Version 1.01 07. january 2025

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

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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

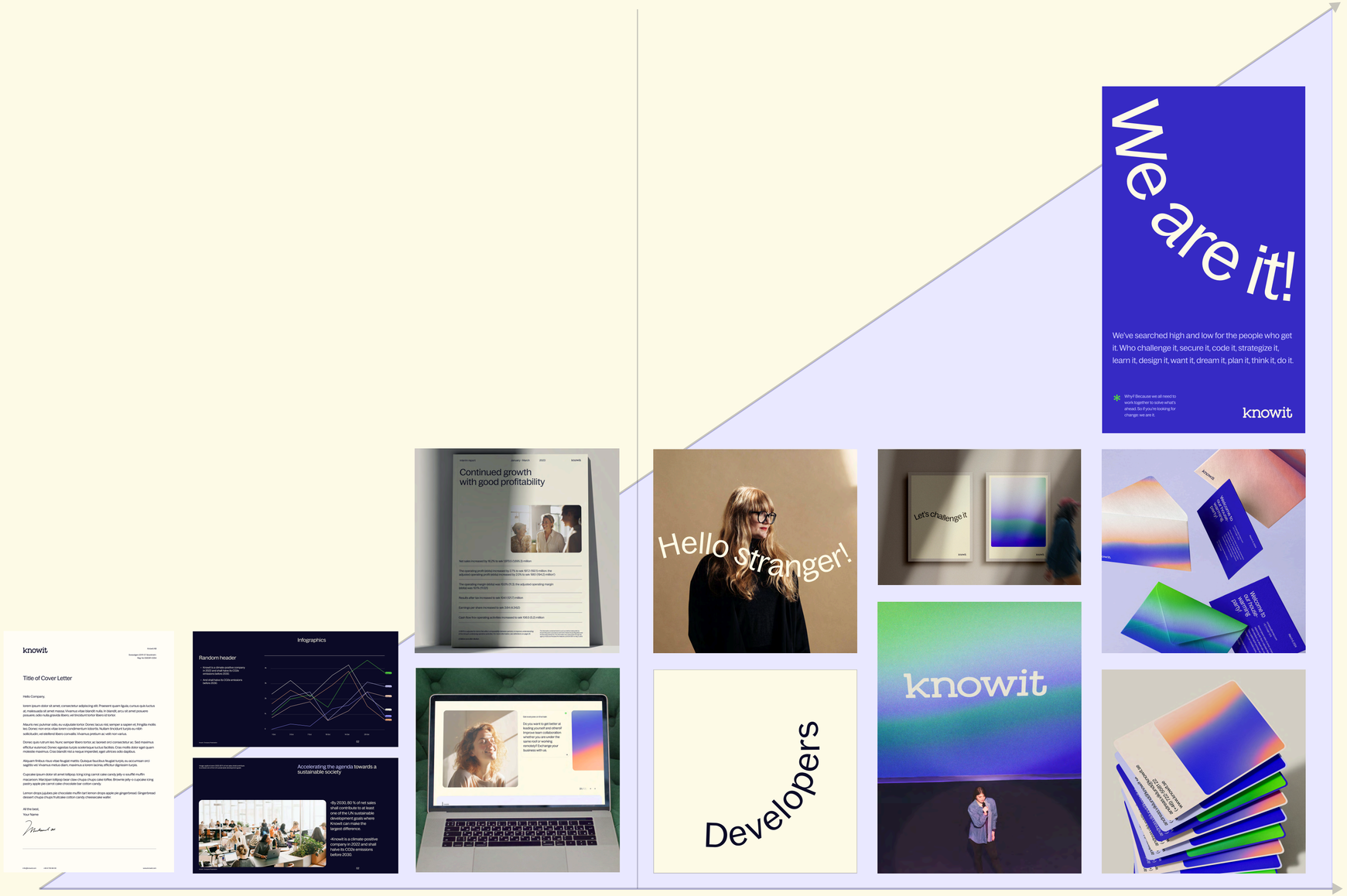
The visuals carry forward our vision and back our position as Makers of a Sustainable Future.

Humane

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

Formality lever

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



Formal level

Campaign level

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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.

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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?

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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.

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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.

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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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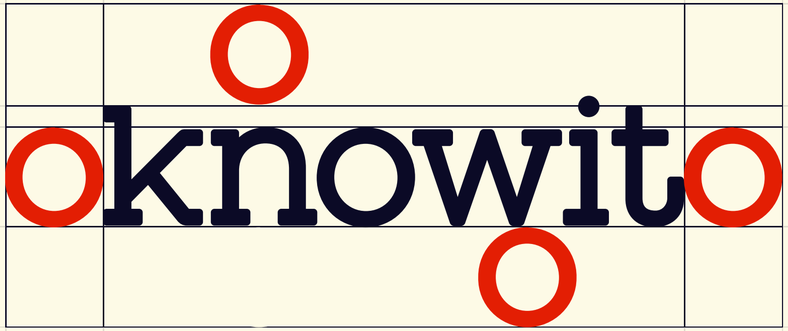
Logomark
clear space

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 →

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.

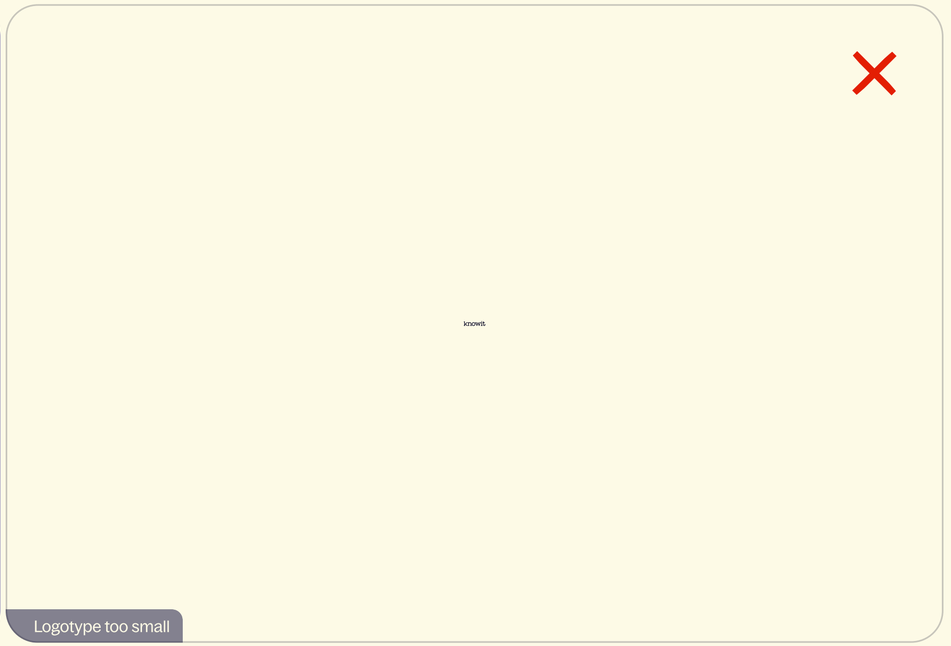
View assets →

Stop motion of sign-off animation

Logotype
Don’ts

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

Contrast too low



Logotype too small

Busy background/Contrast too low

Incorrect color usage/Stretched

Logotype
Do’s

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

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Correct contrast

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Readable logotype

Clear area for logotype

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Faded background to make logo readable

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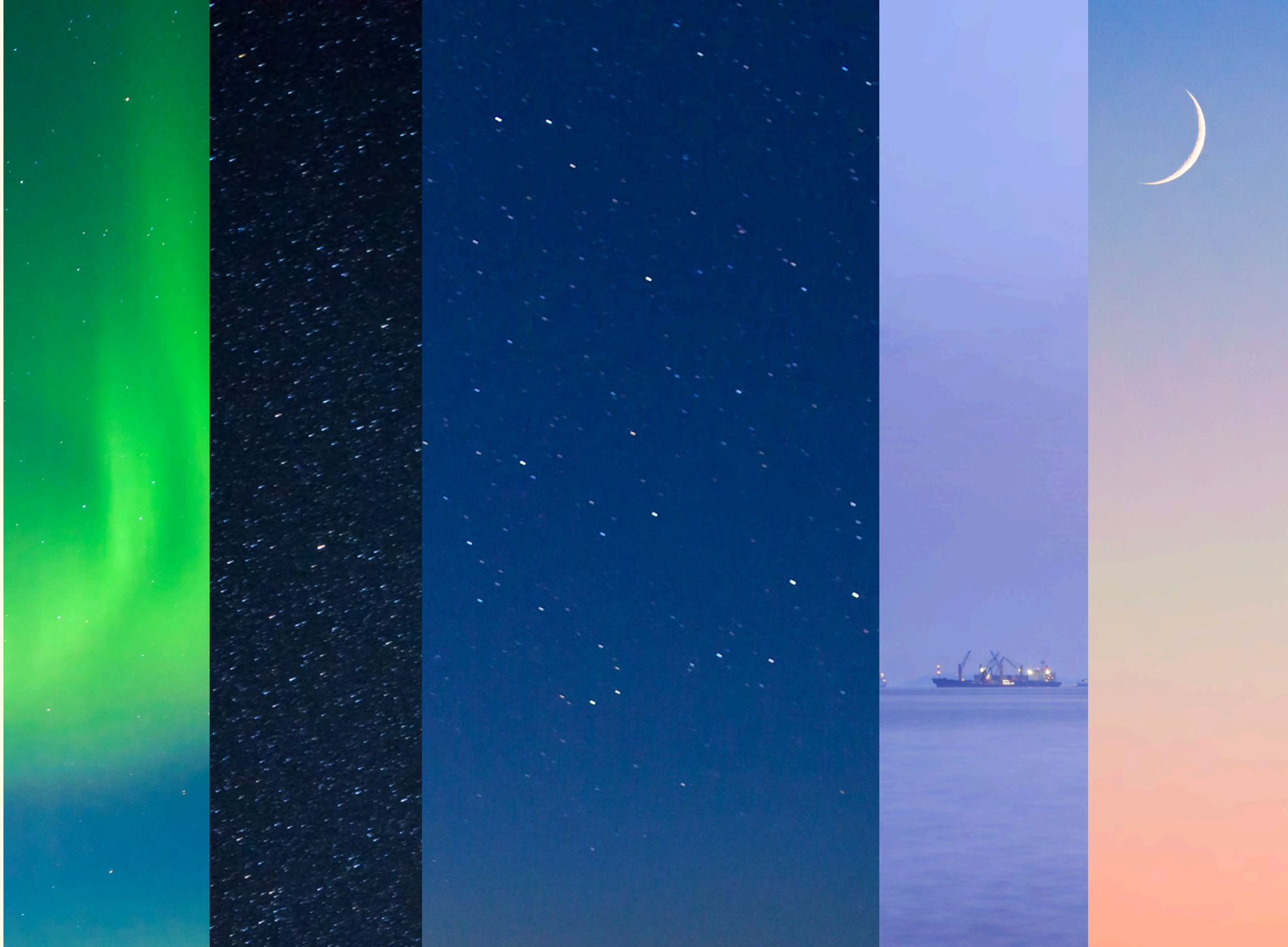
Colours

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.



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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 (#00000) or white (#FFFFFF).

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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	#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.

