

# Garmin Brand Guidelines

September, 2006



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This brand guide will provide information about the Garmin brand, advice on how to communicate our values, and instructions on how to properly implement our corporate i.d. in communication materials.

Every brochure, every piece of media or correspondence is an opportunity to reinforce and build awareness in our brand.

This document was created to assist you in creating communications that are consistent, and reinforce Garmin's image in the marketplace.

A logo is a symbol that carries meaning from the countless interactions with the public. It acts as a signature for our company, and is regarded as a business asset.

When a product carries the Garmin name, the customer is at ease, assured that the product has been manufactured with the highest quality materials and construction, and will serve them well for years to come—in essence the logo becomes a promise to our customers.

## Brand Landscape

Garmin is emerging as a leading brand in the category of navigation products. As such, it is crucial that the Garmin brand is communicated consistently so that each interaction with the brand builds on all previous interactions.

## Brand Communication

### **Brand Attributes:**

Garmin's approach to product development, and business practices are based on certain fundamental attributes.

**Quality:** our vertical integration was adopted to provide for the highest quality possible, and allow us to maintain the most demanding quality control.

**Innovation:** creating the most innovative products in the category is critical to providing products that create value for our customers. Vertical integration also contributes to our flexibility in providing new and unique product solutions.

**Value:** Garmin's ultimate goal is to provide value to our customers, and the value of our brand lives and dies with their experience with our products.

**Service:** our products are developed to be of service to others, and this attitude is a guiding principle in our relationships with employees, partners and customers. To serve others is a key element in our corporate persona.

**Visual Language:**

The way we visually portray the Garmin lifestyle, products and brand should always reinforce our brand attributes.

All visual communication—photography, illustration, printing, product design, interface design—should be of the highest quality possible, and should be carefully chosen to reinforce our image as a leading provider of quality products.

Utilizing unique visual solutions to communications projects and product design helps to reinforce our goal of developing the most innovative products in the category.

By communicating efficiently, without superfluous ornamentation or design, we communicate value to our customers. Also, by utilizing efficiencies in all aspects of production, our organization, and our customers will benefit by receiving the best product and true value.

Our communications should enlighten and inform our customers. In that way, we provide a service to them.

**Brand Voice:**

The brand voice gives a tone and manner to our communications, and goes beyond *what* our communications say to *how* we say it. Through consistency in voice, our communications reinforce our brand attributes.

Our products are meant for people who are active. Our copy should reinforce this fact and should always be active in tone. Verbs are preferred over adjectives, and our focus is always on how Garmin helps our customers *do* what they desire.

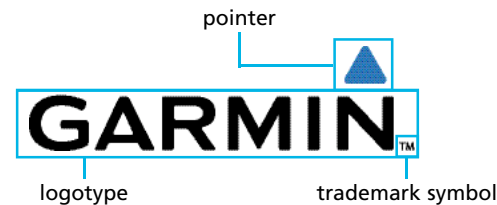
In the interest of quality, value and service, our communications should be clear, educational and useful. Our copy should never be flamboyant or frivolous, and should never promote by demeaning or ridiculing others. It should also be confident, assured and unafraid in the face of a changing market, new technology or competition.

Our communications should be insightful, confident and relate to our customer and the benefit our products bring to their lives.

### Elements:

Our logo consists of three elements:

- 1 - the pointer
- 2 - the GARMIN logotype
- 3 - the trademark symbol



### Size:

The size of our logo is a critical factor in communicating our brand properly and consistently. Just as a logo that is too small diminishes the impact, a logo that is too big, can imply a lack of quality and refinement, as well as diminishing its impact.

Our logo should never be used so small that it is illegible.  
(minimum size for our logo is 1 inch horizontal)



Our logo should never be used so large that it overpowers surrounding elements and the overall communication piece.

### Clear Space:

A clear space equal to the height of the Garmin logotype is the minimum area that must remain clear on the sides and bottom of the logo. A clear space equal to one half the height of the logotype is the minimum area that must remain clear above the logo. This neutral zone assures proper emphasis to our logo, and assists in its easy identification.



**Logo colors:**

There are three approved colors for the Garmin logo:

1 - Garmin blue (pms 285)

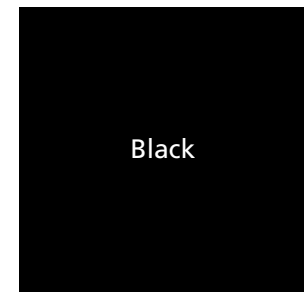
2 - black

3 - white

PMS 285 CMYK equivalent Cyan=91% Magenta=43% Yellow = 0% Black - 0%

PMS 285 RGB equivalent Red=0 Green=119 Blue=212

Production of the Garmin logo or pointer graphic in any colors aside from these three approved colors must be approved by Garmin's Marketing Communications department.



