Graypants Brand Guidelines

2018

graypants®

Graypants is a team of problem solvers. Anchored in Seattle and Amsterdam, Graypants' bold creativity leads to diverse designs in products, architecture, and other beautiful objects around the world. Their work expands globally with collaborations and custom designs for leading companies worldwide.

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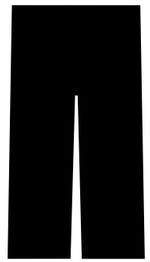
Brand Elements

Logo

The pants

In general, **don't ever use the pants alone** unless it is very clear that the usage is isolated to viewers who understand what Graypants is. For example: this document.



Size

The logo (including the ®) is typically displayed 1.5in (3.8cm) wide on most print documents and 150px wide on screens. We don't suggest that you make it smaller.

Clear space

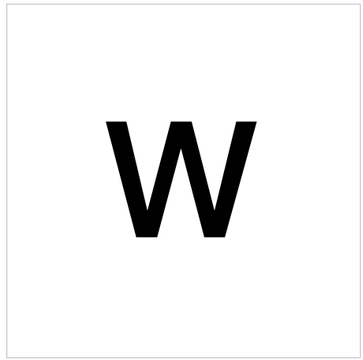
Give the logo some breathing room. Make sure there is space on all sides of the logo, equal to its height.

Color

The logo is typically used in black over white backgrounds, and white over colored backgrounds and photos.

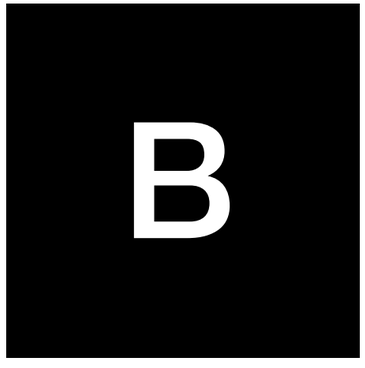
Color

We like to go by the WGB system, and by that we mean...



White
C0% M0% Y0% K25%
R255 G255 B255
#FFFFFF

Graypants Gray
C0% M0% Y0% K25%
R200 G200 B200
#C8C8C8



Black
C0% M0% Y0% K100%
R0 G0 B0
#000000

2

Typography

The boring part

Names

The Graypants name and all product names are always capitalized when not used in logo form.

Example: “The Scraplights Series by Graypants is available now!”

Contact info

All proper names are capitalized. Phone numbers are given “()” and “-” as needed and URLs are lowercase with no “www”.

Example:

Graypants Seattle
3220 1st. Ave. S. Suite 400
Seattle, WA 98134
(206) 420-3912
seattle@graypants.com

Graypants Amsterdam
Herengracht 180
1016 BR Amsterdam
+31 (0) 20 820 8990
amsterdam@graypants.com

graypants.com

Product names

A product name consists of:
“Category Name” “Model Name” “Product Descriptor” “Color”

Example: Scraplights Ausi8 Pendant White

Category name

Scraplights, Kerflights, Chrona, etc.

Model name

Ausi8, Drum16, P2, D6, Arcturus, etc.

Product descriptor

Pendant, Drum Pendant, Sconce, Table Lamp, Floor Lamp, Ceiling System, etc.

Color

Natural, White, Espresso, Lava/Natural, etc.

Series

“Series” is used to refer to products being featured together.

Example: Scraplights White Series, Kerflights Drum Series, Chrona Series

Dimensions

Dimensions lead with a descriptor (Ø, W, H, L, D, etc.) followed by the number and unit (in, ft, m, cm, lbs, kg, etc.)

Example: Ø 45in, H 16in, D 4in, 45x52x60 (in)

Note: Do not use ‘ or “. Instead use in and ft.

Ok on to the fun part...

The fun part!

Graypants uses Helvetica Neue

Aside from the Graypants logo itself...

H1

Product logotype

Helvetica Neue, Medium (and Thin), 30pt, lowercase, -20 tracking

scraplights®
ausi8 pendant

Used only for product names. Text is lowercase with the product category in Medium and the model name and product descriptor in Thin. **The color is not included in the logotype.**

H2

Document headlines

Helvetica Neue, Medium (and Light), 16pt

Alaska Airlines
project proposal

Used for headlines in any document. Light is used to break the title up if needed.