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

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

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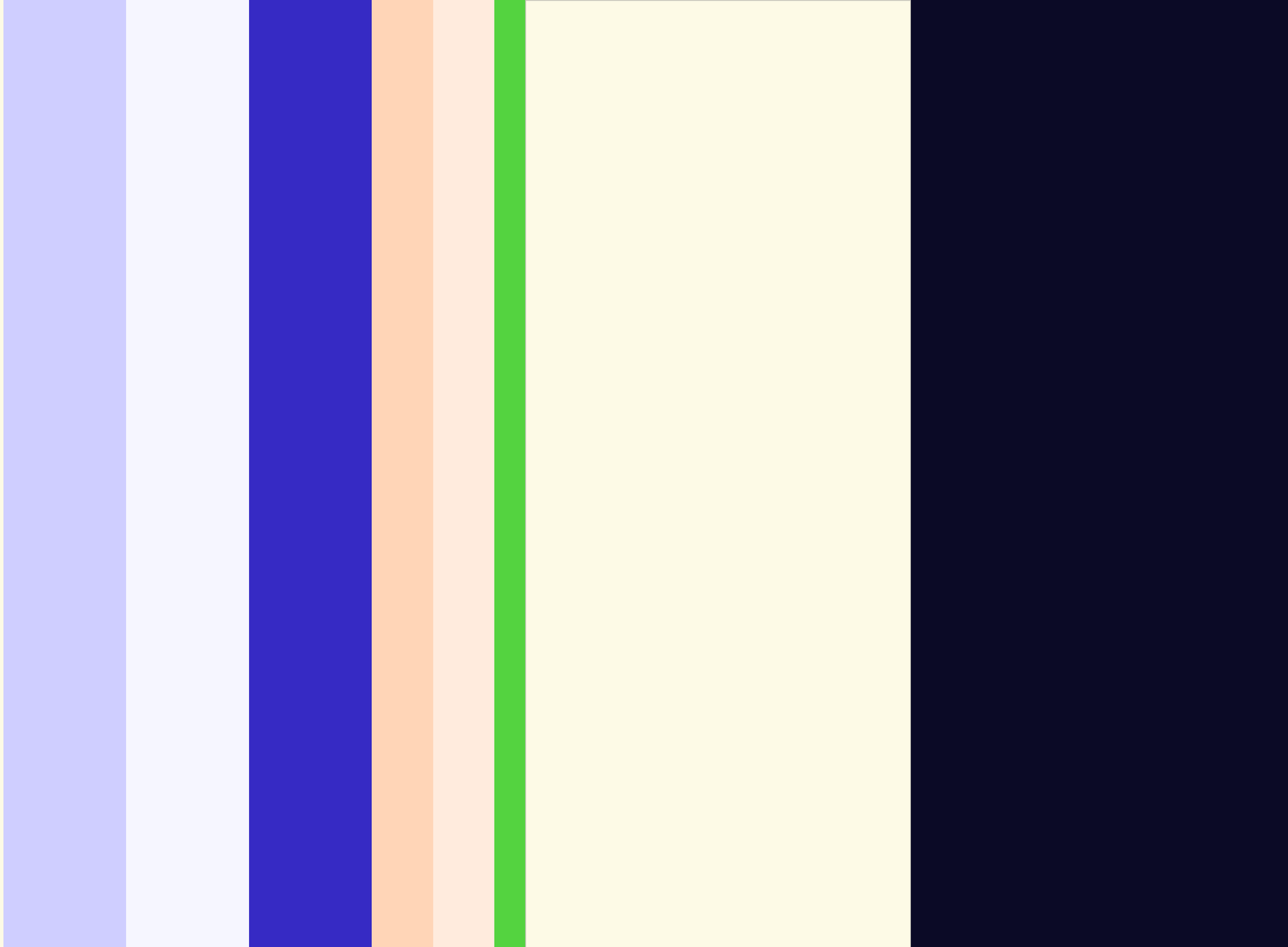
Colour hierarchy

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.



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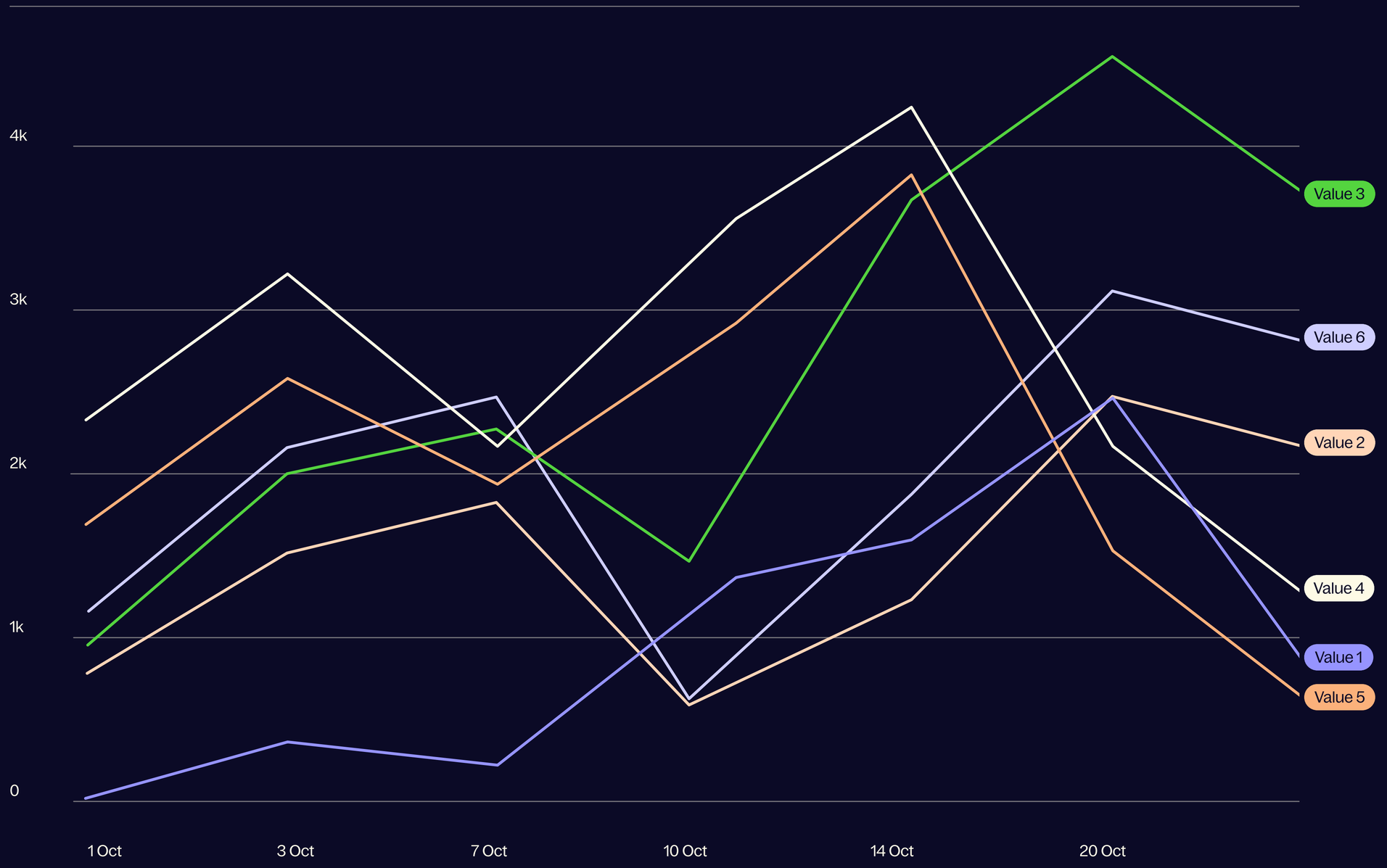
Palette for diagrams

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

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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

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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.

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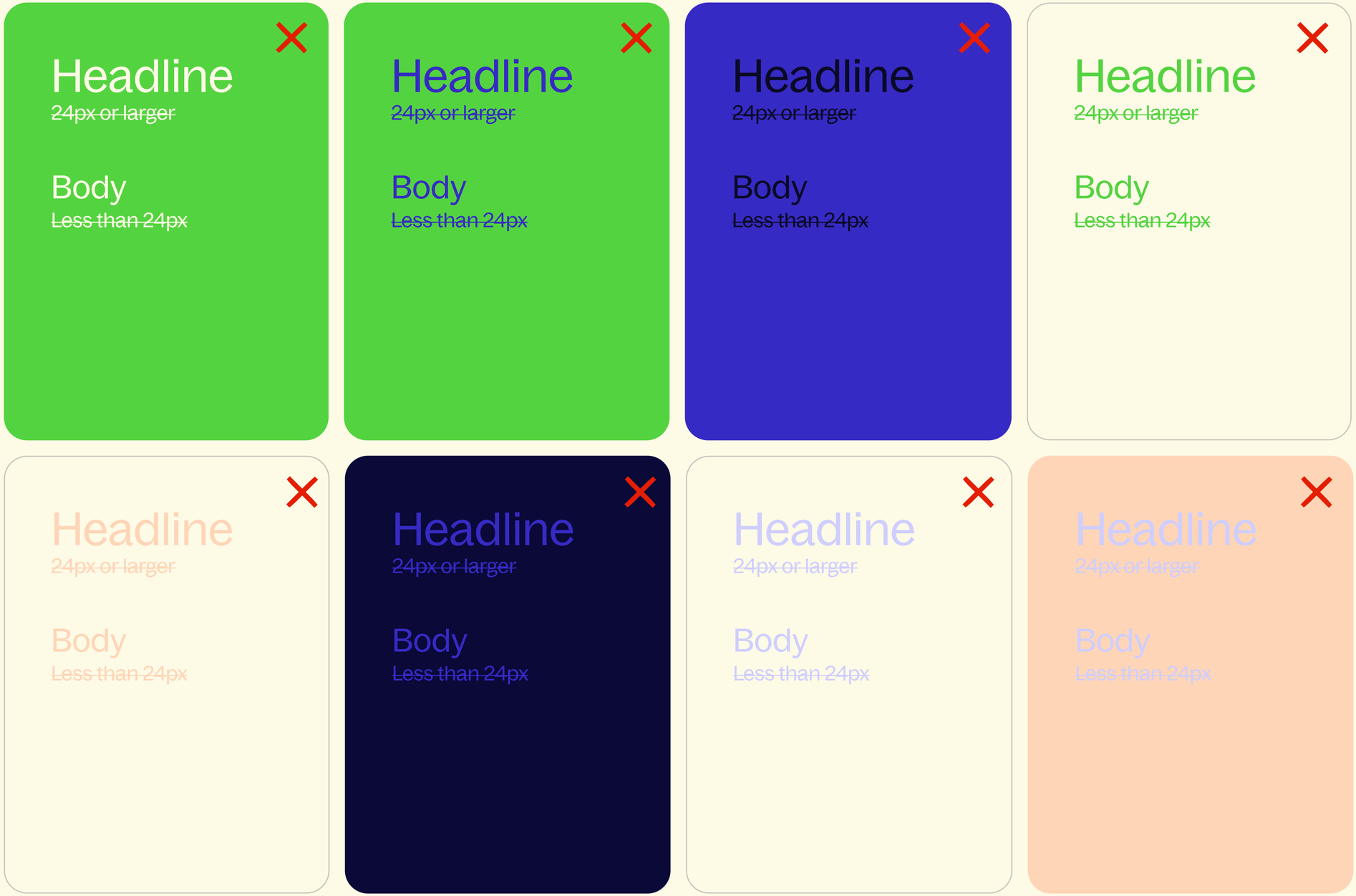
Don’t use these colour combinations

These colour combinations don’t meet our accessibility standards.



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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.

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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.

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Typography – highlight use

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

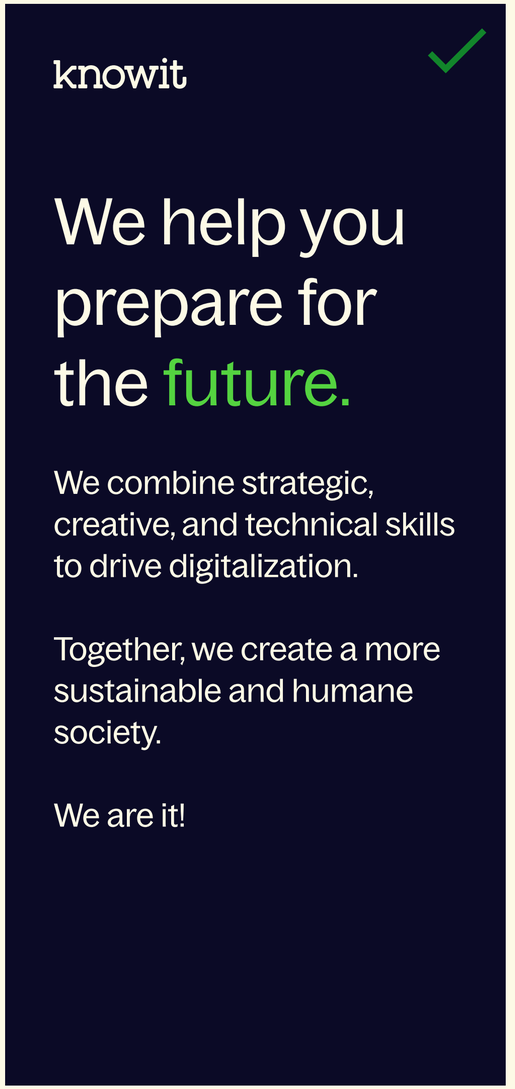
Avoid highlighting several words and sentences.

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.



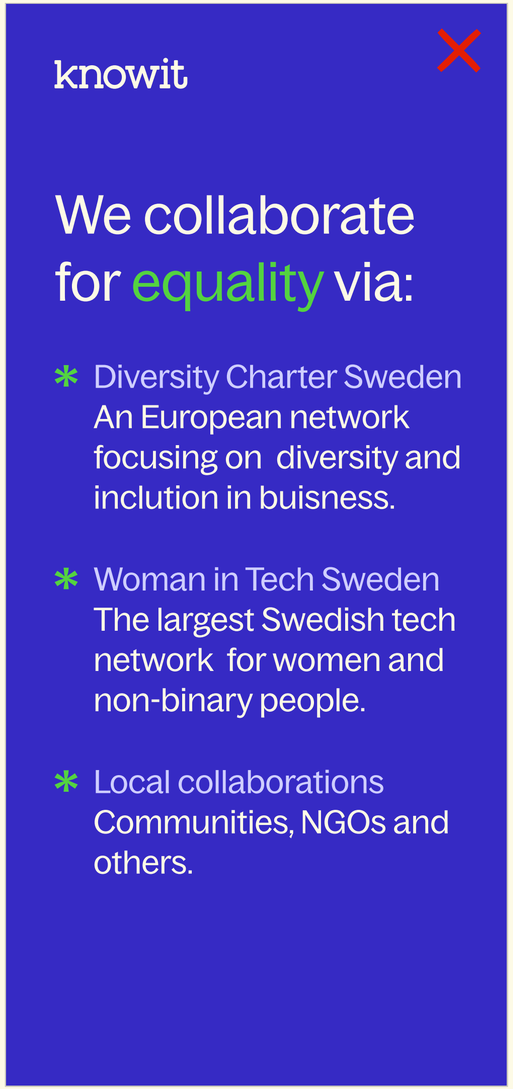
CORRECT USE

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

Typography – highlight dont’s

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

Avoid highlighting several words and sentences.

