



# Digital Brand Guidelines

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General

This Digital Brand Guidelines contains all the major tools and resources you will need to use the **Garage ID** digital regional identity and elements successfully.

Precise information, design rules and practical examples are contained in the following pages. Any brand or visual identity elements or asset not included in these guidelines is not recommended.

For artwork approvals and advice about using the brand identity, please contact [hello@garageid.com](mailto:hello@garageid.com)

# Logo

- 2.1 Overview
- 2.2 Which logo to use?
- 2.3 Logo size and clear space

The **GID** logo and colour are the vital basic elements of our visual identity.

Your commitment to ensuring they always appear as shown them here will protect the integrity of the **GID** brand name and create the best results.

## 2.2 Which logo to use?

We have three logo iterations for different representations: horizontal, stacked and isotype.

The horizontal logo consists of the words "GARAGE ID" in a bold, black, sans-serif font. The "I" in "ID" is lowercase and smaller than the other letters.

**GARAGE ID**

### Horizontal logo

Garage ID's sleek horizontal text logo, perfect for a clean and contemporary look. User-friendly approach, perfect for making a memorable impression in both digital and print contexts.

The stacked logo features the stylized "GID" icon in orange above the words "GARAGE ID" in black. The "I" in "ID" is lowercase and smaller than the other letters.

**GID**  
**GARAGE ID**

### Stacked logo

The stacked logo has been designed to accommodate applications insufficient room to use the horizontal logo version. All the standards for the horizontal logo apply to the stacked logo.

The isotype is the stylized "GID" icon in orange, consisting of a thick, rounded 'G' followed by a vertical bar and a 'D' with a vertical bar through its center.

**GID**

### Isotype

The symbolic or iconic part of the GID brand, the representation of the brand without the use of its full name.

## 2.3 Logo size and clear space

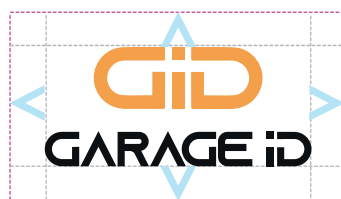
The logo is a precious visual element that needs a proper display size room to breathe. We can maximise visibility and impact simply by creating and protecting this invisible clear space around it. It is kept free of graphics, text and other marks. It also defines the minimum distance between the logo and the edge of the page.



100 px

### Logo size

Our logo always displays with a minimum 100 px width.



### Clear space

This is the minimum recommended clear space area and more space around the logotype will always aid visibility.

The clear space around our logo is equal to the letter A height in GARAGE ID.



# Colors












- 3.1 Overview
- 3.2 Color palette

**Garage ID** uses yellow, white and dark grey as primary and array of colors for secondary colors.

Used in combination, they are strong brand signifiers and fundamental to our identity. It's important they are only used on specific interfaces and applications so that they remain powerful and effective brand elements.