Body

General text

Helvetica Neue, Light (and Bold), 9pt

Used for absolutely everything. Bold is used sparingly for subheadlines or to **add emphasis.**

Caption

Helvetica Neue, Regular (and Bold), 7pt

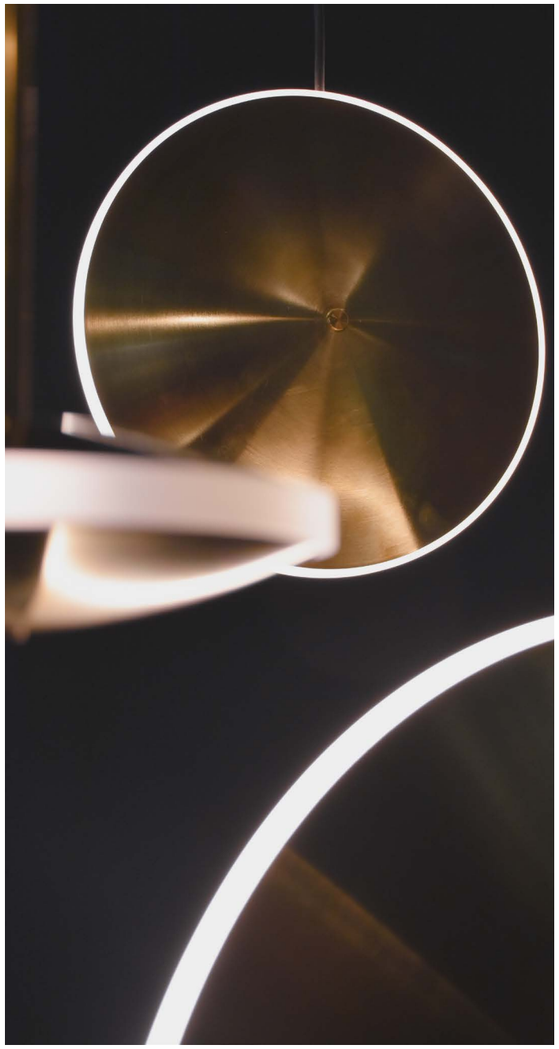
Good for additional information, illustration callouts, or footnotes. Bold is also used sparingly to **add emphasis.**

3

Photography

Light

Photos are typically as light as possible. Dark backgrounds are used in a few cases, when mysteriously introducing a product line.



Choose a shooting location that is open, airy, and warm.

Color

Warm, light, and gray are our primary photo colors of choice. Make sure there are as few colors in the frame as possible.

Composition

Focus on straightforward angles at or near eye level. When shooting products in a space, compose the picture with the architecture.

Keep it minimal

Any surrounding elements should compliment the aesthetic or pattern of the light, or not be in the shot at all.

