

Brand Guideline

GHANA | IVORY COAST | BURKINA FASO | BENIN

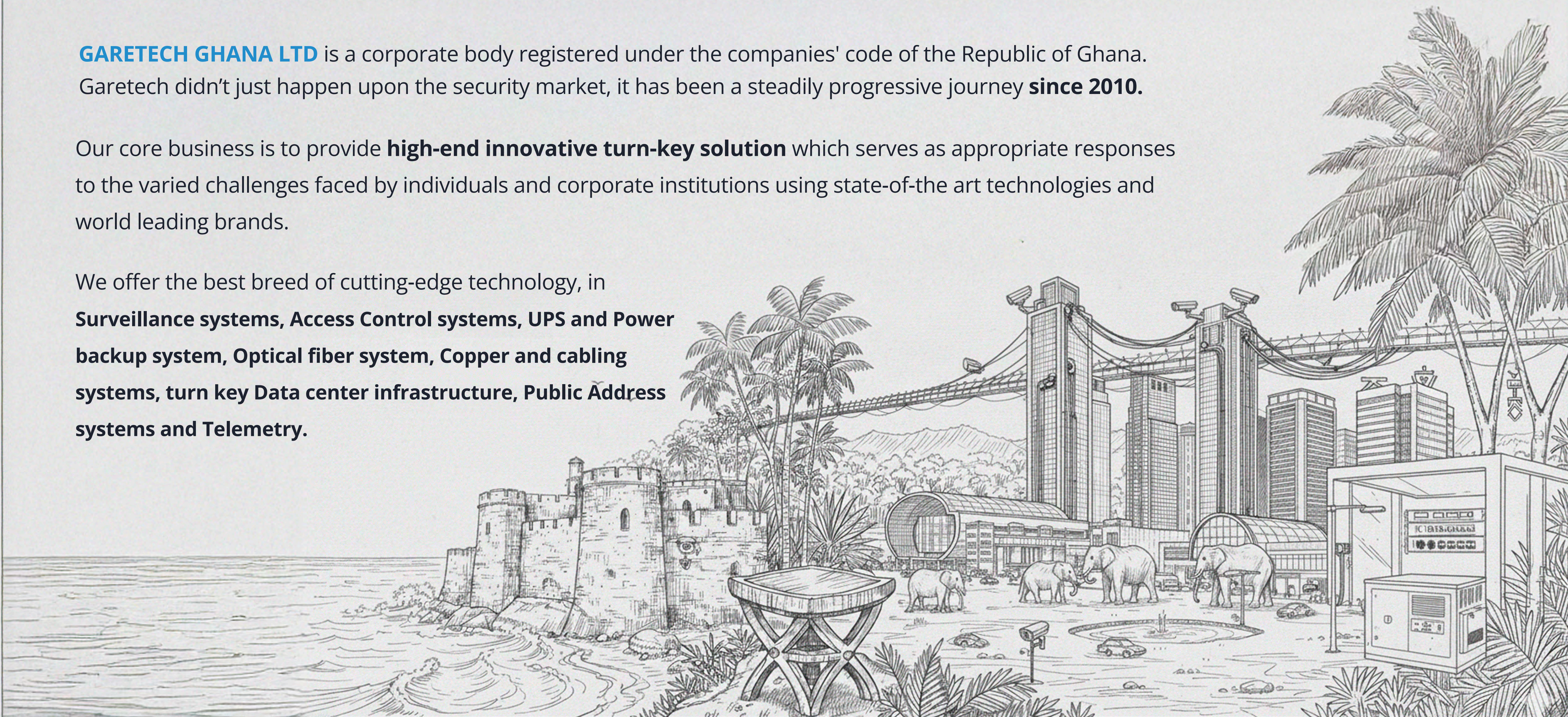
INTRODUCTION



GARETECH GHANA LTD is a corporate body registered under the companies' code of the Republic of Ghana. Garetech didn't just happen upon the security market, it has been a steadily progressive journey **since 2010**.

Our core business is to provide **high-end innovative turn-key solution** which serves as appropriate responses to the varied challenges faced by individuals and corporate institutions using state-of-the art technologies and world leading brands.

We offer the best breed of cutting-edge technology, in **Surveillance systems, Access Control systems, UPS and Power backup system, Optical fiber system, Copper and cabling systems, turn key Data center infrastructure, Public Address systems and Telemetry.**



- Mission
- Vision
- Brand Values

OUR BRAND



OUR VISION & MISSION

Vision

To be the first choice in the distribution market for our partners in Ghana and the sub regions.

Mission

To protect lives, secure assets, and facilitate seamless connectivity by bringing cutting edge reliable ELV Products and Optical Solutions into the Ghanaian and sub regional markets.

