



Branding Characteristics

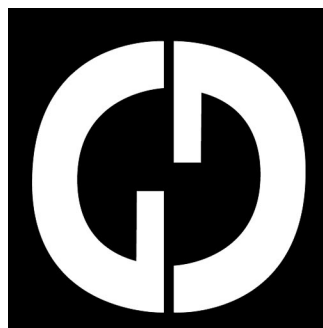
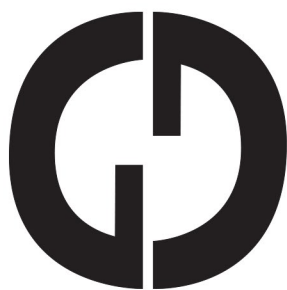
The branding characteristics of GD is that it's simple, reliable and sturdy to work with. There's no flashy graphic design and relies heavily upon simplicity.

SIMPLE. RELIABLE. STURDY.

Given the brand's simplicity it has an edge to be effortlessly implemented itself into multiple themes and styles allowing it to have a profound impact upon multiple platforms.



Colors



The utility of the black and white is the running theme of the Grayson Devine site. That being said keeping that them is crucial with its logo. The use of either black or white can only be used in any other branding situtation to keep it's contrast.



Logo Design



The Logo for Grayson Devine was chosen due to its ideal lettering combination. The Design was created so the “G & D” Are completely reversible, allowing it to spin and rotate while still indicating its unique branding feature.

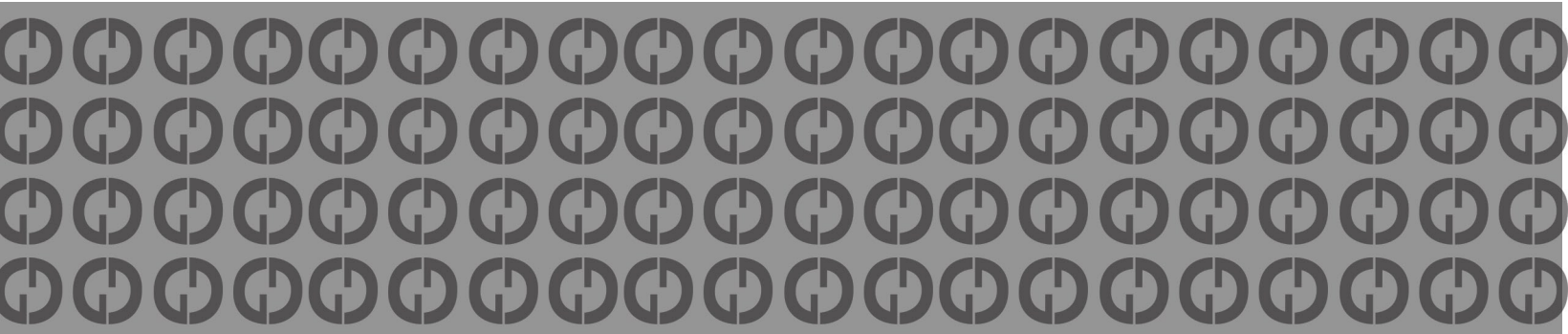




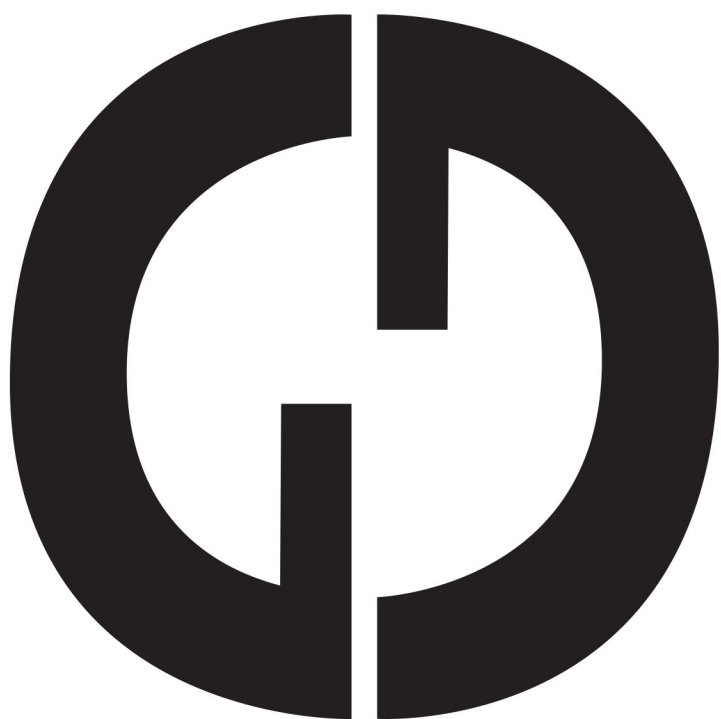
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Grayson Devine
Branding Guide 2018