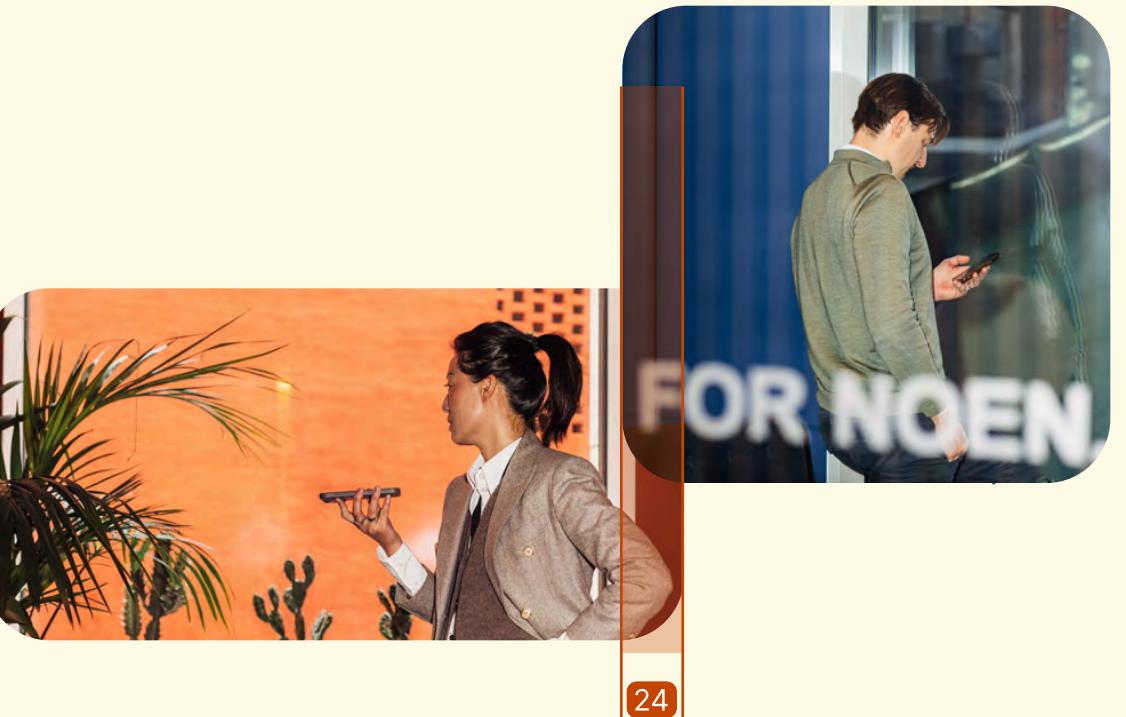
Cluttered windows – do's

As the cluttered windows are more playful, it's also easier to make them seem unbalanced. Try to 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 use a structured image between two sentences. Be careful of creating more words and sentences.



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.



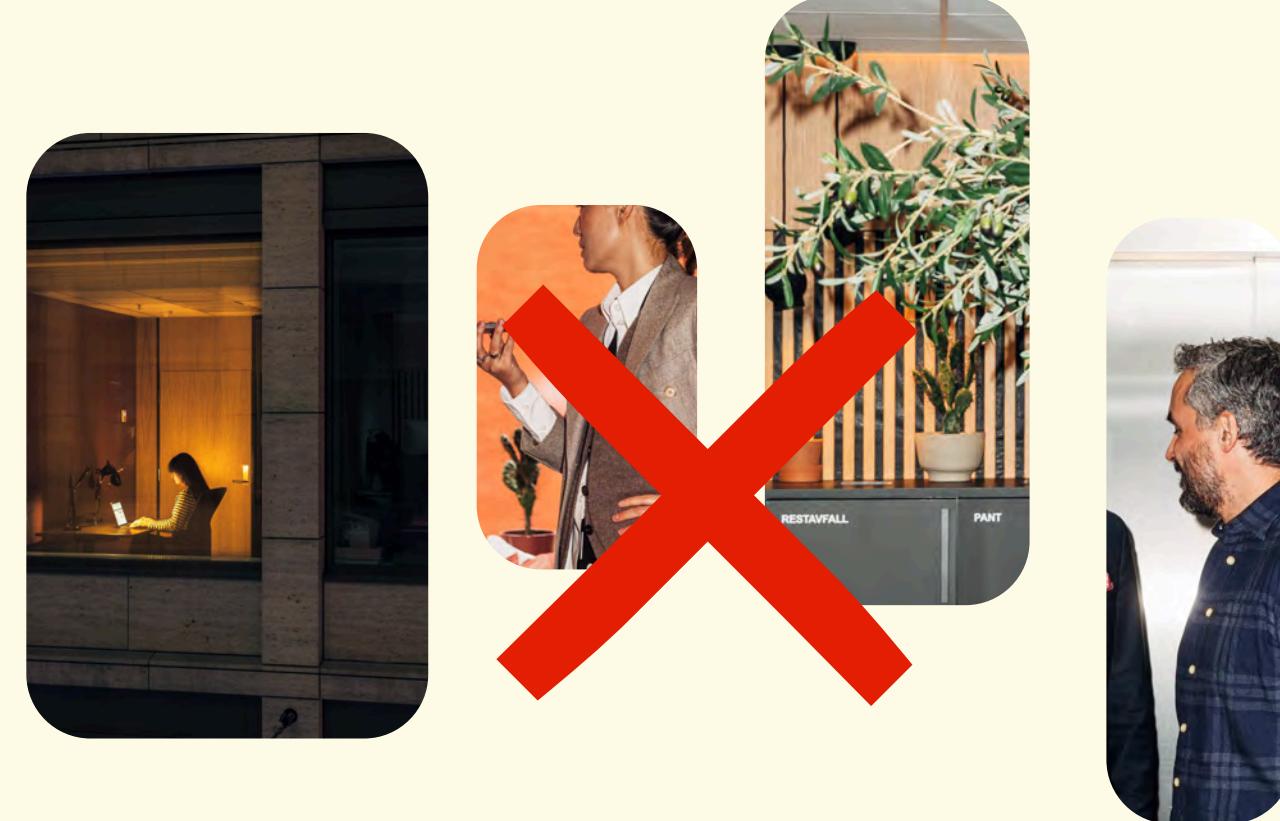
CORRECT USE

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



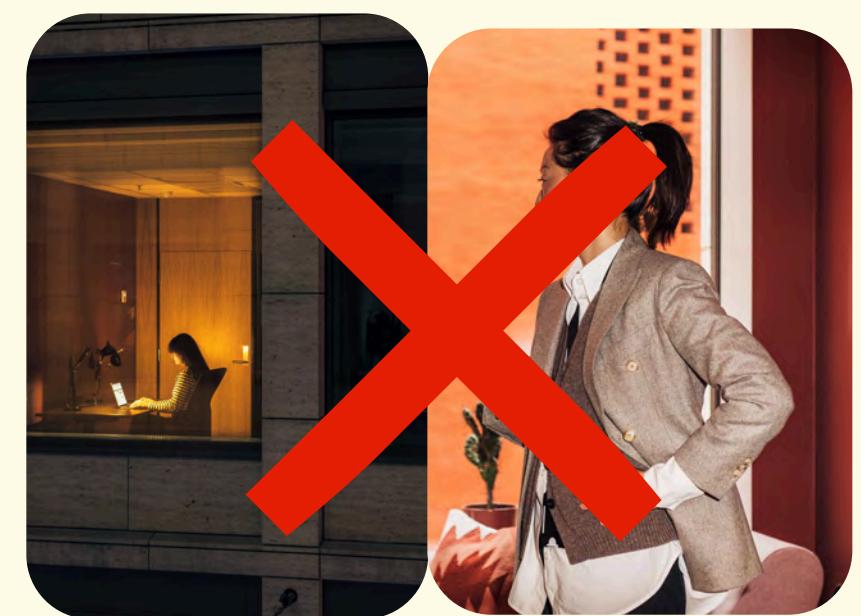
General for both structured and cluttered – don'ts

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.



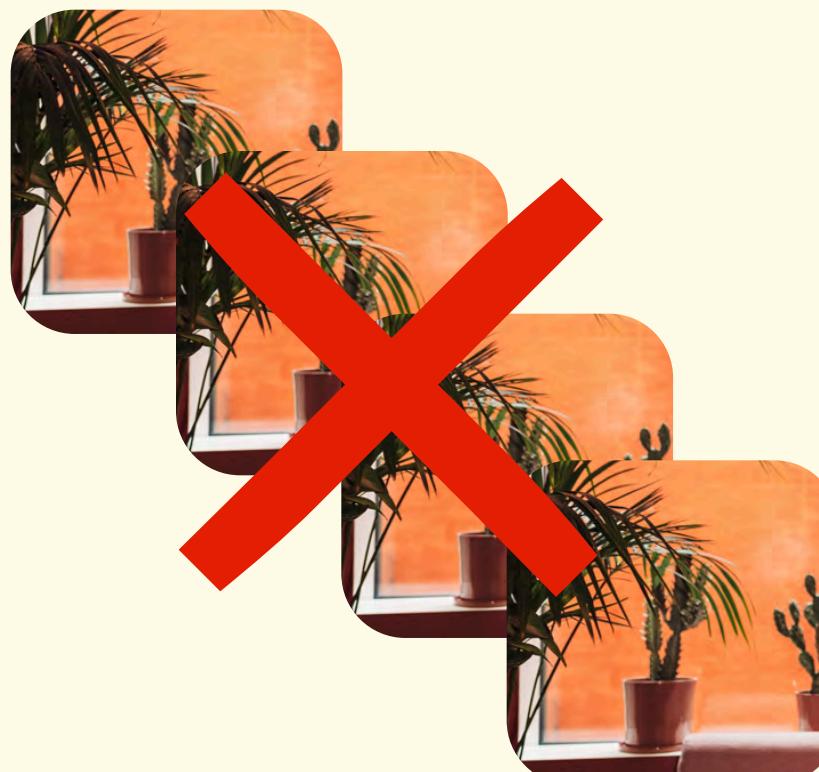
WRONG USE

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 →](#)

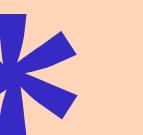
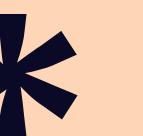
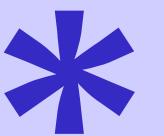
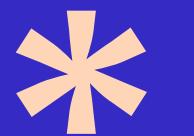
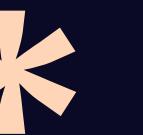
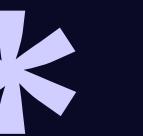
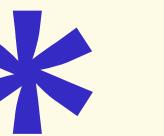
- * Choose courage
- * Trust in transparency
- * What's in it for we?

