



 Doorange



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"Doorge" born from the combination of "door" and "garage", evoking the key words of the product: Garage door.

It is strong enough to get into people's mind. It's easy to remember!

Everybody will identify the brand with the kind of product we are talking about.

"Doorge" is a unique and exclusive name that permeates and interprets the product, but manages to transcend it and become independent.

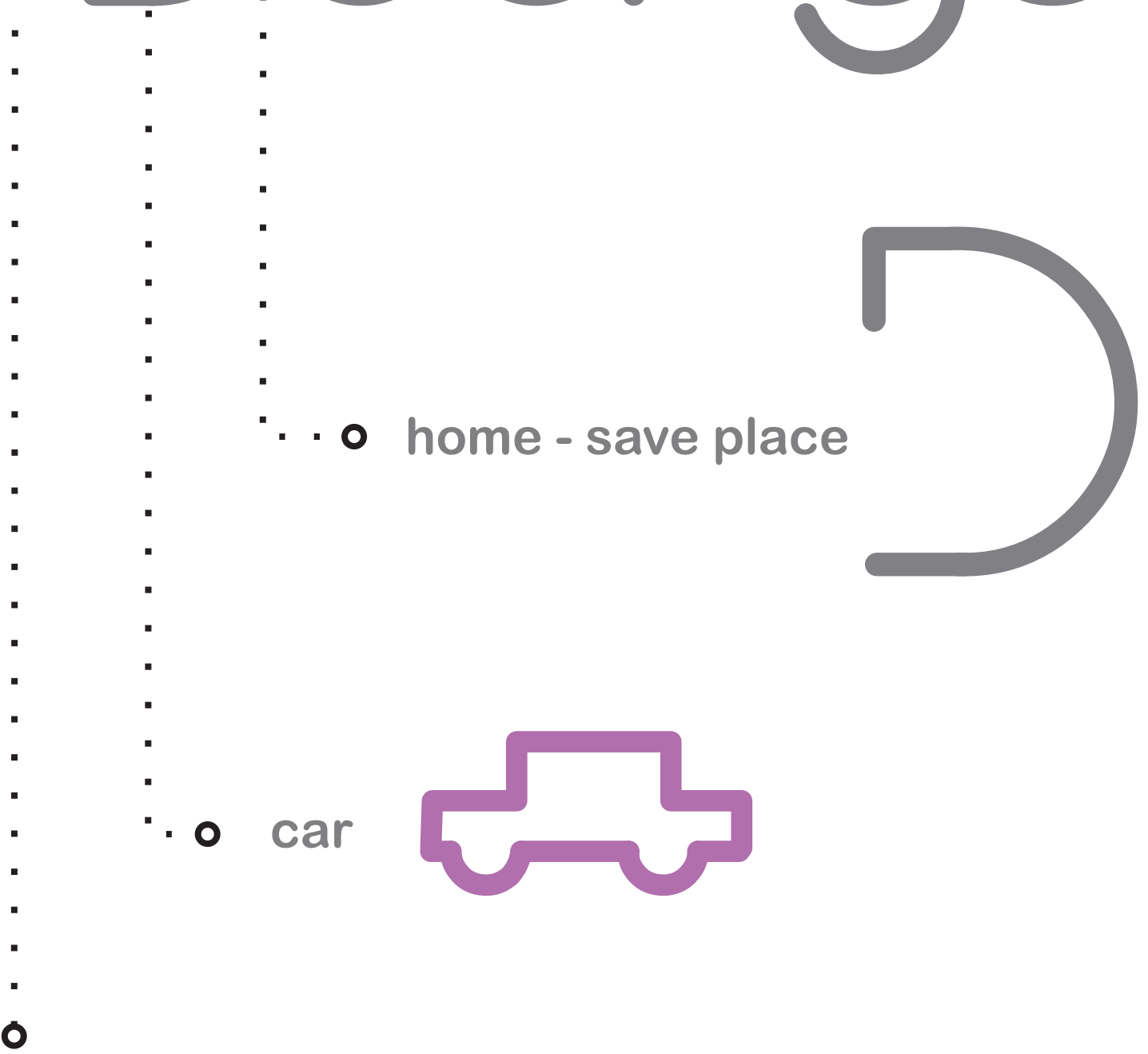
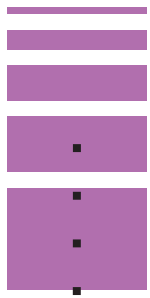
The idea was to make direct reference to the product. Analyzing the logo we can interpret it like a 'side cut' view of a garage.

Using horizontal bars to represent the door, an especial pattern that repeats in all the garage doors.

The letter D of Doorge with an open space simulates a garage, a house...you are at home.

