

***GARAGE*SMART**
STYLE GUIDE

OCT 2018 // VERSION 1.01



Welcome to Garage Smart!

This guide describes the visual elements that represent the Garage Smart visual identity system including logos, colors, typography, and design elements. Garage Smart is committed to quality and consistency in their brand design. That commitment can only be realized if each of us is committed to protecting the company's interests and maintaining correct usage of brand elements. Thank you for your cooperation in our goal.

SECTION 01 // LOGO USAGE

01. PRIMARY LOGO

PRIMARY LOGO

The primary logo should be the first option chosen for useage on any marketing material



PRIMARY LOGO

The Garage Smart logo should always have space around it, unless there is an associated product title attached to the logo as detailed in this guide. To maintain clear space, measure the height of the letter "G" and keep all design elements at least that distance from the logo.



02. SECONDARY LOGO // ALTERNATE LOGO

ALTERNATE LOGO

In some cases it may be appropriate to use this version of the logo. These decisions are at the discretion of the designer and are to be approved by the brand manager prior to release.

GARAGESMART

03. SECONDARY LOGO // LOGOS ON BLACK

PRIMARY LOGO ON BLACK

This version should only be used on top of a black background

The primary logo on a black background, featuring the word "GARAGESMART" in a bold, italicized sans-serif font. "GARAGE" is white and "SMART" is red. The text is enclosed within a white double-line border.

ALTERNATE LOGO ON BLACK

In some situations, it is appropriate to use this version of the logo on top of black backgrounds. These decisions are at the discretion of the designer and are to be approved by the brand manager.

The alternate logo on a black background, featuring the word "GARAGESMART" in a bold, italicized sans-serif font. "GARAGE" is white and "SMART" is red. The text is not enclosed in a border.

04. LOGOS WITH PRODUCT TITLE

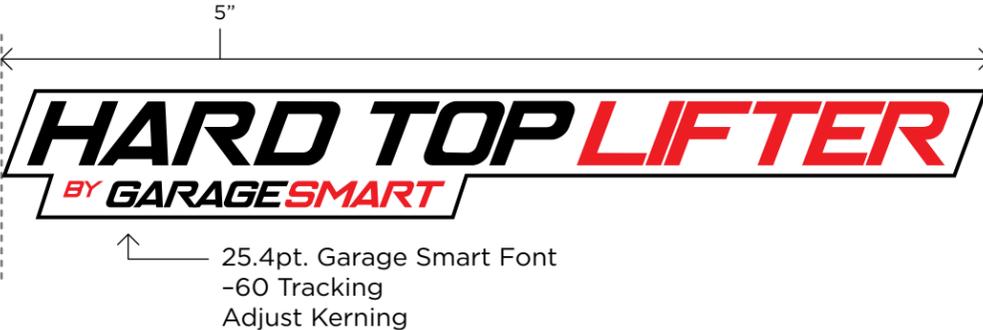
LOGOS WITH PRODUCT TITLE

The logos with product title are created by appending an angled box below the logo and placing the product title within it. The title box should always maintain its left alignment and should expand to the right to fit longer titles or to the left to fit shorter titles.



