



GREYWIND STORMBRINGER

BRAND GUIDELINES

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Our Company

GreyWind StormBringer was founded on the simple premise that anything, any design can be improved upon and improved if you have passion and the creativity to do so. We are family owned and operated and we knew we could make way better boards for every type of rider and we are very happy we did!

We started up our board brand with a few custom beginner surfboards and inflatable paddle boards. From early beginnings to this very day, we instill a great pride into our custom designs, materials, and shapes that truly make our boards unique and the best in their class.

In the surfing world, the waves can be hard to find, or found to be hard. Our perspective was to design a board that can be used under any circumstance. The blend of Carbon Fiber with modern technology such as LED illumination for night surfing or board location either above or below water. To assist with recovery, we also integrate GPS trackers that are easily traced to within 3 meters by either Apple or Android phones and tablets. We also wanted our boards to look incredible out of the water and in daylight as well.

In order to accomplish our mission we utilize the best there is to offer. We started with the concept from the best designers in the world, to the best materials to accomplish the mission. We then aligned ourself with the best manufacturers to produce products that are light, durable and visually appealing.

The initial designs are boards created by world renowned designers, their boards used by the very best surfers in the world. These creations are then re-designed with state of the art technology and the best materials available. Our shapes and materials are specifically designed and chosen, with the sole intent of delivering you the best possible board that works even better than it looks.

Each board is comprised with expanded polystyrene (EPS) cores, which are then shaped and carved to accomodate GPS systems and LED lighting. We also optimize battery life using wireless rechargeable Lithium-Ion batteries located in positions to distribute weight and maintain the boards balance. Once the board has been crafted, it is wrapped in Carbon Fiber, the technology installed, then sealed to ensure that it is waterproof. The fins and graphic components are then added and the product is now ready to be presented to our respective clients.

The rest is up to you...enjoy and respect our incredible oceans and wildlife. Surf responsibly.

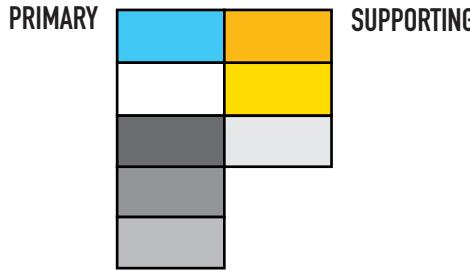
Brand Identity Visuals

LOGO



GREYWIND STORMBRINGER

COLOURS



TYPEFACES

IRONCLAD BOLD
DIN CONDENSED

IMAGERY



Master Logo

LIGHT BACKGROUND



GREYWIND STORMBRINGER

DARK BACKGROUND



GREYWIND STORMBRINGER

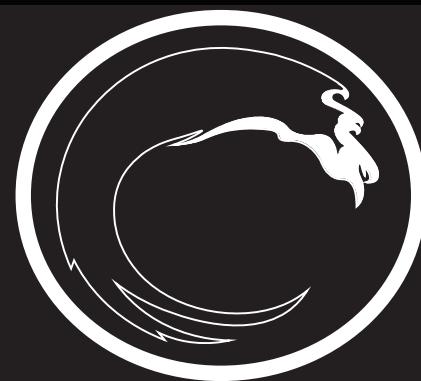
Logo Variations

Light Background



GREYWIND STORMBRINGER

Dark Background



GREYWIND STORMBRINGER

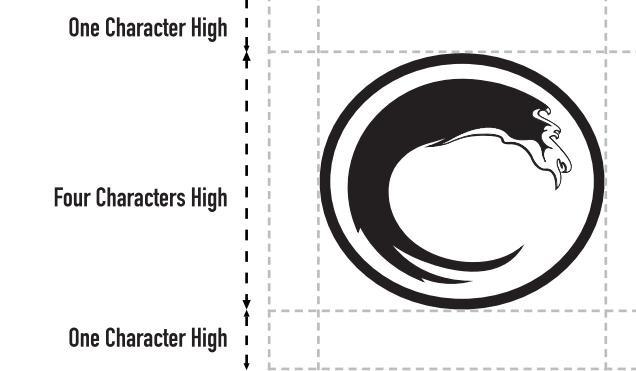
Clear Space

(* The guidelines below are primarily for text, exceptions can be made for complimentary graphics)

