

KNIGHTS 2025
BRAND ELEMENTS 
V.01 MARCH 2025



PRIMARY LOGO



SECONDARY LOGO

The integrity of our logo is protected by following these guidelines.

The isolation area is indicated by the white area. It shows the minimum amount of clear space to be maintained around the logo. This area needs to be kept clear of any other type, graphic or photographic elements.

To ensure quality reproduction, the logo must not be reproduced smaller than the specified minimum size.

Please note the area is the same for both primary and secondary logos.



MINIMUM
LOGO HEIGHT



PRIMARY
LOGO
20MM



SECONDARY
LOGO
25MM

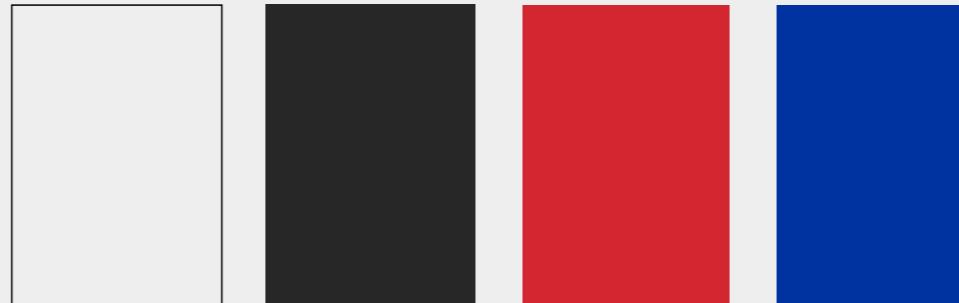
Please never alter the logos in any way other than the options outlined within this document.



COLOUR
POSITIVECOLOUR
NEGATIVEMONO
POSITIVEMONO
NEGATIVE

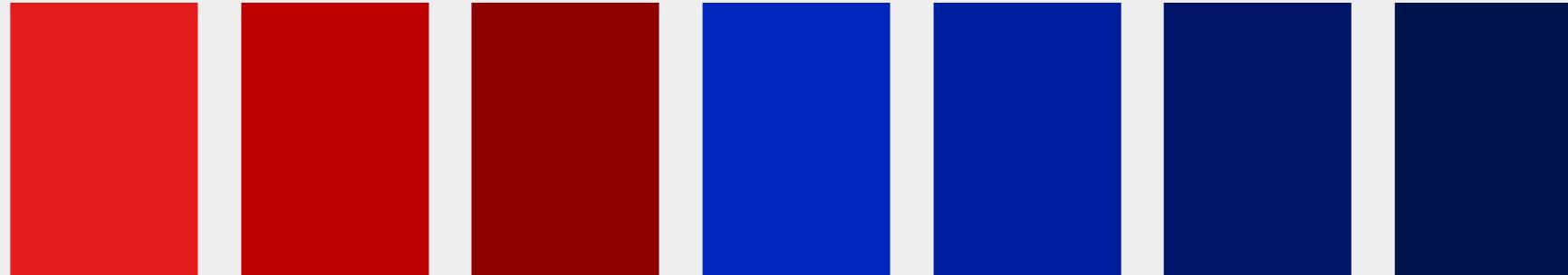
Not all logos work on all backgrounds. To retain the best possible outcome please follow these background application guidelines.

CORE COLOURS



	Knights Off White	Knights Black	Core Red	Core Blue
CMYK:	C M Y K 0 0 0 10	C M Y K 0 0 0 95	C M Y K 0 96 82 1	C M Y K 100 80 0 12
RGB:	R G B 55 52 52	R G B 0 50 160	R G B 210 39 48	R G B 0 50 160
HEX:	#373434	#141414	#D22730	#0032A0
Closest PMS coated Match*:	10% Black	Black	PMS 1795C	PMS 286C

SEASONAL COLOURS



	Seasonal Red 01	Seasonal Red 02	Seasonal Red 03	Seasonal Blue 01	Seasonal Blue 02	Seasonal Blue 03	Seasonal Blue 04 Squid Ink
CMYK:	C M Y K 11 98 90 0	C M Y K 17 100 100 9	C M Y K 26 100 100 32	C M Y K 95 87 0 0	C M Y K 100 95 2 2	C M Y K 100 96 25 26	C M Y K 100 95 33 45
RGB:	R G B 228 28 28	R G B 190 0 0	R G B 140 0 0	R G B 0 38 190	R G B 0 30 160	R G B 0 20 105	R G B 0 20 76
HEX:	#E41C1C	#BE0000	#8C0000	#0026BE	#001EA0	#001469	#00144c
Closest PMS coated Match*:	Pantone 0485	Pantone 186	Pantone 187	Pantone 2736	Pantone 2746	Pantone 2756	Pantone 2766



SIMPLIFIED LOGO FOR DEVICES

SIMPLIFIED LOGO IN TP LOCKUP



▲ PRINCIPAL SPONSOR



▲ CENTRE OF EXCELLENCE NAMING PARTNER



▲ MEMBERSHIP PARTNER

PARTNERSHIP SPONSORS

Headings

Font: Extenda 20 Micro, 30 Micro.
Case: ALL CAPS

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
0 1 2 3 4 5 6 7 8 9 ! \$, .

48HR FLASH SALE

60% OFF

Sub Headings 01

Font: Sequel Sans 100 Wide
Case: ALL CAPS

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!\$,.**

SATURDAY. 6.10PM.

Sub Headings 02

Font: Sequel Sans 100 Wide 45
Case: ALL CAPS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!\$.,

MCDONALD JONES STADIUM

Information

Font: Sequel Sans Medium Display
Font: Sequel Sans Book Display
Case: ALL CAPS & Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789!\$..

LOREM IPSUM DOLOR SIT AMET. Consectetur adipiscing elit. Donec pretium porta felis varius mattis. Etiam porta tortor tellus, eget dictum quam finibus eget.

Corporate (incl. quotes)

Font: The Silver Editorial Regular
Font: The Silver Editorial Regular Italic
Case: lower case

abcdefghijklmnopqrs
uvwxyz 0123456789!\$.
abcdefghijklmnopqrs
uvwxyz 0123456789!\$.

JUNIOR LEAGUE JERSEY

CENTRE STERNUM, WHITE JERSEY



CENTRE STERNUM, COLOURED OR BLACK JERSEY



EXAMPLE



LOGO APPLICATION

Placement

Position the Newcastle Knights logo in the centre chest, between the NSW Junior Rugby League logo (right) and the local club logo (left).

Alignment

The logo should be positioned so it sits perfectly centred, both horizontally between the two logos and vertically within the chest area, ensuring it appears visually balanced and clearly defined.

Size

The Knights logo should appear at a size visually equal to the NSW Junior Rugby League and local club logos.

As a guide, the minimum height should be no less than 90% of the height of the NSW Junior Rugby League logo.

Colour

To ensure maximum legibility across different jersey designs, two colour versions of the NSW Junior Rugby League logo are used:

Use the blue-text version of the NSW Junior Rugby League logo on white jerseys to maintain clear legibility, and use the white-text version on coloured or black jerseys, where the white text provides stronger contrast.

Always choose the logo option that delivers the highest visibility against the jersey background.

Clear Space

Keep a clean area around the Knights logo, free from patterns, seams or other graphic elements.