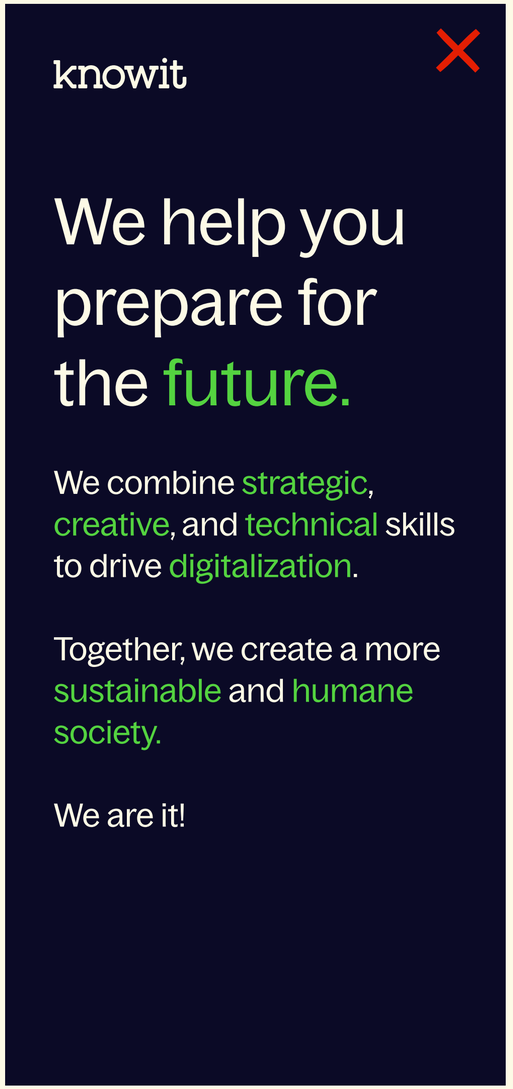


WRONG USE

Two different colors are used on highlights

WRONG USE

Wrong use of color. The color combination doesn’t meet our accessibility standards.



WRONG USE

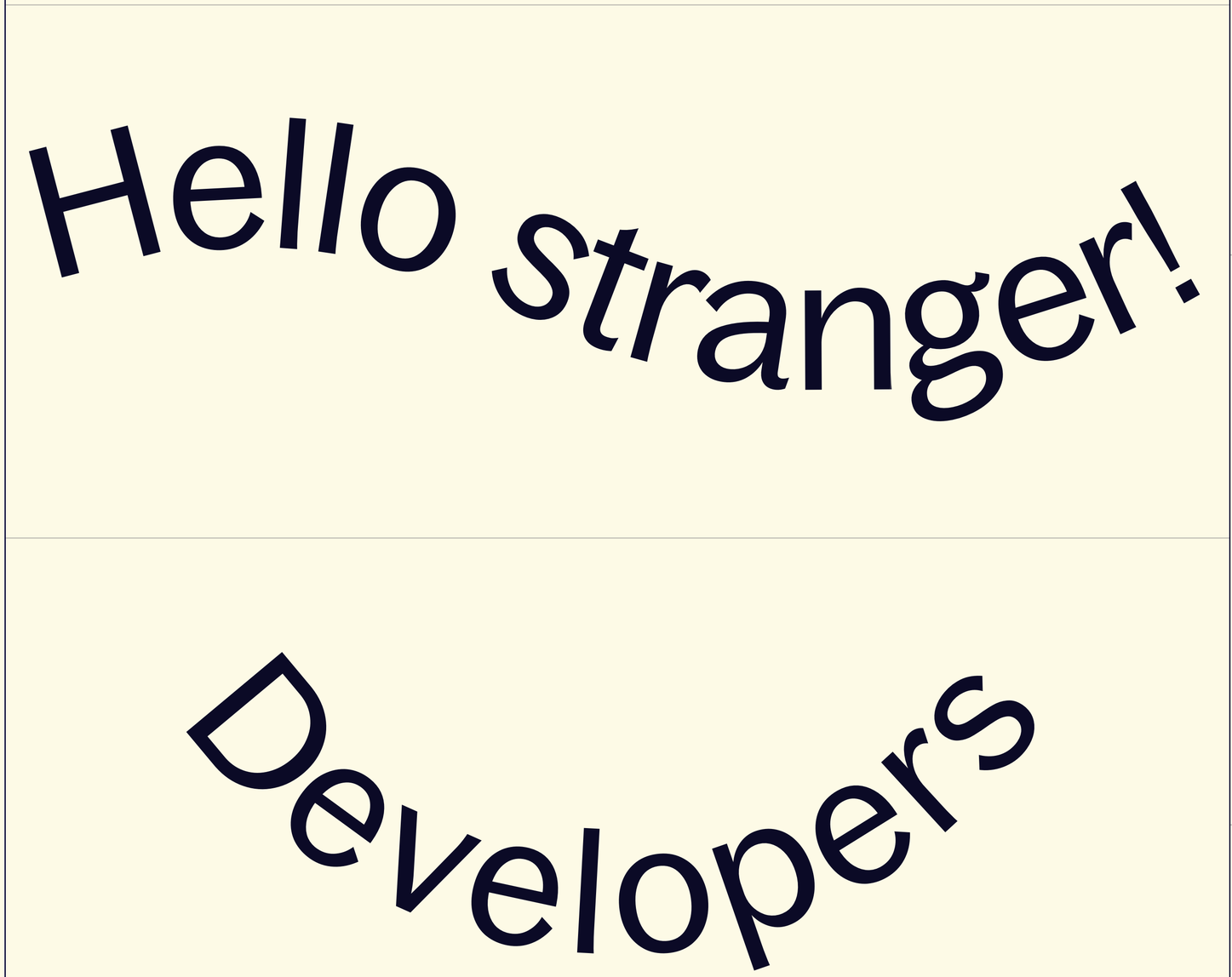
More than one word in a sentence is highlighted.

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 →



Undulating text

Arched text

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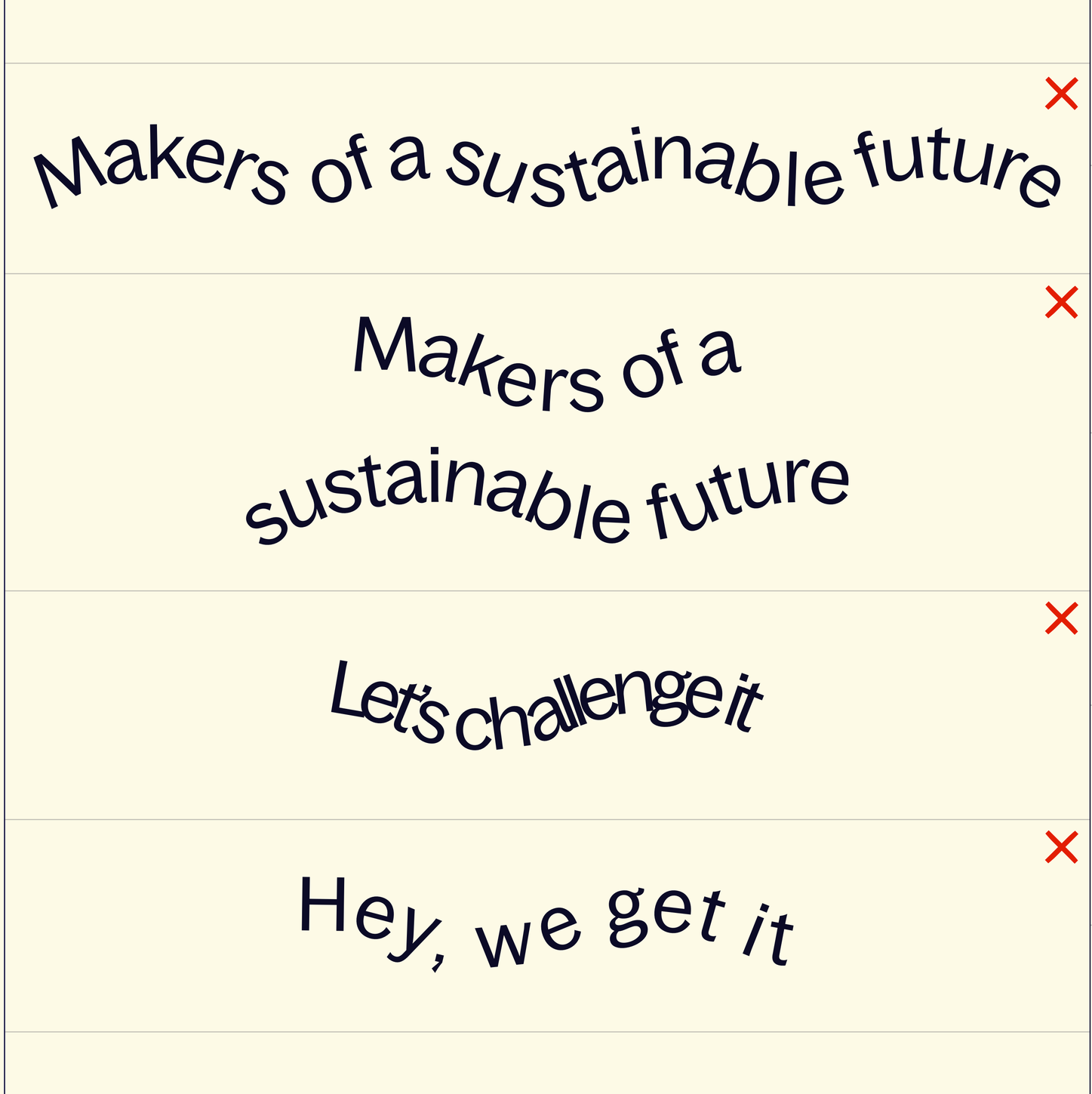
Typography composition – arches Don’ts

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



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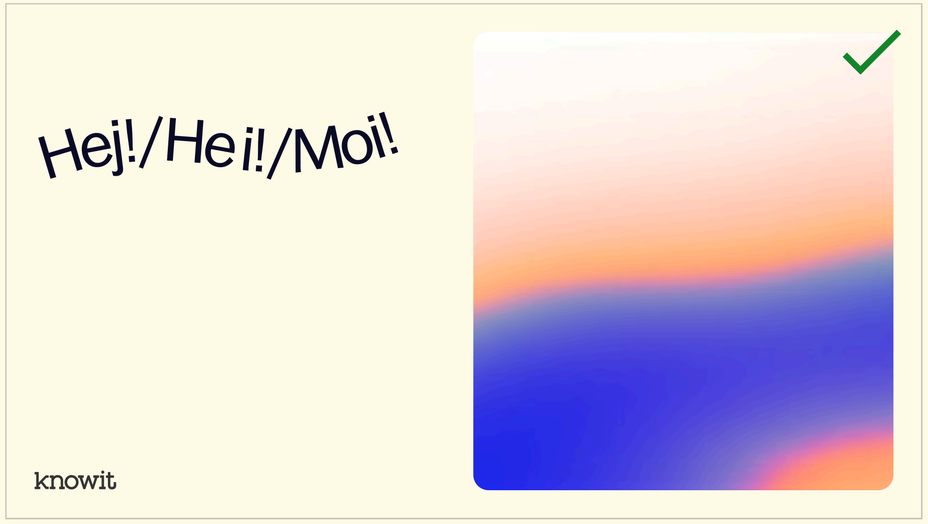
Text placement

To ensure readability, put text on a flat colour.

Don’t put text on top of gradients.



