

KNIGHTSBRIDGE PARK

Brand Guidelines

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TYPOGRAPHY + STYLES

Mabry Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Mabry Pro Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Display Pro Book

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Display Pro Book - Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Display Pro Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Display Pro Medium - Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Display Pro Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Display Pro Medium - Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

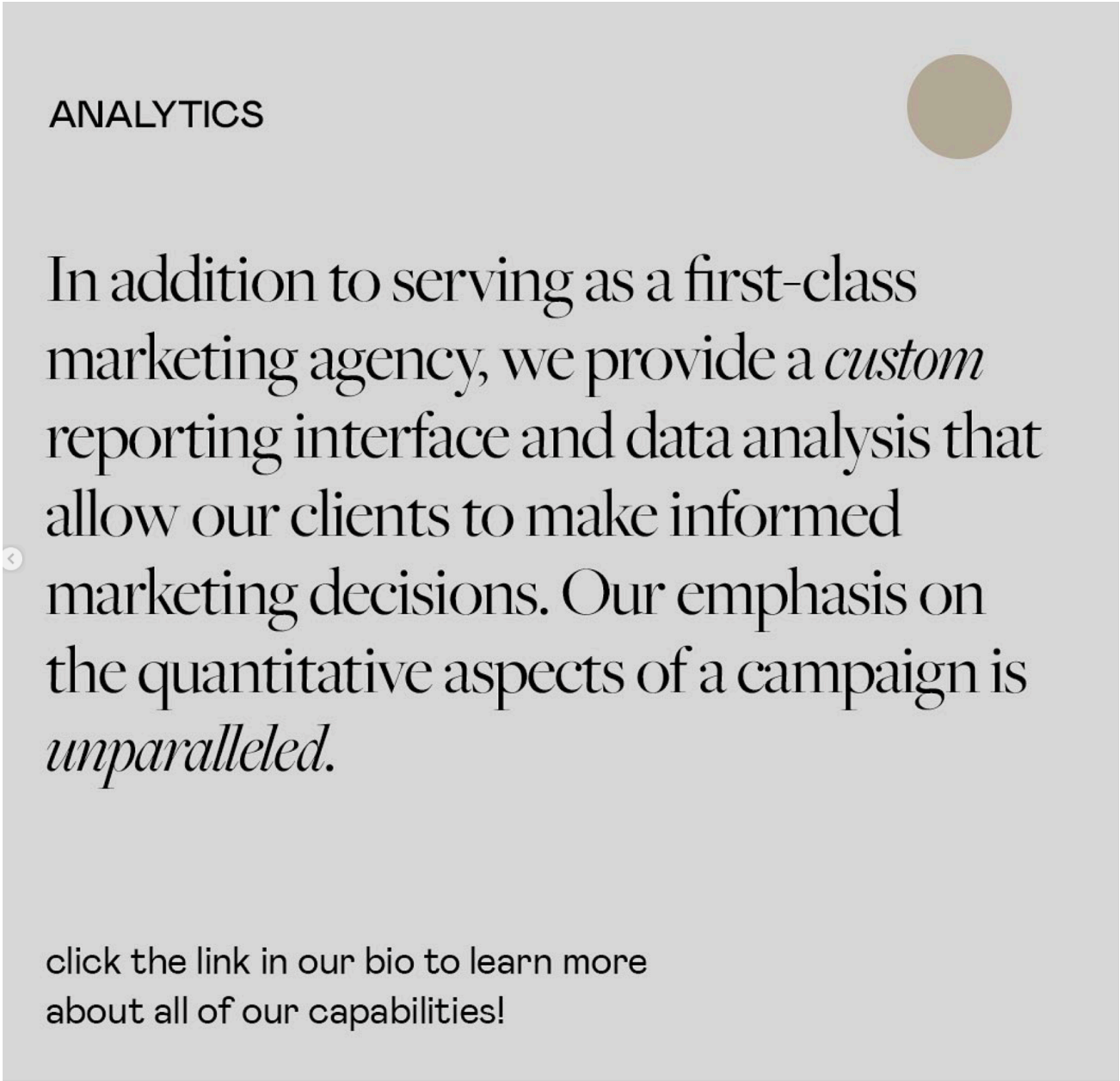
1234567890

Usage:

Can use Mabry in any circumstance. Best for headers and large copy. Use your best judgement when it comes to legibility between font choices of Mabry or Freight.

Use Mabry for all CTA's or smaller copy, like buttons, etc...

Use Freight for body copy and titles. Mix and play with the family of regular and italic styles. Great to use for larger body copy and moments to emphasize.

