

# Garaga brand guide

January 2024 — V2



The Garaga brand	04
Corporate logo	05
Corporate logo with slogan	11
Partner logos	15
Colors	20
Typography	22
Tone of voice	23
Contact	24



The Garaga brand

# Corporate logo

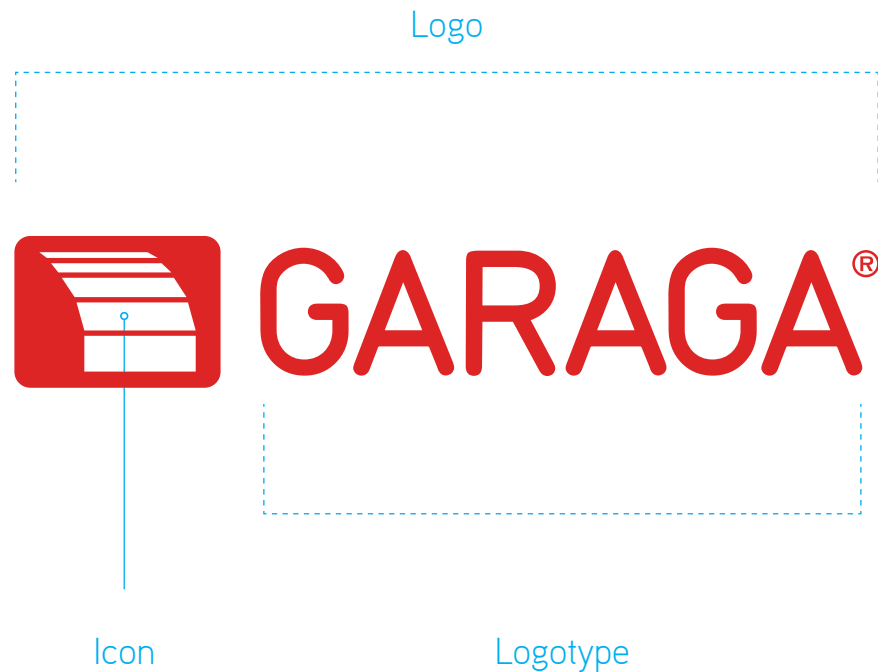
The Garaga logo is composed of two distinct parts:

- **icon**
- the **logotype**

The **icon** is the visual element of the logotype, and the **logotype** is the typographic element. Together, they form a coherent logo.

These 2 elements can be used on their own in certain specific cases.

However, whenever possible, the logo in its entirety should always be given priority.



# Protective margins

The Garaga logo is a graphic ensemble that must be protected from other graphics elements of the graphic composition to ensure perfect legibility.

There is therefore a protected zone around the logo equal to 1 times the height (x) of the last white shape in the icon.

Never encroach on this area with an image, photo, typeface or any other element.



# Minimum size

The size of the logo may vary proportionally according to the space available. To ensure that the logo remains visible at all times, it is important to respect the following dimensions:

- When the width of the logo is more than 3", it is necessary to use the complete logo with the "®".
- When the width of the logo is less than 3", it is important to use the logo without the "®".

3" and over (with ®)



3" and under (without ®)



