

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.