

GARANT PRODUCT DESIGN MANUAL

MARCH 2024

GARANT_COLOUR_WORLD

Steel blue or anthracite with orange accents establish the image of the GARANT product brand.

Rigorous compliance with the rules:

- generous use of the GARANT colours steel blue and anthracite
 - with selective orange accents,
 - the digits and the Higher Level line
- creates an unmistakable branding for the product.

Steel blue is the body colour for products.



CMYK: 100 / 55 / 0 / 80
RGB: 0 / 29 / 63
Pantone: 2767 C
Hexcode: 001D3F
RAL: 5011
HKS: 38

Anthracite is a further body colour for products in the ranges **workstations and storage** and **PPE**.



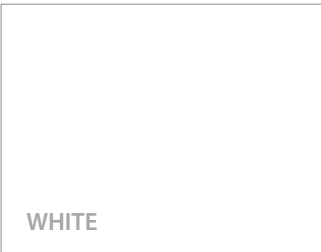
CMYK: 78 / 64 / 56 / 70
RGB: 36 / 41 / 45
Pantone: 433 C
Hexcode: 1D252D
RAL: 7016
HKS: 93

Orange is used for **accentuation**, for digits or for the Higher Level line.



CMYK: 0 / 65 / 100 / 0
RGB: 255 / 112 / 0
Pantone: 1585 C
Hexcode: FF7000
RAL: 2008
HKS: 7

White is the GARANT logo colour for prints on products.



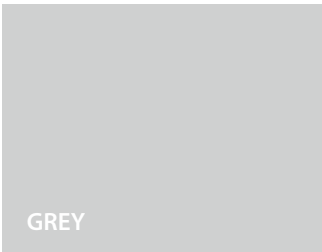
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
RAL: 9016
Hexcode: FFFFFFFF

Silver is used as a spot colour / highlight in printed matter and on the products (elements in stainless steel).



CMYK: 0 / 0 / 0 / 40
Pantone: 877 C
RAL: 9006

Grey is used sparingly as a colour in communications.



CMYK: 0 / 0 / 0 / 25
RGB: 210 / 210 / 210
Pantone: Cool Gray 2 C
Hexcode: D2D2D2

The colour reproductions in the overall CD manual are not true to the original. For this please use the standard Pantone and RAL colour cards.

BRANDING PACKAGING AND STORAGE BOXES_OVERVIEW

Use of logo on GARANT packaging: The main colour for the packaging is steel blue. The product label features the brand-specific orange colour as an accent.



Premium packaging on decorative cardboard boxes:

The packaging label position must be at the top left on the front face so it is easily legible when products are in storage.



GARANT adhesive tape:

Steel blue strong adhesive tape with a fine orange line and the GARANT logo repeated at a specific interval.



Transparent bag packaging:

The packaging label position must **always be at the top left** on the front face so it is easily legible when products are in storage.



Telescopic packaging:

Material colour grey. Positioning of the packaging label 5 mm offset parallel to the bottom edge of the lid.



Transparent telescopic packaging:

Positioning of the packaging label offset 5 mm parallel to the lower edge of the cover.



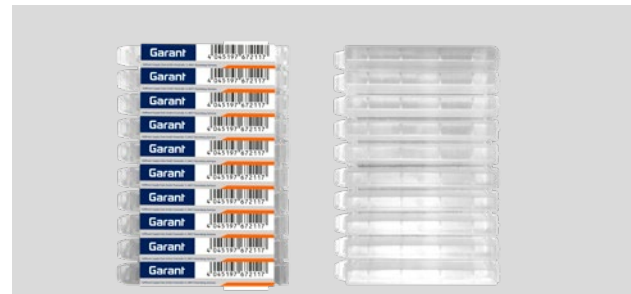
Decorative label:

Label for drill cases and modular boxes



Split packaging:

The sturdy, grey plastic packaging is made from 100 % recycled plastic (= recycles). The label size is customised here.



Split packaging transparent:


The sturdy, semi-transparent plastic packaging is made from made from 100% recycled plastic (= recycles). The label size is customised here.