Crest with Text



Crest Only



Text Only



Colours References

WHITE BACKGROUND:

Blue (Wave), White (Wave Crest), Circle (Grey 10%) Yellow (Lightning), Gold (Lightning Stroke), GreyWind (Grey 70%), StormBringer (Grey 30%)



GREYWIND STORMBRINGER

Preferred Usage: Stationary and Swag Items

BLACK BACKGROUND:

Blue (Wave), White (Wave Crest), Circle (Grey 50%) Yellow (Lightning), Gold (Lightning Stroke), GreyWind (Grey 30%), StormBringer (Grey 70%)



Preferred Usage: Digital or Print Media and Swag Items

COLOURS



CMYK 60, 0, 0, 0
RGB 68, 200, 245
HEX 44c8f5

Blue is the colour of water, of the ocean, of life, vibrant and refreshing. It is the colour of nature which is usually calm and somewhat reserved.



CMYK 0, 0, 0, 0
RGB 68, 200, 245
HEX ffffff

White is clean, pure, and represents goodness.



CMYK 0, 0, 0, 70
RGB 68, 200, 245
HEX 6d6e71

Greys and blacks convey power, sophistication, and elegance. The dark colours in modern design to convey unconventional ideas and mystery. Grey represents formality and professionalism.



CMYK 0, 0, 0, 50
RGB 68, 200, 245
HEX 939598



CMYK 60, 0, 0, 30
RGB 68, 200, 245
HEX bcbecc



CMYK 60, 0, 0, 10
RGB 68, 200, 245
HEX e6e7e8



CMYK 60, 0, 0, 0
RGB 68, 200, 245
HEX fffff0

Yellow is often considered the brightest and most energizing of the warm colors. It's associated with happiness and sunshine. Yellow is also representative of courage with an element of danger. It conveys happiness and warmth.



CMYK 60, 0, 0, 0
RGB 68, 200, 245
HEX fdb913

Gold is a combination of yellow and orange. It's vibrant and energetic. It represents change and creativity. It also conveys a connection to health and vitality.

Stationary

1 Letterhead 8.5"x 11"

2 Business Card 3.5"x 2"
(Front)

3 Business Card 3.5"x 2"
(Reverse)

4 Post Card 7"x 5"
(Front)

5 Post Card 7"x 5"
(Reverse)



Brand Promotion

1 Flyer 8.5"x 11"



2 Booth Banner 10'x 2.5'

3 Booth Backdrop 10'x 8'



Logo Misuse

The “GreyWind StormBringer” logo consists of several elements – the curled wave with whitecap symbol, the circle element enclosing the wave, the “GreyWind” and “StormBringer” wordmark and the lightning bolt through the “StormBringer” wordmark.

To preserve the integrity of the brand, the “GreyWind StormBringer” logos, shall only be used as previously described and illustrated. The variants, as described, are to be used only in the manner illustrated.

The colours of the logo and brand name, and the monochromatic versions as demonstrated are the only approved versions. Any derivation from the approved examples is a violation to the brand and will not be tolerated. Possible legal action might incur if these guidelines are not maintained.

The name “StormBringer” shall never appear (except in simple text) without the lightning bolt appearing through the “O”. The name “StormBringer” may appear by itself, but only on approved merchandise or products. The name “GreyWind” may never appear without the “StormBringer” name unless authorized by the company. The logo may never be displayed without the “Circle” component.

Do not alter, animate, morph, or otherwise distort the perspective or two-dimensional appearance. Always use the approved digital artwork, available from the parent company.

The “GreyWind StormBringer” logo is an original piece of artwork and is exclusive solely to the “GreyWind StormBringer” brand. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand’s power.

In some instances when physically branding products (promotional items, packaging, etc.), where you are not able to optimally show the full “Greywind Stormbringer” logo due to space or process limitations, exceptions have been made to allow use of the wordmark and/or symbol on its own.

Any other exceptions require approval on a per-item basis by “GreyWind StormBringer” officials.

Typography

The only typeface used in the “GreyWind StormBringer” logo is Ironclad Bold, however all supporting text is displayed in DIN Condensed Bold.