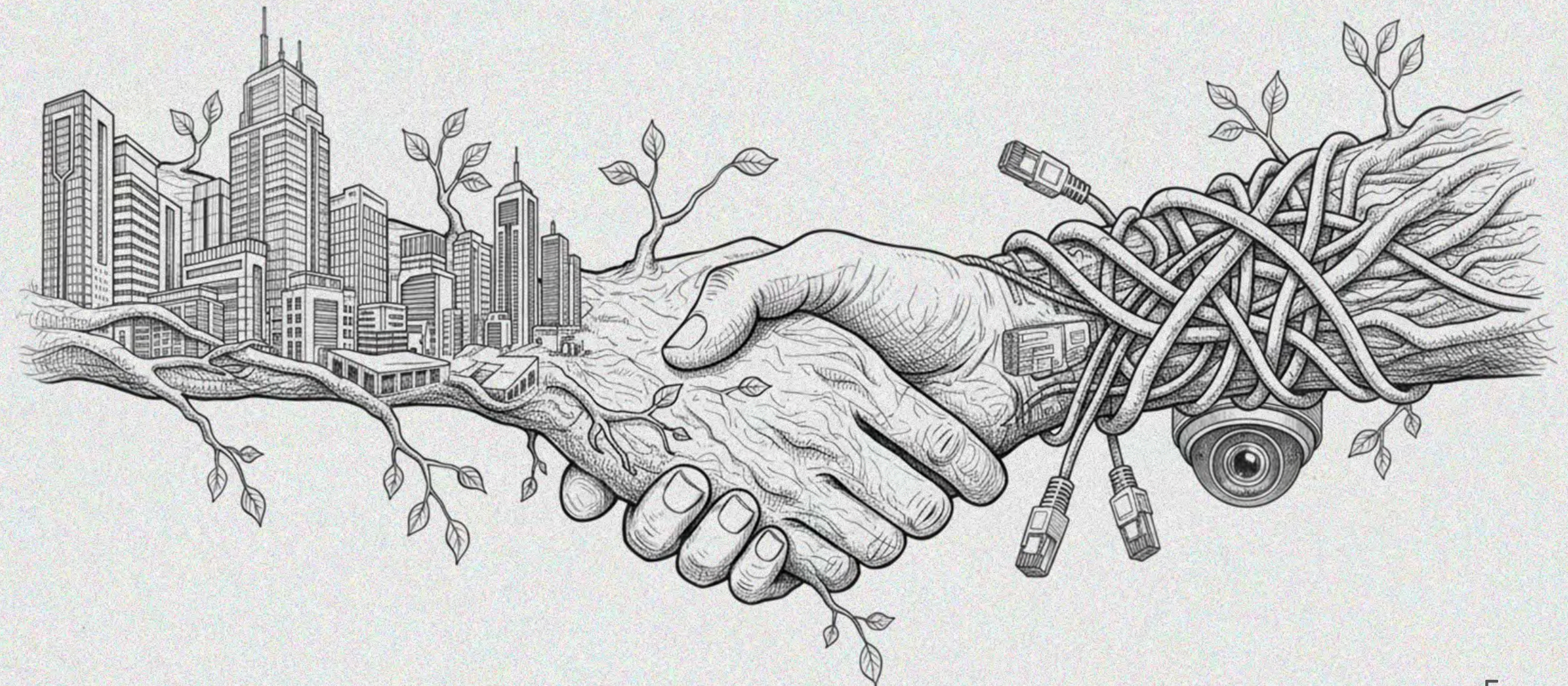
CORE VALUES & ETHICAL PRINCIPLES

Core Values

- Service spirit
- Time consciousness
- Team spirit
- Spirit of progress

Ethical Principles

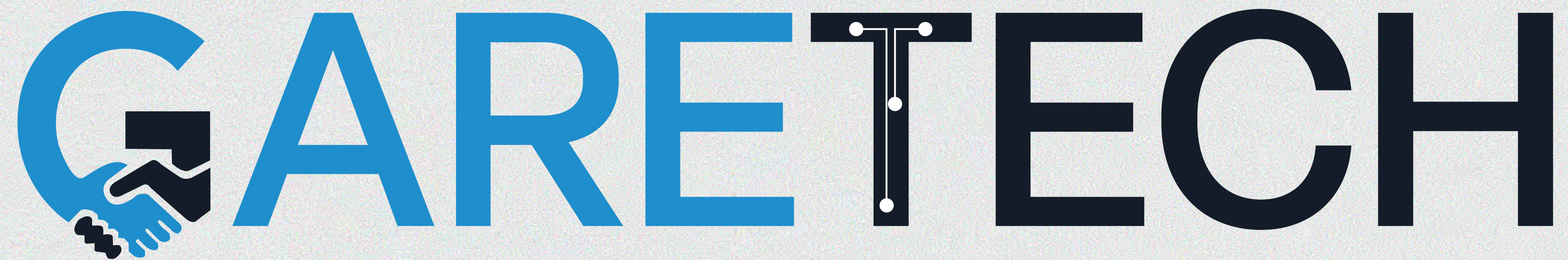
- Truth
- Respect for people
- Transparency
- Business integrity



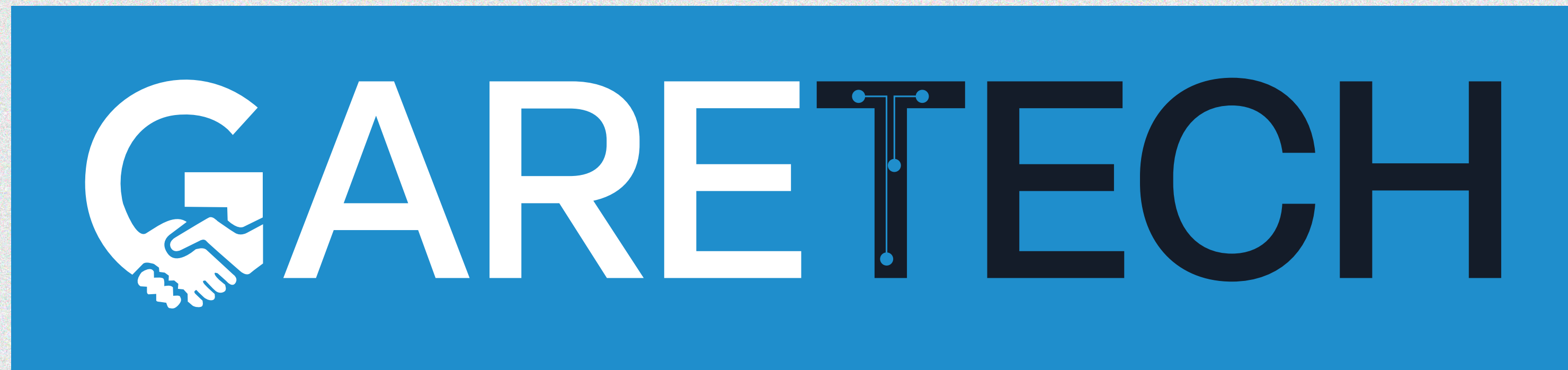
- Our Logo
- Secondary Logos
- Logo Meaning Breakdown
- Logo Clear Space

