Kiel James Patrick Brand Guidelines

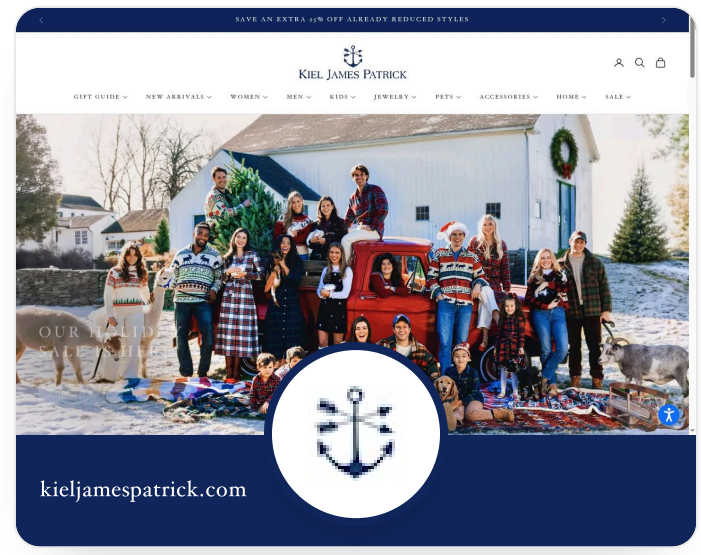
Unofficial · read from kieljamespatrick.com

Kiel James Patrick – Classic New England Clothing

Classically inspired clothing designed right here in the Ocean State.

What are Kiel James Patrick's brand colors and fonts?

Kiel James Patrick uses Hoefler Text for both headings and body text. Its main brand color is navy **#10255A** (RGB 16, 37, 90), alongside dark gray **#1C1B1B**, white **#FFFFFF** and blue **#146FF8**. Read from kieljamespatrick.com on 26 November 2026.



VISUAL IDENTITY

Brand	Kiel James Patrick
Website	kieljamespatrick.com ↗
On Gravity	Kiel James Patrick's Gravity profile →
Main color	Navy #10255A
Palette	8 colors
Headings	**Hoefler Text**
Body text	Hoefler Text
Logo	JXL · PNG · JPG
Favicon	WEBP
Mode	Light
Read on	26 November 2026
Status	Unofficial

Kiel James Patrick Logo Download

The Kiel James Patrick logo read from kieljamespatrick.com is available here as PNG and JPG. It is displayed at 230 × 76 px in the site's header, about 3.0 times wider than it is tall. The site's favicon is provided as WEBP.



On white



Icon

The Kiel James Patrick name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Kiel James Patrick.

Kiel James Patrick Brand Colors: Palette and HEX Codes

Kiel James Patrick's main brand color is navy **#10255A** (RGB 16, 37, 90), declared as a brand color in the site's code. The homepage also uses dark gray **#1C1B1B**, white **#FFFFFF** and blue **#146FF8**.

HEX	Color	RGB	HSL	CMYK	Observed use
#10255A	**Navy** Brand	16, 37, 90	223°, 70%, 21%	82, 59, 0, 65	Declared as --jdgm-primary-color, background, border, button, fill
#1C1B1B	**Dark gray** Ink	28, 27, 27	0°, 2%, 11%	0, 4, 4, 89	Icon, link, text
#FFFFFF	**White** Background	255, 255, 255	0°, 0%, 100%	0, 0, 0, 0	Background, border, button, icon
#146FF8	**Blue** Secondary	20, 111, 248	216°, 94%, 53%	92, 55, 0, 3	Background, button, fill

#DDDDDD	**Light gray**	221, 221, 221	0°, 0%, 87%	0, 0, 0, 13	Border
#000000	**Black**	0, 0, 0	0°, 0%, 0%	0, 0, 0, 100	Icon, text
#ED8A00	**Orange**	237, 138, 0	35°, 100%, 46%	0, 42, 100, 7	Icon
#6A6A6A	**Gray**	106, 106, 106	0°, 0%, 42%	0, 0, 0, 58	Text

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

Kiel James Patrick Fonts

On its homepage, Kiel James Patrick sets both its headings and its body text in Hoefler Text. The font is hosted by the site itself.