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

Graphic element – colour combinations

These are the available colour
combinations you can use,

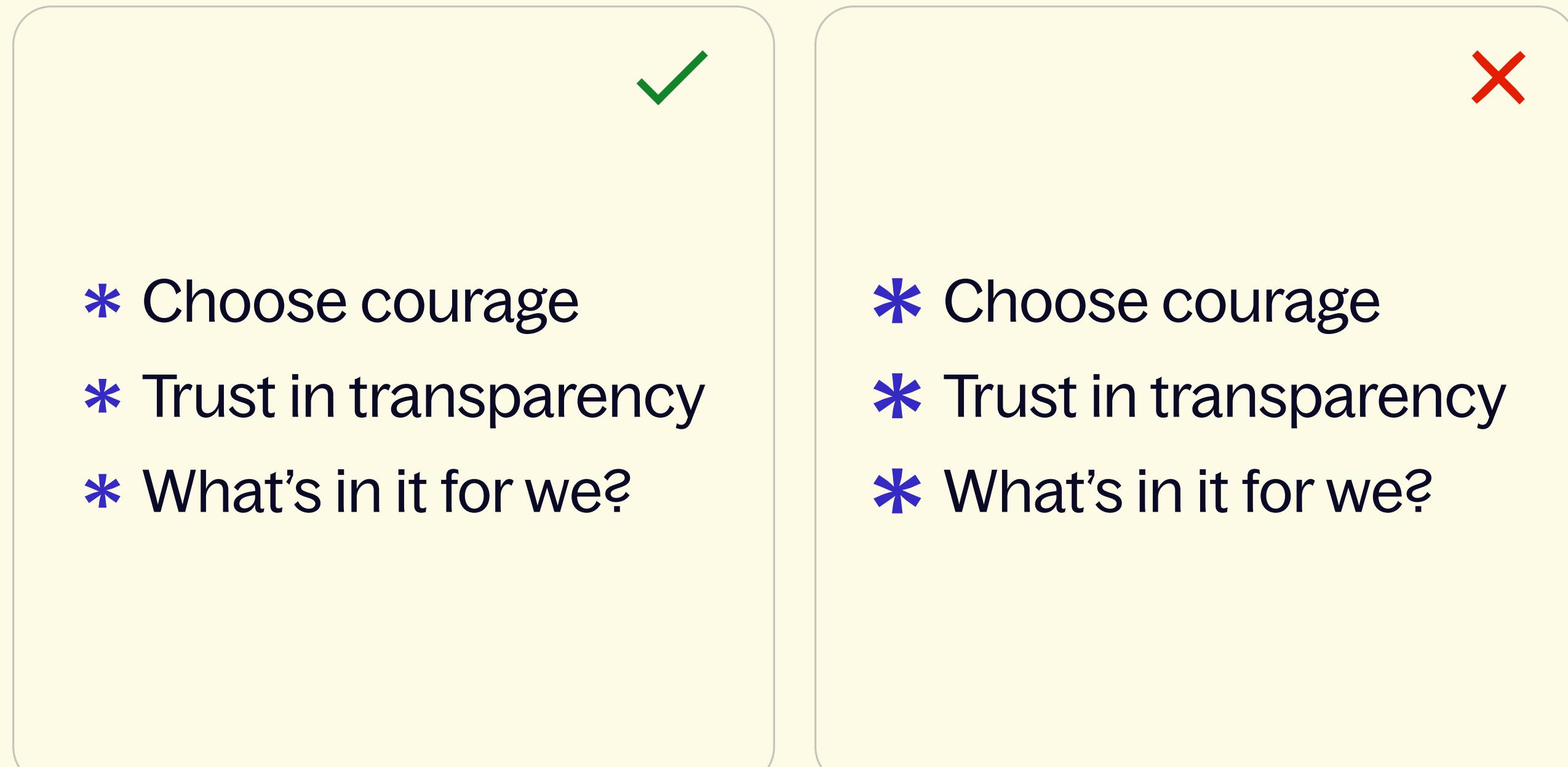
Make sure to follow them to obtain
accessibility.



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.



Graphic elements – as pin

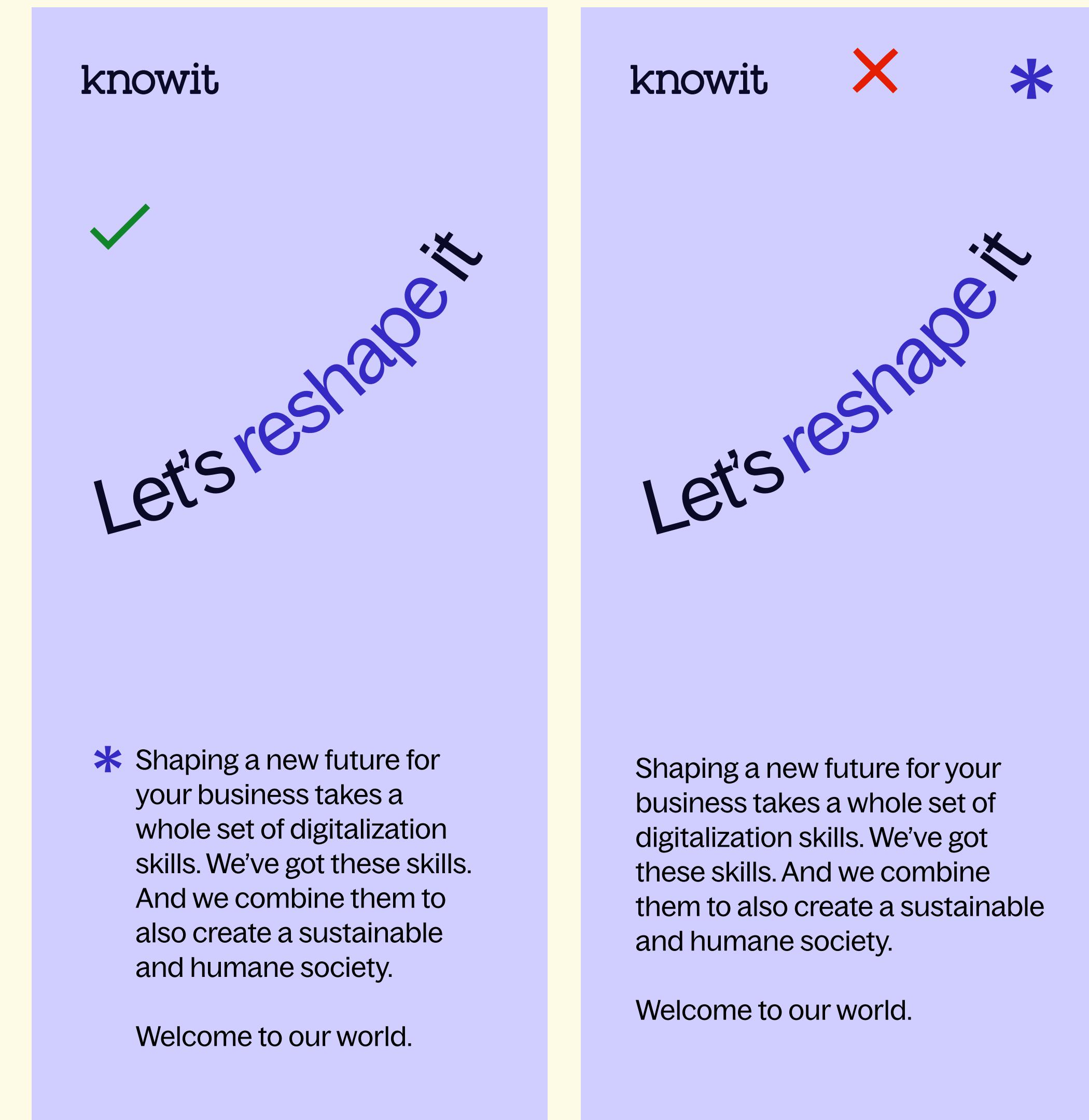
When using the star as pin it is important that the size of the star is not to big. The reason is to have a good visual hierarchy so the pin and the content do not fight for attention. Our content is number one in the hierarchy.



Graphic elements – as pin

Integrate the star into to your design.

