



KNIGHTSTONE

Style Guide

Version 2.0
May 2016

BOLD PROACTIVE STRATEGIC PRACTICAL

This is My Plan

Visual Branding

An organisations visual brand tells a story.

Our visual brand should portray

- **Bold, Proactive, Strategic and Practical** – *through images, fonts and consistency*
- **Professional** – *by ensuring readers see the same brand across all communications*
- **Client focussed** – *by using images that show our clients individuals that look like them*
- **Big enough to deliver the work, small enough to care** – *Using the 333 Collins St location as a core part of the branding we get the big address, whilst simultaneously showing our personality via our writing and images*
- **A single integrated team of industry leading experts** – *Using a single trading name – Knightstone – for all communications regardless of the legal entity delivering the services, ensures our clients know who we are*
- **A single financial partner** – *by ensuring that each practice is fully defined, key messages articulated and communicated internally and externally we get the dual benefit of being a true partner to our clients whilst partnering with all our practices to deliver great services*

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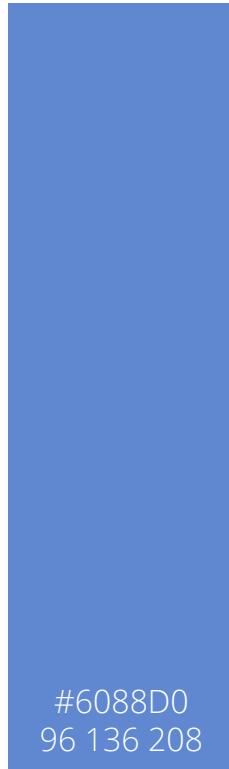
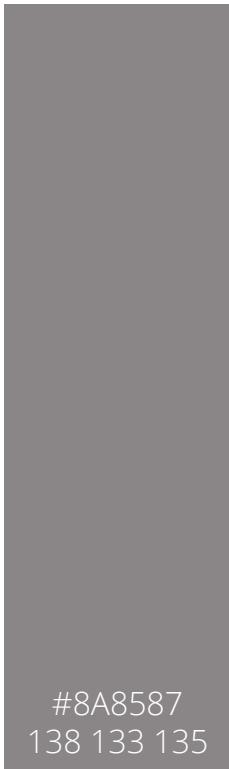
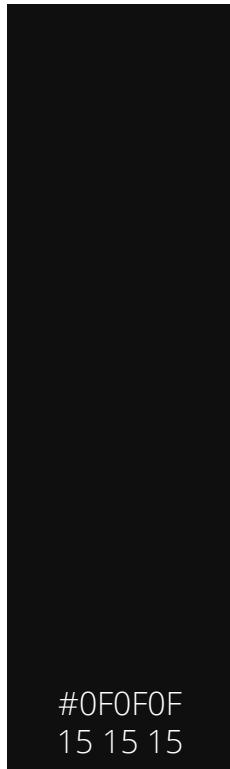
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Colours

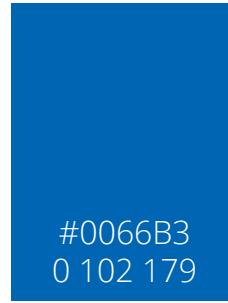
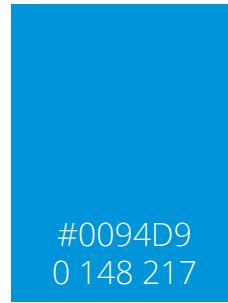
THIS COLOUR PALETTE ALLOWS US TO USE THE BLACK FROM THE PRIMARY COLOURS WITH THE PROFESSIONAL EMPHASIS OF A RANGE OF BLUES.

THE ACCENT COLOURS ALLOW HIGHLIGHTS FOR IMAGES OR TEXT.

Primary Colours



Secondary Colours



Accent Colours



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Typography

TEXT IS THE BASIS OF STORYTELLING AND COMMUNICATION, FONTS COMMUNICATE A STORY BEFORE YOU'VE STARTED READING.