Aa	**Hoefler Text** Used for: headings, subheadings, body text, buttons Regular 400	Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.
Aa	**Montserrat** Loaded by the site, with no identified use on the homepage Medium 500	Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.
Aa	**Nunito Sans** Loaded by the site, with no identified use on the homepage Regular 400	Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Export the Kiel James Patrick Brand Kit

Kiel James Patrick's colors and fonts read from kieljamespatrick.com are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.



Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-brand: #10255A;       /* navy */
  --color-ink: #1C1B1B;         /* dark gray */
  --color-background: #FFFFFF;  /* white */
  --color-secondary: #146FF8;   /* blue */
  --color-light-gray: #DDDDDD;  /* light gray */
  --color-black: #000000;       /* black */
  --color-orange: #ED8A00;      /* orange */
  --color-gray: #6A6A6A;        /* gray */
  --font-heading: HoeflerText, Arial, sans-serif;
  --font-body: HoeflerText, Arial, sans-serif;
}
```

Design tokens (JSON)

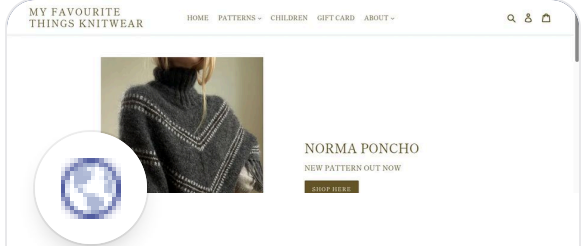
```
{
  "color": {
    "brand": {
      "$value": "#10255A",
      "$type": "color"
    },
    "ink": {
      "$value": "#1C1B1B",
      "$type": "color"
    },
  "background": {
    "$value": "#FFFFFF",
    "$type": "color"
```

Tailwind CSS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        kieljamespatrick: {
          brand: '#10255A',
          ink: '#1C1B1B',
          background: '#FFFFFF',
          secondary: '#146FF8',
          'light-gray': '#DDDDDD',
          black: '#000000',
          orange: '#ED8A00',
```

Kiel James Patrick Competitors and Similar Brands

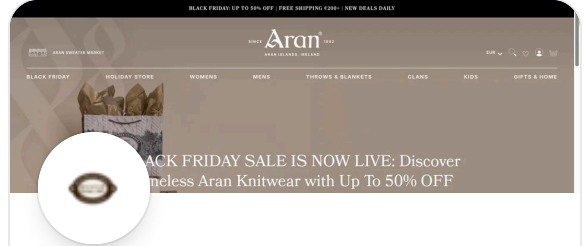
The brands closest to Kiel James Patrick are MY FAVOURITE THINGS knitwear, aran.com and Dale of Norway, according to Gravity's similarity score.



MY FAVOURITE THINGS knitwear

Arts & Crafts · DK

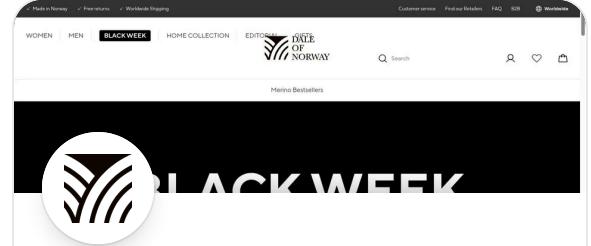
176.2k visits / month · similarity 76



aran.com

Fashion & apparel

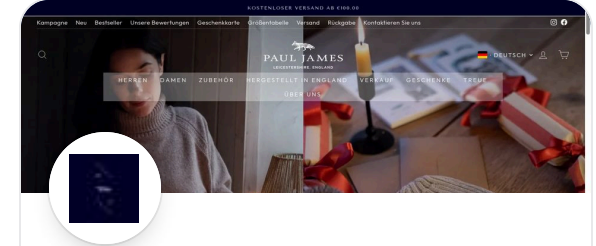
437.9k visits / month · similarity 72



Dale of Norway

Fashion & apparel

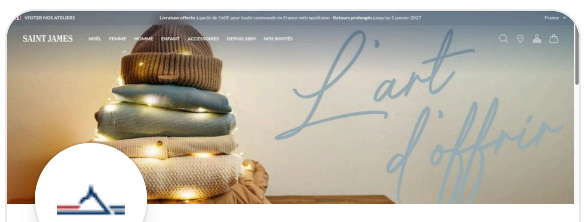
150.3k visits / month · similarity 71



Paul James Knitwear

Clothing Tops · GB

190.6k visits / month · similarity 71



Saint James

Gift Cards

288.2k visits / month · similarity 71



finkewear.com

finkewear.com

3.5k visits / month · similarity 71

Similarity is precomputed by Gravity from catalogues, prices, estimated traffic, markets and site types on 30 October 2026; visits are estimated.

