



Brand & Style Guide **2026**



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What Grant represents

The Grant brand has been synonymous with keeping homes warm in Great Britain and Ireland since 1978. Over the past five decades, products displaying the Grant logo have given families choice when it comes to heating their homes and hot water, delivering comfort with a system which best meets their requirements. From high efficiency oil-fired boilers through to the latest generation of renewable technologies, Grant product development never stands still so that through innovation, every family can enjoy a sustainably heated home.

While Grant products today differ to their forerunners by featuring more advanced technologies and sophisticated designs, one thing has never changed – the Company's ethos. When Stephen Grant, the Founder of Grant Engineering, designed the first Grant boiler in his garage in Co. Offaly, he wanted to make a boiler that was different to anything else available. Today, this ethos remains with Grant products embodying extensive research and patented technologies which are at the forefront of change in home heating.

The Grant brand represents pioneering innovation but it also represents so much more. Heating professionals and their customers see the Grant logo and easily recognise what it stands for, symbolising high-performing products and first-class service. A product carrying the Grant logo is not just supplied as a standalone product – it is supplied alongside comprehensive support, from pre-installation through to after-sales care. It is why Grant has invested in its people and why the brand denotes exceptional standards throughout both its products and services.

With the Grant brand built upon heritage, a steadfast mission for its products and a commitment to serving customers by the Company's values, its correct use is imperative. The Grant logo is more than just an icon on a page – it signifies decades of excellence transforming home heating for a better tomorrow.

Think Heating. Think Grant.

The Grant logo

Our identity

Our logo is the most visible element of our identity, a universal signature used across all Grant communications. It should be treated with respect and never recreated or altered.



Colour variations

In order to maintain the integrity of the Grant logo, please only use approved colour variations in which the logo can be used.



White: reversed out of a solid colour.



Monocolour: to be used only when colour is not possible.

The Grant logo

Exclusion zone

The exclusion zone refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. The exclusion zone is defined by the 'G' in the logo.



Logo size

The Grant logo must be over 20mm wide.



The Grant logo

Violations

X



Do not change the font or spacing of

X



Do not change the colours of the logo

X



Do not add shadow, outline, embossing or any other effects to the logo

X



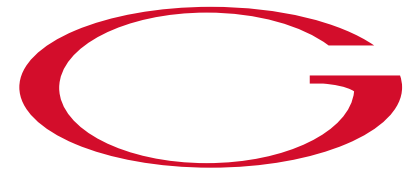
Do not distort the logo

X



Do not place the logo on an angle

X



Do not use any of the logo elements independently

Secondary graphics

Icons

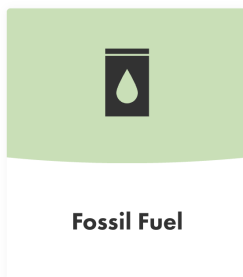
Icons are used to help easily identify Grant's product ranges and highlight their features and benefits.

Icons should always be simple, clean and clear. Icons placed on a colour background should be solid in colour. Outline icons can be used on white backgrounds.

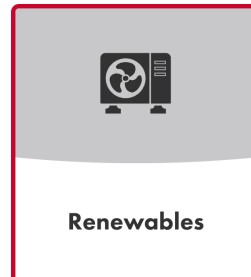
Examples



What type of system are you looking for?



Fossil Fuel



Renewables



-  Compact in size
-  Install a heat pump alongside an existing heating system
-  Cleverly adds supplementary heat only when required using smart technology
-  Selects optimum mode of operation
-  Uses Grant AERONA Smart Controller without the need for additional controls
-  Up to 2 year guarantee*

Typography

Arboria

We use Arboria as our primary typeface for all text, headlines, subheads and body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz

Arboria Book is used as the primary body copy typeface.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Arboria Medium is used for headers and sub-headers or to create impact.