Heading

Corisande
20pt

HAVING A STANDARD SET OF FONTS ENSURES THAT ALL CORRESPONDENCE AND COMMUNICATIONS HAVE A CONSISTENT LOOK AND FEEL.

Sub Heading

Open Sans SemiBold
16pt

USE THESE SUGGESTED FONT SIZES IN MS OFFICE DOCUMENTS TO ENSURE CONSISTENCY.

Body Text

Open Sans
12pt

WHEN CREATING PRESENTATIONS OR BROCHURES THE FONT SIZES NEED TO BE ADJUSTED TO MATCH THE SPECIFIC USE-CASE.

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Company Logo

THE LOGO IS THE PRIMARY IMAGE THAT VISUALLY IDENTIFIES THE BUSINESS AND SHOULD NEVER BE ALTERED.

WHILST THE BUSINESS HAS MANY LEGAL NAMES, THE LOGO IS ALWAYS THAT OF THE TRADING NAME - KNIGHTSTONE



KNIGHTSTONE



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Brand Statement

BOLD, PROACTIVE, STRATEGIC, PRACTICAL – THIS IS MY PLAN
DEFINES OUR PROMISE TO OUR CLIENTS. OUR SINGLE
PURPOSE IS TO ENSURE THAT CLIENTS RECEIVE ADVICE THAT
SUPPORTS THEM EXCEEDING THEIR FINANCIAL GOALS.

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Stationary



BUSINESS CARDS ARE A KEY COMPONENT OF THE BRANDING CLIENTS SEE FROM KNIGHTSTONE.

WHILST KNIGHTSTONE HAS MANY OPERATING DIVISIONS, THE COMPANY STATIONARY NEEDS TO BE CONSISTENT AND REFER TO THE TRADING NAME - KNIGHTSTONE

THIS IS YOUR CARD, SO YOU GET TO CHOOSE THE DETAILS YOU WANT TO HAVE SHOWN.

YOU CAN REMOVE ANY OF THESE COMPONENTS YOU LIKE OR INCLUDE ADDITIONAL INFORMATION SUCH AS YOUR PROFESSIONAL QUALIFICATIONS OR ACCREDITATIONS.

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AN EMAIL SIGNATURE IS MORE LIKELY TO BE USED FOR CONTACT DETAILS THAN A BUSINESS CARD TODAY.

