

BRAND IDENTITY GUIDELINES
GRATEFUL HEADZ – CHAFFEE



INTRODUCTION

One of the key priorities for a successful brand is a consistent presentation which everybody recognizes straight away. Irrespective of where and when someone encounters the brand, be it a consumer or business partner, in print, mailing or catalogue, he/she must always feel the same way: "it can only be Grateful Headz."

It will take discipline and consistency. But it will pay out.

The brand – as idea, promise and experience – must fulfill 5 standards:

- It must be relevant to a real or projected need.
- It must be deliverable.
- It must be credible.
- It must be differentiating.
- It must be both inspired and inspiring.

The following guidelines show how to use the basic principles of Grateful Headz identity. The identity comprises of a very simple kit of parts which used together carefully with the correct relationships will form the distinctive visual expression of the Grateful Headz brand. This document outlines the components, their structure and their relationships which will help you to apply the Grateful Headz brand consistently across all communications. Every detail of the Grateful Headz brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a competitive consulting business, and to connect naturally with our customers.

All artwork, audio, promo items, signage, or video must be submitted to creative@gratefulheadz.com. Failure to comply with this process, or any misuse of branding or logos, may result in financial penalties. The Grateful Headz franchise reserves the right to invoice the responsible store or company for any branding misuse as follows:

First violation: \$500

Second violation: \$1,000

Third and subsequent violations: \$15,000 per incident

Compliance with these guidelines is mandatory to protect the integrity of the Grateful Headz brand.

If you have any questions along the way, please e-mail the Brand Team at

GRATEFUL HEADZ

Name, company logo, colors, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol). The lettering is created using the Hoodson typeface, and the Grateful Headz Bear is inseparable. The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.





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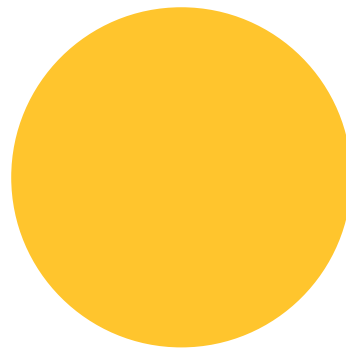
Grateful  Headz

Grateful  Headz

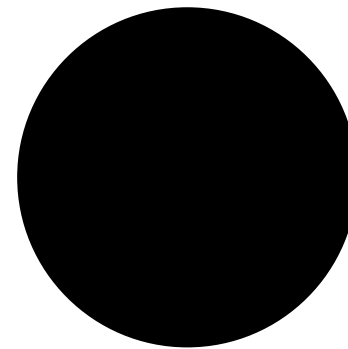


When sponsoring an event or team, the Non-Smoking Bear is the preferred option.

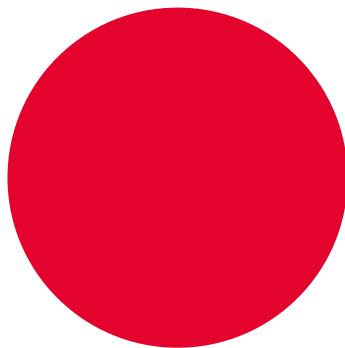
GRATEFUL HEADZ BEAR COLORS



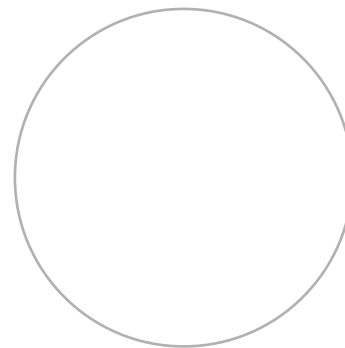
PANTONE 123 C
HEX #FFC629



RICH BLACK
HEX #000000



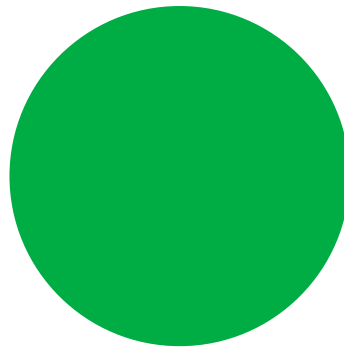
PANTONE 185 C
HEX #EA0029



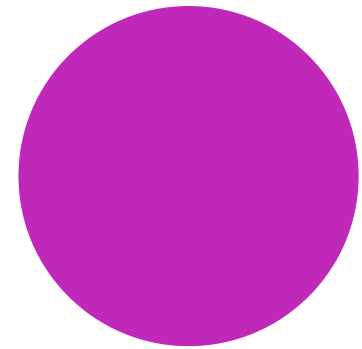
WHITE
HEX #FFFFFF

GRATEFUL HEADZ HAT & BAND COLORS

STORE - CHAFFEE



PANTONE 354 C
HEX #00AE42



PANTONE PURPLE C
HEX #C028B9

BLACK & WHITE

The monochromatic version has been specifically designed to meet some specific printing requirements. They should not be used in other circumstances.



TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible.

Hoodson Script

SPICY RICE

GOTHAM MEDIUM

GOTHAM BOLD

GOTHAM BLACK

Amertha

SIGNAGE

Grateful Headz Signage Guidelines - Summary

Brand Consistency: Use official colors, fonts, and logos to maintain a unified brand identity.

Exterior Signage: Ensure visibility, durability, and compliance with regulations. Energy-efficient lighting is preferred.

Interior Signage: Keep signage clean, professional, and aligned with store design. Display safety and regulatory signs as required.

Promotional Signage: Use approved templates for promotions. Remove temporary signs after the promotion ends. Digital signage must follow brand messaging.

Compliance & Approval: Submit signage designs to corporate for approval and adhere to local laws.

Maintenance: Regularly inspect, clean, and replace damaged signage.

Support: Contact creative@gratefulheadz.com for assistance with signage needs.

Following these guidelines will ensure a consistent brand experience at all Grateful Headz locations.



the Non-Smoking Bear with a black backgroundn is the preferred option.



SOCIAL MEDIA PROFILE PICTURE





CONTACT FOR PROMO ITEMS

Creative Dept
creative@gratefulheadz.com







































Greatest Hits



Grateful Head











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