



KNIFE

**FORM
WITH
INTENT.**

THREE LETTERS. ONE STRONG FORM.



The original 2022 native document contains several TNT studies.

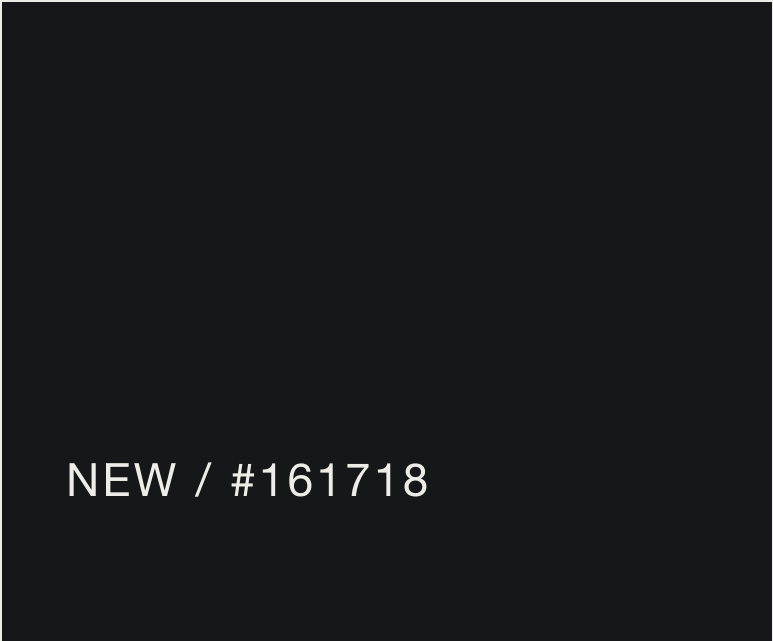
This complete three-path monogram is selected for the new edition.

Its wide proportions, diagonal interruption and internal spacing are retained exactly. Only size, position and colour are adapted.

SIGNAL ORANGE. CARBON BLACK.



ORIGINAL / #FF5F00



NEW / #161718

KNIFE

Helvetica Neue / Newly typeset descriptor and supporting text

The orange comes from the original mark. Carbon and paper tones are newly selected for this portfolio design edition.

A LINE. A DIRECTION.



The mark's diagonal break becomes an independent visual rhythm.

Repeated cuts create contrast, pace and a recognisable edge.

These are new graphic studies, not measurements or diagrams of an actual blade, material or manufacturing process.

IDENTITY, IN EVERY DETAIL.



The proposed carton lid has a clear hierarchy: brand, descriptor and a concentrated orange field. A restrained card and booklet extend the system. All applications are visual concepts; dimensions, materials and contents require a separate production brief.

ORIGINAL FORM. NEW EXPRESSION.

Archive / TNT.afdesign, native date 19 May 2022

Retained / Complete three-path TNT mark, brand name, #FF5F00

New / KNIFE typography, secondary colours, diagonal graphics

Applications / Carton concepts, brand cards, booklet and posters

A 2026 portfolio design concept by Day of Design.

The archive is a logo exploration; final client adoption is unconfirmed.

No product photograph or manufacturing specification is supplied.

Generated scenes illustrate proposed packaging and print only.

No actual knife, product performance or technical specification is reconstructed or claimed. Native text-conversion limitations are recorded; all presentation copy is newly typeset.