# Prohibited uses

Do not move logo elements



Do not change color



Do not distort the logo



Do not add colors



Do not add effects



Do not use black mesh



Do not add elements to the safety margin



Do not use at an angle



Do not use white thread



Do not change the proportion of the logo



Do not use the logotype alone



Do not use the white icon





# Logo colors

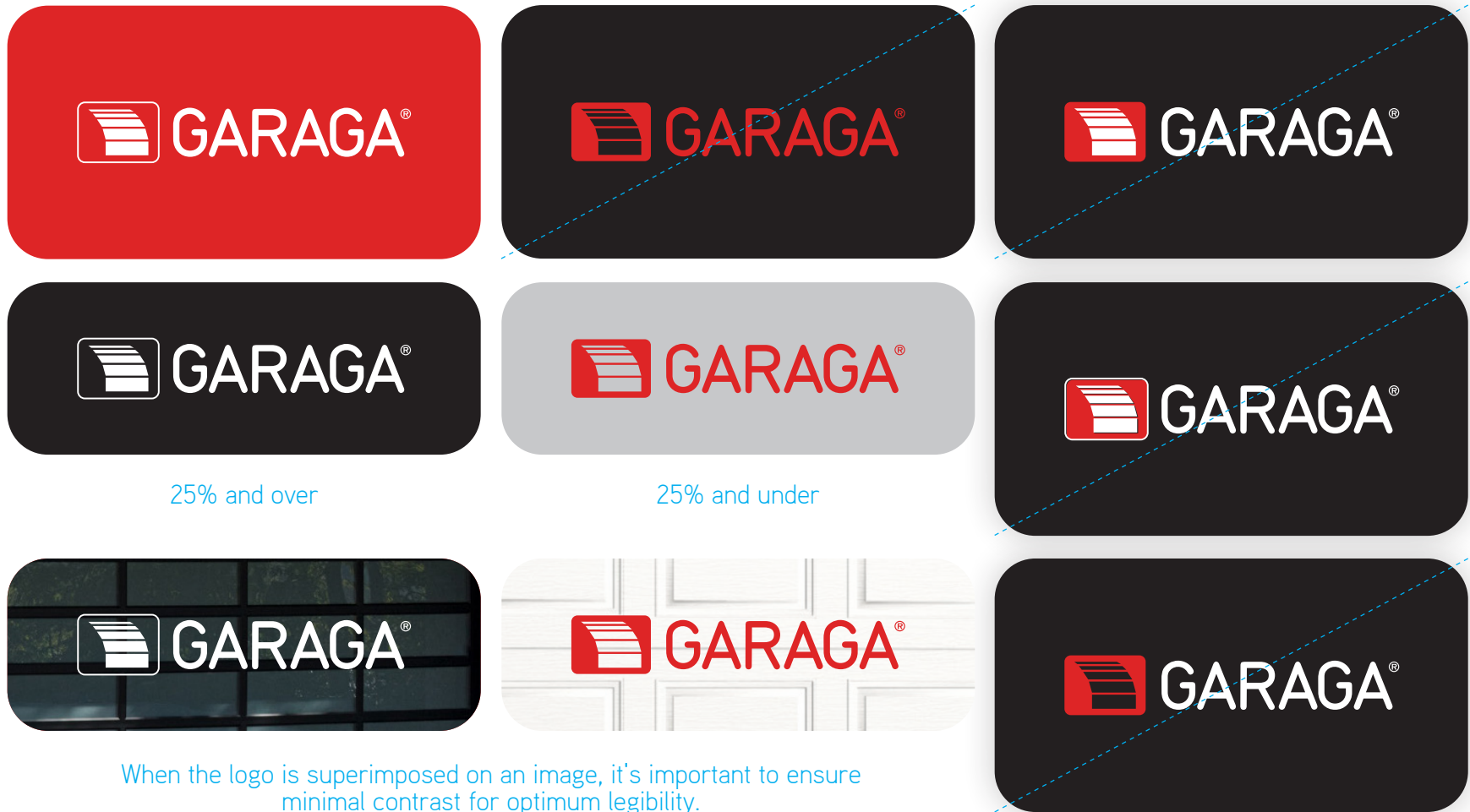
The red version of the Garaga logo should be used whenever possible. It is important to use the logo on a background that allows good legibility.

- The use of the black logo is recommended when the background color threatens to alter the legibility of the logo.
- The white logo can be used when red or black is not easily readable.

To reinforce the association of your chosen red with the Garaga brand, it's important to use Garaga red as often as possible.



# The contrast



The Garaga brand > Corporate logo with slogan

# Corporate logo with slogan

The Garaga logo can also be used with a slogan, when context and space allow.



The Garaga brand > Corporate logo with slogan

# Protective margins

The Garaga logo with slogan forms a graphic ensemble that must be protected from other graphic composition in order to ensure perfect legibility.

There is therefore a protective zone around the logo equal to 1 times the height (x) of the last white shape in the icon.

Never encroach on this area with an image, photo, typeface or any other element.



The Garaga brand > Corporate logo with slogan

# Logo colors

The red and black version of the Garaga logo should be used whenever possible. It is important to use the logo on a background that allows good legibility.

