Garant

GARANT
PRODUCT DESIGN
MANUAL

MARCH 2021

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.

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

Orange is used for **accentuation**, for digits or for the higher-level line.

White is the GARANT logo colour for prints on products.

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

Grey is used sparingly as a colour in communications.

STEEL BLUE	ANTHRACITE	ORANGE	WHITE	SPECIAL COLOUR SILVER	GREY
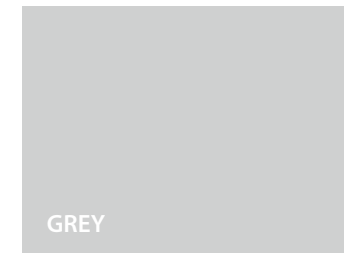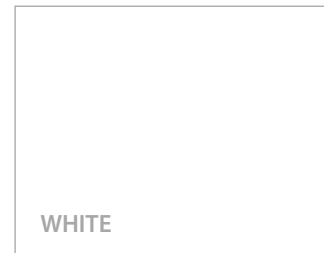
CMYK: 100 / 55 / 0 / 80
RGB: 0 / 29 / 63
Pantone: 2767 C
Hex code: 001D3F
RAL: 5011
HKS: 38

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

CMYK: 0 / 65 / 100 / 0
RGB: 255 / 110 / 0
Pantone: 1585 C
Hex code: FF7000
RAL: 2008
HKS: 7

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
RAL: 9016
Hex code: FFFFFF

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

CMYK: 0 / 0 / 0 / 25
RGB: 210 / 210 / 210
Pantone: Cool Gray 2 C
Hex code: 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 REPACKAGING AND STORAGE BOXES_OVERVIEW

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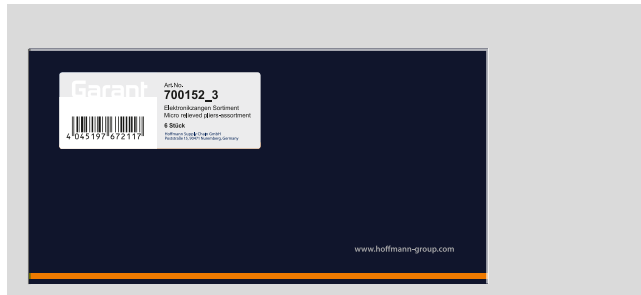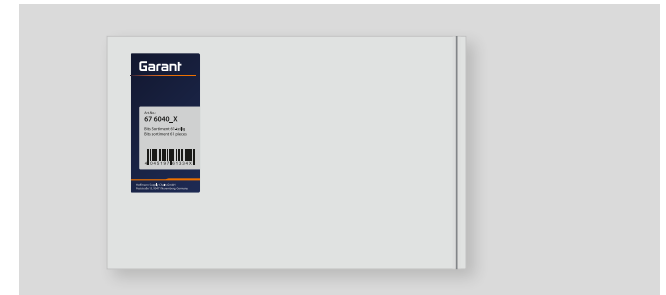

Premium packaging on decorative cardboard boxes:
The packaging label position must be at the top left on the front face so it is easily legible when products are in storage.
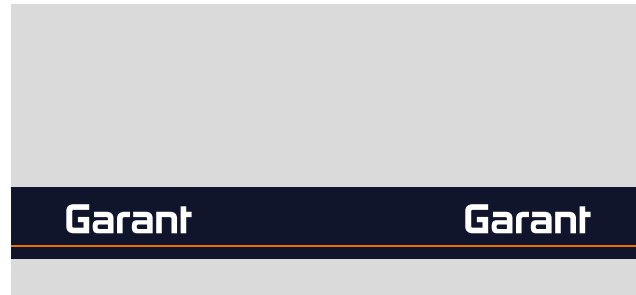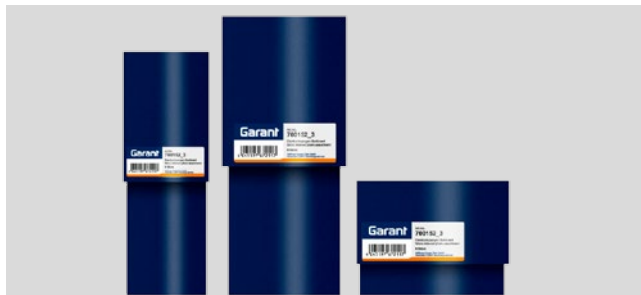

GARANT adhesive tape:
steel blue strong adhesive tape with a fine orange line and the GARANT logo repeated at a specific interval.

