Brand Guidelines

Developed to provide a comprehensive understanding of the Grá identity. This manual shows how to correctly implement & drive the design elements off line, on line and in person.
Who is Grá

I like simplicity, when it comes to solving problems I find it’s always best to strip them down to their base elements, give them a scrub, turn them around a bit then think of fun ways to put them back together again.

I don’t think you can fully understand a problem until you know what it’s made of, but that doesn’t always mean being tied to a desk punching buttons day in day out. Some of the best solutions come when you are focused on something else entirely so yeah, a bit of sailing & long walks in the hills really are my thing.

I have a Grá for design that grew out of years of image making and have been problem solving & providing creative solutions to a wide range of clients for more than 15 years. Once locked on to a problem I hate letting go until I have pulled at all the loose ends & given it a good rattle until we get to the most elegant solution.

We listen.

We talk to our clients to find out what solution actually works best for them instead of working from our own ideas to design something that looks great to us & makes us happy. We believe our best work is always a collaboration between our studio & you the client.
The Brand Logo

The word mark.
This is the company name in Aktive Grotesk Hairline with a solid colour sun in either blue or orange rising behind the A.
The company name will always be in black.

The symbol mark.
This is a representative mark developed from the company name, again in black, with a solid colour sun in either blue or orange rising behind the A.
This will be used for a number of differing purposes such as a favicon, watermark, placeholders or on the end of stationary or web page.

The word mark on a solid colour background.
This is the company name in Aktive Grotesk Hairline with a solid colour sun in either blue or orange rising behind the A, placed on a solid opposing colour of either Blue or Orange.
The company name will always be in black.

The symbol mark, when shown with a solid colour or tone, may be represented on a solid background only when used with Blue, Orange or a tone of grey.

The logo may from time to time be placed on a solid colour background of a different colour but only when used with the outline version of the mark as shown here.
This can be used for a number of differing purposes such as a favicon, watermark, placeholders or on the end of stationary or web page.
We love colour, it can say so much about how you see & think about the world. Grá has chosen a colour palette that best communicates its passion for problem solving through design.

A secondary colour palette may be used with variations in saturation of the main palette. Other colours may be used when placing the logo on a coloured background, but only when using the line mark.

**Orange**
PANTONE 306 C
FOR WEB USE
R: 000 G: 181 B: 226
HEX: 00B5E2
FOR PRINTING USE
C: 075 M: 000 Y: 005 K 000

**Light Orange**
PANTONE 021 C
FOR WEB USE
R: 254 G: 080 B: 000
HEX: FE5000
FOR PRINTING USE
C: 000 M: 065 Y: 100 K 000

**Blue**
PANTONE 08 C
FOR WEB USE
R: 147 G: 149 B: 152
HEX: 939598
FOR PRINTING USE
C: 045 M: 036 Y: 035 K 001

**Light Blue**
PANTONE 54 C
FOR WEB USE
R: 248 G: 160 B: 124
HEX: F8A07C
FOR PRINTING USE
C: 000 M: 045 Y: 050 K 000

**Grey**
PANTONE 417 C
FOR WEB USE
R: 108 G: 204 B: 243
HEX: 6CCCF3
FOR PRINTING USE
C: 050 M: 000 Y: 000 K 000

**Black**
PANTONE 19 C
FOR WEB USE
R: 000 G: 000 B: 000
HEX: 000000
FOR PRINTING USE
C: 075 M: 000 Y: 005 K 000

**Blue** combines the energy of red and the happiness of yellow. It is associated with joy and sunshine. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

Blue is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, and intelligence. Blue is strongly associated with tranquility and calmness.

Black is associated with power & elegance, strength and authority; it is considered to be very formal, elegant, and prestigious.
Isolation Area

There should be a clearance area of no less than 50% of the x-height of the text within the logo to be kept around the logo.

For example: If the x-height is 72pt then the clearance area should be no less than 36pt.

This stands for all instances of the logo.

Usage Restrictions

The logo, in any format, should never be distorted, stretched or coloured in any way that is not in keeping with the Grá brand guidelines.

It should also never be placed in a box.

The logo is not to be used for promotion of causes, political or otherwise, without the express permission of Grá Design.

Do not place text or graphics in such proximity as to distract from or overpower the logo.
Brand in Action

So why Gra?

Like simplicity, when it comes to solving problems I find it’s always best to
get them down to their basic elements, go through a series of steps, and turn them around in a
circle of thought. As you solve each problem, you develop a more in-depth understanding
of both the problem and the solution.

I don’t think you can fully understand a problem until you know what’s meant by
it. But you’ll often come across problems with overlapping elements of
a product or service that need to be solved at the same time. To find the most
suitable solution, you’ll need to diagram them and break them down into
their different elements. Then you’ll be able to solve each one
separately, and link them together to form a solution.

I have a feeling that design grows out of the ongoing process of
exploring and developing the potential of a product. But it’s often
hard to see the relationship between each element of a design.

We create the solution by breaking it down, then putting the pieces back together.

With Compliments

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**Typography**

The Grá logo has been designed using Aktive Grotesk - Hairline.

This typeface gives a very upstanding & reassuring impression while not being overburdened with a heavy line.

It is a sans serif font that avoids any over embellishment or flourishes & reflects the uncomplicated approach to design that Grá believes in so much.

Aktiv Grotesk takes on an authoritative but neutral position, lending any message just enough support, without overpowering it. It is a flexible and diverse font family available in sixteen weights ranging from Hairline to Black, with matching Italics. It is an ideal choice for branding exercises that require a diverse use of type in headings and short copy at mid-to-large sizes.

"To have a font that is beautifully crafted, spaced well, with not a chink in a curve or anything - perfectly drawn but hopefully with a bit of personality. We wanted to create something that could be used in a corporate environment but that has that bit of warmth!"

Bruno Maag

- Standard copy or body text will use the lighter weight fonts such as Hairline or Light.
- Headings will use one of the heavier weights such as Regular, Medium or Bold.
- The heavier weight fonts such as XBold & Black will be used sparingly and for use on poster & larger displays.
- Type should never appear below 5pt. Leading in copy & body text should be no less than the font point size. (1:1)
- Websafe alternatives to the standard typeface are: Helvetica, Calibri and Arial

Where copy is intended primarily for use on screen - Aktive Grotesk Light will be used for any text below 12pt to improve readability.

12pt Aktive Grotesk Hairline - screen readability example.

12pt Aktive Grotesk Light - screen readability example.
Tone of Voice

Communication should convey a sense of personality & friendliness whether it is through printed media, online sources or spoken word.

A conversational tone is to be used where possible, emphasising the personal nature of the company.

Written materials should be direct but with a touch of familiarity.

Brand Positioning

Grá aims to facilitate small to medium enterprise owners getting a foothold in the digital world with access to personalised targeted design.

With a full hands on approach we aim to help business take those early steps to greatness or give a refreshing look to drive their business further.

Brand Architecture

GRA is a branded house with a number of possible brands under its roof.

GraStudio – Photographic
GraDesign – Design & Design Thinking
GraWeb – Digital design
GraMedia – Motion Graphics

This is the list of file names for each iteration of the Grá Logo.
simplicity is the ultimate sophistication

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