GRUNT

LEATHERWORKS

Digital Brand Guidelines

Brand Guidelines

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Sidecar's materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Logo Mark

This character illustration style mark is what puts the “grunt” in Grunt LeatherWorks sporting a skull style face mask decked out in full modern tactical headgear makes this Grunt a menace to any of his enemies.

Mark

Logotype

Taking that classic stencil style and putting a literal sharp edge to it to give us that tough but structured feel that Grunt Leatherworks wants to emulate.

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Logotype

Lock-ups

This is the primary visual form in which Grunt LeatherWorks will be experienced by customers. It's important, especially in the beginning stages, to associate the name with the mark, and vice versa.

Only after the brand has been established can you begin to use them separately, but until then this is our bread and butter.

Horizontal Lock-up

Shield Lock-up

Logo Color

The color logo options are the primary logo colorways to be used. The full color logo is the preferred version and should be used whenever possible.

When a limited number of colors are available, choose the single color version. Only black or white should be used.

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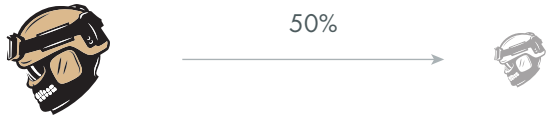
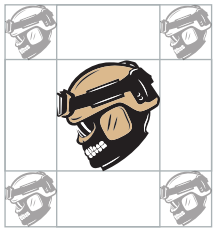
Whitespace

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

The minimum whitespace around the mark and lock-up is equivalent to the mark scaled down to 50%.





Minimum Sizes

For readability, scale needs to have special considerations. Do not reduce these elements below these designated pixel values.

Mark

.5 inches Wide

Lock-up

1.5 inches Wide

Favicon

Grunt leverages its mark as the favicon due to its scalability and readability.

16 pixels wide

As shown on a browser tab

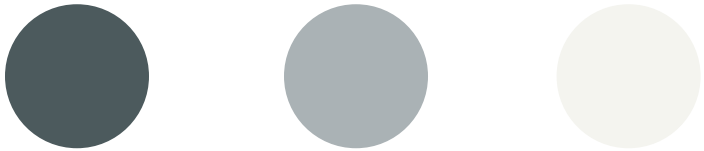
Color Palette

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

Primary Palette

Hex	#D5BA8C	#231F20	#B1B1B1
RGB	213, 186, 140	35, 31, 32	177, 177, 177
CMYK	17, 25, 49, 0	70, 67, 64, 74	31, 25, 26, 0
Pantone	467	BLACK	COOL GRAY 5

Secondary Palette



Hex	#4C5A5D	#AAB2B5	#F4F4EF
RGB	76, 90, 93	170, 178, 181	244, 244, 239
CMYK	5, 100, 60, 0	100, 85, 40, 30	100, 85, 40, 30
Pantone	Cool Gray 11 U	Cool Gray 4 U	—

Typography

Open Sans is a humanist sans serif typeface designed with an upright stress, open forms, and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Futura PT Book

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwzyz
0123456789
&@£$%[]!?*º

Information

This document serves as a foundational guide to using this brand identity. These guidelines are for the use of Grunt Leatherworks and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions please feel free to contact us at MichaelD@undrafteddesigns.com

Thank you.

Northwest Creative

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