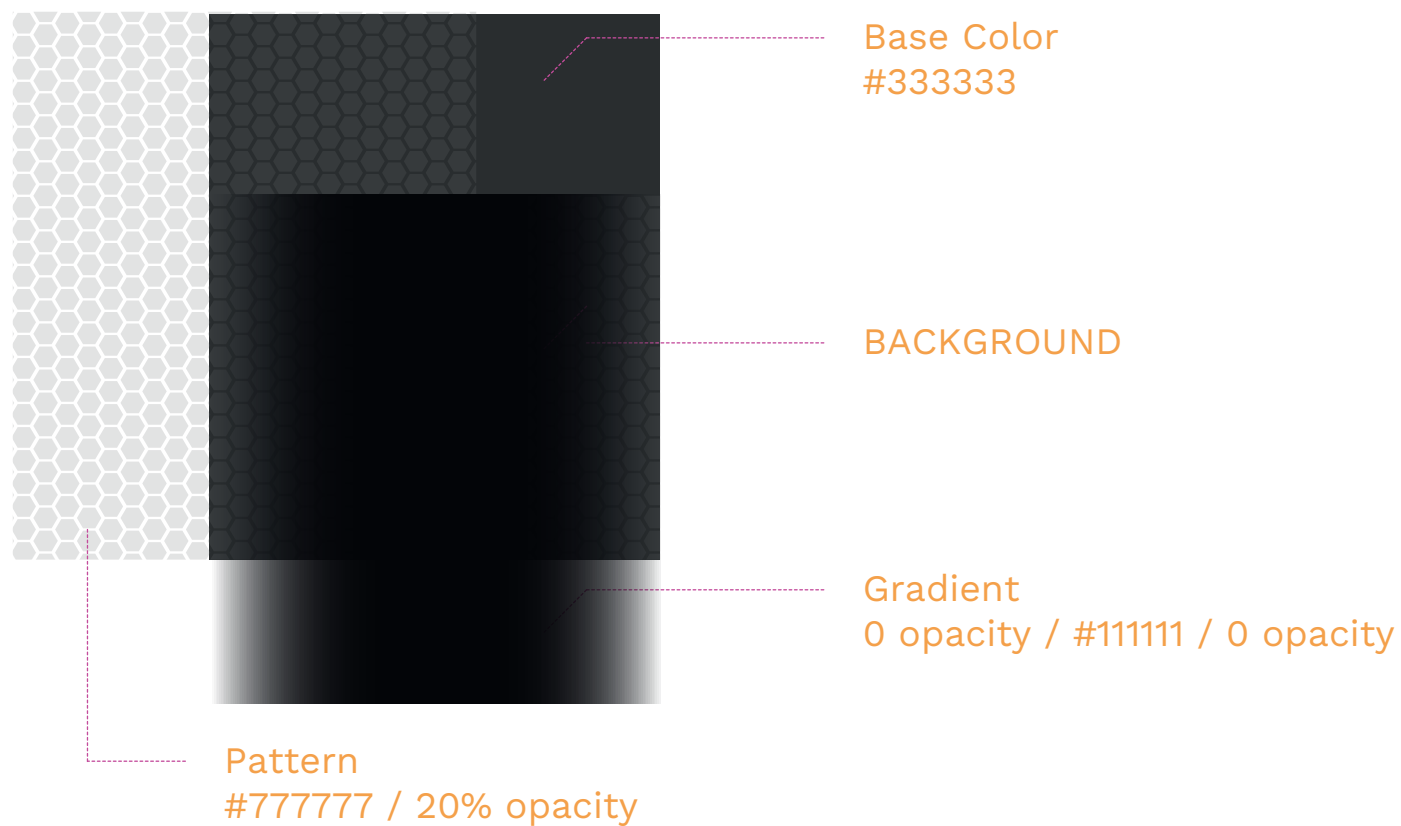
## 3.2 Color palette

Primary graphic and typographic elements such as menus, navigation bars, and headlines should always use the core colour palette where possible, as shown here. Hex colour references are provided to help you achieve accurate colour matching in on-line applications.

	<u>Main</u> R: 242 G: 162 B: 65 Hex: #f2a241		<u>Background</u> R: 119 G: 119 B: 119 Hex: #777777		<u>Red</u> Hex: #ff0000		<u>Green</u> Hex: #47ae4c
	<u>Light</u> Hex: #e6c87f		<u>Light</u> Hex: #b3b3b3		<u>Disabled Gray</u> Hex: #666666		<u>White</u> Hex: #ffffff
	<u>Dark</u> Hex: #734D1F		<u>Dark</u> Hex: #333333				
			<u>Gradient</u> Hex: #111111				

### 3.3 Background

We use a base color with a dynamic allure of a gradient overlay. This is further enriched by automotive-inspired pattern, creating a seamless and captivating backdrop that immerses the viewer in the world of cars and excitement.



# Typefaces

- 4.1 Overview
- 4.2 Digital fonts

Typography is fundamental to the **GID** distinctive brand identity. It is a powerful brand signifier in its own right, bringing personality and consistency to all communication and infusing everything it touches with the essential **GID** look and feel.

