Using contact-geometric techniques, we present an alternate formulation of the plus and minus versions of knot Floer homology. We further show how natural constructions in the realm of contact geometry give rise to many of the formal algebraic structures present in Heegaard Floer theory. Finally, to a Legendrian or transverse knot $K \subset (S^3, \xi_{std})$, we associate distinguished classes in $\text{HFK}^+$ and $\text{HFK}^-$ which are invariants of either the Legendrian or transverse knot type of $K$. (Received January 28, 2014)