



LOGO & BRAND IDENTITY GUIDELINES

2024

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BRAND CONCEPT

Great Gray: Where Craft Beer Meets Canadian Artistry and Community Spirit. We are passionate about crafting exceptional beers that reflect the dynamic energy of youth and the untamed beauty of the Canadian wilderness. Our brews serve as a testament to the spirited essence of our nation, inviting individuals to embrace their adventurous side and forge unforgettable memories together. With each sip, Great Gray ignites a sense of exploration and discovery, encapsulating the vibrancy of our craft and the wild spirit of our land. Great Gray - Crafting Brews and Stories to Inspire Unity and Celebration. Here to Craft Brews and Craft Stories.

"Authentically Canadian, Authentically Wild."



LOGO SPECIFICS

PRIMARY LOGO

The central image, an abstract representation of an owl integrated within a beer glass, is both innovative and visually striking. The owl's eyes are depicted as the frothy top of the beer, creating a dual imagery that's both clever and aesthetically pleasing.



SECONDARY LOGO

The text is a logotype, which means it uses a strategically chosen typography or specially crafted lettering to serve as an identity for the brand. The text is bold and capitalized, which conveys a sense of strength, confidence, and professionalism. It also makes the text more visible and readable.

Great grey brew Co.

EXCLUSION ZONES

Use the icons head to determine the spacing when working with the exhibition logo(s). That means no type or designs are allowed within the exclusion zones.



If there is ever a need for a large-scale model of the primary logo, the best way to space everything out correctly is to use the example on the right. Avoid reducing the size of the primary logo, especially to the point where the tagline loses



COLOUR SPECIFICATIONS

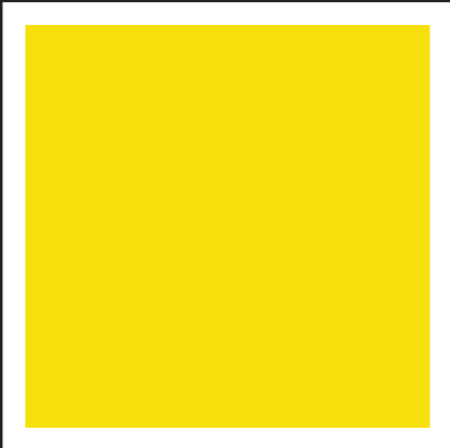
The black and yellow color combination in a craft beer logo exudes youthfulness and hipness. Yellow's energy and creativity appeal to younger generations, while black adds sophistication and edginess. Together, they create a visually striking and contemporary look, resonating with urban street culture and appealing to a younger, trend-conscious audience. This combination positions the brand as modern, relevant, and attractive to those seeking unique beer experiences.



CMYK 0; 0; 0; 100

RGB 0; 0; 0

HEX #FFFFFF



CMYK 3; 6; 99; 0

RGB 250; 223; 9

HEX #fadf09

LOGO BEST PRACTICES



GREAT GREY BREW CO.

Do not use Great grey name next to the logomark



Avoid distorting or stretching the logo(s).



Please do not rotate the logo(s).



Do not reduce logo(s) beyond legibility

TYPOGRAPHY

THE TYPEFACE FAMILY

MORL
LIGHT

A B C

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

IMAGE APPILCATION

The logo for "GREAT GREY Brew CO." is designed with high contrast and simplicity, making it easily readable even when inverted. The logo consists of a circular border containing the company name, establishment year (2024), and an owl icon in the center holding a cup. The use of bold lettering and clear, distinct lines ensures that all elements of the logo are visible and legible against both light and dark backgrounds.



BRAND CONCEPT

Introducing Uncle Gray's Campfire Stories: a captivating series of IPAs that pay homage to the intriguing tales spun by Crazy Uncle Gray. Delve into the depths of the wilderness as each brew unveils an ancient legend or warning of mythical cryptids lurking in the shadows. With every sip, embark on a journey through the untamed Canadian landscape, where the lines between reality and folklore blur. Uncle Gray's Campfire Stories IPAs bring to life the essence of adventure and mystery, inviting you to gather around the fire, share in the thrill of the unknown, and savor the taste of these legendary brews. Join us as we craft more than just beer; we craft experiences that ignite the imagination and connect us to the wild heart of Canada.