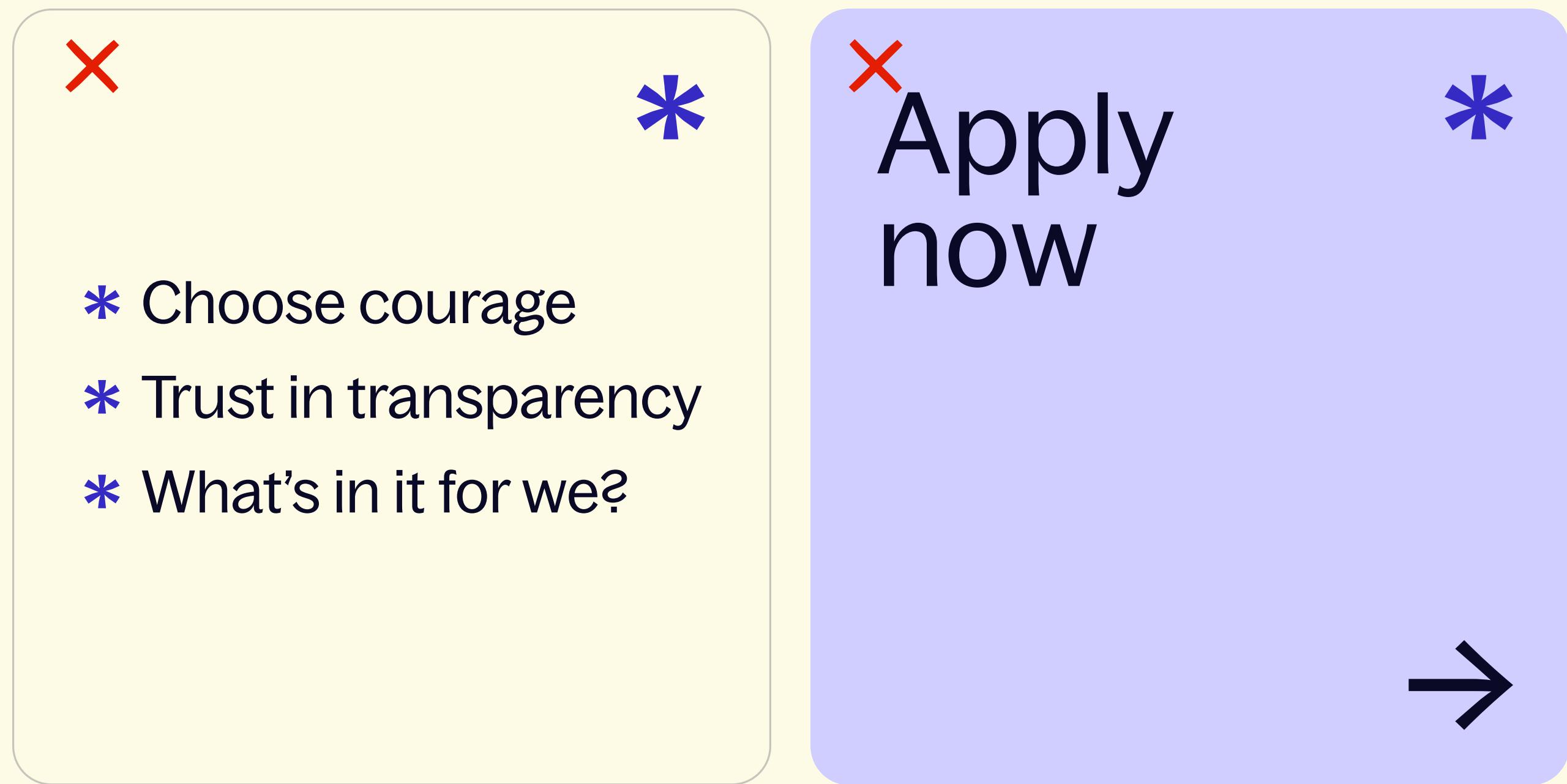
Make the star an active element in your designs so it's not interpreted as a logo symbol or just as a decoration.



Graphic elements – don'ts

When using the 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.



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.



Element composition

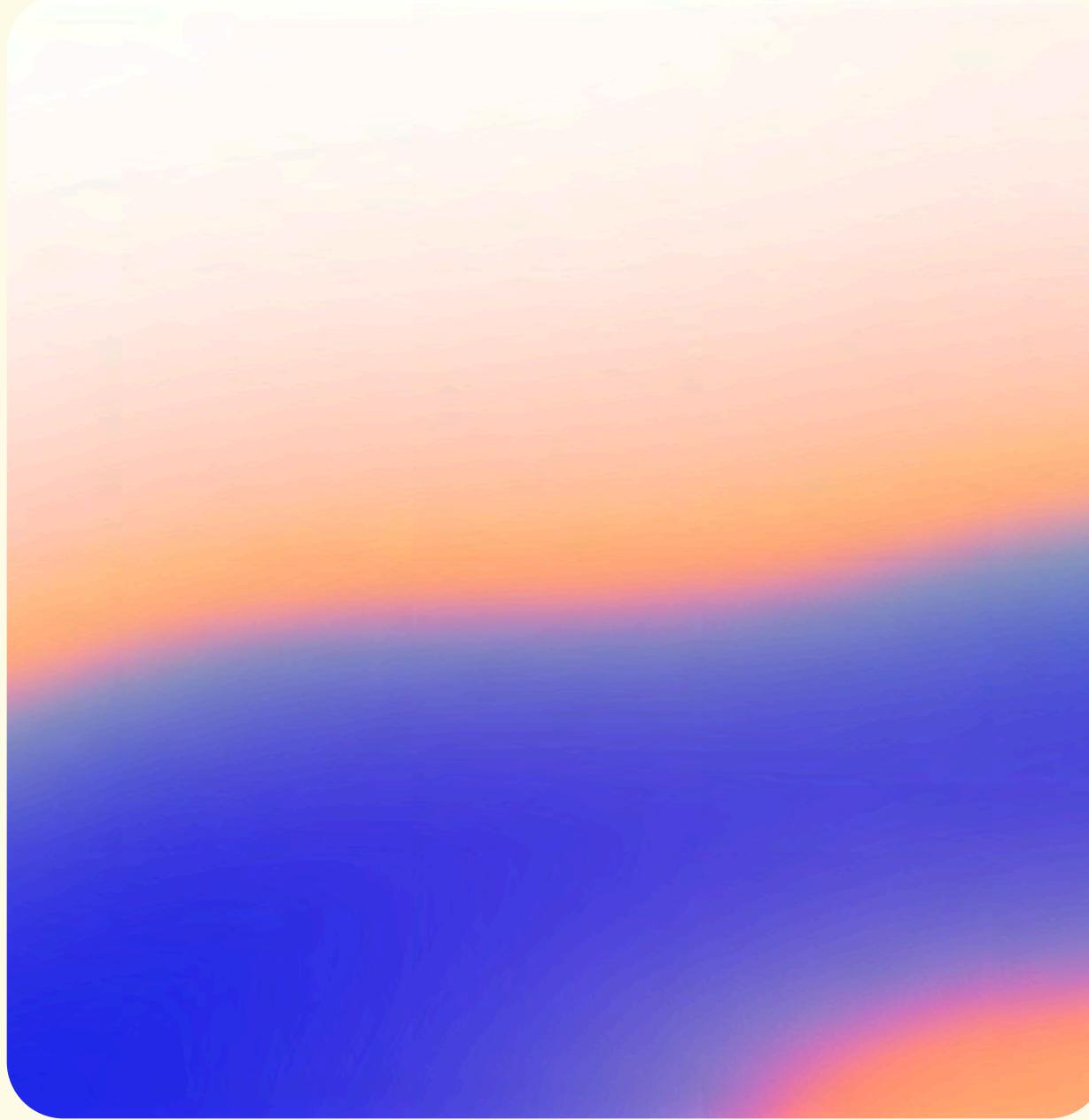
Our elements combined create coherent graphics suitable for any occasion.

A guide to Sustainable tech



knowit

Light eliminates fear



knowit

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

*

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. Suspe Vivamus congue ultricies condimentum. Praesent cor non facilisis pulvinar.

Best regards,

Emily Nguyen
Designer

knowit

Vikingsgatan 3, SE-411 04 Göteborg
+46 (0)722 30 38 96
knowit.com

Email signature with logo

pellentesque.

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

Best regards,

Emily Nguyen
Designer

Knowit
Vikingsgatan 3, SE-411 04 Göteborg
+46 (0)722 30 38 96
knowit.com

Email signature plain text

Happy holidays!

knowit

Take care & stay safe!

knowit

Proud supporter of UNHCR's work for refugees 2025

Summer vacations:
Office closed weeks 29-32

knowit

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

knowit

Email banners

knowit

Imagery

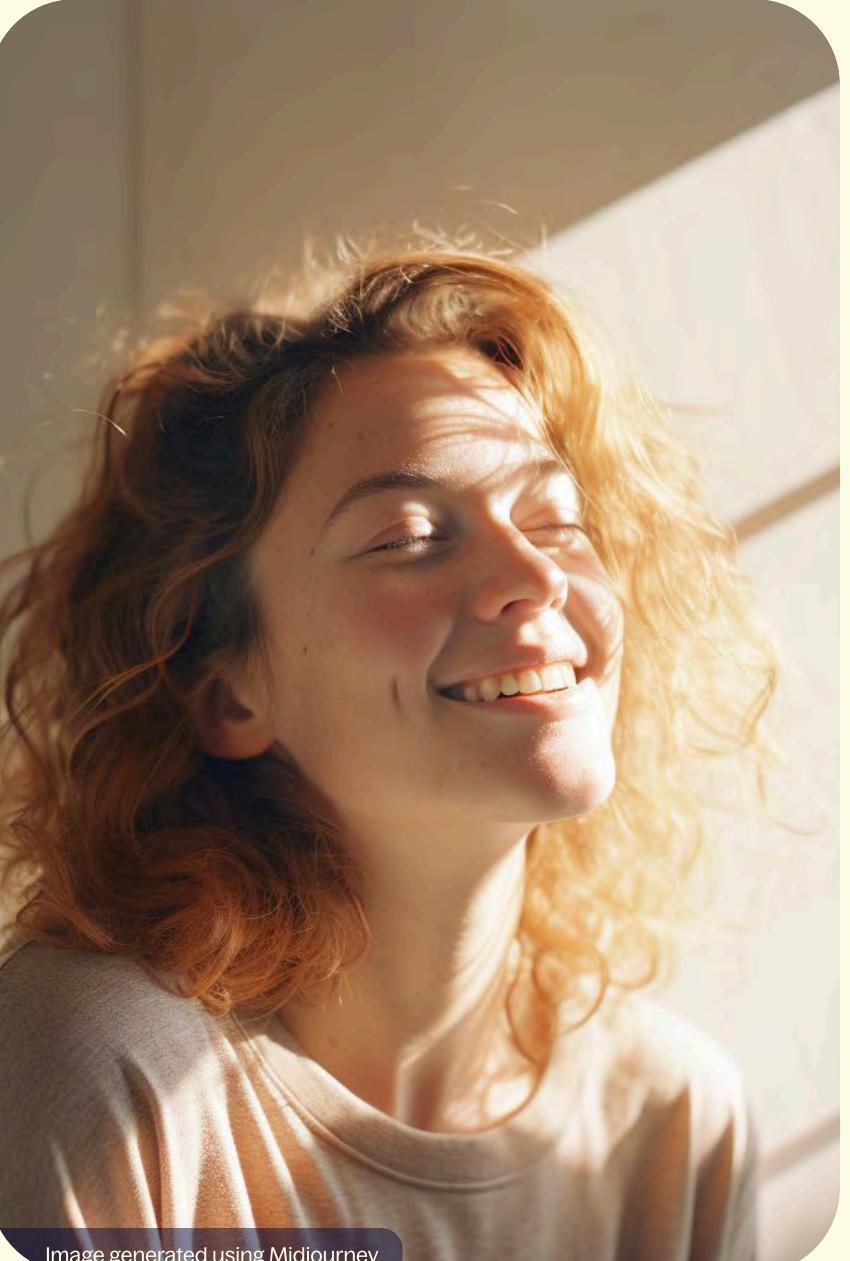
8

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.

