



WICET™

A modern retail store interior featuring clothing racks on the left and right, and a central display of shoes and folded garments on white steps. The lighting is dim, with spotlights highlighting the products. The store has a contemporary design with a dark ceiling and wooden accents.

Ki™



WET™



ABOUT BRAND

KNIGHT TM is a campus-born lifestyle and fashion brand specializing in the retail of premium jerseys, with a strategic vision to expand into unisex wear, streetwear, footwear, modest fashion, and fashion accessories for both men and women. Designed to serve students and young professionals, the brand delivers stylish, durable, and high-quality pieces tailored for everyday wear, social engagements, and lifestyle expression within and beyond the campus environment.

Driven by values of quality, visibility, consistency, and premium affordability, KNIGHT TM is committed to offering products that combine modern design with lasting durability. Each item is carefully selected and curated to reflect confidence, individuality, and contemporary style, positioning the brand as a trusted fashion plug on campus with a long-term ambition to evolve into a recognized lifestyle brand that thrives well beyond graduation.





TARGET AUDIENCE

KNIGHT TM is built for Young adults (18–45 years) who are fashion-conscious.

Individuals who value minimal yet premium design.

Urban professionals, creators, and trendsetters looking for versatile streetwear and casual wear.

Customers who want clothing that is stylish, comfortable, and carries a strong brand identity.

