

KNOX

2026 BRAND STYLE GUIDE

TRADE EDITION





WELCOME TO THE KNOX BRAND AGREEMENT

This document contains all you need to know about how the Knox brand should be displayed in marketing and point of sale. We want the brand to look as we intended, consistent and up to date when viewed on our trade partners web sites, so Knox customers are not confused or disappointed.

The Knox brand is extremely important to us so we ask that the guide is always referred and adhered to.

REFLECTING ON KNOX

Knox is known globally and has a long 40 year history in motorcycle protection apparel and is committed to innovation in rider protection. Below are the things that are important to us and that reflects in our brand identity.

PERSONALITY

Honest and challenging: Knox takes its own path. From the way we design new products and develop new technologies to the way we communicate, we ask hard questions of ourselves and the industry, and we are prepared to do things differently when it leads to better protection for riders.

Passionate and committed: We are fully focused on what we do and on doing it properly. Every detail, from first sketch to final test, is driven by a long-term commitment to rider safety, comfort and confidence.

Inspiring: We are always looking ahead, pushing for new ideas, new solutions and better performance. Our aim is to keep raising the bar for riders and partners, and to lead by example in a safety-critical category.

Approachable but professional: We speak clearly, honestly and with respect. Our content is designed to be engaging, easy to understand and genuinely useful, while riders can trust that the information we share is accurate, considered and backed by real testing.

PHILOSOPHY

- A commitment to producing high quality and added value.
- Classic design with attention to detail.
- Integrity of message and products.
- Specialist in the area of motorcycle protective apparel.
- A commitment to involvement in CE Standards from the beginning in 1994.



LOGO AND BRANDING

THE KNOX LOGO ELEMENTS MUST

- Be reproduced from original files provided by KNOX.
- Not be changed or distorted in any way.
- Not be embedded in text or sentences.
- Not be used as a pattern or design feature.
- Not be recoloured.

Above all else, the logo must be clear and legible.

To make things easier for you, we have created a stacked and horizontal version to easily be incorporated into any design. We request that you do not

change the position of the KNOX icon from the right hand side of the KNOX letterform.

LOGO WHITESPACE & SCALE.

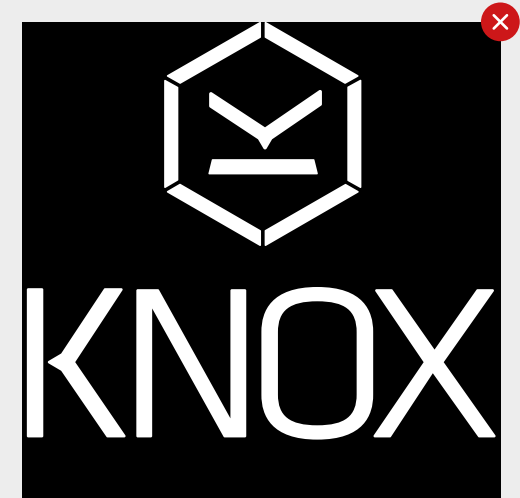
We ask that the branding is given at least 15% of its vertical dimensions as padding around the entire logo. E.g. If the Logo is 100px in height, there should be at least 15px of space around it before any other element is encountered. This is built into the PNG's available within the branding pack.

LOGO AND BRANDING - EXAMPLES

Good legibility, good padding, correct colour, correct aspect.



Poor colouring, distorted, poor padding, low contrast.

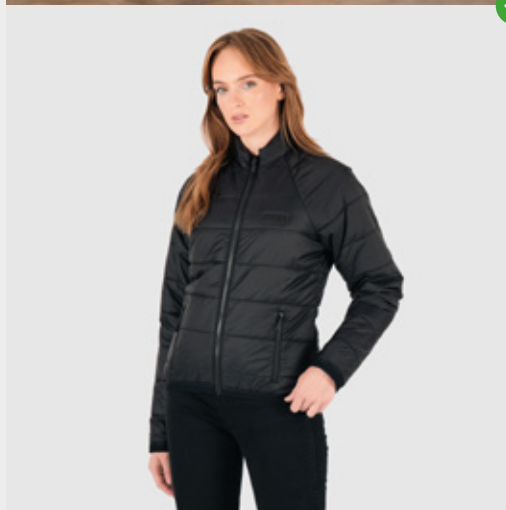


KNOX IMAGERY

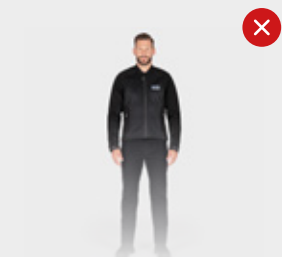
For consistency purposes we now produce a front and back ghost image on a white background which can be used as a primary image on a category, if needed. All other images provided are model images which showcase the apparel in the best way.

