

# GRIND Collective – Brand Style Guide

## 1. Brand Essence

**Tagline / Spirit:** “*Fueled by grit, grace, and relentless determination.*”

### Core Identity:

GRIND Collective is a disruptor and innovator in creative and community-driven spaces. We redefine collaboration by breaking molds, pushing boundaries, and driving powerful movements through resilience, authenticity, and strategy.

## 2. Brand Messaging

### Core Themes

- **Collaboration Redefined** – “Redefining what it means to collaborate.”
- **Boundary-Pushing Strategies** – “Personalized strategies; pushing boundaries, breaking molds.”
- **Relentless Drive** – “The grind never stops—but it creates powerful movements and outcomes.”
- **Authenticity & Community** – Empowering creators and clients through grit, grace, and determination.

### Tone of Voice

- Bold
- Energetic
- Motivational
- Community-focused
- People-centric

### 3. Visual Identity



Grit Orange  
#E85C3C

Rusted Copper  
#B45F36

Urban Charcoal  
#2B2B2B

Dust Sand  
#C89C7A

Electric Ochre  
#F5A623

#### Primary Color Palette

Color Name	Hex	Meaning
Grit Orange	#E85C3C	Energy, disruption, movement
Rusted Copper	#B45F36	Grit, resilience, authenticity
Urban Charcoal	#2B2B2B	Strength, determination, edge
Dust Sand	#C89C7A	Warmth, inclusivity, community
Electric Ochre	#F5A623	Optimism, momentum, bold accent

#### Typography

- **Headings:** Bold Sans-Serif (e.g., Montserrat, Bebas Neue, or Gotham Bold) → conveys strength and modernity.
- **Body Copy:** Clean Sans-Serif (e.g., Open Sans, Inter, or Helvetica Neue) → readability and accessibility.

## Logo Usage

- Logo should always appear in **primary palette** colors or reversed in white on dark backgrounds.
- Maintain clear space around logo equal to the height of the “G” in GRIND.
- Avoid gradients or unapproved colors.

## Imagery Style

- High-contrast, documentary-style photography that captures **real grit and energy**.
- Showcase **people in motion, collaboration, and bold expressions**.
- Use warm tones with urban, textured backdrops to complement the palette.

## 4. Brand Personality

- **Archetype:** The **Hero** – bold, determined, resilient, and inspiring.
- **Keywords:** Disruptive, Strategic, Authentic, Community-Driven, Relentless.
- **Visual Expression:** Grit + polish — blending raw energy with sleek design.

## 5. Application Examples

- **Social Media:** Strong typography overlays, bold color blocks, authentic imagery.
- **Presentations / Decks:** Minimalist layouts with pops of orange and ochre as accents.
- **Website:** Black/charcoal foundation, vibrant orange + ochre call-to-actions, sand as balance.
- **Merch / Print:** Bold logo lockups, use of charcoal/orange for maximum impact.