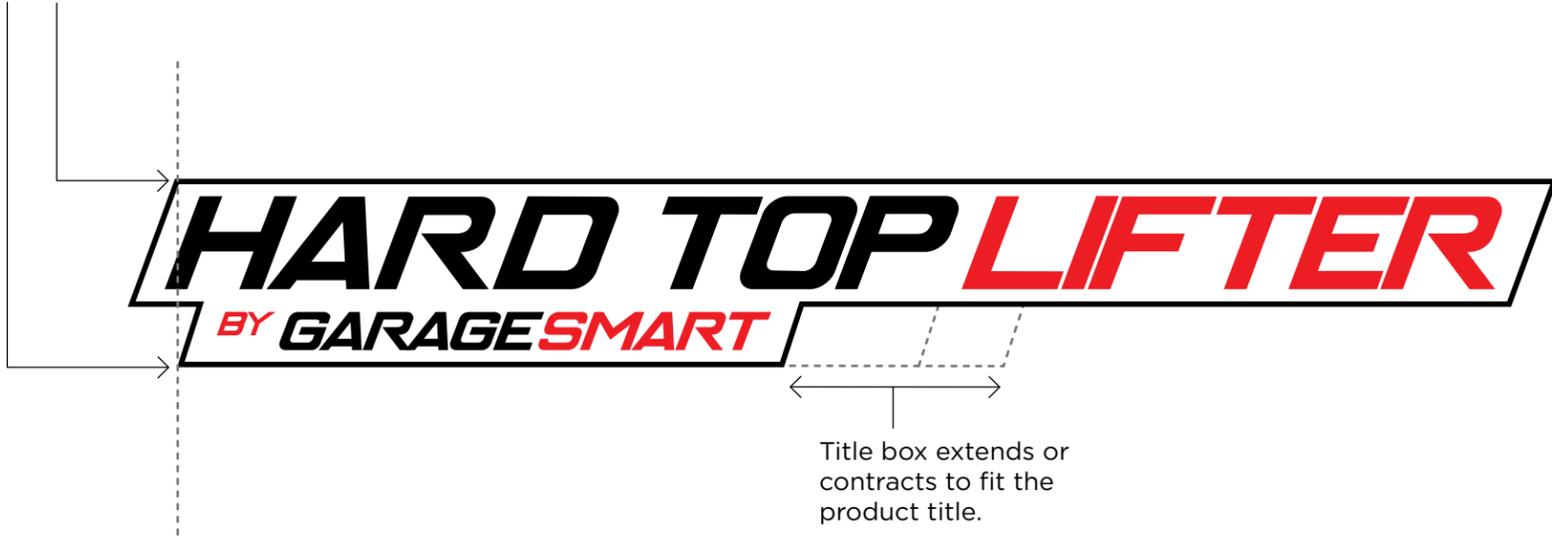
PRODUCT TITLE SIZING

The product title can vary depending on the product title length and usage. However, for consistency, a good proportional size to begin with is to set the Garage Smart logo to 5" wide and the product title to 25.4pt. Gotham Bold Italic with tracking set to -60. Letter spacing should then be kerned to ensure that no letters bleed together too tightly. After the logo is created it can be scaled up and down proportionally.



04. LOGOS WITH PRODUCT TITLE

These points consistently align on logos with product titles.



05. MINIMIZED LOGOS

MINIMIZED LOGOS

Wherever possible, one of the full logo versions should be used. However, in some circumstances where the full logo has been used in several places on one design piece (for example, on a packaging design) it may be appropriate to use the minimized logo as a subtle branding element.



06. LOGO DON'TS

DON'T OUTLINE LOGOS

Don't use strokes to outline the logo. This creates legibility and scaling issues that detract from the design. These types of logos were used in the early era of the brand and should be replaced with the approved logos in this style guide whenever possible.



06. LOGO DON'TS



Don't change colors of logo outside of approved versions.



Don't stack the logo or rearrange elements.



Don't stretch the logo.



Don't adjust the stroke weight. The stroke should always scale proportionally with the other logo elements.

06. LOGO DON'TS



Don't change the logo typography.



Don't rotate the logo.



Don't use the logo as text.

