

Brand Guidelines – October 9, 2012



GARMIN<sup>▲</sup>®

## Our Mission

To be an enduring company by creating superior products for automotive, aviation, marine, outdoor, and sports that are an essential part of our customers' lives.

## Our Vision

We will be the global leader in every market we serve, and our products will be sought after for their compelling design, superior quality, and best value.

## Our Values

The foundation of our culture is honesty, integrity, and respect for associates, customers, and business partners. Each associate is fully committed to serving customers and fellow associates through outstanding performance and accomplishing what we say we will do.



GARMIN ▲

## Our brand is identified by what we do

Garmin designs and builds products that enhance people's lives. It's what we do.

Since the company's inception, the Garmin brand has been defined by its products. An early company philosophy stated that we live and die by customers' perceptions of our products and that philosophy remains true to this day.

While conventional wisdom often separates product from brand advertising, such an approach is counter-intuitive to a non-conventional company like ours. Products define our brand and must evoke an image of quality, intelligence, innovation and leadership.

Engaging communications that speak intelligently to our audience about the benefits derived from the quality and innovation of our products will create a high-quality, innovative brand image. By educating, motivating and inviting our customers to experience our products we also invite them to experience our brand.

## Positioning

If our brand position is to be believed, it must be true.

Garmin is a leader and an innovator. We have the market share, unit sales, patent portfolio and customer loyalty to prove our position across all markets around the world.

But a Garmin brand position must be felt, not just measured. For more than 100 million people, innovative Garmin products allow them to do whatever it is they want to do, better. Great products open the door to great experiences. With Garmin, they can do great things.

The Garmin brand position is active and experiential. It is all about going places and doing things in sports, on the water, in the air, over trails and on the road. The Garmin brand inspires people to achieve emotional highs. Just as importantly, it comforts people with everyday peace-of-mind.

Authentic. Achiever. Innovator. Leader. Words that define the Garmin brand also describe the Garmin customer.





## The purpose and the approach

This document will provide overall guidance to implement various marketing communications assets that build our brand while simultaneously introducing our products and their benefits. By educating and motivating our customers, we invite them to have an active relationship with the Garmin brand.

We will cover the Garmin approach to branding and marketing communications, discuss what constitutes our Garmin “persona” and reveal our graphic guidelines. This will include the photo style and design standards that help develop consistent promotional materials. Our graphic language is an important element for brand recognition every time a customer encounters Garmin.

This document will also discuss our copy tone and voice, the prominence of the product, typeface selection and the use of the Garmin logo. When implemented with consistent graphic guidelines, these elements will build a solid brand image.

## Our approach to brand development

Garmin has traditionally relied on product advertising focused on new product introductions to communicate the Garmin brand. The consistency of messaging is crucial to the development of our brand and is maintained through a recognizable graphic style and feature/benefit messaging platform.

In developing our brand communications, we will refer to three important messaging objectives:

### INFORM. INSPIRE. INVOLVE.

A customer’s interaction with our brand will be a learning opportunity because we will deliberately **inform** him or her about unique products and services that are life enhancing, if not life changing. An emotional connection makes our messaging more memorable, so we will **inspire** our audience to do the things they desire to do with energy, passion and confidence. And finally, because Garmin is an active brand, we will **involve** our audience not only by drawing them into our communication but also by inviting them to get a Garmin and pursue their personal goal.

We do not do brand campaigns per se, but rather, we build the brand with each product ad, point-of-sale, trade show or press event. Consistency in graphic style and copy voice plus a commitment to inform, inspire and involve our audience each time we interact will not only allow us to articulate unique “Why Garmin” benefits of our products, but it will also allow us to develop a unique Garmin brand.







## Our persona

If Garmin were a person, we would be an active intelligent individual with a innate drive to accomplish what we set out to do. We are not self-promoting, but delight in the success of our customers. We are not outwardly aggressive but are fiercely competitive. We substitute hard work for claims of superiority. We frequently over-deliver.

We are driven to produce the highest quality product but can't bring ourselves to release it until we are certain that it will perform to our high expectations. When it comes to our relationships with others, we will always show respect. Our products are an expression of our desire to help our customers. We can't stand to disappoint.

Honesty, competitiveness, integrity, activity, intelligence, relationships, quality and a respectful sense of humor characterize the Garmin persona.

## The Garmin voice

The Garmin tone and voice is active. Our products are for people on the move, so our communications should convey action, energy, motivation and success. Garmin allows customers to do great things, whether that is a new personal record in a marathon or arriving at an important meeting on time by avoiding traffic. The Garmin voice should reinforce this "can-do" confident spirit.

Verbs are preferred over adjectives. Active voice is preferred over passive. Our messaging should speak to customers' experiences and emotions rather than simply describing an emotion or experience.

Our messaging should consist of two types of benefit to our customers: functional benefits (what they can do) and emotional benefits (how they will feel). Combining these two types of benefits will provide a persuasive argument for our products and brand. The emotional benefit will create the motivation and desire to possess our product. The functional benefit will provide them with the justification and reason why they should believe the emotional promise.

Garmin is not a humorous brand but a brand that can appreciate good humor. When humor is used in copy, it should be intelligent and subtle such that it generates a smile from a well-crafted phrase. This "bit of wry," when used properly, conveys confidence that is consistent with the brand.



## Graphic style

Our graphic style and approach must align with those attributes that enhance our brand messages of quality, innovation, activity and authenticity. The Garmin mission indicates that we will create superior *products* that are essential to our customers. Innovative products and their unique customer benefits are keys to our brand, and, therefore need to be featured prominently in our marketing communications.

A consistent use of type will also build the Garmin brand across all markets and around the world. The type font, size and position are all important in unifying our materials and helping customers instantly recognize Garmin communications. Specifics concerning type treatment are identified later in this document.



## Applying the logo:

Our logo is treated carefully to ensure that it is large enough to be seen but not so large as to create the impression that we are a cheap, promotional brand. It should represent confidence and control and should not shout or annoy.



