Grayling is a truly remarkable small town of 1800 or so, nestled on the Au Sable River and home to the start of the Canoe Marathon. They are outdoorsy, cool, and have an amazing sense of energy and reinvestment.

**Destination Identity**

Grayling

![Grayling Logo](image)

Grayling Naturally Colorful

![Grayling Naturally Colorful Logo](image)

Downtown Grayling

![Downtown Grayling Logo](image)

Grayling Michigan’s Most Colorful Rivertown

![Grayling Michigan’s Most Colorful Rivertown Logo](image)

**Organization Identity**

The City of Grayling

![The City of Grayling Logo](image)

Grayling Michigan

![Grayling Michigan Logo](image)

Main Street

![Main Street Logo](image)

**Street Banners**

![Grayling Street Banners](image)

**Shopping Bags**

![Grayling Shopping Bag](image)

**Brand Extension**

Grayling Agriculture Education Center

![Grayling Agriculture Education Center Logo](image)

Northern Market Grayling, Michigan

![Northern Market Logo](image)

Paddle Battle

![Paddle Battle Logo](image)

Christmas Walk Downtown Grayling

![Christmas Walk Logo](image)

Funky Fish

![Funky Fish Logo](image)