



AN ARTIST-LED STUDIO WITH A COLLECTOR'S EYE.

A beautiful thing should have a life of its own.

THE POSITIONING

BRIER brings together art, design and vintage objects through a singular point of view:

imaginative, subtly irreverent, rooted in visual history and meant to endure.

Not imitation-old, not over-decorated, and never trend-led.

ART

Original work / a considered artistic voice

DESIGN

Visual identity / objects / image-making

VINTAGE

Collected character / history / patina

VOICE / Candid. Observant. Witty. Understated. Confident.

PROPOSED LINE / Good Things Last. (Optional; not part of the supplied logo.)

ONE ICON. MANY USES.



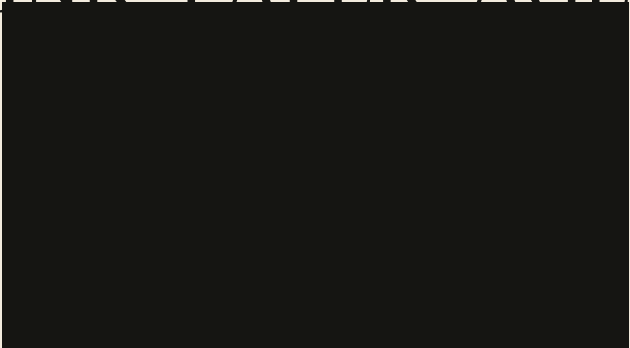
DOG / STANDALONE MARK

BRIER

WORDMARK / TEXT-LED

The supplied Illustrator artwork is the master reference; these cutdowns are production previews.

INK PAPER AGE.



INK

#151512



SLATE

#37352F



STONE

#858078



PARCHMENT

#F2EBDD



OAT

#D5C7B5



OXIDE

#785B4B

Rule: black and parchment carry the identity. The warm neutrals support photography and materials.

THE QUIET CONFIDENCE OF TYPE.

BRIER

DISPLAY / HIGH-CONTRAST CLASSICAL SERIF

ART + DESIGN + VINTAGE

UTILITY / TRACKED UPPERCASE SANS

Good Things Last.

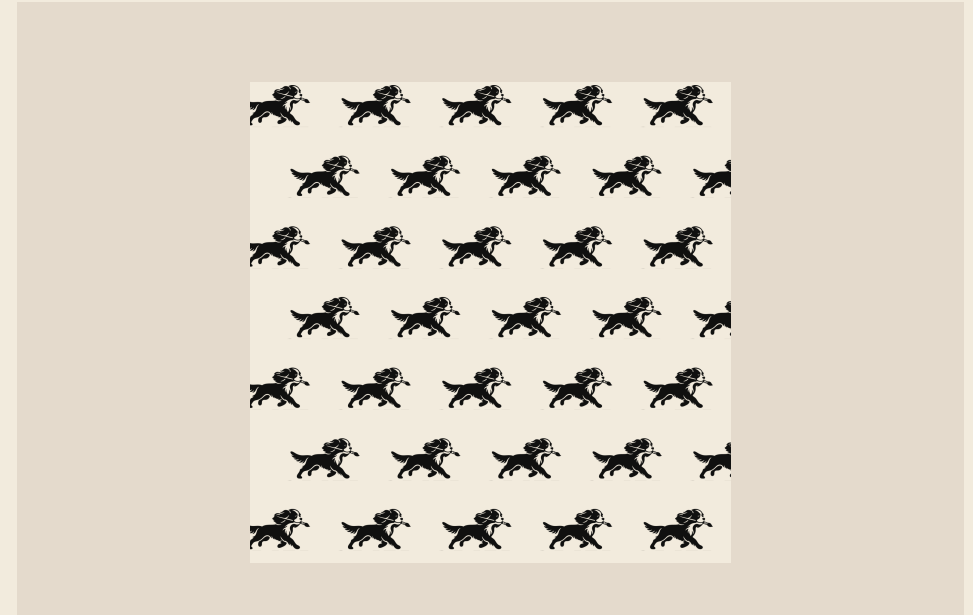
ACCENT / SPARING ITALIC FOR EDITORIAL MOMENTS

Suggested production pairing: a licensed classical serif + a clean grotesk sans; verify font rights.

MARK-MAKING & MATERIAL.



DOG / RECOGNITION



PAPER PATTERN

Use restrained archival touches: uncoated paper, blind emboss, subtle print grain, ink seals.

Avoid artificial cracking inside the master symbol, oversized ornaments and decorative excess.

BUILT TO LIVE ON OBJECTS.



ART CARD



HANGTAG



DARK PACKAGING

Expand the system to: artist certificates, correspondence cards, labels, stickers, packaging, tote bags, garment tags, web icons, social avatars, signage and editorial lookbooks.

PRESERVE THE CHARACTER.

DO Keep clear space around the dog and brush; preserve proportions; reproduce in one color.

DON'T Stretch the mark, redraw the face, substitute a new dog, or distress the source artwork.

SMALL SIZES Use the wordmark or a reduced standalone dog; test delicate brush details before print.

PRODUCTION Confirm outlines, minimum strokes, kerning, bleed, foil/emboss proof and vector paths.

APPROVAL Optional slogans, establishment dates and secondary ornaments require your approval.

MASTER SOURCE: Brier_Logo_Type_2026.ai / PDF (supplied by artist)