

# MEET OUR NEW BRAND



**KNIGHTS BROWN**

# WHY ARE WE REBRANDING?

Our new name and brand identity reflects the company as we now stand, since the demerger of the Raymond Brown Group.

## HOW HAVE WE GOT HERE?

Choosing a new company name is a complex process and it's taken a full nine months for us to develop and get it right.

It focuses on our company's heritage and values, and allows us to stand out in the marketplace – but importantly, is easy to say, spell and pronounce, and has longevity.

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# WHAT'S IN THE NAME?



We've kept the 'Brown' – it links to our heritage, history and reputation.



We wanted to link back to our New Forest origins and discovered the Knightwood Oak – it is the largest and one of the oldest trees in the New Forest.



The word 'knight' struck a chord – it relates to how we want to be perceived by customers and how we behave as employees. Knights were trusted and skilled, and sworn to uphold values such as loyalty, courage and honour. These values resonate with us and how we work together and like to do business.



And that's how Knights Brown emerged. A modern name to take us into the future with team spirit, professionalism and pride.



# HOW DOES IT LOOK?

## ALTERNATIVE LAYOUTS

The shield has associations with both knights and family crests, symbolising team strength and the characteristics of knights – strong, noble, reliable.



# KNIGHTS BROWN



The olive green is inspired by the New Forest.

Balanced with a dark grey, it creates a contemporary and distinctive look.

The name has been centred across the shield to reinforce the concept of unity.



The gradient adds depth and definition to the shield.

## SECONDARY BRAND COLOURS



**“A MODERN NAME  
TO TAKE US INTO  
THE FUTURE WITH  
TEAM SPIRIT,  
PROFESSIONALISM  
AND PRIDE.”**

**GET IN  
TOUCH**

You can find out more in the FAQ document but if you have any questions, email us at [ask@knightsbrown.co.uk](mailto:ask@knightsbrown.co.uk)