LOGO

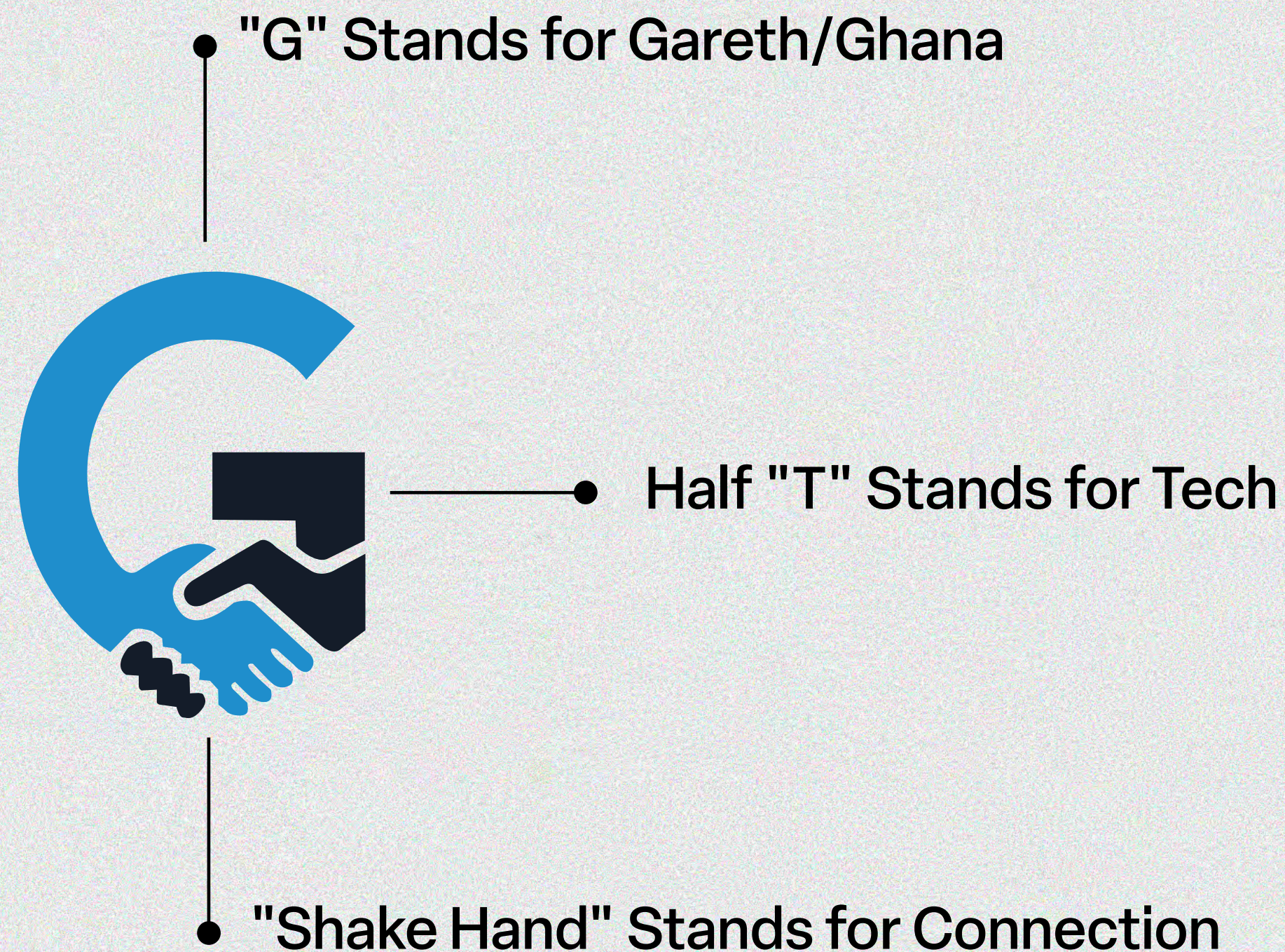
OUR LOGO



SECONDARY LOGO



LOGO MEANING BREAKDOWN



1. "G" — Gareth / Ghana

The "G" represents both **Gareth** and **Ghana**, symbolizing the brand's origin, identity, and foundational inspiration.

