



# **The Brand**

## **NAME:KNIGHT**

**Our company is a street team label with a large indoor court.**

**We welcome players from all over the world who have the ability to join our team and work together to win big street ball tournaments.**

**The company also allows the best players on the team to regularly update their basketball instruction and upload it to the internet for people to learn for free.**

**During long vacations, we run youth basketball programs to help kids who want to improve themselves.**

**Finally, we will also provide fitness equipment for all the people on the court to use.**

# The Process

**Initial Logo**



**Logo Draft 1**



**Logo Draft 2**



**Logo Draft 3**



**Cover Logo**



**Final Logo**



**Logo Draft 4**



# The Logo Mark

With the basketball as the core of the logo, I combined it with the flame to symbolize being passionate and enthusiastic about basketball.



BLACK AND WHITE VERSION



COLORED VERSION

## RGB

**Basketball**  
247-147-30

**Flame**  
193-39-45

**Shield**  
26-26-26

**Sword**  
193-39-45

**All edges**  
251-176-59

The sword represents the courage that is indispensable when going into battle against the enemy, while the shield is the will to never give up no matter how many times you are defeated.

# The Logo Type

**Knight's logo uses the Algerian font. It looks very disciplined like the majesty of a warrior. If you look at it closely, it has a little bit of curve, and there is a little bit of ease in the seams. It combines the majesty and the ease to show people in a three-dimensional way, so that the logo has a sense of sophistication and people can see the logo very comfortably. In conjunction with the longsword and shield, it makes everyone who is full of justice inside want to join.**



# Applications

