GRILLA.

V.10 - NOVEMBER 2023

BRAND BOOK

LIVE
EXTRAORDINARY
GRILLA.

CONTENTS

BRAND ELEMENTS

05 Primary Logo
06 Secondary Logos
07 Logo Container
08 Logo Sizing
09 Logo Usage
10 Colour Palette
11 Colour Contrast
12 Typography 1
13 Typography 2

BRAND SAMPLES

15 Products
16 Social
17 Sponsorships

BRAND ELEMENTS

GRILLA.

GRILLA.

This is our Primary Logo - it is used across all marketing comms. Rules on how to use the logo and spacing can be seen in this document. The Primary Logo sits on all colours except black - when the secondary logo is used.

- 05 -

PRIMARY LOGO

SECONDARY LOGOS

The two Secondary Logos are inverted versions of the primary logo - used for dark backgrounds or imagery. Grilla Yellow is the preference but white can also be used.

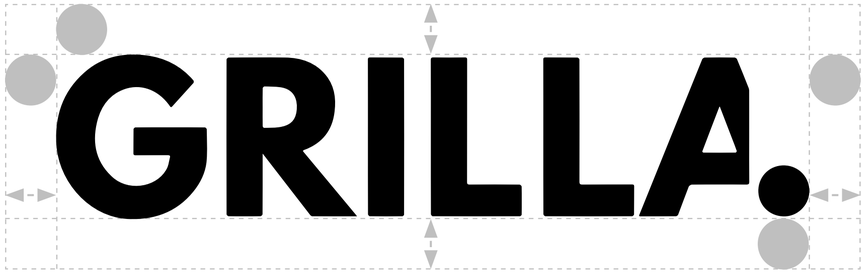
Sometimes the logo can feature in a container (on packaging for example) - the weight of the line above and below the logo should be the same line thickness as the logotype.

- 07 -

LOGO CONTAINER

LOGO SIZING

Logo spacing



Minimum width

GRILLA.

Digital - 130px
Print - 40mm

When the Grilla logo is used on it's own the width or height of the fullstop in the logotype should be used as a minimum space for clearance.

The logo should not appear smaller than the minimum widths displayed here.

- 08 -

Do not stretch the logo

Only use brand colours on the logo

Only overlay the logo on images when it is still readable

Don’t mask images or add shadows/effects to the logo

LOGO USAGE

BLACK

R 000
G 000
B 000

#000000

C 100
M 100
Y 100
K 100

GRILLA YELLOW

R 255
G 213
B 45

#FFD52D

C 0
M 16
Y 82
K 0

WHITE

R 255
G 255
B 255

#FFFFFF

C 0
M 0
Y 0
K 0

- 010 -

COLOUR PALETTE

GRILLA YELLOW IS THE PRIMARY COLOUR TO USE ON BLACK.

WHITE IS THE SECONDARY COLOUR TO USE ON BLACK.

BLACK IS THE PRIMARY COLOUR TO USE ON GRILLA YELLOW.

WHITE IS THE SECONDARY COLOUR TO USE ON GRILLA YELLOW.

BLACK IS THE PRIMARY COLOUR TO USE ON WHITE.

GRILLA YELLOW IS THE SECONDARY COLOUR TO USE ON WHITE.

- 011 -

COLOUR CONTRAST

LEAGUE SPARTAN

LEAGUE SPARTAN BOLD - IS USED IN CAPITALS ONLY.

FOR USE ON BRAND LOGOS AND MAIN HEADINGS.

KERN 0
LEADING -20%

League Spartan is available to download for free here - https://fonts.google.com/specimen/League+Spartan

- 012 -

TYPOGRAPHY

ABCDE123

SOFIA SANS EXTRA CONDENSED

SOFIA SANS EXTRA CONDENSED BLACK - IS USED IN CAPITALS ONLY.

FOR USE ON SUBHEADINGS, STATEMENTS AND NUMBERS.

KERN	**0**
LEADING	**-4%**

Sofia Sans Extra Condensed Regular - is used in Sentence Case.

For use on body copy, small print and labels.

Sofia Sans Extra Condensed is available to download for free here - https://fonts.google.com/specimen/Sofia+Sans+Extra+Condensed

- 013 -

TYPOGRAPHY

ABCDE123

BRAND SAMPLES

GRILLA.

GRILLA.
GRILLA.

GRILLA.
GRILLA.

GRILLA.
ENERGY DROP
GRILLA.

GRILLA.

GRILLA.

GRILLA.

GRILLA.
ENERGY BEVERAGE 250ML - LIVE LIFE EXTRAORDINARILY - GRILLA.COM
GRILLA.
ZERO
ENERGY BEVERAGE 250ML - LIVE LIFE EXTRAORDINARILY - GRILLA.COM

PRODUCTS

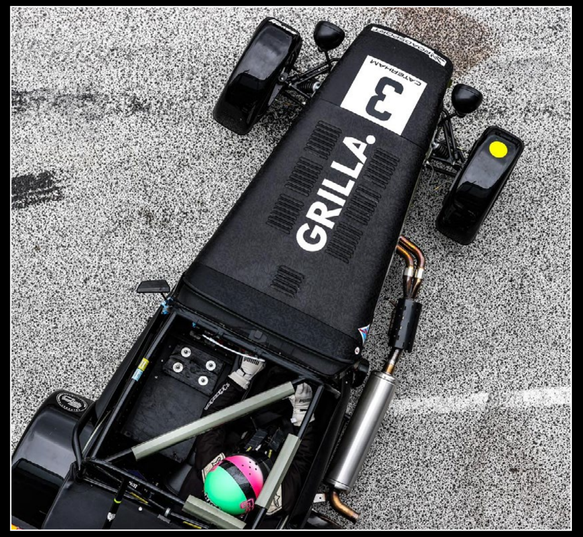
GRILLA.
GRILLA.
PRE-ORDER NOW OPEN

DRINKGRILLA.COM
LIVE EXTRAORDINARY
GRILLA.

GRILLA.
ENERGY BEVERAGE 250ML - LIVE LIFE EXTRAORD
HEY GRILLAS!
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

- 016 -

SOCIAL



SPONSORSHIPS

GRILLA.

WWW.DRINKGRILLA.COM