



### OUR BRAND

The right grills and accessories makes all the difference. Whether you're a newbie or a bba genius, 217 Grilling Company has all the essentials for enhancing your grilling experience.



### COLORS



### FONTS

**BISON BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
**Rajdhani Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
**Rajdhani Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

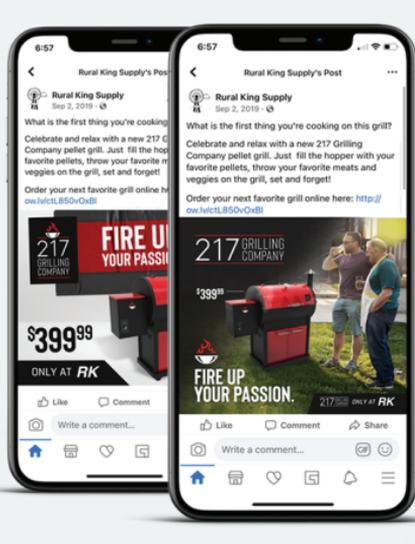
### PACKAGING

Use the below look for all packaging for this brand. The packaging should include the company photo with a multiplied red (pantone 485 C) layer for the product title. Please use the Bison Bold font for the product titles.



### SOCIAL MEDIA

Please follow a similar layout to the below social media post examples. A similar design should be created featuring a lifestyle image using a 217 Grilling Company product.



### LOGO USAGE

Please use the below logos for packaging and marketing. The vertical logo is the primary logo and the horizontal is a secondary logo used on narrow areas where the vertical logo becomes too small. Please be sure to use the color logo first. If color is not possible, use the below black and white logos.

#### PRIMARY LOGOS



#### SECONDARY LOGOS

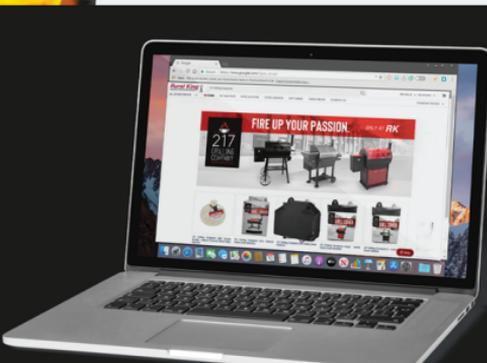


#### GRILL EMBLEMS



### LANDING PAGE

The landing page should match the rest of the 217 Grilling Company branding. It should feature the black and white bg with product or lifestyle images.



### STORE SIGNAGE

Please make sure that store signage is easy to read and features either the black and white background or lifestyle imagery. The design of the header or display should be eye catching and shown similar to the example on the right.



### WHAT WILL YOU GRILL NEXT?



RURALKING.COM/217GRILLINGCOMPANY