## 4.2 Digital font

Our primary typeface is WORK SANS, a modern font which has its own individual contemporary rounded characteristic. This is a neutral, clean typeface that have great clarity, legibility and could be used on a wide variety of applications and styles styles individually and together.

aA123

### Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Work Sans** is our primary typeface. Within screen applications it should be used for headlines, headings and large texts.

aA123

### Work Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

aA123

### Work Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## 4.3 Font Style

These are the features that different text styles should maintain, depending on the case.

rem: root em: 8px

**Subtitle (H2)**  
fontWeight: 300  
fontSize: 1.1rem

**Captions (H4)**  
fontWeight: 300  
fontSize: 0.75rem

**Title (H1)**  
fontWeight: 500  
fontSize: 1.5rem

**Captions (H4)**  
fontWeight: 300  
fontSize: 0.75rem

**Body (H3)**  
fontWeight: 300  
fontSize: 0.8rem

**Captions (H4)**  
fontWeight: 300  
fontSize: 0.75rem

**Captions (H4)**  
fontWeight: 300  
fontSize: 0.75rem

**Subtitle (H2)**  
fontWeight: 500  
fontSize: 1.1rem



# Grid system

- 5.1 Overview
- 5.2 Mobile grid

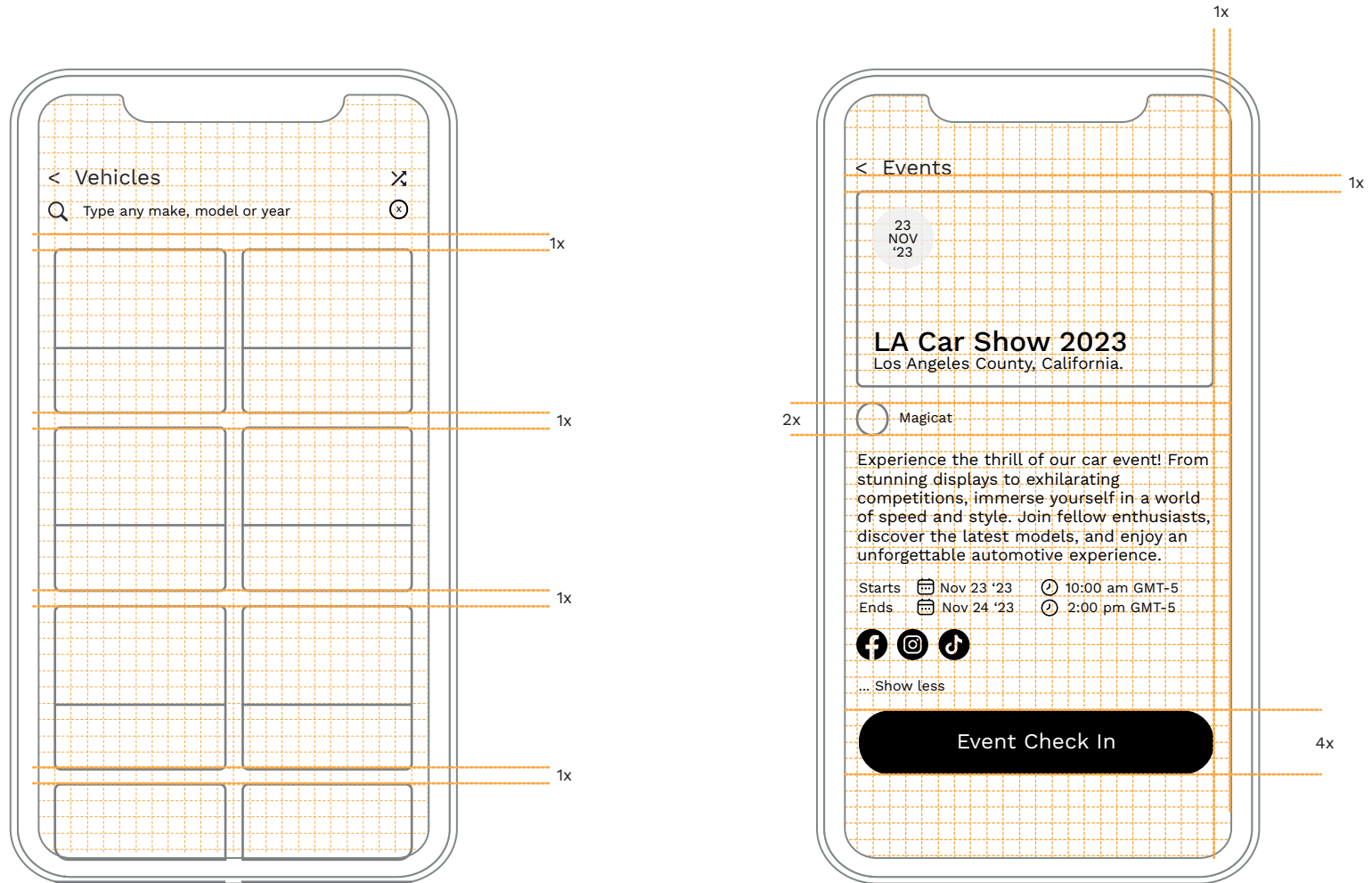
Using grids are fairly useful in web design.