Our logo is an important way people identify with the Garmin brand. By design, it is not heavy handed, but rather evokes a sense of quality, technology, clean design, and is an elegant reminder to every customer that Garmin products are among the finest in the world. That elegance hinges on a degree of graphic respect that mandates we do not encroach on the area around the corporate logo. By keeping graphics or words away from the immediate proximity of the logo, it also invites the reader's eye to focus on our logo and our brand.

### Clear Space:

A clear space equal to 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.

### Approved Logo Forms:

Our new logo can be used in two different forms.

- A) Logotype in full color
- B) Logotype in white on solid color background



A) Logotype in full color



B) Logotype in white on solid color background





## Image Style

Quality photography reinforces the impression of quality products and a quality brand. Our guidelines call for an authentic, believable photography style that is “in the moment.” Similar to photo journalism, our photography is intended to depict real people actively engaged with real products. The style makes the reader/viewer feel as though he or she is witnessing a spontaneous event that showcases a Garmin product in use. Careful selection of props and wardrobe is critical so colors are consistent with or complementary to the Garmin brand palette of blue, black and white.

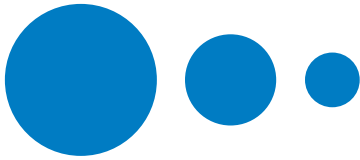
## Color Palette:

There are three approved color swatches:

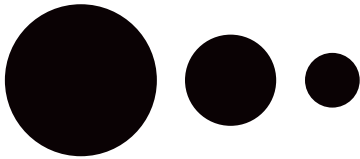
### 1) Garmin blue

Spot color - Pantone 285C

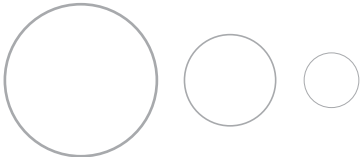
CMYK for coated stock - C91 M43 Y0 K0



### 2) Rich black - C30 M30 Y30 K100



### 3) White



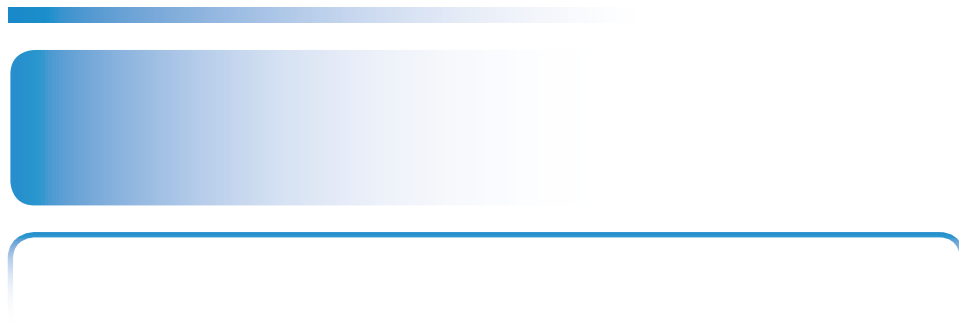
## Gradients:

There are two approved gradient swatches:

### 1) Garmin blue / Rich black gradient



### 2) Garmin blue / White gradient





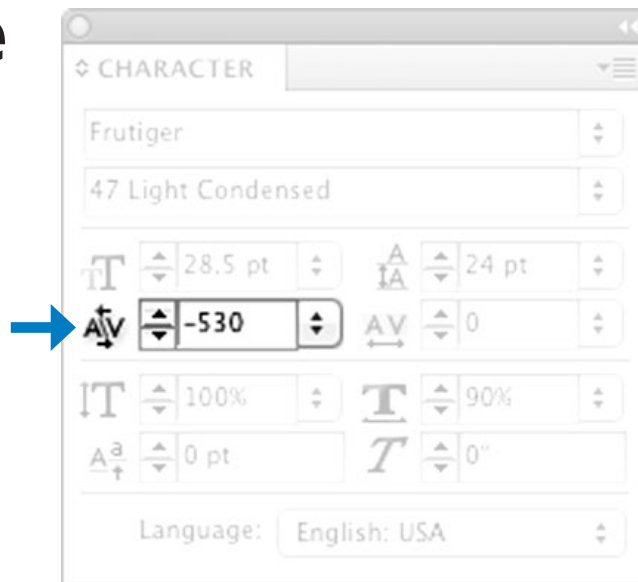
## To create special characters manually (for example “ē”):

1) Type the letter e and ¯ separately.

e ¯

2) Use negative letter spacing to bring the two characters together.

ē



## Using the corporate name in text:

When used in text, Garmin should never appear in the custom logotype or as a graphic inserted within the text. Our name should appear in the same typeface, and same size as the surrounding text. Whenever written in correspondence or marketing communications, the Garmin name should begin with an initial capital “G” followed by lowercase “armin.”

Garmin should not be pluralized or used in the possessive form, nor should it be modified.

**Incorrect:** “She owns many Garmins.”

**Correct:** “She owns many Garmin devices.”

**Incorrect:** “Garmin’s Chairman, Dr. Min Kao.”

**Correct:** “Garmin Chairman, Dr. Min Kao.”

How we use the Garmin name, trademarked terms and product names in text is just as important as our proper use of the Garmin logo. Many Garmin products and services have unique names, often with unique spelling, which helps with trademark protection. nüvi®, for example, is never capitalized, even at the beginning of a sentence and must contain an umlaut “u.” rino, zūmo, GPSMAP, and many other Garmin names must also be written properly and consistently. Doing so will help make them unique, strengthens their legal registration and discourages other companies from adopting the same or similar name.

