



THE GRIT FACTOR
Official branding Guide

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BEHIND THE GRIT

The Grit Factor is a movement dedicated to cultivating hope through stories of resilience. Our team of students is made up of scientists, creatives and management specialists who are dedicated to gathering stories of warriors, overcomers and champions of grit. We believe everyone has something to learn from these stories and our goal is to give a platform, through digital and traditional media to allow these stories to be heard, respected and understood.

The Grit Factor is a team of students dedicated to researching resiliency. Together, we are gathering thriving individual's stories of resiliency. We believe everyone has something to learn from these stories, and our goal is to give a platform, through digital and traditional media, to allow these stories to be heard, respected and understood.



FONTS

HEADLINES - Helvetica Bold - All Caps

Sub Headings - Century Gothic Regular

Body - Helvetica Light

Long Body - Times New Roman

The headline, sub headings and body fonts were chosen firstly, because they are a sans serif and therefore more applicable for online use. The Grit Factor is a predominantly online brand, and therefore has sans serif font use for the majority of written content.

Secondly, they were chosen because their clean strong lines match the font used in the logo. Helvetica and Century Gothic are no-frills, tried and true fonts that are stable and have stood the test of time; This is an appropriate tone for the stories The Grit Factor will be telling.

Times New Roman is the only serif font, and will be used for extremely long online copy, or print copy. It was chosen because it is a classic and will not overpower. It is tried and true, symbolizing the stability The Grit Factor has being a dependable platform for humans to share their stories of resilience.



COLORS



0,0,0

34, 45, 101

64, 135, 199

0,0,0 - 80%

188, 32, 39

The primary colors of the website will be white and black, secondary will be shades of grey and blue. The black, white and grey combination will allow a clean, sleek and professional look. It will let eye-catching photos pop, and mirrors the tone of the Grit Factor logo.

Blue was chosen as a pop of color because it is symbolic of loyalty, trust and stability. Not only does this reflect the stability The Grit Factor has in order to tell others' most sensitive life stories, but it reflects the storytellers themselves, and the resilient stable ground they now walk on today.

The red color was chosen to contrast the cool blue tones, and should be used minimally to emphasize important messages.

LOGOS



THE
GRIT
FACTOR



LOGO DESCRIPTION

The Grit Factor lockup logo version will be the most prominently used. It may be inverted to a white on top of dark colors. If inverted, always be sure there is significant contrast as to apply to ADA accomodating requirements. Continuing to keep in comliance, the logotype may never be sized too small to ensure readability. Try to avoid use of the lockup on small patterns or unevenly colored surfaces.

Both the logotype and lockup should be used minimally, and only when necessary. If a circular logo is not visially appealing, the lockup may be replaced with the logotype or logo.

IMPROPER LOGO USE

The logos should never be rotated, put on top of a low contrasting color, or the logotype and lockup used together without the surrounding circle featured in the official lockup.



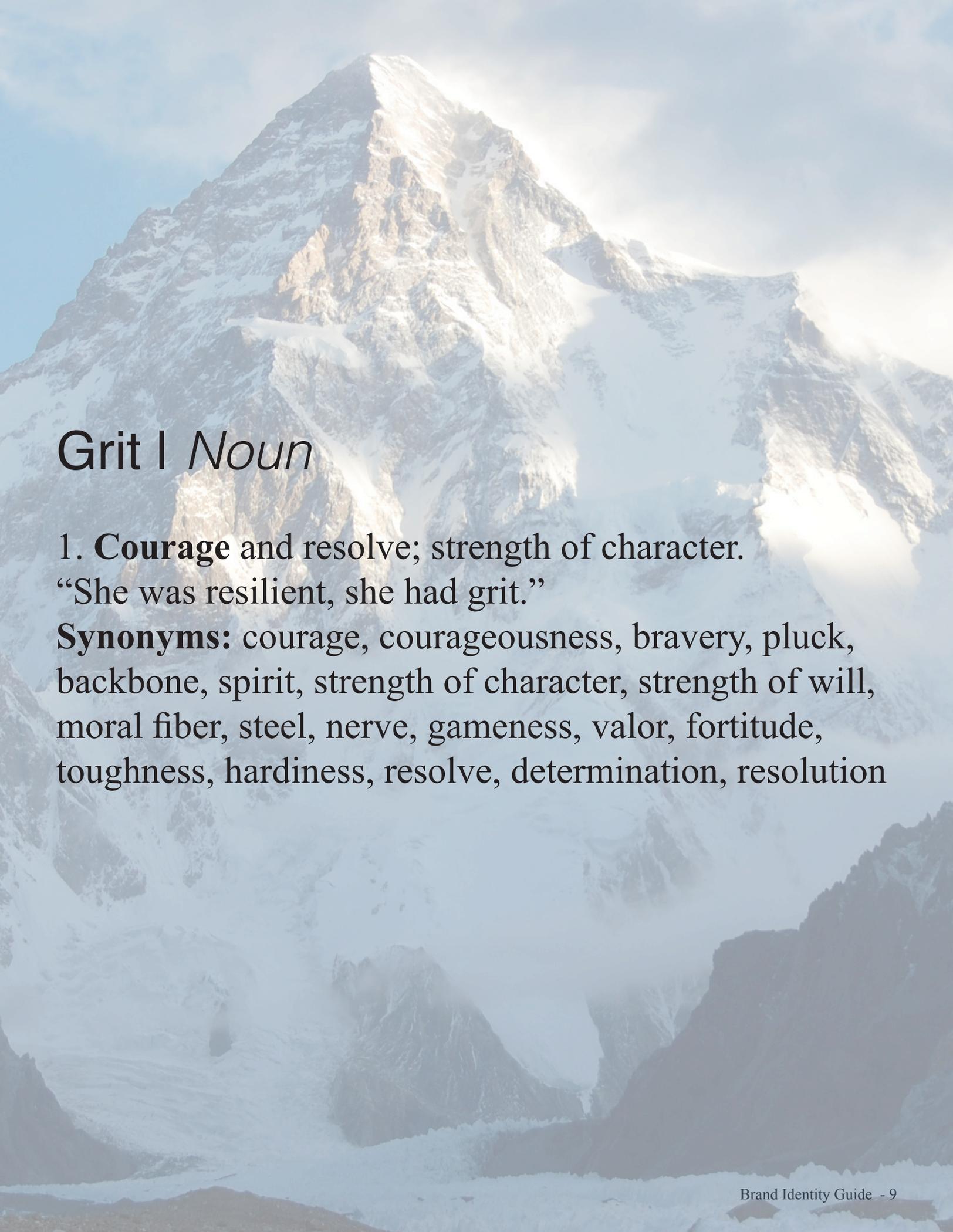
MISSION

For those willing to share:

Our mission is to tell the stories of individuals and help them navigate the authentic power of their story so that it may be heard, respected and understood.

For those willing to listen:

Our mission is to bring together communities of people who, despite different experiences, can resonate with stories of adversity and find hope in messages of resilience.



Grit | *Noun*

1. **Courage** and resolve; strength of character.

“She was resilient, she had grit.”

Synonyms: courage, courageousness, bravery, pluck, backbone, spirit, strength of character, strength of will, moral fiber, steel, nerve, gameness, valor, fortitude, toughness, hardiness, resolve, determination, resolution