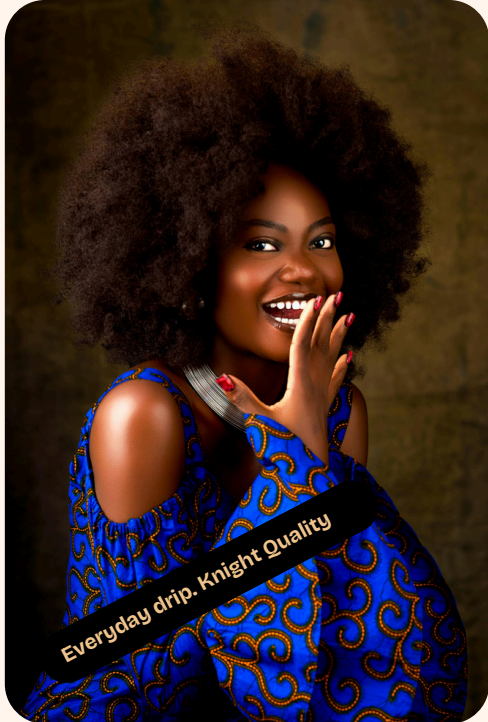




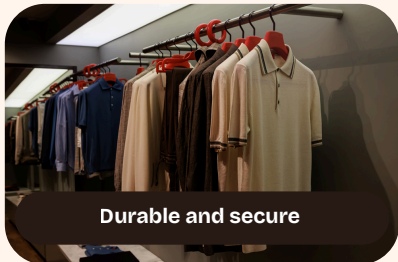
Friendly and approachable



Everyday drip. Knight Quality



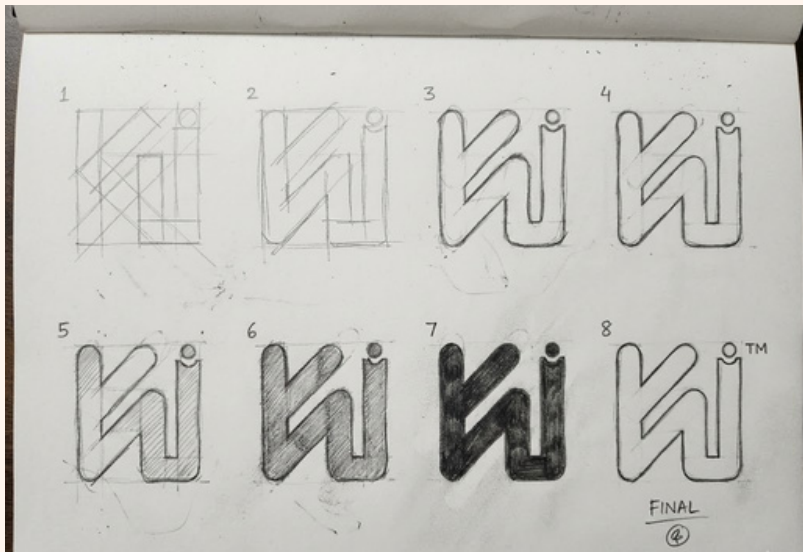
Everyday drip. Knight Quality



Durable and secure



SKETCHES



WICT™

W™



LOGO RATIONALE



The KNIGHT TM logo is a thoughtfully constructed visual identity designed to communicate strength, trust, accessibility, and modern campus culture. The logo is derived from the brand initials KNI, intelligently stylized to form the abstract silhouette of a knight holding a spear which is a symbolic representation of direction, focus, protection, and forward movement.

The knight concept reflects the brand's promise to stand guard over quality, offering dependable and well-curated fashion products to its audience. The spear signifies ambition, progress, and the brand's long-term vision to scale beyond jerseys into a full lifestyle and fashion brand.

Rounded edges and smooth curves were intentionally used throughout the logo construction to soften the strength of the knight symbolism, creating a balanced personality that feels:

Friendly and approachable

Durable and secure

Budget-conscious yet premium

Youthful and campus-friendly



LOGO CONCEPT



The KNIGHT TM wordmark features a custom-styled, rounded sans-serif typeface designed with rounded terminals, bold letterform, clean geometry and minimalist structure to feel modern, bold, and highly legible across digital and physical touchpoints.

The logo mark was derived from the KNI knight-arrow abstraction, it is designed to function independently of the wordmark.

The emblem variation combines the logo mark with a circular frame bearing the brand name.

The TM (Trademark) symbol was deliberately incorporated into the KNIGHT TM logo following proper research and due diligence.

Everyday drip. Knight Quality

Everyday drip. Knight Quality

Everyday drip. Knight Quality

Everyday drip. Knight Quality









WGET™

WICT™

HEX: #FFFFFF
R: 255
G: 255
B: 255

HEX: #FFF5ED
R: 255
G: 245
B: 237

HEX: #EFC38B
R: 239
G: 195
B: 139

HEX: #271A14
R: 39
G: 26
B: 20

HEX: 151219
R: 21
G: 18
B: 25

HEX: 070C2F
R: 7
G: 12
B: 47





Primary Typography

Bricolage Grotesque

Bricolage Grotesque was selected as the primary typeface for KNIGHT TM due to its modern, rounded, and human-centered construction. The font balances boldness with approachability, reflecting the brand's core values of durability, friendliness, accessibility, and quality. Its soft curves and strong presence ensure high legibility across digital and physical applications, while its contemporary character supports KNIGHT TM's ambition to remain relevant, visible, and distinctive within the campus fashion space.

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1234567890



Secondary Typography

Boston Angel

Boston Angel was chosen as the secondary typeface to complement the modern structure of Bricolage Grotesque with a refined, expressive contrast. Its elegant and stylish personality adds a premium and aspirational tone to headlines, accents, and selective brand messaging. This contrast enhances visual hierarchy while reinforcing KNIGHT™'s blend of youthful energy and elevated fashion appeal, supporting the brand's goal of standing out as both approachable and aspirational.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

KWGT


Everyday drip. Knight Quality

Get up to 11% discount on
your 1st purchase from our
store this JANUARY

Friendly and approachable

Everyday drip. Knight Quality

  08087438103

 Knight_wears





WIGHT™





WIGT™



WELCOME BACK TO CAMPUS


Budget-conscious yet premium

Youthful and campus-friendly

Friendly and approachable

Everyday drip. Knight Quality

  08087438103

 Knight_wears



WGT™











WICT™



Everyday drip. Knight Quality

We wish you a blessed year ahead

To my fellow FUHSA students:

KNIGHT™ is now fully open for your wears on campus. You can now get your clothes, jerseys, bags, shoes and much more at affordable prices.