For reference, consult: <http://insider.garmin.com/sites/CustomerContent/default.aspx>

## Print Fonts: **Frutiger** font family

Frutiger 45 Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPS

Frutiger 46 Light Italic

*abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPS*

Frutiger 47 Light Condensed

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPS

Frutiger 55 Roman

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNO

Frutiger 56 Italic

*abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNO*

Frutiger 57 Condensed

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPS

Frutiger 65 Bold

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNO**

Frutiger 66 Bold Italic

***abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNO***

Frutiger 67 Bold Condensed

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPS**

Frutiger 75 Black

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKL**

Frutiger 76 Black Italic

***abcdefghijklmnopqrstuvwxyzABCDEFGHIJKL***

Frutiger 77 Black Condensed

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMOPQ**

Frutiger 87 Extra Black Condensed

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMOP**

## Web Fonts: **Open Sans** font family

Open Sans

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Bold

**abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ**

Open Sans Bold Italic

***abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ***

Open Sans Italic

*abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ*

Open Sans Extrabold

**abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ**

Open Sans Extrabold Italic

***abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ***

Open Sans Light

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Light Italic

*abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ*

Open Sans Semibold

**abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ**

Open Sans Semibold Italic

***abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ***



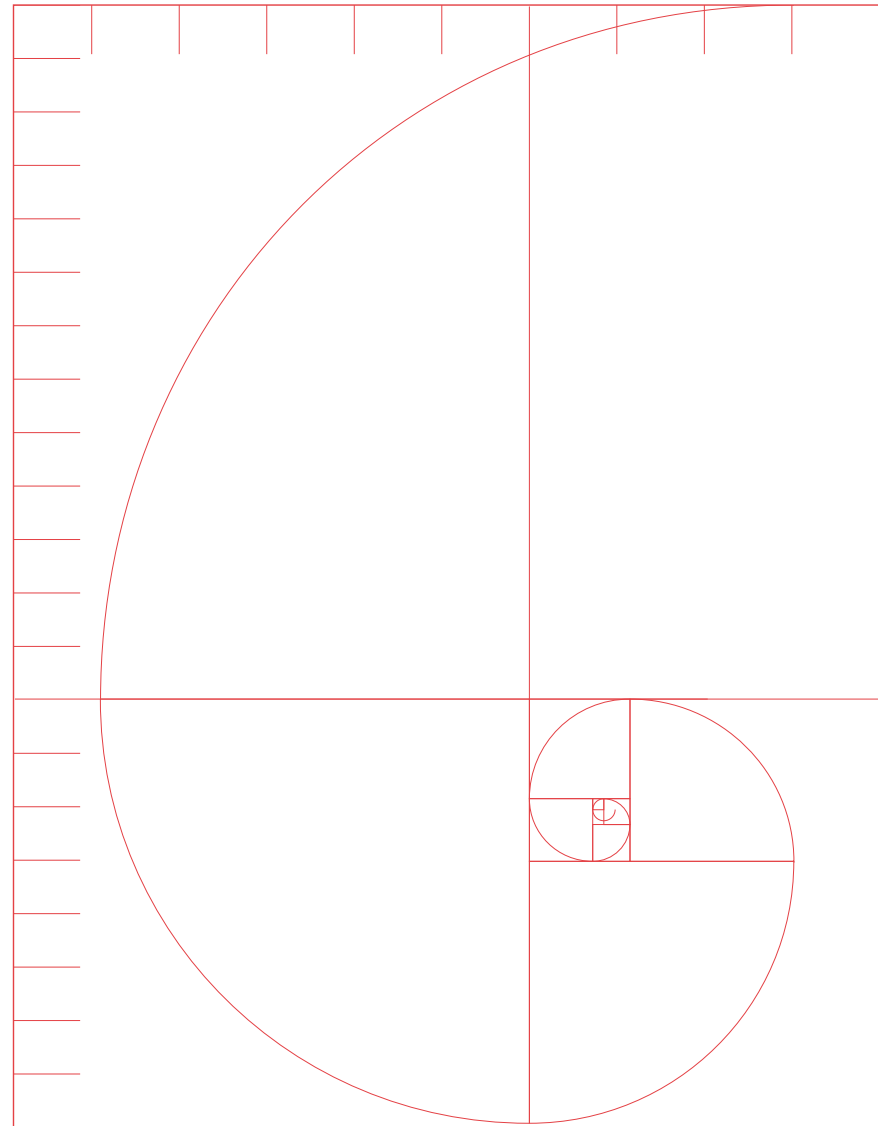
## Print ad:

### Required Elements:

- 1 Full bleed image
- 2 Rounded corner box with gradient
- 3 Headline: Frutiger 55 Roman : 35pt.  
Tracking: -15  
Leading: 41 pt.
- 4 Body copy: Frutiger 57 Condensed : 9 pt.  
Tracking: +1  
Leading: 13 pt.
- 5 Web URL: Frutiger 67 Bold Condensed : 9 pt.  
Tracking: +1  
Leading: 13 pt.
- 6 Product image
- 7 Garmin logo
- 8 Legal disclaimer: Frutiger 47 Light Condensed : 5 pt.  
Tracking: 0  
Leading: 7 pt.

### Download:

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[Garmin Logo & Guidelines](#) > [Templates and References](#)