THEREFORE THE VISUAL BRAND OF THE SIGNATURE SHOULD BE CONSISTENT WITH THE VISUAL BRAND OF ALL THE COMPANY STATIONARY

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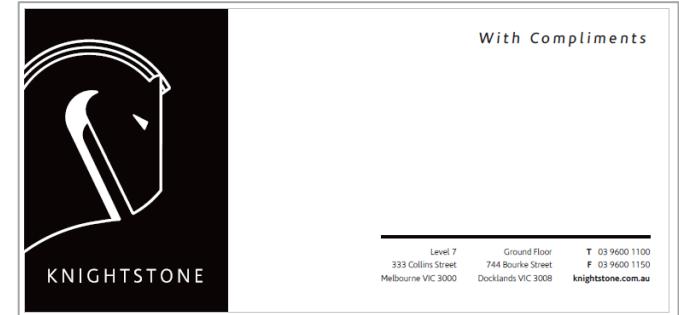
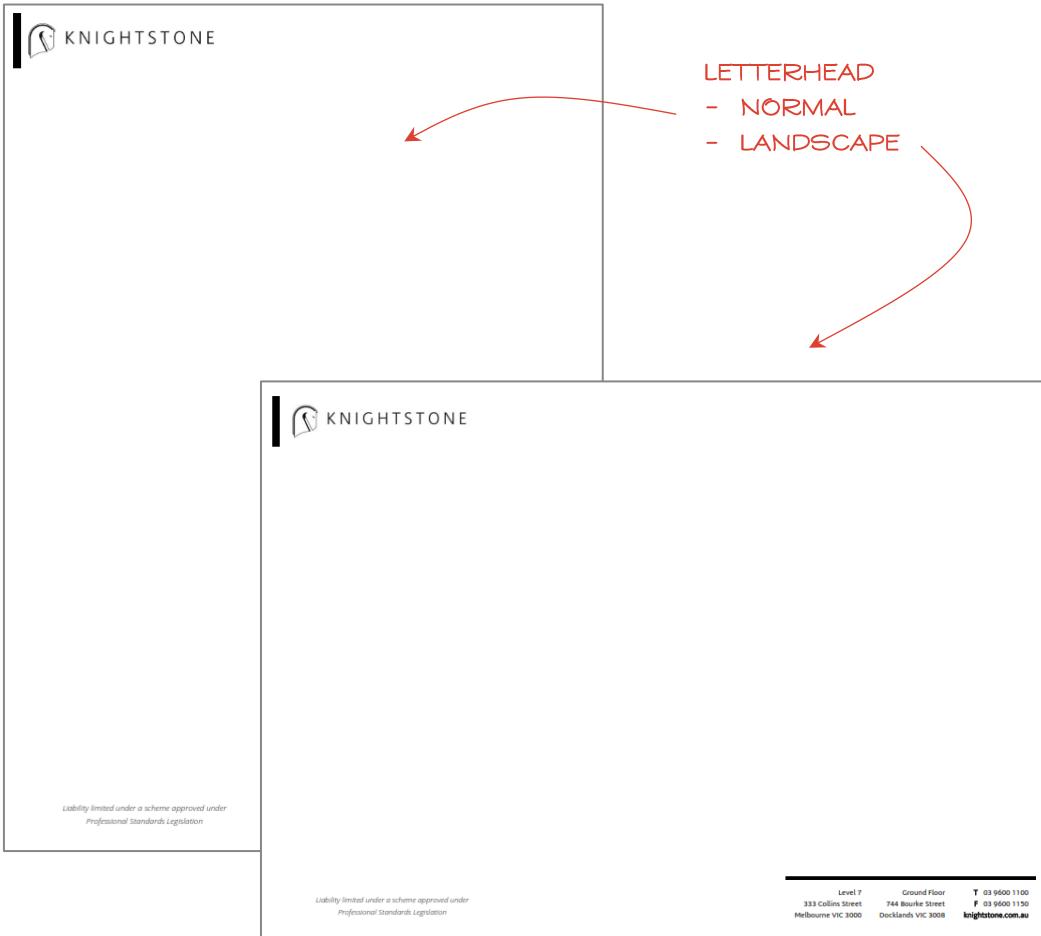
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THE CORPORATE VISUAL BRAND IS EXTENDED ACROSS ALL STATIONARY AND CLIENT FACING DOCUMENTS



THE LETTERHEAD REQUIRES YOU TO HAVE THE FOLLOWING FONTS INSTALLED ON YOUR COMPUTER

- CORISANDE REGULAR

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Images



IMAGES REINFORCE THE VISUAL BRAND ACROSS THE BUSINESS. IMAGES SHOULD BE USED TO CONVEY MEANING TO THE DOCUMENT.