BRANDING PACKAGING_PACKAGING LABELS_BASIC DESIGN

GARANT labels provide information concerning item numbers and quantities, and are pre-printed using **3-colour offset printing**.

The blank labels supplied to the label printer carry the trademark on a steel blue background. They provide a light grey background area for the label text. There is a white field provided for the barcode.

Layout



1

2

3

1 Produktnummer

2 Produktbezeichnung

3 Stückzahl

Colours

STAHLBLAU	ORANGE
CMYK: 100 / 55 / 0 / 80	CMYK: 0 / 65 / 100 / 0
RGB: 0 / 29 / 63	RGB: 255 / 110 / 0
Pantone: 2767 C	Pantone: 1585 C
GRAU	Pantone: Pantone CoolGray 2

Product designation

From label size G2 the item designation is in two languages (D/EN). The product designation must be short and concise. Due to the small label size, label size G1 does not feature a product designation.

The labels are pre-printed using 3-colour offset printing. The colours orange (Higher Level line), steel blue (logo background) and grey (labelling background).

BRANDING PACKAGING_PACKAGING LABELS

Labels – horizontal style

G1 (size 1: 48 × 10 mm)

"Art. No.": Arial, 5 pt
Prod. No.: Arial Bold, 5 pt



G2 (size 2: 63 × 24 mm)

"Art. No.": Arial, 6 pt
Prod. No.: Arial Bold, 11 pt
Prod. designation: Arial, 6 pt
Quantity: Arial Bold, 6 pt



G3 (size 3: 93 × 36 mm)

"Art. No.": Arial, 8 pt
Prod. No.: Arial Bold, 16 pt
Prod. designation: Arial, 8 pt
Quantity: Arial Bold, 8 pt



Labels – vertical style

G4 (size 4: 30 × 44 mm)

"Art. No.": Arial, 6 pt
Prod. No.: Arial Bold, 11 pt
Prod. designation: Arial, 6 pt
Quantity: Arial Bold, 6 pt



G5 (size 5: 60 × 93 mm)

"Art. No.": Arial, 10 pt
Prod. No.: Arial Bold, 19 pt
Prod. designation: Arial, 10 pt
Quantity: Arial Bold, 10 pt



BRANDING PACKAGING_TELESCOPIC SLEEVES

NEW: In future, all plastic packaging must be made of 100 % recycled plastic (= recycles).

Version 1

Plastic packaging in grey
(no defined RAL colour, results from
the plastic from the plastic mixture),
matt surface.



Version 2

Transparent Plastic packaging
in transparent, matt surface.



Positioning of the packaging label:
offset 5 mm parallel to the lower edge of the cover.

BRANDING PACKAGING_DRILLS AND MILLING CUTTERS

NEW: In future, all plastic packaging must be made of 100% recycled plastic (= recyclates).

Version 1: gray

Plastic packaging in grey (no defined RAL colour, results from the plastic mixture), matt surface.



For marking the products with multi-coloured labels, laser graphics is the preferred process.

Version 2: transparent

Transparent Plastic packaging in transparent, matt surface.

