# GRΣCΘ

## STYLE GUIDE

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# About the Company

The Greco brand was made for wrestlers all around the world. The main goal in starting the company was to make the wrestling comunity more fashionable then just the regular singlets and head gear. The old fashion head gear and singlets are not the best to wear around while you are waiting for your next wrestling match. Along with that we wanted to make the brand a tough and not corny brand of wrestling clothing. Basically the goal is to try to make wrestling cool again.

# Core Values

1. Strength

2. Courage

3. Independence

4. Inovative

5. Winning

# Logo

The logo is a silhouette of two wrestlers on a dark tan circle. The wrestlers are there for the obvious reason of the company making wrestling clothing. The dark tan circle is a representation of the circlular wrestling mat that wrestlers actually wrestle upon. The color of the cirlcle is dark tan becasue it is a call back to the ancient greek potery.

# Logo Use

## The Good



When the logo is alone this is the only proper use of the logo. The silhouettes should never be seperated from each other at anytime. The circle can get larger and change tint or shade behind the silhouettes, but should never be smaller if the silhouettes are on top of it. A black stroke may be added to the cirlce if used with the the greco font. The silhouettes are to always remain black or white also.

See the "Stationary" section of the style guide to see good examples of the logo in use.

## The Bad

**Examples:**
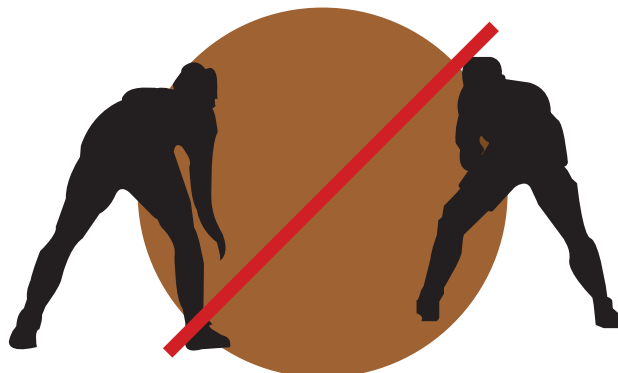
# Wordmark

There are two wordmarks that are used in the Greco brand. The first wordmark that is shown is only to be used for title pages, and when it is the only image on the object. The second wordmark is the more commonly used of the two. It can be used in basically the same way the logo is used.



This wordmark is the more formal of the two wordmarks in the Greco brand. It is to be used only when it is alone on the page or when it is being used as a title page. The Stroke around the circle should scale with the other objects of the word mark.

Examples of this wordmark being used can be found on the cover of this style guide, and in the "Merchandise" section of this style guide.



This wordmark is the more commonly used of the two word marks in the Greco brand. It is used in a similar way to the logo of the Greco brand.

Examples of this wordmark being used can be found in the "Stationary" and "Merchandise" section of this style guide.

# Fonts

**Examples:**

Horizontal Mesured in a 3" x .60" Rectangle
Vertical Mesured in a .60" x 3.15" Rectangle

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Proper letter spacing is shown by
the opaque rectangles between
each letter.

There are three fonts that are used in the Greco brand. The fonts are all used for specific things. The first of the fonts is "STIXgeneral" and that is the font used in the wordmarks. "STIXgeneral" is the font that will be used in all merchandise.