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 steel blue RAL 5011. Positioning of the packaging label offset 5 mm parallel to the lower edge of the cover.

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, partially-transparent plastic packaging should ideally be steel blue RAL 5011 in colour. The label size is adapted to suit.

BRANDING REPACKAGING_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	Produktnummer
2	Produktbezeichnung
3	Stückzahl

Colours

The labels are pre-printed using 3-colour offset printing. The colours orange (higher-level line), steel blue (logo background) and grey (background area for the legend).

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.

BRANDING REPACKAGING_PACKAGING LABELS

Labels – horizontal style

G1 (size 1: 48 × 10 mm)

"Item No.": Arial, 4 pt
Prod. no.: Arial Bold, 6 pt

G2 (size 2: 63 × 24 mm)

"Item No.": Arial, 6 pt
Prod. no.: Arial Bold, 11 pt
Product designation: Arial, 6 pt
Quantity: Arial Bold, 6 pt

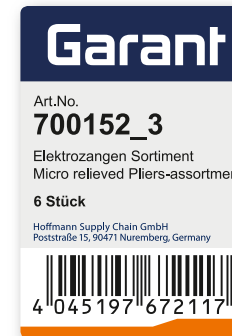**G3** (size 3: 93 × 36 mm)

"Item No.": Arial, 8 pt
Prod. no.: Arial Bold, 16 pt
Product designation: Arial, 8 pt
Quantity: Arial Bold, 8 pt

Labels – vertical style

G4 (size 4: 30 × 44 mm)

"Item No.": Arial, 5.5 pt
Prod. no.: Arial Bold, 11 pt
Product designation: Arial, 6 pt
Quantity: Arial Bold, 6 pt

G5 (size 5: 60 × 93 mm)

"Item No.": Arial, 10 pt
Prod. no.: Arial Bold, 19 pt
Product designation: Arial, 10 pt
Quantity: Arial Bold, 10 pt

Garant
Art.No. **700152_3**
5 pieces
4 045197 672117
Hoffmann Supply Chain GmbH
Poststraße 15, 90471 Nuremberg, Germany

Garant
Art.No.
700152_3
Elektronikzangen Sortiment
Micro relieved pliers-assortment
6 Stück
4 045197 672117
Hoffmann Supply Chain GmbH
Poststraße 15, 90471 Nuremberg, Germany

Garant
Art.No.
700152_3
Elektronikzangen Sortiment
Micro relieved pliers-assortment
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BRANDING REPACKAGING_TELESCOPIC SLEEVES

1st choice

Plastic packaging in steel blue RAL 5011,
Matt surface.

2nd choice

Transparent plastic packaging
with matt surface.

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

BRANDING REPACKAGING_DRILLS AND MILLING CUTTERS

1st choice

Plastic packaging in steel blue
RAL 5011,
Matt surface.

2nd choice

Transparent plastic packaging
with matt surface.

