



Garaga Experts Logo
Graphic Standards
Visual Identity

November 2016

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 TYPOGRAPHICAL 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 Experts logo consists of a square red block with a black border in which the symbol is incorporated, with the GARAGA EXPERTS name juxtaposed on the right. The preferred colours for these two elements is Garaga Red and black.



The different versions

The version of the Garaga Experts logo as well as the version with the positioning line "Network of Certified Specialists" is preferred at all times.



Corporate colours

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

CMYK

C 0 M 0 Y 0 K 100

C 0 M 100 Y 100 K 0

PANTONE

PMS BLACK

PMS 485

RGB (on-screen colours only)

R 0 G 0 B 0

R 237 G 28 B 46



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 Experts 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 EXPERTS and without the Garaga symbol in left. Do not compress the logo; do not change the colour of the logo. Do not change the proportion of the logo in relation to the word GARAGA EXPERTS.



Advertising

The Garaga logo must always be placed at the bottom of ads while respecting the protected zone and the GE’s personalized information must be found over or on the side of Garaga Expert’s information.

CONTEMPORARY style



Model Standard+ Vog, 10' x 7', Black, Window layout: Left-side Harmony

For your garage door,
work with real experts!



**GARAGA[®]
EXPERTS**
Network of Certified Specialists



**XYZ[®]
GARAGE DOOR**
12345 Avenue John-Do
Town-City-Village, Country
(123) 456-7890
xyzgaragedoor.com
RBQ: 1234-5678-90

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Questions?

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

info@garaga.com
1-800-254-8601