We do not allow our images to be used or shared indirectly by anyone other than the company in this agreement. Any request to share an image must be made to marketing@planet-knox.com.

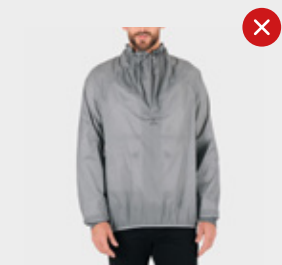
Do: Use latest KNOX studio images without editing.
Use lifestyle images provided by KNOX where available.



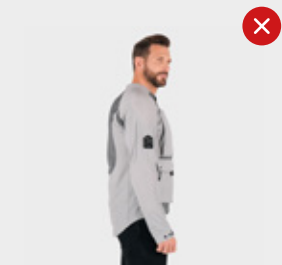
Do Not: Fade out parts of model.



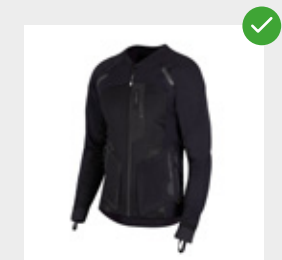
Do Not: Cut off model's head.



Do Not: Use none-approved images.



Do: Use KNOX-approved ghost images.



VIDEO

KNOX VIDEO IS DESIGNED TO SHOWCASE AND IMPROVE CUSTOMER CONVERSIONS

- Showcase KNOX overview videos on KNOX product pages where possible.
- Showcase KNOX promo videos where appropriate.
- Embed Walk-On videos on product pages directly where possible. Provided in low file size, MP4 format.
- Embed Promos and Overviews from KNOX YouTube Channel where possible.
- Do NOT rip KNOX videos from YouTube for use on your website or in your videos without permission from marketing@planet-knox.com.



USE OF ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) is developing quickly and is now widely available to both businesses and the public. While it can be a useful tool for ideas, drafts and internal concepts, it also raises questions about authenticity, accuracy and trust, all of which are central to the Knox brand.

At this stage, most off-the-shelf AI tools do not reliably produce imagery or written content that reflects Knox products, riders or environments with the accuracy and nuance we require. Details such as fit, fabrics, construction, protective performance, colour and branding are often misrepresented or simplified. In a safety-critical category, even small inaccuracies can undermine customer confidence and dilute what makes our products distinct.

Public opinion on AI is also very mixed. As a brand that prides itself on authenticity, real riders, real testing and real product performance, we are cautious about how AI is used in any customer-facing material connected to Knox.

For these reasons, any AI-generated or AI-edited content that features Knox products, logos or recognisable brand elements must be approved by Knox before it is published or shared externally. This includes, but is not limited to, AI-generated lifestyle images, product images, videos, written copy, and any composites that mix real Knox assets with AI-created elements.

AI may sometimes be used to adapt existing imagery, including techniques such as face-swap, digital body doubles or similar effects. Because these techniques alter how real people are represented, they must always be treated with particular care. Any such use must:

- Be requested in advance and reviewed by Knox before external use; and
- Have appropriate consent from the individuals involved, in line with local laws and good practice.

Do not share this type of content publicly until Knox has given clear written approval. Where AI is used to support copywriting (for example, draft product descriptions, social captions or blog content), all information about Knox products must be checked carefully against the official Knox materials before use. AI must not be treated as a source of facts about Knox products.

In summary: AI can be a useful supporting tool, but it must not replace genuine product photography, verified product information or real rider stories. If you wish to explore AI-generated assets involving Knox in any way, please contact Knox for approval before using them in public communications. This helps us protect riders, maintain trust and preserve the authenticity that sits at the heart of the Knox brand.





KNOX