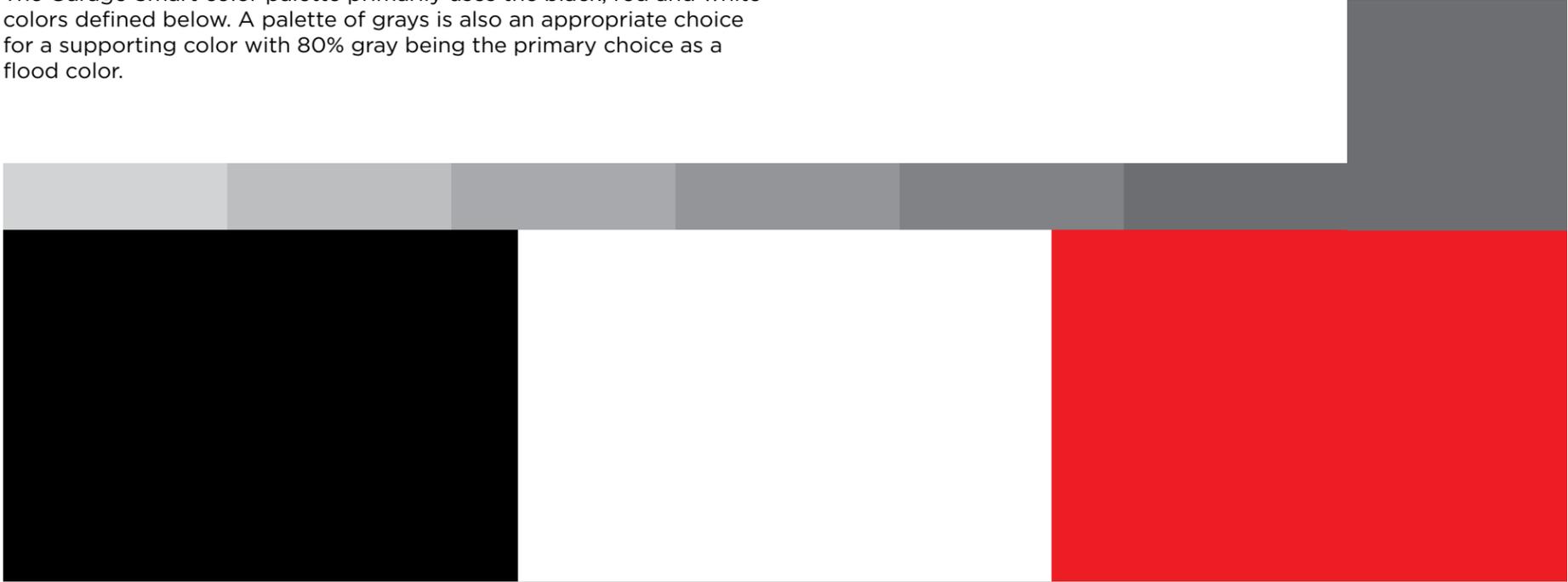


Don't add drop shadows to the logo.

SECTION 02 // COLORS & TYPOGRAPHY

07. COLOR PALETTE

The Garage Smart color palette primarily uses the black, red and white colors defined below. A palette of grays is also an appropriate choice for a supporting color with 80% gray being the primary choice as a flood color.



C: 88	R: 0	HEX:	C: 0	R: 255	HEX:	C: 0	R: 237	HEX:
M: 77	G: 0	000000	M: 0	G: 255	FFFFFF	M: 100	G: 28	ED1C24
Y: 72	B: 0		Y: 0	B: 255		Y: 100	B: 36	
K: 100			K: 0			K: 0		

08. TYPOGRAPHY

TYPEFACE

The typeface used in the logo is custom and should not try to be replicated within other typography used for the brand. Gotham is the approved typeface for the Garage Smart brand. The BOLD* and BOOK* weights are most commonly used, however other weights can be incorporated at the discretion of the designer and as approved by the brand manager.

LIGHT

Gotham Light

BOOK

Gotham Book*

MEDIUM

Gotham Medium

BOLD

Gotham Bold*

08. TYPOGRAPHY

GOTHAM

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
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SECTION 03 // DESIGN ELEMENTS

09. ANGLES

ANGLES

Angles are used throughout the brand to create visual energy. Angled boxes may be used with a solid color to hold content. They may also be used as an image container. All angles should be -20.4° (or 20.4°) as consistent with the angled logo box.



Garage Smart is an emerging technology company with over 10 years of experience in the robotics and mechatronics industry. Our founder, Jerome Miles, and team have designed products that will fundamentally change the way you experience and use your garage space through innovative solutions to overhead storage and everyday tooling needs.

Investments and resources, provided by Hall Labs, have allowed us to expand and develop new technology products, and our success has been made possible through their continued support. With an extensive list of patents and pending patents covering our innovative products, we continue to lead the industry in the development of smart garage products for your home.

In 2016, we set out to improve the MyLifter, and our other lifting products by adding a Jeep Hardtop Lifter to our product line. Continued improvements were also made to the existing My Lifter including a completely new look and a patented line feed mechanism which was developed to keep the line taut.

