



KNOWMADICA

Style Guide



KNOWMADICA

Color Palette



RGB

39, 170, 225

16, 147, 191

CMYK

17, 15, 0, 0

79, 28, 12, 0

Monochromatic Harmony

Typography

Logotype Font: Montserrat

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logotype Scalability

KNOWM  DICA

 KNOWMADICA

5"

 KNOWMADICA

3"

KNOWM  DICA

1"







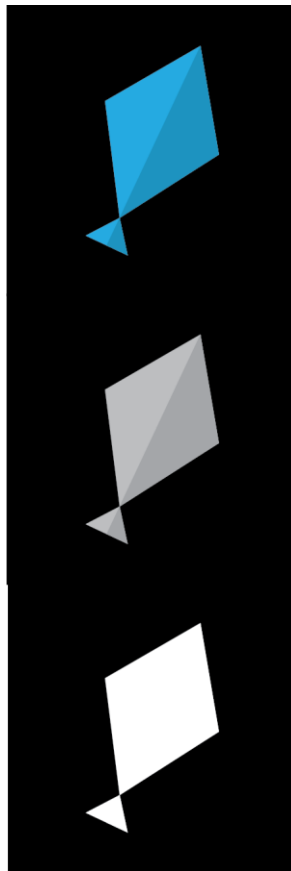
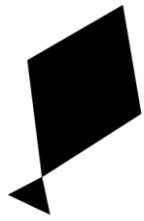
0.5"

Free Space Guide



Colour Variants

KNOWM  DICA	KNOWM  DICA
KNOWM  DICA	KNOWM  DICA
KNOWM  DICA	KNOWM  DICA



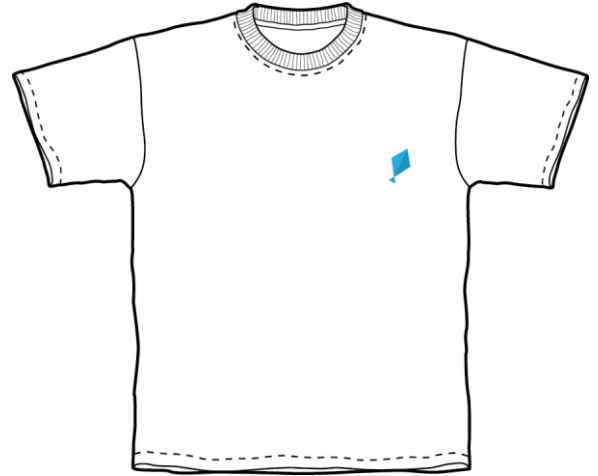
T-Shirt Designs

Note: T-Shirts shown in 1/10 scale

Design 1 Front

Logotype Width: 1.00"

Logotype Height: 1.00"



Design 1 Back

Logotype Width: 12.00"

Logotype Height: 2.40"



Design 2

Logotype Width: 5.00"

Logotype Height: 1.00"



Concept Description

The selected concept consists of a strong and elegant representation of the company name alongside the symbol of the kite. Knowmadika explores the concept of content rich nomadic inquiry that is science inquiry that takes place on the go, across integrated K-12 formal and informal settings. I feel that a kite best represents the spirit of unhindered exploration. The colour chosen are shades of blue because of the colour of sky. The kite also is a subtle reference to knowledge on the cloud as Knowmadika is primarily a web/mobile app.

The icon was selected out of 4 others based on the feedback of a current student in the course and some other students who took graphic design last semester. Design 2 was also popular but it is an overused symbol and a lot of people confused the compass with a star because of the absence of an outer ring and no colour difference between the different dials.