



Brand Guidelines Manual

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About the Brand

Giant Eagle is a grocery store chain based in Pittsburgh, Pennsylvania with 496 stores across 5 states. The store is most notable in its hometown of Pittsburgh, where it is the biggest chain in the region.



The Brand Signature

The Giant Eagle signature honors the history of the brand, while incorporating new design elements that push it further. The logo remains a logo type, and is meant to draw similarities to the iconic big red Giant Eagle signs that are adourned on their locations. The new element, is the stylized G, that resembles an Eagle, and has a dash of green in it to signify the natural foods that are sold at the store.



Signature Configurations

The signature can be configured in multiple different ways to best fit the situation it will be used in. Additionally, the logo can be shown using just the stylized G.

Vertical Signature



Horizontal Signature



Just the G



Color Variations

The color of the signature may change depending on the background color or the situation it is being used in.

Grayscale on White



Grayscale on Black



Color on White

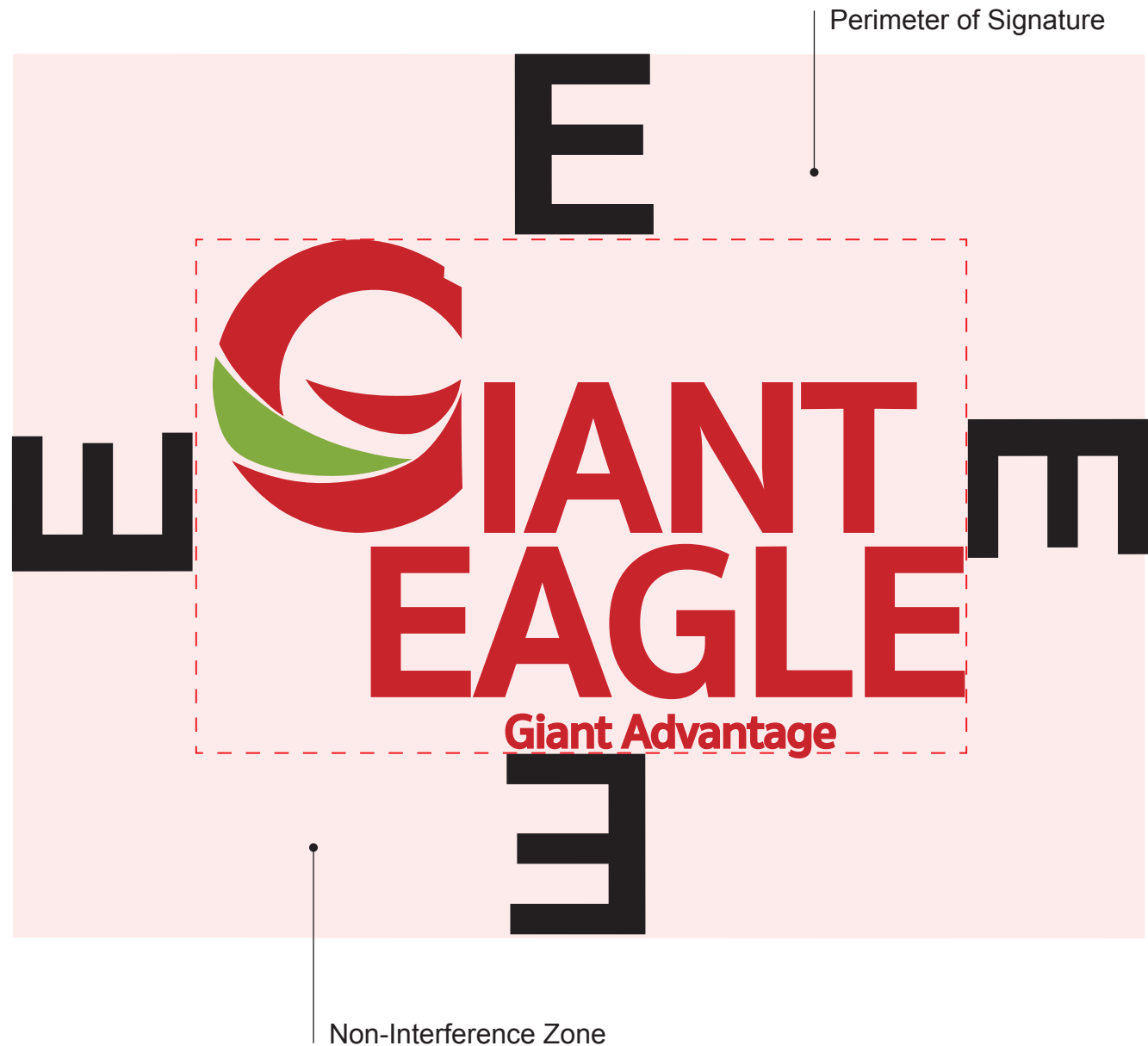


Color on Black



Non-Interference Zone

To assure the logo has enough space to breathe, the non-interference zone should be respected. Use the height of the “E” to determine the proper spacing.



