THE

KNIGHTSBRIDGE BALL

Brand guidelines

NEW YEAR'S EVE · 31 DECEMBER 2026 · JUMEIRAH CARLTON TOWER

01 / THE IDEA

Crossing into 2027

Knightsbridge's black tie New Year's Eve: champagne, dinner and the midnight countdown at Jumeirah Carlton Tower, then dancing until 2am.

How we sound

Assured, warm and unhurried. We write like a good host, not an advert: short sentences, British English, no hype.

- Say what the evening is, plainly: black tie, champagne, three courses, the countdown.
- Let the place do the work: Knightsbridge, Cadogan Place, Sloane Street, Harrods.
- One call to action at a time.

Names and wording

USE	AVOID
The Knightsbridge Ball	Knightsbridge NYE Ball, KB Ball
Jumeirah Carlton Tower	The Carlton Tower Jumeirah, the Carlton
Black tie	Formal, smart
After party	Afterparty, after-show
Register interest / Book	Exclusive, VIP, once in a lifetime

Only confirmed facts. Performers, prices, the midnight toast and after party inclusions are announced only once confirmed by Refine Events and the hotel. Real footage is labelled "Filmed at Jumeirah Carlton Tower" and is never presented as a previous Knightsbridge Ball.

02 / LOGO

The wordmark

The arch mark and a light serif wordmark. "Ball" is always given its own line or full weight; never shorten the name.



Primary, stacked. Ivory and gold on ink.



Primary, stacked. Ink and deep gold on ivory.



Horizontal, for headers, widgets and email.



Horizontal on light.

Clear space and size

- Keep clear space equal to the height of the arch on every side.
- Minimum width: stacked 30mm / 180px; horizontal 45mm / 240px.
- Below that size, use the arch mark on its own (favicon, avatar).

Do not

- Stretch, rotate, outline, add shadows or recolour outside the palette.
- Set the name in another typeface, or place it over busy imagery without a dark overlay.
- Combine it into one lockup with the hotel logo. Co-brand side by side, divided by a hairline, using the hotel's approved artwork.

Files: SVG (vector, text outlined) and transparent PNG at 3x. theknightsbridgeball.com/media

03 / COLOUR AND TYPE

Ink, ivory and gold

Mostly ink and ivory; gold is the accent, used for the mark, rules and small capitals. Never use gold for long text.

Ink	Ivory	Gold	Deep gold	Bone
#0A0A0B	#F4F0E4	#C9A961	#9C7F3E	#CFC7B4
RGB 10 10 11	RGB 244 240 228	RGB 201 169 97	RGB 156 127 62	RGB 207 199 180

Buttons: gold background with ink text, or ink with ivory text. Deep gold on ivory for small text that must pass contrast.

Cormorant Garamond

Crossing into 2027

Display: headlines, the wordmark, quotes. Light (300); capitals tracked wide for titles, italic for lines like the one above.

Jost

THURSDAY 31 DECEMBER 2026

Text and interface: body copy, buttons, labels. Light (300) for text, Medium (500) in small tracked capitals.

Both are free Google Fonts. Where a booking platform can't load them, use its own clean sans serif for text and keep the event name as logo artwork.

04 / IMAGERY

Warm, gold, after dark

Candlelight, champagne, black tie, close details and the room at night. Warm gold light on deep shadow; never cold, flat or flash-lit.



AI generated, illustrative. Downloads at theknightsbridgeball.com/media

Labels

- AI images: "AI generated, illustrative".
- Real footage at the hotel: "Filmed at Jumeirah Carlton Tower".
- Hotel photography: "Courtesy of Jumeirah Carlton Tower".

Rules

- Event name, prices and dates as live text, never baked into a photo.
- Keep the name legible in mobile crops (centre-safe area).
- Venue photography is available on request; we don't redistribute it.