"Will you heed the old man's warning or is it another one of his drunken ramblings, this is for you to decide."



GRAPHIC CONCEPT

The intricate design, featuring characters engaged in what appears to be a ritual or storytelling session, aligns well with the theme of legends and myths. It can stimulate the imagination of the consumer, inviting them to delve into the stories and legends associated with the brand color scheme, using only yellow lines against a black background, creates a striking contrast and a dramatic effect. It also suggests a dark or nocturnal setting, which is often associated with urban legends and creatures.

featuring many details and objects, creates a sense of depth and complexity. It also invites the viewer to explore and discover more about the scene and the characters. It can spark curiosity and interest in the brand and its stories.



TYPOGRAPHY

Levels of Hierarchy

Levels of Hierarchy
The exhibition identity has three levels of hierarchy: Header, Subhead, and Body Copy. Headers and subheads use Houschka Rounded DemiBold, and body copy uses Medium. These weights work well with the logo’s thin, rounded nature.

HEADER

sub head

As aut laborio nseniscium quiaspiet, officiet audi doluptam fac-
is mi, to officidiam, num eum vel ipsa nihicit aqulasserio teculle
ndaeper uptaeris eatquae voles porerum estruptaspedAtum
duntio et hil mossinis magnis est quist eic tem qui doluptas sedi
omnihicit et quid.

HEADER

sub head

As aut laborio nseniscium quiaspiet, officiet audi doluptam fac-
is mi, to officidiam, num eum vel ipsa nihicit aqulasserio teculle
ndaeper uptaeris eatquae voles porerum estruptaspedAtum
duntio et hil mossinis magnis est quist eic tem qui doluptas sedi
omnihicit et quid.

HEADER

sub head

As aut laborio nseniscium quiaspiet, officiet audi doluptam fac-
is mi, to officidiam, num eum vel ipsa nihicit aqulasserio teculle
ndaeper uptaeris eatquae voles porerum estruptaspedAtum
duntio et hil mossinis magnis est quist eic tem qui doluptas sedi
omnihicit et quid.

LOGO SPECIFICS

PRIMARY LOGO

chose a bold, black font on a white background to create strong contrast and readability. This makes the text stand out and easy to read. smaller, playful font for “Campfire Stories” below, indi-
cating the nature or category of Uncle Grey’s content. This adds some personality and fun to the design.



SECONDARY LOGO

Removing the box around the text can make it more legible because it reduces visual clutter and contrast issues. The black border of the box can blend with the letters, especially if they are also dark, making them harder to read.



EXCLUSION ZONE

Use the “Y” to determine the spacing when working with the exhibition logo(s). That means no type or designs are allowed within the exclusion zones.



LOGO BEST PRACTICES

Do not reduce logo(s) beyond legibility



Avoid distorting or stretching the logo(s).



Please do not rotate the logo(s).



TYPOGRAPHY

THE PRIMARY TYPEFAMILY

DAVENVALE

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

TYPOGRAPHY

THE SECONDARY TYPEFAMILY

Clicker

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

TYPOGRAPHY

USE OF TYPEFACE Secondary

Horrors: This likely refers to a horror-themed aesthetic or style. Horror-themed designs often incorporate dark, eerie imagery, spooky motifs, and elements associated with fear and the supernatural. The use of “Horrors” suggests a design direction focused on invoking feelings of suspense, thrill, or even playfulness associated with the horror genre. It might include elements like haunted houses, ghosts, skeletons, or other macabre imagery.

Bradley Hand Bold: This refers to a specific typeface within typography. Bradley Hand is a script font known for its handwritten appearance and casual, friendly vibe. The “Bold” variant indicates a heavier weight of the font, which can enhance its impact and visibility. The use of Bradley Hand Bold suggests a more personalized and informal tone in the design, adding warmth and character to the overall visual presentation.

When combined, “Horrors” with Bradley Hand Bold might suggest a playful yet spooky design approach, where the horror scary theme is softened by the friendly, handwritten feel of the font. This juxtaposition creates an interesting contrast that can appeal to audiences interested in horror themes but also seeking a lighthearted or approachable interpretation of it.