Kiel James Patrick's Visual Identity in Use



ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	**Hoefler Text**	Bold 700	28 px	#1c1b1b	line-height 46.2px
Subheadings	**Hoefler Text**	Medium 500	22 px	#1c1b1b	uppercase · letter-spacing 4.4px · line-height 26.4px
Body text	**Hoefler Text**	Regular 400	22 px	#ffffff	line-height 28px
Buttons	**Hoefler Text**	Medium 500	13 px	#363636	uppercase · letter-spacing 2.34px · line-height 21.45px
Button 1	background **#146ff8**		text #ffffff		radius 50%
Button 2	background **#ffffff**		text #1c1b1b		radius 50%
Button 3	background **#ffffff**		text #363636		radius 0px · border #ffffff

Kiel James Patrick Brand Guidelines FAQ

What are Kiel James Patrick's brand colors and fonts?

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What does the Kiel James Patrick logo look like?

The Kiel James Patrick logo read from kieljamespatrick.com is available here as PNG and JPG. It is displayed at 230 × 76 px in the site's header, about 3.0 times wider than it is tall. The site's favicon is provided as WEBP.

How do I download the Kiel James Patrick logo?

The Kiel James Patrick logo can be downloaded on this page as PNG and JPG. The “Download all” button bundles every file into one.

Can I use the Kiel James Patrick logo?

The Kiel James Patrick name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check Kiel James Patrick's own brand guidelines or ask the company before any commercial use.

What are Kiel James Patrick's brand colors?

Kiel James Patrick's main brand color is navy **#10255A** (RGB 16, 37, 90), declared as a brand color in the site's code. The homepage also uses dark gray **#1C1B1B**, white **#FFFFFF** and blue **#146FF8**.

What is Kiel James Patrick's main color HEX code?

Kiel James Patrick's main brand color is navy **#10255A**: RGB 16, 37, 90, HSL 223°, 70%, 21%, CMYK 82, 59, 0, 65 (approximate).

What font does Kiel James Patrick use?

On its homepage, Kiel James Patrick sets both its headings and its body text in Hoefler Text. The font is hosted by the site itself.

Is Kiel James Patrick's font free to use?

Hoefler Text is hosted by Kiel James Patrick's own website and its license is not known: check with the type foundry before using it.

Who are Kiel James Patrick's competitors?

The brands closest to Kiel James Patrick are MY FAVOURITE THINGS knitwear, aran.com and Dale of Norway, according to Gravity's similarity score.

How do I use Kiel James Patrick's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the kieljamespatrick.com homepage on 26 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from Kiel James Patrick's internal brand book.

Who are the Kiel James Patrick brand guidelines for?

This page brings together Kiel James Patrick's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The Kiel James Patrick team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for Kiel James Patrick without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for Kiel James Patrick that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about Kiel James Patrick with the logo and colors used on its website.

Retailers and marketplaces: present Kiel James Patrick's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how Kiel James Patrick builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires Kiel James Patrick's permission: see the notice at the bottom of this page.

Kiel James Patrick (kieljamespatrick.com) presents itself as: “Classically inspired clothing designed right here in the Ocean State.” This page gathers its visual identity as it appears on the site: 8 colors with their codes, 3 fonts and their uses, and the logo ready to download.

Unofficial brand guidelines, read automatically from the kieljamespatrick.com homepage.

Brand guidelines read automatically from **kieljamespatrick.com** on 26 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary...) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The Kiel James Patrick name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Kiel James Patrick.

About this brand reference

This page presents design elements — colors, typography, logo and related assets — identified automatically from Kiel James Patrick's publicly accessible website, for identification and reference purposes only. Color values and font names are factual information. Logos, word marks, icons, images and other brand elements remain the exclusive property of their respective owners and are displayed here solely to identify and reference the brand.

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