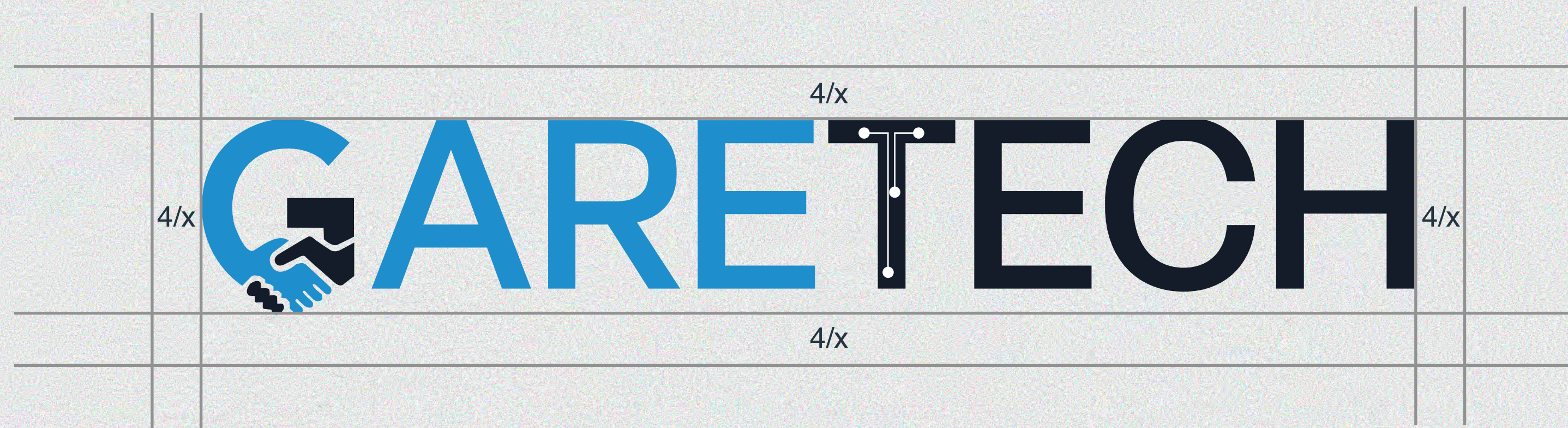
2. Half "T" — Technology

The geometric block inside the G forms **half of the letter T**, subtly reinforcing the "Tech" aspect of **GareTech** and highlighting the brand's focus on technical expertise.

3. Handshake — Connection & Trust

The handshake symbolizes **partnership, reliability, and human connection**, representing GareTech's commitment to building trusted relationships with clients.

LOGO CLEAR SPACE



Calculation

40% or 4/10 of the Brand Logo Icon width is the safe Clear Space

20% or 2/10 of the Brand Logo Icon width is the gap between Logo Icon and Logo Text

- Primary Color
- Secondary Color

COLOR

PRIMARY COLOR PALETTE

Arctic Blue



#1F8ECC (Primary Brand Color)

Meaning: Innovation, Trust, Clarity, High Performance

Deep Arctic Night



#141C29 (Primary Dark / Neutral)

Meaning: Authority, Sophistication, Stability

SECONDARY COLOR PALETTE

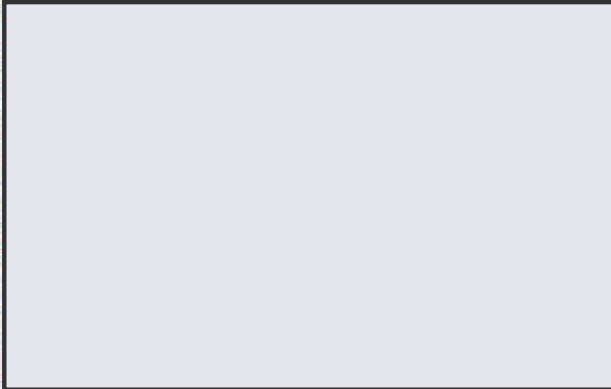
Polar White



#F5F7FA

Meaning: Cleanliness, Simplicity,
Openness, Precision

Soft Arctic Grey



#E6E7EE

Meaning: Neutral, Calm,
Balanced, modern

Steel Grey



#6E7A88

Meaning: Balance,
Professionalism, Neutrality

Arctic Sky Light Blue



#6E7A88

Meaning: Approachability,
Modern feel, Freshness

Midnight Silver



#6E7A88

Meaning: Strength,
Modern Tech Aesthetic

- Primary Font
- Secondary Font
- Web Font

TYPOGRAPHY

PRIMARY FONT

The image displays two large, bold, black capital letters 'A' and 'A' in the Arial font. The letters are clean, modern, and highly legible, with a consistent stroke width and a balanced, symmetrical design. They are positioned on a light gray background.

Font Name: Arial

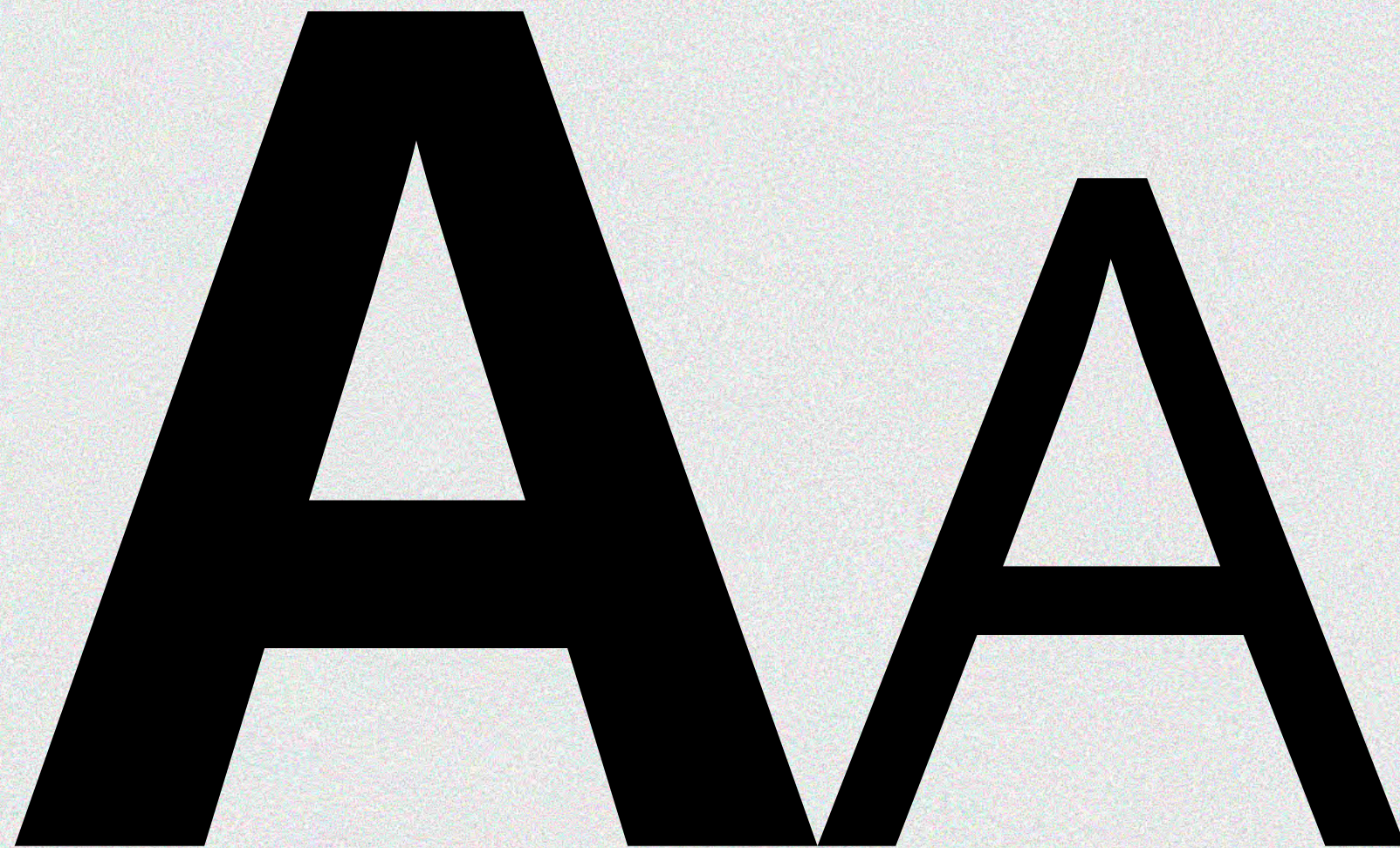
Arial is selected as the primary typeface for GareTech because it delivers a modern, clean, and highly legible appearance across all digital and print formats. Its balanced letterforms create a professional tone that aligns with the brand's focus on clarity, trust, and technology.

