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.
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.

Garland Green
#48a046
RGB: 72, 160, 70
CMYK: 76, 12, 100, 1

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