

Grant Diesel Machinery LLC

Prepared for the designer · Brief compiled from client materials

1. Company Overview

Business name	Grant Diesel Machinery LLC
Industry	Heavy equipment field service
Audience	Contractors, fleet operators, equipment owners who need on-site service

2. Design Direction

The client has articulated a clear stylistic direction. Pull from these adjectives in this order:

- Modern — not vintage badge, not distressed
- Simple — reads as one thing, not a collage
- Clean — tight geometry, crisp edges, vector-native
- Reducible to solid black or solid white without losing the idea (critical for decals)

3. Core Concept: Gear-as-G

The client has explicitly suggested that the letter G of “Grant” be formed from a gear, sprocket, or cog. This is the concept to build on. Treatment ideas:

- A gear silhouette with the G letterform cut through the center (round bowl + tongue + open mouth) - replacing the G in the “GRANT” wordmark — integrated lockup, not a separate icon
- A track sprocket (fewer, pointier teeth + visible bolt-hole ring) as a nod to heavy equipment specifically, rather than generic automotive

Secondary stylistic influence: the client shared a personal tattoo design (skeleton figure built from mechanical parts — wrenches, springs, pistons, nuts). Monoline, hand-drawn quality. This can inform subtle line-art details inside the mark, but should not compromise silhouette legibility.

4. Hard Avoids

The client specifically flagged these as the generic “Diesel Repair Logo” tropes he wants to stay away from:

- ✗ Crossed wrenches
- ✗ Turbo silhouettes or turbo snails
- ✗ Distressed, “worn metal,” or chrome-bevel badge treatments
- ✗ Any layout resembling the sample labeled PLEASENOTTHIS.jpg (pistons + gear + ribbon banner)

5. Color Palette

Colors are taken from the client's reference logo for "Grant Marine" (provided as color_example.pdf). The client has stated these are the exact colors he wants used.

TEAL (primary)	NAVY (secondary)
HEX #20818C	HEX #003B5D
RGB 32 / 129 / 140 CMYK 77 / 33 / 38 / 6	RGB 0 / 59 / 93 CMYK 100 / 80 / 40 / 38

6. Typography

The client specifically called out the typography of the Grant Marine reference logo as something he wants to echo. Observed characteristics:

- Condensed industrial sans-serif
- Very heavy weight (ExtraBold / Black / 900)
- All caps
- Tight letter-spacing on the hero word ("GRANT"), wider tracking on the descriptor ("DIESEL MACHINERY")
- Stacked lockup with a horizontal rule separating hero word from descriptor

Suggested candidate faces: Industry Inc (Fort Foundry), United Sans Condensed (House Industries), Barlow Condensed (open source), Oswald Heavy (open source). A lightly custom-drawn variant to match the Grant Marine lettering one-to-one is ideal for the hero word.

7. Deliverables Expected

Please provide final logo in the following formats:

- **Vector:** .AI (native), .EPS, and .SVG
- **Raster:** .PNG with transparency at 300dpi (minimum 2000px wide) and 72dpi web version
- **Print:** .PDF with embedded fonts / outlined type

Required color variations, each as its own file set:

- Primary — full color (teal + navy) on light background
- Reverse — full color variant on navy background
- Single color — solid black (for decals, embroidery, 1-color print)
- Single color — solid white (for dark vehicles, dark apparel)

Required lockup variations:

- Primary horizontal lockup (icon + stacked wordmark)
- Icon-only mark (the gear-G alone, for social avatars and small decals)
- Wordmark-only (text-only version, for places where the icon would be too small)

8. Real-World Applications

The logo will be applied to:

- Vehicle decals (service truck doors, back window) — must read cleanly at 6–24 inches
- Work apparel (embroidered polos, hats, hi-viz) — must work at 3–4 inches, solid-color
- Business cards, invoices, quotes
- Website and social media profiles (requires a square icon version)
- Possibly: magnetic vehicle signs, yard signs, shop signage

Scalability check: the mark should remain legible at a 1-inch icon on a business card AND a 24-inch decal on a truck door. If detail disappears at small sizes, simplify.

9. Reference Files Provided

The client has supplied the following, which should be reviewed before starting:

- **color_example.pdf — Grant Marine logo.** This is the source of the approved color palette and the typographic style to emulate.
- **Current_logo.jpg — client's current logo.** For reference only. New logo is a full redesign, not a refresh.
- **tattoo.png — client's personal tattoo design.** Monoline skeleton built from mechanical parts. Reference for stylistic influence only — do not reproduce directly.
- **Idea_initial.jpg, idea_gear.png, idea_sprocket.webp — gear / G / sprocket concepts.** Visual direction for the gear-as-G idea.
- **PLEASENOTTHIS.jpg — example of what NOT to do.** Generic diesel repair badge with pistons, gear, banner, phone number.