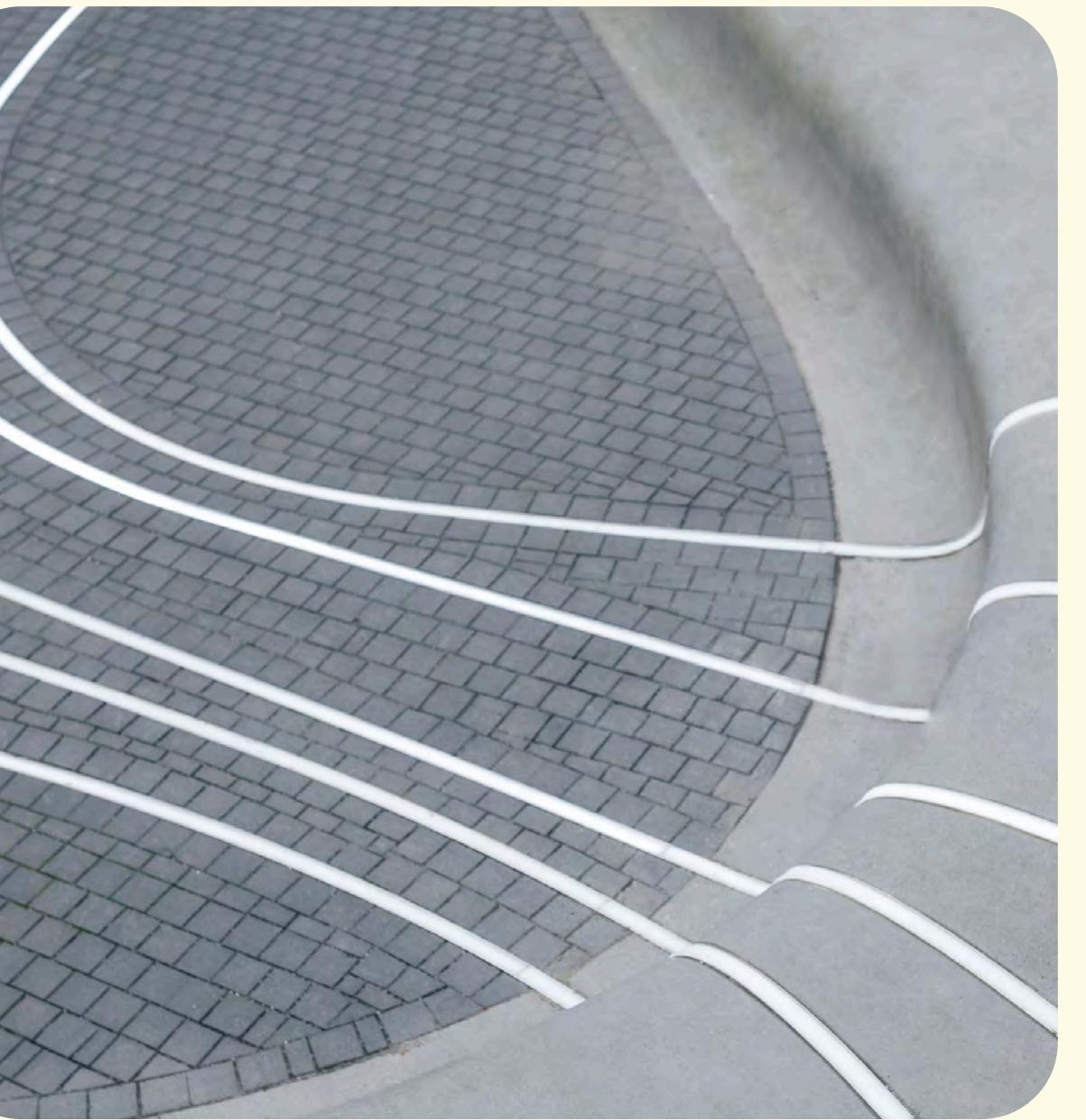
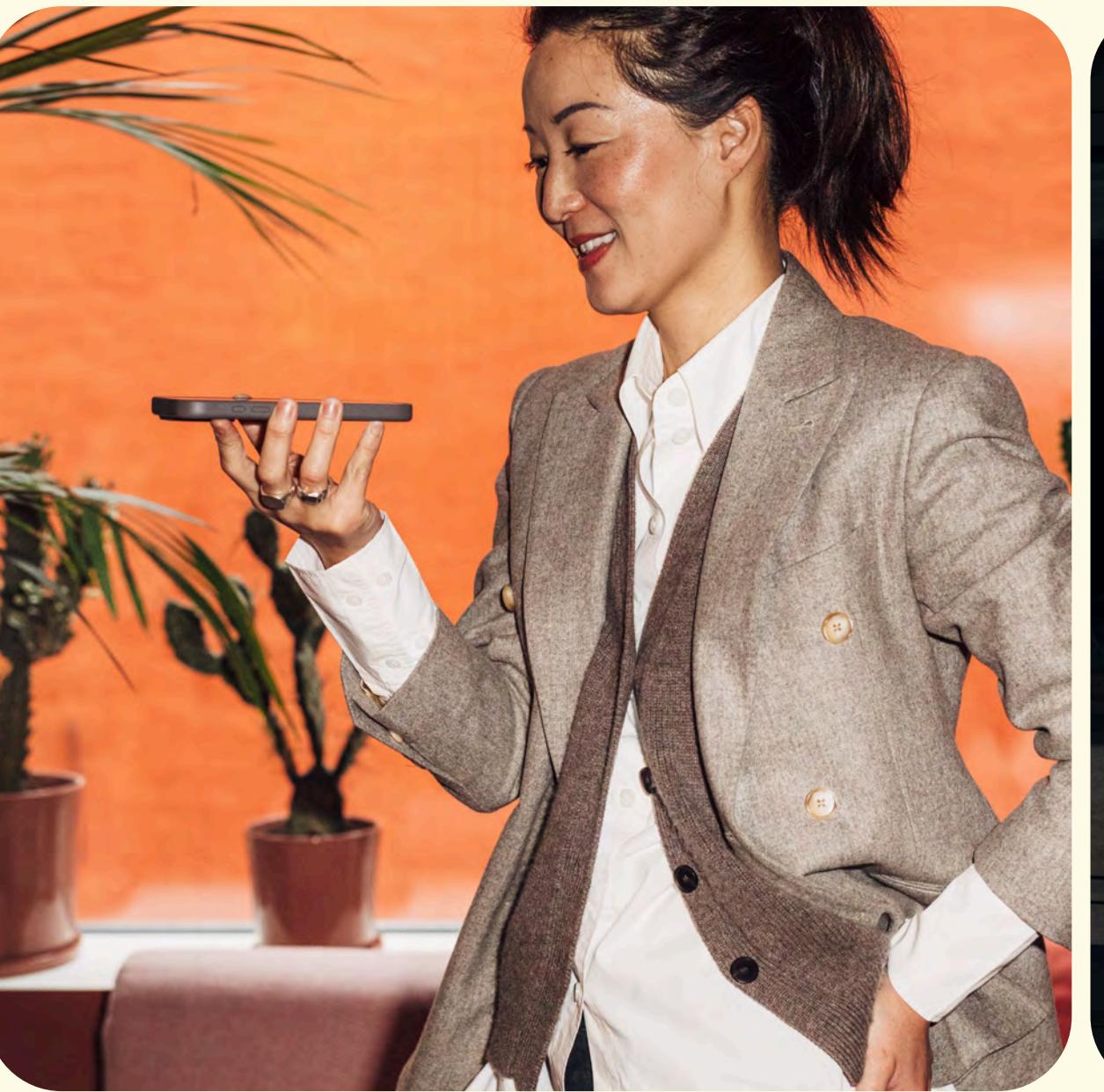




High level brand images

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.