Arial ensures:

- **High readability** across screens, documents, and signage
- **Universal availability**, making it consistent on all devices and platforms
- **A clean and modern aesthetic** suitable for technology and security industries
- **Professional and neutral character**, keeping the brand simple, trustworthy, and approachable

Overall, Arial helps maintain a **consistent, clear, and accessible** visual identity for GareTech's communication.

SECONDARY FONT

The image displays two large, bold, black capital letters 'A' and 'A' in the Open Sans font. The letters are clean, modern, and have a balanced structure, with smooth curves and a consistent weight. They are positioned on the left side of the slide, below the 'SECONDARY FONT' header.

Font Name: Open Sans

Open Sans is chosen as the secondary typeface for GareTech because it complements Arial while providing enhanced versatility for modern digital communication. Its smooth curves and balanced structure make it ideal for supporting content, UI elements, and detailed text sections.

Open Sans offers:

- **Excellent readability**, especially for long paragraphs and web content
- **A modern, friendly, and clean style** that aligns with tech-driven brands
- **Strong compatibility** with Arial, ensuring visual harmony across all materials
- **Great performance on digital interfaces**, mobile devices, dashboards, and platforms
- **Wide availability through Google Fonts**, guaranteeing consistency and easy implementation across teams

Overall, Open Sans extends the brand's typography system by offering a **highly readable, flexible, and modern** typeface that supports GareTech's professional and technology-focused identity.

WEB FONT

The image displays two large, bold, black capital letters 'A' and 'A' in the Wix Madefor Display font. The letters are geometric and modern, with a clean, sans-serif style. The first 'A' is slightly larger than the second 'A', and both are centered horizontally.

Font Name: Wix Madefor Display

“Wix Madefor Display” is selected as GareTech’s primary web font because it delivers a clean, modern, and highly optimized digital reading experience. Why Wix Madefor Display?

- **Optimized for web readability**
Its letterforms are crafted to stay sharp, smooth, and easy to read on all screen sizes — from mobile to large monitors.
- **Modern and tech-friendly aesthetic**
The geometric, balanced structure supports GareTech’s image as a technology-driven brand.
- **Excellent hierarchy and visibility**
As a display font, it is ideal for headlines, titles, UI elements, and key statements that need strong emphasis.
- **Lightweight and fast-loading**
Helps maintain fast website performance and smooth UX.
- **Consistent cross-platform appearance**
Ensures the brand looks clean and unified across browsers and digital interfaces.

Overall, “Wix Madefor Display” strengthens GareTech’s online identity with a **clear, modern, and high-impact visual presence** tailored for digital environments.