Over white

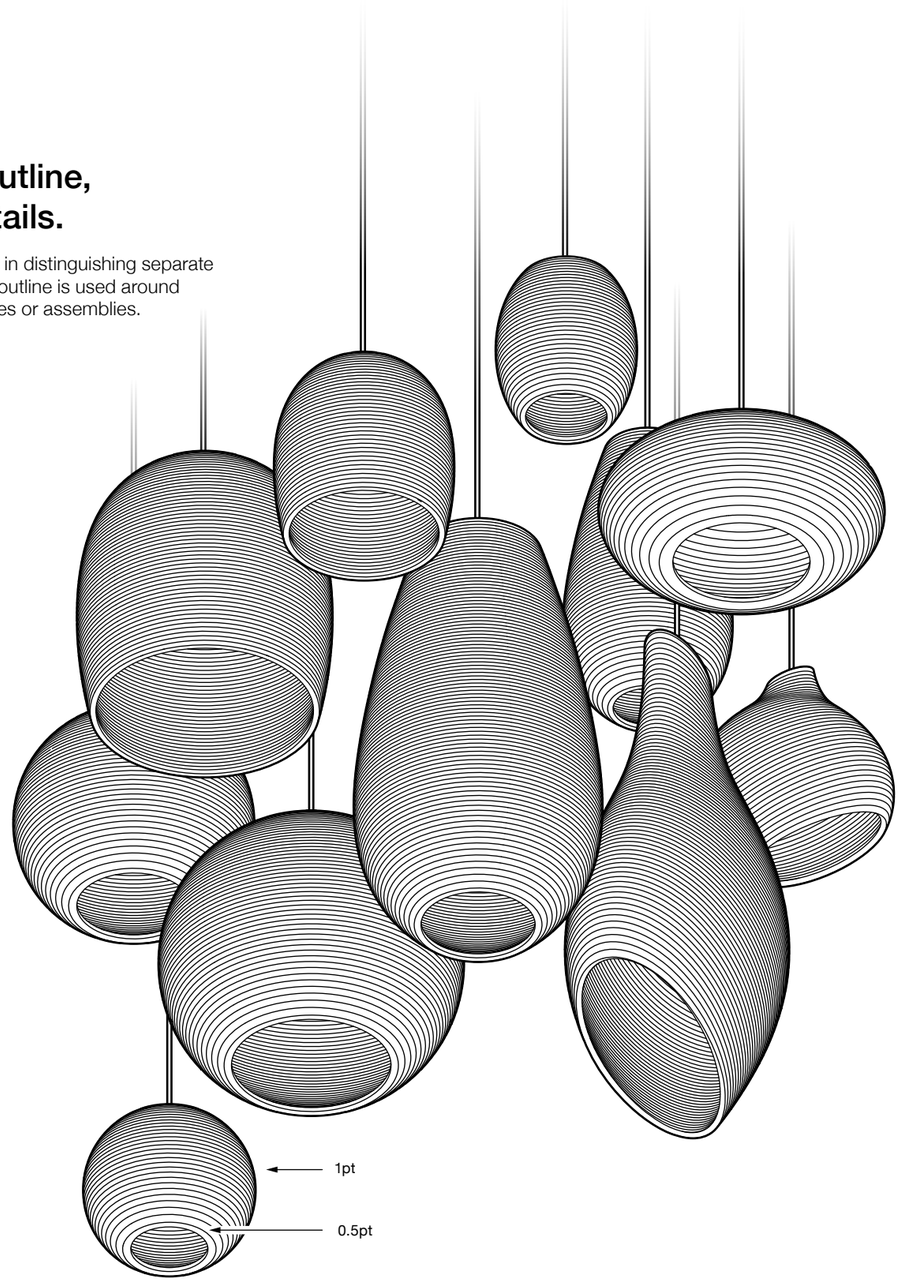
These shots are used for catalogs and informational material. Keep the colors as accurate as possible and fade the cord out.

4

Illustration

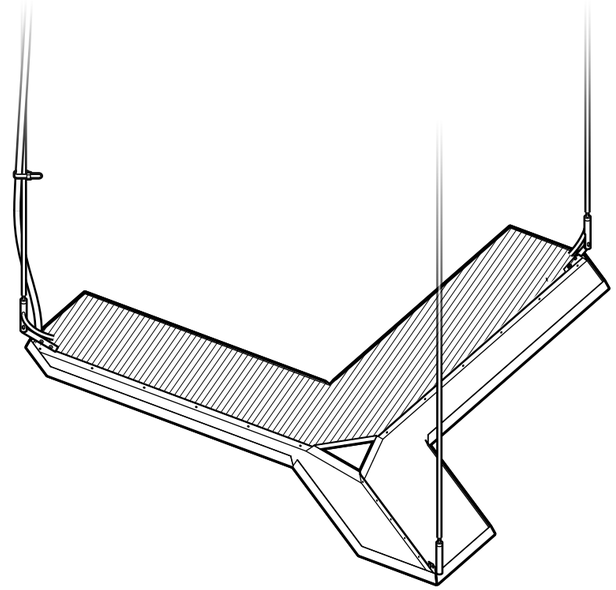
Thick outline, thin details.