15

knowit

About Knowit

Prosessen 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

35

knowit

knowit

Tack/Takk/Kiitos

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

5

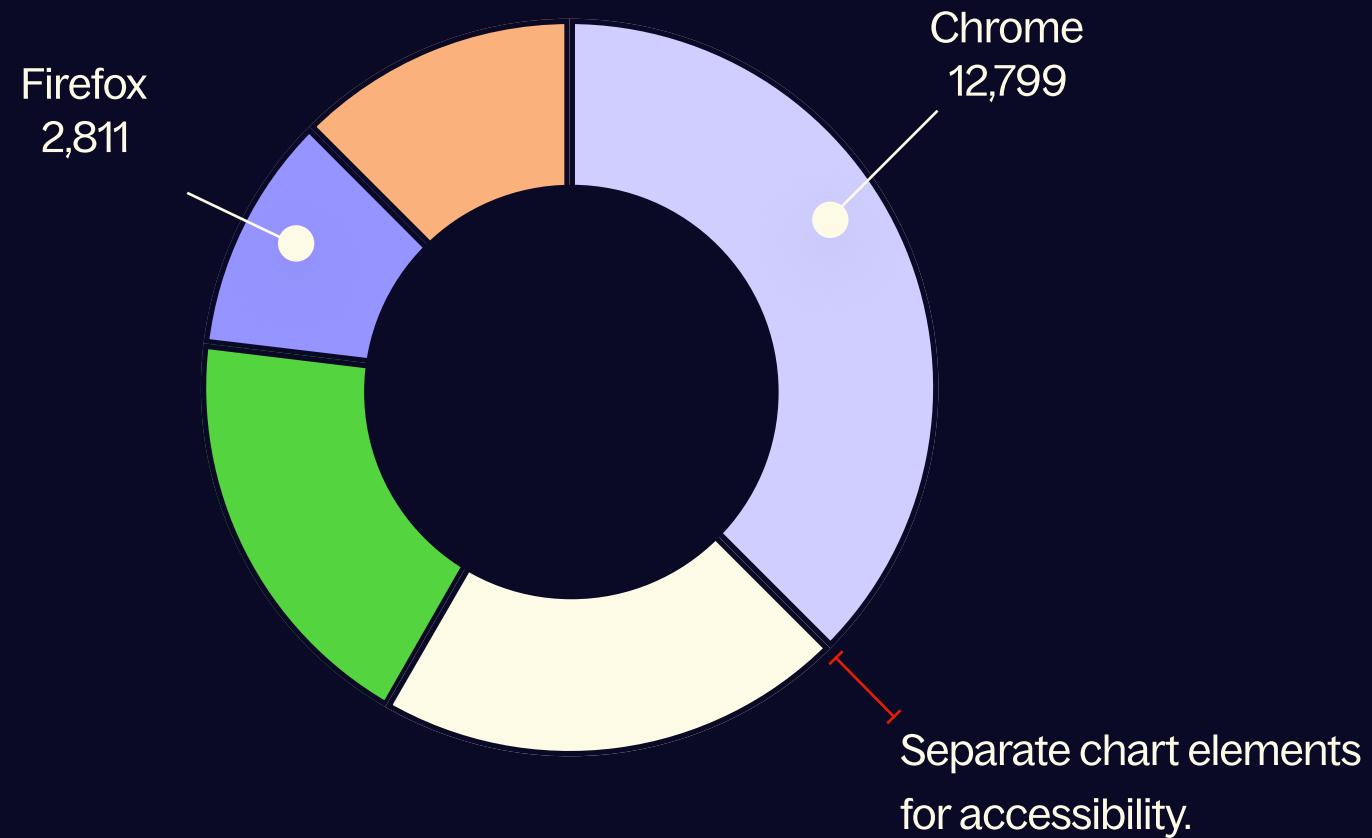
Charts and diagrams

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

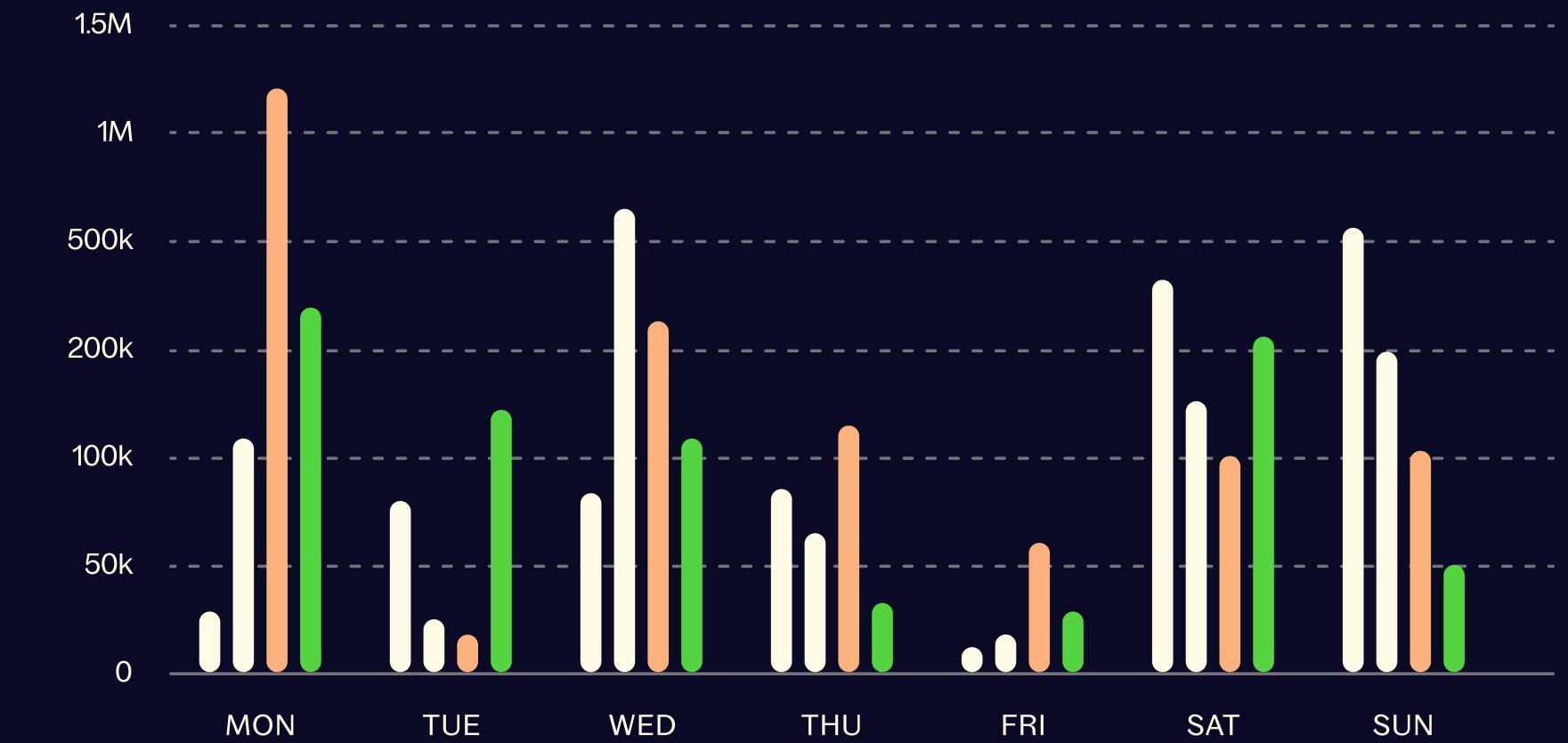
Statistics

Browser usage

This week
229,293



Statistics
Total summary of sales



Average time spent

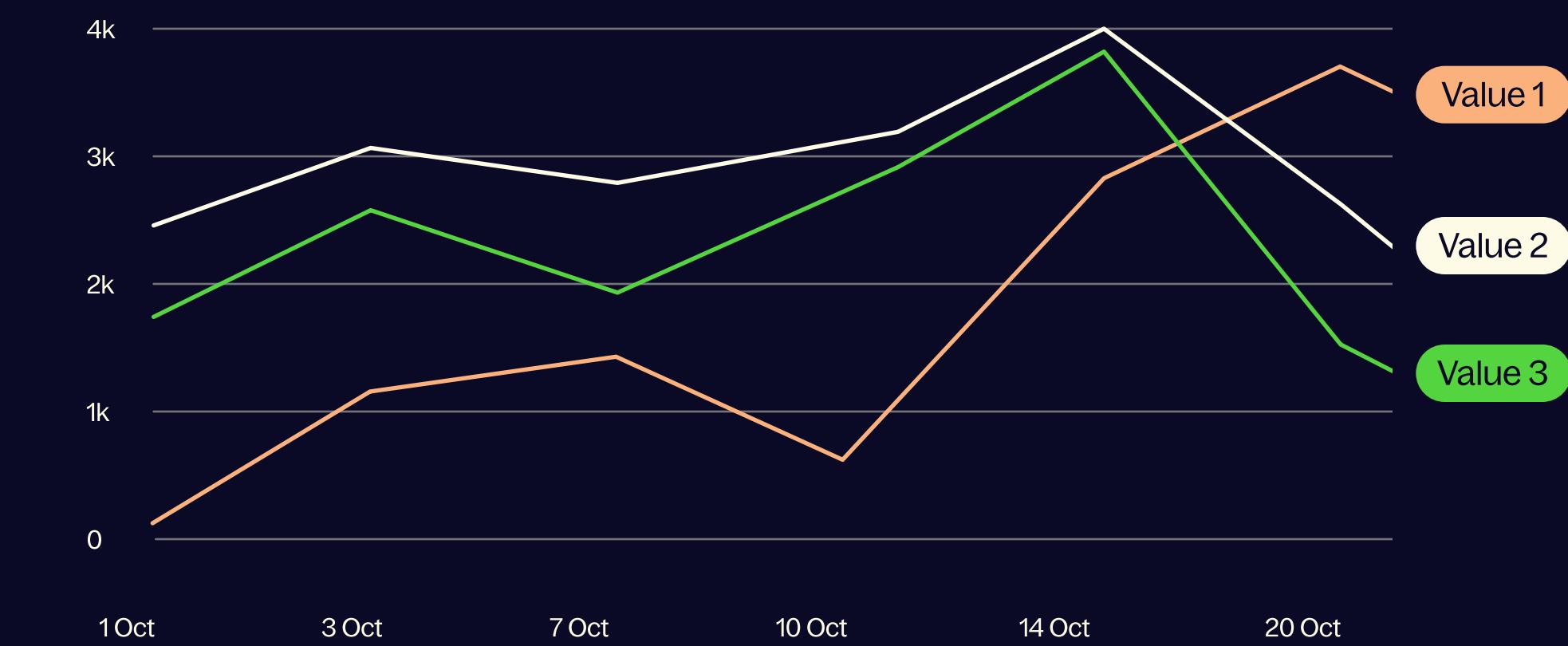