STATIONERY

MUG



BOTTLE



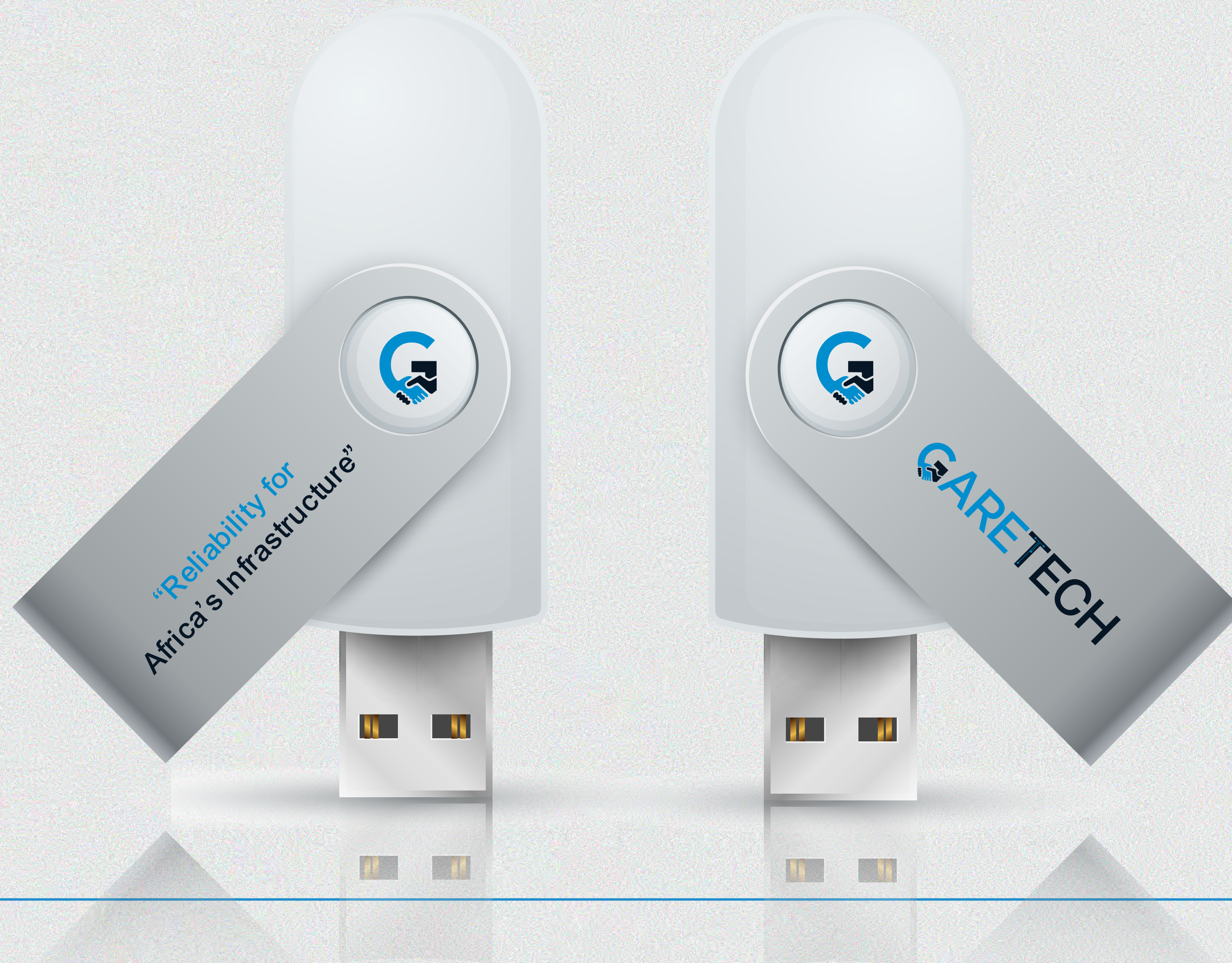
MOUSE PAD



MOUSE PAD



PENDRIVE



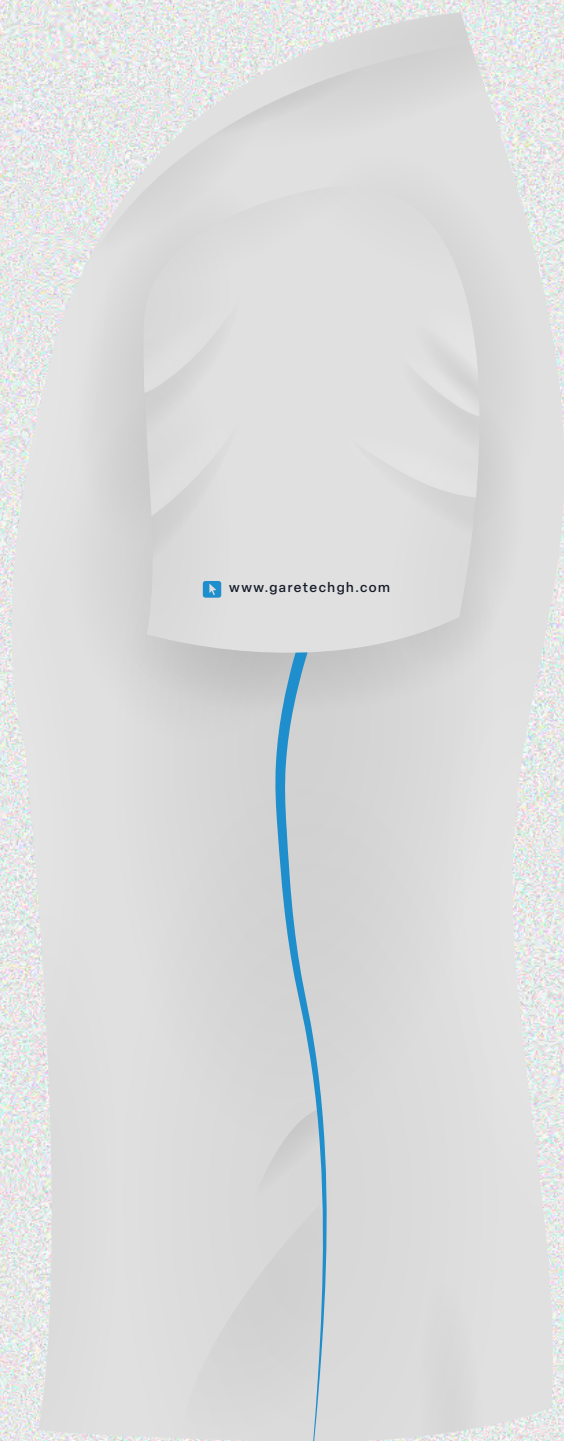
CAPS



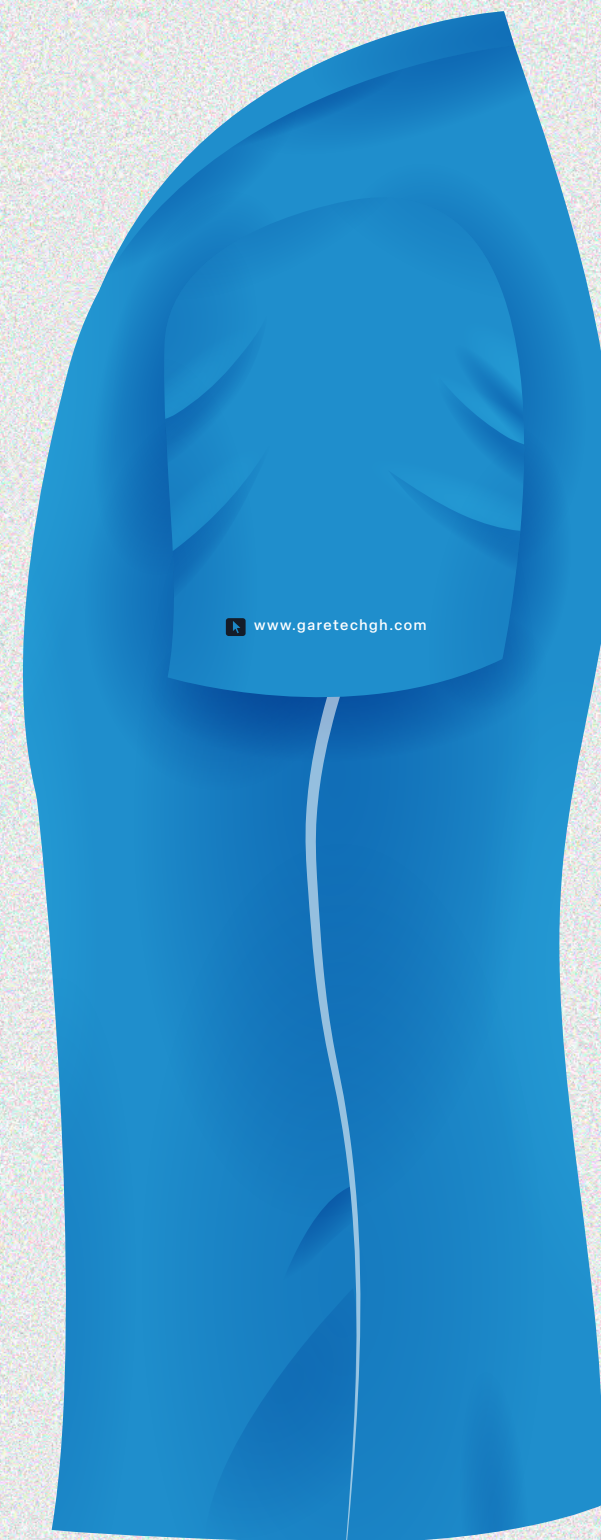
TSHIRT - BLACK



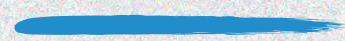
TSHIRT - BLUE



TSHIRT - BLUE



LETTER HEAD





To: Name
Position
Adress

+1111111



Gareth Akumoah - Boateng
CEO - GARETECH GHANA LTD

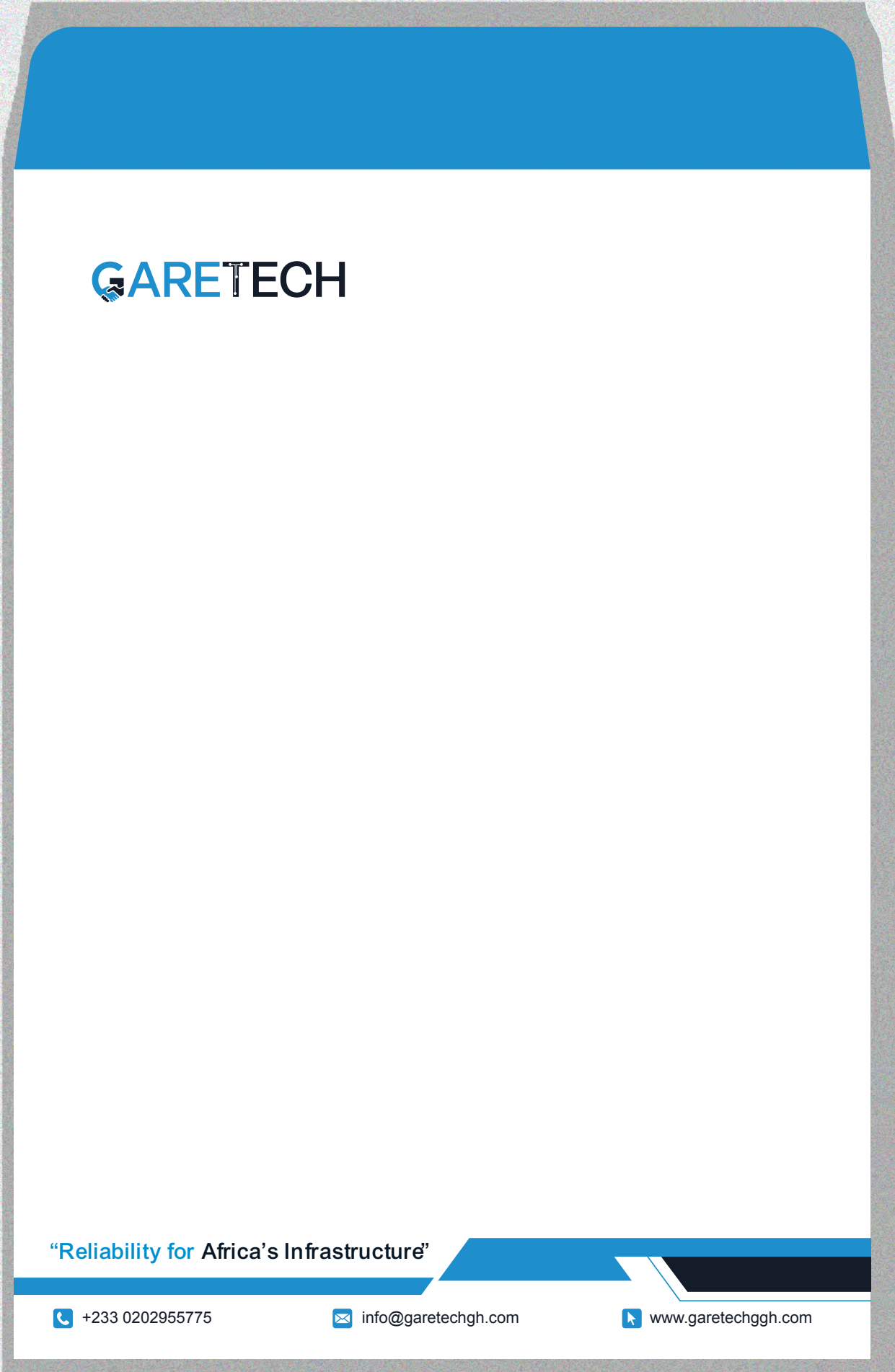