- The use of the black logo is recommended when the background color threatens to alter the legibility of the logo.
- The white logo can be used when red or black is not easily readable.

To reinforce the association of your chosen red with the Garaga brand, it's important to use Garaga red as often as possible.



Every detail guaranteed™



Every detail guaranteed™



Every detail guaranteed™

The Garaga brand > Corporate logo with slogan

# The contrast

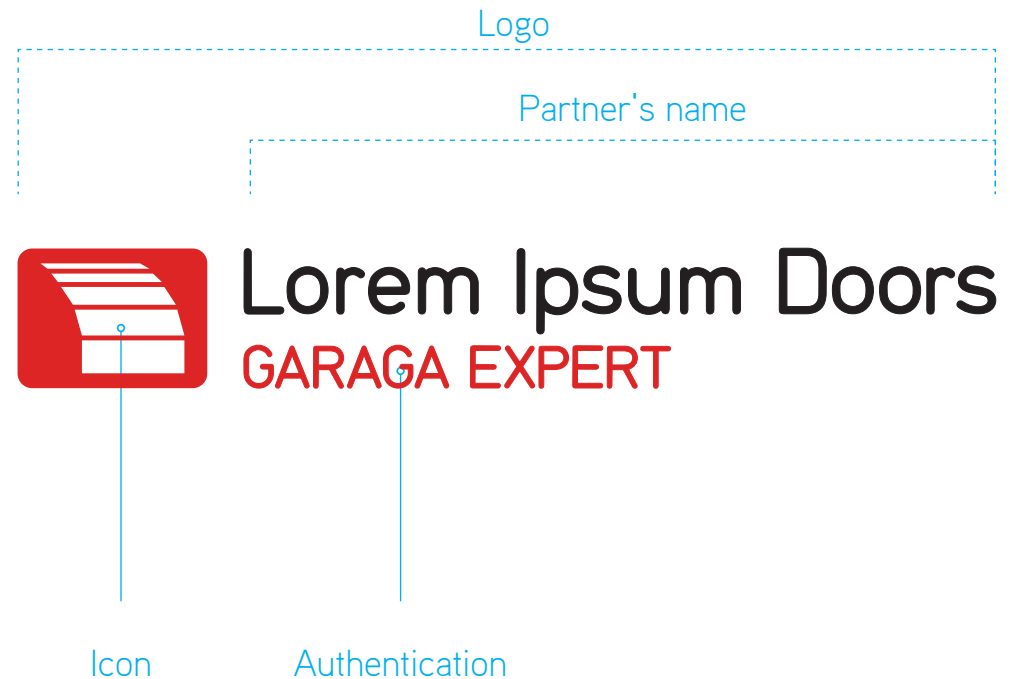


# Partner logos

A Garaga Partners logo is composed of three distinct parts:

- **Icon**
- **Partner's name**
- **Garaga Expert authentication.**

Together, they form a coherent logo.



# Protective margins

A Garaga Partners logo is a graphic ensemble which must be protected from others composition elements to ensure perfect legibility.

There is therefore a protected zone around the logo equal to 1 times the height (x) as the last white shape.

Never encroach on this area with an image, photo, typeface or any other element.





# Prohibited uses

Do not move logo elements



Do not change colors



Do not distort the logo



Do not change colors



Do not add effects



Do not use black mesh



Do not add elements to the safety margin



Do not use at an angle



Do not use white thread



Do not change the proportion of the logo



Do not use the logotype alone



Do not use the white icon



# Logo colors

The red and black version of the Garaga Partners logo should be used whenever possible. It is important to use the logo on a background that allows for good legibility.

- The use of the black logo is recommended when the background color threatens to alter the legibility of the logo.
- The use of the white logo is accepted when the use of red or black is not easily readable.

To reinforce the association of your chosen red with the Garaga brand, it's important to use Garaga red as often as possible.