IMAGES SHOULD CONVEY THE FOLLOWING MESSAGES

- ENGAGEMENT
- PROCESS
- CONSULTING
- PROCESS
- OPTIONS

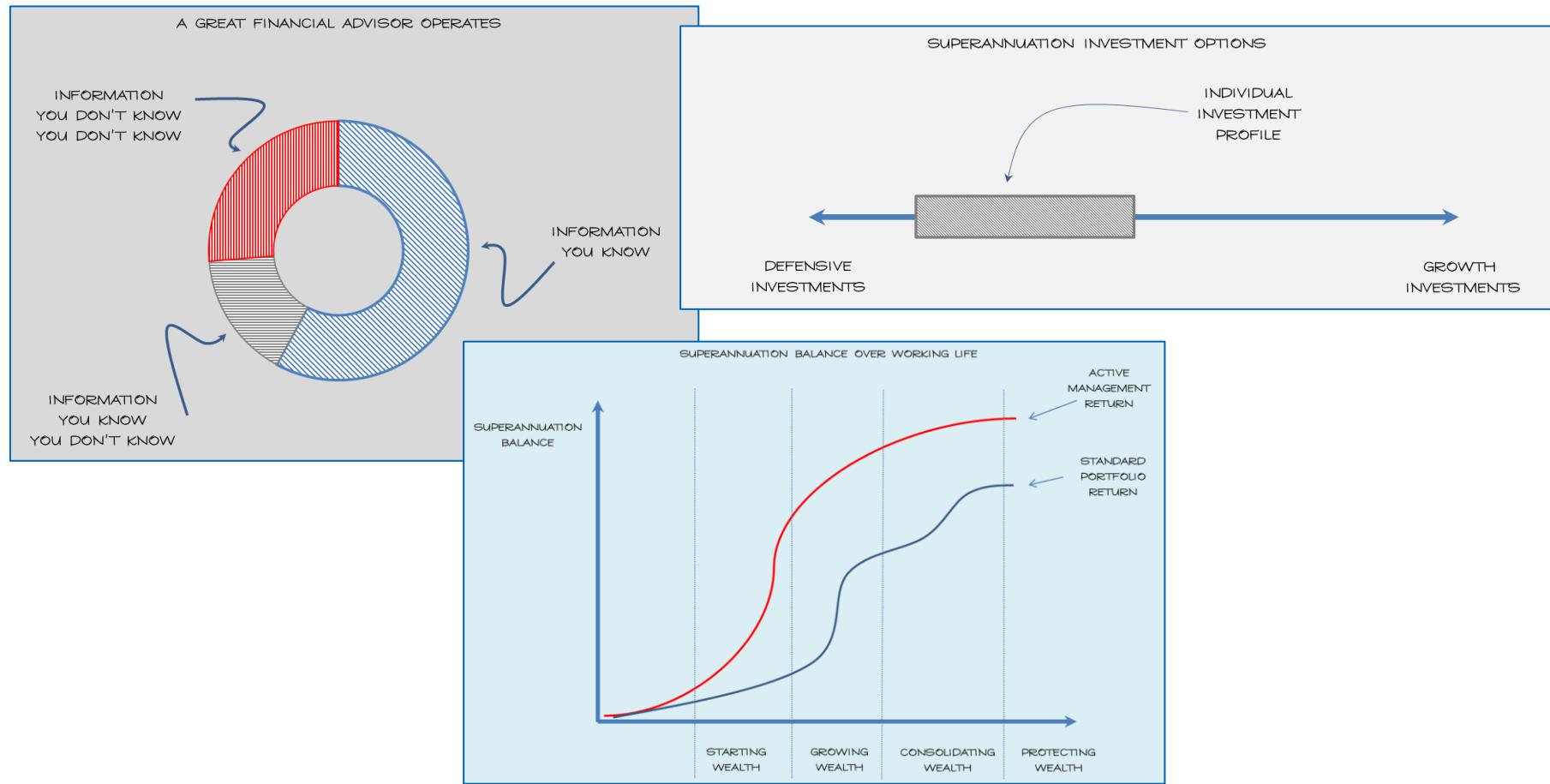
WHERE POSSIBLE AVOID USING STOCK IMAGES THE FULLY IDENTIFIES ANY STOCK IMAGE MODELS BECAUSE THE IMAGE ISN'T EXCLUSIVE TO KNIGHTSTONE.

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Images

IMAGES CAN BE USED TO CLARIFY MEANING OR ADD INFORMATION IN A SIMPLE MANNER



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