KNOEBELS 100 - COLOR PALETTE

R 39 G 77 B 58
#274D3A

R 56 G 60 B 95
#383C5F

R 163 G 188 B 211
#A3BCD3

R 110 G 64 B 66
#6E4042

R 246 G 241 B 231
#F6F1E7

R 122 G 122 B 122
#7A7A7A

R 200 G 169 B 81
#C8A951

Patriotic times call for patriotic colors. So was the case during the World War II era of the 1940s. Conservative sensibilities and the call for self-sacrifice in the name of the greater good led to an embrace of more traditional and uncomplicated design during this decade. Palettes included reds and burgundies, dark blues, forest greens and beiges.

MAIN LOGO

KNOEBELS
CELEBRATING 100 YEARS

CONDENSED LOGO

K100
EST. 1926

FAVICON

CHARACTERS

BRAND FONTS

Benguiat Pro ITC Condensed (Digital)
The quick brown fox jumps over the lazy dog. He was on his way to Knoebels.
The quick brown fox jumps over the lazy dog. He was on his way to Knoebels.

PENUMBRA SANS STD (DIGITAL)
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. HE WAS ON HIS WAY TO KNOEBELS.
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. HE WAS ON HIS WAY TO KNOEBELS.

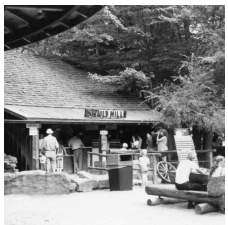
ITC New Baskerville (In Park - Signage)
The quick brown fox jumps over the lazy dog. He was on his way to Knoebels.

Ivystyle (In Park - Signage)
The quick brown fox jumps over the lazy dog. He was on his way to Knoebels.

LOGO INSPIRATION

For the 100th Anniversary logo of Knoebels Amusement Resort, we drew inspiration from the rich history and timeless charm of the park. The design honors Knoebels' roots, beginning with the iconic "Bench" logo from the 1940s. This design, originally a single-color symbol, is still seen today on the benches scattered throughout the park—inviting guests to relax and enjoy the peaceful, tree-lined grove. The new logo stays true to this tradition, incorporating the same green hue, representing the natural beauty and lush surroundings of the park.

We chose to feature brass carousel rings as a central element of the centennial, paying tribute to one of Knoebels' most cherished attractions—the legendary Grand Carousel. As one of the few parks in the world where guests can still catch the brass ring, it symbolizes the park's rich legacy and its dedication to preserving classic experiences for future generations.

Additionally, the logo's design incorporates a stylized "K" that flows seamlessly into the rest of the elements, symbolizing the continuity of Knoebels' past and its exciting future. The 100th Anniversary logo not only celebrates the history of the park but also reflects the enduring spirit that will carry Knoebels forward for the next 100 years.

BRAND PHOTO STYLE