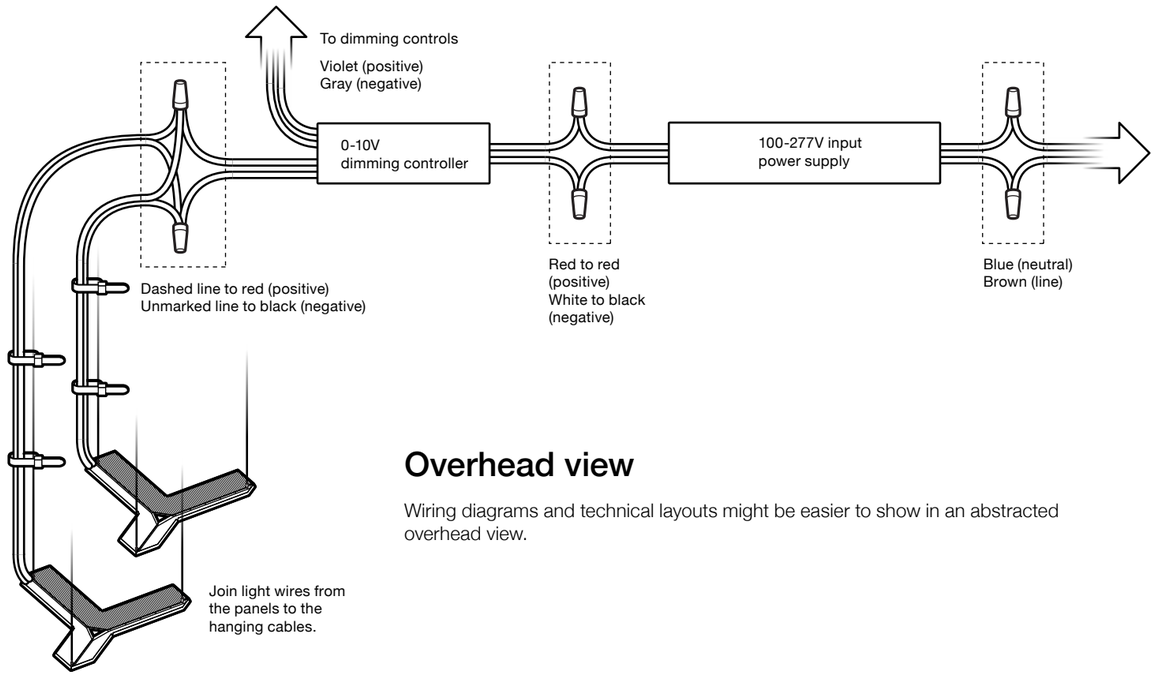
To aid the eye in distinguishing separate parts, a thick outline is used around separate pieces or assemblies.



Isometric view

Depthless illustrations are the way to go! Put the viewpoint as close to where the viewer would be when using or installing the product.





Overhead view

Wiring diagrams and technical layouts might be easier to show in an abstracted overhead view.

Color

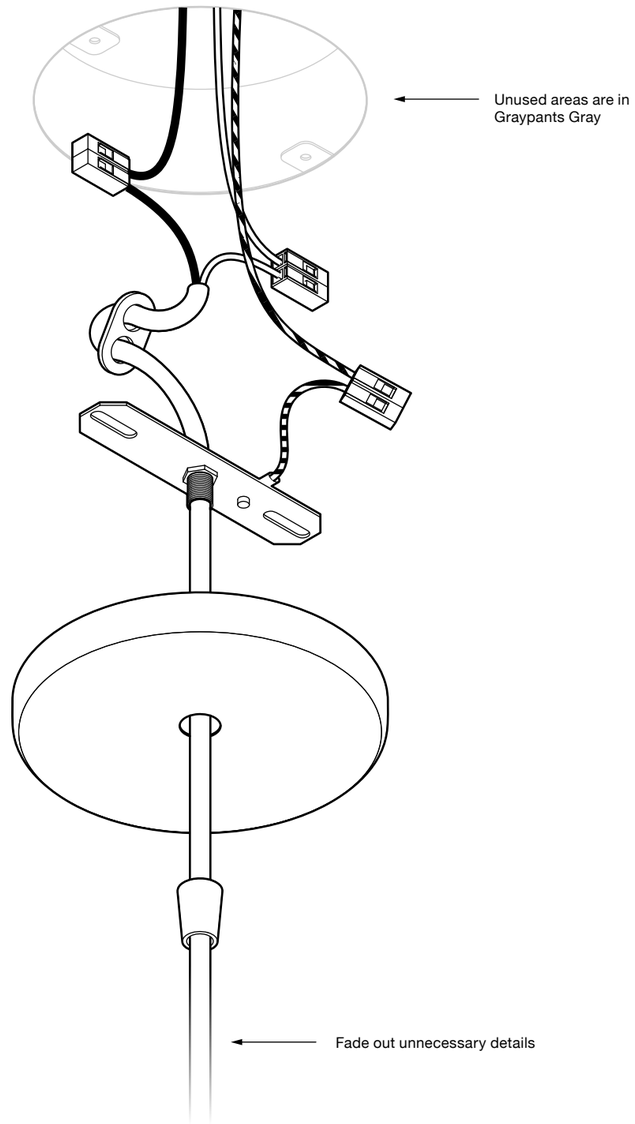
All illustrations are black and white. Areas that aren't immediately used are faded to Graypants Gray (see the brand colors).

