



BRAND IDENTITY CRAFTED FOR  
**The Gray Sign Co.**



THE  
GRAY SIGN  
COMPANY



# THE GRAY SIGN COMPANY

## Basic Components

In representing the water jet cut signs and the negative/positive space created while crafting a sign; we chose to implement a square with a “water jet” cutting out the “GS” of Gray Sign for the primary brand mark. By continuing to pair the precision shaped font with simple line structures, we are able to imply the finished elements of a Gray Sign product. It’s clean, modern, and well constructed, just like a GS sign.

# HK Explorer

## Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Special Characters

? ! @ # \$ % ^ & \* ( ) { } ~ , . ; : ' " " / \ | + =  
? ! @ # \$ % ^ & \* ( ) { } ~ , . ; : ' " " / \ | + =

## Numbers

1 2 3 4 5 6 7 8 9 0

## Typography

When tailoring a brand to perfectly fit who it represents, one must consider those who will view the brand and ensure that it communicates the heart and soul that stand behind or within it. We selected the sans-serif font, HK Explorer, due to its tall standing structure, precise cuts, and modern legibility. Between these 2 font weights, Light and SemiBold, the brand can gain the attention of viewers as well as easily communicate that the brand is established, knowledgeable, and trustworthy.

## Colors

In choosing a selection of colors to work with the other brand assets, we were inspired by the tools of craftsmen from many years past - namely wood, leather, and metal. Each has a Pantone shade selected represents said traditional tools and mediums namely mahogany, saddle, steel blue, and silver. In addition to these specific colors, black and white are also available for use in given contrasting situations.









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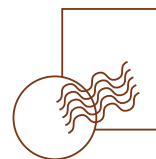


When building a brand identity there is an understanding that each individual asset of the brand must be able to serve an individual purpose, while still remaining in sync with the other elements of the brand. The various marks of the brand can be used when space is limited or when or when a larger usage is allotted. The varying sizes cater to the various purpose. Need to place a landmark on a sign - there's a mark for that. Would like to put a brand mark on a shirt or business card - there's a mark for that. No matter the path to be taken, you'll have the specific icon you need to keep your brand legible wherever it is seen.

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HAND CRAFTED  
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SIGNAGE



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