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Graphics

5

Gradients

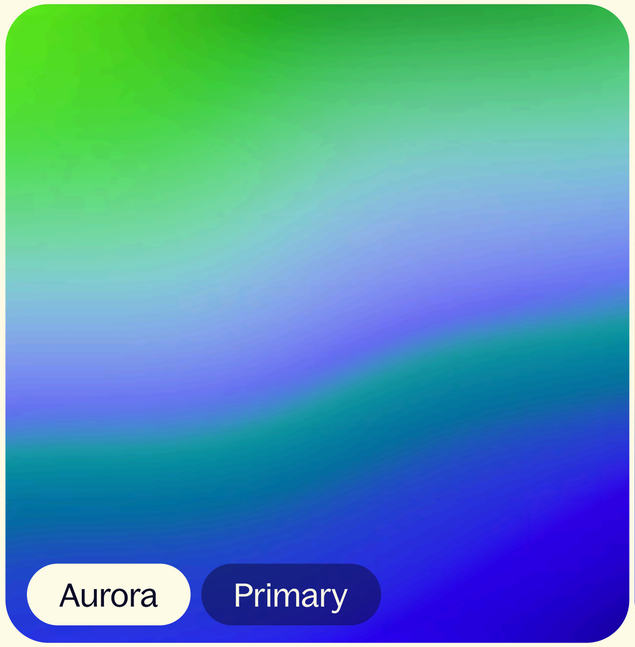
Pre-designed gradients provide an easy and effective way to elevate visual appeal. They effortlessly add depth and a captivating atmosphere to designs.

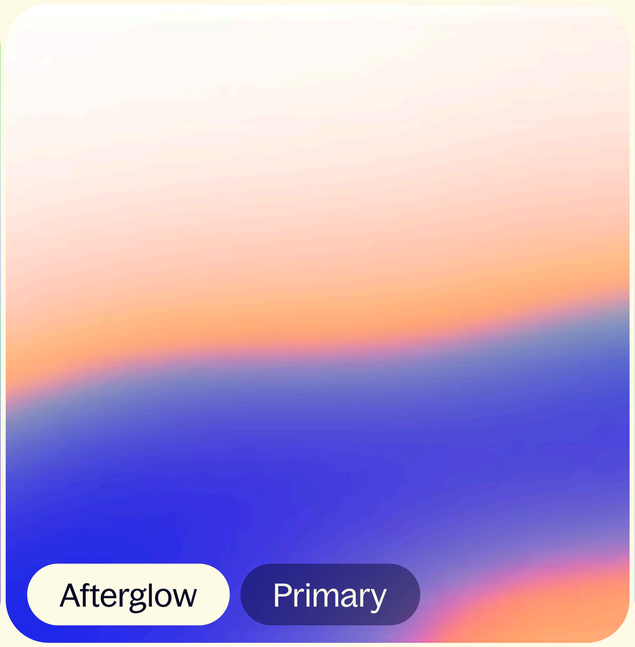
For consistency, use the high-res files provided here when adding gradients instead of creating your own.

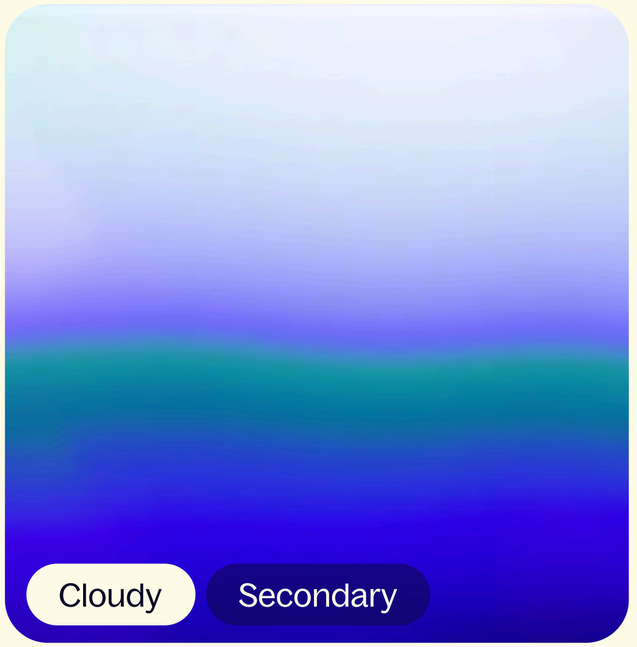
Text should not be put on top of gradients. See example.

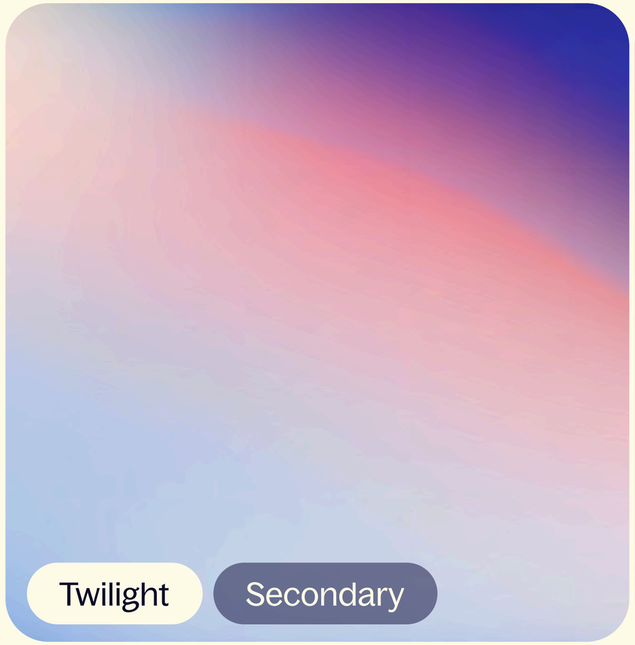
View static assets →

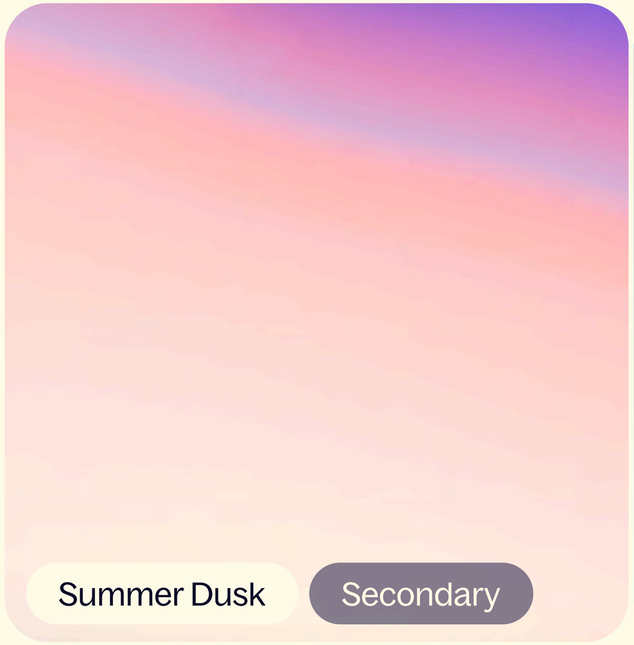
View animated assets →

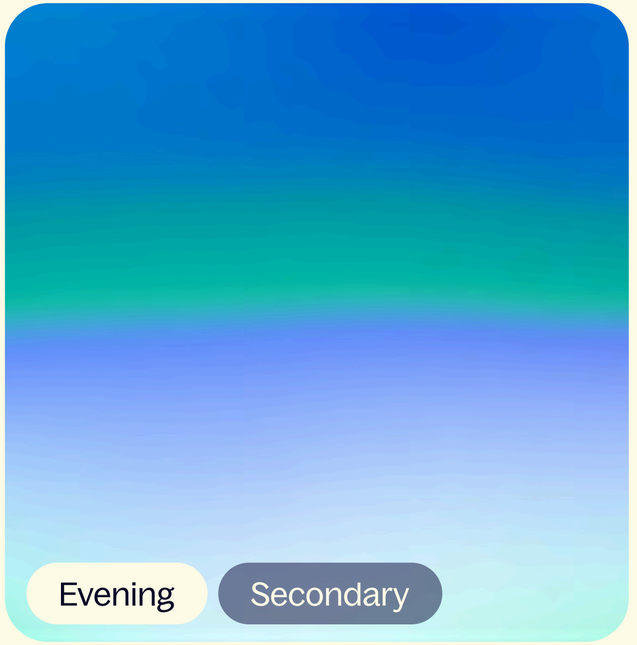












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Gradients
– dont’s

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

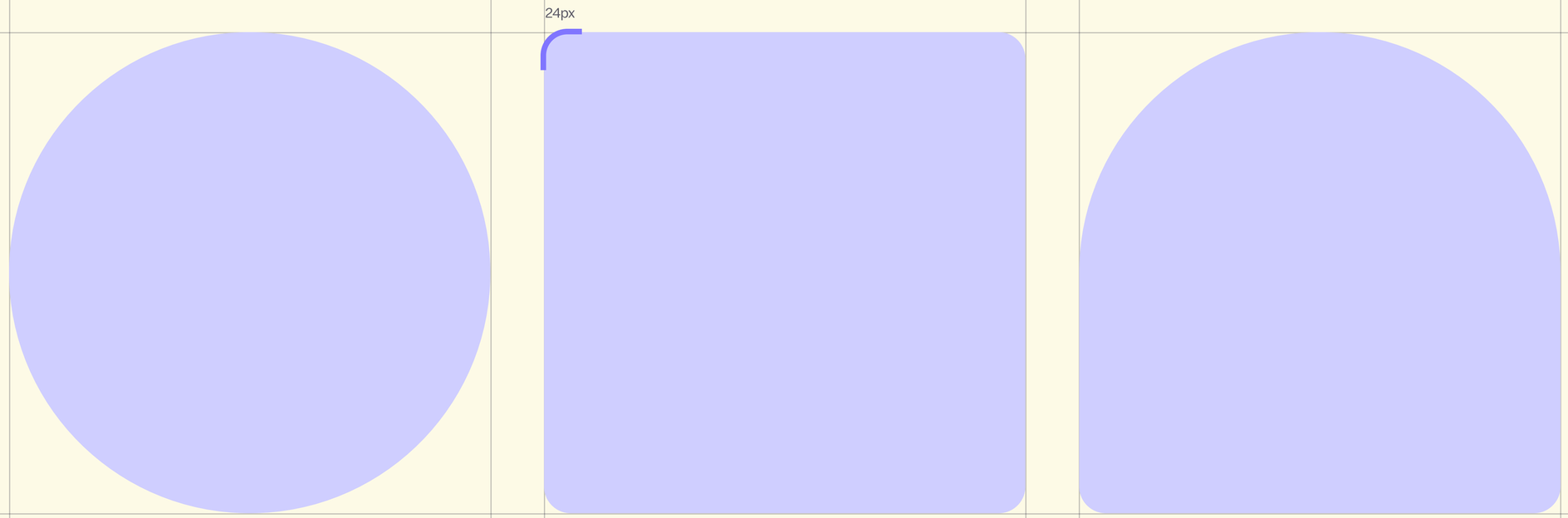
Using gradient in text reduces readability.

BORDER GRADIENT

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

Windows

Simple geometrical shapes, ideal for image or text containers. These connect to the idea of light and transparency.



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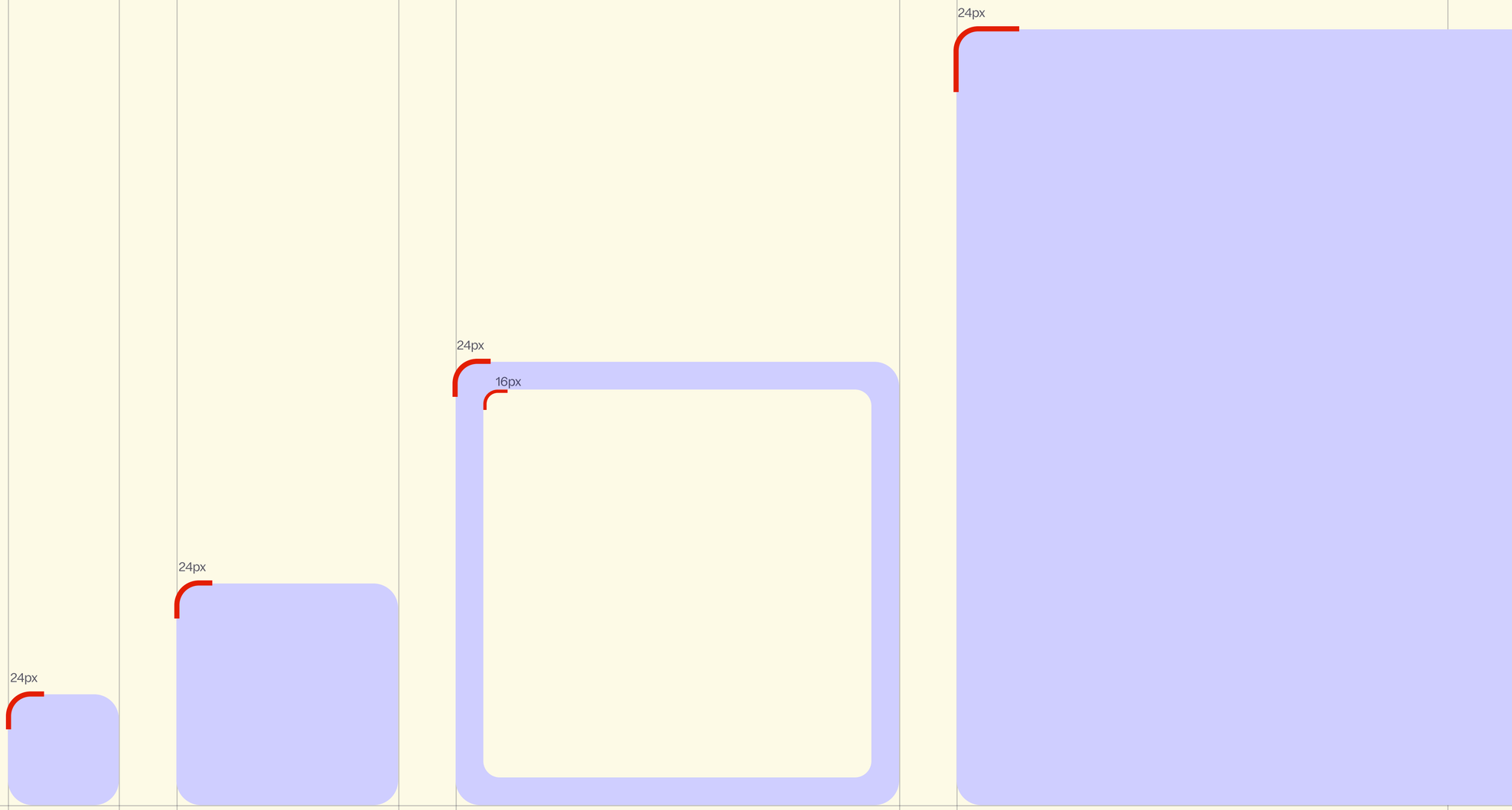
Radius consistency

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.