Golden Ratio Grid System



Product Centric Layout



Lifestyle Centric Layout

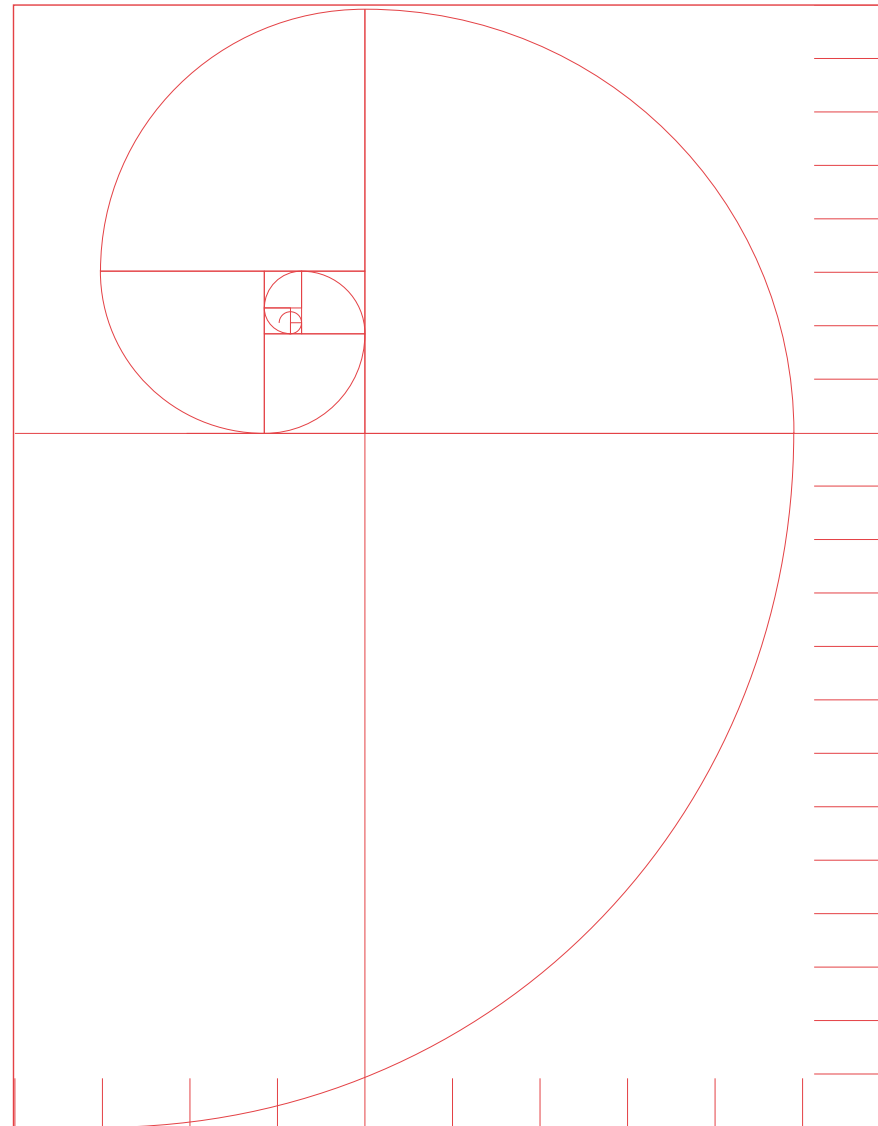
## Rack Brochure:

### Required Elements:

- 1 Full bleed image
- 2 Rounded corner box with gradient
- 3 Product name: Frutiger 55 Roman : 16pt.
- 4 Description: Frutiger 47 Light Condensed : 8pt.
- 5 Garmin logo
- 6 Product image
- 7 Legal disclaimer: Frutiger 47 Light Condensed : 6 pt.  
Tracking: 0  
Leading: 6 pt.

### Download:

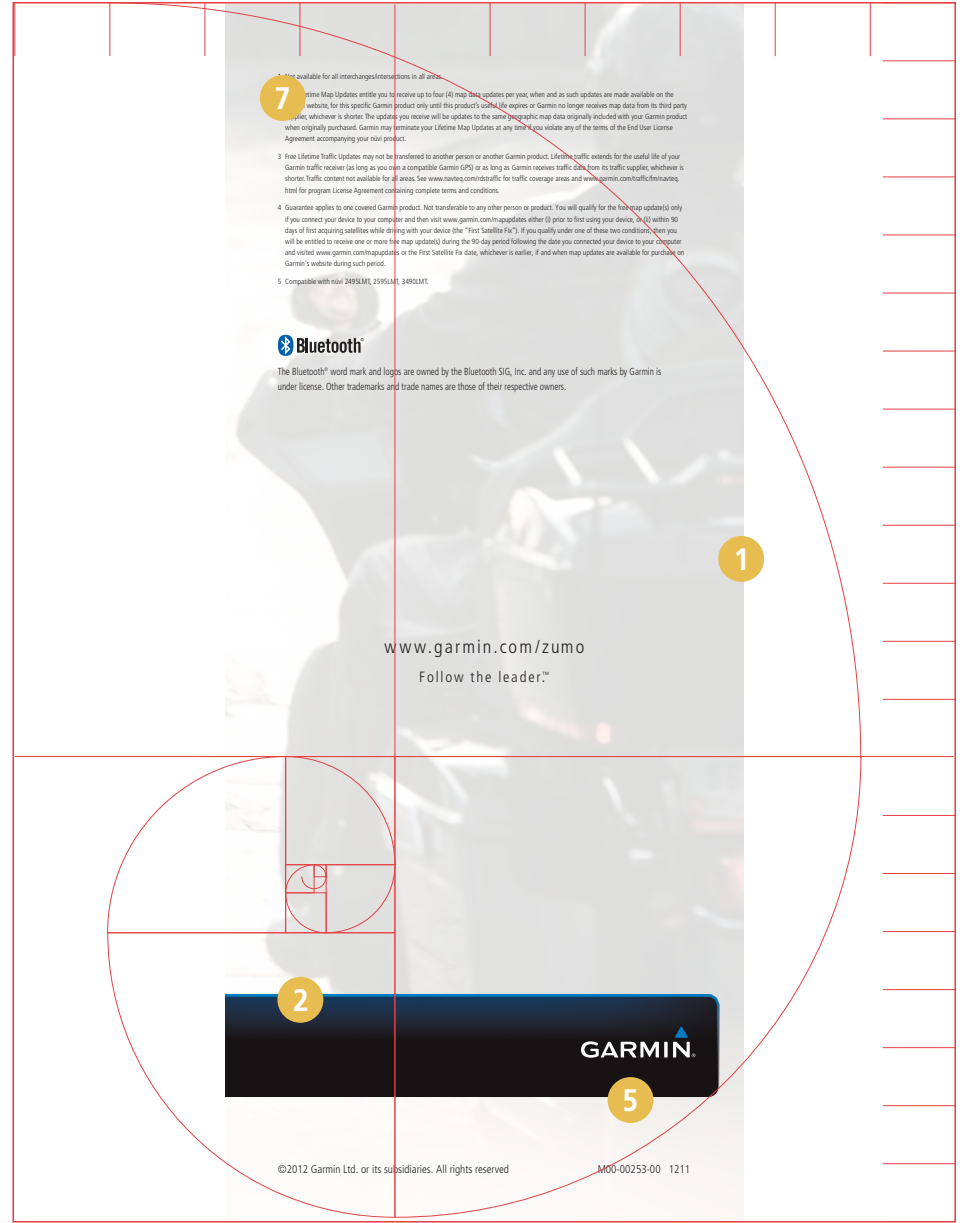
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Golden Ratio Grid System



