



See every bit, byte, and packet®

## Garland Technology

Style and Branding  
Guidelines



# LOGO

Ways to use our logo:

## Main logo

Please use the main logo (a) in full color CMYK for print and RGB for web.

- Always apply at least .5" of clear space around the logo on all sides.
- Logo size:
  - Web: minimum size 100px wide.
  - Print: minimum size 1" across.

## Alternate logos

• If the logo colors are not working with your design, use our black logo on light backgrounds, or our white logo on dark or high-contrast color. Use the version of the logo that will create the maximum contrast and legibility.

## Icon

• If the logo needs to be smaller than web-100px wide, or for social media profiles, please use the Garland "G" Icon.

## Product logos

• Product logos are only used on product. Use logo with URL on top of product and the logo without the URL on the front face.

MAIN LOGO



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ALTERNATE LOGO



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PRODUCT LOGO



"G" ICON



# COLOR

Our overall color palette emanates a bold and innovative company.

The colors are fresh, welcoming, down-to-earth, approachable and professional.

## Primary color

The primary color is green, which conveys optimism and possessiveness, showing balance and growth.

## Accent colors

The secondary palette is to be used sparingly to add visual differentiation and highlights in collateral and brand touchpoints.

## Primary color



### Garland Green

#48a046

RGB: 72, 160, 70

CMYK: 76, 12, 100, 1

## Accent colors

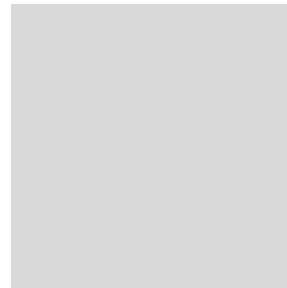


### Garland Dark Grey

#434343

RGB: 67, 67, 67

CMYK: 67, 60, 59, 44



### Garland Light Grey

#d9d9d9

RGB: 217, 217, 217

CMYK: 14, 10, 11, 0



### Garland Orange

#ff9842

RGB: 255, 152, 66

CMYK: 0, 48, 86, 0