**Lorem Ipsum Doors**  
**GARAGA EXPERT**

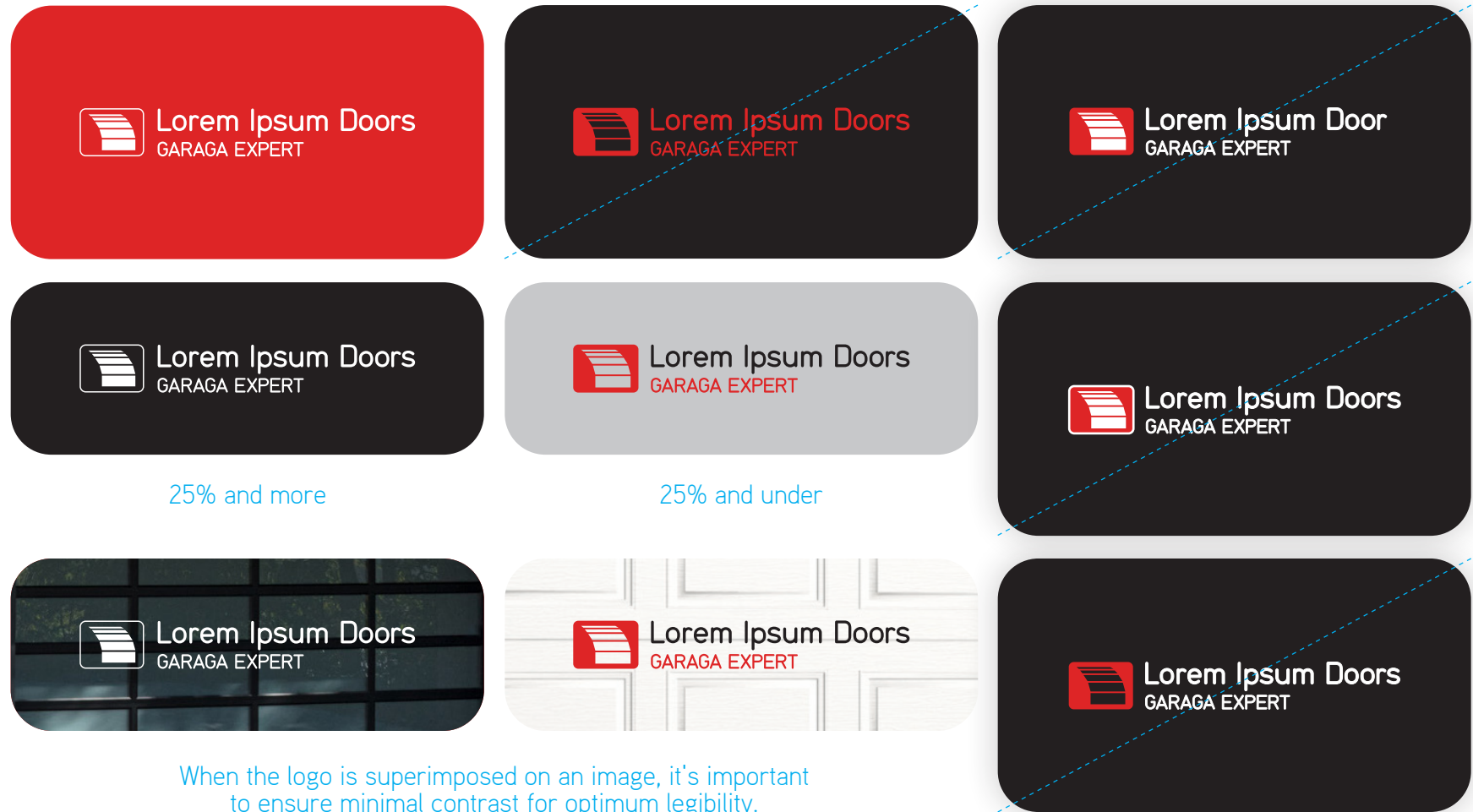


**Lorem Ipsum Doors**  
**GARAGA EXPERT**



**Lorem Ipsum Doors**  
**GARAGA EXPERT**

# The contrast



# Primary colors

## GARAGA RED

### Pantone® 485

C: 0	R: 226	# e2001a
M: 100	G: 0	
Y: 100	B: 26	
K: 0		

## ELEGANT WHITE

C: 0	R: 255	# ffffff
M: 0	G: 255	
Y: 0	B: 155	
K: 0		

## ROBUST BLACK

C: 0	R: 0	# 000000
M: 0	G: 0	
Y: 0	B: 0	
K: 100		

# Complementary colors

Although primary colors should be used at all times, the addition of complementary colors can be included for:

- breaking the rhythm of the presence of red, black and white
- emphasizing important information or sections (e.g.: a call-to-action button on a website)

Complementary colors should never predominate, leaving room for the primary colors that are the foundation of the Garaga brand.

