



NORTH OF GREY

# North of Grey Corporate Brand Guide

2026 Brand & Style Guide - **Confidential** - Internal Use Only

Revised December 2025





## NORTH OF GREY, LLC

### Timeless Design Italian Craftmanship

Founder and Creative Director, Caroline Groeneveld, who hails from Liverpool, England, adopted the Metropolitan Detroit area of Michigan as a second home. Just as most people never truly leave their hometown, Groeneveld never left Liverpool. She has seen many parallels between her two home cities and their inspiring transformations.

Groeneveld previously owned a thriving interior design business before she embarked on her journey toward North of Grey. Her product line was inspired by loyalty and love of both her UK heritage and USA home. The color palette of the debut collection proudly features vibrant reds, whites, and blues. The uniquely thoughtful designs reflect the innovative and trailblazing history of each country. As well, the bags are made from the finest Italian leather by Italian artisans. They are truly an international adventure.



# Word Mark | Name

When using the company name, please follow the guidelines below.

## PRIMARY - WORD MARK

# NORTH OF GREY



## LEGAL

## NORTH OF GREY, LLC

Only when legally required for contracts, documentation, copyright line, etc.

## NEVER

~~NORTH OF GRAY~~

~~North of Grey, Inc.®~~

~~North of Gray, Inc.~~

~~NoG, LLC~~

Or any other variation.



# Company Logo

When using the company logo, please use one of the versions below.

## STANDARD NORTH OF GREY LOGOS - IMAGE MARK

The North of Grey “Liver Bird”(Cormorant) to the right is to ALWAYS remain Deep Red (see Color Page 7).



### Latest logo updates

As of December 12, 2025, there has been added a black and grey and a red and white version of the logo.

Additionally, there is no ® or TM symbol used on the stand alone North of Grey word or image mark as it is an LLC.

Please Do Not use either as of this date.



# Using the standard logo

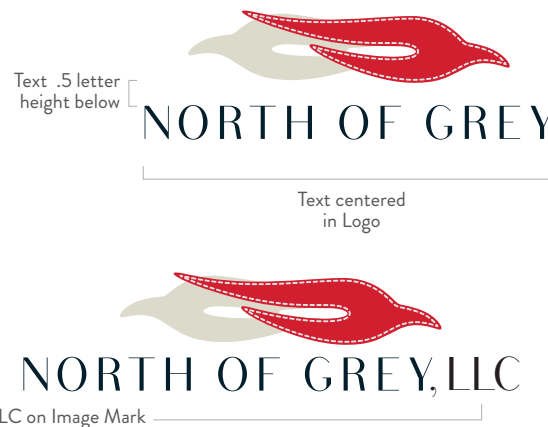
When using the company logo, please follow the guidelines below.  
The standard logo may be used by third parties under license only.

## STANDARD LOGO FOR THREE MAIN PURPOSES:

1. To open a piece (i.e. front of data-sheet or brochure)
2. To close a piece (i.e. back of data-sheet or brochure)
3. By 3rd-parties, under license only (sponsorships, co-marketing, etc)

## CLEAR SPACE & MINIMUM SIZE:

The clear space guidance shown below applies to all versions.



## Non-Standard logos

The North of Grey logo may be used as a graphic element of design for special use items such as North of Grey approved apparel, signage or promotional material (print or digital) and may be used in ton-on-tone colors for promotional items (pens, water bottles) with written approval from the North of Grey Marketing.

## Logo Example Non-Standard

The “North of Grey Liver Bird” graphic without “North of Grey-North of Grey”

Altered use of just one “Liver Bird” graphic alone is reserved for very specific use cases where the design warrants a more graphic treatment of the logo to fit a specific need. All use of an altered version of the logo must be done in collaboration with brand.

Please e-mail [marketing@northofgrey.com](mailto:marketing@northofgrey.com) if you believe you have a use for an altered version of the logo. (See Page 6 for Incorrect Logo usage.)