Front Cover Layout



Back Cover Layout

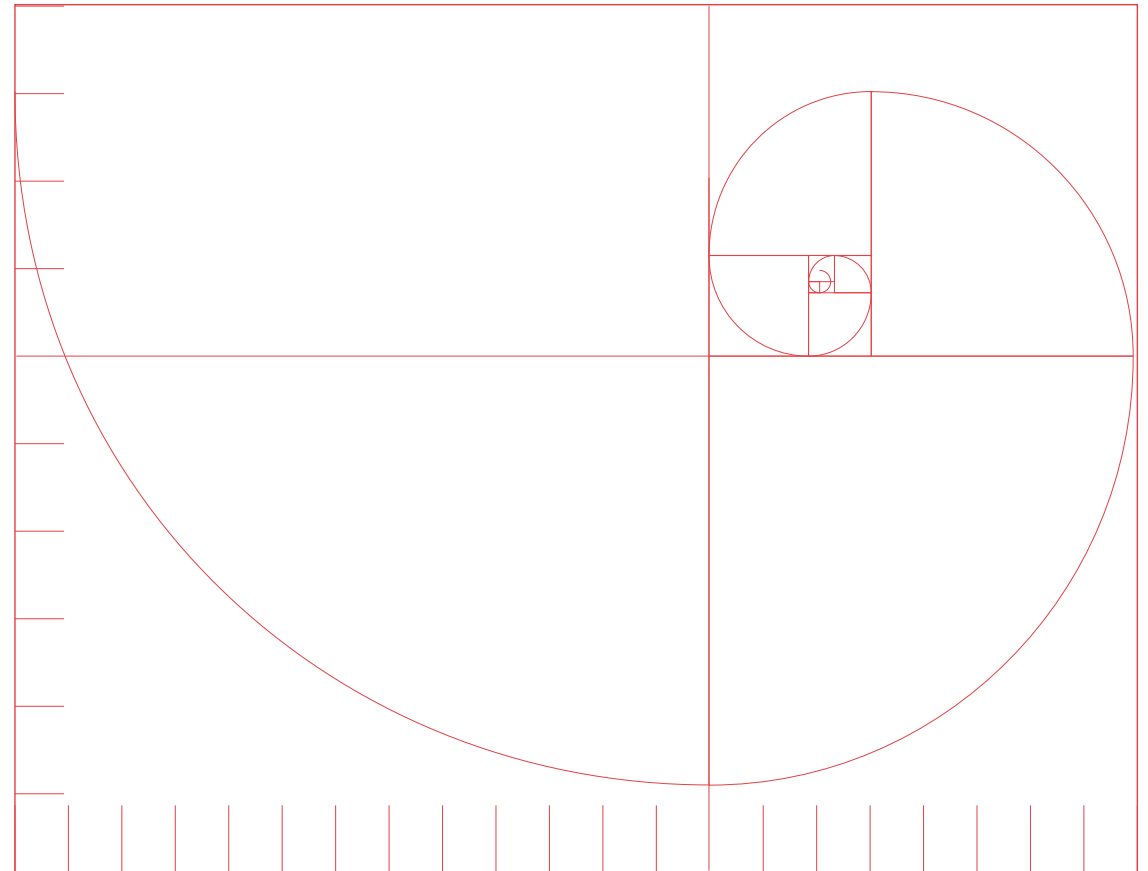
## Out of Home:

### Required Elements:

- 1 Full bleed image
- 2 Rounded corner box with gradient
- 3 Headline & subhead
- 4 Product name + URL
- 5 Product image
- 6 Garmin logo