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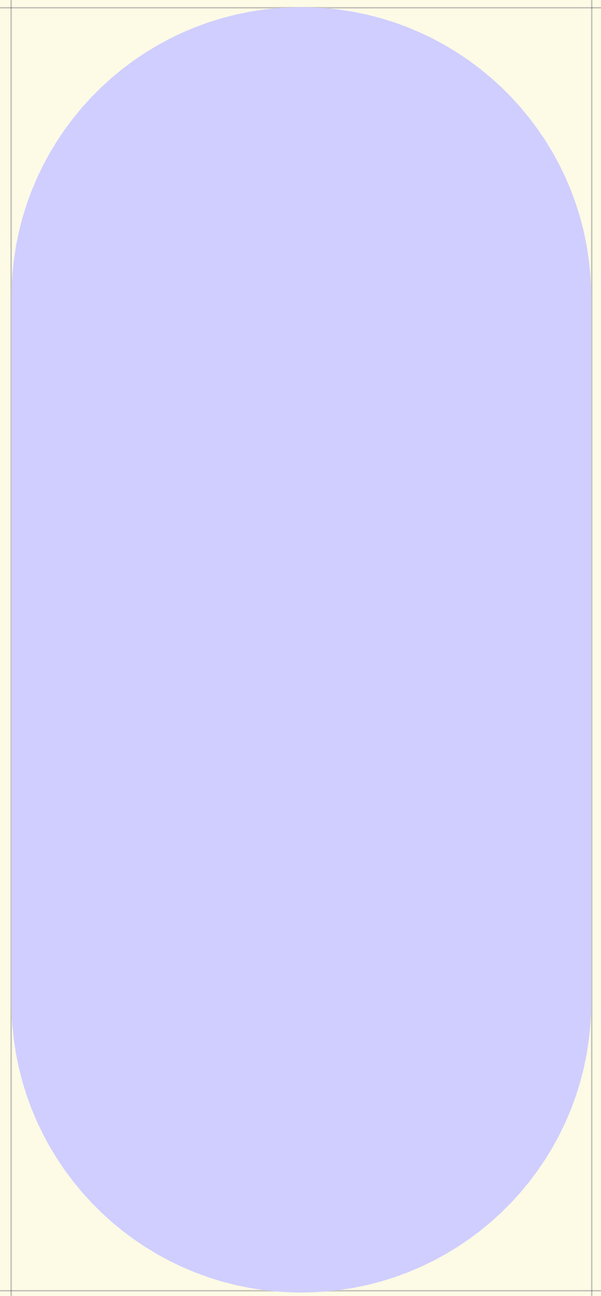
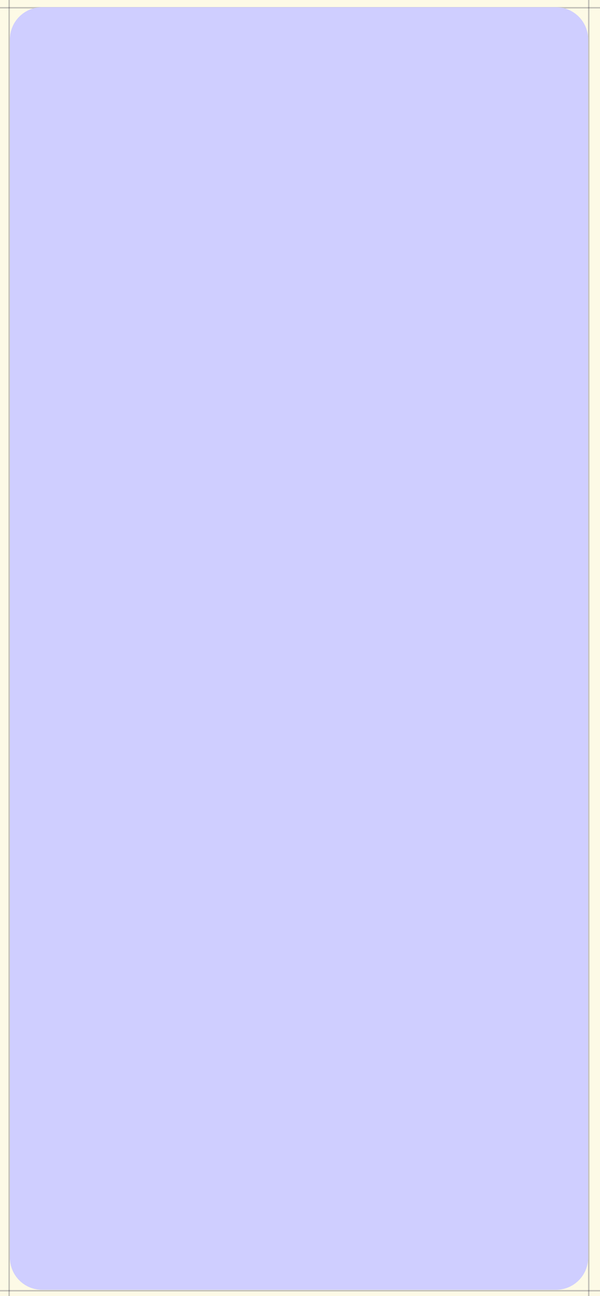
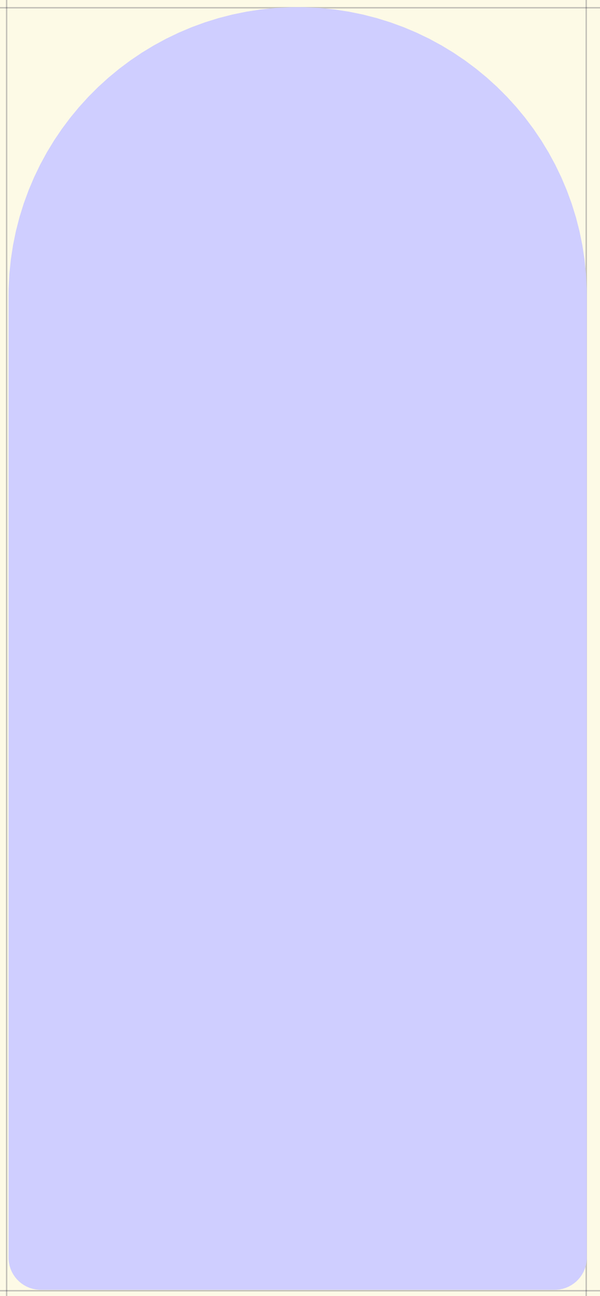
Windows – extended

Extend these shapes in either direction to create surfaces for your design. Never stretch the radiused corners.







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Element composition

We can use the shapes to frame images.

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Graphic element

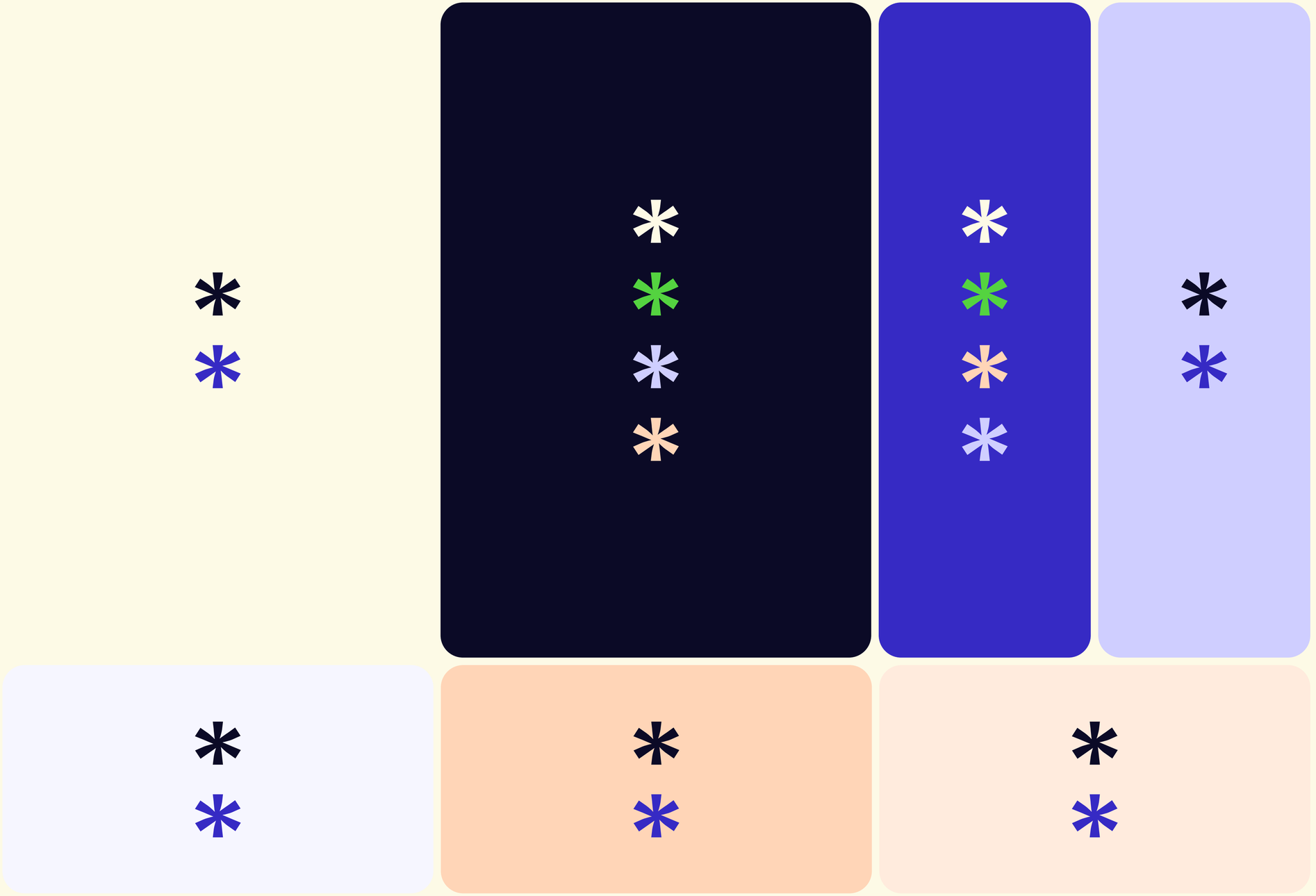
The Knowit star is a distinctive graphic element, which ties in with the Nordic Skies concept. It symbolizes our commitment to making things better.