BRANDING REPACKAGING_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.
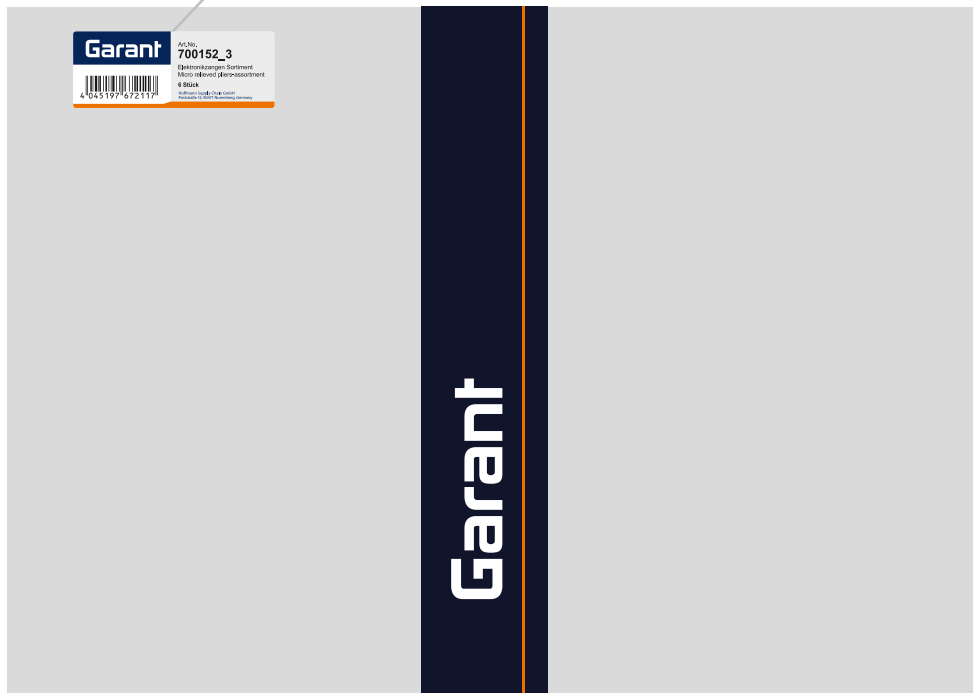
Example cardboard boxes: grey
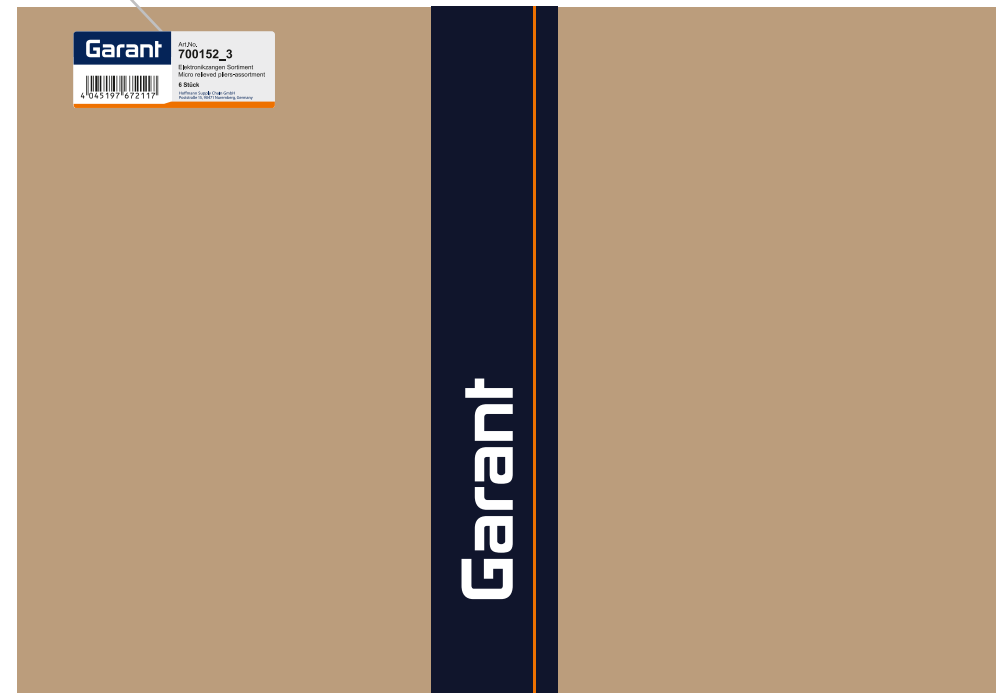
Example cardboard boxes: natural

The adhesive tape 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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