

KNIGHTS 2025
BRAND ELEMENTS 
V.01 MARCH 2025

2025 LOGO LINE UP

KNIGHTS 2025
BRAND ELEMENTS



PRIMARY LOGO



SECONDARY LOGO

2025 LOGO ISOLATION AREA & MINIMUM SIZES

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.

ISOLATION AREA



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.



2025 LOGO BACKGROUNDS


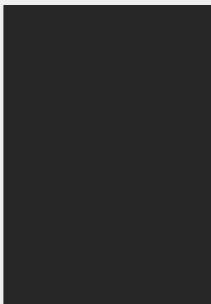


Not all logos work on all backgrounds. To retain the best possible outcome please follow these background application guidelines.

| COLOUR POSITIVE | COLOUR NEGATIVE | MONO POSITIVE | MONO NEGATIVE |
|---|---|---|---|
|  | |  | |
| |  | |  |
| |  |  |  |
| |  | |  |
| |  | |  |
| |  |  |  |

COLOUR PALETTE

KNIGHTS 2025
BRAND ELEMENTS

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 11 M 98 Y 90 K 0 | C 17 M 100 Y 100 K 9 | C 26 M 100 Y 100 K 32 | C 95 M 87 Y 0 K 0 | C 100 M 95 Y 2 K 2 | C 100 M 96 Y 25 K 26 | C 100 M 95 Y 33 K 45 |
| RGB: | R 228 G 28 B 28 | R 190 G 0 B 0 | R 140 G 0 B 0 | R 0 G 38 B 190 | R 0 G 30 B 160 | R 0 G 20 B 105 | R 0 G 20 B 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 |

BRAND LOCKUPS

KNIGHTS 2025
BRAND ELEMENTS



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

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!\$,.

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
tuvwxyz 0123456789!\$..
abcdefghijklmnopqrs
tuvwxyz 0123456789!\$..

that is my goal - to be the *best player*

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.