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 →



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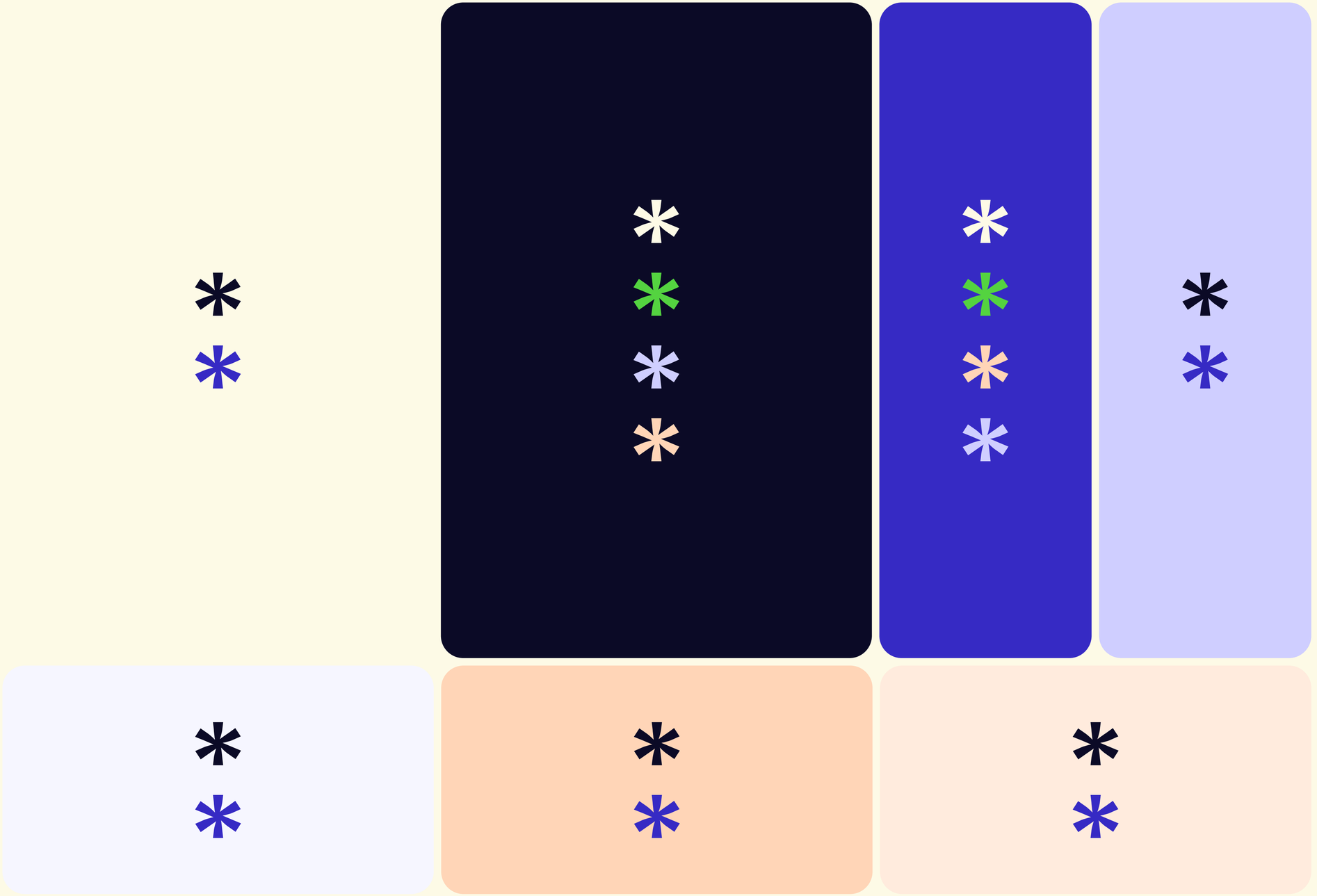
Graphic element – colour combinations

These are the available colour combinations you can use,

Make sure to follow them to obtain accessibility.



knowit

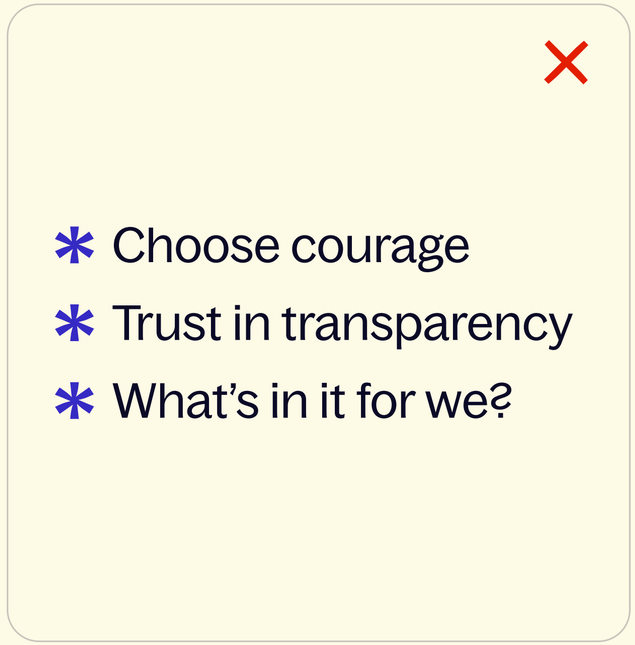
Graphic elements – as bullets

When using the Knowit 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.

CORRECT BULLET

36px/1.5 = 24px



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 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.

CORRECT PIN

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

PIN TO BIG

The pin and message competes 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.

CORRECT USE

The star has a function to highlight the secondary text

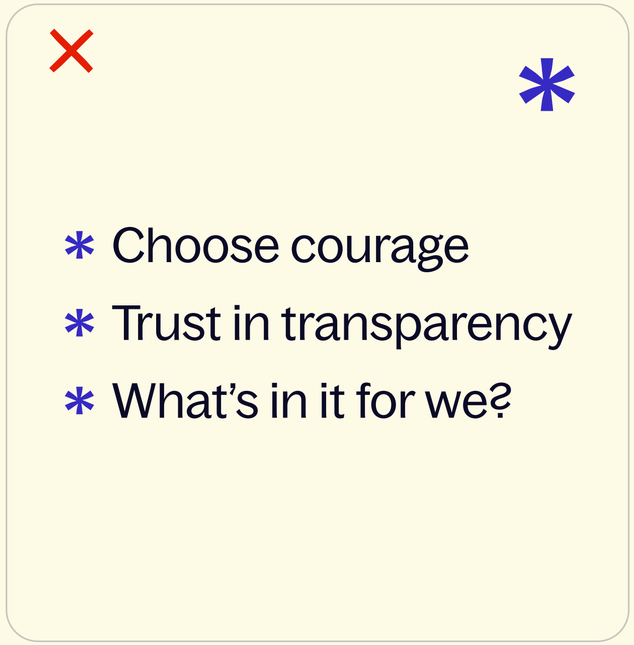
WRONG USE

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.

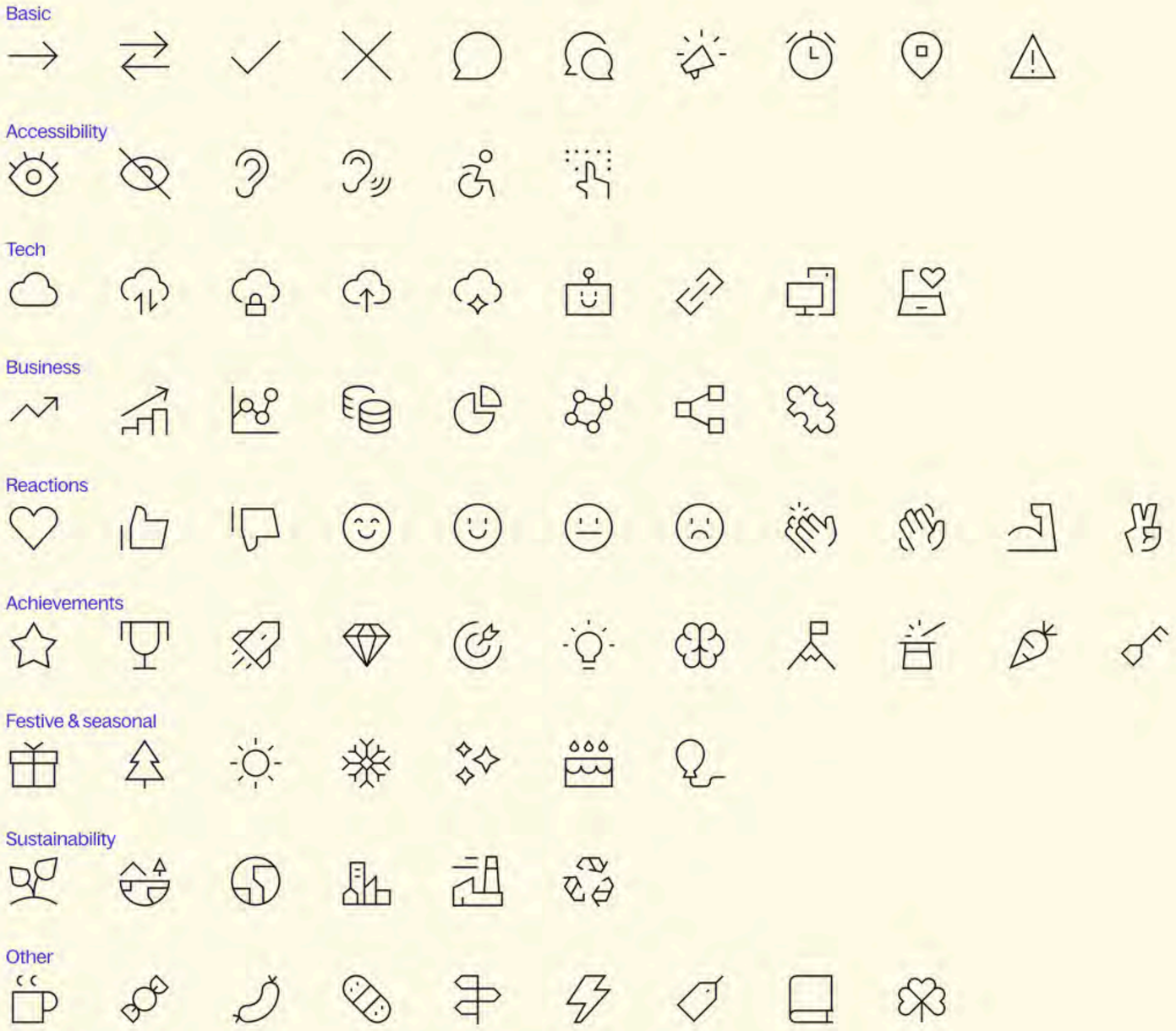
Icons

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.



knowit

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

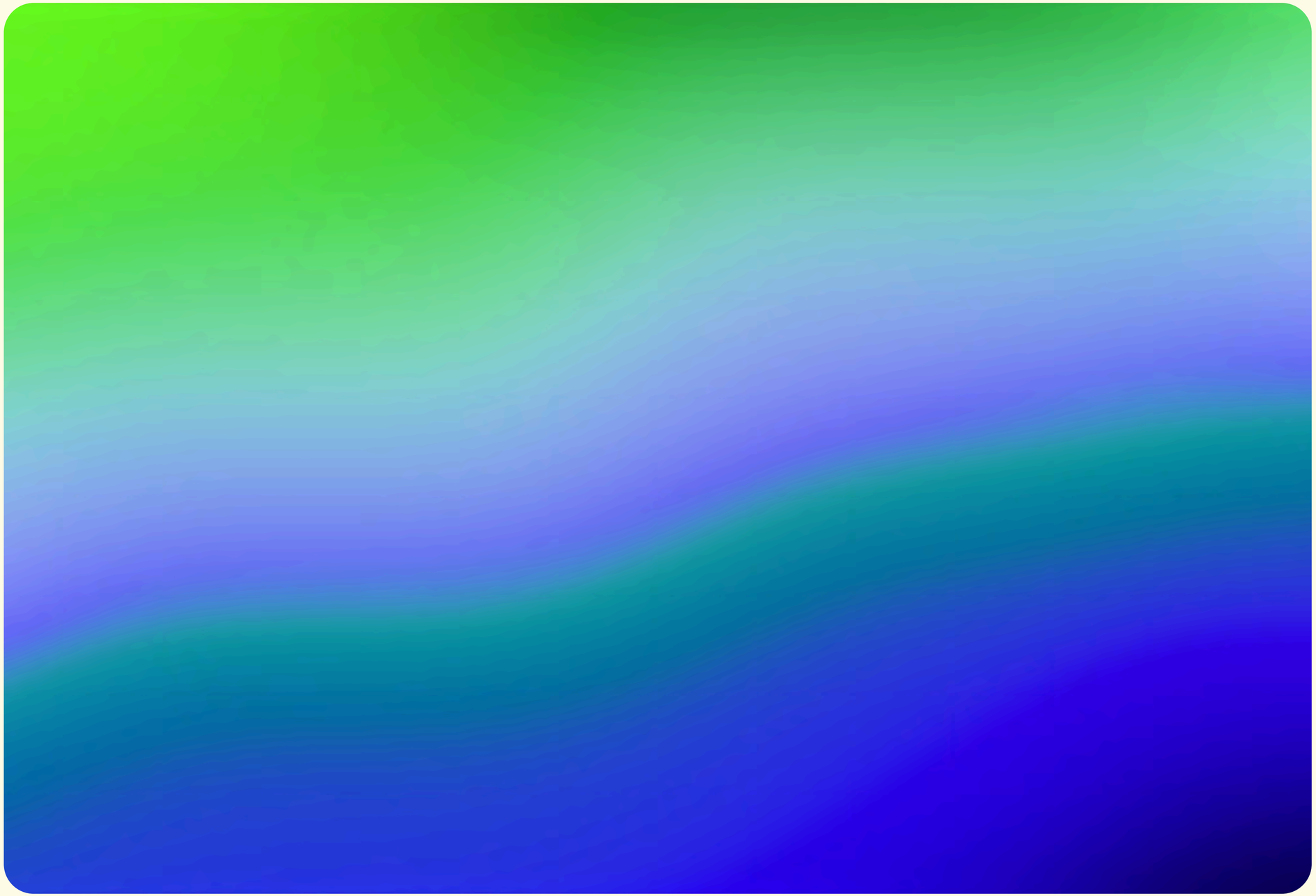
knowit

Motion Graphics 6

Motion graphics

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.