4h 35m



8 hr
4 hr
1 hr

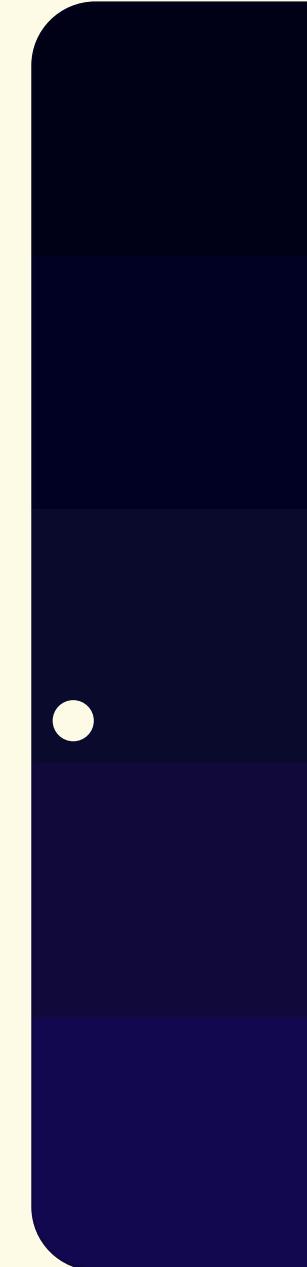
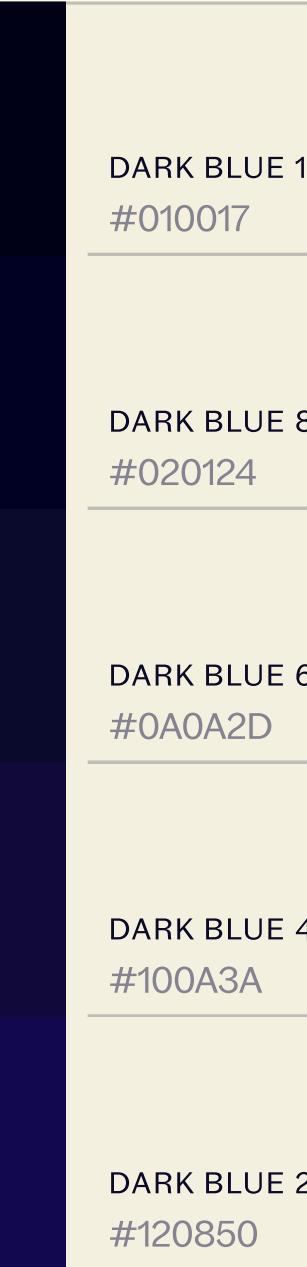
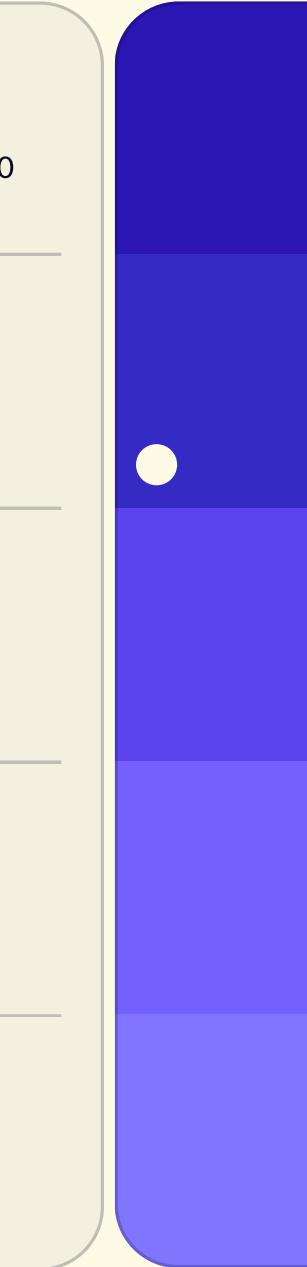
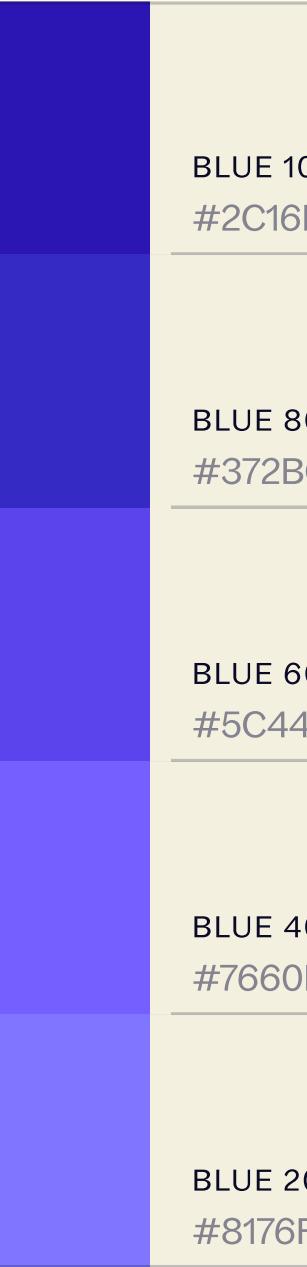
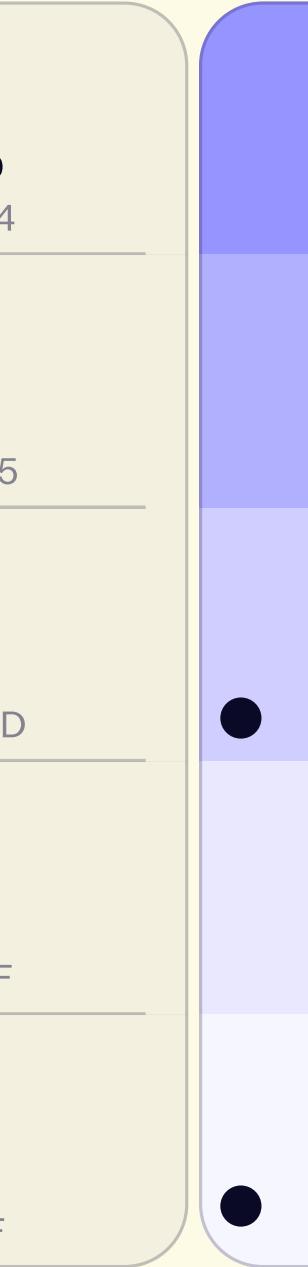
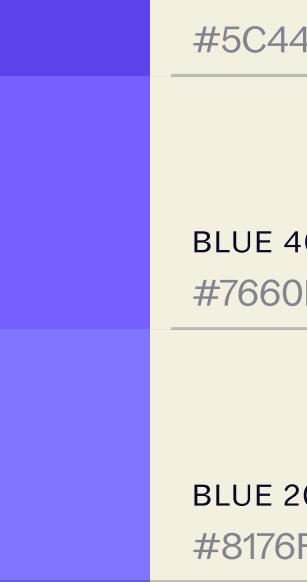
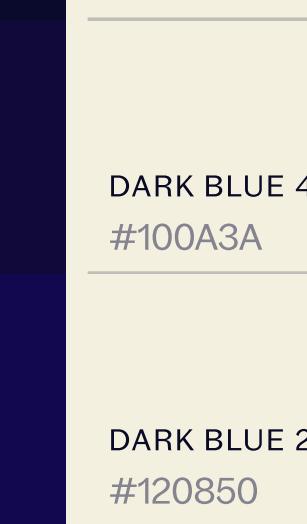
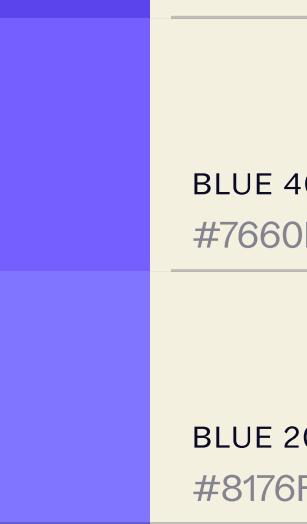
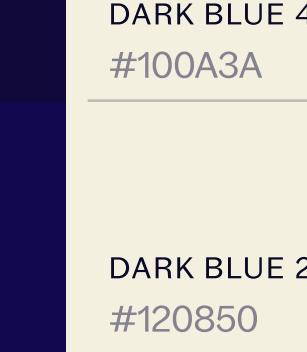
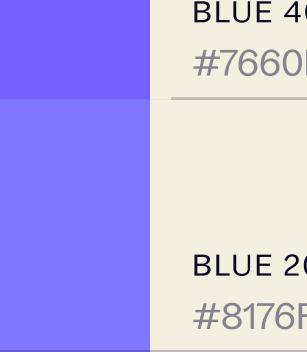
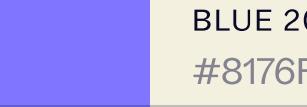
