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Section

Brand Story

1.1 Brand Story Overview

Digital Knack (DK) is a boutique recruiting firm. Known to work with a small portfolio of tech co's to build high-impact, cross-functional teams that stick.

When we aren't building teams, we're helping candidates position themselves in market; or working with clients to build hiring roadmaps & recruiting plans. You can find us training teams on how to be inclusive of all individuals; or challenging ourselves to raise our own bar of what we know and what we do.

Everyone has a knack, what's yours?

Brand Promise

We bring people together to achieve more than individually possible.

Brand Values

Curious
Creative
Credible
Empathetic
Tenacious
Playful
Genuine
Ingenuity

2.1	Primary Logo	07
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Section Logo

2.1 Logo Primary

Parallel lines represent our commitment to align candidates and clients, co-founders & team, business success and social impact. This identity can only make a positive impact if used consistently and correctly throughout all brand communications.

Green is the color of life, renewal, and energy. It is associated with growth, harmony, and ambition. Expect us to bring vitality, creativity, and fresh perspective to the table.



2.2 Logo Variations

8

Brand Guidelines
Version 1.0

Digital Knack



Logo Mark



Logotype for Light Backgrounds



Logo Mark for Dark Backgrounds



Logotype for Dark Backgrounds



Section Color

3.0

3.2

Color

Color Palette

10

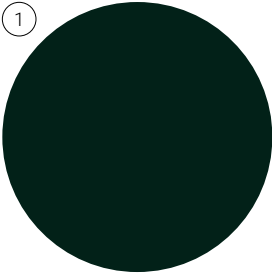
Brand Guidelines
Version 1.0

Digital Knack



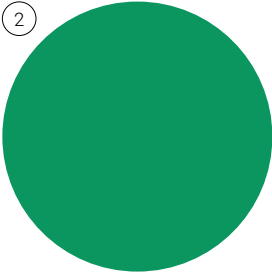
1. Black Green

#071912
RGB: 7, 25, 18
CMYK: 79, 60, 71, 80



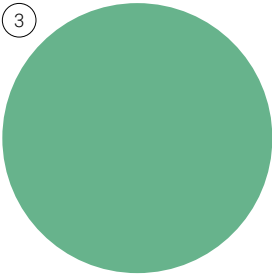
2. Audacious Green

#21864a
RGB: 33, 134, 74
CMYK: 85, 24, 92, 9



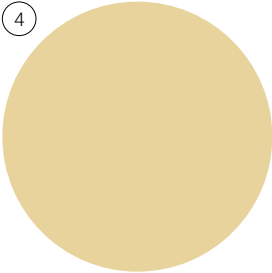
3. Calm Green

#5ca678
RGB: 92, 166, 120
CMYK: 67, 14, 67, 1



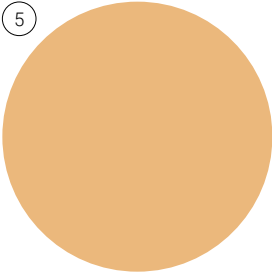
4. Sharp Mustard

#e2ca89
RGB: 226, 202, 137
CMYK: 12, 17, 54, 0



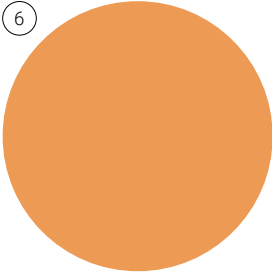
5. Bold Tan

#e3a966
RGB: 228, 169, 102
CMYK: 10, 36, 68, 0



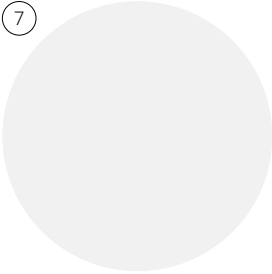
6. Brave Orange

#e4863f
RGB: 228, 134, 63
CMYK: 8, 56, 86, 0



7. Wise Grey

#ededed
RGB: 237, 237, 237
CMYK: 6, 4, 4, 0



Section Typography

Typography
Typographic
Hierarchy

Lexend Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)
Character Tracking: 0
Leading: 160%

Lexend Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)
Character Tracking: 0
Leading: 160%

Regular
Lorem ipsum dolor sit amet, minima
consectetur adipiscing elit, sed do et
eiusmod tempor incididunt ullamcod
labore et dolore magna aliqua. Utsed
enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi utme
aliquipred ex ea commodo et dolore.
Lorem ipsum dolor sit amet, minima
consectetur adipiscing elit, sed do et
eiusmod tempor incididunt aliqua.

Semibold
Lorem ipsum dolor sit amet, minima
consectetur adipiscing elit, sed do et
eiusmod tempor incididunt ullamcod
labore et dolore magna aliqua. Utsed
enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi utme
aliquipred ex ea commodo et dolore.
Lorem ipsum dolor sit amet, minima
consectetur adipiscing elit, sed do et
eiusmod tempor incididunt aliqua.

Oooh Baby

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)
Character Tracking: 0
Leading: 160%

HEADINGS

Lorem ipsum dolor sit amet, minima consectetur adipiscing elit, sed do et eiusmod tempor incididunt ullamcod labore et dolore magna aliqua. Utsed enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi utme aliquipred ex ea commodo et dolore. Lorem ipsum dolor sit amet, minima consectetur adipiscing elit, sed do et eiusmod tempor incididunt aliqua.

Accents