The second of the fonts is "Barkerville" and this is used for headings when writing in the files of the Greco brand. "
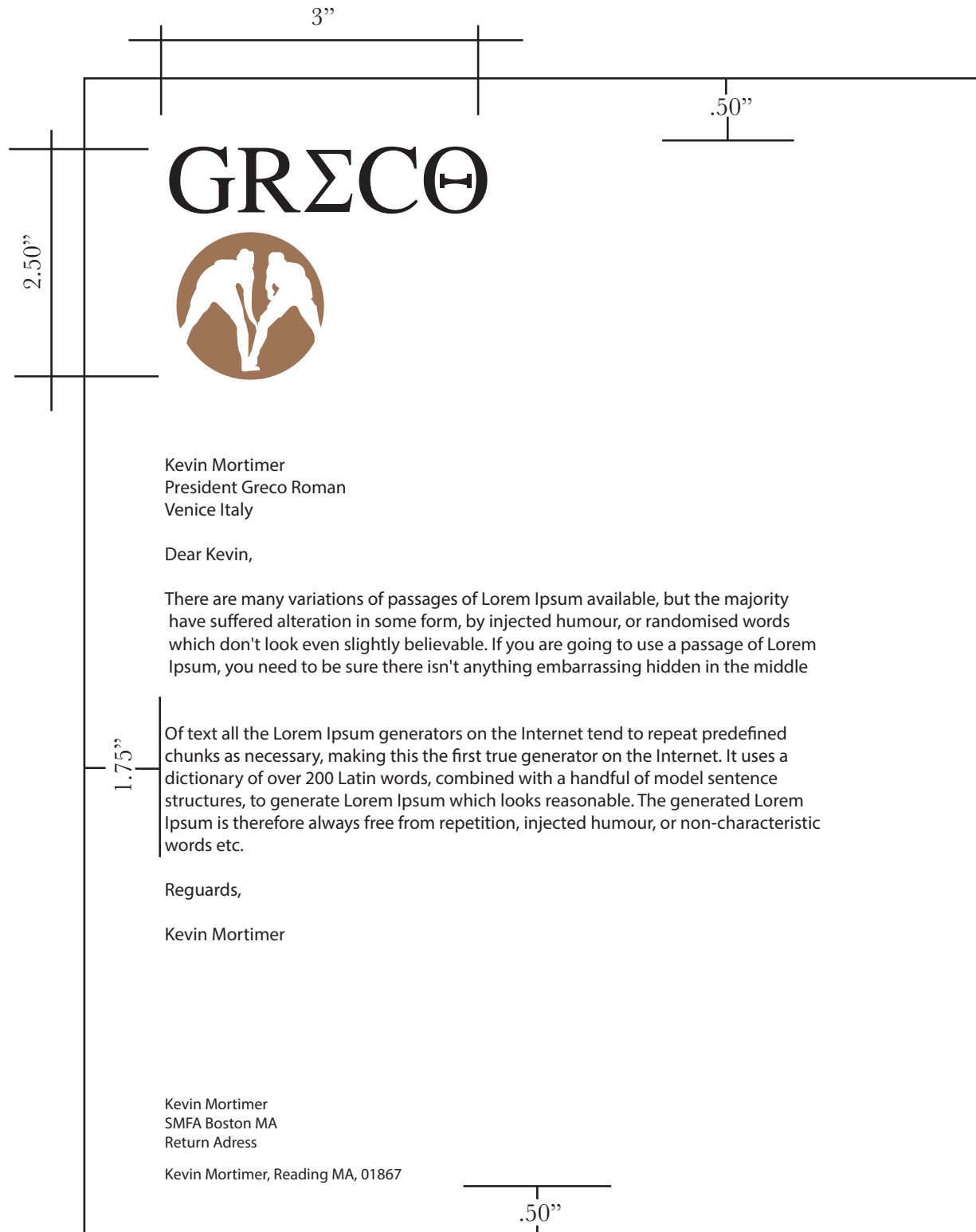
"Myridpro" is the third font and it is used as the body font in the Greco brand.