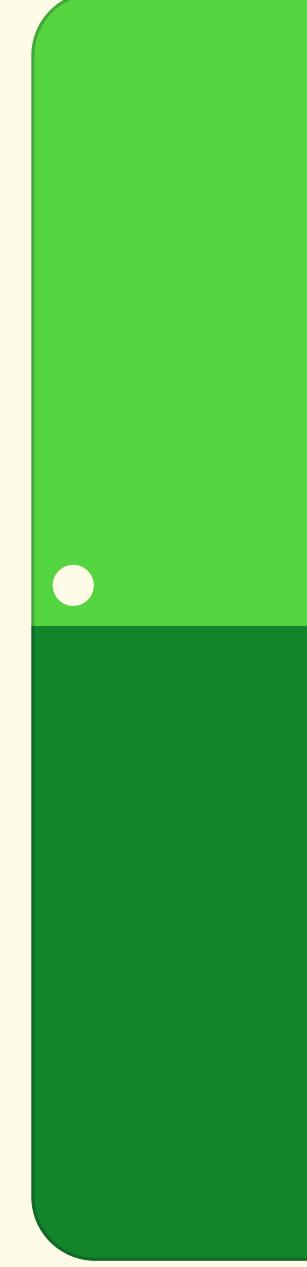
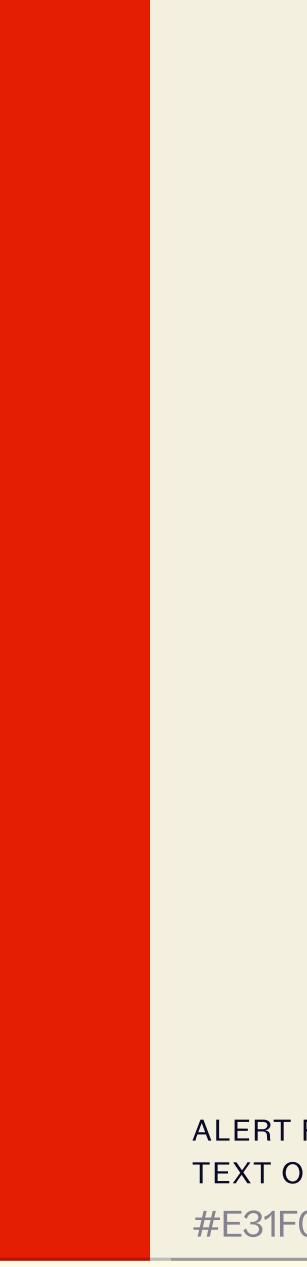
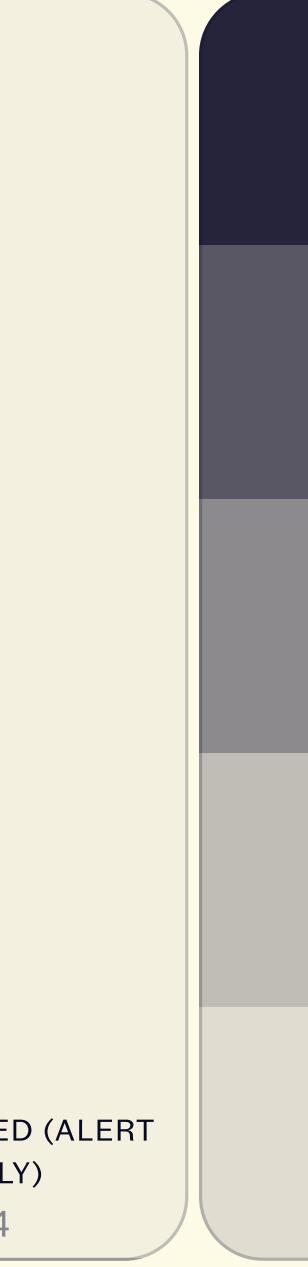
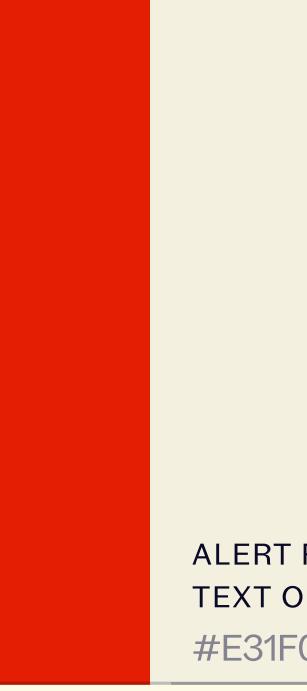
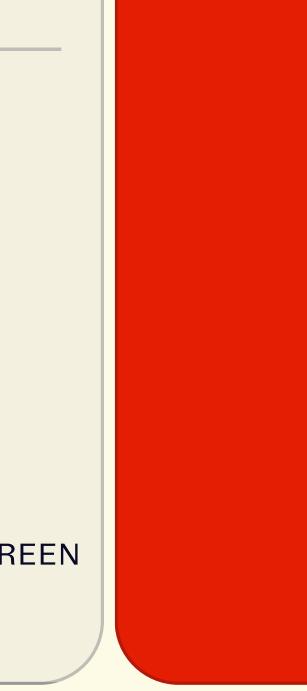
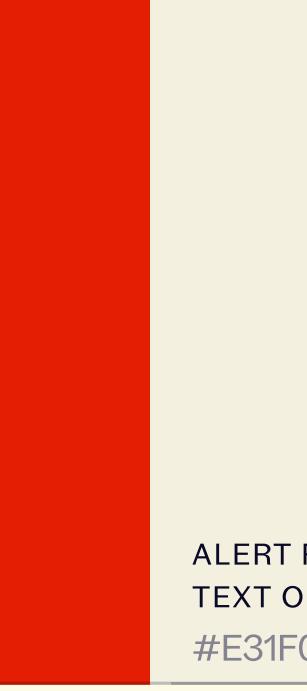
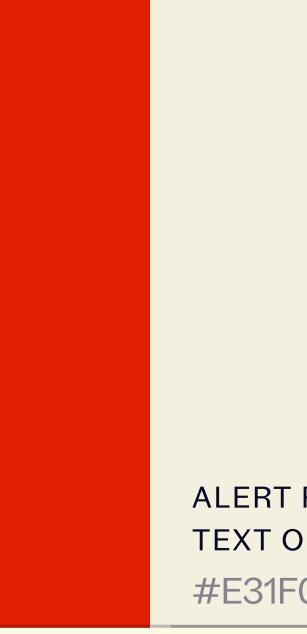
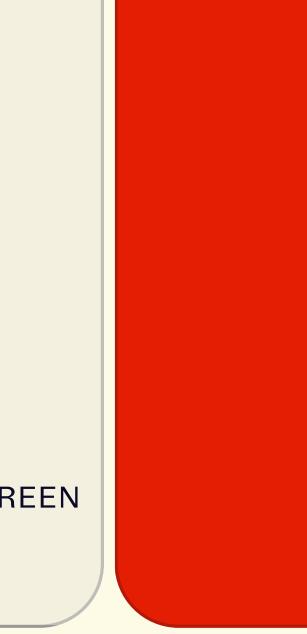
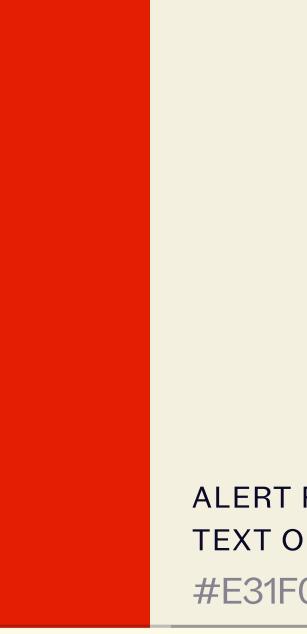
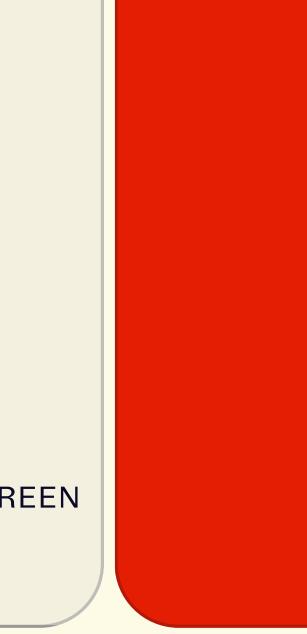
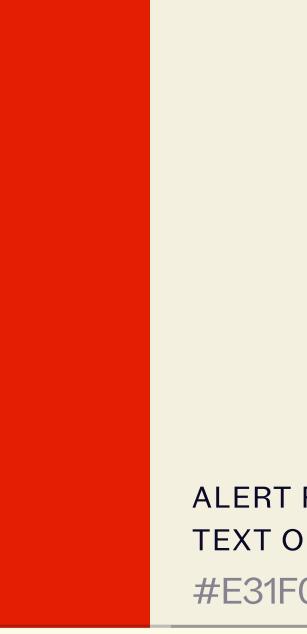
M T W T F S S

