

KNEAD-A-JOINT

Brand Guidelines · One Page

Primary Mark

The wax seal — a circular crest with K·a·J italic monogram, 'KNEAD · A · JOINT' arching above, 'ESTABLISHED · 2021' below, and a delicate smoke wisp curling from the J. Use this as the primary visual identity.

File: *logo/wax-seal.svg*

Wordmark

Knead·a·Joint set in Cormorant Garamond — capital K, italic lowercase a, capital J, with champagne gold dots between. Use whenever the brand name must be read clearly (headlines, signage, email signatures).

Colors

Champagne Gold #D4AF37 — the brand's only accent color

Noir #050403 — primary background

Cream #F9F6F0 — text on dark

Muted Stone #A39E93 — secondary text

Typography

Cormorant Garamond — headlines, wordmark, italicized accents.

Outfit — body text, captions, buttons, labels.

Both are free via Google Fonts.

Clear Space & Minimum Size

Maintain clear space around the mark equal to the height of the letter K. Minimum size: 32px digital, 0.5 inch print. Never crowd the seal.

Do

- Use the original SVG files whenever possible.
- Place the gold mark on dark backgrounds: noir #050403, warm black #110E0C, or rich photography.
- Pair the seal with the wordmark in horizontal lockups for navigation and headers.

Don't

- Stretch, rotate, or recolor the mark outside the approved palette.
- Apply effects (drop shadows, embossing, gradients, outlines).
- Place the gold mark on busy photography without sufficient darkening.
- Replace the italic 'a' in the monogram with a capital A.

Voice

Members-only. Quietly confident. Sensual without explicit. Anti-clinical. Use words like *ritual*, *indulgence*, *dissolution*, *sanctuary*, *surrender*. Avoid spa-cliché language: *relaxing*, *soothing*, *rejuvenating*, *wellness journey*.

Contact

Questions, partnership requests, or new asset requirements:

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