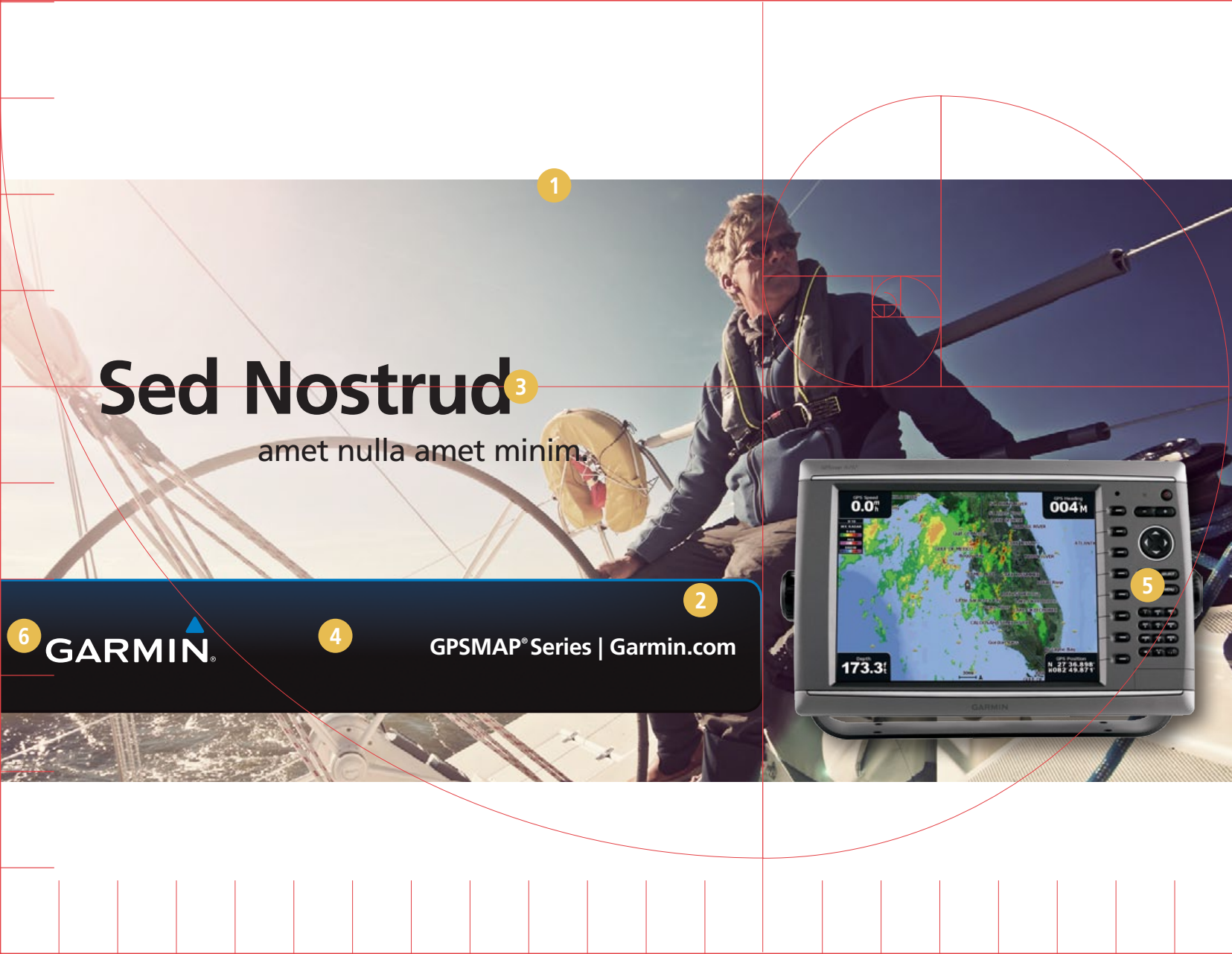
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Golden Ratio Grid System





# Sed Nostrud

amet nulla amet minim.

6 **GARMIN** 4 **GPSMAP® Series | [Garmin.com](http://Garmin.com)** 2



## Totem:

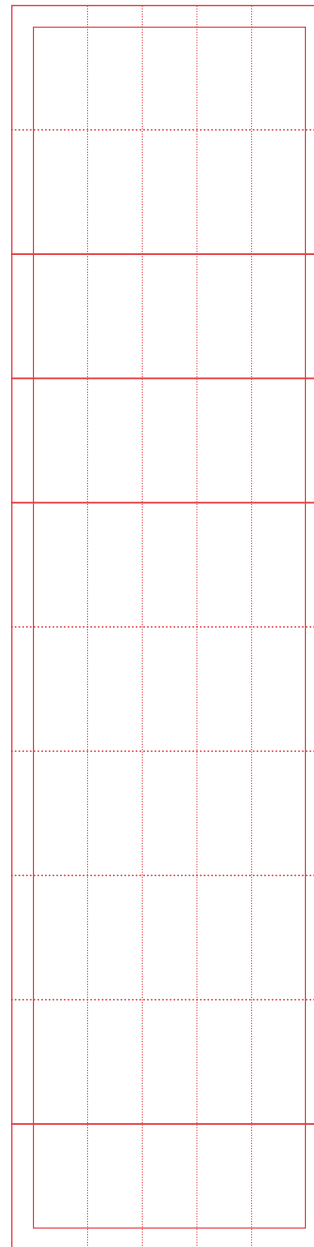
### Required Elements:

- 1 Full bleed image
- 2 Rounded corner box with gradient
- 3 Headline: Frutiger 55 Roman
- 4 Product name
- 5 Product image
- 6 Garmin logo
- 7 URL