And a little and simple car makes a direct allusion to the main purpose of the product: protect your car safely.

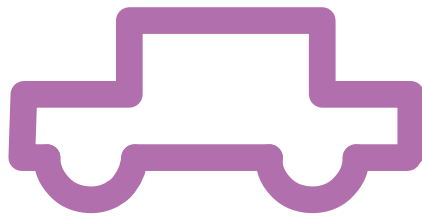
Doorage



• • ○ home - save place

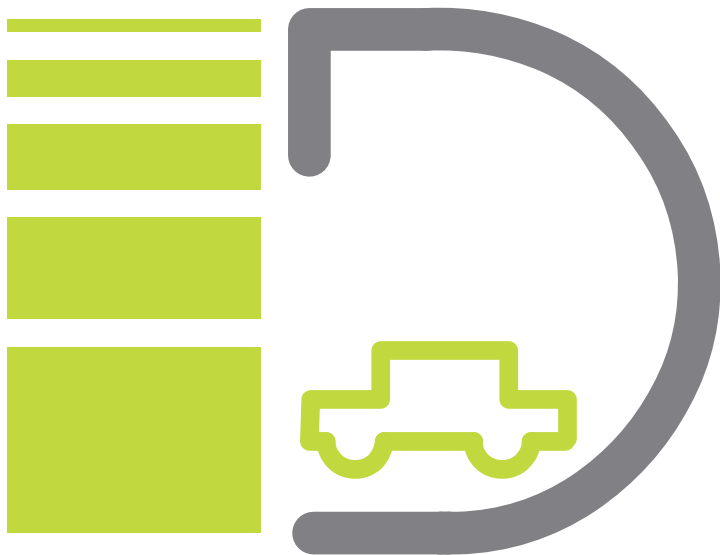


• ○ car



garage door pattern

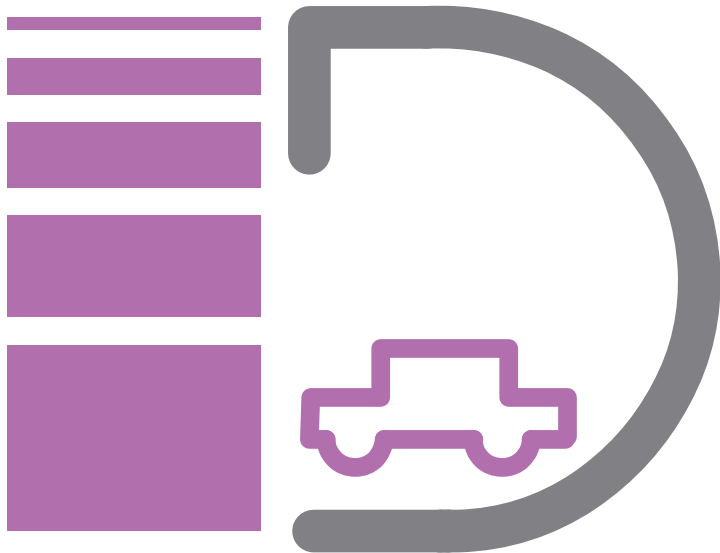




PANTONE
Cool Gray 10 C



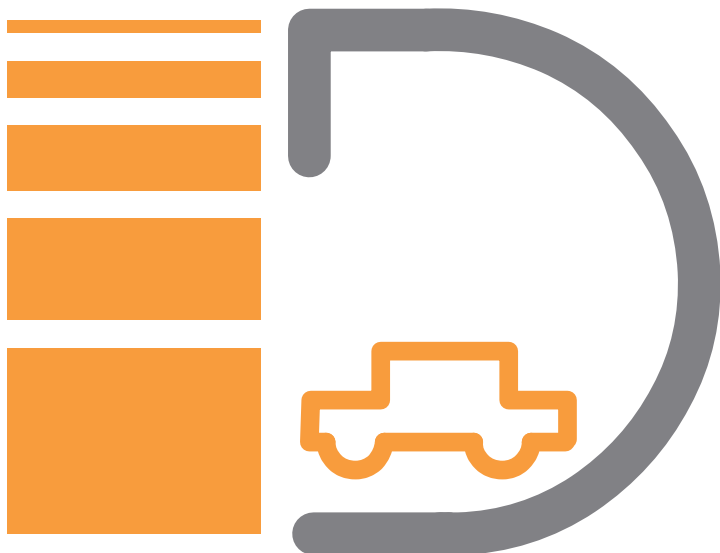
PANTONE
382 C



PANTONE
Cool Gray 10 C



PANTONE
252 C



PANTONE
Cool Gray 10 C



PANTONE
715 C