Examples

AERONA SMART CONTROLLER



Designed for installation with both AERONA³ and AERONA 290 heat pumps, the AERONA Smart Controller is intuitive and stylish. Using advanced controller technology, the AERONA Smart Controller can help customers maximise the efficiency of their Grant heat pump system with weather and load compensation as well as heating curve configuration. The 4.5" colour touchscreen display is user-friendly to navigate and, when installed with the AERONA WiFi hub, the AERONA Smart Controller can be remotely accessed using an app or web-based portal.

AERONA 290 HEAT PUMPS



- Outputs from 4kW up to 15.5kW
- R290 refrigerant
- Low GWP of 3
- In-built frost protection
- Up to 7 year guarantee*

*When installed by a G1 Installer. Subject to full T&C's.

MCS CERTIFIED A+++ HPR2904



GRANT ACCREDITED INSTALLER SCHEME

JOIN OUR NETWORK OF HEATING INSTALLERS
AND TAKE ADVANTAGE OF THE WIDE RANGE
OF BENEFITS THE SCHEME HAS TO OFFER

- Extended product guarantees
- G1+ loyalty rewards
- Company profile on Grant UK's website
- Access to the G1 Portal & Click app
- Exclusive members updates from Grant

Typography

Anton

Anton Regular may be used as a secondary typeface where impact or contrast is required.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

Examples



Colour Palette

Core Colours

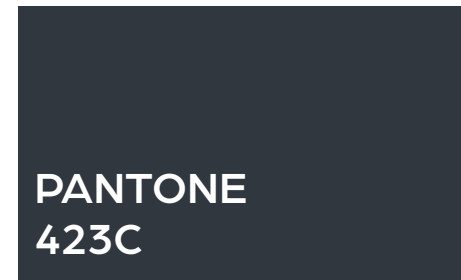
Where possible our core colours should be used as Pantone colours but when this is not possible please use relevant breakdowns shown here. These should never be altered.



Process	C02 M100 Y85 K06
RGB	R200 G16 B46
HEX	#C8102E



Process	C0 M0 Y0 K100
RGB	R0 G0 B0
HEX	#000000



Process	C22 M14 Y18 K45
RGB	R137 G141 B141
HEX	#898D8D

Colour Palette

Secondary Colours

To support our core colours, we have a secondary palette which correspond to specific product ranges and services. Always use the breakdowns shown here.

Oil Boiler Range	Vivid	Pastel
Process	C32 M0 Y52 K22	C09 M0 Y17 K13
RGB	R135 G198 B95	R201 G221 B183
HEX	#87C65F	C9DDB7
Air Source Heat Pump Range	Vivid	Pastel
Process	C23 M11 Y00 K76	C0 M01 Y0 K21
RGB	R48 G55 B62	R200 G199 B201
HEX	#30373E	#C8C7C9
Hybrid Range	Vivid	Pastel
Process	C90 M41 Y51 K17	C10 M2 Y0 K16
RGB	R0 G107 B111	R191 G208 B213
HEX	#006B6F	#BFD0D5
Cylinder Range	Vivid	Pastel
Process	C100 M34 Y0 K21	C30 M13 Y0 K18
RGB	R0 G133 B202	R147 G182 B209
HEX	#0085CA	#93B6D1

Solar Range	Vivid	Pastel
Process	C0 M19 Y100 K5	C0 M12 Y47 K7
RGB	R241 G196 B0	R238 G209 B126
HEX	#F1C400	#EED17E
Underfloor Heating Range	Vivid	Pastel
Process	C55 M62 Y0 K64	C15 M16 Y0 K13
RGB	R41 G35 B92	R188 G185 B221
HEX	#29235C	#BCB9DD
Radiator Range	Vivid	Pastel
Process	C16 M34 Y0 K30	C7 M14 Y0 K0
RGB	R150 G118 B178	R237 G220 B255
HEX	#9676B2	EDDCFF
G1		
Process	C02 M100 Y85 K06	C0 M0 Y0 K100
RGB	R200 G16 B46	R0 G0 B0
HEX	#C8102E	#000000

Contact

For more information or to request
marketing material please contact us at
marketing@grantuk.com