

KNOG FAQs

QUESTION

ANSWER

EXAMPLE

Q. What is the default Knog logo?

A. The speech bubble.



Q. A video lights retailer wants to put our logo on their site - which one should I give them?

A. The lock up. Combined **product** & **Knog** logo. If a retailer stocks more than one product, then just use the **Knog** logo.



Q. Can I use the qudos and expose logos as stand alone logos?

A. No. A product logo should never be seen independent of the **Knog** logo.

~~expose~~

Q. Why don't you have brackets in the qudos / expose logos anymore?

A. Because we want the product logo to sit easily with the **Knog** logo. Our brand is **Knog**. Our product is **expose** or **qudos**. The two come together better now.

~~[expose]
[qudos]~~

Q. When do I use the wordmark only?

knog.

A. When there are space restrictions. E.g **Knog** in the speech bubble is to be no smaller than 12mm wide.



Q. When do I use the outline logo?



A. Sometimes, the filled in logo isn't appropriate. Eg on a shop window, or detailed graphic, the outline logo is better.



Q. How do we write the brand names in copy?

A. **Knog** is bold and sentence case. **expose** and **expose smart** & **qudos** and **qudos action** are bold and lower case.

Knog
knog
Qudos Action
expose Smart

Q. I'm creating an ad / postcard / poster for a Knog event. What is the default typeface?

A. Calibre (light, semibold, bold). This can be purchased online. If you need help finding it, please contact peeps@knog.com.au

Q. What if I don't have Calibre?

A. Helvetica Neue Light