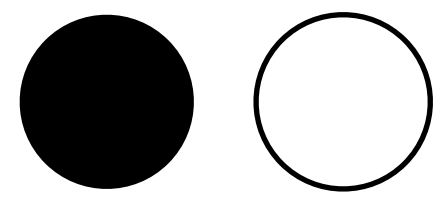


BY 2016, PEOPLE WERE MISSING 70% OF ALL THEIR POSTS IN FEED, INCLUDING ALMOST HALF OF POSTS FROM THEIR CLOSE CONNECTIONS.

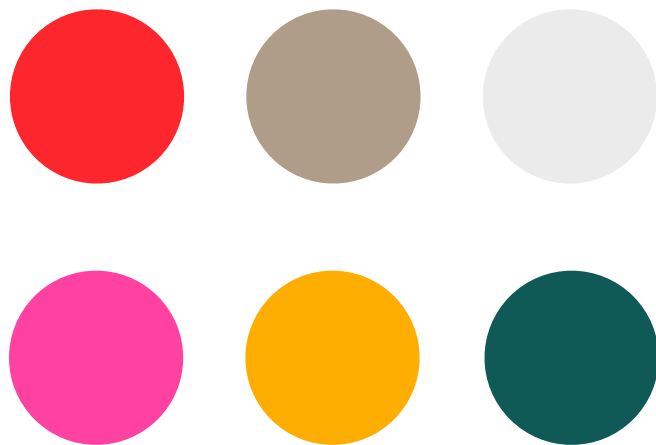


COLOR PALETTE

Primary Palette



Secondary



Usage:

The primary palette is what the core of the branding should be, black and white. Clean and simple. When we want to be a bit playful, whether for social, or in moments where we want to emphasize something (button, title, call outs, etc...) sprinkle in the secondary palette. Can use as background color as well - but only for social or in moments where again, we can have some more creative freedom.

Let us *help you create* a robust, holistic marketing presence that utilizes digital cornerstones like email, Google Display advertisements, custom organic social media, and *much more*.

DESIGN SERVICES

KB PHOTO SERIES

KB PHOTO SERIES



KB PHOTO SERIES

KB PHOTO SERIES

Willoughby

Knightsbridge Park

NEW YORK

New Client: Meet the newest member of the RXR Family, Willoughby.

DESIGN SERVICES

Execution / n.

Leveraging KB Park’s Google Premier Partnership, we *designed and launched* a customized YouTube advertising campaign with stunning creative that depicted social media influencers enjoying the property’s amenity spaces.

ANALYTICS

In addition to serving as a first-class marketing agency, we provide a *custom* reporting interface and data analysis that allow our clients to make informed marketing decisions. Our emphasis on the quantitative aspects of a campaign is *unparalleled*.

click the link in our bio to learn more about all of our capabilities!

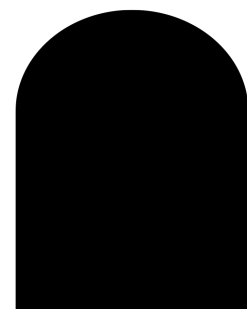
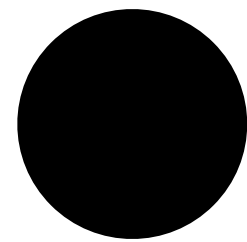
GRAPHIC ELEMENTS

Usage:

Line - (weight stroke 2) Use lines as a divider, and has a design element to draw attention to copy or imagery, or as a connector of copy and imagery. Used to clean up design - for any framework, or as a grid to separate copy, imagery, titles, etc....

Circle - The circle can be flexed in any size, and in many ways. Used as a fun addition to any creative, or as a background to make copy or image stand out. Never include more than 1 circle in the same frame, can feature throughout creative but never next to each other or multiples shown.

Door - The door is only to be used as a frame for any imagery. Never used as a solid color.



Cirrus
Services

Knightsbridge Park

CHICAGO

Take a peek into our work with one of Chicago's most luxurious condo buildings, Cirrus. Click the link in our bio to learn how we helped bring their social media to the next level.

KBP
SERVICES

Swipe to see a few of the services we offer here at KBP! Your *go-to* for all digital marketing needs.

Industry trends

Social Media and how we use it, is changing all the time. Head to the link in bio to find out what's next for Instagram.

IG GUIDES

Brand Guidelines

Data Dive
July 2021

KNIGHTS
BRIDGE
PARK

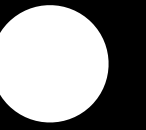
Thank
you.

Our door is *always* open.
Contact alexandra@kbpark.com to chat about all things "studio" or to just say hello.

Knightsbridge Park

Demystifying Instagram

The Belnord



Brought to you by KB STUDIOS.
Please contact
mattie@kbpark.com or alex@kbpark.com
for any additional questions