



Garaga Graphic Standards  
Visual Identity

The visual identifications are the result of a design exercise that particularly emphasizes the following: the company's name, a typeface, a symbol and distinctive colours.

The symbol and typographic signature are inseparable and cannot be altered. The typographic signature cannot be translated. In accordance with standards established in this manual, all these elements combine to give Garaga an image of its own. Garaga's visual identification should project a coherent image of the organization.

Protecting and distributing Garaga's image is a responsibility that must be shared by all members and representatives of the organization.

The visual identity of Garaga consists of a square red block with a black border in which the symbol is incorporated, with the GARAGA name on the right. The preferred colours for these two elements are Garaga Red and black.



## The different versions

The horizontal version of the Garaga logo as well as the version with the positioning line "Every detail guaranteed" are preferred at all times.



Every detail guaranteed™

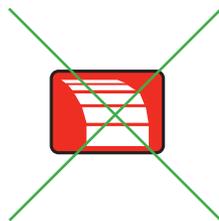
## Buffer zone around the logo

To help the perception of our visual identification and maximize its impact, it is important to ensure clarity and legibility. To do this, there must always be a buffer zone that isolates the visual identification from any other graphic elements. This rule should apply in all circumstances, regardless of the type of use or the media, format or version used. The minimum clearance required is determined by the height of the red rectangle as shown in the illustration.



## Using a coloured or photographic background

Whatever version is used, the reproduction of the visual identification should be guided by seeking optimal readability. To do this, make sure to obtain sufficient contrast with the background. Use a white band around the rectangle and the Garaga name in white when the logo is on a red background or on a colour equivalent to a grey intensity of more than 40%. Do not use the logo without the word GARAGA. Do not compress the logo. Do not change the logo's colour and proportion in relation to the word GARAGA.



## Corporate colours

No other colours may be used. For a specific need, contact Garaga's Communications and Marketing Department.

### CMYK

C0 M0 Y0 K100

C0 M100 Y100 K0

### PANTONE

PMS BLACK

PMS 485

### RGB (on-screen colours only)

R0 G0 B0

R237 G28 B46

### HEXADECIMAL (web use only)

#000000

#e2001a

## Visuals

Each image used for Garaga's communications must be carefully chosen. Priority should be given to simple and effective images, with details, white backgrounds, and modern images. Avoid images from external image banks and keep the squares corners for your images.



## Typeface

For simplicity, readability and remaining up-to-date, the font Aaux Pro was chosen for all situations concerning corporate stationery, advertising campaigns, in-store displays, landing pages, as well as internal forms and official Garaga documents.

### Aaux Light

abcdefghijklmnopqrstuvwxyz1234567890

### Aaux Medium

abcdefghijklmnopqrstuvwxyz1234567890

### Aaux Bold

abcdefghijklmnopqrstuvwxyz1234567890

## Alternative typeface

If you do not have the Aaux Pro font family, you can use another sans serif typeface such as Arial, Helvetica or Verdana (preferred).

### Verdana

abcdefghijklmnopqrstuvwxyz1234567890

## Typeface - web

Since the font Aaux Pro is available only for printed uses, Nunito is the alternative for the web. This font is also simple, readable, and modern. We use it for our Garaga and our retailers websites as well as our advertising banners.

### Nunito Light

abcdefghijklmnopqrstuvwxyz1234567890

### Nunito SemiBold

abcdefghijklmnopqrstuvwxyz1234567890

## Questions?

For questions regarding Graphic Standards Guide or for a specific need, contact the Garaga Communications and Marketing Department.

[info@garaga.com](mailto:info@garaga.com)  
1-800-254-8601