**Approved Logo Forms:**

Our new logo can be used in eight different forms:

**GARMIN.**

**GARMIN.**

Logotype only in white or black:

**GARMIN**▲™

**GARMIN**▲™

Logotype and pointer graphic in solid black, or white:

**GARMIN**▲™

**GARMIN**▲™

Logotype in black or white, pointer graphic in PMS 285 blue:

**GARMIN**▲™

**GARMIN**▲™

Logotype in black or white, pointer graphic in Garmin blue gradation:

**Approved Logo Forms:**

The pointer graphic is approved to be used by itself in four different forms.



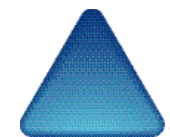
1) Solid Black:



2) Solid White:



3) Solid PMS 285:



4) Garmin Blue Gradation:

*(Due to critical color matching and technical requirements, the graduated versions of the logo and pointer graphic are reserved for use only through special request from Garmin's Marketing Communications Department.)*



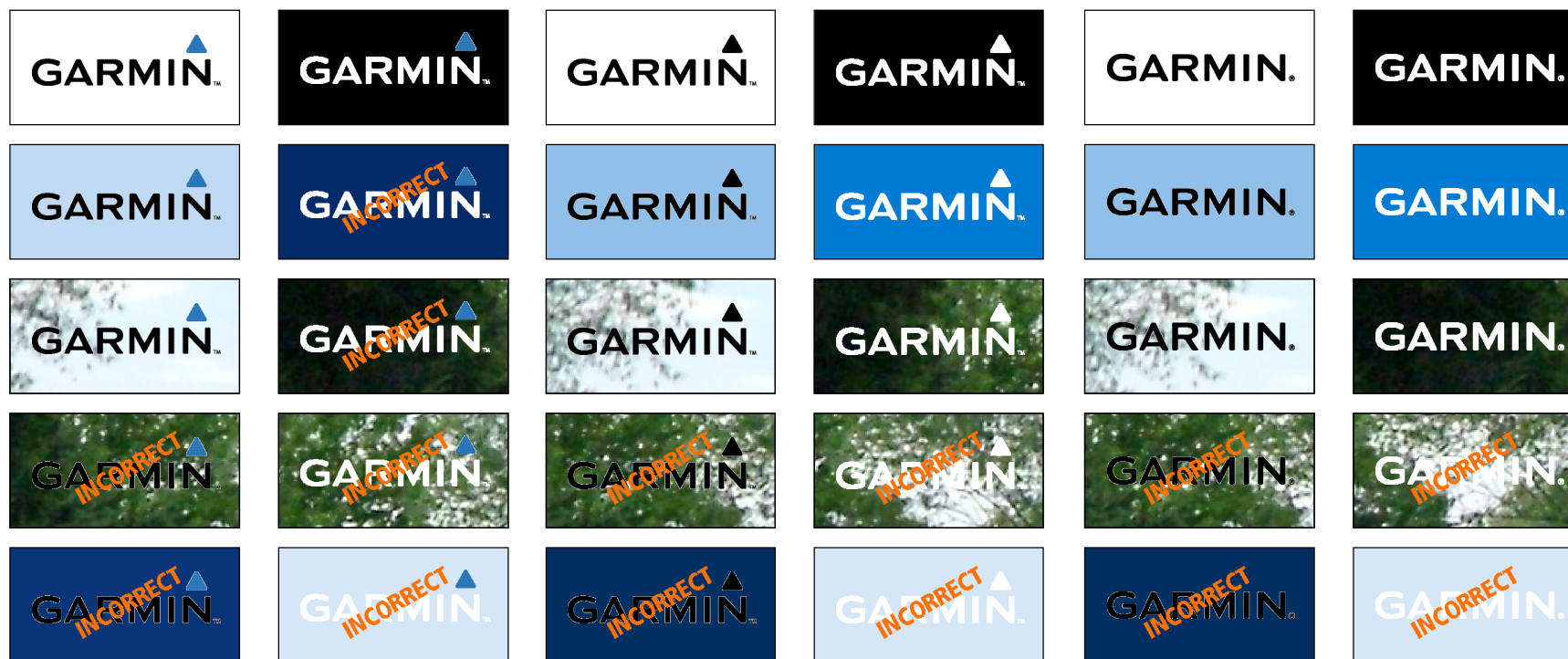
### Logo Background:

In most instances, the Garmin logo should appear as black with solid PMS 285 triangle on a light background, or reversed white type and solid PMS 285 triangle on a dark background.

It is acceptable to put a Garmin logo on a photographic background as long as there is suitable contrast for the logotype and pointer graphic to stand out and be readily identifiable. Again, the black logo should be used over a light photographic background, and the reverse white logo should be used over a dark photographic background.