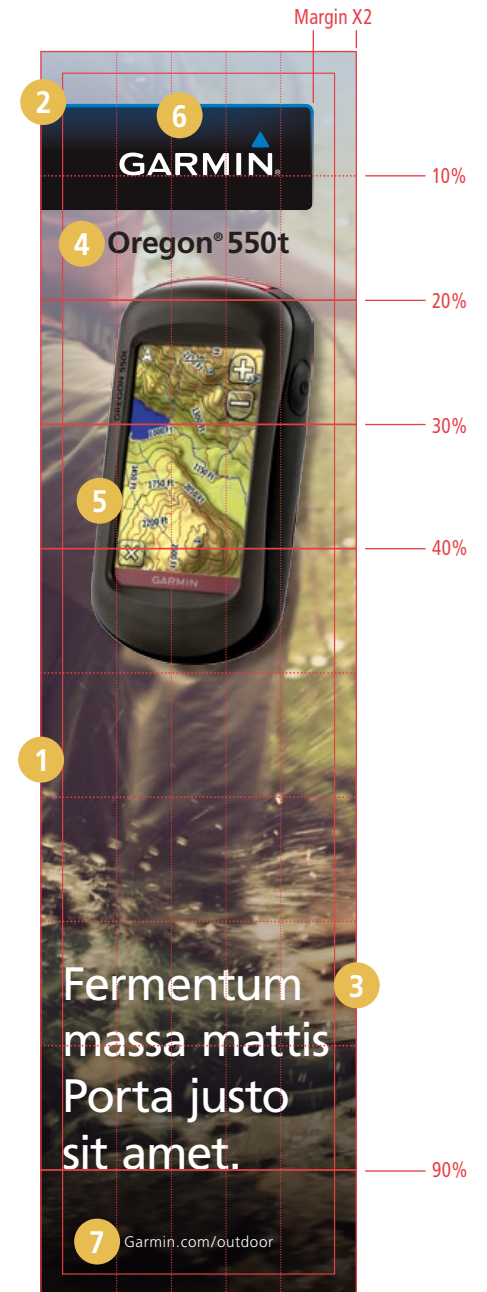
**Margins:** 3% of the width

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Layout Grid





## Retail Display:

### Required Elements:

- 1 Rounded corner box with gradient
- 2 Product name
- 3 Garmin logo

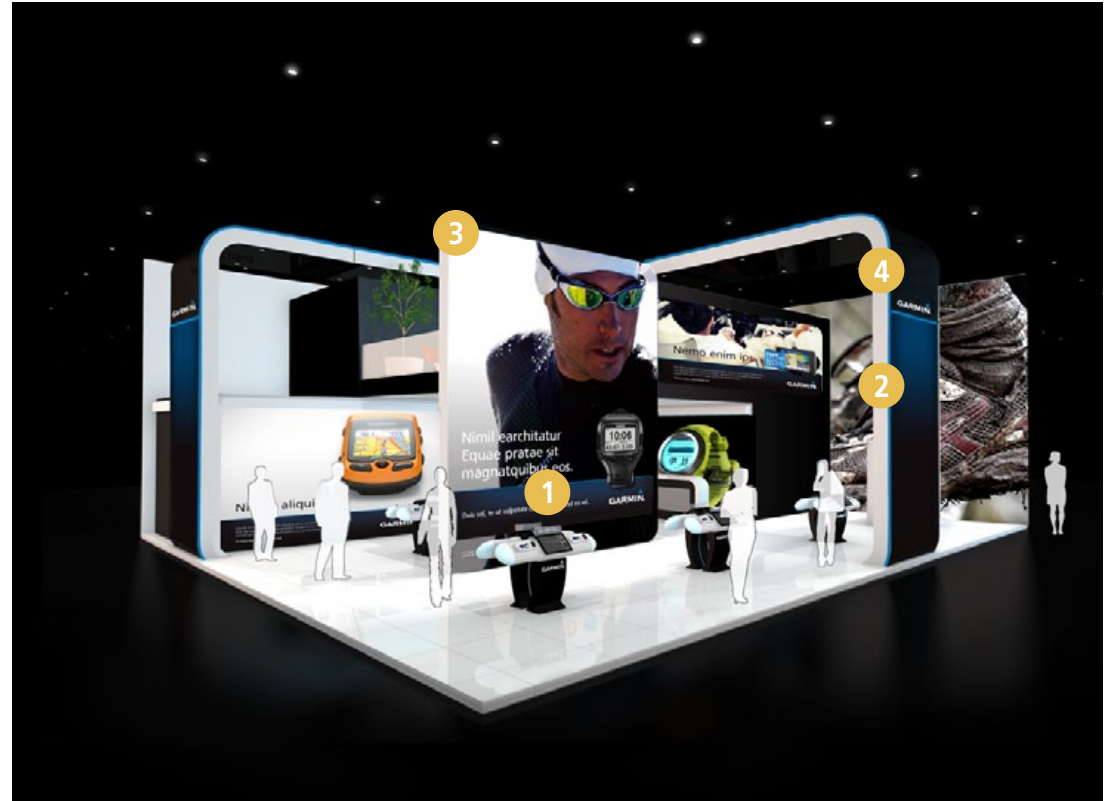
### Download:

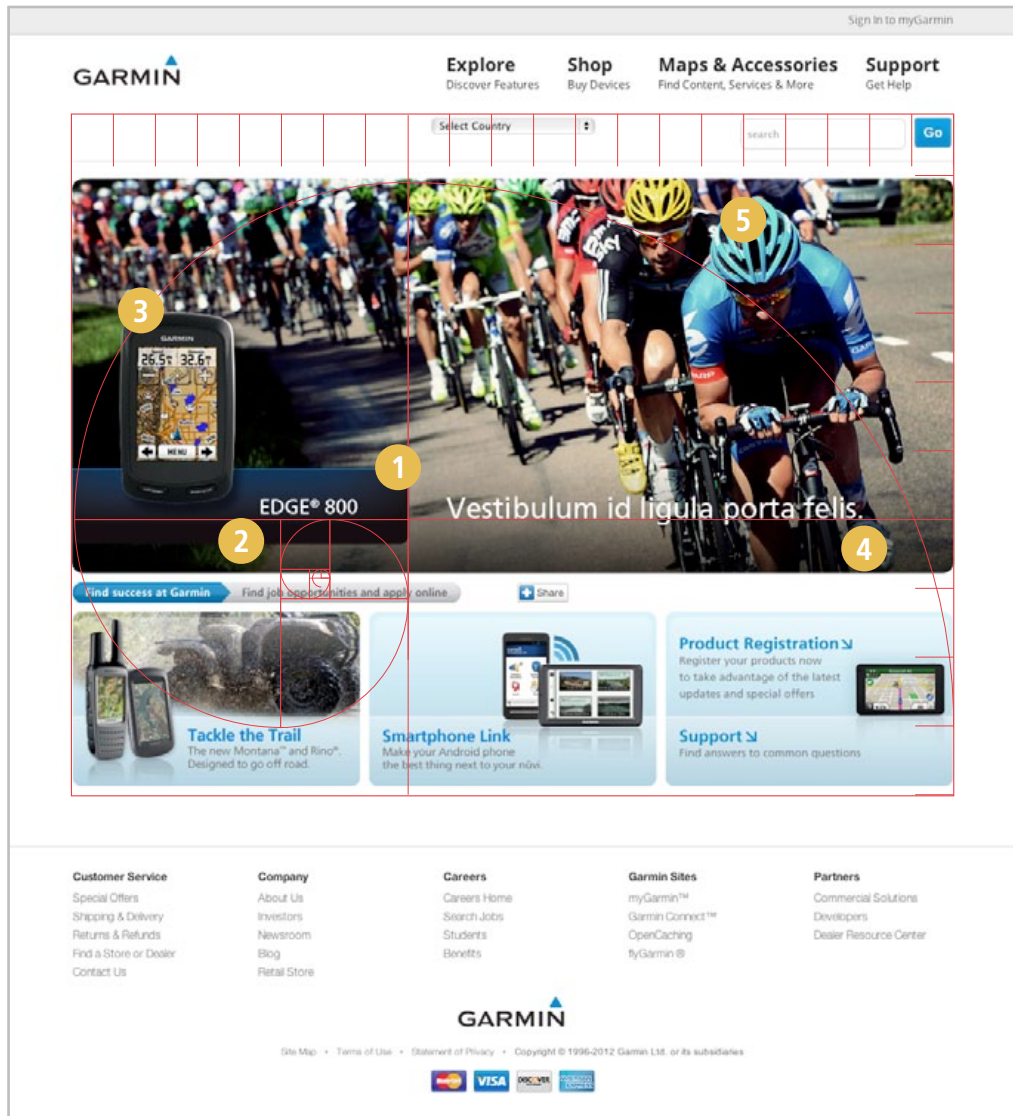
box.com account > International Offices > GARMIN CORPORATE >  
Garmin Logo & Guidelines > Templates and References