There should be no use of other fonts when writingin the Greco brand. Also fonts should never be used in any other direction besides vertical or horizontal. There are examples of font use throughout the entire style guide.
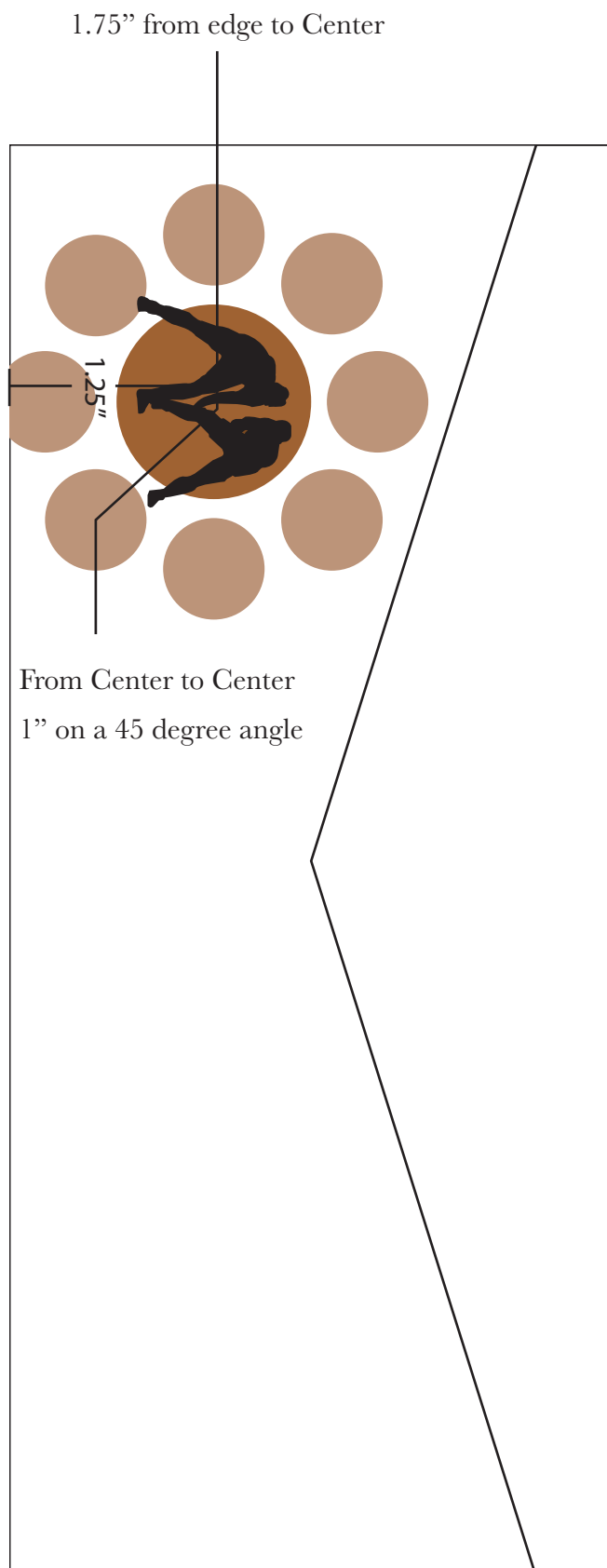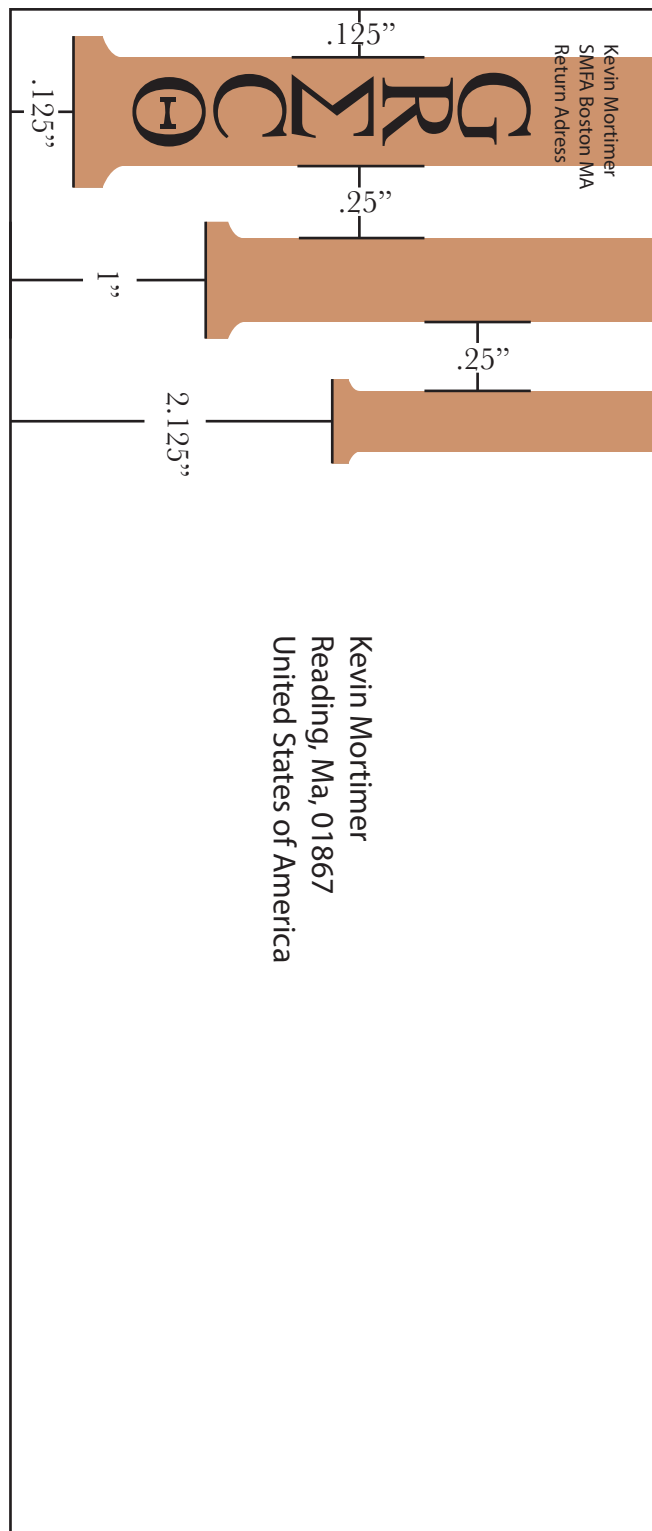
# Stationary