6hr 43m



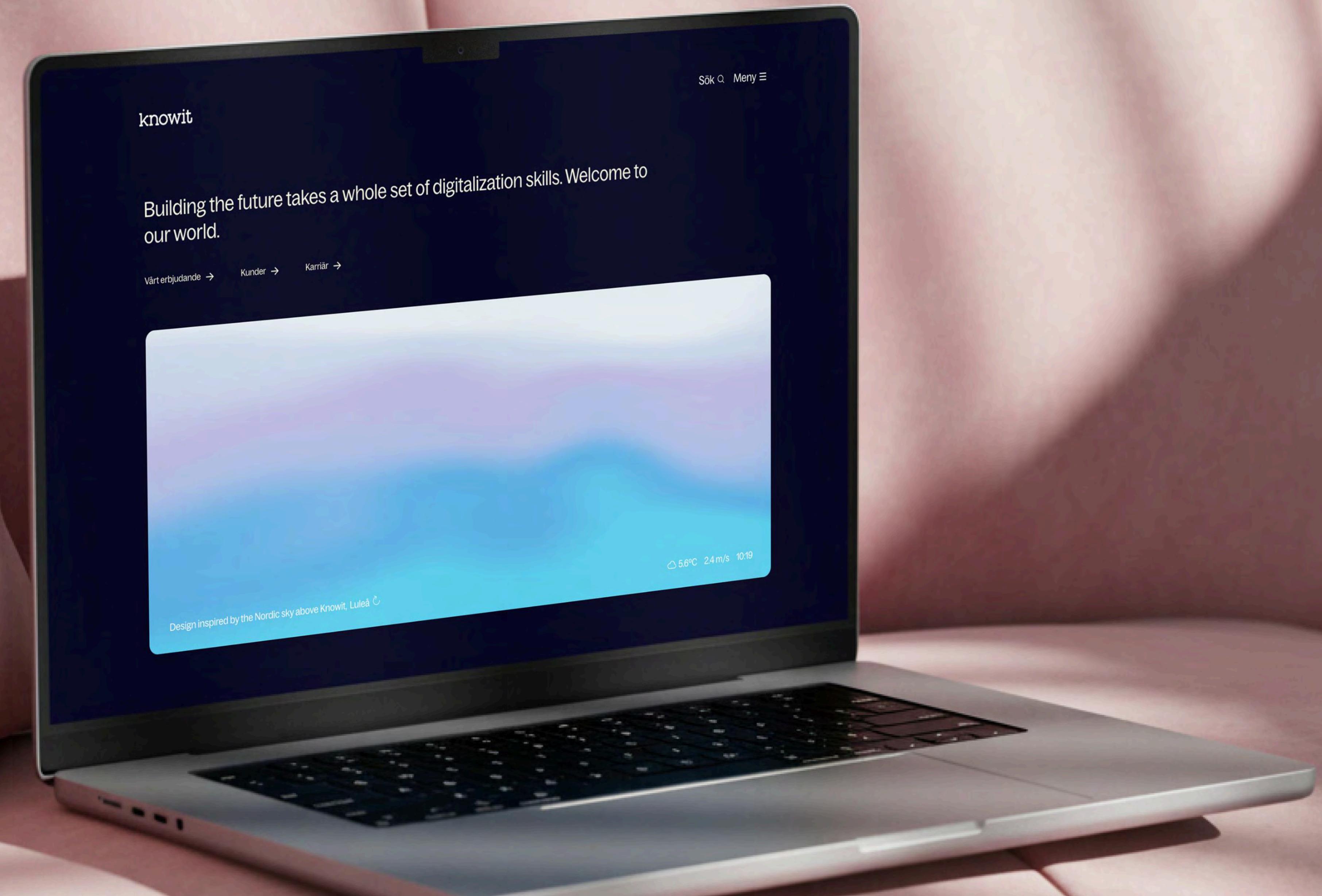
Interface color styles

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

	DARK BLUE 100 #010017		BLUE 100 #2C16B4		PURPLE 100 #9795FF		PINK 100 #FCB27C		OFF-WHITE 100 #FFF6F6
	DARK BLUE 80 #020124		BLUE 80 #372BC5		PURPLE 80 #B2B0FF		PINK 80 #FFC499		OFF-WHITE 80 #FEFB6
	DARK BLUE 60 #0A0A2D		BLUE 60 #5C44ED		PURPLE 60 #CFCEFF		PINK 60 #FFD6B8		OFF-WHITE 60 #FAF6DD
	DARK BLUE 40 #100A3A		BLUE 40 #7660FF		LIGHT PURPLE 40 #E9E9FF		PINK 40 #FFE0CA		OFF-WHITE 40 #F3EFD5
	DARK BLUE 20 #120850		BLUE 20 #8176FF		LIGHT PURPLE 20 #F7F6FF		PINK 20 #FFEADB		OFF-WHITE 20 #EFEACC
	DECORATIVE GREEN #55D440		VALIDATION GREEN (TEXT ONLY) #12862B		ALERT RED (ALERT TEXT ONLY) #E31F04		DARK BLUE 0.88 ALPHA #0B0B26		OFF-WHITE 0.88 ALPHA #FEFB6
	VALIDATION GREEN (TEXT ONLY) #12862B		ALERT RED (ALERT TEXT ONLY) #E31F04		DARK BLUE 0.66 ALPHA #0B0B26		DARK BLUE 0.44 ALPHA #0B0B26		OFF-WHITE 0.66 ALPHA #FEFB6
	VALIDATION GREEN (TEXT ONLY) #12862B		ALERT RED (ALERT TEXT ONLY) #E31F04		DARK BLUE 0.22 ALPHA #0B0B26		DARK BLUE 0.22 ALPHA #0B0B26		OFF-WHITE 0.44 ALPHA #FEFB6
	VALIDATION GREEN (TEXT ONLY) #12862B		ALERT RED (ALERT TEXT ONLY) #E31F04		DARK BLUE 0.08 ALPHA #0B0B26		DARK BLUE 0.08 ALPHA #0B0B26		OFF-WHITE 0.22 ALPHA #FEFB6
	VALIDATION GREEN (TEXT ONLY) #12862B		ALERT RED (ALERT TEXT ONLY) #E31F04		DARK BLUE 0.08 ALPHA #0B0B26		DARK BLUE 0.08 ALPHA #0B0B26		OFF-WHITE 0.08 ALPHA #FEFB6

Inspiration

10



Welcome to Knowit!

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,
support you in your
Let's create amazing things
together!

Warmest welcome aboard!

knowit

Hej!

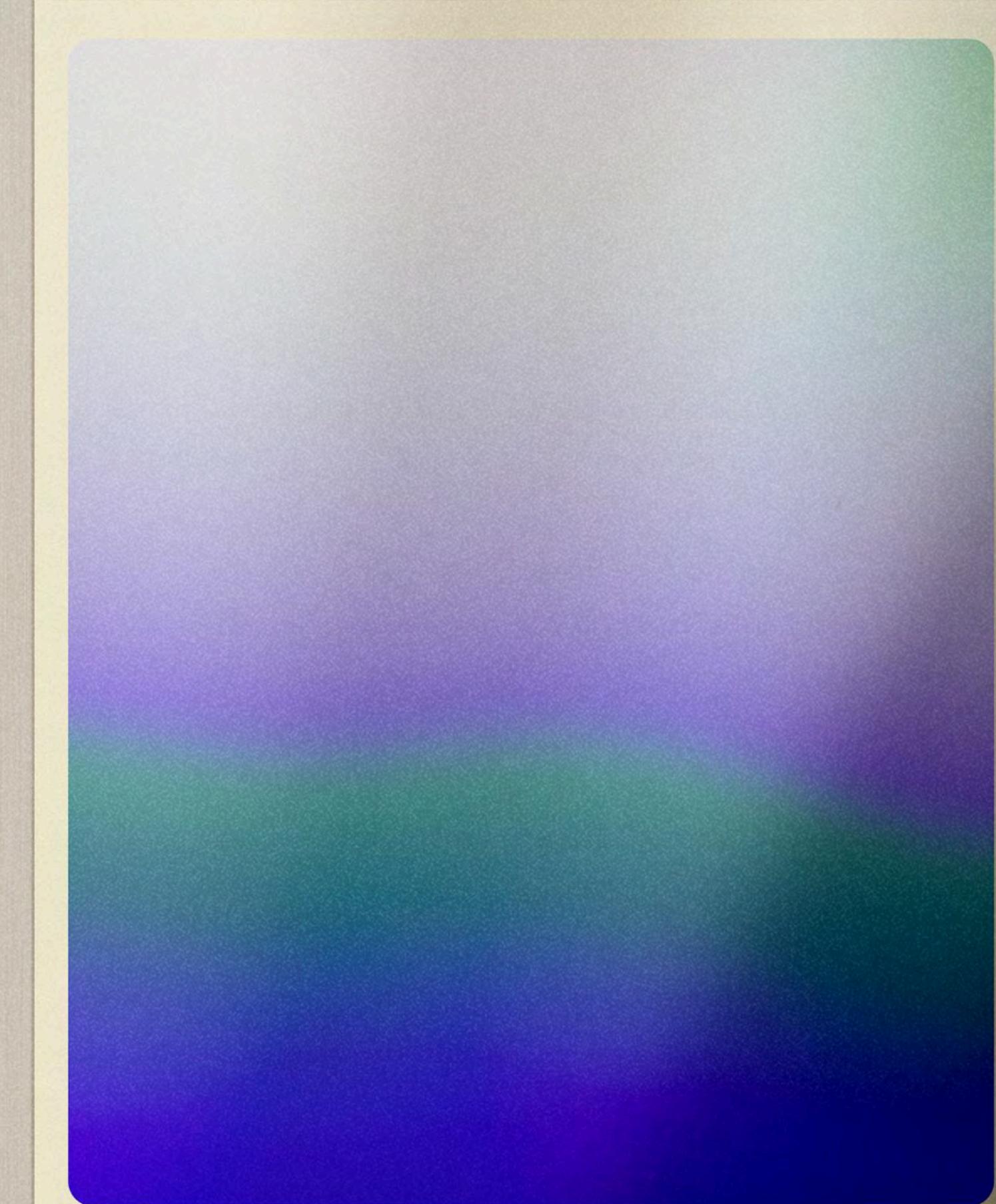


Hei!

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, verksamhetsnära och allas ansvar

Fiona Hansson
Rådgiver



BLOGG

Dataskydd – kompext, verksamhetsnära 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) million¹

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

Results after tax increased to sek 104.1 (121.7) million

Earnings per share increased to sek 3.64 (4.34)²

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

¹) 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.

²) 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, excepereis a sitionse
volupta tectem ea duciet re rum dende
rciis aut perrovid ut aut es dolutaq
usassequ 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



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) million¹

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

Results after tax increased to sek 104.1 (121.7) million

Earnings per share increased to sek 3.64 (4.34)²

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

¹) 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.

²) 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.

Light



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SPEAKER

Peder Midtstuen
(Storebrand) og Carine
Nylander (Knowit)

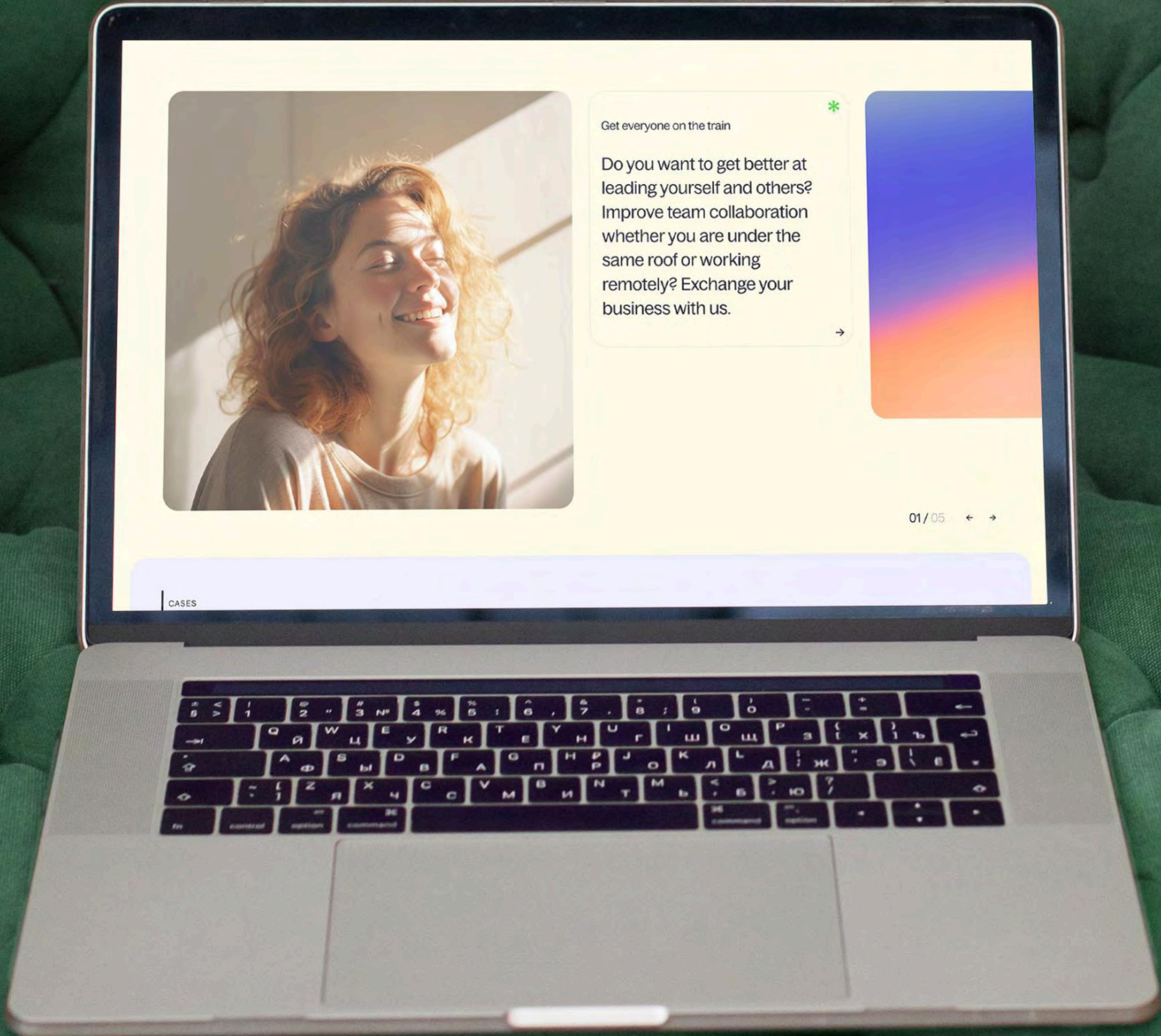
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