They help designers to structure the page visually and are quite practical for developers who build templates and stylesheets.

Do this by providing cross-browser-tested and optimized preset column widths for you to set your content into.

### 7.5 Mobile grid system

We are using an 8px rem as the reference measurement.



# Iconography

- 6.1 User interface icons library
- 6.2 Icons background colors
- 6.3 Personalized Icons

Strong and vibrant iconography consistency needs to apply throughout all the GID digital applications. One way of achieving that is by following the same principles of categorisation.

## 6.1 User interface and navigation icons

User interface and navigation icons represent a program or command, file, directory or device. These icons are used across the GID digital scape, enhance the user experience and point users in the right, consistent direction when they want to undertake an actin.

We are using the Material Icons Library (outlined)- Material UI (<https://mui.com/material-ui/material-icons/>)

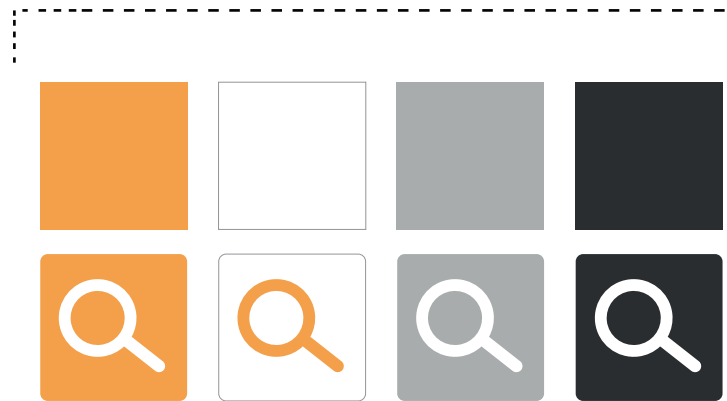
*@mui/icons-material includes the 2,100+ official Material Icons converted to SvgIcon components. It depends on @mui/material, which requires Emotion packages.*

Example of user interface and navigation icons style used below:

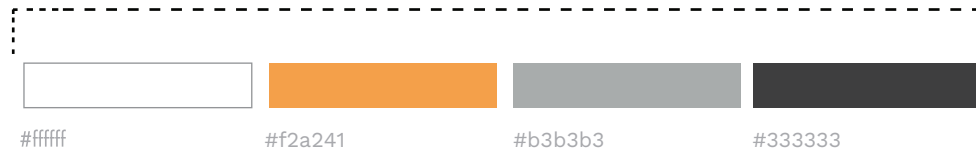


#### 6.2 Icon backgrounds: Colors

Backgrounds for user interface & navigation icons



Backgrounds for user interface & navigation icons



## 6.3 Personalized icons

We've created a set of special icons for various sections of GARAGE ID, such as vehicle upgrades and background images when no user-uploaded image is available.