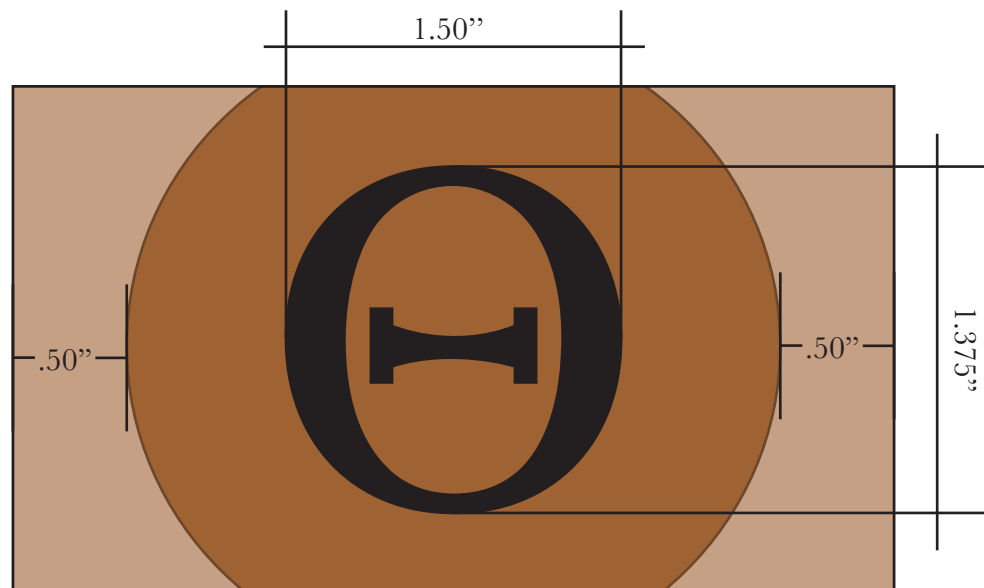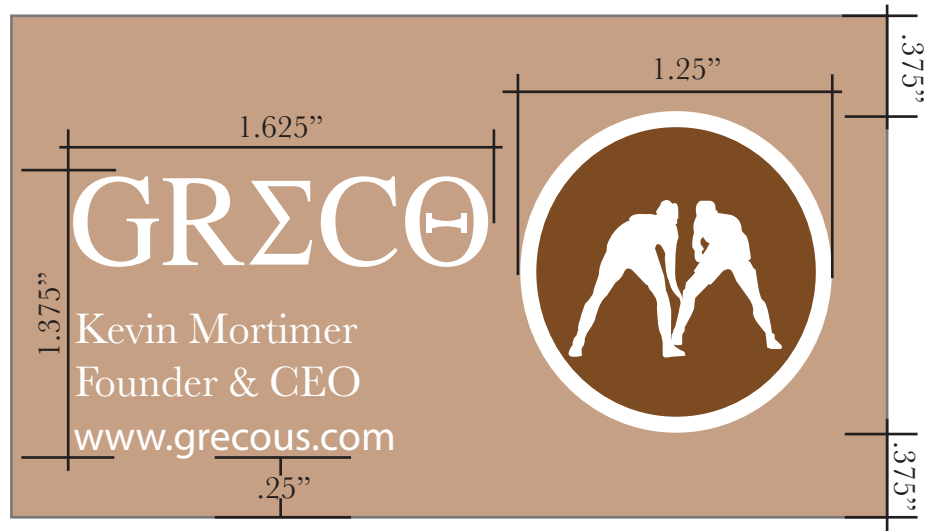## Letterhead:

