



# NORTH OF GREY LOGO STYLE GUIDE

1)



NORTH OF GREY

North of Grey Logo - with Word Mark  
(Official)

2)



North of Grey Logo - Image Mark Only  
(Official)

3)

NORTH OF GREY

North of Grey Logo - WordMark Only  
(Official)

## LOGOS

### VERTICAL LOGO COLOR OPTIONS

1)



North of Grey Logo - Color  
White & Deep Red  
on dark background

2)



North of Grey Logo - Black & White  
Black & White  
on dark background

3)



NORTH OF GREY

North of Grey Logo - Color  
Red & Gray on light/white backgrounds

4)



NORTH OF GREY

North of Grey Logo - Gray Scale  
Black & Grey on light/white backgrounds

### HORIZONTAL LOGO COLOR OPTIONS

1)



North of Grey Logo - Horizontal  
White & Deep Red  
on dark background

2)



North of Grey Logo - Horizontal  
Black & White  
on dark background

3)



North of Grey Logo - Horizontal  
Red & Gray on light/white backgrounds

4)



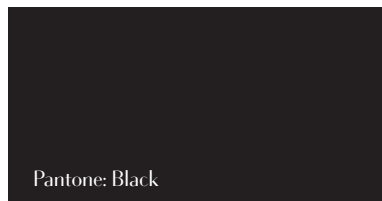
North of Grey Logo - Gray Scale  
Black & Grey on light/white backgrounds

## COLORS



Pantone: 186c

CMYK: c2.0 m100 y85.0 k6.0  
RGB: r200 g16 b483  
Hex: #d22031



Pantone: Black

CMYK: c0 m10 y0 k100  
RGB: r0 g0 b40  
Hex: #231f20



Pantone: Warm Grey 2c

CMYK: c 6.0 m 7.0 y 10.0 k 11.0  
RGB: r 213 g208 b 202  
Hex: #d5d0ca

## TYPOGRAPHY

Primary Font Family:

Bodini Sans Bold (OTF)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?\$&\*)

Bodini Sans Bold Regular  
Weight: 900  
Style: Normal

Bodini Sans Light Regular  
Weight: 300  
Style: Normal

Secondary Font Family:

Brandon Grotesque Regular (OTF)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?\$&\*)

Brandon Grotesque Famile  
Variation: 12



NORTH OF GREY, LLC. / Brand Guidelines  
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