Wires are given appropriate black and white equivalent colors and then called out nearby.

Live

Neutral

Ground



Common symbols

Warning triangle

Used to bring attention to something that may cause harm. Use sparingly!

Dashed line

Used to call out a detail referenced later in the illustration.

Arrow

Used for callouts. Occasionally used to indicate paths of motion.

Screw it!

Used with the appropriate head.

4.5ft

Dimension arrow

Pretty obvious.

Cut it!

Overlayed onto a cord or string.

Faded arrow

Indicates a path of motion or emphasized direction.

5

Document Examples

The footer

graypants®

Seattle
(206) 420-3912
seattle@graypants.com

Amsterdam
+31 (0) 20 820 8990
amsterdam@graypants.com

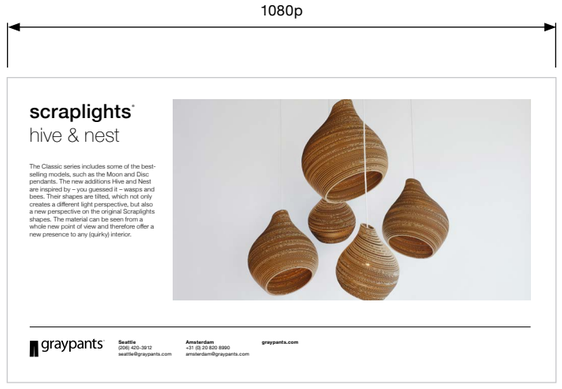
graypants.com

Print

Most letter-size documents are layed out on a 6-column grid with a healthy margin around the sides

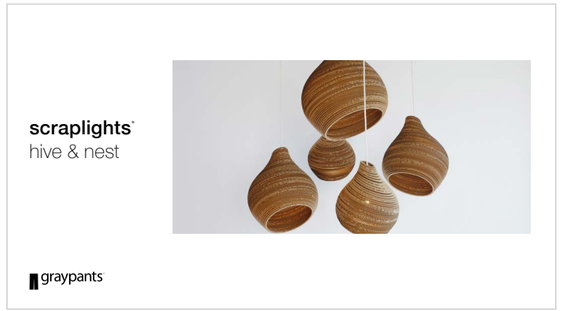
Screen

Follow the style and scaling of print as best as possible.

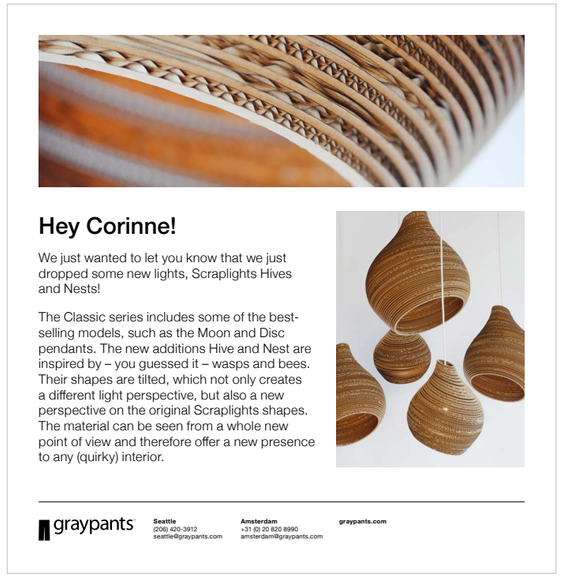


Presentations

Body text should **not** be on presentations.
No one wants to read that.

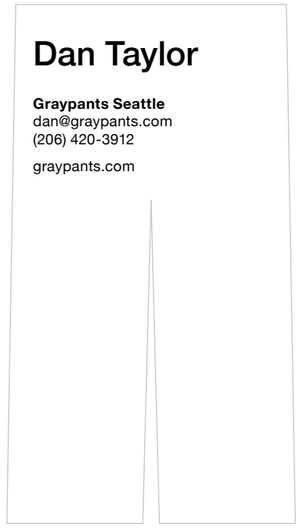


Email blasts



Business cards

Actual size



Email signature

graypants®

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Dream big.
Scribble often.
Make thoughtfully.

Seattle

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Amsterdam

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