Horrors

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 01234567890!
@£\$%^&*()

Mori

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 01234567890!
@£\$%^&*()

Bradley Hand Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 01234567890!
@£\$%^&*()

475ML CAN MOCK

HODAG FLAME IPA 8%



475ML CAN MOCK

HOP GOBLIN IPA 6%



475ML CAN MOCK

THE JINMENJU SOUR IPA 10%



250ML CAN MOCK

THE JINMENJU SOUR IPA 10%



250ML CAN MOCK

THE JINMENJU SOUR IPA 10%



250ML CAN MOCK

THE JINMENJU SOUR IPA 10%



250ML CAN MOCK

HOP GOBLIN IPA 6%



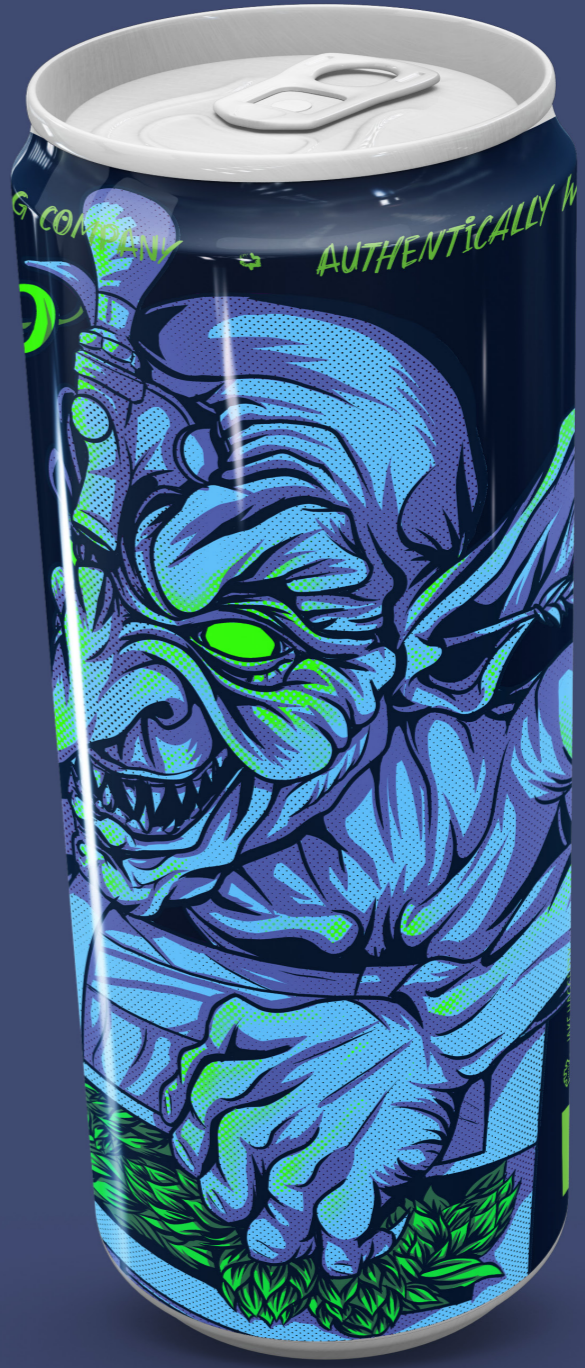
250ML CAN MOCK

HOP GOBLIN IPA 6%



250ML CAN MOCK

HOP GOBLIN IPA 6%



250ML CAN MOCK

HODAG FLAME IPA 8%



250ML CAN MOCK

HODAG FLAME IPA 8%



250ML CAN MOCK

HODAG FLAME IPA 8%



SHELF TALKER

GREAT GREY BREW CO



3 MIXED IPA PACK

UNCLE GREYS CAMPFIRE STORIES



STICKER PROMO

GREAT GREY BREW CO



STICKER PROMO

UNCLE GREY CAMPFIRE STORIES



BEER TABS

GREAT GREY BREW CO



JAKE HAGGERTY
DESIGN STUDIO 2-B