



VISUAL IDENTITY GUIDELINES

JANUARY 2014

Logo & Usage

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General Examples & Other Uses

LOGO

The logo design we developed was inspired by five elements. These elements were from our consultation with The Garage OTR as well as original ideas from The All Night Party.

- A corrugated garage door
- Green energy
- Power button
- Concrete floors
- The Garage OTR storefront
- The Segway Of Cincinnati logo
- The neon green found on the store's Big Ass Fan

We married all of these elements into one bold, easily recognisable, and simple primary logo, as well as a secondary horizontal logo.

PRIMARY LOGO:



VERSIONS:



HORIZONTAL LOGO:

THE **G**ARAGE
OTR



THE **G**ARAGE
OTR



THE **G**ARAGE
OTR



LOGO USAGE

DO...



...use the concrete textured logo more often than the solid green version



...use the non-textured logo if necessary for printing or general aesthetic reasons. Same applies to the horizontal version.



...use the horizontal version when the space requires it. When in doubt, use the icon version.



...expand the horizontal lines outward to infinity, but contact them no further than as shown here.

DO NOT...



...reverse the logo horizontally or rotate the "power button G."



...extend the gray "garage" bars from the logo. Bars can be used alone, and extended, but never from the logo itself.



...change the size relationship between the typeface and the gray "garage" bars when extending horizontally.

LOGO WITH SEGWAY OF CINCINNATI TAGLINE

As The Garage OTR moves forward with the rebranding, it will be important to reinforce the connection to Segway Of Cincinnati. As the roll-out happens, here is a suggested use of the tagline "Home of Segway of Cincinnati" within the new identity.



THE **G**ARAGE
O T R

Home of Segway of Cincinnati



COLORS

PRIMARY



C = 42 %
M = 0 %
Y = 96 %
K = 0 %

R = 161
G = 204
B = 64

#A1CC40

SECONDARY



C = 64 %
M = 56 %
Y = 55 %
K = 30 %

R = 86
G = 86
B = 86

#565656

TERTIARY

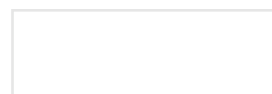


C = 62 %
M = 36 %
Y = 43 %
K = 6 %

R = 102
G = 102
B = 102

#698787

WHITE



COLOR USAGE

...use the colors in the following rough proportions



40%



25%

25%

10%

TYPOGRAPHY

PRIMARY FONT • MODERNA

Secondary Font - BentonSansCond-Book

Body font - Helvetica Neue Regular

FONT USAGE

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Subheader Type

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CREATING NEW VISUAL ELEMENTS:

In order to uniformly create visual elements for a variety of applications, the objects below are the essential tools of the visual brand and can be used to create a variety of patterns using some basic rules. This gives The Garage OTR a guide to create new elements as the need arises and allows The Garage OTR the ability to do this work in-house or outsource the work to other designers.

The Power G Button

*Should always appear in solid white in primary logo.



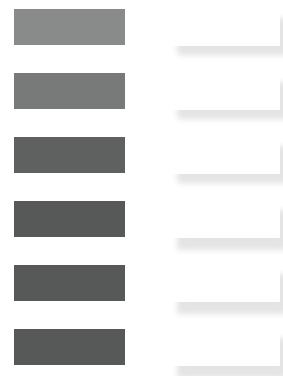
Concrete textures

*Because concrete is found in all garage floors and throughout The Garage OTR. Use concrete to add texture to the visual style.



“Garage” blocks

*Extend them to create the “garage door” effect, or use them to create notches in new visual elements.

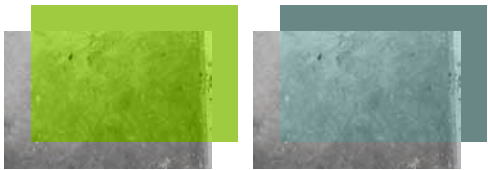


The Garage OTR colors



CREATING NEW VISUAL ELEMENTS... continued

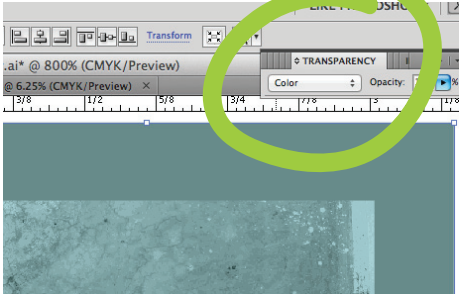
DO...



...create color overlays using GOTR Green, or Blue.



...create notched effects using the “garage blocks”.
...overlay both green and blue in proper proportions to add color variation.



...overlay the power logo (oversized at 50% transparency) to create curves and interesting backgrounds.

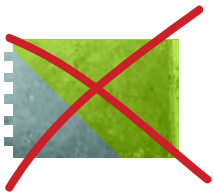


...adjust transparency %'s on overlays to subdue backgrounds and try different textured backgrounds. In this example, the overlays are at 50% and a corrugated garage door image is used for texture.

DO NOT...



...use the “garage blocks” in colors other than GOTR gray or plain white.



...set the color overlays at an angle.



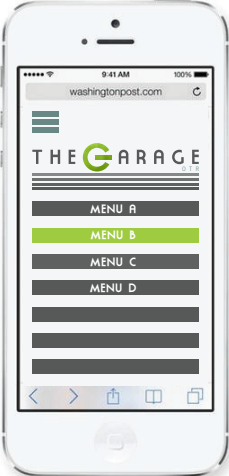
...set the gray bars at an angle.

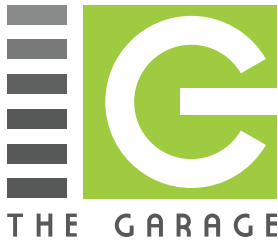
GENERAL EXAMPLES

MOCK-UP WEBSITE



MOCK-UP MOBILE WEBSITE





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BUSINESS CARDS



USING YOUR IDENTITY WITH OTHER BRANDS

The Garage OTR logo should always appear above other brands and at least 25% larger.

Other logos should be placed below in an amount equal to or greater than this space.



THE GARAGE
OTR



THE GARAGE
OTR



SEGWAY



SEGWAY



THE GARAGE
OTR

Other logos should be placed below in an amount equal to or greater than this space.



SEGWAY





theallnightparty.com