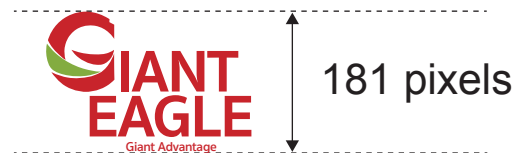
Minimum Size

To assure the signature is legible on marketing materials, minimum size requirements should be followed.

Minimum Size
for Print Application



Minimum Size
for Digital Application



Type Fonts

The main font used for the brand is Sukhumvit Set, a bold and round sans serif font that communicates the brand in an easy way. The secondary font is Georgia, a Serif font that compliments Sukhumvit Set well.

Primary Font: Sukhumvit Set

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 1 2 3 4 5 6 7 8 9 0 @ & ?

Thin

Light

Text

Medium

Semi Bold

Bold

Secondary Font: Georgia

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 1 2 3 4 5 6 7 8 9 0 @ & ?

Regular

Regular Italic

Bold

Bold Italic

Color Palette

The primary color for the brand is the same iconic red that the brand has been associated with the brand for decades. This time the iconic red is paired with a natural light green color, to represent the fresh and natural foods sold at the store.

Primary Color



CMYK C20 M100 Y100 K00
RGB R201 G37 B44
HEX # C9252C

Secondary Color



CMYK C55 M15 Y100 K00
RGB R132 G173 B64
HEX # 84AD40

Tertiary Colors



CMYK C34 M00 Y64 K00
RGB R176 G214 B130
HEX # B0D682



CMYK C30 M15 Y00 K00
RGB R174 G197 B231
HEX # AEC5E7

Brand “Don’t Do’s”

The logos and signature should not be stretched, rearranged or changed in any other way.



Do not compress or stretch signature.

Do not place signature on background that makes it unreadable.



Do not alter signature colors.



Do not redraw or change style and layout of signature.



Brand Applications

Letterhead

The letterheads, while simple, communicate the brand in a professional way.



Front



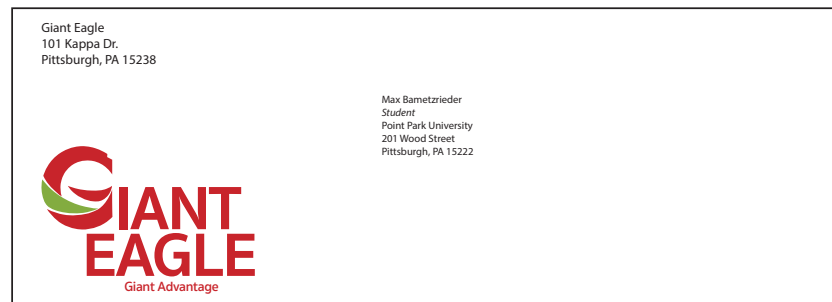
Back

Brand Applications continued

#10 Business Envelope and Business Card

The signature pops on a white background so the business cards and envelopes will allow it to do so.

4-1/8 x 9-1/2 inches



2 x 3-1/2 inches



Front



Back

Brand Applications continued

Pocket Folder

9 x 12 inches

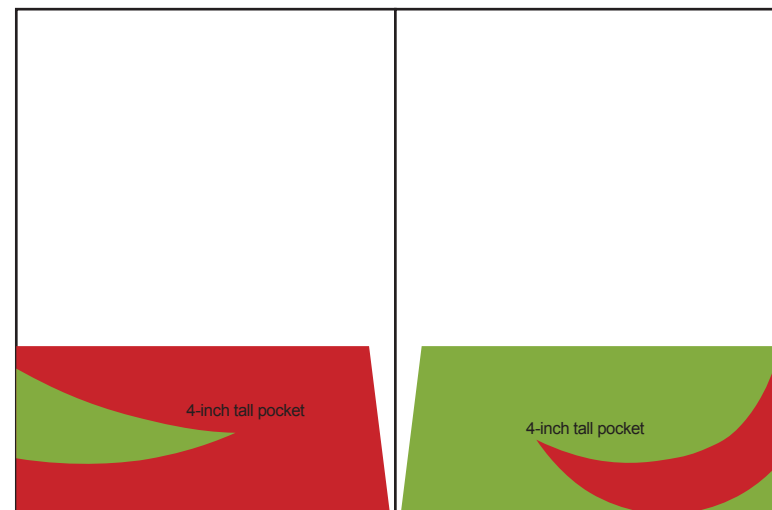
The pocket folder is features the “leaves and feathers” from the logo, but deconstructs them to form differnt design elements.

Front Cover



Back Cover

Inside Spread



Brand Applications continued

Web Homepage

This is a mock up of what the new Giant Eagle brand guidelines would look applied to a web page.