<b>Pantone® COOL GRAY 6</b>	<b>Pantone® COOL GRAY 1</b>	<b>Pantone® 4545</b>	<b>Pantone® 2326</b>	<b>Pantone® 463</b>	<b>Pantone® 293</b>
C: 0 M: 0 Y: 0 K: 50	C: 0 M: 0 Y: 0 K: 10	C: 15 M: 15 Y: 30 K: 0	C: 50 M: 50 Y: 55 K: 15	C: 50 M: 65 Y: 80 K: 50	C: 100 M: 65 Y: 25 K: 10
R: 147 G: 149 B: 152	R: 230 G: 231 B: 232	R: 217 G: 206 B: 180	R: 125 G: 112 B: 103	R: 84 G: 60 B: 41	R: 0 G: 88 B: 133
# 939598	# e6e7e8	# d9ceb4	# 7d7067	# 543c29	# 005885

# Typography

Garaga's graphic universe includes two typographic families: **PP Neue Montreal** and **Aaux**. These typefaces are optimized for use on screen or in print, and must be used in all communication and presentation tools.

If you don't have them, you can buy them here:

- <https://tinyurl.com/neue-montreal>
- <https://tinyurl.com/fontaaux>

## Alternative typography

If you don't have the PP Neue Montreal and Aaux font families, you can use Helvetica.

Aa

### PP Neue Montreal Medium — Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

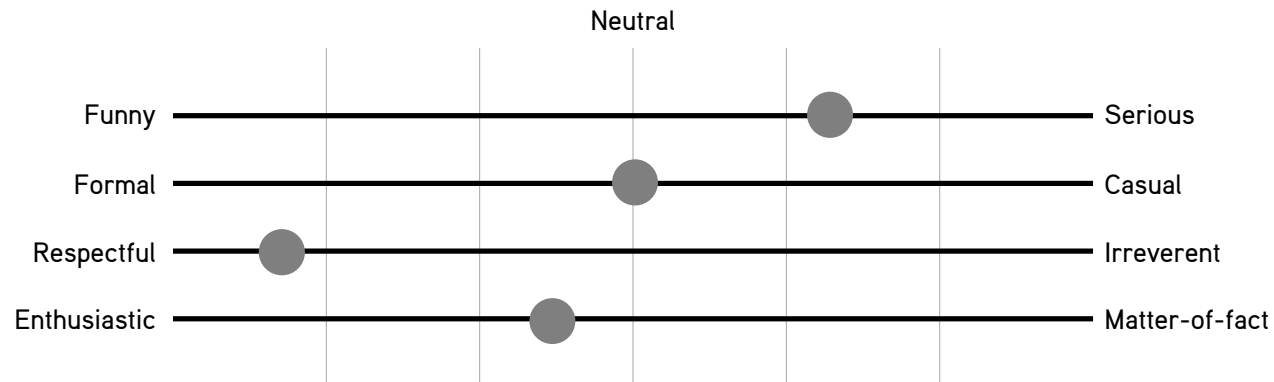
### Aaux Light — Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The Garaga brand > The Tone

# Tone of voice

The Garaga brand tone defines how we express ourselves on behalf of the company. Our tone must be uniform and consistent across all platforms (e-mail, social media, websites, advertising, etc.) to have a positive impact on our consumers.



## Our Tone Should be

Trustworthy Informative  
Professional Sympathetic  
Friendly Respectful Trendy Passionate

## Our Tone Should NOT be

Coarse Dry Irreverent  
Unapologetic Provocative  
Authoritative Snarky

If you have any questions about Garaga's brand guide or have a specific need,  
please contact Garaga's marketing department:

[marketing@garaga.com](mailto:marketing@garaga.com)

1-800-254-8601