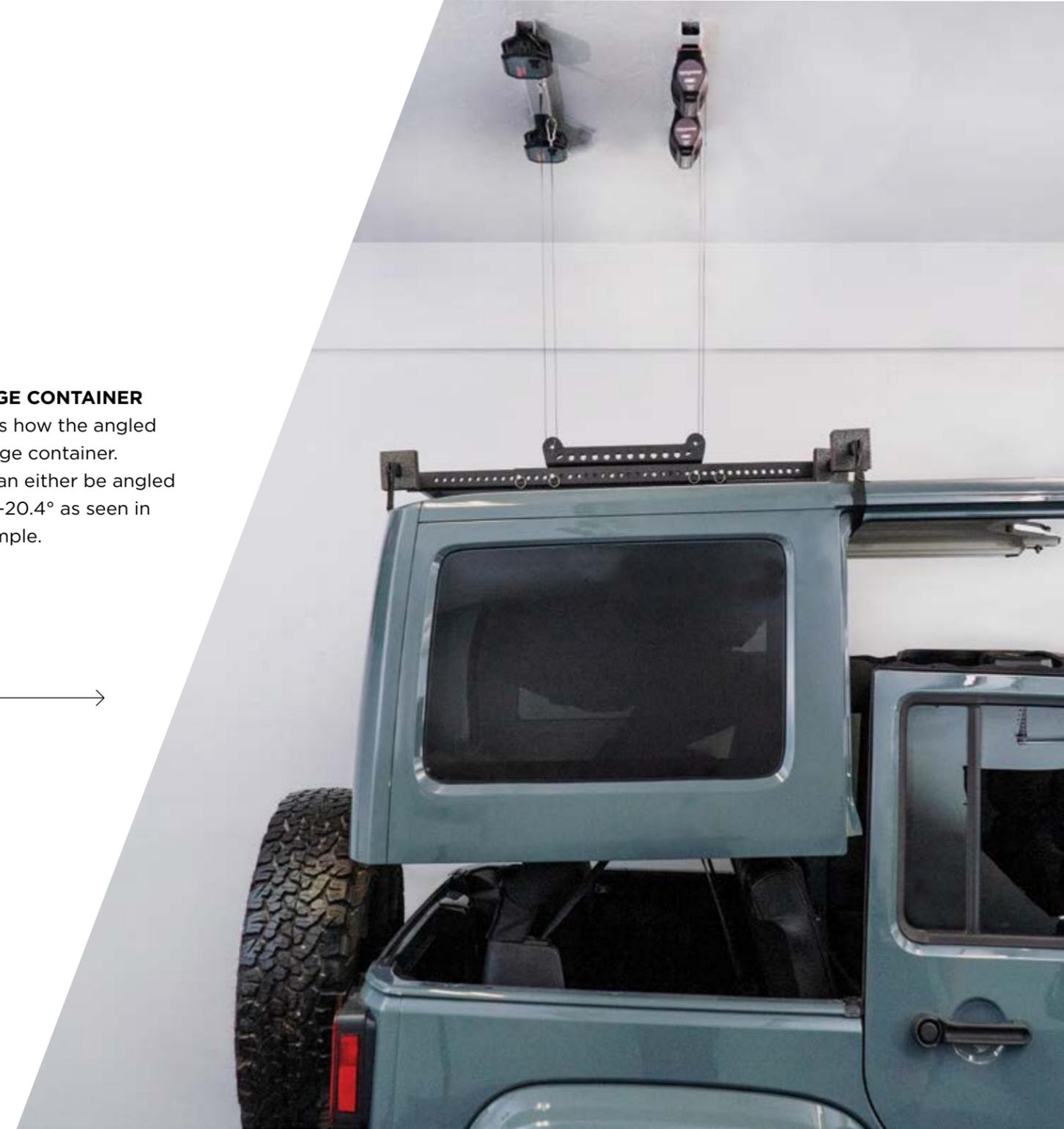
ANGLED BOX AS A CONTENT CONTAINER

This example demonstrates how the angled box can be used as a content container in nearly any marketing collateral design.



ANGLED BOX AS AN IMAGE CONTAINER

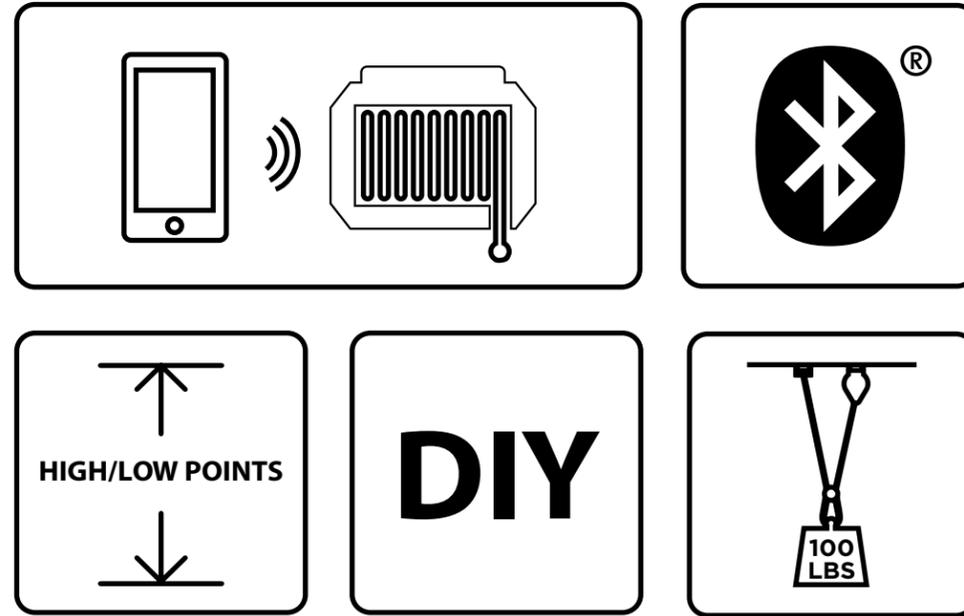
This example demonstrates how the angled box can be used as an image container. Please note that the box can either be angled at 20.4° (as seen here) or -20.4° as seen in the content container example.



10. ICONS

ICONS

Icons should be used in an effort to visually represent statistics and product details. All icons should be consistent in stroke weight and style to ensure brand consistency.



GARAGESMART