08087438103

Knight_wears



WICET™







STYLIZED 'S' LOGO
[Faint, illegible text block]

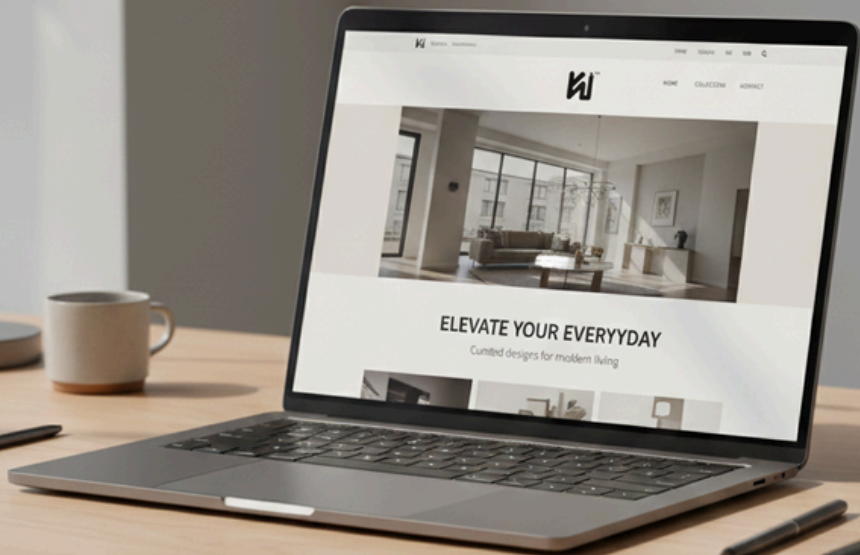
Jane Marie
[Faint text]

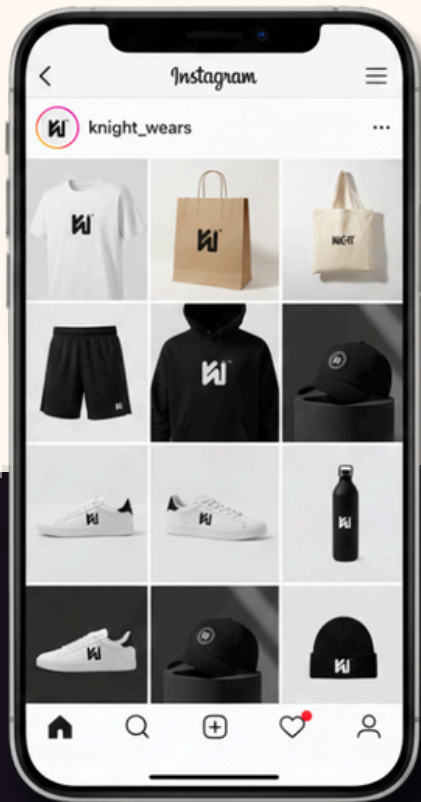
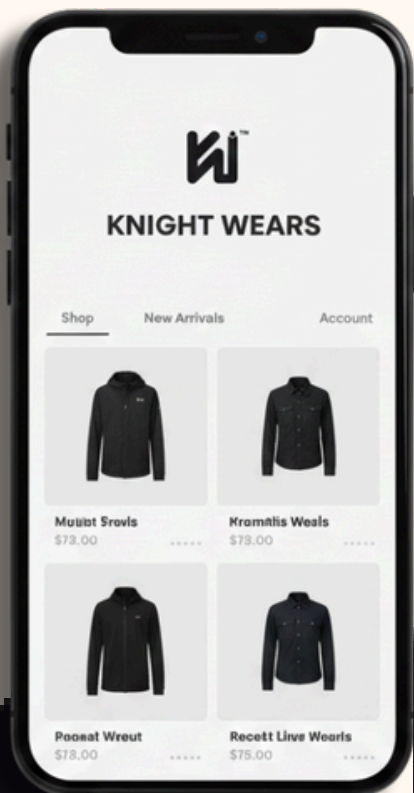
[Faint text block]