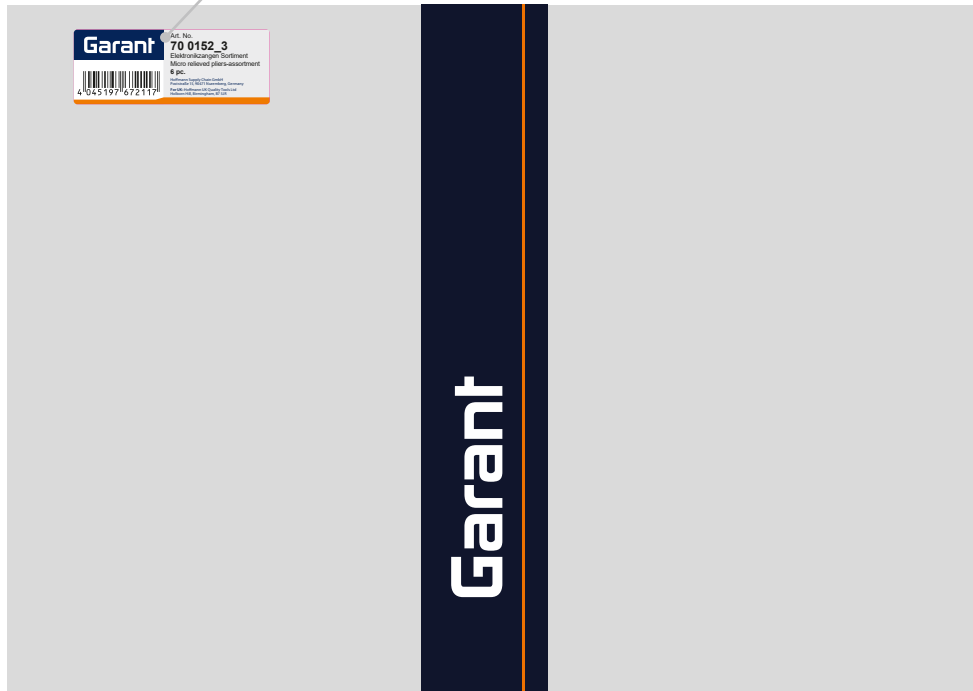


BRANDING SECONDARY PACKAGING_STANDARD CARDBOARD BOXES

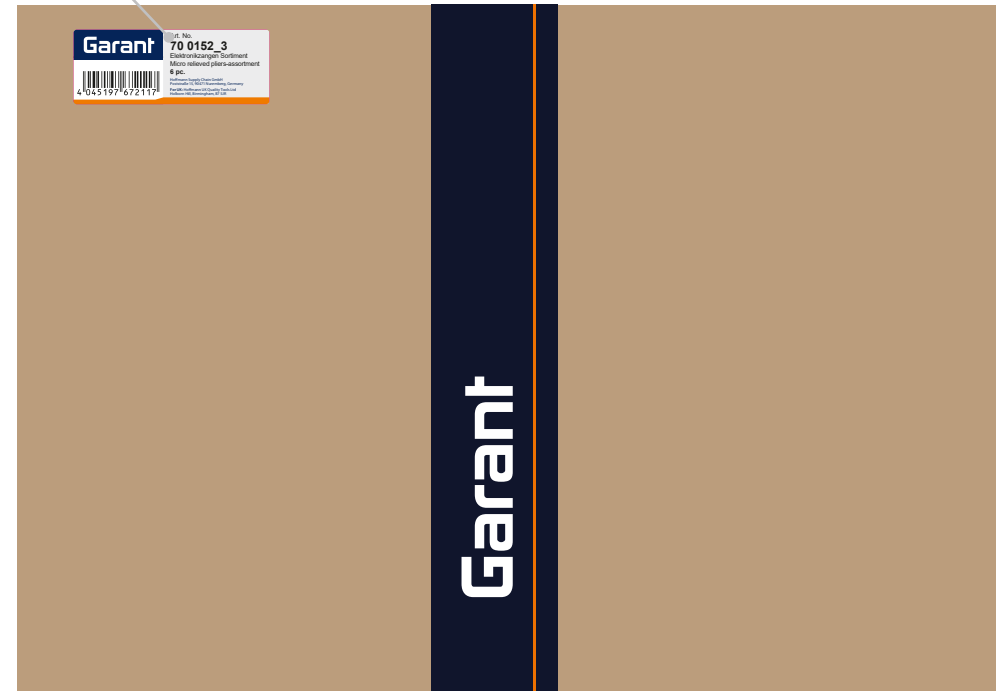
GARANT packaging tape offers a branding alternative to premium packaging and the use of a premium label.

GARANT adhesive tape is used in conjunction with standard cardboard boxes.

The GARANT product label is applied at the **top left**, so that it is easily legible on stored items.



Example cardboard boxes: grey



Example cardboard boxes: natural

The adhesive must be: parallel to the edge, symmetrical to the edge of the cover and free of creases. The tape ends are rectangular and cut cleanly.

CONTACT

**If you have any questions about the product design,
please contact Arne Langer (Senior Brand Manager).
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