

The Logotype. An image says more than 1000 words.



GATETECH

opens up for a better day sectional garage doors

“opens up for a better day” | Slogan

The logotype is the image that identifies the company. This image represents the company, its product and key values, This text is therefore unnecessary but here is a few words (less than a 1000...) to describes the idea behind the brand.

The brand name is GateTech*. This name conveys the product - Gate - together with a positive and modern term - Tech - as in technology. This speaks modern, automatic, high-tech gates/garagedoors and relates to the key value “Know-How”.

The brand name together with a symbol/icon makes the logotype. The icon logotype is the letter G shaped as a garagedoor with the blind spot in the G as the door. It can be seen as either an open or closed door, most likely depending on the colour (bright/dark) of the background.

The top block of the symbol shows how the sectional garage door slides up under the ceiling.

The text logotype is set with compact and solid letters in the same height. The typeface is modern and together with the bright green colour it gives that feeling of a fresh newcomer while the solid letters and the grey colour stands for safety.

The logotype can be complemented with the slogan “opens up for a better day”. This slogan communicates the last key value “An easier day for the consumer”.

*Alternative brand names: Gatetec, TechGate



GATeTECH
opens up for a better day sectional garage doors



Font | Memphis

The quick brown fox jumped over the lazy dog.

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CMYK | 30 0 62 0
Pantone | 374 EC

CMYK | 28 18 28 53
Pantone | 416 EC

CMYK | 22 14 22 38
Pantone | 415 EC

CMYK | 9 5 12 14
Pantone | 413 EC





opens up for a better day **sectional garage doors**

GATETECH

Huvudkontor

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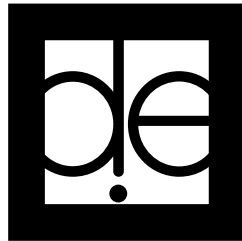
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