[Faint text on business card]







TYPOGRAPHY

Heading Bold

Kicfefkhtijiklm

Body Regular

Body Text
Body Regular

Punk and Baby Caslon
Capri Caslon

Callon Stone
Colon Huijckent (Ivinsk)
Caprin Peese

#123456

#123456

COLOR PALETTE

Primary Dark

Primary Light

#123456

#123456

#123456

#123456

#123456

#123456

#123456

#123456

#123456

KIET

KIET

KIET™

WICIT

BRAND GUIDELINES

VISUAL IDENTITY

BRAND MESSAGE

WICIT is a leading provider of...
Our mission is to...
We are committed to...
Our values are...

BRAND COLORS



TYPE DESIGN

WICIT uses a clean, sans-serif typeface...
The primary font is...
Secondary fonts include...
All text should be...
Line spacing should be...
Letter spacing should be...



EXTERNAL LOGO

The external logo is used for...
It consists of the letters...
The logo should be...
The logo should be...
The logo should be...



WICIT

A glowing, stylized logo consisting of the letters 'K' and 'I' in a bold, sans-serif font. The logo is centered in the foreground and has a bright, white-to-yellow gradient with a soft glow effect. It is overlaid on a background image of a closet.

KI

A photograph of a well-organized closet with wooden shelves and hanging rods. On the left, a dark grey t-shirt hangs on a white hanger. In the center, several dark-colored t-shirts with white collars are hanging. On the right, a white t-shirt hangs on a white hanger. Below the hanging clothes, there are stacks of folded clothing on wooden shelves. The top shelf on the left has a stack of blue t-shirts. The middle shelf has a stack of yellow t-shirts. The right shelf has a stack of orange t-shirts. The bottom shelf on the right has a stack of white t-shirts. The background is dark, and the lighting is warm, highlighting the clothing.

TM



WCT™





WICT™



A close-up photograph of the collar area of a dark blue, textured garment. A black fabric label is attached to the center of the collar, featuring the 'WICT' logo in white, stylized, block letters. A small 'TM' trademark symbol is located to the upper right of the 'T'. The garment is laid flat on a light-colored wooden surface, with the wood grain visible at the top and right edges of the frame.

WICT™



KIC-T







WICT™

Everyday
Drip.

Knight
Quality.

Unapologetically
You

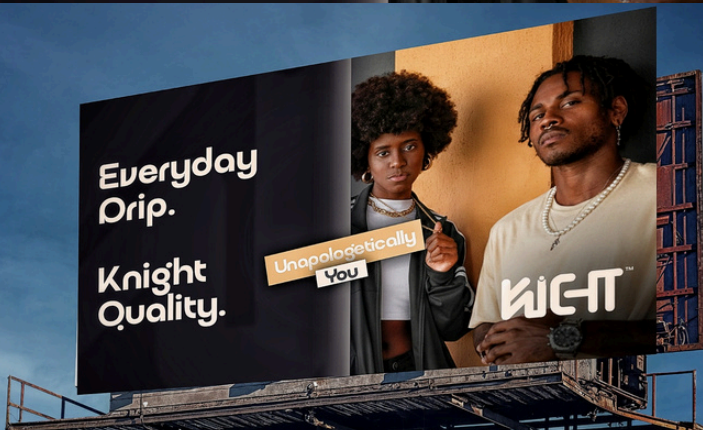
KWGT™

Everyday
Drip.

Knight
Quality.

Unapologetically
You

KWGT™





STEP OUT

STAND OUT



STEP OUT
STAND OUT

NICT

THANK YOU FOR VIEWING!



This project was executed and directed by Jaywon Design Studio in collaboration with the brand owner Mr Thani.

We are eager to explore new creative opportunities and bring your vision to life with our expertise in design and innovation. Whether you're looking to rebrand, launch a new product, or create a stunning visual identity, our team is ready to make it happen

To work with us on a similar project, kindly reach out to us on WhatsApp via +2348120568917 or send us a mail via: jaywondesignstudio@gmail.com.