### Upgrades icons:



*Body*



*Brakes*



*Engine*



*Lights*



*Suspension*



*Nitro*



*Sound*

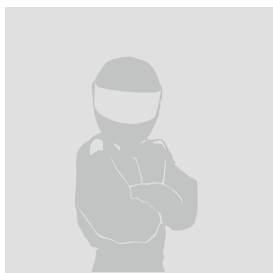


*Tires*

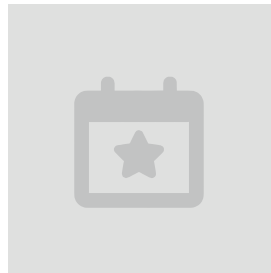


*More*

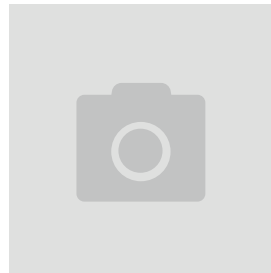
### No Image icons:



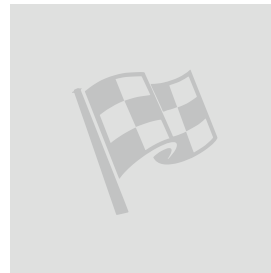
*No User Image*



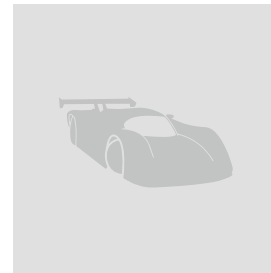
*No Schedule Image*



*No Image*



*No Event Image*



*No Car Image*



# Call to action - CTA

- 7.1 Minimum width and height
- 7.2 Color principles

To keep a consistency throughout GID environment, consistency in call to actions is required.

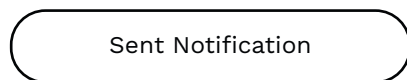
How a call to action is displayed, what color does it use, what font does it have, what is its minimum size, its behaviour state, all these questions need to be answered when designing a button.

## 7.2 CTA minimum width and height

Respecting the rules of minimum width and height will allow for a consistency regarding the display of CTA on Garage ID.

There are 3 different CTA buttons.

- CTA with only text.
- CTA with only icon.
- CTA with text and icon.



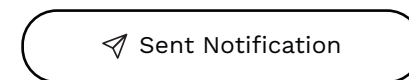
CTA with only text

Minimum 4x height  
Subtitle (H2)  
fontWeight: 500  
fontSize: 1.1rem



CTA with only icon

Minimum 4x height



CTA with text and icon

Minimum 4x height  
Subtitle (H2)  
fontWeight: 500  
fontSize: 1.1rem

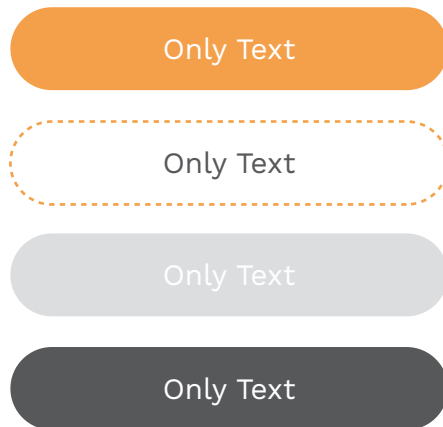
## CTA

Call to actions for user interface and navigation icons follow the same principles of Icons background explained earlier in the document.

Remember

- CTA color backgrounds follow the same principles of icons colors background.
- CTA have a 1px stroke.
- The color of the hover effect is the tone darker than the color of the background.

CTA with only text



CTA with only icon



CTA with text and icon





[www.garageid.com](http://www.garageid.com)