View assets →



knowit

knowit

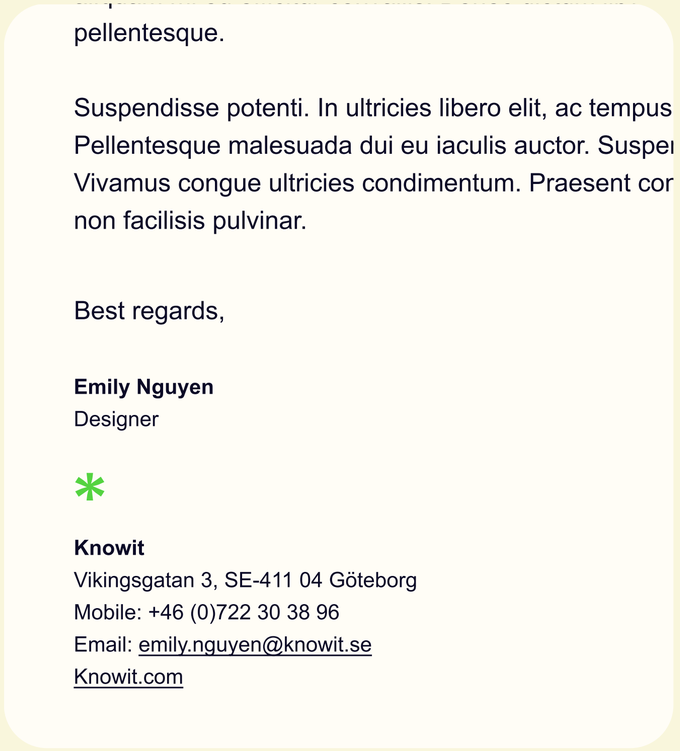
Stationery & Display Materials

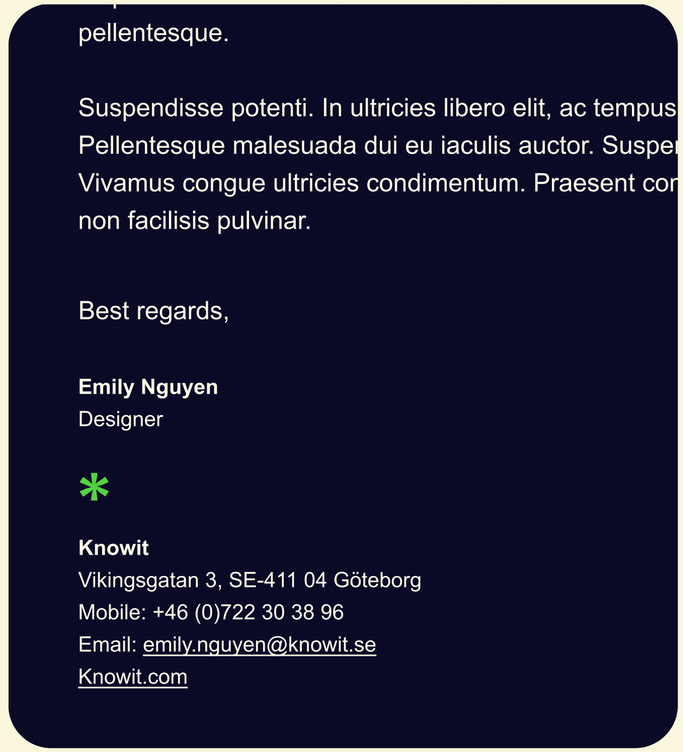
7

Email signature

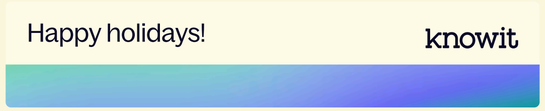
An email signature can be accessed in Outlook when you're signed in to your Microsoft 365 account.

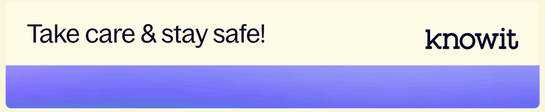
Occasionally, Knowit will create special banners that you can also access.

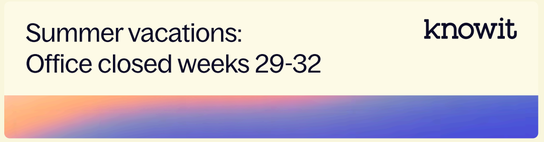


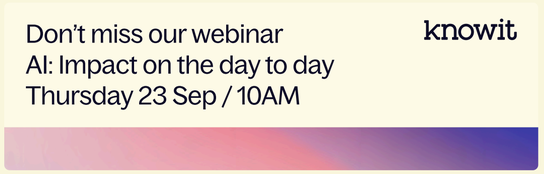


Email signature









Email banners

knowit

Imagery

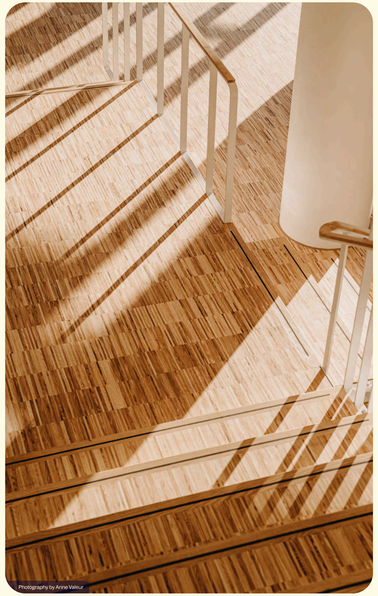
8

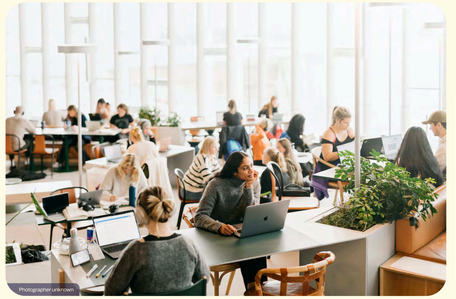
Brand imagery

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.



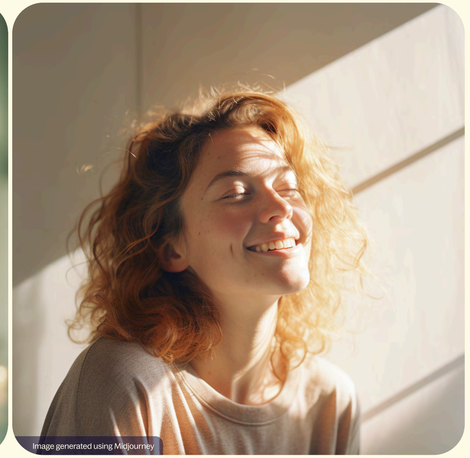


knowit

Employee portrait images

Relaxed and candid. Employees should be photographed in a way that makes them feel comfortable. There should be room for individual expression — those who prefer to look serious can be depicted that way, while those with a lively personality can freely express themselves.

If taken indoors, use or simulate natural light. Preferably, light is reflected on people's faces and walls as in the examples to the right.



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.

Midjourney prompting

Midjourney is a great tool for prompting AI images. Strive for realistic images of people where light is used creatively in the shot, using for example “Backlit”, “Rimlight” or “Dimmed sunlight light on wall”. To gain a high-quality photography style, always make sure to include the following “shot on medium format phase one iq180, Hasselblad, nikon, canon 5d”.

When prompting humans, always check for accuracy in anatomy and body parts.

The average face Midjourney produces tends to smooth out extremes and creates faces that align with normative standards of beauty. Have this in mind when prompting, and strive for diverse and non-perfect looking people.

Guidelines for AI generated images are updated and will be included shortly

Prompt example – colleagues

/imagine backlit, rimlight, modern photography, casually dressed scandinavian colleagues agreeing with eachother, wearing shirt with a pattern, shot from an angle, different ethnicities, wearing shirt with a pattern, shot from an angle, different races, candid working people, dimmed sunlight light on wall, modern office with wooden furniture, bright white backdrop, shot on medium format phase one iq180, Hasselblad, nikon, canon 5d

Prompt example – colleagues

/imagine backlit, rimlight, modern photography, close up, casually dressed scandinavian colleagues agreeing with eachother, wearing shirt with a pattern, shot from an angle, different races, candid working people, dimmed sunlight light on wall, soft light, semi dark, modern office with wooden furniture, bright bone - white backdrop, shot on medium format phase one iq180, Hasselblad, nikon, canon 5d

Prompt example – portraits

/imagine person with large chin half-smiling, soft sunlight light on wall, relaxed spontaneous portrait shot with bright bone-white backdrop, atmospheric lighting, shot on medium format phase one iq180, Hasselblad, nikon, canon 5d

knowit

Digital

9

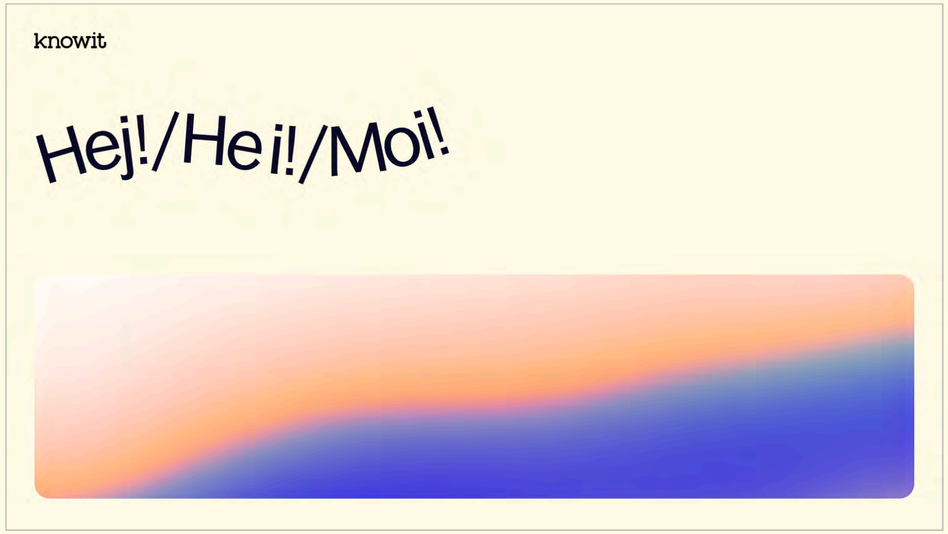
MS PowerPoint presentations

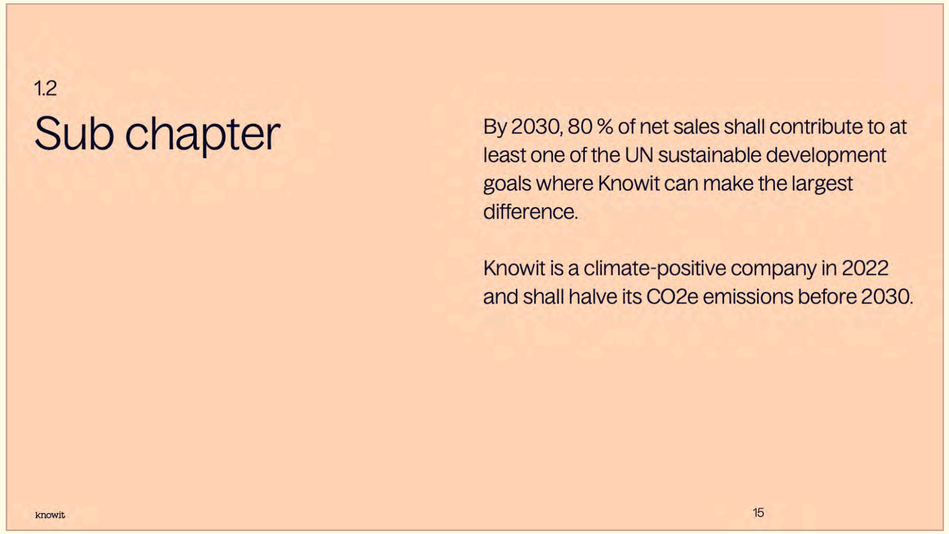
Templates are automatically available when you are logged into your Microsoft 365 account. The right fonts are embedded in the templates.