Measured off an 8.5" by 11" Paper

3"

.50"

2.50"

# GRΣCΘ

Kevin Mortimer
President Greco Roman
Venice Italy

Dear Kevin,

There are many variations of passages of Lorem Ipsum available, but the majority
 have suffered alteration in some form, by injected humour, or randomised words
 which don't look even slightly believable. If you are going to use a passage of Lorem
 Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle

1.75"

Of text all the Lorem Ipsum generators on the Internet tend to repeat predefined
chunks as necessary, making this the first true generator on the Internet. It uses a
dictionary of over 200 Latin words, combined with a handful of model sentence
structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem
Ipsum is therefore always free from repetition, injected humour, or non-characteristic
words etc.

Reguards,

Kevin Mortimer

Kevin Mortimer
SMFA Boston MA
Return Adress

Kevin Mortimer, Reading MA, 01867

.50"

# Envelope:

Measured off an #10 Envelope (4.125" x 9.50")

.125"

.125"

GROMCO

.25"

Return Adress
SMFA Boston MA
Kevin Mortimer

1"

.25"

2.125"

Kevin Mortimer
Reading, Ma, 01867
United States of America

1.75" from edge to Center

1.25"

From Center to Center

1" on a 45 degree angle

# Buisness Card:

Measured off a 3.5" x 2" Card



GRΣCΘ

Kevin Mortimer
Founder & CEO
www.grecous.com

1.625"

1.375"

.25"

1.25"

.375"

.375"



1.50"

.50"

.50"

1.375"

# Merchandise

Sweatshirt

Head Gear

Clothing Tags

ΓΣΗΧΟ
GRECO

$29.95
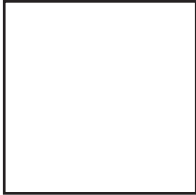
# Color

## Main colors

| | | | |
|---|---|---|---|
| Hex: | #231F20 | #FFFFFF | #7C4C22 | #A06233 |
| RGB: | ( 35, 31, 32) | ( 255, 255, 255) | (124, 76, 34) | ( 160, 98, 57) |
| CMYK: | (0,0,0, 100%) | ( 0, 0, 0, 0) | (36%, 67%, 96%, 34%) | (29%, 64%, 90%, 17%) |

## Main Brown

shades ———————— tints ————————

The main colors  do not change from what they are, and will be the most commonly used out of all the colors that the Greco brand has to offer. All tints and shades must be made from the main brown that is supplied above.

There is some room for other color options such as transparencys off of the main brown. An example of the tints and shades are all threw out the style guide. An example of the transparency is shown in the "Stationary" section of the style guide.

GRECO