Ironclad Bold (Regular)

GREYWIND STORMBRINGER

Ironclad bold is an Art Deco typeface and is only utilized in the regular font. The other factor when using the Typography is to follow the guidelines for colours, and that the lightning bolt symbol MUST appear inside the “O” of the “StormBringer” portion.

DIN Condensed (Bold)

DIN Condensed

Designed at ParaType (ParaGraph) in 1997 by Tagir Safayev. DIN Condensed is a sans serif face made to conform to the German Industrial Standard. It is the only approved typeface approved for supporting text for the company’s brand.

Imagery

All imagery associated with “GreyWind StormBringer” should depict surfing, waves, surfboards, the ocean and/or surfers.



Branding Items

Black Vacuum Insulated Laser Engraved Bottle – 22 oz.

- 18/8 Grade stainless steel, stainless steel (lid, hand loop)
- 10.59" H x 2.87"
- 22 oz. capacity
- Durable powder coating
- Double-wall vacuum construction with copper insulation
- Keeps beverages cold for 48 hours and hot for 12 hours
- The construction prevents condensation on the outside of the bottle
- Screw-on, spill-resistant lid with durable hand loop
- Wide opening for comfortable filling and pouring
- Perfect for ice cubes
- Fits most standard car cup holders



Branding Items (Cont'd)

White Vacuum Insulated Laser Engraved Bottle – 22 oz.

- 18/8 Grade stainless steel, stainless steel (lid, hand loop)
- 10.59" H x 2.87"
- 22 oz. capacity
- Durable powder coating
- Double-wall vacuum construction with copper insulation
- Keeps beverages cold for 48 hours and hot for 12 hours
- The construction prevents condensation on the outside of the bottle
- Screw-on, spill-resistant lid with durable hand loop
- Wide opening for comfortable filling and pouring
- Perfect for ice cubes
- Fits most standard car cup holders



Branding Items (Cont'd)

Black Small Logo Softstyle Short Sleeve T-Shirt

- Taped neck and shoulder
- Three-quarter inch seamless collar
- Double-needle stitched neckline and sleeves

Sizes Available

- L, M, S, XL, 2XL, 3XL



Branding Items (Cont'd)

Black Large Logo Softstyle Short Sleeve T-Shirt

- Taped neck and shoulder
- Three-quarter inch seamless collar
- Double-needle stitched neckline and sleeves

Sizes Available

- L, M, S, XL, 2XL, 3XL



Branding Items (Cont'd)

White Small Logo Softstyle Short Sleeve T-Shirt

- Taped neck and shoulder
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- L, M, S, XL, 2XL, 3XL



Branding Items (Cont'd)

White Large Logo Softstyle Short Sleeve T-Shirt

- Taped neck and shoulder
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Sizes Available

- L, M, S, XL, 2XL, 3XL



Branding Items (Cont'd)

Checkpoint Backpack Embroidered Logo

- Dot Dobby and 600d Polycanvas Classic Material Construction
- Open main compartment includes a dedicated padded iPad® pocket
- Includes a padded laptop compartment that fits most 15" laptops
- Multiple pockets keep your belongings right where you need them
- Padded back and adjustable padded shoulder straps with media pocket for extra storage

7" W x 18" H x 13.5" L dimensions



Branding Items (Cont'd)

Deluxe Backpack Embroidered Logo

- 420d dobby polyester and 600d polyester construction
- Two large main compartments offers organization
- Padded computer pocket fits up to a 15.4" laptop
- Front zipper pouch features multi-function organizer
- Contoured padding on torso for extra comfort
- Padded adjustable shoulder straps and molded grab handle
- Side zippered pocket for MP3 player or cellular with earphone exit

10" W x 19" H x 15" L dimensions



Branding Items (Cont'd)

Ceramic Coffee Mug

- 11 oz. capacity, microwave-safe
- Ceramic, with white exterior
- Blue handle & interior
- Customized with surfing photo



Branding Items (Cont'd)

Huawei P40 Pro Cellular Phone Case

- Other phone model designs including most android and iPhone
- High quality polycarbonate shell with exclusive impact resistant internal compounds
- Includes Gorilla Glass lens protection
- Dual layer case for extra durability and protection
- Photographic print quality
- Clear, open ports for connectivity





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