# Incorrect logo use

**DO NOT** alter the North of Grey logo in any way without written consent.

**DO NOT** animate, color, rotate, skew, or apply effects to the logo.

**DO NOT** separate the logos graphic and/text elements.

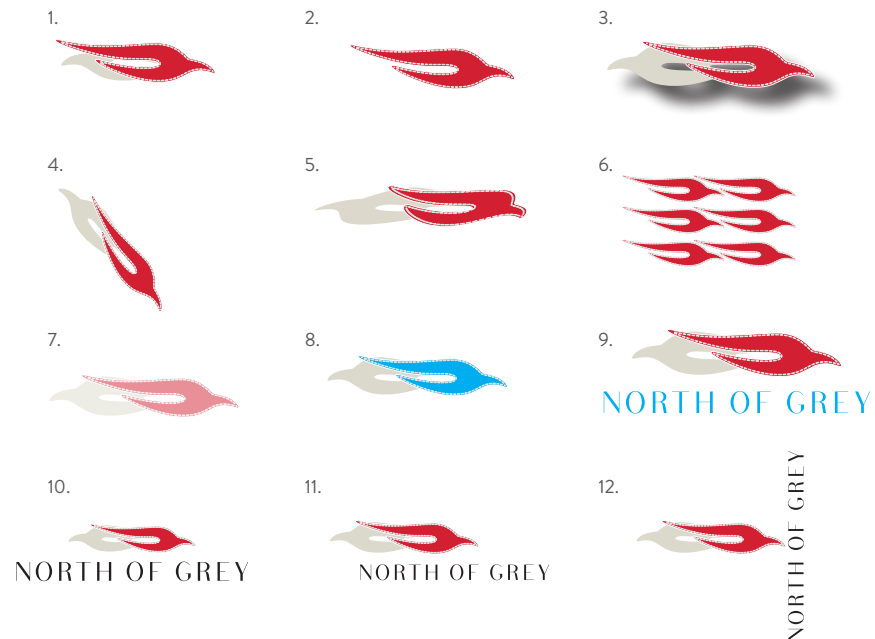
**NEVER** attempt to create or re-create the logo yourself, change the font, or alter the size or proportions.

## DONT'S:

1. Don't move "individual pieces of the cormorants".
2. Don't remove "individual pieces of the cormorants".
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the logo 3-dimensional in any way.
6. Don't make a pattern or texture out of the logo.
7. Don't alter the transparency of the logo.
8. Don't recolor the logo.
9. Don't recolor the "North of Grey" text
10. Don't crop or extend the text "North of Grey".
11. Don't move the text "North of Grey" beneath the logo.
12. Don't alter the text "North of Grey" to run vertically.

## NOT SHOWN:

- Don't combine the North of Grey logo with any other graphic or text elements – such as words, logos, line art, photographs, taglines or icons that might seem to create a new logo.
- Please note: Use of the North of Grey logo by any third-party requires a license agreement with North of Grey, LLC.



# Corporate Colors

## CORPORATE PMS COLORS

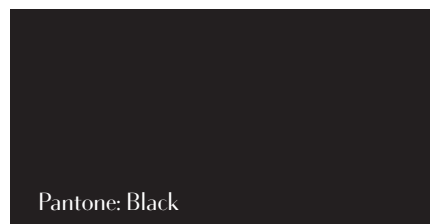
- **PRIMARY:** PMS186, PMS Warm Gray 2C
- **SECONDARY:** All black or all white
- **OTHER:** On promotional items only, other colors may be used for a tone-on-tone effect, i.e. a gray logo on a gray sweatshirt.



CMYK:  
c11.33 m100 y89.99 k2.03



CMYK: c12.98 m9.76 y18.96 k0



CMYK: c0 m0 y0 k100



NORTH OF GREY





# Corporate Font

Just like the North of Grey corporate logo - North of Grey reinforces it's brand identity through the use of it's corporate type faces. Use of other type faces for corporate literature and marketing materials is discouraged.

**Approved Primary Type Family:** Bodini Sans

**Headline Family Subset:** Bodini Sans Family (OTF)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | ; : ' " < > ? , . /

**Body Family Subset:** Brandon Grotesque Regular (OTF)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | ; : ' " < > ? , . /

**Approved Family Variants:** Brandon Grotesque Family (OTF)

## General Type Guidelines

- Auto or metric kerning is recommended.
- Do not use quote marks in lieu of inch marks.
- Avoid using the color red as a highlight color in text (especially PMS 185) as it is reserved for the North of Grey corporate logo.

Fonts are legible, bold & modern and reflect the Bodini & Brandon Grotesque font family used in North of Grey collateral.

Occasionally to fulfill the creative needs of a marketing piece, alternate fonts may need to be used. When this becomes necessary please work with the North of Grey Marketing and Design Teams, [marketing@northofgrey.com](mailto:marketing@northofgrey.com)