Don't overload slides with text.

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

Download templates →





knowit

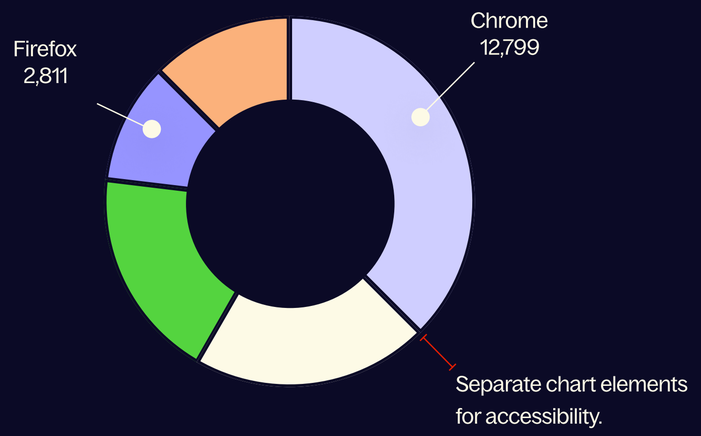
Charts and diagrams

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

Statistics

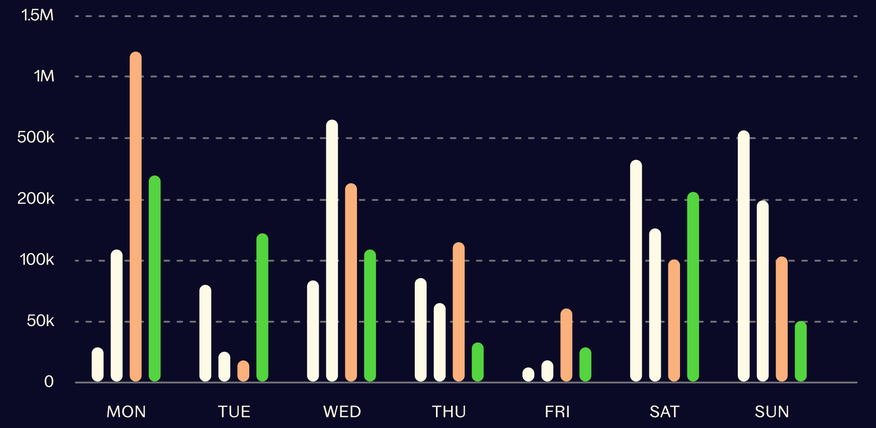
Browser usage

This week
229,293



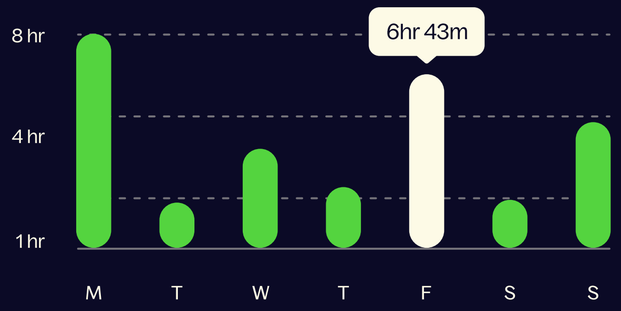
Statistics

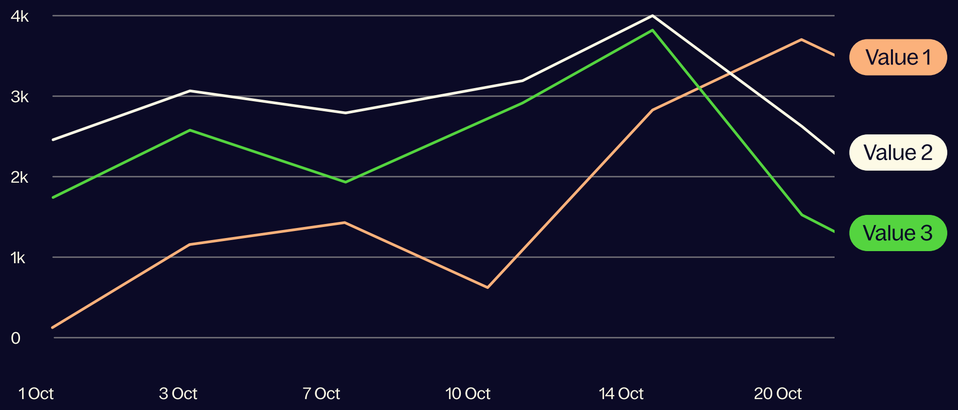
Total summary of sales



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.

knowit

knowit

Inspiration

10

knowit
Welcome to our house-warming party!
March 6, 2024
company@contact.com
+12 3 11 5467 127X
Morem 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.
132 Everystreet Manhattan
NY 1234 USA
knowit
Welcome to our house-warming party!

Interim report January - March 2023 knowit

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 frov 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.

Comments on the report
Continued growth on an uncertain market
Knowit is starting off the year with continued net sales growth and high profitability We are faced with a relatively stable demand and continue to develop high-quality services and solutions to our clients, while also striving to strengthen our position as a leading player in digital transfor-mation.
The effects of increased geopolitical uncertainty and a changed macroeconomic climate are felt through longer decision-making proces-ses in new projects and challenges with longer delays in placing junior consultants in new assignments.
January - March
2023
Interim report
January - March

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.

Rememb
support you in y
Let's create amazing t
together!

Warmest welcome aboard!

Welcome to Knowit!

knowit
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.
knowit
We pr ented it
Preventing diabetes improves people's lives and that's something to be proud of. Want to know more about our analysis team and how your data can make a difference? Drop by for a fika.

Our team used machine learning and data analysis to develop an improved method and a more precise tool to identify individuals who're at risk of developing type 2 diabetes.

revented it

Preventing diabetes improves people's lives and that's something to be proud of. Want to know more about our analysis team and how your data can make a difference? Drop by for a fika.

We prevented

Our team used machine
data analysis to develop
method and a more pre
identify individuals who'
developing type 2 diabe

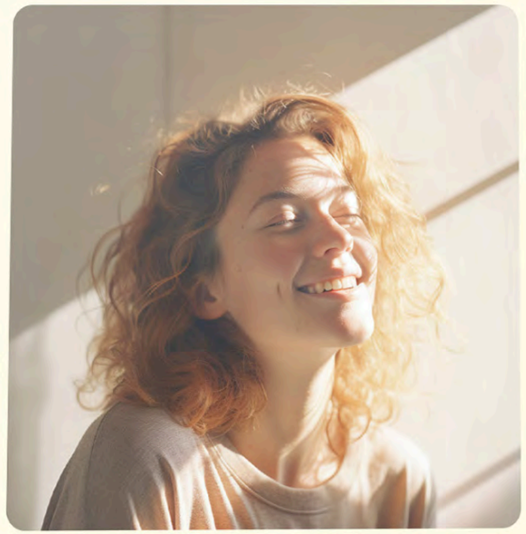
knowit

knowit

Let’s challenge it
knowit
knowit

andreas.viklund@knowit.se
(+46) 722-5581 22
www.knowit.se

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



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.

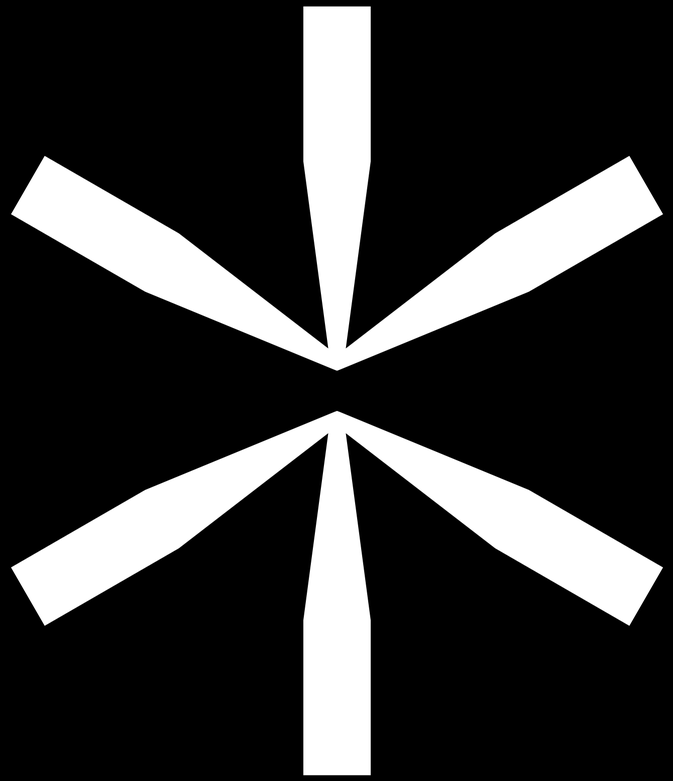
01 / 05

CASES

knowit

Experience

11

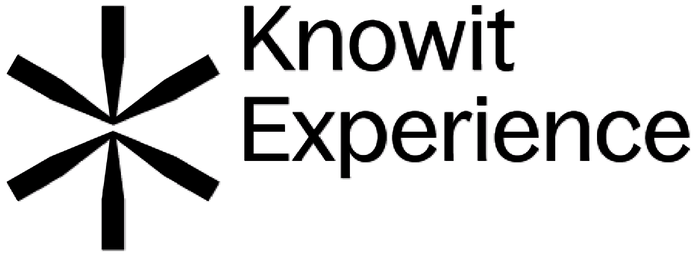


*

The asterisk is Knowit Experiences symbol. It ties us closely to the concept Nordic Skies, while simultaneously highlighting and visually strengthening Knowit Experience's role.

Logotype design

Knowit Experience has a distinct and specially designed logo that should not be altered in any way, including its shape or colour.

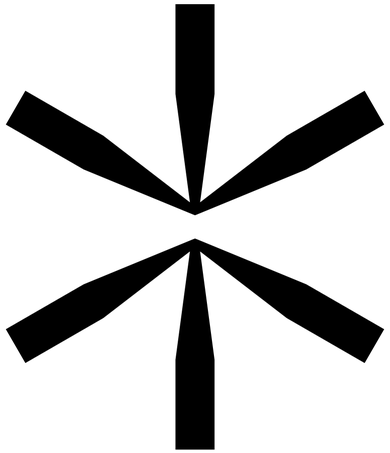


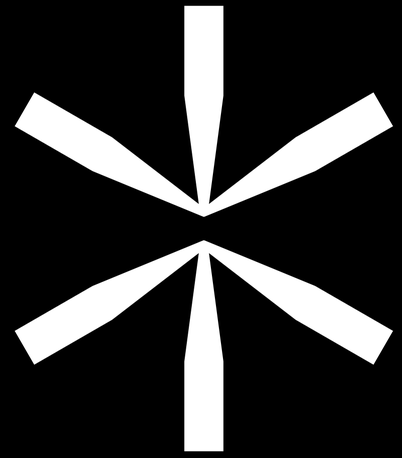
Solid colour logotypes

The Knowit Experience logotype is available in two variants: black & white

Solid colour logo marks

The Knowit Experience logo mark is available in two variants: black & white





Additional colors

Alongside our original palette, Knowit Experience also uses pure black (#000000) and pure white (#FFFFFF). These colors have been added to help focus attention on our products.

Knowit Experience Black

HEX	#0B0B26
RGB	R:255 G:255 B:255
CMYK	C:0 M:0 Y:0 K:0
Pantone	P 1-1 C

Knowit Experience White

HEX	#CFCEFF
RGB	R:0 G:0 B:0
CMYK	C:0 M:0 Y:0 K:0
Pantone	P 179-1 C

knowit

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 Light

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
!?@%&€

Sharp edges

Unlike our mother brand, we use sharp edges for shapes and image containers etc.

0px

knowit

knowit_experience_oslo
70
innlegg
2 548
følgere
308
følger
Knowit Experience Oslo
Creuna er nå en del av Knowit Experience. Følg oss på denne profilen!
Universitetsgata 1, Oslo
Se oversettelse
knowitexperience.com
Følges av kamalim, tineksletterod og 27 andre
Følger
Melding
E-post