Date

+1 (555) 123-4567 +1 (555) 123-4555 

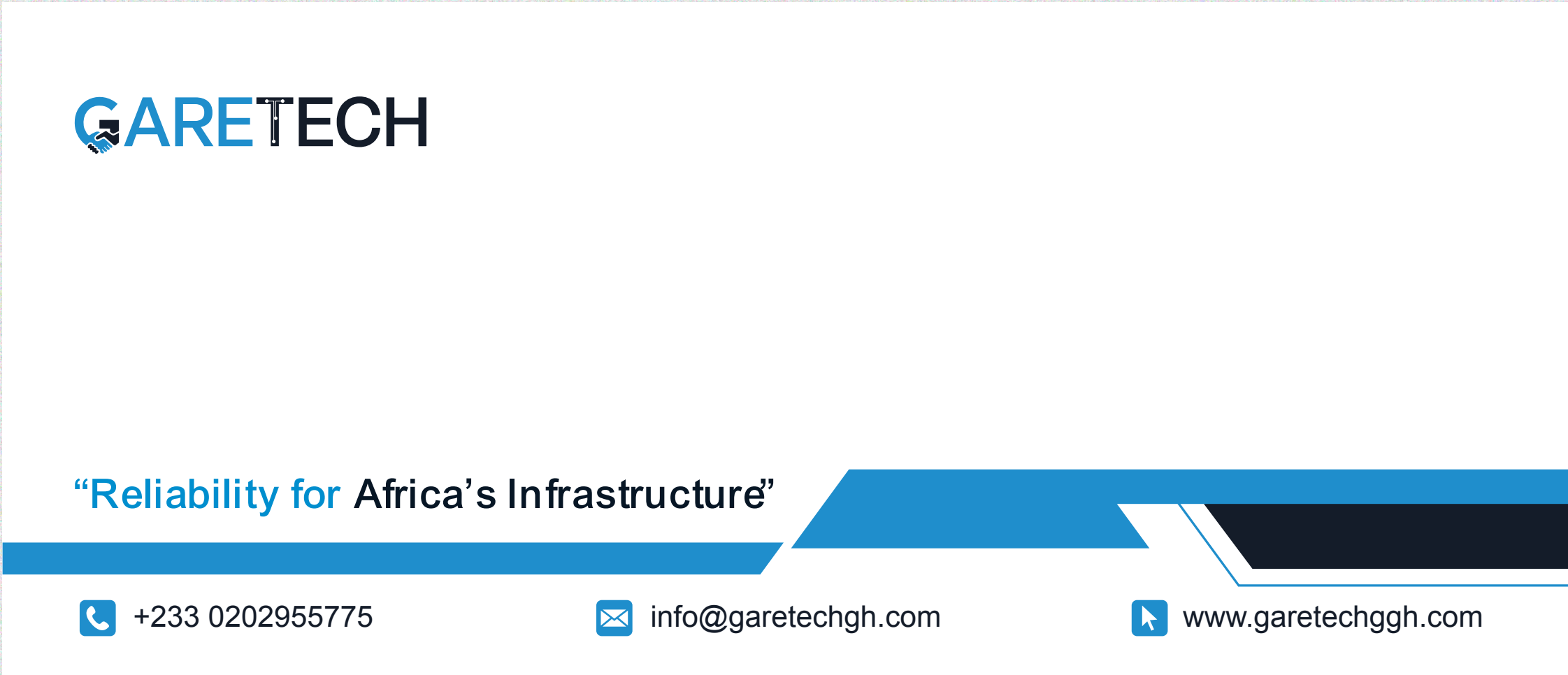
info@garetechgh.com 

www.garetechgh.com 

ENVELOPE



ENVELOPE



BUSINESS CARD



GARETH AKUAMOAH-BOATENG
CEO - GARETECH

+233 24 454 7490 | +233 2 0295 5775

gareth.akuamoah.boateng@garetechgh.com
info@garetechgh.com

www.garetechgh.com

Garetech, Essex House 1948 Military Streets,
Achimota - Accra, Ghana



Scan Here to Connect





“Reliability for Africa’s Infrastructure”



ID CARD



Hi There, I am Gareth



GARETH AKUAMOA-BOATENG
CEO - GARETECH



Gareth Akumoaah - Boateng
CEO - GARETECH

+233 24 454 7490 | +233 02 0295 5775

gareth.akuamoah.boateng@garetechgh.com

info@garetechgh.com

www.garetechgh.com

Garetech, Essex House 1948 Military Streets,
Achimota - Accra, Ghana

Scan Here to Connect



BAG





THANK YOU