## Trade-show Booth:

### Required Elements:

- 1 Rounded corner box with gradient
- 2 Solid black & blue gradient accent
- 3 "In the moment" style imagery
- 4 Garmin logo





## Garmin.com:

### Required Elements:

- 1 Rounded corner box with gradient
- 2 Product name
- 3 Product image
- 4 Headline
- 5 Lifestyle "In the Moment" Image

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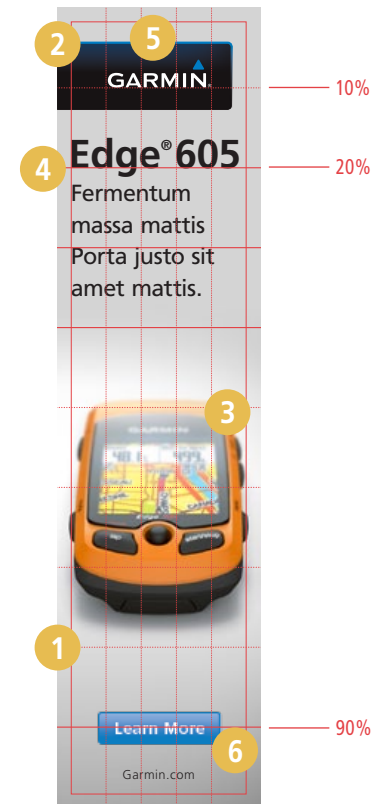
## Online Banners (3<sup>rd</sup>-party Sites):

### Required Elements:

- 1 Full bleed image
- 2 Rounded corner box with gradient
- 3 Product image
- 4 Product name
- 5 Garmin logo
- 6 Button - Call to Action

### Download:

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## PowerPoint Template:

**Font:** Helvetica

**Required Elements:**

1 Rounded corner box with gradient

2 Garmin logo

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## CONDIMENTUM NIBH CRAS ULTRICIES

- Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Maecenas sed diam eget risus varius blandit sit amet non magna. Maecenas faucibus mollis interdum.
- Etiam porta sem malesuada magna mollis euismod. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

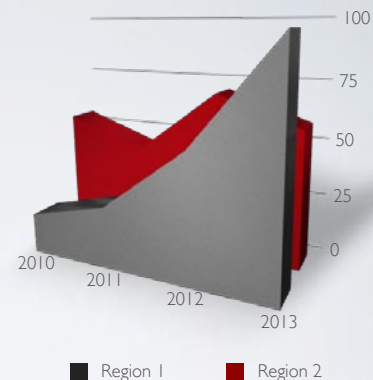
1

2

GARMIN

## VEHICULA RIDICULUS IPSUM

- Aenean eu leo quam. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Maecenas sed diam eget risus varius blandit sit amet non magna.



1

2

GARMIN

## CONDIMENTUM NIBH CRAS ULTRICIES

- Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Maecenas sed diam eget risus varius blandit sit amet non magna. Maecenas faucibus mollis interdum.
- Etiam porta sem malesuada magna mollis euismod. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

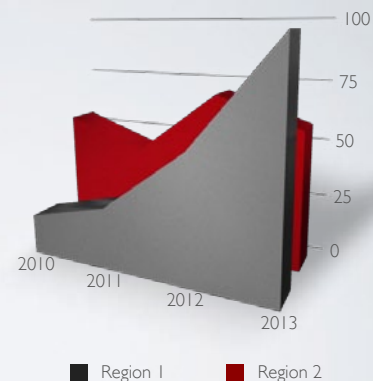
1

2

GARMIN

## VEHICULA RIDICULUS IPSUM

- Aenean eu leo quam. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Maecenas sed diam eget risus varius blandit sit amet non magna.



1

2

GARMIN

## The result

Consistently applying the guidance outlined in this book will result in communications that allow each ad, each brochure, each point-of-sale piece, each marketing communications project to build upon those that have come before. The tone and look within each market category and across all markets will be uniformly "Garmin." Over the course of time, we will benefit from an ongoing application of this specific look. Garmin ads in one market category will reinforce the ads of other market categories and give Garmin a stronger presence across all markets around the world.

## Living the brand

Every good book includes an acknowledgment. This brand book acknowledges you and the role you play in making the brand come alive. If you are reading this, consider yourself a brand ambassador. Every Garmin associate is a walking, talking, extension of the Garmin brand. Your work, your attitude, your treatment of others will be the Garmin brand many people experience on a daily basis.