Following are examples of acceptable and unacceptable applications.

*(as you can see, the white logotype with blue triangle should only be used on a very dark (black) background.  
Any other use of this logo must be approved by Garmin's marketing communications department)*



## Correct Usage:

The Garmin logo must never be modified by the addition of a division or group name or any designation that implies endorsement. At this point in time, there is no approved slogan or tagline, and there is no approved usage for a slogan or tagline to be used in conjunction with the Garmin logo. Any slogans or associated information must remain outside of the free space indicated on page 4.

### Garmin divisions or sub category designations:



*The Garmin logo must not be combined with a division or department name within the designated free space.*

### Associated organizations or partner organizations:



*The Garmin logo must not be integrated with another company's name.*

### Garmin logo in conjunction with slogan or tagline:



Using the Garmin name in text:

The new **GARMIN** interface design...

*The Garmin logo must not be placed within a sentence.*

The new **GARMIN** interface design...

*The name "Garmin" must not be set in all caps when used as part of copy.*

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ACCEPTABLE

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The new Garmin interface design...

*When placed in a sentence Garmin should appear in the same typeface, and at the same size as the surrounding copy in initial-cap form.*



*The Garmin logo may not be condensed.*



*The Garmin logo proportions may not be altered.*



*The size relationship between the Garmin logotype and the pointer graphic must not be altered.*



*The pointer graphic may not be altered or rotated*



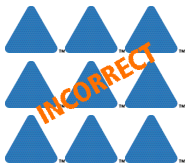
*The pointer graphic may not be repositioned.*



*The pointer graphic may be used by itself, but must be used to represent Garmin, and as such must not be used solely as a decorative element. It must not be rotated from 0° and it must not be used in part or in a screen of the approved colors of black, white or PMS 285.*



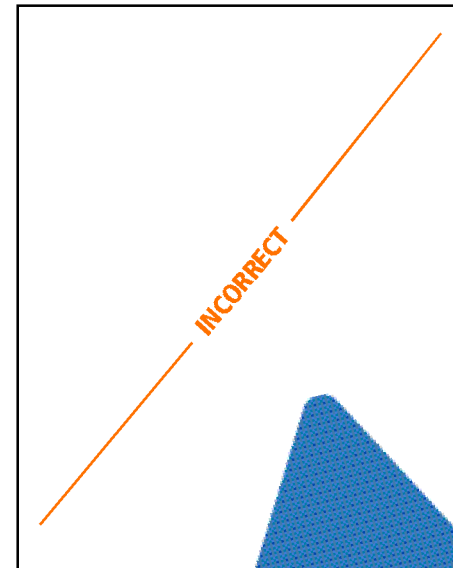
*The pointer graphic must not be used in part or at any angle other than 0°.*



*The pointer graphic must not be used as a decorative element or pattern element.*



*The pointer graphic may not be used separate from the logotype when on the same page*



*The pointer graphic may not be used as a decorative element on a page.*

### Correct Usage:

Consistent presentation of our corporate I.D. is critical to maintaining a quality image in the marketplace. Our signature mark, which consists of the Garmin logotype and the shaded blue pointer, has been precisely crafted to enhance our brand presentation.

As such, it's usage will be restricted, and only authorized by specific request of Garmin's Marketing Communications department.



## Typography:

Our corporate typeface has been chosen to represent our company and brand in a manner that is consistent with our corporate image. Allowances have been made to accommodate computer-oriented communications as well as printed communications.

## Typography for print:

We have one approved type family for use in printed promotional materials, and two approved typefaces for internal and corporate communications.

For promotional materials, the approved type family is Frutiger:

Frutiger Light  
Frutiger Light Italic  
Frutiger Roman  
Frutiger Italic  
Frutiger Bold  
Frutiger Bold Italic  
Frutiger Black  
Frutiger Black Italic

Frutiger Light Condensed  
Frutiger Condensed  
Frutiger Bold Condensed  
Frutiger Black Condensed

## Typography:

Our corporate typeface has been chosen to represent our company and brand in a manner that is consistent with our corporate image. Allowances have been made to accommodate computer-oriented communications as well as printed communications.

## Typography for electronic and interactive media:

For online, internal and corporate materials, the approved type family is also Frutiger. When Frutiger is not available, or proves substandard due to display usage, Arial is the preferred substitute.

Frutiger Light

*Frutiger Light Italic*

Frutiger Roman

*Frutiger Italic*

**Frutiger Bold**

***Frutiger Bold Italic***

**Frutiger Black**

***Frutiger Black Italic***

Frutiger Light Condensed

Frutiger Condensed

**Frutiger Bold Condensed**

**Frutiger Black Condensed**

Arial

**Arial Black**

Arial Narrow

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**CONTACT INFORMATION:**

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